

Headless vs Traditional CMS

agility

Guide

There are some very clear and obvious benefits to the notion of content management.

Those benefits have been praised by traditional CMS vendors for years and helped to bring on the initial web 2.0 revolution.

That was a long time ago, and while the tools and methodologies that we use have undergone many stages of evolution and revolutions, the traditional CMS industry has not.

The time to choose a headless CMS over a traditional CMS couldn't be more clear. Let's explore both options below and the top 10 considerations as to why you should consider going "headless".

What is a Traditional CMS?

A traditional CMS is linked tightly between the front end and the back end. Content is created, managed, and stored—along with all of your digital assets—on the site's back end.

The back end is also where website design and customization applications are stored. The content management back end and database are bound within the same system that delivers and presents content to devices and end-users (front end).

Basically, your editors are writing and publishing on the back end of the same system your website visitors are viewing. This can be a bit scary!

The caveats of Traditional CMS:

- Monolithic website architecture
- Set-it and forget-it content processes
- Bloated feature sets with a steep learning curve

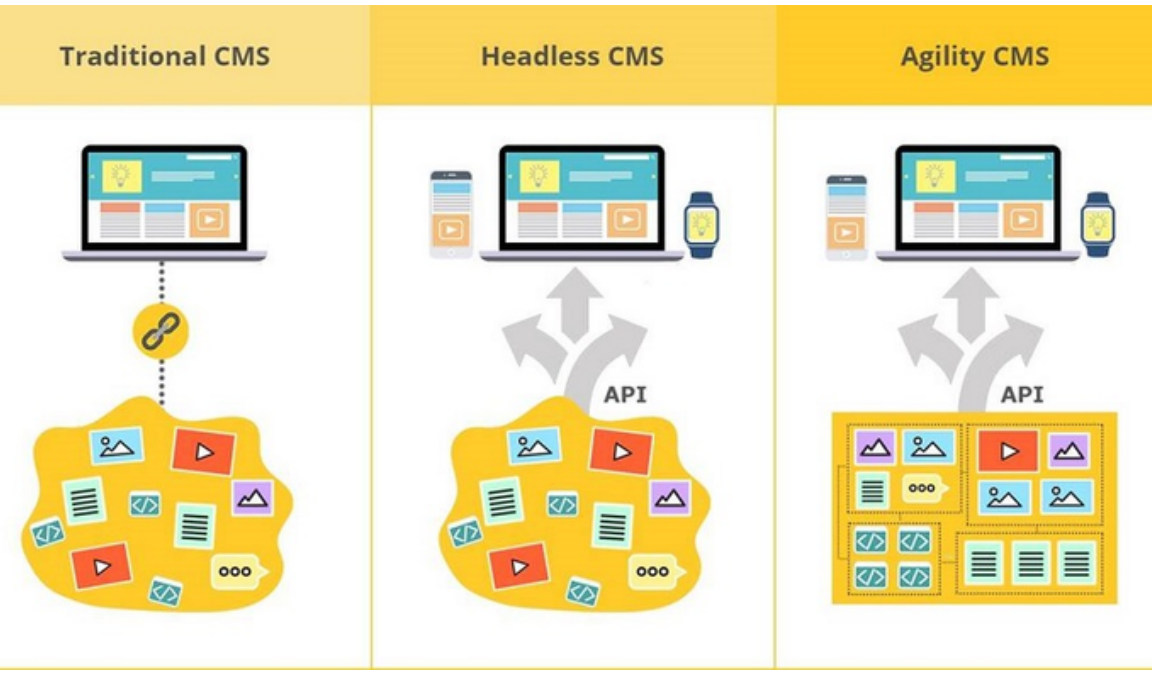
What is a Headless CMS?

Contrary to a traditional CMS, a headless CMS is entirely decoupled from the presentation layer/frontend, which in this case is the "head", and the backend is your content repository, known as the "body".

