

A quick guide to the most popular Content Management Systems (CMS) to build your business' website

	WordPress	Joomla	Magento	Drupal	Shopify
Uses recommendations	Better for web content based websites: informative corporate websites, blogs and ecommerce sites with the integration of plug-ins, being the most popular WooCommerce.	Better for creating content based websites. Ideal for blogs, e-magazines and e-newspapers.	For e-commerce websites. Do not require the integration of third party ecommerce modules such as Woo-commerce. You can add a blog using a third party plug-in.	For content based websites and ecommerce sites.	Developed for hosting E-Commerce websites.
User Level	Better for beginners or intermediate level users with some programming / coding knowledge.	Better for intermediate to advance level users with some programming / coding knowledge.	Better for advance level users with more programming / coding knowledge.	Better for intermediate to advance level users with some programming / coding knowledge.	Better for beginners or intermediate level users with some programming / coding knowledge.
Backend Administration	User friendly, similar to manage a personal blog.	User friendly, but requires some training.	Requires more training. Has a larger learning curve.	User friendly but as Joomla, requires some training.	User friendly, but requires some training.
Software Rights	Open Source -Pay your hosting service with CPanel, you will have it as part of platforms catalogue. Include emails as part of your hosting service.	Open Source -Pay your hosting service with CPanel, you will have it as part of platforms catalogue. Include emails as part of your hosting service.	Open Source -Pay your hosting service with CPanel, you will have it as part of platforms catalogue. Include emails as part of your hosting service.	Open Source -Pay your hosting service with CPanel, you will have it as part of platforms catalogue. Include emails as part of your hosting service.	Commercial platform, you will pay a monthly plan that includes your website hosting. You may require buying other services separately, for example, email addresses.
Load page time	Fast with basic web hosting account.	Fast with basic web hosting account.	The loading time of the pages varies depending on the number of products in inventory, images per product, images resolution and other factors. Faster with Premium hosting service.	Fast with basic web hosting account.	Fast with basic monthly plan.
Help	Active community, plenty of blogs, help tutorials. Most of the common problems can be solved by the user reading some tutorials.	Active community, plenty of blogs, help tutorials. Requires advance knowledge to solve installation /code problems; we recommend working with a web developer.	Active community, plenty of blogs, help tutorials. Requires advance knowledge to solve installation /code problems; we recommend working with a web developer.	Active community, plenty of blogs, help tutorials. Requires advance knowledge to solve installation /code problems; we recommend working with a web developer.	Shopify customer support centre helps you solve your website problems.
SEO	SEO friendly, you have basic SEO customization: titles, URLs, description, alternative text, etc. We recommend adding a third party plugin such as Yoast to guide you in creating SEO tailored content.	SEO friendly. For beginners, Joomla has an excellent SEO system that allows you to add meta data and keywords to your new pages, blog entries or articles without the need of adding extra modules. You can extend your SEO capabilities by adding advanced modules.	SEO friendly, you have basic SEO customization: titles, URLs, description, alternative text, etc.	SEO friendly, you have basic SEO customization: titles, URLs, description, alternative text, etc.	SEO friendly, you have basic SEO customization: titles, URLs, description, alternative text, etc.
Google Analytics	Easy integration	Easy integration	Easy integration	Easy integration	Easy integration
Extensions, Modules, Plug-ins or Apps.	Lots of plugins available	Lots of extensions available.	Lots of extensions available	Lots of modules available	The extensions directory is not as extensive as in other options like WordPress, Joomla, Drupal and Magento. Another setback is the price; some of them require a monthly payment additional to your monthly hosting plan fee.
Ecommerce Shipping Apps Integration	In Canada there are only a few extensions for WooCommerce that allow you to connect your website with Canada Post, plus, they are expensive and customer support from the developers has to be improved.	A few extensions to integrate Canada Post with your ecommerce shop are available, depending on the shopping cart you are using: HikaShop, 2J Store, etc.	In Canada there are only a few Modules that allow you to connect your website with Canada Post; they are expensive and customer support from the developers has to be improved.	There are a few free modules that offer price calculation for Canada Post.	Free integration with the Canada Post plug-in. You will also receive discounts on shipping labels printing.
Scalability	Scalable sites, easy to update in a few steps.	Scalable sites, requires some additional knowledge to update	Scalable sites, requires some additional knowledge to update	Scalable sites, requires some additional knowledge to update	Scalable site, but requires to pay for premium monthly packages to have access to html and CSS codes.
Multi language website	Available by adding free third party plug-ins	Available by adding a free Extension	Available by adding a languages packages and new store views.	Available by adding a module.	Only available using a third party paid extension of approximately USD \$17.50 per month. Shopify says is a functionality under development but no mention when it will be available. This is a major setback considering that In Canada the majority of retailers require websites available in English and in French. Another case is the United States, where it would be best to have an English and Spanish website to target the large Hispanic population.