

Design Options for Business & Corporate Websites – Which tier fits your needs?

	Tier 1 AI / Static HTML	Tier 2 FlatCMS	Tier 3 Full Dynamic (WordPress etc.)
OVERVIEW			
Type	Static HTML files, generated by AI tools or hand-coded	Flat-file dynamic CMS, no database, file-based content	Database-driven CMS, content stored in MySQL
Best for	Simple single-page presence, temporary campaigns	Small business landing pages, one-page or few-page sites needing easy management	Multipage sites, blogs, e-commerce, complex content needs
Build cost	Very low. AI-generated in minutes	Fraction of a full dynamic site	Higher – design, development, configuration
Ongoing cost	Domain + hosting only (or free on some platforms)	Domain + standard shared hosting, no SaaS fees	Domain + hosting + plugins/themes + maintenance budget
USABILITY			
Content editing	No admin panel. Requires returning to the AI tool or editing HTML manually	Clean browser-based admin panel: update text, images, publish without a developer	Rich WYSIWYG/block editor, very user-friendly for non-technical editors
Setup	Very fast – generate and upload	Simple: copy files to host, no database configuration	More steps – database, config, often automated by hosts
Extensibility	None; fixed output	Limited: customisation requires code changes; core features built-in	Huge plugin/theme ecosystem, nearly unlimited extensions
Multi-user & roles	Not applicable	Admin & Editor accounts – best suitable for owner-managed sites	Full multi-user support with roles and editorial workflows
SEO			
Page speed	Very fast, pre-rendered static files	Fast, no database queries on page load; excellent Core Web Vitals	Variable: depends on hosting, theme, and plugin load
URL & meta control	Basic, depends on the generating tool	Clean URLs and full meta tag control built-in	Full control + many SEO plugins and addons
Sitemaps & schema	Manual or not available	Straightforward to implement for small sites	Automated via plugins
Crawlability	Excellent; simple HTML, easily indexed	Excellent: clean output, fast load, easily crawled	Good; can be excellent with proper configuration

SECURITY			
Attack surface	Minimal: static files only, no server-side logic	Small: no database, no plugin vulnerabilities, minimal moving parts	Larger: core, themes, and plugins all require monitoring
Update burden	None	Minimal: no frequent plugin or core updates	High: frequent core, theme, and plugin updates required
Backup & recovery	Simple: just copy the files	Simple: copy the folder; no database export needed	Files + database regular backups required
Third-party code risk	None if hand-coded; depends on AI tool otherwise	Low: no plugin ecosystem; relies on developer code quality	Higher: plugins are a common exploit vector
PORTABILITY			
Host migration	Simple: upload files to new host	Very simple: copy the folder, done; no reconfiguration needed	Complex: database export/import, config changes, potential broken links
Domain change	Simple	Handled by built-in migration utility – no manual reconfiguration	Requires search-replace in database, config file changes
Platform lock-in	Depends on AI tool: some platforms retain your site	None: you own the files; deploy anywhere on standard hosting	Low: data is portable but migration is complex in practice