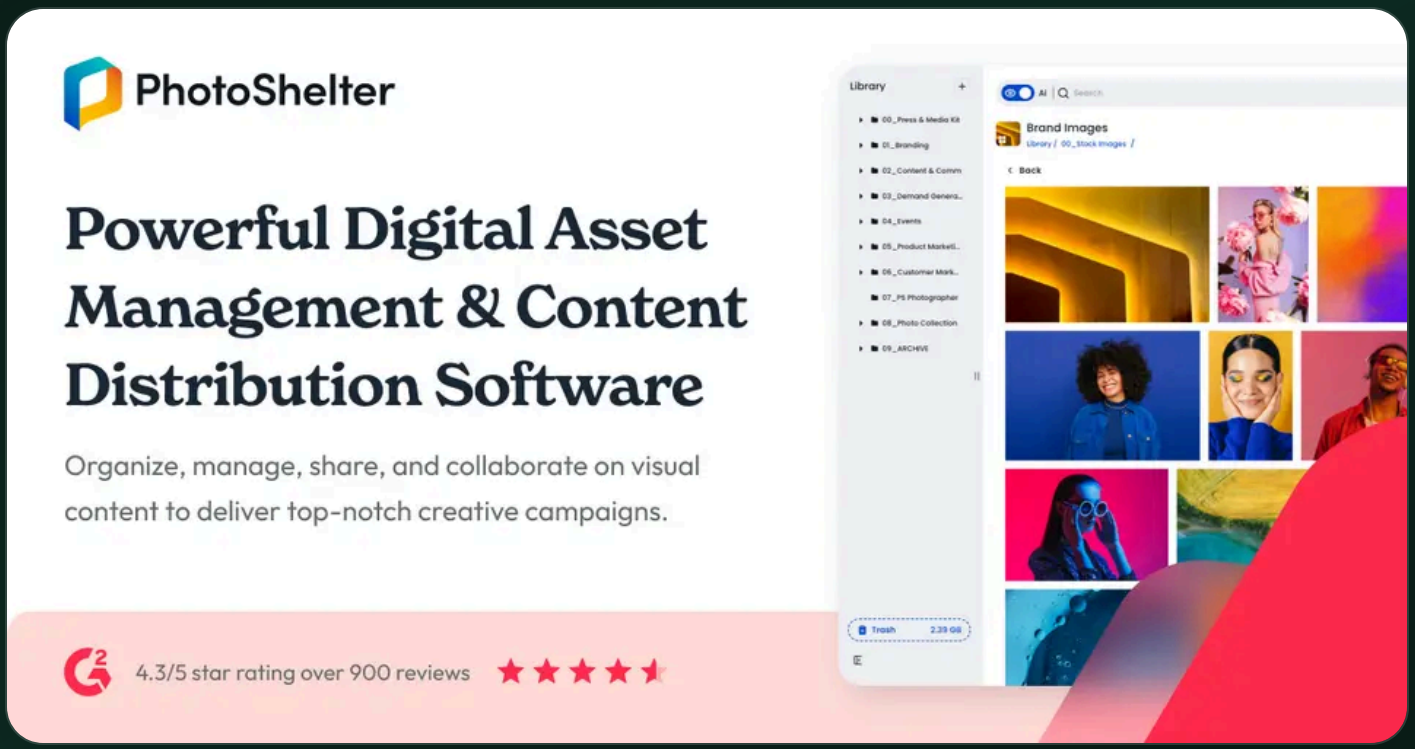
ToolGPA

NOVEMBER 2026

PhotoShelter

The Insider's Guide

Photo storage, delivery and portfolio sites for photographers



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

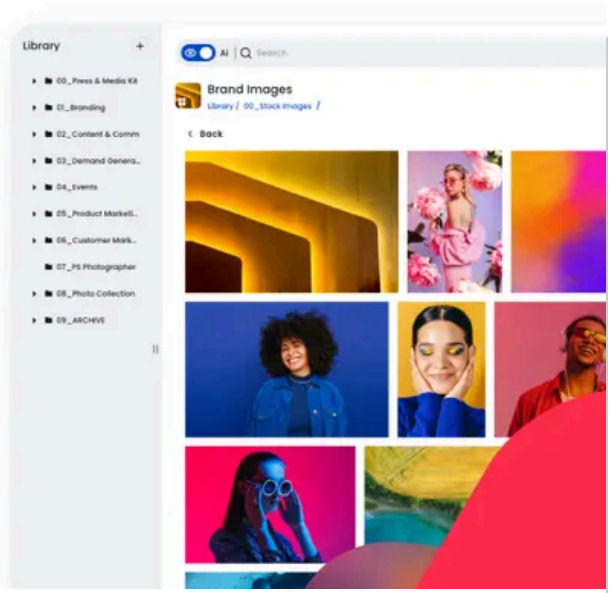
Made by PhotoShelter, Inc. · checked Nov 13, 2026 · toolgpa.com

1.8
GPA

PhotoShelter

Powerful Digital Asset Management & Content Distribution Software

Organize, manage, share, and collaborate on visual content to deliver top-notch creative campaigns.



ToolGPA

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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 PhotoShelter's own pages, its app-store listings and our grades. Every fact in it is on PhotoShelter's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

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

1.8

GPA, above 6 of the 104 other website and landing page builders we grade

PhotoShelter for Photographers combines cloud storage for image libraries with portfolio website templates, client galleries and e-commerce for prints, downloads and licenses. Plans differ mainly by storage, from 4 GB to 500 GB, with one user on each. The company also sells a separate digital asset management product for brands.

> "
>
> **You build a site, upload images and set up a store.**
>
> From our grade for ease of use

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

1 **Best for photographers who want storage, site and store together**

PhotoShelter combines cloud storage, portfolio sites, client galleries and a print store for photographers.

2 **Paid plans start at $10 a month**

As its pricing page puts it: $10 per month, billed annually ($12.99 billed monthly).

3 **You can try it first**

14-day free trial, then charged automatically

4 **It runs on Web**

Web.

