

# CURRENT TRENDS IN CMS PLATFORMS – 2019



# MAKING AN INFORMED DECISION ABOUT **CONTENT MANAGEMENT SYSTEM**

It might come to most of you as a surprise that a lot of businesses still use static webpages and e-brochures on their websites. However, a good number of organizations now rely on modern CMS platforms such as Drupal or Joomla but do not consider various aspects of web management and business operations while choosing it. As a result, a majority of business websites lack great user interface and user experience and do not provide value to customers. Thus, businesses do not grow beyond a certain point.

While making these consideration it is important to understand how CMS has evolved till now and what the future trends are going to be. In order to make your CMS-based website future-proof, we have listed 10 important trends that will help you to customize an existing website or CMS platform. It will also help you make a decision towards choosing one of the better CMS platforms available today, and integrate various software programs that enhance your business operations.

## Using this eBook will help you to

**Familiarize yourself with the latest trends in CMS platforms**

**Make decisions that will help you make changes to existing CMS platforms**

**Move quickly to an easy-to-use CMS if you are still using a static website**

**Focus on privacy and security of data to comply with regulations**



# HEADLESS CMS DEVELOPMENT TO GROW EXPONENTIALLY



CMS-managed websites present unique problems when it comes to responsiveness on different devices. While front-end templates fix this issue, many developers find it difficult to bring innovative user experiences and make individual websites future-proof. To make significant changes to how a website appears, developers often have to re-implement the entire CMS. Headless CMS architecture helps developers to make changes to the design, bring new features, and innovate an existing CMS without having to re-implement the CMS<sup>1</sup>.

## Here are a few reasons why businesses & developers have begun to favor headless CMS

- **Headless CMS does not have a presentation layer attached, which makes it flexible.**
- **A single instance of a headless CMS can be used on multiple devices including Internet of Things devices, smart watches, and other devices outside the realm of websites and mobile devices.**
- **It is easier to control content when it is not inextricable from front-end user experience.**
- **A repository of pure content is created, which can be displayed on any front-end interface in spite of significant changes.**

## FUTURE TRENDS

In 2019, we are likely to see more requests for decoupled or headless CMS development. In addition, businesses will try to make their content relevant to different devices, including screens on IoT devices. These trends will necessitate a headless approach to development.

## FACTS & FIGURES

- **71% of North American businesses have begun to implement web CMSes, necessitating a more fluid approach<sup>2</sup>.**
- **Headless CMS is also known as "decoupled CMS architecture"<sup>3</sup>**



# INTEGRATING **ARTIFICIAL INTELLIGENCE** WITH CMS



Businesses have begun to make more requests to integrate their existing CMS with AI-enabled applications. Consequently, developers are discovering ways to make every popular CMS AI-driven. Artificial intelligence is also changing CMS platforms as we understand it today, and helping developers to create CMS platforms with more intuitive and personalized UI/UX. Specifically, AI-related activity in the CMS space is dominated by integrating existing CMSes with AI-enabled Application Programming Interfaces (APIs).<sup>4</sup>

## Here is how AI is influencing CMS development

- **Helping marketers make important decisions based on how users interact with a CMS platform**
- **Help create content that resonates with users, by understanding speech patterns and neuro-linguistic processing.**
- **Comply with regulations with the help of image recognition features, helping weed out obscene images in user-generated content**
- **Engage in audience monitoring and bringing personalized marketing**
- **Enhance enterprise search solutions by integrating AI-enabled applications**

## FUTURE TRENDS

The need for understanding user behavior will encourage developers to process data more efficiently. CMS user data will be processed by AI-enabled applications, helping create content that is more user-centric. In addition, integrating CMS platforms with AI-enabled applications such as chatbots, speech recognition tools, facial recognition API, and NLP will witness a sharp rise.

## FACTS & FIGURES

- **Persado's emotion-processing platform helps global brands to enhance their marketing campaigns. Users have witnessed average conversion rate increments of 49.5% and CTR of 68.4%.<sup>5</sup>**
- **Enterprise search providers are increasingly using machine learning to help provide better results to their clients. Both non-textual and textual query types are enhanced by AI-enabled search.<sup>5</sup>**



# DIGITAL ASSET MANAGEMENT SYSTEMS **WILL COMPLEMENT CMS**

With user preferences centering on rich media and graphics, the importance of Digital Asset Management (DAM) systems need to be underscored. DAMs help businesses to categorize and organize their digital assets in ways that a regular CMS cannot. This is why, more businesses are looking at ways to integrate a DAM with their CMS. When a DAM is integrated with a CMS, DAM acts as the repository, while the CMS provides the front-end experience<sup>6</sup>.

