



## A SURVEY OF WEB CONTENT MANAGEMENT

King Research

### INTRODUCTION

Creating, editing and publishing Web site content is an ongoing challenge for any organization trying to make the most of limited budgets and resources. Defining and implementing a process that enables content providers, no matter what their technical savvy, to quickly and efficiently manage content has proven very problematic to marketing, IT, and other groups with ownership of dynamically changing Web sites. With so many Web content management system (CMS) options available in the marketplace – not just in terms of products, but delivery methods as well – the choice of which is right for your organization is often a challenge.

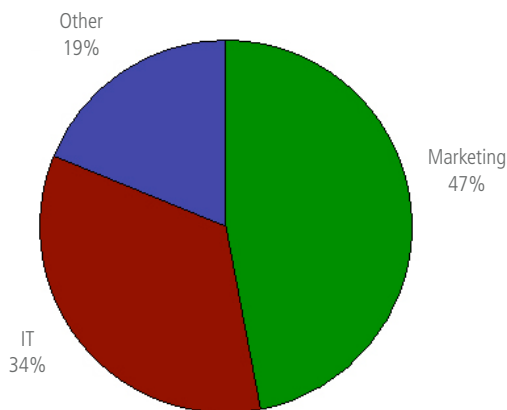
The following report is based on a survey conducted in September 2006 to examine the current state of content management approaches for large Web sites. This report examines approaches and preferences for Web content management, as well as common issues with existing processes for implementing content changes.

### SURVEY METHODOLOGY

Independent databases of IT and marketing professionals were emailed and invited to participate in a Web survey conducted via Zoomerang. A total of 361 respondents completed the survey, representing a variety of ownership of Web content including IT, marketing and other functions (**Figure A**). Respondents were not compensated for participating in this survey but were offered a copy of the final report.

This survey was sponsored by CrownPeak, a provider of hosted Web content management solutions. The sponsor was not revealed to participants.

Figure A: Survey Participants



### SUMMARY OF FINDINGS

- Content changes continue to require significant time to implement. 78% of participants report needing more than a day to post a new Web page.
- Participants report content changes require multiple approvals before posting. On average three separate approvals were needed for any major content change.
- No single functional group has ownership for implementing Web content changes – marketing or IT or individual departments making their own changes were all common scenarios among participants.
- Marketing and IT participants were completely aligned in their purchase considerations for a content management system. Both groups ranked ease of use as the most important.
- Respondents who use a hosted content management system were more satisfied with their content management systems than any other participant category.
- The greatest challenges in managing Web content cited were creating new content of high quality, keeping existing content fresh, and getting rid of outdated content.

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MANAGE CONTENT NOT TECHNOLOGY



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### WEB CONTENT CHANGES TAKE SIGNIFICANT TIME TO IMPLEMENT

Although one of the advantages of the Web has always been the ability to make new information available in real-time, in practice it continues to take significant time to implement Web content changes. Almost half of all participants, 44%, reported that it typically took a week or more to post a new Web page. 6% of participants cited a new Web page as taking over a month to implement. Even minor changes cannot be made quickly in many organizations. Simple text updates to existing pages typically take more than an hour to implement according to 38% of participants.

### MULTIPLE APPROVALS NECESSARY FOR MAJOR CONTENT CHANGES

For major changes, participants reported that on average three separate approvals must be given before going live with new content. Most approvals were reported as coming from the marketing organization (53%) but IT was also cited as a frequent approver (27%) as were other groups, most typically a representative from the functional department. Interestingly, these averages were very consistent across Web sites of all sizes. On average, very large sites (50,000 pages or more) did not require any more or less approval than the smaller sites.

7% of participants reported that they did not require any approvals to make changes to Web site content. 15% of participants reported requiring five approvals or more.