5 Portfolio websites

Nine responsive templates, a custom domain and integrations with Instagram, WordPress, Vimeo and Tumblr.

6 Cloud storage

4 GB, 100 GB or 500 GB by plan, with more sold in 10 GB or 35 GB increments and geographically redundant backup.

7 Galleries

Unlimited public, password-protected and private galleries, with watermarks and right-click protection.

8 A 1.8 GPA, above 6 of 104

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 PhotoShelter you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

PhotoShelter at a glance

PRICING
Free trial, from $10 per month, billed annually ($12.99 billed monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial, then charged automatically

RUNS ON
Web

MADE BY
PhotoShelter, Inc.

CATEGORY
Website & Landing Page Builders

OUR GRADE
1.8 GPA, weak

The report card

Best for photographers who want storage, site and store together

PhotoShelter combines cloud storage, portfolio sites, client galleries and a print store for photographers. The $10 plan has 4 GB and no proofing tool, every plan has one user, and sales carry an 8% to 10% fee.

TOOLGPA REPORT CARD — **PhotoShelter** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$10 a month yearly is the Basic plan with 4 GB and no client proofing. Proofing starts on Standard at $25 a month, about twice the category's middle of $12.
Free plan and trial	D	A 14-day trial, then it charges you automatically, and there is no free plan.
Features	C	Portfolio sites, storage from 4 GB to 500 GB, galleries, proofing and selling. The gaps: no proofing on Basic and one user on every plan.
Ease of use	C	No rating on record. You build a site, upload images and set up a store.
Platforms and integrations	B	Web only, with Instagram, WordPress, Vimeo, Lightroom, Photo Mechanic, Stripe and PayPal.

