Comparing WooCommerce & MarketPress

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LAYDU

Introduction

- Started my own blog on Wordpress to learn
  - www.louco73.com
  - AWS, Amazon Linux, Google Adsense/Analytics
- Moved Gold Coast Hash House Harriers site from pure HTML to Wordpress
- Created online store for my parent's skincare business
  - www.skinglow.com.au
  - Using Wordpress with MarketPress

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Introduction

- Working on a computer component search site
  - PHP, Apache, Oracle Database, MySQL, Application Express
- Created some more blogs for a friend and wife
- Started a baby product site
  - baby.laydu.com
  - Using Wordpress with WooCommerce

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Objective

- Compare two popular and free e-commerce plug-ins for Wordpress

- Demonstrate what they can do without coding a single line of PHP!

- No changes to themes/CSS

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MarketPress

MarketPress

- Marketed as the best thing to replace WP-ecommerce

- Developed by WPMUDEV
  - http://premium.wpmudev.org/
  - Themes, plug-ins, support, hosting
  - USD$35 a month for support and upgrades
  - Free version available! :)
    - With less features :(

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MarketPress - WordPress eCommerce

The best free ecommerce plugin available for WordPress - easy to use, beautiful & powerful.

Download Version 2.5.1

Description | Installation | FAQ | Screenshots | Changelog | Stats | Support | Reviews | Developers

MarketPress is the easiest to use, best designed and most powerful ecommerce / shopping cart plugin available for WordPress today.

Developed from the ground up to make it **simple** to set up a stylish online shop, MarketPress has all the features you need, including:

- Multiple payment gateways (PayPal, Authorize.net, Google checkout, 2checkout, Moneybookers, eWay, Cubepoints and more)
- Works great with any WordPress theme and looks great with AJAXy goodness
- Fully internationalized by the WPML crew
- Sell real objects, or digital downloads (with limits and tracking!), with ease
- Shipping, coupons, Google Analytics Ecommerce tracking, sale pricing, unlimited product variations, and so so much more!

And, did you know that MarketPress is also 100% WordPress Multisite and BuddyPress compatible - so **you can use it to start your own Etsy or Ebay style network of stores... where you take a % on each sale!!!**

So, what are you waiting for, download MarketPress today and give it a crack.

Requires: 3.3 or higher
Compatible up to: 3.3.2
Last Updated: 2012-6-29
Downloads: 74,945

Ratings

⭐⭐⭐⭐☆
4.1 out of 5 stars

5 stars		48
4 stars		2
3 stars		0
2 stars		1
1 stars		13

Authors

WPMUDEV
12 plugins

uglyrobot
4 plugins

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MarketPress

- Multiple payment gateways (PayPal, Authorize.net, Google checkout, 2checkout, Moneybookers, eWay, Cubepoints and more)

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- Fully internationalized by the WPML crew

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MarketPress

- Shipping, coupons, Google Analytics Ecommerce tracking, sale pricing, unlimited product variations, and so so much more!

- Supports Multisite, so you can have a series of stores in a network which you take a % from

MarketPress Lite vs Premium

Feature Comparison	Lite	Full
MarketPress eCommerce Plugin Lite vs. Full	As seen on WordPress.org	WPMU DEV Guarantee
Create and manage a beautiful online store	✔	✔
Customize products with unlimited variations	✔	✔
Stock tracking and alerts	✔	✔
Fully customizable email messages	✔	✔
Multiple payment gateways	✖	✔
Product downloads - sell digital goods !	✖	✔
Coupon and discount support	✖	✔
Multisite tags, categories, widgets and shortcodes	✖	✔
More built-in themes and CSS customization	✖	✔
Full and guaranteed support and updates	✖	✔
Cost	Free	$19 or Free w/ Membership

