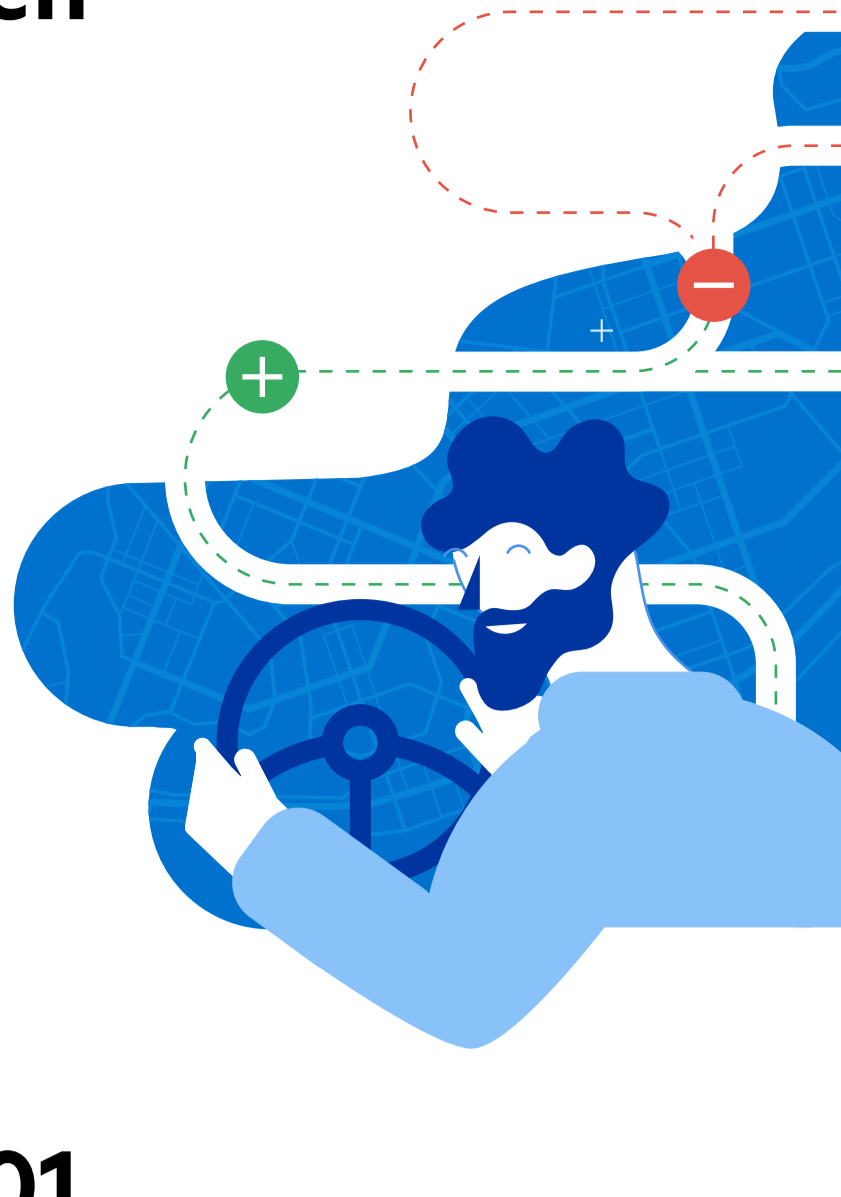


Critical Factors When Choosing a CMS

Choosing the right content management system (CMS) can be tough. You don't want to get caught asleep at the wheel, but at the same time, there's just so much to consider!

Fortunately, we've got some easy-to-follow directions that can help you get back on track. Just ask yourself these seven questions as you consider your CMS options and it should be smooth sailing from there.



01 Does it have headless functionality?

- + Today's digital experiences extend beyond the website to all sorts of digital devices, from smartwatches to VR. Headless functionality enables you to easily bring your content to all of these touchpoints.
- A tightly coupled CMS limits your flexibility, making it harder to support experiences beyond a simple website.

