



Magento®

Content Management System

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About the Tutorial

Magento is an open source E-commerce software, created by Varien Inc., which is useful for online business. It has a flexible modular architecture and is scalable with many control options that is helpful for users. Magento uses E-commerce platform which offers organizations ultimate E-commerce solutions and extensive support network.

This tutorial will teach you the basics of Magento using which you can create websites with ease. The tutorial is divided into various sections and each of these sections contain related topics with screenshots explaining the Magento admin screens.

Audience

This tutorial has been prepared for anyone who has a basic knowledge of HTML and CSS and has an urge to develop websites. After completing this tutorial you will find yourself at a moderate level of expertise in developing e-commerce sites using Magento.

Prerequisites

Before you proceed with this tutorial, we are assuming that you are already aware about the basics of HTML and CSS. If you are not, then we suggest you to go through our short tutorials on HTML and CSS Tutorial.

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Part 1: Basics

1. OVERVIEW

What is E-commerce?

E-commerce (Electronic Commerce) is a type of business that involves the commercial transaction or purchasing or selling of goods and services through electronic channels known as internet. It was first introduced in the year 1960 through EDI (Electronic Data Interchange) on VAN (Value-added network). Using E-commerce, you can sell physical products or services (where the payment is made online).

Following are the categories of E-commerce:

- **B2B (Business to Business):** This transaction is between businesses. It is between the wholesaler and the retailer or between the manufacturer and the wholesaler.
- **B2C (Business to Consumer):** This transaction is between businesses and consumers. In this type of transaction, merchants sell products to consumers through shopping cart software.
- **C2C (Consumer to Consumer):** In this type of transaction, one consumer or customer interacts with other consumers through internet.
- **C2B (Consumer to Business):** This transaction is between the consumer or the customer and businesses or organizations where the consumer makes a product that the organization uses it to complete the business.

What is Magento?

Magento is an open source E-commerce software, created by *Varien Inc.*, which is useful for online business. It has a flexible modular architecture. It is scalable and it has many control options that helps the user to build both user-friendly and search engine friendly websites.

Magento uses E-commerce platform which offers companies the ultimate E-commerce solutions and extensive support network. Magento allows user to update E-commerce website automatically. It is simple, quick and versatile to use.

Magento was developed by *Varien Inc.*, and it was first released on *March 31, 2008*.

Why to Use Magento?

- Magento is an open source E-commerce software.
- Magento is scalable and offers small organizations to build business.
- Magento enables searching and sorting of products in several ways.
- Magento easily integrates with many of the third-party sites which are needed to run effective E-commerce website.

Features

- Magento provides different payment methods such as credit cards, PayPal, cheques, money order, Google checkouts, etc.
- Magento enables shipping of products in one order to multiple addresses.
- Magento helps to manage the orders easily by using the admin panel.
- Magento provides order of product status and history of product. It also supports e-mail and RSS feeds.
- Magento supports multiple languages, different currencies and tax rates.
- Magento filters the products and displays in grid or list format.
- Magento makes it easy to browse the products. It has features such as image zoom-in and checking of stock availability.
- Magento has built-in SEO (Search Engine Optimization).

Advantages

- Magento is user friendly E-commerce software.
- Magento is compatible with smartphones, tablets and other mobile devices.
- Magento provides multiple payment options, so every visitor can make payment based on their preferred payment gateway.
- Magento has many extensions which support the development of an online store.

Disadvantages

- Magento uses larger disk space and memory.
- Magento takes longer time to build the customized functionality.
- Magento is very slow compared to other E-commerce sites.
- Magento needs proper hosting environment. If the hosting environment is improper, the user can face many problems.

2. INSTALLATION

This chapter provides step-by-step procedure for Magento installation. Before installing Magento, you require the following system requirements.

System Requirements for Magento

- **Database:** MySQL 5.1+
- **Web Server:**
 - Apache 2.x
 - Nginx 1.7.x
- **Operating System:** Cross-platform
- **Browser Support:** IE (Internet Explorer 7), Firefox, Google chrome
- **SSL (Secure Socket Layer):** A valid security certificate is required for HTTPS
- **PHP Compatibility:** PHP 5.4+

Download Magento

Step (1): Open the link <https://www.magentocommerce.com/products/downloads/magento/>, you will get to see the following screen:

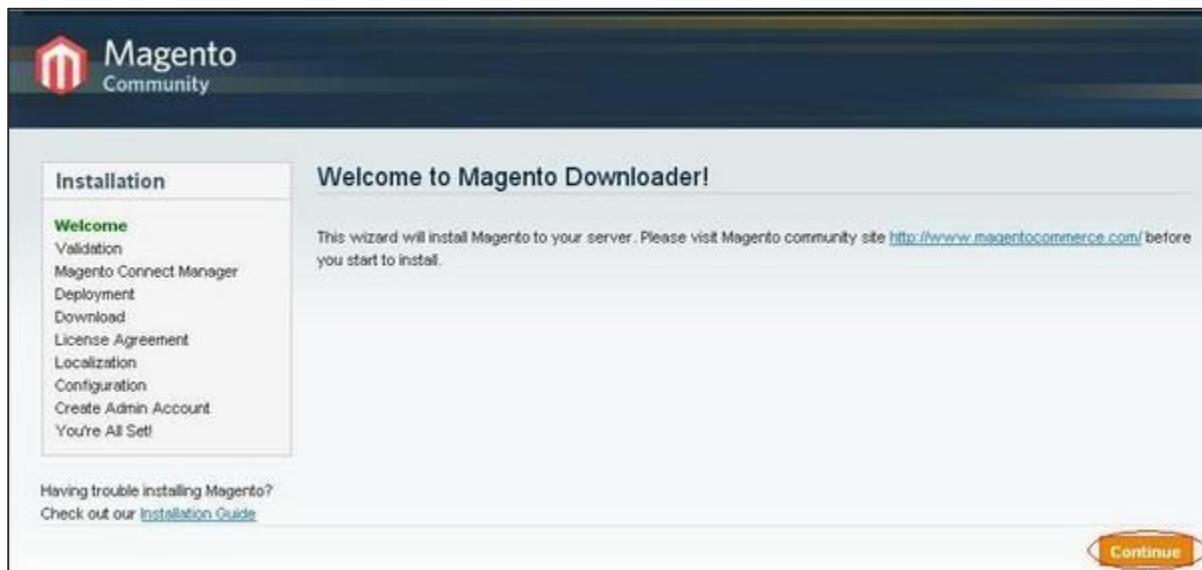
The screenshot shows the 'Full Release' section of the Magento download page. At the top, there are three tabs: 'Download', 'Release Archive', and 'How to Get Started'. Below the tabs, a dark bar contains the text 'Full Release'. Underneath, it says 'This is the latest stable release of the Magento Community Edition. [Learn More >](#)'. To the left, it shows 'ver 1.9.1.1 - Added May 1, 2015' with a file icon. To the right, there is a dropdown menu labeled 'Select your format' and a large orange 'DOWNLOAD' button. Below the dropdown, it says 'Includes patch for the SUPEE-5344 issue'.

Step (2): Click on the dropdown menu, the archive file is available in .zip, .tar.gz and .tar.bz2 for downloading.

Step (3): Extract the Magento web files from the archive on your computer and upload it into your web server or localhost.

Step (4): Magento requires MySQL database. So create a new empty database and user/password (for e.g. user as "root" and password as "root" or else you can set as per your convenience) for Magento.

Step (5): Open your browser and navigate to your Magento file path (for e.g. <http://localhost/magento>) to start your Magento installation. Then you will get a screen of the Magento installer as shown in the following screenshot.



Step (6): Click on Continue button and you will get Validation for Magento Downloader screen as shown in the following screen.

The screenshot shows the 'Validation for Magento Downloader' step of the Magento installation process. On the left, a sidebar lists steps: Welcome, Validation (which is selected), Magento Connect Manager, Deployment, Download, License Agreement, Localization, Configuration, Create Admin Account, and You're All Set!. Below this is a link for troubleshooters: 'Having trouble installing Magento? Click on our [Installation Guide](#)'. The main content area has a title 'Validation for Magento Downloader.' and a list of PHP extensions that must be loaded: PHP version is right, Your version is 5.3.28; PHP Extension curl is loaded; PHP Extension dom is loaded; PHP Extension gd is loaded; PHP Extension hash is loaded; PHP Extension iconv is loaded; PHP Extension mcrypt is loaded; PHP Extension pcntl is loaded; PHP Extension pdo is loaded; PHP Extension pdo_mysql is loaded; PHP Extension simplexml is loaded. A 'Database Connection' form follows, with fields for Host, User Name, and User Password, and a 'Check for InnoDB support' button. At the bottom are 'Back', 'Check Again', and 'Continue' buttons.

Here, enter the database details, if you want to check for InnoDB support for Magento. Otherwise, click on **Continue** button to proceed to the next step.

Step (7): Next, you will get Magento Connect Manager Deployment screen.

The screenshot shows the 'Magento Connect Manager Deployment' configuration page. On the left, a sidebar lists steps: Welcome, Validation, **Magento Connect Manager Deployment**, Download, License Agreement, Localization, Configuration, Create Admin Account, and You're All Set! Below this is a link to the Installation Guide.

The main area contains three configuration sections:

- Loader Protocol:** A dropdown menu set to 'HTTP'.
- Stability:** A dropdown menu set to 'stable'.
- Deployment Type:** A radio button group where 'Local Filesystem' is selected.

At the bottom right are 'Back' and 'Continue' buttons.

It gives protocol name (HTTP or FTP), stability version such as *stable*, *beta*, *alpha* and deployment type. Select proper options and click on the **Continue** button. It will start the downloading process for Magento.

Step (8): Magento's Installation Wizard screen pops up. Check the **I agree to the above terms and conditions** checkbox and click on the **Continue** button.

The screenshot shows the 'Welcome to Magento's Installation Wizard!' screen. The sidebar includes: Download, **Licence Agreement**, Localization, Configuration, Create Admin Account, and You're All Set!. Below this is a link to the Installation Guide.

The main content area displays the Open Software License ("OSL") v. 3.0 terms. It states that the License applies to an original work of authorship ("Original Work") whose owner ("Licensor") has placed the following licensing notice adjacent to the copyright notice for the Original Work:

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Grant of Copyright License: Licensor grants You a worldwide, royalty-free, non-exclusive, sublicensable license, for the duration of the copyright, to do the following:

- To reproduce the Original Work in copies, either alone or as part of a collective work;
- To translate, adapt, alter, transform, modify, or arrange the Original Work, thereby creating derivative works ("Derivative Works") based upon the Original Work;
- To distribute or communicate copies of the Original Work and Derivative Works to the public, with the proviso that copies of Original Work or Derivative Works that You distribute or communicate shall be licensed under this Open Software License;

A checkbox labeled 'I agree to the above terms and conditions.' is checked. At the bottom right is a large orange 'Continue' button.

Step (9): Next you will get the Localization screen for selecting the Locale, Time Zone and Currency as shown in the following screen.

Select proper locale name, time zone and currency and click on the **Continue** button.

Step (10): The next screen that pops up is the Configuration screen.

Fill the database information such as *Database Type*, *Host*, *Database Name*, *User Name* and *User Password*. If you do not want to validate the Base URL, then tick the **Skip Base URL validation before Next Step** checkbox and click on the **Continue** button.

In case the `http://localhost/magento` doesn't work, use this as base URL instead-
`http://127.0.0.1/magento`

This step will take some time as Magento will be creating the Database Tables.

Step (11): Now, go to the Create Admin Account screen.

Here enter your personal information such as *First Name*, *Last Name* and *Email* and the Login Information such as *Username*, *Password* and *Confirm Password* for admin to use in backend. Need not worry about *Encryption Key* field as Magento will generate a key on the next page. After filling all information, click on the **Continue** button.

Step (12): Copy the encryption key, which will be used to encrypt passwords, credit cards and other confidential information. Then you can select Frontend or Backend of new Magento website.

Step (13): After successful installation of Magento, click on the Go to Backend button to login to admin panel.

Log in to Admin Panel

User Name: admin

Password:

[Forgot your password?](#)

[Login](#)

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Step (14): After logging in, you will get the Dashboard of Admin panel as shown in the following screen.

Global Record Search

Logged in as

Dashboard Sales Catalog Customers Promotions Newsletter CMS Reports System

One or more of the Indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Flat Data, Stock Status, Tag Aggregation Data. Click here to go to [Index Management](#) and rebuild required indexes.

Lifetime Sales

0.00

Average Orders

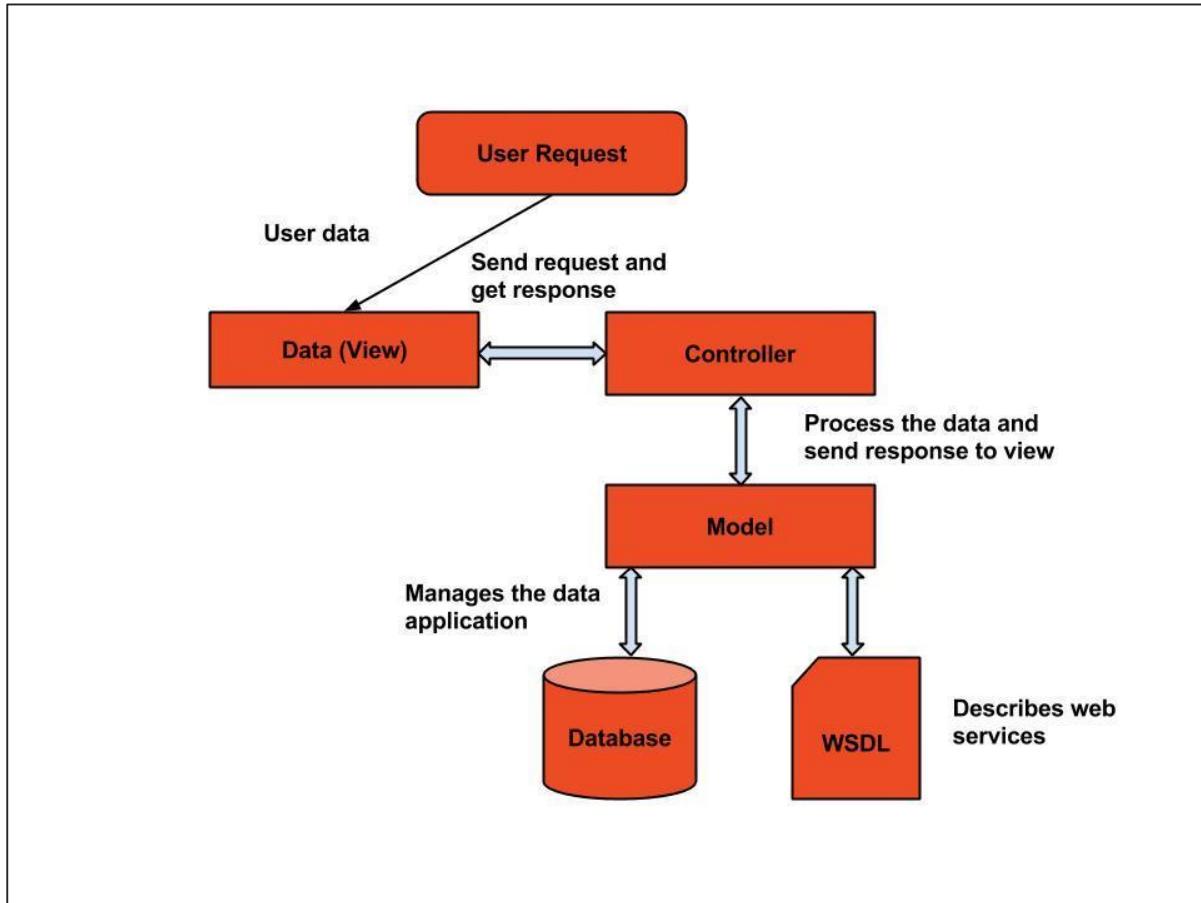
0.00

Orders vs Amounts

No Data Found

3. ARCHITECTURE

In this chapter, we are going to discuss the architectural style of Magento, for implementing user interfaces. The following diagram shows the architecture of Magento:



The Magento architecture comes with Models, Views and Controllers.

- **User Request:** The user sends a request to a server in the form of request message where web browsers, search engines, etc. act like clients.
- **View:** View represents the data in particular format. It is the user interface which is responsible for displaying the response for user request. It specifies an idea behind the presentation of the model's data to the user. Views are used to reflect "how your data should look like".
- **Controller:** The controller is responsible for responding to user input and perform interactions on the data model objects. It uses models to process the data and send responses back to the view.
- **Model:** The model is responsible for managing the data of the application. It contains logic of the data and represents basic data object in the framework. It

responds to request from the view and to the instructions from the controller to update itself.

- **Database:** Database contains the information which is requested from the user. When the user requests data, view sends requests to the controller, the controller requests from the model and the model fetches the required information from the database and responds to the user.
- **WSDL:** WSDL stands for Web Services Description Language. It is used for describing web services and how to access them.

Part 2: Store Setup

4. PRODUCT OVERVIEW

Magento Products

Products are the items or things that are sold in Magento. Product can be anything that is capable of satisfying the customer's needs. This includes both physical products and services.

Product Types

Magento provides 6 different types of products. Appropriate selection of product type is essential for accessing the appropriate set of features required to sell the product. Following are the product types available in Magento.

- **Simple Products**
- **Grouped Products**
- **Configurable Products**
- **Virtual Products**
- **Bundled Products**
- **Downloadable Products**

Simple Products

These are general product type, which are the most used products. In this section, there are no options for selecting size or color of the product.

Example: Coffee cup, DVD's, Camera lens, etc.

Grouped Products

This is a group of simple products. In this type, you cannot specify a specific price for a product; you can just specify the discount.

Example: Cell phone + Memory card + Earphone

Configurable Products

In this type, customers can select products according to their color and size before purchasing.

Example: Cell phones obtained in different colors and sizes.

Virtual Products

Virtual products are those which do not have physical counterpart, i.e. these are used for virtual items. These products cannot be shipped or stocked.

Example: Online training course

Bundled Products

Bundled products are those products which cannot be sold separately and doesn't give any choice to the end user.

Example: Consider you want to buy a cell phone which includes earphone, memory card, battery, charging cable, etc. These are together called bundled products. These products cannot be sold individually but can be sold within the bundle product.

Downloadable Products

Products which are available for download are known as downloadable products.

Example: MP3 file, ebook, documents, etc.

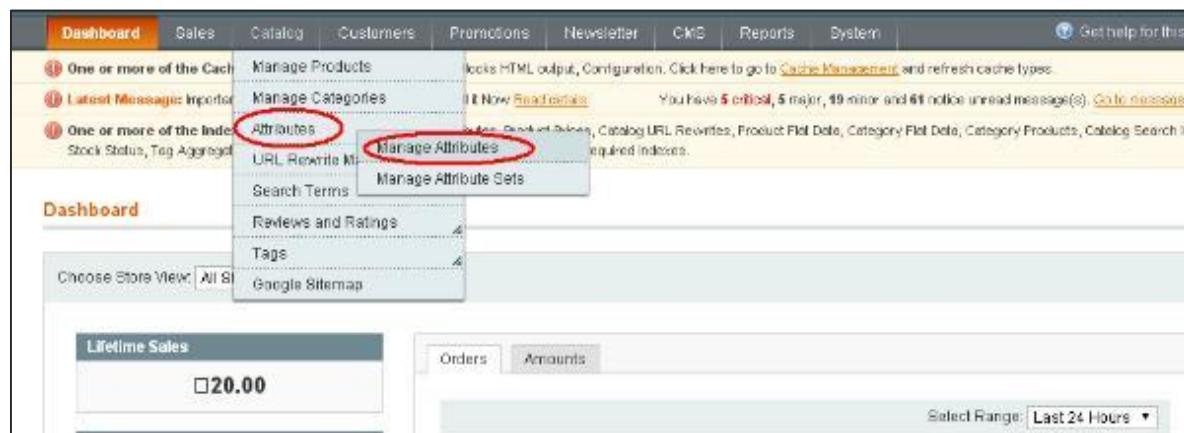
Product Attributes

Attribute describes the property of the product. Product attributes helps to set product properties such as color, size width, height, etc. and makes the product unique. You can add as many attributes to your product as required.

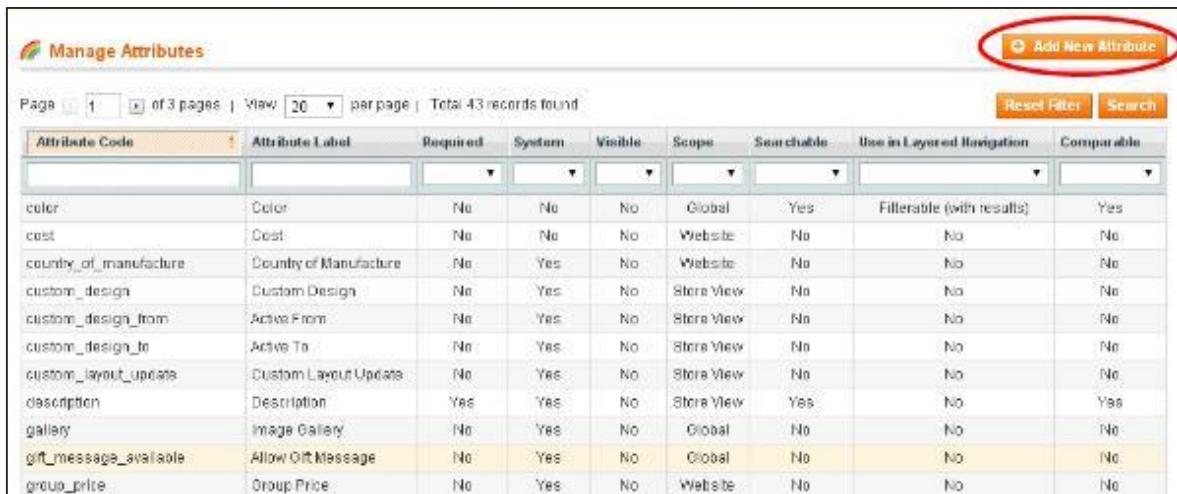
The following steps describe, how to set up the attributes for products in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Catalog** and select **Attributes** from the dropdown menu and click on the **Manage Attributes** option.



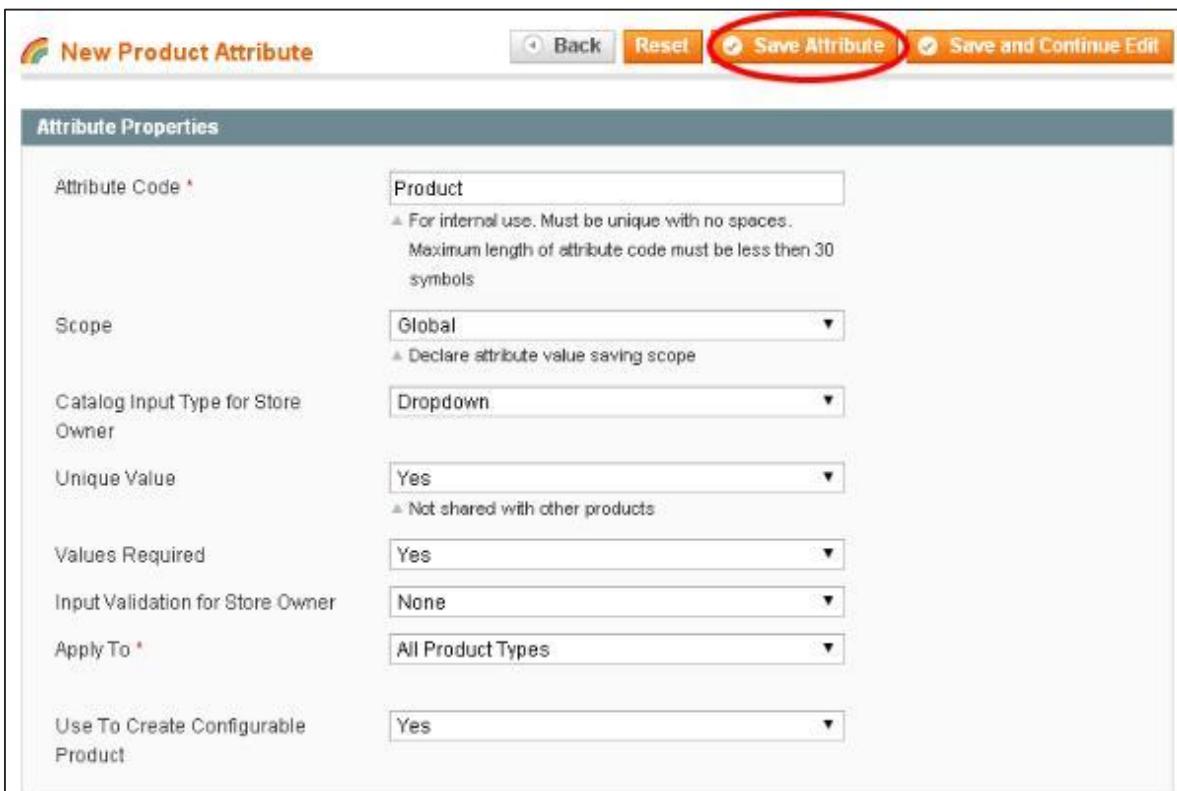
Step (3): Under **Manage Attributes** section, you will find different attributes used in the system. For adding new attribute, click on **Add New Attribute** seen on the top right corner of the screen.



The screenshot shows a grid of attributes with the following columns: Attribute Code, Attribute Label, Required, System, Visible, Scope, Searchable, Use in Layered Navigation, and Comparable. The 'Add New Attribute' button is highlighted with a red oval.

Attribute Code	Attribute Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
color	Color	No	No	No	Global	Yes	Filterable (with results)	Yes
cost	Cost	No	No	No	Website	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Website	No	No	No
custom_design	Custom Design	No	Yes	No	Store View	No	No	No
custom_design_from	Active From	No	Yes	No	Store View	No	No	No
custom_design_to	Active To	No	Yes	No	Store View	No	No	No
custom_layout_update	Custom Layout Update	No	Yes	No	Store View	No	No	No
description	Description	Yes	Yes	No	Store View	Yes	No	Yes
gallery	Image Gallery	No	Yes	No	Global	No	No	No
gift_message_available	Allow Gift Message	No	Yes	No	Global	No	No	No
group_price	Group Price	No	Yes	No	Website	No	No	No

Step (4): Now you need to set the attribute properties for your product. After setting up all the required attribute properties, click on **Save Attribute** button to store the product information.



The screenshot shows the 'Attribute Properties' configuration form. The 'Save Attribute' button is highlighted with a red oval.

Attribute Code *	Product
	<input type="text" value="Product"/> <small>For internal use. Must be unique with no spaces. Maximum length of attribute code must be less than 30 symbols</small>
Scope	<input type="text" value="Global"/> <small>Declare attribute value saving scope</small>
Catalog Input Type for Store Owner	<input type="text" value="Dropdown"/> <small>Dropdown</small>
Unique Value	<input type="text" value="Yes"/> <small>Not shared with other products</small>
Values Required	<input type="text" value="Yes"/> <small>Yes</small>
Input Validation for Store Owner	<input type="text" value="None"/> <small>None</small>
Apply To *	<input type="text" value="All Product Types"/> <small>All Product Types</small>
Use To Create Configurable Product	<input type="text" value="Yes"/> <small>Yes</small>

5. SET UP LANGUAGES

In this chapter, we will see how to use the Multilanguage feature of Magento.

Step (1): Go to the official website of Magento and search for a new language pack using search field. For instance, if you want to search for **Italian** language, type **Italian Language Pack** in search box and press enter. It displays the installation package file. Click on it.

The screenshot shows the Magento Connect interface. The search bar at the top contains the text "Italian (Italia) Language Pack". Below the search bar, there are several navigation tabs: CUSTOMER EXPERIENCE, SITE MANAGEMENT, INTEGRATIONS, MARKETING, UTILITIES, and THEMES. On the left, there is a sidebar titled "Refine Results" with dropdown menus for Sort by (set to Relevance), Platform (set to All Platforms), and Version (set to 1.0). The main search results area shows one result: "Results: Italian (Italia) Language Pack". The result card features a thumbnail with the Italian flag, the title "Italian (Italia) Language Pack" (with a red oval around it), a download count of "27642", a 5-star rating, and a "FREE" badge.

Step (2): You get a package for installing language. You must login to the site to get a language pack. After you login, you get the **Extension Key** as shown in the following screen.

The screenshot shows the Magento Connect extension page for "Italian (Italy) Language Pack". The page includes a large thumbnail of the Italian flag, the title "Italian LANGUAGE PACK", and a "FREE" badge. To the right, there is a summary section with a "Popularity Score" of 20682 and a "Read all 5 reviews | Write a review" link. Below this, there is a brief description: "Magento Community Modules - Pacchetto di lingua italiano (Italia)". Further down, compatibility information is listed: "Compatible with: 1.7" and "Platform: Community". At the bottom, there are links for "DeveloperInfo", "Profile", "Email", "Support", and "Extensions". A red box highlights the "Select Key" button, and an arrow points from the text "Extension Key" to this button.

Step (3): Now login to your Magento Admin Panel and go to the **System --> Magento Connect -->Magento Connect Manager** option.

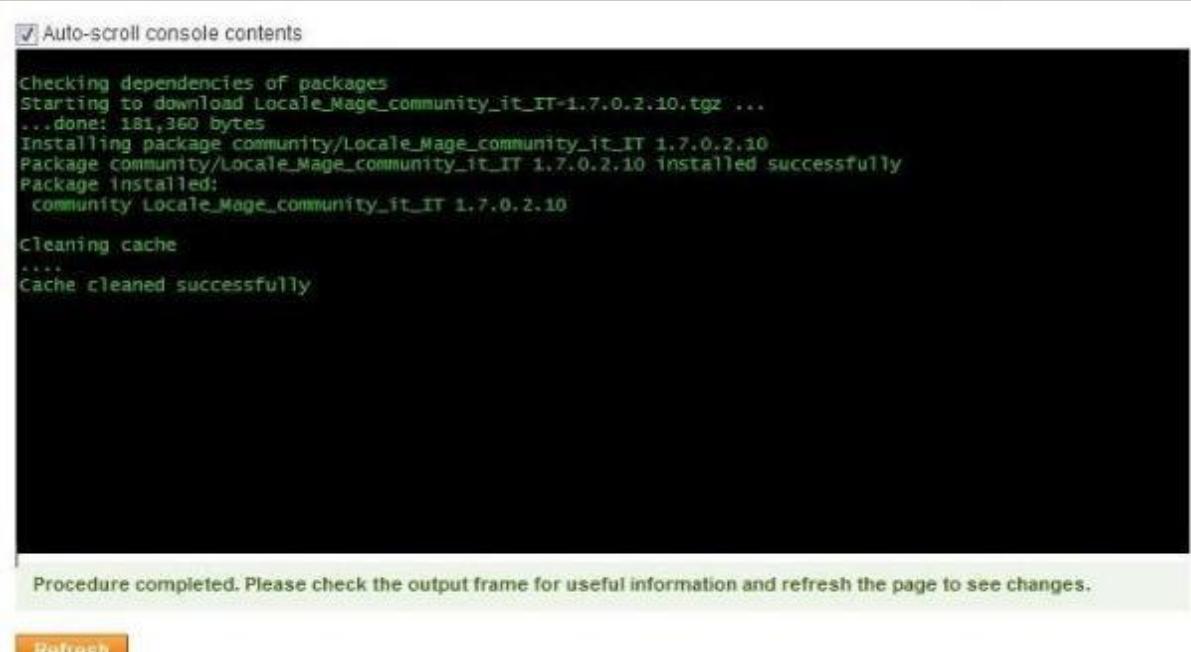
The screenshot shows the Magento Admin Dashboard. In the top navigation bar, under the 'System' menu, the 'Magento Connect Manager' option is highlighted with a red oval. Other visible options include 'My Account', 'Notifications', 'Tools', 'Web Services', 'Design', 'ImportExport', 'Manage Currency', 'Transactional Emails', 'Custom Variables', 'Permissions', 'Cache Manager', and 'Index Manager'. Below the dashboard, there are sections for 'Lifetime Sales' and 'Average Orders'.

Step (4): It again asks you to login. Enter your credentials to redirect to **Magento Connect Manager** window.

Step (5): Now under **Extensions** section, paste the **Extension Key** (that you had already copied in step 2) and click on **Install** button. It then displays a status as "Ready to install" and click on **Proceed** button to install the language.

The screenshot shows the 'Magento Connect Manager' window. At the top, there are tabs for 'Extensions' and 'Settings', and links for 'Return to Admin' and 'Log Out'. The main area has a 'Settings' tab selected. Under 'Install New Extensions', there are two steps: 'Search for modules via Magento Connect.' and 'Paste extension key to install: ce.com/community/Locale_Mage_community_it_IT'. A red oval highlights the 'Install' button. Below this, there is a table for 'Extension dependencies' with one entry: 'Locale_Mage_community_it_IT' from 'community' channel, version 1.7.0.2.10 (stable), status 'Ready to install'. At the bottom right, there are 'Cancel installation' and 'Proceed' buttons, with the 'Proceed' button also highlighted by a red oval.

