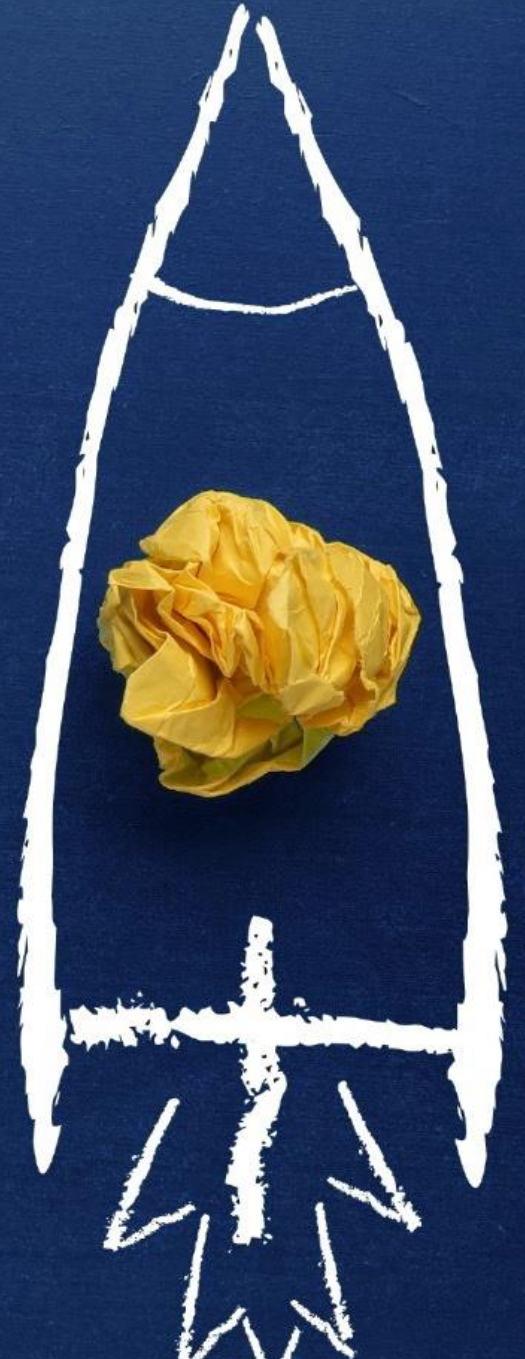




CHOOSING YOUR FIRST WEBSITE PLATFORM





WHO'S THIS GUY

- About me:
 - Filled many roles from retail sales to VP since 1995
 - Used WordPress, Joomla, Wix, Shopify, Drupal, SquareSpace
 - Learned many things along the way (the hard way)
 - Try not to be boring
 - Not sponsored!





WHO THIS IS FOR

- Start-ups & SMBs
- 1st time website designers & business owners finally getting a website
- Non-techie business people who need some basic knowledge
- Curious business people





VOCABULARY TIME

- CMS: Content Management System
- HTML: the language for websites
- CSS: Cascading Style Sheets (visual rules)
- Responsive design: adapts to all screen sizes
- SaaS: Software as a Service (cloud/hosted software)
- CDN: Content Delivery Network (faster & more secure)
- SSL Certificate: the key which encrypts the connection between the website and the visitor





