

BLUEHOST WEB HOSTING GUIDE

PLANS, FEATURES & WHICH ONE TO PICK

A data-led buyer's guide to Bluehost shared, store, cloud, VPS, dedicated and agency hosting.

Last verified: July 17, 2026 • Based on current official plan pages and help documentation

ENTRY PRICE \$3.99/MO Starter • 36-month term	MAIN WEB PLANS 3 Starter • Business • eCommerce	HOSTING FAMILIES 7 Shared to dedicated infrastructure
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 [CHECK BLUEHOST HOSTING PLANS & LIVE PRICING](#) →

✓ The quick verdict

Starter is the low-cost entry point, but Business is the more complete default for a commercial WordPress site because it raises storage from 10GB to 50GB, adds phone support and includes first-year domain privacy. eCommerce Essentials is not simply “Business with more space”: it adds a store stack for payments, subscriptions, memberships and courses. Bluehost also sells higher-performance shared tiers, managed WordPress Cloud, managed and self-managed VPS, dedicated servers and agency hosting; those products solve different infrastructure problems and should not be treated as automatic upgrades.

THE THREE MAIN WEB HOSTING PLANS

✓ STARTER — the entry shared plan

\$3.99/mo on a 36-month introductory term • about \$143.64 prepaid • 36-month renewal: \$9.99/mo

- 10 websites, 10GB NVMe storage and Bluehost's planning guide of roughly 40,000 visits per month.
- Free first-year domain on eligible 12- or 36-month terms, free SSL, CDN, migration tool, managed WordPress updates and staging.
- Static and object caching, SSH and WP-CLI are included; automated website backups are weekly.
- Support is 24/7 chat. Bluehost's current comparison marks phone support as not included on Starter.

What this means: A practical first-site plan when 10GB is enough. The main constraints are storage, chat-only support and the renewal jump.

✓ BUSINESS — the stronger general-purpose plan

\$6.99/mo on a 36-month introductory term • about \$251.64 prepaid • 36-month renewal: \$13.99/mo

- 50 websites, 50GB NVMe storage and a stated planning guide of roughly 200,000 visits per month.
- Adds phone support, first-year domain privacy, malware detection/removal, web application firewall and DDoS protection.
- Includes the same domain, SSL, CDN, migration, managed WordPress updates, staging, caching, SSH and WP-CLI foundation as Starter.
- Bluehost's help table lists unlimited email quota per mailbox on Business, compared with 100MB per mailbox on Starter.

What this means: The more defensible choice for a lead-generation site, several websites, larger media libraries or buyers who want phone support.

✓ ECOMMERCE ESSENTIALS — the store plan

\$14.99/mo on a 36-month introductory term • about \$539.64 prepaid • 36-month renewal: \$21.99/mo

- 100 websites, 100GB NVMe storage and a stated planning guide of roughly 400,000 visits per month.
- WooCommerce auto-install, secure payment processing, product subscriptions, visitor memberships, paid courses and affiliate tools.
- Bluehost also lists custom email templates, social logins and a preconfigured commerce bundle with premium WooCommerce extensions.
- The Commerce Solution is licensed for one website on the hosting account; additional stores may require separate add-on purchases.

What this means: Buy this for a real store workflow, not simply because it has 100GB of storage. A brochure site will not use the commerce stack.

[CHECK BLUEHOST HOSTING PLANS & LIVE PRICING →](#)

MAIN PLAN COMPARISON — CONCRETE DIFFERENCES

FEATURE	STARTER	BUSINESS	ECOMMERCE
Intro price	\$3.99/mo	\$6.99/mo	\$14.99/mo
36-month upfront hosting	\$143.64	\$251.64	\$539.64
36-month renewal rate	\$9.99/mo	\$13.99/mo	\$21.99/mo
Websites	10	50	100
NVMe storage	10GB	50GB	100GB
Visit planning guide	~40K/mo	~200K/mo	~400K/mo
Support	24/7 chat	Chat + phone	Chat + phone
Domain privacy, first year	No	Yes	Yes
Email quota per mailbox	100MB	Unlimited	Unlimited
WooCommerce/store tools	No	No	Yes

i Research note

This guide uses Bluehost's live sales pages and official help tables. Those pages are not always perfectly synchronized. Where a feature or renewal figure differs across Bluehost pages, the guide says so instead of inventing a single "clean" answer. Confirm the final cart, renewal term and included add-ons before paying.

