Comparison of online store building platforms

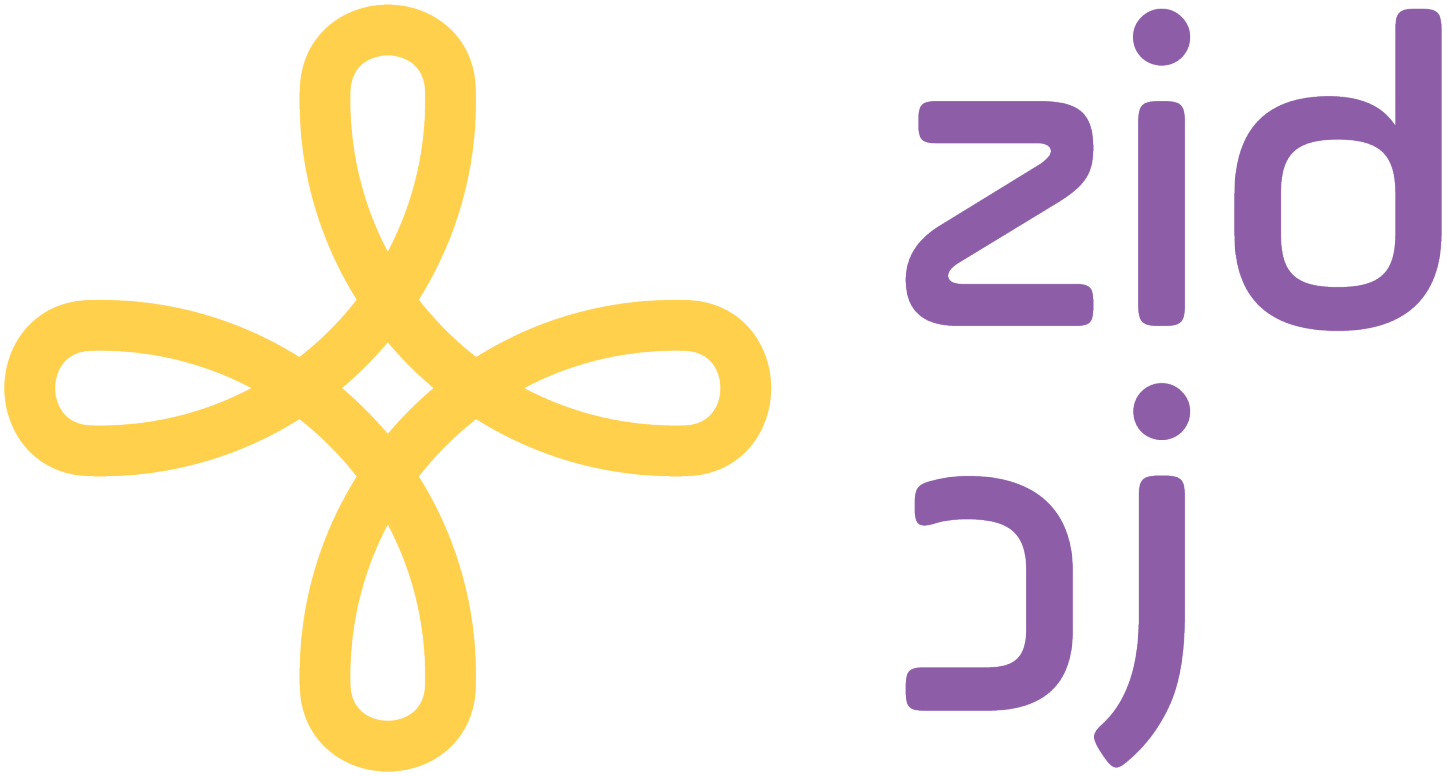
Many retailers have the desire to start their e-commerce, but since the topic of e-commerce is rather new, there are certainly many questions that stand in the way of retailers such as, how do I build my online store, is the process expensive or not? What is the best platform for building online stores and what are the advantages and differences between the platforms that provide this service and other questions. But through this article, we will try to answer all these questions by comparing the 5 most popular platforms for building online stores: WooCommerce, Magento, Shopify, Zed platform and Basket platform in terms of prices, advantages and disadvantages, which will help you choose the most appropriate platform for your needs.

table of contents :

Comparison of online store building platforms

- **ZID**
- **SALLA**
- **Shopify**
- **WooCommerce platform**
- **Magento . platform**

Zld app
It is a Saudi platform for building electronic stores that provides all the services that help retailers to manage and operate these stores.



Zed App Features
Building an integrated online store that matches your commercial identity without the need for any technical expertise.

Domain, which is the address of your website or the link that appears in the address bar when you visit your site.

Various payment methods.

Get a free SSL certificate that helps protect your site.

Helping retailers access more than 25 companies and service providers such as shipping companies, e-payments and other services at discounted prices.

Assisting retailers in managing their e-stores and providing e-commerce consultations and seminars.

Live support through live chats.

Send text messages to customers containing the order number and status.

