

Wix or WordPress: the questions that actually decide it.

For a small business choosing between a hosted platform and one you look after. The questions that settle it, in the order they matter, and the two costs to compare rather than the one everybody quotes.

General guidance. Prices named here are Adam Roe's own as of September 2026. Wix's own plan prices are quoted in US dollars on its plans page, so check the figure at checkout rather than budgeting from a headline.

THE THREE THAT ACTUALLY DECIDE IT

- ☐ **Who is applying the updates in a year?**
If the answer is nobody, a hosted platform wins. A WordPress site with no one maintaining it is a site quietly going wrong, and the month you are too busy is the month it breaks.
- ☐ **Will the site grow, or look much the same in five years?**
More services, more locations or a proper blog is room you want. A site that will not change is paying effort for room it never uses.
- ☐ **Might you want to move platforms later?**
This is the only one that is hard to undo. Wix has no export another platform can read, so leaving means rebuilding rather than moving.

COMPARE BOTH HALVES, NOT ONE

- ☐ **The build price, and what is in it**
Wix from £600, five pages £1,200. WordPress from £800, five pages £1,600. WordPress costs more because the platform is set up rather than rented ready.
- ☐ **The monthly to the platform**
Wix from \$17 a month, quoted in US dollars. Nothing on WordPress, because there is no platform charging you.
- ☐ **The monthly to whoever looks after it**
Nothing on Wix. £50 a month on WordPress covers hosting, updates, daily backups and the certificate.
- ☐ **Changes after launch**
£75 an hour on either, or a monthly plan if there will be enough of them. The platform makes no difference here.
- ☐ **Bookings, if you need them**
£400 on either, or £600 with deposits or payment taken at the time.

BEFORE YOU SIGN EITHER WAY

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- ☐ **The domain is registered in your name**
True on both platforms and the thing that actually makes a website yours. Check it on a WHOIS lookup rather than taking anyone's word.
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- ☐ **You can log in to the account yourself**
The most common problem on an inherited site is that it lives in a previous designer's account. Ask for owner access before you pay the last invoice.
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- ☐ **Nobody has claimed one platform is better for Google**
Both index cleanly and both let you set titles, descriptions and URLs per page. Structure and writing decide it, and that work is identical on either.
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- ☐ **You know what happens if you leave**
On WordPress, the files and database come with you. On Wix, the words and pictures come with you and the site gets rebuilt. Both are fine if you knew in advance.

IF YOU ARE ALREADY ON WIX

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- ☐ **Nothing here is a reason to move**
A Wix site doing what the business needs should be left alone. Moving costs a build and buys nothing on its own.
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- ☐ **Take the unused apps back out**
Most Wix sites carry three or four widgets nobody has looked at since launch. Removing them is the quickest improvement available to how the site feels on a phone.
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- ☐ **Check the site is in your account, not a designer's**
Ownership on a hosted platform is a setting, not a file. It is a five minute fix while everyone is still friendly.
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If you answer the first three and still cannot tell, it genuinely does not matter much. Pick the one you would rather open.
adamroe.co.uk/blog/wix-vs-wordpress