COST AND CHECKOUT DETAILS THAT MATERIALLY CHANGE THE BILL

! The headline price is a monthly equivalent, not the amount charged today

The lowest advertised rates require a 36-month term. Before tax and optional services, the three-year hosting charges are approximately \$143.64 for Starter, \$251.64 for Business and \$539.64 for eCommerce Essentials.

! Renewal is much higher than the introductory term

At the currently published 36-month renewal rates, another three years would cost about \$359.64 for Starter, \$503.64 for Business and \$791.64 for eCommerce Essentials. Monthly and 12-month renewals are higher still.

! The domain and email promotions do not remain free indefinitely

The first-year domain must be claimed within 90 days and is limited to eligible extensions. It renews at the then-current domain price. Bluehost's Pro Email trial is currently one month and automatically renews at \$2.99/month unless canceled before renewal.

! Bluehost's Starter security descriptions are not fully consistent

The live Starter sales card currently lists malware detection/removal, while Bluehost's official shared-plan help table says Starter includes scanning but not detection/removal. Treat checkout and the account's final feature list as the controlling version.

HIGHER-PERFORMANCE SHARED HOSTING TIERS

What these are: Bluehost also publishes Pro, Premium, Enhanced and Elite shared tiers. They keep the shared-hosting model but provide expanded NVMe storage and a “High” performance classification. They do not provide root access or dedicated vCPU/RAM in the way VPS does.

PLAN	WEBSITES	NVME STORAGE	36-MO RENEWAL	MONTHLY RENEWAL
Pro	100	100GB	\$16.99/mo	\$24.99/mo
Premium	100	150GB	\$20.99/mo	\$29.99/mo
Enhanced	100	200GB	\$24.99/mo	\$35.99/mo
Elite	100	250GB	\$28.99/mo	\$37.99/mo

Included foundation: The current help table lists phone support, malware protection, WAF, DDoS protection, first-year domain privacy, weekly backups, caching, SSH/WP-CLI and staging across these high-performance shared tiers. Introductory prices can change by campaign, so this table uses the published renewal figures rather than guessing the live discount.

OTHER BLUEHOST HOSTING PRODUCTS — ENTRY CONFIGURATIONS

PRODUCT	CURRENT ENTRY PRICE	ENTRY RESOURCES	OPERATING MODEL
WooCommerce Hosting	\$14.99/mo • 36 mo	100 sites • 100GB • ~400K visits	Managed WordPress store; WooCommerce + commerce tools
Cloud 10	\$49.99/mo • 36 mo	10 sites • 125GB • 20 vCPU threads	Fully managed WordPress cloud; 100% uptime SLA
Managed VPS Standard	\$49.99/mo • 36 mo	2 vCPU • 4GB RAM • 100GB NVMe	cPanel included; Bluehost manages more of the server
Self-Managed VPS NVMe 2	\$2.09/mo • 24 mo	1 vCPU • 2GB RAM • 50GB NVMe	Full root access; OS/app maintenance is your job
Dedicated Standard	\$141.19/mo • 36 mo	8 cores • 32GB RAM • 1TB NVMe	Single-tenant server; managed setup + root access
Agency / WPCloud	From about \$5/site	Public tiers: 10, 25 or 50 sites	Centralized managed WordPress portfolio hosting

WOOCOMMERCE HOSTING — WHAT THE STORE PRODUCT ADDS

✓ Store software is preconfigured

Bluehost's WooCommerce product includes WordPress hosting, WooCommerce setup, SSL, a first-year domain on eligible terms and a free migration tool. It is intended to reduce the initial plugin and configuration work needed before products and checkout can be tested.

✓ Sixteen premium WooCommerce plugins are advertised as pre-installed

The current product page highlights tools for subscriptions, bookings, gift cards, wishlists, product add-ons, reviews, affiliates, cart recovery and related store functions. Bluehost states that the bundle is preconfigured rather than supplied as a list of licenses to install manually.

