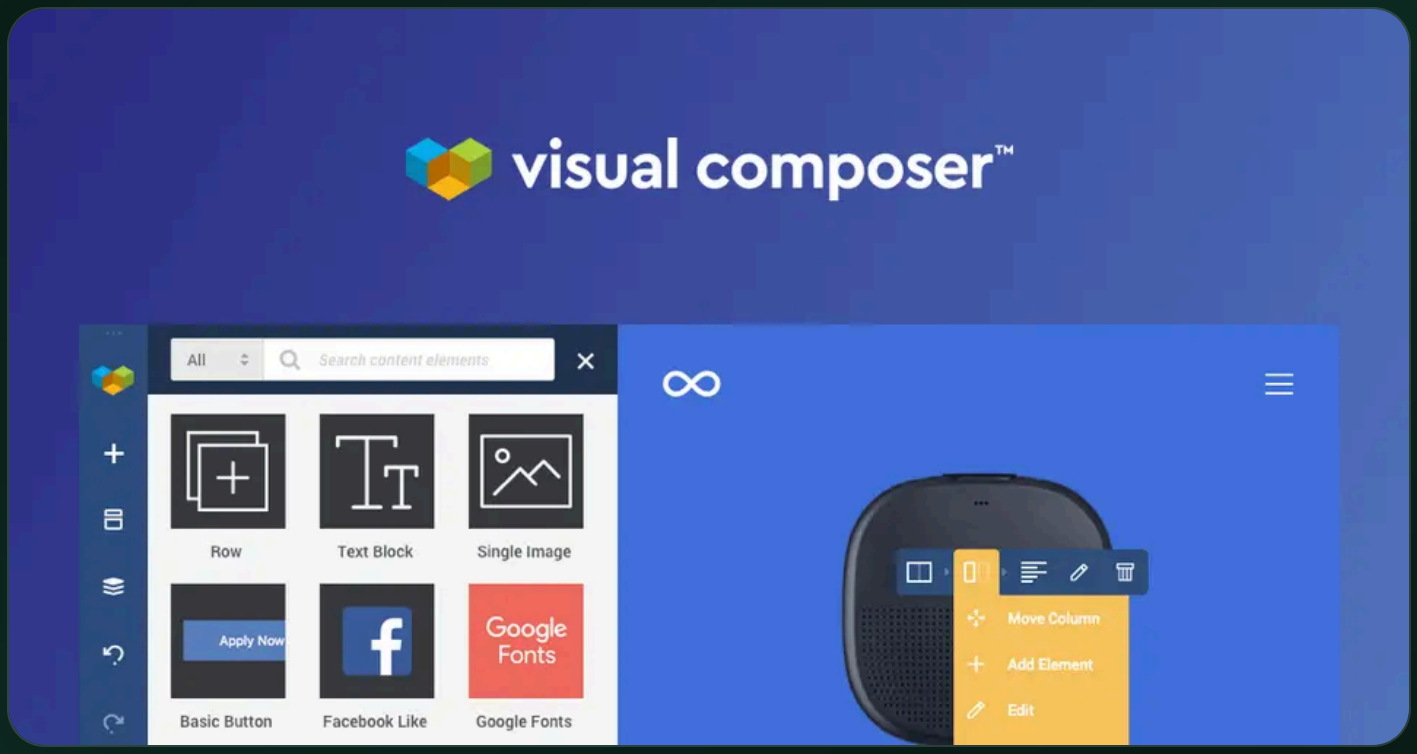
ToolGPA

NOVEMBER 2026

Visual Composer

The Insider's Guide

Drag-and-drop website builder plugin for WordPress



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

Made by Visual Composer Website Builder · checked Nov 13, 2026 · toolgpa.com

2.8
GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

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

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

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

ToolGPA put this guide together from Visual Composer's own pages, its app-store listings and our grades. Every fact in it is on Visual Composer'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

2.8

GPA, above 100 of the 104 other website and landing page builders we grade

Visual Composer is a WordPress website builder with a drag-and-drop editor, a cloud library of elements and templates called the Hub, a theme builder and a popup builder. A free version has a smaller set of elements and templates, and premium plans are priced by the number of websites.

> "
>
> **You build the site yourself in a WordPress editor.**
>
> From our grade for ease of use

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

1 **Best for a WordPress builder with a cloud library of elements**

Visual Composer is a WordPress builder with a drag-and-drop editor, a cloud library called the Hub, a theme builder and a popup builder.

2 **Paid plans start at $4.08 a month when paid by the year**

As its pricing page puts it: $49 per year for 1 website.

