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](https://vercel.com/docs/plans/pro?utm_source=chatgpt.com) | 1 TB bandwidth; 1 M function invocations; 5 k image optimizations; 10 M Edge requests​[Vercel](https://vercel.com/docs/plans/hobby?utm_source=chatgpt.com) | Team-focused; pay per seat |
| **Vercel Hobby** | Free (non-commercial)​[Vercel](https://vercel.com/docs/plans/hobby?utm_source=chatgpt.com) | 100 GB bandwidth; 100 k function calls; 1 M Edge requests​[Vercel](https://vercel.com/docs/plans/hobby?utm_source=chatgpt.com) | 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.](https://aws.amazon.com/amplify/pricing/?utm_source=chatgpt.com) | $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.](https://aws.amazon.com/amplify/pricing/?utm_source=chatgpt.com) | 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.](https://aws.amazon.com/cloudfront/pricing/) | 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](https://www.hostinger.com/cloud-hosting?utm_source=chatgpt.com) | Unlimited bandwidth; no built-in CDN for dynamic pages | Managed PHP; **no Node.js support** on Cloud plans​[Hostinger Help Center](https://support.hostinger.com/en/articles/1583661-is-node-js-supported-at-hostinger?utm_source=chatgpt.com) |
| **Hostinger VPS (Node.js)** | $4.99 – $9.99 / mo (24-mo term)​[Stack Overflow](https://stackoverflow.com/questions/33114797/how-to-setup-node-js-on-a-hosting-server-such-as-hostinger-justhost-etc?utm_source=chatgpt.com) | 4 TB bandwidth; 1–2 vCPU, 4–8 GB RAM; self-managed | Full root access; you install and secure Node.js yourself |

## **🔍 2. SEO-Friendliness**

### **Vercel**

* **Native SSR/SSG & ISR**: Next.js server-side rendering and incremental static regeneration ensure fully prerendered HTML for crawlers​[Vercel](https://vercel.com/docs/plans/hobby?utm_source=chatgpt.com).
* **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.](https://aws.amazon.com/amplify/pricing/?utm_source=chatgpt.com).
* **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** |
| --- | --- | --- | --- |
| **Cold Start** | Optimized (~50 ms)​[Focus Reactive](https://focusreactive.com/vercel-cost-optimization/?utm_source=chatgpt.com) | 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](https://vercel.com/docs/plans/hobby?utm_source=chatgpt.com).
* **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.

## **💡 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.

## **🏆 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) [Vercel](https://vercel.com/docs/plans/hobby?utm_source=chatgpt.com)[Vercel](https://vercel.com/docs/plans/pro?utm_source=chatgpt.com)
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* Vercel cost-optimization insights (2024) [Focus Reactive](https://focusreactive.com/vercel-cost-optimization/?utm_source=chatgpt.com)