

DATABASE BY DESIGN, INC.

Simplify Your Web Site Management Use a database to update and manage your web site

Do your existing and potential customers find your web site engaging? Is your web site difficult or costly to update?

*Pump some life back into your web site
without breaking the bank or learning HTML.*

Static Web Pages Are a Hindrance to Your Marketing Goals:

"The Internet is an interactive and dynamic medium and any website, whether corporate or not, should reflect that. People are not going to come back to visit a site, irrespective of how appealing the design or how easy the navigation is, if it's just a glorified digital company brochure."¹

Changing Content Increases Traffic to Your Site:

Visitors to your web site need a reason to keep coming back. Here are some examples:

- Enable site customers to place orders, track order status, and view shipping information.
- Show scheduling information or calendar events.
- Offer engaging and varied content such as:
 - Industry News** - Offer current and interesting news and information
 - Educational Resources** - Customers will frequent your site if they learn new things.
 - Question/Answer Forum** - Allow visitors to post questions, then offer prompt answers so that others can come to trust your expertise.
 - Newsletters** - Communicate to and encourage existing or potential customers.

In order to update your web site on a frequent basis, you need a marketing plan, content creation, and site maintenance automation. We are only addressing the site maintenance automation portion of your web site in this newsletter.

There are several programs that can help you manage and maintain your web pages, each offering different capabilities. These programs automate the process by using a database to manage the content of the pages and the links that establish the relationships between the pages.

There are several **advantages** to using a [database program](#) to manage your web site content:

- ✓ As your site grows, it makes it easier to find the pages that require changes.
- ✓ When you make changes to your site, the database can ensure that your links stay accurate.
- ✓ No programming is needed to make alterations. No need to call a web designer each time you want to make a change
- ✓ If you have several people who need to contribute content to or modify web site pages, a database will help ensure that standards are maintained and that updates don't break other parts of the site.

DATABASE-DRIVEN OPTIONS

OPTIONS	Database-driven Web Site	Desktop-based Program
DESCRIPTION	Web pages are updated using data and templates located on the web server.	Web pages are created using templates on your computer and then uploaded to your web server.
ATTRIBUTES	<p>Helpful when large groups of people are updating the site, especially if they are in different locations.</p> <p>Great for sites where the content changes frequently.</p> <p>Enables advanced features in the web site (like keyword searching, shopping carts, etc.)</p> <p>Format control is limited, to change font style you must know HTML.</p> <p>Web site hosting is more expensive.</p>	<p>Helpful when small groups or individuals make updates.</p> <p>Best when you change your site occasionally.</p> <p>Limited to any capabilities that are built into the web page templates.</p> <p>Greater control of format options like font styles and sizes.</p> <p>Web site hosting costs are unchanged.</p>
EXAMPLES	<p>E-Commerce</p> <p>Customer Resource Center</p> <p>Discussion Forum</p>	<p>News Links and Stories</p> <p>Newsletter Updates</p> <p>Occasional web page updates.</p>

You can use the following link as a starting place to locate a desktop-based program to manage your web pages:

http://directory.google.com/Top/Computers/Software/Internet/Site_Management/Content_Management/

If you can't find a program that fits your needs, consider having a custom solution made so that you can maintain your productivity. If you need a programmer to update your database driven web site, or if you need a custom desktop solution, we would be happy to be a resource for you. At Database by Design, Inc., we can help you simplify your web site management. Contact us so we can help you build an engaging web site!

Database by Design, Inc.
info@mycustomdatabase.com
<http://www.mycustomdatabase.com>
 (503) 579-4638

Next Month's Topic: Hosting: Not always a party - What you need to know about database-driven web sites.

References

¹ "Content is King", http://www.nua.ie/surveys/?f=VS&art_id=905355079&rel=true, 2/3/98.