

siteglide.

Headless CMS, Hybrid CMS or Digital Experience Platform (DXP)?

Our guide explains the differences and independent reviews of the top players in each category defined by G2.com.



This guide is the first step in ensuring **Digital Transformation success** for your business or clients!

Why does it matter?

Digital Transformation is likely a hot topic within your business or agency and if it's not it needs to be, COVID-19 made sure of that. It is now crucial that businesses focus on how they can get the most out of technology.

We're seeing a mainstream shift away from traditional platforms and outdated tech stacks where data is siloed and cannot be shared.

A traditional website and CMS cannot cope with omni-channel demands meaning Customer Experience (CX) will suffer as a result.

Today, websites are being replaced by Digital Experiences where users interact with suppliers online - and this depends on access to data and ability to leverage it.

It's time to dive in!

What are your options?

Technology evolves quickly and there are lots of tools and acronyms that can make it confusing to navigate. However, it's actually relatively simple when you focus in on one factor...**data**. Data is the most valuable commodity on the planet now (more so than oil). If you have data in various separate tools that do not talk to each other and you cannot use that data effectively then technology is holding you back. If you can create, access, query, manipulate and share data across multiple channels and tools then a whole new world of automation and growth is suddenly available to you.

So how do you ensure you have full control over data?

Typically websites are built onto 'platforms' or software that allows you to host and manage them. Many will know this to be a Content Management System (CMS) but the traditional CMS is where the problems begin. Most are extremely closed systems and do not play nice with other tools or allow you to connect with your customers.

There are 3 main options that we'll discuss:

- 1. Headless CMS**
- 2. Hybrid CMS**
- 3. Digital Experience Platform (DXP)**

Option 1: Headless CMS

The first solution to the core problem was the Headless CMS which has been around for some time now. It uses an API to make the content/data accessible (solving the core problem) BUT it doesn't provide the front-end/hosting to output it.

For smaller companies and less technical teams this is a non-starter, having to build your own stack and maintain it isn't viable. It's also overkill for many projects especially when you could pick a Hybrid CMS instead.

When you then need to bring in specific functionality you'll need to work in various different places and the Headless CMS becomes a very small piece of the puzzle that simply holds your content (sometimes known as a Content Platform).



Option 2: Hybrid CMS

The Hybrid CMS offers all of the benefits of a Headless CMS but with the convenience of having the frontend/hosting tied in allowing you to just build and see it immediately.

This is perfect for marketing websites and anything without specific functionality that a CMS does not offer. Should you then need to do something more complicated you're back to the Headless scenario where you then have to build your own tech stack and integrate via API to the other tools you would need (eCommerce, Membership etc).

If only there was something that offered the features of the legacy CMS platforms but with all the benefits of Headless and Hybrid...

Well there is...



Option 3: Digital Experience Platform (DXP)

A DXP follows the same concept as a Hybrid CMS by incorporating all the benefits of Headless but with the frontend/hosting infrastructure included. A DXP simply offers far more than a CMS, in fact the CMS is just one single component of a DXP that works harmoniously with the others. A DXP typically includes a CRM, eCommerce, custom databases, reporting, transactional emails, membership to name a few 'modules'.

The DXP market is relatively new compared to the CMS market and therefore is predominantly aimed at Enterprise due to the large cost of managing a platform of this scale and capability. The potential return from using a DXP is also far higher meaning the pricing can often be prohibitive for small businesses.

However, there are exceptions to this rule which we'll come on to...

