Shopify Website Builder & 10 Best Shopify Page Builder Apps

In this article, we will teach you what a Shopify website builder is. We will also cover what a Shopify website builder app is and why you should use one to create your online store, instead of the standard Shopify website builder. We will also inform you why the [Best Shopify Developers](#) all opt to use a Shopify website builder to grow their brands. We have also gone through the trouble of trying out all the website builder apps that you can use on Shopify, and we've covered all their strengths and weaknesses so that you have an easy time picking the perfect one for you!

Shopify is a tool designed to build online stores. Therefore, when you hear the word 'eCommerce' people immediately think of Shopify. Buying online is part of our everyday lives. According to research done in the United States. Roughly 75% percent of the population has at one point bought something online. And that number is predicted to grow by around [13 percent by the year 2025](#). People who do not capitalize on this will be left behind.

Now, even though Shopify's page-building tools were designed to help anyone create a beautiful website, with little to no website-building knowledge, not everyone that creates a webstore via Shopify succeeds. Why is that?

While some may argue that the product or products weren't good, others might argue that the marketing strategy wasn't executed well, which are all real challenges that need to be overcome to succeed.

The main issue is creating a beautiful webstore that captivates your audience and encourages them to bond with your brand and ultimately make a purchase.

That is no simple task, which is why so many online stores fail from the get-go.

This is where Shopify Website Builder Apps come to our rescue.

What is a Shopify Page Builder App?

A Shopify Page Builder App is a third-party software that you can use on the Shopify platform. It is a plugin that allows you to create new web pages for your store. But unlike the standard website builder that Shopify offers, these apps offer much more freedom and more features when building online stores. And the best thing about this is that they do not add to the complexity, they just add more.

Almost all page builder apps have a drag-and-drop feature where you simply drag items onto a template to build your website.

So, in short, they are applications created to help build beautiful and captivating online stores on Shopify. There are a dozen of them out there, so it might be intimidating going through all of them, trying to see which one I like the best and what each offers.

Luckily for you, we have done all that research, so you wouldn't have to.

Why should you use a Shopify Page Builder App?

The base Shopify website builder is extremely easy to use. But with its ease of use also come limited features. If you want your store to look or function a certain way that is beyond what the basic Shopify website builder offers, you'll have to look towards third-party apps.

Shopify website builder apps each offer more features than what you would get with the standard builder that Shopify offers. They give the shop owner additional freedom of creativity.

Does that mean that the shop owner needs to be tech-savvy?

No. Not at all.

While some of the page-building apps do offer additional customization through code, that is only an extra feature for those that want to bring the customization even further. In most cases, however, further customization is really not needed, because of all the extra templates and built-in elements that you can add to your online store.

Here are some key features of why everyone should opt for one of the page-building apps that you can use with Shopify:

- **Drag and Drop:** It's never been easier to build your online store. You simply choose an element, click it, drag it toward where you want it, and drop it. It's as simple as that. Avoid the clunkiness and limitations that you get with the basic Shopify website builder and make it not only better but also easier.

- **Additional Integrations:** If you want your online store to stand out and maximize its efficiency, you'll need extra features like score ratings, chats, trust badges for your buyers, and review forms. All those things would otherwise be difficult to implement. With Shopify building apps, it is as easy as choosing what you want and clicking one button.

- **Customer Service:** The best page builders make it simple to incorporate the features your website needs. This may include a third-party solution, such as a Shopify Social Proof app, trust badges, integrated forms, or a customer reviews platform. That is why there is frequently a distinct library of 'third-party components' to pick from.

- **24/7 Support:** Even if you find yourself at a junction, not sure where to go next, almost all Shopify website builder apps offer 24/7 customer service support.

- **Bounce rate reduction:** If you care about organic traffic, then bounce rate is important. It is one of many ways Google checks whether your online store is something that the user finds interesting or not. If you get the user to engage with your online store in more ways, you'll encourage them to stay on your website longer and even explore a bit. These page builder apps offer numerous ways for you to increase that user engagement and thereby reduce the bounce rate.

- **Higher Sales**: If your online store looks professional and generally like a nice place to be – the customer will be more inclined to convert into a buyer. Building a stunning-looking website is not only easy, but with page builder apps – it can also be fun!

