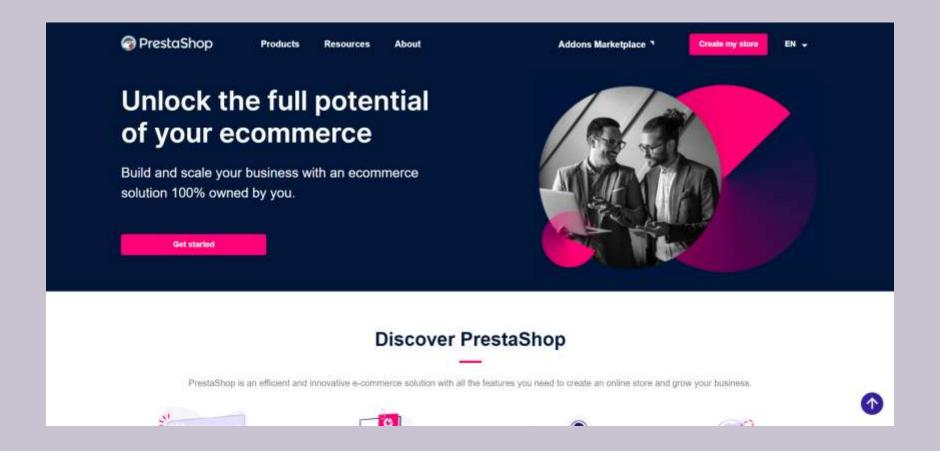


PrestaShop

Building an administration of PrestaShop based website

- What is PrestaShop?
- Features of PrestaShop
- How to Install PrestaShop?
- How to Set Up a PrestaShop Site
- Install PrestaShop Themes
- Install Other Modules
- PrestaShop Admin Dashboard

Founded in Paris in 2011, PrestaShop claims it is the leading eCommerce platform in Europe and Latin America. As an Open-source content management system, it handles all the basic infrastructure yet still allows you to freely customize nearly everything for your website.



· Ease of use

PrestaShop provides users with amazing tools to simplify the daily operating procedure for you. For example, the main dashboard is quite straightforward and easy to navigate. You can easily monitor everything from your sales, orders, profits... Additionally, you can navigate to any parts of your store using the main menu on the left.

· Payment Gateway

Apart from third-party providers, PrestaShop also provides PrestaShop Checkout. This Checkout solution is built with PayPal and integrates with various checkout options, including American Express, Mastercard, and many others. With this option, you can enable direct payment for your store, which means your customer can purchase without having to go to another site.

Customization

As mentioned above, PrestaShop is an Open-source website builder, and the customization possibility is endless. You're going to need two modules for your store, one that's easy to make fast, simple edit (User module) and an advanced module for tweaking the HTML, CSS, and JavaScript files to create a unique function for your site (Develop module).

• Free + Open Source

It's completely free to download and install PrestaShop. However, the process of setting up your store can be a little bit tricky and you might need some technical skills to get it done.

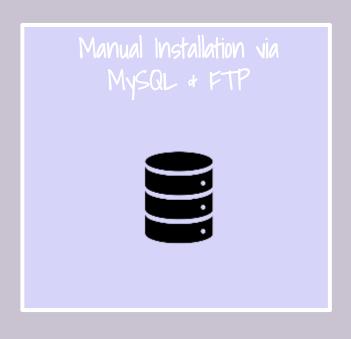
· SEO-Friendly

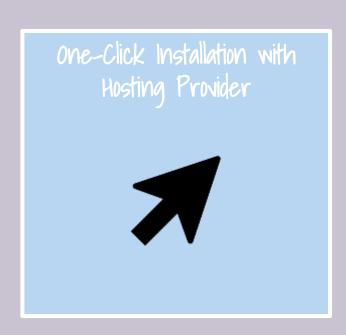
SEO is the most important thing for any E-Commerce business. PrestaShop makes it very easy to develop SEO-friendly URLs. If you have basic knowledge of Search Engine Optimization, PrestaShop allows you to easily change Title tags, Meta Title, Meta Description, and other SEO-related attributes. It helps you to keep your online store up to date with your target audience.

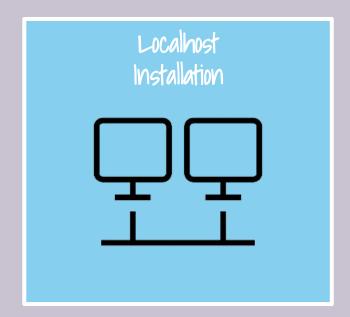
Cost

PrestaShop has zero cost for the first installation and it installs all the essential features to run your store initially. So, as a part of PrestaShop development services, if you wish to extend the functionality of your store to grow your business, then you have to purchase the add-ons as per your requirement and business strategy. PrestaShop has an add-on marketplace that holds a lot of modules according to your business strategy. Comparatively, the cost of the add-ons is lesser than or equal to other E-Commerce add-ons.

THERE ARE MAINLY 3 WAYS TO INSTALL PRESTASHOP

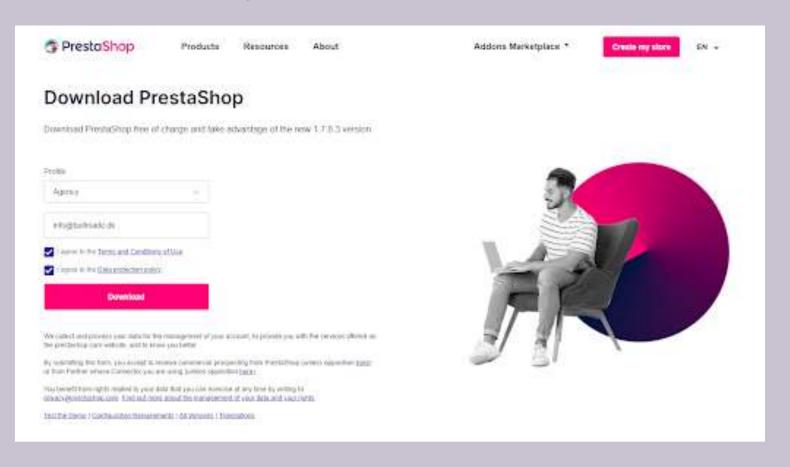






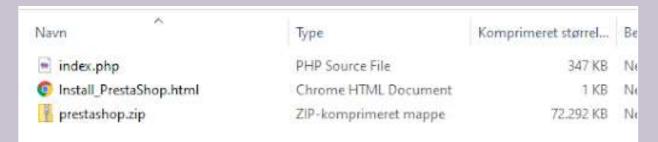
Manual Installation via MySQL & FTP The Process

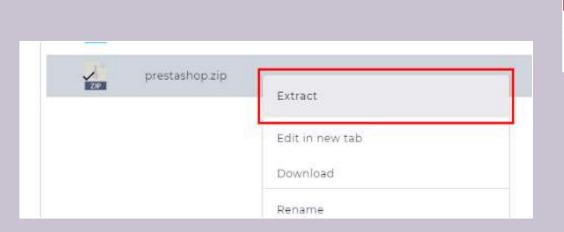
Step 1: Download PrestaShop



Manual Installation via MySQL & FTP

Step 2: Uploading the Files on Your Server



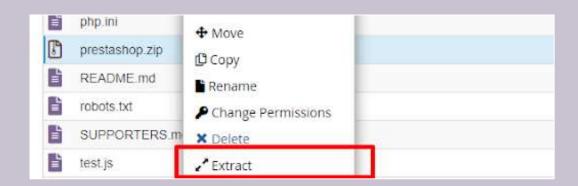




Manual Installation via MySQL & FTP

Step 2: Uploading the Files on Your Server







Manual Installation via MySQL + FTP

Step 3: Creating the Database



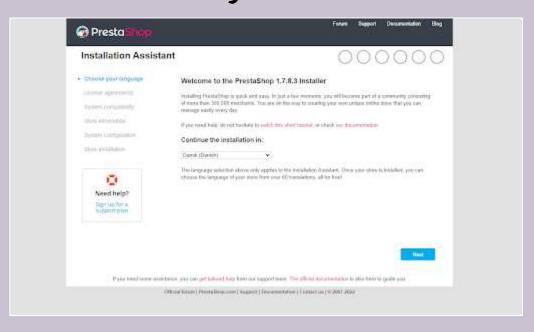
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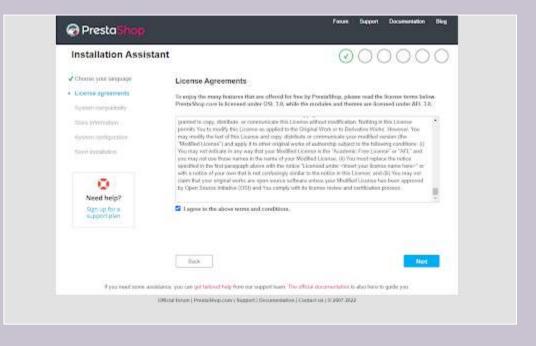
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Manual Installation via MySQL & FTP

Step 4: Installing PrestaShop with the Installation Assistant





Manual Installation via MySQL + FTP

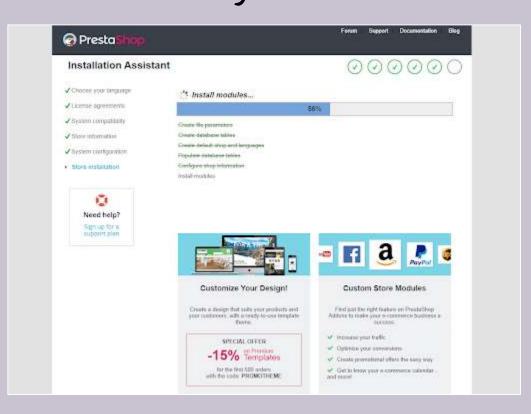
Step 4: Installing PrestaShop with the Installation Assistant

