

Difference Between Wix and Shopify

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Key Difference - Wix vs Shopify

Choosing the correct platform for the online business is challenging, but it is easy with modern technologies. Every business organization should have an online [website](#) to reach [customers](#). Wix is a website builder to create professional looking websites. Shopify is designed, build and run online stores which mainly focus on [e-commerce](#). E-commerce is a type of business that involves the commercial transactions of products and services through [internet](#). The **key difference** between Wix and Shopify is that **Wix is a broad website building platform and Shopify is an e-commerce platform for online stores and retail point-of-sale systems**. This article discusses the difference between Wix and Shopify.

What is Wix?

Wix is a web development platform which was started in the year 2006. It is a [HTML5](#) website builder. There are many websites created using Wix. The functionality is to drag and drop which makes quite easy to work with Wix. Even a person without much technical background and programming skills can build applications using Wix because it is easy to operate. There are templates to create simple or complex websites. It has stunning and unique image galleries and other animations.

Registration is simple and quick. There are features such as pages, design, adding elements, settings and Wix App market in the left corner of the web builder. App market provides many add-ons such as buttons, chat functions and contact forms. Those are useful for editing pages, making colour adjustments and adding images. There are buttons for preview, save, upgrade and publish. It is easy to give a website a new look with few clicks. If the suitable app is not available, the user can integrate HTML with iframe embed app.



Figure 01: Wix

There are some drawbacks of Wix. [Browsers](#) such as [Internet Explorer 8](#) and older cannot display the websites build using Wix. Overall, Wix is suitable for creating impressive websites. It is mobile friendly and provides reliable hosting.

What is Shopify?

It is an ideal platform for anyone who wishes to set up their online store within a short period. The user has to pay for Shopify. After registering, the user can see the [dashboard](#). Under theme settings, the user can change the layout without programming skills. Results can easily have viewed in the preview section. If the programmer knows how to code in “Liquid” language, he can build his own themes. Under general settings, there is a checkout menu. It contains rules for processing order, terms and services etc. Shipping menu has the user can view shipping rates worldwide based on price or order price. In tax menu, the tax rates are added automatically when a user adds a shipping destination.



Figure 02: Shopify

The user can immediately start adding new products because it is a simple text editor. Before launching the application, users can do test orders. The user can also get notifications of the new orders. By clicking on order, it provides complete detail of the customer and current state of the order. There is plenty of apps available through Shopify app store. Overall, Shopify makes it easy to sell [products](#) online.

What are the Similarities Between Wix and Shopify?

- Both contain SEO tools.
- Easy for non-technical users.
- Both works on mobile platforms.

What is the Difference Between Wix and Shopify?

Wix vs Shopify	
Wix is a broad website building platform.	Shopify is an e-commerce platform for online stores and retail point-of-sale systems.
Main Features	
Wix provides simple templates and image editor.	Shopify has amazing templates, SEO tools and analytical tools.
Multi Language Support	
Wix has a powerful multilingual app which changes the site to the language of choice.	Shopify does not have much support for multiple languages.
Customisation	
Wix does not have advanced customisation options.	Shopify has more customisation options.
SEO	
Wix has SEO support but not powerful like in Shopify.	Shopify SEO optimisation is higher.
Customer Service	
Wix offers email support.	Shopify offers chat, phone, email and forum support.

Applications	
Wix is suitable for small-scale business.	Shopify is suitable for expanded business.
Price	
Wix is less expensive than Shopify.	Shopify is expensive than Wix because of e-commerce.
Payment Gateways	
There are few payment gateways including Wix are PayPal, WebMoney, Skrill and Authorize.net.	There are many payment gateways in Shopify including PayPal, Authorize.net, PayMill.

Summary - Wix vs Shopify

Both Wix and Shopify platforms are widely used around the world. The difference between Wix and Shopify is that Wix is a broad website building platform and Shopify is an e-commerce platform for online stores and retail point-of-sale systems. Both can be used very easily without much programming skills. Wix is more suitable for small-scale business, and Shopify is much better for enterprise-level customers.

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