DNN

6 CHALLENGES A CMS HELPS YOU SOLVE

How a Web CMS helps solve your SEO, content marketing and customer engagement challenges (and more).

INTRODUCTION

Once upon a time, a Web CMS helped you publish content, in the form of HTML and images. In other words: you used it to manage the pages on your website. While you still use a Web CMS to manage your site, today it's become a veritable swiss army knife of utility and function.

SEO

Customer Support

Employee Engagement

6 CHALLENGES

Customer Engagement

Advocate Marketing

Content Marketing

In this eBook, we'll cover six challenges a Web CMS helps you solve:

1. **SEO**

2. **Content Marketing**

3. **Customer Support**

4. **Customer Engagement**

5. **Advocate Marketing**

6. **Employee Engagement**

Back when you spent all your time publishing static pages, did you ever believe a Web CMS could accomplish so much?

CHALLENGE #1:
SEARCH ENGINE OPTIMIZATION (SEO)

A Web CMS can be instrumental in addressing your SEO challenges.

A Web CMS can help with your organic search rankings. The result? As users perform active product research, you'll increase the chances that they'll land on your site. How can a Web CMS help?

URL Redirect Management

Search engines will penalize your site for having broken links or duplicate links, which can occur inadvertently as you move pages on your site. A Web CMS makes it easy to create and manage URL re-directs (e.g. HTTP 301) to tell search engines that the page has permanently moved.

Automatic XML Sitemap Generation

XML sitemaps help search engines understand your site's structure and content. If it's missing or incomplete, search rankings will suffer. A Web CMS can automatically generate your XML sitemap and offer convenient tools to submit it to leading search engines.

Website speed is critical not only for SEO, but for your site's user experience. According to recent research, 47% of users expect your web page to load in under two seconds and 57% of visitors will abandon if its load time is 3 seconds or more.

Custom URL and Page Metadata

Search engines look for the crucial metadata that describes the content on each web page. A Web CMS lets you customize the page title, URL, and description metadata.

Canonical Tag

A Web CMS avoids duplicate content penalties by allowing you to insert the Rel=Canonical tag into your page headers. This tells search engines which page is the authoritative URL that should be indexed.

Page and Module Caching

According to Google, website speed is an important ranking factor. A Web CMS provides page and module caching, which keeps static components of your web pages in memory. The result? Faster page load time for visitors and higher rankings in search engines.

FOR FURTHER READING:

10 Ways DNN Can Improve Your Website SEO

24 Tips and Tricks to Improve Your Website's SEO

Why Online Communities Help Lift SEO in a Google Hummingbird World

CHALLENGE #2:
CONTENT MARKETING

A Web CMS is required for effective and scalable content marketing.

A Web CMS helps you instrument, publish, promote and measure content. Those activities are fundamental to the discipline of content marketing.

Content Publishing

It's no longer enough to publish content: your content needs to be distributed and discovered by your target audience. How can a Web CMS help solve this challenge? By making each piece of content discoverable and shareable. A Web CMS achieves this by using social sharing icons, tags and RSS feeds. In addition, a Web CMS allows for the creation and moderation of comments (from end users).

Content Analytics

Effective content marketers use data and metrics to inform their content strategy. A Web CMS provides key metrics for each piece of content published: page views, time on page, bounce rate, referring sites and conversions.

According to research from Content Marketing Institute and MarketingProfs, 73% of B2B marketers and 69% of B2C marketers are producing more content than they did one year ago.

Mobile Responsive Design

Traffic from mobile devices is growing. If your content is not properly formatted for mobile devices, you'll turn away valuable readers. A Web CMS provides content templates that are mobile-friendly out of the box. Without a Web CMS, content marketers would need to hire a web developer to implement responsive design (i.e. via HTML, Javascript and CSS code). With a CMS, they get to focus on creating high quality content, without worrying about the mechanics of making that content mobile-friendly.

Grow and Scale the Content Marketing Team

Who's on your content marketing team? Everyone. Yes, the entire organization can (and should) contribute to your content marketing engine. A Web CMS can help you grow and scale your team. You can give individuals and groups clearly defined permissions to view or create content, add new pages and create new blog posts. You can also create editorial controls to review new or updated content before it's published to the site. Your Web CMS can automatically route notifications and alerts to authorized content approvers.

