

# Leveraging the Net

A bulletin for Association Professionals

## Issue 10 - Content Management : Self Managed Websites

### Self Administered Websites

For many associations the challenge of maintaining an up to date website while concentrating on core activities is a challenge too great to manage. Furthermore the website is often handed off to a specific individual in the organization who may not be too eager to assume the new set of responsibilities. Keeping the website up to date can also involve the cooperation of a number of association staff, board members, and/or regional representatives that may take considerable time and energy to coordinate.

There is a solution that can help! Self-Administered Websites.

Today's Internet technology allows routine website maintenance to be performed by one or multiple individuals within an organization. Web-based forms that are accessed through a web browser serve as a method to easily update the website. Simply hit the submit button and you are done!

At Leverus, we are building self-administrated pages for our clients that allow them to update sections of their website without requiring them to know HTML or how file transfer works. The whole updating process can now be accomplished in three easy steps:

1. Identify which area of your website has content that requires regular updates.
2. Enter the updated information in a web-based form
3. Upload the information by simply hitting the submit button at the end of the form.

This process is

- **Safe and secure** - updates are carried out through a secure password protected area.
- **Convenient** - conduct an update from anywhere you have Internet access.
- **User-friendly** - editing the web page is as simple as filling out a form.
- **Cost effective** - saves staff time and resources because it requires no

- training or specialized skills.
- **Customizable** - designed specifically to accommodate the look and feel of your website and can include additional procedures like periodic archiving

Explore your Internet potential! Consider upgrading your website with self-administration features.

L E V E R U S

