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Original Article (to update): https://redtreewebdesign.com/pros-and-cons-of-shopify/

Meta Description: Shopify is the go-to web platform for eCommerce companies for its robust functionality. But it's still important to understand the pros and cons of Shopify.

Pros and Cons of Shopify: Is It the Right Choice for Your Online Store?

When launching an online store, selecting the right eCommerce platform is crucial. Shopify has become popular among entrepreneurs and businesses seeking a user-friendly and robust solution—and for good reason: Shopify started as an eCommerce platform, and it's remained true to its roots.

Instead of starting as a content-based platform (like WordPress) or a WYSIWYG (like Wix or Squarespace) and *then* adding on eCommerce functionality, Shopify has always focused on building high-powered online stores.

Still, it's not 100% perfect. In this article, we will dive into the pros and cons of Shopify we've discovered through our Shopify Website Design Services, helping you determine if Shopify aligns with your specific eCommerce requirements.

Jump to the Section You Need
Pros of Using Shopify
Cons of Using Shopify
Weighing the Pros and Cons Using of Shopify
Finding Support for Shopify

Pros of Using Shopify

[Embed Pros of Using Shopify Video]

Here are some of the biggest benefits of using Shopify as your go-to eCommerce platform, as we regularly discuss with our clients:

1. Easy to Use

Shopify's intuitive interface makes it remarkably user-friendly. You don't need any coding or design skills to set up and manage your store. Basic drag-and-drop functionality allows you to customize your store's appearance, and beginners can launch their store quickly.

It's so easy to use, we sometimes use Shopify for the eCommerce piece of otherwise WordPress-built websites!

2. Versatile Design Options

Shopify offers ample design flexibility with a wide range of themes and templates. Whether you prefer a minimalist, elegant look or a vibrant and eye-catching design, you can find a piece that suits your brand image. Moreover, if you want a unique and tailored design, you can hire Shopify website design services to create a custom store design.

There is some nuance, however.

For years, Shopify's free templates were ugly, and that inspired third-party designers to build and sell their own Shopify templates. While these are wonderful tools to have, Shopify will *only* offer support on these websites when it comes to the customer's shopping experience. If you have trouble with a shipping label or the cart checkout, Shopify will help—but they won't lend a hand if you're having issues related to the template.

Fortunately, Shopify's free templates have gotten much, *much* better, and you can still make really cool websites with a little patience and by placing modules on top of a standard template. Plus, Shopify has some basic WYSIWYG functionality to make building in Shopify a little bit easier.

Our friends at [Americat](#), for example, have built inside Shopify and use a variety of apps and modules to create a beautiful, easy-to-use website.

For even more examples of Shopify in action, check out [our eCommerce case studies](#)!

3. Secure and Reliable

Shopify handles all the technical aspects of your website, including hosting, security, and software updates. This ensures that your store remains secure and accessible to customers at all times. The platform's robust infrastructure and reliable servers contribute to a smooth and uninterrupted shopping experience for your customers.

Like we said before, Shopify is *really good* at eCommerce. We've seen nightmare experiences with platforms like Squarespace, where customization and troubleshooting can be really tough to manage—even with tech support. That's rarely the case inside Shopify.

4. App Integrations

One of Shopify's most significant advantages is its vast app ecosystem. The Shopify App Store offers a wide range of apps and plugins to extend additional functionality to your store. You can

find apps to streamline various business operations, from marketing and SEO tools to inventory management and customer support.

A great example: You can send an email campaign directly through Shopify—and then track the exact purchases made through that specific campaign, giving you an immediate measurement of your campaign ROI.

In many cases, companies that are already inside Shopify aren't even aware of all of the functionality available to them. That includes store boosters like Abandoned Cart features and built-in Customer Review options.

5. Opportunities for Growth

If you're an online store, there's really no better platform for long-term growth. Shopify is equipped with the right mix of apps, integrations, UX, and customer support to ensure your company is primed for consistent growth.

Plus, Shopify makes it easy to scale. With their multi-tiered subscription plan, you can grow your business inside Shopify without fear of ever having to "graduate" into another web platform.

Cons of Using Shopify

[Embed Cons of Using Shopify Video]

Despite the long list of pros to using Shopify, there are some drawbacks to be familiar with.

1. Limited Customization

While Shopify offers a range of design options, some advanced customization may be limited. You might need help with particular design requirements or want to build complex features from scratch.

And remember when we said Shopify has some limited WYSIWYG functionality? It's *really* limited. You're certainly not going to find the level of drag-and-drop capabilities you'll find in Wix or Squarespace (or even WordPress if you're using a tool like Elementor).

However, the available customization options are more than sufficient for most businesses.

