

# Recommendanda's Website Builder Buying Checklist



Before diving into your website building purchase, ask yourself these key questions to ensure you're choosing the right fit for your business. As always, create your short list of website builders to vet using [Recommendanda](#).

No	Questions to ask and answer	✓
01	<b>Define Your Website's Purpose &amp; Type</b> <ul style="list-style-type: none"><li>• What type of website are you building?<ul style="list-style-type: none"><li>◦ Are you creating a blog, e-commerce site, portfolio, landing page, or a full corporate website?</li></ul></li><li>• Does the website builder support your website type?<ul style="list-style-type: none"><li>◦ Does the platform offer the templates, tools, and functionality tailored to your specific type of website (e.g., e-commerce features for an online store, portfolio templates for creatives)?</li></ul></li><li>• How customizable are the templates?<ul style="list-style-type: none"><li>◦ Does the builder offer customizable templates that suit your branding and design vision, or are they too rigid for your needs?</li></ul></li></ul>	
02	<b>Design &amp; Customization</b> <ul style="list-style-type: none"><li>• Does the platform offer a variety of themes/templates?<ul style="list-style-type: none"><li>◦ Are there plenty of options to choose from to get your website up and running quickly?</li></ul></li><li>• How flexible is the design editor?<ul style="list-style-type: none"><li>◦ Can you easily adjust the layout, colors, fonts, and overall design to match your brand?</li></ul></li><li>• Can you add custom features or integrations?<ul style="list-style-type: none"><li>◦ Does the builder allow for the addition of custom features, like booking systems, forms, or social media feeds?</li></ul></li></ul>	
03	<b>User Knowledge Level &amp; Ease of Use</b> <ul style="list-style-type: none"><li>• What is the user's skill level?<ul style="list-style-type: none"><li>◦ Are you a beginner with little experience in web design, or are you a more advanced user with coding knowledge?</li></ul></li><li>• Is the website builder beginner-friendly?<ul style="list-style-type: none"><li>◦ Does it have a drag-and-drop interface or easy-to-use tools that require minimal technical knowledge?</li></ul></li></ul>	

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04	<b>Integrations with Existing Martech Stack</b> <ul style="list-style-type: none"><li>• Can the website builder integrate with your existing martech tools?<ul style="list-style-type: none"><li>◦ Does it work seamlessly with your CRM, email marketing tool, analytics platform, and other systems you're using?</li></ul></li><li>• Does it integrate with e-commerce tools if you need them?<ul style="list-style-type: none"><li>◦ Can the platform support integrations with payment gateways, shopping carts, product management, or inventory tools?</li></ul></li><li>• Can the builder integrate with social media?<ul style="list-style-type: none"><li>◦ Can you embed social media feeds, integrate sharing buttons, or pull in user-generated content?</li></ul></li></ul>	
05	<b>Domain &amp; Hosting</b> <ul style="list-style-type: none"><li>• Does the platform offer domain hosting?<ul style="list-style-type: none"><li>◦ Does the builder provide domain registration and hosting as part of the package, or do you need to set that up separately?</li></ul></li><li>• Is the hosting reliable and secure?<ul style="list-style-type: none"><li>◦ Does the website builder provide reliable uptime, SSL certificates for security, and fast loading speeds?</li></ul></li><li>• Can you connect your own domain easily?<ul style="list-style-type: none"><li>◦ If you already have a domain, is it easy to point it to the builder's platform without complicated steps?</li></ul></li><li>• Does the platform offer scalable hosting?<ul style="list-style-type: none"><li>◦ As your website grows, can you easily upgrade your hosting plan or add additional features?</li></ul></li></ul>	
06	<b>SEO &amp; Marketing Features</b> <ul style="list-style-type: none"><li>• Does the platform include built-in SEO tools?<ul style="list-style-type: none"><li>◦ Does it offer features like customizable meta tags, alt text for images, and easy URL structuring to help optimize for search engines?</li></ul></li><li>• Does it support email marketing and automation?<ul style="list-style-type: none"><li>◦ Can you set up email sign-up forms, newsletters, and automated marketing campaigns directly within the platform?</li></ul></li><li>• Does it have built-in analytics or integrate with external tools?<ul style="list-style-type: none"><li>◦ Can you track site performance with built-in analytics, or does it integrate with Google Analytics, Google Tag Manager, etc.?</li></ul></li></ul>	

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07	<b>Mobile Responsiveness</b> <ul style="list-style-type: none"><li>• Are the templates mobile-optimized?<ul style="list-style-type: none"><li>◦ Does the website builder ensure your site looks great on mobile devices without needing additional customization?</li></ul></li><li>• Can you preview and customize the mobile version?<ul style="list-style-type: none"><li>◦ Can you preview how your site will look on mobile devices and make adjustments accordingly?</li></ul></li></ul>	
08	<b>Customer Support &amp; Resources</b> <ul style="list-style-type: none"><li>• What level of customer support is available?<ul style="list-style-type: none"><li>◦ Does the platform offer 24/7 support, or is support available only during certain hours? What channels do they provide (chat, email, phone support)?</li></ul></li><li>• Does the platform have a knowledge base or community forum?<ul style="list-style-type: none"><li>◦ Is there a robust self-service option with FAQs, guides, and forums where you can get help from other users?</li></ul></li><li>• Does the platform offer live chat or dedicated support?<ul style="list-style-type: none"><li>◦ If issues arise, is there an option for immediate help via live chat or dedicated account managers?</li></ul></li></ul>	
09	<b>Pricing &amp; Scalability</b> <ul style="list-style-type: none"><li>• Does the platform offer a pricing model that fits your budget?<ul style="list-style-type: none"><li>◦ Is there a monthly or annual subscription fee, and what's included in each pricing tier? Are there hidden fees for additional features?</li></ul></li><li>• Does the pricing scale as your business grows?<ul style="list-style-type: none"><li>◦ Does the platform offer tiered plans that accommodate growth, such as more storage, additional features, or higher traffic capacity?</li></ul></li><li>• Are there any free trials or freemium plans?<ul style="list-style-type: none"><li>◦ Does the builder offer a free trial or freemium plan that allows you to test the platform before making a financial commitment?</li></ul></li></ul>	