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13 key CMS features you need for growth

Introduction

Content management systems form the foundation of your digital presence. The right CMS can hugely impact your marketing efforts and help you grow your business. It can also provide easy scaling with minimal management, helping you deliver the best digital experience possible.

In this piece, you'll learn about the key features you should look for in a CMS if you want to grow your company.

Key takeaways from this guide:

- Understand what features are most important when evaluating a CMS

- Determine which are most important to your business

- Understand what aspects of each feature will help your business grow

1. Visual editing tools

A modern CMS with built-in visual or WYSIWYG editing features, drag and drop functionality, and pre-built layouts and templates enables enterprises to easily and rapidly create content and web pages that resonate with their audience.

For a company intending to grow, having these features is a must if you want to reach your goals. Even the less tech-savvy users will be able to design and build websites on their own.

Prioritize intuitive interfaces with logical visual editing.

2. Headless functionality

As the world welcomes more digital channels and touchpoints, companies must be prepared to deliver a distinctive and consistent digital presence. A headless CMS helps you reach a wider audience by enabling omnichannel content delivery to any device or platform.

Asides from that, it gives your developers the flexibility to create amazing custom interfaces that are on-brand using any programming language or framework, meaning you aren't limited and can scale up your website and marketing channels as you grow.

Prioritize omnichannel publishing capabilities through headless functionality.
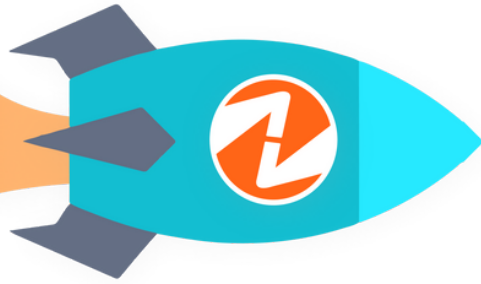
4. Multi-language & translation

To grow your business to other regions and create content and brand messaging that appeals to your audience, you need a CMS with multi-language and translation services. Besides, customers prefer brands that offer content and messaging in their native language—40% of them won't even consider buying from websites in other languages.

Make sure to choose a CMS solution that separates records for different languages in the database rather than bundling them into a single record.

Activate your global marketing efforts with tools that simplify creating digital content in multiple languages.

3. Localization

According to a 2020 CSA-Research survey, 76% of customers will select products with localized information.

Plus, more companies are taking advantage of the vast pool of talent available across the globe. To that end, having a CMS that supports localization makes it easy for workers in other regions or countries to access and use the CMS in their native language.

Support your remote, global workforce with a CMS that provides localization tools.

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5. Multi-site management

Managing all your websites, apps, microsites, event pages, and every sub-version of your brand that you launch for different countries can be very overwhelming and chaotic without a good strategy.

Having a CMS that supports multi-site management lets you control your entire digital presence from one central platform. Rather than waste time and resources creating new content and designs every time, you can reuse content pieces and scale your brand to reach a larger audience.