Step (6): It checks for dependencies of packages and displays the message as **Cache cleaned successfully.** Now go to admin dashboard page by clicking on **Return to Admin** link.



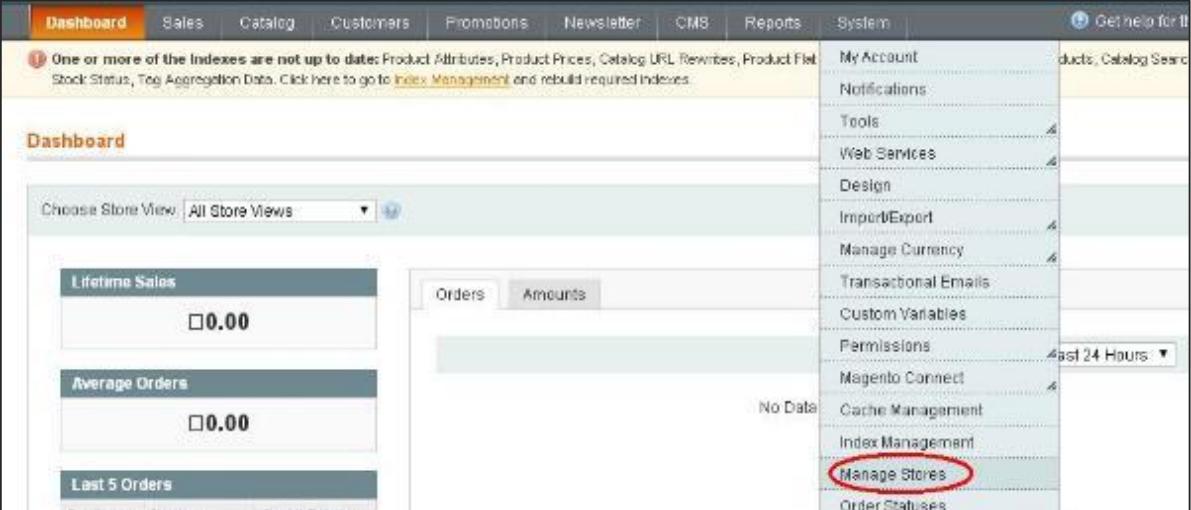
The screenshot shows the 'Cache Management' section of the Magento Admin. A terminal-like window displays the following output:

```
Auto-scroll console contents
Checking dependencies of packages
Starting to download Locale_Mage_community_it_IT=1.7.0.2.10.tgz ...
...done: 181,360 bytes
Installing package community/Locale_Mage_community_it_IT 1.7.0.2.10
Package community/Locale_Mage_community_it_IT 1.7.0.2.10 installed successfully
Package installed:
community(Locale_Mage_community_it_IT) 1.7.0.2.10

Cleaning cache
...
Cache cleaned successfully
```

Below the terminal window, a green message bar says: "Procedure completed. Please check the output frame for useful information and refresh the page to see changes." At the bottom left is a "Refresh" button.

Step (7): Go to the **System** menu and click on **Manage Stores** option.



The screenshot shows the Magento Admin Dashboard. The top navigation bar has 'Dashboard' selected. On the right, under the 'System' menu, there is a list of options: My Account, Notifications, Tools, Web Services, Design, ImportExport, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, and Manage Stores. The 'Manage Stores' option is circled in red.

Step (8): You will get **Manage Stores** section to create store view as shown in the following screen.

Dashboard Sales Catalog Customers Promotions Newsletter CMS Reports System Get help for this page

One or more of the Indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Flat Data, Category Products, Catalog Search Index, Stock Status, Tag Aggregation Data. Click here to go to Index Management and rebuild required indexes.

Manage Stores

Website Name	Store Name	Store View Name
Main Website (Code: base)	Main Website Store (Root Category: Default Category)	Default Store View (Code: default)

Create Website **Create Store** **Create Store View**

Step (9): Click on **Create Store View** button and enter the information for Store, Name, Code, Status and Sort Order fields. Click on **Save Store View** button to store the view as shown in the following screen.

Dashboard Sales Catalog Customers Promotions Newsletter CMS Reports System Get help for this page

One or more of the Indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Flat Data, Category Products, Catalog Search Index, Stock Status, Tag Aggregation Data. Click here to go to Index Management and rebuild required indexes.

New Store View

Store View Information

Store *	Main Website Store
Name *	Italian
Code *	italian
Status *	Enabled
Sort Order	6

Back Reset **Save Store View**

Step (10): To set up your stored language pack, go to the **System** menu and click on the **Configuration** option.

Dashboard Sales Catalog Customers Promotions Newsletter CMS Reports System Get help for this page

One or more of the Indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Flat Data, Category Products, Catalog Search Index, Stock Status, Tag Aggregation Data. Click here to go to Index Management and rebuild required indexes.

Dashboard

Choose Store View: All Store Views

Lifetime Sales: \$0.00

Average Orders: \$0.00

Last 5 Orders:

Customer	Items	Grand Total
No records found.		

Orders Amounts No Data

My Account **Configuration** Notifications Tools Web Services Design Import/Export Manage Currency Transactional Emails Custom Variables Permissions Magento Connect Cache Management Index Management Manage Stores Order Statuses Configuration

Step (11): Go to **Current Configuration Scope** section on the left side of the page and select the **Italian** option from the dropdown menu.

The screenshot shows the Magento System panel. At the top, there are tabs for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. A message at the top states: "One or more of the indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Flat Data, Category Stock Status, Tag Aggregation Data. Click here to go to Index Management and rebuild required indexes." On the left, a sidebar titled "Current Configuration Scope" lists options: Default Config, Main Website, Main Website Store (with sub-options Default Store View and Italian), and General. The "Italian" option is highlighted with a red circle. The main content area is titled "General" and contains sections for Countries Options, States Options, and Locale Options.

Step (12): Now under **General** section, click on **Locale Options**, uncheck the **Use Website** checkbox, select the **Italian (Italy)** option from the dropdown menu of **Locale** field and click on **Save Config** button.

The screenshot shows the "General" configuration screen. The sidebar on the left has the "General" tab selected. In the main area, under the "General" section, the "Locale Options" tab is active. A dropdown menu for "Locale" is open, showing various language options. The "Italian (Italy)" option is highlighted with a red circle. To the right of the dropdown, there is a table with columns for Locale, [STORE], Use Website, and [VIEW]. The "Italian (Italy)" row has the "Use Website" checkbox unchecked. At the bottom right of the screen, the "Save Config" button is circled in red.

This saves your language in Magento and selected language will be assigned in the selected store view.

6. SET UP CONTACT

Magento has built-in contact form which can be used for general contacts and can be found in the footer part of your Magento installation.

Following are the steps to create contact form in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **CMS** menu and click on the **Pages** option.



The screenshot shows the Magento Admin Panel interface. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. A message in the center of the screen says, "One or more of the Indexes are not up to date: Product Attributes, Product Prices, Catalog U... Stock Status, Tag Aggregation Data. Click here to go to Index Management and rebuild required indexes." Below the navigation bar, there is a sidebar with a "Dashboard" link. The main content area shows a list of CMS pages. The "Pages" link under the CMS menu is circled in red. The list includes Static Blocks, Widgets, and Polls.

Step (3): Select the page which you would like to edit or else you can create the new page by clicking on **Add New Page** button.



The screenshot shows the "Manage Pages" grid in the Magento Admin Panel. The grid lists various pages with columns for Title, URL Key, Layout, Store View, Status, Date Created, Last Modified, and Action. The "Action" column contains a "Preview" link for each page. At the top right of the grid, there is a red circle around the "Add New Page" button. The grid also includes pagination, filtering, and search options.

Title	URL Key	Layout	Store View	Status	Date Created	Last Modified	Action
			All Store Views		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	
About Us	about-magento-demo-store	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:08:23 PM	Apr 22, 2015 12:08:23 PM	Preview
Customer Service	customer-service	3 columns	All Store Views	Enabled	Apr 22, 2015 12:08:24 PM	Apr 22, 2015 12:08:24 PM	Preview
Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Apr 22, 2015 12:08:25 PM	Apr 22, 2015 12:08:25 PM	Preview
Home page	home	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:00:22 PM	Apr 22, 2015 12:10:39 PM	Preview
404 Not Found 1	no-route	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:08:21 PM	Apr 22, 2015 12:08:21 PM	Preview
Privacy Policy	privacy-policy-cookies-restriction-mode	1 column	All Store Views	Enabled	Apr 22, 2015 12:08:28 PM	Apr 22, 2015 12:08:28 PM	Preview

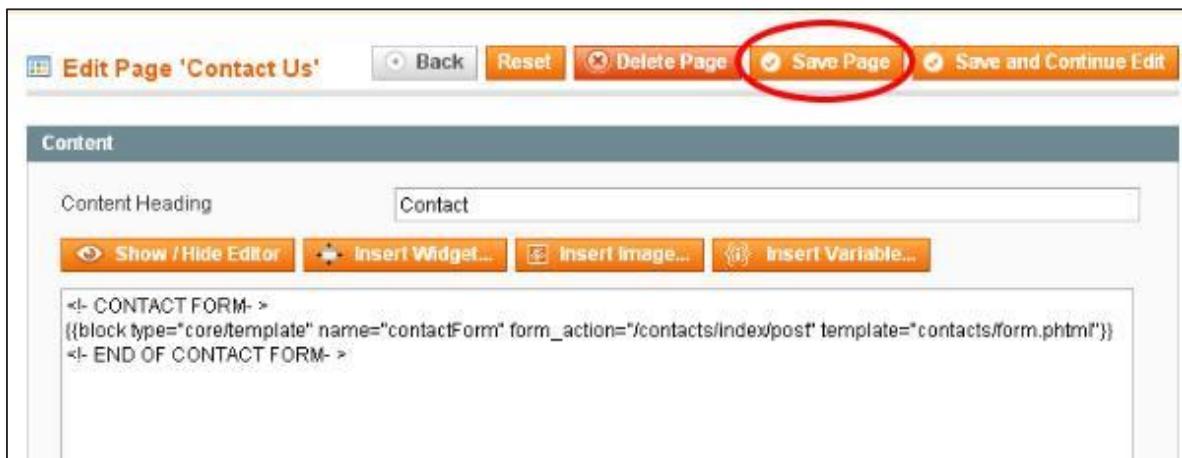
Step (4): Click on the **Content** option on the left side of page which will open the WYSIWYG editor and click on the **HTML** option that display **HTML Source Editor** window and paste the below code.

```
<!-- CONTACT FORM- >

{{block type="core/template" name="contactForm"
form_action="/contacts/index/post" template="contacts/form.phtml"}}

<!-- END OF CONTACT FORM- >
```

Step (5): Click on **Save Page** button and preview the created page to see the contact form.



The screenshot shows the 'Edit Page 'Contact Us'' screen. At the top, there are buttons for Back, Reset, Delete Page, Save Page (which is circled in red), and Save and Continue Edit. Below this is a Content section with a Content Heading field containing 'Contact'. Underneath are four buttons: Show / Hide Editor, Insert Widget..., Insert Image..., and Insert Variable.... A large text area contains the previously copied HTML code:

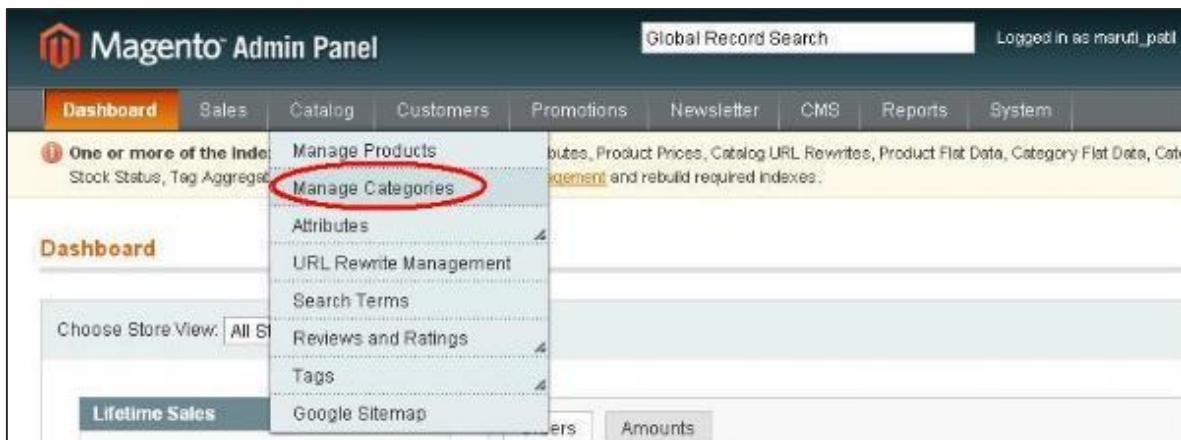
```
<!-- CONTACT FORM- >
{{block type="core/template" name="contactForm" form_action="/contacts/index/post" template="contacts/form.phtml"}}
<!-- END OF CONTACT FORM- >
```

7. SET UP CATEGORIES

Categories are classes or things which are related, and have some shared characteristics. The following steps describe how to add categories for the products in Magento.

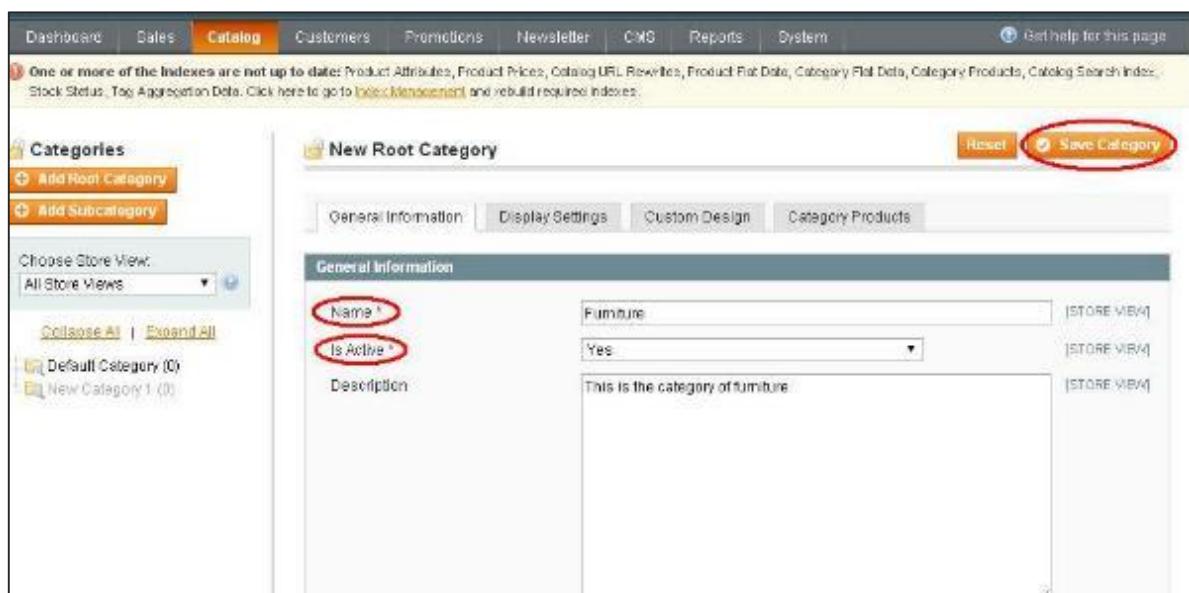
Step (1): Login to your Magento Admin Panel.

Step (2): Go to the **Catalog** menu and click on the **Manage Categories** option.



The screenshot shows the Magento Admin Panel interface. At the top, there's a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. Below the navigation bar, a message box indicates that one or more indexes are not up-to-date. The Catalog menu is expanded, showing options like Manage Products, Manage Categories (which is circled in red), Attributes, URL Rewrite Management, Search Terms, Reviews and Ratings, and Tags. On the left side, there's a sidebar with a 'Dashboard' section, a 'Choose Store View' dropdown set to 'All Stores', and a 'Lifetime Sales' section.

Step (3): Next you need to fill the fields like **Name** of the category, **Is Active** status which is set to **Yes/No** and **Description** of the category.



The screenshot shows the 'New Root Category' configuration page. On the left, there's a sidebar with 'Categories' and buttons for 'Add Root Category' and 'Add Subcategory'. A 'Choose Store View' dropdown is set to 'All Store Views'. On the right, the main form has tabs for General Information, Display Settings, Custom Design, and Category Products. Under the General Information tab, fields are filled: 'Name' (Furniture), 'Is Active' (Yes), and 'Description' (This is the category of furniture). The 'Save Category' button is highlighted with a red circle.

Step (4): Click on **Save Category** button and your category is ready to have the products added to it.

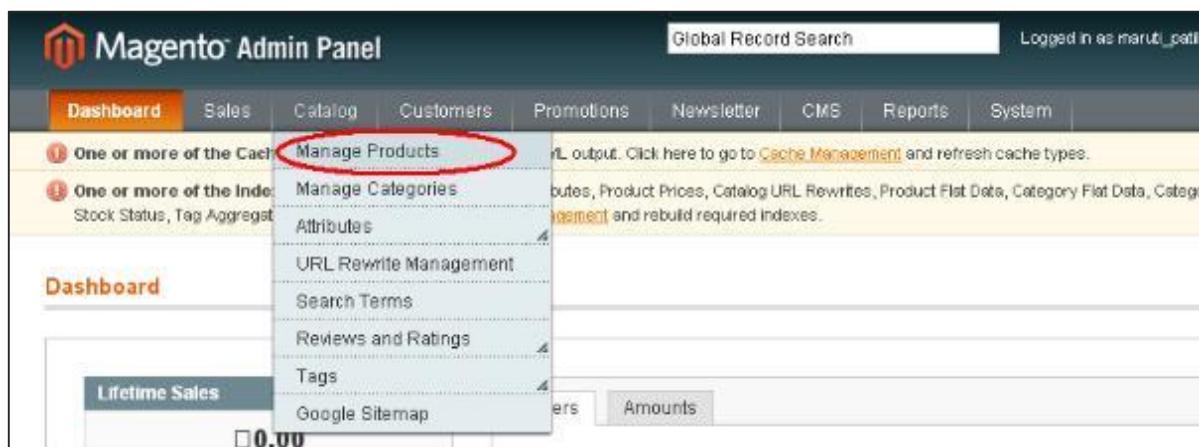
8. SET UP PRODUCTS

Products are the items or things that are sold in Magento. You can add your products to the store view as per customers' needs. It includes both physical products and services.

Magento provides an easy way to add your product quantities as described in the following steps:

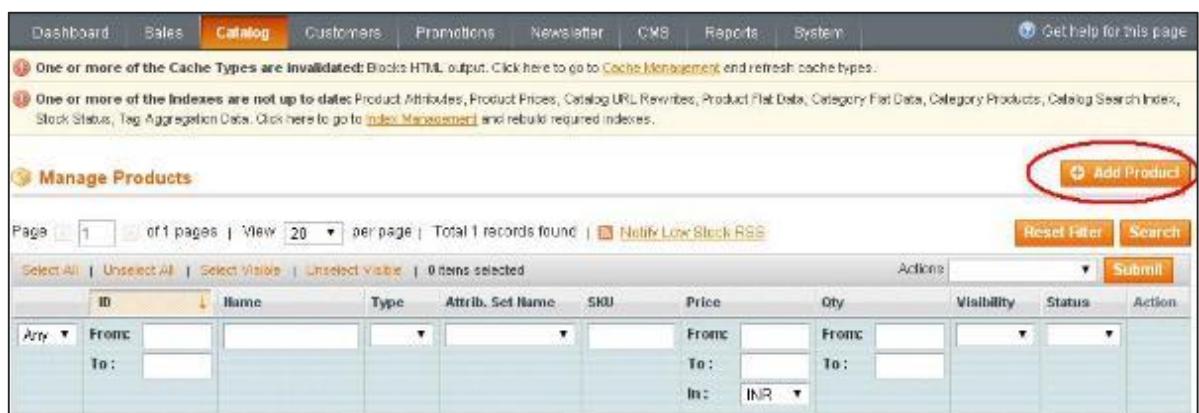
Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Catalog** and select the **Manage Products** option from dropdown menu.



The screenshot shows the Magento Admin Panel dashboard. The top navigation bar has tabs for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. The Catalog tab is active. A dropdown menu for Catalog is open, showing options like Manage Products, Manage Categories, and Manage Attributes. The 'Manage Products' option is circled in red. Below the dropdown, there are sections for Dashboard, Lifetime Sales, and Google Sitemap.

Step (3): Under **Manage Products** section, you will see a list of products, if you have added to your Magento store. If you want to add new product, click on the **Add Product** button on the page.



The screenshot shows the 'Manage Products' page. At the top, there are two notices about cache and index status. Below that is a search bar and a 'Get help for this page' link. The main area is titled 'Manage Products' and contains a table of products. At the top right of the table, there is a red circle around the 'Add Product' button. The table has columns for ID, Name, Type, Attrb. Set Name, SKU, Price, Qty, Visibility, Status, and Action. There are also filters and search buttons at the bottom of the table.

Step (4): Next select the Attribute Set and **Product Type**. There is no need to change anything just go ahead and click on **Continue** button.

New Product

Back Reset

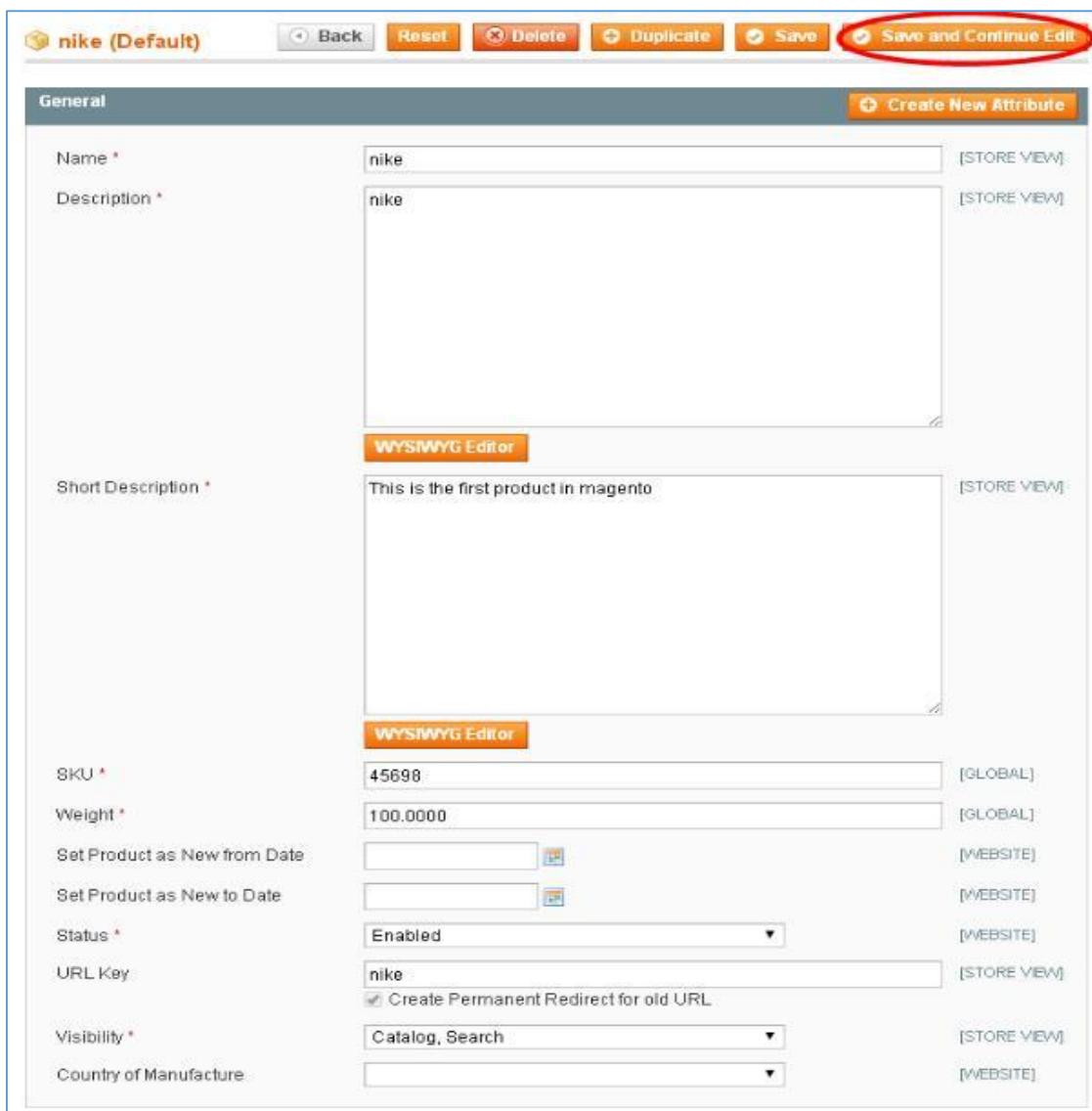
Create Product Settings

Attribute Set: Default

Product Type: Simple Product

Continue

Step (5): Under **General** section, fill all the details such as Name of the product, Description, SKU (Stock Keeping Unit), Weight, Status, Visibility, etc. and then click on the **Save and Continue Edit** button.



The screenshot shows the 'General' tab of a product edit form. The product name is 'nike'. The 'Save and Continue Edit' button at the top right is highlighted with a red circle.

General		Create New Attribute
Name *	nike	[STORE VIEW]
Description *	nike	[STORE VIEW]
WYSIWYG Editor		
Short Description *	This is the first product in magento	[STORE VIEW]
WYSIWYG Editor		
SKU *	45698	[GLOBAL]
Weight *	100.0000	[GLOBAL]
Set Product as New from Date	<input type="text"/>	[WEBSITE]
Set Product as New to Date	<input type="text"/>	[WEBSITE]
Status *	Enabled	[WEBSITE]
URL Key	nike	[STORE VIEW]
Visibility *	Catalog, Search	[STORE VIEW]
Country of Manufacture	<input type="text"/>	[WEBSITE]

Step (6): Enter the *Price and Tax Class* for your product and you can also add additional price using Group Price, Special Price and Tier Price options. Fill all the necessary fields and click on **Save and Continue Edit** button to proceed further.

New Product (Default)

Prices

Price * [INR] ↑ This is a required field.

Group Price

Customer Group	Price	Action
		<input type="button" value="Add Group Price"/>

Special Price [INR]

Special Price From Date

Special Price To Date

Tier Price

Customer Group	Oty	Price	Action
			<input type="button" value="Add Tier"/>

Apply MAP

Display Actual Price

Manufacturer's Suggested Retail Price [INR]

Tax Class * ↑ This is a required field.

Step (7): If you want to see list of the saved products, just go to the **Catalog** and click on the **Manage Products** option.

Manage Products

Choose Store View: All Store Views

Actions										Submit
ID	Name	Type	Attrib. Set Name	SKU	Price	Qty	Visibility	Status	Websites	Action
Any	From:				From:		From:			To:
	To:				To:		To:			Int: INR
<input type="checkbox"/>	2 nabil	Simple	Default Product	88888	₹20.00	9	Catalog, Search	Enabled	Main Website: Edit	
<input type="checkbox"/>	1 nile	Simple	Default Product	45668	₹10.00	9	Catalog, Search	Enabled	Main Website: Edit	

Step (8): You can customize the product information by clicking on the **Inventory** option on the left side. You can set quantity of the products, stock availability, etc. as shown in the screen. Then save the product by clicking on **save** button.

Choose Store View: Default Values

nike (Default) Back Reset Delete Duplicate Save Save and Continue Edit

Product Information

- General
- Prices
- Meta Information
- Images
- Recurring Profile
- Design
- Gift Options
- Inventory**
- Websites
- Categories
- Related Products
- Up-sells
- Cross-sells
- Product Reviews
- Product Tags
- Customers Tagged Product
- Custom Options

Inventory

Manage Stock	Yes	[GLOBAL]
Qty*	0	[GLOBAL]
Qty for Item's Status to Become Out of Stock	0	[GLOBAL]
Minimum Qty Allowed in Shopping Cart	0	[GLOBAL]
Maximum Qty Allowed in Shopping Cart	10000	[GLOBAL]
Qty Uses Decimals	No	[GLOBAL]
Backorders	No Backorders	[GLOBAL]
Notify for Quantity Below	1	[GLOBAL]
Enable Qty Increments	No	[GLOBAL]
Stock Availability	In Stock	[GLOBAL]

9. SET UP INVENTORY

Inventory allows setting a product's stock quantity. For instance, you have a product with 100 units in stock. If you set the stock availability to "Out of Stock" then it will force the item to be out of stock. We will see how to configure and manage the inventory settings in Magento.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. At the top, there is a banner with three error messages: 1. Cache invalidation, 2. Latest Message (Security Patch), and 3. Indexes not up to date. Below the banner is the 'Dashboard' section with 'Lifetime Sales' and 'Average Orders' summary boxes. On the right, the 'System' menu is open, listing various options like My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The 'Configuration' option is circled in red at the bottom of the list.

Step (3): Click on the **Inventory** option under the **Catalog** section on the left side of the screen which contains two panels **Stock Options** and **Product Stock Options** as shown in the following screen.



Step (4): The **Stock Options** panel pops up which contains some settings.

This screenshot shows the 'Stock Options' configuration panel. It contains the following settings:

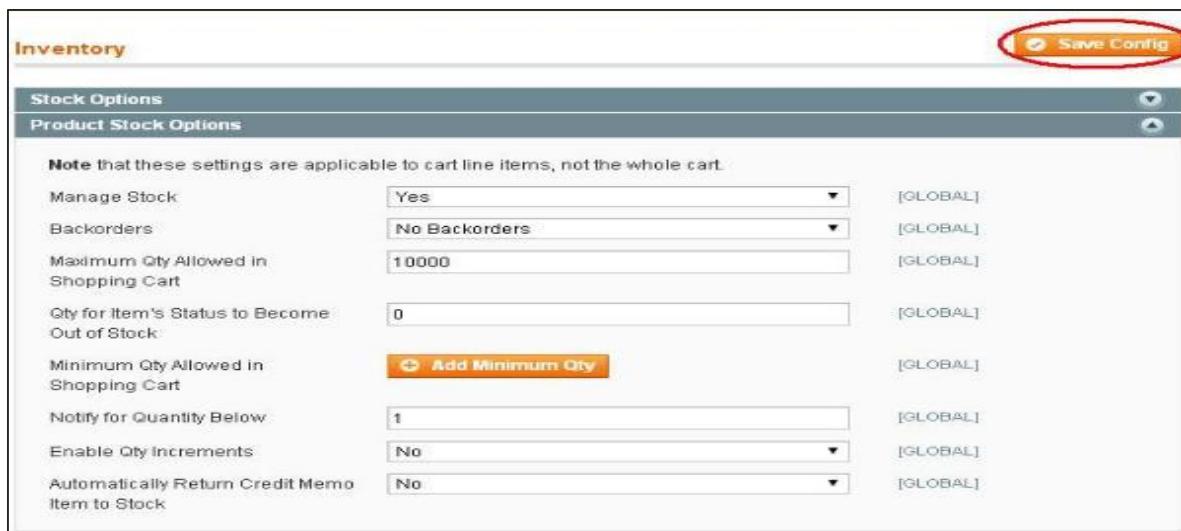
- Set Items' Status to be In Stock When Order is Cancelled: Yes [STORE VIEW]
- Decrease Stock When Order is Placed: Yes [GLOBAL]
- Display Out of Stock Products: No [GLOBAL]

Products will still be shown by direct product URLs.
- Only X left Threshold: 0 [WEBSITE]
- Display products availability in stock in the frontend: Yes [STORE VIEW]

An orange 'Save Config' button is located at the top right.

- Set Items' Status to be In Stock When Order is Cancelled:** It displays the status of the item in the stock when order is cancelled. By default, it is set to **Yes**.
- Decrease Stock When Order is Placed:** It indicates whether the stock quantity of the product should be reduced when an order is placed. By default, it is set to **Yes**, meaning it decreases the stock of the products when an order is placed.
- Display Out of Stock Products:** As the name suggests, it displays the products which are out of stock. By default, stock products are not shown in the catalog. If you want the product to be visible to the customer, then set it to **Yes**.
- Only X left Threshold:** It is used to set threshold number. When the units of that product have dropped to that number, it will display **Only X left** message on the product details page. By default, it is set to 0 which means it is disabled.
- Display products availability in stock in the frontend:** It displays the availability of stock products by setting it to **Yes** option.

Step (5): Product Stock Options panel contains settings related to managing the stock of the products.



