# WordPress vs. Squarespace: What's Best for You

Would you buy a poorly explained product or stay loyal to a brand if they aren't consistent in delivering their services? Neither would we.

It is essential to know what you want and how you'll achieve it when setting up a business. And one of the best ways to build and grow your brand is by having a professional website.

An essential website tells people about your business and your products or services. On the other hand, an effective one appeals to and engages your customers' five senses through your design, visuals, and overall website experience.

When you started creating your website, you were probably overwhelmed by the many possibilities offered by website-building platforms at varying price points. Because of this, many entrepreneurs often get lost in the early stages of creating their business websites—and they haven't even started putting out content!

Regardless of which platform you choose, the end goal of your website should be to attract new customers. This article compares WordPress and Squarespace—two of the world's most used (and thus most reliable) website-building platforms.

## What Is WordPress

WordPress was launched in 2003 and quickly became known for features such as plugins and themes, as well as its support for custom coding. This paved the way for business owners to build e-commerce websites and sell online courses.

Nowadays, WordPress powers 40% of the websites you see on the internet. Even with limited knowledge of web programming and development, WordPress's content management system makes it easy to create and market content on your website. Furthermore, WordPress has two different versions that can empower your business and market growth.

The first is the Self-hosted WordPress, which most businesses, like Helmi Studios, use. This is paid, self-hosted software you can own and use to build fully customized sites. Since it's an open-source platform that directs to your domain, you can easily edit and access the code behind your website.

The second version is Hosted WordPress, which is free and powered by WordPress itself. You can access various features that let you build and maintain your site by paying a monthly fee. However, you won't have the same freedom as you would with Self-hosted WordPress. If you want a fully customizable website, choosing Self-Hosted WordPress is the best option.

## Should I Use WordPress

Knowing what website platform to use for your brand is essential in building your site. However, any software will have advantages and disadvantages. Carefully examining WordPress's advantages and disadvantages will help you decide what website builder to use.

**Pros:**

- WordPress is a free, open-source software program that anyone can use, study, change, and redistribute. Most of its themes and plugins are also accessible under the GPLv2 license. As open-source software, WordPress allows programmers to share code online.
- An open-source platform is valuable when collaborating with a third-party partner or agency to develop your WordPress website. You won't be stuck working with proprietary software that only a small group of developers can work on. Many WordPress developers can support your website if you need to change partners.
- WordPress is relatively easy for most people—especially those lacking web coding skills. The site is easy to navigate—you can quickly upload and edit article content and web pages in just a few clicks.
- Plugins are program add-ons that amplify the software's capabilities. The plugins available in WordPress allow you to customize, enhance, and secure your site, ensuring it runs smoothly.
- WordPress has thousands of themes available—many of which are reliably mobile-responsive. Entrepreneurs can create a mobile-friendly site that can upgrade every user's experience.
- If you have coding skills, customizing a website is effortless. Your coding ability can unlock a fully customized design that benefits your brand. This is a significant win when using WordPress instead of Squarespace.
- SEO is vital because it boosts your site's visibility on search engines. SEO plugins for WordPress can help you optimize content, meta tags, keyword targeting, and more.

**Cons:**

- New users can take a few months to get used to the content management system and customize the website. WordPress generally has a steeper learning curve than other website builders.
- WordPress updates happen often, and installing them can be time-consuming. When installing an update, you should have basic technical knowledge of WordPress to ensure your website runs smoothly. Remember that these updates are vital to secure your website from future issues.
- As an open platform, WordPress is vulnerable to hackers if you install the wrong plugin. It could expose your site to security risks, so install plugins cautiously!
- WordPress is easy to use and gives you complete control over your webpage, website files, and data. However, this freedom depends on where you host your site, and support may vary across providers or be unavailable altogether. Thus, learning more about WordPress is essential to mitigate security risks or coding bugs.

- Self-hosted WordPress requires you to work with a hosting provider or to host your site yourself. It gives you complete control of the website but also requires some technical knowledge to set up.

**What Is Squarespace**

Squarespace is a professional, no-nonsense website builder mainly catered to small business owners or “solopreneurs.” Whether you want to build a personal blog, portfolio, online store, or web presence, Squarespace can help you get the job done. It is a one-stop shop for everything you need to build an excellent website. It’s so easy to use, and you can launch your new website in just a few minutes.

It’s a platform that helps you easily create and maintain websites, especially if you’re not tech-savvy or skilled in web design. Quick and easy to use, Squarespace offers basic features: a domain name, templates, hosting, e-commerce, and the ability to import your content. Its clean user interface makes it easy for beginners and professionals.

Since its inception in 2004 in Baltimore, Maryland, Squarespace has become a household name in the website-building community. CEO and Founder Anthony Casalena ensured that Squarespace websites are modern, elegant, and built with its users in mind. Your website can look great on whatever device you’re using—smartphone, tablet, or desktop.

Over the past decade, Squarespace has been building tools to make it easy for anyone to create a beautiful and functional website. The platform has reached 3.79 million subscribers with an annual revenue rate of $754.2 million.

**Should I Use Squarespace**

Squarespace has several advantages over other web builders on the market. If you’re still trying to decide whether this platform is good for you, look closely at the web builder’s advantages and disadvantages below.

**Pros:**

- The main advantage of Squarespace over other website-building platforms is that it helps small entrepreneurs create their websites, even without a technical expert to maintain them. Squarespace handles everything, including hosting and security-related issues.
- Squarespace offers over a hundred beautiful themes optimized for desktops, tablets, and smartphones. These templates are also customizable through the Design menu. However, these templates often depend on the images the website builder has already provided. If you replace them, your website’s design may look completely different.

- Squarespace is a great way to go if a blog is one of your main website elements. Its blog-friendly features include rich commenting, multi-author functionality, AMP support, and post-scheduling. You can even host your podcast using Squarespace!
- Squarespace offers helpful live chat support that instantly answers almost all your queries. The support team even offers screencasts to show users the exact steps to follow efficiently.
- All in one place, the Squarespace app lets you update your site or create a new one quickly. With just a few taps on your phone or tablet, you can effortlessly create and share any design. The mobile application is available on the App Store and Google Play Store.

**Cons:**

- Squarespace uses a what-you-see-is-what-you-get (WYSIWYG) approach, making it impossible for users to edit code or customize themes. You can't do much outside their pre-made templates from a design and functionality standpoint. Any custom features or plugins you might want to add to your website will probably not be well-supported by the platform.
- Incorporating metadata into your website content—essential to good SEO—is more challenging in Squarespace.

**The Verdict**

If you're thinking about which platform is best, the answer is simple: there is no right or wrong answer. The choice all depends on your priorities as an entrepreneur. Both platforms will allow you to create a professional, high-quality website easily. However, there are key differences between hosting and designing your site.

On the one hand, WordPress is flexible enough to let you customize its pre-made themes to suit your brand and adapt your site to your needs. Conversely, getting started with Squarespace is easy because there aren't too many settings to explore, navigate, and understand. It offers templates that make it easy to build your website, especially for small business owners who lack the necessary skills and time.

With the right software and strategy, we firmly believe that your brand can reach its true potential. We at Helmi Studios would love to help you build the best website for your business—and if you want to make sure your website goes live without a hitch, we're always ready to help business owners succeed online.