Magento® go
user guide

Start going places

with the power & freedom of
Magento's hosted solution

About This Guide

Overview

Our Knowledge Base is your one-stop shop for helpful articles, how-to guides, and technical product documentation.

Key Concepts

Topics with a key introduce important concepts.

Skill Level Indicators

Topics with step-by-step instructions have the following indicators:

Easy: Requires only basic computing skills with minimal setup.

Intermediate: Requires setup beyond the basic configuration. Some topics require an understanding of business operations, sales, marketing, and promotion.

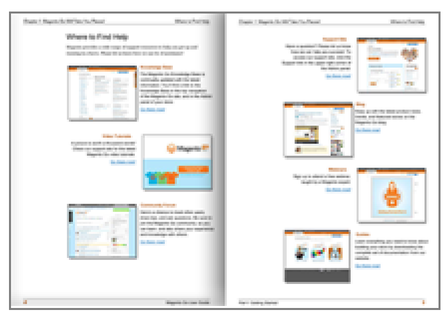
Advanced: Requires a working knowledge of HTML, CSS, JavaScript, or XML.

Video Tutorials

The video icon links to a video tutorial on the subject.

Print-Ready Guides

Each section of the knowledge base can be downloaded as a print-ready pdf. guide. The guides can be read online or printed for reference. Click the link below to download the guide.



User Guide

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 Updated 2/7/2014

Contents

Magento go

user guide

Getting Started

Chapter 1:

Welcome to Magento Go!

Welcome to Magento Go, the hosted eCommerce solution for small businesses with big ambitions. Magento Go offers the power and flexibility of the Magento platform at a price that every business can afford.

If any of these are true:

- You are new to eCommerce
- You have outgrown your current online store
- You use Magento Community Edition
- You are a Web designer, developer, or work for a creative agency

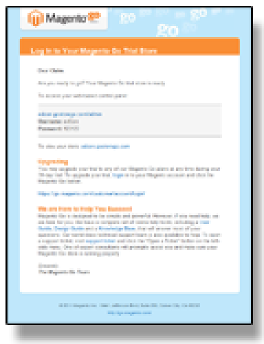
Then, Magento Go is for you!

Start Your Free Trial

Because Magento Go is a secure, cloud-based, Software as a Service solution, there is no software to install or servers to manage. We handle the technology, so you can focus on your business. To get started, we recommend that you sign up for a free 30-day trial. If you're in a hurry, you can sign up right away for one of our monthly plans. Let's begin!

Your Login Credentials

You are now a member of the fastest-growing and most dynamic community of eCommerce merchants and developers in the world! Before you go any further, make sure that you have the information you need to access your store and Magento account.



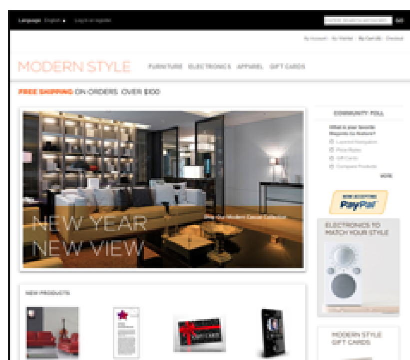
Your Welcome Email

The Welcome email you receive when you sign up contains your login instructions and important information about your account. Make sure to keep the information in a safe place where it can be easily found.

Your Storefront

The Store URL in the Welcome email is a hyperlink that takes you to your store's Home page. Your Store URL looks like this:

http://mystore.gostorego.com



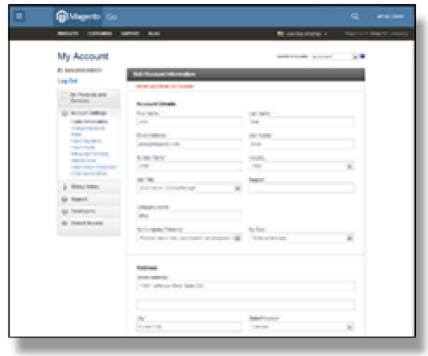
Your Store Admin

The Admin URL in the Welcome email is a hyperlink that takes you to the Login page of your store's Admin Panel. The address is the same as your store, but with /admin at the end. It looks like this:

http://mystore.gostorego.com/admin

Your Magento Account

Your Magento account provides access to information about your current products and services, account settings, billing history, and support resources. Simply visit the Magento Go site and click Login.



For Your Records

It's a good idea to keep a record of your login credentials and the email address associated with your account. Why not print this page, write down your credentials, and keep it in a safe and convenient place?

Your Store and Admin Panel

Home Page URL: ______________________________

Store Admin URL: ______________________________

User Name: ______________________________

Password: ______________________________

Your Magento Account

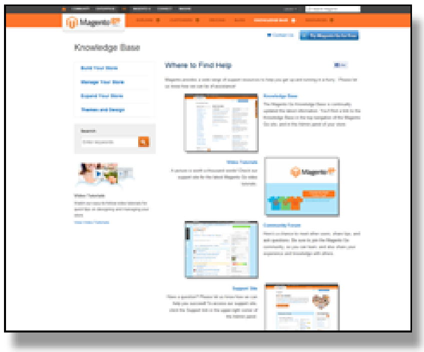
User Name: ______________________________

Password: ______________________________

Email Address: ______________________________

Additional Resources

Magento Go has all the resources you need to succeed from a world-class tech support team to a wide variety of self-help resources.

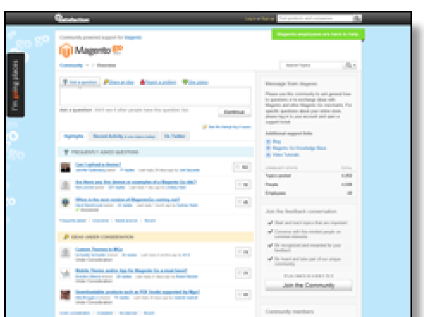


Knowledge Base

Got a question? The Magento Go Knowledge Base has an answer. Our Knowledge Base is your one-stop shop for helpful articles and how-to guides, as well as technical product documentation.

Video Tutorials

Watch our easy-to-follow video tutorials for tips on how to create and manage your Magento Go store.



Discussion Forum

Looking to connect and learn from other Magento Go merchants or experts? Tap into the Magento Go community at our Discussion Forum.

Support

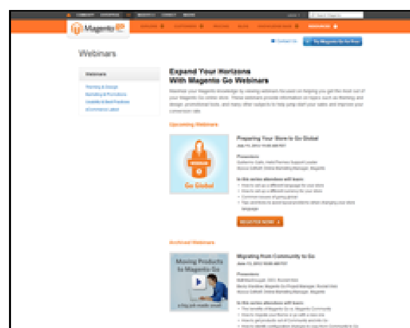
Our expert tech support team is here to help you with a wide variety of technical support issues, basic design and store configurations.

Magento Go Blog

Check out our Blog for the latest on new product features, eCommerce trends, best practices, upcoming events, and more!

Webinars

Learn from Magento employees and eCommerce experts at our next live webinar, or catch up today on past webinars.



User Guides

Comprehensive reference guides for the technically savvy merchant, IT manager, web developer or designer.

Find an Expert

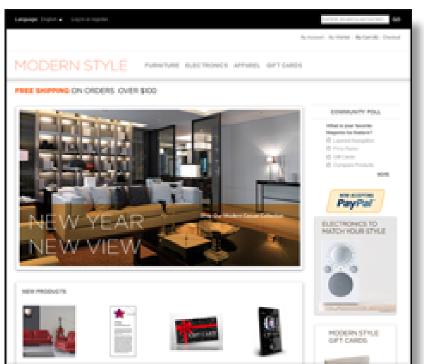
Want help setting up your store or achieving that perfect look and feel? Magento Go Pros are experts in everything from store set up and design to integrations and marketing. Find a Magento Go Pro and jumpstart your business today!

Chapter 2:

A Quick Tour

In this quick tour, we'll take a look at each page that customers usually visit while shopping in your store. The path customers follow that leads to a sale is sometimes called the path to purchase. The term conversion refers to the process of transforming a visitor into a paying customer.

The Path to Purchase

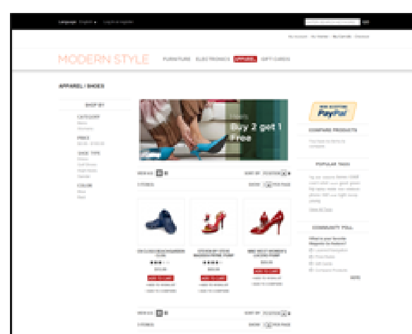


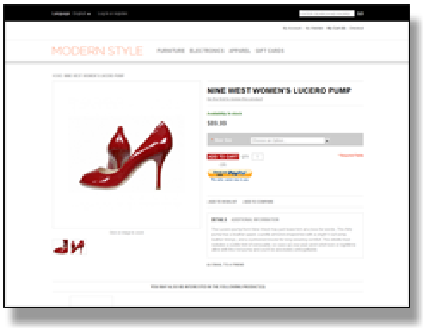
Home Page

Your home page is like the window display of your store. It is the primarylanding page for your store and is designed to entice visitors to come inside for a closer look.

Catalog Page

This page shows products from your catalog in either a list or grid format. The selection can be based on a category, or a choice made in the layered navigation on the left, or search results. Any item can be examined in more detail, or placed directly into the shopping cart.



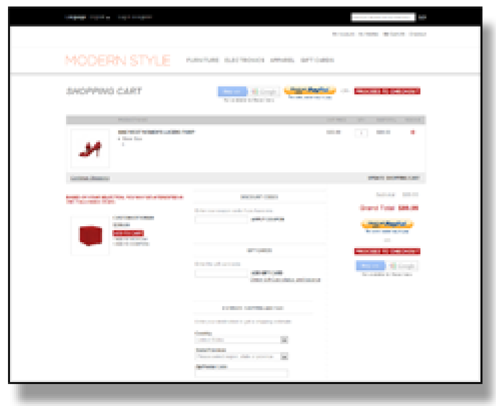


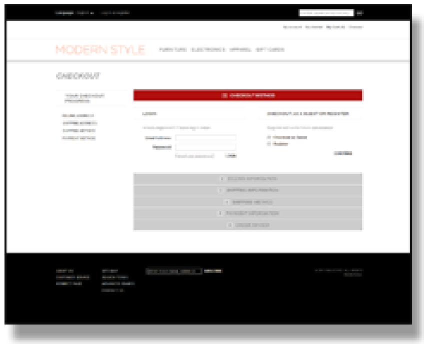
Product Page

The product page provides detailed information about a specific item in your catalog. Shoppers can read reviews, add the product to their wish lists, compare it to other products, share the link with friends, and most importantly, place the item in the shopping cart.

Shopping Cart Page

The shopping cart lists each item by price and quantity selected and calculates the subtotal. Shoppers can apply discount coupons and gift cards and generate an estimate of shipping and tax charges.



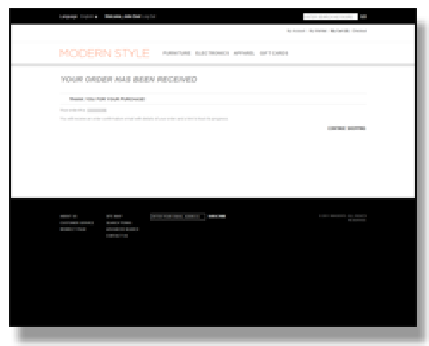


Checkout Page

During checkout, the necessary billing, shipping, and payment information is gathered to complete the order. New customers can open accounts, or if they prefer, check out as guests. Regular customers can speed through checkout by logging in to their accounts.

The final step in the process is to review the order and approve the purchase. This shopper is now your customer!

Order Confirmation Page

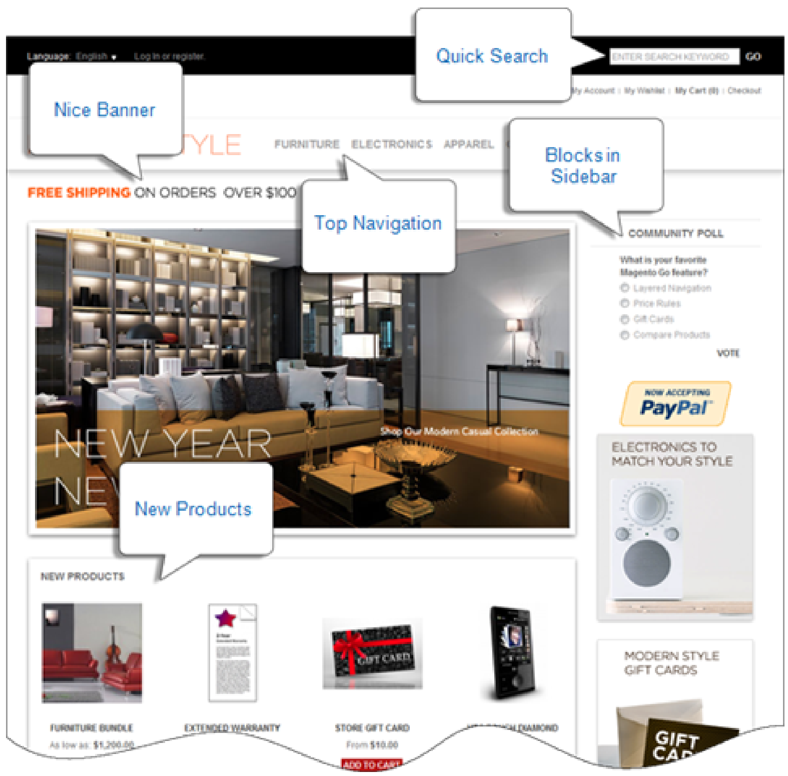


The "One Page Checkout Success" page thanks each customer for their order. For registered customers, the page includes a link to their account. The page is also used to track conversions because it appears only when the purchase is complete. To track conversions, simply add the tracking code to a static block. Then, use the Frontend App tool to place the block on the page.

Home Page

Did you know that most people spend only a few seconds on a page before they decide to stay or go somewhere else? That's not long to make an impression!

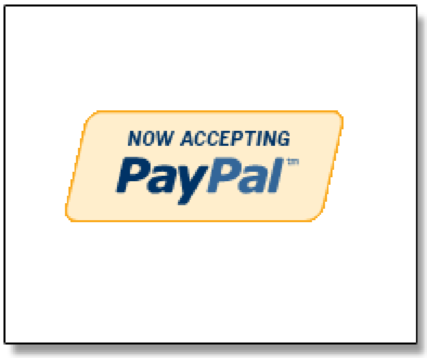
If you were to do an eye-tracking study of this page, you would discover that the eyes of most people gravitate toward the "Free Shipping" offer in the upper-left corner. Shoppers love free shipping, but there's more to it than that. For most people, that general area on the page is the "sweet spot." Studies show that people also love photographs, especially of other people. Whatever design you choose, everything on your home page should move visitors along toward the next step in the sales process. The idea is to guide their attention, in a cohesive flow from one point of interest to the next.



Home Page

Blocks

Your store includes a set of blocks that add a variety of features and opportunities for customers to interact with your store. Some blocks are required components of your store, while others can be enabled or disabled according to your preference. These built-in blocks are always located in either the right or left sidebar of the page.

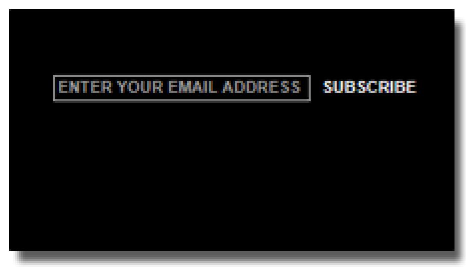


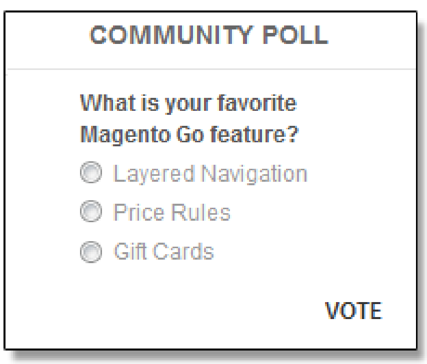
PayPal

The PayPal block lets your customers know that you accept payments by PayPal.

Newsletter

The Newsletter block in the footer invites people to sign up for your newsletter.



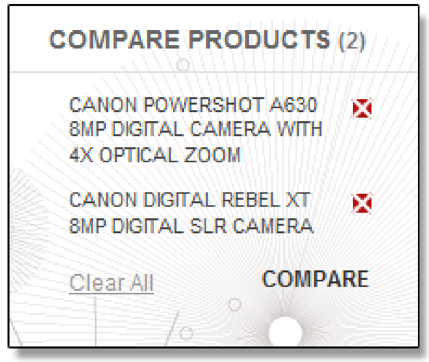


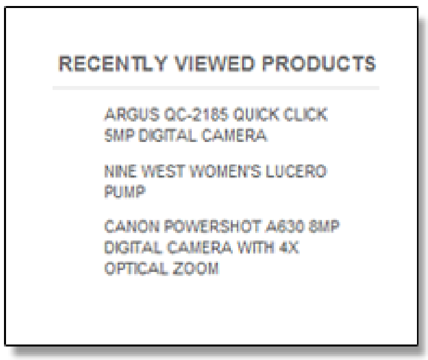
Poll

The Poll block displays polls or surveys that you have set up.

Compare Products

The Compare Products block lets your customers quickly compare items side-by-side.



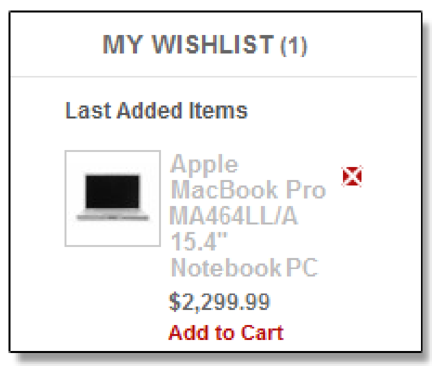


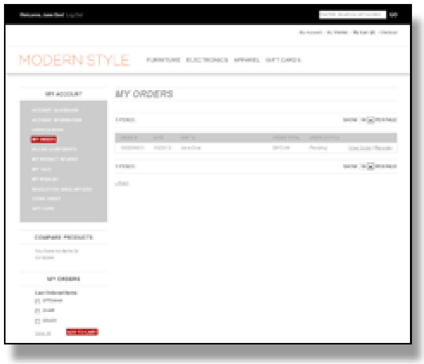
Recently Viewed Products

The Recently Viewed Products block keeps track of products which customers have recently viewed, so they can quickly and easily find them again.

Wishlist

The Wishlist block displays the items from the customer's wishlist.



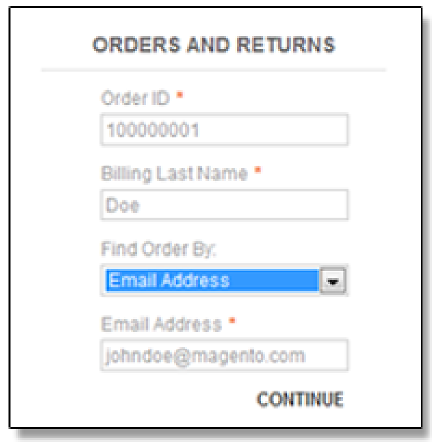


My Orders

The Orders block allows customers who are logged in to view the Order Summary page of their account.

Orders and Returns

The Orders and Returns block allows guests and customers who are not logged in to their accounts to retrieve information about a specific order.

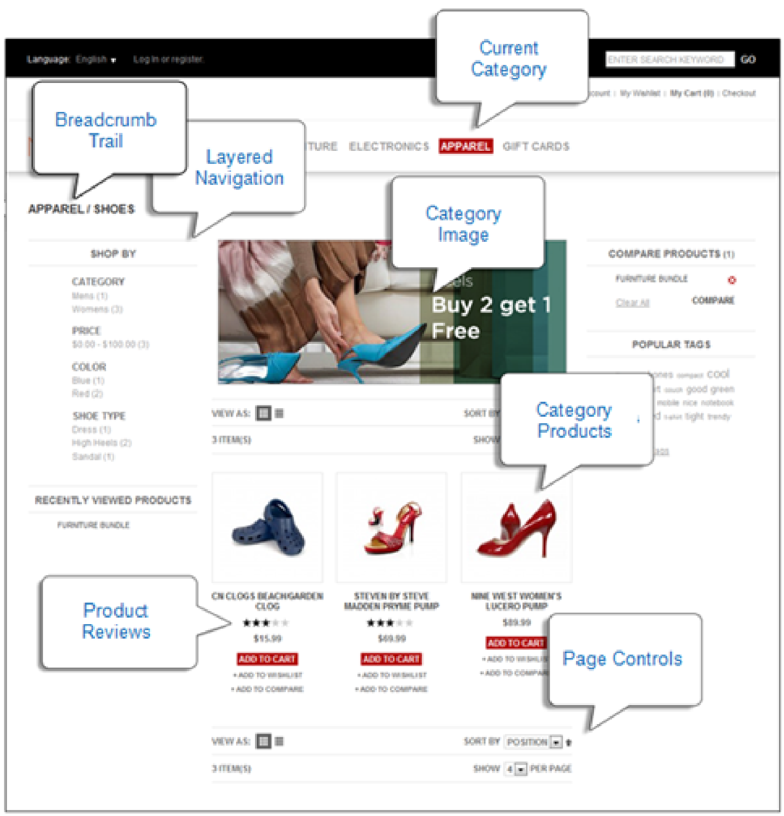


Catalog Page

Your home page is like the front door of your store, although people don’t always enter through the front door. Because people who use search engines often arrive at a specific product or category page, all the more reason to make sure your catalog pages have interesting content!

The categories you create for your product catalog appear in the main menu of your store. They also appear in the breadcrumb trail and in the layered navigation that runs down the left column of some pages.

Catalog pages usually have small product images and brief descriptions, and can be formatted as a list or a grid. You can liven things up with banners, videos, and keyword-rich descriptions, and create special designs that are timed to appear for a promotion or season. The initial product description usually gives shoppers just enough information to merit a closer look. People who know what they’re looking for might just add the product to their shopping carts and go!

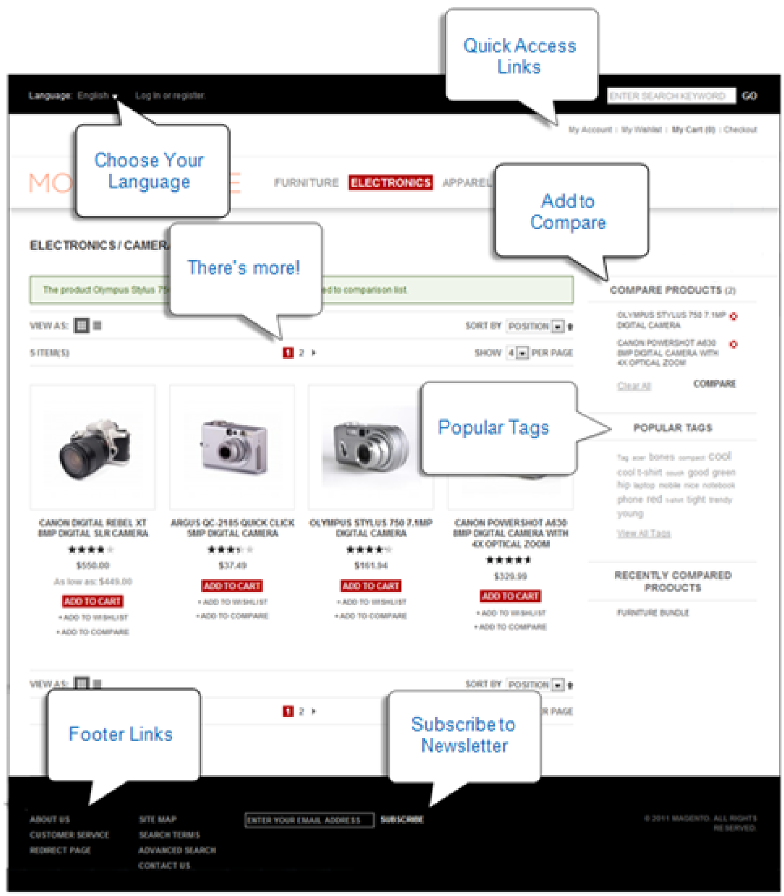


Catalog Page with 3-Column Layout

Catalog Page Layout

Here's a different take on a category page that uses a two-column, rather than three-column layout. You can have fun experimenting with different column layouts, and even apply different layouts to different categories—all within the same theme. You might be surprised by what you discover!

This page lists only the products in the category, without the added distraction of images or text. There is nothing wrong with this straight-forward approach. In fact, there is a distinct advantage to having products listed "above the fold," because people don't have to scroll down to see them. It's good to remember that most people who arrive at a catalog page are often in a hurry, and might be looking for something specific.

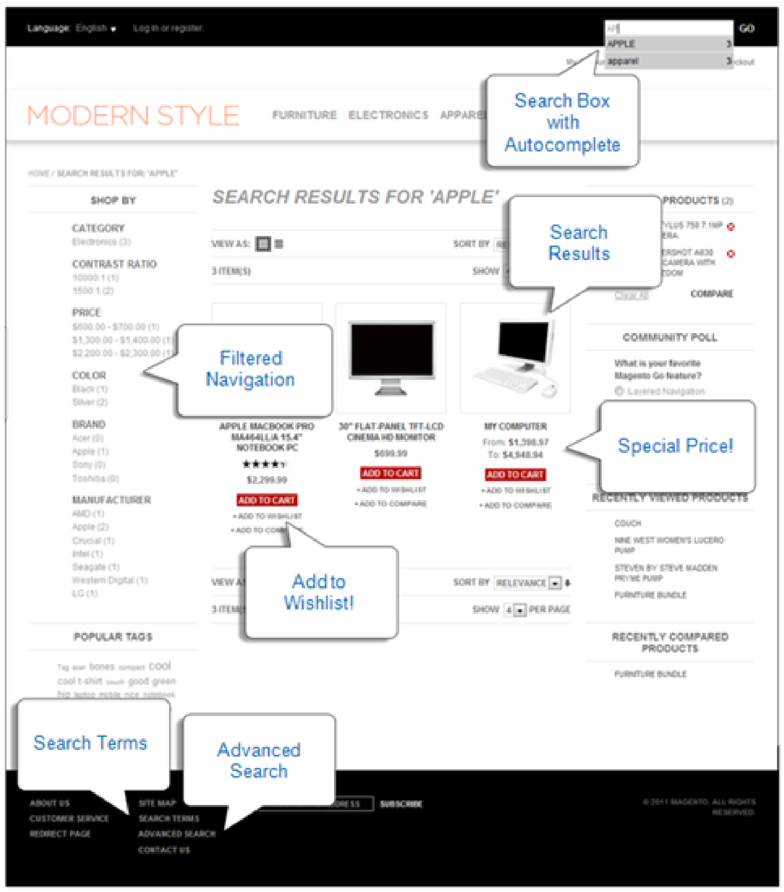


Catalog List with Two Columns, Right Bar Layout

Search Results Page

Did you know that people who use search are nearly twice as likely to make a purchase as those who rely on navigation alone? You might consider these shoppers to be "pre-qualified."

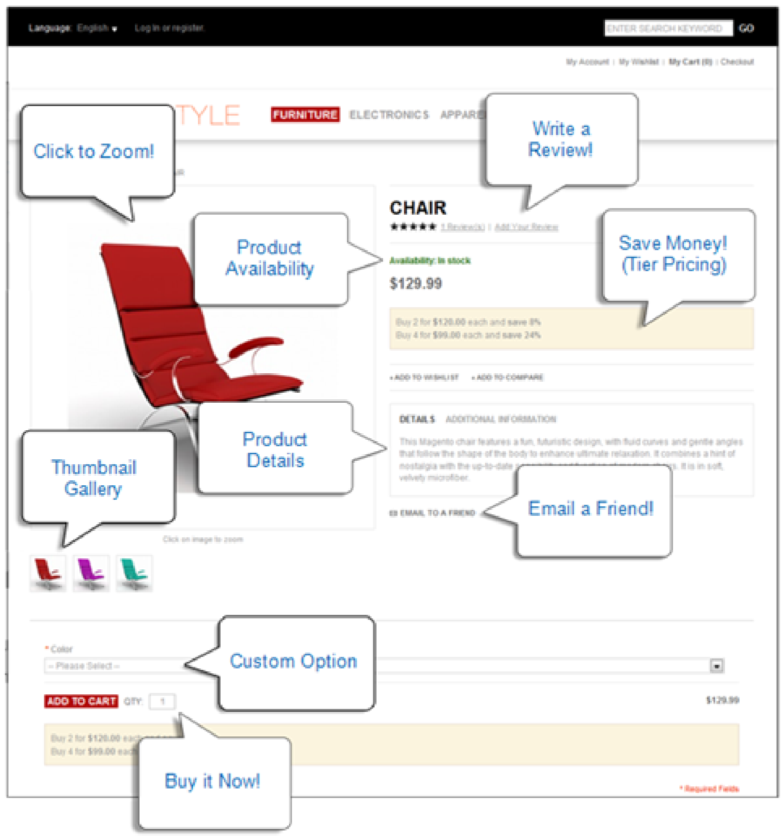
Your Magento Go store has a Quick Search box in the upper-right corner, and a link to Advanced Search in the footer. Magento Go keeps track of all the search terms shoppers submit through your site, so you can see exactly what they're looking for. You can offer suggestions, and enter synonyms and common misspellings. Then, display a specific page when a search term is entered.



Search Results

Product Page

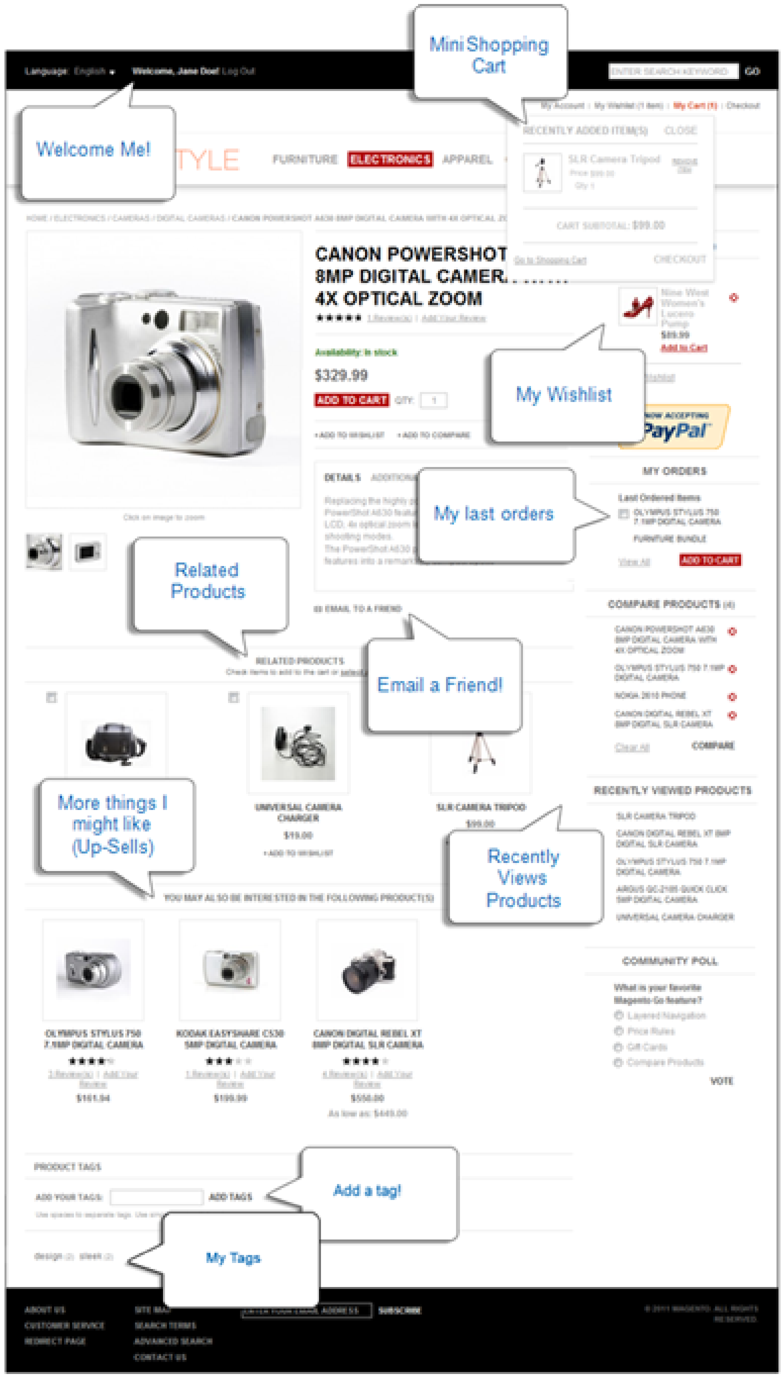
The first thing that catches your eye on the product page is the product image with high-resolution zoom and thumbnail gallery. In addition to the price and availability, there's also a tabbed section where shoppers can find more information. Depending on the product, there may also be additional options from which to choose.



Product Page

Personalized Shopping

As you learn more about your customers, you can make targeted special offers, personalize promotions, offer a curated selection of related products they might find interesting. Customers who shop while logged in to their accounts enjoy a personalized shopping experience.

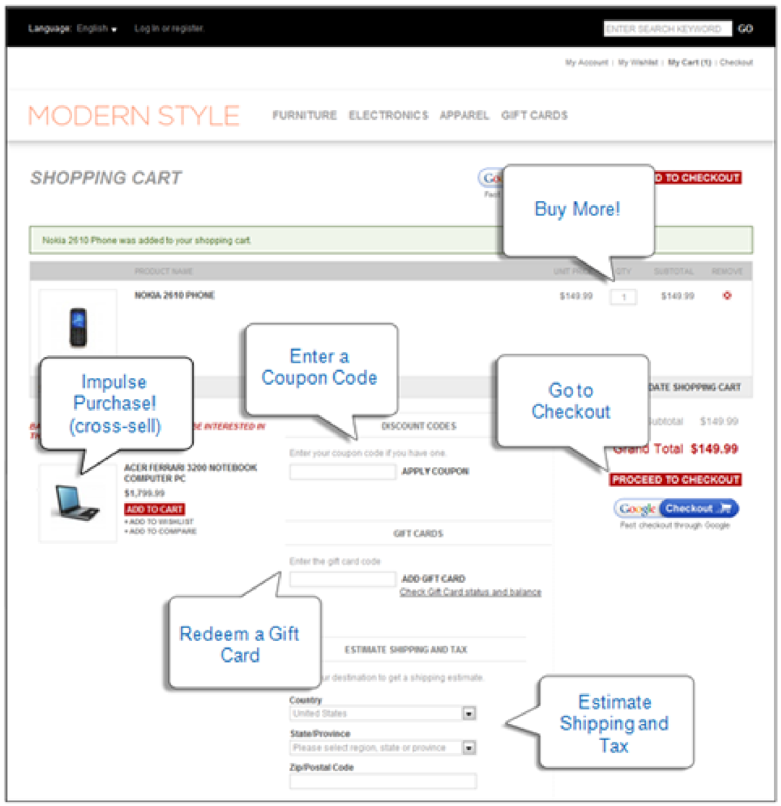


Personalized Shopping

Shopping Cart Page

The Shopping Cart is where the total cost of the order can be determined, based on estimated shipping and tax. This is also where coupon codes and gift cards can be applied toward the purchase price. The shopper can change the quantity of items in the cart, or delete items if necessary.

The Shopping Cart is a great place to display your trust badges and seals. You should also include a link to your Privacy Policy in the footer. Many merchants put their toll-free number in the header, so it is always readily available.

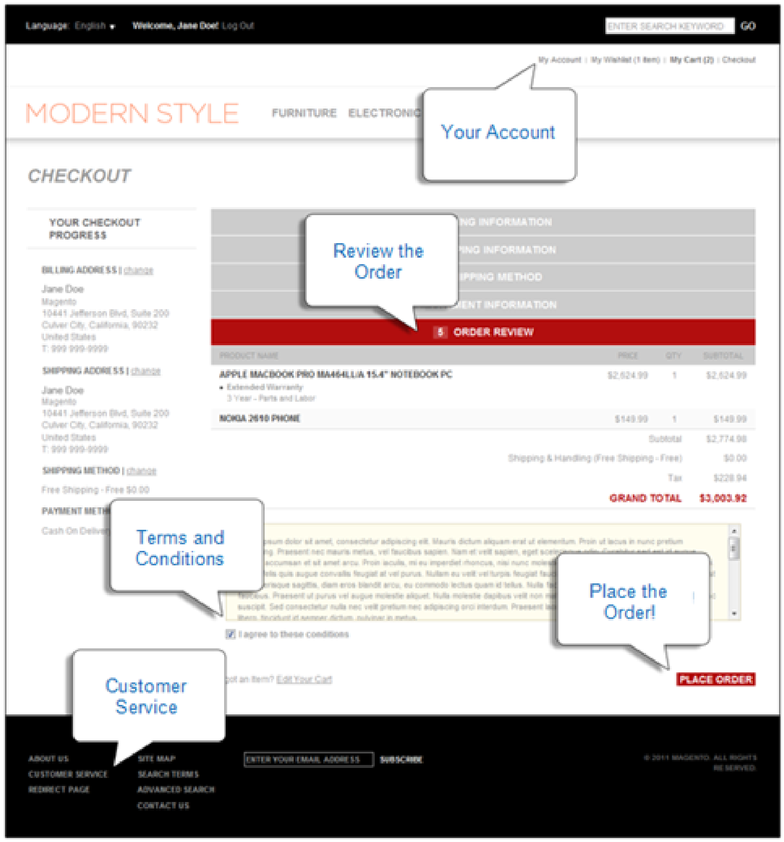


Shopping Cart

Just as standing in the checkout line, the Shopping Cart is an ideal opportunity to offer one last item. You can carefully select certain items to be offered whenever a specific item is in the Shopping Cart. It's the classic cross-sell, "Would you like some fries with that?"

Checkout Page

The transaction shifts to a secure, encrypted channel as soon as the customer clicks the “Proceed to Checkout” button. A padlock symbol appears in the address bar of the browser, and the URL changes from “http” to “https.” The checkout process has begun.



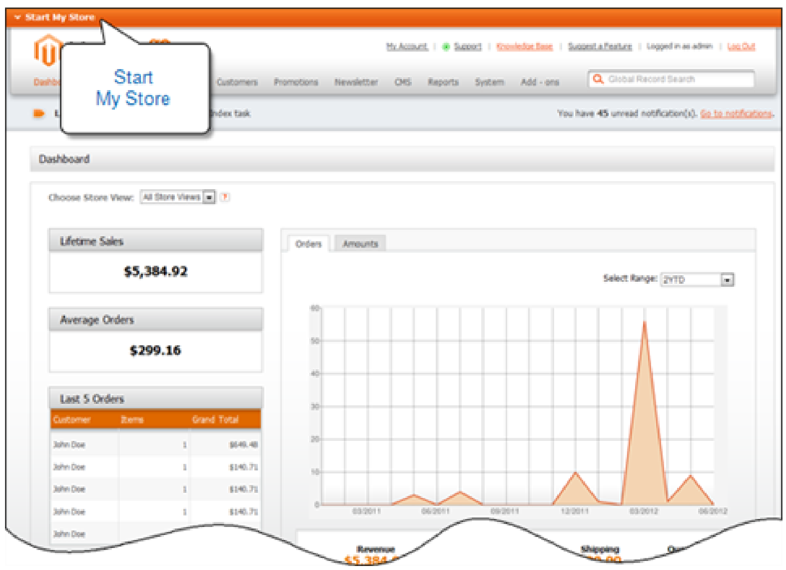
Checkout Page

From this point on, the goal is to gather the information necessary to complete the transaction. The Checkout page leads the customer through each step of the process, starting with the billing, shipping, and payment information, and finally a review of the order. Customers who are logged into their accounts can skip some of these steps, if the information is already in their accounts. The last step is for the customer to agree to the terms and conditions of the sale, and place the order.

Chapter 3:

Start My Store

Magento Go leads you through the process of setting up your store, step by step. You can refer to this chapter for more detailed information as you go through the "Start My Store" process. When you're done, your store will be ready to go live!



Start My Store

To access Start My Store:

1. Log in to your store's Admin with the credentials you received in your **Welcome email**.
2. From the Dashboard, click **Start My Store** in the upper-left corner of the orange header at the top of the page.
3. Complete each of the following steps before opening your store for business.

   You can close the guide and return to the Admin panel at any time by clicking anywhere in the orange bar at the top of the page.

Step 1: Language Preference

Magento Go gives you the ability to participate in the global marketplace, with support for multiple languages, currencies, and tax rules. When your store is first created, the language is set to English (United States). You can change the language and add additional languages depending on your plan.

Video Tutorial: Choose Your Language

Start My Store: Language Preference

Step 2: Contact Information

Get started right away by letting customers know who you are and how to reach you. Your contact information appears on email messages, invoices, packing slips, and newsletters sent to your customers. You can create a variety of contacts to represent different departments.

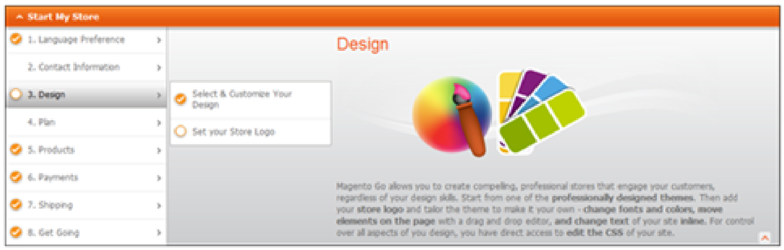
Video Tutorial: Set Up Your Contact Information

Start My Store: Contact Information

Step 3: Design

Magento Go helps you create compelling and professional stores that engage your customers, regardless of your design skills. You can use a theme “right out of the box” or customize it with your own design. You can use the Design Settings Editor to make simple changes or work directly with the CSS Editor for more creative control.

Video Tutorials: Set Your Store Logos
Set Your Store's Look and Feel
Picking a Starting Theme



Start My Store: Design

Step 4: Plan

As your business grows, Magento Go can grow with you. With a wide range of configurable features and a variety of plans to meet your needs as the size of your business grows, Magento Go is the ideal way to launch your online business.

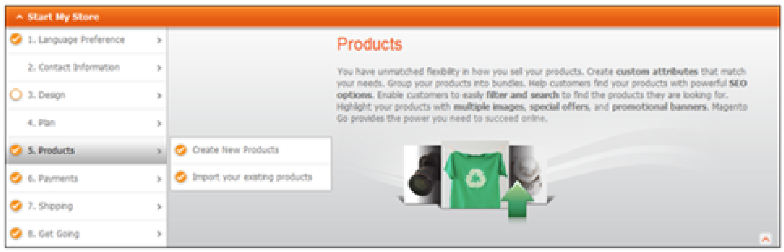
Video Tutorial: Choose Your Store Plan

Start My Store: Plan

Step 5: Products

Magento Go lets you create a wide variety of products with custom attributes and input controls. You will learn how to create configurable products with drop-down lists of options, grouped and customizable products, gift cards, and more.

Video Tutorial: Create New Products
Import Products

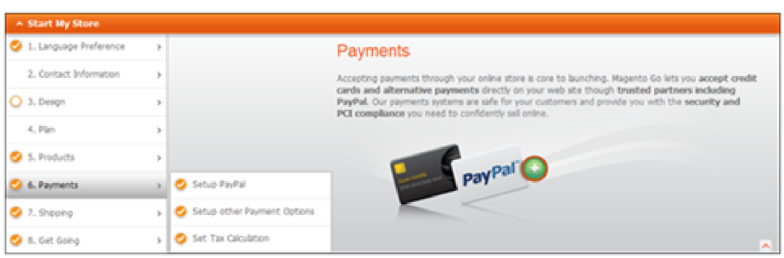


Start My Store: Products

Step 6: Payments

With Magento Go, you can accept payment by credit card and other methods directly from your store when processed through PayPal and other trusted partners. Our payment systems are safe for your customers and provide you with the security and PCI compliance that you need to confidently sell online.

Video Tutorial: Set Up PayPal
Set Up Other Payment Methods
Set Tax Calculation



Start My Store: Payments

Step 7: Shipping

Magento Go supports a wide range of shipping methods and carriers offering services in all parts of the world. Even if your business is small, you can offer your customers an assortment of world-class shipping services.

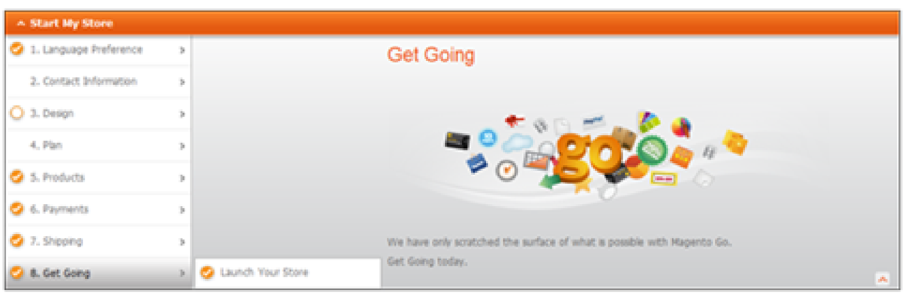
Video Tutorial: Set Up Shipping Options

Start My Store: Shipping

Step 8: Get Going

When you are ready to launch your store and open for business, click the Go button to remove the demo store notice. With the "Under Construction" message removed, your store is open for business!

Video Tutorial: Launch Your Store



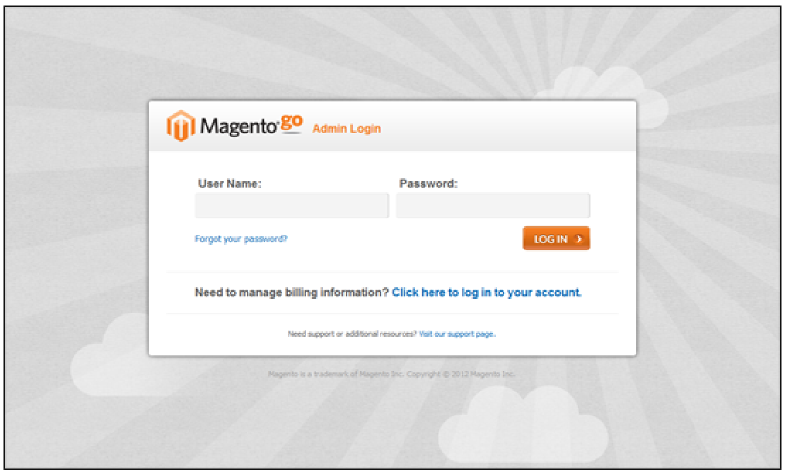
Start My Store: Get Going

Notes

Chapter 4:

Your Store Admin

The Admin panel is your "virtual back office." It gives you the ability to control all aspects of your online store. In this chapter, you will learn how to find your way around the menus, commands, configuration utilities, and reports that make up your store's Admin.

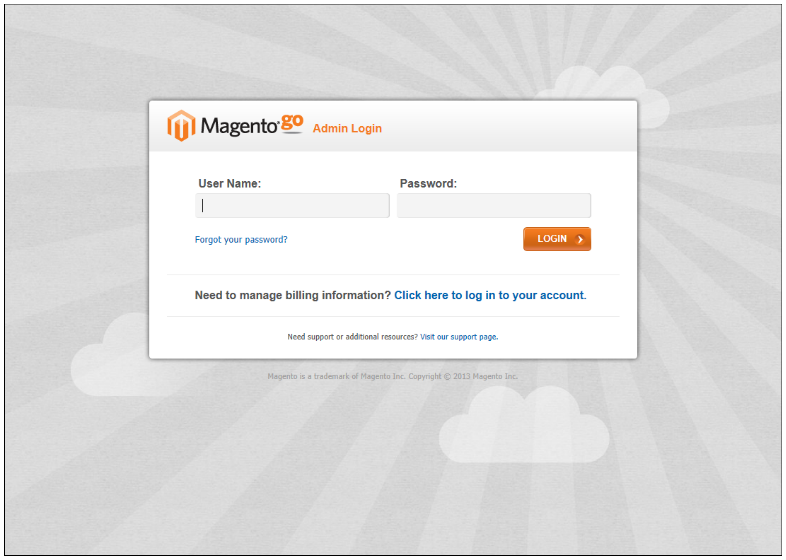


Admin Login

Logging In to Your Store

Easy

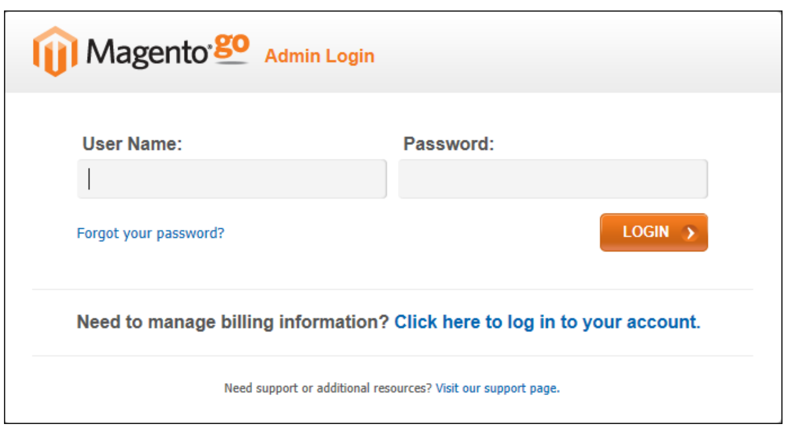
All of the tools you need to manage your store are located in the Admin panel. To log in, use the credentials that were sent in the Welcome email that you received when you signed up for your store. If you can't find the Welcome email, follow the instructions to reset both your password and user name.



Admin Login

To log in to your store's Admin:

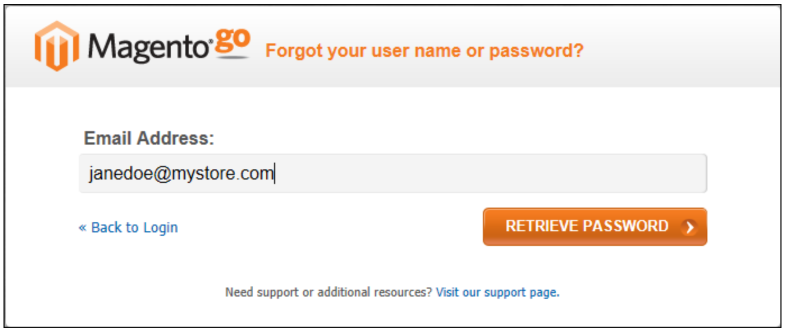
1. In the address bar of your browser, type the domain for your store, followed by: **/admin**
   - If your store has a standard domain, type: **http://mystore.gostorego.com/admin**.
   - If your store has a custom domain, type: **http://www.mystore.com/admin**.
2. Enter your **User Name** and **Password**, and click the **Log In** button.



Admin Login

To reset your password and username:

1. Below the User Name field, click the **Forgot your password?** link.
2. Enter the **Email Address** that you used to sign up for your store.



Retrieve Password

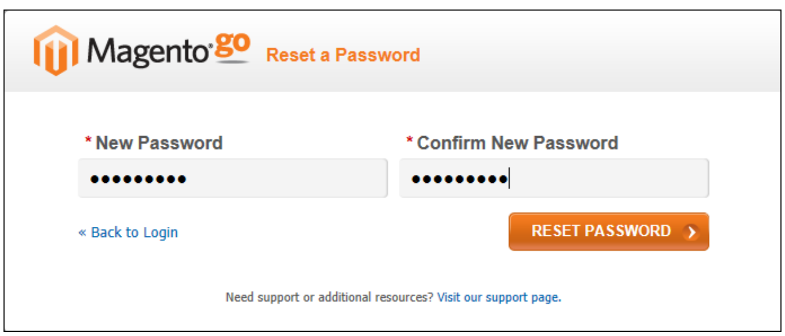
3. Click the **Retrieve Password** button.

   A Password Reset Confirmation email will be sent to the email address that is associated with your account.

4. Open the email and click the link to reset your password. Then, do the following:

   a. When prompted, enter your **New Password**, and again to confirm.

   b. Click the **Reset Password** button.

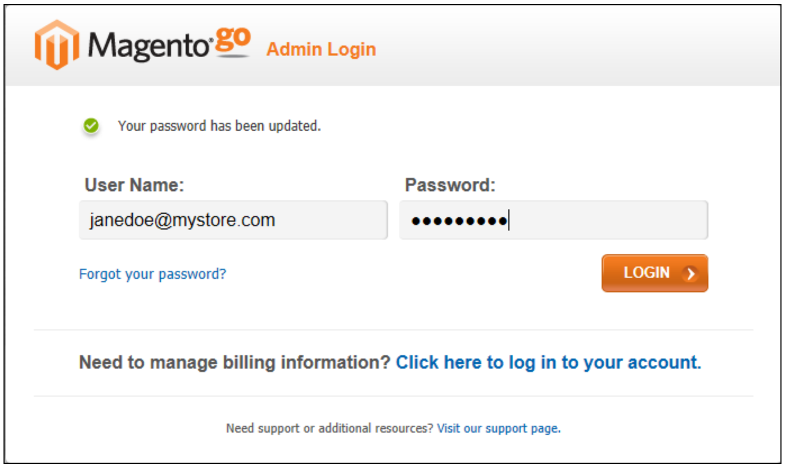


Reset Password

   c. When the Admin Login reappears, enter your **User Name** and new **Password**.

   - If you can't remember your user name, enter the **email address** that is associated with your account as a temporary user name.

   d. Click the **Login** button.

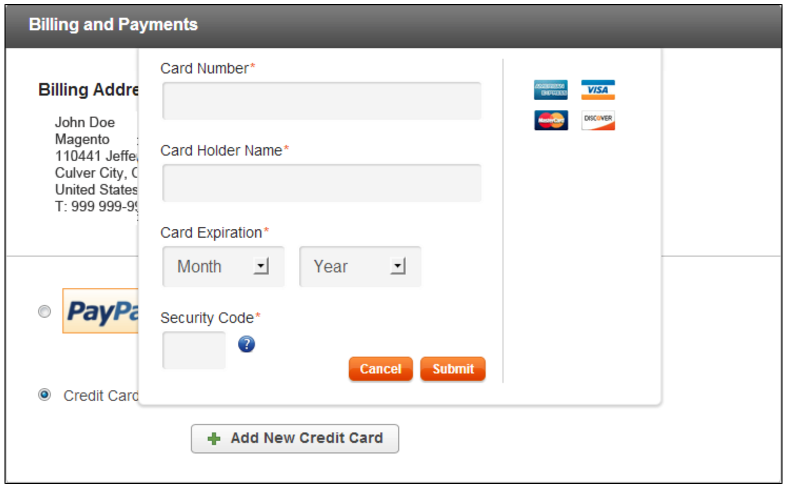


Temporary User Name and New Password

5. If you logged in with a temporary user name, be sure to update your user name. To learn more, see: Changing Your Admin Login.

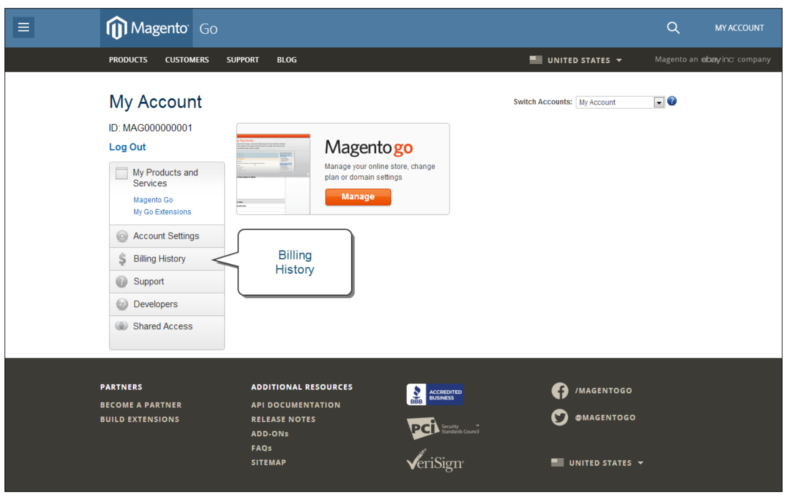
To manage your billing information:

1. Click the link, "**Click here to log in to your account**."
2. Enter your credentials to log in to your Magento account.
3. In the panel on the left, click **Account Settings**. Then, select **Billing and Payments**. From here, you can do any of the following:
   - Update your billing address
   - Add a PayPal account
   - Add a credit card



Adding a Credit Card

4. In the panel on the left, click **Billing History** to view current and past orders, and produce a print-ready receipt.

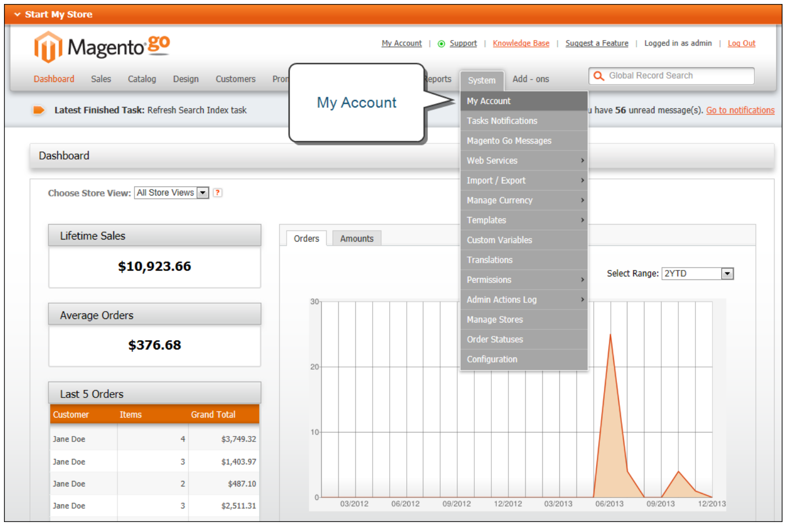


Billing History

Changing Your Admin Login

Easy

The information associated with your admin account includes your user name and password, first name and last name, and email address. The information can be updated as needed, or periodically to provide an additional measure of security.



My Account

To change your admin credentials:

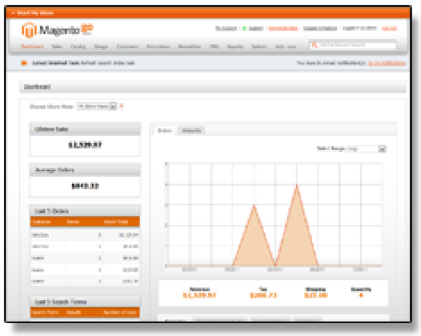
1. On the Admin menu, select **System > My Account**.
2. Do the following, as needed:
   - Enter a new **User Name**.
   - Update your **First Name** and **Last Name**.
   - Update your **Email Address**.
   - Enter a **New Password**. To confirm the password, enter it again in the **Password Confirmation** field.

Admin Account Information

3. When complete, click the **Save Account** button.

Admin Menus

All of the commands you need to manage your store are located in the menus that runs across the top of the Admin panel. You don't need to learn them all now, but eventually, you'll become very familiar with them!

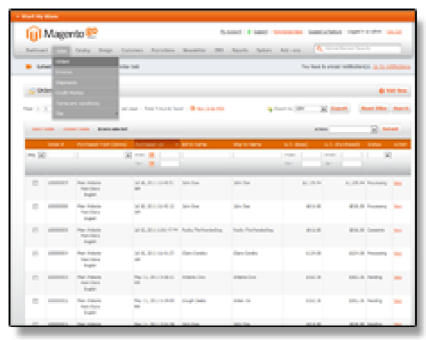


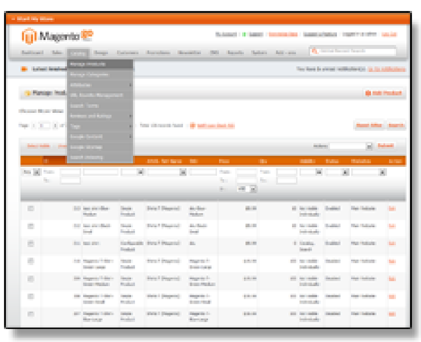
Dashboard

The Dashboard provides an overview of the sales and customer activity on your site. It is usually the first page that appears after you log in to the Admin panel.

Sales

The Sales menu is where you can find everything related to processing an order, including current and past orders, invoices, shipments, credit memos, terms and conditions, and taxes.



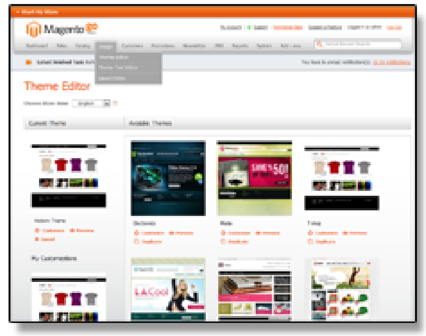


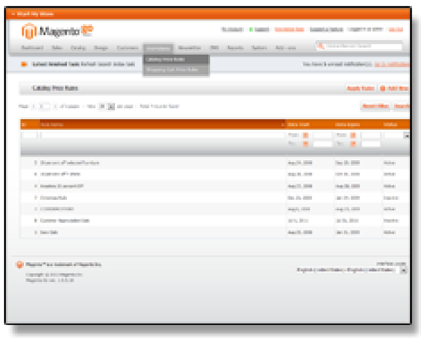
Catalog

The Catalog menu controls everything related to your product catalog, including products, categories, attributes, URL rewrites, search terms and indexing, product reviews, ratings and tags, Google Content and Google Sitemap.

Design

The Design menu lets you change the design of your store by customizing and applying different themes, editing text, moving blocks, and making code changes with CSS and JavaScript.



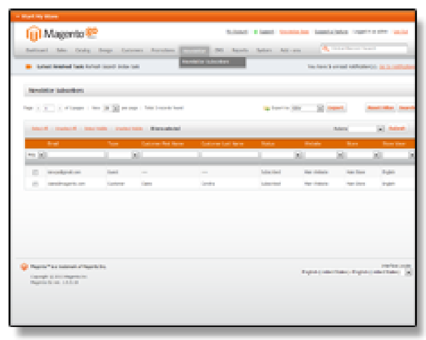


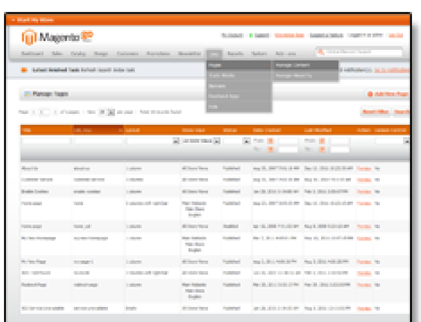
Promotions

The Promotions menu lets you set up catalog and shopping cart price rules, which trigger an action whenever a set of conditions is met. Rules can be used to extend a discount to a customer group or product or be based upon the items in the shopping cart.

Newsletter

The Newsletter menu is used to manage the list of subscribers to any newsletters you publish.



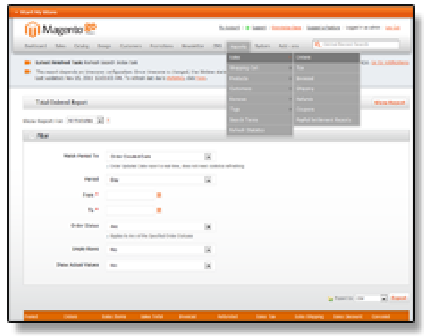


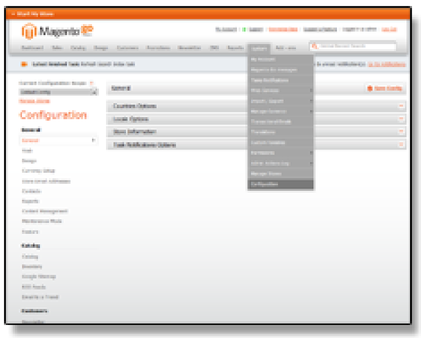
CMS

The CMS menu lets you create new content pages and edit existing ones. In addition, you can create static blocks of content and set up dynamic frontend apps, such as a rotating banner or list of new products. You can also create polls and monitor the responses.

Reports

The Reports menu provides a broad selection of reports on every aspect of your store, including sales, shopping cart, products, customers, reviews, tags, and search terms.





System

The System menu provides configuration utilities for every aspect of your store. In addition, you can manage your account, set permissions, import/export data, manage email templates, currency and translations, and create additional store views.

Add-Ons

The Add-Ons command provides access to the Magento Connect marketplace where you can find Trusted Extensions, themes, and integration with third-party tools.

Notes

Chapter 5:

Your Store Information

The basic information for your store includes the store name and address, telephone number and email address, and appears on email messages, invoices, and other communications sent to your customers.

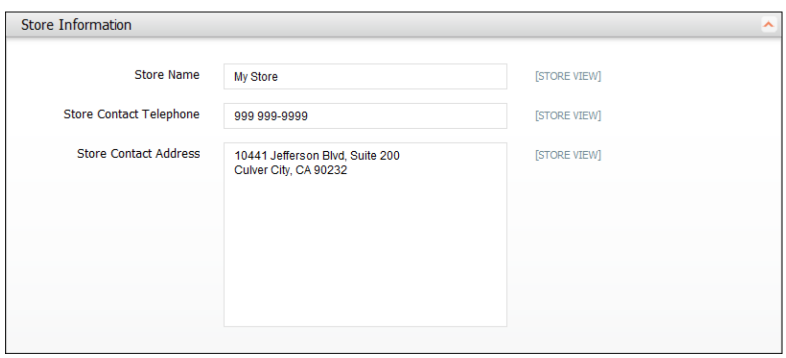
Editing Store Information

Easy

If you have started working your way through the Quick Start Guide, then you have already entered some of your store information. Here's how to access the information you have entered so you can make changes.

To edit your information:

1. On the Admin menu, select **System > Configuration**.
2. On the General page, click to expand the **Store Information** section. Then, do the following:



Store Information

   a. Type your **Store Name** as you want it to appear on customer communications.

   b. Type your **Store Contact Telephone** number, formatted as you want it to appear on customer communications.

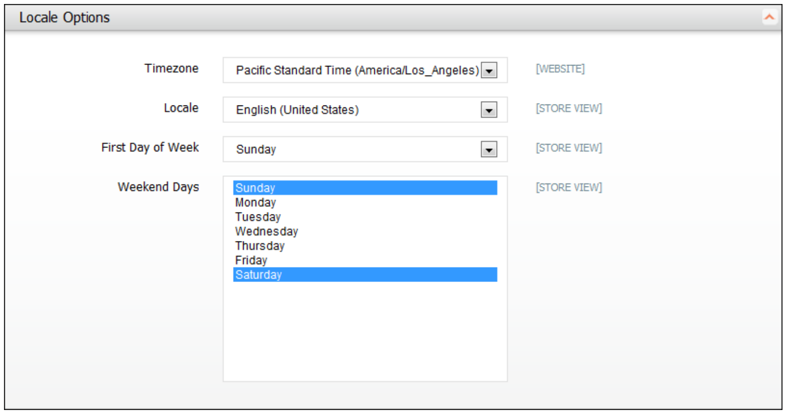
   c. In the **Store Contact Address** box, type the mailing address of your store.

3. When complete, click the **Save Config** button.

Store Locale

Easy

The locale determines the language, country, tax rate, and other settings used throughout your store. The Locale Options configure the time zone and language of the store, and identify the days of your work week in your area.



Locale Options

To set the locale for your store:

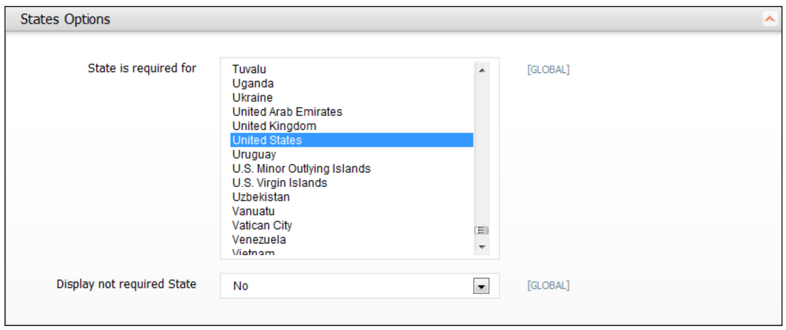
1. On the Admin menu, select **System > Configuration**.
2. On the General page, click to expand the **Locale Options** section.
3. Select your **Timezone** from the list. Then, do the following:
   a. Set **Locale** to the language for your store.
   b. Set **First Day of the Week** to the day that is considered to be the first day of the week in your area.
   c. In the **Weekend Days** list, select the days which fall on a weekend in your area. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)
4. When complete, click the **Save Config** button.

State Options

Easy

The state, province, or region is a required part of the address in many countries. The information is used to enter shipping and billing information, to calculate tax rates, and so on. For countries where it is not required, the field can be omitted entirely from the address, or included as an optional field.

Because standard address formats vary from one country to another, you can also edit the address template that controls how the information appears on documents such as invoices and packing slips.



State Options Configuration

To configure the state:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **General**.
3. Click to expand the **States Options** setting, and do the following:
   a. In the **State is required for** list, select all the countries where you want State to be a required entry. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)
   b. Set **Display not required State** to one of the following:

Yes	In countries where the state field is not a required, your customers can optionally enter the information.
No	In countries where the state field is not a required, the field is omitted from the form.

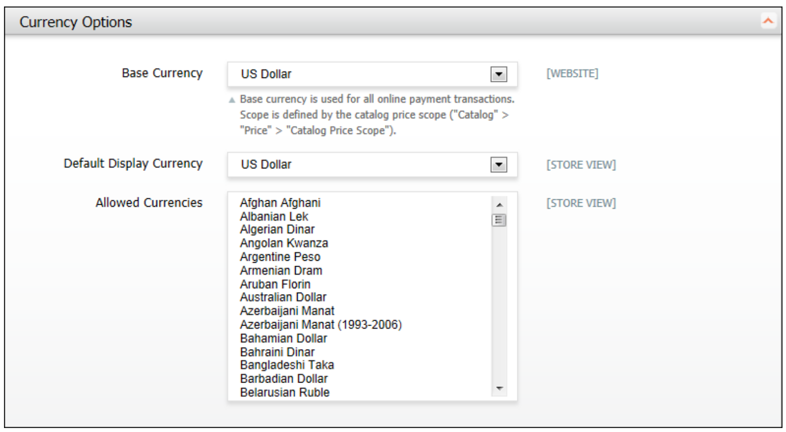
4. When complete, click the **Save Config** button.

Currency Setup

Intermediate

Magento Go lets you configure your store to accept currencies that are used in more than two hundred countries around the world. In addition to setting your accepted currencies, you can also manage currency rates for your store. If you accept payment in multiple currencies, make sure to monitor the currency rate settings, because any fluctuation can affect your profit margin. Currency rates can be set manually, or imported into your store. Currency symbols are used throughout your store, and appear in product prices and sales documents such as orders and invoices.

Before you can set currency rates, you must specify which currencies you accept, and which currency is used to display prices in your store. You can customize the currency symbols as needed, and also set the display of prices for each store view.



Currency Options

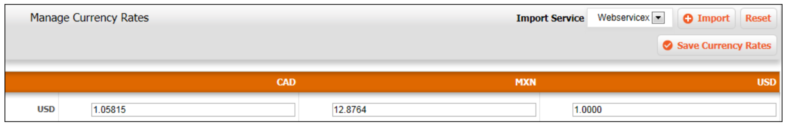
To set up currency for your store:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Currency Setup**. Click to expand the **Currency Options** section, and do the following:
   a. Set **Base Currency** to the primary currency that you use for online transactions.
   b. Set **Default Display Currency** to the currency that you use to display pricing in your store.
   c. In the **Allowed Currencies** list, select all currencies that you accept. (To select multiple currencies, hold down the Ctrl key and click each option.)
3. When complete, click the **Save Config** button.

To update currency rates:

1. On the Admin menu, select **System > Manage Currency > Rates**.

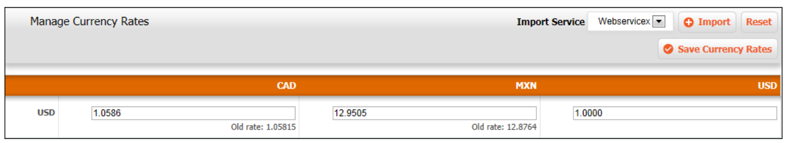
   The Manage Currency Rates page displays the rates of the currency you accept in relation to your base currency rate.



Manage Currency Rates

2. Do one of the following:

   - To manually update a currency rate, click the rate you want to change, and type the new value.
   - To import the latest currency rates from Webservicex Import Service, click the **Import** button.



Import Currency Rates

   The rate is updated with the value from the import, with the old rate referenced below.

3. When complete, click the **Save Currency Rates** button.

To customize currency symbols:

1. On the Admin menu, select **System > Manage Currency > Symbols**.

   Each enabled currency for your store appears in the Currency list.

2. Enter a custom symbol for each currency you want to use, or select the **Use Standard** checkbox to the right of each currency.

3. When complete, click the **Save Currency Symbols** button.

> It is not possible to change the alignment of the currency symbol from left to right.

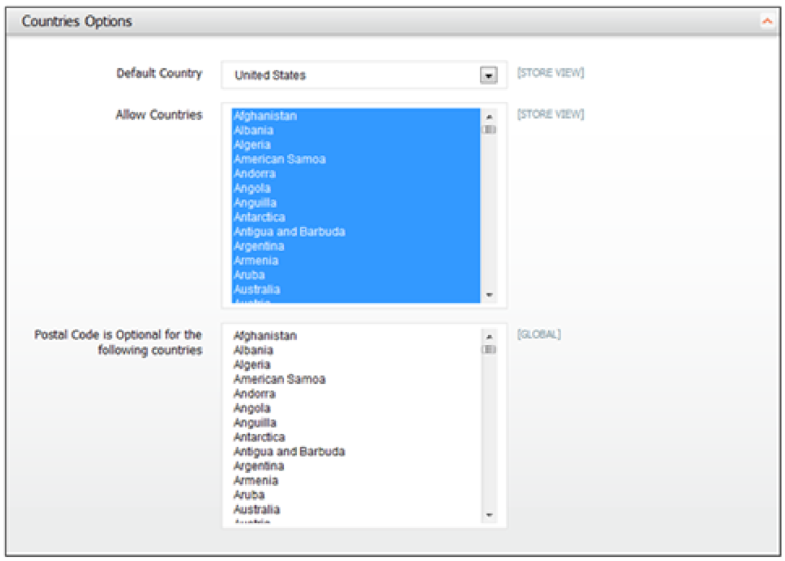
Field Descriptions

Options	Scope	Description
Base Currency	Store View	The primary currency used in store transactions.
Default Display Currency	Store View	The primary currency used to display prices.
Allowed Currencies	Store View	The currencies accepted by your store for payment.

Countries Options

Easy

The Countries Options establish the country where your business is located and the countries from which you accept payment.



Countries Options

To set your store's country options:

1. On the Admin menu, select **System > Configuration**.
2. On the General page, click to expand the **Countries Options** section.
3. Set **Default Country** to the country where your business is located.
4. In the **Allow Countries** list, select each country from which you accept payment. By default, all countries in the list are selected, and appear as country options during checkout. To remove countries from the list, hold down the Ctrl (PC) key or Command (Mac) key.
5. When complete, click the **Save Config** button.

Store Email Addresses

Easy

You can use five different email addresses to represent distinct functions or departments within your business. Each identity and its associated email address can be used as the author of automated email messages that are sent to your customers. In addition to the three predefined email identities, there are two custom identities that you can use however you want. Your store's predefined identities are:

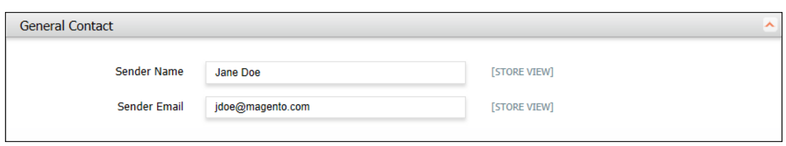
- General Contact
- Sales Representative
- Customer Support

Step 1: Set Up Your Email Addresses

Follow the instructions to set up email addresses for your store.

Step 2: Configure Your Email Addresses

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, click **Store Email Addresses**.
3. Click to expand the **General Contact** section. Then, do the following:
   a. In the **Sender Name** box, type the name of the person listed as your store's General Contact. This name will appear as the sender of all email messages associated with the General Contact identity.



General Contact

   b. Type the name that you want to appear as the sender of email messages associated with the General Contact identity.
   c. In the **Sender Email** box, type the associated email address.
4. Repeat the process to configure the following email addresses:

- Sales Representative
- Customer Support
- Custom Email 1
- Custom Email 2

5. When complete, click the **Save Config** button.

Admin Roles

Role	Description
General Contact	The primary contact person for your store.
Sales Representative	The person in charge of sales.
Customer Support	The person in charge of customer support.
Customer Email 1	Any other store representative.
Customer Email 2	Any other store representative.

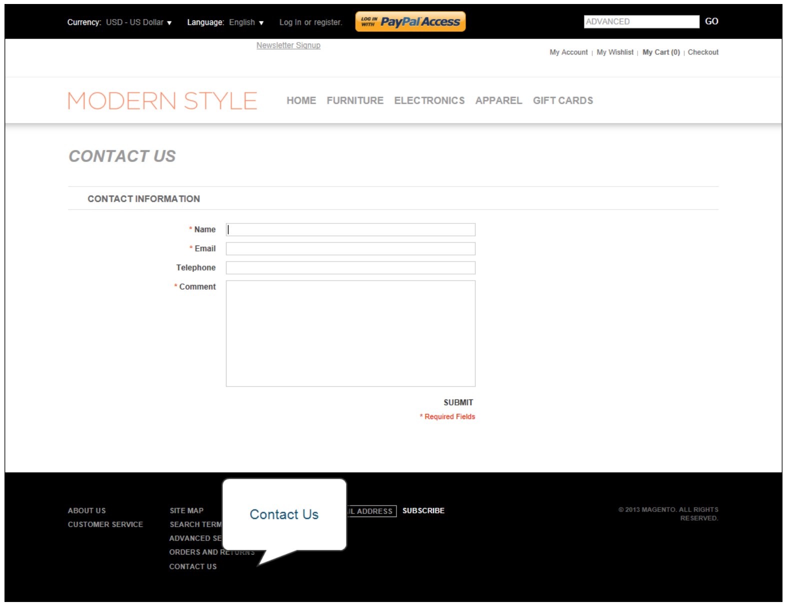
Field Descriptions

Option	Scope	Description
Sender Name	Global	Recipient name or position.
Sender Email	Global	Recipient name or position.

Contact Us

Easy

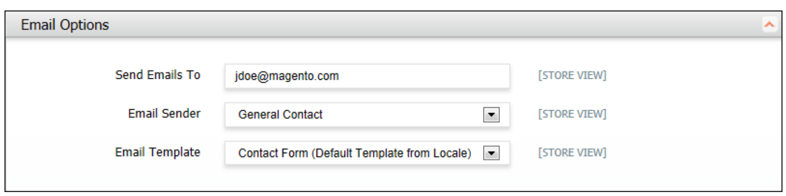
The Contact Us link in the footer of each page is an easy way for customers to keep in touch with you. The form is enabled by default, and can be configured to send inquiries to a specific email address and replies from a specific store identity.



Contact Us Form

To configure the Contact Us form:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, click **Contacts**.
3. Click to expand the **Email Options** section. Then, do the following:



Email Options

   a. In the **Send Emails To** field, enter the email address where the form information is to be sent.

   b. Set **Email Sender** to the store identity you want to use for any replies sent in response to inquiries you receive.

   c. Select the **Email Template** used to format data sent from the form.

4. When complete, click the **Save Config** button.

Notes

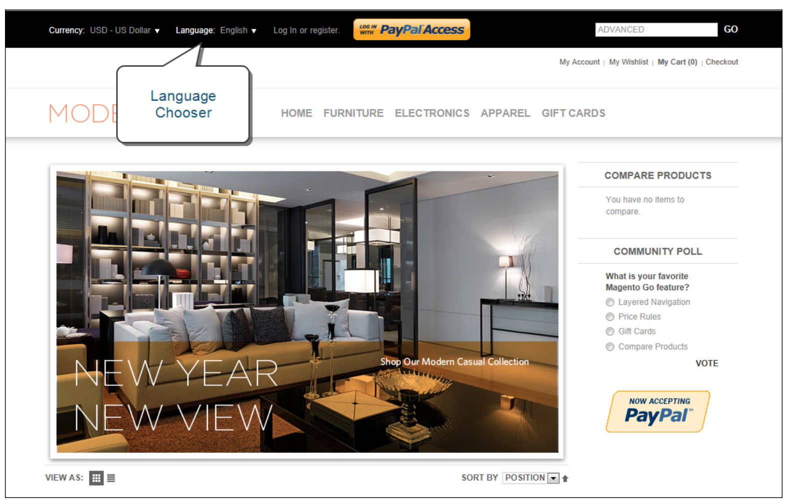
Chapter 6:

Store Views

Magento Go lets you create up to three separate views of your store, depending on the capabilities of your plan. Store views are usually used to display a store in different languages, but can also be used to target a specific demographic or brand.

> If your current plan supports only one language, you must upgrade your plan before you can set up multiple store views.

If a store has multiple views, the "language chooser" in the header can be used to change from one view to another.



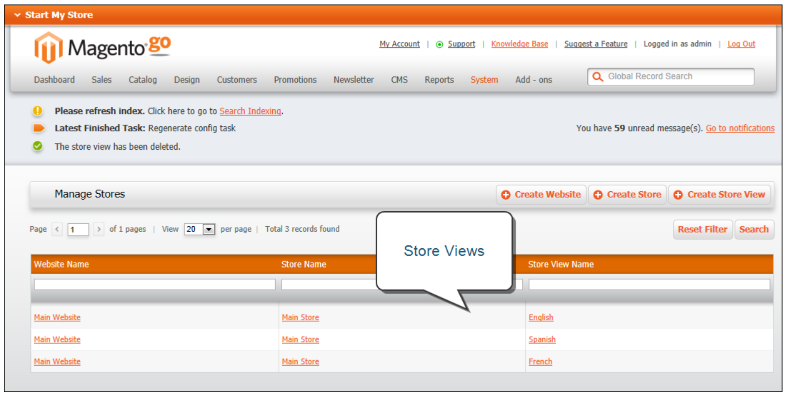
Changing the Store View

Creating a Store View

Intermediate

The Manage Stores tool lets you create additional views, and identify the default view that customers see first when they visit your store. Adding multiple views to your store gives you the ability to offer your store in different languages.

The number of store views you can have is determined by your plan. If you receive a message that says that you are using the maximum number of views allowed, you will need to upgrade your plan before you can continue.



Managing Store Views

To create a store view:

1. On the Admin menu, select **System > Manage Stores**.
2. Click the **Create Store View** button.
3. Under Store View Information, do the following:

Store View Information

   a. Set **Store** to "Main Store."

   b. Assign a **Name** to the store view. If the view is for a language, then use the language as the name. (For example, French.)

c. Using lower-case characters, assign a meaningful **Store Code** to identify the store. The store code is for internal reference and should be something you can easily recognize.

d. Set **Status** to “Enabled” to activate the store view.

e. (Optional) If you have more than one store view, enter a number in the **Sort Order** field to determine the sequence in which the view appears when listed with other views. The store with a sort order of 1 is the default view.

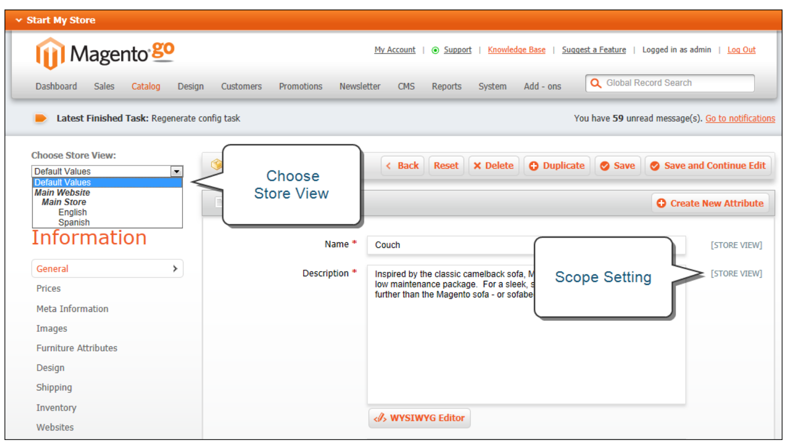
4. When complete, click the **Save Store View** button.

Configuration Scope

Intermediate

If your Magento Go site has multiple views, you can set the scope—or range—of a configuration parameter, product, category, attribute definition, or customer management setting to a specific view.

The “Choose Store View” box in the upper-left corner of most Admin pages lets you set the scope of the settings on that page. When making configuration settings for a specific view, you should first set the Choose Store View box to the view where the settings apply. If an admin user’s access is restricted to a specific view, the list includes only the areas where the user has permission to access.



Choose Store View

By default, Choose Store View is set to “Default Config.” When working with the configuration of your store, the scope of each item appears in brackets after the field to indicate the range of the setting. Unless otherwise specified, all values entered apply to the default configuration.

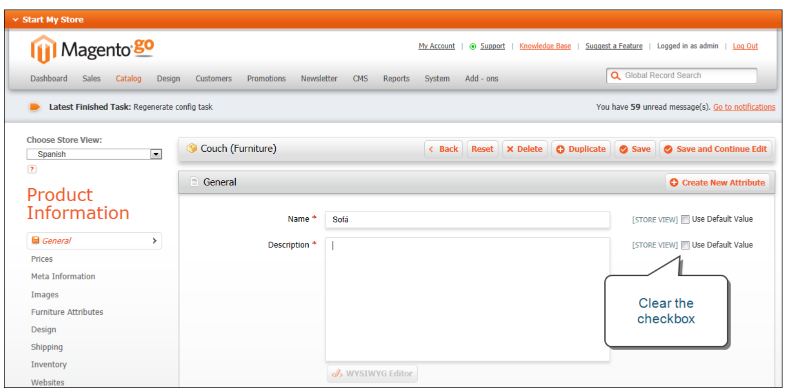
The possible scope settings are: [STORE], [WEBSITE], and [GLOBAL]. Any item with the scope of [STORE] can be set differently for each view. For example, because the scope of a product name and description is [STORE], the fields can have a different value for each language. However, some configuration settings — such as postal code — are [GLOBAL] because the same setting applies throughout the system. The [WEBSITE] scope also applies to the entire site, including all views. (Unlike other editions of Magento, each Magento Go store is limited to one website.)

To enter a value for a specific view:

1. Go to the Admin page with the settings that you want to change. In the upper-right corner, choose the store view where you want the settings to apply.

   If you choose a specific view such as for a different language, the "Use Website" checkbox appears after each field to indicate that the field is currently using the default value and cannot be edited. To edit the contents of a field for a different view, you must first clear the checkbox to unlock the field.

2. Clear the **Use Website** checkbox to unlock the field. Then, enter the changes necessary. Repeat this step for each field to be updated.



Clear the Checkbox

3. When complete, click the **Save Config** button to save the setting to the specific view.

Scope Settings

Scope	Definition
Store	The setting is limited to the store view.
Website	The setting is limited to the website. (Unlike other editions of Magento, each Magento Go store is limited to one website.)
Global	The setting applies to all store views throughout the website.

Magento
an ebay inc company

Chapter 7:

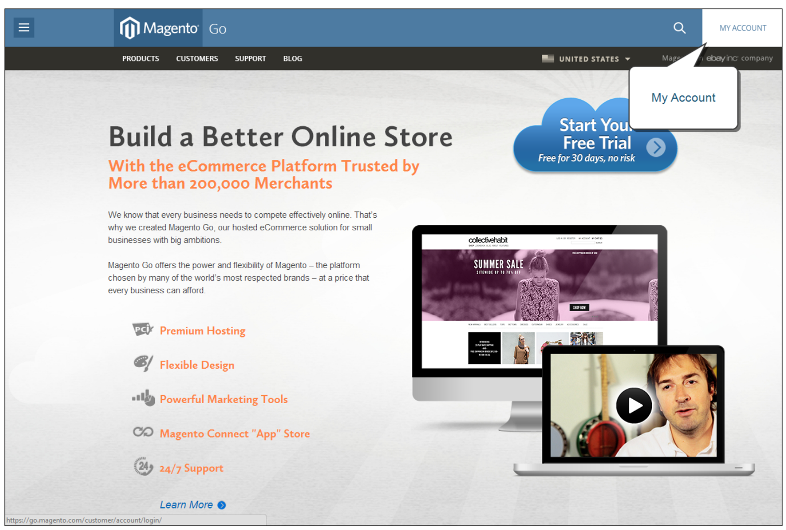
Your Magento Account

You can find the information related to the products and services you have signed up to receive, as well as your contact and billing information. in the dashboard of your Magento account.

Logging In to Your Account

Easy

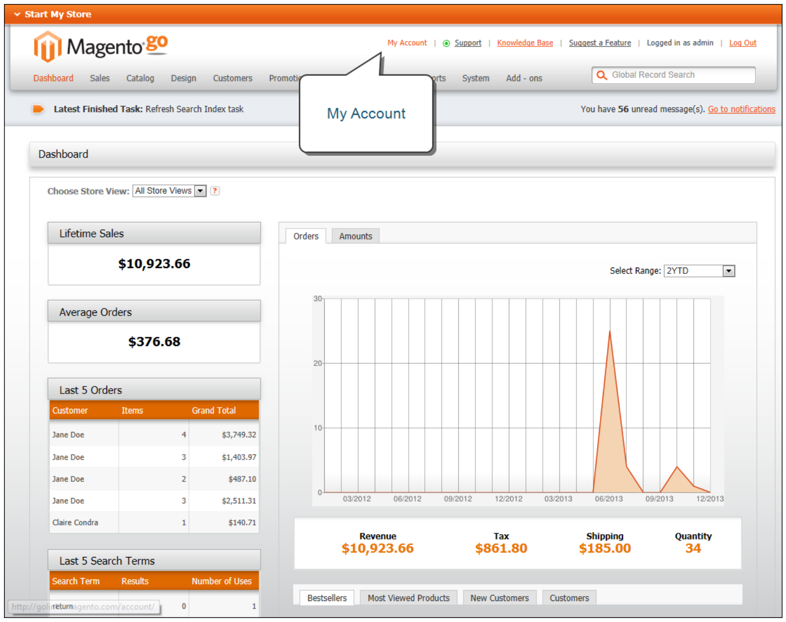
Your Magento account has a separate login from your store and can be accessed from either the Magento website or from the Admin panel of your store.



Logging In to Your Magento Account

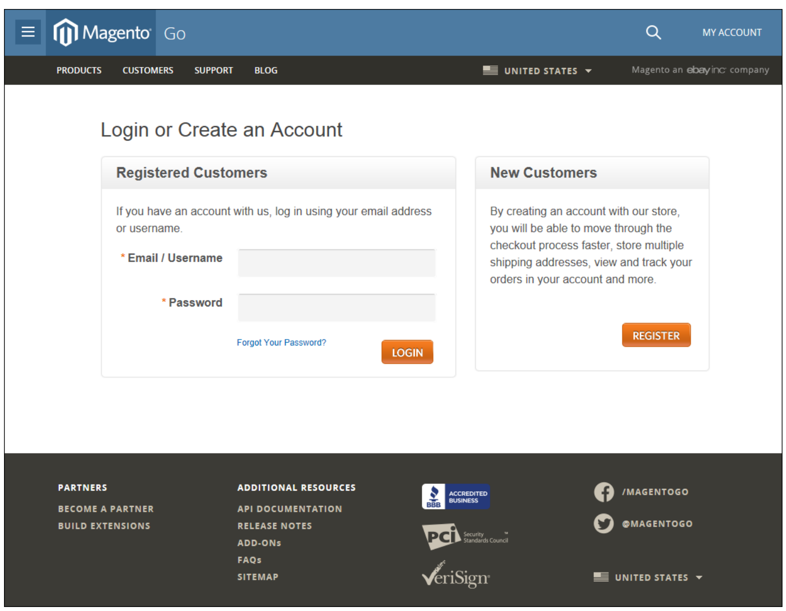
To log in to your Magento account:

1. Do one of the following:
   - Navigate to the Magento Go site: **http://go.magento.com**. Then, in the upper-right corner, click the **Log In** link.
   - At the top of the Admin panel, click the **My Account** link.



"My Account" Link

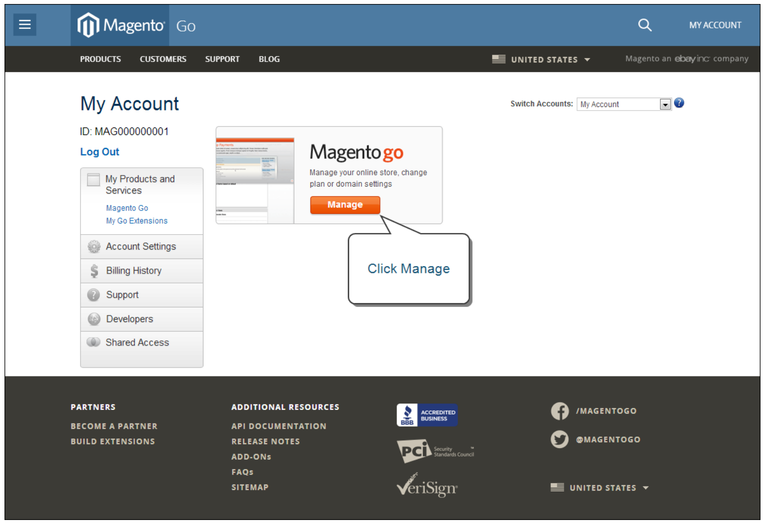
2. To log in to your account, enter your **User Name** or **Email Address**, and **Password**. Then, click the **Log In** button.



Log In to Your Account

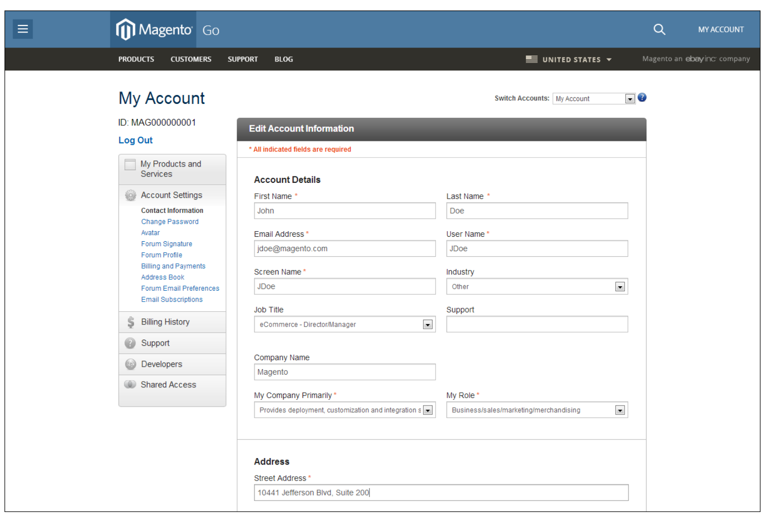
3. From your account dashboard, do any of the following:

- Click the **Manage** button to access your Magento Go products and services, make changes to your plan, or set up a custom domain or security certificate.



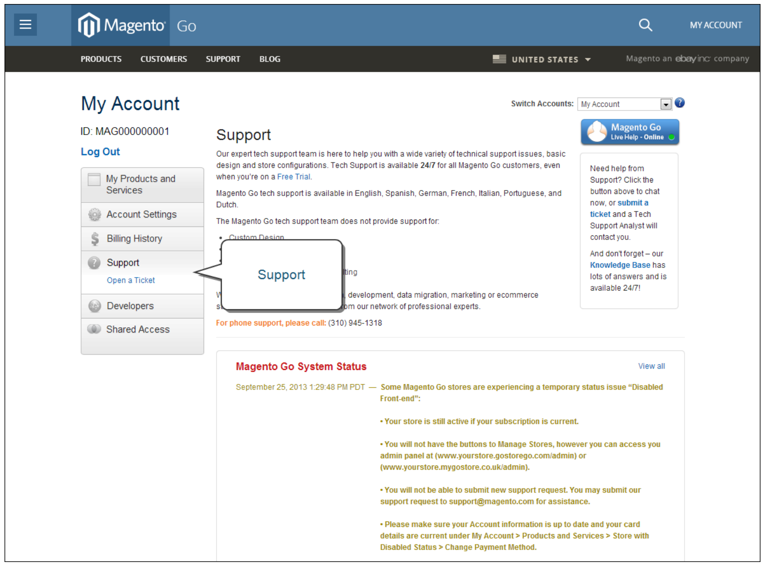
Manage Your Account

- In the panel on the left, click **Billing History** to review past payments or view a print-ready receipt.
- Click **Account Settings** to update your contact information, change your password, or manage your billing and payment information.



Account Details

- Click **Support** to chat with a member of the Support team, open a support ticket, or check the Magento Go system status.

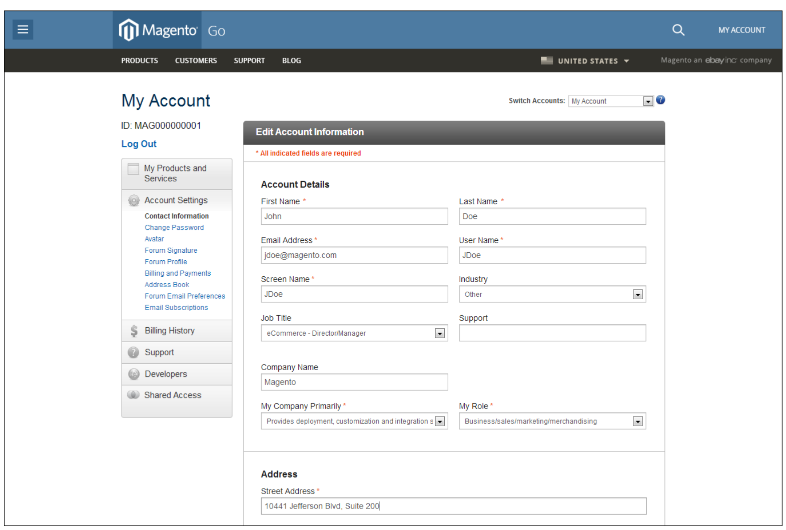


Magento Go Support

Updating Your Contact Information

Easy

The contact information for your Magento account was first entered when you opened the account. Your account details can be updated and expanded as needed to include additional information, such as your photo, signature line, and a detailed profile.



Edit Account Information

To update your contact information:

1. In the panel on the left under Account Settings, click **Contact Information**.
2. Make the necessary changes to your account details.

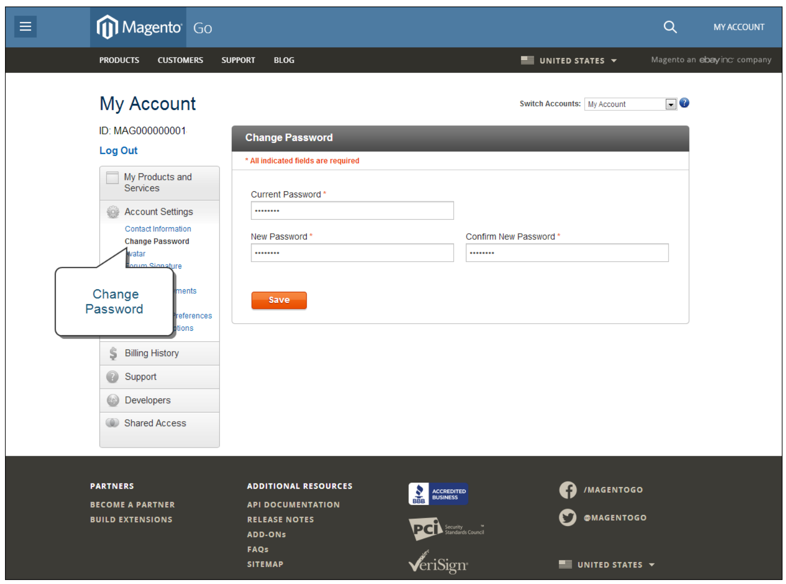
3. When complete, click the **Save** button.

Changing Your Magento Password

Easy

Initially, the password for your Magento account and store Admin are the same. If you decide to change your Magento account password, make sure to keep a record of it with the rest of your login credentials. Changing your account password does not change the Admin password for your store.

Passwords must be between 8-16 characters in length, and include at least one capital letter, and one number or special character.



Magento Account Dashboard

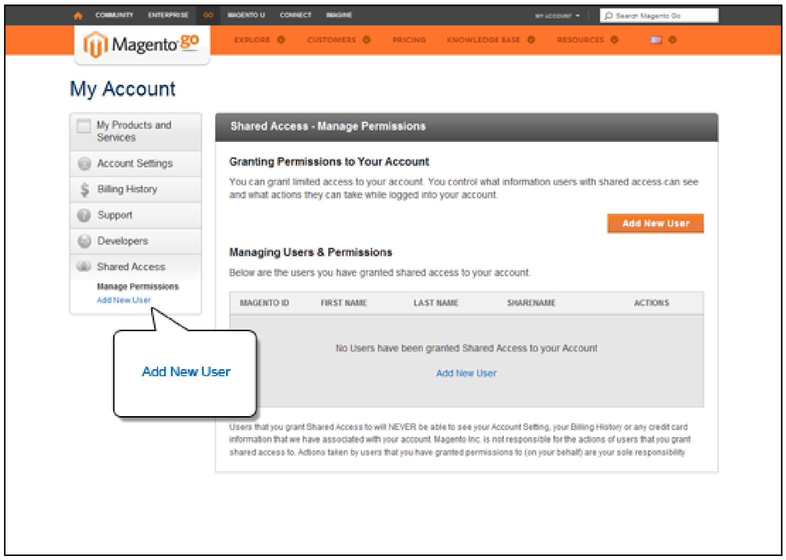
To change your Magento password:

1. Log in to your Magento account.
2. In the panel on the left under Account Settings, click **Change Password**.
3. Enter your **Current Password**.
4. Enter a **New Password** that is from 8-16 characters long, and includes either one capital letter or one special character. Then, enter it again in the **Confirm New Password** box.
5. When complete, click the **Save** button.

Sharing Access to Your Account

Intermediate

Your Magento account contains information that can be useful to trusted employees and service providers who help manage your site. As the primary account holder, you have authority to grant limited access to your account to other Magento account holders. For example, you may want to give someone the ability to open a support ticket on your behalf, or let that person download documents from your Solutions Library.



Add New User

When your account is shared, all sensitive information—such as your billing history or credit card information—remains protected, and is not shared at any time with other users.

> All actions taken by users with shared access to your account are your sole responsibility. Magento Inc. is not responsible for any actions taken by users to whom you grant shared account access.

To set up shared access to your account:

1. Before you begin, you must have the following information from the new user's Magento account:
   - Account ID
   - Email address
2. From the Magento site, log in to your own account.
3. In the My Account panel on the left, under Shared Access, click **Add New User**.
4. In the New User Information section, do the following:

- Enter the **Account ID** of the new user's Magento account.
- Enter the **Email address** that is associated with the new user's Magento account.

5. In the Shared Information section, do the following:

   a. Enter a **Sharename** to identify your shared account. Because the Sharename becomes an option in the Switch Accounts list, it should be something that the other person will recognize as your account.

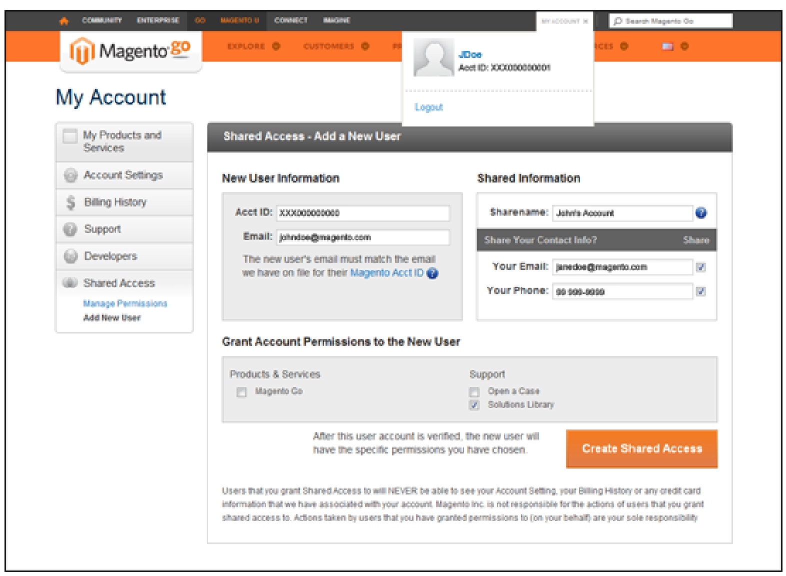
   b. To share your personal contact information, select the checkbox of each item that you want to make available to the other person:

      - Your Email
      - Your Phone

6. In the Grant Account Permissions section, select the checkbox of each item that you want to share.

7. When complete, click the **Create Shared Access** button.

   You are notified when the new role is saved, and the new user record appears in the Manage Users & Permissions section of the Shared Access page. Magento also sends an email invitation with instructions for accessing the shared account to the new user.



Create Shared Access

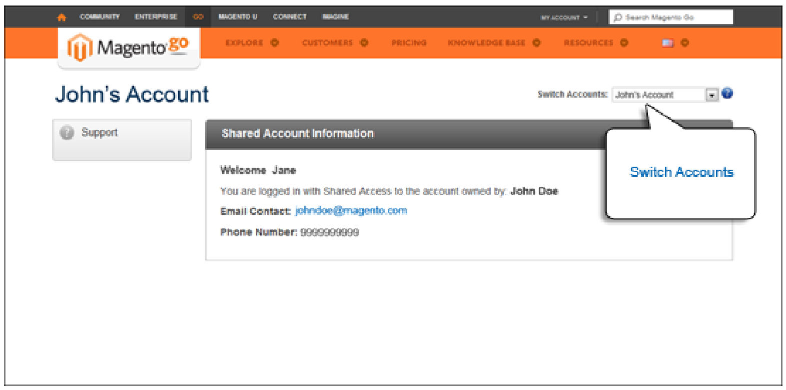
To access the shared account:

1. When you receive the invitation to a shared account, the first thing you must do is to log in to your own Magento account.

   Your account dashboard has a new Switch Accounts list box in the upper-right corner, with options for "My Account" and the name of the shared account.

2. To gain access to the shared account, set the **Switch Accounts** list box to the name of the shared account.

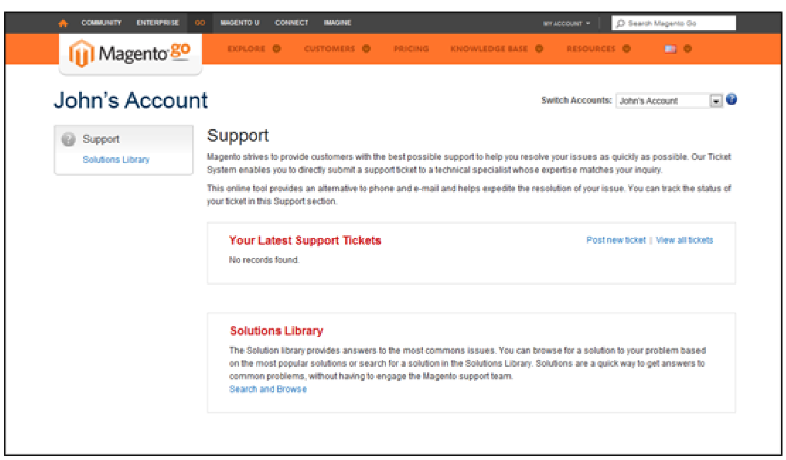
   The shared account displays a welcome message and any contact information available. The left panel includes only the items that you have permission to use.



Welcome

3. In the left panel of the shared account, click **Support**.

   The Support page includes a section for each area that you have permission to use. For example, you might have permission to create Support tickets, and use the Solutions Library.



Support Page

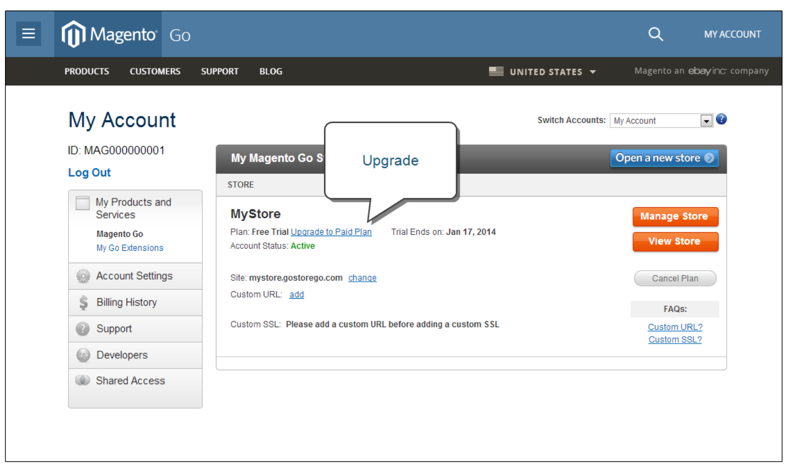
4. The Support Tickets section lists your latest support tickets. From here, you can:
   - Post New Ticket
   - View All Tickets
5. In the Solutions Library section, click the **Search and Browse** link to display the list of recent articles. From here, you can:
   - Browse through the recent articles
   - Search for a solution
6. When you are ready to return to your own account, simply set **Switch Accounts** to "My Account."

Changing Your Plan

Easy

Magento Go offers several plans that are designed to meet your needs as your business grows. Visit our site to learn more about each plan.

You can upgrade to a paid plan and keep your data if the upgrade takes place within the thirty-day free trial. Your plan can be upgraded or downgraded at any time from the dashboard of your Magento account.



Upgrading Your Plan

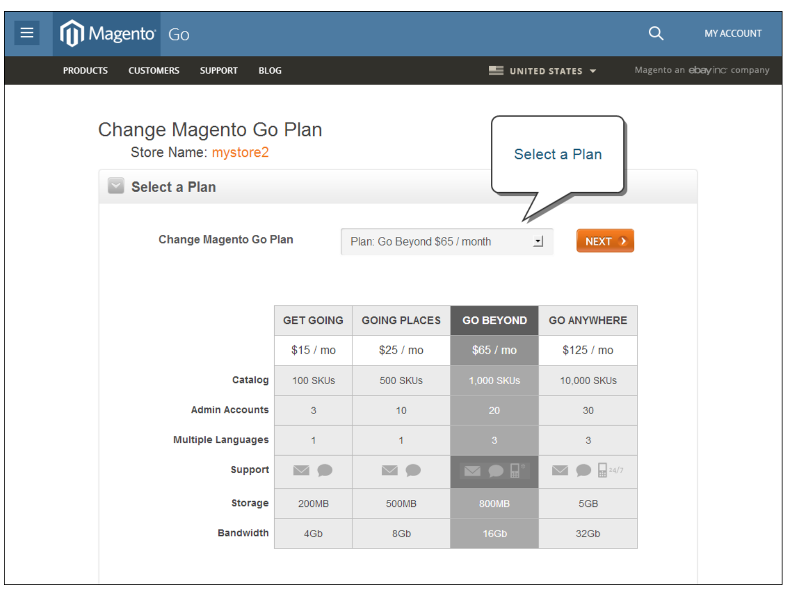
One consideration when choosing a plan is the number of SKUs and categories you expect to need for your product catalog. If you start at one plan and later discover that you need more capacity, you can upgrade to the next level.

Plan Comparison

	Get Going	Going Places	Go Beyond	Go Anywhere
Price	$15/mo	$25/mo	$65/mo	$125/mo
SKUs	100	500	1,000	10,000
Categories	50	150	250	2,000
Anchor Categories	50	50	100	400
Filterable Attributes	10	50	50	110
Admin Accounts	3	10	20	30
Languages	1	1	3	3
Support	email , chat	email, chat	email, chat, phone	email, chat, 24/7 phone
Storage	200 MB	500 MB	800 MB	5 GB
Bandwidth	4 GB	8 GB	16 GB	32 GB

To upgrade your plan:

1. Log in to your Magento account. Then, in the panel on the left under My Products and Services, click **Magento Go**.
2. In the section for your store, click the **Upgrade to Paid Plan** link.
3. In the Change Magento Go Plan list, select the plan that is right for you. Then, click the **Next** button.



Select Magento Go Plan

4. Under Billing Information, select a payment address from your address book, or enter a new address.

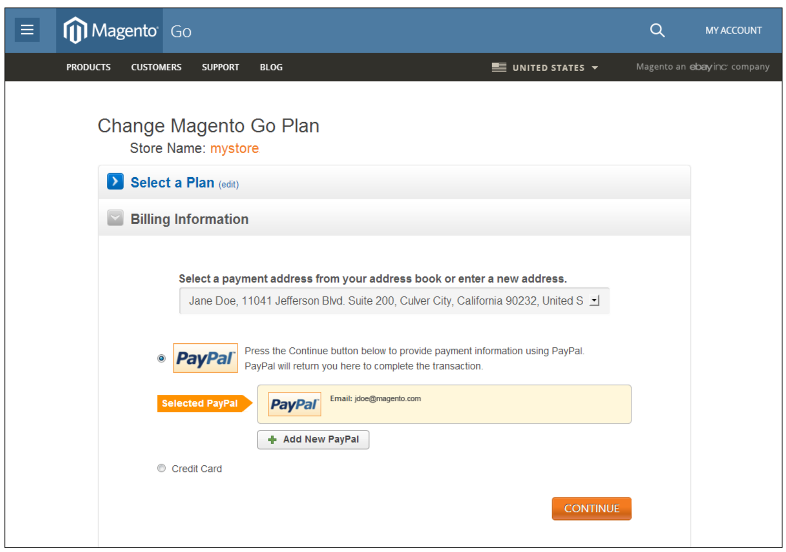
5. Use one of the following methods to set up monthly payments for your plan:

Method 1: Pay by PayPal

a. Select the **PayPal** option, and click the **Add New PayPal** button.

b. When prompted, log in to your PayPal account. Review the information, and click the **Agree and Pay** button. Your Magento Go plan is now pre-approved as a monthly payment from your PayPal account.

c. Click the **Continue** button.



PayPal Account Added

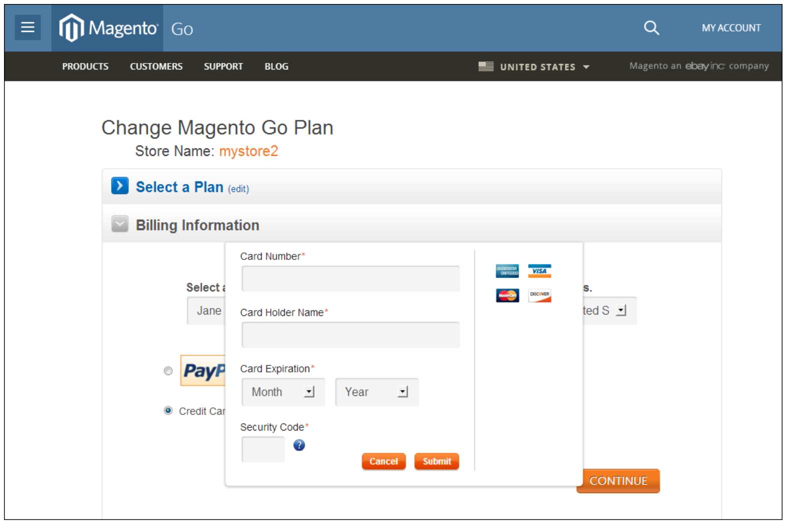
Method 2: Pay by Credit Card

a. Select the **Credit Card** option, and click the **Add New Credit Card** button.

b. When prompted, enter the **Card Number**, the **Card Holder Name**, the **Card Expiration** date, and the **Security Code** from the back of the card.

c. Press the **Submit** button. Your Magento Go plan is now pre-approved for a monthly payment made from your credit card.

d. Click the **Continue** button.



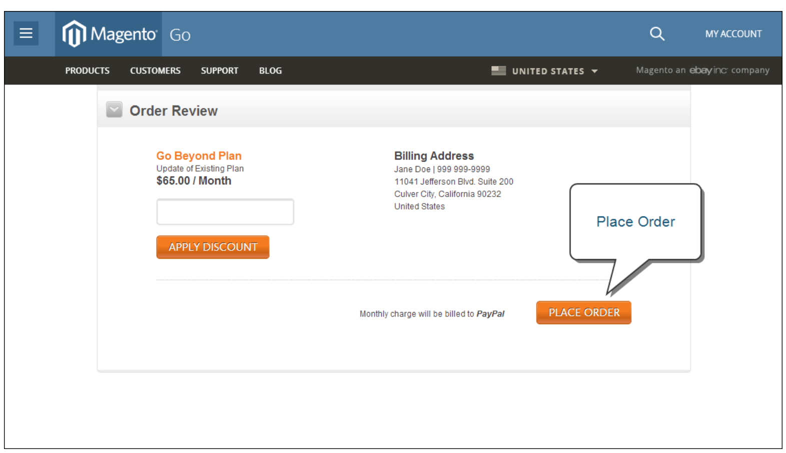
Pay by Credit Card

6. On the Order Review page, do the following:

   a. If you have a discount coupon code or voucher, enter the code and press the **Apply Discount** button.

   b. Make sure that everything in the order is correct, and press the **Place Order** button.

A confirmation email with a link to your invoice is sent to the email address that is associated with your account. You will also receive notification of the charge from either PayPal or your credit card.



Place Order

Chapter 8:

Your Domain

Your domain helps people find your store, and also serves as a branding tool for your company. A domain name is a unique identifier that is associated with your Internet Protocol (IP) address. Domain names are centrally managed by the Domain Name System (DNS).

When your Magento Go store was first set up, you were given a subdomain of gostorego.com, and access to a shared SSL for processing secure transactions. Although this makes it easy to get started, you might prefer to have your own custom domain and security certificate.

In this section, you will learn how to set up a custom domain, transfer an existing domain, manage custom email addresses, and obtain a security certificate for your domain.

Setting Up a Custom Domain

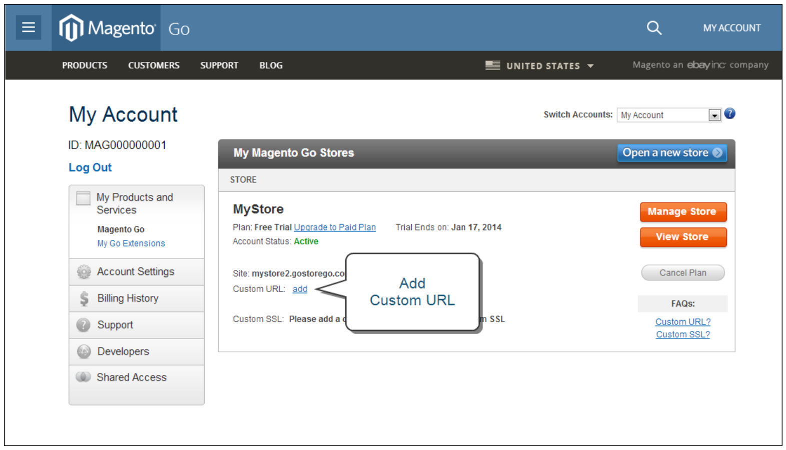
Intermediate

Your Magento Go store can be launched quickly without registering a domain. However, branding your store with a custom "dot com" address is considered by many to be the hallmark of an established business.

Before you can set up a custom domain, you must obtain the rights to the domain through the registrar of your choice. Because domain licenses are sold on a subscription basis, you can pay for a single year, or more. After you have obtained the rights to the domain, follow these steps to complete the configuration for your store.

Step 1: Add the Domain to Your Magento Account

1. To log in to your account, go to the **Magento** site, and click the **My Account** link.
2. In the panel on the left, under Products and Services, select **Magento Go**.
3. In the section about your store, after Custom URL, click **add**. (If you have multiple stores, be sure to select the correct one.)



Adding a Custom URL

4. In the **Custom URL** field, enter the new domain for your store just after the "http://." Make sure to enter the domain in your preferred format, either with or without the "www" prefix. You will configure the domain in the next step.

5. When complete, click **Save**.

Step 2: Point the Domain to Your Store

The next step is to configure your DNS settings to point to the Magento Go server. To do this, you must create an "A Record" in your DNS configuration that points to the following IP address for your store:

192.69.184.33	For stores created at the US Magento Go site.

The domain management settings can usually be found in the control panel of your domain registrar. If your DNS is not managed by a registrar, you will have to configure the settings with your DNS service provider.

If you prefer not to include the "www" in your domain, make sure to point the correct URL to the host. It may be necessary to edit the entry from "www.mystore.com" to "mystore.com." If you need help, check your registrar's support site for more information about DNS management or zone file configuration.

The following example shows how to configure your domain with GoDaddy. The steps are similar for any other service provider.

To configure your domain with GoDaddy:

1. Log in to your GoDaddy account.
2. In the top navigation, select **Domains > My Account > Domain Management**.
3. On the Domain Manager page, select your domain name, and click **Manage Domain**.
4. Just below the DNS Manager section, click the **Launch** link.
5. On the Zone File Editor page, click **Add Record**.
6. When prompted to Add DNS Record, set **Record Type** to "A (Host)," and click **OK**. Then, enter the following values:

Host Name:	@
IP Address:	192.69.184.33
TTL:	1 Hour

7. When complete, click **OK**.
8. In the upper-right corner, click **Save Zone File**. Then, click **OK** to confirm and save the changes.

> DNS changes can take up to 48 hours to fully propagate. We recommend that you wait a couple of days before completing the next step.

Step 3: Activate Your New Domain

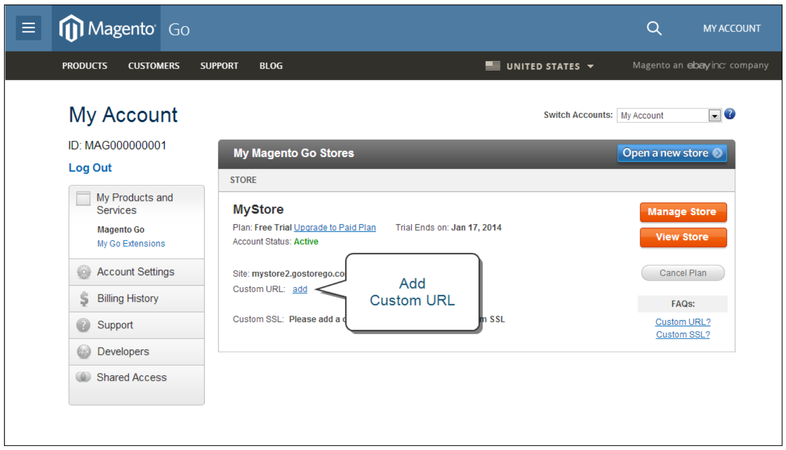
After you have configured your domain to point to the Magento Go server, the final step is to change the active domain of your Magento Go store to your custom domain.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Web**.
3. Click to expand the **Active Domain** section.
4. Set **Active Domain** to your custom domain.
5. Click the **Save Config** button to save your changes.

Transferring an Existing Domain

Intermediate

If you already have a registered domain, you can easily transfer the domain to your store. First, you must add the URL to your Magento Go account. The next step is to change the DNS settings of your domain to point to the Magento Go server. The process is essentially the same as when setting up a new domain.



Adding a Custom URL

After these changes have been made, it will take from one to two days for the domain to be fully recognized across the Internet. During this time you can continue to work on your store.

> Magento Go does not support Name Server transfers.

Step 1: Add the Domain to Your Magento Account

1. To log in to your account, go to the **Magento** site, and click the **My Account** link.
2. In the panel on the left, under Products and Services, select **My Magento Go Store**.
3. Next to Custom URL, click the **Add** link. (If you have multiple stores, be sure to select the correct one).
4. Enter your domain name and click **OK**.

Step 2: Point the Domain to Your Store

The next step is to configure your DNS settings to point to Magento Go. To do this, you must edit the “A Record” in your DNS configuration to point to the following IP address for your store:

The domain management settings are usually found in the control panel of your domain registrar. If your DNS is not managed by a registrar, you will have to configure the settings with your DNS service provider.

If you prefer not to include the “www” in your domain, make sure to point the correct URL to the host. It may be necessary to edit the entry from “www.mystore.com” to “mystore.com.” If you need help, check your registrar’s support site for more information about DNS management or zone file configuration.

For detailed instructions, see: Setting Up a Custom Domain.

Setting Up eMail for Your Domain

Intermediate

A custom domain gives you the ability to create and manage your own email addresses, such as:

- your-name@your-store.com
- sales@your-store.com
- support@your-store.com

Before you can set up email addresses for your domain, you must first choose an email hosting provider. Web hosting and email hosting are two distinct services, although they are often managed by the same company. Your email might be hosted by the same company that provides your Internet service, your domain registrar, or another third-party email hosting provider.

Free, advertising-supported email address providers typically do not offer the same range of services as an email host. Make sure that the company you choose lets you use own domain, and supports the standard email protocols.

To set up email addresses for your store:

1. Follow the instructions from your service provider to create the individual email addresses that you need for your domain.
2. When your email addresses are in place, you can add them to your store email address configuration.

Adding a Custom SSL Certificate

Intermediate

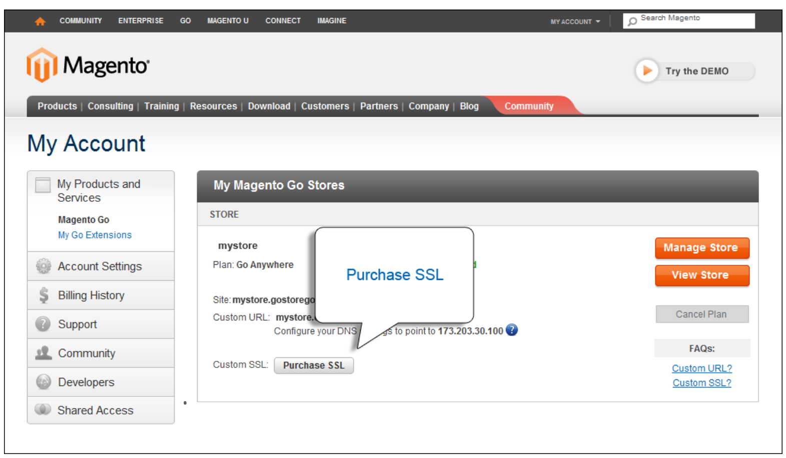
Merchants who accept credit cards are required by the Payment Card Industry (PCI) to process transactions on a securely encrypted channel. An SSL certificate verifies that all transactions take place over the encrypted secure socket layer (SSL). The secure session is established when the customer begins the checkout process, or whenever other sensitive information is shared. During the secure transaction, a padlock icon appears in the address bar of your browser, and the URL prefix changes from “http://” to “https://.”

A custom SSL certificate provides your customers with a seamless checkout experience from the security of your own “dot com” address. Otherwise, your customers are redirected to the shared secure channel on the Magento Go domain for the duration of their transactions.

> You must have a custom domain before you can purchase a custom security certificate for your store.

Step 1: Purchase the SSL Certificate

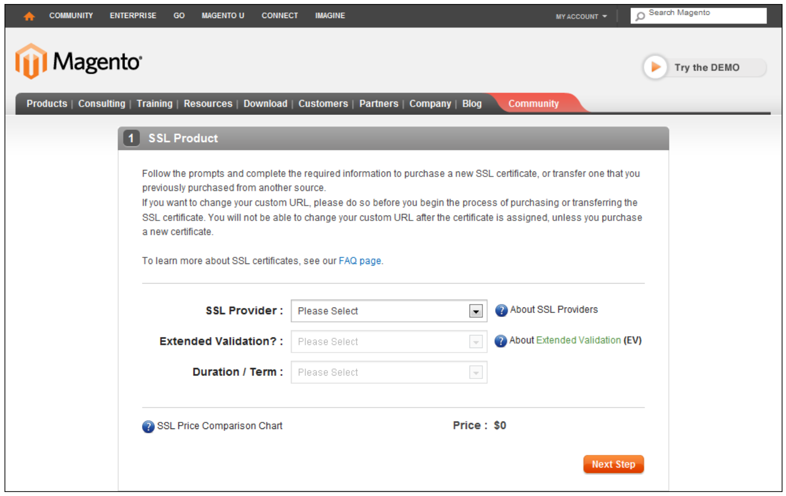
1. Log in to your **Magento** account.
2. From your account dashboard, in the My Magento Go Stores section,find the listing for your store and click the **Purchase SSL** button.



Purchase SSL

3. In the SSL Product section, do the following:
   a. Select the **SSL Provider** you want to use.
   b. Specify whether you want to purchase **Extended Validation**, and the **Duration / Term** of the license for your SSL certificate. A running total amount appears below the options.

c. Click the **Next Step** button.



SSL Product

4. Complete the Organizational Info section with all the information required to contact your business as follows:

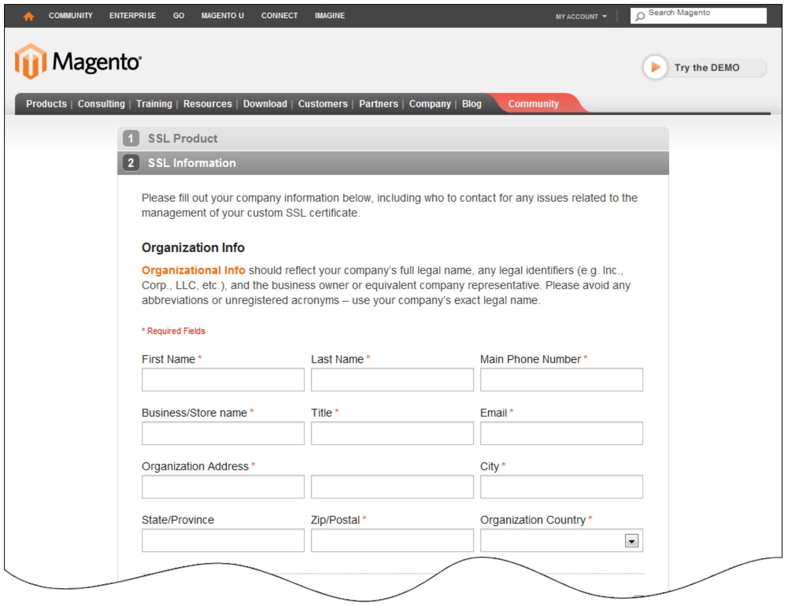
   a. Enter the **First Name** and **Last Name** of the business owner or other person who is responsible for the domain, and the **Main Phone Number** used to contact that person.

   b. In the **Business/Store Name** field, enter your company's full legal name. Do not use any abbreviations or unregistered acronyms. (Legally registered identifiers, such as Inc., Corp., or LLC, are acceptable.) Then, enter the **Title** and **Email** address of the person identified as the organizational contact.

   c. In the **Organization Address** field, enter the physical street address of your business.

   > Do not enter a post office box number for the organization address.

   d. Enter the **City**, **State/Province**, and **ZIP/Postal** code. Then, select the **Organization Country** where your business is located.

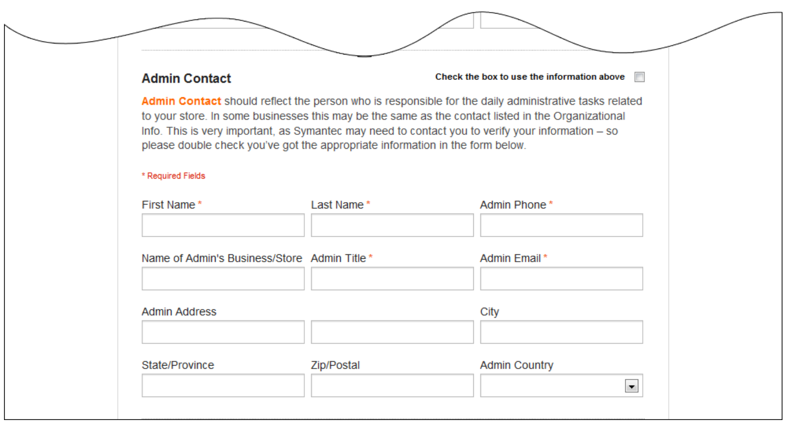


Organization Info

5. Complete the Admin Contact section with the contact information for the person who administrates the day-to-day tasks related to your store.

   - To use the information from the previous section, select the checkbox on the right.

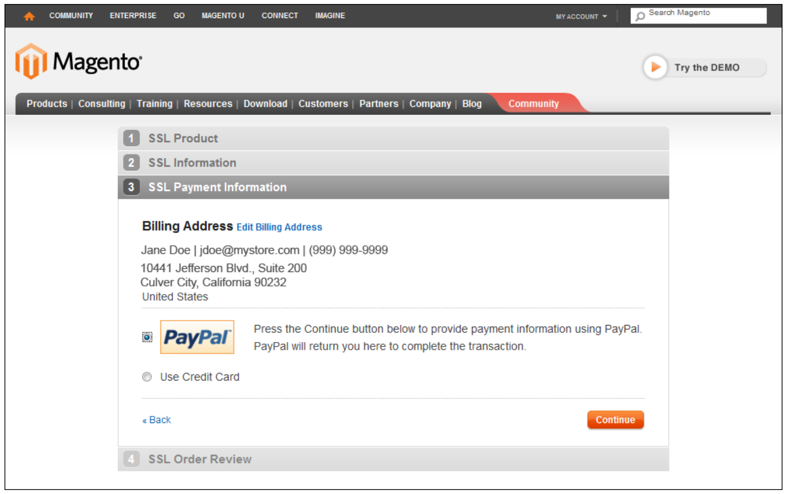
   Then, click the **Continue** button at the bottom of the section.



