

Web Content Management

The ClickPublish™ Web Content Management Solution offers you the ability to deliver information to the web, newsletters and email with more relevance and focus using rich media such as images, audio and video. ClickPublish™ enables you to market your business in a well-presented, clear, informative manner.

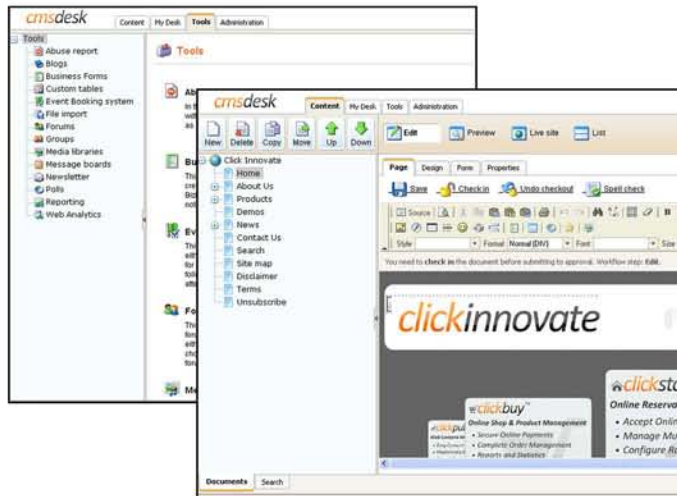
Making changes to your website is made easy through the use of our simple content editor. Changes can be reviewed before being made public, and utilising roles and permissions, different users can edit different content.

ClickPublish™ offers you an extendable product with a number of off-the-shelf plug-ins which include: customisable forms, blogs, forums, newsletter management, polls, and events calendar and booking system.

To further support the multi-national aspect of websites, ClickPublish™ is capable of delivering content in multiple languages.

The ClickPublish™ architecture facilitates the development of bespoke modules which can be easily integrated into the solution. This means we are able to offer you the feature-rich ClickPublish™ solution with custom-built modules which meet specific business needs.

ClickPublish™ utilises the very latest Microsoft technologies to deliver the most reliable solution available to you. ClickPublish™ is developed on the Microsoft .Net framework and uses the secure and resilient Microsoft SQL database platform for data storage.



Key Features

- Simple-to-use editor for content editing.
- Page templates maintain a consistent look and feel throughout.
- Media libraries support documents, images, audio and video.
- Publishing workflow helps manage the publishing process.
- Content scheduling means content can be displayed or hidden automatically.
- Multiple off-the-shelf plug-ins.

Key Benefits

- Simple editing tools mean website maintenance is an easy task.
- International adaptability means your website can support multiple cultures and languages.
- Analytics provide graphical feedback on site statistics and the popularity of your site.
- A plug-in architecture means bespoke solutions can be delivered seamlessly.
- Compliance to standards helps to improve your site's search engine rankings.
- Drive accurate marketing campaigns.

To find out more about ClickPublish™, please call us on **0845 257 5489** or email us at sales@clickinnovate.com.

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Feature List

- **Image Galleries.** The gallery displays image thumbnails and image details.
- **Media Libraries.** Used to easily organise different types of media such as audio, video, images and attachments into libraries.
- **Multiple Editors.** Multiple editors can be responsible for different parts of a website.
- **Dynamic Sitemap.** Automatically updates as the hierarchy of a website develops.
- **Dynamic Google Sitemap.** Sitemap integration tells Google about the pages you own, and how often they are updated or changed. Aids Search Engine Optimisation.
- **Google Analytics Integration.** Google Analytics provides comprehensive website statistics.
- **Friendly URLs.** Enhance Search Engine Optimisation by utilising Friendly URLs which present web page addresses in a more readable form to search engines.
- **Geo Mapping Integration.** Combine Google Maps to web pages to present map features to visitors.
- **Workflow.** Configurable workflow complements the editorial process a business may undertake. For example, edit, approve, publish and archive.
- **Search Engine Optimisation (SEO) Support.** Manage website data such as Meta-Tags to optimise a website for SEO.
- **RSS Feeds.** Content can be channeled via RSS Feeds to subscribing users.
- **Plug-in Architecture.** The ClickPublish™ architecture enables the solution to be extended and customised to meet specific customer needs.
- **Simple Editing.** An easy-to-use editor makes content editing an easy task.
- **Flexible Navigation and Menu Options.** Website navigation and menu structure are developed in accordance with website design and branding.
- **Members' Areas.** Site visitors can register to access website content only accessible to registered members.
- **Customisable Page Templates.** Flexible page templates can be managed to provide consistent page layouts.
- **Multiple Document Types.** Predefined document types support quick content publication. For example, Pages, News Articles, Events, Job Vacancies, FAQ's etc.
- **Full Website Search.** Search all website content for specific text.
- **Content Categories and Tagging.** Organise content into categories as well as a menu hierarchy to have greater control over how content is displayed to visitors.
- **Compliance To Standards.** The content management framework ensures your site complies with web standards.
- **User Management.** Create, edit and delete users of the administration system and visitors who may have access to 'Members Only' areas.
- **Content Locking (check-in/check-out).** Ensure multiple editors don't work on the same content at the same time.
- **Preview Before Publish.** Review the page content before publication to the live website.
- **Customisable Roles and Permissions.** Manage users and website visitors into different roles. Provide permission to access different areas of a website or administration system.

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