✓ Payment processing is still separate from hosting

Bluehost states that it does not add a platform transaction fee, but Stripe, PayPal, Square or another payment processor still charges its normal processing rate. WooCommerce supports more than 100 gateways through its extension ecosystem.

CLOUD HOSTING — MANAGED WORDPRESS AT A DIFFERENT SCALE

PLAN	INTRO / MO	SITES	NVME	VCPU THREADS	VISIT GUIDE	36-MO RENEWAL
Cloud 10	\$49.99	10	125GB	20	~300K	\$65/mo
Cloud 25	\$89.99	25	175GB	75	~11M	\$140/mo
Cloud 50	\$109.99	50	225GB	150	~23M	\$230/mo

Included across Cloud plans: 100% uptime SLA, priority support, unrestricted bandwidth, global edge caching and data centers, premium CDN and WAF, DDoS protection, real-time security scans, real-time backups, automatic WordPress/plugin updates and uptime monitoring.

MANAGED VPS — ALLOCATED RESOURCES WITH CPANEL INCLUDED

PLAN	INTRO / MO	RENEWAL / MO	VCPU	DDR5 RAM	NVME STORAGE
Standard NVMe 4	\$49.99	\$65.99	2	4GB	100GB
Enhanced NVMe 8	\$68.99	\$95.99	4	8GB	200GB
Ultimate NVMe 16	\$97.99	\$140.99	8	16GB	450GB

What is included: cPanel, unmetered bandwidth, two dedicated IP addresses, a free site migration tool and a 30-day money-back guarantee. Managed VPS is still a virtual server, but Bluehost handles more of the operational layer than on self-managed VPS.

SELF-MANAGED VPS — LOWER PRICE, MUCH MORE RESPONSIBILITY

i The entry configuration is infrastructure, not managed hosting

The current NVMe 2 offer is \$2.09/month on a 24-month term, due today at about \$50.16. It provides 1 vCPU core, 2GB DDR5 RAM, 50GB NVMe storage, unmetered bandwidth and multiple data-center choices.

i You manage the operating system and applications

Bluehost maintains the hardware, network and virtualization layer. The customer handles OS updates, software installation, firewall rules, security hardening, monitoring, backups and performance tuning. cPanel is not included; the current configurator lists it from an additional \$14.99/month.

i Use it only when root access is an actual requirement

Self-managed VPS is appropriate for custom Linux stacks, APIs, containers, automation tools, development environments and applications that cannot run inside normal shared WordPress hosting. It is not the “cheap version” of Business hosting.



COMPARE BLUEHOST CLOUD, VPS & DEDICATED HOSTING →

DEDICATED SERVERS — CURRENT PUBLIC PLAN DATA

PLAN	INTRO / MO	RENEWAL / MO	CPU CORES	DDR5 RAM	NVME STORAGE	DEDICATED IPS
Standard NVMe 32	\$141.19	\$188.79	8	32GB	1,000GB	3
Enhanced NVMe 64	\$217.19	\$271.19	16	64GB	2,000GB	3
Premium NVMe 128	\$312.19	\$391.19	32	128GB	3,000GB	3

WHAT DEDICATED AND AGENCY HOSTING ACTUALLY CHANGE

✓ Dedicated is single-tenant physical hardware

Unlike VPS, the CPU, RAM and storage belong to one customer rather than being virtualized on shared hardware. Bluehost's current plans use AMD EPYC processors, DDR5 RAM and NVMe storage, and include unmetered bandwidth, three dedicated IPs and migration tooling.

✓ The dedicated product is advertised as fully managed, with root-level access available

Bluehost provides guided server setup, cPanel/WordPress installation help, 24/7 support, monitoring, firewalls, backups, SSL and a staging environment. Root access allows custom software and deeper configuration, but operational responsibility should still be clarified during onboarding.

