Top 3 website challenges & solving them with a CMS

(How a CMS helps you tackle the basics in Search Engine Optimization (SEO), Email Marketing and Content Marketing)

An Overview

If we get back to the past and realize, CMS was just about publishing content and images; updating content was the key indication about a CMS. While we still use CMS for managing content on our website, it has simply become much more than just a CMS! Today, CMS is an entire package of different utilities and functions.

Here's how CMS has transformed the way we worked around for a site.

Challenge 1: Setting Up SEO Basics

Organic Search, does that sound familiar? It is when you enter a query on search engines such as Google, it filters the relevant information and present it in front of you. Right there are two types of information being shown, Organic and Paid. Organic meaning "natural", without having to pay anything, which is therefore referred to as "SEO" or "Search Engine Optimization" – the process of ranking your pages high in the Search Engine Results Page (SERP).

A study from Search Engine Land suggests that 70-80% of users ignore the paid ads, and only focus on the organic results. And 60% of all organic clicks go to the organic top 3 search results according to Business2Community.

So, can a CMS can help you acquire the basics to reach there? With the features integrated as below, the answer is undoubtedly a YES!

A) URL Management

Broken links or duplicate links, both will penalize your site in Search Engine ranking. A CMS therefore makes it easy to create and manage URLs and improvise it to being SEO friendly. Also, with the facility of redirecting duplicate pages to one particular page, your traffic is secured and NOT divided.

### B) Title, Keywords and Description

A good SEO strategy begins with a website having its relevant Title, Meta description and Keywords. A CMS lets you customize these specifics and help you create crucial metadata describing your each web pages.

Title: 60-70 characters Page Title

Keywords: Limiting to 10 on a priority order from most important to less important

Description: Descriptive content including keywords in 150 – 160 characters

An example from a CMS, **SAGEFRAME** is shown below.
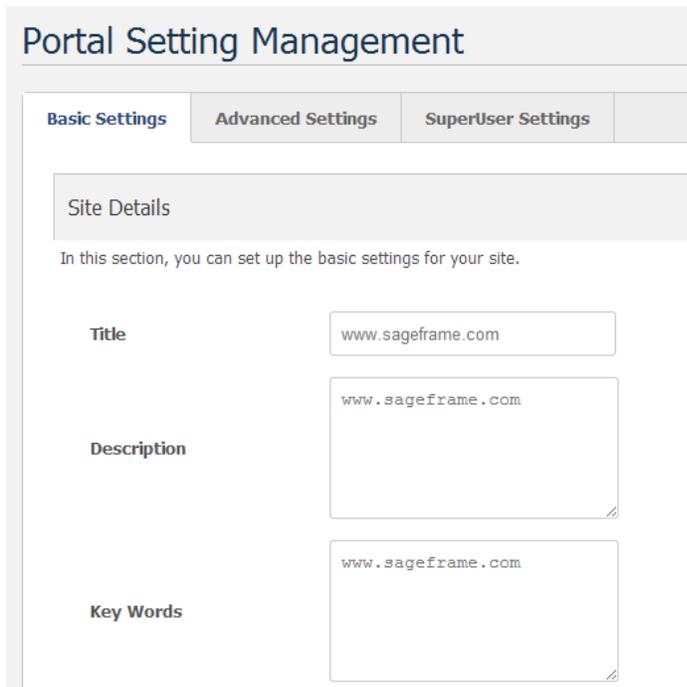
Sageframe CMS allows you to embed these SEO tags for on-page optimization of the website directly on the required pages.

BUT, WHAT IS SAGEFRAME?

 Is a platform built in .Net technology, designed on a service oriented modular architecture, delivering solutions to 80,000+ customers worldwide for creating websites and applications. The People's Choice Award Winning CMS for Best Open Source .NET CMS, SAGEFRAME aids to rapid site development. While creating website and a standard content management system is just a part, SAGEFRAME in addition, gives the opportunity to extend your existing business to many different directions, allowing you to further upgrade your business to next level.

