



**Kentico**



**Ebook**

# How to choose your next CMS.

[kentico.com](https://kentico.com)

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# Follow these four checklists for CMS selection success.

Choosing the right Content Management System (CMS) or Digital Experience Platform (DXP) is far from trivial. It forms the foundation of your digital presence, affecting everything from website performance and customer experience to content management and scalability.

Choosing the wrong platform can cause significant problems. These may include technical issues, compatibility problems, inefficient workflows, and poor customer experiences. The negative effects of a poor choice can impact your entire organization. The time and resources spent on a subpar CMS can quickly become overwhelming, reducing productivity, slowing growth, and hurting your competitiveness.

The right CMS, however, can unlock a wealth of opportunities. It can empower you to streamline content management processes, enhance website performance, and deliver exceptional user experiences. It serves as a catalyst for innovation, enabling you to adapt to evolving digital trends, engage your audience effectively, and stay ahead of the competition.

This ebook contains four checklists to provide you with the knowledge and insights needed to navigate the numerous options and make an informed choice that aligns with your goals, objectives, and future vision.

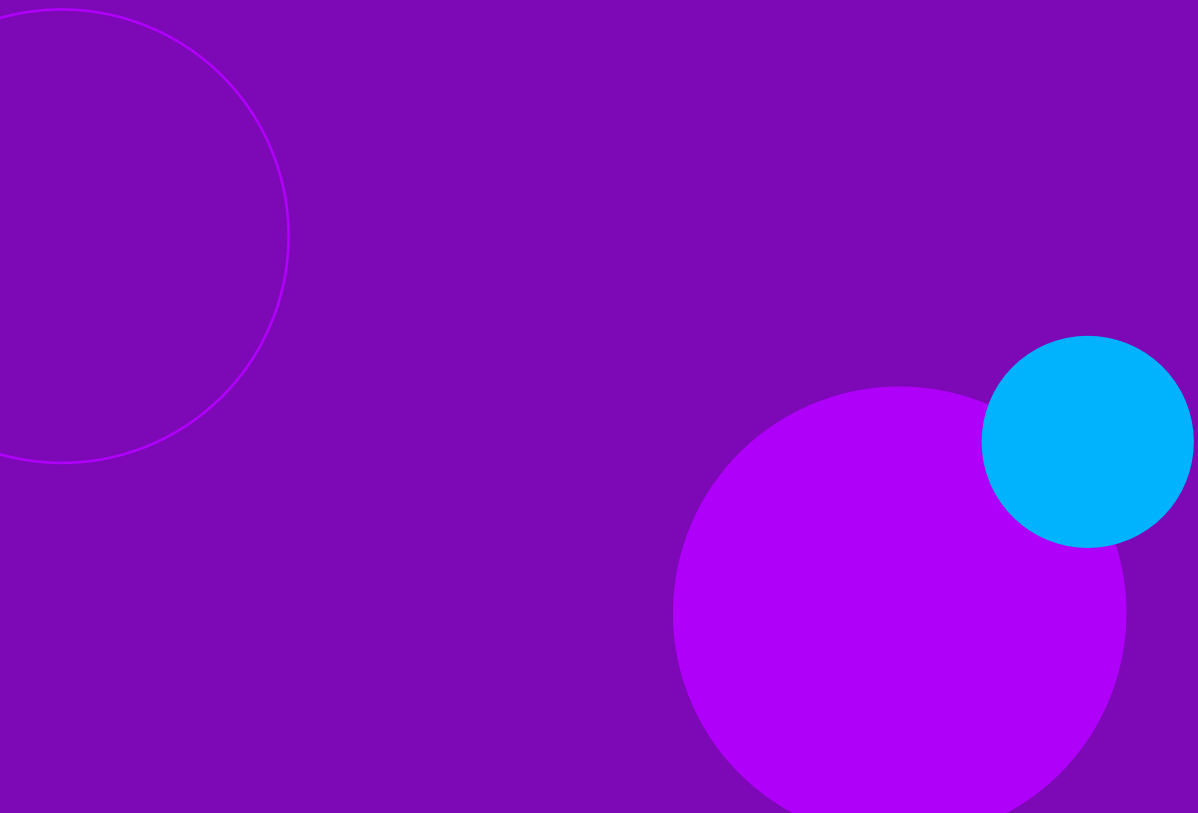
With the right CMS by your side, you can unleash the full potential of your digital presence and propel your organization toward success.

