

CMS²

Search Engine Optimization Powered by Content Management System



What is Content Management?

Start by entering content and metadata using an authoring template

General Product Information

Product Category:

Product Name:

Former Product Name:

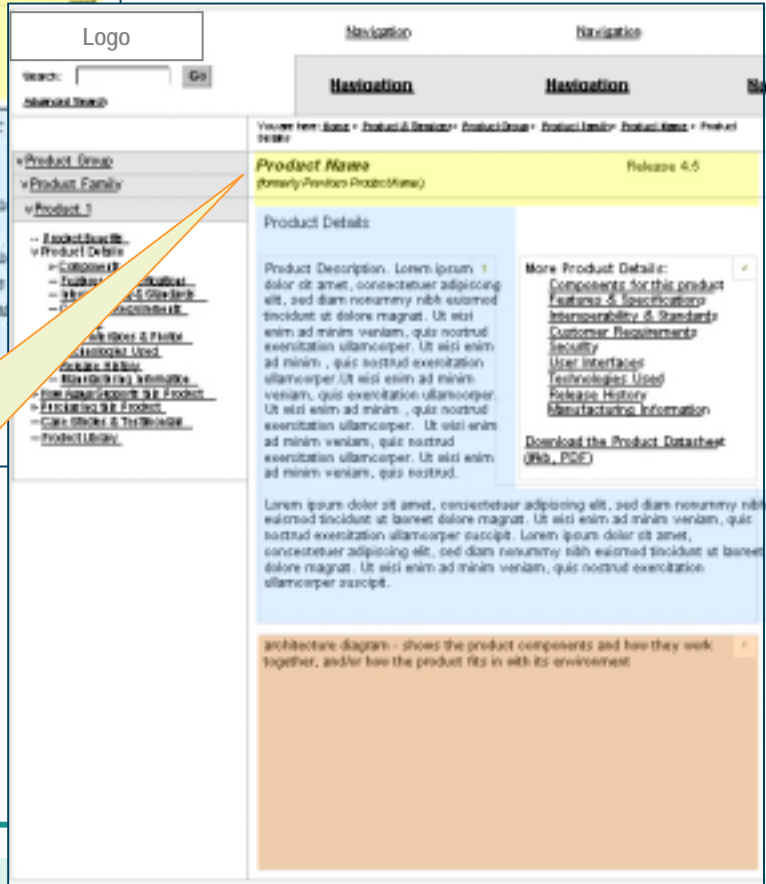
Release Number:

Product Details

Product Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut dolore magnat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper. Ut wisi enim ad minim , quis nostrud exercitation ullamcorper. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper. Ut wisi enim ad minim , quis nostrud exercitation ullamcorper. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper. Ut wisi enim ad minim veniam, quis nostrud.