Connect With Us

Gyaneshwor-33 Kathmandu,
Bagmati 44600 Nepal
P.O.Box 422
+977 1 444 1260 / 441 0041

Suite 4303, 4 Daydream St

Warriewood, NSW 2102

+61 2 8667 7851

C) Site Load Speed Optimization

Did you know? *47% of the visitors expect your site to load within two seconds and 57% of the visitors would shut your website if it takes more than 3 seconds to the website.*

Site Load Speed is a bigger part of user experience as 64% of people say the customer experience is more important than price in their choice of a brand (Gartner, 2014). It is one more key to better SEO.

Sageframe contributes by allowing you to compress the CSS and JS files, which further helps to speed up the loading time.

D) Automatic XML Sitemap Generation

Sitemap in a website refers to the list of pages that are accessible to the web crawlers of Search Engine. With a Sitemap, Search Engine will understand your website's structure. This XML file is created in the root folder of a particular site.
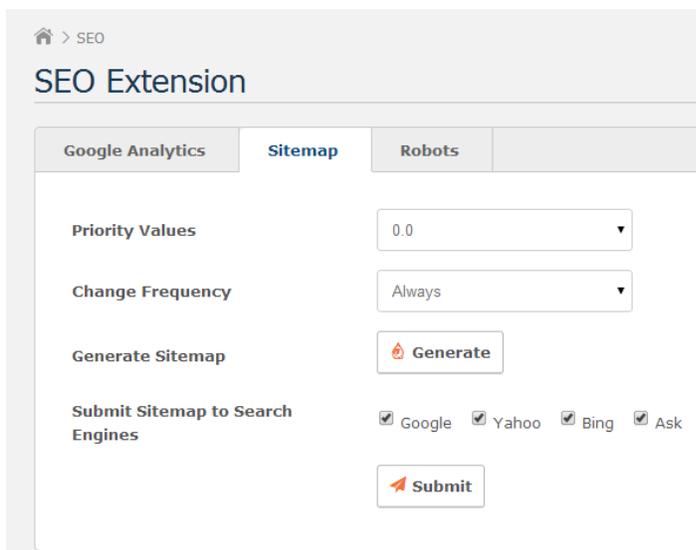

The SEO extension of Sageframe is capable of generating XML with priority values and change frequency, which makes it much easier to help visitors and bots locate the pages on the site.

## E) Performance Tracking through Google Analytics

As we move closer to tracking of data, visitors, sessions, conversions and more in today's digital world, there's no second view about Google Analytics being the key indicator to lead this track.
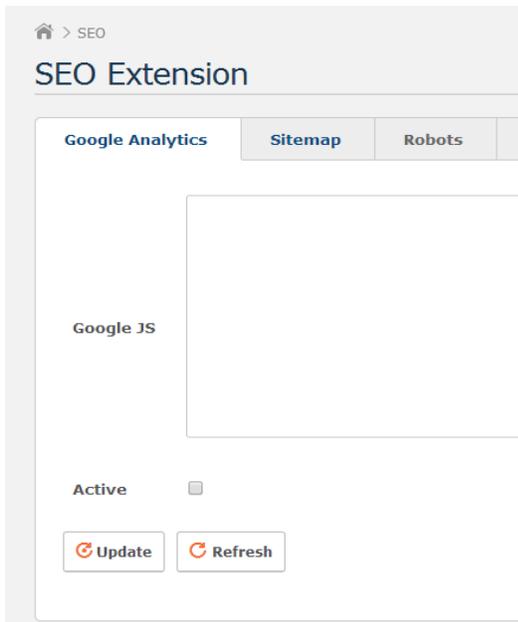
These statistics can be integrated with Sageframe SEO module, where the code obtained from your Google Analytics is copy pasted in the section as shown below.

