



# FLUID CMS

## FLUID CMS generates complete Web sites not just Web pages.

With a built-in, self-managed navigation system that grows with your content. With defined content areas, breadcrumb trails and an automatic site map. FLUID CMS gives you central control over how your content is displayed, how it is stored, and how it relates to other content in your site.

FLUID CMS is an XML-based Web Content Management System that gives designers the power to produce advanced, feature-rich Web sites without a programmer.

### ▶ Get started NOW! with the out-of-the-box version

To help you get started right away, we've developed a **pre-built Web site that's ready to go**. Users produce unique sites by adding their text, graphics and Flash content to the Out-of-the-Box template. FLUID CMS takes care of the structure and the basic features of the site, as well as the navigation menu and links, so **programming is never required**.

### ▶ Have it YOUR way with a custom template

If you have more advanced needs for your Web system, our experts can build a custom FLUID CMS template. For example, if you need a special layout for the navigation menu, the ability to feed content to multiple pages, or an online scheduling calendar with an email sign-up form we simply build these features into **your** version of FLUID CMS.

- Working with your Web team, we'll develop a customized template for FLUID CMS that generates the kind of Web sites **you** want.
- Your designers add your clients' Web content to **your** edition of FLUID CMS to generate unique, fully branded client sites with the specific functionality you need.
- Your clients can then manage the finished site themselves using the simple FLUID CMS Authoring license with no risk to the site design.



DEFAULT FLUID CMS SITE showing structure only no design



SAMPLE FLUID CMS CLIENT SITE



FLUID CMS GENERATES A COMPLETE WEB SITE



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## FLUID CMS Generates Web sites that are Google Optimized.

Since Web surfers rely on search engines to get what they need, a well ranked Web site will maximize your exposure to potential customers.

### How is this accomplished with FLUID CMS?

#### 1 Control over Meta Tags

Google is hungry for page titles. Site authors have full control over page titles, keywords, and description.

#### 2 Easy to Add Fresh Content to your Site

Google values fresh content. FLUID CMS uses a simple "edit, save, publish" process so that non-technical users can easily add content to their Web site.

#### 3 Automatic Site Map Creation

Google seeks out links. FLUID CMS features an automatic Site Map to optimize linking within the site, allowing Google to quickly find all your pages.

#### 4 Eliminate Dead Links

Google hates dead links. When you move or delete pages, internal links are automatically updated by FLUID CMS.

#### 5 Generates Standards-compliant HTML Code

Google loves clean code. The HTML code underlying a Web page generated by FLUID CMS is well-formed and totally search engine friendly.

#### 6 Creates Google-friendly and User-friendly Web Addresses

Google prefers meaningful URLs. Web addresses generated by the FLUID CMS system do not contain abstract characters or ID numbers. Rather, FLUID URLs are composed of words that relate to your content.

### Learn more

Visit [www.feedstream.com](http://www.feedstream.com) or contact us...



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## FLUID CMS Protects Your Investment in Web Content

On the Web there will always be new formats emerging and new ways of accessing information. To address this reality, FLUID CMS generates sites that evolve.

### How is this accomplished with FLUID CMS?

FLUID CMS stores all content as XML files so that as Web standards change, and as additional publishing formats are needed, it will be easy to migrate your site to the new technologies. Sites built with XML can easily express the same raw Web content in new and varied formats.

## FLUID CMS Key Benefits

**No Programming Required.** The layout, features and functionality of your Web sites are built into your FLUID system. There is no need for additional coding so production costs and time-to-Web are minimized.

**Builds Better Web Sites Faster.** The system generates a pre-engineered Web site so new ones can be built in no time. Your designers simply layer the site with fonts, logos, graphics, and Flash then click 'Publish'.

**Attracts More Visitors.** If you're on the Web, you'll want to be found by Google. FLUID CMS automatically generates Google-friendly Web pages and gives users full control over metadata.

**Easy to Maintain.** The familiar interface makes site maintenance a snap. You can empower your clients to manage their own content by giving them a FLUID CMS Author license, or your staff can retain control over the site management. Either way, Web sites managed by FLUID CMS are easier to keep fresh.

## System Requirements

FLUID CMS is supported on the following minimum system:

- Microsoft Windows 98, NT, 2000 or later
- Intel Pentium II processor (or equivalent 300+ MHz processor)
- 128 MB of available RAM
- 100 MB of available disk space
- A Web server with FTP access

## Pricing

**Base Package**.....\$ 2,199.00 US

includes: Out-of-the-Box Template

- 1 Administrator license
- 1 Author license
- 1 year free Software maintenance

Additional Author license.....\$ 249.00 US /ea

Single site Administrator license.....\$ 599.00 US /ea

Software maintenance.....20% of total licensing annually

Volume discounts are available, please contact us for details.