

Showing 74 of 198 ads. You can narrow down your date range to see more ads.

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Competitive Analysis

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The Free Website Guys All Ads Jul 27, 2025 – Aug 26, 2025 Filters Share Competitor

Competitor Advertising Strategy Summary

Core Messaging Strategy

- Free Website Offer:** The central value proposition across all ads is offering to build websites for free, with variations like "We'll Build Your Website for FREE – Seriously" and "Get Your Free Website Today! 🚀"
- Credibility Emphasis:** Many ads highlight being "#1 Rated" or having five-star ratings on platforms like TrustPilot, Clutch, and G2.
- Urgency & Simplicity:** Some ads emphasize quick application ("Apply in 90 seconds") to reduce friction in the conversion process.

Campaign Structure

- Target Audience:** Predominantly cold audiences (with only one identified warm audience ad)
- Campaign Objective:** Lead generation is the universal goal across all campaigns
- Call-to-Action:** Primarily uses "APPLY_NOW" buttons, with occasional "LEARN_MORE" CTAs
- Creative Mix:** Approximately 60% video ads and 40% image ads

Creative Approach

- Direct & Bold Headlines:** Uses straightforward, benefit-focused headlines that clearly communicate the free offer
- Trust Signals:** Incorporates ratings and review platforms to build credibility
- Emoji Usage:** Strategic use of emojis (★★★★★, 🚀, ✅) to draw attention in certain ad variations
- Consistent Messaging:** While wording varies slightly, the core message remains consistent across all ads

Distribution Strategy

- Multi-Platform Approach:** Ads run across Facebook, Instagram, Audience Network, Messenger, and Threads
- International Focus:** Some ads appear in German ("Wir bauen Ihre Website. Kostenlos.") and UK-specific messaging (£0), indicating targeted geographic expansion
- Template Usage:** Employs dynamic product naming with {{product.name}} placeholders in several ads

Key Strategic Insights

- Value-First Approach:** The competitor leads with a high-value free offer rather than focusing on product features
- Psychological Triggers:** Uses social proof (ratings), urgency, and the power of "free" to drive action
- A/B Testing:** Multiple variations of similar messaging suggests ongoing optimization of ad performance
- Simplicity:** Maintains clear, direct messaging without complex explanations or technical jargon

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[View Creatives](#)

Target Audience

Cold: 73
Warm: 1

Campaign Type

Lead: 74

Creative Type

Video: 45
Image: 29

Short-Form

No Website? No Problem.

We'll build you a custom beautiful website for \$0.

Claim Yours.

Since Aug 25, 2025 Last 44 days

Short-Form

Still don't have a website?

We'll build you one – for \$0.

Since Aug 25, 2025 Last 44 days

Lifestyle

WE BUILD FREE WEBSITES FOR SMALL BUSINESSES.

Since Aug 25, 2025 Last 48 days

UGC

Still don't have a website?

We'll build you a stunning, professional website for \$0.

Since Aug 25, 2025 Last 44 days

UGC

WE BUILD FREE WEBSITES FOR SMALL BUSINESSES.