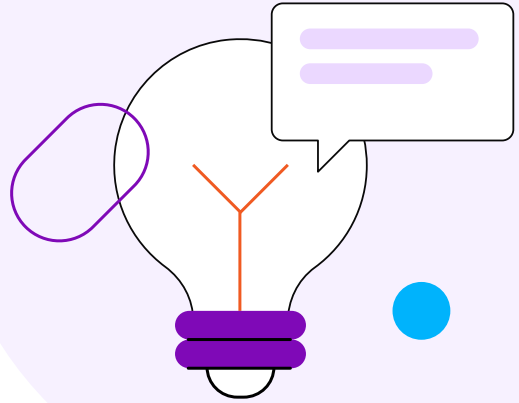




# Let's choose your next CMS.

We all know that preparation is half the battle, so our first checklist ensures you'll be starting from the right place and heading in the right direction.





## CHECKLIST 1

# Initial research.

Thorough research empowers you to navigate the complexities of the CMS landscape with clarity and confidence, enabling you to make choices that align with your organization's goals, requirements, and aspirations.

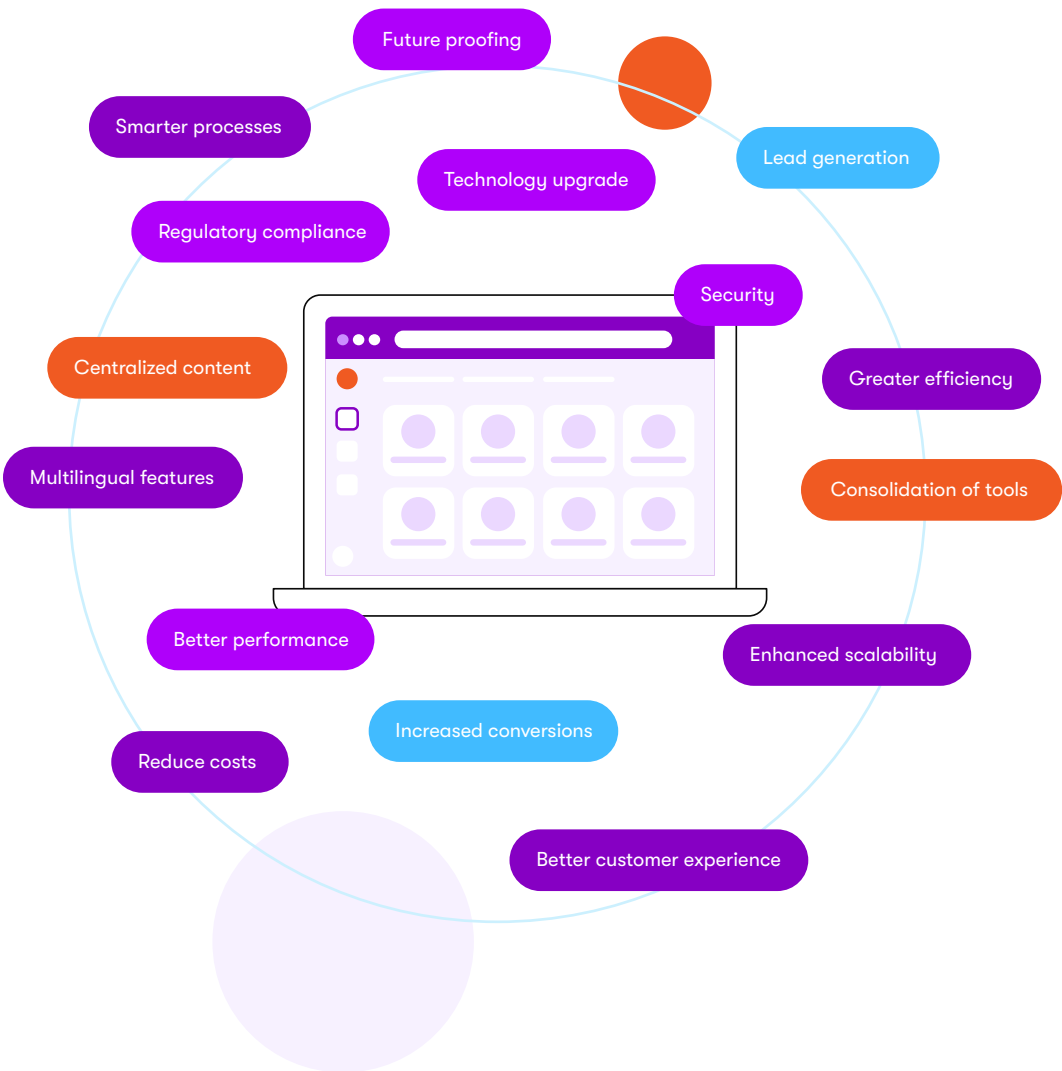
From understanding your organization's objectives and stakeholder requirements to exploring the features and functionalities offered by different platforms, we'll take you step-by-step through the process of gathering and synthesizing the information necessary to make an informed decision.



