WEB CONTENT MANAGEMENT SYSTEMS

FOR SMALL BUSINESSES & START-UPS

WHAT IS A WEB CONTENT MANAGEMENT SYSTEM?

A Web Content Management System (WCM or WCMS) is a digital platform where web content lives. A WCM allows users to **manage websites together**, including the ability to create webpages, organize data, and store content.

shopify

Shopify is an **easy-to-use** commerce platform that helps users create and run online stores, including the ability to track analytics, customer transactions, and product information.

Shopify is intended for new shop owners or individuals who are inexperienced with website operation.

NOTABLE FEATURES

- Several payment options available to customers
- Free and customizable website and storefront options

Square

Square is a commerce platform best known for its retail and sale tools, including tap-to-pay card readers. Square offers a **simple** and **easy** way for users to sell products online with minimal effort.

Square is intended for small catalogs, local business owners, and entrepreneurs.

NOTABLE FEATURES

- Hundreds of free and customizable templates
- Ability to connect payment services to personal website

Adobe Commerce

Adobe Commerce (formerly Magneto) is an e-commerce platform built on open-source technology that allows tech-savvy users to **thoroughly customize** their web content.

Adobe Commerce is intended for users familiar with Adobe products and experienced web developers.

NOTABLE FEATURES

- Incredibly customizable (for experienced web developers)
- Integration with other Adobe products

WCM USERS ARE ABLE TO...

- **Create** and **edit accessible webpages** with ease
- **Collaborate** with others to organize and manage content
- **Manage content** for customers and behind the scenes
- **Optimize SEO** to maximize clicks and market to customers