02 Is it user-friendly?

- + The modern digital world moves quickly, and you need to move even faster to stay ahead. Your CMS should empower your agility, enabling you to launch new experiences quickly and easily as needed.
- Your IT team has its own priorities. Your CMS can quickly become a bottleneck if you need to rely on IT.

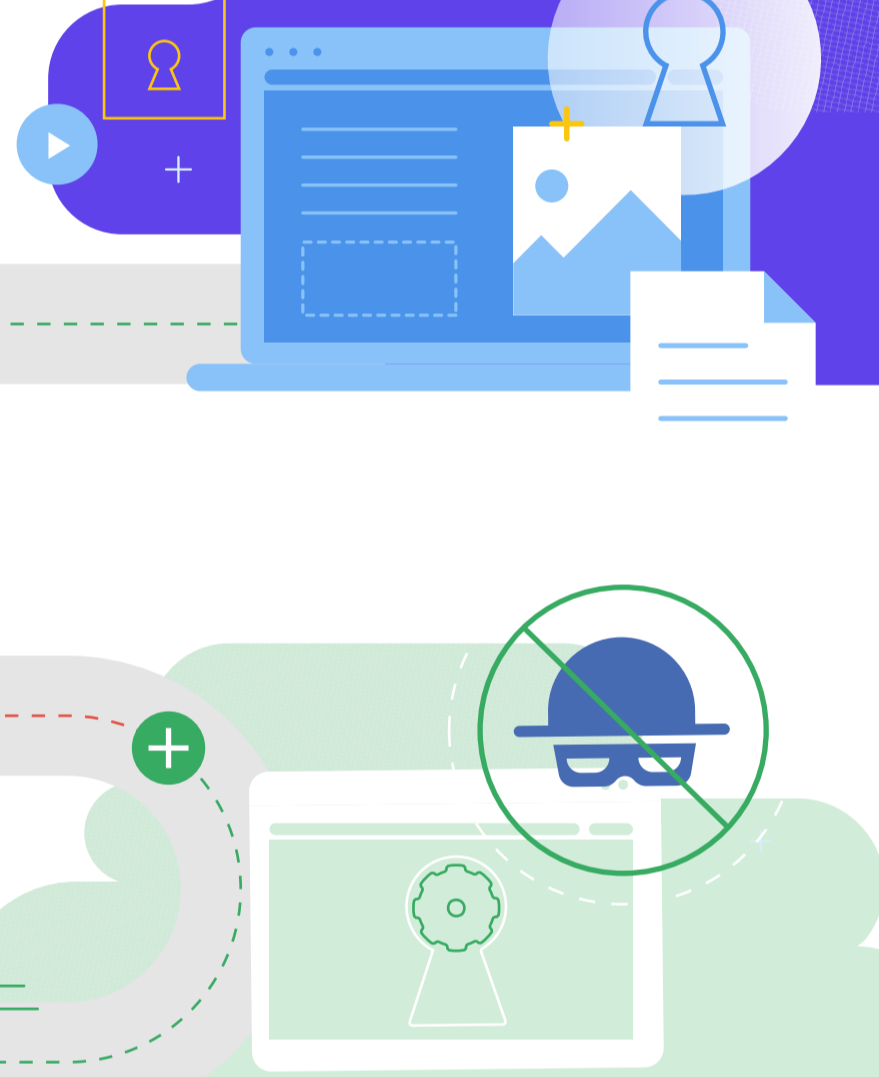


03 Is there personalization based on analytics?

- + You create the content, but the customer owns the experience. Personalization and analytics help you craft highly relevant digital experiences that speak to your customers' specific needs.
- If content isn't personalized, people don't want it. Studies have shown that irrelevant content frustrates customers.

04 Does it have advanced security?

- + Security is the silent thriller—when your CMS comes with advanced security, you've got one less thing to worry about.
- People are more aware of security and privacy than ever, with breaches and hacks causing lasting damage both in terms of brand reputation and regulatory fines.

