

# THE ULTIMATE COMPARISON

**Woo** **COMMERCE** VS  **shopify**



IT IS NOT A SECRET THAT TODAY  
ECOMMERCE IS ONE OF THE MOST  
POPULAR BUSINESS MODELS.

NOW YOU CAN JUST  
OPEN YOU BROWSER  
AND HAVE A PLEASANT  
SHOPPING WITHOUT  
LEAVING YOUR  
BEDROOM.



**A LOT OF PROFESSIONAL WEB  
DESIGNERS AND DEVELOPERS WORK  
HARD IN ORDER TO PROVIDE PEOPLE**



**WITH THE READY-  
MADE PRODUCTS  
BASED ON THE  
MOST POWERFUL  
AND FLEXIBLE  
PLATFORMS.**

**IF YOU'RE PLANNING TO  
BUILD AN ONLINE STORE,  
THEN A QUESTION POPS UP:**

**HOW CAN ONE CHOOSE  
A PLATFORM FOR THE  
CREATION OF THEIR  
LONG-AWAITED AND  
DESIRED ONLINE STORE?**



# WooCommerce VS *shopify*

	WOOCOMMERCE	SHOPIFY
FEATURES	5/5	5/5
EASE OF USE	4/5	5/5
DESIGN	5/5	4/5
PRICE	5/5	4/5
CUSTOMER SUPPORT	4/5	5/5

**WHY?**

# WOOCOMMERCE

**WOOCOMMERCE IS A  
QUALITATIVE  
WORDPRESS PLUGIN,  
HAS MORE THAN  
3 MILLION OF HAPPY  
AND ACTIVE USERS.**



# WOOCOMMERCE

- **ALLOWS ONE TO SET FULL-FLAGGED ONLINE PROJECT WITH ECOMMERCE INTEGRATION.**
- **IS AN OPEN-SOURCED SOFTWARE**
- **GIVES THE ABILITY TO DESIGN YOUR OWN WEBSITE**
- **ADDS ECOMMERCE FUNCTIONALITY ON TOP OF YOUR WP SITE**



# SHOPIFY

**A POPULAR AND FULLY  
HOSTED PLATFORM  
THAT ALLOWS YOU TO  
BUILD AN ECOMMERCE  
WEBSITE.**



# SHOPIFY

- **CLOUD HOSTED**
- **SUBSCRIPTION BASED**
- **HAS A COMFORTABLE AND EASY TO USE INTERFACE**
- **PROVIDES +2000 APPS FOR THE ONLINE STORES**

**HOW  
TO  
CHOOSE?**

# DECISION TREE

1

DEFINE YOUR  
OBJECTIVE

2

DECIDE ON  
THE HOSTING

3

TAKE A LOOK AT  
YOUR BUDGET



# THANK YOU!

LOOKING FOR INTERESTING CONTENT ON  
SMB ECOMMERCE AND PERSONALIZATION?

## PERSONALIZATION RESOURCES