## Integrating a CMS with a DAM will help businesses to

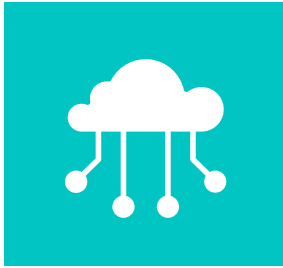
- **Reduce staff effort and time by organizing media using sophisticated metadata.**
- **Save storage by eliminating the need to store multiple copies of media on personal workspaces**
- **Reduce operational costs by making cataloguing and accessing media quick and easy**
- **Implement superior brand governance, with greater control over rich media.**
- **Seamless communication between CMS and DAM to derive rich insights related to media use**

## FUTURE TRENDS

The growing need for delivering content via rich media will necessitate businesses to look for superior cataloguing and digital asset management systems. Integrating DAM with CMS will help businesses to manage their media better, deliver value on the front-end, and enhance productivity. As a result, 2019 will witness more requests for CMS and DAM integrations.

## FACTS & FIGURES

- **33% of marketing assets are not utilized by businesses because they cannot access them immediately.<sup>7</sup>**
- **A group of genealogists have begun to collect family photos online using a DAM via CMS, which will help them to study ancestry easily.<sup>8</sup>**



# CLOUD-BASED CMS TO **BECOME THE DEFAULT PLATFORM**

Cloud-based CMS solutions are delivered via Software-as-a-Solution (SaaS) model, thanks to which, businesses do not have to deploy a CMS on their premises. Most businesses will find this option appealing because it makes updating, maintaining, and customizing easier, as vendors can remotely work with the specified files. On-premise CMS solutions are preferred by businesses that hold uniquely confidential data. This kind of data is normally not used by businesses in general, and are only used under special circumstances. For all practical purposes, cloud-based CMS solutions offer the best value in terms of technology, cost, and ease-of-use.<sup>9</sup>

## SaaS-delivered CMS can help businesses to

- **Invest their IT budget wisely, and reduce unnecessary expenditures on licenses and on-premise infrastructure**
- **Easily scale up and when a business grows. It is easy to scale down too, if such a situation arises.**
- **Solution provider ensures regular maintenance, updates, and installations so that businesses can focus on core functions.**

## MAKE SITE MANAGEMENT EASIER AND SIMPLER FOR STAFF

In the coming months and years, on-premise CMS solutions may become restricted to few governmental and army establishments that need to keep data confidential. Commercial usage will remain focused on cloud-based CMS, and 2019 will unparalleled growth in the adoption of easy-to-use CMS that can be customized and managed by remote teams.

## FACTS & FIGURES

- **WordPress controls 60% of the CMS market, and 2019 will see more installations.<sup>10</sup>**
- **Though Drupal's share is only 4.6%, this is the preferred CMS for enterprises due to its complexity.<sup>11</sup>**



# CMS DATA PRIVACY & **SECURITY TO BE HIGHLIGHTED**

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Data breaches are quickly becoming the new normal, and there are some heavy prices to pay, if you are found to be negligent or irresponsible. The European Union's GDPR law can fine businesses close to \$12 million or 2% of their annual revenue. There are multiple data-related regulations such as the HIPAA in the US, and many others elsewhere in the world. To prevent fines, legal complications, and to ensure smooth operations of your business, it is important to keep your CMS safe and secure.

## Here are a few quick tips

- **Protect and safeguard data everywhere, and make no exceptions about it**
- **Monitor and individually assess each private contractor or vendor you work with, and ensure that data privacy is written into contracts**
- **Invest more of your IT budget into keeping your CMS secure, rather than on design or front-end**
- **Help create trust among your users by moving to HTTPS and get website labels that signify security, if possible.**

## FUTURE TRENDS

While both proprietary and open-source CMS platforms focus on security, extra care needs to be taken to ensure privacy of data. Failing to secure CMS may result in expensive lawsuits and fines, and a loss of reputation. 2019 will see more businesses trying to meet compliance requirements and securing their CMS via backend.

