

Content management systems

A COMPARISON SALES GUIDE





Which CMS is right for you?

This document provides a basic overview of various Content Management Systems (CMS) that our clients frequently request.

While this document provides a solid comparison between each CMS, it is not a complete list of features or indicative of all available solutions. Currently listed are Craft, WordPress, HubSpot, and Webflow.





WordPress

Wordpress.org

WordPress dominates the CMS market with a 61% share. It's an incredibly popular, easy-to-use platform that can serve as a simple blogging platform or a full-featured CMS. WordPress typically requires plugins to create advanced site tools, expand content type options, or provide integrations.

WordPress is an excellent choice for B2B marketing websites, landing pages, or when a marketing team is already familiar with WordPress administration. WordPress can even support enterprise-level security and scalability, which comes easily when paired with a hosting provider like WordPress VIP. Other hosting providers, such as Pantheon, WP Engine, or Pressable, also provide great features.

ADMINISTRATION EXPERIENCE

- Because WordPress is widely used, finding people with prior experience is easier than with other CMSs. WordPress sites with limited customization, plugins, and/or themes can be managed by trained administrators rather than developers, though more advanced setups may necessitate assistance.
- For simple sites, WordPress needs little training, but for more complex ones, it requires moderate training or an in-house administrator already familiar with the platform.

LICENSING & COSTS

- WordPress is open-source software distributed under the GNU GPLv2 license.



REQUEST A DEMO

SEE HOW THE WORLD'S MOST REALISTIC CYBER RANGE STRENGTHENS EVERY LAYER OF YOUR DEFENSE

First Name*

Last Name*

Company Email*

Job Title*

Company Name*

By clicking Submit, I agree to the use of my personal data in accordance with SimSpace's [Privacy Policy](#). SimSpace will not sell, trade, lease, or rent your personal data to third parties. This site is protected by hCAPTCHA.

powered by reCAPTCHA

Submit

Want to see what a hyper-realistic cyber range can do for your organization? Tell us about yourself and we'll connect you with a SimSpace expert for a 30 minute demo and learn how you can:

- ✓ Prepare your team with simulated, real-world attacks and validate team skills
- ✓ Radically reduce incident response times
- ✓ Harness actionable insights and optimize your security tool spend

“A drill is not just about uncovering weaknesses; it's about continuously forging stronger, more responsive defenses. With SimSpace we gain the insights needed to ensure our defenders and defenses are prepared.”

CISSO, Critical Infrastructure

SimSpace

Platform Industries Resources Company Blog US-EN Request a Demo

PLATFORM TRAIN

TRAIN LIKE IT'S REAL—BECAUSE ONE DAY IT WILL BE

Cybersecurity simulation training for defenders who can't afford to guess.

350% boost
In team effectiveness through realistic, scenario-based training

76% increase
In employee retention rates

24% increase
In team effectiveness

50% reduction
In overall cybersecurity training cost after switching to SimSpace

The Training Crisis No One Talks About

Most security teams only train for a fraction of the threats they'll actually face. Simulations are basic. Exercises are siloed. And the first time people practice their roles in a breach... is the breach.

Train Your Defenders Today Learn About Our Unique Approach

- ✓ Run red team vs. blue team exercises in **live-fire** environments
- ✓ Evaluate cybersecurity analyst readiness and close skills gaps fast
- ✓ Benchmark performance with **role-specific** outcomes and remediation paths
- ✓ Deliver **hands-on** cyber training tools to individuals and full SOC teams
- ✓ Launch **real-world** cyber attack simulations—from ransomware to phishing
- ✓ Validate cybersecurity **incident response** playbooks with real data
- ✓ Conduct **business continuity** and disaster recovery exercises

This Is More Than Training—It's Rehearsal for Reality

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PLATFORM

Platform Overview
Train
Test
Validate

INDUSTRY & GOVERNMENT

Financial Services
Healthcare
Insurance
Critical Infrastructure

BLOG & RESOURCES

Read the Blog
Attack Catalog
Training Catalog
Customer Stories

COMPANY

SimSpace's Story
Leadership
Partners
News & Press Releases

Financial Services > Insurance > Healthcare > Critical Infrastructure >

Allied Governments > Federal & Defense > State & Local > Higher Education >

The secret sauce: Emulation, not simulation.

