ToolGPA

NOVEMBER 2026

WPBakery

The Insider's Guide

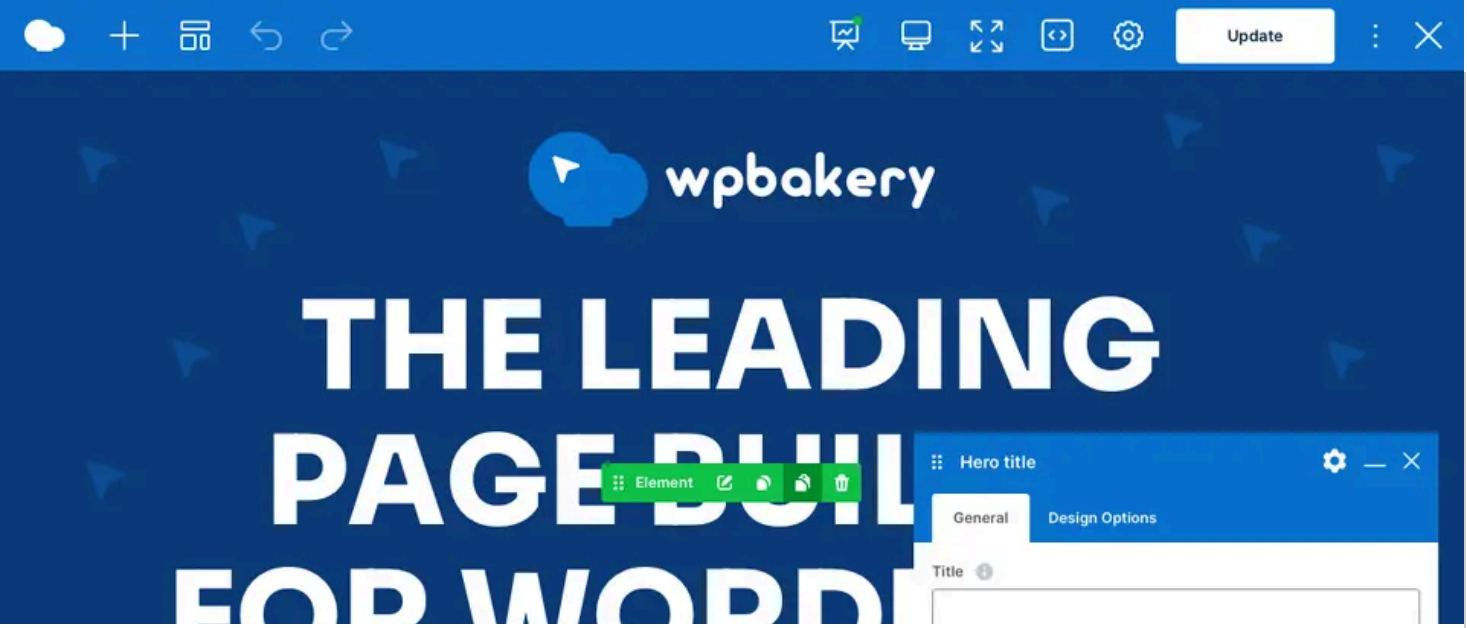
Drag-and-drop page builder plugin for WordPress, sold once



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

Made by Rain-Task Ltd · checked Nov 13, 2026 · toolgpa.com

2.2
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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 WPBakery's own pages, its app-store listings and our grades. Every fact in it is on WPBakery'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

2.2

GPA, above 40 of the 104 other website and landing page builders we grade

WPBakery Page Builder is a WordPress plugin with front-end and back-end drag-and-drop editors that works with any theme. It ships content elements, a template library, a grid builder and an AI assistant, and is sold as a lifetime license rather than a subscription.

To get you started, here are **8 things to know about WPBakery**, taken from its own pages and our grades.

> "
>
> **You build pages from elements in a WordPress editor.**
>
> From our grade for ease of use

1 **Best for a one-time-price page builder for any WordPress theme**

WPBakery Page Builder is a WordPress plugin with front-end and back-end editors, sold for $82 once for 1 site.

2 **What it costs**

Paid plans start at $82 one-time for 1 site.

3 **It runs on Web**

Web.

4 **Front-end and back-end editors**

Pages can be built in a front-end drag-and-drop editor or a back-end one, and work with any WordPress theme.

5 **Template library**

Premium layout templates can be downloaded from an online library; access is part of Support Plus.

6 **WPBakery AI**

An assistant that writes content and code from a typed specification, listed as part of each license's first year.

7 **A 2.2 GPA, above 40 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.

8 **Keep it**

To replace WPBakery 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.

