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Is a Content Management System (CMS) really needed?

Yes, it is. But a plain "yes" is not substantive, so here are five good arguments why you really need a CMS:

- **The all-in-one space.** Having static files may be great. Having *heaps* of static files – not so. Having the need to work constantly with *heaps* of static files while they're scattered all over the place – well, this is a plain nightmare. A CMS is an all-in-one space that keeps everything you need for your website, online shop or blog in one place.
- **Easy access.** Wherever you are and whenever you wish, you may access the CMS. It's always one click away. And this is the definition of virtual comfortability.
- **No need of programmers.** A user-friendly, stripped of complexity CMS with well laid out features spares the need of hiring a team of programmers. You are in control of your website, online shop, blogging platform, of your own personal or corporative space.
- **Dynamic content.** There are no boundaries for your content – you can create, edit, delete or update on the go.
- **Rich customizability.** Stumbled upon a design you like? There's a brand new template out there that suits your clothes' shop perfectly? This is not an obstacle, but a core feature of a CMS. You can change the design of your website in mere minutes. Be flexible! Surprise your customers or visitors with a brand new look. Try out new visions according to the flow of your business or personal realization and achieve the perfect vision you have for your website.

What about types of CMS? Which should I prefer and why?

It all comes down to two types of CMS – *custom build* and *open source*. Let's take a quick look on both of them and explain why the *open source* option is better for the user.

The *custom build* CMS:

- **Locks you, the user.** It has set parameters and you cannot change them once they've been set.
- **Lacks customizability.** This has to do with the locking of the user – there is a set configuration of features that cannot be changed. Or if it can, it's very expensive and requires a lot of CMS reworking.
- **You are dependent on others**. A custom build CMS has been setup by a certain person or team so every time you need help you can turn *only* to this CMS' creators.
- **Security tests require a high budget**. Custom build CMSes are most often tested by the team that created them. Because they're "locked" no open community has access to them. In order to get a custom build CMS security tested you have to pay for security audits which are sometimes worth thousands of dollars.
- **Extensions are painful.** You are good in your field and naturally your online business or online influence as a whole extends. As your achievements grow, so should your website. Custom build CMSes are very hard to extend though, which will bring additional costs, time wasted and unneeded traction.
- **Risk of quality.** There are many good programming teams out there. But sometimes you can't be sure about the quality of the CMS you'll receive. This is where community feedback and voluntary testing kicks in. This is a no-go in custom build CMS though, because as we pointed out, it's locked. So you have to take the risk of quality with hopes that the product you'll receive will be a good one.
- **It's simply too expensive.** It's not only about extension or security audits. Custom build CMSes are usually very expensive because they are made exclusively, even though they don't really excel compared with their open source counterparts.

The *open source* CMS:

- **Gives freedom to you, the user.** There's a reason for the word *open* to be there. So let's explain further about this freedom.
- **Freedom from dependency.** Sure, the open source CMS is *initially* built by a certain team of developers. But it's open to everyone who'd like to take a go on it and modify it. Thus a broad range of developers get to know the

software so you can turn to any of them and they will be able to help you with your problem. You have the freedom to receive support not only from a set number of people. There's a whole community waiting to help you.

- **Dynamic and highly customizable.** There are always new contributions, new updates, new ideas that flow into the open source CMS. Chances are that when you give people the freedom to create and share, they do it with full force. Developers will work on new modules that you can utilize on your journey through e-commerce. Designers will unleash their creativity and offer stunning new templates suited to any needs you have.
- **Freedom of security.** Opening the CMS up to a community has a serious advantage: people will analyze the software through a magnifying glass to see whatever flaws it has. White hat hackers will offer their input regarding the security of the CMS after friendly security tests. Developers will sort through the code to discover faulty sections. You receive constant security checks…for free.
- **Ultimately scalable.** There are a ton of features, modules and extensions that scale perfectly with your business' growth. Some of them are paid and others are free. The important factor is that all of them are easy to both access and implement on your personal or corporative journey towards success.
- **Guaranteed quality.** How can software turn out bad when it has gone through the scrutiny of a whole community? It can't, of course, and that is why you have a guaranteed quality CMS.
- **Either free or inexpensive.** Many open source CMSes are free to use, or whenever they are paid, it's a symbolic price compared to the custom build CMS. The importance here lies that you can choose from many different paid options according to your needs. This is especially valuable to beginners in the e-commerce sector since they can bootstrap their business at minimum cost and see if it will work out before spending resources.

