

Shopify vs WordPress

Quick Reference Guide

Shopify	vs	WordPress
<ul style="list-style-type: none">• Set-up guide to help beginners Intuitive navigation with no coding or web design skills required• Hosting is automatically managed for you	Ease Of Use	<ul style="list-style-type: none">• Several plugins for site management• Visual editing tools that allow you to drag and drop changes• User-friendly admin dashboard with advanced features and tools
<ul style="list-style-type: none">• More than 140 themes to choose from• All themes are professionally designed and ready to use immediately	Customization	<ul style="list-style-type: none">• Over 31,000 themes are available to download or purchase• Flexible templates for site customization• HTML, CSS, and PHP coding capabilities for more customization
<ul style="list-style-type: none">• Option to choose one of 4 pricing plans, all of which include hosting, security, and support	Pricing	<ul style="list-style-type: none">• Free to use• Option to choose one of 5 pricing plans depending on your needs• Additional hosting and domain fees are required
<ul style="list-style-type: none">• Basic blogging• User-friendly blog editor• Basic built-in SEO tools for website optimization	SEO And Internet Marketing	<ul style="list-style-type: none">• Advanced blogging capabilities and technical SEO optimization• Plugins available for managing SEO activities• Customizable blog designs and templates• Embed multiple media types
<ul style="list-style-type: none">• 24/7 customer support via phone call, live chat, and email• Shopify software engineers address all technical issues• Responsibility for security falls on Shopify	Security And Maintenance	<ul style="list-style-type: none">• Full control over content, data, and site changes but users are responsible for maintaining a secure site• Software is built with secure code Updates to address new vulnerabilities• Plugins provide automated backups