

## Websites Made Easy

The Ultimate Guide to Choosing the Right Website Platform for Your Cake Business: *Comparison of WordPress, Squarespace, Weebly, Wix, Site Builder*

It is hard to choose between different types of website (platforms). There are so many choices and it seems there is no 'perfect' answer.

In this guide and article we are going to look at the best website platforms out there (popular and unknown secrets) so you can compare them all side-by-side and make the best decision for you and your cake, sweet, bakery business.

This is a detailed comparison of the well-known WordPress, Squarespace, Weebly, Wix and Site Builder. Let's look at the pros and cons, the costs and what you need to know to get started.

*[\\*This article was originally published here.\\*](#)*

### 1. WordPress (.org)

Description: This is a free and open source software and content management system used to create a website or blog. WordPress is the most popular used in the world.

#### Pros

- Great for SEO
- e-commerce compatible
- design + flexibility
- Limitless functionality

#### Cons

- Need to purchase hosting separately
- Learning curve

Who should use it?

Anyone looking to start a website!

## Cost

The cost of WordPress itself is free but you need to purchase a domain (about \$15 per year) and a host (about \$2.95 p/m) for your website. See the “how to get started” section to learn more.

## Ease of use factor

Intermediate: If you are new to using WordPress, there is a learning curve.

## How to get started

Purchase a domain and select a host. I recommend Siteground. Then, you can download WordPress for free. We have a step-by-step Quick Start Guide + video tutorial in CBS to DIY (do it yourself) [here](#).

## Why we recommend

I might seem biased but when choosing the right website platform WordPress is perfect for any business owner, no matter how big or small you are, or how novice or advanced you are.

*WordPress is the best option.*

You can choose to DIY (do it yourself) or get someone else to build it. Check out a few websites that are built on WordPress (that I recommend):

- o DIY (do it yourself) rental website is [BiziChix](#). I built a website in just 10 minutes the other week ([see here](#)). It is quick, easy and good and built on WordPress.
- o “Built for you” website is [WAQA Studios](#). They built my Angel Foods website, which is self-hosted with Siteground. A handcrafted custom WordPress website built in just 1 week.

## 2. Squarespace

### Description

Squarespace is an all-in-one content management system solution. Unlike WordPress you're able to do your hosting and domain purchasing through Squarespace.

### Pros

- Good for SEO
- All-in-one solution, including hosting
- Includes support

### Cons

- Not as flexible as WordPress
- Limited design customisations
- E-commerce is limited

### Who should use it?

Small business owners. You just can't have as much freedom and customise your site as you can with WordPress.

### Cost

\$0 - \$46 /month depending on how much traffic, support, specializations you need

### Ease of use factor

Beginner: Squarespace is fairly easy to set up if you have limited website experience.

### How to get started

You can start a free trial by going [here](#). There is a free course on how to set up your "coming soon" page ([here](#)).

### What I recommend

If you choose to go Squarespace, you can choose to DIY (do it yourself) or get someone else to build it.

DIY (do it yourself) by following [this free course](#) on how to set up your “coming soon” page (here). Then follow [this course](#) on how to DIY your Squarespace website. “Built for you” website that is really affordable is [Bake This Happen](#). Websites that are designed and built in 2 weeks.

## 3. Weebly

### Description

Weebly is a drag and drop website builder built for beginners.

### Pros

- Very easy
- No coding knowledge needed
- Support via email and live chat

### Cons

- Limited designs and functionality
- Not as good for SEO
- No control or ownership of your hosting

### Who should use it?

Hobby bloggers, local small business who get foot traffic, who aren't selling online and not relying (wanting) SEO.

### Cost

\$0-38/month

### Ease of use factor

Beginner.

### How to get started

You can start a free basic use website ([here](#)).

### Why we don't recommend Weebly

Using a free source like Weebly limits you severely as a website owner. For the long run it is not the best option for running a business because of its limitation.

It isn't even easier to set up! I built a website in just 10 minutes the other week ([see here](#)). It is quick, easy and good and built on WordPress. These

DIY (do it yourself) website is [BiziChix](#) and are what I call "rental websites, similar to Weebly, but built on WordPress and specific to cake businesses and bakeries". *BiziChix are better than Weebly.*

## 4. Wix

### Description

Wix is another drag and drop website builder platform that is geared towards beginners.

### Pros

- Very easy
- No coding knowledge needed

### Cons

- Limited designs and functionality
- Not as good for SEO
- No control or ownership of your hosting

### Who should use it?

Hobby bloggers, local small business who get foot traffic, who aren't selling online and not relying (wanting) SEO.

### Cost

\$5-\$25/month.

### Ease of use factor

Beginner.

### How to get started

Explore Wix monthly plans [here](#).

### Why we don't recommend Wix

Similar to the reasons why we don't recommend Weebly, Wix is not the best platform to choose if you are a serious business owner. Wix has limited growth capabilities and if you're building a long term business we would not recommend Wix.

