
7 Best Website Builder in 2023 (Backed-by-Data)



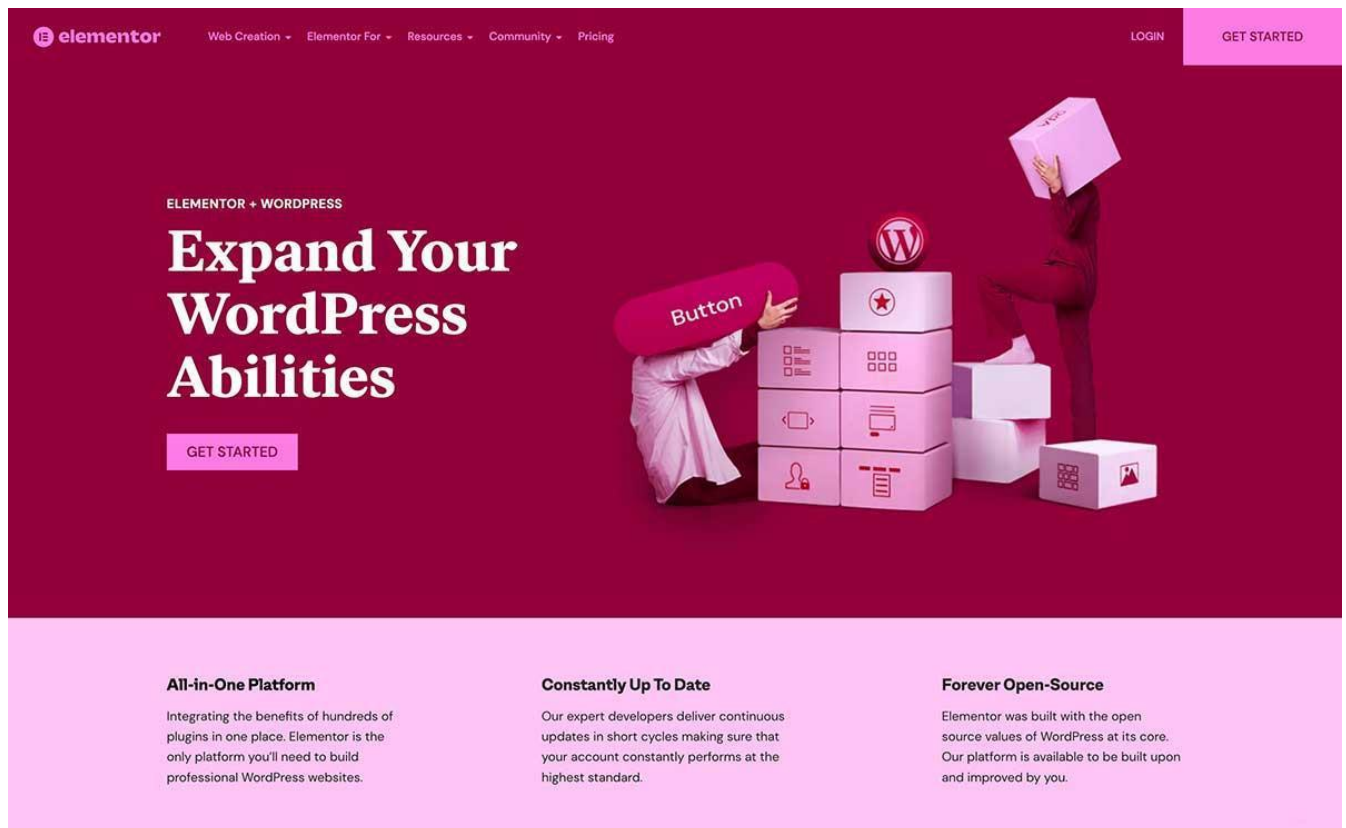
As an experienced web developer and digital marketer, I've had the opportunity to test and work with numerous website builders over the years. I understand the importance of choosing the right platform for your unique needs, whether you're a business owner, designer, or freelancer.

In today's digital age, you don't need to be a coding expert to create a visually stunning, professional website. Thanks to the vast array of user-friendly, drag-and-drop website builders on the market, building your own site has never been easier.

So if you're trying to grow a following, build a business online or monetize your website, stay tuned for our list of the best website builders to consider in 2023.

Top 7 Best Website Builders

1. WordPress + Elementor (**Editor's Choice**)



elementor Web Creation - Elementor For - Resources - Community - Pricing LOGIN GET STARTED

ELEMENTOR + WORDPRESS

Expand Your WordPress Abilities

GET STARTED

All-in-One Platform
Integrating the benefits of hundreds of plugins in one place. Elementor is the only platform you'll need to build professional WordPress websites.

Constantly Up To Date
Our expert developers deliver continuous updates in short cycles making sure that your account constantly performs at the highest standard.

Forever Open-Source
Elementor was built with the open source values of WordPress at its core. Our platform is available to be built upon and improved by you.

WordPress is technically not a website builder on its own (at least not in the strictest sense).

Instead, it's a content management system (CMS) which is a type of software that stores all content and files on a website.

However, out-of-the-box, WordPress is not very intuitive to use, and it also can require coding!

That's where the page builder plugin Elementor comes into the picture.

WordPress relies on plugins to extend its native functionality, and tools like Elementor can turn WordPress into a drag-and-drop website builder.

At Diggity Marketing, all our websites are built on WordPress due to their versatility and customizability.

Even though it's not the best platform for beginners to get started with, it's definitely the one we recommend for scalability and unlocking custom features down the track.

Reasons to Buy

- Unlimited customizability
- WordPress powers over 40% of the web
- Great SEO capabilities
- Unlimited design potential
- Can get started for a very low cost

Reasons to Avoid

- Somewhat steep learning curve
- May require coding from time to time
- Not an all-in-one solution

Pricing Options

Both WordPress and Elementor can be used for free.

