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What Makes a Good CMS for Business Websites? by Jenevive Williams

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Business websites are used to showcase products and services online. They enable businesses to reach a wider audience through online networks. But given the increasing number of content and information available today, how can a business website stand out? To make a mark on the Internet, a website needs good content and a user-friendly design. A website also needs to be dynamic, providing regular updates that keep users engaged.

An easy way to maintain an effective website is to use a good Web Content Management System or Web CMS to manage and publish data. A Web CMS enables collaboration and administration of websites and the files used for the site. Business owners need a good Content Management Platform like BlocksGlobal so they can focus on the more important things, instead of worrying about maintaining their website. If you own a business and youâ€™re still in search of a good Web CMS, here are some of the most important features you should look for:

Easy-to-use Interface â€“ What's the use of an attractive design if it is not easy to move around pages or page sections? A webmasterâ€™s primary concern is the flexibility of a site where he can quickly learn how to place key site features. A good design lies not only with the graphics, but the usability of the page itselfâ€”where the eyes of customers wander and the placement of key site features is more important than design specifics. A good CMS also must be easy to editâ€”from the heading tags, description tags, and keywords, ensuring flexibility to enhance your ranking over time.

Powerful Features â€“ It is good to go for a Web Content Management System with various templates, features, and designs so that your website can stand out from the pack. It would also be better if that CMS is cross-browser compatible to provide webmasters with more flexibility and accessibility. A standard-compliant Web CMS also provides users with code that complies with Internet standards. Good HTML coding will go a long way with search engine rankings, give a website an edge over other websites, and enable spiders to easily index pages. It also provides search engines easy access to site maps.

Increased Security â€“ With possible malware attacks and hackers online, privacy protection is a priority in order to avoid any web disasters. Collaboration is important as well, but a good Web CMS must also provide different levels of security. It should be able to protect not just the files and database, but also help preserve the design of the website by preventing primary users from making unintentional changes.

SEO-Friendly â€“ An SEO-friendly CMS enables SEO specialists to ensure that sites or pages receive high rankings in search engines. A good CMS enables users to easily update websites to help them keep up with the dynamic nature of the Internet landscape. An efficient CMS also allows website owners to effortlessly manage keywords in content, URLs and meta data to achieve high rankings.

E-commerce Solution â€“ A CMS with an accessible and fully functional e-commerce solution, as well as easily generated navigation menu from its control panel enables site owners to work faster and more efficiently.

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