The screenshot shows the 'Inventory' section of the Magento Admin Panel. Under 'Stock Options', the 'Product Stock Options' tab is selected. A note at the top states: 'Note that these settings are applicable to cart line items, not the whole cart.' Below this, there are several configuration options:

- Manage Stock:** Set to 'Yes' [GLOBAL]
- Backorders:** Set to 'No Backorders' [GLOBAL]
- Maximum Qty Allowed in Shopping Cart:** Set to '10000' [GLOBAL]
- Qty for Item's Status to Become Out of Stock:** Set to '0' [GLOBAL]
- Minimum Qty Allowed in Shopping Cart:** Set to '0' with a 'Add Minimum Qty' button [GLOBAL]
- Notify for Quantity Below:** Set to '1' [GLOBAL]
- Enable Qty Increments:** Set to 'No' [GLOBAL]
- Automatically Return Credit Memo Item to Stock:** Set to 'No' [GLOBAL]

- **Manage Stock:** By default, it is set to **Yes** which means it specifies the number of products per unit and it decreases the stock of the products when an order is placed.
- **Backorders:** By default, it is set to **No Backorders** option. If it is enabled, customers can buy products even if they are out of stock. If you want to allow backorders, then set this option to **Allow Qty Below 0** (customers are able to backorder the products) or **Allow Qty Below 0 and Notify Customer** (customers can backorder the products which will be notified on the shopping cart page of the frontend).
- **Maximum Qty Allowed in Shopping Cart:** It is used to set the maximum number of units per product that customer can order. This means customers can order the maximum allowed quantity from certain product. By default, it's set to 10000.
- **Minimum Qty Allowed in Shopping Cart:** It is used to set the minimum number of units per product that the customer is required to purchase.
- **Qty for Item's Status to Become Out of Stock:** It displays the message as "Out of Stock", when the quantity of the product becomes zero.
- **Notify for Quantity Below:** By default, it is set to 1 which notifies when stock of the product reaches one. If you enter 0, it will disable the option. You will be informing with RSS feeds. To do this, you need to go to **Catalog** menu > **Manage Products** and click on the link **Notify Low Stock RSS** as shown in the following screen.

The screenshot shows the 'Manage Products' interface in the Magento admin. At the top, there's a dropdown for 'Choose Store View' set to 'All Store Views'. Below it, a pagination bar shows 'Page 1 of 1 pages | View 20 per page | Total 0 records found'. A yellow oval highlights the 'Notify Low Stock RSS' button. Underneath is a search/filter section with dropdowns for 'From:' and 'To:' dates, and a currency selector set to 'INR'. The main area is a grid table with columns: ID, Name, Type, Attrb. Set Name, SKU, Price, Qty, Visibility, and Status. The table is currently empty, displaying 'No records found.'

When you click on the link, it will ask for admin username and password.

- **Enable Qty Increments:** By default, this option is disabled. If you set this option to **Yes**, a field labeled **Qty Increments** will appear just under it. You can type the number of products that make up a quantity increment.
- **Automatically Return Credit Memo Item to Stock:** By default the products in the order are not returned to stock. If you want items from orders that you refund to be returned to stock, set the option to **Yes**.

Fill all information in the respective fields and click on the **Save Config** button.

10. SET UP TAXES

Magento allows to set up different tax classes and tax rates, and bringing them together into tax rules. You can also define product tax classes and assign them to products. Tax rules are combination of product tax class, customer tax class, tax rates, shipping address and amount of purchase.

The following steps describe how to add and manage tax classes in Magento.

Step (1): Login to your Magento admin panel.

Step (2): Go to **Sales** menu > **Tax** and click on the **Product Tax Classes** option.

The screenshot shows the Magento Admin Panel interface. The top navigation bar includes links for Dashboard, Sales, Catalog, Customers, Promotions, News, and Global. The main menu on the left is titled 'Dashboard' and lists 'One or more Stock Status, T...', 'Dashboard' (which is currently selected), 'Choose Store...', and 'Lifetime S...'. Under 'Lifetime S...', there is a red circle around the 'Tax' link. A dropdown menu is open over the 'Tax' link, with another red circle around the 'Product Tax Classes' option in the list. The dropdown menu also includes 'Manage Tax Rules', 'Manage Tax Zones & Rates', 'Import / Export Tax Rates', and 'Customer Tax Classes'.

Step (3): Product class is a type of product that is being purchased. It includes two product tax classes: **Taxable Goods** and **Shipping**. To add new product tax class, click on **Add New** button as shown in the following screen.

Step (4): Now enter the name for your product tax class in the **Class Name** box and click on the **Save Class** button on the upper right corner.

Set Up Tax Rates

Tax rate is a combination of tax zone (such as country, state or zip) and percentage. You can set up tax rates as shown in the following steps.

Step (1): Login to Magento Admin Panel.

Step (2): Go to **Sales** menu > **Tax** and click on the **Manage Tax Zones & Rates** option.

Step (3): Under **Manage Tax Rates** window, click on the **Add New Tax Rate** button.

Tax Identifier	Country	State/Region	Zip/Post Code	Rate
	All Countries			

Step (4): It provides several options such as:

- **Tax Identifier** field defines the title of the newly created tax rate.
- **Country and State** fields describes the country and state to which the specific tax applies. You can select country and state from the dropdown options given.
- **Zip/Post** is range (set to Yes) field which provides two fields, i.e. Range From and Range To. These fields show the starting and ending of ZIP code range.
- **Rate Percent** specifies the percent of the tax rate.

After completing the settings, click on the **Save Rate** button.

Tax Rate Information	
Tax Identifier *	Product
Country *	India
State	
Zip/Post Is Range	Yes
Range From *	580010
Range To *	580302
Rate Percent *	0.5

Set Up Tax Rules

Tax rules are entities that combine product tax classes, customer tax classes and tax rates. Without setting up tax rules, taxes will not be applied. It determines how tax will be applied on each order that is placed in the store.

The following steps describe how to add tax rules for products in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Sales** menu > **Tax** and click on the **Manage Tax Rules** option.

The screenshot shows the Magento Admin Panel interface. The top navigation bar has tabs for Dashboard, Sales, Catalog, Customers, and Promotions. Under the Sales tab, there are links for Orders, Invoices, Shipments, Credit Memos, Transactions, Recurring Profiles (beta), Billing Agreements, Terms and conditions, and Tax. The Tax link is highlighted with a red oval. A dropdown menu for Tax appears, containing Manage Tax Rules, Manage Tax Zones & Rates, Import / Export Tax Rates, Customer Tax Classes, and Product Tax Classes. The Manage Tax Rules option is also highlighted with a red oval.

Step (3): To add new tax rule, click on the **Add New Tax Rule** button in the top right corner.

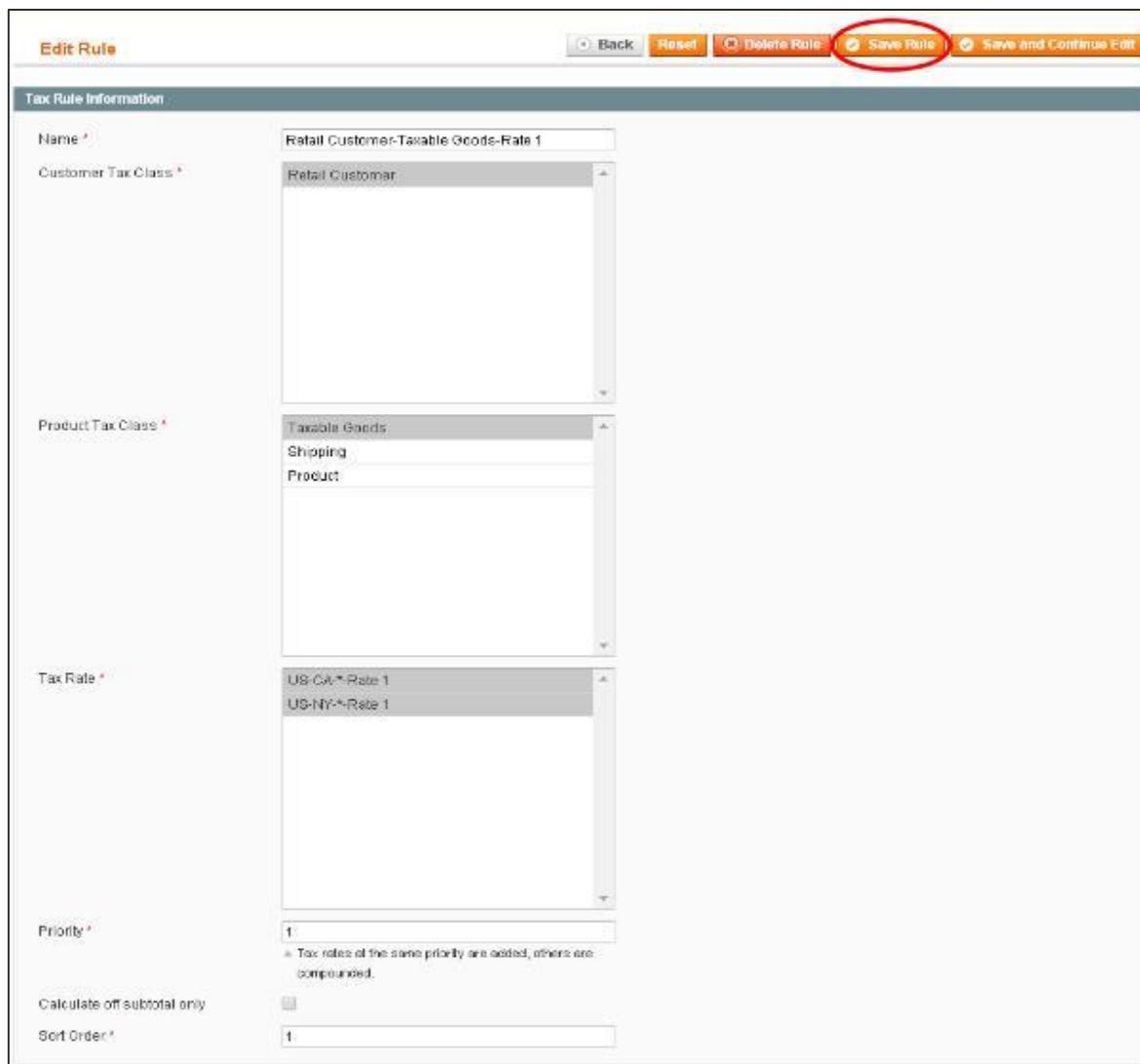
The screenshot shows the 'Manage Tax Rules' page. At the top right, there is a button labeled 'Add New Tax Rule' with a red oval around it. Below the button, there is a search bar and filter options. The main area displays a table with columns for Name, Customer Tax Class, Product Tax Class, Tax Rate, Priority, Subtotal only, and Sort Order. There are several rows of data in the table.

Step (4): It contains some settings such as:

- **Name** field specifies name for tax rule
- **Customer Tax Class** field displays the list of customer tax classes that you have created

- **Product Tax Class** field displays the list of product tax classes that you have created
- **Tax Rate** field selects the tax rate which you want to apply to this rule
- **Priority** field specifies when the tax should be applied to other tax rules
- **Sort Order** field displays the order in which tax rules should be displayed

After completing the settings, click on the **Save Rule** button.



The screenshot shows the 'Edit Rule' interface in the Magento Admin Panel. The top navigation bar includes 'Back', 'Reset', 'Delete Rule', 'Save Rule' (which is circled in red), and 'Save and Continue Edit'. The main form is titled 'Tax Rule Information' and contains the following fields:

- Name**: Retail Customer-Taxable Goods-Rate 1
- Customer Tax Class**: A dropdown menu showing 'Retail Customer' selected.
- Product Tax Class**: A dropdown menu showing 'Taxable Goods' selected.
- Tax Rate**: A dropdown menu showing 'US-CA->Rate 1' and 'US-NY->Rate 1' selected.
- Priority**: A text input field containing the value '1'.
- Calculate off subtotal only**: A checkbox that is unchecked.
- Sort Order**: A text input field containing the value '1'.

Import/Export Tax Rates

Magento provides support for exporting and importing tax rates to the webstore. You can set up different tax percentages settings per different zip code. You can edit the rates in excel and import them back.

The following steps describe how to Import/Export tax rates in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Sales** menu > **Tax** and click on the **Import/Export Tax Rates** option.

The screenshot shows the Magento Admin Panel with the Sales menu selected. A sub-menu for 'Import / Export Tax Rates' is open, with 'Import / Export Tax Rates' highlighted and circled in red. Other options in the sub-menu include 'Manage Tax Rules', 'Manage Tax Zones & Rates', 'Customer Tax Classes', and 'Product Tax Classes'. The main menu items include Dashboard, Orders, Invoices, Shipments, Credit Memos, Transactions, Recurring Profiles (beta), Billing Agreements, Terms and conditions, Import Tax Rates, and Export Tax Rates.

Step (3): It will display the window as shown in the following screen.

The screenshot shows the 'Import / Export Tax Rates' window. It has two main sections: 'Import Tax Rates' on the left and 'Export Tax Rates' on the right. Under 'Import Tax Rates', there is a 'Choose File' button with the message 'No file chosen' and an 'Import Tax Rates' button. Under 'Export Tax Rates', there is an 'Export Tax Rates' button. The background shows the same Sales menu interface as the previous screenshot.

Step (4): When you click on the **Export Tax Rates** button, it will download the file as shown in the following screen.

A	B	C	D	E	F	G	H	I
1	Code	Country	State	Zip/Post Code	Rate	Zip/Post Is Range	Range From	Range To
2	US-CA-*-Rate 1	US	CA	*	8.25			
3	US-NY-*-Rate 1	US	NY	*	8.375			
4								
5								
6								
7								
8								
9								
10								
11								
12								

The spreadsheet includes Code, Country, State, Zip/Post Code, Rate, Zip/Post Is Range, Range From, Range To and Default columns. For instance, while installing Magento, there is one tax rate for the New York. The **US-NY-*-Rate 1** means tax rate number 1 for New York which is 8.375 percent.

Step (5): You can edit the file and import the tax rates into your Magento store by going to **Sales** menu > **Tax** and click on the **Import/Export Tax Rates** option.

Global Record Search

Dashboard Sales Catalog Customers Promotions Newsletter CMS Reports System

⚠ {{base_url}} is not recommended to use in a production environment to declare the Base Unsecure URL / Base Secure URL. It is highly configuration.

⚠ Latest Message: August 5, 2015: Security Patch (SUPEE-6482) Release Note CORRECTION [Read](#) You have 7 critical, 6 major details

⚠ One or more of the Indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Tag Aggregation Data. Click here to go to [Index Management](#) and rebuild indexes.

Import / Export Tax Rates

Import Tax Rates

Choose File **Import Tax Rates**

Export Tax Rates

Export Tax Rates

Click on the **Choose File** button to locate the CSV file from your computer and click the **Import Tax Rates** button.

Step (6): On the Admin menu, go to **Sales** menu > **Tax** and click on the **Manage Tax Zones & Rates** option. The imported data appears as shown in the following screen.

The screenshot shows the Magento Admin Panel interface. The top navigation bar includes links for Dashboard, Sales, Catalog, Customers, and Promotions. A sidebar on the left displays various metrics: One or more Stock Status, Transactions, Recurring Profiles (beta), Billing Agreements, Terms and conditions, and a Tax section which is highlighted with a red oval. A dropdown menu is open under the Tax section, listing Manage Tax Rules, Manage Tax Zones & Rates (which is also circled in red), Import / Export Tax Rates, Customer Tax Classes, and Product Tax Classes.

11. SET UP SHIPPING RATES

In online business, selling of physical products to customers should have flexible and scalable shipping policies. Magento is a friendly system for business needs including shipment rates.

The following steps describe how to setup shipping rates in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to the **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Panel dashboard. On the right, there is a sidebar menu under the 'System' tab. The 'Configuration' option is circled in red at the bottom of the list. Other options visible include My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration.

Step (3): On the left side of the navigation bar, click on the **Shipping Methods** under **Sales** section.

The screenshot shows the 'General' configuration section in the Magento Admin Panel. The left sidebar has a 'SALES' category with several options: Sales, Sales Emails, PDF Print-outs, Tax, Checkout, Shipping Settings, **Shipping Methods**, Google API, Payment Methods, Payment Services, and Moneybookers. The 'Shipping Methods' option is circled in red.

Step (4): Then expand the **Table Rates** section, enable the table rates by selecting **Yes** from the dropdown menu for the **Enabled** field. It will turn off flat rate shipping and allow you to specify different rates based on chosen criteria.

Step (5): Fill all the required fields as shown in the following screen and click on the **Save Config** button. It will save your current configuration into Magento.

The screenshot shows the 'Table Rates' configuration screen under the 'Shipping Methods' section. The 'Enabled' field is set to 'Yes'. Other settings include 'Title' (Best Way), 'Method Name' (Table Rate), 'Condition' (Price vs. Destination), 'Include Virtual Products in Price Calculation' (Yes), 'Calculate Handling Fee' (Fixed), 'Handling Fee' (empty), and 'Displayed Error Message' (This shipping method is currently unavailable. If you would like to ship using this shipping method, please contact us.). The 'Ship to Applicable Countries' field is set to 'All Allowed Countries', which is expanded to show a list of countries: Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Bouvet Island, Brazil, British Indian Ocean Territory, British Virgin Islands, Brunei, etc. The 'Show Method if Not Applicable' field is set to 'No'. The 'Sort Order' field is empty. The 'Save Config' button at the top right is circled in red.

Step (6): If you want to modify the fields of table rates section, go to **Current Configuration Scope** menu in the top left corner and select the **Main Website** option from dropdown menu.

Step (7): Magento allows to view or generate and download different reports. Magento has integrated tools for CSV files generation. You can create the shipping rates in a spreadsheet and then import them to your website. Click on the **Export CSV** button to download the template. Upload the file into Magento by clicking on the **Choose File** button next to the import option.

Step (8): After uploading the file, click on the **Save Config** button on the top right corner to save the table rates.

Step (8): The CSV structure will look as shown in the following screen:

A	B	C	D	E
Country	Region/State	Zip/Postal Code	Weight (and above)	Shipping Price

The first column specifies the country where the shipping rate will apply, second column specifies the region/state within that country, third column specifies the postal code of the region/state, fourth and fifth columns determine the price for the shipping rate in which these values represent whatever currency you have set for your webstore.

After completing this process, save the file and import it into your Magento webstore by using the **Import** button.

12. SET UP PAYMENT PLANS

PayPal is a secure way for customers to pay online. This chapter explains how to set up payment methods in Magento. With PayPal and Magento, you can accept payments from credit cards, debit cards and PayPal account holders.

The following steps describe how to set up payments plans in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. On the left, there's a sidebar with 'Dashboard' selected. In the main area, there are three boxes: 'Lifetime Sales' (0.00), 'Average Orders' (0.00), and 'Last 5 Orders'. To the right, under the 'System' menu, a list of options is shown: My Account, Notifications, Tools, Web Services, Design, ImportExport, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The 'Configuration' option is circled in red at the bottom of the list.

Step (3): On the left side of the navigation bar, click on the **Payment Methods** under **Sales** section.

The screenshot shows the 'General' tab in the 'Sales' section of the Magento Admin. On the left, a sidebar lists: SALES (with sub-options: Sales, Sales Emails, PDF Print-outs, Tax, Checkout, Shipping Settings, Shipping Methods, Google API, and Payment Methods), Payment Services, and Moneybookers. The 'Payment Methods' option is circled in red.

In some of the payment methods, there are some common settings as specified:

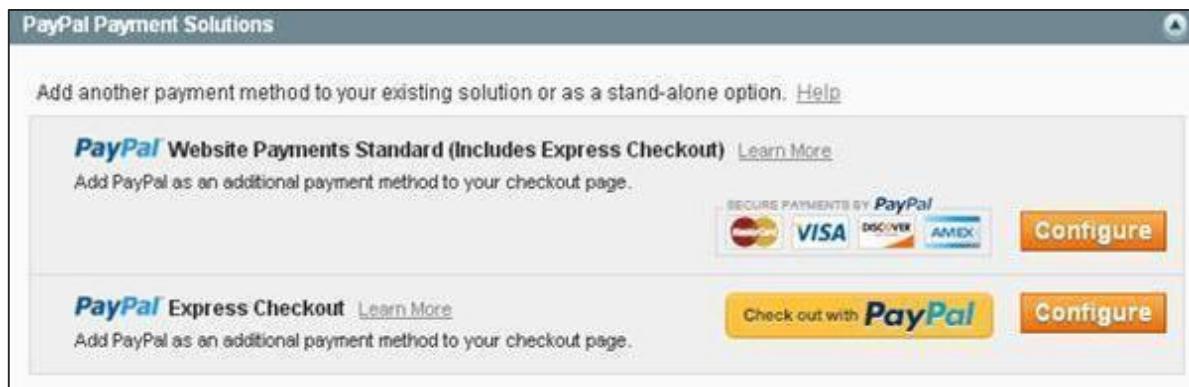
- **Enabled:** This option is used to enable or disable the payment method.
- **Title:** It specifies the title for the payment method which will display during customer checkout and inside order e-mails and summaries.
- **New Order Status:** It represents the status of an order after processing of payment. It will display either **Pending** or **Processing** choices.
- **Sort Order:** During checkout mechanism, it displays the position of the payment method in the list of all the payment choices.
- **Payment Applicable From:** It selects payment from all or some specific countries in which countries will offer the payment method you are configuring.
- **Minimum Order Total:** It specifies minimum order amount available for the products order.
- **Maximum Order Total:** It specifies maximum order amount available for the products order.

Step (4): Next, under **Merchant Location** panel, set the merchant country from the dropdown menu.

The screenshot shows the 'Payment Methods' configuration page in Magento. The 'Merchant Location' tab is active. A dropdown menu labeled 'Merchant Country' is open, showing a list of countries. The country 'India' is highlighted with a blue selection bar. Other options in the list include Iceland, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malaysia, Malta, Martinique, Mexico, Netherlands, New Zealand, Norway, and Philippines. The 'Save Config' button is visible at the top right of the panel.

Merchant Country	[WEBSITE]
Iceland	
Iceland	
India	
Indonesia	
Ireland	
Israel	
Italy	
Jamaica	
Japan	
Latvia	
Liechtenstein	
Lithuania	
Luxembourg	
Malaysia	
Malta	
Martinique	
Mexico	
Netherlands	
New Zealand	
Norway	
Philippines	

Step (5): It provides following types of payment methods which adds PayPal as additional payment method to your checkout page.



Step (6): You can click on the **Configure** button to make PayPal settings. Fill the e-mail field with e-mail address which is associated with PayPal merchant account for accepting the payments and along with all other required fields.

The screenshot shows the 'Required PayPal Settings' configuration page for 'PayPal Website Payments Standard'. The form includes the following fields:

- Email Associated with PayPal Merchant Account: A text input field with a help icon and '[WEBSITE]' link.
- API Authentication Methods: A dropdown menu set to 'API Signature' with '[WEBSITE]' link.
- API Username: A text input field with '[WEBSITE]' link.
- API Password: A text input field with '[WEBSITE]' link.
- API Signature: A text input field with '[WEBSITE]' link.
- Buttons: 'Get Credentials from PayPal' and 'Sandbox Credentials' (both in orange).
- Sandbox Mode: A dropdown menu set to 'No' with '[WEBSITE]' link.
- API Uses Proxy: A dropdown menu set to 'No' with '[WEBSITE]' link.
- Enable this Solution: A dropdown menu set to 'No' with '[WEBSITE]' link.

Step (7): The following screen shows you the Basic and Advanced settings of PayPal payments.

Basic Settings - PayPal Payments Standard		
Title	PayPal Express Checkout ▲ It is recommended to set this value to "PayPal" per store views.	[STORE VIEW]
Sort Order		[STORE VIEW]
Payment Action	Authorization	[WEBSITE]
Display on Product Details Page	Yes	[STORE VIEW]
Advanced Settings ▾		
Display on Shopping Cart	Yes (PayPal recommends this option) ▲ Also affects mini-shopping cart.	[STORE VIEW]
Payment Applicable From	All Allowed Countries	[WEBSITE]
Debug Mode	No	[WEBSITE]
Enable SSL verification	Yes	[WEBSITE]
Transfer Cart Line Items	Yes	[WEBSITE]

Step (8): Under **Basic Settings**, enter *Title* for the payment method, *Sort Order* option used to sort payment methods in the checkout page. *Payment Action* section offers to select either Sale or Authorization or Order which defines how the payment will be processed in the PayPal payment system. Under **Advanced Settings**, select the *Payment Applicable From* option as All Allowed Countries and similarly fill all other required fields.

Step (9): Next panel is **Saved CC** which provides credit card payments on your website.

Merchant Location		
PayPal Payment Solutions		
Saved CC		
Enabled	Yes	[WEBSITE]
Title	Credit Card (saved)	[STORE VIEW]
New Order Status	Pending	[WEBSITE]
Credit Card Types	American Express Visa MasterCard Discover JCB Switch/Maestro Solo Other	[WEBSITE]
Request Card Security Code	No	[WEBSITE]
3D Secure Card Validation	No	[WEBSITE]
Payment from Applicable Countries	All Allowed Countries	[WEBSITE]

- Credit Card Types:** It allows for selecting credit card types for the payment processing.
- Request Card Security Code:** It asks for the credit card's security code which makes fraud little harder by setting it to Yes.
- 3D Secure Card Validation:** It is an additional security functionality where customer needs to provide credit card password to complete the purchase order.

Step (10): Next is the **Check/Money Order** panel.

PayPal Payment Solutions

Saved CC

Check / Money Order

Enabled	Yes	[WEBSITE]
Title	Check / Money order	[STORE VIEW]
New Order Status	Pending	[WEBSITE]
Payment from Applicable Countries	All Allowed Countries	[WEBSITE]
Payment from Specific Countries	<ul style="list-style-type: none"> Angola Anguilla Antarctica Antigua and Barbuda Argentina Armenia Aruba Australia Austria Autumn Islands 	[WEBSITE]
Make Check Payable to		[STORE VIEW]

Set the values for **Make Check Payable to** and **Send Check to** options.

Step (11): The **Zero Subtotal Checkout** panel is a payment option that displays when order total is zero and not required to enter payment details for the customer.

Check / Money Order

Zero Subtotal Checkout

Title	No Payment Information Required	<input checked="" type="checkbox"/> Use Default [STORE VIEW]
Enabled	Yes	<input checked="" type="checkbox"/> Use Default [WEBSITE]
New Order Status	Pending	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Applicable Countries	All Allowed Countries	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Specific Countries	<ul style="list-style-type: none"> Afghanistan Albania Algeria American Samoa Andorra Angola Anguilla Antarctica Antigua and Barbuda Argentina 	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Sort Order	1	<input checked="" type="checkbox"/> Use Default [WEBSITE]

Step (12): The **Bank Transfer Payment** panel contains one specific field called **instructions** which allows to enter bank account details that customer needs to transfer money to you.

Bank Transfer Payment

Enabled	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Title	Bank Transfer Payment	<input checked="" type="checkbox"/> Use Default [STOREVIEW]
New Order Status	Pending	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Applicable Countries	All Allowed Countries	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Specific Countries	<input type="button" value="Up"/> <input type="button" value="Down"/> <input type="button" value="Delete"/> <input type="button" value="New"/> <input type="button" value="Import"/> <input type="button" value="Export"/> <input type="button" value="Print"/> <input type="button" value="Refresh"/> <input type="button" value="Cancel"/> <input type="button" value="Save"/> <input type="button" value="Save & Continue Edit"/> <input type="button" value="Save & New"/> <input type="button" value="Save & Close"/> <input type="button" value="Close"/> <input type="button" value="Logout"/> <input type="button" value="Logout & Close"/> <input type="button" value="Logout & New"/> <input type="button" value="Logout & Save"/> <input type="button" value="Logout & Save & Close"/> <input type="button" value="Logout & Save & Continue Edit"/> <input type="button" value="Logout & Save & New"/> <input type="button" value="Logout & Save & Print"/> <input type="button" 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Cash On Delivery Payment

Enabled	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Title	Cash On Delivery	<input checked="" type="checkbox"/> Use Default [STORE VIEW]
New Order Status	Pending	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Applicable Countries	All Allowed Countries	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Specific Countries	Andorra Angola Anguilla Antarctica Antigua and Barbuda Argentina Antonia Aruba Australia Austria	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Instructions	<input checked="" type="checkbox"/> Use Default [STORE VIEW]	
Minimum Order Total		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Maximum Order Total		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Sort Order		<input checked="" type="checkbox"/> Use Default [WEBSITE]

Step (14): The **Purchase Order** panel contains same options.

Purchase Order

Enabled	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Title	Purchase Order	<input checked="" type="checkbox"/> Use Default [STORE VIEW]
New Order Status	Pending	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Applicable Countries	All Allowed Countries	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Specific Countries	Andorra Angola Anguilla Antarctica Antigua and Barbuda Argentina Antonia Aruba Australia Austria	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Minimum Order Total		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Maximum Order Total		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Sort Order		<input checked="" type="checkbox"/> Use Default [WEBSITE]

Step (15): The **Authorize.net Direct Post** panel contains some other options such as setting the payment action, API login ID for authorization, setting the transaction key and

merchant name, setting the test mode to Yes/No, Gateway URL of authorization, setting the accepting currency, e-mail of customer and merchant, types of credit card used for purchase, and enable or disable the credit card verification as shown in the following screen.

Authorize.net Direct Post

Enabled	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment Action	Authorize Only	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Title	Credit Card Direct Post (Authorize.net)	<input checked="" type="checkbox"/> Use Default [STOREVIEW]
API Login ID		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Transaction Key		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Merchant MD5		<input checked="" type="checkbox"/> Use Default [WEBSITE]
New Order Status	Processing	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Test Mode	Yes	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Gateway URL	https://secure.authorize.net/gateway/transact.dll	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Accepted Currency	US Dollar	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Debug	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Email Customer	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Merchant's Email		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Credit Card Types	American Express Visa MasterCard Discover Other	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Credit Card Verification	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]

Step (16): The **Authorize.net** panel works similar to the **Authorize.net Direct Post** panel, with the only difference being it allows to enable or disable the 3D secure card validation on the credit cards, which makes fraud little harder by setting it to Yes.

Payment from Applicable Countries	All Allowed Countries	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Credit Card Verification	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Payment from Specific Countries	Afghanistan Algeria Argentina Armenia Azerbaijan Bahrain Bangladesh Belarus Bolivia Chile Colombia Costa Rica Ecuador El Salvador Guatemala Honduras India Indonesia Iran Iraq Israel Jordan Kuwait Lebanon Libya Malaysia Mexico Morocco Oman Pakistan Peru Philippines Qatar Saudi Arabia Singapore Sri Lanka Syria Turkey Turkmenistan United Arab Emirates Uruguay Venezuela	<input checked="" type="checkbox"/> Use Default [WEBSITE]
Minimum Order Total		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Maximum Order Total		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Sort Order		<input checked="" type="checkbox"/> Use Default [WEBSITE]
Allow Partial Authorization	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]
3D Secure		
3D Secure Card Validation	No	<input checked="" type="checkbox"/> Use Default [WEBSITE]

Step (17): After you are done with the settings, click on the **Save Config** button on the top right corner of the page to save your payment methods.

Payment Methods	
Not sure what PayPal payment method to use? Click here to learn more.	
Merchant Location <div style="border: 2px solid #ccc; padding: 5px; margin-top: 5px;"> Merchant Country: India [WEBSITE] <small>If not specified, Default Country from General Config will be used</small> </div>	
<input checked="" type="button"/> Save Config	

13. SET UP PAYMENT GATEWAY

Payment gateway processes the credit card data securely between the customer and the merchant and also between the merchant and the payment processor. It is like a checkpoint that protects against attempting to gather personal and financial information from customers and also acts as a mediator between the merchant and the sponsoring bank.

The following steps describe how to set up payment gateway in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Panel dashboard. On the left, there's a 'Dashboard' section with 'Lifetime Sales' and 'Average Orders' metrics. In the center, there's a 'Orders' and 'Amounts' summary. On the right, the 'System' menu is open, showing various options like 'My Account', 'Notifications', 'Tools', 'Web Services', 'Design', 'Import/Export', 'Manage Currency', 'Transactional Emails', 'Custom Variables', 'Permissions', 'Magento Connect', 'Cache Management', 'Index Management', 'Manage Stores', 'Order Statuses', and 'Configuration'. The 'Configuration' option is highlighted with a red circle.

Step (3): Next you will see some list of options on the left side of the page. Scroll down and go to the **Sales** section and click on the **Payment Methods** option.

The screenshot shows the 'General' tab in the Magento Admin Panel. On the left, there is a sidebar with various options under 'SALES': Sales, Sales Emails, PDF Print-outs, Tax, Checkout, Shipping Settings, Shipping Methods, Google API, and Payment Methods. The 'Payment Methods' option is circled in red. At the top right, there is a 'Save Config' button.

Step (4): Under the **Payment Methods** section, expand the **PayPal Payment Gateways** option. It provides two types of payment gateway methods; one is **Payflow Pro (Includes Express Checkout)** and **Payflow Link (Includes Express Checkout)**. Click on the **Configure** button to enter details for Payflow Pro and Payflow Link options respectively.