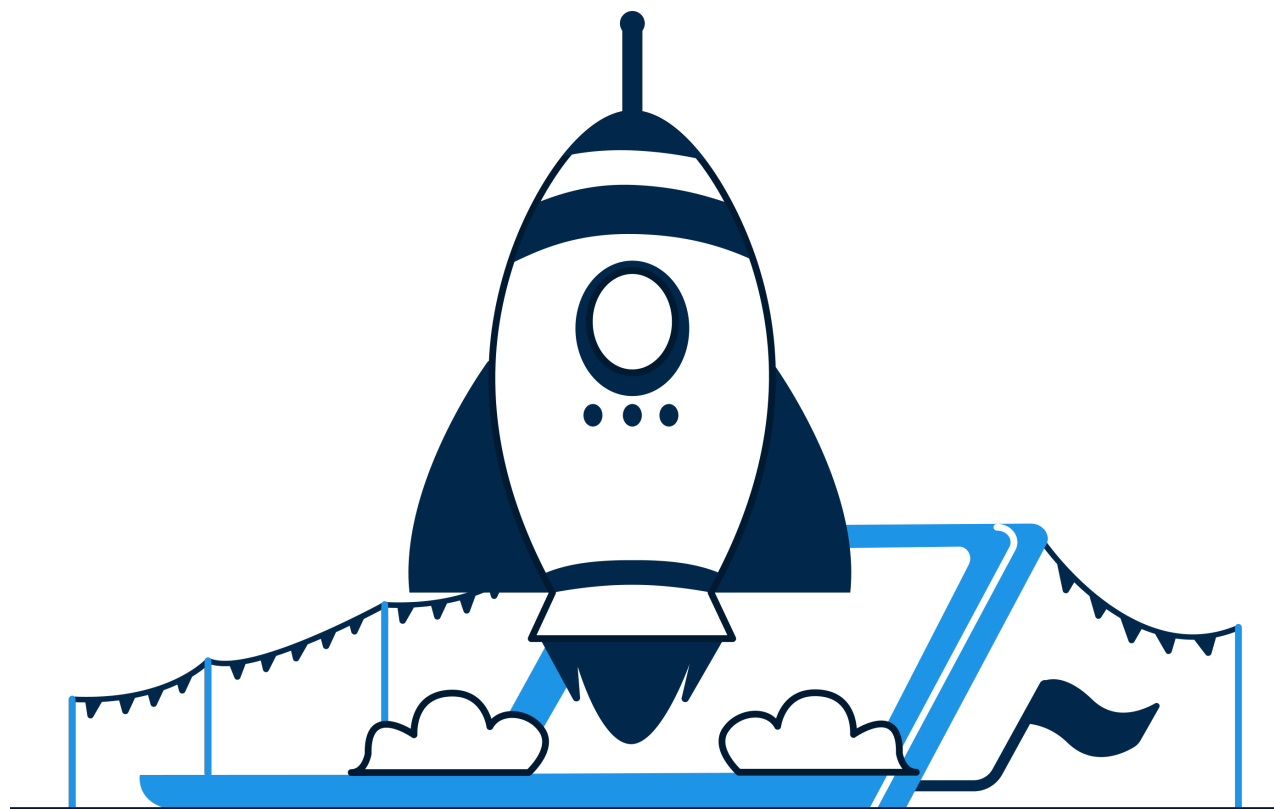


Which option is best for me?

It depends on many factors related to your business/agency but also depends on the specific offerings you look at. For example a DXP is likely to be the most expensive option from a licence perspective but could be the cheapest from an overall tech stack/time/maintenance perspective.

If you only need a basic site or a few features a DXP might be overkill but that's perhaps where Siteglide comes in. This guide is meant to help explain the different technologies you could use but at some point we need to get specific and look at what is on offer. Naturally we believe Siteglide is the best option available and we'll explain why but we'll try to highlight some of the other leading tools and when they're likely to be the best option.












We wanted to provide something as impartial as possible so we're using data compiled from G2.com and we recommend conducting your own research on their site too. This guide is just meant to help give some insight into the various options and which might be appropriate for your use cases.



Here's a summary of the best tools in each category as voted by customers on G2.com:

Best Web Content Management (WCM/Traditional CMS)

https://www.g2.com/categories/web-content-management?tab=highest_rated











Collapse All ^		G2 Satisfaction Score ⓘ	Compare
▼	#1  WordPress.org	97	<input type="checkbox"/> Compare
▼	#2  HubSpot CMS H...	95	<input type="checkbox"/> Compare
▼	#3  Butter CMS	92	<input type="checkbox"/> Compare
▼	#4  Duda	92	<input type="checkbox"/> Compare
▼	#5  Storyblok	91	<input type="checkbox"/> Compare
▼	#6  Pantheon	91	<input type="checkbox"/> Compare
▼	#7  Webflow	85	<input type="checkbox"/> Compare
▼	#8  Contentstack	84	<input type="checkbox"/> Compare
▼	#9  GraphCMS	84	<input type="checkbox"/> Compare
▼	#10  Wordpress	83	<input type="checkbox"/> Compare
▼	#11  Umbraco	82	<input type="checkbox"/> Compare
▼	#12  Write.as	80	<input type="checkbox"/> Compare
▼	#13  Siteglide	80	<input type="checkbox"/> Compare

This space has been dominated by Wordpress for some time but it's good to see Hubspot and Duda up there because Wordpress isn't for everyone given the need to carefully manage security, plugins, hosting etc. When done right it can be the right tool for the job but many agencies and customers would rather use a proprietary service that's managed so they don't have to.

Again Siteglide is not a traditional CMS so we're pretty pleased to be ahead of some big players such as Kentico (16th) and Agility (18th). If you're just looking for a traditional closed-box CMS then again we're probably not your best option.

Best Headless CMS

https://www.g2.com/categories/headless-cms?tab=highest_rated

Collapse All ^			G2 Satisfaction Score ⓘ	Compare
▼	#1	 Storyblok	93	<input type="checkbox"/> Compare
▼	#2	 Butter CMS	92	<input type="checkbox"/> Compare
▼	#3	 Sanity	91	<input type="checkbox"/> Compare
▼	#4	 GraphCMS	85	<input type="checkbox"/> Compare
▼	#5	 Strapi	84	<input type="checkbox"/> Compare
▼	#6	 Contentstack	74	<input type="checkbox"/> Compare
▼	#7	 Contentful	74	<input type="checkbox"/> Compare
▼	#8	 Agility CMS	73	<input type="checkbox"/> Compare
▼	#9	 Kontent by Kent...	66	<input type="checkbox"/> Compare
▼	#10	 Bold	59	<input type="checkbox"/> Compare











Many of these are great options for building your own Headless tech stack and being able to send your data anywhere. Siteglide isn't in this category, we're not the right pick for a standalone Headless CMS.

