



Web Site Content Management is a powerful and efficient Web site publishing solution designed specifically for organizations like yours.

Kintera's Web Site Content Management product uses sophisticated Web development techniques that increase interactivity, speed, functionality and usability, boosting an organization's overall productivity.

Additionally, Web Site Content Management includes workflow controls, templates, publishing, scheduling, personalization, file sharing, reporting and more than 160 online tools that help you create online communities of supporters, beneficiaries, volunteers or alumni.



> Client Example

Kintera's integrated, on-demand open platform offers Marketing, Donor Management / CRM and Accounting solutions to help organizations reach more people, raise more money and run more efficiently.

www.kintera.com

FEATURE HIGHLIGHTS:

Create Your Own Full-Featured Web Site

Efficiently manage and update your Web site on a daily basis without any technical knowledge or technical staff:

WYSIWYG Content Editing Tools Create and modify content with this state-of-the-art content editor. Clean, lightweight HTML makes for fast load times with no need for installers or ActiveX prompts.

Template Driven Web Pages Use templates to simplify your work and maintain consistency. Macromedia Dreamweaver plug-in available.

Separation of Content and Navigation Modify navigation and Web site tools without disrupting content.

Automated Linking Protect against broken links during site restructuring.

Meta Tag Creation Optimize search engine indexing with meta tags that are either site or page specific.

Secure and Easy to Manage

Protect the integrity of the content through custom security levels and audit trails offered by Web Site Content Management:

Version Control and Archiving Allow users to revert back to previous versions of content. Store older content in an archive.

Surf to Edit Browse your Web site to identify Web pages you want to edit, then click a button to open up the WYSIWYG editor to make your changes.

Reporting Analyze real-time Web site traffic patterns and activity to better understand your visitors and constituents.

Scheduled Publishing and Archiving Keep your Web site fresh and enliven the Web site user experience with easily updated content, Web pages and automated settings on content.

Intranet Add folders to upload and share internal content and files with version control in a secure environment.

Functionality that Drives Involvement

Integrate modules to create Web site functionality that drives visitor and supporter involvement, helping you fulfill your mission:

Personalization and Relevancy Provide content to visitors based on their database segmentation and interests to create a rich user experience and acquire new supporters.

User Involvement Generate interactive and engaging features such as job boards, quizzes, surveys, calendars and bulletin boards.

International Reach Standard UNICODE characters allow multinational or multilingual organizations to easily manage content in many languages.

Event Management Easily incorporate your events, campaigns, advocacy efforts and fundraising initiatives into your Web site.

Membership Features Offer exclusive content and a secure login area to create, modify, and even share member profiles.



Easily create and update your Web site, driving engagement with interactive and personalized Web site content. Select from more than 160 online tools to provide the functionality that matches your programs and builds loyalty and involvement.

Kintera's integrated, on-demand open platform enables organizations to quickly and easily reach more people, raise more money and run more efficiently - select the Kintera products you need, including: Events, Advocacy, E-mail, Web Site Content Management, Donor Management, Constituent Relationship Management and Accounting.

Administration and Security

- Rights and privileges
- Privilege groups
- Web site section privileges
- Session management
- Version control
- Audit trail and reversal
- Secure (SSL) administrative interface
- Workflow automation
- Customizable content approval process
- Content and template separation
- Secure member login areas for staff, volunteers, boards or supporters
- Load balancing
- SSL for secure hosted content

Ease of Use

- State-of-the-art content editor
- Macromedia Dreamweaver Plug-in
- Surf to edit or folder Web site view
- Friendly and custom URL s
- Meta tags
- Stylesheets
- Content scheduling
- Auto or manual archive
- Content, image and file library
- Set relationships between content
- Content templates and search
- Flexible navigation
- Content creation & publishing workflow
- Automated content listing pages
- E-mail, print, bookmark links
- Marketing source codes
- Automated linking
- Advanced editing tools
- Content submission
- Foreign language support
- Content personalization
- Ajax driven user interface (no refreshing)
- Rollover controls for moving, reordering and duplicating pages
- Drag n drop moving

Tools

- Various online calendar options
- Calendar Filter
- Supports html, pdf and other forms
- Integrated authoring environment
- Podcasting*
- Classifieds
- Job boards
- Photo galleries
- Polls and surveys
- Quizzes
- Customizable personal pages
- File sharing
- Links directory
- Auto Segmentation
- Interactive site map
- Advanced search

Forms and Data Collection*

- Contact
- Donation
- Event Registration
- Membership Registration
- Volunteer Registration
- Survey
- Full integration with Kintera Sphere Contact Relationship Management (CRM)*

Reports

- Daily/weekly/monthly traffic breakdown
- History tracking
- Site Statistics
- Summary and detailed usage reports
- Usage statistics
- Traffic patterns
- Export reports
- Login history

Technology and Presentation

- End-user cross browser support
- Integration with external systems/API s
- Flash supported
- RSS syndication
- XHTML compliant
- Effective navigation

Add-On Products and Services*

- Parent-Child structure
- Content syndication
- URL masking
- Google Search
- Blogs
- NetTracker
- Video streaming/hosting
- Foreign language support
- Relevancy
- Content personalization
- Search Engine Optimization
- Member Center
- Social networking relationship map

Database Integration*

- Full integration with Kintera Sphere Contact Relationship Management (CRM)
- Contact record update
- Contact record searches
- Database merge fields
- Content hosting redundancy

Web Site Member Center*

- Membership management
- Transaction history & summary
- Survey results
- E-mail center
- Member calendar
- Membership directory
- E-newsletter management
- Interests specification
- Member tools - register, log-in/out link
- Bulletin Board*
- Incentives and benefits
- Tell-a-friend center
- Edit profile link
- Membership processing - expiring, promotion and demotion of members
- Login member center

*Add-On Products and Services are priced separately.

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