3 There is a free plan

Free version, free forever with no credit card: 30 elements and 10 templates, without the premium theme builder, popup builder or WooCommerce support.

4 It runs on Web

Web.

5 Drag-and-drop editor

A visual editor with a responsive preview, design options and a row layout system, with no coding required.

6 Visual Composer Hub

A cloud library listing 500+ content elements, templates, blocks and add-ons that are downloaded into a site on demand.

7 Theme builder

Premium plans add a theme builder, archive page builder, global templates, dynamic content and WooCommerce support.

8 A 2.8 GPA, above 100 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 Visual Composer 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.

Visual Composer at a glance

PRICING
Free plan, from $49 per year for 1 website

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Visual Composer Website Builder

CATEGORY
Website & Landing Page Builders

OUR GRADE
2.8 GPA, good

The report card

Best for a WordPress builder with a cloud library of elements

Visual Composer is a WordPress builder with a drag-and-drop editor, a cloud library called the Hub, a theme builder and a popup builder. The free version has 30 elements, there is no trial of the paid plans, and it runs only inside WordPress.

TOOLGPA REPORT CARD — **Visual Composer** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Single is $49 a year for 1 site, about $4.08 a month, inside the cheaper quarter. Lifetime is $149 for 1 site.
Free plan and trial	B	Free forever with no card: 30 elements and 10 templates. One person with a small site could live on it.
Features	B	Pro has 300+ elements, 200+ templates, a theme builder, a popup builder and a font manager. It covers the job of a WordPress builder.

SUBJECT	GRADE	COMMENT
Ease of use	C	No rating on record. You build the site yourself in a WordPress editor.
Platforms and integrations	B	Web only, as a WordPress plugin, with WooCommerce and Unsplash.
Grade point average		Good, out of 4.0 **2.8**

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 Visual Composer is for

- ✓ Fits if you want a low-priced WordPress builder with a free version to start on
- ✓ Works for agencies, since the plans run to 20 and 1000 sites

Who it is not for

- ✗ Skip it if you want a trial of the paid plans, because there is none, only the free version and a demo
- ✗ Tight if you stay free: the Hub, theme builder and popup builder are paid
- ✗ Watch out: when a subscription ends, updates, the Hub and support stop
- ✗ Watch out: it works on WordPress.com only on the Business plan

Good to know

Good for

- ✓ WordPress users who want to try a free builder before paying
- ✓ Agencies that can use the Agency plan across many client sites

Worth knowing

- ⓘ Visual Composer runs only inside WordPress; the page notes it works on WordPress.com only on the Business plan.
- ⓘ There is no free trial of the premium plans, though a free version and a demo exist; refunds are offered within 30 days.
- ⓘ The plugin keeps working after a subscription ends, but updates, the Hub and support stop.

PART 02 · PRICING

What it costs

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

$4.08

A month to start, paid by the year.
There is a free plan too

Visual Composer has a free plan. Paid plans start at $49 per year for 1 website.

> **One person with a small site could live on it.**
>
> From our grade for free plan and trial

FREE

$0

Page builder with 30 elements and 10 templates, without the premium Hub, theme builder or popup builder.

SINGLE

$49

per year for 1 website

300+ elements, 200+ templates, theme builder, popup builder, font manager, Insights and premium support.

PLUS

$99

per year for 5 websites

The same premium features for up to 5 websites.

ACCELERATE

$149

per year for 20 websites

The same premium features for up to 20 websites.

AGENCY

$349

per year for 1000 websites

The same premium features for up to 1000 websites; the page labels the price as new and lower.

LIFETIME

$149

one-time, for 1 website

Two years of support and lifetime updates for one website.

The free plan

Free version, free forever with no credit card: 30 elements and 10 templates, without the premium theme builder, popup builder or WooCommerce support.

Read from visualcomposer.com on Nov 13, 2026.

Ways to pay less

LIFETIME LICENSE

Lifetime license for one website

A one-time $149 payment covers one website with lifetime updates and two years of support.

Stated on visualcomposer.com

OTHER SAVINGS

30-day money-back guarantee

The pricing page offers a refund requested within 30 days of a new purchase.

Stated on visualcomposer.com

What it does

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

1

Place it runs: Web

Drag-and-drop website builder plugin for WordPress. Here is what it does, as its own site describes it, and what it covers: templates, no-code, site audit, online store, popups.

> "
>
> **It covers the job of a WordPress builder.**

From our grade for features

Drag-and-drop editor

A visual editor with a responsive preview, design options and a row layout system, with no coding required.

