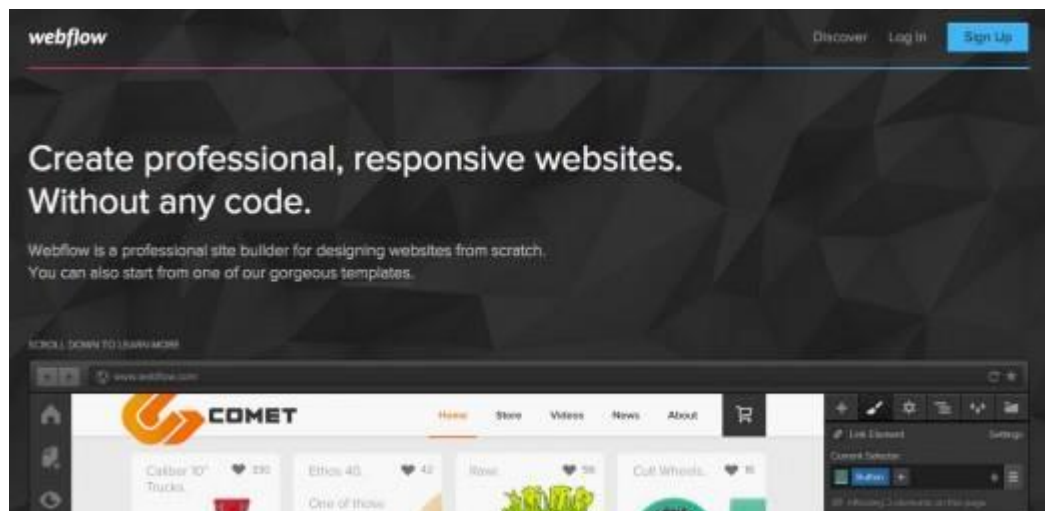


KEY UNIT 3  
PAGES 27-28

2 Lea el siguiente texto e identifique **adjetivos comparativos** y **superlativos** y estructuras comparativas. Mencione qué **elementos o características** son comparados en cada caso.

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**Webflow: Best for professional designers**



**Webflow** offers all of the power of WordPress with none of the cost or frustration that relying on a developer for assistance entails. It's technically **more in-depth than Squarespace**, yet still designed with the non-technical user in mind. Also **unlike Squarespace**, **Webflow provides control over every component in an interface**. You're not bound to the look of a pre-existing template.

Webflow is the website builder best suited for agency and freelance designers who are creating custom websites for clients: In addition to allowing you to start designing from a responsive template, Webflow also allows you to design from scratch. Hence, you can build out sites to clients' exact specifications.

It is similar to Squarespace in that you can push your site live with a single click once you are done designing it. Or, as with WordPress, you can also export your site and host it elsewhere. This mobility — the opposite of platform lock-in — provides the best of both worlds: You can either quickly publish a website without worrying about hosting, or you can export the site to send it to a developer for extended customization.

This is what makes Webflow duly fit for both designers and developers: Developers can leverage Webflow's powerful design customization features to help them create professional designs that they can then export for use as a base template in their development workflow.

Speaking of development, the code Webflow generates is standards-compliant, semantic, and optimized to the point that it's very often better structured and easier to read than code a developer would have written by hand. Further, by taking the time to learn Webflow as a designer, you're also taking the time to learn web development best practices. Webflow's visual editor doesn't abstract away HTML elements or CSS properties; it simply provides users quick access to manipulating them.

Webflow offers plans ranging from completely free to \$70 USD a month. On the free plan, you're given a 20 public site limit whereas paid plans include unlimited storage and custom domains

### **Honorary mention**

Another website builder, Webydo, is like Webflow regarding a powerful drag-and-drop design editor that prioritizes pixel-perfect design. It allows you to create precise, responsive designs with little hassle. Webydo is also a CMS: As you design your site, it attempts to generate a back-end interface so that you (and your clients) can later modify the site's content without hassle.

There are only a few basic templates provided for you to work with, so it's mostly up to you to design from scratch. Once you've grasped Webydo's editor, this may not be much of a challenge, but it's time consuming given how much work you have to put in every time you want to build a new site.

Webydo runs between \$9 to \$85 USD monthly. The least expensive package allows you to create one site in contrast to their most expensive package that allows up to 250. They also offer a free plan, which allows for one site with a total of five pages.

Ultimately, Webydo and Webflow are quite similar (essentially, they're both **Photoshop meets WordPress**), but Webflow is the better executed and better designed tool.

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Adapted from: <http://thenextweb.com/dd/2015/03/15/which-website-builder-is-right-for-you/>