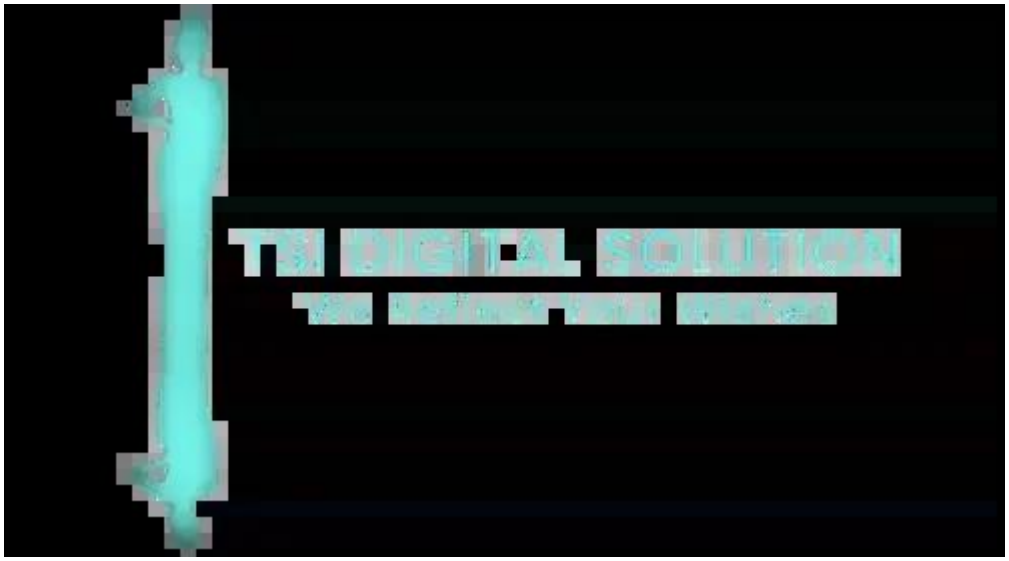
Comparing E-Commerce Platforms: The Case for WordPress with WooCommerce

Category: eCommerce Blog,Websites Blog
June 30, 2024

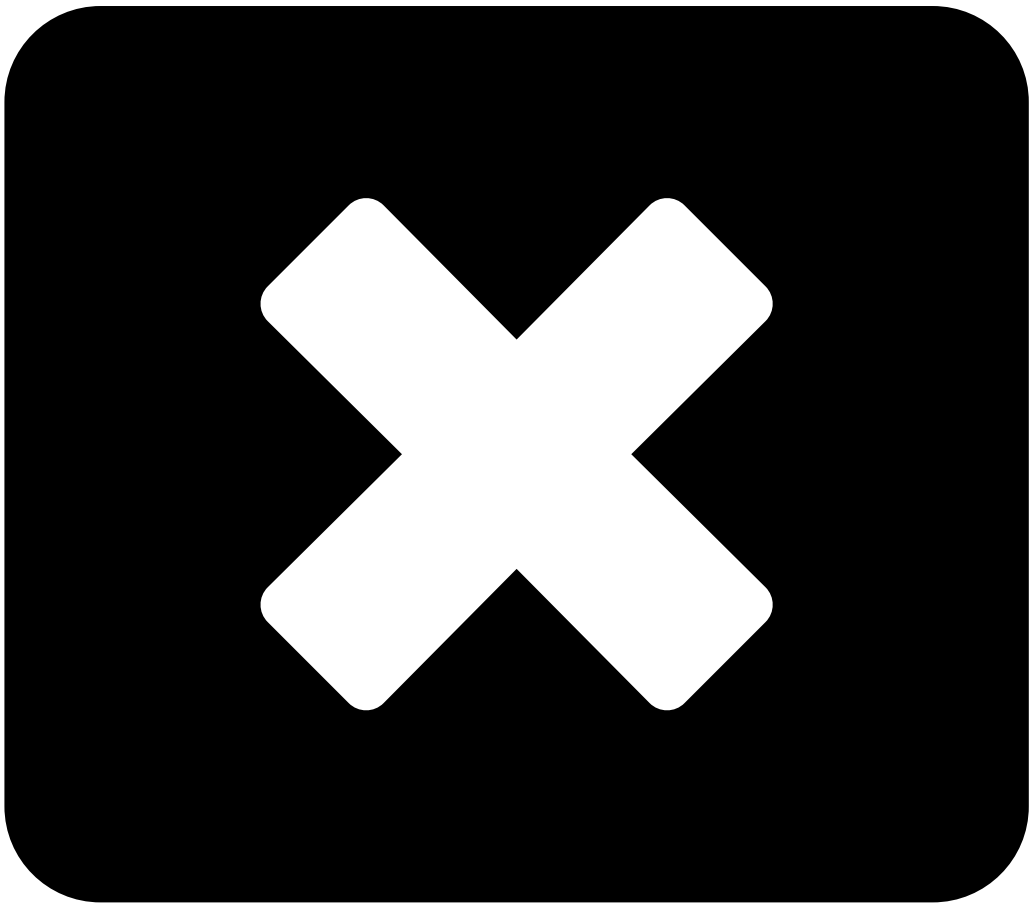












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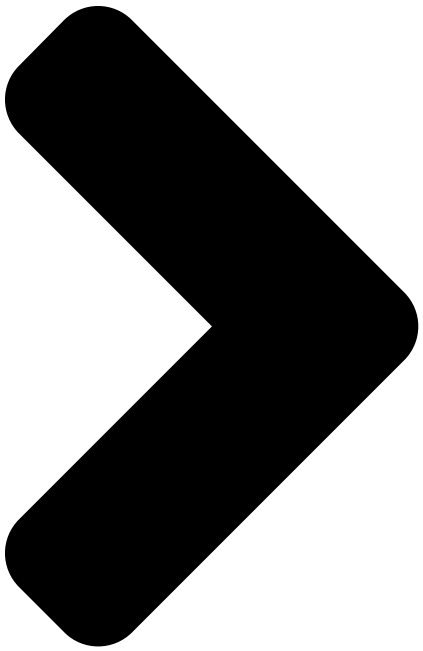

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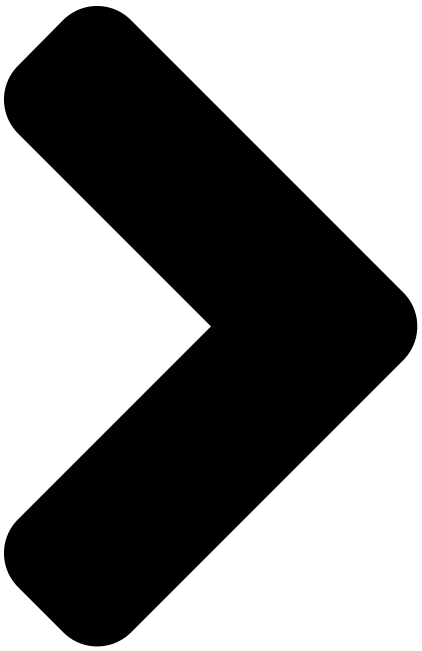

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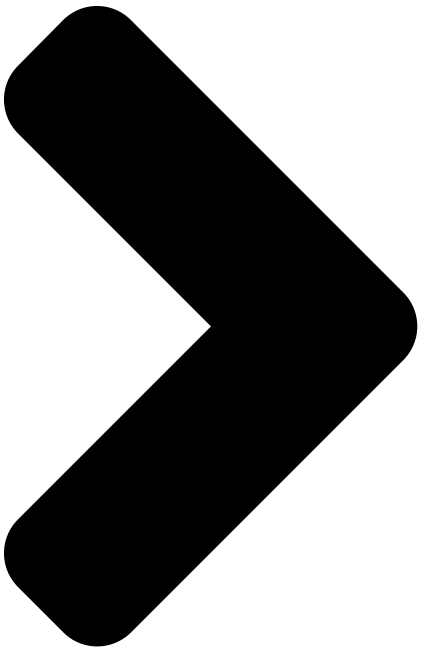

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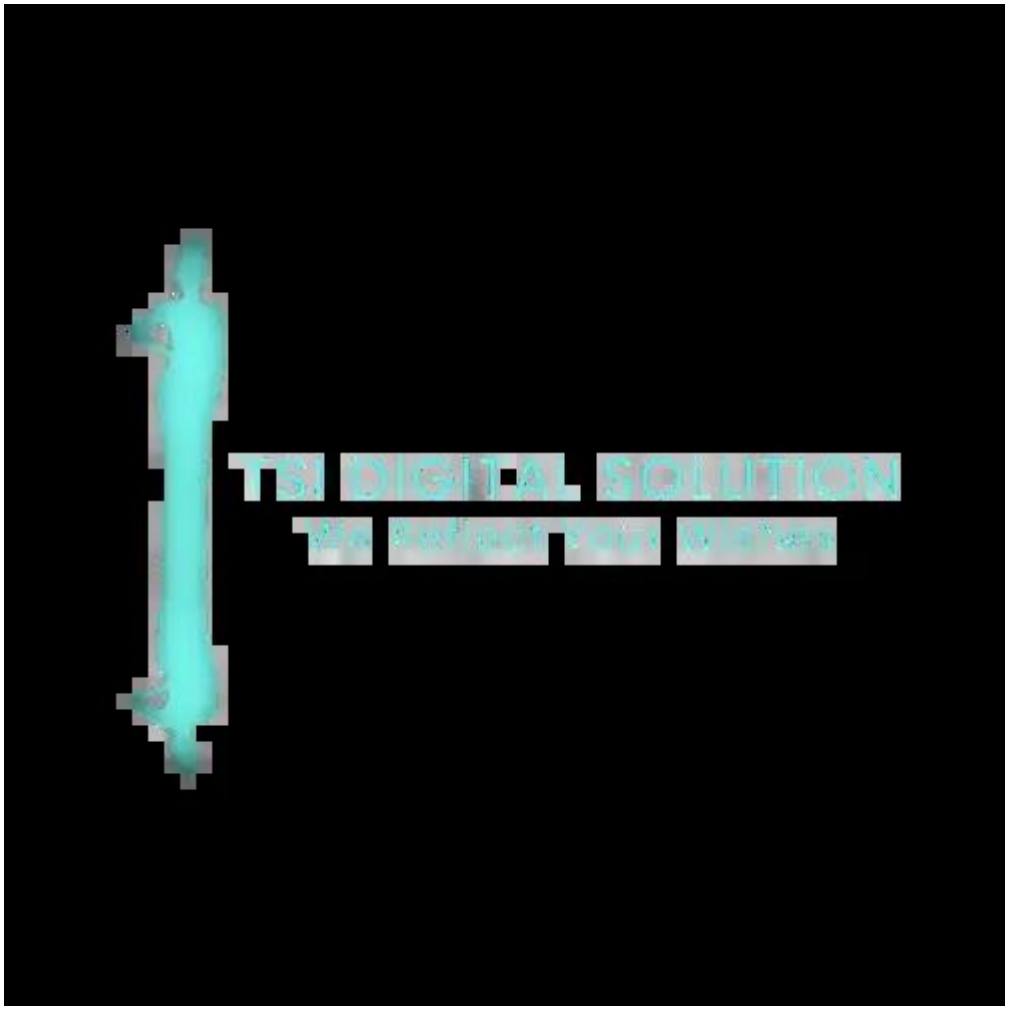
What we have realized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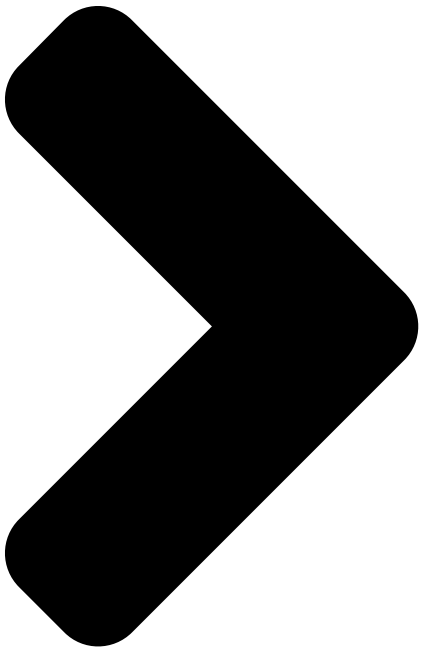

