

NEW AT GENERAITE

Introducing *Astro* websites.

We are excited to offer our new clients the Astro website platform. WordPress has long been the default way to build a business website, and it remains a strong choice. But the web keeps moving forward, and we believe you should have the chance to move with it.

Astro is a modern platform built around speed, search visibility, and simplicity. It provides a modern foundation designed around performance, maintainability, and search readiness.

WHY WE ARE EXCITED

Faster by design

Pages are prepared in advance, so visitors get a site designed to load quickly and consistently.

Built for visibility

Speed and clean code support the performance signals Google looks at.

Less to maintain

Fewer plugins and moving parts mean fewer updates and fewer surprises.

YOUR TWO OPTIONS

Astro or WordPress?

Both are built by our team and include a content editor. This guide shows how they differ so you can choose the one that fits your business.

OPTION 1

WordPress

The established, flexible platform. Features are added through plugins, and the dashboard is familiar to most people who have managed a website. A natural fit for sites that need heavy functionality.

OPTION 2

Astro

The modern, performance-first option. Static-first pages can be delivered as lightweight files with controlled client-side code, creating a lean foundation for business websites.

Platform choice does not determine the proposal. Scope and business requirements do.

SIDE BY SIDE

What actually changes for your business

WORDPRESS

ASTRO

Speed

Typical WordPress pages are generated dynamically. Caching can improve delivery; themes and plugins affect page weight.

Static-first pages can be pre-rendered and served as lightweight files, supporting fast delivery when implemented well.

Google visibility

Solid SEO foundations. Results depend on the quality of the theme and plugins, and speed scores vary.

Lean, semantic pages can support Core Web Vitals and technical SEO. Outcomes still depend on content, competition, and implementation.

Security

A common target because of its popularity. WordPress, themes, and plugins must be kept up to date.

The public-facing site does not depend on an exposed WordPress database or administrative login, reducing the number of components attackers can target.

Upkeep

Regular updates to WordPress, themes, and plugins. Updates can occasionally conflict with each other.

Fewer public runtime components can simplify routine upkeep. Dependencies and integrations still require planned updates.

Editing your site

Familiar dashboard with visual page builders. You can rearrange layouts yourself.

A clean content editor for text, images, pages, and blog posts. Edits publish after a quick rebuild. Layout and design changes are handled by our team.

Adding features

Thousands of plugins for stores, memberships, bookings, and more.

Features are built or integrated for your needs: forms, booking, maps, and third-party tools connect cleanly.

Proposal basis

Scope and requirements

[Scope and requirements](#)

Best for

Online stores, memberships, and teams that want to build and rearrange pages themselves.

Lead-generation and service businesses that want speed, search performance, and low upkeep.

Performance and ranking outcomes vary by site, content, and competition. No platform guarantees a ranking, but a faster, cleaner site removes a common obstacle.

MAKING THE CALL

Which one fits your business?

WORDPRESS FITS IF

- ☐ You plan to run an online store or sell products at scale
- ☐ You need memberships, courses, or other plugin-driven features
- ☐ You want to rebuild and rearrange pages yourself, without us
- ☐ Several people on your team will edit content heavily

ASTRO FITS IF

- Your site exists to generate calls, leads, and bookings
- Search visibility and page speed are priorities
- You want a lean, modern site with less maintenance
- You update text, images, and blog posts, not page layouts

Right fit. Same team.

Either way, your site is built by the Generaite team and includes a content management system, so you can update your own content without calling a developer.

Can I edit an Astro site myself?

Yes. It includes a content editor for text, images, pages, and posts. Structural design changes are handled by our team.

Is Astro proven?

Astro is a widely used open-source framework with no license fees, and it is built on standard web technology.

Can I switch later?

Your content can move, but changing platforms is effectively a rebuild. It is worth choosing deliberately now.

HOW TO DECIDE

Astro is the modern, static-first option. WordPress is the established, plugin-driven option. The right choice depends on how your business needs to publish, integrate, and grow.

If speed, search performance, and low upkeep matter most, Astro is built for that. If you need a store, memberships, or full control over page building, WordPress is the right tool. Not sure which describes you? Book a call and we will help you decide before you commit.

BOOK A CALL

meeting.generaitedigital.com

OR CALL US

888.828.5911