The study of the effectiveness of tools and functionality of the Tilda platform for website development

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Abstract. This manuscript constitutes a comprehensive investigation designed to evaluate the potentiality of the Tilda platform's instruments and functionalities for web development. The inquiry rigorously scrutinizes the inherent features of Tilda, incorporating, but not circumscribed to, its compatibility with prevalent web technologies such as HTML, CSS, and JavaScript, its expansive template library, its search engine optimization (SEO) utilities, the adaptability of its Zero-block functionality, and its interfacing with supplementary third-party services. Concurrently, the study undertakes a systematic comparative assessment that juxtaposes Tilda against analogous website development platforms. The study culminates with demonstrative applications of the platform, integration with a popular messaging service, and an exposition of its pricing policy.

1 Introduction

Creating websites can be an intricate and time-intensive endeavor, necessitating a comprehensive understanding of programming, design principles, and optimization techniques. Nonetheless, the emergence of web development platforms has democratized the process, making it more accessible and manageable for a broad spectrum of users. Among these platforms, Tilda has emerged as an effective tool, enabling users to construct websites without the prerequisite of mastering programming languages. This is made possible through the use of a visual editor and pre-structured templates.

At present, Tilda occupies a prominent position as a favored platform for web development in Russia and beyond. It offers a plethora of tools and functionalities that facilitate the construction of websites of diverse complexity and purpose. For instance, Tilda can be employed to develop small-scale business websites, landing pages, e-commerce sites, web portals, and many more digital platforms. With a user-friendly interface and an extensive library of pre-designed templates, the website creation process is accelerated and simplified.

Nevertheless, akin to all platforms, Tilda is not without its limitations and merits, which warrant careful evaluation when selecting a tool for web development. The forthcoming research paper is set to dissect the functionality and tools offered by the Tilda platform,

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gauge its strengths and weaknesses, and execute a comparative analysis with other leading web development tools. The outcomes of this research will assist developers and entrepreneurs in gauging the efficacy of employing Tilda for constructing high-caliber, professional websites and selecting the most suitable tool for their specific objectives.

2 Creating and editing web pages using a drag-and-drop interface

Tilda bestows users with the capability to fabricate and modify web pages through an intuitive drag-and-drop interface. The process of web page construction on Tilda can be delineated into a series of uncomplicated steps.

1) Page Construction: Initially, a new page must be instantiated on Tilda. This can be achieved either by selecting one of the pre-configured page templates or by initiating a page from a blank slate. Post the instantiation of the page, users can begin manipulating its content as depicted in Figure 1.

![New page](image)

**Fig. 1.** Creating a page.

2) Inclusion of Blocks: Tilda provisionally offers an assortment of varying blocks that can be utilized to structure a page. These blocks encompass textual segments, image galleries, form fields, buttons, multimedia video content, among others. To incorporate a block onto a page, a simple click on the chosen block suffices, as illustrated in Figure 2.

![Blocks](image)

3) Content Modification: Upon successful incorporation of a block to a page, the process of content modification can be initiated. This can be accomplished through a mere click on the block, which activates the editing mode, facilitating textual edits or image additions. Tilda further empowers users by offering an array of customization options pertinent to the block, which include typographic attributes, color schemes, and more.

4) Block Positioning: The placement of blocks on the webpage requires a simple click interaction. The user can subsequently maneuver the blocks around the webpage through specific control buttons. Furthermore, Tilda offers a degree of flexibility by enabling users to adjust a variety of placement settings such as indentation and alignment, thereby enhancing the page layout.
5) Preview and Publication: Subsequent to the successful creation and modification of a page, a preview functionality is available to visualize the final appearance of the page across different devices and browsers. Following the preview, the page can be published to the Tilda server, making it accessible to the global Internet audience.

The process of fabricating and editing web pages via Tilda's drag-and-drop interface is remarkably straightforward and intuitive. Tilda presents a wealth of options for creating aesthetically pleasing, functional web pages that can be easily personalized and promulgated on the World Wide Web.
3 Ability to use HTML, CSS and JavaScript to create custom elements and functions

Tilda extends the capability to generate custom elements and functions employing HTML, CSS, and JavaScript.

HTML, an acronym for Hypertext Markup Language, is utilized to establish the foundational structure of a web page. Within the Tilda framework, HTML code can be employed to construct custom blocks. For instance, a unique widget or a feedback form could be created using this method. The HTML code can be embedded in various locations throughout the page, including but not limited to headers, text blocks, or footers.

