

## Appendix A: Mura Content Management System

*Take control of your website*

Mura is a robust open source CMS with a strong developer community. The content management system gives website owners the ability to add and delete navigation elements as needed, manage events calendars, image galleries, document collections, news feeds, blogs, and more. The chart below outlines our favorite features and benefits. For more information, visit [getmura.com](http://getmura.com).

Feature	Benefit
Intuitive interface	Easily manage your website. No coding necessary! Add a new page in 2 clicks; new pages inherit page template and content configuration by default.
Easy to edit	WYSIWYG (What You See Is What You Get) editor makes it easy to make changes to the content of your site.
Built in menu system	Navigation is automatically updated when pages are added or deleted. Optional breadcrumb navigation makes it easy for site visitors to find their way around your site.
User management	Add users and groups and give them control over different parts of the website. Control whether or not they can publish content live to the site, or create drafts for review by someone else.
Document and file management	It's easy to upload photos, illustrations, PDFs and WORD documents and link to them in your website.
Photo gallery	Easy to manage photo gallery allows site owners to post photos online.
Calendar system with the ability to allow users to set event reminders	Integrate dynamic calendars to post events online. Event reminders will be automatically emailed before your event.
Password protected areas for content accessible to members only	Restrict access to areas of your site.
Advertising Manager	Sell and manage advertising on your website.
Content tracking and versioning	Track changes made to your site. If you make a mistake it's easy to roll back to a previous version.
Reusable content components	Build content component once, the insert as needed throughout your site.
Tools for interactivity	Features such as comment forms, content raters, event reminder forms, and user favorites make it easy to allow your customers to interact with you and each other through your website.
Search engine friendly architecture	Search engine friendly URLs improve the visibility of your website.
Visitor tracking	Dashboard summarizes who is using your site, most popular pages, where visitors are coming from and other information to help you optimize your site.

Mura CMS is a  
service offered by



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