

## Features and Benefits

Site Mettle is an enterprise website framework that makes content editing and maintenance simple for everyone. On Site Mettle-enabled websites maintenance is effortless for content owners that don't have time to become HTML experts. Freed from the constant distractions of minor updates, webmasters are able to focus on critical issues of managing a website. Site designers are able to preserve their design because Site Mettle enforces guidelines for style and content.

**Reduce the time it takes to keep your site fresh, with Site Mettle.**

### **Content Owners: Site Mettle makes you more productive**

Content owners are typically non-technical professionals who function in a marketing or information dissemination capacity. Owners need to get the content of a page updated in the fastest and easiest way possible. They have to understand the customer, not the computer.

If this describes you, then you are a Content Owner.

#### **Site Mettle is the End of Your Frustration**

After you implement Site Mettle on your website, everyday headaches become distant memories. No more focusing on computer manuals when you need to be focusing on the customer. No need to chase down the IT staff to help you make changes.

#### **Site Mettle is the Easy Way**

Web editing training? Not with Site Mettle. If you can use a web browser you can use Site Mettle. All you have to do is navigate your website to the page you want to edit. You edit the page right in the browser as if it was a word processor. All of the text and content styles of your website are one click easy to apply. All the various types of content elements within your page design can be added with one click of a button.

Site Mettle makes it easy for you to save pages to the website. No more calling overworked IT staff to help, Site Mettle is your own IT staff, always available.

### **Webmasters: Site Mettle makes you more effective**

Webmasters are technical professionals whose duties include programming, technical design, systems administration, and database administration. But what is not on the job description is making lots of content updates to the website.

If this describes you, then you are a Webmaster. Site Mettle knows you don't have time for everything asked of you.

#### **Can you put Content tasks in the hands of Content Owners?**

You have had to spend hours training Content Owners and still had to restore broken content. You've setup FTP and written documentation detailing the file structure of your web root, and still had files emailed to you. What does your experience tell you? Bottom line: its just simpler for you to do the work rather than constantly help the Content Owners deal with technical details. You have had your share of late nights.

## **Site Mettle is The Solution**

In-browser editing has non-technical staff updating at full speed in minutes. You determine which areas of your site are available for editing and which are "off-limits". For each area, you determine what content is valid: image sizes, character limits, styles, date validation, and much more.

Other software implementations been a headache? Not Site Mettle. No software to install on Content Owner workstations. If they have a browser, they are Site Mettle ready.

File management is handled by Site Mettle, so no lost data, no FTP blunders. Simple workflow allows file download, checkout, editing, upload, and approval... all one click easy.

## **Site Designers: Site Mettle makes you happier**

Site Designers are programmers, artists, creative directors, and marketing professionals all in one. They establish the design guidelines with care and make sure client guidelines are upheld. They layout tables with perfection and comb content for site-wide consistency.

If this describes you, you are a Site Designer.

## **Maintenance. Cost. Conflict.**

Do you maintain sites for your clients? Do they pay the same for updates as they do for design? Most website owners don't understand the value of a Site Designer's time -- they expect to pay less for ongoing maintenance than they did for upfront design, because it looks easier to them. You have to value all of your time consistently, and that's where the conflict starts. Soon many websites that start by having the Site Designer maintain the content move to being maintained by the website owner ... but they don't know how to do it as well as you do.

## **You deliver the perfect website. What is it like in a week or a month or a year?**

Though html is easy, maintaining consistent artistry like a professional Site Designer is not. Training Content Editors to maintain the site design is easier said than done once you consider all the subtle nuances of the website. If they had the time to learn all of that, they would not have needed to hire you in the first place.

## **Site Mettle's editing capability is integrated seamlessly into the web site itself.**

Site Mettle is engineered to maintain the content of a professionally designed site. It becomes an extra feature of your web design deliverable. You teach Site Mettle about your website as you create it, building the framework that will guide Content Owners.