The screenshot shows the 'Payment Methods' configuration screen. At the top, it says 'Not sure what PayPal payment method to use? Click [here](#) to learn more.' Below that are sections for 'Merchant Location', 'PayPal All-in-One Payment Solutions' (with a note 'Accept and process credit cards and PayPal payments.'), and 'PayPal Payment Gateways'. Under 'PayPal Payment Gateways', there are two main options: 'PayPal Payflow Pro (Includes Express Checkout)' and 'PayPal Payflow Link (Includes Express Checkout)'. Each option has a 'Learn More' link, a note about connecting a merchant account, and a 'Configure' button. The 'Payflow Pro' section also includes a note about being PCI-compliant.

The **Payflow Pro** option is a customizable payment gateway, which can be used with merchant account to process credit card transactions. It does not need PayPal account as they can enter their credit card information directly on site and you need to add API credentials in Magento admin panel. It is also used to process PayPal Express Checkout (it allows customers to pay by credit card or from the security of their personal PayPal accounts) transactions.

Under **Payflow Link** option, once the customer decides to checkout, the checkout process is carried out on PayPal site. It is often called as hosted payment gateway that keeps the customer on your site by providing fast and easy way to add transaction processing to your site.

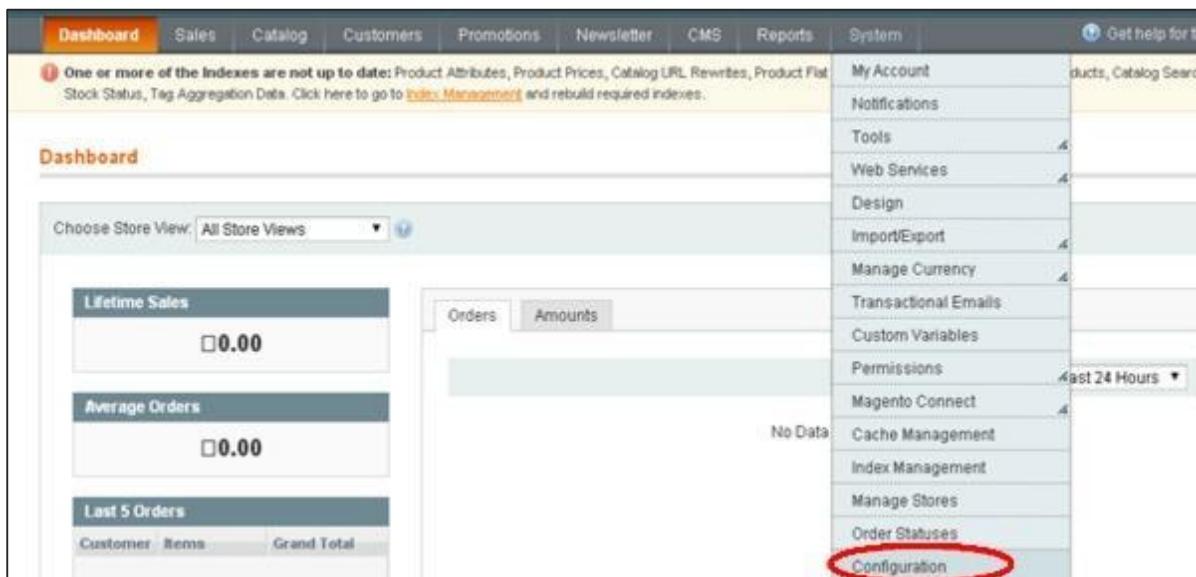
14. SET UP PAYMENT METHODS

This article explains how to set up payment methods in Magento and also shows how to configure Magento to use PayPal as payment processor for both credit cards and PayPal payments.

The following steps describe how to set up payments in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.



Step (3): Next, you will see some list of options on the left side of the page. Scroll down and go to the **Sales** section and click on the **Payment Methods** option.

Persistent Shopping Cart

General

- ▶ SALES
 - Sales
 - Sales Emails
 - PDF Print-outs
 - Tax
 - Checkout
 - Shipping Settings
 - Shipping Methods
 - Google API
 - Payment Methods**
- Payment Services
- Moneybookers

Step (4): Next, under Merchant Location panel, set the merchant country from the dropdown menu.

Payment Methods

Not sure what PayPal payment method to use? Click [here](#) to learn more.

Merchant Location

Merchant Country	Iceland	[WEBSITE]
	India	
	Indonesia	
	Ireland	
	Israel	
	Italy	
	Jamaica	
	Japan	
	Latvia	
	Liechtenstein	
	Lithuania	
	Luxembourg	
	Malaysia	
	Malta	
	Martinique	
	Mexico	
	Netherlands	
	New Zealand	
	Norway	
	Philippines	

Step (5): It provides following types of payment methods which adds PayPal as additional payment method to your checkout page.

Step (6): You can click on the **Configure** button to make PayPal settings. Fill the e-mail field with e-mail address which is associated with **PayPal Merchant Account** for accepting the payments. Similarly, fill other required fields.

Step (7): The following screen shows the Basic and Advanced settings of PayPal payments.

Basic Settings - PayPal Payments Standard

Title	PayPal Express Checkout	[STORE VIEW]
▲ It is recommended to set this value to "PayPal" per store views.		
Sort Order		[STORE VIEW]
Payment Action	Authorization	[WEBSITE]
Display on Product Details Page	Yes	[STORE VIEW]
Advanced Settings		
Display on Shopping Cart	Yes (PayPal recommends this option)	[STORE VIEW]
▲ Also affects mini-shopping cart.		
Payment Applicable From	All Allowed Countries	[WEBSITE]
Debug Mode	No	[WEBSITE]
Enable SSL verification	Yes	[WEBSITE]
Transfer Cart Line Items	Yes	[WEBSITE]

Step (8): Under **Basic Settings**, enter *Title* for the payment method. *Sort Order* option is used to sort payment methods in the checkout page. *Payment Action* section offers to select either Sale or Authorization or Order, which defines how the payment will be processed in the PayPal payment system.

Step (9): Under **Advanced Settings**, select the *Payment Applicable From* option as All Allowed Countries, *Debug Mode* option as No, *Enable SSL verification* as Yes and *Transfer Cart Line Items* as Yes.

Step (10): After you are done with the settings, click on the **Save Config** button on the top right corner to save your payment methods. Now you are ready to accept payments through your shopping cart.

Payment Methods

Not sure what PayPal payment method to use? Click [here](#) to learn more.

Merchant Location		
Merchant Country	India	[WEBSITE]
▲ If not specified, Default Country from General Config will be used		

15. SET UP CURRENCIES

Magento has built-in functionality for currencies. After installing Magento, by default there will be one currency used for pricing and payment.

The following steps illustrate how to set up currencies in Magento store:

Step (1): Login to your Magento Admin Panel

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. On the left, there's a sidebar with 'Dashboard' at the top, followed by sections for 'Lifetime Sales' (20.00), 'Average Orders' (20.00), and 'Last 5 Orders'. To the right is a main content area with tabs for 'Orders' and 'Amounts'. On the far right, a vertical navigation menu under 'System' includes options like 'My Account', 'Notifications', 'Tools', 'Web Services', 'Design', 'ImportExport', 'Manage Currency' (which is highlighted in green), 'Transactional Emails', 'Custom Variables', 'Permissions', 'Magento Connect', 'Cache Management', 'Index Management', 'Manage Stores', 'Order Statuses', and 'Configuration'. The 'Configuration' option is circled in red.

Step (3): On the left side of the navigation bar, click on the **Currency Setup** option under **General** section.

The screenshot shows the 'General' configuration page. On the left, a sidebar lists sections: 'Current Configuration Scope' (Default Config), 'Manage Stores', 'Configuration' (with 'GENERAL' expanded), 'General', 'Web', 'Design', and 'Currency Setup' (which is circled in red). The main content area shows 'Countries Options', 'States Options', 'Locale Options', and 'Store Information'. At the bottom right is a 'Save Config' button.

Step (4): Expand the **Currency Options** panel, and you will get some settings option.

- **Base Currency:** Select the base currency from dropdown menu that you want to set as default. It is directly associated with the price of the products. If you change the base currency, the price will not change and it won't recalculate using new base currency.
- **Default Display Currency:** It displays the default currency that can be used to show the prices of the products. When customer visits your store, it displays the currency set by you.
- **Allowed Currencies:** It provides a long list which allows you to select more than one currency. If there is more than one currency, then customers can select one of the allowed currencies from the dropdown menu on the frontend.

After selecting your currencies option, click on **Save Config** button on the top right corner to save your settings.

16. SET UP CHECKOUT OPTIONS

Checkout options are used for enabling and disabling the one-page checkout. This chapter guides you how to configure checkout options from the admin panel of Magento.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. Below the navigation bar, there are several status messages and a dashboard summary. On the right side, a sidebar lists various system settings. The 'Configuration' option is located at the bottom of this list and is circled with a red marker.

Step (3): Under **Sales** section on the left side of the navigation bar, click on the **Checkout** option.

The screenshot shows the 'General' configuration section under 'Persistent Shopping Cart'. On the left, there's a sidebar with 'SALES' expanded, showing options like Sales, Sales Emails, PDF Print-outs, Tax, Checkout (which is circled in red), Shipping Settings, Shipping Methods, Google API, Payment Methods, Payment Services, and Moneybookers.

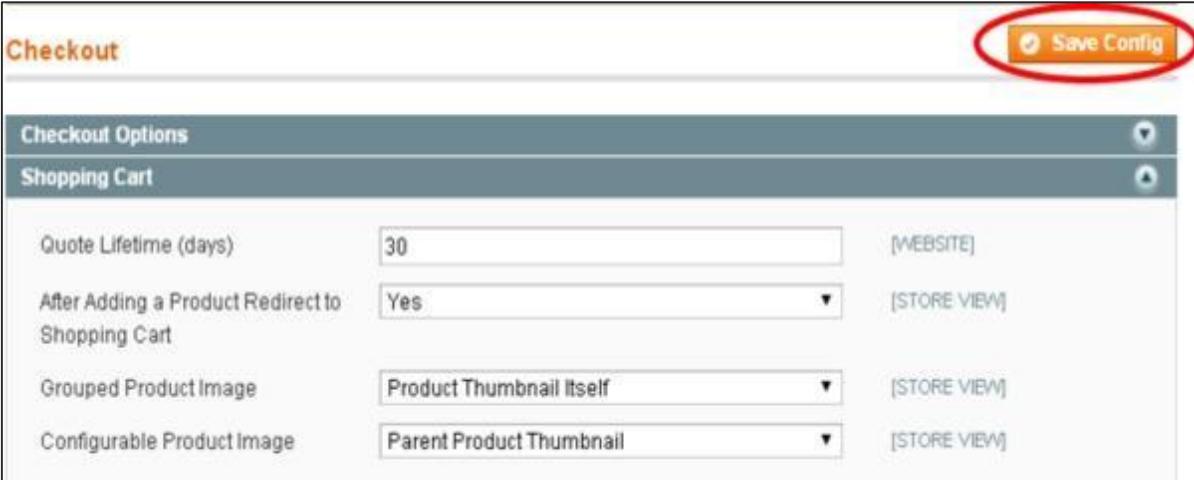
Step (4): Expand the **Checkout Options** panel which includes setting for one-page checkout with enable/disable option, you can also enable/disable guest checkout and last option from which you can enable or disable terms and conditions.

The screenshot shows the 'Checkout Options' configuration panel. It has three dropdowns: 'Enable Onepage Checkout' set to 'Yes', 'Allow Guest Checkout' set to 'Yes', and 'Enable Terms and Conditions' set to 'No'. There is a 'Save Config' button at the top right.

Checkout Options		
Enable Onepage Checkout	Yes	[STORE VIEW]
Allow Guest Checkout	Yes	[STORE VIEW]
Enable Terms and Conditions	No	[STORE VIEW]

Step (5): The **Shopping Cart** panel has options such as:

- **Quote Lifetime (days)** which determines lifetime of products in cart, after a customer puts items in the cart.
- After **Adding a Product Redirect to Shopping Cart** determines whether customers should be redirected to the shopping cart page after the product is placed in the cart.
- **Grouped Product Image and Configurable Product Image** options determine whether the parent image of product should be displayed on the cart and whether configurable product added to the cart should be displayed on the shopping cart or not.



Checkout Options

Shopping Cart

Quote Lifetime (days)	30	[WEBSITE]
After Adding a Product Redirect to Shopping Cart	Yes	[STORE VIEW]
Grouped Product Image	Product Thumbnail Itself	[STORE VIEW]
Configurable Product Image	Parent Product Thumbnail	[STORE VIEW]

Step (6): The **My Cart Link** panel specifies whether the number of quantities in the cart should be shown or whether the number of different products should be shown using the *Display Cart Summary* field.



Checkout Options

Shopping Cart

My Cart Link

Display Cart Summary	Display item quantities	[WEBSITE]
----------------------	-------------------------	-----------

Step (7): The **Shopping Cart Sidebar** panel contains two options:

- The **Display Shopping Cart Sidebar** option can hide or show the cart sidebar on the frontend.
- **Maximum Display Recently Added Item(s)** option specifies recently added items to be listed in the cart.

Checkout

Save Config

Checkout Options	▼	
Shopping Cart	▼	
My Cart Link	▼	
Shopping Cart Sidebar	▲	
Display Shopping Cart Sidebar	Yes	[STORE VIEW]
Maximum Display Recently Added Item(s)	3	[STORE VIEW]
Payment Failed Emails		

Step (8): The **Payment Failed Emails** panel has some settings such as:

- **Payment Failed Email Receiver** option stores e-mail address to which payment failed e-mail should be sent.
- **Payment Failed Email Sender** option specify from which e-mail address payment failed e-mail should be sent.
- **Payment Failed Template** option specifies which template should be used to display message.
- **Send Payment Failed Email Copy To** option allows to send copies of e-mails to additional e-mail addresses and last option.
- **Send Payment Failed Email Copy Method** selects either separate e-mails or blind carbon copies methods to send payment failed e-mails.

Checkout

Save Config

Checkout Options	▼	
Shopping Cart	▼	
My Cart Link	▼	
Shopping Cart Sidebar	▼	
Payment Failed Emails	▲	
Payment Failed Email Reciever	General Contact	[STORE VIEW]
Payment Failed Email Sender	General Contact	[STORE VIEW]
Payment Failed Template	Payment Failed (Default Template from Locale	[STORE VIEW]
Send Payment Failed Email Copy To	[STORE VIEW]	[STORE VIEW]
Send Payment Failed Email Copy Method	Bcc	[STORE VIEW]

Step (9): After done with all settings, click on the **Save Config** button to save your settings.

17. SET UP PAYPAL PAYMENT

In this chapter, we will study how to set up PayPal payment. Following are the steps to set up PayPal payment in Magento.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. On the left, there's a sidebar with 'Dashboard' selected. In the main area, there are three boxes: 'Lifetime Sales' (0.00), 'Average Orders' (0.00), and 'Last 5 Orders'. On the right, the 'System' menu is open, listing various options like 'My Account', 'Tools', 'Web Services', etc. The 'Configuration' option is circled in red at the bottom of the list.

Step (3): On the left side of the navigation bar, click on the **Payment Methods** under **Sales** section.

Persistent Shopping Cart
General

- ▶ SALES
 - Sales
 - Sales Emails
 - PDF Print-outs
 - Tax
 - Checkout
 - Shipping Settings
 - Shipping Methods
 - Google API
 - Payment Methods**
- Payment Services
- Moneybookers

Step (4): Next, under **Merchant Location** panel, set the merchant country from the dropdown menu.

Payment Methods Save Config

Not sure what PayPal payment method to use? Click [here](#) to learn more.

Merchant Location	
Merchant Country	<input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Iceland"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Iceland"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; background-color: #0070C0; color: white; font-weight: bold; margin-bottom: 5px;" type="button" value="India"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Indonesia"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Ireland"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Israel"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Italy"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Jamaica"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Japan"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Latvia"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Liechtenstein"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Lithuania"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Luxembourg"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Malaysia"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Malta"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Martinique"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Mexico"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Netherlands"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="New Zealand"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Norway"/> <input style="width: 150px; height: 25px; border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;" type="button" value="Philippines"/>
[WEBSITE]	
PayPal All-in-One Payment Solutions PayPal Payment Gateways PayPal Express Checkout Saved CC Check / Money Order Zero Subtotal Checkout Bank Transfer Payment Cash On Delivery Payment Purchase Order Authorize.net Direct Post Authorize.net	

Step (5): It provides the following types of payment methods which adds PayPal as an additional payment method.

Add another payment method to your existing solution or as a stand-alone option. [Help](#)

PayPal Website Payments Standard (Includes Express Checkout) [Learn More](#)
Add PayPal as an additional payment method to your checkout page.

SECURE PAYMENTS BY PayPal

PayPal Express Checkout [Learn More](#)
Add PayPal as an additional payment method to your checkout page.

Check out with PayPal **Configure**

Step (6): You can click on the **Configure** button to make PayPal settings. Fill the e-mail field with an e-mail address which is associated with PayPal merchant account for accepting the payments, along with all other required fields.

Required PayPal Settings

PayPal Website Payments Standard

Email Associated with PayPal Merchant Account	<input type="text"/> [WEBSITE]
Start accepting payments via PayPal!	
API Authentication Methods	<input type="button" value="API Signature"/> [WEBSITE]
API Username	<input type="text"/> [WEBSITE]
API Password	<input type="text"/> [WEBSITE]
API Signature	<input type="text"/> [WEBSITE]
Get Credentials from PayPal Sandbox Credentials	
Sandbox Mode	<input type="button" value="No"/> [WEBSITE]
API Uses Proxy	<input type="button" value="No"/> [WEBSITE]
Enable this Solution <input type="button" value="No"/> [WEBSITE]	

Step (7): The following screen shows you the Basic and Advanced settings of PayPal payments.

Basic Settings - PayPal Payments Standard

Title	PayPal Express Checkout	[STORE VIEW]
	▲ It is recommended to set this value to "PayPal" per store views.	
Sort Order		[STORE VIEW]
Payment Action	Authorization	[WEBSITE]
Display on Product Details Page	Yes	[STORE VIEW]
Advanced Settings *		
Display on Shopping Cart	Yes (PayPal recommends this option)	[STORE VIEW]
	▲ Also affects mini-shopping cart.	
Payment Applicable From	All Allowed Countries	[WEBSITE]
Debug Mode	No	[WEBSITE]
Enable SSL verification	Yes	[WEBSITE]
Transfer Cart Line Items	Yes	[WEBSITE]

Step (8): Under **Basic Settings**

- Enter *Title* for the payment method.
- *Sort Order* option used to sort payment methods in the checkout page
- *Payment Action* section offers to select either Sale or Authorization or Order, which defines how the payment will be processed in the PayPal payment system.

Step (9): Under **Advanced Settings**

- Select the *Payment Applicable From* option as All Allowed Countries.
- *Debug Mode* option as No.
- *Enable SSL verification* as Yes.
- *Transfer Cart Line Items* as Yes.

Step (10): After done with the settings, click on the **Save Config** button on the top right corner to save your payment methods. Now you are ready to accept payments through your shopping cart.

Payment Methods

Not sure what PayPal payment method to use? Click [here](#) to learn more.

Merchant Location

Merchant Country: [WEBSITE]

▲ If not specified, Default Country from General Config will be used

Save Config



18. SET UP GOOGLE CHECKOUT

Google Checkout is online payment processing service provided by Google. Magento allows integration of online stores with Google checkout. It is like PayPal that simplifies the process of paying for online purchases. To use Google Checkout, customers need to have Google Checkout merchant account.

The following steps help to set up Magento store with Google Checkout.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. On the left, there's a sidebar with links like 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. Under 'System', a sub-menu is open with options: 'My Account', 'Notifications', 'Tools', 'Web Services', 'Design', 'ImportExport' (which is highlighted in blue), 'Manage Currency', 'Transactional Emails', 'Custom Variables', 'Permissions', 'Magento Connect', 'Cache Management', 'Index Management', 'Manage Stores', 'Order Statuses', and 'Configuration'. A red circle highlights the 'Configuration' link. The main content area shows 'Lifetime Sales' (\$0.00), 'Average Orders' (\$0.00), and 'Last 5 Orders' (empty table). A message at the top says 'One or more of the indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat, Stock Status, Tag Aggregation Data. Click here to go to Index Management and rebuild required indexes.'

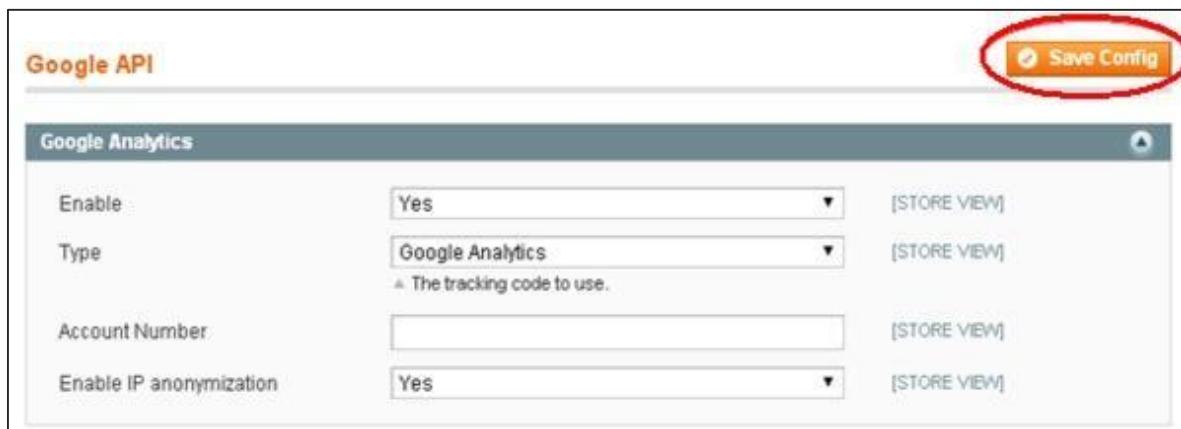
Step (3): On the left side of the navigation bar, click on the **Google API** under **Sales** section.

The screenshot shows the Magento Admin Panel's configuration interface. The left sidebar is a tree view of configuration sections:

- Configuration**
 - GENERAL
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
 - Gala Eva Theme Settings
 - Reports
 - Content Management
 - CATALOG
 - Catalog
 - Configurable Swatches
 - Inventory
 - Google Sitemap
 - RSS Feeds
 - Email to a Friend
 - CUSTOMERS
 - Newsletter
 - Customer Configuration
 - Wishlist
 - Promotions
 - Persistent Shopping Cart
 - SALES
 - Sales
 - Sales Emails
 - PDF Print-outs
 - Tax
 - Checkout
 - Shipping Settings
 - Shipping Methods
 - Google API** (highlighted with a red circle)
 - Payment Methods
 - Payment Services
 - Moneybookers

Step (4): Expand the **Google Analytics** panel which shows some settings such as:

- **Enable** option should be set to Yes to activate payment method.,
- **Type** option provides two types: Google Analytics and Universal Analytics.
- **Account Number** accepts your account number.
- **Enable IP anonymization** option should be set to Yes.



After done with the settings, click on the **Save Config** button on the top right corner of the page to save the changes that you have made.

19. SET UP STORE LIVE

This chapter shows how to setup the live store on your Magento website.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Manage Stores** option.

The screenshot shows the Magento Admin Panel interface. At the top, there's a navigation bar with links like Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. Under the System link, a dropdown menu is open, listing options such as My Account, Notifications, Tools, Web Services, Design, ImportExport, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The 'Manage Stores' option is circled in red.

Step (3): Under **Manage Stores** section, you will get website names, store names and Store View Name columns. Click on the **Create Store** button to begin with setting up the Magento live store.

The screenshot shows the 'Manage Stores' page. It has a header with buttons for Create Website, Create Store (which is highlighted with a red oval), and Create Store View. Below is a table with three columns: Website Name, Store Name, and Store View Name. The data in the table is as follows:

Website Name	Store Name	Store View Name
Main Website (Code: base)	Main Website Store (Root Category: Home)	Default Store View (Code: default)
my.website.com (Code: my_website_com)	my.website.com (Root Category: Body Care)	Italian (Code: italian)
www.magento.com (Code: magent_com)	www.magento.com (Root Category: Home)	English Version (Code: pr123)
		magento (Code: magento)

Step (4): The store information includes some options such as:

- **Website** which allows selecting the website name which you created before.
- **Name** option specifies name of your second website name.
- **Root Category** option specifies the root category that will be used for store.

New Store

Store Information

Website * Main Website

Name *

Root Category * Please Select a Category...

Back Reset Save Store

After done with the settings, click on the **Save Store** button.

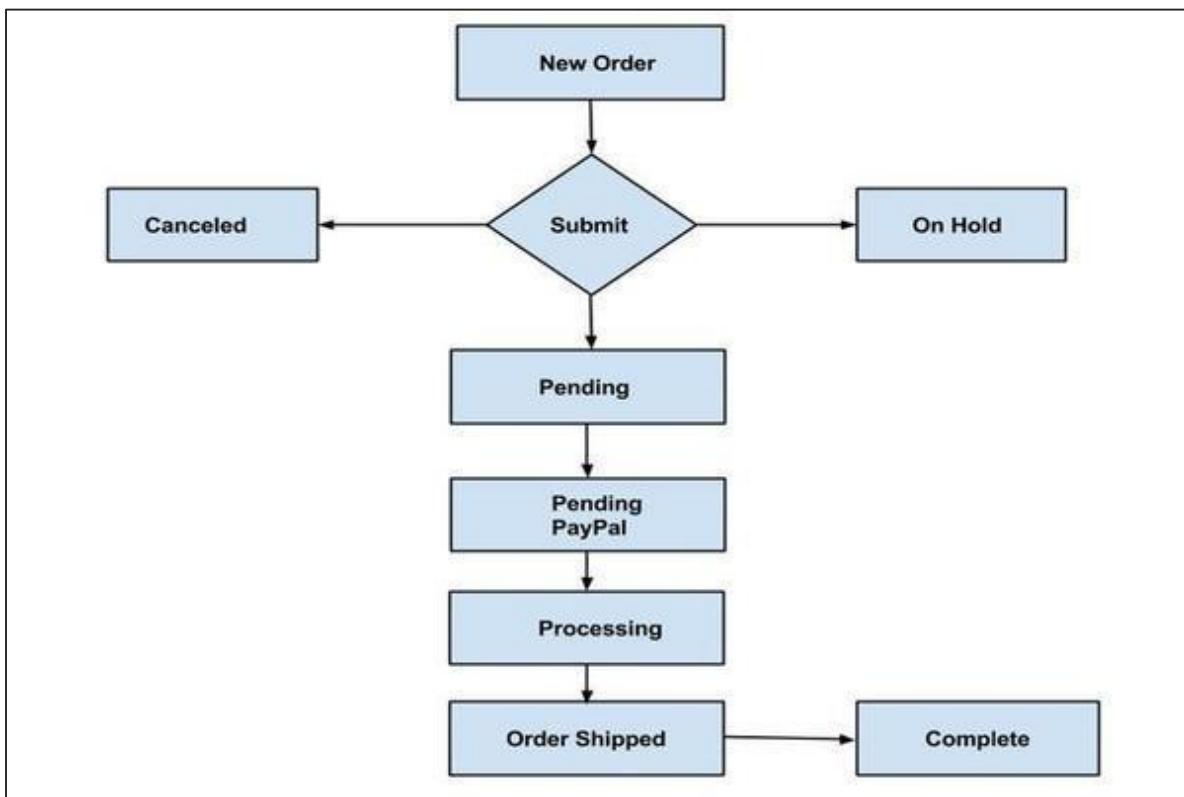
Part 3: Order Processing

20. ORDERS LIFE CYCLE

Orders follow a standard life cycle process. When the customer places product orders, it arrives in the administration interface with a pending status. When the order is processed, the status of order changes according to the current state in the processing workflow. Once the invoice is created for the order, the status changes from pending to processing status. Next, it creates shipment for an order which changes the status from pending to complete status.

Order Status in Magento

The following screen shows the order process in Magento:



New Order: Customer places an order into the Magento store.

Pending: Pending orders are brand new orders that have not been processed. These orders need to be invoiced and shipped.

Pending PayPal: These are the brand new orders that have been not cleared by PayPal.

Processing: When you invoice the order, Magento will change the state to 'processing'.

Cancelled: This status is called when the customer visits the store and cancels an order or else if the order has been not paid for.

Order Shipped: Order shipment is generated when an order status changes from pending to complete.

On Hold: Order is put on hold when more information from the user is required before the purchase is processed.

Complete: When order is marked as complete, it has been both invoiced and shipped.

The following steps describe how Magento order life cycle works:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Sales** menu and click on the **Orders** option.

The screenshot shows the Magento Admin Dashboard. The top navigation bar includes links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, and Reports. Under the Sales menu, there are several options: One or more (with sub-options for Orders, Invoices, Shipments, Credit Memos, Transactions, Recurring Profiles (beta), Billing Agreements, Terms and conditions, and Tax), Latest Message (with a launch notification), and a general dashboard summary. The 'Orders' link under the Sales menu is circled in red.

Step (3): Next, you can see some orders list. Click on the **View** link to see the order's information.

The screenshot shows the 'Orders' grid in the Magento Admin. The grid displays two completed orders. The first order, with Order # 100000001, was purchased from the Main Website Store on May 8, 2015, at 2:29:29 PM, with a total amount of \$25.00. The second order, with Order # 100000001, was purchased from the Main Website Store on May 8, 2015, at 11:59:46 AM, with a total amount of \$25.00. Both orders are marked as 'Complete'. A red circle highlights the 'View' link for the first order.

Order #	Purchased From (Store)	Purchased On	Bill to Name	Ship to Name	G.T. (Base)	G.T. (Purchased)	Status	Action
100000001-1	Main Website Main Website Store Default Store View	May 8, 2015 2:29:29 PM	Manu Patel	Manu Patel	\$25.00	\$25.00	Complete	View
100000001	Main Website Main Website Store Default Store View	May 8, 2015 11:59:46 AM	Ganesh Patel	Ganesh Patel	\$25.00	\$25.00	Canceled	View

Step (4): You will see the customer's account information and billing address. When you scroll down, you will see the history status under the **Comments History** section.

Order # 10000001-1 (the order confirmation email was sent)		Account Information	
Order Date	May 8, 2015 2:29:29 PM	Customer Name	Maruti Patil
Order Status	Complete	Email	marutip061@gmail.com
Purchased From	Main Website Main Website Store Default Store View	Customer Group	General
Link to the Previous Order	100000001		
Billing Address		Shipping Address	
Maruti Patil Techbuds 301 Arjun Empire Congress road Belgaum, Karanataka, 591002 India T: 07022077221		Maruti Patil Techbuds 301 Arjun Empire Congress road Belgaum, Karanataka, 591002 India T: 07022077221	
Payment Information		Shipping & Handling Information	
Check / Money order Order was placed using INR		Track Order Flat Rate - Fixed \$5.00	
Items Ordered			
Product	Item Status	Original Price	Price
Maruti Patil	Shipped	\$20.00	\$20.00
SKU:	Ordered 1	Subtotal	Tax Amount
88888	Involved 1	\$20.00	\$0.00
	Shipped 1	Tax Percent	Discount Amount
		0%	\$0.00
		Row Total	\$20.00
Comments History			
Add Order Comments			
Status: Complete			
Comment: <input type="text"/>			
<input type="checkbox"/> Notify Customer by Email		<input type="button" value="Submit Comment"/>	
Order Totals			
Subtotal \$20.00			
Shipping & Handling \$5.00			
Grand Total \$25.00			
Total Paid \$25.00			
Total Refunded \$0.00			
Total Due \$0.00			

Step (5): Click on **Track** and scroll down to the lower portion of the page. Under the **Items** table, go to **Track** column which provides tracking options like Backordered, Received or Returned when you click on the dropdown menu. Select your option and click on the **Submit Changes** button to save your settings.

