ToolGPA

NOVEMBER 2026

Zenfolio

The Insider's Guide

Photographer websites, client galleries and print sales in one plan



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

Made by Zenfolio · checked Nov 13, 2026 · toolgpa.com

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

Zenfolio is a hosting and website service for photographers. Each plan combines a template-based portfolio site with client galleries for proofing and delivery, with print and digital sales and booking tools on the higher tiers. Storage is included in every plan, from 15 GB on the entry plan up to unlimited JPEG storage.

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

> "
>
> **You build the site from templates and set up galleries and a store.**
>
> From our grade for ease of use

1 **Best for a photographer's site, galleries and print sales on one bill**

Zenfolio puts a portfolio site, client galleries and storage on one plan for photographers.

2 **Paid plans start at $7 a month**

As its pricing page puts it: $7 per month, billed annually ($9 billed monthly).

3 **You can try it first**

Free trial, no credit card required

4 **It runs on Web**

Web.

5 Customizable website and blog

Build a photographer site from templates and blocks, with a custom domain, blogging and built-in SEO settings on every plan.

6 Client galleries and proofing

Unlimited client galleries with favorites, comments, watermarks and delivery of files, including by SMS.

7 Selling prints and digitals

Professional and Advanced plans sell prints, digitals and packages from a branded store, with lab fulfillment or self-fulfillment.

8 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.

9 Keep it

To replace Zenfolio 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.

Zenfolio at a glance

PRICING
Free trial, from $7 per month, billed annually ($9 billed monthly)

FREE PLAN
No

FREE TRIAL
Free trial, no credit card required

RUNS ON
Web

MADE BY
Zenfolio

CATEGORY
Website & Landing Page Builders

OUR GRADE
2.2 GPA, fair

The report card

Best for a photographer's site, galleries and print sales on one bill

Zenfolio puts a portfolio site, client galleries and storage on one plan for photographers. The price is easy to read, but selling prints adds a commerce fee on top of payment fees, and booking is a $10 a month extra on two of the three plans.

TOOLGPA REPORT CARD	Zenfolio	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$7 a month yearly for Basic, $11.50 for Professional and $20 for Advanced. That is just above the cheaper quarter of $6.75, and selling starts on the middle plan.
Free plan and trial	C	A free trial with no card, but no free plan.
Features	C	Site and blog, client galleries, selling prints and digitals, and AI tagging. The gaps are in the extras: booking is $10 a month on Basic and Professional, and storage stops at 15 GB and 150 GB.
Ease of use	C	No rating on record. You build the site from templates and set up galleries and a store.
Platforms and integrations	B	Web only, with Lightroom, Stripe, PayPal, Apple Pay, Google Pay and print labs.
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 Zenfolio is for

- ✓ Fits if you deliver galleries to clients and want a site on the same plan
- ✓ Works for photographers who sell prints through a lab

Who it is not for

- ✗ Pricey if you sell: a Zenfolio commerce fee comes on top of Stripe's 2.9% + $0.30 or PayPal's 3.49% + $0.49
- ✗ Tight if you shoot a lot, with 15 GB on Basic, 150 GB on Professional and extra storage sold as an add-on
- ✗ Watch out: booking and scheduling cost $10 a month extra on Basic and Professional
- ✗ Watch out: refunds are a courtesy within 30 days, and monthly plans are not refunded
- ✗ Watch out: the page also showed a 60% first-year sale, so check the price at checkout

Good to know

Good for

- Portrait, wedding and event photographers who deliver galleries to clients
- Photographers who want one bill for site, storage and print sales
- Sports and school photographers handling many sessions

Worth knowing

- Selling adds a Zenfolio commerce fee plus payment processing (Stripe 2.9% + $0.30, PayPal 3.49% + $0.49), and downloads carry a small per-file fee.
- Booking and scheduling costs $10 a month extra on Basic and Professional.
- Refunds are described as a courtesy within 30 days of signup or annual renewal; monthly plans are not refunded.
- Storage is 15 GB on Basic and 150 GB on Professional, with extra storage sold as an add-on.

What it costs

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

$7
A month to start

Zenfolio is a paid product with a free trial, starting at $7 per month, billed annually ($9 billed monthly).

> **A free trial with no card, but no free plan.**
>
> From our grade for free plan and trial

BASIC

$7

per month, billed annually ($9 billed monthly)

15 GB storage (about 4,500 photos), HD video, unlimited client galleries, custom website, 500 SMS deliveries a month and 3 custom watermarks.

PROFESSIONAL

$11.50

per month, billed annually ($23 billed monthly)

150 GB storage, selling of prints and digitals, branded store, 2,500 SMS a month.

ADVANCED

$20

per month, billed annually ($40 billed monthly)

Unlimited JPEG storage plus 150 GB of video with 4K, booking and scheduling included, 5,000 SMS a month.

