

Score each dimension for your business, then map your type to the right platform. The Arabic/RTL and ownership rows usually decide it

1. Weigh the dimensions for YOUR business

- Ease of use and speed-to-launch — how much does it matter?
- Upfront cost vs cost over two years?
- SEO control and performance for competitive keywords?
- Arabic / RTL quality — how much of your audience is Arabic?
- Ownership — do you need to own and move the site?
- Will the site need to scale beyond a template?

2. Match your business type to a platform

- Simple brochure / testing an idea -> Wix
- Content-heavy / standard SME you'll maintain -> WordPress
- Competes for leads / e-commerce / needs flawless Arabic -> Custom

3. Questions to ask any agency

- Do you recommend a platform from my goal, or just use your default?
- Can you show real work on it, with performance scores?
- Is there a maintenance plan (critical on WordPress)?
- If I outgrow this, can I keep and move my site?