What is Microweber CMS?

Microweber is an *open source* CMS due to these advantages that we listed beforehand…plus an additional one. Our personal motivation to make this software open source is that we view the open source culture as the future of internet. A future that equals a freedom to discover, share, communicate and create. A future that is of benefit to end-users and developers, designers and bloggers, online entrepreneurs and freelancers, individuals and companies.

The core idea of the software is to let you create your own website, online shop or blog. From this moment of creation on, your journey towards success begins. Tagging all along will be different modules, customizations and features of the CMS, among them many specifically tailored for e-commerce enthusiasts and bloggers.

The most important thing you need to know is that Microweber pairs the latest CMS trend **– the unique Drag & Drop technology,** with a **revolutionary Real-Time Text Writing & Editing feature.** Talking in user benefit, this pair of features means improved user experience, easier and quicker content management, visually highly appealing environment and flexibility**.**

The CMS has two core target audiences. The end-user lacking serious technical knowledge comes first because we know how frustrating can the vast world of technology be. Microweber aims to deliver an easy experience that will make even the most uninitiated in matters technological true masters of their website, online shop or blog. A second main audience is the developer and designer community. We want to see this community benefit from the software and unleash their imagination by creating and sharing custom-made templates or modules.

Let's get into some details and take a look of the most important features the software has to offer and why they do matter.

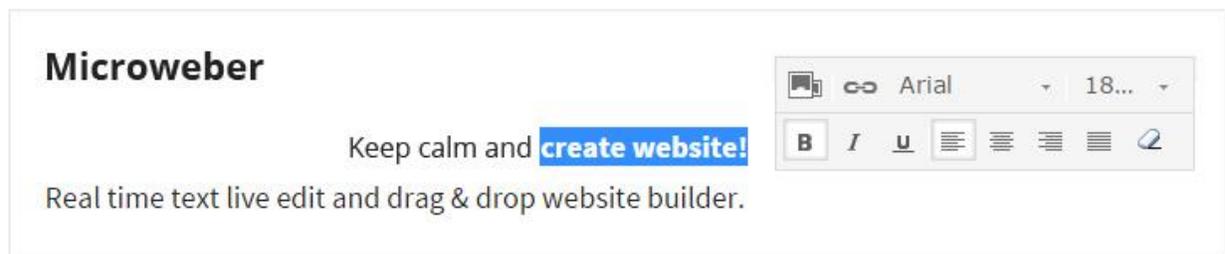## Core features

Drag & Drop

Microweber operates on the Drag & Drop technology. This means that users can manage their content and arrange elements with just a click of the mouse, dragging and dropping them across the screen. Drag & Drop applies to all types of content: images, text fields, videos, and the whole variety of modules and additional customization options you have as a user.

It may sound a bit immodest but it's true: Drag & Drop saves you a huge amount of time and makes creating your website an unmatched intuitive user experience. Managing and rearranging your content is a matter of seconds now.

Real-Time Text Writing and Editing

The Real-Time Text Writing and Editing feature allows users to write, edit and overall manage their content in real time. Going "live" means you can work on the website interface itself every time you wish to, a real What You See Is What You Get (WYSIWYG) experience. Of course Microweber has an admin panel too, so users can switch between different views according to their preferences.

The Real-Time Text Writing and Editing feature is a groundbreaker because it annihilates the need to preview content, cuts the waiting time during work process and also makes organizing and creating your content an easy and beautiful experience. Ever thought what would it feel like working on your amazing online store, personal blog or company website custom template design? It's now completely possible and surprisingly smooth.