Admin Contact

> It is important to enter the information in these fields correctly. Symantec may need to contact you to verify your information before your SSL purchase is completed.

6. In the SSL Payment Information section, select the payment method you would like to use. Verify that the billing address listed above the payment methods is correct. Then, click the **Continue** button.



SSL Payment Information

7. In the SSL Order Review section, verify the certificate options and the information you have entered, and click the **Place Order** button.

   When complete, your account dashboard shows the status of your Custom SSL as "SSL Pending Approval."

8. When the purchase is approved and finishes processing, go on to the next step.

Step 2: Change Your DNS Settings

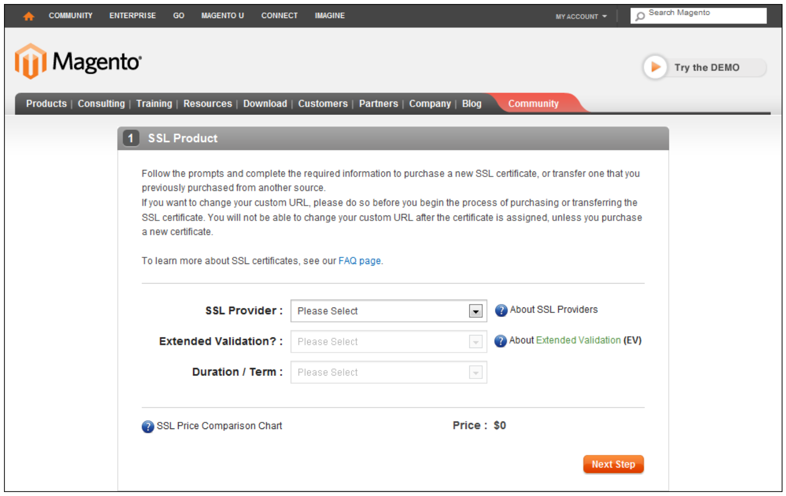
The next step is to change the "A Record" of your custom URL to point to the new IP address. The exact process may vary according to your DNS manager and registrar.Setting Up a Custom Domain

1. Click **Confirm DNS Change** to certify that the "A Record" has been changed.

2. After confirming the DNS change, check your account dashboard for the status and expiration date of your custom SSL certificate.

Purchase SSL from a Third Party

Follow these steps if you prefer to purchase your SSL certificate for your Magento Go store from a third-party provider. For pricing, see: Secure Your Online Store with its Own SSL Certificate.



Add Custom SSL

Step 1: Purchase the Certificate

1. Log in to your **Magento** account.
2. From your account panel under My Products and Services, select **Magento Go**.
3. Click **Purchase SSL**. Then, follow the prompts until you see the following options:
   - Transfer an Existing SSL
   - Purchase New SSL from 3rd Party
4. Select **Purchase New SSL from 3rd Party**.
5. When prompted, complete the following:
   - Email Contact
   - Organization
   - Location
6. When complete, click the **Generate CSR File** button. Then, send the **Certificate Signing Request** file to your SSL provider, according to their instructions.

   > **Important!** Make sure to let your provider know that the certificate is for an Apache server.

7. When your provider processes your request, you will receive the following files:

- SSL Certificate File
- Key File
- Certificate Authority (CA) File

8. Save the files you receive to your computer. Then, compress them into a single zipped archive.

> **Important!** Do not include any folders or subdirectories in the zipped archive.

Step 2: Upload Your Certificate Files

1. Return to your **Magento** account dashboard to complete the process.
2. Browse to find your zipped archive of SSL files, and click the **Upload SSL** button.

   You are notified when the file uploads successfully. If it does not upload correctly the first time, try again. When your SSL certificate is approved and has finished processing, the following message appears:

> Required – Configure your DNS settings to point to: x.x.x.x (IP address)

Step 3: Change Your DNS Settings

1. Follow the instructions provided by your domain registrar to point the "A Record" of your customer URL to the new IP address. The exact procedure may vary, depending on your DNS manager and registrar. To learn more, see: Setting Up a Custom Domain
2. Click **Confirm DNS Change** to certify that the "A Record" has been changed.

   After confirming the DNS change, your account dashboard shows the status of your "Bring Your Own SSL" certificate.

Transferring an Existing SSL Certificate

Intermediate

If you already have a security certificate for your domain, it can be easily transferred to your Magento Go store. If the process was managed by your service provider, you may not be aware of the process and files involved. However, if you ordered and installed your own SSL certificate, you will be familiar with the process.

The following files are typically associated with a security certificate:

- **Certificate Signing Request (CSR)**
  The CSR contains information about the request, and is submitted to the Certificate Authority (CA). The CSR file is generated when the request for a SSL certificate is first submitted. The process is automated and is usually initiated through an online form.
- **SSL Certificate File (.crt)**
  When a CSR is received, the Certificate Authority generates the SSL certificate, based on information in the CSR.
- **CA File**
  The Certificate Authority file contains information about the request and usually includes the letters “CA” in the filename.
- **Key File (.key)**
  This file contains a private key for the certificate.

Step 1: Obtain the Certificate Files

If the SSL certificate was used previously on a different server, you will need to obtain the key file that was used with the previous server. If you don’t have a copy of the key file, you can request your service provider to send you a copy of all the SSL files that are associated with your domain.

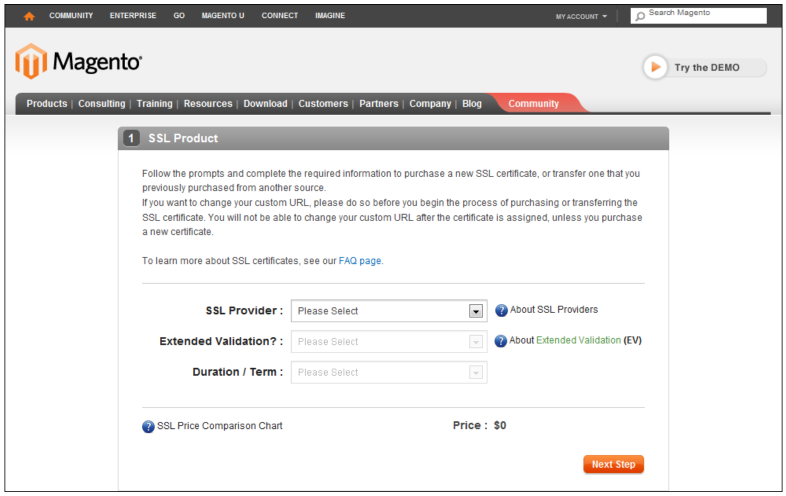
1. Obtain the **SSL Key** (*.key), **SSL Certificate** (*.crt) and **Certificate Authority** (CA) files from your SSL provider.

   > **Important!** Make sure to let your provider know that the certificate is for an Apache server.

2. Compress the files into a single zipped archive.

Step 2: Upload the Certificate Files

1. Log in to your **Magento** account.
2. From your account dashboard, under My Products and Services, select **Magento Go**. Then, click **Purchase SSL**.



Add Custom SSL

3. Follow the prompts to begin the process. Then, select one of the following options:

Purchase New SSL from 3rd Party	If the SSL certificate has not been used previously, follow the instructions for purchasing a new SSL from a third party.
Transfer an Existing SSL	From your account dashboard, browse to the zipped archive of SSL files on your computer. Then, click the **Upload SSL** button. You are notified when the file uploads successfully. If it does not upload correctly the first time, try again. When your SSL certificate is approved and finishes processing, the following message appears: Required – Configure your DNS settings to point to: x.x.x.x (IP address)

Step 3: Change Your DNS Settings

The next step is to change the “A Record” of the URL for your custom domain to point to the new IP address.

1. Follow the instructions provided by your domain registrar to update the “A Record” of your domain. The exact process may vary according to your DNS manager and registrar.

2. Click **Confirm DNS Change** to verify that the “A Record” has been changed.

After confirming the DNS change, your account dashboard displays the SSL type as “Bring Your Own SSL,” and shows the status of the certificate.

Renewing Your SSL Certificate

SSL certificates are sold on a subscription basis and must be renewed periodically. When the certificate is due for renewal, you can either renew the same certificate, or purchase a new certificate from a third party.

The Renew/Update SSL button appears in the dashboard of your Magento account sixty days before your certificate comes up for renewal. In addition, you will be notified by email thirty days in advance, and notified again ten and five days before the expiration date. The final notice is sent the day the certificate expires.

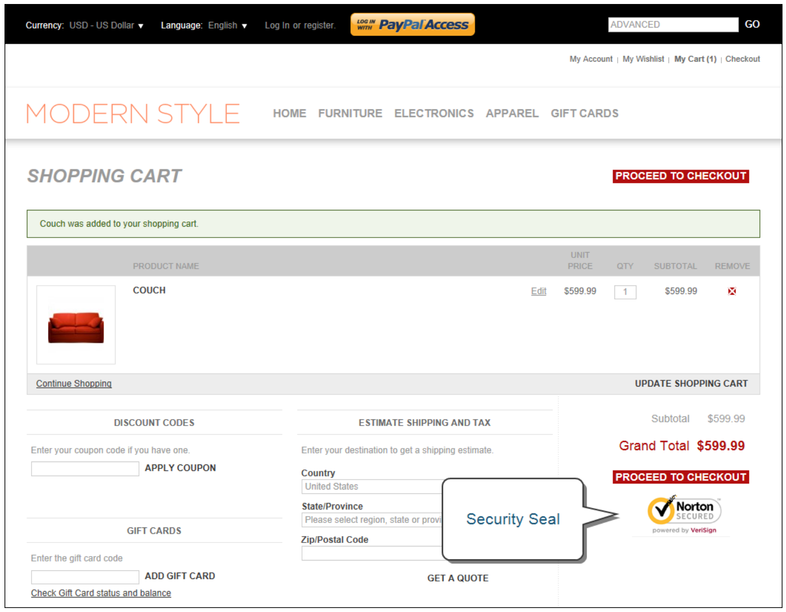
If your SSL certificate expires, all subsequent transactions take place on the shared secure channel, “https://yourstore.gostorego.com.” After each transaction, the URL returns to your custom domain. If your SSL certificate expires and you choose not to renew, no other action is necessary.

To renew your SSL certificate:

1. Log in to your Magento account.
2. In the panel on the left, under My Products and Services, click **Magento Go**.
3. Click the **Renew / Update SSL** button, and follow the prompts to renew the certificate.

Display a Security Seal In Your Store

After you receive a security certificate for your store, you can display their security seal in your store to let your customers know that all transactions take place over a secure channel. Security seals can be placed anywhere in your store, but most often appear on the shopping cart and checkout pages.



Security Seal on Shopping Cart Page

Step 1: Get the Security Seal Code

1. Go to the website of your SSL provider and find the security seal code. If you purchased a Verisign security certificate from Magento, you will find the code for the seal here.

2. Follow the instructions on the site to copy the code.

3. Paste the code into a text editor until you are ready to continue with the next step.

Step 2: Create a Block for the Security Seal

1. Follow the instructions to create a custom block for your security seal. Then, do the following:

   a. To enter the content, click the **Show/Hide Editor** button to work with the HTML code.

   b. In the Content box, paste the security seal code.

   For better control over the positioning of the seal, enclose the code in div tags with a CSS style to make the image float to the right.

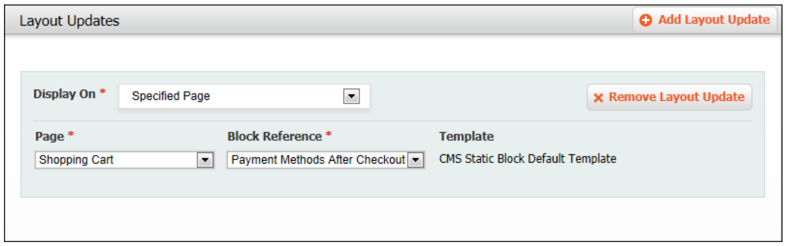
```
<div style="float:right"> ...security seal code here... </div>
```

2. When complete, click the **Save Block** button.

Step 3: Use the Frontend App Tool to Place the Block

The Frontend App tool is used to place the block wherever you want it to appear in your store.

1. Follow the instructions to place a CMS Static Block.
2. In the Layout Update section, click the **Add Layout Update** button.



Layout Update

3. Depending on where you want the block to appear, make the following settings:

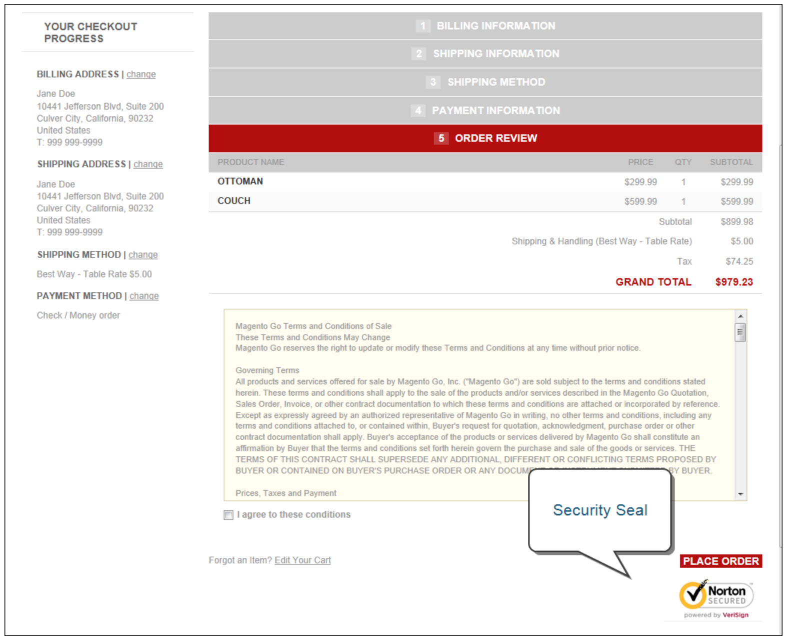
Shopping Cart Page	
Display On:	Specified Page
Page:	Shopping Cart
Block Reference:	Payment Methods Before Checkout

Checkout Page	
Display On:	Specified Page
Page:	One Page Checkout
Block Reference:	Main Content Area

These settings work well with most themes. You can experiment with different block references to find the one you like best. For each location, you will need to create a separate Frontend App instance.

4. In the panel on the left, select **Frontend App Options**. Then, click the **Select Block** button, and choose the block with your security seal.
5. When complete, click the **Save** button.

Repeat this process for each location where you want the security seal to appear in your store.



Security Seal on Checkout Page

Notes

Chapter 9:

Industry Compliance

Magento Go offers a range of security and privacy capabilities that meet legal requirements and industry guidelines for online merchants. Some are mandated by the payment card industry, and others are required by law, depending on your location. The topics covered in this chapter include:

- PCI Compliance
- Privacy Policy
- Cookie Law

You will learn about PCI compliance, and the importance of establishing procedures to protect payment information. You will also learn about the Cookie Law, which is a requirement in some countries, and considered a “best practice” in others. In addition, you will learn how to customize and maintain your store’s privacy policy.

PCI Compliance Guidelines

Your store is hosted in a secure data center that meets the network testing requirements for Level 4 Merchants, as defined by the Payment Card Industry (PCI) standards for businesses that accept payment by credit card over the Internet. To learn more, see our Attestation of Compliance for service providers.

In addition to maintaining a secure hosting environment, there are additional requirements that merchants must meet to ensure the privacy of cardholder data. Every merchant who handles customer credit card information is required by the Payment Card Industry to conduct business within the following guidelines:

PCI Requirement Checklist		
1	Install and maintain a firewall configuration to protect cardholder data.	☑
2	Do not use vendor-supplied defaults for system passwords and other security parameters.	☑
3	Protect stored cardholder data.	☑
4	Encrypt transmission of cardholder data across open, public networks.	☑
5	Use and regularly update anti-virus software.	☑
6	Develop and maintain secure systems and applications.	☑
7	Restrict access to cardholder data by business need to know.	☑
8	Assign a unique ID to each person with computer access.	☑
9	Restrict physical access to cardholder data.	☑
10	Track and monitor all access to network resources and cardholder data.	☑
11	Regularly test security systems and processes.	☑
12	Maintain a policy that addresses information security.	☑

By conducting business within these parameters, you have the satisfaction of knowing that you are doing all within your power to provide your customers with a safe and secure shopping experience. As your business grows, you may be required to file a compliance report on an annual basis. PCI reporting requirements increase in proportion to merchant level, but are waived for businesses that process fewer than 20,000 credit card transactions per year. To learn more, visit the PCI Security Standards Council website.

Privacy Policy

Easy

Your Magento Go store includes a sample privacy policy that must be updated with your own information. For your convenience, your company name and contact information are already inserted into the document. The sample privacy policy should describe the type of information that your company collects, and how it is used. In addition, the privacy policy should list the filenames of all cookies that are placed on the computers of people who visit your site.

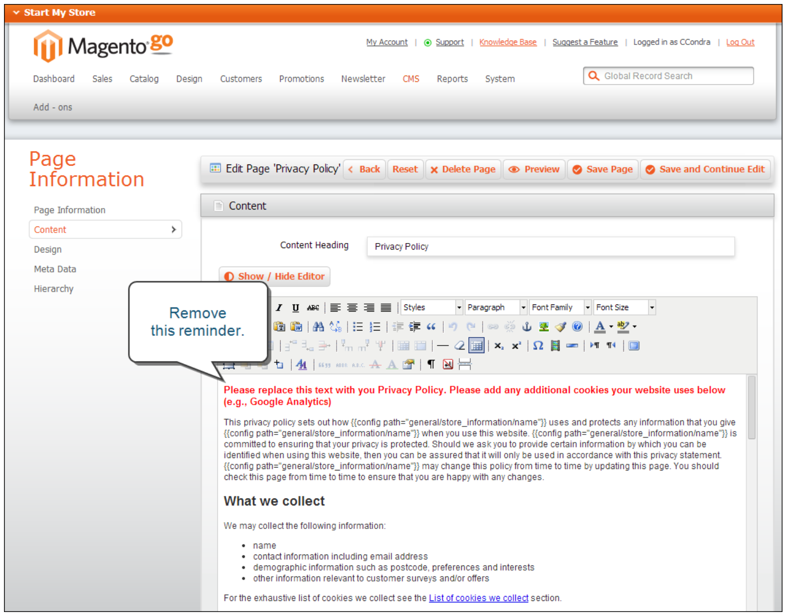
The Privacy Policy page is accessible from the Cookie Restriction message when Cookie Restriction Mode is enabled, and includes a description of each cookie that is used by your Magento Go store. Any additional cookies that you use—such as for Google Analytics—should be added to the list.

To edit your Privacy Policy page:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. In the Manage Pages list, click to open the **Privacy Policy** page.

Privacy Policy Page

3. In the Page Information panel on the left, select **Content**.
4. In the editor, remove the reminder in red text at the top of the page. Then, update or replace the first paragraph with your own content.



Editing the Privacy Policy

The first paragraph uses a system attribute as a variable in several places to insert the name of your store. When editing the text, be careful to preserve any text that is enclosed in double braces.

```
{{config path="general/store_information/name"}}
```

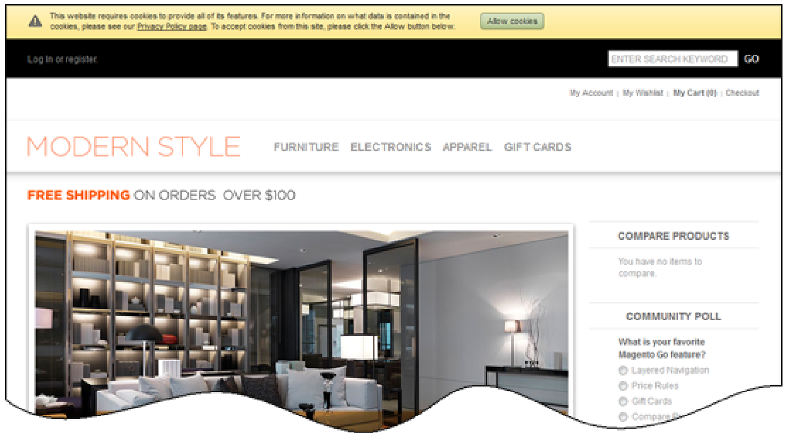
If you are making a lot of changes, it might be easier to update the document offline and then and paste the completed text back into the editor.

5. When complete, click the **Save Page** button.

Cookie Law

Cookies are small files that are saved to the computer of each visitor to your site, and used as temporary holding places for information. Information that is saved in cookies is used to personalize the shopping experience, measure traffic patterns, and improve the effectiveness of promotions.

To keep pace with recent legislation in the European Union regarding the use of cookies, Magento Go offers merchants a choice of methods used to obtain customer consent.



Expressed Consent in Cookie Restriction Mode

Using Cookies with Implied Consent **Intermediate**

Using cookies with implied consent is the method that is currently the most widely adopted in the UK. Implied consent means that visitors to your store have a clear understanding that cookies are a necessary part of operations, and by using your site, they indirectly grant permission to use them. The key to gaining implied consent is to provide enough information for a visitor to make an informed decision.

The following instructions show how to create a message that appears at the top of all standard pages in your store. The message should provide a brief overview of how cookies are used by your business, with a link to another page for more information.

Step 1: Create a Cookie Notification Block

1. Create a static block that includes your cookie notification and a link to your privacy policy.
2. When the block is complete, use the Frontend App tool to place the block at the top of each of the main pages in your store. To learn more, see: CMS Static Block.

   Be sure to make the following settings in the **Layout Update** section of your frontend app:

Display On:	Generic Pages (All pages)
Block Reference:	Page Top

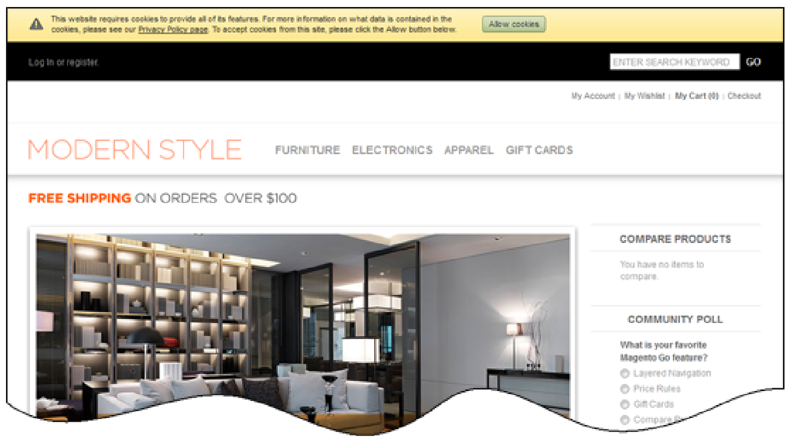
Step 2: Update Your Privacy Policy

Your Magento Go store includes a sample privacy policy page that can be modified to describe the type of information that your company collects, and how it is used.

The sample privacy policy page includes a description of each cookie that is used by your Magento Go store. Any additional cookies that you use—such as for Google Analytics, or any other programs—should be added to the list.

Using Cookies with Expressed Consent **Intermediate**

Operating your store in “Cookie Restriction Mode” requires visitors to express their consent before any cookies can be saved to their computers. Unless consent is granted, many features of your store will be unavailable.



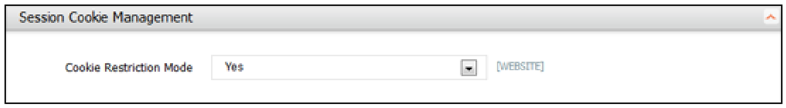
Cookie Restriction Mode Message

When Cookie Restriction Mode is enabled, visitors to your store are notified that cookies are required for full-featured operations. They are invited to read your privacy policy for more information, and encouraged to grant consent by clicking the Allow button. Your store’s default privacy policy page displays the name of your store and contact information, and explains the purpose of each cookie that is used by your Magento Go store. If Google Analytics is available for your store, it is invoked only after the visitor has granted permission to use cookies.

If a visitor’s browser does not have JavaScript enabled, a message explains that JavaScript must be enabled to use the website. After JavaScript is enabled, the Cookie Restriction Mode message prompts the visitor to read your privacy policy, and to click the Allow button to accept cookies from the site. The Cookie Restriction Mode message resides in a CMS static block, which you can edit to suit your voice and style. Although there is variation by theme, the message looks something like this:

Step 1: Enable Cookie Restriction Mode

1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under General, select **Web**.
2. Click to expand the **Session Cookie Management** section, and set **Cookie Restriction Mode** to “Yes.”



Cookie Restriction Mode

3. When you enable Cookie Restriction Mode, the **Expose to Google User Agents** option appears. Select “Yes” to expose your Google Analytics and Google Analytic Content Experiments code to Google user agents.

> To ensure that your content is exposed to Google User Agents, make sure to add the cookies used by Google to your privacy policy.

4. When complete, click the **Save Config** button.

Step 2: Edit the Cookie Restriction Mode Message

1. On the Admin menu, select **CMS > Static Blocks.**
2. In the Static Blocks list, click to open the Cookie restriction notice.
3. Edit the text in the Content box as needed, but be careful not to change the link to your privacy policy.
4. When complete, click the **Save Block** button.

Step 3: Update Your Privacy Policy

Update the sample privacy policy page to describe the type of information that your company collects, and how it is used.

Notes

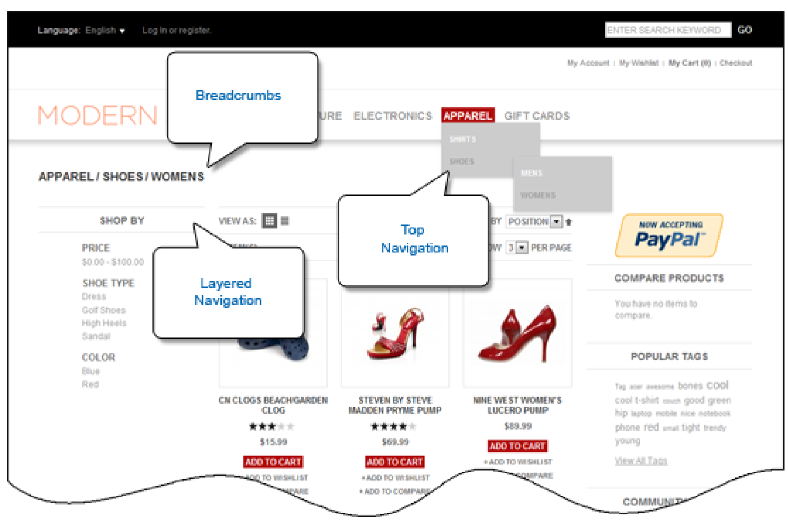
Magento go
user guide

Product Catalog

Chapter 10:

Navigation by Category

The category structure of your catalog is the main way people find products in your catalog. The term navigation refers to methods shoppers use to move from one page to another in your store. The main menu, or top navigation of your store is actually a list of categories. You will also find categories in the breadcrumb trail that runs across the top of most pages, and in the "layered navigation" that appears on the left side of some two- or three-column pages. These are all examples of how categories can be used to navigate throughout your store.



Navigation Options

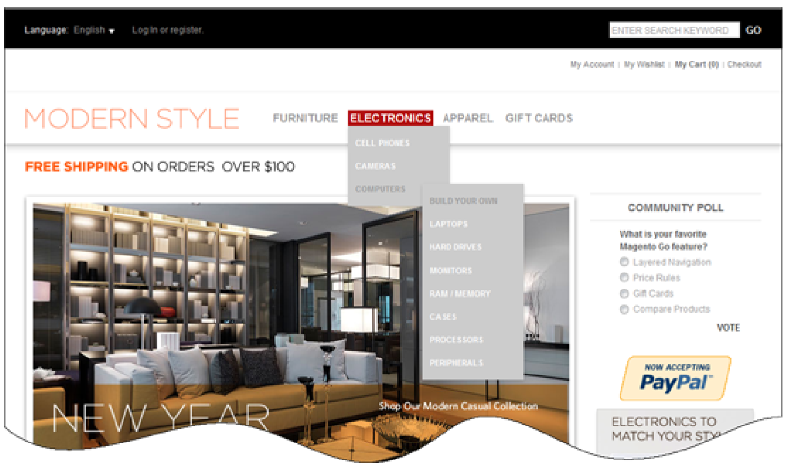
For a product to be visible in your store, it must be assigned to at least one category. Each category can have a dedicated landing page with an image, static block, a description, and list of products. You can also create additional designs for your category pages that become active for a specific period of time.

Top Navigation

Easy

The main menu of your store displays the selection of categories that are available in your catalog. You can think of the top navigation as different departments in your store, with each top-level category providing a destination landing page that encompasses any associated subcategories.

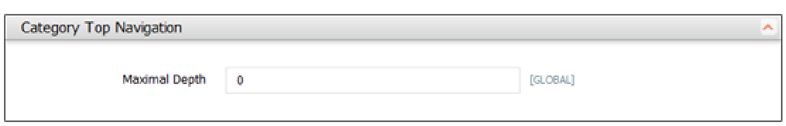
The first level of categories is typically used for the top navigation of your store. Below that, you can have as many additional subcategories as needed. The category structure of your catalog can influence how well your site is indexed by search engines. The deeper a category, the less likely it is to be thoroughly indexed. As a general rule, anywhere between one and three levels is considered optimum. However, the maximum number of levels available in your top navigation is determined by your system configuration.



Top Navigation

To set the depth of the top navigation:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Category Top Navigation** section.



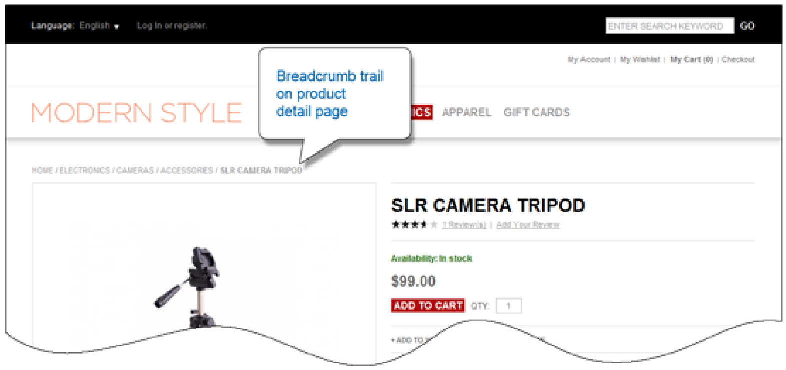
Category Top Navigation

4. In the **Maximal Depth** field, enter the number of subcategory levels you want to include in the top navigation.
5. When complete, click the **Save Config** button.

Breadcrumb Trail

Easy

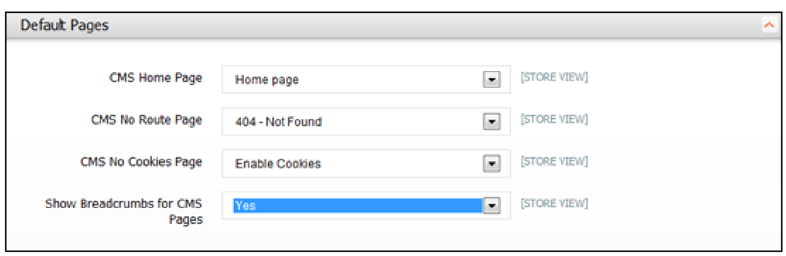
A breadcrumb trail is a set of links that shows where you are in relation to other pages in your store. You can click any link in the breadcrumb trail to return to a previous page. The breadcrumb trail can be configured to appear on CMS content pages, as well as catalog pages. The format and position of the breadcrumb trail varies by theme, but it is usually located in the upper-left, just below the header.



Breadcrumbs on Product Page

To show breadcrumbs for CMS pages:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Web**.
3. Click to expand the **Default Pages** section.
4. Set **Show Breadcrumbs for CMS Pages** to "Yes."

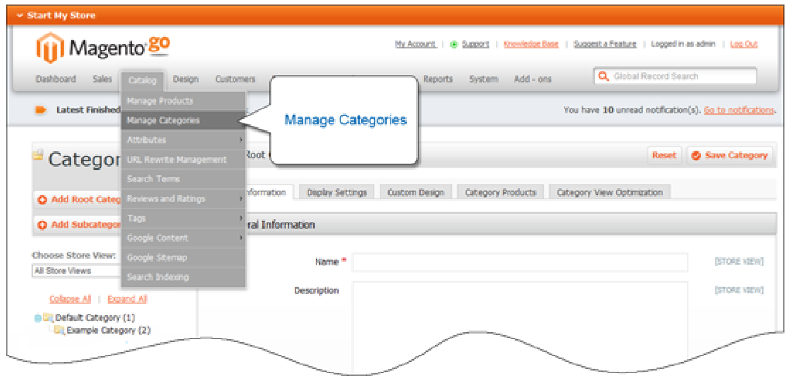


Show Breadcrumbs for CMS Pages

Creating Categories

Easy

Every product in your catalog must be assigned to at least one category. Before you can build your product records, you must first establish the basic category structure of your catalog.



Manage Categories

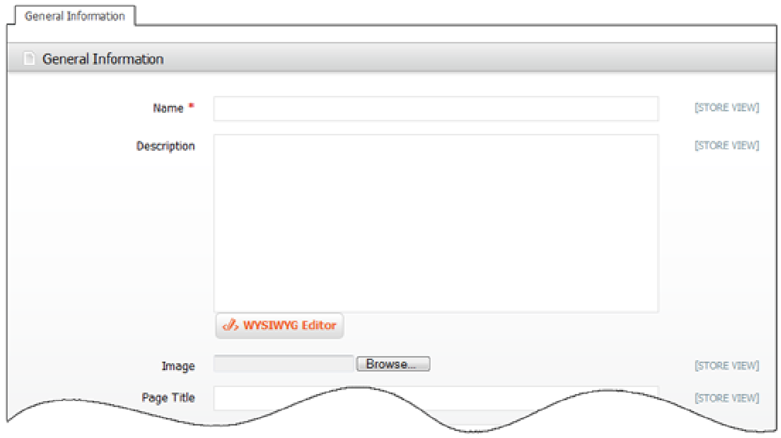
Step 1: Create a Category

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the Categories panel on the left, click to select the level that you want to be the parent of the new category. This is the level just above where the category will appear.

   If you're starting from the beginning without sample data, there will be only two categories in the list: "Default Category," which is the root, and "Example Category," which can become the first option in the top navigation of your store, with additional subcategories nested below. The number of nested subcategories possible is determined by your system configuration.
3. Click the **Add Subcategory** button.

Step 2: Complete the General Information

1. Type the **Name** of the category.
2. Do any of the following:
   - In the **Description** box, enter a paragraph or two of descriptive text to accompany the products on the page.
   - At the Image field, click the **Browse** button to upload an image for the page.
   - Wait until the next step to choose a static block for the category page.



General Information

3. Do the following:
   a. Enter a descriptive **Page Title**.
   b. Complete the **Meta Keywords**.
   c. Complete the **Meta Description**.
4. Set **Is Active** to "Yes."
5. To include the subcategory in the main menu of your store, set **Include in Navigational Menu** to "Yes."
6. Assign a **URL Key** to the category.

> Do not add the ".html" suffix to the URL key, because the suffix is managed by your system configuration.

Step 3: Complete the Display Settings

You can configure the category landing page to display both a static block and product list, or one or the other. A static block can provide additional information, including text, images, and even embedded video.

Display Settings

1. On the **Display Settings** tab, do the following:

   a. Set **Display Mode** to one of the following:

      - Products Only
      - Static Block Only
      - Static Block and Products

   b. If applicable, set **CMS Block** to the static block that you want to appear on the category page.

   c. If you want this category page to display the "Filter by Attribute" section of layered navigation, set **Is Anchor** to "Yes."

   d. Clear the checkbox under **Default Product Listing Sort By**. Then select one of the available values to sort the list. By default, all available attributes are listed. The default values typically include:

      - Best Value
      - Name
      - Price

2. When complete, click the **Save Category** button.

Modifying Categories

Easy

After a category is established, it can be edited, moved to another position in the category tree, or deleted from the catalog. However, if your catalog is live, you should consider how the change might impact any existing links to products in the category. For example, if your product URLs include the category path, and the category name is changed, any existing links to products in the category will be broken. To avoid this problem, make sure to use the URL Rewrite tool to redirect traffic from the old URL to the new one.

To move a category:

1. On the Admin menu, select **Catalog > Manage Categories**.
2. To move a category, simply drag-and-drop it to a new location. Category order changes are saved automatically for you.

To delete a category:

1. From the Admin menu, select **Catalog > Manage Categories**.
2. Click to select the category you want to delete.

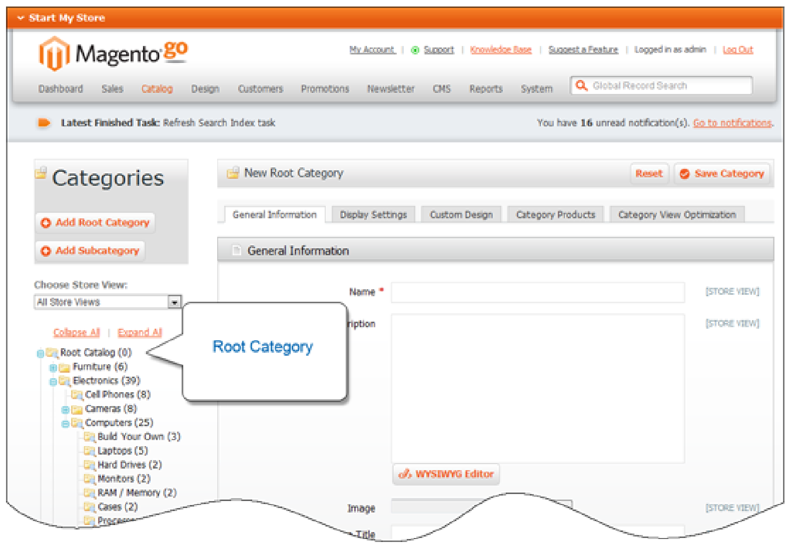
> A deleted category cannot be restored, so make sure that you have selected the correct category before proceeding.

3. Click the **Delete Category** button to save your changes.

Root Categories

Intermediate

The catalog structure is like an upside-down tree, with the root on top. All categories in your catalog are nested below the root. Because the root category is the highest level of the catalog, your store can have only one root category active at a time. You can, however, create additional root categories for alternate catalog structures.



Root Category

Step 1: Create a New Root Category

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the upper-left of the Manage Categories page, click the **Add Root Category** button.
3. Enter a **Name** for the root category.
4. Set **Is Active** to “Yes.”
5. On the Display Settings tab, and set **Is Anchor** to “Yes.”
6. Click the **Save Category** button.

Step 2: Add Subcategories to the New Root

1. From the Manage Categories page, in the category tree on the left, click to select the new root category.
2. Click the **Add Subcategory** button.
3. Give the subcategory a **Name**, and set **Is Active** to “Yes.”
4. Click the **Save Category** button.
5. Repeat this step to create as many categories as you need.

Step 3: Apply the New Root Category to Your Store

1. On the Admin menu, select **System > Manage Stores**.
2. From the Manage Stores page, under Store Name, click the **Main Store** link.
3. Change **Root Category** to the new root category.
4. Click the **Save Store** button.

Hidden Categories

Intermediate

There are many ways to use hidden categories. You might want to create additional category levels for your own internal purposes, but show only the higher-level categories to your customers. Or, you might want to link to a category that is not included in the navigation menu.

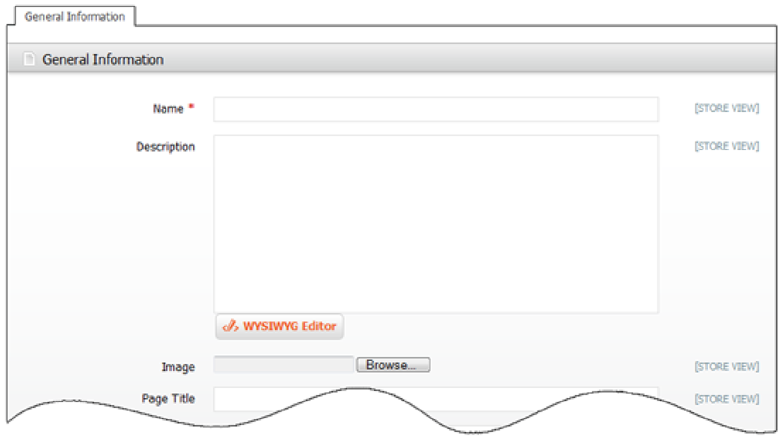
To create hidden categories:

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the Categories panel on the left, select the category you want to exclude from the navigation.
3. On the **General Information** tab, do the following:
   a. Set **Is Active** to “No.”
   b. Set **Include in Navigation Menu** to “No.”
4. On the **Display Settings** tab, set **Is Anchor** to “No.”
5. Although the category is hidden, you can still create now additional subcategories beneath it, and make them active. Make the following settings for each hidden subcategory:
   a. On the **General Information** tab, set **Is Active** to “Yes.”
   b. On the **Display Settings** tab, set **Is Anchor** to “Yes.”

   As active categories, you can now link to them from other places in your store, but they will not appear in the navigation menu.
6. When complete, click the **Save Category** button.

General Information

On the General Information tab, complete the basic information about the category you are creating or editing. You can enter keywords to improve the way the category is indexed by search engines, create a URL key for the category, and activate or deactivate the category.



General Information

Field Descriptions

Field	Description
Name	(Required) The category name appears in the navigation, and also in the URL key of the category page and associated product pages.
Description	The category description, if used, appears below the category image- and before the product list.
Image	The category image, if used, appears at the top of the category page, before the description and product list. Note: As an alternative, you can use a CMS static block in place of the description and image.
Page Title	The category page title appears in the browser tab and title bar. The title should be not more than twelve words in length, and include a combination of primary and secondary keywords.
Meta Keywords	Keywords are used by some search engines, and not by others. You can use a keyword search tool to identify high value keywords that relate to your category. A general rule is to use no more than thirty keywords, or 180 characters. Avoid repeats, and words such as “a,” “an,” “or” and “that.”
Meta Description	Enter a description of the category, using approximately twenty-five words or 150 characters.
Is Active	(Required) To mkae this category available, select “Yes.” Options

Field	Description
Include in Navigation Menu	(Required) To include this category in the top navigation, select “Yes.” If you want this category to be active, but hidden, select “No.” Hidden categories do not appear in the top navigation, but are included in layered navigation. Options include: Yes / No
URL Key	Enter text to represent the category in the URL. You should use all lowercase characters and no spaces. (You can use a hyphen to represent the space between words.) The format of the category URL is determined by your system configuration.

Display Settings

The Display Settings determine which content elements appear on a category page and the order that products are listed. You can enable CMS blocks, set the anchor status of the category, and manage sorting options from this page.

Display Settings

Field Descriptions

Field	Description
Display Mode	Determines the content elements displayed on the category page. Options include: Products Only Static Block Only Static Block and Products
CMS Block	To display a CMS static block at the top of the category page, select the name of the block from the list.
Is Anchor	When set to “Yes,” includes the “filter by attribute” section in the

Field	Description
Available Product Listing Sort By	(Required) The default values are set to set to Value, Name, and Price. To customize the sorting option, clear the Use All Available Attributes checkbox and select the attributes you want to use. You can define and add attributes as needed.
Default Product Listing Sort By	(Required) To define the default "Sort By" option, clear the "Use Config Settings" checkbox and select an attribute.
Layered Navigation Price Step	By default, Magento Go displays the price range in increments of 10, 100, and 1000, depending on the products in the list. To change the Price Step range, clear the "Use Config Settings" checkbox.

Custom Design

Intermediate

The Custom Design tab gives you control over the look and feel of a category and all assigned product pages, including the content blocks and page layout.

You can customize a category page its assigned products for a promotion or to differentiate the category from others and increase sales. For example, you might develop distinctive design for a brand or special line of products.

Custom Design

To create a custom category design:

1. If the parent category of the selected category has already been customized and you want to use same settings, set **Use Parent Category Settings** to "Yes."
2. To apply the custom design to all the products assigned to the category, set **Apply to Products** to "Yes." Otherwise, the customization applies to only the category page.
3. To apply a different theme to the category, select the theme you want to use from the **Custom Theme** list.

4. To apply the category design to a specific range of time, click the calendar to select both the **Active From** and **Active To** dates. Otherwise, the design will take effect when you save the changes to the category.

> You can easily change the layout of the category page by selecting one of the default layouts.

5. Click the **Save Category** button to save your changes.

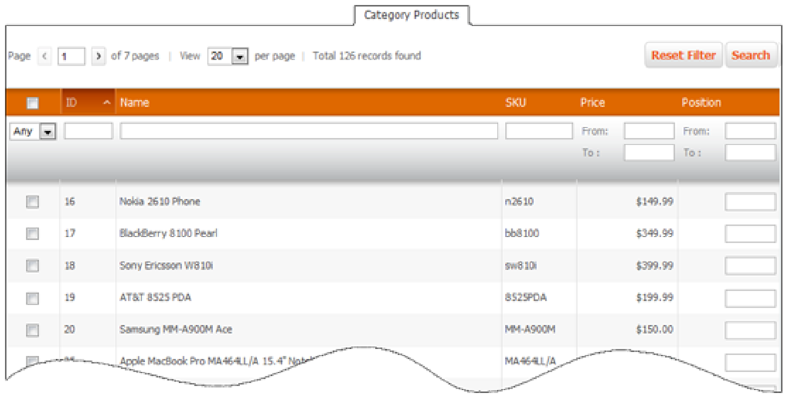
Field Descriptions

Field	Description	
Use Parent Category Settings	To inherit the design settings from the parent category set this option to "Yes." Options include: Yes / No	
Apply to Products	To apply the custom settings to all products in the category, set to "Yes." Options include: Yes / No	
Custom Theme	Select the custom theme you want to apply from the list of available themes.	
Active From	If applying a custom theme for a period of time, enter the beginning date, or select the date from the calendar.	
Active To	If applying a custom theme for a period of time, enter the ending date, or select the date from the calendar.	
Page Layout	To apply a different layout to the category page, select one of the following:	
	No layout updates	This option is pre-selected by default and does not apply layout changes to the category page.
	Empty	This option lets you define your own page layout.(Requires an understanding of XML.)
	1 column	Applies a one-column layout to the category page.
	2 columns with left bar	Applies a two-column layout with a left sidebar to the category page.
	2 columns with right bar	Applies a two-column layout with a right sidebar to the category page.
	3 columns	Applies a three-column layout to the category page.
Custom Layout Update	You can further customize the theme with XML coding. See the Magento Go Design Guide to learn more about customizing themes.	

Category Products

Easy

The Category Products tab lists the products that are currently assigned to the category, and gives you the ability to add and remove products.



Category Products

To assign products to a category:

1. From the category record, click the **Category Products** tab. Then, do the following:

   a. Use the filters and checkbox control to find the products you want to assign:

   - To display all products currently assigned to the category, set the checkbox control to "Yes."
   - To display all products that are not assigned to the category, set the checkbox control to "No."
   - To display all products, set the checkbox control to "Any."

   b. Press the **Search** button.

   c. To list all products again, click the **Reset Filter** button.

2. Select the checkbox of each product you want to assign to the category.

3. When complete, click the **Save Category** button.

Category View Optimization

Intermediate

The View Optimization tab appears for both products and categories when Google Analytics with Content Experiments is enabled, and is used to test the effectiveness of pages in your store.

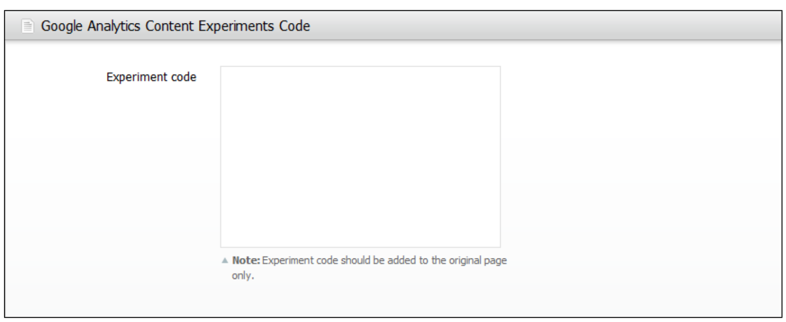
Sometimes even a minor change to the content or design of a page can have a significant impact. To optimize a category page, a tracking script is installed on the original page, and then tests are conducted with different versions of the page to determine which is the most effective. To learn more, see: Google Analytics .

To install a script:

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the category tree on the left, click to open the original version of the category you want to test.

> When testing different versions of a page, the tracking script is installed only on the original version of the page.

3. On the Category View Optimization tab, in the **Experiment code** box, paste the tracking code that was generated by Google Content Experiments for the test.
4. When complete, click the **Save Category** button.

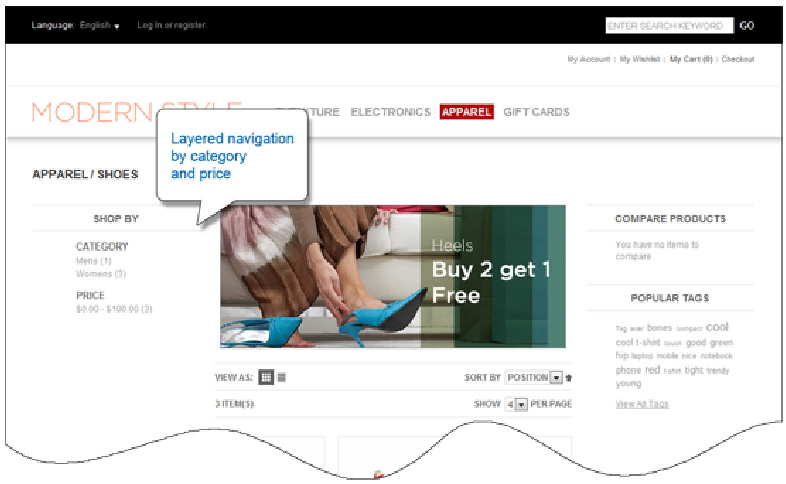


Category View Optimization

Layered Navigation

Easy

Layered navigation makes it easy to find a product based on category, price range, or any other available attribute. Layered navigation usually appears in the left column of search results and category pages and can also be used on the home page. The standard layered navigation includes a "Shop By" list of categories and price range. You can configure the way layered navigation is displayed in your store, including the product count and price range.



Layered Navigation by Category and Price

To set up layered navigation:

1. On the Admin menu, select **System Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Layered Navigation** section. Then, do the following:

Configure Layered Navigation

a. To display the results after each attribute, set **Display Product Count** to "Yes."

b. Set **Price Navigation Step Calculation** to one of the following:

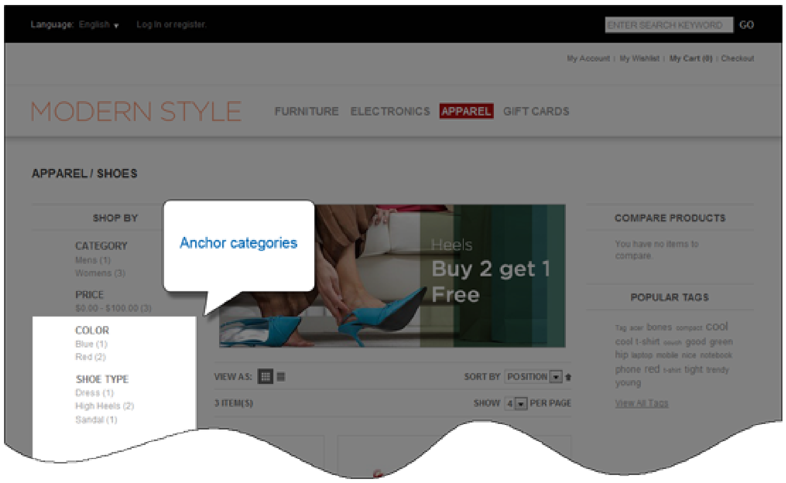
- Automatic
- Manual

c. For a manual calculation, enter a number in the **Default Price Navigation Step** field to determine how the price ranges are grouped. For example, if you enter 100, the prices will appear in groups of 100.

Anchor Categories

Intermediate

In addition to the standard layered navigation, anchor categories appear in an additional section that lets you filter the list by attribute value. The attribute section of layered navigation appears if the category is set to “Is Anchor.” Each attribute can be configured to display the results, which is the number of matching records found.



Anchor Categories

The attribute properties, combined with the product properties, determine which attributes can be used as filters for layered navigation. Only those with the catalog input type of Dropdown, Multiple Select or Price can be used as filterable attributes. In addition, the number of available categories, anchor categories, and filterable attributes is determined by your Magento Go plan.

Setting up anchored layered navigation is a two-step process. First, you need to set up the filterable attributes. Then, make the category an anchor.

Step 1: Set the Attribute Properties

1. On the Admin menu, select **Catalog > Attributes > Manage Attributes**.
2. Click to open the attribute in Edit mode, and do the following:

a. Scroll down to the **Frontend Properties** section, and set **Use In Layered Navigation** to one of the following:
   - Filterable (with results)
   - Filterable (no results)

b. Set **Use In Search Results Layered Navigation** to "Yes."

Step 2: Make the Category an Anchor

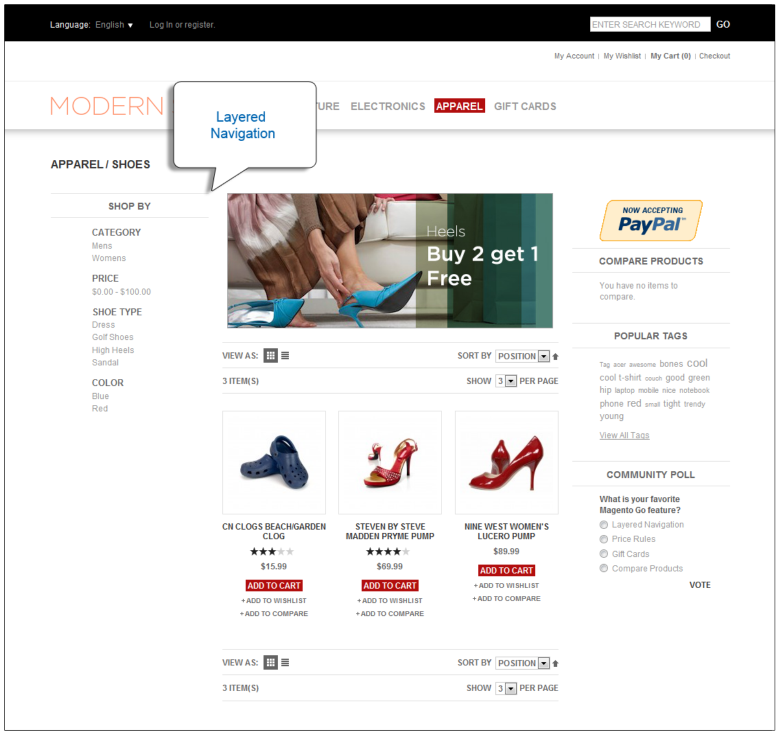
1. On the Admin panel, select **Catalog > Manage Categories**.
2. In the Categories panel on the left, click to open the category. Then, do the following:

   a. On the **Display Settings** tab, set **Is Anchor** to "Yes."

   b. Click the **Save Category** button.
3. To test the setting, go to your store and select the category from the top navigation. The layered navigation with filters will appear.

Filterable Attributes **Intermediate**

Layered navigation can be used to search for products by category or by attribute. For example, when a shopper chooses the Apparel/Shoes category from the top navigation, the initial results include all products in the shoes category. The list can be filtered further by choosing a specific color or size, or by specifying values for both color and size. For an attribute to be included in layered navigation, its property settings must make it filterable.



Layered Navigation

Step 1: Set the Attribute Properties

1. On the Admin menu, select **Catalog > Attributes > Manage Attributes**.
2. Click to open the attribute in edit mode, and do the following:
   a. Scroll down to the **Frontend Properties** section, and set **Use In Layered Navigation** to one of the following:
      - Filterable (with results)
      - Filterable (no results)

   b. Set **Use In Search Results Layered Navigation** to “Yes.”

Step 2: Make the Category an Anchor

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the Categories panel on the left, click to open the category.
3. On the **Display Settings** tab, set **Is Anchor** to “Yes.”

4. Click the **Save Category** button.

   To test the setting, go to your store and select the category from the top navigation. The selection of filterable attributes for products in the category appears in the layered navigation.

Notes

Chapter 11:

Managing Attributes

Attributes are the building blocks of your product catalog, and describe specific characteristics of a product. Each attribute contains values that represent a particular characteristic of a product, such as “color” or “fabric.” A single attribute, such as “color,” can hold many values, although only a few might apply to any given product. Because it can be used by multiple products, your store needs to have only one attribute for color. You can assign the most common value as the default, to make it easy for your customers to select the option.

The attributes that make up a product are combined into an attribute set, which is used as template to create new products. The attribute set determines which fields are included in a product, and how they are grouped in the Product Information panel.

You can use attributes to help customers find what they are looking for in your catalog. Here are a few ways attributes enhance the shopping experience:

- Input controls for product options
- Additional information on product pages
- Search parameters
- Product comparison reports
- Layered navigation “Shop By” parameters
- Catalog and shopping cart price rules

Magento Go has a default attribute set with a standard selection of product attributes such as Name, Price, Description, and so on. If you want, you can build your entire catalog using only the default attribute set.

Attribute Input Types

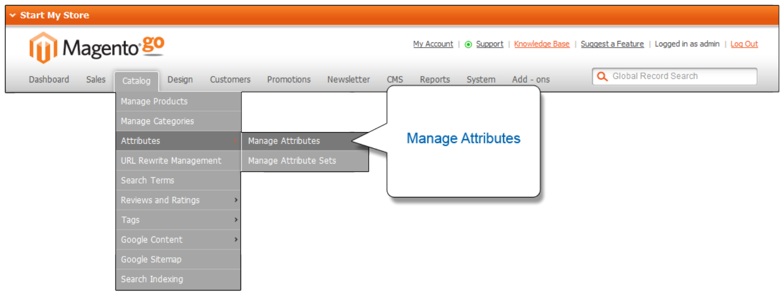
From the standpoint of the store owner or administrator, attributes are the data entry fields that you complete when creating a product record. The input type that is assigned to an attribute determines the type of data that can be entered and the format of the field or input control. Options include:

Property	Description
Text Field	A single line input field for text.
Text Area	A multiple-line input field for entering paragraphs of text such as a product description. You can use the WYSIWYG Editor to format the text with HTML tags, or type the tags directly into the text.
Date	Fields used for entering date values are followed by an icon that displays either a calendar or list of dates when clicked. Depending on your system configuration,a date can be typed directly into the field, or selected from the calendar or list.
Yes/No	Displays a drop-down list with pre-defined options of “Yes” and “No.”
Dropdown	Displays a drop-down list of values. Only one item can be selected at a time. The Dropdown input type is a key component of configurable products.
Multiple Select	Displays a drop-down list of values. To select more than one option, hold the Ctrl key down and click each item.
Price	This input type is used to create price fields that are in addition to the predefined attributes, Price, Special Price, Tier Price and Cost. The currency used is determined by your system configuration.
Fixed Product Tax	Lets you define FPT rates based on the requirements of your locale. To learn more, see: Tax Settings.

Creating Attributes

Intermediate

The properties of an attribute determine how it can be used in your catalog and how it appears throughout your store. In addition to the basic properties, there are additional properties for Dropdown and Multiple Select input types, their values, and associated labels. The title, or label, identifies the attribute in the Admin panel, and storefront. If your store is available in multiple languages, you can enter a different translated label for each language supported.



Manage Attributes

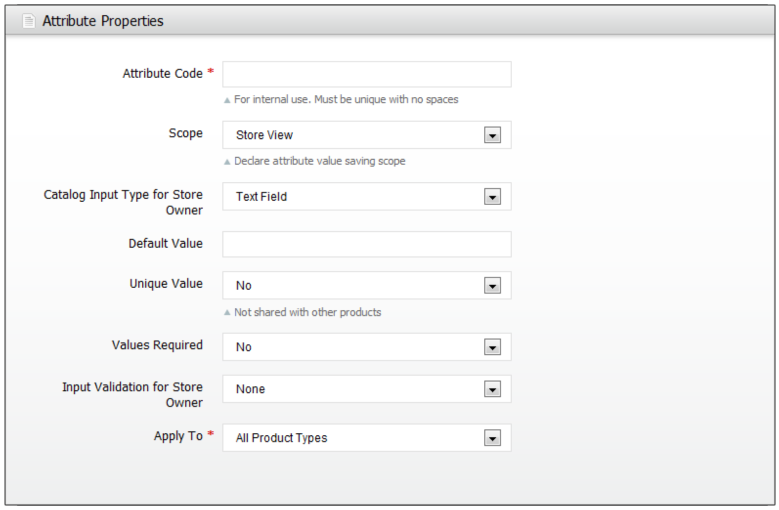
Step 1: Define the Attribute Properties

1. On the Admin menu, select **Catalog > Attributes > Manage Attributes**. Then, click the **Add Attribute** button.

2. In the Attribute Properties section, complete the following required (*) properties:

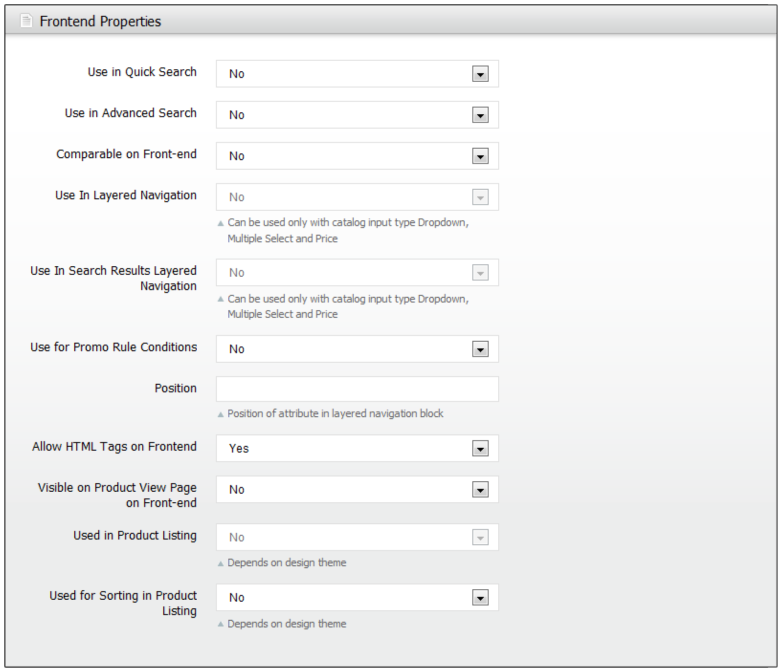
   a. Enter a unique **Attribute Code** to identify the attribute internally. The code should be all lowercase characters without spaces.

   b. In the **Apply To** list, choose the product type(s) to be associated with the attribute. To choose Selected Product Types, hold the Ctrl key down and click each applicable type.



Attribute Properties

3. Complete the remaining Attribute Properties as needed.
   a. Set **Scope** to specify the range of influence this attribute has in relation to your store.
   b. Set **Catalog Input Type for Store Owner** to the type of input control used by the store administrator during data entry.
   c. If you want to avoid duplicate values in this field, set **Unique Value** to "Yes."
   d. If you want to require that a value must be entered in the field, set **Values Required** to "Yes."
   e. If you want to run a validity test of any entry made in the field, set **Input Validation for Store Owner** to the type of value the attribute should contain.
4. In the Frontend Properties section, complete as many of the settings as needed.



Frontend Properties

Step 2: Define the Label and Values

1. In the Attribute Information panel on the left, select **Manage Label / Options**. Then, do the following:

   a. In the Manage Titles section, under Admin, enter a descriptive label to identify the field during data entry.

   b. The next column determines how the label appears in your storefront. You can leave the box blank to use the Admin label as the default.

   c. If your store is available in multiple languages, enter a translated label into each box, as needed.

2. For drop-down or multiple-select input types, do the following:

   a. In the Manage Options section, click the **Add Option** button.

   b. In the new row, under **Admin**, type the value as you want it to appear in your store's Admin.

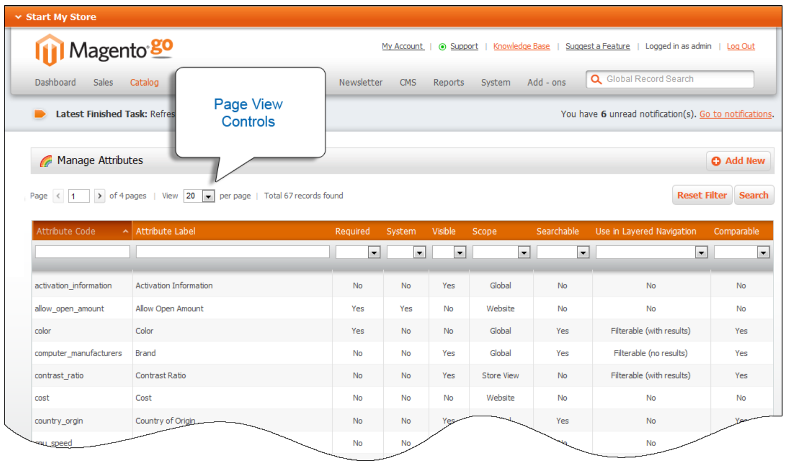
   c. Enter the value as you want it to appear to customers in your store. (Leave this blank to use the Admin value as the default.)

   d. If applicable, enter a translated value for each language supported.

e. Enter a number to determine the **Position** of this value in relation to other options in the list.

f. Select **Is Default** to automatically select this value.

Repeat these steps for each value you want to add to the list.



Manage Label / Options

3. When complete, click the **Save Attribute** button.

The attribute appears in the Manage Attributes list, sorted in alphabetical order by Attribute Code. You can use the Page controls to view each page of the list.

Deleting Attributes

Easy

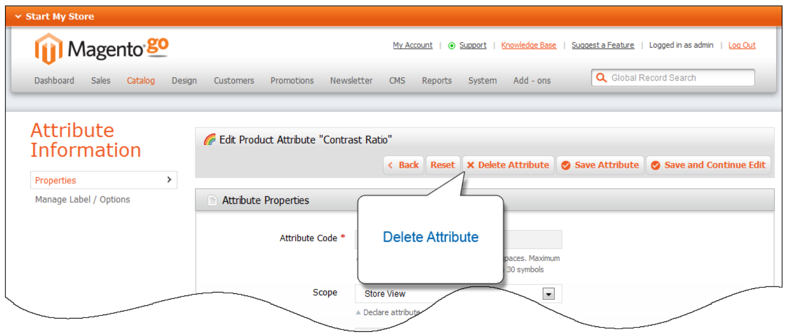
If you have been using a trial store with the sample data installed, your store already includes a large number of predefined attributes which may—or may not—relate to the products you sell.

To ensure that you have access to the full number of attributes that you have available according to your plan, you can either delete the unnecessary attributes from the sample data, or create a new trial store without the sample data installed.

When an attribute is deleted, it is removed from any related products and attribute sets. System attributes are part of the core functionality of your store and cannot be deleted.

To delete an attribute:

1. On the Admin menu, select **Catalog > Manage Attributes**.
2. In the attribute list, click to open the attribute that you want to delete.
3. Click the **Delete Attribute** button to remove this attribute from your store.



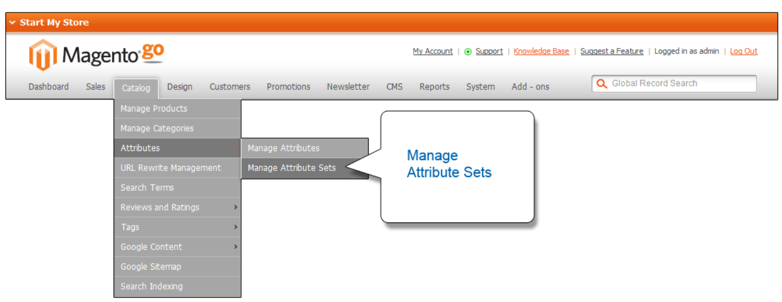
Delete Attribute

4. When prompted to confirm, click **OK**.

Creating an Attribute Set

Intermediate

One of the first steps when creating a product is to choose the attribute set that is used as a template for the product record. The attribute set determines the fields that are available during data entry, and the values that appear to the customer.



Manage Attribute Sets

Your store comes with an initial attribute set called “default” which contains a set of commonly-used attributes. If you would like to add only a small number of attributes, you can add them to the default attribute set. However, if you sell products that require specific types of information, such as cameras, it might be better to create a dedicated attribute set that includes the special attributes (fields) needed to describe the product.

A single attribute can be used by as many different attribute sets as is necessary. For example, the attribute “color” can be included in an attribute set for clothing, paint, or for any number of different products.

To create an attribute set:

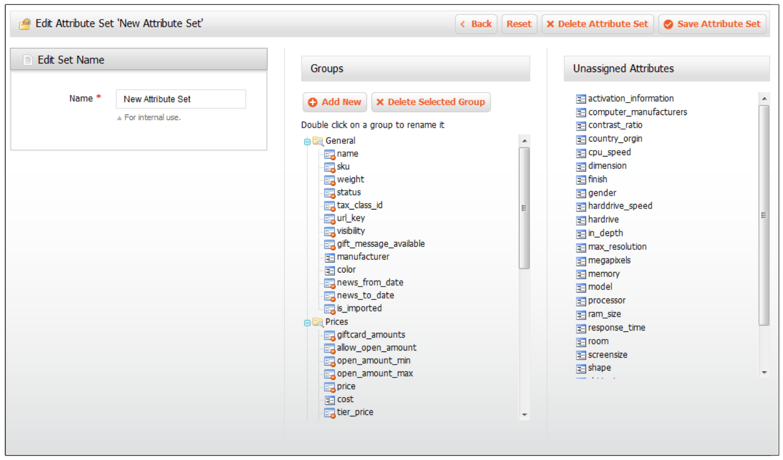
1. On the Admin menu, select **Catalog > Attributes> Manage Attribute Sets**.
2. Click the **Add New Set** button. Then, do the following:

Edit Set Name

   a. Enter a **Name** for the attribute set.

   b. In the **Based On** field, select another attribute set from which this attribute set is to inherit attributes. This option enables you to reuse the attributes already defined in a set to build other attribute sets. The simple option is to leave the Default option that appears in this field.

3. Click the **Save Attribute Set** button. The next page displays the following:
   - The top left of the page shows the name of the attribute set defined earlier. You have the option to edit the name because this value is for internal use.
   - The center of the page shows a hierarchical tree representing Groups for attributes.
   - The right side of the page shows a list of defined attributes that are not assigned to this attribute set.
4. Select the attribute to be assigned to this Group by dragging them from the **Unassigned Attributes** area on the right into the relevant **Group** in the middle of the page.
5. When the attribute set is complete, click the **Save Attribute Set** button.



Edit Attribute Set

System Attributes are marked with an orange dot. You cannot remove them from the Groups list, but can drag them to another Group within the attribute set.

To create a new attribute group:

1. In the Groups section of the attribute set, click the **Add New** button.
2. Enter a **Name** for the new group, and click **OK**.
3. Do either of the following:
   - Drag **Unassigned Attributes** to the new group.
   - Drag attributes from any other group to the new group.

The new group becomes a section in the Product Information panel of any products based on this attribute set.

Attribute Quick Reference

Some product types have specific requirements for attribute settings. For example, the configurable product type has a specific set of requirements for drop-down attributes which must be set up correctly. The following attributes can be used to identify the attribute with a specific product type:

You can use attribute properties to provide assistance during data entry, and to reduce the number of typographical errors in your catalog:

Product Type Properties

Property	Description
Apply To	Identifies the product types that can use the attribute. Visibility must be set to include the catalog.
Use to Create Configurable Product	Identifies the attribute one that will be used to create a drop-down list of options for a configurable product.

Data Entry Properties

Property	Description
Default Value	Displays a common entry as a starting value.
Unique Value	Prevents duplicate values from being entered.
Values Required	Requires a value to be entered before the record can be saved.
Input Validation	Performs a validation check of the data, based on data type, or format.

Search and Navigation Properties

Property	Description
Use in Quick Search	Lets customers use the Search box to find items based on the value of the attribute.
Use in Advanced Search	Includes the attribute as a field on the Advanced Search form.
Use in Layered Navigation	Includes the attribute in the layered navigation that is displayed for category lists.
Use in Search Results Layered Navigation	Includes the attribute in the layered navigation that is displayed for search results lists.
Position	Determines the position of the attribute when listed with others in the layered navigation list.
Use in Product Listing	(Depending on theme) Includes the attribute in the product listing.

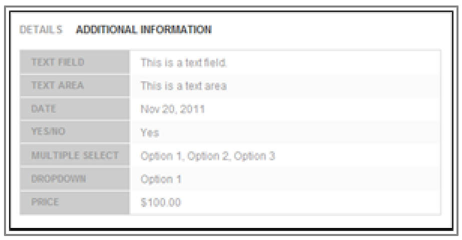
Property	Description
Use for Sorting in Product Listing	(Depending on theme) Includes this attribute as an option in the Sort By list, which can be used to sort a product list.

Rules and Comparison Properties

Property	Description
Comparable on Front-end	Includes the attribute in the Compare Products report.
Use for Promo Rule Conditions	Allows the attribute to be used as the basis of a condition that triggers a promotional Price Rule or Shopping Cart rule.

Presentation Properties

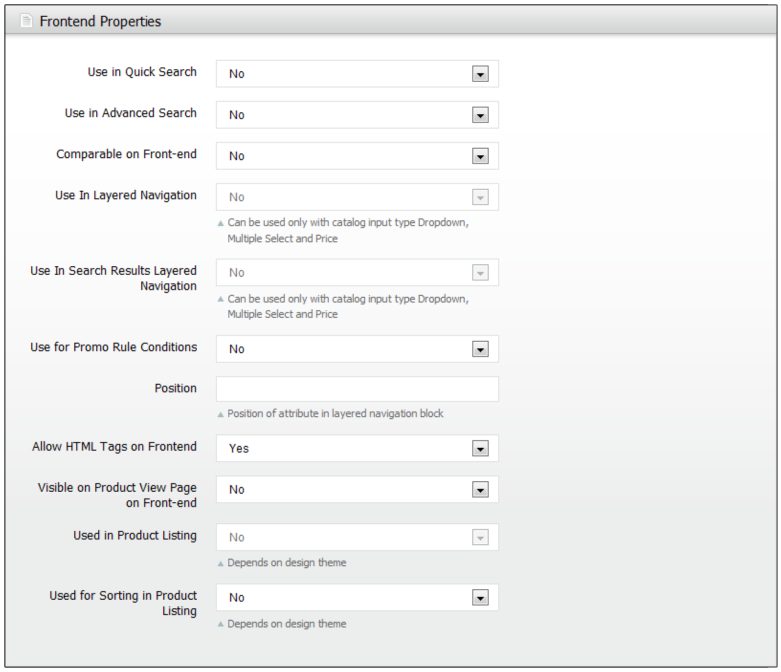
Property	Description
Visible on Product View Page	Includes the attribute on the Additional Information tab of the product view page.



Property	Description
Allow HTML Tags on Frontend	Permits text fields and areas to be manually tagged with HTML.
Enable WYSIWYG Editor	Makes the WYSIWYG Editor available for tagging a text field or text area with HTML.

Attribute Frontend Properties

Customize the Attribute Frontend Properties to modify how customers interact with individual attributes. From this page, you can set up the search criteria needed to weight an attribute and how the attribute appears in navigation.



Frontend Properties

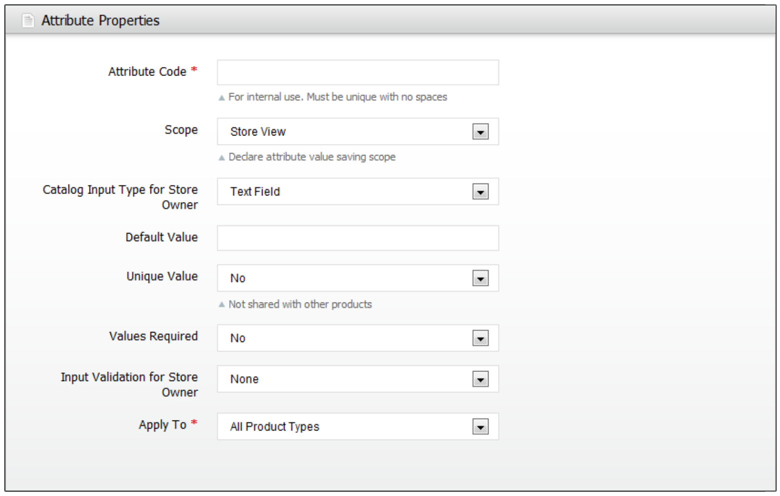
Property Descriptions

Property	Description
Use in Quick Search	Select "Yes" if you want people to be able to search on the value of this field. Options include: Yes / No
Search Weight	Assign a value from 1 – 5 to weight the search.
Use in Advanced Search	Similar to Quick Search with the option of adding each attribute with its own field, rather than having one search field. Options include: Yes / No Do not include every attribute in Advanced Search, because it may overflow the search page.
Comparable on Front-end	Select "Yes" to include this attribute as a row in the Product Comparison report. Options include: Yes / No
Use In Layered Navigation	(Dropdown, Multiple Select and Price input type only) Includes the

Property	Description	
	No	The attribute is not included in the layered navigation.
	Filterable (with results	Lists only the products which match the filterable value.
	Filterable (no results)	Lists all values in the attribute, even if they do not apply to any product listed. If there are no filterable attributes for a category page, the layered navigation section will not appear.
Use In Search Results Layered Navigation	Select “Yes” to include this attribute in Layered Navigation. Options include: Yes / No	
Use for Promo Rule Conditions	Select “Yes” if you want this attribute to be available when creating Category and Shopping Cart Price Rules. Options include: Yes / No	
Position	This option determines the position of the attribute in the Layered Navigation menu with respect to the other filterable attributes	
Enable WYSIWYG	Provides the option of using a simple, “What You See Is What You Get” text editor. The editor automatically inserts the HTML tags needed to format text and to create numbered and bulleted lists. When set to “Yes,” the Allow HTML Tags on Frontend option is not used. (Available for Text Area input type.)	
Allow HTML Tags on Frontend	Select “Yes” if you want to be able to format the content of this field with HTML tags. (Available for Text Field and Text Area input types.)	
Visible on Product View Page on Front-end	Select “Yes” to include this attribute on the Additional Information tab of the product page. This attribute can be used with simple and virtual products. Options include: Yes / No	
Used in Product Listing	(Depends on Design Theme) Select “Yes” to include this attribute in the search results list. All available and assigned Layered Navigation attributes will abide by its results.	
Used for Sorting in Product Listing	(Depends on Design Theme) Select “Yes” to be able to sort the catalog list by the value of this attribute. The attribute will appear as an option in the Sort By list.	

Attribute Properties

The Attribute Properties section defines the properties that make up each attribute to determine how the field is used in the product catalog.



Attribute Properties

Property Descriptions

Property	Description
Attribute Code	(Required) A unique identifier for internal use. The code can include a combination of lowercase letters (a-z) and numbers (0-9), but must begin with a letter. The Attribute Code cannot include any special characters or spaces, although an underscore (_) can be used to indicate a space.
Scope	Indicates the range over which the attribute applies. The scope setting is used to limit use of the attribute to a specific website or view. Options include: Store View Website Global
Catalog Input Type for Store Owner	Determines the data type and input control that is used to manage the product from the Admin panel. Options include: Text Field — A single line input field for text. Text Area — A multiple-line input field that can display paragraphs of text formatted with HTML. Date — An input field for date values. The date can be

Property	Description	
		typed directly into the field, or selected from a list or calendar.
	Yes/No	Displays a drop-down list with pre-defined options of “Yes” and “No.”
	Dropdown	Displays a drop-down list of configurable options, from which only one can be selected.
	Multiple Select	Displays a drop-down list of configurable options. To select more than one option, hold down the Ctrl key and click each item.
	Price	This input type is used to create price fields in addition to the predefined attributes, Price, Special Price, Tier Price and Cost.
	Fixed Product Tax	The Fixed Product Tax input type lets you define FPT rates based on the requirements of your locale.
Default Value	Assigns a starting value to the attribute, to assist with data entry. This option is not available for Multiple Select, Dropdown, or Fixed Product Tax input types. To assign a default value to Multiple Select or Dropdown input types, see Manage Label / Options.	
Unique Value	To prevent duplicate values in this field, set Unique Value to “Yes.” Options include: Yes / No	
Values Required	To require that a value to be entered in this field before the record can be saved, set Values Required to “Yes.” Options include: Yes / No	
Input Validation for Store Owner	Performs a validation check of the data entered in the field, based on the following options: None Decimal Number Integer Number Email URL Letters Letters (a-z, A-Z) or Numbers (0-9)	
Apply To	(Required) Identifies the product types to which this attribute applies. Options include:	

Property	Description
	All Product Types Selected Product Types Simple Product Grouped Product Configurable Product Virtual Product Bundle Product Gift Card
Use to Create Configurable Product	(Dropdown input type only) Select “Yes” if this attribute will be used to create a drop-down list for a configurable product. Options include: Yes / No

Chapter 12:

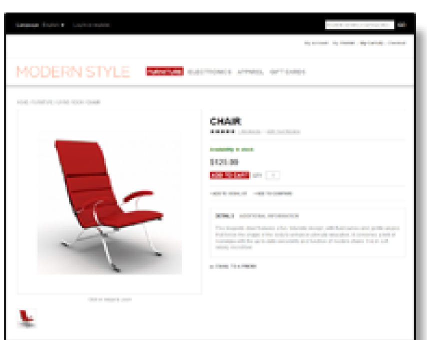
Creating Products

Choosing a product type is one of the first things you must do when creating a new product. In this section, you will learn about each product type, and how to create a product of each type. For more information about all the available options, see Product Information.

If you are just starting out, you can create a few sample products, and experiment with each type. When you are ready to start building your actual catalog, we recommend that you read the sections, Navigation by Category and Search & SEO. This material will give you a good understanding of the relationship between your store navigation and the categories in your catalog, and how you can help search engines to bring a steady stream of shoppers to your store.

Product Types

Magento Go's product catalog is based upon six product types, described as "Simple" and "Complex." In this case, the word "complex" means that the product has multiple components.

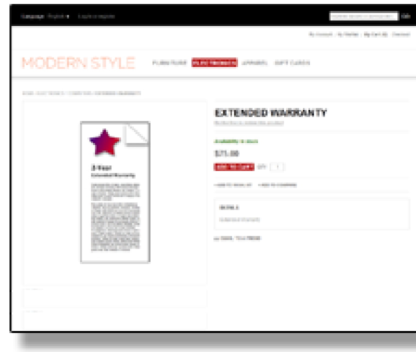


Simple Product

A simple product is a physical item with a single SKU. Simple products have a variety of pricing and of input controls which make it possible to sell variations of the product. Simple products can be used in association with grouped, bundle, and configurable products.

Virtual Product

Although virtual products do not have a physical presence, they represent something that can be sold, such as a service, warranty, or subscription. Virtual products are not shipped, and therefore have no weight field. Virtual products can be used in association with grouped and bundle products.

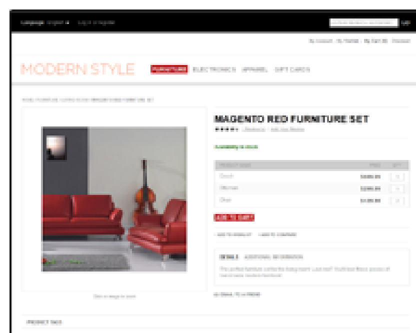


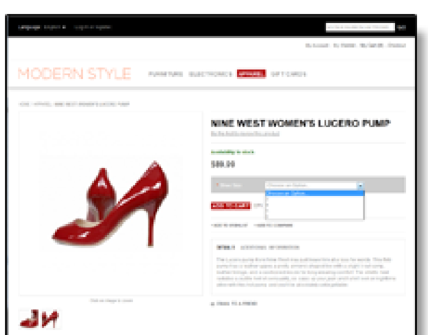
Gift Card

There are three kinds of gift cards: virtual gift cards are sent by email, physical gift cards are shipped to the recipient, and combined gift cards are a combination of the two. Each has a unique code, which is redeemed during checkout. Gift cards can be used in association with grouped products.

Grouped Product

A grouped product lets you offer multiple, standalone products as a group. You can offer variations of a single product, or group them by season, theme, or for a promotion. Each product can be purchased separately, or as part of the group.



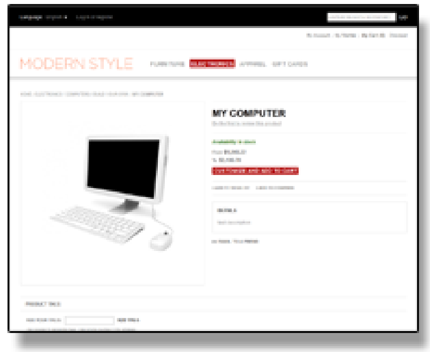


Configurable Product

A configurable product appears to be a single product with lists of options for each variation. However, each option represents a separate, simple product with a distinct SKU, which makes it possible to track inventory for each variation.

Bundle Product

A bundle product let customers “build their own” from an assortment of options. The bundle could be a gift basket, computer, or anything else that can be customized. Each item in the bundle is a separate, standalone product.



Creating a Simple Product

Easy

One of the keys to harnessing the power of product types is learning how and when to use a simple, standalone product. Simple products can be sold individually, or as part of a grouped, configurable, or bundle product. A simple product with custom options is sometimes referred to as a composite product.

These instructions take you through the process of creating a simple product with the required fields. Each required field is marked in the Admin panel with a red asterisk (*). After you complete the required settings and save the product, you can complete the remaining product information as needed.

> The following example is based on the default attribute set. Don’t be concerned if your selection of fields differs from what is shown, because the process is the same.

Process Overview:

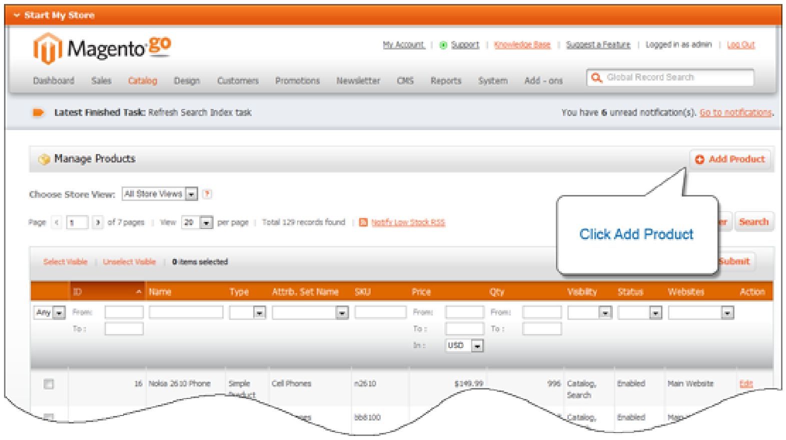
Step 1: Choose the Attribute Set

Step 2: Complete the Required Fields

Step 3: Complete the Remaining Product Information

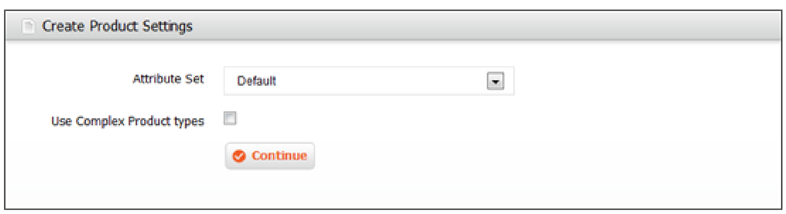
Step 1: Choose the Attribute Set

The first step is to choose the attribute set, which determines the fields to be included in the product record. The product in this example is based on the Default attribute set, which includes a standard of set of fields that are used by most products.



Add Product

1. On the Admin menu, go to **Catalog > Manage Products**.
2. In the upper-right corner of the Manage Products page, click the **Add Product** button.
3. In the Create Product Settings section, accept the default settings for Attribute Set and Product Type. Then, click the **Continue** button.



Create Product Settings

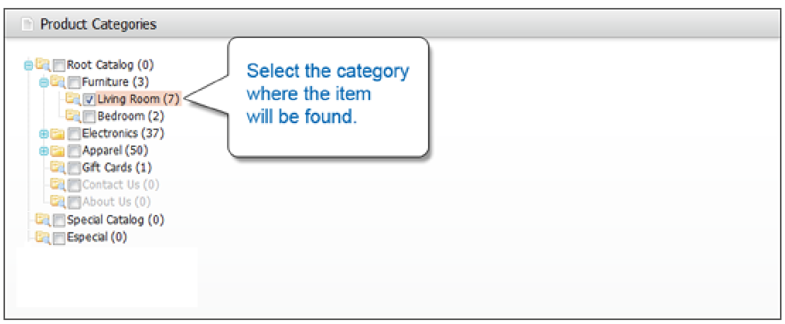
Step 2: Complete the Required Fields

The basic set of required fields must be completed before the product record can be saved. The Product Information panel groups related fields by topic and the required fields are marked with a red asterisk (*).

1. In the Product Information panel, select **General**. Then, complete the required fields as follows:
   a. Enter the product **Name** as you want it to appear in all catalog listings.
   b. In the **Description** box, enter the main description that will appear on the Product Detail page.
   c. Enter a **Short Description** of the product.
   d. Assign a unique **SKU** for the product.

- e. Enter the **Weight** of the product, which is used to calculate shipping.
- f. Set **Status** to “Enabled.”
- g. Set **Visibility** to “Catalog, Search.”

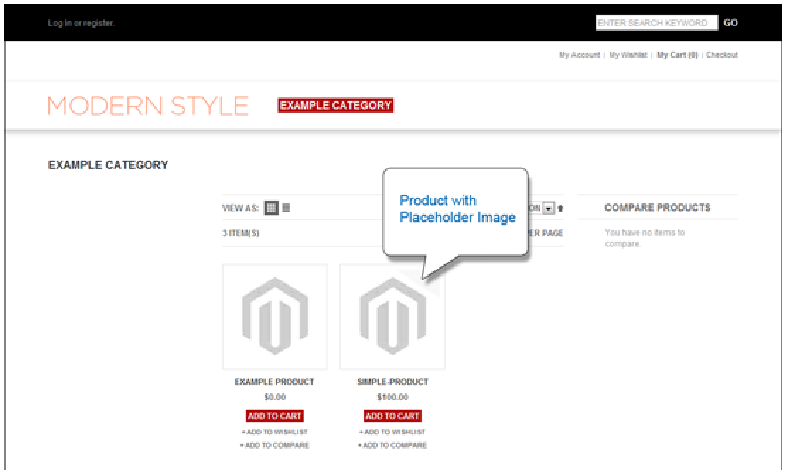
2. In the Product Information panel, select **Prices**. Then, complete the required fields as follows:
   - a. Enter the **Price** that you will charge for the product.
   - b. Set **Tax Class** to the appropriate tax classification for the product.
3. Although not a required field, the product must be assigned to a category to be visible in your catalog. To assign the product to a category, do the following:
   - a. In the Product Information panel, select **Categories**.
   - b. In the category tree, click to expand the section where the item belongs.
   - c. Select the checkbox of each category where you want the product to appear.



Product Categories with Sample Data

4. If your store has multiple views, the product must be assigned to each view where the product is available for sale. (This option appears only if multiple store views exist.) To assign the product to a view, do the following:
   - a. In the Product Information panel on the left, select **Websites**.
   - b. On the Websites tab, select the checkbox of each website where the product is available for sale.
5. After completing these steps, click the **Save and Continue** button.

   The product should now be visible on the assigned category page of your catalog. Until the product image is uploaded, a placeholder image appears in its place.



Products with Placeholder Image

Step 3: Complete the Remaining Product Information

Although not required, there are other important sections of Product Information to complete. At the very least, you will want to upload product images and complete the meta data. In addition, you can keep track of your product inventory, and create additional input options and controls.

1. If you plan to track inventory for the product, do the following:
   a. In the Product Information panel on the left, select **Inventory**.
   b. Under Manage Stock, clear the **Use Config Settings** checkbox. Then, set **Manage Stock** to "Yes."
   c. In the **Qty** field, type the quantity of the item that is currently in stock.
   d. Set **Stock Availability** to "In Stock."
   e. Click the **Save and Continue** button.
2. To upload product images, see: .
3. To create additional fields with input controls, see the following:
   - Custom Options
   - Creating an Attribute

Things to Remember

- A simple product can have custom options with a variety of input controls, which makes it possible to sell many product variations from a single SKU.
- Custom options are not tracked as separate inventory items.
- A simple product that is included in a configurable, or bundle product type cannot have custom options.

Creating a Virtual Product

Easy

Although virtual products do not have a physical presence, they represent something that can be sold, such as a service, warranty, or subscription. Virtual products can be sold individually, or included as part of the following product types:

- Grouped Product
- Bundle Product

The process of creating a virtual product and a simple product is nearly the same. However, because a virtual product is not shipped, there is no Weight field or option to include a gift card.

These instructions take you through the process of creating a virtual product with the required fields. Each required field is marked in the Admin panel with a red asterisk (*). After you complete the required settings and save the product, you can complete the remaining product information as needed.

The following example is based on the default attribute set. Don't be concerned if your selection of fields differs from what is shown, because the process is the same.

Process Overview:

Step 1: Choose the Attribute Set
Step 2: Complete the Required Fields
Step 3: Complete the Remaining Product Information

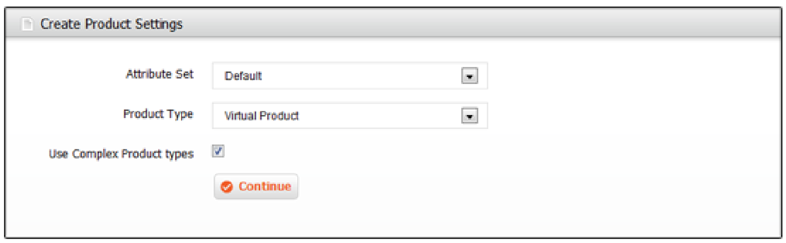
Step 1: Choose the Attribute Set

1. On the Admin menu, select **Catalog > Manage Products**. Then in the upper-right corner of the Manage Products page, click the **Add Product** button.

2. In the Create Product Settings section, do the following:

   a. Accept the **Attribute Set** default settings.

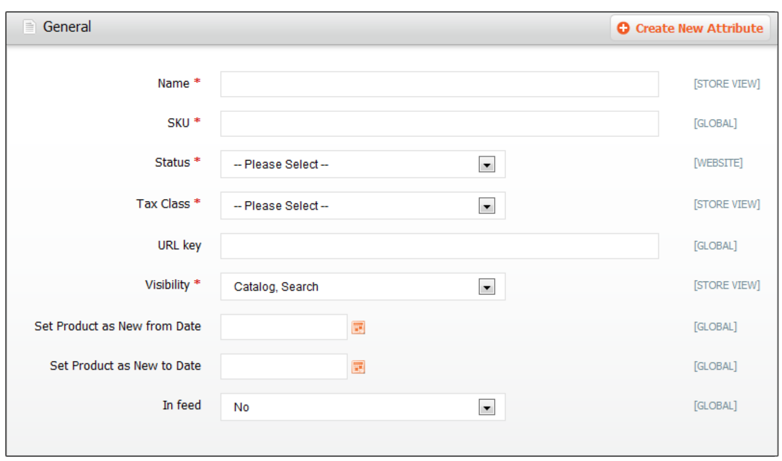
   b. Make sure that the **Use Complex Product types** checkbox is selected. Then, set **Product Type** to "Virtual Product," and click the **Continue** button.



Create Product Settings

Step 2: Complete the Required Fields

The Product Information panel on the left groups related fields by topic. All required fields are marked with a red asterisk (*).



Product Information - General, Virtual Product

3. On the **General** tab, complete the required fields as follows:

   a. Type the product **Name** as you want it to appear in all catalog listings.

   b. Assign a unique **SKU** to the product.

c. Set **Status** to "Enabled."

d. Set **Tax Class** to the appropriate setting for your area.

e. Set **Visibility** to "Catalog, Search."

4. On the **Prices** tab, enter the Price you intend to charge for the product or service.

5. On the **Description** tab, complete the required fields as follows:

   a. Type a **Short Description** of the product.

   b. In the **Description** box, enter the main description that will appear on the product view page.

6. If you're not going to use Magento Go to manage your inventory, you can skip this section. Otherwise, complete the required fields on the **Inventory** tab as follows:

   a. Under Manage Stock, clear the **Use Config Settings** checkbox. Then, set **Manage Stock** to "Yes."

   b. In the **Qty** field, enter the quantity of the item currently in stock.

   c. Set **Stock Availability** to "In Stock."

7. If applicable, on the **Website** tab, select the checkbox for the website where the product or service will be available for sale.

8. On the **Categories** tab, assign the product to the appropriate category, as follows:

   a. In the Product Category tree, click to expand the section where the item belongs.

   b. Select the checkbox to assign the product to the category.

9. When the required fields are complete, click the **Save and Continue** button.

Step 3: Complete the Remaining Product Information

You have now completed the required fields. The next step is to complete the rest of the product information as needed for this product. The meta information and product images are a good place to start.

Things to Remember

- Virtual products can be used for anything that is not physical in nature, such as services, subscriptions, and warranties.
- Virtual products are much like simple products, but without the Weight and Allow Gift Message fields.
- Shipping Options appear during checkout only if there is also a physical product in the cart.

Creating a Grouped Product

Easy

A grouped product lets you offer multiple, standalone products as a group. You can offer variations of a single product, or group them by season or theme to create a coordinated set. Each product can be purchased separately, or as part of the group.

These instructions take you through the process of creating a grouped product with the required fields. Each required field is marked in the Admin panel with a red asterisk (*). After you complete the required settings and save the product, you can complete the remaining product information as needed.

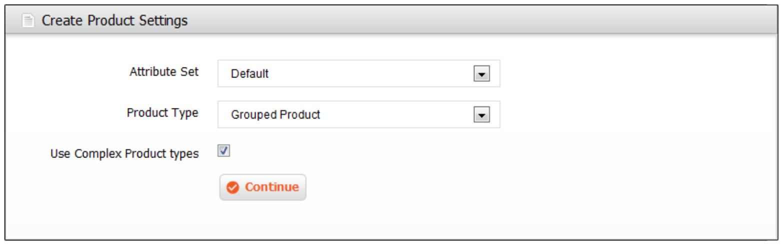
The following example is based on the default attribute set. Don't be concerned if your selection of fields differs from what is shown, because the process is the same.

Process Overview:

Step 1: Create the Grouped Product
Step 2: Add the Associated Products
Step 3: Configure the Shopping Cart Thumbnails

Step 1: Create the Grouped Product

1. On the Admin menu, select **Catalog > Manage Products**. Then, click the **Add Product** button.
2. In the Create Product Settings section, select the **Attribute Set** you want to use as a template for the product.



Add Product - Create Product Settings

3. Make sure the **Use Complex Product Types** checkbox is selected. Then, set **Product Type** to "Grouped Product," and click the **Continue** button.

4. Complete the main configuration settings as you would for a simple product, with the following exceptions:

   - On the Prices tab, a grouped product record has no Price field or associated price options because the price of each item in the group originates from the associated product record.
   - On the Inventory tab, you can set quantity increments and stock availability for the group, as a whole, but the inventory of individual items is managed by the associated product records.

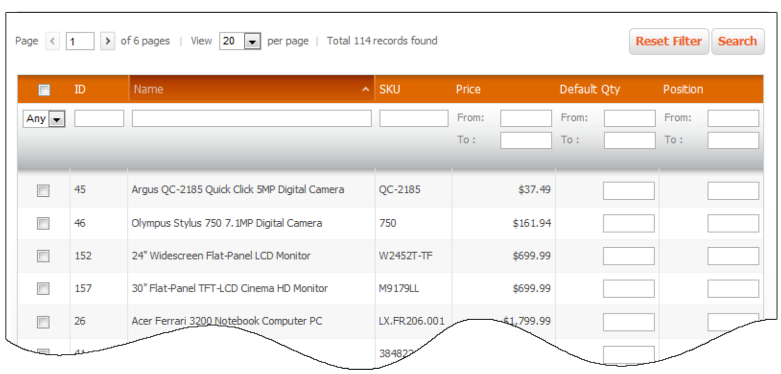
5. Click the **Save and Continue** button.

Step 2: Add the Associated Products

1. In the Product Information panel on the left, select the associated products.

   If you need help finding the products, use the filter controls at the top of a column.

2. Select the **checkbox** of each product you want to include in the group.

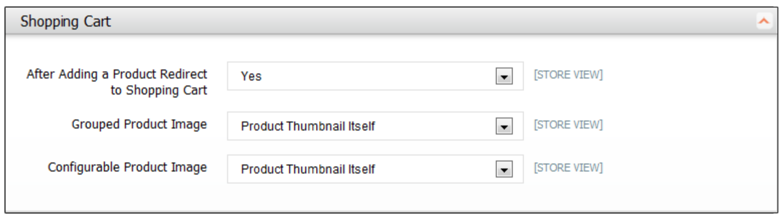


Grouped Product: Associated Products

3. Click the **Save** button to save your changes.

Step 3: Configure the Shopping Cart Thumbnails

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Checkout**.
3. In the Shopping Cart section, set **Grouped Product Image** to one of the following:
   - Product Thumbnail Itself
   - Parent Product Thumbnail
4. Click the **Save Config** button to save the setting.



Shopping Cart Configuration

Things to Remember

- ☑ A grouped product is essentially a collection of simple associated products.
- ☑ Simple and virtual products associated with a grouped product cannot have custom variants or options.
- ☑ Each item purchased appears individually in the shopping cart, rather than as part of the group.
- ☑ The thumbnail image in the shopping cart can be set to display the image from the grouped product record, or from the associated product.

Creating a Configurable Product

Intermediate

A configurable product looks like a single product with drop-down lists of options for each variation. Each option is actually a separate simple product with a distinct SKU, which makes it possible to track inventory for each variation. You could achieve a similar effect by using a simple product with custom options, but without the ability to track inventory for each variation. Although a configurable product uses more SKUs, and may initially take a little longer to set up, it can save you time in the long run. If you plan to grow your business, the configurable product type may be a better choice.

These instructions take you through the process of creating a configurable product with the required fields. Each required field is marked in the Admin panel with a red asterisk (*). After you complete the required settings and save the product, you can complete the remaining product information as needed. For an overview of the process, see: Configurable Product Workflow.

The following example is based on the default attribute set. Don't be concerned if your selection of fields differs from what is shown, because the process is the same.

Process Overview:

Step 1: Create the Attribute Set
Step 2: Create the Configurable Product
Step 3: Add the Associated Products
Step 4: Make Any Necessary Price Adjustments
Step 5: Configure the Shopping Cart Thumbnails

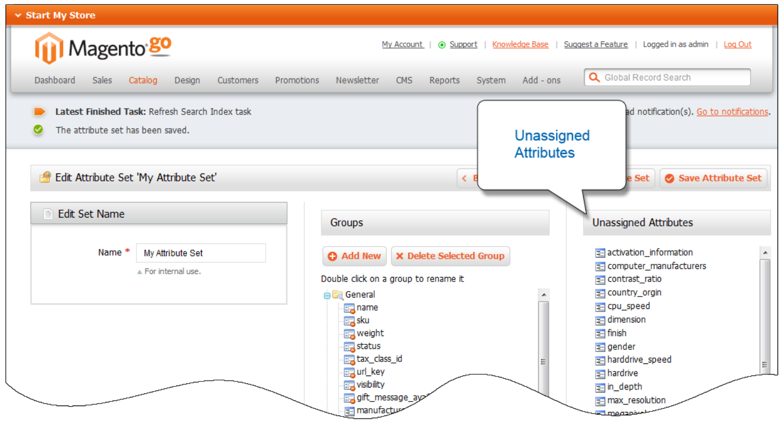
Step 1: Create the Attribute Set

Video Tutorials: Setting Up Product Attributes
Creating an Attribute Set

1. On the Admin menu, select **Catalog > Attributes > Manage Attribute Sets**. Then, click the **Add New Set** button.
2. Assign a **Name** to the attribute set.
3. In the **Based On** list, select an existing attribute set, such as "Default," to use as a template. Then, click the **Save Attribute Set** button.

Manage Attribute Sets: Add New Set

4. Starting from the list of **Unassigned Attributes**, drag and drop each attribute you want to the center column. You can arrange them in any order.



List of Unassigned Attributes

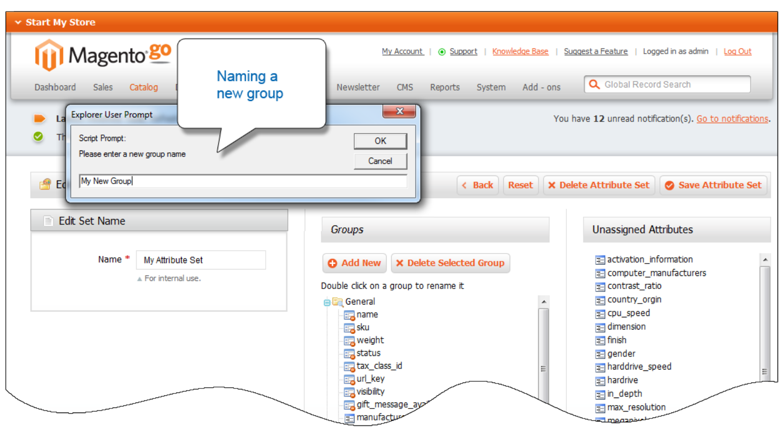
5. To group the attributes in their own section of the Product Information panel, do the following:

   a. Click the **Add New** button.

   > If prompted by your browser, select "Temporarily Allow Scripted Windows" to continue. Then, click the Add New button again.

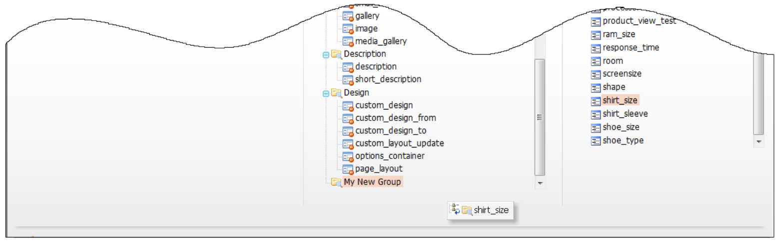
   b. When prompted, enter a **Name** for the new group. Then, click the **OK** button.

   The new group appears at the bottom of the Groups column.



Naming a New Group

   c. Drag and drop each attribute which you want to include over to the new group.



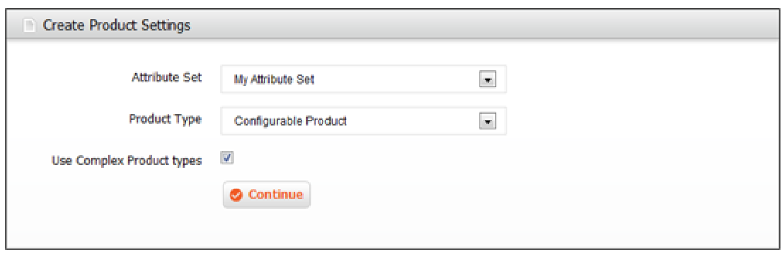
Dragging an Attribute to the New Group

6. Click the **Save Attribute Set** button.

Step 2: Create the Configurable Product

Video Tutorial: Creating the Configurable Product

1. On the Admin menu, select **Catalog > Manage Products**. Then, click the **Add Product** button.
2. In the Create Product Settings section, select the **Attribute Set** that you created for the product.



Add Product: Create Product Settings

3. Make sure that the **Use Complex Product Types** checkbox is selected. Then, set **Product Type** to “Configurable Product,” and click the **Continue** button.
4. Complete the Product Information as you would for a simple product, with the exception of the following fields:
   - On the **Prices** tab, the Price is a required field, but is used as a default price. The price of each individual associated product can be adjusted accordingly.
   - On the **Inventory** tab, **Manage Stock** is set to “No” by default, because inventory is managed for each associated product.
5. When complete, click the **Save and Continue** button.

Step 3: Add the Associated Products

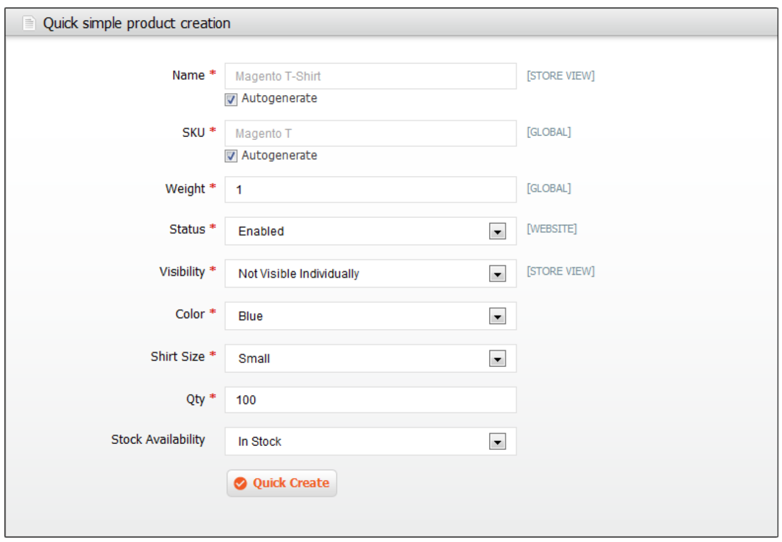
Video Tutorial: Adding Associated Products

Process Overview:
Method 1: Quick Simple Product Creation
Method 2: Create Empty
Method 3: Copy from Configurable

1. In the Product Information panel on the left, select the last option, **Associated Products**.
2. Then, use one of the following methods to add the associated products.

Method 1: Quick Simple Product Creation

This method automatically creates the associated products and optionally, assigns a Name and SKU to each one.



Quick Simple Product Creation

1. In the Quick Simple Product Creation section, make sure that the **Autogenerate** checkbox is selected for both **Name** and **SKU**. This optional setting adds the name and SKU from each associated product to those of the configurable product. Then, complete these fields as follows:
   a. Enter the **Weight**.
   b. Set **Status** to "Enabled."
   c. Set **Visibility** to "Not Visible Individually."
2. To complete the fields for the drop-down lists, do the following:

a. Select the value you need from each list to create the first product.

b. Enter the **Qty**, and set **Stock Availability** to “In Stock.”

c. Click the **Quick Create** button to create the associated product record.

Repeat this step for the values needed for each associated product. As each associated products is created, it is added to the list at the bottom of the page.

Method 2: Create Empty

This method opens a blank Product Information form, which you can complete for each associated product.

1. In the Create Simple Associated Product section, click the **Create Empty** button. A pop-up window with a blank Product Information form appears.
2. Complete the required fields as you would for any simple product.
3. Click the **Save** button to add the associated product.

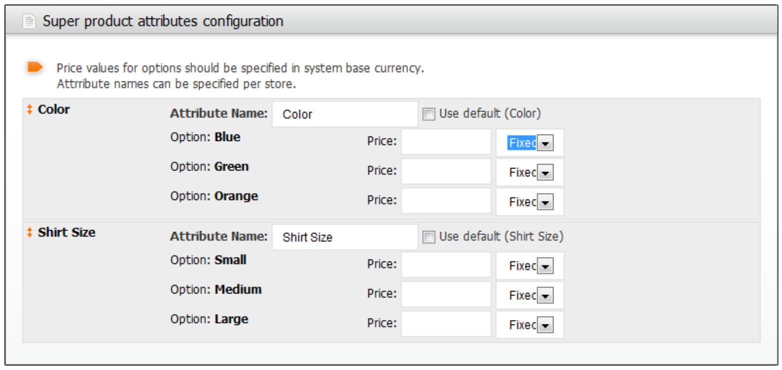
Method 3: Copy from Configurable

This method opens a Product Information form that contains the values already entered for the configurable product. The only fields that need to be completed are the Name, SKU, and values for each drop-down list.

1. In the Create Simple Associated Product section, click the **Copy From Configurable** button. A pop-up window with the basic Product Information from the configurable product appears.
2. Complete the following required fields:
   - SKU
   - Weight
3. Complete the fields with values for each drop-down list.
4. Click the **Save** button to add the associated product to the configurable product record.

Step 4: Make Any Necessary Price Adjustments

Use the Super Products Attributes Configuration section to make price adjustments to a specific associated product. The adjustment can be entered as a fixed value or percentage, and is made in relation to the price of the configurable product.

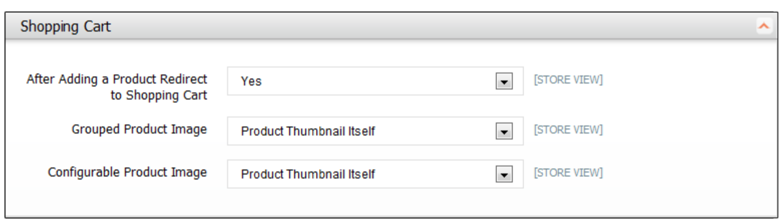


Super Product Attributes Configuration

Step 5: Configure the Shopping Cart Thumbnails

Video Tutorial: Managing Shopping Cart Images

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Checkout**.
3. In the Shopping Cart section, set **Configurable Product Image** to one of the following:
   - Product Thumbnail Itself
   - Parent Product Thumbnail
4. Click the **Save Config** button to save the setting.



Shopping Cart Configuration

Things to Remember

- ☑ A configurable product allows the shopper to select options from drop-down lists. Each option is actually a separate, simple product.
- ☑ The drop-down list values are based on attributes that must be set up in advance with required settings. The attribute Scope must be set to “Global,” and Use to Create

Configurable Product must be “True.” The drop-down attributes must be included in an attribute set, which is then used as a template for the configurable product.

- ☑ The simple products associated with a configurable product cannot include custom variants or options, and must be based on the same attribute set that is used to create the configurable product. The associated products can be generated automatically from inside with configurable product record.

- ☑ The thumbnail image in the shopping cart can be set to display the image from the configurable product record, or from the associated product.

Configurable Product Workflow

For a configurable product, each option, or variant, is based on a product attribute which must be set up in advance, before the configurable product record can be created. A separate attribute is created for each drop-down list. Then, each “dropdown” attribute is loaded with the values needed for the selection of variations.

Using the example of a tee shirt that comes in three colors and three sizes, it takes nine associated simple product records to cover every possible combination of options.

- Blue (Small, Medium, Large)
- Green (Small, Medium, Large)
- Orange (Small, Medium, Large)

Because these attributes are handled separately, they can also be shared with other products and product types. For example, if your store already has an attribute for color, you don’t need to create another one. But you do need to add the appropriate color values to the “color” attribute, so they will be available as options for your product. If you have a large catalog with many items that share common attributes, this can represent a significant time savings.

The drop-down attributes are then included in an attribute set, which is used as a template to create the configurable product and its associated products.

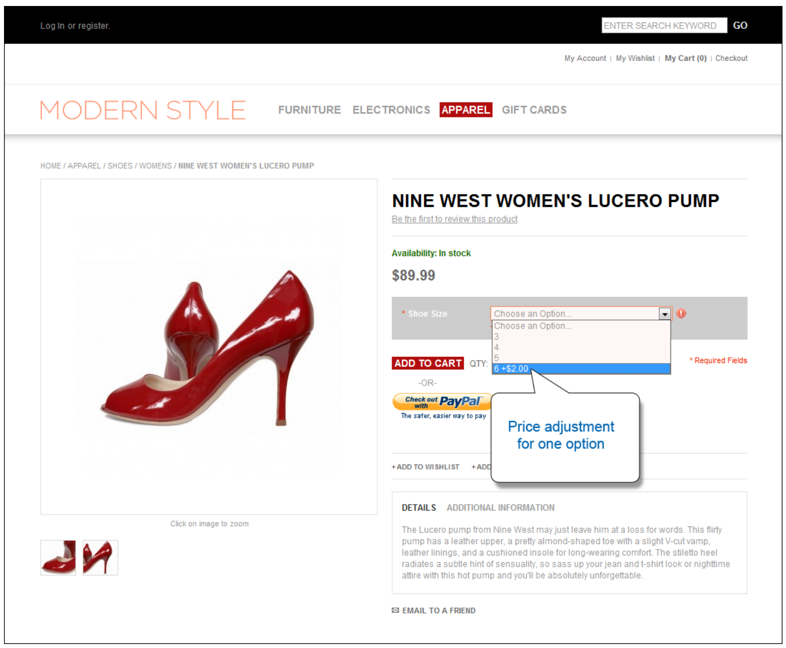
The next step in the process is to create the configurable product record, based on the attribute set you prepared, and complete the basic required fields.

The final part of the process is to add an associated product for each variation. It is not necessary to create each associated product in advance, because they can be generated automatically from the configurable product. Each associated product is actually a separate simple product, and is always based on the same attribute set used to create the configurable product.

Price Adjustments for Configurable Products **Intermediate**

The Super Products Attributes Configuration section of a configurable product can be used to make price adjustments to a specific associated product. To the customer in the store, the price adjustment appears next to the item in the drop-down list of options. For example a price adjustment could be made for a specific shoe size, or color. When an item with a price adjustment is selected, the price on the product detail page and in the shopping cart reflects the change.

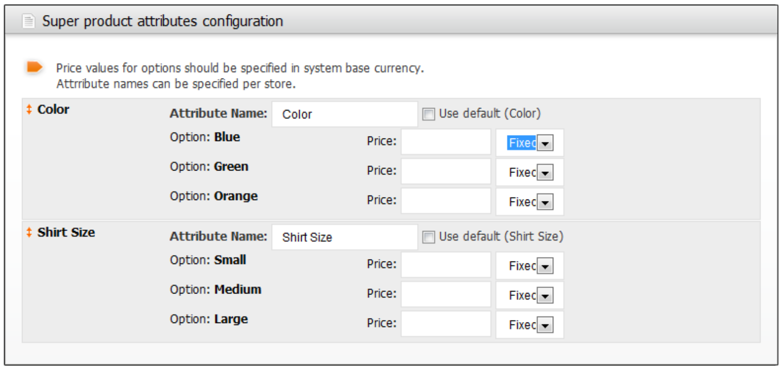
A price adjustment can be entered as a fixed amount or percentage. The calculation is based on the default price of the configurable product, rather than on the price of the associated product.



Price Adjustment for Configurable Product Option

To make a price adjustment for an associated product:

1. From the Associated Product page of a configurable product, scroll down to the **Super Product Attributes Configuration** section. The section lists the values for each drop-down list of options associated with the configurable product.



Super Product Attributes Configuration

2. In the **Price** column of the item to be adjusted, do the following:

   a. Set the type of adjustment to one of the following:

      - Fixed
      - Percent

   b. In the **Price** field, enter the amount of adjustment to be made, relative to the default price of the configurable product.

      For example, if the default price is $30, you can enter a fixed price adjustment of 1 to increase the price of that item by one dollar. To make a discount, enter the adjustment as a negative value.

3. If you are still adding associated products, click the **Save and Continue Edit** button.

Creating a Bundle Product

Intermediate

A bundle product let customers "build their own" from an assortment of options. The bundle could be a gift basket, computer, or anything else that can be customized.

Each item in a bundle can be based on one of the following product types:

- Simple Product
- Virtual Product

These instructions take you through the process of creating a bundle product with the required fields. Each required field is marked with a red asterisk (*). After you complete the required settings and save the product, you can complete the remaining Product Information as needed.

The following example is based on the default attribute set. Don't be concerned if your selection of fields differs from what is shown, because the process is the same.

Process Overview:

Step 1: Create the Bundle Product

Step 2: Complete the Product Information

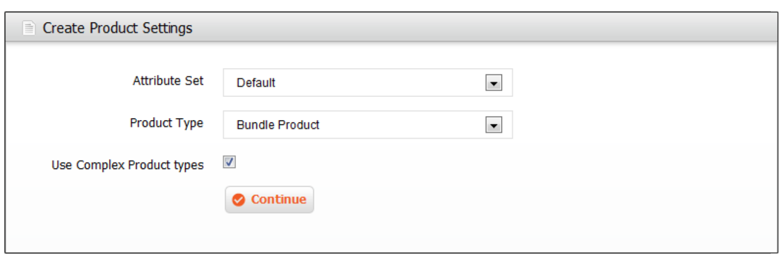
Step 3: Add Bundle Items

Step 1: Create the Bundle Product

Video Tutorials: Create a Bundle Product, Part 1

Create a Bundle Product, Part 2

1. On the Admin menu, select **Catalog > Manage Products**. Then, click the **Add Product** button.
2. In the Create Product Settings section, select the **Attribute Set** for the product.



Catalog > Manage Products: Add Product - Create Product Settings

3. Make sure that the **Use Complex Product Types** checkbox is selected. Set **Product Type** to "Bundle Product," and click the **Continue** button.

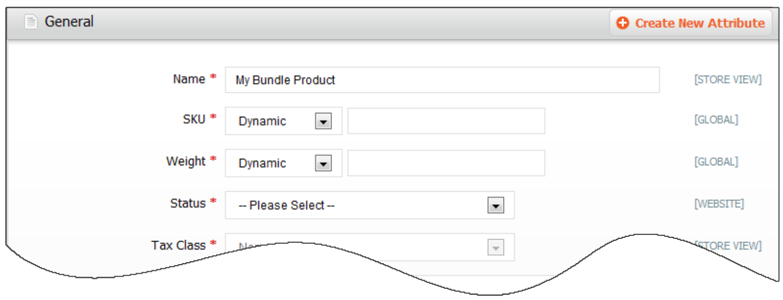
Step 2: Complete the Product Information

1. Complete the Product Information as you would for a simple product, with the exception of the following fields:

2. On the **General** tab, set both the **SKU** and **Weight** fields to one of the following:

   - Dynamic
   - Fixed

   If using a Fixed value, enter the actual value in the field to the right.



Bundle Dynamic SKU and Weight

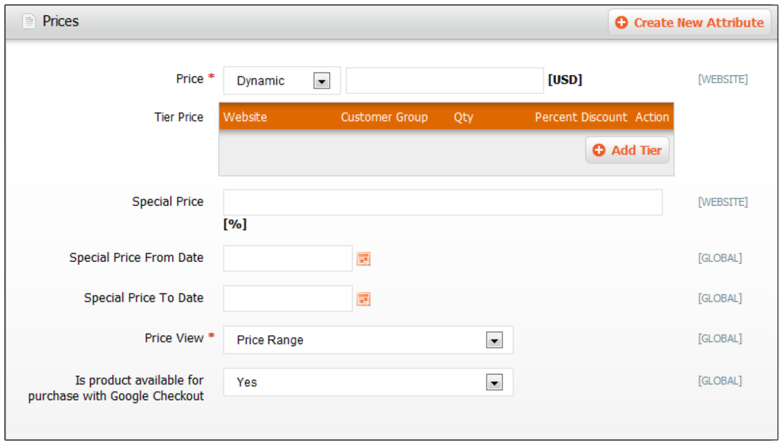
3. On the **Prices** tab, set **Price** to one of the following:

   - Dynamic
   - Fixed

   If using a Fixed value, enter the actual value in the field to the right.

4. Then, set the **Price View** to one of the following:

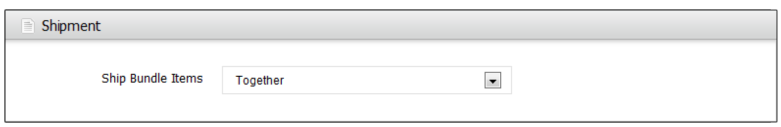
   - As Low as
   - Price Range



Bundle Dynamic Price and Price View

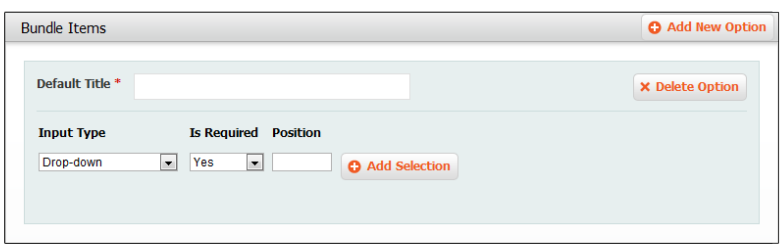
Step 3: Add Bundle Items

1. In the Product Information panel on the left, select the last option, **Bundle Items**.
2. Then in the Shipment section, set **Ship Bundle** Items to one of the following:
   - Together
   - Separately



Ship Bundle Items Together

3. In the Bundle Items section, click the **Add New Option** button.



Add Bundle Item

4. In the **Default Title** box, enter a label for the bundle item, as you want it to appear on the Customize Product page. Then, do the following:

a. Set **Input Type** to one of the following:

- Drop-down
- Radio Buttons
- Checkbox
- Multiple Select

b. Set **Is Required** as needed.

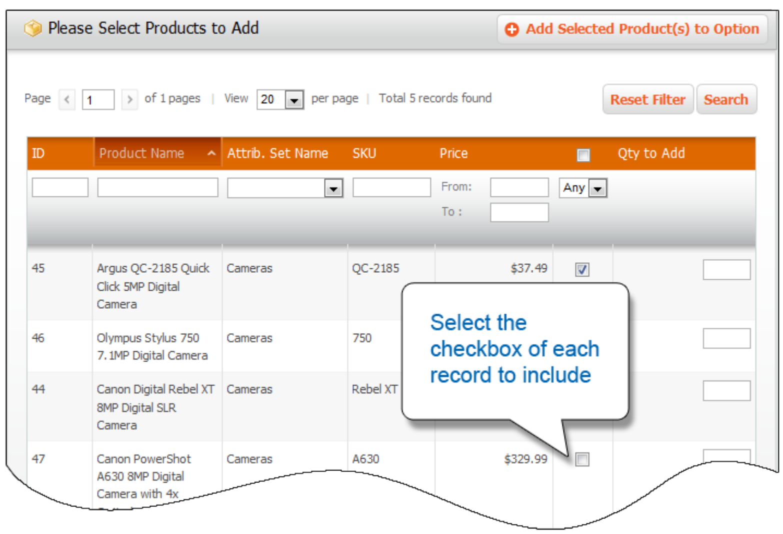
c. In the **Position** field, enter the order that you want this item listed in relation to other items included in the bundle.

5. Click the **Add Selection** button. Then, do the following:

a. Click the **Reset Filter** button to display the list of products.

b. Select the checkbox of each product that you want to include in this item.

c. In the **Qty to Add** column, enter the quantity of each item to be included.



Select the Checkbox of Each Item

6. Click the **Add Selected Product(s) to Option** button.

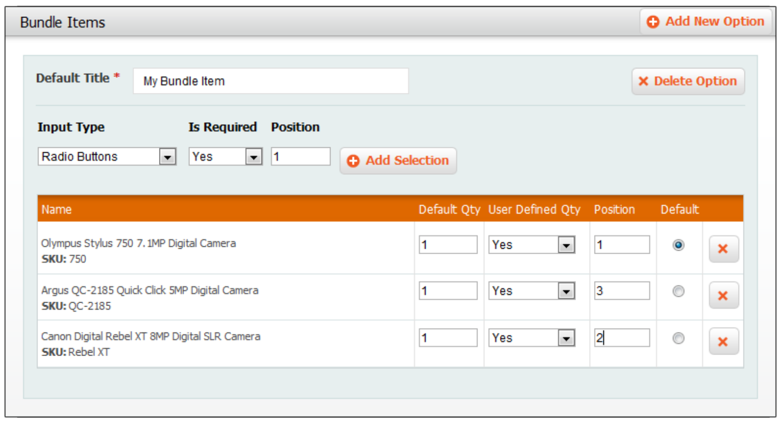
7. When the items appear in the Bundle Items list, do the following:

a. Set **User Defined Qty** to one of the following:

Yes	Displays an input box so the customer can change the quantity.
No	Prevents the customer from changing the default quantity.

b. Enter a number in the **Position** column of each item to determine its place in relation to other items.

c. To make an item the default selection, select the **Default** option of the item to be pre-selected in the form.



Bundle Items

8. Repeat steps 3-7 for each bundle item you want to include.

9. When complete, click the **Save** button to save the bundle product.

Field Descriptions

Field	Description
SKU	Determines if each item is assigned a variable, dynamic SKU, or if a fixed SKU is used for the bundle. Options include: Fixed / Dynamic.
Weight	Specifies the weight is calculated based on the items selected, or is a fixed weight for the entire bundle. Options include: Fixed / Dynamic.
Price View	Specifies whether the product price is shown as a range, from the least expensive component to the most expensive (Price Range), or the least expensive shown (As Low As). Options include: Price Range / As Low As.
Ship Bundle Items	Specifies if individual items can be shipped separately.

Things to Remember

- A bundle is a "Build Your Own" product.
- Bundle items can be simple or virtual products, but without custom options.
- The Price View can be set to a price range or "As Low as."
- The SKU and Weight of a bundle product can be set to either "Fixed" or "Dynamic."
- The Quantity can be set to a pre-set or user-defined value.
- Items can be shipped together or separately.

Creating a Gift Card

Intermediate

There are three kinds of gift card products: virtual gift cards sent by email, physical gift cards, which can be shipped to the recipient, and a combination of the two.

- **Virtual**
  The gift card is sent to the recipient by email. The order requires an email address for the recipient. A shipping address is not necessary.
- **Physical**
  The gift card is shipped to recipient's address, which is required during the purchase of the gift card.
- **Combined**
  he gift card is shipped and emailed to the recipient. The recipient's email and shipping address is required to purchase the gift card.

Each gift card has a unique code, which can be redeemed by only one customer during checkout. A code pool must be established before gift cards can be sold.

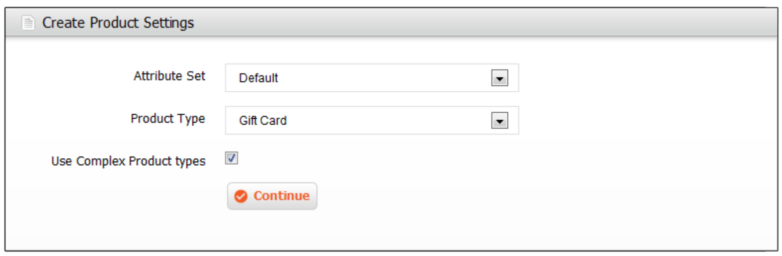
These instructions take you through the process of creating a gift card with the required fields. Each required field is marked with a red asterisk (*). After you complete the required settings and save the product, you can complete the remaining product information as needed.

> The following example is based on the default attribute set. Don't be concerned if your selection of fields differs from what is shown, because the process is the same.

Process Overview:

Step 1: Create the Gift Card Product

1. On the Admin menu, select **Catalog > Manage Products**. Then, click the **Add Product** button.
2. In the Create Product Settings section, select the **Attribute Set** you want to use as a template for the product.



Create Product Settings

3. Make sure the **Use Complex Product Types** checkbox is selected. Then, set **Product Type** to “Gift Card” and click the **Continue** button.
4. You can complete most of the Product Information as you would for a simple product.
5. Click the **Save and Continue** button.

Step 2: Set Up the Gift Card Pricing

1. In the Product Information panel on the left, click **Prices**.
2. To add predefined gift card prices, click the **Add Amount** button. Then, enter a price of the gift card as the **Amount**.

   Repeat this step to add more pricing options.
3. Set **Allow Open Amount** to one of the following:

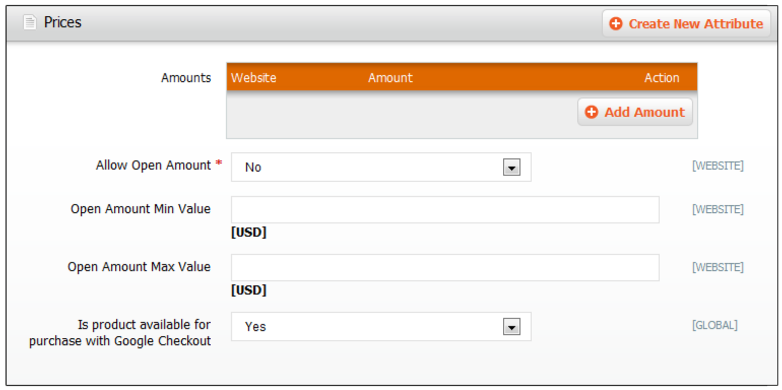
No	Requires customers to select a predefined gift card amount.

Yes Allows customers to enter their own gift card amount. If using an open amount, complete the following to specify the minimum and maximum amounts allowed:

Open Amount Min Value

Open Amount Max Value

4. Click the **Save** button.



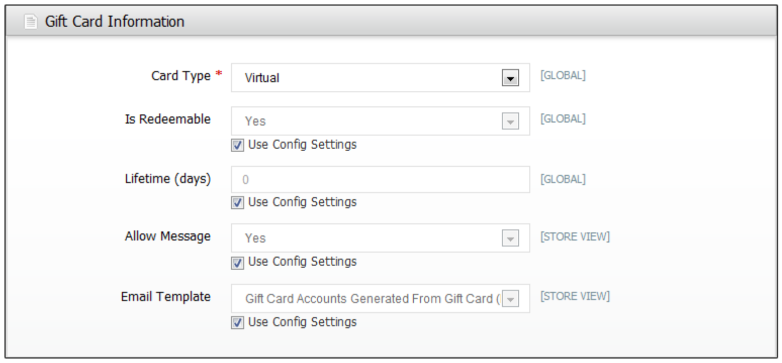
Prices

Step 3: Complete the Gift Card Information

1. In the Product Information panel, select **Gift Card Information**.
2. Set **Card Type** to one of the following:
   - Virtual
   - Physical
   - Combined
3. Specify whether the value of the gift card **Is Redeemable**. If so, the amount can be transferred to Store Credit upon creation.
4. Set **Lifetime (days)** to the number of days remaining before the gift card expires. If you do not want to set a limit for the lifetime of the card, leave this field blank.
5. Set **Allow Gift Message** to “Yes,” if you want the customer who purchases the Gift Card to be able to include a message for the recipient. A gift message can be included for both virtual (emailed) and physical (shipped) gift cards.

