

## Website Shopping Carts Available to Lease – Ready to Go – Filled with Company's Products

By Ande DeGeer

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*A company can have an eCommerce cart for under \$50 a month! How? By LEASING a shopping site that is set up and filled with their products - ready to go! A cart that becomes part of their existing website or one with a totally new store front.*

### **Lease a Website Shopping Cart That's Ready to Go!**

Since money is tight, is it really a good time to start an online business? Absolutely! To begin with, Internet startups have a low overhead. A company can have a shopping cart for under \$50 a month! What's more, the business can be set up in a home office and attended to at night and on weekends, allowing entrepreneurs to keep their day jobs. In addition, many eCommerce businesses can be set up in less than a week. Customers sell products online by leasing a custom online eCommerce shopping cart design. The eCart system will integrate seamlessly into a new Web design or an existing website.

Ande DeGeer, website designer, from Georgia has teamed up with Jim Kincaid, SEO specialist, from Alabama to reduce online selling expenses for businesses. This is accomplished by **Leasing eCommerce Shopping Carts** to small businesses who might not be able to afford the up-front costs of a site.

The concept of leasing an eCommerce shopping cart or website is very similar to that of a business leasing a car. Because quality shopping sites can be expensive, Custom Websites believes that spreading the cost over time is attractive to businesses that would otherwise opt to purchase an inferior product or struggle with the one they already have.

"Shopping cart leasing is not a new idea, but one we feel is not being used to its potential to market business products and save businesses money. Most business owners do not know that website cart leasing is available. Making them aware is one of our biggest challenges." said Kincaid. "We offer our customers truly professional lease packages. Website shopping carts designed by us are of the very highest standard, but that does not mean they are the highest priced. We are able to offer our customers state-of-the-art website construction together with the most cost effective solutions." <http://www.Lease-A-Cart.com>

PHPeCart is the custom website online shopping cart solution. All page layouts and designs are custom developed to suit the needs of each business for online sales. A custom eCommerce cart system will integrate seamlessly into a new storefront Web design or an existing website. The product's displays and ordering pages are all database-driven, providing a company with all the features they want and none that they don't. See samples: <http://www.lease-a-cart.com/resources.html>

If you look at total retail sales with annual growth in the low single digits, the online channel has been growing in the low to mid-twenty percentile. Although the economic downturn is slowing eCommerce sales, online sales are still growing at triple the rate of brick and mortar store sales. More and more shoppers are turning to the Internet instead of paying for gas to go to a brick and mortar store.

A unique product, an innovative marketing strategy, and promotion to help customers deflect prices are important business practices during a recession because people have less discretionary money to spend. We help companies focus on strategies that keep customers coming back to shop.

Contact us to learn about a cart to go!

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As graphic design people with years of experience creating corporate identities, print collateral, and websites, we understand the underlying relationship between brands, marketing, and sales. We create brands that empower your sales efforts, and we deliver marketing designs and strategies that leverage and strengthen your existing brand. Our emphasis on the cooperative relationship between branding and marketing is what makes us different from other graphic Web design firms.

With dozens of years of graphic background, Ande brings to the table a wealth of knowledge in providing Web design, advertising, corporate identity, and marketing collateral to help projects flow smoothly and successfully. She has designed over 100 sites.

Jim is a certified project manager with over 30 years in information technology as a programmer, capacity planner, asset manager, and project manager. He specializes in search engine optimization and has created many Internet shopping carts for lease.

Category            Marketing, Shopping, Internet  
Tags                lease website cart, lease ecommerce website design, website shopping cart, online shopping cart, search engine optimization

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