E-Commerce CMS Introduction

WordPress • PrestaShop • Magento • CMS Choice

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 5: Hosting, Domain, and Domain Name

Web Hosting

Hosting stores your site on a server 24/7 — shared, VPS, dedicated, and cloud options available

Hosting Types

Shared ($3-10/mo) for starters, VPS ($20-80/mo) for growth, cloud for scaling on demand

Domains and DNS

Domain names are your online address; DNS translates them to IPs; SSL secures connections

Morocco Hosting

Local hosts from 50 MAD/mo, .ma domains via ANRT at 200 MAD/year, free SSL available

Session Objectives

01 Understand the concept of CMS and its importance in e-commerce website creation

02 Discover the main CMS platforms: WordPress, PrestaShop, and Magento

03 Identify key functionalities of an e-commerce CMS: catalog, cart, checkout, and admin

04 Compare the advantages and disadvantages of different content management solutions

05 Choose a CMS suitable for a specific e-commerce project based on needs and resources

Agenda: What Is a CMS → CMS Platforms → Comparison & Features → Morocco Focus → Choosing a CMS

What Is a CMS?

A Content Management System (CMS) lets you create, manage, and modify website content without writing code — it is the engine that powers modern e-commerce websites.

Content Creation

Add products, pages, blog posts, and media through a visual editor — no programming required

Design & Themes

Choose from thousands of templates to change your store's look — customize colors, fonts, layouts

Extensions & Plugins

Add features with plugins: payments, shipping, SEO, analytics, email marketing, and security

Evolution of CMS Platforms

1990s	**2000s**	**2005–10**	**2010–15**	**2020+**

Static HTML (1990s): websites built by hand, every page coded individually by developers

WordPress launches (2003): blogging platform that democratizes website creation for everyone

E-commerce CMS era (2007-2010): PrestaShop, Magento, and WooCommerce bring online stores to SMEs

SaaS platforms (2012+): Shopify and Wix offer hosted CMS — no installation or server needed

Headless CMS (2020+): decoupled front-end and back-end enable omnichannel commerce experiences

WordPress powers 43% of all websites worldwide — and with WooCommerce, it dominates e-commerce too

CMS by the Numbers

43%
of All Websites
Use WordPress

12%
of E-Commerce Sites
Use PrestaShop

59K+
Plugins Available
for WordPress

250K+
Active PrestaShop
Stores Worldwide

Major CMS Platforms

**WordPress /
+ WooCommerce**

**PrestaShop /
Open-Source**

**CMS
Platforms**

**Magento /
Enterprise**

**Shopify /
SaaS Hosted**

Each CMS has strengths and trade-offs — choose based on technical skills, budget, and store size

WordPress + WooCommerce

What Is WordPress

Free open-source CMS powering 43% of all websites — add WooCommerce plugin for e-commerce

Strengths

Massive plugin ecosystem (59K+), huge community, free to use, infinite customization

Limitations

Requires self-hosting and maintenance, plugin conflicts possible, security your responsibility

Best For

Small to medium stores, blogs with e-commerce, budget-conscious beginners, customization needs

WordPress in Morocco

- 30%+ of Moroccan online stores use WooCommerce — the most popular CMS choice in Morocco

- Thousands of Moroccan agencies offer WordPress development from 3,000 MAD

- Works with local hosts like Genious and ADK Media, supports French and Arabic

- Free themes (Astra, Storefront) and plugins make it the most affordable e-commerce solution

- Argan oil cooperatives and artisan brands in Agadir run WooCommerce stores successfully

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PrestaShop

What Is PrestaShop

Free open-source e-commerce CMS built specifically for online stores — not a general-purpose CMS

Strengths

E-commerce focused from day one — product management, multi-currency, and tax rules built in

Limitations

Smaller community than WordPress, premium modules can be expensive, requires hosting knowledge

PrestaShop in Morocco

Very popular in Morocco and France • Strong French-speaking community and documentation • Many Moroccan agencies specialize in PrestaShop • Supports MAD, COD, and CMI natively

Magento (Adobe Commerce)

What Is Magento

Enterprise-grade open-source e-commerce platform — built for large catalogs and high traffic

Strengths

Handles 100K+ SKUs, multi-store management, advanced B2B features, and complex pricing rules

Limitations

Expensive to develop and maintain, requires dedicated servers, needs experienced developers

Best For

Large enterprises, B2B commerce, multi-brand retailers, and businesses needing maximum control

Key Insight: Magento is overkill for most Moroccan SMEs. Start with WordPress/WooCommerce or PrestaShop — move to Magento only if you need 10K+ products or complex B2B workflows.

