



# Ecommerce Content Manager

IT'S IN YOUR HANDS

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*Allowing you to manage frequently updated sections of your site with a simple, easy to use blogging engine.*

Integrated blogging has existed within our platform for nearly 18 months now. This allows us to pull content from an external blogging engine, such as Blogger, or our own Blogging and Content Management Engine, Telligent Community Server.

This has the advantage of placing the content onsite, whilst also providing direct access via the Blogging engine and distributing the content via RSS and ATOM feeds.

**This works your content harder and provides more ways for your customers to access your work.**

We've been working hard over the last two months to improve our integration options and allow private content (within Community Server) to be displayed exclusively on the site. This allows you to manage sections of your site which are frequently updated easily and simply using the same superb tools such as Microsoft Live Writer, meaning you only need to learn one technology to manage both your external (all on page) blogs and update content which is only available on your website.

**Features such as 'content targeting' and 'category filtering' allow us to use one easily updated list of articles to populate different sections of your site.**

This completely separates the production and management of content from the graphic design and layout issues which normally complicate managing onsite content.

Add this to our existing easy to use tools to manage product information and descriptions and we have a solution to allow frequent and simple site updates.