

Here's an up-to-date (as of April 29, 2025) comparison of **Vercel**, **AWS**, and **Hostinger** for hosting a dynamic Next.js/NestJS stack—with a focus on **pricing**, **SEO-friendliness**, **performance**, and **security**.

1. Pricing Comparison

Provider / Plan	Price (USD)	Included Bandwidth / Requests	Notes
Vercel Pro	\$20 / user / month Vercel	1 TB bandwidth; 1 M function invocations; 5 k image optimizations; 10 M Edge requests Vercel	Team-focused; pay per seat
Vercel Hobby	Free (non-commercial) Vercel	100 GB bandwidth; 100 k function calls; 1 M Edge requests Vercel	Personal projects only
AWS Amplify	Free tier up to 1 k build min, 5 GB storage, 15 GB transfer; then pay-as-you-go Amazon Web Services, Inc.	\$0.30 per 1 M SSR requests; \$0.20 per GB-hour compute; \$0.15 /GB transfer; \$0.023 /GB storage Amazon Web Services, Inc.	Built-in CI/CD; SSR on Amplify Hosting
AWS (CloudFront+S3)	Free tier: 1 TB transfer + 10 M requests + 2 M function invokes; then \$0.085/GB (first 10 TB), \$0.01 per 10 k requests Amazon Web Services, Inc.	Pay-as-you-go; highly granular rates	Requires manual setup for SSR (Lambda@Edge)
Hostinger Cloud	\$7.99–\$29.99 / mo (48-mo term) Hostinger	Unlimited bandwidth; no built-in CDN for dynamic pages	Managed PHP; no Node.js support on Cloud plans Hostinger Help Center

Hostinger VPS (Node.js)	\$4.99–\$9.99 / mo (24-mo term) Stack Overflow	4 TB bandwidth; 1–2 vCPU, 4–8 GB RAM; self-managed	Full root access; you install and secure Node.js yourself
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2. SEO-Friendliness

Vercel

- **Native SSR/SSG & ISR:** Next.js server-side rendering and incremental static regeneration ensure fully prerendered HTML for crawlers[Vercel](#).
- **Global CDN:** Zero-config edge caching delivers ultra-fast TTFB worldwide.
- **Automatic HTTPS/SSL:** Free SSL on all domains—an SEO ranking factor.

AWS

- **Amplify Hosting:** Supports SSR for Next.js via Amplify Hosting compute; pay-per-request SSR with build minutes and storage tiers[Amazon Web Services, Inc.](#).
- **CloudFront + Lambda@Edge:** Full control over caching, TTLs, custom headers, and global edge execution—ideal for SEO, but requires DevOps setup.

Hostinger

- **Cloud Startup/Professional/Enterprise:** Includes a basic CDN for static assets only—**no SSR support**, so HTML is rendered client-side, which is suboptimal for SEO bots.
- **VPS Plans:** You can deploy SSR apps, but you must configure and secure Nginx/PM2 manually; no global edge network by default, so performance and SEO depend on your configuration.

3. Performance & Scalability

Metric	Vercel (Pro)	AWS (CloudFront)	Hostinger VPS
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Cold Start	Optimized (~50 ms) Focus Reactive	Lambda@Edge (~100–200 ms)	Dependent on VM size & OS
Concurrent Builds	12 builds	N/A	Self-managed
Autoscaling	Instant serverless	Configurable (Lambda, EC2 Auto Scaling)	Manual (scale VPS)
Monitoring	Built-in analytics	CloudWatch, third-party	Basic logs



4. Security & Compliance

- **Vercel:** SOC 2 Type II, WAF with DDoS protection, custom rules on Pro/Enterprise; free HTTPS by default[Vercel](#).
 - **AWS:** Enterprise-grade (IAM, Shield, WAF), encryption at rest/in transit; compliance certifications out of the box.
 - **Hostinger:** Shared & Cloud plans include basic WAF and SSL; VPS gives you root access but you're responsible for patching, firewall, and compliance.
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5. Total Cost of Ownership & Developer Experience

- **Vercel Pro (\$20/user/mo)** is **turnkey** for Next.js SEO deployments: minimal configuration, best-in-class SSR, CDN, SSL, and analytics.
 - **AWS** provides **maximal flexibility** and pay-as-you-go scalability; however, it demands strong DevOps expertise to optimize for SEO (correct caching headers, Lambda@Edge functions, CloudFront TTLs).
 - **Hostinger** is **most budget-friendly** for static or small Node.js apps on VPS (\$4.99/mo) but **lacks built-in global CDN** and serverless SSR—adding complexity and risk to SEO performance.
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6. Recommendation

For **SEO-critical**, dynamic Next.js or NestJS applications in 2025, **Vercel Pro** remains the **best balance** of:

- **Price** (predictable \$20/user/mo)
- **SEO features** (SSR, SSG, ISR, global CDN, SSL)
- **Performance** (optimized cold starts, autoscaling, built-in analytics)
- **Security** (managed WAF, SOC2)

If you need deeper infrastructure control or non-Next.js workloads, **AWS (CloudFront + Lambda@Edge)** is a close second—at the cost of more complex setup and billing. Hostinger is only advisable for static sites or non-SEO-critical Node.js apps on VPS, given its lack of serverless SSR and global edge network.

Sources

- Vercel Pro/Hobby plan details (2025) [VercelVercel](#)
- Vercel pricing overview [G2](#)
- AWS Amplify free tier & pay-as-you-go pricing [Amazon Web Services, Inc.](#)
- AWS Amplify SSR pricing (Feb 26 2025) [AWS Documentation](#)
- AWS CloudFront pricing & free tier (2025) [Amazon Web Services, Inc.](#)
- Hostinger Cloud hosting plans (48-mo term) [Hostinger](#)
- Hostinger general pricing (2025) [Hostinger](#)
- Hostinger Node.js support (VPS only) [Hostinger Help Center](#)
- Hostinger Node.js VPS pricing (2025) [Stack Overflow](#)
- Vercel cost-optimization insights (2024) [Focus Reactive](#)