The SimSpace platform delivers Full Kill Chain and Atomic Emulation capabilities that extend well beyond traffic replay systems, executing live attacks with genuine payloads and adversary-grade behaviors.

WORDPRESS CASE STUDY

[View our case study](#)

The SimSpace website was built on the WordPress CMS.



✓ Pros

DEVELOPMENT

- ✓ A very well-known CMS with lots of resources and plugins available.
- ✓ Creating and updating landing pages is fast and easy.
- ✓ Several plugins, like If>So Dynamic Content, Logic Hop, and PersonalizeWP are available for personalization.
- ✓ Developed with standard coding languages (PHP, HTML, etc.)
- ✓ WordPress is compatible with headless systems, but is not equipped out of the box.

MISCELLANEOUS

- ✓ No platform licensing fee.
- ✓ User-friendly UI, making content updates fast and easy.
- ✓ Powerful blogging features (scheduling posts, layouts, etc.)

ECOSYSTEM

- ✓ The most popular CMS platform in the world.
- ✓ Commercial (paid) hosting and support, including security updates, is available.
- ✓ Online support and tutorials are available for almost any issue you may encounter.

✗ Cons

DEVELOPMENT

- ✗ Customization can be more time-consuming than other platforms.
- ✗ Technical knowledge is necessary for site customizations; depending on the structure, it could be difficult for non-technical staff to work with.
- ✗ Updates have been known to break plugins frequently.

SECURITY

- ✗ WordPress relies heavily on 3rd-party plugins, which can introduce vulnerabilities.
- ✗ Its popularity makes it a very common target of cyber threats.
- ✗ Updates are frequent due to security and compatibility concerns.
- ✗ No built-in permissions system (i.e., permission groups); “all or nothing” access.

COSTS & MISCELLANEOUS

- ✗ While initial costs are inexpensive, the need for plugins and add-ons to provide necessary functionalities often requires licensing fees.
- ✗ WordPress support is primarily forum/online resource-based.



