![shippit]

Which eCommerce Website Builder Is Best For You?

CONTENT

INTRODUCTION

Digital commerce has evolved without avail the last few years and it continues to change, and since the first ever Amazon book was shipped in 1995, retail software and technology has made leaps and bounds.

When we look at the years of progress in eCommerce, it's not just about the ease with which we can now set-up an online store-front.

DID YOU KNOW...

Jeff Bezos shipped Amazon's first ever online book sale in 1995. Now, Amazon ships an average of 608 million packages a year, and 1,600,00 packages a day.

Taking the headache out of creating a business, eCommerce solutions provide everything you need from end to end; no coding required. Successful solutions also go above and beyond to ensure businesses find success using their platform by including new features like search engine optimisation, cart abandonment tools, and personalised recommendations that boost cart conversions.

With so many solutions and features on the market, how do you know which one is best for you?

Here we take a birdseye view of the biggest eCommerce website builders in Australia to see

LEARNING OUTCOMES

What you'll learn:

- The importance of having the correct eCommerce website builder for your business

- The ins and outs of the biggest website builders in the industry

- The key points of differentiation, features and plugins for each

- How to pick the right website builder best suited for your business needs

ENJOY!

PART 1 | WEBSITE BUILDERS

"58% of retail sales will be influenced by digital by 2023"

RetailDive (source)

shopify

Best All-Round eCommerce Platform

Shopify is one of the biggest turnkey eCommerce solutions on the market. They have 9.5% of the world's market share, and are currently hosting 324,768 websites. Shopify was engineered for reliability and scalability, making it the perfect solution for small business owners to enterprise-level brands.

Highlights:

- You can sell across multiple channels including the world's top marketplaces; Amazon, Facebook, Instagram and eBay
- It's one of the most highly rated eCommerce website builders
- Easy inventory management for online stores

FEATURES

- **Store Builder**
- **Designed For Mobile**
- **Payments**
- **Comprehensive Dashboard**
- **Marketing Capabilities**
- **Mobile App**
- **All Your Inventory In One Connected Place**
- **Shipping**
- **App Store**
- **And Many More Features,**
- **Read Them All Here.**

MAIN SELLING POINTS

Ease of use:
Shopify is by far one of the easier website builders to use, taking the gong for the most clean, clear and simple platform.

Sales tools and features:
Shopify has over 1200 apps, so you'll never be left wanting a new sales tool or feature, and to top it off, most of the Shopify apps are free, although some app do have a monthly charge.

Abandoned cart recovery:
3 out of 4 online shoppers leave a website without purchasing. Shopify's abandoned cart functionality assures retailers they're not losing sales needlessly.

Themes:
Shopify themes are not only sleek straight out of the box, they are extremely customisable and flexible.

Help and support:
Shopify offers 24/7 support which is one of its biggest selling points for new business owners that are new to website building and cart integrations.

Shippit

Automatically import Shopify orders into Shippit for faster and cheaper shipping.

View app listing

TradeGecko

Use your Shopify store to sell on more than one channel? The TrageGecko plugin makes it super easy to manage orders from multiple channels and is great for both brands and manufacturers.

View app listing

Product Reviews

56% of shoppers read reviews before they buy from a retailer. This free plugin is one of the easiest ways to instill trust with customers and increase your sales

View app listing

Instagram shop

One of the biggest selling points for Shopify is that you have access to more marketing places through one website. Instagram is becoming increasingly popular for online shoppers so why not open your account up to eager customers?

View app listing

BIGCOMMERCE

Most Scalable eCommerce Platform

BigCommerce is the world's fastest growing eCommerce platform hosting over 90,000 stores globally. Like Shopify, BigCommerce is a fierce competitor in the website builder space with stunning themes and an easy to use interface that doesn't require complex code. It's the perfect platform for large and fast-growing businesses.

Highlights:

- You can sell across multiple channels including eBay, Amazon, Facebook, Instagram, Google Shopping, Square
- Comprehensive set of out-of-the-box eCommerce tools
- Powerful SEO features thanks to its close tie with wordpress

FEATURES

- **Store builder**
- **Design Your Store**
- **Payments**
- **Shipping**
- **Conversion optimisation**
- **Business dashboards**
- **Global markets**
- **App integrations**
- **Scale with APIs**
- **And many more features, read them all here.**

BIGCOMMERCE

MAIN SELLING POINTS

Ease of use;
BigCommerce is an easy to use platform, but some users state Shopify is easier to set up. This is because BigCommerce splits out the behind the scenes information, like discounts and shipping, with the storefront editor. Although not in one seamless workflow, BigCommerce did this so users can customise their store to a level of high intricacy.