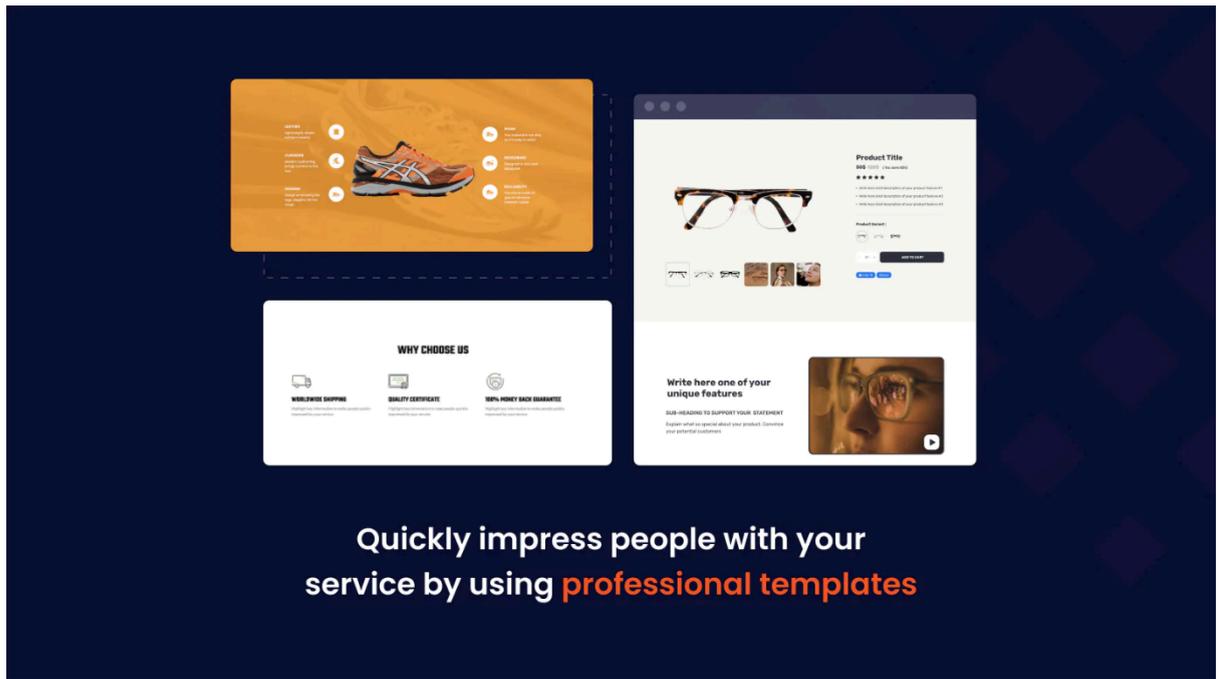# Top 10 Shopify Page Builder Apps

The number of online stores has never been greater. And Shopify is still the leader among its competitors. If you want to build an online business – you will likely use Shopify.

As its popularity continues to steadily grow, so does the number of developers that keep inventing innovative and creative tools for online store builders to use. In 2022 there is a significant increase in third-party website builders that you can use via Shopify. We will not go through all of them, since many of them are still in their infant phase and no one really knows how they'll hold up over time.

We went and used a dozen of them and decided to share 10 Shopify website builder apps that we found either best or most interesting.

Here are 10 of the best Shopify website builder apps that you can use to help grow your business:

1) 🔷 **Pagefly**

Overall Rating: *4.9*
5 Star: 6497 (94%)
4 Star: 251 (3%)
3 Star: 33 (1%)
2 Star: 30 (1%)
1 Star: 78 (1%)

GET ON SHOPIFY NOW!

Pricing Plans:

FREE	SILVER	GOLD	PLATINUM
0$/month	24$/month	29$/month	199$/month*
All app features	All app features	All app features	All app features
24/7 live chat support	24/7 live chat support	24/7 live chat support	24/7 **priority** support (live chat & **video call**)
Limited tracking sessions	Limited tracking sessions	Limited tracking sessions	**Unlimited** tracking sessions
1 publishable slot included	Up to 10 publishable slots included	Up to 20 publishable slots included	**Unlimited** publishable slots included
	All available integrated tools	All available integrated tools	All available integrated tools
	All templates	All templates	All templates
			Speed optimization support

The PLATINUM plan is available at 165.83$/month if you choose the one-time-pay annual option at 1990$.

If you know anything about Shopify, then you've likely heard of PageFly. It is the most popular page builder app that you can use on Shopify. In fact, it is responsible for the creation of over 50,000 pages across thousands of eCommerce stores.

It comes with a very professional design and its overall rating and the number of 5-star reviews reflects that. If you read some of the reviews, you will notice that most of them praise its ease of use and very user-friendly interface.

If you have a big business planned, we suggest you consider the pricey 'Platinum' plan at a whooping 199 USD per month. If you are planning for something big, then you are undoubtedly also planning for success. And if that is the case, you will want your online store to stick for much longer than one
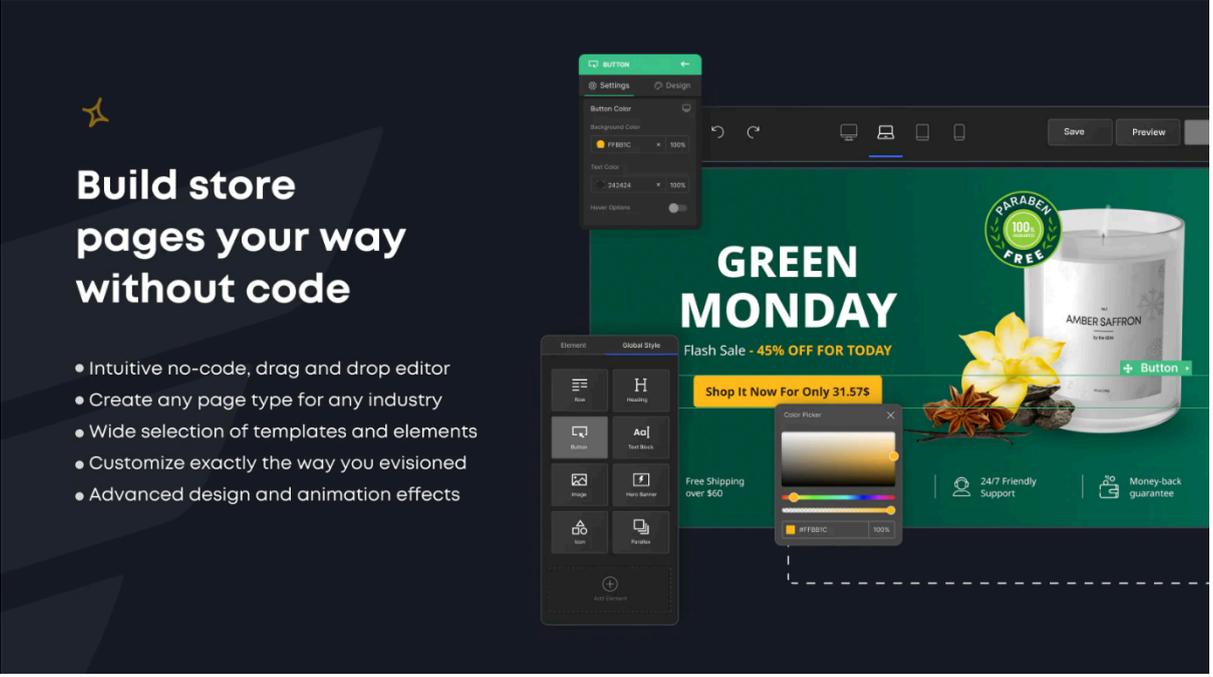
year.

Even though it might seem like a huge upfront investment, if you decide to pay the one-time annual fee, you will end up with a much better deal in the long run.

What PageFly offers:
- ✔ A drag-and-drop mechanism that is simple to use
- ✔ It is completely compatible with other popular applications like Loox, Mailchimp, and Yotpo.
- ✔ With PageFly you can fine-tune via code
- ✔ 24/7 support to help you with any issue you might encounter while building your online store.