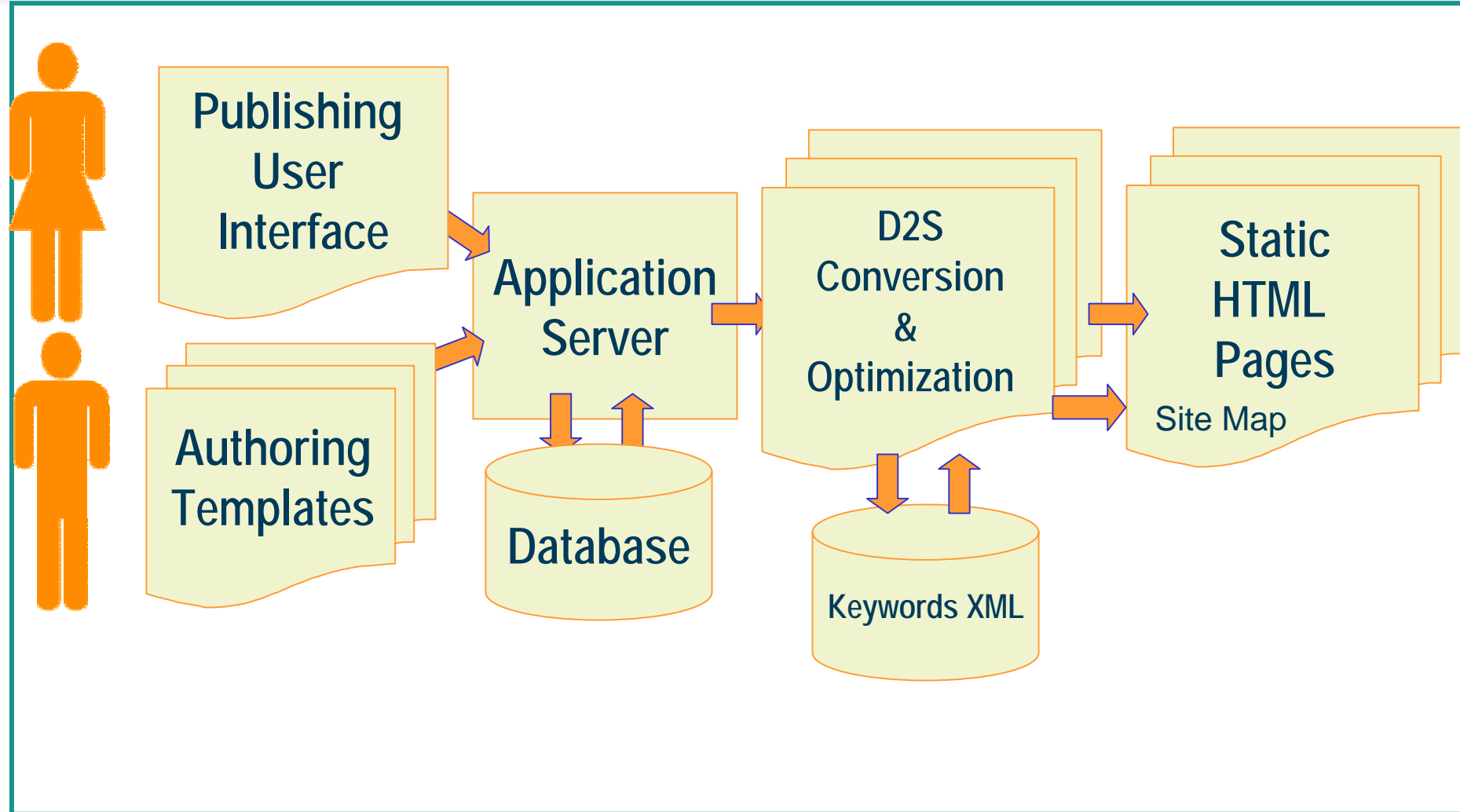
Product Architecture Diagram:

Then the content is published into the right spot in the publishing template



The published page features a navigation bar at the top with a search field and 'Go' button. Below the navigation, the product name 'Enterprise Management - Enterprise Manager' is displayed in a yellow header, followed by the release number 'Release 4.5'. The main content area is divided into sections: 'Product Details' containing the product description, 'More Product Details' with a list of links (Components for this product, Features & Specifications, Interoperability & Standards, Customer Requirements, Security, User Interfaces, Technologies Used, Release History, Manufacturing Information), and 'Download the Product Datasheet (PDF, PDF)'. At the bottom, there is a section for the 'Product Architecture Diagram' with a description: 'architecture diagram - shows the product components and how they work together, and/or how the product fits in with its environment'.

Major Components



Content management systems (CMS)



