# Website Resources

## Hosting Options

When considering website hosts, there are many options and levels available dependent upon your needs. The information included herein is provided as a courtesy; NAHAM staff do not recommend any option over another.

## Website Host

At the simplest level, a third-party website host will provide you with a template to build your website and will host your website on the internet. More advanced packages will offer eCommerce options, which will allow you to sell products (membership, conference, etc.). They may also offer mass email distribution options. These third-party website hosts will require you to maintain your own records of membership, contact lists, etc.

**Pricing:** from $200 per year to $500 per year, depending on the features you choose.

**Potential Options (see page xx for more information about these options):**

- Squarespace: https://www.squarespace.com/
- WordPress: https://wordpress.com/create-website/
- Wix: https://www.wix.com/
- GoDaddy: https://www.godaddy.com/websites/website-builder

## Membership Management Software

At the more advanced level, you can choose a membership management software. This option will provide website building and hosting capabilities, email distribution and eCommerce, but will also house your membership and contact database and will integrate the database into the website functions.
**Pricing:** from $750 per year to $3,500 per year, depending how many members and contacts you have.

**Potential Options (see page 3 for more information about these options):**

- Memberize: http://www.memberize.com/
- Wild Apricot: https://www.wildapricot.com/
- Star Chapter: https://www.starchapter.com/

## Decision Making Guidance

When making a decision about your website host, consider these factors:

- What is your budget?
- How many members and contacts do you have? If you are a large state with many members, a membership management system may reduce manual time spent tracking and updating membership status and could improve your members' user experience.
- Do you have any members-only benefits or membership discounts? How do you manage that currently? Does it work, or do you wish it was better?
- Once you have established your budget, use the attached information to gather costs and determine which options might work for you. (Please note, the list provided is not exhaustive and there may be other resources available.)

While in the discovery period, spend time on the company websites and reach out to them to ask for a demo. The companies will be able to explain their features and answer your questions. If you are feeling stuck or unsure, talk with other state leaders who already have a third-party hosted website.

## Transition Timeline

This is a sample timeline for building a new website or transitioning from one server to another.

| Timeline | Activities | Notes |
|---|---|---|
| 10 months out | Determine your desired features and budget for website hosting | Website hosting only, or membership database/event registration management? |
| 10 months out | Based on your budget, explore hosting options. Contact companies for demos and to ask questions. | See NAHAM's prepared options as a first step. |
| 9 months out | Determine your preferred website host | |
| 8 months out | Begin developing your website site map | What will be your main navigation items and what functions will live under each? |
| 7 months out | Continue building out your sitemap. Seek volunteers to assist with the website build-out, if necessary. | |
| 6 months out | Begin building and populating your new website | |
| 5 months out | Continue building and populating your new website | |
| 4 months out | Finalize your website development | |
| 3 months out | Ask Board members to review and test new website functions | |
| 2 months out | Make necessary updates and finalize testing and review | |
| Launch time | Publish your new website to members; provide updated URL to info@NAHAM.org or your regional delegate. | |

