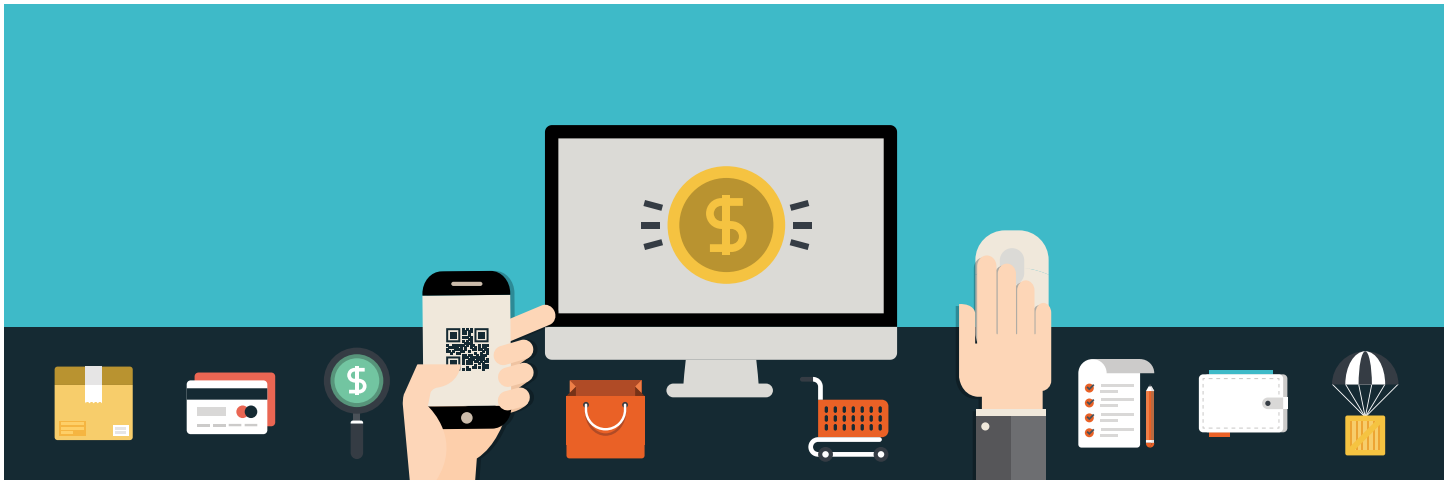




WP engine®

WHY WORDPRESS IS FOR ECOMMERCE, REGARDLESS OF PLATFORM

WHITE PAPER



While there are many powerful ecommerce platforms out there, one common function many of them neglect to bake into their infrastructure are content management capabilities.

Whether your online store is powered by WooCommerce, Shopify, BigCommerce, Volusion, Magento, or another solution, WordPress can be a key tool in your digital commerce strategy and play a vital role in your brand's online success.

Looking to add powerful content management functionality to your site? Look no further than WordPress. Here's why...

Why WordPress for Ecommerce?

In an era where outbound advertising is no longer as relevant as it used to be, content is a [lighthouse amidst the ocean of advertising clutter](#). The role content is meant to play with commerce is one well-stated by Chris Pemberton, Digital & Content Marketing Consultant:

“Well-crafted, persona-tailored content will attract more qualified visitors, differentiate a brand, evoke a lifestyle and even surprise and delight shoppers.”

The versatility of WordPress makes it a good solution for content management and the benefits of the CMS are endless.

For one, WordPress is optimized for SEO; producing fresh content on the CMS will make your brand and website more discoverable through search engines and social media.

WordPress is also extremely customizable and you can tailor it to blend in with your ecommerce store as an extension of your site. There are also endless ways to extend your site's functionality with over 40,000 plugins and thousands of themes to choose from.

If you're looking for ease of use and ease of integration, look no further than WordPress. Very little to no technical expertise is required to create content and manage your site. In addition, its open source model gives you complete control of your content.