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 PhotoShelter is for

- ✓ Fits if you keep a large library and want it on one service
- ✓ Works for a solo photographer selling prints and downloads

Who it is not for

- ✕ Pricey if you need client proofing, because it starts at $25 a month on Standard
- ✕ Tight if you share an account: every plan has a single user
- ✕ Watch out: sales carry a transaction fee of 8% to 10% plus printing, shipping and payment fees
- ✕ Watch out: no refunds for amounts already billed
- ✕ Watch out: overage fees can apply for bandwidth used on image deliveries

Good to know

Good for

- ✓ Photographers with large libraries to store and search
- ✓ Photographers who sell licenses and downloads from their site
- ✓ Single-user studios that need a portfolio and delivery in one account

Worth knowing

- ⓘ Sales carry a transaction fee of 8% to 10% depending on the plan, plus printing, shipping and payment fees.
- ⓘ No refunds for amounts already billed; cancellation is from within the account.
- ⓘ Every plan has a single user.
- ⓘ Overage fees can apply for bandwidth used on image deliveries.

What it costs

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

$10
A month to start

PhotoShelter is a paid product with a free trial, starting at $10 per month, billed annually ($12.99 billed monthly).

BASIC

$10

per month, billed annually ($12.99 billed monthly)

4 GB storage, 1 user, 9 website templates, custom domain and galleries; no client proofing tool.

STANDARD

$25

per month, billed annually ($29.99 billed monthly)

100 GB storage, 1 user, client proofing tool and the same website and selling features.

PRO

$45

per month, billed annually ($49.99 billed monthly)

500 GB storage, 1 user, with the same features as Standard.

Trying it first

14-day free trial, then charged automatically

Read from go.photoshelter.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves about 20 to 25%

Annual prices of $10, $25 and $45 a month compare with $12.99, $29.99 and $49.99 billed monthly.

Stated on go.photoshelter.com

What it does

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

1

Place it runs: Web

Photo storage, delivery and portfolio sites for photographers. Here is what it does, as its own site describes it, and what it covers: templates, file sharing, online store, digital downloads, print on demand.

> **The gaps: no proofing on Basic and one user on every plan.**

From our grade for features

Portfolio websites

Nine responsive templates, a custom domain and integrations with Instagram, WordPress, Vimeo and Tumblr.

Cloud storage

4 GB, 100 GB or 500 GB by plan, with more sold in 10 GB or 35 GB increments and geographically redundant backup.

Galleries

Unlimited public, password-protected and private galleries, with watermarks and right-click protection.

Client proofing

Clients review, proof and download from branded galleries; proofing starts at Standard.

Selling

Prints, products, downloads and licenses with a cart supporting more than 23 currencies.

Uploaders

Lightroom and Photo Mechanic plugins plus desktop and web uploaders for large libraries.

Where it runs

Web

What it works with

Instagram
WordPress
Vimeo
Tumblr
Lightroom
Photo Mechanic
Stripe
PayPal

PhotoShelter is made by PhotoShelter, Inc.

Where it stands

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

6/104

Other website and landing page builders it is graded above

PhotoShelter's GPA of 1.8 is higher than 6 of the 104 other website and landing page builders we grade, and level with 9.

