

Wix vs WordPress

Quick Reference Guide

Wix	vs	WordPress
<ul style="list-style-type: none"> • Drag and drop interface makes it easy to build • Lots of existing themes to choose from that don't require coding 	Ease Of Use	<ul style="list-style-type: none"> • Compatible with visual editors to make creating or editing pages easy • Does require coding knowledge initially • More of a learning curve for beginners than Wix
<ul style="list-style-type: none"> • Wix app market allows you to tailor site functionality • More limits on how you can customize the theme and its underlying code compared to WordPress 	Customization	<ul style="list-style-type: none"> • Extremely customizable to create a one-of-a-kind website • Can do HTML, CSS, and PHP coding • Hosting flexibility
<ul style="list-style-type: none"> • Simple, all-inclusive cost that accounts for hosting • Different tiered plans to choose from • Less flexibility for price shopping since you're locked into the Wix ecosystem 	Pricing	<ul style="list-style-type: none"> • Technically free to download • Plans are available from \$4-45 if you feel they're valuable for your setup • Hosting and domain fees are additional costs you're responsible for
<ul style="list-style-type: none"> • Offers starter SEO tools so you can do basic optimizations for search engines • Can add blogs and landing pages to grow your site • Can't implement more robust SEO tactics to help site performance 	SEO And Internet Marketing	<ul style="list-style-type: none"> • Precise control over meta, tags, sitemaps and more allow you to do technical SEO • Lots of SEO-focused plugins in the WordPress ecosystem • Robust options to improve site speed (which boosts SEO performance)
<ul style="list-style-type: none"> • Can have site speed issues as media files are added over time • Can't retool the eCommerce setup • Not easy to migrate if you change themes 	Scalability	<ul style="list-style-type: none"> • Can easily change between themes • Site can handle high volumes of traffic • Supports complex eCommerce functionality
<ul style="list-style-type: none"> • Wix handles all security • The platform receives regular updates • You lack control to address and prioritize security updates 	Security And Maintenance	<ul style="list-style-type: none"> • Complete control over your site security • WordPress and core plugins receive regular updates • Lots of security plugins can help you enhance your site's protection