

SELF HOSTING



FREE HOSTING

a comparative run-down



CUSTOM THEME CHOICE

You can use all the free themes within the platform's repository and/or purchase custom/commercial themes. You can modify the CSS or other code within these themes.



PLUGINS

You can upload any free, paid, or custom plugin that you want.



MONETIZATION FREEDOM

You can add as many ads as you want on your site and use any service you wish (keep in mind many have prerequisites for joining). You get to keep 100% of what you earn.



MAINTENANCE

You're responsible for keeping your site updated & optimized, keeping regular backups and having spam control options.



NO NETWORK

Because your site is independent and not part of a network you have to build your own traffic.



LIMITED THEME CHOICE

You are limited to your platform's free themes (there's usually a selection of commercial themes within the repository). You can't modify CSS or other code.



NO PLUGINS

You're not allowed to upload any plugins but platforms usually offer a lot of built-in plugin-like features.



LIMITED MONETIZATION

You're not allowed to sell ads on your site unless you receive x number of pageviews/month. You then have to apply for the ad service your platform provides. It's possible that you will need to split revenue 50/50.



NO MAINTENANCE

All site maintenance, including updates, backups and optimization, is automatic.



NETWORK TRAFFIC

If you get featured on your platform's network blog or tags (e.g. WordPress.com features Blogs of the Day) you have a chance at getting extra traffic.

"Well, first off, what's a plugin?" I hear you ask... Thank you - I used to not know the term either! Think of plugins as the apps on your phone.