

the differences between a

custom vs template website



Both can be cool, just understand you get what you pay for.

If you want your website to look better than your competitor's sites:

If you're better than your competitors, shouldn't your website be better than theirs? If so, a custom Wordpress website is really the way to go.



To be fair, Wix and Squarespace do allow you to do some cool effects. But you need to know how to create amazing graphics and images to make template sites cool.

SEO capabilities:

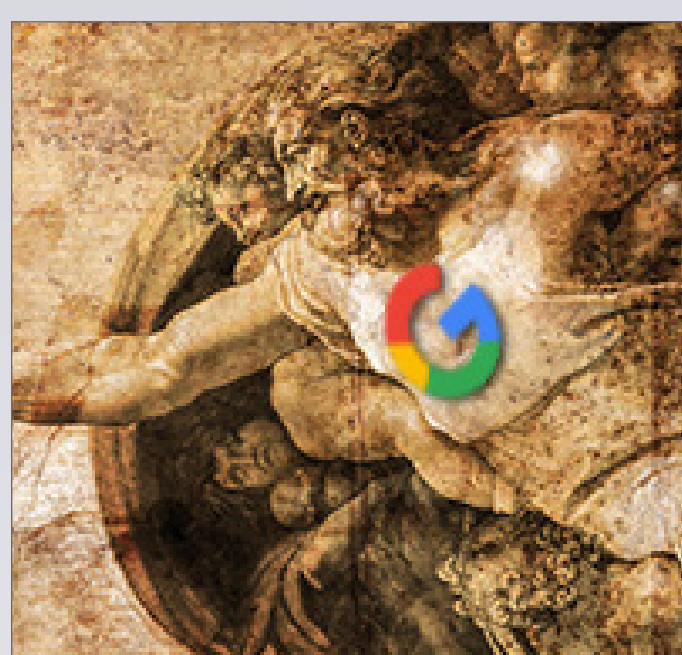
When it comes to SEO, [Wordpress' wide array of SEO options and plugins makes it the clear winner](#) compared to Wix (which is better than Squarespace).



Forbes Magazine summarized [the difference between Wix and Wordpress' SEO capabilities](#). It all hinges on how serious you are about being found on Google.

Google knows everything:

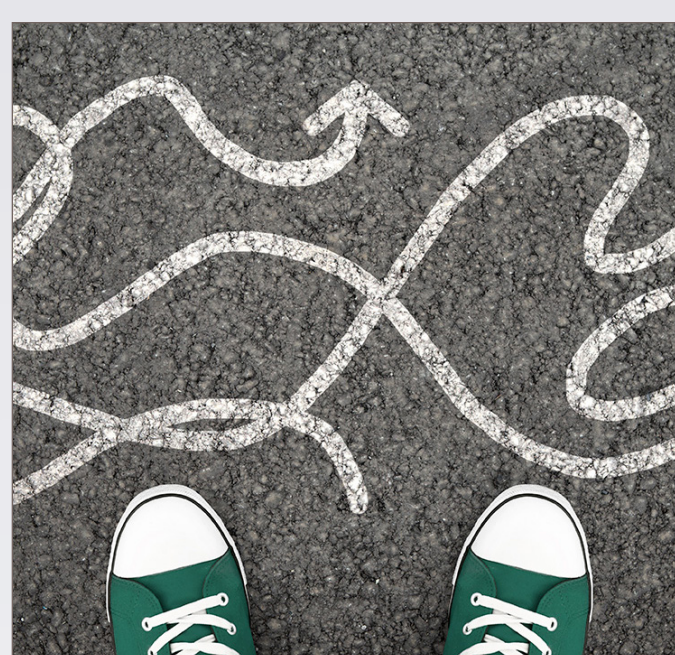
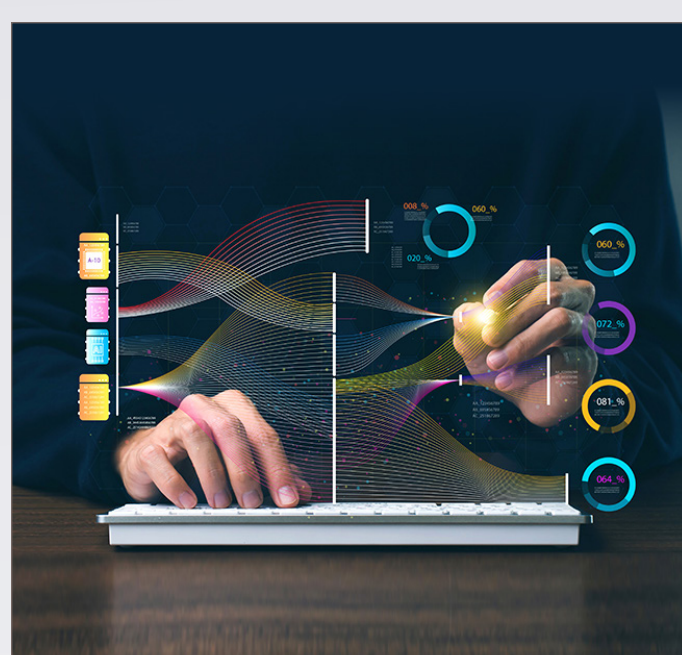
It's Google's world: we're just living in it. They know everything about your website which determines how worthy it is of ranking well. (Google knows everything about you and us, too!)



