



6 REASONS YOUR **WEB CMS** IS **NOT CUTTING IT**

Your Web CMS may not be cutting it.
Read this eBook to learn why.

INTRODUCTION

As Marketers, we spend a lot of time instrumenting content and campaigns. If we're not working on next week's webinar, then it's this month's product launch.

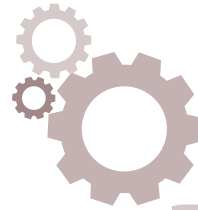
When we create landing pages, update product descriptions and publish webinar pages, we're using a Web CMS. If the Web CMS gets in the way, then it hinders Marketing.

At the same time, it increases the workload of IT, who is then tasked with implementing the website changes needed by Marketing.

The purpose of this eBook is to have you consider:

Is your Web CMS getting the job done?

In addition to raising the question, this eBook provides insights on how DNN's Evoq CMS can address these common shortcomings.



In this eBook, we detail six reasons your Web CMS is not cutting it:

1. You're not using a Web CMS.
2. You're using an old, home-grown Web CMS that is no longer maintained.
3. Your Web CMS is too complex for end users.
4. You're dissatisfied with the customer support provided by your Web CMS vendor.
5. Your Web CMS doesn't provide tools to manage and optimize SEO.
6. You're unable to personalize content.



REASON #1: YOU'RE NOT USING A WEB CMS.

Your Web CMS is not cutting it if you're not using one in the first place! Without a Web CMS, how are you managing content on your website?

Probably via one of two scenarios:

A Centralized Group

To update content on your website, you send a request to a centralized group. Based on that group's workload, completion time can range from a few hours to a few days. You'll receive a notification to confirm the completion of your request.

If the request wasn't completed as you expected, you'll need to repeat the same process: request a change, wait for completion, review the resulting change. Operating in this centralized group model, customers tell us that simple page updates can take days to complete.

Direct Updates By You

Perhaps you're the sole person who can update your website. On the one hand, you have direct control over how long it takes to make an update. On the other hand, directly managing the files and folders of your website has its risks and challenges. If you accidentally delete an important file or image, it may be gone forever.

In addition, what happens if you want to bring new team members into the fold? You'll need to train them on how to find the right file and modify it.

With a simple and intuitive user interface, Evoq gives marketers full control over their website content. In addition, granular permissions and workflow help you grow and scale your content team.



REASON #2:

YOU'RE USING AN OLD, HOME-GROWN WEB CMS THAT IS NO LONGER MAINTAINED.

A home-grown Web CMS can be useful, since it was developed to meet the specific requirements of your organization. But what happens if the developers of that Web CMS move on to a different organization or a different project? Bug fixes and enhancements may no longer be supported. If this is the case with your Web CMS, how does this impact you?

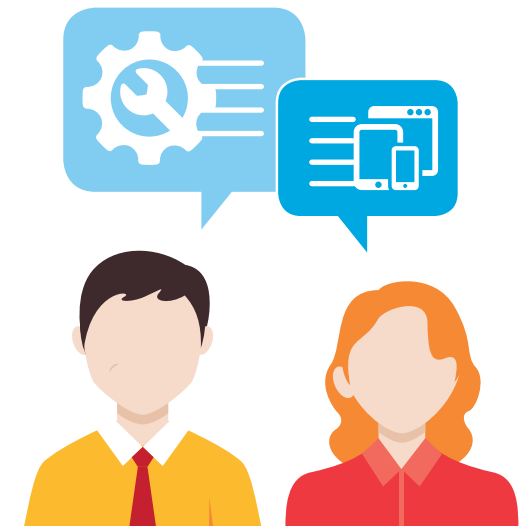
Unable to Adapt

As your business evolves, so does your Web CMS. However, if enhancements are no longer provided with your home-grown CMS, then your website will not be able to support the evolving needs of your business. If your Web CMS was developed before the rise of social networks like Facebook and Twitter, chances are its social media integration is weak or non-existent.

Mobile-Friendly

More than half of all web traffic now comes from mobile devices. If your website is not mobile-friendly, users visiting from mobile devices will abandon your site quickly. If your home-grown Web CMS was developed years ago, chances are it is not mobile-friendly. More modern Web CMS systems provide mobile-friendly websites via responsive web design. With responsive design, page elements are dynamically re-sized based on the viewing dimensions of the visitor's device.

