

ADK Group: Web Platform Guide

WEB PRESENCE EDITION

If the main purpose of your website is to establish a basic online presence for your brand, then you have a few platform types to choose from: 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

SCALABILITY: How will the functionality of your website need to scale over time?	
CMS	<ul style="list-style-type: none">• have the most plugins for added functionality• are the most widely known so (almost) any developer can implement customizations down the road
Static Website Builders	<ul style="list-style-type: none">• fairly customizable but not as many plugins as a true CMS
Drag-&-Drop Web Builders	<ul style="list-style-type: none">• many customizations available but limited• requires knowledge of provider's templating language in order to customize beyond the out-of-the-box template
DEVELOPER FRIENDLY: Who will be building the website?	
CMS	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• there are unique optimizations that can be implemented to help hit target speeds
Static Website Builders	<ul style="list-style-type: none">• faster than CMS because there are no database connections that need to be set up
Drag-&-Drop Web Builders	<ul style="list-style-type: none">• standard best practices used by most providers but usually cannot be customized further

OWNERSHIP: Who possesses the master copy of your website?	
CMS	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • requires manual updates every every 30-60 days but you can employ a third party service to automate this
Static Website Builders	<ul style="list-style-type: none"> • little maintenance necessary
Drag-&-Drop Web Builders	<ul style="list-style-type: none"> • 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.