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# Moving from WordPress.com to your own hosting: what you can take with you

WordPress & CMS

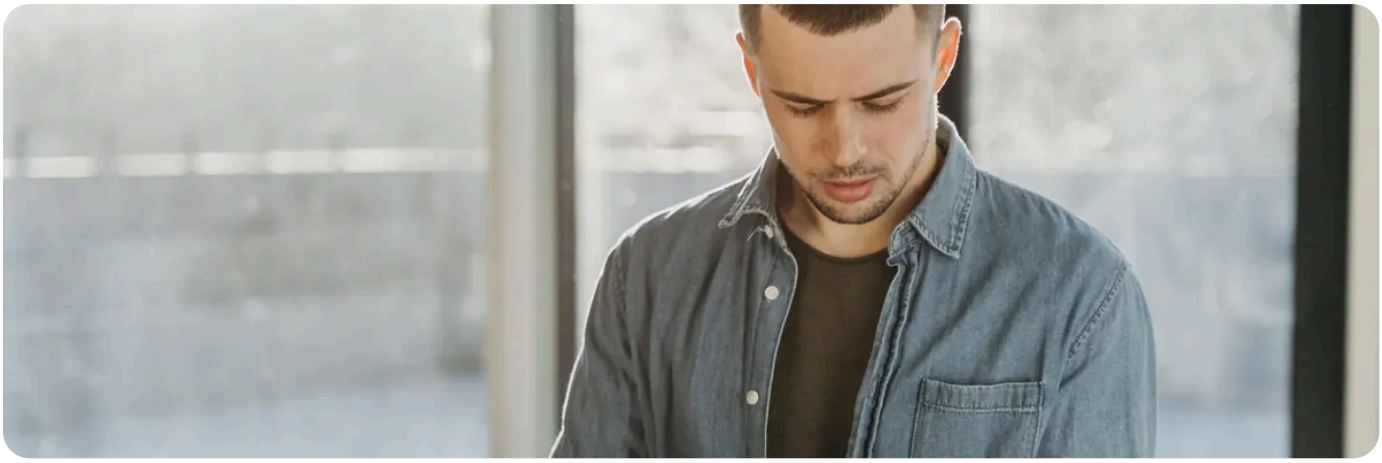
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# Moving from WordPress.com to your own hosting: what you can take with you

WordPress & CMS Created on **October 15, 2026** 2 min read



**The short answer: WordPress.com** is a service where the site lives on another company's servers; the **WordPress** you install on your hosting is the same program, but the site is yours. You can take the **content** (posts, pages, comments) and the **images**. What does not come for free is the exact look of the theme and the paid features of the original service, which you have to rebuild or replace.

## What comes, and what stays

| Part | Does it come? |
|---|---|
| **Posts and pages** | Yes, in the export file. |
| **Comments** | Yes, in the same file. |
| **Images and files** | Yes, if on import you choose to download the attachments. Check afterwards that they appeared. |
| **The theme and visual settings** | Not by themselves. Choose an equivalent theme and reconfigure. |
| **Plugins and the original service's features** | No. Look for equivalent plugins, on plans that allow them. |
| **Followers and subscriptions** | Check what your plan lets you export; not everything may come. |
| **The domain** | If you registered it there, it must be transferred or pointed. See below. |

## Step by step

1. **Install WordPress on your account:** **How to install WordPress in a few clicks**. Without switching the domain yet.

2. **On WordPress.com, export the content**: in the site's tools there is an Export option, which makes a file. Download it.

3. **On your new WordPress,** under Tools, open Import and use the WordPress importer. Upload the file and, when it asks, choose to import the attachments too.

4. **Check the result:** pages, images, links and menus. Fix what is missing. See **Changing the WordPress site address**.

5. **Only when it looks right,** switch the domain to your account. If the domain is at WordPress.com, ask there for the transfer code and follow **How to transfer a domain to us**; or just point the DNS to us: **Pointing your domain to us**.

6. **So visitors and Google are not lost,** keep the same page addresses wherever possible and see **Redesigning a website without losing your Google traffic**.

! **Do not cancel the old service before you confirm everything.**
Until the domain points to the new site, the old one is what visitors see. Keep the export file and the images as a backup. WordPress.com's menu and tool names change; if you cannot find the option, search their help for "export".

If you come from another platform (Blogger, for example): **Moving a Blogger blog to WordPress**. If the site was made in a builder, see **Website builder or your own hosting**.

NEED A HAND?

Want help making the move without losing visitors? Open a ticket with the site's current address.

Open a support ticket →

SEE ALSO

- How to install WordPress in a few clicks →
- Moving a Blogger blog to WordPress →
- Redesigning a website without losing your Google traffic →

**Pointing your domain to us: nameservers, step by step** →

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| | |
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