



# Leading ECommerce Solution Nominated for Innovation Award for the Second Consecutive Year

GOECART SHOPPING CART SOFTWARE, May 31, 2005

URL: <http://www.pr9.net/business/ecommerce/1745may.html>

*On-Demand ECommerce Solution Provider brings Innovation to Market with it's Search Engine Friendly Shopping Cart.*

PR9.NET May 31, 2005 - Bridgeport, Connecticut - USA. – GoECart today announced that it has been nominated for the prestigious 2005 Connecticut Quality Improvement Award (CQIA) for the second year in a row. "Ecommerce today is such a dynamic field and innovation is the key to long term success for software vendors in this business. This award nomination is further testament to GoECart's commitment of bringing latest capabilities to market to solve new and existing problems facing online merchants today. Last year, we won the Gold Award. This year we will try to go further", said Manish Chowdhary, CEO of GoECart.com.

Connecticut Quality Improvement Award uses the Malcolm Baldrige National Quality Award criteria for performance excellence and is conducted every year to award organizations that exceed in managing quality improvements. The Connecticut Quality Improvement Award Partnership is a growing group of active business people, educators, health care executives, and government officials concerned with improving the economic vitality of Connecticut (CT) state using the Malcolm Baldrige National Quality Award Criteria for Performance Excellence. Every year, it recognizes businesses that have demonstrated quality and innovation leadership through products and services that are distinctly superior to their counterparts. Organizations ranging from global giants to growing firms compete for silver, gold and platinum awards.

GoECart has presented the latest version of its ecommerce shopping cart for the award nomination. GoECart 5.0 boasts of a true search engine friendly architecture that enables search engine spiders to crawl deep into the product catalog and index dynamic database driven web pages with ease. With the release of this truly Search Engine Optimization (SEO) friendly shopping cart, GoECart has raised the bar on dynamic product catalogs and shopping cart solutions whose technologies continue to be plagued by poor search engine visibility.

According to Enquiro, a leading search marketing firm - Almost 80% of searchers skip over sponsored/paid listings initially or entirely (especially Google users); only 21% will click to a second page of listings if they can't find what they want on the first. Study further suggests that two out of three online retailers have higher average orders and average conversion rates from organic, non-paid search engine listings. Therefore, an eCommerce website must be found prominently within the search results of all the major search engines in order to capitalize on the organic search engine traffic. GoECart is confident that its version 5.0 makes for a strong contender for the award this year in spite of stiff competition.

GoECart client base has grown tremendously in the past year. GoECart eCommerce solution is successfully serving the online commerce needs of diversified client base, from globally recognized brands to a large number of growing small and medium size businesses. With the software-as-a-service model, GoECart Ecommerce Solution's customers enjoy the convenience of fully managed and hosted eCommerce solution, allowing them to focus on their core business activities like sales, marketing, merchandising and customer service, all without having to make any significant investments in hardware, software or IT.

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## About GOECART SHOPPING CART SOFTWARE

GoECart.com (a division of MachroTech) is a leader in on-demand e-commerce applications and services. GoECart is one of the most comprehensive, yet cost-effective e-commerce solutions available on the market today. The company serves a diverse customer base ranging from single-person operation to Fortune 500 companies. Visit [www.GoECart.com](http://www.GoECart.com) to sign up for the 30 day free trial or call 877-243-3612 for more information.

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