However, unlike the site builders mentioned in our list, WordPress doesn't include hosting or a domain name.

So, you'll need to factor these costs in separately.

There's also the matter of Elementor's design capabilities.

Elementor is the #1 WordPress website-building plugin, even with the free version.

But you can also unlock a range of sophisticated design features with the pro subscription, which is only \$49/year for one website.

Ease of Use

WordPress has a steep learning curve for beginners and people who haven't used an open-source CMS before.

However, paired with Elementor, you can unlock an easy drag-and-drop interface that lets you design visually based on what you see on your screen.

Design Flexibility

The beauty of WordPress paired with Elementor is that you can focus on the basic features when you're getting started and still end up with a visually stunning design.

As your website needs to grow, you can layer in so many additional functions and complex design features without needing to change themes or platforms.

Elementor Pro also lets you unlock:

- 100+ design widgets
- 300+ templates
- 60+ website kits
- Theme Builder
- eCommerce store builder
- Landing page builder

In short, it's the most versatile website builder on our list!

Templates

Elementor comes with over 300 free and premium designer-made templates you can launch your website with.

We consider it one of the best website builders for anyone looking for a broad range of design styles.

But don't just take our word for it. Take a look at the library of Elementor's templates for yourself^[1].

Features

- Drag-and-drop editor
- Responsive designs
- Autosave & backup
- Revision history
- Full website kits
- Page templates
- Compatible with Envato
- Global fonts & colors
- Design precision
- Motions & interactions

Support

Unlike the other website builders on our list, WordPress does not have dedicated support.

There is, however, a very large global network of experts that offer community support for WordPress users.

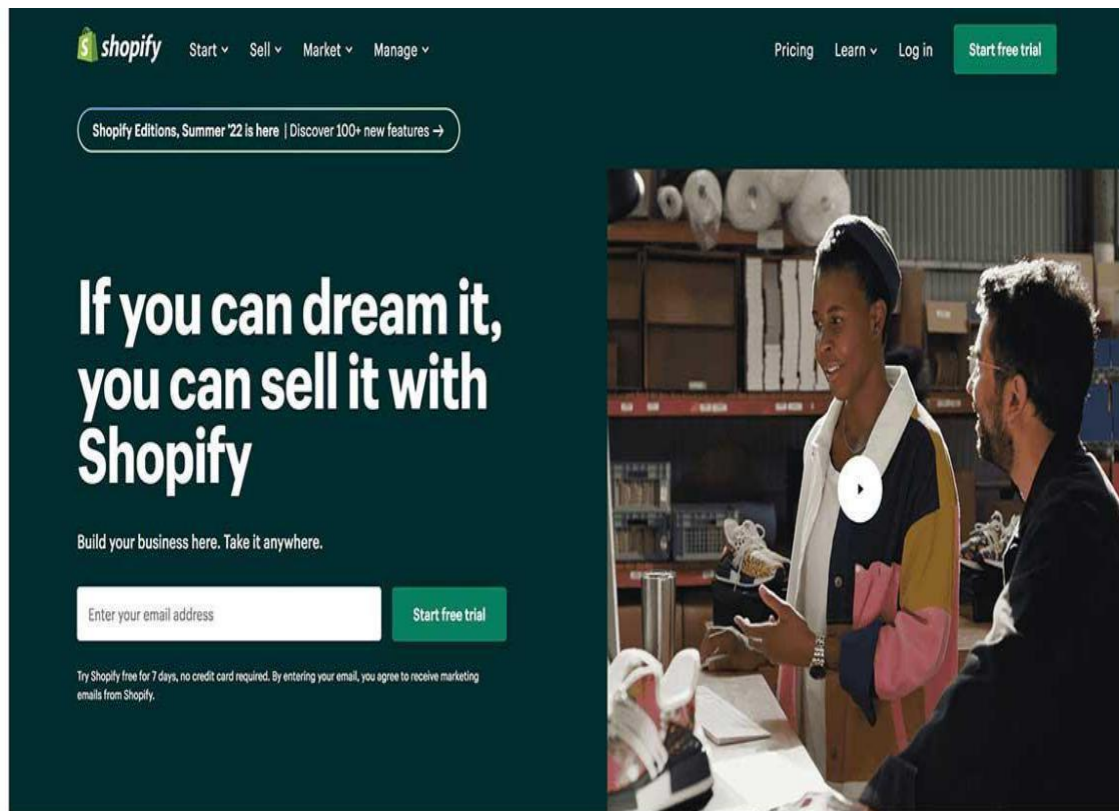
Elementor, on the other hand, offers 24/7 support via live chat and a ticket system.

WordPress is the way to go if you are looking for a fully-customizable website builder.

Paired with Elementor, you can still enjoy the drag-and-drop interface you may be used to from other platforms too.

Check Out Elementor

2. Shopify



If you're looking for a site builder for an online store, Shopify's the one for you.

Unlike the other options on our list, [Shopify](#) is a specialist website builder for small eCommerce stores.

It can also scale as your store grows, though the expense increases significantly!

More on that in a moment.

For most small business owners who want a site builder for a basic online store, Shopify is sure to deliver.

Reasons to Buy

- Easy to get started
- Low-cost eCommerce
- Great checkout experience

- Pre-built commerce solutions
- Great apps store & integrations
- Free trial

Reasons to Avoid

- Not suitable for large online stores
- Limited features and performance
- SEO limitations
- More expensive than other website builders
- Limited blogging functionality

Pricing Options

Shopify pricing starts at \$29/month and excludes credit card rates.

The next tier is \$79/month, and the highest tier starts at \$299/month.

While it is certainly one of the lowest-cost ways to get started with selling online, it's not the cheapest option out there!

If you're just looking for a simple way to start selling through your socials, Shopify also has a \$5/month starter plan.

