

## **How to find an Escort Website Content Management System (CMS)**

A content management system (CMS) is a program to create, edit, manage, and publish content in an organized way. CMSs are used for storing, controlling, versioning and publishing industry-specific documentation such as news articles, operators' manuals, technical manuals, sales guides, and marketing brochures. This means there are usually different CMS for different industries, because each industry has their own needs.

A Website CMS is a CMS designed to help you created and manage the pages on your website. The reason you use a CMS is so you don't need to know how to program HTML or create your own website. You just follow the instructions on the CMS and your escort, massage or escort agency website is automatically created for your clients to see.

### **Should you use a Website CMS to build and manage your website?**

- Do you know how to install and operate an FTP program to upload your website?
- Do you know how to use basic HTML (such as line breaks, CSS and tables)?
- For more useful features, do you know how to use a web programming language such as PHP, ASP or Cold Fusion?

If you answered no to one or more of these questions, you should consider a Website CMS to build your escort, massage or escort agency website.

### **How a Website CMS works**

Don't be scared of the name. A Website Content Management System (CMS) is just a program that makes it easier for you to build and manage your website. You log in to your account and you can change the content of each page. You can upload images, add text and change the look of your pages.

### **What is the disadvantage of using a Website CMS?**

If you can use a CMS, why would anyone make their own website? The answer is flexibility. CMSs dictate how your pages will look. For example, the toolbar must be at one place, and you can only modify certain things on your website. But if you build a website from scratch, without a CMS, you can do anything you want.

Also, many CMS are designed for all types of websites. These "one-size-fits-all" CMS systems cannot solve all of one person's problems because they try to solve everyone's problems.

But to do it yourself you will have to know how to do some programming as well as how to maintain the files on a website through FTP. If you don't know how, you should be using a CMS.

## **Hosted CMS and Standalone CMS Software**

One type of CMS is a hosted CMS, where you are given an account on a CMS system. Then you log into your account and build and manage your website. The second type is a standalone CMS. You have to install your own CMS software and maintain not only your website, but also the CMS software itself.

For escorts, you almost should never have your own, standalone CMS. The software is difficult to install and you usually need programming abilities to maintain it. There could be problems with the software that prevent your website from working. Instead, you should purchase an account for your website at a hosted CMS and let the hosting company worry about managing the CMS software.

If you hire a web designer to create your website and they don't know Internet programming, there is a good chance they will install a standalone CMS software for you to update your website. A lot of them say "we will give you a login so you can update your website yourself" and that is what they would do. This is not a bad option, but there aren't any standalone CMS designed for the escort industry. Another problem is, your designer will disappear and when you try to hire someone else to upgrade your system, they will charge you a lot of money because they don't know how to manage your CMS.

Large companies build their own CMS from scratch because they have millions of dollars to spend. The best-case scenario is a CMS that is built specifically for your industry and for your company.

There are hundreds of CMS. Here is just a small list at [http://en.wikipedia.org/wiki/List\\_of\\_content\\_management\\_systems](http://en.wikipedia.org/wiki/List_of_content_management_systems)

## **Why are there so many hosted Website CMS? Don't they all do the same thing?**

No. The purpose of a hosted Website CMS is the same, but each one looks different and builds your website differently, with different features. And of course, each one claims to be the best and easiest to use.

There are 2 types of hosted Website CMSs - generic and industry-specific.

## **Generic Website CMS Systems**

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Generic Website CMSs are called generic because they say “we can do everything for everyone”. They sell themselves as being so easy to make a professional website for any industry. That is not true and can only fool beginners.

It shouldn't be surprising that many of these generic Website CMS systems that “can do everything for everyone” are usually free. Then they sell advertising on your website or create many limitations on your website and charge you money. Nothing is free of charge! Do you offer your services and time for free?

The purpose of “free” and generic Website CMSs is to help beginners and hobbyists build a simple website. You can get started for no money and even if you don't know anything about computers, graphics design or website programming. A lot of these “free” and generic Website CMSs have templates to choose your design and you don't need any skills at all. Real businesses would not use a free or generic CMS because of their many limitations.

