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But most experts would suggest you to opt for PSD to Magento conversion or simply building your ecommerce website from scratch. You might be wondering why to opt for PSD to Magento when there are freely available themes. This technique adds a lot of punch to your online store and here are the reasons why you should convert PSD to HTML/Magento.

Distinctive Appearance – Websites which look distinctive have a head start as it makes it easily recognizable to the customers. You design the website in Photoshop which allows you to make it look the way you want. You can play with the graphics, color scheme and multimedia elements in your website. It ensures pixel perfect conversion where the websites looks same as the image to the last pixel. There are hundreds of third-party plugins available which help you achieve customized features in your online store.

Clean Codes – PSD to CSS/Magento theme is coded manually keeping in mind best practices in HTML/XHTML coding which improves its performance on the search engine. Semantic coding techniques are applied where each and every element in the website is well defined making it easy for the search engine crawlers to index your website. Manual coding also ensures a lighter code base which is one of the most sought after things. The codes undergo W3C validation which checks for errors in the HTML codes and makes sure the website performs smoothly.

Fast Rendering and Uniformity – In this conversion technique the cascading Style Sheet lends uniformity to the visual elements of the website. The fonts, color scheme and images are all uniform which makes your online store attractive. CSS also improves the load time of your website on the web browser as a CSS file downloads into the cache reducing the time required for subsequent pages loads. The appearance of the website can be changed altering the CSS file.

Cross Browser Compatibility – The performance of a website rests on its compatibility with different web browsers. And when you opt for custom Magento development you get a website which appears and functions uniformly on all major web browsers such as Internet Explorer, Firefox, Opera, Chrome and Safari. This compatibility also extends to the different versions of the browser.

With all these advantages you should have no doubt in your mind to opt for PSD to XHTML/Magento conversion when it comes to developing an ecommerce website which has a high conversion rate. To achieve such a website you need to hire the services of a company which has expertise in developing a custom Magento online store. Make sure they hand code your website as this ensures you cash in on the search engines. You can zero in on a perfect ecommerce website development company by taking a look at the work they have done in the past.

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