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Web development refers to the process of developing a website for an organisation or an enterprise, whether be it for internet or intranet. A website, may it be e-commerce, corporate or social networking site, plays very important role for any business as it broadens the reach of the company as well as conveys the intended information to the potential web viewers. Web development, especially in UK is done with several Microsoft and Open Source technologies, which includes .net, asp.net, PHP, Joomla, Drupal, Magento, etc. Each technology has certain advantages over one another. In this article, we will look at the advantages of web development with Magento.

Magento is an open source, cross platform web application that is used to develop e-commerce websites. Written in PHP, it is based on Zend framework and offers several rich and enterprise class features. Ever since its launch in 2008, it is serving more than 100,000 merchants worldwide with its ecommerce platform. Several web developers in UK offers Magento for e-commerce development as it delivers great flexibility and control over online catalogues, user experience, contents and other functionalities to the merchants. Some of the advantages of that Magento are:

A. Open Source CMS platform “ as mentioned earlier, Magento is open source software that is available to all the web developers to download freely. This means that for your online shopping portal or e-commerce website, you are not required to pay any license fee.

B. Search Engine Friendly “ SEO or search engine optimisation is the key factor in today’s market for any business. Search engine friendly websites can help your business found in various search engines such as Google, Bing, Yahoo, etc. Magento has a built-in SEO feature that allows the web developers to create Meta tags and other special titles for each page of the website.

C. Currency Update “ if you are targeting global markets, then frequent currency changes can really affect your business. However, Magento has feature that can provide live currency updates enabling you to do hassle free online business.

D. Easy Functionality “ if you are running more than 1 online store, then Magento is the right platform for you. With Magento, you can simultaneously manage 20 stores from a single administrator panel. This enables taking orders from numerous clients comparatively easy.

E. Status of your online store “ Magento offers wide range of analytic and reporting tools such as sales report, tax report, low stock report, integrated Google analytics and much more that can give you the current position of your online store.

Apart from these, there are several other benefits that can be avail with the web development via Magento. Magento has all the capability and features that are required by web developers to create an ideal e-commerce website.

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[Amory Bert](#) - About Author:

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