SHOPLAUNCH STUDIO · LOCAL SHOPS · 11 NOVEMBER 2026

# A WordPress alternative for the shop that does not want a second job

A self-hosted WordPress shop page is $1,604 over three years before your time: $336 a year of hosting, $60 of page builder, $118.80 of SEO licence, $20 of domain — each one an annual renewal. WordPress.com Business is $900. Built for you: $199 once.

## WHAT WORDPRESS.COM CHARGES — YEARLY BILLING

| | |
|---|---|
| **Free**<br>wordpress.com address, WordPress.com ads, 1 GB | **$0** |
| **Personal**<br>Custom domain, 6 GB, ads off · $9 month to month | **$4/mo** |
| **Premium**<br>13 GB, premium themes, payments · $18 monthly | **$8/mo** |
| **Business**<br>50 GB, plugins, SFTP/SSH, staging, backups · $40 monthly | **$25/mo** |
| **Commerce**<br>WooCommerce with store extensions · $70 monthly | **$45/mo** |
| **Self-hosted**<br>Hosting, builder, SEO and domain bought separately | **$6.99/mo** |

## THREE YEARS, ALL IN

| | |
|---|---|
| Hosting, WP Engine Essential: 3 × $336 | $1,008 |
| Page builder, Elementor Pro: 3 × $60 | $180 |
| SEO, Yoast Premium: 3 × $118.80 | $356 |
| .com domain, 3 years at about $20 (estimate) | $60 |
| WordPress.com Business instead: 3 × $300 | $900 |
| 40 hours of your time at $25 (our assumption) | $1,000 |
| **Self-hosted WordPress, three years, all in** | **$2,604** |
| **ShopLaunch Local Pack, paid once** | **$199** |
| **Difference still in your account** | **$2,405** |

### Keep them if

· A blog you keep writing, with categories and an archive.
· A store: WooCommerce, shipping, tax, coupons.
· Memberships, courses, a directory or a forum.
· To own the code outright and enjoy the tinkering.

### Choose the $199 page if

· The page has to be right tomorrow, not in three weekends.
· You would rather not carry four renewals through a slow January.
· Nothing to update means nothing to break at eleven at night.
· You want the menu typed by someone whose job is menus.

### What the $199 Local Pack is — built by us, handed over the next business day

+ A mobile page on a real URL — hours, prices, photos, tap-to-call, directions
+ A digital menu with one QR code per table, print-ready
+ Three print-ready posters: window hours, counter QR, menu board
+ Five Instagram posts, 1080×1080, with the captions written
+ An edit key, so you change a price or a closing time yourself
+ The files — HTML, CSS and images — on a URL you own

### Three things to get in writing before you pay for another year

**The renewal, not the intro price** — WP Engine's terms say first-year pricing is for new customers and not valid at renewal. Get year two in writing.
**Which plugins the plan allows** — WP Rocket's own docs: WordPress.com Business or Commerce only. Ask what your plan will actually install.
**Who patches the site, and when** — Core, plugins and PHP versions ship continuously. Ask who runs the updates and what happens when one breaks.

## $199 once. No hosting stack, no plugin licences, no update queue.

We do not sell a CMS, a blog, a store or hosting — if you need one of those, WordPress is the right tool and this sheet is not the whole answer.

**shoplaunch-app.pages.dev/vs/wordpress · shoplaunch-app.pages.dev/calc · $49 / $199 / $499 once**

Sources, read 11 November 2026: wordpress.com/pricing — Personal $9 monthly / $4 yearly, Premium $18 / $8, Business $40 / $25, Commerce $70 / $45, monthly rates on yearly billing, US list, before tax; 2- and 3-year terms at $3.25/$2.75, $6.50/$5.50, $20/$17.50 and $36/$31.50 a month. Plugin gating from WP Rocket's documentation (Business or Commerce; not Personal or Premium). WP Engine Essential $28/mo billed annually ($336), with offer terms stating first-year pricing is for new customers and is not valid at renewal. Elementor Pro Essential $60/yr; Yoast SEO Premium $118.80/yr. GoDaddy managed WordPress hosting "as low as $6.99/mo, save 53%" from godaddy.com/pricing. The domain at about $20 a year and the 40 hours at $25 an hour are ShopLaunch's estimates, not vendor figures. Card processing is not counted. Prices are US list, before tax.