✓ Agency Hosting is a WordPress portfolio product, not a generic reseller table

Bluehost's public Agency comparison lists Boutique, Firm and Agency tiers for 10, 25 and 50 sites with 125GB, 175GB and 225GB of storage and 20, 75 and 150 vCPU respectively. The platform includes 100% network uptime, priority support, automated WordPress updates, WAF, DDoS mitigation, daily backups and multi-site management. The marketing page advertises pricing from roughly \$5 per site and support for larger portfolios through additional tiers or sales-led configurations.

WHICH BLUEHOST PRODUCT FITS THE WORKLOAD

✓ One ordinary WordPress site or small portfolio

Start with Starter when 10GB is enough and chat support is acceptable. The 10-site allowance does not make it a high-capacity plan; storage is the more meaningful limit.

✓ A commercial site, several sites or a larger media library

Business is the stronger shared-hosting baseline: 50GB, up to 50 sites, phone support, first-year domain privacy and the fuller security set. It is usually the most balanced choice in the standard lineup.

✓ A store with subscriptions, memberships, courses or affiliate functions

Use eCommerce Essentials or the dedicated WooCommerce product. The reason to pay more is the store toolset and preconfiguration, not the orange plan label.

✓ A high-traffic WordPress site that should stay managed

Cloud is the relevant step when global caching, real-time backups, premium security, priority support and a 100% uptime SLA matter more than root access. Agency Hosting is the related portfolio-oriented option for multiple client sites.

✓ A custom application or server stack

Choose VPS only when you need allocated CPU/RAM, root access, a custom OS or software that shared WordPress hosting cannot provide. Managed VPS reduces maintenance work; self-managed VPS shifts that work to you.

✓ A workload that needs physical isolation and very high resource ceilings

Dedicated hosting is the specialist choice for demanding databases, mission-critical applications, large multi-site operations or compliance and networking requirements that cannot be met on VPS or managed WordPress Cloud.

FREQUENTLY ASKED QUESTIONS

Is Bluehost Web Hosting the same as WordPress Hosting?

Bluehost's current main Web Hosting and Managed WordPress pages use the same Starter, Business and eCommerce Essentials structure and bundle WordPress tools such as managed updates, staging, migration and AI-assisted site creation. The important comparison is the exact plan card and checkout, not the navigation label alone.

Does the visit number act as a hard traffic cap?

Bluehost presents the visit figures as "ideal for" planning guides. Real capacity depends on page weight, caching, plugins, database activity, concurrent users and traffic shape. Shared hosting is also governed by acceptable-use rules rather than a simple visitor overage fee.

Can I upgrade later?

Yes. Bluehost says customers can change plans as needs grow. The practical question is whether the move is within shared hosting or to another product family; migrating to VPS or dedicated infrastructure may require more technical planning than changing storage tiers.

Are weekly backups enough?

Weekly backups can be adequate for a mostly static brochure site. Stores, memberships, active publications and frequently changing databases generally need daily or real-time recovery points. Cloud includes real-time backup; other products may require an add-on or separate backup process.

Does the 30-day guarantee cover everything?

No. Bluehost's guarantee applies to qualifying hosting fees. Domains and many add-ons are excluded, and a domain fee can be deducted if a free domain is retained after cancellation. Monthly services and setup-related charges may also be treated differently.

SOURCES AND DISCLOSURE

- Bluehost Web Hosting: <https://www.bluehost.com/web-hosting>
- Bluehost Pricing: <https://www.bluehost.com/pricing>
- Shared Hosting plan tiers: <https://www.bluehost.com/help/article/bh-what-is-shared-hosting-bluehost>
- Hosting renewal price list: <https://www.bluehost.com/help/article/renewal-price-faq>
- WooCommerce Hosting: <https://www.bluehost.com/woocommerce-hosting>
- Cloud Hosting: <https://www.bluehost.com/cloud-hosting>
- Managed VPS Hosting: <https://www.bluehost.com/vps-hosting/managed>
- Self-Managed VPS Hosting: <https://www.bluehost.com/vps-hosting>
- Dedicated Hosting: <https://www.bluehost.com/dedicated-hosting>
- Agency Hosting: <https://www.bluehost.com/agency-hosting>
- Agency plan comparison: <https://www.bluehost.com/help/article/cloud-hosting-cost>

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