Top 10 Benefits of Using Magento eCommerce

What is an E-Commerce

Platform?

eCommerce platform is a software application. It can be described best as a complete online store application which helps to develop an e-commerce website. It includes navigation, search, shopping cart, user accounts and ordering capabilities.
ORDER NOW

Choosing an eCommerce platform is one of the vital decisions that an entrepreneur needs to take while running an online business. Among the vast pool of e-Commerce platforms available, Magento has gained immense popularity owing to its unique features. It is one of the most widely used eCommerce platforms.

Magento™

Open Source eCommerce

Magento is a powerful and feature-rich eCommerce software platform built on open-source technology.

An innovative creation of Varien Inc., an US based company, this open-source platform offers entrepreneurs good control and flexibility over the look, content and functionality of their online store.

Magento - the ultimate eCommerce solution

Delve into the most cherished benefits of this popular eCommerce platform.

[CMS]

Magento™
Open Source eCommerce

High-end Content Management

The user-friendly content management interface WYSIWYG (what you see is what you get) is an easy way to create and format content. It is a convenient way to add content to content pages, products and categories.

Magento Extensions

Offers More Than Thousand Extensions

Magento platform offers over thousand extensions that can be integrated into an eCommerce website. Check out some of the popular extensions below:

Mobile-friendly Configuration

Magento offers responsive themes to businesses. Shopping carts developed using the software is responsive and they can be viewed seamlessly on tablets, smartphones and other mobile devices. So online shoppers can access Magento store from anywhere and any-time.

Spacious and Powerful

This open source platform is very powerful and it can support up to 500,000 products on one site. On top of that it can manage around 80,000 orders each day. However to offer optimum performance, Magento has special hosting requirement. So, a business owner should be prepared to afford the extra hosting expenses to ensure optimal load speed and performance.

Advanced Search Engine Optimization

SEO- Friendly

Magento has been designed with SEO efficiency to offer products a better chance to appear on popular search engines like Google, Bing and beyond. People having SEO expertise can take help of advanced SEO options of Magento to optimize their site ranks on search engine results.

Easy third-part Integrations

Magento will help you to enrich your Ecommerce experience by connecting you with Ebay, Paypal, GoogleShopping, Mail Chimp, QuickBooks and more.

Magento and Google Analytics

Google Analytics

Business owners can easily integrate Magento into Google Analytics account. This helps in analyzing customer behavior visiting the website. And accordingly the business owner can adopt adequate measures to yield better results.

HASSLE-FREE TASK MANAGEMENT

A MAGENTO STORE FACILITATES BETTER COMMUNICATION AND CUSTOMER SUPPORT POSSIBILITIES. OPTIMAL CUSTOMER FULFILLMENT IS ASSURED WITH MULTIPLE LANGUAGE CHOICES, CURRENCY CONVERSION AND ACCOUNT PRODUCTION.

MERCHANTS ALSO FIND THE FOLLOWING TASKS A LOT EASIER:

ADDING PRODUCT IMAGES

PRODUCING BROCHURES

INVENTORY MANAGEMENT

ADVERTISING & PROMOTION MANAGEMENT

ORDER & DELIVERY MANAGEMENT

PAYMENT SCHEME MANAGEMENT

COST EFFECTIVE

Many prominent eCommerce businesses use custom Magento themes to make their e-store more effective and user-friendly. However, it is a good option for startup businesses as well. It is because there are hundreds of default Magento themes available to choose from which are great to develop a cost-effective online store.

AROUND 240,000 BUSINESSES USED MAGENTO TO BUILD THEIR ONLINE STORES AND THE NUMBER IS GROWING STEADILY OVER TIME.

SOME OF THE RENOWNED BRANDS USING MAGENTO TO BUILD THEIR ONLINE STORES

REFER TO THIS SITE IF YOU NEED MORE BRANDS

http://magento.com/customers/customer-showcase

Magento™

Open Source eCommerce

Want to build an e-commerce website?

Take help of our certified and talented
Magento developers and grow your business.