.:: Advantages Of Magento

1. Magento is the most popular shopping cart software nowadays. In fact, it tops other shopping cart software as the most often searched shopping cart solution.

2. Its growing popularity is a result of the positive impressions that users have for its features. It has, among others, a wide array of options. It is because of these options that Magento was able to topple down thousands of its competition.

3. Included in these options is the **layered one page checkout**. Through the use of dropdown menus, people who are viewing the site do not have to go to one page to another. This saves them a lot of time which eventually helps in sustaining their interests.

4. Magento shopping carts also make it possible for viewers to **compare products** with each other. What it does it allows customers to choose products in the online store and, once they have chosen, they could compare the chosen product with another product that the user is also interested to buy.

5. Another thing that Magento allows the users to do is users could **write their own reviews** on their purchased products. These reviews would be made available for everybody to see. Thus, the next time people view the product, the reviews posted will help them arrive at a decision on what they would want to purchase.

6. The Magento software solution makes shopping much, much easier. It allows customers to send the products that they have purchased to **many shipping addresses in one transaction**.

7. **Currency and language change** is also possible, thus non-speakers of your language and those who are using a different money denomination would still be abale to shop.

8.   **Flexible tax structure** as per different countries

9. Administrator can simultaneously manage **more than one website and e-shops**

10**.** Inbuilt **SEO feature. One click upgrades. Scalability for future** enhancements.

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