

Squarespace vs. WordPress: Which Website Builder is Better in 2025?

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You've considered the [best website builders](#) and are torn between WordPress and Squarespace.

These two platforms offer a unique approach to website creation. One is sleek and beginner-friendly, while the other is flexible and highly customizable.

Making the wrong choice could result in a slow, limiting, and difficult-to-scale website. I don't want you to make that mistake, so I've created this guide to help you avoid it.

By the end, you'll know exactly what website builder between Squarespace and WordPress is right for your business.

TL;DR Squarespace vs. WordPress Quick Comparison

If you don't have the time to read the entire post, here's a quick overview of the two website builders.

| Feature | Squarespace | WordPress |
|----------------------|--|--|
| Setup | Straightforward guided setup with ready-to-use templates. No coding is required. [9/10] | Requires buying hosting, installing WordPress, and setting up themes/plugins. More complex but flexible. [6/10] |
| Ease of Use | Drag-and-drop editor, intuitive interface, and no technical maintenance needed. [9/10] | Steeper learning curve. Block editor helps, but full control and usability require plugins or coding. [7/10] |
| Cost | Fixed pricing that starts at \$16/month. Cost is predictable but can be expensive for eCommerce. [7/10] | Core WordPress is free, but hosting, plugins, and premium themes vary in cost. It can be very affordable or expensive. [9/10] |
| Security | Fully managed — SSL, updates, and security are built-in, with no effort expected from you. [10/10] | Security depends on hosting and plugins. It can be secure but requires active management. [7/10] |
| SEO | Has basic SEO tools but lacks advanced optimization options [6/10] | Full SEO control with plugins like Yoast and Rank Math, plus better speed optimization and schema markup [10/10] |
| Design/Customization | Beautiful templates but limited flexibility. | Fully customizable. You can change |

| | | |
|-------------|---|--|
| | You can add custom code only on higher-tier plans. [7/10] | anything with themes, plugins, or by adding code. [10/10] |
| eCommerce | Great for small stores. Comes with tools for checkout, inventory, and abandoned cart recovery. [7/10] | WooCommerce offers limitless options that allow you to design your online store however you like. [9/10] |
| Analytics | Basic built-in traffic and sales analytics are limited compared to dedicated tools. [6/10] | Full integration with Google Analytics, plus powerful tracking options with plugins like MonsterInsights. [9/10] |
| Integration | It is limited to Squarespace-approved tools. [6/10] | Can connect with thousands of apps [10/10] |
| Overall | Best for simple, low-maintenance websites. [67/90] | Best for long-term growth and serious online business. [77/90] |

Note: This is a review of Squarespace versus WordPress.org and not WordPress.com.

What's the difference, you ask? WordPress.org is a free, open-source software that allows users to build and manage their websites and content. On the other hand, WordPress.com is a hosting service (from the same company) that lets you create a website using WordPress software.

[This guide offers more differences between the two.](#)

Squarespace wins on setup, but WordPress is easy too

Getting started with Squarespace is quick and straightforward. The setup begins with a questionnaire asking what your site is about,

STEP 1 OF 2

What's your site about?
This helps us guide your
experience.

Q Search for your site topic

Popular Topics

Photography

Art

Weddings

Design

Music

Real Estate & Properties

Construction & Maintenance

Apparel

SKIP

NEXT



And what you want to do with the website.

STEP 2 OF 2

What do you want to do
with your website?

