

## DAY 5: FRIDAY

## COMPARE PLATFORMS & CHOOSE

WOW Friday Already! This week has flown by!

### DAY 5 – COMPARE PLATFORMS & CHOOSE

The 3 fastest growing website platforms in 2016 were WordPress, Shopify, and Squarespace, respectively. ([Source](#)) There is good reason for that. All 3 are fantastic website solutions depending on your resources, skill, and needs.

**WordPress (.org)** – You have ultimate control over your website and endless options for customization, features, and designs. There is a learning curve for getting set up and running. WP has less to offer in terms of tech support and requires more maintenance; however there are services available to fill that gap. Some hosts offer some services to fill that gap as well. When it comes to adding on features, there are thousands of free and premium plugins available. The WP Core is kept lightweight and most of your features will be added on a la carte with plugins, including your shopping cart. The most popular shopping cart plugin is WooCommerce; it's free and has lots of integrations and add ons available. Great for you if: You're somewhat tech savvy and like to DIY and learn. You want full control, ability to switch hosting companies, ability to customize anything, and ability to add on any features imaginable in the future. The sky is the limit, but with freedom and control comes a little extra maintenance. You're responsible for keeping core, themes, and plugins updated and for keeping your site secure (there are services available for that too).

**Shopify** – Shopify is great for ecommerce features and support. If you want your website to be primarily an online shop and have great tech support, Shopify is a great solution. It is the second fastest growing website platform of 2016. There are add ons available within the Shopify app store, however many come at an additional monthly expense. The perks of Shopify being so low maintenance and having 24/7 tech support comes at a price, with their basic level at \$29/month and more advanced features requiring a larger financial commitment month after month.

Great for you if: You are not tech savvy and want 24/7 tech support for your (physical product) ecommerce focused website. Your budget is large enough to cover the monthly expense plus any add ons you'll need to fulfill your features wishlist.

**Squarespace** – Squarespace is the newest on the scene but has been growing and gaining popularity quite rapidly. It began as a general website builder with a focus on design, portfolios, and blogging. Ecommerce features are still pretty new for SS and are much less sophisticated than what you can create with Shopify or WooCommerce. Unlike the other two, SS doesn't have premium themes and plugins available – what you see is what you get and it's all included. There are some integrations available and you do have ability to add custom code snippets if need be. SS offers tech support and is also a low maintenance option, with several pricing tiers ranging from \$12-\$40/month with the lower tiers having transaction fees for any sales.

Great for you if: You are not tech savvy and your website is focused on a portfolio or blog rather than

selling products. You want an all-inclusive solution with stunning designs and know that it's worth the monthly expense.

**ACTION:**

Choose the best platform for your business! Keep in mind your willingness to learn, your need for features, how much to want control and customization, your need for support, and your budget.

Use today's handout - a quick comparison chart to see the strengths, weaknesses, and pricing for each platform at a glance.

Keep in mind you may want to compare the features lists and pricing tables for several platforms before you make your decision. You may even want to call customer service and discuss or look at the plugins or addons marketplaces to see what is available.