

# Wix vs Shopify vs WordPress

Suppose you're looking for the best website and e-commerce solution for your online business this year. In that case, you're practically spoiled for choice. Dozens of contestants are vying to be dubbed the best of the best, yet the ideal solution for one might not be the same for the next.

So, in this article, we're looking at three of the most popular website builders and e-commerce platforms on the market: [Shopify](#), [Wix](#), and [WordPress](#).

More specifically, we're comparing their:

- Features and ease of use
- Themes and designs
- Pricing
- Apps and extensions
- Customer support
- SEO capabilities
- Dropshipping functionality

By the end of this study, we hope that we'll have helped you decide which (if any) is the right option for you. There's loads to look at, so let's dive right in!

## **Shopify vs Wix vs WordPress: Features**

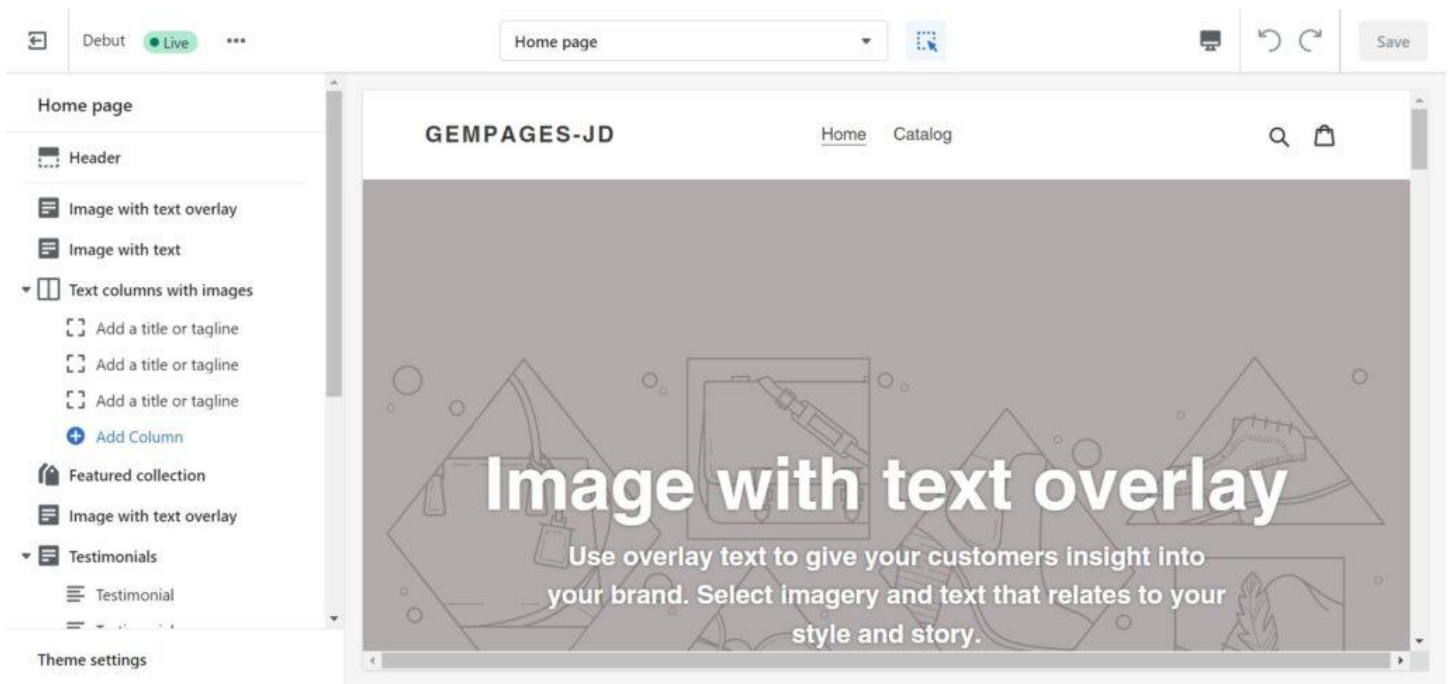
When talking about a website and e-commerce builder's capabilities, its core features are the meat of the matter. I.e., what functionality is provided? What features are missing? How well can you display and market your products? How easy is managing your store and adding content?

Each contender offers an intuitive dashboard where you can easily manage your website and access the platform's features.

That said, let's take a closer look at each solution in turn:

### **Shopify Features**

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[Shopify](#) is a treasure trove of eCommerce features. It provides everything you need to quickly add products to your online store and start selling from a customizable storefront. You also get access to a slew of marketing and sales features.

We couldn't possibly list all of Shopify's features here, *but we can* highlight some of the areas it shines the most. For instance, one definite advantage is the many sales-focused analytics it provides. You'll get insights into total sales breakdowns, total sales by channel, order numbers, and helpful customer info. More specifically, total order number, visits, order status, etc. On top of that, you can integrate with Google Analytics.

Shopify also makes it easy to add products to your store and display them in the best possible way. For instance, designated fields for product names, prices, descriptions, and images keep the process simple and intuitive.

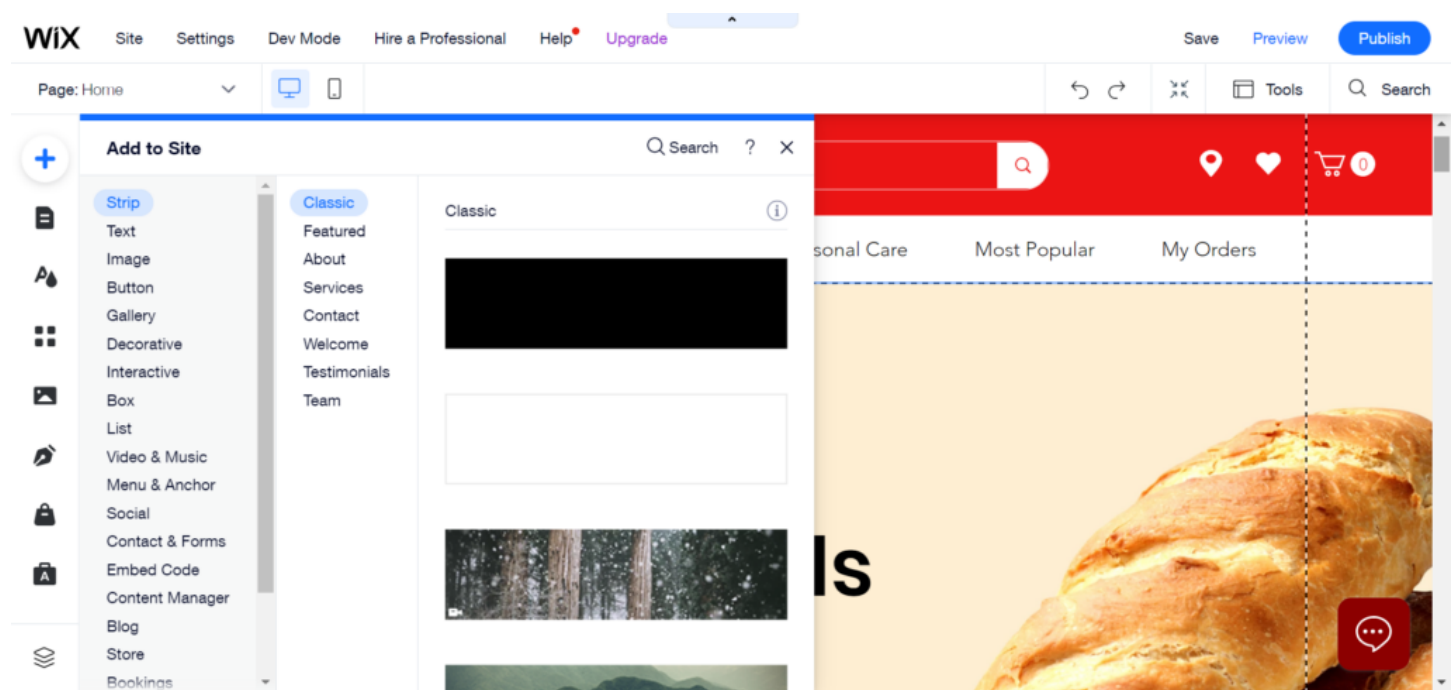
With the basics covered, here are some of our other favorite Shopify features:

- SEO and marketing: Shopify includes a range of SEO tools, the ability to sell on Facebook, and features like targeted discounts for loyal customers.
- A mobile app: Manage your store on the go with Shopify's mobile app – you can even fulfill orders and manage your inventory from your smartphone.

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- Storefront: Choose from over 70 professionally designed themes for eCommerce, which you can further customize with your own content and images. Plus, with all of [Shopify plans](#), you'll get your own domain name for as long as you subscribe to the platform.
- Products: Feature your best products, organize your SKUs, arrange multiple product categories, offer product variations, and create unlimited product listings.
- Web hosting and security: Shopify eCommerce sites enjoy unlimited bandwidth, automatic Shopify upgrades, and Lvl 1 PCI-compliant security.
- Blogging: Shopify stores come with a robust in-built blogging engine.
- 24/7 support: Access to one of the best support teams on the web and an extensive self-help center.

