

WEBSITE PLATFORM
COMPARISON GUIDE

WHITE LABEL IQ™

Platform Selection Cheat Sheet

Platform	Best When...	Avoid If...
 WordPress (Theme)	You need a fast, affordable marketing site with limited complexity	The client wants full layout control or custom interactions
 WordPress (Custom)	The brand demands tailored UX, layout control, or integrations	Timeline or budget are highly constrained
 WooCommerce	Your client needs flexible online selling with WordPress CMS	The catalog is extremely large or requires ERP-grade integrations
 Shopify	The client wants reliable eCommerce with less technical oversight	The store needs custom checkout logic or heavy B2B features
 BigCommerce	High-SKU clients with B2B workflows and system integrations	Design flexibility is a priority over backend structure
 Webflow	The brand is design-led and wants in-house control without WordPress	They need complex logic, integrations, or eCommerce scale
 Laravel	The client needs a custom SaaS, dashboard, or data workflow tool	They're expecting a traditional marketing site or basic store
 Wix	The client needs a quick, low-cost site and will manage it solo	They need flexibility, growth potential, or integrations

Helping You Choose the Right Build for Your Client

This table compares the most common platforms and service tiers we offer for website development. Use it to guide early client conversations around timeline, budget, complexity, and scalability.

Criteria	WordPress (Theme)	WordPress (Custom)	WooCommerce	Shopify (Grow Plan)	BigCommerce (Scale Tier)	Webflow (Custom)	Laravel (Basic App)	Wix
Ideal For	Simple sites, fast launch	Branded, flexible sites	Online stores (flexible)	Branded Shopify stores	Mid-size eCommerce	Design-led marketing sites	Custom portals/apps	Budget sites
Typical Page Count	5-25	15-75	15-50 + Products	10-30 + Products	15-40 + Products	5-10	5-15 screens	5-6
Design Source	Theme-based	Custom or Client Design	Custom/Theme	Theme or Custom	Theme or Custom	Custom	Custom UI	Theme
Product Support	—	—	10-1000+	50-1000+	50-500+	—	—	—
CMS/Editable	✓	✓	✓	✓	✓	✓	Optional	✓
Responsive	✓	✓	✓	✓	✓	✓	✓	✓
Timeline	2-4 weeks	5-8 weeks	4-10 weeks	4-8 weeks	6-10 weeks	4-6 weeks	3-5 weeks	2-3 weeks
Scalability	Medium	High	High	Medium	High	Medium	Very High	Low
Custom Logic Support	✗	✓	✓	⚠ (Limited)	⚠ (Some)	⚠ (Minimal)	✓	✗
eCommerce	✗	✗	✓	✓	✓	✗	✓ (custom logic)	✗
Third-Party Integrations	✓ (via plugins)	✓ (via plugins)	✓ (via plugins)	✓ (via apps)	✓ (via APIs/apps)	⚠ (Limited)	✓	✗
Estimated Cost	\$2.5K-\$12K+	\$8K-\$25K+	\$6K-\$50K+	\$3K-\$25K+	\$11K-\$25K+	\$4K-\$6.5K+	\$7K-\$12K+	\$2K+

⚠ = Limited or requires workarounds ✓ = Supported ✗ = Not Supported

Note: The pricing ranges listed above are intended to help guide early-stage conversations and budgeting decisions. Final pricing will be custom-quoted after we've reviewed the full project requirements, assets, and scope.