# Understanding Free vs Pro

Creator Suite · https://sitenitro.com/docs/understanding-free-vs-pro/

Creator Suite is designed so the free version is genuinely useful — you can publish reviews, comparisons, roundups, and guides with professional templates, structured data, and SEO fundamentals right out of the box. Pro unlocks advanced features for creators who want full control over their content and maximum search visibility.

## What's Included in Free

The free version gives you the complete content creation toolkit:

### All Four Post Types

- **Reviews** — Star ratings, pros/cons, quick verdict, final verdict, FAQ, video embed, author bio
- **Comparisons** — 2-product side-by-side scoring with category breakdowns, winner selection, comparison table
- **Roundups** — Product grids with up to 5 roundups, affiliate links, Editor's Pick, Best For tags, buy buttons
- **Guides** — Quick Answer, What You'll Need prerequisites, Table of Contents sidebar, FAQ, auto-related content

### Content Features

- JSON import for all four post types
- CTA buttons with customizable text on reviews and comparisons
- Sponsored content toggle with disclosure notice
- Helpfulness reaction system (reader feedback buttons with social proof)
- Breadcrumb navigation on all post types
- Sticky Table of Contents sidebar on reviews and guides

- Archive pages for all post types

### SEO & Schema

- Article/BlogPosting structured data on all post types
- FAQPage schema for FAQ sections
- BreadcrumbList schema for breadcrumb navigation
- Auto-generated meta description and canonical URL
- SEO plugin compatibility (RankMath, Yoast, SEOPress, AIOSEO)

### Appearance

- Core color settings (primary color, background, text)
- Responsive templates that work on desktop, tablet, and mobile
- Block theme (FSE) compatibility
- Works with any WordPress theme and page builders like Elementor

### Affiliate Links

- `rel="nofollow sponsored"` auto-applied to all affiliate links
- New tab behavior on buy buttons
- Customizable button labels per product

## What Pro Unlocks

Pro adds advanced features for serious creators who want maximum control and search visibility.

### Advanced Review Features

- **Custom Review Types** — Create unlimited review types with specific rating categories, badge labels, schema types, URL structure, and CTA text. Instead of one "General Review" type, create "Camera Review," "Plugin Review," "Smart Glasses" and more — each with their own rating criteria.
- **Per-Post Badge Overrides** — Override the review type badge label on individual posts

## Enhanced Comparisons

- **3-Product Comparisons** — Add a third product for three-way head-to-head comparisons
- **Comparison Schema Types** — Select the Schema.org type for each comparison category

## Expanded Roundups

- **Unlimited Roundups** — Free is limited to 5 published roundups; Pro removes the limit
- **List and Compact Layouts** — Two additional layout options beyond the standard grid
- **Product Categories** — Organize products into named sections within a roundup (e.g., "Audio," "Video," "Lighting")
- **Review Linking** — Link roundup products to existing reviews. The product card displays the review's star rating as a clickable badge.

## Advanced Guides

- **Manual Related Content** — Search for and select specific reviews, comparisons, roundups, or other guides as related content, instead of only auto-pulling from the same category

## Full Schema Control

- Toggle individual schema blocks on or off
- Select Schema.org types per review type (Product, SoftwareApplication, MobileApplication, etc.)
- ItemList with Product entities on roundup pages for enhanced search results

## Advanced SEO

- Custom SEO title and description per post with character counters
- Open Graph tags for Facebook and social sharing
- Twitter Card tags for Twitter/X sharing

## Appearance & Branding

- Full color palette — all 13 color settings plus button colors
- Google Font selection for headings and body text

### Sidebar Ads

- Global ad code that appears below the Table of Contents on all posts
- Per-post ad code overrides
- Ad label customization
- Show/hide toggle per post

### Analytics

- Full helpfulness reaction dashboard with top 10 most and least helpful posts
- Recent reactions activity feed
- Content improvement insights

## Feature Comparison Table

| Feature | Free | Pro |
|---|---|---|
| Reviews with ratings, pros/cons, verdict, FAQ | ✓ | ✓ |
| Comparisons (2 products) | ✓ | ✓ |
| 3-Product Comparisons | — | ✓ |
| Roundups (up to 5) | ✓ | ✓ |
| Unlimited Roundups | — | ✓ |
| Guides with Quick Answer, TOC, FAQ | ✓ | ✓ |
| JSON Import | ✓ | ✓ |
| Helpfulness Reactions | ✓ | ✓ |
| Basic Schema (Article, FAQ, Breadcrumb) | ✓ | ✓ |
| Custom Review Types | — | ✓ |
| Full Schema Control | — | ✓ |
| Advanced SEO (OG, Twitter Cards) | — | ✓ |

| Feature | Free | Pro |
|---|---|---|
| Roundup Layouts (List, Compact) | — | ✓ |
| Roundup Product Categories | — | ✓ |
| Review Linking in Roundups | — | ✓ |
| Manual Related Content (Guides) | — | ✓ |
| Full Color Palette | — | ✓ |
| Google Fonts | — | ✓ |
| Sidebar Ad Management | — | ✓ |
| Per-Post Badge Overrides | — | ✓ |
| Full Reaction Dashboard | — | ✓ |

# Pricing

Creator Suite Pro is available in three tiers:

| Plan | Sites | Price |
|---|---|---|
| Solo | 1 site | $99/year |
| Small Business | 5 sites | $249/year |
| Agency | 50 sites | $499/year |

All plans include the same features — the only difference is how many sites you can activate.

Purchase Creator Suite Pro →

# Upgrading and Downgrading

## Upgrading to Pro

1. Purchase a license at sitenitro.com/plugins/creator-suite
2. Download the Pro zip from your Site Nitro account

3. Upload via **Plugins → Add New → Upload Plugin** — WordPress will replace the free version
4. Activate and enter your license key in **Creator Suite → Settings → License**

All existing content is preserved. Pro features become available immediately.

### If Your License Expires

When a Pro license expires:

- All Pro features **continue to work** — your content is not affected
- Plugin updates are **paused** until you renew
- You'll see a notice in the admin reminding you to renew for updates and support

Your published content never changes based on license status. Reviews with custom types still display, 3-product comparisons still render, and all schema still outputs.

### Switching Back to Free

If you choose to switch back to the free version:

- Upload the free version via WordPress — it replaces Pro
- All content and settings are preserved in the database
- Pro-only features disappear from the editor UI but published content remains intact
- If you upgrade again later, everything is still there

## Questions?

Browse the full Creator Suite documentation or reach out through the Site Nitro support page.