Sales tools and features
BigCommerce is the only website builder on the market that allows retailers to see physical, digital and service based products without having to use an app. Because of this, it really takes the gong for having the best in-house sales tool and features.

Abandoned cart recovery
If a customer has entered their email as part of the checkout process, then you can easily send a reminder to those that abandoned cart. On average, these emails win back an average of 12-15% of customers!

Help and support
BigCommerce also has 24/7 phone and chat support for customers if you have any issues.

TOP BIGCOMMERCE PLUGINS

Shippit
Automatically import BigCommerce orders into Shippit for faster and cheaper shipping.
View app listing

Yotpo
Use tons of reviews, photos and user-generated content to drive qualified traffic thanks to Yotpo. It's plug and play with BigCommerce so you can start generating reviews in only 3 minutes!
View app listing

Springbot
Take full advantage of your marketing data and enable better automation and analytics with this plugin. Your customers will love its data-driven marketing recommendations.
View app listing

Sellbrite
The #1 multichannel app for BigCommerce. Use this app to sell basically anywhere, from Etsy, to Walmart, to Amazon - anywhere!
View app listing

WOO COMMERCE

Most Customisable, Open-source Platform For Ecommerce

WooCommerce may not be as well known as Shopify and BigCommerce, but it packs a powerful punch in the eCOmmerce space. It plugs in for free to Wordpress websites, and powers over 24% of all online stores. You may not have heard of it, but it's one of the most feature packed and customer-centric platforms on the market.

Highlights:

- Unrestricted customisation that goes beyond theme functionality of other platforms
- Built-in blogging and amazing SEO
- One-click refund for customers

FEATURES

- **Store builder**
- **Design Your Store**
- **Payments**
- **Shipping**
- **Conversion optimisation**
- **Business dashboards**
- **Global markets**
- **App integrations**
- **Scale with APIs**
- **And many more features, read them all here.**

MAIN SELLING POINTS

Breadth
WooCommerce is a more technical platform than the others, so it requires a certain level of knowledge to use. In saying that, WooCommerce has the most themes on the market and they're also more customisable.

Sales tools and features
BigCommerce is the only website builder that allows retailers to see physical, digital and service based products without having to use an app. Because of this, it really takes the gong for having the best in-house sales tool and features.

Payment gateways
WooCommerce doesn't charge transaction fees. Although transaction fees from payment providers like PayPal still apply, if you have a large volume of products, WooCommerce is leading the industry in these area.

SEO
The benefit of creating a WooCommerce store is that you can utilise the SEO of your host domain and blog under one URL. WooCommerce gives you more flexibility for making your site "SEO-friendly".

TOP WOOCOMMERCE PLUGINS

WooView

WooView is the solution to help you manage WooCommerce on the go. It provides an easy mobile overview of your orders and reports wherever you are.
View app listing

WooMobile

See your latest WooCommerce orders from up to 20 different stores.
View app listing

WooSales

Another app to monitor orders, however, WooSales gives you stats on sales, products sold and new customers.
View app listing

Shippit

Automatically import WooCommerce orders into Shippit for faster and cheaper shipping.
View app listing

Magento

Highly Established Platform With A Flexibility And Freedom At Heart

Magento is the global market leader for online retail, supporting 20% of the eCommerce market. Magento is full customisable and can cater to retailers of any shape or size, and with one of the biggest support communities in eCommerce, it's one of the most well renowned and regard eCommerce platforms.

Highlights:

- Big community of support and users means you'll never run into trouble without a comprehensive helping hand

- Incredibly flexible and very few limitations

- Open source - meaning you only need to pay for hosting and it's incredibly secure

FEATURES

- **Page builder**
- **Customer segmentation & personalisation**
- **Content staging & preview**
- **Instant purchases**
- **Merchandising capability**
- **Mobile responsive**
- **B2B commerce**
- **Business dashboards**
- **Shipping**
- **Inventory and orders management**
- **Customer service**
- **And many more features, read them all here.**

MAIN SELLING POINTS

Themes
Magento has a range of different them types; paid, free and the ability to build your own. Building your own theme from scratch is a great way to stick with your brand guidelines but it also requires coding knowledge or a developer.

