ADK Group: Web Platform Guide
CONTENT DISTRIBUTION EDITION

If you are in the business of publishing or distributing digital content (articles, videos, etc.), there are three platform types to you will want to consider: a Content Management System (CMS), a Static Web Builder, or a Drag-&-Drop/Templated Web Builder. As you look at the qualities below, there is no formula or decision tree that will help you determine the right answer. Its different for every website and organization. Use the guide to get a better understanding of the capabilities of each platform type and contact us for a more in-depth conversation to help you get to the right decision for you.

Platform Type	Notes
CONTENT FREQUENCY: How often do you plan to publish new content?	
CMS	• originally designed for content distribution • most have robust content publishing systems
Static Website Builders	• adding blog content requires some knowledge of code • CMS plug-in can be added for easier publishing
Drag-&-Drop Web Builders	• easy to add new content • has templates for blogging
UPDATE FREQUENCY: How often do you plan to make changes to the existing content?	
CMS	• modular template makes it easy to edit existing or create new pages
Static Website Builders	• not designed for frequent changes • requires some knowledge of code to add new pages
Drag-&-Drop Web Builders	• easy to edit existing or create new pages • limited to out-of-the-box template
PUBLISHING FRIENDLY: Who published new content or creates new pages?	
CMS	• easy for anyone to create new content or pages • includes roles with limited access for greater control over access to publishing
Static Website Builders	• adding blog content requires some knowledge of code • CMS plug-in can be added for easier publishing
Drag-&-Drop Web Builders	• designed for marketers to publish content
CUSTOMIZABILITY: How often do you plan to make changes to the existing content?	
CMS	• has the most plugins for customizations • can change to source code to create unique customizations
Static Website Builders	• has many popular plugins for customizations • can change to source code to create unique customizations
Drag-&-Drop Web Builders	• has many plugins for popular customizations • cannot change source code for unique customizations • requires knowledge of unique templating language for customizations

DEVELOPER FRIENDLY: Who will be building the website?	
CMS	• best for developers with experience in PHP • can edit source code • most have large communities for support which make it easy for developers to get answers quickly
Static Website Builders	• best for developers with experience in HTML and Javascript • can edit source code • no need to learn another syntax (aside from some basic hooks)
Drag-&-Drop Web Builders	• best option for non-developers • customizations can be made in HTML, CSS, and Liquid Templating • cannot edit source code • may need to consider outsourcing development to someone with specific platform experience if there are scaling needs
SPEED: How important is performance speed?	
CMS	• fast if using an out-of-the-box template but customizations can add time • most have large communities for support which make it easy for developers to get answers quickly
Static Website Builders	• faster to develop because there are no database connections that need to be set up
Drag-&-Drop Web Builders	• fast if using an out-of-the-box template but customizations can add time
OWNERSHIP: Who possesses the master copy of your website?	
CMS	• like owning • changes from platform providers cannot effect your website because your instance is downloaded to a machine you own (rather than cloud based)
Static Website Builders	• like owning • changes from platform providers cannot effect your website because your instance is downloaded to a machine you own (rather than cloud based)
Drag-&-Drop Web Builders	• like leasing • you do not download your own instance so if your platform provider implements a major change to their service, you have no control over how that effects your website
MAINTAINABILITY: Who will be maintaining your website?	
CMS	• requires manual updates every every 30-60 days but you can employ a third party service to automate this
Static Website Builders	• little maintenance necessary
Drag-&-Drop Web Builders	• little maintenance necessary

Confused what we mean by platform type (CMS, Drag & Drop, etc.)? **Read more here**. Check out **similar guides** for websites that have different purposes.

This guide was made in July, 2017 and the landscape is constantly changing. For the most relevant information, reach out to us to schedule a conversation about your website needs.