

Wix vs Squarespace

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Wix	Squarespace
Starting price	\$17.77/mo billed yearly (US)	Check pricing
Free plan	Yes	No
Free trial	No	Yes
Difficulty	Easy	Easy
Best for	Small businesses that want an all-in-one website builder without managing hosting or code.	Businesses and creators that want polished design, hosting, ecommerce, and marketing features in one service.
Last checked	Oct 2026	Sep 2026

KEY DIFFERENCES

Where each tool stands out

Wix

Key strength: Easy website creation with hosting, templates, business features, and AI tools in one platform.

Main limitation: Costs and platform dependence can increase as the site requires more advanced business features.

Squarespace

Key strength: High-quality templates and an integrated website-building experience with strong design consistency.

Main limitation: Customization is more constrained than open-source platforms and advanced developer-oriented builders.

USE CASES

What can you use them for?

Wix

- Small business websites
- Ecommerce
- Landing pages
- Service websites
- Online booking

Squarespace

- Business websites
- Portfolio websites
- Ecommerce
- Service websites
- Creator websites

PROS AND CONS

Trade-offs to consider

Wix

What we like

- + Free plan available
- + Easy drag-and-drop editor
- + Hosting included
- + Large template library
- + Built-in business and AI tools

What to consider

- Advanced plans become more expensive
- Less portable than open-source platforms
- Complex custom development can be limiting

Squarespace

What we like

- + Polished templates
- + Managed hosting
- + Ecommerce and payments
- + Mobile-optimized designs
- + 14-day free trial

What to consider

- No permanent free website plan
- Less flexible than open-source WordPress
- Advanced customization can be limiting

BEST FIT

Who should choose each tool?

Wix

Best fit: Choose Wix if you want to launch and manage a professional website without handling hosting, updates, or much technical setup.

Skip it if: Skip it if you require maximum code-level flexibility, infrastructure control, or expect to migrate frequently between platforms.

Squarespace

Best fit: Choose Squarespace if you want a polished, managed website with strong templates and do not want to assemble hosting, themes, and plugins separately.

Skip it if: Skip it if you need extensive plugin-based customization, complete hosting control, or highly custom development workflows.