WordPress or Squarespace: the questions that decide it.

For a small business choosing between a platform it looks after and one that looks after itself, or thinking of moving between the two. The questions in the order they matter, and what moving takes.

General guidance, from WordPress.org and Squarespace's own pages as they read in October 2026. Squarespace's prices change; check its pricing page before budgeting. Prices named for Adam Roe's work are his own as of October 2026.

THE QUESTION THAT SETTLES MOST OF IT

- [ ] **Who is applying the updates in a year?**
  Squarespace updates itself. WordPress put out 14 releases in the twelve months to October 2026, eight with security fixes, before any plugin.
- [ ] **If nobody, choose Squarespace**
  A WordPress site nobody updates falls further behind every week. A Squarespace site nobody touches is still patched.
- [ ] **If somebody, will the site grow?**
  More services, locations, bookings or a proper blog get far more room on WordPress, with over 76,000 free plugins in its directory.

WHAT EACH ONE LIMITS

- [ ] **You can live without plugins**
  On Squarespace a site only does what Squarespace does.
- [ ] **Any custom code you need is allowed on your plan**
  Squarespace's code injection is on Core, Plus and Advanced only, and its support does not cover custom code.
- [ ] **You have a way back if an edit goes wrong**
  WordPress can be backed up whole and restored. Squarespace has undo while you edit and 30 days for a deleted page.

BOTH HALVES OF THE COST

- [ ] **The build: Squarespace from £600, WordPress from £800**
  Five pages are £1,200 and £1,600. WordPress costs more because the platform is set up rather than rented ready.
- [ ] **Squarespace's plan, paid to Squarespace**
  Basic was £14.40 a month paid yearly, VAT included, in October 2026. It covers the hosting and the updates.
- [ ] **WordPress hosting, paid to whoever looks after it**
  Here £50 a month, with the updates, a daily backup, the certificate and monitoring. Plugin licences can add to it.

IF YOU ARE MOVING BETWEEN THEM

- [ ] **WordPress to Squarespace: the Media Library downloaded first**
  Squarespace's importer brings pages, posts, categories, tags, comments and attached images, not plugin content, galleries or captions.
- [ ] **Squarespace to WordPress: the images downloaded by hand**
  The export carries ordinary pages, one blog, text and images, and the images may stay as links that break when Squarespace is cancelled.
- [ ] **Every page with a form, gallery or booking checked afterwards**
  Those were plugins or Squarespace blocks, and they are the gaps after any move.
- [ ] **Every old address redirected to its new one**
  The addresses usually change. Without redirects the rankings the old pages earned are lost.

BEFORE YOU SIGN EITHER WAY

- [ ] **The domain is registered in your name**
  True on both platforms, and the thing that actually makes a website yours.
- [ ] **You know what happens if you leave**
  A WordPress site moves host whole. A Squarespace site leaves part of itself behind. Both are fine if you knew in advance.

If the first answer is nobody, the rest hardly matters. Squarespace. **adamroe.co.uk/blog/wordpress-vs-squarespace**