2) 🔰 GemPages

Overall Rating: 4.9
5 Star: 2841 (95%)
4 Star: 77 (2%)
3 Star: 19 (1%)
2 Star: 16 (1%)
1 Star: 39 (1%)

GET ON SHOPIFY NOW!

Pricing Plans:

STARTER	BUSINESS	ADVANCED
15$/month	29$/month	59$/month
Unlimited pages	Unlimited pages	Unlimited pages
2 page types	All page types	All page types
60+ basic templates	10+ pro templates	10+ pro templates
E-mail support	Live support	**Priority** support
SEO optimization	SEO optimization	SEO optimization
	Custom code	Custom code
	A/B testing	**Advanced** A/B testing
	Sticky add to cart	Sticky add to cart
		Page scheduling

***10-day FREE trial offered*

With GemPages, you may design your page from the start by dragging and dropping pieces, it is almost like playing with Lego. It is very easy to use. In fact, it is so easy that it will even motivate you to the point that you'll strive to create the best possible online store out there.

You can also alter existing templates to suit your exact needs. Its broad library of templates, page components, and functionality serves as the foundation for every visually appealing, high-converting store page.
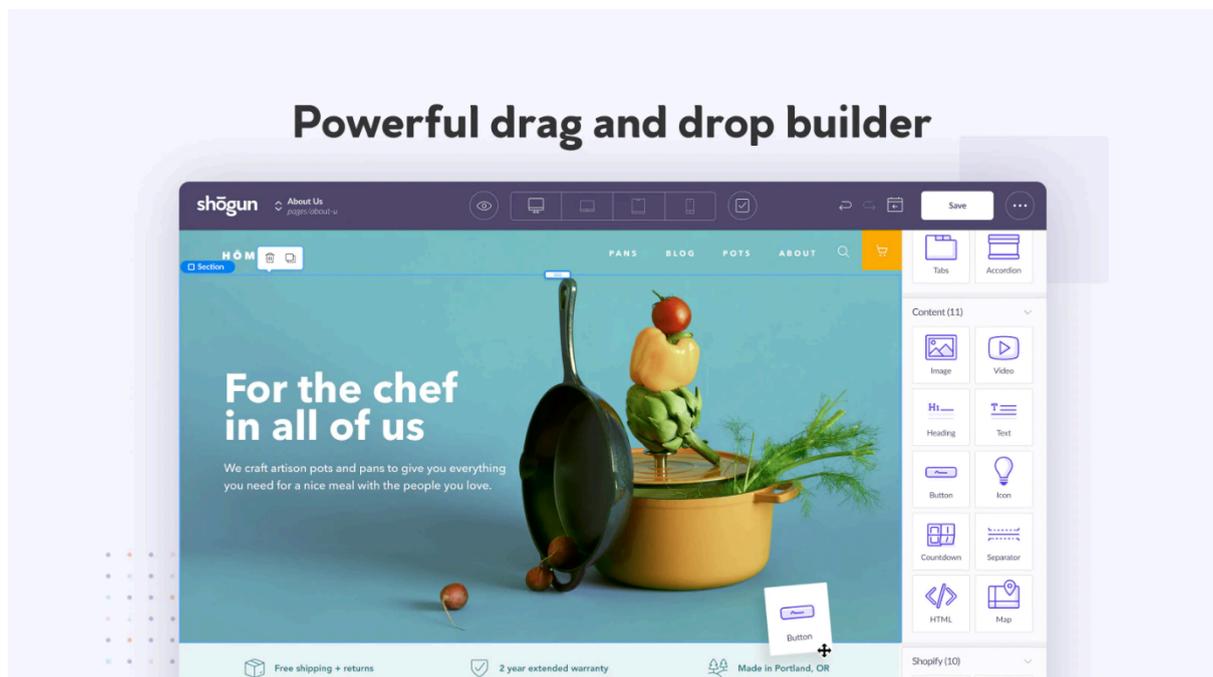
If anyone tells you that the look of your store is not that important, you'll be able to change their mind by showing them your conversion rates. Beautiful and captivating online stores are a proven way to boost sales and spread your influence by word of mouth.

Amazing-looking stores are also more likely to get repeat buyers. And GemPages is a very powerful tool that allows you to create a store the way you want to, without many limitations.

What GemPages offers:
- ✔ No coding required
- ✔ You get an extremely easy drag-and-drop feature
- ✔ 100+ page components and 60+ templates for every need
- ✔ Marketing toolkits and conversion enhancers
- ✔ Integrations with over 30 popular Shopify applications
- ✔ Dedicated customer service support for 'Advanced' users

2) Shogun

Overall Rating: 4.8
5 Star: 2683 (90%)
4 Star: 183 (6%)
3 Star: 21 (1%)
2 Star: 21 (1%)
1 Star: 51 (2%)

Pricing Plans:

FREE	BUILD	MEASURE	TEAM
0$/month	39$/month	149$/month	299$/month
Access free templates	30+ page templates	30+ page templates	30+ page templates
Email support	Email support	Live chat support	Bookable **video support**
Publish 1 page	Publish 25 pages	Publish 250 pages	Publish **500** pages
	All elements	All elements	**Custom** elements
		Analytics suite	Analytics suite
		Content Scheduling	Content Scheduling
			Data Collections

Shogun is also a very popular Shopify page builder app. It is a bit more oriented toward getting organic traffic compared to other apps.

