Content Management System Evaluation Checklist

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# Tasks:

☐ **Your Organization**

☐ **Sector.**

*In which business field do you operate?*

☐ **Fiscal Model.**

*Are you for-profit or non-profit?*

☐ **Size.**

*How many people are in your organization?*

☐ **Revenue Sources.**

*Will you be selling goods or services online?*

☐ **Your Target Audience**

☐ **Is your website audience internal or external to your organization?**

☐ **Customer type.**

*Will your website target businesses or individuals?*

☐ **Income.**

*What is the basic income level of your audience?*

☐ **Motivation.**

*Will site visitors be looking to make a purchase, learn something, or interact?*

☐ **Demographics.**

*Evaluate typical visitor age, gender, race, ethnicity, and geographic location.*

☐ **Tech Savvy.**

*What do your visitors expect from a website?*

☐ **Communication.**

*How does your audience prefer to communicate?*

☐ **Your Administrative Users**

☐ **Responsibility.**

*Who will build and maintain your content management system website?*

☐ **Scope.**

*How many departments will make content updates?*

☐ **Tech Savvy.**

*How much training will staff require to administer the CMS?*

☐ **Scope.**

*Will upper management access administrative functions?*

☐ **Your Website Project**

☐ **Budget.**

*How much can you spend?*

☐ **Timeline.**

*When do you need to start and complete your website implementation?*

☐ **Scope.**

*What functionality do you need from your website?*

☐ **Staff.**

*How much employee time can you devote to a CMS project?*

☐ **Potential Content Management Systems**

☐ **Price.**

*How much do the software and associated licenses cost?*

☐ **Technology.**

*Is the CMS hosted, or will you need servers and IT staff?*

☐ **Mobile Friendly.**

*Does the CMS work on tablets and smart phones?*

☐ **Open Source.**

*Is the CMS source code available?*

☐ **Customers.**

*What organizations are currently using the CMS?*

☐ **Community.**

*Does the software vendor provide a forum or mailing list for customer interaction?*

☐ **Support.**

*How does the vendor help resolve customer problems?*

☐ **Training.**

*What options exist for helping staff learn your CMS?*

☐ **Security.**

*Can you limit access to certain parts of the content management system?*

☐ **Expandability.**

*Can you add administrative users without incurring additional costs?*