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CHOOSING THE BEST ECOMMERCE PLATFORM

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Selling some of your products online can be an extremely lucrative prospect for the B2B small business owner if you make the right decisions early on, starting with your ecommerce platform. The US Census Bureau reports that while overall retail sales grew about 2% in the past year, online sales grew almost 15%. Offering some sort of online transaction is a good option for buyers who don't want to talk to a salesperson. And the ecommerce

platform you choose may very well affect the long-term performance of your online sales.

And just what exactly is an ecommerce platform? Simply put, an ecommerce platform is a combination of a shopping cart and content management system (CMS). Together, they are sometimes referred to as a framework.

There are many different ecommerce platforms available, so it's important to understand their basic functions and what sets each platform apart. The one thing they all have in common (and that your business can't live without) is a shopping cart. A shopping cart

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