SHOPIFY VS WORDPRESS: WHICH PLATFORM TO USE IN 2021

WHAT IS
WORDPRESS?

WHAT IS
SHOPIFY?

CAN YOU USE THEM
TOGETHER?

WHICH IS BETTER FOR
SEO?

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It is important to know that there are two different types of WordPress available:

- Hosted WordPress
- Self-hosted WordPress

WHAT IS **WORDPRESS?**

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Hosted WordPress (wordpress.com) is much like Shopify in that it is a software that has everything you need to create and run your own store, providing a wide range of features. With hosted WordPress, you also pay a monthly fee. However, unlike Shopify, hosted WordPress requires you to use a third party site to add e-commerce features to your website.

On the other hand, self-hosted WordPress is software that must be installed from wordpress.org. Because it is self-hosted, this means that it is open-sourced and the code behind it can be easily edited. This allows the website to be completely customized by a skilled website developer or through other plugins. This means that the website can be adaptable to just about any website design.

The self-hosted WordPress can be installed for free; however, there are hosting and domain costs, as well as potential plugins or development work that may be needed.

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Shopify is a platform that allows users to build and launch their very own online store, providing you with the sales features to start, run, and grow your business.

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Another perk about Shopify is that it runs on its own servers and is considered a 'hosted' solution. This means that Shopify users do not need to purchase web hosting or software, as everything you need to create and run your own store is available all through the platform. Instead, users pay a monthly fee to use.

The great thing about Shopify is that you don't need to have any coding, technical or design skills to create your own website. However, if you do have the experience, then Shopify also allows you to edit the HTML and CSS of your webpages. Therefore, those with experience can customize their stores to their own specifications.

Shopify is a web application–this means that it runs in the cloud. The great thing about that is as long as you have access to the internet and a browser, you can access and manage your store from anywhere at any time.

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Search engine optimization (SEO) is crucial to the performance of any website. If you want to achieve traffic and sales, then it is essential to have good visibility on search engines. In terms of SEO, WordPress can be a better choice as opposed to Shopify.

Plus, WordPress can be hosted on any server so you don't have to worry as much about the site speed (compared to Shopify), which is another important factor that Google appreciates. There are many other advantages to why WordPress is preferred for SEO purposes, but ultimately, it's important to have a reputable web development company on your side, such as Branding Los Angeles (unless you're experienced yourself).

Additionally, you have the ability to create site-maps which are SEO friendly and set URLs that avoid duplicate content (which is very important for Google rankings). Another good thing about WordPress is that it allows you to create short, concise URLS, which Google also likes.
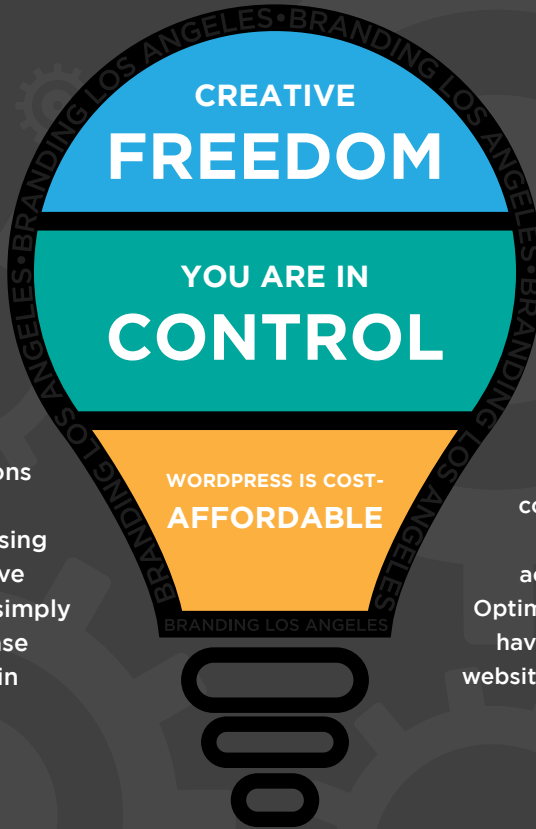
WHY WORDPRESS?

1

WordPress allows you to be creative and think outside the box, whereas Shopify does not. With Shopify you are limited in the type of content you can share and the format in which it can be presented on your website. WordPress offers a wide variety of templates and designs, software integrations and plug-ins, and content options for all skill levels. Using WordPress gives you creative control to sell, educate, or simply use your website to showcase yourself and your business in whichever way you choose.

CREATIVE
FREEDOM

YOU ARE IN
CONTROL

WORDPRESS IS COST-
AFFORDABLE

2

When developing and running your website through WordPress, you are the host owner, which is not the case when using Shopify. Being the host owner provides you full control and flexibility over your website and its content. This also gives your site the advantage in becoming more visible within Google searches. When you are able to control your custom, clean URL's, you become an ideal website according to SEO (Search Engine Optimization) and Google. When you have a visible presence online, your website views, audience, and sales will increase- the ultimate end goal.

3

When using WordPress, you pay for what you want at a more affordable price compared to when using Shopify. There are four initial website features that you need to pay for right off the bat to get your WordPress site up and running: hosting, a template, e-commerce integration, and plugins. Some additional costs may include a WordPress maintenance service, additional charges per plugin, and a premium theme. The more advanced and content-rich you want your site to be, the more additional charges that will be added to your annual fees.

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WHY WORDPRESS?

1. WORDPRESS UNLEASHES YOUR CREATIVITY

2. YOU ARE IN CONTROL WHEN USING WORDPRESS

3. WORDPRESS IS COST-AFFORDABLE

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