Visual Composer Hub

A cloud library listing 500+ content elements, templates, blocks and add-ons that are downloaded into a site on demand.

Theme builder

Premium plans add a theme builder, archive page builder, global templates, dynamic content and WooCommerce support.

Popup builder

Popups for audience capture are built in the same editor on premium plans.

Insights

An analysis tool for SEO and page performance is part of the premium plans, alongside a font manager and role manager.

Where it runs

Web

What it works with

WooCommerce

Unsplash

Visual Composer is made by Visual Composer Website Builder.

Where it stands

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

100/104

Other website and landing page builders it is graded above

Visual Composer's GPA of 2.8 is higher than 100 of the 104 other website and landing page builders we grade, and level with 2.

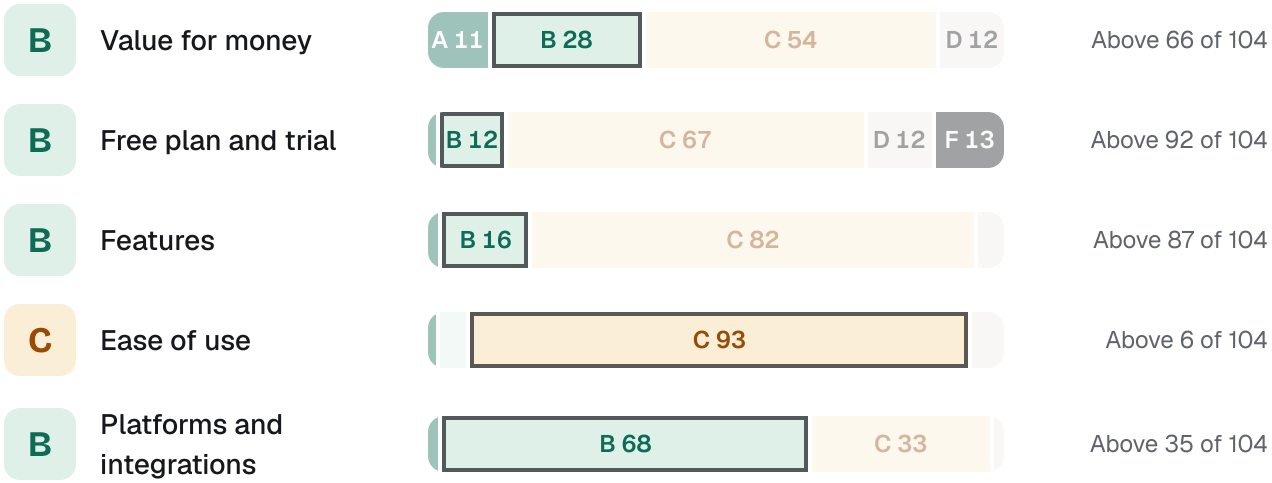
It stands best on free plan and trial (B, above 92 of 104) and worst on ease of use (C, above 6).

Its paid plans start at $4.08 a month when paid by the year, against a middle price of $11.50 for the category: 8 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

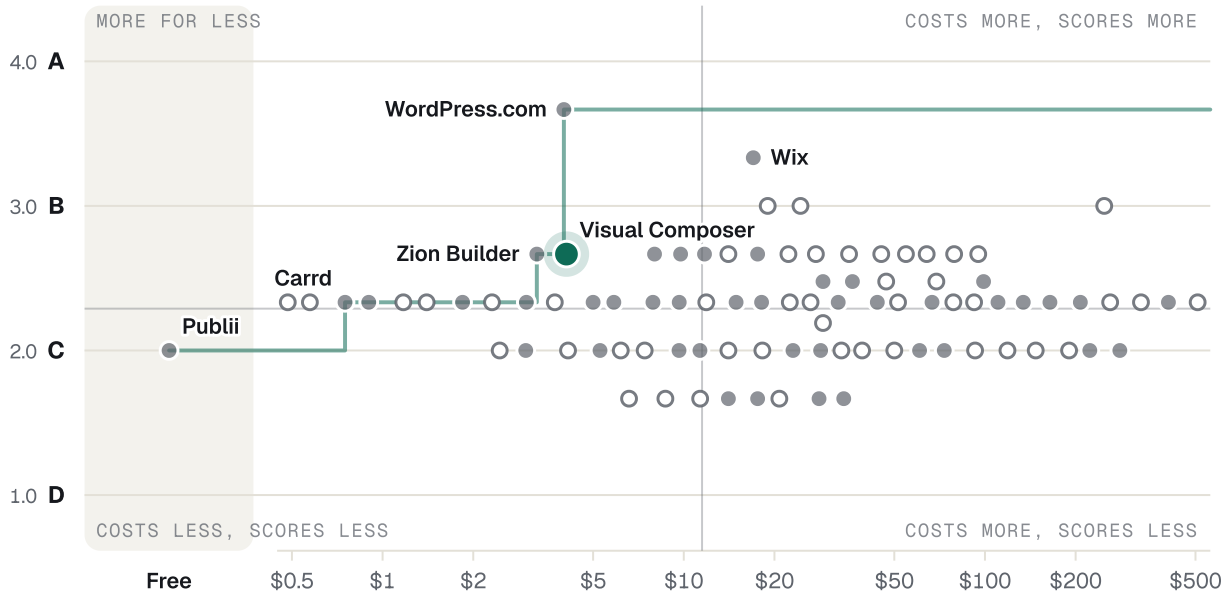
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. Visual Composer'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. Visual Composer 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 Visual Composer 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 is one of the better ones too: its GPA of 2.8 is higher than 100 of the 104 other website and landing page builders we grade. It costs $49 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.
- ✕ A crawler that checks every page of a site.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Visual Composer'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



