E-Commerce Options

Comparing WooCommerce and Shopify

Misconceptions

E-commerce is easy.
E-commerce just takes a plugin.
E-commerce in WordPress is cheap.
My store will run itself.

Get Your Requirements Together First

What types of products are you selling?

Which payment gateway and payment processor are you using?

What shipping methods are you using?

Do you need to charge taxes?

Does the domain name need to be the same between your site and your store?

(e.g store.example.com vs example.com)

Think about the customer experience

How fluid should the experience be between shopping and content-consumption?

Is your site content-centric or product-centric?

Will your reporting need to be tied into a CRM?

Do I need to report to any other services?

What about product fulfillment?

Consider theme adaptation

How often will my theme change?

Will a theme change include content rewrites?

Does content development need to be staged while the store continues to operate?

Don't forget SSL

You will need to add SSL to WordPress
through your host
Shopify includes SSL

PCI Compliance

Different merchants may require different levels of PCI compliance. Almost all of this depends on your server and cart choice.

http://docs.woothemes.com/document/pci-dss-compliance-and-woocommerce/

Choose the right tool

WordPress is great for content management and access. Shopify is great at e-commerce.

WooCommerce Positives

Uses your WordPress theme

Continual experience from store to content

Your URL doesn't change.

Integrates seamlessly with WordPress.

Tons of third-party integrations*

You can begin selling for free*

Content subscription gateways are much easier

WooCommerce Negatives

Free* is very limited.

Extending the site via plugin becomes expensive and cumbersome quickly.

Complex e-commerce requires a great deal of time investment.

Most likely not PCI Compliant

(and that might be fine)

WooCommerce Requires

(unless you are using
PayPal or Stripe)
SSL
Payment Gateway
Appropriate Gateway Extension
Merchant Account

WooCommerce Costs

FREE! (nope)

SSL (if needed)

Payment Gateway expense

Payment Processor transaction fees

Make sure you have the paid extensions!

Other WordPress options

Easy Digital Downloads
PayPal + forms
(GravityForms, Ninja Forms, etc.)

Woo Examples

bkon.com
phy.net
projetchocolat.com

Shopify

Shopify Positives

Built around e-commerce

No need for hosting

Easy to setup

Great set of analysis tools out of the box

Supports point-of-sale options

Tons of themes

PCI Compliant and free SSL

They have added basic blogging and page-building tools.

Shopify Negatives

Custom theming is a mess.

Custom script integrations are impossible.

Paid content gateways are very basic.

Seamless integration with WordPress
is time-consuming. (Two domains)

Extensions are *way* more expensive.

Blog and page customization is weak.

Shopify Costs

$30/month for entry store
(Free hosting, free SSL, no gateway
access fee)

Shopify Requires

Nothing!
It's built around the needs
of e-commerce.

Shopify Examples

sweetcreationsllc.net
banded2gether.com
ngartisans.com

Integration Warning

If you need a third-party integration that is supported through Zapier, be sure Zapier *fully* supports all the features you need. Prepare to be disappointed, and hopefully you'll be delighted instead.

Summary

WordPress is great for deep customization, content management and access. Shopify is great at e-commerce. Choose the best option with the fewest compromises.

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