

BaseKit Site vs Competition

Use this when: a customer asks about how the website builder compares to WordPress/other site builders

	BaseKit Site	Other website builders	WordPress
Target audience	Designed for small and micro-businesses (1-10 people).	Mostly focussed on high-end users and low-end web designers.	WordPress is well known for being free so it may not be perceived as valuable.
Simplicity	Has been built with small business in mind, so it's easy to get professional results very quickly.	Other website builders assume the user has knowledge of how to create layouts, pick colours etc. resulting in unprofessional, broken-looking websites.	Small businesses just don't have the time to become WordPress experts, so they end up cancelling or paying someone else to do the work for them.
Completeness	The website builder, store and blog are all integrated into one convenient application.	Products from multiple vendors are often bundled giving an inconsistent user experience.	WordPress plugins come with compromises around security and quality.
Mobility	100% functional across mobile devices through a browser.	They have limited mobile capabilities or require installation of vendor-branded app.	Posting from a mobile is possible but many necessary plugins don't work.
Localisation	Provides relevant, localised content (text and images) to help people get started.	Many provide image assets that aren't suited to every market and culture.	Plugins are usually required to provide the right level of localisation.