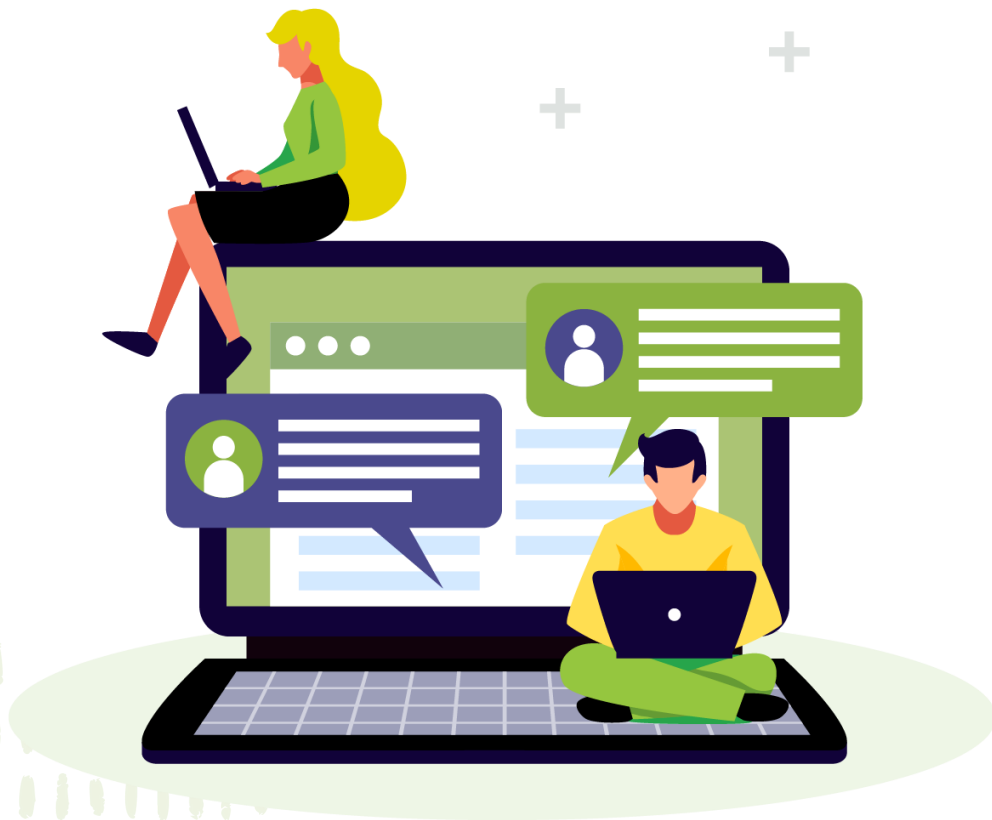




CMS

**& HOW TO CHOOSE THE
RIGHT ONE
FOR YOUR BUSINESS SITE**



2020 Edition

CONTENTS

3 - 6 **WHAT IS A CONTENT
MANAGEMENT SYSTEM?**

7 - 12 **OPEN SOURCE CMS**

WORDPRESS

DRUPAL

13 - 15 **ECOMMERCE SPECIFIC CMS**

NETO

16 - 19 **ENTERPRISE CMS**

KENTICO

20 - 22 **WEBSITE BUILDERS**

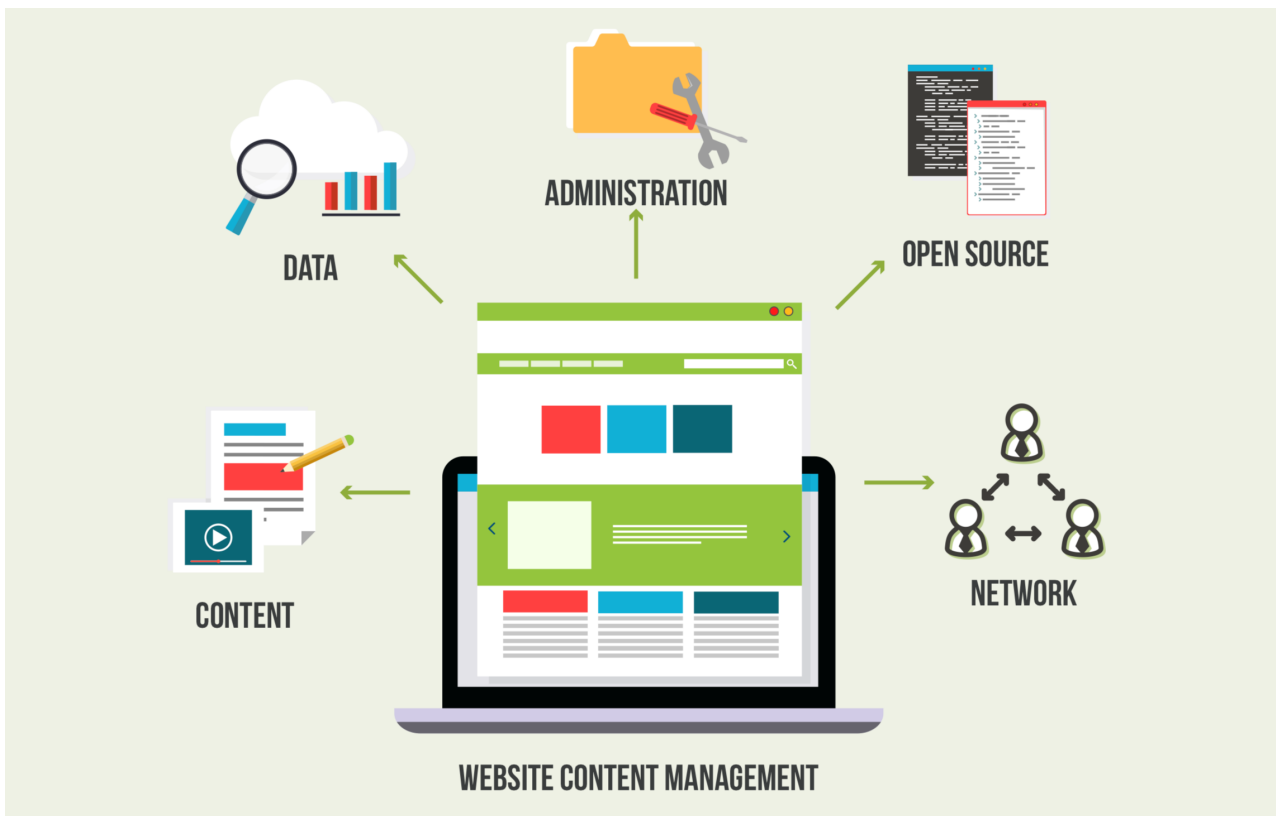
23 - 24 **WHICH ONE FITS YOUR NEEDS?**

**WHAT IS A
CONTENT
MANAGEMENT
SYSTEM?**

As a business owner, the most important technology you will use for your website is the Content Management System, which is the system you will use to create, manage, and edit the content that is on your website. A Content Management System gives you control over your website.

A Content Management System allows **users of a non-IT background to manage the content of a website in an approachable manner**. By separating content and layout, the alternation, maintenance and updating of the website is simplified - making it possible for you to control, execute, and make changes to the website.

There are a multitude of different options when it comes to content management systems, whether it's be a **open source content management system, platform as a service, or a website builder**. It is hard to make a decision without having properly examined the different offers available.



How would you go about choosing a content management system that is suitable for your company?

This guide will run you through some of the best Content Management Systems that fit for **different business models and sizes** so you can decide the right one according to your business need and budget.

**OPEN
SOURCE
CMS**

Even though an open source system is managed by one coordinating body, the system is not in the direct possession of a person or organisation - anyone with the right technical skills and enough time is able to **customise the system for the business.**





WORDPRESS

It's safe to say that WordPress is great when it comes to basic small business websites.

“WordPress makes getting a new site up and running possible in hours, not days.”

