

Tiki_org_Homepage_concepts

Tiki

[concept: "is" (some key identifier/describer)]

A web platform for/that/ ~

[that can do this:]

(graphic)

dynamically and attractively present information

[concept: power of trackers/search]

(graphic)

use the full range of website features in one platform

[concept: full-featured]

(graphic)

(to be determined)

[concept: configurable/flexible]

[<- - Three strong points / appeal to visitor / "what Tiki can do for you"]

[Here's why it stands out (more info to clarify benefits/contrast with alternatives):]

Not just a CMS, but a full-featured platform that can be configured for many purposes....

[These are problems you can avoid:]

- With Tiki's all-in-one model, there's no need for third-party plugins - Avoids upgrade and compatibility problems.
- Have confidence in going with a mature project with active and approachable developer and user communities.
- As a more selective choice, Tiki is a less-attractive target for malware scripts.

[Next steps (these pages need to load fast):]

- "I'm a developer and want to get involved."
- "Show me some typical use cases."
- "Give me more technical information."
- "Just let me download it."

[These could be phrased as quotes or as simple labels]