# Identify the primary goals of the new CMS

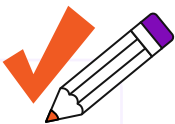
Identifying the primary goals of your new platform is a crucial first step. It ensures the CMS or DXP aligns with your strategic objectives and provides the necessary features and functionality to achieve those goals.

Here are some common business goals of a new CMS.



# Understand user needs

When choosing a new CMS or DXP, it's essential to gather input from all stakeholders to ensure that their diverse needs and requirements are considered in the decision-making process. Here are some key internal stakeholders you should talk to:



<b>IT department</b>	IT Managers, Developers, System Administrators
<b>Marketing team</b>	Managers, Content Creators, Digital Marketers
<b>Design team</b>	Graphic Designers, User Experience Designers
<b>Sales team</b>	Account Executive, Sales Manager, Sales Representative
<b>Executive team</b>	Chief Information Officer, Chief Marketing Officer
<b>Customers/Users</b>	Ideally, those who fit your ideal customer profile



# Do your market research

Research competitors’ websites to identify industry standards and best practices.  
Look out for:



<b>Design and layout</b>	user experience, user interactions
<b>Navigation</b>	ease, structure, user pathways
<b>Content types</b>	videos, blogs, newsletters, etc.
<b>SEO</b>	ranking, keywords, content structure
<b>Performance</b>	load times, mobile responsiveness
<b>Interactivity</b>	forms, chatbots, infographics
<b>Features</b>	e-commerce, forms, shopping cart, etc.
<b>Security</b>	HTTPS, privacy policies, GDPR



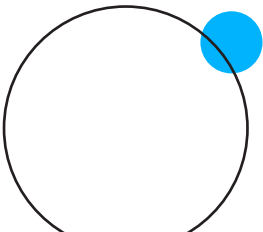


# Explore the choice of CMS and DXP solutions on the market and whether they match your needs.

Here are some ways you can do that.



<b>Vendor websites</b>	Search for eBooks, videos, and other educational materials.
<b>Review sites</b>	G2 Crowd, Capterra, TrustRadius, etc.
<b>Analyst reports</b>	G2, Gartner, Forrester
<b>Industry expert blogs</b>	CMSWire, TechCrunch, HubSpot
<b>Forums</b>	Stack Overflow, Reddit, Digital Point
<b>Case studies</b>	Check vendor and digital agency websites
<b>Webinars/Events</b>	CMSExpo or industry-specific digital marketing conferences
<b>Consultants/ Agencies</b>	Digital agencies have experience with and expertise in certain platforms.
<b>Demo</b>	1-on-1 demos help you assess the CMS against your specific needs



# Draw up a budget

Establish a comprehensive budget that covers both the initial setup and ongoing costs associated with your CMS. Consider the following to ensure you're calculating Total Cost of Ownership (TCO):