2. Transaction Fees

Shopify charges transaction fees for each sale made through third-party payment gateways in addition to the regular subscription fees. These fees can add up, especially for businesses with high sales volumes. You can use Shopify Payments to avoid transaction fees, but it may not be available in all countries.

3. Monthly Costs

Although Shopify offers different pricing plans, it's essential to consider the ongoing monthly costs. While the fundamental goal is affordable, additional features and scalability often require higher-tier procedures, which can be more expensive. The monthly expenses should be factored into your budget depending on your business size and requirements.

As an example, one of our clients has built a variety of automations into his website, and his monthly Shopify bill exceeds $10,000 with his apps and integrations added in. While that may sound excessive, they're helping him earn more than $1 million per month—so it's definitely worth the price!

4. Not Great Outside of eCommerce

Shopify is the ruler of the eCommerce kingdom. Outside of that? Not so much.

Just a small sample of the shortcomings we see inside of Shopify:

- Its templates don't offer great page functionality or flexibility
- Custom pages are sometimes unwieldy inside Shopify
- Certain blog standards (like the ability to categorize blog posts) are missing or incomplete

If your website needs an eCommerce component but does a lot outside of online shopping, you could be better off inside a different platform, like WordPress. Learn more by checking out our [WordPress Custom Design Services](#).

5. Variant Limitations

One of the biggest hurdles we've tackled lately was for an online store that sells a variety of highly customizable fasteners.

That level of customization meant you could have dozens and dozens of variables inside a single product, which sometimes means the need for hundreds of SKUs for a single product.

By default, that doesn't work inside of Shopify. Instead, Shopify caps its variants at 100—so serious workarounds were necessary!

Weighing the Pros and Cons of Using Shopify

At this point, you may be wondering: Is Shopify worth it?

As agency that works inside of Shopify every day, we're here to tell you: Yes, definitely.

Shopify is an excellent choice for beginners. Its user-friendly interface and comprehensive documentation make navigating easy, even for those who need more technical expertise. The platform offers extensive customer support through live chat, email, and phone, ensuring you receive assistance whenever required.

It's also advanced enough that experienced users with sophisticated stores can build right inside of Shopify while driving an increase in revenue year-over-year.

Finding Support for Shopify

If you're ready to explore Shopify, contact us! Our experienced team of developers and designers can bring your vision to life—and your value to the market.

Meta Description: One question we're frequently asked: "Is Shopify worth it?" In many cases, yes! Read out blog to understand how valuable Shopify can be for your business.

Is Shopify Worth It? Understanding Where the Value Comes From

When it comes to eCommerce, we love working inside Shopify. For nearly two decades, Shopify has focused on being the very best platform for online stores. But when we discuss Shopify's pricing plans with clients, we frequently receive the same question: "Is Shopify worth it?"

Yes, absolutely. Shopify is worth it. As we'll discuss, Shopify has enjoyed a long and successful history simply because it's done an excellent job servicing internet stores. Although it's occasionally more expensive than other platforms and eCommerce tools, its powerful combination of tools, flexibility, and user-friendliness make it the go-to option for eCommerce businesses—especially those who have an agency that can offer Shopify Website Design Services.

But don't take our word for it. Check out the sections below to dig even deeper into what makes Shopify such a great option for online stores.

What Is Shopify?
Shopify Pricing and Plans
Pricing For Shopify Competitors
Understanding Shopify's Pricing Compared to Other Platforms

[Is Shopify Worth It For *You*?](#)

What Is Shopify?

Shopify launched in 2006 after its founders were frustrated by the existing eCommerce tools on the market. Since then, Shopify has grown to more than 2 million customers across 175 countries, and the company itself earns around $3 billion a year in revenue through its eCommerce platform and point-of-sale systems.

As web designers ourselves, we believe Shopify's success has been a no-brainer. We love its eCommerce functionality, as it makes it simple for online stores to get off the ground and immediately start growing.

Even better, though, is Shopify's uncompromising focus: Shopify has *always* remained true to its eCommerce roots.

Compare that to a platform like WordPress, which initially focused on copy and *then* launched an eCommerce tool (WooCommerce) on top of it. Or, compare it to a site builder like Squarespace or Wix, which started as simple DIY brochure website tools that eventually adopted eCommerce functionality.

Shopify's dedication to eCommerce has been unwavering, and that focus has allowed it to deliver better service to both its online stores and their customers.

Shopify Pricing & Plans

https://www.youtube.com/shorts/d6iawPpQQ9Q

Shopify has three general plans available. As of December 2023, here's how they compare:

Basic	Shopify	Advanced
Starting Price: $39/month Comes with: ● All Shopify functionality ● Basic reporting ● Two staff accounts	Starting Price: $105/month Perks over Basic: ● Slightly lower credit card rates ● Better reporting ● Additional staff accounts	Starting Price: $399/month Perks over Shopify plan: ● Even lower credit card rates ● Robust reporting ● Even more staff accounts

Compared side-by-side, the biggest different between the accounts is the credit card rates, reporting functionality, and the number of seats available.