☐ Sell online courses

☐ Sell products

☐ Sell memberships

☐ Sell services

☐ Showcase work/expertise

☐ Build community

☐ Send invoices

☐ Collect donations

☐ Promote a physical business

☐ Promote an event or project

☐ Sell on-demand videos

☐ Offer a contact form

☐ Publish a blog or other media

☐ Get appointments

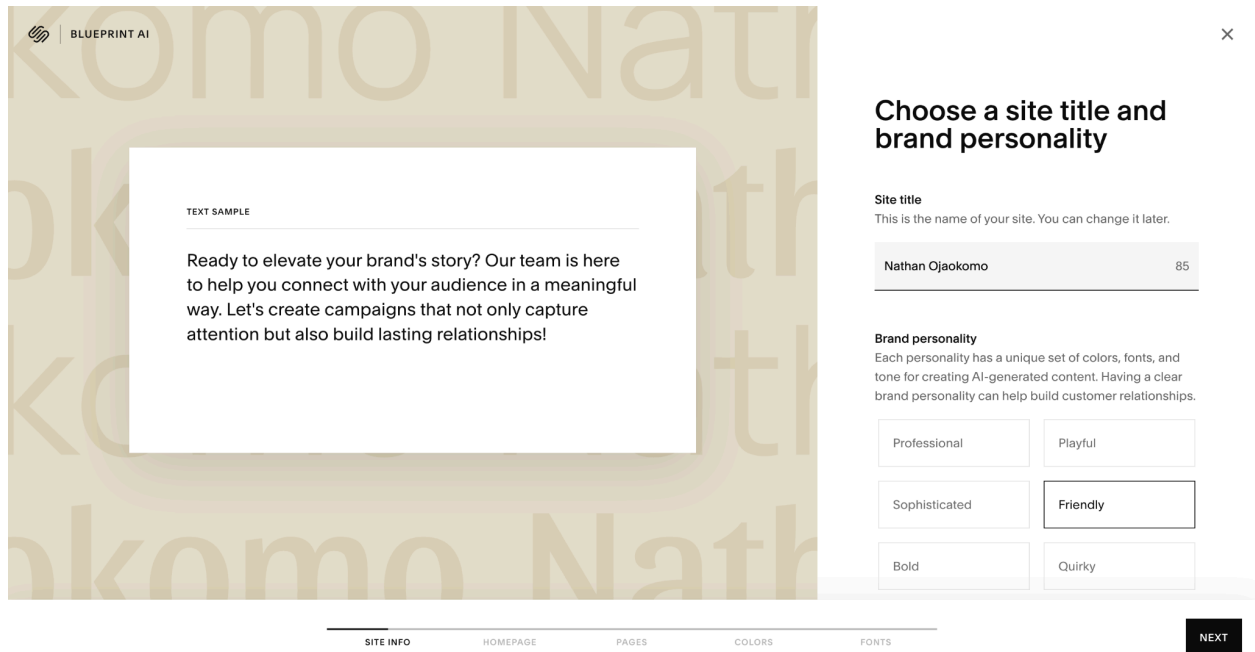
BACK

FINISH

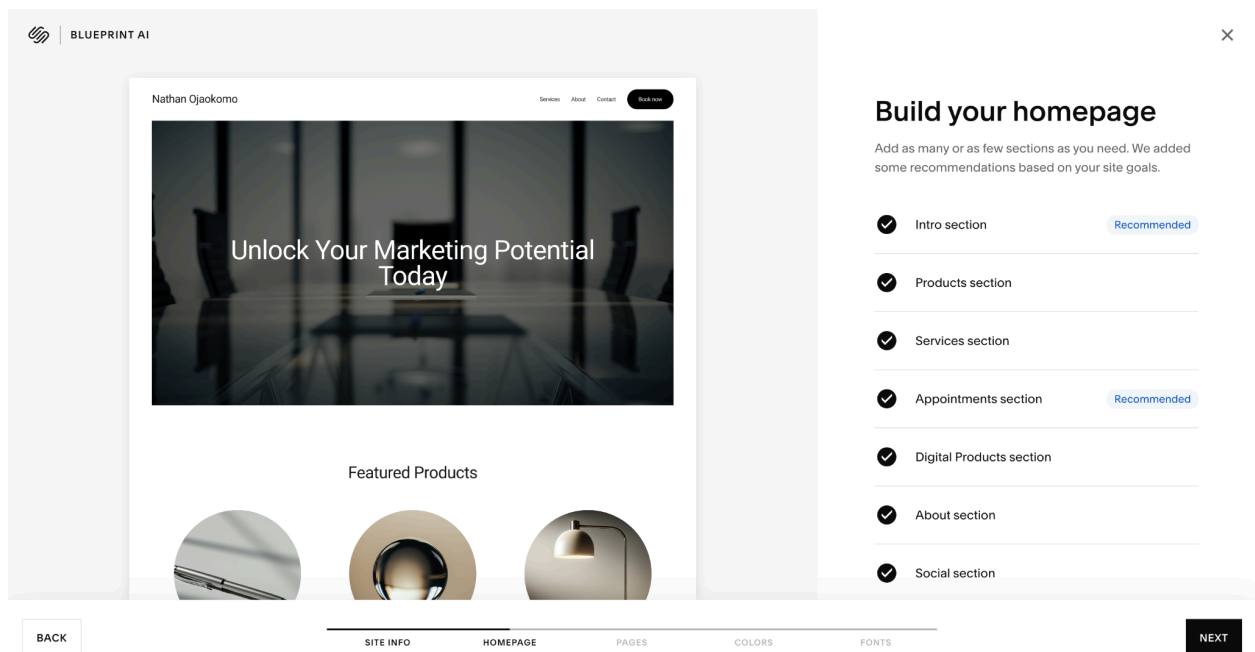


For the sake of this guide, I chose “Marketing,” and I intend to use the site to showcase my work, get appointments, and publish a blog or other media.

The following few pages introduce me to Squarespace’s Blueprint AI, which helps me auto-generate information about my brand personality.

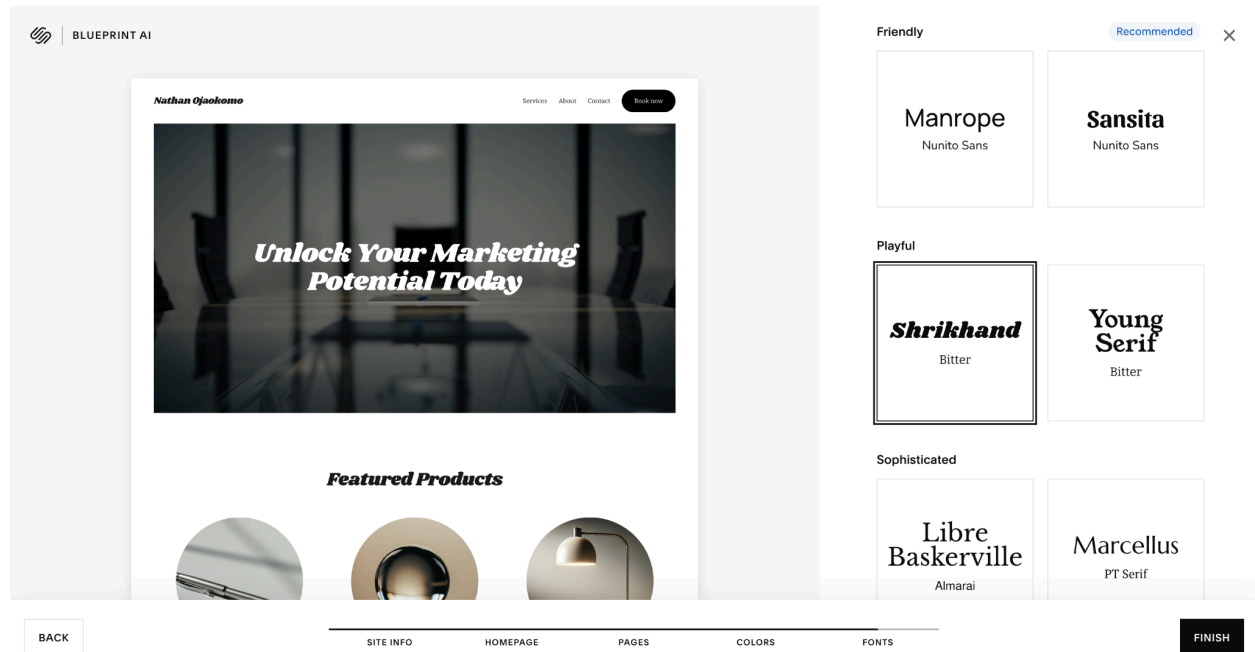


Next, I can build out my homepage by choosing and adjusting different areas of my site, like the intro section, product section, services section, and so on.



Depending on my needs, I can add an About page, Services page, shop, and more.

Finally, I can choose the color palette and font style I want.



Setting all of this up literally took me less than five minutes.

From here on out, I can customize my website using the drag-and-drop editor to change the text, add new sections, and add features like invoicing, scheduling, paywalls, etc.

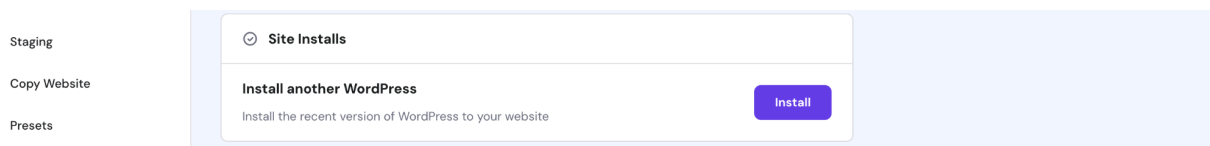
I didn't need to install any software. Everything is handled for me, and I only have to choose the look and feel I like for my site.

WordPress requires more effort to set up and get started.

