



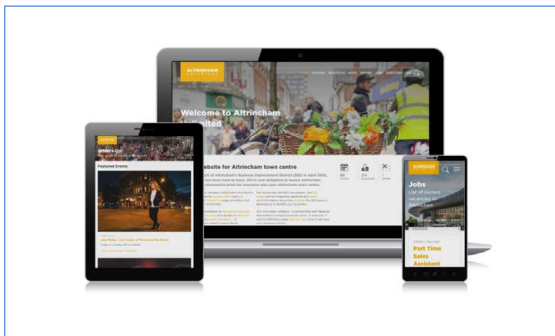
## WHY WE LOVE CRAFT CMS

### Our first choice content management system

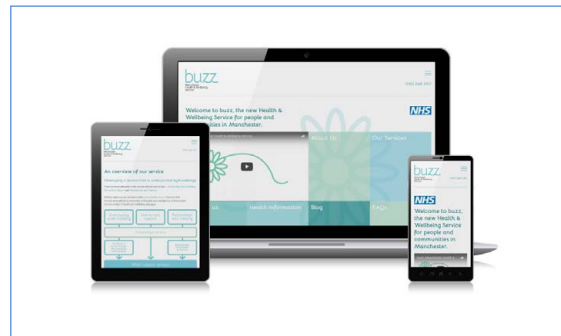
After the launch of our new website, we thought it would be a great time to talk about our love for Craft CMS and why it has been our first choice for websites and content management systems for ourselves and our clients for many years now.

Craft CMS isn't as widely known as other content management systems like Wordpress, Umbraco or Expression Engine which many of our clients have experience of. Yet they are all amazed at how simple and intuitive Craft CMS is to use in comparison. Not only is it easy to use but it is extremely flexible and through the use of add-ons can be tailored to fit almost any brief.

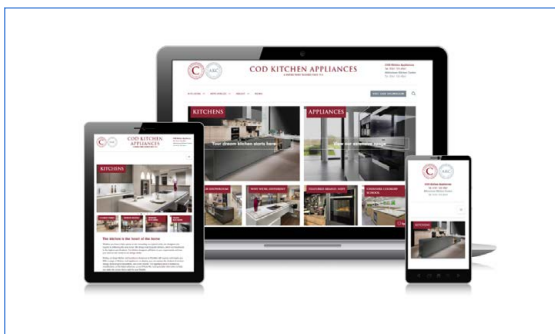
Each and every project we take on has different specifications and requirements and whilst we are always open to using the best method or platform to get the job done, we think Craft CMS ticks that box the majority of the time. We have designed and built websites in Craft for many of our clients including **Altrincham Unlimited**, **buzz Manchester Health & Wellbeing Service**, **COD Kitchen Appliances**, **Making Space**, **GM Moving**, **3DWtech**, **Label Apeel** and **Deckchair Adventures**.



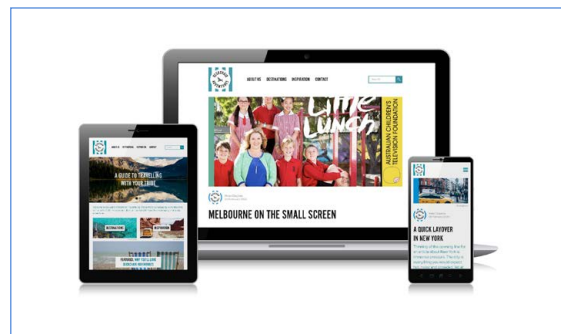
[www.altrinchamunlimited.co.uk](http://www.altrinchamunlimited.co.uk)



[www.buzzmanchester.co.uk](http://www.buzzmanchester.co.uk)

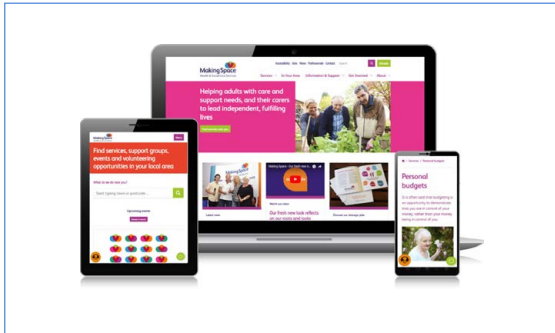


[www.codkitchenappliances.com](http://www.codkitchenappliances.com)

