

The Ektron site administrator experience

The site manager's role overlaps with important aspects of marketing, site growth and development, and content authoring and management. Beginning with its administrative Workarea and throughout each level of how you interact with your Web site, Ektron delivers a complete set of tools that will make it easier for today's Web site managers to efficiently meet the challenges they face each day, intuitively, using a predictable and scalable user interface.

Core content management

The core of site management takes place in the Ektron Workarea. The personalized dashboard lets you drag and drop widgets to create a custom user experience that gives you instant access to the tools you use most. From standard report widgets that instantly show you what is happening on the site to customized functionality, you can personalize this dashboard with multiple columns and multiple tabs to maintain a level of organization that is intuitive to you.

The Workarea is where you can manage the content that subject matter experts add to your site. Content is organized within a folder tree and can be accessed via the accordion menu in four different ways: by the folder, the taxonomy structure, collections and by the menus of the site. The accordion menu itself can be managed with a right-click, context menu. Whole folders of content can be copied and moved as needed.

Here in the Workarea you can add content and assign properties to it, manage the metadata of single or multiple pieces of content to maximize your SEO, and create URL aliases (or set up Ektron to autoalias for you). This is also where you can manage multilingual versions of your Web site's content.

Workflow management

Beyond content, the Workarea gives you access to workflow management. Messages can be sent to other users of the system and you can assign Web site management tasks to be completed by them. To help you maintain the messaging and integrity of the site, you can assign permissions (there are predefined roles to streamline this) that enable other users with the appropriate level of control for the part they play in maintaining the Web site. You can assign users to groups, who all share similar

roles and therefore need similar permissions.

Applied workflows can help maintain message. It might be as simple as one person approving submitted content or it can be extensive, with multiple editors looking at different aspects of a single piece of content. Whatever the needs are, Ektron has the approval chain functionality to control the publishing process.

Analytics

Ektron provides analytics with a provider model that can hook into Google Analytics, Omniture or any other best-of-breed traffic analytics vendor. The data analysis provided by these systems is managed from and displayed within the Workarea. Widgets feed the information you choose into your dashboard to provide you with a comprehensive view of the traffic coming to and interacting with your Web site, in the context of the interface you already access to manage the content, membership information and other aspects of your site.

Multivariate testing

Ektron's powerful PageBuilder technology can be leveraged to build multiple versions of campaign pages on the fly that can be tested against each other to determine maximum effectiveness. The multivariate control is added to these pages, which are then rolled out into the live campaign. Upon reaching a set number of visits (you determine this in the wizard that walks you through setting up the campaign), the multivariate control measures which of the campaign pages has the most conversions. That one is kept live and the others are shut off. Reports are generated so that you can see the effectiveness of each page and even relaunch new testing if you need to.

Smart Forms

Build out forms so that your content authors can input content as structured XML data, capturing exactly the data you need. Ektron's Smart Forms streamline managing structured data in readable



and editable format for non-technical users.

The data designer lets you design a Smart Form that collects information from users and stores it as XML data. Creating the form is simple and requires no knowledge of XML or HTML. Content and folder selectors let you add existing content from around your site, making it easier to repurpose it. XForms style relevance provides the ability to define rules to indicate dependencies across form elements. (for example, when "Country" is "United States" display the "States" dropdown list. When "Country" is "Canada" display the "Provinces" drop down list).

Manage rich internet applications (RIAs), agendas and more with this signature functionality and reuse the entered content across your site, multisite environment or other channels as you need. RIAs (like product selectors or physician finders) read and consume XML data. By using Smart Forms to generate this XML, you can efficiently control what is being fed to the application, keeping it relevant.

Ektron gives site administrators the features and functionality they want and need to be able to manage the entire Web site, not just the content. By pulling together these essential tools into one space (instead of being spread across multiple applications), you will be able to more efficiently work with the different aspects of the Web site, connecting the dots between them and grow your organization's online presence.

Ektron Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.