1.1 BACKGROUND/CONTEXT:

Effective communication has become a crucial aspect at DeepBlue Informatics as we are constantly growing across the globe. Thus, translating to the need to have a better information management system for both customers and employees. The benefits of having an information management system are to reduce the workload on the marketing team, target and attract new potential customers, support existing customers better, effectively manage various events, and standardize the source and format of information published across the organization, such as policies, claims, and benefits to maintain a healthy relationship with employees with an end goal to create a feeling of togetherness within the organization and show what DeepBlue Informatics is all about.

The most effective solution would be to have a standard and shared website with micro-sites or subdomains for every purpose/department within the same website; it's further essential to enforce a common format across departments such as Finance, Marketing, and Human Resources, even if it means extra work for giving up their current favorite platforms and migrate to a new service altogether. Next, the plan is to choose a service provider for managing the content, keeping various criteria aligned with our requirements. Although managed by the operations team, easy integration across the departments, adaptation to the existing workflows, and reliable customer support are the top features to consider, along with offers to provide extensive training to the internal team. Other deciding factors to consider are the user interface and experience, pricing, and reviews on the software. Finally, the report aims to compare, analyze and recommend the various website development tools available in the market for org-wide standardization.

2.1 DETAILS

Below are the details for WordPress, Wix, WebFlow, and Weebly, considering the ease of using the platform, integrations with third-party tools, customer and training offerings.
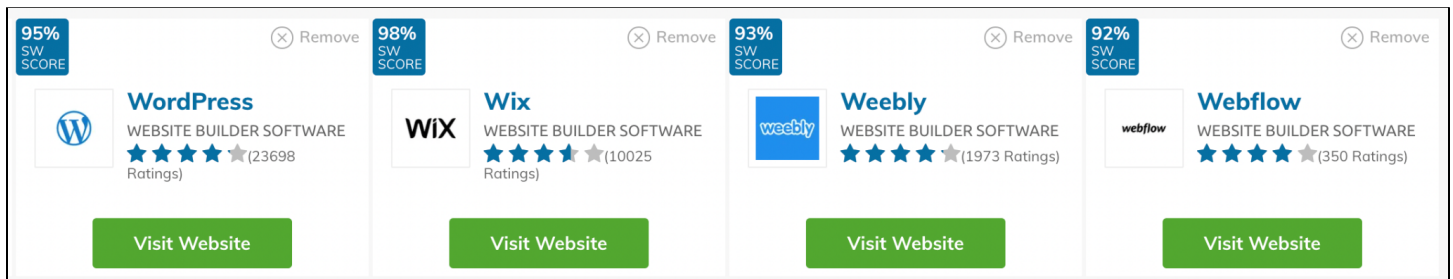

Figure (1): WordPress, Wix, Webflow, and Drupal comparison [1]

2.2 WORDPRESS

WordPress is a free, open-source, and commonly used CMS (Content Management System) tool with more than 40% market share among the top 10 million websites on the internet [2]. The WordPress community is ever-growing and offers a wide range of features, and it is easy to extend the application for a variety of use-cases. WordPress can be self-hosted or opt to use the managed service that works on a subscription model. Some of the essential features of WordPress are as follows:
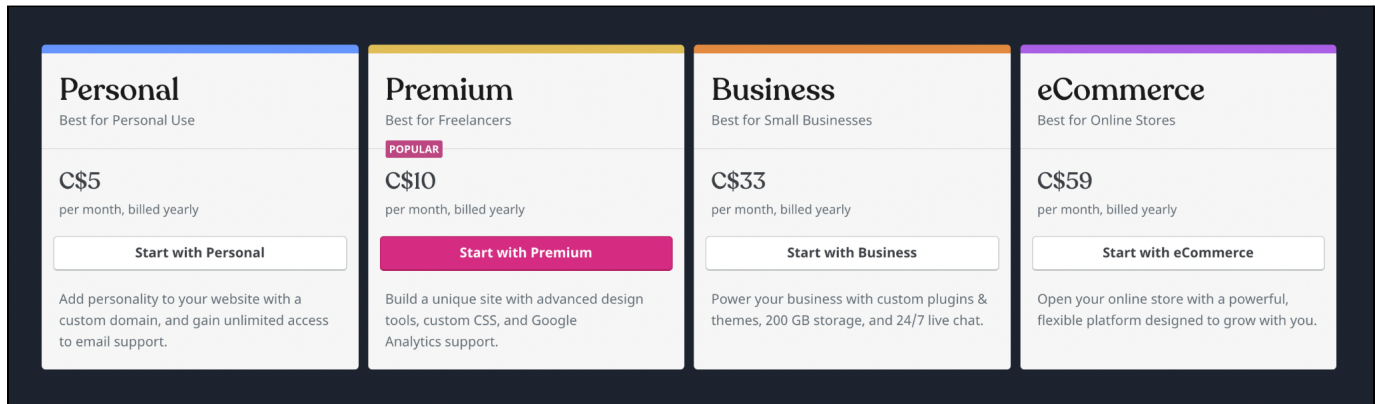