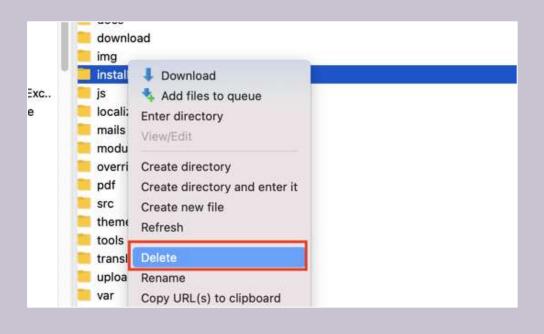
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Manual Installation via MySQL & FTP

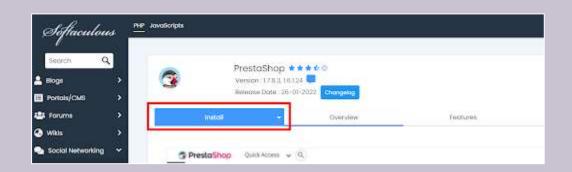
Step 4: Installing PrestaShop with the Installation Assistant





One-Click Installation with Hosting Provider The Process





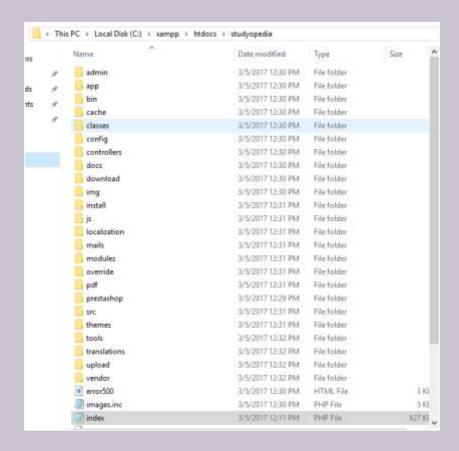


One-Click Installation with Hosting Provider

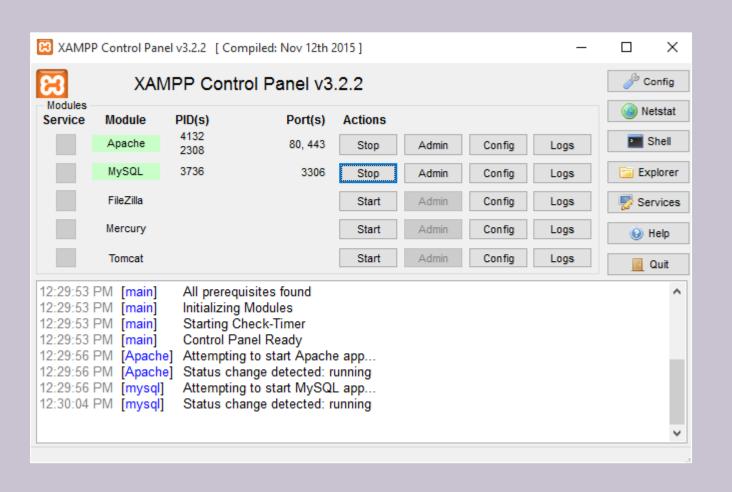
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Localhost Installation The Process

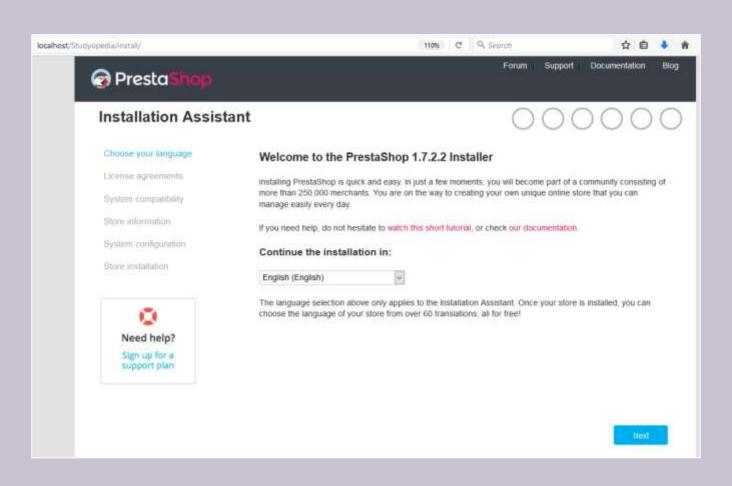
Step 1: Download PrestaShop and put it in C://XAMPP/htdocs/studyopedia/



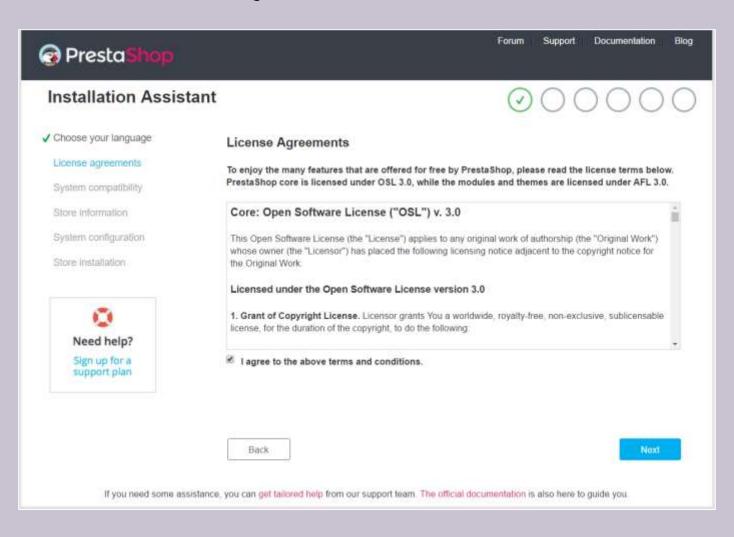
Step 2: Start Apache and MySQL



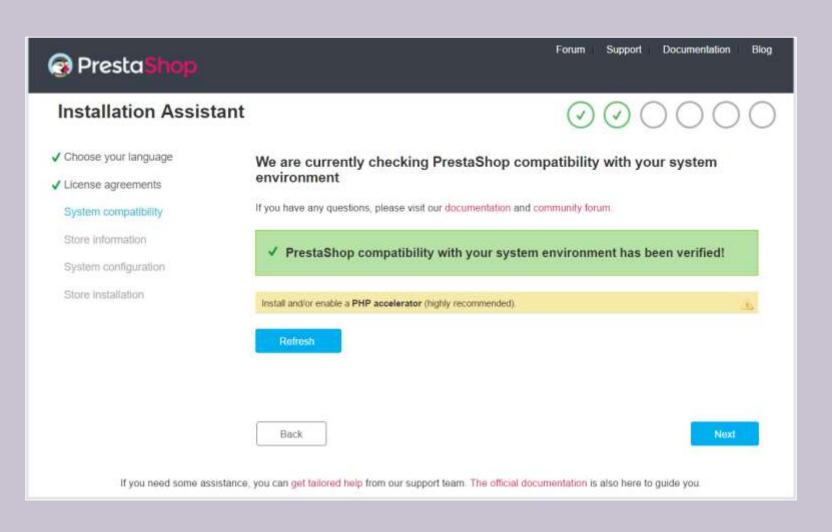
Step 3: Open localhost/studyopedia in your browser and click next



Step 4: Read the License Agreement



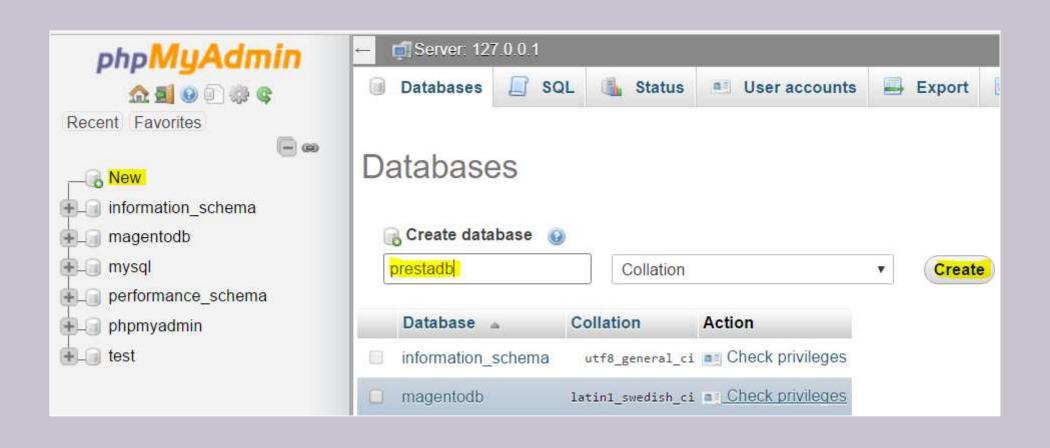
Step 5: Check for PrestaShop Installation