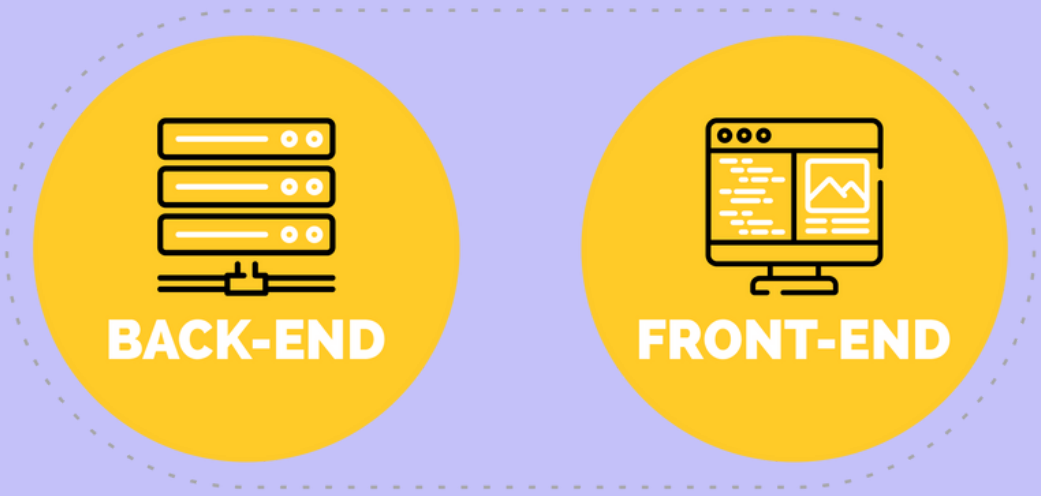
When you separate your content repository "body" from its presentation layer "head," it becomes a headless CMS.

What truly makes a headless CMS better than a traditional CMS is its content-first approach with full APIs to access and display content in any way desired.

With this approach, a headless CMS enables you to author your content through the RESTful API and deliver that content wherever you need it.



TRADITIONAL CMS



Manage & Store Code & Content
(Database)

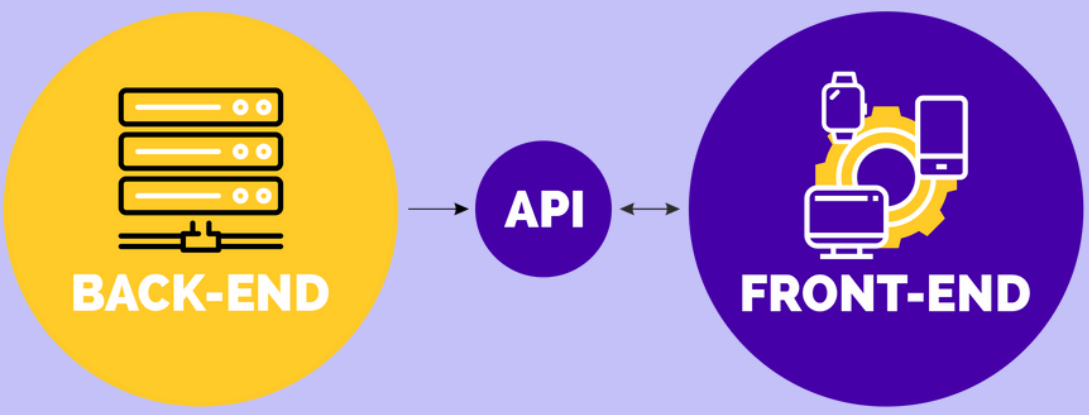
Frontend Templates & CSS

Plugins

Design Content
on HTML Pages

VS

HEADLESS CMS



Manage & Store Content
(Database)

Deliver Anywhere

Top 10 Reasons Why You Should Consider a Headless CMS vs Traditional CMS

Why is a headless CMS becoming so popular? Let's dig into the top 10 reasons why you should consider adopting a headless CMS solution for your business.

1. Headless CMS is easier, faster, and more flexible to develop on

Not only are you able to pick your programming language, but a headless CMS is also API driven so you can build your "head" (presentation layer/frontend) end to end.