- Matt Neal, Digital8 Web Developer

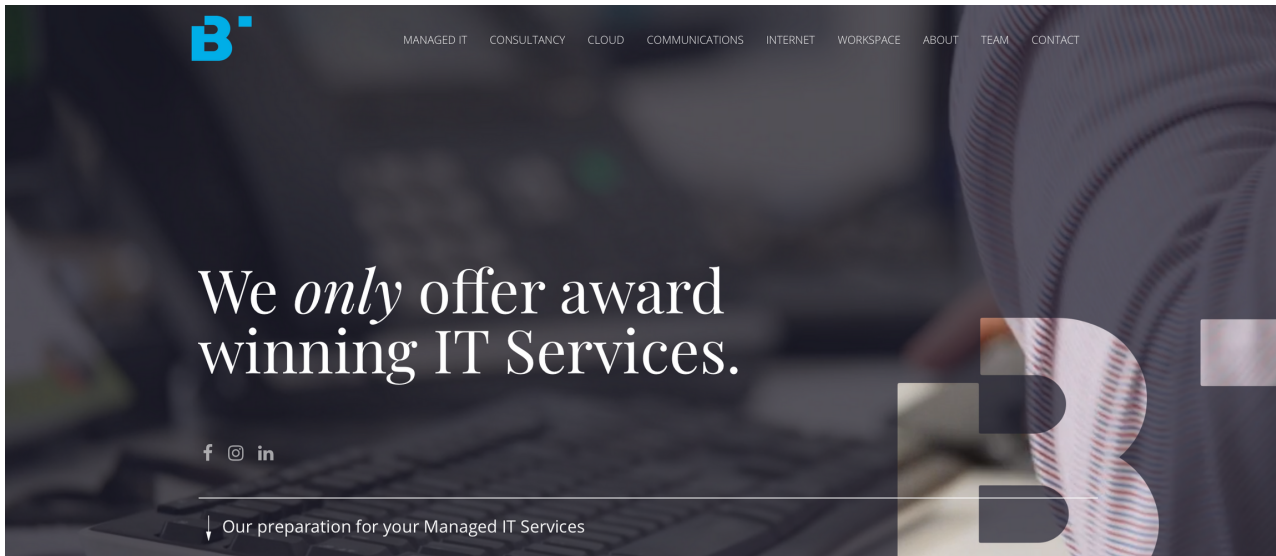
WordPress is the world's most popular open source Content Management System. Pretty much any function or feature you'd like to see on your website will have a corresponding WordPress plugin, creating endless options for the customisation of your website. These plugins range from SEO to social media, and more.

Pick a theme and change the content. It sounds easy. But what about managing deployment to a server, QA testing across devices, making decisions about bandwidth requirements, search engine optimisation and UI/UX? The chances of a non-technical person producing a below par product with WordPress are too high.

Also, keep in mind that **WordPress is not made to handle high-performance websites**, which means that if you use thousands of plugins to create your website, it will take ages to load.

DIGITAL8 WORDPRESS EXAMPLE:

www.bitsgroup.com.au



↓ Explore our award winning consulting services





DRUPAL

If you're looking for a high-performing website with more features, we recommend you to take a look at Drupal.

"The beauty is that we support the old model and the new model - and we actually support it at the same time, too."

