

Written as a blog post for Astra, one of the top themes on Wordpress.

Introduction

It's always exciting to fire up your WordPress website and start designing the perfect layout to make your product or service shine. But before you can get your blog up and running, you'll need to choose what tool is the best option to use when putting together your website's design.

One of the easiest ways to do this is with what's called a page builder, a piece of software that can be used in conjunction with WordPress to give users more choice and style in their blog's design.

Two of the most popular page builders out there are Elementor and WPBakery, but it can be hard to tell which one of them is best suited to your needs.

When it comes to the choice of Elementor vs WPBakery, we have all the tips you need to make sure you choose the right piece of software for your website.

Both of these tools have their selling points and their pitfalls, so the main thing to consider when thinking about which is right for you is what exactly you need out of your page builder.

Some of the concerns a web designer might have at the outset might be pricing, tech support, variety of templates, themes, flexibility, availability of third-party plugins, and user interface.

Read on to find out the pros and cons of Elementor and WPBakery, and how you can maximize your web marketing strategy's returns by using the right option for you to create a gorgeous and streamlined site.

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Summary

What is a Page Builder?

First, let's go over the context of what a page builder is at the most basic level, before we break down the differences between Elementor and WPBakery specifically.

Whether you're an old pro at WordPress design or you just made your first account, it can be murky figuring out exactly how a page builder differs from WordPress' native options.

The answer is that a page builder is a tool that can help you do many of the same tasks as you can with WordPress alone, but much more easily and without having to rely on expensive web designers to get the look you want.

After all, all the effects provided by page builders can also be achieved with HTML coding, or with the smaller set of page building tools offered by WordPress in its most basic setting.

However, if you limit yourself to these options you might find it much harder than you would otherwise to make a website that wows your customers and keeps people clicking through your content.

This can be great for small business owners and solo bloggers who want to keep their overhead low; if you're looking to make a slickly designed website without hiring a specialist to help you, page builders are the answer for you.

In this article we're comparing Elementor and WPBakery as they are two of the most popular on the market. WPBakery was one of the first page builders on the market and effectively popularised building a WordPress website with no code.

Elementor on the other hand was much later to the market, but its ease of use, drag and drop front-end editing and great responsive functionality quickly made it a go-to solution for millions.



While all page builders accomplish the same basic task of helping web designers create quality websites without the necessity of laborious coding, different page builders can offer vastly different options for a site.

For instance, web designers who already have some coding experience might relish the more hands-on page builders that make it easy to add shortcodes or custom CSS to be integrated into your projects.

People with lots of design experience would also want to check out the expanded options that come with the subscription version of most "freemium" page building plugins.

Meanwhile, designers looking for the cheapest possible option might want to stick with the free version of a page builder and therefore look for the page builder that provides the most features without paying a penny.

The user interfaces of page builders can also offer different ways to design web pages that might be more intuitive for some users than for others.

This can just come down to a personality difference, so it's worth taking a trial of both Elementor and WPBakery to see which one makes the most sense to your design sensibilities!

Visuals can differ a lot depending on the page builder too, since different page builders incorporate options like parallax or popups in different ways.