DEFINING NEEDS

1. Business needs:

1. Expose your organization potential customers
2. Marketing & lead capture
3. E-Commerce
4. Support your customers

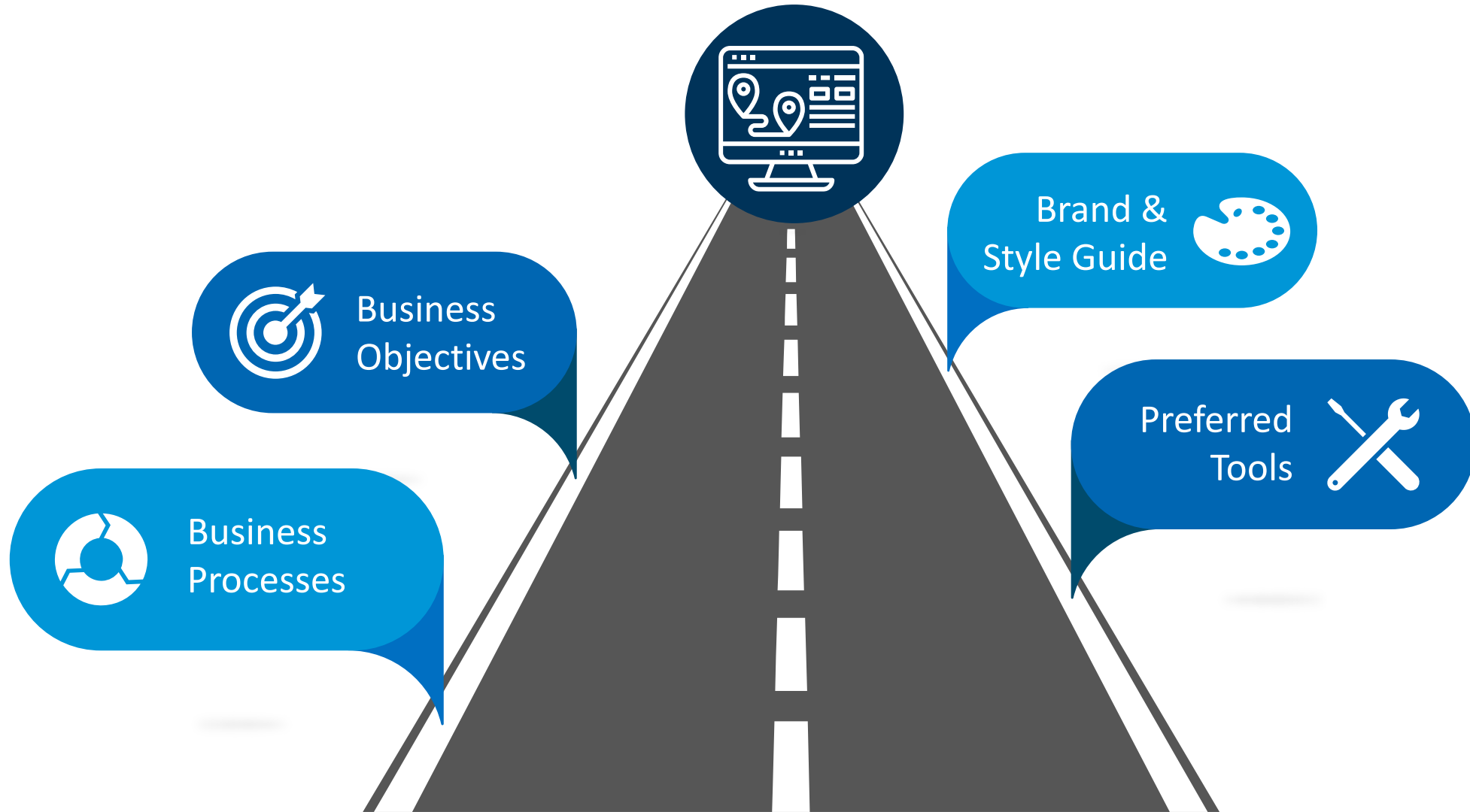
2. Team capabilities:

- Someone has experience?
- Someone speaks web?
- Who's the happy project leader?
- Graphic design experience?
- Digital marketing anyone?





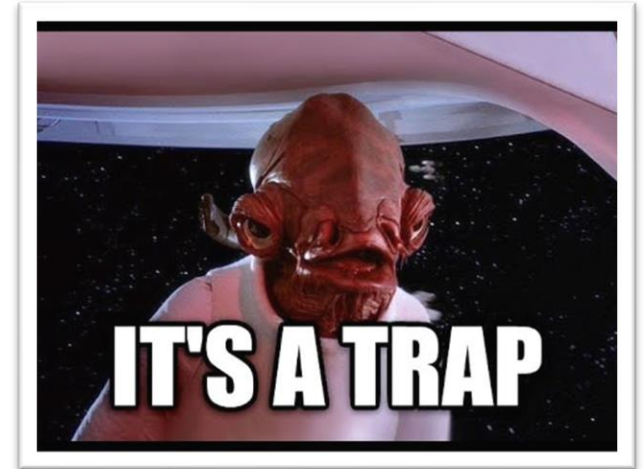
IT'S ALL ABOUT PREP





THINGS TO AVOID

- Doing it all yourself
 - Where is your time best spent?
- No plan or timelines
 - Multiple iterations are ok
- Domain name: short and preferably .com
- Branding not set beforehand
 - Psychology of colors!
 - Logos, fonts, style guide
- Not making marketing the owner
- Developers are not the answer