It's no wonder then that over [95 percent](#) of blogs on the internet are powered by WordPress, and at least [40 percent](#) of all ecommerce sites on the web use WordPress to power their online store.

Now that you know some of the benefits of using WordPress, let's take a look at how the world's most robust CMS works with several ecommerce platforms to power content.

WooCommerce + WordPress

Powering a whopping 39 percent of all ecommerce stores on the web, [WooCommerce](#) is an extension of WordPress. WooCommerce is a free ecommerce solution made specifically for WordPress sites, therefore making it super easy to blog and produce content without worrying about integration of the two.

Because it's built into WordPress, WooCommerce has high [extendability](#), is easy to use, and gives you total control over site customization. You can extend and customize your site through a number of beautiful themes and plugins which allow you to adjust and tailor your store to your exact preferences. There's even an entire ecosystem of add-ons built by third-party developers, allowing you to add almost any functionality to your ecommerce store.

Given that WooCommerce was built specifically for WordPress, you can easily add a blog section to your site too. Themes like [Storefront](#) automatically come with a blog page so you can start attracting outside audiences.

Shopify + WordPress

Shopify is standalone from WordPress and although it lacks intuitive blogging functionality, it can be integrated with the CMS to fill this void. (See: [How to Add WordPress to Shopify: The Complete Integration Guide](#).)

If you only want to use WordPress without worrying about integration, Shopify has created a plugin to assist with this task. With the [Shopify ecommerce plugin](#), you can make any WordPress page or blog shoppable, adding ecommerce functionality to your WordPress site.

There are also a few Shopify powered WordPress themes, including: [Hype by Themezilla](#), [Simple by Themify](#), and [Pulse by Ultralinx](#).

While WordPress handles pages and posts, Shopify manages everything else, like payments, secure checkout, shipping, and more. It's a well-matched union to reach ultimate potential by marrying content and commerce.

BigCommerce + WordPress

BigCommerce is another great solution for ecommerce, however, like Shopify, it lacks the powerful content management capabilities of WordPress. Rather than wait around for BigCommerce to release a blogging solution, WordPress is a feasible replacement. BigCommerce even gives specific instructions on how you can [integrate the two](#).

Once you've integrated WordPress into BigCommerce, you can easily match the theme of WordPress to fit into the design you currently have on your BigCommerce site so they blend in together.

Readers won't even know they're on a different domain when they switch over from your WordPress blog to the ecommerce portion of your site.

Volusion + WordPress

Volusion is another standalone ecommerce solution that can be integrated with WordPress. The ecommerce solution gives specific directions on how to integrate the two here: [How to Set Up a Blog for Your Volusion Store](#).

There is also a [Volusion plugin](#) built to integrate its shopping cart into WordPress (although it must be noted the plugin wasn't developed by Volusion, rather an outside party). By installing the plugin you can embed product images into your content, making it easier to promote products on your blog, as well as make products purchasable from your blog.

Magento + WordPress

Magento is another widely used ecommerce powerhouse that lacks CMS features, but can be integrated with WordPress. On one end you'll get extensive ecommerce features, and on the other you'll receive the feature-rich content capabilities of WordPress.

Integrating the two can be done through the [Magento WordPress Integration](#) plugin, which enables you to add Magento blocks to your WordPress theme. The plugin has been downloaded more than 10,000 times and is probably the best bridge for integrating the two.

Conclusion

Harnessing the power of WordPress in conjunction with your ecommerce solution is a smart idea. As discussed earlier, content draws outside users in, permitting you to expand your brand in new ways which would be difficult to achieve using only an ecommerce solution.

Once integrated with your ecommerce store, it only takes minutes to launch WordPress and start producing content. Combined with a simple blogging workflow, extendability through plugins and themes, and easy commerce integration, WordPress is extremely attractive and arguably the best CMS out there for not only ecommerce, but all websites.

Those who use leading ecommerce solutions think so too, as indicated by the WordPress integration plugins they've developed.



About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, Limerick, Ireland and London, England.

