

A GUIDE TO

# WEBSITE CONTENT MANAGEMENT

CHOICES FOR **YOUR** BUSINESS

Comparing SquareSpace, Wordpress, and  
HubSpot Website Management Systems





## WHAT IS A **WEBSITE CONTENT MANAGEMENT SYSTEM?**

A website content management system (CMS) allows you to make changes to your website without learning any website code. This software system provides website authoring, collaboration, and administration tools designed to allow users with little knowledge of web programming or markup languages to create and manage website content with relative ease.

Website content management systems are web applications that are purchased through a monthly subscription and built when a website is initially created (they can't be added after the fact).

**Bottom Line:** Website CMS software allows you to control your website, making changes when needed without incurring costly maintenance contracts.

## WE JUST BUILT A NEW WEBSITE A FEW YEARS AGO, WHY IS IT ALREADY OUT OF DATE?

When you launched your last website, it was a big success. Over the years your once clear and easy to understand homepage has become a cluttered mess. Photos show former employees and never mind what the website looks like on the latest technology. A firm is hired and the cycle repeats itself. If this sounds familiar, that's because most businesses redesign their website every 3-5 years.

What if there was a way to break this endless cycle and actually show a consistent return on your website investment?

That's exactly what the latest website content management software systems deliver. These easy to use systems allow you to make changes to your website without learning to code. They offer support for multimedia and the more advanced software packages even come with unlimited support, marketing integration and security to keep your website and customer data safe from hackers and dated technology.

**MOST BUSINESSES  
REDESIGN THEIR  
WEBSITE EVERY 3-5  
YEARS.**

These dynamic, CMS-driven websites allow you to harness customer usability data to engage in continual design changes that improve the usability of your website over time... instead of visiting another redesign in only a few years.

Using a website CMS with these advanced features upgrades your website from an online brochure to a business development engine.



## WEBSITE CONTENT MANAGEMENT SYSTEMS: **USABILITY**

When considering a Website CMS you need to take a hard look not only at the functions it provides but also how easy it is to use. Not all website CMS programs are the same when it comes to usability. To evaluate CMS usability look at these three factors: WYSIWYG, Drag and Drop, and Code.

**WYSIWYG** stands for “what you see is what you get”. This editing feature allows you to edit on screen much like a word processor. What you see on the screen is exactly how it will render on the website. This editor is the simplest to use but it’s the most rigid. They don’t allow for changes to templates, navigation and other standard areas of the website.

**Drag and Drop** editing features allow you to simply “drop in” images, text and other multimedia elements onto a webpage. They also can allow you to move template modules around giving you more design flexibility.

**Code** editing features are the most advanced tools available but are not for the faint of heart. This feature allows you to edit the website code directly, providing limitless design possibilities. However, you must have an advanced knowledge of website mark-up languages.

**“USABILITY RULES THE WEB. SIMPLY STATED, IF THE CUSTOMER CAN NOT FIND THE PRODUCT, HE OR SHE WILL NOT BUY IT.”**

**-JAKOB NEILSEN, Ph.D.**



## WEBSITE CONTENT MANAGEMENT SYSTEMS: **FUNCTIONALITY**

After assessing your technical skill level to select the appropriate website editor options for your company, you need to determine the functional needs of the website design. These functions include things like forms, media galleries, news postings, blog articles, social media, contact management, landing pages and email capabilities.

**Forms:** Forms are critical. They allow website visitors to interact with your business. Forms can be simple - like a contact us form - or highly advanced like a landing page for lead conversion.

**Media Galleries:** Galleries can show photos of your company's work or product, organize videos or other multimedia. On the web, a picture or video is worth a thousand words.

**News Posts & Blog Articles:** Keeping your website up-to-date with current news announcements, customer testimonials, press releases, product news and informative articles is critical to generating website leads. If the latest news on your website is even a few months old, customers might think you're out of business. Posting news frequently on your website keeps customers engaged, attracts new leads and optimizes search performance.

**Social Media:** Social media is a must for businesses of all sizes and kinds - even B2B companies. Social media is part of Google's complex search algorithm ranking affecting where your website falls in search. Beyond search rank, social media is where customer relevance, engagement and reviews of your company all take place. Ensuring that your website has social media tokens and posts improves your SEO relevance and lead attraction.

**Contact Management:** Every business has customers, leads and prospects. These customers and leads make up the database that you manage. The health of your business relies heavily on the proper management of this database. Your website CMS can provide a secure place to manage your contacts and interact with them. Some content management systems track members of your database when they engage on your website. You'll know what forms they filled out, what pages they viewed, how long they looked at certain pages and even when and where they were when they were online looking at your website. This intelligence allows you to engage with your contacts in real time, provide content to them of use and interact with them based on their behaviors.

**Landing Pages:** Landing pages are lead capture pages designed with a form to gather potential customer data such as names, email addresses, zip codes and interest levels. Landing pages usually require a specific offer to encourage visitors to send their personal information to your business for follow-up. That offer could be a product, a service, an informational brochure or a consultation offer.

**Email:** Email remains an impactful communication channel despite the increased reach of social media and internet advertising. Website CMS software can help strengthen the connection between your website, your customer database and your email communications by providing a one-stop-shop that aligns all your customer data. Imagine automated emails that thank your customers for filling out forms, purchasing your services or inquiring for more information? All of this can be handled by your website CMS software.

