



The Sitemasher Difference

Today there are literally hundreds of ways to create websites. Individuals or businesses can use one of many template-driven website creation tools offered by entities like Sitegalore, Weebly, Sitekreator, or Google pages, to name a few. Such sites offer templates where users can make websites very easily, but they don't have full functionality of databases or dynamic content management.

More complex solutions like Microsoft Expression Web, Adobe Dreamweaver, or Apples iWeb also are available. But implementing anything beyond a simple template-based or brochure-based site requires programming. A third option is the modern complex website, which is custom made by either a website creator, a website development studio, or consultant. Once the site is created, updating, adding content, and maintaining sites requires either a programmer or an expensive content management systems (CMS). Costs of implementing and maintaining a CMS are high, and site owners generally are

“A different approach to creating and managing websites.”

frustrated by lack of control over their own content. Typically, such websites are published to and maintained on websites hosted by third parties or on IT Department servers, further complicating access and updates to the website. In short, managing a website throughout its entire lifecycle is a challenge - at least until Sitemasher.

At Sitemasher, we believe we can make the entire website lifecycle easy, flexible, and fast. Sitemasher takes a fundamentally different approach to creating and managing websites, making the implementation of even the most complex site simple through a browser-based platform that consists of drag-and-drop enabled elements. Because Sitemasher hosts the entire platform and the websites as a service (SaaS), website creation, content management, and maintenance are all achieved through browsers via the Internet! The fact that the system is hosted also take the headaches of managing hardware and software away, and offers additional benefits such as reliability, scalability, and collaboration. Sitemasher strives to help customers maximize their Web IT investment and focus resources on what's really important – their businesses.

How Sitemasher Works

Sitemasher takes a fundamentally different approach to the underlying root storage of website components; separating content, layout, presentation and behavior into distinct, manageable elements that can be arbitrarily manipulated without impacting other elements.

Coupling this underlying data storage with a browser-based, drag-and-drop environment, Sitemasher provides an interactive site-creation mechanism that can replace the most complicated web development technologies while still providing a powerful, flexible platform upon which sophisticated interactive sites can be built.

Sitemasher Corporation
 #307 – 1788 West 5th Avenue
 Vancouver, BC, V6J 1P2 Canada

www.sitemasher.com
 1.866.732.9994