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How To Profit From PayPal With A E-Commerce Solution

E-Commerce is where technology is going in the future as well as what's hot today. I personally believe that as technology advances we are going to see tremendous growth in the area of online business and E-Commerce solution providers.

Why are solution providers so important?

This would be kin to asking why Windows is needed when we have DOS. As tools become easier to use people will gravitate to them faster, this is no exception for the Internet.

For example, if you wanted to sale items on the Web using PayPal you could go to all the trouble of creating PayPal buttons, adding them to your Website, and get the money to start flowing in. Programmers may have no trouble with this, but they are not the average user.

Or you could use solution provider E-commerce services of your choice. True, the cost is something to consider but so is the fact that you can quickly take your project to market.

What type of benefits can you count on from E-commerce services?

- Community involvement
- Gifting services
- Comprehensive and compelling information
- Promotional possibilities
- Shopping efficiency
- Exceptional brand experience

And PayPal integration, though many may think this a part of the shopping efficiency.

So you have two possibilities.

The "do it yourself" approach where you have time to learn all the "in's" and "out's" including the integration of PayPal offerings.

Here are some simple steps to the PayPal part of the equation.

First, create an account with PayPal. If your making PayPal part of your income stream then this will need to be done no matter which option you choose.

Select the fourth blue tab from the left "Merchant services". If you have only a few items then select the "buy now button" and create separate purchasing options for each product. However, if you are building a store you will want to consider going down the trail of the "add to cart button" instead.

Finally, integrate the resulting code into your Website project.

This may seem straight forward enough, but typically people will run into bumps along the way. On the positive side you can always call PayPal customer service for help. Unfortunately, I personally have had my own challenges with their team of service agents.

There was a time when I would have recommended the above as your best option. This is where E-commerce solution providers have incredibly and positively changed the playing field.

Possible options to consider for your own Ecommerce Web site solution are:

- Magento Open Source
- PHP Open Source
- Joomla
- Drupal
- OSCommerce

To thoroughly explore all options would be an article of itself if not an outright book.

A blog post I read earlier today identified Magento as being on a sharp rise in usability while other technologies appeared to be holding stable or declining. Given what the Magento E-commerce software offers I can believe this to truly be the case. I enjoy the look and feel of what Magento brings to the table compared to other technologies and it nicely integrates PayPal functionality into all its pages leaving you free to take on other challenges within your business.

Yet each person's individual needs within E-commerce solution options will be different which means you need to consider what is best or right for you.

Should you agree with me regarding the Magento [E-commerce solution](#), then I encourage you to check into the E-commerce solution options at <http://Magento-Commerce-Resource-Point.com> where [E-commerce software](#) is our specialty. Magento Commerce Resource Point is a proud part of Resource Point, LLC (a Minority Business Enterprise – MBE) providing IT recruitment services for all your IT needs including ATG Dynamo, ColdFusion, BizTalk, [SharePoint](#), TIBCO, WebLogic, AquaLogic, Siebel & SAP: contact <http://ResourcePoint.net> today.

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