Version Tracking and Change Management

The more content you publish, the more challenging it can be to manage. When content is updated, your Web CMS can provide a side-by-side comparison that color-codes new, modified and deleted content. You can roll back to a prior version of a page or blog post in a few clicks.
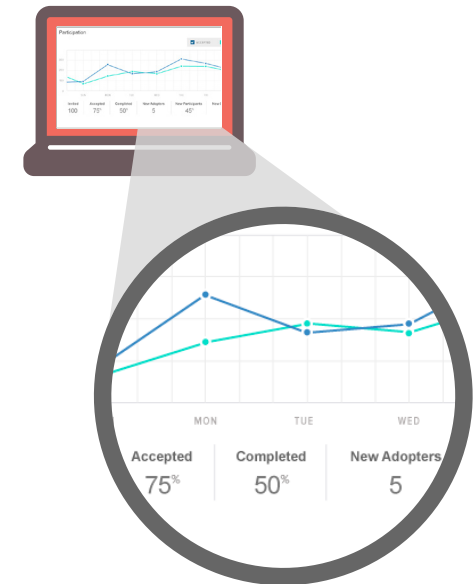
RELATED PRODUCT RESOURCES:

[Workflow and Change Management](#)

[Mobile Responsive Design](#)

[Content Analytics](#)

Use a Web CMS to support customers directly on your website.

A Web CMS helps you provide meaningful, yet cost-effective customer support via your website. Customers can get answers to their questions (via community features) or open a new case in your customer care system.

Customer Community Features

If one of your customers has an issue, chances are another customer faced the same issue (and solved it).

Let customers rely on each other for fast, relevant answers. In addition, enable customers to engage in ongoing, threaded discussions, organized by common topics, such as "getting started," technical troubleshooting or best practices.

Moderation

Ensure high-quality dialog and participation with moderation controls: review and approve content, discreetly handle inappropriate content, and manage member privileges.

accenture
High performance. Delivered.

According to Accenture, 52% of customers expect better service than they received five years earlier.

Gamification

Reward and cultivate positive helping behavior by awarding reputation points, special privileges, awards and badges.

Helpdesk Integration

By integrating your CMS with your helpdesk or customer service platform, customers can open trouble tickets directly from your website. Provide customers with customer support where they already are (your website), rather than having to navigate to a separate customer service site.

Deloitte.

Deloitte training programs that incorporated gamification took 50% less time to complete and kept more students involved.

CHALLENGE #4:
CUSTOMER ENGAGEMENT

The community features available in a CMS enable you to foster deeper engagement with customers.

When customers visit your website, they want more than to read static product pages. They want to hear from like-minded peers. And they'd love to engage directly with those peers. Use your CMS to give them what they want: incorporate community elements (i.e. interactive features) alongside your content.
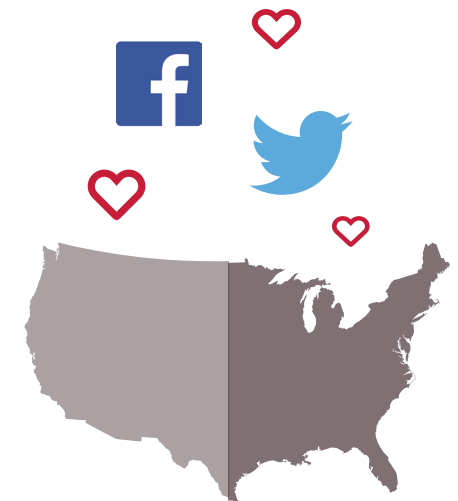
Discussions

Whether the topic is a current event, industry issue or product issue, discussions let customers express themselves and engage in ongoing conversations. They give customers an opportunity to connect and engage with like-minded peers, who share experiences in how they use your products.

Answers

Invite customers to ask product or industry-related questions, with answers provided by

According to the NM Incite Social Care Survey, nearly half of US social media users today actively seek customer service through social media.

RELATED PRODUCT RESOURCE:

Visit the DNN website to learn how Evoq helps organizations foster customer engagement.

their peers. Enable them to use tags and search to determine whether their question was already answered by the customer community.

Live Activity Stream

Customer activity can be surfaced in a live activity stream on your site, enabling other customers to add answers, vote on answers, or add comments. Customers can like or comment, subscribe, bookmark, and more.