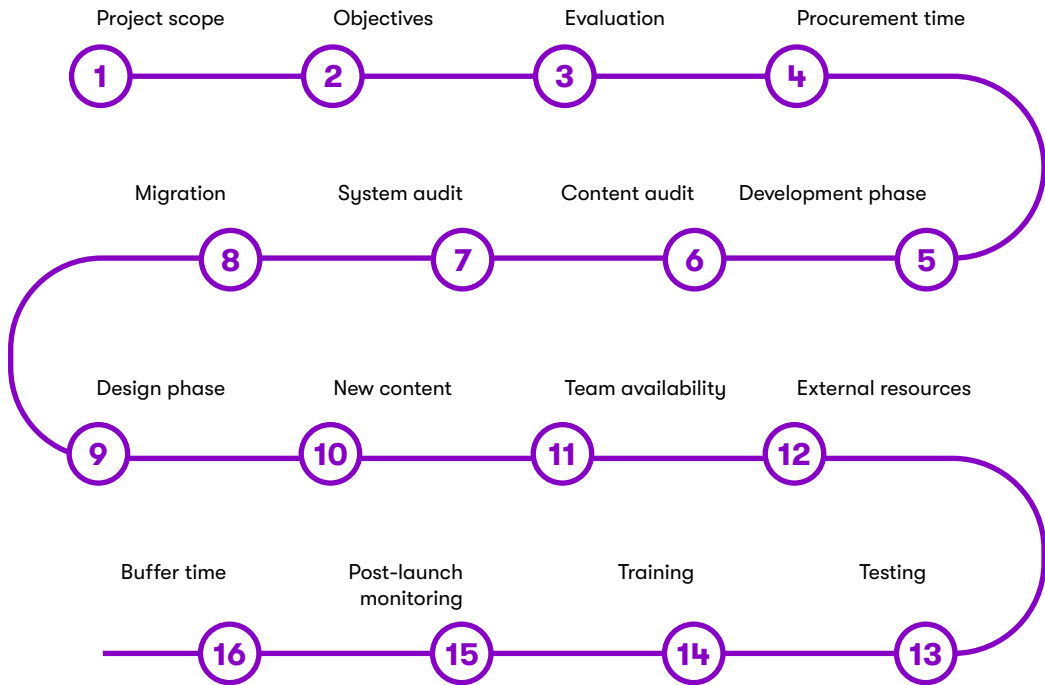
Software license/ Subscription fees	
Hosting (ongoing)	
Customization	
In-house development/ Agency fees	
UI/UX design	
Graphic design	
Data migration	
Content audit/clean	
Training	
Maintenance	
Support	
Security	
Third-party tools	
Hidden costs	
Contingency	



## Create a timeline

Outline a realistic timeline for implementation, including milestones and deadlines.

Considerations should include:

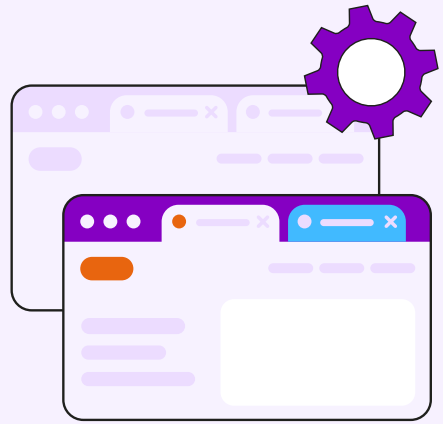


## Assess your organization's current digital maturity

Evaluate the technical skills available within your team to manage and maintain the CMS. You want to align your choice of CMS to current capabilities, but also ensure it can evolve alongside you as you evolve. Things to take into account include:

- Digital literacy
- Cultural readiness
- In-house skills
- Change management
- Existing workflows
- Current objectives





## CHECKLIST 2

# Functional requirements.

Functional requirements outline the specific features and capabilities your CMS must possess to meet your organization's needs. By clearly defining these, you ensure that your chosen CMS empowers you to achieve your objectives.

This checklist will help you pinpoint the essential features and functionalities that will drive success for your digital initiatives.



## Here are some of the most important capabilities you should look for in your new CMS or DXP:

### **Ease of use**

Is the CMS suitable for non-technical users (intuitive user interface, low-code tools)?

### **Multichannel**

Will the CMS allow you to manage content for multiple channels from one place?

