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Hard Coding vs Content Management Systems

The internet hosts a slew of different websites from YouTube and Facebook to a personal blog and storefront. Whatever the case may be, each website has an architectural framework that allows it to operate in the way that it does, a system that gives each element on display a function and definition on how to look and act. Many sites are hard coded using HTML, CSS, and JavaScript by an individual or a team of website developers. By using hard coded websites the designers are free to create any website design they desire within the limitations of the programming language and the skills of the programmers. Despite this freedom however it comes at the cost of increased difficulty in maintaining and otherwise updating the website. Hard coded websites are typically static with data being changed occasionally due to its difficulty in being modified. Hard coded sites are best used for simple websites that do not have dynamic content and only wish to have an online presence. In contrast a Content Management System or CMS is a software application that allows users of all skill levels to create, manage, and publish digital content in the form of a website or blog. A CMS is usually used for a storefront or blog where content is constantly being added, modified, and removed by the user and by its nature is more user friendly than hard coding since it does not require any knowledge of programming. However, despite this CMS is restricted in its freedom and is limited by the offerings of the CMS provider and any plugins the CMS may provide. Depending on the CMS a user may get more tools to use over another CMS so each website having different needs will find greater use out of different CMS’s with there being no one size fits all. Additionally a content management system is typically slower than a hard coded website due to the tools used to create a users page and the requirements of the CMS to fit a vast amount of possible scenarios and designs.

In the event the company Fernscape Interiors would need or otherwise want to use a content management system three can be recommended for use based on the desired content of the website and possible future prospects. These services are: Content Hub, Wordpress, and Storyblok. Content Hub is a CMS and CRM (or customer relationship management) hybrid giving the best of both worlds. Being a CRM, Content Hub allows for greater connectivity between the company and the client giving needed context between a company's departments and the clients needs. By using a CRM service such as Content Hub Fernscape Interior’s does not need to worry about growing pains or communication breakdowns in the near future. Wordpress on the other hand is a widely used and popular CMS having a vast collection of plugins and other tools to facilitate many different design needs for a website. Being open source gives a greater amount of creative freedom similar to that of a hard coded website, however hacking plagues Wordpress as sections of its code is outdated or unmaintained with many vulnerabilities in the many plugins. In this event if security is a concern then other CMS options may need to be considered. Lastly Storyblok is an easy to use headless CMS supporting deployment in multiple languages, in multiple countries, to multiple devices. Storyblok provides visual editing tools for easy customization of the website with the option to add plugins for features not baked into the CMS. Additionally, Storyblok is hosted on AWS providing multiple security features to back up data and protect against breaches and hacks. The only caveat would be the small monthly fee that varies from site to site.

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