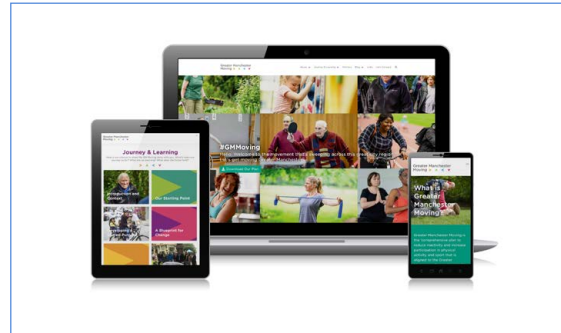


[www.deckchairadventures.com](http://www.deckchairadventures.com)

# WHY WE LOVE CRAFT CMS



[www.makingspace.co.uk](http://www.makingspace.co.uk)



[www.gmmoving.co.uk](http://www.gmmoving.co.uk)

## Craft CMS Upgrade

Craft CMS is always looking to improve and upgrade. The release of Craft 3 brings hundreds of new features and improvements to an already solid foundation.

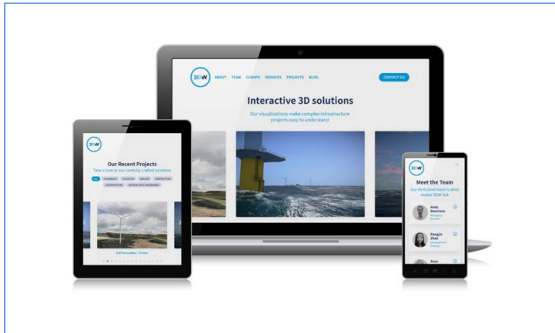
A few of our favourite features include:

- Craft is extremely easy to use with a clean, minimalistic control panel allowing the user to edit and update content on their website quickly and efficiently as and when required
- It can support the use of multiple authors, with their own accounts and edit permissions
- You can create draft posts to publish in the future and it also lets you preview a page directly on the website at the same time as creating or dropping content in it with the Live Preview feature, before you publish
- You can store and manage files locally and in the cloud
- Create categories and tags
- Import content from Twitter and Instagram
- Organise events in a calendar
- Drop pins on a map
- And with the Craft Commerce add-on, manage an online store

Possibly the best thing about Craft CMS is the Matrix field, which has transformed the content management experience for our clients. It enables them to build up pages from scratch by using different content blocks such as image, video, text, quote, tweet etc. And on the technical side of things, we have the ability to add additional content block types depending on what the project requires.

Ultimately the Matrix feature is extremely flexible and adaptable, allowing us and our clients to build content quickly and easily and reorganise content by dragging and dropping blocks exactly where we want them. Think of the amount of time saved!

# WHY WE LOVE CRAFT CMS

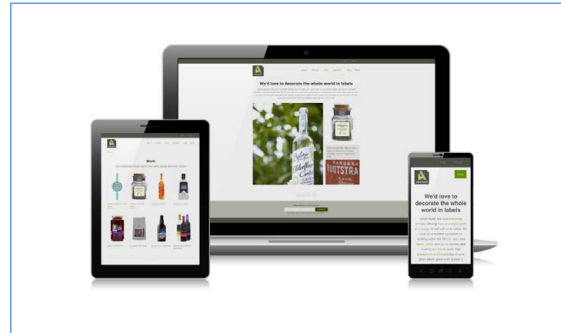


[www.3dwtech.co.uk](http://www.3dwtech.co.uk)

## Our Sunny Thinking approach to website projects

As a creative marketing agency we approach web projects with a different perspective than most purely digital agencies. We're not an agency that is full of jargon and over complicates life. We think about your brand, your message and how your website needs to dovetail with your wider marketing activity.

We want to tell your story through your website, not just obsess about technology and put building blocks together. Yes we can still consider other CMS for your site, we've also built a few small budget sites using WIX for example recently. But ultimately, we think Craft gives us the best platform to do just that.



[www.labelapeel.co.uk](http://www.labelapeel.co.uk)

If you're looking to design a new website or give your current site a refresh, we'd heartily recommend Craft CMS to you. Drop us an email and let's arrange to talk about how we can bring your website to life. We can also discuss your other digital marketing too including email marketing, social media and online advertising too and how that all fits within your wider brand and marketing strategy.

**If you want help with your website contact [ideas@sunnythinking.com](mailto:ideas@sunnythinking.com)**

Cheers and thanks for reading.

Team Sunny Thinking