Your developers can develop the way they're used to without having to conform to any proprietary development constraints.

A single content item can be reused and combined with several different presentation outputs, allowing for projects to be completed faster.

A webhook is user-defined by an HTTP callback (or small code snippets linked to a web application) that trigger action-specific events.

A headless CMS allows easy and secure integrations with any of your existing systems. This includes the use of webhooks. A prime example of a webhook is triggering an email to your user once they have paid for a subscription on your site.

Another benefit is not having a fixed structure to develop or code. This allows your developers to build any code for any type of integration.

Not only will your developer love the flexibility it gives them just from a resourcing side but to integrate with systems that are more complex to integrate with.

2. Headless CMS is future proof

A headless CMS allows you to future-proof your application by separating your presentation layer from your data and logic layer.

It allows you to structure your content to make new projects easier for future-proofing as well as when re-branding one or more channels, there are literally no technical changes required within the CMS.

Developers adopt the headless CMS approach to the parts of their existing stack where it makes sense. They carve out pieces and use APIs to make it all work together.

Let's talk Headless CMS >



3. Headless CMS supports omnichannel architectures

Omnichannel can pose quite a challenge for marketers because they need to create iconic content that shines across all touchpoints.

Instead of managing each channel separately, a headless CMS provides the ability to orchestrate a seamless experience that spans to all touchpoints maintaining consistency and relevance.

These challenges are compounded by the rising number of digital touchpoints and languages marketers must update in such a short period. A headless CMS removes those common barriers.

