

A SIDE-BY-SIDE COMPARISON OF THE TOP E-COMMERCE PLATFORMS



As an e-commerce business, much of your scalability depends on the platform you choose. Some prioritize ease-of-use, others go for flexibility. Regardless, it's up to you to choose one that perfectly matches your needs.

TO HELP YOU WITH YOUR DECISION, HERE IS A SIDE-BY-SIDE COMPARISON OF THE TOP E-COMMERCE PLATFORMS IN 2017:



THE PLATFORMS

shopify

\$13-\$107 MONTH

First up, Shopify is a popular e-commerce platform that prioritizes usability & simplicity.

It currently powers over 500,000 active stores with an overall sales volume of **\$46 BILLION.**

USEFUL FEATURES

- Thousands of plugins and for expandability
- Seamless integration with sales channels like Amazon
- Built-in basic SEO features
- Easy-to-use code editor

BIGCOMMERCE

\$29.95-\$249.95 MONTH

BigCommerce is a platform designed for businesses with big ideas, but also has a small budget.

It's easy enough to be used by beginners, yet flexible enough to provide e-commerce veterans the functionality they need.

USEFUL FEATURES

- Built-in product reviews
- Marketing and analytics
- SEO tools
- Apps for expandability
- Social media integration

WOO COMMERCE

FREE WITH PREMIUM EXTENSIONS

WooCommerce is an e-commerce platform that's specifically-designed to go with WordPress -- the biggest content management system in the world. As such, it stayed true to the WordPress tradition of customizability with tons of extensions and themes.

USEFUL FEATURES

- Email marketing and coupon codes
- Basic inventory management
- Hundreds of paid and free extensions

WIX.com

\$7-\$30 MONTH

Wix is probably more well-known for its drag-and-drop features for website creation.

However, it's also a very capable e-commerce platform that focuses on ease of use and design.

USEFUL FEATURES

- Coupon codes
- Hundreds of apps for expandability
- SEO Tools

volusion

\$15-\$135 MONTH

Lastly, Volusion may not be as popular as Shopify or as comprehensive as BigCommerce.

It does, however, provide a no-nonsense ecosystem for entrepreneurs and small businesses.

USEFUL FEATURES

- Comprehensive inventory management
- Social media integration
- Comprehensive payment gateway integrations

INTERFACE & DESIGN

Whether you like it or not, aesthetics is a crucial part of the experience -- be it for you or your would-be customers. Here's how the top e-commerce platforms of 2017 fare in this department:

shopify

- 100+ fully-customizable templates
- Fluid, CMS-like interface
- Integrated blogging system
- Mobile-friendly

BIGCOMMERCE

- CMS-like interface
- Stencil Theme Editor
- Mobile-friendly
- Built-in Theme Marketplace
- WYSIWYG (What You See Is What You Get) content editor

WOO COMMERCE

- Themes are tied to the WordPress repository
- Works through the WordPress dashboard

WIX.com

- AI-powered website builder (Optional)
- Hundreds of customizable
- Drag-and-drop interface
- Mobile-friendly

volusion

- Mobile-friendly
- Professionally-designed themes
- Drag-and-drop page builder

PAYMENT GATEWAYS

PayPal

stripe

Authorize.Net

Square

2CC 2CHECKOUT

First Data

amazonpayments

PayPal

stripe

Authorize.Net

adyen

Klarna

Apple Pay

amazonpayments

PayPal

stripe

PayFast

Square

Klarna

PayPal

stripe

wirecard

Square

2CC 2CHECKOUT

Moolah

PayPal

stripe

Authorize.Net

CYBERCASH

CyberSource
the power of payment

First Data

Digital River

beanstream
electronic payment processing

BluePay

Skrill

WHO IS IT FOR?

shopify

Designed for DIY Solopreneurs who need simplicity. A few cons include expensive add-ons and the lack of extensive features when compared with others.

BIGCOMMERCE

Suitable for experienced retailers or startups with a reasonable cash cushion. The cons include the high pricing, small number of free themes, and a steeper learning curve.

WOO COMMERCE

Perfect for WordPress users who want a simple way to sell through their websites. The major drawback is the lack of extended functionality. It's also requires WordPress in order to work.

WIX.com

Great for non-tech-savvy entrepreneurs who need to start selling right away. One disadvantage is the steep pricing of themes.

volusion

Finally, Volusion is great for entrepreneurs who need an online store fast, but are also willing to learn the nitty gritty of e-commerce. Unfortunately, it does come with a handful of extra fees in addition to the monthly plan.