## FACTS & FIGURES

- **Each day, more than a million malware are released that steal credit card information, gain unauthorized entry into storage locations, etc.<sup>12</sup>**
- **Moving files and operations to the cloud present new threats, which need to be taken into account.**



# EASY-TO-USE CMS PLATFORMS WILL REMAIN THE MOST POPULAR

As more businesses move online, the need for flexible and easy-to-use content management systems will increase.<sup>13</sup> A significant percentage of business websites still use static websites that often seem like brochures. Growing awareness will encourage these businesses to adopt easy-to-use CMS platforms that are safe and secure. While WordPress continues to remain the most popular CMS, we will also see newer businesses seeking development and customizations for Kentico, SquareSpace, Sitefinity, Joomla! and Drupal.

## Here are some trends we are likely to see in 2019

- **The simpler a CMS is, the easier it is for non-technical businesses to perform their regular operations**
- **Every business does not require complex and heavy CMS platforms such as Drupal or Joomla!. Many will benefit from WordPress, SquareSpace, Kentico, and other simpler CMS.**
- **Ecommerce plugins such as WooCommerce will help more businesses to take their business online**
- **Increased requests for simple payments integrations for businesses with only a few services**

## FUTURE TRENDS

From a developer's perspective, the easiest CMS platforms are those that have a lot of existing plugins and add-ons. No CMS can compete with WordPress, Drupal, or Joomla! in this respect. For this reason alone, we expect to see more vendors suggest these three CMS platforms to businesses that seek minimal intervention and maximal ease of use.

## FACTS & FIGURES

- **26% of the web is currently powered by WordPress, reflecting the popularity of this CMS.<sup>14</sup>**
- **WordPress currently has close to 45,000 plugins for every business requirement.<sup>14</sup>**





# MORE EYES ON THE UX/UI OF **CMS BACKEND**



The ones who will be regularly using a CMS are those who upload and publish content on websites. Mostly, it is the content team consisting of editors, writers, and marketers who use a CMS' backend.<sup>15</sup> Unfortunately, most CMS platforms focus on the front-end aspect and ignore backend UI/UX. Businesses should start implementing CMS with great UX/UI if they wish to enhance the productivity and quality of content they publish on their websites.

## Here are a few reasons why a CMS' UX/UI are crucial

- **Editors are empowered to create great content and publish without any delays**
- **Content quality increases when editors and writers can devote more time to what they do best**
- **Design quality increases, as media can be edited and uploaded with ease**
- **Workflow improvement causes a drastic enhancement of productivity, which is crucial to adhering to the content calendar**

## FUTURE TRENDS

CMS adoption rate is likely to increase exponentially, with a focus on platforms that have an easy-to-use backend. Consequently, more businesses will move to WordPress, Joomla! and Drupal, due to their impressive backend UX/UI.

## FACTS & FIGURES

- **Joomla!, Drupal, and WordPress are all known for easy-to-use backend**
- **While SquareSpace may provide easy-to-use interface for backend users, it lacks enterprise capabilities of Joomla! and Drupal.**



# AN ECOMMERCE CMS THAT FOCUSES ON EASY **CONTENT MANAGEMENT**

While it may be tempting to think that any good ecommerce platform with a secure payments integration will suffice for online stores, it's not quite true. Businesses that sell online also need to create content and engage their audience in order to drive conversion rates. In addition, managing product images, descriptions, and running campaigns can prove to be an arduous task if the CMS in question does not strike a balance between ecommerce and content management features.

## Here are a few things to bear in mind while selecting a CMS for ecommerce purposes:

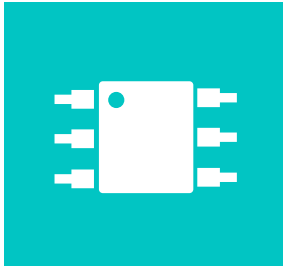
- **Extensive Digital Asset Management features to manage media and images**
- **Easy-to-use backend interface, so that product details and engaging content can be updated and published quickly**
- **Integration of email marketing and list building features with the CMS**
- **Ensuring that the CMS safeguards the data of customers and their credit card information**

## FUTURE TRENDS

In the coming months and years, businesses should choose a CMS that uniquely meets their requirements. However, they should make sure that the chosen CMS integrates content management and ecommerce features perfectly. Some of the options in this space include Magento, PrestaShop, Shopify, and WooCommerce for WordPress-based websites.

