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**Reasons Why CMS Will  
Continue to Dominate the Web**

# What is a Content Management System?

A Content Management System (CMS) is a tool which enables you to easily create content for your website. Once installed on your web server, you may log into your website and use it to add articles, photos, and other data.



# The Leader in Web Publishing



With a CMS, you control the software, the visual design of your site, and the end product. You're not tied to your web host at all. If you ever have to change hosts, you can bring your entire site, lock, stock and barrel, over to the new web host, much the same way you can when using a standalone web editor.

A quality CMS offers superior flexibility and efficiency over an alternative of having to repeatedly contract additional resources. Here are a few more reasons why CMSs have been one of the leading ways to publish content to the web, and why this trend doesn't seem to be ending anytime soon.

# Content Creators Will Gain More Control

Content management systems have grown from publishing tools for blogs and news into resources for managing an entire digital experience. CMSs allow content creators to bypass time-consuming tasks like web page testing and content promotion, giving them freedom to focus on producing quality content - and giving them control over how they engage and interact with their audience.



# Open Source Development is Key



The most popular content management systems are all built using open source technology, allowing developers from varying backgrounds to be able to contribute to the broad, customizable functionality that open source provides - and that is expected by an equally broad user base.

# More Integration

Organizations want their CMS to communicate and integrate with open source tools, social media channels, standalone databases and homegrown systems. Having a single source for every piece of information ensures freshness and go to market speed.



# A New Approach to Accessibility and Usability



While accessibility has been a concern of marketers since the beginning, we will start to see a more holistic approach in the years to come. The focus will be on making content more consumable and digestible by anyone on any device. (This will include household appliances, car stereos and wearable technologies.)

# Targeted Content Delivery

Delivering targeted, timely content to different segments of your audience will be one of the most significant trends in 2016. Marketers are spending more time fleshing out personas and charting ideal visitor journeys. They are then sending out collateral to those personas in different stages of the sale cycle, allowing for more personalized content.







# Documented Content Strategy

We will begin to see changes in content strategy, with increased use of editorial calendars and analytics. This will make it easier for marketers to correlate their actions with the results they yield.

One of the most important components of a documented strategy is how effectiveness and success will be defined and how to track the ROI of your efforts. Given that ROI measurements are one of the greatest challenges for marketers, it is safe to predict that the development of a documented strategy will become a priority.



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