



The MostlyWeb Content Management System

Start making your own site edits!

Why use a Content Management System for *your* site?

There are many reasons why you should evaluate implementing a Content Management System (a.k.a. CMS or Publishing Tool) for your site. First and foremost, a CMS allows you and your co-workers to make changes and add pages to your own site without having to learn HTML. As a result, you could make frequent changes and additions to your site without paying outside vendors to do this work for you. Even if you have your own Web-savvy staff, their time could be used more productively by adding functionality rather than performing editorial changes.

Other benefits of using our Publishing Tool include:

- Make changes yourself from anywhere at any time.
- Our CMS is easy-to-use and does not require training. No knowledge of HTML is needed.
- Use a Web browser (such as Internet Explorer) instead of purchasing and learning Web authoring software.
- Storing the working copy of your site in a database makes it easier for future site enhancements and redesigns. Unlike "flat" sites (which are comprised of a collection of pages), "dynamic" sites store all content in a database and utilize only a few template files to display the information. Hence to change the look of your site or to add features involves changing only a few files.
- Our CMS offers the best of both worlds: a database for the working copy of your site and flat pages for your 'live' Web site (fastest solution and better for search engines.)
- Our CMS automatically creates listings pages (for site sections such as Events, News, Press Releases, Partners, ...) which can be sorted alphabetically or by date, author, type, etc. It can also automatically create a site-map page (which is important for search engines!)
- When you add content to your site, you can specify when the page should appear and when it should be removed or archived. This is particularly useful for date-sensitive content such as press releases, events, news, etc.
- Our CMS allows you to promote content. For example, you can specify in advance when an event is promoted and when it is to be removed.

Lot's of features—yet easy to use!

Our CMS utilizes standard Web browsers so you can edit your site or add content from anywhere at any time.



1. When you add a section to your site, the navigation on all your pages is automatically updated.
2. You can add new pages to your site or edit existing ones.
3. You can schedule content to appear, removed, or archived at pre-determined dates.

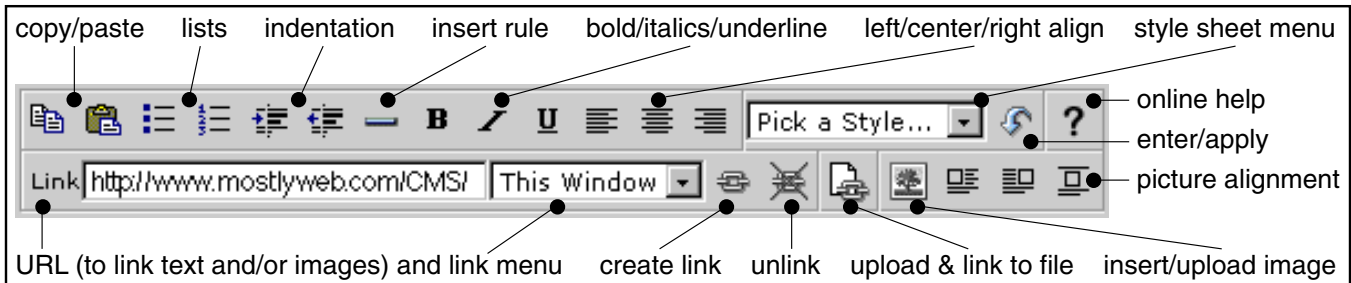


4. Easily update template components such as a tagline, sidebar image and text, footers, etc.
5. All 'breadcrumb' & 'back' navigation is maintained automatically.
6. Format text (bold, ital, underline), create lists and drag-and-drop images without knowing HTML!

Try our FREE CMS demo today!
<http://www.mostlyweb.com/CMS/>

Editing your Web site is as easy as writing a letter

Commonly used icons and a familiar interface make MostlyWeb's CMS easy to learn and use. The diagram below shows our CMS Toolbar which lets you format pages without having to know anything about HTML. Upload and insert images, format text, links, create bullet or numbered lists, and so on, all with the click of a button and drag-and-drop functionality.



Time-based Publishing

One of the challenges with any site is to ensure the content stays current. This entails publishing information as soon as it becomes available and removing (or archiving) it before it gets 'stale'. Nothing sets a worse tone than when your home page promotes a past event or old news.

Elevate Date	Take-Down Date
3/3/2003	3/3/2004

The MostlyWeb CMS provides an easy solution to this problem. When you add or edit a page, you can specify when it should appear for the first time and when it should be (automatically) deleted or moved to an archive page.

Template-based Solution

Our CMS makes extensive use of templates. These templates allow you to choose from several common layouts for your content and listings (a.k.a. index or jump) pages.