It offers many SEO tools, has analytics built-in, it is very mobile-friendly. On average 50% of the traffic you receive will come from a mobile device. You want to make sure your store runs without issues and looks good doing it. All those factors are important when you want people to find your store more likely on search engines such as Google.
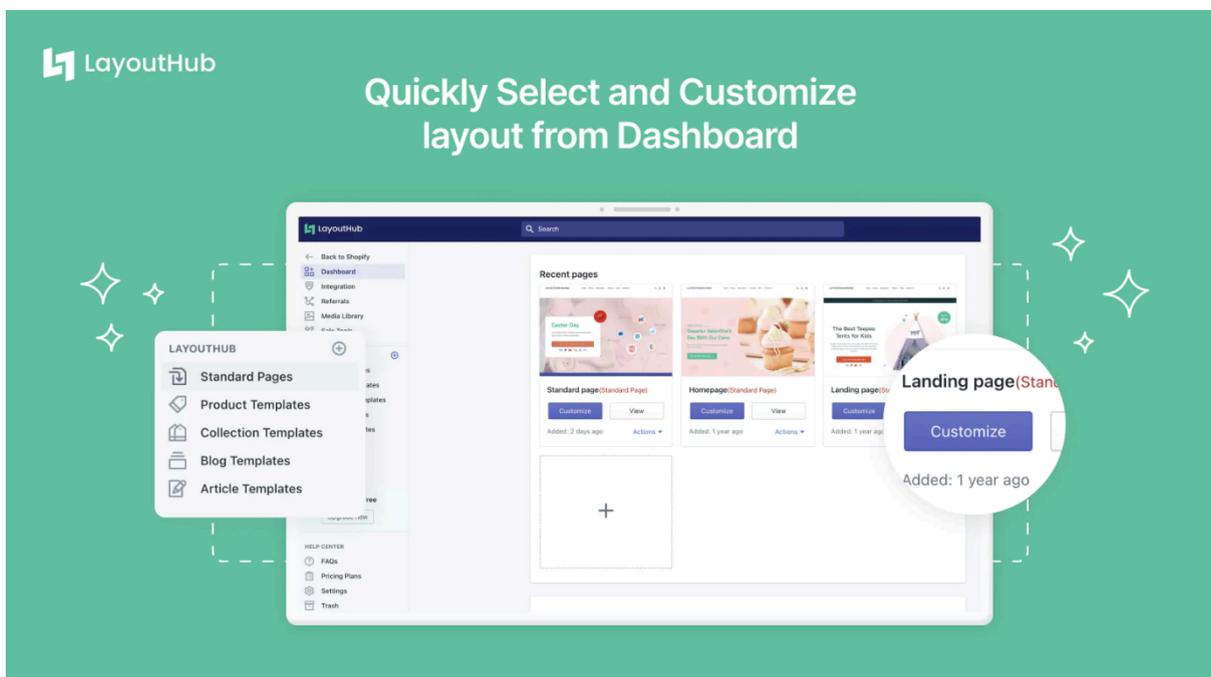
Its 'Measure' and 'Team' subscriptions enable store owners to track the success of their sites via click-through rates, conversion rates, bounce rates, and other metrics. Shogun's high tier plans also include A/B testing which is critical in reliably making the most optimized changes to your store to increase sales stats all over the board. While these benefits come at a high cost – you know exactly what you're paying for.

If you are a small business, then the high cost of their premium plans might be a deal breaker for you. However, if you are a big enterprise, then Shogun is likely the Shopify website builder app of your choice.

What Shogun offers:
- ✔ SEO tools
- ✔ Mobile-friendly
- ✔ Analytics are built-in
- ✔ Scheduling page publication
- ✔ Email support and live chat help
- ✔ A/B testing and split testing in premium plans

3) ⬛ LayoutHub

Overall Rating: 4.9
5 Star: 2392 (96%)
4 Star: 51 (2%)
3 Star: 8 (1%)
2 Star: 5 (1%)
1 Star: 13 (1%)

Pricing Plans:

FREEMIUM	BASIC	PRO	PREMIUM
0$/month	14.99$/month*	29.99$/month*	59.99$/month*
Footer branding	No footer branding	No footer branding	No footer branding
Use all premium layouts	Use all premium layouts	Use all premium layouts	Use all premium layouts
Email support	Live support	Livechat support	Livechat support
3 page limit	10 page limit	50 page limit	**Unlimited** pages
	10 autosave drafts	50 autosave drafts	**100** autosave drafts
	Support customize	Support customize	Support customize
		Lazyload images	Lazyload images

All three paid plans offer reduced monthly costs if you choose to go for a one-time annual payment option.

Designing an online store can sometimes be both time-consuming and frustrating. If you're finding yourself in this scenario, then LayoutHub is likely the Shopify website builder app for you.

It offers considerably fewer features than other more popular, and more expensive website builders, but it still offers much more than the standard one that Shopify has.

LayoutHub works as a block builder, where you still have the drag-and-drop features, but it is more focused on prebuilt elements and less focused on complexity.

There are however a great number of elements that you can use, so your online store will still look astonishing if you put in the work – the upside is that you won't have to make so many micro-decisions along the way.
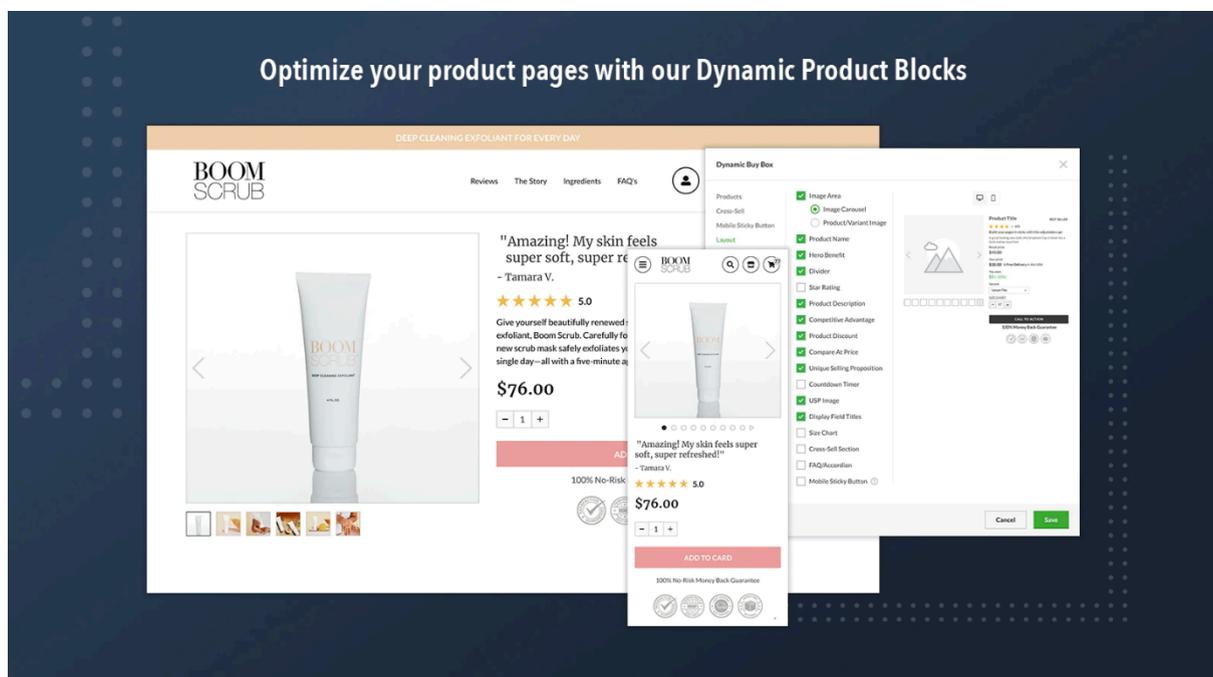
And for people that focus too much on little details and have trouble deciding if a button should be one shade of a certain color or a slightly different one – this page builder is a breath of fresh air.