Craft

Craftcms.com

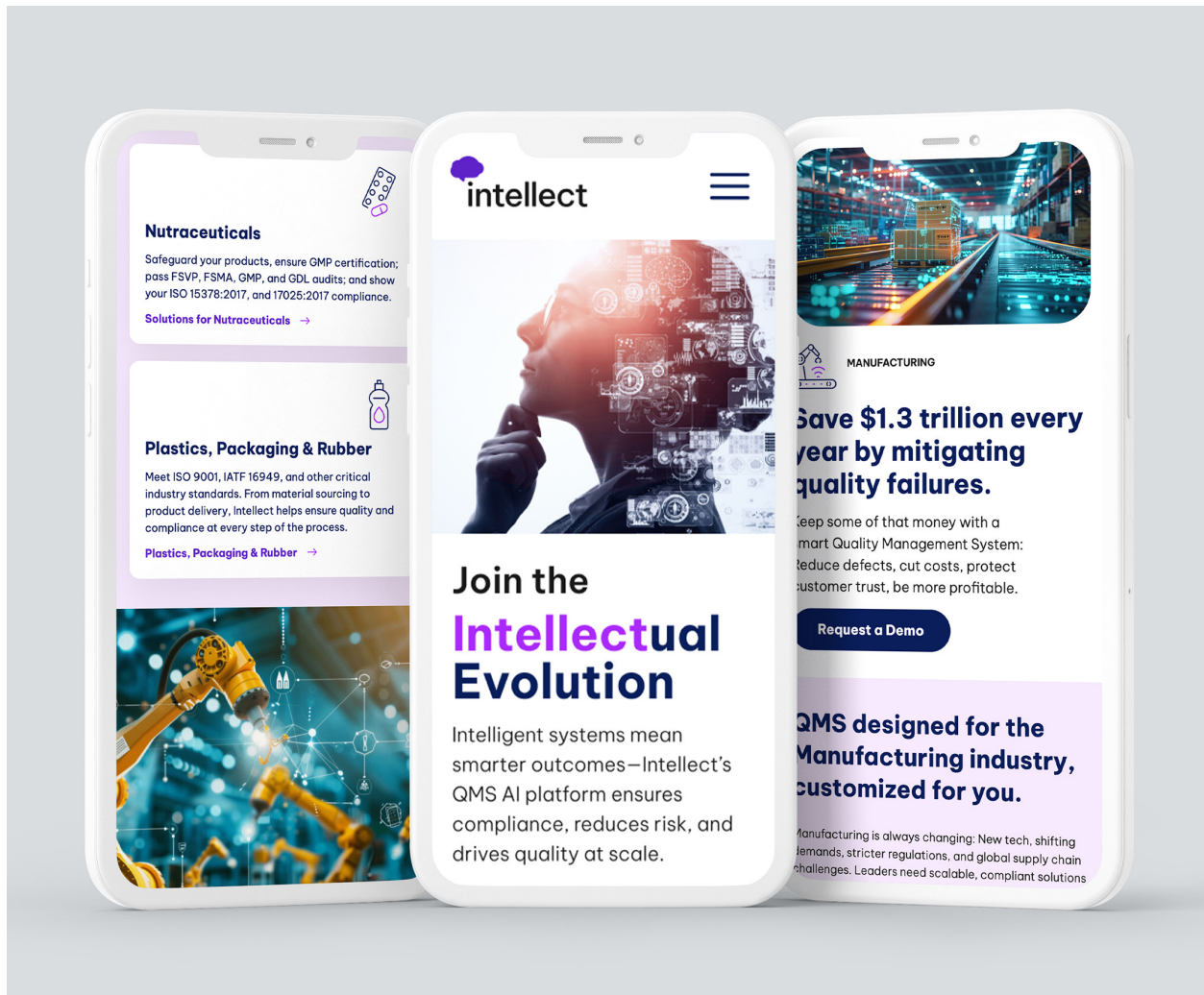
Craft is a modern CMS that offers customization, ease of use for administrators, and reasonable cost. It is popular among developers and marketing teams and has powered over 150K websites, including sites for the Associated Press, The New York Times, Intel, Amazon, Salesforce, and more.

LICENSING & COSTS

- While Craft's code is publicly available and built upon open-source libraries, the program as a whole is distributed under a proprietary license. The license is very reasonable, with an upfront fee of **\$399** and an annual support/update fee of **\$99** for subsequent years.
- Some plugins also have fees associated with them, but many are between \$20 and **\$99** a year.
- Craft is not a Software as a Service product, and there are operational costs associated with both hosting and keeping Craft and plugins up-to-date, which would be covered in a managed services agreement with Imarc.

ADMINISTRATION EXPERIENCE

- Craft offers a better overall experience; it is less cluttered and more intuitive because it's built to be customized for each site's specific needs.



CRAFT CASE STUDY



Intellect's website was built on the Craft CMS.

[View our case study](#)



✓ Pros

DEVELOPMENT

- ✓ Highly customizable with tools, layouts, and plugins. Server-side integrations are possible.
- ✓ Developed using standard coding languages (PHP, HTML, etc.)
- ✓ Uses Twig - a widely used templating language.
- ✓ Built on top of a popular, widely supported open-source PHP framework (Yii).
- ✓ Structured Content (ability to do columns, text with images, etc., straight from the CMS).
- ✓ Out-of-the-box ability to add embedded videos, images, etc.
- ✓ Powerful localization features.
- ✓ Built-in capabilities to be used in headless environments.

SECURITY

- ✓ Security notices, viewable changelog that address industry security concerns when they happen.
- ✓ Uncommon target for scripted cyber threats.

COSTS & MISCELLANEOUS

- ✓ Basic Support included with license - very responsive, online community, email ticket support.
- ✓ Powerful posting features (scheduling posts, layouts, etc.)
- ✓ Many free or inexpensive plugins available.

✗ Cons

ECOSYSTEM

- ✗ Some integrations might be custom, as the plugin market is still growing.
- ✗ Smaller developer community than WordPress, Drupal, etc.
- ✗ No pre-built theme market (styling is custom).

