

Website Creation Options

LegalTurf Website

June 19, 2021

1 Mainstream Blogging Options

- There are three ways of creating the required website: using Blogger, Wordpress, and Ghost. Unfortunately, *none* of these are static, which means they cannot be hosted on GitHub Pages.
- As such, prior to our implementation of the website, it must *first* be hosted on a webserver which supports dynamic webpages.
- It is also a good idea to host first since domain names tend to be “squatted” when interest is shown.
- This table assumes your billing cycle is annual to minimize monthly cost, since buying on a per-month basis is far more expensive.
- Each of Blogger, Wordpress, and Ghost provide a certain feature set, and are priced somewhat differently.
- This table compares these by assigning a difficulty score for the implementation of any given feature, with 0 being built-in, and 10 being impossible. (Lower is better).

	Blogger Default hosting cost	Wordpress \$13/mo	Ghost \$9/mo
Blogging	6	5	3
Other content	8	6	7
SEO	10	10	0
Membership & email	9	+\$16/mo	3
Email newsletters	9	+\$16/mo	3
Subscribers	10	10	3
SSL	9	7	4
Content Creation	7	5	2
Website editing (GUI)	10	8	5
Support	9	8	6
Sending emails	Manual	6	3

- The final rows deal with the ease of use and maintenance on the user’s (your) end, which should give an idea of how much support will be later required.
- Note that sending emails *without* Wordpress, Ghost, or MailChimp almost assures that they’ll be trapped by a spam filter and never actually read by a human.

As such, **Ghost** is the most cost-effective and fully-featured option of the three. Blogger is nearly obsolete and difficult to use. Wordpress is the most customizable, but requires a lot of work and money to run smoothly.

2 GitHub Pages: Zero Cost, Static

There is one more, possibly zero-cost option. GitHub provides a hosting page for free. However, the domain must end in `.github.io`, and has a certain technical learning curve (which can be taught in a one hour session). Emails will have to be sent manually (`cc`), and email data also collected manually, since there's no server-side database support.

However, the advantage of GitHub pages is the **zero upfront cost, forever**, and the possibility to eventually shift to a non-GitHub domain without having to stop using Pages.

3 Get Back to Us!

Let us know which of the four (3 mainstream or GitHub) options you want to move forward with, and we'll coordinate from there.