ToolGPA

NOVEMBER 2026

ShopSite

The Insider’s Guide

Licensed shopping cart software sold through hosting partners

Every plan, grade, refund rule and rival among online store builders, read from ShopSite’s own pages.

Made by ShopSite, Inc. · checked Nov 13, 2026 · toolgpa.com

1.8
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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from ShopSite's own pages, its app-store listings and our grades. Every fact in it is on ShopSite's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 15 of the 80 other online store builders we grade

ShopSite is shopping cart software for small and mid-sized online stores, sold in three editions: Starter, Manager and Pro. The license is bought outright or leased monthly, and mostly comes bundled with a hosting partner's plan rather than sold directly.

To get you started, here are **8 things to know about ShopSite**, taken from its own pages and our grades.

> "
>
> **You set up the catalog and hosting through a partner, with no store rating on record.**
>
> From our grade for ease of use

1 **Best for a store license you can buy once and add to an existing site**

ShopSite is a store program sold through hosting partners, with monthly leases from $9 or one-time licenses of $495 and $1,295.

2 **Paid plans start at $9 a month**

As its pricing page puts it: $9 per month and up (monthly lease, Starter, bundled with hosting).

3 **It runs on Web**

Web.

4 **Store setup wizard**

A wizard walks a new merchant through adding products and pages, shipping and payment settings, and picking a look.

5 **Order Anywhere buttons**

Adds Add to Cart buttons to an existing HTML page, so a store can sit inside a site that already exists.

6 **Shipping quotes and tax**

Manager and Pro show real-time shipping quotes from FedEx, UPS or USPS and let merchants set tax and shipping rates.

7 **A 1.8 GPA, above 15 of 80**

That is against the other online store builders we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace ShopSite you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

ShopSite at a glance

PRICING Paid, from $9 per month and up (monthly lease, Starter, bundled with hosting)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY ShopSite, Inc.	CATEGORY Online Store Builders
OUR GRADE 1.8 GPA, weak	

The report card

Best for a store license you can buy once and add to an existing site

ShopSite is a store program sold through hosting partners, with monthly leases from $9 or one-time licenses of $495 and $1,295. Prices are only the vendor's suggested ranges, the entry plan holds 15 products, and coupons and downloads need the top plan.

TOOLGPA REPORT CARD	ShopSite	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $9 a month but 15 products, Manager $35 and Pro $70, close to the category's $29 middle. The one-time $495 and $1,295 licenses leave out hosting.
Free plan and trial	F	No free plan and no trial is listed, so you pay from the start.
Features	C	Setup wizard, order buttons, shipping quotes, SEO tools and catalog management. Coupons, gift certificates, digital downloads and inventory tracking are Pro features.
Ease of use	C	You set up the catalog and hosting through a partner, with no store rating on record.
Platforms and integrations	B	Web, with WordPress, Constant Contact, PayPal, Amazon Pay, Google Analytics and FedEx, UPS and USPS. No desktop or phone app.

Grade point average Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who ShopSite is for

- ✓ Fits if you want to buy a store license once instead of a platform subscription
- ✓ Works for small catalogs that sit on top of an existing HTML site

Who it is not for

- ✗ Tight if you sell more than 15 products on Starter, which also holds just 5 generated pages
- ✗ Not for you if you want one list price, because partners set their own quotes
- ✗ Skip it if you want coupons or downloads on Manager, as they are Pro features
- ✗ Watch out: the $495 and $1,295 licenses do not include hosting or upgrade fees

Good to know

Good for

- ✓ Merchants who want to buy a store license once instead of paying a platform subscription
- ✓ Web designers and hosting companies that bundle a cart with client sites
- ✓ Small catalogs that need to sit on top of an existing HTML website

Worth knowing

- ⓘ ShopSite is sold through hosting partners, so there is no single list price. The figures shown are the vendor's suggested ranges, and a partner's quote will differ.
- ⓘ One-time licenses of $495 (Manager) and $1,295 (Pro) do not include hosting or upgrade fees, per the vendor.
- ⓘ Starter is limited to 15 products on 5 pages and is available only as a monthly lease.
- ⓘ Coupons, gift certificates, digital downloads and inventory tracking are described as Pro features, not Manager features.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$9

A month to start

ShopSite is a paid product, starting at $9 per month and up (monthly lease, Starter, bundled with hosting).

> **No free plan and no trial is listed, so you pay from the start.**

From our grade for free plan and trial

STARTER

$9

per month and up, monthly lease (suggested $9-$39)

Up to 15 products on up to 5 generated pages. Leased monthly only; the range is a partner-bundled price with hosting.

MANAGER

$35

per month and up, monthly lease (suggested $35-$75)

Unlimited products and pages, Google Analytics, real-time shipping quotes and SEO tools. Also sold as a $495 one-time license.

PRO

$70

per month and up, monthly lease (suggested $70-$125)

Adds coupons, gift certificates, customer rewards, cross-sell, digital downloads and inventory tracking. Also sold as a $1,295 one-time license.

Read from shopsite.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Licensed shopping cart software sold through hosting partners. Here is what it does, as its own site describes it, and what it covers: marketing automation, inventory, online store, digital downloads.

