



The Top Ten Reasons to Get a Magento E-Commerce Website Include:

1- There is a Version with No Subscription Fees (no matter how many SKUs you have)

Magento Community is the free version. It's surprisingly robust feature set is suitable for the vast majority of online retailers (and of course migration to the more fully featured, and support inclusive, Magento Enterprise edition is always an option).

2- Stable Ownership

eBay owns 100% of Magento and it is a part of the X.Commerce initiative. Not the least of the benefits that come along with the backing of a multinational powerhouse like eBay are it's unparalleled cohesiveness with PayPal and its role in the new X.Commerce initiative. This sort of stable backing removes the concern that usually accompanies building an enterprise atop an open source solution

3- Growing User and Developer Community

Magento Community is used by 33.8% of the worlds e-commerce websites, which makes it the most utilized commerce platform in the world (not to mention that the #3 position is taken by Magento Enterprise at 8.7%).

4- External Marketplace Integration

Magento has a built-in feature set to handle exporting products to Google Base, but there is also an extensive collection of custom extensions that provide extensive integration with popular external marketplaces such as eBay, Amazon, Rakuten, Sears Marketplace, etc.

5- Magento Connect

Magento Connect is the official marketplace for Magento Community and Enterprise modules. From customized checkout pages, to advanced customer interaction tools, WordPress integration or external marketplace integration, thousands of extensions are available to extend Magento's core functionality.

6- Bundled Payment Integration

Magento provides integrated tools to process orders through a variety of processors like PayPal, Google and Authorize.net. Adding additional payment methods (such as Pay With Amazon) is easily achieved with the installation of a module from the development community.

7- Advanced Search Engine Visibility (SEO)

As strange as it may seem, a great number of popular e-commerce applications do a terrible job handling the complex requirements of ranking well in the search engines for the products you offer. Even without installing any number of fantastic SEO extensions, Magento handle meta-information, XML Sitemap Generation and URL rewrites like a champ!

8- Extensions

An enormous community of Magento Developers for Hire have been hard at work for years building custom Magento extensions that provide just about any feature or modification that you can imagine. An unbelievable amount of these extensions are free and installable with just a few clicks! If the extended functionality that you are interested in does not yet exist (however unlikely), there are an army of developers ready to assist.

9- Multiple Storefront Option

Magento offers the ability to operate multiple storefronts, even on separate domains, from the same administrative panel (through a centralized database). Allowing store owners to manage sales, correspondence, promotions and products saves time, and reduces the time commitment of management.

10- Advanced and Customizable Reporting

Magento has prebuilt reporting system that tracks, aggregates, and export information about customer activity, products and sales. In addition, it also has Google Analytics preinstalled to allow you to create reports on actionable data like average sales volume, frequent search terms, most popular products and cart abandonment.

For an expanded list (17 at the time of this release) please visit the Sales Secret Magento Developer Blog at <http://www.salessecret.com/magento-developer-blog/top-17-reasons-to-get-a-magento-website/> or get in touch by phone at **888-553-9113**.