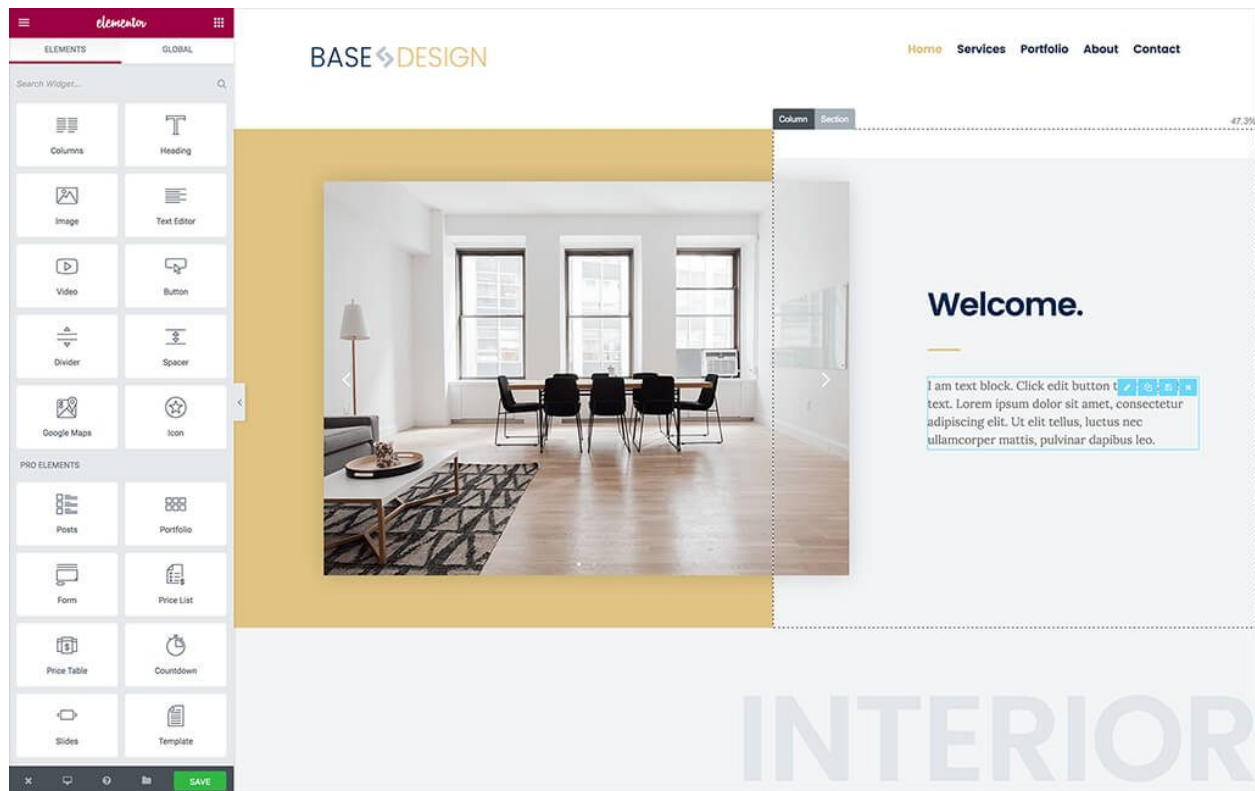
Just like how WordPress, Squarespace, and Wix all offer the same service with slightly different flavors, an experienced web designer can just look at a site and see that it was probably made with a certain page builder.

While this might be intimidating to designers that are just starting out, what this really means is that somewhere out there is the page builder that will fit your content like a glove!

The choice of page builder for your site is an important decision considering that it's generally difficult to switch page builders after you've already built your site, but if you go into the choice informed about your options you won't have cause to hit the redo button.

In short, your choice of Elementor or WPBakery won't be so hard if you know what you're looking for! This is in many ways the choice we have to make with any software, since few programs are actually bad--they're just designed for a specific niche's needs!

If you find out which niche you belong to and go with programs made for you, you can find a page builder that will help you do exactly what you want with your WordPress. Then you can roll up your sleeves and start building!



About WPBakery

WPBakery is a drag and drop page builder plugin that allows users to arrange content on their websites to their liking. Over two million people have installed WPBakery for use on their WordPress sites, and [it has 4.5 stars on CodeCanyon](#).

WPBakery templates can offer a lot of design options, and there are tons of widgets. One issue is actually that some people find it hard to navigate all the options WPBakery presents them with!

However, once you play around with it a bit and see where each of your standby design choices is located in the interface, you'll be able to make your workflow smoother.

Even more helpful, WPBakery lets users save pages they've built, or even smaller elements they've modified to their liking, as presets.

That means WPBakery might be the choice for you if you want to be able to save your preferences for many different types of element (rather than just creating your own templates).

Being able to make your own WPBakery templates definitely edges this one up in the competition.

Once again, this makes WPBakery a great option for people who are looking to create websites to complement their products, rather than someone for whom the website's functionality is the end goal. If it's Elementor vs WPBakery, WPBakery wins on ease of use.

If you aren't just into the front end side of design, you have more options when you get to the backend of WPBakery's designer!

The backend and frontend of WPBakery both have shortcode capabilities, so if one of these options is more intuitive for you then you can make your choice, rather than being locked into the front end like with Elementor.

You might not be wowed by this feature if you don't have a preference, and the process is mostly the same both ways. However, if that's something you're looking for, WPBakery can give bilateral support to the designer who likes to work from both sides of a website.

The screenshot shows the WPBakery Themes section in the WordPress dashboard. On the left is a dark sidebar with navigation links: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, WP Themes (highlighted), and Collapse menu. The main content area is titled 'Themes' with a count of 9. A notification banner at the top states: 'ND Shortcodes: For the proper functioning of the plugin is required the activation of [Visual Composer](#) plugin.' Below this, there is a 3x3 grid of theme preview cards. Each card shows a website preview and a title: 'Hotel Booking', 'Charity Foundation', 'Beauty Pack', 'Education Pack', 'Love Travel', 'Wedding Industry', 'Baby Kids', 'Sweet Cake', and 'Camping Village'. At the bottom of the page, there is a footer with the text 'Thank you for creating with [WordPress](#).' on the left and 'Version 5.0.2' on the right.

