

Public History of Cemeteries: Website Comparison Chart

Platform	Price	Customizable Domain?	Pros	Cons
Google Sites	Free	No (site.google.com/view/example)	Really easy to use and link up any other Google content. Easy to collaborate. Free and no upgrade options so you have all resources available right from the get go. Good for information gathering or temporary websites.	Simple design options, meant for simple sites, no way to customize domain. Not good for organization website.
OMEKA	Free (no more than one site), add-ons extra	No (example.omeka.net) but you can buy a custom domain from elsewhere and then use it for your omeka site (some technical knowledge would probably be need for that)	Developed especially for museum/history related projects. Lots of add-ons (though adds some cost). Easily customizable. Best for online exhibits.	Getting a bit outdated (have to download rather than work web based), have to pay quite a bit yearly to have access to their full suite of plugins. Not the best appearance.
Google Cultural Institute	Free	No	Beautiful layout for photos, free (and only accessible to) non-profits.	Built especially for image based exhibits. Really great for that purpose but not very useful for any other website presence.
Wordpress.com (note the difference between .com and .org).	Free OR 4\$/month for basic package and custom domain	No on free (example. wordpress.com), yes on paid subscription	Pretty simple to use, can code or not code depending on your expertise, has a lot of ways to customize appearance, easy to embed google products (like a Google Form).	Can't host videos without paying (but you can embed from Youtube), not as easy to move things (text boxes, photos) around as other options, not geared toward exhibits/history. The \$4/month plan does come with Wordpress ads, but the higher paid options allow you take the ads out.
Wordpress.org (Note the difference between .org and .com)	Totally free and open source, but must purchase and maintain your own domain name	Must buy your own, so has to be customized	Extremely customizable, totally free and open source, great for people who want to design something unique and have some coding skill	Not very user friendly (Wordpress.com is the user-friendly version), must have some coding and software design know-how,
Squarespace	\$20 to buy domain and \$12 for hosting	Yes, that \$20 will cover the cost of custom domain	Really snazzy. Really easy to use, cost is upfront. This is great if you have something you'd like to sell as their shop function is very good.	Expensive, a bit trendy, aimed towards small businesses and not non-profits.
WIX	Free or \$5/month for basic package and custom domain	Only with paid service	More customizable than Wordpress.com but does require a little more (but not much) knowhow. Good medium site builder in terms of skill needed and features.	More expensive than Wordpress.com and has more features that some might need.

This information is up to date as of April in 2018. Prices, services, and features may change at any time. Do explore any/all of these site builders to find out what will be best for your organization. There are many other services out there too, this is just a sampling of what I am most familiar with. Good luck! -- Kirsten Straus