

Choose Around Your Site

I'd write down the requirements before comparing templates or introductory prices. A platform that handles your essential work is the useful shortlist.

Your Requirements

Question	Your Answer
What will visitors need to do?	
What will you publish or sell?	
Which integrations are essential?	
Which languages and regions must work?	
Who will maintain the site?	
What must you be able to export?	

Where I Would Start

Wix: compare its hosted editing, business features and app integrations with your requirements.

Squarespace: test a design and content structure close to what you need, including any store or subscription.

WordPress: consider it when hosting choice, custom functionality and control of site files matter, with maintenance assigned to you or a provider.

A missing essential feature outweighs a score made by adding up minor advantages. Build a representative page or workflow before choosing.

Compare the Full Cost

Fill each column with the plan and services you would actually buy. Include introductory prices, renewal prices, billing commitments and your maintenance budget.

Cost Over 3 Years	Wix	WordPress	Squarespace
Plan or hosting			
Domain and email			
Paid apps, plugins or extensions			
Design and development			
Maintenance and support			
Payment and platform fees			
Tax and other required costs			
Total			

If You Sell

Calculate processor fees and platform fees separately using the kinds of products you sell. Squarespace commerce fees and digital-product fees can differ by plan; a plan without a commerce transaction fee can still have a digital-product fee.

Expected annual sales and product types

What changes at renewal or at a higher sales volume

Check the Exit Before Launch

Platform	What to Expect When Moving
Wix	CMS collection CSV export does not mean Wix Blog has a native export to another platform. Plan separately for blog content, pages, design and media.
WordPress	A complete move usually needs files and the database. The built-in content XML export is not a full site backup. Check licenses, integrations and destination compatibility.
Squarespace	XML export supports selected content and 1 blog, with block and version limitations. Supported physical and service products have a separate CSV route. Design and unsupported content need separate work.

Before You Commit

- ☐ Your account, domain and billing access are under your control.
- ☐ You have tested a representative page and the main visitor task.
- ☐ Required integrations, languages and accessibility needs are covered.
- ☐ You know the full renewal amount and any sales-related fees.
- ☐ Someone owns updates, backups, account security and recovery.
- ☐ You have checked an export or migration route for your actual content types.

Chosen platform and the condition that would change my decision
