

SMALL BUSINESS WEBSITE BUILDERS · 2026 COMPARISON

Zarla vs Wix vs Durable

Which AI website builder is best for a small or local service business? We compared all three on generation speed, drag-and-drop editing, built-in CRM, local SEO and real year-one cost.

By **OPTIMIZED** · Updated October 22, 2026 · US list prices, USD, before tax

THE SHORT ANSWER

Zarla is the fastest route to a full multi-page local service site with quotes, invoices and bookings built in. **Wix** gives the deepest design control, the most complete CRM and the most technical SEO control. **Durable** gets a solo operator online the same day and automates off-site local marketing.

Cheapest publishable site in year one: **Zarla about \$132/yr** (requires a 3-year prepay of \$395.64), **Wix Light \$204/yr**, **Durable Launch \$264/yr**.

ZARLA

Best for trades and local services

“Done for me” site plus quotes, invoices and bookings.

WIX

Best for design control and growth

Full drag-and-drop, ecommerce and a scalable platform.

DURABLE

Best for solo operators

Online the same day, with automated local marketing.

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SUMMARY SCORECARD

How Zarla, Wix and Durable score on five criteria

Scores are an editorial assessment from 1 to 5 based on the cited evidence, not vendor ratings. Wix leads on editing depth and CRM; Zarla and Durable lead on speed; local SEO is close across all three.

	ZARLA	WIX	DURABLE
Generation speed	5	3	5
Drag-and-drop customization depth	2	5	2.5
Built-in CRM tools	4	5	3.5
Local SEO optimization	4	4.5	4.5
Starting price (paid)	4.5 4.5 with long prepay · 2.5 monthly	3.5	3.5
BEST FOR	Trades and local service businesses that want “done for me” plus quotes, invoices and bookings	Businesses that want full design control, ecommerce and a scalable platform	Solo service operators who want a site online the same day with automated local marketing

KEY TAKEAWAYS

- **Fastest:** Zarla and Durable both generate a site in under a minute. Zarla produces a full multi-page draft; Durable a single business site.
- **Only true drag-and-drop:** Wix. Zarla and Durable trade pixel-level control for speed, and none of the three offers code export.
- **Best CRM:** Wix (pipeline, automations, unified inbox, email campaigns). Zarla is strongest for quote, invoice and book workflows.
- **Local SEO:** Zarla auto-builds a page per service and per town; Wix offers the most technical and schema control; Durable automates directories, NAP consistency and review requests.
- **Cheapest:** Zarla at about \$132/yr, but only with 36 months paid upfront. Month to month, Wix Light (about \$24) and Durable (\$25) undercut Zarla (\$29).

01

CRITERION 1 OF 5

Generation speed: which AI builder is fastest?

Zarla and Durable both generate a site in under a minute. Wix generates quickly too, but its guided chat brief and customization add time; in exchange its output is more complete and customizable.

	ZARLA	WIX	DURABLE
STATED AI BUILD TIME	About 30 seconds from a one-sentence description: pages, copy, design, images, contact form and on-page SEO (GetApp). Pricing page says a site can be built in about a minute (Zarla pricing)	Generation itself takes under 1 minute, but the guided chat brief takes about 5 minutes, plus 10 to 30 minutes for customization (Wix blog)	“Launch your site in 30 seconds” (Durable pricing); reviewers measured under a minute (Tooltester)
INPUT REQUIRED	One sentence; adding services and towns creates a page per service and per town (Zarla guide)	Multi-question chat with the AI agent Aria, then site brief approval (Wix Help Center)	Three prompts: business type, location, name (AIWebsiteBuilder.com review)
EXTRA CHANNELS	Mobile editor (Zarla Help)	Build from inside ChatGPT by tagging @Wix (Wix blog)	Companion mobile app (Tooliverse)
VERDICT	Fastest to a full multi-page draft	Slower start, more complete and customizable output	Fastest to a single business site

02

CRITERION 2 OF 5

Drag-and-drop customization depth

Wix is the only one of the three with deep drag-and-drop editing. Zarla and Durable use section-based editors that trade pixel-level control for speed. None of them offers code export.

