

# What Your Website Is Running On?

**Date:** May 20, 2010 1:38 PM

**Author:** [Sofia Sapojnikova](#)

**Tags:** [content management system](#), [google](#), [IntelBuilder](#), [search engine marketing](#), [search engine optimization](#), [web development](#)

**Permalink:** <http://bit.ly/cyif7M>

With the right web platform, businesses are able to have access to a rich and powerful web application framework with a supporting cast of tools, servers, and technologies to help them succeed on the web.

By choosing a web developer for your website, you are choosing a framework (PHP, .NET) with their own advantages and disadvantages. A web developer will choose the framework for developing a website depending on the requirements and his or her technical proficiency.

PHP framework is an open source application, usually chosen by people who wish to have a short term solution and save money. Even though add-ons may be available, they may not be easily integrated into your website or may not be the best fit for your company.

Unlike PHP, .NET is not an open source and does not come for free. This framework is compatible with a number of programming languages like VB.NET, ASP.NET, C# etc and gives you plenty of access to offline and professional support. A number of high end programs are developed with the help of .NET. Though working with .NET involves paying a cost it is considered worthy of its price. Dot NET applications are generally used for the corporate sites where more stability is required. For sites that have many functionality and use .NET is highly preferred by developers.

## The Use of Content Management System (CMS)

Once the website is launched you need to operate and market it to drive traffic to your website. It is important to have a sophisticated content management system that allows you to maintain, edit and operate a website on a daily basis with ease and efficiency. Sometimes CMS software deployments fail due to technology choices. The main cause of CMS solution failures lie in poor or non-decisions about CMS software and CMS implementation essentials such as web publishing models, web content governance and assignment of enterprise content management responsibilities. To achieve successful CMS implementation, consider these guidelines as CMS software deployment essentials:

- Web Content Migration
- Web 2.0 Standards and Templates
- Web Content Creation

- Search Engine Optimization (SEO)
- Web Content Modification and Reuse
- Monitoring and Progress
- Ease of Operation

## Content Management System and Search Engine Optimization

Content management and search engine optimization are inter-related. The quality and relevance of your web content along with its appeal to the search engines are considered the main magnets of web traffic.

Solid content is the key to a successful website. With CMS you are able to keep track of URLs and meta data for all your pages. In addition, CMS can provide an efficient way to syndicate the content you create to other websites.

Similar to a blog, it can also keep track of who created the content and when. CMS allows you and your staff to create and update content and graphics quickly and without the use of additional programs such as Microsoft FrontPage or Adobe Dreamweaver and costs associated with using these programs.

Using CMS has benefits for your search engine rankings as well. CMS platform gives you the ability to insert SEO-friendly tactics directly into CMS templates. Each content type or content category can be assigned its own section of your website. This allows the CMS to create keyword-rich, search engine friendly URLs easily. Your meta data and title tags can be managed in a central location also, making changes simpler and faster.

To take advantage of both worlds --- the convenience and management advantages of a CMS and the site promotion advantages of SEO --- you need a [search engine optimizing CMS](#). It is important that CMS solution you choose allows non-technical users to easily specify keyword rich URLs, title tags, descriptions and image alt text. The system should provide feedback on these elements in terms of how they will impact the page's performance for selected keywords. This kind of CMS allows users to create and optimize content in one tool rather than having to switch back and forth between a CMS and a set of SEO tools.

[Distributed by IntelBuilder Social Media Platform](#)