Interestingly price varies considerably and is not necessarily linked to satisfaction and ratings. There are some great new players on the scene that use similar technology to Siteglide including GraphQL (used by GraphCMS and Sanity).

You would definitely need a developer in house to manage your tech stack and piece everything together which is not attractive for many businesses.

Best Digital Experience Platform (DXP)

https://www.g2.com/categories/digital-experience-platforms-dxp?tab=highest_rated

Collapse All ^			G2 Satisfaction Score ⓘ	Compare
▼	#1	 Glassbox	89	<input type="checkbox"/> Compare
▼	#2	 Kentico Xperien...	87	<input type="checkbox"/> Compare
▼	#3	 Sanity	87	<input type="checkbox"/> Compare
▼	#4	 OutSystems	85	<input type="checkbox"/> Compare
▼	#5	 GraphCMS	79	<input type="checkbox"/> Compare
▼	#6	 Siteglide	78	<input type="checkbox"/> Compare
▼	#7	 Acquia Drupal Cl...	77	<input type="checkbox"/> Compare
▼	#8	 Enonic	75	<input type="checkbox"/> Compare
▼	#9	 SAP Fiori	75	<input type="checkbox"/> Compare
▼	#10	 Bloomreach Ex...	75	<input type="checkbox"/> Compare

This space is typically filled by Enterprise platforms that are prohibitive for small businesses due to cost and complexity to setup/use.









Glassbox is a great Analytics tool and shows just how broad the DXP space is but you cannot build projects on it. Kentico are well established and a great option for large and medium sized businesses but their price point is still too high for many (\$8k per year starting).

Outsystems, SAP, Bloomreach, SiteCore (14th), Adobe (15th) are all Enterprise with costs exceeding \$50k per year in many cases.

This makes Siteglide a very attractive option for businesses small and large and even better for Agencies who can give clients an Enterprise grade solution at a fraction of the cost. Naturally there are differences but flexibility and access to data is our promise at Siteglide so if we don't have the features of some of the Enterprise solutions you still have peace of mind that you can achieve it by building on top (what we call Hybrid SaaS and is so powerful).

Best DXP for Small Business

https://www.g2.com/categories/digital-experience-platforms-dxp?tab=highest_rated&utf8=%E2%9C%93&segment=small-business®ion=

Collapse All ^		G2 Satisfaction Score ⓘ	Compare
▼	#1  Sanity	<div style="width: 88%;"><div style="width: 88%;"></div></div> 88	<input type="checkbox"/> Compare
▼	#2  Siteglide	<div style="width: 81%;"><div style="width: 81%;"></div></div> 81	<input type="checkbox"/> Compare
▼	#3  Kentico Xperien...	<div style="width: 67%;"><div style="width: 67%;"></div></div> 67	<input type="checkbox"/> Compare
▼	#4  OutSystems	<div style="width: 62%;"><div style="width: 62%;"></div></div> 62	<input type="checkbox"/> Compare
▼	#5  Kontent by Kent...	<div style="width: 58%;"><div style="width: 58%;"></div></div> 58	<input type="checkbox"/> Compare
▼	#6  Bloomreach Ex...	<div style="width: 54%;"><div style="width: 54%;"></div></div> 54	<input type="checkbox"/> Compare
▼	#7  Progress Sitefin...	<div style="width: 42%;"><div style="width: 42%;"></div></div> 42	<input type="checkbox"/> Compare
▼	#8  Sitecore Experi...	<div style="width: 6%;"><div style="width: 6%;"></div></div> 6	<input type="checkbox"/> Compare

This is our sweet spot, helping small businesses thrive and helping agencies deliver those experiences. We provide Developers with the tools to build truly bespoke experiences and hand over to marketers and clients to manage the data/content. This combination enables businesses to connect with customers and grow their business quicker than ever before.

Sanity has jumped up to top spot in January 2022 and has some fantastic reviews but it is a Headless CMS and does not offer the hosting environment. That's not a criticism but from our guide you should be able to determine whether a Headless CMS will work for you or whether you'd rather have everything in one but the option to go Headless (DXP).

Siteglide has been the number one DXP for Small Business throughout 2021 and in terms of having the hosting environment included (a true DXP) it still is. Many of the others are priced for Enterprise and range from \$10k to \$100k per year.

Summary

We hope this guide has helped explain the options available beyond the traditional CMS and give an idea of the leading suppliers. Here's a quick summary of our recommendations but please also do your own research:

- **A Headless CMS is great if you're happy managing your own tech stack and have good developer knowledge in-house**
- **A Hybrid CMS gives you the hosting environment but still lacks functionality.**
- **A Digital Experience Platform (DXP) gives you all the tools and flexibility to truly build any digital experience.**

If you're interested in hearing more about Siteglide you can sign up for a free account and give it a spin!

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Or

Free Account [Signup](#)