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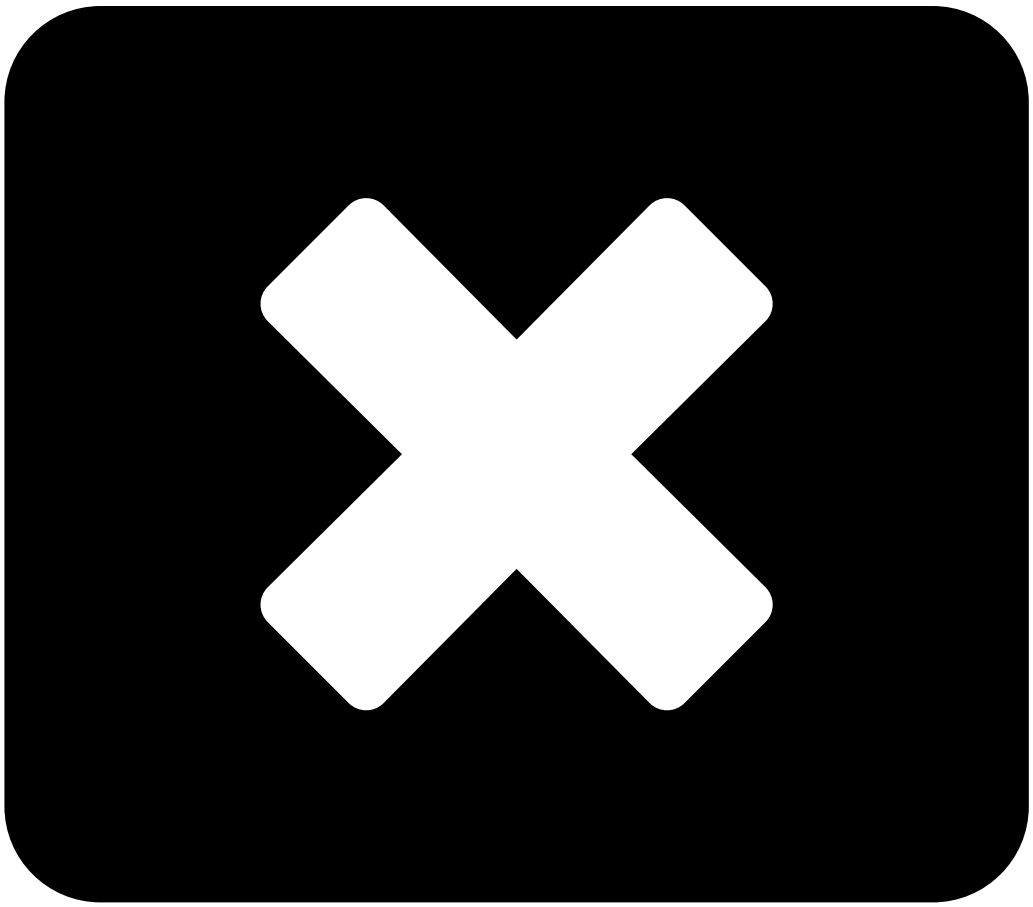

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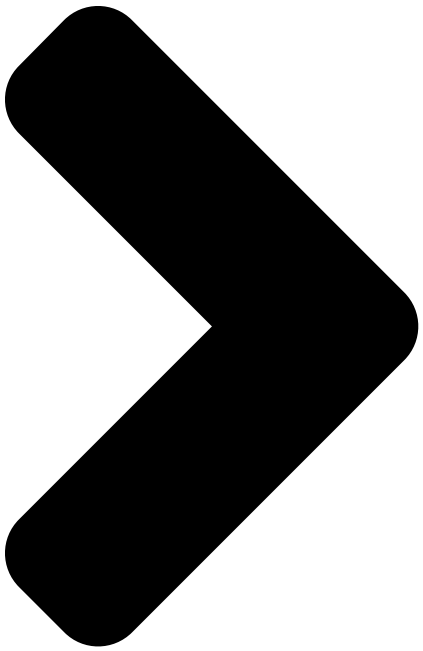

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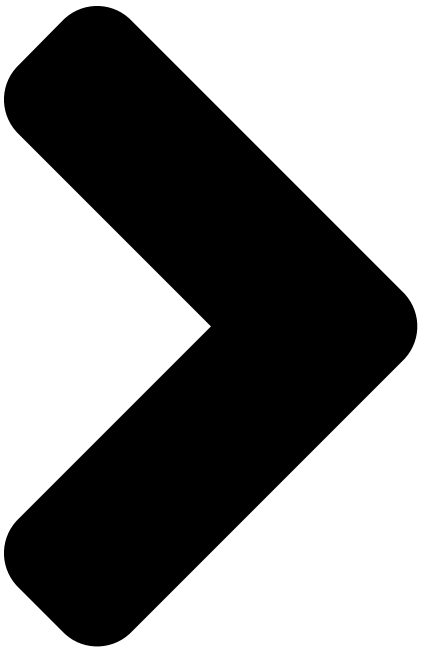
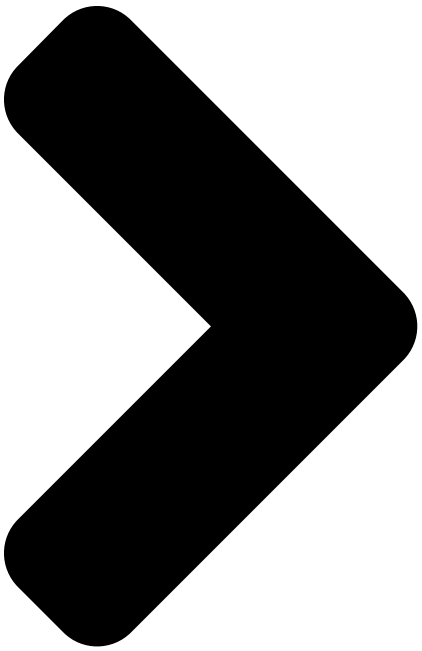
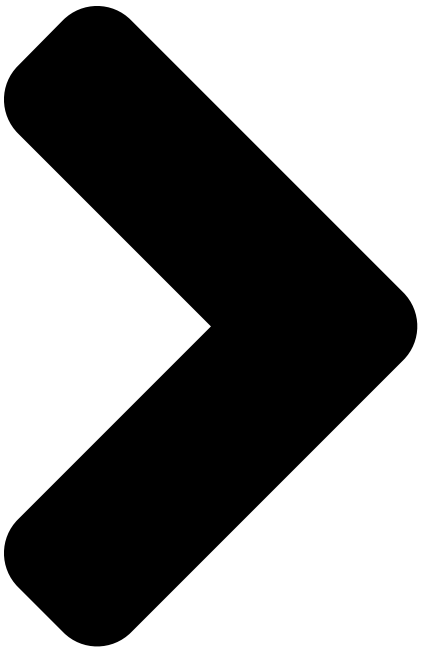


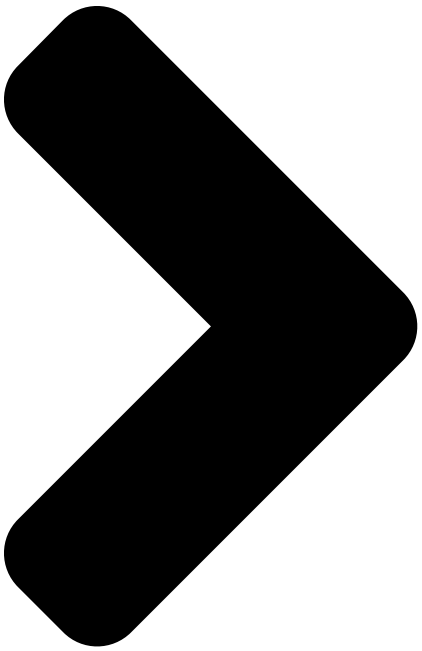
Web Design & Development



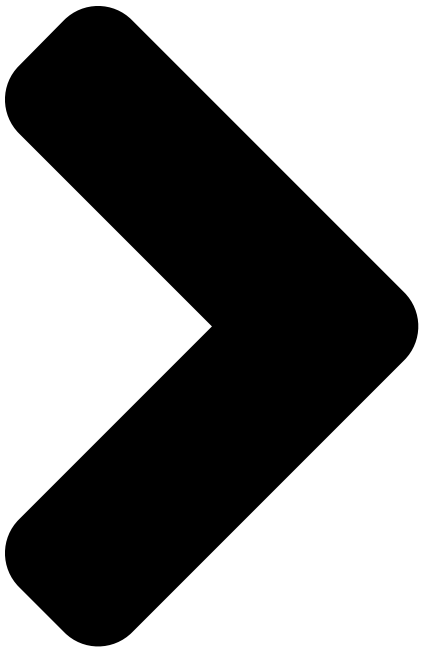
- Hosting



SEO/Ads/MGB/Speedup/Technical



App Design & Development



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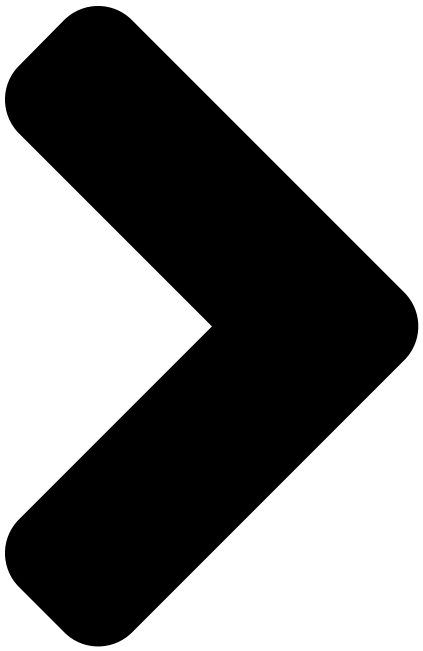
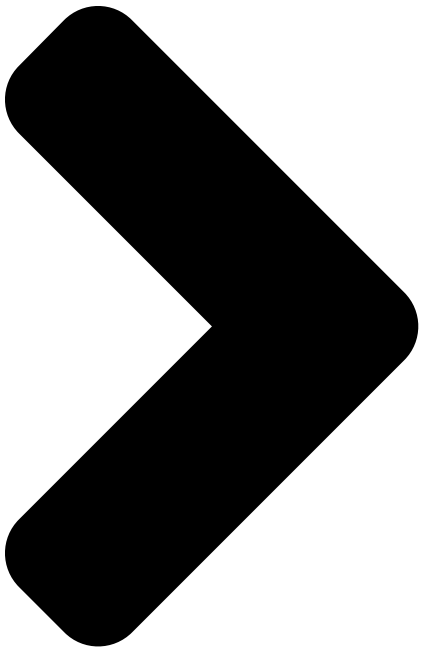
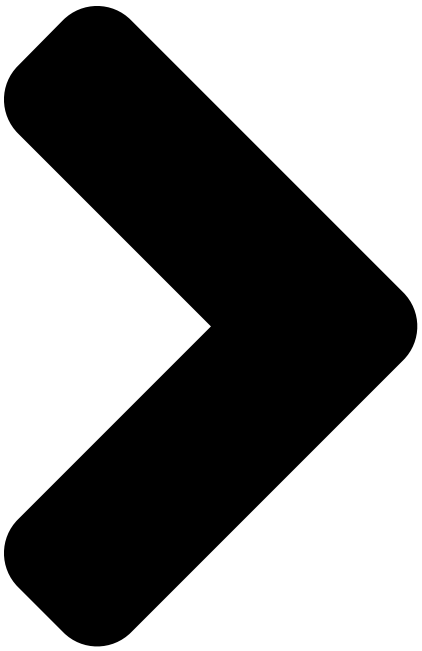