If this is your first time creating an online store, then LayoutHub is a superb option for you.

What LayoutHub offers:
- ✔ A large template library with wonderful designs
- ✔ Template blocks to import onto your page
- ✔ Live chat and email support
- ✔ A very affordable premium plan
- ✔ A great option for a 'first project'

4) Zipify

Overall Rating: 4.8
5 Star: 553 (89%)
4 Star: 32 (5%)
3 Star: 6 (1%)

2 Star: 7 (1%)
1 Star: 22 (4%)

Pricing Plans:

BASIC	PLUS
67$/month	97$/month
Unlimited pages	Unlimited pages
Countdown timers	Countdown timers
Light boxes	Light boxes
E-mail & chat support	E-mail & chat support
Mobile optimized	Mobile optimized
250,000 monthly page views	**500,000** monthly page views
	Split testing
	Shopify blog Integration
	Scheduled page publishing

14-day FREE trial offered

Compared to previous entries on this list, Zipify is without question a lesser-known page builder. We've noticed a high percentage of 1-start reviews and at first glance that is a bit alarming. After further investigation, you quickly concluded that 1-star and 5-start reviews can both give a false image of a product, and do not necessarily reflect what this product is about.

Zipify offers a 14-day free trial. And that is good if you want to see what this page builder offers. But you can't run a successful business on a trial, let alone in 14 days. You will have to choose one of the two options offered – and both are a bit pricey.

For the money you pay, you will receive an amazing page builder that has some features it pioneers over its competitors. Nifty tools like countdown timers and purchase boxes all give your online store some extra flavor and help it to stand out among thousands of others.
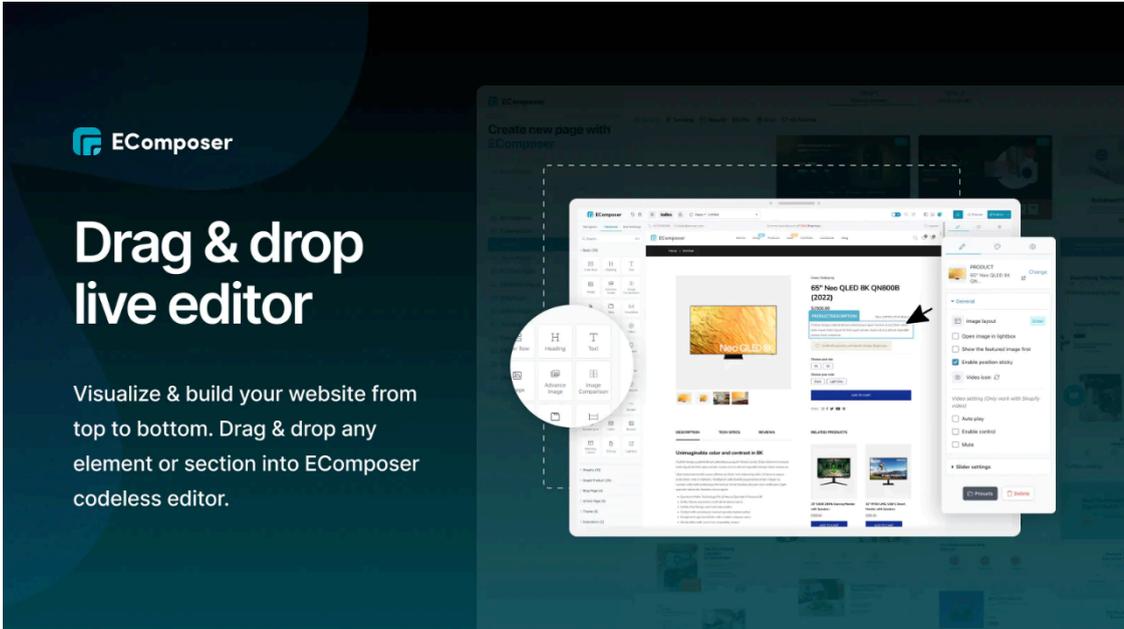
You will also get the technical and SEO aspects of a page builder with its mobile optimization and blog integration, to ensure that organic traffic keeps on coming.

Zipify is perhaps underappreciated and is currently overshadowed by more popular website builders out there, but in our opinion, this one is a rough gem just waiting to be polished. This website builder app has huge potential, and only time will tell if it skyrockets in popularity in the upcoming years.

What Zipify offers:
- ✔ Simple drag-and-drop system
- ✔ Purchase boxes to display product comparisons
- ✔ Countdown timers
- ✔ Blog integration
- ✔ A/B testing
- ✔ Split testing pages load quickly for users that have the 'Plus' plan

5) EComposer

Overall Rating: 5.0
5 Star: 708 (99%)
4 Star: 7 (1%)

3 Star: 0 (0%)
2 Star: 0 (0%)
1 Star: 0 (0%)

Pricing Plans:

FREE	BASIC	PRO	PREMIUM
0$/month	14.99$/month	29.99$/month	59.99$/month
Access to free templates	Access to all templates	Access to all templates	Access to all templates
Create 3 pages	Create 15 pages	Create 50 pages	Create **100** pages
Live support	Live support (priority)	Live support (priority)	Live support (priority)
Blog & article page	Blog & article page	Blog & article page	Blog & article page
Google font	Custom font	Custom font	Custom font
Access to free extension	Access to free extension	Access to all extensions	Access to all extensions
	Access to free sections	Access to all sections	Access to all sections

EComposer immediately stands out with its clean 5.0 average rating and zero number of 3, 2, and 1-star reviews. Even though the number of reviews is coming to 1000. That either means that the reviews were given by bots, or that this page builder is near-perfect.