## Website Hosting: SquareSpace

| | Account Options | | | |
|---|---|---|---|---|
| **Features Included** | **Personal**<br>Pay Monthly: $23/month ($276/year)<br>Pay Annually: $16/month ($192/year) | **Business**<br>Pay Monthly: $33/month ($396/year)<br>Pay Annually: $23/month ($276/year) | **Basic Commerce**<br>Pay Monthly: $36/month ($432/year)<br>Pay Annually: $27/month ($324/year) | **Advanced Commerce**<br>Pay Monthly: $65/month ($780/year)<br>Pay Annually: $49/month ($588/year) |
| **CORE** | | | | |
| Free Custom Domain* | x | x | x | x |
| SSL Security | x | x | x | x |
| Unlimited Bandwidth and Storage | x | x | x | x |
| SEO Features for Site Visibility | x | x | x | x |
| Templates to Fit Every Need from Blogs to Portfolios | x | x | x | x |
| Contributors | x | Unlimited | Unlimited | Unlimited |
| Mobile-Optimized Websites | x | x | x | x |
| 24/7 Customer Support | x | x | x | x |
| Basic Website Metrics | x | x | x | x |
| Squarespace Extensions | x | x | x | x |
| Professional Email from Google* | | x | x | x |
| Premium Integrations and Blocks | | x | x | x |
| Complete Customization with CSS and JavaScript | | x | x | x |
| **MARKETING** | | | | |
| Advanced Website Analytics | | x | x | x |
| Up to $100 Google Ads Credits | | x | x | x |
| Promotional Pop-ups and Banners | | x | x | x |
| **COMMERCE** | | | | |
| Fully Integrated E-Commerce | | x | x | x |
| Transaction Fees | | 3% | 0% | 0% |
| Sell Unlimited Products | | x | x | x |
| Accept Donations | | x | x | x |
| Gift Cards | | x | x | x |
| Point of Sale | | | x | x |
| Customer Accounts | | | x | x |
| Checkout on Your Domain | | | x | x |
| Powerful E-Commerce Analytics | | | x | x |
| Powerful Merchandising Tools | | | x | x |
| Products on Instagram | | | x | x |
| Abandoned Cart Recovery | | | | x |
| Sell Subscriptions | | | | x |
| Advanced Shipping | | | | x |
| Advanced Discounts | | | | x |
| Commerce APIs | | | | x |
| Limited Availability Labels | | | x | x |

https://www.squarespace.com/

# Website Hosting: WordPress

## Account Options

| Features Included | Personal<br>Pay Monthly: $9/month ($84/year)<br>Pay Yearly: $4/month ($48/year) | Premium<br>Pay Monthly: $18/month ($168/year)<br>Pay Yearly: $8/month ($96/year) | Business<br>Pay Monthly: $40/month ($396/year)<br>Pay Yearly: $25/month ($300/year) | eCommerce<br>Pay Monthly: $70/month ($708/year)<br>Pay Yearly: $45/month ($540/year) |
|---|---|---|---|---|
| Jetpack Essential Features | x | x | x | x |
| Pre-Installed SSL Certificate | x | x | x | x |
| Free Domain for One Year | Annual Plan Only | Annual Plan Only | Annual Plan Only | Annual Plan Only |
| Unlimited Email Support | x | x | x | x |
| Basic Live Chat Support | Annual Plan Only | Annual Plan Only | Annual Plan Only | Annual Plan Only |
| 24/7 Priority Live Chat Support | Annual Plan Only | Annual Plan Only | Annual Plan Only | Annual Plan Only |
| Personalized Expert Support Sessions | | | | x |
| Storage Space | 6 GB | 13 GB | **200 GB** | **200 GB** |
| **Site Customization** | | | | |
| Dozens of Free Themes | x | x | x | x |
| Custom domain as default web address | x | x | x | x |
| Remove WordPress.com Ads | x | x | x | x |
| Unlimited Premium Themes | | x | x | x |
| Advanced Design Customization | Basic | x | x | x |
| **Marketing and Monetization Tools** | | | | |
| Payments | x | x | x | x |
| Subscriber Only Content | x | x | x | x |
| Paid Newsletters | x | x | x | x |
| Pay with PayPal | | x | x | x |
| WordAds | | x | x | x |
| Advanced Social Media | | x | x | x |
| VideoPress Support | | x | x | x |
| Google Analytics Integration | | x | x | x |
| SEO Tools | | | x | x |
| **Business Class Features** | | | | |
| Install Plugins | | | x | x |
| Upload Themes | | | x | x |
| Remove WordPress.com Branding | | | x | x |
| Automated Backup & One-Click Rewind | | | x | x |
| SFTP (SSH File Transfer Protocol) and Database Access | | | x | x |
| **Advanced eCommerce Features** | | | | |
| Accept Payments in 60+ Countries | | | | x |
| Integrations with Top Shipping Carriers | | | | x |
| Unlimited Products or Services | | | | x |
| eCommerce Marketing Tools | | | | x |
| Premium Customizable Starter Themes | | | | x |