- Buytaert, Creator of Drupal

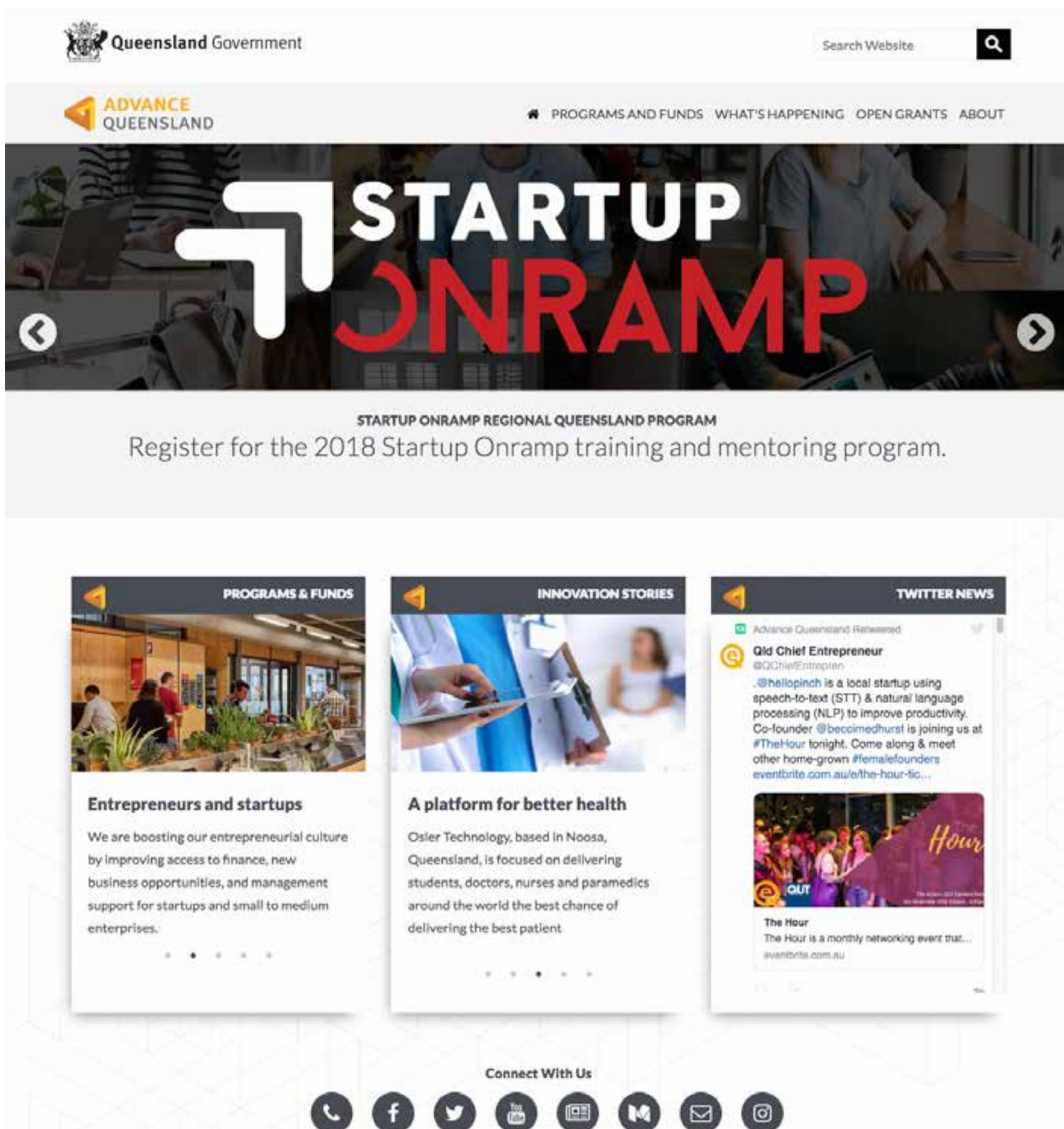
Drupal is one of the best open source content management frameworks. It is trusted by governments, international bodies, NGOs and some of the biggest brands in the world. Drupal's flexibility makes it the perfect choice for startups and business looking for a **cost-efficient and scalable solution**.

Drupal's REST API (most known as "decoupled" Drupal) allows the platform to act as backend for apps and also for new and emerging technologies including augmented reality, voice-based software agents such as Amazon's Alexa, digital kiosks and more.

DIGITAL8 DRUPAL EXAMPLE:

advance.qld.gov.au

At Digital8, we have used Drupal to power startups, mobile apps, large corporate websites, and small business websites.



**ECOMMERCE
SPECIFIC
CMS**



NETO

Neto provides an all-in-one ecommerce solution, enabling retailers and wholesalers to run their online businesses in the most efficient way.

“Neto exists because we were struggling to scale our own online retail business efficiently.”

