

5 SIGNS

Your Traditional CMS is Holding You Back

And How to Move Forward with
Agile, Headless CMS in Just 3 Steps



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“LIKE SHARDS OF GLASS SCRAPING AGAINST MY EYEBALLS.”

Unfortunately, that's how most marketing departments describe their existing content management systems. And yet, instead of pivoting to something far more efficient, they put up with the pain, believing that's just the way life is in the world of CMS.

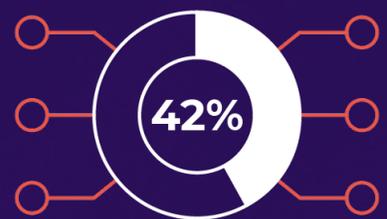
Well, here's what we believe: You can continue to struggle, remain stuck in the rigid hold of status quo, or you can leap forward to a modern, more agile CMS.

Define agile, you say?

Flexible, scalable, and so easy to use, your team can quickly create and deliver revenue-generating marketing campaigns. Immediately.

Next-level agility like this alleviates the usual aches and pains of content management and creation. For example, no more missing out on new technologies that deliver modern customer experiences. Or falling behind competitors who up-level campaigns and bottom lines by using leading-edge marketing tools. Plus, you'll rise above all the other hurt that comes from settling for an outdated and inflexible traditional content management system.

Here's the big CMS revelation: you don't have to accept the way things are. Because now, there is a far more agile content management system that doesn't hold back your business. Unlike conventional solutions, an agile CMS propels you forward, easily enabling all that comes next.



42% of businesses don't have what they consider the "right" tech to successfully manage content within their enterprise



How Does Traditional CMS Hamstring Your Business?

Let us count the ways.

Traditional CMS was great...for traditional times. But today, marketing opportunities evolve rapidly. So, the last thing you need is a knuckle dragging solution. Here, then, are big 5 reasons why an outdated CMS can be harmful to the health of modern businesses.

1. A Drain on IT and Innovation

There's a monster eating information technology budgets alive. It's called Legacy, and that beast just loves feasting on traditional CMS.

In fact, only about a quarter of yearly budgets are spent on innovative projects that actually grow businesses. That'll keep you stuck in Yesterdayland.

Look, if you're starving for ways to make your mark by achieving marketing breakthroughs, you need an agile CMS solution. But that's costly, right? WRONG! A modern CMS is actually more affordable for several reasons. Not only do they operate on simple and predictable subscription plans, but the bulk of their upkeep is covered by the vendor. And thanks to the cloud delivery system, agile CMS users also save money on hosting and storage.



CIOs spend 72% of their budgets managing existing IT and only 28% on innovative new projects

