WordPress.ORG vs WordPress.COM:

THE POWER OF WORDPRESS.COM

JULIA AMOSOVA

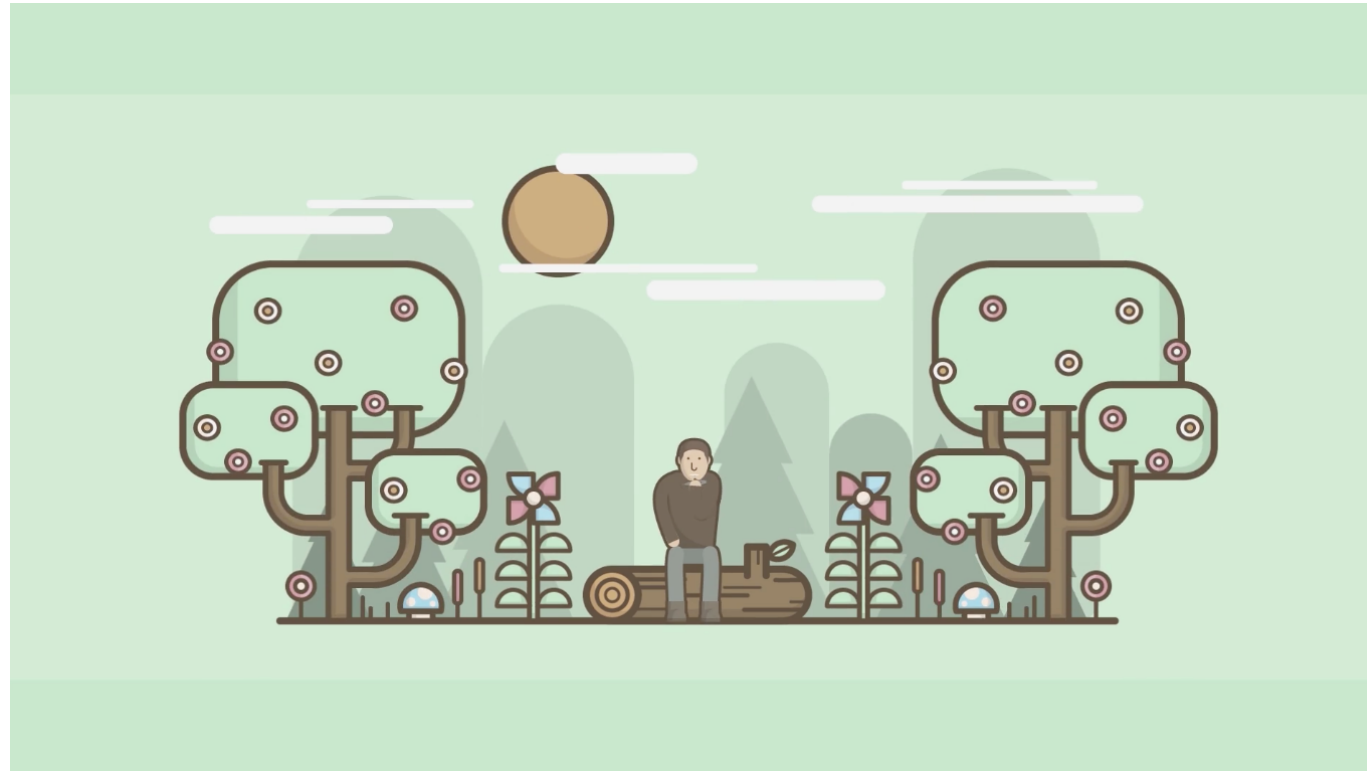Happiness Engineer
Automattic