However, on the other end of the spectrum, for any advanced functionality, Shopify Plus is the enterprise-grade solution starting at \$2000/month.

Ease Of Use

Shopify is very easy to use for setting up an online store.

It is very intuitive to add products and manage your orders and inventory.

However, some people find it challenging to design as Shopify works differently from many website builders on the market.

It doesn't have as many rich features, like a drag-and-drop editor, as other builders do.

It is purely focused on easy eCommerce solutions, and it definitely delivers on that goal.

Design Flexibility

Shopify's design capabilities are somewhat limited.

It can be very difficult to modify a theme or template without needing to dig into the theme's code.

So, beginners can often be stuck with the default functionality of the themes.

Templates

In saying this, there are over 100 professional and sleek themes suited to running any kind of online store.

You don't have to be able to change the templates in order to get the best value you can out of Shopify.

You can easily get started with a plug-and-play theme and launch a website as soon as you have all your product information and images ready to go.

Features

- Mobile commerce ready
- Branded online store
- 100 payment gateways
- Abandoned checkout recovery in-built
- Free SSL certificate
- Automatic tax calculations

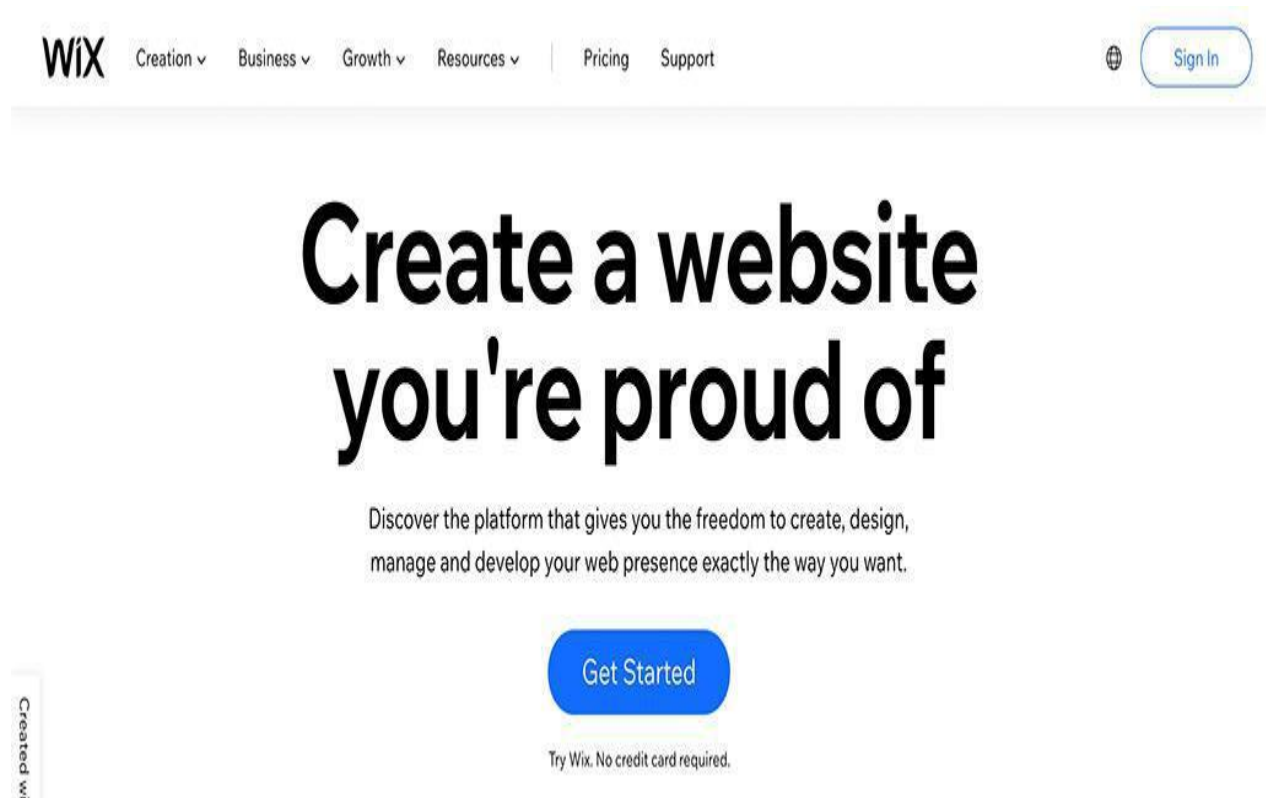
- Multiple languages
- Easy dropshipping
- Intuitive order fulfillment

Support

Shopify offers 24/7 email and English live chat support on all paid Shopify plans.

Check Out Shopify

3. Wix



[Wix](#) has made waves in the world of website building with its beginner-friendly toolset.

In addition, Wix enables total creative freedom through its intuitive and easy-to-use dashboard and drag-and-drop editor.

Unlike many other site builders on the market, Wix doesn't sacrifice power or customizability.

Instead, it simply continues to add and expand its ever-growing set of features.

As a result, Wix is quite literally the website builder software that does it all.

From building a professional small business website to blogging, eCommerce and internationalization options are available too.

Even a free domain is available with this website builder platform. Discover even more amazing features in our comprehensive [Wix review](#).

You name it, Wix can get you started with it!

Reasons to Buy

- Beginner-friendly
- All-in-one solution
- Professional business websites
- Can build a basic online store
- Free plan
- 800+ templates
- Free domain name
- Auto-generated website to get you started

Reasons to Avoid

- Some find the visual builder a little cluttered
- Can't switch templates after you publish your site
- Great for basic sites but not for custom sites needing more features
- Its performance cannot be customized
- SEO capabilities are restricted

Pricing Options

Wix has a free plan that you can build a website with. However, many limitations make it unsuitable for business websites.

For instance, the URL of your website will contain "wixsite.com" in it.

Wix also places advertisements at the top and bottom of your website.