Trying it first

Free trial, no credit card required

Read from zenfolio.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save about 22 to 50% with annual billing

Zenfolio lists annual prices of $7, $11.50 and $20 a month against $9, $23 and $40 on monthly billing.

Stated on zenfolio.com

OTHER SAVINGS

Cyber November sale: 60% off first year

The page advertises 60% off the first year of an annual Professional or Advanced plan, to be claimed by November 25 (2026).

Stated on zenfolio.com

What it does

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

1

Place it runs: Web

Photographer websites, client galleries and print sales in one plan. Here is what it does, as its own site describes it, and what it covers: AI features, templates, file sharing, appointment booking, online store, digital downloads, print on demand.

> **Site and blog, client galleries, selling prints and digitals, and AI tagging.**

From our grade for features

Customizable website and blog

Build a photographer site from templates and blocks, with a custom domain, blogging and built-in SEO settings on every plan.

Client galleries and proofing

Unlimited client galleries with favorites, comments, watermarks and delivery of files, including by SMS.

Selling prints and digitals

Professional and Advanced plans sell prints, digitals and packages from a branded store, with lab fulfillment or self-fulfillment.

Booking and scheduling

Calendar, invoicing and online payments for sessions. It is a $10 a month add-on on Basic and Professional and is included in Advanced.

Volume tools for events

Volume Wizard and QR code workflows for sports, school and event jobs: up to 5 uses on Professional, unlimited on Advanced.

AI tagging and culling

AI gallery descriptions and image tagging; AI culling through PhotoRefine is a $7 a month add-on and included in Advanced.

Where it runs

Web

What it works with

Lightroom
Stripe
PayPal
Apple Pay
Google Pay
Miller's
Mpix
Bay Photo

Zenfolio is made by Zenfolio.

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

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

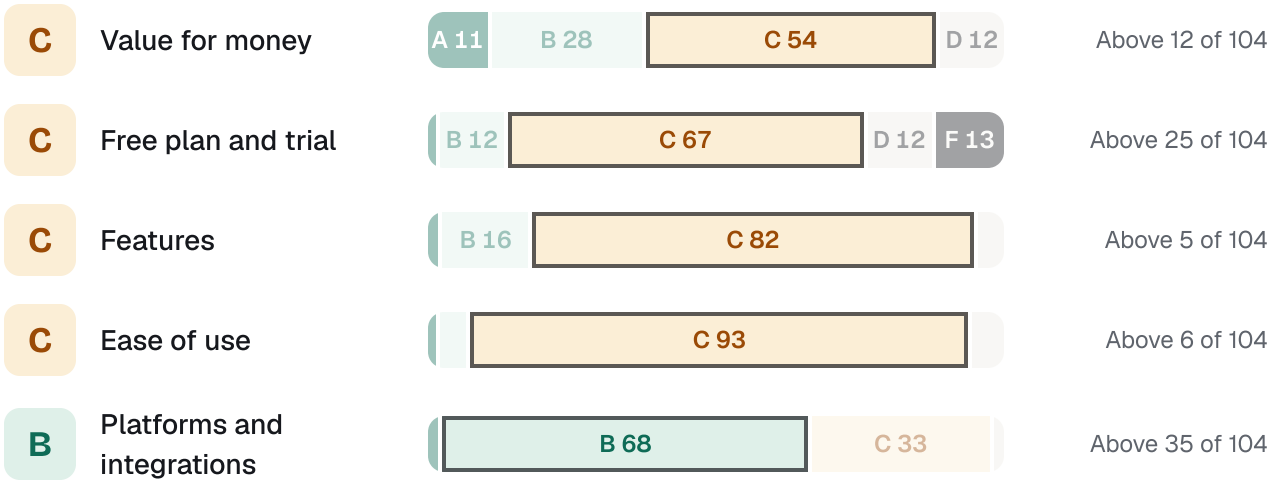
It stands best on platforms and integrations (B, above 35 of 104) and worst on features (C, above 5).

