

CMS Selection Framework: Umbraco or WordPress

Choose an enterprise CMS by how you publish, integrate, maintain and scale — not by a feature table.

The decision, in four dimensions

Neither Umbraco nor WordPress is “best”. Each is excellent for organizations that publish, integrate, maintain and scale in a particular way. Score your organization on the four dimensions below before you look at any feature comparison — the platform usually chooses itself.

1. How you publish

Your situation (tick what applies)	Indication
Few editors, strict templates and approval workflows, regulated content	Favors Umbraco
Many editors across markets composing pages fast within a design system	Favors WordPress
Fine-grained permissions per section, language and role are essential	Favors Umbraco
Marketing needs to launch campaign pages weekly without engineering	Favors WordPress

2. What you integrate

Your situation (tick what applies)	Indication
Microsoft estate: Dynamics, Azure, Active Directory SSO, custom .NET APIs	Favors Umbraco
Marketing stack: HubSpot, Salesforce, analytics, forms, REST/PIM feeds	Favors WordPress
Deep bespoke business logic inside the website (portals, configurators)	Favors Umbraco
Mostly content plus a handful of well-documented external services	Favors WordPress

3. Who maintains it

Your situation (tick what applies)	Indication
Internal or partner team is .NET / C# strong	Favors Umbraco
Internal or partner team is PHP / JavaScript strong	Favors WordPress
You want to choose from a very large partner market	Favors WordPress
You need long, predictable LTS cycles aligned with enterprise IT	Favors Umbraco

4. How you scale

Your situation (tick what applies)	Indication
One governed tree with language variants, shared across markets	Favors Umbraco
Distinct sites per brand or market sharing one design system	Favors WordPress
Headless / multi-channel delivery is a near-term requirement	Either (both support headless)
Very high traffic spikes with aggressive caching and CDN	Either (depends on hosting)

Scoring worksheet

For each dimension, score 1–5 for how strongly your organization matches each platform. Weight the dimensions if one dominates (for most enterprises, publishing and maintenance dominate). The larger total is your recommendation; a close result means the decision should be made on team capability, not on features.

Dimension	Weight (1–3)	Umbraco fit (1–5)	WordPress fit (1–5)
How you publish			
What you integrate			
Who maintains it			
How you scale			
Weighted total			

Red flags in any recommendation

- ☐ “It’s the best platform.” — without reference to how you publish, integrate or maintain.
- ☐ A feature list instead of a content model.
The model is what makes either platform enterprise-grade.
- ☐ No answer to who will maintain the site in year three.
- ☐ Security argued from the platform’s reputation rather than from hosting, update policy and access control.
- ☐ Multilingual described as “a plugin” or “a module” without a market matrix.
- ☐ Licence cost compared instead of five-year total cost (hosting, engineering, updates, team).

What we do

Super Agency engineers on both platforms and recommends only after this conversation. Where a group has entities that publish differently, one design system and one content model can be delivered on both — fit, not uniformity.

About Super Agency

Super Agency is a design-led digital studio in Istanbul and Frankfurt. We design and engineer enterprise websites for holdings, global manufacturers and leading brands — strategy, design and engineering in one senior team. If you would like a structured read on where your website stands, ask us for a website audit: hello@super-agency.com · super-agency.com/contact