

CHECKLIST · WEBSITES

Squarespace vs Wix vs WordPress: which suits an Australian service business?

Published 10 October 2026. Read the full story, sources and any updates at digitaladvisors.com.au/journal/squarespace-wix-wordpress-australia/

-
- ☐ **List what the site must do.** Write down whether customers need to enquire, book or pay online, then check which plan on each platform lists that feature.
 - ☐ **Price the plan you'll actually use.** For Wix, start from Core if you need payments or scheduling. For Squarespace, compare Basic's 2% fee on products and services sold online with Core's higher price.
 - ☐ **Confirm the currency and tax at checkout.** Read the currency symbol and the total on the purchase page before paying for a year: WordPress.com lists US dollars excluding taxes, and Wix says prices and currency vary by location.
 - ☐ **Ask Squarespace about Australian card rates.** Its pricing page doesn't list Australia among the countries where Squarespace Payments is available.
 - ☐ **Look up the year-two costs.** Note when the free domain year ends and, if your plan includes a free first year of email, when that ends, then check the renewal price of each.
 - ☐ **Try before you pay for a year.** Use Squarespace's 14-day trial or the free plans on Wix and WordPress.com to build one real page, such as your main service page.
 - ☐ **Put the accounts in the business's name.** If a designer or agency sets up self-hosted WordPress, make sure the hosting and domain accounts belong to the business.
 - ☐ **For self-hosted WordPress, name who does the updates.** Agree in writing who applies WordPress updates and keeps backups, and how often.
-