Item	Original Price	Price	Qty	Subtotal	Tax Amount	Tax Percent	Discount Amount	Row Total	Track
1	\$ 6.72 [AS 7.78]	\$ 6.72 [AS 7.78]	Ordered: 1	\$ 6.72 [AS 7.78]	\$ 0.00 [AS 0.00]	0%	\$ 0.00 [AS 0.00]	\$ 6.72 [AS 7.78]	Received Backordered Received Returned
2	\$ 6.72 [AS 7.78]	\$ 6.72 [AS 7.78]	Ordered: 1	\$ 6.72 [AS 7.78]	\$ 0.00 [AS 0.00]	0%	\$ 0.00 [AS 0.00]	\$ 6.72 [AS 7.78]	Returned

Track Comments

Track Comments

Email Copy to Customer

Email Copy to FHC

Email Copy to MOC

Append Comments

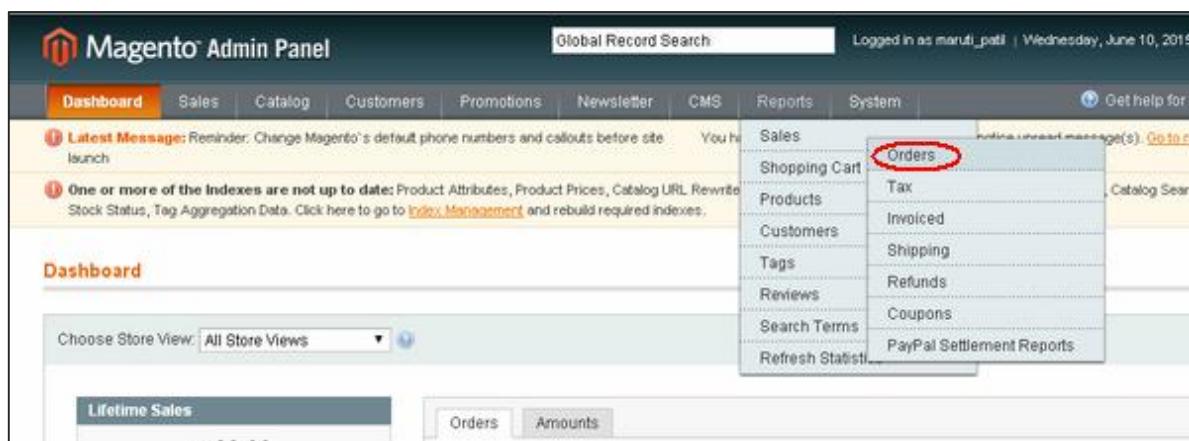
Submitted Changes

21. SET UP ORDER OPTIONS

Magento provides various options for product orders and also reports of the ordered products.

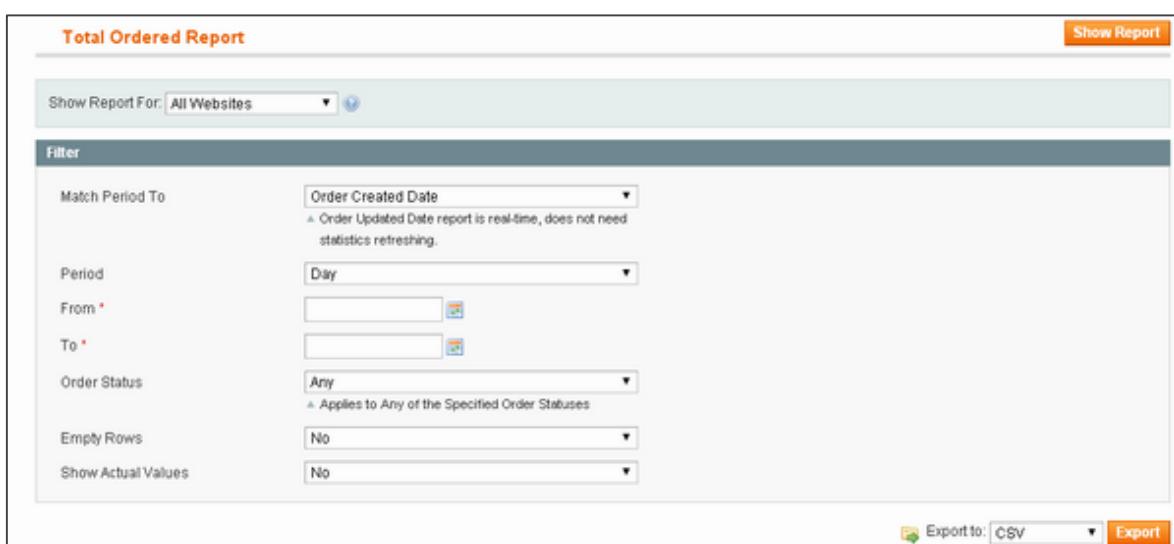
Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Report** menu and click on **Orders** under **Sales** option.



The screenshot shows the Magento Admin Panel dashboard. At the top, there are several system messages and a global search bar. Below the header is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. A dropdown menu for 'Sales' is open, showing options like Orders (which is circled in red), Shopping Cart, Products, Customers, Tags, Reviews, Refunds, Coupons, and PayPal Settlement Reports. The main content area displays a 'Dashboard' with a 'Lifetime Sales' chart showing a value of 20.00, and buttons for 'Orders' and 'Amounts'.

Step (3): The **Total Ordered Report** has some settings as shown in the following screen.



The screenshot shows the 'Total Ordered Report' configuration page. It includes a 'Show Report For' dropdown set to 'All Websites'. The main section is titled 'Filter' and contains the following fields:

- Match Period To:** Set to 'Order Created Date'. A note says: 'Order Updated Date report is real-time, does not need statistics refreshing.'
- Period:** Set to 'Day'.
- From:** A date input field.
- To:** A date input field.
- Order Status:** Set to 'Any'. A note says: 'Applies to Any of the Specified Order Statuses.'
- Empty Rows:** Set to 'No'.
- Show Actual Values:** Set to 'No'.

At the bottom right, there are 'Export to: CSV' and 'Export' buttons.

- **Match Period To:** It matches the product ordered date with order created data and updated date.
- **Period:** It specifies the period such as day, year and month.

- **From and To:** These options display the date of order, i.e. they specify the date on which the order was created date and the date up to which it is valid.
- **Order Status:** It specifies the status of the order.
- **Empty Rows:** If you don't want to specify empty rows, then set Empty Rows field to No.
- **Show Actual Values:** If you don't want to display actual values of product, then set the field to No.

Step (4): You can get a report of the order by clicking on the **Show Report** button and you can also save your ordered details in the **CSV** file format by clicking on the **Export** button.

The screenshot shows the 'Total Ordered Report' filter interface. At the top, there is a dropdown for 'Show Report For' set to 'All Websites'. Below it is a 'Filter' section with the following fields:

- 'Match Period To': Set to 'Order Created Date'. A note below says: 'Order Updated Date report is real-time, does not need statistics refreshing.'
- 'Period': Set to 'Day'.
- 'From' and 'To': Date pickers for selecting a range.
- 'Order Status': Set to 'Any'. A note below says: 'Applies to Any of the Specified Order Statuses.'
- 'Empty Rows': Set to 'No'.
- 'Show Actual Values': Set to 'No'.

 At the bottom right of the filter section, there are two buttons: 'Export to CSV' and 'Export' (circled in red).

22. SET UP ORDER E-MAILS

This chapter describes how Magento manages e-mails, how you can edit e-mail content, set e-mails from and to parameters, etc. Magento has built-in functionality called **Sales Emails** which manages the e-mails sent to customers when the order is processed.

The following steps describe how to set up order e-mails in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to the **System** menu and click on **Configuration** option.

The screenshot shows the Magento Admin Dashboard. On the left, there's a sidebar with links like Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. Under System, there are several options: My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The 'Configuration' link is circled in red at the bottom of the list.

Step (3): On the left side of the navigation bar, go to **Sales** section and click on the **Sales Emails** option.

The screenshot shows the Magento Admin Panel. On the left, there is a vertical navigation sidebar with the following sections and options:

- Current Configuration Scope:** Default Config (highlighted with a red circle)
- Configuration**
 - GENERAL**
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
 - Gala Eva Theme Settings
 - Reports
 - Content Management
 - CATALOG**
 - Catalog
 - Configurable Swatches
 - Inventory
 - Google Sitemap
 - RSS Feeds
 - Email to a Friend
 - CUSTOMERS**
 - Newsletter
 - Customer Configuration
 - Wishlist
 - Promotions
 - Persistent Shopping Cart
 - SALES**
 - Sales
 - Sales Emails** (highlighted with a red circle)
 - PDF Print-outs
 - Tax
 - Checkout
 - Shipping Settings
 - Shipping Methods
 - Google API
 - Payment Methods
 - Payment Services
 - Moneybookers

The main content area is titled "General" and contains the following sections:

- Countries Options
- States Options
- Locale Options
- Store Information

An orange "Save Config" button is located in the top right corner of the main content area.

Step (4): Select the scope under **Current Configuration Scope** for which you want this configuration to apply.

The screenshot shows the "Sales Emails" configuration page. On the left, there is a vertical sidebar with the following sections and options:

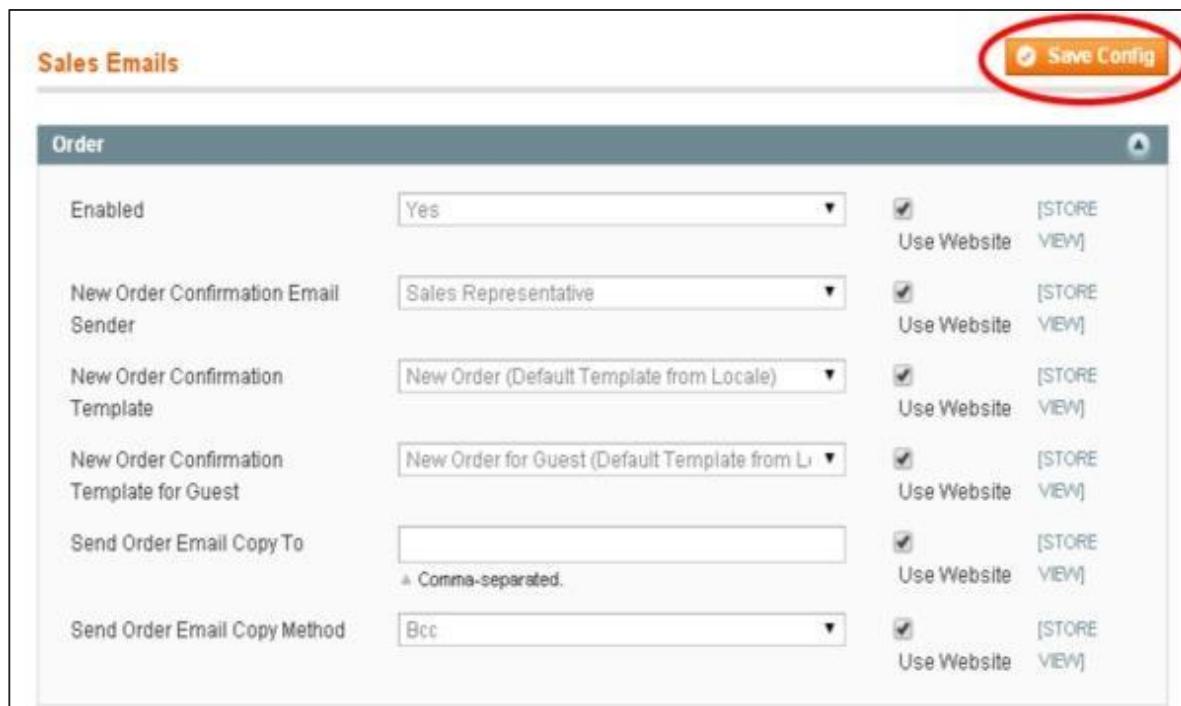
- Current Configuration Scope:** Default Config (highlighted with a red circle)
- Default Config**
 - Main Website
 - Main Website Store**
 - Default Store View** (highlighted with a blue selection bar)
 - Italian
 - www.magento.com
 - www.magento.com
 - magento
- Design
- Currency Setup
- Store Email Addresses

The main content area is titled "Sales Emails" and contains the following sections:

- Order
- Order Comments
- Invoice
- Invoice Comments
- Shipment
- Shipment Comments
- Credit Memo
- Credit Memo Comments

An orange "Save Config" button is located in the top right corner of the main content area.

Step (5): Under Sales Emails page, expand the **Order** panel which contains the following settings.



The screenshot shows the 'Sales Emails' configuration page in Magento. The 'Order' panel is expanded, displaying various settings for new order confirmation emails. The 'Save Config' button at the top right is highlighted with a red circle.

Setting	Value	Options
Enabled	Yes	[STORE] Use Website [VIEW]
New Order Confirmation Email Sender	Sales Representative	[STORE] Use Website [VIEW]
New Order Confirmation Template	New Order (Default Template from Locale)	[STORE] Use Website [VIEW]
New Order Confirmation Template for Guest	New Order for Guest (Default Template from Li	[STORE] Use Website [VIEW]
Send Order Email Copy To		[STORE] Use Website [VIEW]
Send Order Email Copy Method	Bcc	[STORE] Use Website [VIEW]

- **Enabled:** Set this option to Yes to enable new order confirmation e-mails to be sent.
- **New Order Confirmation Email Sender:** Using this field, select the e-mail address which is to be used for sending new order confirmation.
- **New Order Confirmation Template:** It selects the template which is to be used for the order confirmation e-mails, sent to the registered customers.
- **New Order Confirmation Template for Guest:** It selects the template which is to be used for the order confirmation e-mails, sent to the guest customers.
- **Send Order Email Copy To:** It specifies the e-mail address to which copy of the new order confirmation e-mail is sent.
- **Send Order Email Copy Method:** You can send copy of the new order confirmation e-mail to the additional e-mail address using BCC or separate e-mail.

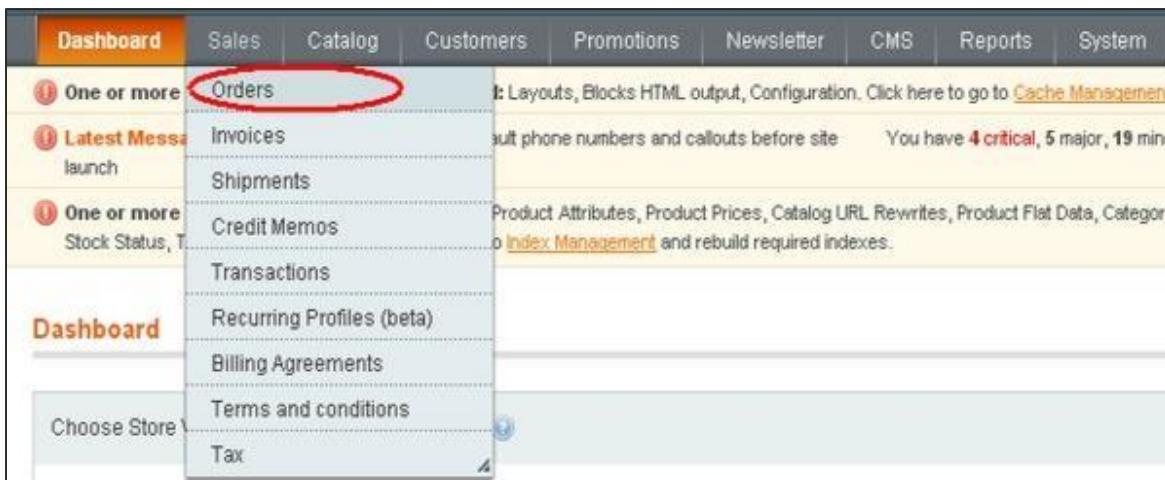
Step (6): After done with the settings, click on the **Save Config** button to save your changes.

23. CREATE ORDERS

Magento allows to create an order from a shopping cart. You can create an order in Magento store as described in the following steps.

Step (1): Login to your Magento Admin Panel

Step (2): Go to **Sales** menu and click on the **Orders** option.



The screenshot shows the Magento Admin Panel's main menu. The 'Sales' menu item is expanded, showing sub-options: 'Orders' (which is circled in red), 'Invoices', 'Shipments', 'Credit Memos', and 'Transactions'. Below the 'Sales' menu, there are other options like 'Dashboard', 'Choose Store', and links to 'Index Management' and 'Tax'.

Step (3): Click on the **Create New Order** button to create new order in the Magento store.



The screenshot shows the 'Orders' page in the Magento Admin Panel. At the top right, there is a prominent orange 'Create New Order' button, which is circled in red. The page includes standard filtering and search tools, as well as a table of existing orders.

Step (4): It will display the list of customers under New Order section. If there are no records, then click on **Create New Customer** button.



The screenshot shows the 'Create New Order' page. It features a 'Please Select a Customer' message and a 'Create New Customer' button at the top right, which is circled in red. The page includes a search bar and various filter options for customer details.

Step (5): Moving forward, you need to select your desired store to proceed to the next step.

Step (6): Under **Items Ordered** section, it will display the ordered products information. If there are no ordered items, then click on the **Add Products** button to select the product which you want to order.

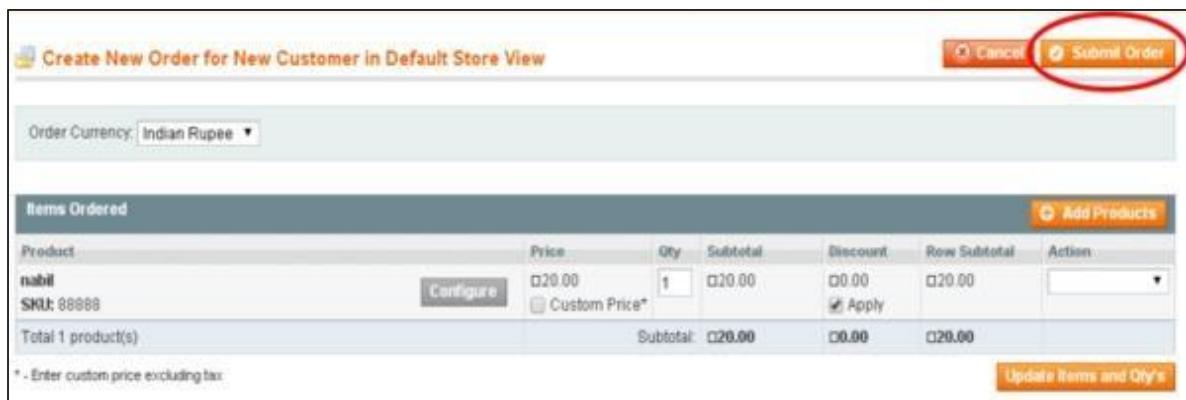
Product	Price	Qty	Subtotal	Discount	Row Subtotal	Action
No ordered items						

Step (7): Select the product from the list which you want to order and click on the **Add Selected Product(s) to Order** button.

Please Select Products to Add						
Page 1 of 1 pages View 20 per page Total 2 records found		<input type="button" value="Add Selected Product(s) to Order"/> <input type="button" value="Reset Filter"/> <input type="button" value="Search"/>				
ID	Product Name	SKU	Price	Select	Qty To Add	
2	nabil		88888	From:	Any	
1	nike		45698	To:		

Step (8): Scroll down and select the **Payment Method** and **Shipping Method** for your order.

Step (9): After selecting your payment method and shipping method, click on the **Submit Order** button to save your order.



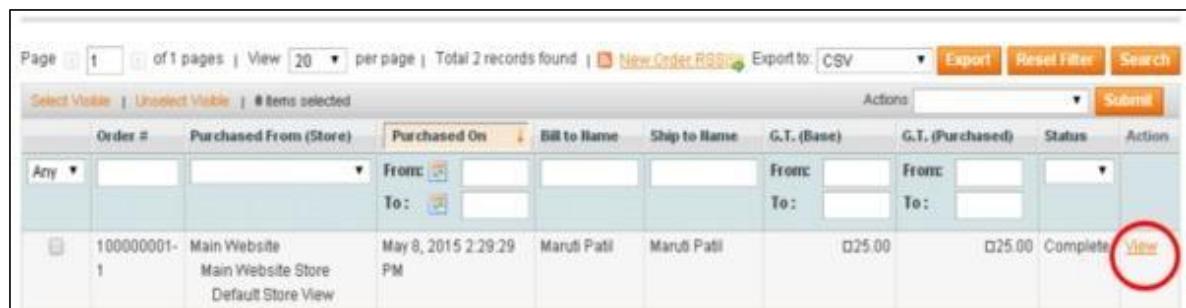
Create New Order for New Customer in Default Store View

Order Currency: Indian Rupee ▾

Items Ordered

Product	Price	Qty	Subtotal	Discount	Row Subtotal	Action
mbal SKU: 88888	₹20.00	1	₹20.00	₹0.00	₹20.00	<input type="button" value="Configure"/> <input type="checkbox"/> Custom Price* <input checked="" type="checkbox"/> Apply <input type="button" value="Update Items and Qty's"/>
Total 1 product(s)			Subtotal: ₹20.00	₹0.00	₹20.00	
* . Enter custom price excluding tax						

Step (10): To see the status of the order, go to **Sales** menu and click on the **Orders** option. To see the details of the product, click on the **View** link as shown in the following screen.



Page 1 of 1 pages | View 20 per page | Total 2 records found |

Select Visible | Unselect Visible | # items selected

Order #	Purchased From (Store)	Purchased On	Bill to Name	Ship to Name	G.T. (Base)	G.T. (Purchased)	Status	Action
Any ▾		From: <input type="text"/> To: <input type="text"/>			From: <input type="text"/> To: <input type="text"/>			
1	100000001- Main Website Main Website Store Default Store View	May 8, 2015 2:29:29 PM	Maruti Patil	Maruti Patil	₹25.00	₹25.00	Complete	<input type="button" value="View"/>

Step (11): Now you can see the account information and billing address of the customer. Scroll down, you will see the status of the product and comment area under the **Comments History** column.

The screenshot shows the Magento Order View page for Order # 100000001-1. The top navigation includes Back, Send Email, Credit Memo, and Reorder buttons. The main content is organized into several sections:

- Account Information:** Customer Name: Maruti Patil, Email: marutip061@gmail.com, Customer Group: General.
- Billing Address:** Maruti Patil, Techbuds, 301 Arjun Empire, Congress road, Belgaum, Karnataka, 591002, India. T: 07022077221.
- Shipping Address:** Maruti Patil, Techbuds, 301 Arjun Empire, Congress road, Belgaum, Karnataka, 591002, India. T: 07022077221.
- Payment Information:** Check / Money order, Order was placed using INR.
- Shipping & Handling Information:** Track Order, Flat Rate - Fixed □5.00.
- Items Ordered:**

Product	Item Status	Original Price	Price	Qty	Subtotal	Tax Amount	Tax Percent	Discount Amount	Row Total
nabil	Shipped	□20.00	□20.00	Ordered 1	□20.00	□0.00	0%	□0.00	□20.00
SKU: 88888				Invoiced 1					
				Shipped 1					
- Comments History:** Add Order Comments, Status: Complete, Comment: (empty), Notify Customer by Email, Visible on Frontend, Submit Comment button.
- Order Totals:** Subtotal □20.00, Shipping & Handling □5.00, Grand Total □25.00, Total Paid □25.00, Total Refunded □0.00, Total Due □0.00.

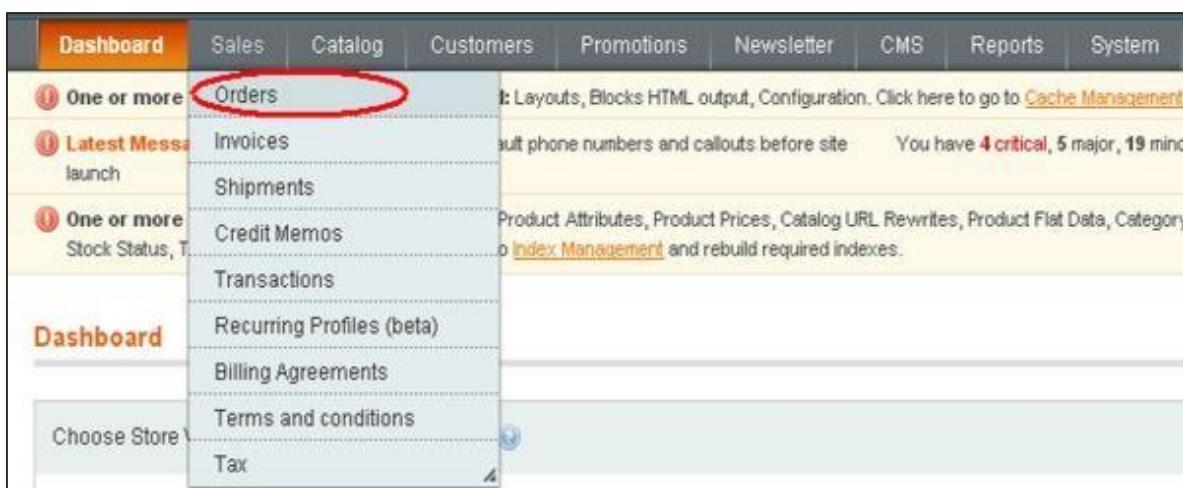
24. MANAGE ORDERS

Order management is an important process which allows businesses to run smoothly and keeps customers happy, making them more likely to visit your site again in the future. When the customer completes the order process, you will receive a new order notification mail.

The following steps describe how to manage orders in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Sales** menu and click on the **Orders** option.



The screenshot shows the Magento Admin Dashboard. The top navigation bar includes links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. Under the Sales menu, there are several options: One or more Orders (highlighted with a red circle), Invoices, Shipments, One or more Stock Status, Credit Memos, Transactions, Recurring Profiles (beta), Billing Agreements, Terms and conditions, and Tax. A sidebar on the left lists Dashboard, Choose Store View, and other system-related items like Cache Management, Configuration, and Index Management.

Step (3): It will display the list of orders placed in the store. Click on any of the orders.



The screenshot shows the Orders grid in the Magento Admin. The top bar includes buttons for Create New Order, Export, Reset Filter, and Search. The grid displays two orders: one pending and one canceled. The columns include Order #, Purchased From (Store), Purchased On, Bill to Name, Ship to Name, G.T. (Base), G.T. (Purchased), Status, and Action. The first order (ID 100000001) is pending, and the second (ID 100000001) is canceled.

Order #	Purchased From (Store)	Purchased On	Bill to Name	Ship to Name	G.T. (Base)	G.T. (Purchased)	Status	Action
100000001	Main Website Main Website Store Default Store View	May 8, 2015 2:29:29 PM	Maruti Patil	Maruti Patil	₹25.00	₹25.00	Pending	View
100000001	Main Website Main Website Store Default Store View	May 8, 2015 11:59:46 AM	Ganesh Patil	Ganesh Patil	₹25.00	₹25.00	Canceled	View

Step (4): Next, it will show the order form. It includes information regarding the order such as the account information and billing address of the customer, payment information, status of the product and comment area under the Comments History column, etc.

The screenshot shows the Magento Order #100000001-1 confirmation page. At the top, there are buttons for Back, Edit, Cancel, Send Email, Hold, (2) Invoice, (2) Ship, and (2) Reorder. The main content is organized into several sections:

- Order Information:** Order # 100000001-1 (the order confirmation email was sent). Order Date: May 8, 2015 2:29:29 PM. Order Status: Pending. Purchased From: Main Website, Main Website Store, Default Store View. Link to the Previous Order: [100000001](#).
- Account Information:** Customer Name: Maruti Patil, Email: marutipatil0913@gmail.com, Customer Group: General.
- Billing Address:** Maruti Patil, Techbuds, 301 Arjun Empire, Congress road, Belgaum, Karanataka, 591002, India. T: 07022077221.
- Shipping Address:** Maruti Patil, Techbuds, 301 Arjun Empire, Congress road, Belgaum, Karanataka, 591002, India. T: 07022077221.
- Payment Information:** Check/Money order. Order was placed using INR.
- Shipping & Handling Information:** Flat Rate - Fixed ₹5.00.
- Items Ordered:** A table showing one item: Product: nabil, Item Status: Ordered, Original Price: ₹20.00, Price: ₹20.00, Qty: Ordered 1, Subtotal: ₹20.00, Tax Amount: ₹0.00, Tax Percent: 0%, Discount Amount: ₹0.00, Row Total: ₹20.00.
- Comments History:** Add Order Comments. Status: Pending. Comment: (empty text area). Notify Customer by Email: Visible on Frontend: Submit Comment: [Submit Comment](#). Log entry: May 8, 2015 2:29:30 PM | Pending Customer Not Notified.
- Order Totals:** Subtotal: ₹20.00, Shipping & Handling: ₹5.00, Grand Total: ₹25.00, Total Paid: ₹0.00, Total Refunded: ₹0.00, Total Due: ₹25.00.

Step (5): You can see the e-mail has been sent to the customer regarding the product order. Create the invoice for the order and alert the customer that the order is accepted by clicking on the **Invoice** button.

The screenshot shows the 'Order View' interface for Order # 10000001-1. The top navigation bar includes buttons for Back, Edit, Cancel, Send Email, Hold, **Invoice** (circled in red), Ship, and Reorder. The main content area displays order details: Order Date (May 8, 2015 2:29:29 PM), Order Status (Pending), Purchased From (Main Website, Main Website Store, Default Store View), and a Link to the Previous Order (100000001). On the right, there's an 'Account Information' section with fields for Customer Name (Maruti Patil), Email (marutip061@gmail.com), and Customer Group (General).

Step (6): Scroll down the invoice page and click on the **Submit Invoice** button.

This screenshot shows the 'New Invoice for Order #10000001-1' page. It contains several sections: 'Order # 10000001-1 (the order confirmation email was sent)', 'Account Information' (Customer Name: Maruti Patil, Email: marutip061@gmail.com, Customer Group: General), 'Billing Address' (Maruti Patil, Technouds, 301 Arjun Empire, Congress Road, Belgaum, Karnataka, 591002, India, T: 07922077221), 'Shipping Address' (same details as Billing Address), 'Payment Information' (Check/Money order, Order was placed using iPay), 'Items to Invoice' (Product: mobile, Price: \$20.00, Qty: Ordered: 1, Qty to Invoice: 1, Subtotal: \$20.00, Tax Amount: \$0.00, Discount Amount: \$0.00, Row Total: \$20.00), 'Update Qty's' button, 'Paid Amount: \$0.00', 'Refund Amount: \$0.00', 'Shipping Amount: \$0.00', 'Shipping Refund: \$0.00', 'Order Grand Total: \$20.00', 'Invoice History' (empty), 'Invoice Totals' (Subtotal: \$20.00, Shipping & Handling: \$5.00, Grand Total: \$25.00), 'Append Comments' (empty), and 'Email Confirmation' (checkbox checked). The 'Submit Invoice' button at the bottom right is circled in red.

Step (7): Now the order will get processed and gets accepted into the system. Alert the customer about the product order by sending an e-mail. Type your comment in the text area and click on the **Submit Comment** button.

Comments History

Add Order Comments

Status: Processing

Comment:

Your product is being processed.

Notify Customer by Email Visible on Frontend

Submit Comment

May 8, 2015 4:37:49 PM | Processing
Customer Not Notified

May 8, 2015 2:29:30 PM | Pending
Customer Not Notified

Step (8): The product is shipped and you need to update the customer on their order status. Enter the completed order into the system and notify the customer regarding shipping of your product by clicking on the **Ship** button.

Order # 100000001-1 | May 8, 2015 2:29:29 PM

Back Edit Send Email Credit Memo Hold **Ship** Reorder

Order # 100000001-1 (the order confirmation email was sent)		Account Information
Order Date:	May 8, 2015 2:29:29 PM	Customer Name: Maruti Patil
Order Status:	Processing	Email: marutip061@gma...
Purchased From:	Main Website Main Website Store Default Store View	Customer Group: General
Link to the Previous Order:	100000001	

Step (9): Under **Shipping Information** section, click on the **Add Tracking Number** button and choose your **Carrier** from the dropdown menu and put the tracking number of your order and click on the **Submit Shipment** button.

Shipping Information			
Flat Rate - Fixed Total Shipping Charges: \$5.00			
Carrier	Title	Number	Action
United States F	United States P	456789	Delete
Add Tracking Number			

Step (10): It will notify the customer regarding status of the product shipping. Type your comments and click on the **Submit Comment** button to notify the customer.

Comments History	
Add Order Comments	
Status	
Complete	▼
Comment	Your order has been shipped and now its complete
<input checked="" type="checkbox"/> Notify Customer by Email <input type="checkbox"/> Visible on Frontend	
Submit Comment	
<input type="checkbox"/> May 8, 2015 5:12:19 PM Complete Customer Not Notified	
<input type="checkbox"/> May 8, 2015 4:51:09 PM Processing Customer Notified ✓ Your product is being processed.	
<input type="checkbox"/> May 8, 2015 4:37:49 PM Processing Customer Not Notified	
<input type="checkbox"/> May 8, 2015 2:29:30 PM Pending Customer Not Notified	

Part 4: System Setup

25. SET UP CUSTOMERS

It is necessary to record customer accounts and customer registration process in Magento. This chapter describes the customer settings as shown in the following steps.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. The top navigation bar includes links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. A message at the top indicates that one or more indexes are not up-to-date. The main content area displays a dashboard with three sections: Lifetime Sales (0.00), Average Orders (0.00), and Last 5 Orders (No records found). On the right, the System menu is open, listing various options like My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The Configuration option is circled in red.

Step (3): Click on the **Customer Configuration** option under **CUSTOMERS** section on the left side navigation bar.

The screenshot shows the Magento Admin Panel's configuration interface. On the left, there is a vertical navigation menu with several sections: Configuration, GENERAL, CATALOG, CUSTOMERS, and SALES. Under the CUSTOMERS section, the 'Customer Configuration' option is circled in red. The main content area is titled 'General' and contains four tabs: Countries Options, States Options, Locale Options, and Store Information. A 'Save Config' button is located at the top right of this panel.

