

Hire a Shopify Expert Agency vs Make It Yourself: Which One Is Better?

So, you've decided to start your online store. Congratulations, you will be one of the 3.6bn users by 2029, contributing to the global eCommerce industry. As of now, according to [Statista](#), revenue in the eCommerce industry is projected to reach US\$4.32tn in 2025.

Coming back to the real question, should you hire a Shopify expert agency, or do it yourself?

If you've ever spent hours watching YouTube tutorials or searched on Google for "how to set up a Shopify store," you already know it's not as "plug-and-play" as some people make it sound. Despite the fact that Shopify is a user-friendly platform. It gives you templates, apps, and enough tools to launch a basic store on your own. However, if you want it to look unique, run fast, or actually convert visitors into paying customers, then DIY can start feeling like a full-time job.

To help you with the difficult part, that's where a Shopify expert agency comes in. These aren't just coders or designers—they're people who live and breathe eCommerce. Their job is to make your store not only *look good* but *perform well*. They know how to align design, user experience, SEO, and work on Shopify speed optimization services to drive sales. They've already done this dozens (or hundreds) of times.

In this blog, we're going to break it all down. We'll look at what goes into building a Shopify store yourself, what you get when you hire an expert team, the pros and cons of each, and how to decide what's best for *your* business.

Why Shopify?

Shopify is one of the leading eCommerce platforms in the world, no doubt. And Shopify is the first choice of many new and old business owners. Because Shopify is a very easy-to-use platform. With this eCommerce platform, you can create your website in no time. You can also add different products, create categories, set up shipments, and you can even manage inventory.

Most importantly, if you wish to build your own site with Shopify, you can choose from a wide range of plugins, design features, and third-party apps. Although Shopify's platform is simple to use, you will need a thorough understanding of its features in order to build your store. And to help you with all technical aspects, you might consider hiring a professional company. Working with a Shopify development company can help you get the most out of your online store by offering unique design, development, performance optimization, and SEO.

What is a Shopify Expert Agency?

A Shopify expert agency is a company that works only on Shopify websites. They help businesses build, design, and run online stores that actually work. These teams know the Shopify platform inside out.

A Shopify agency's main job is to set up your store, design the layout, and work on Shopify speed optimization services. And above all, keep everything working smoothly by fixing bugs. They also help with updates, custom features, and changes when your business grows. Whether it's adding a new product page, changing your theme, or speeding up your site, this is what they do every day.

Some agencies also help with things like SEO, tracking, and connecting useful tools. So you're not just getting a pretty store, but one that's ready to bring in real customers and sales. If you want a reliable team that understands Shopify better than anyone else, this is who you go to.

Hire Shopify Expert Agency

If you're starting out with Shopify, or even if you already have a Shopify store but want better results, doing everything yourself would be a wrong decision. And for this very reason, you should hire a Shopify expert agency.

Because, the agency is specialized with Shopify and they work with it every single day and night. The Shopify team knows how to build stores with great UI and of course great functionality. No matter what you've been going through, for example, you may need help picking the right theme, setting up payments, or fixing something that's not working, they handle it all.

A good Shopify store setup service doesn't just build the store and walk away. They help with everything—from choosing the right layout and making the store mobile-friendly to setting up shipping, taxes, SEO, and even app integrations.

Most Shopify expert agencies have a full team of web designers, developers, and marketers. Some focus only on custom theme development, while others offer complete services—including speed optimization, store redesign, and monthly support.

You can find Shopify experts in many places:

- Shopify's own expert marketplace
- Trusted Shopify-focused agencies
- Freelancers on platforms like Upwork or Fiverr
- Even through LinkedIn or referrals from other store owners

If you want to avoid common setup mistakes, save time, and launch a store that's ready to sell from day one, it's a smart move to hire a Shopify expert agency. You get peace of mind knowing your store is in the hands of people who've done this hundreds of times before.

Build a Shopify Store by Yourself

If you're someone who likes to figure things out on your own. And if you've got some free time, you can definitely build a Shopify store by yourself. Now that you're on this article, it means you are pretty aware about Shopify and want to build a store. So, it's kind of an important thing to note that Shopify is not as simple as clicking a few buttons and going live.

