

# WooCommerce vs Shopify Decision Scorecard

Score the deciding questions, price 3 years on both platforms and name who looks after the store.

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Feature lists make the two platforms look alike. Your own numbers rarely do. This scorecard runs your products, sales and team through the questions that separate WooCommerce from Shopify, then prices both over 3 years, so the answer rests on money and upkeep instead of a demo store.

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## WHAT'S INSIDE

- |                             |                            |
|-----------------------------|----------------------------|
| 1 How to use this scorecard | 5 Product and checkout fit |
| 2 The deciding questions    | 6 Upkeep plan              |
| 3 Your numbers              | 7 If you switch later      |
| 4 3-year cost worksheet     | 8 Decision summary         |

# How to use this scorecard

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Work through it in order, with your sales figures and product list open.

- 1 Answer the deciding questions first.** Each one leans toward one platform. Count the leans, and read the deal-breakers too.
- 2 Fill in your numbers.** Monthly card sales, order count, your gateway's rate and the plan you would start on.
- 3 Price 3 years on both.** Use the worksheet with your own quotes for hosting, apps and extensions.
- 4 Test your hardest product.** The fit check shows whether Shopify's limits will ever matter.
- 5 Name the owner of every upkeep job.** A job with no name next to it is the one that gets skipped.
- 6 Write the decision down.** Record the reasons, so the choice can be reviewed later instead of argued again.

## THE ONE QUESTION TO ANSWER FIRST

Can your business use Shopify Payments? If it cannot, every Shopify order paid by card carries an extra 2% on Basic, 1% on Grow or 0.6% on Advanced, and that one line often decides the whole comparison.

# The deciding questions

Mark Yes or No for each question. The middle column shows which platform a Yes points to.

| QUESTION                                                                             | A YES LEANS TO              | YES OR NO |
|--------------------------------------------------------------------------------------|-----------------------------|-----------|
| Is Shopify Payments available where the business is registered?                      | Shopify                     |           |
| Do you sell in person as well as online?                                             | Shopify                     |           |
| Must the store launch within the next few weeks?                                     | Shopify                     |           |
| Will most customers come from paid ads and social media?                             | Shopify                     |           |
| Do you want one predictable monthly bill and no server to think about?               | Shopify                     |           |
| Does a WordPress site with steady traffic already exist for the business?            | WooCommerce                 |           |
| Will guides and other content be a main source of customers?                         | WooCommerce                 |           |
| Does any product need more than 3 options or a price built from the buyer's choices? | WooCommerce                 |           |
| Do you need to change the checkout steps themselves?                                 | WooCommerce or Shopify Plus |           |
| Do you sell bookings, rentals, memberships or made-to-order products?                | WooCommerce                 |           |
| Will someone own updates, backups and fixes every month?                             | WooCommerce                 |           |
| Do you want the store's database and files on a host you choose?                     | WooCommerce                 |           |

YES ANSWERS LEANING TO SHOPIFY

YES ANSWERS LEANING TO WOOCOMMERCE

## DEAL-BREAKERS BEAT THE COUNT

One deal-breaker outweighs several small leans. A product that needs a fourth option, or a business with nobody to own updates, can settle it on its own.

# Your numbers

## MONTHLY CARD SALES

Online card payments only, not cash on delivery

## YOUR GATEWAY'S RATE

For example 2.9% + 30 cents

## CAN YOU USE SHOPIFY PAYMENTS?

Yes or No

## CARD ORDERS PER MONTH

## SHOPIFY PLAN YOU WOULD START ON

## EXPECTED GROWTH IN SALES EACH YEAR

## The formulas

- Card processing per month = card sales x gateway percentage + orders x fixed fee per order
- Shopify third-party fee per month = card sales x 2% on Basic, 1% on Grow, 0.6% on Advanced or 0.2% on Plus, charged only when cards do not go through Shopify Payments
- Without Shopify Payments, Grow costs less than Basic once card sales pass \$5,000 a month, and Advanced costs less than Grow at about \$55,000
- Manual payments, such as cash on delivery and bank transfers, carry no Shopify transaction fee

### WORKED EXAMPLE

\$20,000 a month in card sales across 400 orders at 2.9% + 30 cents costs \$700 in processing on either platform. On Shopify Basic without Shopify Payments, the third-party fee adds another \$400 a month, or \$4,800 a year.

