NetElixir™ presents:

HOW TO CHOOSE THE RIGHT CMS PLATFORM

INTRODUCTION

With the rise in Content Management Systems (CMS) platform options, and the level of leaps in capabilities for each platform, selecting which CMS offers the most for your site has become more difficult. NetElixir has compiled this "cheat sheet" to explore the layers of the advantages and disadvantages inherent in each platform to give you a better understanding of what each platform can deliver.

WHAT IS A CMS?

CMS enables users to create and manage a website quickly and easily with minimum technical knowledge and resources. It allows users to customize the website's design and functionality according to their requirements using various templates and plugins.

CONTENT MANAGEMENT: CAPABILITY EVOLUTIONS AND AUTOMATION

The evolution of the content management industry continues rapidly with increasing demand and competition. Recent technological changes are transforming the way people manage their content. The most popular is automation. Voice search, chatbots, and other forms of artificial intelligence (AI) are becoming common in people's lives.

"HEADLESS" CMS: CONTENT ACROSS ANY DEVICE

Another trend is 'Headless CMS.' A headless CMS delivers content through the API by eliminating the front end. This provides greater flexibility, scalability, and security, and allows users to offer their content in any format and on any device without the possible disruption of CMS code.

GROWTH IN SERVICE PROVIDER OPTIONS

With the growing popularity of online presence, there is a rise in CMS service providers. People now have a wide array of options to choose from. Every platform has its advantages and disadvantages, and some platforms cater to a specific segment of the audience.

WHICH CMS PLATFORMS DOMINATE?

Even though there are a myriad of CMS platforms, there are a few which have been user favorites for a while now. Shopify is currently hosting over 1 million websites and holds a market share of 2.8%, whereas Magento's market share is 1.8%.

CMS CHEATSHEET: THE PROS AND CONS

To make your decision-making process easier, we have prepared a cheat sheet that compares three of the major CMS platforms - Shopify, Magento, and BigCommerce on various factors. This will give you insights into the pros and cons of each of these platforms and help you pick the one that best suits your needs.

FACTOR	SHOPIFY	MAGENTO	BIG COMMERCE
Popularity	Usually chosen by small and inexperienced enterprises	Preferred by medium to large enterprises	Preferred by small to medium-sized enterprises
Control and Customization	Offers a hosted solution, limited customizations	Self-hosted, open-source, numerous customization possibilities	Offers a hosted solution, no customization possible
User Friendliness	User-friendly, easy-to-use tools and drag-and-drop interface	A little complicated due to its design accommodating a wide range of customization	Beginner-friendly e-commerce platform
Speed & Performance	Good page loading speed and the overall performance for the ecomm store. No control over hosting	Robust performance, server-level adjustment options including caching mechanism and CDN	Fast but no liberty to customize the server configurations
Payment Gateway Options	Ease of payment, custom solution and other popular payment options.	Various payment options, different modules and add-ons for different payment options.	Multiple payment options
Themes and Templates	Huge collection of free and paid themes, limited customization offers	A large collection of both free and premium Magento themes	Huge collection of free and paid themes, limited customization offers.
Inventory Management	Simple interface, where you can take control of your inventory, several extensions available	Basic inventory management system but includes advanced features	Limited in functionality, promises unlimited products, but the size of these products varies for each package.
Extensions	Small repository of add-ons	A comprehensive collection of extensions	Add-ons are not available in the basic version, available in premium versions
SEO and Marketing	A basic set of SEO options	Allows you to customize and tweak store design and SEO strategy for maximum output.	Basic SEO features
Customer Support	Dedicated customer service and support	Offers dedicated community-based support	Dedicated customer service and support
Pricing	Subscription-based model, charges a transaction fee for external payment gateways	The cost depends on where you choose to host	Offers a subscription-based model, no fee for transactions
Payment Gateway Options	Subscription-based model, charges a transaction fee for external payment gateways	The cost depends on where you choose to host	Offers a subscription-based model, no fee for transactions

USING SHOPIFY

Pros:

- Fully supported cloud-based environment for a Startup to a ShopifyPlus Premium option for an enterprise-grade Ecommerce Solutions.

- Platform implicitly takes care of security aspects.

- A large app marketplace with over a thousand offers to add functionality to your site with a few clicks and also pay an additional amount to buy the themes according to your needs.

- Ability to create a simple e-commerce store without much technical knowledge. Supports Free Themes (100+ templates) and hosting.

- Ability to auto-generate sitemaps to feed to Google Search Console or other search engines

- CMS Based Content Editing and Product Catalog Management for business users

- No frills store creation process. The pricing starts from as low as $29/month with no long term commitment.

- Has a free development environment and you can get a hang of the system to be built before it is rolled out to the world.

- Fully-hosted, so you won't have to worry about server maintenance and costs.

- Ease of managing SEO activities and social links.

- Shopify has its own payment gateway making it easy and quick to launch a website.

Cons:

- Additional transaction fees for using external gateways.

- Most of the themes and plugins are quite hefty in price.

- Customization limited to theme and platform capabilities.

- Ability to define SEO friendly page URLs through page redirections

This Platform Is Best For:

- Suits for a wide range of customers - beginner to enterprise-grade clients.

