

## Content Management System and Online Publishing

CMS supports the creation, management, distribution, publishing, and discovery of web information. It covers the complete lifecycle of the web pages, from providing simple tools to create the content, through to publishing, and finally to archiving. The CMS also allows you to manage the structure of the site. That is, where the pages go, and how they are linked together.

The software provides authoring (and other) tools designed to allow users with little or no knowledge of programming languages or markup languages to create and manage content with relative ease of use.

## Features

### Backend

Full control of the publishing workflow with customizable users' privileges. Flexibility in adding different content types (text, images, flash, multimedia) with various layouts. Settings designed to control publishing and archiving times.

### Ads Management System

An integrated banner management interface and tracking system for gathering statistics. The product enables web site administrators to rotate banners from both in-house advertisement campaigns as well as from paid or third-party sources, such as Google's AdSense.

### Mobile Apps

Specially developed applications to deliver the website content according to the requirements of every platform.

IOS (Apple), Blackberry, Symbian, Windows, Android



### Linguistic Search

The world's leading Arabic search system Alkharizmy K-search gives the best results to the most complex search and indexing requirements.

### Advanced Archiving and indexing

Using multiple variables of indexing and tagging variables makes the classification, archiving and search faster, more accurate and the results more rich.

### Social Media Integration

Facebook  
Twitter  
Youtube  
Other



### Web 2.0 services

Web 2.0 is characterized by the ability to involve the visitors in the development of the website content. This is the most successful use of the Internet. The CMS provides all of these features.

Comments

Feedback

Rating

Discussion Forum

Blogs



### Online publishing training

Technical training on how to use the CMS features to manage the online content.

### Online copywriting training

Our consultants provide training on internet writing techniques and skills to suit the nature of the internet and the online reader.

### Online advertising

Design and implement advertising plans to the target audience on the major online channels.



### Portal Services

Special services that are provided to the visitors such as:

Classified ads  
Recruitment  
Cars Sales

Stock Brokerage  
Real Estate

## Services

### Design

The graphical design process involves the input of the client, the system designer, the graphic designer, industry experts and potential users to ensure best results for the website interface, usability and layout.

### Social Media Marketing

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This is the main traffic generation channel for publishers. We provide consulting on to effectively benefit from the social media.

## ZAD Solutions

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