The three tools that I’m going to be comparing today for my choice of site builders are: Wix.com, Shopify, and coding my site myself in VSCode. Now before I start talking about the different pros and cons that each option has, I think it is important to know that I am a Web Design and Development major, with about 6 years of experience coding websites at this point. That is a heavy factor when it comes to choosing how I will have my site built. The three criteria that I used for deciding on what the best option for my site would be are: price, time requirement, and difficulty. As far as price goes, for e-commerce sites, Wix.com and Shopify were priced pretty competitively, both being $29 a month for the base level of their e-commerce platforms (it is important to note that Wix.com does have a cheaper site builder option, but that option doesn’t include e-commerce, and unless I chose a publishing site with affiliate marketing this wouldn’t work for me). Now, I personally think that $29 a month is pretty steep, especially when if I coded the site myself I could find a domain and hosting for $1/year for the domain and $4/month for the hosting including a backend ( I even found hosting with a backend for $2/month but I’m not sure if it supports Node.Js yet). This was the biggest factor for me, but I also thought about the time that it would take for each. I have a lot of experience and have plenty of boiler plate so while coding it myself would take longer than Wix or Shopify, it wouldn’t be more time than I would feel comfortable with. As far as difficulty, there might be some things that I haven’t done yet, I’ve never run an e-commerce site, but I have created one that handled payment through PayPal, so nothing would be entirely new. Coding it myself is the most difficult option, but I wouldn’t say it is too difficult still. Now then, as the price is so much better if I code it myself, that is the option that I decided to go with.