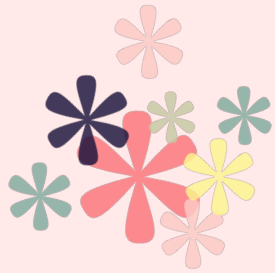


**WHICH WEBSITE PLATFORM**  
*is right for my business?*

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# WEBSITE PLATFORMS



Every Website Platform has its Pros and Cons. It's important to evaluate each one based on the following criteria:

1. Your Business Needs / Type
2. Your Website Needs
3. Your Own Personality
4. Your Budget
5. Your SEO Needs



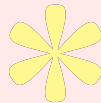
**WORDPRESS**



**WIX**

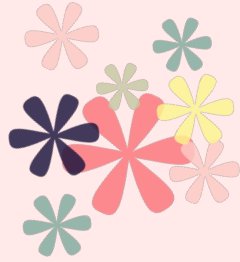


**SQUARESPACE**



**SHOPIFY**

# WORDPRESS



**PRO:** WordPress is the most widely used platform for websites as it was one of the first. It is an open platform that allows for complex features to be coded into your website and has many options for SEO.

**CON:** It requires some knowledge of html/coding = can be difficult to navigate for simple updates.



## YOUR BUSINESS NEEDS

WordPress is perfect for businesses that need sophisticated and robust websites. It is an “open” platform that allows for the most customization to meet ALL your business needs.



## YOUR WEBSITE NEEDS

WordPress is the most popular platform that has tens of thousands of features and plug-ins. Great if you need custom or sophisticated capabilities on your website. *Usually requires a developer.*



## YOUR PERSONALITY

Initial set up will take more time and updates and maintenance are a little more complicated. If you are not “tech-savvy” the dashboard can be a little intimidating.



## YOUR BUDGET

WordPress as a platform is free, however you must set up your site with a Hosting company.

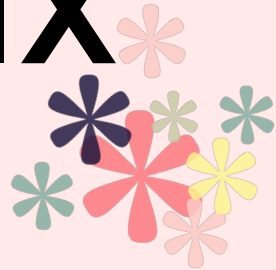
Hosting: you can host with anyone and hosting plans vary based on provider.



## YOUR SEO NEEDS

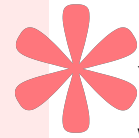
WordPress is mobile responsive and has strong SEO capabilities via multiple plug-in options.

# WIX



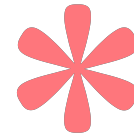
**PRO:** WIX has beautifully branded design capabilities, completely flexible design options and is very user friendly – no technical experience necessary.

**CON:** Because it is a closed platform, some custom features are not available or are challenging to add.



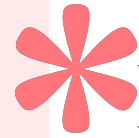
## **YOUR BUSINESS NEEDS**

WIX is perfect for any business – unless you require highly sophisticated customization in order to run your business.



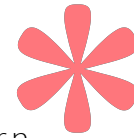
## **YOUR WEBSITE NEEDS**

WIX is quick and inexpensive to set up. You can design it yourself or hire a designer to help with your branding and design. No developer is needed.



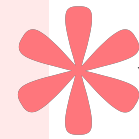
## **YOUR PERSONALITY**

The WIX dashboard is easy to learn and very user-friendly. This makes it quick and simple to update and refresh your website.



## **YOUR BUDGET**

You can create a full website for free on WIX. However, in order to connect your custom domain/URL (which is a MUST for any business), you must purchase a Premium Hosting plan = approximately \$200 annually.



## **YOUR SEO NEEDS**

SEO is built-in. There's no need to mess about with plugins and widgets. SEO functionality is built into the WIX dashboard.

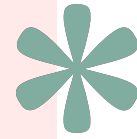
Connecting WIX websites to Google Analytics and Google Search Console (both of which are super useful for SEO) is very, very easy.



# SQUARESPACE

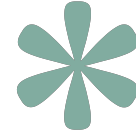
**PRO:** Squarespace has beautifully branded design capabilities, flexible design options and is very user friendly – no technical experience necessary. Great at making sitewide edits.

**CON:** Because it is a closed platform, some custom features are not available or are challenging to add.



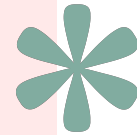
## YOUR BUSINESS NEEDS

Squarespace is perfect for any business – unless you require highly sophisticated customization in order to run your business.



## YOUR WEBSITE NEEDS

Squarespace is quick and inexpensive to set up. You can design it yourself or hire a designer to help with your branding and design. No developer is needed.



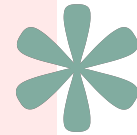
## YOUR PERSONALITY

The Squarespace dashboard is easy to learn and very user-friendly. This makes it quick and simple to update and refresh your website. It is not as flexible as WIX, but still very easy to use.



## YOUR BUDGET

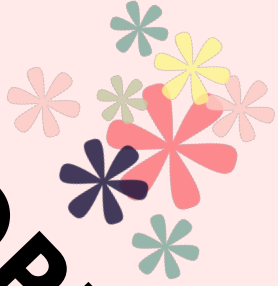
Squarespace offers a 14-day trial period for FREE to set up your site. This platform is a straight \$216/year for a website and \$312/year for an ecommerce shop.



## YOUR SEO NEEDS

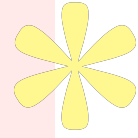
Squarespace has a solid range of SEO tools, which can help boost your site so that it appears higher in search engine rankings.

# SHOPIFY



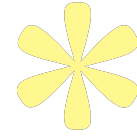
**PRO:** WIX has beautifully branded design capabilities, completely flexible design options and is very user friendly – no technical experience necessary.

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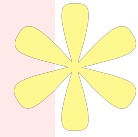
## YOUR BUSINESS NEEDS

SHOPIFY is perfect for any eCommerce business that needs a robust and sophisticated online shop – that is easy to set up.



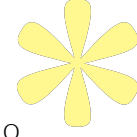
## YOUR WEBSITE NEEDS

SHOPIFY is quick and easy to set up. You can design it yourself or hire a designer to help with your branding and design. No developer is needed.



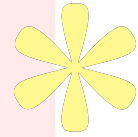
## YOUR PERSONALITY

The SHOPIFY dashboard is easy to learn and very user-friendly. This makes it quick and simple to update and refresh your website.



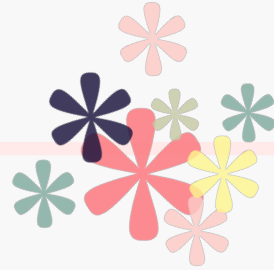
## YOUR BUDGET

Hosting: you must host with shopify. Costs range from \$348/year - \$948/year depending on your needs.



## YOUR SEO NEEDS

Shopify has strong SEO functionality and an extensive app store. The interface is user-friendly and provides everything your site needs to compete in search.



**“Your passion finds you. It’s your job to act on it.”**

- ALEX TAYLOR

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