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The market is flooded with various ecommerce platforms, out of which one must be chosen. There is always one such platform that outshines the rest. You need to find that one from the lot. If you are keen to set up an ecommerce website for your business, then Magento development is a great platform to choose. The size of your business does not matter, whether small or large, what matters is attracting your customers towards your services. Magento is the ideal choice for you if you are ready to welcome your customers. At the moment, there are several websites that are already Magento based because it is very easy to use and highly functional for customers.

Once your Magento based website is ready and you want to add some more capabilities, then Magento extensions are what you are looking for. Magento is widely popular because of its user friendliness. It is so user-friendly that anybody can learn to use it within a week's time. If you have it in you, to start a new business or simply work somewhere, still you can learn and then understand how to use it. When a website is equipped with Magento, then managing the site administration and sales is like a piece of cake. The designs that Magento contributes to your website also make any website look much more professional and can lead to more conversions. If you do not like the default designs and wish to change them then you can surely hire somebody such as a professional Magento developer for the job, and he will design one-of-its-kind themes for your website. Magento custom development adds a fully functional shopping cart on your website. It gives you major control over your website by enabling you to customize every single aspect of your website according to your requirements. Basically, the point is that you can't go wrong by picking Magento for your website. Magento is very secure for websites on the internet, that is by default very effective for web stores. The next good characteristic about Magento is that it is marketing friendly which is like an added benefit for online businesses.

In this day and time, some amount of search engine marketing is required for your website to be hugely popular and gain substantial web traffic. For which, having friendly market relations in ecommerce platforms would help your website to rank significantly better than those with non-friendly marketing relations to ecommerce platforms. Magento custom development is considered to be the best in ecommerce platforms majorly for its flexibilities. Basically there are three Magento editions that you can choose from. First is the free version i.e. the community edition which you can download for free from the web. Second is the professional edition which starts at \$2000 per year, though it may sound highly expensive its worth the expenditure. This edition helps in creating a safe and market friendly store that holds the power to generate revenues more than \$2000 in profit. For the third version i.e. is the Enterprise edition, you will have to contact Magento to be able to quote a price. Likewise, there are few other Magento editions. If you are serious about expanding your business on the virtual front then you should research about Magento and Magento Extensions a bit deeper to know more about their benefits.

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The author elaborates on the features of a [Magento custom development](#) and the

combination a [Magento extensions](#) with your website will enhance your functionalities on a large scale.

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