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Ecommerce Development Solutions: How to choose the best?

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Ecommerce web development is on high demand these days. It allows the users to by pass all of the traditional marketing and personal selling steps and directly market and sell the products. Thus the business owners do not have to incur any infrastructure costs and unlike physical stores, the online store operates 24 X 7 in order to sell the products online.

However, before stepping froward with the ecommerce website design, one must decide over which ecommerce platform to use. The choice of the platform plays an important role in owning an effective ecommerce website. The publishing platform should come laced with features and services, which will allow you to own an enviable online store and manage the same effectively.

In this article we discuss the criteria, based on which you should make the decision as to which ecommerce publishing platform will be best suited for your requirements. If the same has left you conflicted and unsettled, read on to determine which ecommerce solution is best for you, among ecommerce solutions available over internet.

1. Open source Vs Premium Services - To begin with, lets talk money! If you have enough budget to own a premium ecommerce development solution, well nothing like that. However, with the advent of open source ecommerce publishing platforms, one can easily obtain all the enviable features of the online store in their own website. Open sources do not put pressure on the pocket and provide highly usable and reliable solutions.

2. Analytic tools - Google Analytics is the tool for analyzing the performance of your website. Of course there are other which are available too, but the point is to have a publishing platform solution which comprises of an in built analytical tool, or which makes it really easy to integrate the Google Analytics in. This will help you to keep a check on the performance of your online store and make the required changes.

3. Product description - This is perhaps the determining criteria which will make the choice really a cinch. The product pages of your ecommerce portal play an important role in its success. Thus you need a solution which allows you to display the products and optimize the performance of the product pages.

Firstly, you should be able to manipulate the URLs and define the Meta tags, Image alt tags, etc. of the product pages, in order to gain the SEO advantage.

Secondly, Images! The ecommerce solution must allow multiple images, in order to enable you to display the products the best way possible.

Thirdly, there must be some in built feature to display product comparison etc. in the website as well. Along with it, the ecommerce platform should also allows you to publish the product reviews etc., in order to make the product pages popular amongst the users.

Lastly, you should be able to refine the product searches. The ecommerce website development platform must allow you to refine the searches based on the categories, specifications etc.

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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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