



Welcome!

#WCHFX

 bluehost

 Jetpack

 **Woo** **COMMERCE**

GoDaddy  Pro

 hover

 Chalk

 websavers

 DreamHost

WordPress.com vs WordPress.org

Tim Covell

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About Me

- First website 1997
 - Notepad, Frontpage, Dreamweaver, Expression Web
 - Moved to WordPress 2012
 - Use .com and .org
 - Web hobbyist, freelance writer, freelance editor, and researcher of film classification systems.
 - www.covell.ca
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Three Things for a Web Site

- **Software**, for the pages and the site
 - WordPress (60% of market), Joomla 6%, Drupal 4%, many others...
 - **A host**, to make the web pages available on internet
 - A hosting company rents you space on a web server
 - **A domain name**, to give your site an address
 - Purchased from a name registration company (or shared with the host)
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What is WordPress?

- Software for web sites
 - Builds web pages and blog posts
 - User friendly or HTML content entry
 - Organizes site pages and blog posts, sets home page, menus
 - Allows and limits comments
 - Sets appearance and modifies for different devices (themes)
 - Manages Users
 - Organizes photos
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Three Ways of WordPress

- **WordPress.com**
 - Complete solution: Software, hosting, and can share a domain name
 - **WordPress.org**
 - Just the software: You must purchase hosting and a domain name
 - **WordPress multisite**
 - Complete web solution, but not from WordPress
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Choosing Your WordPress

- Each has advantages and disadvantages.
- If it must be free, WordPress.com.
- Otherwise, either can work. WordPress.com offers plans and standalone services to make it more powerful and flexible.
- Not as simple as .com for small, simple sites, .org for big complex sites:

NEWYORKPOST



People

HARRY'S

QUARTZ



jet

VARIETY



THE Sun

Microsoft

TED

TIME



facebook

Know Your WordPress

- There is lots of online help for using WordPress
 - Core software is the same, so some features are the same
 - Adding a link? Want it to open in a new tab? Done the same way in any WordPress
 - Many features are different.
 - Adding an image map? Done with a plug-in using WordPress.org, can be done with HTML editing in WordPress.com.
 - If searching for help online, or reading forums, know what you are looking for, and what is being described.
-

Software

WordPress.com

- Updates automatically
- No modifications or plug-ins
- Includes some features that are plug-ins to WordPress.org
- Other plug-ins can be obtained if plans purchased

WordPress.org

- You are responsible for updating
 - Can modify core files
 - Create, install, and modify plug-ins
 - You are responsible for security and updating of modifications and plug-ins
 - Can be installed locally
-

Hosting

WordPress.com

- Included
- Free is limited to 3 GB space
- Can be increased with payment
- No traffic restriction
- Statistics included

WordPress.org

- Must purchase separately
 - Size limits and cost vary
 - Traffic may be limited
 - You can choose server location
 - Statistics from hosting company, or WordPress.com (Jetpack)
-

Domain Name

WordPress.com

- Not required
- *yoursite.wordpress.com*
- Can be added with payment
- Can be purchased from WordPress or a names registrar
- Included with purchased plans

WordPress.org

- Required
 - May be included with hosting
 - Can be purchased from host or names registrar
-

Email

WordPress.com

- Email hosting not included
- If using a custom domain name, can forward to another email account, or to a mail hosting service
- Mail hosting may be included with domain name

WordPress.org

- Email hosting not included
 - Usually included in the hosting plan
-

Security

WordPress.com

- Comment spam protection
- SSL enabled

WordPress.org

- Comment spam protection
 - SSL can be added, usually available from host, may require payment
 - Web space must also be protected
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Backups

WordPress.com

- Not required
- Data can be exported
- Backup service can be purchased

WordPress.org

- User responsible
 - Recommended before upgrades
 - Usually included in hosting plan
-

User Accounts

WordPress.com

- Must create a WP account
- WordPress account is site login
- One WP account can access many sites

WordPress.org

- WP Account not required
 - WP account can be used for some features, e.g. Jetpack
 - Will need separate host account for web host company
-

Themes

WordPress.com

- About 150 free
- About 200 can be purchased
- More themes available with purchased plans
- Limited easy customization, depending on theme.
- Unlimited customization (coding) can be purchased

WordPress.org

- Web host supplies some
 - Thousands available free
 - Thousands can be purchased
 - Make your own
 - Limited easy customization, depending on theme.
 - Unlimited customization (coding)
-

Support

WordPress.com

- Community
- Email and chat support included with purchased plans

WordPress.org

- Community
 - Host supports hosting issues
 - Host may support WordPress issues
-

Advertising

WordPress.com

- WP places ads and branding on your site
 - Revenue share if high traffic
 - Cannot run own ads – affiliate links and self-promotion permitted
 - Ads and branding can be removed, your ads run, with purchase of plans
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WordPress.org

- No WP ads
- Branding can be removed
- Run your own ads
- Run WordPress.com ads (WordAds) with JetPack paid plan

Content

WordPress.com

- Mature Content must be identified
- Some content and links prohibited
- Read the Terms of Service

WordPress.org

- Content up to the hosting company
 - Read the Terms of Service
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What about MultiSites?

- Using a WordPress multisite is a lot like using a WordPress.com site. But the terms, conditions, and costs are all set by the owner and operator of the site.
 - A multisite has little advantage over WordPress.com for most people, but in some cases a using a multisite designed for niche interest or business type might be easier.
 - Setting up a multisite can be a solution for franchises, real estate offices, and other situations where there's a use for a set of similar sites.
 - WordPress.org must be used to set up a multisite.
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Cost – Depends on Requirements

WordPress.com

- Plans: Free to \$396 per year
- \$60 per year:
 - No ads, One domain name (from WordPress)
- Does not include email server
 - Often not required
 - G-Suite \$60 per year

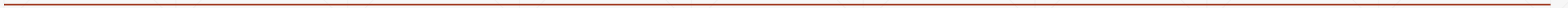
WordPress.org

- Start at \$60 per year for hosting:
 - Email Server, One domain name (from hosting company)
 - May not include security certificate - about \$40 per year
-

Some Things to Consider

- WordPress.com easier to set up and maintain
 - WordPress.org allows more features and appearance options
 - One stop shopping and support: WordPress.com
 - Set up multiple sites: WordPress.org
 - No money: WordPress.com
 - Need to know or choose server location, or run own server: WordPress.org
 - WordPress.com easily migrates to WordPress.org
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Questions



WordPress.Com vs WordPress.org

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