

# Is It Free to Set Up an Online Store?

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Businesses, especially those who sell products, are looking to create online stores. However, there is a lot of confusion about whether or not it's free to set one up.

A lot of sellers are afraid to start an online store because they think it will cost them a fortune and be too complicated.

We want to clarify this for you so that if you ever have questions on how much something costs in your business, I can answer those with confidence!

To answer your question whether it is free or not.

## Yes! It Is Free



Contrary to what most people believe, it is free to set up an online store.

You don't need any particular skills or experience to do it. It's easier than many people might think.

Usually, when you set up your store the first time, it has basic features that enable you to manage your inventory and accept orders easily. This also applies when you customize your online store later on.

## Many Online Store Builders Can Be Signed up for Free

The fact is, online store builders do offer a free account. However, many offer a free trial period where you can test out their services before deciding to purchase.

In some cases, you may even get a discount on your monthly subscription fee if you sign up during a specific time frame, which we will explain below why is the case.

If your business has a need for an online store, you can start with the free plan. Online store builders have founded on the idea that it's best to have a service of this nature tailored to your specific needs without paying upfront as opposed to having a generic solution that caters to everyone.

This way, you'll be able to find if the particular online store builder is suitable for your needs and avoid wasting money on unnecessary features.

## Some Advanced Features Require You to Pay For a Subscription



Some features on the online store builder can only be accessed if the user pays for a subscription. Without these subscription plans, you will have limited options on what kind of store your online business can run.

Some online store builders are cheap to subscribe to, some are expensive, some are reliable to use, and some aren't. The most important thing is to find a platform that you like and use it for as long as possible before switching or adding in the extra features that require a subscription fee.

Certain advanced features are only available to paid subscribers, such as the ability to create a custom domain. If you're planning on selling products with your very own brand without involving the builder's default brand, then you should pay for a subscription.

As mentioned above, you can always try out the free version of the online store builder before signing up for a subscription. In addition, you can always upgrade at a later stage.

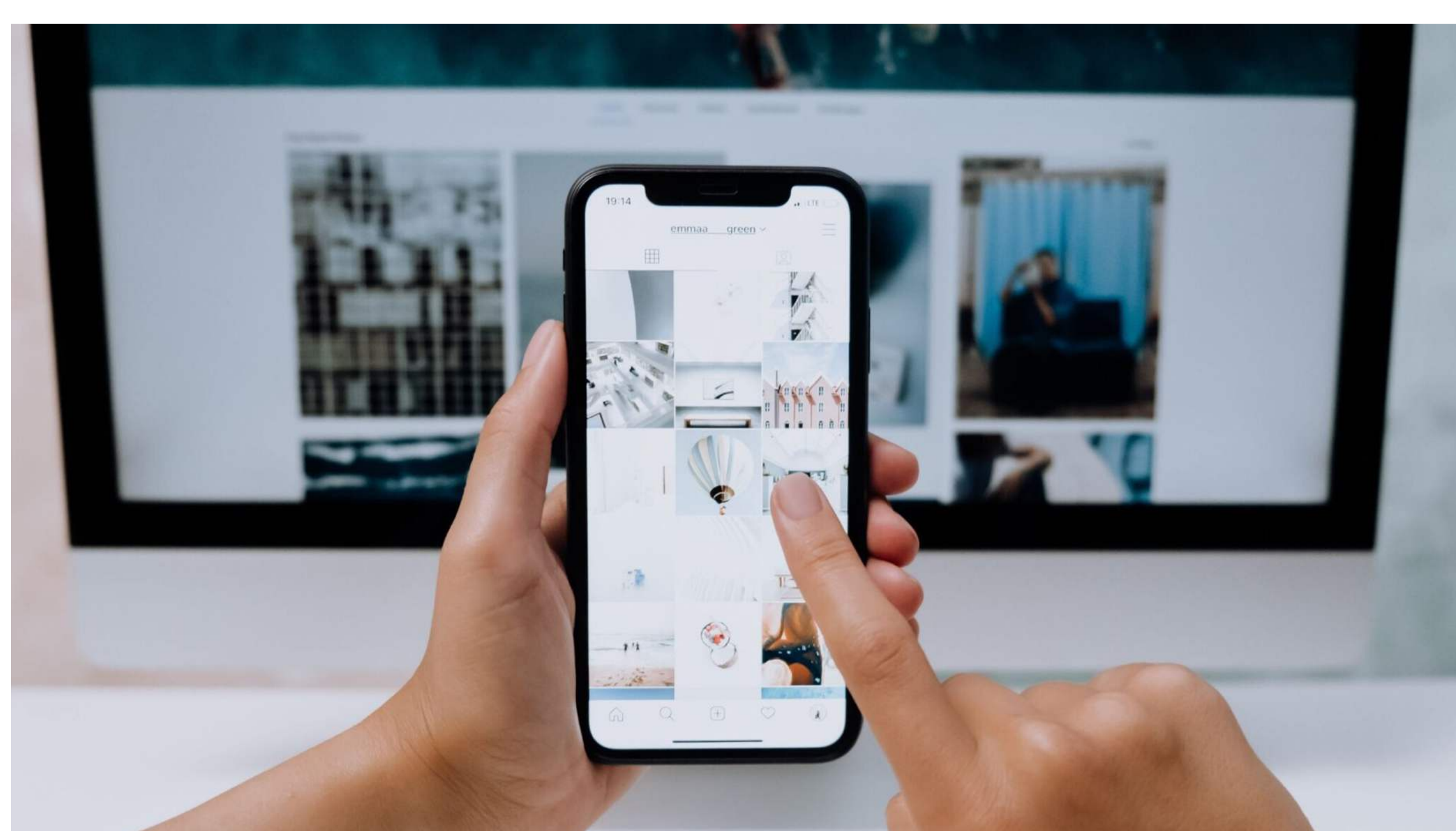
There is no hard and fixed rule saying that you must have a subscription plan to access more advanced features, though, in reality, it's pretty common. Some platforms allow users to upgrade their accounts whenever they feel like doing so.

However, you should know that upgrading to a higher level doesn't necessarily mean that you'll receive better support. The same goes for the other way around. For example, if you decide to upgrade to premium after using the free version, you won't automatically receive additional features.

It all depends on the online store provider. There are some providers who give priority to new customers while others prefer the highest-paid subscribers, for instance.

If you choose to go ahead and pay for a subscription plan, make sure you read through the fine print thoroughly. It's not uncommon for them to add hidden charges into the subscription plan.

## What if I Already Have a Website?



If you already have a website, then you may want to include your store as an additional page or put your online store link on your site. This way, you don't have to build another one from scratch, especially if you already have an online store on a separate site or platform.

You can also opt to integrate your online store with your existing website by creating a subdomain.

The main benefit of integrating your online store with your current website is that visitors will see both pages together. This means that you can sell items on one page and get feedback about them on another.

## How to Start an Online Store for Free?

Try Boutir now!

You don't need to put your payment details when signing up to your Boutir account.

Once you already have a Boutir account, you can start customizing your online store straight away. If you need to use certain advanced features, upgrade your Boutir plan anytime right through your smartphone.

Boutir is an e-store solution that lets big and small enterprises build their online store and connect it to their social media easily, all on mobile.

We don't take commissions, view our transparent [pricing plans](#).

or!

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Download Boutir now on the [App Store](#) or [Play Store](#).

Have more questions? Talk to our customer service by sending us an email at [info.my@boutir.com](mailto:info.my@boutir.com) , , .

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