

# Web Content Management - 3 Fundamental Steps

## What is web content management?

**Web content management is the process of creating, editing, approving, maintaining, and archiving information on the web**

The primary goal of content management is to address the needs of keeping content fresh and relevant, giving staff the capability to manage web content without the help of IT, making your online branding and presence more consistent, establishing workflow, and managing digital media assets (images, videos, rich media). There are three important things to do before embarking on a web content management project:

### 1. Define your business goals

The first step in any content management implementation or conversion should be **clarifying your business goals**. Defining your goals lets you work backwards to ensure that your information architecture and tool choices help you reach those goals.

There are **two primary objectives** when considering a web content strategy: The **first** is how to get more sales by attracting visitors and building **customer loyalty**. The **second** how to be more efficient in your web operations. Reducing the effort it takes to manage your site by **reusing content** stored in a central repository, **repurposing that content** for different mediums and different audiences.

*Define your business goals up front. Then embark on the tool selection process. Ensure each one supports the other.*

### 2. Select the CMS that will help you meet your goals

After you've defined your goals, only then do you choose your cms. But there are a huge number of content management systems available today. **So, which one do you choose?**

If you're managing a great deal of information (hundreds of information 'chunks' or more), you're probably looking for a CMS that lets you create, publish, and manage content as separate pieces as opposed to editing pages in context. Asset based content management gives you the opportunity to reuse your information across your entire site and across multiple media — web, mobile, and print.

Narrowing the choices is a big job. You can buy expensive, lengthy reports that evaluate some of the market's mainstream choices, or you can work with **experts who understand the process of matching a system to your goals**. Getting the help of an expert to choose a system that matches users' needs, technical requirements, and business goals is a smart move.

### 3. Get expert help

Venn has helped a variety of businesses, organizations, and other concerns create effective content strategies and implement content management systems. We work closely with clients to determine their needs, select the best tools, and implement systems as painlessly as possible. For more information, visit [www.venncommunications.com](http://www.venncommunications.com).