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PrestaShop is very powerful CMS (Content Management System) software which helps in developing ecommerce websites according to businessmenâ€™s business as well as marketing needs and requirements. Itâ€™s free and open source, available under Open Software License. Itâ€™s well suite for small or medium sized businesses which support various payment gateways like PayPal, Google Checkout, Skrill, Authorize.net and Payments Pro via API. This CMS (software) is based on the smartly template engines that is currently used in millions of shops worldwide. Various other payments modules are offered commercially. Any business owner can start their online eCommerce store within a short duration of time. Thatâ€™s one of the main advantages of PrestaShop.

Business owner can get huge benefits using PrestaShop as it provides freedom from everything in customizing from theme to design as well as from functionality to template. PrestaShop customization is also very easy for developers and shop owners can also do it having a little web development or design knowledge. They have to follow some generic laws of customization. Due to its superb and exciting features, it has become very popular in a short duration of time and its popularity is increasing continuously throughout the world. Followings are some of its main features:

â€¢ Compatible with all browsers

â€¢ Working on all latest touch devices

â€¢ No hardcore coding

â€¢ Proper URL pattern

â€¢ No SQL Injection

â€¢ SEO friendly Themes / Templates

â€¢ No bad SQL query

â€¢ No XSS attack

â€¢ And many moreâ€¦

If you are planning to start your ecommerce store within a few days, PrestaShop would one of the best options for you. You should hire programmers who have prior experience in working with it. You should not hire fresh programmers as you are going to launch your business. Hence, itâ€™s recommended to hire a programmer who has experience in providing PrestaShop customization services to the clients according to their specific needs and requirements; that too within their financial budget.

There are many website development and designing company which provide eCommerce web development services using PrestaShop. You can hire developers from them to accomplish your ecommerce store as per your special needs and requirements. You should clearly specify them about your business needs so that they can do necessary customization works in developing your website. Once, they build your store, you can easily maintain and update it. For this, you can take some suggestions from your developer for PrestaShop customization works for your business website.

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