Test site 1 0 + New Howdy, user

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

WP Themes

Collapse menu

Themes 9

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Hotel Booking

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Camping Village

Thank you for creating with [WordPress](#).

Version 5.0.2

About Elementor

Like WPBakery, Elementor is also a drag and drop page builder plugin for WordPress. Believe it or not, it has over three million [installs](#), and it has an average rating of [5 stars](#) from a sample of 4,810 reviews!

They have an element-block design that makes it easy for users to play around with whatever their imagination brings to mind!

Comparing Elementor vs WPBakery comes out in Elementor's favor much of the time, mostly when it comes to the more advanced features it offers.

Some people find its advanced features confusing, since each widget having many different settings can make the page builder seem like it's just lists of lists.

However, Elementor's extra features can give you popups, portfolios, and customizable navigation menus where WPBakery does not.

While you might not notice the benefit of these features if you're making a blog that won't use them, you'll definitely see the difference if you're amping up the complexity of your site.

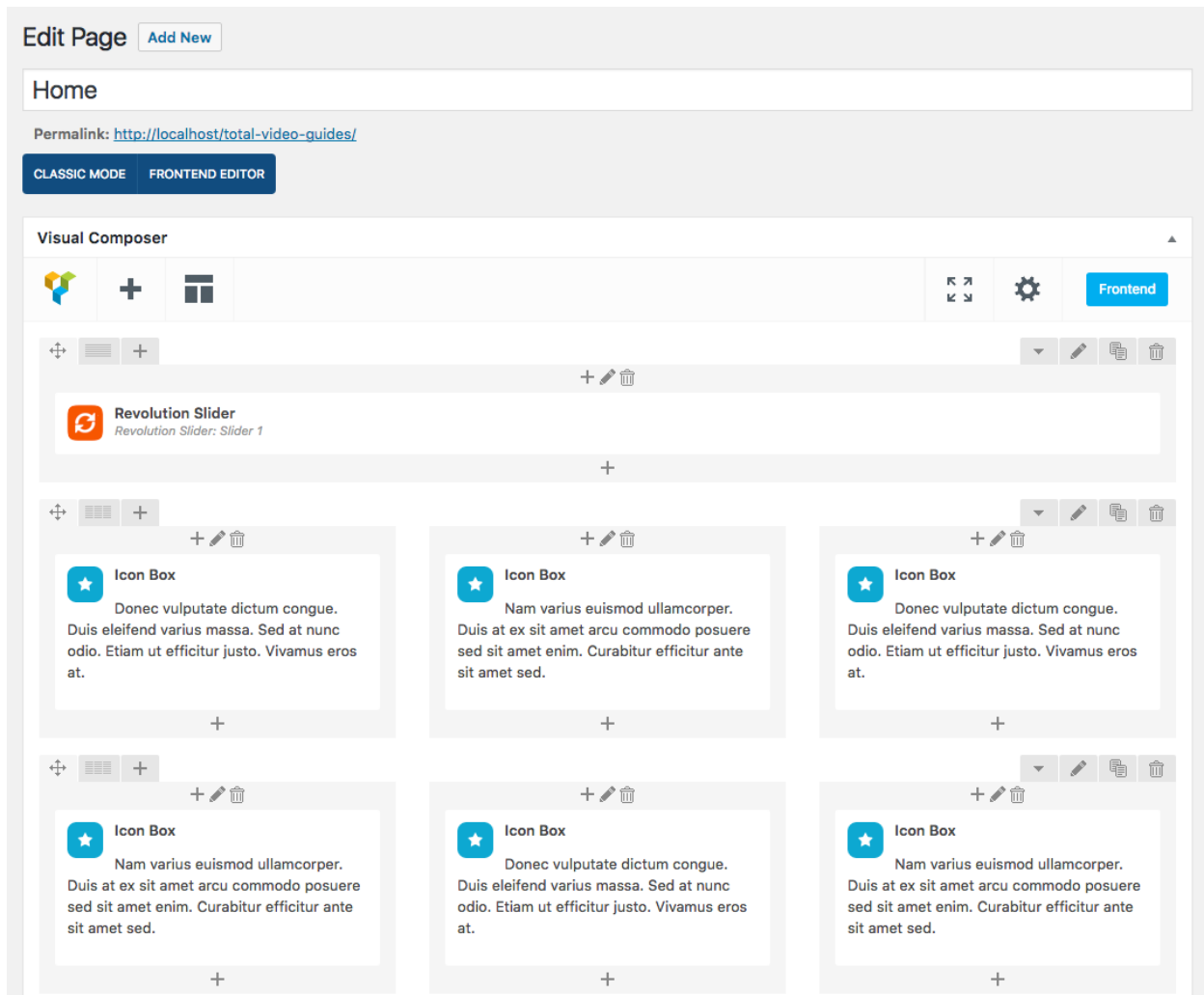
ECommerce stores, professional graphic designers showing off their work, and sites with extensive maps will all be better served by this page builder. Elementor vs WPBakery definitely shakes out to Elementor when it comes to this aspect of a page builder.

