

# Importance of Shopware Technology for your Online Store

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*Shopware lets online merchants set up online shops quickly. It is a modern e-commerce platform that connects enterprises with flexibility.*

FREMONT, CALIFORNIA, UNITED STATES, April 2, 2021 /EINPresswire.com/ -- Searching for the best e-commerce software is not a simple task. This is a critical decision that will grow your business efficiently. Here is where [Shopware development](#) can help. It is founded in 2000.

Shopware is a PHP-based solution that is available as open-source and paid versions. The standard edition has many unique and innovative features that allow building online stores. Some key features that Shopware development offers are:

## Easy to use

Shopware provides support for Unix-based operating systems. You need lovely knowledge of this technology to build your website. It uses Vue.js for admin, while it also requires basic knowledge of JavaScript, HTML, and CSS.

## Theme and Customization

[Shopware Developers](#) can customize the website with no restrictions. Shopware offers many pre-made templates. It also gives a variety of themes that might be a little costly for beginners.

## SEO and Marketing

Shopware helps in automatically configures SEO which lets businesses gain effective ranking on the search engine. Some compelling marketing features like an affiliate program and loyalty programs for the customers.

## Product Streams

Shopware Developers can follow a clean, straightforward, and linear way to develop their web apps. The admin dashboard helps in adding new products and deactivate existing ones effortlessly. The product setup allows to add unique images for each service.

## Why Shopware development is a better choice for an E-commerce shop?

E-commerce platforms give a competitive advantage that lets businesses expand globally. Some obvious things that make it easier for the Shopware Developers are:

- The source code is available publicly, which makes customization more manageable and allows user-driven development
- It does not need much programming experience as shop owners can make adjustments instantly. Users can make guest accounts, collect statistics, and place new orders.
- The Shopware Community edition is free of cost, which makes it easier to start the business. After making a brand reputation, you can always move to the professional, enterprise edition, or professional plus unlock extensive plugins.
- The modularity of Shopware enables customers to run their business in a shorter time.
- It offers a transparent structure frontend to optimize the customer experience by giving a mobile-friendly environment.
- The software architecture uses a headless and API first approach which reduces the complexity of projects.
- A cloud-based solution helps in selling products and services at lower costs and shorter time.
- It provides an organic search that helps in making your store search engine friendly
- Customers can access the products and services without an internet connection
- High page loading speed helps in decreasing the bounce rates

### Summary

Shopware is a fully customized platform, and we have the best experts to handle its out-of-the-box features. It can fit small, medium, and large businesses with limitless customization.

Thanks to shopware development, now you get better scalability, a simple user interface, flexible nature, rich extensions, and SEO features. You need to hire a shopware developer to get robust solutions and increase customers' in your store. Well, the final decision is based on your business requirements. Elsner might be the right choice if you want to run a successful e-commerce platform. We have experienced and knowledgeable team of experts to integrate the right features into your website.

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