

Sitemasher

Sitemasher is a unified platform for website development and management. Our build environment incorporates content management, so both website design and content may be updated instantly. Sitemasher includes a Dashboard area where you can make simple changes to website content, collaborate with your team, and retrieve analytics. Sitemasher also provides a rich library of widgets and modules, allowing for quick and easy integration of YouTube videos, Google Maps, interactive forms, and more – all in one simple and elegant solution that allows you to focus on managing your business.

Websites should be affordable and easy to maintain while being powerful and flexible. The Sitemasher philosophy is to streamline the lifecycle of building, managing, and optimizing sophisticated websites.



Why does the website lifecycle have to be so difficult?

There are hundreds of different ways of making websites. Today's websites are expensive to build and manage. Despite numerous efforts in the market to simplify website creation and management processes, nothing has really grabbed hold.

Pre-Sitemasher technologies have disadvantages in common:

- Template-driven website creation tools do offer templates where users can make websites easily; **but they don't have full functionality of databases or dynamic content management.**
- More complex solutions that require custom programming and integration are available; **but implementing anything beyond a simple template-based or brochure-based site requires programming.**
- Most sophisticated sites **require programmers or expensive content management systems (CMS) to update content and maintain the sites.**

Customers today need to build sophisticated websites with high levels of functionality, including search capabilities, forms, databases, user

login, news, articles, and forums. Clients need the ability to control content, user accounts, versions, and approvals before going live. Sounds like it would be costly, time-consuming, and code-intensive to implement this level of complexity, doesn't it? In a word, no.

Sitemasher takes a fundamentally different approach to creating and managing websites to ensure that the entire website lifecycle is easy, flexible, and fast for everyone involved – for designers, developers, and website owners. Sitemasher's approach transcends traditional methods that require complex coding and integration of disparate components.

Sitemasher's system is a one-stop-shop for building, managing, and optimizing websites. No need for separate applications to build and design web pages, manage content, analyze what visitors are doing, and optimize .

We strive to help customers maximize their Web IT investment and focus resources on what's really important – their businesses.

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