### **Content types**

Is the CMS suitable for non-technical users, featuring an intuitive user interface and low-code tools?

### **Personalization**

Can the CMS automatically show content tailored to individual user preferences and behaviors?

### **Page building**

Can you easily build custom pages using drag-and-drop interfaces without needing to code?

### **Email marketing**

Can it seamlessly integrate with your CRM and monitor open rates, click-through rates, etc.?

### **Content hub**

Does it provide centralized content and asset management?

### **Marketing automation**

Can it automate workflows and automatically nurture leads through personalized email sequences?

### **Reusable content**

Does it maximize your resources by allowing you to reuse content anywhere?

### **Built-in SEO tools**

Does it help ensure your content is optimized to improve search engine visibility?specific permissions?



### **AI email assist**

Can it automatically suggest email content based on your specifications?

### **Multilingual support**

Can you manage translations and content in multiple languages?

### **Roles and permissions**

Can you create and manage different user roles with specific permissions?

### **Accessibility**

Does it help you stay compliant with accessibility standards like WCAG?

### **Customer tracking**

Does it bring insights into how users interact with your site (pages visited, time spent, actions taken)?

### **Privacy and data**

How well does it keep you compliant with GDPR, PII, CCPA, etc.?

### **Website analytics**

Does it monitor page load times, bounce rates, and traffic sources?

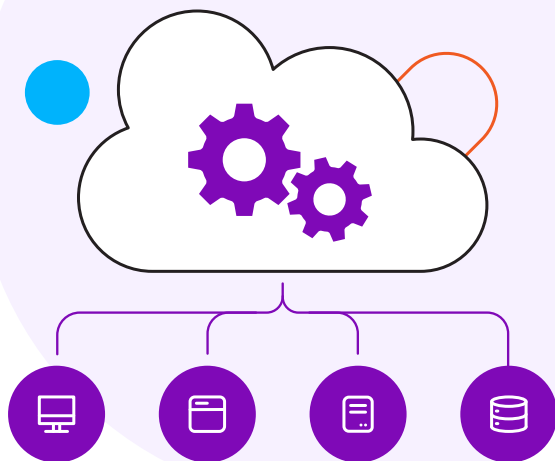
### **Mobile responsiveness**

Does the platform support responsive design and mobile-optimized content?



Next we move onto the important technical considerations that come into play when choosing a new CMS in order to ensure smooth immigration and future-proofing.





### CHECKLIST 3

# Technical requirements.

Technical requirements encompass the underlying architecture, technologies, and specifications that power your CMS, ensuring it operates efficiently, securely, and reliably within your IT environment.

By defining these requirements upfront, you lay the groundwork for a seamless transition to your new platform and set yourself up for long-term success.

Let's get into it.



## Here are some of the essential technical requirements you should look out for.



### Scalability

Can the CMS scale with your business (growing features, users, functionality, traffic, content)?



### API and extensibility

Are there APIs for extending functionality? How well does the CMS integrate with your other tools (CRM, PIM, etc.)?



### Implementation

Does the vendor offer a choice of on-premises or SaaS implementation? What about single-tenant cloud deployment?



### Headless

Is the platform head-on, fully headless, or hybrid headless? Be careful you [choose the right headless option for your needs](#).



### Customization

What are the options for customization? How easy is it to develop custom features?







### **Security features**

Are there security features with regular updates? Look for ISO 27001 and SOC 2 Type 2 certification.



### **Performance**

What's the platform's track record for uptime, reliability, and performance under high traffic conditions?



### **Hosting requirements**

Does the CMS/DXP have any hosting needs or specific server configurations or hosting environments?



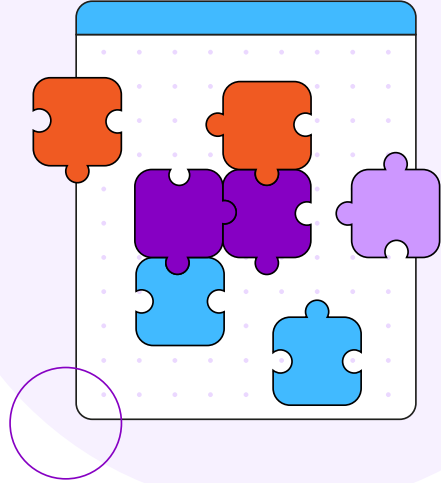
### **Migration**

How simple will migration be? Does the vendor offer a migration toolkit from your current platform?