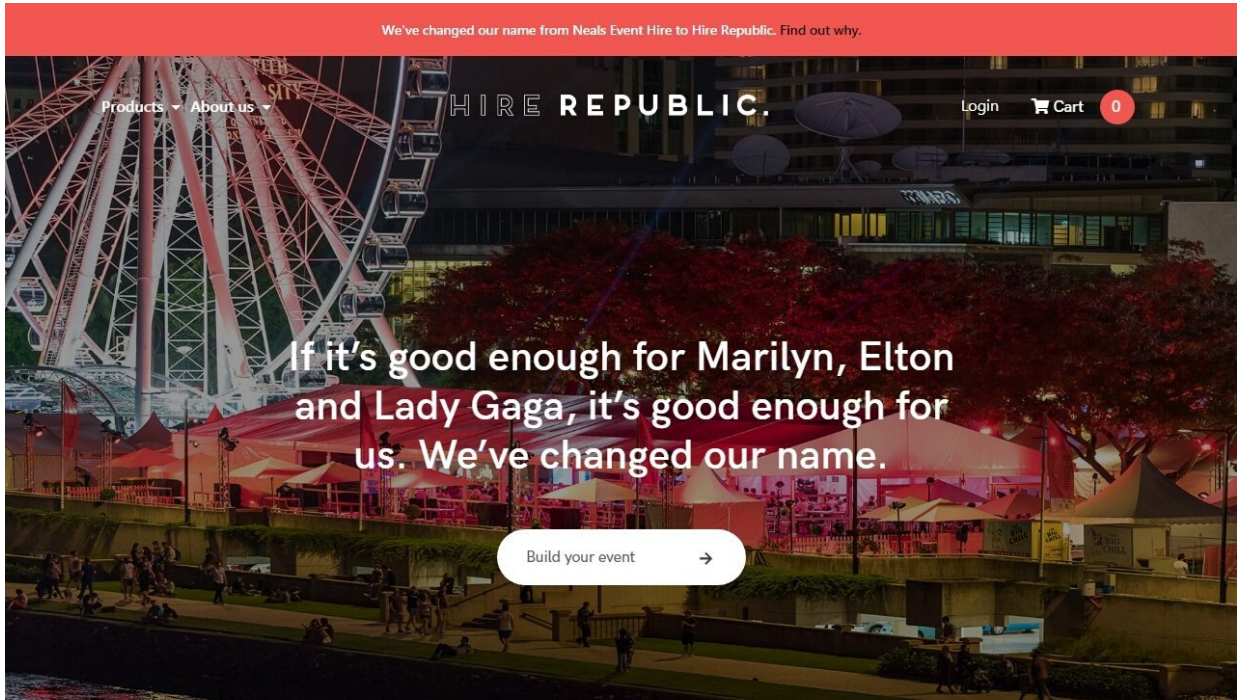
- Ryan Murtagh, Founder of Neto

Neto is an ecommerce CMS providing a complete and seamless solution for online retailers and wholesalers. Voted Australia's #1 ecommerce platform, **Neto is the best all-in-one software for scaling brands**. Businesses are able sell more products across various channels and grow faster by easily managing their physical stores, marketplace listings and ecommerce websites all from a single platform. Neto's powerful retail analytics can also deliver actionable business insights, track purchase lifecycles and identify loyal customers.

As their now Brisbane partner, Digital8 can leverage the capabilities of Neto. If you want to optimise your ecommerce business, acquire new customers and grow revenue, Neto can take your business to the next level.

DIGITAL8 NETO EXAMPLE:

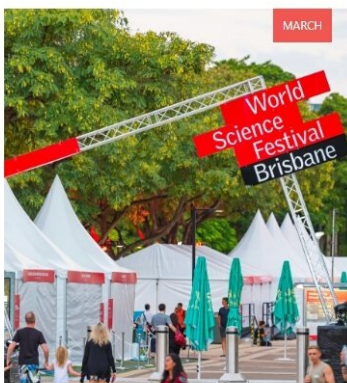
<https://www.hirerepublic.com.au/>



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Our Calendar

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World Science Festival Brisbane

Prepare to be mind-boggled when science comes to Southbank Parklands.



