

# A Comparison of Popular Selling Platforms

Click on the links below to learn more.

| Criteria                     | <a href="#"><u>WordPress</u></a>                           | <a href="#"><u>Shopify</u></a>                          | <a href="#"><u>Etsy</u></a>                                |
|------------------------------|--|---|--|
| <b>Cost</b>                  | Low initial cost; hosting required (\$5-\$30/month)        | Monthly plans start at \$29; add-ons may increase costs | Low upfront cost; \$0.20 per listing plus transaction fees |
| <b>Flexibility</b>           | Highly flexible with plugins and themes                    | Moderate flexibility with apps and templates            | Limited flexibility; operates within Etsy ecosystem        |
| <b>Ease of Use</b>           | Steeper learning curve for beginners                       | User-friendly with intuitive drag-and-drop interface    | Very easy to set up and use                                |
| <b>Built-in Audience</b>     | No built-in audience; requires external traffic generation | No built-in audience; marketing efforts needed          | Large built-in audience of shoppers                        |
| <b>Customization Options</b> | Extensive customization through coding or plugins          | Limited customization compared to WordPress             | Minimal customization available                            |
| <b>Transaction Fees</b>      | No transaction fees; payment gateway fees apply            | Transaction fees unless using Shopify Payments          | 5% transaction fee on sales                                |
| <b>Best for</b>              | Businesses needing complete control and scalability        | Retailers focused on streamlined setup and eCommerce    | Artisans, crafters, and small-scale sellers                |

