

Tuesday 3 November, 2020 • 10:00am–10:45am



How to find the **perfect** Content Management System (CMS) that **works for you.**

A webinar presented by



Before we begin...

- We are recording — you'll receive a link to the recording & slides
- Please stay muted
- Submit your questions to us using the chat feature in Zoom we will answer them at the end
- I'll be covering this topic broadly
- #WebBoxWebinar

Your Host



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In the next 45 mins...

- The What, Why and Who
- What to look for in a CMS
- Common mistakes when choosing a CMS
- CMS Guide
- Q&As

What is a CMS

- A content management system (CMS) is a web application that is used to allow non-technical users to manage content and media on their website or web platform.
- A CMS normally allows for:
 - Content creation
 - Content and media storage
 - Workflow management
 - Scheduled publishing

Why use a CMS

- Total Control
- Multiple Users
- Security
- Updates & Upgrades
- Modular Development

Who should choose the CMS

- This might be easier said than done!
- Figure out stakeholders involved in the CMS decision
- Prioritise stakeholder requirements



Who should choose the CMS

	Must-haves	Important	Nice-to-haves	Would-haves
IT	• Redundancy • Backups	• Security	• Pen testing	• Auto-scaling server resources
Marketing	• Integration with other tools	• Custom URLs / permalinks	• Personalisation features	• Content scheduling
Sales	• Flexible product catalogue • Product listing	• Search • Flexible pricing • Integrations	• Segmented pricing • Flexible shipping	• Region specific content
Editorial	• WYSIWYG editor	• Content management, permissions and workflows	• Editorial calendar	• Content analytics



What to look for in a CMS

What to look for in a CMS – #1

- Business impacts:
 - What impacts will this platform have on my business?



What to look for in a CMS – #2

- True costs:
 - Do I understand the true costs of the platform?



What to look for in a CMS – #2

“This is not just about keeping things ticking over. You have to invest in regular improvements to keep the system in good shape. This should save you money in the long run and provide a better service for your customers.”

Arif Harbott

What to look for in a CMS – #3

- Technology:
 - How well does the CMS play with my existing technology stack?



What to look for in a CMS – #4

- Skillset:
 - How easy is the CMS to deploy? Does it require special skills to use?



What to look for in a CMS – #5

- Security:
 - Security is obviously a big consideration. You want a CMS that will keep your content and customer data secure against current and future threats.



What to look for in a CMS – #6

- Customisation:
 - The best CMS platforms are not always the ones that give clients everything they need right out of the box, but the ones that allow clients to customise the platform to meet their needs.



What to look for in a CMS – #7

- Search engine optimisation:
 - SEO is an art that you'll want to keep practising, and you'll need your new CMS to aid you in that.



What to look for in a CMS – #8

- WYSIWYG content creation:
 - Can marketers easily edit the look and feel of content using the editor?



