

# Content Management Systems

## Explanation, Design & Pricing Considerations

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Content management systems (CMS) are computer applications used to create, edit, manage, search and publish various kinds of digital media and electronic text.

Specifically, a web content management system is a CMS designed to simplify the publication of web content to web sites, in particular allowing content creators to submit content without requiring technical knowledge of the authoring software.

Most often web content management systems are based on templates that put serious restrictions on the overall look and feel of the web site. Stanford finds all such CMS templated systems to be quite unattractive and inflexible and has created a library of its own custom code modules.

Stanford's custom code modules permit our designers to achieve a unique and appropriate design for each individual client while still giving that client the tools needed to modify content.

It is worthwhile noting that content management is often only useful for very specific sections of a web site. Many clients prefer to depend on us for maintaining and up-dating design-sensitive portions of their sites, restricting their own access through CMS to those sections that feature relatively fast changing information.

A quotation for a Stanford designed and built web site is indifferent to the software or technique used. Our pricing is always based on page count and known special features - and not on the design and construction software or techniques.

Since RFQ's and our responses are often time sensitive, Stanford's authoring flexibility permits the client and Stanford to quickly arrive at an optimal design and construction approach without resorting to the frustrations of frequently revising quotes.

Our code modules are sufficiently flexible that a client can safely elect to have a web site designed and made operational without CMS. After gaining experience with the web site, the client can then elect to have any number of pages reset for CMS at a very nominal cost.