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Designing an Ecommerce Store: Know about the Right Ecommerce Software by [Mark Wilston](#)

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One of the best ways to increase sales and profitability in your business is through ecommerce website development. But in this race where every second a new company is creating an online store you need to be ahead of competition to a visually appealing website and robust technology. In online market where ecommerce solutions are plenty it is very important that you adopt the right set of software and application for the job. Here are some of the features that you should look for in an application or software for ecommerce website development.

User-Friendliness Is Key - The software that you choose for your ecommerce website development must be user-friendly both for you as an administrator as well as the users. Make sure the solution is easy to adopt and helps you develop stores which are interactive as this helps you increase your conversion rate. Many users are wary of shopping online and you need to create a store which they can use with ease.

Open Source Works Wonders - It is advisable that you choose open source software to manage your ecommerce website. There are lots of them available in the market such as Magento and osCommerce which help you build a customized online store. There are many third-party plugins on these platforms allowing you to add robustness to your website. You can also get a lot of help and support from the developers' community when you opt for open source ecommerce solutions.

Security - This is one of the most important aspects of an online store. You need to make sure that the software shields your site from external threats such as viruses and Trojan horses. It should have secured payment gateway which protects your customer's privacy and their financial information. The payment gateway should support multiple payment options such as Credit Cards, Online Banking, PayPal, Authorize etc.

SEO Friendly Website - Your website has to stay ahead of the competition and rank high on the search engine results pages. This is only possible when you have very good quality of code and Meta data in your website. The software that you choose should allow you to optimize each and every product listed on your website. It should allow you to hand code the website and not merely generate codes using the WYSIWYG editor.

Scalability - Last but not the least, an ecommerce application shouldn't just cater to your present needs but need to be available to meet the changing needs of your business as well. It should allow you to add product categories and functionality to your website. It should be modular in nature which helps you develop the website with time and keep it in synch with the changing business environment.

To get the best out of ecommerce web development you need to get the best developers to work on your online store. Always hire the services of a reputed web development company which has proven expertise in custom development of online store to create a business model which edges out competition.

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