

Cost & Time to Open

If you're on a tight budget or don't want to invest in a custom-built store, pre-made themes are a low-cost alternative.

Purchasing a pre-made theme can speed up your time to open, but will still require a developer to make modifications to meet your needs.

The average cost of a theme plus modifications is \$5,000.00 - \$10,000.00 (not including migrating data from an old store, or any custom features or functionality).

Time to open can range from 1-3 months depending on the level of modifications needed.

Programming Standards

The BigCommerce Theme Marketplace features free and premium themes built by BigCommerce as well as 3rd party developers.

While all themes are built off BigCommerce's Stencil Theme Platform, not all 3rd party developers follow the same programming standards and best practices.

3rd party pre-designed themes which were built months or years ago may require a developer to clean up existing code or spend time diagnosing and improving performance issues.

Future Updates

BigCommerce developed themes are updated when needed, however, the same can't be said for themes built by 3rd parties.

If choosing a pre-designed theme built by a 3rd party developer, it is best to check with them to determine if and how they handle any necessary updates to their theme once purchased.

Additionally, if you had any custom functionality added to a 3rd party theme, that functionality may break or be rendered inoperable after a theme update.

Core Web Values

Not all pre-designed themes are optimized for Core Web Values which could have a significant impact on your store's organic ranking.

In order for many pre-designed themes to receive passing CWV scores, additional programming may be required by a developer.

ADA Compliance

Pre-designed themes generally do not include any features designed to aid in ADA compliance.



Cost & Time to Open

A store built off of BigCommerce's Cornerstone framework offers the store owner a 100% custom-built store with a unique look and feel as well as custom functionality.

Like any custom-built store, costs and time to open can vary depending on the design and feature complexity.

The average cost of a Cornerstone-built store is \$15,000 - \$25,000 (not including migrating data from an old store).

Time to open can range from 3-9 months.



Programming Standards

The Cornerstone framework is built by BigCommerce using the most up-to-date programming standards and also includes additional functionality not available in other themes such as ADA compliance features.

Building your store from scratch using Cornerstone ensures your site meets or exceeds current programming standards and best practices.



Future Updates

Cornerstone is a key piece of the BigCommerce ecosystem, therefore it's continually updated with performance improvements, new features and is fully supported by their technical support department.

When updates are made to Cornerstone, generally little or no updates are needed to be made to any custom functionality built for your store.



Core Web Values

Cornerstone is lightweight, responsive, and built for speed - key areas Google focuses on for giving websites passing Core Web Values scores.

If you're concerned about CWV, building your store on Cornerstone is highly recommended.



ADA Compliance

Cornerstone (versions 5.2 and higher), is WCAG 2.1 Level A compliant in the following key areas: keyboard accessibility, timing, navigation, input modals, and readability.