

SHOPIFY OR WORDPRESS

Which one should you choose?

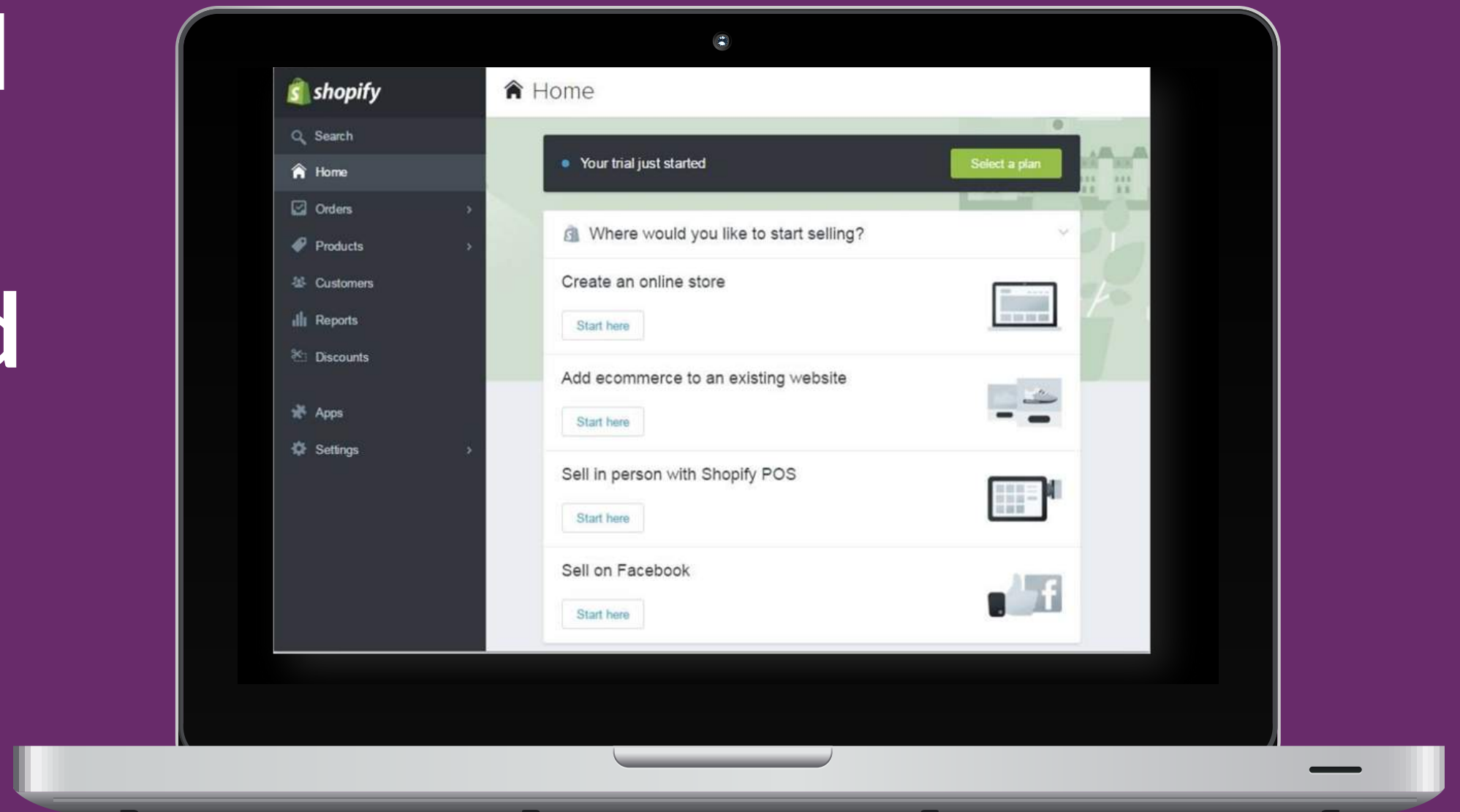


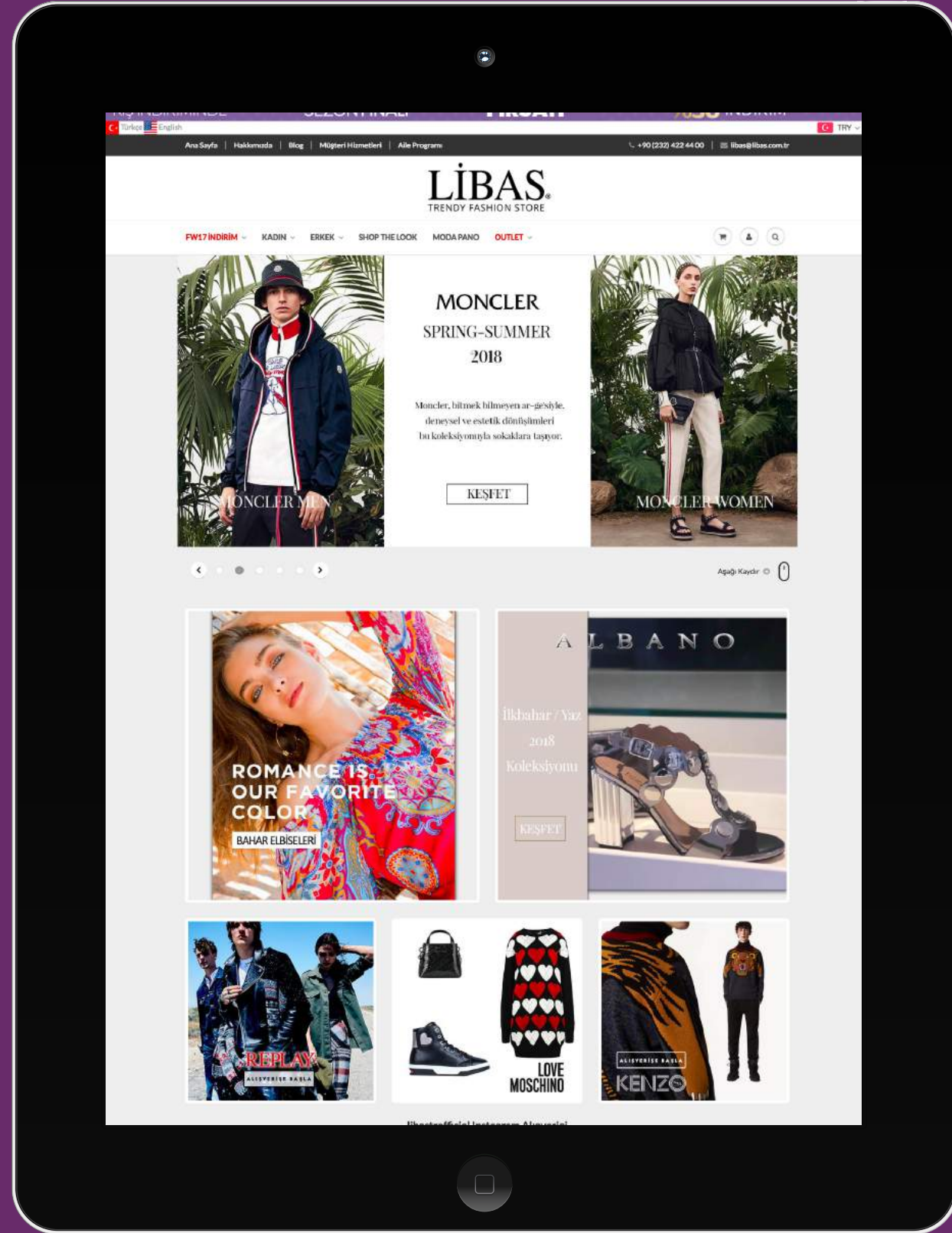
Setting up an eCommerce store can make you come head to head with endless number of choices; and one very crucial choice is going to be which eCommerce platform to build your store on. The obvious options are often Shopify vs WordPress.



Shopify

Shopify is a one-stop eCommerce solution/tool, which allows you to build a fully functional eCommerce store ground up without any coding or development.



