



# Shopify Vs. Squarespace

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Which is the Best Pick For 2022 ?

## SHOPIFY

## SQUARESPACE

Secured e-commerce system with SSL plans.

1

Similar to Shopify. A fully closed system by design.

Shopify has an extensive customer support system.

2

Squarespace too has an extensive customer support system.

The ease of usage of Shopify is legendary. Despite packing a host of tools and services, a user will never be lost navigating through the maze.

3

Squarespace isn't that far behind in that space. However, it has not yet reached the level of Shopify but is nearly so.

Great SEO and seeding of the site are one of the hallmarks of Shopify.

4

Squarespace too has good SEO management.

Shopify was built as an e-commerce platform. The intention from the beginning was to provide a premise for e-commerce sites to sell their products online.

5

Squarespace on the other hand was built to create blogs. They added the e-commerce part in 2013. Hence, it is still adding tools and services to assist e-commerce solutions.

Shopify, is pricier, given the services it provides.

6

Squarespace is cheaper though with limited options.

Shopify has tons of templates to

choose from. However, it is not quite as flexible as one would want it to be. As in 10 free themes is all they would give you.

7

Squarespace has better handling with themes but customization can be an issue.

Product presentation in Shopify has its own merits. Shopify provides a zoom effect to products. They have gone ahead and released an augmented reality app. This makes your product come alive.

8

Squarespace is quite limited in this sector. They simply let your products be added while to view the videos, one has to click on read more and enter into the fold below the image.

Content import is nice and easy.

9

Content import is a breeze here and is usually done in .csv format.