

Website Platform Comparison Chart (as of May 1st 2023)

If you currently subscribe to any software, check if that software provider offers any web-related tools. Many common software subscriptions include a website at no or little additional cost (ie Adobe Creative Suite, Square).

The below platforms serve as website hosts. Most businesses also purchase a website domain name, allowing their website to be accessed by visiting mybusinessname.com rather than a complicated domain provided by their web host. Think of it like this: web hosting is the physical land and the domain name is the property's address.

You can purchase your domain through your website hosting provider (and we recommend this! It will keep things simple.) or you can connect a domain from another service (your website hosting provider can generally provide instructions to do this).

Website domains vary in price, but generally cost around \$25/per year.

HOSTING PLATFORM	Free Version	PRICE (reflects annual discount)	PROS	CONS
Wix	Lifetime free website, but you've got to have Wix branding on it and cannot use a custom domain (ie website will be mysite.wix.com rather than mysite.com)	\$16/month for the most basic plan; \$27/month for the most basic plan that includes ecommerce. See prices.	Extremely customizable and quite easy to use. Their free site option enables you to try before you buy. Ability to bundle in email marketing, inventory management, and lots of other good tools.	Expensive and sticky (it's impossible to transfer a Wix site to another platform).

Squarespace	14-day free trial.	\$16/month for most basic plan; \$23/month for most basic plan that includes ecommerce (3% fee on each transaction w/ that plan); 50% off first year for students; See pricing .	Customizable, but within the bounds of templates. Extremely easy to use. Ability to add on marketing tools.	Templates can be a little limiting and it's quite difficult to add any custom html code.
Weebly	Lifetime free website, but it will be Weebly branded and you don't get a custom domain.	Starts at \$10/month and includes ecommerce. See more about pricing and plans .	Customizable, but within the bounds of templates. Easy enough to use and seamless integration with Square for marketing/other tools.	Can be a little clunky at times, but overall is easy to use. Templates can be limiting.
WordPress	Lifetime free website, but it will be WordPress branded, no custom domain, and many features are unavailable.	This is a tricky one to price, as WordPress is a software many different web hosts use. Bluehost, GoDaddy, and NameCheap are common ones. For reference, I'll include pricing for www.WordPress.com hosting, which starts at \$4/month for the most basic and \$25/month for the most basic with ecommerce.	Cheapest option. The ability to try before you buy. Plug-ins allow for tons of customization and additional features.	Requires a bit more knowledge of website building and comfortability with technology. Can be hard to customize without this knowledge. Must use third-party plug-ins for some features.
Shopify	Free trial available, but it is time limited (currently at 3 days)	Starts at \$29/month. See pricing .	Very powerful tool that includes an easy to build website. Also has inventory tracking, staff management, in-person sales software, marketing tools, & more.	Expensive.