ACROSS THE TABLE

BUSINESS CONSULTING

BUSINESS JOB 15 · EPISODE 15

Wix vs Squarespace vs Framer

Three ways to get a site up yourself, and the question to settle before you pick

Knowledge Article 15

AI Stack Series · acrossthetable.biz

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THE JOB THESE THREE DO

Your website is where people check whether you are real. For a lot of small businesses it is out of date, or it is a social media page, or it does not exist.

Hiring someone costs thousands and leaves you unable to change a phone number without ringing them.

All three of these let you build and maintain a site yourself. They differ in how much freedom you get and how easily you could leave later.

WHO EACH ONE IS

Wix — the flexible one

What it is: Website builder with AI site generation.

Best for: Fast, flexible sites for small businesses.

Watch out for: Harder to move off later.

Wix does the most and lets you change the most, including generating a starting site from a few questions. The thing to know up front: moving away later is harder than with the others.

Squarespace — the polished one

What it is: Template-led website builder with commerce.

Best for: A polished site you maintain yourself.

Watch out for: Less layout freedom.

Squarespace is template-led, so it looks good with less effort and less freedom. If your site is mainly about looking credible, that trade is usually worth it.

Framer — the designed one

What it is: Design-to-site builder with AI layout help.

Best for: Fast, modern marketing pages.

Watch out for: Newer ecosystem, fewer plugins.

Framer gives the most design control and makes the most modern-looking pages. It is also the newest, with fewer add-ons, and it asks more of you.

HOW THEY COMPARE

	Wix	Squarespace	Framer
Best for	SMB websites	Brand-focused	Modern design

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	Wix	Squarespace	Framer
		websites	
Ease	★★★★★	★★★★★	★★★☆☆
Small-business fit	★★★★★	★★★★★	★★★★☆
Advanced fit	★★★★☆	★★★★☆	★★★★★
Its main job	Build a complete site	Build a polished presence	Design modern web experiences
Choose this if	You need functionality plus ease	Brand and design simplicity matter	You want more design control
Price	Per month by plan.	Per month by plan.	Per site/month.

Ease of use splits clearly: Wix and Squarespace are five stars, Framer is three. If nobody in your business enjoys this kind of work, that row decides it.

HOW A BUSINESS ACTUALLY USES EACH ONE

A business needing booking, a shop and pages

Wix, because it does the most out of the box and you will not outgrow it quickly.

A consultant who needs to look credible

Squarespace. Five pages, good typography, nothing to configure. Done in a weekend and still looking right in three years.

A business where design is the differentiator

Framer. Worth it only if you or someone near you enjoys design work — otherwise the control is a burden.

WHAT IT COSTS

All three are monthly subscriptions in a similar range, Framer per site.

The cost that is easy to miss is leaving. Content on these platforms does not move cleanly to another one. Choose expecting to stay for several years, because in practice you will.

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WHERE THIS SITS IN YOUR STACK

Here's where previous episodes really start connecting. ChatGPT or Claude helps write the website copy. The image tools create the imagery and Canva turns it into brand graphics. The site captures leads into HubSpot, Calendly books the appointments, and Stripe takes the payments.

The pieces around it:

- ChatGPT / Claude — website copy
- DALL·E / Firefly — imagery
- Canva — brand graphics
- HubSpot — leads
- Calendly — appointments
- Stripe — payments

THE CEO DECISION

- What does your site need to do — look credible, take bookings, or sell?
- Who updates it after launch? If the answer is nobody, pick the one that needs the least maintenance.
- Do you own your domain name yourself? Make sure of this before building anything.
- How hard would it be to leave in three years? Worth asking before you start, not after.

APPLY IT TO YOUR BUSINESS

Open your current site on your phone and act like a customer. Can you find the phone number in five seconds? Is anything out of date? Would you buy from this business?

Write down every problem you find. If the list is short, you need an afternoon of edits rather than a new site. If it is long, you have a real project and now you know what it has to fix.

YOUR QUICK REVIEW

- ☐ What does my site actually need to do?
- ☐ When was it last updated?
- ☐ Can a customer find my phone number in five seconds on a phone?
- ☐ Who will update it after launch?
- ☐ Do I own my domain name?
- ☐ How hard would it be to move away in three years?

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ADDITIONAL RESOURCES

Tool	Where to find it	What it is for
Wix	www.wix.com	Fast, flexible sites for small businesses.
Squarespace	www.squarespace.com	A polished site you maintain yourself.
Framer	www.framer.com	Fast, modern marketing pages.
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which of the twenty jobs to start with.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

This is Business Job 15 of twenty. Episode 16 is Market by Email — Mailchimp, HubSpot and Klaviyo.

Episode 3, Gamma vs Canva vs Beautiful.ai, is where most of your site's images will come from.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

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