



Shopify vs BigCommerce



Hey, Ezra here, and **I want to address a question I'm getting a lot lately which is "Why Shopify over big commerce?"** You've been writing in and asking me, "Hey, a year and a half ago you were promoting big commerce and I



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built a big commerce store and now you're promoting Shopify. What's up with that?" So I'm going to tell you what's up with that.

So Big Commerce is a phenomenal platform; they're very, very good. I have many stores on Big Commerce and I'm not moving those stores to Shopify. I think that Big Commerce is an awesome platform. **My new stores that I'm building, I'm building on Shopify and the reason I'm doing that is because I think Shopify is a little bit better.** And the reason they're a little bit better, there's a number of reasons they're a little bit better.

And the first is that they're more innovative. So they have double the amount of users. They have 80,000 as opposed to Big Commerce's 40,000 and they're quicker to add on new features. **They've got a much larger developer network, app network, so third-party applications that layer onto the store, things like live chat and card abandonment and things like that.** Shopify has a really robust app network.

When I look five years down the road, I firmly and strongly believe that Shopify will be the leader in our industry. They've really taken a leap over the past year. And that's what's happened is when I first started and I was promoting stores, I was building all my stores, promoting stores to you, I was building all my stores on Big



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Commerce and they were the leader in the industry, and over the last year and a half Shopify has taken over.

And Big Commerce is still a very good platform.

A lot of you have asked, "Hey, I've built my store on Big Commerce because you gave me that template, you sold me that template for Big Commerce. What do I do now that you're promoting Shopify?" Keep the template. It is the best template that you will find for physical product e-commerce stores out- of-the-box. **You will not find another template that will convert better than that because that template is based on millions of dollars of my own testing and it's a very good template.** I've got many people who are doing six and seven figures with that template. So if you have that template use it. It converts really, really well.

If you're building a new store I'd recommend using Shopify. I'd recommend picking a basic template from Shopify because a lot of people are doing very, very well with basic templates from the Shopify template store and I will at some point release a Shopify template. It's hard for me to release a template for a platform when I'm not doing a big product launch, like Brown Box Formula that subsidizes the costs because to release a template it's about \$20,000.00, \$25,000.00 out of my pocket to create and three to six months of time and testing and design and development. So when I have thousands of people buying it I can sell it for a couple hundred bucks and it can cover the cost, but just to come up with one is expensive and time-



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consuming, but I am working on it and I will have one at some point. But the basic Shopify themes are quite good, so I don't think Big Commerce is a bad platform.

I still have many Big Commerce stores and I'm not switching them to Shopify. If you have a Big Commerce store, keep it. The time, energy, effort, potential search engine ranking harm that comes from switching platforms is not worth it because Big Commerce is still very, very good and they will continue to be very good. They haven't been around as long as they have, serving people the way they have to just go away, so they're going to be there. And there's always going to be multiple offerings.

When you're doing something, there's going to be a couple different people that you can use, there's going to be two designers that are very good, there's going to be two foods that taste really good. **So they're like equals except for I believe Shopify is a little more innovative, a little bit better,** and that's why I'm building on them, not because I think that Big Commerce sucks or that you shouldn't use it or that it's bad, or that you're hosed and your business is hosed if you're on Big Commerce because I have many Big Commerce stores. So I hope that clears it up for you. Thank you for taking the time to watch this video and I'll catch up with you in the next one.

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