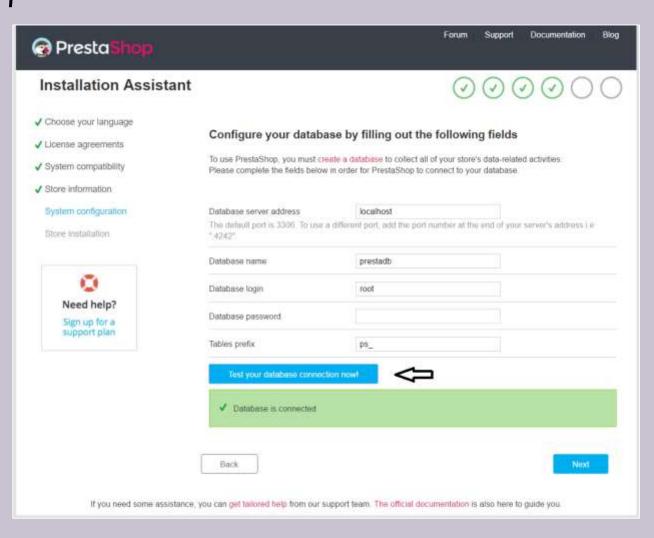
Step 6: Add the Store Information

Installation Assistant		(00000
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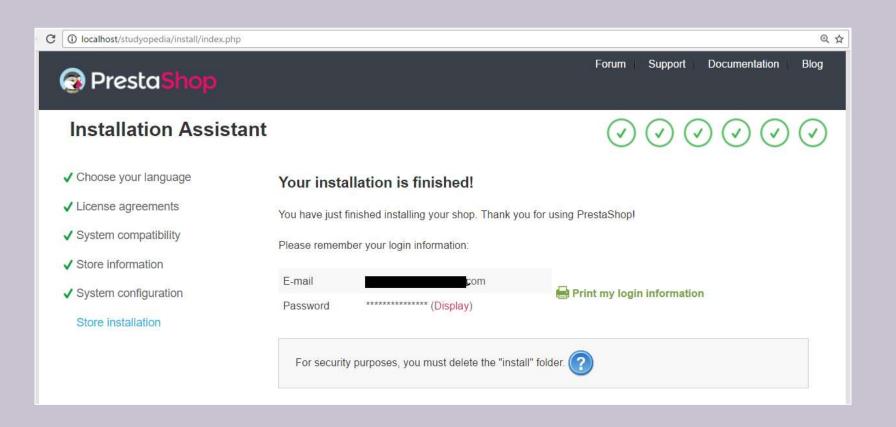
Step 7: Configure the Database



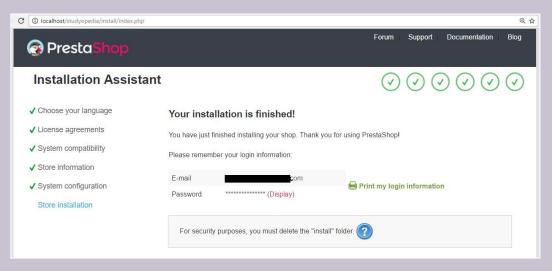
Step 8: Test your Database Connection Now

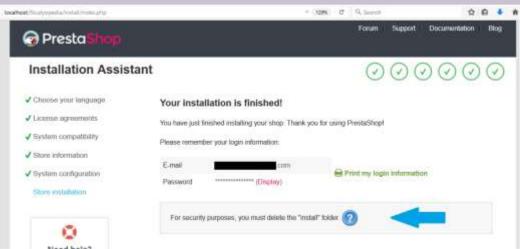


Step 9: Install Demonstration Data + Theme



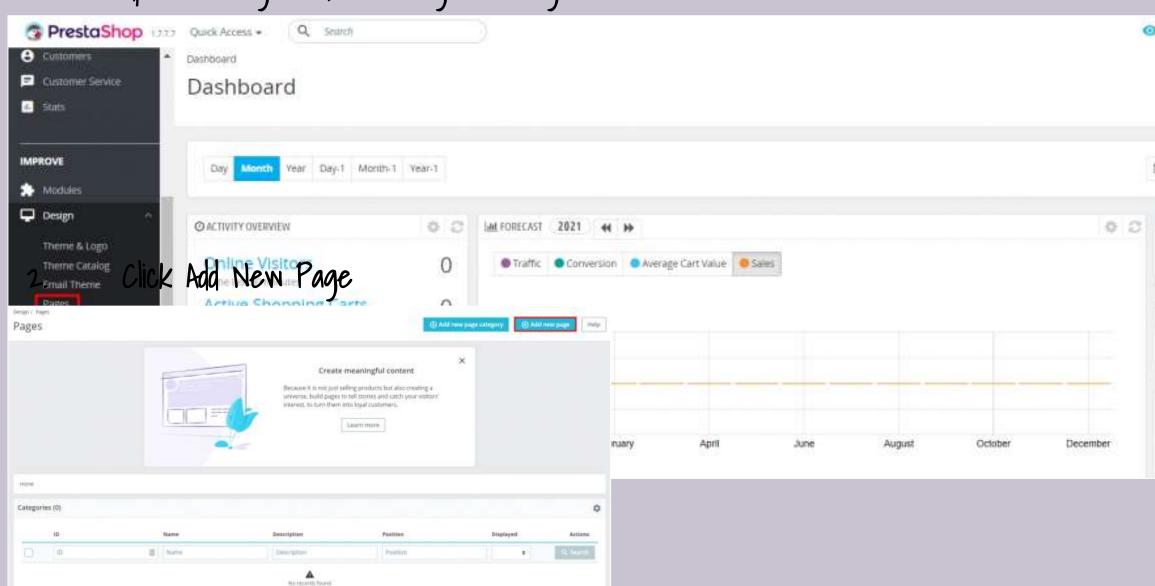
Step 10: Finish Installation and Delete the Install Folder



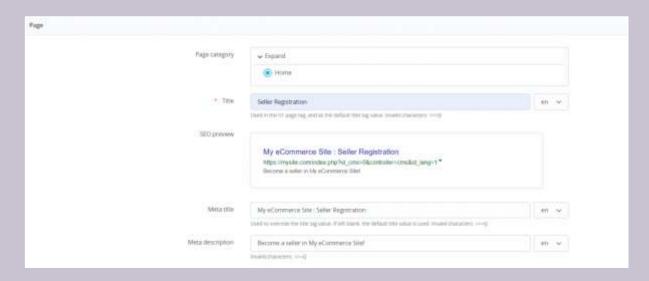


The Process

Set up New Pages. Go to Design -> Pages



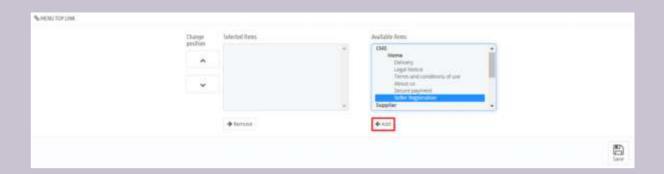
3. Customize The New Page



4. Navigate to Modules -> Module Manager



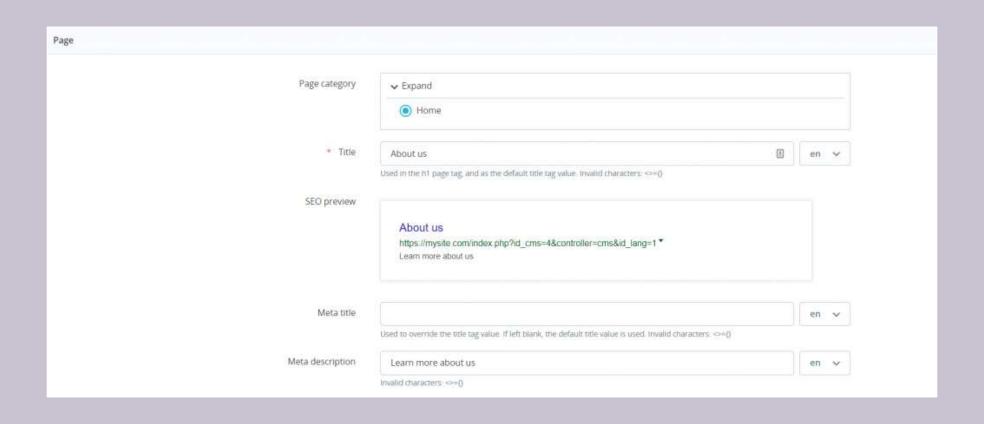
5. Configure Module & Save



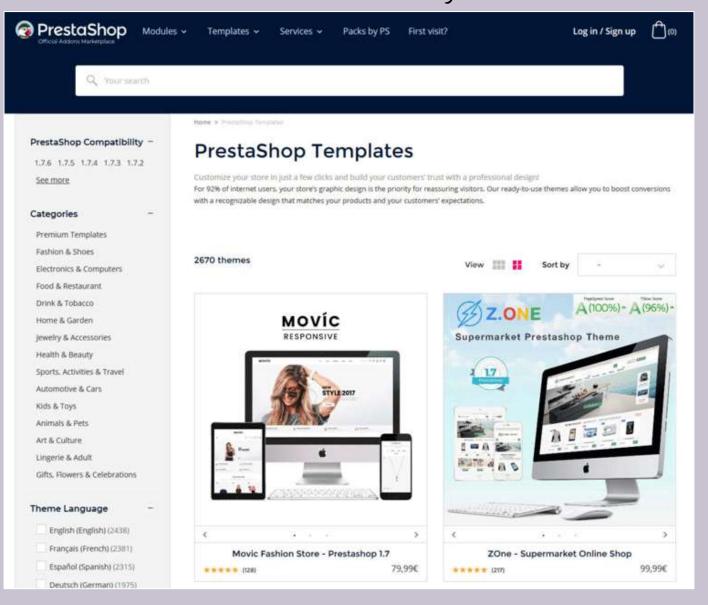
6. Go to Design -> Pages & Click on the Pen Icon

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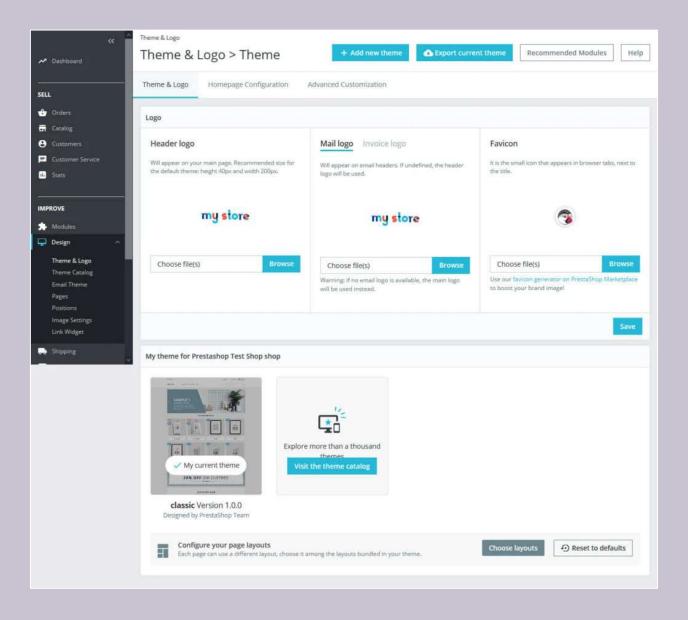
7. A Form will Appear & Click Save or Save and Preview.