Step (4): Expand the **Account Sharing Options** panel which includes the field **Share Customer Accounts** that is set to **Per Website** value. This determines that customers can use this account to login only on particular website. Next, expand the **Online Customers Options** panel and set the interval time for **Online Minutes Interval** option. By default, it is empty and value is set to 15 minutes.

Customer Configuration

Account Sharing Options

Share Customer Accounts: **Per Website** (highlighted with a red oval)

[GLOBAL]

Online Customers Options

Online Minutes Interval: [] [GLOBAL]
Leave empty for default (15 minutes).

Save Config

Step (5): The **Create New Account Options** panel contains following fields. Fill up all the fields as provided in the screen and click on **Save Config** button to save your changes.

Create New Account Options

Enable Automatic Assignment to Customer Group	No	[STORE VIEW]
<small>▲ To show VAT number on frontend, set Show VAT Number on Frontend option to Yes.</small>		
Default Group	General	[STORE VIEW]
Default Value for Disable Automatic Group Changes Based on VAT ID	No	[GLOBAL]
Show VAT Number on Frontend	No	[WEBSITE]
Default Email Domain	example.com	[STORE VIEW]
Default Welcome Email	New account (Default Template from Locale)	[STORE VIEW]
Email Sender	General Contact	[STORE VIEW]
Require Emails Confirmation	No	[WEBSITE]
Confirmation Link Email	New account confirmation key (Default Templa	[STORE VIEW]
Welcome Email	New account confirmed (Default Template fron	[STORE VIEW]
<small>▲ This email will be sent instead of default welcome email, after account confirmation.</small>		
Generate Human-Friendly Customer ID	No	[GLOBAL]

Step (6): The **Password Options** panel has some settings:

Password Options		
Forgot Email Template	Forgot Password (Default Template from Loca ▾)	[STORE VIEW]
Remind Email Template	Remind Password (Default Template from Loc ▾)	[STORE VIEW]
Forgot and Remind Email Sender	Customer Support ▾	[STORE VIEW]
Recovery Link Expiration Period (days)	1	[GLOBAL]
Require admin user to change user password	Yes ▾	[GLOBAL]

- **Forgot Email Template:** It helps to reset the customer's password, if the customer's forgot their password.
- **Remind Email Template:** It changes the template for particular e-mail transaction.
- **Forgot and Remind Email Sender:** It selects an e-mail address which sends password message to the customer which are displayed from the fields of **Forgot and Remind mail Template**.
- **Recovery Link Expiration Period:** It specifies for how many days the recovery link will be active for resetting password.

Step (7): The **Login Options** panel has an option called **Redirect Customer to Account Dashboard after Logging in** which is set to Yes by default. If you set it to No, customers will stay on the current page. After done with the settings, click on the **Save Config** button to save your changes.

Customer Configuration		
Account Sharing Options	▼	
Online Customers Options	▼	
Create New Account Options	▼	
Password Options	▼	
Name and Address Options	▼	
Login Options	▲	
Redirect Customer to Account Dashboard after Logging In	Yes ▾	[WEBSITE]
	△ Customer will stay on the current page if "No" is selected.	

26. SET UP GOOGLE ANALYTICS

Google Analytics, is Google's web analytics service for those who are actively managing websites. It adds analytics to Magento store including E-commerce tracking and conversions of their websites. It allows administrators to monitor their website's traffic.

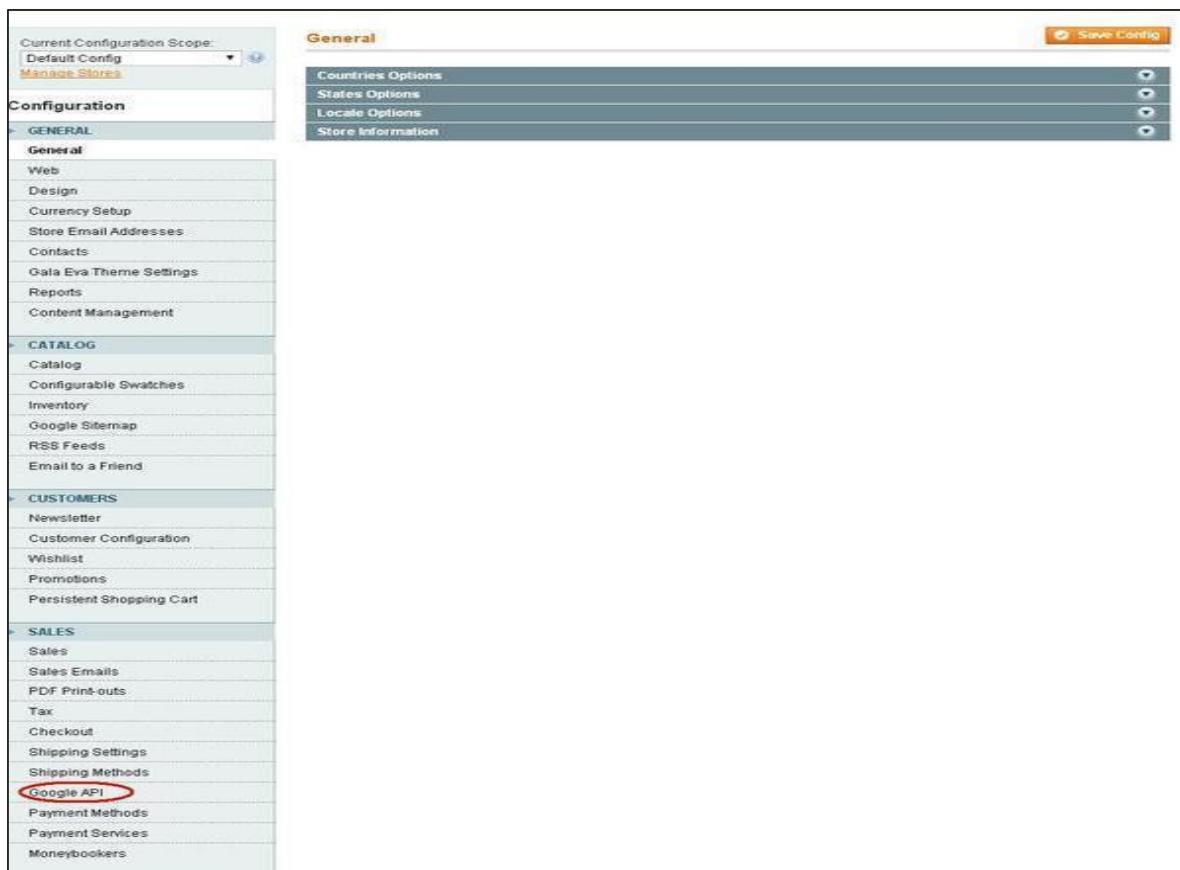
The following steps help you set up Google Analytics in Magento store:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to the **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. At the top, there is a banner indicating that one or more indexes are not up-to-date. Below the banner, the dashboard displays various metrics: Lifetime Sales (\$0.00), Average Orders (\$0.00), and Last 5 Orders (No Data). On the right side, the System menu is open, listing options like My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The Configuration option is circled in red.

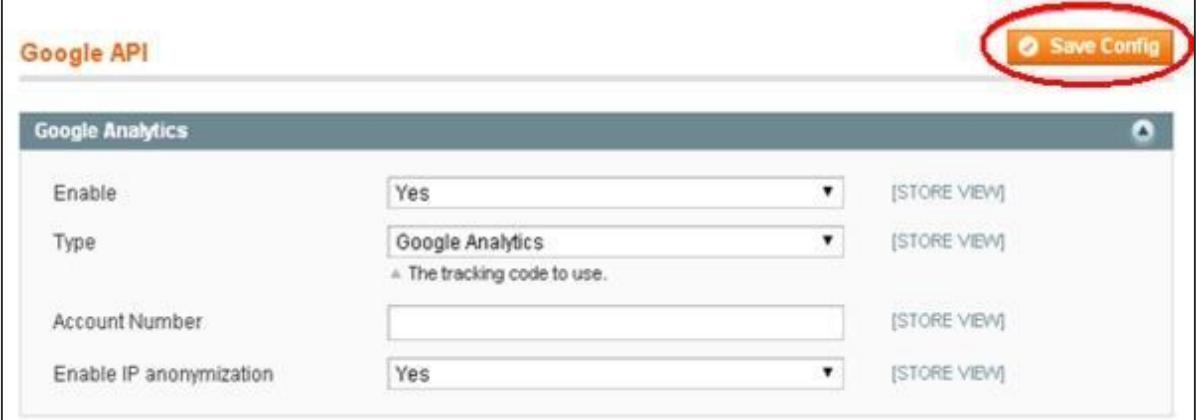
Step (3): On the left side of the navigation bar, click on the **Google API** option under **Sales** section.



Step (4): Expand the **Google Analytics** panel which shows some settings such as:

- **Enable** option should be set to Yes to activate payment method
- **Type** option provides two types: Google Analytics and Universal Analytics
- **Account Number** accepts your account number
- **Enable IP anonymization** option should be set to Yes.

After done with the settings, click on the **Save Config** button to save the changes that you have made.



The screenshot shows the 'Google Analytics' configuration section within the Magento Admin. The 'Save Config' button is circled in red at the top right of the form.

Google Analytics		
Enable	Yes	[STORE VIEW]
Type	Google Analytics	[STORE VIEW]
▲ The tracking code to use.		
Account Number		[STORE VIEW]
Enable IP anonymization	Yes	[STORE VIEW]

27. SET UP URLs

You can use Magento to build more user and search engine friendly URLs as shown in the following steps.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. The top navigation bar includes links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. A message in the top left corner indicates that one or more indexes are not up-to-date. The System menu on the right lists various options: My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The Configuration option is circled in red at the bottom of the list.

Step (3): On the left side navigation bar, click on the **Web** option under **General** section.

The screenshot shows the Magento Admin Panel. On the left, there's a sidebar titled 'Configuration' with sections like 'GENERAL', 'Web' (which is selected and highlighted with a red oval), and 'ITALIAN LOCALIZATION'. Under 'Web', there are links for 'Design', 'Currency Setup', 'Store Email Addresses', 'Contacts', 'Reports', and 'Content Management'. On the right, the main content area is titled 'Web' and contains a 'Url Options' section with sub-options: 'Search Engines Optimization', 'Unsecure', 'Secure', 'Default Pages', 'Polls', 'Session Cookie Management', 'Session Validation Settings', and 'Browser Capabilities Detection'.

Step (4): When page loads, expand the **Search Engines Optimization** option. Set the option **Use Web Server Rewrites** to **Yes** to enable the Search Engine Friendly (SEF) URLs in Magento. If you select the option as **No**, then Magento will not use SEF URLs. Click on the **Save Config** button and your Magento SEF URLs will be enabled.

This screenshot shows the 'Search Engines Optimization' configuration screen. It has a 'Save Config' button at the top right. Below it, there's a dropdown menu for 'Use Web Server Rewrites' which is set to 'Yes'. There's also a '[STORE VIEW]' dropdown. The rest of the screen lists other options: 'Unsecure', 'Secure', 'Default Pages', 'Polls', and 'Session Cookie Management', each with a dropdown arrow to its right.

28. SET UP YOUTUBE VIDEO

In this chapter, we will learn how to set up YouTube videos to your Magento store as shown in the following steps.

Step (1): Login to Magento Admin Panel.

Step (2): Go to **CMS** menu and click on **Pages** option.

The screenshot shows the Magento Admin Dashboard. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. A red circle highlights the 'CMS' link. Below the navigation bar, there are several status messages and a 'Dashboard' section with various performance metrics. On the right side of the dashboard, there is a sidebar with links for Pages, Static Blocks, Widgets, and Polls. The 'Pages' link is also highlighted with a red circle.

Step (3): You will get the list of pages where you can create a new page or edit an existing page. Here we have selected the **About Us** page to add YouTube video in it.

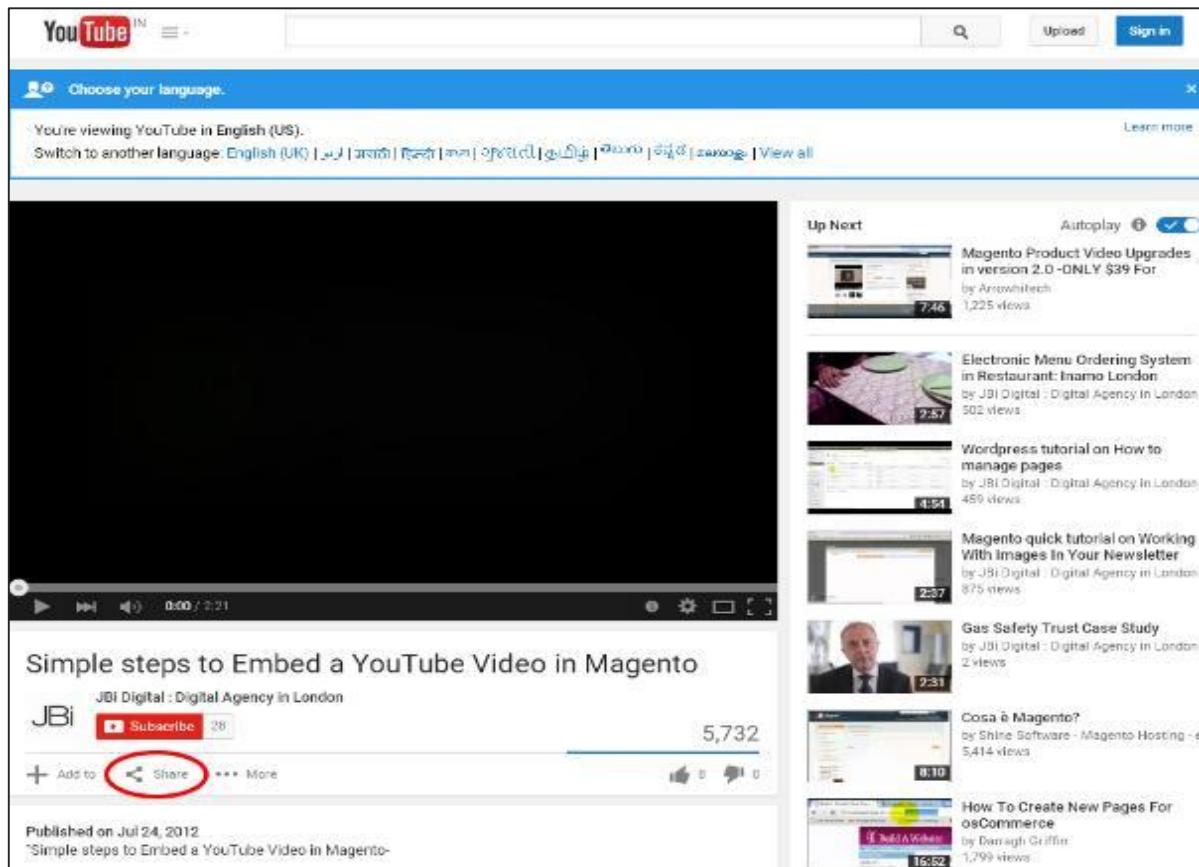
The screenshot shows the 'Manage Pages' grid in the Magento Admin. The grid lists various pages with columns for Title, URL Key, Layout, Store View, Status, Date Created, Last Modified, and Action. The 'About Us' page is highlighted with a red border. The 'Action' column for this row contains a 'Preview' button. Other rows include 'Contact Us', 'Customer Service', 'Enable Cookies', 'Home page', 'Home page', '404 Not Found 1', and 'Privacy Policy'. The 'About Us' row also has a 'Edit' button in the Action column.

Title	URL Key	Layout	Store View	Status	Date Created	Last Modified	Action
			All Store Views		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	
About Us	about-magento-demo-store	2 columns	All Store Views	Enabled	Apr 22, 2015 12:06:23 PM	May 29, 2015 9:47:21 AM	Preview
Contact Us	contact	2 columns	Main Website Main Website Store Default Store View	Enabled	May 7, 2015 12:13:51 PM	May 28, 2015 2:43:26 PM	Preview
Customer Service	customer-service	2 columns with left bar	All Store Views	Enabled	Apr 22, 2015 12:06:24 PM	May 28, 2015 4:47:12 PM	Preview
Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Apr 22, 2015 12:06:25 PM	Apr 22, 2015 12:00:25 PM	Preview
Home page	home	2 columns with right bar	Main Website Main Website Store Default Store View Italian	Enabled	Apr 22, 2015 12:06:23 PM	May 29, 2015 2:42:34 PM	Preview
Home page	home	1 column	All Store Views	Enabled	May 29, 2015 2:45:12 PM	May 29, 2015 2:45:12 PM	Preview
404 Not Found 1	no-route	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:06:21 PM	Apr 22, 2015 12:00:21 PM	Preview
Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	Apr 22, 2015 12:06:20 PM	Apr 22, 2015 12:00:20 PM	Preview

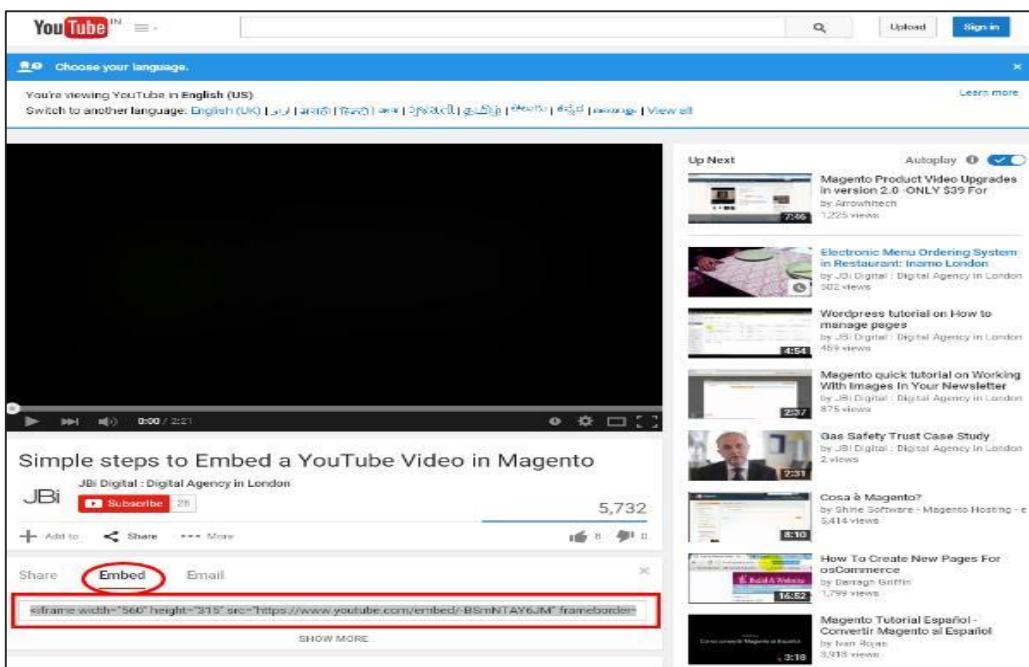
Step (4): On the left menu, click on the **Content** option which displays the information of the page. **The Show/Hide Editor** button can be used to hide or show the editor.

The screenshot shows the Magento Admin Panel interface. At the top, there's a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS (which is highlighted in orange), Reports, and System. Below the navigation bar, there are several status messages and notifications. The main content area is titled 'Edit Page 'About Us'' and shows a 'Content' section with a rich text editor. The 'Content' tab in the sidebar is circled in red, and the 'Show/Hide Editor' button within the editor window is also circled in red. The editor itself contains some placeholder text and a toolbar with various formatting options. At the bottom of the page, there are footer links for reporting bugs, the version (Magento ver. 1.9.1.0), and connecting with the community, along with copyright information.

Step (5): Open the www.youtube.com website and find the video you want to add. There is a **Share** button under the video, click on it.



Step (6): Under the **Share** button, click on the **embed** link. It opens a small text area, then copy the code.



Step (7): Go to your page and paste the code which was copied from the **embed** field and click on the **Save Page** button.

Step (8): Open your website and you can see the video on the page you just edited.

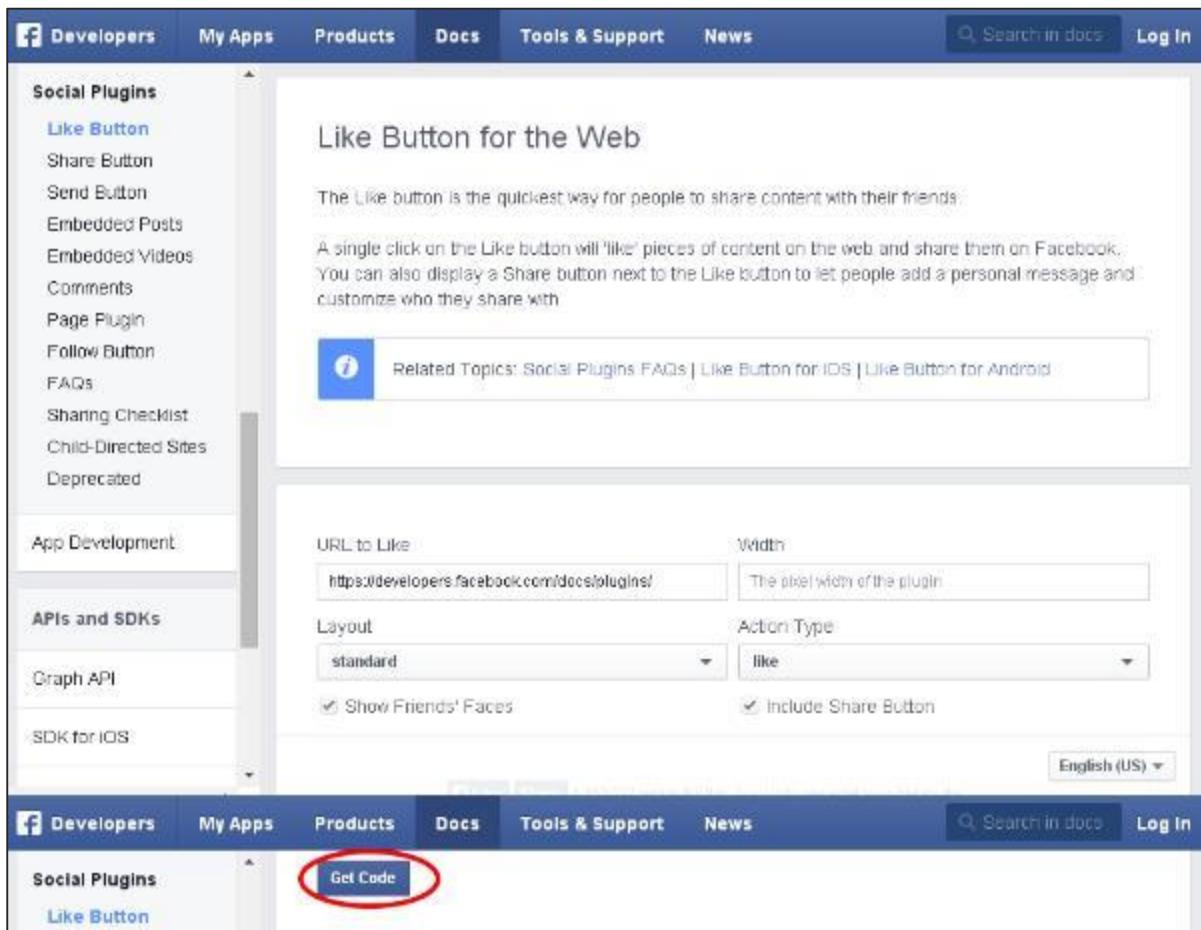


29. SET UP FACEBOOK LIKES

Social networks such as Facebook, Twitter and Google Plus have become powerful for promoting the web shops. Facebook provides "Like" button which allows users to share contents of the products across the web.

The following steps show you how to add Facebook **Like** button for your Magento products:

Step (1): Go to developer site of Facebook <https://developers.facebook.com/docs/plugins/like-button> and click on **Get Code** button.



The screenshot shows the Facebook Developers website with the 'Social Plugins' section selected. Under 'Social Plugins', 'Like Button' is chosen. The main content area displays information about the Like Button for the Web, its purpose, and configuration options. The configuration panel includes fields for 'URL to Like' (set to 'https://developers.facebook.com/docs/plugins/'), 'Width' (set to 'The pixel width of the plugin'), 'Layout' (set to 'standard'), 'Action Type' (set to 'like'), and checkboxes for 'Show Friends' Faces' and 'Include Share Button'. At the bottom of the configuration panel, there is a prominent blue 'Get Code' button, which is circled in red to indicate it as the next step.

Step (2): When you click on the **Get Code** button, a window will appear as shown in the following screen.

Your Plugin Code

1. Include the JavaScript SDK on your page once, ideally right after the opening <body> tag.

```
<div id="fb-root"></div>
<script>(function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) return;
  js = d.createElement(s); js.id = id;
  js.src = "//connect.facebook.net/en_US/sdk.js#xfbml=1&version=v2.3";
  fjs.parentNode.insertBefore(js, fjs);
}(document, 'script', 'facebook-jssdk'));</script>
```

2. Place the code for your plugin wherever you want the plugin to appear on your page.

```
<div class="fb-like" data-href="https://developers.facebook.com/docs/plugins/" data-layout="standard" data-action="like" data-show-faces="true" data-share="true">
</div>
```

Step (3): Open the file *i.e. /app/design/frontend/base/default/template/productalert/product/view.phtml* in the Magento and paste the below code around the line 50.

```
<div class="fb-like" data-href="https://developers.facebook.com/docs/plugins/" data-layout="standard" data-action="like" data-show-faces="true" data-share="true">
</div>
```

Step (4): Go to the **System** menu and click on the **Cache Management** to refresh the cache.

The screenshot shows the Magento Admin Dashboard. At the top, there's a navigation bar with links like Dashboard, Sales, Catalog, Customers, etc. On the right side of the dashboard, there's a sidebar with various system-related options. One option, "Cache Management", is circled in red to indicate it as the target for Step 4.

Step (5): Under **Cache Storage Management** section, select the items from the Cache Type column for which you need to refresh the cache. Select the **Refresh** option from the **Actions** field on the right hand corner and click on **Submit** button to refresh the cache.

This screenshot shows the "Cache Storage Management" page. It lists various cache types with their descriptions and associated tags. On the right, there's a "Actions" dropdown menu where "Refresh" is selected. Below the table, there's a large orange "Submit" button, which is also circled in red to highlight it as the final step.

Step (6): After refreshing cache, logout from your admin panel and re-login. Refresh your product view page to see the Facebook like button.

30. SET UP TRANSLATION

You can translate Magento default frontend through csv file as specified below:

Look into your (root)/app/locale/en_US folder. There you have .csv's that do the translating. The **Mage_Catalog.csv** contains the translations for all the files that use the **/app/code/core/Mage/Catalog/classes** and **/app/design/frontend/default/default/locale/en_US/translate.csv** template files. Here, you'll also find **Mage_Adminhtml.csv**, which handles most of the admin translations.

If Magento translation fails, you should check the settings for store in admin panel, to see if there is something wrong with your locale.

- On the Magento Admin Panel, go to **System** menu and click on the **Configuration** option.
- Select the Configuration Scope of the store view in the upper left corner.
- On the General configuration page, expand the **Locale Options** section.
- Under **Locale Options**, set Locale to the new language for the store view and click the Save Config button.

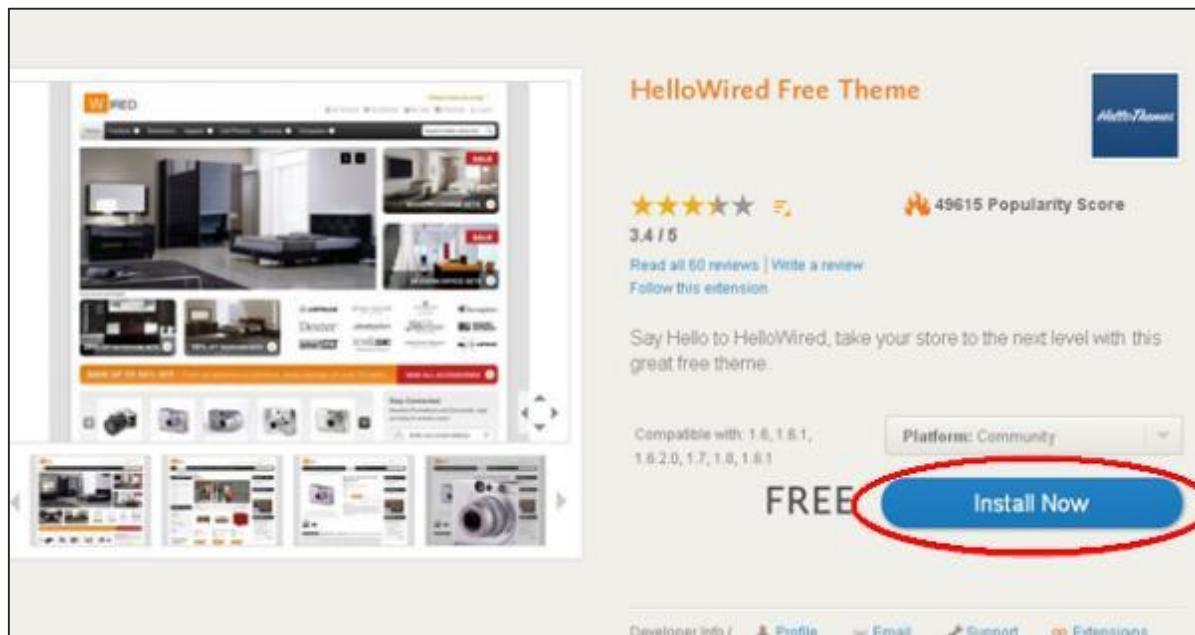


31. SET UP SYSTEM THEME

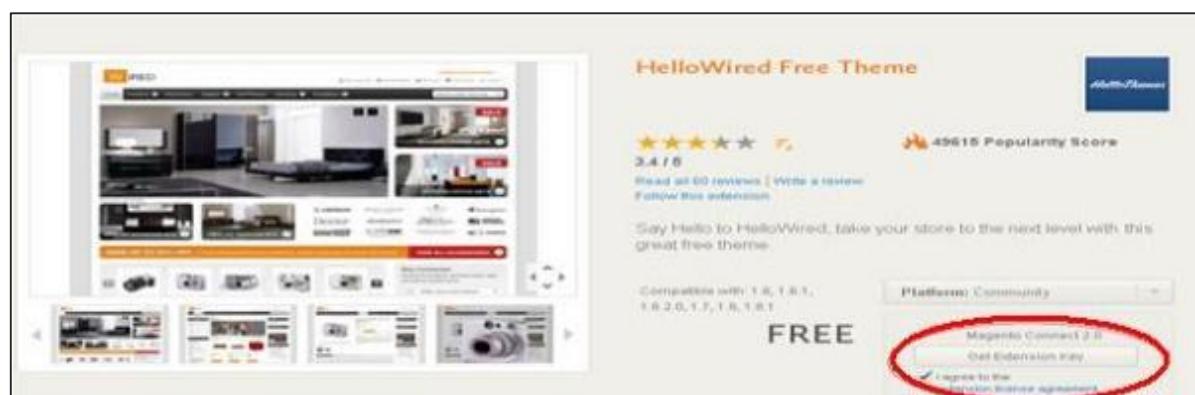
This chapter describes how to install new Magento theme on your store's frontend. You can use Magento Connect to install theme. For installing theme, you need to get the extension key and then use it for the installation through Magento Connect.

We will see how to get extension key by using the Magento theme.

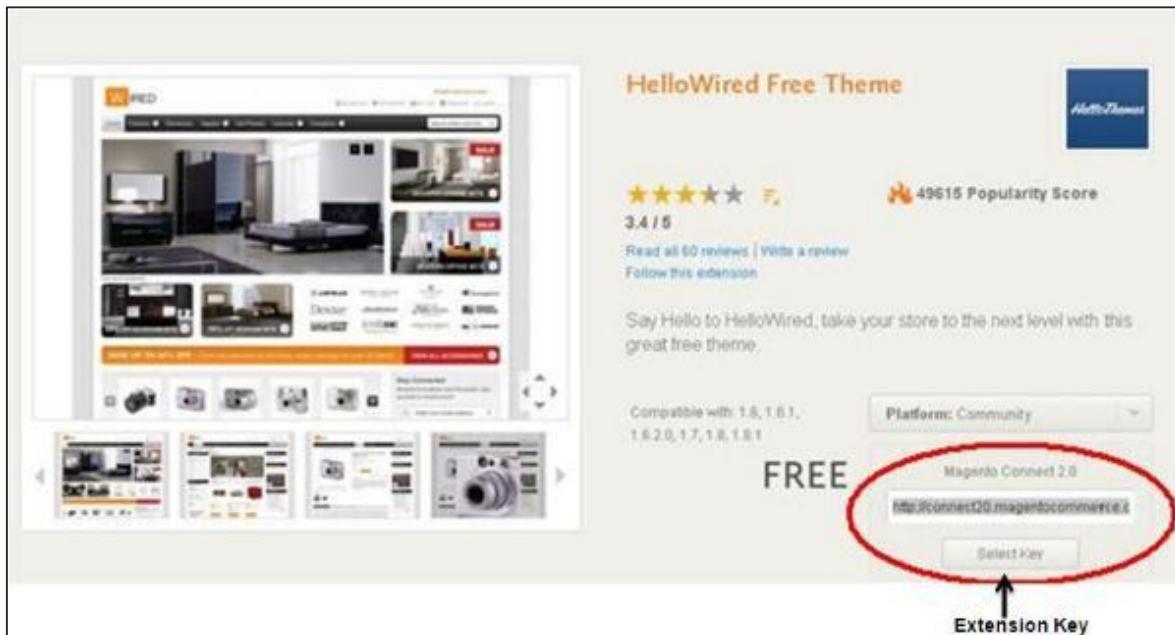
Step (1): Go to Magento theme page and then click on the **Install Now** button. You need to register a new account or login with an existing account to get extension key.



