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Website CMS Comparison Report



Introduction

Um, the best CMS platform? Umbraco.

UI design and development are a big corner of our wheelhouse as a digital agency, so we get asked to build websites on a wide variety of platforms. But somehow, we always manage to convince our clients to choose Umbraco.

We'd love to think that this results from our advanced persuasion skills, but we know the truth: Umbraco is simply head and shoulders above competing CMS platforms. That's a bold statement to make, so let's do the responsible thing and back it up.

02 / The numbers don't lie

A handful of researchers have taken the time to diligently compare the most prominent CMS platforms on the market. Big names like WordPress, SiteCore, Joomla, HubSpot and Wix were tested on the same set of criteria as Umbraco to hopefully settle the debate over the best CMS once and for all. Spoiler alert: Umbraco wiped the floor with its competitors in each study.

This comparison report is a summary of the findings from all the research we uncovered. You're not here to figure out which CMS you should choose, but rather to find out why Umbraco is the obvious choice.

Okay, full-disclosure: this first comparison is based on a whitepaper produced by Umbraco comparing its own platform to its closest competitors. There's room for unchecked bias when you study yourself, but Umbraco's whitepaper established ten categories that allowed them to compare CMS platforms fairly.

Here's what the scorecard looks like for Umbraco, SiteCore, WordPress and Drupal:

03 / Scorecard

	 umbraco	 sitecore®	 WORDPRESS	 Drupal™
Security: <i>(Weight: 10)</i> <ul style="list-style-type: none"> How secure is the site? It has WYSIWYG (What-You-See-Is-What-You-Get) and code views 	9	9	3	4
Cost: <i>(Weight: 9)</i> <ul style="list-style-type: none"> CMS is reasonably priced to achieve goals Cost to develop in CMS is affordable Cost to do initial configuration is reasonable 	10	9	10	8
Site Usability: <i>(Weight: 9)</i> <ul style="list-style-type: none"> Responsive Easy to navigate Searchable Modern looking 	9	2	9	6
Administration: <i>(Weight: 10)</i> <ul style="list-style-type: none"> Are there admin roles for access levels? Can the right people access the right information? 	9	9	9	8
Development: <i>(Weight: 8)</i> <ul style="list-style-type: none"> CMS is easy to develop in CMS can be used without developer intervention Developers are easy to find for native language 	9	9	9	6
Form Management: <i>(Weight: 8)</i> <ul style="list-style-type: none"> Forms are templated Forms can be placed easily Forms can track campaign data (UTM tags) Forms can track page-level data 	9	8	8	5
SEO: <i>(Weight: 8)</i> <ul style="list-style-type: none"> The template structures are SEO friendly URL structure is SEO friendly Editor can access page Metadata Site speed does not inhibit rank Site is optimal on any device 	9	9	8	8
Authoring: <i>(Weight: 8)</i> <ul style="list-style-type: none"> Content is edited easily Templates are easy to use Pages are easily cloned It has WYSIWYG (What-You-See-Is-What-You-Get) and code views It has page versioning 	9	8	8	4
Digital Asset Management: <i>(Weight: 7)</i> <ul style="list-style-type: none"> Images & files are easy to upload/add Videos are easy to implement on-site Banners & widgets are easy to place 	8	9	7	6
Analytics: <i>(Weight: 6)</i> <ul style="list-style-type: none"> CMS has baseline performance analytics Other analytics can be used 	9	10	6	5
Total Score (out of 100)	90	82	77	60

04 / If that was a little too complicated...

Web development agency, Prodo, also compared the top easy-to-use CMS platforms (you'll notice that SiteCore didn't even make the list of candidates). It only looked at the essential features of a worthwhile CMS and analysed what makes each platform valuable instead of assigning scores.

Prodo used information that was freely available from each CMS's website and data from BuiltWith (one of the foremost website profilers and competitive analysis providers) and the world's largest tech marketplace, G2. In short: there's no trace of bias or favour in their research.

