# - A SIDE-BY-SIDE COMPARISON OF THE TOP COMPARISON OF THE TOP COMPARISON OF THE TOP COMPARISON OF THE TOP









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.

# \$\$\$ Good idea

volusion

\$15-\$135

**MONTH** 

It does, however, provide

a no-nonsense ecosystem

for entrepreneurs and small

businesses.

**USEFUL FEATURES** 

**S**(\$)

**Lastly, Volusion** 

popular as Shopify

as BigCommerce.

or as comprehensive

may not be as

### THE PLATFORMS





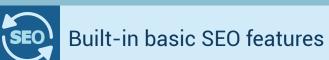
First up, Shopify is a popular e-commerce platform that prioritizes usability & simplicity.

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





and for expandability Seamless integration with



sales channels like Amazon

Easy-to-use code editor

BigCommerce is a platform designed for businesses with big

ideas, but also has

a small budget.

(4)

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

BIGCOMMERCE

\$29.95-\$249.95

MONTH **M** 

#### **USEFUL FEATURES**



Marketing and analytics SEO tools

Apps for expandability Social media integration

#### **WOO COMMERCE**



**WooCommerce** is an

e-commerce platform that's specificallydesigned to go with WordPress -- the biggest content management system in the world. As such, it stayed true to the WordPress tradition of customizability with

#### **USEFUL FEATURES**

tons of extensions and themes.



**Basic inventory** management

Hundreds of paid

and free extensions

#### WiX.com



features for website

**S**(\$) creation. However, it's also a very capable e-commerce platform that focuses on ease of use

and design.

#### **USEFUL FEATURES**



Hundreds of apps for

expandability

**SEO Tools** 

#### Comprehensive inventory management

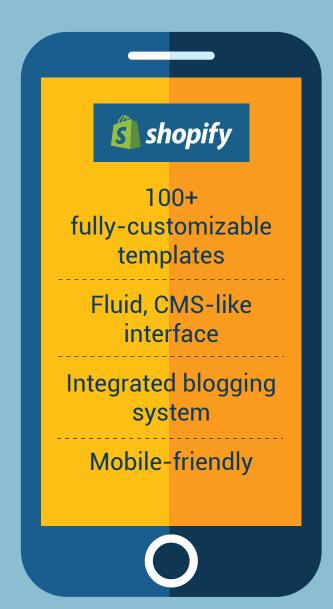
Social media integration Comprehensive payment

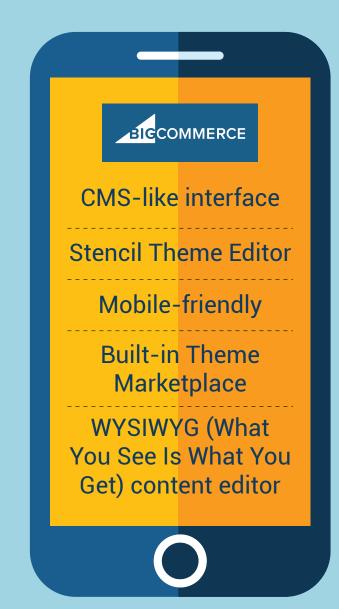
gateway integrations



#### INTERFACE & DESIGN

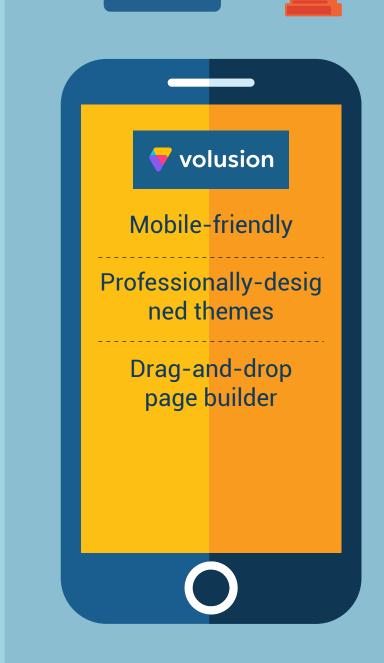
Whether you like it or not, aesthetics is a crucial part of the experience -- be it for you or your would-be customers. Here's how the top e-commerce platforms of 2017 fare in this department:











#### PAYMENT GATEWAYS

#### PayPal

#### stripe

Authorize.Net





First Data...

amazon payments\*\*

# PayPal

stripe

Authorize.Net

aduen

**É** Pay

Klarna

amazon payments\*\*

### PayPal stripe

PayFast<sup>§</sup>

Square

Klarna



#### PayPal

#### stripe

wirecard



**2CHECKOUT** 

Moolah



#### stripe

**Authorize.Net** 



CyberSource® the power of payment



**Solution** Digital River •









shopify

**Designed for DIY** 

Solopreneurs who need

simplicity without sacrificing

versatility. A few cons include

expensive add-ons and the

lack of extensive features

when compared with others.

## WHO IS IT FOR?

BICCOMMERCE 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.

