



Sitecore is a Friendly CMS

When you think of software tools for developing applications or websites, you normally think of adjectives such as powerful, feature rich and so on. The adjective “friendly” is not usually the one that makes it to the top. After all, a tool is typically used by programmers, and typically programmers can figure out anything. But in my experience, Sitecore is unique. It is not only powerful, feature rich and a myriad of other things, it is also friendly. By friendly, I mean, it is easy to learn, intuitive, and is not intimidating even for users. After all, most content creators are not the programmer type, they are people tasked with creating, editing and figuring out the content that a company wants to get out to the rest of the world and they use Sitecore as a tool to do that.

In my opinion, creating content and editing pages in Sitecore is easy, especially Sitecore 8.2. The rich text editor allows the users to edit content in a really simple way. You can edit text and add images and hyperlinks in a really simple way.

Additionally, Sitecore makes life easier for the developers also. It integrates easily with Microsoft technologies as well as many third-party tools. Sitecore has a lot of developer/community support. This turns it into a flexible CMS for implementing custom solutions.

If you are not familiar with Sitecore, here are some of the key benefits of the Sitecore 8.2 platform:

- Integration with Microsoft technology.
- Integrates easily with third party tools.
- Since version 6.5, Sitecore introduced Digital Marketing System (DMS), which brings user personalization based on user behaviors, personas, A/B testing and advanced analytics.
- Logical hierarchical structure and flexibility for content editors.
- Less customized work for front-end development.
- Sitecore provides a 'ribbon' interface for management as well. Although not as many options as are provided in Sharepoint, the options for doing most content editing are readily available and easy to identify (edit, preview, attach, insert, version control, publishing, etc.)
- Good for simple content editing; Sitecore includes several pre-made templates ready for articles creation.
- Content and functional sub layouts can easily be reused across multiple pages.
- Data templates can be inherited easily which makes maintenance of data types easier.
- Unlimited ability to add unique content fields for meta-data tagging and organization which assists in SEO friendliness.
- Security is granular down to the content field
- Improved search engine optimization.

Please email all your questions and your available time to Christopher.rambo@vertexcs.com to discuss the user friendly features of Sitecore

About Us

Vertex is a CMMi Level-3 IT consulting organization that engages with its customers at a strategic level and provides 'thought leadership'. Vertex's team of Solution Scientists craft innovative solutions, with a holistic view, that make businesses smarter. Vertex acts as an advisory partner, aligning its offerings with the business goals and objectives of its customers.

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