

Inc.

Handbook of the American Entrepreneur

by Lauren Hockenson | July 8, 2011.

5 DIY E-Commerce Solutions

Ready to take your product online? Mashable suggests these DIY services to make setting up ecommerce a breeze.



Business-minded new media megalith Mashable road-tested some of the internet's best ecommerce solutions for small businesses. These websites, which are user-friendly and DIY, allow businesses to take their wares onto the internet with a variety of options to choose from.

Big Cartel: For individuals and small vendors who sell limited inventory, *Big Cartel's* flat rate (starting at \$9.99 for 25 products) doesn't take a percentage of sales revenues and links directly with a PayPal account.

Shopify: One of the oldest and most popular solutions for merchants selling a variety of products, *Shopify's* price ranges from \$29 to \$699 for month. The service can accommodate a lot of inventory, but it also charges a transaction fee for all but its largest plan.

Big Commerce: Another high-volume sales service, *Big Commerce* is a little less expensive than Shopify, ranging from \$49 to \$299 per month. The top two plans are unlimited, and the service includes tools for selling on Ebay and Facebook.

Volusion: An all-in-one hosted ecommerce service, *Volusion's* price range from \$25 to \$149 per month and follow very similarly to Big Commerce's options. Volusion users have round-the-clock support and access to free design templates as well as customized design and marketing services.

Vendder: *Vendder's* easy installation allows users to set up a store front in minutes, and even offers a free plan that allows a merchant to sell up to 15 products. The highest option is \$49 per month for 500 products, and there are no additional transaction fees. This service is best for small businesses on a tight budget.