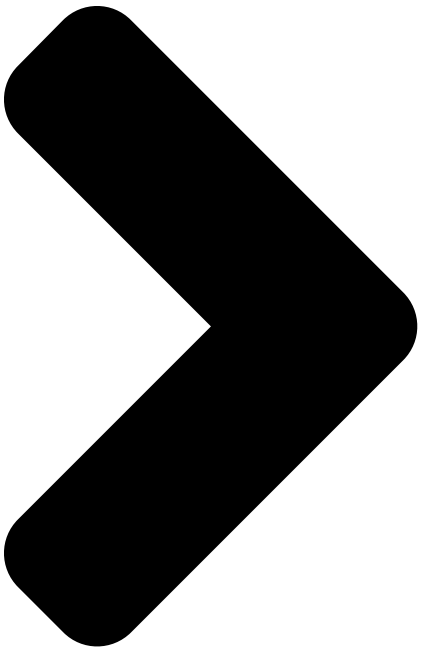
e-Commerce



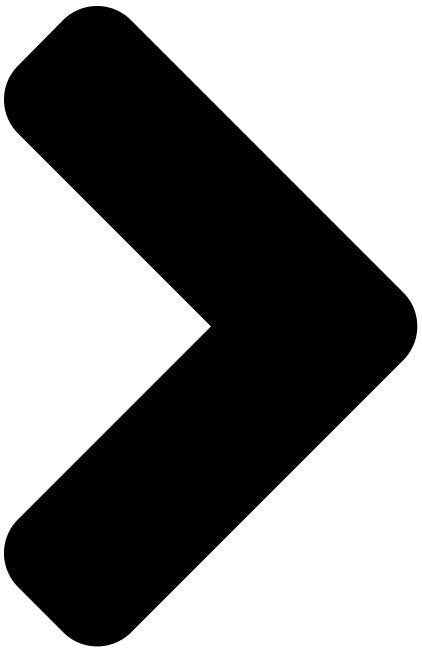
- Branding



Social Media & Content Creation



- Graphic Design



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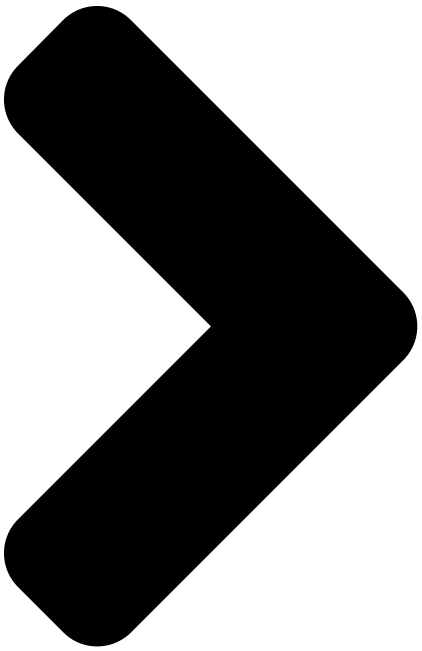
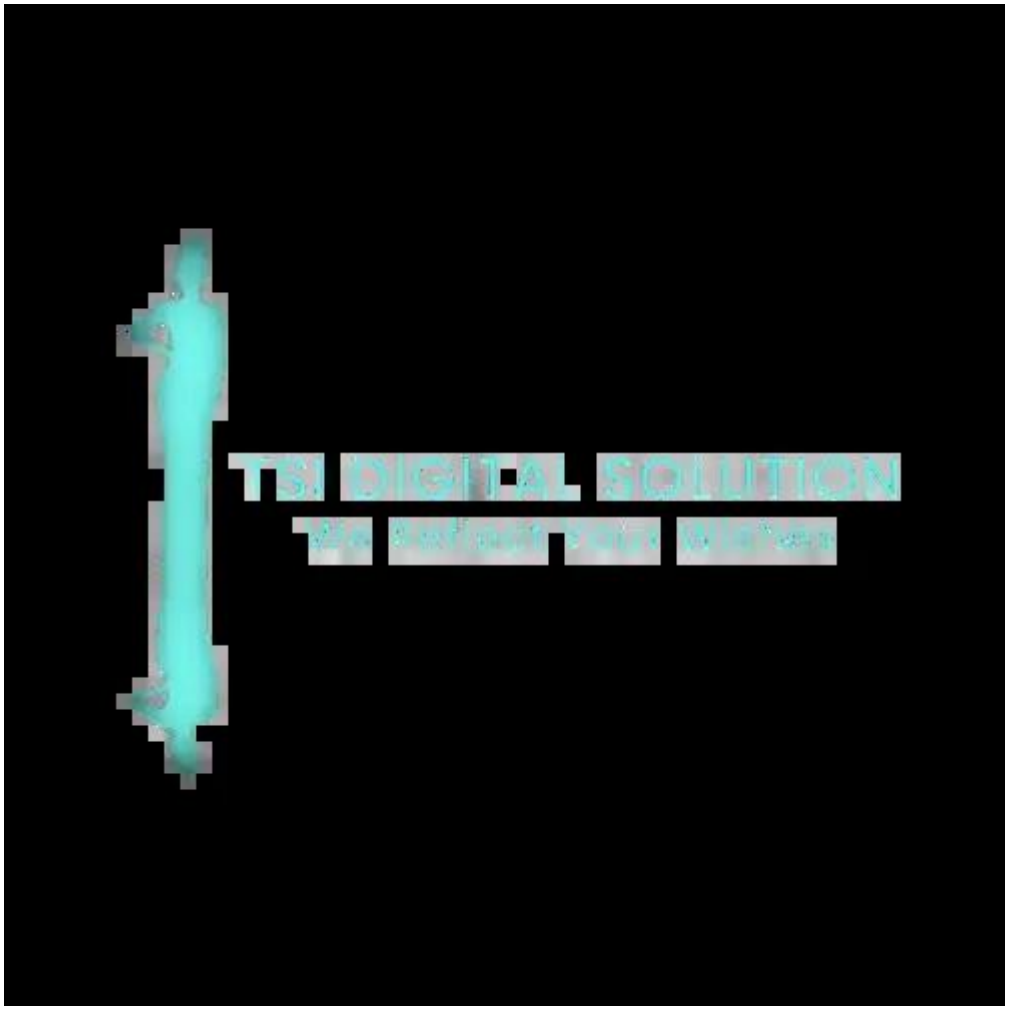


Photo- & Videography

Calculate the price online yourself

The way we work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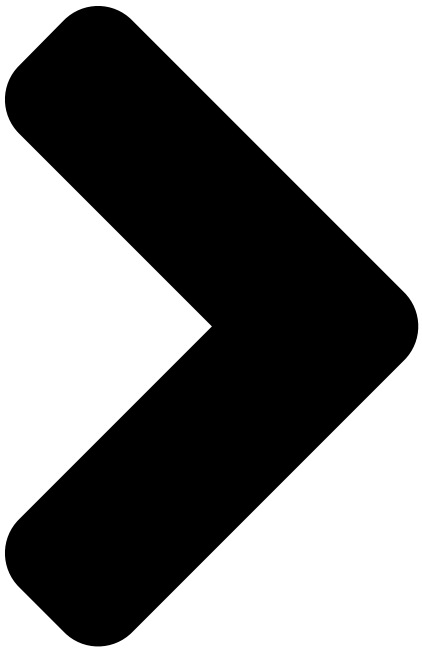

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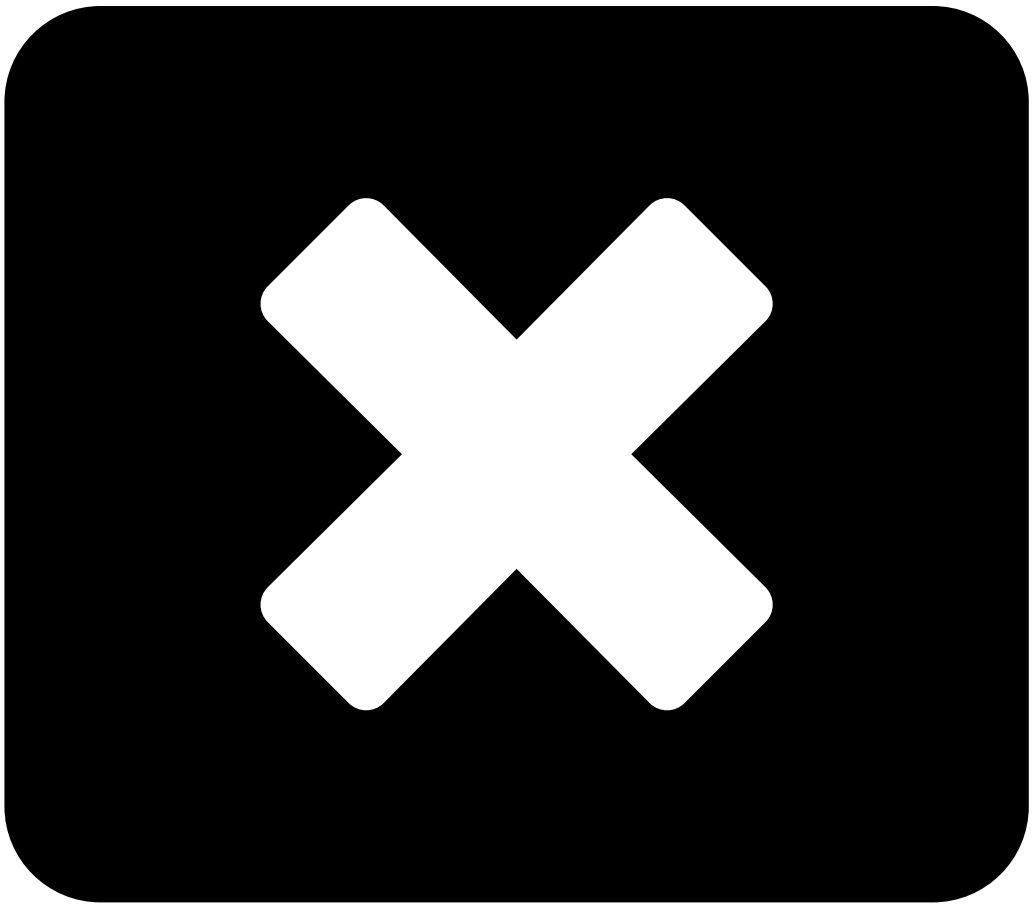

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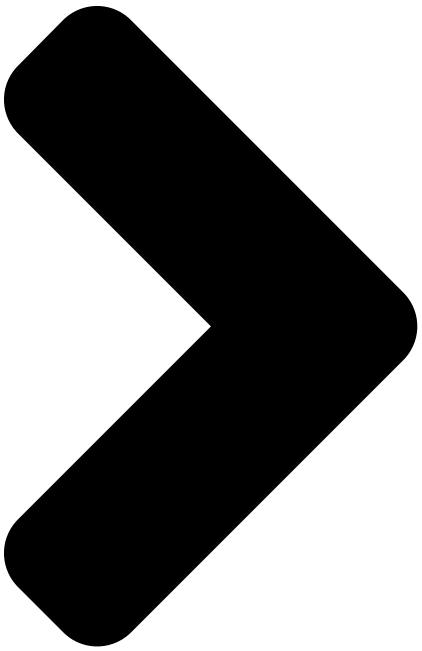