SECURITY

- ✗ Updates can be ignored, and doing so could create security issues.
- ✗ Open-source plugins need to be reviewed prior to use to prevent vulnerabilities (as with most CMS tools).

MISCELLANEOUS

- ✗ Priority support requires a paid support subscription.



Hubspot

Hubspot.com

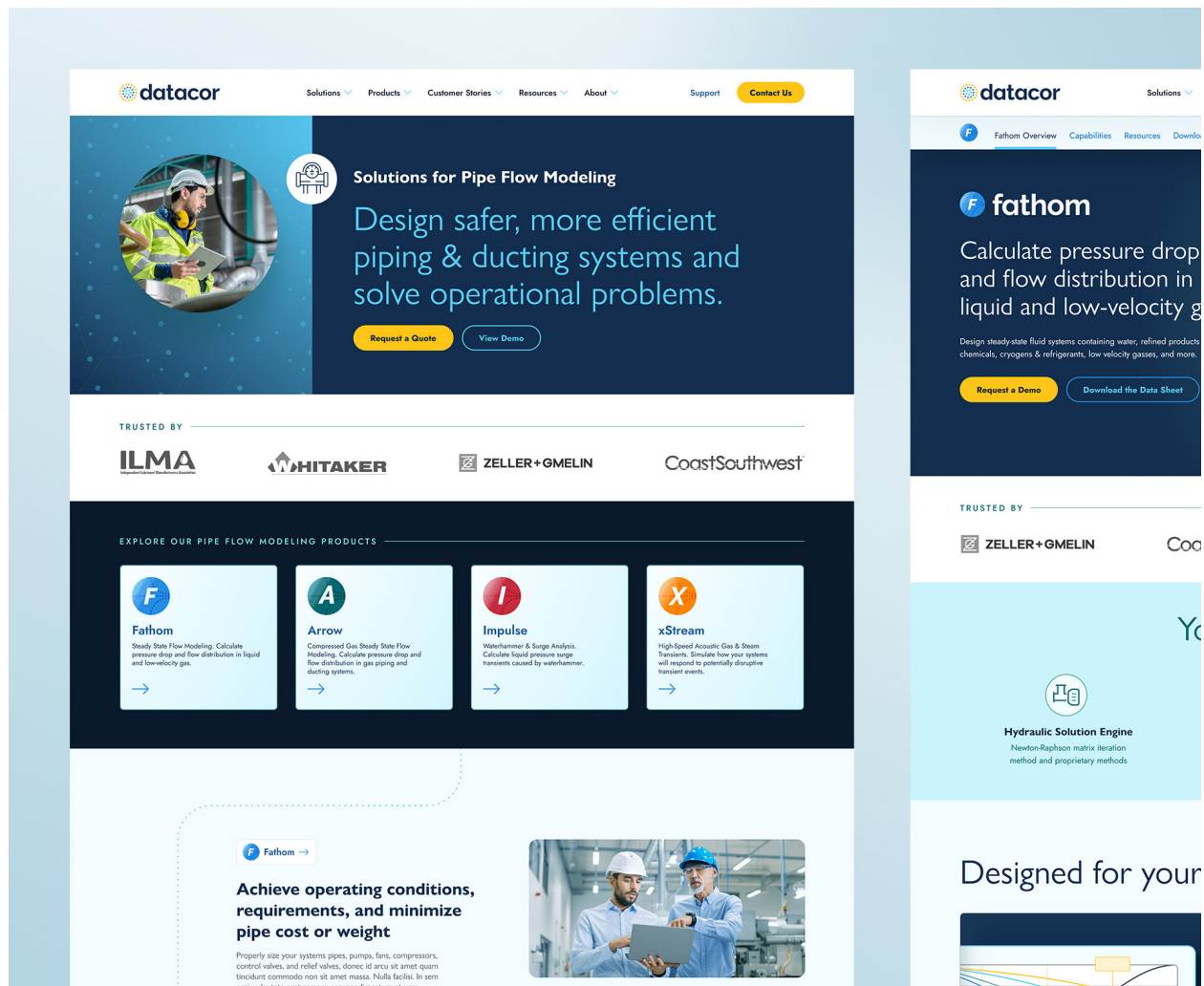
HubSpot has the advantage of having a CMS and marketing platform all in one. Unlike the other platforms listed here, HubSpot does not require external web hosting as its CMS is hosted, maintained, and updated in HubSpot's cloud. It's a SaaS CMS that comes with a pricey monthly fee but does include out-of-the-box marketing integration and support. Along with great documentation and customer support, editing is user-friendly with a live preview that displays changes as the administrator updates content.