One unique feature that isn't even part of the main software is the support staff available on the Elementor Facebook group!

This community of Elementor users provides each other with support, and the fact that they've all been using Elementor for long enough to build up so much expertise is a recommendation in itself.

This is a boon to anyone looking to navigate the learning curve on some types of Elementor templates, since any questions you have on the advanced features can just be taken to the group.

Finally, Elementor will leave you the least "locked in" to its interface. You might lose the theme or layouts you created using Elementor templates, but you'll still be able to recognize your site instead of just being left with a bunch of unusable code.



Who's the Target Audience?

WPBakery

WPBakery templates are meant for the kind of website designer who's acting as the one-person animated force of a small business. This designer is most likely looking for support with their design since it is not their only concern.

The WPBakery designer has a million and one things to do, so they want to make sure their website looks great without spending a big chunk of their time putting it together.

They want the latest in design options to stay on trend and attract the most savvy consumers to their brand, but they might not need to reinvent the wheel. All they need is a site that looks nice and fits their style, not a cutting edge innovation.

WPBakery doesn't come with as many options as Elementor, and some would say that its interface requires a lot of clicking to get what you want out of the software.

However, if you're looking for a page builder that will make it easy for you to create a standard site with well-designed aesthetics, WPBakery can do that for you.

While some feel limited by the more basic tools, there's really nothing missing within WPBakery's arsenal that an entry to middle grade web designer would ever need.

WPBakery pricing for a single site, which includes a 40% discount on its \$59 a year, is more beneficial in the long term than Elementor's undiscounted \$49 a year.

That means if keeping pricing low is one of your priorities and you're not planning on making multiple sites that could mean WPBakery is the page builder for you (more on this below).

In short, this page builder might not let you color outside the lines, but it does have more than enough options for you to make plenty of cool designs within the limits of the WPBakery templates.

The only way you'll end up dissatisfied with the range of choice in WPBakery is if you have a really specific and advanced idea for your site that you need a cutting edge page builder to complete.

If you're not planning to make one of the most complicated sites there ever was, or you're planning something pretty specific for your site, WPBakery will probably work for you like a dream!

You'll still have tons of options if you stick to WPBakery's capabilities, and unless you end up needing the cutting edge in web design you probably won't have any cause to wish you had chosen the other side of the Elementor vs WPBakery debate!

While tech support on WPBakery mostly comes from WPBakery's website and the Wordpress community, there is also a [Facebook group](#) for WPBakery as well; it just doesn't have as many members.

Elementor

Meanwhile, Elementor templates are for someone who has thought about reinventing the wheel and at least wants to see what other transportation options are out there.

This is an adventurous designer who has the time to really work their page builder for the out of the way features that can wow their customers from the front page and all the way through their site experience.

The web designer at an advanced level of capability will love how they can explore design through Elementor templates.

Elementor pro pricing at \$49 a year is a bit more expensive since it doesn't offer a renewal discount like WPBakery, which is \$59 a year to start off but then 40% off for renewals.

However, if you're going to make multiple websites Elementor is cheaper with \$99 for three sites or \$199 for unlimited sites.

The interface is also a little harder to learn for beginners, but if you're not a beginner and you're willing to pay to get to the higher levels of the web design craft this is definitely the choice for you.

Elementor's possibilities are definitely wider than WPBakery's, so someone ready to take advantage of that won't be disappointed.

As was mentioned above, WPBakery pricing is cheaper for a single site, but this is more than made up for by the value of the premium plan's features.

You're sure to have everything at your fingertips with this plan, so a crack coder probably won't have any reason to wish they'd saved their money on WPBakery! And if you're making multiple sites, you get the best in both these areas.

