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Magento Ecommerce solution: Why is it so popular?

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Magento is powerful open source ecommerce publishing platform. The reason for its popularity lies in the fact that other than being an open source platform, it offers its users highly feature rich ecommerce stores. The key attributes of Magento development, which has made it so popular are discussed below:

1. Multiple images for each product - When one go on looking for an ecommerce solution to develop a business related website, one basic feature that some one looks for is the number of images it permits per product. How the ecommerce publishing platform handles the images plays an important role. Magento Development offers the benefits of multiple images per single product. What this means is that you can display various images for a single product. And that is not all, Magento development also provides you with the benefit of zoom in viewing. This way, any user visiting your online store will be able to have a zoom in view of different products of your web store.

2. Flexible payment and shipment options - Payment and shipment options are a must in any online store. With the help of Magento ecommerce website development, you ascertain your self multiple payment and shipment options. Magento offers its users various payment options and integration of various other payment gateways into the ecommerce portal is a cinch. Besides, you also gain from the flexible shipment options. With the flexible shipment orders what we really mean is that you can ship to multiple addresses in a single shipment, and also you can opt for multiple shipments for a single order.

3. Mobile commerce - looking out for a way to turn the users browsing the internet through their web enabled mobile phones, smart phones, and iPhones, tabs etc. into your customers? You have a way out with Magento development. When you hire Magento developers for developing an online store, they can easily transform it to work adequately on the mobile platform. You can also suggest the availability of the mobile ecommerce on your website, so that users accessing your website from mobile phones and smart phones etc. can easily choose a mobile compatible version of the same. The mobile web browsing is only set to increase and grow with time, and hence it is high time you got a platform compatible with the mobile web browsing.

4. Search engine optimization of the online store - Magento Development ensures the search engine optimization of the online store. It allows you to rewrite the URLs of the product pages. The performance of the product pages matters a lot in the ecommerce portal and you ascertain your self a wide exposure to user groups, if you optimize the performance of your product pages. Also by offering Meta tag description and a lot more, Magento Development ensures the search engine optimization of your online store.

These are the few key attributes of Magento development that has made it so popular in the user groups. If you are looking out to gain from the potent ecommerce website development tool that Magento is, the best option would be to hire a professional Magento Developer for the same. The services of these Magento developers are available at really cost effective rates and you gain from their wide spread exposure and understanding of the nature and functioning of the ecommerce market.

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PixelCrayons offers best a ecommerce website development & designing services, online shopping cart development, a Magento development & designing services and other ecommerce software services.

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