julia.amosova@automattic.com

DOMAIN

.COM

Free Domain
YourGroovySite.wordpress.com
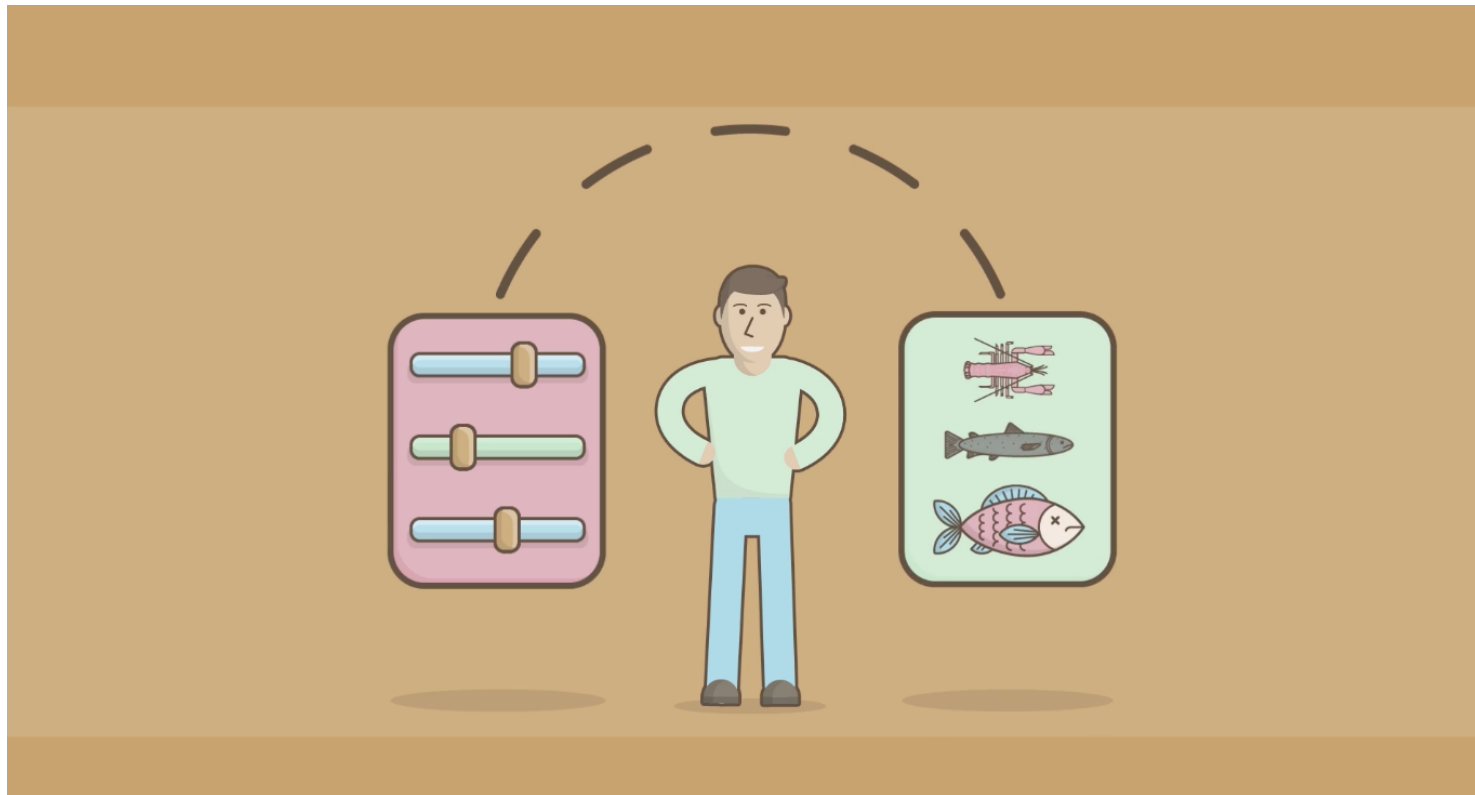with option to upgrade to
YourGroovySite.com