Even the 'Free' package offers everything you could need to build an online store business. There are benefits to choosing one of the paying options.

EComposer gives a clean, fast, and smooth vibe. Even though it offers a lot of features, it is still very easy to use, even for a first-time user.
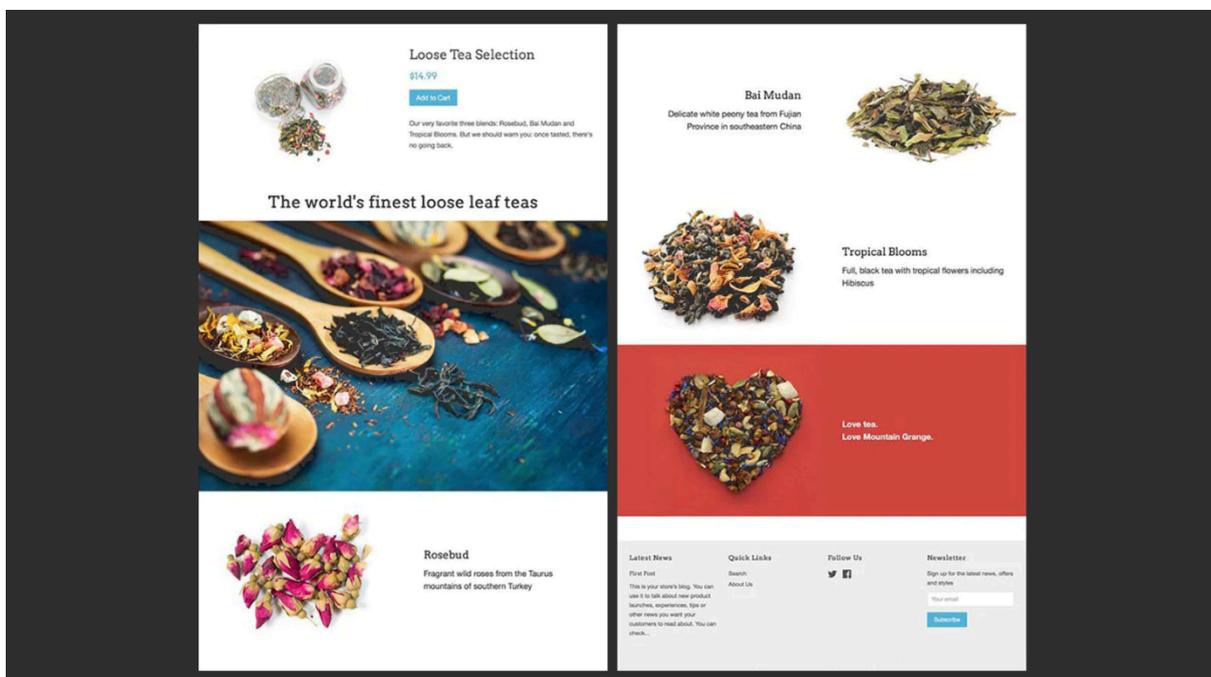
Live customer support is available for any package, but you will have priority if you have one of the paid plans.

If you went through the list of all 10 Shopify website builder apps, and still have trouble deciding which one to use – then we suggest you go with EComposer. It is a very safe choice, and you can always upgrade to one of the paid options if you see the need for the extra features.

What EComposer offers:
- ✔ Drag and drop building
- ✔ Offers many features
- ✔ Live chat support for all packages
- ✔ Affordable pricing
- ✔ Very easy and straightforward to use

7) 🅷 Hypervisual

Overall Rating: 4.9
5 Star: 122 (96%)
4 Star: 2 (2%)
3 Star: 0 (0%)

2 Star: 0 (0%)
1 Star: 3 (2%)

Pricing Plans:

MERCHANT	PRO	ULTIMATE
9.95$/month	24$/month	49$/month
Unlimited blog posts	Unlimited blog posts	Unlimited blog posts
Email Support	Email Support	Email Support
Up to 25 active pages	Up to 75 active pages	**Unlimited** active pages

*14-day FREE trial offered

Hypervisual, with its name, hints that it is focused on the visuals. This website builder is an excellent option if you are all about the first impression. Beautifully designed landing pages, email-opt-in pages that encourage the buyer to sign into your email list, and high-resolution images and videos from the get-go to help you impress your coming buyers and have them leave satisfied with a sense of awe.

Hypervisual integrates with popular email services such as Klaviyo and Mailchimp.