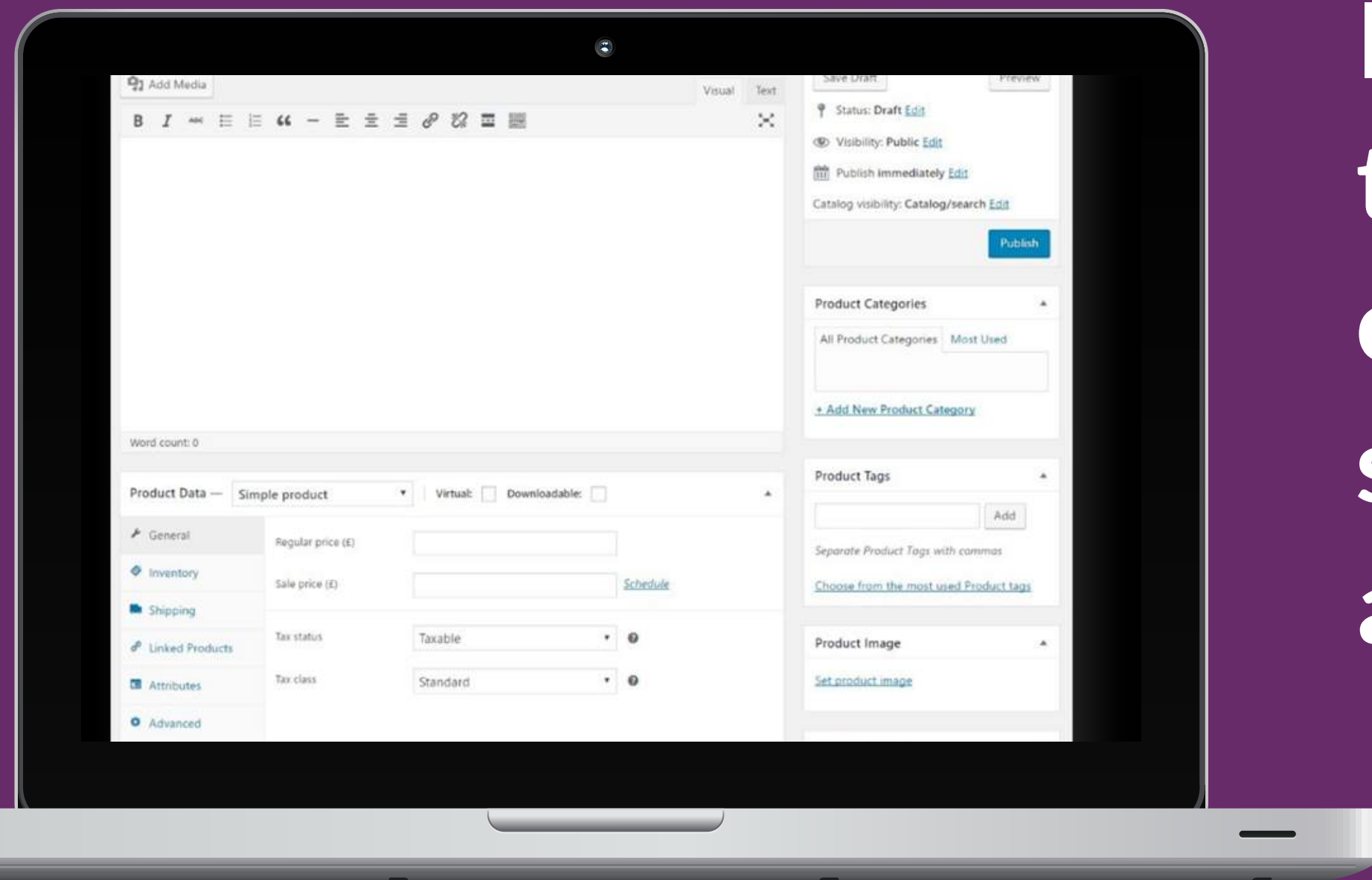


The platform enables you to sell pretty much everything – from physical and digital goods, services and even dropshipping.

