



for the website owner

challenge

Your website is out of date, ineffective, difficult, and expensive to update. With everyone using the web as their primary source of pre-purchase information, it's never been so important to have the right message on your website.

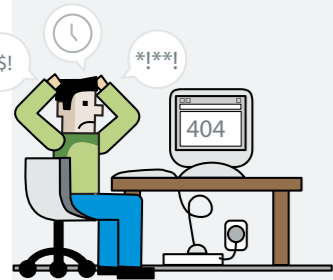
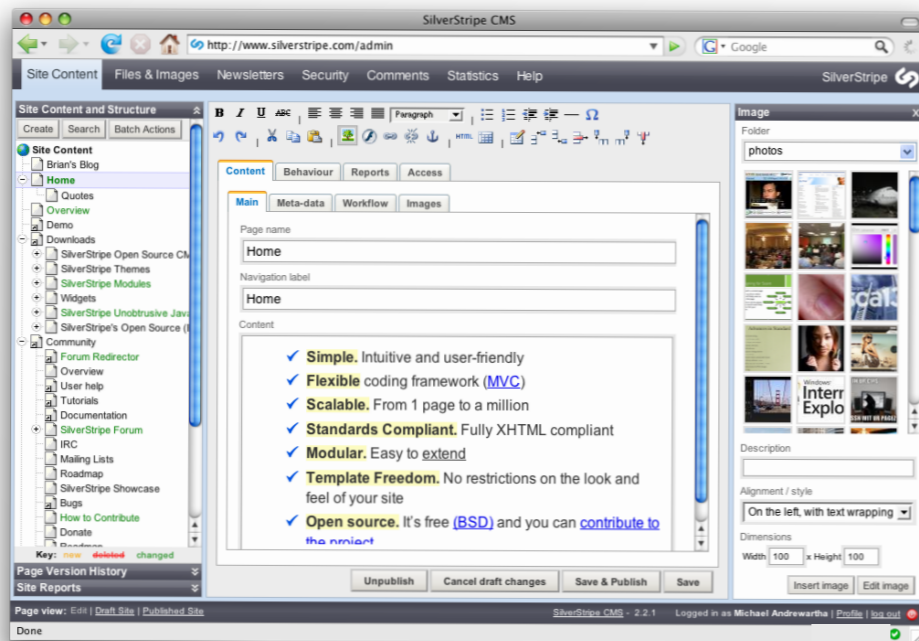
solution

SilverStripe gives you full control of your website. From adding and modifying pages on your website, to sending personalised email newsletters to thousands of people, everything can be done quickly and easily without technical knowledge of the Internet.

result

Managing your website becomes easy and inexpensive and communicating through it becomes a highly effective way to reach new customers and the public at large.

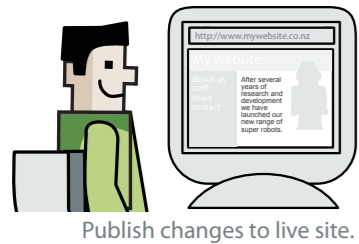
the silverstripe interface



"We need to update the homepage of our website"



See your changes on the draft site



demo.silverstripe.com

www.silverstripe.com



OPEN SOURCE CONTENT MANAGEMENT

silverstripe features:

CONTENT MANAGEMENT

SilverStripe makes it as simple to update your site as editing a word document. Non technical people can update content, pictures, hyperlinks and pages themselves. This dramatically lowers the cost of running a website – while increasing its value as a sales and communications tool.

HIGH IMPACT DESIGN

Building your site with SilverStripe gives your designer total design freedom, ensuring the look and feel of your website is creative and supports your brand. It preserves design consistency by ensuring that content fits with the site's style guide.

FUTURE PROOF

SilverStripe allows your website to grow at the pace of your business, as you can add extra modules at any time to expand what your website can offer. Ongoing research and development into SilverStripe ensures your site can stay up to date with current trends and technology.

CROSS PLATFORM

SilverStripe websites and the administration system are built using web standards and best practices, and so run perfectly when viewed by Macintosh, Windows, and Linux computers. SilverStripe websites can be hosted on Microsoft, Linux & Mac servers.

INFORMATION IS EASY TO FIND

SilverStripe makes it easy for visitors to find the information they want. Visitors can either browse the site using navigation menus, or perform searches to seek exactly the content they need. Multiple paths to the same information make it easier for visitors to find what they want.

GOOGLE™ FRIENDLY

Unlike many other website management systems, Google™ loves SilverStripe websites. We've looked closely at how the leading search engine works and can help ensure your site gets ranked highly in Google™ and other major search engines.

FORM BUILDER

SilverStripe lets you easily add contact forms or surveys to any page. The results can then be emailed and saved to a database, letting your website be a versatile way to interact with prospective and current customers.

OPEN SOURCE

We've proudly released the core SilverStripe technology into the open, making it freely downloadable from SilverStripe.com, creating a global community of developers and users. This eliminates hefty licensing fees, lock-in and gives you the flexibility to customise the system to your needs.

free silverstripe modules:

SilverStripe modules, like the core itself, work out of the box with a default skin and behaviour. They can be customized and extended without preventing you from easily upgrading the package later.



EMAIL MARKETING

By combining email marketing with your website, SilverStripe makes it easy to talk to both clients and prospects. Using SilverStripe you can manage your email marketing campaigns, manage your subscription database and send graphical, personalised emails to thousands of people.

FORUM AND COMMENTING

A single tickbox turns on comments for any page of your website, making them interactive, and allowing RSS readers. A fully featured forum is available if you need to build a more sophisticated community around you.

ONLINE SHOPPING

Transform your website into a revenue stream! Our secure online shop supports thousands of products and takes payment immediately via credit-card in any currency you want. It supports branding, tax, and shipping calculations and lets you track orders and run reports.

COMING SOON

We've got 10 fantastic programmers working with us courtesy of Google's Summer of Code program, adding a horde of new features in the second half of 2007. Check out our blog for progress.

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