

Checklist: Choosing Your Web Development Path (Page Builder vs. Custom Code)

This checklist is a practical tool designed to help you decide between a page builder, a custom-coded solution, or a hybrid approach. Answer the following questions honestly based on your specific project needs. At the end, use the scoring guide to see which path aligns best with your goals.

Section 1: Project Scope & Timeline

- **Project Complexity:**
 - ☐ Is the website simple (e.g., a portfolio, blog, or standard business site with 5-10 pages)?
 - ☐ Does the website require complex functionality (e.g., a custom user dashboard, API integrations, or a multi-vendor marketplace)?
- **Launch Speed:**
 - ☐ Is launching as quickly as possible a top priority (e.g., for a marketing campaign or business validation)?
 - ☐ Is the timeline flexible, allowing for a more thorough and detailed development process?
- **Future Scalability:**
 - ☐ Is the website's functionality expected to remain relatively stable after launch?
 - ☐ Do you anticipate adding significant, unique features or scaling to handle very high traffic in the future?

Section 2: Budget & Resources

- **Upfront Cost:**
 - ☐ Is the upfront budget limited, requiring the most cost-effective solution to get started?
 - ☐ Is there a healthy budget to invest in a robust, long-term solution?
- **Team & Skills:**
 - ☐ Will the website be managed by non-technical staff (e.g., marketers, business owners)?
 - ☐ Do you have access to a skilled developer or development team for the initial build and ongoing maintenance?
- **Long-Term Costs:**
 - ☐ Is it preferable to have predictable costs (e.g., yearly plugin subscriptions)?
 - ☐ Are you prepared for potential ad-hoc development costs for future updates and feature requests?

Section 3: Design, Performance & Security

- **Design Uniqueness:**
 - ☐ Is a professional, clean design based on a high-quality template acceptable for your brand?
 - ☐ Is a completely unique, bespoke design that cannot be replicated a critical requirement?
- **Performance Needs:**
 - ☐ Is standard web performance acceptable for your needs?
 - ☐ Is top-tier, lightning-fast loading speed a core business requirement (e.g., for e-commerce conversion or a web app)?
- **Security Control:**
 - ☐ Are you comfortable relying on the security of the page builder and third-party plugins?
 - ☐ Do you require granular control over the website's security infrastructure and code?

How to Score Your Answers

Review your checked boxes to see which approach is the best fit for you.

- **If you mostly checked the first option in each pair:** A **Page Builder** is an excellent choice. It aligns with projects that prioritize speed, ease of use, and a lower upfront cost.
- **If you mostly checked the second option in each pair:** Investing in **Custom Code** is your recommended path. Your needs for flexibility, performance, and unique functionality justify the investment in a bespoke solution.
- **If your answers are a mix of both:** Consider a **Hybrid Approach**. You could use a page builder for general pages while hiring a developer to create custom blocks, templates, or specific high-performance features.