## Wix Features



As we just hinted at, [Wix](#) comes with an intuitive dashboard from which you can manage all of your content, website data, and eCommerce functionality. For example, you can review analytics and information, like your:

- Site visitors
- Leads
- Customers

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- Contracts
- Email campaigns and invoices
- Facebook ad campaigns

...You can even arrange pending tasks into a to-do list. From the same centralized dashboard, you can also access:

- Wix's marketing and SEO features
- Your automated workflows.
- Your inventory and orders
- You can edit your products

...to name a few! (we'll discuss some of these features mentioned above in greater depth below). Wix also comes with a mobile app. From which you can:

- Manage your Wix website and store
- Track and manage your inventory
- Handle fulfillment and orders
- Add new products
- Process refunds
- Schedule payments

...and more.

It allows you to extend your site's functionality using various apps, widgets, galleries, and blogs. In addition, its intuitive drag-and-drop editor makes it easy to design branded pages and content. That said, here are some other noteworthy Wix features:

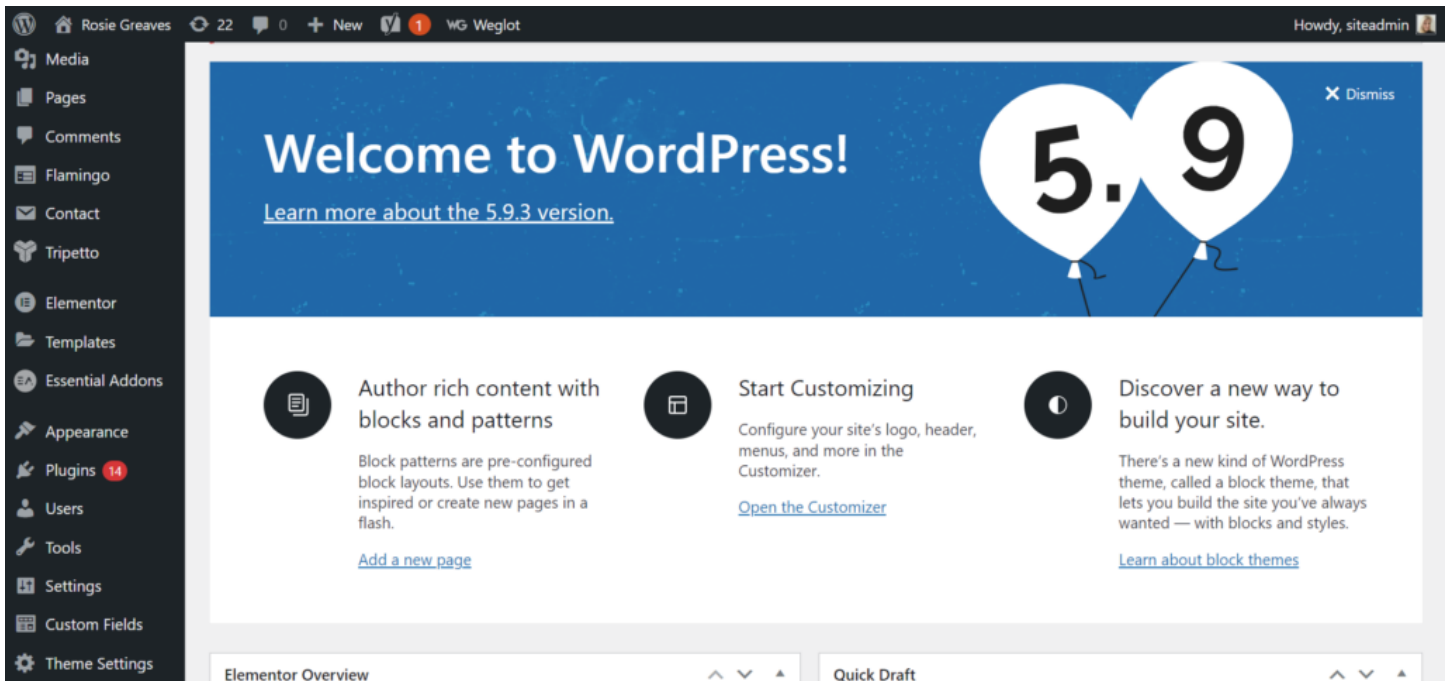
- Marketing: AI to refine your Facebook ads, a video maker, essential email marketing tools, social media previews, and post templates, etc.
- Shipping: Set shipping rates and automate your taxes.
- Shopping cart customization: Ensure that even your shopping cart is on-brand.
- Automation: Automate and track the customer journey from purchase to delivery

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- Online payments: Wix accepts all major debit and credit cards.
- Product placement: Sell your items not just on Wix but also on Amazon, eBay, Facebook, and Instagram
- Customizable themes: over 800 templates are available to choose from, organized into popular industry niches.

That said, Wix's web design features came first – [eCommerce was added later](#) when it became a requirement for so many customers. This means eCommerce is more of a feature extension than part of its core toolset. The relative simplicity of its eCommerce features shows as much.

## WordPress Features



[WordPress](#) is a powerful content management system (CMS) – thanks to its wealth of content-related features, it's the perfect solution for bloggers and journalists. For example, you can easily create a blog and organize your posts using multiple tags and categories. You can also facilitate and moderate reader commenting, schedule posts, benefit from advanced SEO features, etc.

The easiest way to extend WordPress's functionality is by downloading and using plugins. We'll discuss this more later when we talk about add-ons. Still, it's fair to say that WordPress has the

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vastest and most impressive plugin directory of all our contestants. With over 55,000 free and paid plugins available, you'll likely find a solution that meets your needs.

Most noteworthy is the free eCommerce plugin, WooCommerce. This eCommerce powerhouse was developed by the same people who designed WordPress. Add the free, open-source plugin to access a full-fledged eCommerce solution. It comes with a wide range of tools, such as inventory management and order administration, marketing, customer accounts, shopping carts, and checkout – to name but a few of its capabilities!

Here are some of the best features:

- SEO: Edit meta tags and descriptions, create automatic sitemaps, manage image alt text, set custom URLs and redirects
- Blogging: Create a professional blog with scheduling, tags, categories, comments, and one of the most advanced blog text editors on the web. They also provide a distraction-free writing interface where WordPress's dashboard fades away.
- Customize your Site: Choose from thousands of themes to lay the foundations of your web design, and access the CSS and HTML code to make further edits and develop additional functionality as needed.
- Multi site: Develop multiple sites from one WordPress installation. You can create a whole network of business websites for your store and brand.
- Site search: WordPress automatically categorizes and archives your content so that users can easily search for things on your website.
- Multiple users: Register multiple users to access your WordPress account and manage their permissions.
- Keep your data: You own all of your website's content, data, and code.

## **Shopify vs Wix vs WordPress- Features: The Winner is Shopify**

The winner: [Shopify](#)

When it comes to features, all three contestants have lots to offer. Wix is the simplest, but that comes with a trade-off – its features are also the most restrictive. However, overall, Wix definitely serves the needs of most small business owners and solopreneurs just fine.

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In contrast, Shopify has a wide range of built-in store features, elevating it above most eCommerce solutions.

But WordPress, with its several thousand plugins, takes the cake. Thanks to its open-source nature, there's no limit to what you can do and what features you can add to your site. In addition, it's designed to work and scale with any business type across any industry. WooCommerce is also an immensely powerful eCommerce solution that rivals Shopify in terms of selling features.

## **Shopify vs Wix vs WordPress: Ease of Use**

Each of the three platforms enables you to build a fully functional website without typing a single line of code. That said, they utilize different website editors ranging in intuitiveness. Let's take a look...

### **Wix Ease of Use**

[Wix](#) is an incredibly intuitive and easy-to-use website builder. With its drag-and-drop editor, even beginners can easily play around and create nice-looking websites based on Wix's professionally designed templates.

With a help button attached to each website element, users are linked directly to relevant help documentation should they need it. That said, none of Wix's features are too complex or come with too many bells and whistles, so you should be able to familiarize yourself with Wix's interface pretty quickly.

### **Shopify Ease of Use**

[Shopify](#) is similarly easy to use. However, *its editor isn't as intuitive as Wix's*; you can only edit sections in the sidebar and edit your content and images. However, on the flip side, this means you'll quickly have customized your site, and your storefront is near-on guaranteed to look professional. You literally can't veer too far wrong!

That said, Shopify's features are plentiful, and that can be overwhelming for newbies. But rest assured, there's lots of online help, and Shopify's customer support is excellent.

### **WordPress Ease of Use**

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WordPress is undoubtedly **the most difficult of the three** to wrap your head around. Its traditional theme editor can be confusing. It only becomes fully flexible if you install a site builder or know how to edit the code.

Plus, as WordPress is open-source and free to download, you're also on your own when it comes to website maintenance and security – so this comes with somewhat of a learning curve. However many [hosting providers](#) can assist you with this – but it's down to you to find the right service that offers the support you need.