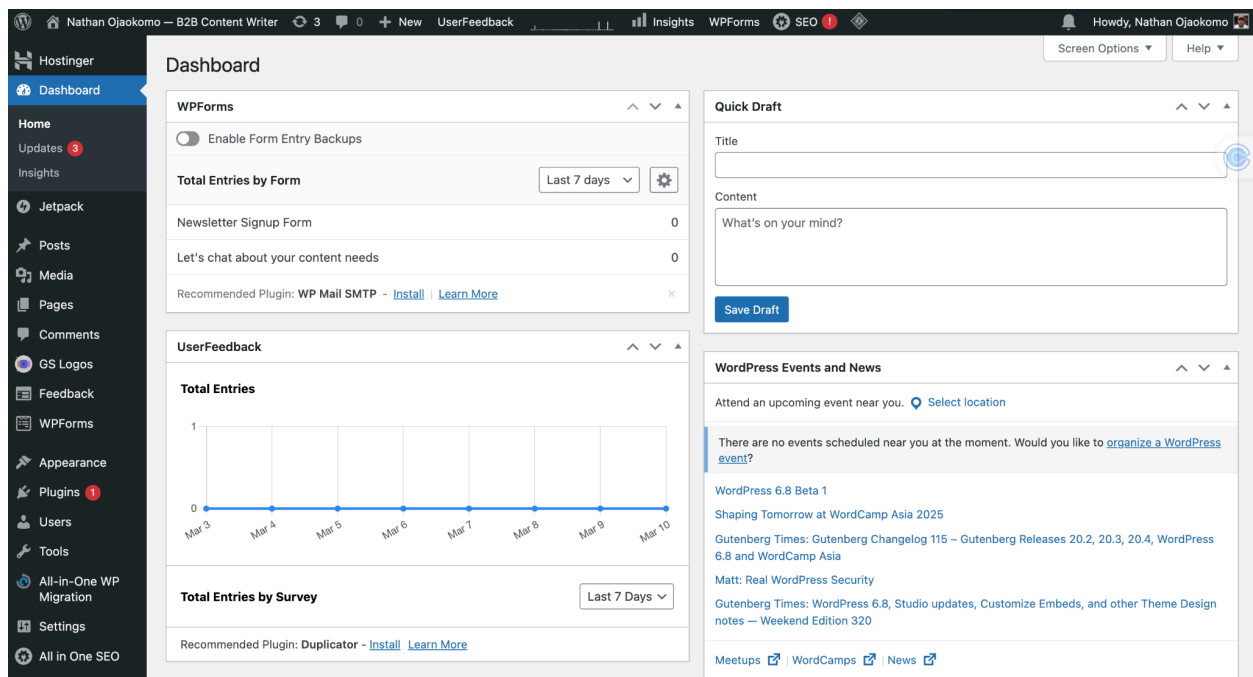
First, because it is [self-hosted](#), you must purchase a domain name and web hosting from a provider like Bluehost, SiteGround, or Hostinger.

If you have technical knowledge, you can [download and install WordPress software](#) on your hosting service.

Otherwise, you can use the one-click install solution most hosting providers offer. This was the option I used to install my WordPress website.



Once installed, you can log in to your WordPress dashboard, which will look something like this:



Yours will not look exactly like this, as I have already installed [some plugins](#). Plugins are tools that help you improve the functionality of your WordPress website.

As you can already see, unlike Squarespace, WordPress doesn't offer a thorough guided setup. Instead, you have to decide on everything from your theme to SEO settings yourself.

My Take: If you need your website up and running quickly, Squarespace is the better choice. It's perfect for business owners who want a polished, professional-looking website without dealing with hosting, plugins, or any bit of code.

That's not to say WordPress' setup is rocket science, but it has a steeper learning curve than Squarespace's.

Squarespace is slightly easier to use than WordPress

Like with the initial setup, Squarespace is designed for ease of use, making it an excellent choice for non-technical users.

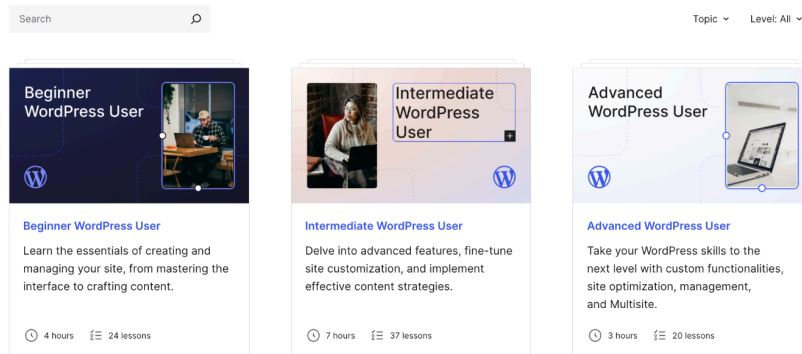
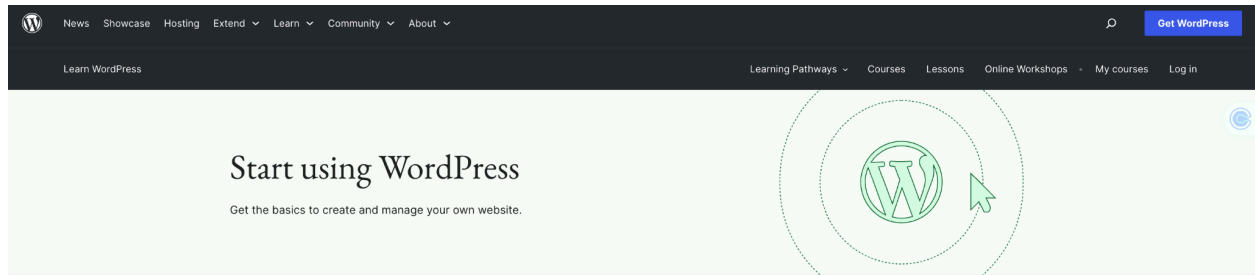
From the start, the platform offers a [What-You-See-Is-What-You-Get \(WYSIWYG\) editor](#). The editor lets you drag blocks — like text, images, or buttons — right onto the page and see exactly how it'll look live.



Everything from adding blog posts to editing media is intuitive. You don't need to know a lot to understand how things work.

WordPress, as I've already established, has a steeper learning curve.

However, WordPress offers [learning pathways](#) to help users quickly become acquainted with the product, whether they are beginners, intermediates, or advanced users.



Once you get the hang of it, you'll realize how easy it is to move things around on WordPress.

WordPress has a [block editor](#), which lets you build pages by adding content blocks like text, images, or buttons. I like using it because it gives me most of what I need to make my posts, pages, and entire site look the way I want — without writing code.



[Image source](#)

If you're a bit more technical, you can use the block editor in code view—which offers more flexibility.

My Take: Squarespace edges out WordPress for ease of use, especially regarding basic things you'd like to do on a website.

However, WordPress is the better choice if you're comfortable with coding or willing to invest time in learning it.

WordPress is less expensive, but Squarespace's pricing is predictable

You don't have an unlimited budget. As such, you'll need to choose a website builder offering the best value for your money.

Squarespace offers simple, transparent pricing with tiered subscription plans.

When you start, you're offered a 14-day free trial, after which you're to choose from one of the following plans:

- Personal, which costs \$16/month
- Business, which costs \$23/month
- Commerce (Basic), which costs \$28/month
- Commerce (Advanced), which costs \$52/month

This is the pricing when billed annually.

Choosing the monthly billing option would mean paying 27-36% more.

