



# A Comparison of Selling Platforms

Platform	<u>WordPress</u> <a href="#">Get Started</a>	<u>Shopify</u> <a href="#">Get Started</a>	<u>Etsy</u> <a href="#">Get 40 Free Listings</a>	<u>Systeme.io</u> <a href="#">Save 30%</a>
<b>Pros</b>	- 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
<b>Cons</b>	- 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
<b>Cost</b>	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
<b>Flexibility</b>	Highly flexible with unlimited customization options	Good flexibility with customizable themes and apps	Limited flexibility within Etsy's framework	Moderate flexibility with customizable templates
<b>Ease of Use</b>	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
<b>Built-in Audience</b>	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

