

# Website Platform Comparison Checklist: WordPress vs Wix/Squarespace

Feature / Capability	✅ WordPress (Self-Hosted)	❌ Wix / Squarespace (DIY Builders)
Ownership & Control	Full ownership & exportable	Platform-owned, limited export
Design Flexibility	Unlimited customisation (themes, code, page builders)	Limited by templates and builder tools
Scalability	Highly scalable for any business size	Suitable for small/basic sites
SEO Optimisation	Advanced SEO tools and controls	Basic SEO, limited advanced control
Speed & Performance	Depends on chosen hosting, optimisable	Managed by platform, limited control
eCommerce Integration	WooCommerce + many plugins available	Built-in options with limitations
Functionality via Plugins/Apps	59,000+ plugins available	Limited app store / integrations
Cost Over Time	Higher upfront, lower ongoing costs	Low upfront, higher long-term subscription
Security Management	Customisable via hosting and plugins	Managed by platform (no backend control)
Mobile Responsiveness	Fully responsive (theme-dependent)	Generally responsive, but limited layout control
Analytics & Tracking	Full Google Analytics, Tag Manager, SEO tools	Basic built-in analytics
Support & Strategy	Work with a local expert or agency	Self-service help centre only
Content Management	Full CMS control, great for blogs	More limited blogging tools
Multilingual Options	Full multilingual capability (e.g. WPML)	Basic or paid multilingual support
Booking Systems, Forms, Directories	Advanced integration possible	Basic, limited flexibility
Updates & Maintenance	Manual or managed depending on host	Automatic (but no control)
GDPR & Legal Tools	Fully customisable (cookie banners, policies)	Basic legal tools only
Custom Domain & Branding	Fully brandable, no forced ads	Free plan includes platform branding
Local SEO & Schema Support	Advanced schema plugins & local SEO	Limited schema support