Realized projects

Calculate an estimate of your project costs directly online

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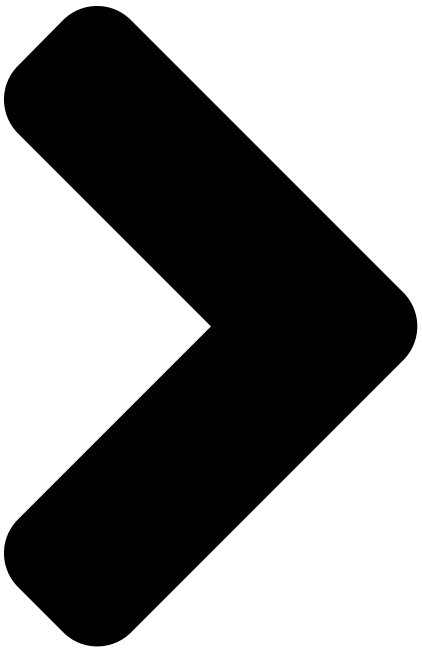
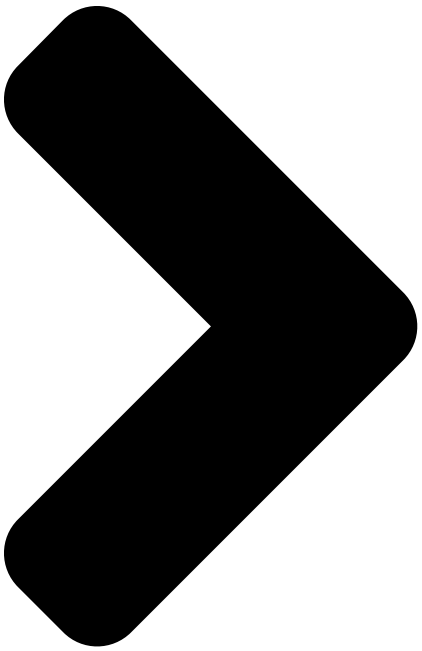
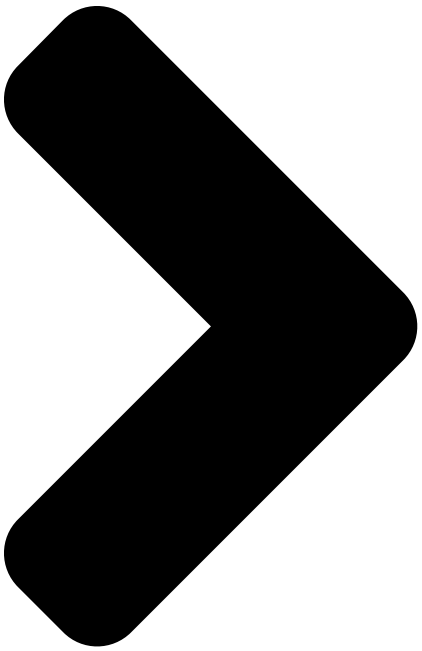


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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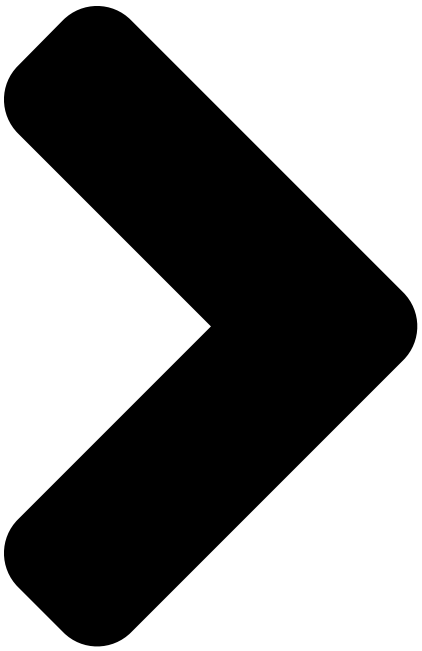
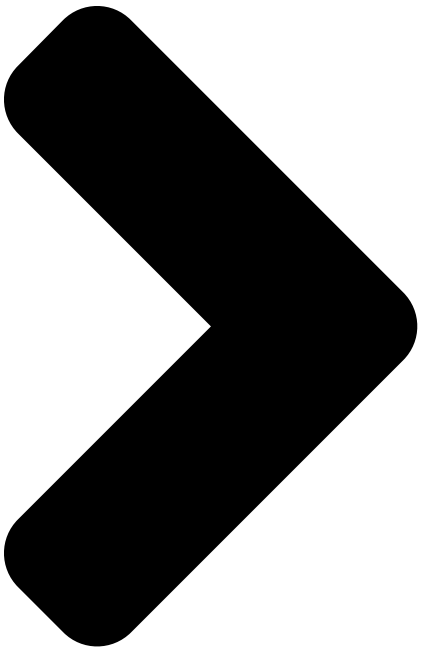
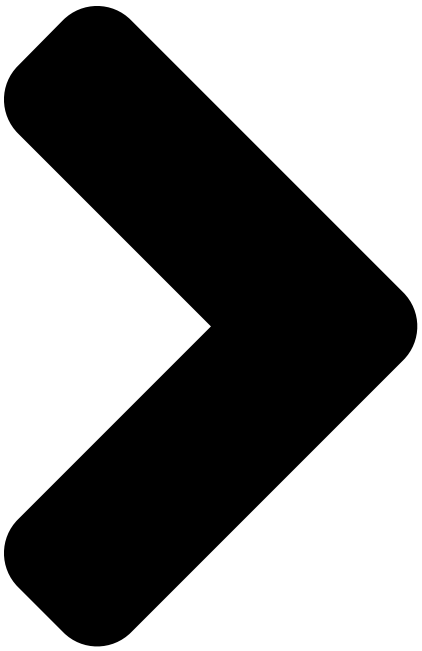


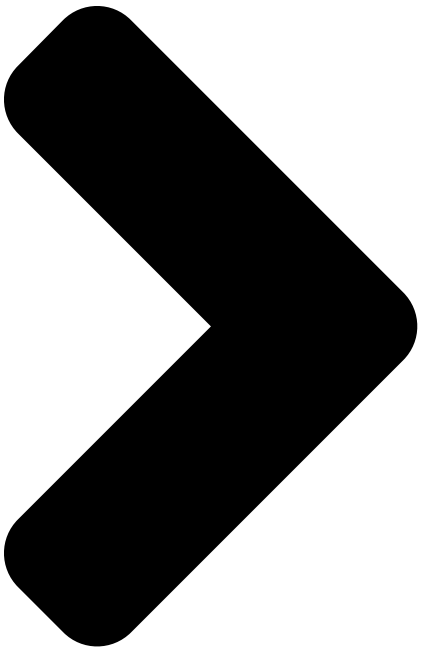
- Contact us for your AI Agent



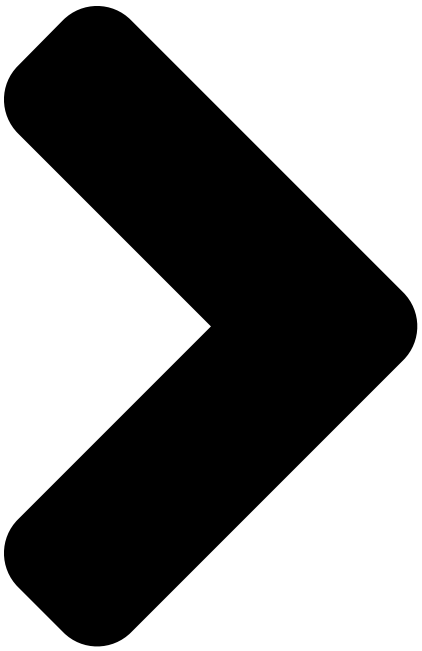
Cost calculation for an e-commerce shop



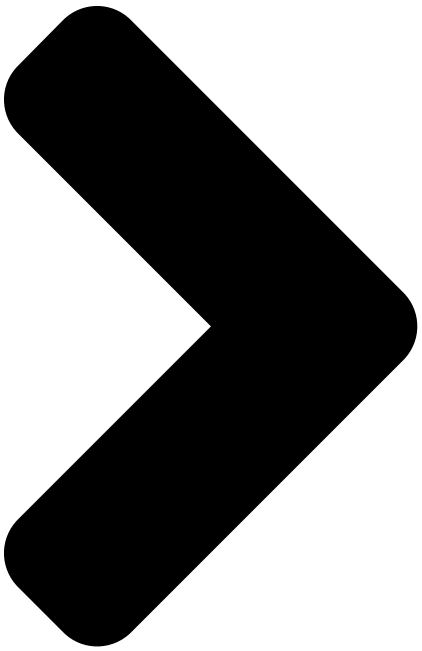
- Contact us for branding



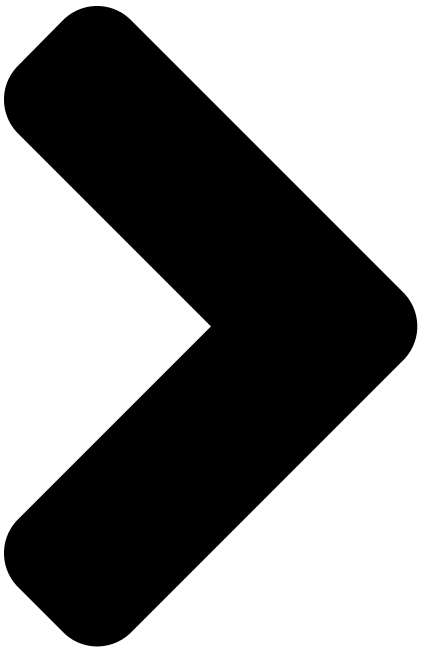
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



Cost calculation for Copywriting & Translations



Cost calculation for Photo- & Videography

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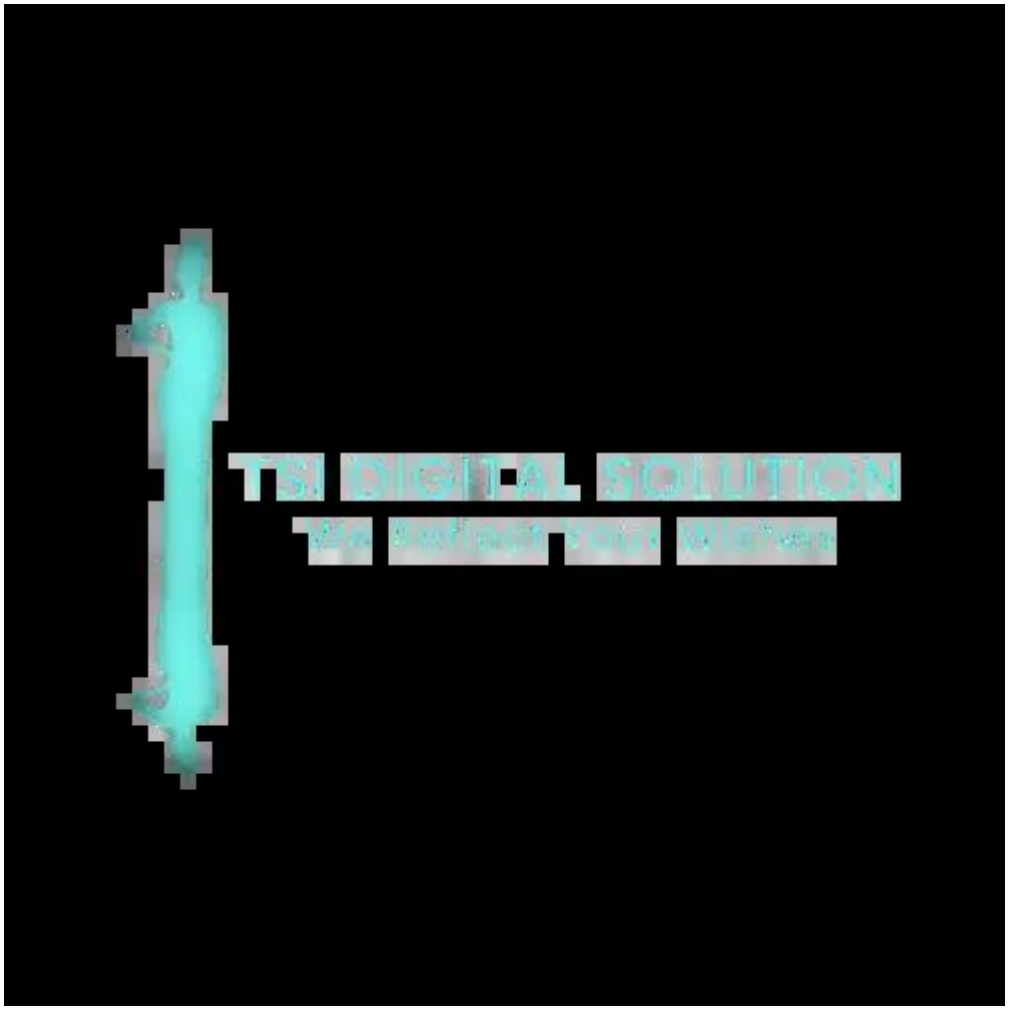
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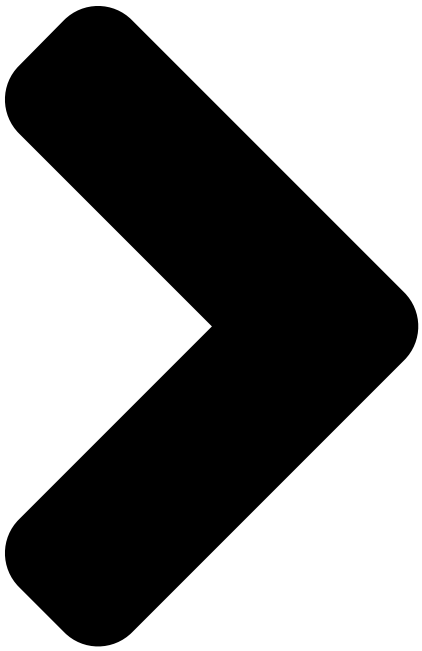