## FACTS & FIGURES

- **With a market share of 19.64%, Magento is the most popular CMS platform for ecommerce websites.<sup>16</sup>**
- **As WordPress runs a majority of websites these days, WooCommerce is the second most popular ecommerce platform, with a market share of 17.65%.<sup>16</sup>**



# REQUESTS FOR CMS INTEGRATIONS TO INCREASE



A content management system alone isn't enough to manage all the facets of a business' operations. However, it is intrinsically related to inventory management, customer service, marketing, accounting, and other business functions. In order to avoid multiple entries of data, manual entries, and to ensure a seamless syncing of data in real time, software integrations are the preferred method. It is important to integrate a CMS with CRM and ERP to achieve these functions.

## Integrating CMS with various software programs will help businesses to:

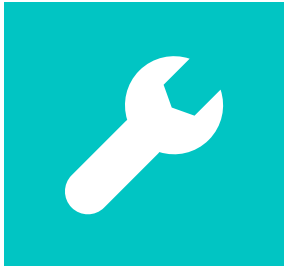
- **Manage their backend operations more efficiently, while maintaining content flow on the front-end**
- **Observe web user behavior on the front-end of CMS, and develop marketing campaigns accordingly**
- **Build email lists via the front-end, and use it in the backend for lead nurturing**
- **Update product status on the front-end depending on inventory status**

## FUTURE TRENDS

Increasing business demands will encourage businesses to look at CMS as a tool to connect with their audience better. A CMS can help power your CRM and ensure that you have ready access to insights that will help you to manage your business better. The coming months will witness a sharp increase in the number of requests made for ERP and CRM integrations with CMS.

## FACTS & FIGURES

- **With 93% of American businesses using cloud technology, integrations with CMS will prove to be important<sup>17</sup>**
- **Transitioning from a simple CMS to an integrated CMS may feel difficult initially, as 28% required significant effort. But it's an effort that pays off<sup>17</sup>**



# CMS TESTING AND MAINTENANCE **REQUIREMENTS TO SHOOT**

While CMS platforms make it easy to publish content and manage websites, they need to be updated and maintained on an on-going basis. Bugs and threats are discovered almost every day, and when patches are released, web administrators should update them immediately. Regular maintenance and testing of CMS for vulnerabilities will ensure that your website is safe and secure. However, this will require professional assistance as most businesses will not have the staffing resources to do it on their own.

## Some of the testing procedures<sup>18</sup> that vendors can do on behalf of you include:

- **Testing platforms and browsers of visitors, and how they interact with your website**
- **Test for color, font, search functionality, site security, and content**
- **Test links and SEO, and ensure that all navigation aspects are running perfectly**
- **Test for the CMS' accessibility and ensure that it is available on all browsers and devices**

## FUTURE TRENDS

Threats and vulnerabilities are likely to increase in the coming months even with extra security-measures in place. Making sure that a website is safe and secure will require businesses to test and maintain their CMS regularly. CMS testing can be time consuming and repetitive, and more businesses will likely partner with external agencies for testing and maintenance functions.

## FACTS & FIGURES

- **Cisco reported that brute force and crypto-analytic attacks are still major threats for CMS<sup>19</sup>**
- **73% of WordPress installations have known vulnerabilities that can be detected via automated tools<sup>20</sup>**

# FINAL THOUGHTS

As you can see, in 2019, the focus will continue to remain on making web content available across devices. In this context, headless CMS development will continue to be requested by businesses. Businesses will also request for integrating their CMS with the APIs of artificial intelligence-enabled applications. In addition, as there is a growing need to manage digital assets, CMS and DAM integrations will take centre-stage. Cloud-based CMS will trounce on-premise installations, and businesses will focus more on data privacy and security.

To enhance productivity, the trend will revolve around easy to use CMS platforms such as WordPress and SquareSpace for smaller organizations, while larger enterprises will prefer Joomla! and Drupal. Online stores will choose platforms such as Magento and WooCommerce, while everyone will try and integrate their CMS with additional software programs to add value to existing features. Finally, businesses will need external assistance to maintain and test their CMS platforms on an ongoing basis.

To learn how we can help you choose the best CMS for your unique business requirements, contact us today at [info@indusnet.co.in](mailto:info@indusnet.co.in) or visit our website - [www.indusnet.co.in](http://www.indusnet.co.in)

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