



Competitor Breakdown

Website Research

Choose which competitor you want to know more about:



	Thryv	Duda	Go Daddy	Shopify	Square Space	Word Press	Weebly	Wix
Website Hosting	✓	✓	\$	✓	✓	✓	✓	✓
Custom Domain Included	✓	X	\$	X	Free for 1 year	Free for 1 year	\$	Free for 1 year
Professional Design	✓	\$	\$	\$	\$	X	X	\$
DIY Design	X	✓	✓	✓	✓	✓	✓	✓
Copywriting	✓	\$	\$	\$	\$	X	X	X
Book appointments online	✓	X	✓	X	✓	X	X	\$
CRM	✓	\$	X	✓	X	X	X	\$
Email Marketing	✓	X	✓	\$	\$	\$	\$	\$
Online Payments	✓	X	\$	✓	✓	\$	X	\$
Easy Access Editing	✓	✓	✓	\$	✓	✓	✓	✓
Mobile Editor	✓	✓	✓	X	✓	✓	✓	✓
Mobile Responsive	✓	✓	✓	✓	✓	✓	✓	✓
Phone Support	✓	\$	✓	✓	X	X	✓	X
Online Support	✓	\$	✓	✓	✓	✓	✓	✓
Domain Based Email	✓	\$	Free for 1 year	X	\$	X	\$	\$
Statistics/Analytics	✓	\$	✓	✓	✓	\$	\$	\$
SEO Tools	✓	✓	\$	✓	✓	\$	✓	✓
Blogs	✓	✓	✓	✓	✓	✓	✓	✓
RSS Feed	✓	✓	X	✓	✓	✓	✓	✓
Website Widgets	✓	✓	X	\$	X	✓	✓	\$
Website Accessibility Service	✓	\$	X	X	X	X	X	X
Social Network Integration	✓	✓	✓	✓	✓	\$	X	✓
eCommerce	X	\$	\$	✓	\$	\$	✓	\$
Multi language	✓	✓	X	✓	X	✓	X	✓
Form Builder	✓	✓	✓	X	✓	✓	✓	\$

Plans & Pricing

Plans can be billed annually or month to month.

Basic \$19/mo.

Team \$29/mo.

Agency \$99/mo.

3 Benefits of Duda

1. DIY website build, with industry specific templates.
2. Higher packages offer "Team collaboration" which allows you to assign permissions to team members for a more collaborative team build of your site.
3. A 25% discount is applied to plans that are billed annually.

Things to know about Duda

- E-commerce capabilities can be added to each plan for an extra fee, up to an additional \$49/month.
- While all plans have email support, phone and online support is limited to the higher packages.
- Features such as CRM and website accessibility can be added to your website from apps via the Duda app store for an additional cost.
- Duda's fulfillment channel platform offers the opportunity to Partner with a Fulfillment Channel pro who has deep experience with Duda to assist in building and customizing your site.

Plans & Pricing

Wix offers Monthly or yearly billing on all plans, although shown at a monthly price, yearly billing is charged once a year, all up front.

Combo	\$13/mo.
Unlimited	\$17/ Mo.
Pro	\$22/Mo.
VIP	\$39/Mo.
Business Basic	\$23/Mo.
Business Unlimited	\$29/Mo.
Business VIP	\$49/Mo.
Enterprise	\$500/Mo.

3 Benefits of Wix

1. There is a large quantity of templates you can choose from for DIY sites.
2. Hundreds of website apps that you can add and utilize on your website.
3. ADI (Artificial Design Intelligence), is available to instantly create a site for you by simply answering a few questions.

Things to know about Wix

- Features such as online booking, reservations, and event registration can be added to your site using apps from the Wix App Market.
- Business and eCommerce plans allow you to accept online payments.
- The Wix marketplace is provided by Wix as a place you can search for a “Wix partner”. Wix Partners are certified freelancers and agencies that you can hire to assist you with building your website.
- Wix does not offer domain based email accounts, however you can purchase a personalized G Suite mailbox through Wix.
- You can add an accessibility toolbar to your site with a third-party toolbar code.
- Wix provides accessibility templates, but the site owner/designer is responsible for the accessibility of the content and design on the site.