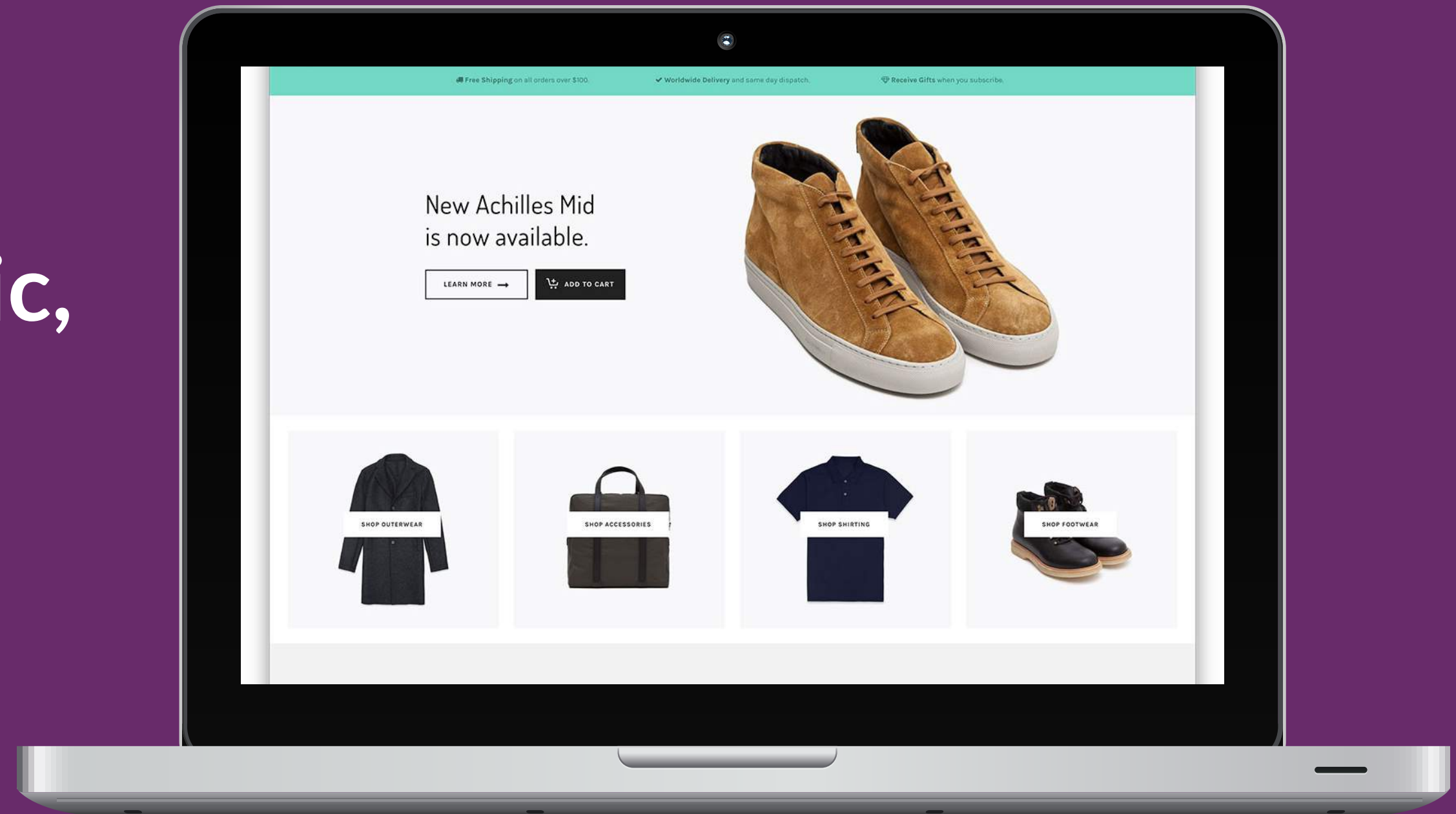
WordPress

WooCommerce, which is WordPress' eCommerce platform offering, is an open-source plugin

It allows you to optimize the most powerful content management system and use it to run an eCommerce store.