Cascading Style Sheets (CSS) is a styling language employed to influence the aesthetic design of a webpage. Tilda allows for the use of CSS to create custom styles for various page elements, such as altering the background color or font type. CSS code can be incorporated in diverse areas of the page, including within block settings or within the Design Settings segment.

JavaScript, a high-level programming language, is utilized to create interactive components on a webpage. Within Tilda, JavaScript can be employed to construct custom functionalities, such as form validation or the creation of animations. JavaScript code can be implemented in different areas of the page, such as within an HTML block or the Design Settings section.

To leverage HTML, CSS, and JavaScript, Tilda offers a special block, labeled T123, as represented in Figure 5.

The overarching concept behind employing HTML, CSS, and JavaScript within Tilda's environment is to enable users to create their own custom elements and features. This enhances the platform's potential, enabling the creation of more unique, personalized websites.

Fig. 5. Block T123.

4 Large library of ready-made components and templates

The extensive repository of pre-constructed components and templates furnished by Tilda can significantly expedite and streamline the process of website creation for its users.

The library supplied by Tilda is abundant with diverse components, inclusive of headers, text blocks, images, sliders, feedback forms, galleries, maps, buttons, among others. Each component comes equipped with configurable settings, permitting customization as per user needs and requirements.

Moreover, Tilda offers an array of pre-designed templates, which can serve as foundational structures for website creation. These templates encapsulate various pages such as homepages, service pages, portfolio showcases, contact information pages, and more. Each template boasts a distinctive design and offers customization options to meet user specifications.
A compelling advantage of utilizing Tilda's pre-constructed components and templates is their ability to notably simplify and accelerate the website creation process. Users can swiftly construct pages and tailor components and designs without extensive coding. Furthermore, the use of these pre-constructed components and templates can assist in creating a more professional, high-quality website that is visually appealing and operationally effective.

5 User-friendly interface for adding and editing content on the site

Leveraging Tilda's user-friendly interface, users can efficiently and swiftly add and edit content on their websites, thereby empowering even novice users to construct and modify pages.

The interface offered by Tilda is founded on the 'WYSIWYG' (What You See Is What You Get) principle, which signifies that users can generate and modify content directly on the webpage, with real-time visualization of how it will appear on the completed site. This aspect significantly streamlines the website creation process, as it provides immediate feedback on the output of user modifications and facilitates necessary adjustments.

All modifications made to the webpage are automatically preserved, thereby negating the requirement for manual save operations.

The interface provided by Tilda offers a convenient and intuitive method to add and manipulate content on a website, rendering it accessible to a broad user demographic, inclusive of novice users with no prior knowledge of web development.

6 Ability to create and edit blogs and news sections

Tilda provides the capability to instantiate and edit blogs and news sections on the website under development, considerably streamlining the process of crafting and maintaining a blog or news feed and allowing swift and easy addition and management of new entries.

The creation of a blog or news section on Tilda can be facilitated using a dedicated Blog component. Upon adding this component to a page, various blog-specific configurations can be set, including the title, description, and the format for entry display, among others. New entries can subsequently be added, which will be automatically integrated into the blog page in chronological order of creation.

Each blog entry comprises a title, text, images, and other ancillary elements such as category tags. Each entry can be customized to suit specific requirements, which includes text formatting, image and link addition, and metadata customization.

Tilda also enables the customization of various blog display preferences, such as the number of entries per page and the display format. This level of customization allows the creation of a blog that best aligns with user needs and specifications.

The ability to create and edit blogs and news sections within Tilda positions this tool as an optimal choice for users aspiring to swiftly and effortlessly create their own blog or news feed.

7 Various options for customizing SEO and page metadata

The numerous SEO and page metadata customization options afforded by the platform enable users to enhance the visibility of their websites in search results, thereby attracting increased traffic. With Tilda, users can set page meta tags including page title, description, keywords, and customize metadata for social networks such as Facebook and Twitter.
Moreover, the platform allows users to tailor the page URL and set alternative text for site images.

Tilda also facilitates the establishment of redirects, enabling user redirection from one page to another, which proves useful in instances where content is migrated to a new page or the website structure undergoes modification.

The configuration of SEO and metadata on Tilda is a crucial step in enhancing a site's visibility in search results and boosting site traffic. With the diverse customization options available within Tilda, users can easily tailor page metadata and stimulate site traffic.

