How to choose a website builder?

Step by step instruction

01   Country and language

Check which country the wizard is from and in which languages it serves clients. You have to have an option to adapt your projects to your target language or get help in a language you will understand.

02   Payment plans

Before you start testing a particular wizard, it's a good idea first to review its payment plans. You can hit on a wizard with prices that are too demanding for your budget or which don't have the necessary availability in the plan you are interested in.

03   Features available

Depending on the project you want to create, you will need specific availability in the wizard. You will need something else to start a blog and another to create an online store. Therefore, you have to be sure that a given wizard offers everything you need to design the website you want.

04   Technology

Suppose you do not have any experience in creating websites. In that case, you need to use a no-code creator, based on the drag-and-drop mechanism and having ready-made sections that you need to fill in with your content. For more advanced people, changing the page code and its elements will be more critical.

05   Templates

Are they offered at all? How many are there? How do they look? What are they made of? Can they be modified? These are some of the fundamental questions about templates. For inexperienced people or those who want to create designs quickly, the theme of templates is a crucial issue that you must remember when choosing a creator.

06   Editing and updating the page

You must be able to edit the page easily and update it quickly. Create an account on the wizard you are interested in - most of them offer free subscriptions or trial periods. Then check if adding and editing items is easy for you. If you are unable to complete something, the wizard is probably not very intuitive. Then throw him away!

07   Responsiveness

Today, websites are viewed from a computer and all kinds of mobile devices. The responsiveness of your website will make it very convenient for users to use it. If your website isn't responsive, you can expect a very low number of visitors.

08   Domain

Pay attention to whether a given creator allows you to place a website created in it at the web address you would like to use. Most importantly, check how much it will cost you today and in the future (after one year, when you need to refresh your domain license for the next year).

09   Hosting

Find out what the website builder has to offer for hosting. Does it provide you with a website address without intrusive ads? Check that everything is clear to you and that you can tailor the hosting plan to your needs.

10   Disk space

Pay attention to the disk space offered by the wizards. Rarely does any company have more than 50MB of data on a website, and the heavyweight of the website usually proves that it is not optimized. So if you do not plan to add hundreds of photos, videos and audio files to your website, your website will not need more than 50MB of disk space.

11 SEO optimization

Check if the pages created in the selected wizard are positioned well and allow for advanced SEO work. Without such a possibility, your website has little chance of a high position in search engines, making it very difficult for users to find.

12 Number of available subpages

Think about how complex your website should be and what it should contain. Also, take into account if you want to develop it in the future. Don't let yourself find yourself in a situation where you have to give up on further development through a limited number of pages.

13 Pre-built pages

Do an overview of the pages created in a given creator to see if they look good and if everything works for them. Also, pay attention to the pages made of templates to see how different they may be from the original version.

14 Support

Even if everything is clear to you, list a few potential problems that may occur during your website development and send them to the support. For what? To see how employees will react! Will they provide you with all the information you need? Will they help in solving the problem? This is very important because if you can't count on adequate support at the beginning, you most likely won't get it in a potential crisis if something terrible happens to your site.

15 Feedback

Look for discussions in online forums. You can also ask a question on Quora or in Facebook groups. This way, you will find out what the user experience is, and it will be easier for you to make a decision. Remember that some opinions could be posted for advertising purposes. Another solution is to contact the companies that created the pages in the creator and ask if they are satisfied with the services they received.

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