

Content Management System (CMS)

A CMS or Content Management System is a program that allows the user to easily manage information for their Internet page. In other words, it is a tool that empowers the user to create, edit, publish and even classify content on their website without having to deal with complex programming languages.

CMS with free license

The free CMS is usually developed by a community of programmers who voluntarily improve and release new editions of the software, so direct technical support is difficult to find. To solve any problem it is easier to look for answers in user forums. The three best-known open source and free-licensed projects are WordPress, Joomla, and Drupal:

WordPress: This is the most popular CMS today and its platform allows you to create websites not only with written content, but also videos or images can be included, among other functionalities. You can install it without difficulty to create the content you want, but you will need a server with PHP and MySQL support if you choose WordPress.org. In its free version, even a person without programming knowledge would be able to use it.

Joomla. This CMS is slightly more complex than WordPress, without losing ease of use. It allows the creation of websites that require interaction with a user community, such as magazines, newspapers or survey sites, among others. For people with basic knowledge of algorithms and HTML it will be easier to use.

Drupal. This CMS is considered business class as it can be easily integrated with administrative tools such as SAP. However, it has a higher degree of complexity than WordPress and Joomla, so its use is ideal for developers.

Paid CMS

Unlike the free CMSs, the paid ones have the guarantee of the creator company, so its technical support will try to solve your problem as soon as possible and its maintenance will be periodic, among other facilities for its users. We present you some of the most popular, such as Weebly, Wix or Shopify:

Weebly. This Content Management System is used to create a wide variety of websites, from blogs to pages that support electronic commerce. Its platform uses a Drag & Drop format, which by means of drag and drop allows you to add content such as images and videos easily.

Shopify. This is one of the most used CMS for creating online stores. Its ease of use allows the user to design and manage their website by adding images or product descriptions without necessarily having programming knowledge.

Wix. This is another CMS used for the creation of practically any type of website, with the difference that the software cannot be downloaded and installed on its own server. It has attractive templates for sites with great visual load and its ease of use allows users without technical knowledge to be able to handle it.

WordPress also has a paid version that contains roughly the same facilities as other paid CMSs.

Advantages and disadvantages

| CMS \$\$\$ | Advantages | Disadvantages |
|---|--|---|
| <p>Paid CMS (price US with minimum option - 1 year domain)</p> <p>Wix (\$ 132 / yr) Weebly (\$ 134 / yr) Shopify (\$ 334 / yr) WordPress.com (\$ 85 / yr)</p> | <ul style="list-style-type: none"> • Fast website development • Personalization possible • Secure • Easy learning curve • The site does not disappear if the contract is not renewed. • The provider takes care of everything. | <ul style="list-style-type: none"> • More expensive • Space limited for photos, videos ... • Additional costs if you want email addresses, facilities such as event management, online store, payment, etc. • Starting a site is not that easy • If the client does not work on the site regularly, he forgets how to do it! |
| <p>CMS with free licence</p> <p>WordPress.org (free) Hosting and domain with Hostgator (\$ 100 3 years - 1 year free domain) 1 year domain 20 \$ After 3 years 120/yr + domain</p> | <ul style="list-style-type: none"> • Fast website development • Unlimited customization • It is a more global offer for a company. • Email addresses included • Cheaper than paid CMS | <ul style="list-style-type: none"> • It requires keeping it always updated • If the customer does not renew the subscription, the site disappears. • Requires a professional to start a site • Learning curve more difficult to start a website. Updates are the same as any other CMS • If the client does not work on the site regularly, he forgets how to do it! |