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Further, having a real, dedicated site makes a business seem more authoritative and trustworthy than a Facebook or Tumblr presence can on its own (though you should certainly also consider those services as elements of your online presence). It's as much an opening ante in the business world as having a business card for your company.

Building your own website used to require a lot of tech wizardry, including knowledge of servers, HTML, FTP, site registrars, and web hosting services. Thankfully, website builders make the process super simple. The services included here let you make a well-designed, mobile-friendly site with minimal technical knowledge. They can take a small or sole proprietor business to profitability via buy links, online stores, and other money-making options.

Larger businesses spend thousands of dollars on custom-designed and programmed sites. While still a strong choice for basic users, Duda is pivoting toward teams and agencies needing custom, expensive enterprise software as a service. However, there's no need for smaller organizations and individuals to go to that kind of expense. For about \$10 per month (or around \$25 if you're selling products) and a few hours of your time, the DIY services included here can help you create a unique, eye-catching website.

Several of the website builders included here offer free options, too. If you choose that path, your site will include branding from the provider, which makes your site less impressive to savvy surfers and shoppers. Free offerings vary greatly in the storage, bandwidth, and site options they allow, so read the small print to find out how much you get with each web host. Strikingly, Weebly, and Wix are among the most generous with their free offerings. For more, check out the best free website builders.

Many website builders offer AI-powered tools. They let you enter social accounts and other personal or business info and automatically deliver a no-work website. Wix's ADI (artificial design intelligence) tool even impressed a professional designer acquaintance with its results. These tools are only growing more capable as they implement generative text functionality similar to ChatGPT.

Site builders, including Dorik, GoDaddy, Hostinger, Squarespace, and Wix, have AI tools that let you enter a prompt to create themed designs, blocks of descriptive text, effective marketing strategies, or even the entire site. You can (and should) tweak the elements from there, but AI can save you time and money.

Responsive design is a popular web design strategy used by some website builders. This approach reformats the web page content to fit different screens. But in terms of search engine optimization (SEO), the search engines only care about whether a site suitably displays on mobile screens. Bing and Google have pages where you can enter your URL to see if your site functions well on mobile.

Simvol, uKit, and Weebly's strict response approach means you have no control over the mobile view. Ucraft and Wix, by contrast, offer a mobile site preview and let you make customizations that only apply to mobile viewing. For example, you may want a splash page to welcome mobile viewers or leave out an element that doesn't work well on smaller screens.

Note that we reviewed WordPress as a website builder, but its three-star rating doesn't quite qualify it for inclusion in this roundup. Instead, consider a WordPress-centric site builder like Bluehost.

Since 2004, I've penned gadget- and video game-related nerd-copy for a variety of publications, including the late, great 1UP; Laptop; Parenting; Sync; Wise Bread; and WWE. I now apply that knowledge and skillset as the Managing Editor of PCMag's Apps & Gaming team.

In 2013, I started my Ziff Davis career as an intern on PCMag's Software team. Now, I'm an Analyst on the Apps and Gaming team, and I really just want to use my fancy Northwestern University journalism degree to write about video games. I host The Pop-Off, PCMag's video game show. I was previously the Senior Editor for Geek . I've also written for The A.V. Club, Kotaku, and Paste Magazine. I'm the author of a video game history book, Video Game of the Year, and the reason why everything you know about Street Sharks is a lie.

Wix has nearly everything you could want from a website builder. An intuitive interface lets you create beautiful pages from hundreds of available templates. Widgets and mobile-specific tools add flexibility and functionality. Robust e-commerce tools let businesses sell memberships and digital downloads. And excellent uptime ensures that your site will be online.

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