Rich Features Offered by Magento for Web Development by Alex Franklin

Article published on May 22nd 2012 | Software

Magento is an open source web application with rich features and enterprise class platform. Magento has served more than 110,000 merchants worldwide with its e-commerce platform offering them with several benefits including high flexibility and control over user experience, online catalogs, content and functionality for their online store.

Here are few features that Magento web development offers.

a) Web Analytic and Reporting â€“ Magento features with a reporting suite which generates store performance report including sales report, tax report, low stock report, abandoned shopping cart report and much more. In addition to this, Magento is also integrated with Google Analytics that allows further insight into the storeâ€™s performance such as best viewed products, best purchased products, product search report and much more.

b) Catalog Browsing â€“ featuring layered navigation, reviews and ratings, product comparison, recently viewed products, and much more that helps the customer to get easily get the right product for them.

c) Checkout â€“featuring one page checkout, member / guest checkout, tax and shipping estimates on shopping carts, integration with various payment gateways and payment options with SSL security and more.

d) Customer Account â€“ featuring account dashboard for overview, default billing & shipping address, order status, order history, recently ordered products, and so on.

e) Order Management â€“ featuring admin panel that can create, view, edit and fulfill orders, print invoice, email notifications of order, etc.

f) Website Management â€“ features multiple websites and stores control from single administration panel, multi language, manage various currencies, upgrades, CMS for informative page and much more.

g) Marketing Tools & Promotions â€“ features flexible pricing rules, catalog promotional pricing, landing page tool, free shipping option, polls, auto generated site map and more.

h) Search Engine Optimization â€“ offers auto generated site map, auto generated popular search terms, 100% search engine friendly, Google site map, etc.

i) Shipping â€“ featuring on-site order tracking, flat rate shipping per item / order, free shipping, various table rates, integration for real time shipping rates form FedEx, UPS, and more.

j) Payment - features integration with Amazon Payment, integration with various PayPal gateways, integration with Authorize.net and Google Checkout, accept cheques / money / purchase orders, and much more.

k) Product Browsing â€“ features product image zoom in facility, multiple image per product, product reviews, product option selection, related products, wish-list, and so on.

Apart from the above features, Magento has to offer more. Nowadays, people buy a lot of stuff from

an online store. Hence, a secure, reliable and easy to use e-commerce website is needed. Magentoâ€™s web development is the all-in-one solution for your e-commerce website. Explore the new possibilities with Magento today, and prosper your business.

Article Source:
http://www.articleside.com/software-articles/rich-features-offered-by-magento-for-web-development.htm - Article Side

Alex Franklin - About Author:
At Webstralia, We have expertise in a magento web development in Australia. Get magento development from our magento developer Sydney Australia. Our expertise in magento development along with our skilled magento developers enables us to provide state-of-the-art solutions in Magento ecommerce development. For more information visit us at a http://www.webstralia.com/

Article Keywords:
magento development, magento web development, magento web developer, magento developer, magento developer Sydney, magento developer Australia

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!