Beautiful websites
Free for 14 days

Pay annually ☒ Pay monthly

| Personal | Business | Commerce <small>BASIC</small> | Commerce <small>ADVANCED</small> |
|---|---|---|---|
| \$16 /mo Save 36% annually | \$23 /mo Save 36% annually | \$28 /mo Save 30% annually | \$52 /mo Save 27% annually |
| Our foundational plan with access to fully customizable, best-in-class templates. | For those looking to grow their audience and begin taking payments. | Selling tools to help grow your business. No transaction fees. | All the tools necessary for the more advanced seller. No transaction fees. |
| GET STARTED | GET STARTED | GET STARTED | GET STARTED |
| BUILD YOUR WEBSITE <ul style="list-style-type: none"> Mobile optimized websites Templates to fit every need | BUILD YOUR WEBSITE <ul style="list-style-type: none"> Mobile optimized websites Templates to fit every need | BUILD YOUR WEBSITE <ul style="list-style-type: none"> Mobile optimized websites Templates to fit every need | BUILD YOUR WEBSITE <ul style="list-style-type: none"> Mobile optimized websites Templates to fit every need |

Each plan includes hosting, [an SSL certificate](#) (to secure your site), SEO features, Squarespace AI, and other built-in analytics, commerce, and marketing tools.

If you choose to be billed annually for the Personal plan, you'll spend at least \$192 on your website while missing many of Squarespace's functionalities.

What about WordPress?

WordPress is free, but your costs increase as you pay for hosting, domain registration, security, themes, and plugins.

The average cost of a domain name (with popular extensions like .com and .net) is around \$5-\$20/year.

Typical [website hosting](#) costs around \$3/month if you use [shared hosting](#), a plan in which your site shares space on a server with other websites.

One thing about WordPress hosting plans is that you should pay attention to their renewal cost.

While many hosting services offer ridiculously low prices for the first year, costs can almost triple when you're about to renew.

For instance, WordPress-recommended hosting provider [Bluehost](#) costs \$1.99/month (when billed annually) for the first year. However, the cost jumps to \$11.99/month when you want to renew the plan.

Although it's cheaper than Squarespace's plan, such a jump can catch you unaware when reviewing your renewal invoice.

WordPress hosting that fits your ambitions.

Blog, website or online store, we've got a plan that fits perfectly. It's one reason we've been recommended by WordPress since 2005.

| Basic | Choice Plus (RECOMMENDED) | Online Store |
|--|---|---|
| Made for a simple website or blog | Ideal for multiple sites needing storage, security, + backups | Great for all online selling, eCommerce tools built-in |
| \$1.99/mo Save 83% | \$3.99/mo Save 82% | \$7.45/mo Save 72% |
| For 12 month term Renews at \$11.99/mo | For 12 month term Renews at \$21.99/mo | For 12 month term Renews at \$26.99/mo |
| Choose Plan | Choose Plan | Choose Plan |
| Websites & Hosting 10 Websites 10 GB SSD Storage Ideal for 40K visits/mo AI Site Creation Tools 30-day Money-Back Guarantee Free Domain 1st Year Free Site Migration Tool Free CDN - Cloudflare with Argo Routing Managed WordPress Updates 24/7 Chat Support | Websites & Hosting 50 Websites 50 GB SSD Storage Ideal for 200K visits/mo AI Site Creation Tools 30-day Money-Back Guarantee Free Domain 1st Year Free Site Migration Tool Free CDN - Cloudflare with Argo Routing Managed WordPress Updates 24/7 Chat Support | Websites & Hosting 50 Websites 50 GB SSD Storage Ideal for 200K visits/mo AI Site Creation Tools 30-day Money-Back Guarantee Free Domain 1st Year Free Site Migration Tool Free CDN - Cloudflare with Argo Routing Managed WordPress Updates 24/7 Chat Support |

If you choose other hosting types, such as [Virtual Private Servers \(VPS\)](#), Dedicated hosting, and the like, your cost could be as high as \$500/month.

These options give you more control and power, but they're usually meant for big websites or businesses with high traffic. You don't need all that when starting.

[Other costs associated with a WordPress website](#) are premium plugins and themes. Again, these are not essential for a basic website. There are hundreds of free themes and plugins that work just fine.

Ultimately, running a basic website on WordPress costs around \$50-\$100 in the first year and \$120-\$150 in subsequent years.

My Take: Squarespace's pricing is predictable, which makes it easy for business owners to budget. However, its monthly costs add up, especially if you want eCommerce features.

WordPress, on the other hand, gives you more control over your costs. So your costs can go as high as you want them to or as low as you're willing to spend.

WordPress is the better choice if you want more value for your money.

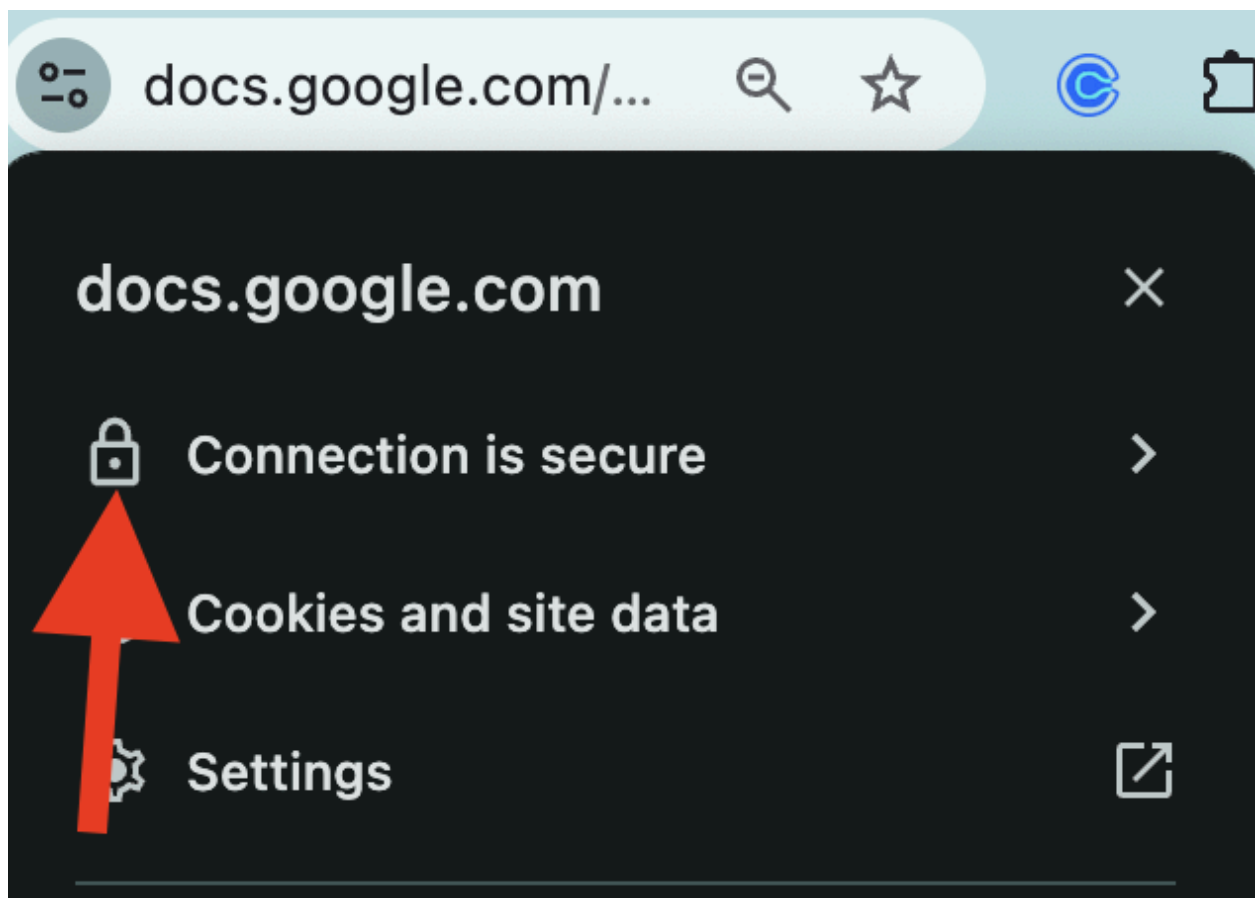
Squarespace offers more security out of the box

