



FREE DOWNLOAD

Website Platform Chooser

12 questions that score Wix, WordPress and Squarespace against the site you will have in 2 years, a 3-year cost worksheet you fill with the prices on the day, what each platform hands back if you leave, and the launch checklist for the winner.

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| 1 | The 12-question score | circle, add up, compare |
| 2 | 3-year cost worksheet | renewal prices, not first-year offers |
| 3 | Exits and launch checklist | before you commit |
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By Gaurav Tiwari. Companion to the Wix vs WordPress vs Squarespace guide at gauravtiwari.org. Decide for the site as it will be in 2 years.

STEP 1

Score the three against your site

For each question, tick the column that is true for your site, then add the points in each platform column. The points reflect how strongly each platform serves that need; a tie goes to the platform with the cleaner exit.

IF THIS IS TRUE FOR YOUR SITE IN 2 YEARS	TICK	WIX	WORDPRESS	SQUARESPACE
It will publish articles regularly a blog, a magazine, a content business	☐	1	3	2
It will sell more than a handful of products	☐	2	3	1
It needs a feature I can name that the builders do not offer memberships, courses, custom data, an integration	☐	1	3	0
Being unable to move it later would hurt	☐	0	3	1
It will pass a few hundred pages	☐	1	3	1
It needs more than one language	☐	2	3	0
Nobody technical will ever log in after launch	☐	3	0	3
It must be live within days	☐	3	1	2
How it looks is most of its job portfolio, studio, restaurant, photographer	☐	2	1	3
It needs bookings or events built in	☐	3	2	2
I want to build for free before I decide	☐	3	1	0
Its feature list is ordinary and fully known today	☐	3	1	3
Total for the rows you ticked		☐	☐	☐

Reading the score. A clear WordPress lead means own it and budget for a managed host if nobody wants maintenance. A clear Wix or Squarespace lead means a builder is the right call; between the two, Squarespace for the look and the cleaner exit, Wix for the longer feature list and the free start. A near tie means the site will grow past a builder, and the cheaper mistake is starting on WordPress.

WHAT EACH PLATFORM HANDS BACK IF YOU LEAVE

Leaving Wix

Blog posts and CMS collections as CSV, within limits on large collections. No pages, no layouts, no design. Media downloaded by hand. Domain transfers. Plan on a rebuild.

Leaving WordPress

Everything. An XML of all content from the built-in exporter, or a full copy of files and database to any host. Nothing is lost and nothing is rebuilt.

Leaving Squarespace

An XML that WordPress imports directly: pages, blog posts, text and image blocks, galleries. Products, index pages and audio or video blocks stay behind. Domain transfers.

STEPS 2 AND 3

Cost it, then launch it

Fill the cost lines with today's renewal prices from each platform's plans page, never the first-year offer. Then run the launch checklist for the platform that won before you sign up.

3-YEAR COST, AT TODAY'S RENEWAL PRICES

COST LINE	WIX	WORDPRESS	SQUARESPACE
Plan or hosting x 36 months Wix: the tier that includes what you ticked; a store needs a mid tier. WordPress: shared hosting to start, managed once it earns. Squarespace: no free plan, a 14-day trial.			
Domain renewals Builders usually give year 1 free, so 2 renewals; WordPress at your own registrar, 3 renewals			
Paid apps, plugins, themes or extensions x 36 months			
Platform cut of sales over 3 years None from Wix or WooCommerce beyond processor fees; Squarespace takes a percentage on the entry plan, check the current rate			
3-year total			

Reading the total. WordPress on shared hosting is nearly always lowest and the gap widens as the site grows, because you can shop for hosting while a builder can only raise the plan. If a builder still wins on your numbers, the score on page 2 has already told you it is the right kind of site for one.

LAUNCH CHECKLIST, WHICHEVER ONE WON

- ☐ The domain is registered at a registrar you control, not inside the builder, with auto-renew on.
- ☐ The 5 things the site must do in 2 years are written down and the platform serves all 5 today or has a named way to.
- ☐ The renewal price is what you budgeted, not the first-year offer.
- ☐ If you sell: the platform's cut of sales is known and acceptable at the volume you expect in year 2.
- ☐ WordPress only: a host with daily backups and a staging site is chosen before the theme is, and updates have an owner.
- ☐ Builder only: you have exported a test copy of your content once, so you know what the exit looks like before you need it.