

Website Magazine Names Marketpath One of Top Content Management Platforms

The independent authority on websites and website marketing, Website Magazine has announced their Top Content Management Platforms. Marketpath was selected as one of the best Content Management Platforms based upon their extensive evaluation.

DES PLAINES, IL -- The industry's [Top Content Management Platforms](#) have been ranked by Website Magazine, an independent authority on website design, development and Marketing for 2013. Numerous applicants were reviewed in order to determine their list of the [Top 50 CMS Platforms](#) available on the market.

After extensive evaluation, the independent research team with Website Magazine named Marketpath as one of the best Web Content Management Platforms (CMS) providers in the industry in their March, 2013 issue. Marketpath excelled during the evaluation process based upon an internally developed set of evaluation criteria.

"It is our goal to provide the most intuitive, easiest to use [web content management system](#) on the market. While we, at Marketpath, are continually striving to reach this goal, we believe that Marketpath CMS is the best tool available on the market today for small to medium sized organizations. The system allows organizations to manage their web presence and website marketing programs without any technical expertise or resources," said [Kevin Kennedy, Chief Marketing Officer for Marketpath](#).

The web development and content marketing firm targets small and mid-sized businesses and organizations that do not have the technical resources to efficiently and effectively run their websites and keep them fresh. The company serves each client through three phases. First, Marketpath works closely with each client to identify their business needs and to create an effective website that focuses on usability as well as appeal. The second phase is to train their clients on Marketpath CMS, their web content management system, as well as general content marketing strategies such as blogging, search engine optimization and web analytics. Then finally, Marketpath provides customer support and services. Although their goal is to produce a product that rarely requires support, Marketpath is ready to assist their customers with any questions or problems that they are having.

Their strong focus on the client, knowledge of website development and marketing, and powerful, easy to use content management system has earned [Marketpath](#) a place in the Top Content Management Platforms for 2013.

About Marketpath, Inc.

Marketpath provides innovative website development and design services and easy-to-use website products that give non-technical and technical users the ability to update and manage their websites anywhere they have an Internet connection. Marketpath's [Software-as-a-Service \(SaaS\) Web Content Management Solutions](#) and progressive marketing tools make website management fast and simple, while improving website visibility and search rankings, converting visitors into customers, and reducing cost. Marketpath is focused on delivering the most effective and efficient web marketing products and services, with an emphasis on innovation, ease of use, and customer service. For more information visit www.marketpath.com or call 800-657-7786.

About Website Magazine

Website Magazine (www.websitemagazine.com) presents expert information for website and marketing professionals on how to succeed on the web, reaching over 144,000 professionals and the largest audience of website owners and managers in the field. Website Magazine is the leading choice for website and web marketing expertise, presenting the broadest range of useful content – print, online, digital, and apps for iPhone, Android, and iPad. In every issue, Website Magazine presents expert

information on how to succeed on the Internet, backed with daily news online, email newsletters, digital editions, and smartphone versions.

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