Since Aug 25, 2025 Last 44 days

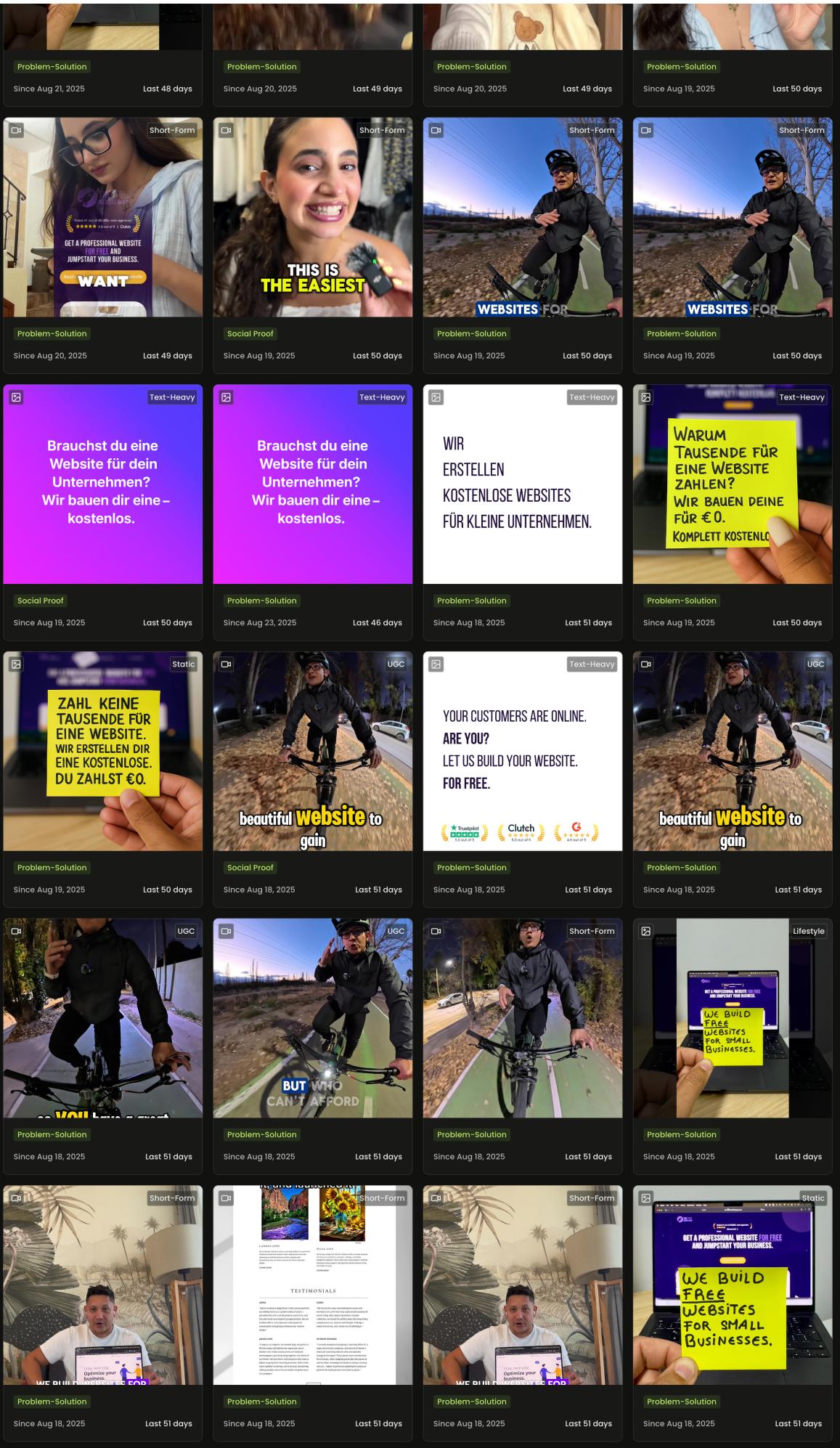
UGC

WE BUILD FREE WEBSITES FOR SMALL BUSINESSES.

Since Aug 25, 2025 Last 44 days

UGC

SOCIAL



GET A PROFESSIONAL
WEBSITE **FOR FREE**

APPLY IN JUST 2 MINUTES!

5.0 out of 5 | 5.0 out of 5 | 4.9 out of 5

Social Proof

Since Aug 18, 2025 Last 51 days

Ready for
a free website in 2025?

Social Proof

Since Aug 18, 2025 Last 51 days

FREE PROFESSIONAL WEBSITES



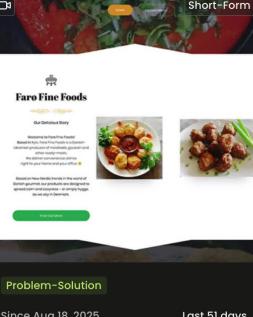
Social Proof

Since Aug 18, 2025 Last 51 days

START 2025
WITH A FREE WEBSITE
AND ENDLESS POSSIBILITIES.