You also need to vet which plugins and themes to install on your website and regularly ensure they're updated. Otherwise, your risk conflicts, slow loading times, or, in the worst-case scenario, complete website shutdowns!

Fortunately, there's plenty of self-help documentation, community aid, and tutorials available. But beginners may initially struggle to unlock WordPress's full potential.

## **Shopify vs Wix vs WordPress Ease of Use: The Winner is Wix**

Out of the three website builders, Wix is the most beginner-friendly and intuitive. You can jump right in and start building your site without looking at a single tutorial first, and most find its editor very easy to navigate.

## **Shopify vs Wix vs WordPress: Themes and Web Design**

Shopify, Wix, and WordPress offer a wide range of templates and customization options. So, rest assured, you'll be able to make your web design your own with any of these options.

However, some offer more flexibility than others – let's take a look...

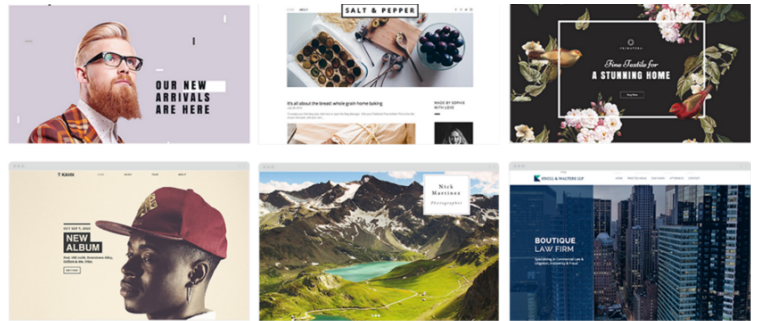
### **Wix Design and Customization**

As mentioned above, Wix offers over 800 mobile-responsive, professional-looking templates that cater to a wide range of industries and use cases, including portfolios, fashion, restaurants, sports, and much more. Thanks to the neat organization of these templates, finding a suitable theme is easy. Needless to say, in terms of choice, Wix triumphs over the [70+ Shopify themes](#) on offer.



# Wix vs Shopify vs WordPress

Once you've chosen your template, you can customize it using Wix's intuitive drag-and-drop editor. Here you'll find a range of website elements at your disposal. For example, galleries, contact forms, separators, images, text boxes, headings, etc.

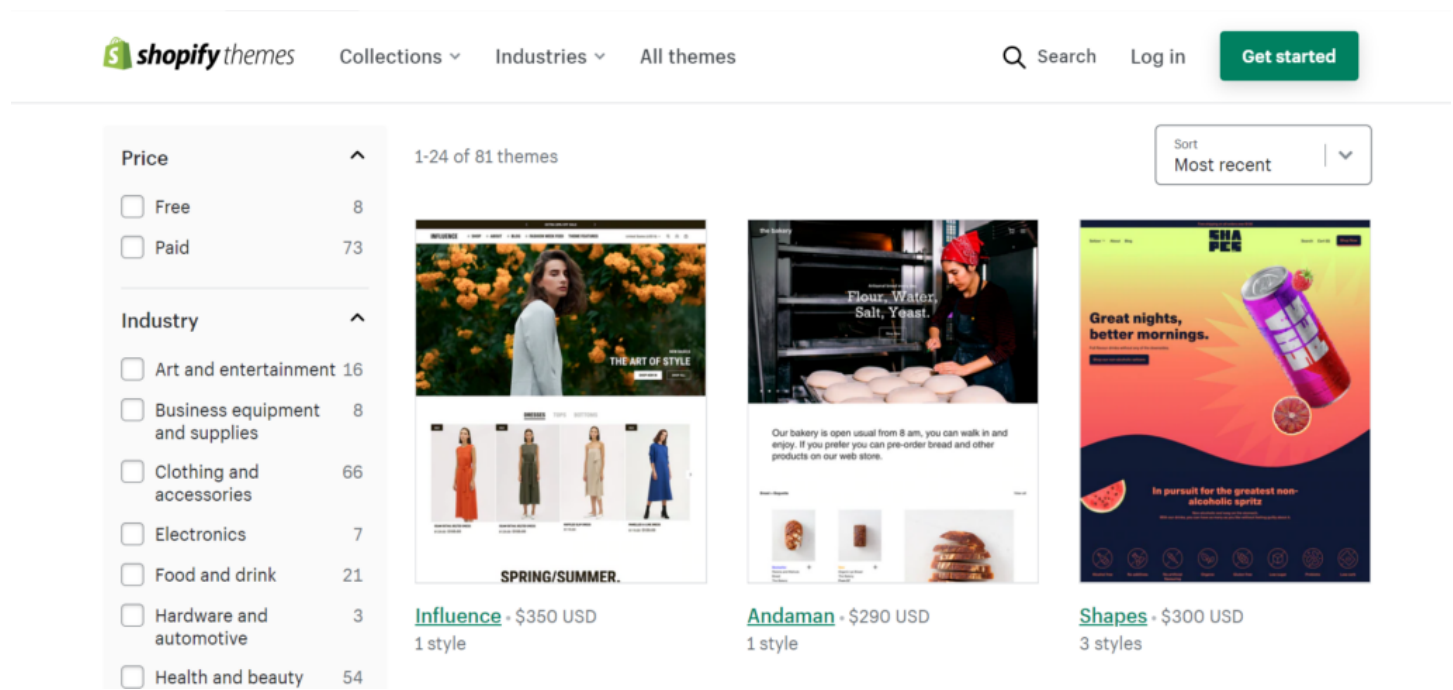


However, Wix's editor isn't quite pixel-perfect, so there are limits to what you can achieve.

That said, the results always look neat, and each element comes with a wide range of customization options. You can edit aspects like color, sizing, fonts, animation effects, alignment, etc. You can also edit in-line style code snippets to further customize the appearance of your sections.

However, it's worth noting that once you've picked your theme, you can't change it without redoing all of your site's content. So choose carefully!

## Shopify Design and Customization



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- Free 8
- Paid 73

Industry ^

- Art and entertainment 16
- Business equipment and supplies 8
- Clothing and accessories 66
- Electronics 7
- Food and drink 21
- Hardware and automotive 3
- Health and beauty 54

**Influence** - \$350 USD  
1 style

**Andaman** - \$290 USD  
1 style

**Shapes** - \$300 USD  
3 styles

[Shopify](#) comes with eight free eCommerce templates, but over 70 are available in total, with prices ranging up to \$180. Unfortunately, this means *there's a lot less choice for those that can't afford a premium theme.*

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However, all of Shopify's templates are clean-looking, modern, and customizable, focusing on uncluttered store design. With such a sharp focus on eCommerce, Shopify's templates don't care as much about creating branded business sites.

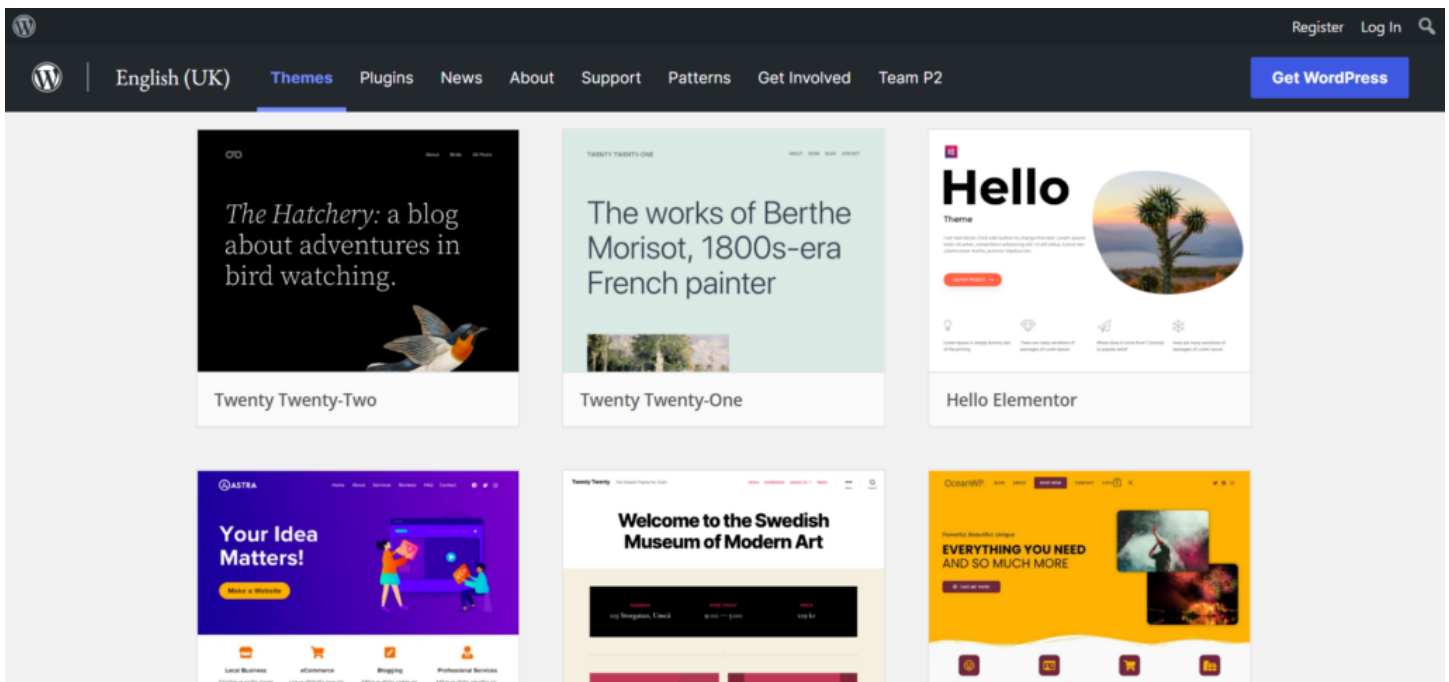
Its editor also isn't quite as intuitive or flexible. You can change the content, colors, fonts, and images from a sidebar without adjusting the granular spacing of your elements.