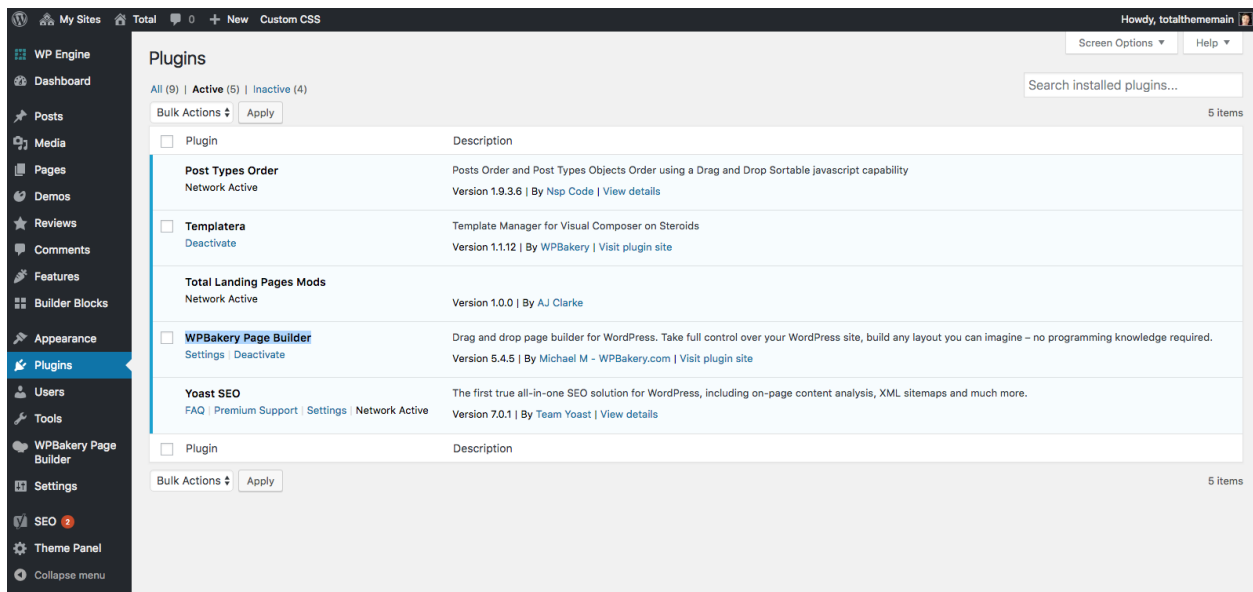
Meanwhile, if you choose the free version instead of the Elementor pro pricing you'll still get plenty of useful tools, with the option to upgrade anytime.

You can put together a well-built site with the tools in Elementor, and its trademark flexibility isn't just for users on the premium plan!

If you're at an intermediate level with your coding skills and want to do a trial run with the free version, you can then see how you feel after starting to build your site for free.

However, in general the long-term benefit of Elementor goes to those designers who are interested in what the premium version can offer.

That means that if you really don't see yourself needing those flashy features that come with Elementor pro pricing, you might want to double back to WPBakery for its ease of use and design support.



WPBakery vs Elementor Comparison Table

Feature	WPBakery	Elementor
Speed	Medium	High
Flexibility	Low	High
Works With Third Party Plugins	Yes	Yes
Photo Optimization	Yes	No
Cheaper Multi-Site Pricing	No	Yes
Astra Compatible	Yes	Yes

WPBakery vs Elementor Feature Showdown

WPBakery vs Elementor: Speed

WPBakery runs pretty smoothly when you're putting your website together. The only speed issue with this plugin is that users tend to report spending more time building their sites with this tool than Elementor users do.

However, this could be because WPBakery is made for people without professional web design experience; users who are just figuring out how to build a website might take a while no matter what plugin they use.

Finally, WPBakery helps you [optimize your images](#), making it easier for your website to load quickly.

Elementor's speed is oohed and aahed about, and for good reason. The plugin is so rewarding for web design lovers because they can rest assured that they're dealing with software that can keep up with them.

As far as how long it takes to build out a website, that's also fairly quick with Elementor (though you may spend more time monkeying around with its extra features!).

Finally, Elementor does not provide support in optimizing your photos the way WPBakery does.

Optimizing photos can make a website's speed really pick up, because it allows your users' internet providers to load the sites without having to process large photos first. Anyone who has been stuck waiting for photos to load knows how frustrating that can be!

However, there are plugins like [Optimole](#) that you can use to get around this. There are also a few simple [best practices](#) for image optimization you can use to manually optimize.

