

SHIFT4SHOP™



Looking to publish a review about Shift4Shop's eCommerce platform?

Thank you for your interest in reviewing Shift4Shop! We've put this outline together to help smooth the process for you, and to help you discover Shift4Shop facts that may not be obvious right away.

This is not to influence your opinion on Shift4Shop, but to provide you with a quick reference sheet that can make the review process easier.

We look forward to reading your finished review!



What Is Shift4Shop?

Shift4Shop is a Software as a Service (SaaS), all-in-one eCommerce platform for building a complete website with an online store. These are the basics that are included:



Secure Hosting



Website Builder



eCommerce Software



Software Updates/Upgrades

A merchant can create a Shift4Shop account and build their website/run their store from any internet-connected browser. We handle the technical details, like software updates and site backups.

This makes us a direct competitor of other SaaS eCommerce platforms like Shopify, BigCommerce, and Volusion.

We are also a competitor of other eCommerce software like open-source or licensed solutions including WooCommerce, Magento, and others (although these are a bit different since the website owner has to find their own hosting, install and update the software, etc.).

You can see a quick overview with comparisons here:

https://blog.Shift4Shop.com/hubfs/Shift4Shop_company_overview.pdf



SHIFT4SHOP

MEN WOMEN ACCESSORIES



Text & Buttons

Headings color

000000

Body text color

000000

Primary button color

FFFFFF

Primary button border

Featured Products

The Story of Shift4Shop

The history of Shift4Shop goes back to the early days of eCommerce. In 1997, Gonzalo Gil created the first version of Shift4Shop, then known and founded as 3dcart. Gonzalo conceived the 3dcart software after doing custom eCommerce programming for several businesses, which all wanted specific features that weren't available in other software at the time. This experience allowed him to identify the most necessary eCommerce tools, especially those that were often overlooked by other platforms.

In 2020, 3dcart was acquired by Shift4 Payments and rebranded as Shift4Shop. This exciting evolution further expanded the possibilities we can offer our merchants. Gonzalo is still a guiding force in development and Shift4Shop is backed by 20+ years of eCommerce innovation, continuing to offer one of the most feature-rich eCommerce platforms on the market.

Shift4Shop Features

Shift4Shop has a massive number of included features, made to ensure that we cover all the eCommerce bases while also offering opportunities for businesses to discover new ideas for growth. We are proud that Shift4Shop includes more built-in features than any other platform. We are also the only eCommerce provider able to offer a fully unlimited free plan including pro-level features (a \$249.99/month value), powered by Shift4 Payments.

We list individual features on the "Plans" page to make it easier for users to understand what they're getting, where other platforms can be extremely vague. Click on "See all Features" for a detailed list. You can hover the mouse over any feature to view a summary tooltip, and can click on most of them for a more thorough explanation. We seek a balance between ease of use and flexibility/number of features. Merchants can quickly create products and categories, set up shipping and SEO, and more.

However, there is also optional deeper customization that makes Shift4Shop appropriate for any business. For example, you can go into the "Store Language" settings to change the wording of default verbiage around your store like "Add to Cart." Spend some time in the Shift4Shop dashboard and you'll discover that everything can be customized, from your theme's appearance to your automatic emails.

Simplicity First

Shift4Shop is meant to grow with a business, and that includes the level of complexity. You are free to leave most of the store uncustomized using out-of-the-box themes and options, or choose to personalize every setting. You will often be presented with a simpler interface to help you get started before more settings appear. For example, creating a product will first bring you to the basic product information forms. After you save the new product for the first time, you'll then see the more detailed product page with several tabs for different types of settings. This is to help Shift4Shop store owners prioritize and to ease them into understanding the software.



Shift4Shop Plans and Pricing

	Shift4Shop	Shopify	Square	Wix
Platform Fee Based on Premium Level	\$0	\$299/Month	\$79/Month	\$49/Month
Transaction Fee	0%	0-2%	0%	0%
Processing Fee	2.9% + \$0.30	2.9% + \$0.30	2.6% + \$0.30	2.9% + \$0.30

For a quick overview of our plans, see www.shift4shop.com/pricing.htm. All plans have unlimited bandwidth and do not charge transaction fees, only the normal payment processing fee.

Our premium-level end-to-end eCommerce plan is available for free to any merchant using Shift4 Payments as their credit card processor. Paid plans are available for merchants who opt out of Shift4 Payments or are based outside the U.S. Shift4 seeks to expand to other countries, which will also make our free plan available in those countries.