.ORG

Register domain
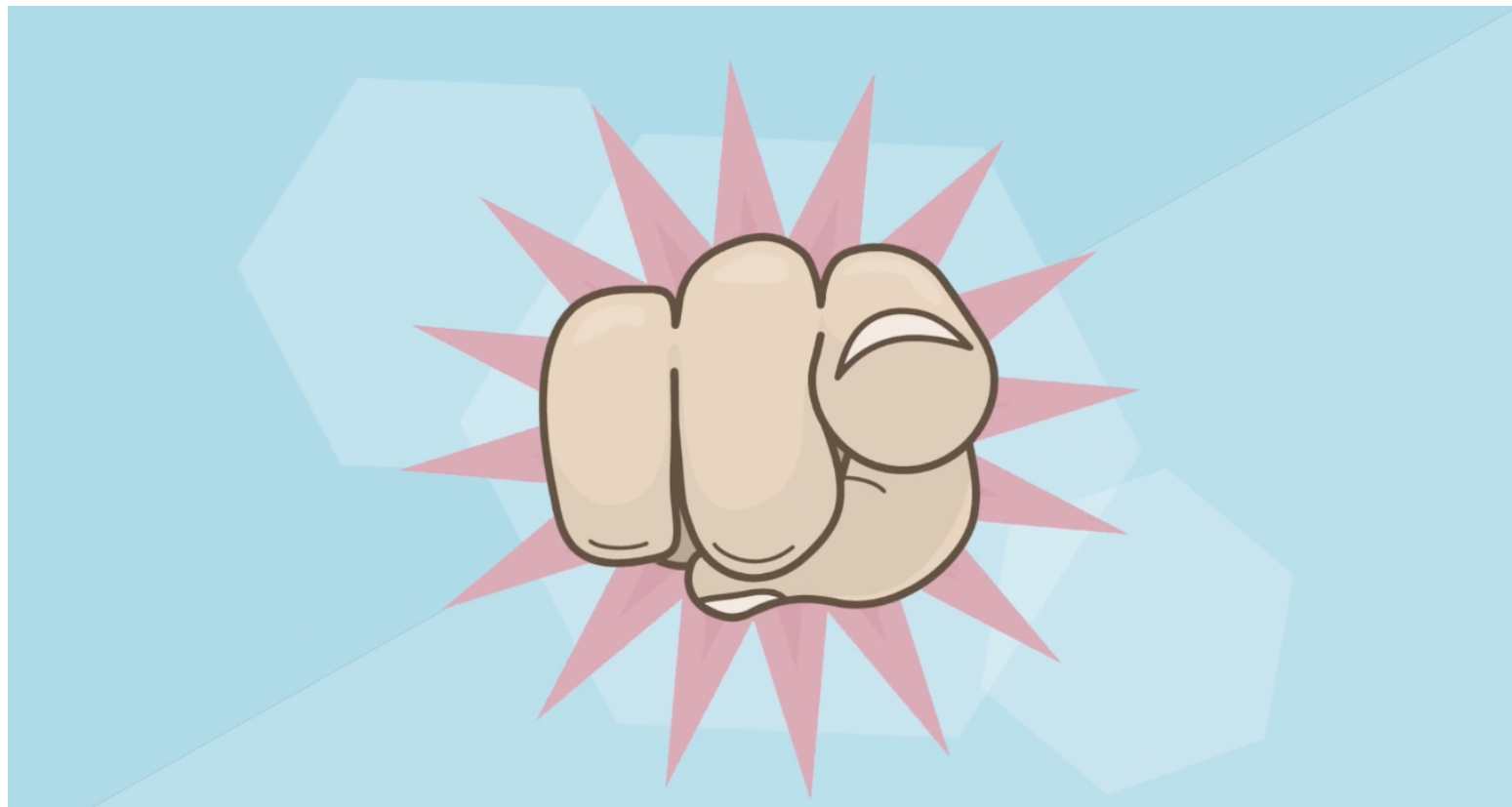anywhere you like:
GoDaddy, BlueHost
and so on

HOSTING

.COM

Premium hosting, security, and backups are included.

.ORG

You'll need to find a host, and perform backups and maintenance yourself.

THEMES

.COM

Choose from hundreds
of beautiful themes.
Make it your own with
Custom Design.