Key CMS Features for E-Commerce

Product Catalog
Add products with images, descriptions, prices, variants, and categories — the core of any store

Shopping Cart
Customers add items, adjust quantities, apply coupons, and proceed to checkout seamlessly

Payment Integration
Connect payment gateways: credit cards via CMI, PayPal, cash on delivery for Morocco

Order Management
Track orders from placement to delivery, manage returns, generate invoices, and email updates

SEO Tools
Meta tags, clean URLs, sitemaps, and structured data — essential for Google visibility

Analytics Dashboard
Built-in or plugin-based analytics showing sales, visitors, conversion rates, and top products

CMS Head-to-Head Comparison

Cost
WordPress: free + hosting; PrestaShop: free + hosting; Magento: free/paid + dedicated hosting

Ease of Use
WordPress: easy with plugins; PrestaShop: moderate, e-commerce focused; Magento: complex

Scalability
WordPress: good for SMEs; PrestaShop: good for medium; Magento: excellent for enterprise

Customization
WordPress: unlimited via plugins; PrestaShop: strong via modules; Magento: maximum flexibility

Morocco Adoption
WordPress leads for new stores, PrestaShop is strong among French-speaking Moroccan agencies

Selection Rule
Choose CMS based on: technical skills, budget, product count, and long-term growth plans

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CMS vs. SaaS Comparison

Open-Source CMS
WordPress, PrestaShop, Magento — you install on your own hosting; full control over code and data

SaaS Platforms
Shopify, Wix, Squarespace — hosted for you; no installation, but limited customization and fees

Hybrid Approach
Start with SaaS for speed, migrate to open-source CMS when you need more control and features

Headless CMS
Decoupled architecture: CMS manages content, separate front-end delivers it — for advanced teams

Morocco: most stores start with open-source CMS on shared hosting — lowest cost, maximum control

CMS Selection — Key Trade-offs

BENEFITS	CHALLENGES
✔ WordPress + WooCommerce: most flexible and affordable — 43% of all websites use WordPress	✘ WordPress: plugin conflicts and security vulnerabilities require regular maintenance
✔ PrestaShop: purpose-built for e-commerce — strong in French-speaking markets including Morocco	✘ PrestaShop: premium modules can be expensive, adding up to hundreds of euros per year
✔ Open-source CMS means you own 100% of your code and data — no vendor lock-in ever	✘ Magento: requires dedicated hosting and experienced developers — expensive for SMEs
✔ 59,000+ WordPress plugins add any feature imaginable — from SEO to multilingual support	✘ Open-source CMS requires self-managed hosting, updates, security patches, and backups
✔ All three major CMS platforms support French and Arabic for the Moroccan market	✘ Migrating between CMS platforms is complex — choose carefully from the start
✔ CMS platforms handle the complexity of e-commerce: cart, checkout, inventory, and orders	✘ CMS updates can break themes and plugins — always test updates on a staging site first
✔ Active communities mean free support, tutorials, and documentation in multiple languages	✘ SaaS platforms (Shopify) are easier but limit control and charge transaction fees

CMS Adoption in Morocco

43%

of Websites
Use WordPress

250K+

Active PrestaShop
Stores Worldwide

30%+

Moroccan Stores
Use WooCommerce

CMS Landscape

- WordPress + WooCommerce is the #1 CMS choice for new Moroccan online stores
- PrestaShop is very popular among established Moroccan e-commerce agencies
- Magento is used by larger Moroccan brands with enterprise budgets and dev teams
- Moroccan agencies in Casablanca, Rabat, and Agadir offer CMS setup from 3,000 MAD
- Morocco Digital 2030 promotes SME digitization — CMS platforms are the most accessible path

How to Choose the Right CMS

Assess Your Skills

No coding? Start with WordPress + WooCommerce or Shopify; technical? Consider PrestaShop

Define Your Budget

Free CMS + 50 MAD/mo hosting for starters; plan for premium plugins and themes as you grow

Count Your Products

Under 1K products: WordPress or PrestaShop; 1K-10K: PrestaShop or Magento; 10K+: Magento

Plan for Growth

Choose a CMS that scales with you — migrating later is painful and expensive

CMS Success Stories

WordPress + WooCommerce

Powers 6.3M+ online stores worldwide — from solo artisans to established brands like Singer

PrestaShop

250K+ active stores, especially strong in France and French-speaking markets including Morocco

Magento (Adobe Commerce)

Powers major brands like Coca-Cola, Nike, and Ford — built for enterprise-scale e-commerce

Moroccan CMS Adoption

Local artisans use WooCommerce, fashion brands prefer PrestaShop, export companies explore Shopify

Key Takeaways

1 A CMS is the engine of your online store — it manages products, orders, payments, and content

2 WordPress (43% of web) + WooCommerce is the most popular and affordable CMS for e-commerce

3 PrestaShop is purpose-built for e-commerce and very popular in French-speaking Morocco

4 Magento is for enterprise — most Moroccan SMEs should start with WordPress or PrestaShop

5 Choose your CMS based on skills, budget, product count, and growth plans — migrating later is costly

Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*
Author: Pelet, Jean-Eric | Publisher: Dunod (2018)
Pages: 91 to 106
Access: http://international.scholarvox.com

Coming Up — Session 8

WordPress and the Plugin Ecosystem — After the midterm exam (Session 7), we will dive deep into WordPress architecture, themes, and essential plugins for building a merchant site.

Thank you | Questions? | See you next session!