



PLATFORMS PROS & CONS

PROS & CONS OF DIFFERENT PLATFORMS



Even if you're a technophobe and you don't have a cousin who is a web developer, there are lots of easy options to make a website, and some of them are specifically geared toward artists. Understanding what a website builder can do, and how to pick one to suit your needs, will help you move forward in creating your own website.

What's a website builder? Well, here's Wikipedia's definition:

"WEBSITE BUILDERS ARE TOOLS THAT ALLOW THE CONSTRUCTION OF WEBSITES WITHOUT MANUAL CODE EDITING."

So you don't need to know how to code—whew. But there are so many website builders out there to choose from! We have gone through a number of the most popular platforms for building a website and laid out their most important features in this handy grid.

(Note: These are not our affiliates. We've received nothing in exchange for these recommendations.)



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	SQUARESPACE	WIX	WEEBLY	OTHER PEOPLE'S PIXELS	WORDPRESS.COM	WORDPRESS.ORG
COST	LIMITED \$96/YR UNLIMITED \$192/YR BUSINESS \$288/YR	BASIC \$48/YR PERSONAL \$111/YR UNLIMITED \$156/YR ECOMMERCE \$192/YR	BASIC Free STARTER \$32/YR PROFESSIONAL \$96/YR	REGULAR \$192/YR MULTIMEDIA \$312/YR (includes video hosting)	BASIC free PREMIUM \$99/YR BUSINESS \$299	Free
STORAGE & BANDWIDTH	LIMITED: storage 2GB, bandwidth 500MB UNLIMITED: storage unlimited, bandwidth unlimited	PERSONAL: storage 3GB, bandwidth 2GB UNLIMITED: storage 10GB, bandwidth unlimited ECOMMERCE: storage 20GB, bandwidth 10GB	FREE: files < 10 MB bandwidth unlimited PRO: files < 250 MB, bandwidth unlimited	REGULAR: storage 2,500 images, bandwidth 5GB MULTIMEDIA: storage 10,000 images, bandwidth 20GB	FREE: storage 3GB PREMIUM: storage 13GB BUSINESS: storage unlimited	depends on hosting service BLUEHOST: \$12/MO , 30GB storage
DOMAIN NAME	INCLUDED	CONNECT EXTERNAL {Previously owned/ purchased outside of Wix) or PURCHASE ON WIX	CONNECT EXTERNAL (Previously owned/ purchased outside of Weebly) or PURCHASE ON WEEBLY	INCLUDED	INCLUDED (not with free account)	CONNECT EXTERNAL
HOSTING	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	SELF-HOSTING BLUEHOST has a dedicated Wordpress Hosting option
ECOMMERCE	BUILT IN	BUILT IN (on eCommerce plan only)	BUILT IN (Weebly takes 3% when not on Business plan)	BUILT IN	BUILT IN BUILT IN (with Business account)	INSTALL A PLUG-IN such as WOOCOMMERCE

	SQUARESPACE	WIX	WEEBLY	OTHER PEOPLE'S PIXELS	WORDPRESS.COM	WORDPRESS.ORG
EMAIL	<p> GMAIL BUSINESS \$50/YR 1 user 30GB storage ZOHOMAIL free plan: 5GB/user up to 10 users on 1 domain </p>	<p> GMAIL BUSINESS \$50/YR 1 user 30GB storage ZOHOMAIL free plan: 5GB/user up to 10 users on 1 domain </p>	<p> GMAIL BUSINESS \$50/YR 1 user 30GB storage ZOHOMAIL free plan: 5GB/user up to 10 users on 1 domain </p>	<p> RACKSPACE email included 1 user </p>	<p> EMAIL FORWARDING with custom domain (info@yourname.com) will forward mail to a pre- existing email address. </p>	<p>Often provided through hosting service</p>
MAILING LIST	<p> BUILT IN MailChimp </p>	<p> CONNECT EXTERNALLY via a WIX app </p>	<p> CONNECT EXTERNALLY using html </p>	<p> BUILT IN MailChimp </p>	<p>Post a link to sign- up form from external newsletter provider, or use the contact page</p>	<p>Install Plug-In</p>
CUSTOMER SUPPORT	<p>24/7 Email Live Chat Knowledgebase</p>	<p>Email Phone Forum Knowledgebase</p>	<p>Email Phone Live Chat Knowledgebase</p>	<p>YES</p>	<p>YES</p>	<p>Only by reading forums</p>
PROS	<p>Beautiful unique design, many options to customize appearance, don't need to worry about the tech: hosting/backups.</p>	<p>Ease of use, accessible support, visually appealing themes, don't need to worry about the tech</p>	<p>Easy to use, best free account service, don't need to worry about the tech</p>	<p>Built specifically for visual artists, clear and easy to use, don't need to worry about the tech</p>	<p>Don't need to worry about the tech: hosting/backups.</p>	<p>Extremely flexible (great for more complicated websites), lots of plugins and options for customization</p>
CONS	<p>More expensive</p>	<p>Free account displays ads</p>	<p>Less attractive design templates, limited eCommerce</p>	<p>Very limited customization of appearance (2 templates)</p>	<p>Free account displays ads, upgrades still show "wordpress" somewhere on the page, can't use custom plugins and themes from wordpress.org</p>	<p>Need to learn some coding, or hire a web developer to do it for you</p>
COMPARE PLANS	<p>http://www.squarespace.com/pricing/</p>	<p>http://www.wix.com/upgrade/website</p>	<p>http://www.weebly.com/#plans/compare</p>	<p>https://other.peoplespixels.com/pricing</p>	<p>https://store.wordpress.com/plans/</p>	<p>https://www.bluehost.com/managed-wordpress-hosting</p>