



Article published on January 12th 2012 | [E-Commerce](#)

An ecommerce solution can function 24 hours a day for your business, working like a never-sleeping sales department to bring in significant profit while you sleep. Imagine waking up to find that youâ€™d made hundreds of pounds overnight without so much as lifting a finger. Thatâ€™s what ecommerce websites can do for you. There are plenty of different ways of doing it, though, so which one is right for you?

First thing to look at is how much involvement you want in the day to day running of the business end of your ecommerce solution. Do you want to take control of every single payment or do you want a recognised entity like PayPal to take care of it for you?

Remember â€“ credit card fraud and identity theft is a common occurrence no matter how secure things seem to be. When you use PayPal or something similar (like Google Checkout, for example) in your ecommerce websites, the buck does not rest with you should something go wrong. The problem is rectified by the organisation in question, which has a huge machine in place for dealing with just such an unfortunate occurrence.

You need to work out how much involvement you want to have with the back end of your ecommerce solution as well. If you choose to have a full ecommerce site developed on a Magento platform, for example (Magento is an open source CMS like WordPress, but designed specifically for business purposes), you will have access to a huge range of analytic and reporting tools, which help you to tweak existing ecommerce campaigns and develop new ones.

All ecommerce websites have a simple goal in mind: to sell products to customers. Simply building a store front and tacking PayPal functionality onto an existing website is not enough, though. A proper ecommerce solution will encapsulate the best way of getting your products and services to the most people with the least amount of effort.

Among other things that mean ensuring that your company database is talking properly to your CMS. And that means making sure that your database is clean. If your staff has been entering the wrong information in the wrong fields, your ecommerce websites wonâ€™t work. Strongly recommended, before you go live with an ecommerce solution, is a thorough overhaul not only of the database you use to keep track of your stock and prices â€“ but of the working practices of the departments responsible for populating its fields.

Ecommerce websites are pretty much de rigeur for any business worth its salt in the 21st century. If you sell stuff, you need to be selling it online. Every year more people buy online and fewer people buy in shops. To keep abreast of the potential you have to have the right tools in place â€“ and that means an ecommerce solution that works well for you.

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Article Keywords:
Ecommerce Solution

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