

Feature/Platform	Systeme.io	Kajabi	GoHighLevel	Squarespace	WordPress	Funnel Gorgeous	Thrivecart	Stan Store
Ease of Use	Very user-friendly	User-friendly	Moderate learning curve	Very user-friendly	Moderate learning curve	User-friendly	User-friendly	User-friendly
Website Builder	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Pricing (Monthly)	\$27-\$97	\$149-\$399	\$97-\$497	\$12-\$40	Free - \$45+ (hosting)	\$47-\$167	N/A (One-time fee)	\$29-\$149
Pricing (Yearly)	\$228-\$828 (\$19-\$69/mo)	\$1,428-\$3,996 (\$119-\$333/mo)	\$970-\$4,970 (\$80-\$414/mo)	\$144-\$480 (\$12-\$40/mo)	Free - \$540+ (\$45+/mo)	\$470-\$1,670 (\$39-\$139/mo)	N/A (One-time fee)	\$290-\$1,490 (\$24-\$124/mo)
Free Trial	Yes-they offer a free plan (with limited capability)	Yes	Yes	Yes	Yes (self-hosted plans)	Yes	No	Yes
Email Marketing	Integrated	Integrated	Integrated	Third-party integration	Third-party integration	Integrated	Third-party integration	Integrated (with pro)
Sales Funnels	Yes	Yes	Yes	No	Third-party integration	Yes	Yes	Yes (with pro)
Online Courses	Yes	Yes	Yes	No	Yes (with plugins)	Yes	No	Yes
Membership Sites	Yes	Yes	Yes	No	Yes (with plugins)	Yes	No	Yes
Affiliate Management	Yes	Yes	No	No	Yes (with plugins)	Yes	Yes	Yes (with pro)
Support	Email, chat	Email, chat, phone	Email, chat, phone	Email, chat	Community, support plans	Email, chat	Email, chat	Email, chat
Customization	Limited	Limited	Extensive	Limited	Extensive	Limited	Limited	Limited
Blogging Capabilities	Basic	Basic	Basic	Advanced	Advanced	Basic	No	Basic
E-commerce	Basic	Basic	Basic	Advanced	Advanced	Basic	Advanced	Basic
Integrations	Limited	Extensive	Extensive	Limited	Extensive	Limited	Limited	Limited
SEO Tools	Basic	Basic	Basic	Advanced	Advanced	Basic	Basic	Basic
Scalability	Suitable for small-medium	Suitable for medium-large	Suitable for all sizes	Suitable for small-medium	Suitable for all sizes	Suitable for small-medium	Suitable for small-medium	Suitable for small-medium
Community Support	Growing	Active	Growing	Active	Extensive	Growing	Growing	Growing
Courses	Yes	Yes	Yes	No	Yes (with plugins)	Yes	No	Yes
Product Sales	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Text Messaging	No	No	Yes	No	Yes (with plugins)	No	No	No
Webinars	Yes	Yes	Yes	No	Yes (with plugins)	No	No	No

Systeme.io: Ideal for entrepreneurs seeking an all-in-one, budget-friendly solution with integrated tools for email marketing, sales funnels, and online courses. Suitable for small to medium scalability.

Kajabi: Great for entrepreneurs focusing on online courses and memberships, with robust support and higher pricing. Suitable for medium to large scalability.

GoHighLevel: Suitable for those needing extensive customization and scalability, especially for marketing agencies. Suitable for all sizes.

Squarespace: Perfect for visually appealing websites with advanced blogging and e-commerce capabilities, but limited in sales funnels and course creation. Suitable for small to medium scalability.

WordPress: Highly customizable and scalable, ideal for those comfortable with plugins and seeking advanced blogging, SEO, and e-commerce options. Suitable for all sizes.

Thrivecart: Best for entrepreneurs who need a powerful checkout and sales funnel tool with affiliate management. No website builder or online course capabilities. Suitable for small to medium scalability.

Funnel Gorgeous: User-friendly platform with integrated email marketing and sales funnels. Suitable for small to medium scalability.

Stan Store: User-friendly platform with integrated email marketing, sales funnels, and membership sites. Suitable for small to medium scalability.

Important Note: The information provided in this table is based on current data and features of each platform as of 7/1/24. Features, pricing, and capabilities are subject to change as these platforms evolve. Please verify the latest details directly from the respective platform websites before making a final decision.