Digital Main Street: Futureproofing  
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Website recommendation

Website Recommendation for

*Greendress*



DMS has a SHOPHERE program that helps small businesses to create and configure an online store. This may be suitable for you to create a whole online store.

WHAT DOES THE PROGRAM DO?

* creates and configures your online store
* trains you on how to manage it
* provides support to get your online store live
* helps with marketing the store

WHO IS ELIGIBLE?

* under 10 full time employees (25 if a restaurant)
* registered business in Ontario
* can be a business or artist
* home based or commercial business

WHAT ARE THE PROGRAM BENEFITS?

* free 1:1 support with building and launching an online store
* ad credits including $100 for Facebook and Google
* free .CA domain registration
* and many more benefits

WAIT, WHY IS THIS FREE?

ShopHERE is funded by the federal government, province of Ontario and key corporate sponsors to help Ontario businesses and artists get selling online. For more information: <https://programs.digitalmainstreet.ca/shophere-signup>

## **Shopify**

[*https://www.shopify.ca/*](https://www.shopify.ca/)

Shopify offers people to create a website and use their shopping cart solution to sell, ship, and manage products. Using their service, you can easily use the admin panel where you can add products, process orders and enter store data. Meanwhile, Shopify provides many easy-to-use UI components of payment options.

Shopify offers three monthly plans (free 14-day trail):

Lite — $9 per month (only credit card)

Basic — $29 per month

Shopify — $79 per month

Advanced Shopify — $299 per month

**Squarespace**

[*https://www.squarespace.com/*](https://www.squarespace.com/)

Squarespace is a website builder tool that is aimed predominantly at small business owners. It lets users create a professional site in a browser without coding and edit it easily thanks to a user-friendly content management system (CMS). It also offers fully integrated E-commerce that provides functions from robust order, inventory, and product category management, to all the payment, taxes, and shipping tools needed to sell online.

**Pricing (https://www.squarespace.com/pricing)**

Squarespace offers four monthly pricing options, and you can have two-week trail:

Personal — $12 per month

Business — $18 per month

Basic Commerce — $26 per month

Advanced Commerce — $40 per month

**Wordpress + WooCommerce**

[*https://wordpress.com/*](https://wordpress.com/)

[*https://woocommerce.com/*](https://woocommerce.com/)

WordPress is a free, open-source website creation platform. On a more technical level, WordPress is a content management system (CMS) written in PHP that uses a MySQL database. In non-geek speak, WordPress is the easiest and most powerful blogging and website builder in existence today.

WooCommerce is a free WordPress plugin that adds e-commerce functionality to your WordPress website so you can have an online store. With just a few clicks, your WordPress website turns into a fully-functional e-commerce website.

Pricing (https://www.squarespace.com/pricing)

Personal — C$5 per month

Premium — C$10 per month

Business— C$33 per month

eCommerce— C$59 per month

PS: To use Wordpress, you also need to find a hosting server and the price varies based on the hosting agency.