ToolGPA

NOVEMBER 2026

Nicepage

The Insider's Guide

Drag-and-drop page builder for HTML, WordPress and Joomla sites



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

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

2.4
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 Nicepage's own pages, its app-store listings and our grades. Every fact in it is on Nicepage'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

2.4

GPA, above 34 of the 55 other website and landing page builders we grade

Nicepage is a drag-and-drop website builder with Windows and Mac desktop apps, an online builder, and plugins for WordPress and Joomla. It ships more than 15,000 templates and an AI page builder, and can host HTML sites or export them. A free Starter plan covers 2 projects, and Premium is sold as a yearly subscription or a lifetime license.

> "
>
> **No rating on record, and you build and export your own pages.**
>
> From our grade for ease of use

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

1 **Best for HTML, WordPress and Joomla pages**

Nicepage is a drag-and-drop page builder for HTML, WordPress and Joomla, with desktop apps for Mac and Windows.

2 **Paid plans start at $6.75 a month**

As its pricing page puts it: $6.75 per month, billed annually (Personal).

3 There is a free plan

Starter plan: 2 projects and 2 HTML sites on a nicepage.io subdomain, with basic customization and limited exports.

4 It runs on 3 platforms

Web, macOS and Windows.

5 Desktop apps and online builder

The same editor runs in Windows and Mac desktop apps and in a browser; the desktop apps can be used offline after signing in once.

6 Templates and blocks

More than 15,000 responsive templates, with grid layouts, galleries, sliders, forms, animations and an AI page builder.

7 WordPress and Joomla

A WordPress plugin and Joomla extension design pages, and the apps can export themes; WooCommerce and VirtueMart product pages need Pro.

8 A 2.4 GPA, above 34 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 Nicepage 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.

Nicepage at a glance

PRICING
Free plan, from $6.75 per month, billed annually (Personal)

FREE PLAN
Yes

FREE TRIAL
7-day trial of most Premium features when you create an account

RUNS ON
Web, macOS, Windows

MADE BY
Nicepage

CATEGORY
Website & Landing Page Builders

OUR GRADE
2.4 GPA, fair

The report card

Best for HTML, WordPress and Joomla pages

Nicepage is a drag-and-drop page builder for HTML, WordPress and Joomla, with desktop apps for Mac and Windows. The free plan has no export and stops at 2 projects, hosting covers HTML sites only, and published sites go quiet after a subscription ends.

TOOLGPA REPORT CARD	Nicepage	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	Personal is $6.75 a month billed annually, inside the cheaper quarter ($7.42), with only 5 projects.
Free plan and trial	C	A free Starter plan has 2 projects and 2 HTML sites on a nicepage.io address, with no export; a 7-day trial of Premium features comes with an account.

SUBJECT	GRADE	COMMENT
Features	C	A builder with templates, forms and stores, but hosting covers HTML only and HTML sites cannot be imported back.
Ease of use	C	No rating on record, and you build and export your own pages.
Platforms and integrations	B	Web, Mac and Windows, with WordPress, Joomla, WooCommerce and Stripe listed.
Grade point average		Fair, out of 4.0 **2.4**

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 Nicepage is for

- ✓ Fits if you build HTML sites or WordPress and Joomla themes
- ✓ Works for people who want a desktop app as well as a browser

Who it is not for

- ✗ Tight if you stay free: 2 projects and no export of projects or themes
- ✗ Skip it if you want PHP or JS hosting, since hosting covers HTML only
- ✗ Watch out: when a subscription ends, the domain is disconnected and published sites stay active for 12 months
- ✗ Pricey if you need more domains: Pro has 5 and Ultimate has 20
- ✗ Not for you if you want phone support: it runs through a support system and forum

Good to know

Good for

- ✓ Designers who want to build HTML, WordPress and Joomla sites in one editor
- ✓ Freelancers who build several client sites
- ✓ Anyone who wants a one-time license instead of a subscription

Worth knowing

- ⓘ The Starter plan has no export of projects or WordPress and Joomla themes, and stops at 2 projects.
- ⓘ After a subscription ends, the account falls back to Starter, the connected domain is disconnected and published sites stay active for 12 months.
- ⓘ Hosting covers HTML sites only, not PHP or JS files, and HTML sites cannot be imported back into the editor.
- ⓘ Support runs through a support system and forum; there is no phone or Facebook support.

PART 02 · PRICING

What it costs

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

$6.75

A month to start. There is a free plan too

Nicepage has a free plan. Paid plans start at $6.75 per month, billed annually (Personal).

STARTER

$0

Free for individuals: 2 projects, 2 HTML sites on a nicepage.io subdomain, 50 form submissions in total and basic customization.

PERSONAL

$6.75

per month, billed annually

5 projects and 5 HTML sites, 1 site with a connected domain, 250 form submissions a month and a WordPress export.

BUSINESS

$12.75

per month, billed annually

50 projects, 3 sites with a connected domain, full customization, WordPress and Joomla export and advanced e-commerce.

PRO

$18.75

per month, billed annually

Unlimited projects and HTML sites, 5 connected domains, 5,000 form submissions a month and WooCommerce export.

