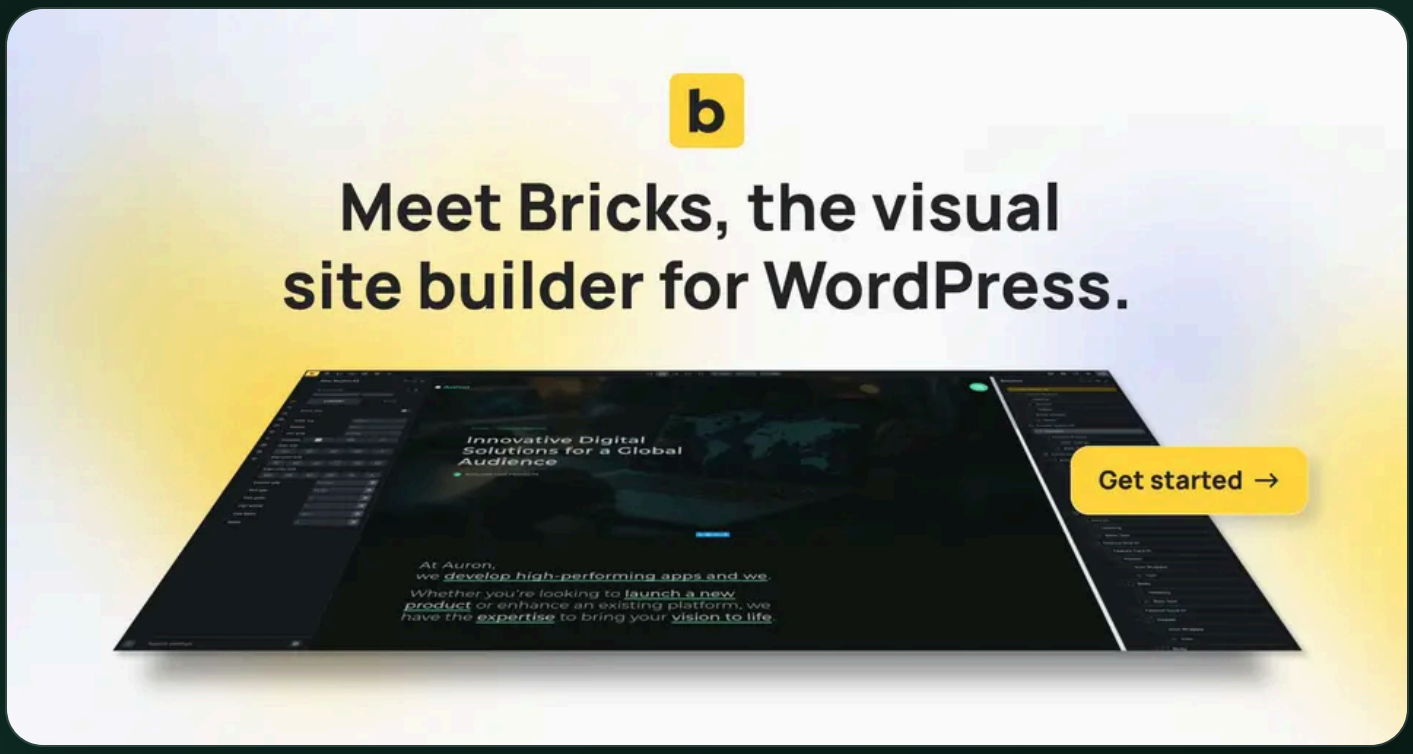
ToolGPA

NOVEMBER 2026

Bricks

The Insider's Guide

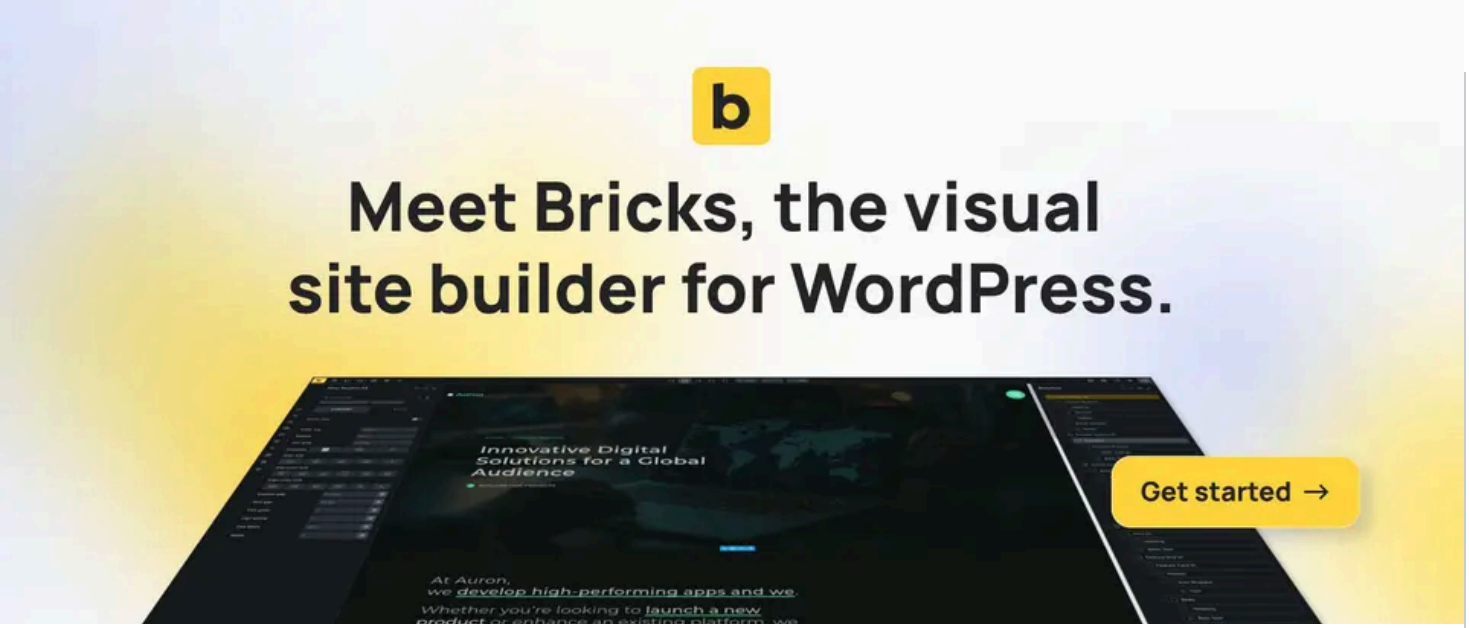
Visual site builder delivered as a WordPress theme



Every plan, grade, refund rule and rival among website and landing page builders, read from Bricks's own pages.

Made by Bricks · checked Nov 12, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Bricks's own pages, its app-store listings and our grades. Every fact in it is on Bricks's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 2 of the 55 other website and landing page builders we grade

Bricks is a theme for self-hosted WordPress that adds a visual builder for pages, headers, popups, menus and WooCommerce shops. Every plan has the full feature set; plans differ only in how many sites a license covers and whether it renews yearly or is paid once. It is aimed at people who want class-based styling, query loops and custom code alongside the visual editor.

> "
>
> **No rating on record, and it needs your own self-hosted WordPress.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Bricks**, taken from its own pages and our grades.

1 **Best for a visual builder as a WordPress theme**

It has no downloadable trial, and every live site needs its own license activation.

2 **Paid plans start at $6.58 a month when paid by the year**

As its pricing page puts it: $79 per year for 1 website.

3 **You can try it first**

No downloadable demo; a free online playground at try.bricksbuilder.io needs an account.

4 **It runs on Web**

Web.

5 **Visual builder with 149 elements**

Pages are built from elements with class-based styling, global variables and palettes, and custom breakpoints for responsive layouts.

6 **Query loop builder**

Pull posts, taxonomies and other database content onto a page visually, or write a PHP query, with load-more and infinite scroll.

7 **Popup, menu and WooCommerce builders**

Mega menus, popups and the shop, cart, checkout and account pages can be designed inside the builder.

8 **A 1.8 GPA, above 2 of 55**

That is against the other website and landing page builders we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Bricks you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

Bricks at a glance

PRICING
Free trial, from $79 per year for 1 website

FREE PLAN
No

FREE TRIAL
No downloadable demo; a free online playground at try.bricksbuilder.io needs an account.

