

Is your business running on that old static website?

Benefit from a Content Management System

Exploiting the Web is an essential element of any strategy for extending your business, growing market share and gaining competitive advantage. The Web brings you closer to your markets, but creates transparency that quickly reveals poor service. Although it is a challenge, its use is not optional. Customers are demanding more access, to information and business processes, and they expect it now.

Traditional Web technologies inhibit this intimacy. They distance business owners from web site content because their use depends upon technical expertise. They generate web sites with limited capabilities that are costly to deploy and maintain. AZAFRICA.COM's Content Management System gives control of content to the business experts. It ensures fast, consistent, accurate and efficient publication of your intellectual assets and business processes on the Web.

Although nearly every business now has a website, many of them do not perform properly. There are a number of reasons for this, ranging from poor or nonexistent website promotion to simply having out of date content. Website promotion is complicated area and best handled by experts but website management is now very simple, if implemented correctly.

Content management systems (CMS) allow website content to be managed anywhere in the world using a web browser. This means that website content can be kept up to date and of benefit to the people visiting your website. Our content management system, allows small and medium sized businesses to effectively control their website and web marketing with minimal effort.

Content Management Systems solve the following website problems:

Outdated website content

Reliance on a third parties / web developers

High website management / maintenance costs

Making changes takes too long, increasing time to market

Benefits of Content Management System

Without a content management system, addressing these problems can be expensive and time-consuming. This results in websites being neglected and can have a negative impact on the business. The introduction of a content management system however gives businesses the following benefits:

- **Up-to-date website content** - Untrained users can keep information accurate.
- **Improved efficiency** - Companies can save money and reduce bottlenecks.
- **Enhance website opportunity** – Information and offers can be added instantly.
- **Eliminate in-house webmasters** – Save cost by eliminating the use of in-house webmasters.

Enhance website opportunity Through the use of a CMS new information and offers can be added instantly, meaning that any opportunities can be reached with no extra cost.

Adding a CMS to your website can be a daunting task. We provide training with each system we deliver to help you make the most from your investment. Talk to an expert, call us on +264 61 245 884 and we'll happily talk you through each step.



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Sales & Marketing
AZAFRICA.COM

Interesting Facts:

- AZAFRICA.COM has launched a **social photography website**, advertising space is available at a special rate. Log on to www.azafrika.com

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In this issue:

Benefits associated with a CMS