

## Survey Reveals What Business Owners Seek in E-Commerce Shopping Cart

Client survey says personal service, search engine expertise make Merchant Metrix top choice for shopping cart software

NORMAN, Okla., March 17 /PRNewswire/ -- If you're like most business owners, you want better ROI from your Web site. Merchant Metrix, Inc. can help you improve your bottom line with its innovative [SEO shopping cart](#), and advanced search engine optimization consulting services.

According to a recent customer survey, "search engine expertise," "personal service," and "genuine interest in helping clients succeed" were the top criteria business owners were seeking when they chose Merchant Metrix.

Launched in 2003, Merchant Metrix's shopping cart (formerly Apple Pie Shopping Cart) was one of the first shopping carts on the market to automatically incorporate search engine optimization elements into every page of a Web site. Today, the [shopping cart](#) maintains its competitive edge over other shopping cart software suppliers by ensuring that *ALL* pages of your product catalog are indexed and optimized, leveraging your organic search results. Ultimately, this delivers more qualified traffic to your site.

"Most shopping carts present a major problem getting pages indexed by the search engines. Our goal was and is to ensure that we develop and provide the most search engine friendly shopping cart available. I think we've done that, and the results of our customer survey reinforce my belief," said Lee Roberts, founder and chief executive officer.

In the survey, Minneapolis-based Wholesale Keychain noted it experienced a sales gain of more than 200 percent per month during the first year after the shopping cart was implemented. The company also attributes its recent first-page Google ranking for the highly competitive search term "keychains" to Merchant Metrix's [search engine optimization expertise](#).

Other key findings indicate that in addition to search engine expertise, business owners felt that personal service, response time, depth of industry knowledge and a genuine interest in helping clients succeed were important when selecting a search engine consulting company or shopping cart software.

### About Merchant Metrix

Located in Norman, Okla., [Merchant Metrix](#) was founded by Lee Roberts in 1996 with the intention of developing and providing the world's most search engine friendly shopping cart. First launched in 2003 as Apple Pie Shopping Cart, today's version doesn't just deliver on its promise of the best e-commerce shopping cart software, it exceeds it. Touted for its ease-of-use, the cart includes a WYSIWYG editor that makes creating HTML pages a snap, plus a simple, one-page checkout

feature that reduces shopping cart abandonment. Additional features that make this shopping cart a true e-commerce solution for business owners and Web designers include a new, patent-pending affiliate program, XML sitemaps for Google Webmaster Tools and an automated shipping calculator, as well as easy-to-use incorporate newsletter, coupon and discount functionality. The company also offers PPC Management, Web site design, Merchant Services and [SEO Mentoring](#). For more information, visit <http://www.MerchantMetrix.com>.