

Website builders for contractors compared, 2026

15 vendors, their own published plans, prices, and contract terms, side by side with what each one actually is: a DIY builder, a done-for-you shop, an agency, a marketplace, or a field-service add-on.

No signup, just download. Sources and fetch dates on every entry.

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Fifteen vendors a contractor might actually be weighing against a Tanner Preserve site: DIY builders, done-for-you local marketing shops, agencies, lead marketplaces, and the website add-ons bundled into field-service software. Every number below came off a page I fetched directly (or, where a vendor's own pricing page blocked automated fetching, a corroborated third-party source, and that's stated plainly on the row itself). Sources and fetch dates are listed with every entry.

DIY WEBSITE BUILDER

Wix

Drag-and-drop site builder you build and maintain yourself

PLAN	PRICE	NOTES
Free	\$0	Wix-branded URL (username.wixsite.com), no custom domain
Light	\$17.77/mo	billed annually, 2 GB storage, 2 collaborators
Core	\$29.77/mo	billed annually, 50 GB storage, basic e-commerce
Business	\$39.77/mo	billed annually, 100 GB storage, standard e-commerce
Business Elite	\$159.77/mo	billed annually, unlimited storage, advanced e-commerce

Contract: No contract. Paid plans are month to month or prepaid annual (annual is the price shown; monthly billing costs more). Wix's own page notes displayed USD prices are for reference and vary by billing location.

Who does the work: You. Wix hands you a drag-and-drop editor and an AI site generator; nobody at Wix builds, writes, or maintains the site for you.

Best for

A owner-operator with time to learn an editor and no lead-tracking needs yet

Not for

A contractor who wants the phone answered and leads followed up without doing it by hand

Sources:

- Wix Plans (fetched directly), fetched 2026-09-14, <https://www.wix.com/plans>

Squarespace

Design-forward site builder aimed at portfolios and small e-commerce

PLAN	PRICE	NOTES
Basic	\$16/mo	billed annually (per Squarespace's own plan-change announcement)
Core	\$23/mo	billed annually
Plus	\$39/mo	billed annually
Advanced	\$99/mo	billed annually

Contract: No contract. 14-day free trial, no credit card required to start. Annual billing saves 28% to 36% versus monthly; every plan includes managed hosting.

Who does the work: You. Squarespace is a template-and-editor product; a Premium (agency-run) tier exists but is sold separately, by quote, through Squarespace's own sales team.

Best for

A visually-driven small business with someone willing to be the site's editor

Not for

A contractor whose real problem is missed calls and un-followed-up quotes, not template design

Sources:

- Squarespace Pricing (fetched directly, feature grid and trial terms), fetched 2026-09-14, <https://www.squarespace.com/pricing>
- Squarespace: plan names and prices (Basic/Core/Plus/Advanced), fetched 2026-09-14, <https://www.squarespace.com/blog/squarespace-plans-explained>

GoDaddy Websites + Marketing

Hosting-company website builder bundled with domain and email upsells

PLAN	PRICE	NOTES
Basic	\$9.99/mo billed annually (\$21.99/mo month to month)	
Premium	\$14.99/mo billed annually (\$39.99/mo month to month)	
Commerce	\$20.99/mo billed annually (\$44.99/mo month to month)	

Contract: No contract. Introductory annual pricing renews higher (reported renewal rates run \$16.99 to \$34.99/mo); month-to-month costs roughly double the annual rate.

Who does the work: You. GoDaddy's builder is self-serve; website design and marketing help are separate paid add-ons sold by GoDaddy's own team.

Best for

Someone who already buys domains from GoDaddy and wants everything under one login

Not for

A contractor comparing lead-generation systems, not just a web page

Sources:

- GoDaddy Pricing Guide 2026 (godaddy.com/websites/website-builder returned HTTP 403 to a direct and headless fetch on 2026-09-14; figures below are from this independently published guide, not GoDaddy's own HTML), fetched 2026-09-14, <https://www.positioniseverything.net/godaddy-pricing-guide-2026-plans-features-and-costs/>

Web.com Website Builder

Budget hosting-company website builder with a bundled marketing add-on

PLAN	PRICE	NOTES
Website	\$15.99/mo	
Website + Marketing	\$21.99/mo	
eCommerce	\$29.99/mo	

Contract: No contract stated on published third-party pricing summaries; Web.com runs frequent first-month promotional pricing, with the numbers above reflecting standard published rates.

