

Chameleon Net

www.chameleonnet.co.uk



Content Management System Development

Chameleon Net builds web content management systems (CMS) for organisations to help them reduce their costs and deliver content easily and effectively, regardless of the author's location and technical knowledge. We do this by using our award-winning modular CMS platform, custom-assembled for each client.

A CMS allows editors with basic PC skills to easily add, change, categorise and delete content on complex web sites, typically via a simple web interface. Sharing the task of editing content among non-technical users can reduce web agency fees, or free up valuable in-house technical resource.

The scale of most websites is escalating as more information is being made available online, and quite often the authors of this content are non-technical, and so do not possess programming skills. Frequently the result is that organisations retain costly external agencies to perform updates, or employ internal developers who are overloaded with basic content editing instead of technical tasks.

Many companies have realised that using a CMS to manage their web content is a natural progression in the evolution of their site, allowing it to scale effectively.

Using a CMS on your website can help you:

- Make it easier for visitors to find the information they need.
- Allow authors to manage and publish content quickly and simply.
- Ensure information accuracy, harmony and relevance.
- Manage both internal and external content with the same system.
- Roll out editing rights to remote users or third parties.
- React quickly to user trends.
- Realise cost savings and improved productivity.

Chameleon Net's approach is to understand the types and quantity of content you need to publish, your audience, your author/contributor community, and any necessary approval hierarchy. We then tailor a CMS that exactly matches your organisation's requirements.

