Brief

Keywords: "website development hong kong / web design / hong kong website design"

Title/Topic: Write an article about 'what is a CMS? (content management system), how to choose one and examples of the best ones on the market' > write a quick introduction on what is a CMS, choosing by: quick and easy installation, simple interface, easy extensions, simple template manipulation, helpful support/user community, etc. Mention Wordpress, Joomla, Drupal, etc. Add an introduction of Boss Digital's services insisting on web design and development and CMS integration, mention that they can custom build CMS.

Reference:

http://searchsoa.techtarget.com/definition/content-management-system
http://www.webdesignerdepot.com/2009/01/how-to-choose-the-right-cms/
http://www.howto.gov/web-content/technology/content-management-systems/choosing-a-cms
http://spyrestudios.com/free-content-management-systems/
http://www.webdesignerdepot.com/2011/10/top-10-content-management-systems/

Boss Digital's selling point: Boss Digital has developed over 100 websites, all custom designed by expert web designers. Information architecture is carefully planned and developed by ADMA Certified Digital Strategists to ensure best user experience. All websites are built with customers and search engines in mind, are up to date with Web 2.0 technologies and built to W3C.org standards.

What is CMS ?

A CMS, or a Content Management System, is a means to manage your website without being an expert in **web design**. This means that maintaining a website does not have to cost a fortune if, it is invested in wisely from the start.

Typically, there are two strands to a CMS. There is the part which allows you to create, delete and modify content without any expert knowledge – this is the CMA (Content Management Application). The second strand is the part that enables delivering those modifications to the live website –the CDA (Content Delivery Application). Put together, a CMS forms a valuable tool for any business.

However, there is more to CMS's than this. It is a system that can also be used to for marketing purposes. How? Well, perhaps if we name some of the most popular CMS's, it might make sense. Wordpress is a great example. Here you can write blogs, create websites, use specific themes, customize themes etc. However, in addition to allowing the 'layman' to create sophisticated websites, it also allows them to use it for tailoring content and **web design** for specific users. It is a great way to integrate with say, SEO strategies of creating a community by providing customers with interactivity.

So, how does one go about finding the right CMS solution?

One word - simplicity.

In order to gain maximum benefit from your CMS, you should choose one which has a simple interface – this is, one that is easy to operate and navigate through. From a user perspective, it can mean creating a site that is suitable for all types of people rather than just those who are IT savvy.

A busy restaurant is always a sign of good quality food but, does it guarantee that their menu will be to your taste? A CMS that has a big following does not necessarily mean that it is good or more importantly, suitable for your business needs. Have a look at the extensions, plug-ins, interface, templates etc and make an independent judgement rather than following the crowd. Notably, a CMS with a small following is not necessarily the way to go either. The secret recipe is finding one that provides the functions that you need.

As with most things, doing your homework can be very informative in helping you choose the right CMS. For example, if you were looking for a company that specialises in **web development Hong Kong**, you would try and find local reviews etc. Do the same for your CMS. Interact with the online community to see what others think.

Hong Kong website design experts Boss Digital are a fully serviced digital agency. They are leaders in **web development Hong Kong** and amongst their services, they offer customers a customised CMS solution which, unlike some famous CMS's, are unique and dynamic. They house a team of accredited experts which means that, to make CMS work for you, they take care of the 'before' and 'after' – an end to end solution.