



# Beginning Django E-Commerce (Expert's Voice in Web Development)

*James McGaw*

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# Beginning Django E-Commerce (Expert's Voice in Web Development)

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**Beginning Django E-Commerce (Expert's Voice in Web Development)** James McGaw

*Beginning Django E-Commerce* guides you through producing an e-commerce site using Django, the most popular Python web development framework. Topics covered include how to make a shopping cart, a checkout, and a payment processor; how to make the most of Ajax; and search engine optimization best practices. Throughout the book, you'll take each topic and apply it to build a single example site, and all the while you'll learn the theory behind what you're architecting.

- Build a fully functional e-commerce site.
- Learn to architect your site properly to survive in an increasingly competitive online landscape with good search engine optimization techniques.
- Become versed in the Django web framework and learn how you can put it to use to drastically reduce the amount of work you need to do to get a site up and running quickly.

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