WPBakery vs Elementor: Flexibility

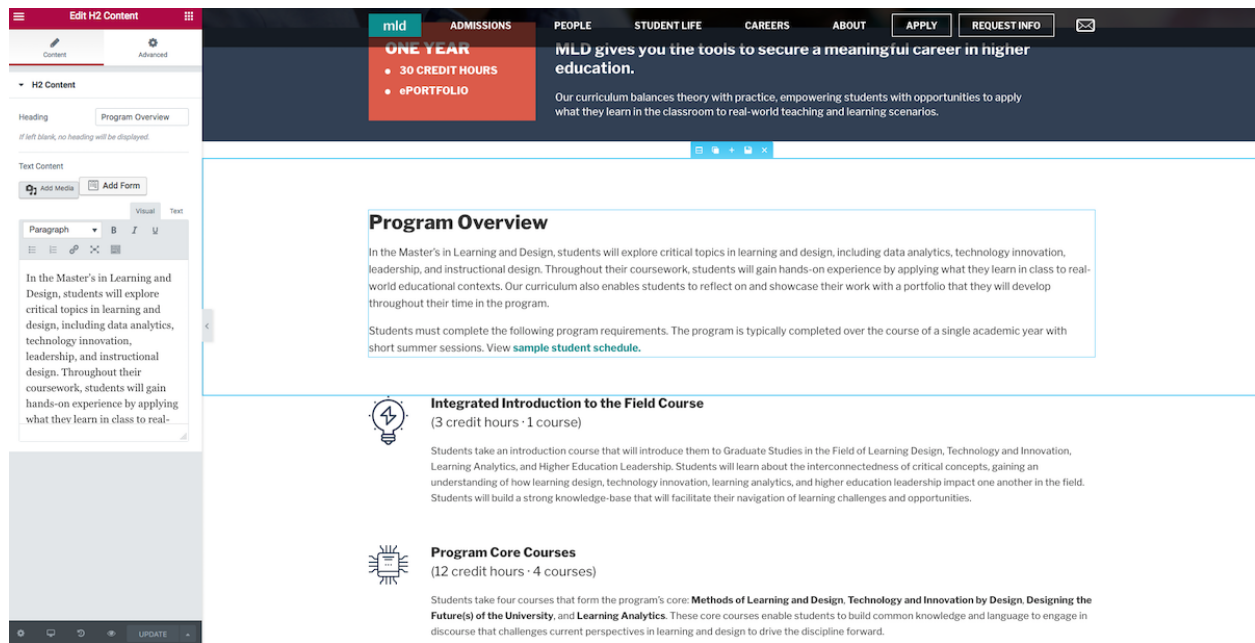
The newest version of WPBakery has over 200 premium addons, which is a pretty cool range of choice. However it's often not possible to change pre-set parts of WPBakery's design package, even things like line spacing which are generally considered a standard.

WPBakery templates tend to be pretty "what you see is what you get," without much room for designing outside the box.

The reason WPBakery can seem pre-packaged is because it comes with enough templates to satisfy anyone who doesn't want to make their own template entirely from scratch. That kind of user might be better off with Elementor to explore the limits of their creativity.

Elementor is known for its flexibility, giving it a solid edge over WPBakery in this area. Users report having more options across the board, with more customization available for the templates.

When it comes to bringing your own creative sensibilities into your work you can more fully unleash your ideas with Elementor rather than WPBakery. Elementor will provide a lot more customization options for advanced designers.



WPBakery vs Elementor: Third Party Plugins

As discussed above, WPBakery lets you use shortcode in its backend editor. This gives you a second set of options for how to incorporate third party shortcodes and plugins into your designs.

Basically, the dual interfaces in WPBakery help you open up your site more easily to integration with your external code of choice!

If you have basic HTML knowledge, that means you can incorporate more polished code from the web into your site with no hassle.

The Astra Ultimate Addon might be one of the most useful of the third party plugins out there, considering the help it'll give you with the aesthetics of your designs.

This page builder is great at incorporating external code, though users do not get access to the backend as with WPBakery. There is a widget you can use to incorporate shortcode through the frontend, though if you prefer to do it from the backend you might prefer WPBakery.

Another option for adding shortcode in Elementor is putting HTML tags into your text editor widget as you write your content.

You can also go to the Elementor [Facebook group](#) for third party plugins to use in Elementor. There's even an Ultimate Addon for the Astra theme that works with Elementor like a charm!

WPBakery vs Elementor: Price

Regarding pricing, it seems like WPBakery pricing is a con in general, considering it's [\\$64 a year](#) compared to [\\$49 with Elementor pro pricing](#). However, that WPBakery pricing includes a 40% discount on renewals, meaning that your second year of WPBakery will cost you \$35.

If you're going to be hosting more than one site, the WPBakery plan will end up costing you [\\$245 per year](#). Here Elementor wins, since you can get this page builder for [\\$99 to build three sites or \\$199 for unlimited sites](#).