6. Set **Email Template** to the template that you want to use for the notification email that is sent when a gift card account is created.

7. Click the **Save** button.



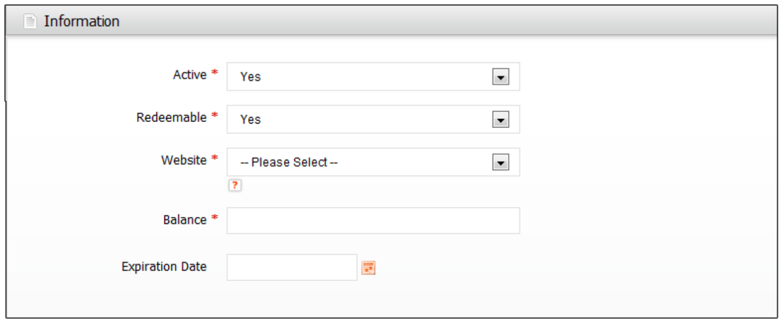
Give Card Information

Things to Remember

- A "code pool" of unique numbers must be generated before a gift card can be offered for sale.
- The three types of gift cards are: Virtual, Physical, and Combined.
- Gift cards can be set to "Redeemable" or "Non-Redeemable."
- The lifetime of a gift card can be unlimited, or set to a number of days.
- The value of a gift card can be set to a fixed amount, or set to an open amount with a minimum and maximum value.
- A gift card account for the customer can be created when the order is placed, or at the time of invoice.

Managing Gift Card Accounts **Intermediate**

A gift card account is created for each Gift Card that is purchased. The value of the gift card can then be applied toward the purchase of a product in your store.

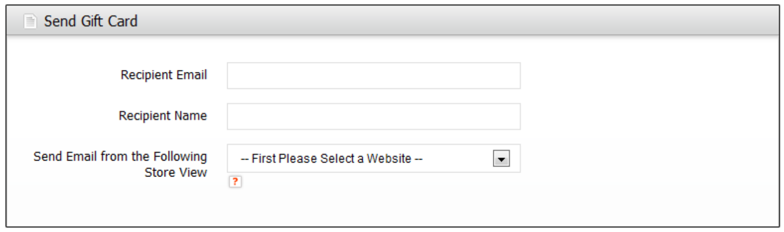


Gift Card Accounts: Add New - Information

To create a gift card account:

1. On the Admin menu, select **Customers > Gift Card Accounts**.
2. Click the **Add New** button.
3. On the Information tab, make sure that **Active** is set to "Yes."

   This field determines whether the balance of the account can be redeemed in the shopping cart before checkout. Also, the value in this field determines whether the balance of the account can be transferred to a customer's Store Credit.
4. If applicable, set **Websites** to the store view where this gift card account can be redeemed.
5. Enter the **Balance** of the gift card account.
6. Enter the **Expiration Date** for the gift card. If left blank, the gift card account will not expire.
7. In the Gift Card Account panel on the left, click **Send Gift Card**. Then, do the following:
   a. In the **Recipient Email** field, enter the email address to which an email notification of this gift card account will be sent. This field is optional, and no email will be sent if it is left blank.
   b. In the **Recipient Name** field, enter the name of the person who will receive the gift card message.
   c. Set **Send Email from the Following Store View** to the language store view that is associated with the gift card.



Gift Card Accounts: Add New - Send Gift Card

8. Do one of the following:
   - If no recipient has been added, click the **Save** button to save the gift card.
   - Click the **Save & Send Email** button to save the changes and send the gift card by email to the recipient.

Gift Card Configuration

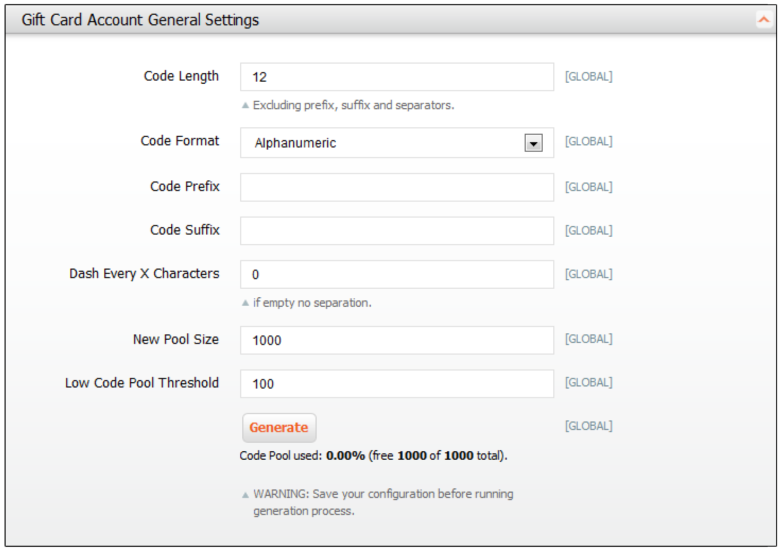
Intermediate

Use the System Configuration Gift Card settings to establish the default settings for all gift cards sold through your store. The Code Pool is a pre-generated set of unique gift card codes in a specific format. Codes from the code pool are used each time a gift card account is created. It is the administrator's responsibility to assure there are enough free codes in the code pool for the gift cards. Make sure to generate a code pool before starting to offer Gift Card products. By default, Magento Go generates 1,000 codes. A new pool will not be generated if there are still unused codes available.

To establish the gift card code pool:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Gift Cards**.
3. Click to expand the **Gift Card Account General Settings** section.
4. Complete the code format fields according to your preference.
5. When you are ready, click the **Generate** button to create the new code pool.

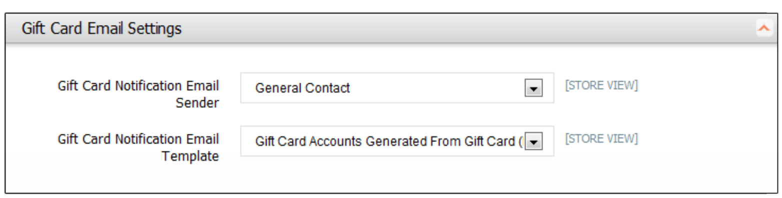
   When complete, the message, "New code pool was generated" appears.



Gift Card Account General Settings

To configure your store to sell gift cards:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Gift Cards**.
3. Click to expand the **Gift Card Email Settings**. Then do the following:
   a. Set **Gift Card Notification Email Sender** to the email identity that you want to appear as the sender of gift card notifications sent from your store.
   b. Set **Gift Card Notification Email Template** to the template you want to use for the email notifications.

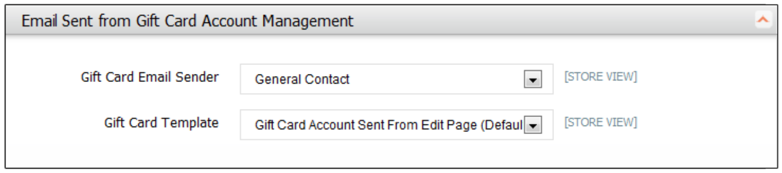


Gift Card Email Settings

4. Click to expand the **Email Sent from Gift Card Account Management** section. Then, do the following:

a. Set **Gift Card Email Sender** to the identity that you want to appear as the sender of gift cards from your store.

b. Set **Gift Card Template** to the template you want to use for the gift card.

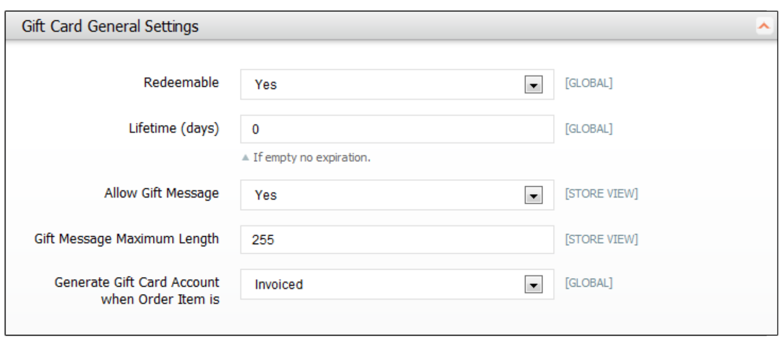


Gift Card Account Management

5. Click to expand the **Gift Card General Settings** section. Then, set the following fields to the default values that you want to use for gift card purchases:

- Redeemable (Yes / No)
- Lifetime (days)
- Allow Gift Message (Yes / No)
- Gift Message Maximum Length
- Generate Gift Card Account when Order Item is (Ordered / Invoiced)

> Depending on your location, there may be laws in place that forbid gift cards from having expiration dates. Check your local laws before setting a lifetime for your gift cards.



Gift Card General Settings

Field Descriptions

Field	Description
Code Length	Determines the length of the gift card code.

Field	Description
Code Format	Determines the format of the gift card code. Options include: Alphanumeric / Numeric
Code Prefix	Defines any prefix to added to the beginning of the code.
Code Suffix	Defines any suffix to be added to the end of the code.
Dash Every X Characters	If you want to include dashes in the code, determines the number of characters between each dash.
New Pool Size	Determines the size of the new code pool to be generated.
Low Code Pool Threshold	Determines the number of records in the code pool that triggers an alert that the pool needs to be replenished.

Product Guidelines

If your new product does not appear in your store, check to make sure the following settings are correct:

☑	**General**	**Status** must be enabled.
		Visibility must be set to include the catalog.
☑	**Inventory**	If managing stock, Quantity on Hand must be greater than zero.
		Stock Availability must be set to "In Stock."
☑	**Website**	If your store has views, the product must be assigned to a specific store view.
☑	**Categories**	The product must be assigned to at least one category.

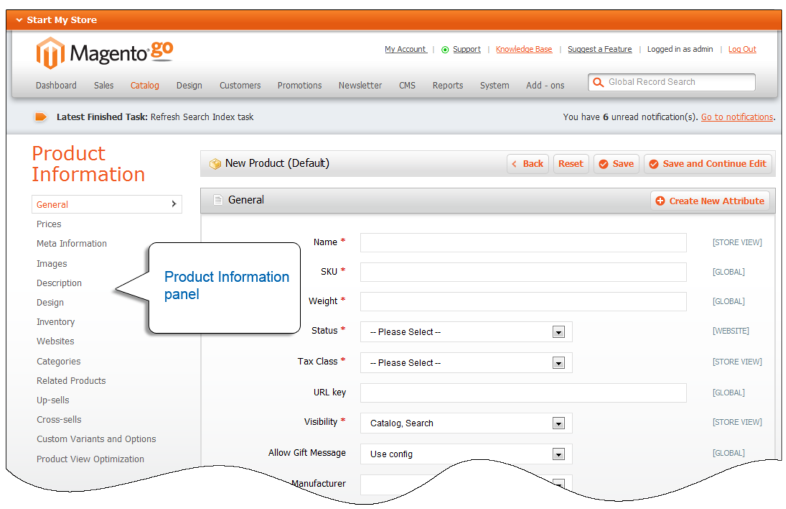
Notes

Chapter 13:

Product Information

The Product Information panel provides access to the full range of settings which make up a product record. The information in this section can be used for reference when creating a product of any type.

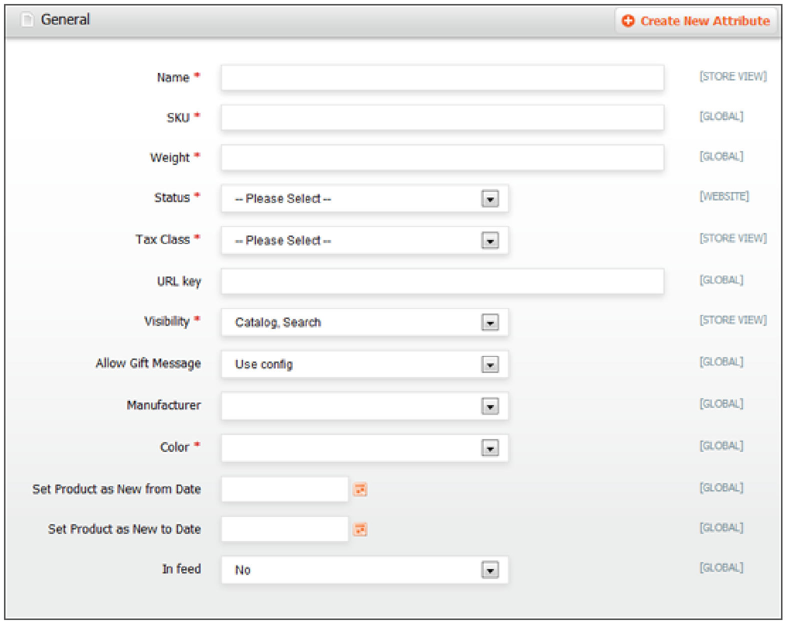
The selection of tabs in the Product Information panel, and the organization of the fields on each tab is determined by the attribute set that was used to create the product.



Product Information

General

Use the General tab to enter information about the product. In addition to providing basic information about the product, this section determines the product's visibility in the catalog and search.



Product Information: General

Field Descriptions

Field	Description
Name	(Required) The name of the product you want to appear in catalog. The name is also used to auto-generate the URL Key.
SKU	(Required) The Stock Keeping Unit is a unique identifier for each individual product or service provided.
Weight	(Required) The weight of the product is a decimal value used for shipping calculations, and refers to the standard measurement system used by shipping carriers in your locale. In the United States, weight is measured in pounds and ounces, whereas countries on the metric system measure weight in grams and kilograms.
Status	(Required) The Status indicates when the product is ready to be offered for sale in your store. Options include: Enabled / Disabled.
Tax Class	(Required) Select the appropriate Tax Class for the product. Options include:

Field	Description	
	None	The item is not subject to tax.
	Default	The item is subject to the tax rules associated with the “default” tax class.
	Taxable Goods	The item is subject to the tax rules associated with the “Taxable Goods” tax class.
	The manner in which product taxes are calculated is determined by the configuration of your store. To learn more, see: Setting Up Taxes.	
URL Key	The URL Key determines the online address of the product. It is added to the base URL of the store, and appears in the address bar of a browser. The URL Key should be all lowercase characters, with hyphens instead of spaces. Magento initially creates a default, “search engine friendly” URL, based on the product name. Do not type the suffix .html in the URL Key, because use of the suffix is controlled by your store configuration. To learn more, see , SEO URL Options.	
Visibility	(Required) Determines the level of visibility the product has throughout the store. Options include:	
	Not Visible Individually	The product may be associated with a one-to-many product, but is not listed in the catalog.
	Catalog	The product appears in the catalog listing, but is not included in Search results.
	Search	The product appears in search results, but is not listed in the catalog.
	Catalog, Search	The product is listed in the catalog and search results.
Allow Gift Message	Displays a Gift Message input box. Options include:	
	Yes	Presents the option to include a gift message for the product in the Shipping Method section of the checkout process.
	No	Does not offer the gift message option.

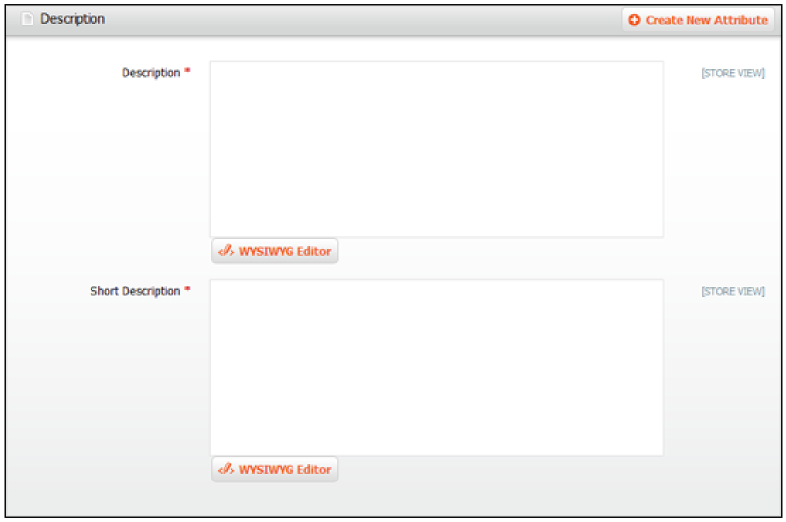
Field	Description	
	Use Config	Applies the gift message configuration setting for order items.
Manufacturer	Select the manufacturer of the product. To add new options to the list, see Manage Label / Options.	
Color	(Required) Select the color of the product. To add new options to the list, see Manage Label / Options.	
Set Product as New from Date	Sets the beginning date for the range of time the product is featured in the "New Product" block on the Home page. The date can be typed directly into the box, or selected from the calendar.	
Set Product as New to Date	Sets the ending date for the range of time the product is featured in the "New Product" block on the Home page.	
In feed	Determines if the product is included in your store's standard RSS feed. Options include: Yes / No	

Button Descriptions

Field	Description
Create New Attribute	Gives you the ability to create a new attribute while working in product edit mode. Although you can save the new attribute, it is not automatically included in the attribute set that is associated with the current product.

Description

Use the Description fields to add information about the product and a brief description that can be picked up by search engines and RSS feeds. The information in these fields can help your customers decide whether or not to purchase a product.



Product Information: Description

Field Descriptions

Field	Description
Description	(Required) This is the main product description that appears on the product view page. The text should be plain ASCII text, although HTML tags can be added to format the description. Do not paste text directly from a word processor, because it may include print control codes which do not render online. To strip out any stray control codes, save the file as a .txt file, before using the text in the product description.
Short Description	(Required) Depending on the theme, the Short Description may appear on catalog pages, and is often used in RSS feeds.

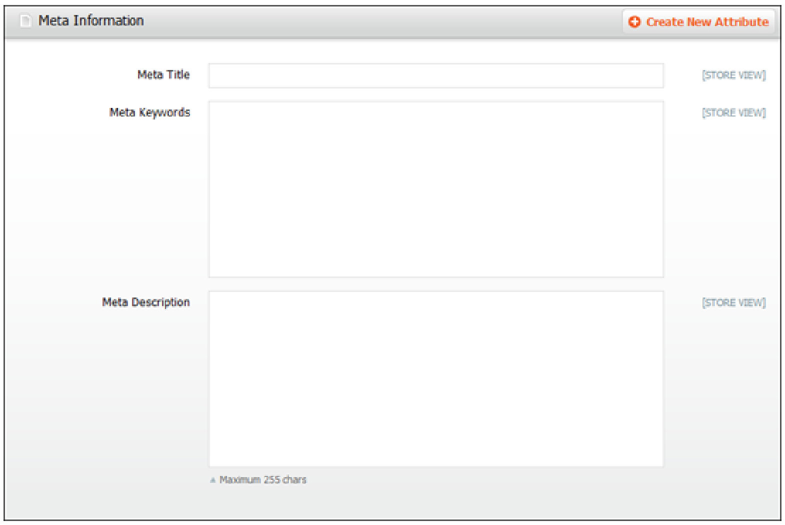
Button Descriptions

Button	Description
WYSIWYG Editor	The WYSIWYG Editor button appears below each field when the editor is enabled for your store. To learn more, see Using the Editor.
Create New Attribute	The Create New Attribute button gives you the ability to define a new attribute while working in product edit mode. Although you can save the new attribute, it is not automatically included in the attribute set associated with the current product.

Meta Information

Meta data is your first level of contact with potential customers who are searching for a product. Your title and description are selling tools that will either help to motivate a visitor to click your link or not. It is wise to use a descriptive title and a description that includes relevant words that a potential customer might search.

The information is read by search engines that index your site. Although Google no longer places a value on meta keywords, other search engines continue to use the information. It's a good practice to incorporate high-value keywords in your product titles and related content.



Product Information: Meta Information

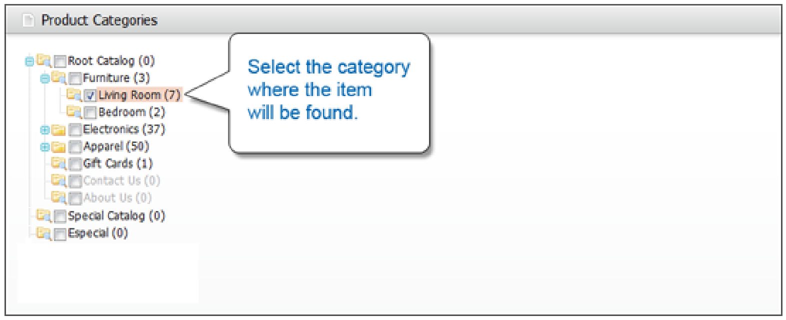
Field Descriptions

Field	Description
Meta Title	The title appears in the title bar and tab of your browser, and is also used as the title on a search engine results page (SERP).
Meta Keywords	Enter relevant keywords for the product. Consider using keywords that customers may use to find the product.
Meta Description	Write a few sentences to describe the product. Though not visible to the customer, some search engines include the meta description on the search results page.

Categories

Easy

Every product in your catalog must be assigned to at least one category. Before you can add products to your catalog, you must first establish its basic category structure. A product cannot be saved until after it has been assigned to at least one category.



Product Categories

To set up the product categories:

1. In the Product Information panel, select **Categories**.
2. Click the checkbox of each category where you want the product to appear. Click the plus [+] icon to show any subcategories.

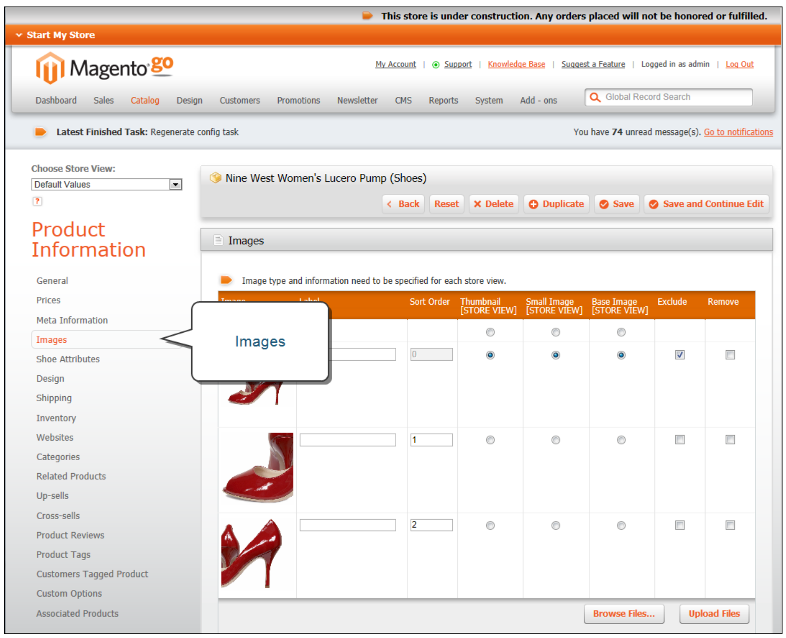
A single product can be assigned to more than one category.

3. When complete, click the **Save** button.

Images

Using images of consistent quality, size, and proportion gives your product catalog a professional look with commercial appeal. If you have a large catalog with several images per product, you can easily have hundreds, if not thousands of product images to manage. Before you get started, it's a good idea to establish a naming convention for your image files, and organize them so you can find the originals if you ever need them.

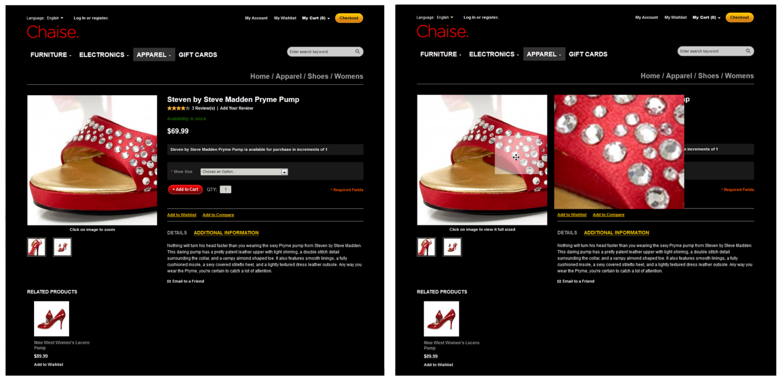
The Images tab in the Product Information panel is used to upload and manage the display of images for the current product. You can upload multiple images for each product, and have different images for each store view. However, if you have a large quantity of images to manage, you might prefer to import them, rather than upload them individually. To learn more, see: "Importing Product Images."



Product Information - Images

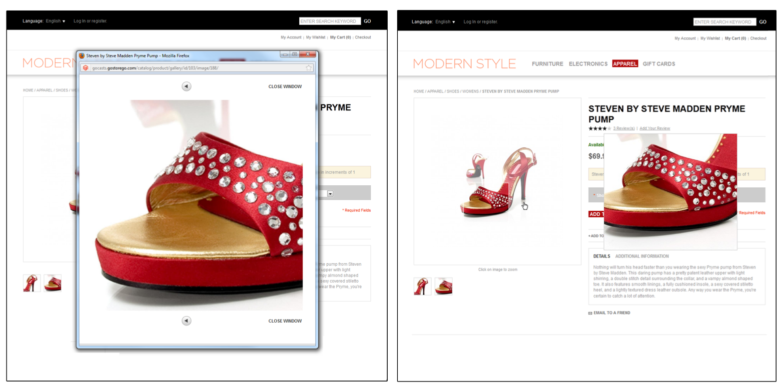
Light Box

If your theme uses the light box, whenever a thumbnail image is clicked, it replaces the main image on the page. You can use the left and right arrows in the light box to browse through the images, or click a thumbnail to view a specific image. When zoom is activated, you can click the main image and move the cursor around to magnify different parts of the image. The magnified selection appears to the right of the image.



Light Box with Zoom

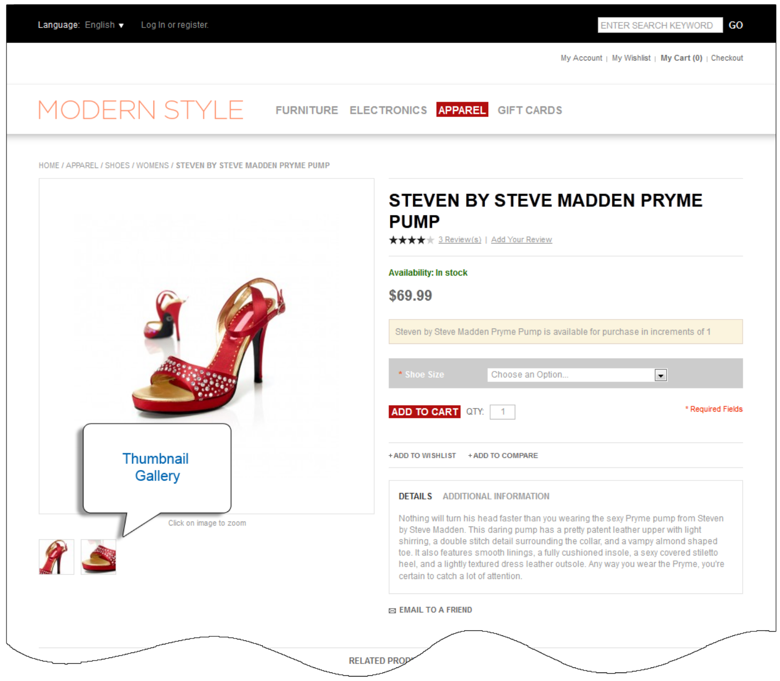
If your theme uses the popup, a magnified version of the selected image appears in a popup window. You can use the left and right arrows in the popup to browse through the images. To return to the product page, close the popup window.



Popup and Magnify

Thumbnail Gallery

You can use the thumbnail gallery on the product page to display multiple images of a product. Although the position of the gallery varies by theme, it is usually just below the main image on the product page. When a thumbnail is clicked, the image appears in either the light box or popup window, depending on the theme.



Main Image and Thumbnail Gallery

Image Size and Type

As a best practice, you should standardize the size of your images so they appear at the highest possible resolution and with the correct proportion. A single product image can be displayed in several different sizes throughout your catalog. In addition to the main image on the product page, there are also smaller images and thumbnails.

The following image types are determine how images are used in your catalog. If you have only one product image, you can use the same image for each type. If you do not assign an image to each type, a placeholder image will appear at that place in the catalog.

Thumbnail	The thumbnail image appears in the thumbnail gallery, shopping cart, and in some blocks such as Related Items. For example: 50 x 50 pixels
Small Image	The small image is used for the product images in listings on category and search results pages, and to display the product images needed for sections such as for Up Sells, Cross Sells, and the New Products List. For example: 470 x 470 pixels
Base Image	The base image is the main image on the product detail page.

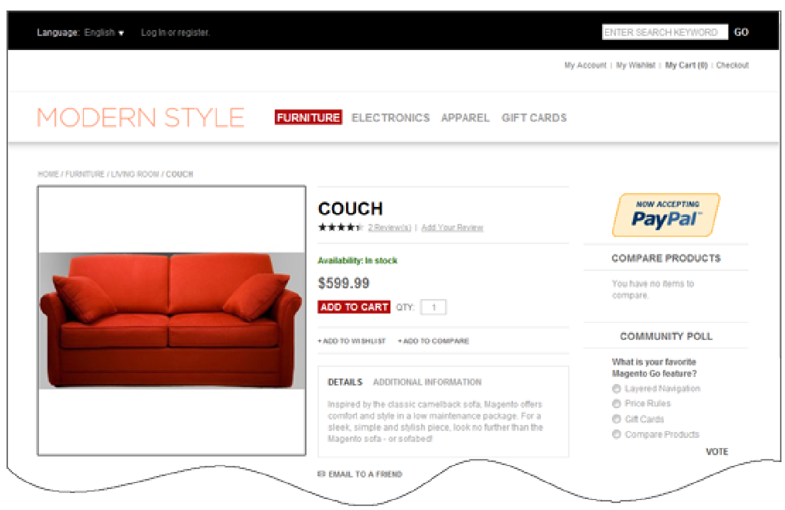
Image zoom is activated if you upload an image that is larger image than the image container. For example:

470 x 470 pixels (without Zoom)
1100 x 1100 pixels (with Zoom)

Image Shape and Background

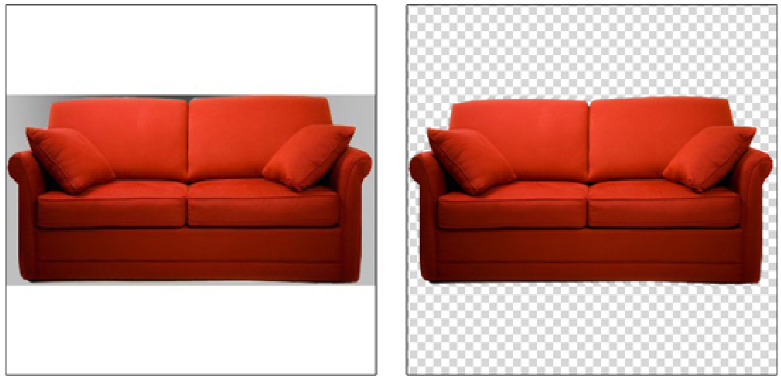
Because the container that holds the image is square, you can take advantage of the available space by making your catalog images square. Regardless of their size or shape, images are automatically resized to fit the width of the container.

Both images in the following example are rectangular, and fit within the square container. The first is a .jpg with an solid white background, and the second is a .png with a transparent background. Because the image is a different shape than the container, a margin of unused space appears at the top and bottom. The Catalog Images tool gives you the option to either save the extra space as part of the image, which effectively makes the image square, or retain its original rectangular shape. You can see the effect of this setting if you right-click to save an image from the product view page.



Rectangular Image in Square Container

Although both these images have space added to the top and bottom. The first (.jpg) image shows the background color as a border at the top and bottom of the image. The second (.png) image has the same space added to make it square, but it isn't visible because the background is transparent.

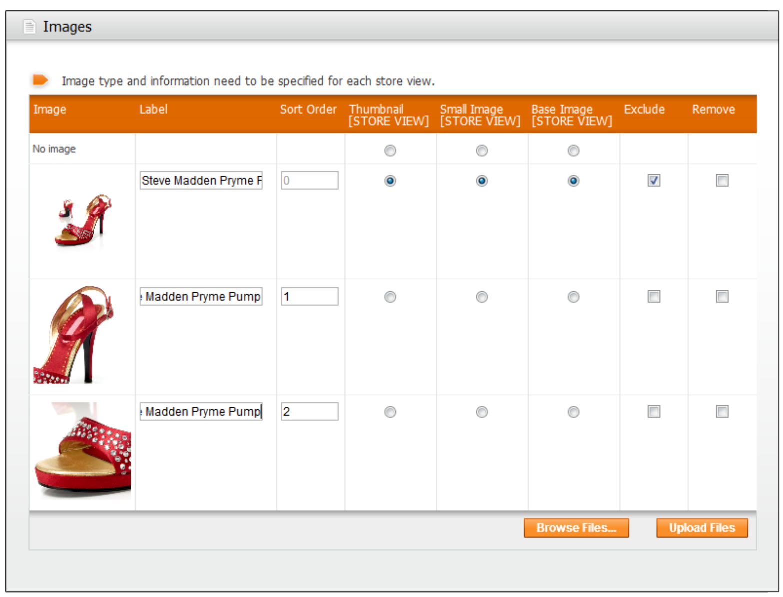


Images with Solid and Transparent Backgrounds

Adding Product Images

Easy

The Images tab is used to upload and manage images for a single product. You can upload multiple images for the product, and maintain different images for each store view. If you have many images to manage, you might prefer to import them, rather than upload each one individually.



Adding Product Images

To add product images:

1. If the images are to be used for only a specific store view, set **Choose Store View** in the upper-left corner to identify the view where the images will be used.
2. In the Product Information panel on the left, click **Images**.

3. Click the **Browse Files** button, and select the product images files you want to upload to your store.

4. Click the **Upload Files** button to upload the selected images to your store. Then, for each image, do the following:

   a. Enter a descriptive **Label** for the image. This text appears on mouseover and improves indexing by search engines.

   b. If using multiple images, enter a numeric value in the **Sort Order** field to determine the sequence in which it appears in the thumbnail gallery.

   c. To prevent an image from being listed in the thumbnail gallery, click the **Exclude** checkbox. For example, if the product has only one image, there's no reason to include it in the gallery.

   d. To delete any image, select the **Remove** checkbox.

5. Click the **Save and Continue Edit** button.

To add images to the gallery:

Follow the same process for adding a new product image. For best results, gallery image files should be the same size and proportion as the main product image.

Field Descriptions

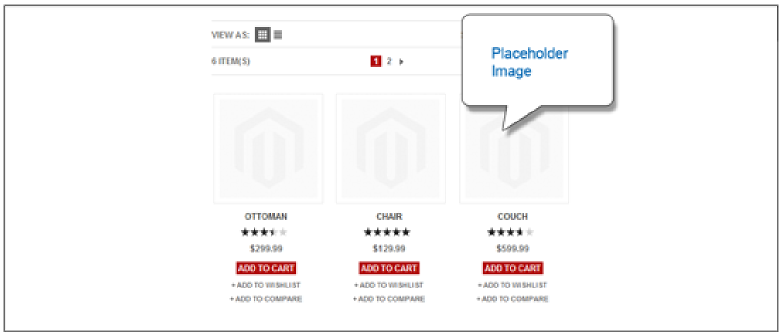
Field	Description
Image	On mouseover, a thumbnail of each uploaded image appears.
Label	The label is the descriptive "Alt" text that appears on mouseover. Including a label for each image improves indexing by search engines, and accessibility for people who use screen readers.
Sort Order	Determines the order in which images are displayed in the gallery.
Thumbnail	The Thumbnail image is used in the shopping cart and in some blocks, such as Related Items.
Small Image	The Small Image is used in product listings on the category and search results pages, and to display product images in additional sections such as Up Sells, Cross Sells, and the New Products List.
Base Image	The Base Image is the main image on the product page, and is also used to produce the magnified area displayed during image zoom.
Exclude	Select the Exclude checkbox to prevent the image from being listed in

Field	Description
	the thumbnail gallery.
Remove	Select the Remove checkbox to delete the image. All selected images are deleted when the product record is saved.

Placeholders

Easy

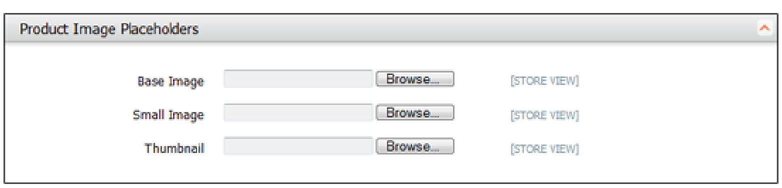
Magento Go displays a temporary image as a placeholder until permanent product images are available. The initial placeholder image is the Magento logo, which you can replace with placeholder images of your own design.



Product Image Placeholders

To upload placeholder images:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Product Image Placeholders** section. Then, do the following:
   a. For each image type, click the **Browse** button to upload the placeholder image you want to use for the **Base Image**, **Small Image**, and **Thumbnail** images. If you like, you can use the same image for each type.
   b. When complete, click the **Save Config** button.



Product Image Placeholder Configuration

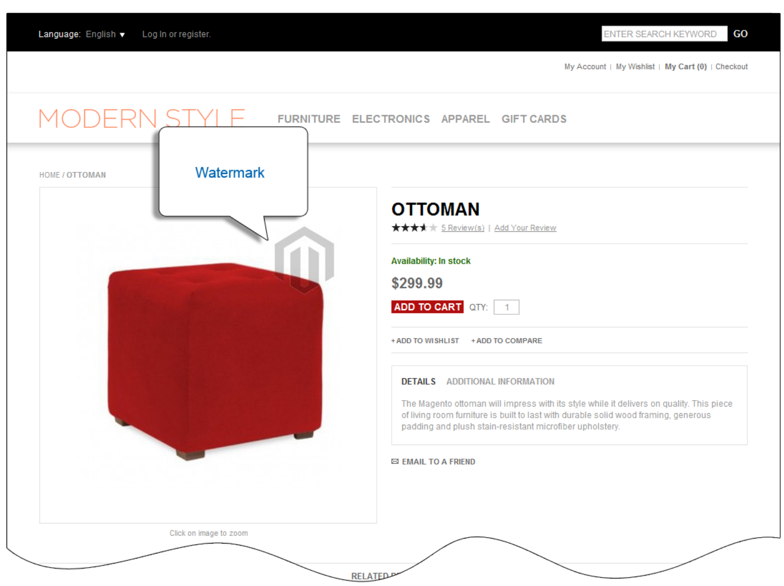
Field Descriptions

Field	Description
Base Image	The base image is the main image on the product detail page. Zoom is activated if the base image is larger image than the image container. The default size of the image container may vary by theme, but is generally 470 pixels square. For example: 470 x 470 pixels (without zoom) 1100 x 1100 pixels (with zoom)
Small Image	The small image is used for the product image in listings on category and search results pages, and for sections such as Up Sells, Cross Sells, and the New Products list. For example: 470 x 470 pixels
Thumbnail	The thumbnail image appears in the thumbnail gallery on the product detail page, in the shopping cart, and in some blocks such as Related Items. For example: 50 x 50 pixels

Watermarks

Intermediate

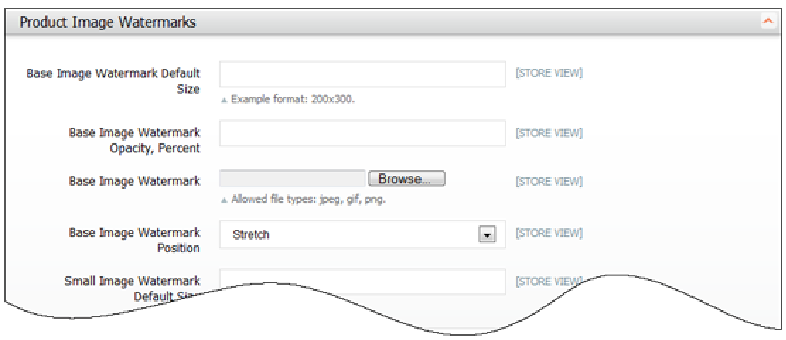
If you have gone to the expense of creating your own original product images, there is not much you can do to prevent unscrupulous competitors from stealing them with the click of a mouse. However, you can place a watermark on each image to identify it as your property and make it a less attractive target. A watermark file can be either a .jpg (jpeg), .gif, or .png image.



Watermark on Product Image

To place watermarks on product images:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Design**.
3. Click to expand the **Product Image Watermarks** section. Then, complete the following steps for the Base, Small, and Thumbnail images:
   a. Enter the **Watermark Default Size**, in pixels. For example: 200 x 300
   b. Enter the **Watermark Opacity**, as a percentage. For example: .40
   c. Click the **Browse** button and select the Watermark image file to upload.
   d. Set **Watermark Position** to your preference.
4. When complete, click the **Save Config** button.



Product Image Watermark Configuration

Watermark Position

The watermark used in these examples is a .png file 470 x 470 pixels square, with a black logo and transparent background. The size and opacity were later adjusted to 100 x 100 pixels at 10% using the watermark configuration settings in the Admin panel. You can experiment with different watermark settings until you find the look you want.

None

Tile

Center

Stretch

Top Left

Top Right

Bottom Left

Bottom Right

Field Descriptions

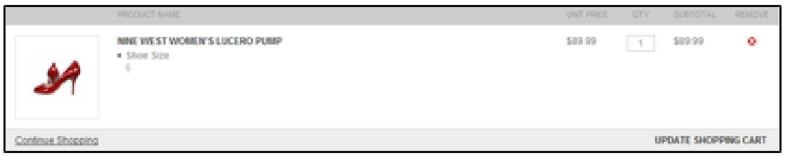
Field	Description
Base Image Watermark Default Size	The default size of the watermark for the Base Image. (For example, 470 x 470)
Base Image Watermark Opacity, Percent	The percentage of opacity applied to the watermark for the Base Image.
Base Image Watermark	The file with the watermark image to be uploaded for the Base Image. (The image file can be .jpg (jpeg), .gif, and .png.)
Base Image Watermark Position	The position of the watermark for the Base Image. Options include: Stretch Tile Top/Left Top/Right Bottom/Left Bottom/Right
Small Image	(Repeat the above for the Small Image.)
Thumbnail Image	(Repeat the above for the Thumbnail Image.)

Shopping Cart Thumbnails

Intermediate

The thumbnail images in the shopping cart give customers a quick overview of the items they are about to purchase. However, for products with multiple options, the standard product image may not match the actual item being purchased. If the customer purchased a pair of red shoes, ideally, the thumbnail in the shopping cart should show the product in the same color.

The thumbnail image for both grouped and configurable products can be set to display the image from either the "parent" product record or associated product. The setting applies to all grouped or configurable products in the current store view.

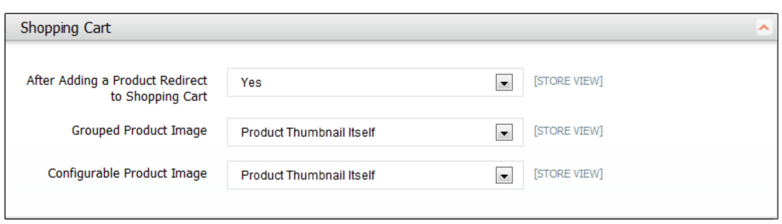


Product Thumbnail in Shopping Cart

To configure shopping cart thumbnails:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Checkout**.
3. In the Shopping Cart section, do the following, as applicable:
   a. Set **Grouped Product Image** to one of the following:
      - Product Thumbnail Itself
      - Parent Product Thumbnail

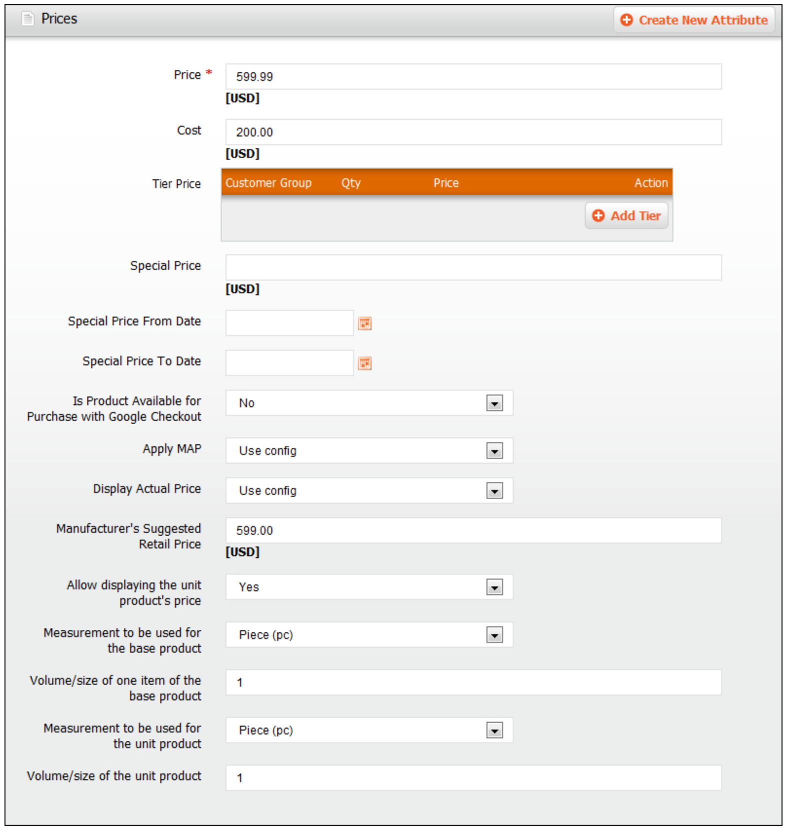
   b. Set **Configurable Product Image** to one of the following:
      - Product Thumbnail Itself
      - Parent Product Thumbnail
4. When complete, click the **Save Config** button.



Shopping Cart Configuration

Prices

The Prices tab on the Product Information panel lets you establish the pricing structure that is associated with a product. Options include special and tier pricing, unit pricing, and manufacturer's suggested retail price.



Product Information - Prices

Field Descriptions

Field	Description
Price	The retail price of the product.
Cost	The actual cost of the product. This amount does not appear to the customer, and can be used to generate revenue reports.
Tier Price	Tier pricing is used to offer a quantity discount. The discount can be applied to a specific store view or customer group.
Special Price	To offer a Special Price, enter a discounted price and complete the date range fields to establish when the promotion goes into effect. When available, the retail price is crossed out and the special price appears below in a large, bold font.

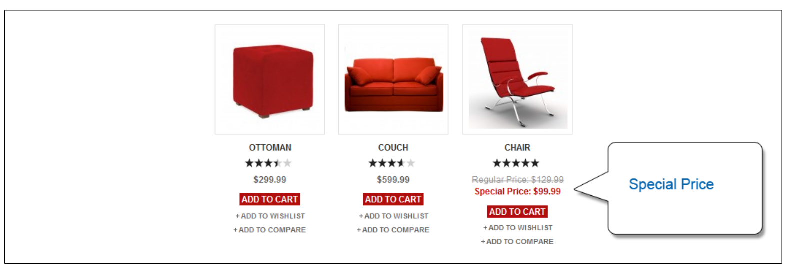
<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Special Price From Date</td><td>Sets the beginning date for the range of time the Special Price is offered.</td></tr>
<tr><td>Special Price To Date</td><td>Sets the ending date for the range of time the Special Price is offered.</td></tr>
<tr><td>Is product available for purchase with Google Checkout</td><td>Determines if the product is available through Google Checkout. Options include: Yes / No</td></tr>
<tr><td>Apply MAP</td><td>When applied, hides the actual product price from the customer. Options include: Yes / No / Use Config</td></tr>
<tr><td>Display Actual Price</td><td>Determines when the customer can see the actual product price. Options include:
<table>
<tr><td>In Cart</td><td>Displays the actual product price in the shopping cart.</td></tr>
<tr><td>Before Order Confirmation</td><td>Displays the actual product price only at the end of the checkout process, just before the order is confirmed.</td></tr>
<tr><td>On Gesture</td><td>Displays the actual product price</td></tr>
<tr><td>Use Config</td><td>Displays the actual price according to the configuration setting.</td></tr>
</table></td></tr>
<tr><td>Manufacturer’s Suggested Retail Price</td><td>The retail price as suggested by the manufacturer.</td></tr>
<tr><td>Allow displaying the unit product’s price</td><td>Determines the unit of measurement that is used for the unit price. Options include:
Kilogram (kg)
Pound(lbs)
Liter
Milliliter (ml)
Meter (m)
Inch
Centimeter (cm)
Millimeter (mm)
Piece (pc)</td></tr>
<tr><td>Measurement to be used for the base product</td><td>Determines the unit of measurement that is used for the base product. Options include:
Kilogram (kg)</td></tr>
</table>

Field	Description
	Pound(lbs)
	Liter
	Milliliter (ml)
	Meter (m)
	Inch
	Centimeter (cm)
	Millimeter (mm)
	Piece (pc)
Measurement to be used for the unit product	Determines the unit of measurement that is used for the unit product.
Volume/size of the unit product	The actual volume or size of the unit, according to the specified measurement.

Special Price

Easy

To offer a Special Price, enter a discounted price and complete the date range fields to establish when the promotion goes into effect. On both the Category List and Product Detail pages, the regular price is crossed out, and the Special Price appears in a bold red font.



Special Pricing

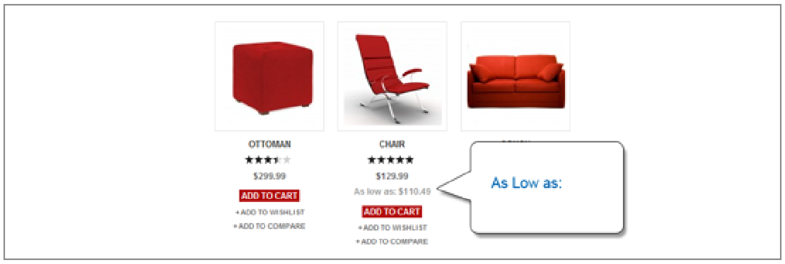
To display a special price:

1. In the Product Information panel on the left, select **Prices**.
2. Enter the amount of the **Special Price**.
3. Then, complete the **Special Price From Date** and **Special Price To Date** to define the period of time that the special price is in effect. You can pick the dates from the **Calendar** to the right of each field.
4. Click the **Save** button to save your changes.

Tier Pricing

Easy

Tier pricing lets you offer a quantity discount from both the category list and product detail page. The discount can be applied to a specific store view or customer group.



Tier Price "As Low as"

- On the catalog page, the product price includes the words, "As Low As: $110.49"
- On the product page, the calculated quantity discount has the message:

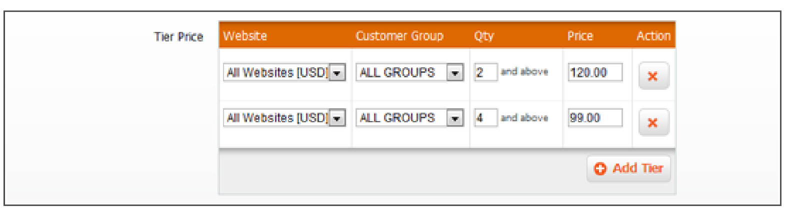
  Buy 2 for $___ each and save _%

  Buy 4 for $____ each and save _%

> To change the text of these messages, see: Using the Themes Text Editor.

To display a tier price:

1. In the Product Information panel on the left, select **Prices**.
2. In the Tier Price section, click the **Add Tier** button. Then, do the following:



Tier Pricing

   a. Select the **Website** to which the tier pricing applies.

   b. Select the **Customer Group** for whom the tier pricing is available.

   c. In the **Qty** field, enter the quantity that must be ordered to receive the discount.

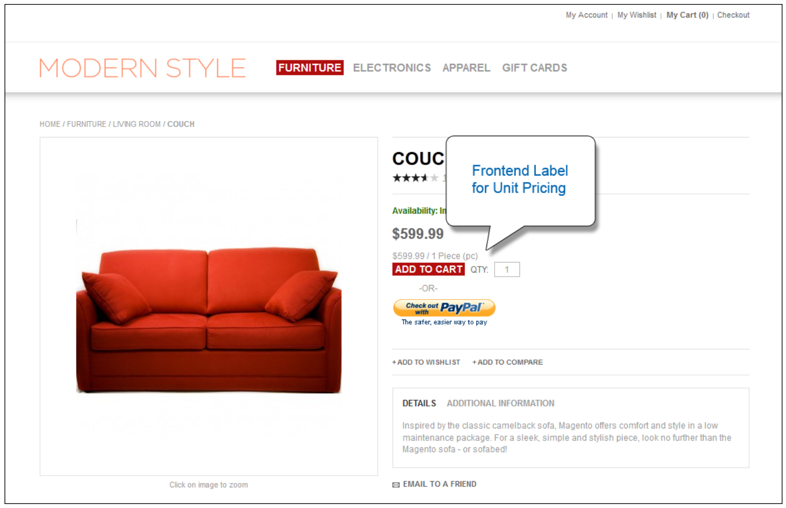
   d. In the **Price** field, enter the adjusted price of the item.

3. When complete, click the **Save** button.

Unit Pricing

Intermediate

The base price of a product can be used as a reference to calculate and display unit price variations based on a number of factors, including packaging units such as milliliter, gram, and centimeter.



Product Detail with Unit Pricing

When unit pricing is enabled, the following settings can be made for each product:

- Display the unit product price
- The measurement used for the base product
- The volume/size of one item of the base product
- The measurement used for the unit product
- The volume/size of the unit product

To configure the default unit price for all products:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**. Click to expand the **Unit Price** section, and do the following:
   a. If necessary, set **Enable** to "Yes." Unit Price is enabled by default.
   b. The **Frontend Label** field uses variables to create the label that appears on the Product Detail page. You can accept the default value or make changes as needed.

```
{{baseprice}} / {{reference_amount}} {{reference_unit}}
```

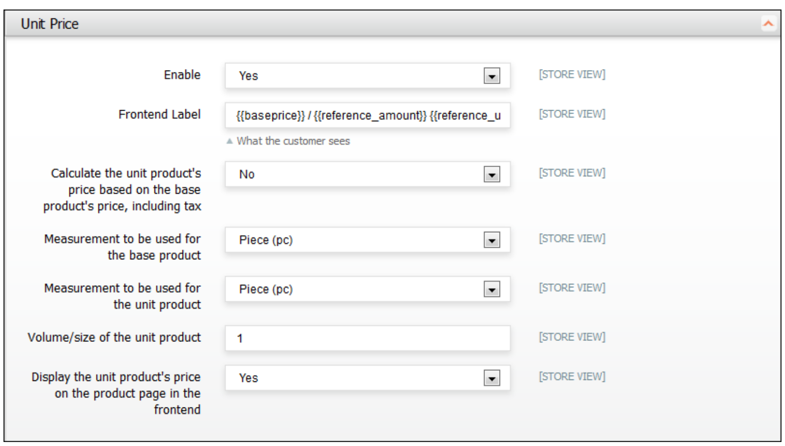
c. To **Calculate the unit product's price based on the base price product's price, including tax**, select “Yes.”

d. Select the **Measurement to be used for the base product** and the **Measurement to be used for the unit** product. Options include:

- Kilogram (kg)
- Pound (lbs)
- Liter
- Milliliter (ml)
- Meter (m)
- Inch
- Centimeter (cm)
- Millimeter (mm)
- Piece (pc)

e. Enter the **Volume/size** of the unit product based on the unit of measurement selected.

f. If you want the unit price of the product to appear on the Product Detail page of your store, set **Display the unit product’s price on the product page in the frontend** to “Yes.”



Unit Price Configuration

3. When complete, click the **Save Config** button.

To configure the unit price for a specific product:

1. On the Admin menu, select **Manage Products**.
2. In the list, click to open the product record.
3. In the Product Information panel on the left, select **Prices**.
4. Complete the measurement, volume, and unit information as needed for the product.
5. When complete, click the **Save** button.

Product Detail with Unit Pricing

Field Descriptions

Field	Description
Enable	Activates or deactivates unit pricing for your store. Options include: Yes / No
Frontend Label	Determines the label that accompanies the tier price on the Product Detail page. The default label uses variables to incorporate the tier price settings.
Calculate the unit product's price based on the base product's price, including tax.	Determines if you want to calculate the unit price calculation, based on the price of the base product, including tax. Options include:Yes / No
Measurement to be used for the base product	Determines the unit of measurement used for base product price calculations. Options include: Kilogram (kg) Pound(lbs)

Field	Description
	Liter Milliliter (ml) Meter (m) Inch Centimeter (cm) Millimeter (mm) Piece (pc)
Measurement to be used for the unit product	Determines the unit of measurement used for unit price calculations. Options include: Kilogram (kg) Pound(lbs) Liter Milliliter (ml) Meter (m) Inch Centimeter (cm) Millimeter (mm) Piece (pc)
Volume/size of the unit product	Determines the volume or size of a unit, based on the measurement selected.
Display the unit product's price on the product page in the frontend	Determines if the unit price appears on the Product Detail page in your store.

Package Pricing **Easy**

Unlike a unit price, a package price refers to multiple items of the same product that are packaged together and sold as a single unit. A six-pack of soft drinks is an example of package pricing.

How to sell multiple products as a package:

1. On the Admin menu, select **Catalog > Manage Products**.
2. In the list, click to select the product you want to sell as a package.
3. In the Product Information panel on the left, select **Inventory**. Then, do the following:

a. Set **Qty for Item's Status to Become Out of Stock** to the lowest inventory threshold for this item. (If necessary, clear the **Use Config Settings** checkbox.)

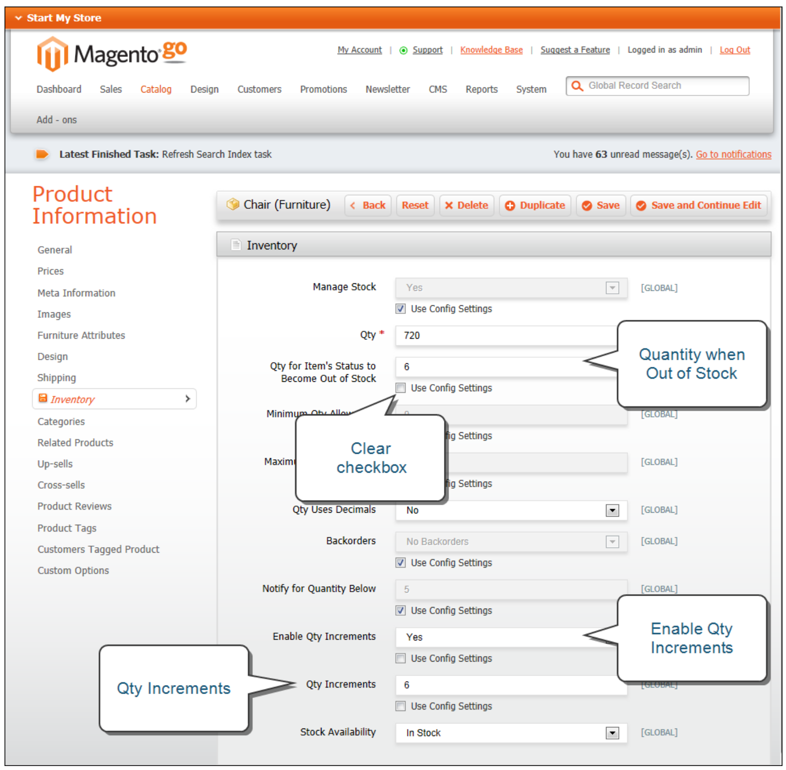
The number should be a multiple of the number of items in the package. For example, for a six-pack, the threshold might be 6, 12, 18, and so on.

b. Set **Enable Qty Increments** to "Yes."

c. Set **Qty Increments** to the number of units included in the package. For example, 6.

4. When complete, click the **Save Config** button.

> If any field is grayed out, clear the "Use Config Settings" checkbox below the field.

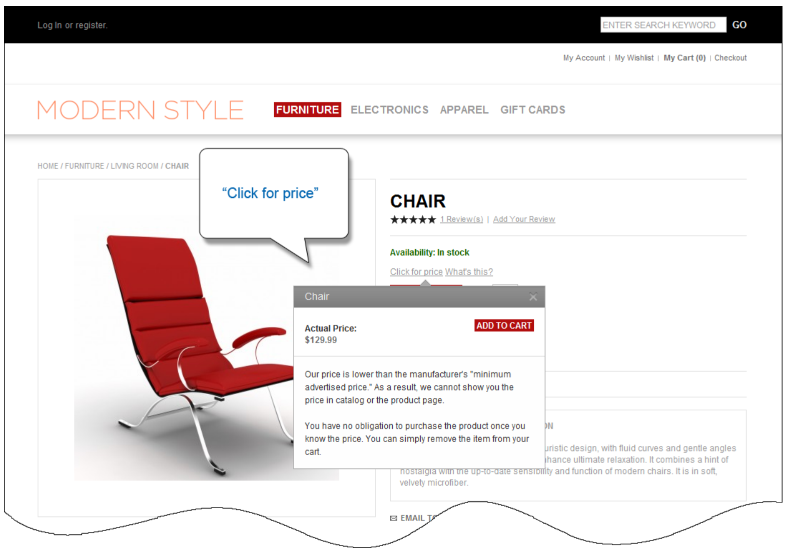


Package Price Settings

Minimum Advertised Price **Intermediate**

Merchants are sometimes prohibited from displaying a price that is lower than the manufacturer's suggested retail price (MSRP). Magento Go's Minimum Advertised Price (MAP) gives you the ability to remain in compliance with the manufacturer's requirements while offering your customers a better price. Because requirements differ from one manufacturer to another, you can configure your store to prevent the display of your actual price on pages where it is not allowed to appear according to the terms of the manufacturer.

There are a variety of configuration options that you can use to remain in compliance with the terms of your agreement with the manufacturer, while still offering your customers a better price. Your store's MAP settings can be applied to all products in your catalog or configured for only specific products.



"Click for Price" on Product View Page

To configure MAP for your store:

1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under Sales, select **Sales**.
2. Click to expand the **Minimum Advertised Price** section, and do the following:
   a. To activate MAP, set **Enable MAP** to "Yes."
   b. Set **Apply MAP (Default Value)** to one of the following:
      - To apply MAP to certain products, select "No."
      - To apply MAP by default to all products and hide all prices throughout your store, select "Yes."
   c. To determine when and where you want your actual price to be visible to the customer, set **Display Actual Price** to one of the following:

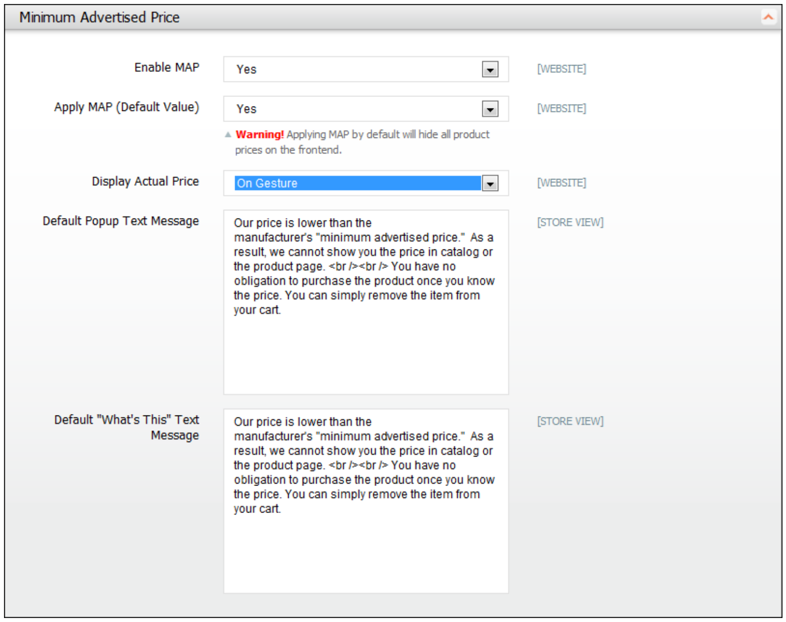
- In Cart
- Before Order Confirmation
- On Gesture (on click)

d. If the actual price is set to appear "On Gesture," edit the text, as needed, for each popup.

3. When complete, click the **Save Config** button.

To configure MAP for a specific product:

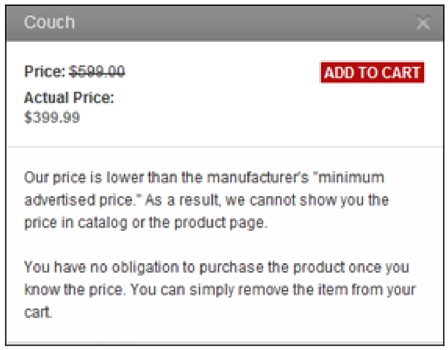
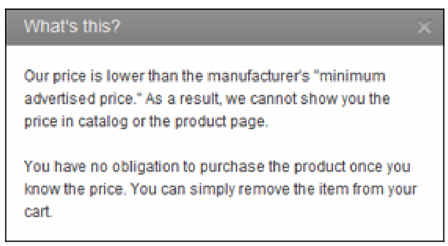
1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, click to expand the **Minimum Advertised Price** section. Then, do the following:
   a. Set **Enable MAP** to "Yes."
   b. Set **Apply MAP (Default Value)** to "No."
   c. Complete the remaining settings as needed. Then, click the **Save Config** button.
3. Select **Catalog > Manage Products**, and open the product record.
4. In the Product Information panel on the left, select**Prices**. Then, do the following:
   a. Enter your **Price** that is lower than the manufacturer's minimum advertised price.
   b. Set **Apply MAP** to "Yes."
   c. Set **Display Actual Price** according to your preference.
   d. Enter the **Manufacturer's Suggested Retail Price.**
5. When complete, click the **Save** button.



Minimum Advertised Price Configuration

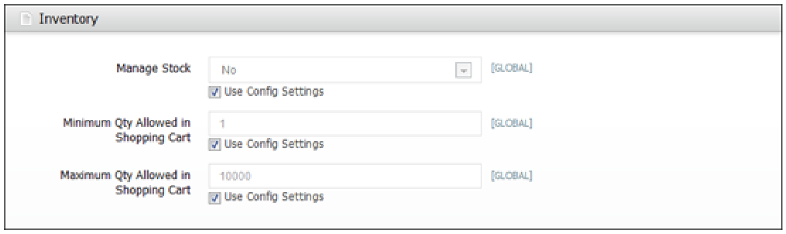
Field Descriptions

Field	Description	
Enable MAP	Activates Minimum Advertised Price for your store. Options include: Yes / No	
Apply MAP (Default Value)	Applies MAP by default to all products in the store. Options include:	
	Yes	Initially hides all prices in the store, and displays them according to the Display Actual Price setting.
	No	Does not apply MAP to all products, by default. If MAP is enabled, it can still be applied to products individually.
Display Actual Price	Determines where the actual price of a product is visible to the customer.Options include:	
	In Cart	Displays the actual product price in the shopping cart.
	Before Order Confirmation	Displays the actual product price at the end of the checkout process, just before the order is confirmed.
	On Gesture	Displays the actual product price in a popup

Field	Description
	when the customer clicks the “Click for price” or “What’s this?” link.
Default Popup Text Message	The popup text message that appears when the customer selects the “Click for price” link from a category list or product view page. 
Default “What’s This” Text Message	The pop-up text message that appears when the customer clicks the “What’s this?” link from the product view page. 

Inventory

There is both a short and long version of the Inventory section, depending on whether you need to manage inventory for the product. The long form appears only when Manage Stock is set to "Yes."



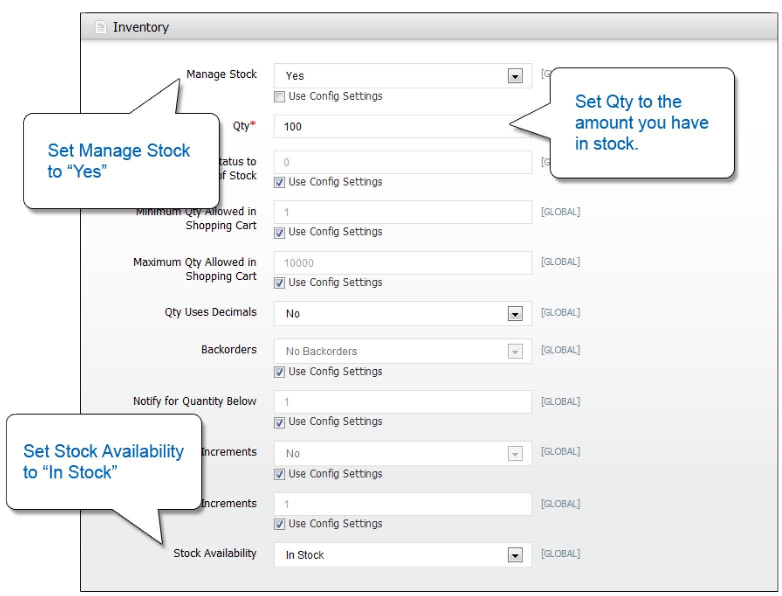
Product Information: Inventory (Short Form)

Managing Stock

Easy

To complete the required inventory settings:

1. In the Product Information panel, select **Inventory**. Then, do the following:
   a. Clear the checkbox below the **Manage Stock** field. Then, set **Manage Stock** to "Yes."
   b. In the **Qty** field, type the number of units you currently have in stock.
   c. Set **Stock Availability** to "In Stock."
2. When complete, click the **Save** button.



Product Information: Inventory (Long Form)

Field Descriptions

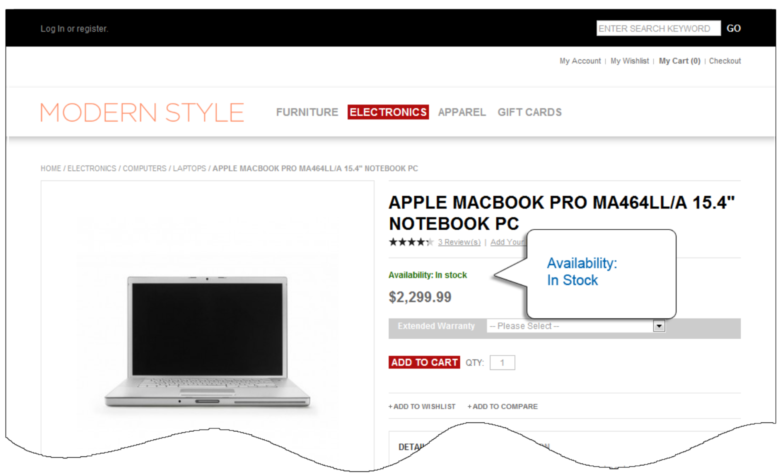
Field	Description
Manage Stock	Determines if you use full inventory control to manage the items in your catalog. Options include: **Yes** — Activates full inventory control to keep track of the number of items currently in stock. (To change the setting, clear the Use Config Settings checkbox and select "Yes.") **No** — Does not keep track of the number of items currently in stock. (This is the default setting.)
Qty	(Required) The quantity of the item in stock.
Qty For Item's Status to become Out of Stock	Specifies that below a level of your choosing, the product will become out of stock.
Minimum Qty Allowed in Shopping Cart	Determines the minimum amount of this item that is available for purchase. By default, the minimum quantity is set to 1.
Maximum Qty Allowed in Shopping Cart	Determines the maximum number of this item that can be purchased in a single order. By default, the maximum quantity is set to 1000.
Qty Uses Decimals	Determines if customers can use a decimal value rather than a whole number when entering the quantity ordered. Options include: **Yes** — Permits values to be entered as decimals, rather than whole numbers, which is suitable for products sold by weight, volume or length. **No** — Quantity values must be entered as whole numbers.
Backorders	Determines how your store manages backorders. A backorder does not change the processing status of the order. Funds are still authorized or captured immediately when the order is placed, regardless of whether the product is in stock. When the product becomes available, it will be shipped. Options include: **No Backorders** — Does not accept backorders when product is out of stock **Allow Qty Below 0** — Accepts backorders when the quantity falls below zero. **Allow Qty Below 0 and Notify Customer** — Accepts backorders when the quantity falls below zero, but notifies customers that orders can still be placed.
Notify for Quantity Below	Sends a notification to you when the quantity in stock falls below this

Field	Description	
	number.	
Enable Qty Increments	Allows the product to be sold in quantity increments.	
Qty Increments	Sets the number used as the basis of quantity increments.	
Stock Availability	Determines the current availability of the product. Options include:	
	In Stock	Makes the product available for purchase.
	Out of Stock	Unless Backorders are activated, prevents the product from being available for purchase and removes the listing from the catalog.

Stock Availability Messages

Intermediate

Your catalog can be configured to display the availability of each item as "In Stock" or "Out of Stock" on the product page. The configuration setting applies to the catalog as a whole, and the message changes according to the stock status of the product. There are several display variations possible, including how "out of stock" products are managed in the catalog and search results lists.



"In Stock" Message on Product Detail Page

Step 1: Configure the Inventory Stock Options

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Inventory**.
3. Click to expand the **Stock Options** section. Then, do the following:

a. To configure how "out of stock" products are handled in the category and search results lists, set **Display Out of Stock Products** to one of the following:

Yes	Includes "out of stock" products on catalog pages.
No	Omits "out of stock" products from catalog pages.

b. To configure the stock availability message on the product page, set **Display products availability in stock in the frontend** to one of the following:

Yes	Displays an availability message indicating the product stock status.
No	Does not display an availability message.

4. Click the **Save Config** button to save the setting.

Step 2: Set the Product to Manage Stock

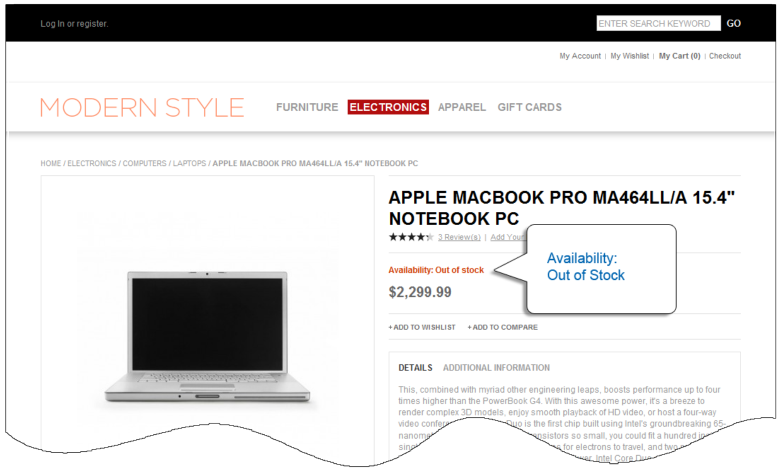
1. On the Admin menu, select **Catalog > Manage Products**.
2. In the list, click to open the product. Then in the Product Information panel on the left, select **Inventory**.
3. If necessary, clear the **Use Config Settings** checkbox, and set **Manage Stock** to "Yes." Then, complete the inventory settings as needed.
4. Make sure that **Stock Availability** is set to "In Stock."
5. Click the **Save** button to save the product settings.

Message Scenarios

You can use a combination of configuration settings on product and catalog pages to either include or omit the stock availability message from product listings.

Product Page Messages

There are several variations of messaging available for the product page, depending on the combination of Manage Stock and Stock Availability settings.



"Out of Stock" Message on Product Page

Example 1: Shows Availability Message

Scenario 1: This combination of settings causes the availability message to appear on the product page, according to the stock availability of each product.

Stock Options		
Display product availability in stock in the frontend:		Yes

Product Inventory		Message
Manage Stock	Yes	
Stock Availability	In Stock	"Availability: In Stock"
	Out of Stock	"Availability: Out of Stock"

Scenario 2: When stock is not managed for a product, this combination of settings can be used to display the availability message on the product page.

Stock Options		
Display product availability in stock in the frontend		Yes

Product Inventory		Message
Manage Stock	No	"Availability: In Stock"

Example 2: Hides Availability Message

Scenario 1: This combination of configuration and product settings prevents the availability message from appearing on the product page.

Stock Options		
Display product availability in stock in the frontend		No

Product Inventory		Message
Manage Stock	Yes	
Stock Availability	In Stock	None
	Out of Stock	None

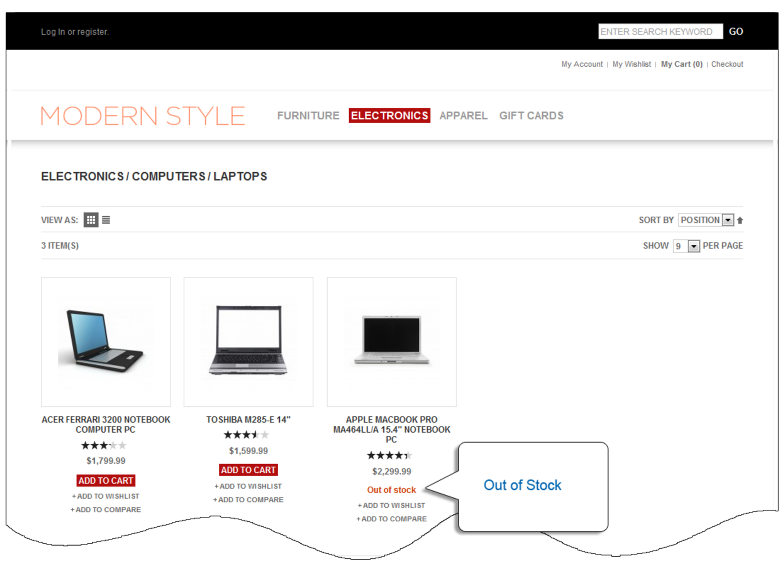
Scenario 2: When stock is not managed for a product, this combination of configuration and product settings prevents the availability message from appearing on the product page.

Stock Options	
Display product availability in stock in the frontend	No

Product Inventory		Message
Manage Stock	No	None

Catalog Page Messages

The following display options are possible for the category and search results lists, depending on the product availability and configuration settings.



"Out of Stock" Message in Category List

Example 1: Shows Product with "Out of Stock Message"

This combination of configuration settings includes out of stock products in the category and search results lists, and displays an “out of stock” message.

Stock Options		Message
Display Out of Stock Products	Yes	
Display product availability in stock in the frontend	Yes	“Out of stock”
Display Out of Stock Products	Yes	
Display product availability in stock in the frontend	No	None

Example 2: Shows Product without “Out of Stock Message”

This combination of configuration settings includes out of stock products in the category and search results lists, but does not display a message.

Stock Options		Message
Display Out of Stock Products	Yes	
Display product availability in stock in the frontend	No	None

Example 3: Hides Product Until Back in Stock

This configuration setting omits out of stock products entirely from the category and search results lists, until they are back in stock.

Stock Options		Message
Display Out of Stock Products	No	None

Setting the Out of Stock Threshold

You can define an inventory level that becomes the threshold for determining that an item needs to be reordered. The out of stock threshold is set to a number above zero.

To set the out of stock threshold:

1. In the Product Information panel, select **Inventory**.
2. Set the **Qty for Item’s Status to Become Out of Stock** to a value above zero.

To change the quantity allowed in cart:

This option is helpful for products in high demand. If you want to capture a larger number of new customers rather than selling high volumes to high-quantity buyers, you can set a maximum quantity to prevent a high-quantity buyer from taking out your entire inventory.

1. In the Product Information panel, select **Inventory**.
2. Change the **Minimum and Maximum Quantity Allowed in Shopping Cart** fields to appropriate values for your product, store, and strategy.

To be notified when stock drops below a certain threshold:

1. In the Product Information panel, select **Inventory**.
2. Clear the **Use Config Settings** checkbox, and set **Notify for Quantity Below** to indicate the level at which you want to be notified. By default, the value is set to 1.

> If you need time to restock your inventory, you can change the value of this field to replenish.

Managing Stock for Configurable Products **Intermediate**

By default, Manage Stock is turned off for a configurable product, because the inventory is managed through each associated product. However, at times it may be necessary to apply inventory settings to a configurable product as a whole, such as to set quantity increments and change the stock availability.

To enable quantity increments:

1. On the Inventory tab of the configurable product, clear the **Use Config Settings** checkbox, and set **Manage Stock** to "Yes." The Enable Qty Increments field appears.
2. To sell the product in quantity increments, do the following:
   a. Below the Enable Qty Increments field, clear the **Use Config Settings** checkbox. Then, set **Enable Qty Increments** to "Yes."
   b. In the **Qty Increments** field, enter the number of products that you want to sell together as a single batch.

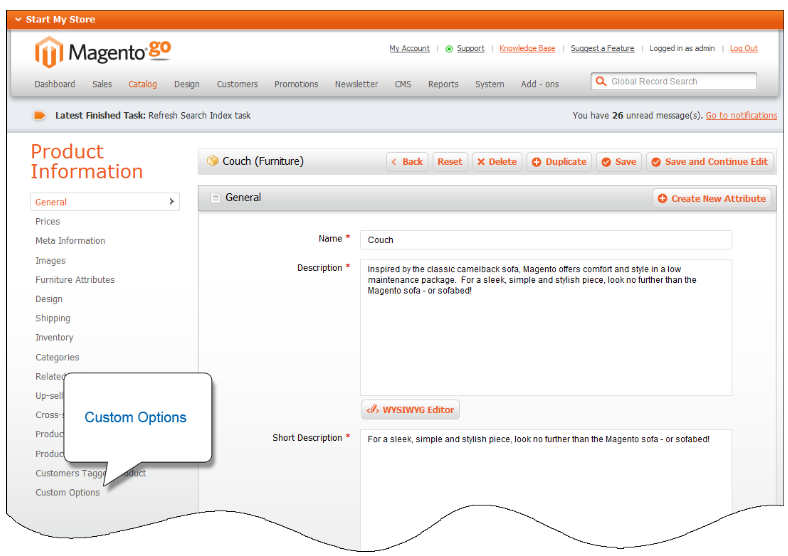
To set the product as "Out of Stock:"

1. On the Inventory tab of the configurable product, clear the **Use Config Settings** checkbox, and set **Manage Stock** to "Yes." The Stock Availability field appears.
2. To temporarily remove the product from sale, set **Stock Availability** to "Out of Stock."
3. When you are ready to offer the product for sale, set **Stock Availability** to "In Stock."

Custom Options

Intermediate

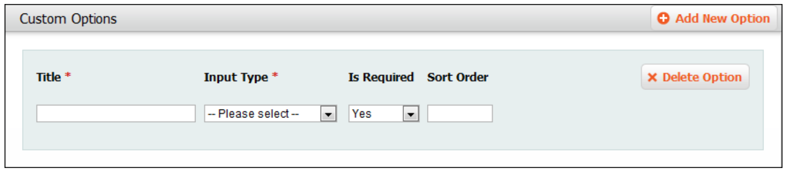
Custom options provide an easy way to offer a selection of product variations to the customer. The limitations are that you cannot track inventory based on any variation, and that a product with custom options cannot be used in a one-to-many relationship with a configurable, grouped, or bundle product. Custom options are a good solution if your inventory needs are simple and you have a limited number of available SKUs.



Custom Options

To create custom options:

1. On the Admin menu, select **Catalog > Manage Products**.
2. In the list, click to open the product record.
3. In the Product Information panel on the left, select **Custom Options**.
4. In the upper-right corner, click the **Add New Option** button. Then, do the following:



Add New Option

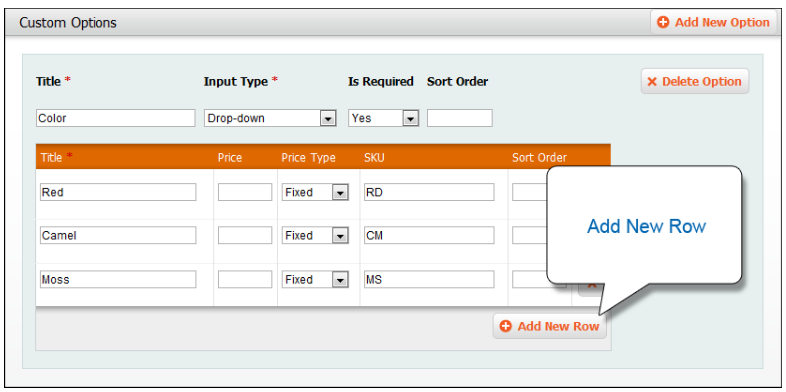
a. In the **Title** field, enter a name for the property.

b. Set the **Input Type** you want to use for data entry.

c. Set **Is Required** to “Yes” if the option must be selected before the product can be purchased.

d. In the **Sort Order** field, enter a number to indicate the order of this item in the list of options. Enter the number 1 to display this option first.

5. Click the **Add New Row** button. Then, complete the following:



Add New Row

a. In the **Title** field, enter a name for this option.

b. In the **Price** field, enter any markup or markdown from the base product price that applies to this option.

c. Set **Price Type** to one of the following:

Fixed	The price of the variation differs from the price of the base product by a fixed monetary amount, such as $1.
Percentage	The price of the variation differs from the price of the base product by a percentage, such as 10%.

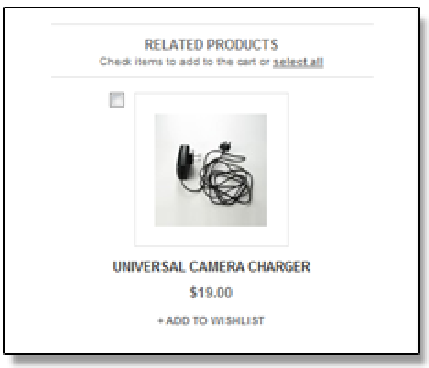
d. Enter a **SKU** to identify the option. The option SKU is added as a suffix to the SKU of the product record.

e. In the **Sort Order** field, enter a number to indicate the order of this item in the list of options. Enter the number 1 to display this option first.

6. When complete, click the **Save** button.

Product Relationships

The topics in this section are used to establish relationships between products. Because the process of setting them up is the same, once you learn how to set up one type of product relationship, you can easily manage the rest.

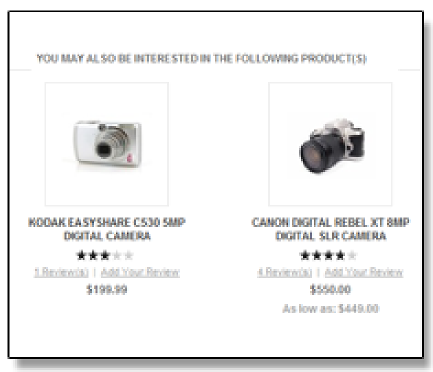


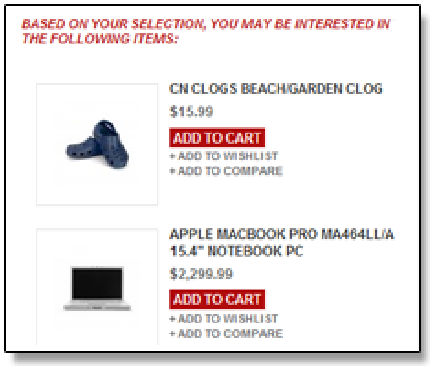
Related Products

Related products are meant to be purchased in addition to the item the customer is viewing. They compliment, enhance, or add optional features to the product the customer is viewing.

Up-sells

Up-sell products are items which are related to the item the customer is looking at, but may be higher-quality, more popular, or have a better profit margin. They encourage customers to consider a slightly more expensive item of a higher quality.





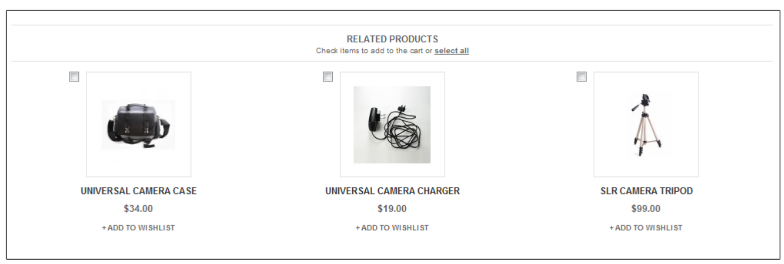
Cross-sells

Cross-sell products are offered on the shopping cart page just before the checkout process. They are offered to the customer as last-minute impulse purchases.

Related Products

Easy

Related products are meant to be purchased in addition to the item the customer is viewing. Simply click the checkbox of a product to place it in the shopping cart. The placement of the Related Products block varies according to theme and page layout. In the example below, it appears at the bottom of the Product View page. With a 2 column layout, the Related Product block often appears in the right column.



Related offered on Product Detail Page

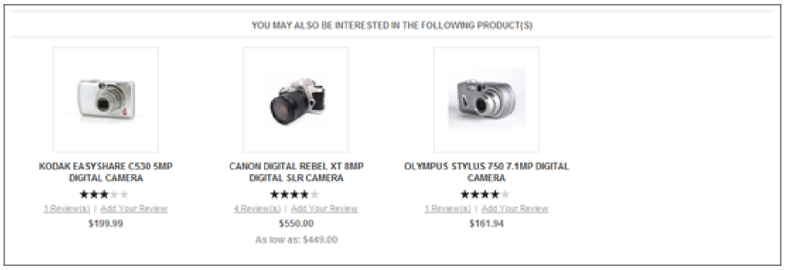
To set up related products:

1. In the Product Information panel on the left, click **Related Products**.
2. Click the **Reset Filter** button in the upper-right to list all the available products, or use the search filters at the top of each column to find specific products.
3. In the list, select the checkbox in the first column of any product you want to feature as a related product.
4. When complete, click the **Save** button.

Up-sells

Easy

Up-sell products are items that your customer might prefer instead of the product currently viewed. An item offered as an up-sell might be of a higher quality, more popular, or have better profit margin.



Up-Sells Offered on Product Detail Page

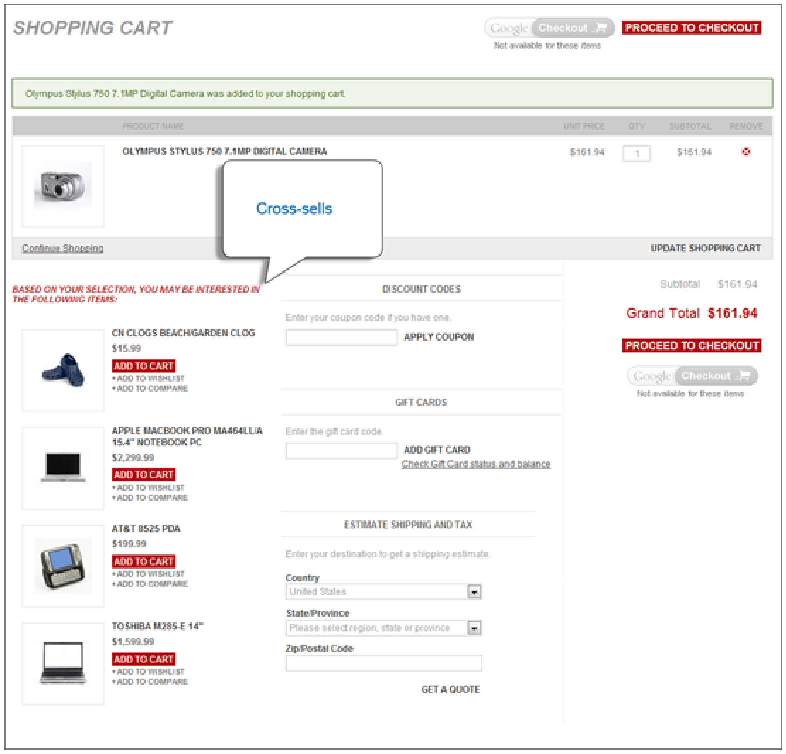
To choose up-sell products:

1. In the Product Information panel on the left, click **Up-sells**.
2. Click the **Reset Filter** button in the upper-right to list all the available products, or use the search filters at the top of each column to find specific products.
3. In the list, select the checkbox in the first column of any product you want to feature as an up-sell.
4. When complete, click the **Save** button.

Cross-sells

Easy

Cross-sell products are similar to impulse purchases positioned next to the cash register in the checkout line of a grocery store. Products offered as a cross-sell appear on the shopping cart page, just before the customer begins the checkout process.



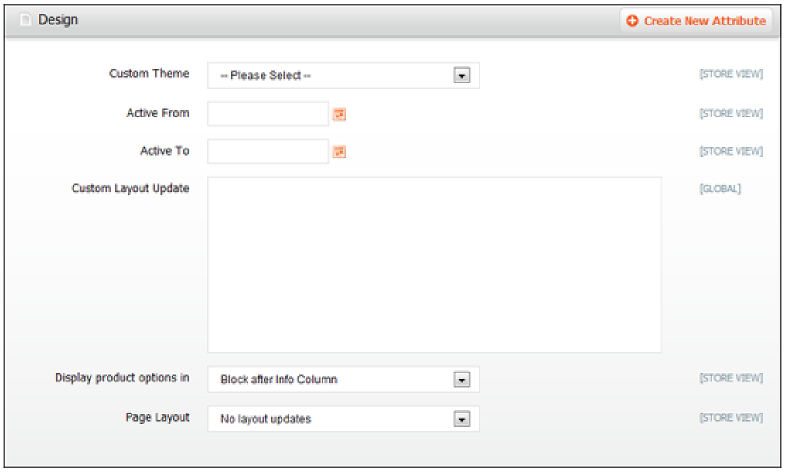
Cross-sells Offered During Checkout

To set up cross-sell products:

1. In the Product Information panel on the left, click **Cross-sells**.
2. Click the **Reset Filter** button in the upper-right to list all the available products, or use the search filters at the top of each column to find specific products.
3. In the list, select the checkbox in the first column of any product you want to feature as a cross-sell.
4. When complete, click the **Save** button.

Design

The Design page lets you apply a different theme to the product page, and make updates to the XML code that controls the page layout.



Product Information: Design

Field Descriptions

Field	Description
Custom Theme	To apply a custom theme, select the one you want from the list of available themes.
Active From	If applying a custom theme for a period of time, enter the beginning date, or select the date from the Calendar.
Active To	If applying a custom theme for a period of time, enter the ending date, or select the date from the Calendar.
Custom Layout Update	You can further customize the theme with XML coding.
Display product options in	Options include: Product Info Column / Block after Info Column
Page Layout	To apply a different layout to the product page, select one of the following: No layout updates — This option is preselected by default and does not apply layout changes. Empty — This option lets you define your own layout, such as a 4-column page. Requires an understanding of XML. 1 column — Applies the 1-column layout. 2 columns with — Applies the 2 column layout.

Field	Description	
	left bar	
	2 columns with right bar	Applies the 2-columns with right bar layout.
	3 columns	Applies the 3 column layout.

Product View Optimization

View Optimization lets you install tracking scripts to test the effectiveness of one version of a page over another. View optimization is available for both products and categories when Google Analytics is enabled for your store.

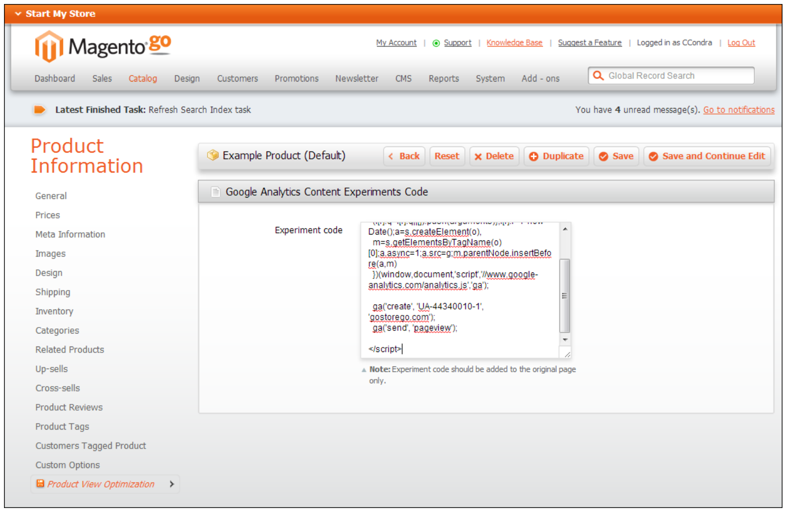
Sometimes even a minor change to the content or design of a page can have a significant impact. For example, on the product page you might test different styles of the "Buy Now" button. To conduct the experiment, a tracking script is installed on the original page, and then a test is conducted over a period of time using different versions of the page to determine the one that produces the best result.

There are many different types of variant tests, including "A/B" testing, which is also called "Split Testing, " and "Bucket Testing. " Some people prefer the term "Split Testing" because you can include more than two variations in a single test, or experiment. Google Content Experiments, which is part of Google Analytics, lets you test up to five variations of a page.

Before you begin, Google Analytics with Content Experiments must be enabled for your store. To learn more, see: Setting Up Google Analytics.

To install a tracking script:

1. On the Admin menu, select **Catalog > Manage Products**.
2. Click to open the product you want to test.
3. In the Product Information panel on the left, select **Product View Optimization**.
4. In the Experiment code box, paste the tracking code that was generated for the test.
5. When complete, click the **Save** button.

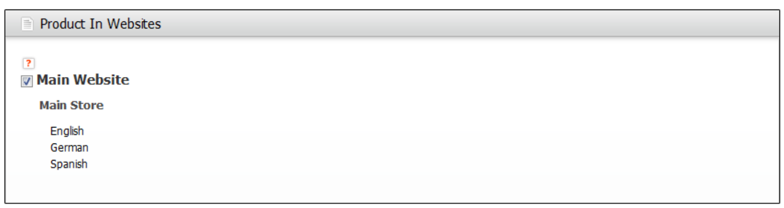


Experiment Code

Websites

Easy

If your Magento Go site has multiple stores or views, you can set the scope of a configuration setting, product, category, or attribute to apply to a specific store or view. The scope provides context for the configuration setting. The Website tab identifies the website, store, and view where the product is available.



Product Information: Websites

To assign a product to a store view:

1. In the Product Information panel on the left, select **Websites**.
2. Select the checkbox for each store view where the product is offered for sale.
3. When complete, click the **Save** button.

Magento go
user guide

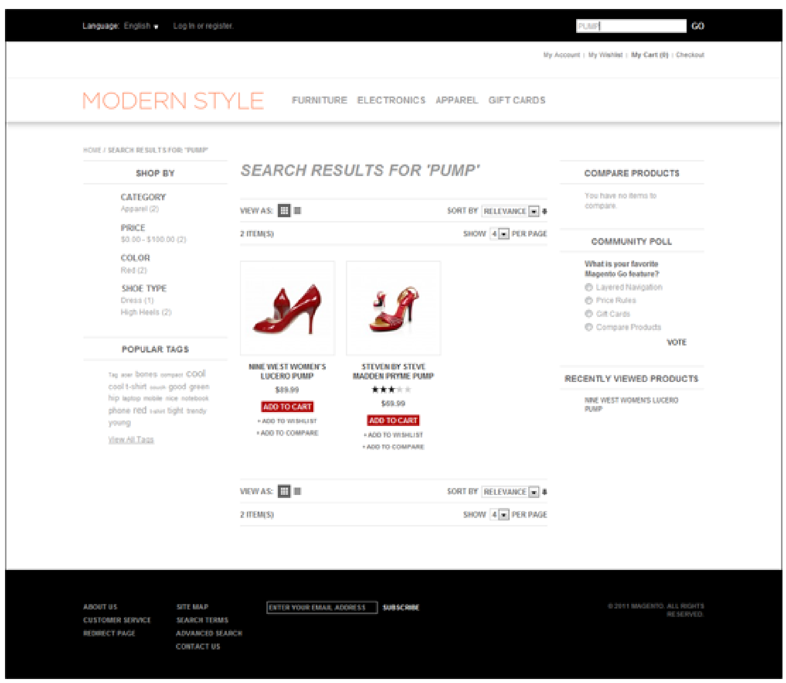
Search & SEO

Chapter 14:

Mastering Search

Research shows that people who use search are more likely to make a purchase than those who rely on navigation alone. In fact, according to some studies, people who use search are nearly twice as likely to make a purchase.

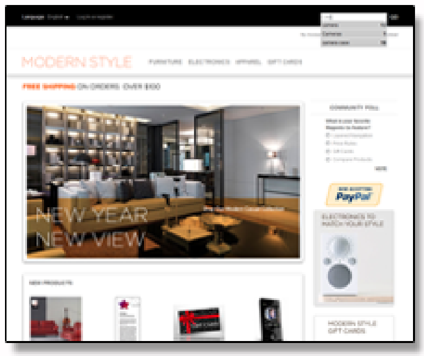
Magento Go has a powerful search engine which you can use as is, or fine-tune to make it even more effective. In this chapter, you will learn how to take full advantage of catalog search, by shaping the way search terms are used, and monitoring the results.



Search Results

Storefront Search Tools

Your Magento Go store includes a variety of search methods to help customers find products, and also to improve the indexing of your store by search engines.

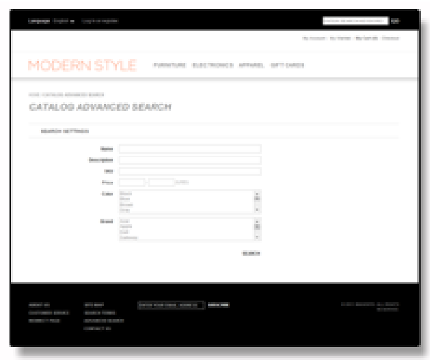


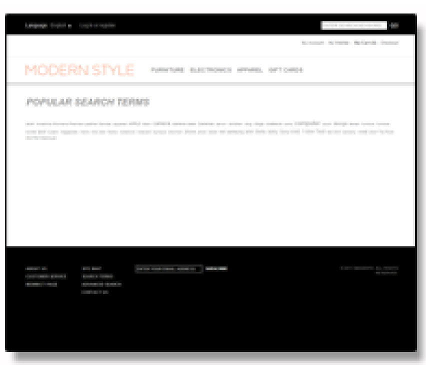
Quick Search

The Quick Search box is located in the header of each page, and helps visitors find products in your catalog. The search text can be either a full or partial match or any other word or phrase to describe a product.

Advanced Search

Advanced Search provides an easy way for people to search your catalog by typing text directly into a form. You can configure the form to include any fields from your product catalog. The link to Advanced Search is in the footer of your store.





Search Terms

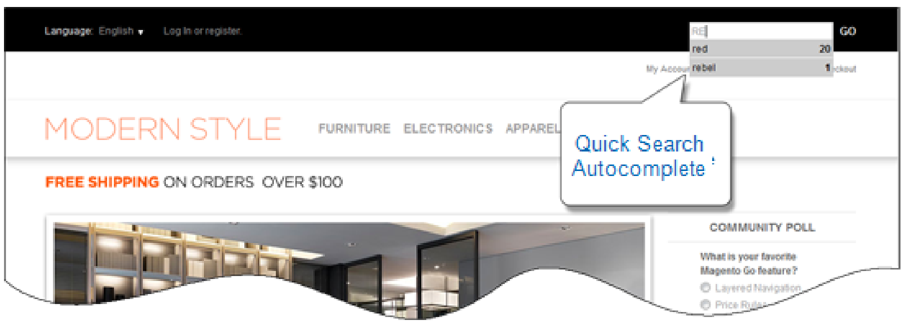
The Popular Search Terms page lists search terms as a "tag cloud," using text size to indicate the popularity of the term. The link to the Popular Search Terms page is in the footer of your store.

Quick Search

Easy

The Quick Search box in the upper-right corner helps visitors find products in your catalog. The search text can be the full or partial product name, or any other word or phrase that describes the product.

The Autocomplete list appears just below the Quick Search box, and tracks each character as you type. The list includes any matching search terms, and shows the number of results returned for each.



Quick Search with Autocomplete

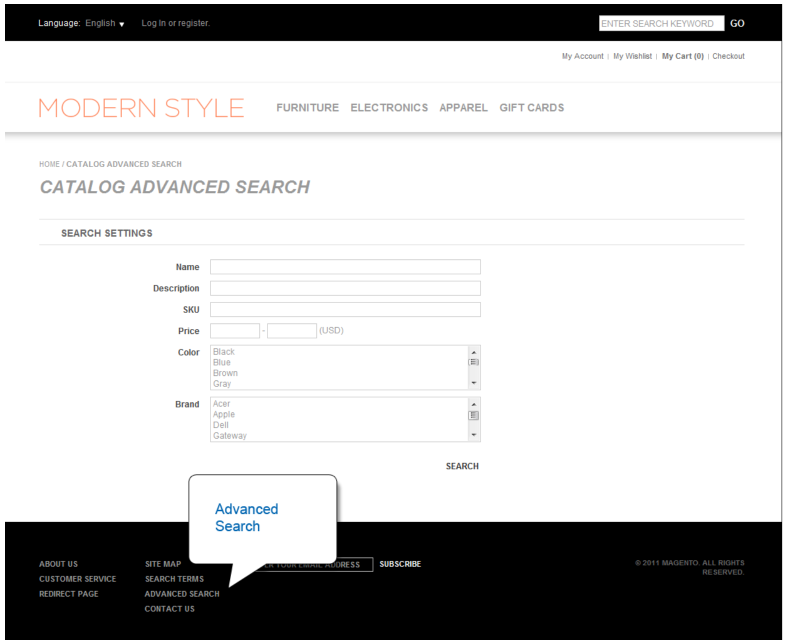
To do a quick search:

1. Type the first few letters of what you are looking for into the search box.
   - If Autocomplete is enabled, you can select an item from the list of closely matching entries that appears below the search box.
2. Press the **Go** button to retrieve a list of matching products from the catalog.

Advanced Search

Easy

Advanced Search provides an easy way for people to search your catalog by entering what they are looking for directly into a form. Because the form contains multiple fields, a single search can include several parameters. The result of the search is a list of the products which match the values entered in the form. The link to Advanced Search is in the footer of your store.



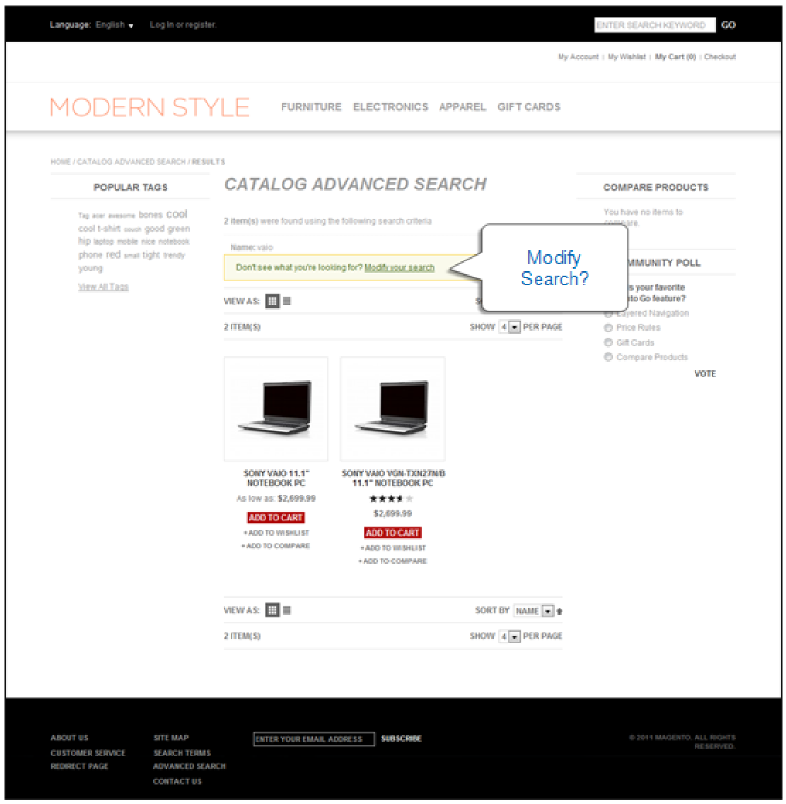
Advanced Search

Each field in the form corresponds to an attribute from a product record. You can determine which fields to include by setting the attribute frontend properties to “Include in Advanced Search.

As a best practice, you should include only the search fields that your customers are most likely to use to find a product, because using too many can impact the speed of the search.

To use advanced search:

1. In the footer of your store, click the **Advanced Search** link.
2. In the Search Settings form, enter any value you want to match in as many fields as necessary. You can find records based on a full or partial match.
3. Click the **Search** button to display the results.
4. If you don't see what you are looking form, click **Modify your search**, and try another combination of values.



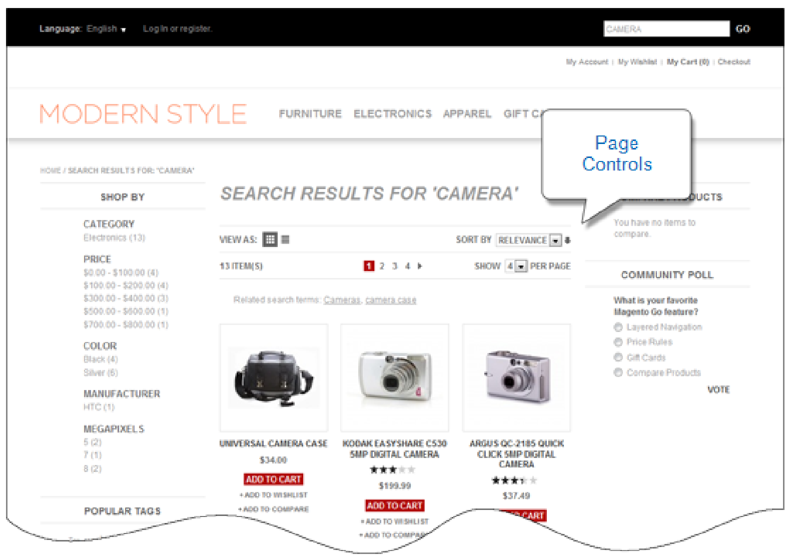
Modify Your Search

Search Results

Easy

The Search Results list displays all products which match the query text submitted through the Quick Search box or Advanced Search form. The Search Results list and the Product list are actually the same list. The only difference is that one is the result of a search query, and the other is the result of category navigation.

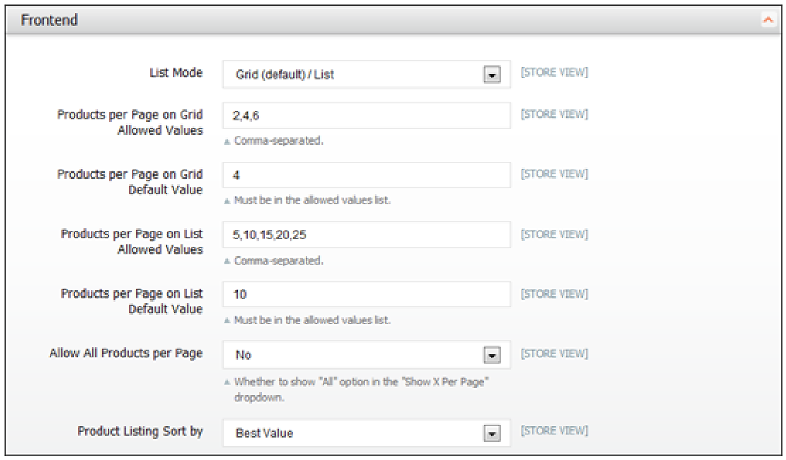
The products can be displayed in either a grid or list format, and the records can be sorted by any number of parameters. Page controls are used to sort the list, change the format, and to advance from one page to the next. The left column of the Search Results page may also include layered navigation under the “Shop By” heading, which lists products by category and attribute.



Search Results List with Page Controls

To configure the list:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**
3. Click to expand the **Frontend** section. Then, complete the settings according to your preference.
4. Click the **Save Config** button.



Catalog Frontend Search Configuration

Search Results Controls

Control	Description
View As	Displays the list in either a Grid or List format. 
Sort By	Changes the sort order of the list. 
Show Per Page	Changes how may products are shown per page. 
Pagination Links	Lets the visitor navigate to other pages in the search results list. 

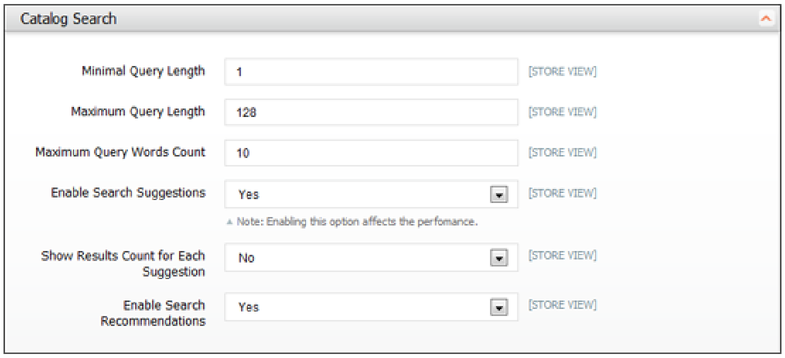
Field Descriptions

Field	Description	
List Mode	Determines the format of the search results list. Options include:	
	Grid Only	Formats the list as a grid of rows and columns.Each product appears in a single cell of the grid.
	List Only	Formats the list with each product on a separate row.
	Grid (default / List)	Formats the list with each product on a separate row.
	List (default / Grid)	By default, products appear in List View.
Products per Page on Grid Allowed Values	Determines the number of products displayed in Grid View. To provide a selection of options, enter multiple values separated by commas.	
Products per Page on Grid Default Value	Determines the number of products displayed per page by default, in Grid View.	
Products per Page on List Default Value	Determines the number of products displayed per page by default, in List View.	
Allow All Products per Page	If set to "Yes," includes the "ALL" option in the "Show per Page" control.	
Product Listing Sort By	Determines the sort order of the search results list. The selection of options is determined by the Display Settings of the category and the available attributes. The default is set to "Use All Available Attributes," and typically includes: Best Value Name Price	

Configuring Catalog Search

Intermediate

You can control the behavior of the search operations and determine the size of valid query text, and the display of search suggestions and recommendations by adjusting the Catalog Search configuration settings.



Configure Catalog Search

To configure catalog search:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**. Then, click to expand the **Catalog Search** section.
3. To limit the length and word count of search query text, do the following:
   a. **Set Minimal Query Length** to the minimum number of characters that can be submitted in a query.
   b. **Set Maximum Query Length** to the maximum number of characters that can be submitted in a query.
   c. **Set Maximum Query Words Count** to the maximum number of words that can be submitted in a query.
4. To offer search terms as suggestions, do the following:
   a. Set **Enable Search Suggestions** to “Yes.”
   b. To display the number of times each suggested term has been used as a search term, set **Show Results Count for Each Suggestion** to ;”Yes.”

5. To display related search terms as recommendations, set **Enable Search Recommendations** to "Yes."

6. When complete, click the **Save Config** button.

Field Descriptions

Field	Description
Minimal Query Length	The minimal number of characters required for a valid search term.
Maximum Query Length	The maximum number of characters accepted in a valid search term.
Maximum Query Words Count	The maximum number of words accepted in a valid search term.
Enable Search Suggestions	If set to "Yes," an empty search results list displays the text, "Did you mean:" followed by a selection of closely matching search terms as suggestions. Using this feature can impact search performance.
Show Results Count for Each Suggestion	If set to "Yes," each search term suggested includes the number of times the term has been used by others. Only search terms with actual results are offered as suggestions. Options include: Yes / No
Enable Search Recommendations	If set to "Yes," an empty search results list displays the selection of related search terms as recommendations. Options include: Yes / No

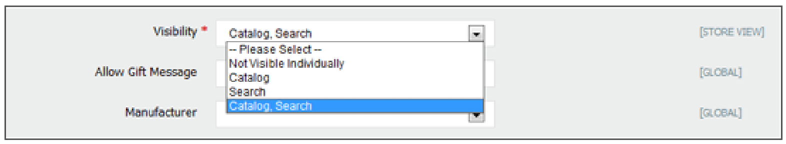
Using Product Attributes in Search

Intermediate

Any field, or attribute, of a product record can be used to find the product using catalog search or layered navigation. An attribute can be the product name, brand, color, or any other field that is included in the product record. The properties assigned to the attribute determine how and where it can be used.

The Attribute Frontend Properties section of the attribute definition lets you include or exclude the attribute from quick search and advanced search, and make it available for layered navigation.

Before you begin, make sure that the Visibility setting of the product allows it to be used in search operations. By default, Visibility is set to Catalog, Search.



Product Visibility Set to Catalog, Search

To set up attribute search properties:

1. On the Admin menu, select **Catalog > Attributes > Manage Attributes**.
2. Click to open the attribute in Edit mode. Then, scroll down to the **Frontend Properties** section, and set the following:
   - Use in Quick Search
   - Use in Advanced Search

Attribute Search Properties

3. When complete, click the **Save Attribute** button.

Weighted Search

Intermediate

Magento Go lets you assign a weight to any product attribute that is used in catalog search. The weight is a numerical score from 1-5 that determines the rank or value of the item.

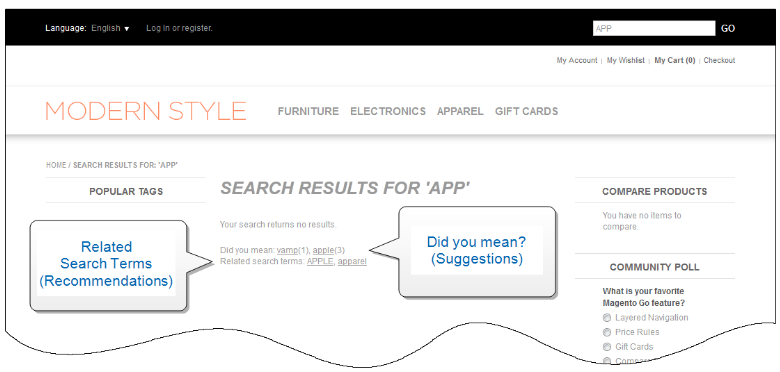
To set the search properties of an attribute:

1. On the Admin menu, select **Catalog > Attributes > Manage Attributes**.
2. Find the attribute in the list, and click to open the record.
3. Scroll down to the Frontend Properties section, and do the following:
   a. To include the attribute in Quick Search box queries, set **Use in Quick Search** to "Yes."
   b. To include the attribute as a field on the Advanced Search form, set **Use in Advanced Search** to "Yes."
   c. To establish the search value of the attribute, set **Search Weight** to a number from 1 to 5.
4. When complete, click the **Save Attribute** button.

Chapter 15:

Managing Search Terms

You can learn what your customers are looking for by examining the search terms they use to find products in your store. If enough people are looking for a product you don't carry, perhaps it's time to add it to your catalog. Meanwhile, rather than leave them empty handed, why not redirect them to a similar product in your catalog? Or, if you exchange referrals with another store, you might send some business their way. The source of the referral would show in their analytics, and they might return the favor.



Recommendations and Suggestions

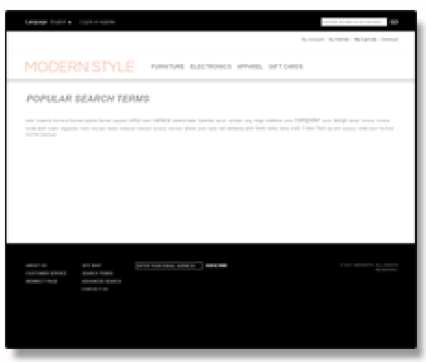
- **Landing Page**
  The landing page for a search term can be a content page, a category page, a product detail page, or even a page on a different site.

- **Suggestions**
  If a search returns no results, and there is no alternate landing page for the term, a selection of closely matching terms can be offered as possible solutions. The text, "Did you mean:" appears, followed by a list of suggestions.

- **Recommendations**
  Recommendations are similar to suggestions, but are drawn from the selection of related search terms. If a search returns no results, related search terms can be offered as recommendations.

- **Synonyms**
  One way to improve the effectiveness of catalog search is to include different terms that people may use to describe the same item. You don't want to lose a sale just because someone is looking for a "sofa," and your product is listed as a "couch." You can capture a broader range of search terms by entering the words, "sofa" "davenport," and "loveseat" as synonyms for "couch," and direct them to the same landing page.
- **Misspelled Words**
  Use search terms to capture common misspellings and redirect them to the appropriate page. For example, if you sell wrought iron patio furniture, you know that many people misspell the term as "rod iron," or even "rot iron." You can enter each misspelled word as a search term, and make them synonyms for "wrought iron." Even though the word is misspelled, the search will be directed to the page for "wrought iron."

Search Term Tools

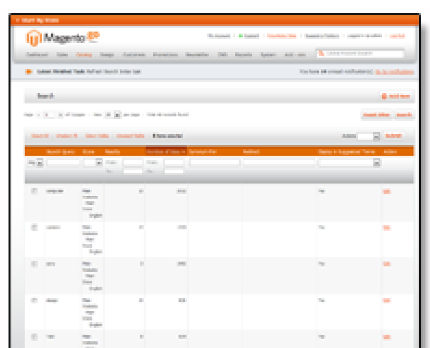


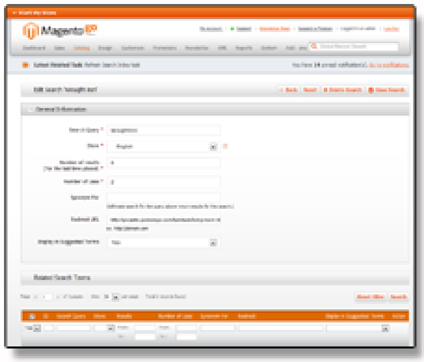
Popular Search Terms

The Popular Search Terms page lists search terms as a "tag cloud" that uses text size to indicate the popularity of the term. The link to the Popular Search Terms page is in the footer of your store.

Managing Search Terms

You can use search terms to improve the performance of catalog search, make suggestions, enter synonyms, manage misspellings, and to redirect the search results to a specific landing page.



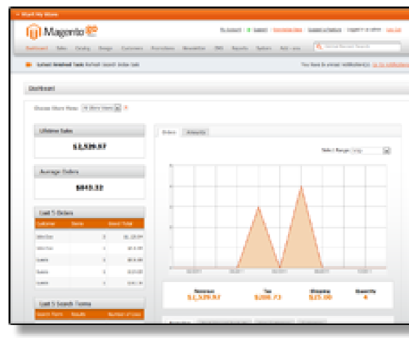


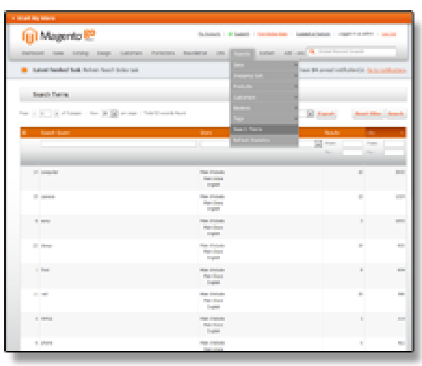
Search Term Information

Every search term in the list can be edited, and new terms added. The Search Term information page records how many times the term has been entered, and any synonyms, landing pages, and related search terms associated with the term.

Dashboard

The Dashboard provides an overview of the sales and customer activity on your site, the " Last 5 Search Terms," and the "Top 5 Search Terms" summary reports.



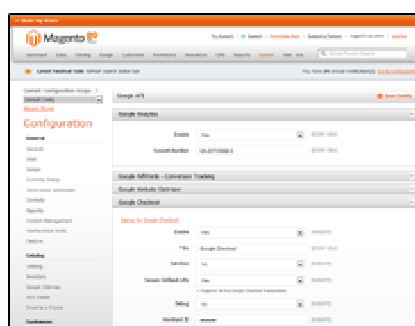


Search Terms Report

The Search Terms report lists the number of results generated from each query term submitted, and the number of times each was submitted within the range of time specified for the report. The report data can be exported, and opened in a spreadsheet for further analysis.

Google Analytics

Google Analytics provides detailed statistics about your website visitors, as well information about the effectiveness of your marketing campaigns.

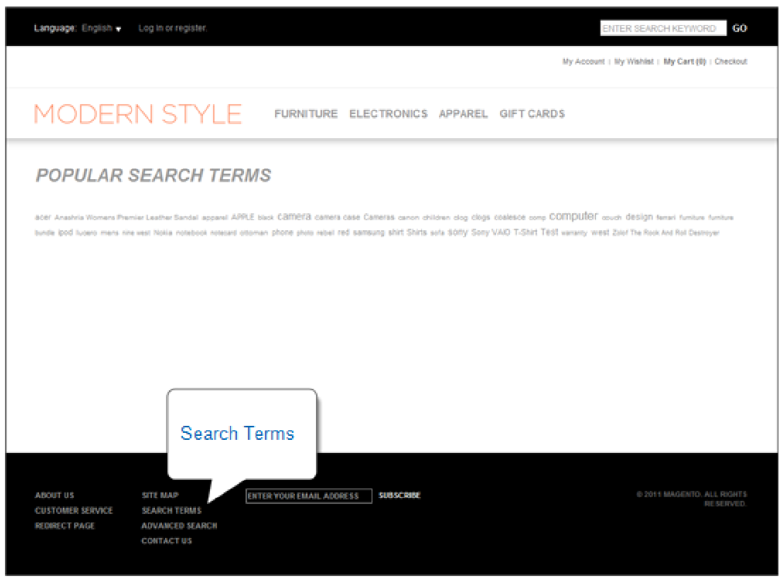


Popular Search Terms

Easy

The Popular Search Terms pages lists the search terms that have been used by visitors to your store, and ranks them by popularity. Search terms appear in a “tag cloud” format, where the size of the text indicates the popularity of the term. The link to the Popular Search Terms page is located in the footer of your store.

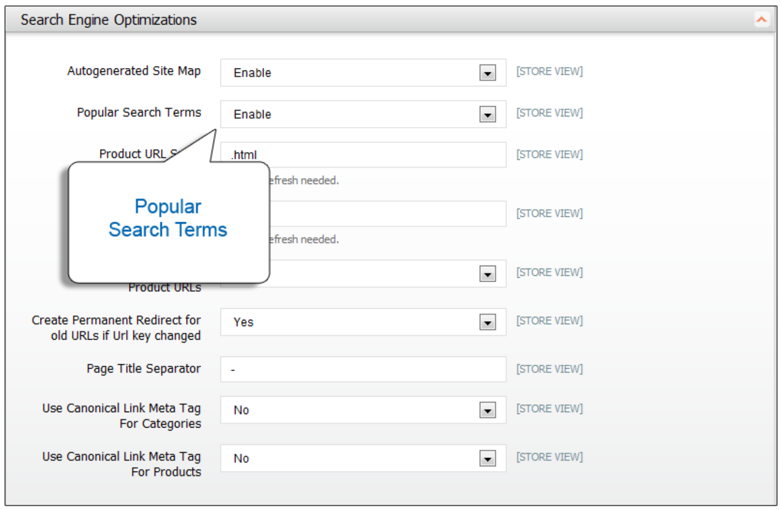
By default, Popular Search Terms is enabled as a search engine optimization tool, but has no direct connection to the catalog search process. Because the Search Terms page is indexed by search engines, any terms included on the page will help improve your search engine ranking and the visibility of your store.



Popular Search Terms

To configure Popular Search Terms:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**. Then, do the following:
   a. Click to expand the **Search Engine Optimizations** section.
   b. Set **Popular Search Terms** to "Enable."
3. When complete, click the **Save Config** button.

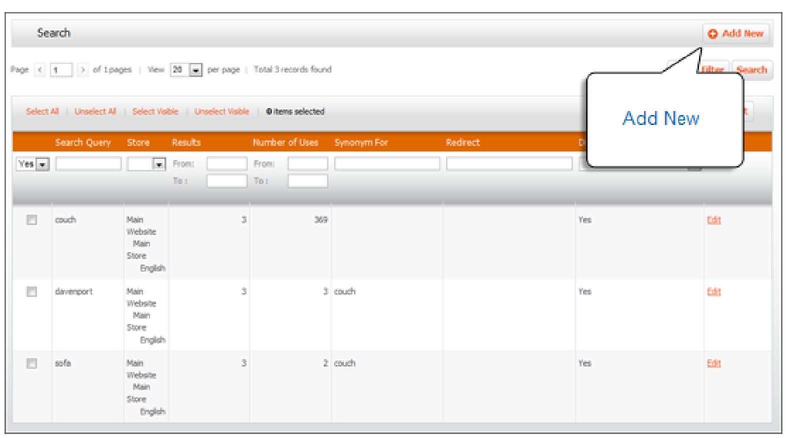


Configure Popular Search Terms

Adding Search Terms

Intermediate

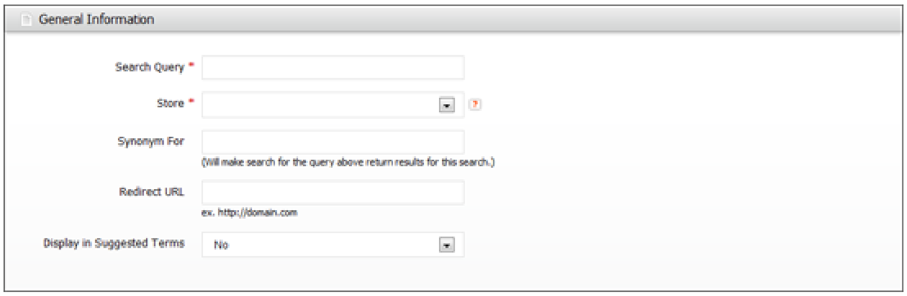
As you learn new words that people use to search for products in your catalog, you can add them to your search terms list to direct people to the most closely matching products in your catalog.



Add New Search Term

To add a new search term:

1. On the Admin menu, select **Catalog > Search Terms**.
2. Click the **Add New** button. Then, do the following:
   a. In the General Information section, in the **Search Query** box, type the word or phrase that you want to add as a new search term.



Search Terms - General Information

   b. Select the **Store** where the search term will be used. If your store is available in multiple languages, select the applicable store view.
   c. If this term is a synonym for another search term, enter the other term in the **Synonym For** field. Any search for the synonym will be automatically redirected to the page for the other term.
   d. To redirect the search results to another page in your store, or to another website, type the full URL of the target page in the **Redirect URL** field.
   e. If you want this term to be available for use as a suggestion whenever a search returns no results, set **Display in Suggested Terms** to "Yes."
3. When complete, click the **Save Search** button.

To edit a search term:

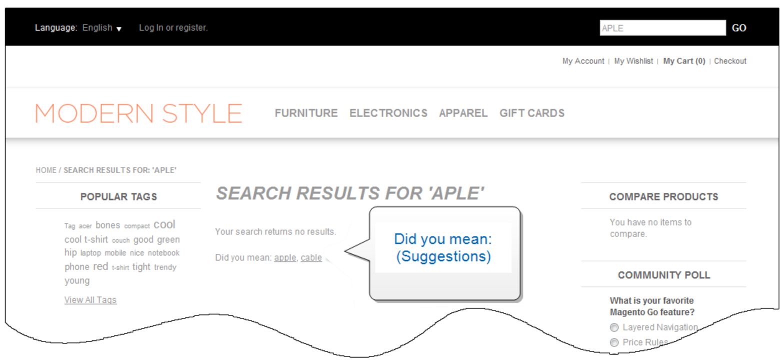
1. On the Admin menu, select **Catalog > Search Terms**.
2. Click the row of any record to open the search term in edit mode.
3. Make the necessary changes.
4. When complete, click the **Save Search** button.

To delete a search term:

1. In the list, select the checkbox of the term to be deleted.
2. In the upper-right corner of the list, set the **Actions** control to "Delete."
3. When complete, click the **Submit** button.

Related Search Terms **Intermediate**

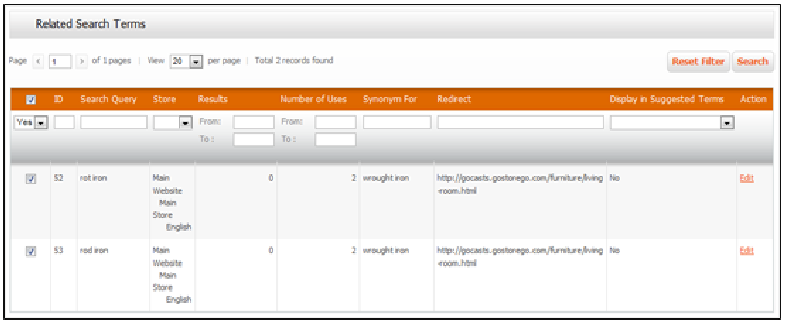
The Related Search Terms section of a search term record lets you associate other terms with the search term. You can use the information to keep a running total of how many people are searching for the same thing. Related search terms can also be offered as suggestions whenever a search returns no results.



Related Search Terms as Suggestions

To use related search terms:

1. On the Admin menu, select **Catalog > Search Terms**.
2. In the list, click to open the search term in edit mode.
3. In the **Related Search Terms** section, do the following:
   a. Click the **Reset Filter** button to generate a list of all search terms.
   b. In the first column, select the checkbox of each search term that is related to the term that is listed in the General Information section of the record.
   c. Click the **Save Search** button.
   d. In the first column, set the **Search Filter** to "Any."
4. When complete, click the **Search** button.



