

Portal Site

What is a dynamic site?

A web site with dynamic interaction. This covers the widest spectrum of site design. A dynamic site utilizes some type of backend data storage, usually a database, which allows content to be updated through administrative "friendly" tools, including news article, blogs, inventory, newsletter management, and other tools that make your user's experience better. A dynamic portal can even include private areas for existing customers to update their information, check status on an order or project, etc. The sky is the limit here!

- Keep your web site content fresh and active

Many web sites don't get updated very often and become "stale". That is, search engines stop visiting them as often, search engine rankings decline, and users lose interest. Keeping your content fresh and active promotes repeat traffic and triggers search engines to visit your web site more often to see what's new. This also helps search engine rankings.

- Content Management

All of our portal and other dynamic web site solutions allow you complete control over your content. That means you do not need to call us every time you want to make a change, and it also means we don't bill you every time you need to make a change! We provide a backend administrative panel for you to log into and control all areas of your site. We also include a WYSIWYG (What You See Is What You Get) editor for you to manage your content, add and remove images, and update site links.

- Group Permissions

Your site can be managed by multiple groups of administrators. Each group of administrators can have edit privileges for different parts of your site, allowing the site "super administrator" to control which editor can edit which documents.

Individual documents on your website can be set to appear on a given date, then disappear again when they expire. The documents will automatically be removed from all dynamically generated navigation elements on the website.

- User Interaction

Your web site can include a "members only" section to limit what content can be seen by the general public, and allow your site users access to update their personal and/or business information, order details, or any other private transactions that your business might require. A private area of your site can be setup to allow users self-registration via email, or you can choose to approve each user.

Adding a forum to your web site is another great way to encourage user interaction. Do you have a product of service that requires support? A forum can help create a knowledge base of information while providing interactive web based support with much less overhead and logistics as a traditional support phone line or email queue.