

How to choose the right CMS for your website?



Website average costs	
Domain	15-20€/year
Server	5-10€/month
Email addresses	5-10€/month/user
Social media ads/SEM (optional but highly recommended to boost your online presence)	~300-500€/month to start* *Contact me to request a calculation according to your target group and your reach's percentage objective.

	Website / e-commerce platform				
	Wix 	Squarespace 	Shopify 	Prestashop 	Wordpress
Main features	easy updates and beautiful design entirely customizable	easy updates and beautiful block/template design mostly customizable	world renowned for their ecommerce support	FREE but need for technical knowledge, back-office more complex, less user-friendly, updates more complicated	FREE but need for technical knowledge, back-office more complex, less user-friendly, updates more complicated
Responsive website	Not entirely - separate desktop and mobile editor	Entirely responsive	Entirely responsive	Entirely responsive	Entirely responsive
Target user	First website or small business, no specific complex needs, small volumes	First website or small business, no specific complex needs, small volumes	from beginner to advanced - easy POS integration - scalable	Experienced to Agency level Big sales volumes with specific needs such as direct integration with transporter or worldwide shipment - easy POS integration - easily scalable	Experienced to Agency level Big sales volumes with specific needs such as direct integration with transporter or worldwide shipment - easy POS integration - easily scalable
Transaction fee	0%	0 to 3% depending on plan	2.9% + 30¢/transaction for Shopify Payments solutions & 0.5 to 2% for other payment solutions	0% but payment module needed	No e-commerce solution integrated natively --> need to integrate WooCommerce or Shopify or another solution.
Monthly cost	17.00€	24.00€	25€ - 69€	FREE but need to pay for modules and templates (average payment 50-100€/module)	Wordpress is FREE but all the plugins, themes and templates needs to be purchased. You should also consider the fact that WordPress need to be hosted on a separately purchased server VS the other solutions all include hosting.
Total estimated monthly costs	42€ - 57€	49€ - 64€	50€ - 119€	25€ - 200+€ (when module needed)	From 50€ (no optimisation and maintenance) to 200€ - 500+€ (usually maintenance is outsourced to a service provider)

BERTOLI Digital - contact@bertolidigital.com - +358 40 412 3391