


Comparing website builder platforms...

This comparison chart points out key differences across 10 website builder platforms.

 Sea Grant CALIFORNIA	Custom domain included	\$/month	Annual cost	E-commerce potential	Email marketing/newsletter integration	Templates	Customization	Ease of Use
Google Sites	X	\$0	\$0	With plug-in	With plug-in	●	✍	👍👍👍
Mozello	With a paid plan	\$0 - \$16	\$0 - \$192	✓	With premium plus plan	●●●	✍✍	👍👍
Square	With a paid plan	\$0 - \$29 (plus processing fees)	\$0 - \$348	✓	Additional monthly cost	●●●	✍✍ with \$29/mo plan	👍👍👍
Wix	With a paid plan	\$0 - \$36	\$0 - \$432	With a paid plan	✓	●●●	✍✍	👍👍👍
WordPress	With a paid plan	\$0 - \$45	\$0 - \$540	With premium plan	With plug-in	●●●	✍✍✍✍	👍
Weebly (by Square)	At \$12/month and above	\$10 - \$26	\$120 - \$312	✓	✓	●●	✍✍	👍👍👍
Squarespace	✓	\$16 - \$28	\$192 - \$336	✓	✓	●●●	✍✍✍✍	👍👍👍
HubSpot CMS	✓	\$23	\$276	✓	✓	●●●	✍✍✍	👍👍
Shopify	X	\$29 - \$79	\$348 - \$948	✓	✓	●●●	✍✍✍✍	👍👍

Note: There are many other website builders out there. This is by no means a comprehensive list. When selecting a website platform, consider which of the following elements are most important to you and your business: low cost, template options, custom domain, ease of use, ability to integrate a newsletter, ability to integrate social media accounts, and ability to integrate e-commerce.