

Ektron CMS400.NET PageBuilder

The next logical step in WYSIWYG editing

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Web site building and maintenance needs to be agile in every environment. IT departments and marketing teams alike value flexibility and depend on each other to keep today's living, breathing Web 2.0 sites moving forward efficiently. Even while working together, though, each member of your Web site team has to remain focused on the unique role that each of them plays in meeting the business challenges of your organization.

Built on the Ektron Portal Framework, the Ektron CMS400.NET PageBuilder can refine the roles that each member of your Web team plays, maximizing the strengths of their positions. The PageBuilder leverages the versatility of this framework to streamline the process of building new pages on your Web site and does for Web sites what WYSIWYG editing did for content.

For developers

With the PageBuilder, the initial layout is in the hands of the developers, with final design and placement of functionality in the hands of marketing departments or other non-technical users who have a need for creating specific Web pages. At first glance, this may seem as though it takes much of Web site work out of the hands of the IT department, but it in fact streamlines the process. Just like WYSIWYG editors put content control in the hands of those who know the content best, the PageBuilder puts the actual marketing in the hands of those in charge of messaging.

Where does that put the developers and the IT department? Squarely where they were before. Their role is still to build out the templates for the page, to put a general wireframe in place and to build the functionality (in the form of Widgets) that their marketing departments need to be successful.

As developers build the page templates for the PageBuilder, they also add Dropzone user controls to wherever non-technical users need control over the look and messaging of the site. Functionality



is built as Widgets, mini-applications that can either be specific functionality (calculators, search and social bars and more) or they can be areas to add content to the site (content blocks, list summaries, menu controls, etc.). It is much easier for developers to apply classes to these pages, and they can give as much or as little control over design to non-technical users within these wireframed pages. Hard limits can be set to the widths of the Dropzones and it is up to the developers to determine what Widgets are available for each page.

For marketing teams

Marketing teams (technical and non-technical alike) are able to build out entire pages on the templates created by developers, dragging and dropping Widgets into the Dropzones to create the user experience on the page while maintaining look and feel. With PageBuilder pages available to them, they can launch campaigns as needed and respond to market conditions rapidly with unique Web pages.

These WYSIWYG pages have the same controls in place as WYSIWYG content; approval chains still apply, SEO (via metadata) can be maintained and histories can be viewed and past versions restored. The pages can be previewed before going live (the save, check-in and publish options

all work the same way). Pages can be cloned and then modified to maintain look and feel across campaigns or to support A/B testing.

Benefitting the whole team

The CMS400.NET PageBuilder adds a level of agility to key processes that overlap marketing and IT departments. By using it to streamline the workflow of launching new pages, time and costs can be saved. Because the marketing side of the equation does not need to access the server (all of the assets they need are accessible through the Workarea), the IT department's infrastructure remains secure.

The PageBuilder enables individuals and departments to do what they do best. Marketing team members can make on the fly changes to the site while developers in the IT department can build out functionality and maintain the site from behind the scenes.

The CMS400.NET PageBuilder is the logical evolution of the WYSIWYG editor, extending the concept of content management beyond single elements of content. Now, that philosophy can be applied to whole pages and even entire sites, boosting productivity and giving you the tools to make your Web site do exactly what you want it to do.

Ektron Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.