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How Magento Enables eCommerce Businesses to Create an Efficient Website

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In eCommerce, the style and look of your website greatly matter. This means aspects like product search, payment, and processing must meet the requirements of your customers. eCommerce businesses need proper guidance in creating their business vision through executing the platform required to create the online experience you want your customers to have.

While some consumers are now turning away from the conventional way of shopping, eCommerce businesses only need an optimum kind of web presence that is efficient to attract, gain, and keep customers. A software helps companies achieve this goal through delivering outstanding solutions that are customized to meet specific business requirements.

An effective eCommerce solution for your business doesnâ€™t have to cost much, and it must offer the best phasing approach that will help you balance cost, time, and business value. Global Demand Chain consulting and technology companies offer services that can assist you in planning and executing your eCommerce business. They help determine how companies need to proceed in their eCommerce implementation and solicit inputs from change agents in their own companies.

Magento is an eCommerce solution that offers merchants complete flexibility and control over the look, content, and functionality of their online store. This software has a feature-rich and intuitive administrative interface that contains powerful marketing, merchandising, and content management tools. This gives merchants the advantage of creating sites that perfectly suit their business needs. Magento is also entirely scalable and supported by an extensive and sustainable network.

Magento development services offer the expertise needed in the execution of this eCommerce software. This includes installation, store customization and optimization, and theme design and customization. Other development services include search engine optimization, creation of extensions and plug-ins, eCommerce store maintenance, and online store promotion and branding.

Magento training for company employees is also available, helping you maximize your investment on this software. They offer online video training for your convenience and even instructor-led training courses that include modules like eCommerce with Magento, Core Principles for Theming in Magento, and Fundamentals of Magento Development. After the training, developers can validate their skills and expertise through a Magento Developer Certification. The certification is earned after passing the Magento Certified Developer Exams.

Magento offers businesses an eCommerce platform for growth through increased control and increased return on investment. Magento development services also include a Magento upgrade or downgrade. If you would like to read up some more on Magento, visit: magentocommerce.com/product/features, magentocommerce.com/blog and magentocommerce.com/blog/comments/2-1-2012-celebrating-success-and-looking-forward.

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