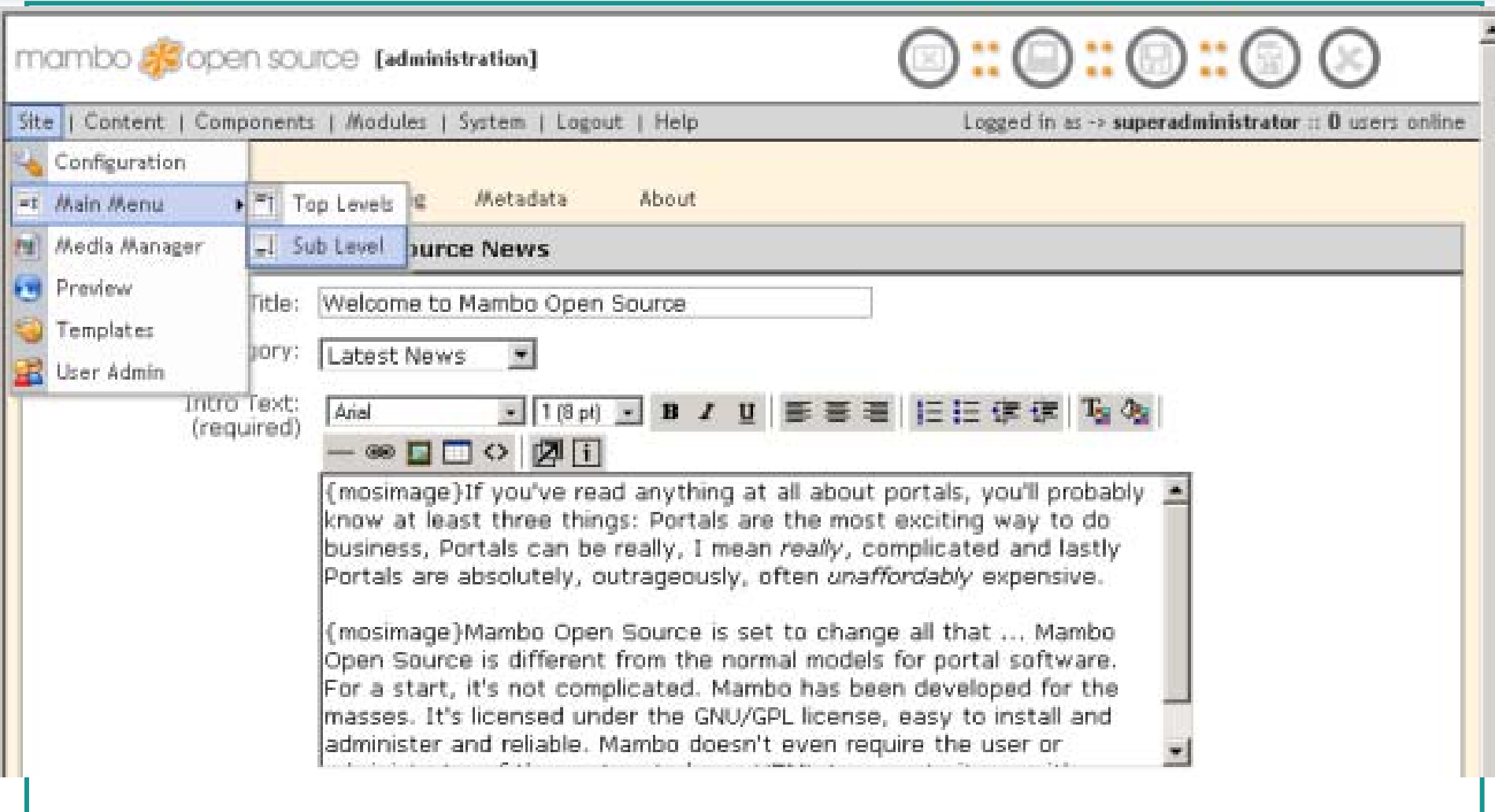
- Software package specifically designed to manage a web site
- Installed by the web developer but intended to be used by information provider
- Simple, non-technical way of updating content, typically via a web-based interface
- **Cost: About \$1 per page / month**

Example CMS: Mambo



- No need for HTML or XML skills
- Just enter your content, add a picture and then click Publish!
- Upload images, PDF's, documents, spreadsheets and make them available instantly
- Run surveys and polls
- <http://www.acroterion.ca/Mambo/>

Example CMS input



The screenshot shows the Mambo Open Source administration interface. At the top, the text "mambo open source [administration]" is displayed. Below this is a navigation bar with links for "Site", "Content", "Components", "Modules", "System", "Logout", and "Help". The user is logged in as "superadministrator" with "0 users online".

The main content area is titled "Main Menu" and includes a sub-menu for "Sub Level" with the text "Source News". The "Intro Text: (required)" field is visible, containing the following text:

(mosimage)If you've read anything at all about portals, you'll probably know at least three things: Portals are the most exciting way to do business, Portals can be really, I mean *really*, complicated and lastly Portals are absolutely, outrageously, often *unaffordably* expensive.

(mosimage)Mambo Open Source is set to change all that ... Mambo Open Source is different from the normal models for portal software. For a start, it's not complicated. Mambo has been developed for the masses. It's licensed under the GNU/GPL license, easy to install and administer and reliable. Mambo doesn't even require the user or

Example CMS output



The home of Mambo Open Source - Mozilla

News Preview - Mozilla

What is Mambo Open Source?

Mambo Open Source is the finest Content Management System available. Open Source makes communicating...

With Mambo Open Source there is no need for XML or DHTML skills. Just enter your picture and then through the easy web-interface ...click Publish!

Simple ... Quick ... And easy!

With the in-built editor Mambo Open Source to design and create your content has never been easier.

E-mail a friend - Mozilla

E-mail this to a friend.