RUNS ON
Web

MADE BY
Bricks

CATEGORY
Website & Landing Page Builders

OUR GRADE
1.8 GPA, weak

The report card

Best for a visual builder as a WordPress theme

Bricks is a WordPress theme with a visual builder, from $79 a year for 1 site or $599 once. It has no downloadable trial, and every live site needs its own license activation.

TOOLGPA REPORT CARD **Bricks** Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$79 a year for 1 website, about $6.58 a month, inside the cheaper quarter ($7.42). The $599 lifetime plan costs more than two years of the middle price.
Free plan and trial	D	There is no downloadable demo; a free online playground needs an account, and a 60-day money-back guarantee is not a trial.
Features	C	A full builder with the same features on every plan, though it is WooCommerce only for stores.
Ease of use	D	No rating on record, and it needs your own self-hosted WordPress.
Platforms and integrations	C	WordPress only, with WooCommerce listed.

Grade point average Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Bricks is for

- ✓ Fits if you run WordPress and want a visual builder as your theme
- ✓ Works for agencies that need unlimited sites on one license

Who it is not for

- ✕ Skip it if you want hosting included, as hosting and domain are separate
- ✕ Not for you if you want to try it on your own site first, because there is no downloadable demo
- ✕ Watch out: if a subscription lapses, updates, support and templates stop
- ✕ Tight if you run many live sites: each needs its own license activation
- ✕ Pricey if you want one price forever: Ultimate Lifetime is $599

Good to know

Good for

- ✓ WordPress freelancers and agencies licensing many client sites
- ✓ Developers who want class-based styling and custom code beside a visual editor
- ✓ Buyers who want a one-time lifetime option

Worth knowing

- ⓘ It runs only on self-hosted WordPress; hosting and a domain are bought separately.
- ⓘ If a subscription is cancelled, updates, support and community templates stop, though sites keep working.
- ⓘ Every live WordPress install needs its own license activation, including each subsite of a multisite; local and staging sites do not count.
- ⓘ A 60-day money-back guarantee is stated on the pricing page.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$6.58

A month to start, paid by the year

Bricks is a paid product with a free trial, starting at $79 per year for 1 website.

STARTER

$79

per year for 1 website

Full feature set, updates, email and forum support and community templates for the term of the subscription.

BUSINESS

$149

per year for up to 3 websites

Same features as Starter, covering 3 websites.

AGENCY

$249

per year for unlimited websites

Same features, unlimited websites, and eligible for the Bricks Expert listing.

ULTIMATE LIFETIME

$599

one-time, unlimited websites

Paid once, with all future updates, features and technical support, unlimited websites and the Bricks Expert listing.

Trying it first

No downloadable demo; a free online playground at try.bricksbuilder.io needs an account.

Read from bricksbuilder.io on Nov 12, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Visual site builder delivered as a WordPress theme. Here is what it does, as its own site describes it, and what it covers: AI features, templates, no-code, online store, popups.

> **A full builder with the same features on every plan, though it is WooCommerce only for stores.**
>
> From our grade for features

Visual builder with 149 elements

Pages are built from elements with class-based styling, global variables and palettes, and custom breakpoints for responsive layouts.

Query loop builder

Pull posts, taxonomies and other database content onto a page visually, or write a PHP query, with load-more and infinite scroll.

Popup, menu and WooCommerce builders

Mega menus, popups and the shop, cart, checkout and account pages can be designed inside the builder.

Dynamic data, conditions and interactions

Content can be shown or hidden by conditions, and triggers and actions can be set for click and hover behavior.

AI Abilities (experimental)

A compatible external AI client can create and update pages, templates, queries and design resources, which are then editable in Bricks.

Custom code

HTML, CSS, JavaScript and PHP can be added to headers, footers and individual pages.

Where it runs

Web

What it works with

WooCommerce

Bricks is made by Bricks.

Where it stands

Its grades against its category, and whether to keep it or make your own

2/55

Other website and landing page builders it is graded above

Bricks's GPA of 1.8 is higher than 2 of the 55 other website and landing page builders we grade, and level with 3.

