




Which Content Management System is right for my business's website?

Whether you're just starting out with a service-based or product-based business or looking to revamp your existing site architecture, having a solid online presence is key for reaching your customers. We know the world of web can be difficult to navigate, so we've put together this handy chart outlining the pros and cons of our top platform choices for businesses.

	 WORDPRESS WORDPRESS.COM	 SQUARESPACE SQUARESPACE.COM	 shopify SHOPIFY.CA
FEATURES	Most customizable. Very SEO friendly with plugins. Can be hosted on any third party platform.	Great for visual, photo heavy sites. Have your site up and running fast. Great for start-ups and service based businesses.	Great for E-Commerce. Amazing sales features and tools. Manage your products and inventory.
CUSTOMIZATION	Most customizable. Many plugins available. Can design and build from scratch.	Simple drag & drop system. Semi-customization available with custom CSS with the Squarespace business plan.	Semi-customization available with custom CSS for fonts and colours.
TIME TO LAUNCH SITE	~8-10 weeks (custom build)	~3-4 weeks	~3-4 weeks
CONS	Least beginner-friendly. To fully customize a developer is needed. Open source platform, must secure site.	Below average site speed. Limited customization.	Shopify subscription most costly. Limited customization without developer. Less content-driven page friendly.
ALL OFFER	Mobile editor, Template options, Website export and restoration,	Email integration, SEO Tools, An information base and support,	Add ons available (some for additional cost)

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