Security is a significant concern among business website owners. Nobody wants to wake up one day to discover that their website has been hacked.

Since Squarespace is a fully hosted platform, it handles all security updates, maintenance, and monitoring.

Each plan includes an SSL certificate, which encrypts data and protects customer information.

You can tell if a site has this certificate by the padlock sign in its URL when you view it in your browser's search bar.



Also, Squarespace automatically backs up your site and prevents unauthorized access with built-in security protocols.

WordPress' security depends entirely on how well you manage it. Since WordPress.org is open-source, vulnerabilities can arise if you don't keep your plugins, themes, and core software updated.

Your hosting service provider also significantly affects how secure your WordPress website is. You might frequently battle security issues if you choose a hosting service simply because they're cheap.

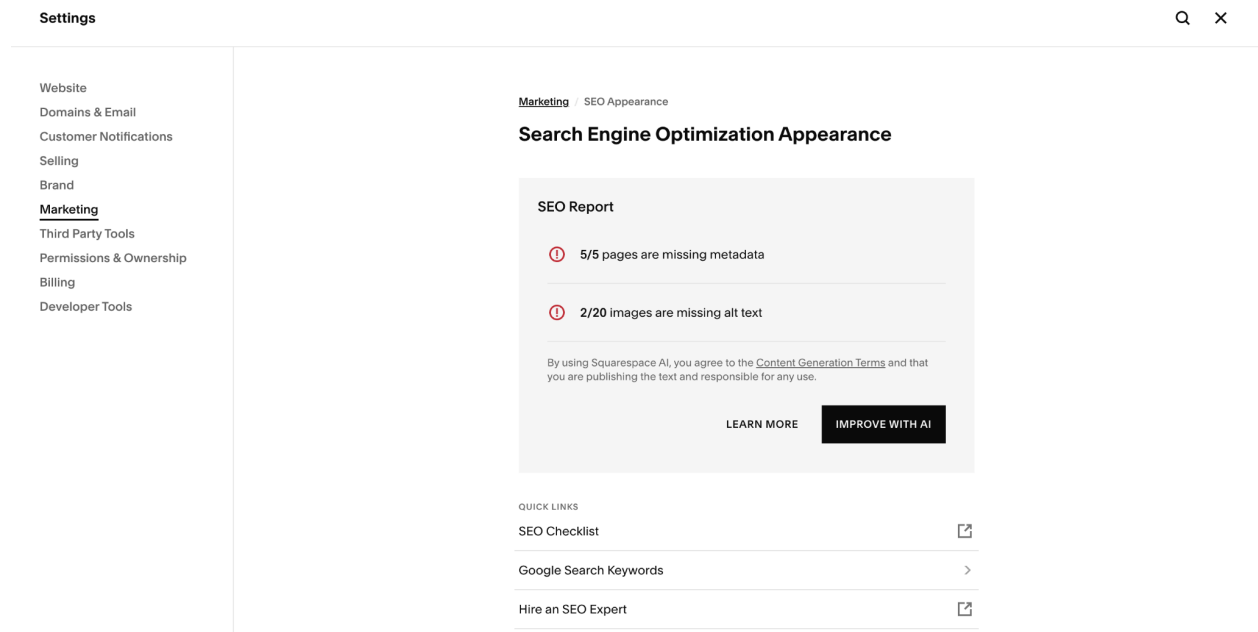
So, take the time to weigh your options. Check third-party review sites like [Trustpilot](#) or [Capterra](#) to see what people say about the hosting service you want.

My Take: Squarespace handles most of the security issues you'll face. And that makes it the better choice. However, if you're willing to invest in security measures, take your time before [choosing plugins](#) and a hosting provider, then WordPress can be just as secure. It only requires more effort from you.

WordPress clears Squarespace for SEO capabilities

Squarespace does a decent job if you're looking for a website that works without much SEO tinkering.

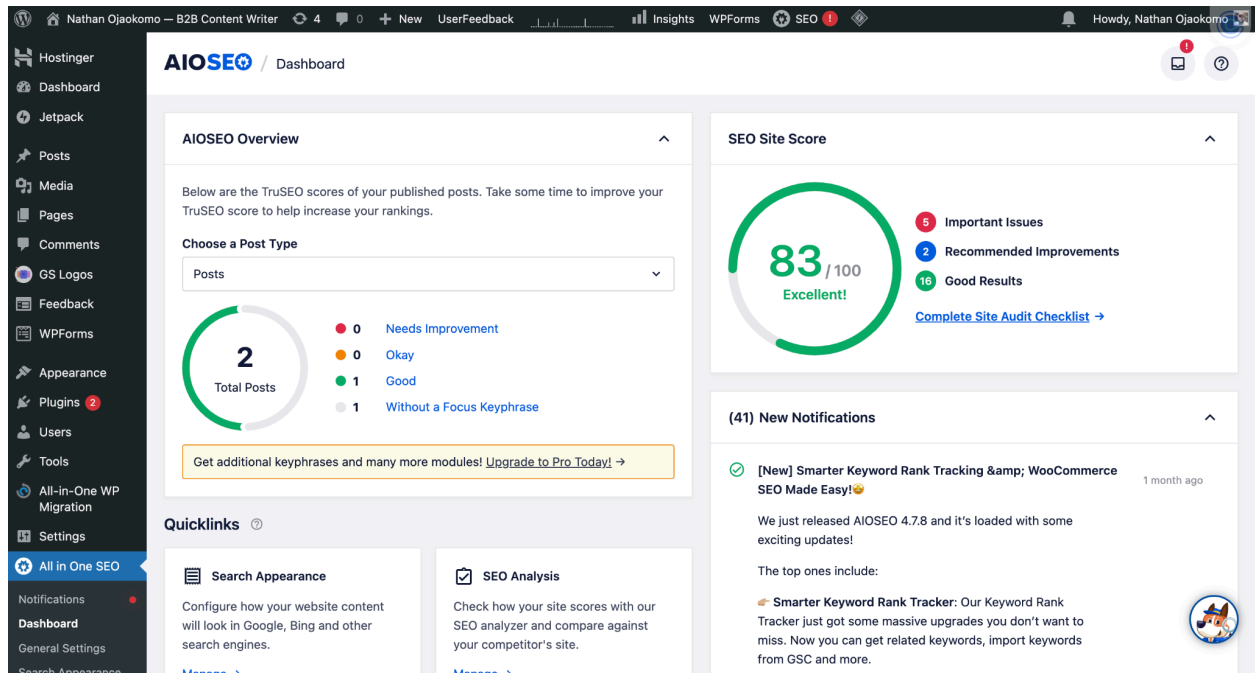
You can customize page titles, meta descriptions, and URLs. Squarespace automatically generates a sitemap and includes SSL security. It also comes with mobile-friendly templates, [a plus for ranking on Google](#).



