Master online presence: How a CMS can boost the growth of your SME

Contents

Introduction

In the digital age, SMEs and freelancers face many challenges and opportunities. Attracting, retaining customers and efficiently managing content have become essential on the Internet.

According to Zipper Research, in 2015, only **25%** of websites made use of CMS, however, **by 2022 this figure has increased to 43.6%.** Moreover, the pandemic has accelerated this trend.

SMEs are facing limitations in resources, budget and staff. For this reason, content management can become a task to which they cannot devote much time. This is precisely why **Content Management Systems (CMS) have become an indispensable tool for SMEs.**
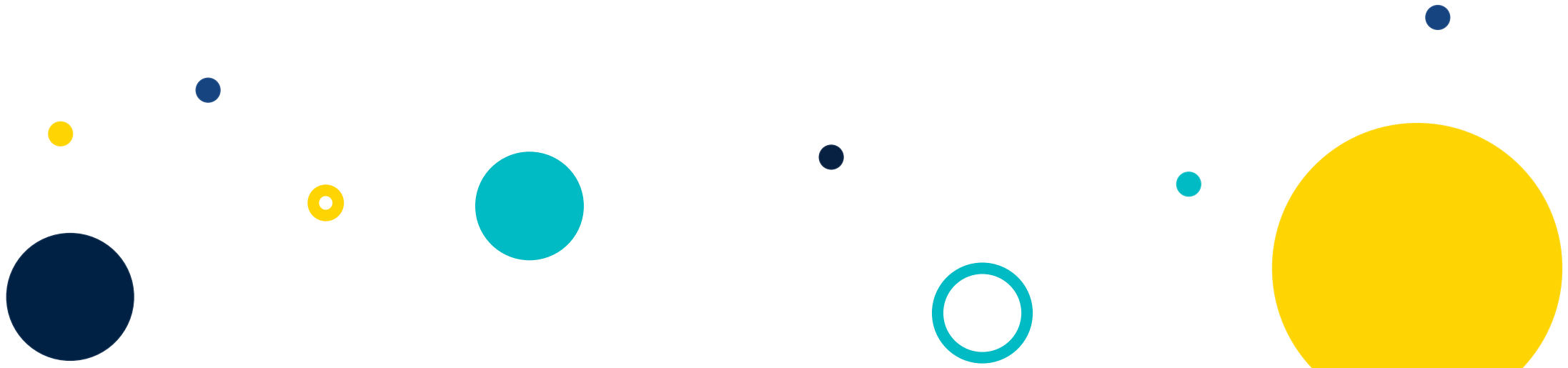
Discover the advantages of integrating a CMS

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In today's digital era, the choice to implement a CMS becomes a strategic element for SMEs. Here are some of the **advantages of using CMS**:

Ease of use and administration
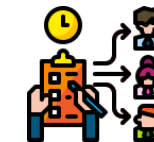
Saving time and resources

Personalización y flexibilidad

Customization and flexibility

SEO improvement

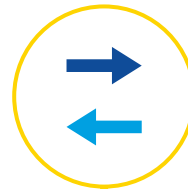**Efficient access control and collaboration**

Learn about the different types of CMS

Open Source:

>>> **Free** product and are highly **customizable**.

>>> Freedom to **adapt** functionality.

>>> It requires certain **technical skills** to implement and maintain it.

Owners or Commercial:

>>> **Developed and sold** by specific companies.

>>> **Intuitive** user interfaces and **specialized** technical support.

>>> Can offer a **simpler**, **service-oriented** solution

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Cloud-based:

>>> **Practical and flexible** solution.

>>> Online content **access and management.**

>>> **Upgrades and maintenance** managed by **vendor.**

Local installation (On-premise):

>>> Content **managed internally.**

>>> **Installation and operation** from the company's **local servers.**

>>> **Full control** over system **configuration and customization.**

Step-by-step guide to selecting the right CMS

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1. Define **objectives** and needs.

