



# Take control of your website

Silverstripe Award-winning web content management software  
thats easy to use for clients



# why do I need a CMS and what is it?

Content management system (CMS) is software that makes it easy for non-techies to organize and manage web content.

That's big, because it makes maintaining and updating a website simple and affordable.

Once upon a time updating a website meant passing off your polished and perfected writing to a programmer who would convert it into a mishmash of computer lingo, often unintentionally skewering some of the finer points of style and layout ("You wanted a new paragraph where?"). The process was slow and painful for everyone involved, not to mention expensive.

Nowadays, thanks to the advent of WYSIWYG editors ("What You See Is What You Get," like the Bold and Italic functions in Microsoft Word) and content management systems, you don't need a degree in computer science to update a website. If you can successfully send an e-mail, you can update a web page.

A CMS is an enormous boost to the small business or organization that doesn't have a massive tech budget.

It simplifies the process and puts the website back into the hands of content creators, allowing you to spend more time on what really matters—your content.

## Silverstripe

SilverStripe CMS is an open source web content management system used by governments, businesses, and non-profit organisations around the world. It is a power easy to use tool for web content authors.

SilverStripe CMS enables websites and applications to contain stunning design, great content, and compelling interactive and social functions. As a community development the framework is constantly being developed to keep pace with technology and web trends.

Besides a powerful and intuitive content authoring application, SilverStripe CMS contains a powerful PHP5-based programming framework, Sapphire. Sapphire brings immense flexibility and ease in customising sites and provides fundamentals such as security models, and multiple language and subsite support.

## Awards

Since the release of version 2.0 in 2007, SilverStripe CMS has received numerous awards and recognition from industry peers.

2010 Packt Publishing CMS Awards - First runner-up, best open source CMS

2009 Packt Publishing CMS Awards - First Runner-up, "Best Overall CMS"

2008 Packt Publishing CMS Awards - Winner, "Most Promising Open Source Content Management System"

2008 ComputerWorld Excellence Awards - Finalist, "Innovative Use of IT"

For a full list of awards, visit <http://silverstripe.com/about-us/awards>



# Features

An out-of-the-box installation of SilverStripe CMS provides all the day-to-day editing control you're likely to need as a content author. With WYSIWYG and drag & drop functions, site editors have full control over the way they want their content to look without needing to know HTML. If you can use a word processor, you can use SilverStripe CMS. Images and files can be added through a drag & drop interface, and pages and templates are fully customisable. Themes and widgets allow even more extensions.

Code rather than a graphical user interface (GUI) is used to build SilverStripe CMS websites. There are numerous modules available for functions such as blogs, forums, and web forms.

As a content author, you can set up approval processes for new content, publish or unpublish items on a particular date (embargo/expiry function), and have differing levels of access permissions for different parts of your site. SilverStripe CMS lets you plan your content in advance, offering draft and live versions of your site, as well as a rollback option to bring back an old version of a page, as it used to be. Content is also shareable across multiple sites, managed through a single installation of the CMS.

Play well with others

SilverStripe CMS can integrate with other systems, and it is the only Microsoft Certified content management system built with open source tools. SilverStripe is also multilingual: You can switch the CMS into one of 65 languages and create content in other languages.

SilverStripe CMS has been downloaded over 350,000 times so there is a community of developers behind the project. Documentation for SilverStripe is available and there are numerous forums and books available, all of which can support your use of SilverStripe.

SilverStripe is SEO friendly so that people can find your site. It's friendly to URLs, and you can name your pages what you like, and group them the way you want to. Proper semantic markup ensures a separation of content and design. Unobtrusive JavaScript and an automatically generated Google sitemap are key features in getting a search engine to rank sites. In addition, SilverStripe CMS enables content authors to add and edit meta data such as page keywords, descriptions, and image ALT and TITLE attributes.

All in all a total web management system



# Take a look

You can see an online video of the CMS at

<http://vimeo.com/11914598>