	ZARLA	WIX	DURABLE
EDITOR MODEL	Chat editing plus click-to-edit sections; reorder with move up/down buttons, no free dragging (Zarla features)	Hybrid: AI agent Aria or full drag-and-drop editing at any point (Wix blog)	Section-based block editor; reviewers note you cannot move elements freely (Tooltester review)
PIXEL-LEVEL CONTROL	No; Zarla says it trades pixel-by-pixel control for speed and has no pixel-level canvas (Zarla)	Yes; free-form editor, thousands of templates (Wix plans)	No grid or pixel-level editing (AIWebsiteBuilder.com)
DESIGN VARIETY	1,300+ designs that can be swapped while content stays (GetApp)	Thousands of templates, plus an advanced developer platform on Business Elite (Wix plans)	Only a handful of templates; one navigation sub-level (Tooltester review)
CUSTOM CODE	Paste your own code in site settings (Zarla)	Custom meta tags, robots.txt, structured data and developer tools (Wix SEO)	Head/footer code snippets on paid plans, no source access (Tooltester review)
CODE EXPORT	No (Zarla guide)	No (platform-hosted)	No verified export (Willo)
VERDICT	Shallow but fast	Deepest by a wide margin	Shallow, template-bound

03

CRITERION 3 OF 5

Built-in CRM tools for small businesses

Wix has the most complete CRM and marketing automation. Zarla is strongest for service-business operations (quote, invoice, book). Durable covers solid basics with AI automation.

	ZARLA	WIX	DURABLE
CONTACTS AND LEAD TRACKING	Unlimited lead tracking on paid plans; 25 records to try on Free (Zarla pricing)	Free CRM with no stated contact cap; contacts auto-created from forms, bookings and purchases (Wix free CRM)	CRM on all plans; 10 customers on Free, unlimited on Launch and Grow (Durable pricing)
PIPELINE AND AUTOMATION	Team to-do list and task manager (Zarla pricing)	Visual sales pipeline, automations, tasks and reminders (Wix lead management)	Automatic lead capture and replies; AI agents that collect reviews (Durable pricing)
INBOX AND MESSAGING	Leads inbox (Zarla guide)	Unified inbox for email, chat and social with AI replies; AI front desk agent (Wix CRM)	AI chat reply tool (Durable pricing)
QUOTES, INVOICES, PAYMENTS	Unlimited quotes and invoices, payment links, deposits on paid plans (Zarla pricing)	Payments from Core upward (Wix plans)	Basic Stripe invoicing per reviewers (AIWebsiteBuilder.com); invoicing is not listed on the current pricing page
BOOKINGS	Online bookings on paid plans (Zarla pricing)	Scheduling from Core (Wix plans)	Unlimited bookings synced to calendar on Launch (Durable pricing)
EMAIL MARKETING	Not listed	Automated email campaigns and loyalty programs (Wix CRM)	Not listed
VERDICT	Strong service-business operations (quote, invoice, book)	Most complete CRM and marketing automation	Solid basics with AI automation

CRITERION 4 OF 5

04

Local SEO and AI search optimization features

All three cover the local SEO basics, but in different ways: Zarla automatically builds landing pages per service and per town, Wix gives the most manual technical and schema control, and Durable leads on off-site local automation.