This website builder will help you create an extremely optimized and fast web store. Along with the unlimited blog post option in all three available options – it is very SEO friendly and will help you get found on Google more easily.
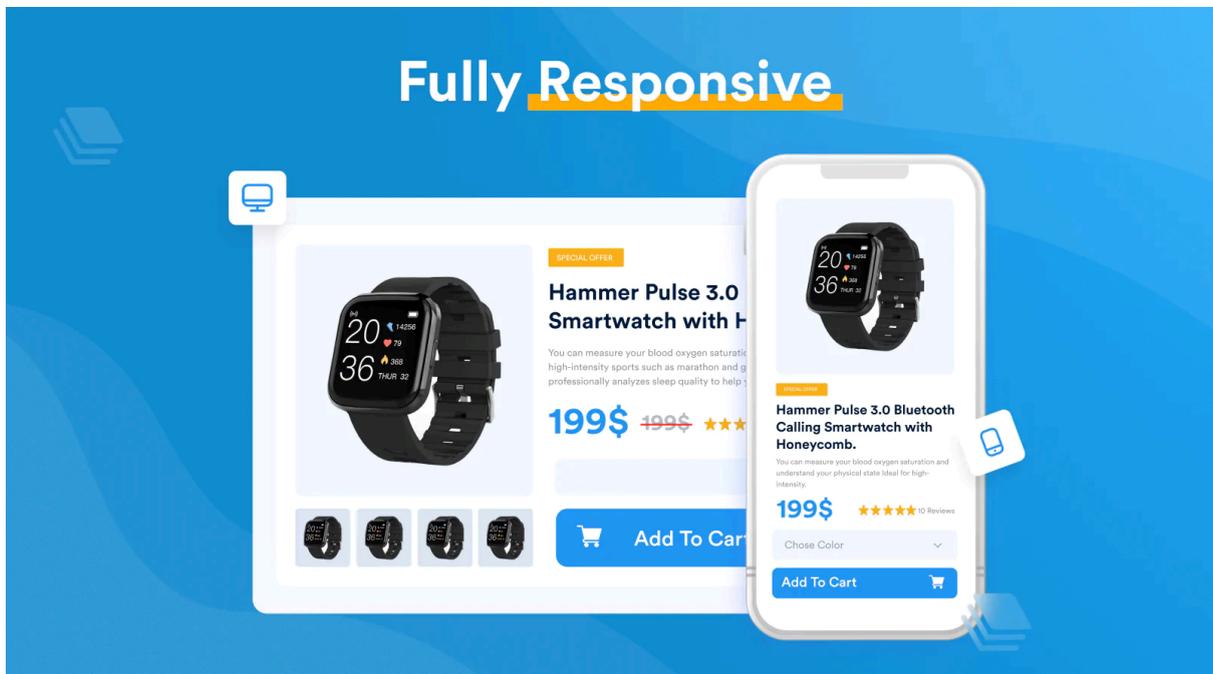
The pricing is also very affordable, so there is no reason not to go for at least the 'Merchant' package. If you like it, you can always upgrade!

Support is rather limited, as there is no live chat option, but email support only. It is quick to respond, however, and we've found the answers to be very helpful.

What Hypervisual offers:
- ✔ Easy to build a beautiful design
- ✔ SEO optimized
- ✔ Very affordable price
- ✔ Very fast page speed
- ✔ Offers tools and features to engage with the audience

8) Zeno

Overall Rating: *4.9*
5 Star: 173 (98%)
4 Star: 1 (1%)
3 Star: 0 (0%)
2 Star: 0 (0%)
1 Star: 3 (1%)

Plans:

COMMUNITY	STARTER	PROFESSIONAL
0$/month	19$/month	29$/month
1 landing page	Unlimited landing pages	Unlimited landing pages
1 blog post	Unlimited blog posts	Unlimited blog posts
SEO optimization	SEO optimization	SEO optimization
Email support	Live chat support	Live chat support
		Unlimited product pages
		Unlimited collection pages
		Design cart page / 404 page

7-day FREE trial offered

Zeno is a website builder that offers pretty much everything a premium app has to offer. You won't get fancy A/B testing tools, data collections, or analytics integrated into the page builder, but you can always get those from other apps.

This website builder doesn't have as many templates as some other website builders that we've listed have, but it is extremely effective, and it comes at a very low price point considering everything that you get.

If Zeno keeps up the good work and pushes out more updates, you are looking at a superstar in making.

Zeno is super easy to use. If you have zero website-building experience and know nothing about writing web code – Zeno is the app you should start with.

The best thing about Zeno is not its page-building features, but its customer service. If you go for either of the two paid subscriptions, you'll get both email and live chat support. They are very fast to respond and are very helpful in guiding you with your project. If this is the first time you are building a webstore and are not sure what to do – Zeno's support team will help you clear all the uncertainty you might have.

What Zeno offers:
- ✔ Amazing customer service
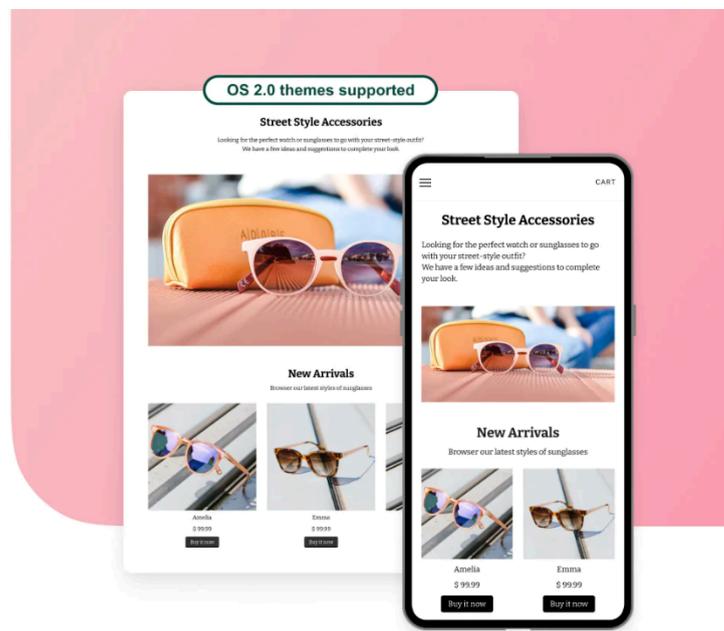- ✔ SEO optimized
- ✔ Low cost
- ✔ Very newbie-friendly

9) Automizely

Build for Shopify

The most powerful page builder with the most intuitive drag-and-drop editor to optimize your Shopify store.

- Compatible with all themes
- Compatible with Online Store 2.0
- Sync existing Shopify pages easily
- Customize with drag-and-drop editor
- SEO and speed optimized

automizely page builder

Overall Rating: 4.9
5 Star: 1360 (93%)
4 Star: 59 (4%)
3 Star: 7 (1%)
2 Star: 1 (1%)
1 Star: 24 (1%)

Pricing Plans:

FREE	ESSENTIALS	PRO
0$/month	35$/month*	95$/month*
1 page	25 pages	**150** pages
Basic page templates	Basic page templates	**Pro** page templates
Full library of elements	Full library of elements	Full library of elements
Lazy Loading	Lazy Loading	Lazy Loading
24/7 live chat support	24/7 live chat support	24/7 live chat support
	Stickly add to cart wiget	Stickly add to cart wiget
	5 saved sections	5 saved sections

*7-day FREE trial offered
*Both paid plans offer reduced monthly costs if you choose to go for a one-time annual payment option.

