

# Wordpress vs Webflow

Ease of use

Costs

Design & Templates

Ecommerce

Addons & Integrations

Support

## Ease of use

Wordpress:

- Gutenberg block editor, dev ability to fully customize blocks, adding builders
- More all around flexibility
- Better for content publishers

Webflow:

- Default editor easier to use, but same learning curve as Wordpress
- Tons of features which can be overwhelming
- Lacks ability of post types, categories & tags, comments etc
- Made more for designers

## Costs

Wordpress:

- Software free, need to pay for domain and hosting
- Additional costs for premium plugins, themes or 3rd party service
- Massive ecosystem of plugins/themes

Webflow:

- Site plans priced per site Basic, CMS, Business and Enterprise
- Basic: \$12/month CMS: \$16/month Business: \$36/month Enterprise: Have to contact them
- Account plans (separate from site plans). Team: \$35/per person

## Design and Templates

Wordpress:

- Keeps design separate from content to ensure consistency
- Switch between themes easily
- Flexible customization, can build from scratch or with builder like elementor

Webflow:

- Once you select a template you can not change it. Have to create new project

- then select a different template
- Ease of editing templates with powerful visual editor

## **Ecommerce**

Wordpress:

- Must have to use woo commerce
- Wide range of payment gateways like PayPal, Stripe, Auth.net etc
- Plugins for to enable custom sale types like digital subscriptions or software downloads

Webflow:

- Limited eCommerce functionality compared to Wordpress
- Number of products you can sell depends on payment plan type (ie. \$29/month for 500 products)
- Stripe is the standard payment service, but also charges additional 2% fee per transaction (separate fee)
- Not suitable for membership or subscription based products, but can sell digital products

## **Ecommerce**

Wordpress:

- Tons of plugins available to cover features such as contact forms, google analytics, adding seo features, backups, security etc
- Works with all popular 3rd party services like email marketing, live chat, help desk, business phone services

Webflow:

- Limited number of integrations. Some work out of box but most require following a tutorial to connect to web flow
- Some integrations may break if you move website to new hosting

## **Support**

Wordpress:

- Tons of community support, official support forums
- Most questions can be answered with a google search

Webflow:

- Massive library of articles and tutorials called web flow university
- Tutorials, hot-to-guides and step by step articles covering wide range of products
- Email based support during business hours. No live support.

**TL;DR**

Wordpress offers more design options, flexibility, support, eCommerce options, and all of this at a lower price. You also have the option to manage your costs and only spend when needed.

Webflow has a fantastic web design tool which works beautifully. However, it has limited CMS features, flexibility, integrations, and support.

**My thoughts:**

I don't see it so much as using one over the other, but rather much more project dependent.

Perhaps web flow would be a better replacement for elementor, where the designer feels more comfortable from start to finish, getting minimal dev help where needed.

I do not think it will replace Wordpress. There are too many necessary things for custom builds that can only be achieved with Wordpress and give us more flexibility and integrations. Gutenberg is also on its way to becoming a major factor AND we already have experience how to create/customize our own blocks/legos alongside it.