

NATIONWIDE BUSINESS GUIDE

2026

PREMIUM
EDITION

BUILDING A

BUSINESS WEBSITE FOR NOTHING

PREMIUM 2026 EDITION

WHAT "FREE" GETS YOU — AND WHAT TO PAY FOR

**YOUR SITE.
YOUR BUSINESS.**

01

**CLAIM
YOUR DOMAIN**

02

**BUILD
ON A FREE PLAN**

03

**SHOW
REAL PROOF**

04

**PUBLISH
WITH CONTROL**



VSG
BUSINESS GUIDES

VETERAN'S STRATEGIC SOLUTIONS
LLC

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BUILD FREE. OWN WHAT MATTERS.

The sheet this came from

BUILD YOUR WEBSITE FOR FREE!

These websites let you build your website for **FREE** – no coding needed!

- 1. WIX**
Drag-and-drop builder with hundreds of templates. Free plan includes Wix branding and a subdomain.
- 2. WORDPRESS.COM**
Great for blogs, business websites, and portfolios. Free plan available.
- 3. GOOGLE SITES**
Completely free and simple to use, especially if you already use Google Workspace.
- 4. CANVA WEBSITE BUILDER**
Build a simple, attractive one-page or multi-page website using Canva's design tools.
- 5. WEBFLOW**
Powerful visual website builder with a free starter plan for learning and prototyping.
- 6. CARRD**
Excellent for landing pages, personal websites, and link-in-bio pages.
- 7. WEEBLY**
Easy drag-and-drop builder with a free plan.
- 8. SITE123**
Beginner-friendly with quick setup and free hosting.
- 9. STRIKINGLY**
Great for portfolios and one-page business websites.
- 10. HUBSPOT WEBSITE BUILDER**
Free website builder with built-in CRM features.

★ BEST PICKS FOR YOUR BUSINESS:

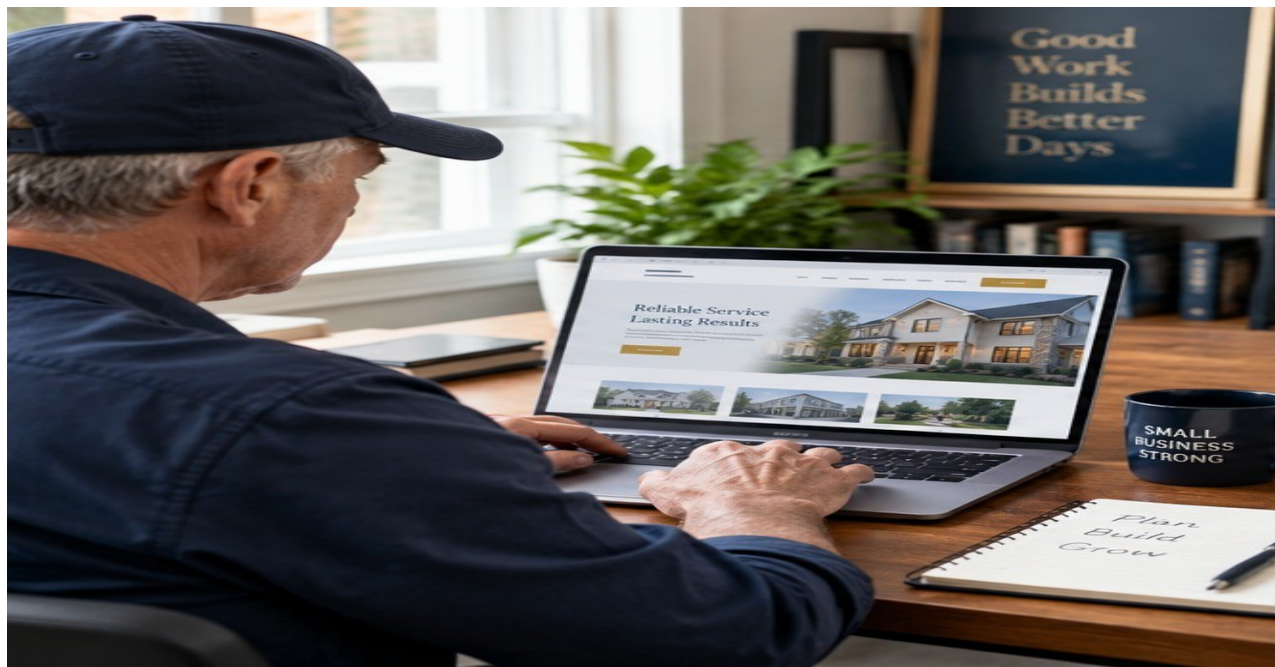
- 1. WIX**
Best all-around choice for small businesses.
- 2. WORDPRESS.COM**
Best if you plan to grow your site over time.
- 3. GOOGLE SITES**
Best if you need something simple and completely free.
- 4. CANVA**
Best for visually appealing websites with minimal effort.

YOUR WEBSITE. YOUR BRAND. YOUR SUCCESS.
Start building today!

Reference graphic by @alwayslovekristina. Every builder on it is real and the free plans are genuine. What follows is what the sheet does not say.

Start here

Every builder on the usual list has a real free plan. None of them is free the way you want it to be.



Free means their name on your site, their address, and often their advertising. Your site lives at something like *yourbusiness.wixsite.com*, with a banner across every page promoting the platform — and on some of them, ads you do not control that could point at a competitor.

For a personal project that is fine. For a business it is worse than having no website at all. A customer who lands on a subdomain covered in someone else’s branding has just learned that you would not spend fifteen dollars on your own company.

So use the free plan to build. Just do not leave it there.