Future MostlyWeb CMS Upgrades

By separating the way your site looks from the way it works, we can provide our customers with periodic CMS upgrades without having to re-tool your site. This way you can benefit from our continued development without having to spend a lot of money down the road.

A Customized Solution

We can incorporate custom features to our CMS as needed. For instance, if your site uses a unique navigation scheme, content layout, forms, cart, gadget, and so on, we can incorporate this functionality.

Since 1996, MostlyWeb has been creating Web sites that utilize CMS solutions and various other types of support applications. We believe that the most cost-effective solution is one that enables you to make daily edits and additions while having us perform the more involved changes and enhancements as they come up.

Content Management Myths

Myth #1 *Utilizing MostlyWeb's CMS entails switching hosts.*

False: Use whatever host you are comfortable with. If you are looking for a host, however, we will gladly recommend one.

Myth #2 *Once I start using the CMS, I am tied to MostlyWeb.*

False: You can stop using our CMS at any time. Your server always has the most current files on it. When you stop using the CMS, you will simply have to revert to using an HTML editor to update your site.

Myth #3 *We are limited to what is offered by the CMS.*

False: We can easily add on to the CMS or integrate custom functionality as needed.

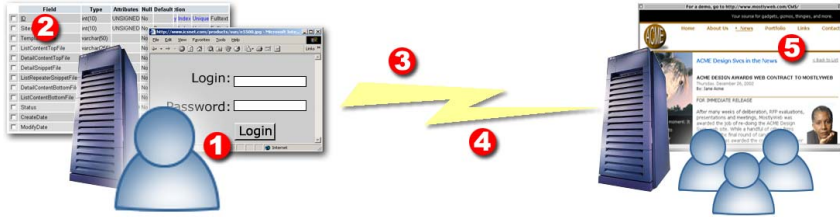
Myth #4 *A CMS either lacks functionality or is expensive.*

False: The majority of your Web budget and/or resources are spent on maintenance. By letting you make routine edits and add content yourself, you will start saving money shortly after we set you up in the MostlyWeb CMS.

For additional information, please call 215-842-9095 or go to www.mostlyweb.com/CMS/

How The MostlyWeb CMS Solution Works

The CMS resides on our server along with a working copy of your content. When you "publish" finished content, flat HTML files are generated and then copied to your server.



1. All you need is Internet access and Explorer to use our CMS. Once you log in, you can browse your site (much like a user would) except you'll see our CMS drop-down menu appear throughout your site (see below).
2. A working copy of your content along with files (such as PDFs, PPTs, etc.) are securely stored in our database.
3. Once you are ready to publish finished content to your site, flat html files are generated and then copied to your production server. If you prefer, the files can be copied to a 'staging' server first or you can even have the CMS create a ZIP file to be emailed to a co-worker.
4. Several times a day, the Auto-Publisher checks for pages that need to be published. For instance, you may have scheduled a news story to be posted at a future date or another taken down.
5. Your site consists of flat pages which load fast and perform optimally with search engines. If needed, portions of your site can be set up to be dynamic (i.e. draw their content from a database).

The CMS drop-down menu (☰) appears next to all editable parts of your site. Use it to add/edit content, publishing, sorting, and many other commands.



Pricing Information

Our pricing is two-fold: there is a 1-time setup fee (typically between \$1,000–\$4,000) to put your site's templates into the system including navigation, style sheets, etc. and then there is a monthly CMS usage fee based on the number of pages in your site.

Size of Web site	.com	.org
up to 30 pages	\$ 50/month	\$ 25/month
up to 100 pages	\$125/month	\$ 50/month
up to 1,000 pages	\$300/month	\$150/month

Content loading is charged at an hourly rate of \$75/hr. Please call us for quarterly or annual discounts.

What Makes Us Different

Here are just some of the features which differentiate the MostlyWeb CMS solution from the competition:

Big-system features at a fraction of the price.

Easy to use; no html required. Site templates. Layout templates. Time-based publishing. Uploading files. Adding pages, sections and/or sub-sections. 'List' pages. Auto sitemap pages. Publish manager. You name it. All for a nominal setup fee and on-going monthly fee.

We will work with any host.

There's no need to switch hosts unless you want to. We can work with any host even if we do not have FTP access to your account.

Optimized for Search Engines

For each page, you can specify window titles and META tags used by search engines to index your site.

Central CMS solution means on-going enhancements.

Since our CMS runs off our server, we are able to upgrade it and add functionality along the way. This in contrast to installing a customized admin utility onto your server.

Customizable.

We can easily add/integrate custom features as needed.

You're not locked in!

If at any time you wish to stop using our CMS, you can. We simply disable your account and purge the database. All the latest (flat) files will already be on your server.

For additional information, please call 215-842-9095 or go to www.mostlyweb.com/CMS/