



**XCART**  
a SellerLabs company

# 37 Questions You Should Ask Yourself When Choosing an eCommerce Platform





## YOU



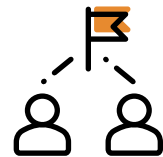
- What are you looking forward to?
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## YOUR BUSINESS



- What are the biggest opportunities & threats to your eCommerce business in the next 3 to 5 years?
  - What are the main eCommerce trends that you want to follow?
  - Do you have a strategy for the next three, six, 12, 24 months? How do you see your business in a decade from now?
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## HUMAN FACTOR: YOUR BUYER PERSONAS & COMPETITORS

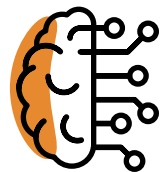


- What's your buyer's persona? What do your potential shoppers expect from you? From your shop? Your brand? What experience are they looking to receive?
- Are there any all-in-one guides that can give you valuable insights on the best platforms to go for?



- Are there any experts in your niche that could consult you on choosing the right solution for your eCommerce brand?
  - What about other sellers? Is there anyone who is already walking your shoes on the path to eCommerce success?
  - What are your competitors like? What features do they have that you also want to adopt?
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## THE SOLUTION



- Do you actually need an online store?
- Have you considered replatforming? What are the drivers for moving your store to a new eCommerce platform?
- What kind of shopping cart do you need for your online store?
- What features and capabilities do you want your next eCommerce platform to have?
  - What payment providers do you need to integrate your store with?
  - What shipping carriers are best for your audience?
  - Is your country's tax system mind-blowingly complex?
  - How are you going to market your store?
  - How many products do you have?



- Are there any extra features uniquely specific to your business niche?
  - Are you going to manufacture your products yourself or dropship them directly to your consumers?
  - Do you need a multi-vendor feature?
  - What expectations do you have when it comes to user experience?
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## MAKING IT A REALITY



- What level of customization are you looking for?
  - How tech-savvy is your technical team?
  - Do you want to be hands-on or hands-off when it comes to managing the eCommerce site?
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## THE COSTS



- What's your budget?
- How much are you willing to pay monthly for subscription-based services?



- How much of any given platform is out-of-the-box versus customization?
  - How much do you pay for technical appointments? Developments? Reports?
  - Was this tool originally created to be an online eCommerce platform?
  - How much do you pay per transaction?
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## IT IS ON. NOW WHAT?



- Will the store still cope with higher traffic when your business grows?
- Is your store stable and secure enough to handle any malware attacks?
- Will you be able to easily add new features as your business grows?
- Are you planning to expand your business globally?
- Are you prepared for the unexpected?