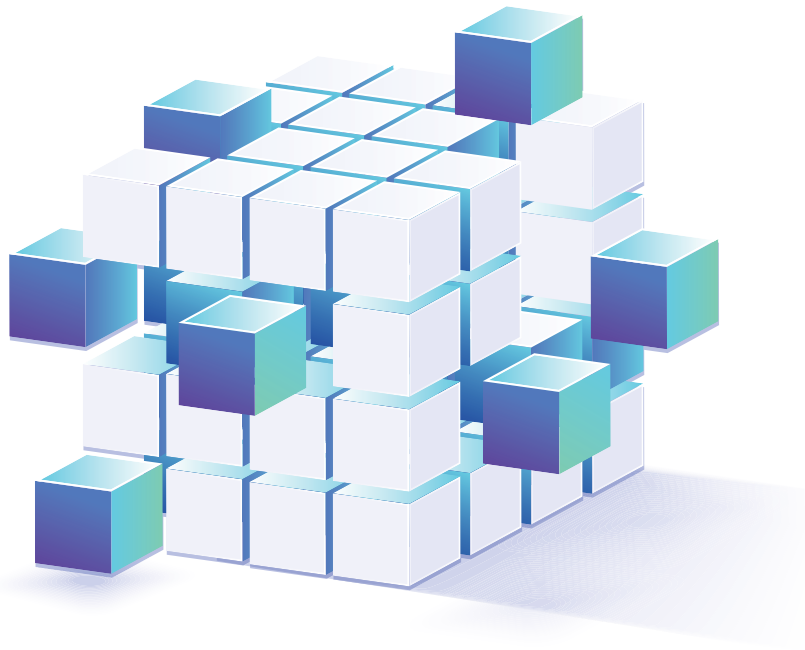




## Checklist

# STARTING AN E-COMMERCE STORE IN 2023



*Lost amid the various offerings? Not sure what the most effective (cost or otherwise!) platform will be for your online business?*

Use our **6-step process** to refine down the platforms you're considering - and understand the tradeoffs you'll have to make.


# How the checklist works:

Through a process of elimination, you're going to find out which platforms match your business criteria, and which ones don't.

All you have to do here is indicate - based on the question you read - whether you think a particular platform **would work for you (yes)** or **would not work for you (no)**. Simple as that. Mark whichever side is true, and move on to the next.

Once you've finished going through the list, your best platforms will be the ones with the most checkmarks in the **YES** column. If a platform has too many X's in the **NO** column, that will give you an indication of tradeoffs you may need to make if you want to use it.



																						
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
<b>Q1</b> - Coding Skills																						
<b>Q2</b> - Homepage/blog																						
<b>Q3</b> - Shopping integrations																						
<b>Q4</b> - SEO																						
<b>Q5</b> - Budget																						
<b>Q6</b> - Dropshipping																						

# The platforms:

For the purposes of this checklist, we're looking at eleven of the most popular and most well-known ecommerce platforms. We are NOT looking at: payment gateways or marketplaces (check out our "How to start an ecommerce store in 2023" blog for more details).

## SHOPIFY

One of the most well-known brands in ecommerce, **Shopify** boasts ease of use, modern themes, and a tailor-made experience for the small to midsize business. The perfect platform for dropshipping or primarily using Meta Ads for selling, though it does not rank nearly as high as some of the other platforms on this list for SEO.



## BIG COMMERCE

A powerful ecommerce platform, **BigCommerce**'s robust capabilities make it popular among large brands and small businesses alike. It offers an easy setup and the flexibility to use it either with an existing site or on its own. It can be quite expensive for stores selling at large volumes, however the platform really does everything you need to run a business online.



## WIX

A more budget and beginner friendly alternative, **Wix** offers over 800 templates for designing your ecommerce website. Between this and its entirely drag-and-drop interface, there's no need for coding or design knowledge to make a professional looking website.



## SHOPWIRED

Another budget-friendly option, **ShopWired** offers great value and features at all price points. The platform is easy to use, but lacks integration with Amazon and may require some coding for custom elements.



