Webflow VS WordPress Research for DoorLoop.com

See full comparison sheet

Why did we not like WordPress?

1. So many plugins and things going on, no one knew what was going on, what was loading, multiple versions of javascript and jquery
2. Couldn't really build our own pages
3. Couldn't manage 100 landing pages easily, had to create 100 different URLs
4. Got hacked, not as secure
5. Website went down so many random times
6. Got very bloated over time with custom code no longer used
7. Was always super slow and never performed well on speed tests even after doing every optimization possible
8. Had to deal with servers, FTP, and things breaking

My summary of WebFlow VS WordPress after spending a few months in Webflow:

1. Although Webflow doesn't have as many features, plugins, or customizations as WordPress, it's been fine and I haven't run into too many issues or any deal breakers. The beauty is that everything built-in works REALLY well out of the box compared to WordPress plugins. Webflow has NEVER crashed on me once compared to Wix, WordPress, and Instapage that all used to crash.
2. Just to reiterate, there's been 0 issues since day 1, and I've never had to call Webflow once. We used to spend days fixing server issues and calling our host with WordPress. The backend on Webflow is super solid and reliable.
3. Once you get the hang of Webflow, you can understand why so many people love it. You can edit the website for any device size as if you're editing the live visual frontend version of the site. In WordPress, it feels like you're editing the backend where you have to find the section you want to edit.
4. Editing different breakpoints or screen sizes in WordPress is a nightmare and near impossible. In Webflow it's a dream come true.
5. The site is FAST. No, like you don't understand, it's ridiculously fast. After adding so much custom code, images, and scripts, it's still getting 95/100 on all major speed tests. Pages load instantly, NO LOAD TIME!! This will be HUGE for bounce rates, conversions, and SEO.
6. Working with reusable sections that stay in sync (called Symbols) is amazing.

7. CMS collections for blog posts, resources, landing pages, and anything you can imagine, is still one of the best selling points. When you understand how it works, the possibilities are endless.
8. Overall, we're sticking with Webflow because of CMS collections and speed. Regardless of how hard it is to master, the most important metric for us is conversions and Google rankings and Webflow will deliver the best of both. With that being said, I still don't think it's the best option for 90% of my friends and family who would be completely lost.
9. For reference, here is our site built in Webflow: https://www.doorloop.com

Best features that make Webflow better than WordPress, Instapage, & Wix:

1. **The cleanest HTML code.** If you create a blank page in WordPress, it will have, on average, 100 lines of code. If you do it on Wix, it's 300 lines of code. They both load TONS of scripts even though it's a blank empty page. On WebFlow, it's 3 lines of code.

2. **Super fast instant load times.** Because the code is so clean and optimized, and because they use Fastly.com, the pages load instantly. For the first time ever, you can finally achieve a 100/100 Google Pagespeed Insights, Pingdom Tools, and GT Metrix score.

3. **Best for SEO.** Because the speed is so fast, and the code is so optimized, your SEO rankings will be much higher as speed is one of the main factors.

4. **The most responsive.** Because everything is built in blocks/sections/divs, it makes it the most responsive platform and website. Instapage for example, only is responsive on desktop and mobile. It's possible on WordPress, but much harder, and no one does it. In WebFlow, it will always look good on any screen size and any future device.

5. **No plugins, updates, or themes to worry about.** Every time you update WordPress, or a plugin or theme, you always risked breaking something, and would cross your fingers and hold your breathe before pressing the update button. There is none of that work Webflow. Instead of plugins, you have certified 3rd party integrations that won't break (but there aren't as many). You also have the "Cloneable Designer Showcase" which allows you to clone any design, animation, idea, or template that other designers shared for free. There is actually some really amazing free content here.

6. **Perfect backups and revisions.** Every update is automatically backed up, with an option to restore in 1 click. You can also preview the backup before restoring it. With WordPress, it barely ever worked, and would usually break.

7. **Better Security.** WordPress has so many vulnerabilities thanks to 3rd party plugins being outdated and having bugs. Even if an old plugin is inactive, it can still be a backdoor. We got hacked and had malware on our site numerous times. This would never happen with Webflow. Think Mac VS PC.

8. **Reusable images and sections that stay in sync.** One of Webflows best features is called Symbols. It allows you to use the same image or clone a section of your site to use on any other page. If you update the image or section, it updates everywhere, and for all breakpoints (devices and screen sizes). This is called "Global Blocks" in Instapage which costs $500/month!!

9. **WordPress plugin**. If you still want or need to use WordPress, you can use Webflow pages, publish them to your Wordpress site, and still get all the benefits of Webflow, just like Instapage does.

10. **Dynamic landing pages**. My favorite feature, and one of the main reasons we are using Webflow. Webflow has "CMS Collections" that is like a database with rows and columns, like an Excel spreadsheet. If you need 100 landing pages for Google Ads with 100 different keywords on each page, you would normally need to create 100 different pages in WordPress or Instapage. With Webflow, you create one page to use as your template, and you use merge codes everywhere for all text, buttons, links, and even content and images. In the spreadsheet, you just add a new row for a new dynamic page, and you type in the keyword to replace, and anything else you want to change on that specific page. Then, you create a link for it, and it's now a live page on the web. You can create CMS Collections for blog posts, webinars, whitepapers, podcasts, resources, dictionaries, ANYTHING!

11. **Staging site**. Anytime you want to test out your new site or page live, Webflow gives you a private staging site so you can see if you broke anything before going live.

12. **Super affordable.** By far the best value. A great managed WordPress host server would cost $40-$75/month. Instapage would cost over $500/month. Webflow is only $12-$36/month for everything. And they won't triple your price annually like Instapage does.