ADMINISTRATION EXPERIENCE

- Live preview while editing pages.
- Simple to create new pages with flexible templates and modules.
- UI can be difficult to navigate, especially for beginners.
- Excellent documentation and community with many tutorials available.
- Template management and organization can be accomplished using themes, but a standard naming convention and folder structure, with a clear owner, is recommended.
- Offers an AI assistant that can help with content.
- Built-in SEO audits, including SEO recommendations and optimizations (depending on your plan).

LICENSING & COSTS

HubSpot is a proprietary product, and the code is not distributed.



HUBSPOT CASE STUDY

[View our case study](#)

Datacor's website was built on the Hubspot CMS.



✓ Pros

DEVELOPMENT

- ✓ A variety of easily implemented tools are available.
- ✓ Multiple devs can work in their sandbox accounts, out of the same repo, and push up to the Hubspot environments.
- ✓ Can be fully integrated with HubSpot marketing tools, as well as several 3rd-party applications.
- ✓ Custom modules and templates allow for flexible page layouts, custom front-end design, and styles.
- ✓ Out-of-box capability for Forms, CTAs, etc. that can be built per page.
- ✓ HubSpot is a SaaS product, meaning HubSpot manages all code and hosting.
- ✓ Version control on both templates and content.
- ✓ Built-in CSS, JS, and image compression

COSTS & MISCELLANEOUS

- ✓ **Reports:** Includes reporting and built-in analytics to view page and campaign performance and lead tracking.
- ✓ **A/B Testing:** easily create and view results of A/B tests on landing pages and emails (if it's part of your plan).
- ✓ Includes social media integrations for pushing content across platforms.

✗ Cons

DEVELOPMENT

- ✗ There is extra work to set up multiple environments, as it's not included by default.

COSTS & MISCELLANEOUS

- ✗ HubSpot bills monthly and is expensive. However, it might be worth it if you are already paying for HubSpot services.
- ✗ Technical support is tiered and typically costs extra.
- ✗ Additional upfront costs before monthly payments.
- ✗ Additional tools and features are an added cost.
- ✗ Pricing is dependent upon registered contacts.

- ✓ HubSpot has a high commitment to **security**.
- ✓ Automatic backups and redundancy for CRM data.
- ✓ 3rd-party services for preventing site attacks.
- ✓ Sites are written in proprietary software, making them harder to attack.