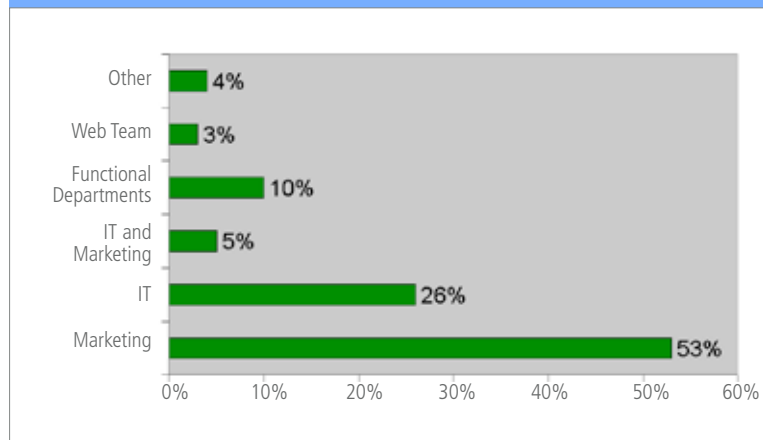
### CONTENT CHANGES IMPLEMENTED ACROSS THE ORGANIZATION

There was little consistency among survey participants as to what organization was ultimately responsible for implementing changes to Web site content. The most commonly cited group to implement changes was marketing, but often IT, the individual departments, a stand-alone Web team, or another group was responsible for implementation (Figure B).

### BUSINESSES NEED TO INCREASE ABILITY TO MAKE CHANGES TO WEB CONTENT

The vast majority of participants believe that they need to be able to make more content changes than they currently do to support their businesses (73%). 25% would maintain the current level of content change and only 2% of participants feel that making less content changes would support their business better.

Figure B: Organization Responsible for Web Content Changes



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### MARKETING AND IT – FULLY ALIGNED ON CMS PURCHASE CONSIDERATIONS

Participants were asked to rank the importance of certain purchase considerations when evaluating a content management system. Interestingly, both groups ranked these in exactly the same order of importance (Figure C).

When asked about the relationship between marketing and IT, both groups reported a generally positive interaction. Only 11% of marketing and 10% of IT participants characterized that relationship as negative or strained.

Both groups were asked open-ended questions about the challenges of working with the other group. Participants who worked in the marketing organization frequently reported having IT implement their work in a timely manner as being the most frustrating aspect of that relationship. Conversely, IT reported that the most challenging thing about working with marketing was setting their expectations – particularly regarding realistic time frames for completing work

The other complaint, which was common to both sides, was communication problems. Marketing participants felt that their IT counterparts had a tendency to speak in technical jargon which was difficult to understand. IT felt that their marketing counterparts did not understand the limits of technology.

### USERS OF HOSTED CONTENT MANAGEMENT SYSTEMS MOST SATISFIED

Participants who used a hosted content management system to manage their Web site content, were significantly happier with their content management solution. In general, 54% of participants said they were happy with their existing approach to content management compared with 79% of participants who used hosted content management solutions (Figure D).

Participants were asked what approach to content management they would use if implementing a content management system from scratch. Only 4% of participants said that they would not use a content management system – so the benefits of using a CMS appear to be widely embraced. Although a large number of participants, 29%, currently have a home grown system in place for content management, only 11% of participants would choose to build their own content management system in house if starting again.

