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There has been a meteoric rise in the field of e-commerce and the need of the hour for any business is an ecommerce module to sell products and services. If you are looking for a robust ecommerce solution it is advisable that you opt for PSD to Magento conversion which is one of the most popular ecommerce web development techniques. Magento is a dedicated open source ecommerce content management solution. It allows you to develop supportive online stores which are user-friendly and can be easily managed at the back end. The testimony to its success is the fact that thousands of successful ecommerce stores have been developed using this platform.

Advantages of PSD to Magento Conversion

Customization : When you convert PSD to HTML/Magento you get a highly customized ecommerce store. Since the store is designed in Photoshop you can achieve an absolutely unique website using this technique. Add to this the number of third party plugins available and this becomes an indispensable entity as far as ecommerce development is concerned.

Usability : There are a lot of features and functions which make PSD to Magento such a popular technique. Magento stores support multiple languages and multiple currencies which add to your competitive advantage. You can get an advanced carting solution and flexible shipping options which increase the conversion rate of the ecommerce stores.

Compatibility : Browser compatibility is another supportive feature that you get with PSD to CSS/Magento conversion. Your online store will function uniformly across all the major browsers such as Internet Explorer, Firefox, Opera, Safari and Chrome. Apart from this the website codes undergo W3C validation which does away with any errors in coding.

Search Engine Ranking : PSD to Magento generates search engine friendly codes which ensure that your online store figures high on the search engine rankings. Semantic coding techniques are applied where each and every element in the website and increases their visibility. As a store manager you can also optimize each and every product listing by altering the keywords, title tag and the URLs.

Security : In any ecommerce website security is a primary concern for store managers and when you convert PSD to HTML/Magento you get highly secured ecommerce stores. It will be shielded from external threats such as virus and Trojan attacks which pose maximum risk to ecommerce websites. Each and every payment happens through a secured payment gateway which protects your customer's privacy.

You can realize all these advantages and get a highly supportive and flexible ecommerce store when you hire the services of a web development firm which has expertise in PSD to Magento conversion. It is advisable that you avoid freelance developers as they are never able to match the advantages that a web development firm offers. They don't have proper support services incase you are facing issues with your online store. The PSD to Magento file needs to be manually coded as these results in better visibility on the search engines and this needs high level of expertise.

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