

THE 10 CMS PROJECT PITFALLS — AND HOW TO AVOID THEM

If you are considering a Content Management System (CMS) project, avoid these pitfalls:

Pitfall N° 1: Failing to identify your goals

Identify your strategies for success. Key Performance Indicators (KPIs) can help your organization define and measure progress.

Pitfall N° 2: Choosing a CMS without set requirements

It is critical to identify the requirements of your users, understand the skill set of your contributors and identify technical parameters.

Pitfall N° 3: Creating a 1-dimensional team

In my experience, the best selections come from multidisciplinary teams ranging from IT to marketing to content contributors. Acceptance by business users is critical so involve them early in the process.

Pitfall N° 4: Not assigning a project leader

Appoint a leader whose primary responsibili-

ty is to ensure project timelines and budgets stay on track; responsible for the project plan; and appropriate resource assignment.

Pitfall N° 5: Underestimating content migration

Assign responsibilities for review and creation at the beginning of the project and determine early on how content will get into the new system.

Pitfall N° 6: Overlooking proper testing

Go back to the core success criteria and create test scenarios that will validate that you've met those goals. When creating an acceptance test plan, ask: Does the CMS meet the expressed business and functional requirements? Execute as anticipated?

Pitfall N° 7: Focusing too much on the software and not the vendor

Things to look for in a technology partner include their quality and project successes, level of project management experience, understanding

of your organization, chemistry, size and trust.

Pitfall N° 8: Failing to test the proposed solutions

Test the two finalists against important usage scenarios for a limited amount of time before committing. This will give you much greater confidence of the vendor prior to signing a contract.

Pitfall N° 9: Not making usability a priority

If the tool is difficult to operate, it will discourage your content contributors from using the system and visitors from seeking information from your site. A simple test involving three to five people can identify aspects of the site that require reworking.

Pitfall N° 10: Negotiating a win-lose deal

Be sure to negotiate a fair deal. If you start among the vendor's least profitable, you may become the least desirable customer. Try to select a vendor where you are the ideal customer: not too big or not too small.



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