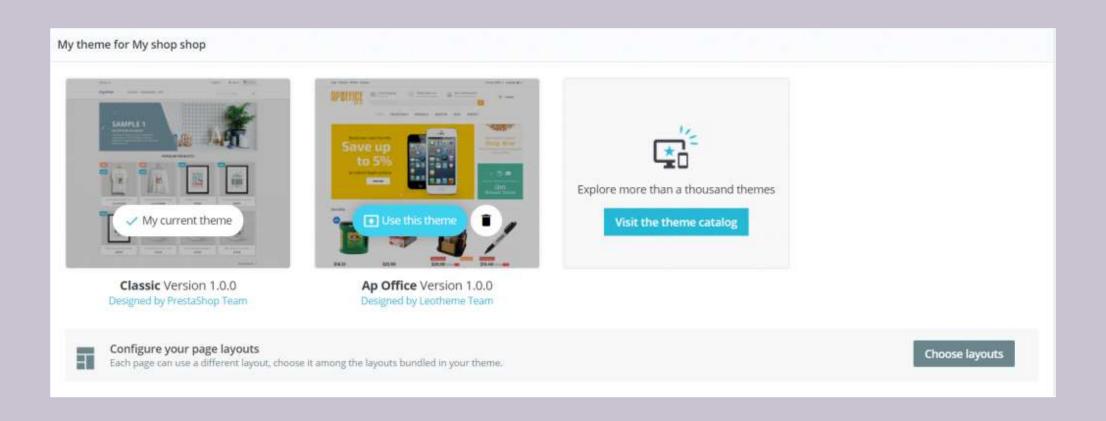
Luckily, designing a beautiful shop in PrestaShop doesn't require advanced design or technical skills. The platform offers lots of appealing themes to choose from.



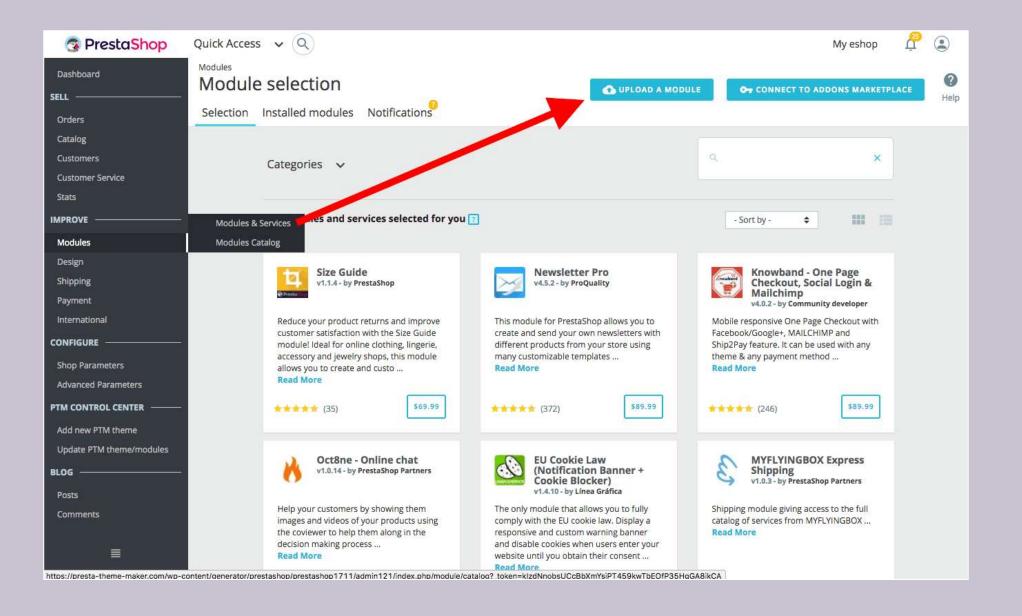
Theme Catalog



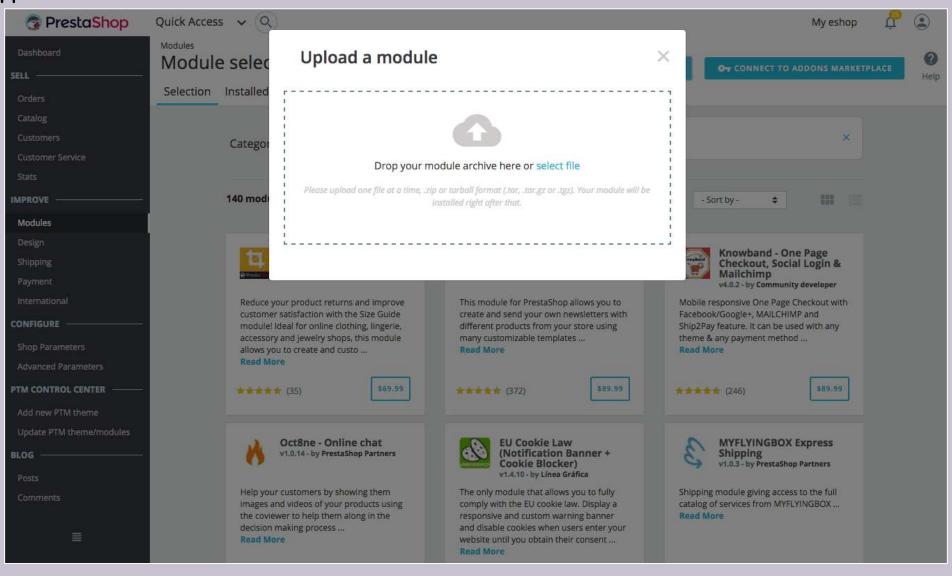
Theme Dashboard



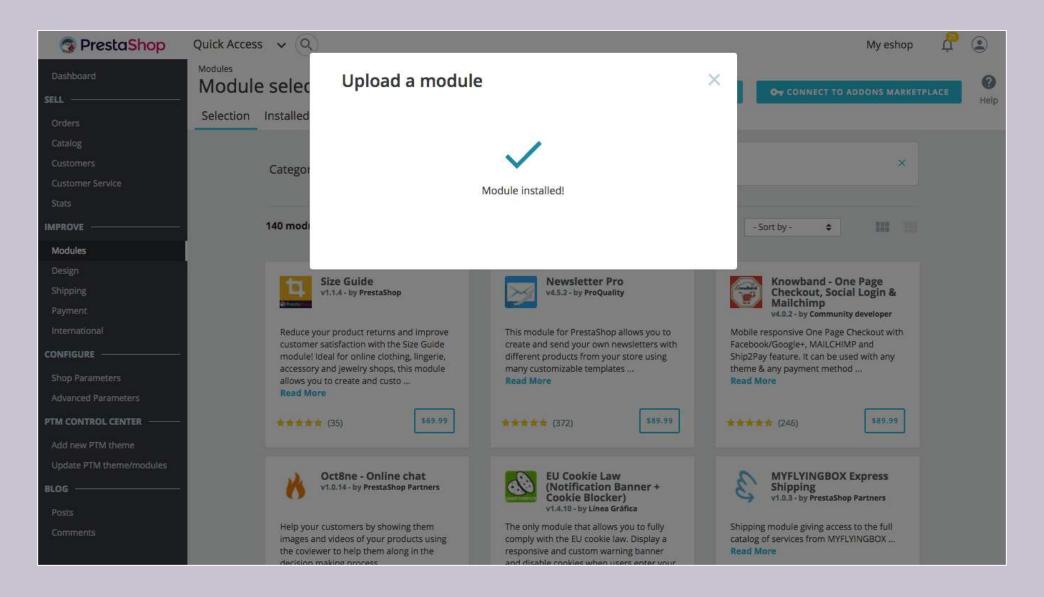
Step 1: Click on the "upload a module" Button



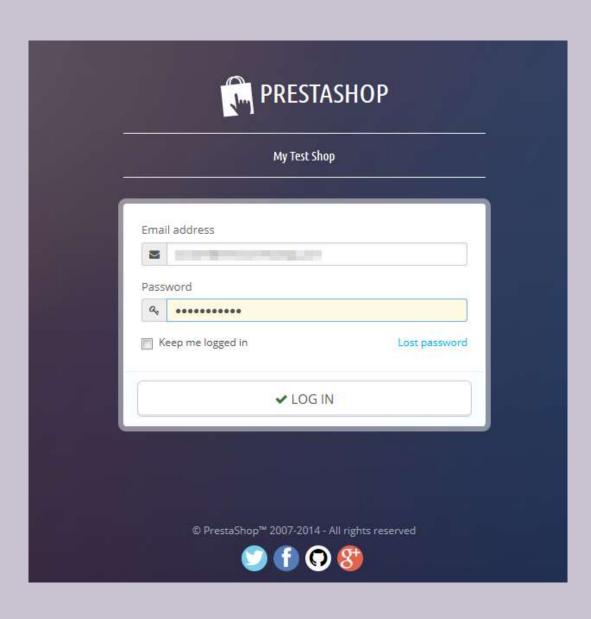
Step 2: Drag And Drop The ZIP of The Module That You Wish To Add