2. Evaluate **ease of use** and capacity.

3. Analyze **scalability and flexibility.**

4. Calculate **costs and budget**

5. Evaluate **support and community.**

6. Evaluate the **integration of third parties.**

7. Perform **Tests** and Obtain **Feedback.**
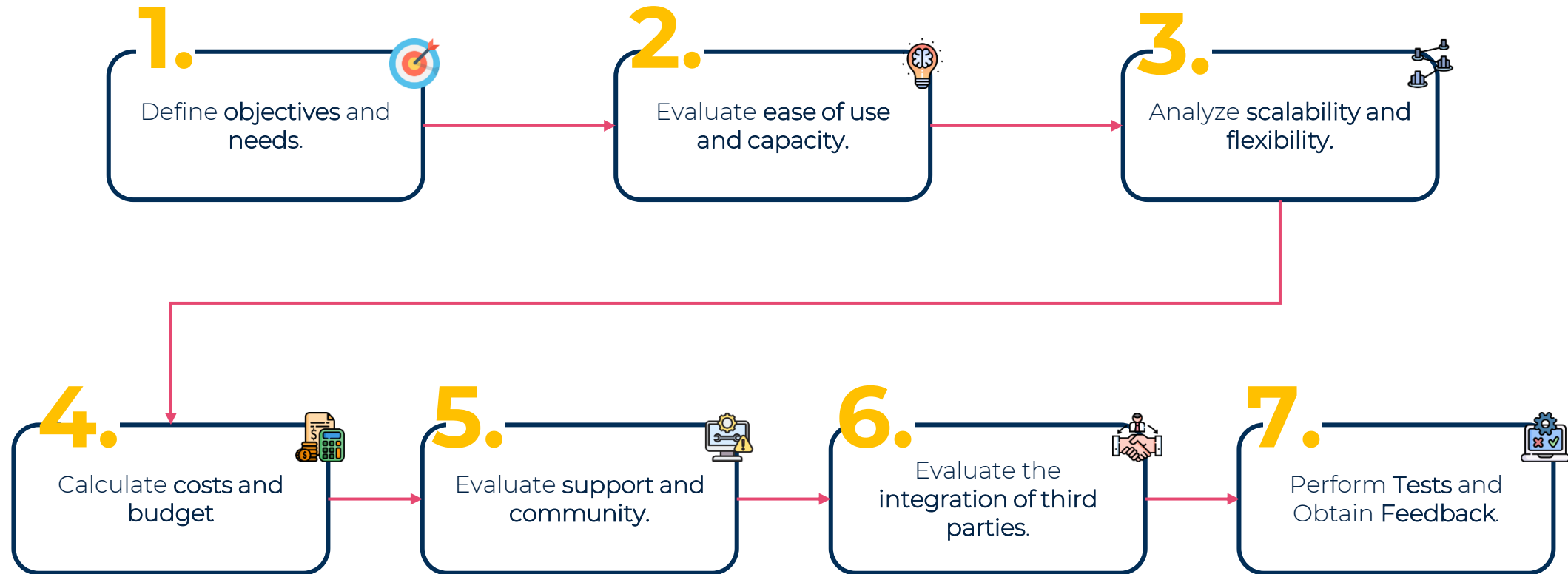
Practical steps: from implementation to CMS configuration

Once the CMS has been selected, the next crucial step is **its implementation and configuration** on the SME's website. This implementation depends on several steps that will be outlined below:

1. Detailed process **planning.**

2. CMS **installation** and basic configuration.

3. Design and template **customization**

4. Menu **configuration** and navigation.

5. **Integration** of specific functionalities.