But, you'll need to learn how to build a Shopify store. And if you have not built a site or worked with some tools, the process can be a bit harder than you think.

Here's a quick breakdown of the steps you'll need to go through:

- Sign up for a Shopify account and pick the pricing plan that fits you
- Connect your domain (or buy one if you don't have it yet)
- Add your products and organize them into collections
- Choose a Shopify theme and customize the look of your store
- Set up payment, checkout, shipping, and taxes

Note: If you want to learn with a step-by-step guide, you can read this [article](#).

Now, once you follow all that, your store's ready to launch. Doing it all yourself is a great way to learn the ins and outs of Shopify. And for some people, who want to become a Shopify developer in the future, this hands-on experience would be a blessing.

But the thing is that it takes a lot of time to build a Shopify store. And if you don't know the right steps or if you have missed an important setting to turn off/on, you could lose a sale without even knowing it. So, be prepared and careful while building a store by yourself.

Hire a Shopify Expert Agency Vs Build It Yourself

Factor	Hire a Shopify Expert Agency	Build It Yourself
Time Investment	3 to 6 weeks on average	You may take considerably months or more
Cost	Starts from \$100 for a basic store. Then it can go from \$500 to \$30,000+	Basic setup may cost around \$100–\$200 (themes, apps, domain)
Control & Ownership	More control will be in your developers' hands	You have full creative and operational control from day one
Technical Support	Ongoing support, bug fixes, and updates are often included in the package.	You'll need to figure out issues yourself or search forums/tutorials
Design & Features	Shopify expert agency creates premium-looking features and designs	Limited features and designs, based on your skill
Launch Speed	Faster, structured, and smoother launch with proper guidance and testing	You may take longer to launch
Scalability	Built with future growth in mind, easily scalable as your brand grows	Might need to rebuild later as your needs grow.

1. Time Investment

When you hire a Shopify expert agency, things move fast. For basic stores, experienced developers can build and launch your Shopify website in just 1 to 2 weeks. If your store is more complex—with custom features, design tweaks, or third-party integrations—it might take 4 to 8 weeks, covering everything from planning to launch. That's still way faster than going solo. If you're doing it yourself, expect a long ride. Shopify has a learning curve, and unless you're familiar with web tools, it can stretch into months. Add in mistakes, troubleshooting, and redesigns, and the delay only gets worse.

2. Cost

When you hire a Shopify expert agency, the cost depends on the kind of store you're building. A basic Shopify store setup service might start from \$500, while high-end, custom Shopify theme development can cost up to \$30,000. Of course, you're paying for experience, professional design, and advanced features. Doing it yourself is cheaper on paper—basic plans, themes, and apps might total around \$150. But keep in mind, any mistakes or bad design choices may cost you more in the long run. It's all about what your budget allows and how comfortable you are with the DIY route.

3. Control & Ownership

With a Shopify expert agency, you do have creative input, but you're mostly sharing the steering wheel with developers. You explain what you want, and they bring it to life. Some people love

that. Others prefer doing everything on their own. If you want full control over your store's design, features, and layout, building it yourself gives you that freedom. But freedom comes with responsibility. It means managing every single detail yourself. Still, if you enjoy learning and don't mind a few speed bumps, creating your own store can be a great experience.

4. Technical Support

Let's face it—tech issues can ruin your day. When you hire a Shopify web development agency, you often get a support team that'll handle bug fixes, plugin conflicts, performance drops, or anything else that breaks unexpectedly. They know where to look and how to fix it fast. If you're doing it yourself, you'll either be Googling for answers or stuck watching long tutorials at midnight. Sure, Shopify has good customer service, but it's not the same as having a dedicated team by your side. So if you're not tech-savvy, expert support is a big plus.

5. Design & Features

A Shopify web design agency can turn your store vision into reality. They don't just throw in a pre-made template—they customize the design, layout, colors, features, and flow to match your brand. From Shopify custom theme development to personalized user experiences, they handle it all. When building it yourself, you'll likely pick a free or paid theme and try your best to tweak it. But your changes might be limited, especially if you don't know coding. So while DIY can get the job done, expert-designed stores usually look more polished and convert better.

