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How to choose the best ecommerce software for my business? by [Arun Zazen](#)

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Launching an online business can be an exciting and could be very profitable too if done right. A small business owner or a small retailer new to online marketing could find it difficult to choose the best software for his online store. All though Magento is free open source software working with Magento and finding a Magento developer could be very tiring. For small retailer'€™s hosted ecommerce solutions are highly suggested for it is hassle free and has all the complex functionality needed for ecommerce shopping cart.

Criteria for selecting best ecommerce software

1. Easy to use Dashboard: Any ecommerce software will have a bunch of features accessible from the dashboard from itself. The goal is to set up an online store within few hours and put the concentration on business and customer service instead of getting stuck with figuring out things.

2. Import functionality: It is possible that you might have a huge database of your existing and past customer. Few ecommerce softwares provide an option to upload customer lists and inventory through a .csv file. Also make sure the ecommerce software you are using has a manual ordering option too.

3. Smart Inventory Control: Inventory management is key to any ecommerce business. A good ecommerce shopping cart software should notify the admin about out of stock products, list out popular and not so popular products and should have a good number of product options.

4. Support: In case a pressing issue crops up you need an expert team supporting you. Not all companies provide support on weekends. Make sure the shopping cart software you prefer has detailed video tutorials, articles and 24X7 live chat and phone support.

5. Marketing: Marketing is essential part of any online store. Any decent software should have SEO features integrated. Promotions like creation of flash banners, social commerce, social sharing of pages and mobile commerce is critical to online business.

BigCommerce is the best shopping cart software for small vendors currently in the market with more than 20,000 online stores up and running.

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[Arun Zazen](#) - About Author:
Arun Kothapally is an ecommerce consultant and a regular blogger at a [BigCommerce Review](#)

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