Scale your brand by selecting a CMS with robust multi-site management capabilities.
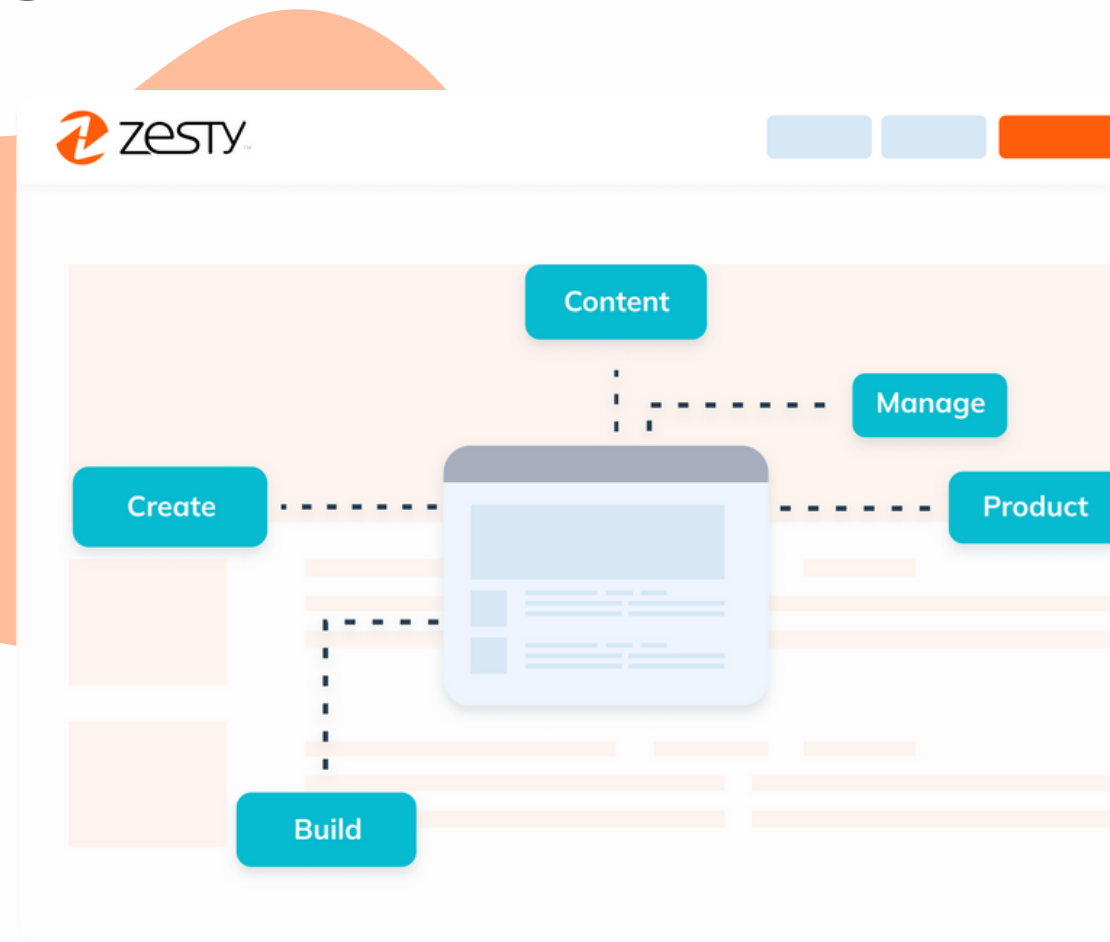
6. Advanced SEO capabilities

Search engine rankings are a key factor in a company's digital presence and visibility.

To funnel more traffic to your website, you need a CMS that lets you implement SEO best practices. The CMS should include options for setting and editing title tags, meta descriptions, alt image texts, URL slug, and canonical tags.