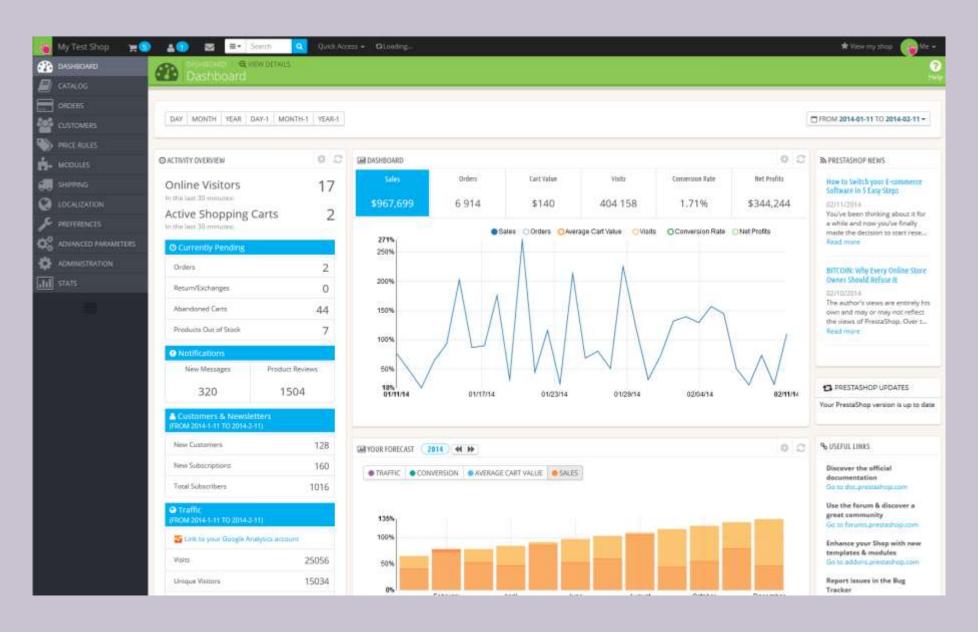
Step 3: Module Activation Successful



Step 1: Log Into Your PrestaShop 1.6 Dashboard



PrestaShop 1.6 Dashboard



Dashboard

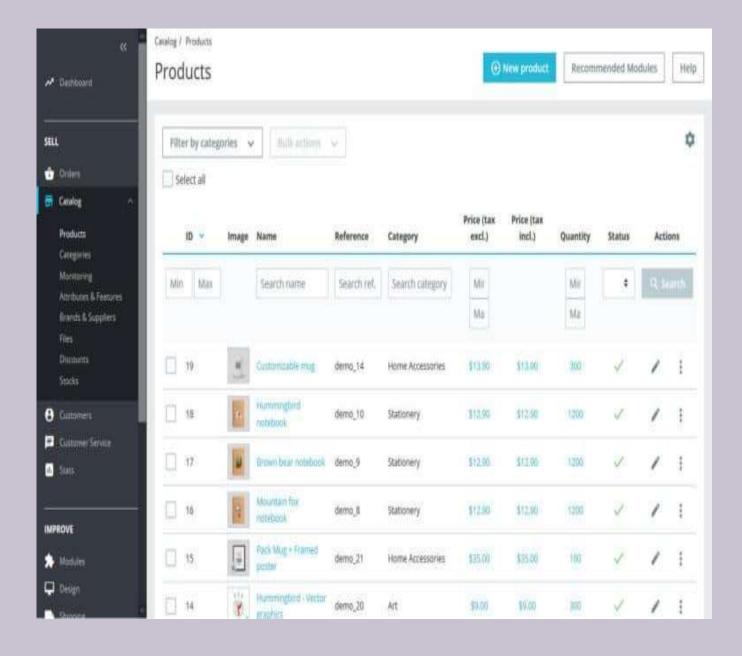
- The top bar will look familiar to WordPress users. Here's what it contains:
- A configurable quick access drop-down menu that lets you access important actions and parts of your shop
- A search field to search your entire shop
- The button that says View my shop takes you directly to the front end of your web store
- A notification button that, when clicked, shows you the latest orders, new customers, and messages
- The little trophy icon shows your achievements in setting up your online shop
- Finally, the last icon gives you access to editing your profile and helpful resources

Contd..

- On the left side, you have access to other parts of your shop.
- The main part of the screen contains a lot of information about the state of your shop and how to improve it.
- You can adjust all the statistics you see by changing the time frame at the top to the current or last day, month, or year.
- You are also able to set a custom time frame and compare it to another like in Google Analytics.
- If you enable the demo mode in the top right corner, it will populate all the statistics with dummy numbers so you can better understand what they are for.

Contd...

- Most of the elements are pretty self-explanatory.
- They tell you whether your site is up to date, the number of visitors, shopping carts, orders, sales, top products, and other important shop information.
- Under Forecast, you can set goals for yourself and PrestaShop will tell you how close you are to reaching them.
- The little gear symbol in the upper right corner allows making adjustments to how they display content.
- Once you know about modules, you can also add more elements like this to your dashboard.
- If any of this is unclear, the big *help* button in the top right corner describes everything on screen in detail.
- You find that on pretty much every screen in PrestaShop, so if you get stuck, this is where you can turn to.



Create a Product

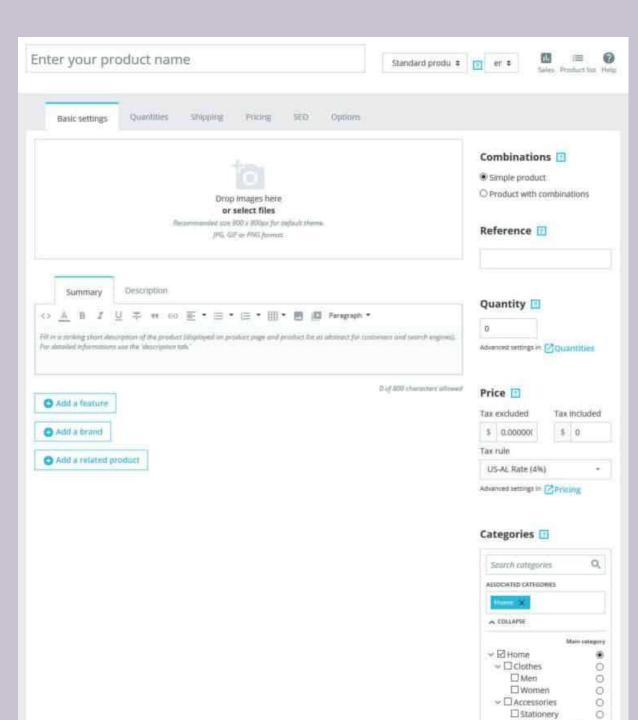
Of course, when running an online shop, creating and managing products is one of the most central issues.

In PrestaShop, you find the functionality for that under *Catalog* > *Products*.

When you click it, you get to the screen shown.

Here, you find a list of all the products on your site.

You can also filter, activate/deactivate, duplicate, and delete them from here.



- To create a new product, click the button of the same name in the upper right or hit *Ctrl+P*. That gets you to the left screen.
- The first thing you need to do here is to include a name for your product at the top.
- Right next to that, you have a dropdown menu that allows you to determine whether this is a physical product, a product pack (a combination of at least two products already existing), or a virtual product.

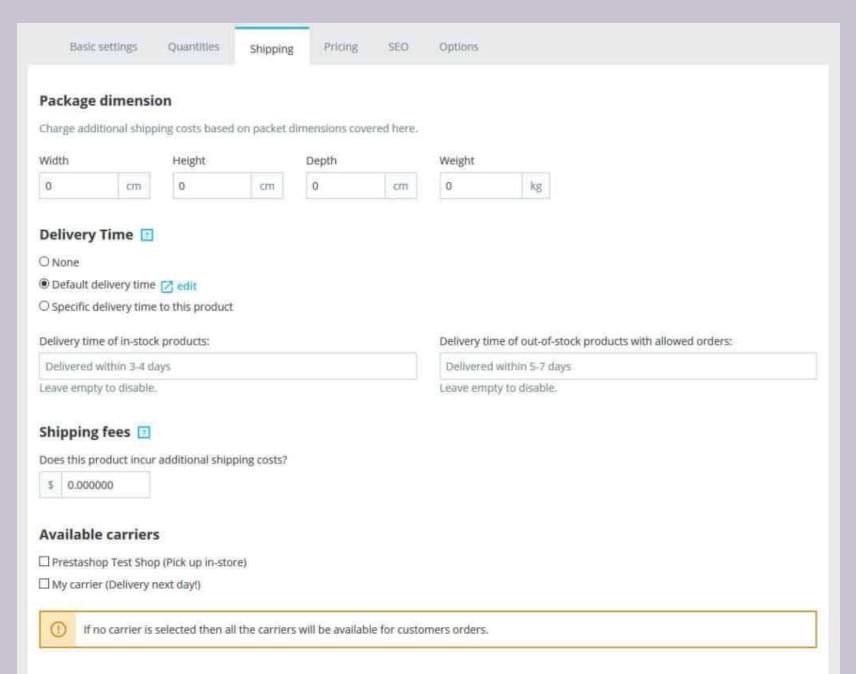
1. Basic Settings

- Click in the field on top where it says *Drop images here* to upload product images. When you have several, you can also choose which one will be the cover. Click on them to add a caption.
- Next, you find a text editor in which you can add a product summary (which will appear on the shop page) and a longer description that will be visible for those looking at the product itself.
- Finally, you able to add features, brands, and related products. Be aware, that you need to have created those in some of the other menus already in order to be able to choose them here.
- On the right side there are several options for important data:
 - Combinations Here, you determine whether this is a simple product or one where you can choose things like size, weight, color, etc. If the latter, you can configure this under the *Combinations* tab that will appear when you enable this option.
 - □ **Reference** This is the reference code for this product, which is important for stock management.
 - □ **Price** Determine the price with and without taxes as well as the tax rate. More on how to set these up later.
 - □ **Categories** Just like <u>blog posts</u>, assigning categories to products makes them easier to filter and find. Choose from the ones you already have on your site or create new ones.