Finally, here are some important considerations for choosing your next CMS that will contribute to its long-term success and value.





#### CHECKLIST 4

## Other considerations.

When selecting your next CMS, it's crucial to consider some less obvious factors that significantly impact how effectively you can leverage the solution and how well it meets your long-term needs.

Let's explore.



## Choosing the right vendor is almost as important as choosing the right CMS.



### Vendor roadmap

Check the vendor's product vision aligns with where you want to go. What's their commitment to ongoing development and support?



### Vendor reputation

Research the vendor's reputation, customer reviews, and support quality. Check G2's Grid® Reports for CMS and DXP for impartial user reviews.



### Future-proofing

Ensure the platform extends via APIs so you can adjust your ecosystem with the tools you need as you and the market evolves.



### Upgrades

Make sure the vendor releases regular updates that introduce fresh features and security enhancements without disruptions.



### Training & documentation

Look for training programs, consultancy, onboarding resources and courses, well as extensive documentation.



### Support

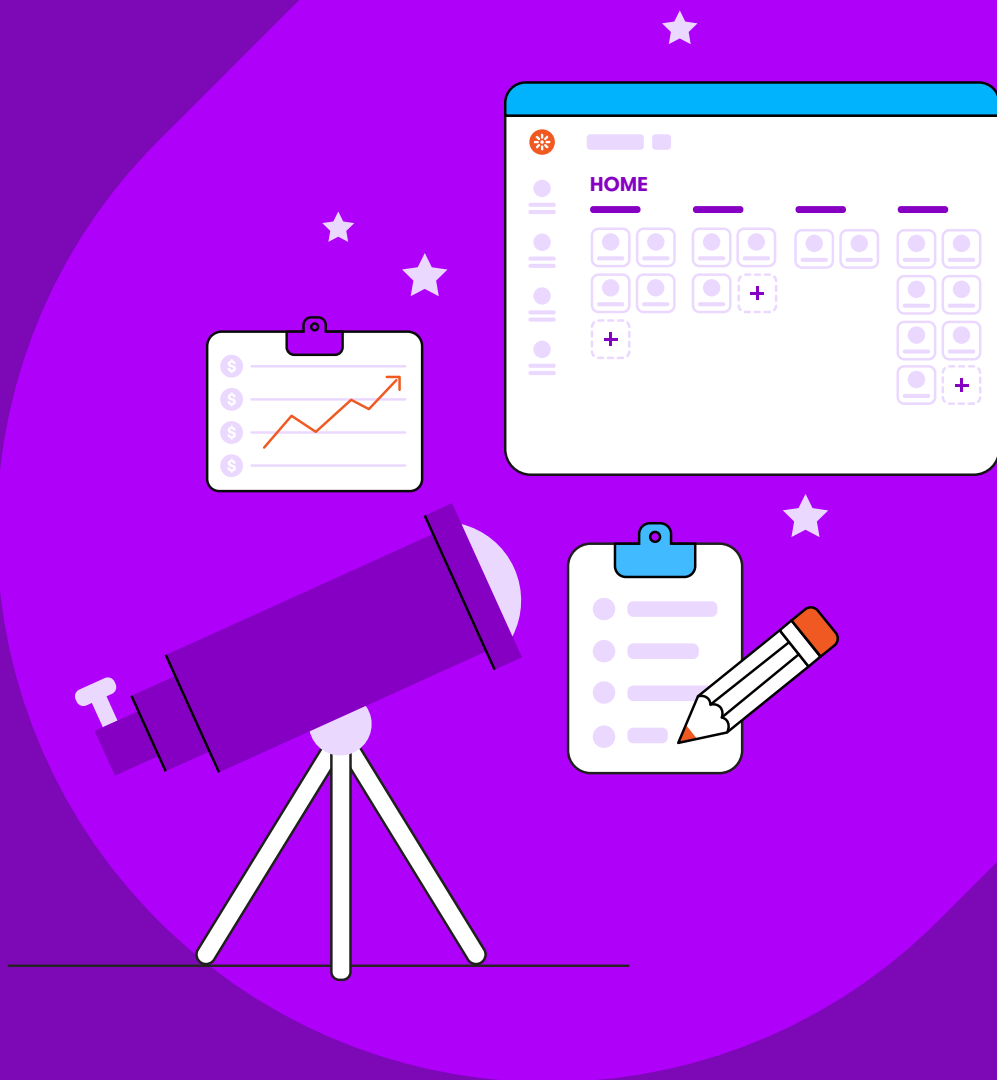
Ensure 24/7 support with an in-house team that has first-hand knowledge of the product.