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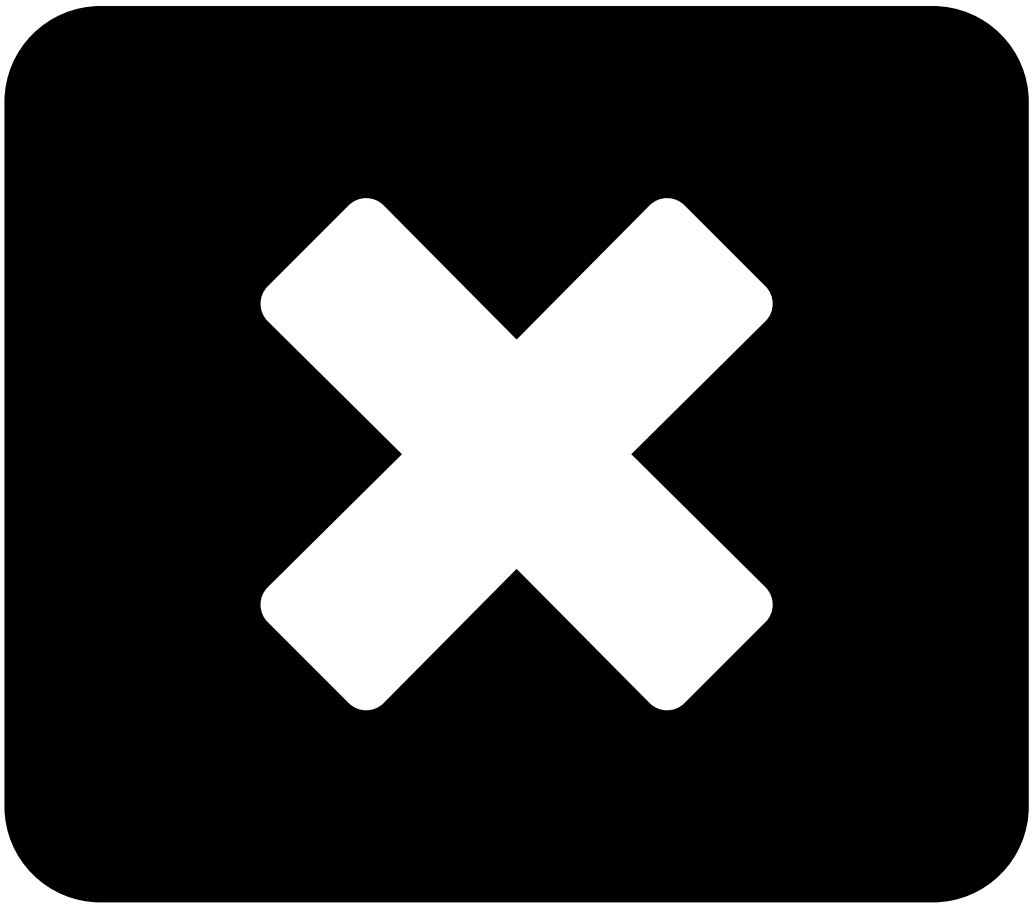

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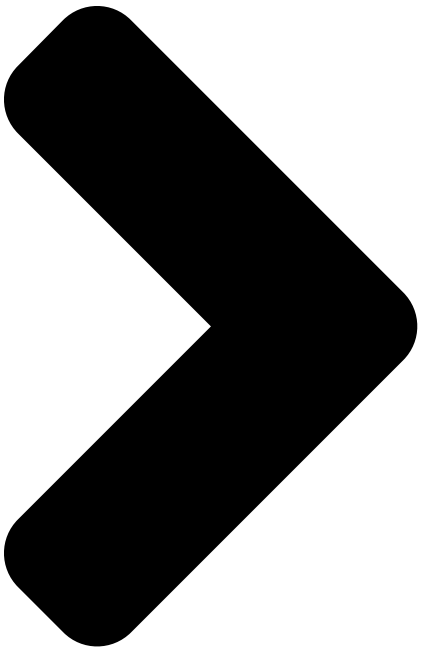

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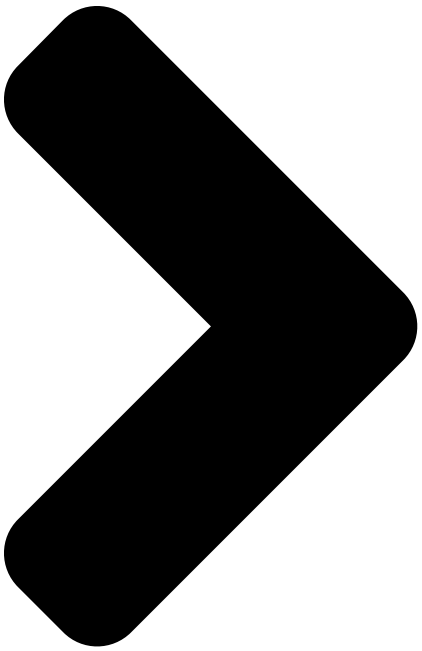
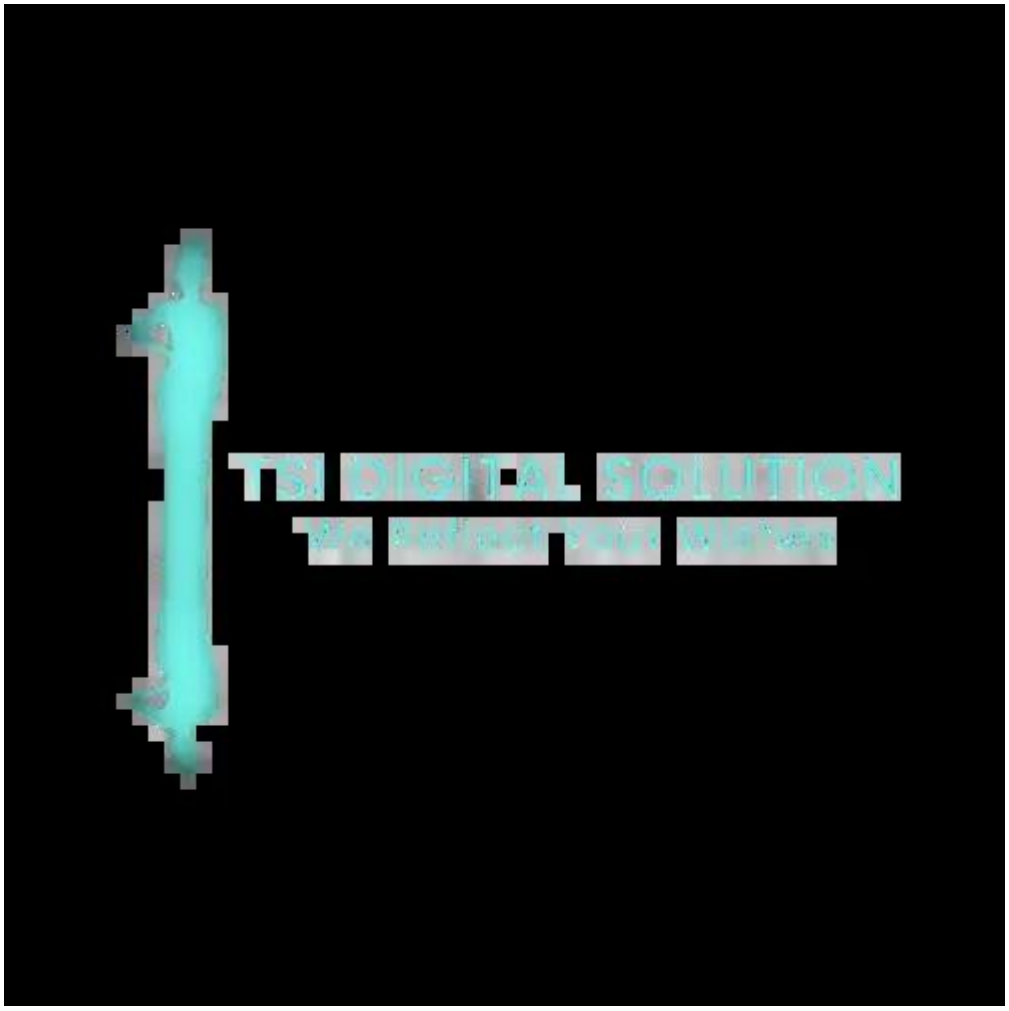


Demo

Just ask, we are here for you

Who we are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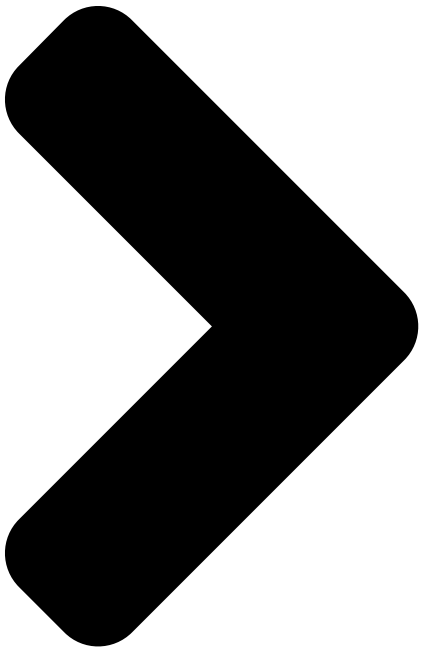

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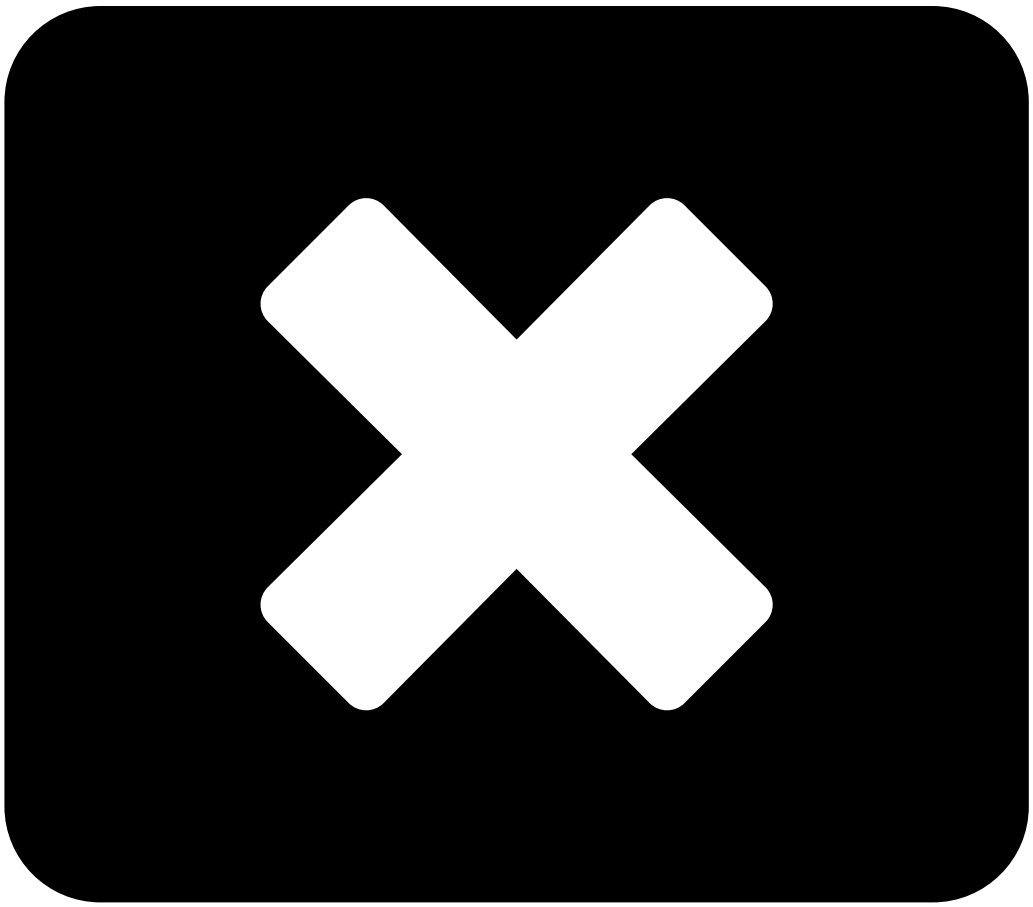

