Company's Web Presentation Supported by Web Content Management System

Aida Habul

University of Sarajevo, Sarajevo, Bosnia and Herzegovina
aida.habul@efsa.unsa.ba

Amila Pilav-Velić

University of Sarajevo, Sarajevo, Bosnia and Herzegovina
amila.pilav-velic@efsa.unas.ba

Nermin Kuldija

University of Sarajevo, Sarajevo, Bosnia and Herzegovina
nermin.kuldija@bhtelecom.ba

Merdzana Obralic

International Burch University, Sarajevo, Bosnia and Herzegovina
mobralic@ibu.edu.ba

Today, companies should be very careful when choosing their online strategies. It is not enough to only have website at-any-cost. Precisely, it is necessary to distinguish structure (web design) and content (presentations), which are placed on the corporate website. To create a web design, companies can opt for ready-made solutions (outsourcing) or to produce their own (in-house). But, surely, companies should not outsource web content creation, its maintenance and management, considering that reflects their business strategy as well as image. Implementation of a reliable Content Management System will allow that every employee of the company can easily and quickly change or update the content on the website, leaving IT experts to deal with the structure of the site, not content. For the research purposes, we have analyzed the case of a domestic company that operates in the ICT sector in Bosnia and Herzegovina, which web presentation was organized using Website Content Management System. The specially designed questionnaire was used as research instrument, and it was placed on the company's Web site. Therefore, visitors were able to share their opinion about satisfaction with: (1) web design, (2) content found on the site, (3) optimization of the website and (4) content for all devices from which it can be accessed. We found that 33.1% of visitors are not satisfied with web design, while other

visitors/participants in the survey considered it is good or average. Furthermore, 68.2% of users are satisfied in one way or another how company manages its site content. In addition, though the majority of users (44.5%) are accessing a website via desktop PCs, 81.6% of them considered that the website is well optimized/adjusted for all devices from which they access to the site. However, the paper findings find that Content Management System implementation in terms of separated web design and content can provide quality and effective company's web presentation that will attract new but also retain existing customers (visitors).

Keywords: Web Presentation, Web Content Management System, Bosnia and Herzegovina