### Implementation partners

Digital agencies will only select platforms that help them succeed. Look for a healthy list.





# Your next CMS...

If you think a solution that ticks all the boxes is just a pie in the sky, think again.

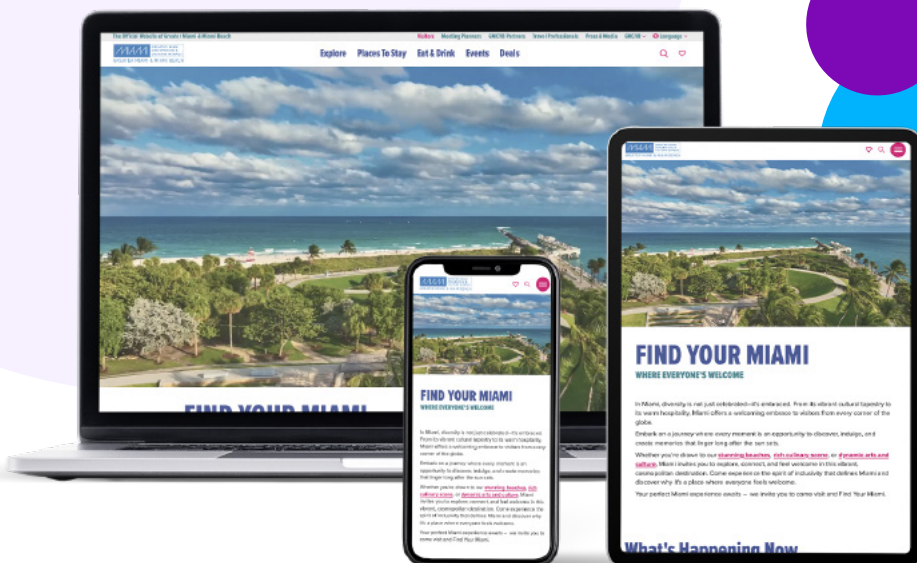
# Meet Xperience by Kentico.

Xperience by Kentico is a DXP that empowers marketers to independently create multichannel multilingual digital experiences across channels and to manage them all from one place. The easy-to-use platform boosts efficiency with its content hub, marketing automation, AI email assistant, and reusable content capability. Customer insights can be used to enhance the customer experience with personalized content tailored to the individual, and customer delight can be measured through tracking and advanced website analytics.

Flexibility runs through the platform from implementation and customization to scalability. And its universal migration toolkit makes for a smooth transition from your old CMS. The hybrid-headless architecture ensures marketer autonomy while API extensibility guarantees seamless integration with all their favorite tools, even those that haven't been invented yet.

And talking of proofing for the future, frequent refreshes keep you at the forefront of digital experience.

- Easy to use
- All content types
- Low-code page building
- [Content hub](#)
- Reusable content
- Multichannel
- Personalization
- Email marketing
- Marketing automation
- Built-in SEO tools
- AI email assist
- Roles and permissions
- Customer tracking
- Website analytics
- Multilingual support
- Accessibility
- Privacy and data
- Mobile responsive
- Scalability
- APIs and extensibility
- SaaS or on-premises
- Hybrid headless
- Customization
- Robust security
- High performance
- [Migration toolkit](#)
- Future-proof
- 24/7 in-house support
- In-depth documentation
- Large partner network
- Frequent updates
- Transparent roadmap
- [Stellar reputation](#)



Greater Miami and Miami Beach modernized its 3,500-page website with Xperience by Kentico to be able to delight customers with personalization and marketing automation. The new website is super-fast, easy to maintain, and keeps pace as the organization's success grows. The marketing team can add new themes to the website without the help of developers and data import has increased by 300%.

