

5 TIPS

for

Faster Website Launches

Because the whole process moves too darn slow.

Simplify your website strategy – remember the Rule of 3.

You want your website to do a lot of things. Avoid a laundry list that will be impossible to accomplish. Break the strategy down into 3 questions that ask:

- 1 What is the one primary **GOAL** of our website?
- 2 What is the one thing we should **STOP** doing?
- 3 What is the one thing we should **START** doing?

Speed up development at each and every step.



"In the crucial web channel, marketers will benefit from solutions that can be sourced, learned and launched easily and quickly – without the need for long procurement cycles, complicated implementations or over-reliance on IT."

- Tim Walters Ph.D.,
Digital Clarity Group

Break over-reliance on I.T. Find ways to self-service.

Collaborate with I.T. to launch web projects fast.



67%
CIOs
who claim ownership
over Content
Management Platforms

33%
CMOs
who claim they own it.

SOURCE: CMO CLUB/CIO MAGAZINE

Take the easy road when it comes to improving web experiences.

Major barriers to adopting or improving website personalization, according to digital marketers:

47%
I.T. roadblocks

46%
Legacy technology

SOURCE: ECONSULTANCY

Empower your teams to easily maintain websites.

- ✓ If content additions and changes are not easy for marketers
- ✓ If you are not able to easily integrate your CMS with the technology you already have
- ✓ If you require constant I.T. help desk support to troubleshoot

...it's time to **REPLACE** your CMS!

GET THE COMPLETE
E-BOOK TODAY!



(scan the QRcode or visit www.crownpeak.com/resources)

FORTUNE **500**
PHARMACEUTICALS

LAUNCHED IN <

4
WEEKS



BNY MELLON
FINANCIAL SERVICES

LAUNCHED IN

2
MONTHS

FORTUNE **500**
INSURANCE

LAUNCHED IN <

4
WEEKS

zoetis
ANIMAL HEALTH

LAUNCHED IN <

4
WEEKS

FORTUNE **1000**
TELECOMMUNICATIONS

LAUNCHED IN

4
WEEKS

MERIDIAN
HEALTH
HEALTHCARE

LAUNCHED IN

3
MONTHS

GLOBAL
CPG

LAUNCHED IN

4
WEEKS

FORTUNE **500**
RETAIL

LAUNCHED IN

6
WEEKS

 .GOV
GOVERNMENT

LAUNCHED IN <

4
WEEKS

**GET THE COMPLETE 5 TIPS FOR FASTER
WEBSITE LAUNCHES GUIDE TODAY!**

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