



Be a CMS Hero

Easy, cost-effective content management
for today's dynamic websites

Wrestling the Web Content Beast

Today's IT manager has more than enough pressures and responsibilities to fill the daily calendar. Information technology is the backbone of virtually any operation, and supporting it involves a long to-do list, from ensuring easy data access and controlling costs, to responding to network outages and establishing long-term strategies for using emerging technologies.

There's another task that doesn't grab as much attention, but still consumes plenty of IT time: creating and maintaining the organization's web content.

Reality Check

Even the most skilled IT professionals and departments have little or no expertise in creating and modifying website content. It's not their job.

A good website is an essential business asset for remaining competitive and reaching customers. Yet the task of keeping that web presence fresh, engaging, and up to date often falls to the IT professionals whose plates are already full. The result can be aggravation, work overload and websites that aren't current or compelling enough to attract and retain site visitors.

A heavy reliance on the IT department can lead to productivity bottlenecks. For example, keeping content fresh and current becomes difficult. Even the most skilled IT professionals and departments have little or no expertise in creating and modifying content. It's not their job. So if error-laden, unauthorized, or just poorly done content appears on a site, it can lead to a frustrating back-and-forth process between IT and business stakeholders to fix the content and get it reposted. Adding to this problem is versioning and rollback functionality that is either cumbersome or nonexistent.

Know this...

Even simple content modifications can require a level of technical expertise that is beyond the staffing and budget of an organization.

Technology platforms that are inadequate for managing the needs of today's dynamic websites compound the problems. Sites with simple, static content or – on the other end of the spectrum – those that rely on complex, proprietary technologies can be hard to update and even harder to populate with video, audio, and other dynamic content that will actively engage visitors. Even simple content modifications become time consuming or require a level of technical expertise that is beyond the staffing and budget of the organization.

DNN: The Best Approach to Web Content Management

There's a better approach for organizations seeking powerful yet easy-to-use and affordable tools for web content management: Evoq Content from DNN. Evoq Content provides an open, flexible web platform that gives organizations of any size the ability to quickly deploy websites and just as easily change and control the appearance, functionality, and content of a site.

Tip

Move the responsibility of content management from IT departments onto stakeholders in the company who create content in the first place.

Evoq Content solves your web content management issues in two important ways. First, It provides an environment that supports the creation and maintenance of sophisticated websites without burdening IT departments with unwanted complexity.

It can be used for websites large or small, and can help you modify and grow a site in response to business needs without requiring a migration to a new content management system.

Second, it provides an extensive set of features that vastly simplify routine content management tasks. It removes the onus of content management from IT departments with tools that safely empower business stakeholders to assume the primary role in adding and modifying website content.

With DNN, organizations have a great technology platform – and a great environment for efficiently managing the widest range of web content. Let's take a closer look.

A Great Technology Platform

Evoq Content provides a comprehensive technical platform that supports today's dynamic, interactive websites while avoiding complex, proprietary technology – or limited, simplistic web tools that are inadequate for current needs and future growth. Evoq Content delivers a broad selection of plug-in modules, an extensible development environment, feature-rich editions, and valuable support options to choose from based on your needs. DNN also has a partner ecosystem that is unmatched in the WCMS industry.

"In this economic environment, we had to be very cognizant of what things cost. I don't think there's any other content management system that touches DNN in terms of low cost and rich features."

*Robin Parker, Web and Database Programming Mgr.
Johnson School of Management, Cornell University*

Modularity for Easy Enhancements

Modularity is a core attribute of the DNN Platform, one that quickly brings just about any web-design strategy to fruition. With DNN, you have quick and easy access to thousands of affordable plug-ins, apps, and designs through the DNN Store that

seamlessly integrate with your website to meet almost any business need and design and strategy.

Rich Environment for Extensibility

voq Content is built on Microsoft .NET, one of the world's most widely used development frameworks. As such, it provides a familiar environment that lets developers easily create custom applications and features to compliment your website, giving them familiar tools that enhance innovation or user management. And with Evoq Content, any organization can leverage their existing investments and knowledge in Microsoft technology to create rich, highly interactive websites, web applications, and custom solutions.

Partner Ecosystem to Expand Your Options

Thousands of websites around the world are powered by DNN software. This astounding success stems in part from the DNN global ecosystem of certified partners. The DNN Partner Program provides users with a complete set of services that facilitate their success in promoting, delivering, and enhancing sites. The result is a deep well of solutions and expertise that DNN customers can draw from to enhance their website operations and strategies.

"I have a small department...and at any given time, we might be supporting 100 different communications plans. Because DNN makes it easy for non-technical users to contribute content, we can empower staff to make contributions in a way that was not possible in the past. That keeps our costs down because we can deliver rich online information using just our internal resources."

