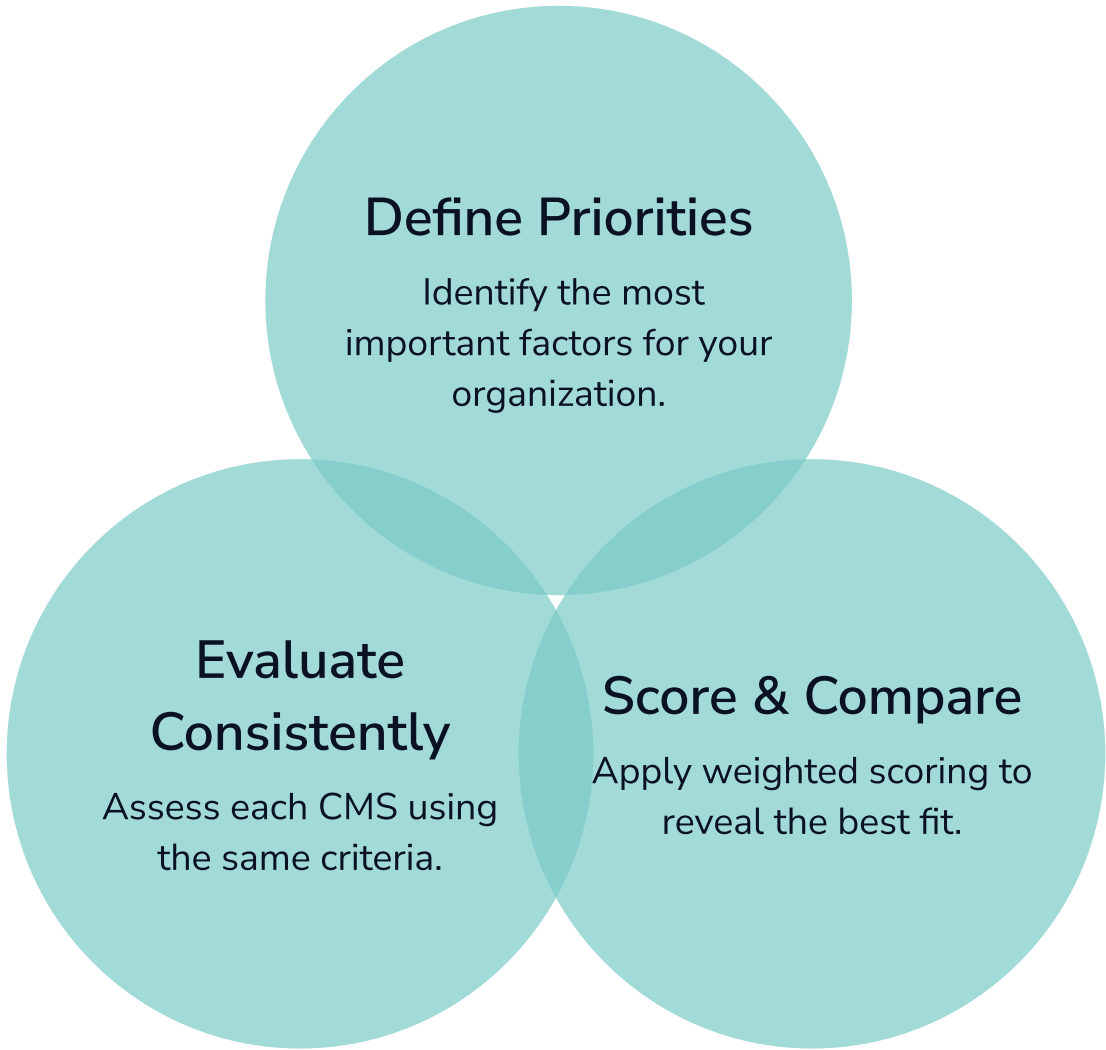




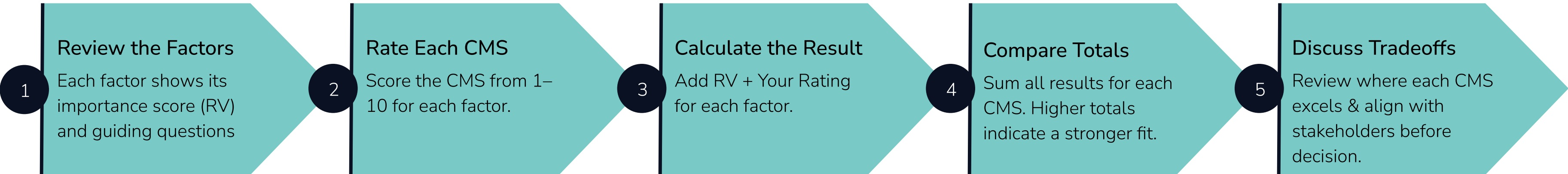
# CMS Decision Matrix

## CMS Decision Matrix

The CMS Decision Matrix provides a framework to compare options based on weighted factors, ensuring decisions are made objectively rather than by preference or feature hype



## How to Use the CMS Decision Matrix



| Factor                        | Importance                               | Relative Value or Importance (RV)<br><small>(10=high)</small> | Questions and Considerations                                                                                                                                                                                                                                                                              | Your Rating (1-10) | Result RV + Your Rating |
|-------------------------------|------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------------------|
| Total Cost of Ownership (TCO) | Impacts the budget and ROI               | 9                                                             | <ul style="list-style-type: none"><li>What are the upfront and ongoing costs?</li><li>Are there hidden fees (e.g., plugins, storage, user seats)?</li><li>What is the projected 3-5 year cost?</li></ul>                                                                                                  |                    |                         |
| Integrations                  | Ensures compatibility with current tools | 8                                                             | <ul style="list-style-type: none"><li>Does it connect easily with CRM, ERP, analytics, etc.?</li><li>Are APIs robust and well-documented?</li><li>How often are integrations updated or deprecated?</li></ul>                                                                                             |                    |                         |
| Scalability                   | Supports future growth                   | 9                                                             | <ul style="list-style-type: none"><li>Can it handle increased traffic, sites, and languages?</li><li>What are the technical or licensing limits on scaling?</li><li>Can it support multi-site or multi-brand architectures?</li></ul>                                                                     |                    |                         |
| Security Features             | Reduces risk exposure                    | 0                                                             | <ul style="list-style-type: none"><li>Does it meet compliance standards and offer regular updates?</li><li>What authentication and user management options exist?</li><li>Are there built-in tools for audit logs and activity tracking?</li><li>How are vulnerabilities disclosed and patched?</li></ul> |                    |                         |
| Performance                   | Affects UX and SEO                       | 8                                                             | <ul style="list-style-type: none"><li>Are load speeds, uptime, and mobile performance strong?</li><li>Is there a CDN or caching strategy included?</li><li>How does it perform under load testing?</li></ul>                                                                                              |                    |                         |
| User Access & Role            | Supports workflow management             | 7                                                             | <ul style="list-style-type: none"><li>Can it accommodate content roles and approvals?</li><li>Is there granular permission control?</li><li>Can roles be customized for different departments or teams?</li></ul>                                                                                         |                    |                         |
| SEO Tools                     | Drives organic traffic                   | 7                                                             | <ul style="list-style-type: none"><li>Are there built-in tools or integrations for SEO?</li><li>Can users manage meta tags, sitemaps, and structured data?</li><li>Does it support SEO for multilingual sites?</li></ul>                                                                                  |                    |                         |