Prioritize SEO capabilities that automate meta descriptions, alt tags and URL structure.
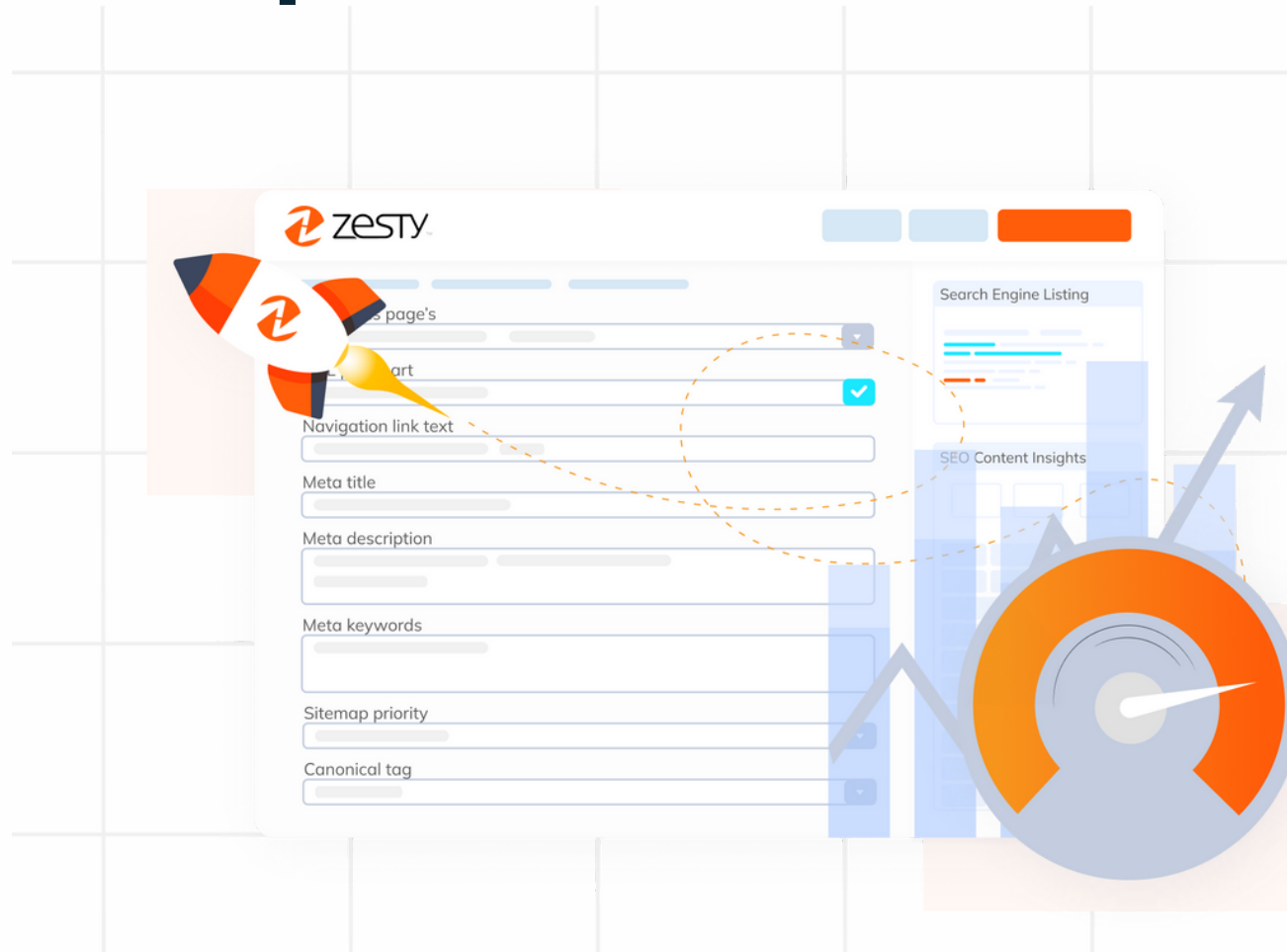
7. High availability uptime (SLA)
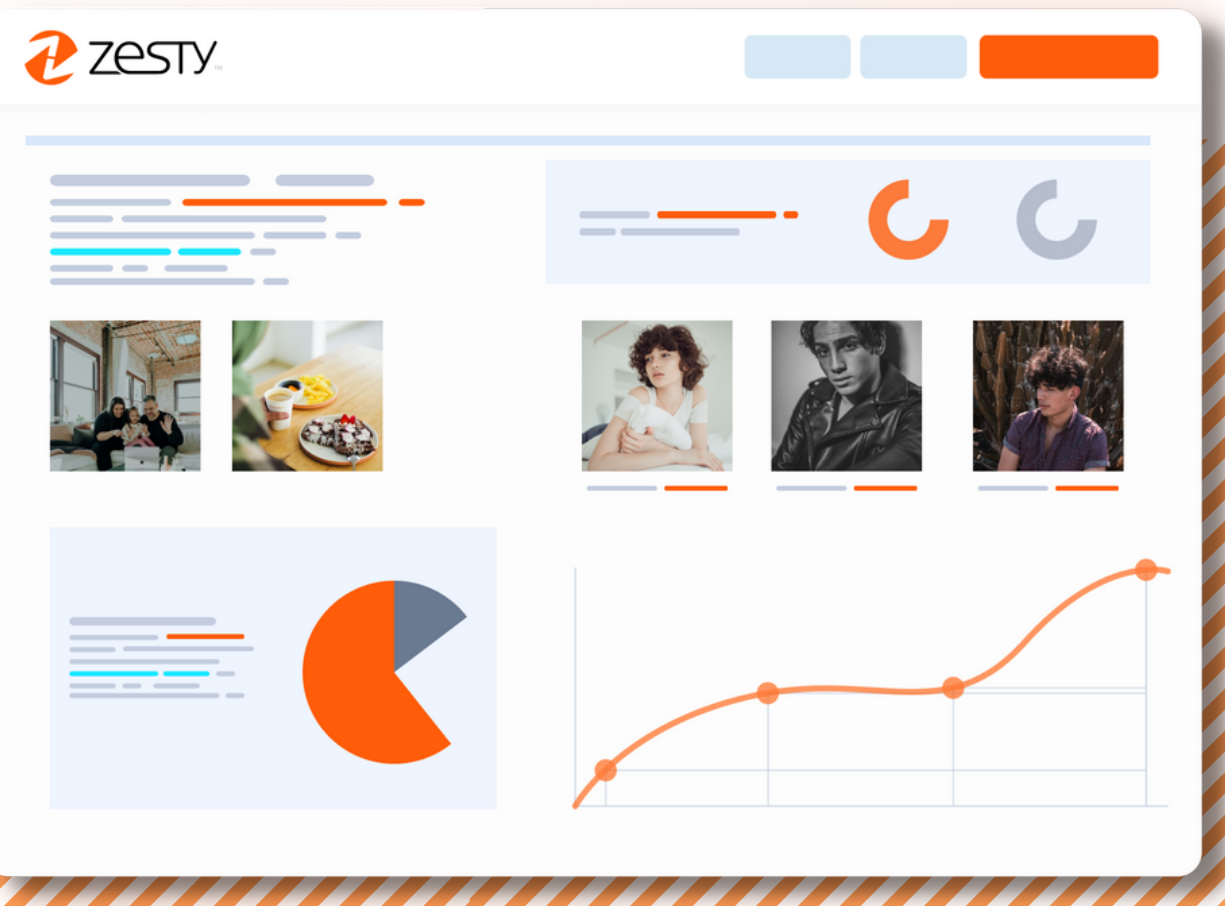
A one-second website loading speed difference can be quite profound on your conversion rate and revenue. According to Portent, the average conversion for a one-second load time is 40% compared to 34% for a two-second load time.

