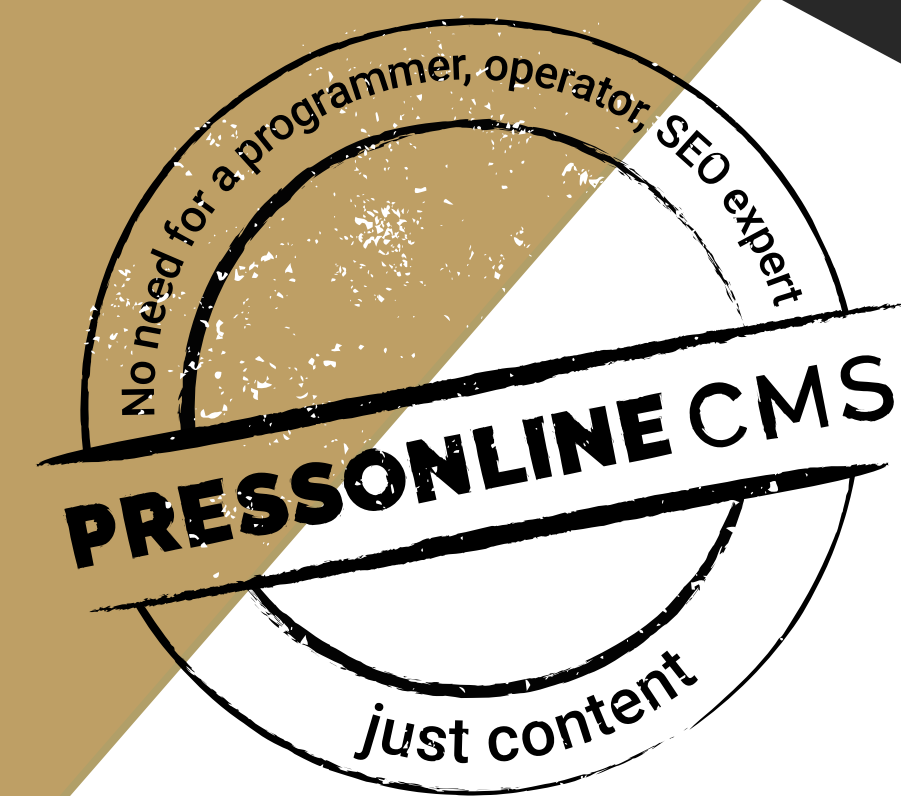




Introducing the **Pressonline CMS**

2023



Introduction

There are countless PDF files, forgotten glossaries and unvisited FAQs with valuable content barely read all over the web – largely due to outdated publishing technologies.

Mobile usability, responsiveness, APIs, Google and Facebook compliance, automated SEO to reach new users, and easy-to-use native and display advertising interfaces are now standard requirements for a publishing tool.

The wiki-style, SaaS-based Pressonline CMS platform is the application which aligns with today's prevailing internet trends.

Pressonline CMS. No need for a programmer, operator, SEO expert - only content.

In short: what is the Pressonline CMS?

The Pressonline CMS is a **wiki-like native Software as a Service (SaaS) content publishing solution** that matches the prevailing technological trends of today.

With Pressonline CMS, you can quickly develop and publish a website or a "self-identical" sub-page of an existing website that

- supports business-related use and continuous content development with its automated services:
 - flexible management and continuous optimization of keywords and content;
 - immediate automated integration of new content into the existing keyword network;
 - internal link generated with machine learning support that provides a large number of links with real connections;
- allows quick re-editing and publishing of PDF files, that otherwise have many conversion and access problems;
- ensuring fast response time and supports the organic reach of new users with its high Google compliance resulting from its content structure, "mobile first" approach, technological solutions and cloud-based server background (DigitalOcean LLC - Frankfurt am Main, Germany / New York, USA);
- its application is a cost-effective SaaS solution compared to individual developments or previous online tools.

What is Pressonline CMS good for?

REPLACE PDF DOCUMENTS

An essential tool for content marketing is producing and publishing information materials containing companies' surveys, studies, and data collections. It's a shame that these are usually PDF documents, so only a few people receive them – Pressonline CMS solves this problem.

[Read more >>](#)

PUBLIC GLOSSARIES / FAQs

Whether it's an online knowledge base, a dictionary, FAQ, or other similar content that needs to be continuously developed and customized, Pressonline CMS is the ideal tool for the online publishing of these contents.