.ORG

Install custom themes.
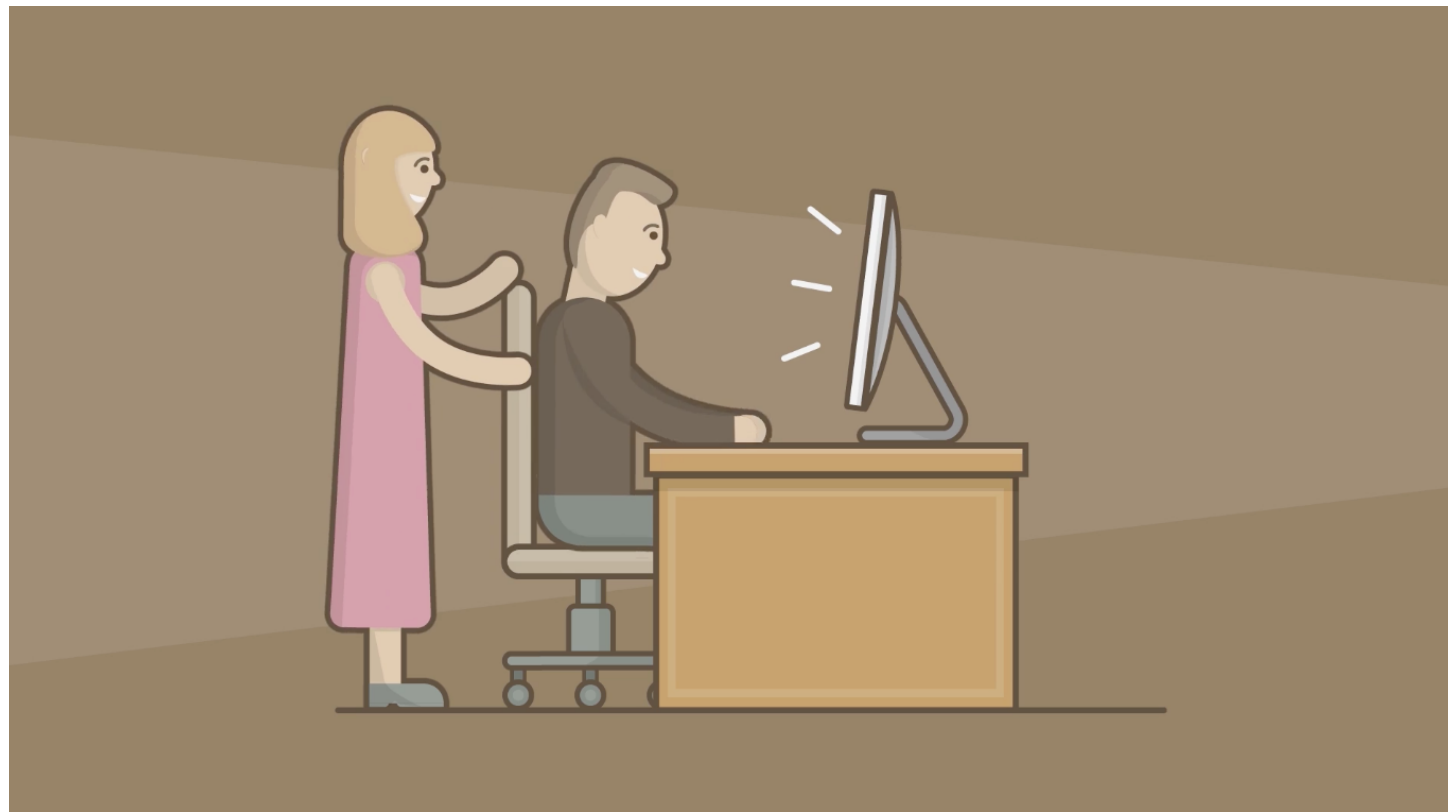Build your own with
PHP and CSS.

CODE / THEME FILES

.COM

No access to theme files
(PHP code).
Can override CSS
and use HTML only.

.ORG

Full access to code.
Modify as you wish to
get the look and functionality
required.

SOCIAL MEDIA

.COM

Integrate your site with
Facebook, Twitter,
Tumblr, and other
social networks.

.ORG

Install a plugin, like Jetpack
or any other, to enable
sharing functionality
on your site.

PLUGINS

.COM

Popular features like sharing, stats, comments, and polls are included. There's no need to install plugins.

.ORG

Install plugins to extend your site's functionality.

eCOMMERCE

.COM

Limited ability.
PayPal button only.

.ORG

Full eCommerce experience
with WooCommerce plugin

SUPPORT

.COM	.ORG
Personal support is always available: Forums Emails Live Chat	Visit the WordPress.org support forums for assistance.

WordPress.ORG

WordPress is a community-driven project that's developed by and for people like you. Many thousands of people from around the world contribute to the project, and many millions of websites are powered by it — 25% of the web, in all. From large company websites to personal blogs, and everything in between, everyone can publish with WordPress.

DEMOCRATIZE PUBLISHING

WordPress.COM

WordPress.com is different. Here at WordPress.com, you don't have to download software, pay for hosting, or manage a web server. You can instead focus on creating wonderful content, and let us handle the rest! WordPress.com is a great choice for bloggers, photographers, artists, plumbers, doctors, restaurateurs — almost anyone. We provide a large number of themes and built-in plugin functionality so you won't need to upload your own.