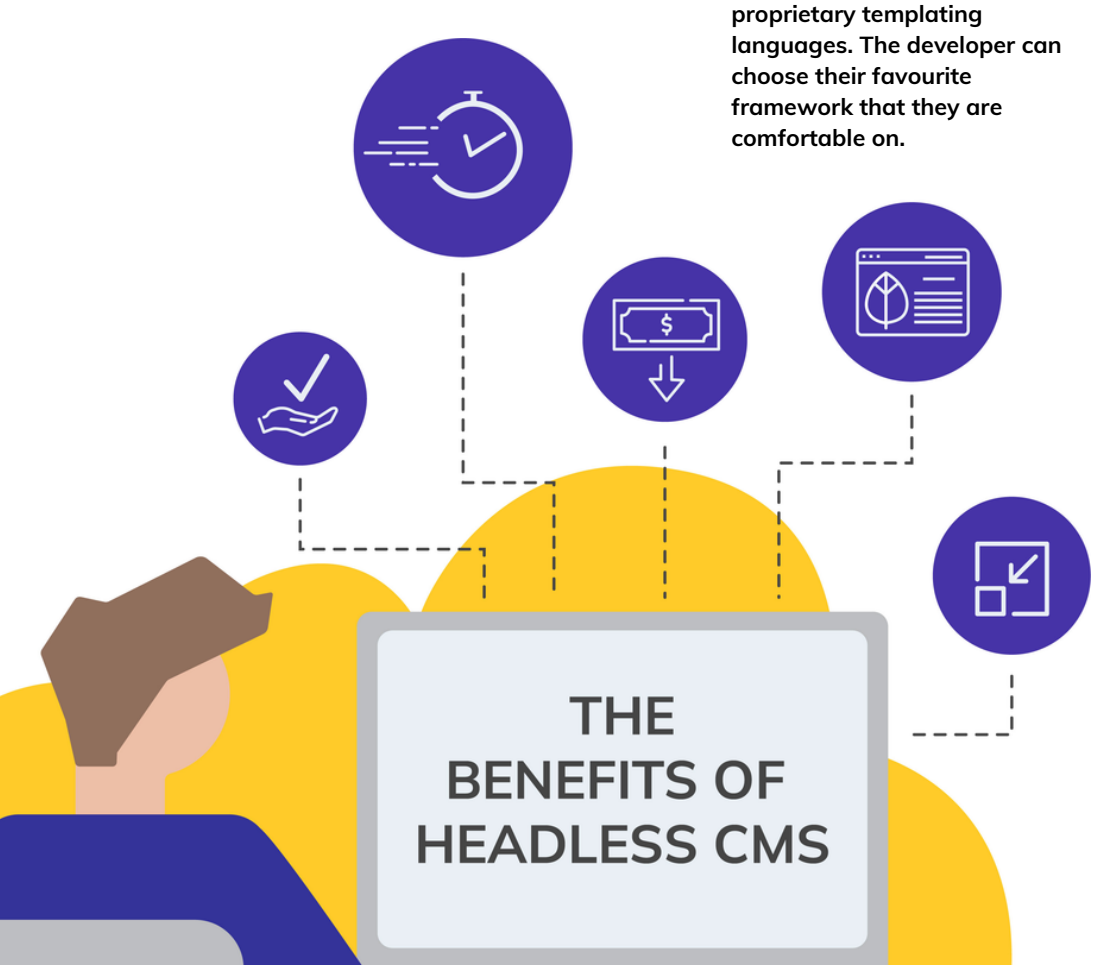
4. Headless CMS Costs Less

With little technical involvement required in a headless CMS platform, it's a lot quicker for your business teams to create new functionality.

For example, suppose a marketing department wishes to create a new series of product mini-sites. In that case, they can go straight into the CMS and start creating immediately without having to wait for developers to build CMS-based templates.

Your up-front cost is diminished as well because you can start with smaller solutions and then build your way up versus starting with one BIG install. It's best to start small and then scale up as you need to.

- Frontend developers can do all of the work – full stack devs are not required
- Modern development frameworks and techniques can be used, which are MUCH easier and faster to work on
- Website can be deployed easily with 1-click devops to Azure, AWS, Vercel or Netlify
- There's no steep "CMS Platform" learning curve with proprietary templating languages. The developer can choose their favourite framework that they are comfortable on.



5. Headless CMS is more scalable

Since the back-end and front-end are separated, if the back-end CMS platform has any performance issues or needs maintenance, it won't create any downtime to your website or compromise its performance.

Your hosting options are unlimited with a headless CMS and deployment environments as well.

6. Headless CMS is easier to learn and use

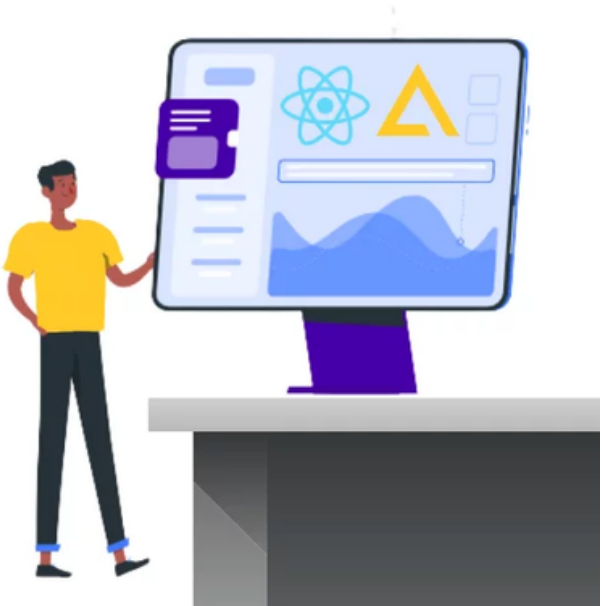
Many will agree that the biggest benefit of a headless CMS is how easy and fast it is to manage your content.

The CMS implementation is cleaner meaning the CMS tool is purely for storing content and isn't cluttered with "stuff" that's irrelevant to business users and other resources.

7. Headless CMS is evergreen (always up to date)

A huge benefit of a true, headless, multi-tenant system is that it's fully managed and upgraded for you.

This is a huge benefit because upgrading can often be a costly project, not to mention that it's not very fun either so your team will be very happy to hear this benefit!