Who does the work: You, on the base builder. Web.com also owns the former Yodle local-marketing service (see the Yodle page), which is a done-for-you product sold separately.

Best for

The lowest possible monthly bill for a basic informational site

Not for

Anyone who wants the site to actually chase down leads

Sources:

- Website Builder Expert: Web.com pricing review ([web.com/websites/website-builder](https://www.websitebuilderexpert.com/websites/website-builder) and [web.com/yodle](https://www.websitebuilderexpert.com/yodle) both returned HTTP 403 to a direct and headless fetch on 2026-09-14; figures below are from this independently published review, not Web.com's own HTML), fetched 2026-09-14, <https://www.websitebuilderexpert.com/website-builders/web-com-pricing/>

Hibu

Bundled website, SEO, and ad management sold through a sales call

PLAN	PRICE	NOTES
Bundled local marketing	not published	third-party reporting places typical bills at roughly \$1,100 to \$1,500/mo, with reported ranges from \$55 to \$10,000/mo depending on bundle and ad spend

Contract: Sold through a sales conversation, not a self-serve checkout; typical service agreements in this category run 12 months. Hibu builds and hosts the website on its own platform, and multiple independent reviews report losing site access after cancellation.

Who does the work: Hibu's team builds and runs the site, SEO, and ad campaigns for you.

Best for

A business that wants everything handled and isn't price-sensitive at the outset

Not for

Anyone who wants to see the price before talking to a salesperson, or who wants to keep the site if they leave

Sources:

- Hibu.com (fetched directly; no pricing published, hibu.com/pricing returns 404), fetched 2026-09-14, <https://www.hibu.com/websites>
- Third-party Hibu pricing review (typical bill range), fetched 2026-09-14, <https://www.flashcrafter.ai/blog/hibu-review-2026>

Townsquare Interactive

Bundled website, SEO, and social media management sold through a sales call

PLAN	PRICE	NOTES
Bundled marketing	not published	third-party reporting places typical bills at \$300 to \$900/mo, with some customers reporting costs rising toward \$900/mo over time

Contract: Sold through a sales conversation. Independent reviews report a post-cancellation website hosting fee around \$129/mo if you want to keep the site live after leaving.

Who does the work: Townsquare's team builds and manages the site, SEO, and social accounts for you.

Best for

A business that wants a full-service local marketing vendor and doesn't need the price up front

Not for

A contractor comparing published, fixed monthly costs

Sources:

- Townsquare Interactive pricing page (fetched directly; page shows no dollar figures, sold via consultation), fetched 2026-09-14, <https://townsquareinteractive.com/pricing/>
- Third-party Townsquare Interactive pricing report, fetched 2026-09-14, <https://goldstrategics.com/townsquare-interactive-alternative/>

Scorpion

Full-service marketing agency with a proprietary CMS, sold by custom quote

PLAN	PRICE	NOTES
Custom	not published	third-party reporting cites management fees commonly starting around \$3,000/mo, with initial website builds reported at \$20,000 to \$200,000

Contract: Sold entirely through a custom sales process; scorpion.co/pricing returns a 404 (no pricing page exists on the live site as of the fetch date).

Who does the work: Scorpion's team builds and runs everything: site, ads, SEO, on their proprietary CMS.

Best for

A larger operation with an agency budget and a marketing team to manage the relationship

Not for

A one-truck to five-truck contractor who wants to own the site and the ad account

Sources:

- Scorpion.co/pricing (fetched directly; returns HTTP 404, no pricing page published), fetched 2026-09-14, <https://www.scorpion.co/pricing/>
- Third-party report on Scorpion's proprietary CMS lock-in, fetched 2026-09-14, <https://www.independence-network.com/en/blog/scorpion-vs-wordpress-hidden-cost-proprietary-cms>

Thumbtack Pro

Marketplace that sells the same lead to several pros at once

PLAN	PRICE	NOTES
Pay per lead	no subscription fee; \$8 to \$150+ per lead, dynamic by trade, market, and job size	per third-party lead-cost tracking; Thumbtack does not publish a rate card

Contract: No subscription or contract. You pay per lead contact; a credit balance funds each purchase.

Who does the work: You. Thumbtack surfaces the lead; you do the site, the follow-up, and the close yourself, competing against 4 to 5 other pros on the same lead.