Owing to its open-source characteristic, these eCommerce stores are fully customizable.



**Let's look at some of the key parameters of
Shopify vs WordPress which will help you decide
which is best for you.**

Ease of Use

Shopify

Shopify is a fully hosted platform. You don't need to install, manage, or update any software. You just need to sign up to start using it.

Wordpress

You will need to install WooCommerce, manage updates and keep backups. There are plenty of free and paid plugins that can automate most of the tasks for you.



Payment Options



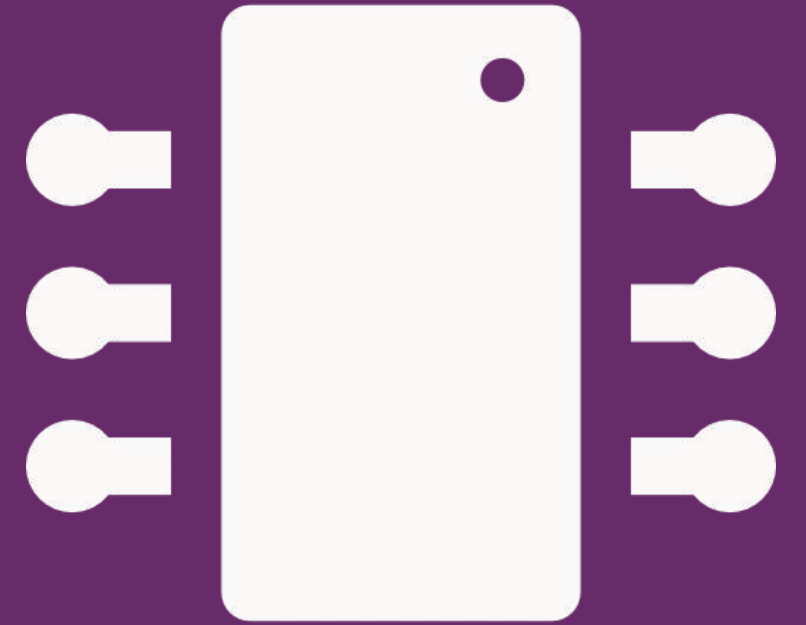
Shopify

It has its own payments solutions called **Shopify Payments**; and is compatible with popular third-party payment gateways.

Wordpress

WooCommerce offers **PayPal** and **Stripe** payments by default. Moreover, It does also support all other popular payment service providers through add-ons.

Add-ons and Integrations



Shopify

Shopify comes with a powerful API and an App Store where you can buy thousands of third party apps for your Shopify store.

Wordpress

WooCommerce gives you access to more than 50,000 free WordPress plugins and many more paid plugins to use for various purposes in your eStore.

Design Element

Shopify

Shopify comes with more than 54 different store templates, of which 10 are free.

Wordpress

As such, WordPress doesn't offer any particular design traits on its own. WooCommerce has been built to be compatible with most themes in the market, provided they follow the specifics and best practices.



Price



Shopify

Shopify pricing is very clear, straightforward and conventional when it comes to pricing. It has a set of different versions which offer users a range of different features up front for a particular price.

Wordpress

WordPress is also free, but you have to consider things like hosting, the cost of a theme, a domain name, any additional extensions and an SSL certificate.

Language Support



Shopify

Native support for multiple languages.

Wordpress

Support for multiple languages via third-party plugins.

Site Builder Hosting



Shopify

- Plans include a website builder with tons of Shopify themes – **FREE!**
- Shopify experts available 24/7 to assist you in building your online store
- Tons of eCommerce features

Wordpress

- Intuitive, drag-and-drop
- Responsive themes so your WP site looks good on any device
- **FREE** to download WordPress software
- **SEO-friendly** end result

Analytics



Shopify

Features its own analytics system and can also be integrated with Google Analytics.

Wordpress

Can be integrated with Google Analytics using a plugin.

There's nothing particularly missing from either of the platforms.

Which one you choose is ultimately a matter of your personal preference, or your take on the things they offer.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

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