However, you don't get detailed keyword analysis or advanced content optimization like you would with a specialized SEO tool. So, if your business relies on organic traffic, you might find Squarespace limiting.

If SEO is really important to you, WordPress is the website builder for you.

With plugins like [Yoast SEO](#), [Rank Math](#), or [AIOSEO](#), you can optimize every part of your site, from titles to descriptions to headings, and even get AI-powered SEO suggestions.



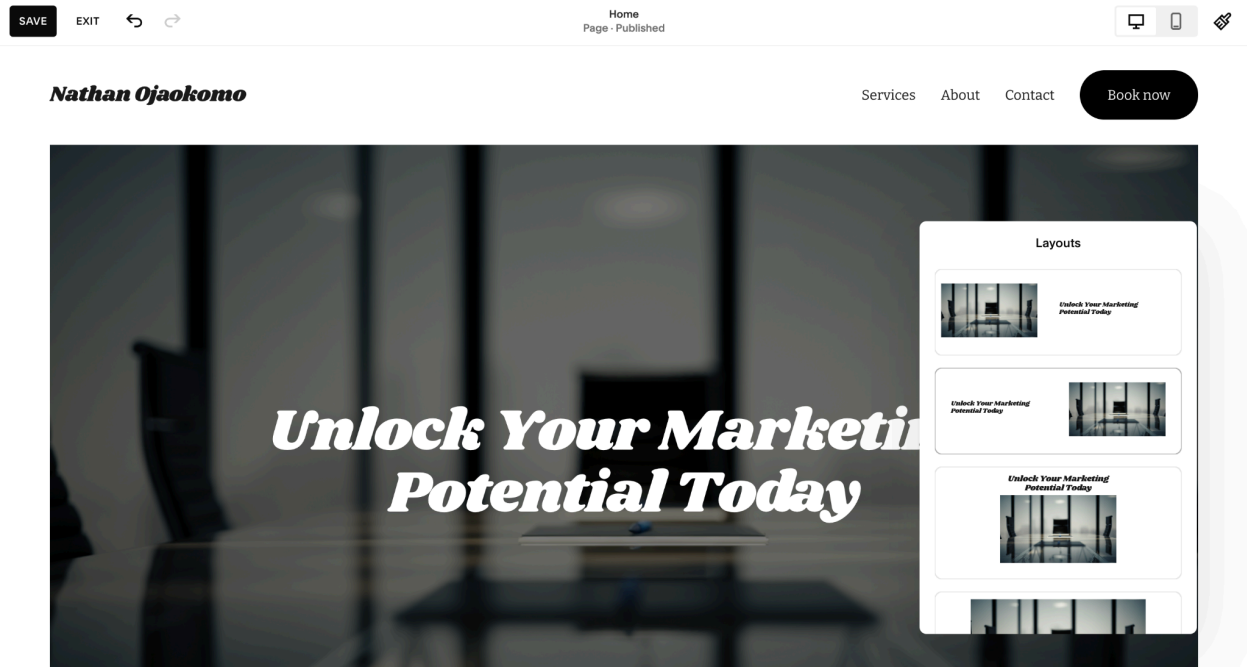
You can also add schema markup, set up 301 redirects for old pages, and fully control your site's structure.

My Take: WordPress is the clear winner if your business relies on search rankings. Its vast range of plugins and customizability make it the go-to platform to win with search traffic.

WordPress gives you design freedom but Squarespace is limiting Squarespace's templates look amazing right out of the box. They're clean, modern, and mobile-friendly.

But here's the catch: You're stuck within the template's limits.

Say I wanted to change the layout of my test website's header.



I can only choose from the seven layout options that Squarespace provides. That is so limiting.

If I want to add HTML or CSS code, I'll need to be on the business plan, which costs at least \$23/month.

With WordPress, you can design anything you want.

Want a custom homepage with an animated hero section? You can do it.

Need an interactive pricing calculator? There's a plugin for that.

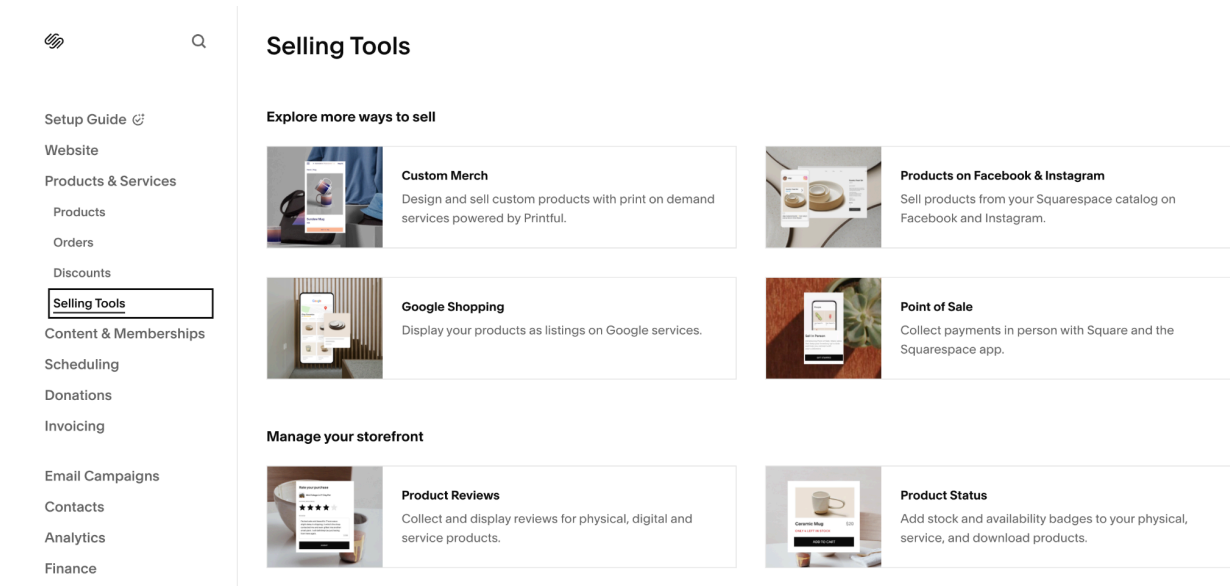
Want a fully custom layout? You can use a page builder like [Elementor](#) or [Beaver Builder](#) to arrange things as you like.

