

Title:

How to Choose a Shopping Cart Program

Word Count:

367

Summary:

Using the right shopping cart program can have a drastic effect on the success of your e-business.

Keywords:

shopping carts, shopping cart program, shopping cart system, choose shopping cart, choose item

Article Body:

Using the right shopping cart program can have a drastic effect on the success of your e-business.

How many items do you have to sell?

Many people make the mistake of using shopping carts when there are only a couple of products

Software or Service Provider

For most small businesses, I recommend using an ASP, which means the shopping cart service is

The downsides to an ASP system are the limitations of the control you have over your shopping

ASP Shopping Cart Suggestions

 <i>SecureNetShop.com</i>

~Uses HTML pages for setup

~Offers many options such as customer tracking

 <i>GoEmerchant.com</i>

~Includes merchant account in package

~Painless setup

Popular Software Options

 <i>Miva</i>

~ Can be hosted on your server or a remote server

~ Browser based admin

~ Wizard setup

~ Preconfigured payment processing

~ Easily expandable

 <i>QuikStore</i>

~ Low price

~ Must be hosted on own server

~ Wizard setup

~ Configuration editor

~ Catalog Wizard

These are just the basics of what the companies above offer. For more information please visit

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