That is a major differentiator between Shopify and its competitors: Shopify offers *all* of its functionality directly out of the box with each plan; there's no need to upgrade simply to unlock different features!

Because of this, we generally recommend our clients start with the Basic plan and see how things progress. They can always upgrade if it becomes necessary.

We should also note: The prices listed above aren't necessarily what you'll pay each month. Some high-value apps have additional costs attached to them.

One business owner we work with spends around $10,000 per month on his website. While that seems like a lot, the tools he's built into his site help him earn *millions* every single month, so the investment is worth it!

Shopify Benefits

As we'll discuss in the next section, Shopify *can* be a little more expensive than the competition. But you're unlocking a ton of value right out of the box.

Some of the biggest benefits of Shopify, which we outline in our [Shopify pros and cons](#) article:

1. It's easy to use. Shopify's intuitive layout and features make it easy for shop owners to build their online stores, update product information, and process new orders.

2. Shopify offers a variety of versatile design options. Shopify is equipped with a variety of templates, including beautiful, community-designed templates that can elevate your brand online.

3. Shopify is secure and reliable. Shopify handles hosting, security, and software updates, so you can run your business with confidence your website is quick and secure. Plus, Shopify has worked hard over the years to ensure it delivers a smooth shopping and fulfillment experience.

4. It's loaded with app integration options. Shopify offers hundreds of apps to amplify your capabilities on the website. If you want to do something special or unique on your site, there's a good chance Shopify has an app for it!

As we mentioned earlier, these and other apps *can* increase your monthly costs, so take those costs into your overall assessment for Shopify!

5. Your subscription can grow with your business. Shopify is designed to scale with you. As your business scales, you can quickly upgrade your plan to the next level to unlock additional benefits.

Pricing For Shopify Competitors

Here's how Shopify's pricing compares to some of the most popular alternatives, as of December 2023:

Platform	Basic eCommerce	Next Package Up	Next Package Up	Next Package Up
Shopify	**$39/month**	**$105/month**	**$399/month**	N/A
Square	$0/month	$29/month	$79/month	N/A
Squarespace	$27/month	$49/month	N/A	N/A
Wix	$27/month	$32/month	$159/month	Varies
WordPress*	$21/month	$43/month	$602/month	$1,095/month

Note: WordPress' WooCommerce actually has seven different packages available. These four show the two least expensive and the two most expensive.

Understanding Shopify's Pricing Compared to Other Platforms

Obviously, Shopify isn't the cheapest option of the bunch. And it's also not the most expensive.

But what's most compelling about Shopify is how robust it is at every level. While you have to pay more for Square, Squarespace, Wix, and WordPress to unlock additional functionality, you'll have the same functionality at *every* level of Shopify.

Of course, like everything else, Shopify has its own perks and drawbacks, so be sure to fully explore its full list of features to ensure it can meet your needs. (We'll save you some trouble: It usually can!)

We should note here that we do love WordPress for content-heavy sites. Check out our [WordPress Custom Design Services](#) to learn more!

Shopify Versus Amazon & eBay

Occasionally, we'll hear questions about building a business on Amazon, eBay, or similar online marketplace instead of growing through a brand-owned website.

While companies *can* certainly grow through the Amazons and eBays of the world, it's a tricky place to be. When you're on Amazon, for example, you're constantly competing against nearly 10 million other sellers and special offers.

Plus, add-ons like Fulfillment By Amazon are convenient, but they slash into your margins and reduce your overall profitability.

Controlling your own website ensures you have a visitor's full attention, and *you* control how they navigate the website and how that website is promoted.

Plus, today's tracking abilities can provide you with the data necessary to identify better strategies to profitability.

Again, there's a time and place for selling on Amazon and eBay. But for most growth-oriented companies who aim to build a team and grow revenues year-over-year, a web platform like Shopify can become a better option.

Is Shopify Worth It For *You*?

Whether or not Shopify is worth it for you and your business depends on your current business structure.

For example, if you're a small business that already uses Square to accept payments at your brick-and-mortar location, it may make sense to build your site inside of the free Square option.

And if you're an online store built inside WordPress and you love working with Mailchimp, you may want to stay put—since Shopify doesn't connect with Mailchimp.

Shopify certainly isn't the perfect fit for everyone.

But if you're flexible with technology or are ready to prepare yourself for long-term growth, Shopify can be an excellent investment.

Find Support For Shopify Development

If you're ready to explore Shopify, contact us! Our experienced team of developers and designers can bring your vision to life—and your value to the market.

For examples of our work in Shopify, check out our eCommerce case studies.