

— FREE GUIDE FOR JERSEY BUSINESSES

business.site alternatives

What to replace Google's free website with

Google's free business.site websites closed in 2024. The realistic replacements, what each one asks of you, and how to choose between them.

GETTING STARTED

business.site alternatives: what to replace Google's free website with

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By Josh, Jersey Web · Updated 22 October 2026 · Read it online: jerseyweb.je/guides/business-site-alternatives/

If your business had a free website from Google at an address ending in business.site, it has gone. Google switched those websites off in March 2024, and since 10 June 2024 the old addresses show a "page not found" error. Your Google Business Profile, the listing with your reviews and photos, was not affected. Our [business.site closure page](#) has a short video and the six steps to take. This guide covers one of those steps in more detail: what to put in its place.

What a business.site page did

It helps to be clear about what you are replacing. A business.site website was a basic website made from the information on your Business Profile, such as your name, contact details, opening hours and photos. It was free, it took minutes, and you did not choose or own its address. Most replacements can do more than that, so the real question is how much more you need.

Option 1: your Google Business Profile on its own

Some businesses decide not to replace the website at all and rely on the profile. That costs nothing and keeps you on Google Maps. The limits are real, though: you do not control how it looks, you cannot say much, and you have no address of your own to put on a van, a card or an invoice.

If you go this way, leave the profile's website field empty. Google's [guidelines](#) ask that the website on a profile is the business's own, not a link that forwards people somewhere else. Our guide [Do I need a website for my Jersey business?](#) sets out when a profile is enough and when it is not.

Option 2: Google Sites

People often mix the two up, but [Google Sites](#) (sites.google.com) is a separate website builder that Google still runs, and it can use your own domain. If you want to stay with Google and are happy to make the page yourself, it is the closest thing to what you had. The writing, the layout and the upkeep are yours to do.

Option 3: a website builder

When Google announced the closure it pointed owners towards other website builders, including Wix, Squarespace, GoDaddy, Google Sites, Shopify and WordPress, as [Search Engine Journal reported](#) at the time. A builder suits you if you have the time and patience to make the site yourself and keep it up to date.

Check three things before you sign up: what the plan costs once any introductory offer ends, whether your own domain is included or extra, and whether you can take your content with you if you leave. Our guide to [free website builders against a website from £100](#) shows how to work out what each route costs over three years.

Option 4: a small website built for you

The other route is to have someone build it. For most businesses that had a business.site page, one well-organised page is enough: what you do, where you work and how to get in touch, on a domain you own. With Jersey Web, a [one-page website](#) is from £100 to £300 to build, with hosting from £20 a month, and you can add pages later. Our [price list](#) has the detail.

If paying for the build at the start is the obstacle, you can [apply for a website with no upfront cost](#): no build price, with hosting from £50 a month instead. Anyone can apply, and we reply within one business day.

Whoever builds it, ask the [ten questions in our guide to choosing a web designer](#) before you sign.

Whichever you choose, own the address

The lesson of business.site is that an address you do not own can disappear. Register your domain in your own name, or your company's, so a closed service or a change of designer can never take it away. A .je costs £49 a year direct from the registry, and registrars set their own prices. Our guide [Do you need a .je domain, or will .co.uk do?](#) helps you choose.

How to choose

Not sure which fits? Our free [website planner](#) asks six questions and suggests a starting point.

- ✓ **You only need to be found on Google Maps:** keep the profile up to date and decide on a website later.
- ✓ **You want something simple and will make it yourself:** Google Sites or a website builder, on your own domain if the plan allows it.
- ✓ **You want to sell online:** a shop builder or a built online shop. Our guide to [selling online from Jersey](#) covers GST, UK VAT and postage.
- ✓ **You would rather not build it yourself:** a small built website on your own domain.

After you switch

Put the new address on your Business Profile first, then replace the old one everywhere else. Our checklist for [finding and replacing old business.site links](#) lists the places people forget.

Need a website to replace your business.site page?

Tell us what your old page did. We build replacement websites for Jersey businesses on a domain in your name, from £100, with hosting from £20 a month.

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