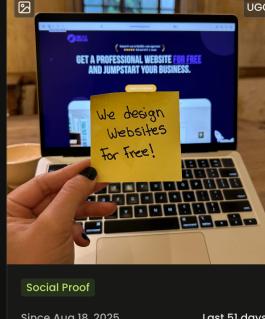
Sale and Urgency

Since Aug 18, 2025 Last 51 days



Problem-Solution

Since Aug 18, 2025 Last 51 days



Social Proof

Since Aug 18, 2025 Last 51 days



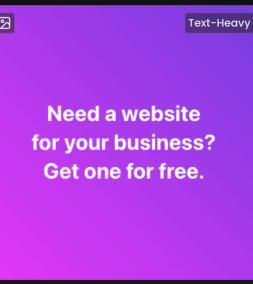
Problem-Solution

Since Aug 16, 2025 Last 53 days



Problem-Solution

Since Aug 13, 2025 Last 56 days



Problem-Solution

Since Aug 13, 2025 Last 56 days



Direct and Straightforward

Since Aug 11, 2025 Last 58 days



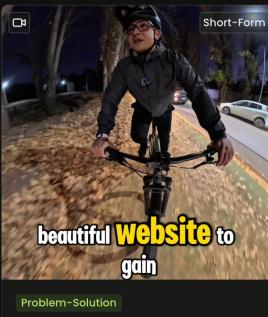
Social Proof

Since Aug 11, 2025 Last 58 days



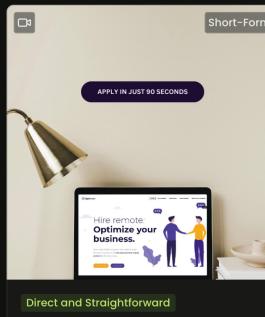
Problem-Solution

Since Aug 11, 2025 Last 58 days



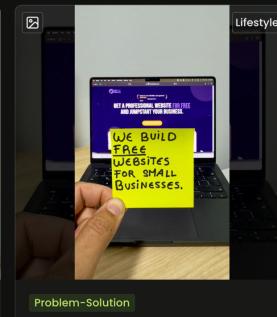
Problem-Solution

Since Aug 11, 2025 Last 58 days



Direct and Straightforward

Since Aug 12, 2025 Last 57 days



Problem-Solution

Since Aug 11, 2025 Last 58 days

Text-Heavy

WE
CREATE
FREE WEBSITES
FOR SMALL BUSINESSES.

Social Proof

Since Aug 11, 2025 Last 58 days



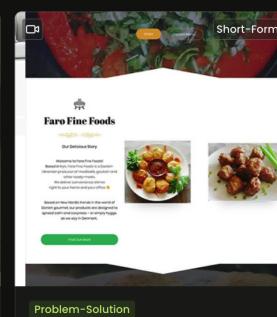
Problem-Solution

Since Aug 11, 2025 Last 58 days



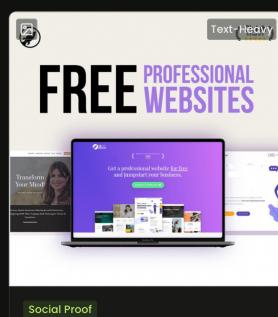
Problem-Solution

Since Aug 11, 2025 Last 58 days



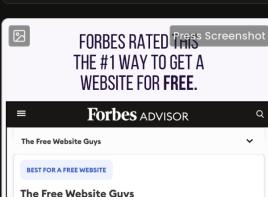
Problem-Solution

Since Aug 11, 2025 Last 58 days



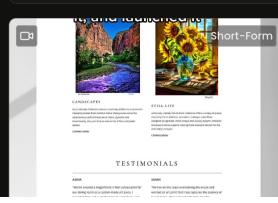
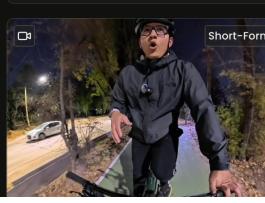
Social Proof

