

The Market Opportunity: Why Webvanta?

The Problem

An increasingly complex web

As the web has evolved, the demands on web designers have increased dramatically. As sites become more complex, building them around a database, instead of a set of static pages, becomes essential. Site owners need to be able to add and update content on their own, and many sites now require integrated blogs, custom forms, calendars, photo galleries, and other features that require server-based software.

Static sites make updating expensive and slow

Inserting the designer into the process for every update, as is typically required for static sites, leaves everyone unhappy: the site owner can't make changes quickly and often avoids updates because of the cost, and designers get bogged down with work that doesn't leverage their skills.

Open-source CMS systems limited and complex

To accommodate these requirements, designers have turned to open-source content management systems, such as WordPress, Joomla!, and Drupal. While these systems help, they often drag the designer into a variety of server programming tasks that are beyond their expertise. As a result, designers typically subcontract these tasks to programmers, which increases cost and takes control away from the designer.

Hosted CMS systems too constraining

A partial solution has come from hosted content management systems, such as WordPress.com, LightCMS, and SquareSpace. While adequate for blogs and other simple sites, these solutions fail to meet the needs of more sophisticated sites for a variety of reasons, chief among them their lack of support for custom databases. In many cases, they also require the designer to deal with either back-end code (such as PHP) or work through constrained admin interfaces to apply their custom designs.

Webvanta's Solution

A hosted CMS for sophisticated, database-driven sites

Webvanta has created the first hosted CMS that enables designers to create sophisticated, database-driven sites without server programming. Now designers can gain the convenience and efficiency of a hosted CMS without the limitations previously associated with such solutions.

With Webvanta, they can:

- Make sites that look exactly how they want, using their favorite HTML and CSS design tools and techniques, without limitation.
- Create custom database structures, matching the needs of each individual site, through a web-based interface that requires no programming.
- Easily present information from the database by inserting simple tags into their HTML code.

With a simple, low-cost database, every site can benefit

In the past, most designers have avoided databases wherever possible because of their high cost. With Webvanta, there's no incremental cost for a custom database, so every site can gain the benefits of the database-driven approach. These benefits include:

- Content and markup can be completely separated, so site owners and content contributors can add and edit content without compromising the design or needing to learn a complex admin system.

- Content can be easily repurposed into RSS feeds, mobile sites, and widgets.
- Content never needs to be entered more than once, so consistency is assured.
- Large amounts of content are easily managed.

CMS for everyone

Many designers still steer their more cost-sensitive clients toward static sites, because setting up a CMS has been expensive. With Webvanta's automated setup and built-in hosting, designers can build a CMS-based site even more quickly than a static site. Now every client can have a content management system.

By empowering site owners to create and update content themselves, designers enable their clients to keep their sites fresh without high costs.

Great search engine optimization

Working with professional search engine optimization consultants, Webvanta has designed the system so sites can be fully optimized for SEO. Webvanta sites have been proven to deliver great search rankings.

The superior SEO comes from a variety of sources:

- It is easy to add content, so sites have more content, and fresher content.
- Every metatag is easily customized for every page.
- Every database item can automatically have its own page, increasing site size.
- URLs are search-engine-friendly.

Hosted solution minimizes pain and hassles

With a hosted solution, designers and site owners are freed from all concerns about security, software updates, site monitoring, and backups.

Webvanta ensures every site remains secure, and when software updates are needed, they are immediately applied to all sites. Webvanta continuously monitors the system, and all sites are backed up every day.

The web designer's technology partner

Comprehensive, integrated design and support

With an open-source CMS, there's a big community of users, and countless extensions and modules. But with this abundance comes a lot of chaos and some serious limitations:

- There's no one whose job it is to help the designer succeed.
- It's hard to choose the best add-on for a given task, and there's no quality control and typically no support.
- When the core software is updated, add-ons that the designer depends on may become incompatible.

With Webvanta, every part of the system is designed to work together and is fully supported by the same dedicated team. We're devoted to the success of our customers. We provide expert, unlimited support via chat, email, and phone.

Custom extensions

Webvanta also provides consulting and custom development, so designers know they can always say "Yes!" to whatever their customers request. Whatever a designer needs to build, Webvanta will show them how to do it, or build it for them.

Designers can focus on what they do best

With Webvanta, designers can focus on what they do best, knowing that the Webvanta system and its support team can handle whatever technical requirements they have.

