# Comparison Card: TYPO3 versus WordPress

## Product Overview

WordPress was first created as a blogging tool in 2003. It has since been extended to accommodate other content types. It's written in PHP and is fairly easy for beginners to extend, although advanced developers run into difficulties. The user interface is quite slick for people who use it as a blog, and media management is polished. There is a wide range of templates and plugins available that can be installed via the backend. However, for enterprise purposes it reaches its limits because deployment processes are difficult and the security of contributed code is not always the best. Separation between code and design is a problem because many themes have custom features and plugins and content isn't cleanly structured.

## Product Features

WordPress claims to be a website builder kit, that enables everyone to setup and design their website in a matter of minutes:
- Wide variety of free, mobile friendly templates,
- Easy and quick setup,
- Cloud hosting: self hosting isn't required,
- SEO optimization features,
- Lots of plugins available in the plugin store,
- Biggest CMS market share

| THEIR KEY STRENGTHS | WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD? |
|---|---|
| Single-page, brochure, or campaigns. | If they need to do this repeatedly, and translated and localize as well, TYPO3's multisite and multilingual capabilities are a better fit. |
| Big market of third-party plugins and ready to use templates and solutions. | This may cause concerns about security and maintainability. Also, TYPO3 has a more feature-rich core, so less extensions are generally needed. In WordPress, there are a lot of packages available for almost every business case and niché. However, switching in between cases or extending functionalities is almost impossible. TYPO3 however is extendable in every way and all extensions can be implemented into every TYPO3. |
| Low costs to maintain and upgrade. | It's "easy" but it brings a lot of legacy code that introduces more security issues. TYPO3 offers predictable maintenance releases on a schedule and constantly reviews code for possible security issue. Each major version (LTS) of TYPO3 is supported for three years. There's an official extended long term support service by TYPO3 GmbH. TYPO3 offers smooth and secure upgrade paths through all versions, regular updates and upgrades. |
| WYSIWYG-editor. | The WordPress basic editor comes with a variety of basic features, however it isn't particularly easy to create a beautiful, structured outcome. When adding images into text, it merely ever comes out, as you were hoping for. While the new Gutenberg Editor (WYSIWYG Editor) erased **that** problem, it isn't nearly as nicely usable as the TYPO3 Content Elements. |

| THEIR WEAKNESSES | WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD? |
|---|---|
| Lack of native multilingual support | TYPO3's worldwide community provides native multilingual support and connects users all around the globe. Also, the standard documentation is entirely in english. |
| WordPress supports unsupported versions of PHP, fewer standard practices, not "modern." | TYPO3 applies standards, PSRs, and modern application design with Symfony components. This provides a better developer experience. |
| A lot of full-featured plugins are pay-to-play. | TYPO3 has professionally supported extensions out-of-the-box and a wide variety of free extensions available for download in the extension repository. Only a handful of extensions actually require payments. |
| When working with more comprehensive sites, the backend becomes more complex with a lot of pages and a bigger navigation. | TYPO3's structured backend and the page tree are one of TYPO3's biggest differentiators to other CMS. Navigating inside a TYPO3 backend is easy, logical and intuitive. |
| No enterprise solution openly available; linked to high costs and a lot of work when it comes to customizations. | TYPO3 can grow with your company. You can easily start out with a simple one-pager and add different languages and a more complex navigation structure later on. Multisite and multilingual are guaranteed out-of-the-box features embedded in the core. |

# Comparison Card: TYPO3 versus WordPress - In context

## When do we compete? Use cases

- A developer, editor or decision maker has prior experience with WordPress
- A website is already built on WordPress and they are trying to decide whether to switch or not.
- You're building a big website and WordPress won't work: considering TYPO3, Drupal, etc.
- A small to medium-ish sized company is looking for a way to present themselves online

## Sector and verticals

Audience
- Niche markets
- Research facilities, colleges, government

| Customer challenge | Competitor approach | TYPO3 approach |
|---|---|---|
| **I only need a "simple" site.**<br>The time to market has to be short and I don't have any coding knowledge. | Basic "simple" sites are the essential use-cases for WordPress sites. There are several topic related packages available and the cloud hosting is managed by WordPress itself. Also, onboarding for beginners is managed perfectly on wordpress.com. | Start with Bootstrap package or Toujou to keep things quick and easy.<br>Follow up questions: How many other sites like this do you or will you need? How many sites does your company have? Do you operate in other countries or markets (do you want to?)? |
| I only have a small budget. | Goes hand in hand with the "simple site" challenge. | TYPO3 sites aren't generally and automatically expensive, the feature set defines the costs. If you only need a small set of features and basic functionalities, starter packs like Toujou are perfect for your use case and don't break your bank. |
| I need a system that's intuitive and easy to use for everyone. | WYSIWYG – easy to use, there are only contents and no special elements. All contents on one site can be edited in one backend view. | TYPO3 can be configured to be as easy and intuitive as needed. Especially in larger installations, TYPO3 is a lot easier to navigate within thanks to the page tree, than WordPress. Extensive user rights and view management possible. |
| I want to stay independent from my service provider. | Switching service providers isn't a problem, since WordPress does have the biggest market share in the CMS sector. | Especially in the German speaking market, there are a lot of agencies providing support for TYPO3 projects. If you are looking for a new service provider, you can always check the PSL. |

## REFERENCES

- [Compare TYPO3 vs WordPress.org](#)
- [TYPO3 vs WordPress — Which CMS is Good for My Business?](#)
- https://www.friendventure.de/blog/wordpress/wordpress-vs-typo3/
- [Gutenberg vs. TYPO3 Content Elements (EN)](#)
- [WordPress vs TYPO3: Comparison for Agencies and Users](#)