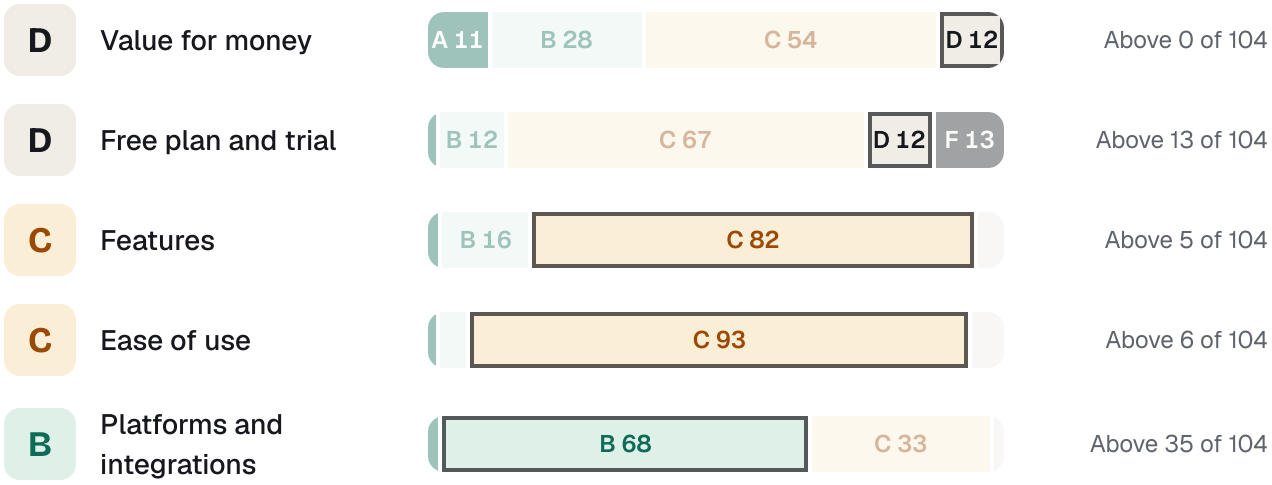
It stands best on platforms and integrations (B, above 35 of 104) and worst on value for money (D, above 0).

Its paid plans start at $10 a month, against a middle price of $11.50 for the category: 39 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

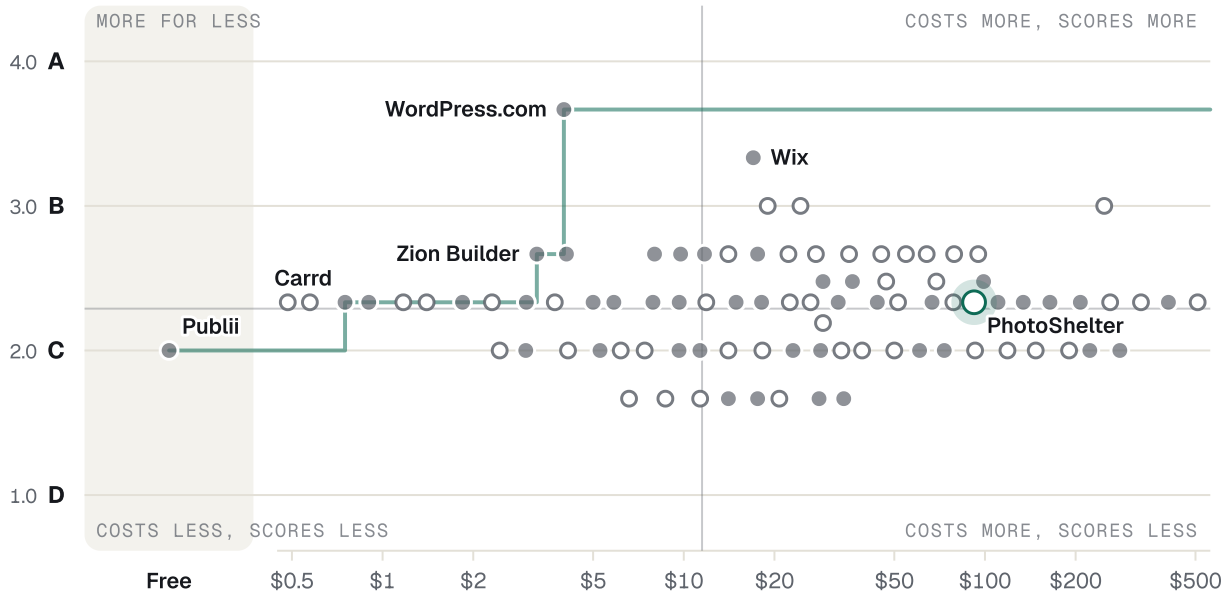
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. PhotoShelter's own letter is outlined.



Price against what you get

Each dot is one of 91 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. PhotoShelter 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 PhotoShelter you would be making checkout, card payments and sales tax handled for you. 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: 89 of the 104 other website and landing page builders grade higher. It costs $120 a year.

