Businesses often choose between creating a standard website or an online store when building an online presence. Each serves different purposes and caters to unique business needs.

✓ The Website is A platform designed to inform visitors about a business's brand, products, or services. It primarily serves to provide information and build credibility rather than facilitate direct sales.

✓ The Online Store is A transactional platform specifically built for selling products or services online. It includes features like product listings, a shopping cart, and secure payment options to streamline the purchasing process.

The table below highlights the main differences between a website and an online store, helping you determine which platform best aligns with your goals.

Feature	Website	Online Store
Primary Purpose	Inform and showcase brand and services.	Sell products or services directly.
Content	Company info, blogs, service descriptions.	Product or service listing, descriptions, and prices.
Target Audience	General audience seeking information.	Customers looking to purchase a specific thing.
E-commerce Features	Limited to basic contact forms or inquiry options.	Includes shopping cart, checkout, payment options.
Design Focus	Content-driven layout.	Sales-focused layout with product or service pages.
Interactions	Contact forms, subscriptions.	Product selection, add to cart, checkout.
Cost & Maintenance	Generally lower setup and maintenance costs.	Typically, higher setup and maintenance costs.
Customer Relationship	Build awareness and showcase expertise.	Drive sales, enable repeat purchases.

+962 792005420
06 - 420 3167

Info@digitalcodedc.co.uk
Digitalcodedc.jo@gmail.com

277,301 Wasfi AT-Tal St
Khalda, Amman, Jordan

digitalcodedc.co.uk