HISTORY

Matt Mullenweg

Co-founder of WordPress & CEO of Automattic (company behind WordPress.com)

Demand for hustle free solution for WordPress

DEMAND

To meet this demand, Matt created **WordPress.com**, which is a managed, shared hosting platform that uses WordPress, and that handles all of the updates, backups, and security for its users. Unlike WordPress itself, WordPress.com is a company with employees whose job it is to develop, maintain, and support the **WordPress.com** platform.

With WordPress.com, you can start as many WordPress blogs and websites as you like, and they're all hosted and supported for free by the team here at **WordPress.com**.

😊

P L A N S

Personal
$2.99
per month, billed yearly

Best for Personal Use:
Boost your website with a custom domain name, and remove all WordPress.com advertising. Get access to high quality email and live chat support.

✓ Custom Domain Name   ⓘ
✓ Email & Live Chat Support   ⓘ
✓ Hundreds of Free Themes   ⓘ
✓ Basic Design Customization   ⓘ
✓ 3GB Storage Space   ⓘ
✓ Remove WordPress.com Ads   ⓘ

Premium
$8.25
per month, billed yearly

Best for Entrepreneurs & Freelancers:
Build a unique website with advanced design tools, CSS editing, lots of space for audio and video, and the ability to monetize your site with ads.

✓ Your plan

✓ Custom Domain Name   ⓘ
✓ Email & Live Chat Support   ⓘ
✓ Hundreds of Free Themes   ⓘ
✓ **Advanced** Design Customization   ⓘ
✓ **13GB** Storage Space   ⓘ
✓ Remove WordPress.com Ads   ⓘ
✓ Monetize Your Site   ⓘ
✓ VideoPress Support   ⓘ

✓ Your plan

Business
~~$24~~.92 **$16**.58
per month, billed yearly

Best for Small Business:
Power your business website with unlimited premium and business theme templates, Google Analytics support, unlimited storage, and the ability to remove WordPress.com branding.

Upgrade

✓ Custom Domain Name   ⓘ
✓ Email & Live Chat Support   ⓘ
✓ **Unlimited** Premium Themes   ⓘ
✓ **Advanced** Design Customization   ⓘ
✓ **Unlimited** Storage Space   ⓘ
✓ Remove WordPress.com Ads   ⓘ
✓ Monetize Your Site   ⓘ
✓ VideoPress Support   ⓘ
✓ Attend live courses   ⓘ
✓ **Advanced** SEO   ⓘ
✓ Google Analytics Integration   ⓘ
✓ Remove WordPress.com Branding   ⓘ

Upgrade

THE POWER OF WORDPRESS.COM

FEATURES

PayPal BUTTON

You can sell your handmade products, art, books, or digital products such as ebooks or courses on your site using your PayPal account.