ULTIMATE

$31.75

per month, billed annually

20 sites with connected domains, 25,000 form submissions a month, white label for WordPress and Joomla and large photo downloads.

The free plan

Starter plan: 2 projects and 2 HTML sites on a nicepage.io subdomain, with basic customization and limited exports.

Trying it first

7-day trial of most Premium features when you create an account

Read from nicepage.com on Nov 12, 2026.

Ways to pay less

LIFETIME LICENSE

Lifetime license option

A License is lifetime Premium for the desktop app, WordPress plugin and Joomla extension, with one year of updates and online services.

Stated on nicepage.com

PART 03 · FEATURES

What it does

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

3

Places it runs: Web, macOS and Windows

Drag-and-drop page builder for HTML, WordPress and Joomla sites. Here is what it does, as its own site describes it, and what it covers: AI features, templates, no-code, forms, online store.

> **A builder with templates, forms and stores, but hosting covers HTML only and HTML sites cannot be imported back.**
>
> From our grade for features

Desktop apps and online builder

The same editor runs in Windows and Mac desktop apps and in a browser; the desktop apps can be used offline after signing in once.

Templates and blocks

More than 15,000 responsive templates, with grid layouts, galleries, sliders, forms, animations and an AI page builder.

WordPress and Joomla

A WordPress plugin and Joomla extension design pages, and the apps can export themes; WooCommerce and VirtueMart product pages need Pro.

Hosting and export

Nicepage hosts HTML sites on its network with custom domains. Sites can also be exported as static HTML for third-party hosting without limits.

E-commerce

HTML sites can take payments through PayPal and Stripe, with a product limit that rises by plan, from 10 products up to unlimited.

Where it runs

Web · macOS · Windows

What it works with

WordPress · Joomla · WooCommerce · VirtueMart · PayPal · Stripe · Google Analytics

Nicepage is made by Nicepage.

PART 04 · STANDING

Where it stands

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

34/55

Other website and landing page builders it is graded above

Nicepage's GPA of 2.4 is higher than 34 of the 55 other website and landing page builders we grade, and level with 15.

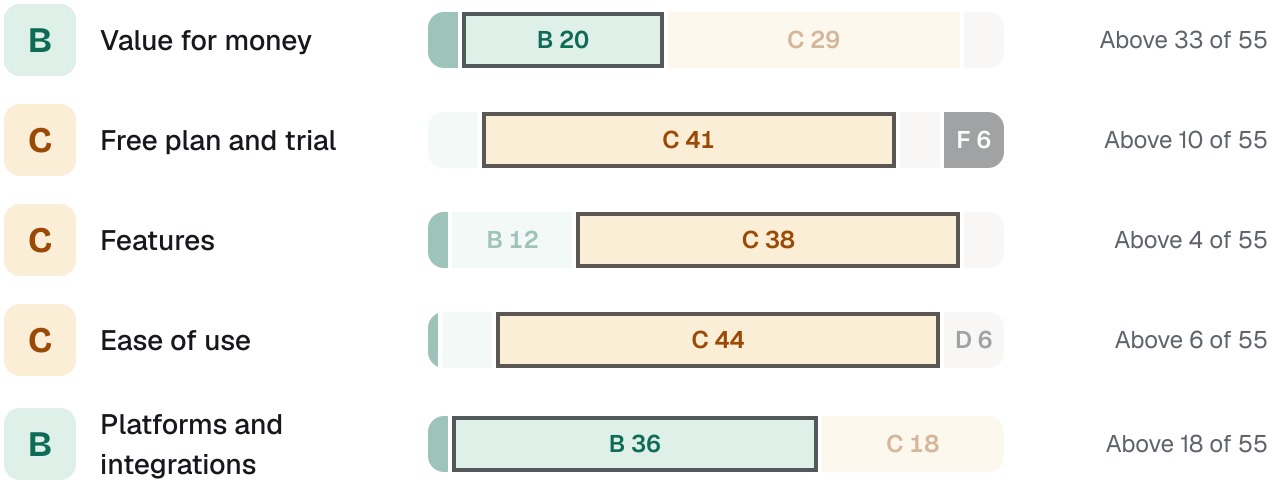
It stands best on value for money (B, above 33 of 55) and worst on features (C, above 4).

Its paid plans start at $6.75 a month, against a middle price of $12.42 for the category: 12 of the 52 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