> **Setup wizard, order buttons, shipping quotes, SEO tools and catalog management.**

From our grade for features

Store setup wizard

A wizard walks a new merchant through adding products and pages, shipping and payment settings, and picking a look.

Order Anywhere buttons

Adds Add to Cart buttons to an existing HTML page, so a store can sit inside a site that already exists.

Shipping quotes and tax

Manager and Pro show real-time shipping quotes from FedEx, UPS or USPS and let merchants set tax and shipping rates.

SEO tools

Meta tag editing and Google-style sitemaps come with Manager, per the vendor's product overview.

Promotions and cross-sell

Pro adds coupons, gift certificates, customer rewards, product cross-sell and a mini-cart on store pages.

Catalog management

Pro includes global power edit, inventory tracking, database upload and download, and built-in APIs for custom work.

Where it runs

Web

What it works with

WordPress
Constant Contact
PayPal
Amazon Pay
Google Analytics
FedEx
UPS
USPS

ShopSite is made by ShopSite, Inc.

Where it stands

Its grades against its category, and whether to keep it or make your own

15/80

Other online store builders it is graded above

ShopSite's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

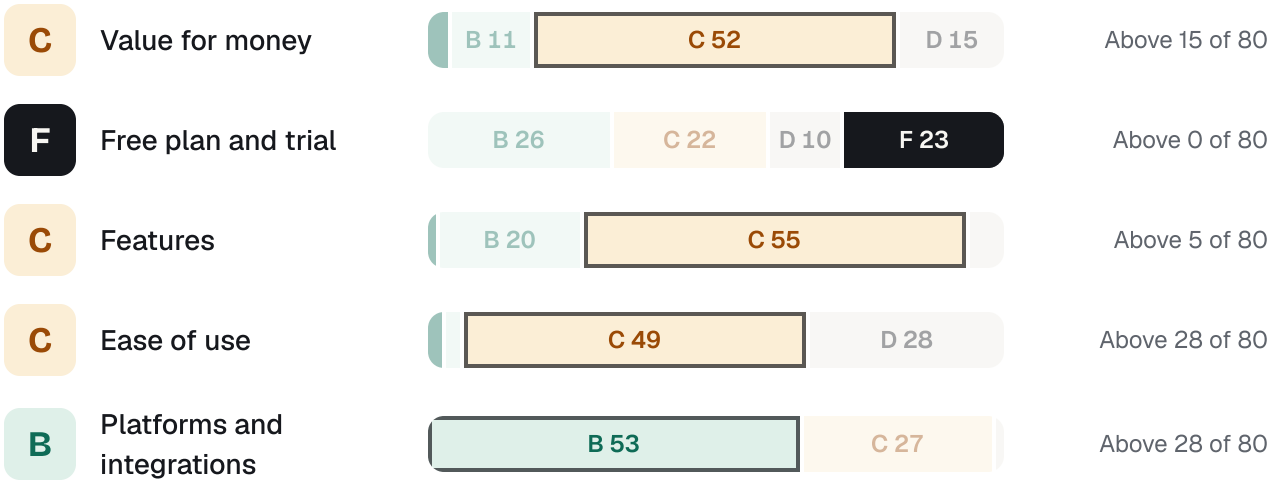
It stands best on platforms and integrations (B, above 28 of 80) and worst on free plan and trial (F, above 0).

Its paid plans start at $9 a month, against a middle price of $29.25 for the category: 3 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

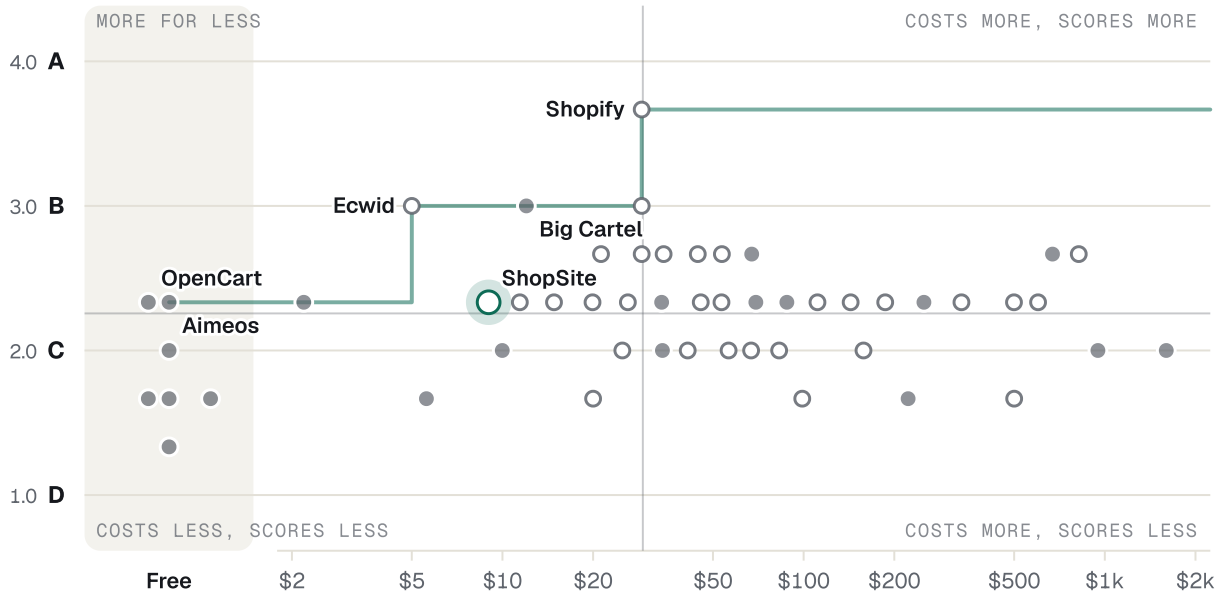
Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. ShopSite's own letter is outlined.