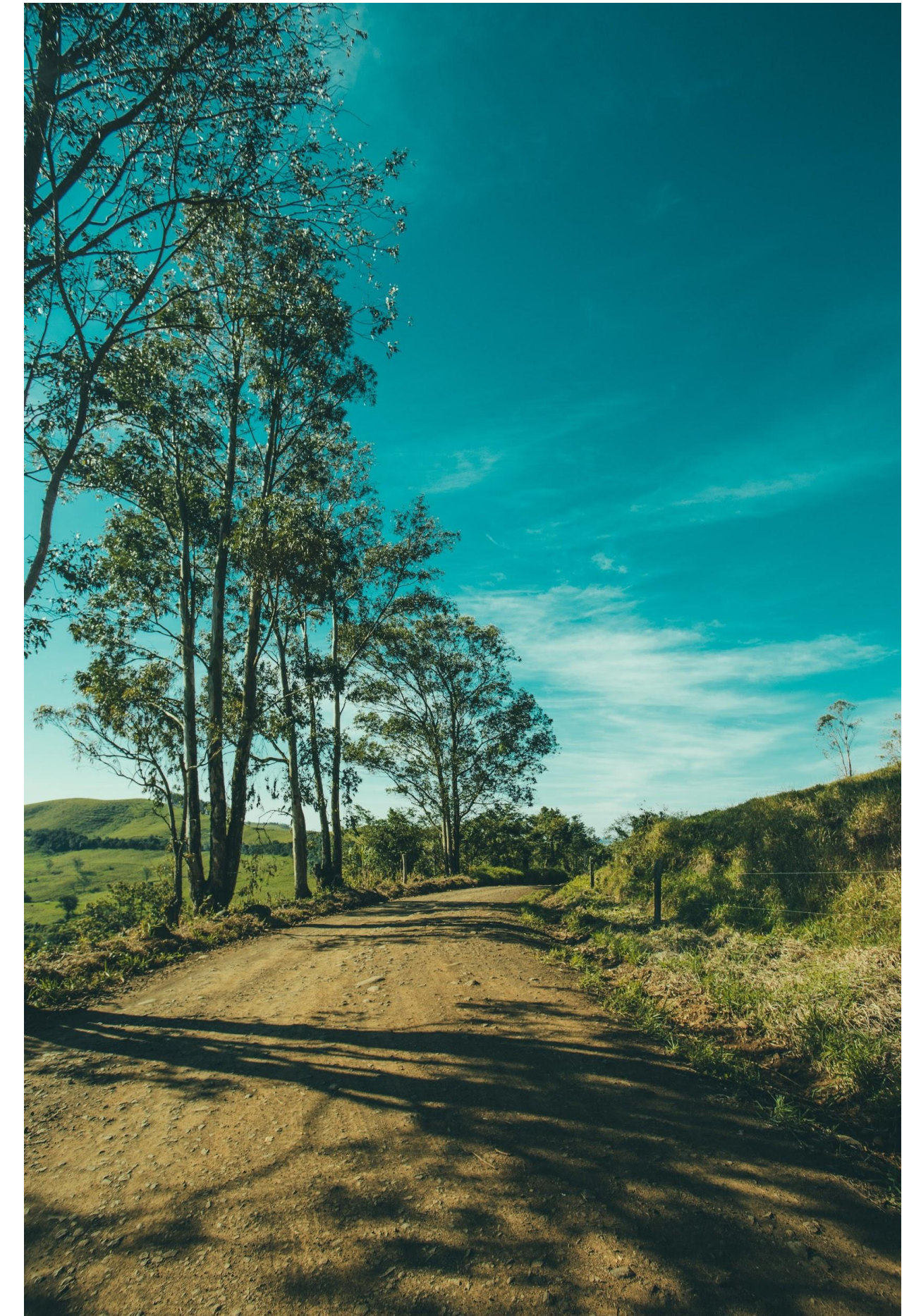
What to look for in a CMS – #9

- Support:
 - Does the CMS vendor or agency provide the training and ongoing support I need to be successful?



What to look for in a CMS – #10

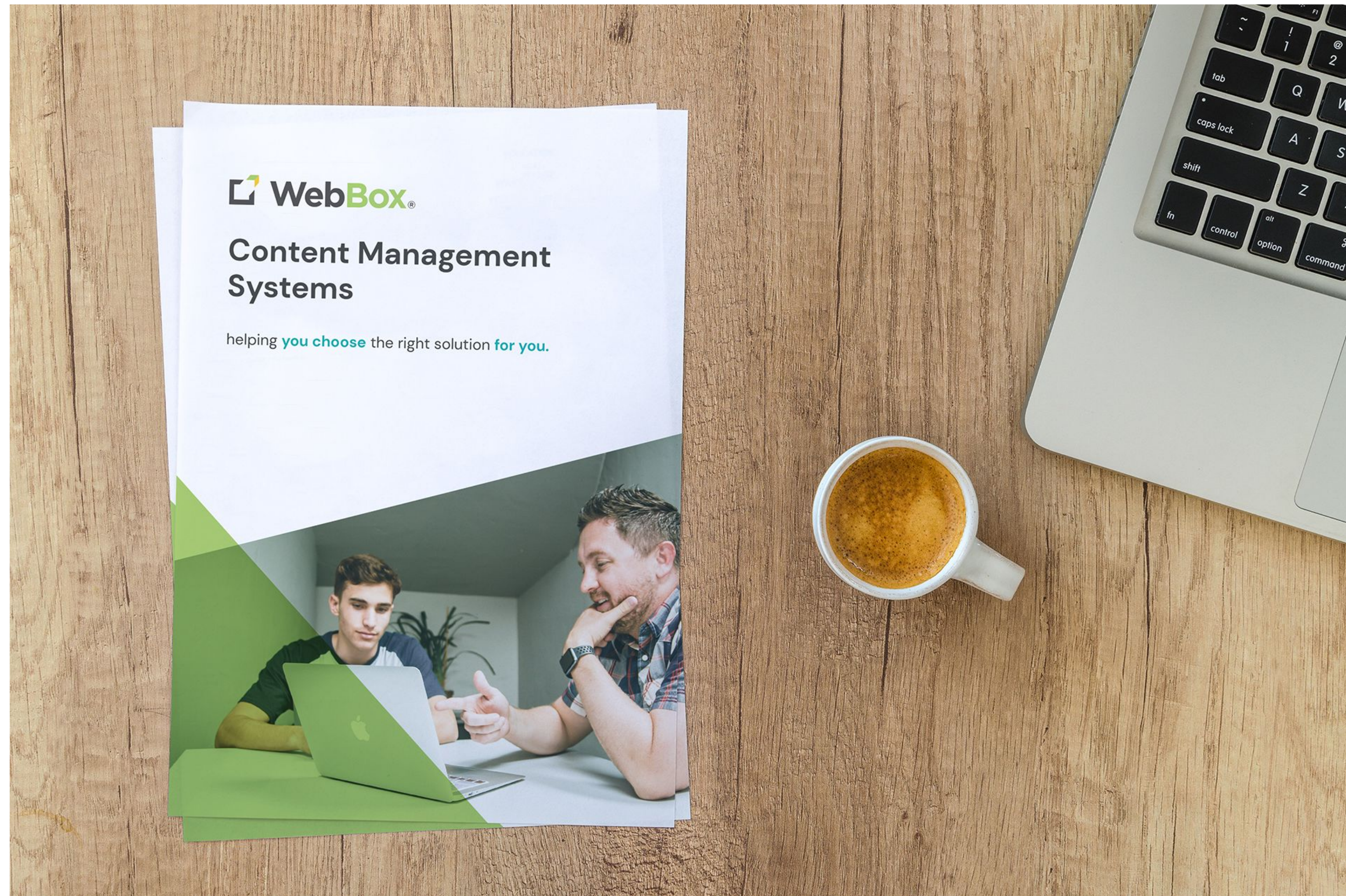
- Future needs:
 - How does the platform cope with changes in my business needs?



3 common mistakes

- Not considering your future requirements
- Choosing a CMS without any collaboration with your agency or web developer
- Choosing a CMS based on recommendation rather than taking a considered approach.

Everyone loves a freebie!



Can I help?

Yes!

Just email me at will@webboxdigital.co.uk and use the subject line **'I'm choosing a CMS — can you help?!'**

Questions

Submit your questions using the chat feature in Zoom.

#WebBoxWebinar

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Thank you for listening!

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