Related Search Terms

Field Descriptions

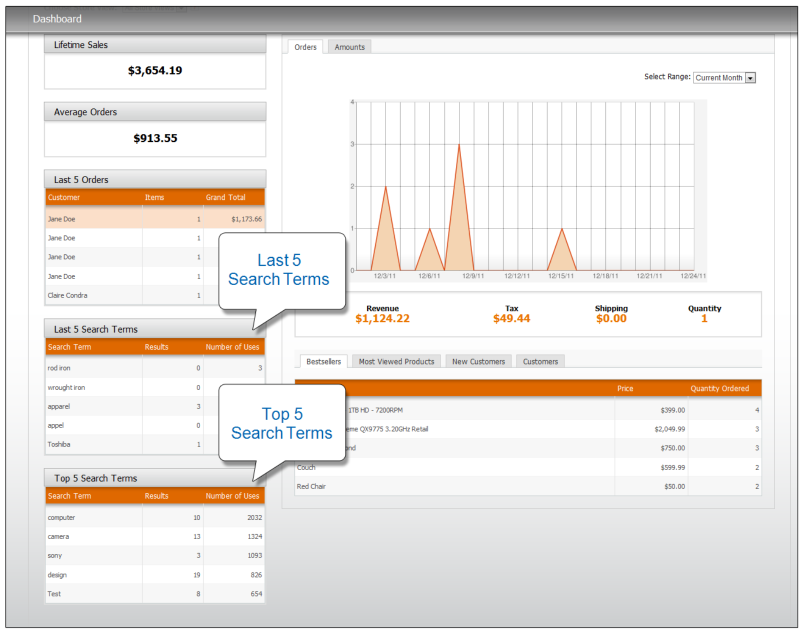
Field	Description
Search Query	(Required) Contains the actual text that was used as a search term.
Store	(Required) Identifies the store and/or views where the search term is available.
Number of results (For the last time placed)	(Required) Displays how many products were returned in the search results since the last time the term was submitted. Note: Only search terms with results are offered as suggestions.
Number of Uses	(Required) Displays the total number of times this term has been used. This number is used to determine the "Top 5 Search Terms" section of the Dashboard report.
Synonym For	If this term is a synonym for another search term, enter the other term in this field. Any searches for the synonym will be redirected to the page for the other term.
Redirect URL	Enter the full URL of the page that is displayed when this search term is used. The Redirect URL can be a product, category, or content page within your site, or a page on another site.
Display in Suggested Terms	Determines if this search term is available for use as a suggestion. For example, you may deliberately enter a misspelled word as a search term, but would not want to use the misspelled word as a suggestion. Options include: Yes / No

Search Term Reports

You can check the Search Term reports on a regular basis, to see what people are searching for, and to analyze how well your search terms are performing. Each report shows the results and hits for the specified range of time.

- Search Term Report
- Dashboard “Top 5” Reports

The Dashboard provides a summary of the top search terms and most recently used search terms during the range of time specified for the report. Each report includes a summary of search term results, and the number of times the term was used. The reports show the last five search terms used, and the top five search terms.



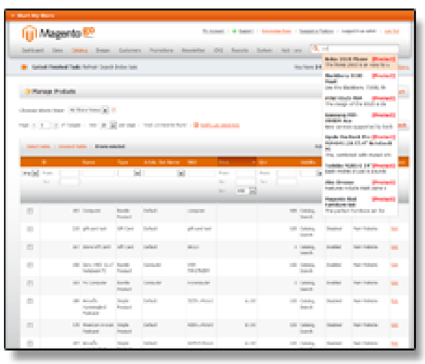
Dashboard Top Search Terms

Notes

Chapter 16:

Admin Search Tools

The Admin panel includes many lists of data for products, orders, customers, search terms, pages, blocks, banners, and so on. Each list has the same basic set of pagination, sorting, filtering, and action controls.

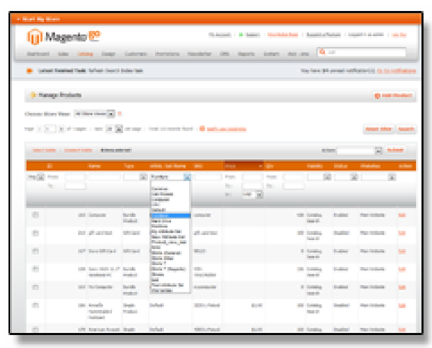


Global Search

The Global Search box can be used to quickly find any record in your database. The results list can include customers, products, orders, or any related attribute.

List Filters and Controls

There are many lists of data associated with your store, including products, orders, customers, search terms, pages, blocks, banners, and so on. Each list uses the same set of pagination, sorting, filtering, and action controls.



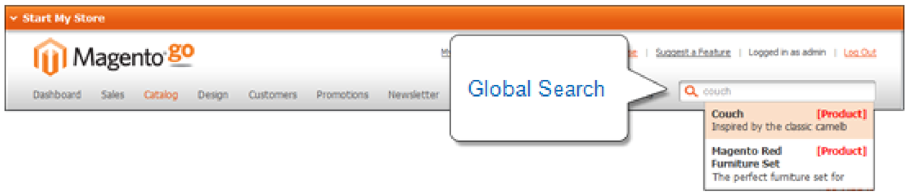
Search Indexing

As you work with your product catalog, the search index will periodically need to be refreshed to keep current with changes to the database. Whenever you make changes which might affect the indexing of your catalog, take a moment to refresh the search index.

Global Search

Easy

The global search box is located in the upper-right corner of the Admin panel, and helps you find any record in the database. The results can include customers, products, orders, or any related attribute.



Global Search

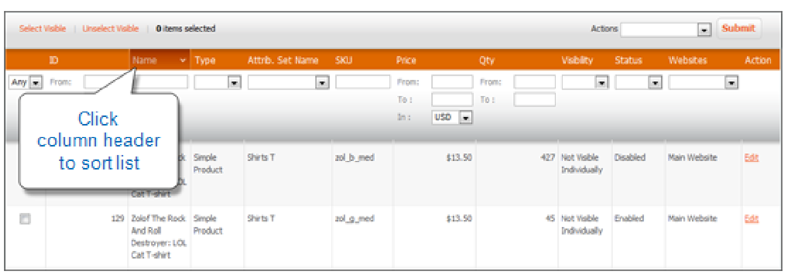
To do a global search:

1. Type the first few letters of what you are looking for into the global search box.
2. In the list of closely matching items, click the one that you want to find.

Sort and Filter Controls

Easy

When working from the Admin panel, you can sort the list by the values in any column, and use the filters at the top of each column to focus the results of the search. Some filters have options that can be selected from a list box, and for others, you can simply type in the value you want to find.



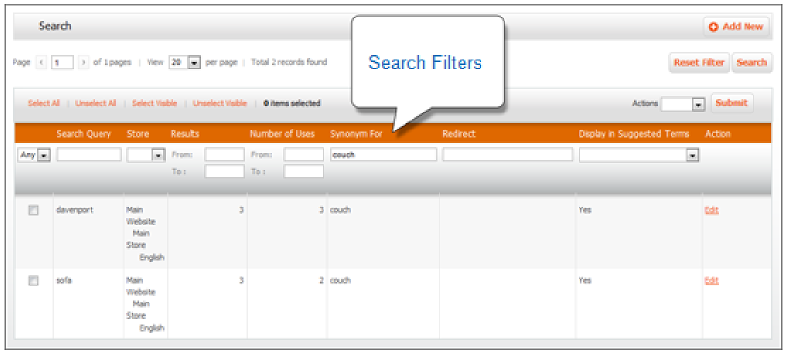
Sorting the List

To sort a list:

Click the column name of any header. The arrow indicates the current order as either ascending or descending.

To filter a list:

1. In the box below the column header, either enter or select the value you want to find.
2. Click the **Search** button.



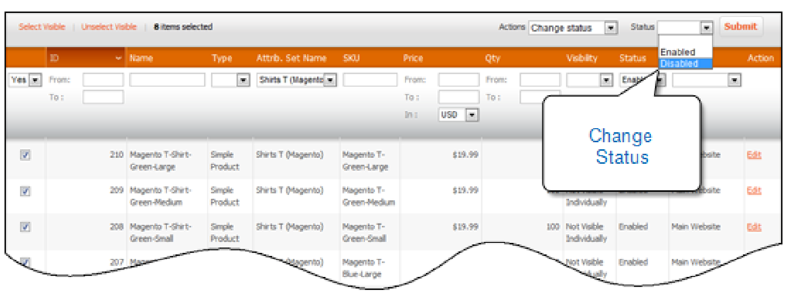
Filtering the List

Action Controls

Easy

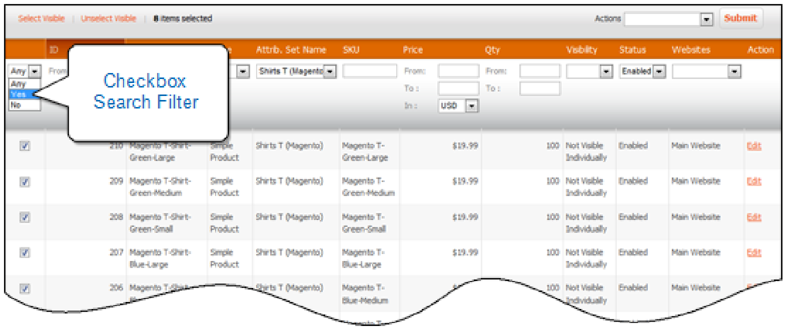
When working with lists of data, you can use the Actions control to apply an operation to a single record, or to multiple records. The Actions control lists the selection of actions which can be applied to selected records. When working with the Manage Products list, you can use the Actions control to update the attributes of the group of selected products, change their status from "Disabled" to "Enabled," or delete them from the database.

The selection of available actions varies by list, and additional options may appear, depending on the action selected. For example, when changing the status of a group of records, you must also select the new Status setting.



Changing the Status

The checkbox in the first column identifies each record that is a target for the action. The search filters can be used to narrow the list to the records you want to target for the action. The Select Visible and Unselect Visible links in the upper-left corner can be used to change the checkbox state of all records that are currently visible. You can also use the search filter at the top of the column to list any (or all) records, or only those with a selected or unselected checkbox.. The checkbox search filter settings include: Any, Yes, and No.

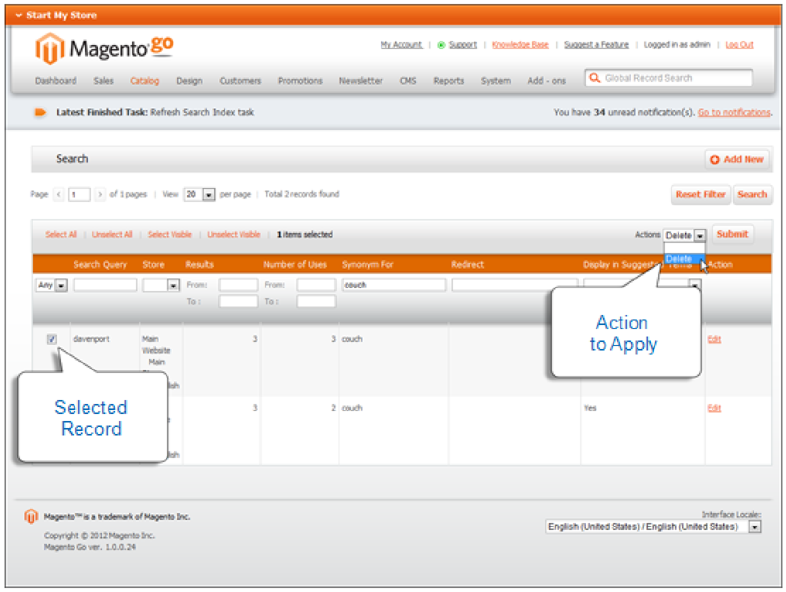


Using the Checkbox Search Filter

When using the Actions control to update attribute settings, you can make as many changes as necessary, and then update the records in a single step. For example, you can change the theme that is used to display the products for a range of time. make the products available for Google Checkout, or change the manufacturer. It's much more efficient than changing the settings individually for each product record.

To apply an action to selected records:

1. In the list, select the checkbox of each record that is targeted for the action.
2. Select the **Action** to be applied.
3. Click the **Submit** button.



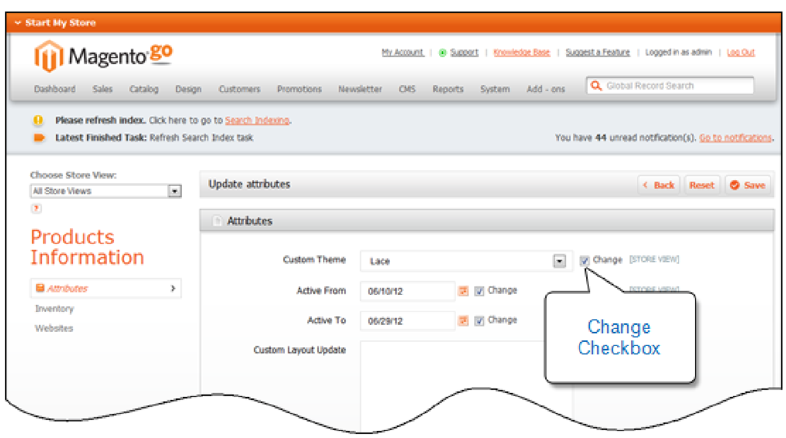
Applying an Action to a Selected Record

To update attributes:

1. In the list, select the checkbox of each record to be updated.

2. Set **Action** to "Update Attributes," and click the **Submit** button.

   The Update Attributes page lists all the available attributes, which are organized by group in the Product Information panel on the left.



Selecting the Change Checkbox

3. Select the **Change** checkbox next to each attribute, and make the necessary changes.

4. Click the **Save** button to update the attributes for the group of selected records.

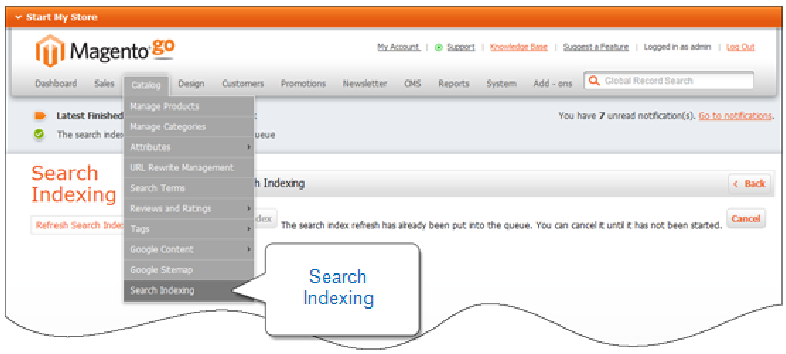
Available Actions by List

List	Available Actions
Manage Products	Delete Update Attributes Change Status
Manage Customers	Delete Subscribe to Newsletter Unsubscribe from Newsletter Assign a Customer Group
Manage Gift Card Accounts	Delete
Newsletter Subscribers	Unsubscribe Delete
Orders	Cancel Hold Unhold Print Invoices Print Packingslips Print Credit Memos Print All Move to Archive
Invoices	PDF Invoices
Search Terms	Delete
Reviews (All / Pending)	Delete Update Status
Tags (All / Pending)	Delete Change Status
Tax Zones	Delete
Manage Banners	Delete

Refreshing the Search Index

Easy

As you work with your product catalog, the search index must be periodically refreshed to keep it current with the changes you make to the database. Whenever you make changes that might affect the indexing of your catalog, take a moment to refresh the search index.



Search Indexing

To refresh the search index:

1. On the Admin menu, select **Catalog > Search Indexing**.
2. Click the **Refresh Index** button.

   The request is placed in the queue and will be completed momentarily.

Notes

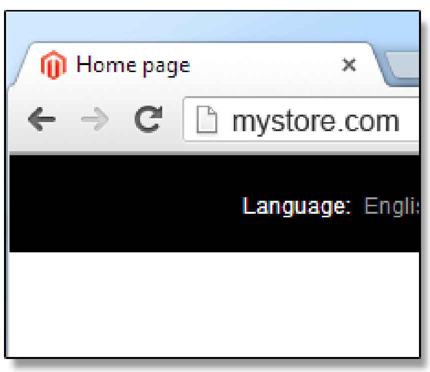
Chapter 17:

SEO Best Practices

Search engine optimization is the practice of fine-tuning the content and presentation of your store to improve the way the pages are indexed by search engines. Your store includes a number of features that are designed to support your ongoing effort to improve the indexing of your site.

Meta Data

Your store is loaded with places where you can enter keyword-rich meta data to improve the way search engines index your site. While in the process of setting up your store, you might have entered preliminary meta data, with the intention of finishing it later. Over time, you can fine-tune the meta data in your site to target the buying patterns and preferences of your customers.



Meta Title

The meta title appears in the title bar and tab of your browser, and search results listings. The meta title should be unique to the page, and less than 70 characters in length.

Meta Keywords

Although most search engines ignore meta keywords, many sites continue to use them. The current best practice is to incorporate high-value keywords in the meta title and meta description.

Meta Description

Meta descriptions provide a brief overview of the page for search results listings. Ideally, a meta description should be between 150-160 characters in length, although the field will accept up to 255 characters.

Canonical Meta Tag

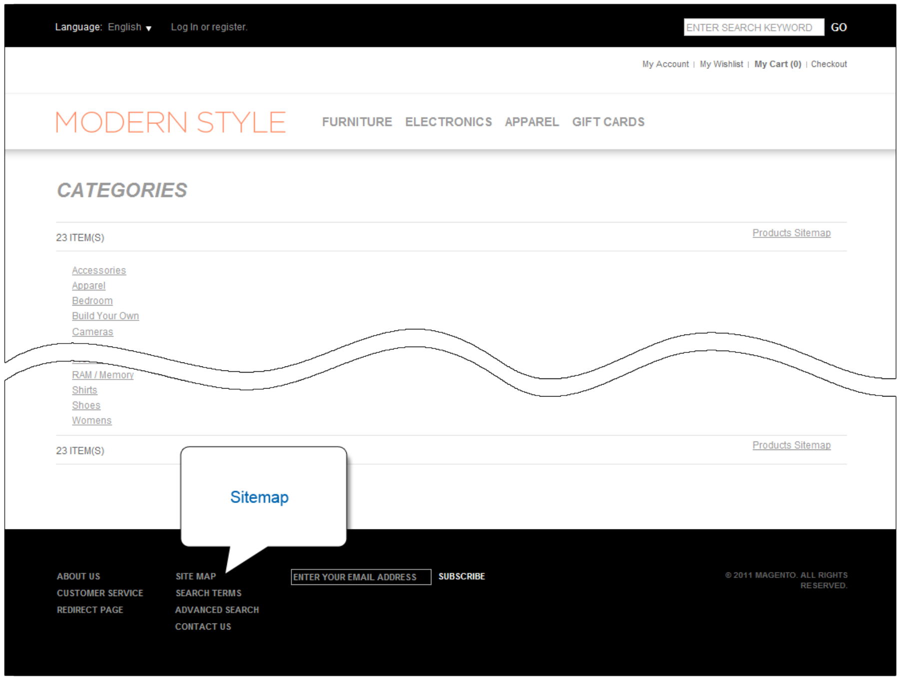
The canonical meta tag can be used to tell search know which product or category page to index when there are multiple URLs with identical or very similar content.

Sitemap

A sitemap is like a table of contents that lists every category and product in your store. Each entry is linked to the corresponding landing page of the category or product. Sitemaps help search engines index your site, and also give visitors a quick overview of the organization of your store and catalog.

To display the sitemap, click the link in the footer of your store. The sitemap can be set to display either the list of categories or products. To switch between modes, click the link on the right. The number of lines included per page, and the use of indentation is determined by your system configuration.

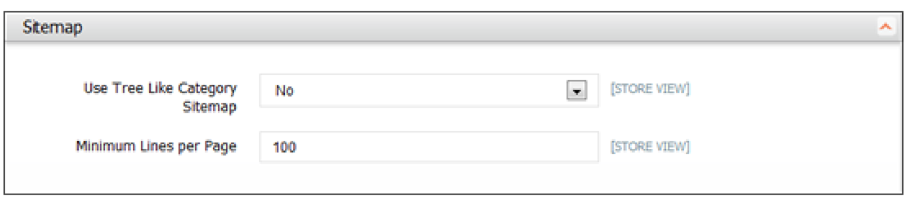
In addition to the standard sitemap, you can also set up a Google sitemap and robots.txt file to provide specific instructions to search engines that visit your site.



Sitemap by Category

To configure the sitemap:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Sitemap** section.
4. Complete the settings according to your preference.



Sitemap Configuration

5. Scroll down the page and click to expand the **Search Engine Optimizations** section. Then, set **Autogenerated Site Map** to “Enable.”

Enable Autogenerated Site Map

6. Click the **Save Config** button to save the configuration.

Catalog URL Options

Intermediate

Although you might not give it much thought at the beginning, the URLs you assign to products and categories play a major role in determining how well your site is indexed by search engines. Before you start building your catalog is an ideal time to consider the available options.

Your store creates two distinct types of URLs, and there are several configuration settings that determine the type of URL that is used for items in your catalog.

Dynamic URLs

A dynamic URL is created "on the fly," and may include a query string with variables for the product ID, sort order, and the page where the request was made. When a customer searches for a product in your store, the resulting URL might look something like this:

Dynamic URL

```
http://mystore.com/catalogsearch/result/?q=chair
```

Static URLs

A static URL is a fixed address for a specific page.

Static URL

```
http://mystore.com/furniture/living-room/chair.html
```

URL Key

The URL key is the part of the URL that describes the product or category. When you create a product or category, an initial URL key is automatically generated based on the name. The URL key should consist of lowercase characters with hyphens to separate words. A well-designed, "search engine friendly" URL key may include the product name and key words to improve its indexing by search engines.

HTML Suffix

Your catalog can be configured to either include or exclude the .html suffix as part of category and product URLs. There are various reasons why people may choose to either use or omit the URL suffix. Some people believe that the suffix no longer serves any useful purpose, and that pages without a suffix are indexed more effectively by search engines. If your company has established a standardized format for URLs, you might be required to keep within its guidelines.

The most important thing to understand is that the use of the suffix is controlled by settings in your system configuration. The suffix should never be typed directly into the URL key of a category or product. (Doing so will result in a double suffix at the end of the URL when the suffix is enabled.)

Whether you decide to use the suffix or not, be consistent and use the same setting for all your product and category pages. Here are examples of a category URL with, and without, the suffix.

URL Suffix Examples

```
http://yourstore.gostorego.com/furniture/living-room/couch.html

http://yourstore.gostorego.com/furniture/living-room/couch
```

Category Path

You can configure the URL to either include or exclude the category path. By default, the category path is included in all category and product pages. Here are examples of the same product URL with, and without, the category path.

Category Path Examples

```
http://yourstore.gostorego.com/furniture/living-room/couch

http://yourstore.gostorego.com/couch
```

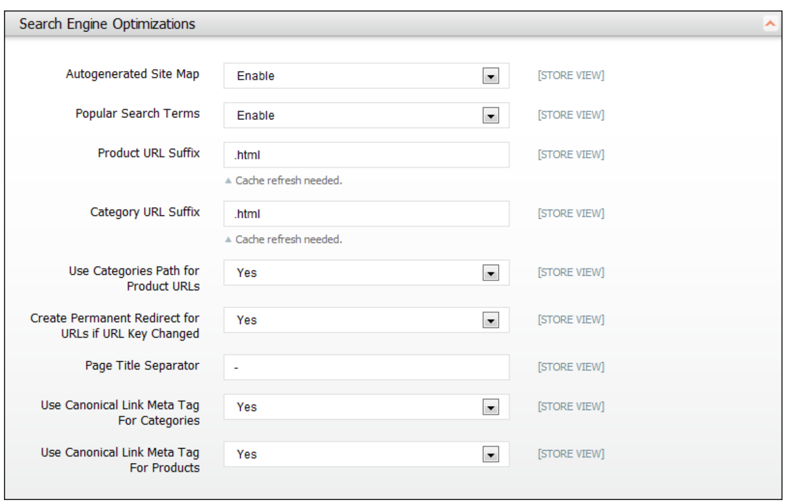
To prevent search engines from indexing multiple URLs that lead to the same content, you can exclude the category path from the URL. Another method is to use a canonical meta tag to let search engines know which URLs to index and which ones to ignore.

To configure product and category URLs:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, select **Catalog**. Then, click to expand the **Search Engine Optimizations** section. Then, do the following:
   a. To remove the suffix from product URLs, clear the default ".html" setting from the **Product URL Suffix** field.
   b. To remove the suffix from category URLs, clear the default ".html" setting from the **Category URL Suffix** field.

   > For an existing catalog, you will need to refresh the Search Indexing (Catalog > Search Indexing) and browser cache (F5).

   c. To omit the category path from product URLs, set **Use Categories Path for Product URLs** to "No."



Search Engine Optimizations

3. When complete, click the **Save Config** button.

Canonical Meta Tag

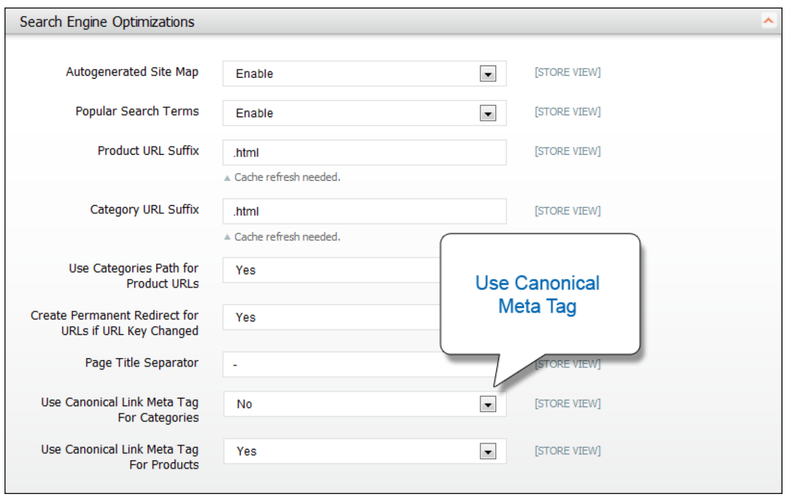
Intermediate

Some search engines penalize websites for having multiple URLs with seemingly identical content. The canonical meta tag tells search engines which page to index when there are multiple URLs that have identical or very similar content. Using the canonical meta tag can improve your site ranking and aggregate pageviews.

For example, if your catalog is configured to include the category path in product URLs, your store will generate multiple URLs that point to the same product page.

- http://mystore.com/furniture/living-room/microfiber-sofa-sleeper.html
- http://mystore.com/microfiber-sofa-sleeper.html

You can avoid this situation by omitting the category from the URL, or by using the canonical meta tag to direct search engines to index either products or categories.



Use Canonical Meta Tag

To enable the canonical meta tag:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, select **Catalog**.
3. In the Catalog section, click to expand the **Search Engine Optimizations** section. Then, do one of the following:

- If you prefer that search engines index only pages with the full category path, set **Use Canonical Link Meta Tag for Categories** to “Yes.” Then, set **Use Canonical Link Meta Tag for Products** to ”No.”
- If you prefer that search engines index only product pages, set **Use Canonical Link Meta Tag for Products** to ”Yes.” Then, set **Use Canonical Link Meta Tag for Categories** to ”No.”

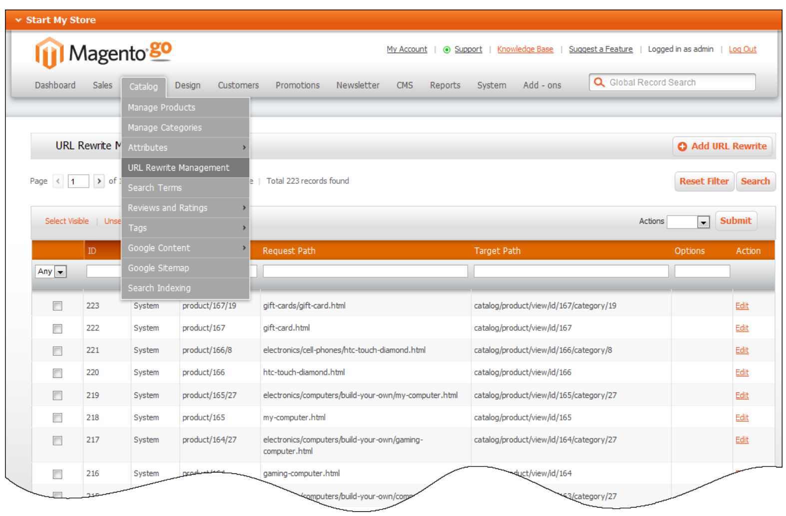
4. When complete, click the **Save Config** button.

Chapter 18:

Managing URL Rewrites

When you are in the planning stages of your catalog is an ideal time to consider the URL configuration options that are available to you. By using relevant, high-value keywords, you can improve the way the page is indexed by search engines. For many merchants, modifying catalog URLs is part of an ongoing effort to improve SEO.

The URL Rewrite Management tool lets you change any URL that is associated with a product, category, or CMS page. When the redirect goes into effect, any links that point to the previous URL are redirected to the new address.



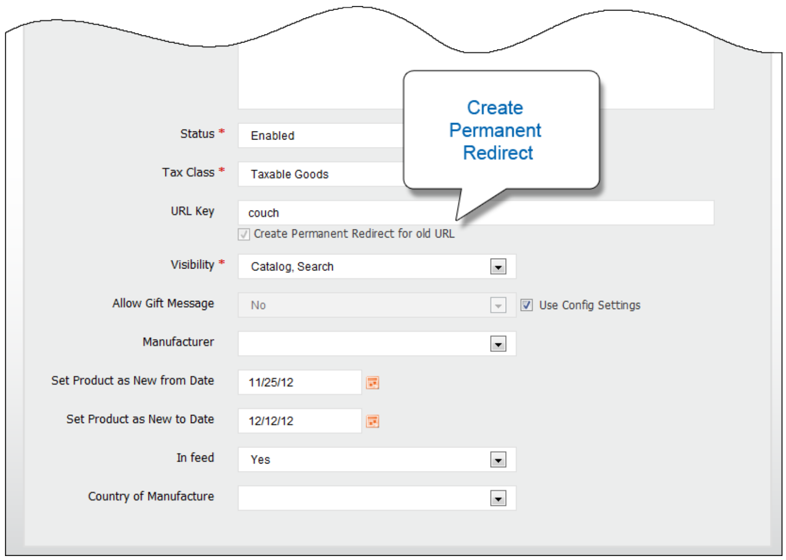
Catalog > URL Rewrite Management

The terms *rewrite* and *redirect* are often used interchangeably, but refer to slightly different processes. A URL rewrite changes the way a URL appears in the browser. A URL redirect, on the other hand, updates the URL that is stored on the server. A URL redirect can be either temporary or permanent. Your store uses both techniques to make it easy for you to create search engine friendly URLs and to preserve existing links.

Automatic Product Redirects

Easy

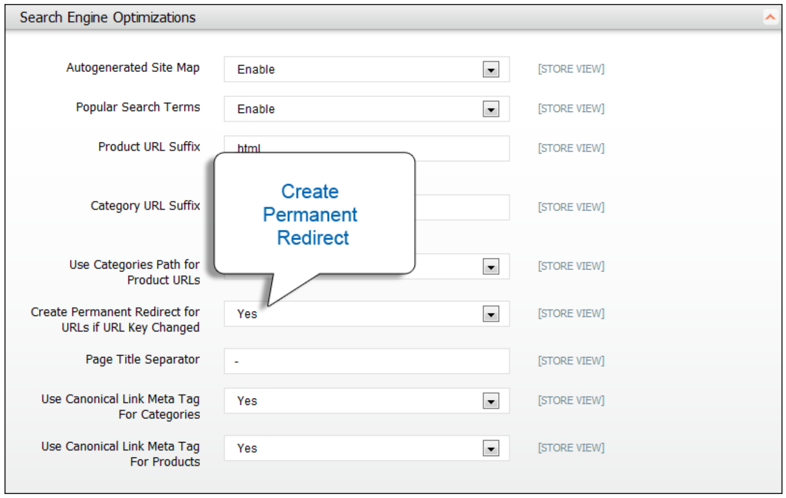
Your store can be configured to automatically generate a permanent redirect whenever the URL key of a product changes. In the product record, the checkbox below the URL key indicates if permanent redirects are enabled for your catalog. If your store is already configured to automatically redirect catalog URLs, making a redirect is as easy as updating the URL key.



Create Permanent Redirect for Old URL

To set up automatic redirects:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**.
3. In the Search Engine Optimizations section, set **Create Permanent Redirect for URLs if URL Key Changed** to "Yes."
4. When complete, click the **Save Config** button.



Configure Permanent Redirect

To automatically redirect catalog URLs:

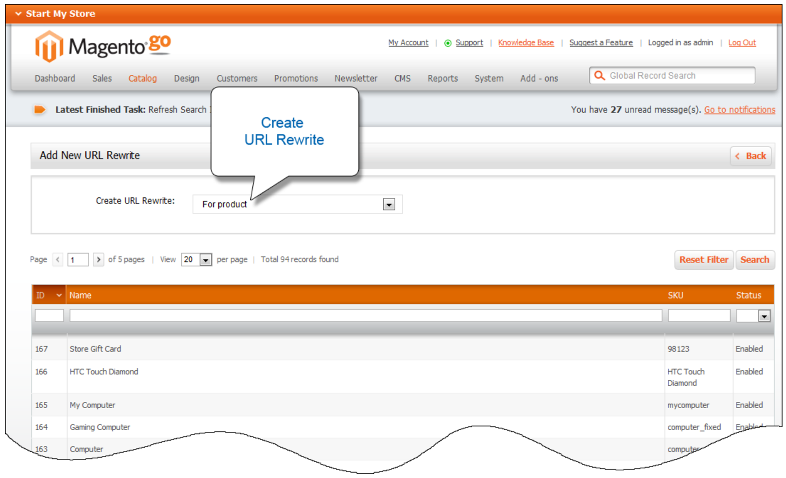
1. On the Admin menu, select **Catalog > Manage Products**.
2. Find the product in the list, and click to open the record.
3. In the **URL Key** field, do the following:
   a. Make sure that the **Create Permanent Redirect for old URL** checkbox is selected. If not, complete the instructions to enable automatic redirects.
   b. Update the **URL Key** as needed, using all lowercase characters and hyphens instead of spaces.
4. When complete, click the **Save** button.
5. Select **Catalog > Search Indexing**. Then, click the **Refresh Index** button.

   A permanent redirect is now in effect for the product and any associated category URLs.
6. To view the redirect records, select **Catalog > URL Rewrite Management**. The most recent custom redirects appear at the top of the list.

Creating URL Rewrites

Intermediate

The URL Rewrite Management tool can be used to create product and category rewrites, and custom rewrites for other pages in your store. When the rewrite goes into effect, any existing links that point to the previous URL are seamlessly redirected to the new address.



Product URL Rewrite

All rewrites reference a “Target Path” and “Requested Path,” as shown in the following examples:

Example 1

Target Path	category-1.html
Requested Path	catalog/category/id/6
Redirect Type	Permanent 301

Example 2

Target Path	catalog/category/id/6
Requested Path	product.html (internal page) http://magentocommerce.com (external site)
Redirect Type	Permanent 301

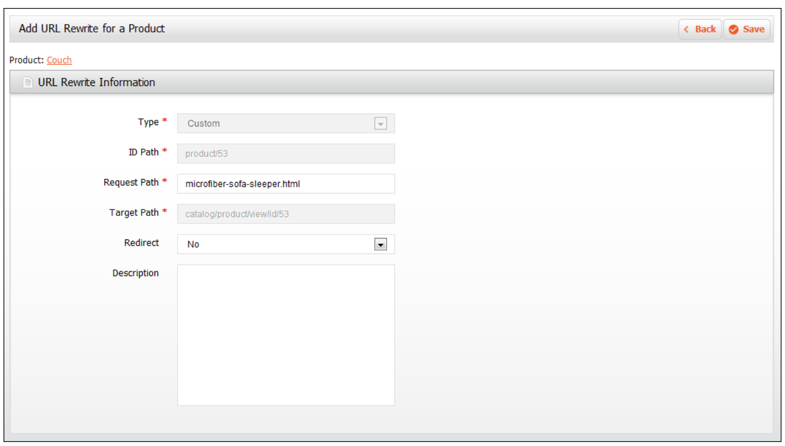
The following instructions show how to use the URL Rewrite Management tool to create three different kinds of redirects:

- Product Rewrite
- Category Rewrite
- Custom Rewrite

To add a product rewrite:

1. On the Admin menu, select **Catalog > URL Rewrite Management**.
2. In the upper-right corner, click the **Add URL Rewrite** button

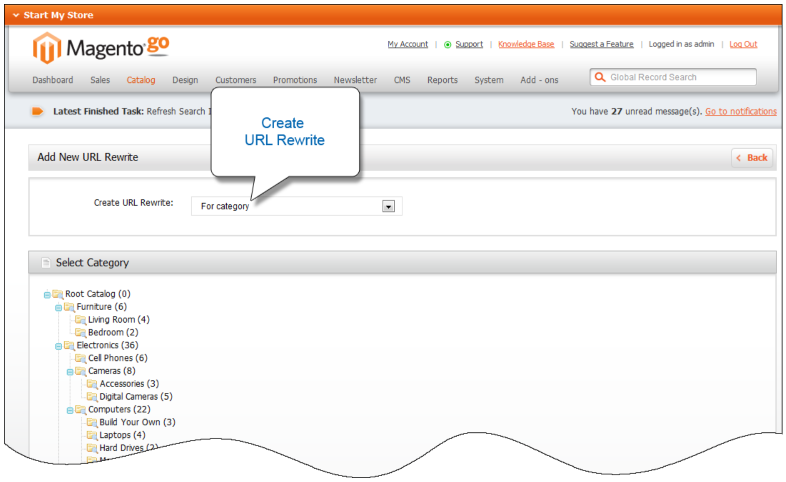
3. In the Add New URL Rewrite section, set **Create URL Rewrite** to "for Product."
4. Find the product in the list below and click to open the record.
5. Scroll down to the bottom of the Category Selection, and click the **Skip Category Selection** button.
6. In the URL Rewrite section, do the following:
   a. In the **Request Path** field, enter the new value for the updated URL.
   b. Set **Redirect** to one of the following:
      - Temporary (302)
      - Permanent (301)
   c. For your own reference, enter a brief description of the rewrite.
7. When complete, click the **Save** button.



Adding Product URL Rewrite

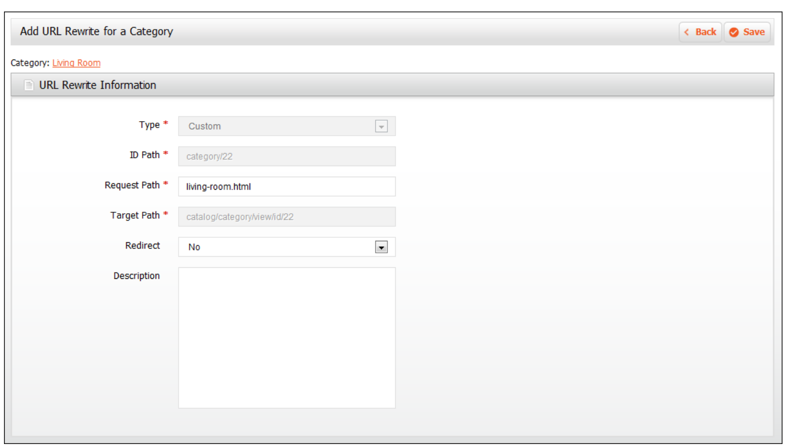
To add a category rewrite:

1. On the Admin menu, select **Catalog > URL Rewrite Management**.
2. In the upper-right corner, click the **Add URL Rewrite** button
3. In the Add New URL Rewrite section, set **Create URL Rewrite** to "for Catalog."



Category URL Rewrite

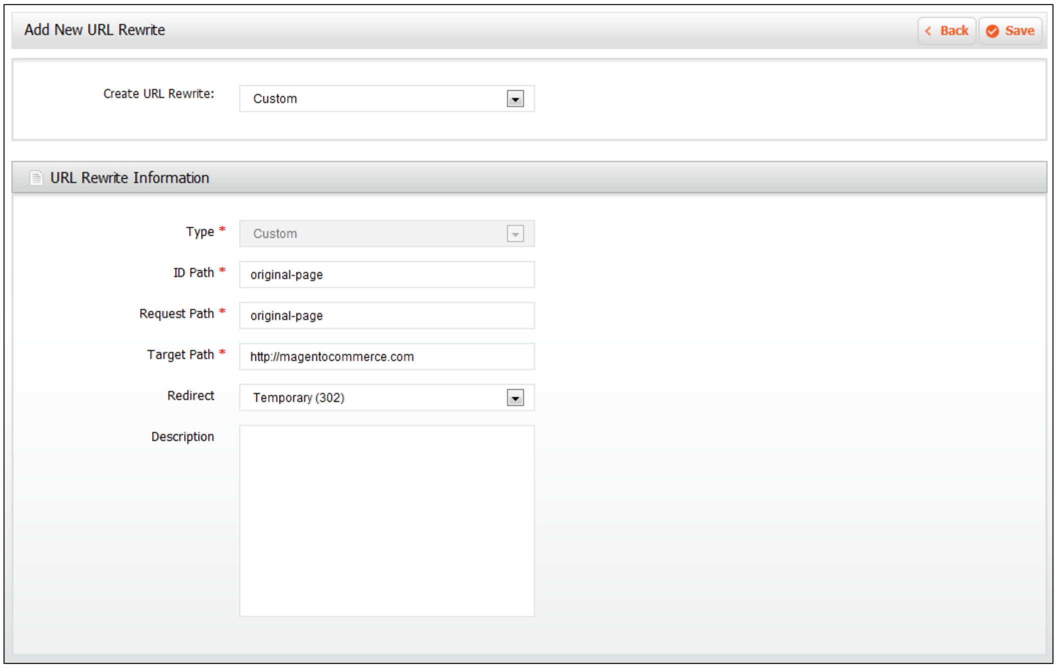
4. In the category tree, click to select the category that needs the rewrite.
5. In the URL Rewrite section, do the following:
    a. In the **Request Path** field, enter the new value for the updated URL.
    b. Set **Redirect** to one of the following:
        - Temporary (302)
        - Permanent (301)
    c. For your own reference, enter a brief description of the rewrite.
6. When complete, click the **Save** button.



Catalog URL Rewrite Information

To add a custom rewrite:

1. On the Admin panel, select **Catalog > URL Rewrite Management**.
2. In the upper-right corner, click the **Add URL Rewrite** button.
3. In the Add New URL Rewrite Information section, set **Create URL Rewrite** to "Custom."



Custom URL Rewrite

4. In the URL Rewrite Information section, do the following:
   a. In the **ID Path** field, enter the unique identifier of the original URL. To redirect any page in your store, enter the relative path to the page. For example: brand/search/result/brandname
   b. In the **Request Path** field, enter the same original URL. The Request Path must be unique for each rewrite.
   c. In the **Target Path** field, enter a valid URL for the new destination. To redirect to another CMS page in your store, enter the relative path to the page, without a leading forward slash. To redirect to a page on a different site, enter the fully qualified URL of the new destination. For example:

new-page (URL key of target page.)
somewhere/new-page (Relative path to target page, without a leading forward slash)
http://magentocommerce.com (Fully qualified URL of target page on external website.)

d. Set **Redirect** to one of the following:

- Temporary (302)
- Permanent (301)

e. For your own reference, enter a brief description of the rewrite.

5. When complete, click the **Save** button.

Field Descriptions

Field	Description
Type	Indicates the type of rewrite. The type cannot be changed after the rewrite is created. Options include: For category For product Custom
ID Path	The unique identifier for the rewrite rule. For products and categories, the ID Path is automatically generated and includes the type and ID#. For example: product/164 For a custom rewrite, enter the relative path of the page to be redirected. For example: brandname brand/brandname brand/search/result/brandname
Request Path	The URL key of the page that is to be redirected. Depending on your configuration, the Request Path might include the .html suffix and category. For example: brandname brand/brandname brand/brandname.html For a custom redirect, the ID Path and Request Path might be the same. The Request Path is unique, and must not have been used previously.If you have made several attempts to redirect the same

Field	Description
	page, you should delete any unsuccessful redirects and refresh your cache.
Target Path	The URL that points to the destination page. The Target Path can be a different CMS page, or the result of a search. For a product or category, the Target Path is automatically generated and cannot be edited. For example: catalog/product/view/id/164 The Target Path is manually entered for a custom rewrite. To avoid getting a 404 "Page Not Found" error, it must exactly match what the system expects to find. The following examples are valid target paths: brandname brand/brandname catalogsearch/advanced/result/?brand=brandname http://magentocommerce.com
Redirect	Indicates the type of redirect. Options include: No Temporary (302) Permanent (301)
Description	Describes the purpose of the redirect. This field is for reference and is not visible to customers.

Notes

Magento go

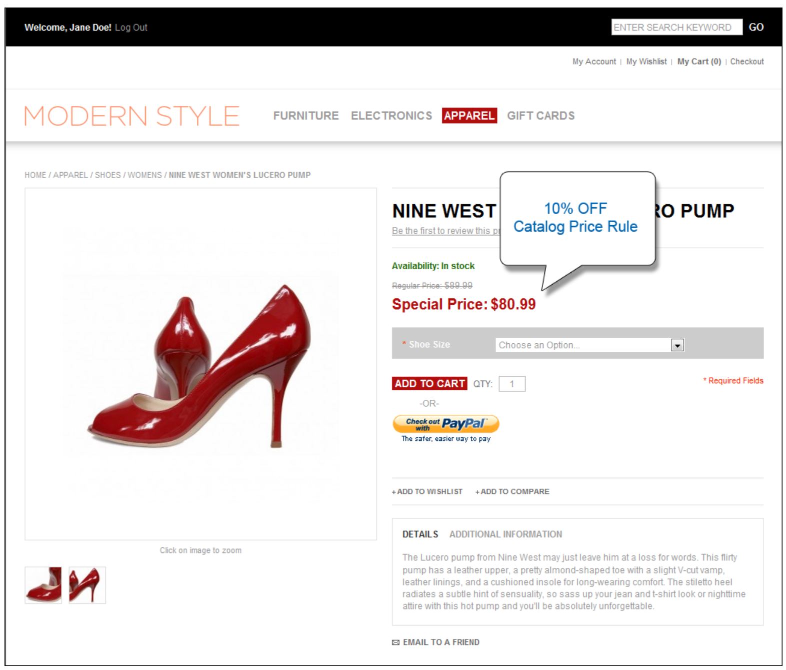
user guide

Marketing

Chapter 19:

Promotions

In this chapter, you will learn how to set up price rules for discounts based on a variety of conditions. For example, how would you like to send your best customers a coupon for a discount on a specific product? Or create a banner that appears only to certain customers? Or offer free shipping for purchases over a certain amount? With catalog and shopping cart price rules, you can set up your promotions in advance, so they kick in when the required conditions are met.



Catalog Price Rule

Catalog Price Rules

Intermediate

Catalog Price Rules are applied to products before they are added to the shopping cart. They can be used to create sales and discounts that do not require a discount code to be entered by customers.

When you create a new price rule, it takes an hour or so for it to become available. When setting up a new price rule, be sure to allow enough time for it to get into the system, and then test the rule to make sure that it works correctly.

Unless otherwise specified, price rules are automatically processed with other system rules each night.

Process Overview:

Step 1: Add a New Rule
Step 2: Define the Conditions
Step 3: Define the Actions
Step 4: Add Related Banners
Step 5: Apply the Rule

Step 1: Add a New Rule

1. On the Admin menu, select **Promotions > Catalog Price Rules**.

Catalog Price Rules

2. Click the **Add New** button.

   The Catalog Price Rule panel on the left lists the four tabbed sections which contain the settings for rule information, conditions, actions, and related banners.

3. In the General Information section, do the following:

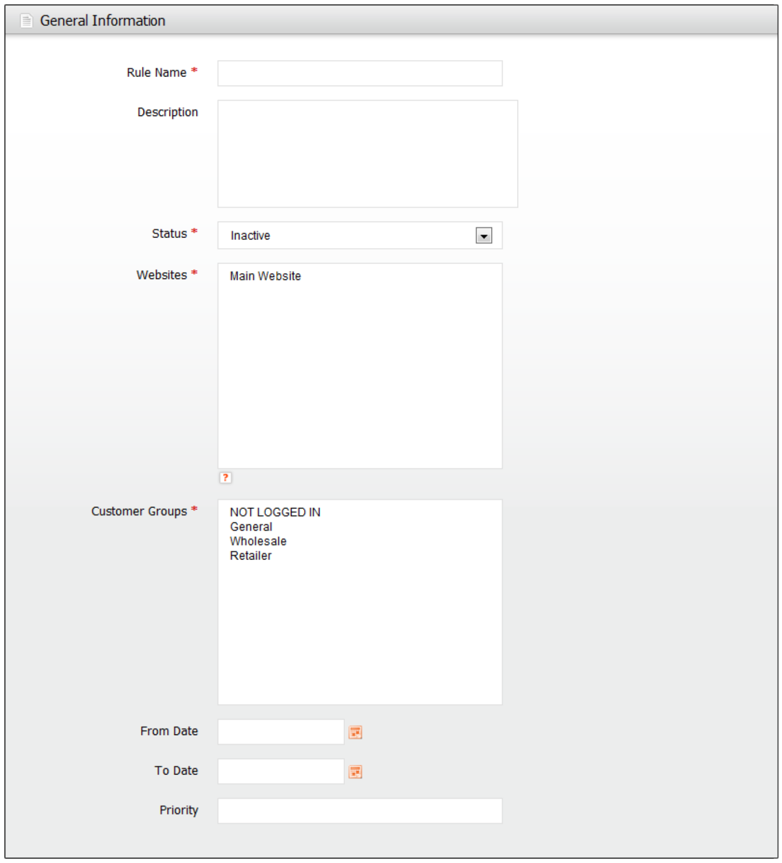
   a. Complete the **Rule Name** and **Description** fields. These fields are for internal reference only.

   b. Set **Status** to “Active.”

c. Select the **Customer Groups** to which this rule applies.

> To select multiple options, hold down the Ctrl (PC) or Command (Mac) key, and click each option.

d. In the **From Date** and **To Date** fields, set a date range for the rule to take effect. If you leave the date range empty, the rule is enabled as soon as it is saved.



Catalog Price Rules: General Information

Step 2: Define the Conditions

Most of the available conditions are based upon existing attribute values.

1. In the Catalog Price Rule panel on the left, select **Conditions**.The first rule which appears by default, states:

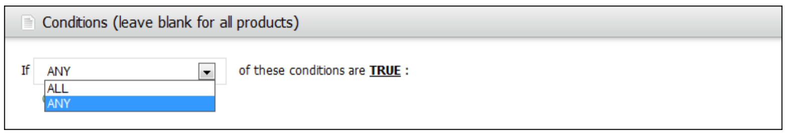
```
If ALL of these conditions are TRUE:
```

The statement has two underlined links which when clicked, display the selection of options for each part of the statement. If you save the condition without making additional selections, the rule will apply to all products.

a. Click the **ALL** link, and select "ALL" or "ANY."

b. Then, click the **TRUE** link and select "TRUE" or "FALSE."

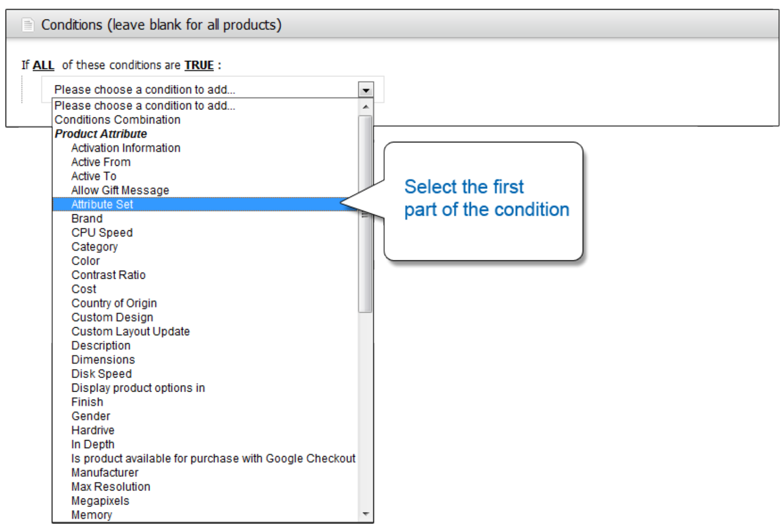
You can create different conditions by changing the combination of these values.



Catalog Price Rule Panel

Condition - Line 1

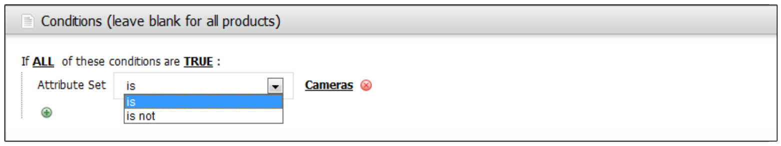
2. Click the green plus sign at the beginning of the next line. There are three parts of this line to complete, as follows:



Condition Line 2, Part 1

a. In the list under **Product Attribute**, select a condition or attribute upon which the condition is based. For this example, the selected condition is Attribute Set.

> For an attribute to appear in the list, it must first be enabled in the Frontend Properties section of the attribute, by setting Use for Promo Rules Conditions to "Yes."



Condition Line 2, Part 2

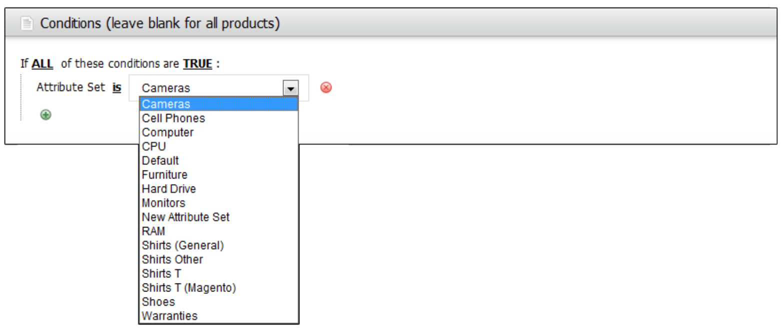
The condition now appears in the statement, followed by two more underlined links. The statement now says:

```
If ALL of these conditions are TRUE:

Attribute Set is …
```

b. Click the underlined **is** link, and select either "IS" or "IS NOT."

c. Then, click the ellipsis (…) link, and choose the attribute set upon which the condition is based.



Condition - Line 2, Part 3

The selected item appears in the statement to complete the condition.

```
If ALL of these conditions are TRUE:

Attribute Set is Cameras
```

3. If you want to add another line to the statement,click the green plus sign, and choose one of the following:

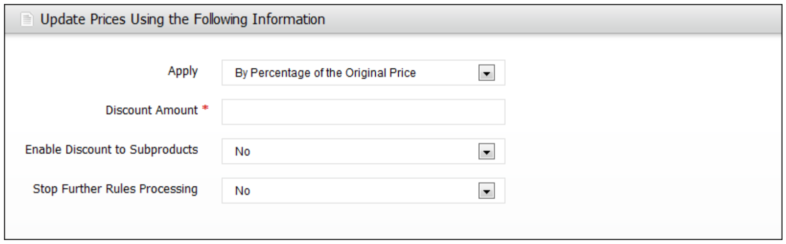
- Conditions Combination
- Product Attribute

Then, repeat the process until the condition is complete.

If at any time you want to delete part of the statement, click the red x at the end of the line.

Step 3: Define the Actions

1. In the Catalog Price Rule panel on the left, select **Actions**.



Update Prices Using the Following Information

2. Set **Apply** to one of the following:

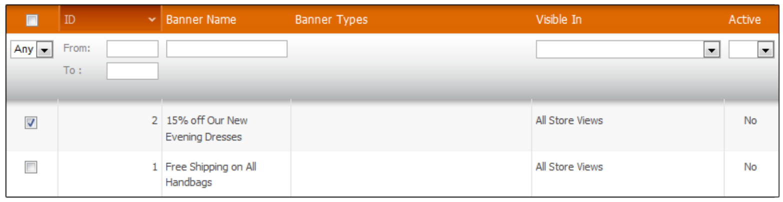
By Percentage of the Original Price	Discounts item by subtracting from original price. For example: Enter 10 in Discount Amount for an updated price that is 10% less than the original price.
By Fixed Amount	Discounts item by subtracting from original price based on fixed amount. For example: Enter 10 in Discount Amount for an updated price that is $10 less than the original price.
To Percentage of the Original Price	Discounts item by defining the final price based on percentage. For example: Enter 10 in Discount Amount for an updated price that is 10% of the original price.
To Fixed Amount	Sets the price to a fixed amount.

3. Enter the **Discount Amount**.
4. To apply this discount amount to other products which are associated with this product, set **Enable Discount to Subproducts** to “Yes.”
5. If you want to stop the processing of other rules when this rule has been applied, set **Stop Further Rules Processing** to “Yes.”
6. Click the **Save Rule** button to save your changes.

Step 4: Add Related Banners

1. In the panel on the left, select **Related Banners**.
2. In the list, select the checkbox of each banner that you want to associate with the price rule.

If your banners don't appear in the table, click the **Reset Filter** button to clear previous filtering rules.



Related Banners

Step 5: Apply the Rule

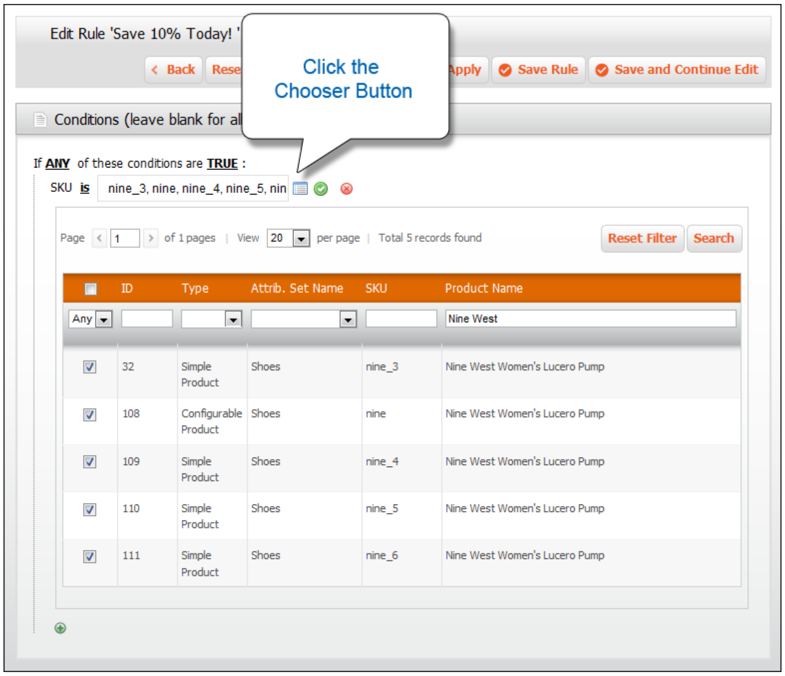
As new rules are added, the prices and the priorities are recalculated accordingly. Generally, system rules are automatically processed and applied each night.

To apply a new rule immediately, do one of the following:

- Click the **Save and Apply** button.
- From the Catalog Price Rules list, click the **Apply Rules** button.

Price Rules for Multiple SKUs **Intermediate**

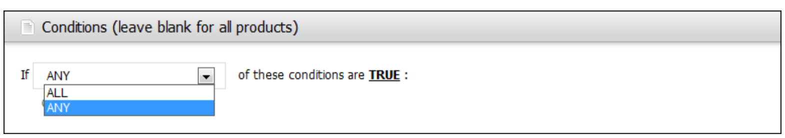
A single price rule can be applied to multiple SKUs, which makes it possible to create a variety of promotions based on a product, brand, or category. In the following illustration, multiple products are selected for a catalog price rule.



Selecting Multiple Products for a Rule

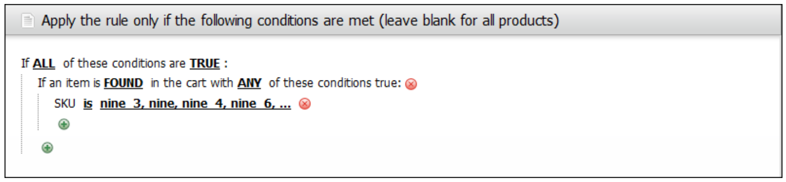
To apply a price rule to multiple SKUs:

1. On the Admin menu, select **Promotion > Catalog Price Rules**.
2. In the list, click to open the price rule you want to configure.
3. In the panel on the left, select **Actions**.
4. In the first line, set the first parameter to "ANY."



If ANY of these conditions are TRUE

5. Click the green icon at the beginning of the next line.
6. In the list under Product Attributes, choose "SKU." Then, click the **Chooser** button and do the following:
   a. In the list, select the checkbox of each product that you want to include.
   b. Click the green icon to add the SKU of each product to the condition.



Multiple SKUs Added to Condition

7. To apply the rule, click the **Save Rule** button.

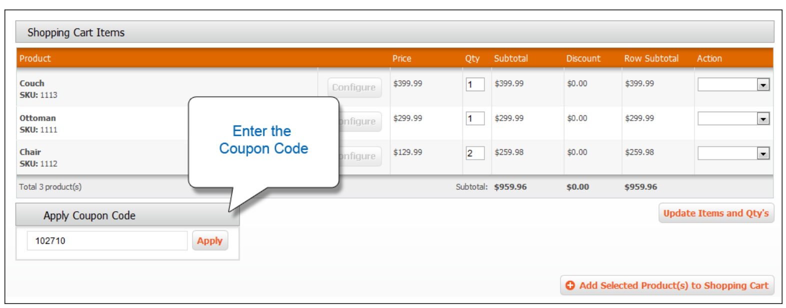
Shopping Cart Price Rules

Intermediate

Shopping cart price rules are applied automatically when a customer reaches the shopping cart page. If you prefer, a coupon code can be associated with the shopping cart price rule to apply a discount when a set of conditions is met. Customers must then enter the coupon code in the shopping cart to receive the discount.

When you create a new price rule, it takes an hour or so for it to become available. When setting up a new price rule, be sure to allow enough time for it to get into the system. Then, test the rule to make sure that it works correctly.

Unless otherwise specified, price rules are automatically processed with other system rules each night.



Apply Coupon in Shopping Cart

Process Overview:

Step 1: Add a New Rule

Step 2: Define the Conditions

Step 3: Define the Actions

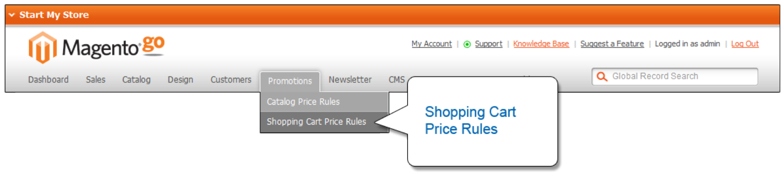
Step 4: Complete the Labels

Step 5: Add Related Banners

Step 6: Apply the Rule

Step 1: Add a New Rule

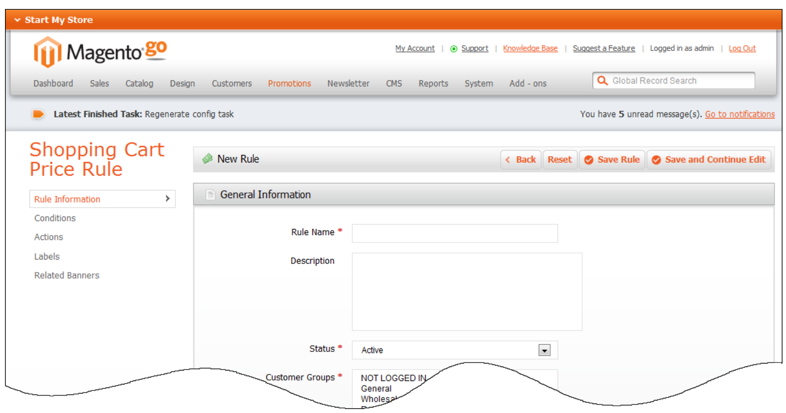
1. On the Admin menu, select **Promotions > Shopping Cart Price Rules**.



Shopping Cart Price Rules

2. Click the **Add New Rule** button.

The Shopping Cart Price Rule panel on the left lists five tabbed sections with the price rule settings for rule information, conditions, actions, labels, and related banners.



Shopping Cart Price Rule Panel

3. In the General Information section, do the following:

   a. Complete the **Rule Name** and **Description** fields. These fields are for internal reference only.

   b. Set **Status** to "Active."

   c. Select the **Customer Groups** to which this rule applies.

   > To select multiple groups, hold the Shift key down and press the Ctrl key (PC) or the Command key (Mac) for each selection.

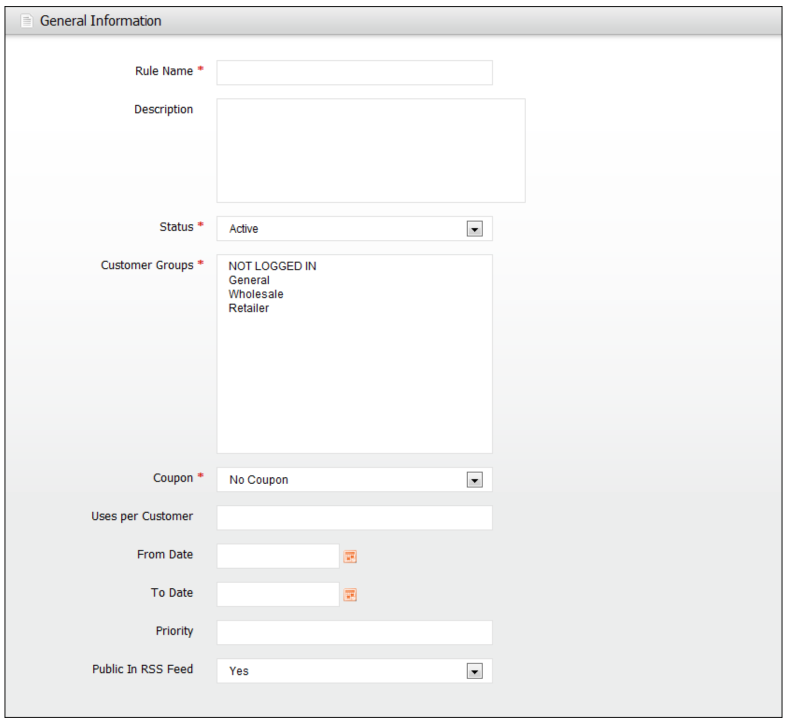
   d. To associate a coupon with the price rule, set **Coupon** to "Specific Coupon." Enter a numeric **Coupon Code** to be used with the promotion, and complete the following:

- Uses per Coupon
- Uses per Customer

e. In the **From Date** and **To Date** fields, set a date range for the rule to take effect. If you leave the date range empty, the rule is enabled as soon as it is saved.

f. Enter a number to determine the **Priority** of this rule in relation to other rules which may become active at the same time.

g. Set **Public In RSS Feed** to "Yes" if you want to apply the rule to product listings published in RSS feeds.



Shopping Cart Price Rules: General Information

Step 2: Define the Conditions

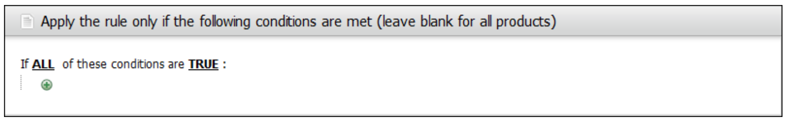
The Shopping Cart Price Rule Conditions describe the set of conditions that trigger the rule into action.

1. In the panel on the left, select **Conditions**. The first rule which appears by default, states:

```
If ALL of these conditions are TRUE:
```

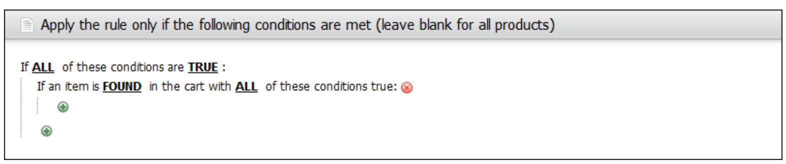
The statement has two underlined links which when clicked, display the selection of options for that part of the statement. You can create different conditions by changing the combination of these values. Do any of the following:

- Click the **ALL** link, and select “ALL” or “ANY.”
- Click the **TRUE** link and select “TRUE” or “FALSE.”
- Leave the rule unchanged to apply it to all products.



Condition - Line 1

2. Click the green icon at the beginning of the next line. Then, choose one of the following options from the list to describe the condition you want to set for the rule.
   - Product attribute combination
   - Products subselection
   - Conditions combination
   - Cart Attribute



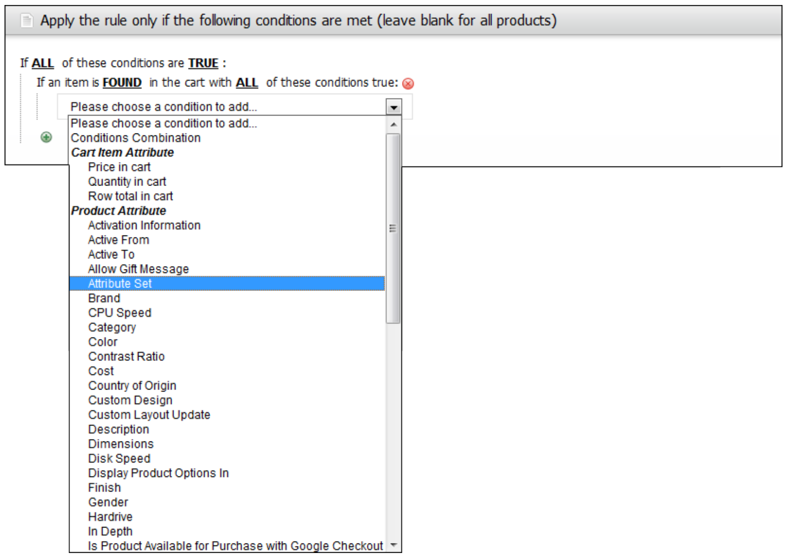
Condition - Line 2, Part 1

3. To create a regional price rule, select one of the following cart attributes:
   - Shipping Postcode
   - Shipping Region
   - Shipping State/Province
   - Shipping Country
4. To base the condition based on shopping cart totals, select one of the following cart attributes:

- Subtotal
- Total Items Quantity
- Total Weight

When you make a selection, the basic structure of the statement appears in the box with additional links to mark where you need to select information. Each underlined word is a building block that describes a different aspect of the condition.

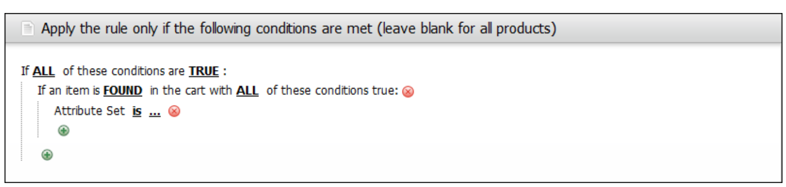
5. In the list under **Product Attribute**, select the attribute upon which the condition is based. For this example, the selected condition is "Attribute Set."



Condition - Line 2, Part 1

For an attribute to appear in the list, it must be enabled in the Frontend Properties section of the attribute, by setting Use for Promo Rules Conditions to "Yes."

The condition now appears in the statement, followed by two more underlined links. The statement now says:



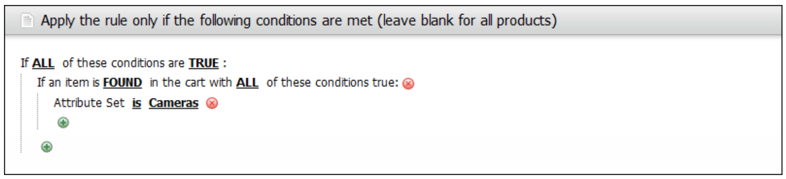
Condition - Line 2, Part 2

```
If ALL of these conditions are TRUE:

If an item is FOUND in the cart with ALL of these conditions true

Attribute Set is …
```

6. Click the underlined **is** link, and select either “IS” or “IS NOT” to describe the condition to be met. Then, click the ellipsis (**...**) link, and choose the attribute set upon which the condition is based. The selected item appears in the statement to complete the condition.



Completed Condition

```
If ALL of these conditions are TRUE:

Attribute Set is Cameras
```

7. If you want to add more conditions, click the green icon and again choose one of the following:

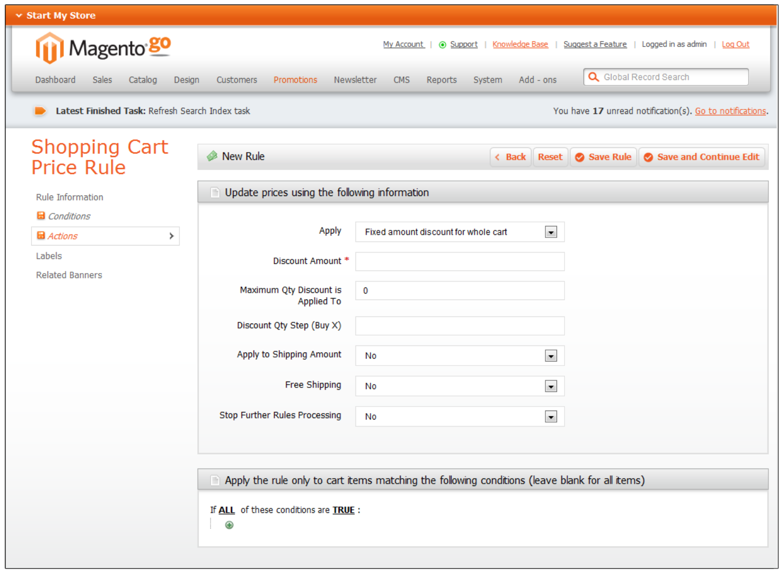
- Conditions Combination
- Product Attribute

Then, repeat the process until the condition is complete.

If at any time you want to delete part of the statement, click the red icon at the end of the line.

Step 3: Define the Actions

The Shopping Cart Price Rule Actions describe how prices are updated when the conditions of the rule are met.



Shopping Cart Price Rule Actions

1. In the panel on the left, select **Actions**.
2. Set **Apply** to one of the following discount options:

Percent of product price discount	Discounts item by subtracting from original price. For example: Enter 10 in Discount Amount to define a final price that is 10% reduction from the original price.
Fixed amount discount	Discounts item by subtracting from original price of each product in your cart based on fixed amount. For example: Enter 10 in Discount Amount to define a final price that is $10 reduction from the original price.
Fixed amount discount for whole cart	Discounts item by defining the final price based on percentage. For example: Enter 10 in Discount Amount to define a final price that is 10% of entire cart.
Buy X get Y free (discount amount is Y)	Discounts are applied to the “Y” item.

3. Enter the **Discount Amount**.
4. In the **Maximum Qty Discount is Applied To** field, enter the largest number of products to which this discount applies.

5. If the rule is based on Buy X get Y Free, enter a number in the **Discount Qty Step (Buy X)** field to specify how often the discount can be used at a given time. For example, if the rule says, “Buy 2, get 1 free,” and the customer buys 6 products, do they get 3 products for free? You can put a limit on the number of times the rule can be applied to a single sale.

6. To specify how free shipping is applied when used with the coupon, set **Free Shipping** to one of the following:

No	Free shipping is not available when a coupon that is based on the rule is used.
For matching items only	Free shipping is available only for specific items in the cart that match the rule.
For shipment with matching items	Free shipping is available for the entire cart when a coupon that is based on the rule is used.

7. Set **Stop Further Rules Processing** to “Yes” to stop processing other rules as soon as this one is applied.

8. To define an additional rule that applies to specific items in the cart only when a specific set of conditions is met, click the green “add” icon and choose an item from the following sections in the list:

   - Cart item attribute
   - Price in cart
   - Quantity in cart
   - Row total in cart
   - Product attribute (from all available in your catalog)

   > Each attribute in the list has the frontend property, “Use for Promo Rules Conditions” set to “Yes.”

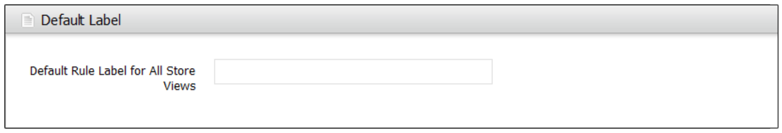
   Add as many levels as needed to describe the condition to be met.

9. When complete, click the **Save Rule** button.

Step 4: Complete the Labels

You can create default labels for the rule which will be used in all store views, or create specific labels for each view.

1. In the panel on the left, select **Labels.**
2. In the Default Label section, enter the text to be used as the **Default Rule Label** for All Store Views.



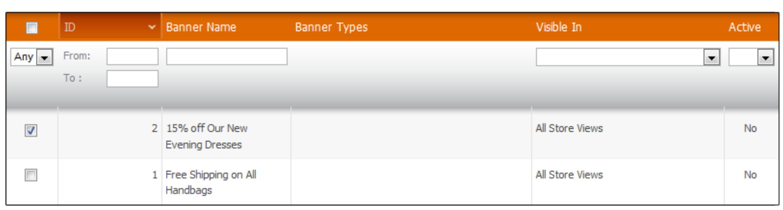
Default Label

3. In the Store View Specific Labels section, enter the translated text for each **Main Store** language.

Store View Specific Labels

Step 5: Add Related Banners

1. In the panel on the left, select **Related Banners**.
2. In the list, select the checkbox of each banner that you want to associate with the price rule.



Shopping Cart Price Rule - Related Banners

If your banners don’t appear in the table, click the **Reset Filter** button to clear previous filtering rules.

Step 6: Apply the Rule

1. When complete, click the **Save Rule** button.

   As new rules are added, Magento Go recalculates the prices and the priorities accordingly. Generally, system rules are automatically processed and applied each night.

2. You may need to wait an hour or so for the rule to become available. Then, test the rule to make sure that it works correctly.

Coupon Codes

Intermediate

Coupons codes can be associated with shopping cart price rules to apply a discount when a certain set of conditions is met. For example, a coupon code can be created for a specific customer group, or for anyone who makes a purchase over a certain amount.

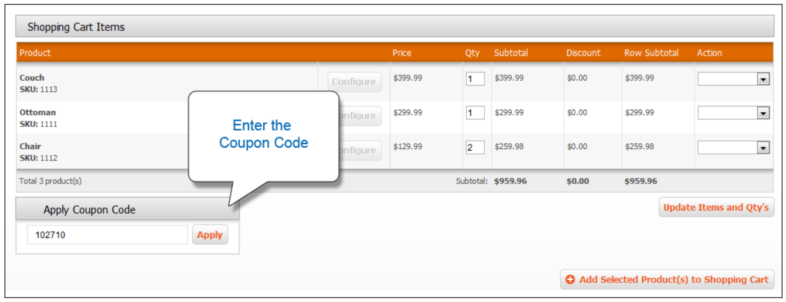
In-store Coupon for Mobile Users

Here are a few ways you can use coupons in your store:

- Email coupons to customers
- Produce printed coupons
- Create in-store coupons for mobile users

Coupon codes can be sent by email, or included in newsletters, catalogs, and advertisements. You can even create in-store coupons with a "Quick Response" code for shoppers to scan with their smart phones. The QR code links to a page on your site that more information about the promotion, including the coupon code.

To apply the coupon to a purchase, the customer enters the coupon code during checkout from the shopping cart page of your site, or possibly at the cash register of your "brick and mortar" store.



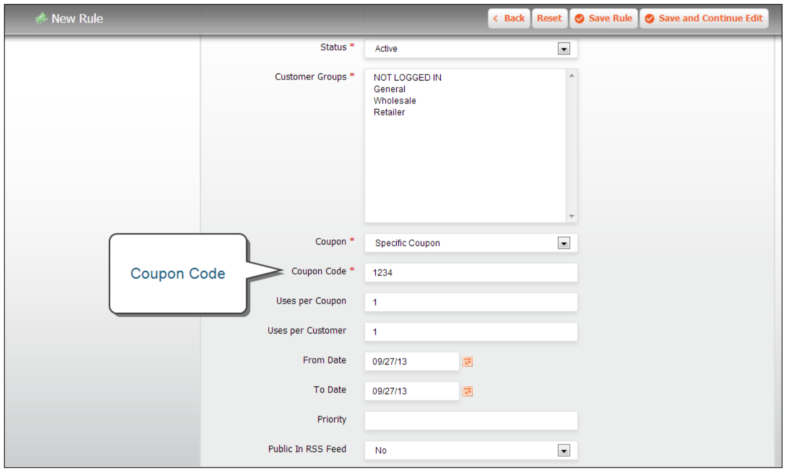
Enter Coupon Code in Shopping Cart

To set up a coupon code:

1. Follow the instructions to create a shopping cart price rule.
2. In the General Information section, do the following:
   a. Set **Coupon** to “Specific Coupon.”
   b. Enter a numeric **Coupon Code** to be used with the promotion.
   c. To limit the uses per coupon, complete the following:
      - Uses per Coupon
      - Uses per Customer

      If you leave these fields blank, there will be no limit on the number of times the coupon can be used.
   d. To make the coupon valid during a specific period of time, complete the **From Date** and **To Date** fields You can select the date by clicking the **Calendar** button next to each field.

      If you leave the date range empty, the rule will not expire.



Price Rule Coupon Code Settings

3. Follow the standard instructions to complete the price rule.

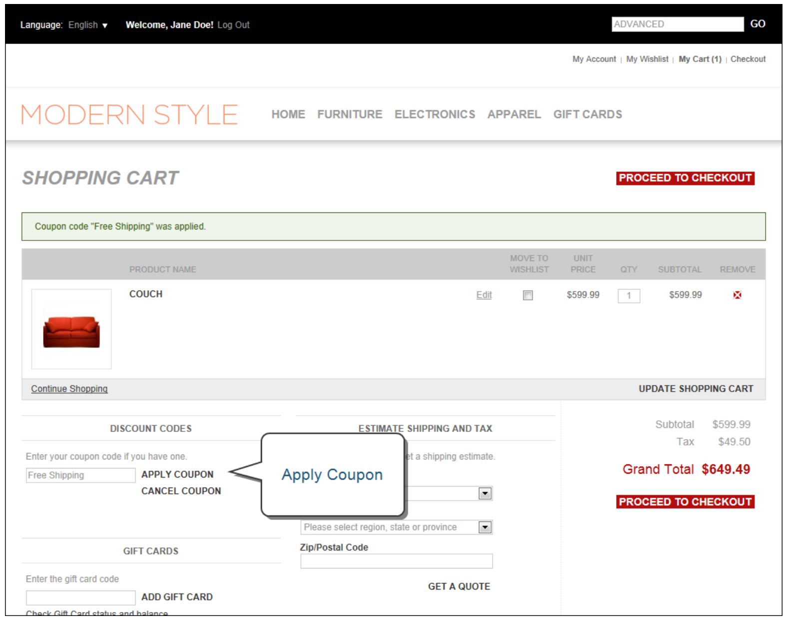
Free Shipping Promotions

Intermediate

Free shipping can be offered as a promotion, with our without a coupon. A free shipping coupon—or voucher—can also be applied to "customer pick-up" orders where there is no shipping, so the order can complete the workflow by being invoiced and "shipped."

Some shipping carrier configurations let you set a minimum order for free shipping. However, shopping cart price rules let you create complex conditions based on multiple product attributes, cart contents, and customer groups.

After you create a new price rule, it takes an hour or so for it to become available. Be sure to allow enough time for it to get into the system. Then, test the rule to make sure that it works correctly.



Free Shipping with Coupon

Step 1: Enable Free Shipping

1. Enable the Free Shipping method in your store's configuration.
2. Complete the free shipping settings for any carrier services you want to use for free shipments.

Step 2: Create the Shopping Cart Price Rule

1. On the Admin menu, select **Promotions > Shopping Cart Price Rules**.
2. Follow the steps below to set up the free shipping promotions you want to offer.
3. When complete, click the **Save Rule** button.

   Wait an hour or so for the rule to become available. Then, test the rule to make sure that it works correctly.

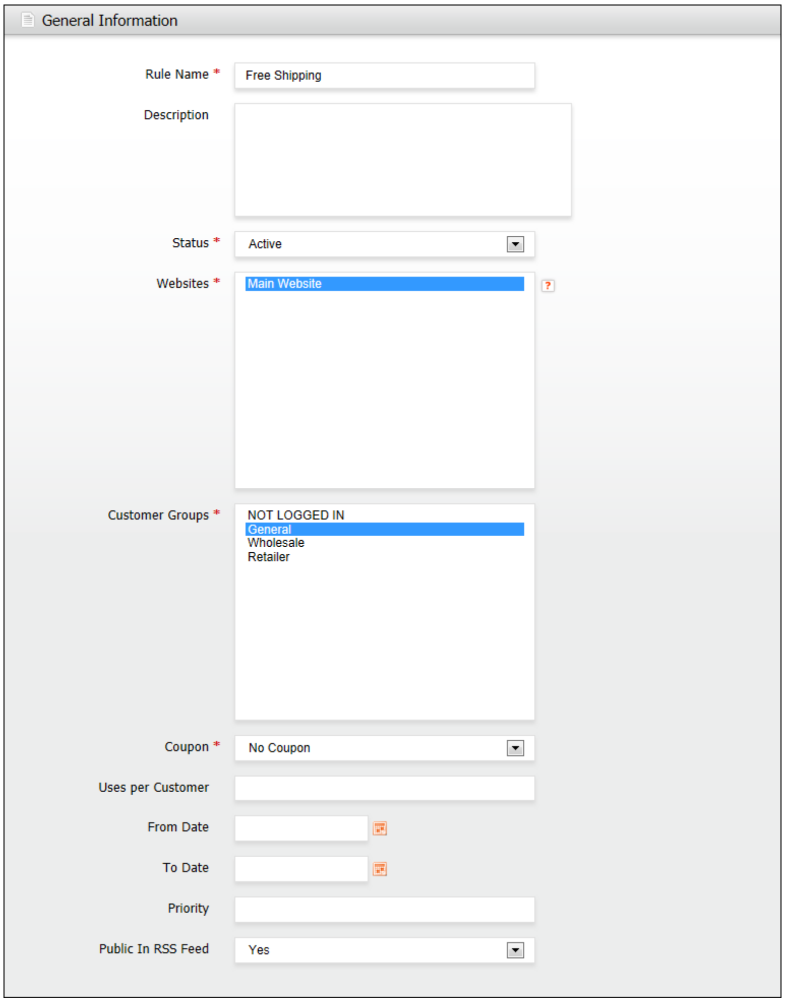
Free Shipping for Any Order

1. Complete the **General Information** settings as follows:
   a. Enter a **Rule Name** for internal reference.
   b. Set **Status** to "Active."
   c. Set **Website** to "Main Website." (Click to make sure the entry is selected.)

d. Select the **Customer Groups** to which the rule applies. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

e. Do one of the following:

- To offer a free shipping promotion without a coupon, accept the default "No Coupon" setting.
- To use a coupon with the price rule, set **Coupon** to "Specific Coupon," and follow the instructions to set up a coupon.



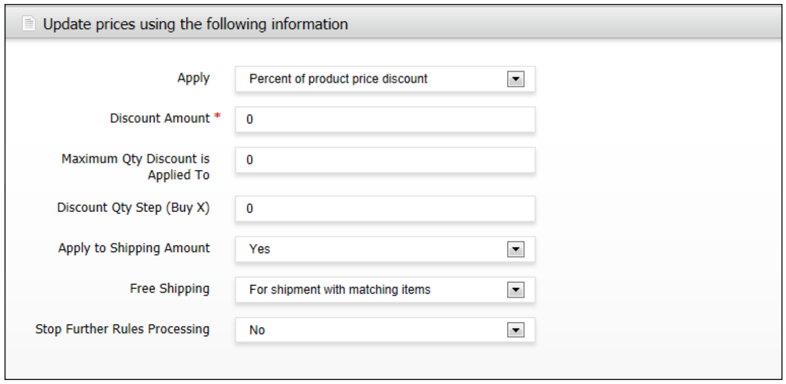
General Information

2. In the panel on the left, click the **Actions** tab. Then, do the following:

a. Set **Apply** to "Percent of product price discount."

b. Set **Apply to Shipping Amount** to "Yes."

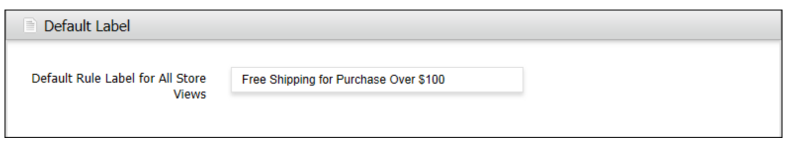
c. Set **Free Shipping** to "For shipment with matching items."



Price Rule Action

3. On the **Labels** tab, do one of the following:

- Enter a **Default Rule Label for All Store Views**. This label is visible to the customer.
- If your store is available in multiple languages, enter a label for each view.



Price Rule Label

4. When complete, click the **Save Rule** button.

   Wait an hour or so for the rule to become available. Then, test the rule to make sure that it works correctly.

Free Shipping for Orders Over $Amount

1. Complete the **General Information** settings as follows:

   a. Enter a **Rule Name** for internal reference.

   b. Set **Status** to "Active."

   c. Set **Website** to "Main Website." (Click to make sure the entry is selected.)

d. Select the **Customer Groups** to which the rule applies. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

e. Do one of the following:

- To offer a free shipping promotion without a coupon, accept the default “No Coupon” setting.
- To use a coupon with the price rule, set **Coupon** to ″Specific Coupon,″ and follow the instructions to set up a coupon.

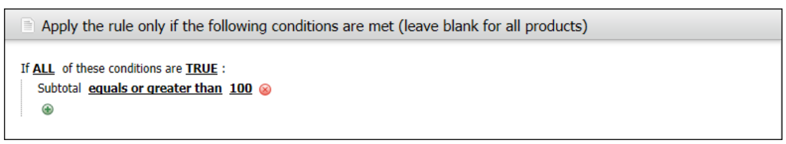
2. In the panel on the left, click the **Conditions** tab.

3. Click the green plus sign to insert a condition. Then, do the following:

a. In the list under Cart Attribute, click **Subtotal**.

b. Click the underlined **is** link, and select “equals or greater than.”

c. Click the underlined ellipsis (**...**) link, and enter a threshold value for the Subtotal—such as 100—to complete the condition.



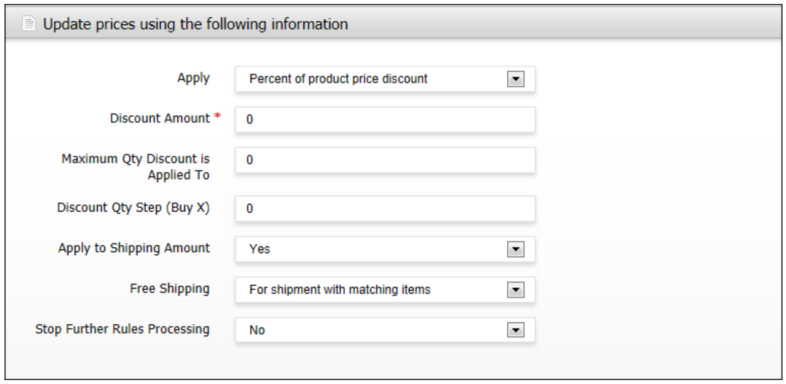
Price Rule Condition

4. On the **Actions** tab, do the following:

a. Set **Apply** to “Percent of product price discount.”

b. Set **Apply to Shipping Amount** to “Yes.”

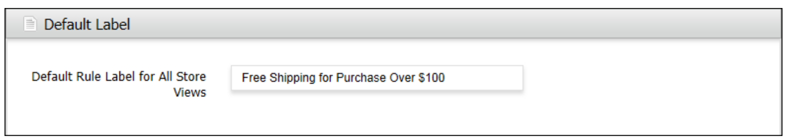
c. Set **Free Shipping** to “For shipment with matching items.”



Price Rule Action

5. On the **Labels** tab, do one of the following:

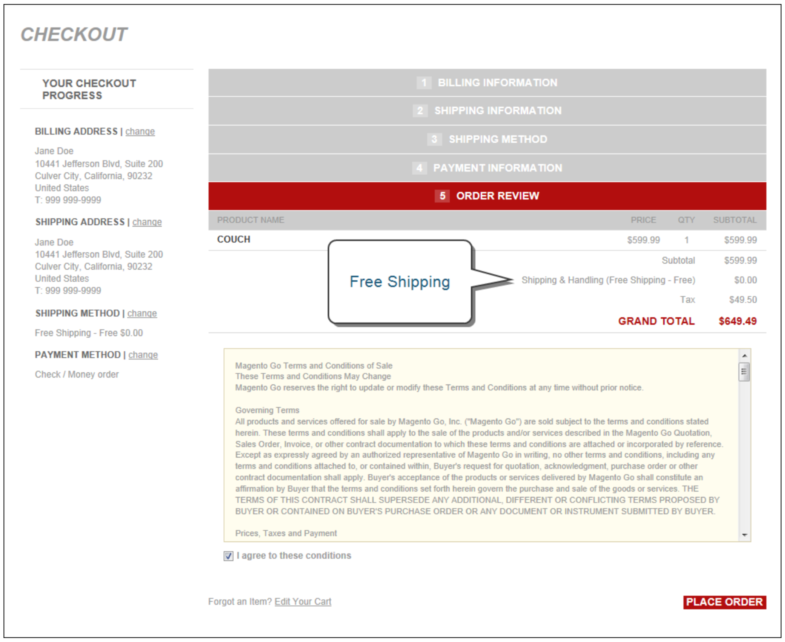
- Enter a **Default Rule Label for All Store Views**. The label is visible to the customer during checkout.
- If your store is available in multiple languages, enter a label for each view.



Price Rule Label

6. When complete, click the **Save Rule** button.

   Wait an hour or so for the rule to become available. Then, test the rule to make sure that it works correctly.



Free Shipping at Checkout

Buy X, Get Y Free

Intermediate

This example shows how to set up a shopping cart price rule for a "Buy X, Get Y Free" promotion. The format of the discount is as follows:

```
Buy X quantity of product, get Y quantity for free.
```

Step 1: Create a Shopping Cart Price Rule

Follow the instructions in Step 1 of Shopping Cart Price Rules to create the rule and enter the general information.

Step 2: Define the Conditions

Follow the instructions in Step 2 of Shopping Cart Price Rules, to define the conditions for the price rule. The condition can be triggered by the purchase of a specific product, having made a purchase of a certain amount, or any other possible scenario.

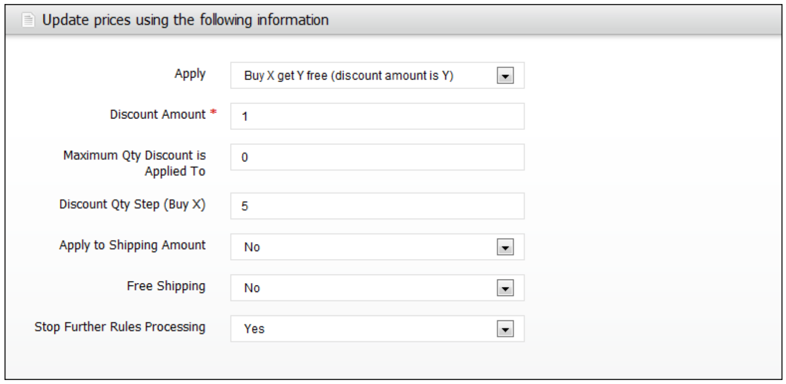
Step 3: Define the Actions

1. In the panel on the left, select **Actions**. Then, do the following:

   a. Set **Apply** to "Buy X get Y free (discount amount is Y)."

   b. Set **Discount Amount** to 1. This is the quantity received for free.

c. Set **Discount Qty Step (Buy X)** to Y. This is the quantity that the customer must purchase to qualify for the discount.



Buy X Get Y Free

2. Click the **Save and Continue Edit** button. Then, complete the rest of the rule as needed.

Step 4: Add Related Banners

Follow the instructions in Step 5 of Shopping Cart Price Rules to associate an existing banner with the rule.

Step 5: Complete the Label

Follow the instructions in Step 5 of Shopping Cart Price Rules to enter the label that appears during checkout.

Step 6: Apply the Rule

When complete, click the **Save Rule** button.

As new rules are added, Magento Go recalculates the prices and the priorities accordingly. Generally, system rules are automatically processed and applied each night.

You may need to wait an hour or so for the rule to become available. Then, test the rule to make sure that it works correctly.

Discount with Minimum Purchase **Intermediate**

You can use a shopping cart price rule to offer a percentage discount based on a minimum purchase. In this example, a 25% discount is applied to all purchases in a specific category over $200.00. The format of the discount is as follows:

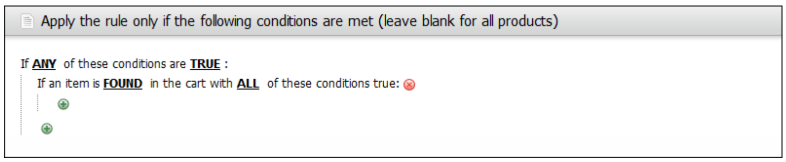
```
X% off all Y (category) over $Z dollars
```

Step 1: Create a Shopping Cart Rule

Follow the basic instructions to create a shopping cart rule.

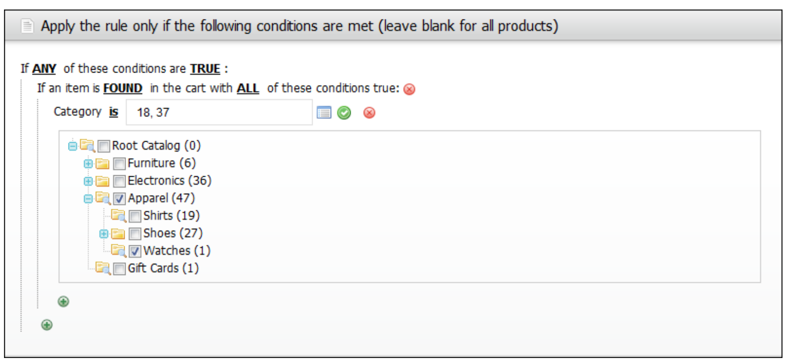
Step 2: Define the Conditions

1. In the panel on the left, select **Conditions**.
2. Click the green icon at the beginning of the next line, and select **Product Attribute Combination**.



Product Attribute Combination

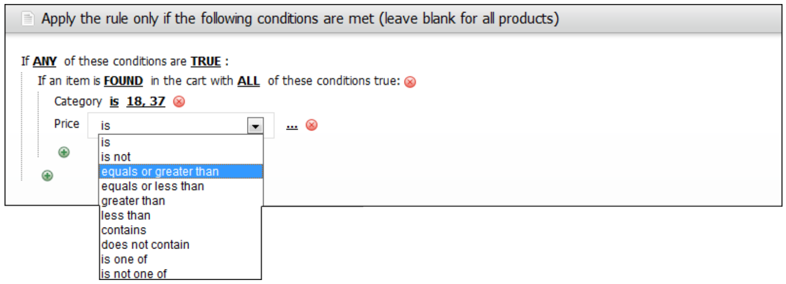
3. Click the green icon at the beginning of the next line, and under Product Attribute, click **Category**. Then, do the following:
   a. In the category tree, select the checkbox of each category you want to include.
   b. Click the green checkmark at the end of the line to add the selection.



Selecting Categories

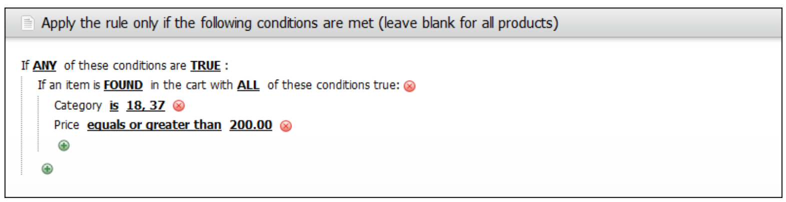
4. Click the green icon at the beginning of the next line, and do the following:

a. Under Product Attribute, select **Price**. Then, click the first underlined parameter, **IS** to “equals or greater than.”



Price Equals or Greater Than

b. Click the underlined ellipsis symbol (...) and enter the price to which the “equals or greater than” condition applies.. For example, 200.00.

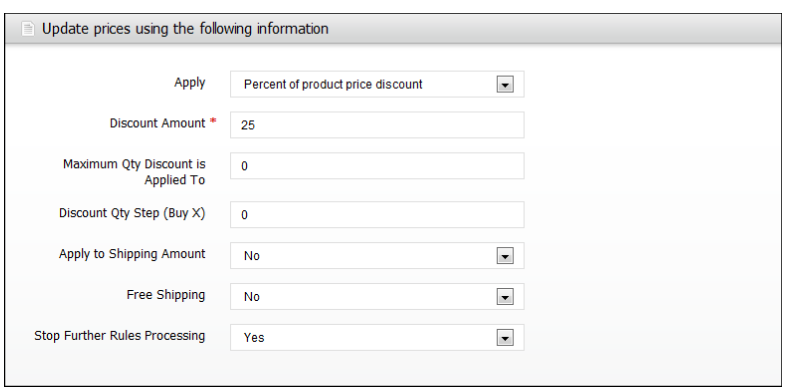


Enter the Value to Complete the Condition

5. Click the **Save and Continue Edit** button.

Step 3: Define the Actions

1. In the panel on the left, select **Actions**.
2. Set **Apply** to “Percent of product price discount.”
3. Enter a **Discount Amount** of 25.



Enter the Value to Complete the Condition

4. Click the **Save and Continue Edit** button. Then, complete the rule as needed.

Step 4: Apply the Rule

As new rules are added, Magento Go recalculates the prices and the priorities accordingly. Generally, system rules are automatically processed and applied each night.

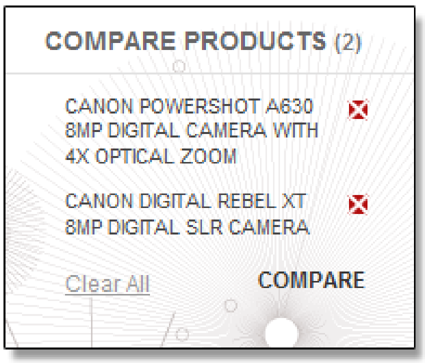
To apply a new rule immediately, do one of the following:

- Click the **Save and Apply** button.
- From the Catalog Price Rules list, click the **Apply Rules** button.

Chapter 20:

Shopping Tools

Your store includes a set of shopping tools that create opportunities for your customers interact with your store and share their shopping experience with friends.

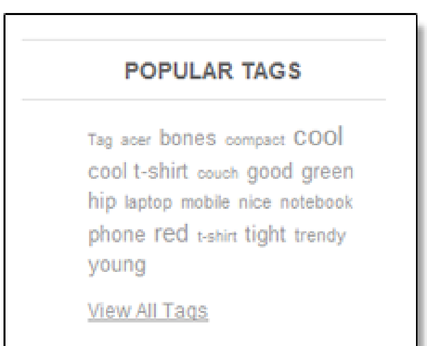


Compare Products

The Compare Products block lets your customers quickly compare the features of one product with another.

Product Reviews

Product reviews help build a sense of community, and are considered to be more credible than any advertising money can buy.

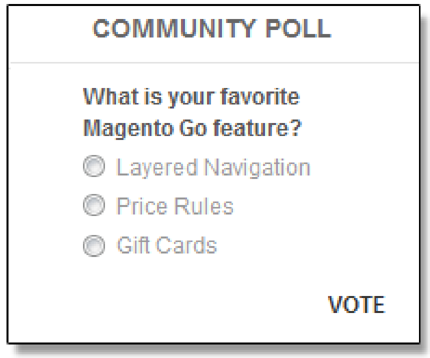


Tags

Tags help customers organize and remember the products that they have seen, offer quick navigation, and help search engines index your store.

Poll

The Poll block displays polls or surveys that you have set up.



Wishlist

The Wishlist block displays the items from the customer's wishlist.

Email a Friend

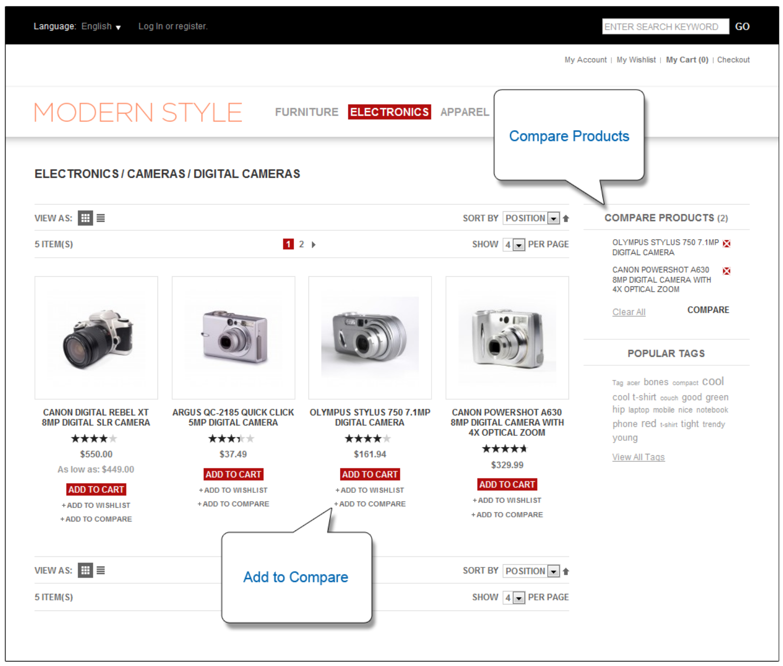
The Email a Friend link makes it easy for your customers to share links to products with their friends.

Compare Products

Intermediate

The Compare Products block usually appears in the far right column, or sidebar of the category page, and provides a detailed, side-by-side comparison of two or more products. You can customize the report to include additional attributes or remove ones that you don't want to include.

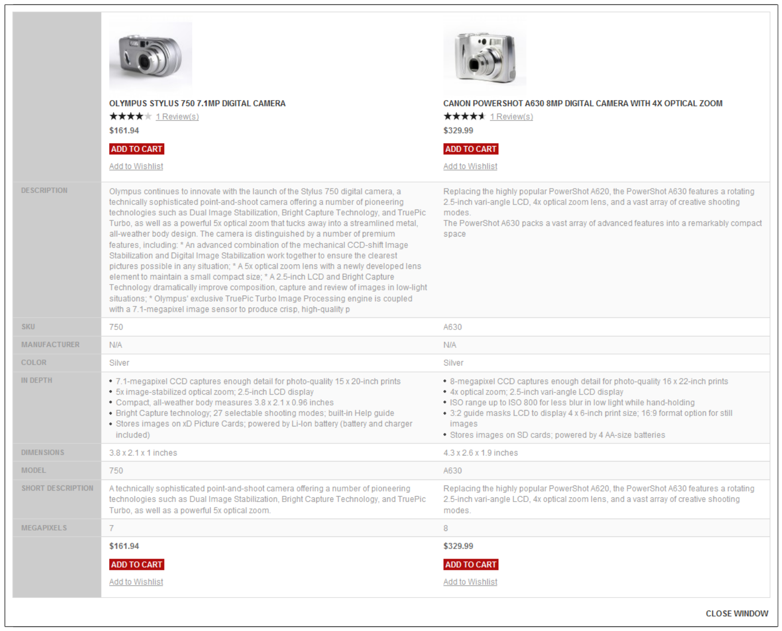
If the Compare Products block doesn't appear in your store, it is possible that the feature has been turned off, or that your store uses a single-column layout for that particular category page. Compare Products can be enabled and disabled by changing a single setting in your system configuration.



Compare Products

To compare products:

1. From your storefront, find the products that you want to compare, and click the **Add to Compare** link for each.
2. In the Compare Products block in the right column, click the **Compare** button. The Compare Products report opens in a new window.
3. To clear the Compare Products list, click the **Clear All** link.



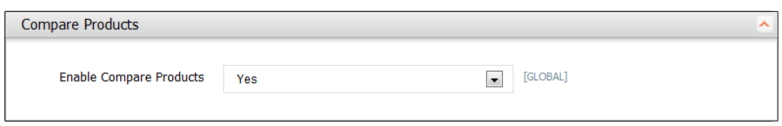
Compare Products Report

To enable or disable Compare Products:

1. On the Admin menu, select **System > Configuration**.

2. In the Configuration panel on the left, under General, select **Feature**.

3. Click to expand the **Compare Products** section. Then, set **Enable Compare Products** to "Yes."

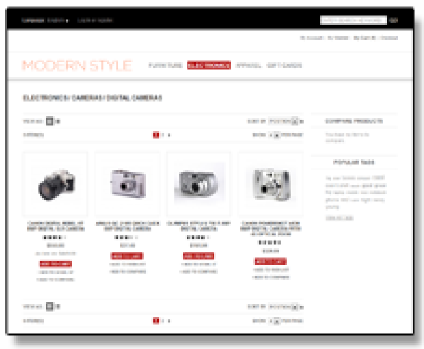


Enable Compare Products

4. Click the **Save Config** button to save your setting.

Product Reviews

Product reviews help build a sense of community, and are considered to be more credible than any advertising money can buy. In fact, Google gives sites with product reviews a higher ranking than those without. For those who find your site by searching for a specific product, a product review can become the landing page of your store. Product reviews help people find your store, keep them engaged, and often lead to a sale.

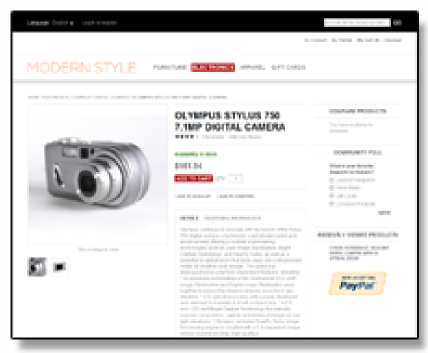


Product Rating

The five star rating system can include any parameters you want. Initially, the reviewer's evaluation is based on the default parameters of Value, Quality, and Price. The score appears below the title on the product list and detail pages.

Read a Review

A link to existing product reviews appears below the product name on the product detail page. If no reviews have been written, the customer is invited to "Be the first to review this product."

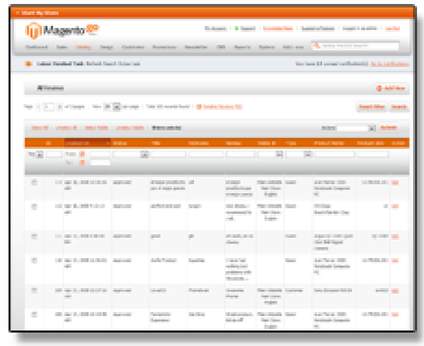


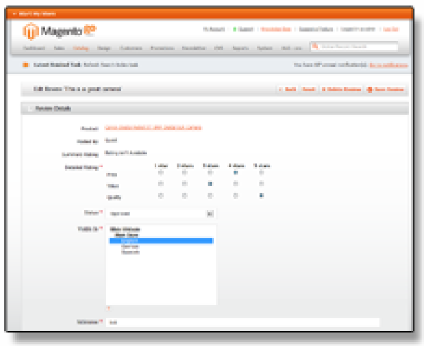
Write a Review

The reviewer gives the product a score from one to five stars, based on the rating parameters you want to use. The review text and summary can be typed or pasted into the form. As an option, a reviewer can provide a Nickname to appear as a "byline" when the review is published.

Submit a Review

When a review is submitted, it appears in the list of reviews with a status of "Pending" until it is approved for publication.



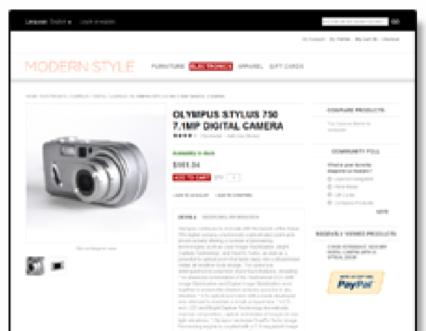


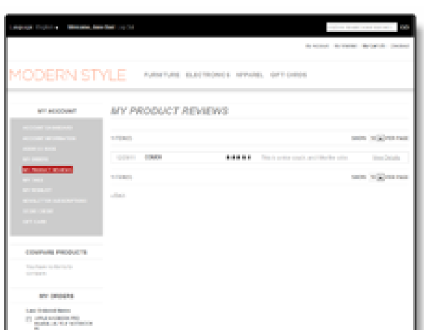
Moderate Reviews

The moderator can open a review in Edit mode, and after making any changes that are necessary, change the status to "Approved" or "Not Approved."

Publish Review

If approved, the reviewer's score is added to the "five star" rating of the product, and the review appears at the bottom of the product page.





Customer Dashboard

All reviews written by customers are listed in their Account Dashboard. Customers can view the details, but not edit or delete the review.

Moderating Reviews

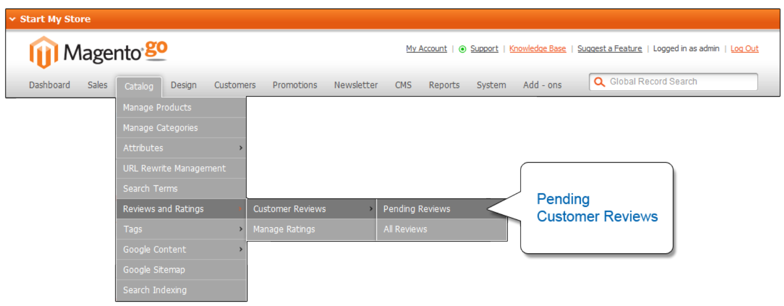
Intermediate

Customers can write reviews for any product in your catalog. This can be done from the product view page by clicking the “Be the first to review this product” link. If the product already has been reviewed, there will be a “Write Your Own Review” section where the customer review it and give it a star rating. The number of stars indicates the satisfaction rating.

Visitors to your site can click the Review(s) link to read the reviews and write their own. When a review is submitted, it is sent for moderation. When approved, the review is published in your store.

To edit and approve customer reviews:

1. On the Admin menu, select **Catalog** > **Reviews and Ratings** > **Customer Reviews** > **Pending Reviews**.



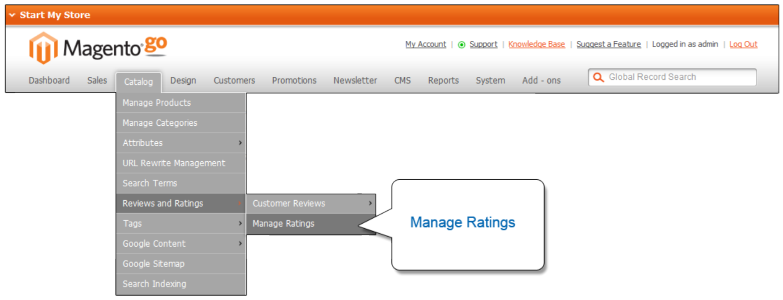
Pending Reviews

2. In the list, click a pending review to view the details, and edit if necessary.
3. To approve a pending review, change the **Status** from “Pending” to “Approved.” To reject a review, select “Not Approved.”
4. When complete, click the **Save Review** button.

Managing Ratings

Intermediate

Magento Go lets you create your own ″five star″ rating system using terminology that relates to your products and customers. The average rating for the product appears in the product list and also on the product detail page.



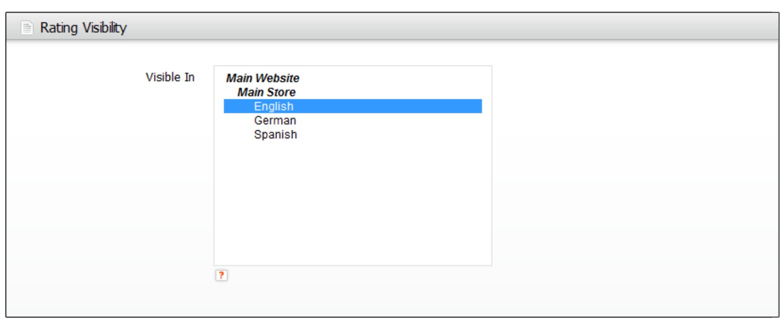
Manage Ratings

To create your own ratings:

1. On the Admin menu, select **Catalog > Reviews and Ratings > Manage Ratings**.
2. Click the **Add New** button.
3. In the Rating Title section, enter the **Default Value** for the new rating. Then, enter the translation for each language supported by your store.

Manage Ratings - Rating Title

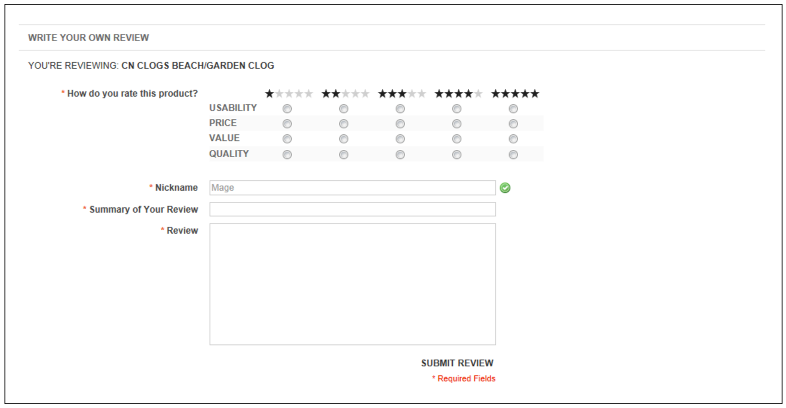
4. In the Rating Visibility section, set **Visibility In** to the store view where the rating will be used. (Hold down the Ctrl key to select multiple options.)



Manage Ratings: Rating Visibility

5. To save the new rating, click the **Save Rating** button.

The new rating is now included in the list of "5 star" ratings.



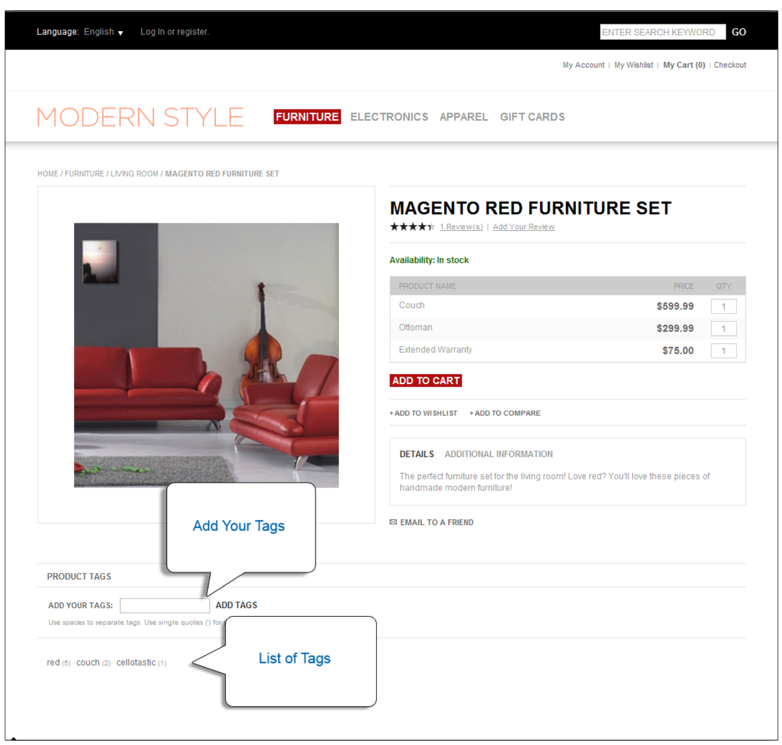
Write Your Own Review

Tags

Easy

Tags are one-word descriptors which are used as keywords for your catalog. They can be assigned to products by registered customers who are logged in, and also by guests. Tags help customers organize and remember the products that they have seen, offer quick navigation, and help search engines index your store. Each product page has an Add Your Tags field at the bottom of the page, where shoppers can enter their own tags.

As one of your store's "built-in" blocks, the Popular Tags block can be placed in a sidebar and repositioned with the Layout Editor.



Tags on Product Page

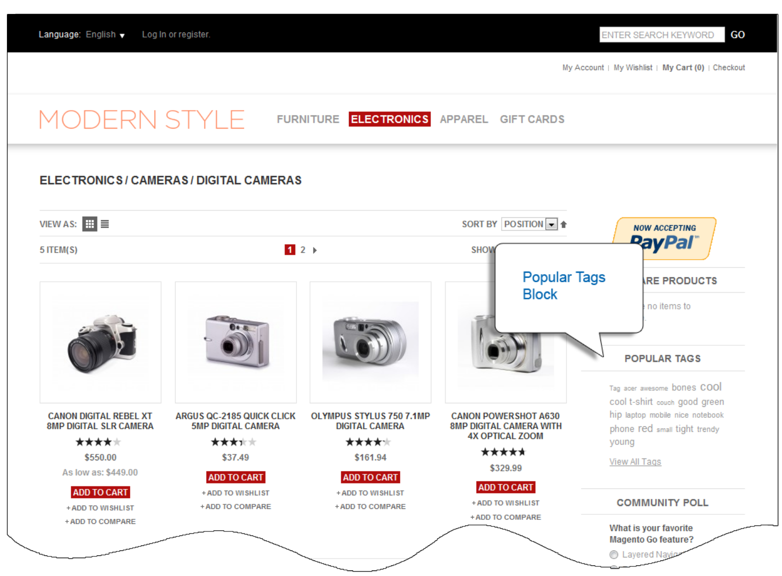
To add a tag:

1. From any product page, scroll down to the **Product Tags** section at the bottom of the page.
2. In the **Add Your Tags** text box, type the tag you want to associate with the product.
   - To enter multiple tags, separate each with a blank space.
   - To enter a phrase, enclose the text in single quotes.
3. Click the **Add Tags** button.

   The tag will be submitted for review and published on the site when approved.

To edit and approve a tag:

1. On the Admin menu, select **Catalog >Tags > Pending Tags**.
2. In the list, select a pending tag.
3. If necessary, you can edit the text as needed. Then, do one of the following:
   - To approve and publish the pending tag, change **Status** to “Approved.”
   - To reject the tag, change **Status** to ”Disapproved.”
4. When complete, click the **Save Tag** button.

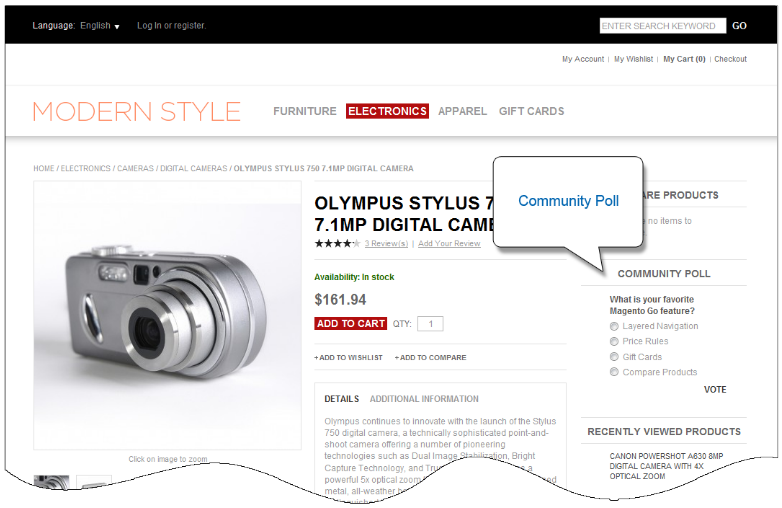


Popular Tags Block

Polls

Easy

Polls make it easy to learn about your customers' opinions and preferences. A poll is a built-in block that occupies a small amount of space on the page. The poll results appear immediately after a response is submitted. If you create multiple polls, a new poll appears each time the page is refreshed.



Poll on Product Page

To create a poll:

1. On the Admin menu, select **CMS > Polls**.
2. In the upper-right corner of the Poll Manager, click the **Add New** button.
3. In the Poll Information section, enter the **Poll Question**.
4. To remove the poll from your store, set **Status** to "Closed."
5. Set **Visible In** to the store view where you want the poll to appear.
6. In the Poll Information panel on the left, select **Poll Answers**. Then, for each answer, do the following:
   a. Click the **Add New Answer** button to add a new answer.
   b. In the **Answer Title** field, enter the answer as it will appear in the website.
   c. To weight an answer, enter a number in the **Votes Count** field. The number will increment each time a customer chooses the answer.

7. Click the **Save Poll** button to save your poll.

To prevent multiple voting:

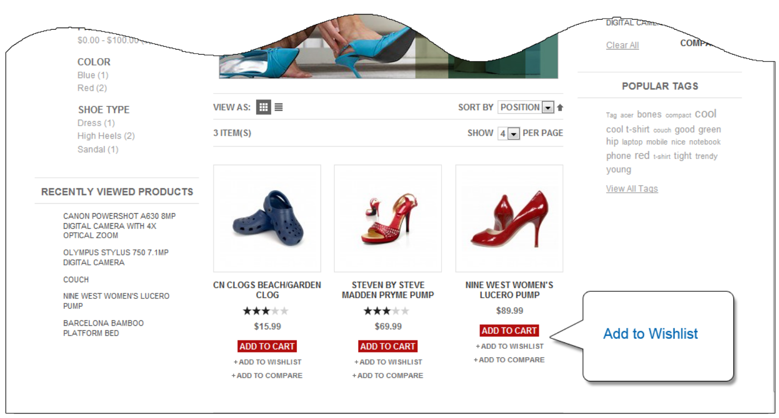
You can protect the poll results by preventing people from voting multiple times from the same computer.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Web**.
3. Click to expand the **Polls** section, and set **Disallow Voting in a Poll Multiple Times from Same IP Address** to “Yes.”
4. When complete, click the **Save Config** button.

Wishlist

Easy

The wishlist allows registered customers to create a list of products that they can add to their shopping cart to be purchased at a later date, or to share with friends. When wishlists are enabled, the Add to Wishlist link appears on the category and product pages of your store. Registered customers can click the Add to Wishlist link, add the product to the wishlist, and share it with friends.



Add to Wishlist Link on Category Page

Customers can share their wishlist with friends, which increases customer loyalty and brings new people to your store. Each wishlist is maintained in the customer’s account dashboard, where it can be updated, and used to add products to the shopping cart.

Shared wishlists are sent from a store email address, but the body of the message contains a personalized note from the customer. You can customize the email template that is used for the notification message that is sent when wishlists are shared, and choose the store contact that appears as the sender.

When a product with multiple options is added to the wishlist, any options that have been selected by the customer are included in the wishlist item description. For example, if the customer adds the same pair of shoes, but in three different colors, each pair appears as a separate wishlist item. On the other hand, if the customer adds the same product to the wishlist multiple times, the product appears in the wishlist only once, but with an updated quantity that reflects the number of times the product was added. Customers usually update their wishlists from the Account Dashboard. However, merchants can also update a customer's wishlist from the Admin panel.

To configure the wishlist:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Customers, select **Wishlist**.
3. Click to expand the General Options section. Then, set **Enabled** to one of the following:

Yes	Displays the Add to Wishlist link on category and product pages.
No	Removes the Add to Wishlist link on category and product pages.

4. Click to expand the **Share Options** section, and select one of the following:

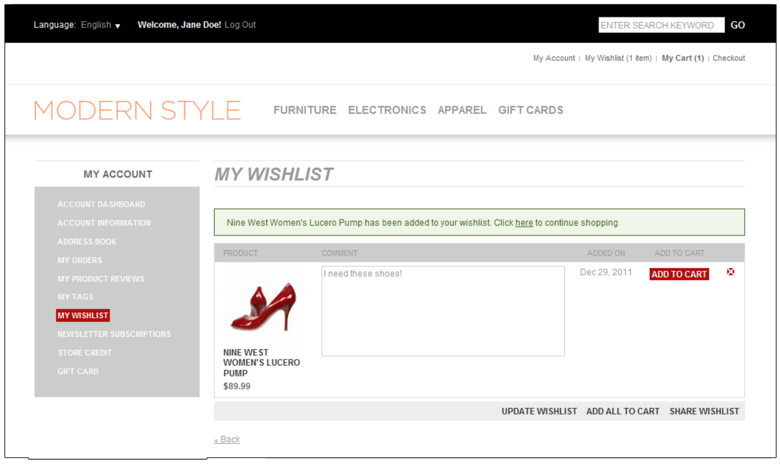
Email Template	Determines the email template that is used when a customer shares a wishlist.
Email Sender	Determines the store contact that appears as the sender of the notification a customer receives when a wishlist is shared.

5. When complete, click **Save Config**.

To update wishlist items from "My Account:"

1. From the account dashboard, under My Account, click **My Wishlist**.
2. To view the current options for an item, point to **View Details**.
3. To update the selection of product options, click **Edit**.
4. On the product page, update the quantity and selected options as needed.
5. When complete, click **Update Wishlist**.

If the options don't appear in the wishlist, return to the product page to make sure that they are selected.



Customer Dashboard with Wishlist

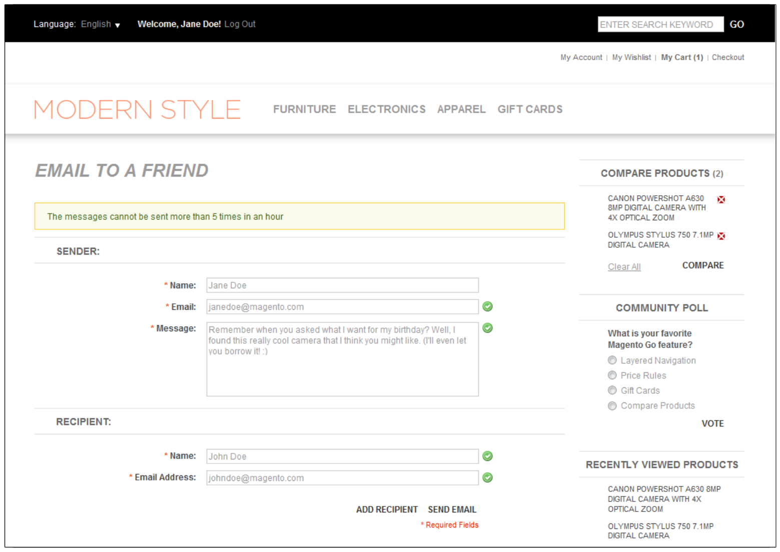
To update wishlist items from the Admin panel:

1. On the Admin menu, select **Customers > Manage Customers**.
2. Find the customer in the list, and click to open the record.
3. In the Customer Information panel on the left, click **Wishlist**.
4. Find the item to be edited in the list. Any options selected for the product appear below the product name. To edit the product options, do one of the following:
   - Select the checkbox for the item. Then, set the **Action** control to "Configure" and click **Submit**.
   - Click the **Configure** link.
5. On the Product Detail page, update the **Quantity** and selected options as needed.
6. When complete, click **Update Wishlist**.

Email a Friend

Easy

The Email a Friend link makes it easy for your customers to share links to products with their friends. To prevent spamming, a customer can send only five messages an hour.



Sending Email to a Friend

The automated message that is sent is referred to as transactional email. The template that is used as the basis of the message can be customized for your voice and brand.

To email a friend:

1. On the product page, click the **Email a Friend** link. When prompted, either log into your customer account or register to open an account.
2. Complete the **Message** and enter the recipient **Name** and **Email Address**.

   To send the message to more than one person, click the **Add Recipient** button and complete the recipient information for each person.
3. When ready to send the message, click the **Send Email** button.

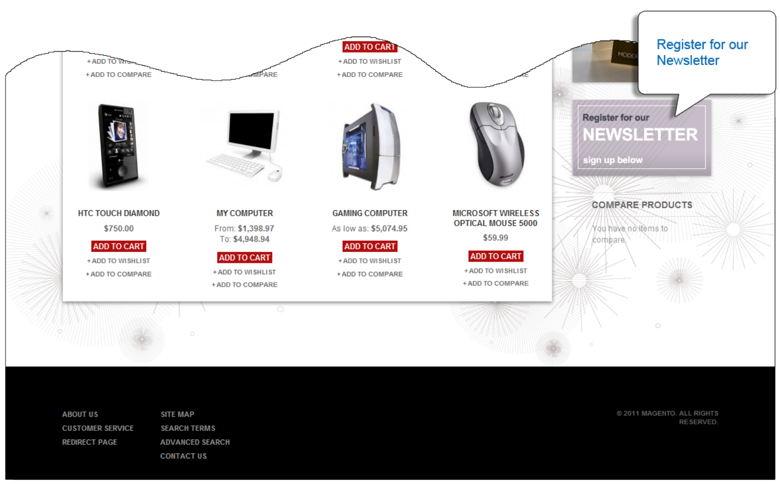
Notes

Chapter 21:

Newsletters

Publishing a regular newsletter that provides information of value to your customers is one of the most effective ways to develop an ongoing relationship with your customers. A newsletter can be as simple as an email message that is sent on a regular basis. Most newsletters are based on templates that combine your branding and content with a page layout that has been carefully designed for effective communication. There is a set of established best practices regarding business email communication, and many software products and services available online to help you get started.

By default, your store includes a built-in block on the home page that invites customers to subscribe to your newsletter. When people register for an account with your store, they are reminded to select a checkbox to subscribe. Once they are registered, your customers can manage their newsletter subscriptions from the dashboard of their account.