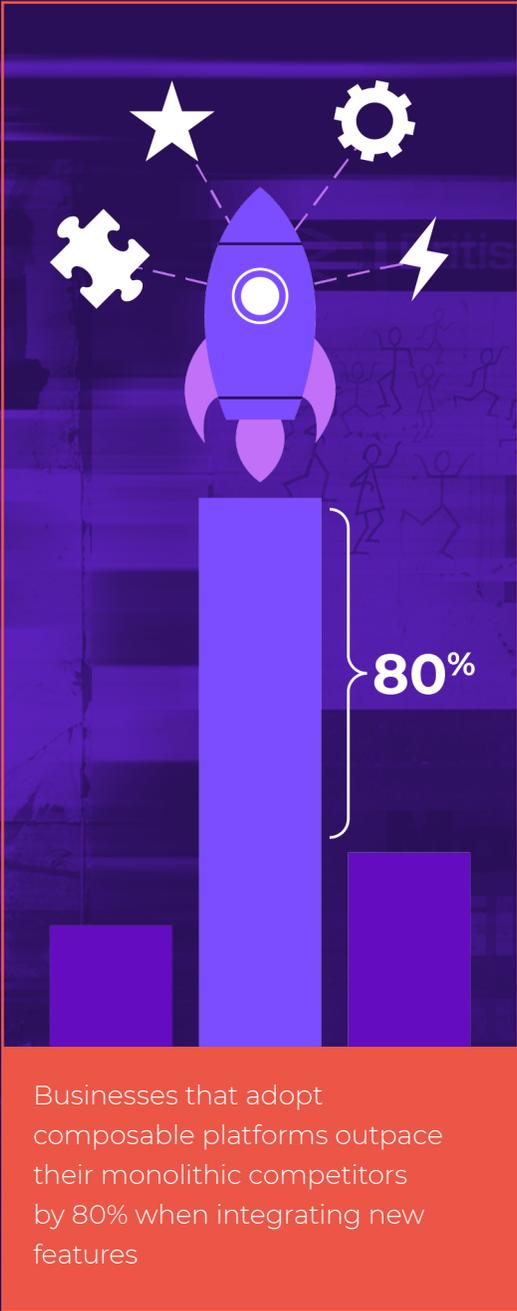


2. Monolithic Content Platforms Greatly Limit Your Scalability

Here's a bit of CMS logic: The bigger the CMS platform the slower and more expensive is it to scale.

Speaking of lumbering giants—because each feature is inextricably tied together, the entire platform must be updated at one time. This can lead to costly downtime — planned or unexpected. The result? A big hit on the cost and effectiveness of your marketing campaigns. (Not to mention the obnoxious happy dance done by your more agile competitors.)

However, with a MACH-based headless CMS solution, the platform and its features all exist independently and can therefore be updated independently—as needed. This makes scaling certain features both up and down less of a strain on IT and marketing teams



3. Outdated CMS Equals Outdated Features and Capabilities

You can't teach an old dog new tricks, and unfortunately, you can't truly adjust the features of a monolithic traditional CMS. All you can really do is bolt on different extensions. Sure, a Frankenstein CMS does bring added functionality, but it also adds a whole new level of complexity that can lead to technical debt and users chasing you down with torches and pitchforks.

On the other hand, a modern, modular CMS is composable — meaning that cutting-edge content management features can be easily integrated and swapped out on demand.

4. Warning: Traditional CMS Software Can Stunt Your Marketing Team's Growth

90% of IT teams say the maintenance and expense associated with legacy systems — such as a traditional CMS — prevents them from adopting the technology that powers business growth.

Why? Because with a traditional CMS, marketing and IT teams must coordinate to make even the simplest content updates. This unnecessary friction causes sparks to fly and tempers to flare. It also slows down perfectly capable marketing teams by putting even more responsibilities on the shoulders of already strained IT workers.

But with a Headless CMS, you take the pressure off IT teams and give power back to marketers by enabling them to manage their own content, campaigns, and even more advanced marketing functionality. Who knew an agile CMS could deliver a lasting peace between IT and Marketing?

5. A Monolithic CMS Isn't Maximized for Organic Traffic

Marketing professionals know that high-quality content matters. And now, it matters even more. That's because [Apple made it easy to opt-out of being tracked for advertising purposes in iOS 14.](#)

This privacy-focused update makes it harder for marketers to serve ads to consumers based on what they've learned by tracking their behavior around the internet.