Figure (2): Wordpress Features and Pricing [3]

Depending on the complexity of the web application and requirements, getting started with WordPress does not require any software development experience but requires understanding concepts such as themes, plugins, posts, pages, categories, tags, and more [4]. By default, WordPress has a website builder and theme/block editor for content management but has the flexibility to extend features, which would require web development experience in PHP.

WordPress has a solid open-source community; the real power of WordPress comes from its plugins [5] and themes available for free or for a reasonable price, making integrations with third-party applications and other use-cases an easy task. Furthermore, one can always build a custom plugin if necessary and contribute back to the community.

WordPress offers extensive customer support by opting for the managed service, where the priority and time taken for resolution depends on the subscription plan chosen. As of now, there are four plans available: Personal, Premium, Business, and eCommerce. In addition, WordPress has comprehensive step-by-step documentation [6], and the business plan has the flexibility to offer support for custom plugins, training and is available 24/7 across timezones.

2.3 WIX:

Wix is a website builder and is strongly bound to a subscription model for using the application. The free tier offers various basic features, such as a drag and drop website editor. It has gained popularity in the last few years because of its easy-to-use interface, making it a go-to platform for quick and hassle-free website setup. Below are the crucial criteria considered for analysis:

		VIP First Priority Support CAD 36 50 /month	Unlimited Entrepreneurs & Freelancers CAD 17 50 /month	Combo For Personal Use CAD 12 50 /month	Connect Domain Most Basic ⓘ This Plan displays Wix ads CAD 6 50 /month
Custom domain	ⓘ	✓	✓	✓	✓
Free domain for 1 year	ⓘ	✓	✓	✓	—
Remove Wix ads	ⓘ	✓	✓	✓	—
Free SSL certificate	ⓘ	✓	✓	✓	✓
Bandwidth	ⓘ	Unlimited	Unlimited	2GB	1GB
Storage space	ⓘ	35GB	10GB	3GB	500MB
Video hours	ⓘ	5 hours	1 hour	30 minutes	—
$300 ad vouchers	ⓘ	✓	✓	—	—
Site Booster app Free for 1 Year	ⓘ	✓	✓	—	—
Visitor Analytics app Free for 1 Year	ⓘ	✓	✓	—	—
Professional logo	ⓘ	✓	—	—	—
Social media logo files	ⓘ	✓	—	—	—
Customer care	ⓘ	Priority customer care	24/7 customer care	24/7 customer care	24/7 customer care

Figure (3): Wix Features and Pricing [7]

Especially for simple use-cases such as a blog or a website with minimal content management features, Wix has good customer reviews and ratings for its ease of using the platform and requires zero to no programming or web development experience. While Wix has a wide range of tools and plugins, there is no way of self-hosting. Since it's not open source, the flexibility and ability to customize are limited compared to other alternatives.

The free and premium plan in Wix has very limited customer support; however, the business plan has 24/7 customer support with a high priority resolution and offers a one-on-one video session and comprehensive documentation, both in text and pre-recorded videos for training [8].

2.4 WEBFLOW:

Webflow is once again a website builder that offers a visual web design tool to make websites. It is SAAS (software as a service) product, the free tier has minimal features, and the paid plans include features, upgrades, and hosting services.