Best for

Filling gaps in a slow week without any fixed monthly cost

Not for

Building an owned asset (a website, an email list, a review base under your own domain)

Sources:

- Thumbtack.com/pro (fetched directly; no rate card published, lead pricing is in-app and dynamic), fetched 2026-09-14, <https://www.thumbtack.com/pro>
- Third-party Thumbtack cost-per-lead breakdown by trade, fetched 2026-09-14, <https://pipelineon.com/blog/how-much-does-thumbtack-charge-per-lead/>

Housecall Pro Websites

Website add-on bundled inside a field-service management platform

PLAN	PRICE	NOTES
Basic	\$59/mo billed annually	
Essentials	\$149/mo billed annually	
MAX	\$299/mo billed annually	

Contract: No contract stated; annual billing shown above, monthly billing runs higher per plan. A website is not a separate line item; it is one of several add-ons (with proposals, campaigns, and pipeline CRM) that commonly add about \$40/mo on top of a base plan.

Who does the work: A mix. Housecall Pro's website tool is a self-serve builder inside the platform; you're really buying scheduling, dispatch, and invoicing software that also builds you a site.

Best for

A business that primarily needs scheduling and dispatch software and wants a basic site bundled in

Not for

A contractor whose main problem is that the website and the leads coming from it are weak

Sources:

- Housecall Pro Pricing (fetched directly: Basic \$59/mo, Essentials \$149/mo, MAX \$299/mo, all billed annually), fetched 2026-09-14, <https://www.housecallpro.com/pricing/>

Jobber Websites

Free website builder bundled inside Jobber's field-service platform

PLAN	PRICE	NOTES
Website (bundled, any Jobber plan)	\$0 extra	free on Core, Connect, Grow, and Plus
Jobber Core	from \$29/mo	base plan the free website rides on top of; Jobber's paid tiers run \$29 to \$529/mo depending on team size

Contract: No stated long-term contract; monthly or discounted annual billing, no commitment required to start.

Who does the work: You, with Jobber's self-serve generator. Jobber builds the site from your business info automatically; there's no person on Jobber's side designing or writing it.

Best for

A Jobber customer who wants a basic web presence without paying extra for it

Not for

A contractor who wants a custom-built site and a lead system as the primary purchase

Sources:

- Jobber Pricing (fetched directly: plans from \$29/mo to \$529/mo billed annually), fetched 2026-09-14, <https://www.getjobber.com/pricing/>
- Jobber Help Center: website is free on Core, Connect, Grow, and Plus plans, fetched 2026-09-14, <https://help.getjobber.com/en/articles/website-marketing-tools/>

ServiceTitan Marketing Pro

Marketing automation module inside enterprise field-service software

PLAN	PRICE	NOTES
Base subscription	not published; third-party reporting cites \$245 to \$500 per technician per month	plus reported \$5,000 to \$50,000 implementation fees
Marketing Pro add-on	not published; third-party reporting cites roughly \$500 to \$2,000+/mo on top of the base subscription	

Contract: Sold entirely through a sales and implementation process; servicetitan.com/pricing publishes no numbers and requires a demo request.

Who does the work: A mix, with heavy setup by ServiceTitan's implementation team; Marketing Pro is an automation tool you or an in-house marketer operates once it's configured.

Best for

An established multi-crew operation already on ServiceTitan for dispatch and CRM

Not for

A one to five truck contractor looking for a first website and lead system

Sources:

- ServiceTitan.com/pricing (fetched directly; no dollar figures published, gated behind a demo request), fetched 2026-09-14, <https://www.servicetitan.com/pricing>
- Third-party ServiceTitan cost breakdown (base subscription and Marketing Pro add-on ranges), fetched 2026-09-14, <https://tooleduppro.com/guides/servicetitan-pricing/>

PAY-PER-LEAD MARKETPLACE

Angi Ads / Angi Leads

Lead marketplace and featured-listing ads sold by project value

PLAN	PRICE	NOTES
Pay per lead	not published; third-party reporting cites \$15 to \$85 per lead typically, \$100+ common for high-value trades	priced off the homeowner's stated project value
Featured listing ads	not published; third-party reporting cites roughly \$200 to \$1,500/mo	reported minimum ad spend around \$400/mo in some markets

Contract: Third-party reporting describes 12-month contracts with auto-renewal and early-cancellation penalties of 30% to 35% of the remaining term, plus a 60-day cancellation notice. pro.angi.com does not publish a rate card.

Who does the work: You. Angi delivers the lead or the listing placement; the site, the follow-up, and the close are yours.