https://wordpress.com/create-website/

# Website Hosting: Wix

| | Account Options | | |
|---|---|---|---|
| **Features Included** | **Business Basic** $27/month ($276/month) | **Business Unlimited** $32/month ($324/year) | **Business VIP** $54/month ($588/year) |
| Secure Online Payments | x | x | x |
| Plans & Recurring Payments | x | x | x |
| Customer Accounts | x | x | x |
| Custom Domain | x | x | x |
| Free Domain for 1 Year | x | x | x |
| Remove Wix Ads | x | x | x |
| Storage Space | 50GB | 100 GB | Unlimited |
| Video Hours | 5 hours | 10 hours | Unlimited |
| $300 Ad Vouchers | x | x | x |
| Customized Reports | | | x |
| Customer Care | 24/7 Customer Care | 24/7 Customer Care | Priority Customer Care |
| **Complete eCommerce Platform** | | | |
| Unlimited Products | x | x | x |
| Abandoned Cart Recovery | x | x | x |
| Subscriptions | | x | x |
| Multiple Currencies | | x | x |
| Automated Sales Tax | | 100 Transactions/mo | 500 Transactions/mo |
| Advanced Shipping | | x | x |
| Sell on Social Channels | x | x | x |
| Sell on Marketplaces | | x | x |
| Dropshipping by Modalyst | | Up to 250 Products | Unlimited Products |
| Product Reviews by KudoBuzz | | 1,000 Reviews | 3,000 Reviews |
| Loyalty Program by Smile.io | | | x |
| **Online Bookings Platform** | | | |
| Unlimited Services & Classes | x | x | x |
| Multi-Calendar Sync | x | x | x |
| Staff Seats | x | x | x |
| Subscriptions & Memberships | x | x | x |
| SMS Notifications | x | x | x |
| Bookings on the Go | x | x | x |
| Bookings Analytics | x | x | x |

# Website Hosting: Wix

| Features Included | **Business Basic** $27/month ($276/month) | **Business Unlimited** $32/month ($324/year) | **Business VIP** $54/month ($588/year) |
|---|---|---|---|
| **Ticket & Event Management** | | | |
| Unlimited Events & Tickets | x | x | x |
| Ticket Sales Commission | 2.50% | 2.50% | 2.50% |
| Pass Ticket Fees to Attendees | x | x | x |
| Mobile Tickets | x | x | x |

*All plans require full year purchase up front.
https://www.wix.com/

# Website Hosting: GoDaddy

## Account Options

| Features Included | Basic<br>$11.99/mo ($143.88/year) | Premium<br>$21.99/mo($263.88/year) | Commerce<br>$24.99/mo ($299.88/year) | Commerce Plus<br>$44.00/mo (539.88/year) |
|---|---|---|---|---|
| Website builder | x | x | x | x |
| Website security (SSL) | x | x | x | x |
| Custom domain connection | x | x | x | x |
| On-the-go editing | x | x | x | x |
| 24/7 support | x | x | x | x |
| Guidance and analytics | x | x | x | x |
| Search Engine Optimization (SEO) | x | x | x | x |
| **Online Store & Marketplace Selling** | | | | |
| List products in an online store | | | 5,000 | Unlimited |
| Marketplace and social selling (Amazon, Etsy, Google, Instagram, Facebook) | | | 50 orders/month | 1,000 orders/month |
| Online auto inventory and product sync (across channels) | | | x | x |
| Discounted and promotional features (e.g., coupons, sales badges) | | | x | x |
| Gift cards | | | x | x |
| Discounted Shipping | | | x | x |
| Automated sales tax calculation | | | x | x |
| Auto-populated tax forms | | | x | x |
| Email and text appointment | | | x | x |
| **Commerce & Payments Hub** | | | | |
| Sales-tracking dashboard (across channels) | x | x | x | x |
| GoDaddy Payments Hub (online & POS transactions) | x | x | x | x |
| **Design & Content** | | | | |
| GoDaddy Studio | x | x | x | x |
| Content library & templates | Premium | Premium | Premium | Premium |
| Video creation | x | x | x | x |

