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OS Commerce

Executive Outline

eCommerce platforms are being commoditized. Enterprise level solutions are returning down in price and new open source solutions are being created obtainable to anyone with an net affiliation for free.

The most robust of these open supply solutions is OS Commerce (OSC) – a community driven eCommerce resolution that is versatile, scalable, and user friendly. As eCommerce becomes even more a part of mainstream retail, OSC can provide businesses of all sizes and styles with the functionality and capabilities of the large boys. This brief examines some of the advantages of OS Commerce and provides insights into how it will facilitate your business.

There's no such thing as a free lunch.

Perhaps therefore, but you CAN get an eCommerce platform for nothing. Offered for free at www.oscommerce.com, this eCommerce solution provides loads of bells and whistles and provides a user friendly interface to manage the administrative portions of the store. The code is based within the PHP scripting language and runs on the Apache net server – a user conjointly needs access to a SQL database to initially upload the files that manage the categories and merchandise at intervals the admin section.

Currently that sounds complicated, however very anyone can do it with some concentrated effort. Abundant of the documentation on-line regarding OS is terribly thorough and provides drop by drop plans on how to induce your store up and running. Any newbie to this kind of work will probably come back across some roadblocks, however the OS Commerce community forums are solely a click away to start out trouble shooting.

The solution is community driven, meaning that compatible OSCers are prepared to assist out their peers with answers to posted questions. Yes, every now and then this may be extraordinarily frustrating waiting for a solution, but it's terribly rewarding to beat a technology bug on your own.

Contribute to the Cause

The most effective part of OSC is the amount of contributions which will be added to your site at any time. Once more, there is no price for these enhancements and upgrades – simply the requirement to wait in your installations. In most cases, contributions are located on the OS commerce community section and are downloadable via nada files. Once opening the file, read the "browse me" file that can walk you thru the file additions, subtractions, and code changes required to create your enhancement work properly. If you explore the OS platform be sure to upgrade with the following contributions.

Ultimate SEO URL's by Chemo

This cool contribution permits the positioning owner to form static URL's out of a database driven site. This will dramatically facilitate in search saturation as additional pages are able to be indexed. Its no secret that search spiders like ancient urls better than ones that are dynamic and this contribution helps achieve that.

Easy Populate

No would like to input product knowledge manually, this contribution permits you to import information from a basic excel file into your store. A real timesaver!

Featured Merchandise

If you have an ecommerce store – bound product are additional enticing to sell than others. This contribution permits you to tailor the featured products that you want to showcase at intervals both your home and category pages.

Final Thoughts on OSC

Myself, I'm a marketer. However once learning OS I extremely feel like I have some programmer blood in me! This platform is straightforward to use and excellent for a small to medium size business in getting online. Yes, there will be headaches along the method but keep with it and you will overcome them and shortly have an ecommerce store to bring you in a very new revenue stream.

Craig Smith is that the founder of Trinity Insight LLC - a management consulting firm for the E-Commerce sector.

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