**How to Choose Shopping Cart Software**

#### The first step to selling online is finding the ultimate web shopping cart to prime your business for success. Make sure your shopping cart solution provides these critical shopping cart features:

#### Shopping Cart Features

#### Look for solutions with sophisticated features like batch order processing, automated drop shipping, purchase order management and advanced CRM. And to help grow your business, get the right marketing tools, such as built-in newsletters, a rewards program, gift registry and affiliate program.

#### Support

#### To get the help you deserve, pick a provider that offers 24x7x365 support. Without this, you'll be out of luck if you ever encounter an issue after-hours, or on weekends and holidays. And if you do find a provider that offers 24x7x365 support, dig a little deeper. Can you reach them by phone or only email? How big is their support staff?

#### Security

#### Keeping your business and customers safe is a big part of selling online. That's why it's critical to select a shopping cart solution that exceeds industry security standards. You need a solution that's fully PCI Certified and is on Visa's list of providers. This level of security provides a much bigger safety net than mere compliance.

#### Social and Mobile Selling

#### Your online business needs to be in the social media and mobile mix. When picking a shopping cart solution, look for one that offers a built-in mobile optimized store. You'll also need tools that allow you to list and share your products across multiple social sites. Volusion is an example of a platform that includes a Social Store Builder™ in its software as well as mobile optimization.

#### Design

#### Customers won't buy from your site if it doesn't look credible. That's why it's particularly important to have a full suite of design options. From dozens of free templates to full design code access, you need to be in charge of creating a site that's unique and professional.

#### If you are more of a visual person, take a look at this infographic from Volusion that provides a blueprint to choosing the right shopping cart. They even let you try it free!