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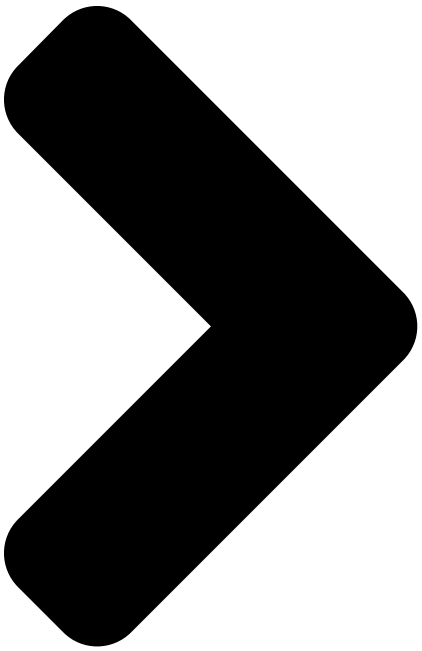

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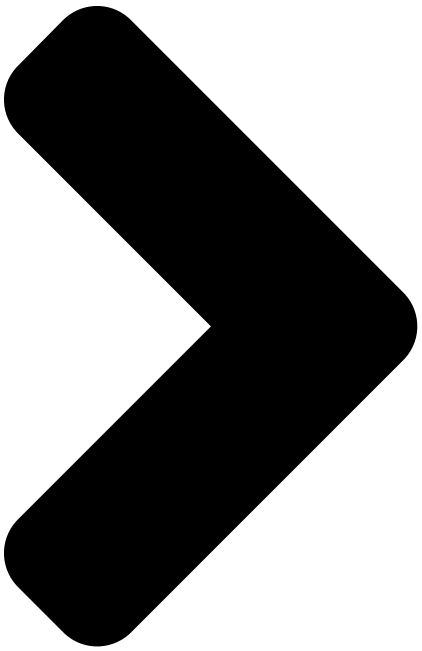

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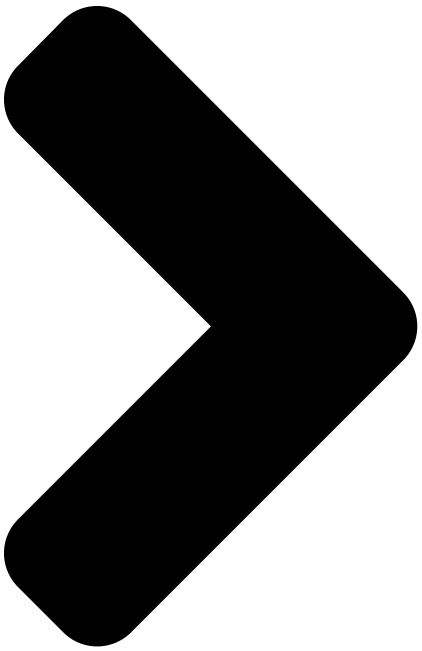

TSI Spam Blocker

Get a detailed quote

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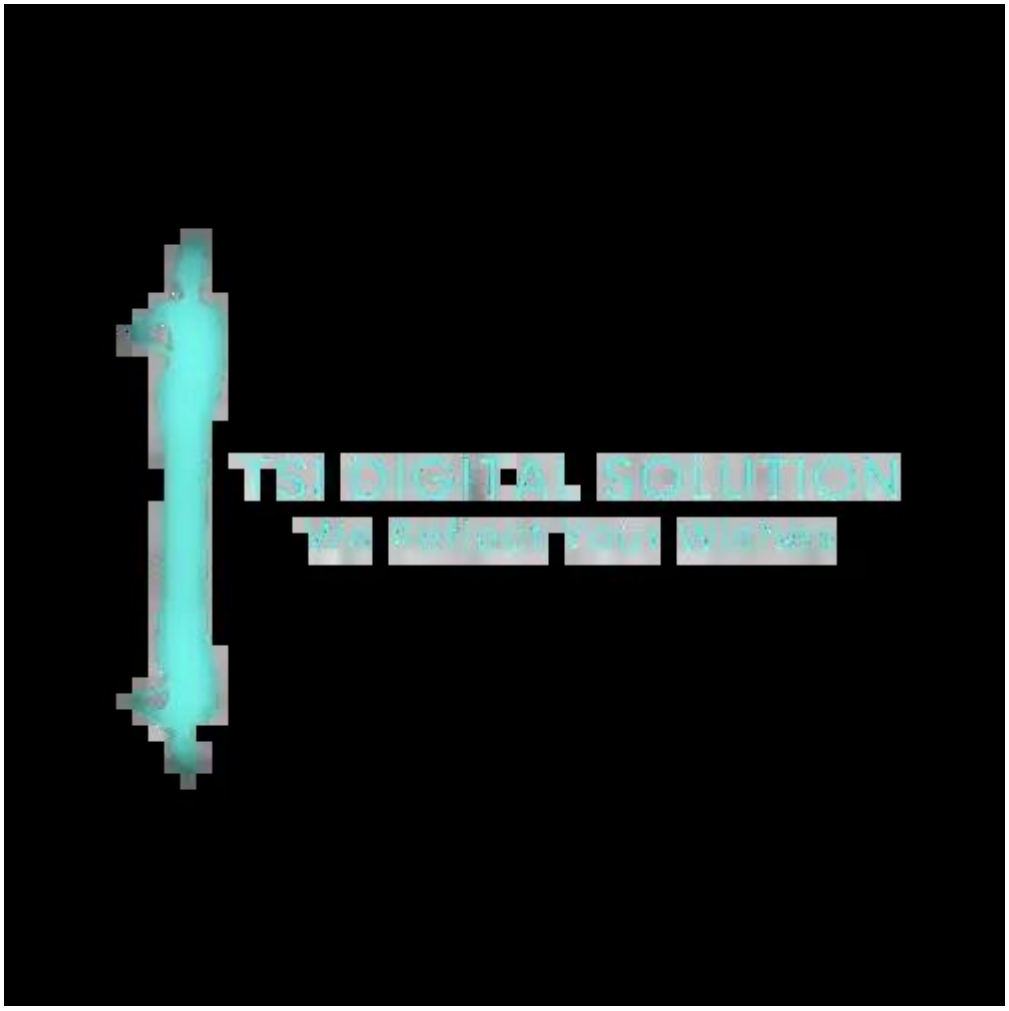
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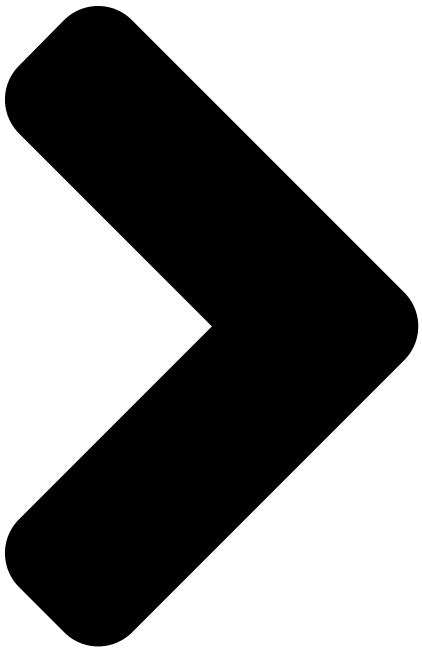

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Comparing E-Commerce Platforms: The Case for WordPress with WooCommerce

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Woocommerce vs E-Commerce

Hosted e-commerce platforms or self-hosted?

Choosing the right e-commerce platform is a critical decision for businesses looking to establish a strong online presence. The market offers a plethora

of options, ranging from hosted solutions like Shopify, BigCommerce, and Wix to self-hosted platforms like WordPress with WooCommerce. This article explores the differences between these platforms and highlights the benefits of creating your own website using WordPress with WooCommerce.

Hosted E-Commerce Platforms: Advantages and Disadvantages

Hosted e-commerce platforms like Shopify, BigCommerce, and Wix provide all-in-one solutions for businesses. They offer a range of advantages but also come with some limitations.

Advantages:

1. **Ease of Use:**

   These platforms are designed for simplicity, allowing users to set up their stores quickly without needing extensive technical knowledge.

2. **Technical Support:**

   Hosted platforms offer comprehensive customer support, including troubleshooting and technical assistance.

3. **Security:**

   They handle security aspects such as SSL certificates, PCI compliance, and regular updates, ensuring a secure shopping experience.

4. **Scalability:**

   These platforms can easily scale with your business, handling increased traffic and sales volume without significant intervention.

Disadvantages:

1. **Limited Customization:**

   Hosted platforms often come with design and functionality constraints, limiting the ability to fully customize your site.

2. **Recurring Fees:**

   These platforms typically charge monthly fees, and costs can escalate with add-ons, premium themes, and increased transaction volumes.

3. **Data Ownership:**

   You don’t have full control over your data, which is hosted on the platform’s servers.

4. **Platform Dependency:**

   Businesses are dependent on the platform’s ecosystem and any changes or updates they implement.

WordPress with WooCommerce: Advantages and Disadvantages

WordPress with WooCommerce, a self-hosted solution, offers a different set of advantages and challenges compared to hosted platforms.

Advantages:

1. **Full Control and Customization:**

   With WordPress and WooCommerce, you have complete control over your website’s design and functionality. You can tailor your site to meet specific business needs without restrictions.

2. **Cost-Effectiveness:**

   While there are costs associated with hosting and premium plugins, WordPress and WooCommerce are open-source and free to use, potentially lowering overall expenses.

3. **SEO Benefits:**

   WordPress is renowned for its SEO capabilities. You can optimize your site with plugins like Yoast SEO to improve search engine rankings.

4. **Scalability:**

   You can scale your website as your business grows, adding new features and integrations without significant limitations.

5. **Extensive Plugin Library:**

   WooCommerce offers a vast library of plugins and extensions, allowing you to add almost any functionality you need.

6. **Data Ownership:**

   You have full ownership of your data, which is stored on your server.

Disadvantages:

1. **Technical Knowledge Required:**

   Setting up and maintaining a WordPress site requires a certain level of technical expertise. This can be a hurdle for non-technical users.

2. **Maintenance:**

   You’re responsible for managing updates, security, and backups, which can be time-consuming.

3. **Initial Setup Complexity:**

   The initial setup can be more complex compared to hosted solutions, requiring configuration of hosting, themes, and plugins.

4. **Performance Optimization:**

   Ensuring your site runs efficiently, especially as it grows, requires ongoing optimization efforts.

Why Choose WordPress with WooCommerce?

Despite the challenges, many businesses find that the benefits of using WordPress with WooCommerce outweigh the drawbacks. Here are some compelling reasons to choose this combination for your e-commerce site:

- **Flexibility:**

  The ability to fully customize your site means you can create a unique brand experience that stands out from competitors.

- **Cost Savings:**

  Over time, the lower ongoing costs can result in significant savings, especially for small to medium-sized businesses.

- **Ownership:**

  Full control over your data and website infrastructure can be crucial for businesses that prioritize security and privacy.

- **Community Support:**

  WordPress has a large and active community, providing a wealth of resources, forums, and tutorials to help you manage your site.