# Website Hosting: GoDaddy

| Features Included | Basic<br>$11.99/mo ($143.88/year) | Premium<br>$21.99/mo($263.88/year) | Commerce<br>$24.99/mo ($299.88/year) | Commerce Plus<br>$44.00/mo (539.88/year) |
|---|---|---|---|---|
| **Marketing** | | | | |
| Create & manage business listings (Google My Business, Yelp) | | | | |
| Post to social (Facebook, Instagram, Twitter) | | | | |
| Schedule social posts | | | | |
| Email subscriber sign-up form | | | | |
| Email list segmentation | | | | |
| Email marketing sends/mo | 100 | 25,000 | 25,000 | 100,000 |
| Welcome email and appointment confirmation automations | x | x | x | x |
| Order email automations | | | x | x |
| Get found on Google with SEO | x | x | x | x |
| Launch Google paid search campaigns (Google Smart Campaign) | | x | x | x |
| Boost social posts | | x | x | x |
| Launch Facebook and Instagram ads | | x | x | x |
| Business phone number | | x | x | x |
| Shoppable social posts | | | x | x |
| Professional email | Free for 1-year | Free for 1-year | Free for 1-year | Free for 1-year |
| **Support** | | | | |
| 24/7 support | x | x | x | x |

https://www.godaddy.com/websites/website-builder/plans-and-pricing

# Membership Database + Website Hosting: Memberize

**Standard Plan: $150 activation fee**

| Member Records | Data Records | Message Volume | Monthly Hosting Fee | Fee for Year 1 |
|---|---|---|---|---|
| Up to 100 | 500 | 2500 | $50.00 | $750.00 |
| Up to 250 | 1250 | 6250 | $65.00 | $930.00 |
| Up to 500 | 2500 | 12500 | $100.00 | $1,350.00 |
| Up to 1000 | 5000 | 25000 | $145.00 | $1,890.00 |
| Up to 2500 | 12500 | 62500 | $185.00 | $2,370.00 |
| Up to 5000 | 25000 | 125000 | $215.00 | $2,730.00 |

**Professional Plan: $300 activation fee**

| Member Records | Data Records | Message Volume | Monthly Hosting Fee | Fee for Year 1 |
|---|---|---|---|---|
| Up to 100 | 500 | 2500 | $75.00 | $1,200.00 |
| Up to 250 | 1250 | 6250 | $90.00 | $1,380.00 |
| Up to 500 | 2500 | 12500 | $145.00 | $2,040.00 |
| Up to 1000 | 5000 | 25000 | $185.00 | $2,520.00 |
| Up to 2500 | 12500 | 62500 | $215.00 | $2,880.00 |
| Up to 5000 | 25000 | 125000 | $240.00 | $3,180.00 |

http://www.memberize.com/

| Features Included | Standard Plan | Professional Plan |
|---|---|---|
| Membership | | |
| Member Center | x | x |
| Online Member Registration | x | x |
| Real-time Membership Statistics | x | x |
| Downloadable Membership Reports | x | x |
| Custom Data Fields | x | x |
| Multiple Membership Chapters | x | x |
| Customizeable Member Access Levels | | x |
| Site Administrators | Unlimited | Unlimited |
| Calendar | | |
| Unlimited Events | x | x |
| Stored Event Locations | x | x |
| Memorized Events | x | x |
| Online Registrations | x | x |
| Real-time RSVP Lists | x | x |
| Multiple Pricing Options | | x |
| Collect Event Fees Online ** | | x |

## Membership Database + Website Hosting: Memberize

| | Standard Plan | Professional Plan |
|---|---|---|
| Communications | | |
| Hosted Email Accounts (25 accounts) | x | x |
| Automated Email Reminders | x | x |
| Online Forums | x | x |
| Electronic Newsletters | x | x |
| RSS Feeds | x | x |
| Online Surveys | x | x |
| eCommerce | | |
| Credit Cards | | x |
| Paypal | | x |
| Shopping Cart | | x |
| Online Fundraising | | x |
| Member Credit Manager | | x |
| Downloadable Billing Reports | | x |
| Content Modules | | |
| Online Job Board | x | x |
| Online Classified Ads | x | x |
| Online Vendor Listings | x | x |
| Photo Gallery | x | x |
| Documents Library | x | x |
| Website | | |
| Customizeable Header/Footer | x | x |
| Customizeable CSS Styles | x | x |
| Customizeable Meta Tags | x | x |
| Domain Hosting | x | x |