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MarketPress Pros

- Straight forward to install, just a normal plug-in

- Reasonable options for a free site with PayPal support

- Active community and support

- Relatively easy to understand and use

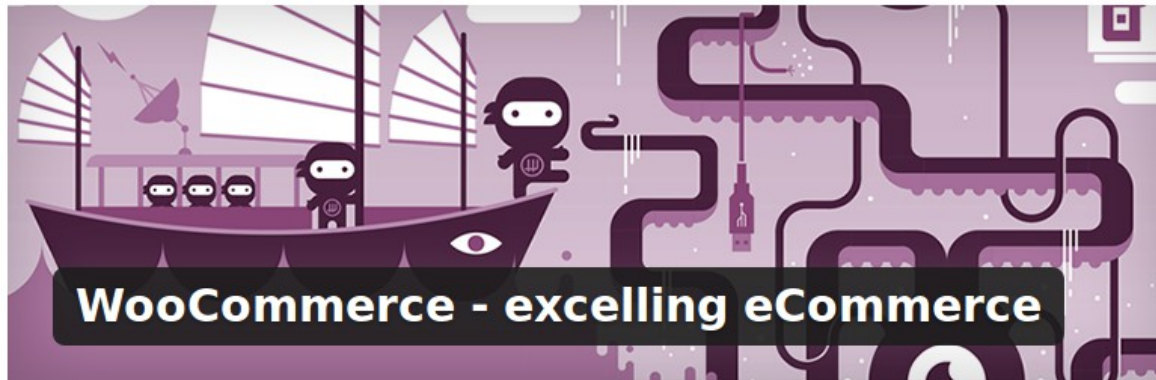- Can pay once to get the premium version with all the features

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MarketPress Cons

- Have to pay to get support

- Websites are a mess and push you to pay at every opportunity

- While support was responsive they couldn't resolve a tax issue for Australian sites

  - GST is inclusive in prices by law in Australia

- Not as comprehensive or as "nice" as WooCommerce

- SEO experts and fill Google with their stuff

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WooCommerce

WooCommerce

- Marketed as enterprise-level quality

- Developed by WooThemes

  - http://www.woothemes.com

  - Themes, plug-ins, support, hosting

  - Base package is free! :)

    - But you pay for each additional feature :(

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WooCommerce - excelling eCommerce

WooCommerce is a powerful, extendable eCommerce plugin that helps you sell anything. Beautifully.

Download Version 1.6.5.2

Description | Installation | FAQ | Screenshots | Other Notes | Changelog | Stats | Support | Reviews

Transform your WordPress website into a thorough-bred online eCommerce store. Delivering enterprise-level quality and features whilst backed by a name you can trust. Say hello to the WooCommerce eCommerce plugin.

WooCommerce is built by the experienced folk at WooThemes who also offer premium eCommerce themes and extensions to further enhance your shopfront.

Requires: 3.3 or higher
Compatible up to: 3.4.2
Last Updated: 2012-11-13
Downloads: 398,429

Ratings

4.1 out of 5 stars

5 stars	183
4 stars	29
3 stars	5
2 stars	4
1 stars	50

Authors

woothemes
4 plugins

mikejolley
4 plugins

jameskoster
4 plugins

AN INTRODUCTION TO WOO COMMERCE

AN E-COMMERCE PLUGIN FOR WORDPRESS

01:02

HD

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WooCommerce

- PayPal Standard Gateway - Accept credit cards and PayPal payments

- Mijireh Checkout - Accept credit cards via Stripe, Authorize.net, PayPal, eWay, SagePay, Braintree, PayLeap, and more.

- BACS, Cheque and Cash on Delivery - Simple offline gateways

- Flat rate shipping - Ship your items using a flat cost

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WooCommerce

- Free shipping - Ship for free, or require a coupon to enable

- International delivery, Local delivery and local Pickup

- Google Analytics - Powerful analytics, including eCommerce tracking

- Sharedaddy and ShareThis - Let your customers share your products with their friends

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WooCommerce Free vs Paying

- Tonnes of plug-ins
    - http://www.woothemes.com/product-category/woocommerce-extensions/
- Pay only for what you need
    - Shipping multiple addresses $29
    - PayPal Advanced $49
    - Tablerate Shipping $99
- Can become very expensive very quickly

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WooCommerce Pros

- Straight forward to install, just a normal plug-in
- Reasonable options for a free site with Paypal support
- Active community and support
- Very "nice" and helpful design
  - WooThemes are integrated through Wootique
- Websites are clean and easy to find information

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WooCommerce Cons

- Have to pay to get support
- Paying for what you need sounds great, but can cost a lot
- Could not put individual prices for shipping
- Only supports Paypal Standard for free
- Images need to be the same size or the layout goes nasty
- Checkout interface is a bit messy (squashed)

Summary

Summary

- Straight forward to get your own e-commerce site up and running for FREE!

- Spend the time to learn how each product works and plan how you will use it

  - Product categories, variations, look and feel, payment gateways, shipping methods

- Don't forget on a plan to bring people to your store!