

WordPress vs. Squarespace vs. Wix for Author Websites

Feature	WordPress	Squarespace	Wix
Ease of Use	Moderate (Steeper learning curve, but powerful)	Very easy (Drag & drop, no coding needed)	Very easy (Beginner-friendly drag & drop)
Customization	Highly customizable with themes & plugins	Limited compared to WordPress	Moderate (More customization than Squarespace, less than WordPress)
Pricing	Hosting varies (\$5-\$30/month) + themes & plugins	\$16-\$49/month (includes hosting & templates)	\$16-\$45/month (includes hosting & templates)
Best for Blogging	Excellent (Built for blogging)	Good (Decent blogging tools, but limited flexibility)	Fair (Basic blogging tools, but not ideal for heavy bloggers)
E-commerce Capabilities	Strong (WooCommerce integration)	Solid (Built-in e-commerce, no plugins needed)	Decent (Wix Stores available, but not as robust as WordPress)
SEO Features	Excellent (Advanced SEO tools & plugins)	Good (Basic SEO tools, less flexible than WordPress)	Basic SEO tools (not as powerful as WordPress)
Built-in Templates	Thousands of free & paid themes	Modern, high-quality templates	Hundreds of templates (customizable, but less flexible)
Customer Support	Depends on hosting provider	24/7 email & live chat support	24/7 support (phone, chat, email)
Scalability	Highly scalable (used by major brands)	Limited scalability (best for small sites)	Limited (Good for small businesses, but not enterprise-ready)
Third-Party Integrations	Extensive (Thousands of plugins available)	Moderate (Some third-party integrations, but fewer than WordPress)	Moderate (Some third-party integrations, but fewer than WordPress)