Here's what they found:

05 / Scorecard

	 umbraco	 WORDPRESS	 Drupal™	 Joomla!	 WIX	 HubSpot
Ease of use	Moderate (Some coding knowledge needed, that's where we come in)	Easy (No coding knowledge)	Hard (Coding knowledge required)	Moderate (Some coding knowledge needed)	Easy (No coding knowledge)	Easy (No coding knowledge)
Best for...	Good for mid & large organisations looking for custom functionality	Simple news/brochure style websites	Ideal for large organisations with complex requirements	E-commerce & social networking	Start-ups and small business/Brochure sites	Mid-market organisations with the integrated marketing tool
Security <i>1 = Not Secure</i> <i>5 = Very Secure</i>	4	1	5	3	1	4
Cost	Free	Free (+ domain & hosting)	Free	Free	Free	Free CRM & CMS (Hub starts at about \$800 p/m)
Design	2 Core templates	5 000+ themes	250+ themes	8 000+ themes	300+ themes	5 000+ themes, templates & modules
Extensions and plug-ins	300+	50 000+	39 000+	6 000+	200+	500+
Help and support <i>1 = No Support</i> <i>5 = Lots of Support</i>	4	1	3	4	2	5
Popularity	90k+ websites	30m+ websites	1.5mil+ websites	2.2mil+ websites	4.5mil+ websites	1mil+ websites

06 / Still not convinced?

What we noticed was missing from the first two research reports was an honest analysis of the strengths and weaknesses of each platform. There's undoubtedly something that each of the most popular CMS platforms excels in – a certain drawcard if you will. However, even with a transparent analysis of the pros and cons of each CMS, Umbraco outshines the rest.

See for yourself:

07 / Scorecard

	 umbraco	 WORDPRESS	 Drupal™	 Joomla!®	 sitecore®
Pros	<ul style="list-style-type: none"> ✓ Built-in SEO optimisation ✓ Stellar usability and content editing ✓ Built-in form builders and image handling ✓ Remarkable content previewing 	<ul style="list-style-type: none"> ✓ Simple and easy to use ✓ Seamless e-commerce integration ✓ Reliable SEO plugins 	<ul style="list-style-type: none"> ✓ Focused on security ✓ Open-source system code ✓ Highly scalable and able to handle traffic spikes 	<ul style="list-style-type: none"> ✓ Zero licencing fees for code and extensions ✓ Built on PHP, a well-established language ✓ A helpful online community 	<ul style="list-style-type: none"> ✓ Rapid site deployment ✓ Multilingual content management
Cons	<ul style="list-style-type: none"> ✗ Not the highest number of available plugins 	<ul style="list-style-type: none"> ✗ Not the best customisation options ✗ Monthly updates can create more issues than they solve ✗ Notoriously hackable 	<ul style="list-style-type: none"> ✗ Unnecessary complexity ✗ Easily destabilised by third-party integrations ✗ Requires web development assistance 	<ul style="list-style-type: none"> ✗ You need developer experience to make the most of its customisation options ✗ Third-party compatibility options are common 	<ul style="list-style-type: none"> ✗ A bad reputation for crashing too often ✗ Costly licence ✗ Support isn't always there when you need it
Top Features	<ul style="list-style-type: none"> ★ Complete control over content ★ Easily navigable folder-based media library ★ Customisable menus and site navigation ★ Advanced editing and version control ★ Integrated multilingual content capability ★ Development community-driven platform updates ★ Run multiple websites under different domains in one installation. No multisite installs or complex setups. 	<ul style="list-style-type: none"> ★ Themes help overcome customisation limitations ★ Publishing is incredibly easy ★ Advanced media and user controls 	<ul style="list-style-type: none"> ★ Built-in multilingual content functionality ★ A massive online community of developers constantly improving the platform ★ Access management and content grouping as easy as it gets 	<ul style="list-style-type: none"> ★ Free, open-source code ★ It takes minutes to run installations ★ Excellent e-commerce functionality 	<ul style="list-style-type: none"> ★ Advanced built-in tracking and analytics ★ Impressive customisation options ★ Useful for integrated marketing campaigns
vs Umbraco	✗	Security issues and clumsy monthly updates make it an easy victory for Umbraco	Umbraco's overall ease-of-use and smooth third-party integrations put it in the lead	Joomla leaves a lot to be desired where customisation is concerned	Umbraco does everything SiteCore can do and it does it for free. An easy win for Umbracoy.

08 / Enough about Umbraco, let's talk about League

We think you get the picture by now – Umbraco is in a league of its own. Speaking of leagues, where do we come in? Well, Umbraco is brilliant enough on its own but it's a juggernaut in our hands. League Digital is a certified Umbraco Partner which means we've gotten very intimate with the platform over the years. Our own web development team is trained on Umbraco and they're an active part of the global online community that keeps Umbraco at its sharpest.

We've built gorgeous, growth-driven and award-winning digital platforms for brands like [DStv](#), [Karan Beef](#) and [Avis Fleet](#). We trust it so much, we built our own website on it. Whatever measurement or analysis framework you use, Umbraco is the best CMS platform. What we do is make it even better for your brand. So, when can we get started?

[Download](#) our digital platforms brochure
to see what we can really do.
[Let's chat.](#)