As such, once you've chosen your theme, your site won't look too different from it when you're done customizing. However, extensions are available that will allow you to install more user-friendly, customizable page builders, such as GemPages, Shogun, and PageFly.

Alternatively, if you have coding smarts, you can edit your theme's code by writing your own HTML and CSS.

Unlike Wix, you can also change your theme without losing your website's content.

## WordPress Design and Customization



When it comes to theme quantity, nothing beats WordPress. There are over 31,000 WordPress themes in its directory, with thousands of free options and many premium ones. In addition, themes come

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with different features that cater to various industry niches. You can quickly filter through these to find the ones that best meet your business requirements.

You can change your theme anytime. However, the theme you choose influences the extent of the web design freedom you have inside WordPress's traditional editor. Like Shopify, this is a section editor instead of true drag-and-drop, which is less intuitive. As such, you can't simply move elements around. Instead, you have to edit individual details such as color, fonts, spacing, etc., from a sidebar.

However, WordPress gives you full access to the code to make any changes yourself. There are also dozens of page builder plugins explicitly designed to make creative freedom more accessible. For example, Elementor and Divi.

## Shopify vs Wix vs WordPress Design: The Winner is Wix and WordPress

Thanks to the ease of customization that comes with Wix's drag-and-drop editor, we believe it deserves joined victory with WordPress.

WordPress undeniably has the most themes, plugins, and the greatest customization potential, thanks to full access to its code. However, Wix makes web design the simplest. You work from good-looking templates and simply drag in and edit the elements you like. No other platform in this review matches this fun and intuitive design process.

## Shopify vs Wix vs WordPress: Pricing

Here's what our testers cost and what you'll get for your money:

### Wix Pricing

[Wix](#) offers three website plans and three business and eCommerce plans. The latter three include payment processing and the ability to sell

	Website Plans Great for showcasing a professional site	Business and eCommerce Plans Essential for accepting online payments	Enterprise Plans Custom solutions tailored to your brand	
		<b>50% OFF</b> <b>Business VIP</b> Get the Full Suite \$ <b>29</b> <sup>50</sup> /month <del>\$59.00</del> <a href="#">Select</a>	<b>50% OFF</b> <b>Business Unlimited</b> Grow Your Business \$ <b>16</b> /month <del>\$32.00</del> <a href="#">Select</a>	<b>Business Basic</b> Accept Online Payments \$ <b>27</b> /month <a href="#">Select</a>
<b>Get paid online</b>				
Secure online payments	✓	✓	✓	
Plans & recurring payments	✓	✓	✓	

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products, whereas the website plans don't. A free plan with limited features and ads is also available for as long as you want to try it. Unfortunately, there's no annual billing option. We won't list all of Wix's pricing plans here, but below is a flavor of what to expect:

**BONUS: Wix frequently offers 50% off their website and domain hosting plans, saving you HUNDREDS OF DOLLARS!**

## **Wix Business Basic Plan**

This will set you back \$27 a month, for which you'll get:

- 20 GB storage space
- Customer accounts
- Unlimited products
- Abandoned cart recovery
- Five hours of video content can be hosted online
- 24/7 customer care

## **Wix Business Unlimited Plan**

This costs \$32 a month and comes with everything above, plus more advanced features like:

- Sell and manage Subscriptions
- 35 GB storage space
- Ten hours of video content can be hosted online
- Automated sales tax calculated for 100 transactions per month
- You can sell on marketplaces like Amazon and eBay
- Dropshipping with Modalyst (up to 250 products)
- You can sell in multiple currencies

## **Wix Business VIP plan**

Finally, this package costs \$59 a month and comes with everything in the previous two plans, plus:

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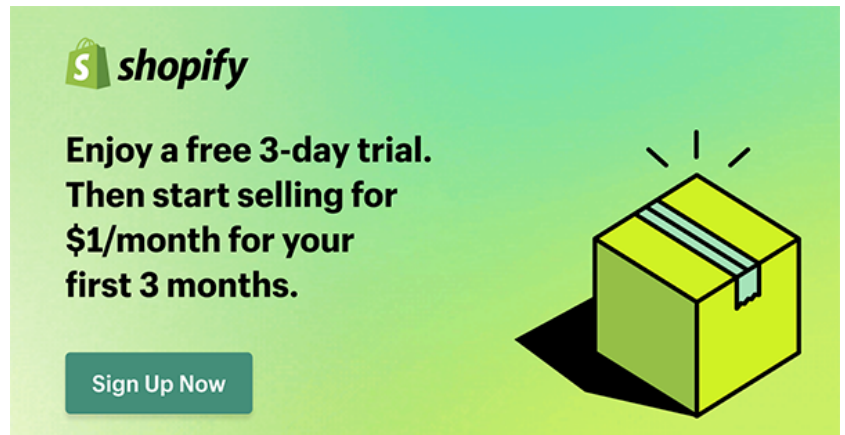
[Advertisement](#) ⓘ

- 50 GB of storage space
- Unlimited video hours
- Priority customer care
- Automated sales tax for 500 transactions per month
- Unlimited dropshipping with Modalyst

## Shopify Pricing

[Shopify](#), in comparison, only offers a [14-day free trial](#), which gives you time to become familiar with its many features.

There are four plans available on monthly billing:

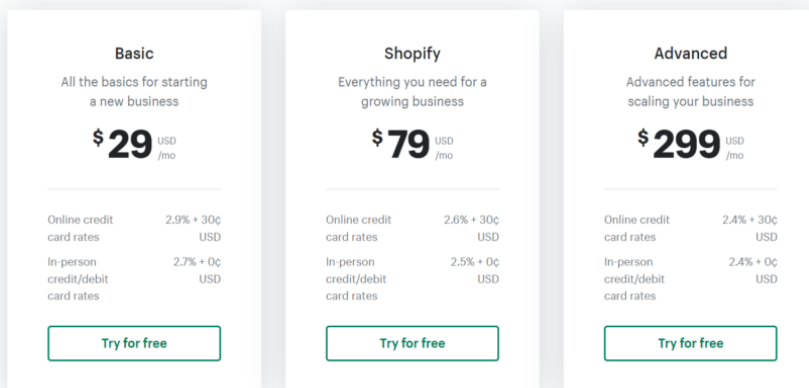


The banner features the Shopify logo on the left. The main text reads: "Enjoy a free 3-day trial. Then start selling for \$1/month for your first 3 months." Below this is a green "Sign Up Now" button. On the right side of the banner is a 3D illustration of a yellow cardboard shipping box with a white tape seal and a shadow underneath.

Shopify Starter: (this functions like a buy button so that you can start processing payments on a site you already have) \$5 a month



The navigation bar is dark green with the Shopify logo on the left. It contains menu items: "Start", "Sell", "Market", "Manage", "Pricing", "Learn", "Log in", and a "Start free trial" button.



Basic	Shopify	Advanced
All the basics for starting a new business	Everything you need for a growing business	Advanced features for scaling your business
<b>\$29</b> USD /mo	<b>\$79</b> USD /mo	<b>\$299</b> USD /mo
Online credit card rates: 2.9% + 30¢ USD	Online credit card rates: 2.6% + 30¢ USD	Online credit card rates: 2.4% + 30¢ USD
In-person credit/debit card rates: 2.7% + 0¢ USD	In-person credit/debit card rates: 2.5% + 0¢ USD	In-person credit/debit card rates: 2.4% + 0¢ USD
<a href="#">Try for free</a>	<a href="#">Try for free</a>	<a href="#">Try for free</a>

Shopify Basic: \$29 a month, for which you get:

- An eCommerce website and blog
- You can list unlimited products
- You can register two staff accounts
- 24/7 support
- Up to four inventory locations

- Marketing automation
- Basic reports

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Shopify: \$79 a month – you get everything in the Shopify Basic plan, plus:

- Five staff accounts
- Five inventory locations
- Standard reporting functionality

Advanced Shopify: \$299 a month – with Shopify’s most extensive package, you get everything above, plus

- 15 staff accounts
- Eight inventory locations
- Advanced reports
- Third-party calculated shipping rates
- Custom pricing by market (for international businesses)
- Duties and import taxes are displayed at checkout

On top of these costs, Shopify also charges an extra transaction fee unless you use their native payment gateway. This starts at 2% but lessens to 0.5% on the Advanced plan.

