

Search engine friendly content management

The features

Developed by our partners, an elite team of ex-Eastern bloc software developers, our optimised content management system, **the Portfolio Management System** or PMS makes even the most dynamic, database-driven sites search engine, visitor and manager friendly.

If your e-business model has multiple brands or markets, the PMS helps you **integrate, consolidate and control** the **content, communities and communication** across a portfolio of sites. It turns a collection of disparate brand sites, intranets and extranets into an **integrated, interactive and optimised** network, in which content, visitor information and transactional data can be shared, co-ordinated and managed from a single point of control.

A portal-based software solution that sits on the web server, the PMS system is built around a content module which works with any media. It provides defined levels of user access and web services such as polls, search engine, forums, feedback forms, database advertising and email alerts. It can cross serve across multiple web sites and collect email addresses and user requests individually whilst collating them centrally. It also has a Weboptimiser module which ensures a fundamental level of search engine friendliness, before, during and after sites are designed and updated.

The next step

For more information about Weboptimiser's Content Management Solution, either email nicholine@weboptimiser.com, call us on 0207 953 7150 or visit www.weboptimiser.com

The benefits

With its Weboptimiser module it helps to make the sites search engine friendly, to improve visibility and boost qualified traffic. With its central content module, the PMS makes it much easier to keep content up to date and to control corporate messages and brand integrity. Site re-designs are fast, straightforward and brand-friendly and supply chain management is transformed. With its cookie-based tracking system it collects sophisticated visitor data for better customer relationship management. It can be integrated into your infrastructure with ease and can complement rather than replace an existing content management system.