

Competitor Analysis for Premium Framer templates & Custom Services

Platform / Channel	Who buys there	Typical template pricing & platform cut	Pros	Cons	Competitive Edge
Framer Marketplace (Direct Competitor)	Founders, designers switching to Framer; high intent	Catalog 2,000+ templates; 60+ plugins; 0% marketplace cut to creators; 50% affiliate on plan upgrades for 12 months via remix link. (Framer)	Native audience for Framer; strong discovery; zero fee on sales + affiliate upside.	Ranking is algorithmic visibility must be earned with quality & engagement.	Double-down: ship SaaS-ready kits with growth components; lean into affiliate links inside docs/demos; keep thumbnails, speed, and updates sharp to win Popular ranking.
Webflow Template Marketplace	Agencies & startups that want visual dev with CMS	Live listings show \$29–\$169 price points; reports indicate ~20% creator fee (Webflow , bryntaylor.co.uk)	Big pro buyer base; curated quality; mature CMS.	Harder learning curve: platform cut reduces take-home; migration from Framer not trivial.	Market our kits as faster to ship with built-in animations and SaaS growth blocks (changelog, integrations gallery, legal pack) out of the box.
ThemeForest (Envato)	Huge cross-platform audience; price-sensitive mass market (esp. WordPress)	61,900+ items; exclusive author fee typically 12.5%–37.5% of item price plus buyer fee (effective cut for new authors \approx 50% on many SKUs). (ThemeForest , Envato Forums)	Massive reach; buyers accustomed to templates.	Intense price competition; support expectations; economics favor marketplace, not creators.	Position premium SaaS kits with Framer performance. Don't price-compete; win on polish, speed, and niche depth.

WordPress premium themes (Divi/Astra + ThemeForest sellers)	SMEs & bloggers; enormous installed base	WordPress powers ~43% of the web (context for demand). Prices vary widely (\$29–\$89 single themes; subscriptions for theme clubs). (w3techs.com)	Ubiquitous, flexible, plugins for everything.	Maintenance overhead, plugin conflicts, speed concerns for startups that want polish fast.	Message “ <i>cleaner, faster launch than WP stacks; SaaS-ready patterns prebuilt</i> ”. Use comparison pages in our templates.
Squarespace (built-in templates)	Self-serve SMBs	Templates bundled with plan; strong design defaults. (Squarespace Help)	Beautiful baseline, easy to start.	Rigid structure; limited SaaS-specific patterns; less “startup-grade” credibility.	Showcase SaaS credibility (docs, security pages, release notes CMS) and conversion systems they lack.
Wix / Wix Studio (built-in templates)	DIY SMBs; agencies on Wix Studio	Large free catalog; marketplace for partner templates/apps. (wix.com)	Huge reach, AI tools, fast to start.	“Generic” reputation; complex sites can get heavy; SaaS founders often graduate off Wix.	Sell conversion-first SaaS templates with faster perf & cleaner UX; offer WaaS to catch DIY churners.
Shopify Theme Store (e-commerce focus)	Merchants launching stores (SaaS/e-com founders overlap)	Premium themes frequently \$180–\$400 one-time (official listings). (Shopify Themes)	Enormous e-com audience; polished themes; one-time pricing.	Not relevant unless the niche is e-com SaaS; different stack.	Optional future line: SaaS-for-e-com landing kits; otherwise stay focused on Framer SaaS.
Carrd / Notion / Ghost templates (indie)	Indie hackers, personal brands	Very low-price points; simple.	Ultra-fast to publish.	Perceived as “lightweight”; limited credibility for funded SaaS.	Use free Framer to win this crowd, then upsell to Pro SaaS kits + WaaS .

Cost & Scalability Comparison — Website Solutions

Platform / Channel	Upfront Cost	Ongoing Cost	Total Yearly Cost (Typical)	Benefits (Scalability / Credibility)	Competitive Edge
My Proposal	Template \$79–\$149 ; Optional WaaS setup \$790–\$1,490	\$0 ongoing if DIY on Framer subdomain- \$5–\$25/mo if custom domain. Optional WaaS care \$149–\$299/mo.	DIY (subdomain): \$49–\$149 total. DIY (custom domain): \$109–\$449/yr + one-time template. WaaS (with care): \$1.8k–\$3.6k/yr + one-time template/setup.	SaaS-ready templates (pricing tables, changelog CMS, 3D design, other integrations) Launch in days , not weeks. Optional WaaS for growth support	Most flexible: customers can start free (subdomain), DIY with minimal ongoing cost, or scale with WaaS. Credible SaaS site under \$1.5k vs \$5k–\$10k agency builds.
Framer Marketplace (other creators)	\$49–\$149	\$0 if subdomain \$5–\$25/mo if custom domain	DIY (subdomain): \$49–\$149 total Custom domain: \$109–\$449/yr + template	Native Framer ecosystem- Modern design templates	Lacks SaaS growth focus; no WaaS support. We offer specialized SaaS kits + optional WaaS.
Webflow Template Marketplace	Template \$29–\$169	Webflow site plan \$29–\$49/mo	\$350–\$800/yr + template cost	Mature CMS- Strong professional/agency credibility	More expensive to run than Framer; harder to learn. We win with lower ongoing costs + faster setup.

ThemeForest (Envato – WordPress)	Template \$29–\$59 + hosting \$20–\$40/mo + plugins (~\$200/yr)	Hosting/plugins total \$40–\$80/mo	\$500–\$1,000/yr + template	Huge template library- Plugins for everything	High hidden costs and dev/maintenance time. We win with simplicity + low-maintenance Framer stack .
WordPress Premium Themes (Divi/Astra)	Theme \$59–\$89 + hosting \$20–\$40/mo	Hosting/plugins: \$25–\$50/mo	\$300–\$600/yr	Flexible- Vast ecosystem	Requires technical upkeep and plugin management. We win on speed + SaaS polish .
Squarespace	Subscription included (no separate template fees)	\$23–\$65/mo	\$276–\$780/yr	Stylish default templates- Easy to edit	Not SaaS-specific; limited for scaling startups. We win on SaaS-specific credibility (docs, changelogs, legal).
Wix / Wix Studio	Subscription included	\$16–\$59/mo	\$192–\$708/yr	Large template library- Built-in AI tools	Perceived as generic; less credible for startups. We win with premium startup-grade UX and Scalability .
Shopify Theme Store	Theme \$180–\$400 + plan \$29–\$79/mo	\$29–\$79/mo	\$528–\$1,348/yr + one-time theme	Best for e-commerce- Scales with merchants	Limited to e-com. We focus on Design, SaaS/SME launches including e-com.
Carrrd / Notion / Ghost	Free–\$20	\$20–\$100/yr	\$20–\$120/yr	Ultra cheap- Indie-friendly	Not credible for serious SaaS (no growth infra). We win with Pro SaaS kits still <\$150 .