

Wix Vs. Squarespace (2024 Comparison)

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	Squarespace	Wix
Starting Price	From \$16 per month	From \$17 per month
SEO Tools	Offers meta descriptions and customized URLs for all pages. Google Analytics is available for every plan. SEOSpace SEO plugin now available.	Offers meta descriptions and customized URLs for all pages. Google Analytics is only available for paid plans
Blogging	Includes built-in blogging tools like categories, comment moderation, tags and post scheduling	Free blogging features include post scheduling, categories, tags and comment moderation features
Customer Support	24/7 customer support is offered via email, social media or live chat, but no phone option is available	Customer support is available via phone, email and social media and live chat
E-Commerce	Physical and digital products	Physical and digital products
Back-up and Storage	Offers unlimited storage, but users must back up their website content manually	Automatic backup available

Page Editors - Structured vs. Unstructured Design

Many beginning users appreciate the structured design options that Squarespace offers. Column, row and box locations are predetermined and can only be placed in certain page locations. Wix allows for much more unstructured page building, which is ideal for users seeking to place design elements exactly where they want them. Wix offers their Artificial Design Intelligence (ADI) tool that will automatically build a design for you based on how you answer a quick introductory survey.

- **The unstructured page editor capabilities of Wix may account for the current site being “noisy.”**

Templates

Wix has more templates than Squarespace but Squarespace has better templates. This isn't necessarily a knock on Wix's templates as Squarespace has the best templates of any website builder.

SEO Tools

SEO is what drives your website to the top of search engines and involves using optimized keywords and strong content to rank higher. Wix offers a built-in “SEO Wiz” feature, giving users full control over meta titles and descriptions, along with custom URLs. Google Analytics is available only with paid plans.

Squarespace also allows control over meta titles, descriptions and custom URLs. Google Analytics is available with all plans, but some older Squarespace templates can be problematic and don't allow users to customize their page titles. That being said, there is also a third-party downloadable plugin that does provide SEO tools for Squarespace called SEOSpace.

Blog

If you will be using your website for blogging, Squarespace has a slight edge. Once your site is built, Squarespace allows you to begin a blog right away. Features include scheduling, tagging, comment moderation, categories and drafts. It also allows for collaboration and multiple authors on a post.

Wix offers a similar set of blogging features as well as a number of free apps and integrations to help boost your web presence. It offers standard scheduling, tagging and category functionality.

Backup and Storage

In terms of sheer storage capability, Squarespace offers unlimited storage. Wix limits users to a maximum of 50GB of storage, which is fine for most smaller websites, but will limit growth. Wix does take the pressure off remembering to back up your website content, as this feature is automatic. Squarespace users must take the extra step of backing up their content manually.

- [Wix vs Squarespace: 8 Crucial Differences To Know In 2024](#)

The Editor

The biggest difference between [Wix](#) and [Squarespace](#) is the page editor. Wix has a highly customizable, unstructured editor. Whereas Squarespace's editor is structured and easy to use.

Wix's Unstructured Editor

With Wix, you can move any element anywhere on your page—even by one pixel if you want. It's an unstructured editor. Being able to drag and drop elements anywhere on a page feels freeing on paper. **However, it can (and often does) lead to frustrating problems, especially for non-designers.**

These are some major and minor frustrations you'll see in the minute-something video of us using the Wix editor:

1. We clicked the "Add Strip" icon below the second strip. Yet, the block appeared in front of the second section (Yes, it's not a "strip," but we nevertheless wanted it below the second section). Also, it's unclear whether the third section can fit between the second section and the footer.

2. We had to resize the map on the mobile device.

3. When we deleted the middle section, the third section didn't snap in its place like you would expect.

4. We switched the position of the two remaining sections on the desktop device. The process itself was not ideal. Plus, the changes didn't automatically reflect on the mobile version — that's frustrating! This means you'll have to design pretty much the whole website for both desktop and mobile separately.

Besides, Wix gives almost too many options:

- The editor has a lot of icons and buttons. It can be confusing.

Security

Wix and Squarespace are closed website-building platforms. This means both companies take care of everything, including security and maintenance of the platform and sites on it.

- **SSL certificates:** Domains connected with Wix or Squarespace are automatically protected with free SSL certificates. This means any information passed by a visitor to you (like their email id, credit card details, phone number, etc.) is encrypted and secure.
- **PCI DSS compliance:** PCI compliance (payment card industry compliance) refers to a set of 12 security standards businesses use to secure customer card data. Both platforms comply with the highest PCI standards.
- **Rigorous development process:** It goes without saying these giant website-building platforms follow all security best practices during development.
- **Third-party app security:** Wix and Squarespace have strict policies and programs to ensure no third-party app or app update with safety threats is published.
- **Security monitoring:** Apart from having a secure core, both platforms monitor all sites to catch security attacks.
- **Bug bounty program:** It's impossible to have an unhackable platform. If an expert hacker has ill intentions, there's always a teeny-tiny possibility they will succeed. But both platforms minimize the risk to a high degree by having a bug bounty program. In other words, they pay independent security researchers a bounty for finding and reporting bugs on the platform.

Ecommerce Donations

Wix can *technically* accept donations, but it's just a basic donation button that sends visitors to Paypal. It is not a full donation system. Squarespace, on the other hand, has an excellent, fully-featured donation system.

FEATURE	SQUARESPACE	WIX
Donor Specific Checkout	Yes	No
Donor Email Receipts	Yes	No
Suggested Amounts	Yes	No

Podcasts

Wix offers a Podcast Player, but it doesn't syndicate podcasts. Syndicating is critical to a podcast website—it's what allows you to submit your podcast to Apple Podcasts and Spotify. Squarespace is the only website builder that can syndicate podcasts. It's another example of Squarespace taking the time to get a feature right.

Features Wix Supports (And Squarespace Does Not)

For example, below is a list of features that Wix supports out of the box (you have to add them from the App Market, though). The only way to get these features with Squarespace would be to integrate with a 3rd party provider or custom code.

Then there are features that Wix supports and Squarespace simply doesn't. Some examples:

- Wix lets you autoplay videos; Squarespace doesn't — this means you'll need to use GIFs if you want to autoplay something on Squarespace.
- You can't upload WebP images or WebM videos to Squarespace.
- Wix allows you to build landing pages with no header and footer, even on the free plan; Squarespace requires you to have a Business or above plan.
- Wix autosaves pages as you edit and gives access to site version history. Squarespace doesn't autosave.

Important Note: All the Wix apps are labeled "free to install" on the Wix App Market. It's true, but most of them have paid versions, and Wix doesn't mention the pricing on the app landing page.

FEATURE	WIX	SQUARESPACE
Forum	With Wix Forum app.	Requires integration with Muut .
Live Chat	With Wix Live Chat app.	Requires integration with a 3rd party provider such as Tawk .
Multilingual site	With Wix Multilingual app	Required integration with WeGlot
Third-Party Fonts	Add directly from the editor	Need CSS code