

The Content Hub Fit Worksheet

A content hub tames content chaos at scale. This helps you tell whether you have that problem, or whether tidier tools would do.

The three, kept straight

They are layers, not competitors. Ignore vendor labels and judge any tool against these jobs.

	Content hub	CMS	DAM
Focus	The content process	One output (the website)	Media assets
When	Before and across channels	At the destination	Wherever assets are used
Holds	Plans, drafts, workflow	Web pages	Images, video, logos
Channels	Many, agnostic	Usually the website	Feeds many
Question it answers	What are we making, and where does it go?	How does this look on the site?	Where is the right asset, and can we use it?

Do you actually have content chaos at scale?

The 'at scale' part is essential. Score how strongly each symptom describes your daily reality.

Scattered content

Content lives across drives, inboxes, and tools, and nobody has the full picture.

1	2	3	4	5
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Lost versions

People regularly cannot find the current version of something.

1	2	3	4	5
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Duplicated work

We recreate things we already made because we could not find the original.

1	2	3	4	5
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Can't reuse

Content made for one channel cannot be reused for another without rebuilding.

1	2	3	4	5
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No production view

Nobody can see what is being produced across teams right now.

1	2	3	4	5
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Reading it: Mostly high and you operate at real scale across many channels, a content hub likely earns its place. Mixed, you may need one piece (workflow, calendar, or asset management) rather than a whole hub. Mostly low, tidier use of your existing tools will serve you better and cost far less.

Whole hub, or one piece?

Which single symptom hurts most, and could a focused tool fix just that?

You may not need a full platform. Naming the worst pain often points at a smaller, cheaper fix.

The failure to avoid. The most common disappointment is buying a hub without the pain. If you cannot point to real, recurring, costly chaos, a content hub becomes expensive software nobody quite uses. And whatever you buy, integration is what makes it a hub rather than a fourth place content lives.