USING MAGENTO

Pros:

- Wide range of solutions offering ranging from cloud-based environment for a startup to a dedicated hosting for an enterprise-grade Ecommerce Solutions

- Secure Ecommerce Platform - The level of security depends on the range of hosting options - self-hosting, cloud hosting, etc.

- Highly active community to address critical business requirements, guidance and support.

- Ease to customize a website with multiple features like multi-language, multi-currency support & multi-storefront options help to create a website that is much better than other platforms.

- Standard PHP Development for any web developer to easily pick up.

- Numerous extensions and readily available themes make the website build easy and cater most of the requirements of an e-commerce website.

- Wide range of integration partners to collaborate with enterprise-grade integration systems

- Ability to auto-generate sitemaps to feed to Google Search Console or other search engines

- CMS Based content editing and product catalog management for business users

Cons:

- May be over complicated for a small business unless they foresee a demand growth in a short period of time.

- Need strong technical knowledge to operate the platform

- Migration from M1 to M2 is complicated and is almost equal to creating a new Magento site

This Platform Is Best For:

- Advisable for the clients who have an existing website and/or are building a multi-channel web e-commerce store with complex functionalities to integrate with Enterprise-Grade applications.

BIGCOMMERCE

USING BIG COMMERCE

Pros:

- Fully supported cloud-based environment for a startup to a premium option for an enterprise-grade Ecommerce Solutions.

- Platform implicitly takes care of security aspects.

- Medium to limited adoption compared to Shopify.

- A small to medium app marketplace with limited themes and extensions to cater to the needs of an e-commerce implementation.

- Ability to create a simple e-commerce store with no much technical knowledge.

- Ability to auto-generate sitemaps to feed to Google Search Console or other Search Engines.

- CMS based content editing and product catalog management for the business users

- No frills store creation process. The pricing starts from as low as $29/month with no long term commitment.

- Have a free development environment and you can get a hang of the system to be built before it is rolled out to the world.

- Fully-hosted, so you won't have to worry about server maintenance and costs.

- Ease of managing SEO activities and social links.

Cons:

- Certain design elements aren't very flexible.

- Limited email subscription lists.

- Premium templates are too expensive and few free templates.

This Platform Is Best For:

- Suitable SMB Clients - startup to medium.

COMMON SEO ISSUES FOUND ON THESE CMS PLATFORMS

SHOPIFY	MAGENTO	BIG COMMERCE
Forced URL Structure	Query String URLs from faceted navigation	The complexity of implementing canonical tags
Duplicate content with Collections pages	Product Variations result in duplicate meta tags	Lack of Testing environment within Big commerce
Unable to Edit Robots.txt	Indexing of Search Pages	Default blog is set up on sub-domain
You Can't View Log Files	Magento Might Be Slow On Small or Shared Servers	Transaction limits are placed on annual online sales
Setting up 301 Redirects	Magento 2 Migration/ Upgrade Takes Time, Money & Effort	
Leverage Browser cache is not possible		

SHOPIFY ISSUES

ISSUE	SOLUTION
By default, Shopify links to the product pages with collection slug from the category pages	You can fix this by editing the collection-template. liquid and removing the collection reference from the {{ product.url | within: collection }} where hrefs are being generated.
The Shopify has a default robots.txt that cannot be modified	Create a text file with name robotsnew.txt and upload to the nearest root directory and redirect the example.com/robots.txt to example.com/robotsnew. txt with a 301 redirect. Add no index tags for blocking pages from search engines
Shopify does not have an option to set up redirects using Regular Expressions (RegEx)	Prioritize your redirects and make use of redirects import when setting up a new store.`

MAGENTO ISSUES

ISSUE	SOLUTION
Faceted navigation in Magento create parameter URLs that are often indexed	Block these filtered pages in robots.txt and add a no-index tag to all these pages
Product Variations result in duplicate meta tags	Use Canonical tags to point towards the actual product page. Turn on the Magento setting to only use top-level product URLs
Indexing of Search Pages	Block these filtered pages in robots.txt and add a no-index tag to search pages
Magento Might Be Slow On Small or Shared Servers	Moving to dedicated hosting is an option

BIG COMMERCE ISSUES

ISSUE	SOLUTION
Faceted navigation create parameter URLs that are often indexed	Block these filtered pages in robots.txt and add a no-index tag to all these pages
Indexing of search pages	Block these filtered pages in robots.txt and add a no-index tag to search pages
Default blog is set up on sub-domain	Use a third party blog platform like WordPress to install a blog on sub-directory.

Next Steps:

We hope that our guide provided insight into e-commerce platforms and their potential impact for your business. Choosing the right platform for your business is an essential e-commerce decision.

We specialize in implementing high-quality MarTech solutions for your e-commerce store and website hosted on Magento, Shopify, MIVA, WooCommerce, PrestaShop, BigCommerce, and other platforms.

With our vast experience of managing digital marketing solutions for more than 500 e-commerce clients, we understand the nuances of different e-commerce platforms and their support online advertising channels. Depending on your needs, we propose the most optimized e-commerce platform and user experience theme with customizations and hosting options. Our e-commerce and web development experts can provide comparisons between solutions to help you make an informed decision. If you have questions, concerns or need assistance please reach out to your experts at NetElixir.

THANK YOU

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