### 8 Capability to employ custom styles and design elements

The application of custom styles and design elements on Tilda is realized via the use of Zero-block. Zero-block facilitates the creation of user-specific components and design elements through a visual interface. Users can select different types of elements, such as buttons, images, text blocks, etc., and customize their settings, inclusive of colors, fonts, indents, etc. Users can also upload their own images and icons to generate unique design elements (Fig. 6).

Zero-block additionally offers the capability to customize various component settings, such as animations and transitions, permitting users to create unique site effects and animations without the necessity for code writing.

Moreover, Zero-block supports diverse integrations such as Google Maps, Vimeo, YouTube, and more, thereby enhancing site functionality without requiring code. Furthermore, Zero-block provides the ability to create an adaptive design that will display accurately across different devices and screens, given the correct configuration of block and design element parameters.

Utilizing Zero-block in Tilda allows the creation of a unique website design devoid of the need for HTML, CSS, and JavaScript code, making the site creation process more accessible and expedient, and allowing the focus on content creation and site functionality.

![Zero block](image_url)

**Fig. 6. Zero block.**

### 9 Graphic editor for creating and editing images

Tilda offers a built-in graphic editor that permits image creation and editing directly within the platform interface. The graphic editor in Tilda, accessible in project editing mode, enables users to perform the following operations:

1) Drawing Graphic Elements: The graphic editor tools allow the drawing of lines, curves, shapes, text, among other elements.
2) Image Editing: Users can upload their own images or select images from the Tilda library, and then resize, crop, rotate, adjust color filters, etc.

3) Animation Creation: Simple animations can be created in the Tilda graphic editor using animation tools.

4) Layer Management: Layers can be used to overlay graphic elements and control their display order.

5) Image Exporting: Images can be exported from the image editor in various formats, including PNG, JPG, and SVG.

Hence, Tilda's graphic editor allows the creation and editing of images without the need for third-party programs or services. This proves useful for creating simple graphic elements, banners, logos, and other design elements, which can be added directly to the site from the Tilda interface.

10 Analytical tools for tracking site traffic and user behaviour

Tilda's built-in analytical feature, Tilda Statistics, allows for the examination of website traffic patterns and user interaction. This tool provides data regarding the number of site visitors, their interaction with the content, session durations, and frequency of visits to individual pages.

Tilda Statistics yields insights such as:
- Quantity of visits and page views;
- Average user duration on the site;
- Count of unique users;
- Number of return site visitors;
- The number of users who have added items to cart and executed purchases (for e-commerce platforms);
- The most frequented pages on the site, and more.

Additionally, Tilda Statistics enables users to view data on conversions (for instance, the number of users who have submitted requests on the site), and traffic (identifying sources attracting most users to the site), among other aspects.

Furthermore, Tilda Statistics provides the functionality for the creation of traffic reports and the subsequent emailing of these. This feature proves convenient for those wishing to regularly obtain statistics pertaining to their site's traffic.

For users desiring more advanced analytical capabilities, Tilda sites can be integrated with Google Analytics, Yandex.Metrika, or other external services. Establishing these connections will yield more detailed insights regarding user behaviour on the site.

11 Integration with third-party services such as Google Analytics, Mailchimp and others

Tilda's interface incorporates an 'Integration' section, which enables the integration of the site with numerous third-party services, including but not limited to Google Analytics, Mailchimp, Facebook Pixel, and Yandex.Metrika. Users can select the service they require and connect it to their project, thereby augmenting the site's functionality.

For instance, to connect Google Analytics to a Tilda site, users navigate to 'Integrations', select 'Google Analytics', and input their unique Google Analytics tracking code. Subsequently, data pertaining to site visitors will be automatically relayed to Google Analytics.
In a similar vein, users can establish connections with other services, such as Mailchimp, for the collection of newsletter subscribers, or Facebook Pixel, for tracking conversions resulting from Facebook advertising campaigns.

The capability for integration with third-party services in Tilda enables users to conveniently administer various site functions without departing from the platform interface or necessitating programming skills. This saves time and proves particularly beneficial for small projects and entrepreneurs who lack the resources to hire a programmer.

**12 Tools for project and task management**

Tilda features several utilities for project and task management, designed to organize work and facilitate communication amongst project contributors. These utilities include:

1) Task Boards: Tilda offers a task board utility which aids in the organization of tasks within a project. Users can create task cards and utilize the drag and drop function to monitor their progression. This proves particularly useful in team-based projects requiring task distribution amongst participants.

2) Calendar: Tilda also includes a calendar utility to manage task deadlines. Users can create events and tasks on a calendar viewable by day, week, or month.