Your friends e-mail:

Your name:

Your e-mail:

10th June, 2003
NEW BUG FIX! for Mambo Open Source 4.0.12 & 4.0.13 is available here.

Vote for Mambo!

Rate Our Program

@ HotScripts.com

Excellent!
 Very Good
 Good
 Fair
 Poor

to use administrator web-interface ...click Publish!

Making PDFs for free



[Academy Research](#) >> [2004 - Crystal Ball](#) >> [Generic Analysis](#)

Search site...

Search marketing will go on steroids in 2004. It will become local, personal, persistent, integrated... and far more powerful.

Many in the industry (including myself) have questioned at times whether search marketing deserved all the over-the-top attention in 2003, not to mention credit for saving the industry. That attention and adulation will be even more intense in 2004.

More important, it will be fully deserved. I believe next year will bring a host of complete and more mature search marketing tools, products that very likely will

have an impact as big as, if not bigger than, search was in 2003.

The over \$90 billion spent annually by local advertisers on local newspaper, radio, TV, and yellow pages is why. Google has already incorporated Zip Code search and directory listings into its system. It's just a matter of time before all the search engines offer local, targeted results, more personally relevant search results to users who provide less relevant information such as postal code, age, gender, and interests.

Print from any Windows application to produce a PDF

Persistence will be a key innovation in search next year. Search firms are learning they must leverage users' historical search data to make more relevant results. By storing a user's historical searches, including recency and frequency, search firms will be able to provide users with more relevant and valuable results.

Results of a restaurant search could, for example, be related to a previous search for theaters in the same area. Knowing a person who's searching for information on baby strollers has also searched for small car pricing could be used to order results, featuring the most compatible strollers up top.

Integration between search, other content, and applications will be much more important next year. Google's AdSense program, in which contextual ads are placed on partner sites according to the type of content on the page, is just one example of what's possible when search is integrated with Web site content or applications. Private-label paid listings companies such as IndustryBrains have proven keeping search within certain contextual confines improves cost per lead for advertisers and produces higher revenue for publishers. Advertisers bid more aggressively for placement in front of more targeted audiences.

We're likely to see search firms leverage much more of their partners' data and applications to create more value for consumers

Copy and paste into MS Word



All formatting is maintained!

A screenshot of a Microsoft Word document titled "Document1 - Microsoft Word". The document content is a copy of a webpage. The webpage has a navigation bar with "Academy Research >> 2004 - Crystal Ball" and a search box. A sidebar on the left contains links for "Generic Analysis", "Google Analysis", "MSN Search Analysis", "Yahoo! Analysis", "Fast (Lycos) Analysis", and "Paid Engines". The main content area features a heading "2004 - Crystal Ball" with a yellow background and a wavy underline, followed by a sub-heading "Planning and Designing for Search Optimization in 2004 - A Crystal Ball!". The text below discusses e-business strategies and mentions "Alan Kay's" futurist philosophy. A circular image of a building is on the right. The Word status bar at the bottom shows "Page 1", "Sec 1", "1/1", "At 1.8\"", "Ln 8", "Col 1", and various application modes like REC, TRK, EXT, OVR, and language settings for English (U.S.).

- D2S using XML to create optimized pages prepared for search engines
- Add metadata tag to all pages that you want to appear in index:

```
<meta name="index" content="Opening hours">  
<meta name="description" content="Opening hours  
for all the libraries.">
```
- Index is generated automatically when site is updated

How to get your website Top Ranked in Search Engines?



Having a site that is properly optimized in the search engines is crucial to the success and profitability of your business. The cold hard truth is that if your site is not search engine friendly, your losing hundreds and thousands of visitors from the very people you most want to visit your site - people who demonstrate a serious desire for what you have to offer, by proactively typing keywords related to YOUR business into the engines.

The answer is



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What to do next?



- Run adHOO.ca and get guarantee results within 72 hours
- Signup with Acroterion services.
- [Click here to find the solution that suits your needs »](#)

Our guarantee is straightforward:

We will take you website from the back alley and relocate your business to the main downtown street.

Conclusion



*“Attaining visibility online is an elusive goal, especially through the major search engines. As web pages continue to proliferate, companies wanting to remain competitive will have to employ **Acroterion Search Engine Solution** – especially if they’re looking to complement and improve the impact of their traditional advertising and marketing efforts. Acroterion services proved and show clear path to profit, in addition to realistic and cost-effective customer acquisition costs.”*