6. **Migration** of existing content.
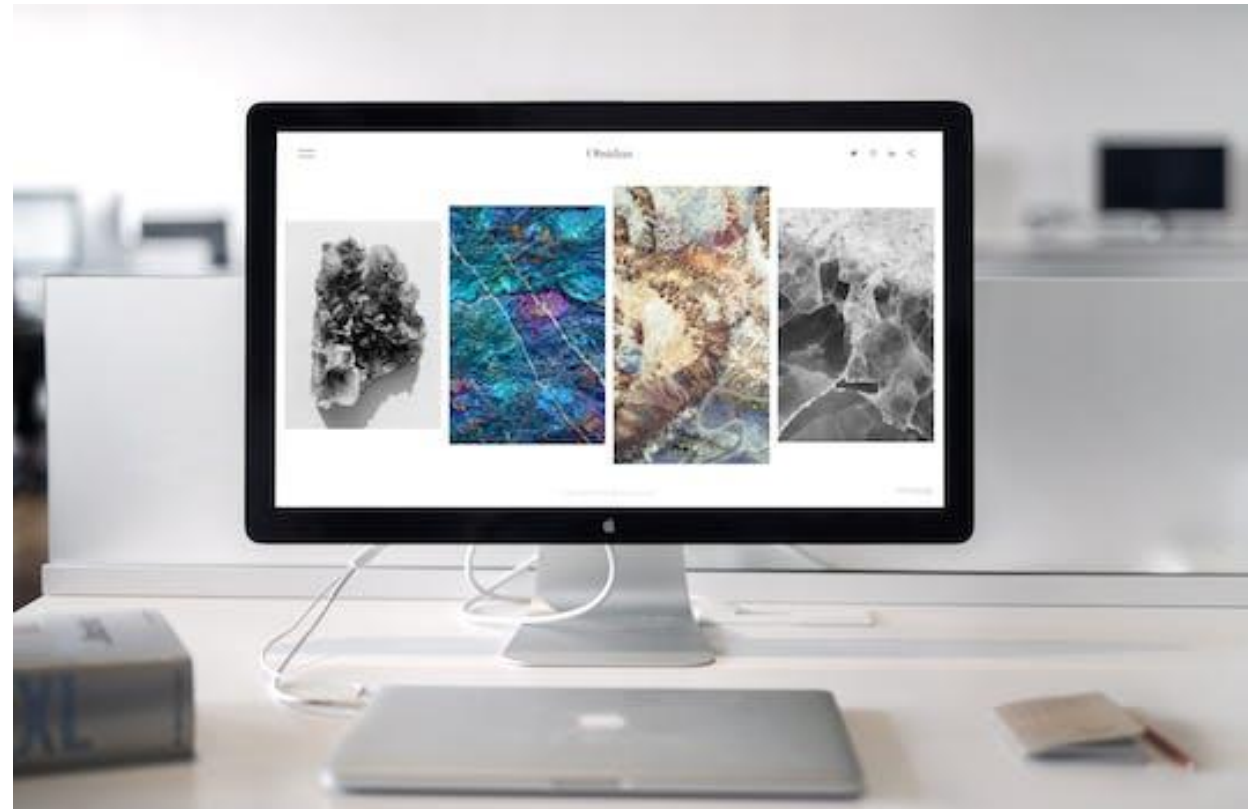
Examples of efficient and cost-effective CMS for SMEs

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It is essential to consider **affordable options** that offer good functionality. Here are four popular CMSs known for their **efficiency** that are ideal for SMBs.

WordPress

- **Affordable** option that adapts well to the needs of an SME.
- **Versatile and simple.**
- From 0€/month to 45€/month.

Joomla

- Provides advanced **user management.**
- Combines **power and scalability.**
- From 0€/month to approx. 420€/month.

Acquia

- Offers **specialized** solutions and services **around Drupal**.
- Ensures **efficient and secure** operation.
- Leverages the **flexibility and scalability** inherent to the **open-source** CMS.

Wix

- Simple with focus on **aesthetic design**.
- Variety of **modern and customizable templates.**
- From 0€/month to 150€/month

Success stories on the use of CMS in SMEs and freelancers

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- This group of restaurants opted for **WordPress** main to **develop and host** their restaurant websites.