Automizely has a great free plan, even though it limits you to only 1 page. This option is often used to create captivating landing pages for short-term projects at no extra cost.

If you want to expand in the number of pages area, you'll have to settle for one of the two paid options. The premium option will give you access to professional templates and to a whopping 150 pages.

If you feel that 150 is a bit much for your current project, then the 'Essentials' package is perfect.

Pricing Plans:

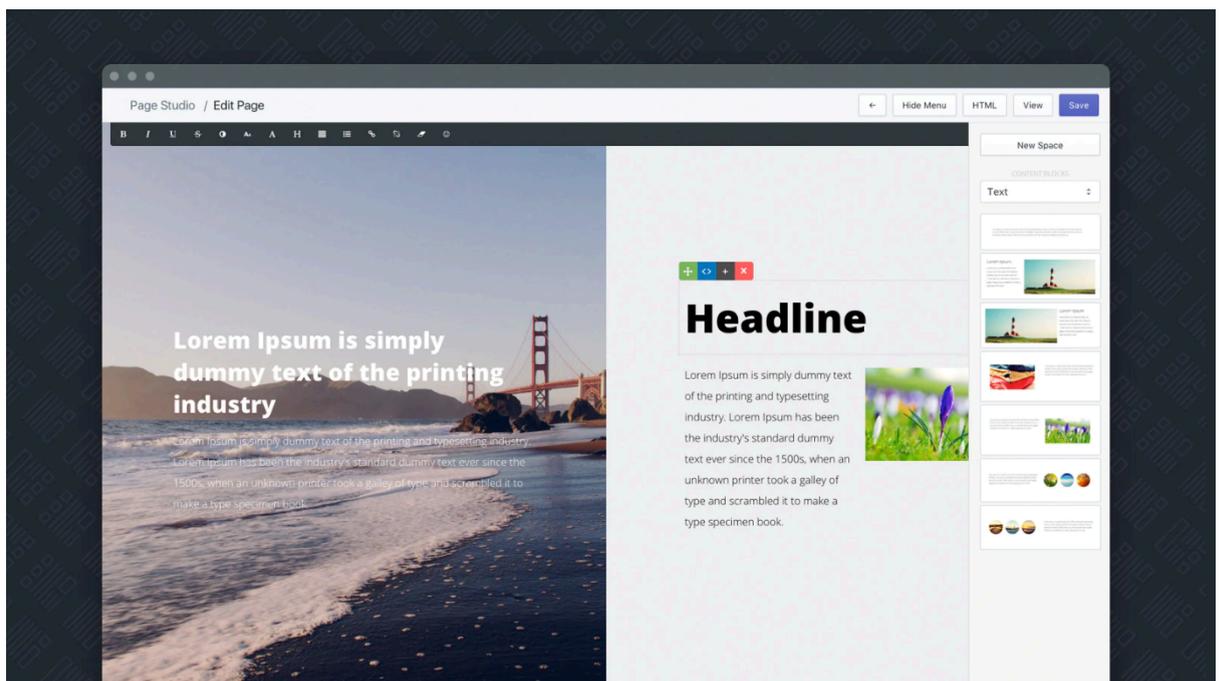It comes at a reasonable monthly premium, and it offers almost everything that the 'Pro' package offers.

With Automizely, you'll get 24/7 instant support regardless of which option you choose.

If you are looking to create a quick campaign landing page that will convert customers, then you should definitely try the 'Free' package that Automizely offers. Even though it offers only 1 page, that one page is usually enough in these situations.

What Automizely offers:
- ✔ 24/7 quick-responding customer support
- ✔ Great Free package for short-term campaigns
- ✔ Very simple to use

10) Page Studio

Overall Rating: 4.2
5 Star: 255 (80%)
4 Star: 19 (6%)
3 Star: 9 (3%)
2 Star: 7 (2%)
1 Star: 28 (9%)

GET ON SHOPIFY NOW!

Pricing Plans:

MONTHLY
9.99$/month
Unlimited Pages
Premade templates
SEO optimized
Custom Code
Full library of elements
Email Support

*14-day FREE trial offered

Page Studio is all over the place with its review ratings. It has a very high percentage of low-star reviews, most notably 1-start reviews.

As soon as we installed the Page Studio page builder, we found out why.

It felt clunky and slow to use. The app crashed on a few occasions and overall felt like a pre-production piece of software that should not be out for public use yet.

Support is available only through email and they were slower to respond.

So, we spoke to some Page Studio users, and they swore by it. So, it could be a recent update, or perhaps the device you're using. This is definitely a deal breaker for us, and we think that this is something that the developers need to resolve as soon as possible before their reputation plummets.

If this issue was resolved, however, you'd be looking at a very affordable Shopify website builder app, that offers the full package – from SEO optimization, unlimited pages, and premade templates to a huge library of elements, and finally, custom code. If you decide that you want to tailor your web store to your specific need, then custom code is a must.

Page Studio looks like an amazing page builder with an amazing price tag. It would also seem that it comes with some unpredictable issues that could make your page-building journey harder. We are sure that this is only a temporary speed bump for this website builder, but as it currently stands, this is what you get.

What Page Studio offers:
- ✔ Email Support
- ✔ Simple to use
- ✔ Very low price point
- ✔ Only one subscription option is available, so you get all the benefits straight up

Conclusion

If you are serious about building an online store, and Shopify is your page builder of choice – we highly recommend that you choose one of the page-building apps Shopify has to offer as they will not only give you more features, but they will also make your online store building journey that much smoother.

Almost all the Shopify page-building apps offer pretty much the same things. Some offer them straight away, while with others you'll have to choose a premium subscription package to gain all the benefits.

In our opinion, [EComposer](#) offers the best bang for your buck in its 'Pro' package. For only 29.99$ per month, you'll get all the tools and features that you need in order to create the perfect online store that will drive your business to success!

If however, you find yourself in a situation where you either do not have enough time, or enough motivation to create your dream online store and kickstart your business, then we highly recommend you check out some [Top Shopify Development Companies](#), and let them do the heavy lifting for you!