



# How You Can Enhance Your Online Business With Magento?



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**In** this world of materialization and growth, everything is changing with the passage of time. Today, every industry is confronting business challenges and has to meet the customer requirements to meet the market competition. This is happening, perhaps due the changes in the shopping concept and it is ultimately promoting ecommerce sales by leaps and bounds. For the growth of a business, it should consistently reach out to new customers and communicate effectively with the already existing ones.

A physical store offering products can share information with the customers only when they are present there, but what about offering other useful information to them any time of the day? Gathering important and relevant information about the service or products online is considered to be a much more effective way of interaction, as website visitors can do it according to their own convenience. Also take into consideration the fact that you have the opportunity to speak to a single customer while they make a purchase and have to leave out all prospective customers who leave your store without a bag in their hand.

Gathering leads online is certainly a more effecting means. This opportunity does not exist for business that runs a physical storefront. To reach out to new customers, you will also need to capture email addresses so that you can let them know more about the offers, discounts and new products that your store has to offer.

So, if you are a retailer and have a physical storefront, then by this time you must have realized that these two requirements for growth are not so easy to achieve. Creating an ecommerce store enables you to break through the limitations of a physical store while increases the sales of various products.



**There** have been various articles and blogs written about ecommerce in the past few years. Usually this type of buzz starts in the computer magazines, and the general trend picks it up. If you are an avid reader of computer and business magazines, then you will come to know about the coming trends even when they are just a butterfly's wing flapping. Sometimes the ideas may turn out to be fruitful and sometimes it may not. A few years back, every consultant was saying that the business needed a website to survive; later on same consultants were of the opinion that business needed content to increase repeat visitors and this time its ecommerce which is going to stay.

Ecommerce can be very beneficial for various businesses as they allow your doors to stay open 24/7 so that you don't have to turn away any customer. If our store is not located in a good position and does not enjoy visibility, then having an ecommerce website helps to gain that visibility. Potential customers, who haven't heard about your store or have visited it, have the ability to find you online now. Regardless of individual reasons, more and more business owners are turning online to enjoy growth.

But how is an ecommerce website's performance judged? Measured financially, technically and of course by customer satisfaction, it is based on the facility to present information quickly, merchandise products effectively, transact orders proficiently and offer an enjoyable user experience.



## A Superior Ecommerce Platform

Magento is a leading ecommerce platform that has all the potential to satisfy all the above requirements. It offers numerous tools to create powerful administrative functionalities and intuitive customer shopping experience. As a highly scalable ecommerce platform that supports companies of various sizes, it allows business owners to easily manage their online stores, oversee logistics and interact with customers.

Recent research has shown that the platform is dominating the market, not just in the U.S but worldwide. Leaving aside the most popular brands, there are over 150,000 businesses using this ecommerce platform to help their company grow and succeed. With it, online stores can now enjoy specialized features, multiple stores and etc., no matter how big or small the company is.



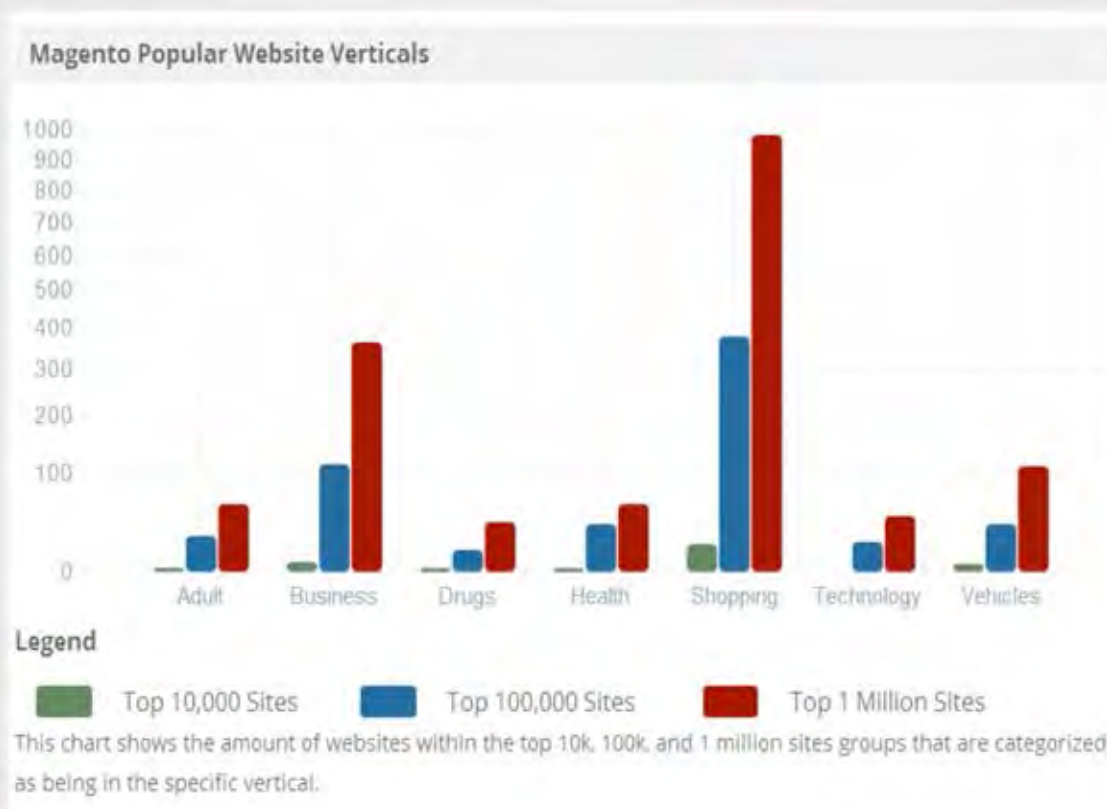
The survey conducted by Tom Robertshaw reports that Magento is the top ecommerce platform among Alexa's top one million sites for the fourth year. The survey has seen an additional 35% added to the existing site count. Magento founder Roy Rubin says that "Our business keeps growing for one simple reason, our customers are succeeding".

