

Comparing Four Top Shopping Cart Systems

Which Has The Right Fit For Your Business?

Choosing a Shopping Cart System is one of the most important decisions that you'll make for your internet based business. The right system will make your business easier to run and more profitable in the long run.

We have chosen to stack Shop Kit Plus up against three of the most popular shopping cart systems available on the web to highlight why Shop Kit Plus is the best choice for the internet based product seller.

We're looking at WAHM Cart, Quick Pay Pro and 1Shopping Cart. All are well respected and reliable ecommerce solutions - each has a unique strength for a specific target market.

So let's get to it!

Michelle Waters
Watersweb Shops & [Shop Kit Plus](#)

Let's answer a few questions up front.

What does a Shopping Cart do?

A shopping cart is a software script that lets you set up products for presentation on the internet. It basically does three things for you.

- It allows you to create a database of your products.
- It creates a storefront of sorts to display these products.
- It maintains records of purchases and customers.

What a Shopping Cart doesn't do:

- It does not process payments. It only acts as a gatherer of information. To accept and process payments on the web, you need to sign up for a payment gateway service like [PayPal](#) or [Authorize.net](#).

What Most Shopping Carts don't do:

- Most carts don't create web pages for you. They're designed to work in conjunction with a website that you have already created. So not only do you have to learn how to use a shopping cart system and a payment system – you also have to figure out how to create your website and make it all work together.

How is Shop Kit Plus different?

- Shop Kit Plus has an integrated WYSIWYG web page editor that allows you to develop your site as you develop your product catalog.

Getting started with a Shopping Cart can be a really confusing process for the newcomer. That's why you want to choose a system that fits together smoothly and provides as many solutions for your business as possible all in one place.

Let's take a close look at 1ShoppingCart first.

1ShoppingCart.com is the top of the line in eCommerce Shopping Cart solutions. And the price shows it. They have a few difference pricing options starting with a 30 Day Pro Trial for only \$3.95.

Starter - The SC System alone is \$29/mo.

Basic - SC & Autoresponder for \$49/mo.

Professional - SC, Autoresponders and Affiliate System for \$79/mo.

Autoresponder - Autoresponders Only for \$29/mo.

This is how 1ShoppingCart.com works: You set up an account with them. You set up your products. You grab the purchase button codes from their system and paste them into your existing website.

When someone shops on your website and click on a payment button, they are taken to the shopping cart where they can complete their order or continue shopping.

You can paste HTML into the 1ShoppingCart system to make the cart look like the rest of your website.

Everything to do with the processing of the order takes place off of your website. 1ShoppingCart hosts your database and processes everything from there - although their domain integration feature makes it appear to the user that it is all taking place right on your website.

What is 1ShoppingCart best used for?

1ShoppingCart shines as an online ecommerce solution for information marketers. You can collect leads, keep in contact with them through an autoresponder and convert them over to customer lists when they finally make a purchase from you.

1ShoppingCart offers a rich tracking feature with the ability to split test using multiple landing pages.

So if you sell information products like eBooks, audio courses, etc – it is a very good match. If you sell services like coaching or professional consulting, it is a good fit. You will enjoy the fluidity of the system and how you can use this one shopping cart for your multiple projects.

What would 1ShoppingCart be difficult to use for?

1ShoppingCart is not highly suitable for the product seller. There is no option for putting something on special or displaying the products for easy shopping. While you do create a catalog, you're limited in its presentation options.

There is no way to quickly add lots of products with multiple sizes, scents or options to choose from and there is no provision made for managing inventory availability.

While [1ShoppingCart](#) automates digital product delivery beautifully, it leaves the tangible product seller with a lot of manual management issues to deal with.

Let's take a look at Quick Pay Pro now.

[Quick Pay Pro](#) is a step down in price and a few features from 1ShoppingCart. Rather than break their system down into different options, they offer an all inclusive system for \$49.97 per month.