**“DESIGN IS NOT  
JUST WHAT IT LOOKS  
LIKE, DESIGN IS  
HOW IT WORKS.”**

**-STEVE JOBS**



**DID YOU KNOW?**

People who engage with the internet for information or commerce are **138% more likely** to purchase based on an email communication.



## OTHER CONSIDERATIONS: **MOBILE, MARKETING, DESIGN & SECURITY**

You know what functionality you want in your new website design, now it's time to consider a few more details including mobile viewing, marketing integration, design and security.

**Mobile** viewing is one of the most important factors when considering a website redesign. A website should look and function at its highest level in all browsers - this includes mobile devices such as tablets and phones. Mobile website viewing passed desktop viewing time in 2015.

**Marketing** your business is not just purchasing ads in the newspaper. Modern marketing includes emails, landing pages, blog articles, SEO, emails and social media. The good news is that this functionality can be built into your new website through the website CMS software with no additional cost. For the first time, you have the ability to directly impact and measure your marketing efforts against your bottom line.

**Design** is not just how the website looks, but also how the website functions from the perspective of driving leads to your digital door. Some website CMS software packages come with pre-designed templates you can use to create your website. Others also include the ability to create your own distinctive look that matches your company brand.

**Security** is the most important consideration of your new website design. Keeping your website up-to-date ensures that your company's online data will not be compromised. Imagine that someone stole your email database and sent spam using your company name. Or maybe your website listing on Google says it has been hacked. Choose a CMS software that keeps your data safe and secure from threats. Not only will you rest well knowing your data is secure, but you can also use this as a marketable advantage against your competitors who might not choose a secure CMS software for their business.





## THE COMPARISON: WHICH WEBSITE CMS IS BEST FOR MY BUSINESS?

Every website CMS has its own unique attributes that make it ideal for different types of businesses.



**Squarespace** was founded in 2004 as a website CMS platform with the goal of creating a simple website editor with highly professional design templates and e-commerce support. While the templates are limited, they're easy to use and well designed. If you sell products online this is the website CMS for your business.



**Wordpress** is at heart a blogging platform. Its open source format allows for thousands of design templates and plugins to enhance a simple blog into a full-blown website. This is the solution you're searching for if you're technically savvy and are a blogger.



**HubSpot HubL COS** was developed on the HubSpot marketing platform. Marrying the best of both the technical and user-friendly worlds, HubL is the most secure platform available on the market today. If lead conversion, ease of use and security are your top website concerns, HubL is the choice for your new website CMS.



# WEBSITE CMS COMPARISON CHART

|                            | SQUARESPACE          | WORDPRESS | HUBSPOT |
|----------------------------|----------------------|-----------|---------|
| <b>Usability</b>           |                      |           |         |
| WYSIWYG Editor             | ✓                    | ✗         | ✓       |
| Code Editor                | ✗                    | ✓         | ✓       |
| Drag and Drop Page Design  | ✗                    | ✗         | ✓       |
| <b>Functionality</b>       |                      |           |         |
| Forms                      | ✓                    | Add \$    | ✓       |
| Gallery                    | ✓                    | Add \$    | ✓       |
| Landing Pages              | ✗                    | Add \$    | ✓       |
| Blog/News                  | ✓                    | ✓         | ✓       |
| Contact Management         | ✗                    | ✗         | ✓       |
| Email                      | Add \$               | Add \$    | ✓       |
| <b>Mobile &amp; Design</b> |                      |           |         |
| Responsive Templates       | ✓                    | ✓         | ✓       |
| 100% Customization         | ✗                    | ✓         | ✓       |
| <b>Marketing</b>           |                      |           |         |
| SEO                        | ✓                    | ✓         | ✓       |
| Social Media               | ✗                    | Add \$    | ✓       |
| Reporting                  | ✗                    | ✗         | ✓       |
| <b>Security</b>            |                      |           |         |
| Hosting                    | ✓                    | Add \$    | ✓       |
| Server Side Security       | ✓                    | Add \$    | ✓       |
| Website Security           | ✗                    | Add \$    | ✓       |
| Backups                    | ✗                    | Add \$    | ✓       |
| Migration Ability          | Limited to Wordpress | Limited   | ✓       |
| SSL                        | ✗                    | Add \$    | ✓       |
| Secure Customer Database   | ✗                    | ✗         | ✓       |
| <b>Support</b>             |                      |           |         |
| Email                      | ✓                    | ✗         | ✓       |
| Phone                      | ✓                    | ✗         | ✓       |
| 24/7                       | ✓                    | ✗         | ✓       |



## READY TO TAKE THE **NEXT STEP?**

If you're tired of fighting an outdated website or paying for website redesigns every few years, Illumine8 is here to help. By applying our unbound marketing methodology we can build you not just a website, but a custom conversion engine that attracts new visitors, converts them into leads, nurtures them into customers and keeps them coming back after the initial sale.

Want a website that contributes to the bottom line? Call us. We don't just talk about results. We deliver.

**Start your new website by contacting Illumine8 today.**





## ABOUT ILLUMINE8

Illuminate8 is an Unbound Marketing business solution that combines the power of business development strategy, marketing creativity and customer focused sales to deliver sustainable and measurable results.

Our clients are growth minded, strategic partners that can benefit from our Unbound Marketing practices. We are your partner of choice for holistic business strategies achieved through the latest digital marketing communications and creative practices.

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