

# Overcoming the website bottleneck

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Every business faces bottlenecks. They could be staffing bottlenecks, experience, or training bottlenecks. Bottlenecks can even be the tools or companies required to accomplish a task. Some bottlenecks are easy to work around and others are difficult or even impossible to overcome forcing us to step around the issue or even worse, ignore it entirely.

For many businesses, recognizing and solving bottlenecks that surround changing or updating their website are becoming increasingly more important as marketing dollars are being shifted to the web. Furthermore, potential customers are beginning to expect it.

Creating a website presence that accurately reflects what is going on in your business may mean taking time to look at the processes and tools required to make changes or updates to your website. Bottlenecks can be internal knowledge where the one person with an interest in computers has been tasked with keeping the office network going, the website updated, the printer printing, etc. It could be the chain of communication that is required with an outside company to complete changes to your site. Whatever the bottleneck may be, a content management system (CMS) can bring your business closer to your website.

A content management system can allow you to more easily make updates and changes to your website without sacrificing features or functionality. A content management system can allow you the freedom to add entire pages, sections, and features to your site the same day you decide they need to be there. Depending on the system you chose, you can give many people across your organization the ability to add content to your website without a large investment in staff or training.

A content management system can relieve your business of the bottlenecks that naturally occur in the process of working with your website. You don't have to rely on a single individual or another company to make changes to your website. You can use your internal staff to accomplish tasks that normally would have taken days or even weeks to accomplish.

By removing the bottlenecks that can exist between your organization and your website, you will be able to more accurately reflect the changes that occur in your business on a weekly or even daily basis. The ability to fluidly interact with the content of your website is becoming more important every day as other businesses implement similar tools. The days of making website changes on a quarterly or even semi annual basis to realign your website with your business strategy are quickly going away. A content management system will help keep you ahead of the curve.

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