*Steve Raper, Regional Director of Communications
Northern Health, Prince George, British Columbia*

A Great Content Management System

DNN is one of the world's leading web content management systems, and for good reason. It delivers the broadest range of features that help organizations empower users to take more control over their content, which frees up IT resources while providing tools that simplify the daily management of website content and design. Here are some of the key features that help streamline daily web content management tasks:

DNN CoPilot for AI-powered Content Creation

DNN CoPilot is an innovative AI-powered tool that assists technical experts and content marketers in creating impactful content. By offering automated text generation directly within the DNN platform, CoPilot helps you easily deliver high-quality, SEO-friendly content that resonates with your audience, all while conserving time and resources.

User Management and Security

Evoq Content provides easy-to-use administrative panels that let IT staff members or other authorized employees add new users to the WCMS – and automatically notify users of their status via email – as well as edit user properties, delete users, or manage the roles that a user has in relation to the WCMS. Evoq Content provides enormous flexibility with these configurations allowing entire groups of users to be managed at once, or letting individual users belong to multiple roles.

Workflows in the HTML Module

Evoq Content provides workflow capabilities that help reduce or eliminate the possibility of unedited, inappropriate, or unauthorized content being published on a site. They include a choice of three different, pre-defined workflows: Direct Publish, Content Approval, and Save Draft. You also have the ability to create unlimited numbers of other custom workflow scenarios using different states such as Draft, Waiting for Review, and Published. You can create custom approval processes with multiple Waiting for Review states based on different security roles.

Granular Permissions

The granular permissions functionality in Evoq Content helps lessen the IT workload by safely providing users with greater control over content. Permissions cover two areas. Page permissions give users the rights to perform specific page content tasks, such as adding new pages, editing existing pages, reorganizing a website's structure, and deleting pages.

Module permissions allow users to add, delete, and arrange function – and content – specific modules in a website. Permissions can be fine-tuned according to a user's profile. For example, the head of a marketing department might be given broad controls over modules and page content, while a recently hired intern is only permitted to update existing content within a single module on one or more specific pages. Permissions can also be used to access an organization's file system – such as Office documents and media – and can be used to explicitly deny access to certain portions of a website.

Importing Module Content

Sometimes organizations maintain multiple website, whether for internal use – such as different business units within one parent organization – or to reach different external audiences. Evoq Content simplifies the process of exporting and importing content between identical module types across different web locations. For example, a company that is expanding through acquisitions and is creating separate websites for each new subsidiary can use this feature to quickly and easily crop an internal corporate events module across every new web property.

Page Templates

With page templates, Evoq Content lets you quickly create standardized web pages that contain default content, such as particular modules or a certain page structure. For example, page templates can be especially valuable for organizations that want to replicate similar content across many subpages, such as retail companies creating online catalogs.

Website Templates

Website templates offer the similar repeatable functionality of page templates, but for entire sites. When organizations need to quickly create new websites – maybe a company needs multiple micro-sites for individual business units, with each micro-site containing five pages of similar content and branding elements – the website templates provides a simple way to duplicate a source site over and over again.

HTML Editor Templates

Keeping a dynamic website fresh and up to date usually involves regular modifications to HTML content. The Evoq Content HTML editor templates assist this process, giving administrations the ability to create reusable HTML snippets that content editors can use to customize content within an HTML section. For example, a company might want a press-release template that includes standardized fields for contact information and corporate messaging but also provides fields where users can routinely input custom information for each new press release.

“One of the things I love about DNN is how dynamic it is. The pages are so easy to edit that you can work on a simple fix when you have a moment to spare, really dive in when you need to, and enlist others to help out without a lot of complex training.”

Liz Fathman, Publications Manager Missouri Botanical Gardens, St. Louis, Missouri

Conclusion

Websites are a critical asset to any organization, and the content in them will play a big role in establishing the relationship that the organization has both with the outside world as well as its own employees. So current, accurate, and frequently updated content is critical – but the responsibility for managing it doesn't have to reside solely in the IT department. By deploying websites based on Evoq Content, your organization can safely and

appropriately distribute the responsibility for web content, giving end users greater power in helping shape the organization's communications and web presence while allowing IT professionals to recapture time and resources that can be directed to other important operations.

About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. Our technology is the foundation for 750,000+ websites worldwide and our customers include True Value Hardware, Bose, Cornell University, Glacier Water, Dannon, Delphi, USAA, NASCAR, Northern Health and the City of Denver. In addition to our commercial solutions, DNN is the steward of the DotNetNuke Open Source Project.

Contact

For more information about Evoq Content, visit:

 dnnsoftware.com

Call us:

 (650) 288-3150

Email us:

 sales@dnnsoftware.com



📍 155 Bovet Road, Suite 201 | San Mateo, CA 94402

🌐 dnnsoftware.com