



Framer Reviews & Overview

4.6 ★★★★★

 Launched in 2014

 Pricing

× Free trial

✓ Free version



Framer is a no-code website builder and design tool aimed at designers, marketers, and development teams who want to create and publish production-ready websites visually. It combines a canvas-based design environment with real-time collaboration, CMS capabilities, and built-in hosting. Users can design responsive layouts, add interactive animations and transitions, manage content through a structured CMS, and publish directly to a custom domain — all within a single platform. Framer supports component-based design, allowing reusable elements across pages, and includes AI-assisted features for generating page sections or copy. It also offers localization tools for multi-language sites, SEO controls, and analytics integrations. Teams can collaborate simultaneously on the same project, leave comments, and manage access through role-based permissions. The platform targets freelancers building client sites, startups launching marketing pages, and in-house design teams maintaining brand websites, positioning itself as an alternative to both traditional design tools and conventional website builders.

 Do you work for Framer? [Claim this product page](#)

Target audience and deployment

-  Solo / Freelancer
Startup
SMB
Mid-market
-  Cloud
Browser extension

Techreviewer Score ⓘ

4.6 ★★★★★

Product review platforms

The product's reputation is reflected through ratings and reviews from different review websites:

- 4.5 ★★★★★ (145 reviews) G2
- 4.3 ★★★★★ (32 reviews) Capterra
- 4.8 ★★★★★ (262 reviews) Product Hunt
- 4.3 ★★★★★ (32 reviews) GetApp

AI Overview

Powered by **techreviewer AI**

This product performance overview is based on AI analysis of 290 client reviews across 4 different review platforms. Read more about our methodology.

Last updated: October 2026

Performance snapshot

Framer earns strong marks for usability and functionality, driven by an overwhelming majority of reviewers praising its design-to-web workflow, Figma-like interface, animation capabilities, and speed of publishing. Reliability is generally positive with isolated but notable exceptions. Cost-effectiveness is the most divided category, with pricing for collaborators, localization, and advanced plans drawing consistent criticism. Support sentiment is mixed, with several serious unresolved complaints sitting alongside strong praise from many users.

Pros

- Extremely fast path from design to live website; many reviewers report launching full sites in hours or days.
- Figma-like interface lowers the learning barrier for designers and makes design-to-web transitions seamless.
- Rich animation and interaction capabilities widely praised as superior to Webflow and other no-code alternatives.
- Extensive template library and AI-assisted design accelerate project starts for non-designers and beginners.
- Enables small teams to ship and iterate on marketing pages independently, freeing engineering resources for core product work.

Cons

- Pricing draws recurring complaints: collaborator seats, localization, and advanced CMS tiers are considered expensive relative to feature depth.
- A learning curve persists for non-designers and for complex layouts; some users find the editor unintuitive at first.
- CMS functionality is limited compared to Webflow or custom solutions, making it unsuitable for content-heavy or advanced projects.
- Support has serious unresolved complaints including an unremoved hosted image creating legal/copyright exposure and alleged billing errors with no human response — flagged as major negatives.
- Advanced features such as multi-language support, e-commerce, and third-party automation integrations (e.g., Zapier) are absent or costly.

Best for

Framer is best suited for designers, indie makers, small startup teams, and marketing professionals who want to build polished, responsive landing pages and marketing sites rapidly without deep coding knowledge. It is particularly strong for Figma-familiar users and teams who need design-to-live velocity over advanced CMS or enterprise-grade flexibility.

Users info

Reviewers are predominantly from small businesses and startups, with a secondary presence from mid-market companies. Roles skew heavily toward designers (UX/UI, product, graphic, web, senior/principal), founders and CEOs, and marketing managers or growth leads. Industry representation includes computer software, design agencies, marketing and advertising, information technology, and consulting. Top user industries include Computer Software, Design, Marketing and Advertising, Information Technology and Services, Consulting. Typical user roles include UX/UI Designer, Founder / CEO, Marketing Manager / Growth Lead, Web Designer / Developer, Product Designer. Typical company size bands include Small-Business (1–50 employees), Mid-Market (51–1000 employees).

Performance breakdown

Usability

● Strong

A large majority of reviewers across all platforms highlight the Figma-like interface, intuitive canvas, drag-and-drop editing, and fast onboarding as core strengths. A minority — typically non-designers or users building complex sites — report a steep learning curve and unintuitive navigation.

Functionality

● Strong

Reviewers widely praise animations, responsive design, CMS, Figma import, AI generation, and one-click publishing. Recurring gaps noted include limited CMS depth, no native Zapier integration, restricted e-commerce, and missing page-level password protection — treated as enhancement requests rather than failures by most satisfied users.

Reliability & performance

● Mixed

Many reviewers cite fast-loading, stable sites and smooth publishing. However, a meaningful subset reports design breakages, a hosted image that persisted after deletion creating legal risk, and occasional platform instability. One reviewer noted pages feeling heavier after migrating from Webflow.

Support

● Mixed

Support sentiment is split. Several G2 and Product Hunt reviews praise responsive, helpful support. However, multiple reviewers report chatbot-only responses, billing errors unresolved for over a month, a copyright/trust-and-safety issue with no accountability, and one reviewer describing 'dysfunctional support and gaslighting' — these constitute serious, specific failures flagged separately.

Cost-effectiveness

● Mixed

Many reviewers — especially solopreneurs and early-stage teams — consider Framer good value relative to Webflow or custom development. Recurring complaints focus on expensive collaborator seats, high localization add-on costs, restricted free-tier features, and pricing that feels misaligned with CMS and feature limitations at scale.

Review strength

Analysis is based on 290 unique reviews after de-duplicating syndicated entries (the Capterra reviews republished on GetApp were merged with their originals). Reviews span four platforms and range from February 2019 to September 2026. A meaningful share of reviews — approximately 15% — predate 2023 and reflect an earlier, prototype-focused version of the product; these were weighted accordingly given Framer's significant product pivot toward website building. Review date range: 2019-02-20 - 2026-09-07.

Pricing

Pricing details:

× Free trial

✓ Free version

View more pricing information

Key features

- Visual drag-and-drop canvas editor
- Built-in CMS
- Real-time collaboration
- Interactive animations and transitions
- Custom domain publishing and hosting
- AI-assisted design and content generation
- Localization and multi-language support
- Component and variant system
- SEO controls
- Role-based access and permissions
- Responsive breakpoints
- Analytics integrations

Use cases

- Build marketing websites without code
- Prototype interactive web experiences
- Manage website content with a built-in CMS
- Publish and host websites on custom domains
- Collaborate in real time on web design projects
- Localize websites for multiple languages
- Generate website sections with AI assistance

Best for

- Freelance designers who need to build and deliver client websites without writing code
- Startup teams who need to launch polished marketing sites quickly
- In-house design teams who need to maintain and update brand websites independently
- Content marketers who need to manage website content through a visual CMS
- Product designers who need to prototype and share interactive web experiences

Integrations

Analytics & BI

Google Analytics, Fathom

Marketing

Mailchimp

Customer support

Intercom

Other

Google Tag Manager, Hotjar, Lottie

Categories

No-Code & Low-Code

Best No-Code & Low-Code Platforms

Framer alternatives



Makeform



Pricing

Contact for pricing

✕ Free trial

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