Plans & Pricing

Plans are billed annually.

Basic	\$10/Mo.
Standard	\$15/Mo.
Premium	\$20/Mo.
eCommerce	\$25/Mo.

3 Benefits of GoDaddy

1. There is an option for a free trial on most of the products they offer.
2. Premium and E-Commerce plans come with advertising credits to help you promote your site.
3. All plans come with GoDaddy InSight™, a smart learning system that provides data and guidance based on your business industry and goals.

Things to know about GoDaddy

- For an online store, you will need the highest plan.
- A domain is not included. You can buy a domain or redirect/transfer an existing domain.
- Every GoDaddy website builder plan comes with guidance and analytics features.
- GoDaddy offers full-service professional build plans for both websites and e-commerce stores. The cost is a one-time build fee, which can range from \$799.99 to \$3,000, depending on how minimal or comprehensive you need your site to be.

Plans & Pricing

Monthly and Annual billing is available. Prices listed are billed on a month to month basis.

Personal	\$16/Mo.
Business	\$26/Mo.
Basic Commerce	\$30/Mo.
Advance Commerce	\$46/Mo.

3 Benefits of Squarespace

1. Over 100+ flexible templates that fully adapt to mobile devices.
2. Live chat support is available with all plans.
3. eCommerce analytics are available and specific to your online store.

Things to know about SquareSpace

- The free domain for one year offer is only included for plans purchased with an annual term.
- Only new domain names can be registered through Squarespace. Existing ones need to be pointed to your Squarespace website from a different registrar.
- The eCommerce option is only available on the business level package or higher.
- The analytics panels and features can be different pending the plan you have.
- Squarespace subscriptions include many integrations, but some services require additional paid subscriptions.

Plans & Pricing

Plans are billed yearly.

Personal	\$4/Mo.
Premium	\$8/Mo.
Business	\$25/Mo.
eCommerce	\$45/Mo.

3 Benefits of Wordpress

1. There is a free website option with ads and an assigned domain name.
2. Paid Newsletters; content created within the Premium Content blocks will only be emailed to your paying subscribers.
3. All plans come with GoDaddy InSight™, a smart learning system that provides data and guidance based on your business industry and goals.

Things to know about Wordpress

- A free standard domain is offered in the first year, this does not include premium domains.
- Domain based emails are an additional cost through an external service such as Gsuite.
- Most additional features are available via a plugin on the site.
- SEO tools are available on the higher packages only
- 24/7 priority live chat support is only available with the higher business and eCommerce packages.
- Only the business plan or higher can remove the WordPress.com branding banner in the header and small text branding in the footer.



Plans & Pricing

Plans are billed monthly.

Basic	\$29/Mo.
Shopify	\$79/Mo.
Advanced Shopify	\$299/Mo.

3 Benefits of Shopify

1. There is no transaction fee when using Shopify's payment provider "Shopify Payments".
2. Shopify tracks all items you have in stock.
3. Free 14 day Trial.

Things to know about Shopify

- Shopify App store is packed with useful (free and paid) add-ons, such as email marketing and CRM.
- A mobile theme must be selected to build a mobile responsive site.
- While Shopify sites do not provide accessibility they can be added to the site via an app from the app market.
- SEO tools are available on the higher packages only.
- "Shopify Experts Marketplace" allows you to hire a Shopify expert to help you with building your site.

Plans & Pricing

Monthly and Annual billing available

Personal	\$9/Mo.
Professional	\$16/Mo.
Performance	\$29/Mo.

3 Benefits of Weebly

1. eCommerce sites include a dashboard with insights such as sales, orders, and conversion rates.
2. Free basic use site option available, which displays a Weebly ad in the footer.
3. Drag-and-drop website builder with 40+ mobile-friendly themes.

Things to know about Weebly

- Advanced e-commerce, marketing and support features are available with the highest package only.
- A standard payment method is only available in the highest plan available.
- Weebly Promote is an additional product for email Marketing.
- A domain renewal fee is required every year after the first year.