F) Disallow Web Crawlers in Selected Pages

There are web pages where you do not want the search engines to track you. To disallow such pages, it is addressed on robots.txt file located in the root folder of the site host.
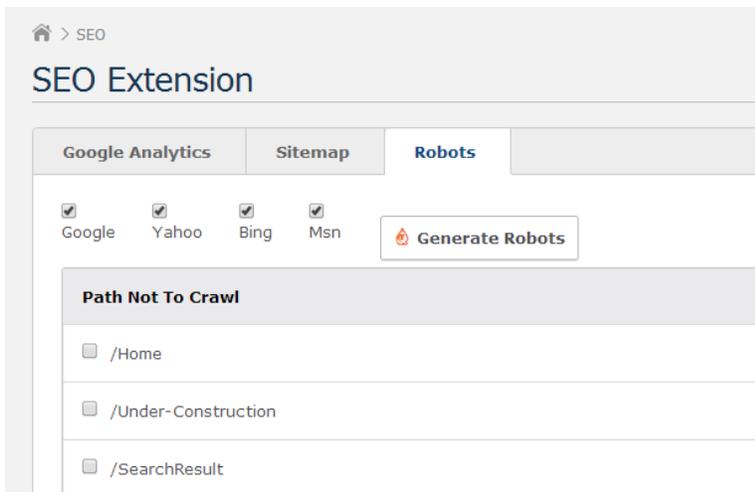
In Sageframe, you are able to disallow search engines crawler on defined pages by checking in the boxes.

Challenge 2: Creating Email Marketing Campaigns

73% of marketers agree to a fact that email is the core to their business while 20% of marketers believe their business primary revenue source is directly linked to email operations.

As sourced from Marketing Cloud,

The TOP THREE uses of email are NEWSLETTERS (66%), PROMOTIONAL CONTENT (54%) and WELCOME SERIES EMAILS (42%).

And, the TOP THREE most effective emails are MOBILE OPT-INS (76%), BIRTHDAY EMAILS (75%), and TRANSACTIONAL EMAILS (74%).

So, the Email Marketing is NOT dead!

Reaching your audience group and keeping in touch with them is one way to bond up with your customers or potential customers for which Email Marketing plays a key role.

Sageframe has inbuilt Email Marketing feature integrated in the system to keep your prospects in the loop.

Challenge 3: Marketing Content Effectively

A data from Content Marketing Institute, 2015 shares, 86% of B2B marketers and 77% of B2C marketers use content marketing. 8% of B2B marketers have a content marketing strategy, and 35% percent have gone so far as to document their strategy.

Content marketing is thus a vital part of online marketing and there are ways to approach for it through CMS.

A) By Sharing Content

Publishing content, is that what a CMS is limited to? Well, down the line, CMS is the platform where the basics of the content marketing begin. How searchable is your content? Are the relevant information on the right place?

With Sageframe offering the Social Media sharing option flexibly in the CMS, your content can go hit the right audience, also get some comments and shares. Injecting scripts of any popular sites like Facebook, Twitter, Pinterest, Youtube and others is also possible, a copy paste of the code would do the job.

B) Analyzing through Content Analytics

An effective content strategy can only come up with factual realization of the data traffic. Page visits, date visits, country visits, browser visits, referred links, and the data associated with it helps you monitor what's hot in your website and where you need to improve.

A CMS such as Sageframe is the key performer here, allowing you to harness the challenges associated with the analytics and making it simpler and fruitful. See below.
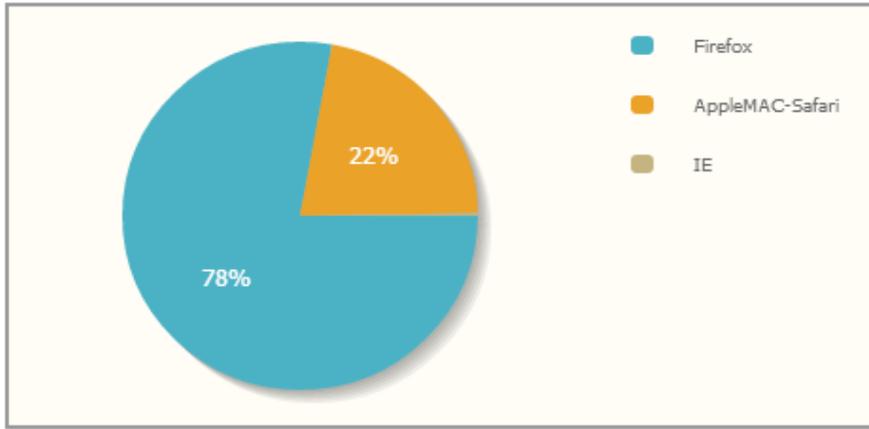

