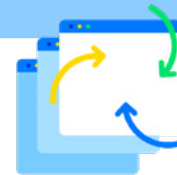# Contentful

Checklist: Find the right content solution for your scaling business

A comprehensive lists of questions to answer when selecting your next CMS

Multi-site management checklist

- [ ] Can local and global content be managed in the same hub?

- [ ] Can content be reused on multiple sites? If so, does the solution function as a single source of truth for content updates and distribution?

- [ ] Does the solution encourage brand and design consistency?

- [ ] Are there capabilities that simplify common tasks such as translation, image optimization and adhering to country-specific legal requirements?

- [ ] How quickly does the solution make updates to support new channels or changing legal requirements?

- [ ] Can the solution integrate with preferred personalization, optimization, translation and collaboration tools?

Speed to market checklist

- [ ] Does the solution have a track record for accelerating development cycles?

- [ ] How fast are current solution customers completing comparable work?

  Tip: Consider requesting examples or case studies for each content solution you're considering.

- [ ] Is the solution an API-first platform that supports integrations with your existing or future tech?

- [ ] Does the solution fuse with and improve existing workflows?

- [ ] Does the solution support content structured for easy reuse and deployment across channels?

- [ ] Does the solution improve page load times and decrease downtime? Does it support variations in traffic and API calls without impacting speed?

Future-proofing checklist

- [ ] Does the solution offer innovative examples of how it adds value today and how it prepares your business to adapt to the future?

- [ ] Do their case studies leave you inspired and eager to experience similar results?

- [ ] Does the solution support a modern tech stack including the following features?

  - Microservices/stack architecture
  - API-first extensibility
  - Structured, modular components
  - Enterprise-ready to scale
  - Pay-as-you-grow options
  - Multichannel distribution

# Investment and scalability checklist

- [ ] What time, money and developer investments are needed to implement the solution?

- [ ] Can you start with just the features you need and pay as you grow?

- [ ] Does the solution make it easy to migrate content and functionalities from your old systems?

- [ ] Does the solution offer a trial? Will you be able to build a proof of concept with the features and time provided?

- [ ] How future-proof is the solution? Does it support an API-first stack approach or will you be locked into preferred vendors?

- [ ] Does the solution have a history of unveiling innovative features, or are they playing catch-up with competitors?

Unified content management checklist

☐ Can the solution replace multiple content repositories to unify fragmented content?

☐ Does the solution allow you to add microcopy, navigation and custom pages without coding or developer assistance?

☐ Does the solution enable you to pull from and deliver content to current distribution channels?

☐ Can content be created, managed and updated from one location?

☐ Does the interface empower creatives to upload, edit and publish content independently?
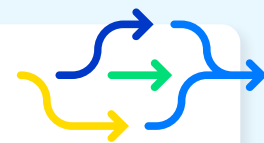
Extensibility checklist

☐ Does the solution integrate with preferred and existing tools and customizations?

☐ How easy are integrations within the solution? Do they affect functionality or extend implementation time?

☐ Will solution updates impact integrations and future customizations?

☐ Does the solution limit your ability to change channels, tools or workflows in the future?

☐ Will connecting the technologies your team prefers require vendor support?

Implementation checklist

- [ ] What is the expected timeline between choosing the solution and shipping your first digital product?

- [ ] Will you need to hire product experts or consultants? If so, are these people difficult to hire or retain?

- [ ] Is the new solution difficult to learn? Will your team have access to training, documents and support services?

- [ ] Does the vendor have partners capable of filling gaps and accelerating time to value?

- [ ] Are some configurations mutually exclusive? Do you have any unusual requirements that might take longer to set up?

- [ ] How is content migrated? Will your business need to freeze content and feature updates?

- [ ] What parts of the implementation process often impact timelines or cause delays?

User experience checklist

- [ ] Does the solution understand and account for what's important to editors and developers?

- [ ] Does the solution support parallel workflows?

- [ ] Are there additional tools available to support content creators and other non-developers?

- [ ] Does the solution enable editors to easily update, preview and post changes independently?

- [ ] Can developers use the tools and languages they love?

- [ ] Will the solution lock you into certain tools or coding languages that might become outdated?

Governance and workflow checklist

- [ ] Can permissions be set at the individual and team level?

- [ ] Can workflows be customized for different teams?

- [ ] Is it easy to reorganize permissions and workflows as your organizational structure evolves?

- [ ] Will the governance and workflows scale as you add users?

- [ ] Does the solution have defaults or limits that could restrict your ability to create and customize governance or workflows?

Security and reliability checklist

- [ ] Does the solution provide a detailed overview of how they manage security and reliability? See an example.

- [ ] Does the solution have security certifications, such as ISO 27001 or those through AWS, showing independent audits of their security practices?

- [ ] Do all content solution components meet your security standards?

- [ ] What is the promised uptime and how does the solution ensure it?

- [ ] Is content replicated between multiple servers and backed up frequently?

- [ ] Does the solution have a secure global delivery network to support expansion into global markets?

- [ ] What is the process for notifying customers of a security incident?

**See how Contentful asnwers these questions
with our content platform**

Get a tour of
our content platform

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