Evoq includes full maintenance and support. We're continually adding capabilities to our Web CMS to meet the needs of our customers. In addition, Evoq provides mobile readiness features "out of the box," along with additional features fit for today's modern websites.



REASON #3: YOUR WEB CMS IS TOO COMPLEX FOR END USERS.

The main function of a Web CMS is to manage the content on your site. If your Web CMS is causing more harm than help, then it's time to switch. An effective Web CMS should be easy to use, especially for non-technical users. The page and content editing experience should enable, rather than hinder.

According to [Econsultancy](#), 54% of client-side marketers indicate that bottlenecks caused by IT and web development teams are their biggest pain points. That doesn't have to include the marketers in your organization.

Here are ways to tell whether your Web CMS is too challenging to use:

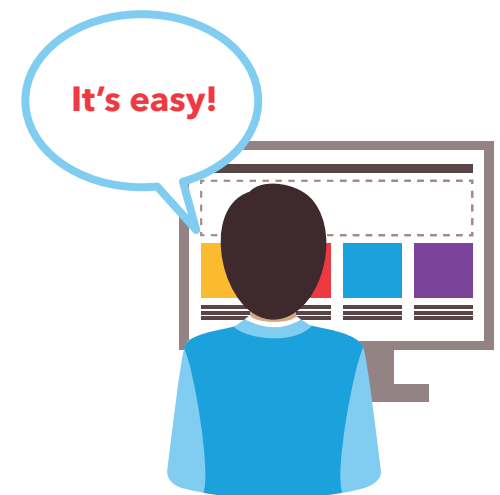
Technical Knowledge Required

Your Web CMS is not cutting it if working knowledge of HTML, CSS or Javascript is required to make website updates. In addition, if the user experience of your Web CMS is more suited to an engineer or developer, then non-technical users won't be able to get their work done.

Delays in Content Updates

Confusing menus, non-intuitive labels and dysfunctional WYSIWYG editors. Each can cause a simple update to take an hour or more. If it took your colleague hours to implement a simple update on your pricing page, then your Web CMS is getting in the way. Worse, it's costing you money, in terms of personnel time and opportunity cost.

We're continually improving the user experience of Evoq. In fact, Chris Brogan, CEO of Owner Media Group, commented, "When I looked at how to make a page on DNN's platform, I thought, it's even easier than WordPress!"



Help Requests and IT Hand-Holding

If your IT team is constantly responding to help requests about your Web CMS software, that's not a good sign. If your Web CMS requires extensive training classes, you're better off with an alternate solution. Look for a Web CMS system that doesn't require training in the first place.

Low Adoption and Usage

Worse than depending on IT for application support is not using the Web CMS at all. If adoption of your Web CMS is low, it's probably too hard to use. Are users finding ways "around the system," perhaps by having IT implement their website updates? If so, then you're better off with a more usable Web CMS that puts the control back in the hands of the users that need it most.

We think Evoq is easier to use than other Web CMS systems on the market.

[Sign up for a free trial of Evoq](#) and you can be the judge.



REASON #4: YOU'RE DISSATISFIED WITH THE CUSTOMER SUPPORT PROVIDED BY YOUR WEB CMS VENDOR.

After upgrading your Web CMS software, you notice that key pages on your site are returning HTTP 404 errors ("Page not found"). Your IT team did troubleshooting, but can't determine the problem. So you call your Web CMS vendor for help and they say "Sorry, the issue is on your end. We can't help."

On another occasion, your website goes down. Your IT team checks the web server and network connectivity and suspects your Web CMS is the cause. You call your Web CMS vendor and wait on hold for an hour.

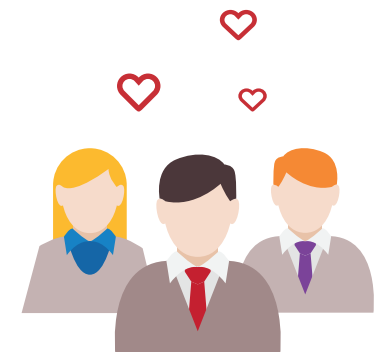
While on hold, you send an urgent email, asking to be called right away. Four hours later, they return your call and help you resolve the issue. In the interim, frustrated prospects and customers were unable to request pricing or download a product manual. Expect a visit from your boss any minute now.