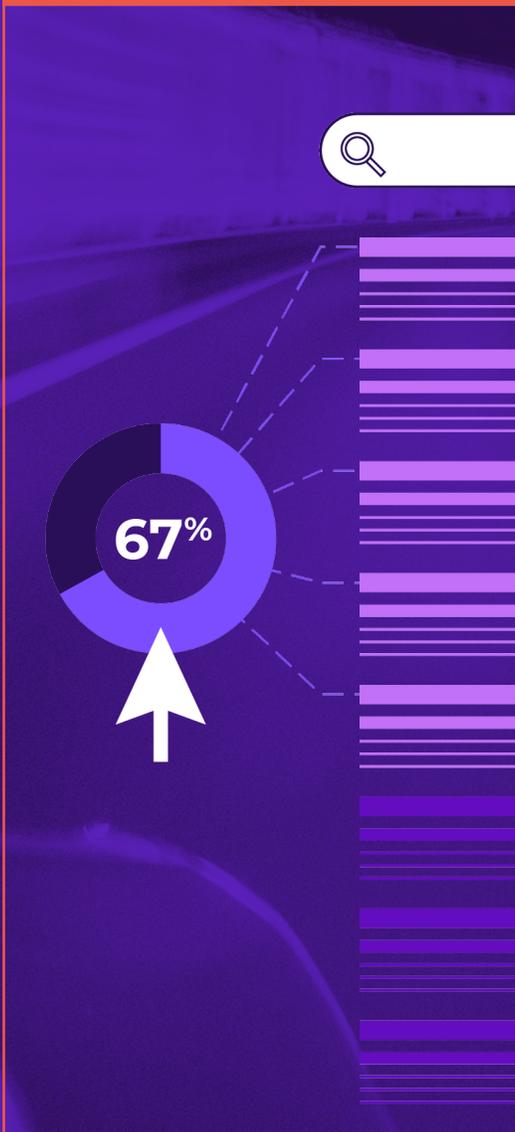
But, when the privacy gets tough, the tough get way more innovative. That means it's time to focus on creating great content that aligns with search engine optimization (SEO) best practices so consumers can still find their way to your brand even without tracking and ads.

You know where this is going, right? While traditional CMSs weren't built specifically for an organic traffic world — agile, headless ones were.

The modular structure of a modern CMS makes it easier than ever for search engines to understand what content exists on each page of a website.

In addition, this structure means that each content module — from blocks of text to graphics, videos, and beyond — can be “named” using metadata labels, which are often referred to as “tags.” These tags let organizations attach additional information to content assets, enabling search engines to understand content elements and quickly deliver them to the consumers

67% of all clicks on Google go to the top 5 organic results on a search results page



Traditional Versus Modern CMS. And the winner is...

Most traditional CMSs are monolithic, meaning they lock together content management and presentation. This all-in-one suite made life easy in the days before countless digital devices and channels made 24/7 content consumption the norm.

But today? Outdated, traditional CMSs like this only make it harder for marketers to quickly create, deliver, and scale content.

That's why it's time for a modern CMS.

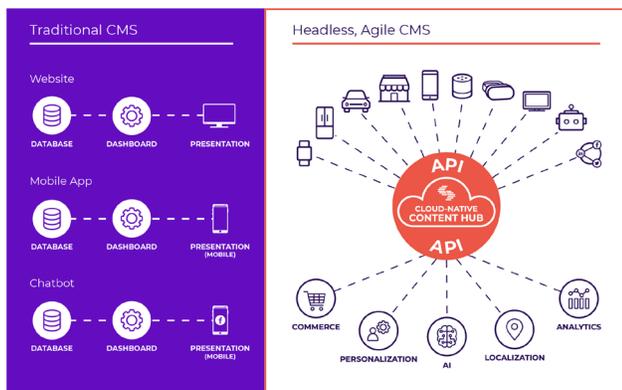
When it comes to CMS, modern means agile, headless, and MACH-based.

[MACH architecture is built using lean microservices](#), works together using application programming interface (API) technology, lives in and is delivered via the cloud, and is natively headless with decoupled front-end presentation and back-end logic layers.

[A MACH-based agile, headless CMS](#) separates content from how it's designed and delivered. That means the technology, design, and content elements of a website can all be worked on simultaneously — no team asking for permission from or waiting on another.

And the benefits for marketers are *huge*.

With a modern CMS, content technologies are easily integrated (think customer relationship management software, SEO tools, etc.) for flawless optimization, content is highly reusable for major time savings, and distributing marketing materials across platforms to keep up with omnichannel demands is a snap.



With an agile, headless CMS built on MACH principles, you can enjoy the speed, scalability, and flexibility that modern, omnichannel marketing demands.

