

4. Content Management System

Good website content is critical because it is a process of creating and distributing digital materials online to directly or indirectly promote a brand, product, or service. When the websites are accessible, easy-to-use, and credible, it has the potential to make the most out of the marketing and sales efforts.

How do we ensure that we reach these and other marketing goals?

It's quite simple; we need to build our websites using a content management system (CMS). So what's a CMS and how does it impact our online stores? This lecture will familiarize you with the capabilities of the software in order that you make the right decisions before building your E-Commerce website.

4.1 Introduction of Content Management System (CMS)

CMS is a computer application that allows publishing, editing and modifying content, organizing, deleting as well as maintenance from a central interface. Such systems of content management provide procedures to manage workflow in a collaborative environment. CMSs are often used to run websites containing blogs, news, and shopping. Many corporate and marketing websites use CMSs. CMSs typically aim to avoid the need for hand coding, but may support it for specific elements or entire pages.

4.2 CMS Features

There are 5 key features that a CMS should incorporate in order for you to take control of your E-Commerce store's look, feel, navigation, and content.

1. Content Builder: A CMS platform allows to create beautiful webpages and blog/news posts. CMS platforms create fully responsive layouts for

both desktop and mobile, with drag & drop functionality, without the need for any design or programming knowledge.

2. Membership/account access: CMS provides for customers exclusive access to content, driving sales and securing high-value content.

3. Theme Builder: CMS theme builder gives users access to hundreds of theme options that can be customized without any special coding skills.

4.3 Web Traffic

Web traffic is the amount of data sent and received by visitors to a web site. Web traffic is measured to see the popularity of web sites and individual pages or sections within a site. This can be done by viewing the traffic statistics found in the web server log file, an automatically generated list of all the pages served. A hit is generated when any file is served. The following types of information are often collated when monitoring web traffic:

- The number of visitors.
- The average number of page views per visitor – a high number would indicate that the average visitors go deep inside the site, possibly because they like it or find it useful.
- Average visit duration – the total length of a user's visit. As a rule the more time they spend the more they're interested in your company and are more prone to contact.
- Average page duration – how long a page is viewed for. The more pages viewed, the better it is for your company.
- Domain classes – all levels of the IP Addressing information required to deliver Webpages and content.

- Busy times – the most popular viewing time of the site would show when would be the best time to do promotional campaigns and when would be the most ideal to perform maintenance.
- Most requested pages – the most popular pages
- Most requested entry pages – the entry page is the first page viewed by a visitor and shows which are the pages most attracting visitors
- Most requested exit pages – the most requested exit pages could help find bad pages, broken links or the exit pages may have a popular external link

4.4 CMS Platforms

1. Magento is famous as the leading open-source eCommerce platform. The system is developed in PHP that enables store owners to build their online businesses with ease. The platform supports all business sizes and meets business needs for B2B, Mobile Commerce, etc. Besides, Magento allows integrating with multiple extensions from the third parties, creating distinct digital retail experiences.

2. Shopify is a flexible e-commerce platform with tons of highlight features. According to the Shopify report, over 800,000 businesses worldwide use the Shopify platform. Shopify is regarded as an all-in-one eCommerce platform. Small merchants can set up their online stores, manage their products, and handle all orders in a single dashboard. Free integration with eBay and Amazon without custom code is a notable advantage of Shopify. Store owners capture positive customers and boost sales with incredible ease.