

## ***Content Management Systems (CMS)***

Content Management Systems (CMS) are designed to make it easy for you to update your company website and for this reason most people feel it is something that they need to have. As with everything, there are two perspectives to be considered; there is of course a cost implication to having a CMS and any changes you make are irreversible, there is no 'undo' button.

This worksheet will help you to decide whether a Content Management System is something that you need, or something you can happily do without and instead pay your web designer to do ongoing changes.

### ***My need for a Content Management System:***

Once the final version of your fantastic new website has been created, do you anticipate the need to regularly update it?                      Yes                       No

If yes, which specific pages of your website will need updating? .....

What information would be updated? .....

Who would be responsible for making these updates? .....

Would you need to update more than 1 page per month?                      Yes                       No

Would you need any updates made to be immediate (rather than planned and scheduled)?

Yes                       No

If you haven't got a clear plan of what would be updated, who would have responsibility for the updates and answered 'no' to the last two questions, my suggestion would be to pay your web designer to make the updates. Your time is better spent on your business expertise.

If you have got a need for several updates a month, know who will have responsibility for making these changes and know the updates need to be immediate, I suggest it is worth investing in a CMS. You need to decide whether a 'Bespoke' (limitations apply) or 'Platform' CMS (more risk of altering the formatting on your website).

Not having a CMS does not mean certain elements (such as blogs, news or events) Can't be updated by you – ask your web developer about the options!