	ZARLA	WIX	DURABLE
GOOGLE BUSINESS PROFILE	GBP sync on all plans (Zarla pricing)	Create, import and manage GBP and reviews from dashboard (Wix SEO)	GBP listed in plan comparison (Durable pricing)
LOCATION AND SERVICE-AREA PAGES	Auto page per service and per town, plus a service-area map (Zarla guide)	Manual location pages; SEO checklist supports up to five addresses (Wix Help Center)	Not specified
STRUCTURED DATA	On-page SEO set up automatically (GetApp)	Default schema plus editable and custom JSON-LD (Wix SEO)	Structured data (JSON-LD) listed (Durable pricing); reviewers called schema controls limited (Tooltester review)
CITATIONS, NAP, REVIEWS	Not listed	Review management through GBP (Wix SEO)	Directory listings, NAP consistency, email review requests, competitor analysis (Durable pricing)
TECHNICAL SEO CONTROL	Titles and descriptions set for you; AI SEO Coach (Zarla pricing)	Meta tags, URL slugs, canonicals, robots.txt, redirects, Semrush-powered checklist (Wix SEO)	Slugs, titles, meta descriptions; limited H-tag and redirect control (Tooltester review)
AI SEARCH (GEO / AEO)	Reports what ChatGPT and Google AI say about you (Zarla pricing)	AI visibility tool for assistant mentions (Wix blog)	Advanced GEO/AEO on Launch (Durable pricing)
MULTILINGUAL	Not listed	Available	Auto-translated site and SEO metadata on Grow (Durable pricing)
VERDICT	Best automatic local landing pages	Best manual control and schema	Best off-site local automation (directories, NAP, reviews)

05

CRITERION 5 OF 5

Starting pricing tiers and year-one cost

Zarla is the cheapest on paper, but only with three years paid upfront. Month to month, Wix Light and Durable Launch are cheaper than Zarla Premium. For bookings and payments, Durable Launch beats Wix Core.

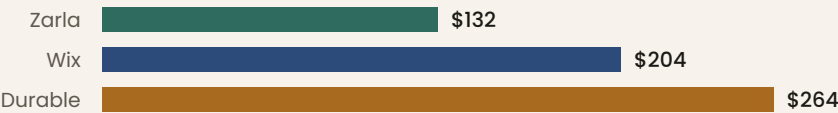
	ZARLA	WIX	DURABLE
FREE PLAN	Build and preview only; publishing needs a paid plan (Zarla pricing)	Free, with Wix subdomain and branding (Wix plans)	Preview and share; 300 AI credits (Durable pricing)
LOWEST PAID TIER	Premium: \$10.99/mo on 36 months (\$395.64 upfront); \$29/mo month-to-month (Zarla pricing)	Light: \$17/mo billed annually (Wix blog); about \$24 billed monthly (Forbes Advisor)	Launch: \$22/mo billed yearly, \$25/mo monthly (Durable pricing)
FIRST TIER WITH BOOKINGS AND PAYMENTS	Premium (\$10.99 to \$29/mo)	Core: \$29/mo annually (Wix blog)	Launch (\$22 to \$25/mo) for bookings
NEXT TIER	Business: \$16.99/mo on 36 months; \$49/mo month-to-month (Zarla pricing)	Business: \$39/mo; Business Elite: \$159/mo (Wix blog)	Grow: \$41/mo yearly, \$49/mo monthly (Durable pricing)
TRANSACTION FEES	2% (Premium) or 1% (Business) on top of Stripe; 0.8% on bookings (Zarla pricing)	No extra commission on one-time sales; 4% (Core) or 2% (Business) on recurring Pricing Plans (CinchStack)	Not stated
DOMAIN	Free first year on 12+ month plans (Zarla pricing)	Free first year (Wix plans)	Free domain up to \$20 (Launch) or \$40 credit (Grow) (Durable pricing)
WATCH-OUTS	Lowest price needs 3 years paid upfront; Premium keeps a small “Made with Zarla” footer	Light has no payments or ecommerce; prices vary by region	AI credits capped (1,000/mo on Launch)