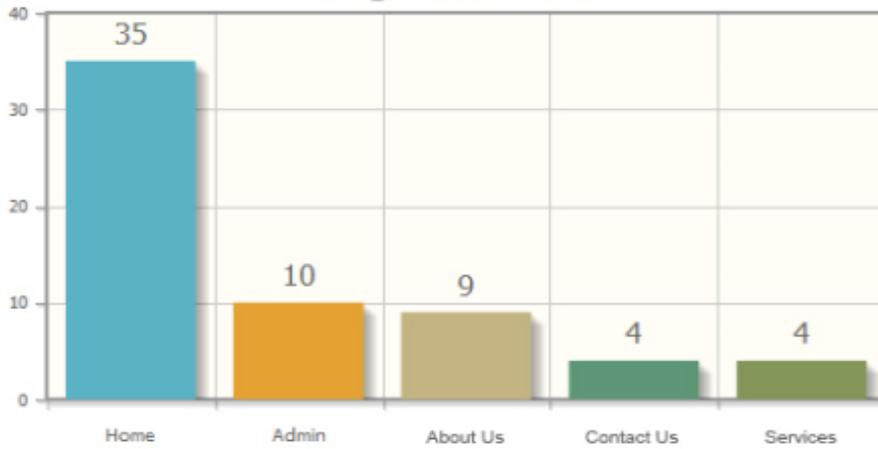*Date Wise Visit to find out when the website performance is at peak.*

Country Wise Visit to help select your target audiences.

Browser Wise Visit

- Firefox
- AppleMAC-Safari
- IE

22%

78%

Browser Wise Visit to know which browsers are the role players for bringing in the traffic.

Page Wise Visit

35	10	9	4	4
Home	Admin	About Us	Contact Us	Services

Page Wise Visit to monitor the most effective pages.

Ref Sites

Reference Site	Visit Time
	52
	51
	20
	19
	7

1	2

Reference Sites to discover which sites or pages are sending traffic to your sites.

C) Defining User Accounted Permissions

Defining major roles for the content marketing team is the feature a CMS should acquire. To scale up your team to a definite permission, for example to view, edit, create content or blog posts, similar authorships are to be distributed. A CMS helps in routing the notifications and alerts to that authorized content approvers.

D) Developing Mobile Responsive Website

Did you know? *The Mobile Internet Usage has already surpassed the Desktop Usage in 2014.*

Therefore, Mobile is no more the Future, 'Mobile is the Now'.

Going mobile means the design being lightweight and responsive. To develop a responsive website that perfectly fits in any device size, **100 grid framework** is the way to score. It sets the resolution without changing the content, from navigation to image sizes and everything apart and let you take the benefits of traveling in pocket devices.

Conclusion

A CMS such as Sageframe is capable of overcoming three major digital marketing challenges (SEO, Email Marketing and Content Marketing) associated to your fundamental asset i.e. website. The best part about a CMS today is that it caters the minimum of digital marketing tactics to businesses and individuals in the simplest way.

With as precise use of CMS, you are therefore able to create, engage and convert your prospects into leads, which brings you one more step closer to owning the online marketing world.

Would you like to receive more information on how a CMS can make this all happen? We are near you! Drop us an email at info@braindigit.com.