2.Quantities

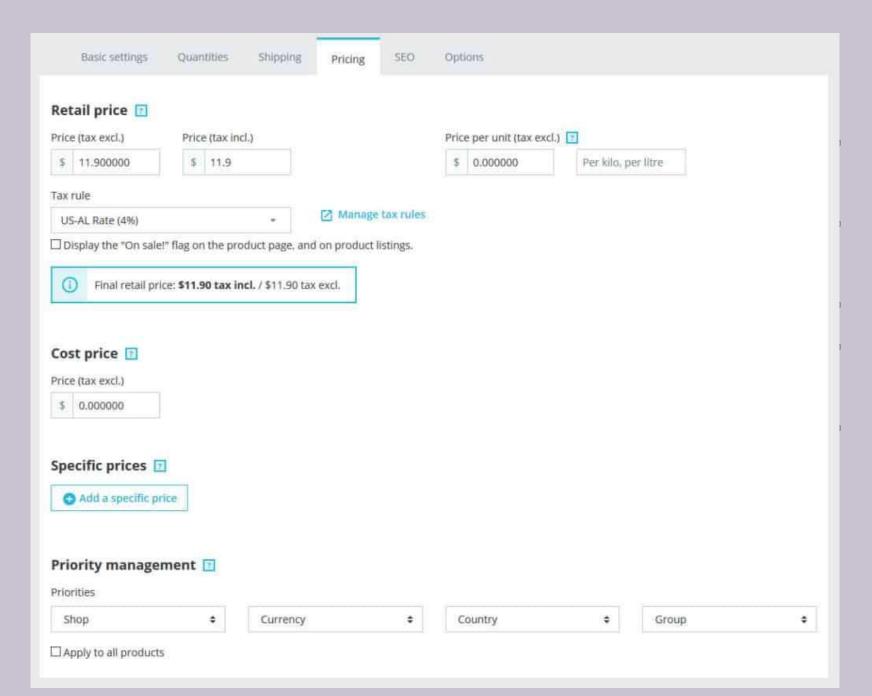
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Stock		
Stock location		
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Leave empty to disable	☐ Send me an email when the quantity is below	w or equals this level 🔃
Availability preferences		
Behavior when out of stock		
senavior when out of Stock		
Deny orders Allow orders		
Deny orders		
Deny orders Allow orders	Label when out of stock (and back order allowed)	Availability date

- In this tab, you control the stock of this product and backorders:
- Quantity available and minimum quantity per purchase
- Stock location, at which point stock level is considered low and whether to inform you when it gets there
- Allow/disallow
 backorders, configure
 what buyers see when
 the product is in and out
 of stock, and when it
 will be available again



3. Shipping

- here's where you deal with everything related to shipping the product:
- Product dimensions and weight to calculate shipping costs
- Delivery time (for both in and out-of-stock product)
- Additional shipping fees if applicable
- Available carriers for this product as configured in your settings



4. Pricing

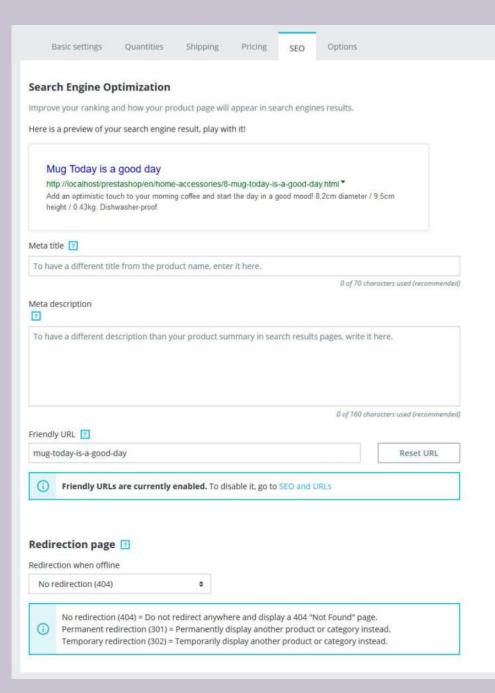
In this screen, you make adjustments to things that have to do with the pricing of the product:

Price with or without tax, applicable tax rule, and whether the product is on sale

Unit price if mandated by your location's laws

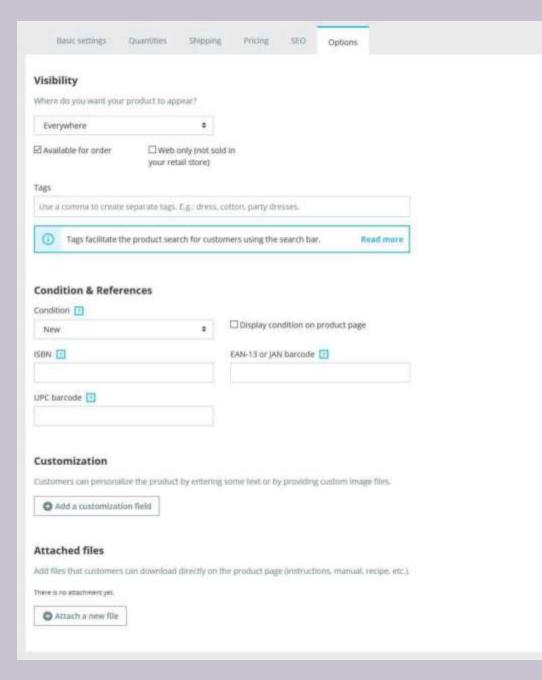
Cost price, meaning what you paid for it, to help PrestaShop figure out your margin and profit

Specific prices for different groups of customers, currencies, countries, dates, and more as well as how to weight those properties



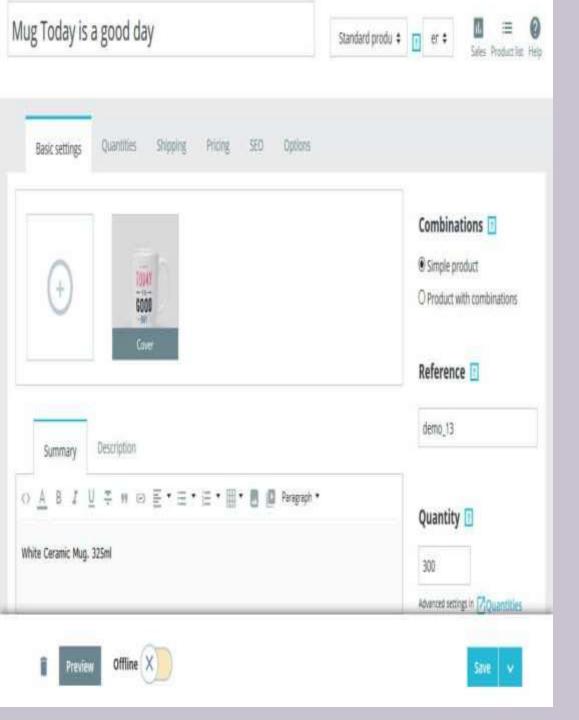


PrestaShop comes with pretty solid built-in SEO features. Here, you are able to control much of what the product looks like in Google search, including SEO title, meta description, and permalink. You can also set up page redirections if necessary.



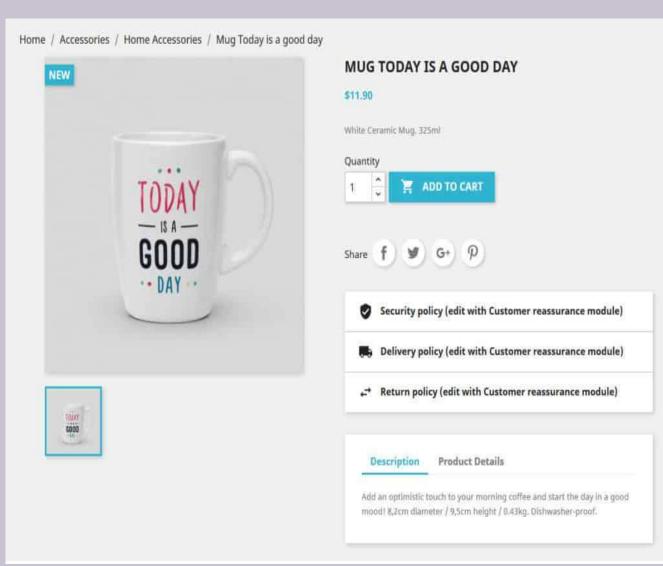
6. Options

- Finally, this screen allows you to add additional options and information to your product:
- Product visibility (product catalog, search, everywhere, none of the above)
- Whether it's available for order and if it's limited to your webshop only
- Tags to help customers find what they want more easily
- Condition (new, used, refurbished) and whether to convey this information
- Additional info like ISBN number, barcode
- Ability to customize product, such as with a custom text or image
- Files belonging to this article, like manual, instructions, or else

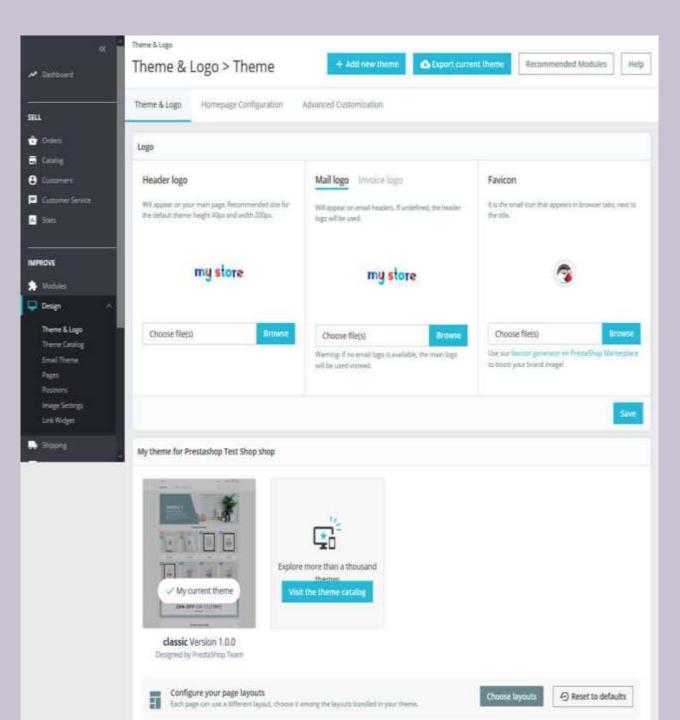


7. Publish the Product

- When you have filled in all the information, the first thing you want to do is hit *Save* at the bottom bar of the screen.
- This way, you are sure that what you entered won't vanish. After that, you can preview what the product looks like with the respective button. When you do, PrestaShop will already tell you if something is not right and needs to be corrected.



