

Lesson no. 5 – Types of E-Commerce CMS

What is CMS?

CMS is an abbreviation of the content management system. The primary responsibilities of CMS are to manage the generation and adjustment of digital content. The system assists store owners to place and manage the content easily. The digital content includes images, videos, documents, marketing materials, etc.

Main features of CMS

Content management systems offer some outstanding features below:

- Wizards installation and upgrade
- SEO
- Template customization for changing designs
- Integration of audit logs
- Collaboration platform
- Modularity and extensibility
- Reduce the need for code from scratch
- Version management
- User and group functionality

Essential benefits of CMS



There are some vital benefits of using the content management system to power your business website:

For any business sizes: CMS is considered an excellent eCommerce solution for any business need. The system brings flexibility, simplicity, and scalability to all business sizes (small businesses, mid-market, and enterprises). It enables store owners to organize and keep track of the content on their websites with ease.

Friendly with users: The content management system is a user-friendly program that enables admins to upload any file and data in the blink of an eye. CMS requires no complex process with the aim of content optimization.

Smooth and quick integration: CMS brings a simple and fast process of content integration through your website. CMS sites are integrated with dynamic web content that supports information to be updated or published as required.

Accessibility from anywhere: Because the interface is usually browser-based, a CMS can be accessed from anywhere by anyone. The only thing administrators need to do is to use a computing device connected to the Internet. In the hustle and bustle of daily life, the outstanding feature of CMS enables store owners to do remote work, surpassing their goals from wherever they go.

Top 6 eCommerce CMS for online stores

1. WooCommerce



WooCommerce is one of the major eCommerce platforms today. Following the statistic of Barn2.co.uk, the market share for WooCommerce in 2021 is 22% of the top 1 million sites using eCommerce technologies. The result shows the tremendous growth of WooCommerce in recent years.

WooCommerce supports to transform a WordPress website into an e-store. The platform has attracted a large number of users as it provides numerous extensions and themes for free. The notable advantage of these plugins is they can enable various features to the basic WooCommerce in a single click. Also, you are free to get support from WordPress' massive user community.

Features

- Simple store set-up
- Flexible and secure payments
- Accept various major credit card, payment gateways, and support deposits
- Easy to manage order with a modern and neat interface
- Provide mobile app for iOS and Android
- Provide a huge collection of free and paid extensions covering from store enhancements, marketing integrations, multichannel to point of sale
- Unlimited customization
- Easy to manage product categories

Availability: Free

2. Shopify



shopify

Shopify is a flexible e-commerce platform with tons of highlight features. According to the Shopify report, over 800,000 businesses worldwide use the Shopify platform. This spectacular figure brought more than 41.1 billion in total gross merchandise for Shopify in 2018.

Shopify is regarded as an all-in-one eCommerce platform. Small merchants can set up their online stores, manage their products, and handle all orders in a single dashboard. Free integration with eBay and Amazon without custom code is a notable advantage of Shopify. Store owners capture positive customers and boost sales with incredible ease.

Features

- Easily customize storefront with templates' intuitive settings
- Get full access to the HTML and CSS of your website
- Enable mobile commerce shopping cart
- Use your own domain name
- Access to a full-featured content management system
- Use Shopify app to manage your store on the go
- Fulfill multiple orders with only one click
- Enable gift cards, discounts, social media integration
- Enable Facebook selling
- Import/export products via CSV files

Availability: Paid

3. Magento



Magento®

Magento is famous as the leading open-source eCommerce platform. The system is developed in PHP that enables store owners to build their online businesses with ease. The platform supports all business sizes and meets business needs for B2B, Omnichannel, Mobile Commerce, etc. Besides, Magento allows integrating with multiple extensions from the third parties, creating distinct digital retail experiences.

The world eyewitnesses over \$100 billion in gross merchandise volume handled annually by Magento. Magento has built a thriving community with more than 300,000 Magento developers on the globe. Furthermore, it offers the large Magento Marketplace where multiple extensions are available to download. If you own an online shop that sells good, Magento is surely worth checking out.

Features

- Simple drag and drop solution for eCommerce website builders
- Personalize content and promotions
- Easy to drive engagement and sales with relevant product recommendations
- Create a personalized customer shopping experience
- Easy to create, preview and schedule content
- Manage stores through an intuitive and user-friendly interface
- Use built-in themes responsive and SEO-optimized to any device
- Integrate with B2B functionality
- Update and manage data from multiple sources in one place
- Support multi-channel marketing
- Intelligent inventory management and order management

Availability: Paid

4. BigCommerce



Among numerous eCommerce software suppliers, BigCommerce is a prominent star for you to start an online business. With multiple built-in features and customization options, BigCommerce has attracted over 55,000 merchants of all sizes. Specifically, the famous brands such as Toyota, Natori, and Martha Stewart have trusted and used this platform for years. BigCommerce is a powerful platform to boost large and fast-growing businesses into the big leagues.

In addition to providing extreme scalability for e-stores, BigCommerce offers advanced SEO and multi-channel integration. Store owners quickly raise their brand awareness across social channels. They also have the chance to access millions of potential customers worldwide.

Features

- Easily to create and edit pages with drag and drop solutions
- Easy checkout customization
- Make your site mobile-optimized
- WordPress integration
- Support over 70 native discount and promotions
- Speed up your site loading with Google Cloud Platform infrastructure, Google AMP, and Akamai Image Manager
- Product recommendations
- Sell on multi-channels
- Enable B2B functionality
- Support cross-border fulfillment
- Sell in multiple currencies

Availability: Paid

5. OpenCart



OpenCart is well known because of the open-source and easy-to-use eCommerce platform. It is unnecessary to pour a massive amount of money to develop your new store. Also, OpenCart brings e-business community a useful and customizable plugin without monthly fees. All you need are to install, choose the template, and add products.

OpenCart offers over 14,000 extensions and themes to e-businesses of any size. Moreover, it integrates with more than 20 payment gateways and over eight shipping methods. In short, even coming with a small budget, your store still thrives on the OpenCart platform.

Features

- Get a full overview of total orders, sales, customers, sales analytics via administrator dashboard
- Separate access for users and user groups
- Manage multiple stores from one admin interface
- Add different product variables
- Provide an inbuilt Affiliate system
- Offer discounts, coupons, specials
- Allow setting up your own back-ups and restorations

Availability: Free

6. PrestaShop



PrestaShop

[PrestaShop](#) is a freemium, open-source eCommerce solution to online merchants. According to the PrestaShop statistic, over 300,000 e-businesses worldwide using its technology. The platform is used commonly as stores install and customize the software with ease. You are free to select a fully-hosted or self-hosted version. Hence, you can determine your level of technical control.

Aside from the built-in functionality of PrestaShop, business owners can extend the platform by using plugins and themes. However, PrestaShop consists of all stores need; hence, it is not essential to equip any additional extensions. With the aim to develop world-class eCommerce software through open-source innovation, PrestaShop is an ideal platform for you to achieve business success.

Features

- Quickly create products and packs of products with nice menu and layouts
- Allow customers to upload files to sell customizable products
- Add products with variants from list of attributes
- Limit the quantity to purchase for some products and set out-of-stock messages
- Easy to create product categories and subcategories
- Customize your store with ease: configure payment, shipping methods, display of products
- Configure the checkout page

Availability: Free