5 Key Points about Platforms

1. Compare the **Features**
   a. Does the platform have the ability to do what I want?
   b. Are there features I may want to use in the future?
   c. How does this feature set compare to the other platforms' features?

2. What is your **Skill Level**?
   a. Am I comfortable with the platform?
   b. Are the features I need easy to use?
   c. Am I finding myself wishing the site could do more or look better?

3. How much **Time** do you have?
   a. How much time are you committed to work on the website project and afterwards to maintain it?
   b. What is the timeline for the project?
   c. Is it the right time to take on a big project (ie. learning a new platform)?
      Or is it better to have a little website now (ie. a simple page up for a signup or event announcement)?

4. How much **Funding** is available?
   a. What is the budget for the initial website build?
   b. What is the monthly budget for the monthly hosting and maintenance?
   c. What is the amount set aside for future growth or funding for the next phase?

5. How much **Responsibility** are you willing to take for the website?

	Self-hosted (WordPress, Joomla, etc.)	**Hosted** (SquareSpace, Weebly, etc.)
Ownership	You own the site and control it.	You don't own the site.
Hosting	You need to find a reliable hosting company.	The host is the hosting company.
Backups	You are responsible for backups being made and saved off site.	The host is responsible for backups. (Although they may not provide them to you.)
Updated	You take care of updating the platform and plugins. You also control when features are added, changed, or removed.	The host takes care of updating the platform and deciding when to improve or remove features.
Security	You are responsible for securing the site and malware scanning.	The host is responsible for security and scanning.

Jonathan Ruddat ~ jon@accomplishingsuccessllc.com ~ 920.851.6122