WordPress.com vs WordPress.org

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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

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)

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

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

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:

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

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

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

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.

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
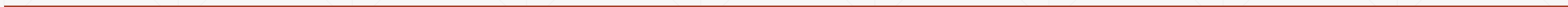 - Often not required
  - G-Suite $60 per year

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

Questions