

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?