## **WordPress Pricing**

As we’ve already said, WordPress.org is an open-source framework, making it free to download and use. However, although you don’t have to pay for WordPress itself, you’ll likely need to invest in the following:

1. Web hosting is a necessary cost that allows you to host your website online. With providers like Siteground, you can get affordable shared hosting for as little as \$2.99 per month. Premium managed hosting is more expensive but provides additional features such as backups, security, higher bandwidth, and more. This can cost as much as \$35 per month with providers like Kinsta.
2. A domain name: On average, a custom domain will set you back \$10 – \$20 a year.
3. Themes: You might want to install a premium theme instead of sticking with one of the more basic free ones. Many cost in the region of \$59.

# Wix vs Shopify vs WordPress

4. Plugins: While many plugins are free, they may come with premium plans that unlock more features. So, you'll need to know which plugins need ahead of time to accurately plan your budget.

## **Shopify vs Wix vs WordPress – Who Offers the Best Value for Money?**

Winner: Shopify (kind of!)

The answer to which of the three platforms provides the best value for money depends on what you're looking to get out of your website site builder. Each is priced quite fairly for what they provide.

As a simple website builder for your business, providing great ease of use and comfort, Wix justifies its pricing – easily.

With WordPress, value for money is harder to determine. Whether you get what you pay for depends on your ability to budget wisely and find the tools you need. As such, WordPress could either be an incredibly affordable option. Or you could burn through money on unnecessary plugins, themes, and hosting.

In terms of sales features and simple scalability, Shopify is the best choice. Shopify provides fantastic value for money. You usually only need to upgrade when your business grows and makes lots more revenue.

## **Shopify vs Wix vs WordPress: Apps and Extensions**

As mentioned above, Shopify, Wix, and WordPress offer a wealth of features. But no platform can do everything at once, especially if you're running a niche business with its own set of unique needs and challenges.

However, with the help of apps and extensions, adding extra functionality to your site is often made easier.



# Wix vs Shopify vs WordPress

That said, let's take a peek at what Shopify, Wix, and WordPress offer in the way of apps and extensions:

## Wix's Apps and Extensions

**Wix AppMarket**

Search Apps... Rosie Greaves

### Choose Professional Solutions to Power Your Wix Website

Search Apps...

#### Team Picks

See More Apps >

- Printful: Print on Demand**  
Design & sell products that stand out  
Free to install ★ 4.5 (333)
- Poptin: Smart Pop Ups & Forms**  
Email Popups, Exit Intent, Spin The Wheel  
Free Plan Available ★ 4.8 (521)
- Multi-Channel Fulfillment**  
Prime-like delivery speeds and low costs  
Free to install ★ 5.0 (1)

App Market Home  
EXPLORE  
Team Picks  
Newest Apps  
Made by Wix  
Social Apps  
Popular This Month  
Wix Business Solutions  
APPS TO HELP YOU  
Collect Leads  
Analyze Traffic  
Interact with Visitors

Wix comes with the smallest app store, though it still offers a great list of plugins. You can search for these by category and check their reviews before installing them. Many apps are available to enhance your marketing and selling capabilities, such as email marketing integrations, ad campaigns, affiliate programs, and more.

There's also a range of free widgets like social media integrations, blogs, forms, calendars, maps, etc.

Some apps are free or offer free trials, while others require a monthly payment. Overall, there are over 250 apps to choose from.

## Shopify's Apps and Extensions

Thousands of people have downloaded and reviewed apps on the Shopify App Market. Plugins are

shopify app store Apps by goal Browse all apps Search apps Log in Sign up

Stand out. Sell more. Scale fast.

### Customize your store with your choice of apps

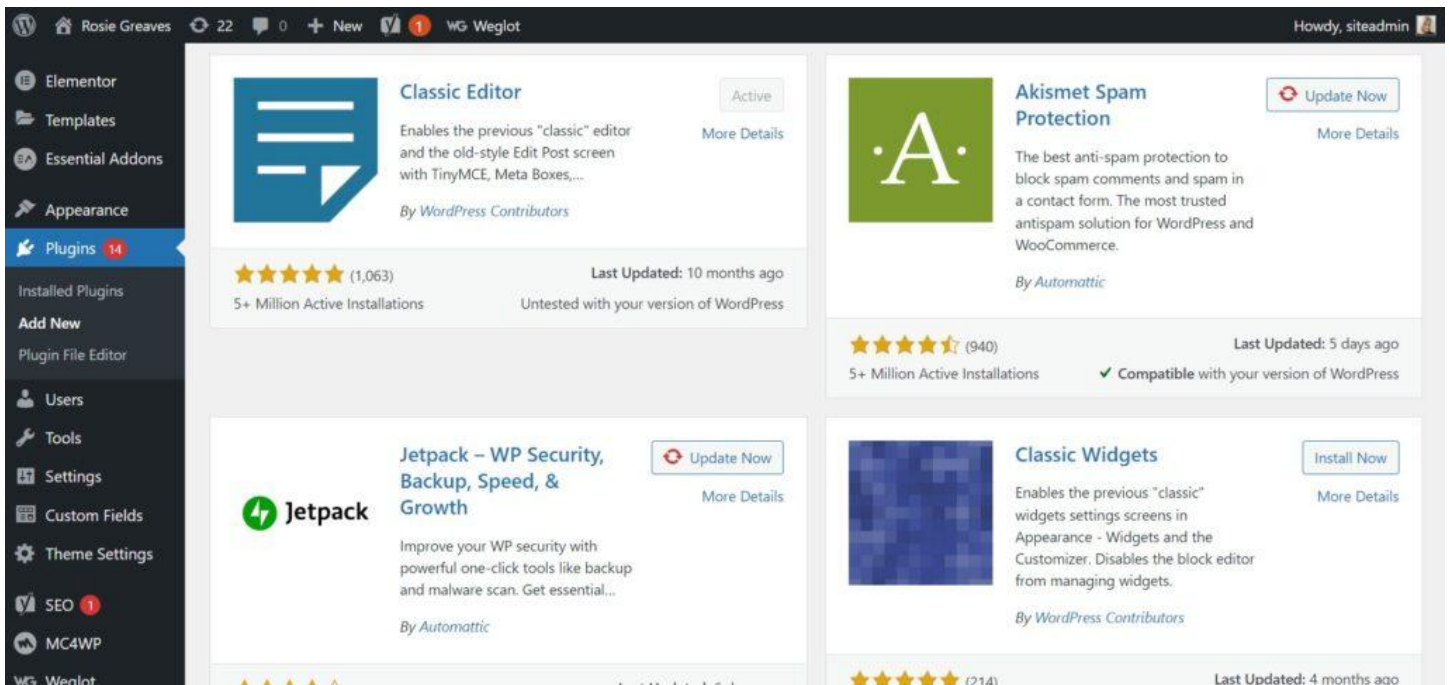
Search apps



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separated into various categories, including marketing, sales and conversions, orders and shipping, reporting, and more. This makes browsing the over 285 free apps and the further 249 paid ones easier.

## WordPress's Apps and Extensions



Like its templated, when it comes to plugins, WordPress is unbeatable. There are over 55,000 plugins in its directory, ranging across categories like SEO, marketing, design, sales, forms, analytics, and much more. In addition, thousands of these plugins are free (or at least have a free version), whereas others come with either a one-time license fee or monthly payments.

Plugins are added to WordPress's directory every day! However, as so many third-party providers create and list their apps, one downside is that you need to vet what you install to ensure each plugin is updated and maintained regularly. Otherwise, you may risk incompatibilities that lead to a dysfunctional plugin.

## Shopify vs Wix vs WordPress Apps and Extensions: The Winner is WordPress

Unsurprisingly, with a directory of several tens of thousands of plugins, WordPress emerges the clear victor. While you have to be careful about what you install to preserve your website's performance, your options are seemingly endless.

