

# 14 E-Commerce Tools Every Online Seller Needs

## Websites and Hosted Shopping Carts

### BigCommerce:

- For merchants who sell their products directly on their own website.
- Includes everything you need to build, launch, and drive traffic to your shopping cart or online storefront.
- Makes it easy for sellers to list products on marketplaces such as Amazon, eBay, and Instagram.



### Shopify:

- For sellers looking for flexibility.
- An all-in-one platform providing tools that facilitate sales everywhere you do business, from a hosted storefront to online marketplace sales and social media.



### WooCommerce:

- An open-source WordPress plugin offering a highly customizable design.
- Only works on sites built on Wordpress, so you'll need to download, install, and set it up manually.
- Completely free—there are no subscription costs, premium plans, or transaction fees.



## Shipping Tools

### Shipstation:

- Create shipping labels, comparison-shop between carriers, and take advantage of carrier discounts.
- Send order updates and process returns from any device.



### ShipWorks:

- Windows exclusive product that integrates with most major e-commerce tools and marketplaces.
- Allows users to see live carrier rates, create custom labels, and batch process orders.



### Desktop Shipper:

- Real-time automation, rate shopping, discounting, and batch processing features.
- Ability to define unique shipping requirements for each e-commerce integration.
- Wide variety of shipping carriers and partners.



## Business and Product Management Tools

### SellerActive:

- Expand into new marketplaces and keep your listings synchronized.
- Utilize smart features such as automatic repricing to manage and grow your business sales everywhere you sell online.



### Intuit Quickbooks:

- Premier accounting solution for businesses of all sizes.
- Optimize your online storefront to improve your business's online visibility.
- The Moz blog features a wealth of information about boosting online sales performance.



### Optimizely:

- Content optimization tool that helps personalize each shopper's experience.



### Hootsuite:

- Social media management tool that simplifies publishing and community engagement across various platforms.



### HubSpot:

- Inbound marketing tool offering tools to manage email campaigns, landing pages, and blogging.
- HubSpot is also known for detailed educational content, and their e-commerce guides and training sessions



***SellerActive integrates with a number of e-commerce tools and marketplaces.***

**Try our service with a 14-day free trial**



Find more info at  
[selleractive.com](https://selleractive.com)