You might be okay with these limitations if your website is for personal use or if you're on a minimal budget.

However, for most people, it's worth upgrading to a paid account for as little as \$15/month.

To unlock business functionality (and for online stores), the pricing tiers start as low as \$27/month, which is on par with dedicated eCommerce platforms like BigCommerce and Shopify.

Ease of Use

It's no surprise Wix's popularity has blown up in recent years.

For first-time users, or even for people who are building a website for the first time ever, Wix makes the entire process of bringing a website to life very easy.

You can opt for an automatic option that creates the essential pages for your website in a matter of seconds!

You can also easily choose from a broad selection of professionally designed templates and customize them using a drag-and-drop editor.

Either way, you can be up and running with a few clicks.

However, Wix also can feel like information overload for some people as there's just so much on offer it can be hard to know where to start.

But, once you get familiar with it, you'll be flying through building a website in no time!

Design Flexibility

Wix offers great flexibility between its vast library of templates and its customizable drag-and-drop interface.

You can also extend the design and functionality of your site with reasonably priced upgrades or third-party apps.

Templates

Wix offers a library of 800+ templates to choose from.

All are professionally designed and suit a variety of styles.

No matter if you are after a simple look or a cutting-edge design, there is something in Wix's template library for everyone.

It's worth exploring and finding the perfect template because once your site is live, you can't switch templates without rebuilding your site all over again.

Features

- App market
- Free domain name
- Social media integrations
- SEO tools
- Security
- Autosave & backups
- SSL certificate
- Marketing suite

Support

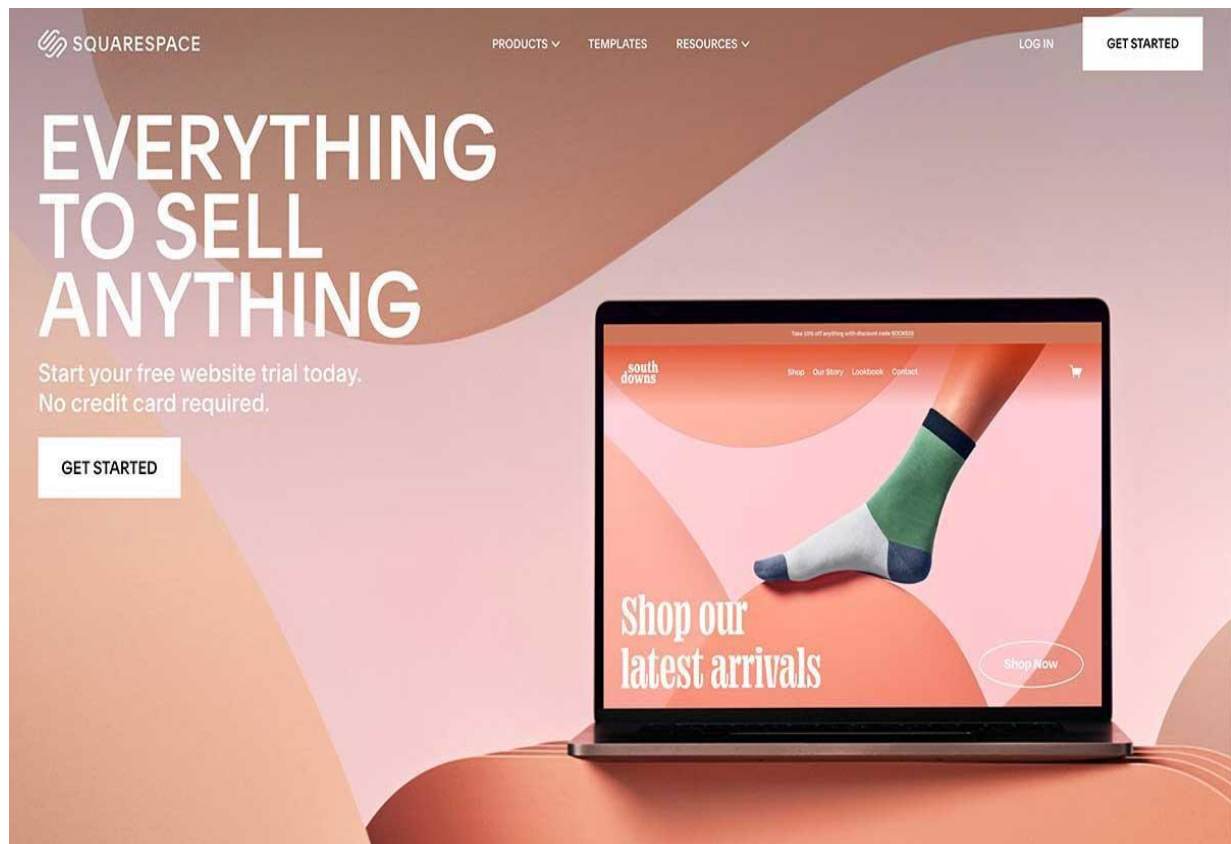
No matter where you are in the Wix website builder, you'll quickly come across one of the many question mark buttons scattered throughout.

These offer on-the-spot step-by-step guides to help you with every function.

For a more personal touch, Wix also offers a 24/7 callback service and live chat support.

Check Out Wix

4. Squarespace



Squarespace is a website builder known for delivering sleek and professional website templates.

It has a lot to offer creatives, artists, and small business owners alike.

Unlike other site builders on the market, Squarespace really shines when it comes to the variety of professionally designed templates you can choose from.

As a result, it's the ideal platform for anyone who wants a visually stunning website, even if they don't have design skills.

Reasons to Buy

- Affordable
- Versatile
- Best range of templates

- Great support
- Visually-stunning websites
- Drag-and-drop editor

Reasons to Avoid

- Not well-suited to large online stores
- Steeper learning curve for absolute beginners
- Minimal control over website performance

Pricing Options

Squarespace's pricing is very affordable. The entry-level tier starts as low as \$16/month, and the highest level sits at \$49/month.

