

A large, stylized 'VS' graphic in a light blue color, set against a dark blue background. A bright white lightning bolt strikes diagonally across the 'V' and 'S'.A logo for the '30 Day Portfolio Challenge'. It features a light blue bracket-like shape on the left, followed by the text '30 DAY' in white, 'PORTFOLIO' in white, and 'CHALLENGE' in a larger, bold, light blue font.

Portfolio Website Platforms Comparison Guide

When it comes to building your website and hosting your online portfolio, there are numerous options. To make it easier for you to pick the platform that suits you best, I'm reviewing the top contenders with pros and cons.

What factors come into play?

Even though we only discuss creating your online portfolio during this course, when choosing your website platform, I recommend picking one that's best for your business overall. My tip is to go with a platform that enables you to collect leads, sell products, and push you to level up your game. If you pick a platform that only lets you upload your portfolio, that's a dead-end for your business. With that said, I did not include any 'portfolio-only' platforms (such as UXFolio, Adobe's, or Dribbble's portfolio feature, etc.). Leave those for people who do not wish to take control and grow their businesses.

EXPERT TIP:

Pick a platform for the future, not for the present. Even if now your sole purpose is to upload your portfolio to a website, think ahead! Pick a platform that can scale with you. After your portfolio is done, you might want to create a better home page to introduce yourself. Maybe a sales page for your offerings. You need a CRM to keep track of incoming leads. Perhaps, there's a book idea in you, or you always wanted to sell digital courses. Having the option to do all these without the extra hassle and worry about technology is an excellent investment. A lot of people wouldn't get started selling online because they don't know where to start.



PRIMARY FOCUS

WordPress is the biggest blogging platform with the most extensive options for integrations and plugins.

IDEAL FOR

Low-budget entrepreneurs and those who like to piecemeal things together. WordPress is a good choice if you primarily want to do blogging, and if you are willing to either take the time to learn how to set up sites or pay for professionals to help you out.

Free, hosting \$3-4/month

Get started



PRIMARY FOCUS

Squarespace is an intuitive website builder that lets you create beautiful websites and build eCommerce sites easily.

IDEAL FOR

Squarespace is geared towards entrepreneurs who value splendid visual designs - especially those in the fashion and design industry. It's good for getting started and has features to support selling online.

Starting at \$12/month

Get started



PRIMARY FOCUS

Webflow is an exciting website builder specifically targeting designers with a bit of coding background.

IDEAL FOR

Webflow is best for designers with a bit of a coding background who want to create beautiful custom websites and are willing to invest the time to learn the ins and outs of the powerful Webflow editor.



Starting at \$12/month

Get started



PRIMARY FOCUS

Basic website editor with ecommerce features and marketing tools to help your website grow.

IDEAL FOR

Wix is a great beginner allrounder. Great for putting together a quick site but can also support you growing your eCommerce business. Lots of integrations, great for many online entrepreneurs.



Starting at \$5.3/month

Get started

Primary focus - WordPress is the biggest blogging platform with the most extensive options for integrations and plugins.

Page editor		To edit layouts and access a visual editor in WordPress, you need to buy and install a 3rd party plugin like Divi (\$89/year) or Elementor (starting at \$49/year). These plugins will make it possible to build up any page you want. Usually, the learning curve is a bit steep and takes time to figure out how WordPress works.
Portfolio module		Both Divi (\$89/year) and Elementor (starting at \$49/year) enable you to create your portfolio pages, upload images, or embed prototypes.
Selling products		You need an eCommerce plugin to begin selling on WordPress. Some top paid plugins include WooCommerce, Shopify, and Memberpress starting \$29/month. They all come with different pricing and pros and cons depending on what you are looking to sell (e.g., physical goods, info products, or membership subscriptions).
Create order bumps to increase cart value and overall revenue		Most of the top paid eCommerce plugins has this option.
Add one-click upsells to increase revenue		Most of the top paid eCommerce plugins has this option.
Sales funnels		You need a plugin to create sales funnels inside WordPress, like CartFlows, which starts at \$299/year.
A/B split testing pages and funnels		You need a plugin to conduct A/B tests on a WordPress site.
Analytics, traffic metrics		Yes
Contact form to collect leads.		Yes
CRM		Depending on the complexity, there are free (such as WP ERP), and paid plugins to extend WP's functionality with a CRM.

Blog	😊	WordPress is a massive blog platform, and that's what they do best, although it can be tweaked via plugins to do many things.
Membership	😊	You need a plugin like MemberPress (starting at \$149 a month) to be able to create membership areas, locked contents and digital courses.
Digital courses	😊	You need a plugin like MemberPress (starting at \$149 a month) to be able to create membership areas, locked contents and digital courses.
Templates	😊	There are millions of free and paid templates available for WordPress. Using Divi or Elementor lets you build your own templates and custom websites too.
Appointment booking	😊	You need a plugin like the free WP Simple Booking Calendar plugin or go for a more sophisticated solution such as StartBooking (starting from \$12 a month)
Add custom domain	😊	Yes
Hosting included in the subscription	😊	You need a paid hosting provider to host your WordPress site. One of the most popular providers is Bluehost (starting at \$2.95/month).
Built-in SSL security	😊	Depends on the hosting provider
Plugins/Integrations	😊	You need plugins to extend WordPress's built-in functionality. For starters, you need Divi or Elementor to create pages with custom design, but the list goes on. Some examples you might need: plugins to integrate with email software, SEO plugin, Cookie Consent plugin, embed PDF plugin. WordPress has a vast library of plugins you can install, and a lot of them are free. Although it takes time to find the right plugins and you cannot have too many of them as it slows the pages down considerably.
Cost		WordPress is free, although you will need to pay for hosting (\$3-4 a month) and whenever you need more functionality than a simple blog website. Just to host your portfolio you will need Divi or Elementor (\$80 - \$100 per year) to get full control over the design.

