

# Start Controlling Your Site, & Saving Money, Using The Joomla! Content Management System

## Not Just Anyone Builds A Dynamic Website

Today anyone can build a website of some sort. BUT to build professional quality, search engine friendly, high usability websites that the OWNER can easily and conveniently carry on maintaining without needing the developer's support in future is NOT that easy!

Content Management Systems (CMS) are software designed to make maintaining a website easier and less demanding for the owner or even the developer. Myriads of CMS exist in the market – many FREE, some priced up to \$145 or more (e.g. Websmith).

However, most of the available CMS often have issues that ultimately limit the user's ability to get maximum value from using them build and/or maintain her site.

## But With Joomla! ANYONE Can Do It

*And that's where Joomla! has the edge! It offers seemingly limitless flexibility.* Since it's market entry as an Open Source (and therefore FREE) Content Management System in 2005, Joomla! (which used to be named "Mambo") is now used worldwide to build and maintain the simplest personal websites to the most complex and sophisticated corporate websites. This, and many other powerful features have won it numerous awards.

Joomla! can be used – by YOU or any novice user - to very easily manage your website – be it adding new written content or images or updating downloadable documents, taking online reservations or even enabling credit card payment processing.

## Real World Examples of Joomla! Websites



**Screenshot:**  
[www.elvisukpaka.com](http://www.elvisukpaka.com) - A dynamic database driven Joomla! Website built by SDC's CB Solutions

Real-world examples of how Joomla! is used, include building/maintenance of websites or portals

for corporate organisations, real estate agencies, e-commerce, hotels, travel & tourism outfits, schools, churches, magazines, newspapers, family websites etc. Other possible applications include websites for **bookshops**, supermarkets, as well as interactive Radio/TV programmes that need to document/track activities for each edition.

## What Makes Joomla! Different From Commercial CMS solutions?

First obvious one is you do NOT pay to get ALL its powerful features and benefits! Plus, there is always just ONE version. Furthermore, unlike its priced counterparts, Joomla! boasts a growing array of extensions – over 4,000 - designed to ENHANCE its capabilities, and a very active user community where people share ideas and solutions for using it.

## You Need This Even If You Own A Site!

Whether it is a static or dynamic website, as long as you DO NOT HAVE the personal or in-house company competencies to manage your website – that is to say you still have to DEPEND on EXTERNAL expertise to maintain or update parts of it, you WILL benefit greatly by migrating to a Joomla! based website.

**Our vision at SDC's Creative Business Solutions is to help clients build cost-effective and highly maintainable Joomla! websites that they can have 100% control over – and NOT need to call us back for.**

1. Make your site a dynamic Joomla! version
2. Have your **NEW** website built using Joomla!
3. Let's help you setup a self-sustaining web marketing system comprising a newsletter and articles marketing system backed by effective search engine optimisation – and tweaking.
4. Real-life examples of what we deliver can be seen on a client's static website at [www.bsahearing.com](http://www.bsahearing.com) (built in 2007) and another's dynamic website at [www.elvisukpaka.com](http://www.elvisukpaka.com) (built in June 2009).
5. Google "*hearing and speech improvement in Nigeria*" to see how [www.bsahearing.com](http://www.bsahearing.com) now enjoys heavy search engine visibility following the Web Marketing Systems setup we were hired to do just last February 2009.

**To get the above or obtain further details, call Tayo on 234-803-3021263.**