

# 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.