In a competitive market like today's, it is essential to choose a CMS with a high uptime guarantee. The five-nines—99.999% uptime SLA—is the target for top enterprises that want to ensure customers can always access their site and content.

Aim for uptime SLA of 99.999% to reduce visitor churn.

8. Automated upgrades & maintenance

Every company wants to do more with less, and there's no better way than to leverage automated functionalities. A CMS that supports automated upgrades and maintenance lets you focus on the core aspects of your business with minimal hands-on effort.

Leveraging this kind of CMS also opens up access to automated processes for web page conversions, CSS, JavaScript, and image optimization.

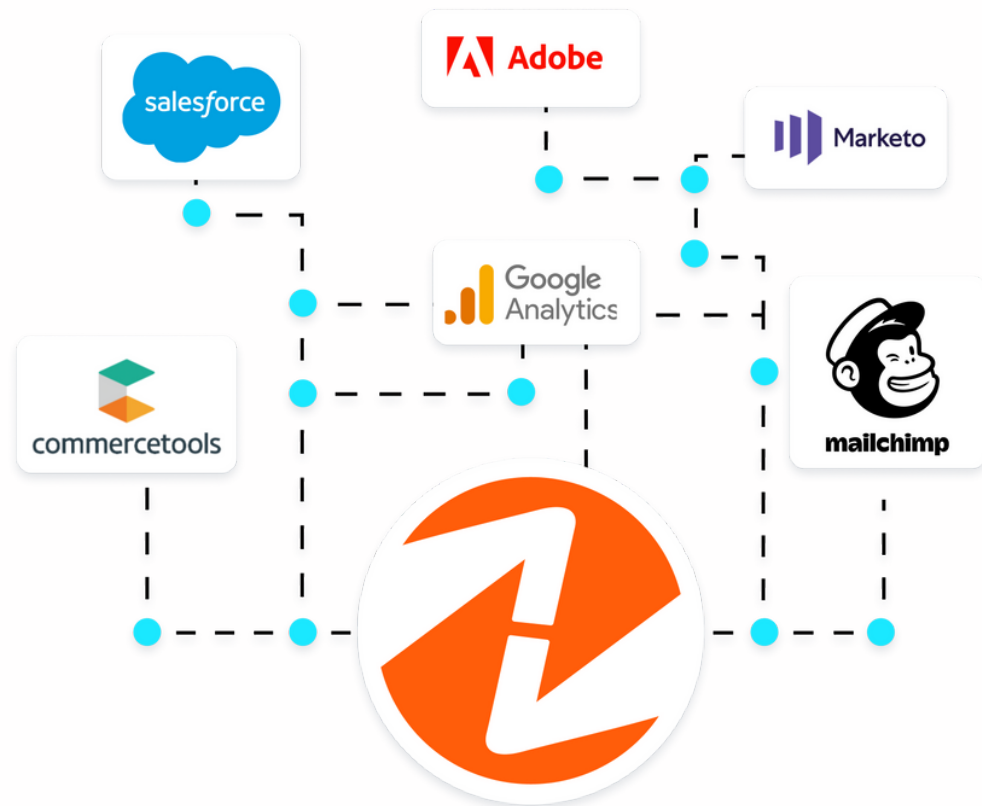**Reduce time spent waiting for upgrades and bolster security with a CMS that auto-updates.**
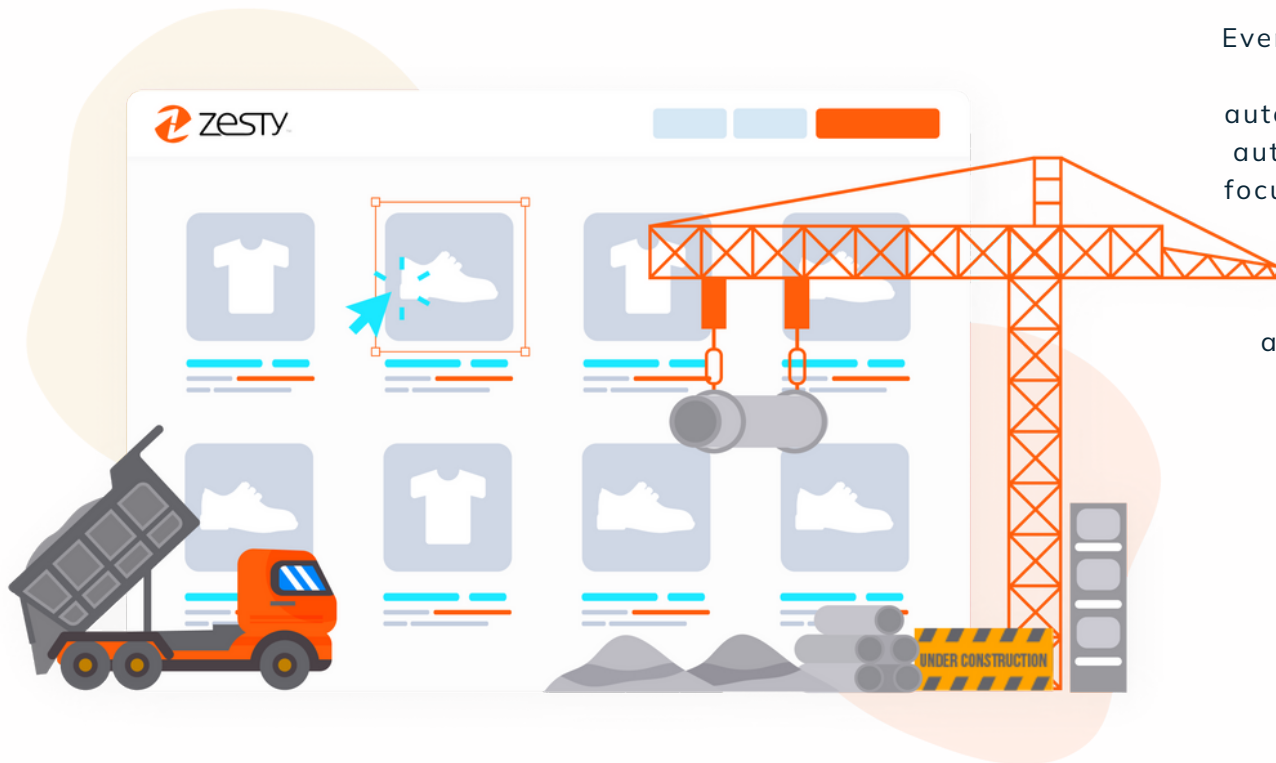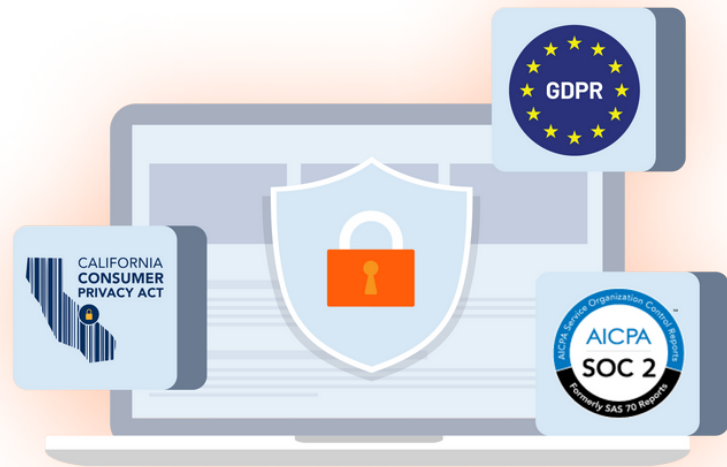
9. MACH architecture support with best-of-breed integrations

