WebBox ®

Content management systems

helping you choose the best solution.

What is a content management system (CMS)?

This is the first question you should ask yourself when looking to work with a digital agency.

A content management system (CMS) is an application that is used to manage web content, allowing multiple contributors to create, edit and publish. Content in a CMS is typically stored in a database and displayed in a presentation layer based on a set of templates.

The following are the basic features of a CMS:

- Content creation (allows users to easily create and format content)

- Content storage (stores content in one place, in a consistent fashion)

- Workflow management (assigns privileges and responsibilities based on roles such as authors, editors and admins)

- Publishing (organises and pushes content live).
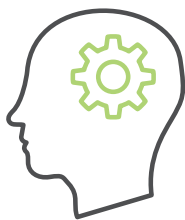
What are the benefits of a CMS?

Cost effective

When a company uses a CMS it reduces its reliance on developers to make changes to the website, reducing associated costs.
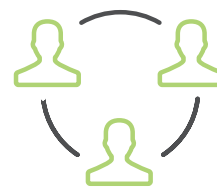
Time saving

A CMS enables content to be published as and when you wish 24/7 as long as you have an internet connection.
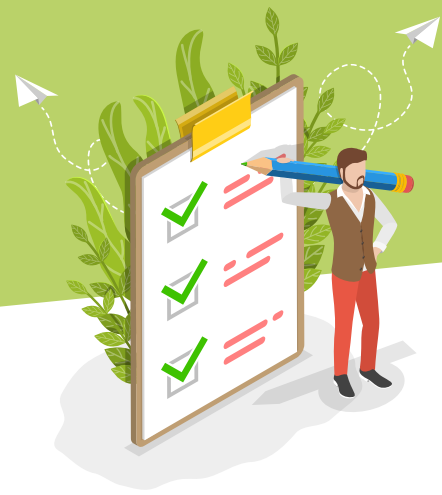
Intuitive

A major advantage of a CMS is that it allows non-technical people to easily create and manage their own web content.

Collaborative

Multiple users can login and contribute, schedule or edit content and it can be accessed from anywhere by any number of users.

What to look for in a CMS

Before choosing a content management system, it is beneficial to evaluate your company's information management practices and overall business goals with respect to the publishing of content.

You will need to begin by making a list of the business problems you are trying to solve as well as any specific requirements you may have. This will help you choose the right content management system — the one that supports your business requirements — rather than the most popular or well-liked.

CMSs come in all shapes and sizes, each with its own set of features and benefits. Some are ideally suited for blogging; others may be tailored to eCommerce sites with features for pricing and accounting functionality. Specifics will vary based on your company's needs and resources.

Here are some questions to consider in the evaluation process:

- What is your budget?

- What business operations does the CMS need to support?

- What technologies does the CMS need to support or integrate with?

- How easy is it to create and edit content?

- How many different groups of users will there be?

- Is the platform SEO-friendly?

- How large is the developer community?

- Is the CMS open source and can I transfer it to another provider?

What business operations does the CMS need to support?

After price, the next major consideration is which business operations the CMS will need to support. Does your company need to publish hundreds of new videos a day? Change prices on thousands of SKUs per day? Host images for blog posts?

What technologies does the CMS need to support or integrate with?

If your company already uses a CRM, ERP or web analytics program, you'll need to consider a CMS that integrates with existing online marketing software.

What is your budget?

If you have infinite resources to spend, there are some very complex content management systems with features designed to make content creators' and editors' lives easier. With a limited budget, however, your choices will be more limited.

How easy is it to create and edit content?

The larger the company, the more removed the end user of the CMS will be from the person who implements it. Ideally, the system will be easy to use and intuitive, with features like a WYSIWYG editor.

How many different groups of users will there be?

One consideration will be the various different levels of administration privileges that are required. Consider the various user roles, including the role of managers in reviewing scheduled content.

Is the platform SEO-friendly?

If SEO is important to your company, you will want a CMS that automatically handles basic on-page optimisation tasks such as title tags, urls, alt tags on images, and a sound internal linking structure.

How large is the developer community?

Some of the CMS platforms, particularly WordPress, come with very large developer communities. The advantage to a sizable community is the amount of online help and documentation you will find on most aspects of customisation.

Is the CMS open source and can I transfer it to another provider?

There are many website content management systems but the main difference is if they're open source or proprietary. Open source CMSs are free and are developed in a voluntary capacity whereas proprietary CMSs are built and managed by a single company.