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INTERNAL KNOWLEDGE REPOSITORIES

A large organisation or network needs fast and efficient internal knowledge sharing. Pressonline CMS is an excellent tool for building internal knowledge repositories that are easily structured, managed and well visualized.

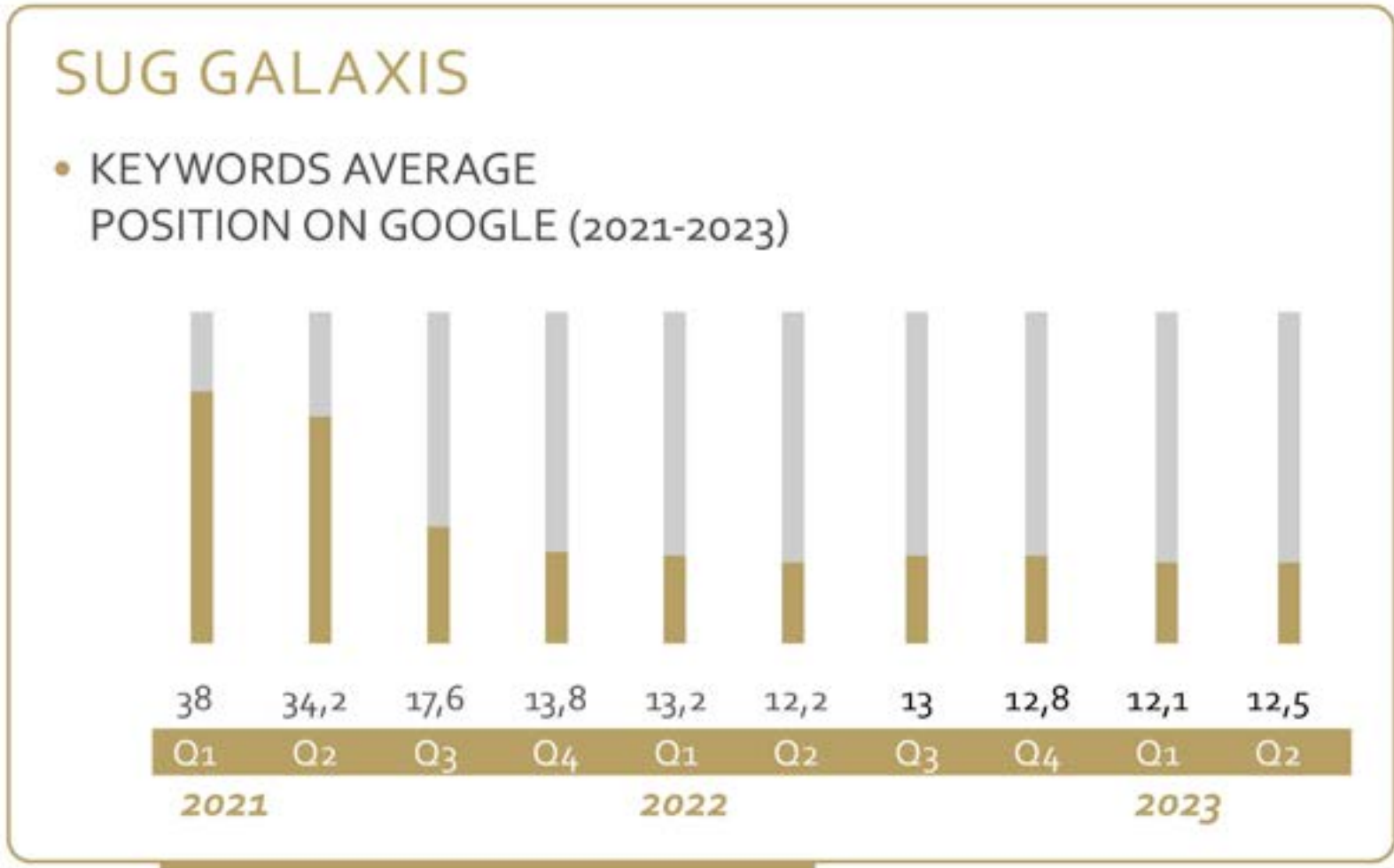
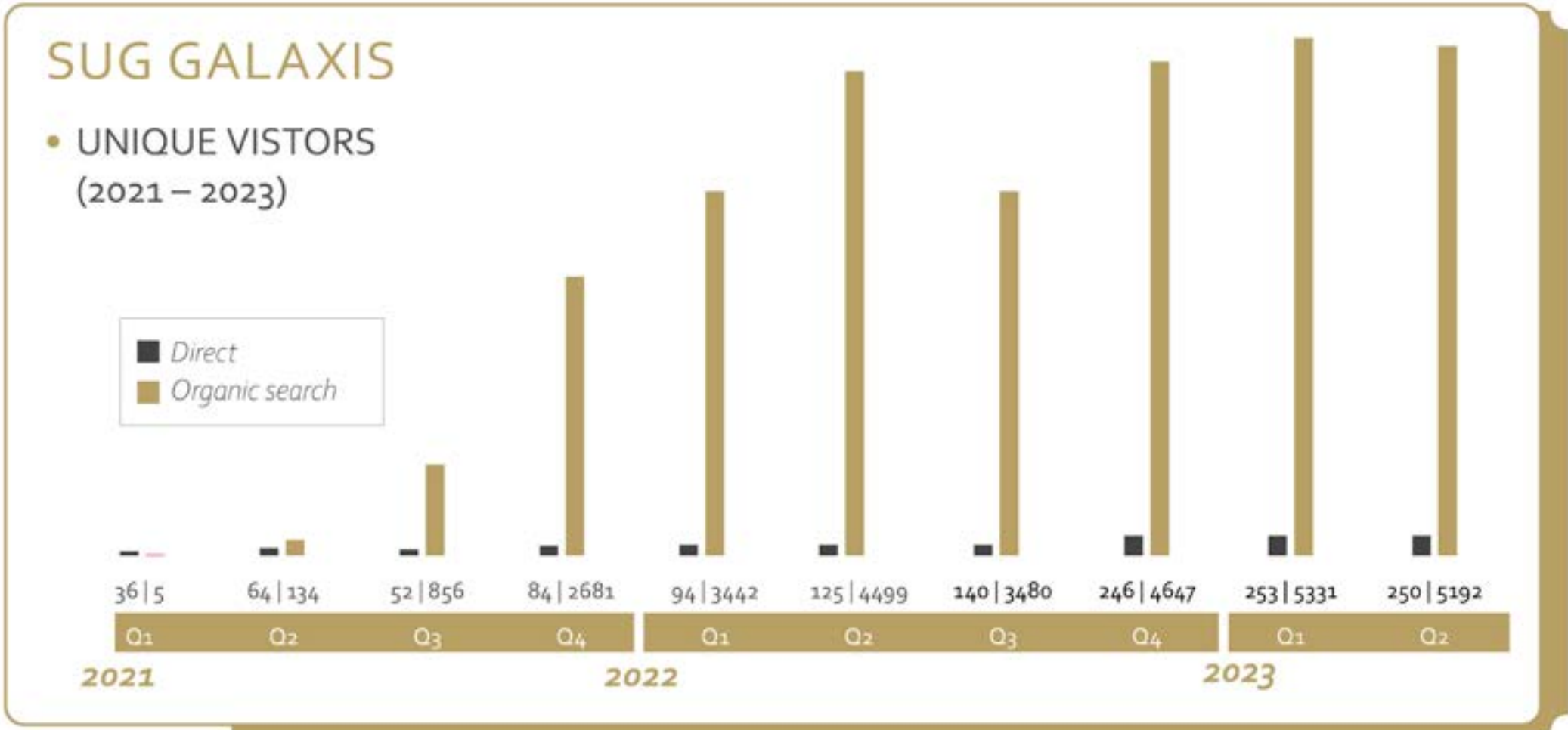
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Pressonline CMS vs competitor's solutions - services comparison