No matter where you are on this scale, it's an affordable solution all around.

Especially when you also consider that you won't need to pay for extras like web hosting or security (as they are already included in every plan).

Ease of Use

Squarespace is relatively easy to use, but some beginners have found there is a bit of a learning curve.

However, if you've had a go at building websites before, Squarespace is intuitive and uses a custom WYSIWYG drag-and-drop editor.

Design Flexibility

Squarespace's design flexibility is among the best in the market.

It's earned its place as the website builder of choice for many artists, photographers, and creatives for a reason.

Paired with powerful design features like automatically responsive designs, image scaling, text wrapping, and galleries, it's no surprise that creatives worldwide have fallen in love with this visually stunning platform.

Templates

Hands down, Squarespace offers the best range of professional (and absolutely gorgeous) templates we've found.

Features

- Library of pre-built layouts
- Customizable templates
- WYSIWYG and a drag-and-drop editor
- All in one solution (hosting & security included)
- Automatically responsive designs
- Built-in blogging tools
- Built-in tools for online stores (on highest pricing tiers)

Support

Something that stood out to us is the depth of Squarespace's knowledge hub.

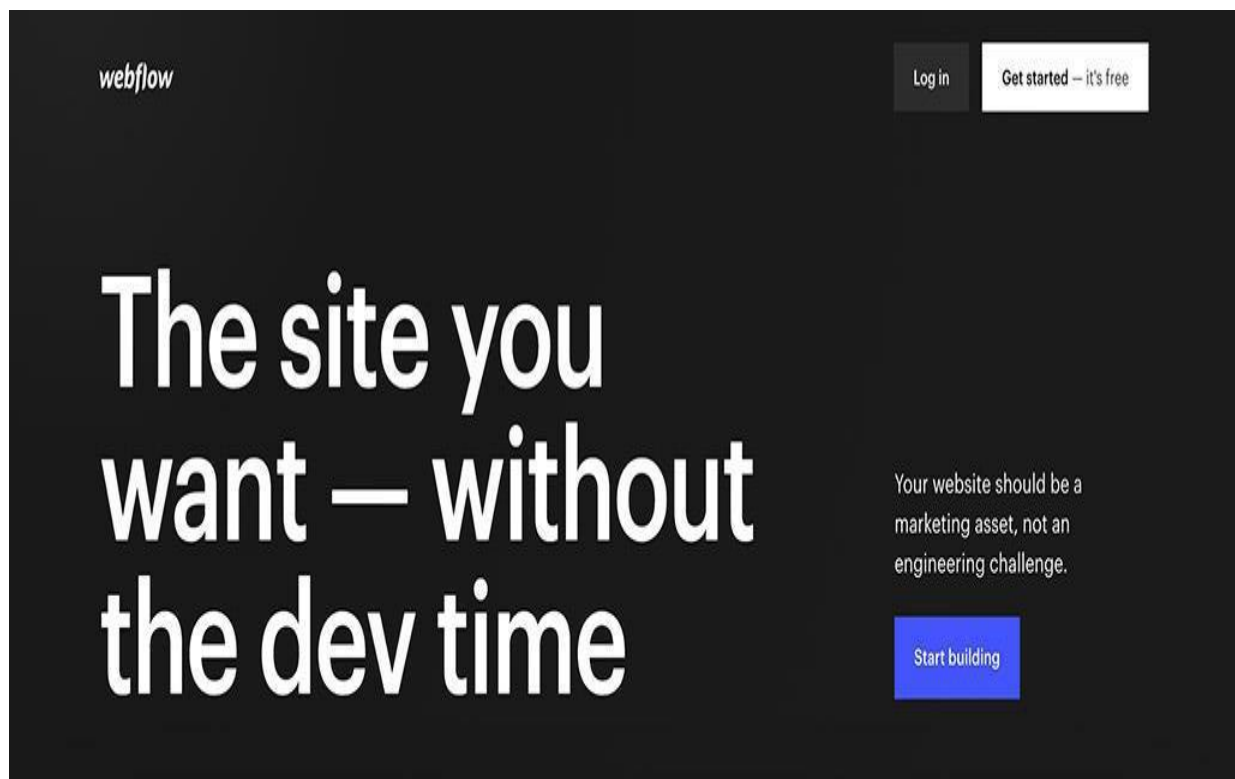
With a wide range of written and video instructions on making the best use of their platform, you'll likely find an answer to most of your questions.

Squarespace also offers 24/7 email support, live chat, and access to a community forum.

All up, Squarespace is one of the best website builders on the market right now and is ideal for creatives or small business owners who want to build a visually stunning website with ease.

Check Out Squarespace

5. Webflow



Webflow is a responsive website builder software that has attracted designers and creatives far and wide.

It has gained popularity for its no-code functionality paired with uncompromising design excellence.

Webflow sits somewhere between traditional website design software (such as open-source platforms like WordPress) and modern website builders that rely on a drag-and-drop interface.

Like open-source platforms, Webflow carries a level of customization and power that drag-and-drop builders simply cannot offer.

For this reason, Webflow tends to be used by web designers who want a fully customizable platform but don't want to bother with the headaches that come with hard-coding solutions.

Reasons to Buy

- Great levels of design customizations
- Excellent range of templates
- Stunning designs
- Automatically responsive
- In-built site speed and performance features
- Free plans available

Reasons to Avoid

- Steep learning curve
- Not suited to beginners
- Limited support options
- Not suited for a large online store
- Not suited for large content sites
- Limited built-in apps & integrations

Pricing Options

You can get started designing for free.

For personal sites, you can also publish your website on a webflow.io domain as part of the free plan.

However, if you want complete control over your branding, pricing starts at \$12/month and goes as high as \$235/month.

Ease of Use

Once you sign up, Webflow has an excellent onboarding sequence introducing you to its features.

