Convert PSD to Magento for Perfect Online Store Management

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Ecommerce stores have turned into major revenue sources for many businesses. It is a convenient and cost effective way of selling products and services to a large customer base. Magento is the most preferred platform for developers as this has been created to cater to the ecommerce industry. Developers employ PSD to Magento technique to create attractive ecommerce stores. They convert PSD to Magento to create absolutely unique stores which immediately catch the eyes of the customers.

Managing such stores becomes easy as you only need to make use of the web based interface to make changes in the website. You won't need to touch the codes which explain their popularity among thousands of businesses who run Magento powered online stores. Let us see what else makes PSD to Magento conversion perfect for online store management.

Magento being an open source content management system provides you access to the source code. This literally means that you can tweak it to get a highly customized website. Thus in a PSD to HTML/Magento website you not only get distinctive look but also get distinctive functionality tuned to the needs of your business.

This technique allows you to add functionality to your store as and when need arises. This ensures your website will always adhere to the latest trends and protocols in the ecommerce development industry. You can also make use of third-party plugins to add to a website's functionality in a matter of minutes.

PSD to Magento helps in offering promotional offers and discounts to the customer easily. You can set custom prices and discounts for each product in the Magento admin. This increases the conversion rate of your online store substantially and allows you to gain the edge over your rivals.

When you convert PSD to HTML/Magento you get clean semantic coding which attracts search engine crawlers easily. Apart from this you can also customize the description, title and keywords of each and every page. This helps in ranking high on the search engine results page which increases your store's sales and revenue.

These websites are high on the security factor as hand coding does away with many loopholes that software generated code leave behind. A template based website will easily fall victim to viruses and other threats denting the brand value of your online store. Custom coding ensures complete security of your customers' financial data.

When you convert PSD to Magento you can customize the graphical elements of your website such as images, multimedia elements etc. You can use multiple images for a product taken from different angles which help customers make an educated choice before ordering for products.

PSD to Magento conversion is no cakewalk and requires developers to have sound knowledge of both Photoshop and the content management system. Thus you need to do a comprehensive background check on the developers whom you outsource your project to. This job needs to be flawlessly executed to increase sales and revenue of your online store.

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