WPBakery at a glance

PRICING Paid, from $82 one-time for 1 site	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Rain-Task Ltd	CATEGORY Website & Landing Page Builders
OUR GRADE 2.2 GPA, fair	

The report card

Best for a one-time-price page builder for any WordPress theme

WPBakery Page Builder is a WordPress plugin with front-end and back-end editors, sold for $82 once for 1 site. The license includes one year of support, then updates, the template library and AI cost $59 a year, and there is no trial.

TOOLGPA REPORT CARD	WPBakery	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	$82 one-time for 1 site, under a year of the category's middle subscription ($12 a month, or $144). Support Plus afterwards is $59 a year.
Free plan and trial	F	No free plan and no trial, only a demo sandbox.
Features	C	Front-end and back-end editors, a template library, a grid builder, an AI assistant and a skin builder. No theme builder is in the listing.
Ease of use	C	No rating on record. You build pages from elements in a WordPress editor.
Platforms and integrations	B	Web only, as a WordPress plugin, with WooCommerce, WPML, Yoast SEO and qTranslate.
Grade point average		Fair, out of 4.0 **2.2**

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 WPBakery is for

- ✓ Fits if you want to pay once and use it on a WordPress site
- ✓ Works for developers who want a builder that fits any theme

Who it is not for

- ✕ Skip it if you want to try it first, because it offers a demo sandbox, not a trial
- ✕ Skip it if you want a hosted builder, as it runs only inside WordPress
- ✕ Watch out: only one year of Support Plus is included, and extending it costs $59 a year
- ✕ Watch out: bulk discounts start at 20 licenses, and the student discount is Regular licenses only
- ✕ Watch out: the page offers a 15-day refund on lifetime licenses

Good to know

Good for

- ✓ WordPress site owners who want to pay once instead of yearly
- ✓ Theme developers who bundle a page builder in a theme

Worth knowing

- ⓘ WPBakery runs only inside WordPress.
- ⓘ Each license includes one year of Support Plus; extending it costs $59 a year for updates, the template library, AI and support.
- ⓘ Bulk license discounts start at 20 licenses and the student discount applies only to Regular licenses.
- ⓘ The page offers a free demo sandbox rather than a free plan or trial.

PART 02 · PRICING

What it costs

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

$82 one-time

To start

WPBakery is a paid product, starting at $82 one-time for 1 site.

> **No free plan and no trial, only a demo sandbox.**

From our grade for free plan and trial

REGULAR

$82

one-time, lifetime, for 1 site

Includes one year of Support Plus: free updates, template library, WPBakery AI and partner discounts.

5 SITES

$299

one-time, lifetime, for up to 5 sites

Same features as Regular for up to 5 sites; the page says buying 5 separate licenses would cost $410.

10 SITES

$592

one-time, lifetime, for up to 10 sites

Same features for up to 10 sites; separate licenses would cost $820 according to the page.

THEME INTEGRATION

$82

one-time, for use in a single theme

For theme developers who bundle the builder into a theme; includes a year of premium support and free updates.

Read from wpbakery.com on Nov 13, 2026.

Ways to pay less

EDUCATION

Student discount on Regular licenses

Students can ask for a discount by emailing from a university-assigned address; it applies only to Regular license purchases.

Stated on wpbakery.com

OTHER SAVINGS

15-day money-back guarantee

The pricing page offers a 15-day refund on lifetime licenses.

Stated on wpbakery.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 page builder plugin for WordPress, sold once. Here is what it does, as its own site describes it, and what it covers: one-time purchase, AI features, templates, no-code, online store.

> **Front-end and back-end editors, a template library, a grid builder, an AI assistant and a skin builder.**
>
> From our grade for features

Front-end and back-end editors

Pages can be built in a front-end drag-and-drop editor or a back-end one, and work with any WordPress theme.

Template library

Premium layout templates can be downloaded from an online library; access is part of Support Plus.

WPBakery AI

An assistant that writes content and code from a typed specification, listed as part of each license's first year.

Grid builder

Displays posts, portfolios and custom post types or media in a grid or masonry grid with 40+ predefined styles.

Skin builder and add-ons

A skin builder restyles the builder's elements, and add-ons such as Templatera and Easy Tables extend it.

Where it runs

Web

What it works with

WooCommerce
WPML
Yoast SEO
qTranslate

WPBakery is made by Rain-Task Ltd.

