

IN-DEPTH GUIDE

GROWTH AND VISIBILITY

How to sell online in Quebec | GXN

WooCommerce, Shopify or customized. Quebec taxes, the abandonment of baskets, and everything you need to know to build an online shop that really sells.



GXN

Senior expertise · Digital governance

Quebec First

Quebec business context

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GROWTH AND VISIBILITY

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TL;DR

The answer in one minute

The success of an online store depends more on its invisible plumbing than on its visual appearance. Reliable payments, correctly calculated taxes, transparent shipping, and synchronized inventory make the difference between a profitable store and one that is exhausting to operate. The choice between WooCommerce, Shopify and custom depends on your actual situation, not a general preference for one platform over another.

01 · BACKGROUND GUIDE

Design attracts attention, plumbing makes the margin

A magnificent shop visually but whose taxes are poorly calculated, whose inventory never matches reality, or whose payment fails once in ten, will lose money despite its neat appearance. The least visible sites are often those that determine actual profitability.

02 · BACKGROUND GUIDE

Choosing between WooCommerce, Shopify and custom

A simple catalog, a need to leave quickly, few specific rules to manage. Shopify is generally good, quick to set up and requires little continuous maintenance.

An already existing WordPress site, a medium-sized catalog, a need for editorial flexibility. WooCommerce naturally fits into the existing and offers great customization.

Complex pricing rules, business-to-business customer accounts, deep integrations with other systems. Customized becomes relevant when standard platforms force costly contortions to achieve the desired result.

A high volume combined with processes very specific to your sector. A case-by-case analysis is required, with the right response depending on your actual margins and existing systems.

DECISION CARD

The four angles to keep together

01	Design attracts attention, plumbing makes the margin
02	Choosing between WooCommerce, Shopify and custom
03	Quebec and Canadian taxes, an issue not to be neglected
04	Cart abandonment, honestly analyzed

GUIDE READING GRID		
Angle	Dimension to examine	Use in the decision
01	Design attracts attention, plumbing makes the margin	Setting the Context
02	Choosing between WooCommerce, Shopify and custom	Identify dependencies

Angle	Dimension to examine	Use in the decision
03	Quebec and Canadian taxes, an issue not to be neglected	Compare options
04	Cart abandonment, honestly analyzed	Preparing for the next step

03 · BACKGROUND GUIDE

Quebec and Canadian taxes, an issue not to be neglected

The correct calculation of GST and QST depending on the customer's destination represents one of the most often botched projects in online stores. An incorrect configuration can appear to work for a long time without anyone noticing, until an accounting audit reveals significant discrepancies accumulated over several months.

INTERACTIVE TOOL

Set your decision

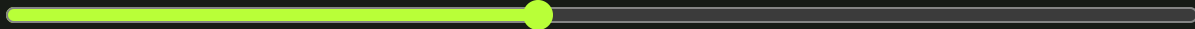
Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

- 01 **Design attracts attention, plumbing makes the margin**
- 02 **Choosing between WooCommerce, Shopify and custom**
- 03 **Quebec and Canadian taxes, an issue not to be neglected**
- 04 **Cart abandonment, honestly analyzed**

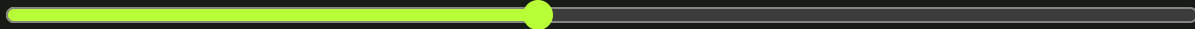
Urgent decision

5



Current control level

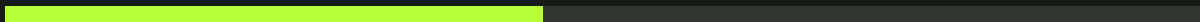
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



45 / 100

Cart abandonment, honestly analyzed

Shipping costs revealed only at the very last step remain the most common cause of abandonment. Displaying these costs on the product sheet or when adding to the basket solves a large part of the problem. The mandatory creation of an account before being able to purchase scares away a significant proportion of buyers in a hurry. Allowing purchasing without creating an account eliminates this friction. A payment process that is too long, with too many fields to fill out, particularly discourages mobile shoppers. Reducing fields to what is strictly necessary measurably improves results.

Part of the cart abandonment will always remain normal, it simply corresponds to a shopping behavior without intent to purchase immediately. The realistic goal is to recover the preventable portion, not to achieve a zero abandonment that does not exist anywhere.

05 · BACKGROUND GUIDE

Integration with your other systems

A shop that operates in a closed vacuum, disconnected from your real inventory and accounting, generates manual double entry and costly errors. Synchronizing inventory to avoid oversales, connecting orders to accounting to eliminate rescission, and automating shipping rules represent an investment that usually reimburses itself fairly quickly for a significant sales volume.

What I see on the ground

Stores that fail rarely do so because of design. They fail because taxes are incorrect, the inventory shown lies about actual availability, or payment fails too often without a clear explanation to the customer. Fixing this basic plumbing usually solves the majority of profitability problems, well before thinking about refinishing the visual appearance.

When this guide does not apply

If you sell a very limited number of products without significant growth intent, a very simple and economical solution may be sufficient, without requiring the full analysis presented in this guide.

Frequently asked questions

01 **Which platform should I choose for my business.**

The answer depends on your specific situation, see the decision framework earlier in this guide.

02 **Do you manage Quebec and Canadian taxes correctly?**

03 **We can take over an already existing shop built by someone else.**

04 **What gains in cart abandonment are realistic to hope for.**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.



ABOUT THE PUBLISHER

GXN

Senior expertise directly accessible, supported by specialists when the project requires it.

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NEXT STEP

Describe your catalog and current pain points with your store.

The free evaluation will tell you which platform really serves your business.

No call required. No sales sequence.