

The Top Ten recommendations for scalability with Ektron CMS400.NET

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As important as these tips are, scalability goes beyond this. The CMS you choose needs to stay on the cutting edge, with the company behind it constantly innovating and developing to take advantage of future technology. Ektron has and continues to evolve with the Web's growth.

01 Only use a CMS that uses true database implementation – Not all content management systems use load balancing SQL clustering the same way. Some just use it as a data store. Ektron CMS400.NET offloads the database processing to the Database Server, freeing up processing power on the Web Server so that it can handle more traffic.

02 Use a single, relational database – It is widely accepted that a single, normalised, relational database (like the one used by Ektron CMS400.NET) utilizing SQL clustering across multiple pieces of hardware is much more efficient than multiple databases that are spread out across multiple disconnected pieces of hardware.

03 A CMS that does what you want now, and in the future – Don't choose a CMS just because it satisfies your current checklist of features. Find one that has what you need now, but also can accommodate features you haven't even thought about yet. With Ektron CMS400.NET, completely customize the server controls with the open API or use any of the 70+ proprietary controls that are included out-of-the-box.

04 Integrate with external systems – When building a scalable site, don't forget about your external systems. Whether it needs to now or in the future, your Web site can use the API and structured data of Ektron CMS400.NET to integrate seamlessly with those systems (and others you may add later) so that you can completely integrate them into your organization's IT infrastructure.

05 Repurpose content across your Web site – With Ektron's relationship-based database, where the taxonomy occurs at a content level (and not just at a display level), it is easy to share content across the site and minisites, and reuse it in a variety of ways, such as Flash, slideshows, etc.

06 Visitors need to be able to find what they want – As your site grows in content and popularity, search becomes the most common way visitors find things. Ektron's taxonomy-driven search (with "one-to-many" relationships), allows users to find things in the way that they think of them.

07 Take advantage of your Ektron CMS400.NET's caching system – Retrieving data takes time and slows down your Web site's performance. By saving commonly retrieved information to memory, it reduces the number of trips to the database, and thereby increases performance. Ektron CMS400.NET takes advantage of the "in memory" caching system that inherent in the .NET core platform to accomplish this.

08 Updates to any content from your whole team – Ektron CMS400.NET can handle any content, so your site can evolve to incorporate the wide array of options available. And whether your team is made up of 5 or 500 people, they need to be able to maintain content with no fuss. Ektron's WYSIWYG editor will give them the ability to update content in a manner they are already familiar with.

09 Localize with language – Web sites grow across borders. Whether you're focused on specific markets, or you need to reach an even more diverse demographic, it's necessary to be able to grow your site's language capabilities to reflect this. Ektron CMS400.NET has XLIFF language support to reflect this, with some sites being displayed in 48 different languages in 54 countries.

10 Manage your site's look and feel – There are a number of CMS tools that you can put in place to manage how content is updated. Ektron's templates, approval chains, and permissions will give you the confidence to allow many users to update the site within certain parameters that you define.

EKTRON Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.

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What do you **want**
your **website** to do?