Webflow

Webflow.com

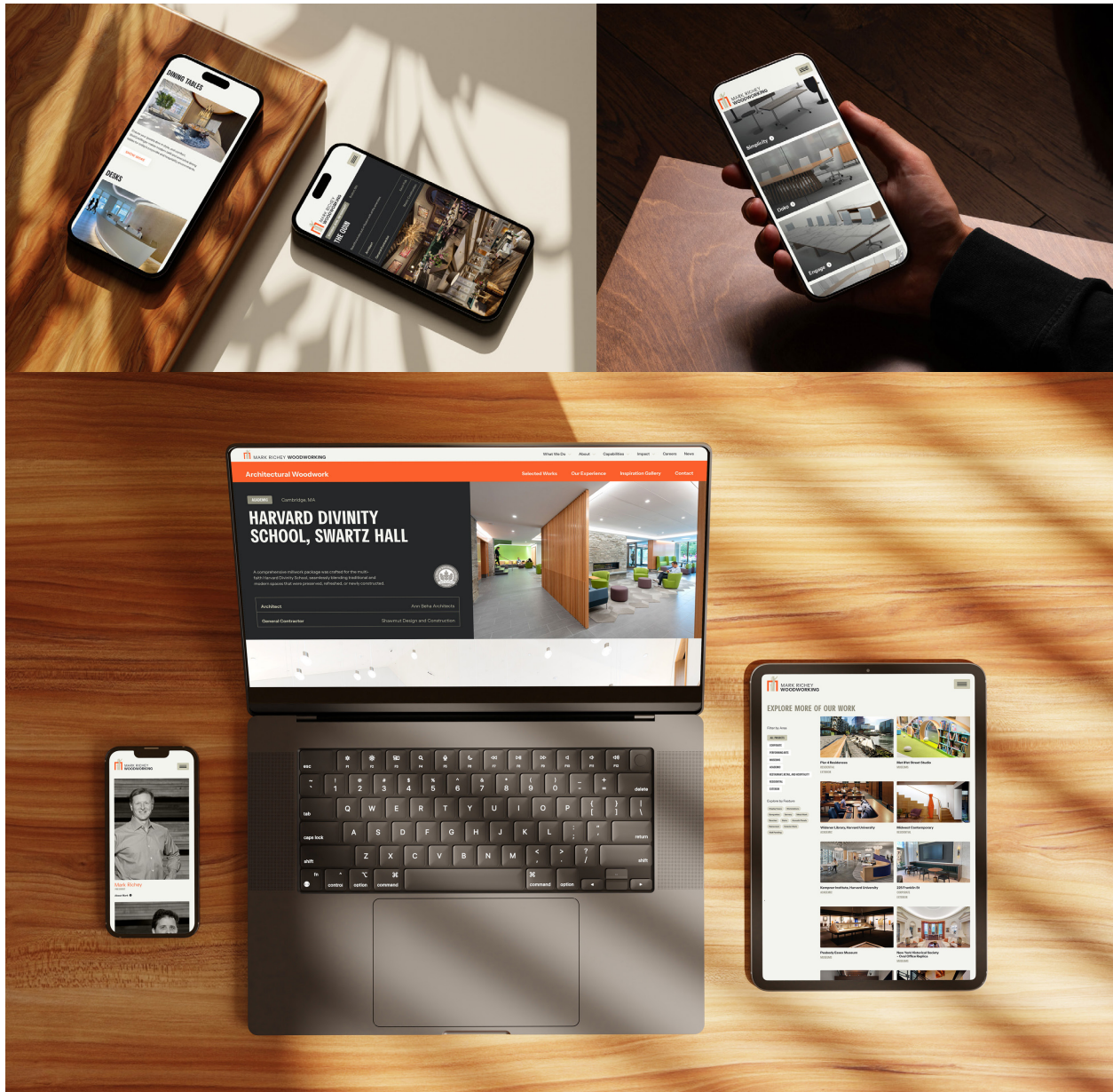
Webflow is a robust marketing platform and website builder that features a powerful composable CMS, enabling fully customizable, low- or no-code design. Its visual editing tools make site creation and ongoing maintenance intuitive, while dynamic templates and components streamline content updates. Webflow unifies responsive design, staging, and deployment into a seamless workflow, all within a single platform. Hosting is fast and reliable, powered by AWS and Cloudflare, and backed by SOC 2 Type II-certified security. With over 3 million websites built on the platform, Webflow is trusted by leading brands like TED, Dropbox, Spotify, The New York Times, Dell, Zendesk, and DocuSign.

ADMINISTRATION EXPERIENCE

- Once a site is built in Webflow, collaborators can easily edit and manage all site and CMS content directly on the page. The visual, inline editing experience keeps everything contextual, eliminating the need for separate admin areas or complicated workflows. CMS collections are simple to create and update, whether working in the main CMS interface for greater control, filtering, and publishing options, or editing content directly within the live templates and pages.
- Editors and marketers can duplicate existing pages or create new ones using designer-approved and created templates. They can quickly populate pages with established components and designs, ensuring consistency and efficiency. Designers can connect CMS collections directly to templates, making it easy to build dynamic pages and flexible, content-rich layouts.
- Changes can be previewed instantly within Webflow or on a dedicated staging environment. Collaborators can update text, images, and layouts at any time and deploy updates with a single click.

