

Choosing a booking system: the questions before the feature list.

For a small business putting appointments on its website. Both of the usual options take cards and send reminders, so the feature comparison rarely decides it. These are the questions that do.

General guidance. Platform facts are from Squarespace's and Wix's own documentation, checked September 2026, and both change regularly. Prices named here are Adam Roe's own setup fees, not the platforms' subscriptions.

ANSWER THESE TWO FIRST

- ☐ **Are appointments a feature of the business, or the business?**
A shop running occasional workshops wants one login and one bill. A therapist or an instructor wants the diary to be the important system, with the website as the front door.
- ☐ **What should happen to the diary if you leave the website?**
Acuity is its own subscription and keeps running if a site is cancelled. Wix Bookings is part of the site, so the diary goes when the site goes.

WHAT EACH ONE ACTUALLY COSTS

- ☐ **Wix: the site has to be upgraded before anyone can book**
Wix Bookings is free to add and free to set up, but clients cannot book, and you cannot take online payments, until the site is on a paid plan.
- ☐ **Acuity: it is a second subscription, not part of a website plan**
Three plans, billed separately from the site. The free trial is equivalent to the entry-level Emerging plan.
- ☐ **Payment processor fees are extra on both**
Neither platform charges you to connect a processor. The processor charges its own fee, as it always does.
- ☐ **Text message costs sit with the recipient on Acuity**
Texts are free to you. Clients receiving them pay standard rates, which is worth knowing before you turn reminders on for everybody.

SET IT UP PROPERLY, WHICHEVER YOU PICK

- ☐ **The account is in your name, not your designer's**
Same rule as the domain. If you part company with whoever set it up, the appointments and the client history stay with you.
- ☐ **Your personal calendar is synced**
Both offer it. Without it you will eventually be double-booked over something you cannot move.

-
- ☐ **Reminders are on, by email and by text**
This is the single setting that most reduces no-shows, and it is usually left on the default.
 - ☐ **A deposit or a cancellation policy is set, if no-shows cost you**
Both support it. It is £600 rather than £400 to have set up here, and it pays for itself quickly in an appointment business.
 - ☐ **The booking form asks what you actually need to know**
Ask the questions that change how you prepare, and nothing else. Every extra field loses a few bookings.
 - ☐ **You have booked yourself in, as a customer**
All the way through, including the confirmation email and the reminder. It is the only test that catches what the settings pages hide.
-

If you already have a diary people successfully book into, the right answer is usually to leave it alone.

adamroe.co.uk/blog/wix-bookings-vs-acuity