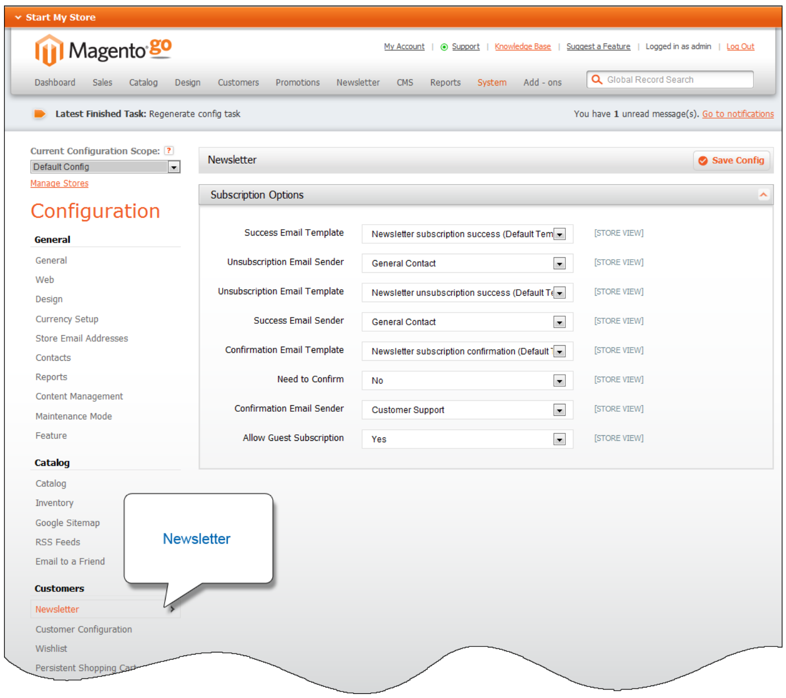
Register for Our Newsletter

Although Magento Go does not produce the actual newsletter, it does help to build and manage your list of subscribers, and also provides a platform for publishing archived versions of each issue. However, if you do not yet publish a newsletter, all these features can be disabled through the Admin panel of your store. The list of subscribers can be exported for your own mailings, combined with other lists, or sent to the provider managing your newsletter campaign.

Setting Up Subscription Options

Intermediate

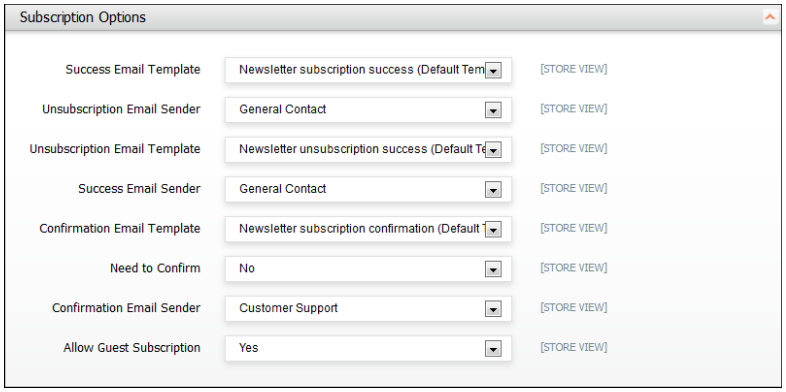
Magento Go manages your list of subscribers and includes a standard set of newsletter notification templates, including a confirmation template, and others that confirm requests to subscribe or unsubscribe. You should preview each template, and make any changes necessary to keep the message consistent with your voice and brand.



Newsletter Subscription Options

Step 1: Complete the Newsletter Settings for Your Store

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Customers, select **Newsletter**.
3. Click to expand the **Subscription Options** section, and do the following:



Subscription Options

a. To require that each subscription be confirmed by email, set **Need to Confirm** to "Yes."

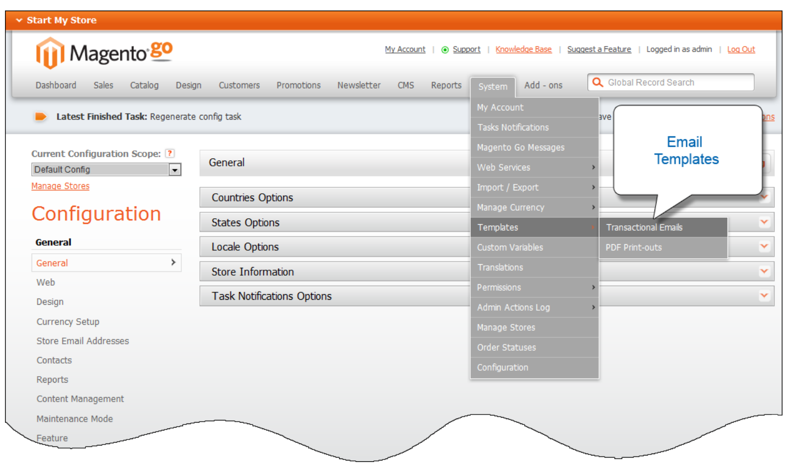
The double opt-in technique is a protection for both you and your customers. By requiring subscribers to confirm twice, it reduces the number of customers who might consider your newsletter to be spam.

b. To let visitors subscribe to your newsletter without opening an account, set **Allow Guest Subscription** to "Yes."

4. When complete, click the **Save Config** button.

Step 2: Preview the Newsletter Confirmation Template

1. On the Admin menu, select **System > Transactional Emails**.



Transactional Email Templates

2. Set **Template** to "Newsletter Subscription Confirmation." Then, click the **Load Template** button.

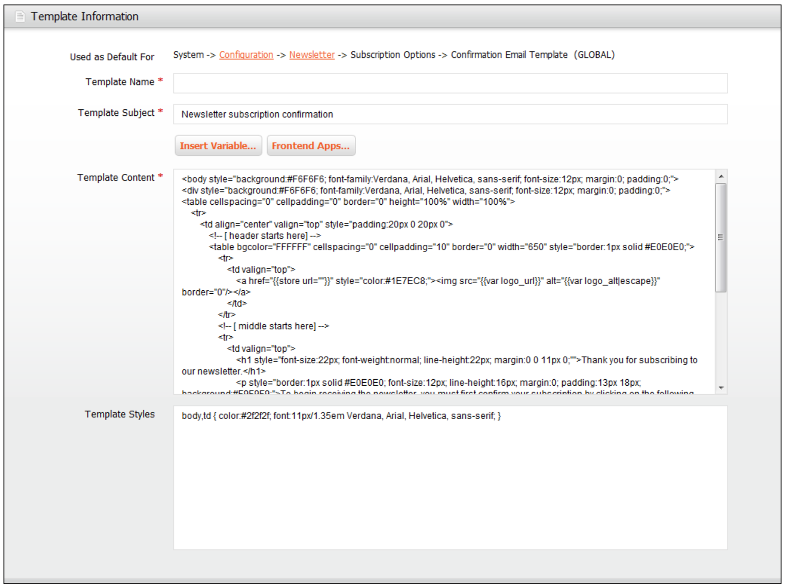
3. Click the **Preview** button to open the template in a new window.

4. To edit the template, do the following:

   a. Enter a new **Template Name**.

   b. Make any changes necessary to the **Template Content**.

5. When complete, click the **Save Template** button.



Newsletter Confirmation Email Template Code

Field Descriptions

Field	Description
Success Email Template	Identifies the email template that is used when a "subscription success" message is sent to customers.
Unsubscription Email Sender	Identifies the store contact that is the sender of the automated "unsubscribe" email message.
Unsubscription Email Template	Identifies the email template that is used when a "acknowledgement of a request to unsubscribe" is sent to customers.
Success Email Sender	Identifies the store contact that is the sender of the automated "success" email message.
Confirmation Email Template	Identifies the email template that is used for the subscription confirmation message.

Field	Description
Need to Confirm	Determines if the customer must opt-in my confirming that the message has been received.
Confirmation Email Sender	Determines the store contact that is shown as the sender of the message
Allow Guest Subscription	Determines if guest shoppers are allowed to subscribe to the newsletter.

Managing Requests to Unsubscribe

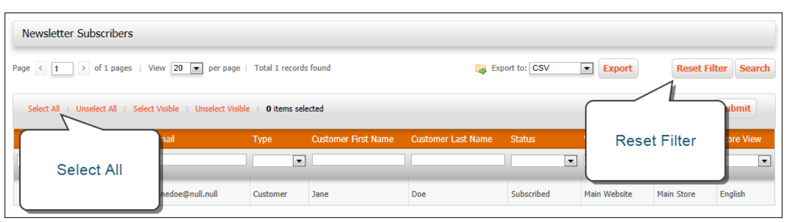
Intermediate

By law, every person who has subscribed to your newsletter must be able to unsubscribe, or "opt out." In the United States, a recipient's request to unsubscribe must be honored within ten business days. In addition, after a person has requested to unsubscribe, you cannot sell or transfer their email address, even as part of a larger mailing list. To learn more about the rules governing the use of email, see the Bureau of Consumer Protection.

As a best practice, you should always provide your customers the option to unsubscribe to your newsletter, and regularly delete the records of those who request to unsubscribe.

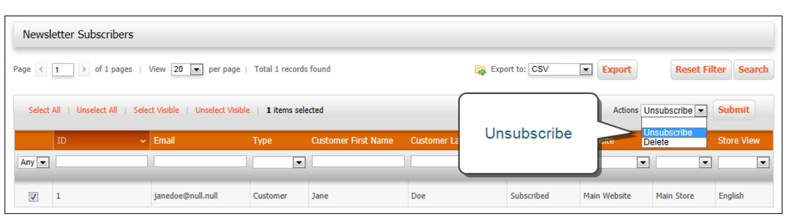
To manage requests to unsubscribe:

1. On the Admin menu, select **System > Newsletter > Newsletter Subscriptions**.
2. Click the **Reset Filter** button. Then, do one of the following:
   - To select all available subscribers, click the **Select All** link.
   - To select individual records, select the checkbox of each subscriber.



Select All

3. Set **Actions** to "Unsubscribe."



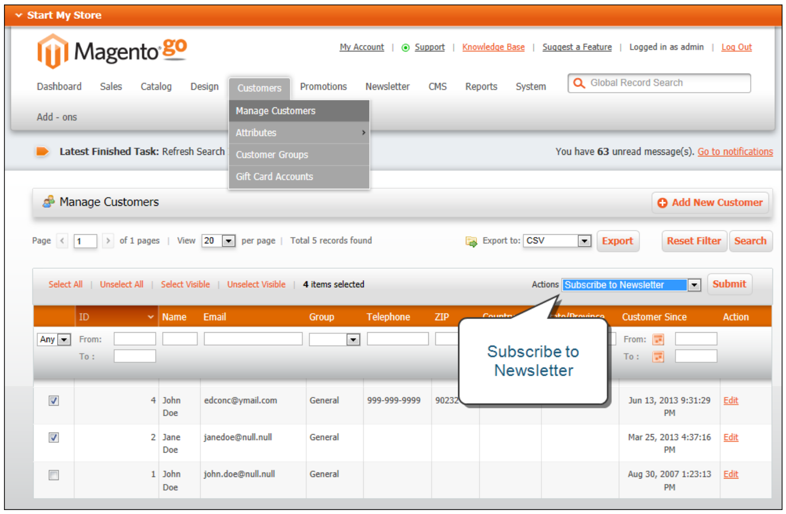
Unsubscribe

4. When complete, click the **Submit** button.

Updating Multiple Subscriptions

Intermediate

Customer subscriptions can be managed directly from the customer list, which gives you the ability to respond immediately to customer requests to subscribe or unsubscribe. In addition, you can update multiple customer records at a time.



Subscribing Multiple Customers

To apply an action to multiple records:

1. On the Admin menu, select **Customers > Manage Customers**.
2. Click the **Refresh Filter** button to remove any filters and display all of your customers.
3. Select the checkbox of each customer record that you want to manage. Then, set the **Actions** control to one of the following:
   - Subscribe to Newsletter
   - Unsubscribe from Newsletter
4. Click the **Submit** button to apply the action to each selected customer record.

Editing the Newsletter Block

Intermediate

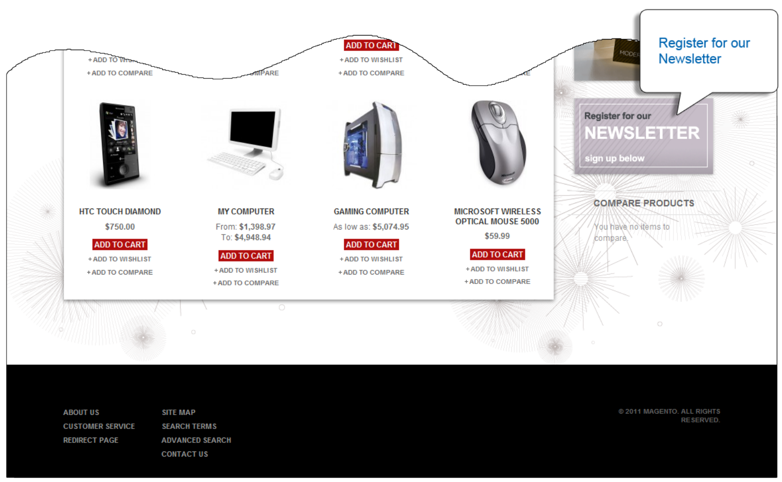
Your store includes a block that invites people to sign up to receive your newsletter. The design and position of the block varies by theme. By default the newsletter signup block appears in the footer of your store, and contains the following code:

CMS "Subscribe" Block Code

```
<div class="f-right">
<a title="Click here to sign up for our newsletter"
onclick="$$('.form-subscribe .input-text')[0].addClassName('highlighted');"
href="#newsletter">Newsletter Signup</a></div>
```

As with any other CMS block, the content and design of the newsletter signup block can be easily edited. You can also use the Frontend App tool to display the block in a more prominent place, such as in the header or a sidebar. Using the Block ID markup tag is another way to incorporate the newsletter signup block into a CMS page or other block.

If you have disabled the newsletter module for your store, you will also need to disable the newsletter signup block, so it no longer appears in the footer of your store.



Register for Our Newsletter

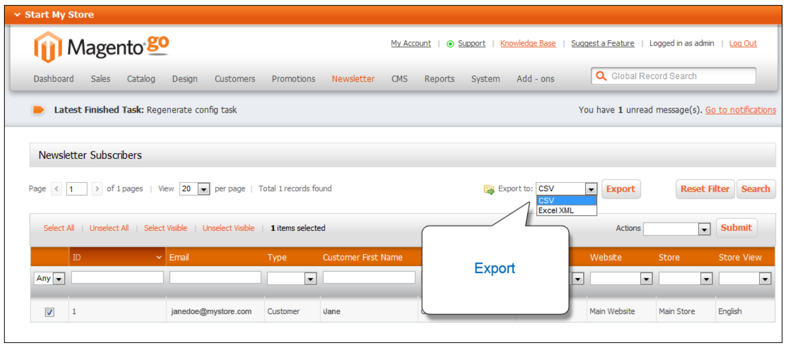
To disable the Newsletter Signup block:

1. On the Admin menu, select **CMS > Static Blocks**.
2. In the list, find the "Subscribe" block, and click to open the block.
3. Set **Status** to "Disabled."
4. When complete, click the **Save Block** button.

Exporting Newsletter Subscribers

Intermediate

Your list of newsletters subscribers can be exported in a format that can be used by third-party newsletter applications and services. Before exporting the list as a CSV or XML file, make sure to process any outstanding requests to unsubscribe.



Export Subscribers

To export your subscriber list:

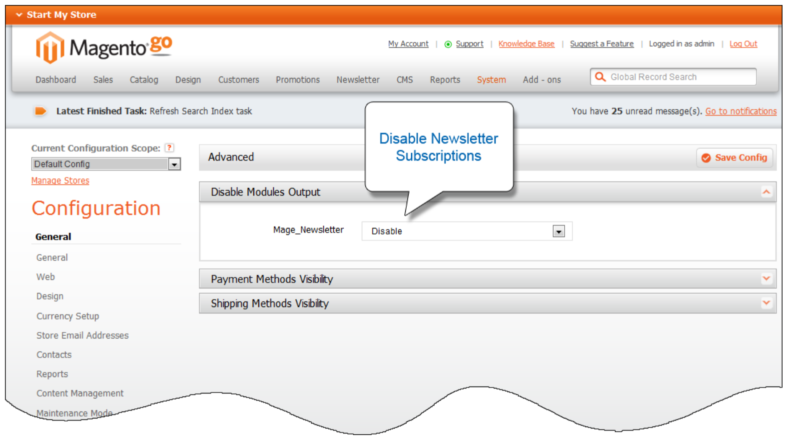
1. On the Admin menu, select **Newsletter > Newsletter Subscribers**.
2. Click the **Reset Filter** button to load the complete subscriber list. Then, do one of the following:
   - To select all subscribers, click the **Select All** link in the upper-left corner of the list.
   - To select individual subscribers, select the checkbox of each record.
   - To select only the records of those who have subscribed, set the search filter of the **Status** column to "Subscribed." Then, click the **Search** button.
3. To export the selected subscribers, set the **Export** to one of the following:
   - CSV
   - XML
4. Click the **Export** button, and when prompted, **Save** the file to your computer.

Disabling Newsletter Subscriptions

Intermediate

If you are not ready to publish a newsletter, the subscription management feature can be temporarily removed from your store. You can restore the functionality at any time by changing the configuration setting back to "Enable."

If you disable the newsletter in your configuration, you must separately disable the newsletter block that appears in the footer.



Disable Newsletter Module

To disable newsletter subscriptions:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Advanced, select **Advanced**.
3. In the Disable Modules Output section, set **Mage_Newsletter** to "Disable."
4. When complete, click the **Save Config** button.
5. If necessary, follow the instructions to disable the newsletter subscription block.

Notes

Chapter 22:

Sales Channels

Publishing your catalog through multiple channels is an effective way to widen your distribution without much effort. You can start by syndicating your content with RSS feeds, and then expand by sending your catalog data to shopping aggregators. In this section, you will learn how to set up RSS Feeds and publish your catalog content to Google Shopping.

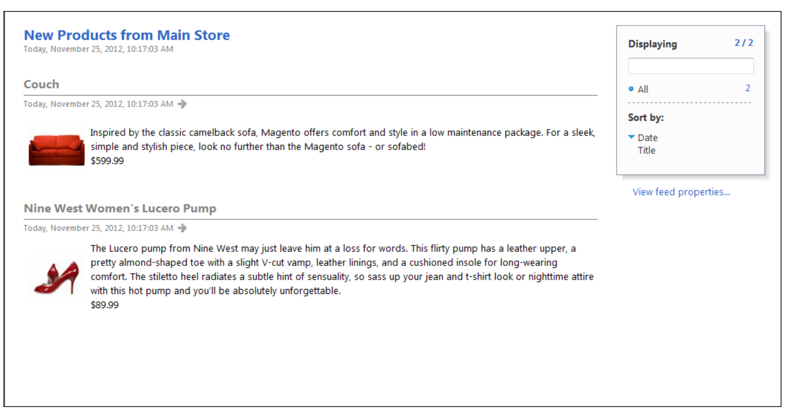
Setting Up RSS Feeds

Intermediate

RSS (Really Simple Syndication) is an XML-based data format that is used to distribute information online. This means that your customers can subscribe to your RSS feeds and be notified of new products and promotions. RSS is a great way to let your customers know about new products available in your store. RSS Feeds can be used to publish your product information on shopping aggregation sites and can also be included in newsletters.

When RSS feeds are enabled, any additions to products, specials, categories, and coupons in your store are automatically sent to the subscribers of each feed. A link to all the RSS feeds that you publish appears in the footer of your store.

The software that is used to read an RSS feed is called a feed reader, and allows people to subscribe to headlines, blogs, podcasts, and much more. Google Reader is one of the many feed readers which are available online for free.



RSS Feed Reader

To set up RSS feeds for your store:

1. From the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **RSS Feeds**.
3. In the Rss Config section, set **Enable RSS** to "Enable." Then, in each section below, set the feeds that you want to activate to "Enable."
   a. In the Wishlist section, set **Enable RSS** to "Enable."
   b. In the Catalog section, set any, or all, of the following feeds to "Enable."
      - New Products
      - Special Products
      - Coupons/Discounts
      - Tags Products
      - Top Level Category
   c. In the Order section, set **Customer Order Status Notification** to "Enable."
4. When complete, click the **Save Config** button.

Types of RSS Feeds

RSS Feed	Description
Wishlist	When enabled, an RSS feed link will be available on top of customer wishlist pages. Additionally, the wishlist sharing page will also include a checkbox that lets you add a link to wishlist RSS feeds on shared wishlists.
New Products	The new products RSS feed tracks new products added to the store catalog and will syndicate them.
Special Products	The special products RSS feed will syndicate products with special pricing.
Coupons / Discounts	Any special coupons or discounts generated in your store will be added to this RSS feed.
Tags Products	The tags products RSS feed manages and syndicates newly added product tags.
Top Level Category	This RSS feed tracks new top level categories, or root level categories,

RSS Feed	Description
Customer Order Status	Allows customers to track their order status with an RSS feed. When enabled, an RSS feed link will appear on the order.

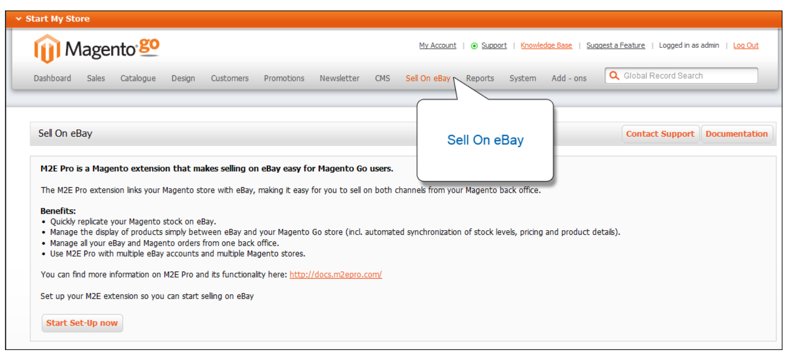
Selling on eBay

Now your Magento Go store can be fully integrated and synchronized with all twenty-three major eBay marketplaces! With Sell On eBay activated, you can:

- Import eBay transactions
- Create Magento orders
- Manage product listings
- Automatically send and receive feedback

...and much more!

Read this overview to learn how to get started selling on eBay right away!

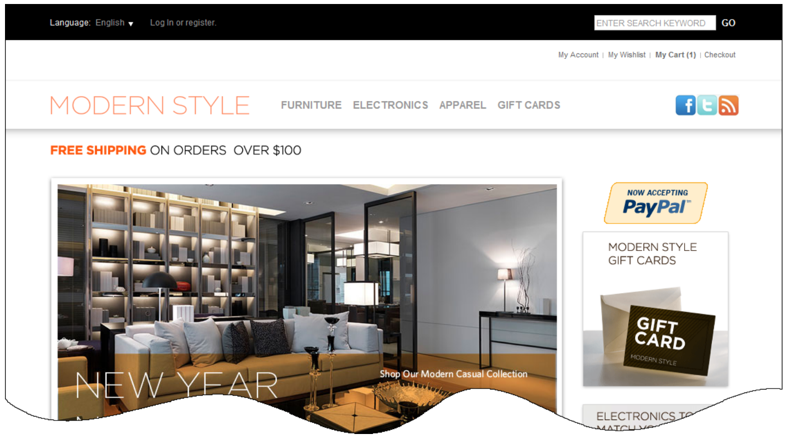


Sell On eBay

Adding Social Plugins

Intermediate

Social media sites provide a variety of plugins that you can use to add their official badges to your store. All you have to do is find the code you want to use, copy it to a static block, and place the block in your store. To make sure that all your social media badges are available from every page of your store, group them in a single block and place it in either the header or footer.



Social Media Badges in Header

Step 1: Find the Code You Want to Use

Most social media sites offer a selection of icons, badges, and buttons in different styles and sizes. The first step is to find the find the one that you want to add to your store.

Some plugins have two different sets of code. One that is placed either just before, or after the HTML body tag. The second set of code is placed where you want the badge to appear. To learn more, see: Adding Third-Party Scripts.

1. Follow the instructions on the site to copy the code, and paste it into a text editor.

2. If the plugin includes a section of code that is to be placed either before or after the HTML body tag, do the following:

   a. On the Admin menu, select **System > Configuration**. In the Configuration panel on the left, under General, select **Design**.

   b. Do one of the following:

      - If the code goes before the opening <body> tag, click to expand the **HTML Head** section.
      - If the code goes before the closing <body> tag, click to expand the **Footer** section.

   c. Paste the code into the **Miscellaneous Scripts** box.

3. When complete, click the **Save Config** button.

Step 2: Create a Block for the Badges

1. On the Admin menu, select **CMS > Static Blocks**. Then, in the upper-right corner, click the **Add New Block** button.
2. Complete the following required fields:
   - Block Title
   - Identifier
   - Store View
   - Status
3. Click the **Show / Hide Editor** button to work with the HTML code. Then in the Content section, paste the code that displays the badge.
4. When complete, click the **Save Block** button.

Step 3: Use the Frontend App Tool to Place the Block

Use the Frontend App tool to place the block that you created at a specific location in your store. You can experiment with different block references to find the location that works best. For more precise positioning, you can also make adjustments to the CSS style sheet used by your theme.

Notes

Chapter 23:

Google Tools

Your store includes a number of tools to help optimize your content, analyze your traffic, place online ads, and connect your catalog to shopping aggregators.

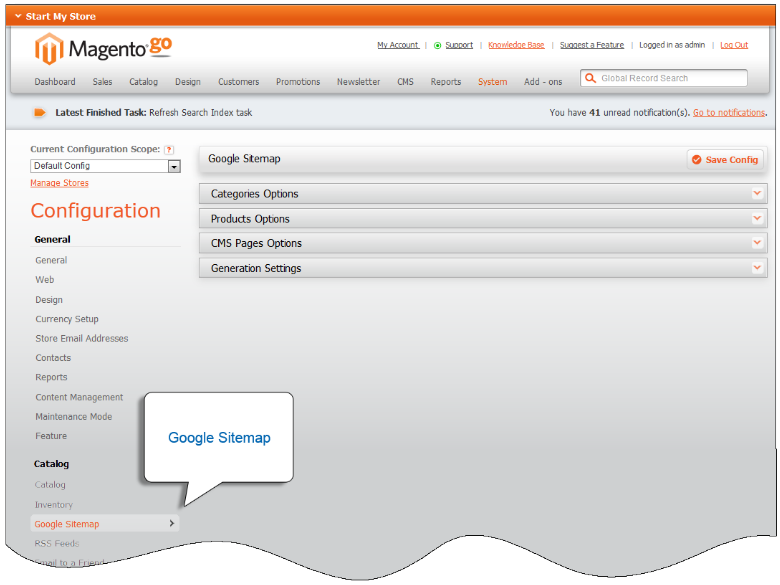
In this section, you will learn how to use the following Google tools:

- Google Sitemap
- Google Analytics
- Google Merchant Center
- Google Adwords
- Google Shopping

Google Sitemap

Intermediate

Google Sitemap improves the way your store is indexed by their search engine, and is specifically designed to find pages which might otherwise be overlooked. As with the standard Magento sitemap, the Google Sitemap is an index of all the pages on your site. However, unlike the Magento sitemap, the Google Sitemap is not visible to customers in your store.



Configure Google Sitemap

Process Overview:

Step 1: Remove any “robots.txt” Restrictions

Step 2: Generate the Sitemap

Step 3: Submit Your Sitemap to Google

Step 4: Restore Previous “robots.txt” Restrictions

Step 1: Remove any "robots.txt" Restrictions

When first setting up your Google Sitemap, you must provide full access for Google to index your site. If you have a robots.txt file, make sure that it includes the following instruction:

```
User-agent:*
Disallow:
```

After your sitemap has been successfully submitted to Google, you can restore any instructions to exclude certain locations of your site. If you have not yet set up a robots.txt file, you can do so after you finish the sitemap.

Step 2: Generate the Sitemap

1. On the Admin menu, select **Catalog > Google Sitemap**.

2. In the Sitemap section, click the **Add New button**. Then, do the following:

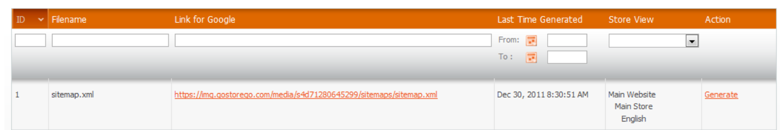
a. In the **Filename** field, enter: “sitemap.xml”

b. Set **Store View** to the view where the sitemap will be used.

3. Click the **Save & Generate** button to create the sitemap.

The sitemap appears in the list, with a link to sitemap.xml file. From here, you can do the following:

- To view the sitemap, click the hyperlink in the **Link for Google** column. This is the link that you will later submit to Google.
- To update the sitemap, click the **Generate** link.

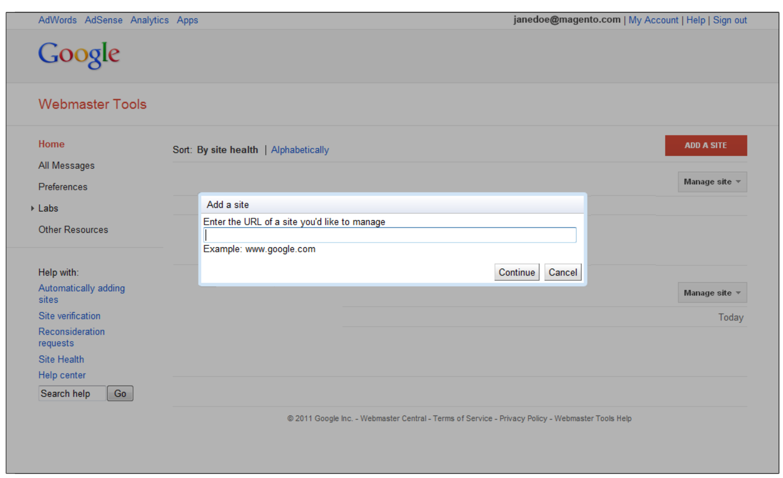


Sitemap Link for Google

Step 3: Submit Your Sitemap to Google

1. Go to **Google Webmaster Tools** and do one of the following:
   - Log in to your existing account.
   - Create a new account, and log in.

2. Click the **Add a Site** button.



Add a Site

3. When prompted to enter your store address, do one of the following:

- If your store has a custom domain (mystore.com), enter the full URL (http://www.mystore.com) as your store address.
- If your store uses the shared domain (gostorego.com), enter the full URL (http://mystore.gostorego.com) as your store address.

Then, click **Continue**.

4. To verify that you are the owner of the site, click the **Alternate Methods** tab. Then, choose one of the following methods:

- Add a DNS record to your domain's configuration
- Add a meta tag to your site's home page

To verify your site with a meta tag, do the following:

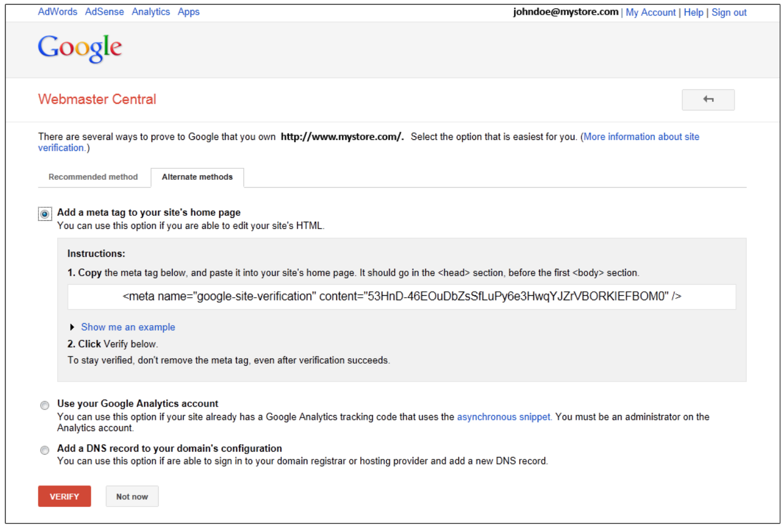
a. Open two tabs on your browser; one for Google Webmaster Central, and the other that is logged in to the Admin panel of your store.

b. Follow the instructions on Webmaster Central to copy the full text of the Google site verification meta tag.

c. From the Admin panel of your store, go to **System > Configuration**. In the Configuration panel on the left, under General, click **Design**.

d. In the **HTML Head** section, scroll down to **Miscellaneous Scripts** and paste the site verification meta tag. Then, click the **Save Config** button.

e. Return to **Google Webmaster Central**, and click **Verify**.

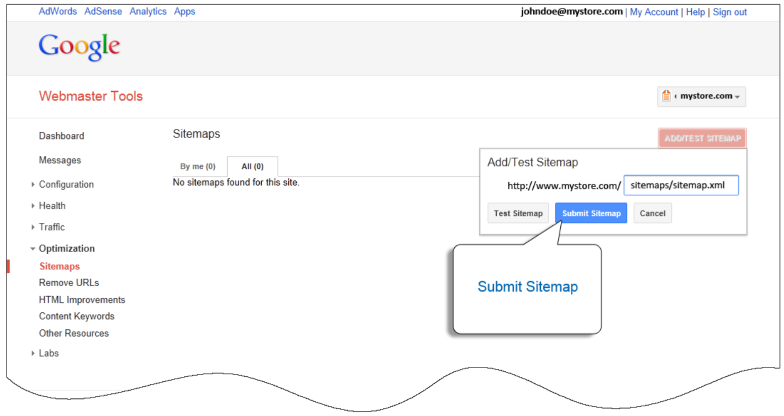


Google Site Verification

5. After your site is verified and appears in your Google dashboard, do the following:
   a. Click the name of your store. Then, click the **Sitemaps** button.
   b. In the upper-right corner, click the **Add/Test Sitemap** button.
6. Return to your store Admin, and copy the path to your Google sitemap. If necessary, log back in and do the following:
   a. Go to **Catalog > Google Sitemap.**
   b. In the **Link for Google** column, right-click the link to your sitemap. Then on the context menu, click **Copy Shortcut**.
   c. Open a text editor and paste the link. Then, copy the part of the link that comes after the "dot com." It looks like this:

```
/media/s4d71280645299/sitemaps/sitemap.xml
```

7. Return to **Google Webmaster Tools** and paste the text into the box to complete the address of your sitemap. Then, click the **Submit Sitemap** button.



Submit Google Sitemap

8. Make sure that the link to your sitemap is working correctly, and that your Google dashboard shows the number of pages indexed.

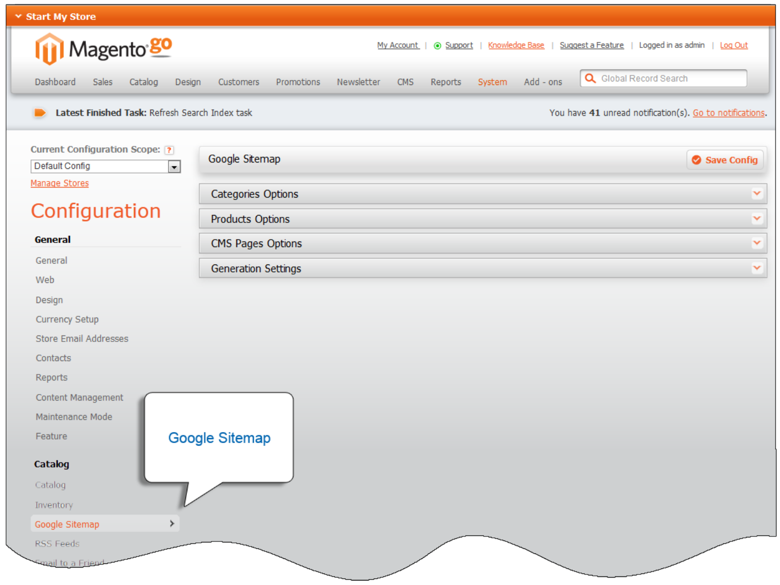
Step 4: Restore Previous "robots.txt" Restrictions

If you changed your robots.txt file to make it fully accessible, you can now restore the previous instructions to disallow access to certain areas of your site.

Updating Google Sitemap **Intermediate**

Your Google sitemap should be updated as frequently as the content on your site changes, which could be daily, weekly, or monthly. The configuration lets you set the frequency and priority for each type of content separately. The Google Sitemap configuration is organized into the following sections:

- Categories Options
- Products Options
- CMS Pages Options
- Generation Settings



Google Sitemap Configuration

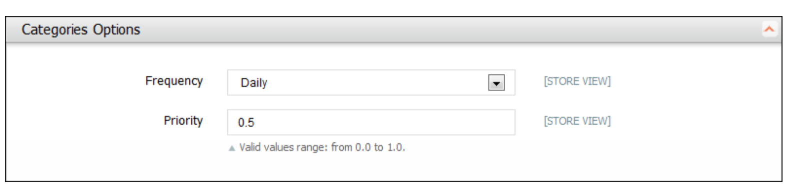
Step 1: Access the Google Sitemap Configuration

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Google Sitemap**.

Step 2: Complete the Categories Options

1. Click to expand the **Categories Options** section, and do the following:
   a. Set the **Frequency** of the update to one of the following:
      - Always / Never
      - Hourly / Daily
      - Weekly / Monthly / Yearly

   b. Set the **Priority** of the scan to a value between 0.0 and 1.0.



Google Sitemap Categories Options

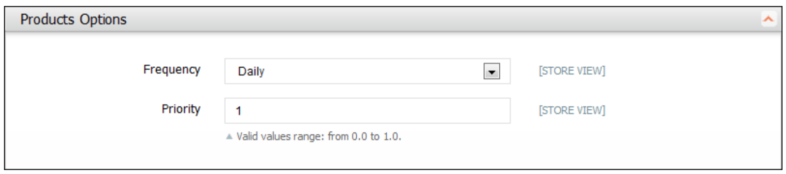
Step 3: Complete the Products Options

1. Click to expand the **Products Options** section, and do the following:

   a. Set the **Frequency** of the update to one of the following:

      - Always / Never
      - Hourly / Daily
      - Weekly / Monthly / Yearly

   b. Set the **Priority** of the scan to a value between 0.0 and 1.0.



Google Sitemap Products Options

Step 4: Complete the CMS Pages Options

1. Click to expand the **CMS Pages Options** section.

   a. Set the **Frequency** of the update to one of the following:

      - Always / Never
      - Hourly / Daily
      - Weekly / Monthly / Yearly

   b. Set the **Priority** of the scan to a value between 0.0 and 1.0.

Google Sitemap CMS Pages Options

Step 5: Complete the Generation Settings:

1. Click to expand the **Generation Settings** section. Then, do the following:

   a. Set the **Verification Code** to ...

   b. To activate Google Sitemap, set **Enabled** to "Yes."

   c. Set **Start Time** to the hour, minute and second that you want the sitemap to be updated.

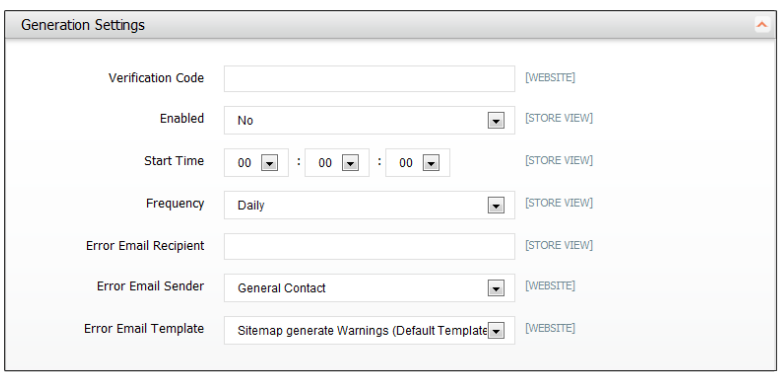
   d. Set **Frequency** to one of the following:

      - Daily
      - Weekly
      - Monthly

   e. In the **Error Email Recipient** field, enter the email address of the person to receive notification if an error occurs while updating the sitemap.

   f. Set **Error Email Sender** to the store contact to appear as the sender of error notification messages.

   g. Select the **Error Email Template** that you want to use for error notification messages.



Google Sitemap Generation Settings

Step 6: Save the Configuration

When complete, click the **Save Config** button.

Setting Up a "Robots" File

Intermediate

Robots.txt is a text file that is checked whenever search engines visit your web site. Search engine robots, or “bots,” are programs that index web content, including your store. The robots.txt file is currently the standard for determining which information on a web site gets indexed.

When a search engine visits your web site, it first looks for a robots.txt file. If one is found, the search bot follows the instructions in the file. For example, the following instructions tell all visiting search bots not to visit or index any pages on your web site.

`User-agent: *`	Indicates that the rules listed below apply to all
`Disallow: /`	Directs the search bot not to visit any page on the site.

It should be noted that some robots completely ignore any rules defined in a robots.txt file, especially harmful bots that scour the web looking for vulnerabilities or contact information. In terms of configuring robots.txt, however, we’re only concerned with search engine robots - the ones that follow the rules and play nice! With that said, let’s take a look at how you can use robots.txt in your Magento Go store.

Default Settings

Your Magento Go store already has a robots.txt file that is set to “INDEX, FOLLOW.” This default setting directs all search bots to index all pages and follow links. It is generally in your best interest to have your content indexed by search engines—especially your product pages.

The Default Robots option can be set to one of the following:

`NOINDEX, FOLLOW`	Pages are not indexed, but search engine bots are allowed to follow links from applicable pages.*
`INDEX, NOFOLLOW`	Pages are indexed, but search engine bots do not follow links.
`NOINDEX, NOFOLLOW`	Pages are not indexed, and search engine bots do not follow links.

> Applicable pages are those which are not excluded with “Disallow: “

Excluding Pages

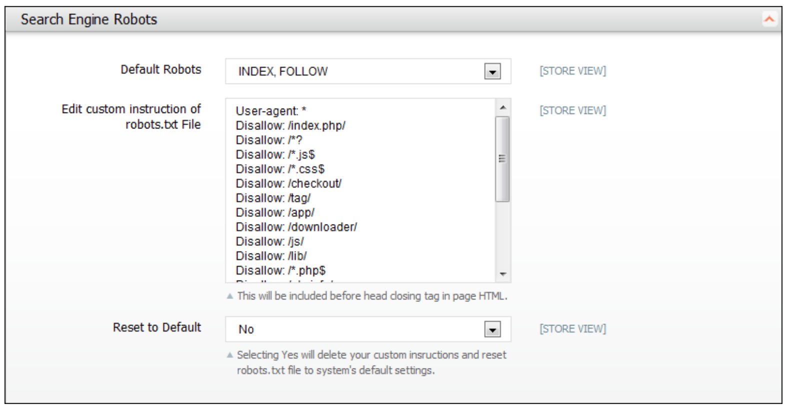
There may be pages or folders in your site that you do not want to be indexed by search engines. The following code tells search bots to stay out of specific pages and folders.

Example

```
User-agent: *
Disallow: /terms-of-service.html
Disallow: /referral-discounts.html
Disallow: /customer/
Disallow: /media/
```

To create a custom robots.txt file:

1. On the Admin menu, select **System > Configuration > Design**.
2. Click to expand the **Search Engine Robots** section.



Search Engine Robots

3. Set **Default Robots** to "Custom Instructions." Then, complete the instructions as follows:

   a. Specify whether the instructions apply to all bots or only to specific ones.

   To apply to all bots, type:

   ```
   User-agent: *
   ```

   To apply to specific bots, type the bot name, such as:

   ```
   User-agent: googlebot
   ```

   b. List the files or directories that you want to prevent the bots from indexing by listing them in the following pattern:

   To disallow a directory, type:

```
Disallow: /folder/
```

To disallow a file, type:

```
Disallow: /folder/filename.html
```

4. Set **Reset to Default** to “No.”

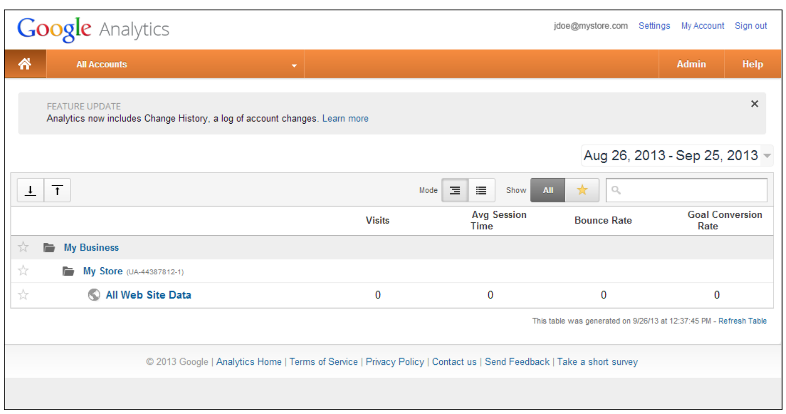
5. When complete, click the **Save Changes** button.

   Make sure to save your changes so that they take effect. To preview your robots.txt file, go to your-store.gostorego.com/robots.txt and verify that it contains your customizations.

Google Analytics

Intermediate

Google Analytics provides detailed statistics about the traffic on your site, as well as information about the effectiveness of your marketing campaigns. This article shows how to set up your Google Analytics account and add the tracking code to your store.



Google Analytics Account List

Process Overview:

Step 1: Create a Google Analytics Account

Step 2: Configure Your Store for Google Analytics

Step 3: Verify the Data Transmission

Step 1: Create a Google Analytics Account

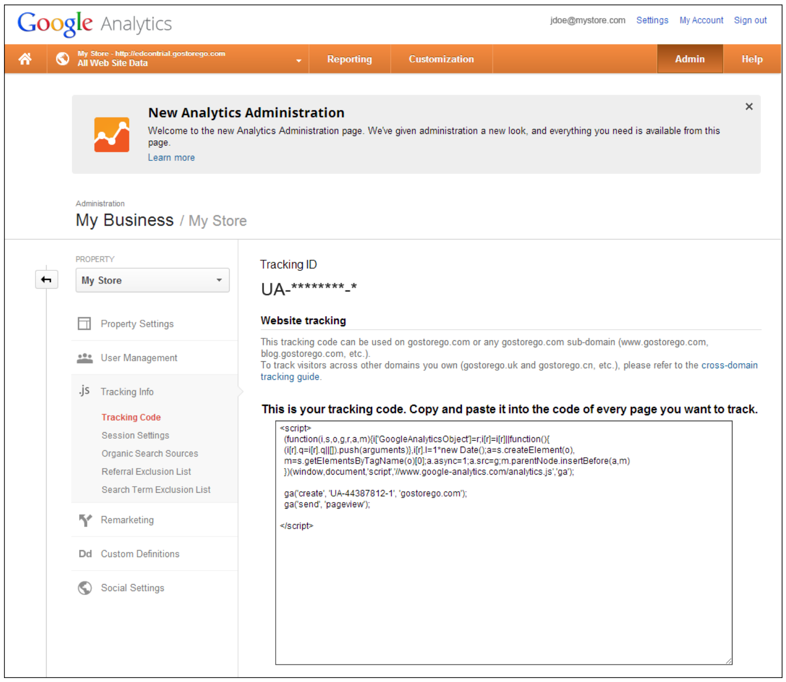
1. Go to the Google Analytics site, and click **Access Analytics**. Then, do one of the following:
   - If you already have a Google account, click **Sign In**. Then, enter your **Email** and **Password** to log in to your account.
   - If you do not yet have a Google account, click **Create an Account** and follow the instructions.
2. To continue, click the **Sign Up** button.

Sign Up for Google Analytics

3. On the New Account page, under "Setting up your account," enter an **Account Name**. This should be a top-level reference such as the name of your business, rather than the name of an individual store.
4. Under "Setting up your property," do the following:
   a. Enter the **Website Name** of your store.
   b. Enter the **Website URL** of your store.
5. Complete the remaining items on the form. Then, click the **Get Tracking ID** button at the bottom of the page.
6. When prompted, read the Terms of Service Agreement, and click the **I Accept** button to continue.
7. On the Administration page, do the following:

a. Write down your **Tracking ID**, including the "UA-" prefix. You will need this later to configure your store.

b. In the box below, drag to select the tracking code and press **Ctrl + C** to copy it to the clipboard. You will later paste this tracking code into your store's configuration.



Tracking ID

Step 2: Configure Your Store for Google Analytics

1. On the Admin menu, select **System > Configuration**.

2. In the Configuration panel on the left, under Sales, select **Google API**. Then, click to expand the **Google Analytics** section, and do the following:

Enable Google Analytics

a. Set **Enable** to "Yes."

b. In the **Account Number** field, enter your **Tracking ID** including the "UA-" prefix. The number can be found on the Google Analytics account page, and also in the Google Analytics code for your site.

```
UA-########-#
```

c. If you want to anonymize part of your visitors' IP address before it is sent to Google, set **Enable IP Anonymization** to "Yes."

> According to Google, anonymizing IP addresses can reduce the accuracy of geographic data in the Analytics report.

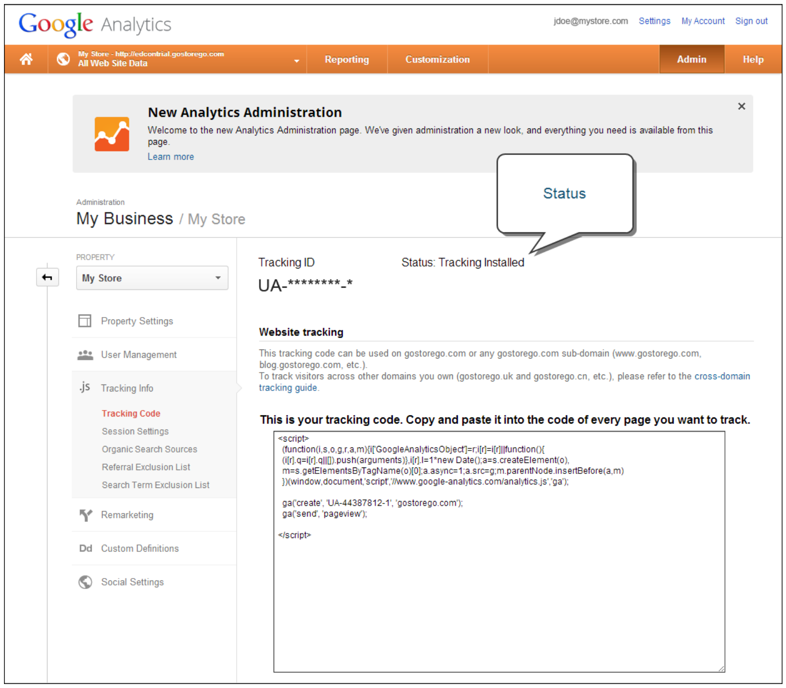
d. If you want to test the effectiveness of individual pages in your store set **Enable Content Experiments** to "Yes."

3. When complete, click the **Save Config** button.

Step 3: Verify the Data Transmission

1. Return to your Google Analytics account to make sure that Google is receiving data from your store.

2. From the Administration page, in the center column under Property, click to expand **Tracking Info**. Then, click **Tracking Code** to check the status of your account.



Tracking Code Installed

Moving to Content Experiments

Intermediate

Google Website Optimizer has been replaced with Google Analytics Content Experiments. If you previously used Google Website Optimizer, complete the following steps to update your store for Content Experiments. To learn more, see Google's article, "Move from Website Optimizer to Content Experiments."

Important! Google no longer redirects traffic from your original page to the winning variation identified by Website Optimizer, so you need to update your store to reflect the change to Content Experiments.

Step 1: Identify the Winning Variation of the Page

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. In the list, click to open the version of the page that was the winning variation from your Website Optimizer tests. Then, write down the URL key of the page. This is the version of the page that you will keep, and it will become the target of the redirect.
3. In the panel on the left, select **Content**. Then in the Content section, click the **Show/Hide Editor** button to display the code.

4. In the **Content** box, carefully delete any code that was added for a Google Website Optimizer test. Then, copy the entire contents of the remaining code in the Content box to the Clipboard or other text editor. You will need this code in Step 2.

5. When complete, click the **Save Page** button.

Step 2: Update All Other Variation Pages

1. In the list of CMS pages, take note of the URL key of each page that you want to redirect and write it down. You will need this information to complete Step 3.

2. Click to open a variation page that was modified with Website Optimizer code, and that you want to redirect.

3. In the panel on the left, select **Content**. Then in the Content section, click the **Show/Hide Editor** button to display the code.

4. Delete all the original code, and paste the code that you copied from the winning variation page. Although this page will eventually be redirected, in the meanwhile, it will display the same content as the target page.

5. When complete, click the **Save Page** button.

6. Repeat these steps for each variation page that is to be redirected to the target page.

Step 3: Redirect All Variation Pages to the Target Page

To preserve any outstanding links to variation pages, you can do a permanent redirect from each variation to the target page. Follow the instructions below to redirect each variation page.

1. From the Admin menu, select **Catalog > URL Rewrite Management**.

2. In the upper-right corner, click the **Add URL Rewrite** button.

3. Set **Create URL Rewrite** to "Custom." Then for each variation page, do the following:

   a. In the **ID Path** and **Request Path** fields, enter the URL Key of the page to be redirected, which you copied in Step 1.

   b. In the **Target Path**, enter the URL Key of the winning variation page that you want to keep.

   c. Set **Redirect** to "Permanent (301)."

   d. For your own reference, enter a brief **Description** to explain the purpose of the redirect.

4. When complete, click the **Save** button.

5. When all variation pages have been redirected, select **Catalog > Search Indexing** and click the **Refresh Index** button.

Step 4: Test Each Redirect

From your storefront, enter the original URL of each redirected page and press the F5 key to refresh the browser. The URL of the target page should appear in the address bar of the browser.

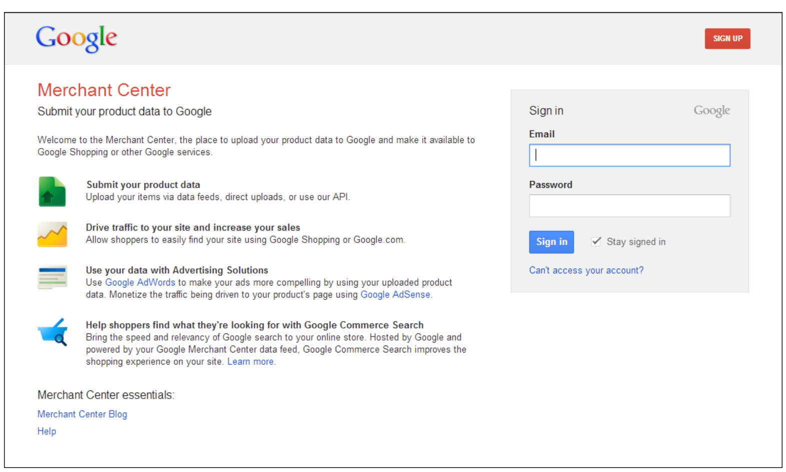
Google Merchant Center

Google Merchant Center helps you manage Google's shopping tools and services from a single dashboard. In addition to the following services, you can also link Google Analytics to your Merchant Center account.

- **Google Shopping**
  Google Shopping is a commercial service that helps shoppers find products on Google, compare products, and connect with merchants.

- **Product Listing Ads**
  Your product listings can include rich information, such as product image, price, and merchant name. Whenever a user enters a search query on Google.com that is relevant to an item you are trying to sell, Google will automatically show the most relevant products along with the associated image, price, and product name.

- **Google Commerce Search**
  Google Commerce Search gives online retailers the ability to add Google search technology to their sites.

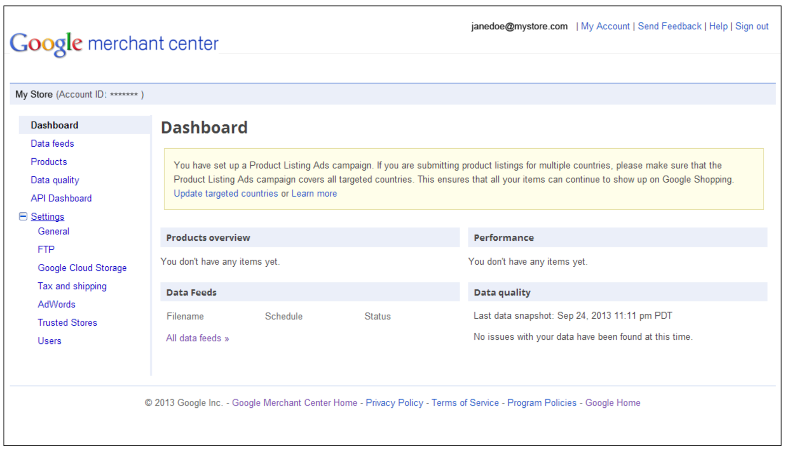


Google Merchant Center Login

Process Overview:
Step 1: Open a Google Merchant Account
Step 2: Verify Your Website URL
Step 3: Claim Your Website URL

Step 1: Open a Google Merchant Account

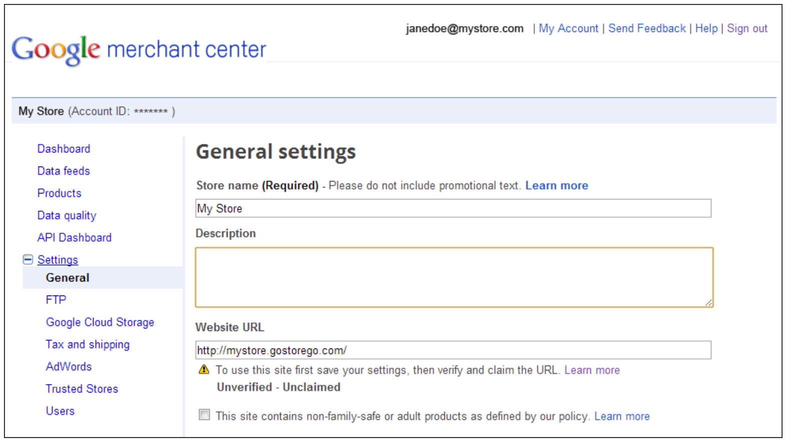
1. Visit the Google Merchant Center, and do one of the following:
   - If you have a Google account, enter your **Email address** and **password**, and click the **Sign In** button.
   - Click the **Sign Up** button, and follow the instructions to create an account.



Google Merchant Center Dashboard

2. In the panel on the left, click to expand **Settings**, and select **General**.
3. Enter your **Store name** and **Description**.
4. Enter the full **Website URL** for your store. Depending on your domain, the URL might be formatted as one of the following:
   - **http://mystore.gostore.com** (shared domain)
   - **http://mystore.com** (custom domain)
   - **http://www.mystore.com** (custom domain)

   At this time, your Website URL is unclaimed and unverified.



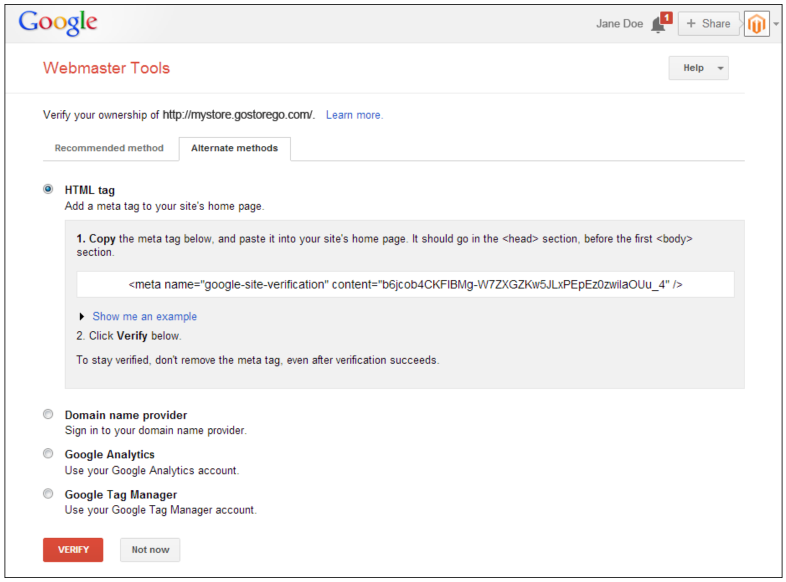
Website URL Unverified - Unclaimed

5. Complete the remaining General settings information, and **Save Changes**.

Step 2: Verify Your Website URL

In this step, you will use Google Webmaster Tools to verify that you have the right to upload product listings from your store.

1. On a new browser tab, go to Google Webmaster Tools. Then, do the following:
   a. Click the **Add a Site** button. When prompted, enter the URL of your store, and click **Continue**.
   b. When prompted to verify that you are the owner of the site, click the **Alternate methods** tab.
   c. Select the **HTML tag** method, and press **Ctrl + C** to copy the meta tag code to the clipboard.

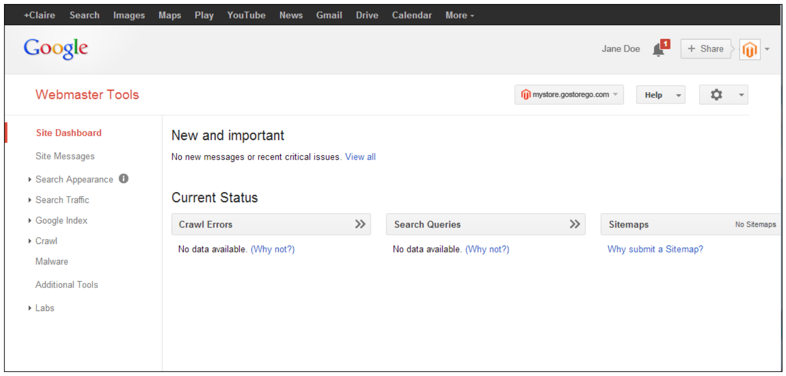


HTML Meta Tag Code

1. Return to your store's Admin, and select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Design**. Then, do the following:
   a. Click to expand the **HTML Head** section.
   b. Scroll down to the **Miscellaneous Scripts** box and press **Ctrl + V** to paste the verification code from the clipboard.
   c. When complete, click the **Save Config** button.

Paste Google Site Verification Code

3. Return to Google Webmaster Tools, and click the **Verify** button. When prompted, click **Continue**. Your site is now verified.

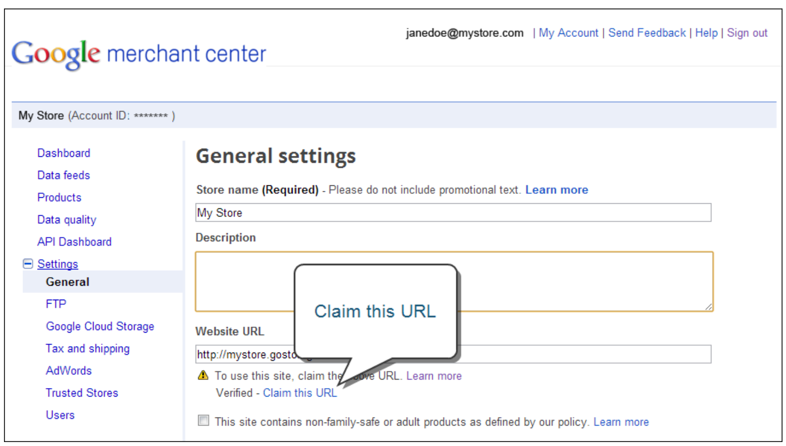


Google Webmaster Tools - Site Verified

Step 3: Claim Your Website URL

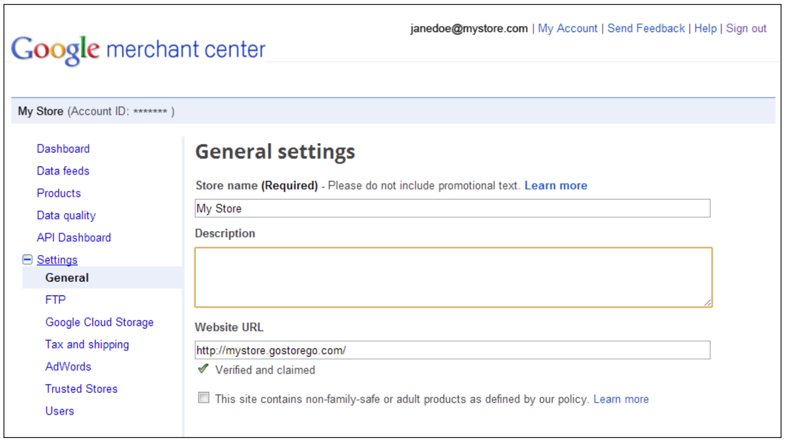
In this final step, you will establish the connection between your site and your Google Merchant account.

1. Return to the Google Merchant Center. The General Settings now show that your site is verified, but not claimed.



Google Merchant Center- Claim this URL

2. Click the **Claim this URL** link. Your Website URL is now both verified and claimed.



Website URL Verified and Claimed

What next? Now that your site is verified, you can submit a sitemap to Google. You can also set up a Google Analytics account, and link it to your Merchant Center Dashboard.

Google Adwords

Intermediate

One of the most effective ways to gain insight into the effectiveness of your marketing efforts is to track and analyze your conversion data. Google AdWords is an advertising network that you can use to display ads for your products on participating websites and in Google's search engine results. Google AdWords conversion tracking helps you determine the effectiveness of your ads and keywords by monitoring the actions of users when they click your ad.

Setting up conversion tracking is a two-step process: The first step is to get your conversion tracking code from Google AdWords. Then, use the information to complete the required fields in the Admin panel of your Magento Go store.

Tracking codes can be verified only after there are paid ads listed in your account.

Process Overview:

Step 1: Get Your Tracking Code

Step 2: Configure Your Store for Google AdWords

Step 3: Verify the Tracking Status

Step 1: Get Your Tracking Code

1. Before you can install the conversion tracking code for your store, you need to set up conversion tracking on your Google AdWords account. To learn more, see Setting Up Conversion Tracking on the Google site.

Sample Tracking Code

```
<!-- Google Code for Sale Conversion Page -->
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = 1071247313;
var google_conversion_language = "en";
var google_conversion_format = "2";
var google_conversion_color = "ffffff";
var google_conversion_label = "mOECCMnPpQIQ0d_n_gM";
var google_conversion_value = 0;
/* ]]< */
</script>
<script type="text/javascript"
src="https://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>
<div style="display:inline;">
<img height="1" width="1" style="border-style:none;"
alt="" src="https://www.googleadservices.com/pagead/conversion/
1071247313/?label=mOECCMnPpQIQ0d_n_gM&amp;guid=ON&amp;script=0"/>
</div>
</noscript>
```

2. When you have your conversion tracking code, find the value of each of the following fields. You will need this information to complete the configuration of your store.

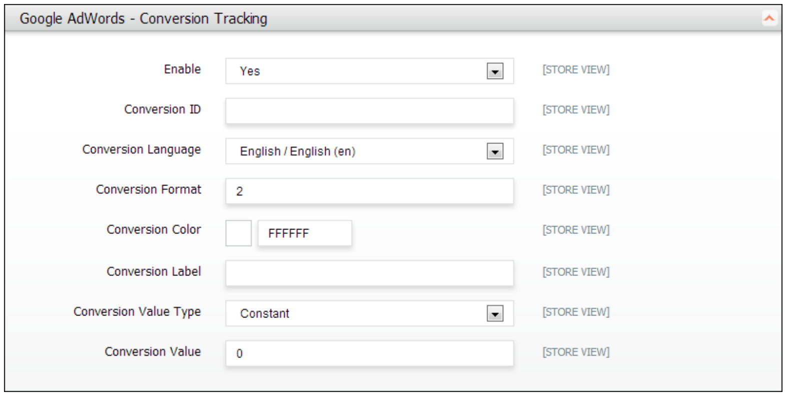
Field	Location in Tracking Code
Conversion ID	`var google_conversion_id = `**`1071247313`**`;`
Conversion Language	`var google_conversion_language = "`**`en`**`";`
Conversion Format	`var google_conversion_format = "`**`2`**`";`

Field	Location in Tracking Code
Conversion Color	`var google_conversion_color = "ffffff";`
Conversion Label	`var google_conversion_label = "mOECCMnPpQIQ0d_n_gM";`
Conversion Value	`var google_conversion_value = 0;`

Step 2: Configure Your Store for Google AdWords

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Google API**. Click to expand the **Google Adwords - Conversion Tracking** section.
3. Set **Enable** to "Yes." Then, complete the following fields using data extracted from the tracking code:
   - Conversion ID
   - Conversion Language
   - Conversion Format
   - Conversion Color
   - Conversion Label
   - Conversion Value Type
   - Conversion Value

> If you specify a conversion value in Google AdWords, you must set Conversion Value Type to "Constant" and enter it in the "Conversion Value" field. Otherwise, set Conversion Value Type to "Dynamic."



Google AdWords - Conversion Tracking

4. When complete, click the **Save Config** button.

Step 3: Verify the Tracking Status

After you set up and configure conversion tracking, make sure that it's working correctly.

1. From the top panel of your Google AdWords dashboard, select **Reporting and Tools > Conversions**.
2. In the Conversions table, look under *Tracking Status* to make sure that your conversion tracking has been verified.

Google Shopping

Intermediate

Google Shopping gives you the ability to upload product feeds from your catalog so your products can be easily found through Google Search. Any Simple product from your catalog can be uploaded to Google Shopping. The product attributes that are mapped to Google are used as search parameters by customers looking for products. After mapping the product attributes to sync with Google Content attributes, you can create a simple upload from your store to Google Shopping.

> Only products of the Simple type can be uploaded from your Magento Go store to Google Content.

Process Overview:

Step 1: Set Up Your Google Accounts

1. Sign up for a Google account from the Google Merchant Center.
2. Create a **Google Adwords** account and link it to **Google Shopping** through your Google Merchant account.

When you have completed these steps, you can sync your Google account to Magento Go by completing the following instructions.

Step 2: Get Your Google Credentials

1. Log in to your Google account.
2. To access your account, click the name or logo in the upper right corner. Then click **Account**.
3. In the menu on the left, select **Security**. Then do the following:
   a. Under 2-Step Verification, click **Settings**. Then, follow the instructions to enable this feature.
   b. When prompted to generate a password for external applications, generate a password for your Magento Go store. You may need to generate passwords for other applications, as well.
   c. You will need this password to complete the configuration of your store.

Step 3: Set Up the Google API

1. On the Admin menu, select **System > Configuration**.
2. In the left Configuration panel under Sales, select **Google API**. Then, click to expand the Google Shopping section.

3. Enter the information from your Google account into the following fields:
   - Account ID
   - Account Login
   - Account Password
   - Account Type
   - Target Country
4. Set **Update Google Content Item When Product Is Updated** to "Yes."

   The Destinations section lists the following places where your products can be listed:
   - Google Product Search
   - Product Ads
   - Commerce Search
5. For each of these destinations, select how your updates are submitted:

Default	Your updates are submitted using the Google default settings.
Required	If you select this setting, the update must be submitted to the required destination. If the update does not pass Google's validation rules, you receive validation errors and the update is not submitted for any destination.
Excluded	The update is not submitted to this destination, but it can still be submitted to other destinations, depending on their settings.

6. When complete, click the **Save Config** button.

Step 4: Manage Attribute Mapping

The next step is to map your attribute sets to match up with Google item types and attributes, so Google can retrieve your product information.

During the process, you will add the attributes you want uploaded from your catalog to Google Content. In addition to the two required attributes, Product Type and Product Condition, it is strongly recommended that you include Title, Description and Price to the attribute section. In addition to these, you should include any other attributes that will help people find the product.

Required	Product Type Product Condition
Recommended	Title Description Price

1. On the Admin menu, select **Catalog > Google Content > Manage Attributes**.
2. Click the **Add New** button. Then do the following:
   a. Select the **Target Country** where your business is located.
   b. In the **Attribute Set** list, select the attribute set you would like to begin mapping (for example, Cameras).
3. When these steps are complete, the **Add New Attribute** button appears in the Attribute Mapping list.
4. To begin mapping attributes, click the **Add New Attribute** button. Then do the following:
   a. In the Attribute list, select a Magento Go attribute to map to a corresponding Google Content attribute.
   b. In the Google Content Attribute list, select an attribute that best matches the Magento Go attribute you just selected. (For example, Manufacturer matches Manufacturer.)
5. Click the **Add New Attribute** button again to map another row of attributes.
6. Click the **Save Mapping** button to save your changes.

Step 5: Add Google Content Items

After you complete your mapping, you can select the products to publish to Google Content. From this screen, you can publish, delete, and synchronize your Google Content products. After you synchronize, you are able to view the status and expiration date of your product, the number of clicks and impressions it has received, and a link to your product page.

1. On the Admin menu, select **Catalog > Google Content > Manage Items**.
2. Click the **View Available Products** button to view the list of your products.
3. Select the check box for each product you want to add to Google Content.

> For convenience when selecting products, you can use Select All, as well as the filter.

4. When you finish selecting products, locate the Actions list in the upper-right corner and select Add to Google Content. Then click **Submit**.

Step 6: Manage Your Google Content Items

1. On the Admin menu, select **Catalog > Google Content > Manage Items**.
2. You can use the **Actions** control for the following:

Delete	Remove selected products from your Google Content.
Synchronize	View the number of impressions and clicks your Google Content product has received.

> It takes 24 hours for a product to be published in Google Content, and the product does not immediately appear in the Manage Items list. Changes also take up to 24 hours to process.

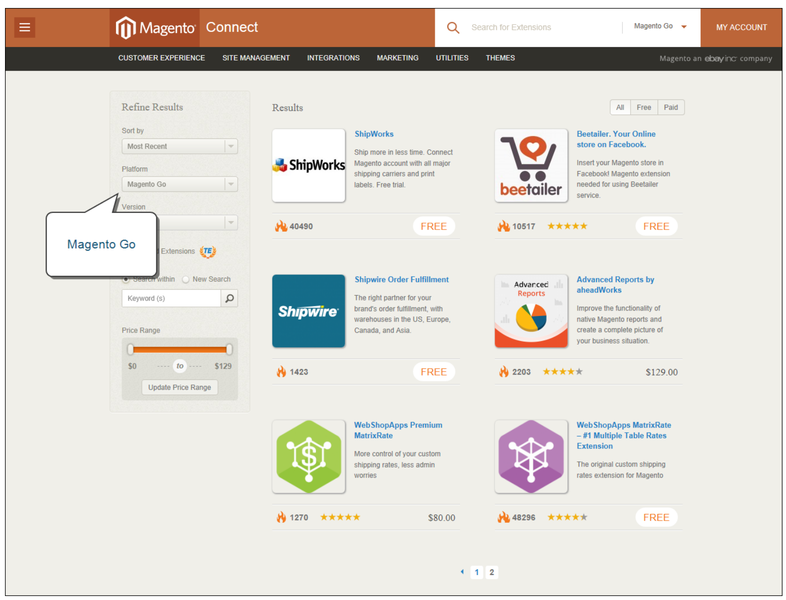
Step 7: Verify Your Google Shopping Setup

After completing the configuration, return to your Google merchant account to make sure that your products appear. If they do not, make sure that the Country setting in the upper-right corner is set to the correct country.

Chapter 24:

Add Ons

Magento Connect offers third-party tools and services that extend the features and functionality of your store.



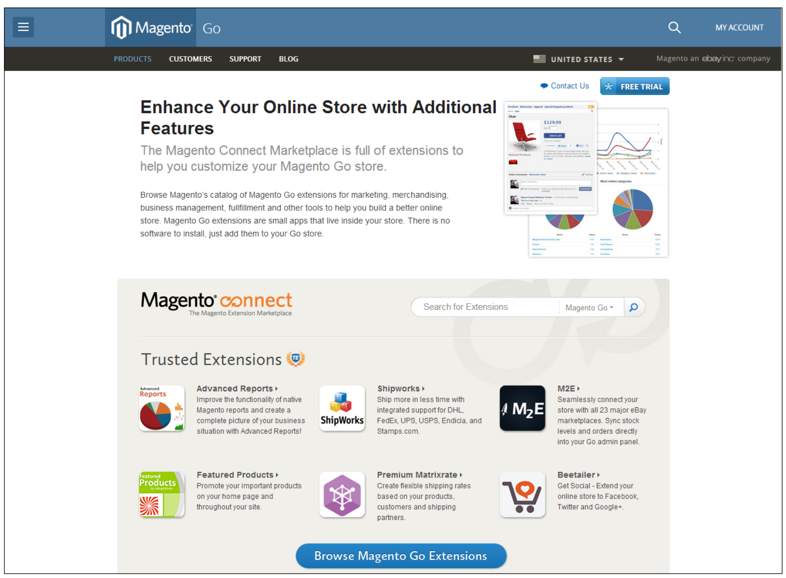
Magento Connect

To access Magento Connect:

1. Do one of the following:
   - On the Admin menu of your store, click **Add-ons**. Then, click the **Magento Connect** link.
   - From the Magento Go site, on the **Products** menu, click **Extensions**.

Magento Go Extensions

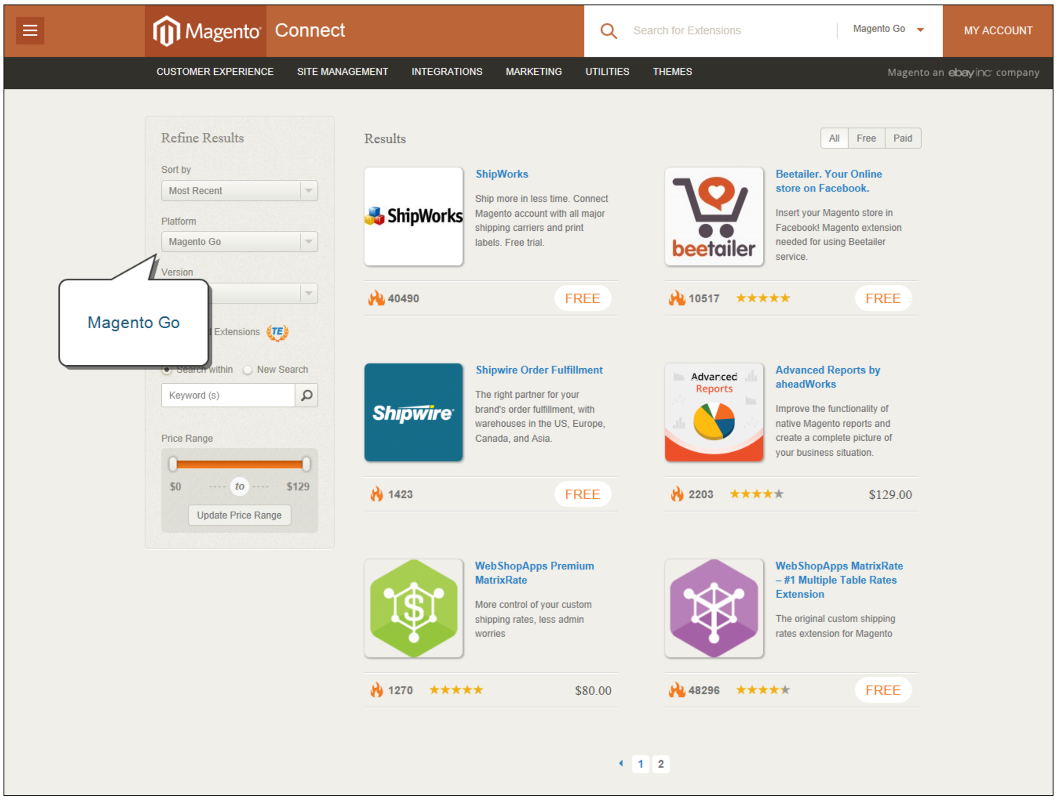
2. At the bottom of the next page, click the **Browse Magento Go Extensions** button.



Browse Magento Go Extensions

Purchasing Trusted Extensions

Your store can be customized by adding Trusted Extensions from Magento Connect. Extensions help you attract customers, add features, manage your store more effectively and much, much more. Look for the Magento Connect Trusted Extensions badge, and find the extension you need. New extensions and services are always being added, so stop by often to see what's new!



Magento Connect

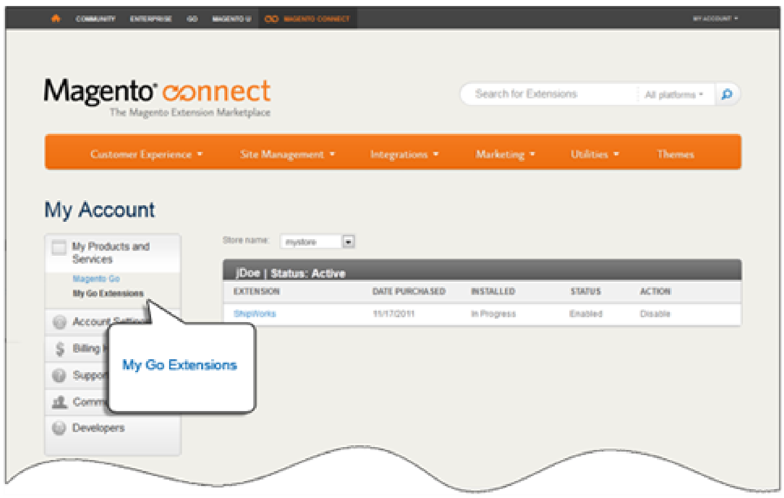
Step 1: Purchase a Trusted Extension

1. Log in to your **Magento** account.
2. Visit Magento Connect, and set the **Platform List** to "Magento Go."
3. Find the Trusted Extension that you want to install, and do the following:

- For a free extension, click the **Get It Now** button. Then when prompted, click the **Place Order** button.
- For a paid extension, click the **Buy Now** button. When prompted, complete your **Billing Address** and **Payment Information**, and click the **Place Order** button.

4. To verify the installation, click **View in My Account**. You will find the extension listed in the My Products and Services section, under My Go Extensions.

   When the order is complete, you will receive the confirmation message, “Your extension has been installed.”



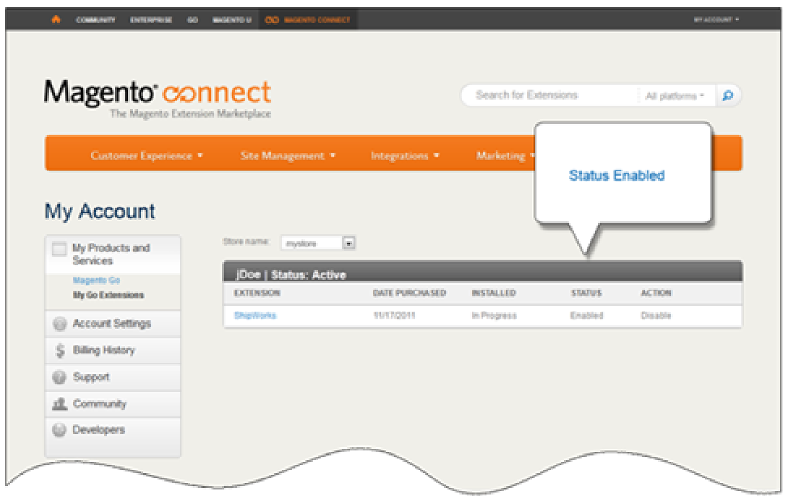
My Go Extensions

Step 2: Activate the Extension

1. Log in to your **Magento** account.
2. To view your current selection of extensions, in the panel on the left, click **My Go Extensions**.
3. If you have multiple stores, set the **Store Name** list to where the extension is installed. Then, find the extension in the list.
4. In the **Status** column, click the current **Disabled** setting to change the status to "Enabled."

> To disable the extension, simply click the current status to change the setting.

To learn more, see the instructions provided by the extension developer.



Extension Status Enabled

Notes

Magento go
user guide

Content Elements

Chapter 25:

Creating Content

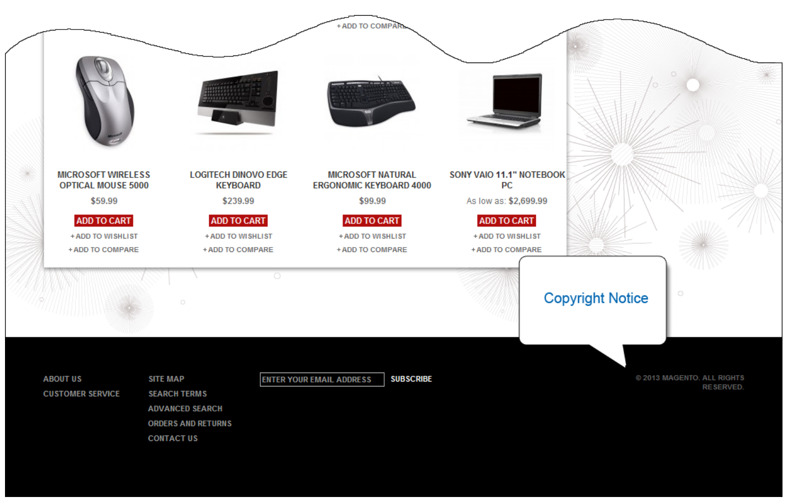
The old adage, "content is king" is more true now than ever. The term, content marketing refers to the art of promoting your products or services by providing valuable information to your customers at no charge. The quality of your content helps distinguish your store from others, increases your visibility to search engines, and provides support to your customers. This soft-sell approach is often more effective than advertising, builds credibility and trust, and can turn your store into a destination.

Your content should reflect the branding of your store, and be delivered with your distinctive visual presentation and voice to convey your message. Use pictures to tell a story. Educate, inspire, and entertain. With quality content, sometimes less is more.

Changing the Copyright Notice

Easy

Your store has a copyright notice in the footer of each page. As a best practice, the copyright notice for your store should include the current year, and identify your company as the legal owner of the content on your site.



Copyright Notice

To change the copyright notice:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Design**.
3. Click to expand the **Footer** section.
4. In the **Copyright** text box, type the copyright notice that you want to appear in the footer of each page. You can use the &Copy; character code to insert a copyright symbol. The standard format is:

   Copyright © 2014 Magento, Inc. All rights reserved.

Changing the Copyright Notice

an ebay inc company

Chapter 26:

Content Pages

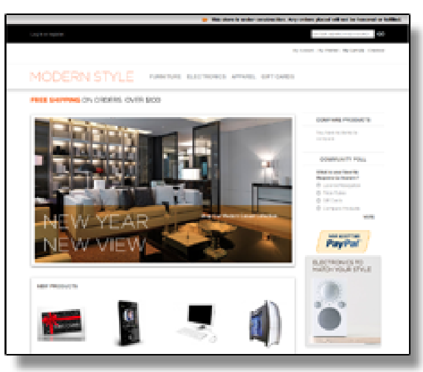
All content can be viewed in terms of its shelf life, just as any product in a store. Did you know that the shelf life of social media content is less than 24 hours? The potential shelf life of the content you create can help you decide where to invest your resources.

Content with a long shelf life is sometimes referred to as evergreen content. Examples of evergreen content include customer success stories, "how to" instructions, and Frequently Asked Questions (FAQ.)

Other content is perishable by nature, such as events, industry news, and press releases. One way to get more mileage out of perishable content is to use the Page Hierarchy tool to create an archive of past content. You can organize articles from your newsletter, press releases, and events by month and year, to show that you are active and engaged.

Core Content Pages

Your store comes with several default content pages that you can use to get started. At the very least, you will need to update the Home, About Us, Privacy Policy, and Customer Service pages to replace the sample data with content that is suitable for your store. The other pages do not contain sample data, but can be improved by incorporating the visual presentation and voice of your brand.

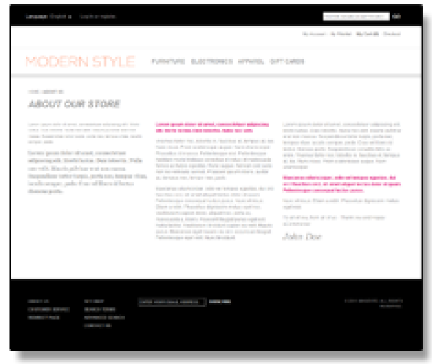


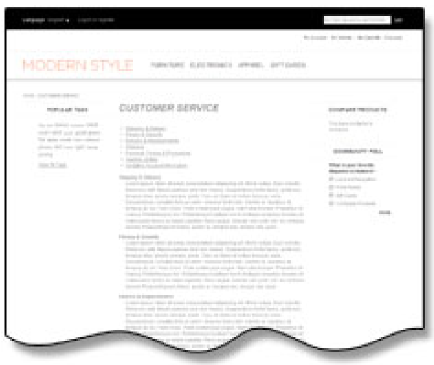
Home

This sample home page is based on the "2 columns with right bar" layout. The main content area of the page includes a static image and a dynamic list of new products

About Us

This sample About Us page is based on the "1 column" layout, but uses HTML to create three columns of text. You can use this page as a template, or try a different approach. By default, a link to the About Us page appears in the footer of your store.



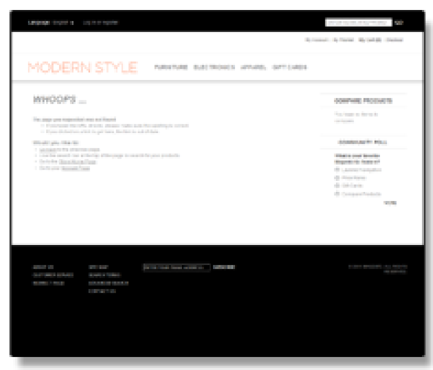


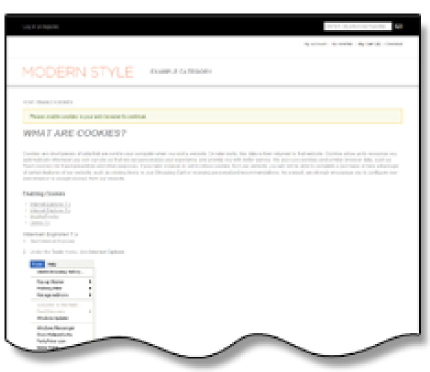
Customer Service

This sample Customer Service page is based on the "3-columns" layout, and can be used as a template for your own information. By default, a link to the Customer Services page appears in the footer of your store.

Page Not Found

The "404" Page Not Found page is based on the "2 columns with left bar" layout, and is named for the response code that is returned when a page cannot be found. This page appears if there is a broken link on your site, or if a URL to a page no longer exists.





Enable Cookies

The Enable Cookies page appears if a visitor to your site does not have cookies enabled for their browser. The page provides step-by-step, illustrated instructions to enable cookies for the most popular browsers. The page is based on the "1 column" layout.

Service Unavailable

The "503" Service Unavailable page is named for the response code that is returned when a server is unavailable. This page can be set to appear when your store is in Maintenance Mode.

Privacy Policy

Your store includes a privacy policy that must be updated with your own information. As a best practice, your privacy policy should explain to your customers the type of information that your company collects and how it is used.

Creating a New Page

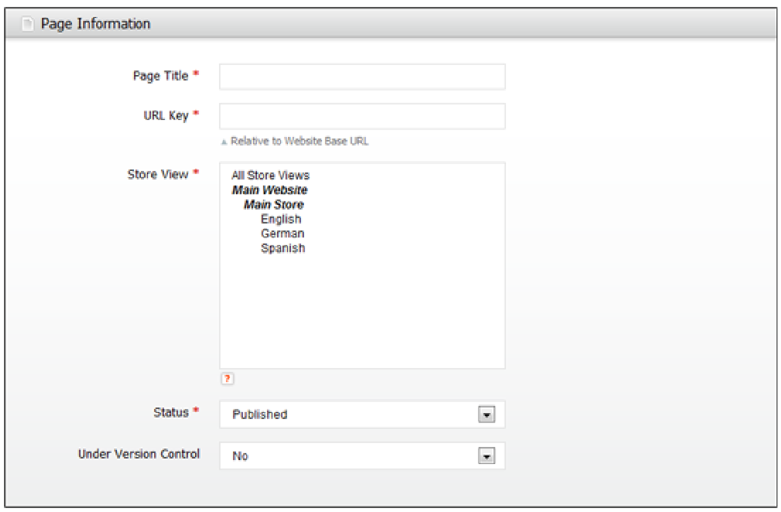
Easy

The process of adding a new content page to your store is essentially the same for any type of page you might want to create. You can include text, images, blocks of content, video, and banners. In addition, you can use the Page Hierarchy tool to provide structure and navigation for your growing collection of content.

Don't forget that most content pages are designed to be read by search engines first, and by people second. Keep the needs of each of these two very different audiences in mind when choosing the page title and URL, composing the meta data, and writing the content.

Step 1: Add a New Page

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Click the **Add New Page** button.
3. In the Page Information section, do the following:



Page Information

   a. Enter a **Title** for the new page.

   b. Enter a **URL Key** for the page that is based on the Title. It should be all lowercase characters, with hyphens instead of spaces.

   The URL Key is added to the base URL for your store, to create the online address for the page.

   c. In the **Store View** list, select each view where this page will be available.

d. Set **Status** to “Disabled.” (This will be changed when the page is ready to publish.)

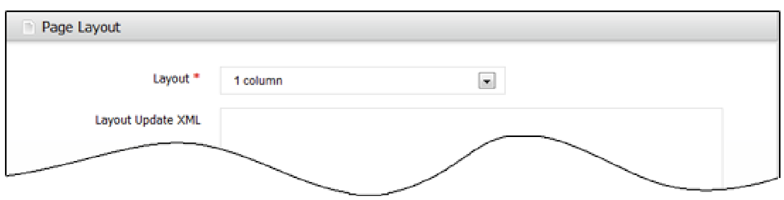
e. Set **Under Version Control** to one of the following:

Yes	By default, your store keeps a backup of previous versions of each page. Backup pages are numbered, as,“New Page 1,” “New page 2,” and so on.
No	Writes over previous versions of the page. This is the recommended setting for content that is subject to frequent change.

4. With the required fields complete, click the **Save and Continue Edit** button.

Step 2: Select the Page Layout

1. In the Page Information panel on the left, select **Design**.
2. In the Page Layout section, set **Layout** to one of the following:
   - 1 column
   - 2 columns with left bar
   - 2 columns with right bar
   - 3 columns



Page Layout

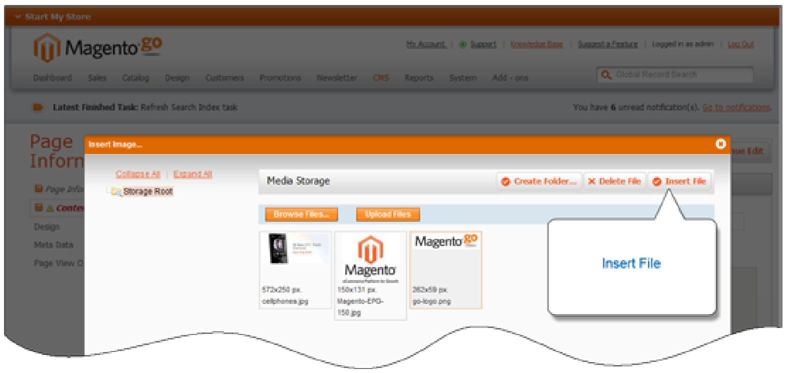
Step 3: Complete the Content

1. In the Page Information panel on the left, select **Content**.
2. In the **Content Heading** box, type the text you want to appear as the main heading at the top of the page.
3. Complete the remaining content, as you want it to appear in the main content column, according to the page layout selected. The content can include text, images, video and audio, banners, and lists of dynamic data.
4. To insert an image, do the following:

a. Click the **Show / Hide Editor** button to view the code. Then, click the **Insert Image** button.

b. From Media Storage, click the **Browse Files** button.

c. Find the image on your computer, and click the **Upload Files** button. The image appears in Media Storage.



Media Storage

d. Click the thumbnail of the image and click the **Insert File**button. The required code appears in the edit box.

The image code is inserted into the HTML of the page.

Editor with HTML Code for Image

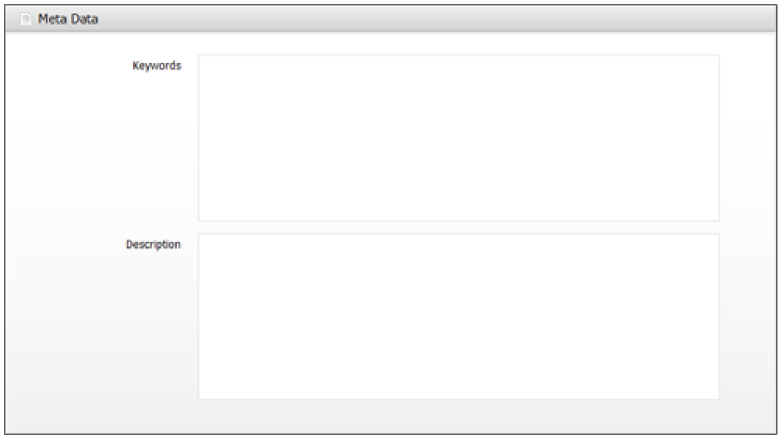
5. Click the **Show / Hide Editor** button to return to the content editor, where the image appears in relation to the rest of the content on the page.

6. Complete the content, and preview your work as needed.

7. Click the **Save and Continue Edit** button.

Step 4: Complete the Meta Data

1. In the Page Information panel on the left, select **Meta Data**.
2. Complete the **Keywords** and **Description** for the page. This information is used by search engines to index the page.



Meta Data

Step 5: Publish the Page

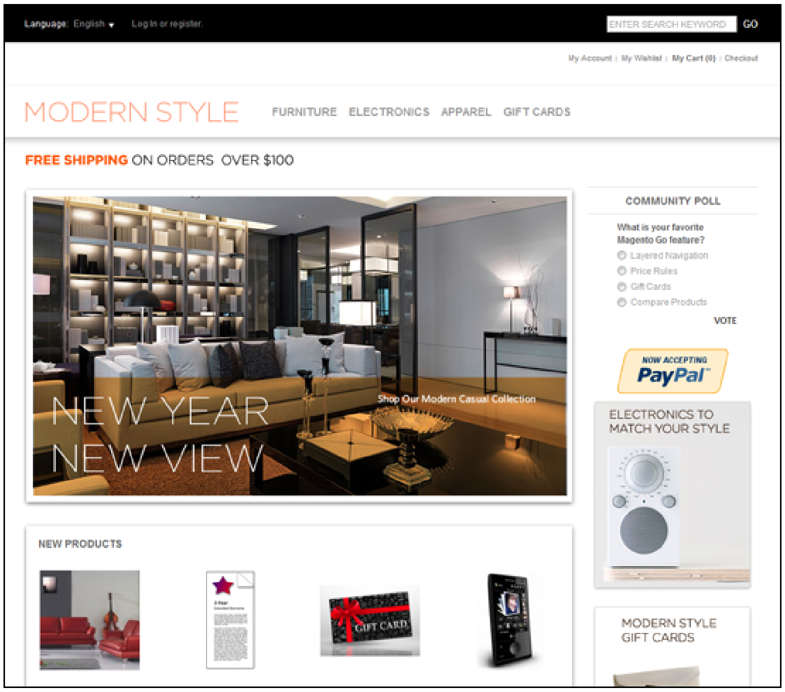
1. In the Page Information panel on the left, select **Page Information**.
2. Set **Status** to "Published."
3. Click the **Save Page** button.

When the page is complete, it can be added to the navigation of your store, linked to other pages, or added as a link in the footer.

Using a Different Home Page

Easy

Your home page is like the front window of your store, and should showcase both your brand and your merchandise. You can experiment with different column layouts and content, and create a page that changes with the season.



Home Page

Step 1: Create a New Page

Follow the standard steps to create a new CMS page.

Step 2: Identify the New Page as the Home Page

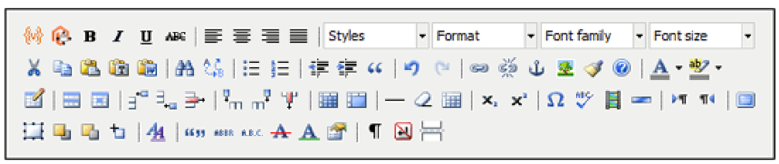
1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left under General, select **Web**.
3. In the Default Pages section, set **CMS Home Page** to your new page.
4. Click the **Save Config** button to save the setting.

Chapter 27:

Using the Editor

The editor gives you the ability to enter and format while working in a “What You See Is What You Get” view of the content. If you prefer to work directly with the underlying HTML code, you can easily change modes. The editor can be used to create content for pages, blocks, and product descriptions. When working in the product catalog, the editor is accessed by clicking the WYSIWYG Editor button.

For a complete list of toolbar buttons, see the appendix of this guide.



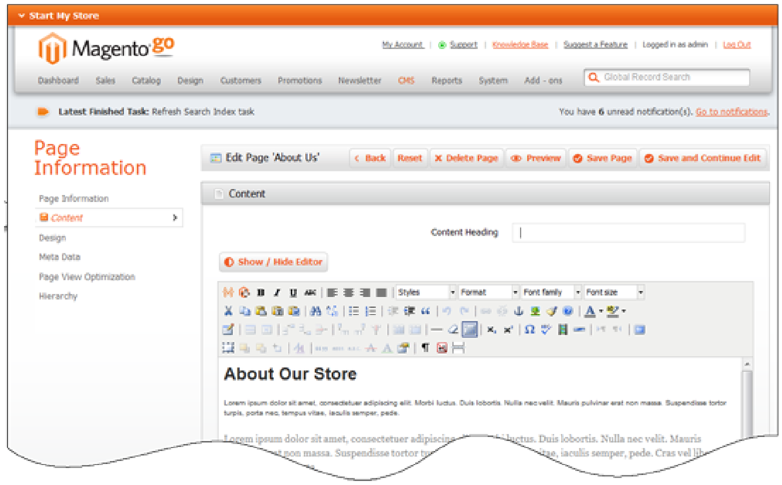
Editor Toolbar

Editing a Page

Easy

Editing a content page is as easy as using your favorite word processor.However, unlike a word processor, Magento Go’s editor inserts the correct HTML tags directly into the text as you type.

You can choose to work in the “what you see is what you get” (WYSIWYG) mode, or make the changes directly in the HTML. The Show/Hide Editor button lets you toggle between the two modes. If you don’t yet know HTML, you can learn some basic coding just by using the editor. Your store's selection of sample content pages is a good place to start!

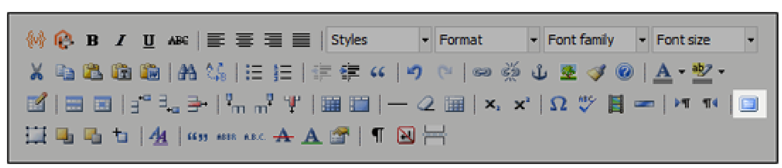


Page Information - Content

To edit an existing content page:

The “About Us” page used in this example, is based on a 1-column layout, but uses HTML to create a three-column format. If you like the layout of this page, you can carefully type over the text, without interfering with the underlying code.

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. In the Manage Pages list, click to open the page you want to edit.
3. In the Page Information panel on the left, select **Content**.
4. If you prefer to work in full screen mode, click the **Fullscreen** button. You can click the button again to return to the content editor.

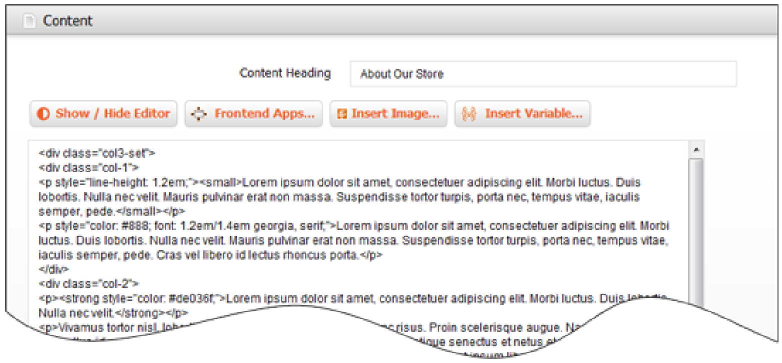


Fullscreen Button

5. From the content editor, click the **Show/Hide Editor** button to view the code. Then, click the button again to return to the content editor, and do the following:

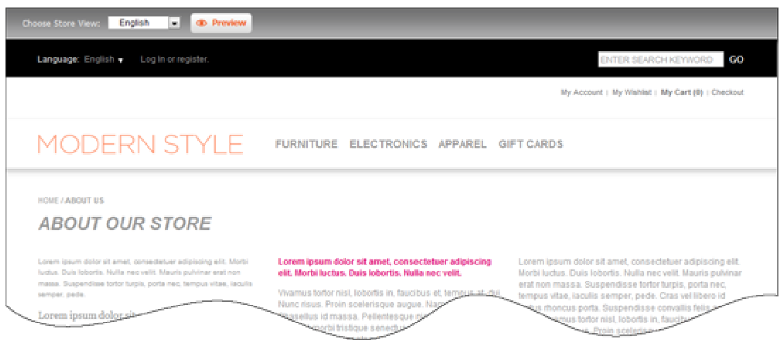
   a. In the **Content Heading** box, type the text that you want to use as the main heading at the top of the page.

      This text is tagged with the HTML heading level 1 (<H1>). The format of the heading is determined by the CSS style sheet.



Tagged Code in Editor

b. Click the **Preview** button to see how the page looks from your store. Then, click **Preview** again to close the window to return to the editor.



Preview Page

c. Complete your content, and use the toolbar to format the text, as needed.

6. When the page is complete, click the **Save** button. The updated page is immediately published to your store.

Inserting Images

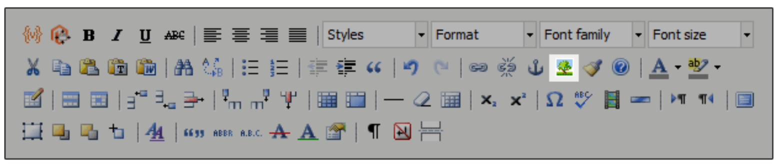
Easy

From the editor, you can insert an online image that resides on another server, or display an image that has been uploaded to your store's Media Storage library.

Method 1: Link to an Online Image

Use this method to link to an image that is available online, but resides on another server. You must have the full URL of the image to complete the process.

1. Position your cursor in the text where you want the image to appear.
2. In the Editor toolbar, click the **Insert Image** button.



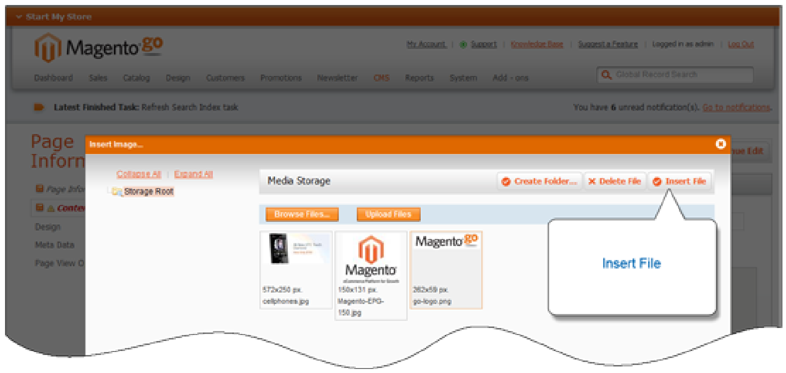
Insert Image Button

3. Then, do the following:
   a. In the **Image URL** field, paste the full Web address to the image.
   b. In the **Image Description** field, write a brief description of the image.
   c. In the **Title** field, write a relevant title for the image.
4. Click the **Insert button** to complete the process.

Method 2: Link to an Image in Media Storage

1. From the Editor, click the **Show / Hide Editor** button to display the content in code view.
2. Position the cursor where you want the code to be inserted. Then, click the **Insert Image** button.
3. To upload a new image to Media Storage, do the following:
   a. Click the **Browse Files** button.
   b. Find the file on your computer, and click to select it. Then, click the **Open** button to copy the file to Media Storage.
   c. Click the **Upload File** button to add the image to Media Storage.

4. To link the image to a file, click to select the image. Then, click the **Insert File** button.



Media Storage - Insert File

The code that is inserted is called a Dynamic Media URL, and looks something like this:

```
<img src="{{media url="go-logo_1.png"}}" alt="" />
```

5. To complete the Alt tag, place the cursor between the double-quotes, and enter the alt text.

6. To return to the editor, click the **Show / Hide Editor** button.

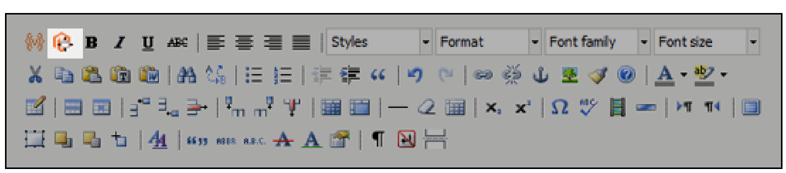
Inserting a Frontend App

Easy

A Frontend App is a snippet of code that can be inserted into existing content. There are several types of frontend apps, including static blocks, banner rotators and blocks with dynamic content.

To insert a frontend app:

1. From the Default Content section, click the **Insert Frontend App** button.



Frontend App Button

2. Then in the list, click to select the type of app you want to insert.

3. When complete, click the **Save** button.

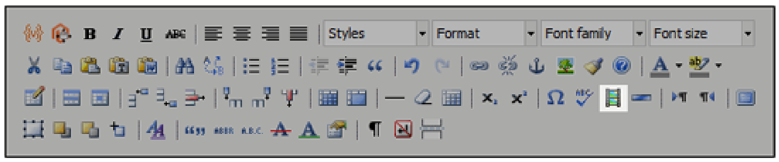
Embedding Video

Easy

You can easily embed links to videos into your content pages. This example shows how to use the Media button in the editor toolbar to embed a YouTube video in a content page.

To embed a video:

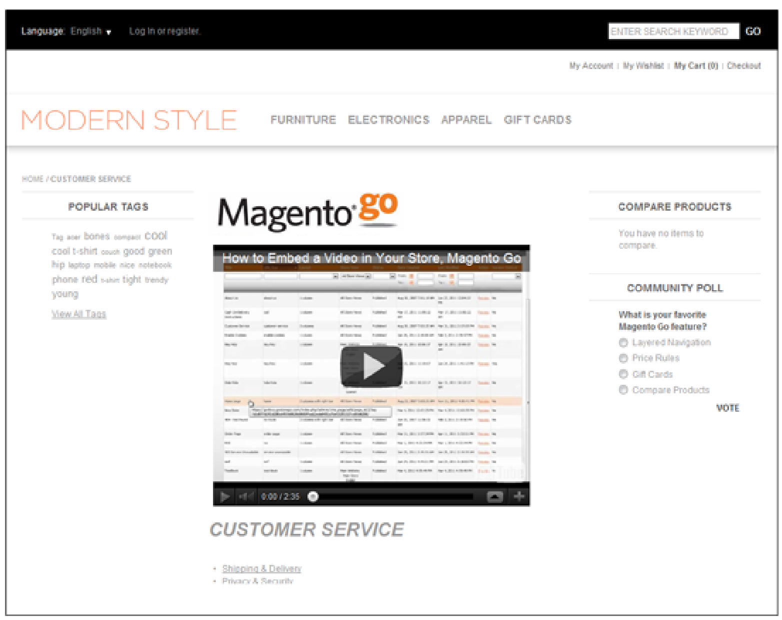
1. From the editor, click the **Insert Media** button.



Insert Media Button

2. In the **File/URL** field, type the URL to the media file you want to embed. For example, it could be a link to a YouTube video.

3. Click the **Insert** button to complete the process.



Embedded Video

Chapter 28:

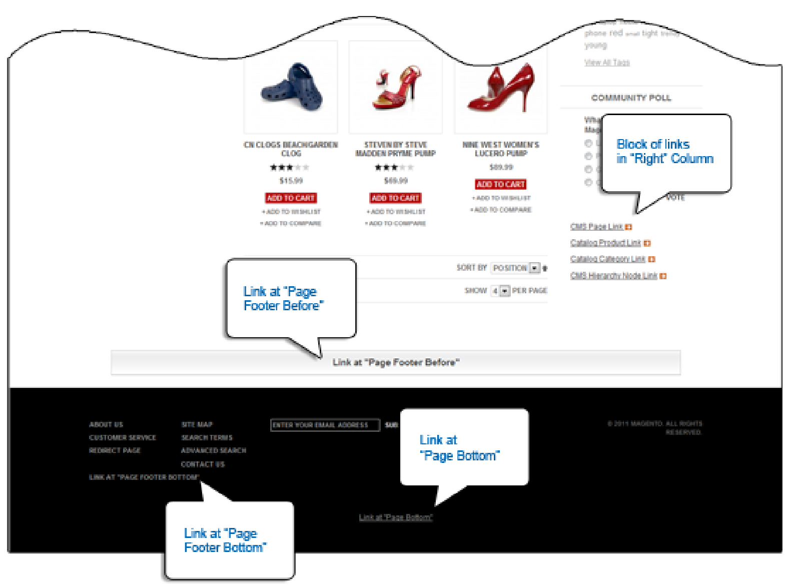
Linking Pages

One of the best ways to improve the usability of your site is to create internal links to other pages in your site. In addition, you can link to other websites, as well. When linking to an external site, remember to open the page in a new browser window, so the window to your store remains open.

Links can be incorporated into existing text, or displayed as a list or block. By default, a link inherits its style from the location (by block reference) according to the style sheet of the theme. To change the link style, you can either use the Theme Editor to edit the Body Settings or upload custom CSS.

There are three ways to create links:

- Insert a link from the toolbar
- Create a link with HTML
- Create a link with Frontend App tool



Link Styles by Block Reference

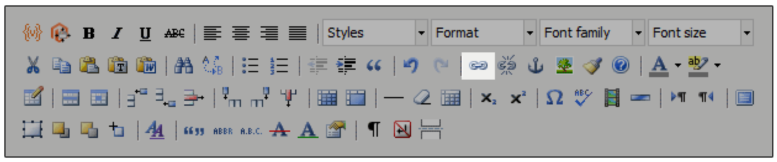
Inserting Links from the Toolbar

Easy

The easiest way to insert a link is to use the Link button in the editor toolbar. It doesn't require any knowledge of HTML, and the result is the same.

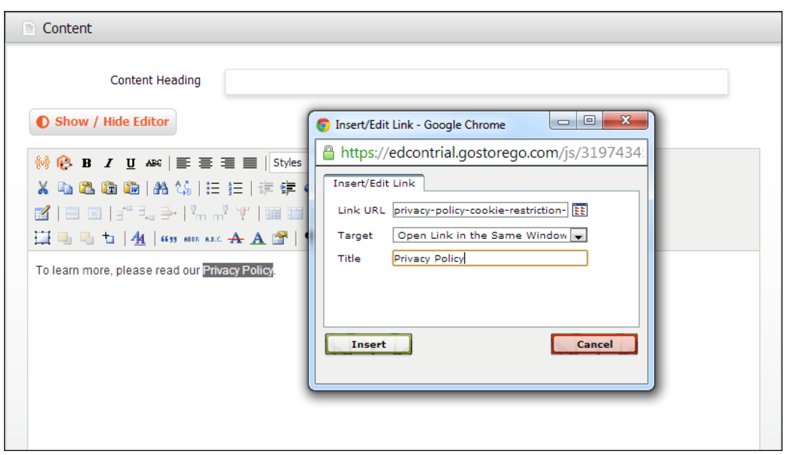
To insert a link:

1. Highlight the text where you want to create the link. Then, in the editor toolbar, click the **Link** button.



Link Button

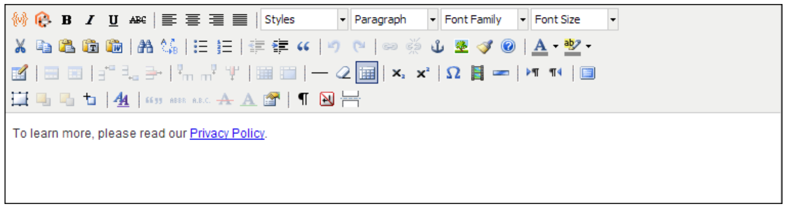
2. In the **Link URL** field, enter one of the following:
   - The **URL Key** of a page in your store.
   - The full **URL** of an external page to be linked.
3. Set **Target** to one of the following:
   - Open link in the same window
   - Open in a new window
4. In the **Title** field, enter the tooltip text that appears when someone hovers over the link.



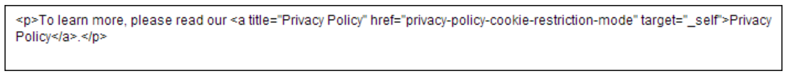
Insert Link

5. Click the **Insert** button to create the link.

In the editor, the text now appears as a hyperlink.



6. If you click the **Show / Hide Editor** button, you can see the anchor tag that was inserted to create the link.



```
<p>To learn more, please read our <a title="Privacy Policy" href="privacy-policy-cookie-restriction-mode" target="_self">Privacy Policy</a>.</p>
```

Link Code

Creating Links with HTML

Advanced

If you prefer to work with the HTML code, you can type the code for the anchor tag directly into the editor. This example shows how to link to pages from the footer of your store.

To create a link with HTML:

1. On the Admin menu, select **CMS > Static Blocks**.
2. In the Static Blocks list, click to open the **Footer Links** block.
3. Click the **Show / Hide Editor** button to display the code for the block content.
4. Following the example below, type the link for each page into the content box, substituting the actual **URL key** and **page title** for each linked page.

   The code enclosed in curly braces is a mark-up tag that can be used to create a relative link to pages in your store. To link to pages outside your store, you must include the full URL.

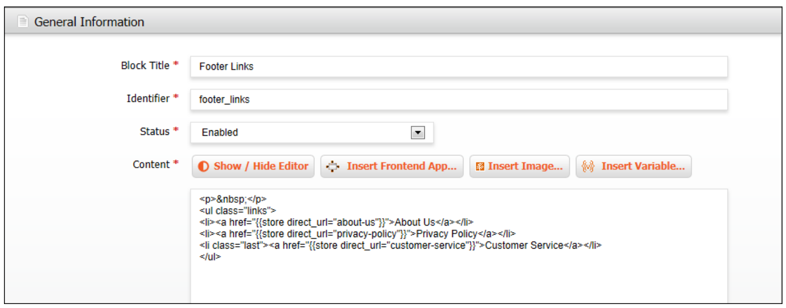
Anchor Tag Code

```
<ul>
   <li>
      <a href="{{store direct_url="about-us"}}">About Us</a>
   </li>
   <li>
      <a href="{{store direct_url="privacy-policy"}}">
```

```
      Privacy Policy</a>
   </li>
   <li class="last">
      <a href="{{store direct_url="customer-service"}}">
      Customer Service</a>
   </li>
</ul>
```

5. Click the **Show / Hide Editor** button to return to the editor.

6. When complete, click the **Save Block** button. Then, return to your store and test the link to make sure it works correctly.

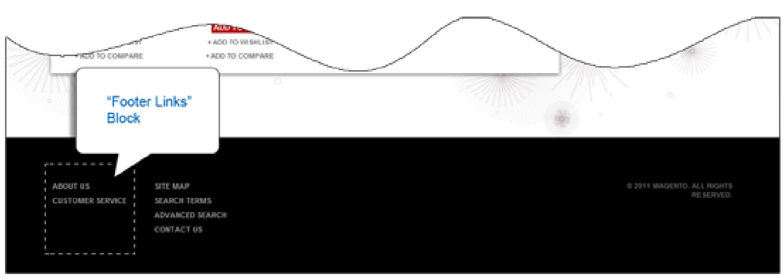


Footer Links

Adding Links to Footer

Intermediate

The page links in the footer of your store are located in a static block that is easy to change. If you have created a page that you want to link from the footer of your store, you can edit the block to include a link to the page.



Footer Links

To add a page link to the footer:

1. On the Admin menu, go to **CMS > Static Blocks**.

2. In the Static Blocks list, click to open the **Footer Links** block.

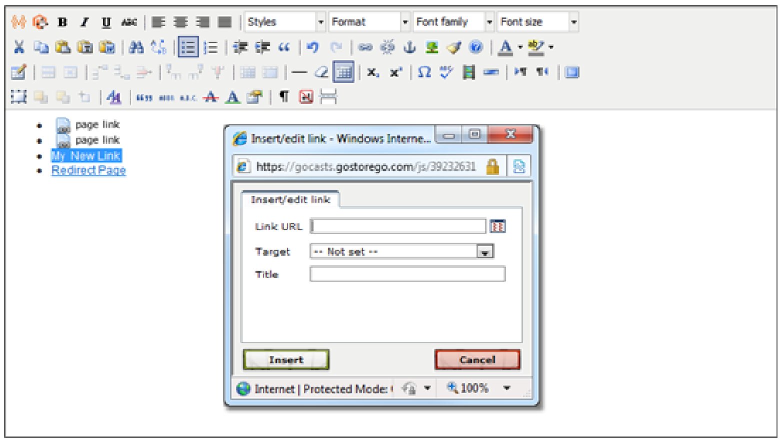
3. To insert a new link, do the following:

   a. Position the insertion point at the end of a line and press the **Enter** key to insert a new line.

   b. Type the text that you want to appear in the footer link. Then, select the text.

   c. In the toolbar, click the **Insert Link** button.

   d. In the **Link URL** box, type the URL Key of the page that you want to appear when someone clicks the link. For example, the URL Key for your Privacy Policy page might be "privacy-policy."



Insert Footer Link

   e. Set **Target** to "Open Link in Same Window."

   f. In the **Title** box, type the text to appear when someone hovers over the link.

4. When complete, click the **Save Block** button.

Adding Links to Main Menu

Intermediate

The main menu, or top navigation in the header of your store typically includes the selection of categories from your catalog. In addition, you can use URL rewrites to add links to content pages and external websites.

Step 1: Create a Subcategory

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the Categories panel on the left, click the **Add Subcategory** button. Then, do the following:

a. Enter a **Name** for the subcategory, as you want it to appear in the main menu.

b. Scroll down to the bottom of the form, and set **Is Active** to "Yes."

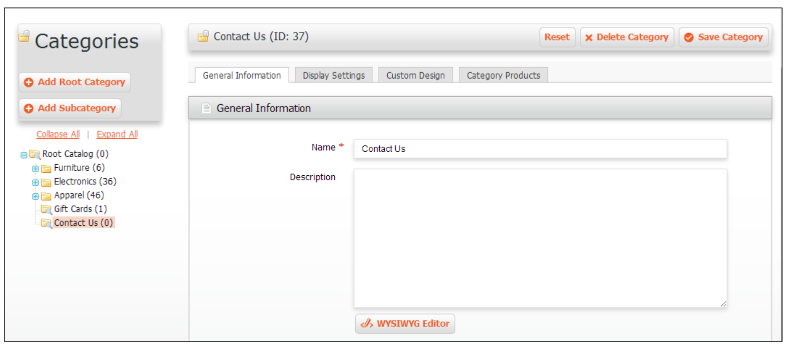
c. Set **Include in Navigation Menu** to "Yes."

d. Assign a **URL Key** to the category.

> The URL Keys of the category and linked page cannot be the same. If the page URL Key is "home," then make the category URL Key "home2."

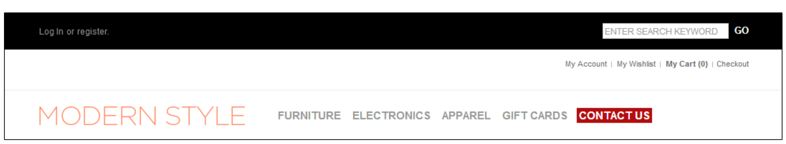
3. In the category tree on the left, drag the new category to the position where you want it to appear in the menu.

4. In the upper-right corner, click the **Save Category** button.



Add Subcategory

5. Now, go to your storefront and make sure the new subcategory appears in the main menu.



New Category in Main Menu

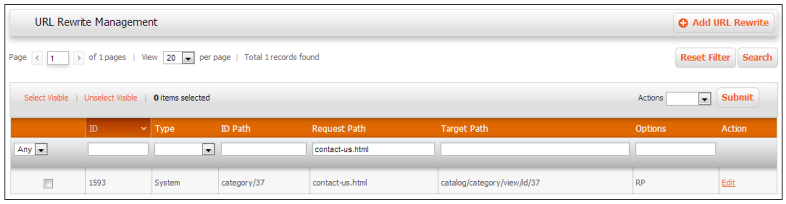
Step 2: Create a Redirect

Magento Go has already created two entries in the URL Rewrite list for the subcategory you created. In this step, you will create an additional redirect to link the subcategory to a specific page.

1. On the Admin menu, select **Catalog > URL Rewrite Management**.

2. In the list, find the two entries for the subcategory you created. If you can't find the entries, do the following:

   In the filter box at the top of the **Request Path** column, type the URL key for the subcategory you created, and click the **Search** button. In this example, the Request Path is "contact-us.html"



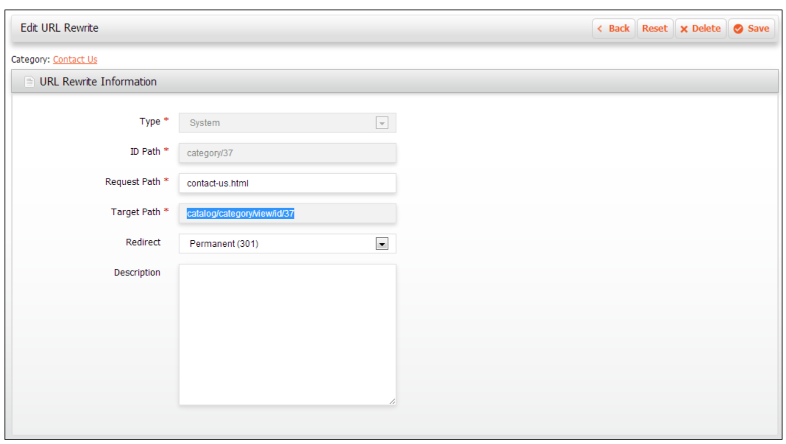
Search for Request Path

3. Open the first of the two records, and do the following:

   a. Drag to select the **Target Path**, and press **Ctrl + C** to copy it to the clipboard.

   b. Set **Redirect** to "Permanent (301)."

   c. When complete, click the **Save** button.



Copy Target Path

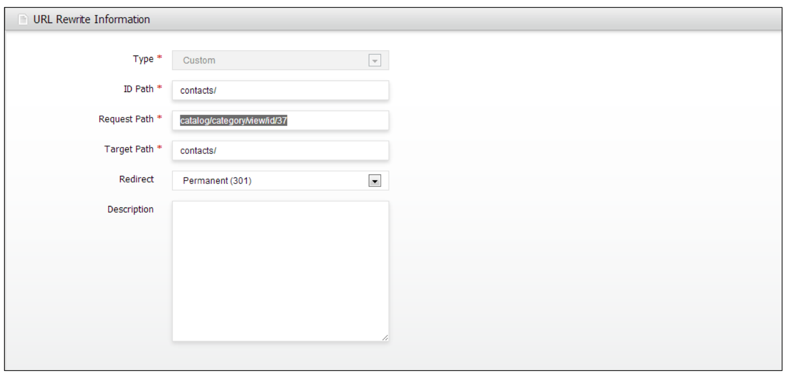
4. In the upper-right corner of the URL Rewrite Management page, click the **Add URL Rewrite** button. Then, do the following:

a. Set **Create URL Rewrite** to "Custom."

Create Custom URL Rewrite

b. In the **ID Path** field, enter the URL key of the page to be linked. In this example, the URL key of the Contact Us page is: contacts/

c. In the **Request Path** field, type or paste the Target Path value that you recorded in the previous step.



Paste Previous Target Path into Request Path

d. In the **Target Path** field, enter the path to the new page. For example:

`contacts`	URL key of the Contact Us page
`new-page`	CMS page without suffix
`new-page.html`	CMS page with suffix
`somewhere/new-page.html`	Path to a target CMS page
`http://mystore.gostorego.com`	Home page of store with shared domain
`http://mystore.com`	Home page of store with custom domain
`http://my-blog.com`	External website

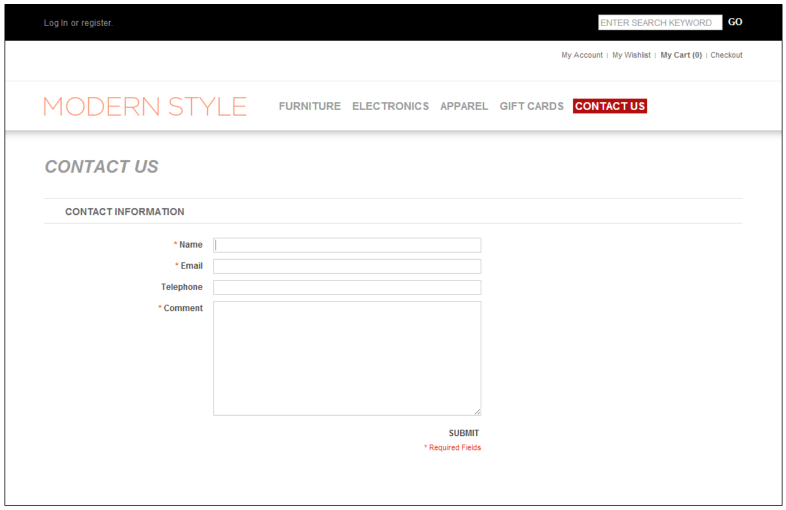
If you are not sure what to enter for the target path, look at the URL of the page you want to use. The target path is immediately after: mystore.com/.

e. Set **Redirect** to "Permanent (301)."

5. When complete, click the **Save** button.

6. On the Catalog menu, click **Search Indexing**. Then, click the **Refresh Index** button.

7. Finally, go to the home page of your store, and click the link to make sure that it works correctly. That's it!



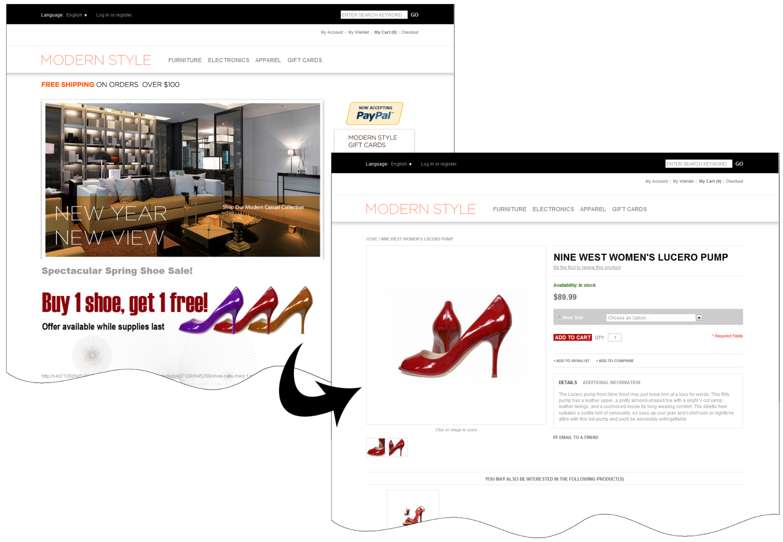
Redirected Contact Us Page

Linking an Image to a Page

Advanced

The Media URL markup tag can be used to link any image that is in media storage to a page or block in your store. The tag specifies the location and filename, and replaces what is normally enclosed within the double quotes of the <img> tag.

As with the anchor <a> tag, the Media URL markup tag is enclosed in double curly braces, and is placed inside the standard double quotes of the image <img> tag. If you have organized your images into folders, you must also include the relative path to the image before the file name.



Banner Image Linked to Product Page

Step 1: Identify the Destination URL

If possible, navigate to the page that you want to link to, and copy the full URL from the address bar of your browser. The part of the URL that you need comes after the “dot com forward slash.” Otherwise, copy the URL Key from the CMS page that you want to use as the link destination.

Step 2: Mark Up the Image Tag

1. Starting with a standard image tag, replace the part that is enclosed within the double quotes with the first part of the Media URL tag, as follows:

```
<img src="{{media url="
```

2. Immediately after the last double quote, enter the path and filename of the image, according to its folder location in Media Storage. Then, enter the closing double quote and double curly braces to complete the markup tag.

```
<img src="{{media url="shoe-sale.jpg"}}

<img src="{{media url="banners/shoe-sale.jpg"}}
```

3. To complete the image tag, enter the closing double quotes and alternate text, followed by the end (/>) tag.

```
<img src="{{media url="shoe-sale.jpg"}}"/>

<img src="{{media url="shoe-sale.jpg"}} alt=”Shoe Sale"/>
```

Step 3: Complete the Anchor Tag

1. Place the completed image tag inside an anchor tag that links to the page.

```
<a href="{{store url="apparel/shoes/womens"}}">
<img src="{{media url="shoe-sale.jpg"}}" alt="Shoe Sale" /></a>
```

2. Paste the completed anchor tag into the code of any CMS page, block, banner, or email template, where you want the linked image to appear.

Notes

Chapter 29:

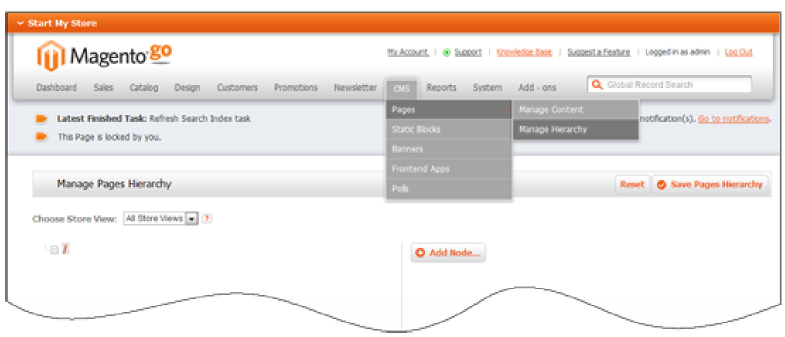
Page Hierarchy

Your store's page hierarchy system gives you the ability to organize your content pages and add pagination, navigation, and menus. If you publish a large amount of content on a regular basis, you can use page hierarchy to organize the content and make it easy for people to find articles of interest.