What you could make

- Templates and digital downloads: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.

- Printers that make and ship each order.
- Storing and serving files for other people.
- It plugs into other products, Instagram, WordPress and Vimeo among them.

What this rests on. PhotoShelter'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



SmugMug, Zenfolio, PhotoDeck, Pixpa and Format

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

2.4 GPA

SmugMug

Free trial · from $20/mo

Photo storage, portfolio sites and print sales for photographers.

- Only SmugMug lists macOS, Windows, iOS and Android apps.
- PhotoShelter also covers print on demand.
- SmugMug also covers no-code.

PhotoShelter and SmugMug compared in full

2.2 GPA

Zenfolio

Free trial · from $7/mo

Photographer websites, client galleries and print sales in one plan.

- Zenfolio also covers appointment booking.

PhotoShelter and Zenfolio compared in full



2.0
GPA

PhotoDeck

Free trial · from $12/mo

Photographer websites with client galleries and print sales.

- PhotoShelter also covers templates.

PhotoShelter and PhotoDeck compared in full



2.2
GPA

Pixpa

Free trial · from $5.40/mo

Portfolio sites, client galleries and a store in one plan.

- PhotoShelter also covers print on demand.
- Pixpa also covers popups.

PhotoShelter and Pixpa compared in full



2.4
GPA

Format

Free trial · from $10/mo

Portfolio website builder for photographers and other creatives.

- Only Format lists an iOS app.
- PhotoShelter also covers online store, digital downloads and print on demand.
- Format also covers no-code.

PhotoShelter and Format compared in full

Quick answers

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

13

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 PhotoShelter free?

No, PhotoShelter is a paid product, but you can try it first. 14-day free trial, then charged automatically.

How much does PhotoShelter cost?

PhotoShelter lists 3 plans. Basic: $10 per month, billed annually ($12.99 billed monthly).

What platforms does PhotoShelter work on?

PhotoShelter is available on Web.

Does PhotoShelter offer any discounts?

PhotoShelter publicly lists the following: Annual billing saves about 20 to 25%.

Does PhotoShelter have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. PhotoShelter is listed for Web.

Does PhotoShelter have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. PhotoShelter is listed for Web.

Is PhotoShelter open source?

PhotoShelter is not described as open source on its own site, as read on Nov 13, 2026.

What does PhotoShelter integrate with?

PhotoShelter's listing names Instagram, WordPress, Vimeo, Tumblr, Lightroom, Photo Mechanic, Stripe and PayPal.

Who makes PhotoShelter?

PhotoShelter is made by PhotoShelter, Inc.

What are the alternatives to PhotoShelter?

The closest alternatives to PhotoShelter in our directory are SmugMug, Zenfolio, PhotoDeck, Pixpa and Format.

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

PhotoShelter's GPA of 1.8 is higher than 6 of the 104 other website and landing page builders we grade, and level with 9.

Is PhotoShelter good value for money?

ToolGPA grades PhotoShelter D for value for money. Its paid plans start at $10 a month, against a middle price of $11.50 for the category: 39 of the 89 others that charge start lower.

Could I make my own version of PhotoShelter?

To replace PhotoShelter you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from PhotoShelter's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from PhotoShelter's own pages on 13 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 PhotoShelter, Inc. Prices change, so check photoshelter.com before you buy.

go.photoshelter.com/photographers/

PART 07 · ABOUT

About ToolGPA

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

7,721

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**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

PhotoShelter, kept up to date

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

toolgpa.com/tools/photoshelter

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, "PhotoShelter: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/photoshelter
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Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Website & Landing Page Builders Insider's Guide

Every one of the 106 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

Zion Builder Insider's Guide

Lightweight visual page builder plugin for WordPress

3.0 GPA

Publii Insider's Guide

Free open-source desktop CMS that publishes static websites

2.8 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 PhotoShelter'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. PhotoShelter is a trademark of its owner, and this guide is not made, paid for or approved by PhotoShelter, Inc. Prices and plans change: check photoshelter.com before you buy.