MACH architecture is a paradigm that promotes a scalable and flexible way of setting up the right tech stack. It denotes solutions that are microservice-based, API-first, cloud-native, and headless.

By selecting a CMS that adheres to the core principles of MACH, enterprises can effortlessly integrate with best-of-breed technologies to form a robust marketing tech stack and digital experience platform that will meet your current and future market needs.

Ensure use of your favorite technologies with a MACH-first CMS.

11. Extensive documentation & responsive support

Leveraging a software solution with poor documentation can be detrimental to your business in the long run. With that in mind, an ideal CMS to leverage for growth should provide extensive support docs, technical resources, blogs, tutorial videos, and not to mention, hands-on technical support that allows you to get up to speed with minimal effort.

Know the product you're working with by evaluating their breadth of technical documents and how-to videos.

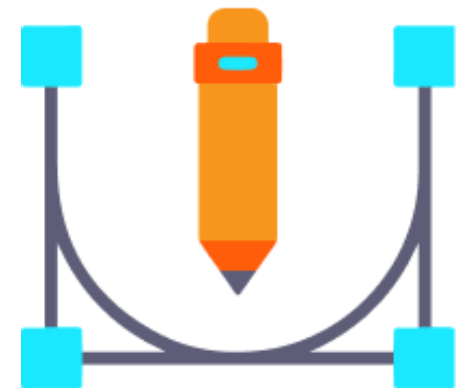# 10. Enterprise-grade security & compliance

For companies with sensitive customer data and compliance requirements, ensuring the utmost enterprise-grade security is critical. Before choosing a CMS, you should ensure that it follows the best security and compliance standards such as ISO 27001, CCPA, PCI DSS, GDPR, SOC 2, and other data compliance and privacy regulations.

Keep your customers' data safe with advanced security compliance.

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12. Smooth workflows & advanced user governance

A modern CMS should offer features for authoring, editing, and approval workflows. It should enable enterprises to control user access and governance over content.

If a particular content needs to be approved before publication, it should be easy to set up approval processes and review authoring and editing history. It can also help you manage team and user permissions on a granular level, without having to contact IT.

Work better with your teams by prioritizing logical and customizable user governance and workflows.

13. Cloud-native platform

For businesses that hope to grow and meet current and future demands, cloud-based applications are an essential part of modern architecture.

It enables enterprises to quickly deploy and efficiently scale their architecture, collaborate with team members, and integrate seamlessly with other cloud-based apps. Plus, it empowers businesses to be flexible in tailoring content to fit specific markets, regions, products, devices, and events.