However, for first-time users, we'd recommend going through Webflow's tutorial before you start building.

Webflow's editor is quite unlike most website builders as it resembles design software like Adobe Photoshop rather than the familiar drag-and-drop interface you might be used to with Squarespace or Wix.

While web designers may feel like kids in a lolly store, Webflow is quite tricky for almost everyone else to pick up.

Design Flexibility

Webflow is an excellent option for anyone seeking design flexibility without having to code.

You can push past the design limitations of most drag-and-drop website builders and make your website exactly what you envision.

Known for its clean, responsive, and fully customizable design options, Webflow is very versatile for designers and business owners alike.

Templates

Webflow features over 100 templates, including 40 free ones.

You can also filter templates by industry, eCommerce, or whether they are free or premium.

All of Webflow's templates are responsive and automatically adapt to fit different screen sizes.

They're also very well put together and can hold their ground against the market leader, Squarespace, as far as design quality and visual appeal are concerned.

Features

Unfortunately, the Webflow website builder software generally falls down compared with other builders as far as features go. And might we add, web hosting services in general.

Many people can find Webflow's feature range quite frustrating compared with the likes of Wix or Squarespace, which have an abundance of features. So it's not exactly one of the top website builders.

Some key features Webflow does give you include:

- Backups & security
- Advanced SEO control
- Parallax scrolling and interactions
- Multiple payment options
- Facebook and Instagram integrations

Support

Webflow has a decent help center known as Webflow University.

It's well presented and relatively easy to search.

Paired with Webflow's community forum, you have a decent place to start looking if you get stuck with anything.

But when it comes to contacting Webflow directly, that's where things get a little murky.

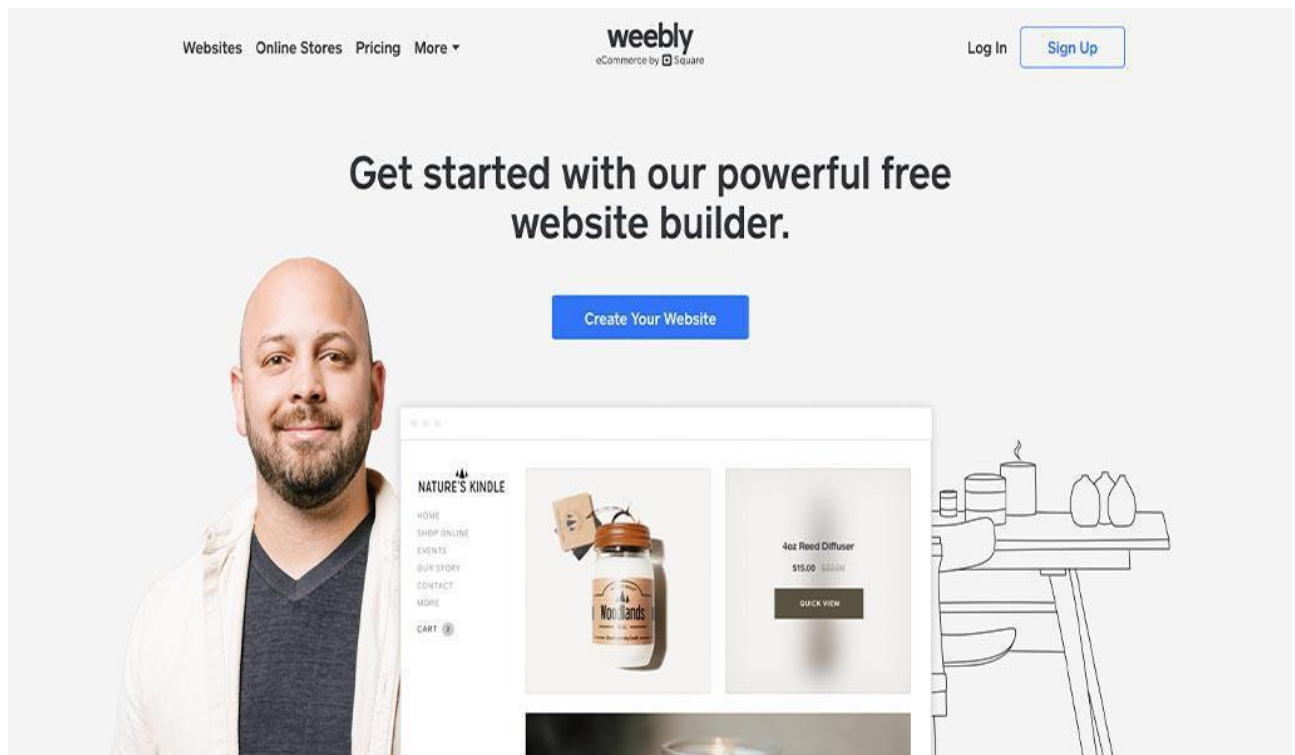
In most cases, the only way you can get in touch directly is via email, and it can take 24-48 hours to receive a reply.

All up, while Webflow is a great website builder to design with, it will be a challenge for beginners to use due to the lack of personal and immediate support available.

But if you're a designer looking for a customizable no-code platform, give Webflow a go!

Check Out Webflow

6. Weebly



Weebly is a very simple free website builder that packs a powerful punch when it comes to the range of features available. It is also one of the most popular website builders.

Moreover, we're pleasantly surprised by its range of blogging and eCommerce features, which most other platforms reserve for premium tiers.

In a nutshell, Weebly is great for beginners and people who are on a tight budget.

The builder itself is somewhat limited compared with other options on our list, but it's decent enough to help you get started. You even get a free domain.

As long as you're not expecting a flashy design or custom features, you'll still be able to build a decent website with ease.

