

# Content Management System Evaluation Checklist

By Adam Hughes

- 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?