

WORDPRESS VS. WEBSITE BUILDER

Checklist

Use this checklist to help determine which website platform is the best fit for your business, budget, and long-term goals.

CHOOSE A WEBSITE BUILDER IF...

- You need a website online quickly.
- You have a limited startup budget.
- You prefer a simple drag-and-drop editor.
- You do not have technical experience.
- You do not want to manage website updates, security, or backups.
- You need a basic website with standard features.
- You are a new business testing an idea or market.
- You do not plan to make significant customizations.
- You want predictable monthly costs.
- You would rather focus on running your business than managing a website.

Your Results

If you checked 7 or more boxes above, a website builder may be the best option for your business.

CHOOSE WORDPRESS IF...

- You want complete control of your website.
- You anticipate needing advanced functionality in the future.
- You want extensive customization options.
- You plan to add features such as memberships, forums, or advanced tools.
- Search engine optimization (SEO) is a major priority for your business.
- You are comfortable learning new technology or working with a developer.
- You want flexibility to change your website design and functionality over time.
- You have the budget for professional website development and maintenance.
- You expect your website to grow significantly as your business expands.
- You want access to thousands of plugins and integrations.

Your Results

If you checked 7 or more boxes above, WordPress may be the better long-term solution for your business.

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CONSIDER EITHER OPTION IF...

- You need a professional website, but have not yet determined your business goals.
- You are still validating your products or services.
- You may start with a website builder and migrate to WordPress later.
- You want to balance affordability with future growth opportunities.

ASK YOURSELF THESE FINAL QUESTIONS

1. What is my budget for building and maintaining a website?
2. How much time do I want to spend managing my website?
3. Will I need advanced features in the next one to three years?
4. Am I comfortable handling technical issues myself?
5. Is flexibility more important than convenience?
6. What is the primary purpose of my website today?

FINAL DECISION

- Website Builder
- WordPress
- Still Undecided—Need More Research

Remember: The best website platform is the one that supports your current business needs while giving you room to grow. A simple website that launches today is often more valuable than a perfect website that never gets completed.