Setting Up Page Hierarchy

Intermediate

Page hierarchy can be accessed from an individual CMS page and also by using the Manage Page Hierarchy command. The CMS Page Hierarchy configuration settings activate the page hierarchy system and metadata, and determine the default menu layout.



Manage Hierarchy

The page hierarchy system uses nodes as references to identify related pieces of content, and to organize content pages into a structure of parent/child relationships. A parent node is like a folder that can contain child nodes and pages. The relative position of each node and page in the hierarchy is shown as a tree on the left side of the Manage Pages Hierarchy page. A node can contain other nodes and content pages, and a single content page can be associated with multiple nodes and other content pages in parent/child and neighbor relationships.

To configure the page hierarchy settings:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Content Management**.
3. Click to expand the **CMS Page Hierarchy** section, and make any changes that are necessary.
4. Click to expand the **CMS Versioning** section, and make any changes necessary.

CMS Page Hierarchy

5. Click the **Save Config** button to save your changes.

Field Descriptions

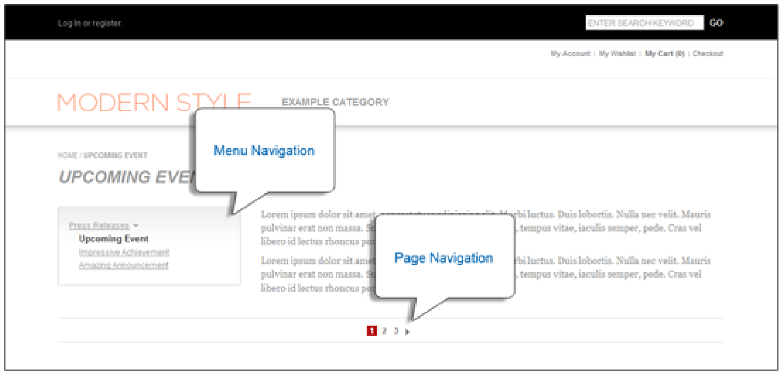
Field	Description
Enable Hierarchy Functionality	Activates the use of page hierarchy for your content pages. Options include: Yes / No
Enable Hierarchy Metadata	Lets you associate meta data with pages in the hierarchy. Options include: Yes / No
Default Layout for Hierarchy Menu	Determines the default menu style. Options include: Content Left Column Right Column

Adding Nodes

Intermediate

The following example shows how to create a node with simple navigation to content pages. Although the node does not have a content page associated with it, it does have a URL Key which can be referenced elsewhere in your site.

For example, you can create a node called “Press Releases” with navigation to individual press releases. Then, include the link on your “About Us” page. Or how about a node with links to articles from back issues of your newsletter?



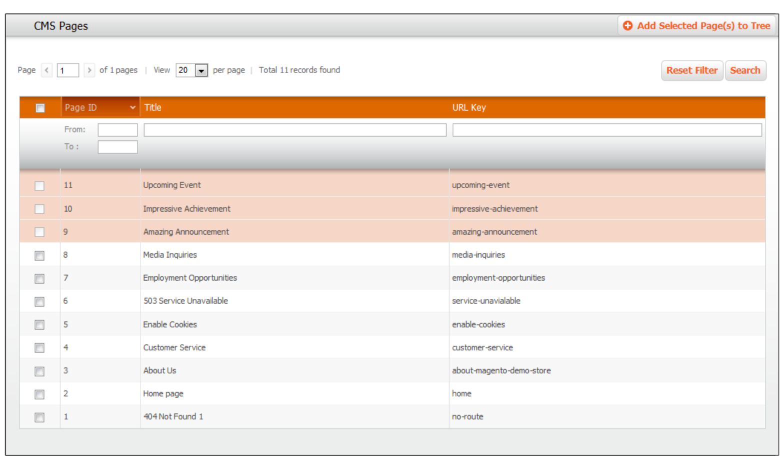
Content Page with Navigation

Step 1: Create a Node

1. On the Admin menu, select **CMS > Pages > Manage Hierarchy**.
2. Click the **Add Node** button.
3. In the Page Properties section, type a **Title** for the node. Then create a suitable **URL Key** using all lowercase characters, with hyphens instead of spaces.
4. Click the **Save Pages Hierarchy** button to save the node. The node appears as a folder in the tree.

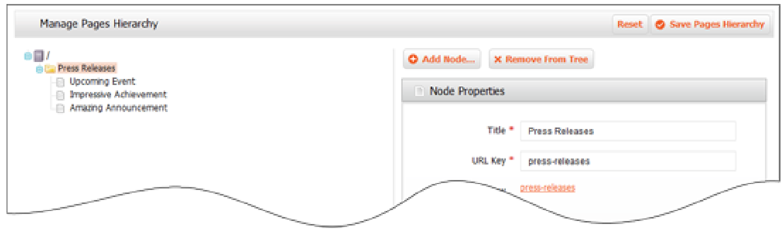
Step 2: Add Pages to the Node

1. In the hierarchy tree, click to open the node.
2. Scroll down to the **CMS pages** section, and select the checkbox of each page you want to include.



Select CMS Pages

3. Click the **Add Selected Pages(s) to Tree** button. Each selected page appears in the tree below the node folder.



Add Selected Pages to Tree

Step 3: Add Navigation

1. In the tree, click to open the node.
2. In the Pagination Options for Nested Pages section, set **Enable Pagination** to "Yes."
3. In the Navigation Menu Options section, and set **Enable Navigation Menu** to "Yes."
4. Scroll back up to the Node Properties section, and click the **Preview** link.
5. Click the **Save Pages Hierarchy** button to save the settings.

Linking to a Node

Intermediate

The frontend app type, CMS Hierarchy Node Link, gives you the ability to link to a content node from other content in your store..

Step 1: Set Up the Page Hierarchy

Create the initial page hierarchy tree.

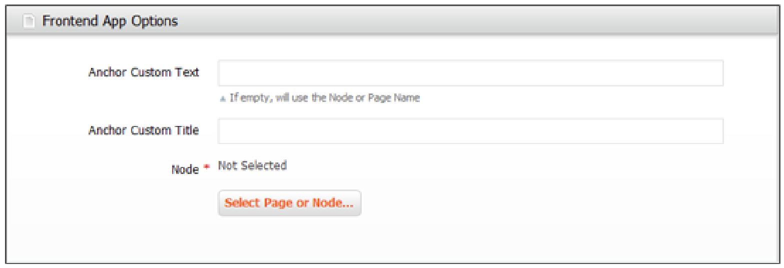
Step 2: Create a Frontend App

To begin, complete the first three steps of creating a frontend app.

- Select the CMS Hierarchy Node Link frontend app type.
- Specify the page and location where it belongs.
- Choose the template.

Step 3: Configure the Link

1. Open the frontend app you created in the previous step.
2. In the panel on the left, select **Frontend App Options**. Then, do the following:



Frontend App Options

   a. In the **Anchor Custom Text** field, enter a descriptive link name for the app. If left blank, the Node or Page name is used.

   b. In the **Anchor Custom Title** field, enter the text that appears when someone hovers over the link.

   c. Click the **Select Page or Node** button. Then, select the page or node that you want to appear when someone clicks the link.

Select Node

3. When complete, click the **Save** button.

Notes

Chapter 30:

Working with Blocks

A block is a modular unit of content that can be positioned most anywhere on the page. Blocks can be used to display static information such as text, images, and embedded video, as well as dynamic information.

- **Built-In Blocks**
  Magento Go includes a selection of built-in blocks that make it easy to add features and functionality to your store. Some built-in blocks are required components of your store, while others can be enabled or disabled according to your preference. To learn more, see: Using the Layout Editor.

- **CMS Static Blocks**
  Magento Go's content management system (CMS) makes it easy to create blocks of content without writing any code. Blocks can contain text, images, and even video, and can be assigned to any part of the page layout. Your store includes a selection of ready-made CMS blocks, which you can edit to meet your needs.

- **Positioning Blocks**
  Blocks can also be defined and positioned by entering XML code in the Layout Update box on the target page. Custom CMS blocks can also be referenced and positioned without writing any code by using the Frontend App tool.

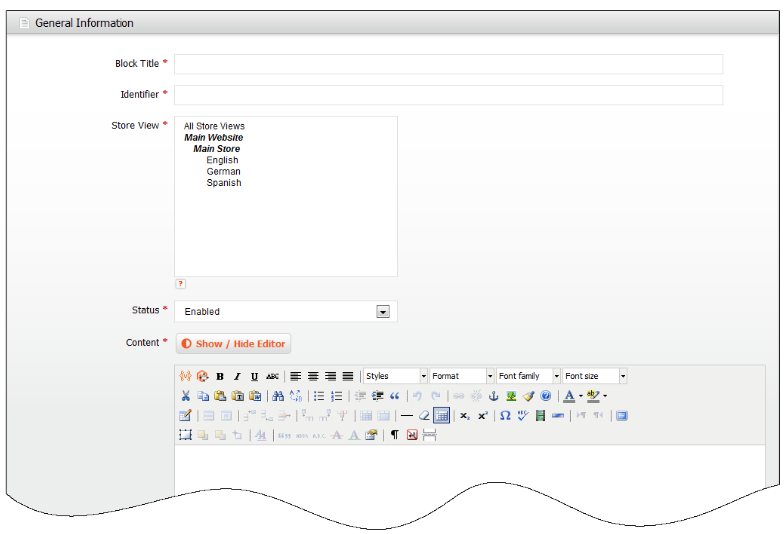
Creating a Custom Block

Easy

Magento Go gives you the ability to create blocks of content that can be used throughout your store. Custom, static blocks of content can be added to any page, group of pages, or even to another block.

To create a block:

1. On the Admin menu, select **CMS > Static Blocks**.
2. Click the **Add New Block** button. Then, do the following:
   a. Assign a descriptive **Block Title**.
   b. Assign a unique **Identifier** to the block. Use all lowercase characters, with underscores instead of spaces. The identifier is used for internal reference.
   c. Select the **Store View(s)** where this content block will be visible.
   d. Set **Status** to "Enabled" to make the block visible in the store.
   e. Complete the **Content** for the block. You can use the Editor to format text, create links and tables, add images, video, and audio.
3. When complete, click the **Save Block** button.



CMS > Static Blocks: Add New – General Information

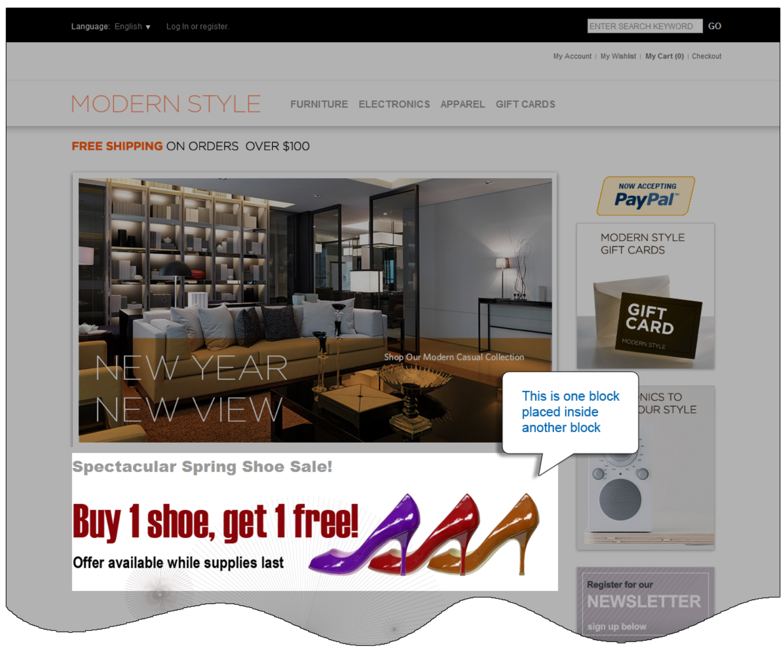
Nesting Blocks

Advanced

In the illustration below, what looks like a single block is actually two blocks, with one nested inside the other. In the following illustration, the words “Spectacular Spring Shoe Sale!” is text that is placed in the outer block, but the image is actually located in a separate block.

Why would you want to separate the text from the image? If your store is available in multiple languages, you could update the text block separately. You could put a rotating banner in one block, but the leave the text unchanged. It also gives you the ability to change either the content of either block dynamically, according to a schedule.

In this example, the Block ID tag is used to reference one block from the other, and also to display the nested block in the content area of the home page.



Nested Blocks

Step 1: Create the Inner Block

In this example, the inner block looks like a simple image, but includes an anchor link to the product page, with markup tags for the media URL and store URL. The “banner-main” class is a custom.CSS style that was created to prevent the banner from extending beyond the width of the main area of the store. You can experiment by applying different classes from the style sheet of your theme, or create new ones.

Inner Block Code

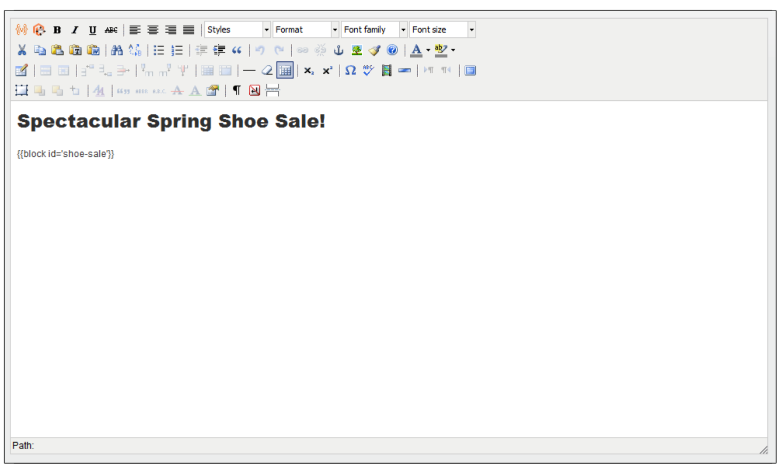
```
<div class="banner-main">
<a href="{{store url='nine-west-women-s-lucero-pump.html'}}">
<img src="{{media url='shoe-sale-med.png'}}" alt="" /></a>
</div>
```

Step 2: Create the Outer Block

The outer block contains the text, “Spectacular Spring Shoe Sale!” followed by the Block ID markup tag that references the block with the image.

Outer Block Code

```
<p><span style="font-family: arial black,avant garde; font-size: x-large;">
<strong>Spectacular Spring Shoe Sale!</strong></span></p>
<p>{{block id='shoe-sale'}}</p>
```



Block with Text and Block ID Markup Tag

Step 3: Place the Outer Block on a CMS Page

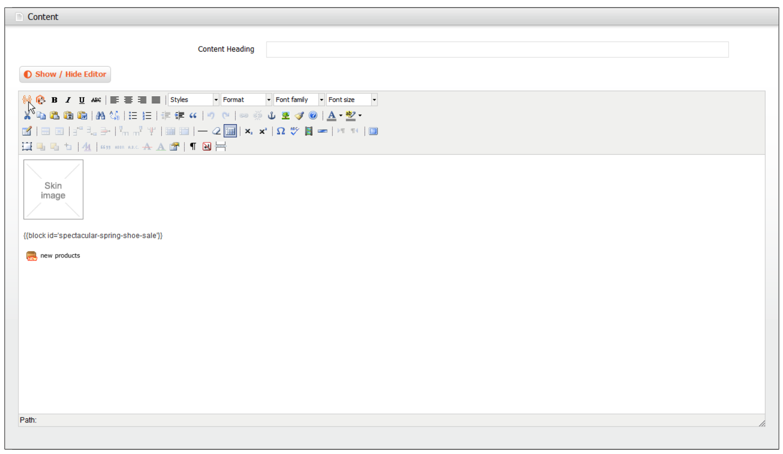
The final step is to add the nested block to the content area of a CMS page.

1. On the Admin menu, select **CMS > Manage Pages**.
2. Click to open your **Home** page.
3. In the panel on the left, select **Content**. Then type the **Block ID** tag into the content editor.

```
{{block id='nested-block-id'}}
```

For better control, you can click the **Show / Hide Editor** button, and position the Block ID exactly where you want it to appear in the code. In the following example, the block is placed between an image and the New Products list.

4. Click the **Save Page** button.



Home Page Content with Block ID Markup

Positioning Blocks

Your store is loaded with predefined places where you can place content. Each location has a name, or block reference that identifies the place on the page within the context of the page layout. In this section, you will learn how to make layout updates to position blocks using Frontend Apps and Layout Updates.

The code that controls the page layout and placement of blocks is written in XML. You may have noticed references to XML Page Layout Updates throughout the Admin panel of your store. Every product, category, and piece of content—whether it's a page, block, banner, or app—has a section where you can update the XML code that controls the positioning of the item.

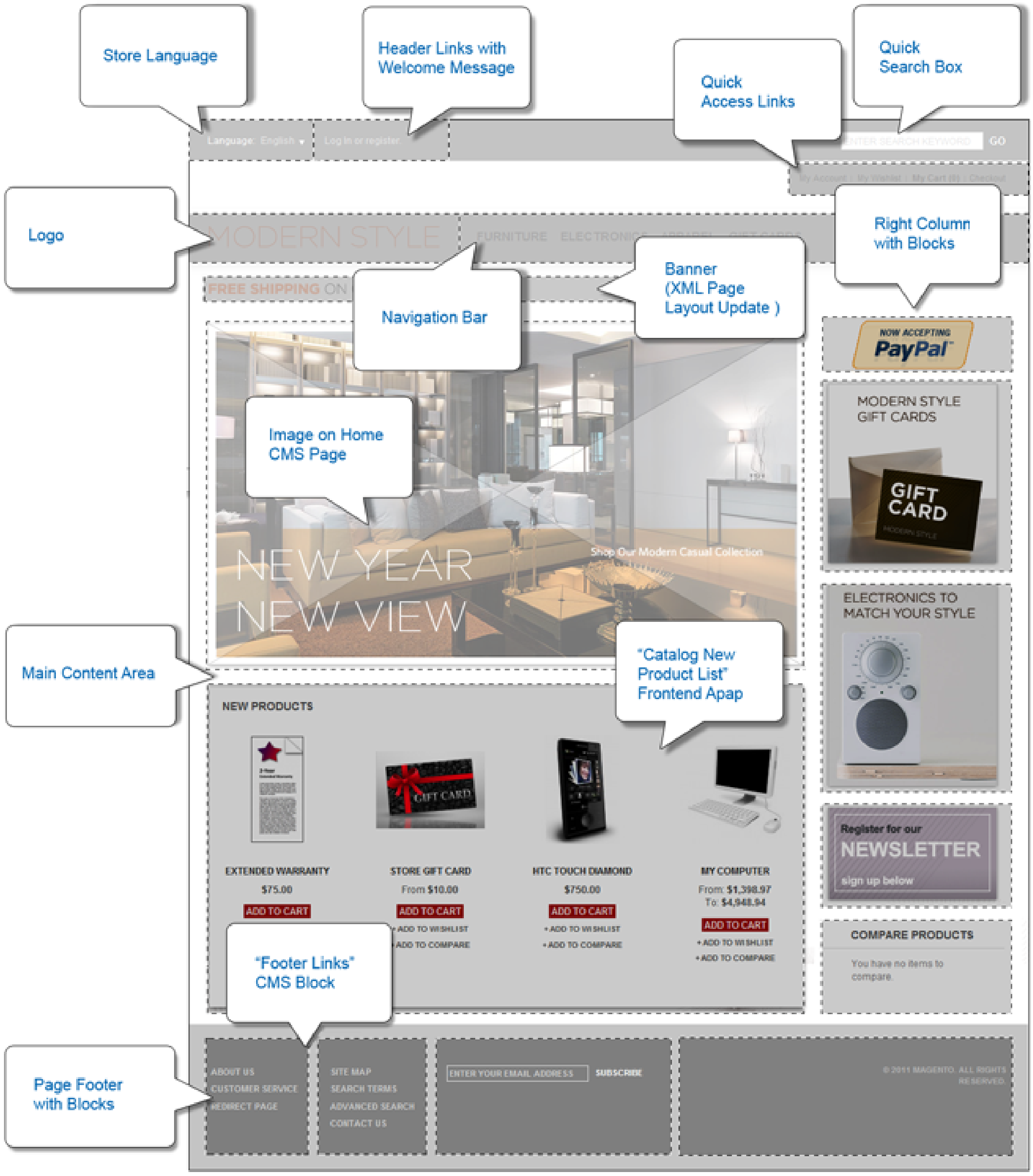
Block References

The selection of available block references that is available varies by page type, and whether the customer is logged in, or is visiting the as a guest.

Frontend apps make it easy to position a block at a specific place on the page, and even for a specific product or category. You can select each option from a list, rather than trying to remember all of the possible combinations.

Category and CMS Pages

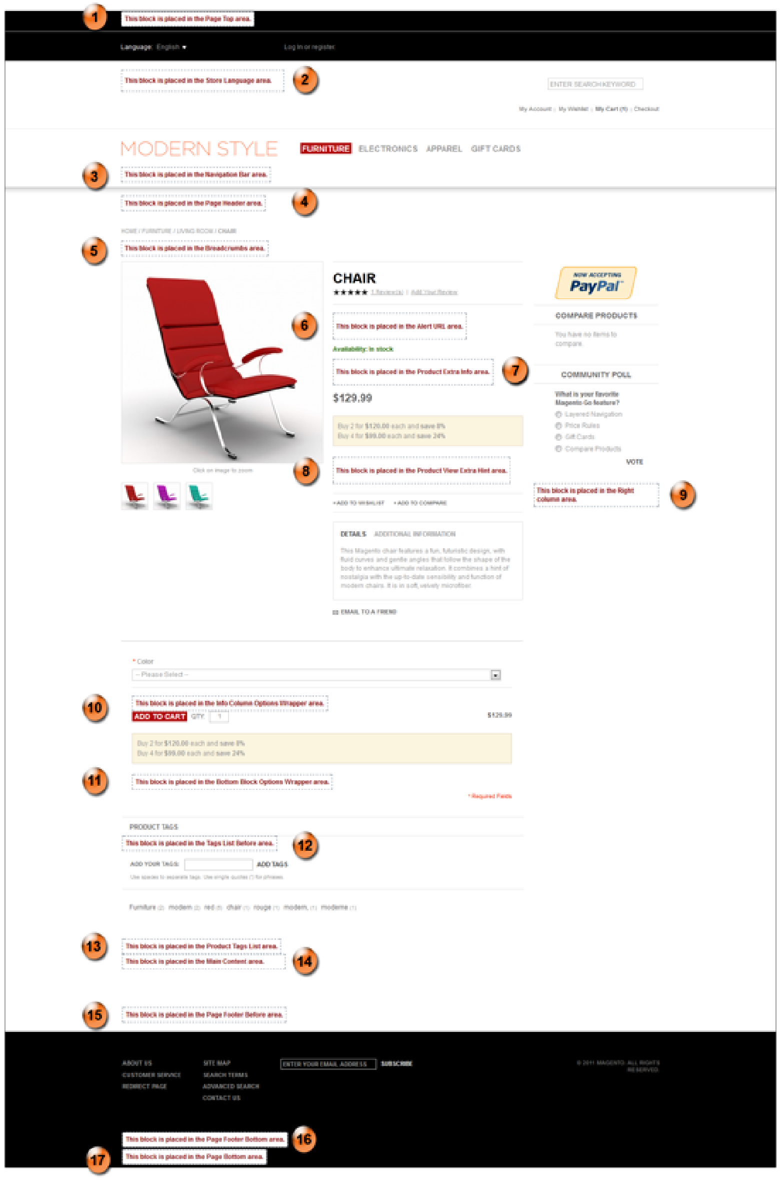
Block Reference	Position
Breadcrumbs	The navigation aid at the top of many pages that shows your current location as a link. Any additional content placed in the Breadcrumbs reference floats to the right of the breadcrumbs, if displayed.
Left Column	Content is added to the left column.
Main Content Area	Content is added to the main content area.
My Cart Extra Actions	Content appears below the Cart Subtotal in the My Cart popup located within the top link.
Navigation Bar	Content appears below the main navigation bar.
Page Bottom	Content appears at the bottom of the page.
Page Footer	Content appears above the footer of the page.
Page Header	Content appears below the header of the page.
Page Top	Content appears at the top of the page.
Right Column	Content appears in the right column.
Store Language	Content appears in the upper-left corner of the header.



Home Page Block References

Product Page

Block Reference	Position
Alert URLs	Content appears below the title of the product on the product detail page.
Bottom Block Options Wrapper	If custom options are added, content appears below the Add to Cart button.
Breadcrumbs	Content appears to the right of breadcrumbs—the navigation aid that provides links as a path—that’s showcased below the navigation bar.
Info Column Options Wrapper	If a custom options are added, content appears to the right. The same location applies to configurable options.
Left Column	Content appears below the left column blocks.
Main Content Area	Content appears below the main content area.
My Cart Extra Actions	Content appears below the Cart Subtotal in the My Cart popup located within the top link.
Navigation Bar	Content appears below the main navigation bar.
Page Bottom	Content appears at the bottom of the page.
Page Footer	Content appears above the footer of the page.
Page Header	Content appears below the header of the page.
Page Top	Content appears at the top of the page.
PayPal Express Checkout (Payflow Edition) Shortcut Wrapper	If the PayPal payment method is enabled, content appears below the PayPal buy button.
PayPal Express Checkout Shortcut Wrapper	If the PayPal payment method is enabled, content appears below the PayPal buy button.
Product Tags List	Content appears below the products tag bar.
Product View Extra Hint	Content appears below the main top price of the product.
Right Column	Content appears below the right column blocks.
Store Language	Content appears to the right of the language chooser.
Tags List Before	Content appears above the Add Your Tags field.



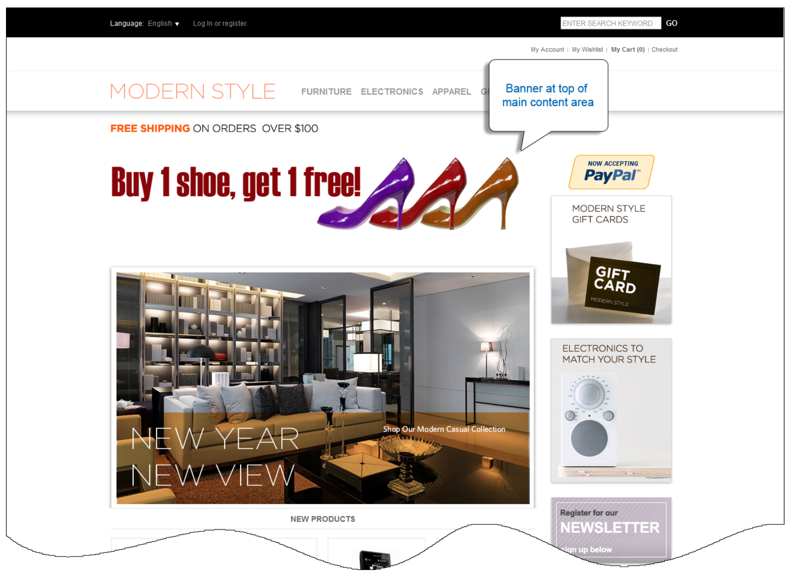
Product Page Block References (Modern Theme)

1. Page Top
2. Store Language
3. Navigation Bar
4. Page Header
5. Breadcrumbs
6. Alert URL
7. Product Extra Info
8. Product View Extra Hint
9. Right Column
10. Info Column Options Wrapper
11. Bottom Block Options Wrapper
12. Tags List Before
13. Product Tags
14. Main Content
15. Page Footer Before
16. Page Footer Bottom.
17. Page Bottom

Notes

Chapter 31:
Banners

Banners can be used to display an image or block of content, and set to appear for a specific period of time for a promotion. You can create banners that are visible to certain customer groups, or whenever price rule conditions and coupons apply.



Banner at Top of Main Content Area

When designing banners for your store, you should take into consideration both the page layout and the theme you are using. Banners are often designed to appear on a specific page, and area of the page. Although the header and footer are a fixed width, the width of the content area and left and right columns can vary according to theme and page layout. When designing a banner with graphic images, it is important to understand the page layout, so you can take advantage of the available space.

Creating a Banner

Intermediate

A banner can be as simple as an image. or contain a combination of text and code that triggers an event. After a banner is created, you can use the Frontend App tool to place it in your store, and combine it with other banners in a rotating sequence.

To create a banner:

1. On the Admin menu, select **CMS > Banners**.
2. Click the **Add Banner** button. Then, do the following:
   a. Enter a descriptive **Banner Name**.
   b. Set **Active** to "Yes."
   c. In the **Applies To** list, select one of the following:
      - Any Banner Type
      - Specified Banner Type
        This setting determines where in the store the banner can be used. (To select more than one, hold the Ctrl key down and click each option.)
   d. In the Banner Information panel on the left, select **Content**. Then in the **Default Content** section, enter any HTML code needed for the banner.
   e. To insert an image, click the **Insert Image** button. Then, select the image from Media Storage.
   f. To customize the content for a specific store view, clear the **Use Default** check box, and enter the custom content for the each view.
3. When complete, click the **Save Banner** button.

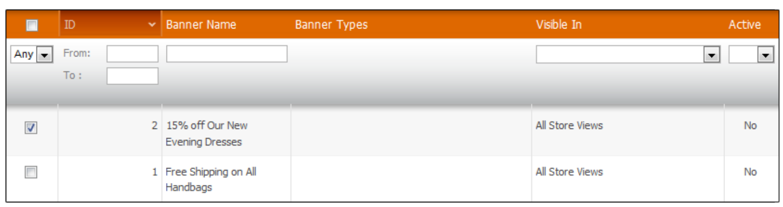
Banner Type by Location

Location	Description
Content Area	The width of the main content area varies, depending on the column layout.
Footer	The bottom section of the page contains the footer links and copyright notice.
Header	The top section of the page contains your logo, account links, search box, and top navigation.
Left Column	The left column of a two- or three-column layout.
Right Column	The right column of a two-or three-column layout.

Using Banners with Price Rules

Intermediate

Any banners you have created can be associated with both catalog and shopping cart price rules for a promotion. To associate a banner with a price rule, you must first create the banner and the price rule.



Shopping Cart Price Rule - Related Banners

To associate a banner with a price rule:

1. On the Admin menu, select one of the following:
   - Promotions > Catalog Price Rules
   - Shopping Cart Price Rules
2. In the list, click to open the rule where you want to add the banner. Then, do the following:
   a. In the Price Rule panel on the left, select **Related Banners**.
   b. In the list, select the checkbox of each banner that you want to associate with the price rule.

   > If your banners don't appear in the table, click the Reset Filter button to clear filtering rules.

3. When complete, click the **Save Rule** button.

Creating a Banner Rotator

Intermediate

A banner rotator can be used to display a single banner, or multiple banners in a specific sequence or random order. The next banner in the sequence appears when the page is refreshed.

As a frontend app, the rotator can be assigned to a specific page, product, or category, and placed most anywhere in your store. In addition, a banner rotator can be used as a related banner that is associated with a specific shopping cart or catalog rule.

If you prefer a more animated effect, you can add a jQuery slider or carousel that changes images automatically. There is a wide assortment of jQuery sliders available online, and many are free. To add a slider to your store, first create a static block. Follow the slider instructions to add the jQuery code to the block. Then, use the Frontend App tool to place the static block where you want it to appear in your store. To learn more, see: Working with JavaScript.

To add a standard banner rotator to your store, follow the steps below:

Step 1: Create the Individual Banners

Create the individual banners that you want to include in the rotator.

Step 2: Create a Frontend App

Complete the first three steps of the instructions for creating a frontend app.

- Choose "Banner Rotator" as the type of app.
- Specify the page and location where it belongs. (See Banner Layout Update Options)
- Choose the template to be used.

Step 3: Configure the Banner Rotator

1. If necessary, select **CMS > Frontend Apps**, and click to open the banner rotator that you created in the previous step.
2. In the left panel, click **Frontend App Options** to configure the banner. Then, do the following:
   a. Set **Banners to Display** to "Specified Banners."
   b. (Optional) To limit the banner to a certain section of the store, set **Restrict by Banner Types** to the section where you want it to appear.

c. In the **Rotation Mode** list, select one of the following:

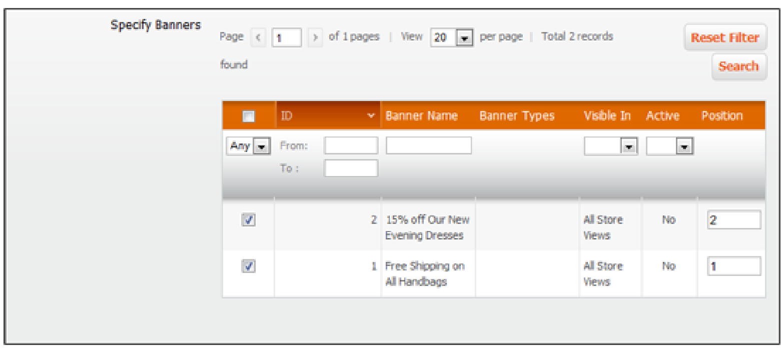
- Do not rotate, display all at once
- One at a time, Random
- One at a time, Series
- One at a time, Shuffle

3. To specify the banners you want to include, do the following:

a. In the Specify Banners section, click the **Reset Filter** button to list all the available banners. You can also use the search filters to find the banners you want to include.

b. Select the checkbox of each banner you want to include in the rotator.

c. To set the sequence of each banner in relation to the others, enter a number in the **Position** column. If you wan the banner to appear in the first position, enter the number 1.



Specify Banners

4. When complete, click the **Save** button.

Banner Layout Update Options

Option	Description	
Display On Categories	Determines the categories where the banner rotator appears.	
	Anchor Categories	Appears only on anchored category pages listed in the layered navigation.
	Non-Anchor Categories	Appears only on non-anchored category pages, which are category pages that are not shown in the layered navigation.
	Products	Displays the banner rotator for a specific product, or type of product. Options include: All Product Type Simple Product Grouped Product Configurable Product Bundle Product Virtual Product Gift Card
Categories	Displays the banner rotator for only the categories selected.	
Block Reference	Assigns the banner rotator to a specific location by reference. Options include:	
	Breadcrumbs	Page Footer Before
	Left Column	Page Footer Bottom
	Main Content Area	Page Header
	My Cart Extra Actions	Page Top
	Navigation Bar	Right Column
	Page Bottom	Store Language
Template	Options include: Banner Block Template Banner Inline Template	

Banner Frontend App Options

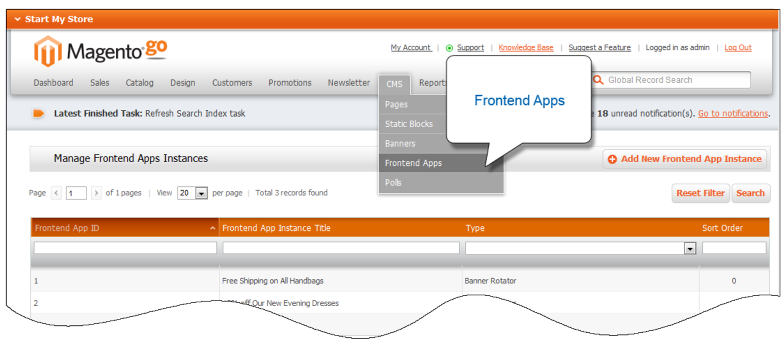
<table>
<tr><th>Option</th><th>Description</th></tr>
<tr><td>Banners to Display</td><td>Options include:
Specified Banners
Shopping Cart Promotions Related
Catalog Promotions Related</td></tr>
<tr><td>Restrict by Banner Types</td><td>Limits the banner to a certain section. Options include:
Content Area
Footer
Header
Left Column
Right Column</td></tr>
<tr><td>Rotation Mode</td><td>Select the rotation mode for the banners. Options include:
<table>
<tr><td>Do not rotate</td><td>Display one banner after the other, in a stack where all are visible.</td></tr>
<tr><td>One at a time, Random</td><td>Displays the banners that you specify in a randomly generated order. Every time the page is refreshed, a different (and random) banner appears.</td></tr>
<tr><td>One at the time, Series</td><td>Displays the banners that you specify by the order of their position every time the page is refreshed.</td></tr>
<tr><td>One at the time, Shuffle</td><td>Displays one banner at a time in a shuffled position order. This option is similar to the One at a time, Random option, except that the same banner does not repeat back-to-back (unless you have only one banner).</td></tr>
</table></td></tr>
<tr><td>Specify Banners</td><td>Select the banners to include from the list of available banners.</td></tr>
</table>

Notes

Chapter 32:

Using the Frontend App Tool

A frontend app is a snippet of code that makes it possible to display a wide range of content, and place it at specific block references through your store. Many frontend apps display real-time, dynamic data, and create opportunities for your customers to interact with your store. The Frontend App tool makes it easy to place existing content, such as blocks, banners, and interactive elements most anywhere in your store.



Frontend Apps

In addition, the frontend app code that you generate can be easily incorporated into other content directly from the editor, by clicking the Insert Frontend App button. Here are a few ways you can use the Frontend App tool:

- Landing pages for marketing campaigns
- Dynamically update information such as recently viewed items
- Promotional images at specific locations in your store
- Interactive elements and action blocks, such as external review systems, video chats, voting, and subscription forms
- Navigation elements such as tag clouds, rotating banners, and catalog image sliders
- Dynamic elements that can be easily configured and embedded with content

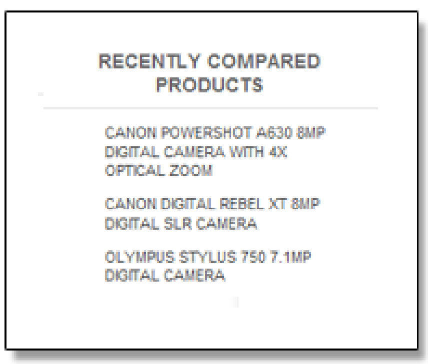
Frontend App Types

Banner Rotator

Combines an assortment of banners into a single display, which can be set to rotate in a series, random order, or shuffle. The banner can be configured to appear on a specific page and location on the page.

Catalog New Products List

Displays a block of products which have been designated as new,
for the duration of time specified in the product record.

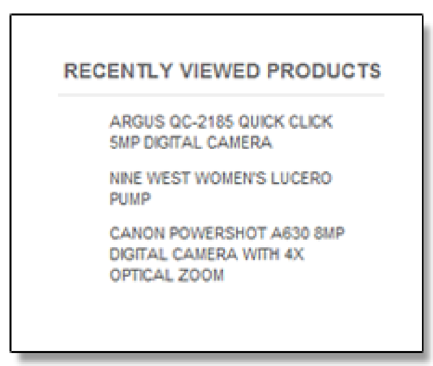


Recently Compared Products

Displays the built-in block of recently compared products. You can specify the number of products included, and format them as a list or product grid.

Recently Viewed Products

Displays the built-in block of recently viewed products. You can specify the number of products included, and format them as a list or product grid.

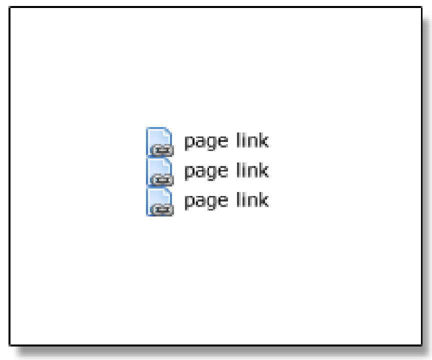


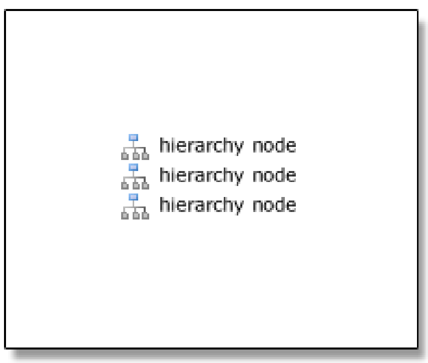
CMS Static Block

Displays a block of content at a specific location on a page.

CMS Page Link

Displays a link to a selected page. Allows you to specify custom text and title. When the link is complete, it can be used in content pages and blocks.



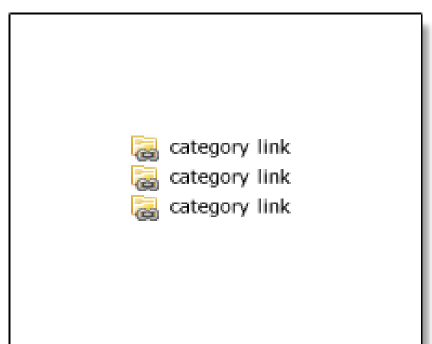


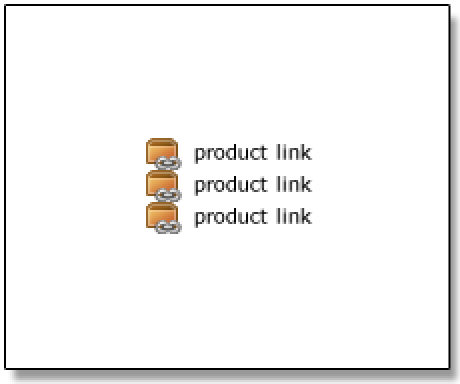
CMS Hierarchy Node Link

Displays a link to a selected hierarchy node. Allows you to specify custom text and a link to the node. When the link is complete, it can be used in content pages and blocks.

Catalog Category Link

Displays a link to a selected catalog category. Allows you to specify custom text and a title. Two templates are available: inline and block. When the link is complete, it can be used in content pages and blocks.





Catalog Product Link

Displays a link to a selected catalog product. Allows you to specify custom text and a title. Two templates are available: inline and block. When the link is complete, it can be used in content pages and blocks.

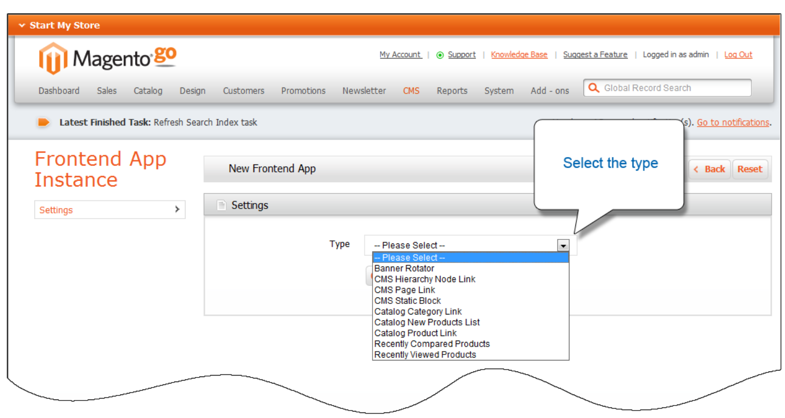
Creating a Frontend App

Intermediate

The process of creating a Frontend App is nearly the same for each type. You can follow the first part of the instructions, which is the same for all types, and then complete the last part that is specific to the type of app you want to create.

Step 1: Choose the App Type

1. On the Admin menu, select **CMS > Frontend Apps**.
2. Click the **Add New Frontend App Instance** button.
3. In the Settings section, select the **Type** of app you want to create. Then, click the **Continue** button.



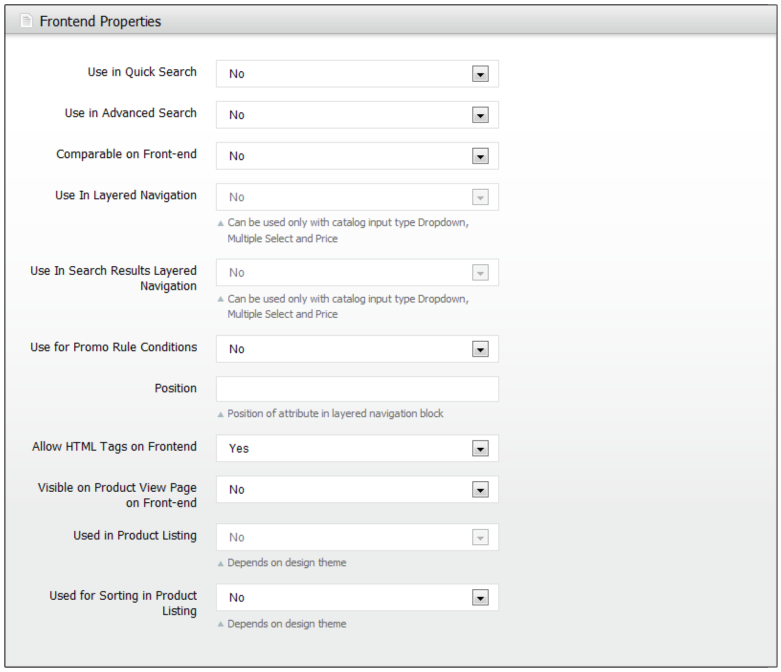
Select Type

4. In the Frontend Properties section, do the following:

a. In the **Frontend App Instance Title** field, enter a descriptive title for your app. This title is for internal use only, and won't be visible to your customers.

b. Enter a number in the **Sort Order** field to determine the order of the block when listed with others in the column. The top position is zero.

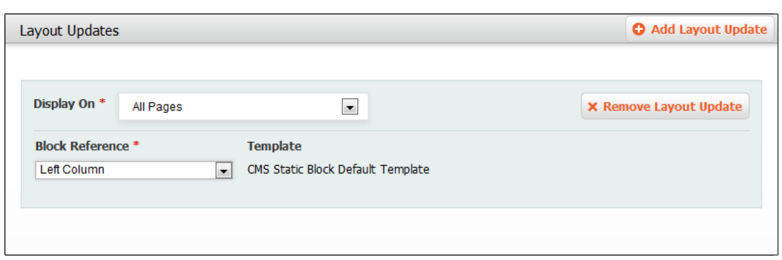
c. Set **Assign to Store Views** to "All Store Views," or to the view where the app will be available. To select more than one, hold the Ctrl key down, and select each option.



Frontend Properties

Step 2: Specify Where It Goes

1. In the Layout Updates section, click the **Add Layout Update** button.



Add Layout Update

2. Set **Display On** to the type of category or product page where you want this banner to appear.

3. In the **Block Reference** list, select the block or section of your page layout where you want this banner to appear.

Step 3: Select a Template

1. Set **Template** to one of the following:

Block Template	Formats the content so it can be placed as standalone unit on the page.
Inline Template	Formats the content so it can be placed inside other content. For example, a link that goes inside a paragraph of text.

2. Click **Save and Continue Edit** to save your changes and continue editing.

Step 4: Complete the Instructions by Type

- Banner Rotator
- CMS Hierarchy Node Link
- CMS Page Link
- CMS Static Block
- Catalog Category Link
- Catalog New Products List
- Catalog Product Link
- Recently Compared Products
- Recently Viewed Products

Step 5: Save Your Work and Check It Out!

1. When complete, click the **Save** button.
2. Go to your storefront and see how it looks.

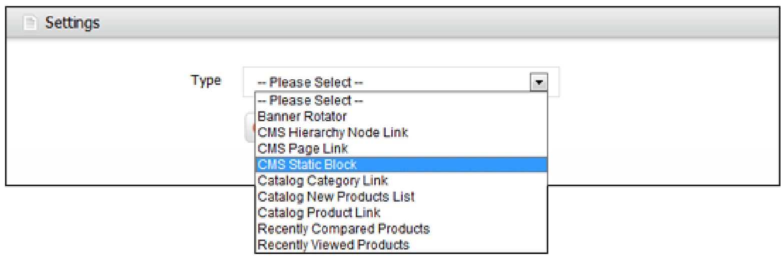
CMS Static Block

Intermediate

The CMS Static Block frontend app gives you the ability to place an existing CMS block most anywhere in your store.

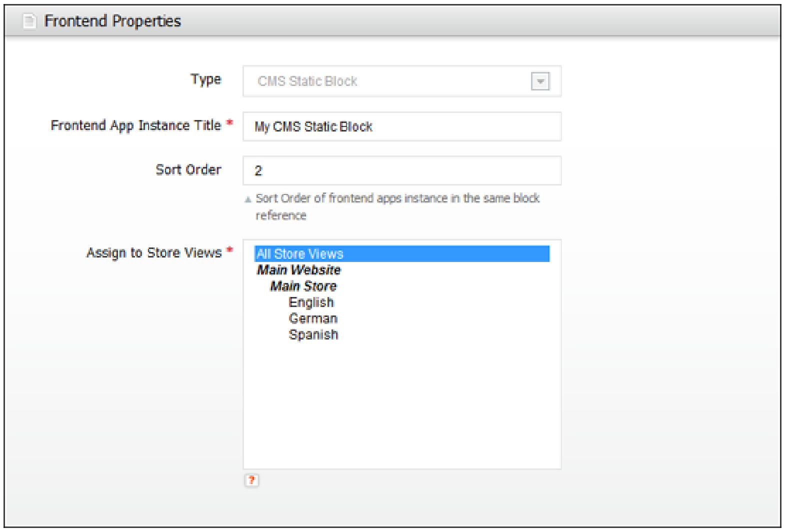
Step 1: Choose the Frontend App Type

1. On the Admin menu, select **CMS > Frontend Apps**.
2. Click the **Add New Frontend App Instance** button.
3. In the Settings section, set **Type** to "CMS Static Block." Then, click the **Continue** button.



Frontend App Settings - CMS Static Block

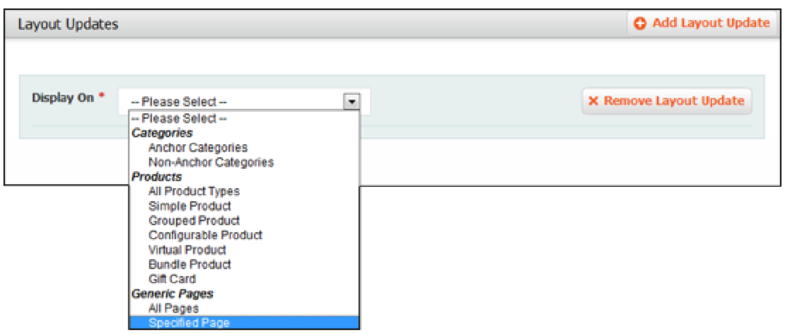
4. In the Frontend Properties section, do the following:
   a. In the **Frontend App Instance Title** field, enter a descriptive title for your app. This title is for internal use only, and is not visible to your customers.
   b. Enter a number in the **Sort Order** field to determine the order of the block when listed with others in the column. The top position is zero.
   c. Set **Assign to Store Views** to "All Store Views," or to the view where the app will be available. To select more than one, hold the Ctrl key down, and select each option.



Frontend App Properties

Step 2: Complete the Layout Updates

1. In the Layout Updates section,set **Display On** to the category, product, or page where you want the block to appear. In this example, the block will be set to appear on a specified page.



Choose the Location

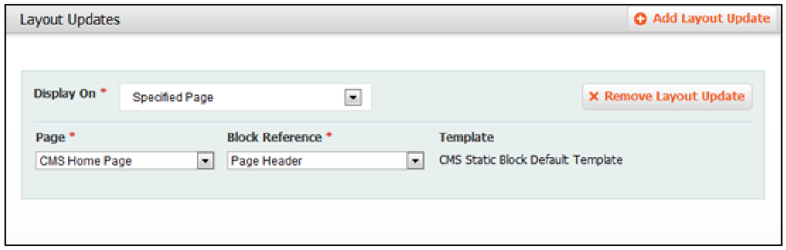
2. To complete the Layout Updates, do the following:

   a. Select the **Page** where you want the block to appear.

   b. Select the **Block Reference** to identify the place on the page where the block will appear

   c. Accept the default setting for **Template**, which is set to "CMS Static Block Default Template."

   d. Click **Save and Continue Edit**.

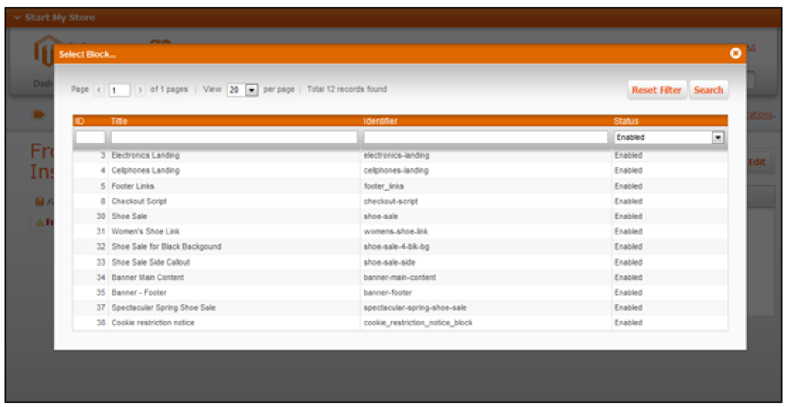


Layout Updates

Step 3: Place the Block

1. In the panel on the left, select **Frontend App Options**.
2. Click the **Select Block** button.

   Then in the list, click to select the block you want to place.



Select Block

3. When complete, click the **Save** button.

   The app appears in the Manage Frontend App Instances list.

4. Return to your storefront to verify that the block is in the correct location. To move the block to a different location,you can reopen the frontend app, and try a different page or block reference.

Step 4: Preview the Block

1. To preview your work, do one of the following:
   - On the Admin menu, select **Design > Theme Editor**. Then, click the **Preview** button for your theme.
   - Return to the Preview window and press **F5** to refresh your browser.

The new static block appears at the bottom of the left column. If there are no other blocks in the column, it appears at the top.

2. If you don't see your changes right away, do the following:

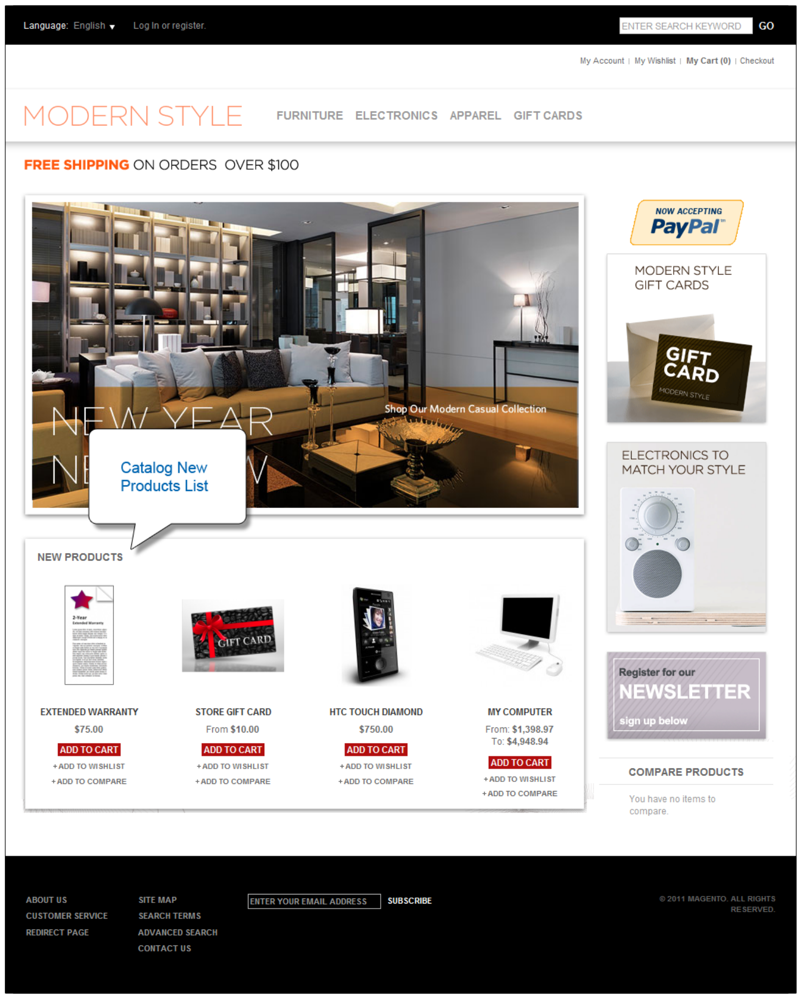
   a. Close all Preview windows.

   b. On the Admin menu, select **Design > Theme Editor**. Then, click the **Preview** button for your theme.

"New Products" List

Intermediate

The list of new products on your home page is an example of dynamic content, and consists of live data that is pulled from your product catalog. By default, the "New Products" list includes the first eight of the most recently added products. However, it can also be configured to list only the products within a specified date range.

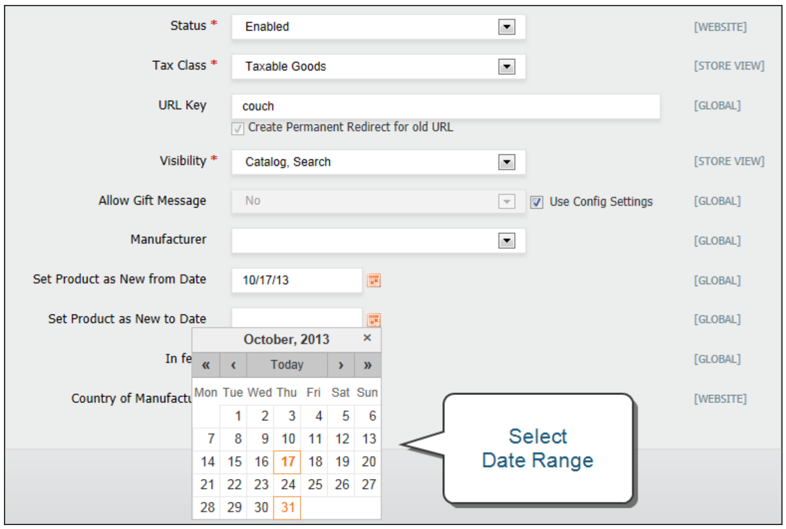


New Products List on Home Page

Step 1: Set the Date Range for Each Product

To make a product appear in the list by date range, the dates must be specified in the product record. The product then appears in the New Products list during the date range specified.

1. On the Admin menu, select **Catalog > Manage Products**.
2. Find the product you want to feature, and open the record. Then, do the following:
   a. In the **Set Product as New From Date** field, click the calendar button and select the first date that you want the product to be featured.
   b. In the **Set Product as New To Date** field, click the calendar button and select the last date that you want the product to be featured.



"Set Product As New " Date Range

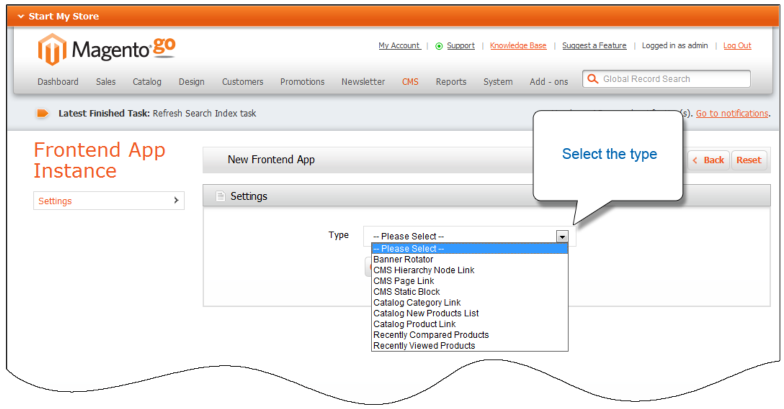
3. When complete, click the **Save** button.

   The product will now appear in the New Products list during this date range. Repeat this step for each product that you want to feature.

Step 2: Create a Working Copy

The code that determines the content of the list and its placement in your store is generated by the Frontend App tool. To create your own working copy of the New Products list, simply save a copy of the existing app. Your working copy is a new "instance" of the app, and any changes you make will not affect the original.

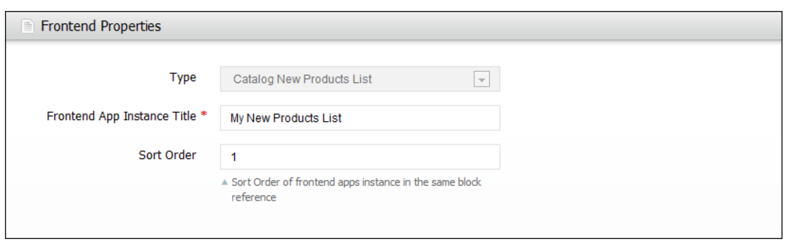
1. On the Admin menu, select **CMS > Frontend Apps**.
2. Click the **Add New Frontend App Instance** button.
3. In the Settings section, select **Catalog New Products List**. Then, click the **Continue** button.



Frontend App Type

4. In the Frontend Properties section, complete the following fields:

Frontend App Instance	Enter a descriptive title for your app. This title is not shown in your storefront—it is visible only in the administrative back office of your store.
Sort Order	(Optional) Enter a number to determine the order this items appears with others in the same part of the page. (0 = first, 1 = second, 3= third, and so on.)
Assign to Store Views	Select the store views where the app will be visible. You can select a specific store view, or "All Store Views."



Frontend Properties

Step 3: Select the Location for the List

1. In the Layout Updates section, click the **Add Layout Update** button. Then, do the following:

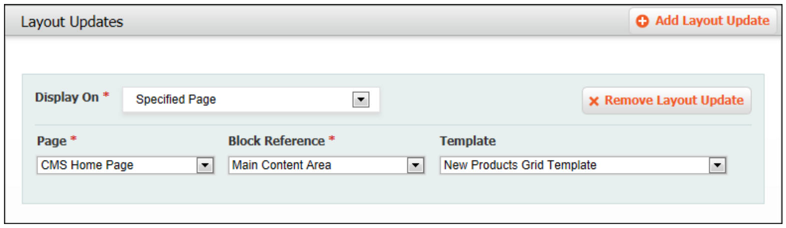
   a. Set **Display On** to "Specified Page."

   b. Set **Page** to "CMS Home Page."

   c. Set **Block Reference** to "Main Content Area."

d. Set **Template** to one of the following:

- New Product Lists Templates
- New Products Grid Template



Layout Updates

2. Click the **Save and Continue Edit** button to save your changes.

Step 4: Configure the List

1. In the panel on the left, select **Frontend App Options**. Then, do the following:
2. Set **Display Products** to one of the following:

All Products	Lists products in sequence, starting with those most recently added.
New Products	Lists only the products which are identified as “New.” A product is considered to be new during the date range specified in the “Set Product As New From” date and “Set Product As New To” date. fields of the product. The list will be blank if the date range expires and no additional products have been set as ″New.″

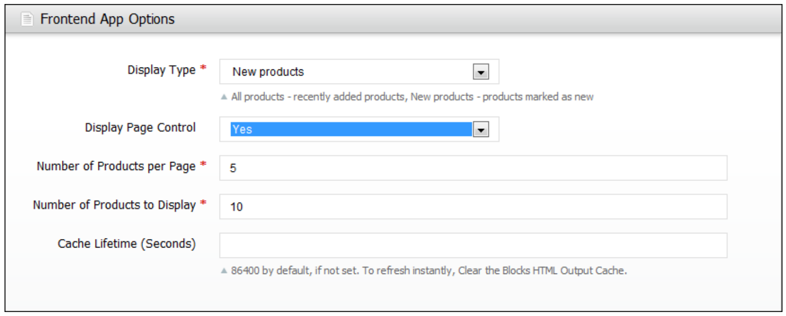
3. Complete the remaining information as follows:

   a. Set **Number of Products to Display** to the number of new products you want to include in the list. The default setting is 10.

   b. To provide navigation control for lists with multiple pages, set **Display Page Control** to “Yes.” Then, in the **Number of Products per Page** field, enter the number of products you want to appear on each page.

   c. In the **Number of Products to Display** field, enter the total number of products you want to include in the list.

d. In the **Cache Lifetime (Seconds)** field, select how often you want to refresh the list of new products. By default, the cache is set to 86400 seconds, or 24 hours.



Frontend App Options

4. When complete, click the **Save** button.

Step 5: Preview Your Work

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Find the published page in the list, where you placed the New Products list. Then, in the **Action** column, click the **Preview** link.

Removing the "New Products" List

Intermediate

If you don't want the "New Products" list to appear on your home page, the code can either be "commented out," or removed entirely.

To remove a "New Products" list:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. In the list, click to open the version of your home page that is currently published.
3. In the Page Information panel on the left, click **Content**. Then, in the Content section, click the **Show / Hide Editor** button.
4. As a precaution, before you make any changes to the code, find the closing **</div>** tag at the end of the text, and insert a carriage return to move it to a separate line. This tag must not be deleted.

   In most cases, you will find code similar to the following just above the closing </div> tag.

```
{{widget type="catalog/product_widget_new"
display_products="all_products" show_paginator="0"
products_per_page="8" products_count="8"
template="catalog/product/widget/new/content/new_grid.phtml"}}
```

5. To remove the list from your home page, do one of the following:

- Delete the code, including the opening and closing double braces.
- Comment out the code, by enclosing the entire statement in opening (**<!--**) and closing (**-->**) comment tags, as shown below.

```
<!-- {{widget type="catalog/product_widget_new"
display_products="all_products" show_paginator="0"
products_per_page="8" products_count="8"
template="catalog/product/widget/new/content/new_grid.phtml"}} -->
```

6. To preview the change in a new browser window, click the **Preview** button.

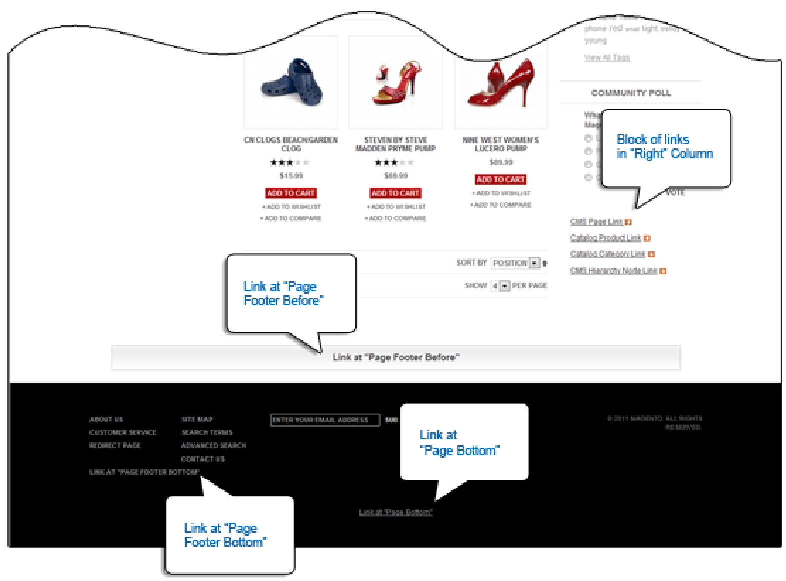
7. When you are satisfied with the results, return to the Manage Content page, and click the **Save Page** button.

Creating Links

The Frontend App tool can be used to create links to any content page or node, product, or category. Links can be positioned on the page by block reference or incorporated directly into CMS content and email templates. You can create links to the following four types of content:

- CMS Hierarchy Nodes
- CMS Pages
- Catalog Categories
- Catalog Products

Links can be displayed as a block, or used inline and incorporated into existing text. By default, a link inherits its style from the location (block reference) according to the style sheet (styles.css) of the theme.



Link Styles by Block Reference

CMS Page Link

Intermediate

The CMS Page Link app gives you the ability to place a link to a content page most anywhere in your store.

Step 1: Create a Frontend App

To begin, complete the first three steps of creating a frontend app.

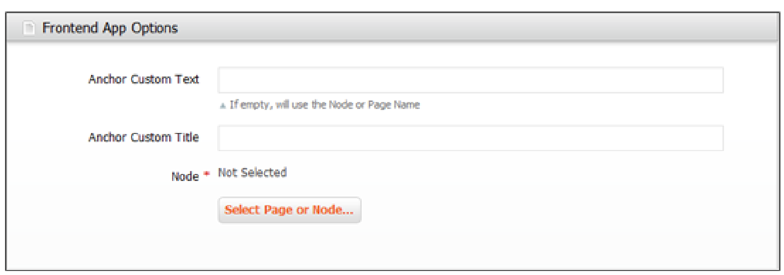
- Select the CMS Page Link app type
- Specify the page and location where it belongs
- Choose the template

Step 2: Configure the Link

1. If necessary, select **CMS > Frontend Apps**, and click to open the app that you created in the previous step.
2. In the Frontend App Instance panel on the left, select **Frontend App Options**. Then, do the following:

   a. In the **Anchor Custom Text** field, enter the text that you want to appear in the link. If left blank, the page name is used.

   b. In the **Anchor Custom Title** field, enter the text that appears when you hover over the link.



Frontend App Options

   c. Click the **Select Page or Node** button. Then, select the page that you want to appear when someone clicks the link.

Select Node

3. When complete, click the **Save** button.

Block of Links

Intermediate

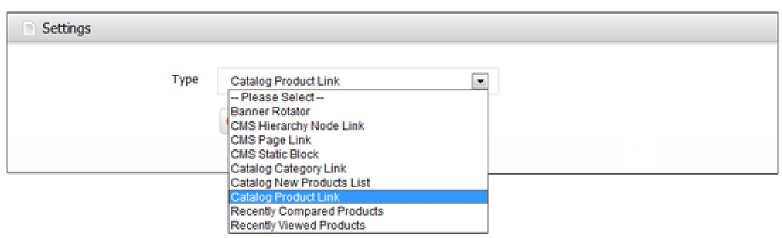
You can generate a list of links and place them most anywhere in your store. The sidebars and footer are especially good locations for blocks of links. The following example shows how to use the Frontend App tool to place a block of links directly into the right sidebar of the home page.

For additional control over the formatting and placement of links, you can add the links directly to a static block, and use HTML and CSS code to format the links. Then, use the Frontend App tool to place the CMS block at a specific page and block reference.

Step 1: Create a Working Copy of the App

To create a working copy of the app, save a copy of an existing app. Your working copy is a new "instance" of the app, and will not affect the original.

1. On the Admin menu, select **CMS > Frontend Apps**.
2. Click the **Add New Frontend App Instance** button.
3. In the Settings section, select **Catalog Product Link**. Then, click the **Continue** button.



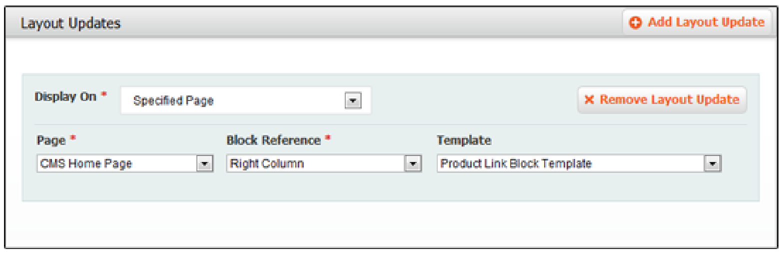
Catalog Product Link Type

4. In the Frontend Properties section, complete the following fields:

Frontend App Instance Title	Enter a descriptive title for your app, to be used for internal reference.
Sort Order	(Optional) Enter a number to establish the order of this link in the block. The lower the number, the higher its priority in the list. The highest priority is zero.
Assign to Store Views	Select the store views where you want the link to be available. You can select a specific store view, or select All Store Views if you want the link to be visible in all storefronts.

Step 2: Set the Location and Format of the List

1. In the Layout Updates section, click the **Add Layout Update** button. Then, do the following:
   a. Set **Display On** to "Specified Page."
   b. Set **Page** to "CMS Home Page."
   c. Set **Block Reference** to "Right Column."
   d. Set **Template** to "Product Link Block Template."

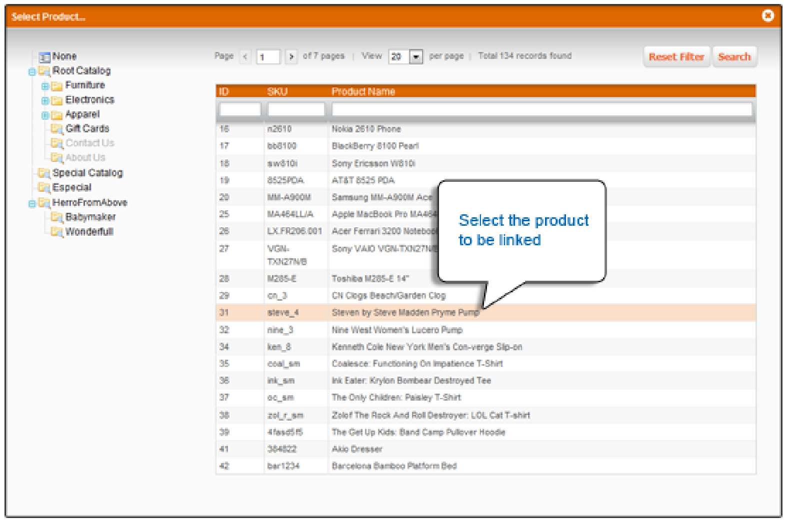


Layout Updates

2. Click the **Save and Continue Edit** button.

Step 3: Select the Link Target Page

1. In the panel on the left, select **Frontend App Options**.
2. (Optional) In the **Anchor Custom Text** field, enter the text to appear in the link. To use the product name, you can leave this field empty.
3. (Optional) In the **Anchor Custom Title** field, enter a descriptive title for the link. This text is for internal reference, and is not visible on the page.
4. Click the **Select Product** button. Then in the list, select the product to be linked. You can use the page controls and search filters to find the record.
5. Click the **Save and Continue** button.



Select Product

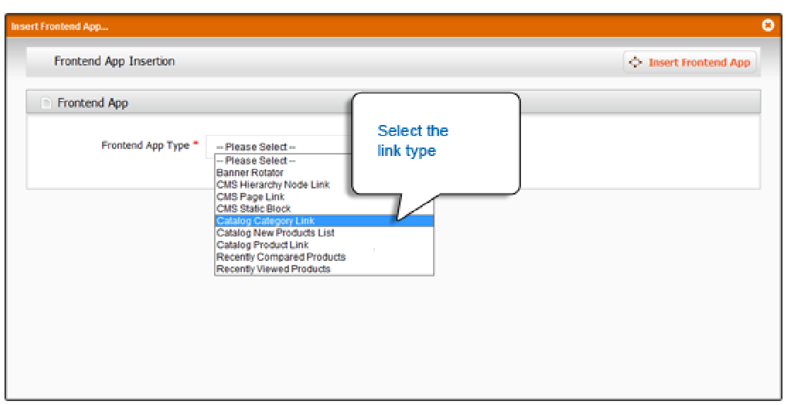
Step 4: Repeat the Process for Each Link

1. To create a list of links, repeat steps 1–3 for each link that you want to include in the block.
2. Go to your home page and make sure that the links appear in the correct place on the page. The links in this example should be at the bottom of the right sidebar.
3. If necessary, you can adjust the order of the links by using the Frontend App tool to open the instance of each link and change the **Sort Order** value.

Inline Links

Intermediate

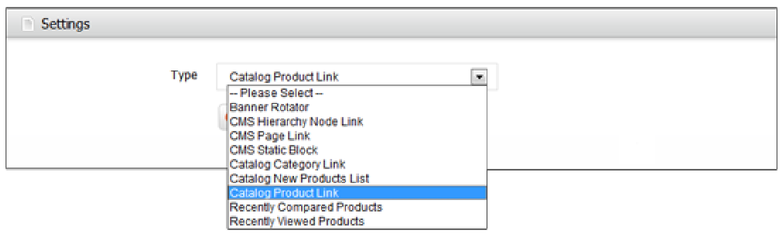
The Frontend App tool can be used to create inline links which can be inserted directly into the text you are working on in the editor. The inline link could go to a product page, or to the continuation of an article. The following example shows how to use the Frontend App tool to place a link directly into the content of a CMS page.



Select the Frontend App Type

Step 1: Open the CMS Page

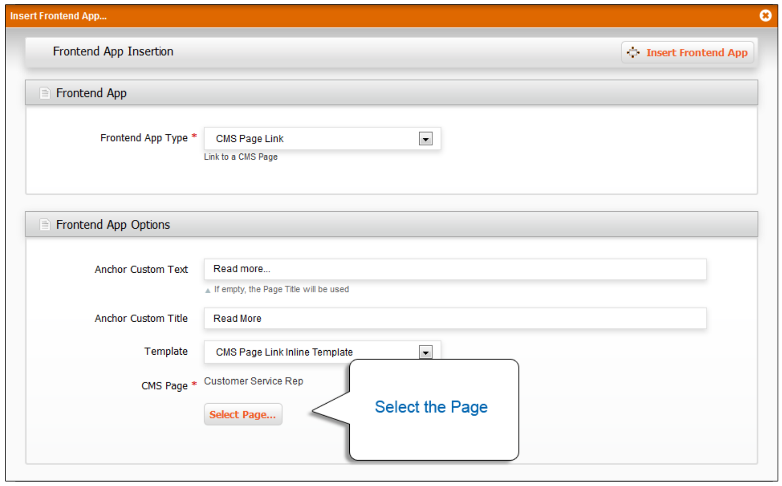
1. On the Admin menu, select **CMS** > **Pages** > **Manage Content**.
2. In the list, click to open the page you want to edit.
3. In the panel on the left, select **Content**. Then, do the following:
   a. Click the **Show / Hide Editor** button to work in code mode.
   b. Position the insertion point in the text, exactly where you want the link to appear.
   c. Click the **Insert Frontend App** button. Then, select the type of link you want to place.



Catalog Product Link Type

Step 2: Format the Link

1. In the Frontend App Options section, do the following:
   a. (Optional) Enter the **Anchor Custom Text** that you want to appear in the link. If you leave this empty, the page title will be used.
   b. (Optional) Enter a descriptive **Anchor Custom Title** for the link.
   c. Set **Template** to "CMS Page Link Inline Template."

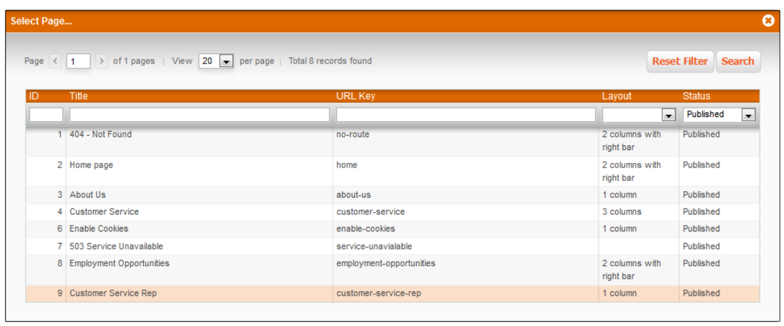


Select the Page

2. Click the **Select Page** button. Then do the following:

   a. Set **Frontend App Type** to “CMS Page Link.”

   b. In the list, select the page to be linked.

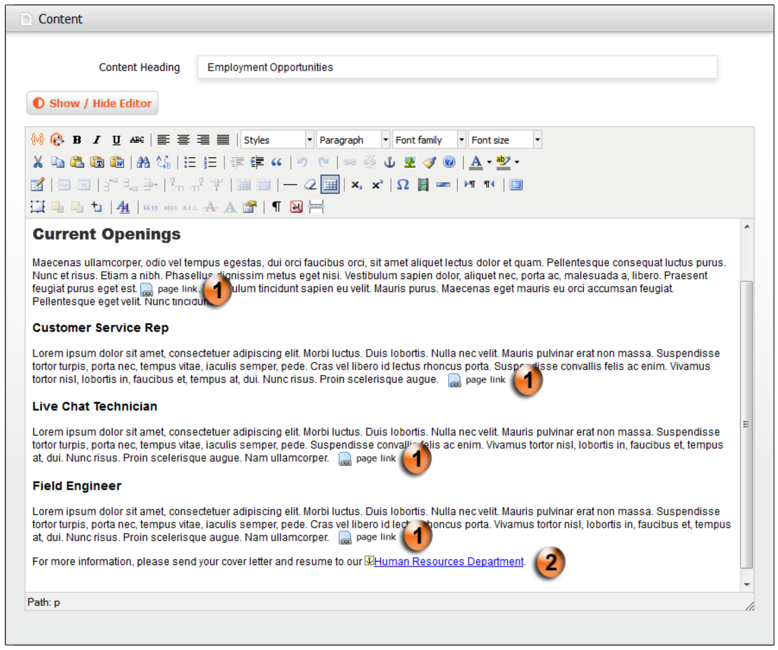


Select the CMS Page for the Link

Step 3: Insert the Link

1. Click the **Insert Frontend App** button.

2. To return to the content editor, click the **Show / Hide Editor** button. The location of each link is marked with a “page link” token.



Page Links in Editor

This illustration compares (1) links inserted with the Frontend App tool with (2) an anchor tag link.

1. Inline Link	Created with the Frontend App tool, and marked in the text with the page link token.
	
2. Hyperlink	Created with the anchor <a> tag.

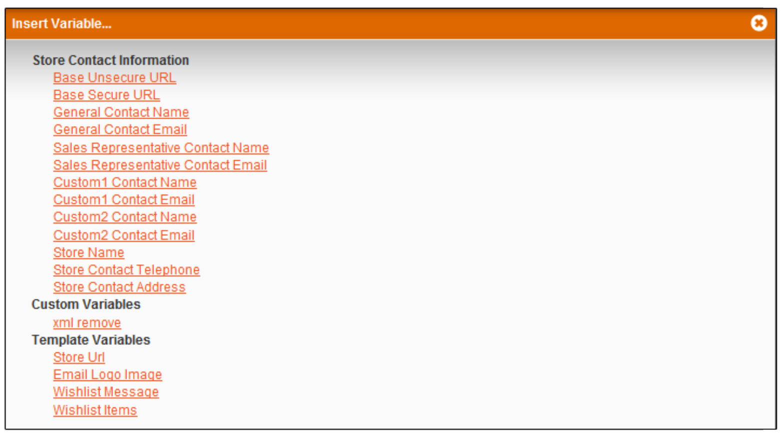
3. Click the **Save and Continue** button.

4. To preview the page in a new browser window, click the **Preview** button.

Chapter 33:

Variables

Variables are reusable pieces of information that can be created once and used in multiple places, such as email templates, blocks, banners, and content pages. Your Magento Go store includes a large number of predefined attributes, and also gives you the ability to create your own custom variables.



Insert Variable

Creating a Custom Variable

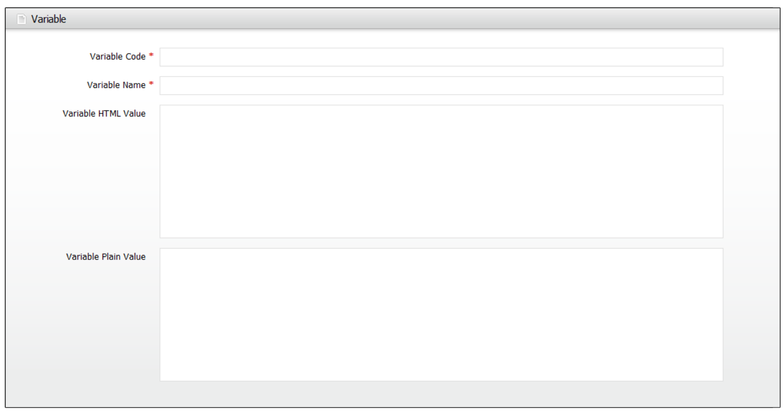
Advanced

If you know a little basic HTML, you can create custom variables and then incorporate them into pages, blocks, banners, and email templates. When a variable is inserted into HTML, it is formatted as a markup-tag, and enclosed in double curly braces.

```
{{CustomVar code= "store_hours"}}
```

To create a custom variable:

1. On the Admin menu, select **System > Custom Variable**.
2. Click the **Add New Variable** button.
3. Enter an identifier in the **Variable Code** field. Use all lowercase characters, without spaces.
4. Enter a **Variable Name**, which is used for internal reference. Then, do one of the following:
   - In the **Variable HTML Value** text field, enter any content you want to include, using basic HTML tags. This option allows you to format the value.
   - In the **Variable Plain Value** field, enter the variable value as plain text.

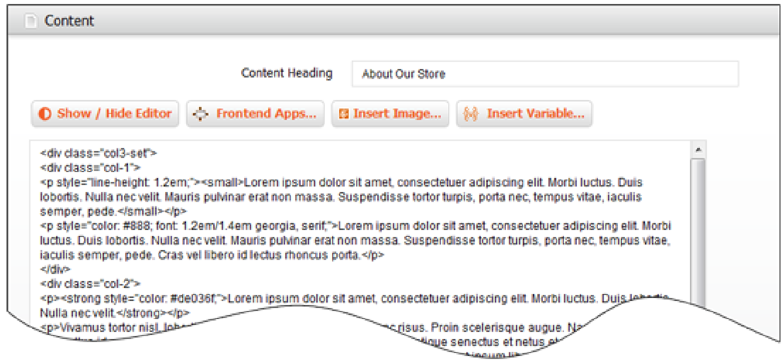


Custom Variable

5. When complete, click the **Save** button.

To add a variable to a page:

1. On the Admin menu, select **CMS > Pages > Manage Content**.Then, click to open the page.
2. In the Page Information panel on the left, select **Content**. Then from the editor, do one of the following:
   - Click the **Insert Variable** button.
   - If you prefer to work with the code, click the **Show/Hide Editor** button.



Code in Editor

3. Position the insertion point in the text where you want the variable to appear. Then, click the **Insert Variable** button.

4. In the list of available variables,click to select the one you want to use.

5. When complete, click the **Save** button.

To add a variable to a block:

1. On the Admin menu, select **CMS > Static Block**. Then, click to and open the block.

2. From the editor, do one of the following:
   - Click the **Insert Variable** button.
   - If you prefer to work with the code, click the **Show/Hide Editor** button.

3. Position the insertion point in the text where you want the variable to appear. Then, click the **Insert Variable** button.

4. In the list of available variables,click to select the one you want to use.

5. When complete, click the **Save Block** button.

To add a variable to a banner:

1. On the Admin menu, select **CMS > Banners**. Then, click to open the banner.
2. In the Default Content section, click the **Insert Variable** button.
3. In the list of available variables, select the one that you want to use..
4. When complete, click the **Save Banner** button.

To add a variable to an email template:

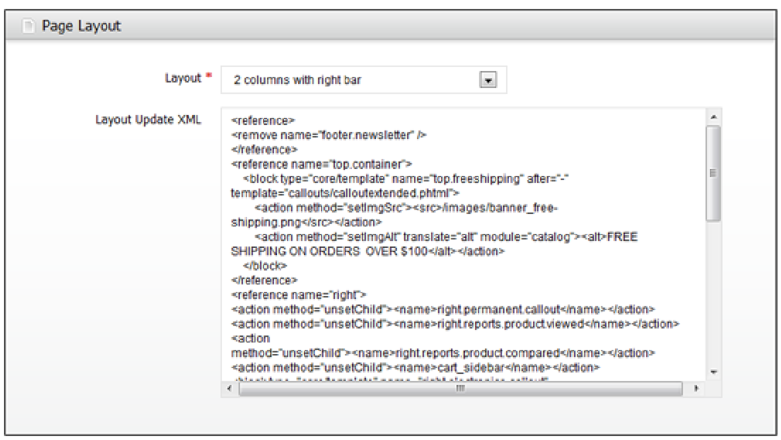
1. On the Admin menu, select **System > Transactional Emails**.
2. Do one of the following:
   - Click to edit a predefined template.
   - Click the **Add New Template** button to create a new one.
3. In the **Template Content** box, position the insertion point where you want the variable to appear. Then, click the **Insert Variable** button.
4. In the list of available variables, click to select the one you want to use.
5. When complete, click the **Save Template** button.

Chapter 34:

Layout Updates

Before you begin working with custom layout updates, it is important to understand how the pages of your store are constructed, and the difference between the terms *layout* and *layout update*. The term layout refers to the visual and structural composition of the page. However, the term layout update refers to a specific set of XML instructions that determines how the page is constructed.

The XML layout of your Magento Go store is a hierarchical tree of blocks. Some elements appear on every page, and others appear only on specific pages. You can see how blocks are referenced by examining the layout update code for your home page. To do so, simply open your CMS home page in edit mode, and select the Design tab to view the Page Layout section. Depending on the theme, it might contain instructions to remove blocks, unset blocks, and add blocks by referencing specific areas of the page layout.



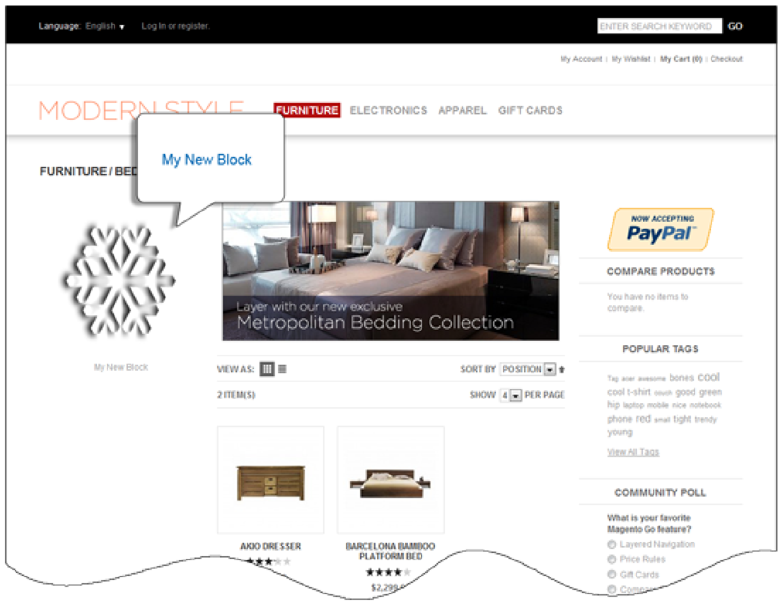
Layout Update XML for Home Page

In many cases, the same result can be achieved with a frontend app. To place a block of content with a frontend app, you must identify the page, and location on the page, where you want the block to appear. You can use a frontend app to place a block on any generic page of your store, including the home page and all CMS pages. However, to place a block in the sidebar of a specific CMS page, you must make a layout update.

Placing Blocks with Layout Updates

Advanced

Blocks can be placed in the left or right column of a specific page by making a layout update to the XML code. With a few simple changes to the code, you can position the block in either column, and control its position in relation to other blocks.



New Block in Left Column

As you work with the underlying code, you will encounter slightly different terminology. For example, the term callout is sometimes used to refer to a block that is defined as a layout update with XML code. The term sidebar refers to the left or right columns of the page layout. For our general discussion, we use the terms block and column. However, when entering layout update code, make sure to follow the syntax exactly as shown in the example.

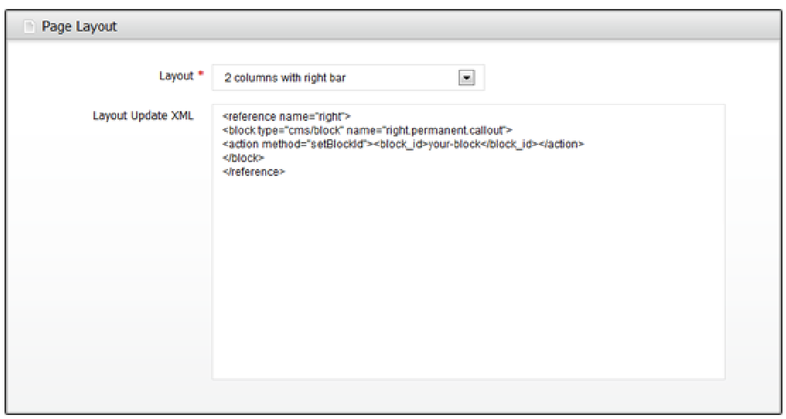
To place a block in a side column:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Click to open the CMS page. Then, in the Page Information panel on the left, select **Design**.
3. In the Layout Update XML box, enter the code for the right or left sidebar, as shown in example. Then, do the following:
   a. Change the **reference name** to identify either the “right” or “left” column.
   b. Change the **block_id** to the identifier of the block to be placed.

   Code for CMS Block in Side Column

```
<reference name="right">
<block type="cms/block" name="right.permanent.callout">
<action method="setBlockId"><block_id>your-block-id</block_id></action>
</block>
</reference>
```

4. When complete, click the **Save Page** button.

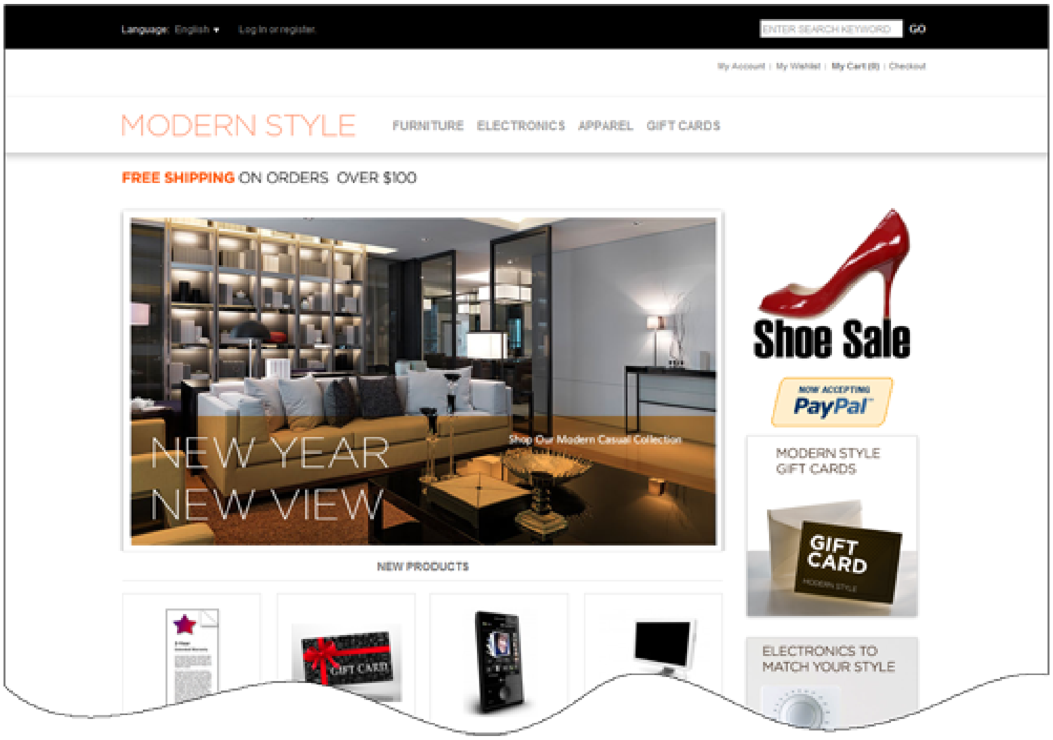


Layout Update for Sidebar Block

Controlling Block Order

Advanced

To control the order of blocks in an XML layout update, include a “before” or “after” positioning property in the code. The result is essentially the same as what you can achieve using the Layout Editor to drag built-in blocks from one place to another within a column.



CMS Block at Top of Right Column

To place a block—either before, or after a specific block—replace the hyphen with the block identifier, as shown in the following examples:

before="-"	Places the block at the top of the sidebar, before other blocks.
after="-"	Places the block at the bottom of the sidebar, after other blocks.

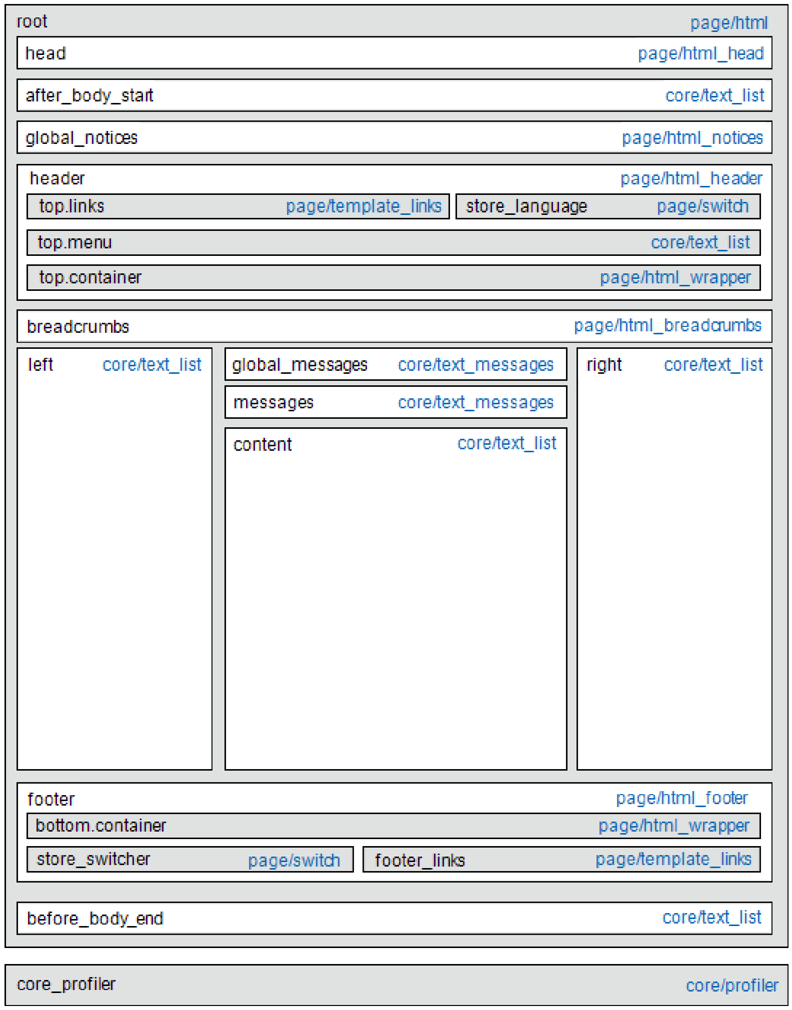
Code to Position CMS Blocks

```
<block type="cms/block" before="-" name="left.permanent.callout">
<block type="cms/block" before="some-other-block" name="left.permanent.callout">
<block type="cms/block" after="-" name="left.permanent.callout">
<block type="cms/block" after="some-other-block" name="left.permanent.callout">
```

Standard Block Layout

Advanced

In the following diagram, the block names that can be used to refer to a block in the layout are black, and the block types, or block class paths, are blue.



Standard Block Layout

Block Descriptions

Block Type	Description
page/html	There can be only one block of this type per page. The block name is "root," and, it is one of the few root blocks in the layout.You can also create your own block and name it "root," which is the standard name for blocks of this type.
page/html_head	There can be only one block of this type per page. The block name is "head," and it is a child of the root block. This block must not be removed from layout.
page/html_notices	There can be only one block of this type per page. The block name is "global_notices," and it is a child of the root block. If this block is removed from the layout, the global notices will not appear on the page.
page/html_header	There can be only one block of that type per page. The block name is "header," and it is a child of the root block. This block corresponds to the visual header at the top of the page, and contains several standard blocks. This block must not be removed.
page/html_wrapper	Although included in the default layout, this block is deprecated, and only is included to ensure backward compatibility. Do not use blocks of this type.
page/html_breadcrumbs	There can be only one block of this type per page. The name of this block is "breadcrumbs," and it is a child of the header block. This block displays breadcrumbs for the current page.
page/html_footer	There can be only one block of this type per page. The block name is "footer," and it is a child of the root block. The footer block corresponds to the visual footer at the bottom of the page, and contains several standard blocks. This block must not be removed.
page/template_links	There are two blocks of this type in the standard layout. The "top.links" block is a child of the header block, and corresponds to the top navigation menu. The "footer_links" block is a child of the footer block, and corresponds to the bottom navigation menu. It is possible to manipulate the template links, as shown in the examples.
page/switch	There are two blocks of this type in a standard layout. The "store_ language" block is a child of the header block, and corresponds to the top language switcher. The "store_switcher" block is a child of the footer block, and corresponds to the bottom store switcher.
core/messages	There are two blocks of this type in a standard layout. The "global_ messages" block displays global messages. The "messages" block is

Block Type	Description
	used to display all other messages. If you remove these blocks, the customer won't be able to see any messages.
core/text_list	This type of block is widely used throughout Magento, and is used as a placeholder for rendering children blocks.
core/profiler	There is only one instance of this type of block per page. It is used for the internal Magento profiler, and should not be used for other purposes.

Layout Update Syntax

Advanced

Custom layout updates can be applied to product category pages, product pages, and CMS page to achieve a variety of results, such as:

- Create new block (<block>)
- Update existing content (<reference>)
- Assign actions to blocks (<action>)
- Remove blocks (<remove>)

Any change made to the layout is applied when the associated entity—which can be either a product, category, or CMS page—becomes active in the frontend of the store.

Custom layout update instructions consist of well-formed XML tags, without the <?xml ...> declaration and root tag. As with normal XML, every tag must either be empty or properly closed, as shown in the following examples:

```
<tag attribute="value" />

<tag attribute="value"> ... </tag>
```

<block>

Creates a new block within the current context. Layout block nesting defines the ordering of block initialization location of the blocks on the page.

Name		Value
type	*	block class path An identifier of the block class path that corresponds to the class of the

Name		Value
		block. See the list of the available block types below.
`name`	*	`block name identifier` A name which can be used to address the block in which this attribute is assigned. If you create a new block with the name that is the same as one of the existing blocks, your newly created block substitutes the previously existing block. See the list of names of existing blocks below.
`before`		`block name | '-'` Is used to position the block before a block with the name specified in the value. If "-" value used the block is positioned before all other sibling blocks.
`after`		`block name | '-'` Is used to position the block after a block with the name specified in the value. If "-" value used the block is positioned after all other sibling blocks.
`template`		`template filename` A template filename used for the specific block type. As you have no way to see the list of template files, use whatever template value is demanded for every block type listed below.
`as`		`Block alias` An alias name by which a template calls the block in which this attribute is assigned. Sometimes it's necessary to specify the alias for a specific block type.

<reference>

Changes the context for all included instructions to a previously defined block. An empty <reference> tag if of no use, because it affects only the instructions which are children.

Name		Value
`name`	*	`block name` A name of a block to reference.

<action>

Is used to access block API, in other words, call block's public methods. It is used to set up the execution of a certain method of the block during the block generation. Action child tags are translated into block method arguments. The list of all available methods depends on the block implementation (e.g. public method of the block class).

Name		Value
`method`	*	`Block method name` A name of the public method of the block class this instruction is located in that is called during the block generation.

<remove>

Removes an existing block from the layout.

Name		Value
`name`	*	`Block name` The name of the block to be removed.

<extend>

This instruction performs final modifications to blocks which are already part of the layout. Every attribute in the <block> instruction—except for the block name—is subject for change. In addition, the special attribute *parent* can be used to change the parent of the block. Simply put the name of the new parent block into the <extend> instruction, and the parent of the block that is referenced will be changed in the layout.

Name		Value
`name`	*	`Block name` The name of any block to be extended.
*		Any other Any other attribute specific for the <block> instruction.
`parent`		`Block name` The name of the block that should become a new parent for the referenced block.
	*	Indicates a required value

Layout Update Examples

Advanced

The following blocks types can be manipulated with custom layout instructions. Each action must be specified using the full syntax of the instruction. In the following examples, a simplified notation is used to refer to each action,.which corresponds to the full syntax of the instruction.

Full Syntax

```
?
<!-- Action can be specified inside either a <block>
 or <reference> instruction. -->
   <action method="someActionName">
      <arg1>Value 1</arg1>
      <arg2>Value 2</arg2>
      <!--   -->
      <argN>Value N</argN>
   </action>
<!--   -->
```

Simplified Syntax

```
?
someActionName($arg1, $arg2, ..., $argN)
```

page/template_links

Action	Description
`addLink($label, $url, $title, $prepare`	Adds another link to the end of the list of existing links. Just specify the $label (link caption), $url (link URL) and $title (link tooltip), and you'll see a new link in the corresponding place. The $prepare parameter must be "true" if you want the URL to be prepared, or converted to the full URL from the shortened URL. For example, the newpage becomes BASE_URL/newpage if prepared.

Action	Description
`removeLinkByUrl($url)`	Removes a link from the block by its URL. Note that the URL must be properly specified and exactly match corresponding URL of the link you want to remove.

cms/block

Action	Description
`setBlockId($blockId)`	Specifies the ID of a CMS block, so its content can be fetched and displayed when the page is rendered.

Example

```
?
<!--...-->
<reference name="content">
   <block type="cms/block" name="additional.info" as="additionalInfo">
      <action method="setBlockId"><id>additional_info</id></action>
   </block>
</reference>
<!--   -->
```

core/text

A core/text block can be used to enter freeform text directly into the template.

Action	Description
`addText($textContent)`	Specifies text to be rendered as the block's content. After the text is specified, the layout update instructions must continue to be a valid XML statement. If you use HTML tags as part of the text, it is recommended to use: `<![CDATA[...]]>`

Example

```
?

<!--...-->

<reference name="content">

   <block type="core/text" name="test.block">

      <action method="addText">

         <txt><![CDATA[<h2>ATTENTION!</h2><p>Check your options

carefully before you submit.</p>]]></txt>

      </action>

   </block>

</reference>

<!--   -->
```

page/html_welcome

This block can be used to duplicate the “Welcome, <USERNAME>!” message that appears in the header block. When the user is not logged in, the welcome message specified in the configuration appears. See: System > Configuration > General > Design > Header.

XML Load Sequence

Advanced

For developers, it is important to understand that blocks and layout updates must be loaded in the correct order, in keeping with the rules of precedence and load sequence which determine how the page is rendered. Magento supports the following page layout scenarios:

Default Layout

The default layout consists of the visual elements which can be seen in every page of the store. Whether it is a menu item, or a shopping cart block, each item has a handle in the default section of the layout definition.

Changes to Specific Pages

The second case allows you to create a different layout for a specific page. The XML layout for specific pages is constructed in the same sequence that Magento loads modules, and is determined by the system configuration.

In addition to the instructions in the layout update files which are specific to each module (and not available to end users), there are two other ways you can influence the page layout, after the main layout configuration has been loaded.

- A custom layout update which applies to a special case in the backend, that is merged each time the special case occurs.
- Any assignments made and saved in the Design Theme Editor are loaded next, and take precedence over any custom layout updates made by a user.

Notes

Chapter 35:

Markup Tags

A markup tag is a snippet of code that contains a relative reference to an object in your store, such as a page, block, or an image in Media Storage. Markup tags can be incorporated into the HTML content of CMS pages, blocks, and email templates.

Markup tags are enclosed in double, curly braces, and can be generated by the Frontend App tool, or typed directly into HTML content. For example, rather than hard-coding the full path to a page, you can use a markup tag to represent the store URL. The markup tags featured in the following examples include:

Store URL

The Store URL markup tag represents the base URL of your website, and is used as a substitute for the first part of a full URL, including your domain name. There are two versions of this markup tag: One that goes directly to your store, and the other with a forward slash at the end that is used when a path is added.

Store URL

```
{{store url='apparel/shoes/womens'}}
```

Media URL

The Media URL markup tag represents the location and filename of an image in media storage, and can be used to place an image on a page, block, banner, or email template.

Media URL

```
{{media url='shoe-sale.jpg'}}
```

Block ID

The Block ID markup tag is one of the easiest to use, and lets you place a block directly on a CMS page, and even place a block inside another block. You can use this technique if you want to use the same image with text for different promotions, or languages. The Block ID markup tag references a block by its identifier.

Block ID

```
{{block id='block-id'}}
```

Template Tag

A template tag references a PHTML template file, and can be used to display the block on a CMS page or static block.

The code in the following example can be added to a page or block to display the Contact Us form.

“Contact Us” Template Tag

```
{{block type="core/template" name="contactForm"
template="contacts/form.phtml"}}
```

The code in the next example can be added to a page or block to display the a list of products in a specific category, by category ID.

“Category Product List” Template Tag

```
{{block type="catalog/product_list" category_id="22"
template="catalog/product/list.phtml"}}
```

Frontend App “Widget”

The Frontend App tool can be used to display lists of products, or to insert complex links, such as one that goes to a specific product page, based on product ID. The code that is generated by the Frontend App tool includes the block reference, location of the code module, and corresponding PHTML template. In markup tag, a “frontend app” is referred to as a “widget.” After the code is generated, you can copy and paste it from one place to another.

The code in the following example can be added to a page or block to display the list of new products.

"New Products Grid" Frontend App Code

```
{{widget type="catalog/product_widget_new"
display_type="new_products" products_count="10"
template="catalog/product/widget/new/content/new_grid.phtml"}}
```

The code in the next example can be added to a page or block to display a link to a specific product, by product ID.

"Link to Product" Frontend App Code

```
{{widget type="catalog/product_widget_link"

anchor_text="My Product Link"

title="My Product Link"

template="catalog/product/widget/link/link_block.phtml"

id_path="product/31"}}
```

Using Markup Tags in Links

Advanced

You can use markup tags with HTML anchor tags <a> and link directly to any page in your store. The link can be incorporated into CMS content, such as a page, static block, banner, or email template. You can also use this technique to link an image to a specific page.

Step 1: Identify the Destination URL

If possible, navigate to the page that you want to link to, and copy the full URL from the address bar of your browser. The part of the URL that you need comes after the "dot com forward slash." Otherwise, copy the URL Key from the CMS page that you want to use as the link destination.

Full URL to Category Page

```
http://mystore.gostorego.com/apparel/shoes/womens

http://mystore.gostorego.com/apparel/shoes/womens.html
```

Full URL to Product Page

```
http://gocasts.gostorego.com/apparel/shoes/womens/nine-west-pump

http://gocasts.gostorego.com/apparel/shoes/womens/nine-west-pump.html
```

Full URL to CMS Page

```
http://gocasts.gostorego.com/about-us
```

Step 2: Mark Up the URL

The Store URL tag represents the base URL of your website, and is used as a substitute for the "http address" part of the store URL, including the domain name and "dot com." There are two versions of the tag, which you can use, depending on the results you want to achieve.

Markup Tag	Description
store direct_url	Links directly to a page.
store url	Places a forward slash at the end, so additional references can be appended as a path.

In the following examples, the URL Key is enclosed in single quotes, and the entire markup tag is enclosed in double curly braces. When used with an anchor tag, the markup tag is placed inside the double quotes of the anchor. To avoid confusion, you can alternate using single-and double quotes for each nested set of quotes.

1. If you are starting with a full URL, delete the "http address" part of the URL, up through and including the "dot.com forward slash." In its place, type the Store URL markup tag, up through the opening single quote.

   Store URL Markup Tag

   ```
   http://gocasts.gostorego.com/apparel/shoes/womens

   {{store url='apparel/shoes/womens'}}
   ```

   Otherwise, type the first part of the Store URL markup tag, and paste the URL key or path that you copied earlier.

   Store URL Markup Tag with URL Key

   ```
   {{store url='

   {{store url='apparel/shoes/womens'}}
   ```

2. To complete the markup tag, type the closing double quotes and double braces.

Step 3: Complete the Anchor Tag

1. Wrap the completed markup tag inside an anchor tag, using the markup tag instead of the target URL. Then, add the link text, and closing anchor tag.

Markup in Anchor Tag

```
<a href="{{markup tag goes here}}">Link Text</a>
```

2. Paste the completed anchor tag into the code of any CMS page, block, banner, or email template, where you want the link to appear.

Complete Link with Markup

```
<a href="{{store url='apparel/shoes'}}">Shoe Sale</a>
```

Dynamic Media URLs

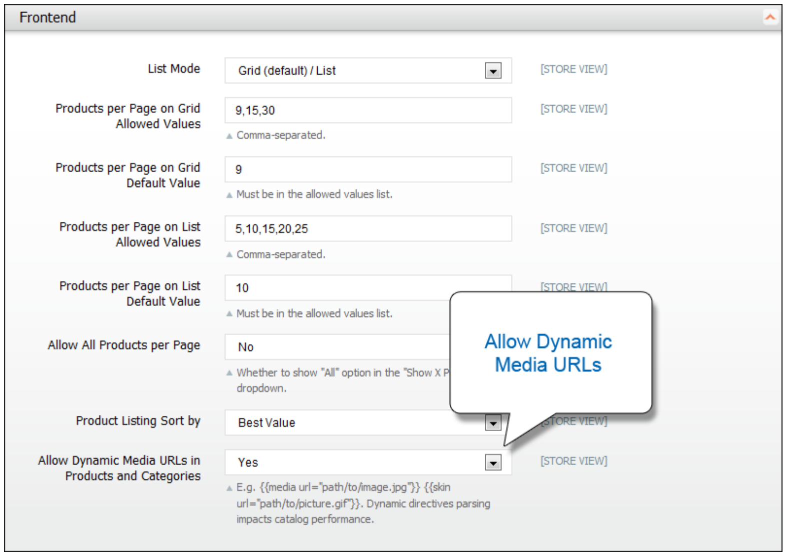
Advanced

Unlike an external link, a dynamic media URL is an internal relative reference to an image or other media asset that has been uploaded to the media storage library. When enabled, dynamic media URLs can be used to link directly to assets in media storage. For example, you can use the WYSIWYG Editor to insert an image into a product Description field. As with all markup tags, the code is enclosed in double curly braces. The format of a dynamic media URL looks like this:

Dynamic Media URL

```
{{media url="path/to/image.jpg"}}
```

By default, images inserted into the catalog from media storage have relative, dynamic URLs. If you prefer to use a static URL, you can change the configuration setting. If dynamic media URLs are included in your catalog, but later the setting is disabled, each reference in your catalog will appear as a broken link. However, the links can be restored by again enabling dynamic media URLs. Using dynamic media URLs can enhance your catalog, but can also impact the performance of catalog search.



Allow Dynamic Media URLs in Products and Categories

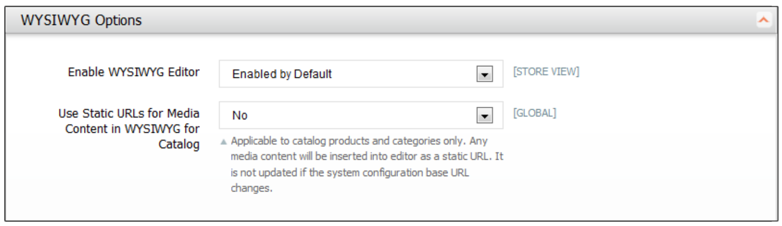
To configure dynamic media URLs for products and categories:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**.
3. In the Frontend section, set **Allow Dynamic Media URLs in Products and Categories** to either "Yes" or "No."
4. Click the **Save Config** button to save the setting.

To use static URLs by default for media files:

By default, images inserted into the catalog from media storage have relative, dynamic URLs. If you prefer to use a static URL, you can change the configuration setting.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Content Management**.
3. In the WYSIWYG Options section, set **Use Static URLs for Media Content in WYSIWYG for Catalog** to “Yes.”
4. Click the **Save Config** button to save the setting.



Enable WYSIWYG Editor

Notes

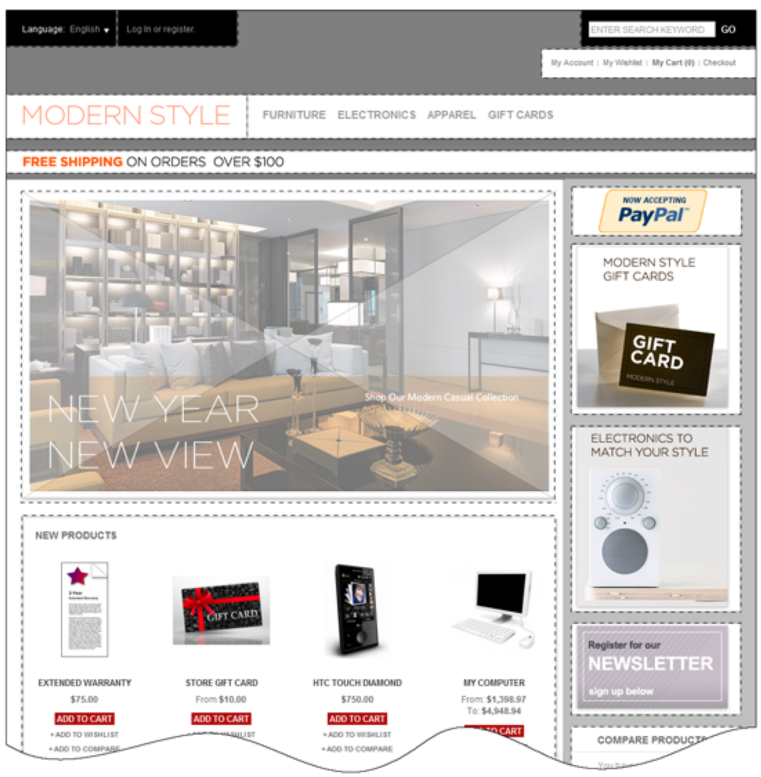
Design & Theme

Chapter 36:

Your Store Design

This guide is written for experienced designers and frontend developers, as well as merchants with an eye for design. Our mission is to explain the rules of the road, show you where things are kept, and how to get things done.

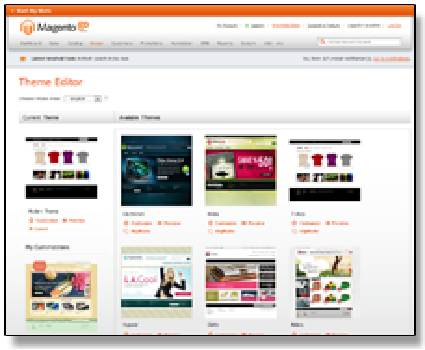
Magento Go is an object-oriented environment with pages that are assembled from separate components. This approach might require a slightly different way of thinking for you, because there is no single HTML page that corresponds to any given page. After you understand the basics, you'll enjoy the benefit of working in such a flexible and fluid environment. The best way to learn is to jump in, try new things, and see what you can do!



Content Blocks on Home Page

Design Tools

Your Magento Go store includes a suite of tools for designers—with or without programming experience—and frontend developers.

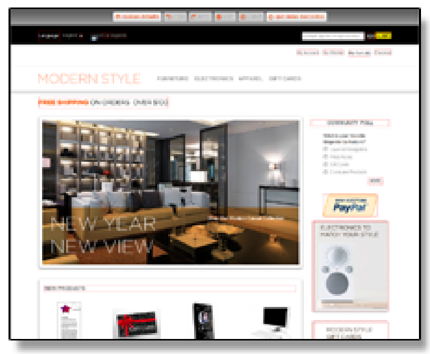


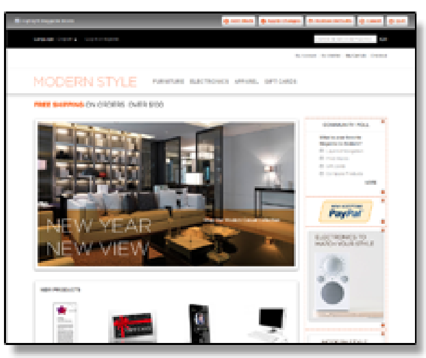
Themes Editor

The Themes Editor lets you customize the styles which are used to format the main sections of the page, without editing the CSS code.

Theme Text Editor

The Theme Text Editor lets you change the terminology that is used throughout the interface of your store.



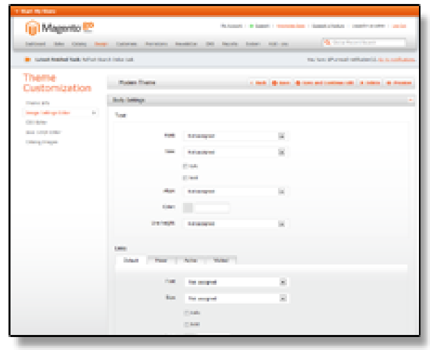


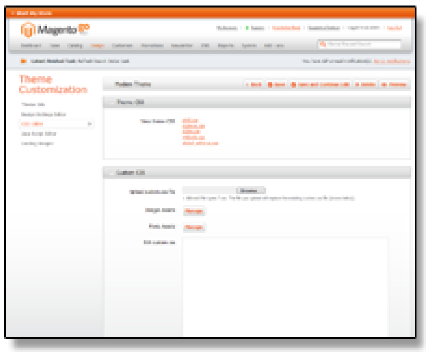
Layout Editor

The Layout Editor lets you add pre-configured Magento Go blocks to the left and right columns of most pages in your store. You can also rearrange, lock in place, and remove the blocks from view.

Design Settings Editor

The Design Settings Editor provides an easy-to-use interface so you can change the most common CSS styles without entering any code.



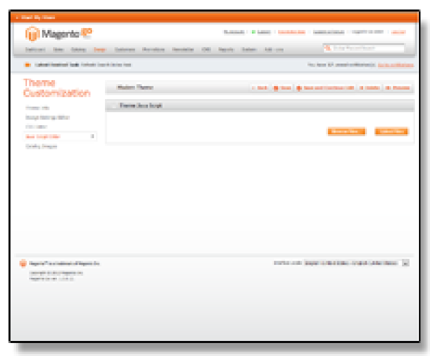


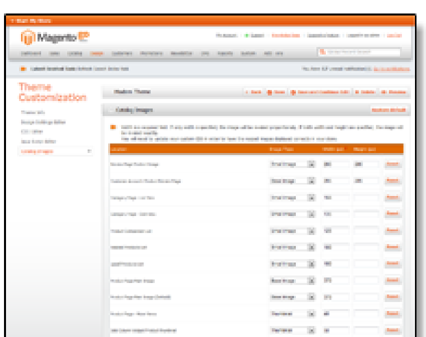
CSS Editor

The CSS Editor provides access to the CSS style sheets used by the current theme. You can download them to become familiar with the styles, and enter your own updates to override existing styles.

Java Script Editor

The Java Script Editor lets you implement custom code, hosted scripts, and libraries such as TypeKit, JQuery, and MooTools.





Catalog Images

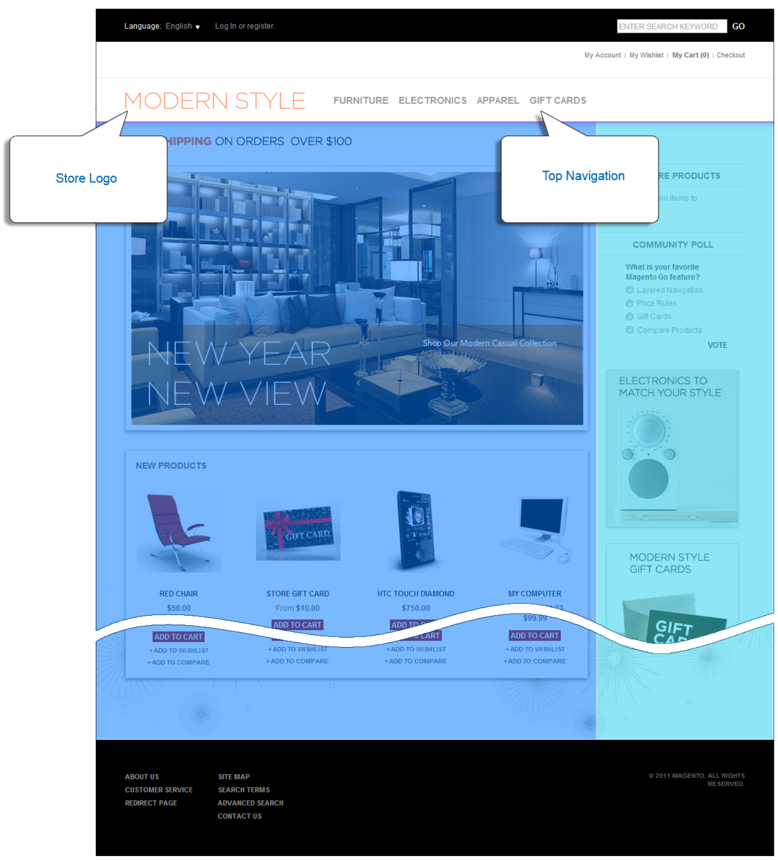
Catalog Images lets you control the size of the images used throughout the store and catalog.

Notes

Chapter 37:

Choosing a Theme

Magento Go includes a library of professionally-designed themes that you can use "off the shelf," or customize to suit your needs. You can use Magento Go's design tools to change colors, fonts, style, and the page layout of any theme that you choose for your store.



Position of Logo and Top Navigation

When choosing a theme, look for one that makes the best use of space for your content. The illustrations in this guide are based on the "Modern" theme, which has a clean design and good contrast. However, one aspect of this theme that you might not have noticed is that the logo uses space that is usually available for the top navigation. If you have only a few top-level categories in your catalog, it won't matter. If you want to customize the theme, the position of the logo can be changed by modifying the CSS. You can think of any theme you choose as a place to start.

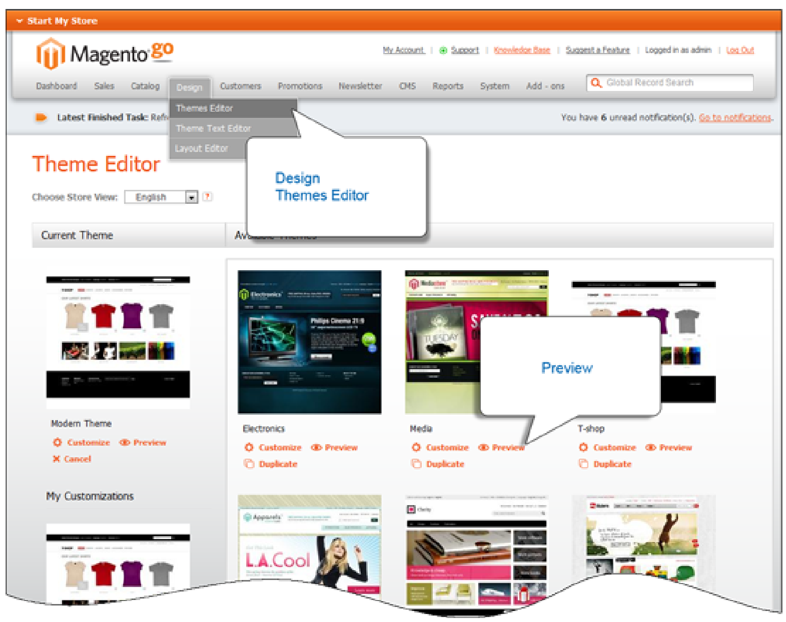
Previewing Themes

Easy

You can preview any theme using the actual content from your store, without interrupting the operation of your site. While in Preview mode, you can explore each menu and option. Make sure to examine every page to see how items are arranged within the space.

It is important to note that the thumbnail image provides only an example of the general style and layout of the theme. To achieve the exact same look, you may need to add custom images and update the CSS.

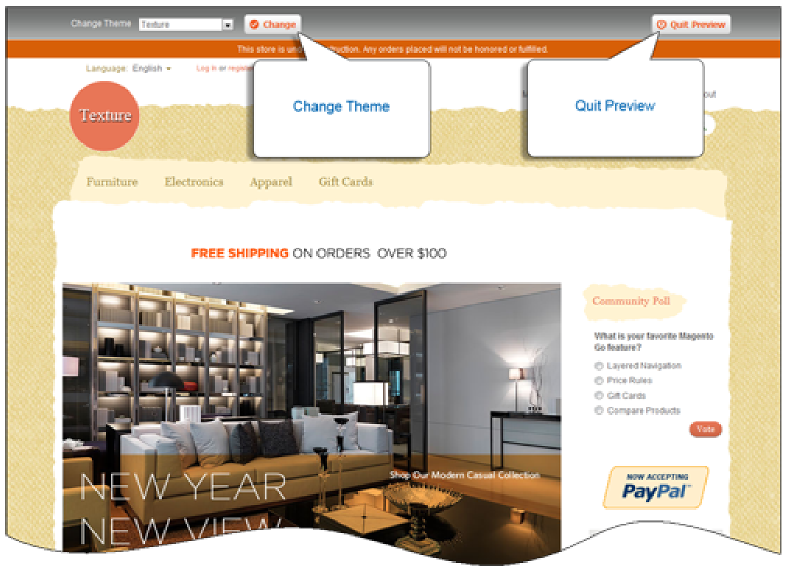
> To preview a theme, your browser must be set to allow pop-ups.



Design > Themes Editor

To preview a theme:

1. On the Admin menu, select **Design > Themes Editor**.
2. Click the **Preview** link below the thumbnail image of any theme. A preview window opens to show how the theme looks when applied to your store.
3. To try a different theme, select one in the Change Theme list in the upper-left corner of the page, and click the **Change Theme** button.



Previewing the "Texture" Theme

4. To close the preview window, click the **Quit Preview** button at the top of the page.

Changing Themes

Easy

The Theme Editor lists the current selection of themes, and provides access to your store's design and layout tools.

To apply a new theme to your store:

1. On the Admin menu, select **Design > Themes Editor**.

   When you find a theme you want to try, follow these steps to make a working copy that you can edit.

   a. Click the **Duplicate** link below the thumbnail image of the theme you want to copy.

   b. Enter a new **Theme Name** and **Description**, and click the **Save** button.

      A new copy of the theme, labeled with the Theme Name you assigned, appears in the left column under My Customizations.

2. Under Current Theme, scroll down to the My Customizations section. Under the thumbnail image of your theme, click **Apply**.

   Your new theme appears at the top of the list under Current Theme.

3. To see the new theme in your store, open a new tab or browser window and type your store URL in the address bar.

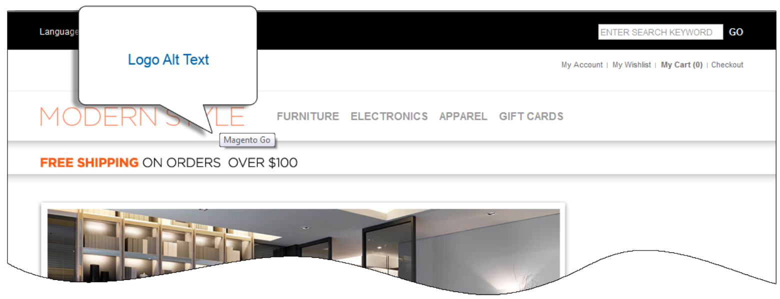
   - If you have a standard domain such as mystore, type: **http://mystore.gostorego.com**.
   - If you have a custom domain such as mystore.com, type: **http://www.mystore.com** or **http://mystore.com**.

4. If your new theme doesn't immediately appear, press **F5** to refresh the browser.

Adding Your Logo

Easy

Your store uses three different files for your logo. The first logo file appears in the header of your store, and has a link back to your home page. The second logo file appears at the top of email messages that are sent from your store. The third logo file is the favicon that appears in the address bar of your browser.



Header Logo with Alt Text

Alt text appears when a mouse hovers over an image. As a best practice, alt text should be provided for every image on your site because it is indexed by search engines, and also improves the accessibility of your site for people who use screen readers.

The size and position of the store logo file is determined by your theme. If you resize the image by entering the width and height of the image, make sure to retain the exact aspect ratio. Otherwise, the image will be distorted. If you want to use the exact size of the sample logo in a theme, right-click the logo. The width and height of the image on the Properties tab of the context menu. You can also use the CSS Editor to modify the dimensions and relative position of the logo, if necessary.

Step 1: Upload the Header Logo

Method 1: From Start My Store

1. Click the orange **Start My Store** bar at the top of the Admin panel.
2. Point to **3. Design**, and click **Set Your Store Logo**.
3. **Browse** to find the logo, and select the file from your computer.
4. When complete, click the **Submit** button.

Method 2: From the Themes Editor

1. From the Themes Editor, under Current Theme, click **Customize**.
2. In the Theme Customization panel on the left, click **Design Settings Editor**.
3. Click to expand the **Header** section.
4. **Browse** to find the logo, and select the file from your computer.
5. When complete, click the **Save** button.

Step 2: Add Alt Text

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Design**.
3. Click to expand the **Header** section.
4. Type the **Logo Image Alt** text that you want to appear whenever someone hovers over your logo.
5. Click the **Save Config** button.

Step 3: Refresh Your Browser

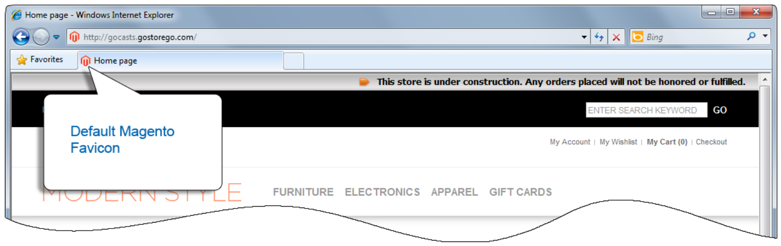
To speed up the display of images, your browser saves a temporary copy of each image in a cache on your computer. To make sure that your new logo appears in the header of your store, do one of the following:

- Press the **F5** key to refresh the browser page.
- Follow the instructions for your browser to clear its cache of temporary files.

Using a Favicon

Easy

Favicon is short for “favorite icon,” and refers to the little icon in your browser address bar before the URL. The favicon also appears on the tab of each browser page. Depending on your theme, a sample favicon may already be uploaded for your store.



Magento Favicon

Favicons are generally 16 x 16 pixels or 32 x 32 pixels in size. Although Magento accepts .ico, .png, .jpg, .jpeg, .apng, and .svg file types, not all browsers support these formats. The safest format to use for a favicon file is an .ico. Many free tools are available online to convert more common image types, such as .png, .gif, and .jpg to the .ico format. Because Magento Go does not convert an image from one format to another, any file conversion should take place before the file is uploaded to your store.

Step 1: Create a Favicon

1. Create a 16x16 or 32x32 graphic image of your logo, using the image editor of your choice.
2. Use one of the available online tools to convert the image to the .ico format. Name the file “favicon.ico” and save it to your computer.