PayPal BUTTON

STEP 1: LOG-IN TO YOUR PAYPAL ACCOUNT AND GET BUTTON CODE

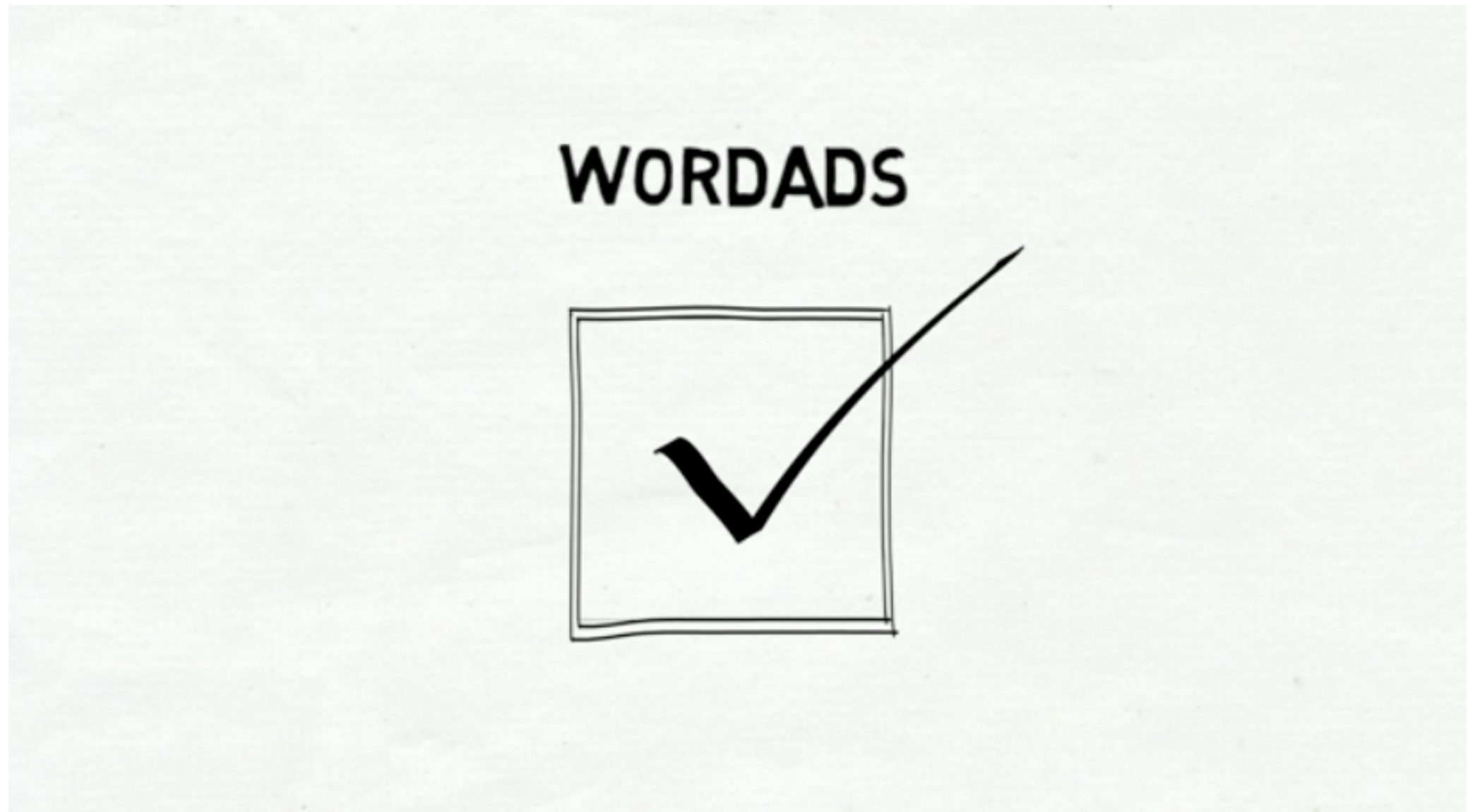**STEP 