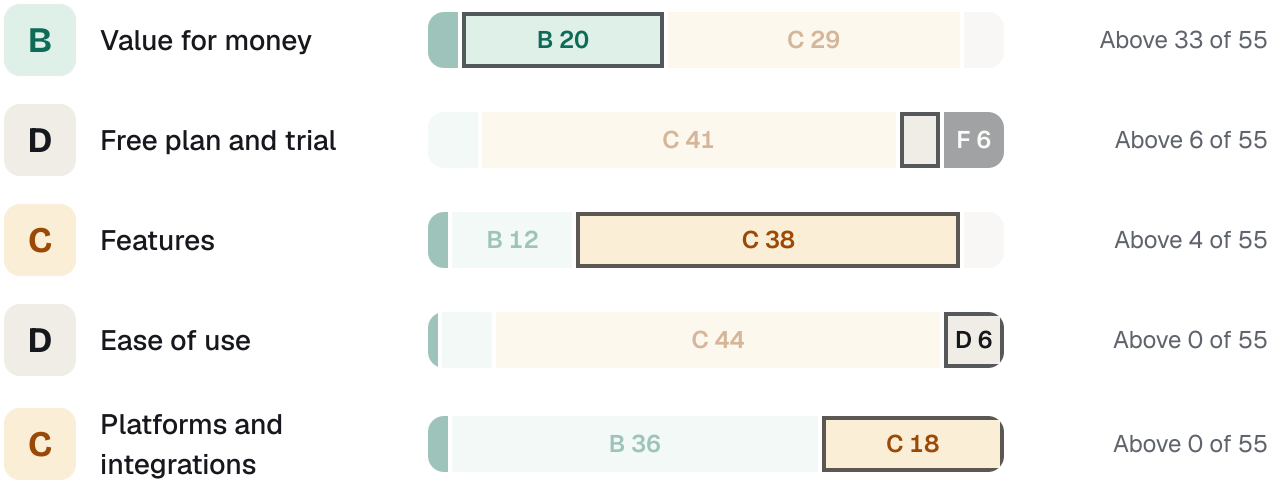
It stands best on value for money (B, above 33 of 55) and worst on ease of use (D, above 0).

Its paid plans start at $6.58 a month when paid by the year, against a middle price of $12.42 for the category: 11 of the 52 others that charge start lower.

On features, ease of use and platforms it scores 1.7 out of 4. 11 tools score higher and cost less.

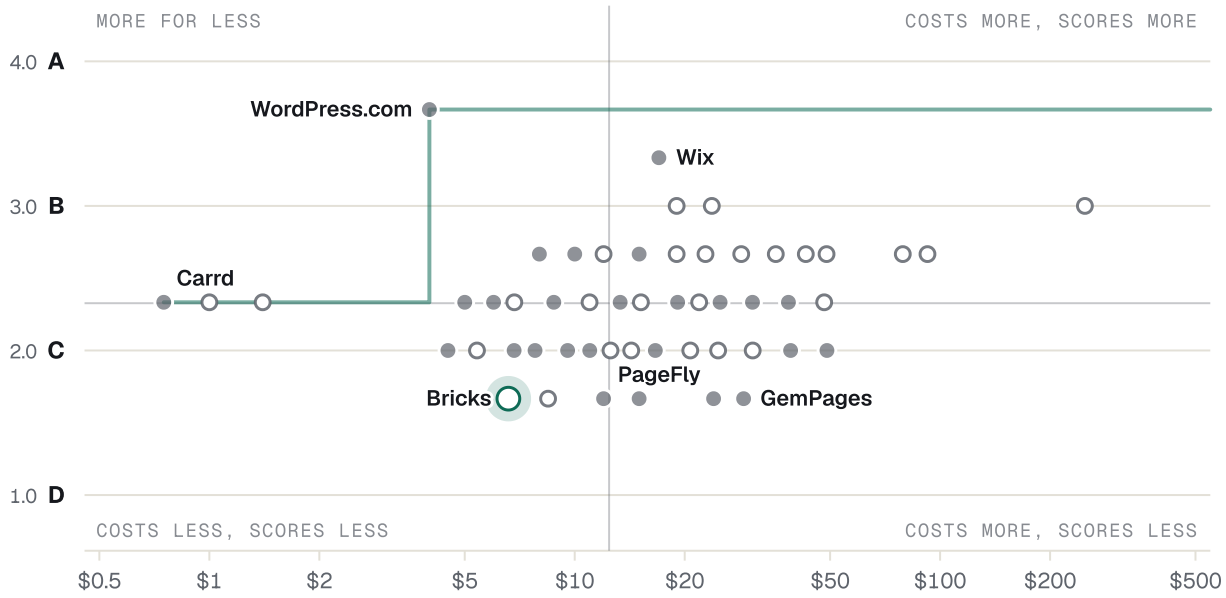
Each grade against the category

Every bar is all 56 website and landing page builders we grade, cut by the letter each got. Bricks's own letter is outlined.



