

CMS Hub Discovery Questions

Theme: Wasting time with maintenance and plugin updates

- How much time do you spend on CMS maintenance and updates each quarter?
- How many plugins do you have with your website? - Are they all up to date?
- Based on your goals, is your team's time best spent on maintenance and updates?

Theme: Developers as Gatekeepers

- What's the most frustrating part about updating your CMS?
- Is it easy for you to make edits and get your work done?
- Do you ever feel like you're held back by your developers?

Theme: Security Risks

- How secure is your current website?
- Has your website ever had any security-related issues? Hacking, data lost, DDoS attacks?

Theme: Website not producing results:

- What's the goal of your website? How does it help the business?
- How is your current website performing in relation to that goal? Are you happy?
- What's holding you back from generating more visitors or leads on your website?

Theme: We have a static brochure website with a bad experience

- Are there aspects of your website you wished better served your current customers and prospects?
- Do you have complex or app-like functionality on your website?
- Is your customer data in your CRM directly connected to your CMS?

Theme: No control over people in our CMS governance and internal security

- How many people do you have working on your website across your marketing & dev teams?
- How do you control access to your website today? Or alternatively, who do you give access control to?
- What measures do you have set up to manage access when an employee leaves your company?

Theme: Juggling multiple websites on multiple systems

- Do you have multiple websites?
 - Do you have multiple CMSes that you operate for different purposes?
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