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| Analytics Support          | Enables performance tracking         | 7                                                             | <ul style="list-style-type: none"><li>How easily can we track KPIs and campaign data?</li><li>Are dashboards customizable?</li><li>Can it integrate with external analytics platforms?</li></ul>                                                                                                                                                                                                                                                                                                                                                                  |                    |                         |
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| Ease of Use                | Impacts adoption across teams        | 9                                                             | <ul style="list-style-type: none"><li>Can non-tech staff publish and manage content?</li><li>How quickly can a new non-technical user publish a basic page or blog?</li><li>Is the content editor intuitive and WYSIWYG? Are formatting tools easy?</li><li>Is uploading and embedding images/files easy for general users?</li><li>Are menus, content structures, and workflows logically laid out?</li><li>Are tooltips, tutorials, or onboarding guides readily accessible?</li><li>Is there mobile editing support?</li></ul>                                 |                    |                         |
| Content Flexibility        | Supports creative brand storytelling | 8                                                             | <ul style="list-style-type: none"><li>Can users easily build or modify page layouts without coding (drag-and-drop, blocks, etc.)?</li><li>Can users save and reuse content blocks or templates across pages or sites?</li><li>Can admins define and manage custom content types (e.g., events, people, case studies)?</li><li>Can brand elements (typography, spacing, colors) be adjusted by content teams?</li><li>Can the CMS handle rich media (video, audio, animation) and embed them seamlessly?</li><li>Can content be scheduled and versioned?</li></ul> |                    |                         |
| Internal Adoption          | Ensures buy-in across departments    | 7                                                             | <ul style="list-style-type: none"><li>Will both Marketing and IT support this CMS?</li><li>Is there a clear training path for all user types?</li><li>Are there champions or superusers in other organizations?</li></ul>                                                                                                                                                                                                                                                                                                                                         |                    |                         |
| Vendor Support & Community | Affects long-term reliability        | 9                                                             | <ul style="list-style-type: none"><li>Is there responsive support and an active ecosystem?</li><li>What are the SLAs for support?</li><li>Is the documentation comprehensive and up to date?</li><li>How active is the user community for troubleshooting?</li></ul>                                                                                                                                                                                                                                                                                              |                    |                         |
| Future-Proofing            | Prepares us for change               | 8                                                             | <ul style="list-style-type: none"><li>Is it moving toward headless, omnichannel, AI, etc.?</li><li>How often are major updates or innovations released?</li><li>Is there a clear product roadmap?</li></ul>                                                                                                                                                                                                                                                                                                                                                       |                    |                         |
| Brand Expression           | Enhances perception and trust        | 7                                                             | <ul style="list-style-type: none"><li>Does it support modern, consistent branding?</li><li>Can design systems and brand guidelines be enforced?</li><li>Are templates flexible but brand-safe?</li></ul>                                                                                                                                                                                                                                                                                                                                                          |                    |                         |
| Speed to Marke             | Helps seize opportunities            | 9                                                             | <ul style="list-style-type: none"><li>How fast can we launch or update content?</li><li>Are there pre-built templates or starter kits?</li><li>Can teams work in parallel without bottlenecks?</li></ul>                                                                                                                                                                                                                                                                                                                                                          |                    |                         |

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|----------------------|------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------------------|
| Control & Ownership  | Reduces dependency on outside help | 8                                                             | <ul style="list-style-type: none"><li>Can we own our digital presence without ongoing dev help?</li><li>Is data export/import straightforward?</li><li>Are there restrictions on custom development or hosting?</li></ul>                                                           |                    |                         |
| Cultural Fit         | Promotes organizational alignment  | 6                                                             | <ul style="list-style-type: none"><li>Does it reflect how our teams prefer to work?</li><li>Is the CMS adaptable to our workflows and approval processes?</li><li>Does it support remote and distributed teams?</li></ul>                                                           |                    |                         |
| Migration complexity | If adopting a new CMS              | 8                                                             | <ul style="list-style-type: none"><li>What is the estimated migration effort and timeline?</li><li>Are there migration tools or services available?</li><li>What is the risk of data loss or downtime during migration?</li><li>Can legacy content and URLs be preserved?</li></ul> |                    |                         |
| Overall Score        |                                    |                                                               |                                                                                                                                                                                                                                                                                     |                    |                         |