Website Platform Comparison

Updated 05/03/2022

	*Twenty over Ten	**Wordpress**	**Squarespace**
General			
Monthly Cost	$109 to $249/mo. (billed annually)	$15/mo. (billed annually)	$19 to $65/mo.
Mobile Application	No	Yes	Yes
Security			
Admin Access Controls	Yes	Yes	Yes
Encryption	Via Integration	Via Plugins	256 Bit Encryption End-to-End
2FA	None	Authenticator Application *Requires Plugin	Email, Text
Website Hosting			
Website Templates	Moderate	Robust	Robust
SEO Features	Moderate	Advanced	Advanced
Blog	Yes	Yes	Yes
Site Migration	No	Self-Migration	Self-Migration
Customization	Robust	Robust	Robust
Site Archiving	Included	Not Included	Not Included
Page Limits	Unlimited	Unlimited	Unlimited
Site Maintenance	Done-for-you	Self-Managed	Done-for-you
Integrations			
Zapier Integration	No	Yes	Yes
Other Integrations	Google Analytics, Calendly, Redtail	Google Analytics, Google Workspace	Acuity, Dropbox, Google Analytics
G2 Rating			
Overall	Not Enough Data	4.3/5	4.4/5
Ease of Setup	Not Enough Data	8/10	8.8/10
Ease of Use	Not Enough Data	8.3/10	8.8/10
Quality of Support	Not Enough Data	7.8/10	8.5/10
Summary			
Best For Firm Size	Any	Any	Any
Best Features	Built-in compliance and approval engine Automatically archive published website	Extensive range of-built in features that allow for complete customization of website	Drag-and-drop website builder offers quicker setup and better ease of use Security updates, site

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	changes SSL certificate and website hosting included	Unlimited third-party integrations and plugins to enhance site functionality	maintenance and other technical tasks are handled by Squarespace experts
Worst Drawbacks	Closed off platform that offers the most limited third-party integrations than competing CMS platforms at a much higher cost.	Requires more technical savvy and potential coding knowledge Hosting, security, updates and ongoing site maintenance are site owner's responsibility	Doesn't have as extensive of a third-party app library to enhance site functionality Less robust blogging platform as competing systems
Outcome			
Twenty over Ten	Twenty Over Ten's website development and online marketing system caters specifically to financial advisors and offers built-in compliance and approval features, albeit at a much higher cost and with greater limitations than more standard CMS platforms.		
Wordpress	Wordpress is tailored for blogging and users with content-heavy websites. While getting set up will require technical knowledge, it's the best option for completing customizing a website from scratch, especially with unlimited third-party app integrations to choose from.		
Squarespace	Squarespace is great for non-technical users who want to create a website fairly quickly with simplified ongoing maintenance at a standard monthly cost. Squarespace also offers good built-in ecommerce functionality and a dedicated support team.		

* Note – ACP Vendor Partner discount offered.

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