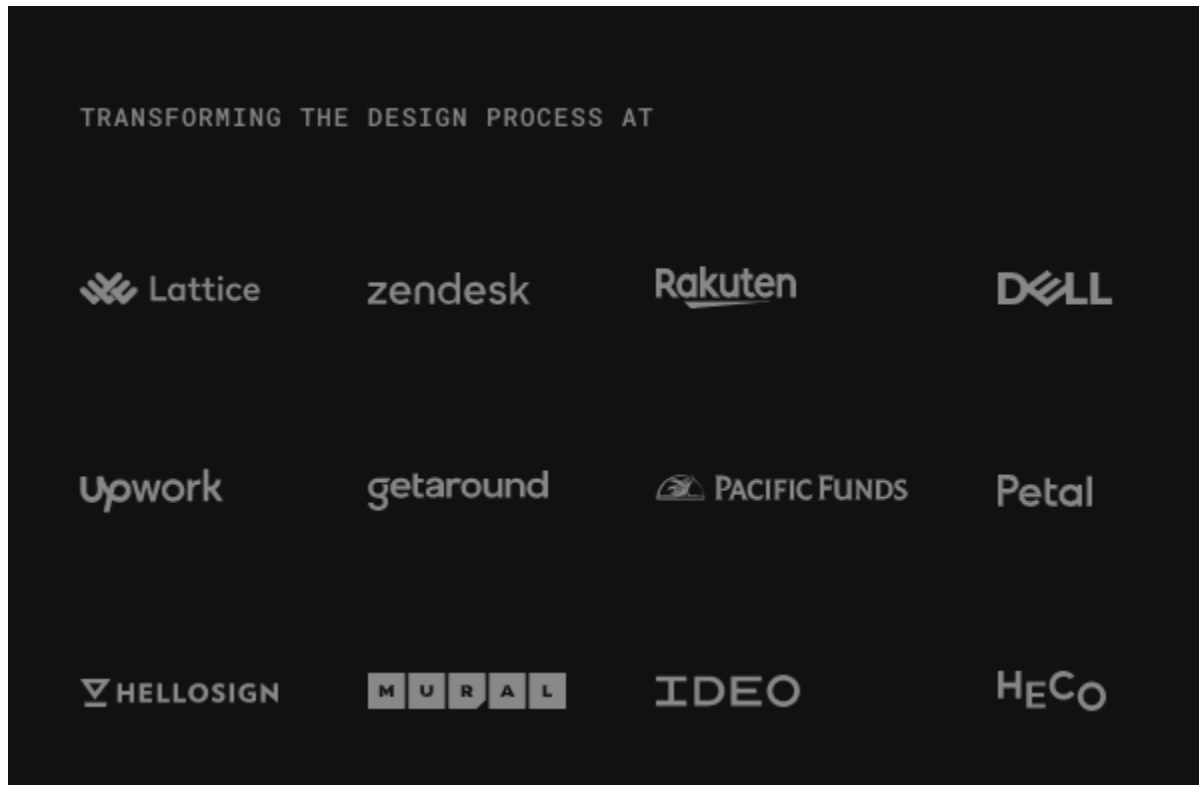


# Other Sites That Use Webflow



- [Vous Conference](#)
- [Vous Church](#)
- [Reach Church](#)
- [Rakuten](#)
- [Dell](#)
- [ZenDesk](#)

# Pros + Cons

## Webflow Pros

- Puts control of design back into hands of designer + crtv / vs having to go through developer: Design in a visual blank canvas similar to how an Adobe program operates as Webflow translates design into clean code ([More about Webflow designer](#))
- Webflow automatically generates clean code as you design = faster site speed + higher Google rankings
- Easily train “editors” to make basic changes in their front end editor view -- editors can easily edit text, manage orders, manage blog posts if needed, automate SEO, download form submissions -- ie. Bayside College, Bayside Worship (\*\*show example), XII Conf, other ministries, can easily make basic edits ([More about Webflow editor](#))
- Advanced security: two factor setup, free SSL certificate ensuring all website traffic between your web server and user's browser is secure and cannot be read, customers privacy, role based permissions ([More about Webflow security](#))
- Fast and reliable hosting: Amazon cloudfront, average page load 1 second ([More about Webflow hosting](#))
- Removes need for developer to build out things we currently rely on them for, such as: Building and adding styles to header and footer menus, uploading custom fonts, default font sizes and styling, other design changes that may be buried in code
- Easily implement movement and interactions to designs without compromising page load time - Brings CSS and JavaScript into a completely visual tool ([More about Webflow interactions](#))
- Clone pre-made websites built by other Webflow users for free, purchase templates, OR build from scratch

- Built in option to add Ecommerce plans with order management system OR integrate with Shopify for a more advanced order management system ([More about Webflow Ecommerce](#))
- Switch back and forth between mobile, desktop, and tablet views to design for each response
- Define style/ color guide for whole site
- Easily and quickly upload Google, Adobe, or custom fonts/ assign fonts
- Each site is pre-setup to work with integrations with simple copy and paste of key or id: Google analytics, Google optimize, Google maps, Facebook pixel vs having to download a plugin or add into site wide code (\*show example)
- Set up client billing (ministry sites, hosting charged straight to them vs creative having to manage charging budget)
- Built in SEO integration without use of plugin: automatically assign Meta titles and descriptions helping search engines understand the content on a page, quickly create 301 redirects, simple to add alt tags ([More about Webflow SEO](#))
- Webflow automatically checks for ADA compliance and directs you to where you need to address accessibility issues ([More about Webflow audits](#))

## Webflow Cons

- Not as widely used/ onboarding volunteers or new staff -- The designer itself could be a bit intimidating upon first view. There are dozens of options and settings thrown at you immediately, and it can take some time getting used to where everything is and how it all works together - I would compare to having to learn an Adobe program
- Time it would take to switchover - and additional training
- The switchover would affect current SEO ([How to minimize this:](#) set up 301 redirects for old pages directing to homepage, add meta titles + descriptions, add alt text to images)
- Cost vs free

- Outsource larger projects such as a prayer wall, projects that require a developer build out

## Wordpress Pros

- More widely used/ onboarding volunteers or new staff - More people know how to navigate and use Wordpress
- Add as many users (administrators, editors, etc) without additional fees
- Hired developers for special projects are more likely able to navigate Wordpress vs. Webflow (digital prayer wall, digital notes, etc)
- Highly customizable design with advanced coding knowledge or using premade themes/ templates (pro or con depending on designer)
- Free in cost because of non-profit grants
- In house servers/ hosting

## Wordpress Cons

- Highly customizable design with advanced coding knowledge or using premade themes/ templates (pro or con depending on who is actively working on site - developer or designer?)
- Code can become messy as plugins are added or updated and changes are made to site
- Webflow has natively integrated Amazon Cloudfront CDN. It is unlikely to ever be down. Wordpress doesn't. If you need it, it will be another invoice, another payment, another thing to worry about. ([source](#))
- Plugins needed for things like: Analytics, SEO, site speed optimization
- Plugins are developed by a third party - higher chance a plugin could interfere with the rest of our site (there's been times I've updated a plugin and it's taken the site down) + security risk

(I've been communicated to not download specific plugins such as Elementor due to security issues)

- Requires more resources (plugins, graphics, developer help) and time to build pages or sites with interactive and creative design (i.e. Multi layered graphics with movement, background videos - Bayside College example, custom styled forms vs embedded and prestyled)

## **Next Steps?**

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