Step (2): Check, **I Agree to the Extension license agreement** option and click on the **Get Extension Key** button.



Step (3): Click the **Select Key** button and copy the extension key.



Step (4): Now login to your Magento Admin Panel and go to the **System --> Magento Connect -->Magento Connect Manager** option.

Step (5): Again, it will ask for login, enter your credentials to redirect to **Magento Connect Manager** window.

Step (6): Now under **Extensions** section, paste the **Extension Key** (that you copied in step 2) and click on **Install** button. It will display status as "Ready to install" and click on **Proceed** button to install the language.

The screenshot shows the 'Install New Extensions' section of the Magento Connect Manager. Step 2 is completed with the extension key pasted. The 'install' button is highlighted with a red oval. Step 7 shows the dependency table with one package listed, and the 'Proceed' button is highlighted with a red oval.

Channel	Package Name	Version	Status
community	Locale_Mage_community_it_IT	1.7.0.2.10 (stable)	Ready to install

Step (7): It will check for dependencies of packages and display the message as Cache cleaned successfully.

The screenshot shows a terminal-like interface with the following text:
Auto-scroll console contents
Checking dependencies of packages...
Starting to download Hellowired_Free_Theme_1_4-3.0.0.tgz ...
...done: 803,112 bytes
Installing package community/Hellowired_Free_Theme_1_4 3.0.0
Package community/Hellowired_Free_Theme_1_4 3.0.0 installed successfully
Package installed:
community Hellowired_Free_Theme_1_4 3.0.0
Cleaning cache
Cache cleaned successfully

Procedure completed. Please check the output frame for useful information and refresh the page to see changes.

Refresh

Step (8): Refresh the page by clicking on the **Refresh** button and go to an admin dashboard page by clicking on **Return to Admin** link.



Step (9): To activate the theme on your store's frontend, go to **System** menu and click on the **Design** option.

The screenshot shows the Magento Admin Dashboard. At the top, there's a navigation bar with links like Dashboard, Sales, Catalog, Customers, etc. Below the navigation bar, there are two status messages: one about changing default phone numbers and another about index status. On the right side, there's a sidebar with various system-related options. The 'Design' option is circled in red.

Step (10): To add a new theme, click on the **Add Design Change** button.

This screenshot shows the 'Design' section of the Admin. It includes a search bar at the top and a table below it. The table has columns for 'Store', 'Design', 'Date From', and 'Date To'. A large orange button labeled 'Add Design Change' is located at the top right of the table area, which is also circled in red.

Step (11): Select the theme from the **Custom Design** dropdown menu and click the **Save** button to apply your theme for the store.

This screenshot shows the 'New Design Change' form. On the left, there's a sidebar with 'General' settings. The main area is titled 'General Settings' and contains fields for 'Store', 'Custom Design', 'Date From', and 'Date To'. A dropdown menu for 'Custom Design' is open, showing several theme names: 'base', 'default', 'blank', 'default', 'helloyred' (which is highlighted in blue), 'iphone', 'modern', and 'galeva'. At the top right of the form, there's a 'Save' button, which is also circled in red.

32. SET UP PAGE TITLE

Magento allows changing the default title of your website. The following steps describe how to change the title of Magento store.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to the **System** menu, click on the **Configuration** option and select the **Design** option under the **General** section.

The screenshot shows the Magento Admin interface. The top navigation bar has tabs for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. Under the System tab, there are several options: My Account, Notifications, Tools, Web Services, Design (which is highlighted), ImportExport, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration (which is circled in red). On the left, a sidebar titled 'Configuration' shows sections for GENERAL, Web, and Design. The 'Design' section is also circled in red. Below the sidebar, there are links for Currency Setup, Store Email Addresses, Contacts, Gala Eva Theme Settings, Reports, and Content Management.

Step (3): Expand the **HTML Head** panel and you can edit the title in Default Title field. After done with the settings, click on the **Save Config** button.

The screenshot shows the 'Design' section of the configuration. Under 'HTML Head', there are four fields: 'Favicon Icon' (with a 'Choose File' button and a note about file types), 'Default Title' (containing 'Magento Commerce'), 'Title Prefix' (empty), and 'Title Suffix' (empty). To the right of each field is a '[STORE VIEW]' link. At the bottom right of the page is a large red circle around the 'Save Config' button, which has a checked checkbox icon.

33. SET UP PAGE LAYOUT

Layout files are useful in rendering front pages of Magento. Using Magento, it's easy to change the layout of pages.

This chapter describes how to create page layout in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **CMS** menu and click on the **Pages** option to list out all the pages of Magento. Select the page for which you want to change the layout.

The screenshot shows the Magento Admin Panel interface. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS (which is highlighted in orange), Reports, and System. Below the navigation bar, there are several status messages and notifications. A red circle highlights the 'Pages' link in the CMS dropdown menu. The main content area is titled 'Manage Pages'. It includes a search bar and filter options. A table lists various pages with columns for Title, URL Key, Layout, Store View, Status, Date Created, Last Modified, and Action. One row, 'Customer Service', is highlighted with a red box. The 'Action' column for this row contains two buttons: 'Preview' and 'Edit'.

Title	URL Key	Layout	Store View	Status	Date Created	Last Modified	Action
About Us	about-magento-demo-store	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:00:23 PM	Apr 22, 2015 12:06:23 PM	Preview
Contact Us	contact	3 columns	Main Website Main Website Store Default Store View	Enabled	May 7, 2015 12:13:51 PM	May 28, 2015 2:43:26 PM	Preview
Customer Service	customer-service	3 columns	All Store Views	Enabled	Apr 22, 2015 12:09:24 PM	May 28, 2015 2:45:39 PM	Preview
Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Apr 22, 2015 12:08:25 PM	Apr 22, 2015 12:08:25 PM	Preview
Eva Home page	galaeva_home	1 column	All Store Views	Enabled	May 11, 2015 5:10:11 PM	May 11, 2015 5:10:11 PM	Preview

Step (3): Click on the **Preview** button to see structure of the page.

The screenshot shows a Magento storefront for 'Customer Service'. The main content area is divided into three columns:

- Left Column:** Contains a 'Did you know?' section with a phone number (555-555-0123) and a small image of a dog using a laptop. Below it is a 'Shipping & Delivery' section with a long block of placeholder text.
- Middle Column:** Contains sections for 'Privacy & Security', 'Returns & Replacements', and another 'Shipping & Delivery' section, each with its own block of placeholder text.
- Right Column:** Features a 'COMPARE PRODUCTS' section (empty), a 'MY CART' section (empty), and a 'COMMUNITY POLL' section asking 'WHAT IS YOUR FAVORITE COLOR?' with options for Green, Red, Black, and Magenta. It also includes a 'BACK TO SCHOOL' promotional banner.

Step (4): To see the layout of the page, click on the 3 columns option under Layout tab. It will open the **Page Information** section. Click on the **Design** option. Select the option as per your choice in the Layout field and click the **Save Page** button to apply the changes.

The screenshot shows the 'Edit Page' screen for 'Customer Service' in the Magento CMS. The left sidebar has tabs for 'Page Information', 'Content', 'Design' (which is circled in red), and 'Meta Data'. The main area shows the 'Edit Page 'Customer Service'' screen with a 'Page Layout' section. A dropdown menu for 'Layout' is open, showing the following options:

- 3 columns (highlighted)
- Empty
- 1 column
- 2 columns with left bar
- 2 columns with right bar
- 3 columns

The 'Save Page' button at the top right is also circled in red.

Step (5): When you click on the **Preview** link, it will display the changed layout of the page.

The page has been saved. Manage Pages								
Page		1	of 1 pages	View	20	per page	Total 8 records found	Reset Filter Search
Title	URL Key	Layout	Store View	Status	Date Created	Last Modified	Action	
About Us	about-magento-demo-store	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:08:23 PM	Apr 22, 2015 12:08:23 PM	Preview	
Contact Us	contact	3 columns	Main Website Main Website Store Default Store View	Enabled	May 7, 2015 12:10:51 PM	May 26, 2015 2:40:26 PM	Preview	
Customer Service	customer-service	3 columns	All Store Views	Enabled	Apr 22, 2015 12:08:24 PM	May 26, 2015 4:44:51 PM	Preview	
Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Apr 22, 2015 12:08:25 PM	Apr 22, 2015 12:08:25 PM	Preview	
Eva Home page	galaeva_home	1 column	All Store Views	Enabled	May 11, 2015 5:10:11 PM	May 11, 2015 5:10:11 PM	Preview	
Home	home	2 columns with right bar	Main Website Main Website Store Default Store View	Enabled	Apr 22, 2015 12:08:22 PM	May 11, 2015 4:36:51 PM	Preview	

Home > Customer Service

Did you know?
Our customer service is available **24/7**
(555) 555-0123
Hold on, help is on the way.



Customer Service

- [Shipping & Delivery](#)
- [Privacy & Security](#)
- [Returns & Replacements](#)
- [Ordering](#)
- [Payment, Pricing & Promotions](#)
- [Viewing Orders](#)
- [Updating Account Information](#)

Shipping & Delivery
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi luctus. Duis lobortis. Nulla nec velit. Mauris pulvinar erat non massa. Suspendisse tortor turpis, porta nec, tempus vitae, iaculis semper, pede. Cras vel libero id lectus rhoncus porta. Suspendisse convallis felis ac enim. Vivamus tortor nisl, lobortis in, faucibus et, tempus at, dui. Nunc risus. Proin scelerisque augue. Nam ullamcorper. Phasellus id massa. Pellentesque nisl. Pellentesque habitant morbi tristisque senectus et netus et malesuada fames ac turpis egestas. Nunc augue. Aenean sed justo non leo vehicula laoreet. Praesent ipsum libero, auctor ac, tempus nec, tempor nec, justo.

Privacy & Security
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi luctus. Duis lobortis. Nulla nec velit. Mauris pulvinar erat non massa. Suspendisse tortor turpis, porta nec, tempus vitae, iaculis semper, pede. Cras vel libero id lectus rhoncus porta. Suspendisse convallis felis ac enim. Vivamus tortor nisl, lobortis in, faucibus et, tempus at, dui. Nunc risus. Proin scelerisque augue. Nam ullamcorper. Phasellus id massa. Pellentesque nisl. Pellentesque habitant morbi tristisque senectus et netus et malesuada fames ac turpis egestas. Nunc augue. Aenean sed justo non leo vehicula laoreet. Praesent ipsum libero, auctor ac, tempus nec, tempor nec, justo.

Returns & Replacements
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi luctus. Duis lobortis. Nulla nec velit. Mauris pulvinar erat non massa. Suspendisse tortor turpis, porta nec, tempus vitae, iaculis semper, pede. Cras vel libero id lectus rhoncus porta. Suspendisse convallis felis ac enim. Vivamus tortor nisl, lobortis in, faucibus et, tempus at, dui. Nunc risus. Proin scelerisque augue. Nam ullamcorper. Phasellus id massa. Pellentesque nisl. Pellentesque habitant morbi tristisque senectus et netus et malesuada fames ac turpis egestas. Nunc augue. Aenean sed justo non leo vehicula laoreet. Praesent ipsum libero, auctor ac, tempus nec, tempor nec, justo.

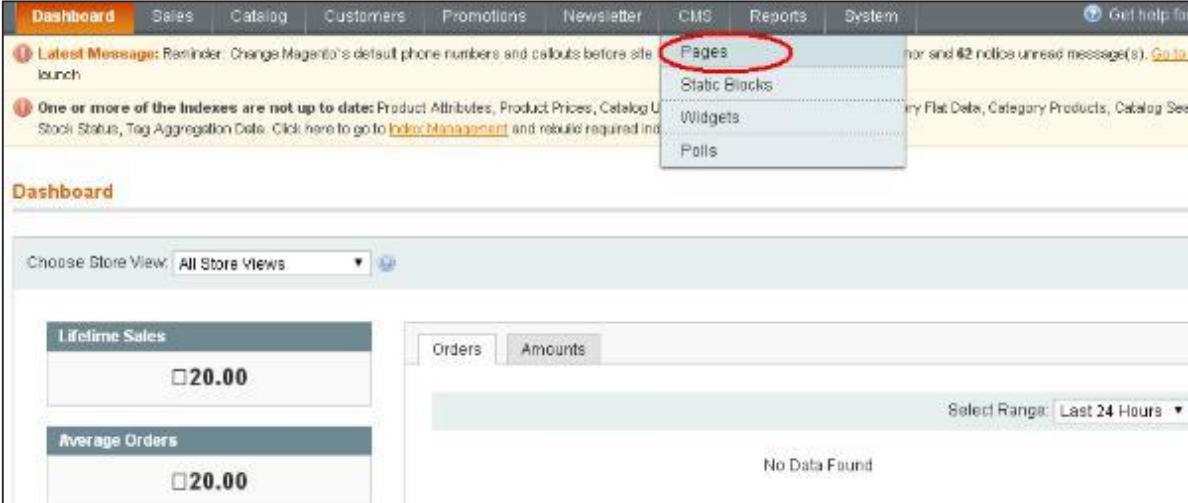
Ordering
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi luctus. Duis lobortis. Nulla nec velit. Mauris pulvinar erat non massa. Suspendisse tortor turpis, porta nec, tempus vitae, iaculis semper, pede. Cras vel libero id lectus rhoncus porta. Suspendisse convallis felis ac enim. Vivamus tortor nisl, lobortis in, faucibus et, tempus at, dui. Nunc risus. Proin scelerisque augue. Nam ullamcorper. Phasellus id massa. Pellentesque nisl. Pellentesque habitant morbi tristisque senectus et netus et malesuada fames ac turpis egestas. Nunc augue. Aenean sed justo non leo vehicula laoreet. Praesent ipsum libero, auctor ac, tempus nec, tempor nec, justo.

34. SET UP NEW PAGES

This chapter shows how to create new pages in Magento by using the following steps:

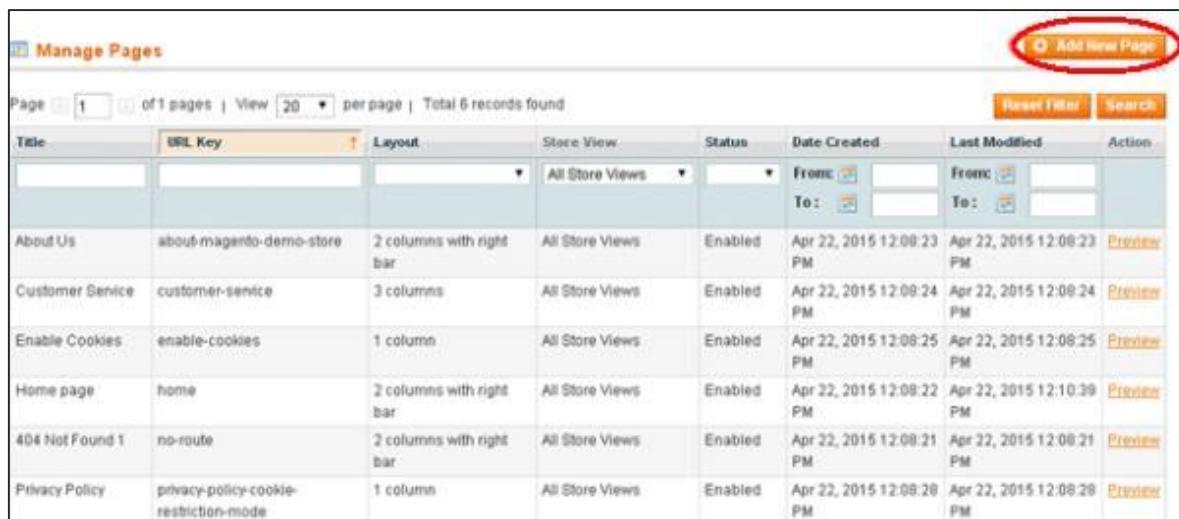
Step (1): Login to your Magento Admin Panel.

Step (2): Go to **CMS** menu and click on the **Pages** option.



The screenshot shows the Magento Admin Dashboard. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS (which is highlighted in orange), Reports, and System. A dropdown menu for CMS is open, showing options: Pages (which is circled in red), Static Blocks, Widgets, and Polls. Below the navigation bar, there are two summary boxes: 'Lifetime Sales' showing \$20.00 and 'Average Orders' showing \$20.00. To the right of these boxes is a chart area with a message 'No Data Found'. At the bottom of the dashboard, there is a 'Choose Store View' dropdown set to 'All Store Views' and a 'Select Range' dropdown set to 'Last 24 Hours'.

Step (3): It will list some of the existing pages as shown in the following screen. If you want to add new page, click on the **Add New Page** button.



The screenshot shows the 'Manage Pages' grid. At the top, there is a header with the title 'Manage Pages' and a 'Add New Page' button (which is circled in red). Below the header, there are filters for 'Page' (set to 1), 'View' (set to 20), and 'Total 6 records found'. The grid itself has columns for Title, URL Key, Layout, Store View, Status, Date Created, Last Modified, and Action. Each row contains details for a specific page, such as 'About Us' (URL Key: about-magento-demo-store, Layout: 2 columns with right bar, Status: Enabled, Date Created: Apr 22, 2015 12:08:23 PM, Last Modified: Apr 22, 2015 12:08:23 PM, Action: Preview). The 'Action' column for each row contains a 'Preview' link.

Title	URL Key	Layout	Store View	Status	Date Created	Last Modified	Action
About Us	about-magento-demo-store	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:08:23 PM	Apr 22, 2015 12:08:23 PM	Preview
Customer Service	customer-service	3 columns	All Store Views	Enabled	Apr 22, 2015 12:08:24 PM	Apr 22, 2015 12:08:24 PM	Preview
Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Apr 22, 2015 12:08:25 PM	Apr 22, 2015 12:08:25 PM	Preview
Home page	home	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:08:22 PM	Apr 22, 2015 12:10:39 PM	Preview
404 Not Found 1	no-route	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:08:21 PM	Apr 22, 2015 12:08:21 PM	Preview
Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	Apr 22, 2015 12:08:28 PM	Apr 22, 2015 12:08:28 PM	Preview

Step (4): Next, specify the title for the page using **Page Title** field, enter the page URL identifier using **URL Key** option. Enable the page using **Status** dropdown menu and click on the **Save and Continue Edit** button.

New Page

Page Information

Page Title * Contact Us

URL Key * contact

Relative to Website Base URL

Store View * All Store Views

Main Website
Main Website Store

- Default Store View
- Italian
- www.magento.com**
- www.magento.com**
- magento

Status * Enabled

Step (5): When you save the page, it will go to **Content** section asking heading for the page using Content Heading field and page content. Click on **Save and Continue Edit** button to proceed to the next step.

Edit Page 'Contact Us'

Page Information

Content

Design

Meta Data

Content Heading Contact

Show / Hide Editor

Step (6): After done with the content section, you can design the page by using **Design** section which has two sections i.e. **Page Layout** and **Custom Design**.

The **Page Layout** section contains a *Layout* option which allows to select a layout as per your choice and *Layout Update XML* option inserts the XML code.



The **Custom Design** section contains fields such as:

- **Custom Design From** and **Custom Design To** are used to set start date and end date for the design change
- **Custom Theme** option allows to select theme for your page using dropdown menu
- **Custom Layout** option allows to select a layout as per your choice
- **Custom Layout Update XML** option inserts custom XML code

Custom Design

Custom Design From	<input type="text"/>
Custom Design To	<input type="text"/>
Custom Theme	-- Please Select --
Custom Layout	-- Please Select --
Custom Layout Update XML	<input type="text"/>

Step (7): The **Meta Data** section contains *Keywords* field which sets keyword for a page name and the *Description* field specifies the description the given page. Click the **Save Page** button to save your page.

Page Information

Page Information	Edit Page 'Contact Us' Back Reset Delete Page Save Page Save and Continue Edit
Content	
Design	
Meta Data	

Meta Data

Keywords	Contact Us
Description	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi luctus. Duis lobortis. Nulla nec velit.

Step (8): Now you can see the page created in the list.

Manage Pages								
Page	1	of 1 pages	View	20	per page	Total 8 records found	Reset Filter	Search
Title	URL Key	Layout	Store View	Status	Date Created	Last Modified	Action	
AboutUs	about-magento-demo-store	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:00:23 PM	Apr 22, 2015 12:00:23 PM	Preview	
ContactUs	contact	1 column	Main Website Main Website Store Default Store View	Enabled	May 7, 2015 12:13:51 PM	May 10, 2015 3:53:37 PM	Preview	
Customer Services	customer-service	3 columns	All Store Views	Enabled	Apr 22, 2015 12:08:24 PM	Apr 22, 2015 12:08:24 PM	Preview	
Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Apr 22, 2015 12:08:25 PM	Apr 22, 2015 12:08:25 PM	Preview	
Eva Home page	galseva_home	1 column	All Store Views	Enabled	May 11, 2015 6:10:11 PM	May 11, 2015 6:10:11 PM	Preview	
Home	home	2 columns with right bar	Main Website Main Website Store Default Store View	Enabled	Apr 22, 2015 12:08:22 PM	May 11, 2015 4:35:51 PM	Preview	
404 Not Found 1	no-route	2 columns with right bar	All Store Views	Enabled	Apr 22, 2015 12:08:21 PM	Apr 22, 2015 12:08:21 PM	Preview	
Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	Apr 22, 2015 12:00:20 PM	Apr 22, 2015 12:00:20 PM	Preview	

35. SET UP CMS

Magento CMS (Content Management System) section is used to manage all website pages. It is a way of promoting the products by providing valuable information to the customers and increases search engine visibility. It can be used to create rich content for your web store.

The CMS section contains following topics:

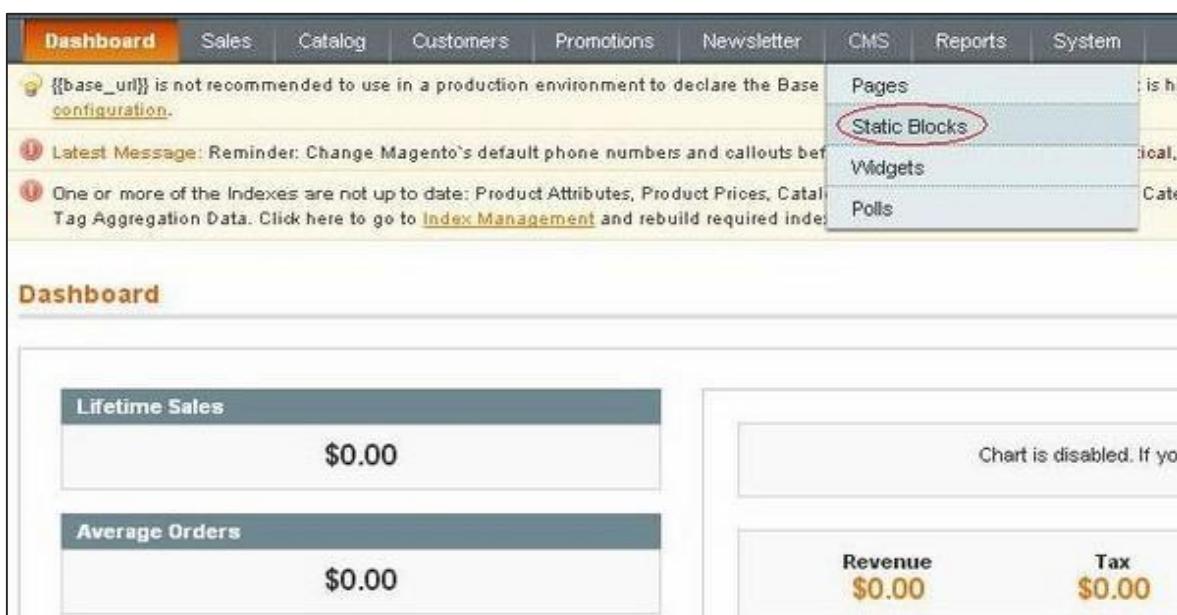
Pages

You can create or set up new pages in Magento. You can include text, images, blocks of content, etc. For more information on setting up new pages, you can refer this link [Setting up New Pages](#).

Static Blocks

Static block is a piece of content that can be used anywhere in the pages. Magento allows creating blocks of content that can be used through the store and can be added to any page or another block. To create static blocks, follow these steps:

Step (1): Go to **CMS** menu and click on the **Static Blocks** option.



The screenshot shows the Magento Admin Dashboard. At the top, there is a navigation bar with links: Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS (which is currently selected), Reports, and System. Below the navigation bar, there are several status messages and links. On the right side of the screen, there is a sidebar with options: Pages, Static Blocks (which is highlighted with a red oval), Widgets, and Polls. The main content area displays various performance metrics: Lifetime Sales (\$0.00), Average Orders (\$0.00), and a chart section stating "Chart is disabled. If you have any questions, please contact support." At the bottom right, it shows Revenue (\$0.00) and Tax (\$0.00).

Step (2): You can create a new block by clicking on the **Add New Block** button.

Static Blocks					
1	of 1 pages View 20 per page Total 3 records found				
	Identifier	Status	Date Created	Last Modified	
Footer Links	footer_links	Enabled	Aug 5, 2015 11:10:30 PM	Aug 5, 2015 11:10:38 PM	
Footer Links Company	footer_links_company	Enabled	Aug 5, 2015 11:10:36 PM	Aug 5, 2015 11:10:36 PM	
Cookie restriction notice	cookie_restriction_notice_block	Enabled	Aug 5, 2015 11:10:39 PM	Aug 5, 2015 11:10:39 PM	

Step (3): Next, it will open a window for creating new block as shown in the following screen.

The screenshot shows the 'New Block' creation interface. It has a header with 'New Block' and buttons for Back, Reset, Save Block, and Save and Continue Edit. Below is a 'General Information' section with fields for Block Title, Identifier, Status (set to Enabled), and Content (with a rich text editor). The rich text editor toolbar includes various styling options like bold, italic, underline, and alignment.

The page contains the following fields:

- Block Title:** It adds the title for the block.
- Identifier:** It assigns identifier to block which uses lower case characters, underscores, etc.
- Status:** Set this field as "Enabled" to make block visible.
- Content:** It includes content of the block and uses editor to format text, creates links, tables, images, etc.

After filling all the fields, click the **Save Block** button.

Widgets

Widget allows displaying a wide range of content and placing it at block references in the store. They can be inserted into pages, blocks or they can have blocks inserted into the widget.

You can create the widget by using following steps:

Step (1): Go to **CMS** menu and click on the **Widgets** option.

The screenshot shows the Magento CMS dashboard. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. The CMS link is currently selected. A dropdown menu for 'Widgets' is open, with the 'VWidgets' option circled in red. Below the navigation bar, there are several status messages and a dashboard section with various metrics like Lifetime Sales, Average Orders, and Revenue.

Step (2): To create new widget, click the **Add New Widget Instance** button.

The screenshot shows the 'Manage Widget Instances' page. At the top right, there is a large orange 'Add New Widget Instance' button. Below it, there are search and filter options. The main area displays a table with columns for Widget ID, Widget Instance Title, Type, Design Package/Theme, and Sort Order. A message at the bottom states 'No records found.'

Step (3): Under the settings section, select the **Type** of the widget and **Design Package/Theme** and click the **Continue** button.

The screenshot shows the 'New Widget Instance' settings page. On the left, there is a sidebar with a 'Settings' tab. The main area has a 'Settings' tab at the top. It contains two dropdown fields: 'Type *' and 'Design Package/Theme *'. Both fields have a placeholder 'Please Select'. At the bottom right, there is an orange 'Continue' button.

Step (4): Next, it displays the **Frontend Properties** and **Layout Updates** sections.

The screenshot shows the 'New Widget Instance' configuration page. In the 'Frontend Properties' section, the 'Type' is set to 'CMS Page Link', 'Design Package/Theme' is 'base / default', and 'Widget Instance Title' is empty. The 'Sort Order' is set to 1. In the 'Layout Updates' section, there is a dropdown menu for 'Display On' with the option 'Please Select' selected, and a red 'Remove Layout Update' button.

In the Frontend Properties section, fill the following details:

- **Widget Instance Title:** It specifies the title for the widget. It is only for internal use and won't be visible to the customers.
- **Sort Order:** It is used to specify the order of the block when listed with others.

In the **Layout Updates** section, click the **Add Layout Update** button and set the **Display On** field to type of category where you want the widget to appear. It can be set with the other options as shown in the following screen.

The screenshot shows the 'Layout Updates' configuration page. It has a 'Display On' dropdown set to 'All Pages', a 'Block Reference' dropdown set to 'Left Column', and a 'Template' dropdown set to 'CMS Page Link Block Template'. There is also a red 'Remove Layout Update' button.

In the **Block Reference** list, select the section of your page layout where you want the widget to appear and set the template with **Link Block Template** or **Inline Template**.

Step (5): Click **Save and Continue Edit** button to save your changes and continue editing. Next, it will open **Widget Options** panel with the following options.

- Anchor Custom Text:** It adds custom text for the widget.
- Anchor Custom Title:** It adds custom title for the widget.
- CMS Page:** It allows selecting the CMS page with the widget.

After done with the settings, click on the **Save** button.

Polls

Polls are used to get customer's opinions and preferences. The poll results appear immediately after response is submitted.

You can create the poll by using the following steps:

Step (1): Go to **CMS** menu and click on the **Polls** option.

Step (2): Next, it will open a Poll Manager window where you can add new poll as shown in the following image.

The screenshot shows the 'Poll Manager' interface. At the top right is an orange 'Add New Poll' button. Below it are search and filter options: 'Reset Filter' and 'Search'. The main area displays a table with one row. The first column contains the poll question '1. What is your favorite color?'. To its right are columns for 'Number of Responses', 'Date Posted', 'Date Closed', and 'Status'. The status is set to 'Open'. At the bottom of the table, there's a date '7 Aug 5, 2015' and a dropdown menu.

Step (3): In the Poll Information section, enter the **Poll Question** and you can set the **Status** to "Open" or "Closed".

The screenshot shows the 'New Poll' form. At the top right are 'Back', 'Reset', and 'Save Poll' buttons. The main section is titled 'Poll information'. It contains two fields: 'Poll Question *' with a text input box and 'Status' with a dropdown menu set to 'Open'.

Step (4): In the Poll Answers section, do the following:

The screenshot shows the 'New Poll' form under the 'Assigned Answers' section. It has two fields: 'Answer Title: *' with a text input box and 'Votes Count: *' with a numeric input box containing '0'. Below these fields is a delete button with the ID 'id_323285768330ac3d32a8711725724dcf' and some associated HTML code.

In the **Answer Title** field, enter the answer as you want it to appear in the poll for which you had entered the poll question and to weight an answer, enter a number in the **Votes Count** field. When complete, click the **Save Poll** button.

