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WooCommerce is difficult for the average user, requiring additional hosting, development, and plugins -- too complex for most small and medium businesses.

|  |    |    |
|--|---|---|
|  Cloud-based                  |    |    |
|  Ease of Use                |  |  |
|  Data Security              |  |  |
|  Automatic Updates          |  |  |
|  Loading Speed              |  |  |
|  Native Omnichannel selling |  |  |
|  Site Builder Compatible    |  |  |

# Ecwid **VS** WooCommerce



## »» **CLOUD-BASED**

It is difficult to back up stores on WooCommerce, often requiring third-party resources. As a hosted cloud solution, Ecwid backs up all store data and provides a backup storefront in case a site goes down.



## »» **EASE OF USE**

WooCommerce is difficult for beginners, and most merchants need a developer to set up, maintain, and update their store. Ecwid helps anyone easily set up their store - no developer or technical knowledge required.



## »» **DATA SECURITY**

WooCommerce stores are not secure by default, so merchants rely on their host and additional security features. Ecwid is a PCI DSS Level 1 Service Provider, ensuring all payment and transaction data is secure.



## »» **AUTOMATIC UPDATES**

Merchants have to manually update their stores and plugins with WooCommerce. Ecwid's automatic updates mean no disruption to stores, and no worrying about manual downloads or security patches.



## »» **LOADING SPEED**

WooCommerce requires stores to upgrade to more expensive hosting to increase their loading speed. Ecwid handles the server load, so stores load quickly every time regardless of the number of products.



## »» **NATIVE OMNICHANNEL SELLING**

WooCommerce requires third-party plugins (typically at a cost) for many features and sales channels. Ecwid has built-in integrations for social media and marketplaces like Facebook, Instagram, and Amazon.



## »» **SITE BUILDER COMPATIBLE**

WooCommerce only works with WordPress, locking merchants into their platform. Ecwid integrates seamlessly with WordPress - along with any other CMS or website builder.