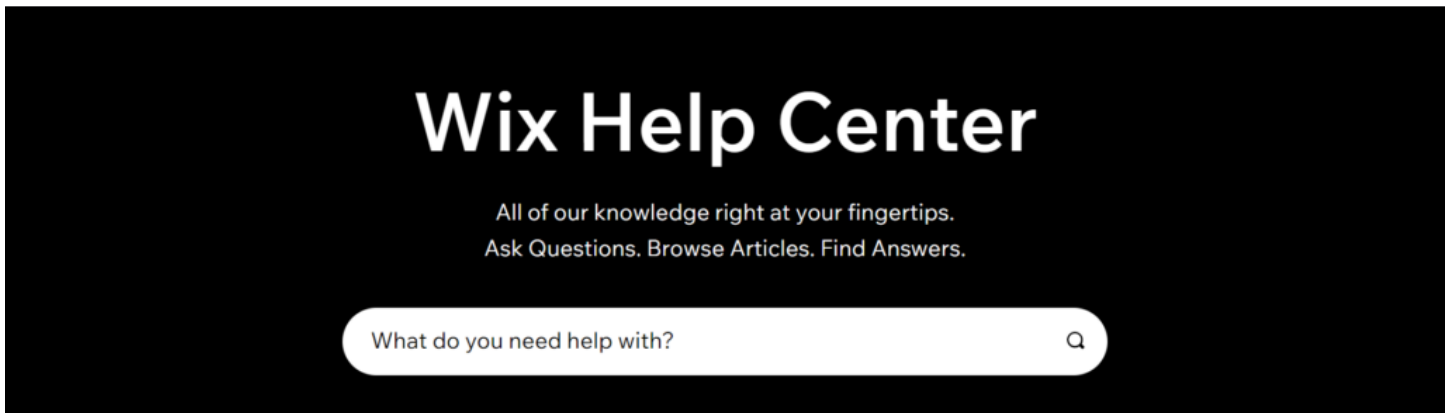
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## Shopify vs Wix vs WordPress: Customer Support

Suppose you run into an issue with your website builder. In that case, it's vital to have access to thorough self-help documentation and a customer support team that can help you through your issue.

So, in this section, we'll look at what assistance you can expect from Shopify, Wix, and WordPress.

### Wix Customer Support

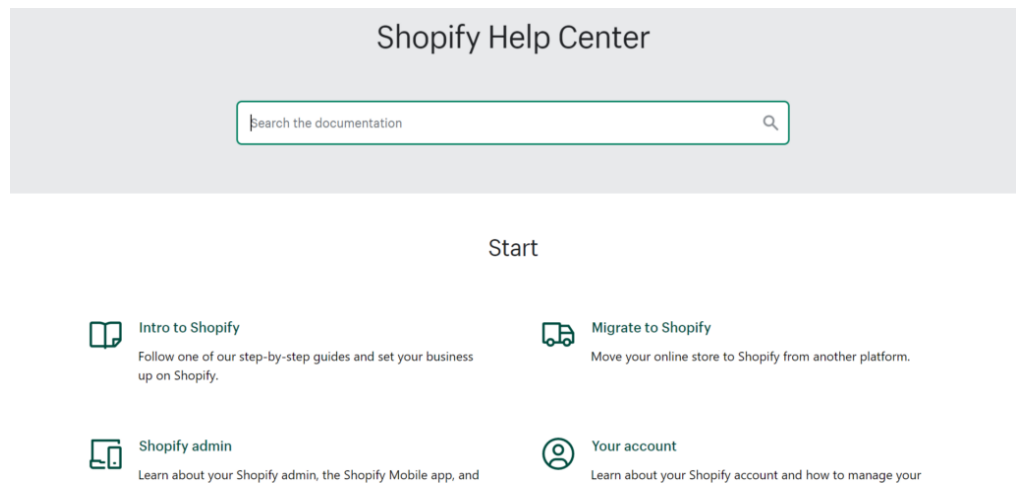


Wix offers 24/7 phone and email support alongside its online self-help resources with all its premium business pricing plans. But, Business VIP users also benefit from priority customer care.

Wix also provides intuitive in-editor help. There's a help button assigned to all the elements that can be customized and edited. Clicking on this button leads you to relevant self-help documentation on how to use/customize the element.

### Shopify Customer Support

Shopify offers 24/7 phone and live chat support on all its plans, making it easy to access a real-life agent. On top of this, vast self-help resources are available,



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including webinars and articles.

Thanks to its popularity, Shopify also has one of the most active communities of eCommerce merchants on the web. It runs a forum with over 900,000 Shopify merchants, so you're bound to find the answers to your questions here. You can also rely on a myriad of step-by-step guides, tutorials, Q&As, tips and tricks, and blog posts specifically geared toward selling on Shopify.

## WordPress Customer Support

If Shopify has an active community, WordPress' community is positively bustling. So it's no surprise the platform that powers over a third of the web has attracted amateurs and experts alike from every corner of the world. You can easily find articles, videos, and tutorials online or join the active forum.

As WordPress.org is open source, you don't get access to guaranteed support from the developers. Translation, you will need to partner with independent WordPress professionals that have made it their career to understand this CMS. No WordPress help desk support is available directly to consumers.

## Shopify vs Wix vs WordPress Customer Support: The Winner is Shopify

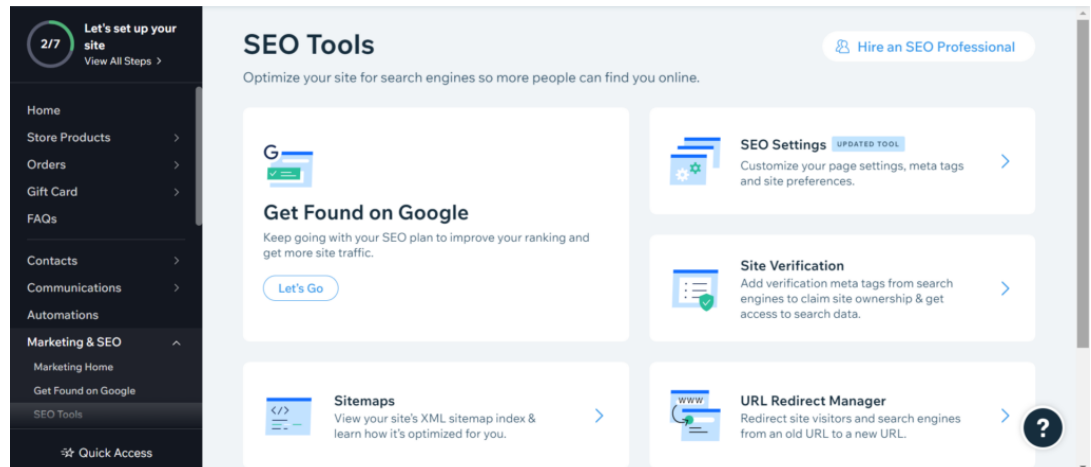
While Wix also offers 24/7 support, Shopify provides more resources and comes with a more active community. Finding help with Shopify is easy, and many reviewers online have praised their excellent support team.

## Shopify vs Wix vs WordPress: SEO

When done right, search engine optimization (SEO) gradually allows your site to rank higher on search engines like Google, making it easier to rake in more organic traffic and, therefore, more sales. With that in mind, let's see what Shopify, Wix, and WordPress offer in this domain:

### Wix SEO

Wix provides an [easy-to-use SEO wizard](#) that guides users

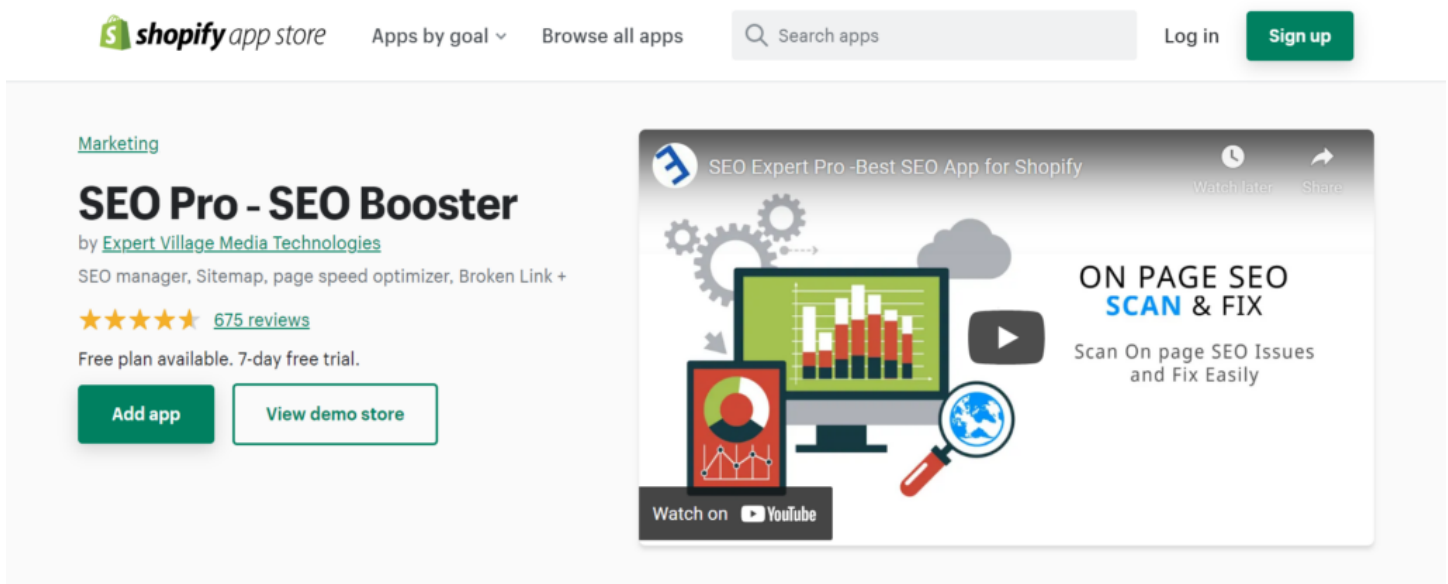


# Wix vs Shopify vs WordPress

through how they might improve their search engine rankings. For example, a traffic light system demonstrates which areas of your site are “red” and need work, which are starting to improve “amber,” and which are good-to-go “green.”