When everything is fine and you are satisfied, send out the product to your shop by switching the Offline button to Online (the reverse is also how you unpublish products, of course). And here's the finished result:



Adjust Your Design 1. Check Theme & Logo

- Our first stop is Design > Theme & Logo.
- Here, you will notice the options at the top to set a logo for the homepage, your customer emails, and invoices. You are also able to set a <u>favicon</u> (the little icon that will appear in browser tabs). It's as easy as clicking *Browse* or *Choose files*, uploading, and then saving afterward. Note the size recommendation in the upper left corner.
- Below that, you see your current theme and find buttons to visit the theme catalog and modify page layouts. We will get to that shortly.
- Finally, at the bottom, you see themes available in the PrestaShop marketplace that you can access from here.

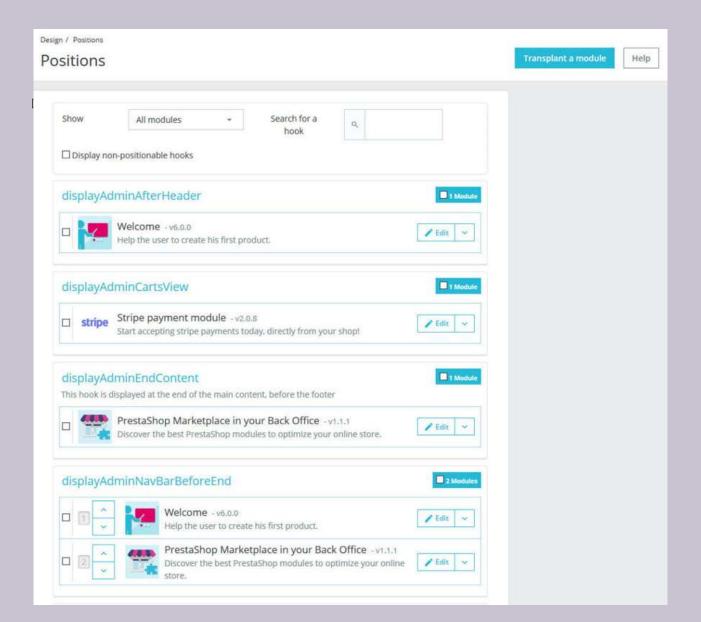
2. Install and Change Your Theme

- If you want to change the theme of your PrestaShop store, you can find a few themes under *Design > Theme Catalog*. However, in order to get them, you need to go to the <u>theme marketplace</u>, so you might as well do that directly.
- Here, you can filter themes according to your PrestaShop version, shop category, language, and much more. Unfortunately, the official marketplace does not contain any free themes, and prices are between \$60 and \$300.
- However, there are free themes out there, for example, on <u>Template Monster</u> where you can get some for the price of a social share. The PrestaShop <u>forums</u> also have a few collections of free themes.
- Once you have settled on a theme (and/or purchased it), back in your shop, click on +Add new theme at the top.
- You then have three ways of getting your theme on your site:
 - ☐ Upload it as a zip file
 - ☐ Import it directly from its URL
 - ☐ FTP it into the *themes* folder in your PrestaShop installation and pick it from the drop-down menu
- Once uploaded, it appears in your theme list under *Theme & Logo*.
- A click on *Use this theme* (hover over the new theme and confirm) activates it. After that, when you view your shop, you can see that the content is the same, however, the design has changed.

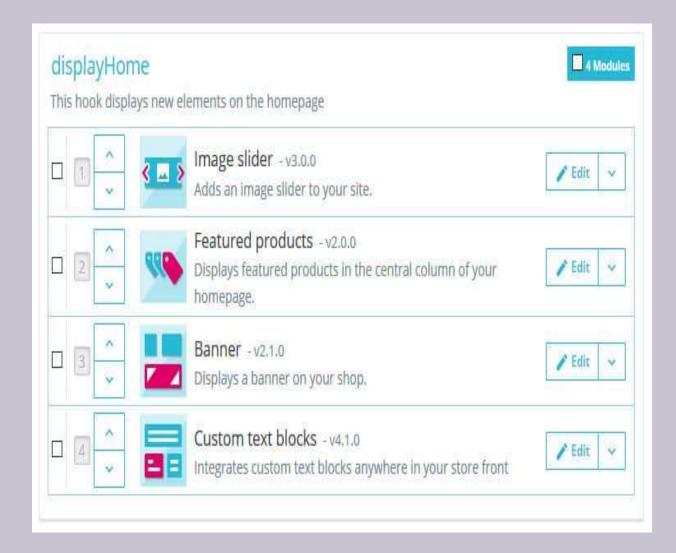
3. Choose Page Layouts

There is a Choose layouts button below your theme list. When you click on it, you get to a page where you can pick the layout of each of the pages on your site via the drop-down menu. What is available depends on what your theme has to offer.

4. Work With Modules



Design > *Positions*.

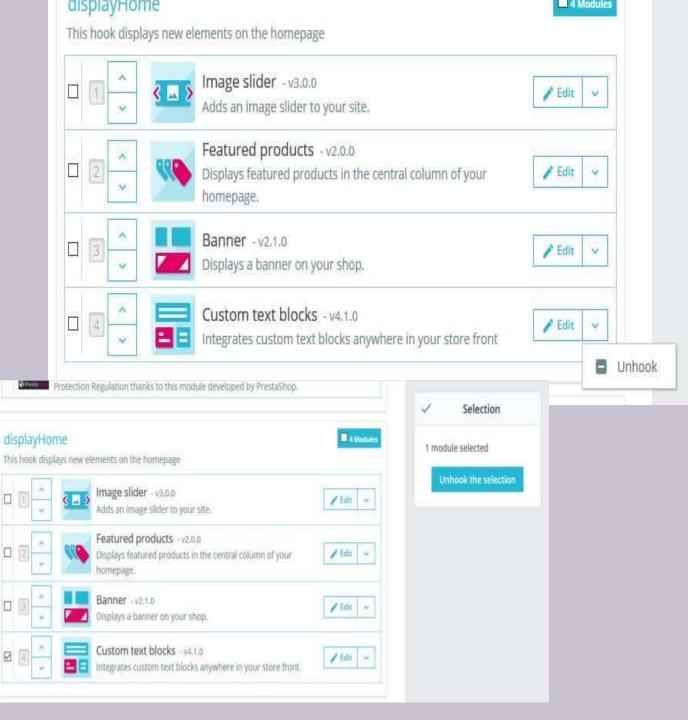


Hooks are set locations in your theme (both in the front-end and back-end) and modules can be things like widgets, statistics, link lists, subscription forms, image sliders, social buttons, and more.

For example, at the displayHome hook, you find a module called *Custom text blocks*.



- this is the *Lorem ipsum* filled block on the homepage.
- The short description of the hook also tells you its position in the theme. Consequently, if you want to make changes to this block, this is where you do it.

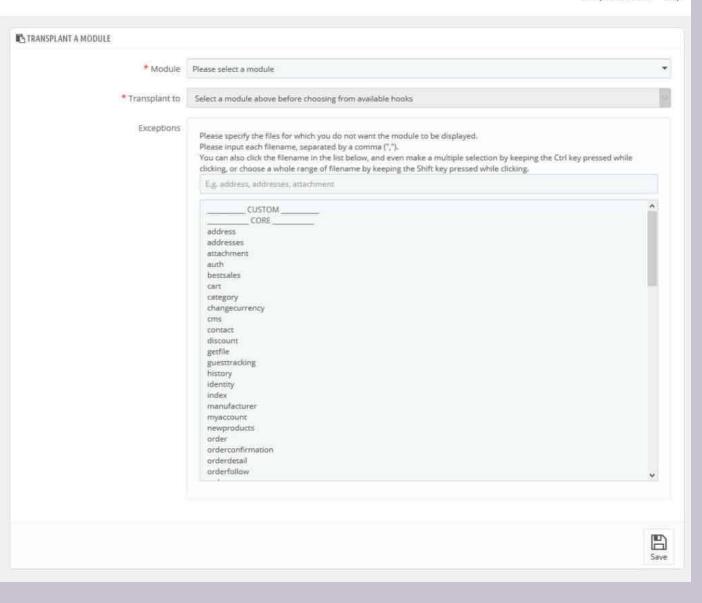


- To get rid of modules completely, click the little arrow button, and choose *Unhook*.
- Alternatively, tick the boxes on the left of several modules and click the *Unhook the selection* button that appears.
- Either way, the block will no longer be there.