**300%**

**increase in data  
import**

**READ THE FULL STORY**

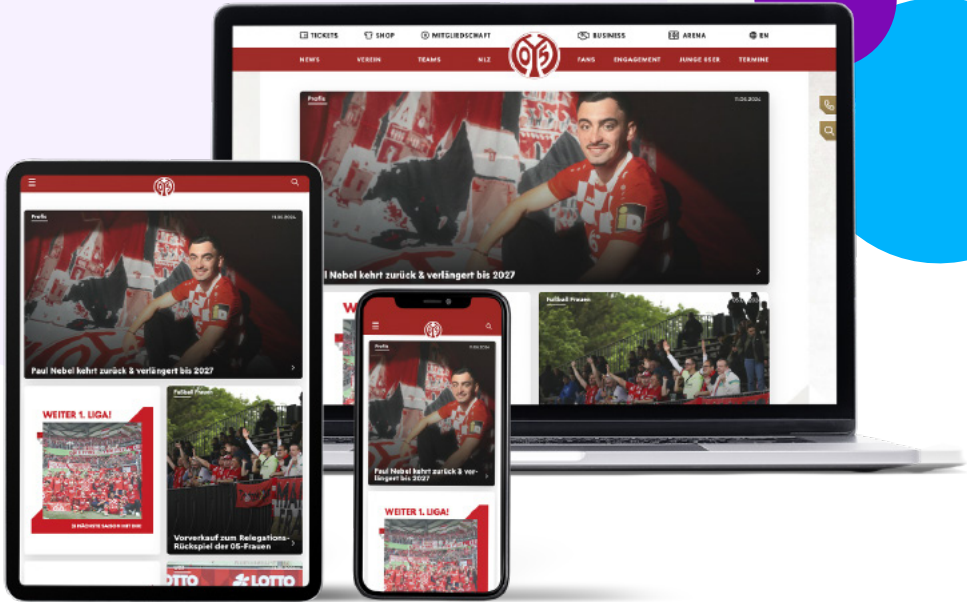
“

***We are so happy that our website [miamiandbeaches.com](http://miamiandbeaches.com) is powered by Xperience by Kentico. The fast, intuitive user interface lets us manage our content with ease and connect with our community better.”***

**Josie Llado.**

AVP, Digital Marketing at [GMVCB](http://GMVCB.com)





Mainz 05, the esteemed German football club, launched its new website on Xperience by Kentico, taking a monumental step in streamlining its digital ecosystem, enhancing fan experiences, and optimizing internal processes. The new seamless website now sets the stage for future enhancements in digital marketing features and centralized channel management.

**33,000**  
fans engaged

**READ THE FULL STORY**





“

***The decision to relaunch our website on Xperience by Kentico marks a milestone on our digital transformation journey. Xperience by Kentico will sustainably improve the digital fan journey and optimize our internal processes.”***

**Tobias Sparwasser.**

Director of Communications & Media at 1. FSV Mainz 05



# Find out why Xperience by Kentico should be your next CMS.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources by delivering multichannel digital experiences using a hybrid headless approach. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Thanks to Kentico, marketers can craft consistent personalized customer journeys from awareness to advocacy using built-in low-code, no-code tools. They can experiment with new marketing channels and improve the maturity of their marketing ecosystem, while enhancing business and marketing agility. Kentico offers excellent Time-to-Market and Total Cost of Ownership (TCO), market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

Kentico was founded in 2004 and is headquartered in the Czech Republic with offices in the US, UK, Germany, and Australia. Kentico has more than 500 digital solution partners and powers over 90,000 websites across 120 countries. Customers working with Kentico include Allergan, Ingram Micro, Konica Minolta, Land O' Lakes, PPG, Red Cross. FSV Mainz 05 or Williams F1.

**SCHEDULE A 1-ON-1 DEMO**

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