Bitbucket and Github are very closely matched in terms of features if you need to use Git. And if your VCS is Mercurial, then it’s only Bitbucket for you. Each has some useful features not found in the other, such as Github pages for small web-hosting projects, or Bitbucket’s JIRA integration.

The choice may come down to the structures of your projects. If you have many private projects and small numbers of users per project, Bitbucket may be a cheaper option because of its per-repo pricing. If you have large teams collaborating on just a few projects, Github may be the better option.