

Core value drivers	Priority	Rating
Ease of use (Can you do things efficiently with minimal learning curve?)		
Intuitive user interface - is it quick to do everyday tasks?		
Simple, not overly complex processes - No long learning curve?		
Support when needed? (How long does it take to talk to a human?)		
Speed of Core Features (Can you do things quickly?)		
The least possible clicks are needed to do things?		
Does the CMS make it faster to create mobile responsive content?		
Does the CMS speed up the content production process?		
Implementation (How smooth will the migration be?)		
How much maintenance is needed to support the CMS after launch?		
Features ready to use out of the box with minimal setup?		
How rigorous are security features?		
Flexibility (Can you fit it to your needs?)		
How customizable are the templates or modular content components?		
Ability to set custom roles and permissions?		
Scalable to manage multiple websites or increased traffic?		
Price (Does it fit your budget?)		

Priorities: If you do not need a feature, give it a “0”. If the feature is just nice to have, give it a “1”, if it is a must give it a “2”. **Ratings:** rate features that have a priority of 1 or 2 according to how well the CMS delivers it. If it does not have a feature rate it “-1”, if it meets expectations rate it “1”, if it exceeds expectations give it “2”. **Multiply** your priority column by your ratings, and add up these scores.