Sanctuary Cove Boat Show

Come experience hundreds of boats and marine products from all the leading brands.



Noosa Food & Wine Festival

Great food, wine, live music and entertainment over five mouth-watering days.



**ENTERPRISE
CONTENT
MANAGEMENT**

In this world of continuous change and digital innovation, the storage and management of all your digital content is imperative to the functioning of your business.

Enterprise Content Managements manage the storing, preserving, and delivering of content and documents that contribute to organisational processes. It incorporates and combines **web content management, document management, records management, and workflow management.** The implementation of Enterprise Content Management helps in maintaining agile workflows within your organisation.

KENTICO



Kentico is the only .NET CMS that fully integrates Web Content Management, E-commerce, online marketing and Intranet on one platform.

Providing top-level content management and distribution system, Kentico is one of the best options for organisations that need a secure and versatile website to meet the everyday needs of complicated digital marketing management. It's the only content management system that **fully integrates web content management, e-commerce, online marketing and Intranet on one platform.**

Employees are able to access all relevant content, their previous versions, and the corresponding metadata. This in addition to being able to create, edit, and upload content to relevant platforms and channels.

DIGITAL8 KENTICO EXAMPLE:

www.goodstart.org.au

Search for a centre near home



Child Care Subsidy: CCS

Use our estimator to find out how it will affect you!



Book a C Tour

Explore your Goodstart centre

Testimonials

“

< Mel 07/02/2020

"Would highly recommend Goodstart Clearview for their friendly, caring staff and modern facilities. One of the cleanest most organised childcare centres I've come across."

>

Latest news



Goodstart Tuggerah

At Goodstart we take pride in all our centres but there are some that go above and beyond on a daily basis and they are to be celebrated.



Goodstart Early Learning's approach to the Coronavirus Issue

January 30



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We've selected to share our passion for...

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Quick enquiry form

Get in touch and we will contact you shortly

Enquire at a centre in:

* Postcode

* Child's date of birth:

Add another

Remove one

* First name

* Last name

* Email

* Phone

I have read & understand Goodstart's [privacy policy](#)

I would like to receive communications from Goodstart like other families do

WEBSITE BUILDERS

These platform-based website content management systems are alright if you're looking for a very basic website.

However, remember to purchase the full versions, as the free versions will add the website builder's name to your domain – and let's face it, “digital8.jimdo.com” would just be confusing.

WEBSITE BUILDERS



The drag-and-drop website builders and simplified interfaces make it easy to build your own website.

These website content management providers are set up in such a way, that all you will need to do is click on what you think looks pretty. However, do not forget that **these website builders don't even compare to a website that is professionally built using Drupal or Wordpress.**

Wix, Squarespace and Weebly are probably the most **user-friendly** as they use a drag-and-drop interface to build websites, whereas Jimdo doesn't. However, this does not necessarily mean that Jimdo is a particularly hard website builder to use. Also, when building a website using Wix or Jimdo, **you're limited to the designs that the builder offers.** Weebly allows third-party integrations when it comes to templates, but it is far from ideal.

All four website builders provide decent marketing and SEO tools – but to classify them as 'the best', would be ridiculous. For example, Jimdo has some issues with SEO optimisation per single page, Wix automatically adds a question mark and code to your URL, and Weebly doesn't allow for a pre-set header¹ to be added to blogs. All these examples interfere with good SEO practices.

**WHICH
ONE FITS
YOUR
NEEDS?**

The answer to this question is extremely simple and you will probably have figured it out already - as it relies on your initial interest. Did you want to build a website? Or did you want to change your company's IT structure and implement a completely new system?

There are hundreds of Content Management Systems available, all with their own unique features and benefits. This guide introduced the main CMS categories and handpicked several most popular ones in each categories to help you narrow down your options.

If you're still uncertain on which CMS suits your goal, or simply want to get some more detailed information, feel free to contact us on 1300 382 777 or head to our website for more about [web development](#).

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