

Media Release

Northern Village Simplifies the Website Creation Process

Making it Simple to Create Custom Websites with VillageCMS

(February 18th, 2009) Northern Village helps you to create custom websites easily and effectively with its Village CMS service. Village CMS is simple because:

- It is a content management system that embraces a content driven approach to creating websites, while enabling faster delivery and effective messaging for less money.
- It is easy to edit and administer
- It is supported by Northern Village with the aim of helping clients manage their own websites

Village CMS' philosophy recognizes that content is the most important part of a website, and that it should be considered first and foremost during development. This helps the website to:

- Be indexed by search engines, increasing website traffic.
- Keep visitors interested and engaged.
- Lead visitors to take action, such as phoning you, filling in a contact form, downloading a white paper, etc.

Creating a content driven website starts with good planning, and reviewing your content in a generic website before choosing a design. Once the majority of the content is finished, a custom design can be created.

The important element of content-driven software is that it must allow anyone who generally deals with content to easily edit and administer a website – from writers and communicators to marketing people.

With Village CMS, editing is as simple as navigating through your website and clicking on the edit button. Your design remains in place, while your content appears in an editor that looks very similar to a standard word processor. Edit your text, add pictures, and create links, tables or image galleries. Click save, and your website is updated. It's that simple. The design is implemented using the standards-based technologies of XHTML and CSS, which allows true design freedom. Village CMS also offers a free, no limit, and fully featured trial of the software.

Northern Village actively supports its clients by helping them set up their site and providing training and support to staff. A well-established partner network complements these in-house services to offer a full range of website production capabilities.

In advance of publicly announcing this new service, Northern Village has produced over 25 Village CMS websites. Customers who are using it love the ability to make their own changes, and have their website immediately updated. These clients include:

- da Vinci Arts & Science Environmental Leadership Program – a interdisciplinary program open to all grade 11 students from the Upper Grand District School Board. Students and the teacher of the program created the content for this site.
- Neighbourhood Group of Companies – who are dedicated to serving up the best of locally crafted foods and beverages. NG operates the Woolwich Arrow and Borealis Grille in Guelph and the Bow and Arrow in Toronto. The site is a collection of four sites is housed under one umbrella, while giving each site its own unique flavour.
- Sterling Combustion Inc., is in the North American packaged boiler, burner and combustion industry. Its products and design engineering are based on the best available technology for reducing fuel usage and for complying with environmentally acceptable emission standards.

See the variety of websites at villagecms.com/websites.

To sign up for a free trial of Village CMS, go to: <http://www.villagecms.com/signup>.

For more information see: ContentDrivenWebsites.com, VillageCMS.com and NorthernVillage.com.

For more information, contact:

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