

## In today's digital age, having a professional business website is essential.

It serves as your online home base, giving you a platform where you can showcase your products and services, share content, and engage with customers. But it's not all about the content – according to a recent poll by Adobe, 59% of consumers prefer a good-looking, professionally-designed website over a simple one.

So a website that has great content and beautiful design will not only perform better but will help you build credibility and trust with customers. One platform that's helping businesses achieve this is Umbraco.



### Introducing Umbraco

Umbraco is an open-source content management system (CMS) created in 1999 by Niels Hartvig and released for public use in 2003. Since then, it has evolved into one of the most popular CMS platforms on the market, with over 1 million active Umbraco websites worldwide.

Its intuitive user interface, WYSIWYG editor, multi-language support, plug-ins, and extensions make it easier to create professional websites with minimal overhead costs.

### A Secure CMS

Cybersecurity is a real concern when it comes to websites. According to government research, 39% of UK businesses reported cyberattacks during 2022, ranging from phishing attempts to distributed denial-of-service (DDoS), malware, and ransomware attacks.

Umbraco comes with its own suite of security tools and has features that allow users to monitor their site activity, keep track of user access points, and restrict suspicious actions.

Widely considered the most secure CMS available, Umbraco uses extensive penetration testing, security checks, and regular updates to ensure its websites are as safe and secure as possible, which is why some of the biggest brands like Carlsberg, Heineken, Reebok, Barclays Bank, and even Gordon Ramsey, all have Umbraco websites.

### 10 Benefits of Umbraco

#### FOR BUSINESS OWNERS

- Creates high-end, modern websites
- In-built SEO & marketing tools
- Scalability when you need it
- Easy third-party integrations
- In-built analytics tools
- Multi-site/multi-lingual
- Cross-platform management
- Cloud hosting option
- Secure and reliable
- GDPR compliant

#### FOR CONTENT CREATORS

- User-friendly CMS
- Drag and drop content
- Preview content on all devices
- Easy image editing
- Make changes from tablets or mobiles
- Free spell-checker add-on
- Dedicated media library
- Umbraco grids for easy layout
- Content scheduling
- Clear publishing path

