







Website Builder v7 VS Website Builder v8


Did you know...New users coming into Website Builder v8 have a 35% higher publish rate than in v7, publish 20% faster, and have a higher average NPS score.

Given all the changes to SEO, v8 sites also perform much better than v7 due to mobile-first focus, better performance and being optimized for conversion. Some design restrictions have been put in place to optimize website performance.

Feature Comparisons

Feature	v7	v8
Mobile Site	 Business Plan and up; Best-effort mobile	 All tiers, fully mobile responsive – v8 mobile ranks extremely well with Google - very good for SEO
Mobile site editor		Mobile is the same site as desktop (responsive)
Domain Search		 Domain search and recommendations post-publish
Statistics		 Available in all tiers; Google Analytics is also available under site settings
Hit Counter		Add Google Analytics tracking ID under site settings FREE
Custom CSS		

Builder

Feature	v7	v8
Themes / Templates	Lose content during theme change - up to 300 themes	 Unlimited - Content will never be lost (1,500+ theme combinations)
Drag and drop		Not available - v8 focuses on mobile-first sites. Drag and drop causes issues on mobile, and 70% of traffic to Website Builder sites comes from mobile devices.
Blog	 Embed only	 Integrated
Stock photos	 Outdated photos - uncategorized	 About 20,000 free stock images.
Audio player	 Business plan and up; generic MP3 player	 SoundCloud integration is live; Workaround: You can upload MP3s in the file download section and it should load on your visitor's native music player
Pages	 Unlimited	 50 max for best site performance
Page anchors		 Header call to action button, other section buttons available
Grid/guide		Builder is not drag and drop for best mobile-first optimization.
Lock layers		Not needed – v8 design is designed for best mobile-first experience

Location Map	✓	✓ Integrated into some Contact Page layouts
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Navigation & Menus

Feature	v7	v8
Sub-navigation	✓ Max 3 levels of navigation	✓
Favicon	✓	✓









SEO Integration

Feature	v7	v8
SEO Wizard	✓ Business Plus	✓ Business plan and up
Page Meta tag desc.	✓	✓
SEV	✓ Business plan, older version	✓ Business Plus plan and up; integrated experience

Marketing Integration

Feature	v7	v8
Google Adsense	HTML embed	 Integrated
Appointment scheduling	3rd party embed only	 Live in US, UK, CA, AUS market for Business Plus/Commerce, allows deposits and payments via Square or PayPal, allows for managing staff and classes

Social Media Integration

Feature	v7	v8
Social Share		Coming Soon
Social follow (links)		 In the footer widget/social widget
Site search		 Commerce plan and up; search for products for sale
Twitter Feed		
Facebook page creation	 Business Plus; form-based	 Business Plus plan and up; one-click for users
Twitter page creation	 Business Plus; form-based	Under Consideration

YouTube video	✓	✓ Video widget
Vimeo video		✓ Video widget
Yelp	✓ Business plan and up	Coming soon

Widgets

Feature	v7	v8
Calendar		✓ Supports all major calendars
Site search		✓ Commerce plan and up; search for products for sale
AgeVerify		✓ HTML section Age Verification for v8 Websites AgeVerify

Storage and Back-up

Feature	v7	v8
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Backup / restore	✓	✓
Disk space	✓ Up to 50GB / month	✓ Unlimited
Bandwidth	✓ Up to 1,000GB / month	✓ Unlimited
File Upload	✓ 30 MB max	✓ 30 MB max; most file types, though there is a blacklist of potential malware file
PDF Upload		✓

Security

Feature	v7	v8
Password protected pages		✓ Membership only pages in en-US market
Selective publish	✓	✓
SSL	✓ Business Plus for free 1st year, \$70/yr afterwards; configured using SSL manager	✓ All plan levels