WPBakery, Elementor, Beaver Builder, Brizy and Divi

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

2.2 GPA

WPBakery

From $82 one-time

Drag-and-drop page builder plugin for WordPress, sold once.

- Visual Composer has a free plan. WPBakery does not.
- WPBakery can be bought with a one-time purchase.
- Visual Composer also covers site audit and popups.

Visual Composer and WPBakery compared in full

2.2 GPA

Elementor

Free plan · from $5/mo

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

- Visual Composer also covers site audit, online store and popups.
- Elementor also covers forms.

Visual Composer and Elementor compared in full



1.6
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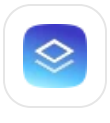
Beaver Builder

From $89/yr

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

- Visual Composer has a free plan. Beaver Builder does not.
- Visual Composer also covers site audit and popups.

Visual Composer 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.

- Visual Composer has a free plan. Brizy does not, though it has a free trial.
- Visual Composer also covers site audit and online store.
- Brizy also covers forms.

Visual Composer and Brizy compared in full



2.0
GPA

Divi

From $89/yr

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

- Visual Composer has a free plan. Divi does not.
- Divi can be bought with a one-time purchase.
- Visual Composer also covers site audit, online store and popups.

Visual Composer and Divi compared in full

PART 06 · QUESTIONS

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 Visual Composer free?

Visual Composer has a free plan. Free version, free forever with no credit card: 30 elements and 10 templates, without the premium theme builder, popup builder or WooCommerce support.

How much does Visual Composer cost?

Visual Composer lists 6 plans. Free: $0.

What platforms does Visual Composer work on?

Visual Composer is available on Web.

Does Visual Composer offer any discounts?

Visual Composer publicly lists the following: Lifetime license for one website; 30-day money-back guarantee.

Does Visual Composer have an Android app?

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

Does Visual Composer have an iPhone app?

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

Is Visual Composer open source?

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

What does Visual Composer integrate with?

Visual Composer's listing names WooCommerce and Unsplash. A listing names up to eight integrations, so it may connect to more.

Who makes Visual Composer?

Visual Composer is made by Visual Composer Website Builder.

What are the alternatives to Visual Composer?

The closest alternatives to Visual Composer in our directory are WPBakery, Elementor, Beaver Builder, Brizy and Divi.

How does Visual Composer compare with other website and landing page builders?

Visual Composer's GPA of 2.8 is higher than 100 of the 104 other website and landing page builders we grade, and level with 2.

Is Visual Composer good value for money?

ToolGPA grades Visual Composer B for value for money. Its paid plans start at $4.08 a month when paid by the year, against a middle price of $11.50 for the category: 8 of the 89 others that charge start lower.

Could I make my own version of Visual Composer?

To replace Visual Composer 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 Visual Composer'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 Visual Composer'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 Visual Composer Website Builder. Prices change, so check visualcomposer.com before you buy.

visualcomposer.com/pricing/ visualcomposer.com

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

Visual Composer, kept up to date

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

toolgpa.com/tools/visual-composer

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, "Visual Composer: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/visual-composer
```

Know someone choosing between website and landing page builders?

Send them this guide:
toolgpa.com/tools/visual-composer/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after Visual Composer, 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Visual Composer'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. Visual Composer is a trademark of its owner, and this guide is not made, paid for or approved by Visual Composer Website Builder. Prices and plans change: check visualcomposer.com before you buy.