The only drawback I've noticed with WordPress' design and customization features is that the many choices can become overwhelming. However, this shouldn't be an issue if you have a crystal-clear idea of what you want to create.

My Take: Squarespace is a good choice if you want something that looks great right away and doesn't need deep customization. However, if you want complete creative control, WordPress is the way to go.

WordPress will support your online store better than Squarespace
Squarespace makes it easy to set up an online store on your website.

The platform has dedicated selling tools that help you explore how you can sell, manage your storefront, and track your sales.



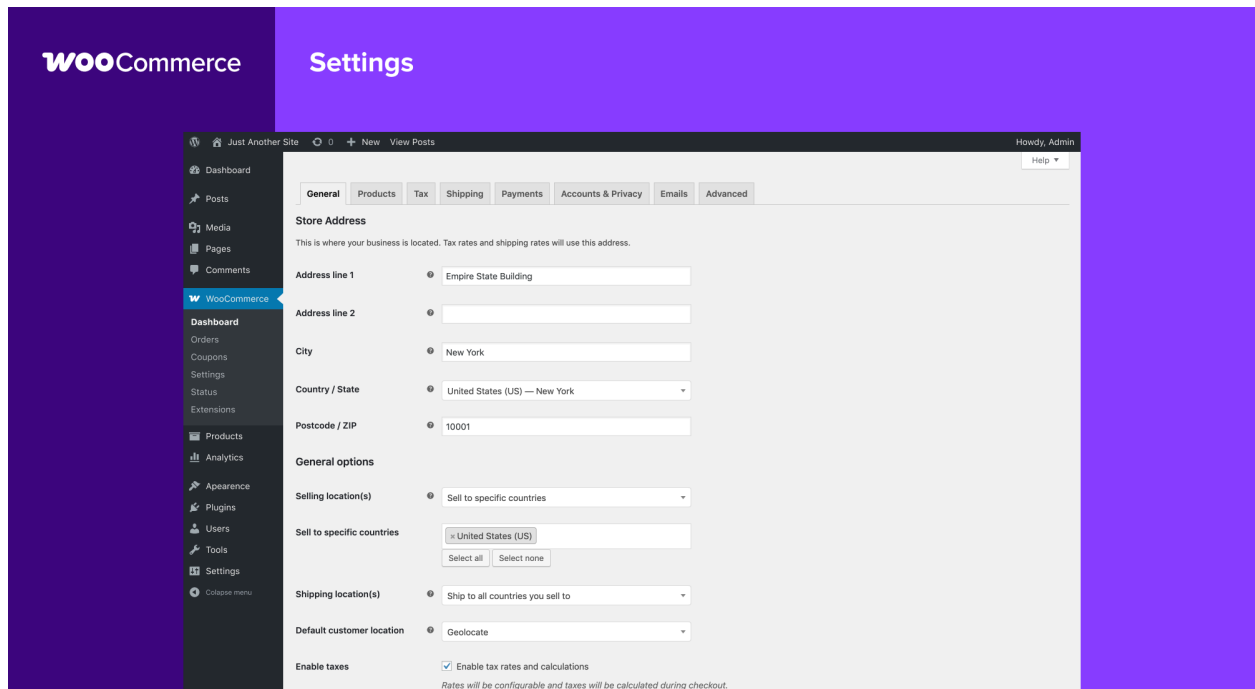
If you're a solopreneur, you'll also find the content, membership, and invoicing features valuable.

Payments work through Stripe, PayPal, or Apple Pay, and the built-in tools let you offer discount codes, recover abandoned carts, and market via email. You can also operate with zero transaction fees.

However, you'll only get most of these features after upgrading to a higher plan.

An issue I've found with Squarespace's eCommerce features is that you can't customize the checkout process much. This means you have limited options to offer subscriptions, upsells, or custom shipping rules.

WordPress does not have built-in eCommerce, but [WooCommerce](#) and similar plugins can turn your website into a fully functional online store.



And unlike Squarespace, there are no limits. You can sell subscriptions, memberships, customized products, or even create a multi-vendor marketplace.

You can also select your payment processors to set up advanced features such as dynamic pricing, one-click upsells, and custom checkout flows.

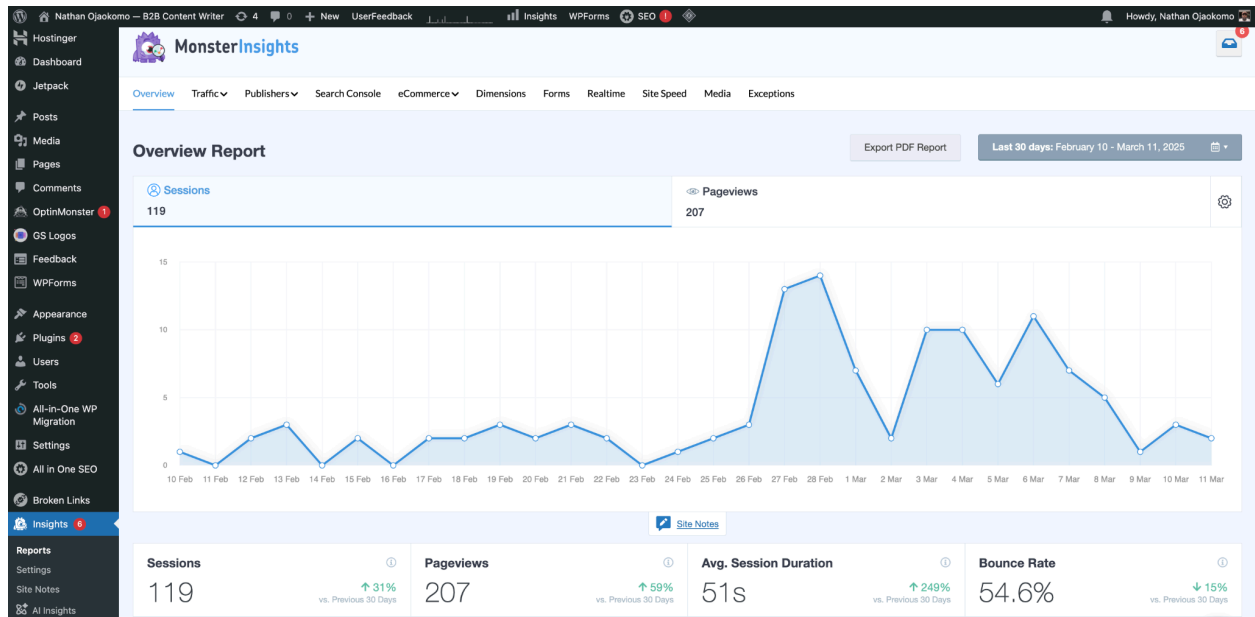
My Take: If you want a basic online store, Squarespace can do the trick. But if you want a website builder that grows and scales with your business, WordPress is 100% the better choice. With WordPress and WooCommerce, there's no limit to what your store can do.

WordPress lets you track more metrics than Squarespace

Squarespace has decent analytics features that allow you to track your traffic, traffic sources, and traffic geography.