## ZYRO

A relative newcomer to the ecommerce market, Zyro is an affordable option focused on small businesses. They leverage AI tools to help business owners, have no transaction fees, and feature simple drag and drop web design - making it an attractive choice for a new business.

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## SHIFT4SHOP (FORMERLY 3DCART)

Shift4Shop - formerly known as 3dcart - is a feature-filled and highly integrated platform for ecommerce. Their blog feature is more thorough than many of the other platforms listed here, however the design and overall ease of use leaves something to be desired.

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## WOOCOMMERCE

WooCommerce plugs directly into your existing Wordpress site and, with a bit of configuration, turns it into a fully-functioning ecommerce store. It's free and scores among the best for SEO. Though for the user who isn't very tech savvy, troubleshooting issues can be a hassle and the need for extensions to function properly can lead to issues.

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## VOLUSION

A great option for selling physical goods online, Volusion also has integrated subscription features, so for relevant businesses this could be a top choice. The platform does not allow for automatic digital downloads after purchase however, so it is not the platform for selling digital goods. and the features leave something to be desired.

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## SELLFY

A smaller brand than some of the other options on this list, Sellfy is an all in one platform focused on small businesses. With attractive pricing and simple set-up, it's a great option for those on a budget or without the technical know-how to build out their own site. Interested businesses should know that it ranks lower on Google PageSpeed scores than most of the other platforms listed.

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## SQUARESPACE

One of the longer lasting platforms out there, Squarespace has continually updated their offerings to provide a stronger ecommerce experience. It is simple and easy to use, however, it's still relatively limited as far as ecommerce platforms go, and the features leave something to be desired.

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SQUARESPACE

## ADOBE COMMERCE (FORMERLY MAGENTO)

Trusted by large businesses like Nike and Cisco, Adobe Commerce (formerly Magento) is a feature packed and comprehensive ecommerce platform. You can be sure that it will handle whatever your business needs, however unless you have the budget for an in-house programmer, it can be complex and daunting to get setup and running.



*Now that we know what we're working with,  
let's find the right platform for you!*

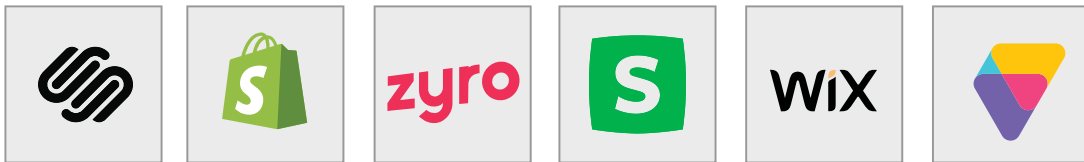
# The questions:

## Question 1 - Coding skills

Do you have coding skills? Do you have the budget to pay for a developer to help you set up your site? Or do you want the simplest possible platform and to do it yourself?

*Check off these platforms with “yes” if you...*

...don't have any coding skills and need something easy to set up by yourself:



or

*Check off these platforms with “yes” if you...*

...have the skills to code or have budget to get help setting up:



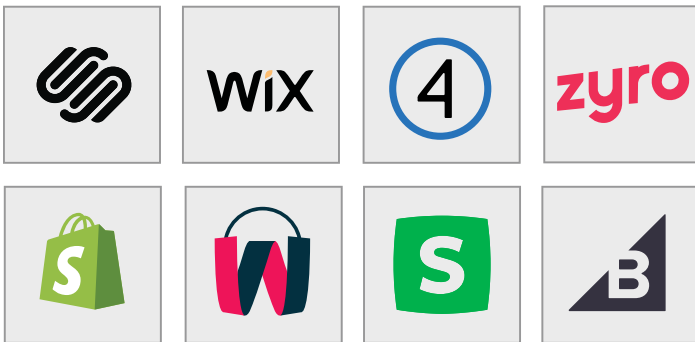


## Question 2 - Homepage + blog

Do you already have a website? Or do you need a solution that provides you with a homepage, blog, and other resources? If content marketing is part of your mix, then you'll want some options.