THE USUAL SUSPECTS

- Turnkey approach (SaaS):

- Shopify (4.3%)
- Wix (2.3%)
- Squarespace (2%)
- Square (Weebly) (0.4%)
- HubSpot (0.4%)

- Open-Source:

- WordPress (42.9%)
- Joomla (1.6%)
- Drupal (1.2%)



SQUARESPACE



Square



WORDPRESS



Drupal™



- Focus on ecommerce
- Can deliver simple and complex projects
- Has point of sale option
- Large marketplace of 3rd party apps
- Can be expensive?
- Has large ecosystem of partners & consultants
- 14-day free trial



- Simple to use
- Solid feature set
- Has 3 design tools:
 - ADI (AI automated)
 - Editor (classic)
 - Editor X (advanced)
- Good template selection
- Basic ecommerce
- App integrations
- Free plan has no time limits



- Great templates
- Focus on brands
- Decent feature set
- Basic ecommerce
- Rigid design structure
 - Customization requires coding
- App integrations
- 14 days free plan



- Great for physical retail locations (retail, services, food & beverage)
- Point of sale and payment options
- Acquired Weebly in 2018 for CMS
- Ease of use
- Good templates
- Basic ecommerce
- Basic plan is free, they charge for payment processing
- App marketplace



- Focus on marketing, visitor interaction
- No ecommerce
- Made for their other products
 - CRM
 - Marketing
 - Customer service
 - Operations
- Basic free plan, buy domain separately



- Global leader
- Can do it all
- Open-source = platform is free
- Ecommerce: WooCommerce add-on
- Tons of templates & apps
- So many hosting providers
- Very large pool of consultants (no vendor certifications)
- Choose hosting provider & plan carefully
- Will require some getting used to, more comple



- A classic!
- Good WordPress alternative
- Open-source = platform is free
- Learning curve
- Good ecommerce
- Extensive resources
- Learning curve
- Choose hosting & plan carefully
- No certifications



- Another classic!
- Good alternative to WordPress
- Open-source = platform is free
- Learning curve
- Good ecommerce
- Extensive resources
- Learning curve
- Choose hosting & plan carefully
- No certifications



WHATEVER YOU CHOOSE

- Collaborative CMS?
- Mobile support?
- SEO Friendliness?
- Can you hire help easily?
- 3rd party integrations you need?
- Hosting:
 - Shared or dedicated server?
 - CDN?
 - Security?
 - Backups?
 - Updates?
 - Support?
 - SSL Certificate?





















CHOOSING HELP!

- Portfolio! Did they do what you need?
- Results from their existing customers
- Where are they located?
- No one does all the roles perfectly
(design, SEO, campaigns, graphics, integrations, etc.)
- Tools they use & experience
- Beware of techno-babble
- Are they focusing on you or themselves?
- Expectations, schedules, prices are key





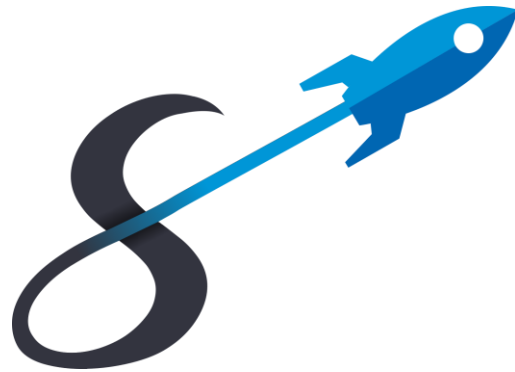
RESOURCES

- Domain names:  Google Domains  namecheap  GoDaddy  DOMAIN.COM  dynadot
- Finding help:  upwork  fiverr.  99designs  Toptal.  envato studio
- WordPress/Joomla/Drupal* self-hosted and/or managed:
 bluehost  SiteGround  DreamHost[®]
 WordPress.com  WP engine  HostGator

**: Not all these suppliers support all platforms!*



THANK YOU



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