It also has an analytics dashboard that tracks site engagement and sales performance.

WordPress gives you real power over your analytics. Between integrations with [Google Analytics](#) and [Matomo](#) and plugins like [MonsterInsights](#), you can track where every visitor came from, what they clicked, and precisely what's making or breaking your conversions.



My Take: WordPress lets you track everything. It is the only choice if you want serious, detailed data to make smart business decisions.

WordPress works well with more tools

Squarespace offers a limited but well-curated set of integrations. You can connect essential services like Mailchimp, Stripe, and Instagram, but your options are restricted to what Squarespace officially supports.

Settings | Search | X

THIRD PARTY TOOLS

Extensions

Connected Extensions

BROWSE EXTENSIONS

All Extensions

Sales and Marketing

Shipping and Fulfillment

Inventory and Products

Finance

Business Tools

Sales and Marketing | View all →

Mailchimp: Email & SMS | Free plan available

Automate emails, SMS, segment customers, convert leads, and gain valuable insights powered by AI tools

Featured | Email | Automations | Customer Retention

LiveChat | Starting at \$20/month

Delight your customers and fuel your sales with a complete customer service platform

Featured | Customer Support

Weglot Translate | Starting at \$0/month

Translate your website into multiple languages

Shipping and Fulfillment | View all →

Easyship: All-in-One Shipping | Starting at \$0/month

Save up to 91% on shipping across 550+ courier services & boost global revenue growth 56% with this feature-rich platform

Sendcloud | Starting at \$0/month

Easy shipping automation to help your business grow.

ShipStation | Starting at \$9.99/month

Import, organize, and ship orders from over 180 channels, carriers, and fulfillment providers

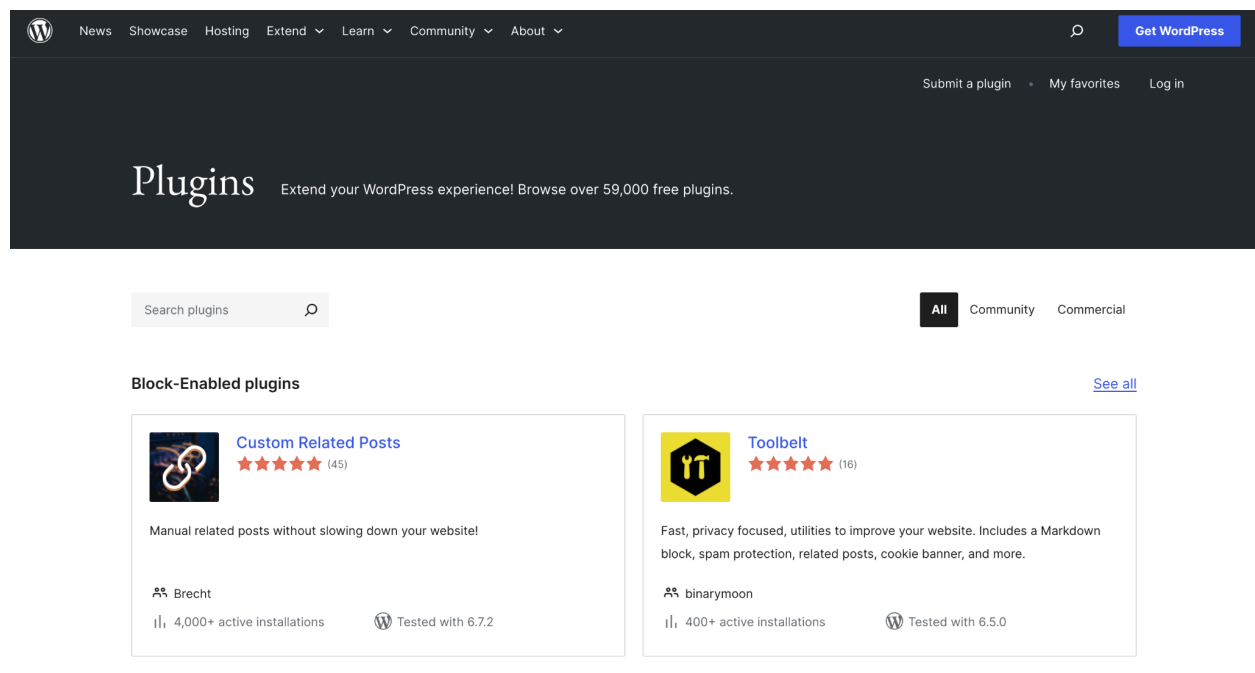
If the pre-approved tools work for you, great. But you'll probably hit a dead end if you need a custom CRM, advanced automation, or other specific business tools.

With WordPress, if there's a tool you want to integrate, there's almost always a way to do it.

You can connect any third-party service using plugins, APIs, or custom development.

So whether you need to sync customer data with Salesforce, automate email sequences with ActiveCampaign, or build a membership site that connects with Slack, WordPress can handle it.

There are currently over 59,000 free plugins in the [WordPress Plugin Directory](#) that you can choose from.



My Take: WordPress is the obvious choice if you need integrations and extensions to third-party or industry-specific tools.

WordPress handles more use cases than Squarespace

Looking for a clean and functional website with minimal effort? Squarespace is a solid choice. It's best for:

- Small business owners: Say you run a local mom-and-pop shop, coffee store, or photography business. You don't need a bunch of bells and whistles. You just need a site that looks great and works.
- Freelancers and creatives: If you're a writer, designer, or illustrator, Squarespace makes it easy to build an eye-catching portfolio without messing with code.
- Simple online stores: If you sell just a handful of products, like candles, books, or digital products, Squarespace will work fine for you.
- One-off projects: Let's say you need a simple website for a book launch, pop-up event, or wedding. You can quickly set it up on Squarespace.

WordPress offers more if you plan to grow, have complete control over your site, or build something unique. It's perfect for:

- Businesses that want to scale: If you're serious about eCommerce, WordPress gives you everything you need to grow your business without limitations.
- Content-driven brands and bloggers: WordPress started as a blogging platform and, as such, offers more if you intend to use your website as a blog. You can control SEO, custom content structures, and reader engagement tools.
- Service-based businesses: If you run a consultancy, marketing agency, or coaching business, WordPress lets you integrate client portals, automate booking, and sync with your CRM.
- Custom and complex site: WordPress is the way to go if you need more than a website, such as a multi-vendor marketplace or directory site.

Of course, you can still use WordPress to [create simple websites](#) like personal blogs, online stores, portfolios, landing pages, and newsletters — the type of sites Squarespace is well-known for.

Squarespace vs. WordPress: Which Website Builder to Choose

I've broken down the crucial factors to consider when choosing a website builder. You've also seen how Squarespace and WordPress compare.

The real question now is: Which one should you choose?

Ultimately, it depends on your business, needs, and budget.

Squarespace is easier to set up and maintain, while WordPress gives you more control, customization, and room to grow.

My recommendation? Squarespace is great for what it is, but if you're thinking long-term, WordPress is your website builder. It might take a little extra setup, but the sky is your limit once it's up and running.