6. Launch Speed

Time is money, especially when you're in eCommerce. Agencies have a process: they plan, design, test, and launch without wasting days. That means your Shopify store can go live in weeks—not months. If you're doing it yourself, expect delays. Not just from learning how things work but also fixing mistakes, switching themes, or trying to figure out shipping rules. The process is slower but doable. So, if you need to get up and running fast, hiring a Shopify expert agency helps you speed up the entire launch.

7. Scalability

Today, you might just be launching a few products—but what happens when your brand grows? A Shopify development company can build your store with long-term growth in mind. They optimize for speed, SEO, and future upgrades. That means less work and lower costs down the road. If you build the store yourself, it might not be ready for scale. You could outgrow the theme, face performance issues, or need to hire experts later anyway. So if you're planning for something big, it's smart to start with a team that knows how to scale from day one.

Hire a Shopify Agency vs Do It Yourself: Final Verdict

It's completely on whether you go with a Shopify website development agency or do it yourself. But, it can impact how fast and how far your business will grow.

Doing it yourself might feel like you have done something special. And of course, it's cheaper. You get full control and you feel proud and you tell other people that you created a Shopify store. It's a good thing.

But if you want to have custom design and custom functionalities in your store, you should hire a Shopify expert agency then. On the flip side, working with a Shopify development company is more enjoyable because you work with experts who have years of experience.

Go with a Shopify store setup service if:

- You don't know much about coding or design tools.
- You want a clean, professional store with custom features that actually work.
- You're short on time and would rather focus on sales, not setup.

Build it yourself if:

- You're just starting out and only need a basic setup to get going.
- Your budget is tight and you're trying to keep costs low.
- You have time on your hands and want to learn by doing.

How Appco Software Can Help You Set up a Shopify Store?

At Appco Software, our team of Shopify experts not only helps you set up a Shopify store. But we make sure you get a Shopify store that is scalable and feature-rich. No matter if you are starting from scratch or planning to migrate, our team takes care of everything. From picking the right theme to customizing the layout, we offer a complete Shopify store setup service for you.

And if you need Shopify migration services, we've got your back. Or if you already have a store but are struggling with speed or SEO, our Shopify SEO services and website maintenance support will keep your store running smoothly.

Our approach is very simple: we learn about your business, your products, and your customers. And then we build something you can call completely yours. So, whether you're looking to make a Shopify website from the ground up or fine-tune an existing one, Appco Software is here to help you.

The Final Thought

Building a Shopify store is a big decision, and how you choose to build it will decide your future. Maybe you're someone who enjoys learning new things and then building things your way. It's a good habit, by the way.

But if you're the kind who'd rather not spend weeks figuring things out or fixing what breaks, there's no problem in calling in the pros. A Shopify expert agency isn't just there to make your store look pretty. They'll build it to perform, convert, and scale.

So ask yourself:

Do you want to juggle setup while also trying to grow your business?
Or do you want to hit the ground running with a solid, high-performing store?

There's no wrong answer here. Just the one that works best for where you're at right now.

FAQs

Is it worth it to hire a Shopify expert?

Yes, 100%. If you hire a Shopify expert agency, you will get an experienced team.

How much does it cost to hire a Shopify expert?

Well, it depends on your complete requirements, though. If you want to know the exact cost, you can contact our experts now. And we will provide you with an estimated time and cost.

Should I pay someone to make my Shopify store?

Yes, hiring an expert Shopify development company is a good idea if you want to build a large and complex Shopify store.

Can I make a Shopify store myself?

Yes, you can. But you need to learn Shopify if you are not familiar with it.

How long does it take to set up a Shopify store with Appco Software?

It takes us 1–3 weeks to set up a Shopify store, depending on its complexity.

Will my store be SEO-optimized?

Yes. If you hire a Shopify agency and if they offer Shopify SEO Services, you will definitely get your store SEO-optimized.