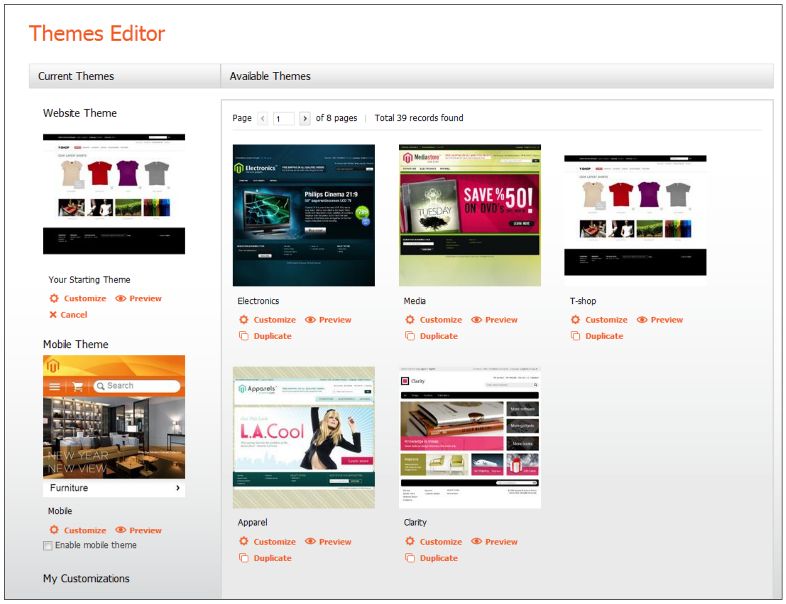
Step 2: Upload the Favicon to Your Store

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Design**. Then, click to expand the **HTML Head** section.
3. Next to the **Favicon Icon** field, click the **Browse** button to find and select your favicon file.
4. When complete, click the **Save Config** button.

Adding a Mobile Theme

Easy

The Magento Go Mobile theme presents a “lite” version of your store with all the essentials, including the search box, product pages, CMS pages, shopping cart and customer account. The idea is to include only the information that is necessary to help shoppers find what they are looking for and complete the checkout process.



Mobile Theme

A mobile device is detected in the same way that your store detects different browsers. When someone visits your site from a mobile phone, your store detects the mobile browser and serves up the mobile theme, rather than your standard desktop theme. It all happens behind the scenes and is transparent to the user.

The Magento Go Mobile theme is easy to set up. Before you begin, take a few moments to explore the sample mobile theme to become familiar with the layout. The next step is to brand the theme for your store by choosing your colors, and adding your logo, background image, and banner. Finally, the last step is to click a checkbox to go mobile. That’s all there is to it!

Step 1: Preview the Mobile Theme

> The following images provide examples of the general style and layout of the mobile theme. To achieve the look you want, you may need to add custom images and update the CSS.

1. On the Admin menu, select **Design > Themes Editor**.

   A thumbnail image of the mobile theme appears in the Current Themes panel on the left.

2. Click **Preview** to open the theme in a new browser window.

   Just as with a desktop theme, you can click each menu option, category, and product to become familiar with the layout.

Step 2: Customize the Theme for Your Store

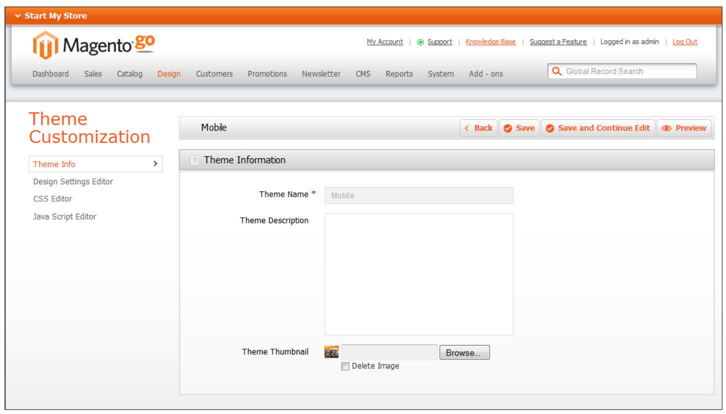
1. From the Themes Editor, in the Current Themes panel on the left, click the **Customize** button for the Mobile theme.

2. In the Theme Information section, do the following:

   a. Enter the **Theme Name**, which is used for your reference only.

   b. Enter the **Theme Description**, which is also used for your reference only.

   c. Later, when the theme design is complete, you can return here to upload the Theme Thumbnail.

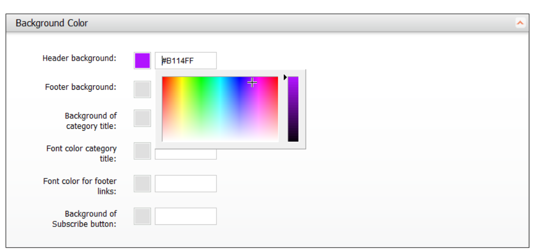


Mobile Theme Information

3. In the Theme Customization panel on the left, select **Design Settings Editor**. Then, do the following:

   a. Enter the color for the **Header** background, **Footer** background, and **Category Title** background.

   The value must begin with the # symbol, followed by the hexadecimal value of the color. For example, #B114FF is the hexadecimal code for a nice violet.



Mobile Theme Information

b. Select the font color to be used for the **Category Title** and **Footer Links**.

c. Select the background color to be used for the **Subscribe** button.

4. Click to expand the **Image** section. Then, do the following:

Mobile Theme Image

a. If you want to use a background image, browse to find the image for the **Header Background**, and click **Open** to enter the path and filename. The recommended width of the background image depends on the size of the display. Here are a few examples:

Model	Image Width
iPhone 4, 5	640 px
Samsung Galaxy S3	720 px
iPad mini	768 px
iPad with Retina display	1536 px

b. Browse to find your **Logo** image, and click **Open** to enter the path and filename.

- The recommended size for the logo is 42 x 42 pixels.

5. Click to expand the **Banner** section. Then, do the following:

a. **Browse** to find the image that you want to use for the banner, and click **Open** to enter the path and filename. The recommended width of the banner image depends on the size of the display. Here are a few examples:

Model	Banner Width
iPhone 4, 5	640 px
Samsung Galaxy S3	720 px
iPad mini	768 px
iPad with Retina display	1536 px

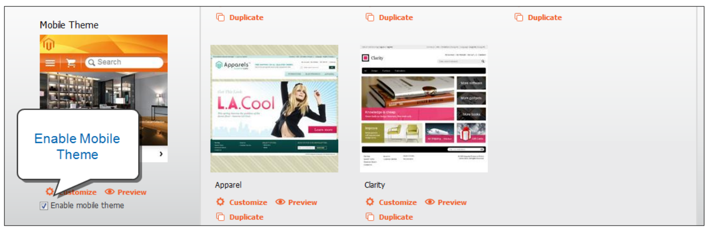
b. Enter the **URL** of the page that is linked to the banner.

- To create a relative reference a page in your store, use the "store url" markup tag as a shortcut.

Mobile Theme Banner

Step 3: Activate the Theme

In the Current Themes panel on the left, under the Mobile theme image, select the **Enable Mobile theme** checkbox.

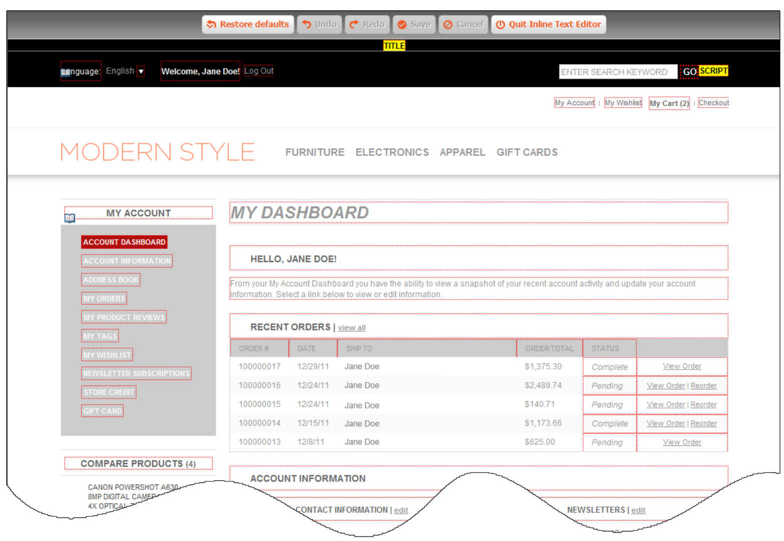


Enable Mobile Theme

Magento
an ebay inc company

Chapter 38:
Changing Interface Text

The terminology used throughout your store is an important part of your brand. The Theme Text Editor lets you change the terminology to match your voice and style. For example, many Magento Go themes use terminology such as “My Account,” “My Wishlist,” and “My Dashboard,” to help customers find their way around. However, you ,might prefer to simply use the words “Account,” “Wishlist,” and “Dashboard.” If your store is available in multiple languages, you can also use the Theme Text Editor to make fine adjustments to the translated text for the locale.



Theme Text Editor

Using the Theme Text Editor

Intermediate

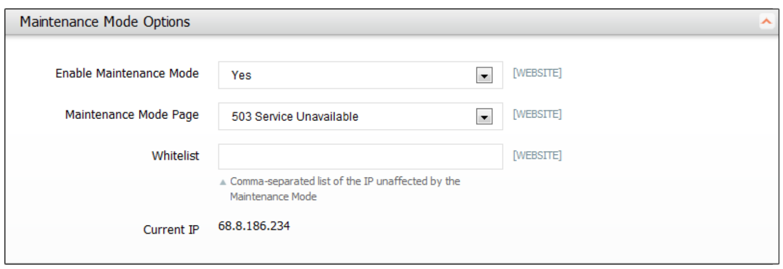
The Theme Text Editor outlines all of the pre-defined text on a page, so you can see which parts can be changed. You can also easily change text in the header and in other interface elements without editing code. It is recommended that you work in Maintenance Mode while working with the Theme Text Editor, so you don't interfere with your customers' shopping experience.

> Before launching the Theme Text Editor, make sure that your browser is set to allow pop-ups.

Step 1: Turn On Maintenance Mode

Because your store is unavailable to customers while in Maintenance Mode, it is best to perform routine maintenance on your store after normal business hours.

1. On the Admin menu, select **System > Maintenance Mode**.
2. In the Configuration panel on the left, under General, select **Maintenance Mode**.
3. In the Maintenance Mode Options section, set **Enable Maintenance Mode** to "Yes."



Maintenance Mode

4. Set **Maintenance Mode Page** to "503 Service Unavailable."

> You can customize the default "503 Service Unavailable" page to make it more friendly than the default page.

5. In the **Whitelist** field, enter your **IP address**, so you will be allowed access to your store while others are redirected to the "Services Unavailable" page.
6. Click the **Save Config** button to save your settings, and put your store into Maintenance Mode.

Step 2: Edit the Store Text

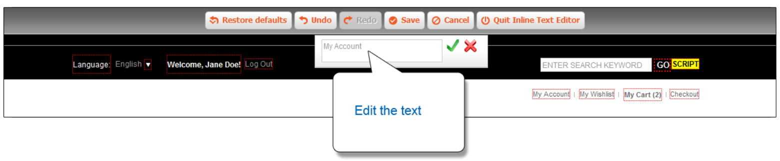
1. On the Admin menu, select **Design > Theme Text Editor**.
2. Click the **Launch** button.

   The Theme Text Editor displays a new Preview window with a toolbar at the top. All text that can be edited is outlined in red.

3. To change the meta title that appears in the address bar of the browser, do the following:
   a. Hover over the yellow TITLE box, and click the **Book** icon.

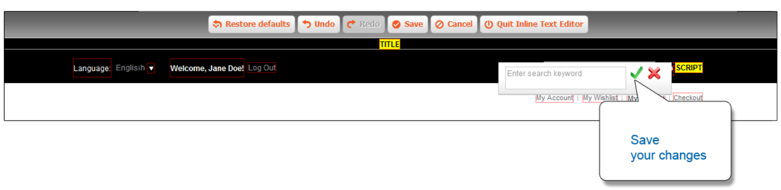
Click the Book Icon

   b. Type your changes into the text box, and click the green **checkmark** to close the text box and temporarily save your changes.



Edit the Text

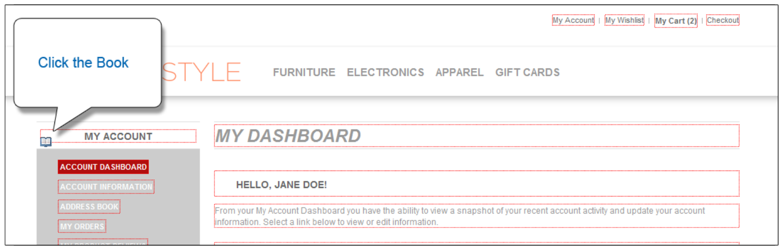
4. To change the text that appears in the Quick Search box, do the following:
   a. Hover over the yellow SCRIPT box, and click the **Book** icon.
   b. Type your changes into the text box, and click the green **checkmark** to close the text box and temporarily save your changes.



Save the Changes

5. To edit text on the page, do the following:

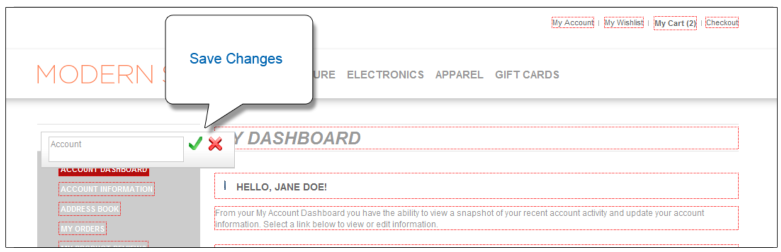
a. Hover over the text that you want to edit, and click the **Book** icon.



Click the Book Icon

b. Type your changes into the text box. Then, click the green **checkmark** to close the text box. Your changes are temporarily saved, and appear immediately.

6. When finished with all the edits for this page, click the **Save** button.



Save the Changes

7. As you explore your store, remember to save any changes made to each page before continuing to the next page.

8. When complete, click the **Quit Inline Text Editor** button at the top of the page.

Step 3: Turn Off Maintenance Mode

When you are finished working, don't forget to bring your store back online!

1. On the Admin menu, select **System > Maintenance Mode**.

2. In the Configuration panel on the left, under General, select **Maintenance Mode**.

3. In the Maintenance Mode Options section, set **Enable Maintenance Mode** to "No."

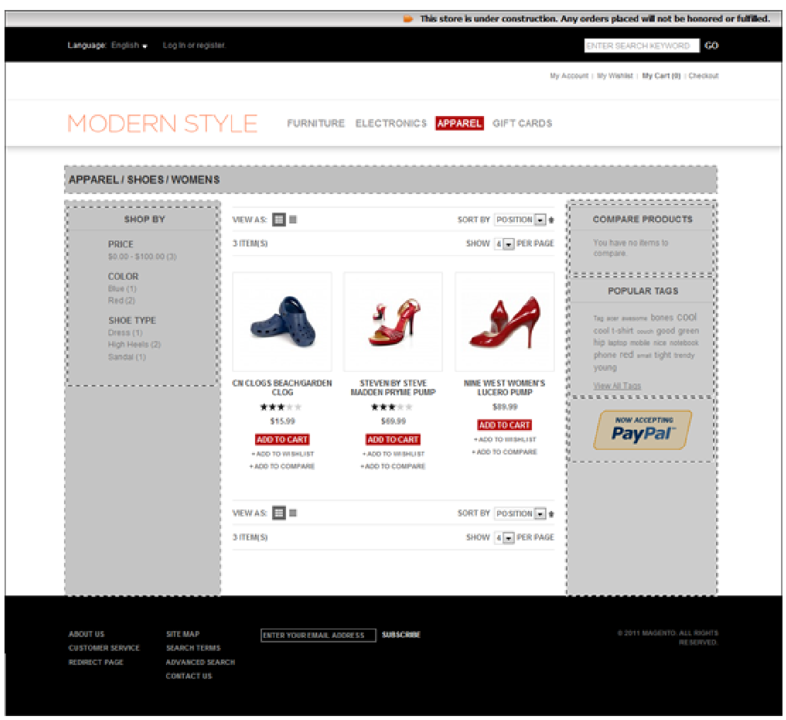
4. Click the **Save Config** button to save your changes, and bring your store online.

Chapter 39:

Page Layout

The layout of each page in your store consists of distinct sections, or containers, that define the header, footer, and content areas of the page. Depending on the layout, the page may have one, two, three columns, or more. You can think of the layout as the “floor plan” of each page.

Content blocks float to fill the available space, according to the section of the page layout where they are assigned to appear. You will discover that if you change the layout from a three-column to a two-column layout, the content of the main area expands to fill the available space, and any blocks that are associated with the unused side bar seem to disappear. However, if you restore the three-column layout, the blocks reappear. This fluid approach, or liquid layout, makes it possible to change the page layout without having to rework the content. If you are used to working with individual HTML pages, you will discover that this modular, “building block” approach requires a different way of thinking.



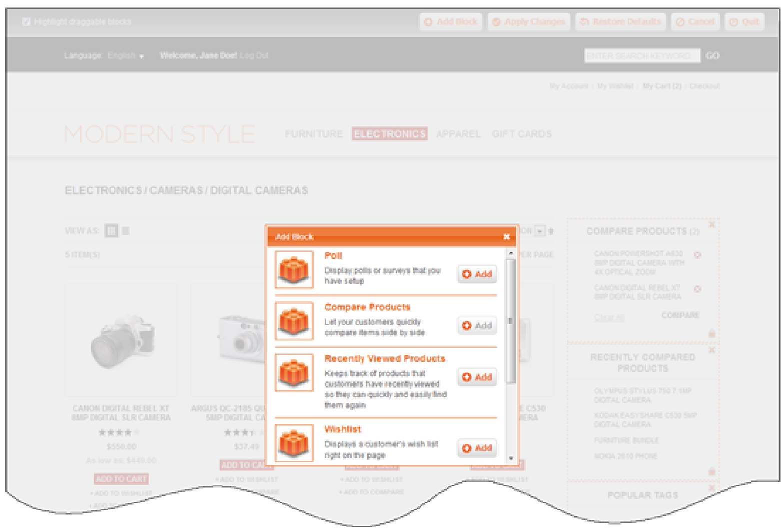
3-Column Layout with Blocks

Using the Layout Editor

Easy

The Layout Editor lets you add built-in blocks to the left and right columns of most pages in your store. In addition, you can rearrange, lock in place, and remove blocks from view.

The selection of blocks which can be placed varies by page, and the page layout of your theme. The Layout Editor can be used only on multi-column pages with right or left sidebars. After you apply layout changes, you can preview them immediately by refreshing the browser. You can also easily restore the default selection of built-in blocks used throughout your store.



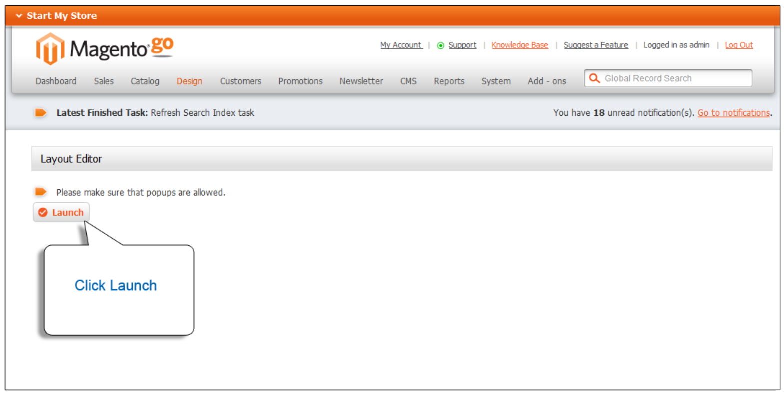
Adding a Block

To launch the Layout Editor:

> Before launching the Layout Editor, set your browser to allow pop-ups.

1. On the Admin menu, select **Design > Layout Editor**.
2. Click the **Launch** button, and then follow the instructions below.

   The Layout Editor opens in a new window, with each block that can be edited outlined in red.



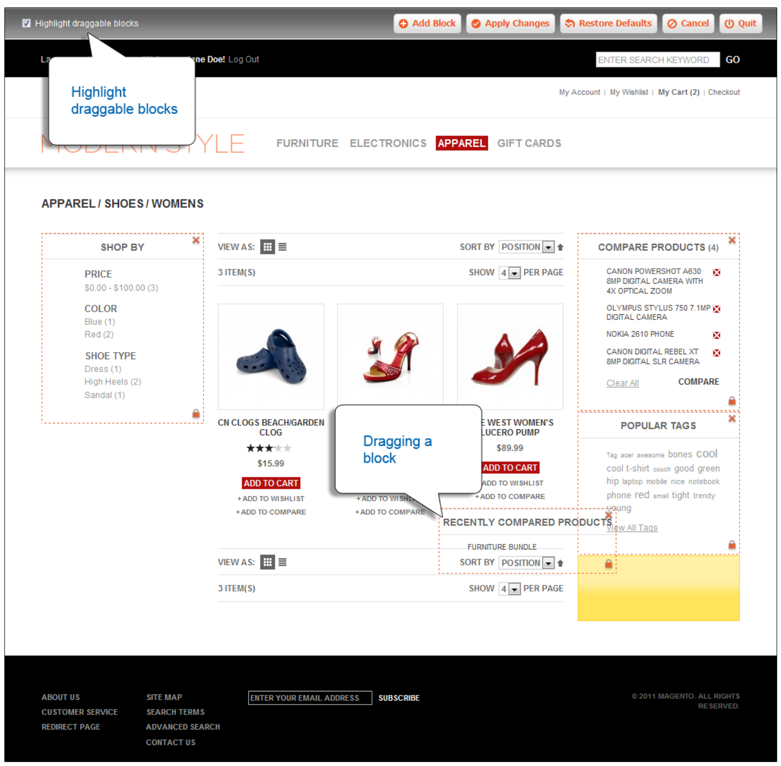
Launching the Layout Editor

To move a block:

1. From the Layout Editor, navigate to the page where you want to move the block.

   > When the Highlight Draggable Blocks checkbox is selected, each block is outlined in red.

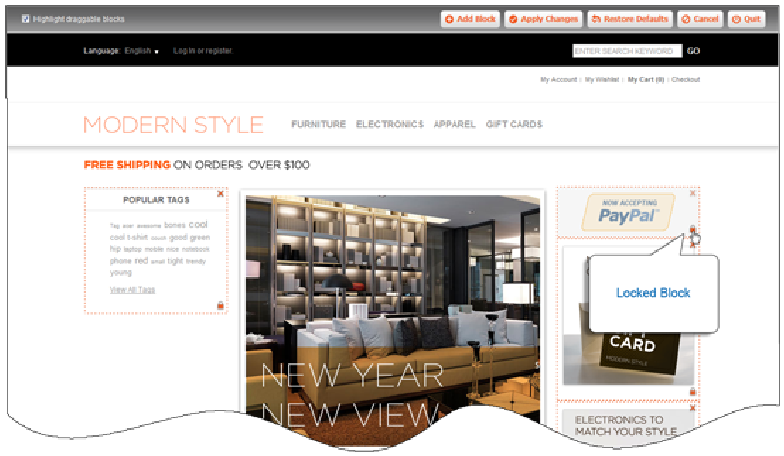
2. To rearrange the blocks in the column, simply drag a block from one place to another.
3. To save the changes, click the **Apply Changes** button.
4. When prompted to refresh the search index, select **Catalog > Search Index**, and click the **Refresh Index** button.



Dragging a Block to a New Position

To lock a block in place:

From the Layout Editor, click the padlock symbol in the lower-right corner of the block. The block area turns gray to indicate that it is locked, and cannot be moved or deleted.



Locked Block

To add a new block:

You can add a block to the sidebar of most pages that have a two- or three-column layout. The selection of blocks differs on each page, so you should visit each page in the store, to see which blocks are available.

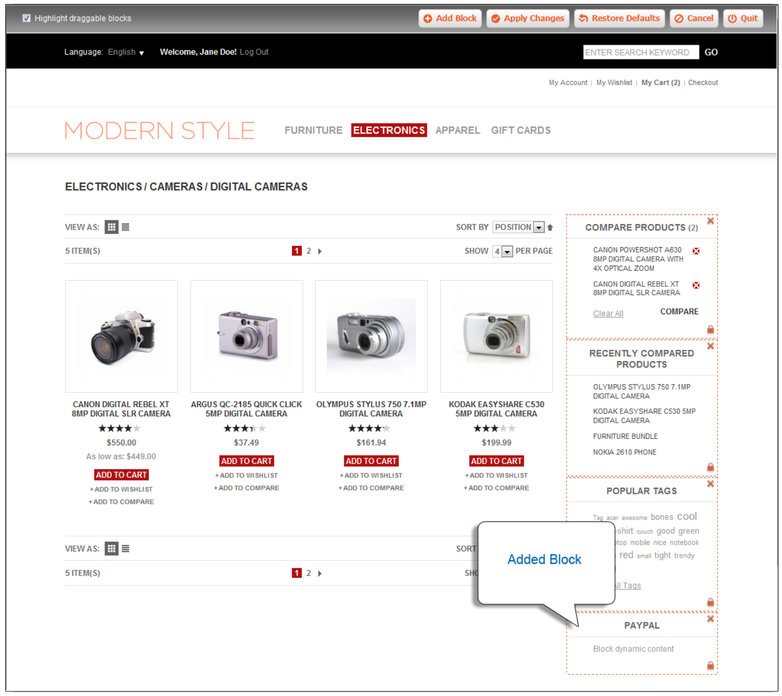
1. From the Layout Editor, navigate to the page where you want to place the block, and click the **Add Block** button.

2. In the Add Block list, select the block you want to add, and click the **Add** button. Then, click the **X** in the upper-right corner to close the Add Block list.

   The block appears outlined in its default position on the page.

3. To save the changes, click the **Apply Changes** button.

4. When prompted to refresh the search index, select **Catalog > Search Index**, and click the **Refresh Index** button.



Added Block

To remove a block from the page:

1. From the Layout Editor, click the orange “**X**” in the upper-right corner of the block.
2. When prompted to confirm, click **OK**.
3. Click the **Apply Changes** button to save the changes.

To discard layout changes:

From the Layout Editor, click the **Cancel** button.

Any changes made to the layout will not be applied to your store.

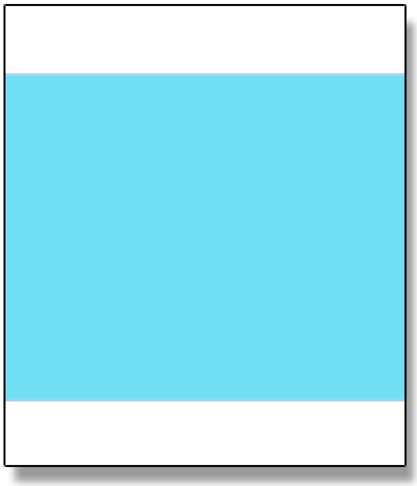
To preview changes:

1. Close all preview windows.
2. On the Admin menu, select **Design > Theme Editor**.
3. Click the **Preview** button to open a new preview for your theme.
4. If necessary, press **F5** to refresh your browser window to see the changes.

To restore the default blocks:

1. From the Layout Editor, click the **Restore Defaults** button.
2. When prompted to confirm, click **OK**.
3. After the defaults are restored, click the **Apply Changes** button to save your changes.

Page Layout Variations

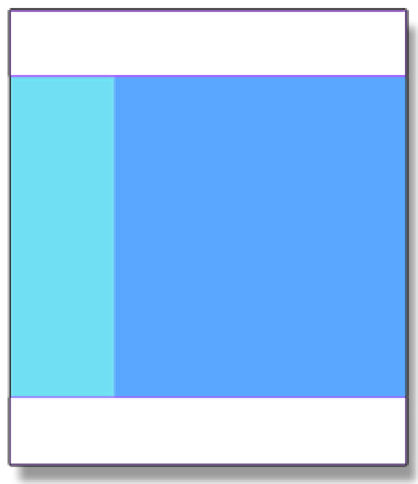


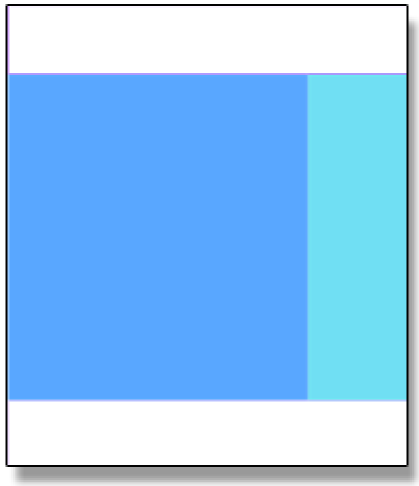
1 Column

The “1 Column” layout can be used to create a dramatic home page with a large image or focal point. It’s also a good choice for any content page that has a large amount of text, or a combination of text, images, and video. A single-column layout can give the appearance of multiple columns if the text is formatted into columns using HTML and CSS.

2 Columns with Left Bar

The “2 Columns with Left Bar” layout is often used for pages with navigation on the left, such as a catalog or search results pages with “layered navigation.” It is also an excellent choice for home pages that need additional navigation, or blocks of supporting content on the left.



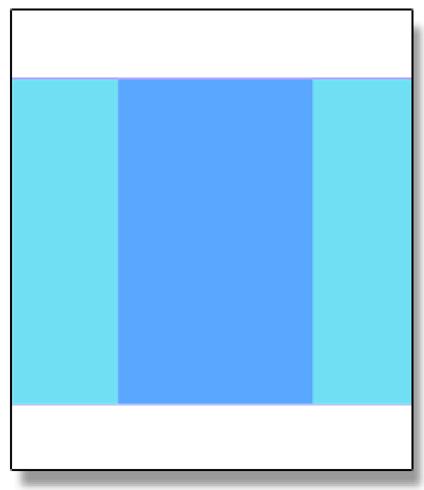


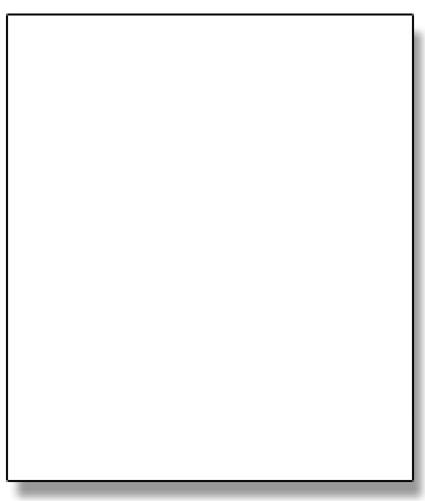
2 Columns with Right Bar

The “2 Columns with Right Bar” layout is the one that is used for the home page examples in this guide. The main content area is large enough for an eye-catching image or banner. This layout is also often used for Product View pages that have blocks of supporting content on the right.

3 Columns

The “3 Column” layout has a center column that is wide enough for a column of text, with room on each side for additional navigation and blocks of supporting content. The Customer Service page in the sample data is based on the 3 Column layout. (You will find a link to that page in the footer of your store.)





Empty

The “Empty” layout can be used to define your own page layout. For example, you can use the Empty layout to create a 4-column page.

Changing the Page Layout

Intermediate

The initial page layout settings used throughout your store are determined by the theme. However, you can override the default layout by changing the layout of specific pages.

You can achieve some interesting results if you experiment with different page column layouts. For example, some built-in blocks are associated with a specific column. If the column is not visible, then the blocks associated with it will not appear in the store. However, just because your theme uses a certain page layout, doesn't mean that you can't change it!

For example, the Product Compare block is initially associated with the right column. So if your theme uses a one-column layout for the category page, the Product Compare block will not be visible. However, you can make it appear by changing the page layout of the category to a two-column with right bar layout.

To Change the Home Page Layout:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Find your home page in the list and click to open the record.
3. In the Page Information panel on the left, select **Design**. Then in the Page Layout section, set **Layout** to a different column configuration.
4. When complete, click the **Save Page** button.

To Change the Category Page Layout:

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the Categories tree, select the category level you want to change.
3. On the **Custom Design** tab, set **Page Layout** to "2 columns with right bar."
4. Click the **Save Category** button.

To Change the Product Page Layout:

1. On the Admin menu, select **Catalog > Manage Products**.
2. Find the product in the list, and click to open the record.

3. In the Product Information panel on the left, select **Design**. Then in the Design section, set **Page Layout** to a different column configuration.

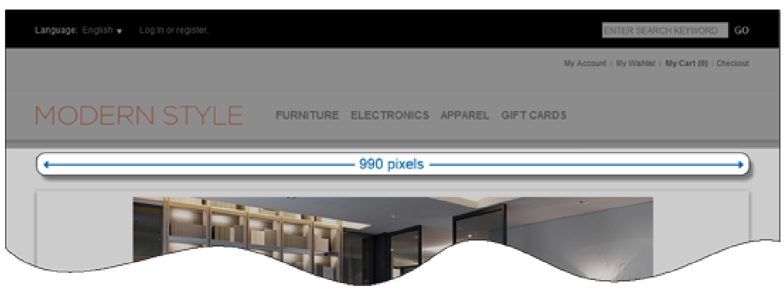
4. When complete, click the **Save** button.

Column Dimensions

The main column of a standard Magento Go store has a fixed width defined by the style sheet. A width of 990 pixels is considered standard for most desktop themes. Although depending on your screen resolution, there might be empty space on each side of the main column, all of the store activity takes place within this enclosed area. When you add up the width of the content columns, and throw in a little extra space, the total of comes to 990 pixels.

1 Column Layout

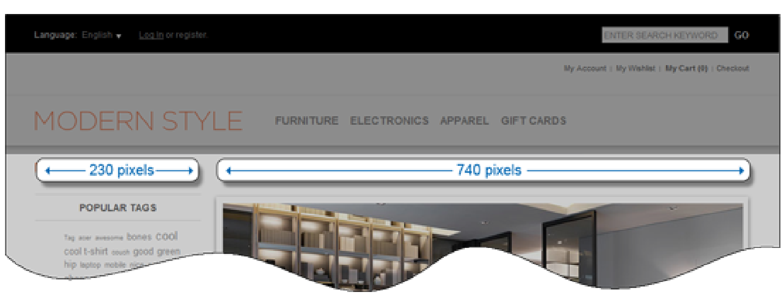
The content area of a “1 Column” layout spans the full-width of the main column. This layout is often used for pages that require no navigation, such as a login page, splash page, video, or full-page advertisement.



1 Column Layout

2 Columns with Left Bar

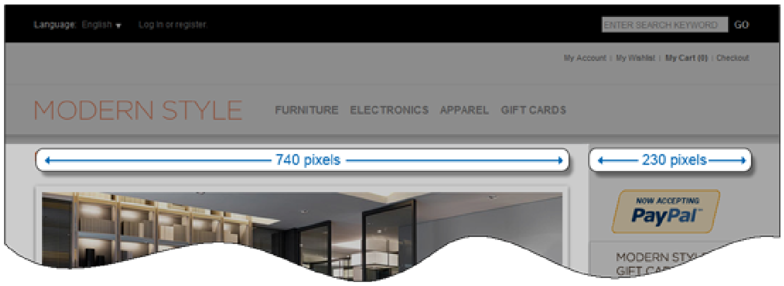
This layout is a mirror image of the other two-column layout. This time, the left side bar floats to the left, followed by the main content column.



2 Columns Left Bar

2 Columns with Right Bar

The content area of this layout is divided into two columns. The main content column is 740 pixels wide and floats to the far left. The right side bar is 230 pixels wide, and floats to the right. The remaining 20 pixels is the unused space between the two.

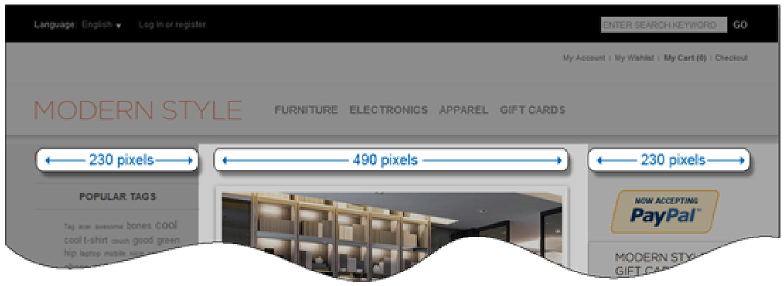


2 Columns Right Bar

Column	Width
Main Content Column	740 px
Right Side Bar	230 px
Unused Space	20 px
Total:	990 px

3 Columns

A 3-column layout has two side columns of 230 pixels each, and a main content area of 490 pixels. The left side bar and main content column are wrapped together, and float as a unit to the left. The right side bar is 230 pixels wide, and floats to the right.



3 Columns

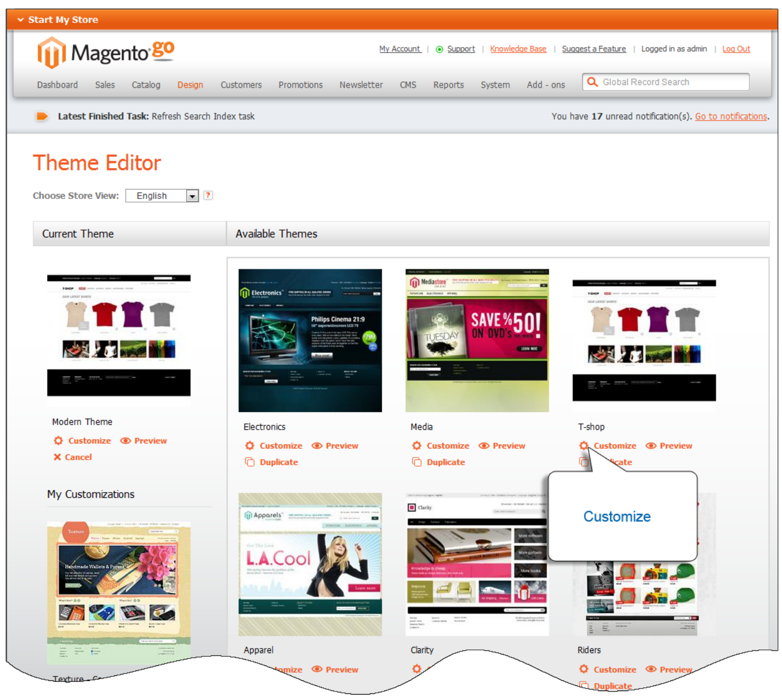
Column	Width
Left Side Bar	230 px
Main Content Column	490 px
Right Side Bar	230 px
Unused Space	40 px
Total:	990 px

Notes

Chapter 40:

Customizing Your Theme

The Theme Editor lets you customize the styles which are used to format different sections of the page. For example, you can easily change the color and size of the text, or change the background color or image. You can experiment with different settings to make your theme your own.



Theme Editor

Step 1: Create a New Working Version of a Theme

1. On the Admin menu, select **Design > Themes Editor**.
2. In the Theme Editor, select the theme you want to use as a starting point, and click the **Customize** button below its thumbnail.
3. In the Theme Information section, enter the **Theme Name** and **Theme Description**.

Theme Information

4. Click the **Save** button.

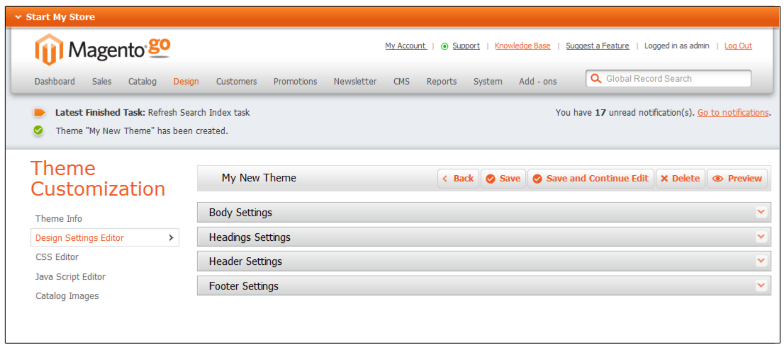
   Additional options now appear in the Theme Customization panel on the left.

Step 2: Launch the Design Settings Editor

Video Tutorial: Changing the Store Background

The Design Settings Editor lets you make changes to the CSS styles without writing any code. Each section represents a specific part of the page, and includes a selection of options that correspond to CSS properties and values.

1. In the Theme Customization panel on the left, select **Design Settings Editor**.



Design Settings Editor

2. Click to expand the section with the settings you want to change.
3. Select the property values that you want to apply.
4. Click the **Save and Continue Edit** button. You must save your customized theme before it can be previewed.

   Your theme now appears in the My Customizations section of the Theme Editor.

> As you customize your theme, be sure to save your work periodically. When you get your theme to a good point, if you duplicate your customized theme, you are essentially making a backup copy that you can revert back to if you change your mind.

Header Settings

In the Header Settings section, you can upload a background image, set the background color, and apply borders. The settings you choose are properties of the CSS class that formats the header section of the page.

Header Settings - Background

Example

```
.header { background:#000; border:1px solid #ccc;}
```

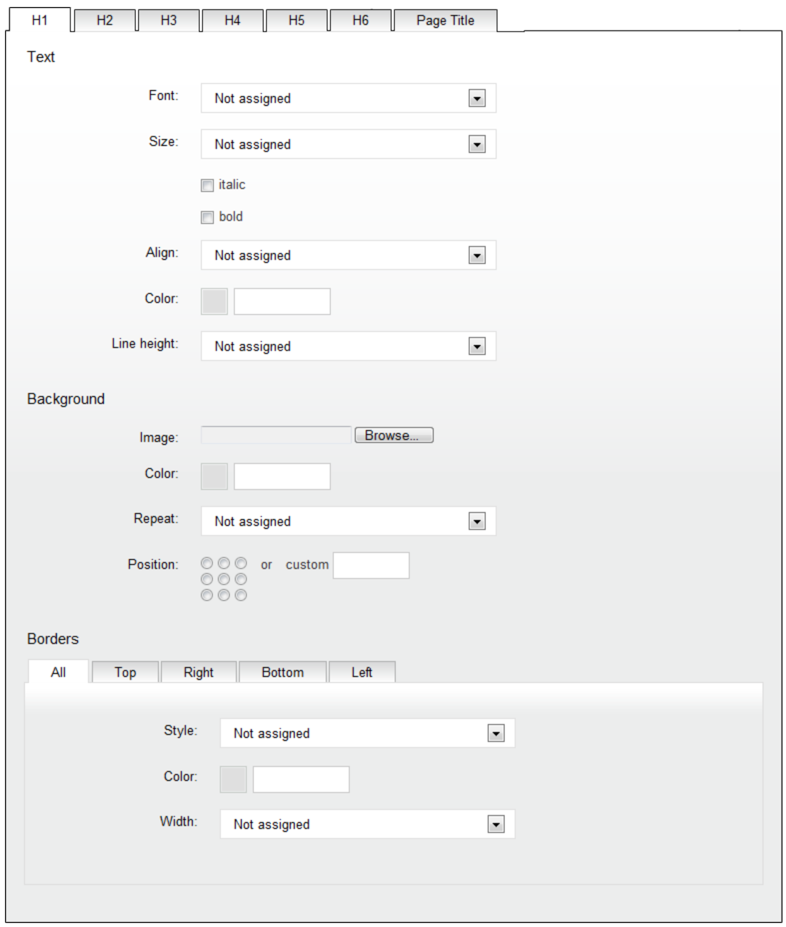
Property Descriptions

Property	Description
Image	Uploads a background image to the header.
Color	Determines the background color of the header. Enter the hexadecimal value or use the color picker to generate the code.
Repeat	Controls how the background image is applied. Options include: Not assigned no-repeat repeat repeat-x repeat-y inherit
Position	Determines the anchor position of the background image. Use the position picker to select a setting. Options include: top left top center top right center left center center center right bottom left

Property	Description
	bottom center bottom right

Heading Settings

In the Headings Settings section, you can modify the heading levels, page title, background, and borders. The settings you choose are properties associated with CSS classes that control heading levels. The tabs represent heading levels <h1> through <h6> and the page title. The selection of settings is the same on each tab.



Heading Settings

Example

```
h1 { font-size:18px; font-weight:normal; color:#000; }
```

Text Properties

The Text section of the Heading Settings lets you control how headings <h1> through <h6> and the page title appear on the page.

Property	Values
Font	Identifies the fonts to be used for the display of headings. The browser will apply the first font that is found on the user's computer. Not assigned Arial, Helvetica, sans-serif Verdana, Geneva, sans-serif Tahoma, Geneva, sans-serif Georgia, serif
Size	6px 8px 10px 12px 14px 16px
Italic	If selected, formats body text as italic.
Bold	If selected, formats body text as bold.
Align	Not assigned left center right
Color	To determine the color of body text, enter the hexadecimal value or use the color picker to generate the code.
Line height	Not assigned 0.8 0.9 1.0 1.1 1.2 1.3

Background Properties

The Background section of the Heading Settings lets you apply a background color or image to the page title and headings <h1> through <h6>.

Property	Values
Color	Determines the background color of the heading. Enter the hexadecimal value or use the color picker to generate the code.
Image	Uploads a background image for the heading.
Repeat	Controls how the background image is applied to the heading. Options include: Not assigned no-repeat repeat repeat-x repeat-y inherit
Position	Determines the anchor position of the background image in the heading. Use the position picker to select a setting. Options include: left top left center left bottom right top right center right bottom center top center center center bottom custom

Border Properties

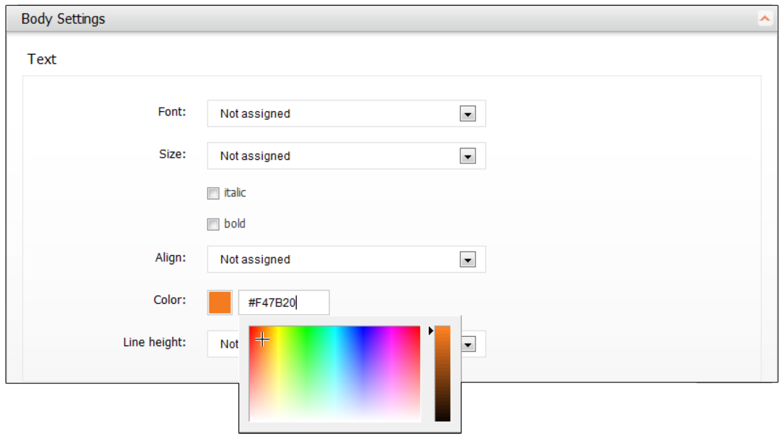
The Borders section of the Heading Settings lets you apply borders to the heading levels and page title, and set the style, color, and width. The tabs across the section let you apply border styles to all sides, or to any combination of the top, right, bottom, or left.

Property	Values
Style	Determines the style of borders used in heading styles. Options include: Not assigned hidden

Property	Values
	dotted dashed solid double groove ridge inset outset
Color	Determines the color of borders used in heading styles. Enter the hexadecimal value or use the color picker to generate the code.
Width	Determines the width of borders used in heading styles. Options include: Not assigned None 1px 2px 3px 4px 5px

Body Settings

The Body Settings section lets you modify your store's global settings for elements of the Body section. The changes you make become updates to the cascading style sheet (CSS) that is associated with the theme.



Body Settings - Text Properties

Property Descriptions

Setting	Description
Text	Font, size, alignment, color, and line spacing
Links	Font, size, and color for all link states: Default, Hover, Active, and Visited
Background	Image, color, repeat pattern, and position

Text Properties

Example

```
body { background:#000; font:12px Arial, Helvetica, sans-serif;
color:#999; text-align:left; }
```

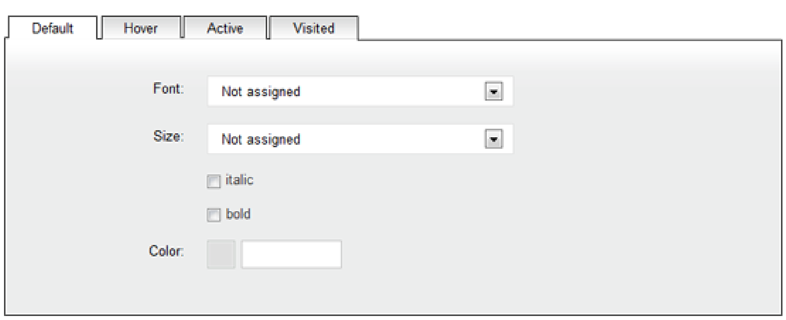
Property	Values
Font	Not assigned Arial, Helvetica, sans-serif Verdana, Geneva, sans-serif Tahoma, Geneva, sans-serif Georgia, serif
Size	6px 8px

Property	Values
	10px 12px 14px 16px
Italic	If selected, formats body text as italic.
Bold	If selected, formats body text as bold.
Align	Not assigned left center right
Color	To determine the color of body text, enter the hexadecimal value or use the color picker to generate the code.
Line height	Not assigned 0.8 0.9 1.0 1.1 1.2 1.3

Link Properties

You can assign different styles to links to indicate the current state. Each tab represents a different link state, but the properties are the same. Options include:

- Default
- Hover, Active, or Visited



Body Settings - Link Properties

Example

```
a { color:#087698; }
a:hover { color:#AB24D4; }
```

Property	Values
Font	Not assigned Arial, Helvetica, sans-serif Verdana, Geneva, sans-serif Tahoma, Geneva, sans-serif Georgia, serif
Size	6px 8px 10px 12px 14px 16px
Italic	If selected, formats link text as italic.
Bold	If selected, formats link text as bold.
Color	Determines the color of link text for each link state. Enter the hexadecimal value or use the color picker to generate the code.

Background Properties

The Background section lets you select a background image, and select a background color. You can control whether the image is repeated, and set its starting position.

Body Settings - Background Properties

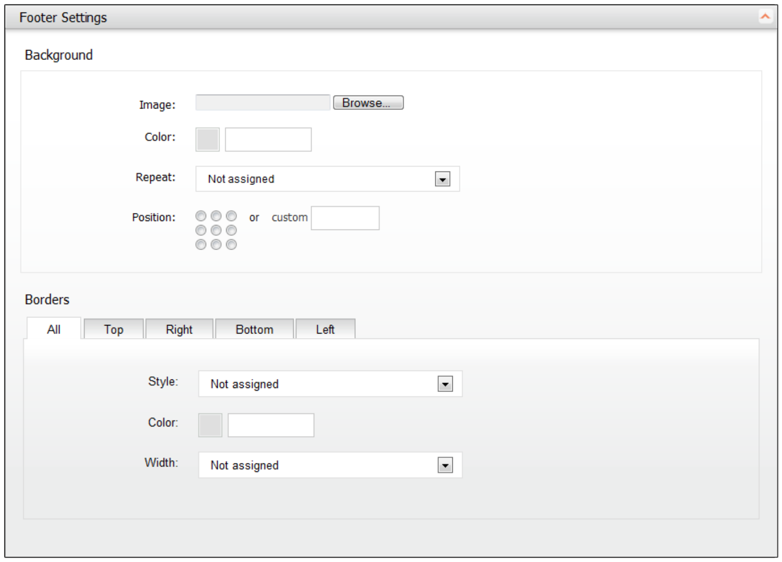
Example

```
body { background:#000; font:12px/1.35 Arial, Helvetica, sans-serif;
color:#999; text-align:center; }
```

Property	Values
Color	Determines the background color of the page. Enter the hexadecimal value or use the color picker to generate the code.
Image	Uploads a background image for the page.
Repeat	Controls how the background image is applied to the page. Options include: Not assigned no-repeat repeat repeat-x repeat-y inherit
Position	Determines the anchor position of the background image on the page. Use the position picker to select a setting. Options include: left top left center left bottom right top right center right bottom center top center center center bottom custom

Footer Settings

In the Footer Settings section, you can modify the background image, and borders of the footer. The settings you choose are properties of the CSS class that controls the footer section of the page.



Footer Settings

Example

```
footer {background:#fff; border:1px solid #ccc;}
```

Background Properties

The Background section of Footer Settings can be used to apply a background color or image to the page footer.

Property	Values
Color	Determines the background color of the heading. Enter the hexadecimal value or use the color picker to generate the code.
Image	Uploads a background image for the heading.
Repeat	Controls how the background image is applied to the heading. Options include: Not assigned no-repeat repeat repeat-x

Property	Values
	repeat-y inherit
Position	Determines the anchor position of the background image in the heading. Use the position picker to select a setting. Options include: left top left center left bottom right top right center right bottom center top center center center bottom custom

Border Properties

The Borders section of Footer Settings can be used to apply borders and background image to the page footer. The tabs across the section let you apply a border style to all sides of the footer, or to any combination of the top, right, bottom, or left.

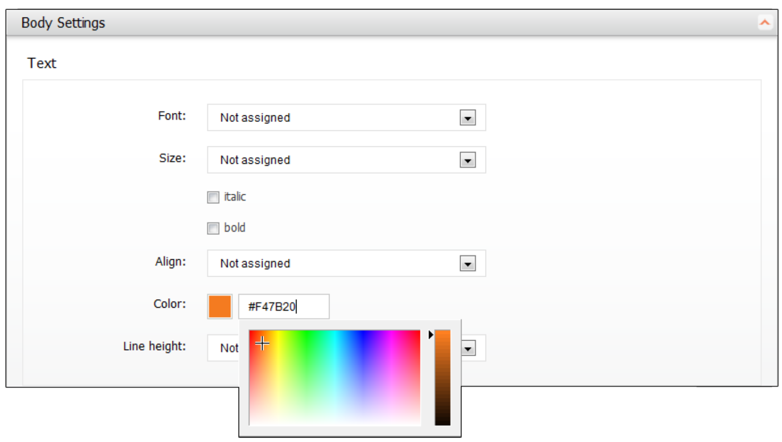
Property	Values
Style	Determines the style of borders used in the footer. Options include: Not assigned hidden dotted dashed solid double groove ridge inset outset
Color	Determines the color of borders used in the footer. Enter the hexadecimal value or use the color picker to generate the code.

Property	Values
Width	Determines the width of borders used in the footer. Options include: Not assigned None 1px 2px 3px 4px 5px

Using the Color Picker

Easy

The Color Picker lets you select the text color as a hexadecimal value. The value always begins with the # symbol, and is followed by the hexadecimal value for the color.



Color Picker

To pick a color:

1. Click anywhere on the hue map to select a color.
2. On the right, move the slider to adjust the intensity.

   The color picker generates the hexadecimal code for the selected color.

Resizing Catalog Images

Intermediate

The Catalog Images tool lets you override the default size and proportion of any image in your catalog layout by specifying a new size in pixels. This is an easy solution for images that appear blurry or distorted. If you specify a new size for the base image, the associated small image and thumbnail are resized automatically.

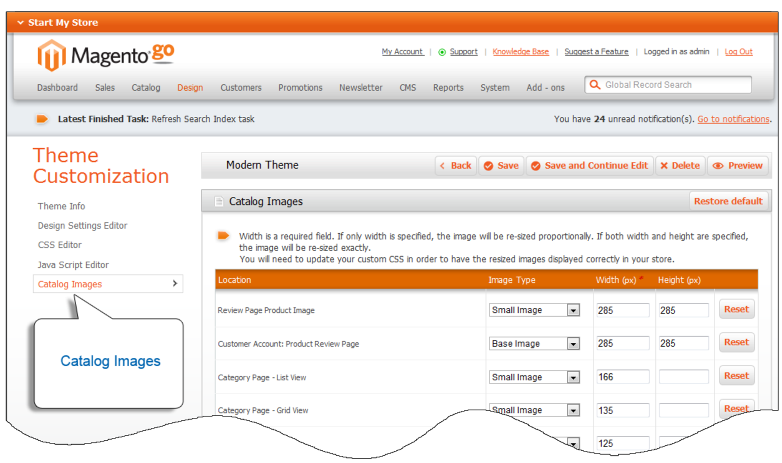
Although you can change the size and proportion of any image in the catalog, the Catalog Images tool does not change the size of individual product images. However, if you specify a new size for the base image, the associated small image and thumbnail are automatically resized. The change applies to each image that appears at the specified location in the catalog.

> When catalog images are resized, the change applies to all themes. After resizing images, you should also update any custom CSS to ensure that the images render correctly.

To resize catalog images:

1. On the Admin menu, select **Design > Themes Editor**.
2. Under the thumbnail for your current theme, click **Customize**.
3. In the Theme Customization panel on the left, select **Catalog Images**.

   The Catalog Images section lists all available catalog images that you can resize.



Catalog Images

4. To resize an image, do the following:

a. In the **Location** column, find the image you want to resize. Then, set **Image Type** to one of the following:

- Thumbnail
- Small Image
- Base Image

If you select one of the three image types to a custom size, the other two are resized automatically.

b. Enter the size, in pixels, for the image:

Width (px)	(Required) If only the width is specified, the image is resized proportionally.
Height (px)	If both width and height are specified, the image is resized exactly.

c. To restore the size of an image size, do the following:

- To restore one catalog image to its default size, click the **Reset** button to the right of the image.
- To restore all catalog images to their default sizes, click the **Restore Default** button in the upper right of the Catalog Images section.

5. To preview your change, first click the **Save** button. Then click the **Preview** button in the upper right to preview the resized image.
6. Make any other changes necessary.
7. When complete, click the **Save** button.

Notes

Chapter 41:

Using the CSS Editor

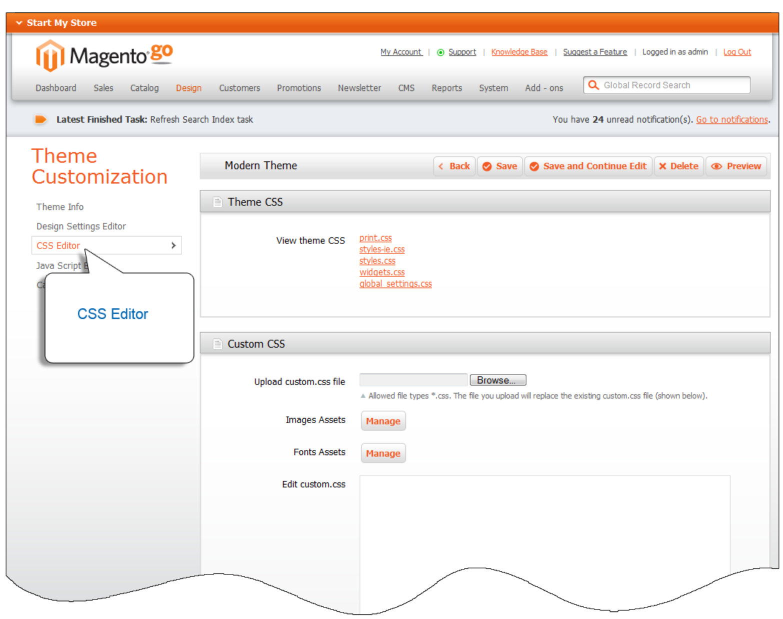
Your store uses cascading style sheets to format the content on each page. To control the formatting of elements throughout your store, you can upload any changes in a custom CSS file that overrides the style sheet used by the theme.

Modifying the CSS

Advanced

It is not difficult to make changes to your store's style sheet, although it does require a basic knowledge of CSS. In the Custom CSS panel, you can override any existing CSS style, or add new ones. Any custom CSS that you enter overrides the default CSS for the theme.

If you need to learn more about CSS, there are many excellent books available on the subject, as well as online tutorials and references.



CSS Editor

Step 1: Download the Style Sheet

1. On the Admin menu, select **Design > Themes Editor**.
2. Select the theme you want to use as a template, and click the **Customize** button.
3. In the Theme Customization panel on the left, select **CSS Editor**. Then, do the following:
   a. In the Theme CSS section, click to select the **styles.css** file.
   b. When prompted, save the file to your computer.

   You can now open the file with your favorite text editor and become familiar with the styles.

   > The .css files are saved in an optimized format that removes the unused space between words.

Step 2: Enter Your Own Custom CSS Code

1. To change CSS styles for your theme, either type or paste the CSS styles that you want to change directly into the **Edit custom.css** field. For example, the following CSS style hides the "Checkout" link in the header:

   Example

   ```
   .top-link-checkout { display: none; }
   ```

   > The CSS styles entered in the "Edit custom.css" field are processed last, and override any uploaded custom.css file, as well as the default style sheet for the theme.

2. If you want any settings from the Design Settings Editor to be ignored, select the Ignore **Design Settings Editor** checkbox at the bottom of the screen.
3. Click the **Save and Continue Edit** button to save your changes and continue working.

CSS Examples **Advanced**

These examples of CSS code show how easy it is to make small changes to your theme. Each example addresses a specific location on the page. The syntax applies specifically to the "Media" theme, but can be easily adapted to your current theme.

You can use the Firefox plug-in Firebug to identify the specific names and values used in your theme. You can find the CSS class or ID name of all items on any page with Firebug or any other developer tool that is available for your browser. Firebug is now supported by other browsers, as well. If you use Chrome, you can point to any item on the page, right-click, and select “Inspect Element.” A window will open at bottom of your browser, where you can examine the source code and find all relevant css classes and IDs.

You can become familiar with the styles by examining the style sheet that is used by your theme. Don’t be afraid to experiment by entering CSS code directly into Edit Custom .css box. If you don’t like the result, simply delete the code that you added.

Top Navigation

This code removes the extra white space under the top navigation.

CSS Code

```
.top-container {  margin: 0;  padding: 0; }
```

Search Box

This code removes the quick search box in the header.

CSS Code

```
.form-search {display: none;}
```

Checkout Link and Mini Cart

This code removes both the checkout link at the top of the page and the separator bar after the cart link:

CSS Code

```
.top-link-checkout { display: none; }
.top-cart .block-title strong { background-image: none; }
```

Link Style

Links are formatted according to the style sheet of your theme. You can change the color of the links in your theme by changing the color code that is assigned to the anchor tag.

CSS Example

```
Custom CSS Code for Link Color

a       { color:#2166a0; text-decoration:underline; }

a:hover { text-decoration:none; }

:focus  { outline:0; }
```

List Controls

To remove the pager and sorter blocks:

CSS Code

```
.pager { display: none; }
.sorter{ display: none; }
```

To change location of Items (# ITEM(S)) and Show # PER PAGE, you can use some css tricks to switch their location. To move Items to left and Show to the right, follow above steps and paste the code below.

CSS Code

```
.pager .amount { float: right; }
.pager .limiter { float: left; }
.sorter .view-mode { float: right; }
```

Product Tags Box

This code removes both the Add Product Tags box from the product detail page.

CSS Code

```
.box-tags { display: none; }
```

Header

This code moves the quick search box down into the top navigation area.

CSS Code

```
.header .form-search  { position: absolute; right: 10px; top: 100px; }
```

Footer

This code removes the Newsletter sign-up link from the footer:

CSS Code

```
.footer .form-subscribe { display: none; }
```

Uploading a Custom CSS File

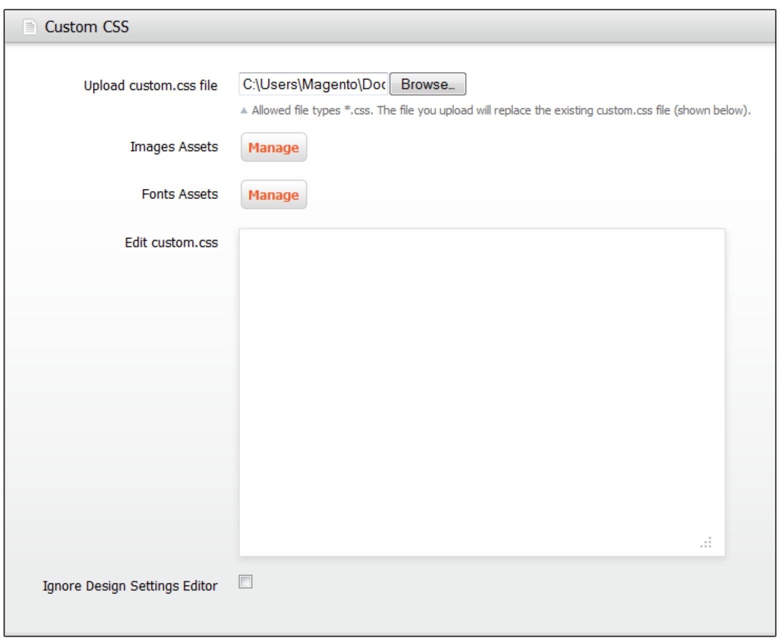
Advanced

You can create a CSS file with only the declarations that you want to use as overrides, and upload it to your store. (The file should include only the CSS declarations that you want to change.)

To upload a custom CSS file:

1. From the CSS Editor, in the Custom CSS section, browse to find your own custom CSS file on your computer.
2. Select the file to copy the path to the **Upload custom.css** file box.

   The allowed file type is .css. The file you upload replaces any existing custom.css file that might be shown in the "Edit custom.css" box.
3. Click the **Save** button to save your work.



Custom CSS

Managing CSS Assets

Advanced

Magento Go uses a Content Delivery Network (CDN) to manage images that you upload to your store. Images and fonts that are used in content, as well as those referenced from the CSS can be uploaded directly from the CSS Editor or Text Editor. As a best practice, you should organize your CSS assets into folders by theme to keep them separate from other images in Media Storage.

CSS Images

The following image types can be uploaded to Media Storage:

- .jpg (.jpeg)
- .png
- .gif

If you use a relative path when referencing CSS images, the link to the image is preserved if the location of the server changes. The following examples show how to format a relative path to an image in Media Storage.

Example

```
../css_editor_images/imageName
../css_editor_images/subdirName/imageName
```

The next examples show how to reference relative URLs in CSS styles. Make sure that all CSS references to your uploaded images follow these conventions.

Example

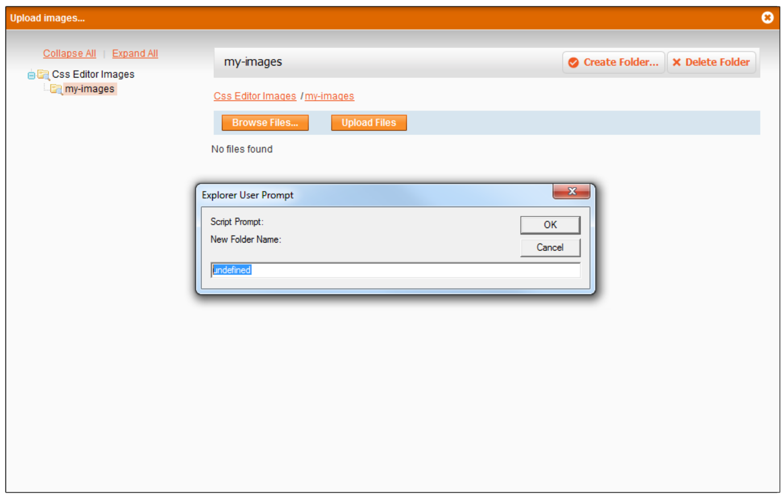
```
.styleName {
background:url(../css_editor_images/imageName.gif) no-repeat;
}

.styleName {
background:url(../css_editor_images/subdirName/imageName.gif) no-repeat;
}
```

To create an image folder:

1. From the CSS Editor, click the **Images Assets Manage** button.
2. From Media Storage, click the **Create Folder** button.
3. If prompted, click to allow scripted windows.
4. In the popup window, enter the **New Folder Name**, using hyphens or underscores instead of spaces. Then, click **OK**.

   The new folder appears in the CSS Editor Images section of the directory tree.



Creating a Folder for Images

To upload your images:

1. From the CSS Editor, in the Custom CSS section, click the **Image Assets Manage** button.
2. From Media Storage, do the following:
   a. In the directory tree on the left, navigate to the folder where you want to place the uploaded image.
   b. Click the **Browse Files** button, and select the image file to upload. (Hold the Ctrl key down to select more than one file at a time.)
   c. Click the **Upload Files** button to upload the file(s) to the specified folder.

CSS Fonts

The @font-face CSS rule makes it possible to use a wide variety of fonts, beyond the few traditionally considered to be "Web safe" There is a growing selection of fonts in the public domain which are available for free download. Other fonts are available by license only, and must be purchased from the publisher. FontSquirrel has a large selection of free fonts that are available for commercial use.You can also use the site to convert fonts from one format to another, and to generate the @font-face CSS code needed for each font. All the Web font that you want to use should be uploaded to the CSS Editor Fonts section of Media Storage.

The @font-face rule is supported by all major browsers. Firefox, Chrome, Safari and Opera support TrueType (.ttf) and OpenType (.otf) font file formats for use with the CSS @font-face rule. Internet Explorer supports the TrueType (.ttf) and Embedded OpenType (.eot) formats. Because some browsers support some font formats and not others, the font-face declaration typically includes a separate line for each font format that you have available. Each user's browser will grab the first compatible font that it finds in the list.

Example

```
@font-face {
font-family: "myfontname";
src: url("../css_editor_fonts/MyUploadedFont.ttf") format('truetype');
src: url("../css_editor_fonts/MyUploadedFont.otf") format('opentype');
src: url("../css_editor_fonts/MyUploadedFont.eot") format('embedded-opentype');
}
```

To create a fonts folder:

1. From the CSS Editor, click the **Fonts Assets Manage** button.
2. From Media Storage, click the **Create Folder** button. If prompted, click to allow scripted windows.
3. In the popup window, enter the **New Folder Name** using hyphens or underscores instead of spaces. Then, click **OK**.

The new folder appears in the CSS Editor Fonts section of the directory tree.

To upload fonts:

1. From the CSS Editor, in the Custom CSS section, click the **Fonts Assets Manage** button.
2. From Media Storage, do the following:
   a. In the directory tree on the left, navigate to the folder where you want to place the uploaded font.
   b. Click the **Browse Files** button and select the font file to upload. (Hold the Ctrl key down to select more than one file at a time.)
   c. Click the **Upload Files** button to upload the file(s) to the specified folder.

Notes

Chapter 42:

Working with JavaScript

Your store layout, design, and functionality can be customized using the design tools available in the Admin panel. However, if you have a working knowledge of JavaScript, you can make additional changes to enhance your store. Magento Go lets you add custom, client-side JavaScript files which are executed at the browser level, rather than on the server.

This material was written for frontend developers who have a working knowledge of JavaScript. In this section, you will learn how to work with JavaScript libraries, hosted scripts, and snippets of code to implement custom features.

It is important to understand that different versions of JavaScript might conflict with each other. The jQuery.noConflict() function returns control of the $ variable to the library from which it was first implemented. To learn more, visit the jQuery site.

Adding Custom JavaScript

Advanced

JavaScript code can be implemented in your store by using two different methods:

- **Theme Customization**
  The first method is used to implement custom code (.js file), hosted scripts, or JavaScript libraries (such as TypeKit, JQuery, or MooTools), using the Java Script Editor.

- **CMS Block**
  The second method adds hosted scripts or custom snippets of code to a static block. The block is then placed on appropriate pages using the Frontend App tool.

To upload JavaScript files:

Many scripts and libraries must be loaded in the correct sequence in order to function properly. To establish the correct load sequence for multiple files, you can drag and drop them into position before they are uploaded to the server.

1. On the Admin menu, select **Design > Theme Editor**.

2. In the Theme Editor, below the thumbnail of the theme, click **Customize**.

3. In the Theme Customization panel on the left, select **Java Script Editor**. Then in the Theme JavaScript section, do the following:

   a. Click the **Browse Files** button and select the JavaScript file from your computer. Repeat this step to add the path for each JavaScript file that you want to upload.

   > **Important!** If uploading multiple files, drag and drop the files as needed to ensure that they are arranged in the correct load sequence.

   b. Click the **Upload Files** button to upload the JavaScript file(s) to your store.

   The uploaded JavaScript is now available to all pages in the store.

4. When complete, click the **Save** button.

To add custom code using the Built-In Library (v.1.7.1):

1. On the Admin menu, select **CMS > Static Blocks**.

2. Click the **Add New** button. Then, do the following:

   a. Enter a **Block Title** and **Identifier**.

   b. Scroll down to the Content text box. Then, click the **Show / Hide Editor** button to work in code mode.

   c. Paste the following wrapper into the **Content** box:

JavaScript Code

```
JavaScript Code <script type=
"text/javascript"> (function($) { // ----------------------
//your code here // ---------------------- })(jQuery);
</script>
```

   d. Replace the comments with your custom jQuery code.

3. When complete, click the **Save Block** button.

To add jQuery Code to CMS Block:

This example uses the hosted jQuery Library version 1.5.2 from Google APIs. The process works with other versions of jQuery, as well.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, select **Design**. Then, do the following:
   a. In the HTML Head section, scroll down to the **Miscellaneous Scripts** box and paste the following code:

   JavaScript Code

```
<script src=
"https://ajax.googleapis.com/ajax/libs/jquery/1.5.2/jquery.min.js"
type="text/javascript"></script>
```

   b. When complete, click the **Save** button.
   c. Paste the following code immediately after the hosted jQuery library that you just entered:

   JavaScript Code

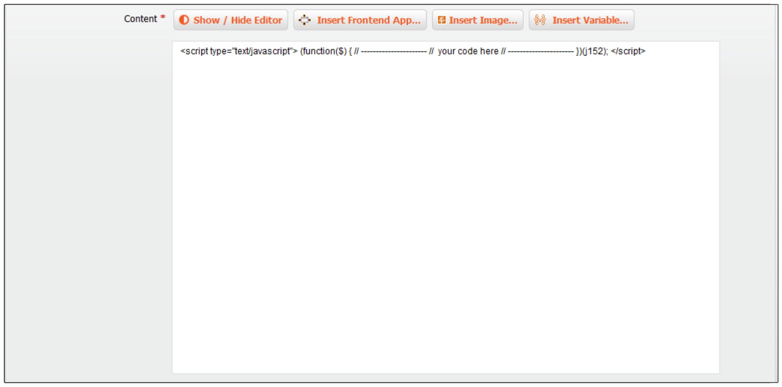
```
<script type="text/javascript"> var j152 = jQuery.noConflict(true); </script>
```

   d. When complete, click the **Save Config** button.
3. On the Admin menu, select **CMS > Static Blocks**.
4. Click the **Add New** button. Then, do the following:
   a. Enter a **Block Title** and **Identifier**.
   b. Scroll down to the Content text box. Then, click the **Show / Hide Editor** button to work in code mode.
   c. Paste the following wrapper into the **Content** box:

   JavaScript Code

```
<script type="text/javascript"> (function($)
{ // ----------------------
//your code here // ---------------------- })(jQuery);
</script>
```

   d. Replace the commented out lines with your custom jQuery code.



Adding jQuery Code to a CMS Block

5. When complete, click the **Save Block** button.

To add custom code to an uploaded jQuery library:

1. Open the jQuery library file in a text editor. Then, paste the following code at the end of the file.

JavaScript Code

```
var j152 = jQuery.noConflict(true);
```

> **Important!** Make sure to change the name of the variable `j152` to match the version of jQuery that you are using.

2. On the Admin menu, select **Design > Theme Editor**.
3. In the Theme Editor, just below the thumbnail of the theme, click **Customize**.
4. In the Theme Customization panel on the left, select **Java Script Editor**. Then, do the following:
   a. In the Theme Java Script section, click the **Browse Files** button. Then, select the modified jQuery file that you want to use.
   b. Click the **Upload Files** button.
   c. When complete, click the **Save** button.
5. On the Admin menu, select **CMS > Static Blocks**.
6. Click the **Add New** button and do the following:

a. Enter a **Block Title** and **Identifier**.

b. Scroll down to the Content text box. Then, click the **Show / Hide Editor** button to work in code mode.

c. Paste the following wrapper into the **Content** box.

JavaScript Code

```
<script type="text/javascript"> (function($) {
 // ----------------------//your code here // ----------------------
})(j152);</script>
```

> **Important!** Make sure to change the variable name `j152` to correspond to the variable you created.

d. Replace the comments with your custom jQuery code.

7. When complete, click the **Save** button.

To invoke JavaScript actions for a page:

For JavaScript to work properly, it must be invoked from the page by a script.

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Open an existing page, or create a new page.
3. In the Page Information panel on the left, select **Content**. Then, do the following:
   a. Click the **Show / Hide Editor** button to work in code mode.
   b. Paste the code that is immediately after the JavaScript plug-in instructions.
4. When complete, click the **Save Page** button.
5. Preview the page you just created to make sure that the script works correctly.

   If your script is not functioning as intended, double-check your code and follow the developer's instructions.

Adding Third-Party Scripts

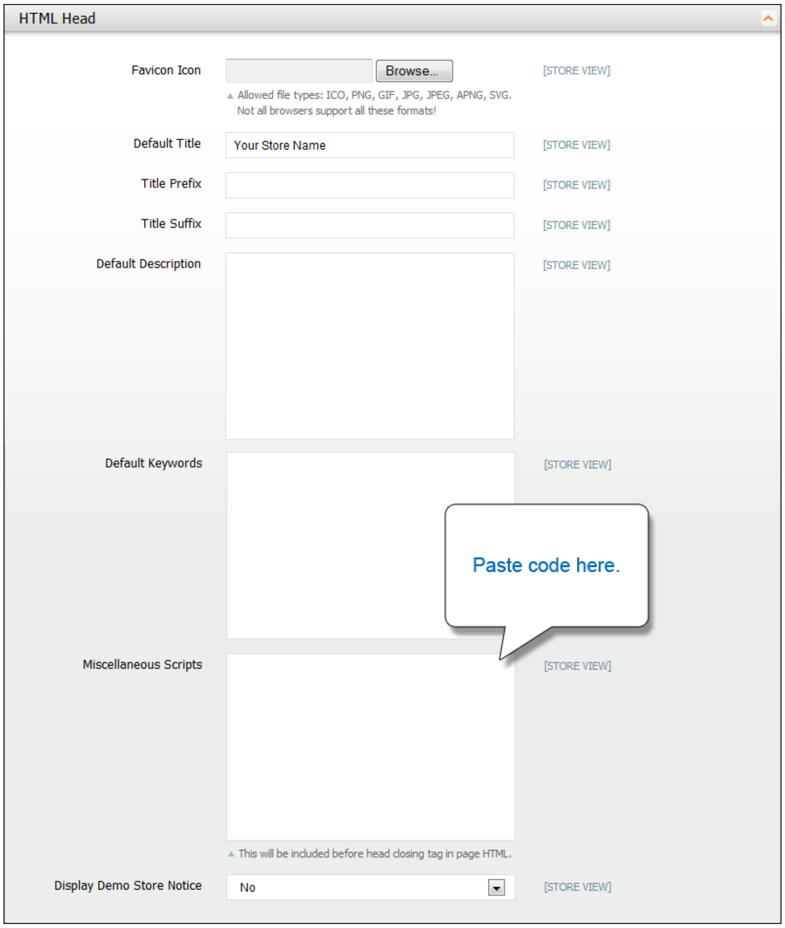
Advanced

Some third-party web applications and services provide code that must be placed in the HTML, either before the opening <body> tag or after the closing </body> tag. You can paste such miscellaneous code into either the <head> or <footer> sections of the HTML page from the system configuration of your store.

Miscellaneous Code in HTML Footer

To insert code into the HTML head:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, select **Design**. Then, click to expand the **HTML Head** section.
3. In the **Miscellaneous Scripts** text box, paste the code. Then, proofread the code to make sure it is correct.
4. Click the **Save Config** button.
5. To ensure that the script is working correctly, clear your browser cache before returning to the store to test the script.



Miscellaneous Scripts in HTML Head

To insert code into the HTML footer:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, select **Design**. Then, click to expand the **Footer** section.
3. In the **Miscellaneous Scripts** text box, paste the code. Then, proofread the code to make sure it is correct.
4. Click the **Save Config** button.
5. To make sure the script is working correctly, clear your browser cache before returning to the store to test the script.

Notes

Magento go

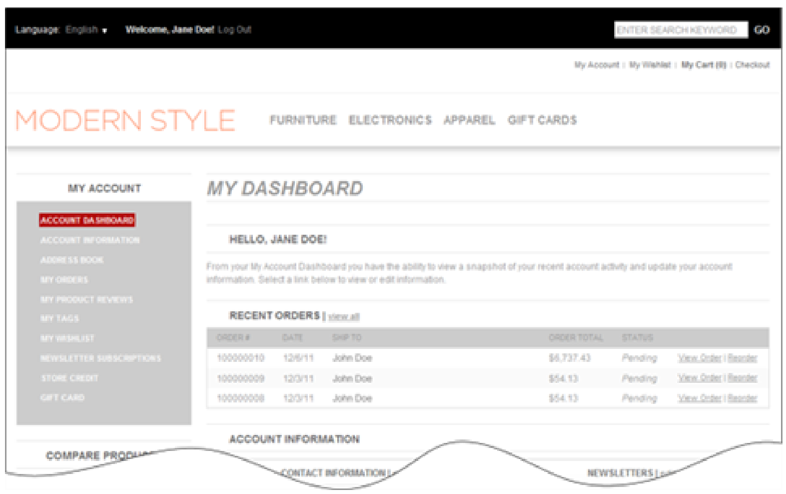
user guide

Customers

Chapter 43:

Customer Accounts

The header of every page in your store extends an invitation for shoppers to “Log in or register” for an account with your store. You have the option to require that customers register before making a purchase, or to allow them to make purchases as guests.



Customer Account Dashboard

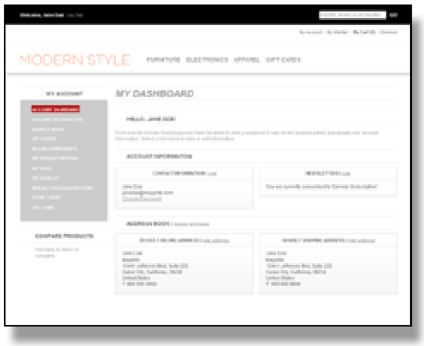
Customers who open an account with your store enjoy a range of benefits, including:

- **Faster Checkout**
  Registered customers move through checkout faster because much of the information is already in their accounts.

- **Ability to Self-Serve**
  Registered customers can update their information, check the status of orders, and even reorder from their Account Dashboard.

Account Dashboard

Customers can access their account dashboard by clicking the "My account" link under the quick search box. They can use the dashboard to view and modify their information, including past and current addresses, billing and shipping preferences, newsletter subscriptions, wishlists, and more. They can also view tags and product reviews they have created while logged in to your store.

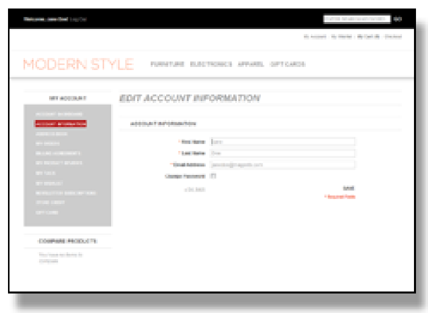


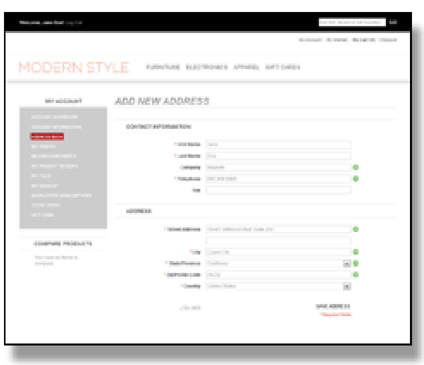
Account Dashboard

The main dashboard section provides an overview of recent orders and basic account information. Customers can modify their recent orders or edit their billing, shipping, and contact information.

Account Information

Customers can manage their own account information and change their password from the account dashboard.



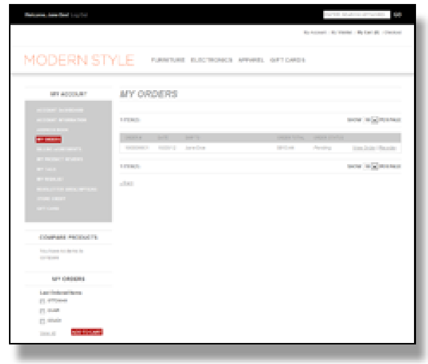


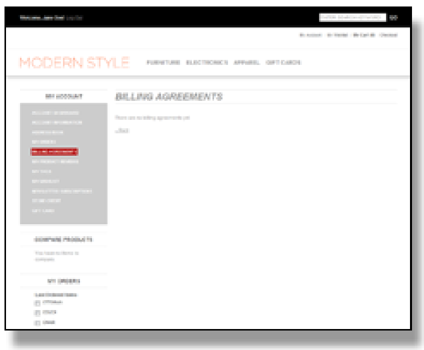
Address Book

Your customers can use this section to manage their default billing and shipping addresses, including any additional addresses they would like to add to their address book.

My Orders

Customers can view the details of their purchase history, including the order number, date of purchase, total price of the order, and order status. The Reorder link creates a new order using information from a previous order, and takes the customer to the shopping cart, ready to check out.



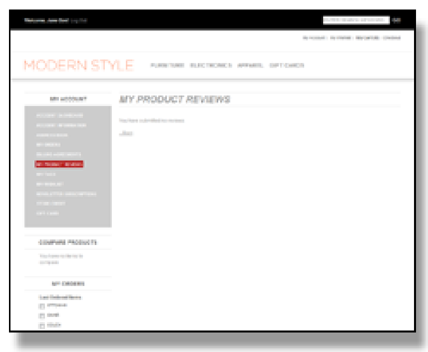


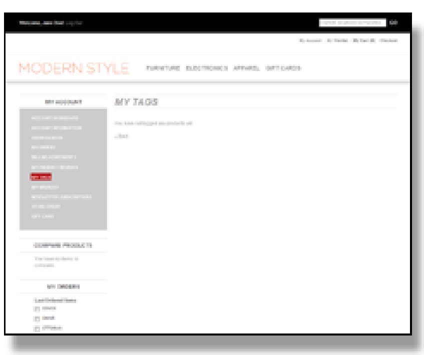
Billing Agreements

This section displays any billing agreements into which the customer has entered with your store.

My Product Reviews

This section displays summaries of the reviews you have written, including date, product name, average star rating, and an excerpt of the text. Select "View Details to see the full review.



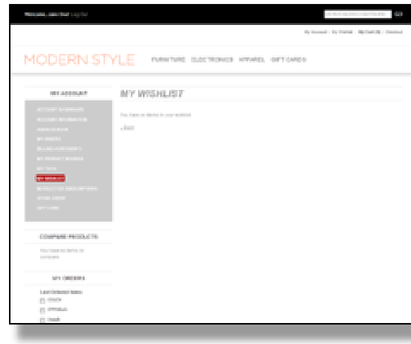


My Tags

In this section, tags are displayed in a cloud format. Tags in larger font sizes have been used by multiple customers. Tags in smaller fonts have been used less frequently. Click any tag to see a list of products that have been described with that tag.

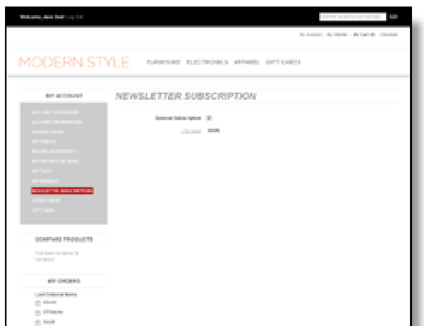
My Wishlist

This section displays your wishlist. Use the text box to enter comments on products or the “Add to Cart” button to purchase them. Remove products by clicking the X button and “Update your Wishlist.” Share your wishlist via email by clicking the “Share your Wishlist” button.



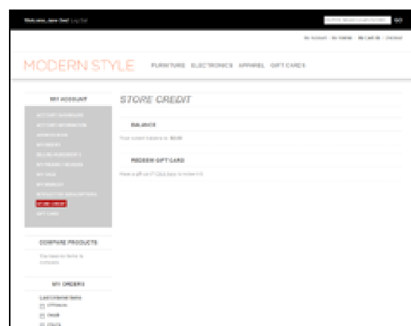
Newsletter Subscription

Modify your newsletter subscription options from this section. Select your preferred option and click “Save.”



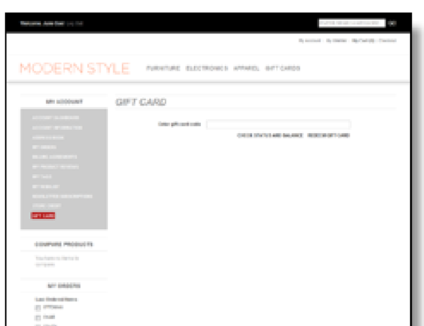
Store Credit

This section displays the balance of your store credit and gives you the option to redeem a gift card.



Gift Card

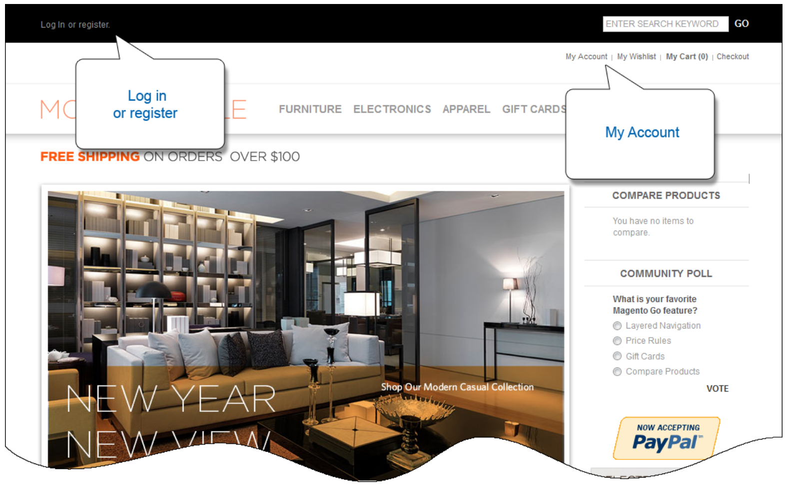
Check gift card balances or add their value to your account by entering the gift card code in the text box.



Customer Account Login

Easy

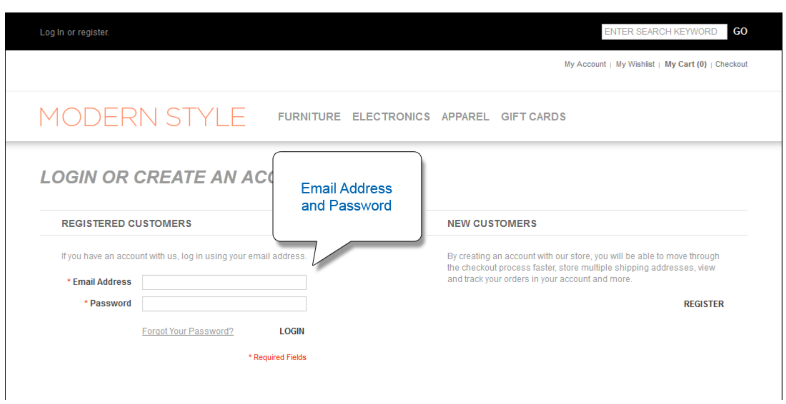
Customer have easy access to their accounts from every page in your store. If a customer forgets the password, a link to reset the password is sent to the email address that is associated with the account.



Account Login

To log in to your customer account:

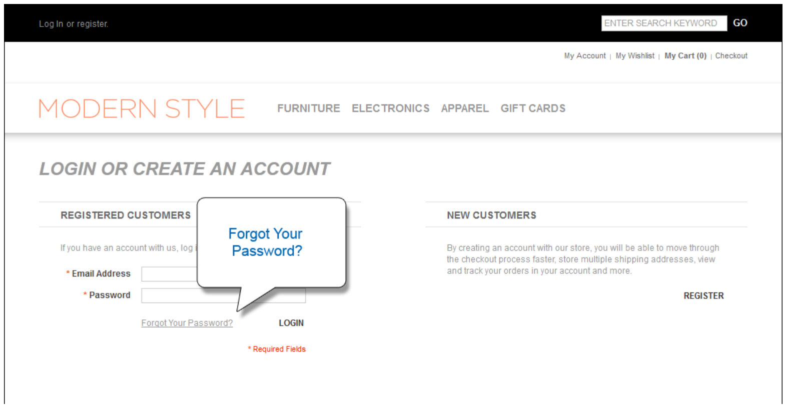
1. From the header of your store, do one of the following:
   - Click the **Log in or Register** link.
   - Click the **My Account** link.
2. When prompted, enter the **Email Address** that is associated with your account, and your **Password**. Then, click the **Login** button.



Log In to Your Account

To reset the password:

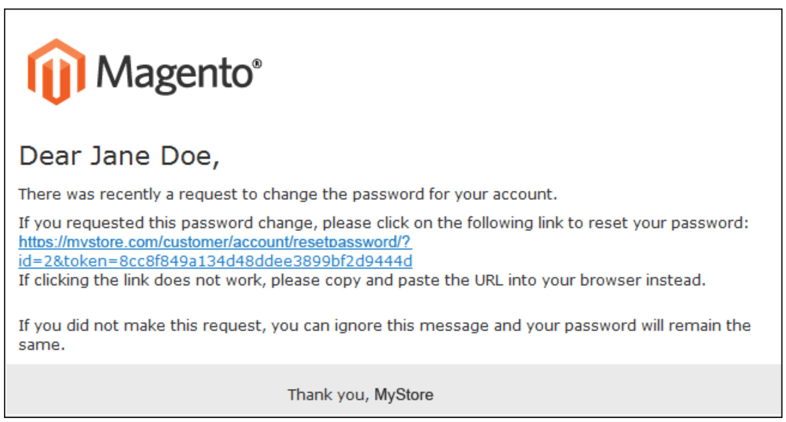
1. From the Login page, click the **Forgot Your Password?** link.



Forgot Your Password?

2. When prompted, enter the **Email Address** that is associated with your account, and click the **Submit** button.

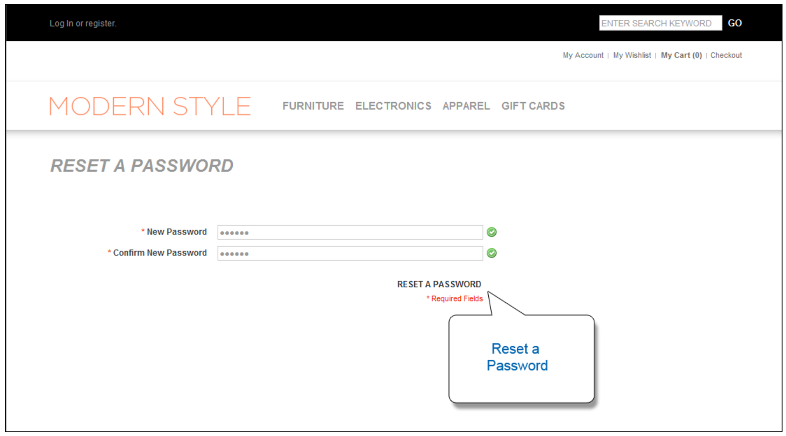
   If the email address you entered matches the one that is associated with the account, you will receive a “Password Reset Confirmation” email with a link to reset your password.



Password Reset Confirmation

3. Click the link in the email, and when prompted, enter your **New Password**. Enter it again to confirm, and click the **Reset a Password** button.

   Your new password must be six or more characters in length, without spaces.



Reset Password

You are notified that the password has been updated. You can now use the new password to log in to your account.

Notes

Chapter 44:

Customer Login Options

You can streamline the login experience for customers by configuring the login process.

- **New Account Opt-In**
  Magento Go gives you the option to require that customers "opt-in" by clicking a confirmation link in an email message before their accounts become active.
- **PayPal Access**
  PayPal Access lets your customers use information that is already in their PayPal account when opening a new account with your store. This means less typing and fewer passwords to remember, which is good!
- **Account Landing Page**
  You have the option to display the account dashboard as a landing page, or to let them continue shopping after they open an account.

New Account Opt-In

Easy

It is a best practice to require that customers "opt-in," to ensure that the account is associated with an actual person. Magento Go gives you the option to require that customers "opt-in" by clicking a confirmation link in an email message before their accounts become active.

To require that customers "opt-in" for an account:

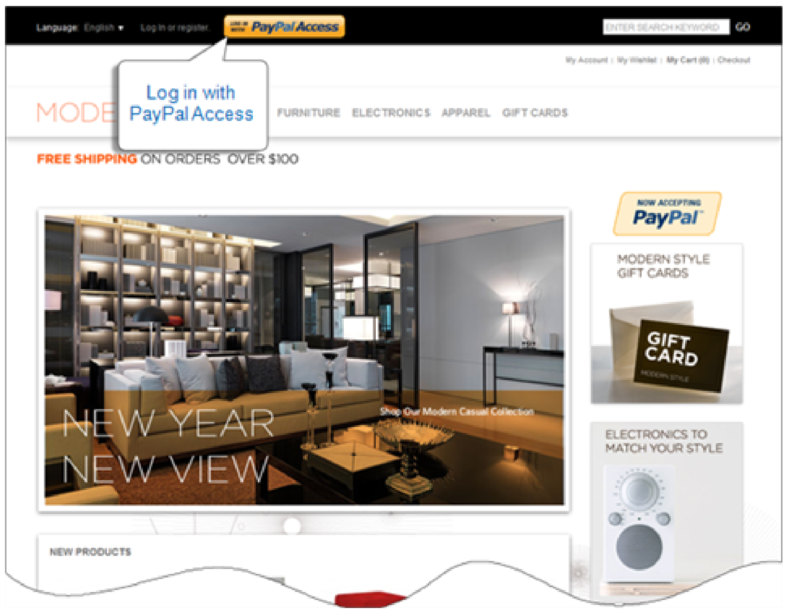
1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Customer, select **Customer Configuration**.
3. Click to expand the **Create New Account Options** section. Then, do the following:
   a. Set **Require Emails Confirmation** to "Yes."
   b. Set **Confirmation Link Email** to the template you want to use for confirmation email.
4. When complete, click the **Save Config** button.

Setting Up PayPal Access

Easy

PayPal is the world leader in online payment solutions. It is used by over 110 million customer and accepted by millions of stores worldwide. Magento Go and PayPal have joined forces to bring you PayPal Access—a streamlined registration process that makes it easier than ever for people to open an account with your store.

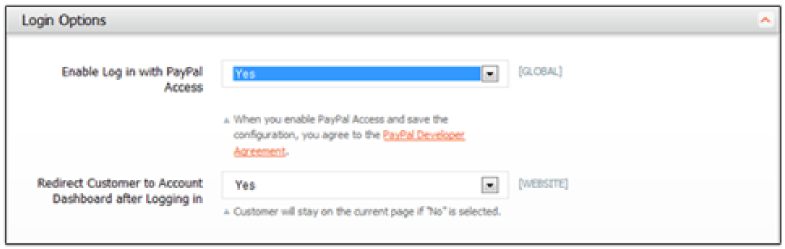
When customers with PayPal Access register with your store, they no longer have to type their address or contact information because it is already available from their PayPal account. There are fewer forms to complete and fewer passwords to remember. PayPal Access gives your customers an easier and faster way to register with your store and access their accounts.



Log In with PayPal Access

To set up PayPal Access:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Customers, select **Customer Configuration**.
3. Click to expand the **Login Options** section.
4. Set **Enable Log in with PayPal Access** to “Yes.”

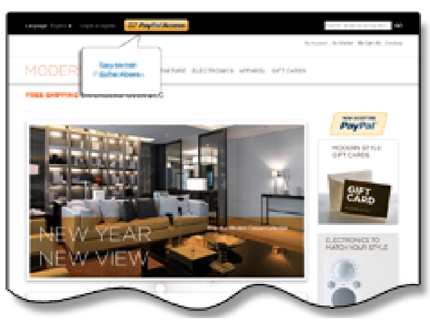


Login Options

5. When complete, click the **Save Config** button.

PayPal Access In Your Store

When you enable PayPal Access for your Magento Go store, the following changes take place in your store.

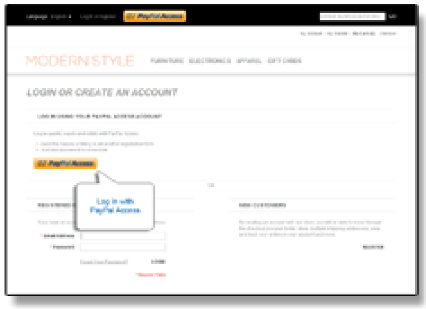


Header

The PayPal Access login button appears in the header of all pages, after the Welcome message and “Log In or register” links.

Create an Account

The “Create an Account” page invites customers to log in with PayPal and skip the registration.

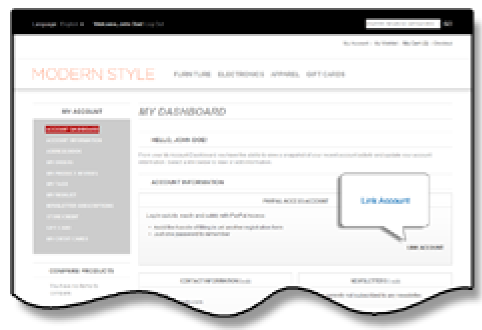


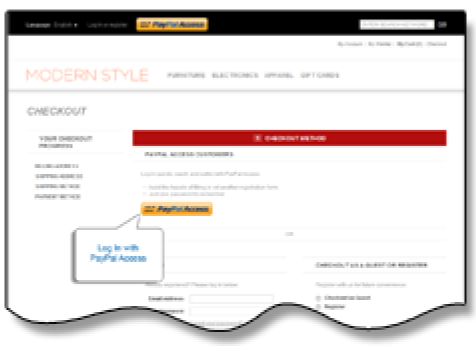
Log In

The “Login or Create an Account” page includes a new option to “Log In Using Your PayPal Access Account.”

Account Dashboard

The Account Dashboard gives customers the ability to link or unlink their store account to their PayPal account.





Checkout Process

When customers begin checkout, they are invited to “Log In Using Your PayPal Access Account.“

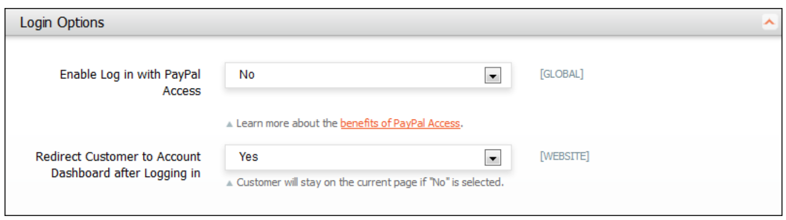
Customer Account Landing Page

Easy

When a new customer opens an account, you can either display the account dashboard as a landing page, or to let them continue shopping without interruption. Directing customers to their account dashboard helps customers become familiar with the account management tools available to them.

To set the account landing page:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Customers, select **Customer Configuration**.
3. Click to expand the **Login Options** section, and do the following:
4. To display customers' Account Dashboard immediately after they log in, set **Redirect Customer to Account Dashboard after Logging in**, to "Yes."



Login Options

5. When complete, click the **Save Config** button.

Notes

Chapter 45:

Customer Groups

Customer groups give you the ability to offer different pricing and promotions to customers based upon their demographic or order history. You can use information from customer accounts, including their order history, to set up customer groups for targeted mailings and promotions.

Creating Customer Groups

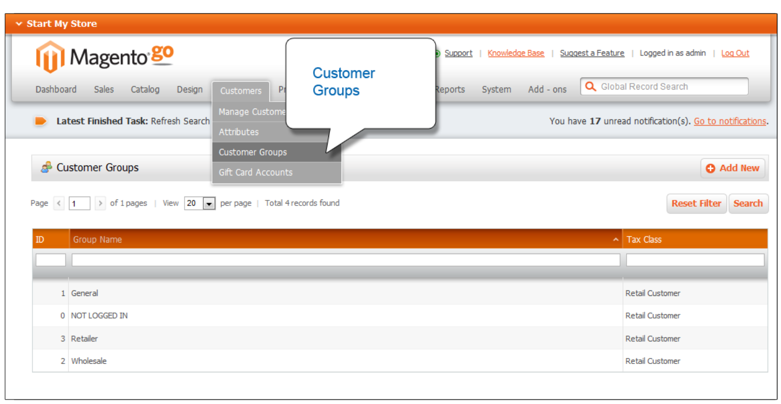
Intermediate

You can create additional customer groups as needed. Each customer is initially assigned to one of the following default customer groups:

- General
- Not Logged In
- Retailer

To create a customer group:

1. On the Admin menu, select **Customers > Customer Groups**.



Customer Groups

2. Click the **Add New Customer Group** button. Then, in the Group Information section, do the following:
   a. Enter a descriptive **Group Name**. For example: Wholesaler.
   b. Select an appropriate **Tax Class** for the group.
3. Click the **Save Customer Group** button to save your configuration.

To add customers to the group

1. On the Admin menu, select **Customers > Manage Customers**.
2. Click **Refresh Filter** to display all customer records. Then, do the following:
   a. Select the checkbox of each customer that you want to add to the group.
   b. In the upper-right corner of the list, set the **Action** control to "Assign a Customer Group." Then, select the customer **Group** to which you want the selected customers to belong.
3. When complete, click the **Submit** button.

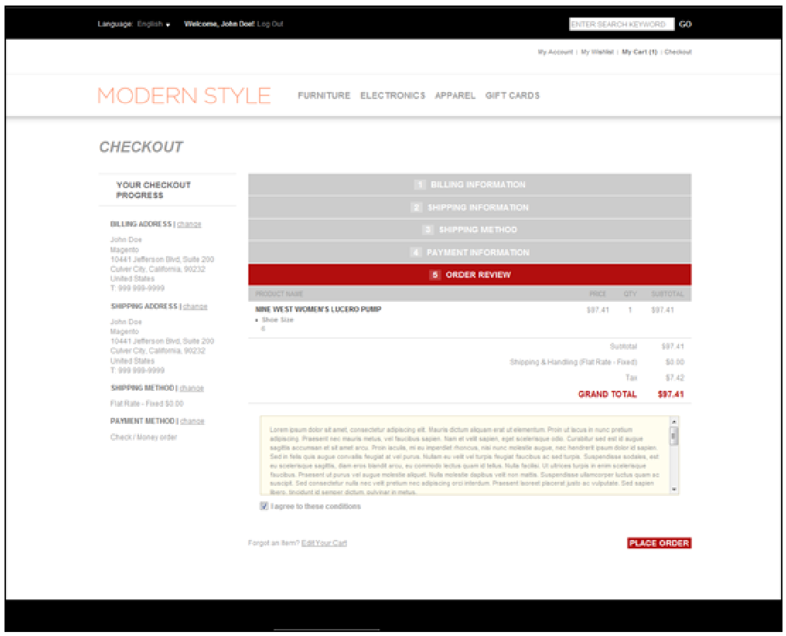
user guide

Sales & Orders

Chapter 46:

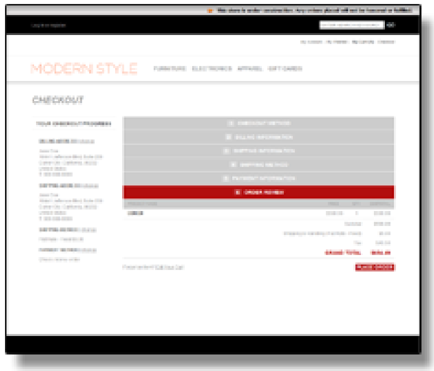
Managing the Order Process

In this section, we will explore what happens after customers place an order, and the time it arrives at their door. You will learn how to offer shopping cart assistance, fulfill orders, print invoices, collect payment, process credit memos, and more.



Place Order

Order Process Overview

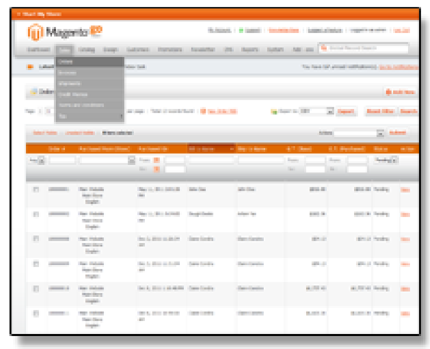


Order Submitted

In the final phase of the checkout process, the customer reviews the order, agrees to the Terms and Conditions, and clicks the Place Order button. Customers receive a confirmation of their orders, with a link to their customer account.

Order “Pending"

From the Admin panel, the sales order appears in the Order list as “Pending.” At this point, payment has not been processed, and the order can still be canceled.

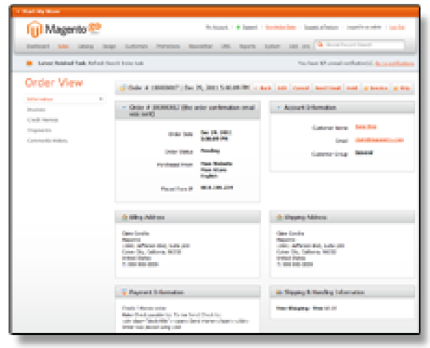


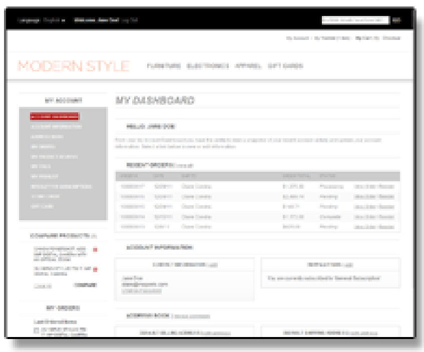
Payment Received

The status of the order remains “Pending” until payment is received. Depending on the payment method, you, may be notified when the transaction is authorized and in some cases, processed. The status of the invoice is now “Processing.”

Order Invoiced

Sometimes an order is invoiced before payment is received. In this example, the invoice is generated and submitted after the credit card payment has been authorized and processed. After the invoice is generated and submitted, a copy is sent by email to the customer.



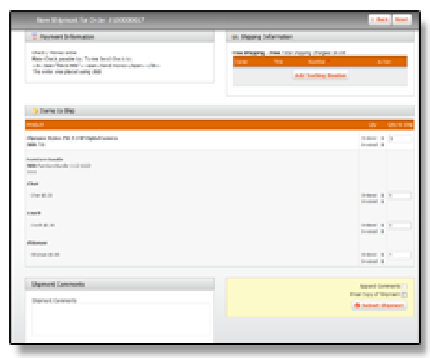


Order "Processing"

When the customer logs into his account to check on the order, the status is still "Processing."

Order Shipped

The shipment is submitted, and packing slips printed. You ship the package, and the customer is notified by email. Congratulations! You're in business.



Notes

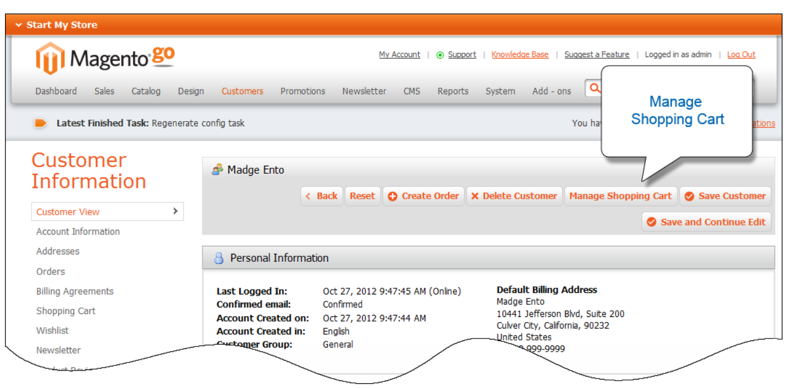
Chapter 47:

Shopping Cart Assistance

Sometimes customers need extra help to complete a purchase. For example, suppose your customer has been shopping online, but would rather complete the order by phone. While you're talking on the phone, she decides that, rather than purchase just one chair, she wants to take advantage of a coupon she just received to purchase an entire living room set. To complete this sale, you must know how to edit the contents of the shopping cart, apply the discount from the coupon, and complete the order from the Admin panel— all while she is on the phone.

You can offer immediate shopping cart assistance to any customer who has registered for an account with your store. The Manage Shopping Cart tool gives you the ability to edit the contents of the customer's shopping cart directly from the Admin panel of your store. Here are a few of the services you can offer:

- Create a new order from the Admin panel
- Update the contents of the customer's shopping cart
- Apply a coupon code



Manage Shopping Cart

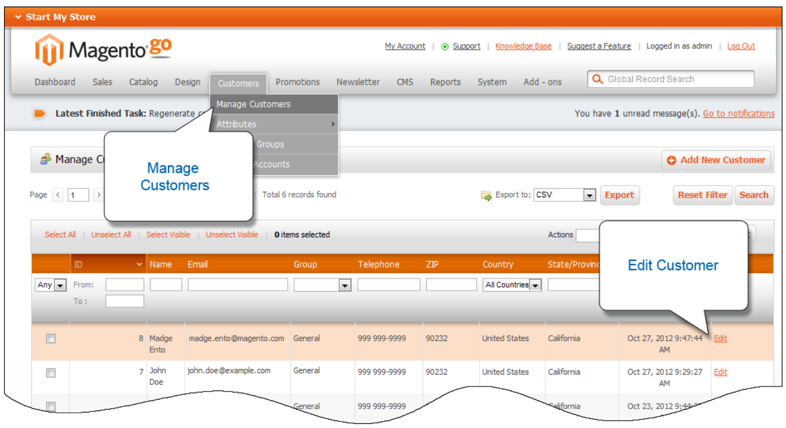
Editing a Shopping Cart

Intermediate

The contents of the customer's shopping cart can be edited directly from the Admin. To see the changes you make, the customer must press F5 to refresh the page.

To open a customer's shopping cart:

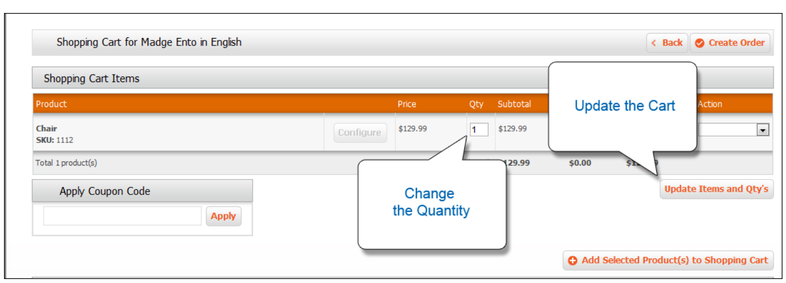
1. On the Admin menu, select **Customers > Manage Customers**.
2. Find your customer in the list, and click the **Edit** link to open the record.



Manage Customers - Edit

To change the quantity ordered:

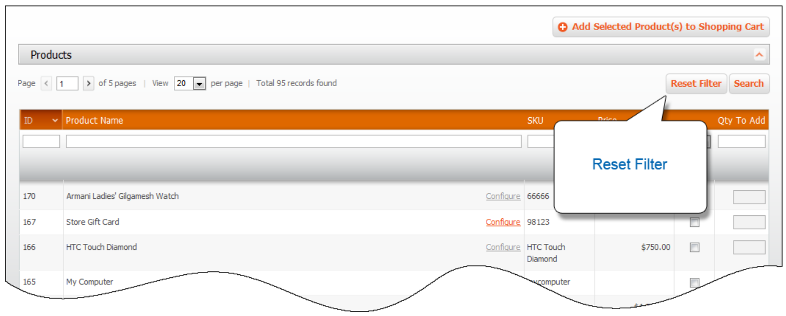
1. Find the item to be updated in the Shopping Cart Items section.
2. Under **Qty**, enter the new quantity to be purchased.
3. Click the **Update Items and Qty's** button to update the cart.



Updating the Quantity

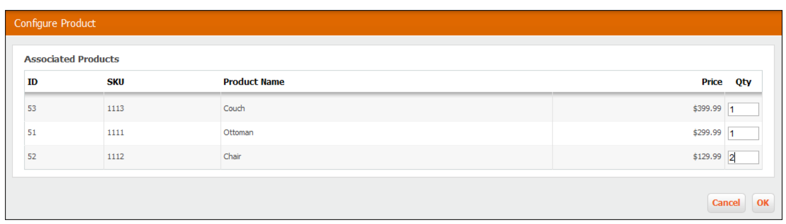
To add products to the cart:

1. Click to expand the **Products** section.
2. Click the **Reset Filter** button to list all products. Then, use the list controls and search filters to find the product to be added.



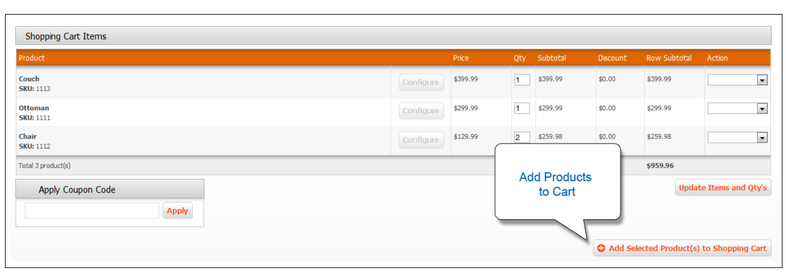
Resetting the Product List Filter

3. Click the **Search** button to find the record. Then, do the following:
   a. If the product has additional options to select, click the **Configure** link.
   b. Complete the options as needed, and click the **OK** button.



Configure Product Options

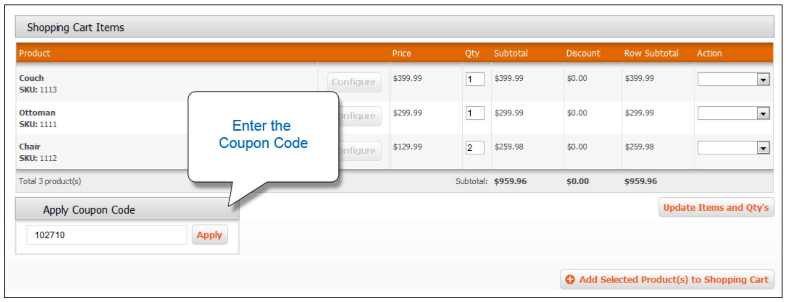
4. Select the checkbox of each product the customer wants to add to the cart. If applicable, enter the **Qty** to be purchased.
5. Click the **Add Selected Product(s) to Shopping Cart** button to update the cart.



Add Products to Cart

To apply a coupon code:

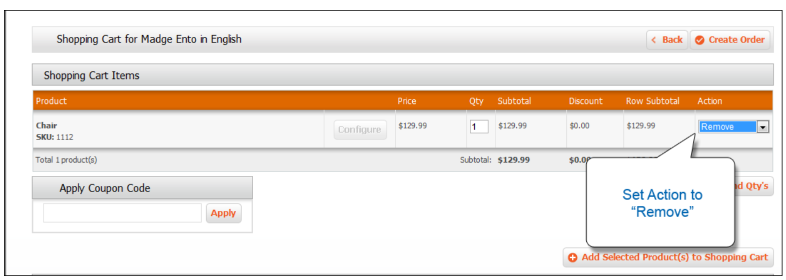
1. Enter a valid coupon code in the **Apply Coupon Code** box.
2. Click the **Apply** button to apply the discount to the cart.



Apply Coupon Code

To remove an item from the cart:

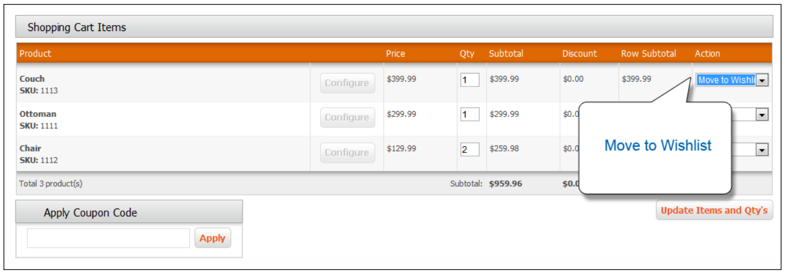
1. In the Shopping Cart Items section,find the item to be removed
2. Set **Action** to "Remove."
3. Click the **Update Items and Qty's** button to update the cart.



Removing an Item

To move an item to the wishlist:

1. In the Shopping Cart Items section, find the item to be moved
2. Set **Action** to "Move to Wishlist."
3. Click the **Update Items and Qty's** button to update the cart.



Move to Wishlist

To add items from the wishlist:

1. Click to expand the **Wishlist** section.
2. Select the checkbox of each product the customer wants to add to the cart.
3. Click the **Add Selected Product(s) to Shopping Cart** button to update the cart.

To add items recently compared:

1. Click to expand the **Products in Comparison List** section.
2. Select the checkbox of each product the customer wants to add to the cart.
3. Click to expand the **Products Recently Compared** section.
4. Select the checkbox of each product the customer wants to add to the cart.
5. Click the **Add Selected Product(s) to Shopping Cart** button to update the cart.

To add items recently viewed:

1. Click to expand the **Products Recently Viewed** section.
2. Select the checkbox of each product the customer wants to add to the cart.
3. Click the **Add Selected Product(s) to Shopping Cart** button to update the cart.

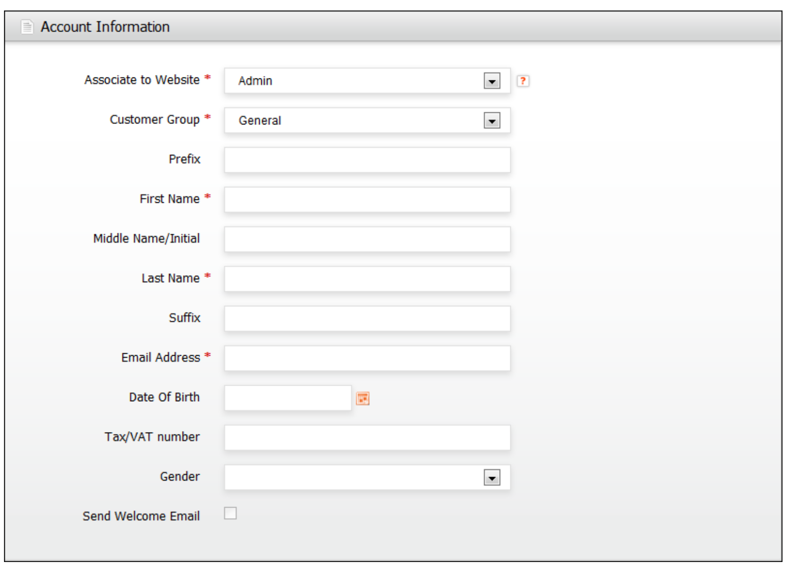
To add items from a previous order:

1. Click to expand the **Products Last Ordered** section.
2. Select the checkbox of each product the customer wants to add to the cart.
3. Click the **Add Selected Product(s) to Shopping Cart** button to update the cart.

Creating a Customer Account

Intermediate

Customers usually create their own accounts from your store. However, you can also create customer accounts directly from the Admin panel, which is useful when customers order by phone.

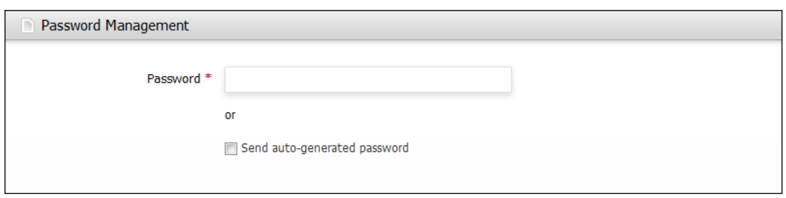


Account Information

To create a new customer account:

1. On the Admin menu, select **Customers > Manage Customers**.
2. Click the **Add New** button.
3. In the **Associate to Website** list, select one of the following:
    - Admin
    - Main Website

    You can associate a customer with the Admin website to require that orders are placed only through the Admin panel. Customers associated with the Admin website cannot log in to their accounts from the store.
4. Assign the customer to a **Customer Group**.
5. Complete the remaining customer information.
6. In the **Password Management** section, do one of the following
    - Manually assign a password.
    - Select the **Send auto-generated password** checkbox. The new password is generated after the customer information is saved.



Password Management

7. When complete, click the **Save Customer** button.

To add a new address to a customer account:

1. On the Admin menu, select **Customers > Manage Customers**. Then, click to open the customer record.
2. In the panel on the left, select **Addresses**. Then, do the following:

a. To add a new address, click the **Add New Address** and complete the information.

b. To assign a **Default Address** check either the **Default Billing Address** or **Default Shipping Address** as needed.

3. When complete, click the **Save Customer** button.

Creating an Order

Intermediate

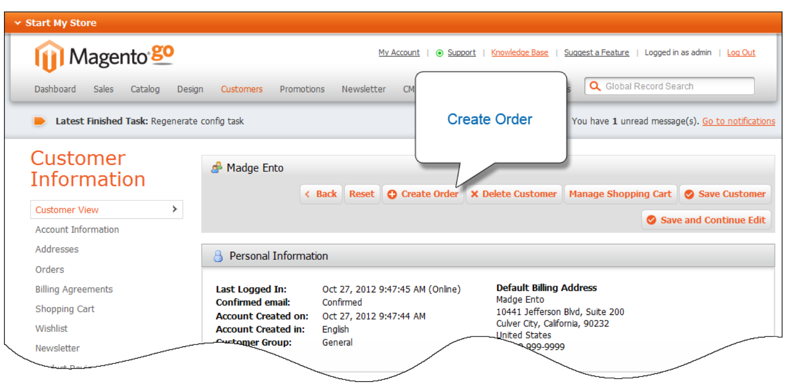
For registered customers who need assistance, you can create an entire order directly from the Admin panel. The Create New Order form includes all the information that is needed to complete the normal checkout process, with activity summaries from the customer's account dashboard.

For existing customers, new orders can be created both from the Manage Customer page and from the Sales Order page.The Sales Order page can also be used to open accounts for new customers.

Step 1: Initiate the Order

Method 1: Create New Order from Existing Account

1. On the Admin menu, select **Customers > Manage Customers**.
2. Find the customer in the list and click to open the record.
3. Click the **Create Order** button, and do the following:



Creating a Customer Order

a. Complete the order information as you would when going through checkout.

b. To add products from the Current Activities section, find the product in the list and click the **Add to Order** checkbox. Then, click the **Update Changes** button.

c. To add products from the catalog, click the **Add Products** link. Then, select the checkbox of each product to be added to the cart, and the **Qty** to be purchased.

- If the product has multiple options, click the **Configure** button. Complete the options as needed, and click the **OK** button. Then, click the **Add Selected Product(s) to Order** link to update the cart.

d. To override the price of an item, select the **Custom Price** checkbox. Then, enter the new price in the box below. Click the **Update Items and Qty's** button to update the cart totals.

e. Complete the following sections, as needed for the order:

- Apply Coupon Codes
- Gift Cards
- Payment Method
- Shipping Method

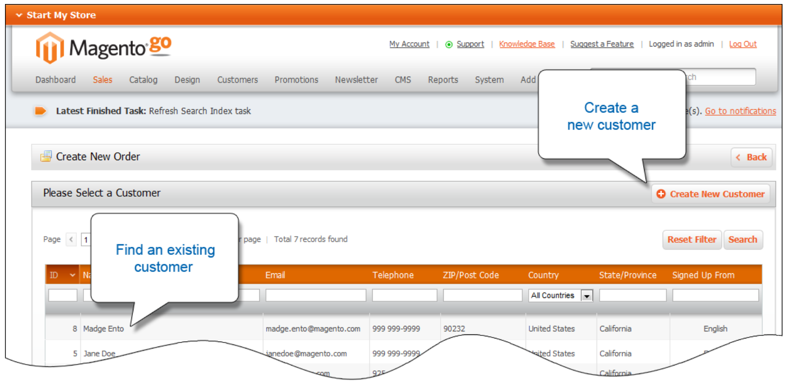
f. In the Order Comments section, enter any comments that you want to accompany the order. To include the comments in the email notification that is sent to the customer, click the **Order Comments** button.

g. The **Email Order Confirmation** checkbox is selected by default. If you don't want to send an email confirmation to the customer, clear the checkbox.

4. When complete, click the **Submit Order** button.

Method 2: Create New Order from Sales

1. On the Admin menu, select **Sales > Orders**.
2. Click the **Create New Order** button.



Creating a New Order

3. Do one of the following:

   - For registered customers, find the customer in the list and click to open the record.
   - For unregistered customers, click the **Create New Customer** button.

4. Complete the order information as you would if going through the checkout process .For a new customer account, complete the following sections:

   - Account Information
   - Billing Address
   - Shipping Address

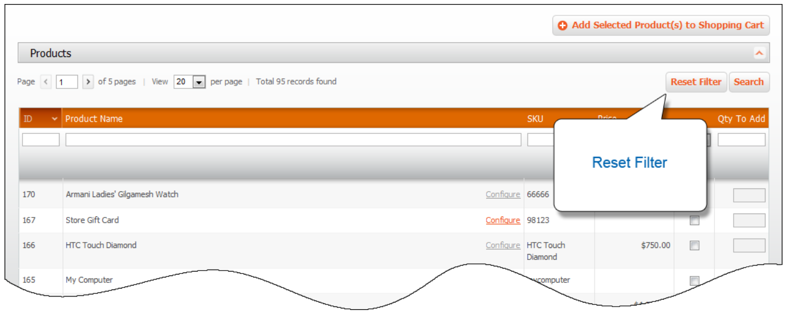
Step 2: Add Products to the Order

Products can be added to the order by selecting each item from the catalog, or by transferring the information from a previous order, the customer’s wishlist, recently viewed products, or other activities.

1. To add products to the order, do the following:

   a. Click to the **Add Products** button.

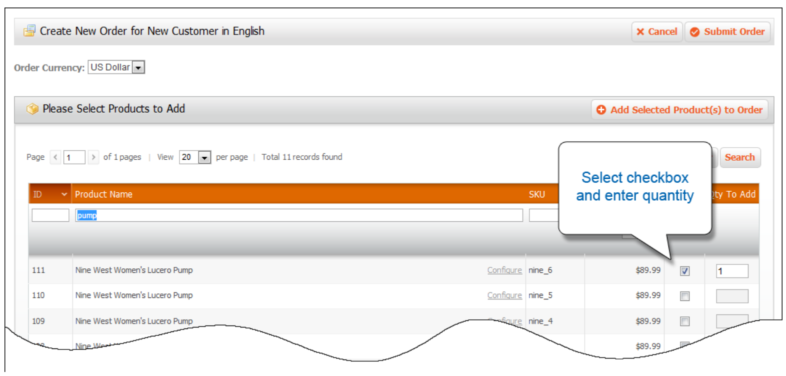
   b. Click the **Reset Filter** button to list all products. Then, use the filter controls as needed to find the products to be added. Then, click the **Search** button.



Resetting the Product List Filter

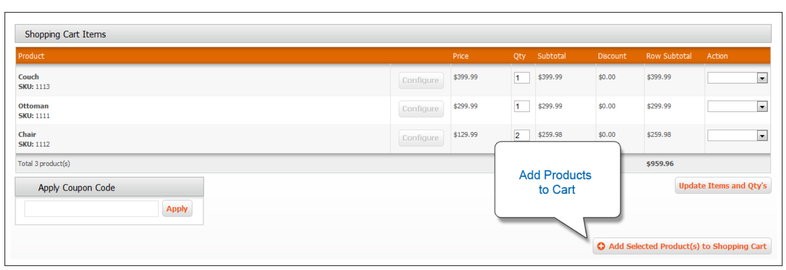
c. Select the checkbox of each product to be added to the cart and if applicable, enter the **Qty** to be purchased.

If the product has multiple options, click the **Configure** link. Complete the options as needed and click the **OK** button.



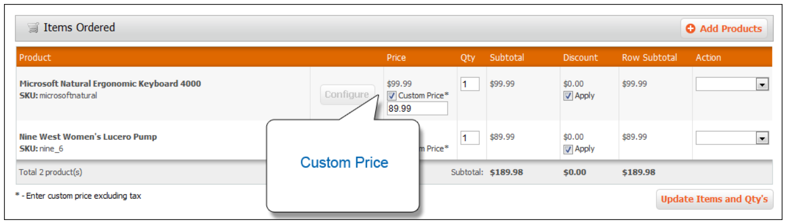
Resetting the Product List Filter

2. Click the **Add Selected Product(s) to Shopping Cart** button to update the cart. The current content of the cart appear in the Items Ordered section.



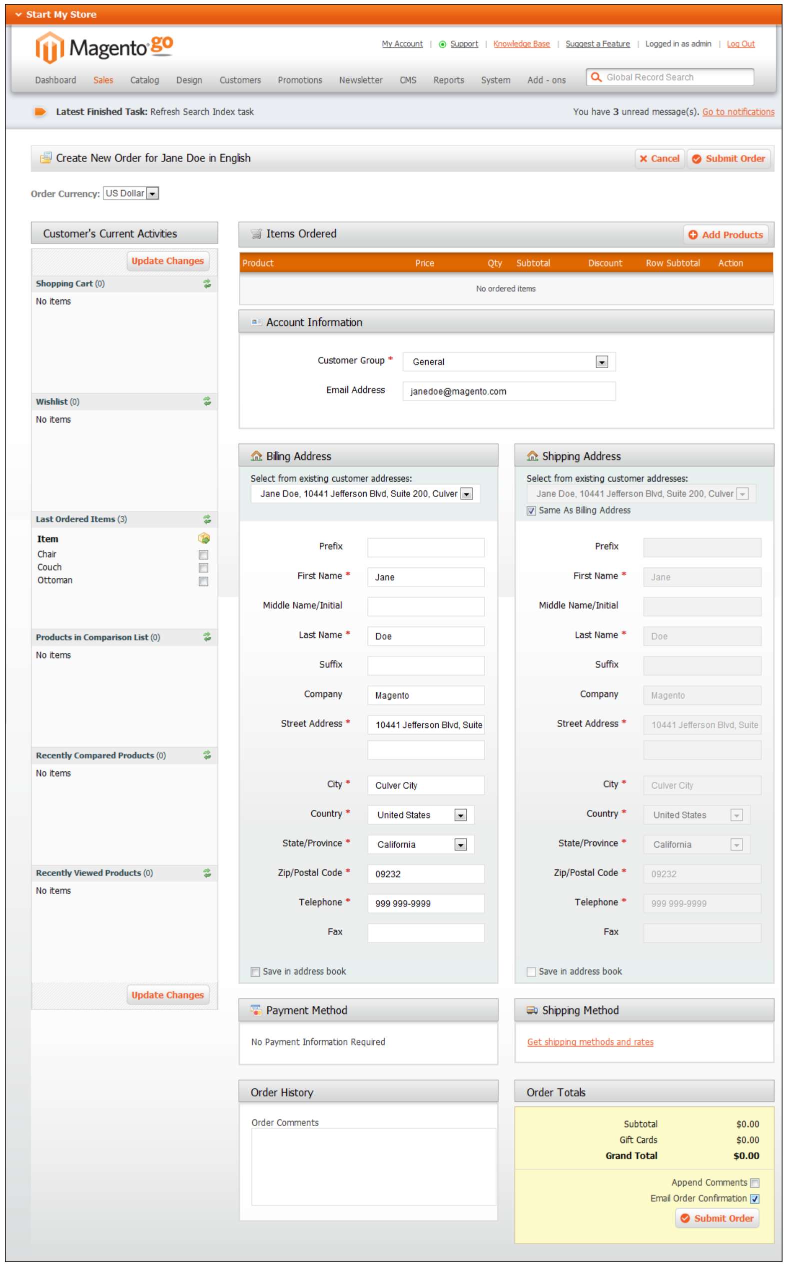
Add Products to Cart

3. To override the price of an item, select the **Custom Price** checkbox. Then, enter the new price in the box below. Click the **Update Items and Qty's** button to update the cart totals.