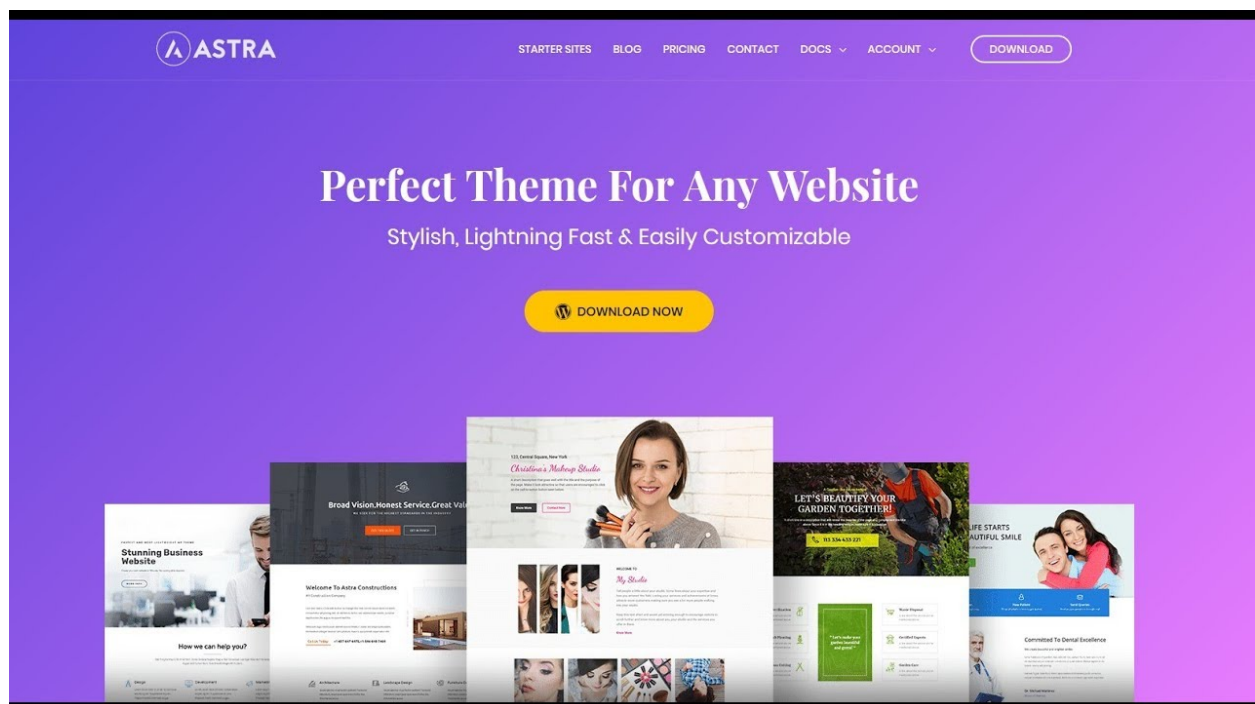
If you know you're only going to build one site you might not benefit from that plan, but even if you're going to build two sites Elementor's multi-site rate is more reasonable.

Especially if pricing isn't your main concern, you'll probably still be satisfied for Elementor's pricing. That's especially true when you consider the added features you get with Elementor pro.

Since Elementor offers more advanced design techniques, a pro looking to move up to a higher grade page builder will probably find Elementor's quality is worth it. You might also want to go for Elementor if you're not planning on keeping your website up for more than a year.

As mentioned above, Elementor has a way better plan for multiple sites, since WPBakery charges the same amount per site no matter how many you create. As mentioned before, Elementor charges much better rates, with [\\$99 for three sites or \\$199 for unlimited sites](#).

Since Elementor is crafted with more advanced users in mind, this pricing makes it much more ideal for pro users who see themselves building many sites in the future.



WPBakery vs Elementor: Astra Compatibility

Astra is the fastest growing theme of all time, so anyone looking for a page builder to support them in building a site with all the basic necessities will find this aesthetic goes perfectly with WPBakery.

You may have seen [Astra](#) before and loved the cohesiveness of their brand, or this could be a whole new journey for you as you explore what this theme can do for you.

Luckily, no matter what your specific needs are or what page builder you're thinking of choosing, Astra will be compatible with your needs!

Since Astra is so great for personal websites, small businesses, or artist portfolios, this is a pretty natural complement to what you'll be getting out of your WPBakery templates.

Whether you go for the free version or invest in the premium WPBakery pricing, [Astra's WordPress theme](#) will be an asset to you either way.

While Astra has starter sites in place for Elementor, this theme is still a simple go-to choice if you've chosen WPBakery instead. Astra even has an Ultimate addon that can make it even easier to implement any design choices you have in mind!

If you're looking for a classic and basic theme that can go with the support you'll get from WPBakery, this is a great path to take.

Anyone looking at an Astra site built with WPBakery templates is going to be immediately impressed with how the templates and layout options from WPBakery complement Astra's aesthetic.