CMS Q&A
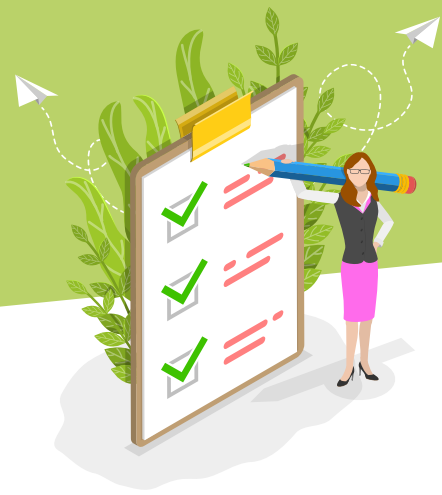
Get the CMS you need. Add your answers to clearly let us understand your CMS requirements and optimisation needs.

What is your budget?

What business operations does the CMS need to support?
i.e. change prices on thousands of SKUs per day

Does the CMS need to integrate with a third-party service?

How important is it that the CMS is open source and can be easily transferred to another provider?

How many different groups of users will there be?
i.e. Author, contributor and user.

WORDPRESS

With around 18 million installations, WordPress is the most-used open source CMS worldwide. Originally conceived as a blog system, a number of extensions are now available for the basic installation, making it possible to upgrade the software to a fully functional content management system.

Pros

- Open source
- Large community
- Minimal effort for installation and setup
- Intuitive user interface
- Simple integration of plug-ins and other extensions.

Cons

- Customised layouts are hard to use
- Frequent updates
- Third-party plug-ins and other extensions are prone not to be supported
- Limited stability and performance capability with high traffic
- Reputation for being vulnerable to hacks and malware installation.

sitecore®

Sitecore is a leading digital experience software used by organisations globally to create seamless, personalised digital experiences. Sitecore is an integrated platform powered by .net CMS, commerce and digital marketing tools.

Sitecore's key product is the Sitecore Experience Platform (XP) which combines their powerful content management system (CMS) Sitecore Experience Manager and Sitecore Experience Database (xDB).

Pros

- 3 products available: Experience Platform, Experience Manager and Experience Database

- Online and phone support

- Free trial available

- Supports multi-languages

Cons

- Not open source, uses .NET framework

- Expensive ($50 to $300 for basic functionalities, while the more extensive apps can cost up to $1,500/month)

- Counter intuitive user interface

- Known difficulty locating .NET developers.

WebBox CMS

WebBox CMS is our secure in-house solution which has been developed to meet the many varied requirements of our clients. It is a powerful, flexible CMS which can be customised to manage websites of differing size and since its first build in 2014 hasn't received a data breach.

Pros

- Built upon Symfony framework, the leading PHP framework as used by Facebook, Spotify and Trivago

- SensioLabs affiliate, giving us access to world-exclusive resources — in a nutshell, this means we are on the cutting edge of web development so we can deliver the most state-of-the-art solutions

- One-to-one support — you'll be able to speak to a member of our team, opposed to receiving automated generic responses

- Intuitive user interface

- Bespoke to your requirements

- Never been compromised.

Cons

- Unable to add plug-ins/extensions

- Third-party developers would need time to learn our CMS.

At a glance

Bearing in mind the features you require for your website, use the matrix beneath to choose the solution correct for you.

	Sitecore	WordPress	WebBox
Easy to install	✔	✔	✔
Minimal security breaches	✔	✘	✔
Intuitive user interface	✘	✔	✔
Plug-ins and other extensions	✔	✔	✘
One-to-one support	✔	✘	✔
System support	✔	✔	✔
eCommerce as standard	✔	✘	✔
Scalable	✔	✔	✔
In-house CMS training	✘	✘	✔
SEO optimised as standard	✔	✘	✔
Light on server resources	✔	✔	✔
Multilingual as standard	✔	✘	✔
Unintrusive updates	✔	✘	✔
Open source	✘	✔	✘
Large community	✘	✔	✔

About WebBox CMS

Perfect for projects that need a bespoke approach.

At WebBox we have developed our own content management system (CMS) for projects with complex specifications.

Born out of our frustration with using off-the-shelf solutions that were regularly hacked and not flexible enough for our clients' needs, our proprietary CMS is now used by the NHS and FTSE 100 firms Airbus and DS Smith.

Because every client is different, and each brief is unique, so are our solutions. Our expertise in this area means that not only will our solution meet your needs today, but will be flexible enough to meet your changing business requirements in the future.

Built using the Symfony framework, used as a basis for many other content management systems and in which we are fully accredited, our CMS is ideal for projects that require a more bespoke approach.

It lends itself to endless possibilities, especially when it comes to third-party integrations, complicated eCommerce projects and platforms that can be scaled.

Keen to find out more?
Get in touch to find out more about our bespoke CMS services.

www.webbox.digital
02920 09 19 29

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