MACH

Microservices based

API connected

Cloud native

Headless architecture

3 Steps Forward, No Steps Back

How to Move Your Business Forward with Agile, Headless CMS

Can your business relate to any of the above scenarios? Lucky you.

Wait, what?

That's right, you're fortunate because this is a time when you don't have to turn your entire organization upside down to implement a modern content management system, one that cements your marketing team as a key profit center!

In fact, it can be virtually painless to move forward with an agile, headless CMS. In no time, your entire business can bolt forward — you just need to know the right steps.

Here's how to choose and bring a modern CMS online:

STEP 1

Prepare Your Company and Content for Migration

Before diving into the execution, here are a few tasks that will set your team and your content up for success when it comes time to migrate to a new CMS.

IDENTIFY PROJECT LEADERS

Chances are you've amassed a lot of content assets over time. If so, you're in for a long and complex content migration project. A project of this size will benefit greatly from having leaders who are intimately familiar with your organization's needs and the content to be migrated.

It is best to assign leaders from the various departments (marketing, content, IT, and so on) to lead the charge on their specific tasks, keep key stakeholders in the know, and keep things moving according to the deadlines you'll define next.

DEFINE YOUR DEADLINE AND MILESTONES

Of course, every project needs an endpoint toward which everyone involved can strive!

In addition to this final deadline, we recommend also assigning milestones along the way to keep progress on track and keep morale high as each is completed.

CONDUCT A CONTENT AUDIT

Before you start moving large amounts of content around, you'll want to conduct an audit to thoroughly inventory, organize, and label content assets.

Bring in the project leaders at this step to help identify what content you want to keep, what can be eliminated, and even what you want to create when your new headless CMS is live.

SELECT YOUR HEADLESS TECHNOLOGY

With leaders and dates assigned and a content audit complete, it's time to take the step that will take you from planning to action — bringing technology onboard.

Now is when you'll finally choose the agile, headless CMS that will power your whole marketing program (and then some).

Give yourself time here — you're going to need it.

Tip: [Here's a buyer's guide to help you on your quest to choose the perfect headless CMS](#)

Shop around carefully to find a platform that has the core features you know you need, a high degree of flexibility to add in those features you might need in the future, the level of customer support you expect, a price and payment structure that works with your budget, and any other key elements that are important to your organization.

STEP 2

Conduct the Migration to Headless CMS

Congratulations. You've done the prep work. Now it's time move on...and up. Here's how to effectively integrate your headless CMS.

MOVING FORWARD BEGINS BY BACKING UP YOUR CONTENT ASSETS

Before you go any further, back up and store your content assets and other data in a safe place — and keep it there until your move to your modern CMS is complete.

Some of the changes you're about to make will be irreversible, don't lose your content in the process.

ADJUST CONTENT FOR NEW PLATFORM

In engineering, "refactoring" is the process of restructuring code without changing its behavior. In this step, that's what you're going to be doing — only with content instead of code.

Basically, you're taking the data and content assets you pulled from your old content management system(s) and updating it in a way that makes it compatible with your new, headless system.

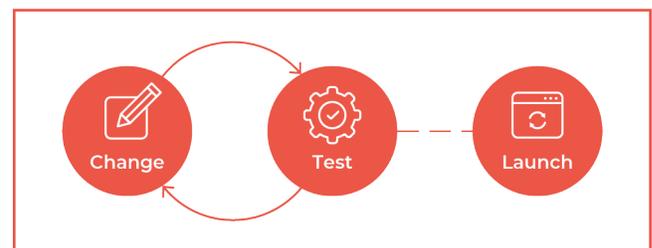
You can devote your (or hired) development resources to creating scripts that will handle this process quickly. Or, you can have a person (or a team of them) do it manually.

TEST AND PERFECT BEFORE GOING ALL IN

If at all possible, launch a small-scale migration project to make sure everything's working as expected with your new CMS.