Price against what you get

Each dot is one of 53 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. Bricks is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Bricks you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 50 of the 55 other website and landing page builders grade higher. It costs $79 a year.

What you could make

- Templates and popups: an app builder makes these well.

What you could not

- A builder that other people can use without writing code.

- Checkout, card payments and sales tax handled for you.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Bricks's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Oxygen Builder, Elementor, Divi, Beaver Builder and Brizy

The 5 tools Bricks is most often weighed against, with where each one differs from it.

2.2 GPA

Oxygen Builder

Free trial · from $199.50 one-time

Visual WordPress site builder sold as a one-time license.

- Oxygen Builder can be bought with a one-time purchase.
- Bricks also covers online store and popups.

Bricks and Oxygen Builder compared in full

2.2 GPA

Elementor

Free plan · from $5/mo

Drag-and-drop page builder plugin and hosting for WordPress.

- Elementor has a free plan. Bricks does not, though it has a free trial.
- Bricks also covers online store and popups.
- Elementor also covers forms.

Bricks and Elementor compared in full



2.0
GPA

Divi

From $89/yr

WordPress theme and visual builder sold as a yearly or lifetime plan.

- Divi can be bought with a one-time purchase.
- Bricks also covers online store and popups.

Bricks and Divi compared in full



1.6
GPA

Beaver Builder

From $89/yr

Drag-and-drop page builder plugin and theme for WordPress.

- Bricks also covers popups.

Bricks and Beaver Builder compared in full



2.0
GPA

Brizy

Free trial · from $19/mo

Drag-and-drop builder as a hosted platform or WordPress plugin.

- Bricks also covers online store.
- Brizy also covers forms.

Bricks and Brizy compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Bricks free?

No, Bricks is a paid product, but you can try it first. No downloadable demo; a free online playground at try.bricksbuilder.io needs an account.

How much does Bricks cost?

Bricks lists 4 plans. Starter: $79 per year for 1 website.

What platforms does Bricks work on?

Bricks is available on Web.

Does Bricks have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Bricks is listed for Web.

Does Bricks have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Bricks is listed for Web.

Is Bricks open source?

Bricks is not described as open source on its own site, as read on Nov 12, 2026.

What does Bricks integrate with?

Bricks's listing names WooCommerce. A listing names up to eight integrations, so it may connect to more.

Who makes Bricks?

Bricks is made by a company of the same name.

What are the alternatives to Bricks?

The closest alternatives to Bricks in our directory are Oxygen Builder, Elementor, Divi, Beaver Builder and Brizy.

How does Bricks compare with other website and landing page builders?

Bricks's GPA of 1.8 is higher than 2 of the 55 other website and landing page builders we grade, and level with 3.

Is Bricks good value for money?

ToolGPA grades Bricks B for value for money. Its paid plans start at $6.58 a month when paid by the year, against a middle price of $12.42 for the category: 11 of the 52 others that charge start lower.

Could I make my own version of Bricks?

To replace Bricks you would be making a builder that other people can use without writing code.

Where this guide comes from

The prices, plans, platforms and features were read from Bricks's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Bricks's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Bricks. Prices change, so check bricksbuilder.io before you buy.

bricksbuilder.io/pricing/

bricksbuilder.io/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Bricks, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/bricks

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Bricks: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/bricks
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Know someone choosing between website and landing page builders?

Send them this guide: toolgpa.com/tools/bricks/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after Bricks, each with an Insider's Guide of its own.

Website & Landing Page Builders Insider's Guide

Every one of the 57 website and landing page builders we grade, compared

WordPress.com Insider's Guide

Hosted WordPress with themes, plugins and a free plan

3.4 GPA

Wix Insider's Guide

Drag-and-drop website builder with an AI agent and business apps

2.8 GPA

Carrd Insider's Guide

One-page website builder with yearly plans from $9

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Bricks's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Bricks is a trademark of its owner, and this guide is not made, paid for or approved by Bricks. Prices and plans change: check bricksbuilder.io before you buy.