It isn't even easier to set up! I built a website in just 10 minutes the other week ([see here](#)). It is quick, easy and good and built on WordPress. These DIY (do it yourself) website is [BiziChix](#) and are what I call "rental websites, similar to Weebly, but built on WordPress and specific to cake businesses and bakeries". BiziChix are better than Wix.

## 5. Site Builder

Any Site Builder (free) website builder, like Go Daddy, Web, WordPress (dot com), Site123, etc. see above (#4 Wix).

I don't recommend any Site Builder.

See the comparison table.

# Cake Business School

from Rebekah Allan of Angel Foods

	WordPress	Squarespace	Weebly	Wix
<b>Cost</b>	Free! Hosting from \$2.95 /month	\$12 - \$16 /month	\$0 - \$46 /month	\$5 - \$25 /month
<b>Pros</b>	<ul style="list-style-type: none"> <li>• Great for SEO</li> <li>• e-commerce compatible</li> <li>• design + flexibility</li> <li>• Limitless functionality</li> </ul>	<ul style="list-style-type: none"> <li>• Good for SEO</li> <li>• All-in-one solution, including hosting</li> <li>• Includes support</li> </ul>	<ul style="list-style-type: none"> <li>• Very easy</li> <li>• No coding knowledge needed</li> <li>• Support via email and live chat</li> </ul>	<ul style="list-style-type: none"> <li>• Very easy</li> <li>• No coding knowledge needed</li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li>• Need to purchase hosting separately</li> <li>• Learning curve</li> </ul>	<ul style="list-style-type: none"> <li>• Not as flexible as WordPress</li> <li>• Limited design customisations</li> <li>• E-commerce is limited</li> </ul>	<ul style="list-style-type: none"> <li>• Limited designs and functionality</li> <li>• Not as good for SEO</li> <li>• No control or ownership of your hosting</li> </ul>	<ul style="list-style-type: none"> <li>• Limited designs and functionality</li> <li>• Not as good for SEO</li> <li>• No control or ownership of your hosting</li> </ul>
<b>Who should use it</b>	Anyone looking to start a website!	Small business owners. You just can't customise your site as you can with WordPress.	Hobby bloggers, local small business who get foot traffic, who aren't selling online and not relying (wanting) SEO.	Hobby bloggers, local small business who get foot traffic, who aren't selling online and not relying (wanting) SEO.
<b>Ease of use</b>	Intermediate	Beginner	Beginner	Beginner
<b>How to get started</b>	Purchase a domain and select a host. There is a step-by-step guide + tutorial inside CBS	You can get started with a free trial.	You can start a free basic use website.	Check out <a href="#">Wix's</a> monthly plans.

Inspired by the [BluChic Guide](#)

## Summary

When choosing the right website platform, there are a lot of options to consider. Ultimately we favour WordPress compared to all other website management platforms.

While WordPress does have a learning curve (*as with anything new you try!*), it's very versatile and is able to flexibly grow with you as your business grows.

Not only that, there are options for free WordPress "rental" websites to get you up and running on WordPress in no time and cheap!

The possibilities are endless when using WordPress. Whether you sell products, running a blog, online shop or sell services, WordPress can grow along the way with you. *I started back in 2010 and made the mistake starting with Weebly. I upgraded to WordPress and have sold everything imaginable: cakes, franchises, coaching, eBooks + eCourses, tutorial, memberships, blogging, online shop, sell services ...* WordPress is able to grow with you.

## If you are ready to get started:

1. **DIY "Rental" WordPress Website:** [BiziChix](#) - \$0-\$19 AU p/m – Drag + drop, quick, easy with free options, perfect for a beginner, specific to cake decorators and bakeries.
2. **DIY WordPress Website:** WordPress Quick start Guide – Inside CBS is the step-by-step video training on exactly how to get a domain name, hosting and set up your WordPress website yourself, in 60 minutes. *2018 Update: Use the Quick Reference List below for recommended hosting and domain.*
3. **Built-For-You WordPress Website:** [WAQA Studios](#) – POA – One week website, that are beautiful, functional, working and getting clients for you. You OWN the website, domain and hosting. *This is who built the Angel Foods website.*

Are you going to build a website yourself or get someone else to do it?

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What type of website?

## Additional Resources:

- [Website Building 101: How to Register a Domain Name](#)
- [Website Building 101: Domain vs. Website Hosting](#)
- [Free Cake Website Training](#) - 15 free website & blogging tips on website
- How to Start a Blog & [Make Money With It](#)
- Add an opt-in on your website (collect email addresses) Watch CBS mailing list training.
- How I [built a Bizichix website in 10 minutes](#)

## Quick Reference Website List:

- Website: WordPress.org
- Hosting: [Siteground](#)
- Domain: [GoDaddy](#) or [Crazy Domains](#)
- Themes: [Sparkling](#) or [Genesis Framework](#) or [StudioPress](#) or [Foodie Pro](#) or [Naomi Cake](#)
- Website Security: [Sucuri](#)
- Email Service Providers: [MailChimp](#) or [ConvertKit](#)
- Video Editing: Camtasia for [PC](#) or [Mac](#)