SHOPLAUNCH STUDIO · LOCAL SHOPS · 11 NOVEMBER 2026

A GoDaddy alternative: the first year is not the price of the site

GoDaddy's Airo builder sells Starter at $9.99 a month billed annually, and its page says the annual price carries an extra discount on the first year — then prints no renewal. The reported renewal is $179.88: three years $479.64, or $719.64 month by month.

WHAT GODADDY CHARGES — ANNUAL BILLING

Free Airo with 50 AI credits a month, no card required	**$0**
Starter 150 credits, 1 site, pay links · $19.99 monthly	**$9.99/mo**
Professional 300 credits, 10 sites, payments, bookings · $49.99 monthly	**$24.99/mo**
Ultimate 750 credits, 50 sites, GitHub sync · $199.99 monthly	**$99.99/mo**
Websites + Marketing The older builder on existing accounts, renews at $16.99–$34.99	**$9.99–20.99**
Renewal Printed on no plan card — ask for the amount and the period	**not shown**

THREE YEARS, ALL IN

Starter, first year: 12 × $9.99	$119.88
Two renewal years at the reported $179.88	$359.76
Starter, three years	**$479.64**
Starter month by month: 36 × $19.99	$719.64
Classic builder, three years (reported)	$527.64–$1,091.64
40 hours of your time at $25 (our assumption)	$1,000
Starter, three years, all in	**$1,479.64**
ShopLaunch Local Pack, paid once	**$199**
Difference still in your account	**$1,280.64**

Keep them if

- The domain, email and site on one bill and one login.
- Bookings, deposits and payments from the plan (Professional).
- A store on Commerce with GoDaddy Payments attached.
- One vendor to hold responsible when the site is down.

Choose the $199 page if

- It is a file, not a tenancy: nothing to renew, nothing to migrate.
- One page built as a phone page first, not generated and then fixed.
- No credit meter between you and a price change.
- No year-two letter with a bigger number on it.

What the $199 Local Pack is — built by us, handed over the next business day

+ A mobile page on a real URL — hours, prices, photos, tap-to-call, directions
+ A digital menu with one QR code per table, print-ready
+ Three print-ready posters: window hours, counter QR, menu board
+ Five Instagram posts, 1080×1080, with the captions written
+ An edit key, so you change a price or a closing time yourself
+ The files — HTML, CSS and images — on a URL you own

Three things to get in writing before you pay for another year

The renewal amount, and the period — The plan cards print a first-year discount and no renewal. Ask what year two costs, and for how long.
Which builder you are on — Airo downloads code; the older Websites + Marketing agreement forbids migration. Ask before you plan to leave.
What the credits buy — 150 / 300 / 750 a month, spent on generation, free on text edits. Ask what happens mid-build when they run out.

$199 once. A file, not a tenancy: nothing to renew, nothing to migrate.

We do not sell domains, email, payments or hosting — if you want those from GoDaddy, keep them and buy only the page.

shoplaunch-app.pages.dev/vs/godaddy · shoplaunch-app.pages.dev/calc · $49 / $199 / $499 once

Sources, read 11 November 2026: godaddy.com/airo and godaddy.com/websites/website-builder, US storefront, USD — Free $0 (50 credits), Starter $9.99, Professional $24.99, Ultimate $99.99 a month billed annually; $19.99 / $49.99 / $199.99 month to month; "Save with an annual plan and get an extra discount on your first year"; "Download your code anytime". godaddy.com/pricing: website builder "as low as $9.99/mo, save 33% annually". The auto-renew amounts ($179.88 / $443.88 / $1,799.88) and the classic Websites + Marketing prices and renewals are REPORTED — BaaDigi (2 October 2026), TechRadar (16 February 2026), 2026 builder teardowns — because GoDaddy prints no renewal on its plan cards and no longer lists the classic plans for new US buyers. The 40 hours and the $25 an hour are ShopLaunch's estimate, not a vendor figure. Prices are US list, before tax; check your own renewal notice.