Customer Product Ideas

Who better to suggest new products and services, or review emerging ideas, than your own customers? By providing tools for customers to suggest product ideas, your CMS makes your website a ready source of extremely valuable feedback. And by adopting and implementing product ideas from your customers, you build stronger bonds with them: customers know that their ideas are being heard and acted upon.

Use a CMS to activate brand advocates as they're actively visiting your website.

You have brand advocates visiting your website each and every day (i.e. your customers!). Unless you have a mechanism for activating those advocates, you'll miss out on a fantastic opportunity. A Web CMS can activate your customers to advocate on your behalf.

Challenges

"Challenges" help you define and publish actions you'd like advocates to perform. Once published, potential advocates can review the details of each challenge and decide whether to participate. Challenges can involve the sharing of content to advocates' social media followers. They can also involve participation on the website (e.g. answering a question or submitting an idea).

Gaming Mechanics

Challenges can be tied into your website's gaming mechanics system, to provide rewards to participating advocates. Your CMS handles challenge validation. As

According to Zuberance, people trust word of mouth five times more than more promotional vehicles, such as advertising and paid search.

advocates complete each challenge, they're rewarded with points or badges. The most active advocates will find themselves gaining reputation and authority, all while rising through the ranks of your site's leaderboard.

Advocate Marketing Analytics

Analytics give you real-time insights into the effectiveness and impact of each advocate challenge. You'll be able to track which users accepted a challenge, and the percentage of users who completed it. From there, you'll be able to determine the impact of each challenge (e.g. higher engagement, more website traffic, etc.)

RELATED BLOG POST:

[How Evoq Helps You Activate Your Brand Advocates.](#)
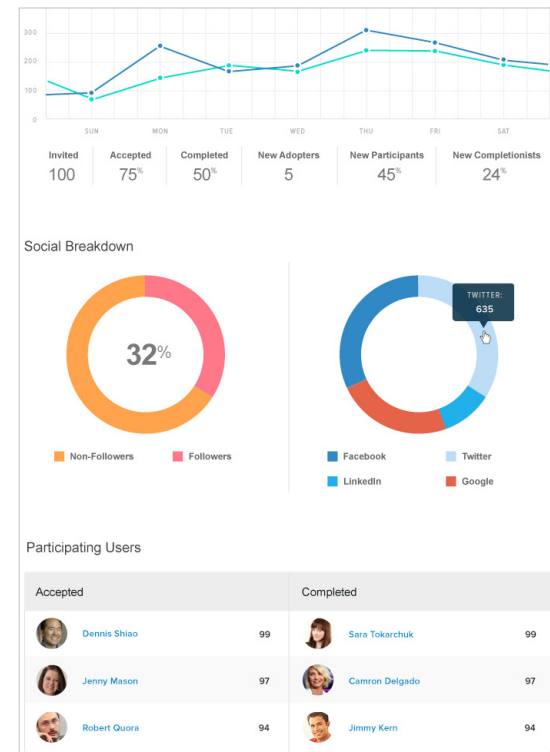
CHALLENGE #6:
EMPLOYEE ENGAGEMENT

The interactive features provided by your CMS keeps your workforce engaged.

An intranet comprised solely of static web pages can be useful. But will it build and foster employee engagement? We think not. A Web CMS that provides interactive features enables employees to engage with and learn from one another.

Live Activity Stream

Want to learn about new customer wins, exciting projects or changes to HR policies? The intranet's live activity stream helps employees stay current on company news and events. Employees can view all posts, or create filters to view particular types of updates, such as updates from specific users.
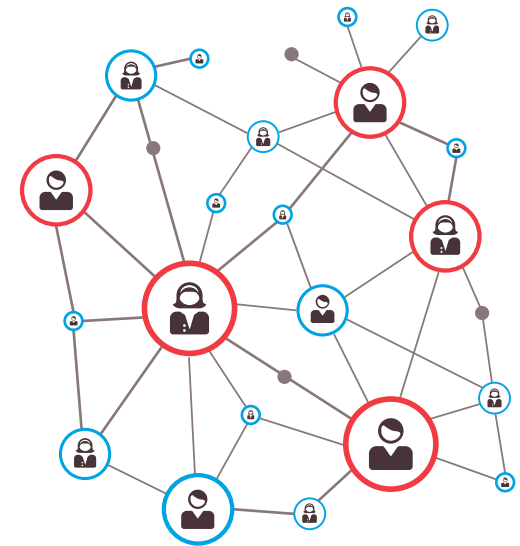
Groups

Groups enable you to segment your employees by team, department or project. Within each Group, employees can collaborate with one another in a private space that's separated from the larger intranet community. Group members can privately engage in discussions, answers, ideas and more.

