

MONO VS. WORDPRESS

Are your SMB clients considering a WordPress website?

WordPress powers more than a third of all websites, and was originally founded as a blogging platform. Let's take a look at the pros and cons of using WordPress in comparison to Mono Websites for your small business clients.

WORDPRESS

As a full website development tool, the WordPress user interface can leave a novice small business user feel frustrated when attempting even the most basic website edits.

WordPress offers plug-ins to provide you with custom functionality. But not all developers perform regular updates compromising functionality and security.

As an open source platform, there are thousands of available plug-ins available for WordPress. While many are free, the best ones come at a price!

For every plug-in that you install, remember that manual updates will be part of the ongoing maintenance.

Again - WordPress gives you the option to choose from thousands of themes. But design options are rigid and more advanced changes require CSS or HTML knowledge. What's more, professionally designed themes come at a cost.

Open source can be a great way to combine best-in-class solutions. But the reality is that combining several plug-in solutions can create security loopholes and at risk for hacking and viruses.

USER EXPERIENCE

FEATURE SET

PLUGINS

UPDATES

DESIGN

SECURITY

MONO WEBSITES

Mono Websites takes a 'what you see is what you get' (WYSIWYG) approach to website design, making it easy for SMBs to see exactly how their changes impact their website.

Mono Websites offers all the features that you need to build a professional websites for SMBs, including a SEO-friendly blog, built-in customer database and dynamic personalization feature – Mono On-Site Engagements.

Mono Websites doesn't support plug-ins, but does already offer a built-in blog, customer database and personalization tool. Want other functionality? Use our HTML embed module to add any third-party functionality.

As a Software-as-a-Service platform, updates are seamlessly released and require no manual work.

Mono Websites are based on an intelligent design system that can easily be customized (fonts, colors, layout) according to your SMB clients preference. All our templates/themes are fully optimized for all devices, and predesigned rows and pages can easily be added to customize the design.

Mono Websites offers the highest industry standards in terms of platform stability, availability and security. With content delivery networks (CDNs) located around the globe, websites are better protected from online (DDoS) attacks.

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There are a ton of SEO plugins available for WordPress, yet adding structured data requires additional plug ins or manually adding schema.org markup to your SMB clients' website code.

A benefit of WordPress is that as an open source solution, it's portable and you can easily "take it with you" from one website developer to another. Yet, it's important to remember that you may not own your "theme" and website developers may struggle to understand the process of their predecessor.

Another aspect to consider with a WordPress website is finding a reliable hosting provider, getting WordPress installed on the hosting environment, and ensuring continuous maintenance and security updates.

WordPress is a free platform, but for a truly professional website there are hidden costs to consider. From paying for quality plug-ins to high-end themes to customizations, the true cost of professional WordPress site can quickly add up.

For support, users of WordPress will need to rely on online forums. While advice from other users can be helpful, it can also create more issues if your set up differs, and/or the source of that information is not as credible as you thought.

MONO WEBSITES

Mono Websites offers best-in-class technical SEO with minified CSS, W3C validation and optimization to meet Google Lighthouse standards (site performance and speed). What's more, the ability to add on-site SEO (keywords, H1 and alt tags, etc.), as well as schema.org mark up helps to generate richer search results for your SMB client.

Websites on the Mono Platform aren't portable, but our platform is designed with growth in mind. And no matter what theme or design that is used, your SMB client owns their website 100%.

Mono offers a fully-hosted solution with Amazon Web Services (AWS) that provides an uptime of 99.99%, as well as auto-renewal of SSL certificates and more. Any other hosting-related updates are seamlessly rolled out.

Designed for efficient production, the Mono Websites speeds up production time and reduces fulfillment cost, enabling you to offer Mono Websites at an affordable price point, and be more profitable on your website sales.

There is a professional online knowledgebase for Mono Websites with tips & tricks, video tutorials and step-by-step guides. Any other technical challenges? Let the Vendasta Team know and we'll work with them to quickly get it sorted.

SEO

PORTABILITY

HOSTING

PRICE

SUPPORT