2:** INSERT CODE ON YOUR SITE (HTML TAB OR TEXT WIDGET ON THE SIDEBAR)
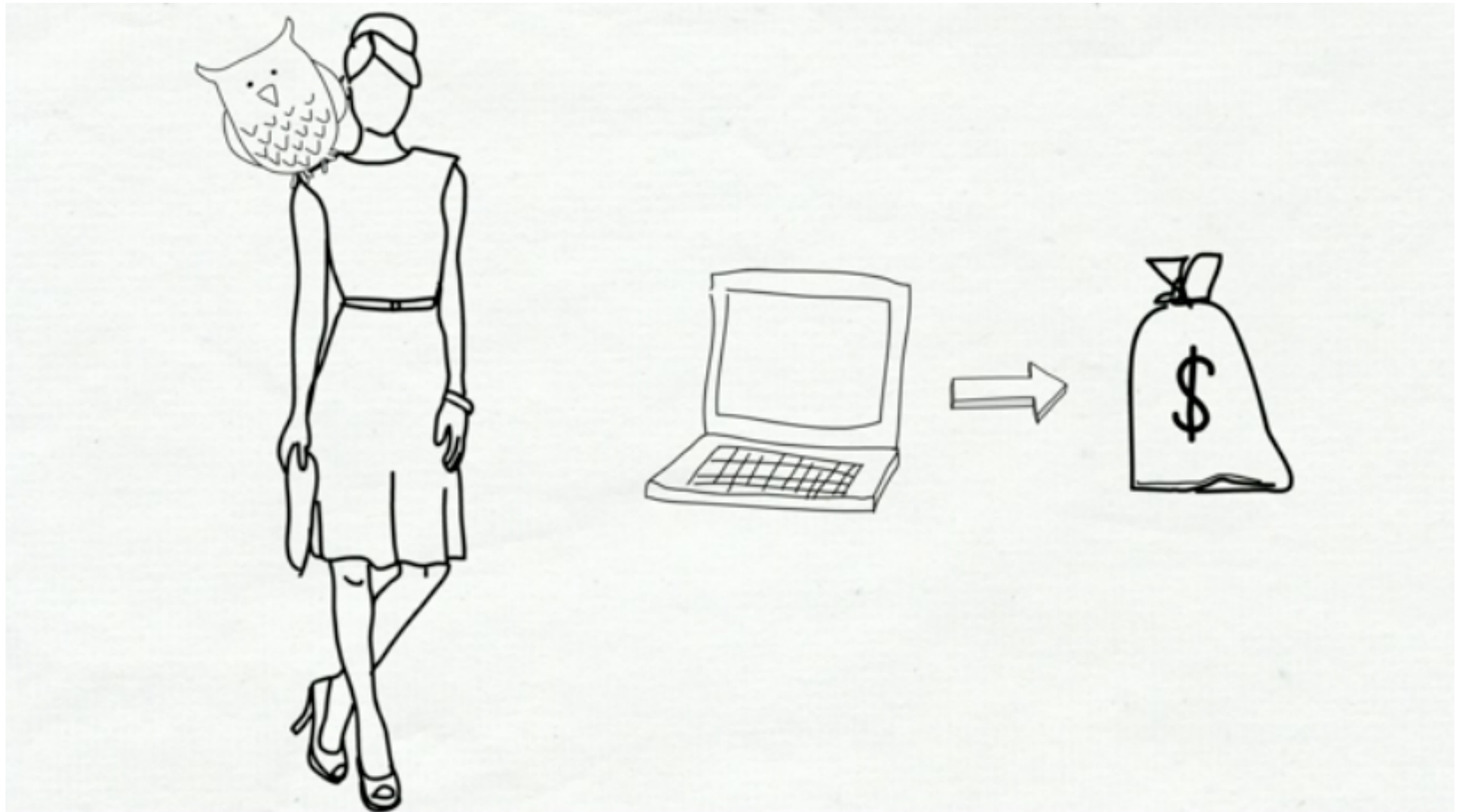
STEP 3: ALL SET