*Check off these platforms with “yes” if you...*

*...want to set up a full website within the platform itself:*



*or*

*Check off these platforms with “yes” if you...*

*...have a site already and want an ecommerce platform that will work with it:*



## Question 3 - Shopping integrations

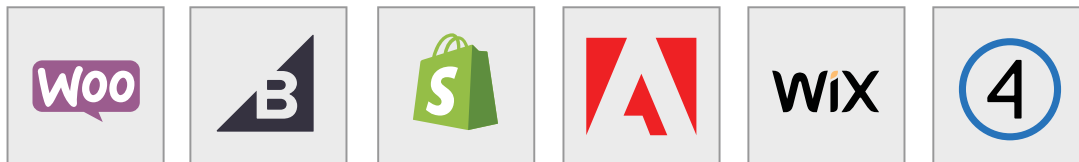
Do you need to integrate with Facebook, Google, or Instagram shopping?

*Check off these platforms with “yes” if you...*

...need Google Shopping:



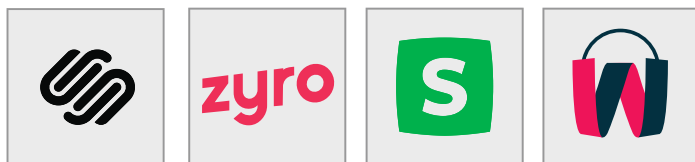
...need Facebook or Instagram Shopping:



or

*Check off these platforms with “yes” if you...*

...don't want any shopping integrations:



## Question 4 - SEO

Is SEO going to be a big driver to your business, or do you have other means of marketing and making sales?

*Check off these platforms with “yes” if you...*

...need good SEO:



or

*Check off these platforms with “yes” if you...*

...don't rely on SEO very much:

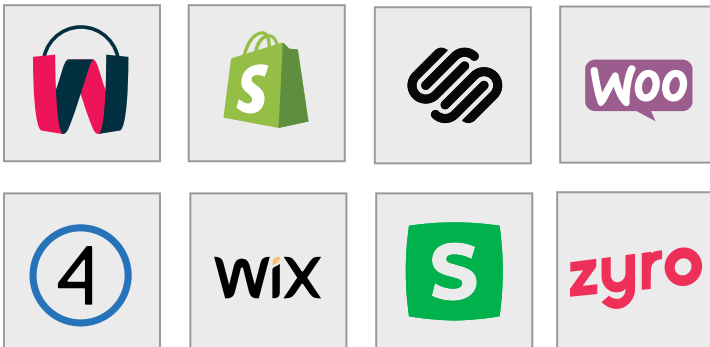


## Question 5 - Budget

Are you on a strict budget, or do you have flexibility to hire developers to create a highly customized site? When it comes to design and investment in digital projects, the price can often continue to rise, but it's good to know whether a platform tends to come in at a lower price or higher price.

*Check off these platforms with “yes” if you...*

...have a tighter budget:



or

*Check off these platforms with “yes” if you...*

...can afford to hire developers:



## Question 6 - Dropshipping

Are you planning to deliver your products via dropshipping?

*Check off these platforms with “yes” if you...*

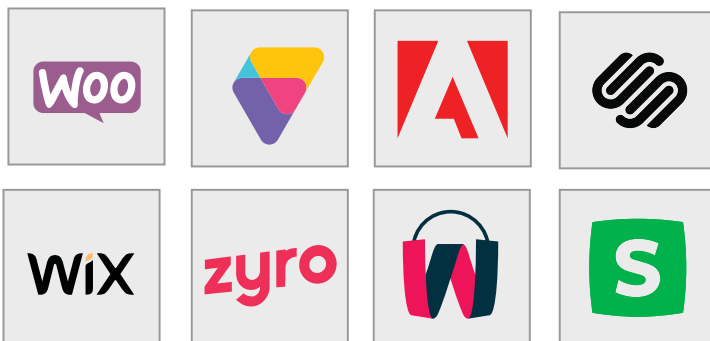
*...need good dropshipping integrations:*



*or*

*Check off these platforms with “yes” if you...*

*...either don't plan to dropship or don't need as tight of an integration:*



**And you're done!**

*Now head back to your checklist to find out which platform is right for you.*