They do offer a 30 day money back guarantee. You can sign up and pay for your first month, make full use of the system and if you find that it is not suitable for your business they will refund 100% of your payment - no questions asked.

One very nice feature offered as part of a Quick Pay Pro account is a special ad tracker feature that can be used in a variety of ways to test and track the success of any promotional efforts you use.

What is Quick Pay Pro best used for?

As with 1Shopping Cart; Quick Pay Pro is very well suited to the digital entrepreneur. It provides a nice set of tools for marketing and delivering virtual goods.

What is Quick Pay Pro not best for?

Again, it is not well organized for the product seller. There's no ability to manage products with multiple options - something that is crucial to the product seller.

Now let's peek at WAHM Cart

[WAHM Cart](#) is the economy brand where shopping cart systems are concerned. Priced at just \$30 per month, it brings you many of the same features as the big name systems for a fraction of the price.

A little known secret, WAHM Cart is actually the same system that was once offered by a 'big name' system - can't say who though ;)

WAHM Cart offers you the shopping cart system, autoresponders, ad tracking and an affiliate system.

What is WAHM Cart best used for?

Pretty much anything digital, as we've said about 1ShoppingCart and Quick Pay Pro.

What is WAHM Cart not best for?

We hate to keep repeating ourselves, but WAHM Cart is not the best choice for the product seller with a large product offering.

1ShoppingCart, Quick Pay Pro and WAHM Cart are just not best suited for the Product Seller.

That being said – to be fair and up front with you – we want you to find the best fit for your business – if you only have one single product or just a handful of products that involve no options like scent or size or boy or girl, etc., you could use one of these shopping cart systems successfully – and it might be easier over all to just paste some ‘buy buttons’ into your existing website.

How do you make a decision between a system like [1Shopping Cart](#), [Quick Pay Pro](#) and WAHM Cart? It really comes down to who you listen to. Ask around and find people who are using these systems. At the heart of things, they are very similar so you can't help but compare them on price alone. [WAHM Cart](#) offers an amazing value at \$30 per month.

Now, let's move on to take a closer look at how Shop Kit Plus stacks up.

Take a look at them side by side and compare features.

Shop Kit Plus	WAHM Cart	Quick Pay Pro	1Shopping Cart
\$100 License then \$10 per month includes web site hosting.	<i>Service Only</i> \$30 per month	<i>Service Only</i> \$49.97 per month	<i>Service Only</i> \$79 per month
Handles Products With a Wide Variety of Options and Sizes			
WYSIWYG Web Page Editor			
Can Easily Put Products on Special			
Easy Adding of Multiple Products			
Inventory Management			
Multiple Payment Options	Multiple Payment Options	Multiple Payment Options	Multiple Payment Options
Digital Product Delivery	Digital Product Delivery	Digital Product Delivery	Digital Product Delivery
	Autoresponder	Autoresponder	Autoresponder
Free M Tracker Affiliate System	Affiliate System	Affiliate System	Affiliate System Optional
	Ad Tracking	Ad Tracking	Ad Tracking

Shop Kit Plus is everything that these other online eCommerce Solutions are not. It is a full featured online web store builder and management system that works in tandem with several free plug in tools that give you everything you need to run your online web presence profitably.

Shop Kit Plus stands in a completely different category. Where you're paying a sizeable monthly fee for the service of the other systems, you pay a one time license fee of just \$100 and then enjoy a low monthly hosting cost that take care of your hosting needs for the entire website - not just the ecommerce portion of it. (With the others you have a website hosting cost on top of what they're charging you.)

Shop Kit Plus helps you to get started with a domain, ready to go web templates and can even connect you with some talented designers for a special customized look for your website.

Because working with any shopping cart is intimidating at the start, we have a support desk, member forum and easy to follow video tutorials to help you along. We install the software for you and provide 24/7 free technical support.

Well, we don't have to tell you everything here - to learn more about Shop Kit Plus and secure it for your new web store, visit the site at <http://www.shopkitplus.com/Info> today.