Master Yoda: 8" x 8" - $8.99

Buy Now

Support Page: https://en.support.wordpress.com/paypal/view-all/

WordAds

If you'd like to monetize your WordPress.com site with advertisements, WordAds is the official WordPress.com advertising program available for site owners.

MONETIZE YOUR SITE

The WordAds program is designed to enable site owners to focus on their content and leave advertisement management up to us.

https://WordAds.co

- The program features ads from external ad networks such as Google, Facebook, AOL, and more.

- User must be site owner to apply (not enough to be an administrator).

- Site must be publicly visible.

- Site must have a custom domain mapped to the site.

- Site must have "family friendly" content, no mature content (e.g. violence, hate, nudity/porn, etc).

- User must have a Paypal account to receive payment.

- Site must have sufficient enough traffic

EVENTBRITE CALENDAR

Do you regularly host events as part of your work and/or play? Do you run a venue that hosts events regularly? You can add an events calendar and listing in your sidebar to promote your Eventbrite events with the Eventbrite Event Calendar/Listing widget.
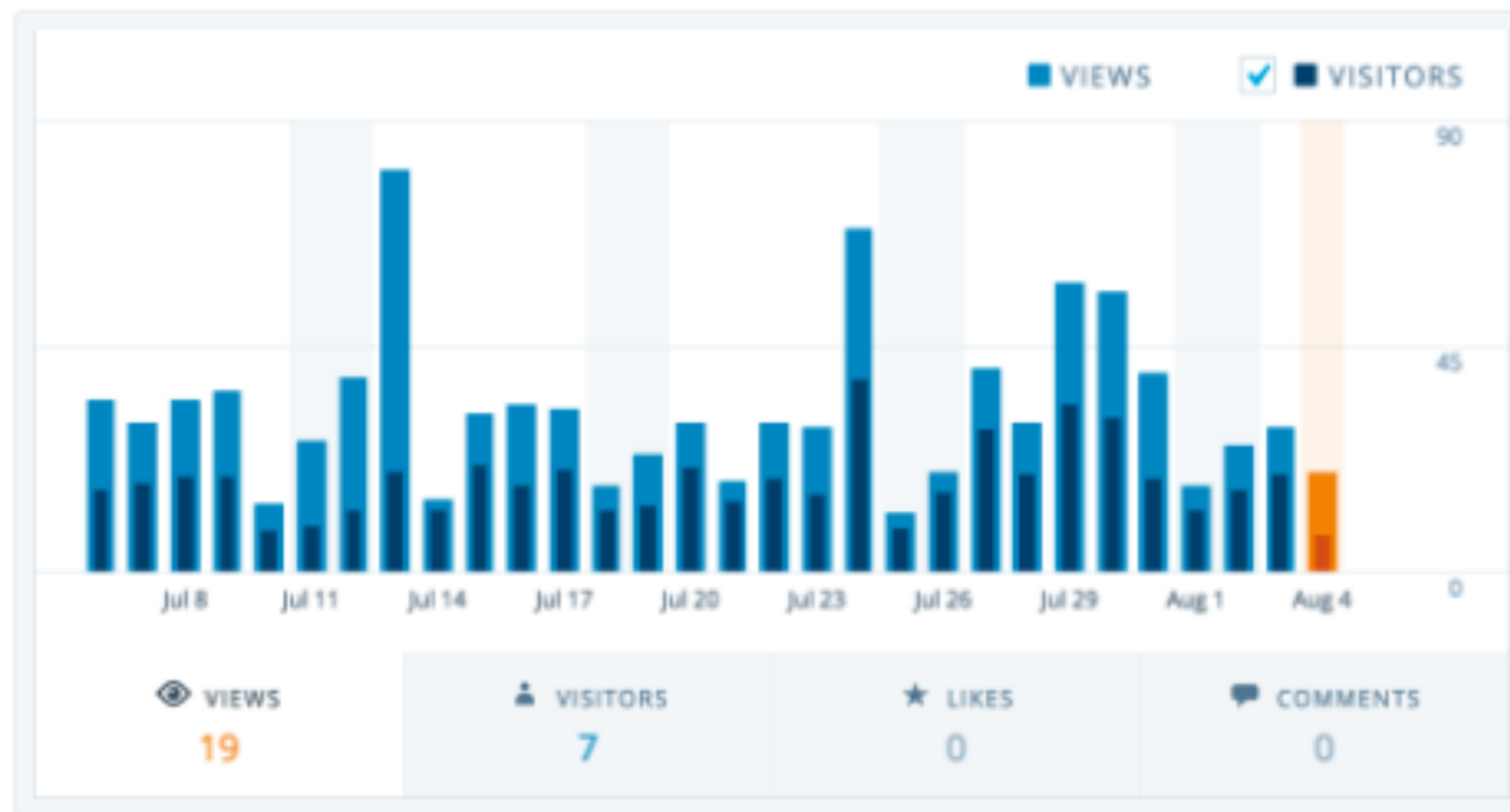
EVENTBRITE WIDGET

Our Eventbrite Single-Event Theme and Eventbrite Multi-Event Theme make it super easy for you to promote your Eventbrite event, stir up pre-gig fervor, manage ticket sales, and/or event registration. Whether you have one event or many, use these themes to connect your site with Eventbrite and showcase your events.

Support Page: https://en.support.wordpress.com/ widgets/eventbrite-event-calendarlisting-widget/

WordPress.com Stats

our version of Google Analytics

Views and Visitors 📋

Views by Country 📋
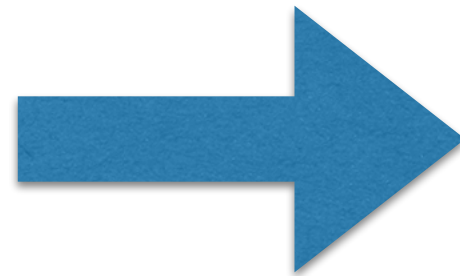
OTHER FEATURES:

- Essential SEO (Search Engine Optimization)

- Advanced galleries (tiled, mosaic, slideshows, and more)

- Social Media (add social media buttons to your posts and pages)

- Form builder (contact forms)

- Extended Customizer

- Extended Widgets (Flickr, Eventbrite, Google Calendar, Twitter, and more)

- Likes (for Posts)

- Embeds (Facebook, Twitter, Instagram, and more)

MORE FEATURES:

- Akismet (advanced anti-spam security)

- Backup (24/7 backup of your entire site)

- Importer

- Extended Shortcodes (video, audio, and more)

- Infinite scroll

- Related posts

- Email subscriptions (follow button)

- Advanced Commenting (comment likes, user mentions, notifications, and more)

MOVE

WP.com → WP.org

Support Page: https://move.wordpress.com/

Q&A

THANK YOU!