PART 04 · STANDING

Where it stands

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

40/104

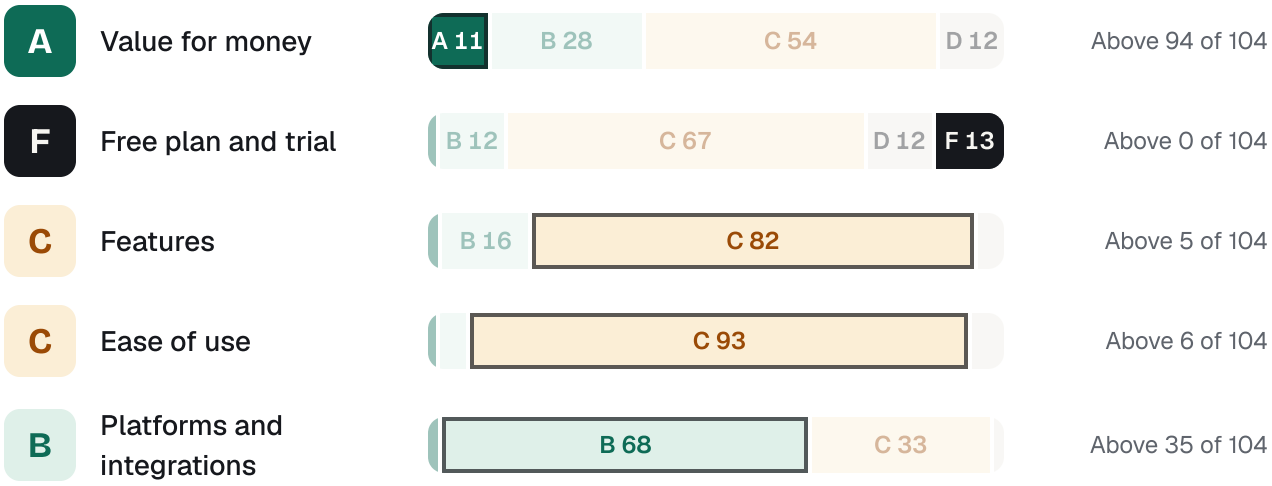
Other website and landing page builders it is graded above

WPBakery's GPA of 2.2 is higher than 40 of the 104 other website and landing page builders we grade, and level with 29.

It stands best on value for money (A, above 94 of 104) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 WPBakery 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 $82, paid once.

What you could make

- Templates: an app builder makes this well.

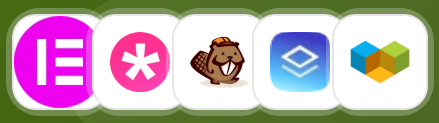
What you could not

- 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. WPBakery'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, Divi, Beaver Builder, Brizy and Visual Composer

The 5 tools WPBakery 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.

- Elementor has a free plan. WPBakery does not.
- WPBakery can be bought with a one-time purchase.
- WPBakery also covers online store.

WPBakery and Elementor compared in full

2.0 GPA

Divi

From $89/yr

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

- WPBakery also covers online store.

WPBakery and Divi compared in full



1.6
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Beaver Builder

From $89/yr

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

- WPBakery can be bought with a one-time purchase.

WPBakery 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.

- WPBakery can be bought with a one-time purchase.
- WPBakery also covers online store.
- Brizy also covers forms and popups.

WPBakery and Brizy compared in full



2.8
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Visual Composer

Free plan · from $49/yr

Drag-and-drop website builder plugin for WordPress.

- 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.

WPBakery and Visual Composer 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 WPBakery free?

No. WPBakery is a paid product, starting at $82 one-time for 1 site.

How much does WPBakery cost?

WPBakery lists 4 plans. Regular: $82 one-time, lifetime, for 1 site.

What platforms does WPBakery work on?

WPBakery is available on Web.

Does WPBakery offer any discounts?

WPBakery publicly lists the following: Student discount on Regular licenses; 15-day money-back guarantee.

Does WPBakery have an Android app?

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

Does WPBakery have an iPhone app?

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

Is WPBakery open source?

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

What does WPBakery integrate with?

WPBakery's listing names WooCommerce, WPML, Yoast SEO and qTranslate. A listing names up to eight integrations, so it may connect to more.

Does WPBakery have a student discount?

Student discount on Regular licenses. Students can ask for a discount by emailing from a university-assigned address; it applies only to Regular license purchases.

Who makes WPBakery?

WPBakery is made by Rain-Task Ltd.

What are the alternatives to WPBakery?

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

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

WPBakery's GPA of 2.2 is higher than 40 of the 104 other website and landing page builders we grade, and level with 29.

Could I make my own version of WPBakery?

To replace WPBakery 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 WPBakery'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 WPBakery'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 Rain-Task Ltd. Prices change, so check wpbakery.com before you buy.

wpbakery.com/wpbakery-page-builder-license/ wpbakery.com

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

WPBakery, kept up to date

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

toolgpa.com/tools/wpbakery

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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