

FastTrack vs. Essentials Comparison

by [Webnames.ca](https://www.webnames.ca)

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FastTrack and Essentials are both professional products that deliver great looking websites which you can manage and maintain yourself. Both products:

- Feature websites built on the popular WordPress platform
- Include a one hour WordPress training session to teach you how to maintain your website
- Can be customized if you need more than the product offers
- Can be paired with Webnames.ca WordPress Support plans, so you'll always have someone to turn to if you need help or additional expertise.

How do I choose between FastTrack and Essentials and which is the better solution for me?

FastTrack was designed to provide a simple professional looking website quickly and on a limited budget. It uses a self-serve model and step by step guide that helps you to plan and prepare content which you submit to us through an online form. Our designers then create your website from the material and direction you provide using high quality commercial themes (templates) as a starting point. You can review the site and make minor changes before it goes live.

While we can do a lot in a short time, FastTrack projects have limited design and development time. If you require more design work, have a specific vision in mind for your site or require special functionality beyond text and images on the pages, then you will need to customize your FastTrack or consider the Essentials program. Our FastTrack samples help to illustrate how your FastTrack site might look and also demonstrate some of the FastTrack standard add-ons available.

The Essentials program is intended for small businesses whose website is an integral part of their business. Essentials includes dedicated consultation time with a project manager who will work with you to strategically plan your site, provide insight about best practices and provide advice and critical feedback. Your site is custom built to fit your needs and involves a lot more design and development time. The goal extends beyond just having a great looking website to having a website that directs visitors to specific goals which support your business objectives.

Essentials aims to drive new visitors to your website through search engines and social media so that you build a continuous flow of prospective customers. It also incorporates mechanisms for measurement so you can better understand visitor behaviour and the impact of your marketing activities, allowing you to refine and improve your website and online strategy.

Choose FastTrack if:

- You are working with a limited budget
- You need a good website because customers expect it but it's not a core part of your business model or how you generate new business
- You do not have a specific vision in mind for how you want your website to look
- You are happy to work independently using a step by step guide but need design and development expertise to build your website
- You want a solid website that you can maintain, add to and that will grow with you over time

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Choose Essentials if:

- Your website and online presence plays a significant role in your business or in generating new business
- You have very specific ideas about how you want your website to look and require custom design
- You require specific functionality that goes beyond text and image, a simple contact form and Twitter feed
- You prefer to work with the support and guidance of a consultant than independently using a step by step guide
- You are interested in developing a continuous stream of new visitors to your website through search engines and social media
- You want a good understanding of where visitors are coming from, the search terms they are using to find you and the pages they visit on your website

Key Differences Side by Side

FastTrack

Concerned with creating a great looking brochure website, quickly and inexpensively
Employs a self-serve model with step by step guide
Does not include consultation and has limited design and development time Limited revisions
Utilizes existing high quality commercial themes
Includes basic setup of WordPress
No additional Search Engine Optimization component
No Social Media component
No measurement component
Projects average 8-10 days
\$499 (without add-ons or customization)

[View the FastTrack Product Sheet](#)

Essentials

Concerned with creating a comprehensive, strategic online presence that supports your business goals
Uses a consultative approach with a dedicated project manager
Includes consultation and a lot more design and development time Revisions are consultative and iterative
May use a commercial theme, but usually involves a custom theme
Includes more than 40 steps dealing with account set ups, security setup, spam reduction, search engine optimization, fast appearance in Google, analytics integration, rich media integration and social media tools.
Includes Search Engine Optimization plugins and strategy
Includes Social Media strategy for Twitter
Includes Google Analytics integration and training
Projects averages 6-8 weeks
\$1895 (without add-ons or customization)

[View the Essentials Product Sheet](#)

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Customizing FastTrack and Essentials

Both FastTrack and Essentials offer great value because we pack as much as we possibly can. We also recognise that everyone's website needs are a little bit different which is where the customization comes in.

Custom Options for FastTrack

FastTrack can be upgraded to include many of the amazing features that come standard with Essentials and can accommodate specific customizations from project to project.

Most [Standard FastTrack Add-ons](#) cost between \$30 and \$90.

You can choose the ones that best meet your needs so you get exactly what you want, while keeping the costs down. We can also install specific plugins and offer additional designer or development time at an hourly rate or post-project through one of our flexible WordPress Support Plans.

Essentials Customizations

Many Essentials customers have specific requirements which can be discussed with your project manager during the requirements phase of your project. Your project manager will advise you of different approaches and cost implications and include these in your written proposal for consideration.

Additional services also available for both Essentials and FastTrack customers include:

- Logo design
- Stationery design
- Video
- Photography
- Copywriting
- Newsletter design
- Strategy, advanced SEO and advanced Social Media strategy

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Still Not Sure?

We have created a comprehensive collection of supporting material to help you make the best choice for your needs, help plan your project and help ensure you are delighted with the outcome. A complete list is provided below, but please don't hesitate to call **1.866.976.9835** or email essentials@webnames.ca or fasttrack@webnames.ca if you have any questions or need a little more help to make your decision.

Orientation Reference

- [Webnames.ca FastTrack Web Pages](#)
- [FastTrack Samples](#)
- [FastTrack Content Template Samples](#)
- [Tips for a Successful FastTrack Project](#)
- [Standard FastTrack Add-Ons](#)

Project/Implementation Reference

- [FastTrack Guide](#)
- [FastTrack Content Template](#)
- [Webnames.ca SEO Primer](#)
- [Writing Content for your Website Primer](#)
- [FastTrack Form](#)