



A Comparison of Platforms

Platform	<u>WordPress</u>	<u>Shopify</u>	<u>Etsy</u>	<u>Systeme.io</u>
Pros	- Highly customizable- Large plugin ecosystem- Free to use initially- SEO-friendly	- All-in-one ecommerce solution- Robust built-in features- 24/7 customer support- Scalable	- Built-in audience- Easy setup- Low initial costs- Ideal for handmade/ unique items	- All-in-one marketing platform- Affordable pricing- User-friendly interface
Cons	- Steeper learning curve- Requires separate hosting- Maintenance responsibility	- Higher monthly costs- Transaction fees on some plans- Limited customization compared to WordPress	- Limited customization- Platform fees and listing fees- Competition within marketplace	- Less known compared to others- Limited integrations- Potential scalability limitations
Cost	Free core, but costs for hosting, themes, and plugins can add up	Plans start at \$19/ month (annual billing)	Free to join, \$0.20 per listing, 6.5% transaction fee	There is a free plan. Paid plans start at around \$27/month
Flexibility	Highly flexible with unlimited customization options	Good flexibility with customizable themes and apps	Limited flexibility within Etsy's framework	Moderate flexibility with customizable templates
Ease of Use	Moderate to complex, depending on technical skills	User-friendly with a slight learning curve	Very easy to use and set up	Generally user-friendly with a focus on simplicity
Built-in Audience	No built-in audience, requires marketing efforts	No built-in audience, but includes Shop app marketplace	Large built-in audience of buyers seeking unique items	No built-in audience, requires marketing efforts