8. Headless CMS leads to better software architecture

A headless CMS provides better software architecture.

A headless CMS is typically architected so that the CMS platform and the published content are separated. There are a huge number of benefits to this, including:

- Security: Access to the CMS is restructured internally within the organization, while content that is published outside is either approved for public consumption or can be secured/encrypted as required.

- Scalability: Need to add more servers to prop up demand for a particular application? Simply spin up a new app server and point it to the content.

- Availability: Should the CMS application go offline, there's no impact on the web applications.

9. Headless CMS allows for a smaller, less specialized team

Companies no longer need large (and expensive) teams of specialist consultants who are knowledgeable in a particular CMS. Sure, some expertise is required, but not at the scale of a traditional CMS.

10. Headless CMS allows you to focus on your business

Spending all your time worrying about your CMS can take your attention away from growing your business. A traditional CMS can take away a lot of your precious resources.

Why Content as a Service is the obvious choice for your Digital Strategy

Having a Digital Strategy used to largely start and end with a website. Those days are gone - now our digital strategy needs to include creating content and processes for a plethora of platforms.

Sure, we still have a website, but we also have apps, social platforms, IoT, and smart devices, to name just a few. All of these outputs need to get their content from somewhere, and CMSs have evolved to fill that need.

Headless CMS, also known as Content as a Service (CaaS) is a cloud-based content-fist approach to content management with a highly configurable and sophisticated architecture.

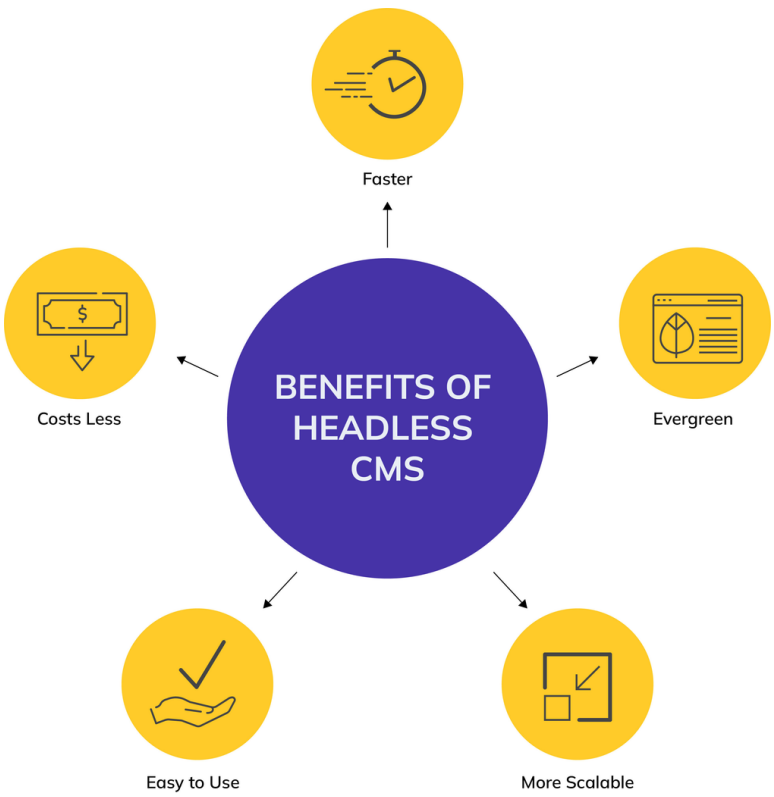
Your content team creates, approves and publishes content that could be used anywhere in your digital ecosystem - website, apps, social, etc. The idea here is that the content isn't intended for a single website page.

Ready for More Effective Content Management?

At Agility CMS, our goal is to help you grow through smart, strategic and agile content management.

We're here to guide you on implementing future proof content-first approach, headless content architecture, including JAMstack implementation, omnichannel marketing, SEO friendly CMS, and more.

Is Agility CMS Right For You?