In addition, Wix will suggest when it’s time to update your meta descriptions and titles and prompts you to add previews for search engines. You can also add descriptions and alt-text to all images, another excellent feature for boosting your website’s accessibility and SEO.

## Shopify SEO



The screenshot displays the Shopify App Store interface. At the top, there's a search bar and navigation options like 'Apps by goal' and 'Browse all apps'. The main content area features the 'SEO Pro - SEO Booster' app by Expert Village Media Technologies. The app's description includes 'SEO manager, Sitemap, page speed optimizer, Broken Link +'. It has a 5-star rating with 675 reviews and a 'Free plan available. 7-day free trial.' button. Below the description are 'Add app' and 'View demo store' buttons. The app's preview image shows a dashboard with a bar chart, a magnifying glass over a globe, and the text 'ON PAGE SEO SCAN & FIX'. A 'Watch on YouTube' button is also visible.

Shopify comes with powerful SEO features built into its back-end- some of these features are automated, so you don’t have to worry about them! For example, Shopify auto-generates canonical tags and creates social media sharing and linking options, surpassing Wix’s capabilities.

You can also manually edit title tags, blog URLs, meta descriptions, and the alt text for your images. On top of this, Shopify integrates with comprehensive SEO tools if you want to level up your SEO game. In fact, there are over 127 SEO apps available in the app store at present, including SEO Pro, SPO, Reload SEO, and more.

# Wix vs Shopify vs WordPress

## WordPress SEO

WordPress is arguably one of the best platforms when it comes to SEO. Its native tools include the ability to edit URLs, alt descriptions, meta tags and descriptions, social previews, and more. You can also create custom title formats for your blog posts.

On top of this, WordPress works with a wide range of SEO tools, including its own plugin, JetPack, and the world-famous Yoast SEO. With WooCommerce, you have similar tools available and can also enable breadcrumbs that help you organize your site navigation.



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## Shopify vs Wix vs WordPress: Best for SEO – The Winner is WordPress

[Wix](#) provides very intuitive SEO features, but they're not the most extensive do it yourself tools. An experienced Wix Partner Agency can help make the best of your SEO efforts. Similarly, Shopify has powerful SEO tools, but our winner, WordPress, has a slight edge. Between WordPress's in-built SEO tools, powerful SEO plugins, and the fact it's hands-down the best content management system of the three, WordPress provides the best opportunity for optimizing SEO.

## Shopify vs Wix vs WordPress: Dropshipping

Dropshipping is becoming an increasingly popular fulfillment model. If you're new to the concept, this is the basic premise: You list products from third-party suppliers on your online store. Then, when a

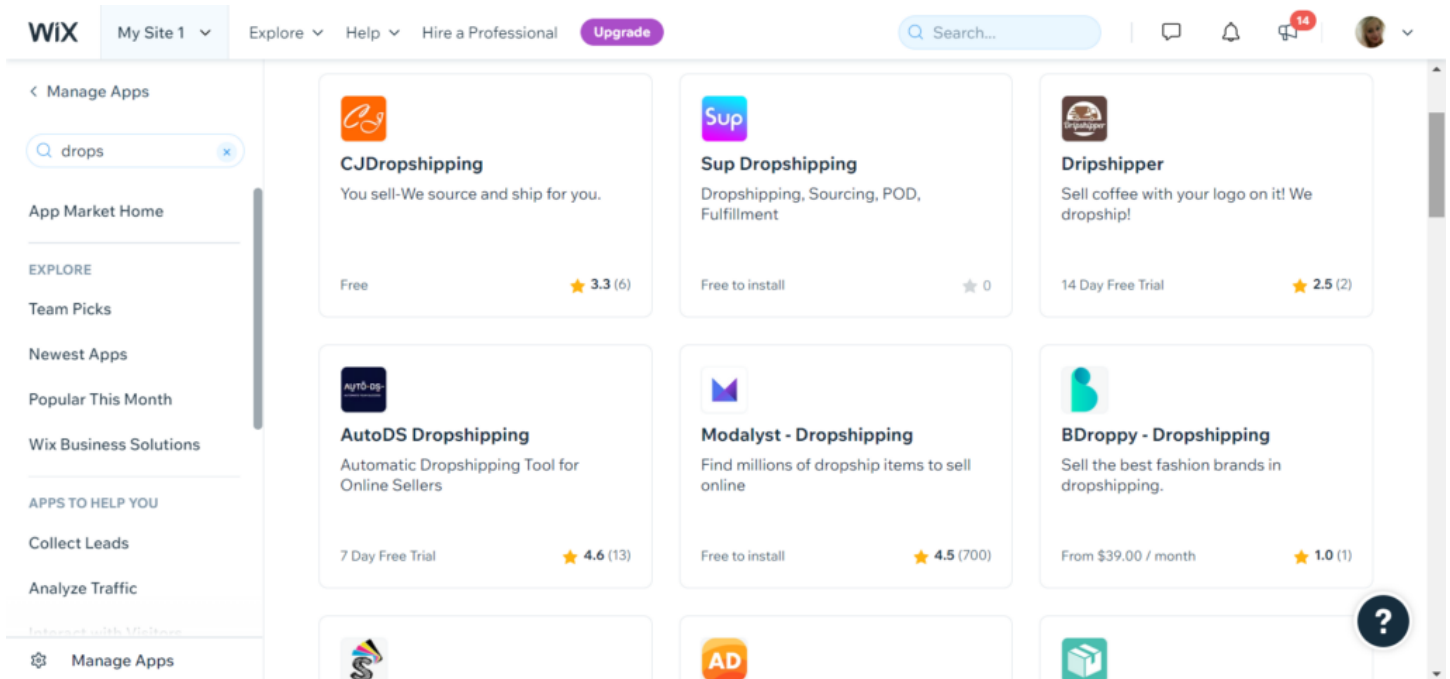
# Wix vs Shopify vs WordPress

customer makes an order from your site, the supplier fulfills that order and ships it directly to your buyer. You pay the supplier a base price on the item, and any markup added to the retail price is yours to keep as profit.

Many popular dropshipping platforms integrate with major eCommerce platforms, allowing you to add items directly from supplier marketplaces to your store. That said, let's look at which dropshipping features and integrations Shopify, Wix, and WordPress offer:

## Wix Dropshipping

Wix integrates with a few dropshipping plugins, including Printful, Spocket, 365Dropship, DSers, and Modalyst, to name a few!



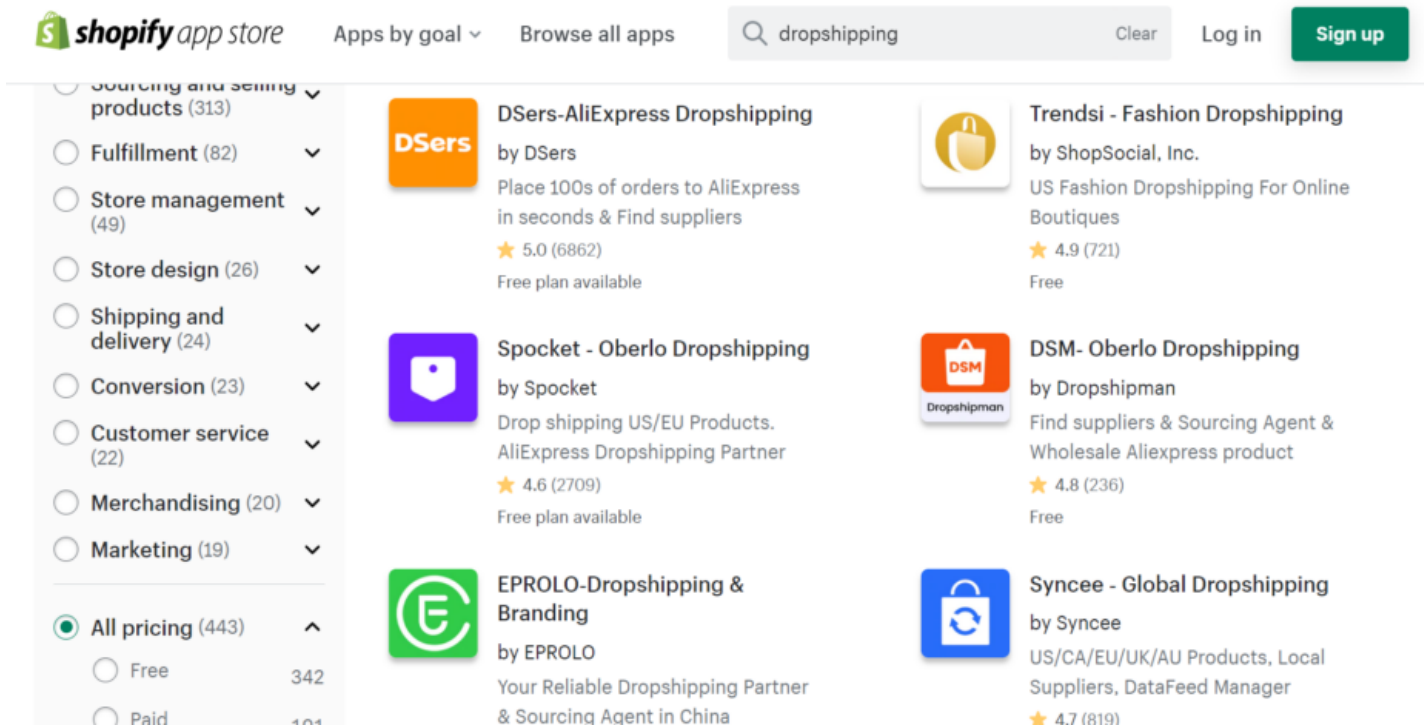
## Shopify Dropshipping

[Shopify](#) offers a few more options than Wix.