Upgrade Plans

A Shift4Shop store owner on our free plan never needs to worry about upgrading, as the free plan is fully scalable for any size of business. If they are using the free plan and reach Enterprise status with their business, we will simply upgrade their store to our Enterprise plan for free.

As for a merchant on one of our paid plans, they can upgrade at any time. Those that transition upward from a small business plan (i.e., the ones listed on the pricing page) into Enterprise will have the one-time setup fee waived. We do require businesses on paid plans to upgrade once they reach a maximum online sales volume over a trailing 12-month period. This ensures that we can provide the necessary infrastructure for businesses as they grow.

The sales-per-year limits on each plan are much higher than those of competing eCommerce platforms. For example, most of the revenue tiers on our plans are over twice the amount of comparable plans on BigCommerce, ensuring that Shift4Shop store owners can stay on a lower-level plan for much longer. They can also downgrade their plan as long as their sales volume allows them to still qualify for a lower plan.



Shift4Shop Website Design

We offer a wide selection of [eCommerce themes](#) and frequently add new themes to our store. Unlike other platforms, all our themes are available for free, even with advanced design or functionality that other platforms would charge a premium price for. All our themes are built with our proprietary [Core Template Engine](#), a Bootstrap-based framework that brings multiple benefits to Shift4Shop stores.

These benefits include:



Modular Design

The Core Template Engine uses modular “building blocks” of code that allow developers who know HTML and CSS to create and customize without limits.



Frequent Updates

The flexibility of the Core framework allows us to keep adding new optional features to Shift4Shop, such as the flyout cart.



Page Optimizations

Core themes are built for speed on all devices, and include such features as deferred JavaScript, Google AMP, AJAX for instantaneous page refreshing, and much more.



Customization Tools

Any Core template can be modified to match any brand. Use the Theme Editor for colors and other branding and the HTML Builder for adding content and image areas to key pages.



Responsive Design

All Core themes are fully mobile-friendly using responsive design conventions, which is the method preferred by Google for mobile-ready websites.

Please note that if you contact us for a test store for review purposes, you may see additional outdated templates available in the Shift4Shop dashboard. These are legacy templates available for customers that do not wish to upgrade and are not offered to new accounts, so they should not be considered in the review.



Search Engine Optimization (SEO)

SEO is a big deal, and we take it seriously at Shift4Shop. That's why our software includes a full suite of SEO tools. URLs are generated to be SEO-friendly but are also customizable, and you can specify the meta title, meta description, H1 tags, and more on every product page.

You will also have control over technical SEO needs like robots.txt, automatic XML sitemap generation, canonical URLs, 301 redirects, and more. Product information is correctly formatted to create Schema.org rich snippets to further enhance the appearance of links when they appear on SERPS. Content marketing is also covered via the built-in blog and unlimited creation of extra content pages, which can be used as landing pages, informational pages, and more.

For full details on Shift4Shop's SEO, visit:

www.shift4shop.com/shopping-cart-features-seo.html

Integrations and Apps

Shift4Shop is integrated with hundreds of types of software and services so business owners are free to use the workflow they prefer. Many integrations are available within the Shift4Shop dashboard already, while others are available through apps on the [Shift4Shop App Store](#).

Many of these apps are free and are simply offered separately in the App Store to avoid overwhelming a Shift4Shop store owner with unneeded options.



The Shift4Shop App Store

Shift4Shop has a different philosophy toward apps than many competing eCommerce platforms. We prefer to add all the essential features to our software itself, rather than in the App Store.

This does mean that we offer fewer apps overall than some competitors, but simply because fewer apps are needed. We see them as optional enhancements rather than opportunities to shore up missing functionality for an extra charge. The apps are available if you want specialized functionality or to connect certain software that would replace a built-in Shift4Shop feature.

Additionally, several Shift4Shop apps are automatically included within our plans (including the free plan) and are available in the App Store for those who prefer to buy them separately. Merchants on a paid plan who upgrade to a plan that includes the apps they're using will find that they no longer need to keep paying for those specific apps.

We mention this because it differentiates us from some of our competitors as well. For example, a Shopify store owner will need to continue to pay for the same apps no matter how high they upgrade, because higher-tier plans do not roll in any features from their app store.

There is no mobile app for managing your Shift4Shop store, but this is because the entire dashboard is responsive and can be used from your mobile device's web browser, which eliminates the need for a separate download and installation on your device.

Shift4Shop also has a publicly available API for developers to create their own apps as needed, whether to integrate third-party software, enhance existing functionality, or even completely replace a built-in feature.