3) Projects: Within the 'Projects' section, users can establish projects, assign tasks, and monitor their execution. Other project members can be invited and granted shared access.

4) Task Tracker: Tilda's task tracker utility facilitates real-time task tracking. It provides a view of task statuses and allows tasks to be marked as completed or uncompleted.

5) Comments and Notifications: Tilda enables users to leave comments on tasks and projects, promoting efficient communication between project members. Notifications can also be set up to provide alerts about new comments, task modifications, and other project updates.

Tilda's project and task management tools streamline site work and foster communication between project members. These tools facilitate the creation of task boards, the management of projects, the tracking of task due dates, the maintenance of task progression, and the communication amongst project participants.

**13 Collaborative tools for teamwork on a website**

User management and access rights form essential aspects of web development and web applications. Tilda's web platform incorporates the ability to manage users and access rights at various levels.

Tilda's user system permits web project administrators to manage user access to a variety of functions and resources on the site, and control the history of page changes on the site. To meet these needs, Tilda offers several foundational functionalities, such as user management, role assignment, permission management, and project access control.

The user management feature allows administrators to create new users, modify user data, and, if necessary, delete accounts. Additionally, Tilda allows administrators to assign roles to users, controlling the degree of site function and resource access.

To effectively manage access rights, Tilda enables administrators to manage permissions by defining which actions and functions are available for each user role. This can encompass, for example, access to edit site pages, alter content, or access comments.

Moreover, Tilda features a project access control utility which permits administrators to grant or deny project access to specific users. This proves beneficial when needing to restrict access to sensitive information or when managing project access within a team.
Lastly, Tilda offers control over site page change histories, allowing administrators to track the origin of site page alterations and their corresponding timestamps. This is valuable for quality control and the protection of the site from unauthorized access.

Tilda's user management and access rights features provide a high level of control and security for web projects, enabling administrators to effectively manage user access to site features and resources. This is particularly beneficial for small projects and entrepreneurs lacking the resources to employ a programmer.

14 Protection against hacker attacks and other security threats

Tilda incorporates features and safeguards to defend against cyber-attacks and other security threats. For instance, the Tilda platform utilizes a DDOS attack protection system that aids in the detection and prevention of site attacks. Furthermore, Tilda supports HTTPS, securing data transfer between the server and the client.

Moreover, Tilda encompasses various security measures and features, enhancing the site's resilience against cyber-attacks and other security threats. For example, Tilda comes equipped with built-in SQL injection protection, helping prevent attacks on the site's database. Tilda also supports CAPTCHA implementation to deter automated attacks on your site.

Tilda also enables site access set-up utilizing diverse authentication methods such as two-factor authentication or restricting access to certain IP addresses only.

A built-in site backup mechanism exists within Tilda that allows site copies to be stored on Tilda's servers, facilitating site restoration in the event of data loss or other security issues.

However, site security also hinges upon the measures and features provided by Tilda, developer responsibility, and best security practices. This includes the use of robust passwords, regular site and component updates, the installation and use of only trusted applications and extensions, and routine site vulnerability checks using specialized tools and services.

While Tilda provides several security measures to defend against cyber-attacks and other security threats, a site's security on Tilda also relies on the security practices and responsibility of the developer.

15 Site hosting on reliable servers with high availability and fast loading pages

Tilda server-hosted websites offer high availability, swift page loading, and reliability.

Tilda servers, located globally, reduce website loading times for users across various regions. Furthermore, Tilda's servers employ cutting-edge hardware and software, ensuring the site's stable operation and defense against assorted security threats.

Additionally, Tilda includes features and measures to expedite your website pages' loading. For instance, an image optimization feature can be used to reduce image size without compromising quality, or caching can be set up to enable faster site page loading for repeat requests.

Note that high site availability on Tilda also requires proper site and component configuration and updates. For example, the latest versions of CMS and installed plugins on the site should be used to ensure stable and secure operation.

Thus, Tilda provides dependable hosting for websites on its servers, which ensure high availability and quick page loading. However, to achieve optimal site performance and reliability, proper site and component configuration and updates are imperative.
16 Analysis of Tilda's shortcomings: limitations and problems in working with the web platform

Tilda, one of the most popular web platforms, facilitates quick, code-free site creation. Despite Tilda's many advantages, the platform has several drawbacks and limitations that might impact its attractiveness for some users.

