Content Management Systems

Explanation, Design & Pricing Considerations

Content management systems (CMS) are computer applications used to create, edit, manage, search and publish various kinds of digital media and electronic text.

Specifically, a web content management system is intended to simplify the transfer of of text and images to web sites, in particular allowing the site owner to submit such content without requiring any technical knowledge of the authoring software.

Currently, most CMS web sites are based on templates that put restrictions on the overall look and feel of the site's pages, often seriously damaging the effectiveness of the message that you are trying to convey to your potential customers.

As a result Stanford has created a library of its own custom CMS code modules.

Stanford's code modules permit our designers to achieve a unique and appropriate design for each individual client while still providing the tools needed to modify content.

We can readily customize the "tools" to just those that are needed, making the actual content management activity very, very easy for our clients to routinely perform.

Content management is often only useful for very specific sections of a web site – those that undergo frequent change. Pages that are not changing frequently, if at all, are best left unburdened by CMS code and as a result can load much more quickly.

Many of our clients prefer to depend on us for maintaining and updating design sensitive portions of their web sites, restricting their own access through CMS to those sections that feature relatively fast changing information.

Finally, our code modules are sufficiently flexible that a client can safely elect to have a web site designed and made operational without CMS. After gaining experience with the web site, the client can then elect to have any number of pages reset for CMS at a very nominal cost.