# 3-year cost worksheet

Enter monthly costs as they are quoted, then multiply by 36 for the 3-year column. One-time costs go straight into the 3-year column.

| COST LINE                          | SHOPIFY PER MONTH | SHOPIFY 3 YEARS | WOOCOMMERCE PER MONTH | WOOCOMMERCE 3 YEARS |
|------------------------------------|-------------------|-----------------|-----------------------|---------------------|
| Plan or hosting                    |                   |                 |                       |                     |
| Domain                             |                   |                 |                       |                     |
| Theme (one time)                   |                   |                 |                       |                     |
| Apps or extensions                 |                   |                 |                       |                     |
| Card processing                    |                   |                 |                       |                     |
| Shopify third-party fee            |                   |                 | \$0                   | \$0                 |
| Developer or maintenance plan      |                   |                 |                       |                     |
| Your own hours at your hourly rate |                   |                 |                       |                     |
| Setup or migration (one time)      |                   |                 |                       |                     |
| Total                              |                   |                 |                       |                     |

## COSTS PEOPLE FORGET

Paid extensions renew every year and most apps bill every month, so count them in every year, not only the first.

Your own hours are a cost too. Put a rate on them, even a modest one, or the platform that needs more of your time will always look cheaper than it is.

# Product and checkout fit

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Pick the hardest product you sell, the one with the most choices or the oddest pricing, and check it against Shopify's limits.

## YOUR HARDEST PRODUCT

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Name, options and how its price is worked out

- ☐ It needs 3 options or fewer, such as size, color and material
- ☐ It has 2,048 variants or fewer across those options
- ☐ Its price does not depend on measurements or text the buyer enters
- ☐ It is not a booking, rental or membership
- ☐ The standard checkout steps work for it without extra fields or rules
- ☐ Its shipping and tax rules fit the built-in settings or a single app

### READING THE RESULT

If every box is ticked, Shopify's limits will not get in the way. Each empty box is a reason to set that product up on both platforms before deciding.

# Upkeep plan

On Shopify most of these jobs are done for you. On WooCommerce each one needs a name next to it.

| JOB                                              | ON SHOPIFY        | ON WOOCOMMERCE, WHO OWNS IT | HOW OFTEN                        |
|--------------------------------------------------|-------------------|-----------------------------|----------------------------------|
| WordPress, WooCommerce, theme and plugin updates | Shopify           |                             | Weekly                           |
| Checkout test after changes                      | After app changes |                             | After every update               |
| Backups and a tested restore                     | Shopify           |                             | Daily, restore test each quarter |
| Security monitoring and firewall                 | Shopify           |                             | Ongoing                          |
| Uptime monitoring                                | Shopify           |                             | Ongoing                          |
| Removing apps or plugins nobody uses             | You               |                             | Each quarter                     |
| Speed check on key pages                         | You               |                             | Monthly                          |

## IF NOBODY CAN TAKE A JOB

A managed WordPress host can take the backups and server security, and a maintenance plan can take the rest. If neither fits the budget, count that as a point for Shopify.

# If you switch later

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- ☐ Products, variants and images exported, imported and spot-checked
- ☐ Customers and order history imported
- ☐ Customers emailed to set a new password, since passwords cannot move
- ☐ Every old URL mapped to its new address, with redirects live before launch
- ☐ Active subscriptions planned with the payment gateway, since saved cards do not always transfer
- ☐ Payment gateways, taxes and shipping rates tested with real orders
- ☐ Analytics, conversion tracking and email tools reconnected
- ☐ Search Console checked for errors in the first weeks after launch

| OLD URL | NEW URL | REDIRECT<br>LIVE |
|---------|---------|------------------|
|         |         |                  |
|         |         |                  |
|         |         |                  |
|         |         |                  |
|         |         |                  |
|         |         |                  |

# Decision summary

PLATFORM CHOSEN

DATE

3-YEAR COST ON SHOPIFY

3-YEAR COST ON WOOCOMMERCE

WHO OWNS THE UPKEEP

REVIEW DATE

MAIN REASONS FOR THE CHOICE

DEAL-BREAKERS AND HOW THEY WERE HANDLED

# We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

|                        |                               |                                     |                                   |
|------------------------|-------------------------------|-------------------------------------|-----------------------------------|
| <b>2014</b><br>Founded | <b>850+</b><br>Clients served | <b>2,000+</b><br>Projects completed | <b>10,000+</b><br>Plugin installs |
|------------------------|-------------------------------|-------------------------------------|-----------------------------------|

## What we do

### WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

### SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

### Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

### Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

## Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

[gatilab.com/connect](https://gatilab.com/connect)

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