A notable limitation of Tilda is its restricted selection of templates and designs. While Tilda does offer an array of templates and designs, those seeking a more customized solution may find them lacking. The platform does allow users to create their own designs using Zero-block, but it should be noted that using Zero-block may require additional design and programming expertise. Inexperienced users may struggle with this feature, especially if they lack experience in creating their own designs. Additionally, using Zero-block may require more time and effort than utilizing ready-made templates and designs, which can be problematic for those on tight deadlines or with limited resources.

Moreover, Tilda has some limitations concerning various site elements. For example, some users may find limited options for customizing page elements such as forms, buttons, and other interactive elements. This can be particularly challenging for those seeking more complex features or integration with other platforms.

Finally, Tilda has some SEO limitations. Although the platform offers tools for site optimization for search engines, these may not be sufficient for those striving for maximum visibility in search engine results.

Despite the limitations and challenges associated with Tilda, the platform continues to be a popular choice for many users due to its ease of use and swift site creation capabilities.

17 Comparative analysis of Tilda with other popular tools for creating websites

A plethora of website creation tools exists in the market, with Tilda being one among them. Let's engage in a comparative analysis of Tilda vis-a-vis other leading website creation tools.

One of the principal competitors to Tilda is Wix. Wix offers a more diverse selection of templates and designs compared to Tilda and facilitates the creation of custom templates. Additionally, Wix possesses superior SEO and analytics tools, thereby making it more appealing to professional web developers. However, Wix's complex interface can be challenging for beginners, and its intricate structure can prove cumbersome for managing in large teams.

Another contender is Squarespace. Compared to Tilda, Squarespace boasts a more professional and cleaner design interface and offers a broader range of tools for managing marketing and sales. However, Squarespace can prove to be a costlier option, especially for users who necessitate more advanced features and functionalities.

It's also worthwhile to mention WordPress, one of the most popular tools for website construction. WordPress, being open-source, has a substantial community of developers who contribute to a multitude of themes and plugins, thereby augmenting its functionality. Nevertheless, WordPress may prove challenging for beginners and requires coding knowledge for creating and customizing a website.

In essence, Tilda presents both advantages and disadvantages in comparison with other leading website creation tools. Its ease of use, drag-and-drop interface, and intuitive task and command management tools make Tilda appealing for novice users and small teams that don't necessitate complex functionalities. However, professional web developers and larger teams may prefer more potent solutions such as Wix or Squarespace.
18 Usage in practice

The use of the Tilda platform in practice can be very diverse and depends on specific needs and tasks. Below are some examples of how to use Tilda in practice:

1) Creation of a business card site, it can include information about the company, its products and services, contact information, and other useful information.

2) Creation of an online store with a wide range of functions such as adding products, payment, shipping, order management, etc.

3) Creating a landing page, it can contain information about the product, its benefits, customer feedback, a form to fill out an application or order, buttons for social networks and other elements.

4) Creation of a blog, which can contain articles, news, reviews and other useful information for readers. The blog can be integrated with social media and other platforms to help attract more visitors.

5) Creating sales pages for a specific product or service, which can contain relevant information about the product, its benefits, customer reviews, a form to fill out an application or order, buttons for social media and other elements.

6) Creation of a marketing campaign, which can include landing pages, sales pages, application forms, email newsletters, and other elements. Tilda provides features for data analysis and conversion tracking, which allows you to improve the effectiveness of marketing campaigns.

7) Creation of portfolios for various professionals such as designers, photographers, artists and others. The portfolio can contain information about the work, contact information and other elements.

8) Creating an online course with a wide range of features, such as adding video lessons, tests, payment, student management, etc.

In general, Tilda provides ample opportunities for creating various types of websites and pages with minimal development costs and without the need for knowledge of programming.

19 Interaction with popular messengers

Tilda possesses a utilitarian capability to integrate diverse prevalent messaging platforms, facilitating a seamless connection between website proprietors and their visitors. This facilitates real-time interaction and enhances communication efficacy. This capability enables an array of potential strategies to augment the user experience and bolster conversion rates.

One notable platform compatible with Tilda is WhatsApp. The integration of WhatsApp endows the ability to provide immediate customer assistance, address inquiries, and establish a direct communication conduit with site visitors. Tilda's suite of accessible tools can be used to embed WhatsApp buttons or widgets on web pages, thereby ensuring user-friendly operation and optimal accessibility for end users.

An additional popular messaging application that can be assimilated with Tilda is Telegram. Telegram's integration establishes an extra communication pathway with site visitors. This integration empowers the creation of chatbots or the addition of Telegram buttons for direct communication with visitors. This avails the ability to autonomously address inquiries, send personalized messages, and disseminate updates or announcements.