Countering Common Arguments Against WordPress with WooCommerce

Argument: “It’s too technical.”

Counter: While there is a learning curve, the availability of tutorials, forums, and professional services can help bridge the gap. Investing in learning the platform can pay off in the long run with greater control and customization.

Argument: “Maintenance is too time-consuming.”

Counter: Regular maintenance is part of any website’s lifecycle. Using managed hosting services and scheduling routine updates can streamline the process, making it manageable even for small teams.

Argument: “Hosted platforms offer better support.”

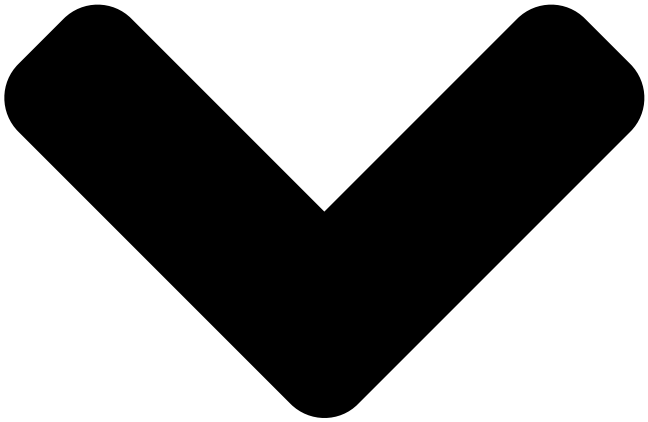
Counter: The WordPress community offers extensive support, and many hosting providers offer managed WordPress hosting with dedicated support for WordPress and WooCommerce. Additionally, TSI Digital Solution as client’s developer ensures expert guidance and customized solutions tailored to your specific needs.

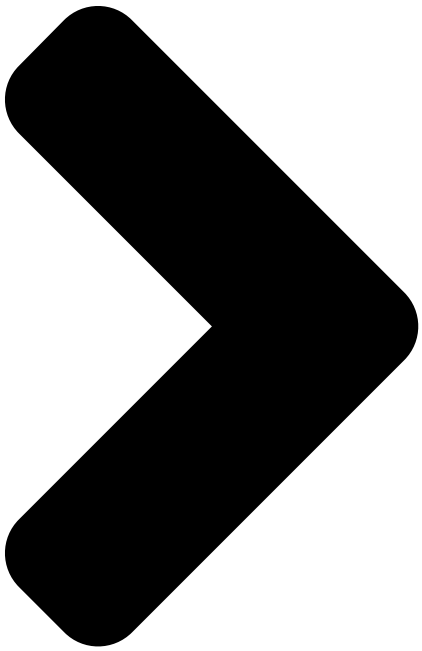
Conclusion

Choosing the right e-commerce platform depends on your business needs, technical expertise, and long-term goals. While hosted platforms like Shopify and BigCommerce offer ease of use and comprehensive support, WordPress with WooCommerce provides unmatched flexibility, customization, and control. By weighing the advantages and disadvantages, businesses can make an informed decision that aligns with their strategic objectives. Embracing WordPress with WooCommerce can empower businesses to create a unique, scalable, and cost-effective online store that drives engagement and conversions.

Frequently Asked Questions (FAQ)

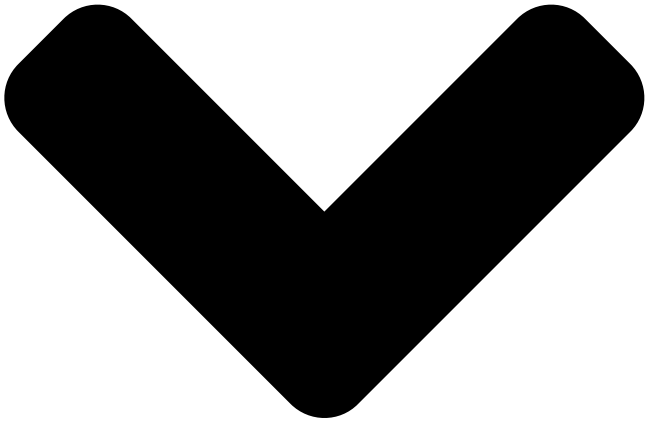
What is the main difference between a hosted platform like Shopify and WordPress with WooCommerce?

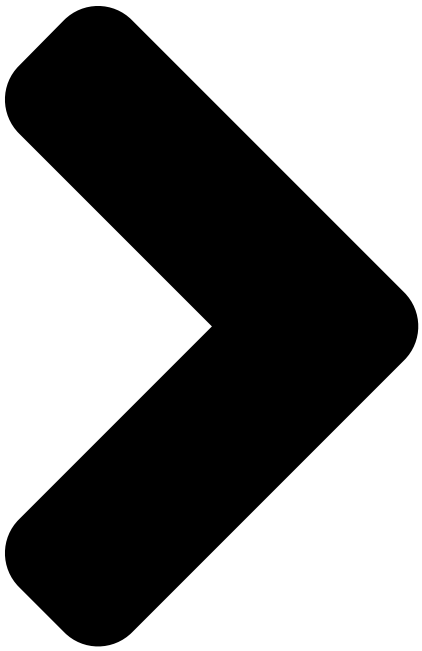




The core difference is control versus convenience. Hosted platforms like Shopify are all-in-one services that manage hosting, security, and updates for you, but limit customization. WordPress with WooCommerce is self-hosted, giving you full control over your site’s design, functionality, and data, but requiring you to manage technical aspects.

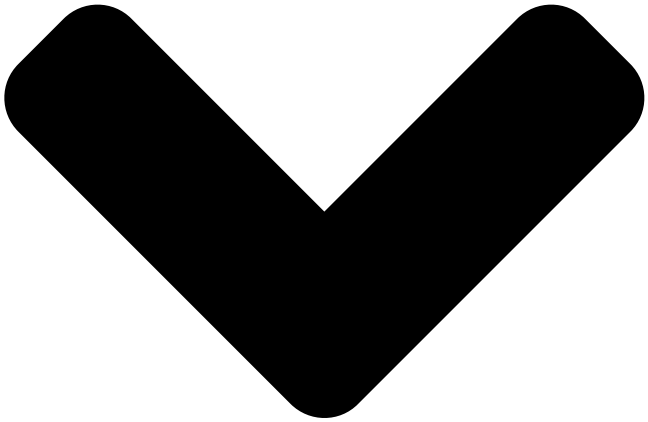
Is WooCommerce more cost-effective than platforms like Shopify?

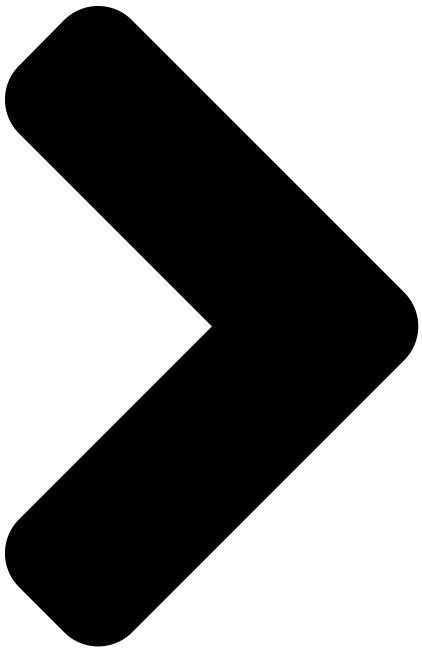




Yes, WooCommerce can be more cost-effective long-term. While you pay for hosting and potentially premium plugins, the WooCommerce software itself is free and avoids the recurring monthly fees and transaction costs that can add up on hosted platforms, leading to savings especially for small to medium-sized businesses.

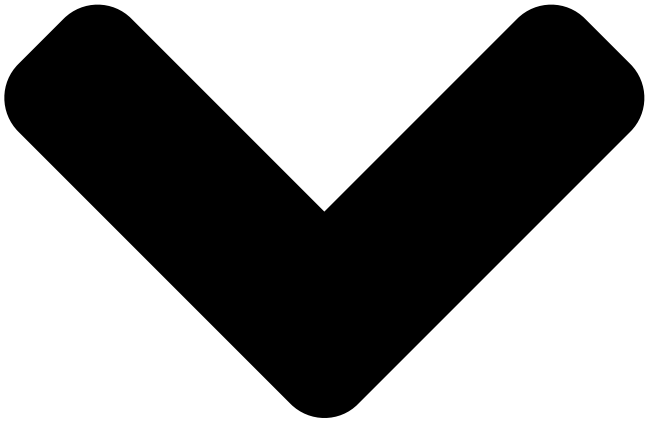
Do I need technical skills to use WooCommerce?

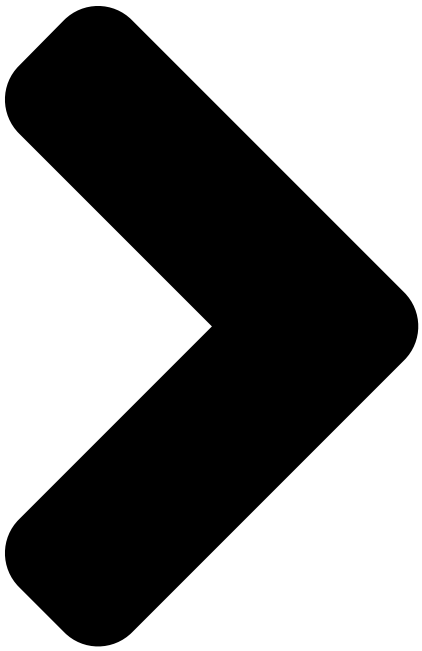




Yes, some technical knowledge is required for setup and maintenance. Unlike hosted solutions designed for simplicity, WooCommerce requires you to handle updates, security, and optimization. However, the learning curve can be managed with tutorials, community forums, and professional developer services.

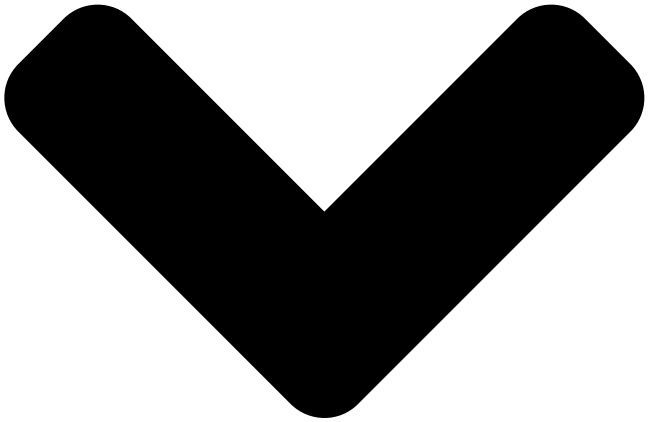
Which platform is better for SEO, WooCommerce or hosted platforms?

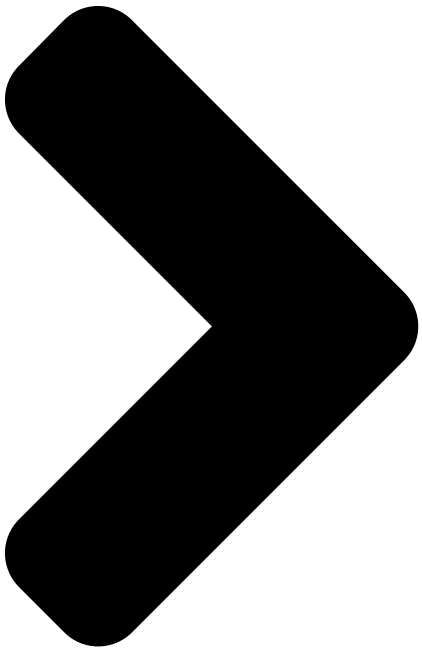




WordPress with WooCommerce is renowned for its superior SEO capabilities. It allows for deep optimization using powerful plugins like Yoast SEO, giving you more control to improve your search engine rankings compared to the more constrained environment of typical hosted platforms.

Who handles support if I use WooCommerce and have a problem?