Some examples of popular generic Website CMS are Yahoo Website Builder ([sitebuilder.yahoo.com](http://sitebuilder.yahoo.com)), GeoCities ([geocities.yahoo.com](http://geocities.yahoo.com)), Webs ([www.webs.com](http://www.webs.com)), Weebly ([www.weebly.com](http://www.weebly.com)), Angelfire ([www.angelfire.com](http://www.angelfire.com)). These can be used to build any simple website for any industry.

Update: GeoCities has closed down on October 26 2009.

### **Industry-specific CMS**

Generic CMS systems were designed to do everything for all people, but that means they aren't good at any one thing. Don't believe any CMS that says you can make any website for any industry. Well, you can make a website. But it won't look professional.

Many industries have an industry-specific Website CMS designed for them:

Blogging Websites: Wordpress ([www.wordpress.com](http://www.wordpress.com))

Document Websites: KnowledgeTree ([www.knowledgetree.com](http://www.knowledgetree.com))

Wiki Websites: MediaWiki ([www.mediawiki.org](http://www.mediawiki.org))

Educational/Learning Websites: eFront ([www.efrontlearning.net](http://www.efrontlearning.net))

Political Websites: CivicSpace ([www.civicism.org](http://www.civicism.org))

The reason every industry has their own Website CMS is because every industry has different needs. For example, the educational and learning industry needs websites that can create different levels of members such as teachers and students, and the ability to easily create courses and tests for each course. But the escort industry does not need that.

The problem with general CMS systems is they try to do everything for everyone. The final result is a system that has a lot of unnecessary features without focusing on the

features that you need. Industry-specific CMS will have features you need for your industry.

## **How to pick a website CMS for your escort business or escort agency**

Here are 5 important considerations before selecting

**Use the demos** – actually use the functions yourself. If the CMS cannot provide a demo, there is probably a reason for it. Read the features carefully, but also make sure there is a demo account for you to log in to and actually use.

**See some websites built with the CMS** – make sure you see full websites created by the CMS you are going to use. Most CMS are so bad you will probably be disappointed before you even sign up!

**Key Features** – read their features list and make sure it is for the escort industry. For example, you'll be frustrated trying to display your rates and schedule nicely with a general CMS because you need to build your own table. But an escort CMS would allow you to just enter the rate and service and display it nicely in a rates table. Or, the design of the webpages generated by the CMS don't look like an escort website because it was meant to look generic. Also take a look at how many useful features they have that can help your business and help you keep clients coming back.

**Ease of Use** – is it easy to use? How difficult is to edit your different pages? There is a big difference between something that is fancy and something that is easy to use. Unfortunately, usually the fancier it is, the harder it is to use. Large companies such as Google and Microsoft spend a lot of money to make their websites look as simple as possible. If you use Google websites, you will notice just how simple their programs are. Make sure you can use a demo and assess how easy it is to use.

**Pricing** – nothing is free. When they say it's free, make sure you know what the catch is. Any good product does not need to be given away for free. People will pay for good products that earn them money, right? At the same time, don't over-pay. You really don't need a \$5000 website yet.

**Templates or Custom Design** – don't use templates! Make sure you get a custom professional design from a professional graphics designer. Trust us, your clients have seen tons of escort websites and Internet websites and they can tell if your website looks cheap. Beginners think that if it looks good to them, it should look good to a client. But leave the templates to the mom and pops businesses who don't know anything about the Internet. If you find one where you "choose" your own website design, then you are using a template. The only reason to use a template is if you have absolutely no money at all to start. Once you have any money, pay for a professional custom design.

## **Our favorite**

Currently the clear leader in CMS for the escort and escort agency industry is Cuties Tools ([www.cuties-tools.com](http://www.cuties-tools.com)). The reason is because there's really no other CMS out there designed for the escort industry that you can use to create a professional website without templates.

But they are not without their problems. In their first 2 years, they had been aggressively adding new features. This resulted in a lot of bugs and it was very annoying, because escorts were basically used as testers of their software. However in the last year, they have improved significantly. Another problem in the beginning is they used templates. They had about a dozen designs for users to choose from. But they have finally figured out that escorts don't want templates, which is what we have been saying on this website for a long time. A professional website must have a custom design and your clients can see through it very quickly. So they have added a team of professional graphics designers from Taiwan (or at least that's where we guess) and now do custom designs for all websites.