

## Saturno WebBack

WebBack is a best-in-class content management systems designed specifically for law firms. A powerful yet easy-to-use system, WebBack's innovative design enables the management of content for websites, proposals systems, collateral marketing centers, intranets, and other web properties.

## **Innovative, Award-Winning Technology**

An award winning law firm content management system for more than 7 years, WebBack version 5 includes the most innovative features to make it both powerful and easy to use.

## **Manage Content as a Team**

WebBack enables your entire marketing team to manage content in the same environment, regardless of physical location, and allows you to control content workflow and access privileges with a simple user management console.

## **Easily Edit, Update, and Publish Content**

Publish an unlimited numbers of attorneys, practices, industries, offices, publications, and any other type of content. An easy-to-use interface makes even the most complex content management tasks simple.

## **Complete Relational Linking**

WebBack enables firms to easily manage relationships between different kinds of content, providing a fully-relational and complete view of content on websites and other web properties.

## **Manage/Publish Images & Documents**

WebBack makes it easy to add images or documents to your web pages, and to control how they display on the web. Add custom graphics, photos, or links to PDF and PowerPoint files. WebBack will support any file format.

## **Web 2.0**

You can do more than publish text to the web. WebBack provides powerful yet simple tools for posting video, multimedia, and other non-text content to all of your web properties. You can also manage blogs, mini-sites, provide RSS feeds, and even promote and manage social networking.

## **Complete Version Control**

WebBack stores a complete history of anything and everything that is published to your web properties. Archived versions are available in seconds for reference, or for restoration to the web or other systems.

## **Power for Multiple Websites**

A single WebBack deployment can manage content for multiple websites, including recruiting or practice-specific sites.

## **Multiple Biographies**

Publish multiple biographies on the web and control where those biographies are displayed. Publish bios to the website, or simply save them as proposal versions for use in printed or online proposals. Actually, WebBack enables you to publish multiple versions of any kind of content, including practice areas, industries, articles, news, etc.

## **Performance**

WebBack 5 is more efficient and powerful than ever –increased speed and performance means fast web page download times, and more efficient content management for your entire team.

## **Innovative and Advanced Website Metrics Included**

WebBack includes innovative website metrics tools like nothing you've seen before. Our new webs metrics tools eliminate technical jargon and provide meaningful and easy-to-understand reports that address the needs of law firm marketing teams specifically.

## **Search Engine Optimization Tools**

Powerful tools to manage search engine optimization and monitor progress, including keywords and reporting.

## **Integration**

WebBack integrates seamlessly with our other marketing software systems, including Proposal Suite, Email Marketing Center, Saturno Intranet, and all of our other products. WebBack can also be integrated with a variety of third party systems.

## **Flexible Licensing – No Nickel & Dime**

There are three licensing options available for WebBack to accommodate the needs of large, medium, and small firms alike. All WebBack licenses include modules to manage recruiting websites, alumni portals, password-protected sites, mini-sites, and other kinds of web properties – no extra license fees.

## Compare Saturno WebBack to Other Solutions

Offering	Saturno	Other
Unlimited number of users	✓	<i>limited</i>
Team-Based Content Management	✓	<i>limited</i>
Complete history and archive of all published material	✓	✗
Advanced Web Metrics included	✓	✗
Saturno Smart Website Integration	✓	✗
Management and publishing of video, images, documents, etc.	✓	<i>limited</i>
Flexible licensing to power multiple websites	✓	<i>limited</i>
Unlimited Use – No Extra Usage Fees	✓	<i>limited</i>
Multiple & alternate versions of biographies for each attorney	✓	✗
Integration with existing or third party systems	✓	<i>limited</i>
Advanced SEO tools included	✓	✗

Schedule a demonstration today by calling (503) 957-6568 or emailing [info@saturnodesign.com](mailto:info@saturnodesign.com).