SiteShop

Shopify
SiteShop vs. WooCommerce
BigCommerce

How does SiteShop compare?

Shopify may seem right at first glance, but merchants are locked into their ecosystem, face transaction fees, and need additional costly apps to make it work.

WooCommerce can be very challenging to use for the average person. It requires additional hosting, development effort, plus plugins, making it very complex.

BigCommerce features expensive functionality that makes sense for large enterprise companies, but not for most small and medium businesses.

SiteShop

SiteShop works with any website, including HubSpot and WordPress!

SiteShop vs. Shopify

Omnichannel Selling
SiteShop and Shopify have similar online store functionality that enable merchants to sell on social sites and marketplaces like Facebook, Instagram, Amazon, and eBay.

Fast Implementation
Getting started with a Shopify store requires a lot of manual work with no demo products, covers, or automation...only placeholders and instructions. SiteShop stores do the work for you. Our technology partner has been recognized for having the shortest go-live time out of all e-commerce platforms.

Global Selling
Shopify's language capabilities are limited, reliant on 3rd party apps and manual translations. SiteShop has over 50 built-in languages and multi-language capability.

Site-Builder Compatible
Shopify only works on its own platform, so merchants are limited to their site builder and coding language. SiteShop plugs into any CMS, including HubSpot and WordPress.

Ease-of-Use
Shopify is relatively straightforward but can require more advanced skills to set up, particularly when it comes to visual design. SiteShop gets merchants set up in minutes, no developer or coding knowledge required.

Core Features
A large number of Shopify's features are through app integrations, each at an additional subscription cost. All of SiteShop's main features are built into the core platform. Apps are available as enhancements, but are not required.

Zero Transaction Fees
Shopify requires merchants to use their payments system or pay a 2% transaction fee. SiteShop doesn't charge transaction fees, and allows merchants to select from over 50 international payment gateways such as Stripe and PayPal.

SiteShop vs. WooCommerce

Cloud-Based
It is difficult to back up stores on WooCommerce, often requiring third-party resources. As a hosted cloud solution, SiteShop backs up all store data and provides a backup storefront in case a site goes down.

Ease-of-Use
WooCommerce is difficult for beginners, and most merchants need a developer to set up, maintain, and update their store. SiteShop helps anyone easily set up their store - no developer or technical knowledge required.

Data Security
WooCommerce stores are not secure by default, so merchants rely on their host and additional security features. SiteShop's technology partner is a PCI DSS Level 1 Service Provider, ensuring all payment and transaction data is secure.

Automatic Updates
WooCommerce merchants have to manually update their stores and plugins. SiteShop's automatic updates mean no disruption to stores, and no worrying about manual downloads or security patches.

Loading Speed
WooCommerce requires stores to upgrade to more expensive hosting to increase their loading speed. SiteShop handles the server load, so stores load quickly every time regardless of the number of products.

Native Omnichannel Selling
WooCommerce requires third-party plugins for many features and sales channels. SiteShop has built-in integrations for social media and marketplaces like Facebook, Instagram, and Amazon.

Site Builder Compatible
WooCommerce only works with WordPress, locking merchants into their platform. SiteShop integrates seamlessly with WordPress, along with any other CMS or website builder, including HubSpot.

SiteShop vs. BigCommerce

Fast Implementation
Getting started with BigCommerce requires a lot of manual work with no demo products, covers, or automation included, only placeholders and instructions. SiteShop stores do the work for you. Our technology partner has been recognized for having the shortest go-live time out of all e-commerce platforms.

Store Management App
BigCommerce offers a basic mobile app with limited store management capability. SiteShop's store management app for iOS and Android lets merchants manage their store and sales on the go, and is very easy-to-use.

Ease-of-Use
Building a site and store with BigCommerce can be a long process, and customizations typically require a developer. With SiteShop, you can easily set up your store - no developer or technical know-how is required.

Built-in Integrations
BigCommerce has limited built-in sales channels, and 3rd party integrations tend to be clunky. SiteShop has built-in integrations with sales channels, advertising tools, payment gateways, point-of-sale (such as Square), and more.

Marketing Automation
30% of e-commerce revenue comes from abandoned cart recovery emails. BigCommerce offers marketing tools like this on their top tier plans at nearly $80/month, while SiteShop's start at $35/month.

SiteShop works with any website, including HubSpot and WordPress!

Get SiteShop