# Membership Database + Website Hosting: Wild Apricot

**Account Options**

| Plan | Contacts | Monthly Fee (Monthly Billing) | Annual Fee | Monthly Fee (Pre-Pay 1 Year) | Annual Fee | Monthly Fee (Pre-Pay 2 Years) | Annual Fee |
|---|---|---|---|---|---|---|---|
| Personal | 100 | $48 | $576 | $43.20 | $518.40 | $40.80 | $489.60 |
| Group | 250 | $60 | $720 | $54 | $648.00 | $51.00 | $612.00 |
| Community | 500 | $110 | $1,320 | $99 | $1,188.00 | $93.50 | $1,122.00 |
| Professional | 2,000 | $190 | $2,280 | $171 | $2,052.00 | $161.50 | $1,938.00 |
| Network | 5,000 | $350 | $4,200 | $315 | $3,780.00 | $297.50 | $3,570.00 |

Contact = anyone in the database, whether member or not

All features are available at all levels; cost is based on the number of contacts.

| Features Included | Personal | Group | Community | Professional | Network |
|---|---|---|---|---|---|
| **Member Management** | | | | | |
| Cloud-based members and contacts | x | x | x | x | x |
| Import your database | x | x | x | x | x |
| Member-only pages | x | x | x | x | x |
| Automated renewals and reminders | x | x | x | x | x |
| **Event Management** | | | | | |
| Quick RSVP or advanced events | x | x | x | x | x |
| Sell tickets online | x | x | x | x | x |
| Automated reminders | x | x | x | x | x |
| Add extra charges and apply discounts | x | x | x | x | x |
| Waitlist and guest registrations | x | x | x | x | x |
| **Email Management** | | | | | |
| Professional email templates | x | x | x | x | x |
| Mobile-responsive email design | x | x | x | x | x |
| Email open and click tracking | x | x | x | x | x |
| Create email lists from advanced searches | x | x | x | x | x |
| **Website Builder** | | | | | |
| Free website hosting on AWS | x | x | x | x | x |
| Customize mobile-friendly themes | x | x | x | x | x |
| Drag-and-drop website builder | x | x | x | x | x |
| Add widgets to other websites | x | x | x | x | x |
| WordPress integration | x | x | x | x | x |
| **Finances** | | | | | |
| Generate financial reports | x | x | x | x | x |
| Automatically generate and track invoices | x | x | x | x | x |
| Apply sales taxes and VAT | x | x | x | x | x |
| Export data in Quickbooks or .CSV format | x | x | x | x | x |

https://www.wildapricot.com/

Free 30 day trial available

# Membership Database + Website Hosting: Star Chapter

| | | | Account Options | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Plan** | **Members** | **Additional Contacts** | **Monthly Fee (Monthly Billing)** | **Setup Fee** | **Total Annual Fee (Year 1)** | **Monthly Fee (Pre-Pay 1 Year)** | **Setup Fee** | **Total Annual Fee (Year 1)** |
| Essential | 150 | 1,000 | $90 | $779 | $1,859 | $83 | $779 | $1,775 |
| Growth | 300 | 2,000 | $115 | $1,079 | $2,459 | $105 | $1,079 | $2,339 |
| Advanced | 600 | 4,000 | $145 | $1,319 | $3,059 | $133 | $1,319 | $2,915 |
| Pro | 1,200 | 8,000 | $180 | $1,559 | $3,719 | $165 | $1,559 | $3,539 |

All features are available at every level

- Event Registration
- Membership Management
- Communication (email tools)
- Website & Content
- eCommerce
- Board Management

https://www.starchapter.com/