THE CHEAT SHEET

Your website is a house

Every part of a house has a twin on your website. Here's how a typical website (WordPress, Wix, Squarespace, GoHighLevel) compares with a JDS1 High-Performance Website.

⬜ Typical website ⭐ **JDS1 High-Performance**



Street address = Domain name

The name people type to find you, like yourbusiness.com.

TYPICAL WEBSITE

WordPress: yourbusiness.com

Wix, Squarespace, GoHighLevel: yourbusiness.com

⭐ JDS1 HIGH-PERFORMANCE

yourbusiness.com (same!)



GPS directions = DNS

Turns your address into directions, so browsers know where your site lives.

TYPICAL WEBSITE

WordPress: Points to a server at your web host

Wix, Squarespace, GoHighLevel: Points to the builder's servers

⭐ JDS1 HIGH-PERFORMANCE

Points to Vercel, the platform our sites live on



The land = Hosting

The computer that stores your site and hands it to every visitor.

TYPICAL WEBSITE

WordPress: Usually a server at a hosting company, often shared with other sites

Wix, Squarespace, GoHighLevel: Included, on the builder's own servers. Hard to move somewhere else

⭐ JDS1 HIGH-PERFORMANCE

Vercel's global network, with copies of your site close to your visitors



Delivery trucks = CDN

Keeps copies of your site in warehouses around the world, so it shows up fast.

TYPICAL WEBSITE

WordPress: Often an extra add-on, like Cloudflare

Wix, Squarespace, GoHighLevel: Included

⭐ JDS1 HIGH-PERFORMANCE

Built in



Door locks = SSL (the padlock and https)

Keeps what visitors type private between them and your site.

TYPICAL WEBSITE

WordPress: Set up by your host, sometimes with a plugin

Wix, Squarespace, GoHighLevel: Included

⭐ JDS1 HIGH-PERFORMANCE

Automatic



Security guard = Firewall

Stops troublemakers before they reach the door.

TYPICAL WEBSITE

WordPress: Usually a security plugin, like Wordfence

Wix, Squarespace, GoHighLevel: Handled by the builder

⭐ JDS1 HIGH-PERFORMANCE

Built into the hosting platform, plus fewer doors to guard



The building crew = Framework

The system that puts all the pieces together into a house.

TYPICAL WEBSITE

WordPress: WordPress

Wix, Squarespace, GoHighLevel: The builder's own private system. You can't see inside it

★ JDS1 HIGH-PERFORMANCE

Next.js, a framework made by Vercel



Foundation and frame = Server code language

The code doing the heavy lifting behind the scenes.

TYPICAL WEBSITE

WordPress: PHP, running on the server whenever pages are built or forms are sent

Wix, Squarespace, GoHighLevel: The builder's own code, kept private

★ JDS1 HIGH-PERFORMANCE

TypeScript (a careful kind of JavaScript), mostly run once, before anyone visits



Blueprint = HTML

Says what's on each page: headings, words, pictures, buttons.

TYPICAL WEBSITE

WordPress: Built by PHP when someone visits (or saved for a while in a cache)

Wix, Squarespace, GoHighLevel: Generated by the builder from your drag-and-drop layout

★ JDS1 HIGH-PERFORMANCE

Built ahead of time, so every page arrives finished



Paint and decor = CSS

Colors, fonts, spacing, and how it all fits on a phone.

TYPICAL WEBSITE

WordPress: Comes from the theme and the page builder

Wix, Squarespace, GoHighLevel: Comes from the template and your style settings

★ JDS1 HIGH-PERFORMANCE

Custom design for your business, written with Tailwind CSS



Electricity and light switches = JavaScript

Makes things move and respond: menus, buttons, forms, calculators.

TYPICAL WEBSITE

WordPress: Scripts from the theme and each plugin, often a lot of them

Wix, Squarespace, GoHighLevel: The builder's own scripts

★ JDS1 HIGH-PERFORMANCE

Only where something actually needs to move



Model-home design = Theme or template

A ready-made look that many other sites also use.

TYPICAL WEBSITE

WordPress: A bought theme, like Astra or Divi

Wix, Squarespace, GoHighLevel: A template from the builder's library

★ JDS1 HIGH-PERFORMANCE

No template. Designed for you from scratch

Snap-together furniture kit = Page builder

Drag-and-drop tool for arranging each page.

TYPICAL WEBSITE

WordPress: Elementor, Divi or another page builder

Wix, Squarespace, GoHighLevel: The drag-and-drop editor is the whole product

⭐ JDS1 HIGH-PERFORMANCE

React: custom building blocks we design once and reuse on every page

The front office = CMS (content management system)

Where words, pictures and pages get changed.

TYPICAL WEBSITE

WordPress: The WordPress dashboard, with everything stored in a database

Wix, Squarespace, GoHighLevel: The builder's dashboard. Your content lives on their platform

⭐ JDS1 HIGH-PERFORMANCE

Your pages and posts saved as files in GitHub, with a history of every change

Appliances and add-ons = Plugins and apps

Extra features, often made by other companies.

TYPICAL WEBSITE

WordPress: A stack of plugins, and each one needs its own updates

Wix, Squarespace, GoHighLevel: Apps from the builder's app store

⭐ JDS1 HIGH-PERFORMANCE

No plugins or apps. Features are built into the site

Mailbox = Contact form

Where new leads show up.

TYPICAL WEBSITE

WordPress: A form plugin that sends you an email

Wix, Squarespace, GoHighLevel: The builder's form (GoHighLevel drops the lead into its CRM)

⭐ JDS1 HIGH-PERFORMANCE

A built-in form that sends the lead to you

Building inspector = Preview and testing

Checks the work before anyone moves in.

TYPICAL WEBSITE

WordPress: Changes often go live the moment someone clicks Save

Wix, Squarespace, GoHighLevel: You can preview, then changes go live when you click Publish

⭐ JDS1 HIGH-PERFORMANCE

A private preview link, automatic tests, then a person approves it

Maintenance crew = Updates and care

Keeps everything patched, fixed and running.

TYPICAL WEBSITE

WordPress: You or your web person update WordPress, PHP, the theme and every plugin

Wix, Squarespace, GoHighLevel: The builder updates its platform. You keep paying rent to stay

⭐ JDS1 HIGH-PERFORMANCE

Our team, with Website Care & Hosting