

# **WordPress page builders compared** impact on page speed & more...

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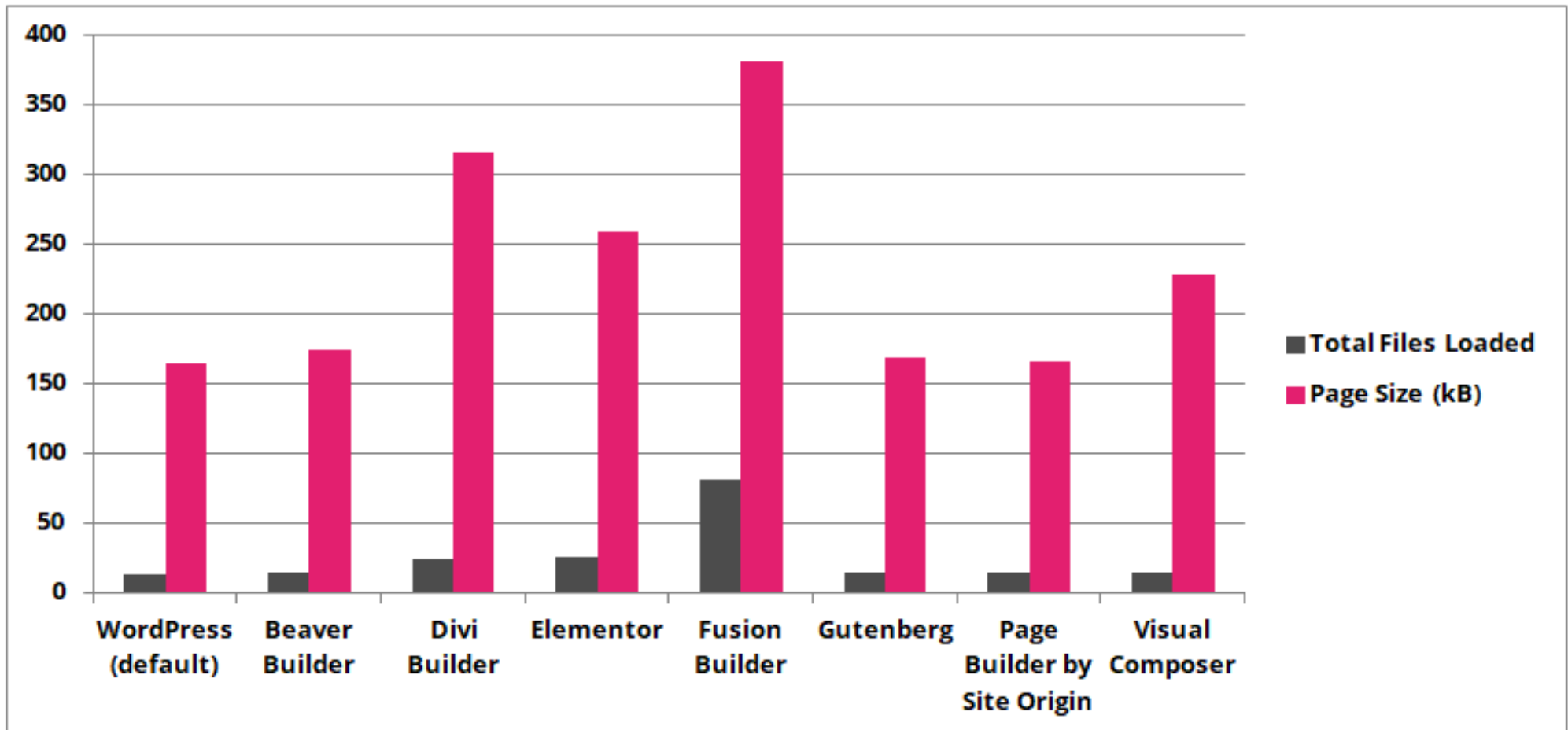
## Advantages of using a page builder?

- ▶ You can **visualise** how the page will look when published.
- ▶ They **allow complex layouts** and designs to be created quickly.
- ▶ You **don't have to use shortcodes** to create page layouts.
- ▶ You're **not restricted to set layouts**, like with custom fields.
- ▶ Developers can often **extend page builders** with custom-designed blocks.
- ▶ You can sometimes **save blocks to re-use** on other pages.

## Disadvantages of using a page builder?

- ▶ There's clearly a **learning curve** with using new software.
- ▶ There can be a **performance impact** on your website.
- ▶ You're **tied into** using that page builder, until your next major website refresh. If a page builder is uninstalled, you'll lose all your formatting (and maybe your wording too!).
- ▶ Without the aid of an experienced designers, users can accidentally **mess up layouts** or make poor design choices, which ruins the professional design. Though, some page builders can lock the layout, meaning only text can be edited, which solves this issue.

## Impact on Loading Speed and Page Weight



Basic test involved creating a simple two-column layout, containing just over 100 words to see what resources the page builder loads in the background by default.

## Impact on Loading Speed and Page Weight

	Total Files Loaded	JavaScript files	CSS files	Page Size
<b>WordPress (base)</b>	(13)	(6)	(3)	(164kB)
<b>Page Builder by Site Origin</b>	+1	+0	+1	+1kB
<b>Gutenberg</b>	+1	+0	+1	+5kB
<b>Beaver Builder</b>	+2	+1	+1	+10kB
<b>Visual Composer</b>	+2	+1	+1	+64kB
<b>Elementor</b>	+13	+5	+7	+95kB
<b>Divi Builder</b>	+11	+6	+4	+151kB
<b>Fusion Builder</b>	+68	+67	+1	+218kB

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### ▶ **Visual Composer**

If you switch between Visual Composer and normal WordPress mode, it doesn't do any harm to the pages. The shortcodes are left in place, which Visual Composer recognises when it's next activated.

### ▶ **Beaver Builder**

If you try going back to the default WordPress editor, Beaver Builder strips away all the page builder layout, so you're left with clean text. It effectively saves the page builder view as a separate version, which seems useful, so you can always go back to it.

### ▶ **Fusion Builder** (Avada-Theme)

Like Visual Composer, it relies on shortcodes, and you can switch between the normal WordPress editor and Fusion Builder without doing any harm. However, it leaves a lot of mess behind! The shortcodes include all the options, even those that have been left blank.

## Leaving the Builder 2/2

### ▶ **Elementor**

Elementor effectively locks you from editing content in the default WordPress screen. If you do decide to go back to the default WordPress editor, your content is converted into normal text, which works well.

### ▶ **Gutenberg**

Locks content that has been edited outside of the page builder.

### ▶ **Page Builder by Site Origin**

Page Builder by Site Origin doesn't use shortcodes, but instead puts HTML directly into the saved page. When tried to switch to default WordPress mode, then back to this page builder, it caused problems because it seems TinyMCE had altered the code. This rendered the page builder layout unusable.

### ▶ **Divi Builder**

If go back to the normal WordPress editor, you basically lose all your content, which isn't ideal.

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