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WordPress or a drag-and-drop website builder: what you gain and what you give up

WordPress & Site Builders

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WordPress or a drag-and-drop website builder: what you gain and what you give up

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Pick the builder if you want the site online quickly and with no upkeep; pick WordPress if you want room to grow and to own everything. The difference is not how the site looks, which can be good in both cases. It is who maintains it, how much you can change it, and what happens when you want to move.

The two ideas, in two lines

A **drag-and-drop builder** is a visual tool: you choose a template, move blocks with the mouse and publish. It can live on the platform of whoever sells it or, like the Sitejet Builder that comes with cPanel, publish ready-made files to your hosting. **WordPress** is a program installed on your account, with a database, themes and plugins, and an administration dashboard. See **what WordPress is** and **what a CMS is**.

Side by side

Question	Builder	WordPress
How fast is it online?	Very fast: template, text, publish.	Fast with a ready-made theme, but there are more decisions (theme, plugins, settings).
Who does the updates?	Usually whoever supplies the builder. If the site is published files, there are no plugins to update.	You, or whoever you hire: core, theme and plugins. See **updating WordPress**.
How much freedom?	What the builder offers. What is not among its blocks usually cannot be done.	A lot: themes, plugins and custom code for almost anything.
Shop, members area, large blog	Depends on what the builder includes. Check before you start.	Where WordPress stretches most, with plugins made for each case.
Where does the site live?	Depends on the kind: on the platform, or as files in your account.	In your account: the files and database are yours.

Question	Builder	WordPress
What if you want to move in three years?	Ask now what can be exported. See **who owns the site and how to leave**.	You take files and database with you.

Deciding in four questions

1. **Will you touch the site every week?** If so, the WordPress dashboard, with posts, categories and users, suits you better. If it is a brochure site that changes twice a year, the builder is enough.

2. **Will you need something you do not know about yet?** Bookings, membership fees, courses, a shop with stock. If the answer is “maybe”, WordPress does not force you to change system when that day comes.

3. **Who will look after maintenance?** A WordPress site nobody updates becomes the way in for people looking for vulnerable sites. If nobody wants that chore, the builder spares you.

4. **Do you already have hosting?** Then there is no need to pay for a separate platform: both options are on the same account, Sitejet Builder in cPanel and WordPress through the installer. See **Sitejet Builder or WordPress**.

“Easier” does not mean “no work”.
A builder takes updates off your plate, but it does not write the text, choose the photographs or handle SEO. And WordPress is not hard to learn, only longer. Compare the time you have, not just the difficulty.

You can start simple and move up later.
Many sites begin as a single presentation page and become WordPress when they need a blog or a shop. Keep the texts and images somewhere of your own from day one and the move will hurt less.

NEED A HAND?

Have a site in mind and not sure where to start? Tell us what you need and we will point you to the shortest route.

Open a support ticket →

SEE ALSO

- **Sitejet Builder or WordPress: which one suits your site**
- **Website builder subscription or your own hosting: who owns the site, and how to leave**
- **WordPress explained, and when it is the right choice**
- **Creating your website**

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