Modular Architecture

By "Modular Architecture" we mean something very simple, yet powerful: Microweber offers users both the opportunity to extend their website's capabilities and the tools to do that. The CMS has many additional features aside plain text which are dubbed modules. Modules are very diverse and range from Picture Galleries to

Contact Forms or Google Maps for example. We will turn our attention to them a bit later.

The Modular Architecture is valuable because it scales well with your needs and adjustments. If your brand has spread wider and needs to be fueled by richer customization including multimedia and other features, the Modular Architecture will keep on par. There's a term for this phenomenon: we call it *flexibility*.

Templates

There is no user satisfaction where a lack of customization dwells. Templates are the most straightforward type of personal customization. Microweber CMS lets you use custom design and custom templates which match your preferences and way of sending a message across.

Design change does not affect content in any way – your information remains untouched so you can achieve a smooth migration to your website's new look. Regarding designers and developers, the software lets them create and share their custom created templates and either sell them or distribute them for free.

Templates are the ultimate freedom for every online shop, blog or personal/corporate website. Some of them are free and others are paid. The important fact is that a template-based CMS lets you utilize them to craft your perfect vision of a site and stand out from the rest.

Common website features

Microweber CMS has a broad range of common website features, as well as more specialized e-commerce features. The most important common website features the CMS offers are:

Adding pages, posts and products

You can add new pages, new products if you're using the CMS for their online shop, or new posts if you are keen on blogging. All of these can be organized in custom categories in order to achieve a better navigation and showcase of a website's content. New pages can be created using different layouts and all pages, posts and products come with a preset number of modules to get users started. These modules can be changed and you can of course add your own custom set of modules as to create the most suitable content for your needs.

Database Backup

Loss of important data is everyone's nightmare which unfortunately may come true in the most inappropriate moments and impede your progress. The solution to this is pretty simple: a backup option.

Microweber CMS has it and you can create a backup of your website, online shop or blog with just a click and save the current state of your content. In case something happens you can always restore to that point, preventing any loss of valuable information.

Meta tags & SEO

You needn't worry about additional services in the pursuit of Search Engine Optimization (SEO). Microweber CMS has Meta tags and SEO built-in so your website, online shop or blog can be easily optimized and found by those who are interested.

File Manager

Have your important files wherever you are located. Our software lets you upload files and store them on your website so no matter where you happen to be, you can have access to them. Organize files in different folders, create subfolders and arrange your file content as you wish. Your need for flexibility and mobility has found its solution.

Automatic Update System

Updates are crucial. They bring new features, empower the functionality of your website, online shop or blog and improve the overall user experience. You may have a certain set of needs, though.

That is why the Microweber CMS update system is automatic in a customizable way. You will receive a notification and a set of available updates. It's up to you which of them to install on your personal or corporate virtual space.

Languages

The internet is global but its users have their local preferences. You may surely be more comfortable with working in your own linguistic environment. Microweber CMS is available in 7 languages and is continuing its linguistic growth. The current languages in which the software has been translated are English, Spanish, German, Russian, Bulgarian, Slovenian end Greek.

Specialized E-commerce features

Perhaps the main focus of Microweber CMS lies on e-commerce. A rising number of people have grown fond of the idea of online entrepreneurship and we aspire to cover their needs. The software has some built-in features that will help online shop founders see their business grow and excel.

Add Products

What's an online shop without its products? Adding products and managing them is unbelievably easy. By default the product template consists of automatically added Picture Gallery, Text Field, Add to Cart button and a Custom Fields module. You can add their own modules according to their needs completely free.

No matter if it's all about clothes, food, electronic devices or other forms of online business, you have a guaranteed smooth experience of adding and arranging your products.

Custom Fields

Have you ever felt the need to have an all-in-one customizable tool? The Custom Fields module includes 12 different settings ranging from Price, to Address, File Upload or Dropdown and Multiple Choices menus. Think of it as an organizer that will spare you the need of additional strains. You can choose which of them to include as to provide an accurate description of your products and push your sales to the top.

