DECISION SHEET

WooCommerce vs Shopify Decision Sheet

Answer with your own store's numbers. Ten minutes, one page.

START HERE

Card fees match at **2.9% + 30¢**, so decide on upkeep. A $40,000-a-month store saved about **$126 a month** on Shopify Basic in my example.

Your store today

Do online orders bring in most of your revenue?	Yes: Shopify
Does your store run more than 20 plugins with nobody clearly in charge of updates?	Yes: Shopify
Is mobile Core Web Vitals failing in Search Console after a speed pass?	Yes: Shopify

Monthly cost at $40,000 in sales

Shopify Basic, plan plus card fees	**$1,349**
Shopify Grow, plan plus card fees	**$1,335**
WooCommerce, hosting, extensions, upkeep	**$1,475**

500 orders at $80, US cards. Upkeep: 2 hours at $50.

What you need

Is the site mostly blog posts, guides and service pages?	Yes: WooCommerce
Do you rely on custom checkout rules or B2B pricing logic?	Yes: WooCommerce
Will you keep a payment provider other than Shopify Payments?	Yes: WooCommerce

On Shopify Basic that provider adds 2% to every order.

Your monthly online sales: $ _____

Plugins your store runs: _____

Count your answers. More Shopify answers: move. More WooCommerce answers: stay, or keep WordPress and add a Buy Button.

Choose Shopify when

- You sell online and plugin upkeep eats your week
- Speed matters: 76.2% of Shopify sites pass Core Web Vitals
- You can use Shopify Payments

Choose WooCommerce when

- The site is mostly content
- You need full control of checkout
- It already runs well with a good developer

Cost of being wrong with Shopify: a rebuild of custom checkout or pricing logic.
Cost of being wrong with WooCommerce: hosting, plugin updates and a slower store, every month.
Default: Shopify for stores that sell online, WordPress for content-led sites. Exception: Content-heavy brands often run both.

Free 30 minute call: kaspianfuad.com/wordpress-developer

Kaspian Fuad builds and fixes Shopify stores and WordPress sites.
Latest WordPress build: a custom block theme from Canva designs, 98 mobile PageSpeed.

kaspianfuad.com/blog/woocommerce-vs-shopify | v1.0 | 2026-11-08
Sources: Shopify and WooCommerce pricing pages, Nov 2026; HTTP Archive CWV report, Sep 2026