LICENSING & COSTS

- Webflow offers a range of plans to suit different needs, but a typical site plan costs around \$40 per month and includes support for up to 10,000 CMS items and 400GB of bandwidth. Additional seats for designers and editors can be added as needed, at \$40 and \$15 per month, respectively. Viewer-only access is available at no cost.
- The platform also provides a variety of advanced features and plan upgrades, including localization tools, built-in analytics, A/B testing for optimization, and a fully integrated ecommerce system.



WEBFLOW CASE STUDY

[View our case study](#)



Mark Richey Woodworking's website was built with the Webflow CMS.



✓ Pros

- Webflow combines visual design, CMS, and hosting into a single platform, enabling fast, flexible site creation without additional complexity or technical debt. It empowers design and marketing teams to build, launch, and iterate quickly while maintaining full brand control.
- ✓ Full design freedom with no reliance on templates.
 - ✓ Unified platform accelerates time-to-launch and reduces workflow friction.
 - ✓ No-code CMS makes content creation intuitive for non-technical teams, and new features and thoughtful elements are added regularly.
 - ✓ Visual editing with real-time preview across responsive breakpoints.
 - ✓ Designers define custom CMS fields and visually bind them to any element on the page, enabling dynamic layouts while maintaining structure and brand consistency through more controlled areas.
 - ✓ Built-in accessibility and SEO suggestions before publishing.
 - ✓ Supports custom code embeds and has dozens of integrations for apps like HubSpot, Stripe, and Figma.
 - ✓ Headless CMS API for external access to CMS content.
 - ✓ Extensive support ecosystem, including Webflow University and an active user community.

✗ Cons

- ✗ Need for specific designer and/or editor seats can bloat the cost depending on team size.
 - ✗ The plan and user information are a bit convoluted and can be difficult to understand.
 - ✗ While backups are automatic and full site restoration can be done easily, there is no granular control over specific pages or modules. Designers can 'preview' old versions and copy/paste elements as needed, but the system's visual and real-time nature prohibits more granular versioning. While we have preview, staging, and live environments, this could lead to augmented workflows on long-tail projects.
 - ✗ An unfamiliar platform and adjusted creation mentality can lead to initial friction compared to legacy systems, and when utilized by individuals expecting a more classic siloed experience.
- ✓ Cloneable templates, components, and team libraries for design consistency.
 - ✓ Built-in collaboration, commenting, and AI tools to streamline editing.
 - ✓ Advanced animations powered by GSAP integration.
 - ✓ Purpose-built for marketing teams with reusable templates and component/design thinking.



Custom

A custom-built CMS is ideal for clients that require heavily customized tools/workflows, complex integrations, or other features and business logic that cannot be met by off-the-shelf CMSs. Custom systems are not recommended for clients who need or want to maintain the project themselves without a dedicated development team.

LICENSING

Imarc can work with you to determine how best to license the code powering your project.

✓ Pros

DEVELOPMENT

- ✓ Offers the highest amount of customization.
- ✓ Integrations are easy to incorporate and nearly limitless.
- ✓ Interface is completely customizable.
- ✓ Built using a high standard of open source frameworks, libraries, tests, and tools.
- ✓ Site can take advantage of the newest applicable technologies.

COSTS & MISCELLANEOUS

- ✓ Only need to pay during the first-time build, or when features are added. No ongoing licensing fees.
- ✓ Site developers are the CMS developers; no 3rd-party company to deal with for support.

ADMINISTRATION

- ✓ As a custom designed CMS, even with great UX, it will require initial training for new users who may be unfamiliar with the custom terms and flows.

✗ Cons

DEVELOPMENT

- ✗ Everything is built from scratch, potentially longer development cycles.
- ✗ Maintenance requires development expertise.

SECURITY

- ✗ Threats need to be monitored.
- ✗ Security updates are manual and typically require a developer.

SECURITY

- ✓ Advanced permissions.
- ✓ Uncommon target for scripted cyber threats.
- ✓ Control over what security measures are implemented.
- ✓ Ability to tackle threats and security updates quickly (no waiting for an update release).



Strategically yours, *Imarc*

We appreciate the opportunity to show you our primary CMS offerings.



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