Figure C: Purchase Consideration Ranking

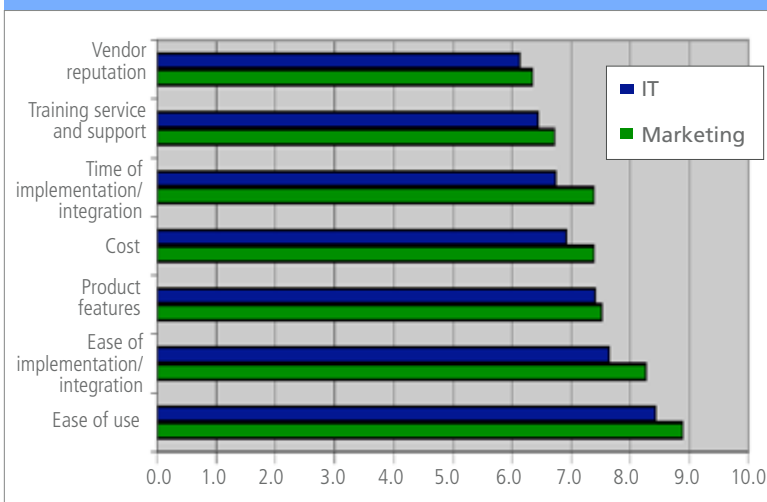
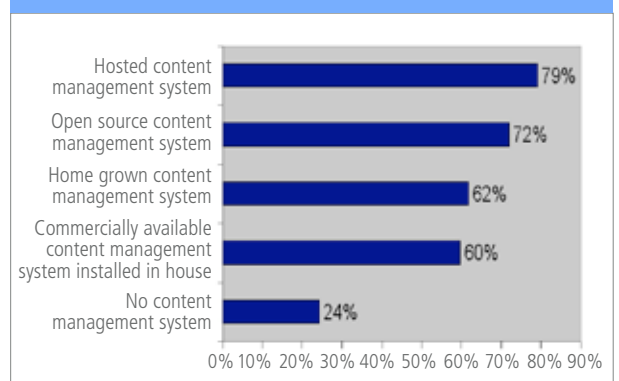


Figure D: Satisfaction with Content Management Approaches



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### PARTICIPANT PROFILE

There were a total of 361 respondents, representing a variety of Web content management responsibilities. See **Figure E** for a detailed breakdown. Participants represented over 5000 individual Web sites, with Web sites ranging from less than 1000 pages (45% of participants), to over 10,000 pages for a single site (26% of participants) and everything in between (29%).

### ABOUT KING RESEARCH

King Research provides marketing research and consulting services in the high-tech and enterprise computing markets using proven research methodology combined with in-depth technical expertise. Our projects result in our clients gaining a clear understanding of opportunities, priorities, perceptions, motivations & requirements in markets in which they wish to build their business. For more information see [www.kingres.com](http://www.kingres.com).

### ABOUT CROWN PEAK

CrownPeak is defining the future of content management with its cost-effective, easy-to-implement software services for enterprise-level Web content management and site search. As the only solution to offer best-of-breed integration with ExactTarget, salesforce.com and WebTrends, CrownPeak's 360° Site Management gives Web site managers complete control over the critical functions involved in delivering a successful, revenue-driving Web site. To learn more about Crown Peak, please visit [www.crownpeak.com](http://www.crownpeak.com).

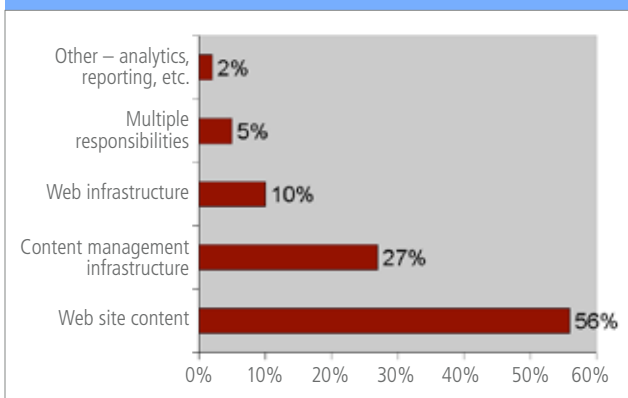
### SUMMARY OF FINDINGS

Participants were asked an open ended question about the greatest challenges with Web content management. The most consistent response given was the challenge of acquiring new content. This included finding the resources to generate the content, creating consistent content, and producing content that is relevant and high quality.

Other challenges repeatedly mentioned include:

- Keeping existing content fresh.
- Getting rid of stale or outdated content.
- Enabling content providers to post content without requiring technical skills in HTML or other Web technologies.
- Implementing content changes that impacted multiple pages in a consistent manner.

Figure E: Participant Content Management Responsibilities



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