

	PRICE	CUSTOMER SERVICE	PROS	CONS
	<p>Basic: \$9/month* Premium: \$29-\$299/month</p> <p>*This plan is limited</p>	<ul style="list-style-type: none"> ✓ Live chat ✓ Email ✓ Phone ✓ Twitter 	<p><i>Ease of use</i>—from registration to managing your products, Shopify makes the entire process easy. The interface is intuitive and simple. Shopify is a fully-hosted service, so the storefront is housed on THEIR site servers.</p>	<p>The base version of Shopify offers only the basic features needed to set up your shop. Advanced features like reports, fraud analysis, gift cards and real-time shipping rates are only available on the higher priced plans.</p>
	<p>Plans: \$29.95-\$249.95/month Enterprise-level: \$900+/month</p>	<ul style="list-style-type: none"> ✓ Live chat ✓ Email ✓ Phone 	<p><i>Cloud-based</i>—Like Shopify, BigCommerce is a fully-hosted, cloud-based platform that you sign-up for rather than download and install.</p>	<p>Some users complain about lack of diversity in template design. Pricing and plans upgrade automatically based on how much revenue your shop makes. For every \$200,000 in online sales, you'll be charged an additional \$150 per month.</p>
	<p>Software: \$0/Free Hosting: \$100/year</p>	<ul style="list-style-type: none"> ✓ Online Knowledge Base ✓ Community Pages ✗ No Support for Free Edition 	<p><i>Plugin</i>—since it's a plugin, it's very simple to install on any WordPress site. The WooCommerce onboarding wizard walks you through the installation process.</p>	<p>Lack of customer support. WooCommerce doesn't provide phone support. You may submit online tickets or try to find the answer to your problem on the community forum.</p>
	<p>Plans: \$12-\$40/month</p>	<ul style="list-style-type: none"> ✓ Community Forum ✓ Guides ✓ Video Tutorials 	<p><i>Templates</i>—Squarespace offers a wide variety of page templates that are both beautiful and professional. Also, website analytics are built-in so you can track results.</p>	<p>Their lower tier plans cap the number of pages and products you're allowed. You may not be able to afford to scale your shop to the next pricing tier if you outgrow the basic plan.</p>
	<p>Plans: \$17-\$35/month* * Paid yearly</p>	<ul style="list-style-type: none"> ✓ Online Knowledge Base ✓ Phone (Call-Back Service) ✓ Online Ticketing 	<p><i>Easy payment</i>—Since Wix has its own dedicated payment processing service, it's super easy to start accepting credit card payments without integrating or adding settings. They also figure in taxes without you having to lift a finger.</p>	<p>Once you select and build a template, you can't change the design without starting over. You also cannot export your website's data. Additionally, some templates are more mobile-friendly than others.</p>
	<p>Software: \$0 for Community Edition Hosting: \$100/year</p> <p>Enterprise-level: \$15,000+ /year</p>	<ul style="list-style-type: none"> ✗ No Support for Free Edition ✓ Community Forum 	<p><i>Flexibility</i>—Magento offers a free plugin-based version (similar to WooCommerce) as well as a fully-hosted version (similar to Shopify) so you can choose the plan that fits your needs.</p>	<p>It's expensive. While the initial software is free, the enterprise option will end up costing \$15,000 or more. Also, there aren't as many developers who work with Magento as say, WooCommerce (any developer familiar with WordPress).</p>