Design / Positions

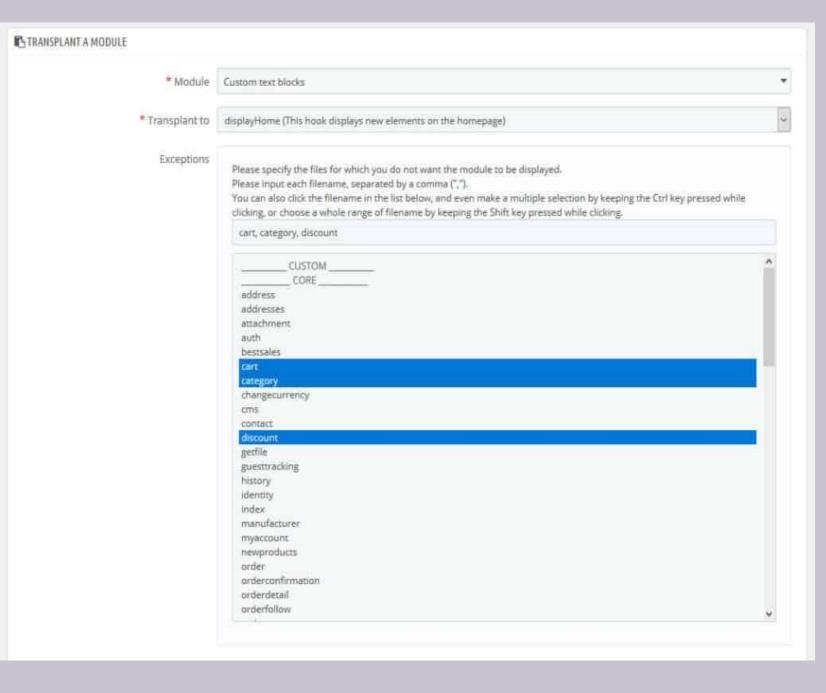
Positions





5.Transplant Modules

- If you want to get it back, you have to re-attach the module to the hook.
- This is called "transplanting" in PrestaShop and has its own page.
- You can get there via
 the Transplant a
 module button at the top right of the Positions screen.
- The drop-down list on top shows you the available modules on your site. Once you have picked the one you want, the *Transplant to* list becomes active and gives you all the places you can attach it to

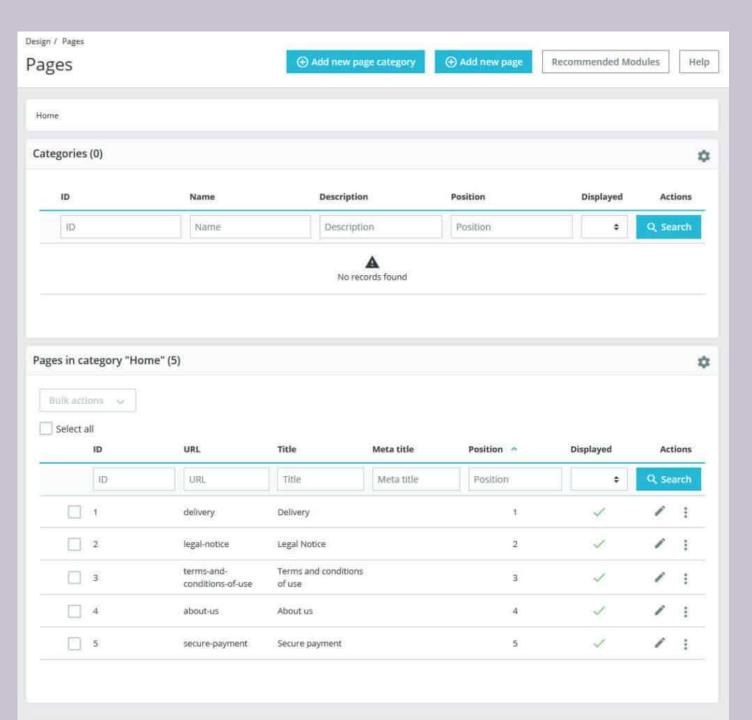


- Under *Exceptions*, you are able to define where this particular module should not appear. This isn't really applicable in this case but makes sense for other modules. Either type out a list with commas or choose from the list below.
- Save your choices at the bottom when you are satisfied. After that, the custom text block should be back. If you want to make changes at a later time, you can always click the *Edit* button of the module in the *Positions* screen to return to this menu.

6. Modify Your Menu



if you want to make changes not to the presence or position of modules but to their content, such as the main menu. When you scroll to the bottom of the *Positions* menu, you can see that it is attached to the displayTop hook.



7. Modify Pages

- Design > Pages.
- Here, we want to change the content of the *About us* page. The first thing you will notice is the so-called page categories.
- At the moment, we simply want to scroll down to the *About us* page and click the "pen symbol" on the right to edit it. This will bring us to the following page:

Page category	→ Expand
	● Home
	o rone
* Title	About us
	Used in the N1, page rug, and as the default title tag value. Invalid characters: <>=[]
SEO preview	
	About us
	http://localhost/prestashop/content/4-about-us*
	Learn more about up
	Here is a president of honeyour page will appear or smarch engine resulti-
Meta title	
	Used to override the tale tag value. If left blank, the default one value is used, invalid than others <==()
Meta description	Learn more about us
	timetal characters (n=0)
Meta keywords	about us informations Add tag
	To end tags, visit in the field, write summing, and then press the "Error" key, itselfd shousters
	A-11
* Friendly URL	about-us
	Only letters and the hyphen () character are allowed.
Page content	
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About us	î
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Testimonials	
"Lorem useen dulor sit amet conse statur ad	figuriting elit, sed do examped tempor incididunt of labors of dolors mapps alique. Ut since ad
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Cancel

- At the top, you can change the category under which you want this page to appear. Below that, you are able to modify the page title, specify a meta title, description, and keywords (the latter is not really necessary). Set the permalink under the Friendly *URL*. The preview will show you how the page will look like in search engines.
- Then create the page content in the editor.
- Save and preview at the bottom. Then display the page on your shop by switching the *Displayed* button to *Yes*.

Payment / Payment Methods

Payment Methods

Help

Set Up a Payment Gateway

- - under Payment > PaymentMethods.

Once you

have created

your products

and designed

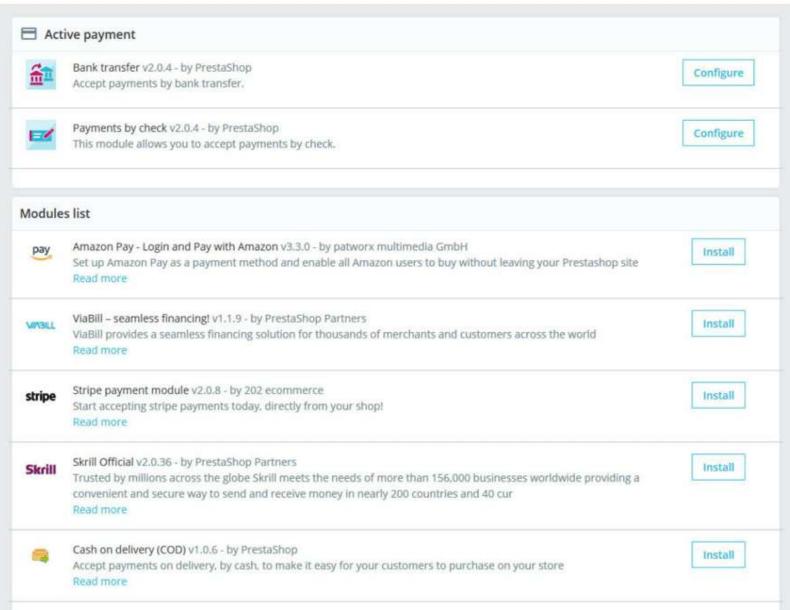
your shop,

it's time to

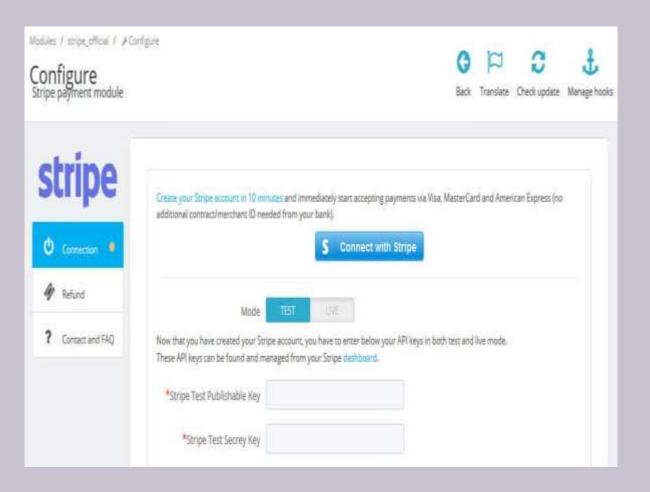
set up a

payment

gateway.



- At the top, you find the payment methods already available to your customers. Below are a number of modules you can install to add more to your shop. There are additional ones available in the <u>marketplace</u>.
- A click on *Configure* starts the setup. Beware that many of the electronic payment options allow you to run them in test mode so you can try them out without actual payment.



- Configure any module.
- Once active, payment gateways are automatically available to visitors, no need to hook these modules anywhere.
- However, if you want to remove payment gateways you are no longer using, you need to do so in the *Module Manager*.

QUESTIONS

(5)

- How to install prestashop CMS?
- Write some of the features of prestashop. (5)
- What are the content present in prestashop's dashboard. (5)
- Explain create a product functionality of prestashop in detail.
- Explain the following w.r.t prestashops create a product functionality: basic settings, quantities, shipping, pricing and seo
- How to publish a product in prestashop.
- How to modify prestashop's menu and pages?
- Write a note on adjusting your design in prestashop.
- How to install and change the theme in prestashop?
- Write a note on working with module in prestashop.
- What are hooks and modules in prestashop?
- Give an example of a hook.
- How to get rid of hooks?
- What is transplanting?
- How to set up a payment gateway?

References

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 - dashboard/#:~:text=How%20to%20Log%20Into%20Your%20PrestaShop%201.6%20Dashboard,example.com%2Fadmin%E2%80%9C.
- https://websitesetup.org/prestashop-tutorial/