Shipping Options

There is nothing more substantial for e-commerce than products' shipping. It is the bridge that connects you, the online entrepreneur with your customers. You surely deserve diversity when setting your shipping preferences according to your target audience and business structure.

Microweber CMS has a specialized Shipping options offering great variety to aspiring e-commerce enthusiasts. Customize your shipping costs to different countries or even disable shipping to some of them. Choose your preferred shipping type between a Fixed one, charging Per Item, or setting the cost according to Dimensions or Weight. Include discounts for loyal customers and alternate between different size and weight units. Enjoy the full flexibility and thrill of being in the vast waters of online trade.

Manage and Track orders

Keeping an eye of your business is vital. Maintaining a reputation is a key. Our software has a built-in option for managing and tracking orders. Always be up-to-date with your products' whereabouts so you can give the best feedback customers seek in case the shipping is delayed or another problem persists. Manage your orders and check whether they're still pending or they are already completed. Have all information needed about your customers - only one click away. Check if there are any abandoned carts. You are a master of e-commerce – we're just helping you on your way up.

Accept Payments & Set Currency

Your customers may have different types of payment methods and it's only logical for you to have different types of accepted payments. Choose your range of accepted payments and set the currency your online shop will use. It can be dollars or euro, pounds or one of the hundredths of other currencies across the globe. We ensure you have the freedom of choice which you will utilize to the fullest.

Automatic order e-mail

Developing good relationship with your customers and creating a customer community is crucial for your business. Sending an e-mail to people purchasing from your online shop may seem like a small and unimportant part of the experience, but

it's not. Craft your perfect automated e-mail on your quest towards building an audience. Or, if you prefer, disable automated e-mails to your customers.

Socialization

You deserve to have your own audience and build a community around your brand, blog, online shop…or personal/corporate virtual space as a whole. Interact with other people and let other people interact with you. Microweber CMS has the toolkit ready for use.

Comments management

Comments are an inseparable part of the online experience. Tune in to what others say for your content and spark discussions on your website. Receive feedback and react to it accordingly. Meet new people and new ideas.

Social Login

Microweber CMS enables connecting with different social networks, including Facebook, Google+ and others. Instead of switching between profiles or creating a new one, use your already established online image and be authentic.

User Registration & Login

In case you wish to add more functional users for your website you can always register new users. This applies specifically for bigger companies with a great number of employees. Create new user profiles for those who need one and set whether they will have simple (user) capabilities or make them administrators of your online content.

Mobile-optimized

Microweber CMS created websites are 100% compatible because we want to see you expand on all technological fronts.

Live Edit

Live Edit view is the manifestation of the Real-Time Text Writing & Editing core feature of Microweber CMS. Working in Live Edit view is in fact working on your website's interface in real time. As this is a highlight of the software and contributes to the idea of a smooth, uniquely comfortable user experience, it also comes with a wide range of actions users can accomplish. Its two most important mentions are the Modules and the Layouts.

Modules

The modules are the tools that you will utilize on your path to creating the website you wish to see. Microweber CMS has a modular architecture and is responsive to the different custom needs of its users. At this moment there are over 30 modules and all of them can be used in Live Edit view. You are ready to combine and create your content fully "live" without any restrictions.

There are different modules for the various needs you have: a Picture Gallery module and a Video embedding module for bloggers, a Checkout module and a Shopping Cart module for online entrepreneurs, Contact form, Comments or Google Maps modules for socialization. These are only examples so be sure to explore all of them and combine them depending on the purpose of your website and your personal preferences.

Layouts

The layouts are a set arrangement of content. They are accessible in Live Edit view too and their only purpose is to save you time and offer you some preset ways of displaying your content. As with modules, layouts differ according to the personal preferences and needs of the user. There are text-only layouts, layouts that combine text and image, and more complicated layouts consisting of more elements.

Want to set up an employee page of your company? No need for wasting time to set all elements of such a page – there's a Team member layout waiting for you to fill with information. Have a breaking news story to share? Use the widescreen image followed by a single column of text below layout. More than 15 various layouts are built-in so you can focus fully on your content's quality. Just drag and drop a layout across the screen and you're ready to go.