Have these, or similar scenarios happened with your Web CMS vendor?

We have an NPS score of 55 and clients love our Customer Success team. We believe that our success is based on the success of our customers.

There's a reason our client at Gundersen Health System calls us "the best customer support from any vendor I've worked with in my entire career."

GUNDERSEN
HEALTH SYSTEM®



REASON #5: YOUR WEB CMS DOESN'T PROVIDE TOOLS TO MANAGE AND OPTIMIZE SEO.

While the rules of Search Engine Optimization (SEO) change frequently, there are a core set of activities that apply to all web marketers. Web CMS software should enable web marketers to perform these core activities efficiently.

301 Redirects

If a webpage moved, it's important to implement a 301 redirect to the new location. 301 is an HTTP status code that tells browsers, "this page has permanently moved, so go here." Management of 301 redirects is critical in SEO, because the SEO value (also known as "link juice") associated with the original page should be carried forward to the new page. If your Web CMS lacks tools to manage redirects, you'll end up spending hours setting up manual redirects on pages you moved. For a website redesign project, this activity alone can consume multiple days. This costs you time, and because it's error-prone, could result in lower SEO rankings.

XML Sitemap Generation

Search engines allow you to submit a sitemap, which helps them understand the structure and content of your site. The sitemap helps ensure that key sections and pages of your site are added to the search engine's index. Extensible Markup Language (XML) is the format search engines prefer for your sitemap. If your Web CMS does not support automated XML sitemap generation, you'll need to hire a web developer to do so.

Evoq automates redirect management via a feature called "Advanced URL Management." You can create redirect rules to ensure that traffic to outdated URL's are redirected properly. In addition, Evoq supports XML Sitemap generation, along with a feature to submit the sitemap to a wide range of search engines.



REASON #6: YOU'RE UNABLE TO PERSONALIZE CONTENT.

According to a research study from Janrain, 74% of users get frustrated when websites provide content that has nothing to do with their interests.

If your Web CMS lacks the capabilities to personalize content, the following scenarios may occur:

High Bounce Rate

Bounce rate refers to the percentage of visitors who navigate away from your site after visiting a single page. If sections of your site have a bounce rate higher than 55-60%, visitors are not finding what they need. One cause? A lack of content relevant to visitors.

Low "Time On Site"

"Time on Site" refers to the amount of time a visitor spends on your website within a single session. Similar to a high bounce rate, low "time on site" indicates that users aren't finding what they need. As a result, they may lose interest in your products and services and go find a competitor's site.

Evoq helps you optimize these important website metrics via real-time personalization. Build personalization rules that tailor site content based on visitors' profiles. Rules are based on user role, geographic location, language, device type, page visited, link clicked and last activity date.

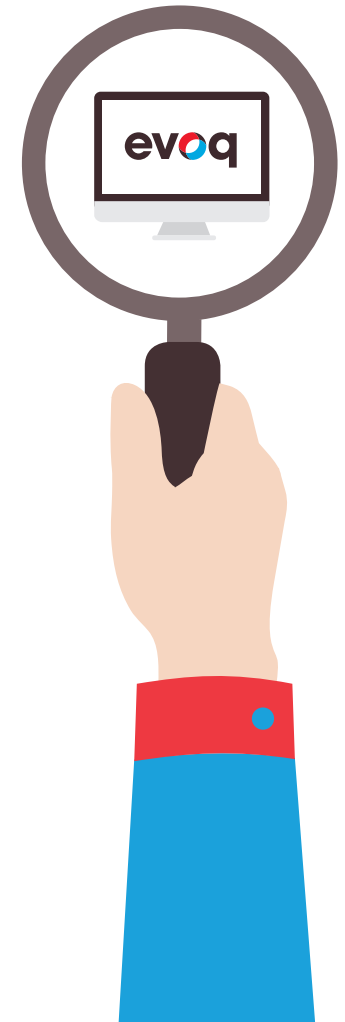


CONCLUSION

To summarize, here are six reasons your Web CMS is not cutting it:

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If any of these reasons apply to your Web CMS, have a look at [Evoq](#), the Web CMS from DNN. Contact our [sales team via email](#) or sign up for a [free trial](#). We're confident Evoq can help you create a more effective website.





About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

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