Effective entry cost in year one

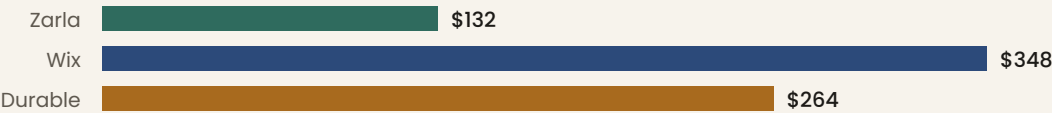
SCENARIO	ZARLA	WIX	DURABLE
Cheapest publishable site	\$395.64 for 3 years (about \$132/yr)	\$204/yr (Light)	\$264/yr (Launch, yearly)
Site with bookings and payments	Same as above	\$348/yr (Core)	\$264/yr (Launch)
Pay month to month	\$29/mo	About \$24/mo (Light)	\$25/mo

EFFECTIVE YEAR-ONE COST, USD PER YEAR

Cheapest publishable site



Site with bookings + payments



RECOMMENDATIONS

Which website builder should you choose?

ZARLA

Pick Zarla for local trades and service businesses (plumbers, builders, cleaners) that want location pages, quotes, invoices and bookings without design work, and are willing to prepay to get the lowest rate.

WIX

Pick Wix for businesses that need real design freedom, ecommerce, email marketing, advanced technical SEO, or expect to grow. It's the only one of the three with deep drag-and-drop editing.

DURABLE

Pick Durable for solo operators who value speed and want AI to handle ongoing local marketing (directory listings, NAP consistency, review requests, blogs) on a simple monthly plan.

THE SEO STRATEGIST'S TAKE

*For an SEO-led local strategy, a practical setup is **Wix** for full schema and technical control, or **Zarla** or **Durable** when the client will never touch the site and automation matters more than control.*

Frequently asked questions

Which is cheaper: Zarla, Wix or Durable?

For the cheapest publishable site, Zarla Premium costs \$395.64 for 3 years (about \$132 per year), Wix Light costs \$204 per year and Durable Launch costs \$264 per year on yearly billing. Paying month to month, Wix Light is about \$24, Durable Launch \$25 and Zarla Premium \$29.

Which AI website builder is the fastest?

Zarla and Durable. Zarla builds a full multi-page draft in about 30 seconds to a minute from one sentence; Durable launches a single business site in under a minute from three prompts. Wix generates in under a minute but needs a roughly 5-minute guided brief.

Which builder has real drag-and-drop editing?

Only Wix. Zarla uses chat and click-to-edit sections reordered with move buttons, and Durable uses a section-based block editor without free positioning.

Which is best for local SEO?

It depends on the job. Zarla automatically creates a page per service and per town, Wix offers the most technical SEO and custom JSON-LD control, and Durable automates directory listings, NAP consistency and review requests.

Which includes quotes, invoices and bookings?

Zarla includes unlimited quotes and invoices, payment links, deposits and online bookings on paid plans. Wix adds payments and scheduling from the Core plan. Durable includes unlimited bookings on Launch; reviewers report basic Stripe invoicing, but invoicing is not listed on its current pricing page.

Can I export my site's code from Zarla, Wix or Durable?

No. Zarla does not offer code export, Wix is platform-hosted, and there is no verified export for Durable.

Do Zarla, Wix and Durable have free plans?

Wix has a free plan with a Wix subdomain and branding. Zarla's free plan lets you build and preview, but publishing needs a paid plan. Durable's free plan allows preview and sharing with 300 AI credits.

Methodology and sources

Prices and features were checked on October 22, 2026, using US list prices in USD before tax. Vendors change pricing often, so confirm on each pricing page before buying. Scores are an editorial assessment (1 to 5) based on the cited evidence, not vendor ratings. Each claim in the comparison tables is attributed inline to its source.

Vendor sources. Zarla pricing, Zarla features, Zarla guide and Zarla Help; Wix plans, Wix blog, Wix Help Center, Wix SEO, Wix free CRM, Wix lead management and Wix CRM pages; Durable pricing.

Independent reviews and data. GetApp, Tooltester, AIWebsiteBuilder.com, Forbes Advisor, CinchStack, Willo, Tooliverse.

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