Facebook Messenger is yet another popular messaging platform that can be integrated with Tilda. The integration of Facebook Messenger enables direct connection with site visitors and offers personalized assistance. Leveraging Messenger's features, plugins or chatbots can be incorporated into web pages. This provides the capability to automatically...
respond to requests, directs communication, and utilizes features such as chatbots for automated responses.

To elucidate the process, let's consider the task of connecting Telegram to the feedback form, facilitating automatic redirection of application data to a Telegram bot:

Initially, a button and a form are required to transmit the data (Refer Fig. 7):

![Fig. 7. Button and form.](image)

Subsequently, a Telegram bot must be established to retrieve information. Tilda encompasses a proprietary bot that facilitates the creation of requisite bots. From this bot, one can procure the API key and the secret key corresponding to the desired bot, which are subsequently integrated into the Tilda control panel (Refer to Fig. 8):

![Fig. 8. Adding bot keys to Tilda.](image)

After that you just need to connect the form to the bot and that's it, you can test.
The bot must then be tested (Fig. 10 and Fig. 11).

20 Economic calculation in Russian conditions of use

The fiscal evaluation of Tilda platform utilization in the context of Russian economic parameters hinges on multiple factors, such as the selected tariff plan and the business or project-specific requirements.

Tilda platform proposes the following plans:

1) Complimentary Plan:
   - The feasibility to fabricate and publish a singular site on a subdomain (your-site.tilda.ws).
   - Fundamental features of the constructor, inclusive of pre-formatted blocks, responsive design, and feedback forms.
- Restricted quantity of pages and disk space.
- Basic analytic tools for monitoring site traffic and activity.
- Limited accessibility to some advanced attributes and integrations.

2) Personal Plan – ₽500/month:
- Encompasses all the features of the complimentary plan.
- The capability to use a personalized domain for the site.
- Augmented quantity of pages and disk space.
- Sophisticated analytic tools for a detailed examination of site visitors and statistical data.
  - The functionality to configure SEO to optimize the site.
- The feasibility to link third-party services and integrations to amplify site functionality.
- Supplementary features, such as the ability to incorporate code into site pages and manage access rights.

3) Business Plan – ₽750 per month:
- Encompasses all the features of the personal plan.
- Additional capabilities, such as the potential to create and publish five distinct sites.
- Extended disk space to house more content.
- Priority support from the Tilda team to promptly address emerging issues.

In essence, financial commitments on the Tilda platform are primarily confined to the procurement of plans, as they furnish a comprehensive collection of features required for the cultivation of websites.

21 Conclusion

In conclusion, the Tilda platform serves as a potent tool for web development. With its intuitive interface and a comprehensive set of features, users can quickly construct professional websites without necessitating programming skills. However, certain limitations of Tilda, such as its restrictive design selection and lack of profound customization, may prove challenging for more seasoned users, particularly those seeking custom solutions.

The comparative analysis of Tilda with other popular website creation tools reveals that Tilda possesses its unique strengths and weaknesses. In comparison to Wix and Squarespace, Tilda offers a more straightforward interface and a cost-effective solution but falls short with its limited template selection and less flexible design customization tools. Nonetheless, for users seeking a quick solution for website creation, Tilda may be an optimal choice.

In essence, the Tilda platform can be considered an optimal choice for individuals at the inception of their web development journey and those who require swift, uncomplicated solutions for website construction. The platform's intuitive interface, combined with a comprehensive set of tools and features, allows even those with minimal technical knowledge to construct and publish professional-looking websites. This makes Tilda particularly attractive to those seeking to establish an online presence without needing to delve into the complexities of web development or hire a professional developer.

However, it is crucial to note that more experienced users, who are comfortable with web technologies and are seeking a platform that offers deeper customization and design flexibility, might find Tilda somewhat limiting. While Tilda does offer customization options through its Zero-block feature, this may not be enough for seasoned developers who want to build bespoke website solutions.

In such cases, other website building platforms, which offer a wider range of templates and more advanced customization options including direct code manipulation, could be a more suitable choice. Some of these platforms may provide greater control over elements
such as layout, styling, and interactions, making them more appealing to users with more specific or advanced requirements.

In conclusion, while Tilda is an excellent platform for those starting in web development or seeking straightforward, quick website solutions, its offerings might fall short for those users seeking to craft more intricate, personalized web experiences.

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