DALE CARNEGIE TRAINING®

According to Dale Carnegie Training, companies with engaged employees outperform those without by up to 202%.

86% of employees and executives cite lack of collaboration or ineffective communication for workplace failures.
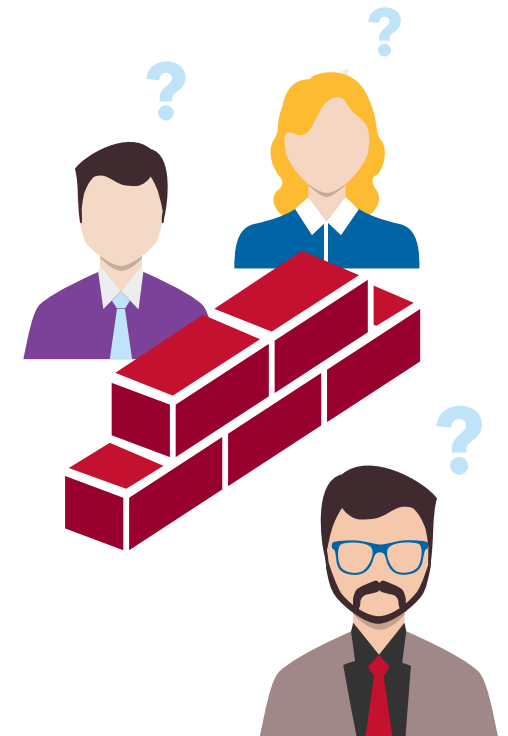
Collaborative Document Management

A Web CMS can provide "wiki" capabilities, which are an ideal way for employees to collaborate on documenting activities, projects, and knowledge. Giving employees a direct role in creating wiki content ensures that it is accurate, useful, and authoritative. Wikis can be used to create and manage project plans, documentation, marketing materials and more.

Crowdsourced Ideas

Empower employees to submit ideas for your company's next great product or service. Alternatively, invite employees to submit ideas to improve HR processes or suggest changes to company policies. Other employees can vote up the best ideas, which can then be adopted by the company. By deploying this model of crowdsourcing, you'll see a higher level of employee engagement and loyalty.

CONCLUSION

Here are the six challenges that a Web CMS helps you solve:

1. SEO
2. Content Marketing
3. Customer Support
4. Customer Engagement
5. Advocate Marketing
6. Employee Engagement

In other words, a Web CMS helps you find new customers (SEO and content marketing) and keep customers happy and engaged (customer support and customer engagement). In addition, a Web CMS activates your most loyal customers to become advocates of your brand. And finally, a Web CMS for your social intranet can create active, engaged and more loyal employees.

Want more information on how a Web CMS can make this all happen for your organization? Contact us, sales@dnnsoftware.com or 650.288.3150. Thanks for reading.
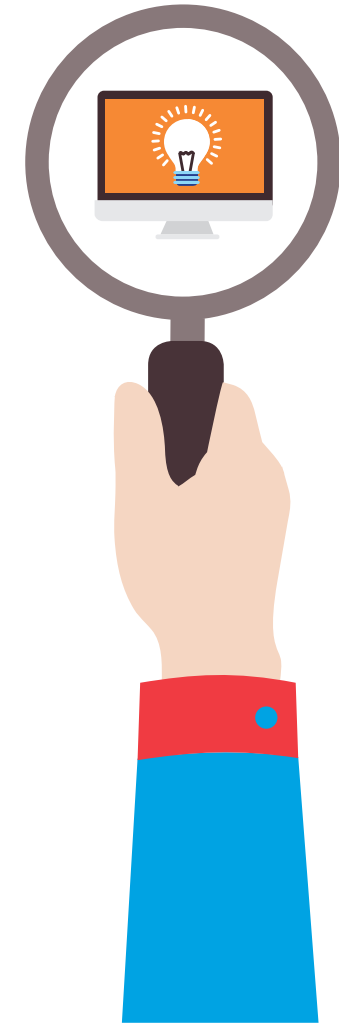
About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

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