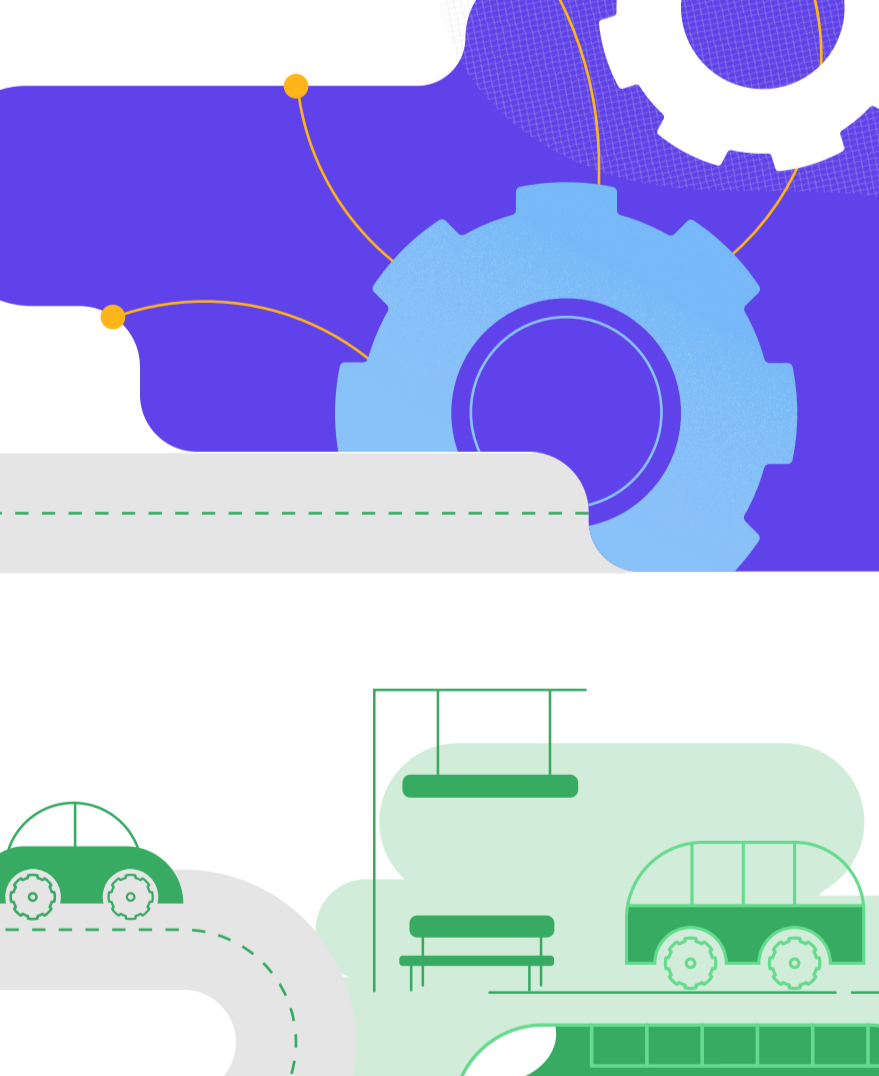


05 Is it multisite/multilingual?

- + The digital world is a global world. Being able to manage multiple sites is key to maximizing your reach.
- Lack of multilingual and multisite management capabilities is a quick way to shut down your avenues for tapping into new audiences.

