BUYER'S GUIDE

Website Builders for Consultants: Buyer's Guide

Squarespace, Wix Studio, WordPress and Carrd compared on setup time, cost and speed, with a pick for each kind of practice.

01 The four builders compared

PLATFORM	SETUP TIME	ANNUAL COST	MOBILE PAGESPEED
Squarespace 7.1	1 to 2 days	$190 to $430/yr	78 to 88/100
Wix Studio	2 to 4 days	$200 to $470/yr	72 to 84/100
WordPress (GeneratePress)	1 to 2 weeks	$60 to $300/yr	92 to 99/100
Carrd.co	2 to 4 hours	$19/yr	95 to 100/100

02 The 60-second recommendation

> *Want a site live this weekend that looks executive-ready and takes bookings? Choose Squarespace. Building a media company with 100+ guides? Choose self-hosted WordPress.*

03 Strengths and trade-offs

Squarespace 7.1

- Design guardrails keep it from looking amateurish
- Built-in scheduling, forms and email campaigns
- Trade-off: less custom database logic, mobile grids need manual checks

Wix Studio

- Pixel-level layout freedom
- Native apps for client portals, intake questionnaires and paid courses
- Trade-off: easy to build cluttered or slow pages, steep learning curve

WordPress

- No platform lock-in, best-in-class blogging and programmatic SEO
- Trade-off: needs maintenance, hosting, caching and security updates

Carrd

- $19 a year, fast loads, zero maintenance, live in an afternoon
- Trade-off: single page only, no service hierarchy or blog archive

04 Which builder for your kind of practice

PRACTICE	PICK	WHY
Executive advisors, board consultants	Squarespace	Buyers arrive by referral and check credibility
Fractional CMO, CTO, CFO	WordPress if you publish, else Squarespace	Buyers read before they call
Tutors and coaches	Squarespace or Carrd	A calendar matters more than a blog
Boutique firms, 2 to 5 people	Wix Studio or WordPress	Portals, gated resources, several service pages
Online coaching, live sessions	Squarespace, or Wix for packages	Booking, payments, courses and memberships in one account
Courses or group programs	Kajabi	The website is the front door to the course

05 7 signals a consulting site needs

- ☑ 1-click booking flow (Calendly, Acuity or SavvyCal)
- ☑ Outcome-driven offer pages for high-stakes problems
- ☑ Fast mobile load: Core Web Vitals under 2.5s LCP
- ☑ Clean typography that gives enterprise buyers confidence
- ☑ Founder credibility: headshot, real background, verified case studies
- ☑ Real client proof: concrete metrics, logos and testimonials
- ☑ Technical SEO basics: editable meta tags, clean canonicals, OpenGraph previews

06 Three traps for new consultant sites

$5,000+ on custom code too early

- Positioning changes in the first 6 months
- Start with a flexible builder

A generic Services list

- Lists like Strategic Consulting kill conversion
- Give each concrete outcome its own page

Hiding behind 'We' language

- Clients buy the expert
- Show your face, background and named case studies

07 Check your site for AI search

1. **Open your robots.txt**
   Visit yoursite.com/robots.txt and make sure OAI-SearchBot and PerplexityBot are not blocked.

2. **View the page source**
   Search a service page's source for a sentence from its main text. If it is missing, some AI crawlers will not see it.

3. **Give questions their own pages**
   A one-page site gives an assistant one page to quote. Build a page per service and per client question.

Full guide: **mustardseedmt.com/blog/best-website-builder-for-consultants**

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