

| | Content Management Software (CMS) | | | | | |
|--|---|---|--|---|--|--|
| | FLASH | HTML | "Free" Sites | Drupal | Joomla | WordPress |
| Official Website URL | NA | NA | NA | www.drupal.org | www.joomla.org | www.wordpress.org |
| Example Sites | NA | NA | NA | Fast Company | MTV, Harvard, IHOP | PlayStation, CNN, NASA |
| Ease of Use | WEBMASTER | WEBMASTER | Various | Drupal requires the most technical expertise of the three CMSs. However, it also is capable of producing the most advanced sites. With each release, it is becoming easier to use. If you're unable to commit to learning the software or can't hire someone who knows it, it may not be the best choice. | Less complex than Drupal, more complex than Wordpress. Complicated installation and setup. Requires advanced programming and database skills to create fairly complex sites. | Technical experience is not necessary; it's intuitive and easy to get a simple site set up. It's easy to paste text from a Microsoft Word document into a Wordpress site, but not into Joomla and Drupal sites. |
| Features | Requires Webmaster for All Maintenance | Requires Webmaster for All Maintenance | Requires Service and Tech Support for All Maintenance. Your site is buried with all other hosted client sites. | Known for its powerful taxonomy and ability to tag, categorize and organize complex content. | Designed to perform as a community platform, has lots of capacity for advanced programming and functionality | Ease of use is a key benefit for experts and novices alike. It's powerful enough for web developers or designers to efficiently build sites, then, with minimal instruction, clients can take over the site management. Known for an extensive selection of themes, plugins and widgets. Very user-friendly with great community support and tutorials, making it great for non-technical users. |
| Best Use Cases | For sites that don't require any keyword traffic. | For small, online brochure sites that don't require a lot of keyword traffic. | For sites that don't need keyword traffic, nor care if they lose content when they shut down service. | For complex, advanced and versatile sites; for sites that require complex data organization; for community platform sites with multiple users; for online stores | Joomla allows you to build a site with more content and structure flexibility than Wordpress offers, but still with fairly easy, intuitive usage. Supports E-commerce, social networking and more. | Ideal for fairly simple web sites, such as everyday blogging and news sites; and anyone looking for an easy-to-manage site. Add-ons make it easy to expand the functionality of the site. |
| Support & Community | WEBMASTER | WEBMASTER | Tech Support | GOOD | GOOD | GOOD |
| Installation | NA | NA | NA | PROGRAMMER | PROGRAMMER | WEBMASTER |
| Content Structure | NA | NA | NA | PROGRAMMER | PROGRAMMER | WEBMASTER |
| Templates & Themes | NO | WEBMASTER | YES | PROGRAMMER | PROGRAMMER | WEBMASTER* |
| Customizable Templates | WEBMASTER | WEBMASTER | LIMITED | PROGRAMMER | PROGRAMMER | YES |
| Plugins, Extensions & Widgets | NO | NO | MAYBE/\$\$\$ | PROGRAMMER | PROGRAMMER | WEBMASTER* |
| Software & Plugin & Template Updates | NO | NO | NO | PROGRAMMER | PROGRAMMER | YES* |
| META Data & Permissions | NO | NO | MAYBE | MAYBE | MAYBE | YES |
| SEO-friendly & URLs | NO | WEBMASTER | NO | MAYBE | MAYBE | YES |
| Anti-Spam Compliance | NO | NO | MAYBE | PROGRAMMER | PROGRAMMER | YES |
| Drop Down Menus | WEBMASTER | NO | MAYBE | PROGRAMMER | PROGRAMMER | YES |
| Button Design Inqegraton | WEBMASTER | WEBMASTER | MAYBE | MAYBE | MAYBE | MAYBE |
| Media Manager | NO | NO | MAYBE | PROGRAMMER | PROGRAMMER | WEBMASTER* |
| Contact Forms | WEBMASTER | WEBMASTER | MAYBE | PROGRAMMER | PROGRAMMER | YES |
| Page Comments (by Visitors) | NO | NO | MAYBE | NO | NO | YES |
| Testimonials (by Visitors) | NO | NO | MAYBE | NO | NO | YES |
| Subscriber Updates | NO | NO | MAYBE | MAYBE | MAYBE | YES |
| Online Chat / Customer Service | WEBMASTER | WEBMASTER | NO | PROGRAMMER | PROGRAMMER | YES |
| Easy Shopping Cart Integration | NO | NO | NO | NO | NO | YES |
| SEO-friendly Video & Animation Integration | NO | NO | NO | NO | NO | YES |
| Sitewide Search Function | NO | NO | MAYBE | NO | NO | YES |
| Sitemap (with Updates) | NO | NO | MAYBE | PROGRAMMER | PROGRAMMER | YES |
| RSS Feed (with Aggregators) | NO | NO | MAYBE | PROGRAMMER | PROGRAMMER | YES |
| Sitewide Content Updates | WEBMASTER | WEBMASTER | YES | PROGRAMMER | PROGRAMMER | YES |
| *Means that once webmaster has installed/integrated/set up, that client can be trained to manage without webmaster services, if desired. | | | | | | |
| >> This presumes that your domain name is purchased through a reputable domain name registrar | | | | | | |
| >> This presumes that you are already hosted on a primary-level hosting service that supports WP Installation | | | | | | |
| >> For non-WP website design, it's implied that the most common sites are set up and do NOT cover the areas addressed in the list. | | | | | | |