- It has allowed them to have an **efficient management** of their web content **without requiring advanced technical skills.**
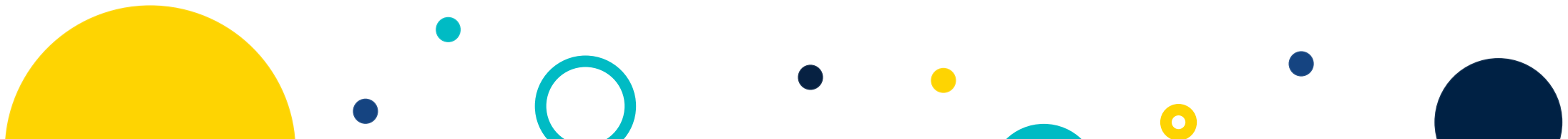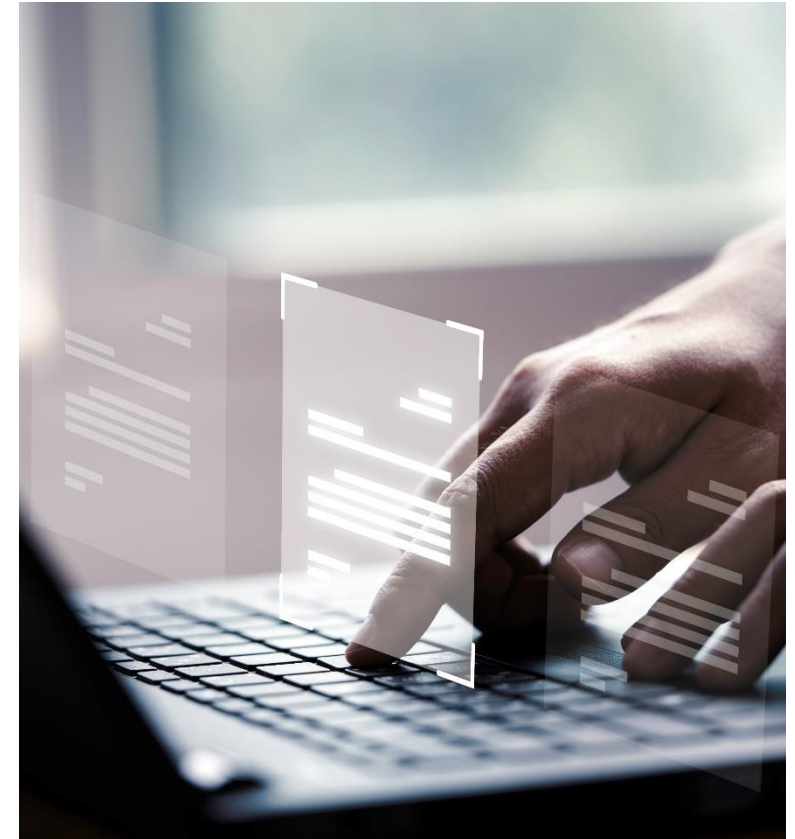
FESTELA

- This Barcelona-based clothing brand has opted for the **WIX** CMS for its website.

- Wix offers the **flexibility** needed to **effectively embody** the brand's ethos and mission, which focus **on creating handcrafted and unique prints.**
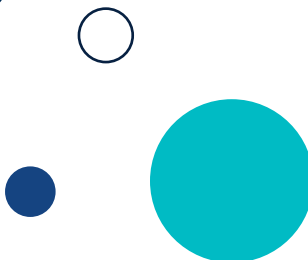
Conclusions

CMSs, key in the digital transformation of SMEs, stand out for their **efficiency in content creation and management**. Advantages such as ease of use, time savings and improved SEO boost the effectiveness of content management, allowing SMEs to **stand out in a competitive digital environment.**

The monograph discusses selection, highlighting the importance of **defining objectives, assessing scalability and considering costs**. On implementation, it details everything **from initial installation** to **content migration**, presenting diverse and accessible options for SMEs with different needs and preferences. In summary, adopting an efficient CMS allows SMEs to **thrive in a constantly evolving market.**

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