	MediaWiki	WordPress + Glossary plugins	Pressonline CMS
Does it need programming?	✓	✓	✗
Do you need operations?	✓	✓	✗
On-premise installation	✓	✓	✓
SaaS-based operation	✗	✗	✓
Domain	own domain	own domain	own domain
Number of pages that can be created per page	unlimited	unlimited	unlimited
Layout template application	✓	✓	✓
Automatic external content embedding	✓	✓	✓
Custom layout	✗	✓	✓
Internal user management	✗	✓	✓
Rights management	✗	✓	✓
Bulk upload support (Excel, XML)	✗	✓	✓
Closed content management (intranet/paywall)	✗	✓	✓
GDPR Compliance	✗	✓	✓
Integrated Facebook link preview	✗	✓	✓
Sponsor box	✗	✗	✓
Programmatic ad management	✗	✗	✓
Integrated lead capture form	✗	✗	✓
Integrated tracking code management	✗	✗	✓
Integrated automatic SEO support	✗	✗	✓
Content accessible via an integrated API connection	✗	✗	✓
Embeddability into another website	✗	✗	✓
Management of multiple pages from one database	✗	✗	✓
Dashboard	✗	✗	✓
Internal links with machine learning support	✗	✗	✓
Automated tracking and updating of internal links	✗	✗	✓
Tools to support content development	✗	✗	✓

