Fourge

Fourge is our proprietary website platform, purpose-built for local business lead generation — fully managed, enterprise-grade speed and security, designed to turn every visitor into a customer.

	FOURGE	WORDPRESS	WIX	SQUARESPACE
Site Speed	**Optimized for lightning-fast load times**	Depends on theme, plugins & hosting	Builder overhead can slow load times	Templated, moderate speed
Security (SSL & beyond)	**Enterprise-grade, built in**	Included, depends on plugins staying current	Included, platform-managed	Included, platform-managed
Content Updates & Support	**Fully managed — our team handles changes**	DIY, or requires a developer/ agency	DIY	DIY
Analytics Setup	**Best-practice setup from day one**	Manual or plugin-dependent setup	Basic built-in analytics	Basic built-in analytics
SEO & AEO	**Built in — optimized for Google and AI assistant answers**	Plugin-dependent (e.g., Yoast)	Basic SEO tools, limited AEO	Basic SEO tools, limited AEO
Targeted Landing Pages	**5 included, built specifically to convert**	Requires separate build or plugin	DIY page builder	DIY page builder
AI Chatbot	**Included, built in**	Requires third-party plugin	Not native / limited	Not native
ADA Accessibility	**Built in**	Requires plugin or manual work	Limited built-in tools	Limited built-in tools
Platform Type	**Proprietary, fully managed, built for lead generation**	Open-source, self-managed, general purpose	Closed platform, general-purpose builder	Closed platform, general-purpose builder
Platform Design For	**Local businesses that need to generate and convert leads**	General-purpose publishing, ongoing developer support	Basic DIY sites — not built for lead generation	Portfolio & brand presentation — not built for lead generation

THE WEBSITE PLATFORM BUILT FOR LOCAL BUSINESS LEAD GENERATION