Its paid plans start at $7 a month, against a middle price of $11.50 for the category: 24 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

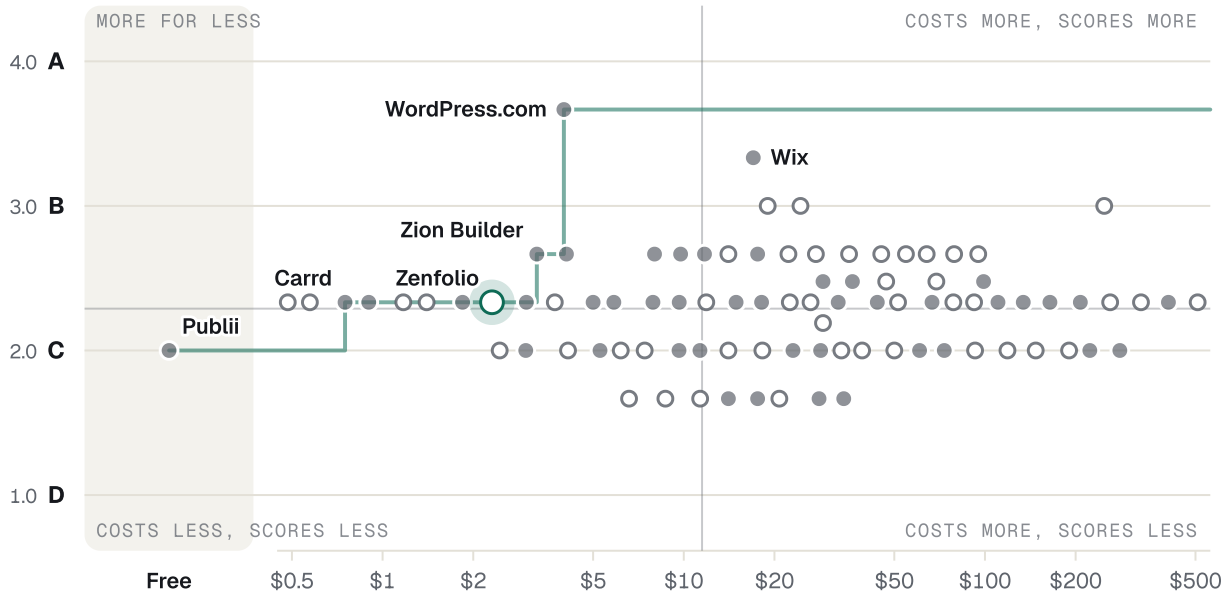
Each grade against the category

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

It costs $84 a year.

What you could make

- Templates, digital downloads and appointment booking: 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, Lightroom, Stripe and PayPal among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Zenfolio'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, Pixpa, PhotoDeck, Pic-Time and Format

The 5 tools Zenfolio 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.
- Zenfolio also covers appointment booking and print on demand.
- SmugMug also covers no-code.

Zenfolio and SmugMug compared in full

2.2 GPA

Pixpa

Free trial · from $5.40/mo

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

- Zenfolio also covers appointment booking and print on demand.
- Pixpa also covers popups.

Zenfolio and Pixpa compared in full



2.0
GPA

PhotoDeck

Free trial · from $12/mo

Photographer websites with client galleries and print sales.

- Zenfolio also covers templates and appointment booking.

Zenfolio and PhotoDeck compared in full



2.4
GPA

Pic-Time

Free plan · from $7/mo

Client galleries and a print store for photographers.

- Pic-Time has a free plan. Zenfolio does not, though it has a free trial.
- Only Pic-Time lists iOS and Android apps.
- Zenfolio also covers templates, appointment booking and digital downloads.

Zenfolio and Pic-Time 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.
- Zenfolio also covers appointment booking, online store, digital downloads and print on demand.
- Format also covers no-code.

Zenfolio 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 Zenfolio free?

No, Zenfolio is a paid product, but you can try it first. Free trial, no credit card required.

How much does Zenfolio cost?

Zenfolio lists 3 plans. Basic: $7 per month, billed annually ($9 billed monthly).

What platforms does Zenfolio work on?

Zenfolio is available on Web.

Does Zenfolio offer any discounts?

Zenfolio publicly lists the following: Save about 22 to 50% with annual billing; Cyber November sale: 60% off first year.

Does Zenfolio have an Android app?

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

Does Zenfolio have an iPhone app?

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

Is Zenfolio open source?

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

What does Zenfolio integrate with?

Zenfolio's listing names Lightroom, Stripe, PayPal, Apple Pay, Google Pay, Miller's, Mpix and Bay Photo.

Who makes Zenfolio?

Zenfolio is made by a company of the same name.

What are the alternatives to Zenfolio?

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

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

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

Is Zenfolio good value for money?

ToolGPA grades Zenfolio C for value for money. Its paid plans start at $7 a month, against a middle price of $11.50 for the category: 24 of the 89 others that charge start lower.

Could I make my own version of Zenfolio?

To replace Zenfolio 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 Zenfolio'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 Zenfolio'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 Zenfolio. Prices change, so check zenfolio.com before you buy.

zenfolio.com/plans-pricing/

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

Zenfolio, kept up to date

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

toolgpa.com/tools/zenfolio

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, "Zenfolio: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/zenfolio
```

Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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