Reasons to Buy

- Generous free features

- Easy to use
- Suited to beginners
- Blogging features
- Low-cost online store
- eCommerce & retail powered by Square

Reasons to Avoid

- It can feel a little outdated
- Limited features
- Limited customizability

Pricing Options

As mentioned, Weebly sports a generous free tier.

However, the paid tiers are also relatively affordable, starting at \$6/month to \$29/month.

Since Square acquired Weebly, the platform has focused on providing essential functionality for running an online store.

As such, we're pretty impressed with the range of eCommerce features available for free and on the ultra-low-cost tiers.

Without a shadow of a doubt, Weebly is one of the most affordable website builders for anyone to get started with a no-frills online store.

That said, you can also build a site for your small business or blog too.

Ease of Use

Weebly is one of the easier website builders to get started with.

While it has fewer features than industry giants like Wix, that can also be a blessing in disguise.

Many people find Wix overwhelming and experience information overload when trying to make sense of all the extra features.

Weebly is a simple, no-frills experience by comparison.

Design Flexibility

Much like its editor, Weebly's design options are also on the simpler side. They lack the sleek, visual appeal of Squarespace's designs and the bold, cutting-edge look Wix is known for.

In saying this, Weebly's designs are still well thought out and stylish in their own way.

No matter how we look at it, though, the prevailing sense of *limitation* is there at every turn, no matter what you're trying to create on Weebly.

Templates

Weebly offers over 50 themes that you can change at any time, even after publishing your site.

It also provides many structured templates that guide you on how to create your website best.

However, as noted, if you're seeking any degree of creative control, Weebly is unable to give you that.

Features

Weebly sports an impressive app store and has a wider range of in-built features than Wix.

It also comes with some great blogging and eCommerce tools.

Here are some noteworthy features available on all plans (including the free plan).

- Free SSL certificate
- 3rd party embed codes enabled
- Shopping cart
- Unlimited items
- Inventory management
- Tax calculator
- Coupons & gift cards
- SEO & lead capture tools
- Instagram feed

Support

All plans get access to Weebly's community forum and support via chat and email.

However, the Professional and Performance plans also get access to phone support with priority support reserved for the highest pricing tier only.

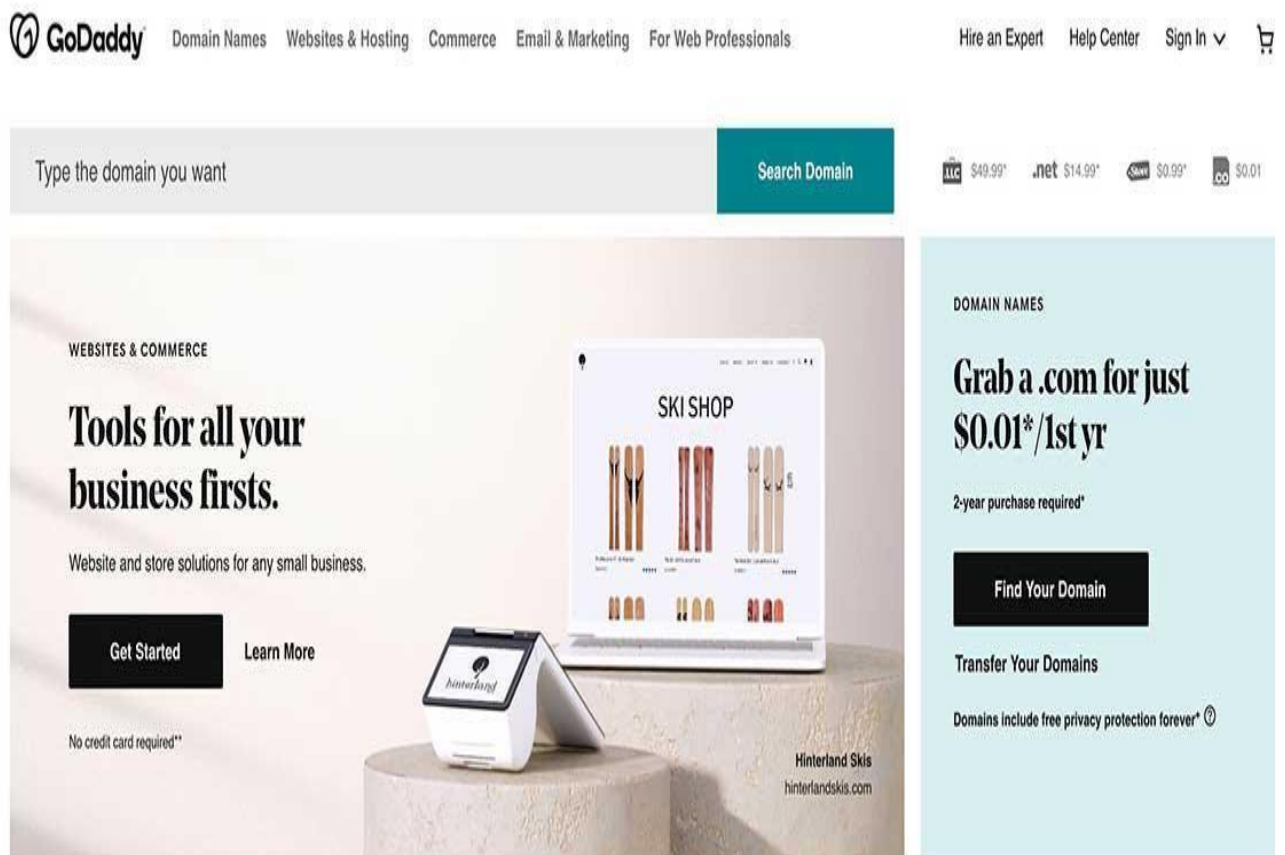
There's a decent knowledge base with guides on how to best use Weebly.

Also, you can check our detailed [Weebly review](#).

Despite its design limitations, everyone's gotta start somewhere, and Weebly is not a bad place for beginners or anyone on a limited budget!