Table (1): Webflow Features and Pricing [9]

🖥 **Website**	**Basic**	**CMS**	**Business**	**Enterprise**
Save 15% on annual subscriptions	$12 USD	$16 USD	$36 USD	Contact us
	per month, paid annually, or $15 paid monthly	per month, paid annually, or $20 paid monthly	per month, paid annually, or $45 paid monthly	to tailor the right plan for your brand
	Best for a simple site that doesn't need a CMS.	**Best for a blog or other content-driven site.**	**Best for a higher traffic marketing site or blog.**	**Bring Webflow to your company with exclusive features.**
Custom domain ⓘ	✓	✓	✓	✓
Pages ⓘ	100	100	100	100
Monthly visits ⓘ	25,000	100,000	500,000	Custom
Collection items ⓘ	0	2,000	10,000	10,000
Form submissions ⓘ	100 /mo	1,000 /mo	2,000 /mo	Unlimited
Form file upload ⓘ			✓	✓
CDN ⓘ	✓	✓	✓ Global	✓ Global
CDN bandwidth ⓘ	50 GB	200 GB	400 GB	400 GB+
API requests per minute ⓘ		60 RPM	120 RPM	Custom
Content editors ⓘ		3	10	Custom
Site search ⓘ		✓	✓	✓

Like other platforms, Webflow offers a visual editor but still has the same learning curve to provide more user-friendly features and better extensibility. Furthermore lacks native features such as comments and categorization. Lack of design elements makes it difficult for users without web development experience.

Webflow offers a limited number of third-party integrations, and the community is relatively small compared to other competitors and does not offer out-of-the-box integrations. Furthermore, the integrations may not be compatible in all hosting environments due to compatibility issues.

Only the enterprise subscription offers customer support as a service, but Webflow has an option to hire an expert for any assistance. However, the documentation is detailed and offers a range of tutorials for setting up the website and integrations.

2.5 WEEBLY:

Weebly has a range of in-built tools and features in both free and paid versions. However, it cannot be self-hosted, and it is mandatory to subscribe to a payment model to unlock all the features. While it's commonly used for blogs, portfolios, personal and event pages. The lack of developer community can be of concern as one may not hire a developer to extend any of the features.

Free	Personal	Professional	Performance
Basic use	Connect to a custom domain	Connect your domain and add more customization.	Add features that drive growth and manage operations.
$0 /mo	$7 /mo	$15 /mo	$30 /mo
	billed annually	billed annually	billed annually
SELECT	SELECT	SELECT	SELECT

Figure (4): Webflow Features and Pricing [10]

Table (2): Webflow Features and Pricing - Site Features [10]

Site Features			
Free	**Personal**	**Professional**	**Performance**
Free SSL Security	Free SSL Security	Free SSL Security	Free SSL Security
Add 3rd party embed code	Add 3rd party embed code	Add 3rd party embed code	Add 3rd party embed code
		Unlimited Storage	Unlimited Storage
	Connect a Custom Domain	Connect a Custom Domain	Connect a Custom Domain
		Advanced Site Stats	Advanced Site Stats
		Free Domain	Free Domain
		Remove Square Ads	Remove Square Ads
		Password Protection	Password Protection

Table (3): Webflow Features and Pricing - Support [10]

Support			
Free	**Personal**	**Professional**	**Performance**
Community Forum	Community Forum	Community Forum	Community Forum
Chat & Email Support	Chat & Email Support	Chat & Email Support	Chat & Email Support
		Phone Support	Phone Support
			Priority Support

Weebly is known for its simplistic visual editor, a drag and drop builder, making it very easy to use and beginner-friendly, not to mention the ease of customization on themes. Furthermore, the customizer works in real-time and does not require any prior software development experience. There are also hundreds of pre-made themes and templates with drag-drop functionality.

The primary focus of Weebly is on easy setup and integration, making integrations with supported tools and platforms a one-click feature. However, it lacks flexibility and does not offer a wide range of integrations. In addition, Weebly being a managed service makes it much harder for further modifications to the application.

The performance plan in Weebly offers the best customer supports, which also includes assistance for training. The best feature is that the support is available across platforms, such as email, phone, live chat, and community forum. However, the documentation is very minimal because of the user-friendly and minimalistic use of the application.

3.1 REFERENCES:

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