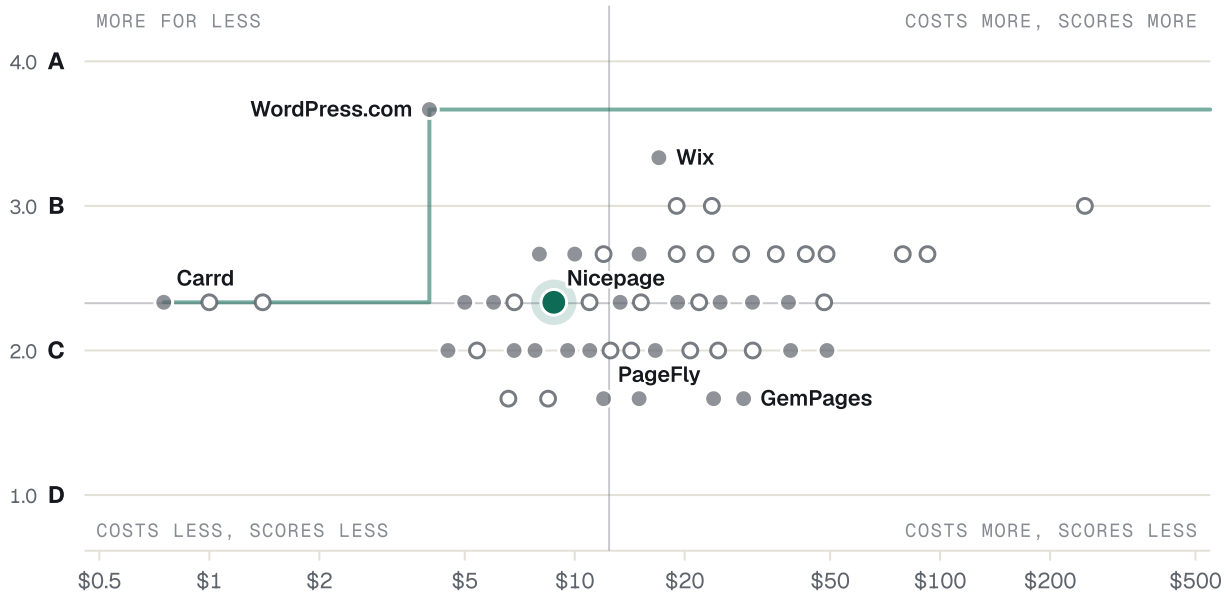
Each grade against the category

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

It costs $81 a year.

What you could make

- Templates and forms: 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.
- A real app for macOS and Windows. Something home-made would be a web page.
- It plugs into other products, WordPress, Joomla and WooCommerce among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Nicepage'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



Elementor, Mobirise, Divi, Wix and Webflow

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

2.2 GPA

Elementor

Free plan · from $5/mo

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

- Only Nicepage lists macOS and Windows apps.
- Nicepage also covers online store.

Nicepage and Elementor compared in full

2.2 GPA

Mobirise

Free plan · from $149/yr

Free desktop website builder with paid themes, extensions and AI.

- Nicepage also covers online store.

Nicepage and Mobirise compared in full



2.0 GPA

Divi

From $89/yr

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

- Nicepage has a free plan. Divi does not.
- Only Nicepage lists macOS and Windows apps.
- Divi can be bought with a one-time purchase.

Nicepage and Divi compared in full



2.8 GPA

Wix

Free plan · from $17/mo

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

- Only Nicepage lists macOS and Windows apps.
- Only Wix lists iOS and Android apps.
- Nicepage also covers forms and online store.

Nicepage and Wix compared in full



2.4 GPA

Webflow

Free plan · from $15/mo

Visual website builder with a CMS, hosting and code-level control.

- Only Nicepage lists macOS and Windows apps.
- Nicepage also covers templates and online store.

Nicepage and Webflow compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 Nicepage free?

Nicepage has a free plan. Starter plan: 2 projects and 2 HTML sites on a nicepage.io subdomain, with basic customization and limited exports.

How much does Nicepage cost?

Nicepage lists 5 plans. Starter: $0.

What platforms does Nicepage work on?

Nicepage is available on Web, macOS and Windows.

Does Nicepage offer any discounts?

Nicepage publicly lists the following: Lifetime license option.

Does Nicepage have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Nicepage is listed for Web, macOS and Windows.

Does Nicepage have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Nicepage is listed for Web, macOS and Windows.

Is Nicepage open source?

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

What does Nicepage integrate with?

Nicepage's listing names WordPress, Joomla, WooCommerce, VirtueMart, PayPal, Stripe and Google Analytics.

Does Nicepage have a free trial?

Yes. 7-day trial of most Premium features when you create an account.

Who makes Nicepage?

Nicepage is made by a company of the same name.

What are the alternatives to Nicepage?

The closest alternatives to Nicepage in our directory are Elementor, Mobirise, Divi, Wix and Webflow.

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

Nicepage's GPA of 2.4 is higher than 34 of the 55 other website and landing page builders we grade, and level with 15.

Is Nicepage good value for money?

ToolGPA grades Nicepage B for value for money. Its paid plans start at $6.75 a month, against a middle price of $12.42 for the category: 12 of the 52 others that charge start lower.

Could I make my own version of Nicepage?

To replace Nicepage 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 Nicepage'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 Nicepage'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 Nicepage. Prices change, so check nicepage.com before you buy.

nicepage.com/premium

PART 07 · ABOUT

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

Nicepage, kept up to date

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

toolgpa.com/tools/nicepage

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:

```
ToolGPA, "Nicepage: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/nicepage
```

Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after Nicepage, 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 Nicepage'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. Nicepage is a trademark of its owner, and this guide is not made, paid for or approved by Nicepage. Prices and plans change: check nicepage.com before you buy.