Check Out Weebly

7. Godaddy



The screenshot displays the GoDaddy website interface. At the top, the GoDaddy logo is on the left, and navigation links for 'Domain Names', 'Websites & Hosting', 'Commerce', 'Email & Marketing', and 'For Web Professionals' are in the center. On the right, there are links for 'Hire an Expert', 'Help Center', 'Sign In', and a shopping cart icon. Below the navigation is a search bar with the placeholder text 'Type the domain you want' and a 'Search Domain' button. To the right of the search bar, domain price indicators are shown: 'LLC \$49.99*', '.net \$14.99*', '.com \$0.99*', and '.co \$0.01'. The main content area features a large banner for 'WEBSITES & COMMERCE' with the headline 'Tools for all your business firsts.' and the subtext 'Website and store solutions for any small business.' Below this are 'Get Started' and 'Learn More' buttons, and a note 'No credit card required**'. The banner also includes an image of a laptop displaying a 'SKI SHOP' website and a tablet. The bottom right of the banner shows the 'Hinterland Skis' logo and website URL 'hinterlandskis.com'. On the right side of the page, there is a light blue sidebar with the heading 'DOMAIN NAMES' and a large promotional offer: 'Grab a .com for just \$0.01*/1st yr' with a note '2-year purchase required*'. Below this is a 'Find Your Domain' button, followed by 'Transfer Your Domains' and 'Domains include free privacy protection forever* ©'.

GoDaddy is a well-known company offering many products to website owners.

It is the most popular hosting company worldwide and provides some of the cheapest domains (when you snag a good deal for your first year).

It's no surprise that GoDaddy also offers a website builder to its customers.

The GoDaddy website builder is very user-friendly and is hands down the fastest way for a beginner to get their website live.

Just enter your details into its design assistant, and GoDaddy will give you a tailored website ready for you to customize.

Reasons to Buy

- Fast website builder

- Great for beginners
- Pair with hosting & domain services
- Great for small businesses
- Reasonable prices

Reasons to Avoid

- Not suited to large websites
- Basic functionality
- Limited in-built features
- Not suited for an online store

Pricing Options

Like Weebly, GoDaddy lets you get started for free.

You can also experience the premium features for free for seven days.

If you choose not to upgrade after the free trial, you won't lose any of the work you've done on your site either.

If you want to upgrade to a paid plan, the lowest starts at only \$6.99/month, and the highest goes up to \$44.99/month on renewal and when paid monthly.

Our general observations of GoDaddy over the years have been that they offer some of the best deals up front.

In fact, they'll often lose money on the initial products you buy.

However, when it comes to renewals, GoDaddy is almost always among the most expensive options and above-average without fail.

Where we're going with this is to be careful that you're not overpaying for features you can find elsewhere for a lower cost.

Ease of Use

GoDaddy is straightforward to use. That's why you can have a website up and running within minutes of signing up. And that's no exaggeration.

There's something to be said for a website builder that can help newbies publish a website faster than they can say "*super cali fragilistic expialidocious.*"

Design Flexibility

Like Weebly, GoDaddy is also fairly light on its design flexibility.

It's a low-cost, no-frills solution best suited to people who want an all-in-one option for all their business website needs.

In fact, between the two, Weebly offers so many more features even on its free plan compared with GoDaddy.

For instance, GoDaddy's Basic (paid) plan doesn't include SEO tools.

Well, actually, it does if we consider self-managed SEO options.

But if you're looking for a built-in website optimizer, you'll be fresh out of luck.

You'll need a bit more tech-savviness to get the most out of GoDaddy.

If you ask us, that defeats the purpose of using a simple website builder in the first place!

Templates

The reason GoDaddy is so fast to build with is because it uses artificial design intelligence (ADI) technology to help create a personalized template for you to edit.

If you're looking for a large library of pre-built templates, GoDaddy may leave you wanting.

Features

GoDaddy has a range of versatile features. However, they don't have much depth or power to them.

While you can get started with some bare essentials, for most businesses, GoDaddy's features simply won't be enough to grow an online business in the long run.

However, if you're looking for an all-in-one solution for all your website needs, GoDaddy is definitely up there.

From [web hosting for small businesses](#) to domains, emails, and more. GoDaddy is a great one-stop shop for beginners who want a simple place to manage all their website needs.

Support

All GoDaddy plans come with 24/7 support via phone or chat. GoDaddy also has fairly decent ratings for its support services from existing customers.

You don't become the world's largest web hosting company without looking after your customers, that's for sure!

If you're a small business owner looking for a one-stop-shop for all your website needs and you're happy to build a low-cost, no-frills website to get you by, give GoDaddy a go.

Check Out GoDaddy

How We Chose the Best Website Builder

At Diggity Marketing, we pride ourselves on taking a unique, data-driven approach to uncover the best software on the market for anyone building a website.

That's why our review of the best website builders available today stands out from the rest.

All our recommendations are backed by hours of research and testing.

That's how we deliver accurate and reliable data to help you make the best decision as to which platform is best suited to your needs.

We took dozens of the best website builders out for a spin and tested them on:

- Ease of use
- Design flexibility
- Quality and availability of templates
- Value for money
- In-built features
- Support

Whether you're an affiliate marketer, a small business owner, an artist, or a designer, there's bound to be a website builder that's perfect for your needs.

Which Website Builder Do We Recommend in 2023?

It goes without saying that the best website builder will depend on your needs.

It's a difficult choice to name one platform as the best as the state of innovation with website building technology has improved immensely in recent years.

However, we recommend Wix for anyone just getting started and WordPress paired with [Elementor](#) for businesses that need flexible, scalable design features.

Between these two platforms, you can create any type of website, including eCommerce, a blog, a small business website, and more.

You can also tap into dedicated communities of developers and designers who can help you out with any tasks you cannot complete yourself.

All in all, you can get your website up and running in no time with either of these platforms.