

WATTLE



MEMEX

THE TECHNOLOGY
POWERING MEMBERSHIP

WATTLE



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If you have a question during the session, please use the Q&A tab. There will be some live polls and questions asked during the session as well so please do interact

What are we going to cover?

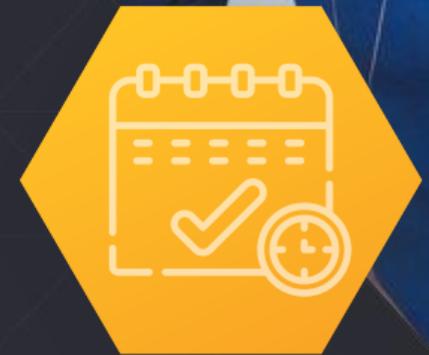
- What happens when your website isn't scalable?
- Understanding the critical components of building a scalable website
- Choosing the right website CMS and supplier
- Template versus Component design choices
- Solutions for you





A **Content Management System** (CMS) is software that allows organisations to create, manage, and modify digital content on their website without needing specialised technical knowledge. CMS platforms differ in their ease of use, **flexibility, scalability, and ability to integrate** with other tools like CRMs or **membership portals**. Some are more suited for smaller, simpler websites, while others offer advanced customisation and functionality to support larger, complex organisations. They also vary in their level of support for automation, personalisation, and data-driven insights to improve **member engagement**.

What makes a scalable website?



Traditional

- Can handle growing traffic
- Can handle increased content
- Adapts to increasing user demands

Today

- Make changes to the design, layout, and content quickly without needing developer support
- Easy for admins to use
- You can create new web pages with different layouts

THE PROBLEM

If your website isn't scalable



- Difficulty with editing / content management
- Poor user experience for admins
- Requirement for dev or engineer support
- Limited customisation options
- Slow turnaround for content updates

SO WHAT?

Why should you care?

- Your content editors and administrators will quickly get frustrated
- You'll spend a fortune on external tech support and development
- Your website will be stuck in time... unless you get an entirely new one
- Valuable target traffic will bounce and go to your competitors' websites
- A flexible, scalable website allows easy updates for privacy policies, accessibility standards, and consumer protection regulations, ensuring compliance with GDPR, the Equality Act, and the Consumer Rights Act.

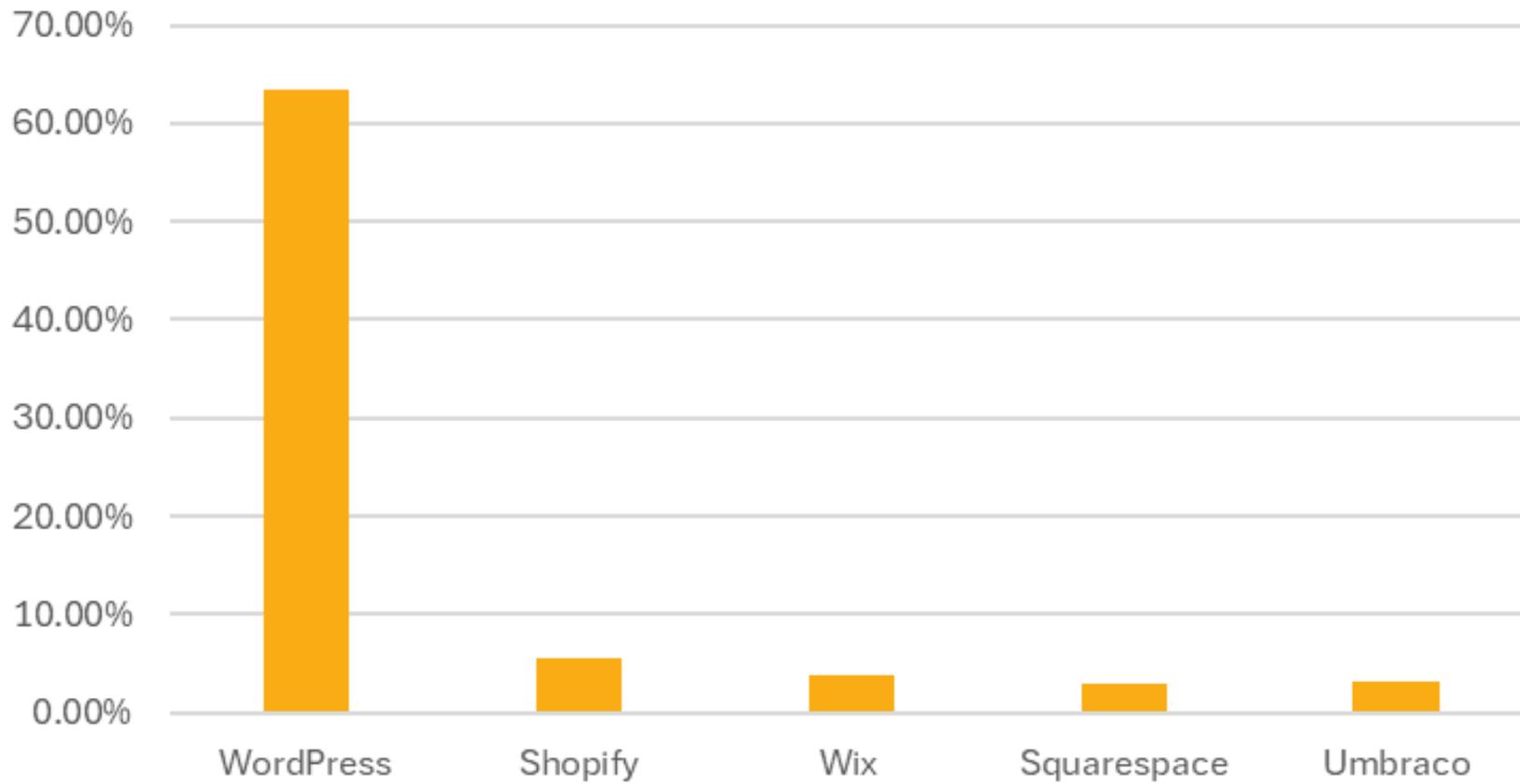


**How has the
industry
responded?**





CMS Market Share 2024



Things to consider

CMS

- Ease of use
- Customisation options
- Scalability
- Integration capabilities
- Personalisation
- Security
- Mobile responsiveness
- Analytics & reporting
- SEO
- Support

Supplier

- Expertise
- Integration experience
- Sector experience
- Track record
- Approach
- Future proofing
- Project management
- Communication

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THE APPROACH

Template versus Componentised

HEADER



IMAGE SECTION



FOOTER



BLOG POST



FEATURES



TEXT



SIDE BLOCKS



Solving these challenges

- Difficulty in content management
- Poor user experience for editors
- Higher maintenance costs
- Failure to keep up with evolving legislation

EXAMPLES

Key takeaways

- **Website builders** like WordPress and Shopify introduced the concept of component-based design, which provides flexibility but lacks integration capabilities for more complex membership organisations
- Traditional methods are limited, component-based design provides long-term adaptability
- **Enterprise CMS solutions** bridge the gap by offering both flexibility and powerful integrations, ensuring your website scales and supports growth without compromising on functionality.





WATTLE

**THE MEMBERSHIP
TECHNOLOGY EXPERTS**

Connecting membership organisations and their members in ways nobody imagined possible.