








 WordPress	 Joomla!	 Drupal	 Wix	 Shopify	 Magento	 TYPO3	 Squarespace	 BigCommerce	 Ghost
INTERFACE EASINESS	8	6	5	10	9	6	5	9	8	8
LEARNING CURVE	7	5	4	10	8	4	4	9	8	7
VISUAL BUILDER	8	4	3	10	9	5	3	9	8	6
THEMES AND TEMPLATES	10	7	6	8	7	8	5	8	7	5
CUSTOMIZATION OPTIONS	9	8	10	7	8	10	8	7	9	6
LIMITATIONS ON CUSTOMIZATION	8	7	10	6	8	10	9	6	7	5
AVAILABLE PLUGINS	10	7	6	7	6	7	5	6	7	5
EXTENSION USING PLUGINS/ADD-ONS	9	7	8	6	7	9	7	6	8	5
LARGE CONTENT AND HIGH TRAFFIC	8	7	10	5	7	9	8	6	8	6
PERFORMANCE OPTIMIATION OPTIONS	8	7	9	6	7	9	8	6	8	6
EASE OF SCALABILITY	8	7	10	5	8	10	8	6	8	6
BUILT IN SECURITY	6	8	9	7	8	9	8	8	8	7
ADD-ON SECURITY	8	7	8	6	7	8	7	7	8	6
REPUTATION	10	8	8	8	9	8	6	8	8	7
SEO TOOLS AVAILABLE	9	6	7	8	8	7	6	8	8	7
SUPPORT	8	7	6	9	9	7	6	8	9	7
COMMUNITY	10	8	9	7	7	8	6	7	8	7
AVAILABLE DOCUMENTATION	10	9	9	8	8	8	7	8	8	8
DEV HELP AVAILABLE	9	8	8	7	7	8	6	7	8	6
COST	9	10	10	8	7	6	9	7	6	8
PRICING MODEL	Free*	Free*	Free*	Free + Subscription	Subscription	Free*	Free*	Subscription	Subscription	Free*
POPULAR USE CASES	Sony Music, Microsoft	Linux	Warner Media, Australia Government	AirAsia	GymShark	Ford, Helly Hansen	Flipboard .com	Supernatural inc.	Burrow, Skullcandy	Cloudflare
<b>TOTAL</b>	<b>172</b>	<b>143</b>	<b>155</b>	<b>148</b>	<b>154</b>	<b>156</b>	<b>131</b>	<b>146</b>	<b>159</b>	<b>128</b>