What each free plan actually gives you

Builder	Free plan reality
Wix	Full editor, 500 MB storage, hundreds of templates — but a wixsite.com subdomain, Wix ads on every page, no custom domain, no analytics, no payments. Light plan around \$17/month removes it
WordPress.com	Usable free tier, but WordPress ads, a branded subdomain, and no custom plugins or themes
Google Sites	The only genuinely free one. No ads, no cost, ever. Also the most limited, and it looks it
Canva	Good-looking one-page sites quickly, if you already use Canva
Webflow	Free Starter is capped at two pages, cannot connect a custom domain, carries Webflow branding. Built for designers learning the tool, not for running a business
Carrd	Genuinely good at one thing — a single landing page or link-in-bio
Weebly	Comparable to Wix with Weebly ads and 500 MB. Owned by Square, so it links to Square payments
SITE123 · Strikingly · HubSpot	All workable. HubSpot’s is tied to their CRM, which is the point

Not on the list but worth knowing: GoDaddy has a builder too, and its free tier has the same limits — GoDaddy branding, a subdomain, limited design.

Also worth knowing: Squarespace has no free plan at all. Fourteen-day trial only. Anyone telling you otherwise is out of date.

The one thing worth paying for

Your own domain name. Twelve to twenty dollars a year.

That is the whole difference between looking like a business and looking like a hobby. Everything else on this page can stay free for a while.

Buy the domain first, before you build anything. The name you want may already be gone, and finding that out after you have printed cards and lettered a truck is expensive.

Buy it somewhere you can leave. Registering the domain through the same company that hosts your site is convenient right up until you want to move. Keeping them separate costs nothing and saves an argument later.

Watch the renewal. Most registrars sell the first year cheap and renew at a higher rate. Set a calendar reminder — a lapsed domain takes your email down with the site.

The thing the graphic leaves out entirely

For a local service business, your Google Business Profile matters more than your website.

Somebody searching *pressure washing Junction City* is not reading websites. They are looking at the map, the star rating, and the phone number. That listing is free, it takes about twenty minutes, and it will bring you more work in the first year than any website will.

Do this before you build a single page:

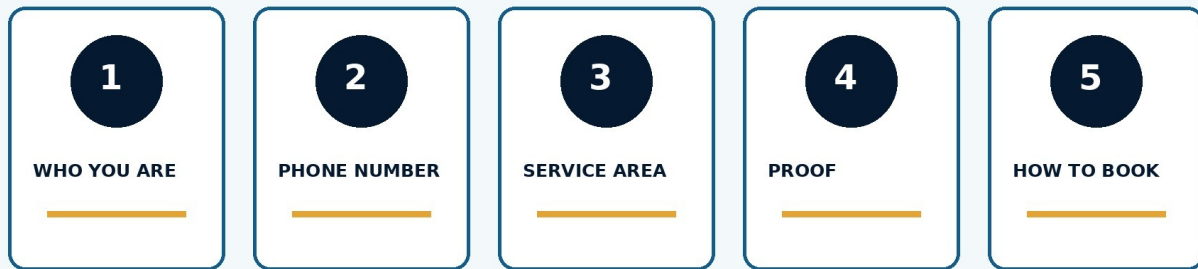
Claim the profile at google.com/business. Add the service area, the hours, and the phone number. Put up ten photographs of actual work. **Ask every satisfied customer for a review, every time.**

Then the website's real job becomes clear: it is where somebody goes to check you are real after they have already found you. That is a much smaller job than most people build for.

What a service business website actually needs

Five things. Anything else is decoration.

WHAT A SERVICE BUSINESS WEBSITE NEEDS



Who you are and what you do, in one sentence, at the top, readable without scrolling.

A phone number that is tappable on a phone. Most of your visitors are standing outside holding one.

The area you cover. Nothing loses a customer faster than not knowing whether you come to them.

Proof. Photographs of your own work. Before and after beats any paragraph you could write.

How to book. A form, a number, or a scheduling link. Not “contact us for a consultation.”

It has to look right on a phone. More than half your traffic will be mobile. Every builder here handles that automatically — but check it on your own phone before you tell anybody the site exists.

One more thing, and it is free

Photographs. Not stock images — your own work.

Every builder here ships with beautiful stock photography of somebody else’s business. A customer can tell instantly, and it does the opposite of what you wanted: it says you have no work of your own to show.

Take a photograph of every job from now on. Before and after, same angle, phone camera, no filter. Within three months you have a portfolio that nobody can copy, and it is worth more than any template.



Ask permission before putting a customer's property on a public page. Most people say yes. A few will not, and asking costs nothing.

What I would actually do

If you need something live this week: Google Business Profile first. Then Google Sites or Carrd, one page, free, with your own domain pointed at it.

If this is the real company website: pick Wix or WordPress.com, buy the domain, and pay the monthly fee to get the ads off. Around \$17 a month is the honest cost of looking professional.

If you already have a site somewhere: leave it. Moving a working website is a week of work for no new customers. Spend that week on the Google listing and on photographs instead.

Skip Webflow unless you want to learn web design. It is a good tool aimed at people who already know what a flexbox is.

Honest assessment

The graphic is accurate. It is also incomplete in a way that costs money.

Ten free builders is a list of tools. What a new business owner actually needs to know is that the tool is not the decision — the domain and the Google listing are, and neither is on that sheet.

The order that matters: Google Business Profile, then the domain, then whichever builder you find easiest. Most people do it exactly backwards, spend three weeks choosing a platform, and never claim the listing that would have brought them the work.

THE ORDER THAT MATTERS



And a site nobody can find is not worth building. One honest page with your number on it, plus a claimed Google listing and ten real photographs, beats a beautiful site that nobody visits.

Free plan limits verified 16 August 2026 against published platform documentation and current comparisons. Pricing and free tiers change often — confirm on the platform's own site before committing.

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