With WooCommerce, you rely on a mix of resources: the extensive WordPress community forums, your hosting provider’s support (especially with managed WordPress hosting), and, if you hire one, your developer. This differs from hosted platforms which provide direct, comprehensive customer support as part of their service.

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Reach Out to Us

Ready to Build a Custom, Scalable E-commerce Store?

While WooCommerce offers unparalleled control and cost savings, we know the technical setup can be daunting. **TSI Digital Solution** provides expert development and guidance to harness the full power of WordPress and WooCommerce for your business. Let us handle the complexity so you can focus on growth.

Contact TSI Digital Solution for a customized solution today.

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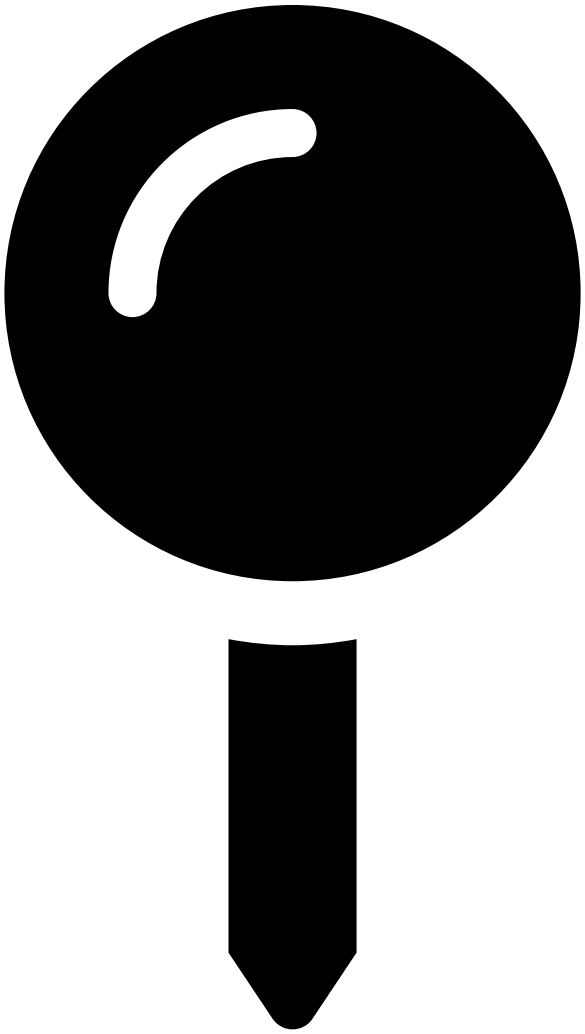

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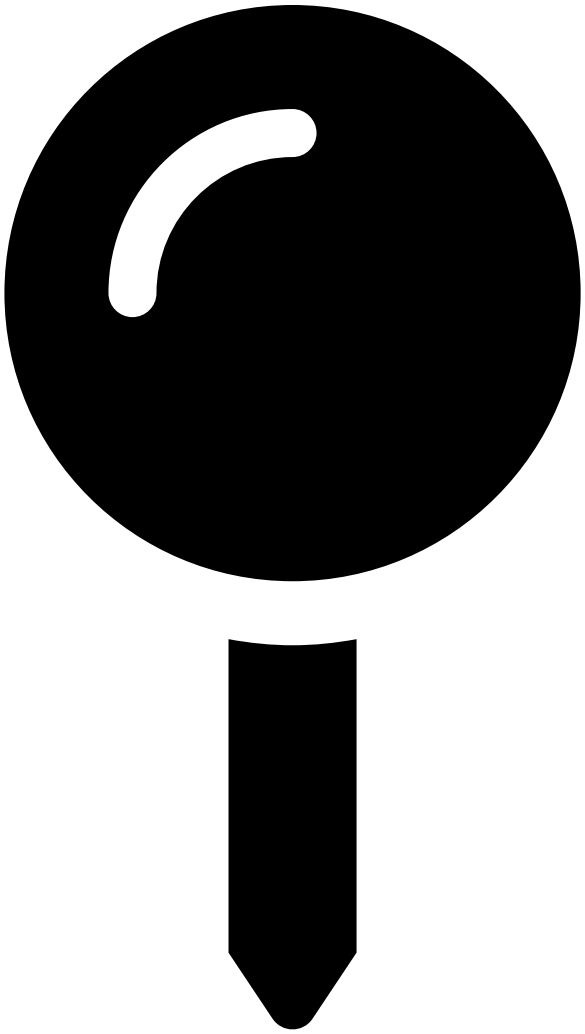

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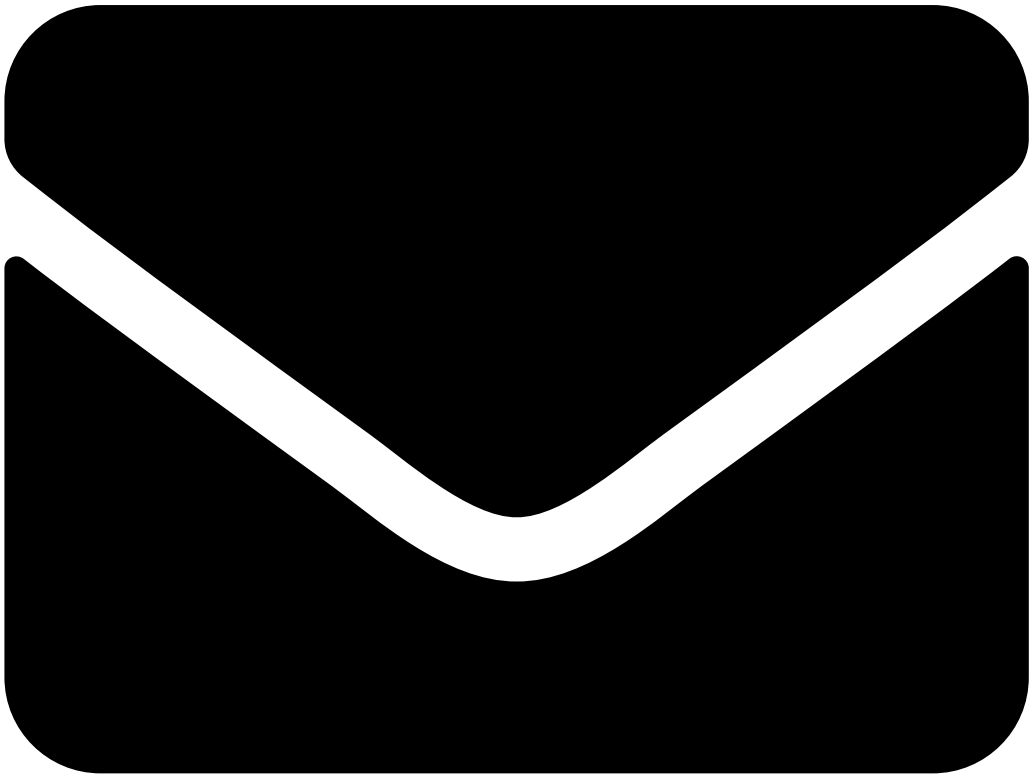

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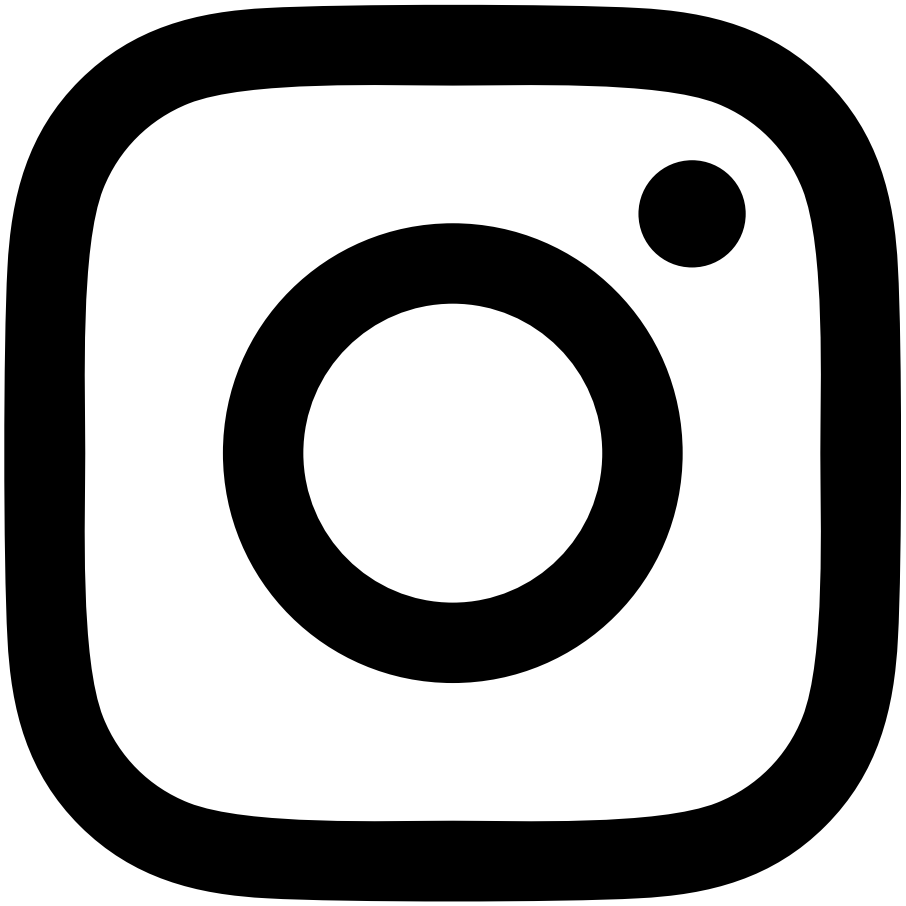

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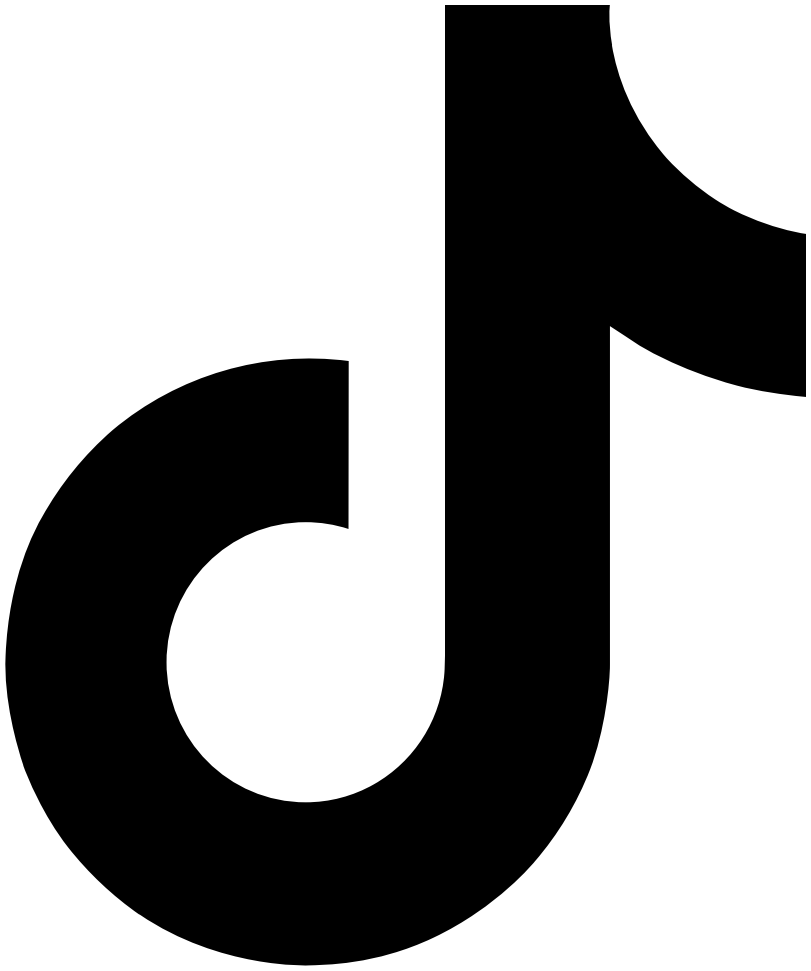

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