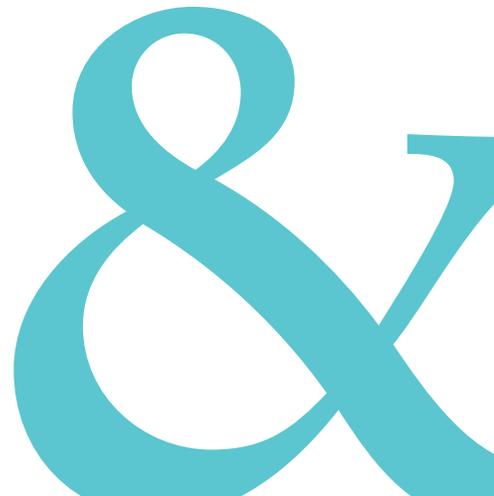

How to choose the right website platform for your sustainable business

Wordpress vs. Squarespace



	Wordpress	Squarespace
Ease of Use	Higher learning curve + Live Editor	Lower learning curve + Live Editor
Customization & Functionality	High degree of control & functionality	Limited (Although makes creating new pages simple)
Maintenance	Manual Updates + Wordpress AND Domain/hosting	Done for you + Domain/hosting included
Customer Support	Email Support, video tutorials, documentation and facebook groups	Email Support, video tutorials, documentation and live chat
Pricing	<p>Wordpress Free</p> <p>Domain/hosting From \$100/year</p> <p>Wordpress theme Free-\$200+</p>	<p>Standard (\$8-10/month)</p> <p>Unlimited (\$16-20/month)</p> <p>Business (\$24-30/month)</p>

Choosing the right platform for your business

Are you...

Wanting to set up your website for optimal lead generation?

Integrating your website with sales funnels, email sequences, payments etc.?

Creating highly action focused landing pages to send paid traffic to?

Someone who values a highly customized website that stands out from the competition? (For example animated elements)

Thinking of creating an online learning aspect to the website?

Creating a website that will have a lot of information that needs to be conveyed in a easy to digest way?

Needing a separate mobile version of your website or a customized mobile experience?

Okay with spending time/money on maintenance?



Then **Wordpress** is the way to go!

*We recommend [Divi by elegant themes](#)

Are you...

Handling the site updates and have limited technical abilities?

Creating a basic information website?

Someone who values simplicity over custom design elements?

Interested in a smooth ecommerce setup with no need for plug-ins to do things like printing shipping stickers?

Needing an easy to use payment system setup on your website?

A business that wants easy booking integrations like a clinic?



Then **Squarespace** is your jam!

Ready to take your website to the next level?

Book a free consult with our sustainable brand advisor Tom, to learn how your website can attract new customers, engage your audience and build trust with your stakeholders.

Book your Consultation