Until recently, it integrated with Oberlo, one of the most popular dropshipping platforms on the market. However, as Oberlo is shutting down in June, DSers has come to replace it (an app that helps Shopify sellers import products from AliExpress).

# Wix vs Shopify vs WordPress

As well as DSers, Shopify also integrates with Spocket, Modalyst, Printify, Printful, Trends, CJDropshipping, Zendrop, and many others. As a result, you can easily connect with thousands of suppliers worldwide through these services. Plus, because Shopify offers more sales features already built in, it's also easier to sell, market, and fulfill these orders too!



The screenshot shows the Shopify App Store interface with a search for 'dropshipping'. The search results are displayed in a grid format. On the left, there is a sidebar with various app categories and pricing filters. The main content area shows six app listings:

- DSers - AliExpress Dropshipping** by DSers: Place 100s of orders to AliExpress in seconds & Find suppliers. Rating: 5.0 (6862). Free plan available.
- Trendsi - Fashion Dropshipping** by ShopSocial, Inc.: US Fashion Dropshipping For Online Boutiques. Rating: 4.9 (721). Free.
- Spocket - Oberlo Dropshipping** by Spocket: Drop shipping US/EU Products. AliExpress Dropshipping Partner. Rating: 4.6 (2709). Free plan available.
- DSM - Oberlo Dropshipping** by Dropshipman: Find suppliers & Sourcing Agent & Wholesale Aliexpress product. Rating: 4.8 (236). Free.
- EPROLO-Dropshipping & Branding** by EPROLO: Your Reliable Dropshipping Partner & Sourcing Agent in China.
- Syncee - Global Dropshipping** by Syncee: US/CA/EU/UK/AU Products, Local Suppliers, DataFeed Manager. Rating: 4.7 (819).

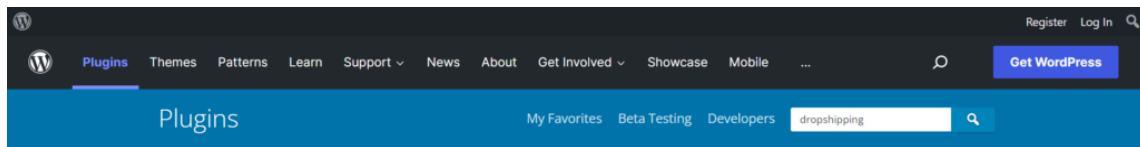
## WordPress Dropshipping

[WordPress](#), similar to Shopify, has no shortage of dropshipping plugins available to its users. Options include Spocket, Spreadr, Dropified, DSers, AliDropshop, etc.

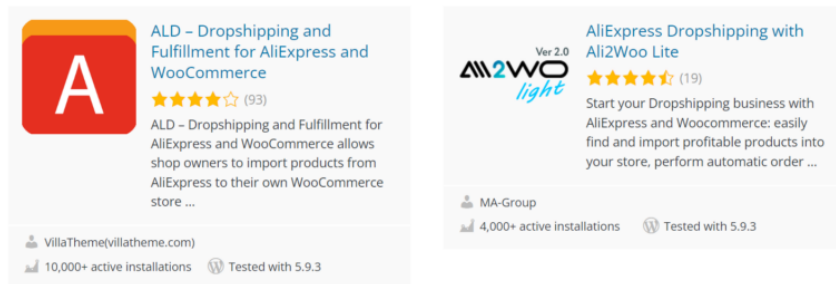
In addition, its native eCommerce app, WooCommerce, comes with its own drop shipping app from the same developers. This includes integration with AliExpress and Amazon Affiliate support and adds a dropshipping dashboard to your WooCommerce admin panel.



# Wix vs Shopify vs WordPress



Showing results for: **dropshipping**



## Shopify vs Wix vs WordPress: Dropshipping – The Winner

The Winner: This one is tie. While Shopify and WordPress integrate with a vast range of dropshipping solutions, Wix is aggressively in the running and is always adding new features and options to meet these needs. Each presents you with all the sales and marketing features you need to grow your dropshipping business.

## What's the Best eCommerce Platform for Your Business?

Now that we've covered the majority of what there is to know about Shopify, Wix, and WordPress, we'd like to wrap up by sharing which categories we think these contestants excel in. Hopefully, this might help you pick the most suitable option for your particular business:

## Shopify vs Wix vs WordPress: Best for Small Businesses and Startups

The Winner: [Wix](#)

Shopify is geared towards eCommerce stores, whereas WordPress can be overwhelming in its flexibility and more challenging to pick up. In addition, small teams likely won't have a design team available to them, so they'll need an easy-to-use option that won't slow them down too much.

Out of these three options, Wix is the easiest to use. It has the most intuitive editor, so you can easily design a website that reflects your business. It also offers simple eCommerce and marketing tools,



# Wix vs Shopify vs WordPress

in-built SEO features and guides, and an app store brimming with useful extensions. Wix is also the most affordable while providing an excellent all-around solution.

## **Shopify vs Wix vs WordPress: Best for Retail**

What do you do if you already own a brick-and-mortar store and want to expand online? If you're curious about combining these two spaces, here's your best option.

The Winner: Shopify

Shopify comes with a free POS app, enabling you to sync all of your physical locations and inventories with your online store. In addition, it has all the functionality you need to manage multiple physical stores from one centralized system.

## **Shopify vs Wix vs WordPress: Best for Scaling Your Businesses**

The Winner: WordPress

If your business is steadily snowballing, you'll need bandwidth and functionality that expands alongside your growth. For instance, you may need to upgrade your website theme and rely on extra plugins to extend your website's functionality.

Unfortunately, Wix's functionality and scalability caps at a certain point. For example, even the Business VIP plan limits storage to 50GB. In contrast, Shopify is well suited to eCommerce stores and offers unlimited bandwidth and storage. Shopify is also amazingly scalable. Its tiered pricing plans enable you to increase the number of staff registered to your account and physical inventories. That way, you only have to upgrade when you're expanding your business to make more revenue. Shopify's only limit compared to WordPress is that WordPress provides full control over the source code and comes with a more extensive plugin directory.

Once you have enough revenue coming in to warrant a team and multiple plugins, WordPress starts to become the most scalable solution. It has the most plugins with which you can extend your business and gives you the most control over the source code to expand your website however you wish.

## **Shopify vs Wix vs WordPress: Our Final Verdict**

# Wix vs Shopify vs WordPress

So there you have it – we’ve reached the end of our in-depth [Shopify](#) vs [Wix](#) vs [WordPress](#) review. Now you’re acquainted with the strengths and weaknesses of each platform, you might be wondering if there’s a clear winner. In truth, however, each platform caters to a slightly different audience. You can easily identify which option is right for you in most cases.

In summary: Go with Wix if you’re looking for an affordable and intuitive website builder to build a business site. If eCommerce is only secondary to your needs, Wix provides the easiest and quickest web design process.

In contrast, those with physical retail stores and/or a greater focus on eCommerce should consider Shopify, their best contender. Shopify provides the greatest amount of in-built selling and store management features, comes with its own POS system, and is easy to use.

Lastly, WordPress remains the most flexible for those businesses that want full control of their source code, their content, and products and who want to scale by extending their functionality as needed. WordPress is best suited to businesses with a team dedicated to website design and maintenance, as coding knowledge comes in useful.

Which of these three platforms has piqued your interest? Which have you tried before? Let us know all about your experiences in the comments below. Or, are you considering other website-building alternatives like Squarespace or BigCommerce?

Regardless of the platform you choose, [EASICOMM](#) is a one-stop shop for all your IT needs!

[This case study was adapted by EASICOMM from an original blog post by Rosie Greaves at Ecommerce Platforms](#)