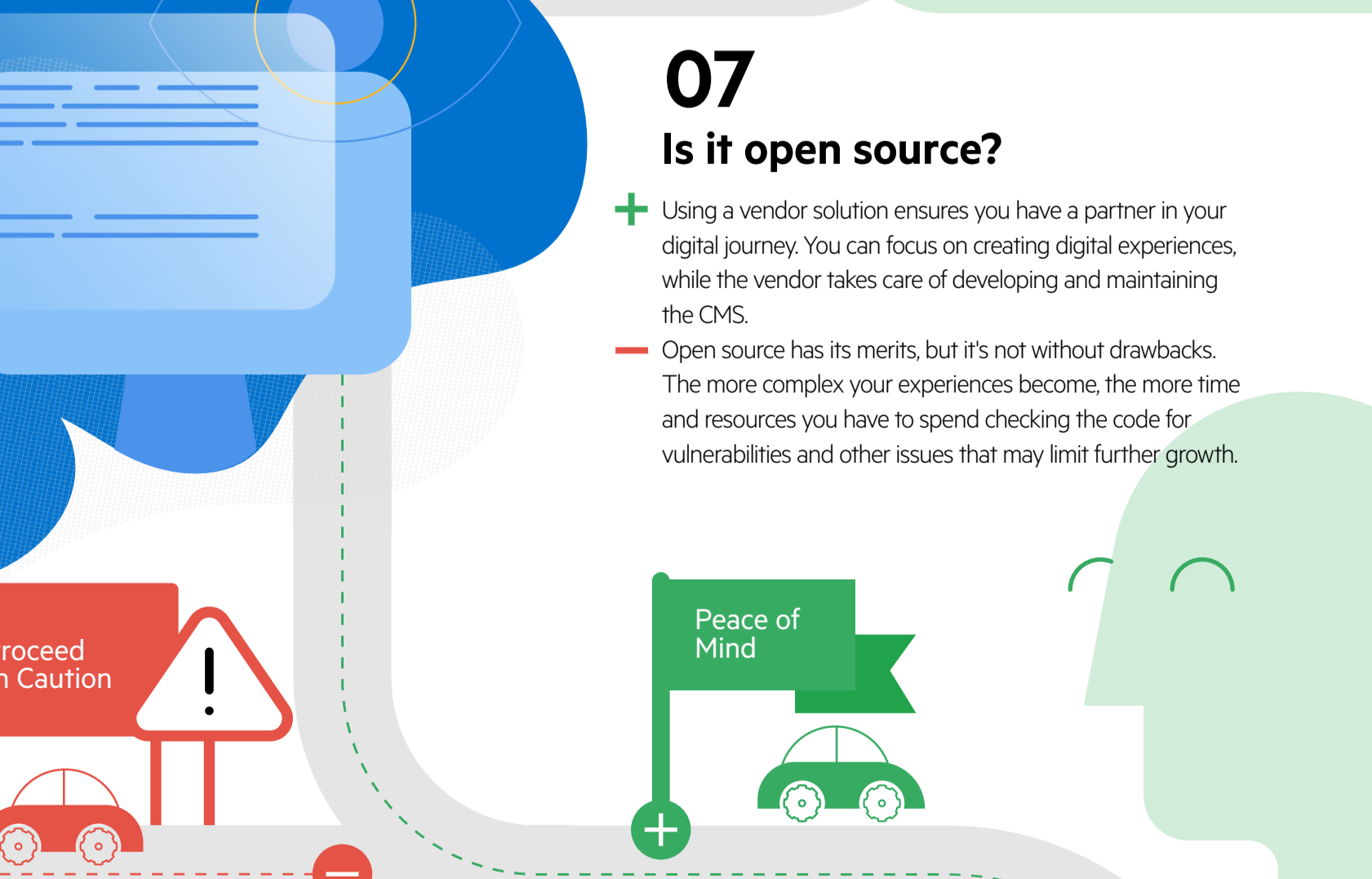
06 Does it have integrations?

- + Marketing technologies like CRMs further empower your digital experiences, and built-in connectors enable you to make the most out of your marketing technology stack.
- Silos are the shackles of today's digital landscape. Without built-in connectors and support for integrations with key systems, your omnichannel experiences will be heavily limited.



07 Is it open source?

- + Using a vendor solution ensures you have a partner in your digital journey. You can focus on creating digital experiences, while the vendor takes care of developing and maintaining the CMS.
- Open source has its merits, but it's not without drawbacks. The more complex your experiences become, the more time and resources you have to spend checking the code for vulnerabilities and other issues that may limit further growth.



You've arrived at your final destination—a CMS that will help you lay the foundation for success, both today and tomorrow.

[Learn more](#)