Best for

Supplemental lead flow for an established business that already has its own site and brand

Not for

A contractor's primary or only lead source, or anyone who wants to see a price before signing

Sources:

- pro.angi.com (fetched directly; no rate card published), fetched 2026-09-14, <https://pro.angi.com/>
- Third-party Angi lead-cost and contract-term reporting, fetched 2026-09-14, <https://www.leadtruffle.co/blog/angi-leads-cost-pricing-contractors-2026/>

PAY-PER-CLICK LOCAL ADS

Yelp Ads

Cost-per-click ads on Yelp's own local search and business pages

PLAN	PRICE	NOTES
CPC ads	from about \$150/mo minimum; reported CPC of \$5 to \$25, cost per lead roughly \$30 to \$150	per Yelp's own CPC support article and third-party cost reporting
Upgrade Package (optional)	about \$180/mo	

Contract: No fixed contract published; billed against a monthly ad budget you set, variable cost per click based on competition for that moment.

Who does the work: You (or an agency you hire) manage the campaign; Yelp does not build a website or handle follow-up.

Best for

A business that already gets found on Yelp and wants more visibility there specifically

Not for

A contractor's only or first marketing spend

Sources:

- Yelp for Business: how CPC advertising pricing works (fetched directly), fetched 2026-09-14, <https://biz.yelp.com/support-center/article/How-does-Yelp-s-Cost-Per-Click-CPC-advertising-program-work>
- Third-party Yelp Ads cost breakdown (minimum spend, CPC and CPL ranges), fetched 2026-09-14, <https://www.webfx.com/blog/ppc/yelp-advertising-costs/>

Google Local Services Ads

Pay-per-lead placement at the top of Google search with a Google Guarantee badge

PLAN	PRICE	NOTES
Pay per lead	not a fixed price; third-party benchmark data reports about \$53 average per lead in 2026, with a \$25 to \$150 range by trade and market	you set the weekly lead budget and pay only when a customer contacts you

Contract: No contract; a Google-run screening and verification process is required before ads go live. You set and adjust your own budget at any time.

Who does the work: You. Google delivers the lead; the website, quoting, and follow-up are entirely on you.

Best for

An established, background-checked business adding another paid lead channel

Not for

A contractor's only presence online, or a business that isn't ready for Google's screening process

Sources:

- Google Local Services Ads (fetched directly: no fixed price published, pay-per-lead confirmed on Google's own FAQ), fetched 2026-09-14, <https://ads.google.com/local-services-ads>
- Third-party LSA benchmark (\$6.72M spend / 126,650 leads analyzed, average cost per lead by trade), fetched 2026-09-14, <https://searchlightdigital.io/google-local-service-ads-cost-per-lead/>

DISCONTINUED STANDALONE BRAND

Yodle (Web.com)

Former local-marketing brand, acquired by Web.com in 2016 and folded into its local marketing offering

PLAN	PRICE	NOTES
Standalone Yodle plans	no longer sold as a separate product	Web.com acquired Yodle in 2016; local marketing services now sell under the Web.com brand, priced by quote

Contract: Not applicable as a standalone brand; any comparable service today is sold through Web.com's local marketing sales process, not a published rate card.

Who does the work: Not applicable; the brand as such isn't sold separately any more.

Best for

Nobody, directly. This page exists because contractors still search the name

Not for

Anyone looking to actually buy something under this brand today

Sources:

- Small Business Trends: Web.com's 2016 acquisition of Yodle, fetched 2026-09-14, <https://smallbiztrends.com/web-com-acquires-yodle-boost-local-marketing/>
- Web.com (yodle traffic now routes here; returned HTTP 403 to a direct and headless fetch on 2026-09-14, corroborated via the Web.com pricing review cited on the web-com-website-builder page), fetched 2026-09-14, <https://www.web.com/websites/website-builder>

TWO PLANS, NO CONTRACT

Run and Grow

Every Tanner Preserve site starts with a free build during a 14-day trial. Card on file, first charge on day 15, no setup fee, no contract.

RUN

\$97 /mo

Keep the website running. Hosting, maintenance, the lead inbox, your forms, analytics, small edits, and an email the moment a lead comes in. The step-down from Grow if you only want the site.

GROW

\$297 /mo

Everything in Run, plus the system that turns leads into jobs: the CRM, missed-call text-back, automated follow-up, the review engine, and the monthly growth work.

tannerpreserve.co/audit, run your audit

tannerpreserve.co/plans for the full breakdown. (262) 474-5794, Delafield, WI.