The ability to make an application for your commercial identity.

Disadvantages of Zed App
Limited number of products for some packages.

Some services require additional fees such as electronic payment.

SALLA platform
One of the first platforms in Saudi Arabia that helped retailers create their online stores in minutes without the need to have a high technical background.

SALLA platform features

- The ability to add an unlimited number of products.
- The ability to control the design of the online store.
- It offers various free and paid options of plugins that you can add to your site.
- Offering various payment options such as PayPal, Apple pay, and other payment methods.
- Multiple choices of shipping companies.
- Get a free SSL certificate that helps protect your site.
- Domain, which is the address of your website or the link that appears in the address bar when you visit your site.

- Ease of use and does not require high technical expertise.
- Technical support throughout the day.
- The ability to make an application for your commercial identity.
- The ability to manage and receive applications through branches.

Disadvantages of SALLA platform

- Incur additional costs if you wish to modify the store design.
- Managing orders through branches only is available in the Professional package.
- Only some marketing features are available in the Professional package.

Shopify . platform
It is one of the most popular platforms for building electronic stores, with one million users around the world.

Shopify مميزات Features

- The possibility of linking with other selling platforms such as Amazon.
- The ability to add an unlimited number of products.
- Some of the features that are free in Shopify you may have to pay for on other online store building platforms.
- It contains more than 60 templates for designing a unique website.
- It offers various free and paid options of plugins that you can add to your site.
- More than 100 payment methods options.
- Multiple choices of shipping companies.
- Get a free SSL certificate that helps protect your site.
- Web Hosting in all packages.
- Domain, which is the address of your website or the link that appears in the address bar when you visit your site.
- Possibility of consolidating inventory in branches and online store through Shopify's Point of Sale program.
- Ease of use and does not require high technical expertise.
- Technical support throughout the day.
- The ability to expand and develop your online store.

Disadvantages of Shopify

- If you wish to use a third party for the payment process, you must pay an additional fee of up to 2% on each transaction.
- Incur additional costs if expansion is desired.
- Some of the main features that you expect to have in the package may require you to install an additional app to get them.
- To get reports on the performance of the online store, you must choose the advanced package (the most expensive).
- Some of the payment methods offered by Shopify can only be used in certain countries.

WooCommerce platform

It is an open source online store building and management tool installed by WordPress, that enables the management of products, orders and payments in the online store.

WordPress *: is a free, open source software for building websites, blogs, and

electronic applications.

WooCommerce Features

- Building an online store for free, regardless of web hosting costs or the so-called Web Hosting
- The ability to add an unlimited number of products.
- It enables you to choose any design that matches your brand identity.
- It offers a variety of free and paid options of add-ons that you can add to your site, such as Google analytics, Google ads, and many more.
- Offering various payment options such as Apple pay, PayPal in addition to cash on delivery and other payment methods.
- Shipping locally and internationally with the ability to easily adjust settings such as determining fees and selecting the countries to be shipped to, in addition to the ability to track the shipment.
- Provide search optimization tools to improve site ranking in Google search results.
- Provide daily reports on the performance of the online store with the ability to track the status of orders and monitor customer activity.
- The ability to expand and develop your online store.
- Web Hosting *or what is called web hosting: Every website needs to be connected to the Internet so that people can access it, so there must be a place that hosts this site to be connected to the Internet permanently, and this place (or the so-called server) is the hosting companies.

WooCommerce Disadvantages

- Only usable on the WordPress platform.

- Some of the add-ons that you may want to add you have to buy and sometimes they can be quite expensive.
- Make many updates that sometimes do not fit with the latest browsers updates.
- When you want to develop your online store, you may need a programmer to work with WordPress.
- WooCommerce is best used for small or medium stores.
- The architecture of the database may not withstand large volumes of requests or scaling.
- Limited technical support.

Magento . platform
It is an open source e-commerce content management platform that offers advanced features and capabilities over other e-commerce platforms.

And her latest publications:

Magento Community Edition

It is a free open source version that is constantly updated and developed. It contains several advantages, but the basic code can be modified and new features can be added from any person or company.

Magento Enterprise Edition

It is a derivative of the Magento Community edition, but with additional features and features that may be more suitable for large companies that need periodic support and maintenance because it requires an annual fee.

Magento Features

- It offers two versions, one free and the other paid, where you can choose the one that best suits your business.
- The ability to add an unlimited number of products.
- The ability to connect with external systems with ease.
- The possibility of dealing with potential problems that may face large companies with all professionalism.
- Offering various payment options such as PayPal and other payment methods.
- Provide daily reports on the performance of the online store with the ability to track the status of orders and monitor customer activity.
- The ability to manage more than one online store through one control panel.
- The ability to expand and develop your online store.

Magento disadvantages

- The average user may have a hard time working with Magento, so you need technical staff.
- Magento Enterprise edition is very expensive, as the fees reach 82,500 riyals.
- It requires constant updates.
- Some of the add-ons that you may want to add you have to buy and sometimes they can be quite expensive.

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