



Platform Comparisons



Compelling Content & Engaging Design

Big Ideas for Small Business & Social Enterprise
Breakthrough the Chatter

Website Design | MelindaBak.org 

LOOKING TO BUILD AN AMAZING WEBSITE?

All three of these providers open doors to amazing possibilities. But, check out the differences before you leap.

COMPARISONS	SQUARESPACE	WORDPRESS	WEEBLY
COST (Monthly)	Personal \$16 \$12/Annual Business \$26 \$18/Annual Basic (eCommerce) \$30 \$26/Annual Advanced (eCommerce) \$46 \$40/Annual <i>Because I am a Circle Member, my clients receive 20% off their first year Squarespace Annual Plan (no kickback to me – just a courtesy to high-end users).</i>	Free or Personal \$5 Premium \$8 Business \$25 Actual Cost ranges from \$200-\$15,000, depending on plugins & support <i>Note: WordPress is not a Website Builder, but an opensource platform that allows you to build your own website by purchasing, coding and integrating the pieces that are best for your business.</i>	Starter \$8/Month Business \$25/Month Performance \$38/Month <i>This is a super-easy drag & drop website to use (though you will have to learn a bit about SEO which is less intuitive). I continue to own two Weebly sites and have designed others – but continue to advocate for using platforms that are more responsive on mobile.</i>
SITE SECURITY	All security and updates are tended fast and accurately by Squarespace. If there is a security issue, Squarespace's experts will be on it.	You need to manage your own website's security, for data-gathering, intrusions, and store security. Security is on you.	Weebly handles security for you. If there's a security issue, they've got you covered.
APP AVAILABILITY (Flexibility & Functionality)	Many needed apps are available through the site at no cost (and are pre-integrated for high usability and functionality): calendars, store, pop-ups <ul style="list-style-type: none"> All apps are updated and owned by Squarespace to keep your website running seamlessly Less flexibility overall, but an impressive range of high quality features are regularly added, monitored and refined. Apps are up and running 100% of the time As a Circle Member, I am able to provide you with new releases and access to best products Third-party customizations involve using custom code injection; only available in Premium & Business plans. 	The best selection of customizable apps anywhere. Note: the WordPress platform is reliant on third party plugins to function. WordPress is economical until you get in the door; you cannot run a quality site without making app-purchases. Also, WordPress apps are neither integrated nor supported by WordPress' opensource platform – that's on you. <ul style="list-style-type: none"> Great for large-scale businesses – i.e. with large online catalogs When apps are updated, it is on the site-owner to make custom coding and other website updates or the app will be broken within site 	Weebly creates their own & hosts other's apps <ul style="list-style-type: none"> Some are free and some are paid Some apps work well and some do not – often you cannot know you've purchased a poor-quality plugin until after you buy and spend time implementing.
EASE OF USE	Moderately Easy – maintenance and integrations are done for you, while there's a bit of a learning curve to managing the site – no coding is required. Being able to maintain your website is key to great site performance.	Very Challenging – you need to know how to code or be willing to learn. You can also hire someone to create and/or maintain the site for you. With unsupported app-updates, it's on you to keep your site functioning well.	Easy – very friendly for those new to website design. There are a few tricks and work-arounds that make life easier. But overall this is a site you can maintain and easily update yourself.
GOOGLE ANALYTICS	Yes, to Analytics Responsibility of Website Designer	Yes, to Analytics Responsibility of Website Developer	Yes, to Analytics Responsibility of Website Designer
SEO (Search Engine Optimization)	SquareSpace just rolled out a new user-friendly SEO tab that (IMHO) tops the charts on performance and ease of use.	Purchased plugins, tools and guides can help you powerup your WordPress site.	Weebly has tabs for logging metadata; learn how to use these to powerup your site.
WEBSITE SUPPORT	Email & Live Chat Support. Squarespace has a dedicated support team and organized tutorials. As a circle-member, my inquiries are recognized as experience-based, leading to fast response time.	Email & Live Chat Support for WordPress (but not necessarily for integration, app, SEO, or security challenges). While there are a lot of resources available to help you learn, they're not well organized, leading most users to pay developers for help.	Email, Phone and Live Chat Support. Less tutorials are available for Weebly. And, sometimes trial-and-error on this platform can lead to serious data-loss. That said, their response-team offers stellar support.