[In a study of millions of sites](#), Ahrefs found that 46% of WordPress sites received at least some organic traffic, while only 1.4% of Wix sites experienced the same. (Wix is better than Squarespace.)

Behind-the-scenes complexities:

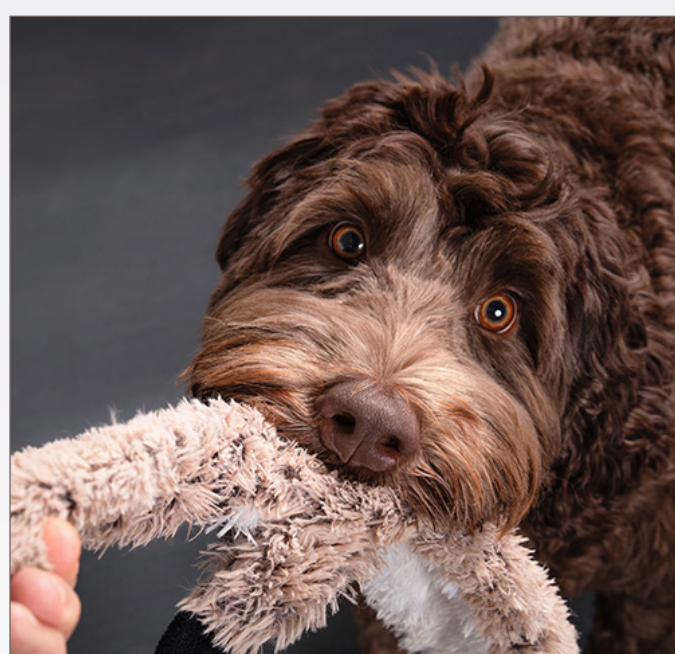
Even with a Wordpress website, make sure the designer knows how to optimize code. [Ask if they use the Pagebuilder feature, or code it themselves.](#) That makes a huge difference.



Even with Wix, [it's important to optimize the code that's added to ensure the site loads quickly and performs well.](#) It's not as simple as they make it out to be, so you need someone who knows how to optimize code.

Hosting:

If for any reason, there's an issue with a hosting service, Wordpress is open source software, so you have lots of hosting options. You're not locked into a single company.



[You can't take away a website from Wix or Squarespace since they're proprietary platforms.](#) If you find their software can't do something you want, you'd have to start from scratch with a Wordpress website.

This is a list of some of the things you need to be aware of.

IF YOU WANT TO KNOW MORE, LETS TALK.

