BADGED “BEST VALUE” BY WORDPRESS.COM

The Business Plan

The tier where WordPress.com stops being a website builder and becomes a developer platform. SSH, WP-CLI, Git, and GitHub Deployments, on fully managed hosting, from $17.50 a month.

Setup and eligibility

PURCHASE DESTINATION

wordpress.com/start/business

Choose Business plan

WHO CONVERTS

The site owner, directly. Self-serve signup with an email address, or Google, Apple, or GitHub.

ELIGIBILITY GATE

None. No approval and no waiting. Use your own tracked affiliate link rather than the ref parameter on the public page.

Why we are excited about this one

It is real developer hosting, fully managed

SFTP and SSH, WP-CLI, Git commands, and GitHub Deployments all arrive at Business. Most people do not know WordPress.com does this at all, which makes it the most surprising thing in the lineup to demonstrate.

The bundle is the story

A year of business email, $200 in Blaze ad credits, MailPoet email marketing, VideoPress with 250 GB, and real-time backups are all included. Bought separately, that is usually four or five different vendors.

WordPress.com calls it the best value itself

Premium carries the “Most popular” badge and Business carries “Best value.” That is the brand's own framing, so partners can lean on it without editorializing.

$17.50 a month is a striking number

On a three-year term, that is managed WordPress hosting with Git deployments, real-time backups, and 24/7 priority support for less than many hosts charge for shared hosting with none of it.

What Business adds over Premium

Premium is the tier most partners will be comparing against, since it carries the “Most popular” badge. This is the whole delta in plain terms.

Developer tooling, the real jump

SFTP and SSH access, WP-CLI, Git commands, and GitHub Deployments. Nothing below this tier has any of it.

Real-time backups and one-click restores

Business and above only. Personal and Premium have no point-in-time restore at all, which is a risk difference rather than a convenience.

Storage nearly quadruples, 13 GB to 50 GB

With paid add-on tiers available on top, in 50 GB increments.

Four separate products fold into the plan

A year of business email on the site's own domain, $200 in Blaze credits, MailPoet marketing for 500 subscribers, and VideoPress with its own 250 GB.

Payment fees roughly halve

Standard payment fees drop from 4% to 2%, and WooCommerce payments run at 0%, which Premium cannot do at all.

Support and AI both step up

Support becomes 24/7 with priority response, and the AI site assistant moves from usage-limited to the enhanced tier.

How the plans compare

All prices are US dollars per month at the billing term shown. The pricing page displays the yearly term by default, so the figure most visitors see for Business is $25.

	Personal	Premium Most popular	Business Best value	Commerce
PRICE PER MONTH, BY BILLING TERM				
Billed monthly	$9	$18	**$40**	$70
Billed yearly	$4	$8	**$25**	$45
Billed every 2 years	$3.25	$6.50	**$20**	$36
Billed every 3 years	$2.75	$5.50	**$17.50 (save 56%)**	$31.50
WHAT CHANGES AT BUSINESS				
Storage	6 GB	13 GB	**50 GB**	50 GB
SFTP/SSH, WP-CLI, Git, GitHub Deployments	Not included	Not included	**Included**	Included
Real-time backups, one-click restores	Not included	Not included	**Included**	Included
Support	Free support	Faster responses	**24/7 priority**	24/7 priority
AI site assistant	Usage limits	Usage limits	**Enhanced**	Enhanced
Business email, first year	Not included	Not included	**Included**	Included
$200 Blaze advertising credits	Not included	Not included	**Included**	Included
Email marketing (MailPoet, 500 subscribers)	Not included	Not included	**Included**	Included
VideoPress, 250 GB dedicated	Not included	Upload videos	**Included**	Included
Transaction fee, standard payments	8%	4%	**2%**	0%
Transaction fee, WooCommerce payments	Not available	Not available	**0%**	0%
THE SAME ON EVERY PAID PLAN				
Install plugins (50,000+)	Yes	Yes	**Yes**	Yes
Premium themes	Select themes	All	**All**	All plus store
Unlimited pages, posts, users, visitors	Yes	Yes	**Yes**	Yes
Free domain, first year	Yes	Yes	**Yes**	Yes

Two details worth getting right. The free first-year domain applies to annual and multi-year plans only, not to monthly billing. Plugin installation is available on every paid plan starting at Personal, so it is not a reason to recommend Business. Getting both right is an easy credibility win.

Prices change over time. Confirm current figures on wordpress.com/pricing before publishing.

Angles by partner type

Signup is self-serve and takes minutes, so unlike most program briefs, everything below is available to you first-hand.

WRITTEN COMPARISONS

- **"Cheapest managed WordPress host with Git deployments."** Business is genuinely competitive here, and it is a search term with real intent behind it.
- **Unbundle the price.** Add up what business email, an email marketing tool, video hosting, and real-time backups cost separately, then set that against $25 a month. The arithmetic does the persuading.
- **Business vs Commerce.** Same dev tools, support, storage, and themes. Commerce adds the integrated WooCommerce extensions. Business already has 0% WooCommerce transaction fees.
- **Correct the plugin myth.** Plugins start at Personal. Saying so builds trust, then sets up an honest case for Business.

REVIEWS AND EXPLAINERS

- **Buy it and actually test it.** A genuine hands-on review is fully available here, which is rare for briefs like this.
- **Push the developer workflow.** Connect a repo, run a GitHub Deployment, SSH in, run WP-CLI. Almost nobody has documented this on WordPress.com.
- **Migrate a real site.** The built-in importer covers Wix, Squarespace, GoDaddy, Medium, Blogger, and self-hosted WordPress. Time it and screenshot it.
- **Test the 24/7 priority support claim** and publish the actual response times you get.

VIDEO AND STREAMING

- **"I deployed to WordPress.com from GitHub."** The strongest video here. It subverts what most viewers assume WordPress.com is, and it is fully demonstrable today.
- **Terminal walkthrough** for a developer audience: SSH in, WP-CLI, then a deploy. No slides needed.
- **Signup to launched site in ten minutes**, start to finish, on camera.
- **Migration timelapse** from Wix or Squarespace, with before and after speed tests.

One thing to plan around

The limits here are about time rather than access. Claims about long-term uptime, reliability, or a year of real-world performance cannot be supported from a fresh account, so avoid framing early impressions as durable reliability findings. Testing the refund policy also means genuinely purchasing and cancelling, so plan for that if it matters to your piece.

Naming and brand usage

Always write "WordPress.com" in full, with the .com, capital W plus capital P. Never "Wordpress.com" or "wordpress.com."

WordPress.com is not WordPress. Say "WordPress.com includes hosting," not "WordPress includes hosting," because the open-source software has no hosting of its own.

This matters more than usual on a pricing comparison, where "WordPress" gets used loosely to mean the hosted product.

Questions?

We are here for it.

Need a screenshot, a current figure, or a detail this brief did not cover? Reach out to your Automattic partner manager or affiliates@automattic.com and we will get it to you.