



EPISERVER
COMPOSER



**Empowering
Content Editors**

– Discover the Easy Way to Create and Maintain Websites That Drive Online Results

As a marketing or communications professional, you understand that every component of your website plays a role in generating leads and delivering results. However, you may not have enough control over how your website looks or functions. Perhaps you need to find a web developer every time you want to modify a landing page. This gets frustrating and can slow down quick-turn campaigns.

That's why EPiServer developed Composer – a drag-and-drop editor that allows you to create and optimize websites. Easily update your content, add features, tweak your landing pages and create page templates – without the need for deep technical knowledge.



DEVELOP WEBSITE CONTENT WITH EASE

EPiServer Composer lets you perform edits that normally require the skill of a web developer. You can drag and drop content blocks into place, create page templates and upload text, images and videos. Plus, you can see your pages as you create them – instead of having to switch between edit and view modes. Thanks to the intuitive nature of EPiServer Composer, some of our customers have reported a 75% savings in their web development costs.



SIMPLIFY CONTENT REUSE

EPiServer Composer allows you to define blocks of content to reuse throughout your site. That way, you only need to change the information in one place, and it will automatically update everywhere else. For example, when you edit an opt-in box for your e-list, the box will refresh throughout your site. This feature allows you to dramatically reduce your editing time, improve the quality and accuracy of your content, and maintain brand consistency.

“ It’s all so much easier and simpler, now that I can manage my own content, especially with on-page editing from EPI Server Composer. I can also easily add surveys, which makes the site all the more engaging for users. ”

JENNIFER LAW
E-business Manager
National Pharmacy Association



CREATE AND MAINTAIN MULTIPLE WEBSITES
EPI Server Composer can be scaled to meet your needs – whether you maintain a single company website or multiple sites for a global organization. Using only a few functions, you can easily build thousands of websites with unique designs, content and navigation.



MAXIMIZE YOUR ONLINE CONVERSION RATES

EPI Server Composer allows you to enhance your online marketing ROI. When used with EPI Server Marketing Arena, you can assess your website’s performance and instantly modify it to improve your conversion rates. For example, you can create several variations of a landing page and identify which one has the highest conversion rate. If a page isn’t performing well, you can easily change the layout or content to see if it gets better results.



GENERATE MORE QUALITY LEADS BY PERSONALIZING EACH VISITOR’S EXPERIENCE

Have you ever logged into Facebook and wondered how the ads so closely match your hobbies, location and lifestyle? Composer lets you bring a similar level of customization to your website. You can segment your visitors and show them personalized content based on their location, title, interests or other factors. For example, you can create several ads for your home page and set rules for when they will be displayed. Perhaps a new visitor will see an ad for your latest white paper, while a repeat visitor will see an announcement for an upcoming webinar.

– Attention Developers ...

Composer runs on the EPiServer CMS 6 platform. This content management system is the result of over a decade of development work and is used by more than 130,000 web editors around the world.

Composer stays out of your way so you retain total control over each site's HTML, CSS and JavaScript, enabling you to meet your clients' needs for sites that are customized, compliant and accessible. If you need more technical info, visit EPiServer World at <http://world.episerver.com>.

For more information on how EPiServer Composer can help you simply your web editing process, contact your EPiServer sales representative to request a product demo.

“ I used to rely on our website developers to update our site's content, which was hugely frustrating. Now, EPiServer Composer puts me in control and allows me to be much more responsive. Composer's on-page editing has streamlined the processes of editing and uploading content. I'm also positive that we'll achieve cost savings, as we can already see users staying on our site for longer periods of time. ”

JENNIFER LAW, E-BUSINESS MANAGER, NATIONAL PHARMACY ASSOCIATION

“ Using EPiServer Composer saves us 5 to 10 hours when we edit each Dublin Bus timetable. The time savings allow us to more effectively manage the quality of our information, as opposed to spending hours on proofing and data entry. ”

PAUL MCDAID, GRAPHIC DESIGNER, DUBLIN BUS

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