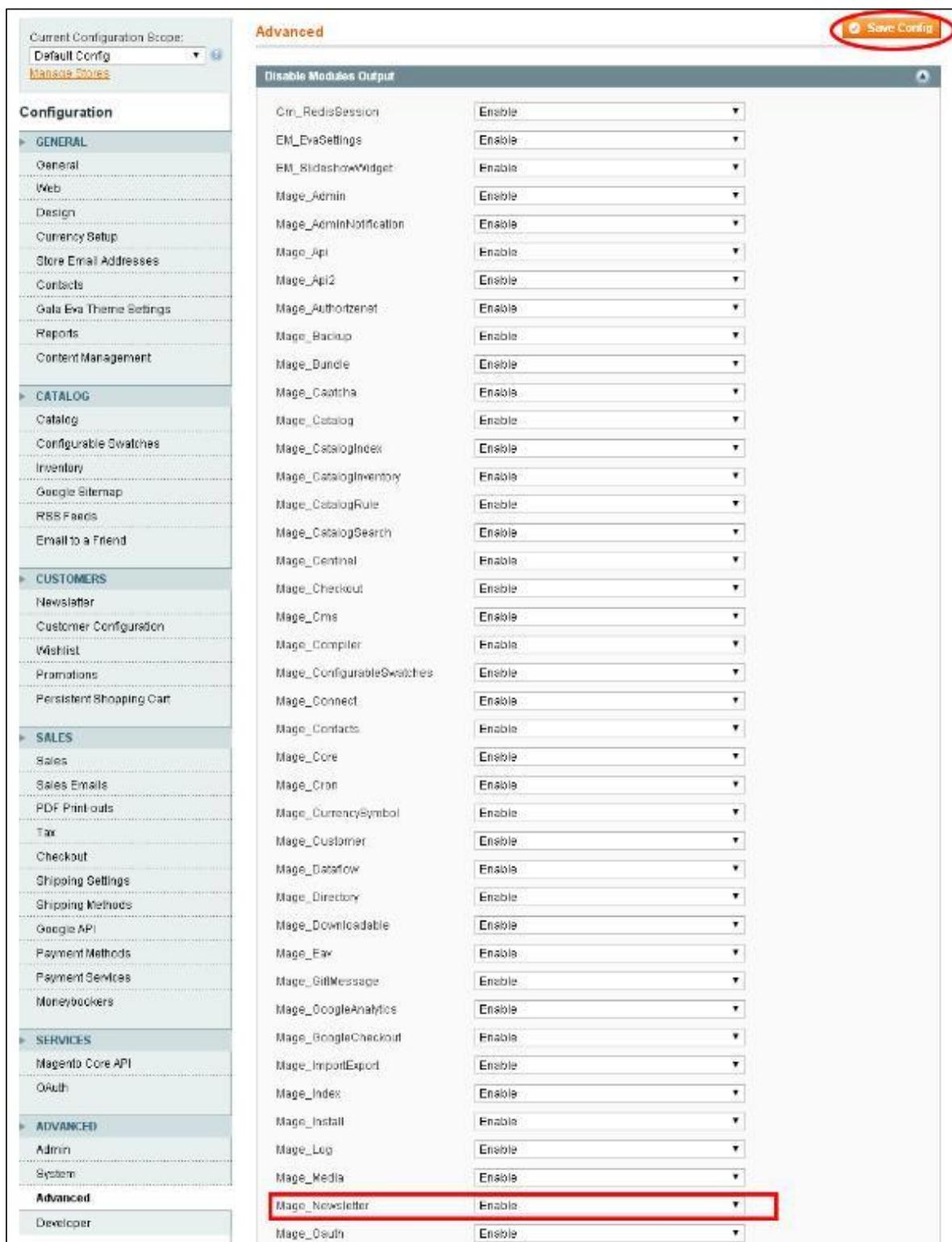
36. SET UP NEWSLETTER

Creating newsletter is a part of communication process with the buyers. Customers can subscribe to newsletters using Magento. Customers can sign up for the newsletter while creating a new customer account which contains checkbox for sign up. For creating newsletters, you need to enable newsletter option in your Magento to make sure that customers have confirmed to receive newsletter.

Step (1): To enable newsletter, go to **System -> Configuration** and click on Advanced option under **Advanced** section on the left side navigation bar.

The screenshot shows the Magento Admin Configuration interface. The left sidebar lists several sections: General, Catalog, Customers, Sales, Services, and Advanced. The 'Advanced' section is highlighted with a red oval. The main content area is titled 'General' and contains options for Countries Options, States Options, Locale Options, and Store Information. A 'Save Config' button is located in the top right corner of the main panel.

Step (2): Expand the **Disable Modules Output** panel, look for **Mage_Newsletter** option and **Enable** it.



The screenshot shows the Magento Admin Configuration interface. On the left, there's a sidebar with various configuration sections like General, Catalog, Customers, Sales, Services, and Advanced. The 'Advanced' section is currently selected. In the main area, there's a table titled 'Disable Modules Output'. The 'Mage_Newsletter' row is highlighted with a red box. At the top right of the table, there's a 'Save Config' button with a red circle around it.

Module	Status
Cin_RedisSession	Enable
EM_EvaSettings	Enable
FM_BideshowWidget	Enable
Mage_Admin	Enable
Mage_AdminNotification	Enable
Mage_Api	Enable
Mage_Api2	Enable
Mage_Authorizenet	Enable
Mage_Backup	Enable
Mage_Bundle	Enable
Mage_Captcha	Enable
Mage_Catalog	Enable
Mage_CatalogIndex	Enable
Mage_CatalogInventory	Enable
Mage_CatalogRule	Enable
Mage_CatalogSearch	Enable
Mage_Centinel	Enable
Mage_Checkout	Enable
Mage_Cms	Enable
Mage_Compiler	Enable
Mage_ConfigurableSwatches	Enable
Mage_Connect	Enable
Mage_Contacts	Enable
Mage_Core	Enable
Mage_Cron	Enable
Mage_CurrencySymbol	Enable
Mage_Customer	Enable
Mage_Dataflow	Enable
Mage_Directory	Enable
Mage_Downloadable	Enable
Mage_Eav	Enable
Mage_GiftMessage	Enable
Mage_GoogleAnalytics	Enable
Mage_GoogleCheckout	Enable
Mage_ImportExport	Enable
Mage_Index	Enable
Mage_Install	Enable
Mage_Log	Enable
Mage_Media	Enable
Mage_Newsletter	Enable
Mage_Oauth	Enable

You can configure the newsletter settings as described in the following steps:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. At the top, there is a banner with three items: 'One or more of the Cache Types are invalidated: Layouts', 'Latest Message: Reminder: Change Magento's default phone numbers and callouts before site launch', and 'One or more of the Indexes are not up to date: Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Stock Status, Tag Aggregation Data'. Below the banner, the 'Dashboard' section displays 'Lifetime Sales' and 'Average Orders' with values of '\$20.00' each. On the right, the 'System' menu is open, listing options like My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The 'Configuration' option is circled in red.

Step (3): On the left side navigation bar, go to **Customer** section and click on the **Newsletter** option.

The screenshot shows the 'Configuration' page in the Magento Admin. The left sidebar lists several sections: GENERAL, CATALOG, CUSTOMERS, SALES, and REPORTS. The 'CUSTOMERS' section is expanded, showing 'Newsletter' (which is circled in red), Customer Configuration, Wishlist, Promotions, and Persistent Shopping Cart. The main content area is titled 'General' and contains tabs for Countries Options, States Options, Locale Options, and Store Information. A 'Save Config' button is located at the top right of the main content area.

Step (4): Then, expand the **Subscription Options** panel, select the **Yes** option for **Need to Confirm** field. Yes option specifies that customers want to subscribe to newsletter. Click on the **Save Config** button to save your changes.

Subscription Options		
Success Email Template	Newsletter subscription success (Default Tem	[STORE VIEW]
Unsubscription Email Sender	Customer Support	[STORE VIEW]
Unsubscription Email Template	Newsletter unsubscribe success (Default T	[STORE VIEW]
Success Email Sender	General Contact	[STORE VIEW]
Confirmation Email Template	Newsletter subscription confirmation (Default	[STORE VIEW]
Need to Confirm	Yes	[STORE VIEW]
Confirmation Email Sender	Customer Support	[STORE VIEW]
Allow Guest Subscription	Yes	[STORE VIEW]

Creating Newsletter Template

Before sending a Newsletter, you need to create a newsletter template. To create a newsletter template, follow these steps:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Newsletter -> Newsletter Templates** and click on the **Add New Template** button.

Newsletter Templates							
Page 1 of 1 pages View 20 per page Total 1 records found Add New Template							
ID	Template Name	Date Added	Date Updated	Subject	Sender	Template Type	Action
1	Example Newsletter Template	Apr 22, 2015 12:10:45 PM	Apr 22, 2015 12:10:46 PM	Example Subject	Owner [owner@example.com]	html	

Step (3): It will display some settings related to newsletter template. Fill up all the necessary fields and click on the **Save Template** button as shown in the following screen.

The screenshot shows the 'New Newsletter Template' configuration page. At the top, there are buttons for Back, Reset, Convert to Plain Text, Preview Template, and Save Template (which is circled in red). Below this is a 'Template Information' section with fields for Template Name (Newsletter), Template Subject (Promotion), Sender Name (CustomerSupport), and Sender Email (support@example.com). A 'Template Content' area contains a rich text editor toolbar and a sample unsubscribe link. On the left, there's a 'Template Styles' section with a preview window showing a simple paragraph 'Path: p'.

- **Template Name:** It is the name for your template.
- **Template Subject:** It specifies the subject of the e-mail which would be received by the customer.
- **Sender Name and Sender Email:** These fields specify the name and e-mail of the sender which is to be sent to customers.
- **Template Content:** It provides text editor and allows entering HTML code of the body of the e-mail.

Send Newsletter

You can send the newsletters to your subscribers by queuing the template as shown in the following steps.

Step (1): Go to **Newsletter** menu and click on the **Newsletter Queue** option which displays the newsletter templates.

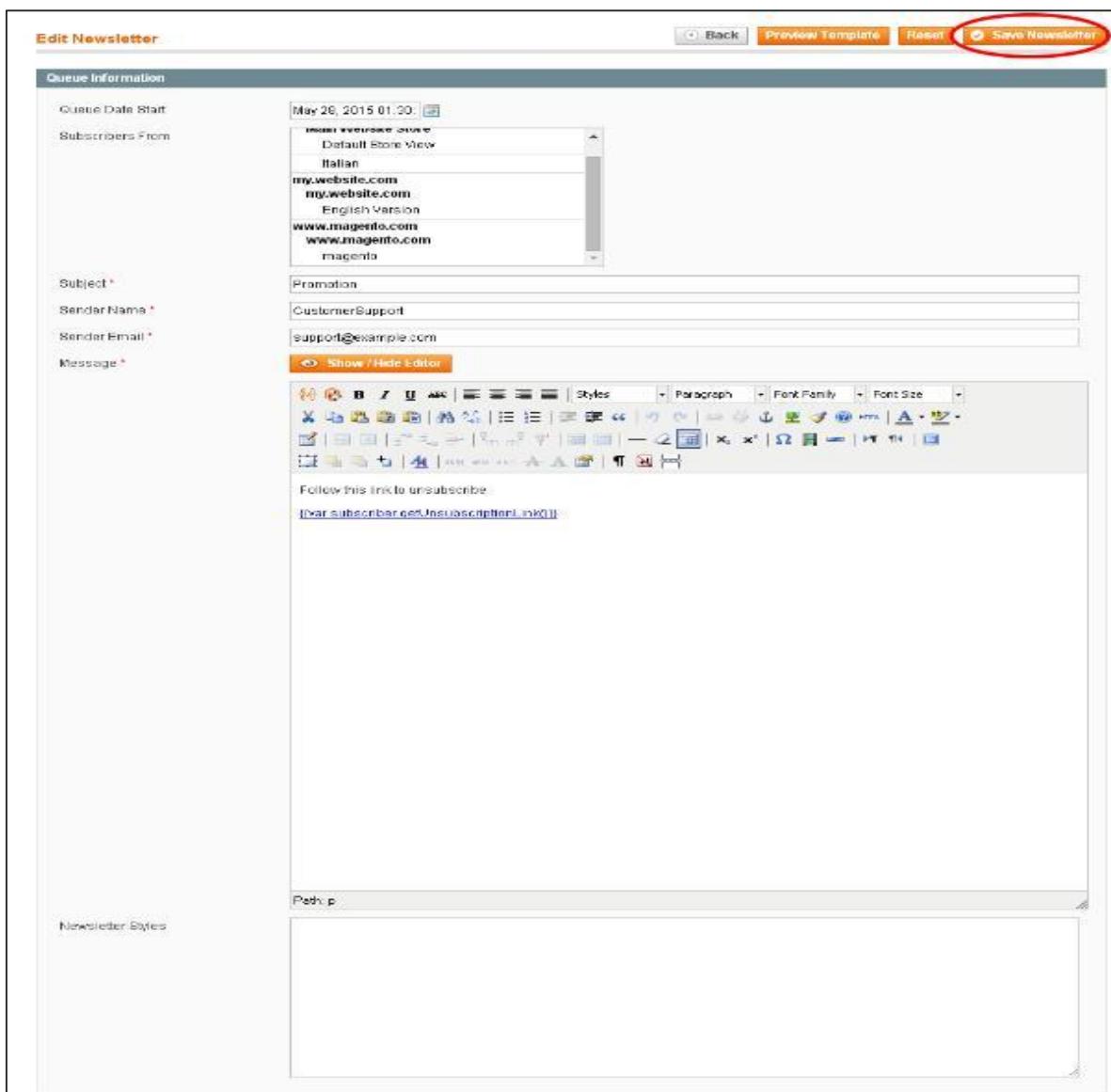
The screenshot shows the Magento Admin Panel with the 'Newsletter' tab selected. A dropdown menu is open at the bottom right of the page, with 'Newsletter Queue' highlighted by a red circle. The main content area displays a table of newsletter templates. The table has columns for ID, Template Name, Date Added, Date Updated, Subject, Sender, Template Type, and Action. Two rows are visible:

ID	Template Name	Date Added	Date Updated	Subject	Sender	Template Type	Action
1	Example Newsletter Template	Apr 22, 2015 12:10:46 PM	Apr 22, 2015 12:10:46 PM	Example Subject	Owner [owner@example.com]	html	(dropdown menu)
2	Newsletter	May 28, 2015 1:24:42 PM	May 28, 2015 1:24:42 PM	Promotion	CustomerSupport [support@example.com]	html	(dropdown menu)

Step (2): For sending the Newsletter to subscribers, go to **Newsletter -> Newsletter Templates** and select the **Queue Newsletter** option from the dropdown menu on the bottom right side of Newsletter Template page.

The screenshot shows the same page as above, but a red circle highlights the 'Queue Newsletter' option in the dropdown menu at the bottom right. A modal dialog box is open over the page, containing a single button labeled 'Queue Newsletter... Preview'.

Step (3): The page that pops up provides some of the options as shown in the following screen.



The screenshot shows the 'Edit Newsletter' page in the Magento admin. The top navigation bar includes 'Back', 'Preview Template', 'Reset', and 'Save Newsletter' (which is circled in red). The main area is titled 'Queue Information'. It contains fields for 'Queue Date Start' (set to May 26, 2015 01:20), 'Subscribers From' (a dropdown menu showing 'Default Store View', 'Italian', 'my.website.com', 'my.website.com', 'English Version', 'www.magento.com', 'www.magento.com', and 'magento'), 'Subject' (Promotion), 'Sender Name' (CustomerSupport), 'Sender Email' (support@example.com), and a 'Message' editor. The message editor includes a toolbar with various styling options and a link to unsubscribe. At the bottom left, there's a note about newsletter bytes and a 'Path' field.

- **Queue Date Start:** It selects the date when you are going to start sending the newsletter.
- **Subscribers From:** It shows both former and current subscribers list.
- **Subject:** It specifies the subject of the e-mail.
- **Sender Name and Sender Email:** These fields specify the name and e-mail of the sender which is to be sent to customers.
- **Message:** It provides text editor and allows entering message of the e-mail.

Fill up all the fields and click on **Save Newsletter** button on the top right corner to send newsletter to subscribers.

Part 5: Optimization

37. SITE OPTIMIZATION

Magento is a content management system that is commonly known to be performance intensive. Optimizing the speed of your Magento allows customers to have the best user experience while shopping in your E-commerce store.

Environment Optimization

Based on the additional configurations of the server environment, the hosting site providers speed up your store.

Following are the tips to optimize Magento environment.

- It uses complex database, so that it needs to be run on dedicated servers.
- Magento application can be optimized by using cloud computing.
- Merge your JavaScript and CSS files, which reduces the load time dramatically since it is loading only one merged file.
- Proper MySQL configuration is one of the most important aspects in terms of performance.
- Always upgrade to the latest Magento version as it offers better performance.
- Use a web application accelerator which can speed up your Magento store by 80%.

Configuration Optimization

Magento has built-in tools that helps to optimize its performance. These must be properly configured and matched with your site's unique requirements. Following are the tips to optimize Magento configuration.

- To speed up Magento performance, don't run MySQL and web server on the same machine.
- Do not host files on your web server that you do not use.
- Optimize of session storage.
- Enable Magento flat catalog. (Magento uses a complex and resource-intensive Entity Attribute Value [or EAV] based catalog). After initial catalog establishment, enabling the flat catalog can dramatically improve database query time.
- Identify and disable unused Magento modules.

Code Optimization

Code influences the speed of your site. The testing tools help to gain insight into the specific process.

Few tips for Code Optimization are:

- Remove unused or unnecessary code processes.
- Optimize Magento performance, by compressing and aggregating JavaScript and CSS files.
- Compress all site images to optimal web image sizes.
- Identify bottlenecks (processes that causes the entire process to slow down or stop) both in front-end and back-end.

Frontend Optimization

These modules are used to improve the performance of Magento shopping experience and you can also reuse the modules. This speeds up the performance of the Magento front-end.

The following points illustrate how to optimize Magento front-end performance:

- Use the latest version of PHP, so that you can perform front-end operation much better and faster. The newest released version may cause errors, so carefully read the release notes and check out the new version.
- Use clean database to improve the performance of Magento. The database logs needs to be cleared regularly. The database stores the automatically created logs to keep track of record session and interaction.
- Magento caching should be enabled. This helps to load your website faster and reduces the direct requests to the server for files.
- Turn off unused modules so it reduces the amount of resources added to each page. This can be one of the Magento admin panel. The XML files are used to speed up the front-end performance of Magento.

38. PROFILING

The feature called **Profiler** which plays an important role in Magento development and can be used for debugging. It specifies blocks of code which makes loading of the page slow. Magento profiler reports the time taken by block of code to execute, number of times the block of the code was executed and memory used by it while rendering a Magento web page.

To enable the **Profiler**, follow these steps:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. The System link is currently selected, indicated by a blue background. On the left, there is a sidebar titled 'Dashboard' with three cards: 'Lifetime Sales' (20.00), 'Average Orders' (20.00), and 'Last 5 Orders'. The main content area shows a grid of system configuration options. A red circle highlights the 'Configuration' option in the bottom right corner of the grid. Other visible options include My Account, Notifications, Tools, Web Services, Design, ImportExport, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration.

Step (3): On the left side of the navigation bar, go to **Advanced** section and click on the **Developer** option.

The screenshot shows the Magento Admin Configuration interface. The left sidebar contains a tree view of configuration sections: Current Configuration Scope (Default Config), Configuration (General, Catalog, Customers, Sales, Services, Advanced), and Advanced (Admin, System). The 'Developer' option under the Advanced section is circled in red. The main content area is titled 'General' and lists 'Countries Options', 'States Options', 'Locale Options', and 'Store Information'. A 'Save Config' button is located at the top right of the content area.

Step (4): Expand the **Debug** panel and enable the profiler by setting it to Yes and click on the **Save Config** button.



Step (5): At this point the profiler is enabled, but you need to tell the profiler to what profile. So go to root index.php file of your Magento installation and look for the line **#Varien_Profiler::enable();** and uncomment it, i.e. remove the hash sign.

Step (6): Now go to any of your pages, you should see the output in the footer area of the page like shown in the following screen.

Memory usage: real: 35127296, emalloc: 34767400			
	Time	Cnt	Emalloc
Code Profiler			
mage	4.69141	0	0
mage::app::init::system_config	0.01781	136,496	262,144
CORE:create_object_of_Mage_Core_Model_Cache	0.04741	603,608	524,288
config/load-modules	0.54101	6,112	262,144
config/load-modules-declaration	0.07331	54,704	262,144
mage::app::init::apply_db_schema_updates	0.23711	3,480,504	3,670,016
DISPATCH EVENT resource_get_tablename	0.0046130	70,984	0
config/load-db	0.32681	340,792	0
mage::app::init::stores	0.10131	1,477,896	1,572,864
CORE:create_object_of_Mage_Core_Model_Mysql4_Store_Collection	0.00141	6,328	0
mage::app::init::front_controller	0.04441	320,720	262,144
mage::app::init::front_controller::collect_routers	0.01681	208,592	262,144
DISPATCH EVENT controller_front_init_routers	0.02101	98,576	0
OBSERVER: cms	0.00501	29,832	0
mage::dispatch::db_url_rewrite	0.03431	357,416	524,288
DISPATCH EVENT model_load_before	0.000815	8,256	0
DISPATCH EVENT model_load_after	0.000717	9,352	0

39. DATABASE PERFORMANCE

One of the most time consuming process of the Magento store is its interaction with the database. Optimizing Magento Database is an important task to maintain the Magento site. Magento saves a lot of database because of tracking. The E-commerce system must have a tracking module which shows information when something goes wrong with their order.

Following are some tips to improve the performance of database:

- Unused data must be cleaned up regularly for better performance.
- Optimize database queries.
- Configure setting and limits of the database server (e.g. memory setting, query cache, sort buffer optimization).

You can optimize Magento database log cleaning as shown in the following steps:

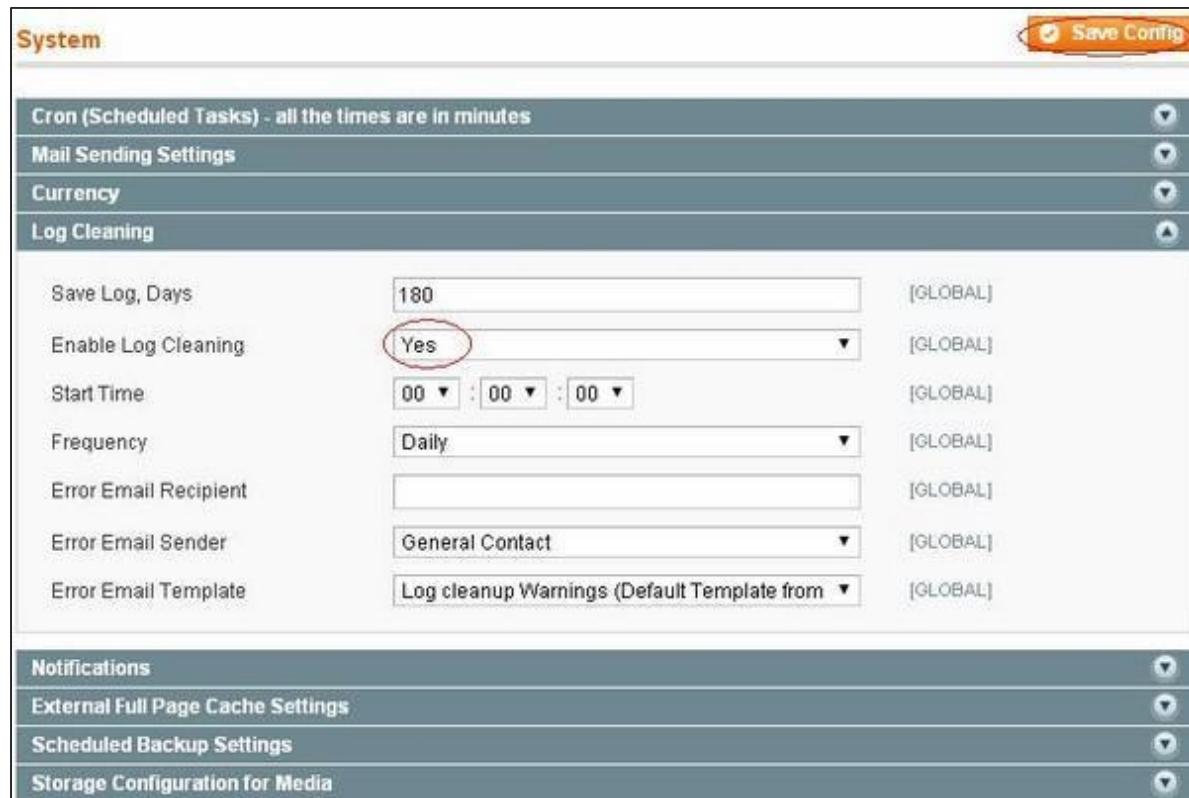
Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.

The screenshot shows the Magento Admin Dashboard. At the top, there are several status messages: 'One or more of the Cache Types are invalidated', 'Latest Message: Important: New Magento Security Patch - Install It Now!', and 'One or more of the Indexes are not up to date'. Below this is the 'Dashboard' section with 'Lifetime Sales' and 'Average Orders' metrics. On the right, the 'System' menu is open, listing options like 'My Account', 'Notifications', 'Tools', 'Web Services', 'Design', 'ImportExport', 'Manage Currency', 'Transactional Emails', 'Custom Variables', 'Permissions', 'Magento Connect', 'Cache Management', 'Index Management', 'Manage Stores', 'Order Statuses', and 'Configuration'. The 'Configuration' option is circled in red.

Step (3): On the left side of the navigation bar, go to **Advanced** section and click on the **System** option.

Step (4): Expand the **Log Cleaning** panel, change "Enable Log Cleaning" to Yes option and click the **Save Config** button.



The screenshot shows the 'System' configuration page in the Magento admin. The 'Log Cleaning' section is expanded, showing the following settings:

Setting	Value	Scope
Save Log, Days	180	[GLOBAL]
Enable Log Cleaning	Yes	[GLOBAL]
Start Time	00 : 00 : 00	[GLOBAL]
Frequency	Daily	[GLOBAL]
Error Email Recipient	(empty)	[GLOBAL]
Error Email Sender	General Contact	[GLOBAL]
Error Email Template	Log cleanup Warnings (Default Template from	[GLOBAL]

Below the Log Cleaning section, other collapsed sections include Notifications, External Full Page Cache Settings, Scheduled Backup Settings, and Storage Configuration for Media.

40. SEARCH ENGINE OPTIMIZATION

Magento is one of the search engine friendly systems. It is an essential component of a running web-based business and important form of marketing online. To make e-store more visible to the potential buyers, the website admin needs to enhance e-store ranking in search engine results. Customers will like your site if your site is clean, clear and easy to navigate.

Magento allows managing URLs, creating images and handling links that makes easy use of SEO, so that your site can easily be indexed in search engines. After installing Magento and setting up your store, you can start optimizing your site for search engines from the web configuration menu.

The following steps describe how to set up Search Engine Optimization (SEO) in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to the **System** menu and click on **Configuration** option.

The screenshot shows the Magento Admin Dashboard. At the top, there is a navigation bar with links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, DMB, Reports, and System. Below the navigation bar, there are several status messages and a dashboard summary with sections for Lifetime Sales and Average Orders. On the right side, there is a sidebar with various system-related options. The 'Configuration' option is circled in red at the bottom of the sidebar.

Step (3): On the left side of the navigation, go to the **General** section and click on the **Web** option.

The screenshot shows the 'General' configuration panel in the Magento Admin. The 'Configuration' sidebar on the left has 'GENERAL' expanded, showing 'General' (which is circled in red), 'Web', 'Design', 'Currency Setup', 'Store Email Addresses', 'Contacts', 'Gala Eva Theme Settings', 'Reports', and 'Content Management'. The main panel is titled 'General' and contains sections for 'Countries Options', 'States Options', 'Locale Options', and 'Store Information'. A 'Save Config' button is at the top right.

Step (4): Expand the **URL Options** panel, set the **Add Store Code to URLs** option to **No** so that store codes are not added to URLs.

Step (5): In the **Search Engine Optimization** panel, set the **Use Web Server Rewrites** option to **Yes** to generate more search engine friendly and readable URLs. Click on **Save Config** button to save your changes.

The screenshot shows the 'Web' configuration panel. Under 'Url Options', the 'Add Store Code to URLs' dropdown is set to 'No' (highlighted with a red box) and has a warning message below it: 'Warning: When using Store Code in URLs, in some cases system may not work properly if URLs without Store Codes are specified in the third party services (e.g. PayPal etc.).'. Under 'Search Engines Optimization', the 'Use Web Server Rewrites' dropdown is set to 'Yes' (highlighted with a red box). A 'Save Config' button is at the top right of the panel.

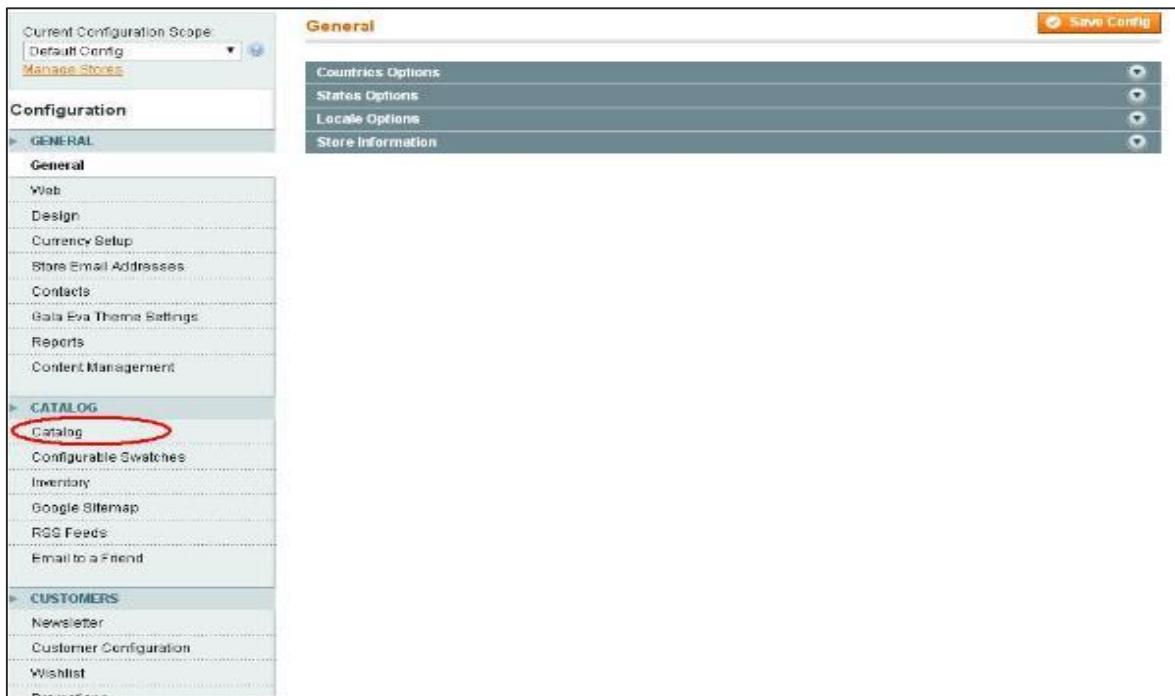
Step (6): To set the default page title, change setting of default robots, go to **System -> Configuration** and under **General** section and click on the **Design** option.

The screenshot shows the 'General' configuration section. On the left, there's a sidebar with 'Configuration' and 'GENERAL' sections. Under 'GENERAL', 'Web' is expanded, showing 'Design' (which is circled in red), 'Currency Setup', 'Store Email Addresses', 'Contacts', 'Gala Eva Theme Settings', 'Reports', and 'Content Management'. On the right, there are tabs for 'Countries Options', 'States Options', 'Locale Options', and 'Store Information'. A 'Save Config' button is at the top right.

Step (7): Expand the **HTML Head** panel, write the title and description in the *Default Title* and *Default Description* for your pages, change the *Default Robots* field to **INDEX, FOLLOW** option so that search engines can index your website and show it in search results. When you are done, click **Save Config** button.

The screenshot shows the 'Design' panel with the 'HTML Head' tab selected. It includes fields for 'Favicon Icon', 'Default Title' (set to 'Magento Commerce'), 'Default Description' (set to 'Magento, Varien, E-commerce'), 'Default Keywords' (set to 'Magento, Varien, E-commerce'), 'Default Robots' (set to 'INDEX, FOLLOW'), and 'Miscellaneous Scripts' (containing a Google Site Verification meta tag). A 'Save Config' button is at the top right.

Step (8): To avoid duplications in URLs, go to the **System -> Configuration** and under **Catalog** section, click on the **Catalog** option.



Step (9): Expand the **Search Engine Optimizations** option and set the *Use Categories Path for Product URLs* option to **No**. To prevent Magento from generating duplicate content when you want to show the same product in multiple categories, set both *Canonical Link Meta Tag* fields to **Yes**. After done with the settings, click the **Save Config** button.

Catalog

Frontend

- Sitemap
- Product Reviews
- Product Image
- Product Alerts
- Product Alerts Run Settings
- Product Image Placeholders
- Recently Viewed/Compared Products
- Price
- Layered Navigation
- Category Top Navigation
- Search Engine Optimizations

Content Management

CATALOG

Catalog

- Configurable Searches
- Inventory
- Google Sitemap
- RSS Feeds
- Email to a Friend

CUSTOMERS

- Newsletter
- Customer Configuration
- Wishlist
- Promotions
- Persistent Shopping Cart

Current Configuration Scope: Default Config

Save Config

Autogenerated Site Map: Enable [STORE VIEW]

Popular Search Terms: Enable [STORE VIEW]

Product URL Suffix: .html
+ Cache refresh needed.

Category URL Suffix: .html
+ Cache refresh needed.

Use Categories Path for Product URLs: No [STORE VIEW]

Create Permanent Redirect for URLs if URL Key Changed: Yes [STORE VIEW]

Page Title Separator: - [STORE VIEW]

Use Canonical Link Meta Tag For Categories: Yes [STORE VIEW]

Use Canonical Link Meta Tag For Products: Yes [STORE VIEW]