

web labs

**CMS**

content management  
system

ENTERPRISE  
CONTENT  
MANAGEMENT  
SYSTEM

## Web Labs Content Management System

Create and maintain a professional web presence without the need for specialist skills. Take advantage of the in-built flexibility and modular format to find the right solution for you. Enjoy ease of interface, interoperability and the guarantee of compliance with professional and legislative standards.

A web presence is increasingly seen as an indispensable tool for Public Sector Organisations, allowing the provision of up-to-date information and on-line services, and forming the first point of contact with the organisation for many members of the public. Whilst seeking economic and easily maintained solutions, organisations are increasingly aware of the need to present a contemporary and professional image to the public through their website.

The Web Labs Content Management System enables you to develop an advanced, impressive and user-friendly website in a flexible and cost-effective way without the need for specialist IT skills or programming. Its modular format means that you only pay for the features you need, and it can operate across an intranet, extranet and the internet, seamlessly integrating your operations into one secure system. [It is engineered in .NET, Microsoft's comprehensive and consistent programming model for building applications, and offers the ability to model a range of business processes, producing an intuitive and visually stunning user experience.

## Managing the Content Process: Workflow

Using our roles-based security, extensive publishing features and workflow you'll have complete control over who, how, why and where content is created, managed and delivered.

With the proliferation of electronic data in the workplace, security and segregation of information is of increasing concern. Workflow allows you to retake control of how content is created, managed and delivered by assigning different permissions and powers to each user of the administration system.

- Define a simple division of roles and functions or develop your own structure of authority and information flow.
- Control the content life-cycle of publication, review and archival.
- Differentiate approval protocols by content owner, type or location on the website.

## Functionality Checklist

Functionality	Features	
Template Driven Composition	Gone are the days when producing a high-quality interactive website required an in-depth knowledge of programming code. With Content Master's template-based design, you can create flexible page layouts, embed advanced functions and maintain a coherent brand aesthetic through the automatic formatting of texts and images – all without the need to employ technical specialists.	✓
Rich Content Made Easy	Rich text content is made easy to feel in.	✓

Content Types	Content Master stores the pages you create and records them by content type, allowing you to control what information is available and how it is used by the system and the website	✓
GDS Principles	All components are designed according to Government Digital Service (GDS) principles, ensuring accessibility and compliance with WCAG guidelines.	✓
Customisable Theming	The site can be themed to match the customer's preferences. This can range from a corporate design resembling standard local authority sites to a standalone brand for marketing purposes.	✓
Integrations	Integration with partner GIS systems such as ESRI for map views and transport details. Active Directory integration for staff access can also be added where available.	✓
Responsive Design & Web App	The site will feature a fully responsive design and runs as a super-fast, optimised web app, giving it an app-like quality that users love.	✓
Asset Management Made Easy	Managing assets made easy within the CMS.	✓
Content Mapping	Link to relevant or related content within your site to assist a visitor with supplementary information or to direct them to other pages.	✓
Advanced image processing	Add images in an easy one-click process to have them applied and managed intelligently by the website. Includes watermarking, intelligent framing, automatic resizing and web optimisation.	✓
Keywords	Apply keywords to the page to assist searching and classification of content.	✓
Version Control	All pages will be fully versioned controlled.	✓

Find out more at <https://www.web-labs.co.uk/products/content-master>

## About Us

We are a UK-based firm focused on quality and service delivery; ISO 27001 certified. This certification means our systems and processes adhere to rigorous standards for information security management, ensuring data protection and compliance.

**ISO 27001  
CERTIFIED** | Information  
Security  
Management  
System

We pride ourselves on developing all our products in-house, maintaining high standards and avoiding outsourcing overseas. Our commitment to customer satisfaction and service is integral to our approach, with strong client relationships leading to successful digital transformations.

We have proven ourselves as masters of digital transformation in local government, offering our expertise in customising products to the unique needs of each customer. Our goal is to deliver comprehensive solutions, ensuring stakeholder satisfaction and guiding clients on the path to digital transformation.

## Get in Touch

Brochures can only go so far – our working products need to be demoed to see the full extent of their capabilities. We stand by everything we say, and if you still have any doubts, we can connect you with existing customers and users of our app for real testimonials about its functionality, performance, and our second-to-none product support, with direct access to our designers and developers.

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