Elementor templates also play very nicely with [Astra](#), considering Astra offers not one but several starter sites for this page builder. Astra also has an Ultimate Addon that can make a designer's life even easier.

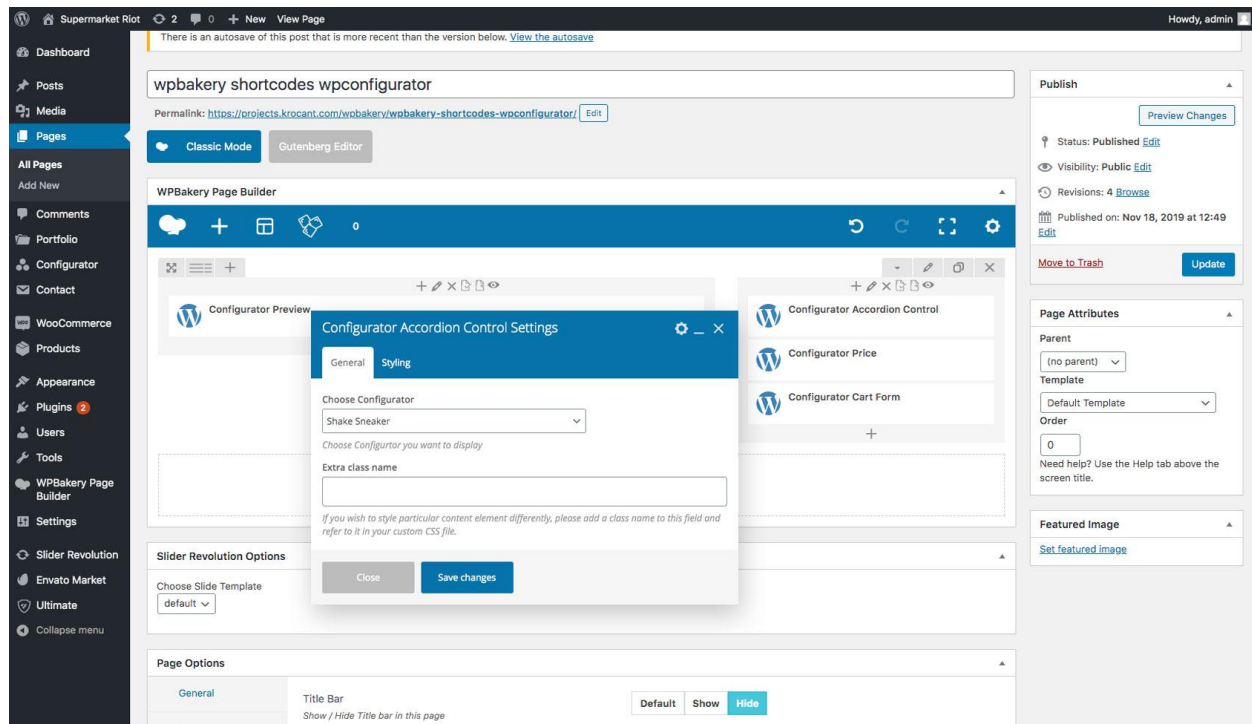
This theme's classy look offers a great opportunity for advanced designers to play around with its finer points.

As you customize [Astra's WordPress theme](#) with its Elementor templates, you'll immediately see the craftsmanship at work in this design. For one thing, the fonts are crisp and the text blocks are built to make it easy to lay out a professional looking display of content.

Elementor templates can then help you take advantage of this basic foundation by giving you choices that let you take the theme to the limit of what it can do, creating an Astra site like no one has ever seen before.

The many different options you'll have at your disposal with Elementor and Elementor templates are sure to make your design choices within the Astra theme look neat and well thought out.

In short, Elementor's third party integration and the flexibility it affords will give you range with Astra that will make your inner design-nerd sing. In this aspect of design, Elementor vs WPBakery is mostly a draw!



Elementor vs WPBakery Overall Winner

WPBakery is known for providing more features, such as parallax, in its free version. That means that if you go for the complimentary version of WPBakery pricing, you'll be getting a lot more bang for your buck than with most brands!

When it comes to the cons, the paid subscription version of WPBakery does not have as many different features as Elementor pro pricing plans can offer. For instance, Elementor offers popups as a design aspect for its sites while WPBakery templates do not.

The main "pro" to Elementor is its uniquely intuitive design. Reviewers universally say that they find it easy to jump into Elementor's more basic functions even if they don't know much about its more complex offerings.

As we've shown, Elementor vs WPBakery is a difficult decision to make. It's always an exhilarating experience to start putting together a site for your passion project, career, or hobby turned hustle, so we wish you luck in your new venture with the right page builder at your side!

Sources:

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