

Comparison Between Shopify and Magento

Shopify	<u>Magento</u>
1 Ease of Use	
Shopify is far easier to use than Magento. Shopify is a one-stop-shop, drag-and-drop website builder, which means you can easily customize your store by moving elements around the page exactly how you want.	The learning curve is pretty steep compared to Shopify. You'll have to interpret jargon and use code in order to build the online store you want, or hire a web developer to build the store for you.
2 Theme	
Shopify offers 10 free and 64 premium themes, which cost between \$140 and \$180 each	The average cost for a ready-made theme is \$100, while the custom themes can cost anywhere from \$600 to \$25,000. Naturally, the custom themes are only suitable for large businesses
3 Sales Tools	
Abandoned cart recovery – recover potentially lost sales by sending automatic emails to customers that left your website before finalizing a purchase	Abandoned cart recovery
Multi-channel selling – sell on Amazon, Facebook, Pinterest, and Instagram as a built-in feature	Multi-channel selling options – install extensions in order to integrate your store with Facebook, Instagram, and eBay
Partnerships with USPS, DHL Express, UPS, and Canada Post – to save you the hassle of finding your own courier service	
4 Marketing Features	
Shopify provides brilliant marketing tools, including the ability to run email campaigns through third party integrations with Seguno, Klaviyo, Constant Contact, and many others. You can also advertise and sell directly on Facebook, Instagram, and Pinterest. We also love Shopify's ability to support multilingual sites, helping you sell products in different languages.	In the opposite corner, Magento relies on its Marketplace for the bulk of its marketing tools. For instance, you'll need to install extensions, such as Remarkety, to run email campaigns. What's more, you'll likely need to rely on the skills of a web developer to integrate your marketing tools if you want truly bespoke features, whereas Shopify offers plenty of built-in marketing tools to help your store scale.
5 Apps and Add-Ons	
Adding extra functionality to your online store is really important, especially if the platform's in-built features aren't enough for your ecommerce desires. Both Shopify and Magento enable you to easily install apps, extensions, and add-ons.	
Shopify's App Store contains over 1,200 apps, both free and premium, for areas of	Magento Marketplace has over 5,000 extensions to choose from, and 1,970 of

business such as email marketing, shipping, social media advertising, and more.	those are free. 10% of the paid options cost around \$30, while other extensions can cost up to \$2,000. For example, it costs \$199 just to integrate your online store with Facebook, which comes free on Shopify.
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6 Payment Processors and Transaction Fees

<p>Shopify has its own payment processor, Shopify Payments, which imposes zero transaction fees (aside from the regular credit card processing fees) If you don't use Shopify payments following charges Transaction Charges apply</p>			<p>Magento supports over 150 payment gateways, but the majority of them are aimed at large businesses, such as WorldPay. In order to integrate your store with the more common payment processors like Stripe or Square, you'll just need to install them from the marketplace.</p>
Shopify Basic	Shopify	Shopify Advanced	
2.9% + 30¢ per transaction	2.6% + 30 ¢ per transaction	2.4% + 30¢ per transaction	

7 SEO (Search Engine Optimization)

On the other hand, Shopify is more reliant on apps for its SEO. While you can edit page titles and image alt tags, you'll need to search the app store for the majority of your SEO tricks.	Magento really excels in SEO, and comes with plenty of SEO guides and prompts to help you get started. You can edit image alt tags (which help Google understand how to categorize an image on the image search platform), and customize URLs to help search engine users find your web pages more easily. All of these are built-in features, too.
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8 Help and Support

24*7 live chat, phone support. Social Media Support, Community Forum, Email Support, Help Center, Video Tutorials	Magento, as a user community-based platform, While you don't have access to dedicated support via Magento, you will have access to SiteGround's superb help and support team.
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9 Pricing

<p>The main difference between the two is that Shopify is a hosted platform, while Magento is self-hosted. A hosted platform, such as Shopify, takes care of all your hosting worries for you. All hosting costs are included within your monthly plan, with no extra effort or expense required from you. Magento meanwhile is free to install, but you'll need to pay for web hosting, security, extensions, and your domain.</p>

<p>Shopify has three main price plans to choose from, with fixed monthly rates.</p> <p>https://www.shopify.in/pricing</p>	<p>To use Magento, you'll need to pay for your web hosting (~\$15/month). Over and above themes and extensions, there can be few thousand dollars depending on the web development agency and customized requirement</p>
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10 Summary

Shopify is more user-friendly than Magento. You'll be able to get online faster, and have a support team close at hand.

Magento is more of a project. It'll take time and technical know-how to bring your e-commerce store to life, and you'll be largely reliant on a Magento forum (or on developers).