



## **Bringing Business Back into Websites**

The reality of being able to constantly update a website to keep pace with the business's development has fallen short of the mark. A combination of budget restraints and technology skills has limited the potential of many business websites by taking control away from the very person that needs it, the business user. But all that is about to change....

When businesses realised that the internet was more than just a fad and something they needed to embrace, it was billed as revolutionising the way even the smallest business could portray itself to the rest of the world. Business users were promised that they would be able to deliver content in real time, that the website could change dynamically with the business and that it would offer a real competitive advantage.

The bit no one thought about was that business users are not coding experts, that the IT department can't just drop everything to alter website text and that the cost of employing a specific webmaster or an outside agency is too restrictive for the majority of smaller businesses.

The majority of corporate entities have overcome the issue of exactly who is able to update the website by deploying elaborate content management systems that enable users, be it the marketing department, sales or finance, to change content and make it live on the website at the click of the button. But where does that leave the majority of small and mid sized businesses that don't have that kind of resource?

Until recently the answer was – out in the cold. The very medium that originally gave the smaller players a level playing field with their larger competitors was now working against them. Without the resources available to update quickly and easily, businesses were left with an inflexible look and feel to their sites, changes were always slow to be implemented and if the one person that knew how to control the website left the company it was often like starting-out again.



But technology advancements have allowed for the benefits of complex content management systems to now be available to smaller organisations. What's more they do not require any specialist IT knowledge, are delivered as a hosted solution for a fixed monthly cost and simplify the process of updating websites by allowing it to be used the same way as any other business application.

Today, understanding the technology that makes a website work is no longer a prerequisite. Adding, modifying and editing content becomes just a seamless part of an employee's daily routine. Granular control ensures that only those people that require access to certain parts of the site are able to do so and all coding relating to the design of the website is hidden from view.

Providing flexibility into the way a website is managed and maintained allows companies to make the most of its resources. A marketing department that is unable to react quickly against a competitor's latest promotion has its hands tied, but giving control back to the very people an organisation employs to drive sales will instantly make the business more dynamic.

So, whether you're a restaurant that wants to update its menu frequently and email your customers to let them know that truffles are now in season or a large firm of accountants that likes to keep its customers abreast of the frequent changes and developments at HMRC; having a website that allows anyone within the business to update it instantly will ultimately help to retain customers and find new ones.

Business websites are no longer restricted by a lack of technology skills. Technology now provides you with control; the question is who's controlling your destiny – the IT department or the business user?

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