Payment Processing

Shift4Shop makes accepting payments fast and easy with our built-in connection to Shift4 Payments. Merchants can get set up in mere minutes.

We also support more built-in payment providers than any other eCommerce platform on the market, coming in at well over 160 in total. These payment providers include all types of popular solutions to expand the types of payments you can accept, including digital wallets, ACH/eChecks, and other alternate payment solutions. We've integrated dozens of international payment methods, including popular regional alternatives.

Multiple options for customer financing are also available. For those who need old-fashioned or custom payment methods, there is built-in functionality for accepting cash, paper checks, money orders, and more.

Support

Shift4Shop maintains a support staff available 24/7/365 through multiple channels. Unlike some other platforms, we don't charge for support, nor do we restrict our availability to office hours. Your online store is always open, and so are we.



Tips for Your Shift4Shop Review

We love reviews, and we're interested in the unique viewpoint you can provide on Shift4Shop. While you can always sign up instantly on our website, we welcome you to contact us so we can set you up with a free account.

You could also take a look at existing Shift4Shop reviews written by others to get an idea of different review styles and opinions. Many reviews include direct feedback from Shift4Shop customers, either in the body or in the comment section. (Remember, our name was 3dcart for over 20 years, so many of the most established reviews still use our old name.)

Here are some examples:

www.g2.com/products/Shift4Shop/reviews

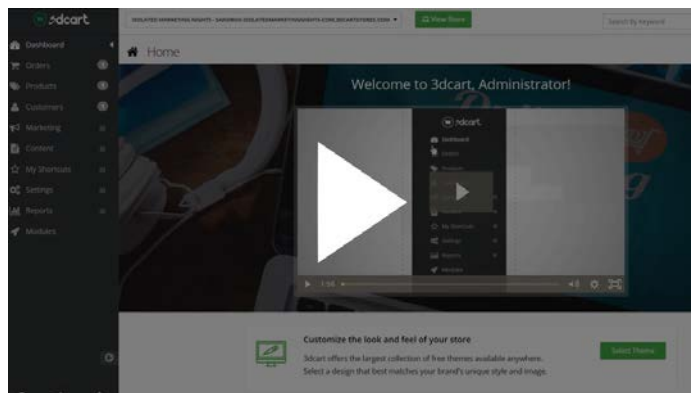
www.merchantmaverick.com/reviews/Shift4Shop-review

www.websitebuilderexpert.com/ecommerce-website-builders/3d-cart-review

ecommerceguide.com/ecommerce-platforms/Shift4Shop-review

Video reviews are also great and can convey a lot more information in a format that many people prefer.

Here's a good example:



General reviews that cover the whole Shift4Shop platform are always welcome, however you may want to target your review a little more narrowly depending on your audience. Consider focusing on a single aspect of Shift4Shop, comparing it to another platform, comparing one specific feature to similar ones offered by other platforms, or other alternatives. For example:

- Complete SEO Review of Shift4Shop
- Shift4Shop vs WooCommerce Cost Comparison
- Shift4Shop vs Shopify Comparison
- Any other topic you feel is right for your audience

While writing your review, please refer to our [Corporate Identity Brand Standards](#) for instructions on the correct usage of our logo and other assets. We also recommend that any screenshots you include in your content be as current as possible, to account for platform upgrades, new additions to the theme store, or other recent changes.

Looking to publish a review about Shift4Shop's eCommerce Platform?

- ✔ Shift4Shop is the only eCommerce platform with a completely unlimited free plan, allowing businesses to scale up effortlessly with no budgetary impact.
- ✔ Our Enterprise plan is also available for free, which significantly lowers the barrier to entry for businesses ready for their next stage of growth.
- ✔ Shift4Shop has hundreds of built-in features, resulting in a reduced need for third-party apps (which cause expenses to increase rapidly on other platforms).
- ✔ Shift4 Payments is built in and can be set up instantly (U.S. stores). We also integrate with more payment providers than any other eCommerce software.

Need pros and cons? Here are some examples.

PROS

- ✔ Affordable pricing with no transaction fees
- ✔ Completely free plan available, powered by Shift4 Payments
- ✔ Extremely flexible and integrated with many other business software solutions
- ✔ Fully responsive, mobile-ready web design
- ✔ Powerful and versatile marketing tools

CONS

- ✘ Free plan isn't available in all countries
- ✘ Some users dislike our customization tools
- ✘ Our support gets mixed reviews
- ✘ It can be hard to learn how to use so many features
- ✘ Some users dislike our selection of templates

Thank you for your interest in reviewing

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