If it isn't, this is your chance to identify changes that need to be made to your content formatting, your migration process, and/or your current headless CMS configuration — something the vendor you choose should be able to help you with (an example of why customer support is an important feature when shopping for a CMS!).

COMPLETE YOUR CMS ADOPTION



Once all the previous steps are done, you're safe to proceed to completing the full move to your new headless CMS!

But don't take off just yet — there's one more step left.

STEP 3

Dot Your “I’s” and Cross Your “T’s”

You’ve migrated to headless CMS! Welcome to the next era of marketing success. However, there are still a few final tasks to complete to ensure the continued success of your new platform.

TRACK DOWN (AND FIX) ANY BUGS

Just like any time you put something new out into the world, you check and recheck to make certain everything looks and functions the way you want it to. You can hire quality assurance (QA) pros to help with this process or even get it done internally with careful planning.

CREATE ONGOING QUALITY ASSURANCE PROTOCOL

Speaking of QA — it should be a continuous process. One that never lets up.

That’s why, in this final step, it’s a great idea to create checks and balances that ensure quality and consistency as content updates continue to take place in perpetuity. This will help personnel handle the errors that inevitably pop up after a content migration project.

DECOMMISSION OLD SYSTEM(S)

With your headless CMS working smoothly, and rules in place to handle the rare instances when it doesn’t, it’s time to say goodbye to your old system(s).

Because you’re working with a highly agile CMS built on MACH principles, from here it should be simple enough to integrate the rest of your content tools with your new platform — [ultimately developing a digital experience platform \(DXP\)](#) from which you can keep a guiding hand on your entire marketing program.

How to Implement Agile, Headless CMS

1 Prepare for Migration

- Identify Project Leaders
- Define Deadline, Milestones
- Conduct a Content Audit
- Select Your Headless Technology

2 Conduct the Migration

- Back Up Content Assets
- Adjust Content for New Platform
- Test and Perfect
- Adopt Your CMS

3 Finalize the Details

- Fix Bugs
- Create Ongoing Quality Protocol
- Decommission Old System(s)

Never Settle — It's Time to Find a **Modern CMS** That Works for You

Outdated, slow, heavy, expensive, painful. Do those words remind you of anything...? If so, it's time to experience the joys of creating and managing content with an agile CMS.

Not only will it transform marketing departments, but it can also elevate entire businesses, helping them become more competitive and better prepared for an omnichannel future.

Just make sure to initiate your transformation by selecting the agile, headless CMS that best suits your unique needs.

To do that, [download our totally free CMS shopping list](#). It'll help you compare CMS options on features like flexibility, scalability, ease of use, and guide you to the best content management tools to keep you on the leading edge of all that comes next.

Get your
free **CMS**
checklist
here

RESOURCES:

1. <https://www.contentstack.com/cms-guides/headless-cms/>
2. <https://www.contentstack.com/blog/all-about-headless/mach-infographic/>
3. <https://www.contentstack.com/cms-guides/building-a-unified-content-hub/>
4. <https://www.contentstack.com/cms-guides/building-digital-experience-platform-dxp/>
5. <https://www.contentstack.com/cms-guides/headless-cms-buyers-guide/>
6. <https://www.contentstack.com/blog/all-about-headless/best-content-management-systems-2021/>
7. <https://www.contentstack.com/resources/ds/30-questions-for-headless-cms-candidates/>
8. <https://www.gartner.com/doc/reprints?id=1-24YZT9CL&ct=210104&st=sb>
9. <https://enterpriseproject.com/what-is-digital-transformation>
10. <https://agilitycms.com/resources/guide/5-signs-that-it-s-time-to-change-your-cms>
11. <https://www.zerolimitweb.com/organic-vs-ppc-2021-ctr-results-best-practices/>
12. <https://www.invoqa.com/blog/what-is-idfa-and-why-apple-killed-it-everything-marketers-need-to-know>



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