What are the main advantages of using Pressonline CMS? /1.

Pages created with the Pressonline CMS platform have great Google compliance. It is ensured by the automated SEO solution, the choice of a wiki-style content structure, the internal links that can be generated by machine learning, and applied technology solutions. This is also illustrated by the data of our Hungarian-language glossary, the [Start Up Guide Galaxis](#), created to test the platform.



Since its publication, the direct traffic of the test glossary remained almost unchanged, while the Google ranking of the terms in the glossary improved continuously. In parallel, the organic reach of the glossary increased many times the initial number of visitors (without using paid online advertising tools). We see a similar pattern on those of our partners' websites who are using Pressonline's CMS platform.

What are the main advantages of using Pressonline CMS? /2.

“I want to know moment”

In the case of content that is primarily informative transfer and not entertaining, the importance of immediate access to information is very important, the response in the “I want to know moment” which is only available for a few seconds. In contrast to pages with a traditional content structure, that are often a bit difficult, Pressonline CMS always leads users (from a mobile or desktop) directly and immediately to the desired content they were looking for.

Flexible keyword management

based on its own traffic statistics and the traffic statistics of Google, the glossary platform provides the

- flexible management of keywords and content;
- immediate automated integration of new content into the existing keyword network;
- the ability to respond quickly in the development of professional content.

Cost-efficiency and time savings

- **You save costs** – because you don't have to pay a programmer or an operator;
- **You save time** – anyone who has done this before knows that much of the time spent on content development is spent on administration, transcribing changes and their impact, and finding broken internal links. Pressonline CMS does all that for you.

What does the client need to provide for all this?

On the client's side:

- technical development and technical operation are not required;
- insertion of new menu items pointing to the new microsite on the client's website and the A record redirections to the Pressonline server;
- placing some embeded codes in the site, that are required to activate the services that actively use the contents of the Pressonline CMS via API (search box, content recommender);
- creating links leading to the new microsite, including collections of terms or specific terms (backlink) on the client's page;
- preparing and forwarding or uploading the content;
- delivery of native/programmatic ads (if there is any).

Packages and prices

STANDALONE WEBSITE

from net EUR 360 per year

- a separate website
- use of your domain
- unlimited number of subpages
- automated SEO
- template-based layout
- SaaS operation

[Read more >>](#)

ONE DATABASE / MULTIPLE WEBSITES

from net EUR 720 per year

- multiple sites using one database
- use of different domains per site
- unlimited number of subpages
- automated SEO
- template-based layout
- SaaS operation

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INDIVIDUAL PAGE

based on individual offer

- multiple sites using one database
- use of different domains per site
- unlimited number of subpages
- automated SEO
- taking over the customer layout
- API usage
- automatic content embedding
- SaaS operation

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References



Company in brief / Pressonline

Pressonline Ltd. (www.pressonline.hu) is a Hungarian-owned company developing online content marketing solutions.

Our content marketing partners in Hungary: <https://startupguide.hu/#partnerek>

As part of our content marketing work, we created our first wiki-like online glossary in 2020. During the development, we faced the fact that we could not find a glossary-dictionary-FAQ application suitable for today's Internet technology, online communication, and business user requirements.

Since then we developed the Pressonline CMS platform which, is a highly Google-compliant, native content marketing solution, optimized (also) for mobile, suitable for the quick and efficient creation of wiki-structured pages (e.g., online glossaries) in line with today's prevailing internet trends, and ensures the increasing organic reach of new users with automated search optimization.

Pressonline is a member of [IAB Hungary](#).



Contact

If you are interested in implementing a Pressonline CMS-based website, or if you have any questions regarding the operation of the Pressonline CMS platform, don't hesitate to get in touch with us at the following contact details:

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