

shopify vs woocommerce annual costs

	<u>Shopify USD79/m Account Type</u>	<u>WooCommerce on WordPress</u>
Hosting	HOSTED by them – you are not responsible for technical stuff. USD948/yr	SELF-HOSTED on your host – you are responsible for technical stuff. After setup it's not too difficult. ~USD200/yr
Shop Setup Costs	Both similar – more time finding workarounds for limitations	Both similar – flexible, extendable, customizable
Payment Gateway	Both accept similar types of third-party gateways (PayPal, WorldPay, etc) – choose which best for you. Or use a combination: Shopify Payments (native gateway no fees) allows Visa, MC, AmEx, shop pay, Apple Pay, Google Pay. Alternative Payments (with fees) include: AliPay, Bitcoin, Diners Club, Discover, Ethereum, JCB, PayPal, Union Pay, WeChat Pay Allows free manual payments like cheque, bank transfer etc.	Both accept similar types (PayPal, WorldPay, etc) – choose which best for you. Apps costs ~USD0-80 WooCommerce (native gateway): Only Available to US Allows free manual payments like cheque, bank transfer etc.
Fees	Gateway: ~4% Shopify (free if covered by Shopify Payments): - Online Hong Kong credit card rates: 3.2% + 30¢ + 1.0% - Online International/Amex credit card rates: 3.8% + \$2.35 + 1.0%	Gateway: ~4%
Shipping	Custom shipping by zones / weights / rates etc	Custom shipping by zones / weights / rates etc USD100
Other add on charges	Hard to estimate which add ons – best guess ~USD200	Hard to estimate which add ons – best guess ~USD200
Customization	Very difficult - what you see in the theme demo is not very changeable	Relatively Easy – what you see in the theme demo is very changeable and usually with many options
Themes	USD150-200	USD 60-80 – requires more experience to choose well supported theme but what you get is much better
SEO	OK	Very Good
Support	24/7	Tickets only
Marketplace Integrations	FB, IG, Amazon, Google, Pinterest, etc	FB, IG, Amazon, Google, Pinterest, etc (~USD0-80)
Chat	Free App	Free App
Mailchimp CRM	Both integrate well for automation and targeting	Both integrate well for automation and targeting
Switch from WIX	Automated with Cart2Cart app	Automated with Cart2Cart app
Maintenance Costs	Possibly none	1hr / month = ~USD1200
TOTAL ANNUAL COST ESTIMATE	USD1400 + ~8% sales (excluding original set up cost)	USD1900 + ~4% sales (excluding original set up cost)