Since Aug 11, 2025 Last 58 days



Text-Heavy

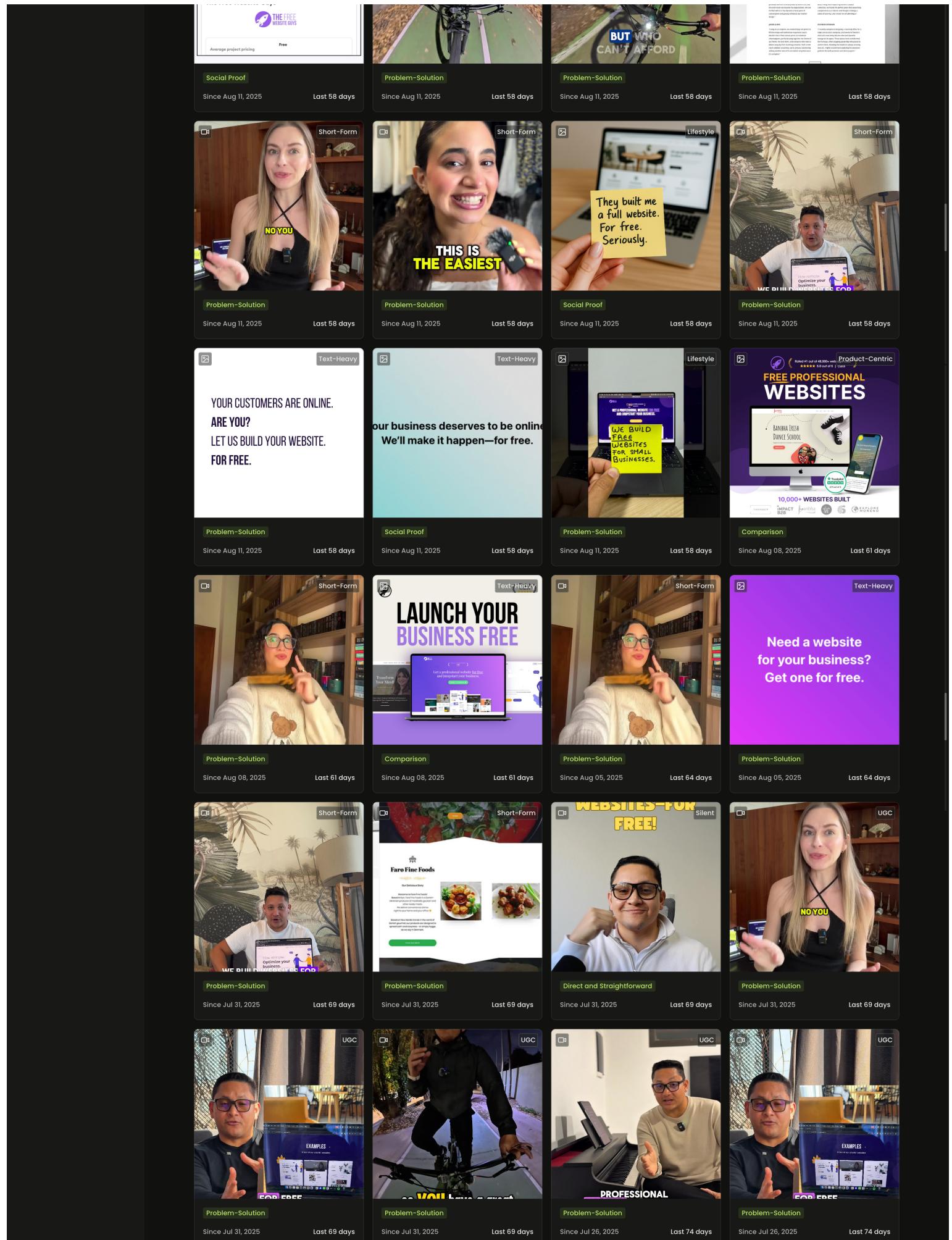
The Free Website Guys



Text-Heavy

Landscape

Testimonials

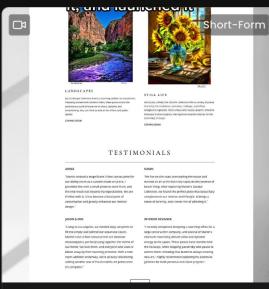




Problem-Solution

Since May 12, 2025

Last 149 days



Problem-Solution

Since May 12, 2025

Last 149 days