Primary focus - Squarespace is an intuitive website builder that lets you create beautiful websites and build eCommerce sites easily.

Page editor		It takes some time to get used to the Squarespace editor. In return, it comes with lots of different built-in templates for sections, and you can also build your own interfaces with the widgets offered.
Portfolio module		It's possible to create great-looking portfolios with Squarespace using some of their built-in widgets.
Selling products		Yes
Create order bumps to increase cart value and overall revenue		No
Add one-click upsells to increase revenue		No
Sales funnels		No
A/B split testing pages and funnels		No
Analytics, traffic metrics		Yes
Contact form to collect leads		Yes
CRM		No

Blog		Squarespace offers cool blogging capabilities to publish stylish blogs.
Membership		You can create membership sites and digital courses with a few tweaks, although it's not the strength of Squarespace.
Digital courses		You can create membership sites and digital courses with a few tweaks, although it's not the strength of Squarespace.
Templates		Squarespace has beautiful built-in templates for you to use. Aside from that, you can easily build up your own websites with the styling of your choice.
Appointment booking		Squarespace has a module called "Scheduling," which offers appointment booking for a fee on top of the regular subscription (starting at \$14/month). That module unlocks your clients' ability to book meetings and workshops with you and connect it to paid services.
Add custom domain		Yes
Hosting included in the subscription		Yes
Built-in SSL security		Yes
Plugins/Integrations		Squarespace integrates with lots of different tools from payment processors (e.g. Paypal, Stripe) to social widgets (e.g., Facebook, Instagram, Flickr) and analytical tools (e.g., Amazon affiliate tracking, Mailchimp).
Cost		Starting at \$12/month

webflow

Primary focus - Webflow is an exciting website builder specifically targeting designers with a bit of coding background.



Page editor		Although you do not need to write code, it's easier to understand the concept of Webflow if you are familiar with how HTML + CSS work. Webflow is primarily built to create stunning websites with beautiful animations and transitions. With that said, the editor's learning curve is definitely steeper; in exchange, the sky is the only limit when it comes to design.
Portfolio module		You can create great looking portfolios and case studies with Webflow. It has a CMS module that will allow you to create reusable components and attach a simple database to upload new content.
Selling products		Yes
Create order bumps to increase cart value and overall revenue		No
Add one-click upsells to increase revenue		No
Sales funnels		No
A/B split testing pages and funnels		No
Analytics, traffic metrics		Yes
Contact form to collect leads		Yes

CRM	  No
Blog	  You can create a custom blog using Webflow if you sign up for a plan that includes the Webflow CMS. Having the CMS at your hand, the sky is the limit when creating your blog.
Membership	  You need a plugin to add membership sites to Webflow.
Digital courses	  You need a plugin to add digital courses to Webflow.
Templates	  Webflow has some beautiful templates, but it's more about giving designers the freedom to imagine and create web interfaces without coding.
Appointment booking	  You need a plugin to add a booking system to Webflow.
Add custom domain	  Yes
Hosting included in the subscription	  Yes
Built-in SSL security	  Yes
Plugins/Integrations	  Webflow offers a wide range of integrations to extend the functionality of the core app.
Cost	Starting at \$12/month, eCommerce starting \$29/month



Primary focus - Basic website editor with ecommerce features and marketing tools to help your website grow.



Page editor	  Wix comes with a visual editor that's easy to learn and lets anyone create a website or eCommerce page. Best for beginners and non-designers.
Portfolio module	  It's possible to create great-looking portfolios with Wix using some of their built-in widgets.
Selling products	  Yes
Create order bumps to increase cart value and overall revenue	  No
Add one-click upsells to increase revenue	  No
Sales funnels	  No
A/B split testing pages and funnels	  No
Analytics, traffic metrics	  Yes
Contact form to collect leads	  Yes
CRM	  No

Blog	 Wix has a basic blog module.
Membership	 You can create membership sites and digital courses with a few tweaks, although it's not the strength of Wix.
Digital courses	 You can create membership sites and digital courses with a few tweaks, although it's not the strength of Wix.
Templates	 Wix has built-in templates that are catered towards budding entrepreneurs to get started without a designer.
Appointment booking	 Booking module available in the Business Premium Plan.
Add custom domain	 Yes
Hosting included in the subscription	 Yes
Built-in SSL security	 Yes
Plugins/Integrations	 Wix offers a wide range of integrations to extend the functionality of the core app.
Cost	Starting at \$5.3/month, eCommerce starting \$14.7/month