Price against what you get

Each dot is one of 52 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. ShopSite is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace ShopSite you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 52 of the 80 other online store builders grade higher. It costs $108 a year.

What you could make

- Digital downloads and inventory: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.

- ✕ Email sent in volume that still reaches the inbox.
- ✕ It plugs into other products, WordPress, Constant Contact and PayPal among them.

What this rests on. ShopSite's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Pinnacle Cart, Zen Cart, X-Cart, CS-Cart and OpenCart

The 5 tools ShopSite is most often weighed against, with where each one differs from it.

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Pinnacle Cart

Free trial

Hosted online store software sold as a single all-inclusive package.

- ShopSite also covers marketing automation and digital downloads.
- Pinnacle Cart also covers templates and shipping labels.

ShopSite and Pinnacle Cart compared in full

2.0
GPA

Zen Cart

Free

Free open-source PHP shopping cart you host yourself.

- Zen Cart has a free plan. ShopSite does not.
- Zen Cart is open source and self-hostable, according to its own site.
- ShopSite also covers marketing automation, inventory and digital downloads.

ShopSite and Zen Cart compared in full

X-Cart

1.6 GPA

From $499/mo

Ecommerce platform now sold to auto parts and powersports sellers.

- ShopSite also covers marketing automation and digital downloads.
- X-Cart also covers dropshipping.

ShopSite and X-Cart compared in full

CS-Cart

2.0 GPA

Free trial · from $725/yr

Self-hosted store and multi-vendor marketplace software.

- CS-Cart is self-hostable, according to its own site.
- ShopSite also covers marketing automation and digital downloads.

ShopSite and CS-Cart compared in full

OpenCart

2.4 GPA

Free

Free open-source shopping cart you host yourself.

- OpenCart has a free plan. ShopSite does not.
- OpenCart is open source and self-hostable, according to its own site.
- ShopSite also covers marketing automation and inventory.

ShopSite and OpenCart compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is ShopSite free?

No. ShopSite is a paid product, starting at $9 per month and up (monthly lease, Starter, bundled with hosting).

How much does ShopSite cost?

ShopSite lists 3 plans. Starter: $9 per month and up, monthly lease (suggested $9-$39).

What platforms does ShopSite work on?

ShopSite is available on Web.

Does ShopSite have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. ShopSite is listed for Web.

Does ShopSite have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. ShopSite is listed for Web.

Is ShopSite open source?

ShopSite is not described as open source on its own site, as read on Nov 13, 2026.

What does ShopSite integrate with?

ShopSite's listing names WordPress, Constant Contact, PayPal, Amazon Pay, Google Analytics, FedEx, UPS and USPS.

Who makes ShopSite?

ShopSite is made by ShopSite, Inc.

What are the alternatives to ShopSite?

The closest alternatives to ShopSite in our directory are Pinnacle Cart, Zen Cart, X-Cart, CS-Cart and OpenCart.

How does ShopSite compare with other online store builders?

ShopSite's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

Is ShopSite good value for money?

ToolGPA grades ShopSite C for value for money. Its paid plans start at $9 a month, against a middle price of $29.25 for the category: 3 of the 44 others that charge start lower.

Could I make my own version of ShopSite?

To replace ShopSite you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from ShopSite's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from ShopSite, Inc.'s own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by ShopSite, Inc. Prices change, so check shopsite.com before you buy.

shopsite.com/
shopsite.com/features.html
shopsite.com/purchase.html

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

ShopSite, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/shopsite

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "ShopSite: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/shopsite
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Know someone choosing between online store builders?

Send them this guide:
toolgpa.com/tools/shopsite/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after ShopSite, each with an Insider's Guide of its own.

Online Store Builders Insider's Guide

Every one of the 84 online store builders we grade, compared

Big Cartel Insider's Guide

Simple online store for artists, makers and independent sellers

2.8 GPA

Shopify Insider's Guide

Hosted commerce platform for online, in-person and social selling

2.8 GPA

BigCommerce Insider's Guide

Hosted ecommerce platform with plans set by yearly sales

2.6 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what ShopSite's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. ShopSite is a trademark of its owner, and this guide is not made, paid for or approved by ShopSite, Inc. Prices and plans change: check shopsite.com before you buy.