Though the platform has the biggest users based in North America, it also dominates the worldwide market.

## That Use Magento Ecommerce

Online business has flourished tremendously and due to the cut throat competition every business owner is thriving to gain customer's attention online. Magento is a platform that has allowed business to uplift the market and offer users an easy navigation on websites. It is no surprise that this fast growing ecommerce solution offers reliable, scalable and flexible online stores for businesses of all sizes, budgets and needs.

From household brand to small business and industries ranging from apparel to education to food, companies that are serious about creating their strong online presence are turning to the platform for powerful online stores. The chart below shows that.



## Using Magento Ecommerce Platform

Servicing more than 200,000 retailers both big and small worldwide, Magento continues to be the best open source platform that offers user centric service and adaptable features to suit your specific business requirements. It is because of this flexibility, scalability and robustness that some of the world's biggest brands chose Magento to empower their ecommerce websites. Discover how companies are growing their business with this platform.

Golden Edibles: Merchants catering to food and beverage products online are going creative by using various features of Magento to personalize and customize the shopping experience. Golden Edibles is a leading supplier of food items from the most outstanding gourmet brands. The company has used various functionalities of Magento to drive traffic to the store, convert visitors to buyers and increase average order value. The company has increased revenue by 143%.

### **Samsung:**

Everyone is aware of this South Korean giant. Being one of the leading brands in electronics, the company has used Magento ecommerce platform for its online Mobile Shop site and this has greatly contributed to increase traffic and sales.

### **Nike:**

Nike the world's largest supplier of athletic apparels and shoes enjoys revenues over \$20 billion and trusts Magento as their ecommerce solutions. The South Pacific branch generates a great part of the revenue and was the first one to use ecommerce approach that combines Facebook and the Magento platform. Customers are allowed to make direct purchase through Facebook.

## Lenovo:

As an open-source platform, Magento promises to revolutionize the ecommerce industry. Chinese hardware and electronics company, the famous brand Lenovo has chosen this platform for their ecommerce solution and is enjoying great benefits.

## Olympus:

The Japanese corporation Olympus is another big brand that has developed innovative ecommerce solution by using Magento. Best known for its cameras, the company also manufactures and markets other products like audio, industrial and medical. Magento has offered their online site with robust, reliable and flexible cross selling solutions to match the customer's needs with the perfect accessories for the camera type. Using this ecommerce platform has enabled the company to provide a seamless shopping experience and increase traffic on the site dramatically.

Numerous other sites like Revecca Minkoff, Di Bruno Bros, Sole Society and many other brands have used Magento and observed a significant increase in traffic, growth in sales and increase in conversion rates that helped them to attain their financial goals and generate higher revenues from the business.





# Why Magento Is Best For Your Online Business?

**Many** online merchants expect instant results soon after they launch their ecommerce site. Naturally they end up in disappointment. Creating an online store is not just a simple task of throwing few products and watching the orders roll in. As statistics say, 60% of all shopping will occur online by 2017. So simply creating a site without advanced features and functionalities is no guarantee that you will enjoy a piece of the pie.

