
Why use DotNetNuke?

1. You can have an instant website
Simply download and install. It will look professional and you can add content without programming. Alternatively you can sign up to one of hundreds of hosting companies who offer DotNetNuke free (but charge for the hosting) and be operating within an hour.
2. Plug in module based architecture
Modules are blocks of content which can be placed anywhere on a page. If you change your mind just move them to a different location – no coding...a few clicks. There are thousands of plugin modules available from third parties to add all types of functions.
3. Easy to apply skins
Skins are the look and appearance, and navigation of the web site. Professional and sophisticated skins are available to be applied in a few minutes, to dress up your site. They are search engine friendly and easy for someone with a little CSS knowledge if you are not completely happy with the standard skin. Skins can be changed like a suit of clothes.
4. Good security
DotNetNuke has good Role based security which is easily expanded by the average site owner. You can determine who can see what pages, and even which modules can be seen on each page by the Security roles.

This is great for building up interaction with visitors who buy from you or update their details on the web – makes newsletters easy.

Some users can have editing rights to specific areas, while others have rights to other areas. This allows your business knowledgeable people to update and make sure information is relevant and of interest – they do not have to be programmers.

5. Error logging
DotNetNuke has its own error logging, so you understand difficulties visitors are experiencing. This is an invaluable tool to help you evolve the site over time and eliminate frustration.

6. Resource availability

DotNetNuke is built using Microsoft's .NET platform. This means there are lots of people around who can help you if needed – for a reasonable cost.

7. Many applications

It was originally a Content Management system which means you could give non-technical people access to change content, but protect them from making big mistakes, or allowing them to access content areas beyond their business knowledge.

Today there are online stores out-of-the-box , appointment booking systems, event management, in-built CRM modules – all sorts of applications. There are even tool sets specifically for DotNetNuke to allow non-developers to build applications reading and writing to databases.

8. Performance and scalability

The DotNetNuke site itself receives over 3.7million hits each month and major Australian sporting bodies have implemented website which get large numbers of hits soon after a game.

9. Large community

There are over 700,000 websites using DotNetNuke which ensures on-going development. To take the technology to the high end of the market, there are new additions which do carry a cost, but are there for the major corporate – and even local presence in Australia of DotNetNuke organisation to promote and develop the higher commercial end – while the Community Edition remains free.

10. Free BSD license

DotNetNuke was originally developed by passionate developers as a hobby, but this has now gone beyond that into a new era of open source code effectively managed by a professional team who earn income by providing extended versions to major corporates. Medium and small businesses benefit enormously – just download it for free.