Visit Orlando

Visit Orlando, the official tourism association for Orlando, Florida - home to Disney World and one of the most visited tourist destinations in the US - wanted to increase their engagement, conversion rate metrics, and ticket sales.

To achieve this goal they wanted to manage their content across various channels and personalize marketing campaigns for a targeted audience.

Visit Orlando was severely hampered by an inefficient ticket management system and process and needed to revamp its entire digital strategy and bring everything under one umbrella.

Through Agility's Headless CMS they now have a multi-site, multi-channel content management system and a new ticket sales and POS solution. Their team is now able to focus on adding new properties onto the platform, both as new website instances or as digital channels.

"In December, my team had taken a 4-day weekend for Thanksgiving for the first time in many years, thanks to Agility CMS!"

- Shawn Hart, Director of Web Development & Enterprise Applications Visit Orlando



VisitOrlando

Visit Orlando: 20% increase in revenue with agile Headless Commerce

Agility helped Visit Orlando reduce manual processes and increase revenue by 20%.

10%
Conversion rate increased

20%
Online Revenue Increased

25%
Online engagement increased



agility

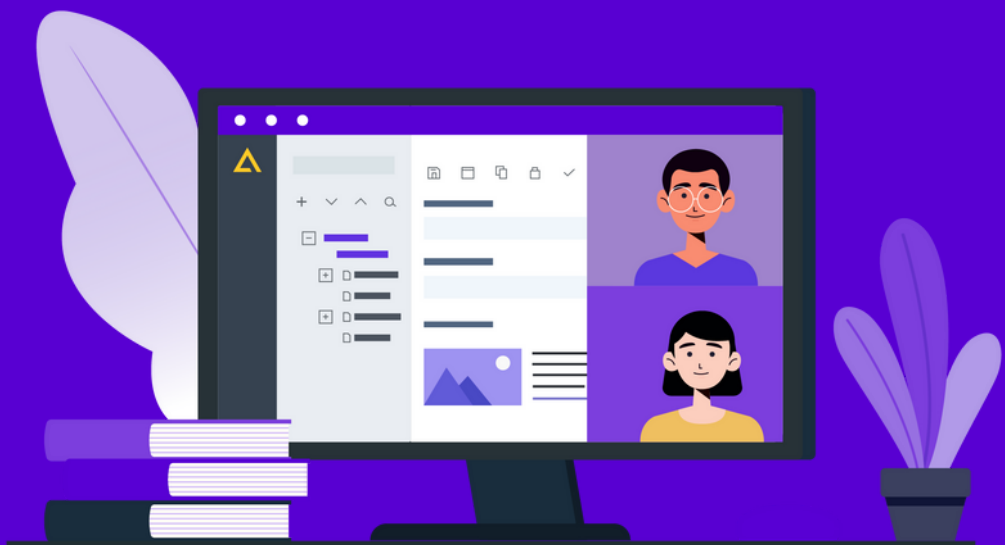
Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.



Agility CMS Differentiators

- *It is a modern Enterprise-grade Composable DXP with flexible Headless approach in its heart.*
- *Unlike many other Headless CMS, Agility CMS also offers tools for Enterprise teams to effortlessly manage content delivery to websites and apps like Page Management, Sitemaps, Content Modelling.*
- *With Page Management built-in, developers don't have to build an entirely new way to manage pages and routing. At the same time, marketers can easily edit content across a variety of channels without any coding experience.*
- *Agility CMS provides enterprise-level security and support, it is SOC2 compliant.*
- *Agility CMS is Jamstack friendly and allows to start quickly with your favorite frameworks and deploy with a few clicks.*

Details



License Model: *Agility CMS is a multi-tenant SaaS platform, and hosted on MicrosoftAzure Cloud*



Price: *Starts with FREE Developer Edition. Paid plans have extensive TRIAL.* Learn more.



Key Components: *Page Management, Content Relationships, Content Modelling, POS, Search, User Generated Content, Personalization, Digital Asset Management. Unlimited content models, Locales, API calls,*



Upgrades: *Automatic, monthly platform updates.*

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