Keep your business growing smoothly with a CMS built natively in the cloud with no limits on scale.
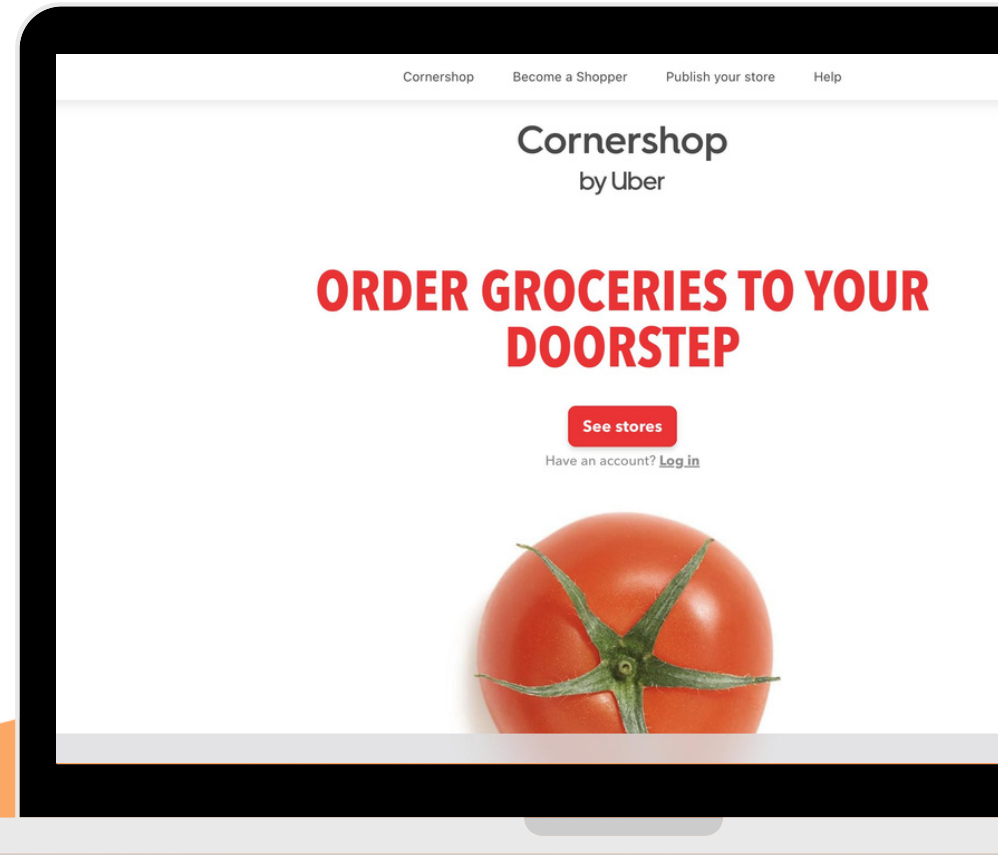
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# How Cornershop by Uber expanded to new markets using Zesty.io

Growing your business or expanding into new markets can be very challenging, but it doesn't have to be, if you have the right CMS. Taking advantage of CMS features such as localization, multi-language, and automated upgrades can help you reduce manual overhead costs, attract more customers and generate more revenue.

Take Cornershop by Uber, for example. The grocery delivery company based in Latin America needed to expand to a global market and migrate from a rigid tech stack requiring heavy maintenance and facing availability issues.

By leveraging Zesty.io, they were able to expand to other regions and deliver content in multiple languages through a modern CMS that offers all the key features needed for growth.

How Zesty can help you grow
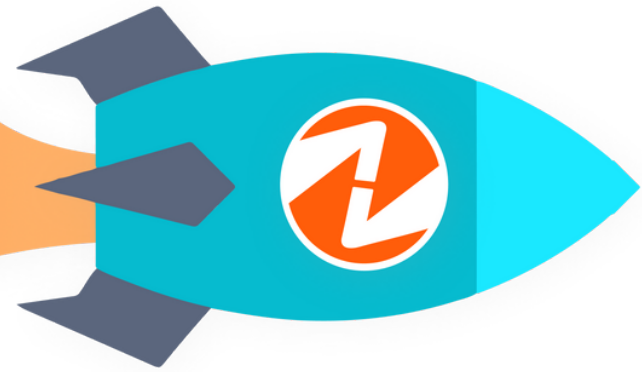
Zesty.io is the scalable headless CMS built for companies looking to create digital content more efficiently. With a flexible architecture that can produce content across any digital channel, integrate with your favorite technologies, and scale with your business, Zesty is perfect for mid-size to large enterprise businesses.

Zesty.io is equipped with built-in features for automated upgrades and maintenance, localization, multi-language functionality, advanced SEO, and personalization support.

Plus, unlike other headless CMS's, Zesty.io offers visual editing tools that enable marketers to edit and update pages instantly, without the need for a developer.

Interested in seeing how Zesty can help your business achieve more this year and beyond? Schedule a meeting with us to talk through your goals.