Marketplace
Although Magento is viewed as one of the most technical platforms, it has over 3000 free and paid apps to help less technical users make full use of the platform.

International payments
Magento is by far the best platform for international payments and languages. If you're looking to expand globally, you'll find Magento's payment processors to be the best in this space.

TOP MAGENTO PLUGINS

Shippit
Automatically import Magento orders into Shippit for faster and cheaper shipping.
View app listing

Remarketing with adaplo
Promote products your website visitors already viewed on Facebook and Google with this nifty little extension.
View app listing

Wyomind Simple Google Shopping
Promote your Magento product feed on Google shopping results easily with this extension to increase sales globally.
View app listing

Smart Site Search with Learning Search
Customers who search for products on your website have a higher purchase intent compared with browsers. This app goes beyond keyword matching and can add visual merchandising and appealing product images to searches.
View app listing

neto

The Complete Solution For Retail And Wholesale

Neto is the only Australian platform that offers easy management for retail and wholesale, providing complete solutions for eCommerce, point of sale, inventory and fulfilment.

Highlights

- A range of free themes and if you don't like those, Neto has an in-build design editors so you can put your own webstore together

- Neto is a very comprehensive platform that lets you build content-rich websites for enterprise, wholesale and small business.

- Neto's shopping cart functionalist is very comprehensive and includes one-page checkout, guest checkout and multi-address shipping.

FEATURES

Manage everything from:
- **Inventory**
- **Orders**
- **Payments**
- **Pick n Pack**
- **Customers**
- **Shipping**
- **Accounting**
- **Reporting**
- **Analytics**

And many more features, read them all here.

MAIN SELLING POINTS

Multi-location inventory control
Neto is one of the best platforms to keep track of inventory in multiple locations

Product variations
Keep track of your products better than ever and allocate each colour or size a separate SKU so you can see what's selling the most with customers

Dropshipping
Neto is one platform that turns dropshipping from a total nightmare into a single CSV. Neto lets you split single orders across multiple suppliers!

neto

TOP NETO PLUGINS

Shippit

Automatically import NETO orders into Shippit for faster and cheaper shipping. With centralised tracking updates, email and SMS notifications, Shippit keeps your customers updated on their delivery movements so you don't have to.

View app listing

crazyegg

Record heat maps for your webstore - where your visitors look, scroll, and click. Run tests to get valuable insights into customer behaviour.

View app listing

Smartrmail

Send personalised product recommendation emails. Create automated flows and timed emails to win back customers.

View app listing

Smart Site Search with Learning Search

Customers who search for products on your website have a higher purchase intent compared to browsers. This app goes beyond keyword matching and can add visual merchandising and appealing product images to searches.

View app listing

RECAP

This guide wasn't aimed at highlight which eCommerce platform is the best.

Each eCommerce tool has its own set of unique features, and they're all powerful in their own, special way. If you're looking to set up an online business, make sure you pick the solution that has the right tools and features for your specific needs.

- Shopify
- Easy to use and has thousands of apps in their app store
- BigCommerce
- Has powerful in-house features that allow you to see any product type in literally minutes
- WooCommerce
- Highly customisable thanks to its unique nature of working solely with Wordpress, and don't forget the trickling benefit of leading SEO opportunities
- Magento
- The platform for seamless international payments and languages
- Neto
- Dropshipping and wholesale management made easy

shippit

Shipping Made Simple.

SEAMLESSLY CONNECT SHIPPIT TO YOUR SHOPPING CART.

Shippit is an award winning solution built for modern retail and connects seamlessly with the leading eCommerce website builders.

Get in touch with our team to see how Shippit can reduce your shipping costs, improve your order fulfilment, delivery tracking experience and improve customer satisfaction.

GET IN TOUCH

200 | Westpac
Businesses of Tomorrow
2018 WINNER

Retail Fulfilment Awards
2018 WINNER BEST FULFILMENT SOLUTION

Telstra AUSTRALIAN BUSINESS AWARDS
2018 FINALIST MEDIUM & MAKING WAVES