To have your store be successful, it is needed to create a site that functions according to the needs of the customers and your business. If you offer something to your customers and are unable to provide, then you will soon be out of business. So to be successful in this competitive market, it is time to create a site using Magento. It is highly scalable and supports a few dozen products to more than 1 million products. Unlike other platforms, it is typically built for ecommerce and allows the business owners to manage their online stores, check logistics and interact with customers. Other features include:

## **Flexible CMS:**

Magento is undeniably the best platform and is highly flexible. No matter whatever your size or type of website is, the platform can develop a site that is able to easily handle spikes in buyers especially during the festive seasons.

## **Free and Extensible:**

It can be obtained for free for all the merchants and this makes it very cost effective as the users don't have to pay for licenses. You will also find thousands of themes and extensions or plug-ins for free. Stuffed with great functionalities, the platform allows you to easily manage inventory, plan offers for customers, check stocks and make the site search engine friendly that is not possible while using other platforms.



## Features and Functionalities:

Another best thing is that it offers a comprehensive range of features in a very well organized manner. Retailers can use varied functionalities for selling tickets for events and manage music stores concurrently without any extensions. Other great features include the wish lists, multi store feature, email lists, products comparison and much more.

## Extensions:

Magento offers numerous extensions that can be easily integrated into the solution to meet the business requirements. Since every business is different from the other, using different extensions help to expand the website features while keeping it extremely cheap.

## Mobile Friendly:

Today's customers are more interested in purchasing things using their smartphones. This has made it a must for merchants to create stores that are mobile device friendly and Magento is considered to be the best platform satisfying this requirement. Using this can make you create stores that are seamlessly viewable on mobile phones.

## SEO Support:

With its advanced SEO support features, you can easily give the products a chance to rank on the most popular search engines like Google, Bing and Yahoo. The website can also attain a higher ranking in the SERPs and this will help you to increase the number of customers on your site.

## Effective Administration:

Whether you switch from a simple online store to a mobile responsive store, all the native and current product catalogue can easily be managed through a single administrative panel. Since the admin system of Magento is simple and easy to use, making necessary changes to your site is convenient.

**By** this time, you must be convinced that Magento has the potential to fulfill various business requirements. But it is a resource intensive application and when installed in an inadequate environment, it is likely to fail to meet the business objectives and goals. So what should you as an online merchant do to enjoy the full potential and capabilities of Magento?

### **Infrastructure Contributes to Effectiveness:**

Choosing Magento for your online store is the first step towards success. But it is important to choose a reliable, fast and secured hosting infrastructure. If you want a good performance from your store, then you will need multiple server clusters with load balancing technique and other advanced features for optimal performance.

Slower site will decrease the conversion rate and increase cart abandonment rates. Choosing a high performance hosting environment that is optimized for your solution can ensure uninterrupted performance and availability.

### **Optimize Your Ecommerce Site:**

The business effectiveness of your site is largely dependent on its reliability, speed, functionality and security. Magento has powerful features, intuitive interface and robust functionalities for both online shoppers as well as administrators. Optimizing all these factors can boost your sales and customer satisfaction and maximize revenues.

### **Features and Functionalities:**

Because Magento is created specifically with ecommerce in mind it has numerous features, thousands of themes and extension that allows online retailers to create a professional quality online store that is highly customized. Useful features and out of the box functions like catalog management, logistics management, easy payment integration and product browsing interface, boost the performance of the site.

## The Speed Impact:

Online shoppers always expect the web pages to load fast. According to a recent survey, half of the web users are dissatisfied if the site doesn't load within two seconds. 40% of the visitors leave the site if it takes more than three seconds to load and 79% who are dissatisfied with the performance do not return to the site again. A one second delay also reduces the conversions by 7% and this can result to substantial lost revenue.

Correct the site speed issues if any so that your customers have a positive feeling about your site and your brand. Magento Enterprise Edition is highly optimized for improved scalability and speed.

## The Downtime Factor:

Your online site's reliability is a great factor to determine profitability. The more time your site is down, the fewer sales you will make, which will affect the revenue. Some sites may see 100 times more traffic on Black Friday or Cyber Monday and the financial cost of downtime can be devastating for business. It is during this period that your direct competitors benefit the most and customers who had a good experience with your competitors are less likely to visit your site in future.

Magento can run on various hosting platforms from shared tenant environments to complex multiple server clusters with separate database, web and payment bridge servers. Choosing the optimum infrastructure is crucial to ensure a reliable and fast performance of your site and maximize the return on your financial investment.



**Thus**, to conclude it can be said that, whether you are a newbie in the ecommerce business or just expanding to new volumes, Magento has everything to make your business successful. The platform is free to use, has capabilities to create a store that is blessed with scalability, security compliance, optimized speed, up-gradation, backup and rollback and many more. All that you need to pay is for hosting and developing your ecommerce site.

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