Custom Price

4. Complete the following sections, as applicable to the order:
   - Apply Coupon Codes
   - Gift Cards
   - Payment Method
   - Shipping Method
5. When complete, click the **Submit Order** button.



Create New Order for Customer

Updating an Order

Easy

After a customer has placed an order, it is sometimes necessary to edit the order, place it on hold, or cancel the order entirely.

To edit an order:

When you make changes to an order the original order is canceled and a new order is generated. Although, you can make changes to the billing or shipping address without generating a new order.

1. On the Admin menu, select **Sales > Orders**.
2. Select the pending order that you want to edit.
3. Click the **Edit** button at the top of the screen. When prompted with a warning, click **OK** to continue.
4. Make the necessary changes to the order. For example:
   - To change the billing address, click **Edit** in the Billing Address section, and change the address.
   - To change the shipping address, click **Edit** in the Shipping Address section, and change the address.
5. When complete, do one of the following:
   - Click **Save** to save changes made to the billing or shipping address.
   - Click **Submit Order** to save changes made to line items, and reprocess the order.

To place an order on hold:

If the customer's preferred method of payment is not available, or if the item is temporarily out of stock, you can put the order on hold.

1. On the Admin menu, select **Sales > Orders**.
2. In the list, find the pending order that you want to place on hold. Then, click the **View** button.
3. Click **Hold** to place the order on hold.

   To return the order to an active state, repeat the process and click **Unhold**.

To cancel an order:

Canceling an order removes it from the list of pending orders.

1. On the Admin menu, select **Sales > Orders**.
2. Find the pending order that you want to cancel, and click the **Edit** link at the end of the row.
3. In the upper-right corner, click the **Cancel** button to remove this order.

Persistent Shopping Cart

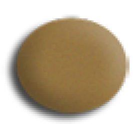
Intermediate

A persistent shopping cart keeps track of unpurchased items which are left in the cart, and saves the information for the customer's next visit. Customers who are "remembered" can have the contents of their shopping carts restored the next time they visit your store.

Using a persistent shopping cart can help reduce the number of abandoned shopping carts and increase sales. It is important to understand that the persistent shopping cart does not expose sensitive account information at any time. While the persistent shopping cart is use, both registered customers and guest shoppers are required to either log in to an existing account, or create a new account before going through checkout. For guest shoppers, a persistent shopping cart is the only way to retrieve information from a previous session.

Types of Cookies

To use the persistent shopping cart, the customer's browser must be set to allow cookies. During operation, the following cookies are used:



Session Cookie: A short-term session cookie exists for the duration of a single visit to your site, and expires when the customer leaves, or after a set period of time.

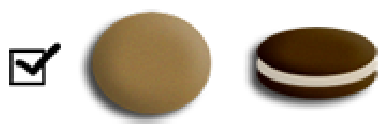
Persistent Cookie: A long-term persistent cookie continues in existence after the end of the session, and saves a record of the customers' shopping contents for future reference.

A persistent shopping cart is controlled by a combination of factors, which can include whether or not the customer wants to be "remembered," the lifetime of the cookies, and the point at which the persistent cookie is cleared. The system retains a record of the shopping cart contents, even if the customer later uses different devices to shop in your store. For example, a customer can add an item to the shopping cart from a laptop, edit the cart contents from a desktop computer, add more items from a mobile device, and complete the checkout process from a tablet. If the customer uses multiple browsers while visiting your store during a single, persistent session, any changes made in one browser will be reflected in any other browser when the page is refreshed. While the persistent shopping cart is enabled, your store creates and maintains a separate persistent cookie for each browser that is used by a customer to log in or create an account.

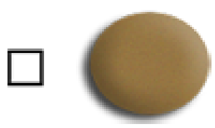
Cookie Scenarios

Remember Me

The "Remember Me" checkbox on the Login page lets customers choose to save the contents of their shopping carts.



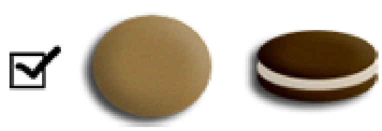
Yes: If "Remember Me" is selected, a persistent cookie is created, and the contents of the shopping cart is saved for the customer's next logged-in session.



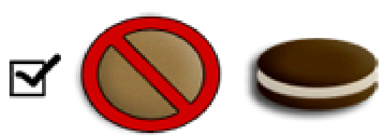
No: If "Remember Me" is not selected or cleared, a persistent cookie is not created, and the shopping cart information is not saved for the next customer's logged-in session.

Continue Persistence After Logout

When Clear Persistence on Log Out is set to "No," the following scenarios apply:

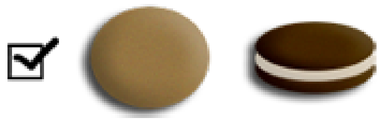


When the customer logs in, the persistent cookie is invoked, in addition to the session cookie which is already in use.



When the customer logs out, the session cookie is deleted, but the persistent cookie remains in effect. The next time the customer logs in, the cart items will be restored, or added to any new items which have been placed in the cart.

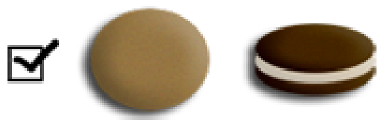
If the customer does not log out, but the session cookie expires, the persistent cookie remains in effect.



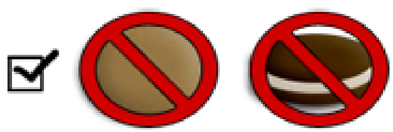
When the customer logs in, the persistent cookie is invoked, in addition to the session cookie which is already in use.

Clear Persistence on Logout

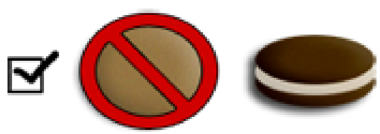
When Clear Persistence on Log Out is set to "Yes," the following scenarios apply:



When the customer logs in, the persistent cookie is invoked, in addition to the session cookie which is already in use.



When the customer logs out, both cookies are deleted.



If the customer does not log out, but the session cookie expires, the persistent cookie remains in effect.

To set up a persistent shopping cart:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Customers, select **Persistent Shopping Cart**. Then, click to expand the **General Options** section.
3. To enable the persistent shopping cart and to display additional configuration options, set **Enable Persistence** to "Yes."

Persistent Shopping Cart

4. Do the following:

a. Set **Persistence Lifetime (seconds)** to the length of time that you want the persistent cookie to last. The default value 31,536,000 seconds is equal to one year, and is the maximum time allowed.

b. Set **Enable "Remember Me"** to one of the following:

Yes	Displays the "Remember Me" checkbox on the Login page of your store, so customers can choose to save their shopping cart information.
No	Persistence can still be enabled, but customers are not given the option to choose if they want to save their information.

c. To preselect the "Remember Me" checkbox, set **Remember Me Default Value** to "Yes."

d. Set **Clear Persistence on Log Out** to one of the following:

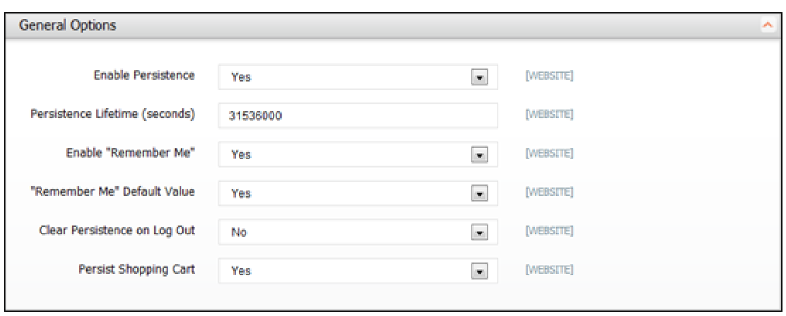
Yes	The shopping cart is cleared when a registered customer logs out.
No	The shopping cart is saved when a registered customer logs out.

> If the session cookie expires while the customer is still logged in, the persistent cookie remains in use.

e. Set **Persist Shopping Cart** to one of the following:

Yes	If the session cookie expires, the persistent cookie is preserved. If a guest shopper later logs in or creates a new account, the shopping cart is restored.
No	The shopping cart is not preserved for guests after the session cookie expires.

5. When complete, click the **Save Config** button.

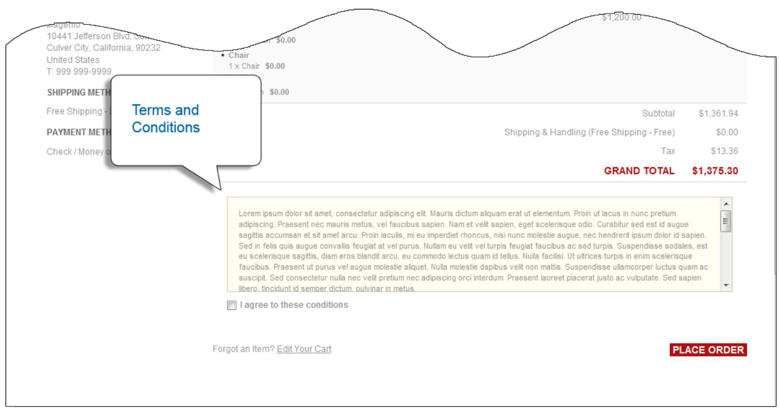


Persistent Shopping Cart General Options

Terms and Conditions

Intermediate

When Terms and Conditions is enabled, customers must select a checkbox to verify that they agree to the terms and conditions of the sale. The Terms and Conditions message and checkbox appear during Order Review between the Totals section and the Place Order button. The transaction cannot be finalized until the customer selects the checkbox to agree to the terms and conditions of the sale.



Terms and Conditions at Checkout

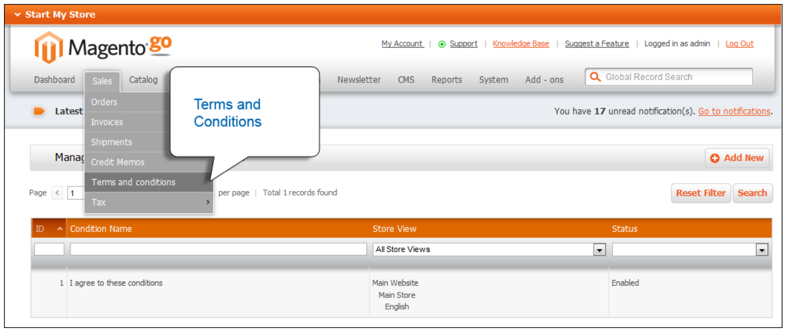
Step 1: Enable Terms and Conditions

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Checkout**. Then, click to expand the **Checkout Options** section.
3. Make sure that **Enable Onepage Checkout** is set to "Yes." Otherwise, the Terms and Conditions checkbox will not appear during checkout.
4. To display the terms and conditions checkbox during checkout, set **Enable Terms and Conditions** to "Yes."
5. When complete, click the **Save Config** button.

Checkout Options

Step 2: Add Your Terms and Conditions

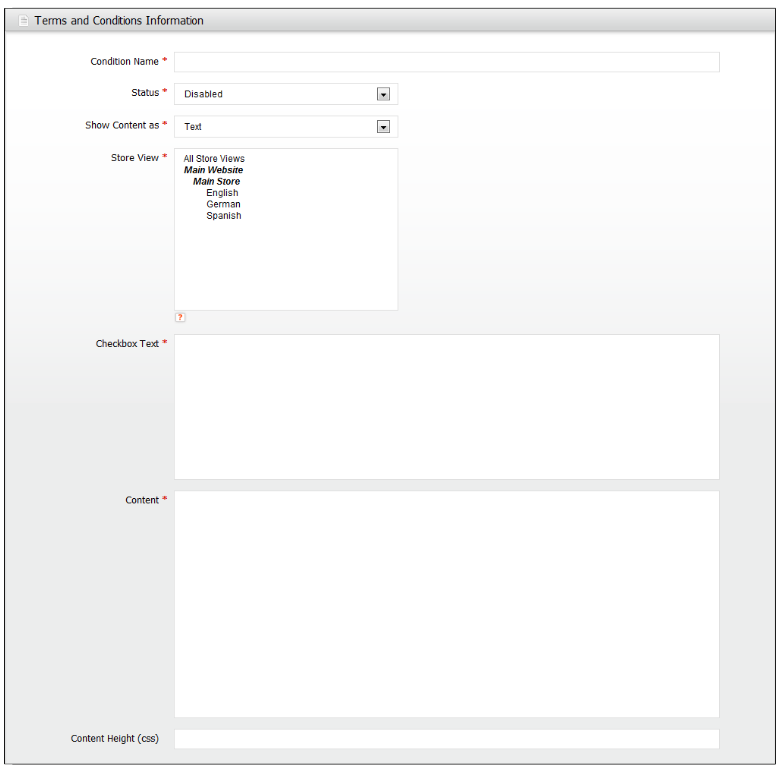
1. On the Admin menu, select **Sales > Terms and conditions**.



Terms and Conditions

2. In the upper-right corner, click the **Add New Condition** button.

3. In the Terms and Conditions Information section, complete the following:



Terms and Conditions Information

a. Enter the **Condition Name**. The name is for internal reference only.

b. Set **Status** to “Enabled.”

c. **Set Show Content as** to one of the following:

Text	Displays the terms and conditions content as unformatted text.
HTML	Displays the terms and conditions content as HTML, which can be tagged and formatted.

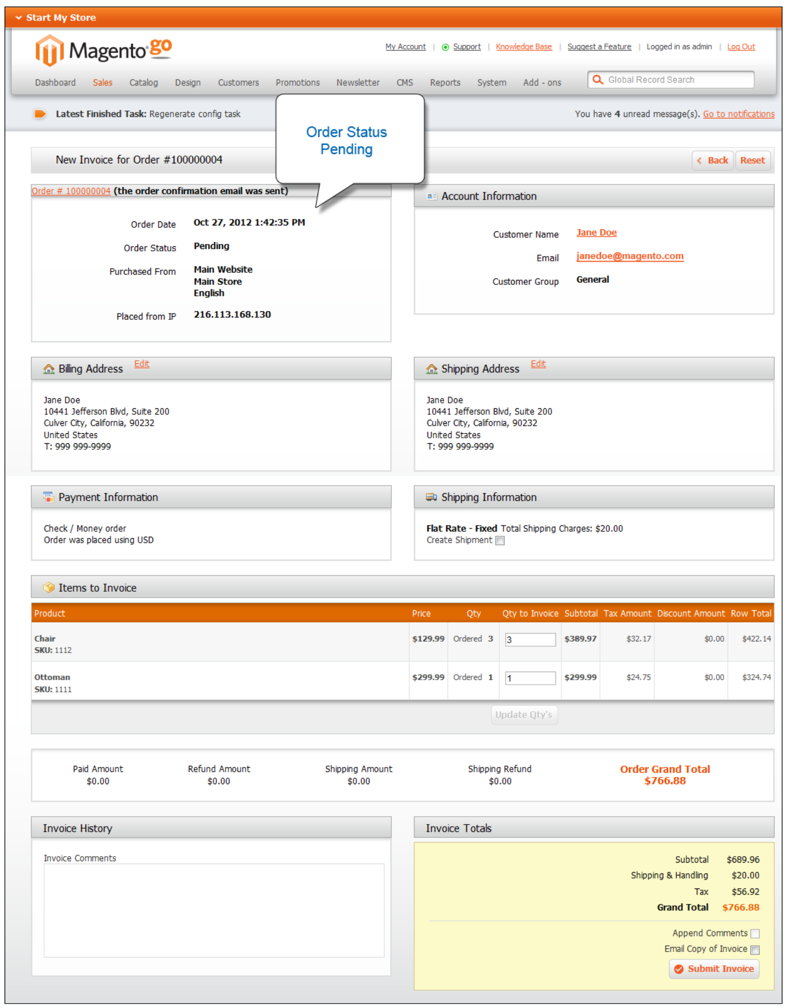
4. Identify the **Store View** where the Terms and Conditions will appear.
5. Enter the **Checkbox Text** that you want to appear as a label with the checkbox. For example, you could use "I understand and accept these terms and conditions of the sale."
6. In the **Content** field, either type or paste enter the full text of the terms and conditions of the sale.
7. (Optional) Enter the **Content Height (css)** , in pixels, to determine the height of the text box in which the terms and conditions statement appears during checkout. For example, if you want the text box to be one inch high, enter 96, which is the equivalent value in pixels.
8. When complete, click the **Save Condition** button.

Notes

Chapter 48:

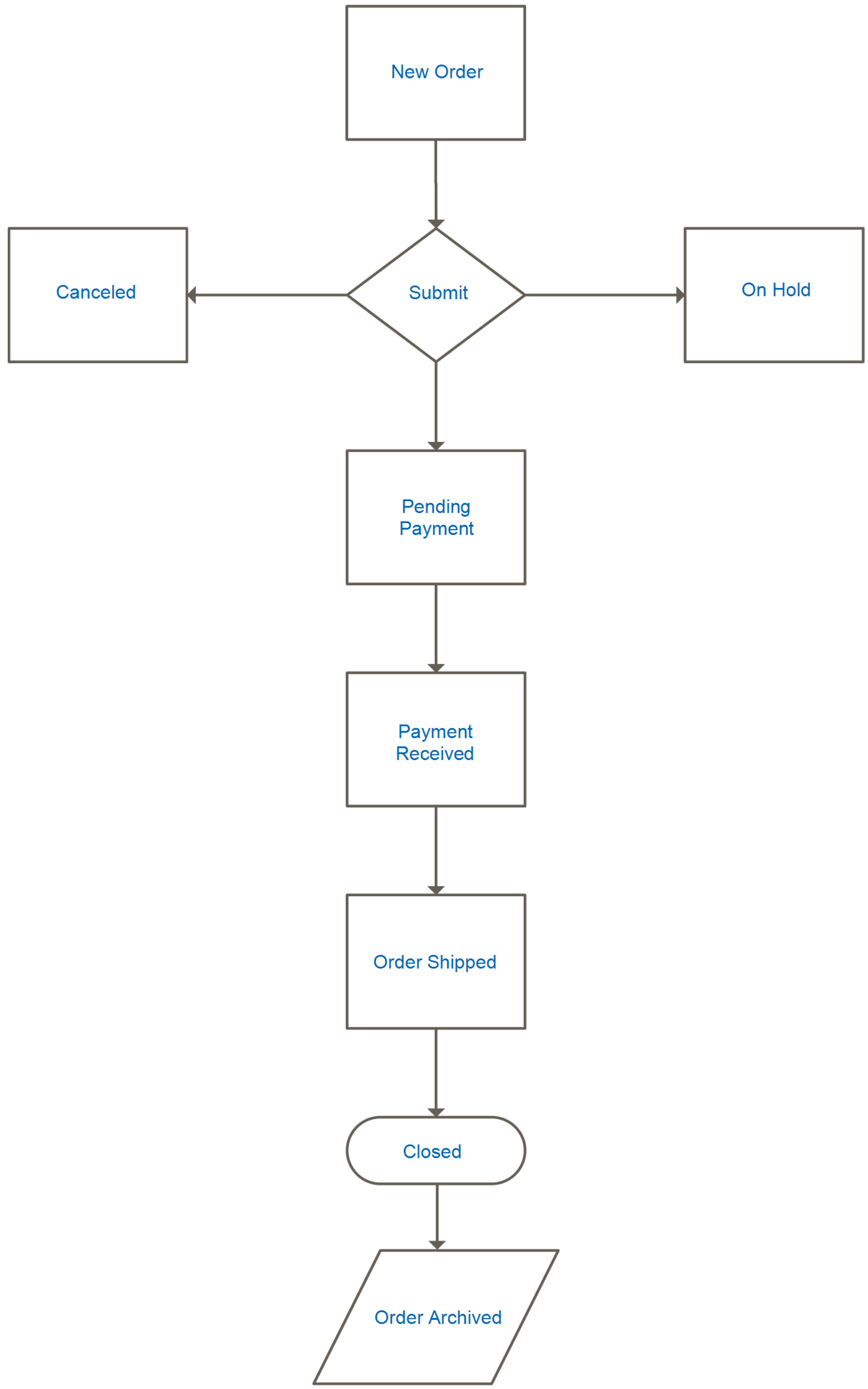
Order Fulfillment

This chapter describes the sequence of events that take place during the processing of a typical order. When an order is submitted, a sales order is initially created as a record of the transaction. The sales order is a temporary record and can be canceled at any time until the payment is processed. The status of the order indicates its position as it moves through the workflow.



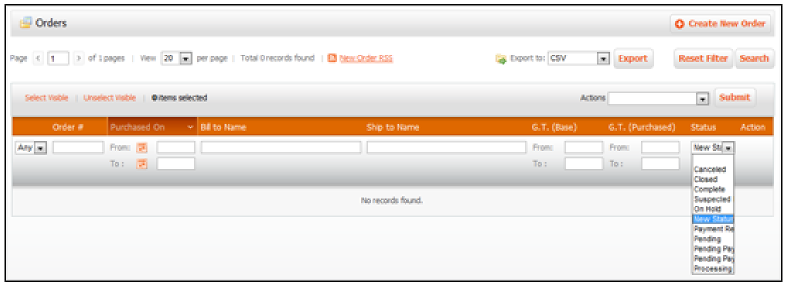
New Invoice - Order Status Pending

Order Workflow



Order Status

All orders have an order status that is associated with a stage in the order processing workflow. You can see the status of an order on the Orders page.



Order Status on Orders Page

Your store has a set of predefined order status and order state settings. The state describes the position of an order in the workflow.

Order Status	Order State
Processing	New
Pending Payment	Pending Payment
Suspected Fraud	Processing
Payment Review	Complete
Pending	Closed
On Hold	Canceled
Complete	On Hold
Closed	Payment Review
Canceled	
Pending PayPal	

Custom Order Status

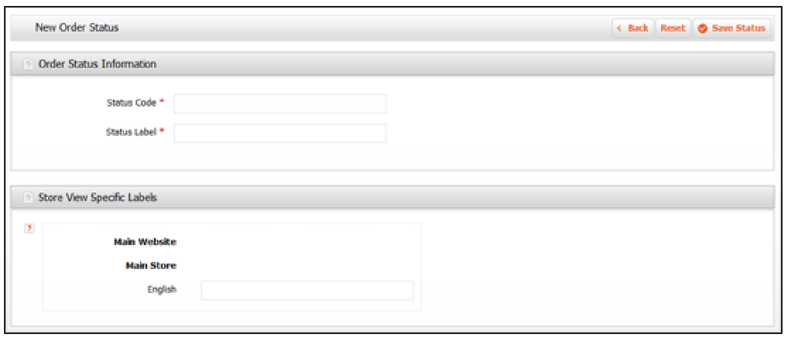
Intermediate

In addition to the preset order status values, you can create custom order status values of your own, assign order statuses to order states, and set a default order status for order states. For example, you might need a custom order status for orders, such as “packaging” or “backordered,” or for a status that is specific to your store. You can create a descriptive name for the custom status, and then assign it to the associated order states in the order processing workflow.

To create a custom order status:

1. On the Admin menu, select **System > Order Statuses**.
2. Click the **Create New Status** button in the upper-right corner of the page.
3. For a new order status, in the Status Information section, do the following:
   a. Enter a **Status Code** for internal system use.
   b. Enter a **Status Label** to identify the status setting in the Admin panel and store.

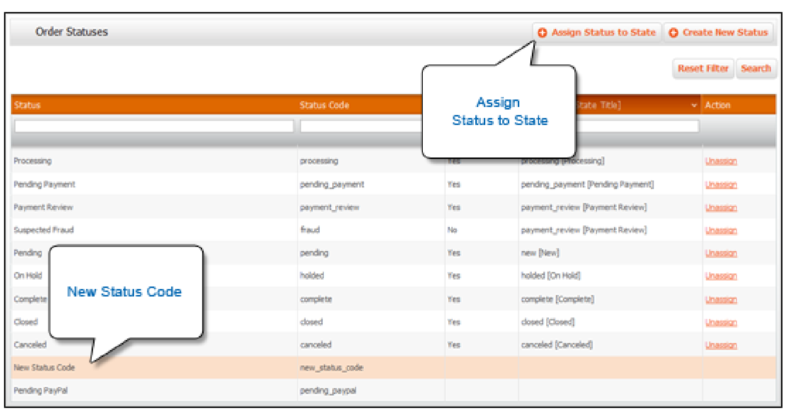
      You can also specify additional labels for each store view or language. If applicable, in the Store View Specific Labels section, enter an alternative status labels for each view.
4. When complete, click the **Save Status** button.



New Order Status

To assign an order status to a state:

1. In the Order Statuses section, click the **Assign Status to State** button in the upper-right corner of the page.



Assign Status to State

2. In the Assign Order Status to State section, under Assignment Information, do the following:
   a. Set **Order Status** to the value that you want to assign.
   b. Select the **Order State** to which you want to assign the order status.
   c. Select the **Use Order Status as Default** checkbox to use the specified status value as the default for the selected state.
3. In the upper-right corner, click the **Save Status Assignment** button.

To remove an order status from an assigned state:

1. On the Order Statuses page, find the order status record in the list that you want to unassign.
2. In the Action column on the right, click the **Unassign** link.

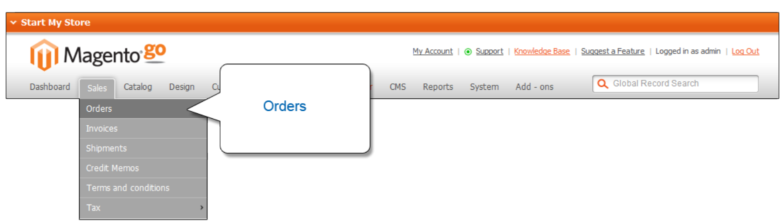
Invoicing an Order

Easy

An invoice is a record of the receipt of payment for an order. Creating an invoice for an order converts the temporary sales order into a permanent record of the order, which cannot be canceled. Multiple invoices can be created for a single order, each containing as much or as few of the purchased products that you specify.

To invoice an order:

1. On the Admin menu, select **Sales > Orders**.



Orders

2. In the Status column of the row with the Pending order, click **View**.
3. Click the **Invoice** button and scroll down to the Shipping Information if you would like to add a tracking number.

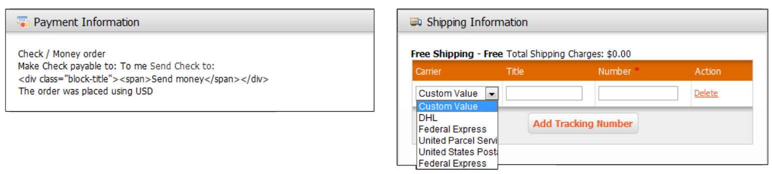
> For orders with online payment methods where you have chosen "Authorize and Capture," this button does not appear. A new invoice page looks very similar to a completed order page, with some additional fields that can be edited.

4. Click the **Add Tracking Number** button and do the following:

   a. Select a shipping **Carrier**.

   b. The **Title** is entered automatically when you select the carrier. You can edit the title, if needed.

   c. Enter the **Tracking Number** for the order.



Payment and Shipping Information

5. If your items are ready to ship, select the **Create Shipment** checkbox to also create a packing slip for the shipment.

6. Under the Invoice History menu, in the Invoice Comments section, complete the comments as needed. Then, in the Invoice Totals section, select the **Append Comments** checkbox to add the comments to the invoice.

7. Select the **Email Copy of Invoice** checkbox to send a copy of the invoice to your customer.

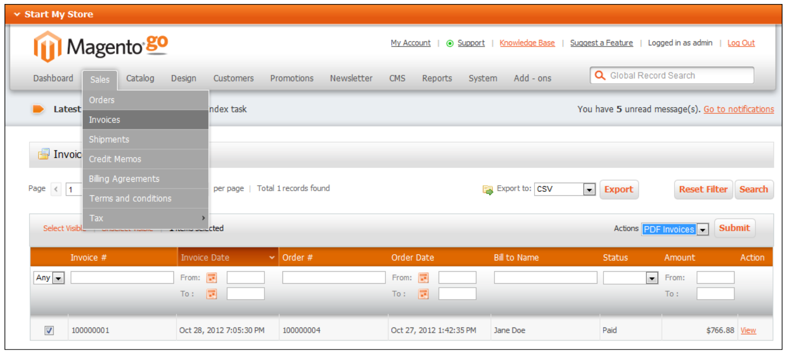
8. Click the **Submit Invoice** button to process the invoice and capture the sale.

> If your store requires that you ship before invoicing, click the Ship button, complete the shipping information and submit your shipment. When that is complete, finish the invoicing steps.

To print an invoice:

1. On the Admin menu, select **Sales > Invoices.**

2. In the **Invoices** list, find the invoice that you want to print. Click the checkbox in the first column to select the invoice. To print multiple invoices, check the checkbox of each invoice to be printed.



Select Invoices to Print

3. In the **Actions** list box, select **PDF Invoices**. Then, click the **Submit** button to generate the PDF and display the document in a new window.

4. To view the invoice from the Invoice list, click the **View** link on the far right of the row. To print the invoice, click the **Print** button.

5. After the file has been downloaded and saved to your computer, you can open and print the document with Adobe Reader.

   You can print an invoice for a single order, or for multiple invoices as a batch, or group. However, before an invoice can be printed, the invoice must first be generated for the order.

> To view or print the PDF, you must have a PDF reader. You can download Adobe Reader at no charge.

Payment Actions

Payment Action	Description
Capture Online	Upon invoice submission, the system captures the payment from the third-party payment gateway. You have the ability to create a credit memo and void the invoice.
Capture Offline	Upon invoice submission, the system does not capture the payment. It is assumed that the payment is captured directly through the gateway, and you no longer have the option to capture this payment through Magento Go. You have the ability to create a credit memo, but you do not have the option to void the invoice. (Even though the order used an online payment, the invoice is essentially an offline invoice.)
Not Capture	When the invoice is submitted, the system does not capture the payment. It is assumed that you will capture the payment through

Payment Action	Description
	Magento Go at a later date. There is a Capture button in the completed invoice. Before capturing, you are able to cancel the invoice. After capturing you are able to create a credit memo and void the invoice. Do not select Not Capture unless you are certain that you are going to capture the payment through Magento Go at a later date. You will not be able to create a credit memo until the payment has been captured using the Capture button.

Shipping an Order

Easy

Most packages that are shipped include both an invoice and packing slip. The invoice provides a permanent record of the order, including any payment made and balance due. For orders with partial shipments, a separate invoice is generated for each shipment, and the packing slip lists the contents of each package. For your convenience, the invoice and packing slip can be generated at the same time.

The invoice for a single order, or for a batch of orders, can be generated from the Admin panel. However, some payment methods generate the invoice automatically when payment is authorized and captured. The payment method determines which invoicing options can be used for the order.

To generate an invoice with packing slip:

1. On the Admin menu, select **Sales > Orders**.
2. In the Orders list, select the checkbox of the order to be invoiced. Then, do the following:
   a. In the Action column, click **View**.
   b. In the upper-right corner, click the **Invoice** button. The new invoice page looks similar to a completed order page, with additional fields that can be edited.

   > The Invoice button does not appear for orders placed with the “Authorize and Capture” payment action.

3. If the items are ready to ship, you can create a packing slip for the shipment at the same time you create the invoice. To create a packing slip, do the following:

a. Select the **Create Shipment** checkbox in the Shipping Information section.

b. To include a tracking number, click the **Add Tracking Number** button and enter the **Carrier**, **Title**, and **Number**.

c. In the Items to Invoice section, you can specify if the invoice is for the entire order, or for specific items or quantities.

4. If an online payment method was used for the order, select the appropriate option from the Amount list box.

5. To notify customers by email when an invoice is generated, do the following:

a. Select the **Email Copy of Invoice** checkbox.

b. Enter any comments you would like to include in the **Invoice Comments** field. To include the comments in the notification email, select the **Append Comments** checkbox.

c. To send a copy of the invoice email to yourself, enter your email address in the **Send Invoice Email Copy To** field. The status of an invoice email appears next to the invoice number of the completed invoice as either sent or not sent.

6. When complete, click the **Submit Invoice** button at the bottom of the page. The status of the order changes from "Pending" to "Complete."

Viewing the Shipment Detail

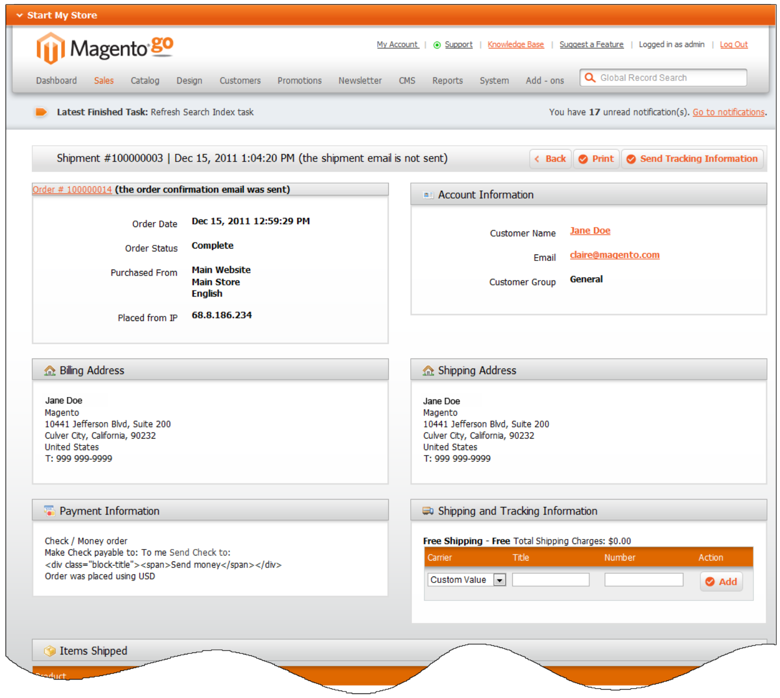
Easy

The shipment record contains a detailed history of the fulfillment process associated with the order. Partial shipments can be made until the order is fulfilled.

To view the shipment detail:

1. On the Admin menu, select **Sales > Shipments**.

2. Find the shipment in the list, and click to open the record.



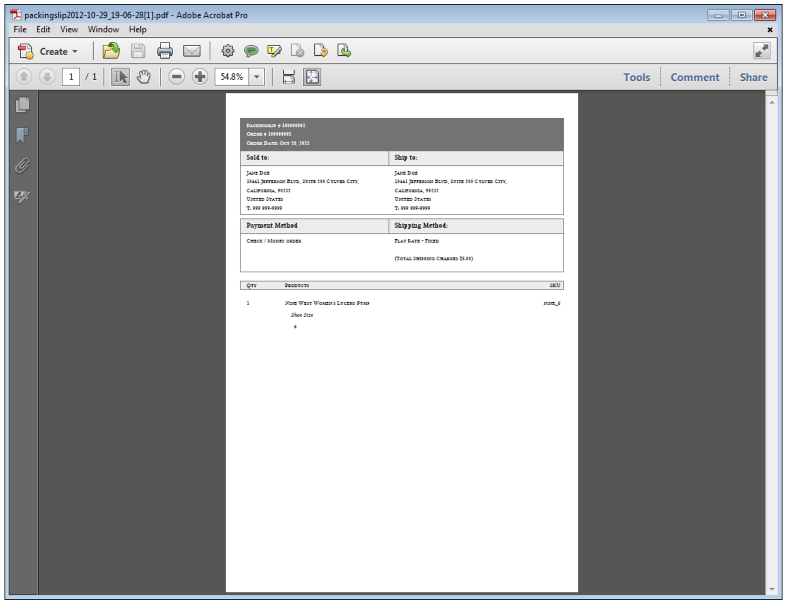
Shipments

Packing Slips

Easy

A packing slip is a sales document that accompanies shipments sent from your store, and lists each item included in the package. You can print a packing slip for a single order, or print multiple packing slips as a batch, or group. However, before a packing slip can be printed, it must first be created for the order.

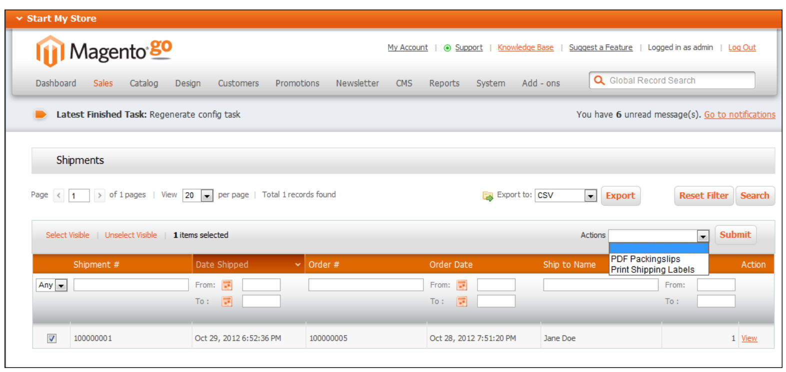
> To view or print the PDF, you must have a PDF reader. You can download Adobe Reader at no charge.



Print-Ready PDF Packing Slip

To print a packing slip:

1. On the Admin menu, select **Sales > Shipments**.



Shipments List with Actions

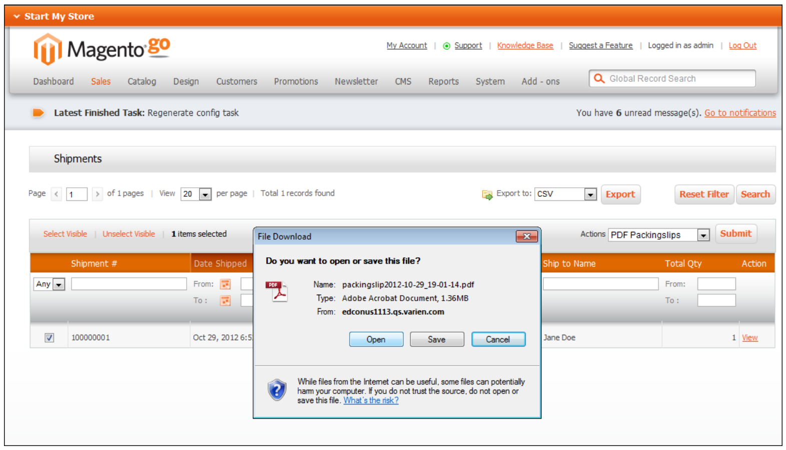
2. In the Shipments list, find the packing slip(s) that you want to print. Then, in the list of shipments, click the **View** link at the right of the shipment record.

   - To print a single packing slip, click to select the checkbox in the first column of the shipment.
   - To print multiple packing slips, select the checkbox for each packing slip to be printed.

3. Click the **Print** button to print the PDF document.

4. In the Shipments list, set **Actions** to “PDFpackingslips” and click the **Submit** button. When prompted, do one of the following:

- To save the document, click **Save**. Then, follow the prompts to save the file to your computer.When the download is complete, open the PDF in Adobe Reader, and print the document.
- To view the document, click **Open**. The printed-ready PDF packing slip opens in Adobe Reader. From here, you can either print the packing slip or save it to your hard disk.



File Download Prompt

Shipping Labels

Intermediate

You can easily create shipping labels for new and existing orders from the Admin panel of your store. To create shipping labels, you must first set up your shipping carrier account to support labels. Then, follow the prompts to enter a description of the package and its contents. Magento contacts the shipping carrier, creates an order in the carrier's system, and receives a shipping label and tracking number for the shipment.

An individual order is created for each package shipped. A single shipment with multiple packages receives multiple shipping labels.

Process Overview:

Step 1: Contact Your Shipping Carriers
Step 2: Update the Configuration for Each Carrier
Step 3: Create Shipping Labels
Step 4: Print Shipping Labels

Step 1: Contact Your Shipping Carriers

Before you begin, make sure that your shipping accounts are set up to process labels. Some carriers might charge an additional fee to add shipping labels to your account.

1. Contact each carrier that you use to activate shipping labels for your store.
2. Follow the instructions provided by each carrier to add shipping label support to your account.

FedEx	Contact FedEx Web Services regarding their label evaluation process.
USPS	Contact uspstechsupport@esecurecare.net to request that API Signature Confirmation V3 be enabled for your live USPS API Access account.
UPS	Contact UPS to confirm your account type supports shipping labels. To generate shipping labels, you must use the UPS XML option.
DHL	Contact the DHL Resource Center to learn more about their services or send an inquiry through their Contact Center.

Step 2: Update the Configuration for Each Carrier

1. Make sure that your Store Information is complete.
2. Follow the instructions below for each carrier account that has been activated for label printing.

UPS

United Parcel Servi ships both domestically and internationally. However, shipping labels can be generated only for shipments that originate within the United States.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **UPS** section. Then, verify that your UPS **Shipper Number** is correct. Your Shipper Number appears only when United Parcel Service XML is enabled.
4. When complete, click the **Save Config** button.

USPS

The United States Postal Service ships both domestically and internationally.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **USPS** section. Then, do the following:
   a. Verify that the **Secure Gateway URL** is entered. The correct URL should be entered automatically.
   b. Enter the **Password** provided to you by USPS.
   c. Set **Size** to "Large." Then, enter the following dimensions:
      - Length
      - Width
      - Height
      - Girth
4. When complete, click the **Save Config** button.

FedEx

FedEx ships domestically and internationally. Stores located outside the United States can create FedEx labels for international shipments only.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under sales, select **Shipping Methods**.
3. Click to expand the **FedEx** section. Then, make sure that the following FedEx credentials are correct:
   - Meter Number
   - Key
   - Password
4. When complete, click the **Save Config** button.

DHL

DHL provides international shipping services.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under sales, select **Shipping Methods**.
3. Click to expand the **DHL** section. Then, do the following:
   a. Verify that the **Gateway URL** is entered. The correct URL should be entered automatically.
   b. Make sure that the following credentials are complete:
      - Access ID
      - Password
      - Account Number
4. When complete, click the **Save Config** button.

Step 3: Create Shipping Labels

Process Overview:
Method 1: Create Label for New Shipment
Method 2: Create Label for Existing Shipment

Method 1: Create Label for New Shipment

1. On the Admin menu, select **Sales > Orders**.
2. Find the order in the list, and click to open the record. The status of the order must be either “Pending” or “Processing.”
3. In the upper-right corner, click the **Ship** button. Then, confirm the shipping information according to carrier requirements.
4. In the lower-right corner, select the **Create Shipping Label** checkbox. Click the **Submit Shipment** button, and do the following:
   a. To add products from the order to the package, click the **Add Products** button. The Quantity column shows the maximum number of products that are available for the package.
   b. Select the check box of each product to be added to the package and enter the **Quantity** of each. Then, click the **Add Selected Product(s) to Package** button.

- To add a new package, click the **Add Package** button.
- To delete a package, click the **Delete Package** button.

> If you use a package type other than the default, or require a signature, the cost of shipping might differ from what you have charged the customer. Any difference in the cost of shipping is not reflected in your store.

5. When complete, click **OK**.
   - If you need to cancel an order, click the **Cancel** button. A shipping label will not be created, and the Create Shipping Label checkbox is cleared.
6. Magento now connects to the shipping carrier system, submits the order, and receives a shipping label and tracking number for each package.
   - If the label is successfully created, the shipment is submitted, the tracking number appears in the form, and the label is ready to print.
   - If the carrier cannot create the label due to the problems with connection, or for any other reason, the shipment is not processed.

Method 2: Create Label for Existing Shipment

1. On the Admin menu, select **Sales > Orders**.
2. Find the order in the list and click to open the Shipping form. Then, do the following:
   a. In the Shipping and Tracking Information section, click the **Create Shipping Label** button.
   b. Distribute the ordered product(s) to the appropriate package(s), and click **OK**.
   c. To review the package information, click the **Show Packages** button.

   Magento connects to the shipping carrier system, submits an order, and receives a shipping label and a tracking number.

   - If a shipping label for this shipment already exists in the system, it is replaced with a new one. However, existing tracking numbers are not replaced. Any new tracking number is added to the existing one.

Step 4: Print Shipping Labels

Shipping labels are generated in PDF format, and can be printed from the Admin panel. Each label includes the order number and package number.

Process Overview:

Method 1: Print Label from Shipment Form

Method 2: Print Labels for Multiple Orders

Method 1: Print Label from Shipment Form

1. On the Admin menu, do one of the following:
   - Select **Sales > Orders**. Find the order in the list, and click to open the record. In the Order View panel on the left, select **Shipments**. Then, click to open the shipment record.
   - Select **Sales > Shipments**. Find the order in the list, and click to open the record.
2. To download the PDF file, go to the Shipping and Tracking section of the form and click the **Print Shipping Label** button. Depending on your browser settings, the shipping labels can be viewed and printed directly from the PDF file.

The Print Shipping Label button appears only after the carrier has generated labels for the shipment. If the button is missing, click the **Create Shipping Label** button. The button will appear after Magento receives the label from the carrier.

Method 2: Print Labels for Multiple Orders

1. On the Admin menu, do one of the following:
   - Select **Sales > Orders**.
   - Select **Sales > Shipments**.
2. In the list, select the checkbox of each order that has shipping labels to be printed.
3. In the upper-right corner, set the **Actions** control to "Print Shipping Labels."
4. Click the **Submit** button.

   A complete set of shipping labels is printed for each shipment that is related to the selected orders.

Required Carrier Configuration Settings

<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Type</td><td>Package types differ by carrier and method. The default package type for each carrier is initially selected.
USPS does not require the package type for domestic shipments.</td></tr>
<tr><td>Customs Value</td><td>(International shipments only) The declared value or sales price of the contents of an international shipment.</td></tr>
<tr><td>Total Weight</td><td>The total weight of all products added to the package is calculated automatically. The value can also be changed manually, and entered as pounds or kilograms.</td></tr>
<tr><td>Length, Width, Height</td><td>(Optional) The package dimensions are used for custom packages only. You can specify the measurements units as inches or centimeters.</td></tr>
<tr><td>Signature Confirmation</td><td>Indicates if a signature is required to confirm receipt of the package. Although the options vary by carrier and shipping method, possible values include:
<table>
<tr><td>Not Required</td><td>No confirmation of delivery is sent to the store by the shipping carrier.</td></tr>
<tr><td>No Signature</td><td>A delivery confirmation without the signature of the recipient is sent to the store by the shipping carrier.</td></tr>
<tr><td>Signature Required</td><td>The shipping carrier obtains the signature of the recipient and provides the store with a printed copy.</td></tr>
<tr><td>Direct</td><td>(FedEx Only) FedEx obtains a signature from someone at the delivery address. If no one is available to sign for the package, the carrier tries to deliver the package at another time.</td></tr>
<tr><td>Indirect</td><td>(FedEx Residential Deliveries Only) FedEx obtains the signature of someone, possibly a neighbor or building manager, at the delivery address. The recipient can leave a signed FedEx door tag to authorize the package to be left without anyone present to sign for it.</td></tr>
<tr><td>Contents</td><td>(USPS Only) Select one of the following descriptions of the package:</td></tr>
</table>
</td></tr>
</table>

Field	Description	
		Gift Documents Commercial Sample Returned Goods Merchandise Other
	Explanation	(USPS Only) A detailed description of the package contents.
	Adult Required	The shipping carrier obtains the signature of an adult recipient and provides the store with a printed copy.

Custom PDF Templates

Intermediate

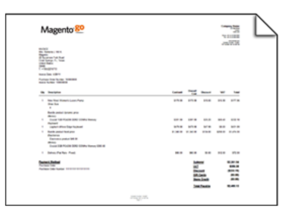
Magento Go includes a set of default templates which can be customized to produce invoices, credit memos, and packing slips. You can use the editor to add your logo, edit the text, and change the style, or make more extensive changes by modifying the code. It is possible to create an unlimited variety of templates and incorporate variables and frontend apps that are especially designed for the particular type of document.

The easiest way is to modify one of the prepared templates to meet your requirements. After you finish the design, you can identify the template as the default in your system configuration.

Portrait

Page Orientation

The page orientation of each template can be set to either portrait or landscape.



Landscape

Page Size

The page size can be set to Letter, which is the standard for the US, or to A4, the European standard.

Letter:	8.5 x 11 inches (216 x 279 mm)
A4:	210 x 297 mm (8.3 x 11.7 inches)

Process Overview:

Step 1: Enable PDF Print-outs

Step 2: Choose a Template

Step 3: Customize the Template

Step 4: Update Your Configuration

Step 1: Enable PDF Print-outs

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **PDF Print-outs**.
3. Click to expand the **General** section.
4. Set **Enable Printed Templates** to "Yes."
5. When complete, click the **Save Config** button.

Step 2: Choose a Template

1. On the Admin menu, select **System > Templates > PDF Print-outs**.
2. In the upper-right corner, click the **Add New Template** button.
3. Set **Template Type** to one of the following:
   - Invoice
   - Credit Memo
   - Shipment

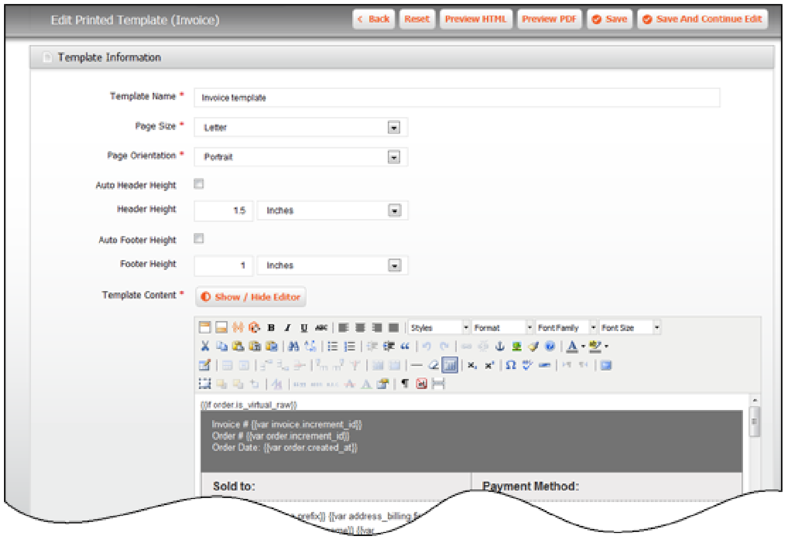
Select Template Type

   Then, click the **Continue** button.

4. In the Load Sample Template section, do the following:
   a. Select the prepared **Template** that you want to customize.
   b. Select the **Sample Template** for your locale.
   c. Click the **Load Template** button.

Load Sample Template

The template information appears in the section below.



Template Content

Step 3: Customize the Template

1. In the Template Information section, do the following:

   a. Enter a descriptive **Template Name**.

   b. Select the **Page Size**.

   c. Select the **Page Orientation**.

2. To set the height of the header and footer, do either of the following:

   - To have the system automatically determine the height of the header and footer, select the **Auto Header Height** and **Auto Footer Height**.
   - If you prefer to have a fixed height for the header and footer, do the following:

     a. Enter the **Header Height** and select the unit of measurement.

     b. Enter the **Footer Height** and select the unit of measurement.

3. Make the necessary changes to the **Template Content**.

   a. To make simple changes to the text and formatting, you can work in the text editor and use the toolbar to make changes.

   b. If you prefer to make changes to the code, click the **Show / Hide Editor** button.

As you scroll through the Template Content section, you will see inserted comments that mark the location of the header and footer. You will also notice sections of code called "Widgets," which is another term for "Frontend App." Be careful not to delete these sections, because they provide the dynamic data for the document.

To add logic to the template, see Using Conditional Expressions at the end of this topic.

4. To insert a footer, click **Insert Footer Separator**.

5. To insert a header, click **Insert Header Separator**.

6. To preview the template, click either of the following buttons:
   - Preview HTML
   - Preview PDF

7. When the template is complete, click the **Save** button.

Step 4: Update Your Configuration

1. From the Admin menu, select **System > Configuration**.

2. In the Configuration panel on the left, under Sales, select **PDF Print-outs**.

3. Click to expand the section for the template you created. Then, set Printed Template to the name of the new template you created.

4. When complete, click the **Save Config** button.

Using Conditional Expressions

The existing templates use conditional expressions, or if-then-else logic. This code determines what content displays when a PDF or HTML template is created. The conditional expressions begin with {{if}}, use {{else}} to determine between multiple courses of action, and end with {{/if.}} For example:

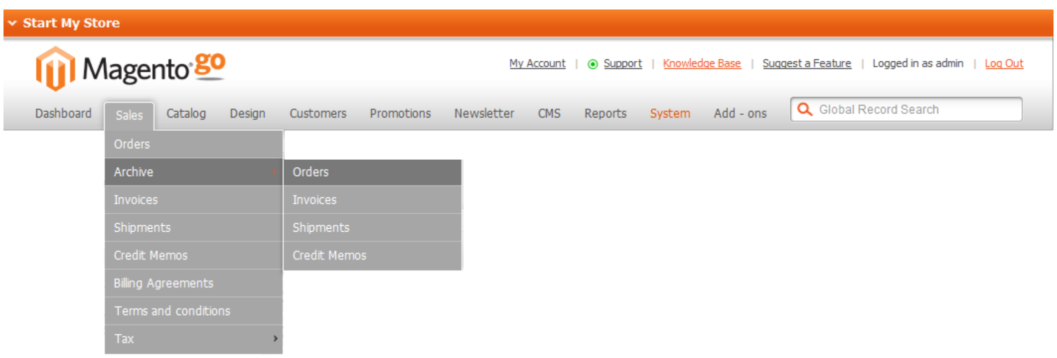
`{{if condition}} [function]`	Begins an if-then statement.
`{{else}} [alternative function]`	Triggers an alternative course of action.
`{{/if}}`	Ends the if-then statement.

Field Descriptions

Field	Description
Insert Frontend App	Allows you to insert a frontend app into the template.
Insert Image	Allows you to insert an image into the template. Supported file types are: .jpg, .png, and .gif.
Insert Variable	Allows you to insert a variable into the template.
Insert Footer Separator	Inserts a comment to indicate a footer.
Insert Header Separator	Inserts a comment to indicate a header.

Archiving Orders

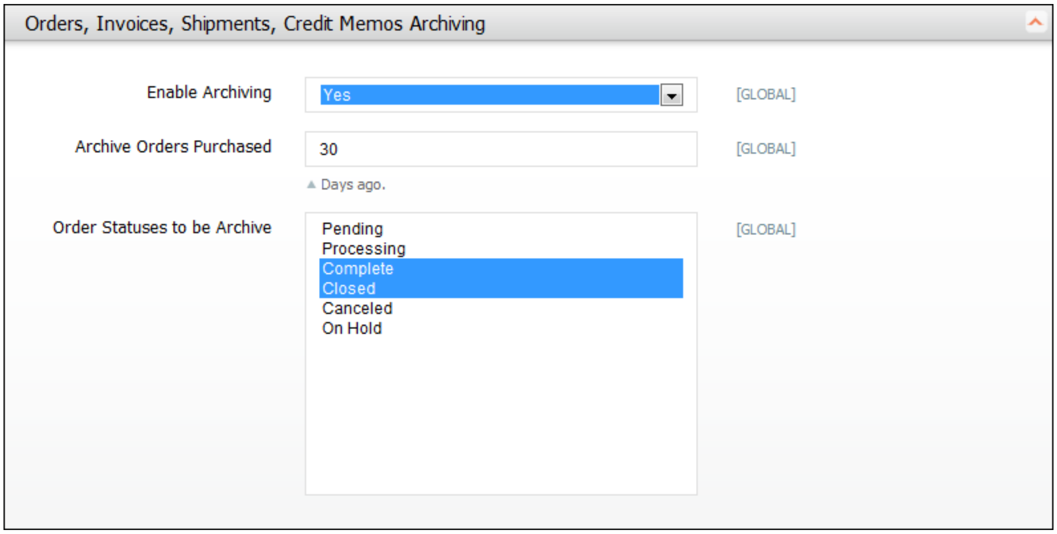
Your Magento Go store is set up by default to archive orders, invoices, shipments, and credit memos after thirty days. Archiving orders on a regular basis keeps your workspace free of unnecessary information, so you can focus on current orders. Invoices, shipments, and credit memos are archived separately from orders, and can be accessed any time. You can move orders and their associated documents to the archive, or restore them to their previous state. Archives can also be exported to a CSV file and opened in Excel. When enabled, the “Archive” command appears in the Sales menu.



Archive Orders

To configure the order archive:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Sales.**
3. Click to expand the **Orders , Invoices, Shipments, Credit Memos Archiving** section. Then, follow the steps below.



Archive Configuration

a. If necessary, set **Enabling Archiving** to "Yes."

> Archiving is set to "Yes" by default. If you later decide to turn it off, all archived orders will be restored to the previous state.

b. Set **Archive Orders Purchased** to the number of days to wait before an order is archived. By default, this waiting period is set to thirty days.

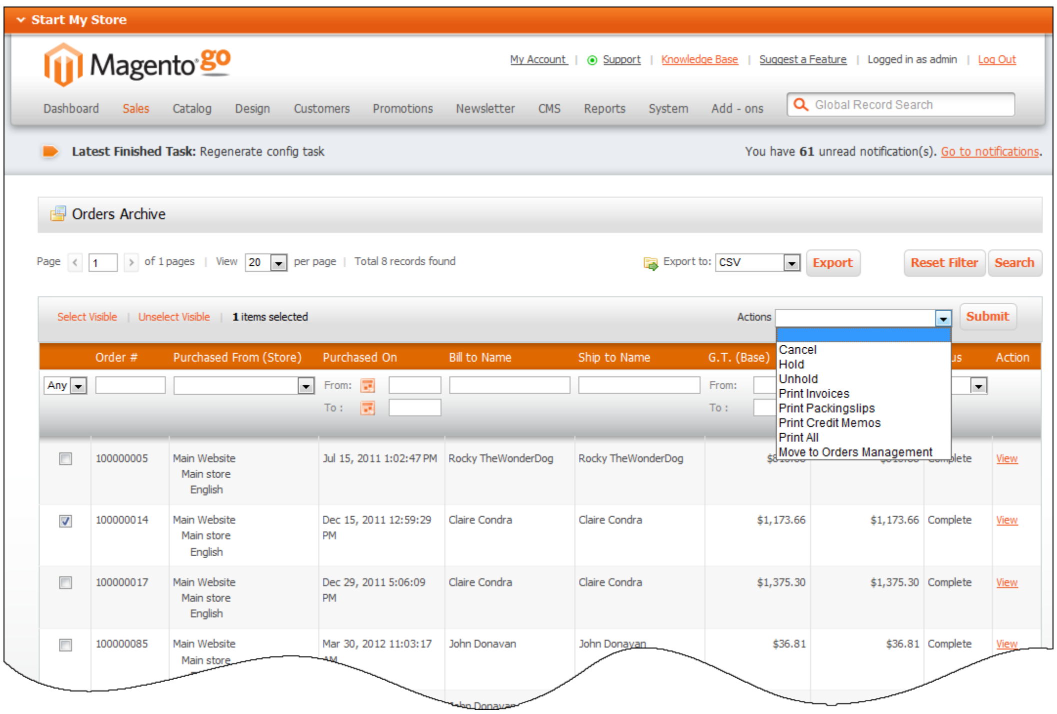
c. In the **Order Statuses to be Archive** list, select the order status settings you want to use to identify the orders to be archived. To select multiple items, hold the Ctrl key down and click each item. Repeat to deselect any item.

4. When finished, click **Save Config** to save the changes.

To view the archives:

1. On the Admin menu, select **Sales > Archive.** This option is available only when archiving is enabled. Then, click to open any of the following archives:
   - Orders
   - Invoices
   - Shipments
   - Credit Memos

2. Inspect all archived documents from the list on the archives page. You can also click to open any of the archived document. You can also select multiple documents, and apply any of the following actions:
   - Cancel
   - Hold
   - Unhold
   - Print
   - Move to Orders Management



Orders Archive

To manually archive documents:

1. On the Admin menu, select **Sales**. Then, select the type of document you want to archive from the following:
   - Orders
   - Invoices
   - Shipments

- Credit Memos

2. In the list, select the checkbox of each item you want to archive.
3. In the upper-right corner, set **Actions** to “Move to Archive.”
4. Click **Submit** to archive the selected documents.

To restore archived documents:

1. On the Admin menu, select **Sales > Archive.** Then, select the type of document you want to restore.
2. To select all visible documents, in the upper-left corner, click **Select Visible.** Otherwise, manually select the checkbox of each document you want to restore.
3. In the upper-right, set **Action** to “Move to Orders Management.”
4. Click the **Submit** button to restore the documents.

To export archives to CSV/Excel:

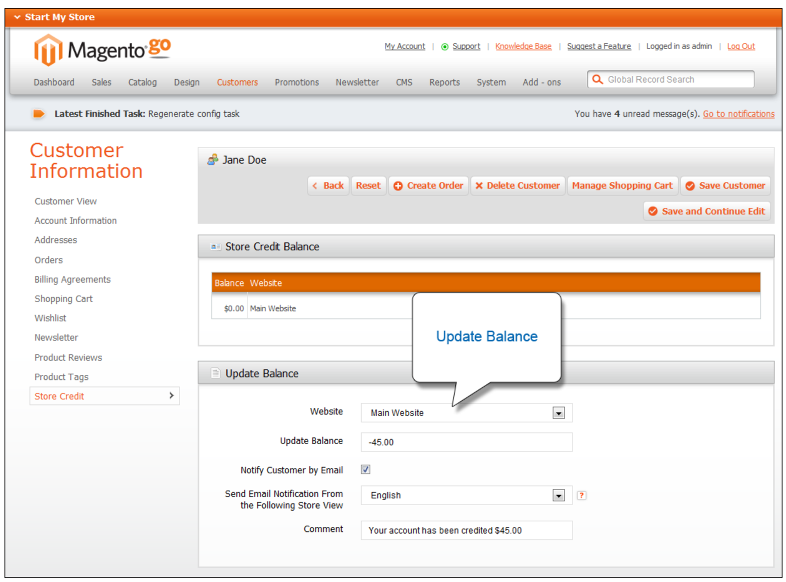
1. On the Admin menu, select **Sales > Archive**, then, select the type of document you want to export.
2. In the upper-right menu, set **Export to:** to one of the following:
   - CSV
   - Excel
3. Click the **Export** button to export the archive.

Notes

Chapter 49:

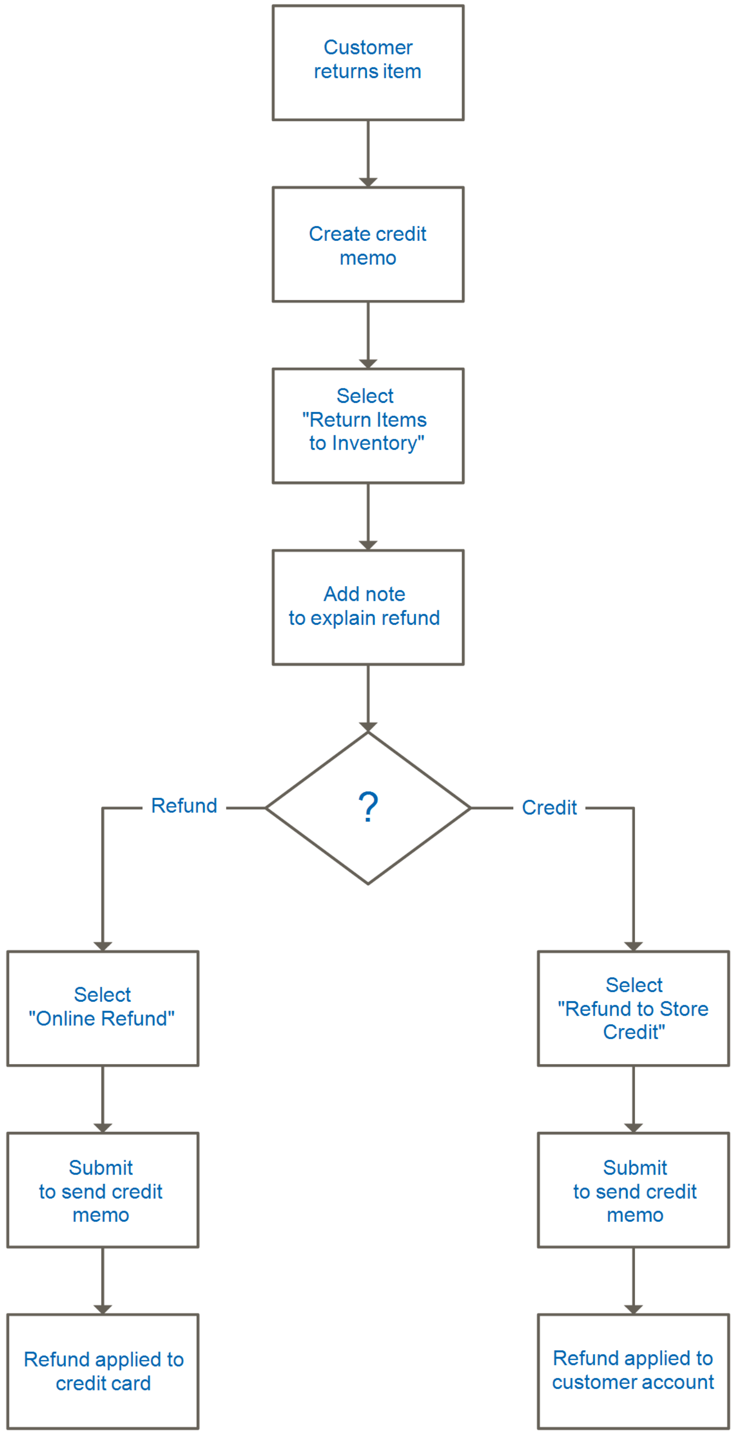
Managing Store Credit

After an order has been paid for and invoiced, all of the order, or a portion of it, can be refunded by issuing a credit memo. A credit memo differs from a refund because the amount of the credit is restored to the customer's account where it can be applied to future purchases, rather than returned to the customer as cash. In some cases, a refund can be given at the same time that the credit memo is issued, just as a payment can be made at the time of invoicing. The amount of store credit in a customer's account can be managed from the Admin panel.



Update Balance

Product Return Workflow



Product Return Workflow

Store Credit and Refunds

Easy

When a customer returns a product, the amount can either be refunded to the customer's credit card, or applied to the balance of the customer's account with your store. Store credit balances can be added, changed, and reset from the Admin panel.

To manage a customer's store credit balance:

1. On the Admin menu, select **Customers > Manage Customers**.
2. Find the customer in the list, and click to open the record.
3. In the panel on the left, select **Store Credit**.

   The Store Credit Balance panel displays the customer's current credit balance.

4. To reset the credit balance to $0.00, do the following:
   a. If necessary, set Website to the store view.
   b. In the **Update Balance** field, type the current credit balance, preceded by a negative sign. For this example, the customer has a $45.00 current credit balance, so the value entered is: $-45.00.
   c. Select the **Notify Customer by Email** checkbox to notify the customer of the credit change. Then, select the **Email Notification template** to use for the message.
   d. In the **Comment** field, enter any additional information you want to include in the message.
5. When complete, click **Save and Continue Edit** button to apply the update.

   When the page is refreshed, the Store Credit Balance reflects the change.

Creating Credit Memos

Easy

You can print a credit memo for a single order, or for multiple orders as a batch, or group. Before a credit memo can be printed, it must first be generated for the order.

To create a credit memo:

1. On the Admin menu, select **Sales > Order**.
2. Find the order in the list, and click to open the order.

3. In the upper right corner, click the **Credit Memo** button. (The button appears only if an invoice has been generated for the order.)

   The New Credit Memo page looks similar to the completed order page, with an Items to Refund section that lists each item from the invoice.

   > If an online payment method other than Google Checkout was used, you will not be able to edit these fields.

4. Do one of the following:

   - If the product is to be returned to inventory, check the **Return to Stock** checkbox.
   - If the product will not be returned to inventory, leave the checkbox blank.

   The Return to Stock checkbox appears only if you have set the inventory Stock Options to "Decrease Stock When Order Is Placed."

5. Complete the following:

   a. In the **Qty to Refund** box, type the number of items to be returned and press the **Enter** key to record the change. The Update Qty's button appears.

   b. Click the **Update Qty's** button to recalculate the total. (The amount to be credited cannot exceed the maximum quantity that is available for refund.)

   c. In the **Refund Totals** section, complete the following options, as applicable:

Refund Shipping	Enter the amount to be refunded from the shipping fee. This field initially displays the total shipping amount from the order that is available for refund. It is equal to the full Shipping Amount from the order minus the Shipping Refund, which is the amount that has already been refunded. Like the quantity, the amount can be reduced, but not increased. Make sure to set Items to Refund Qty to zero to refund only the shipping amount. If you skip this, the entire order will be refunded.
Adjustment Refund	Enter a value to be added to the total amount refunded as an additional refund that does not apply to any particular part of

	the order (shipping, items, or tax). The amount entered cannot raise the Total Refund higher than the Paid Amount.
Adjustment Fee	Enter a value to be subtracted from the total amount refunded. This amount is not subtracted from a specific section of the order such as shipping, items, or tax.

d. If the purchase was made using store credit, select the **Refund to Store Credit** checkbox, to credit the amount back to the customer's account balance.

6. To add a comment, type the text in the **Credit Memo Comments** box.

7. To send an email notification to the customer, do the following:

   a. Select the **Email Copy of Credit Memo** checkbox.

   b. If you want to include the comments you have entered, check the **Append Comments** checkbox.

   c. If you would like to receive a copy of the credit memo notification, enter your email address in the **Send Invoice Email Copy To** field.

   The status of a credit memo notification appears in the completed credit memo next to the credit memo number.

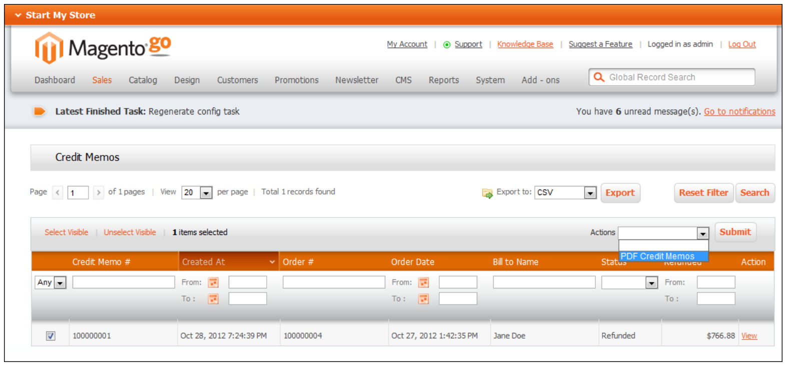
8. To complete the process and generate the credit memo, select one of the following refund option buttons, depending on the payment type:

   - Refund Offline
   - Refund Online

To print a credit memo:

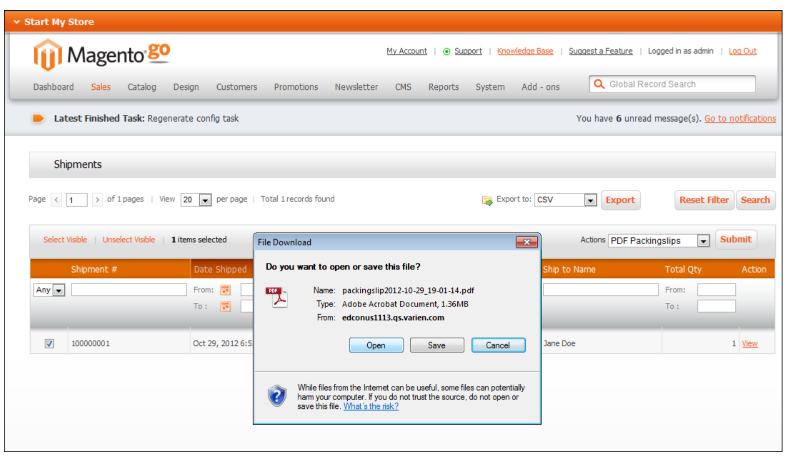
> To view or print the PDF, you must have a PDF reader. You can download Adobe Reader at no charge.

1. On the Admin menu, select **Sales > Credit Memos**.



Credit Memo with Selected Action

2. In the Credit Memo list, find the credit memo(s) that you want to print. Then, do one of the following:
   - In the list of shipments, click the **View** link at the right of the credit memo record. Then, click the **Print** button to print the PDF document.
   - To print a single credit memo, click to select the checkbox in the first column of the row.
   - To print multiple credit memos, select the checkbox for each to be printed.
3. In the Credit Memo list, set the **Actions** list to "PDF Credit Memos" and click the **Submit** button.



File Download Prompt

4. When prompted, do one of the following:

- To save the document, click **Save**. Then, follow the prompts to save the file to your computer.When the download is complete, open the PDF in Adobe Reader, and print the document.
- To view the document, click **Open**. The printed-ready PDF credit memo opens in Adobe Reader. From here, you can either print the credit memo or save it to your hard disk.

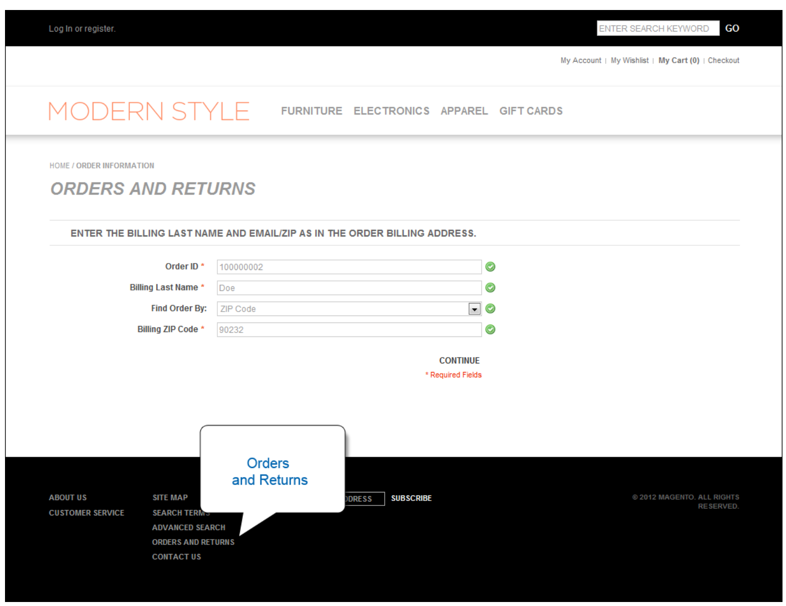
Orders and Returns

Easy

The Orders and Returns link in the footer of your store gives customers who are not logged into an account the ability to search for information about a specific order, including credit that may be available from any returned products related to the order.

The Orders and Returns form can be used both by guests and registered customers, although the link disappears from the footer when registered customers log in to their accounts. The same information is available from the account dashboard of any registered customer. The Orders and Returns form is the only way customers who have made purchases as guests can access their order information.

For additional convenience, the Orders and Returns block can be displayed in the sidebar of a specific page in your store. As one of your store's built-in blocks, its location and position can be adjusted using either the Layout Editor or the Frontend App tool.

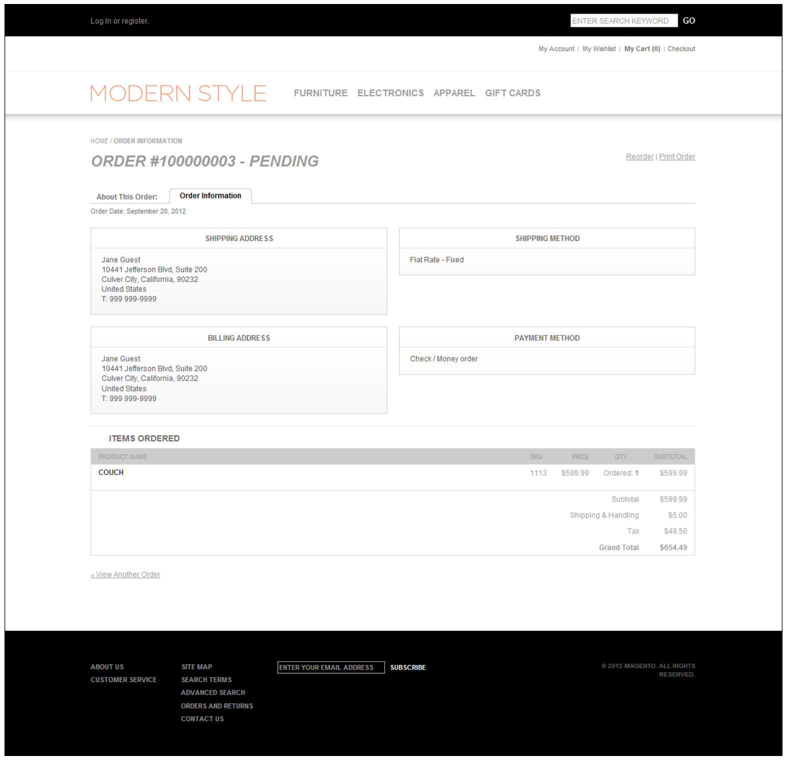


Orders and Returns Form

To use the Orders and Returns form:

1. In the footer of the page, click the **Orders and Returns** link.
2. Complete the required search fields as follows:
   a. Enter the **Order ID** of the order you want to find.
   b. Enter the **Billing Last Name** that was used when the order was placed.
   c. Select one of the following to use as the third search field, and then complete the final field.
      - The **Email Address** that was used to place the order.
      - The **Billing ZIP Code** from the order.

      A green checkmark appears at the end of each line when the required information is complete.
3. Click the **Continue** button to retrieve the order information.
4. The retrieved order information is similar to what was sent by email when the order was placed, and includes the status of the order, billing and shipping information, information about each item purchased, and the totals. From this page, you can do any of the following:
   - To place a new order with the same items, click the **Reorder** link in the upper-right corner. When the Shopping Cart page appears, click the **Proceed to Checkout** button to complete the order.
   - To print the order information, click the **Print Order** link in the upper-right corner.
   - To search for a new order, click the **View Another Order** link at the bottom of the page.



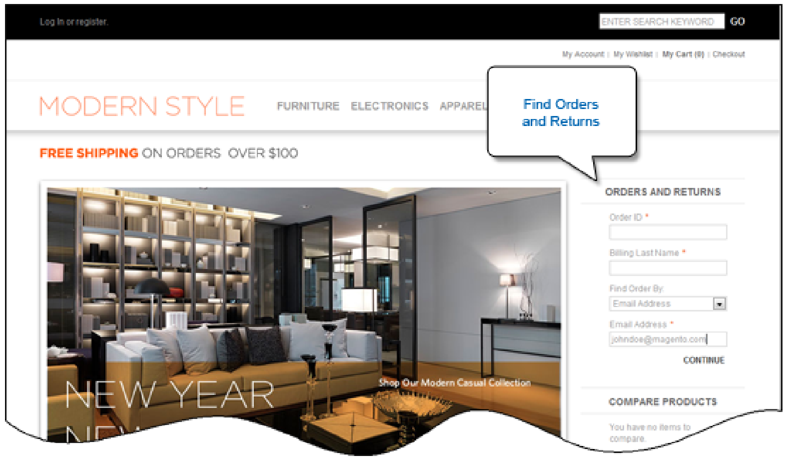
Guest Order Information

Orders and Returns Block

Easy

The Orders and Returns block is a convenient way for your customers to access information related to any order they have placed with your store, or credit they may have with your store for products returned. The result is exactly the same as when the customer clicks the Orders and Returns link in the footer of your store. However, unlike the full-page Order and Returns form, the Orders and Returns block is a smaller version of the form that is always available in the sidebar of your store. To learn how to use the form, see: Orders and Returns

As a built-in block, the location and position of the Orders and Returns block can be set from the Layout Editor. For more control over the placement of the block, you can use the Frontend App tool.



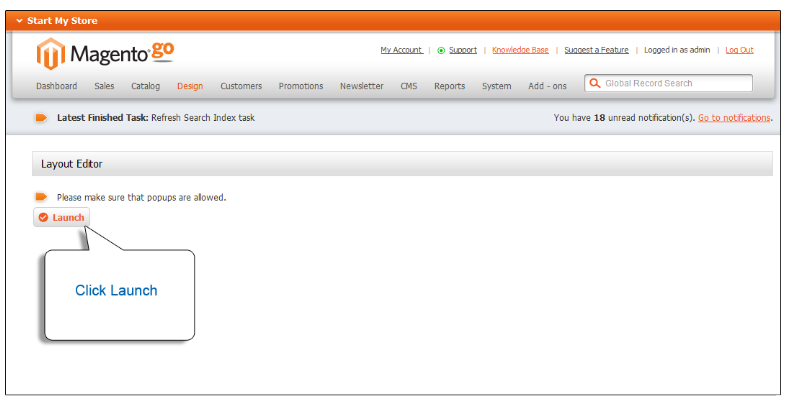
Orders and Returns Block

To place the block with the Layout Editor:

Before launching the Layout Editor, make sure that your browser is set to allow pop-ups.

1. On the Admin menu, select **Design > Layout Editor**.

2. Click the **Launch** button.

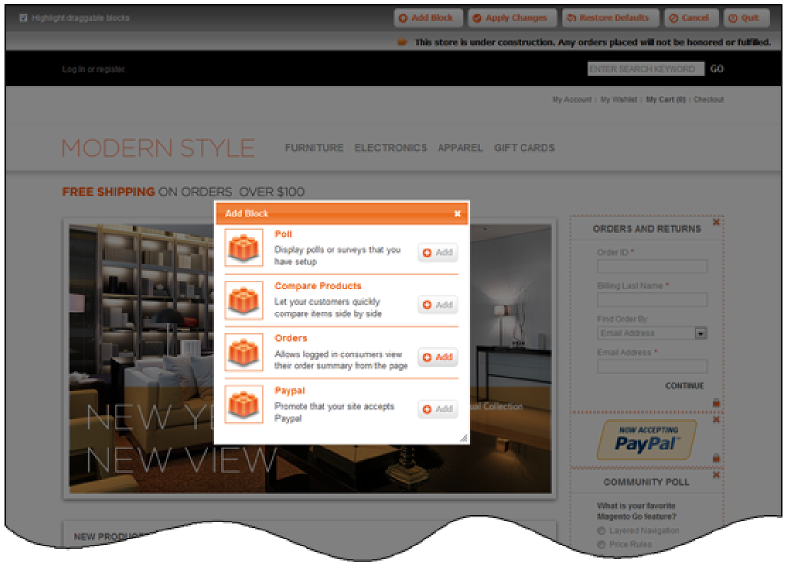


Launching the Layout Editor

3. From the Layout Editor, navigate to the page where you want to place the block, and click the **Add Block** button.

4. In the Add Block list, select the **Orders** block, and click the **Add** button. Then, click the **X** in the upper-right corner to close the Add Block list.

   The block appears outlined in its default position on the page.



Adding a Block

5. To save the changes, click the **Apply Changes** button.

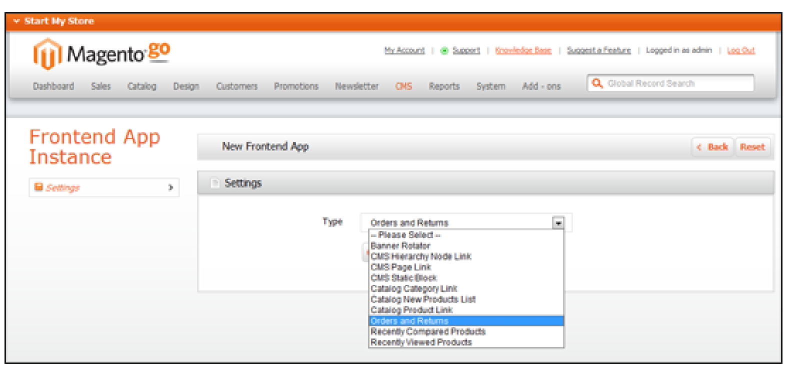
6. When prompted to refresh the search index, select **Catalog > Search Index**, and click the **Refresh Index** button.

To place the block with the Frontend App tool:

1. On the Admin menu, select **CMS > Frontend Apps.**

2. Click the **Add New Frontend App Instance** button.

3. In the Settings section, set **Type** to "Orders and Returns." Then, click the **Continue** button.



Frontend App Type

4. In the Frontend Properties section, do the following:

a. Enter a descriptive **Frontend App Instance Title.** The title is for internal reference and is not visible to customers in your store.

b. (Optional) Enter a **Sort Order** number to determine the order of this block in relation to other blocks in the same column. To position the block at the top of the column, enter "0."

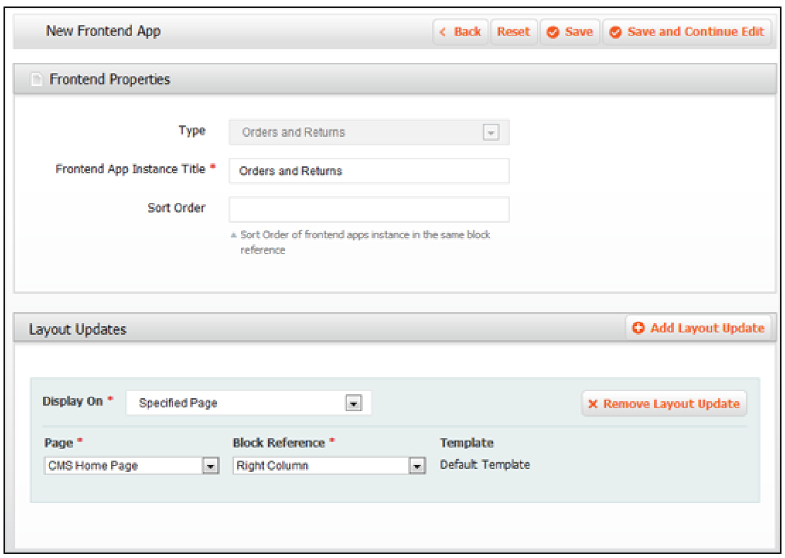
5. In the Layout Updates section, click the **Add Layout Update** button. Then, do the following:

a. In the **Display On** field, select the type of page where you want the block to appear. For the home page, select "Specified Page."

b. In the **Page** field, for the home page, select "CMS Home Page."

c. Set **Block Reference** to the position on the page where you want the block to appear.

> Where you can place blocks depends on which theme you chose and any customizations you might have made to the design. To learn more, see Page Layout and Content Blocks.



Frontend App – Layout Updates

6. When complete, click the **Save** button.

Chapter 50:

Payment Methods

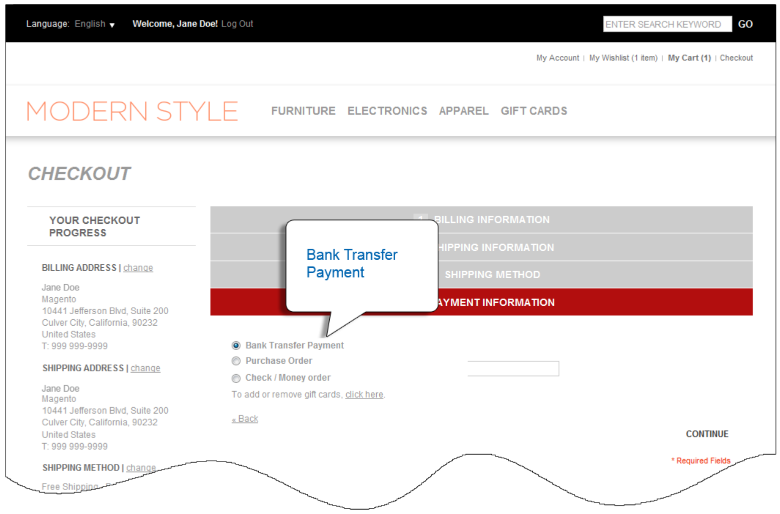
Magento Go supports a wide variety of payment methods, services, and gateways that you can offer for your customers' convenience. This chapter explains how to enable and configure the following payment methods for your store:

- Bank Transfer Payment
- Cash On Delivery
- Check / Money Order
- Purchase Order
- Zero Subtotal Checkout

Bank Transfer Payment

Easy

Magento Go lets you accept payments transferred directly from customers' bank accounts to your merchant bank account.



Bank Transfer Payment

To set up bank transfer payments:

1. On the Admin menu, select **System > Configuration**.
2. From the Configuration panel on the left, under Sales, select **Payment Methods**.
3. Click to expand the **Bank Transfer Payment** section. Then, do the following:
   a. To activate this payment method, set **Enabled** to "Yes."
   b. Enter a **Title** to identify this payment method during checkout.
   c. Set **New Order Status** to "Pending" until payment is authorized.
   d. Set **Payment from Applicable Countries** to one of the following:

All Allowed Countries	Customers from all countries specified in your store configuration can use this payment method.
Specific Countries	After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

e. Enter the **Instructions** your customers must follow to set up a bank transfer. Depending on the country where your bank is located and your bank's requirements, you might need to include the following information:

- Bank account name
- Bank account number
- Bank routing code
- Bank name
- Bank address

f. Set **Minimum Order Total** and **Maximum Order Total** to the amounts required to qualify to use this payment method.

> An order qualifies if the total falls between, or exactly matches, the minimum or maximum total values.

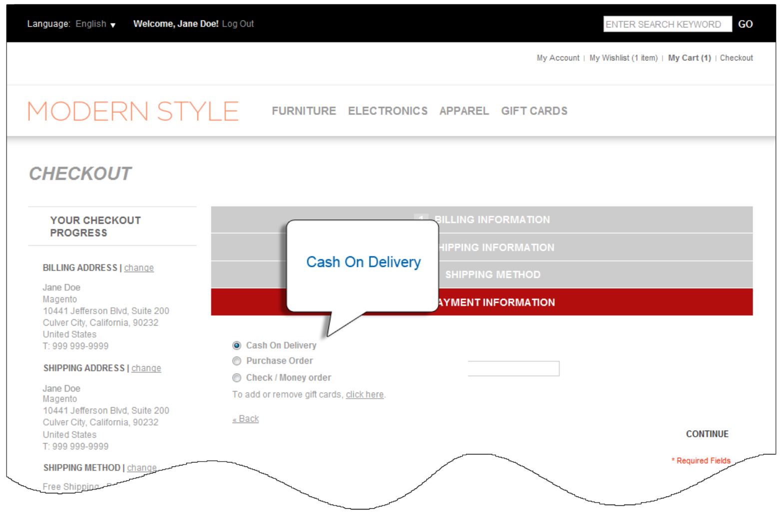
4. Enter a **Sort Order** number to determine the position of Bank Transfer in the list of payment methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

5. When finished, click the **Save Config** button.

Cash On Delivery

Easy

Magento Go allows you to accept COD payments from your customers. With a cash on delivery payment, the customer pays at the time of delivery.



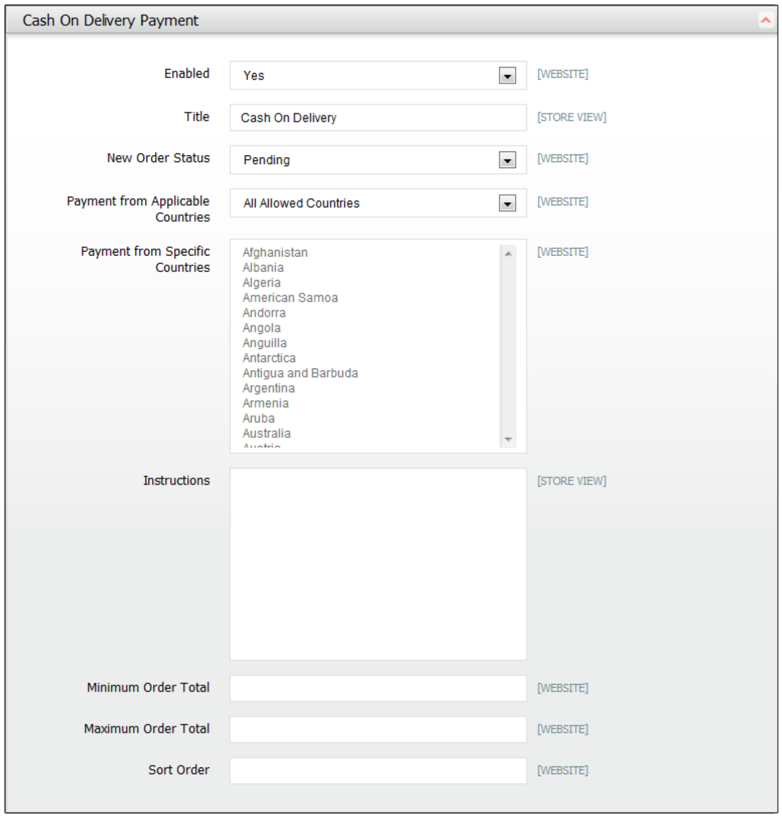
Cash On Delivery

To set up cash on delivery payments:

1. On the Admin menu, select **System > Configuration**.
2. From the Configuration panel on the left, under Sales, select **Payment Methods**.
3. Click to expand the **Cash on Delivery** section. Then, do the following:
   a. To activate this payment method, set **Enabled** to "Yes."
   b. Enter a **Title** to identify this payment method during checkout.
   c. Set **New Order Status** to "Pending" until receipt of payment is confirmed.
   d. Set **Payment from Applicable Countries** to one of the following:

All Allowed Countries	Customers from all countries specified in your store configuration can use this payment method.
Specific Countries	Select each country in the list where customers can make purchases from your store.

   e. Enter **Instructions** for making a Cash On Delivery payment.



Cash On Delivery Configuration

f. Set **Minimum Order Total** and **Maximum Order Total** to the order amounts which are required to qualify for this payment method.

> An order qualifies if the total is between, or matches, the minimum or maximum order total.

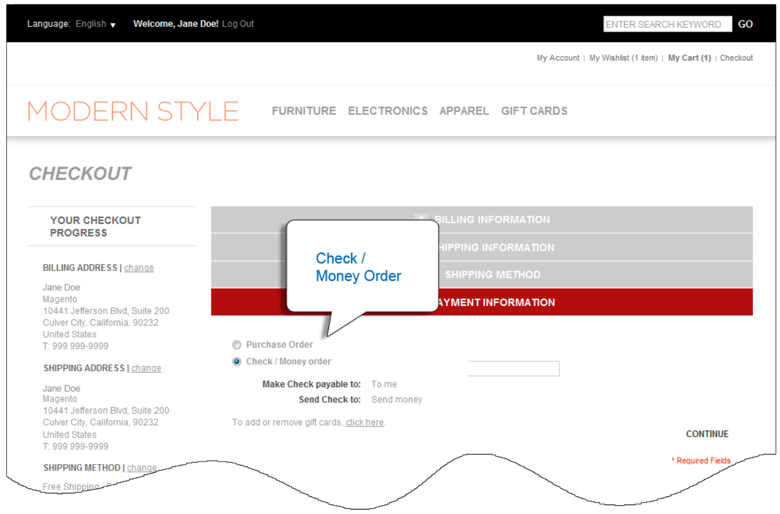
g. Enter a **Sort Order** number to determine the sequence in which Cash On Delivery is listed with other payment methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

4. When complete, click the **Save Config** button.

Check / Money Order

Easy

Magento Go allows you to accept payments by either check or money order. The Check / Money Order payment method is enabled for your story by default.



Check / Money Order

To set up payment by check or money order:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. Click to expand **Check / Money Order**, and do the following:
   a. To activate this payment method, set **Enabled** to "Yes."
   b. Enter a **Title** to identify this payment method during checkout.
   c. Set **New Order Status** to "Pending" until receipt of payment is confirmed.
   d. Set **Payment from Applicable Countries** to one of the following:

All Allowed Countries	Customers from all countries specified in your store configuration can use this payment method.
Specific Countries	After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

e. In the **Make Check Payable To** field, enter the name of the party to whom the check must be payable.

f. In the **Send Check To** field, enter the street address where the checks are mailed.

g. Set **Minimum Order Total** and **Maximum Order Total** to the order amounts required to qualify for this payment method.

> An order qualifies if the total falls between, or exactly matches, the minimum or maximum total values.

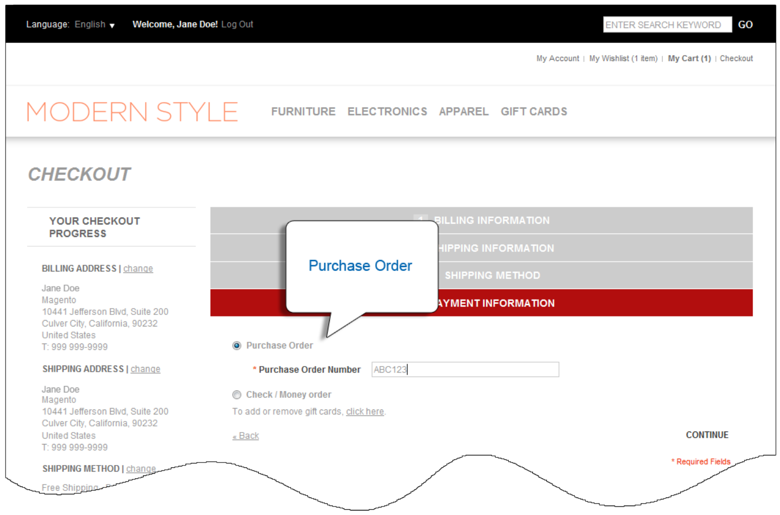
h. Enter a **Sort Order** number to determine the position of Check / Money Order in the list of payment methods that is shown during checkout. (0 = first, 1 = second, 2 = third, and so on.)

4. When finished, click the **Save Config** button.

Purchase Order

Easy

A purchase order (PO) allows commercial customers to pay for purchases with prior authorization by referencing the PO number. During checkout, the customer is prompted to enter the purchase order number as the method of payment.

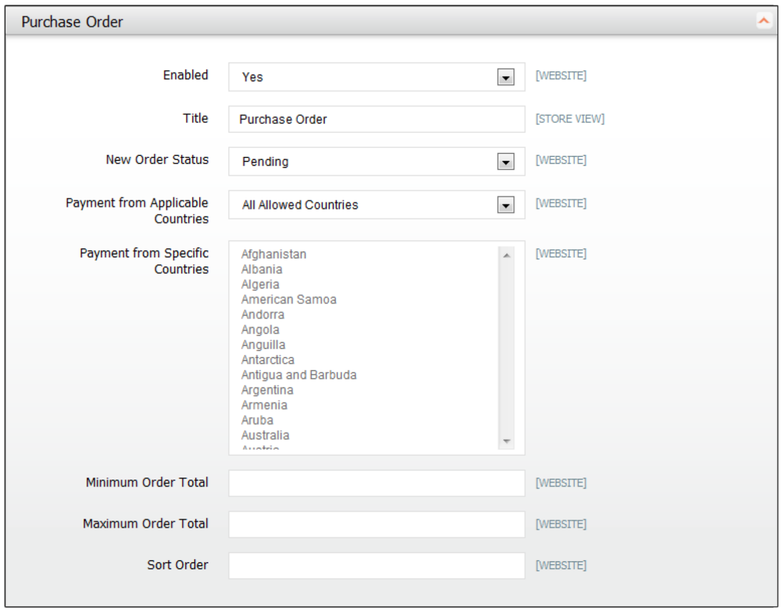


Purchase Order

To set up payment by purchase order:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. Click to expand the **Purchase Order** section. Then, do the following:
   a. To activate this payment method, set **Enabled** to "Yes."
   b. Enter a **Title** to identify this payment method during checkout.
   c. Set **New Order Status** to "Pending" until payment is authorized.
   d. Set **Payment from Applicable Countries** to one of the following:

All Allowed Countries	Customers from all countries specified in your store configuration can use this payment method.
Specific Countries	After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)



Purchase Order Configuration

e. Set **Minimum Order Total** and **Maximum Order Total** to the amounts required to qualify for this payment method.

> An order qualifies if the total falls between, or exactly matches, the minimum or maximum total values.

f. Enter a **Sort Order** number to determine the position of Purchase Order in the list of payment methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

4. When finished, click the **Save Config** button.

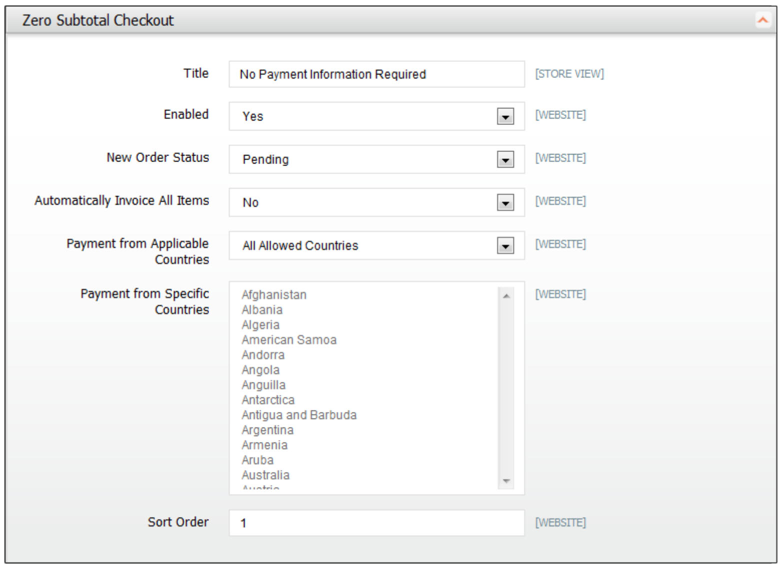
Zero Subtotal Checkout

Easy

Zero Subtotal Checkout can be used for orders that have a subtotal of zero. This situation might occur when a discount covers the entire price of the purchase, and there is no additional charge for shipping. To save time, these orders can be set to invoice automatically.

To set up Zero Subtotal Checkout:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. Click to expand the **Zero Subtotal Checkout** section. Then, do the following:



Zero Subtotal Checkout

a. Enter a **Title** to identify this payment method during checkout.

b. Set **Enabled** to “Yes” to activate this payment method.

c. Set **New Order Status** to “Pending” until payment is authorized.

Pending	The order is waiting for authorization.
Processing	Payment has been authorized, and the transaction is being processed.

d. Set **Automatically Invoice All Items** to “Yes” if you want to automatically invoice all items with a zero balance.

e. Set **Payment from Applicable Countries** to one of the following:

All Allowed Countries	Customers from all countries specified in your store configuration can use this payment method
Specific Countries	After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

f. Enter a **Sort Order** number to determine the position of Zero Subtotal Checkout in the list of payment methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

4. When finished, click the **Save Config** button.

Notes

Chapter 51:

PayPal Payment Solutions

PayPal is a global leader in online payments and a fast and secure way for your customers to pay online. With PayPal and Magento Go, you can accept payments from all major debit and credit cards, and PayPal account holders. Since customers don't even need a PayPal account to pay with PayPal, both you and your customers can get extra convenience without extra effort. Follow this guide to learn how to configure the following PayPal payment solutions for your Magento Go store:

PayPal Express Checkout

With PayPal Express Checkout enabled, customers can click the "Checkout with PayPal" button to make a secure payment from the PayPal site. You can use Express Checkout as a standalone solution, or in combination with one of the other solutions.

Getting Started with PayPal Express Checkout

Setting Up PayPal Express Checkout

All-In-One Solutions

PayPal offers a variety of PCI-compliant solutions to meet the needs of your growing business.

PayPal Payments Advanced	(Includes Express Checkout) PayPal Payments Advanced offers your customers a secure checkout experience without leaving your site. Flexible templates and a low monthly fee make this an ideal choice for merchants who want to create a more customized checkout experience.
PayPal Payments Pro	PayPal Payments Pro brings you all the benefits of a merchant account and payment gateway in one, plus the ability to create your own, fully customized checkout experience.

PayPal Payments Standard	PayPal Payments Standard is the easiest way to accept payments online. You can offer your customers the convenience of payment by credit card and PayPal by simply adding a checkout button to your site. During checkout, customers are redirected to PayPal to complete the payment part of the checkout process. There are no lengthy applications to complete, or monthly charges to set up in advance. When you make your first sale, PayPal will guide you through the process of setting up your account.

Payment Gateways

PayPal offers a choice of two payment gateway solutions for your business. You can let PayPal host your checkout on its secure payment site, or you can take control of the entire payment experience with a completely customizable solution.

PayPal Payflow Pro	Payflow Pro is a fully customizable payment gateway that can be used with any Internet merchant account to process credit card transactions online. Payflow Pro can also be used to process PayPal Express Checkout transactions.
PayPal Payflow Link	PayPal Payflow Link is a hosted payment gateway with an embedded checkout that keeps customers on your site. It’s the fast and easy way to add transaction processing to your site.

Additional Tools

PayPal API Integration	Merchants operating outside of the United States are required to provide API credentials to establish a connection to the PayPal API server when using either Express Checkout or Website Payments Pro.
PayPal Sandbox	The PayPal Sandbox is a testing environment that duplicates a live PayPal site, without processing actual transactions or transferring funds.

PayPal Express Checkout

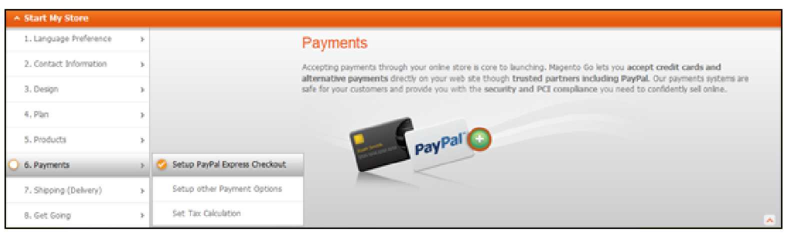
Need help? Call PayPal Sales Support: **877-579-5973**

PayPal Express Checkout lets you start accepting payments by PayPal now, before you even set up an account. With Express Checkout, customers can click the “Checkout with PayPal” button to make a secure payment from the PayPal site. Click here to see how it works!

When PayPal receives payment from your first sale, you will be guided through the account setup process. Here’s how to start selling with PayPal now.

To start selling with PayPal:

1. From the Start My Store quick start guide, point to **Step 6: Payments**, and click **Setup PayPal Express Checkout**.



Start My Store - PayPal Express Checkout

2. Confirm your **Email Address**. If you want to use a different email address, enter the new email address and click the **Update** button.

3. To begin accepting payments with Express Checkout, click the **Enable** button. That’s all there is to it!

   When PayPal processes your first transaction, you will be contacted and guided through the account setup process.

Workflow


Check out with PayPal
The safer, easier way to pay
Buyer
chooses PayPal
during checkout
Buyer
is directed to
the PayPal site...
Buyer
returns to
your store
You get paid!

Setting Up PayPal Express Checkout

Easy

Choosing Express Checkout allows you to add the familiar PayPal button to your website, which according to a recent survey, can increase sales up to 26%.* PayPal Express Checkout gives you the ability to accept payment by either credit card or from the PayPal account of your customer. If you already accept credit cards online, you can offer Express Checkout as an additional option to attract new customers who prefer to pay with PayPal.

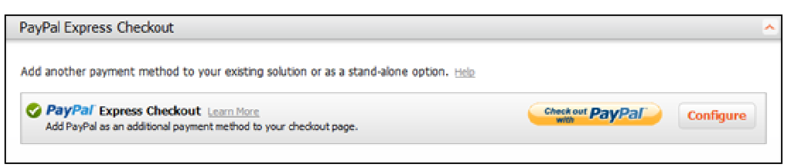
During checkout, the customer is redirected to the secure PayPal site to complete the payment information. The customer is then returned to your store to complete the remainder of the checkout process. Customers with current PayPal accounts can make a purchase in a single step, by clicking the “Check out with PayPal” button. Express Checkout can be added as a standalone, or added to an existing PayPal solution.

Process Overview:

Step 1: Complete the Required Settings

You can have two PayPal solutions active at the same time: Express Checkout, plus any All-In-One solution. If you enable a different solution, the one you used previously will be automatically deactivated.

1. On the Admin menu, select **System** > **Configuration.**
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. In the **Merchant Location** section, enter the **Merchant Country** where your business is located. If you leave this field blank, the default country from your store configuration is used.
4. Scroll down to the **PayPal Express Checkout** section, and click the **Configure** button.



Configure Express Checkout

5. In the **Express Checkout** section, do the following:

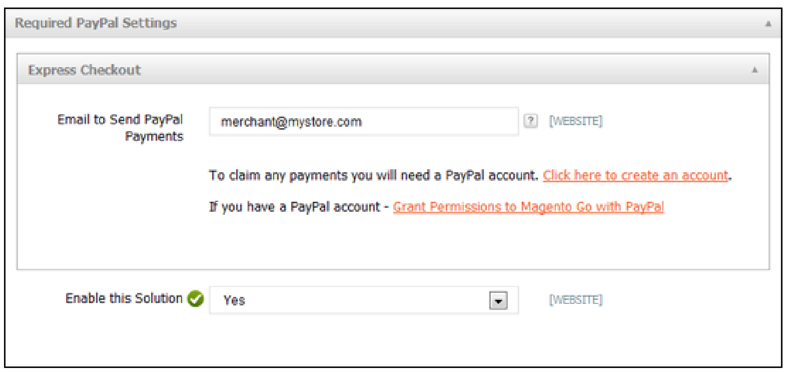
a. Enter the **email address** to be used for sending PayPal payments.

> **Important!** Email addresses are case sensitive. To receive payment, the email address you enter must match the email address specified in your PayPal merchant account.

b. Do one of the following:

- If you do not yet have a PayPal account, click **Create an Account**.
- If you already have a PayPal account, click **Grant Permission** to use your account with Magento Go. You will be redirected to the PayPal site, and required to log in to your account. (Any unsaved configuration settings you have made will be lost.) After completing the permission process, you will be returned to your store, so you can continue with the configuration.

6. Set **Enable this Solution** to “Yes.”



Enable Express Checkout

You have now completed the Required PayPal Settings. At this point, you can either continue with the Basic and Advanced Settings, or click the **Save Config** button. You can always come back later to fine-tune the configuration.

Step 2: Complete the Basic Settings

1. If your store has multiple views, make sure to set **Current Configuration Scope** box in the upper-left corner to the view where the configuration applies.

2. In the **Basic Settings – PayPal Express Checkout** section, do the following:

a. Enter a **Title** to identify this payment method during checkout. It is recommended to set the title to, “PayPal” for each store view.

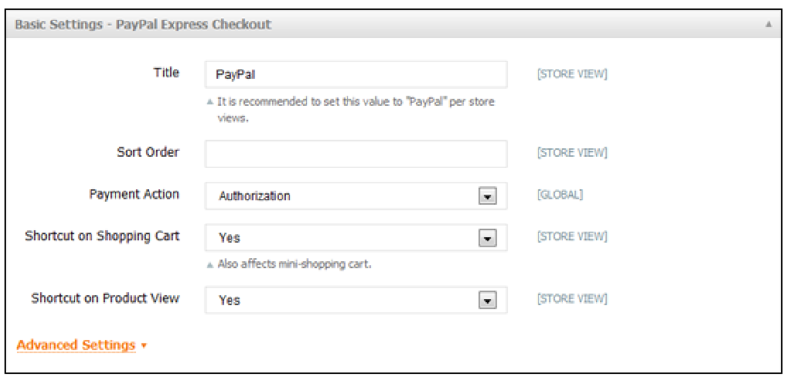
b. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which Payments Standard is listed with the other methods. Payment methods appear in ascending order based on the Sort Order value.

c. Set **Payment Action** to one of the following:

Authorization	Approves the purchase and puts a hold on the funds, but the amount is not withdrawn from the customer’s account until it is “captured” by the merchant.
Sale	The amount of the purchase is authorized and withdrawn from the customer’s account at the same time.

d. To display the “Check out with PayPal” button on the Shopping Basket page, set **PayPal Shortcut on Shopping Cart (Basket)** to “Yes.”

e. To display the “Check out with PayPal” button on the Product Detail page, set **Shortcut on Product View** to “Yes.”



PayPal Express Checkout Basic Settings

Step 3: Complete the Advanced Settings

1. At the bottom of the Basic Settings section, click **Advanced Settings**. Then, do the following:

a. Set **Payment Applicable from** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.

Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

b. To display a full summary of the customer‘s order by line item from the PayPal site, set **Transfer Cart Line Items** to “Yes.”

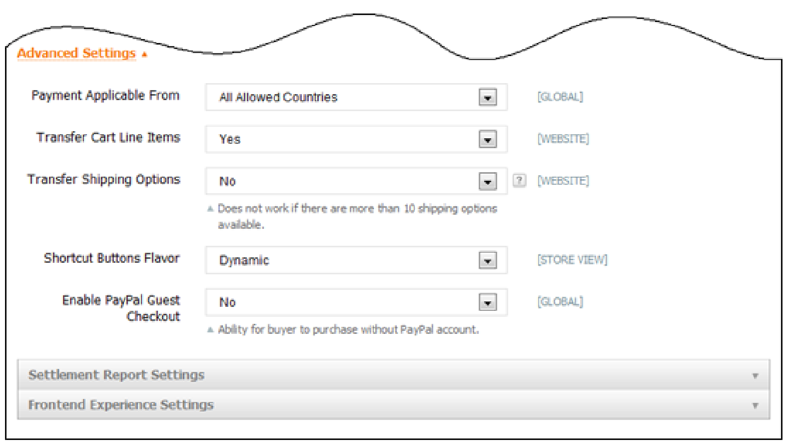
To include up to ten delivery options in the summary, set **Transfer Delivery Options** to “Yes.” (This option appears only if line items are set to transfer.)

c. To choose the type of image that is used for the PayPal acceptance button, set **Shortcut Button Flavor** to one of the following

Dynamic	(Recommended) Displays an image that can be dynamically changed from the PayPal server.
Static	Displays a specific image that cannot be dynamically changed.

d. To let customers who do not have PayPal accounts make purchases with this method, set **Enable PayPal Guest Checkout** to “Yes.”

2. Follow the instructions below to complete these sections as needed for your store:
   - Settlement Report Settings
   - Frontend Experience Settings
3. When complete, click the **Save Config** button.

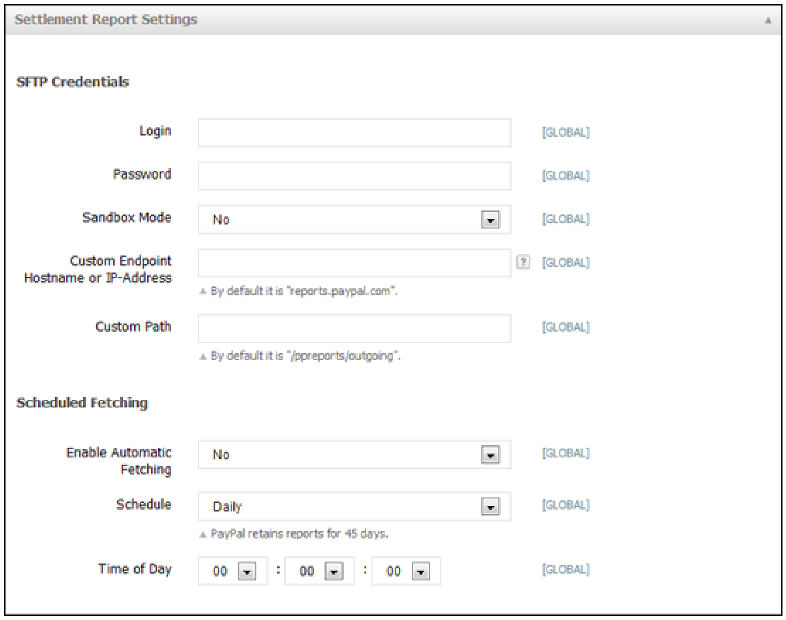


PayPal Express Checkout Advanced Settings

Settlement Report Settings

1. If you have signed up for PayPal's Secure FTP Server, enter the following SFTP login credentials:
   - Login
   - Password
2. To run test reports before "going live," with Express Checkout on your site, set **Sandbox Mode** to "Yes."
3. Enter the **Custom Endpoint Hostname or IP-Address**. By default, the value is: reports.paypal.com
4. Enter the **Custom Path** where reports are saved. By default, the value is: /ppreports/outgoing
5. To generate reports according to schedule, under **Scheduled Fetching**, make the following settings:
   a. Set **Enable Automatic Fetching** to "Yes."
   b. Set **Schedule** to one of the following:
      - Daily
      - Every 3 Days
      - Every 7 Days
      - Every 10 Days
      - Every 14 Days
      - Every 30 Days
      - Every 40 Days

      > PayPal retains each report for forty-five days.
6. Set **Time of Day** to the hour, minute, and second when you want the reports to be generated.



PayPal Settlement Report Settings

Frontend Experience Settings

1. Select the PayPal Product Logo that you want to appear in the PayPal block on the Home and catalog pages of your store. The PayPal logo is available in four styles and two sizes. Options include:

   - No Logo
   - We Prefer PayPal (150 x 60 or 150 x 40)
   - Now Accepting PayPal (150 x 60 or 150 x 40)
   - Payments by PayPal (150 x 60 or 150 x 40)
   - Shop Now Using PayPal (150 x 60 or 150 x 40)

   > Use the Layout Editor to control the placement of the PayPal block in your store. It can be set to appear in the sidebar of your Home and catalog pages.

2. To customize the appearance of your PayPal Merchant pages, do the following:

a. Enter the name of the Page Style that you want to apply to your PayPal merchant pages. The options include:

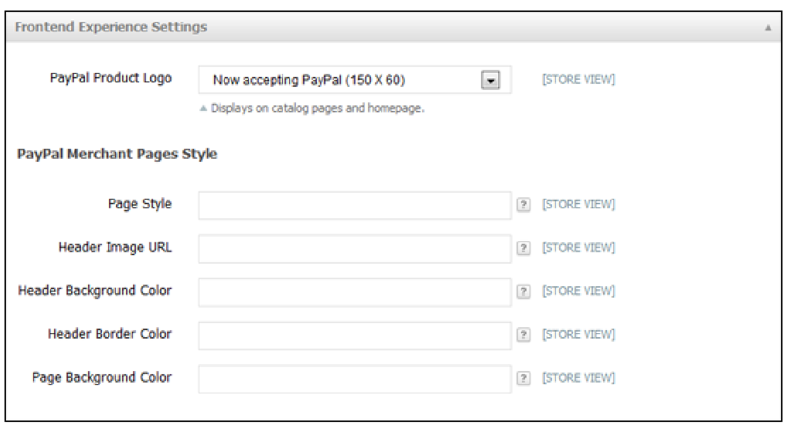
paypal	Uses the PayPal page style.
primary	The page style which you identified as the “primary” style in your account profile.
page_style_name	The name of a custom payment page style which is specified in your account profile.

b. In the **Header Image URL** field, enter the URL of the image that you want to appear in the upper-left corner of the payment page. The maximum file size is 750 pixels wide by 90 pixels high.

> PayPal recommends that the image be located on a secure (https) server. Otherwise, the customer’s browser may warn that “the page contains both secure and nonsecure items.”

c. Enter the HTML hex code without the “#” symbol, for each of the following:

- Header Background Color
- Header Border Color
- Page Background Color



PayPal Frontend Experience Settings

* Survey conducted by Northstar Research Partners, Q2 2011. Based on retailer-level data for 19 UK SMB retailers, representing 3,411 PayPal users. 26% of buyers surveyed said they would not have made the purchase if PayPal had not been offered as a payment method

PayPal Payments Standard

Need help? Call PayPal Sales Support: **877-579-5973**

PayPal Payments Standard is the easiest way to accept payments online. You can offer your customers the convenience of payment both by credit card and PayPal by simply adding a checkout button to your store. During checkout, the customer is redirected to the PayPal site to complete the transaction. PayPal Payments Standard is a one-step process for customers whose credit card information is up-to-date in their personal PayPal accounts. All the customer needs to do is click the “Pay Now” button to complete the purchase.

With PayPal Payments Standard, you can swipe credit cards on mobile devices. There is no monthly fee, and you can get paid on eBay. Supported credit cards include Visa, MasterCard, Discover, and American Express. In addition, customers can pay directly from their personal PayPal accounts.

PayPal Payments Standard is available in all countries on the PayPal worldwide reference list.

Merchant Requirements

- PayPal Business Account

Checkout Workflow

With PayPal Payments Standard, the buyer is redirected to the PayPal site to complete the transaction.

Get Started!

To get started, complete the Required Settings in Step 1 of “Setting Up PayPal Payments Standard.”

Setting Up PayPal Payments Standard

Easy

PayPal Payments Standard gives you the ability to accept payment by credit card and from a customer's PayPal account, by redirecting the customer to PayPal to complete the transaction. PayPal Payments Standard is a one-step process for customers whose credit card information is up-to-date in their PayPal accounts. All the customer needs to do is click the "Pay Now" button to complete the purchase.

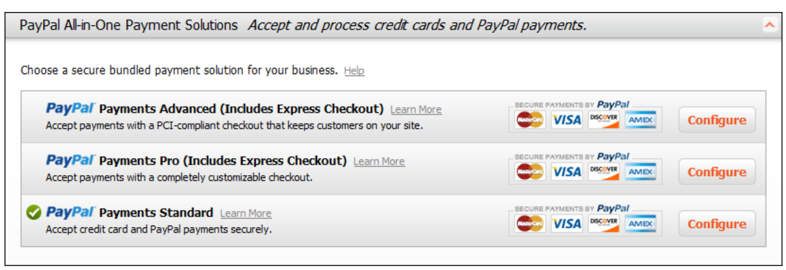
Process Overview:

Step 1: Complete the Required Settings
Step 2: Complete the Basic Settings
Step 3: Complete the Advanced Settings

Step 1: Complete the Required Settings

You can have two PayPal solutions active at the same time: PayPal Express Checkout, plus any one of the All-In-One or Payment Gateway solutions. If you change payment solutions, the one you used previously is disabled.

1. On the Admin menu, select **System > Configuration.**
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. In the Merchant Location section, enter the **Merchant Country** where your business is located.
4. Under PayPal All-in-One Payments Solutions, in the **PayPal Payments Standard** section, click the **Configure** button.



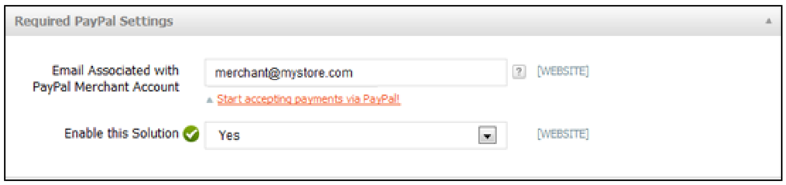
PayPal Payments Standard

5. In the Required PayPal Settings section, enter the **Email Address** that is associated with your PayPal merchant account.

> **Important!** Email addresses are case sensitive. To receive payment, the email address you enter must match the email address specified in your PayPal merchant account.

6. Set **Enable this Solution** to "Yes."

7. You have now completed the Required PayPal Settings. At this point, you can either continue with the Basic and Advanced Settings, or click the **Save Config** button. You can always come back later to fine-tune the configuration.



Required PayPal Settings

Step 2: Complete the Basic Settings

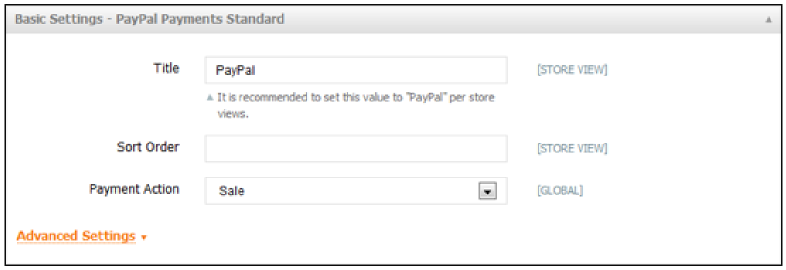
1. If your store has multiple views, make sure to set **Current Configuration Scope** box in the upper-left corner to the view where these settings apply.

2. Enter a **Title** to identify this payment method during checkout. It is recommended that you use the title "PayPal" for each store view.

3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Payments Standard is listed with the other methods.

4. Set **Payment Action** to one of the following:

Authorization	With this payment action, there is a delay between the time the payment is approved, and when the funds are withdrawn from the customer's account. A "hold" is put on the funds, but the amount is not withdrawn from the customer's account until the funds are "captured" by the merchant.
Sale	The amount of the purchase is authorized and withdrawn from the customer's account at the same time.



PayPal Payments Standard Basic Settings

Step 3: Complete the Advanced Settings

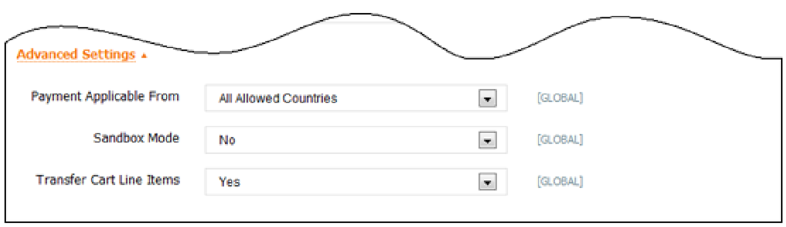
1. Set **Payment Applicable** from to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

2. To run PayPal Payments Standard in a test environment before "going live" with your store, set **Sandbox Mode** to "Yes."

3. To display a summary of each line item in the customer's order on your PayPal payments page, set **Transfer Cart Line Items** to "Yes."

4. When complete, click the **Save Config** button to save your settings.



PayPal Payments Standard Advanced Settings

PayPal Payments Advanced

Need help? Call PayPal Sales Support: **877-579-5973**

PayPal Payments Advanced lets your customers pay by debit or credit card without leaving your site, and includes an embedded checkout page which can be customized to create a seamless and secure checkout experience.

Merchant Requirements

- PayPal Business Account
- If you manage multiple Magento websites, you must have a separate PayPal merchant account for each.

Checkout Workflow

With PayPal Payments Advanced, your customer stays on your site during the checkout process.

PayPal Express Checkout redirects your customer to the PayPal site to complete the transaction.

Get Started!

To get started, first, complete the configuration of your PayPal Payments Advanced account, as described in Step 1 of Setting Up PayPal Payments Advanced. Then, complete the Required Settings in Step 2.

Setting Up PayPal Payments Advanced

Intermediate

PayPal Payments Advanced is a PCI-compliant solution that opens the door to more than 110 million active PayPal users. Customers stay on your site during the entire checkout process with this seamless, all-in-one payment solution. Even customers without a PayPal account can make purchases through PayPal's secure payment gateway. Accepted cards include: Visa, MasterCard, Switch/Maestro, and Solo credit cards in the United States and United Kingdom. For additional convenience, "PayPal Express Checkout" is automatically enabled with PayPal Payments Advanced.

Process Overview:

Step 1: Configure Your PayPal Account

Before you begin, you must configure your PayPal Payments Advanced account on the PayPal website.

1. Log in to your **PayPal** Payments Advanced account. Then, go to **Service Settings > Hosted Checkout Pages > Set Up**, and do the following:
   a. Set **AVS** to "No."
   b. Set **CSC** to "No."
   c. Set **Enable Secure Token** to "Yes."
2. **Save** the settings. When prompted to create a layout, do the following:
   a. At the top of the page, click **Customize**.
   b. Select **Layout C**.
   c. Click **Save and Publish**.
3. PayPal recommends that you set up an additional user on your account. To set up an additional user, do the following:

a. Go to manager.paypal.com and log in to your account.

b. Follow the instructions to set up an additional user.

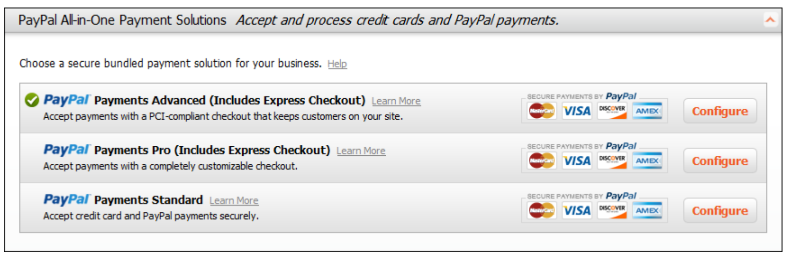
c. **Save** the changes.

Step 2: Complete the Required Settings

> You can have two PayPal solutions active at the same time: PayPal Express Checkout, plus any one of the All-In-One or Payment Gateway solutions. If you change payment solutions, the one you used previously is disabled.

1. On the Admin menu, select **System > Configuration**.

2. In the Configuration panel on the left, under Sales, select **Payment Methods**.



PayPal Payments Advanced

3. In the Merchant Location section, select the **Merchant Country** where your business is located.

4. Under PayPal All-in-One Payments Solutions, in the PayPal Payments Advanced section, click the **Configure** button.

5. Under Required PayPal Settings, in the Payments Advanced section, do the following:

   a. Enter one of the following credentials that you use to log in to your PayPal business account:

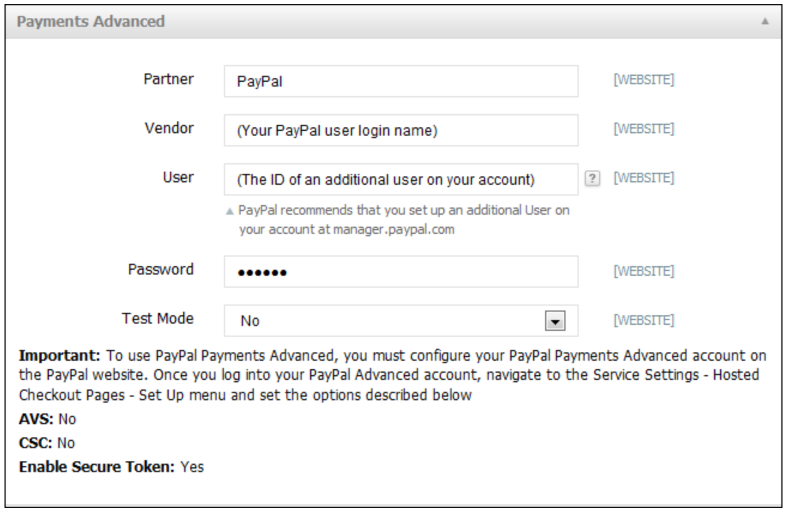
Partner	Your PayPal Partner ID.
Vendor	Your PayPal login user name.
User	The ID of an additional user set up on your PayPal account.

   b. Enter the **Password** that is associated with your PayPal business account.

   c. Set **Test Mode** to “Yes.”

When you are ready to "go live" with this solution, return to the configuration and set Test Mode to "No."

6. When complete, continue with the Express Checkout settings in the next section.



PayPal Payments Advanced Authentication Settings

Express Checkout Settings

1. Click to expand the **Express Checkout** section.

2. Enter the **Email Address** that is associated with your PayPal merchant account.

3. Set **API Authentication Methods** to one of the following:

   - API Signature
   - API Certificate

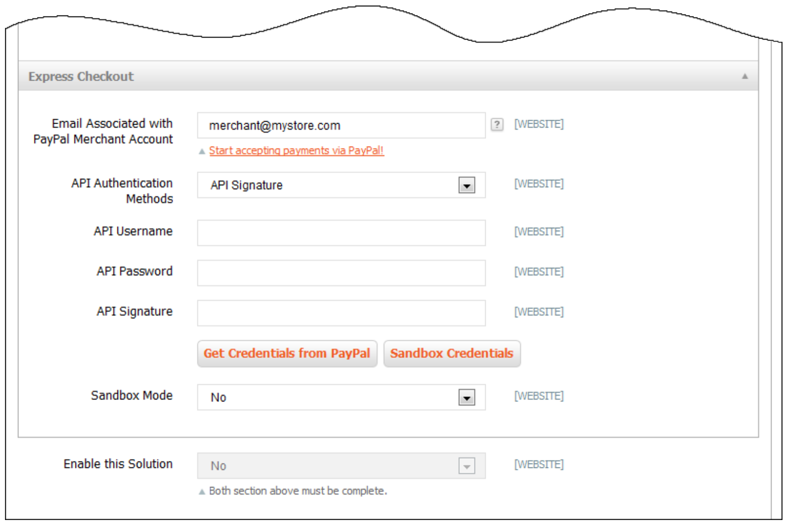
   If necessary, click the **Get Credentials from PayPal** button. Then, complete the following:

   - API Username
   - API Password
   - API Signature

4. If you are using credentials from your sandbox account, set **Sandbox Mode** to "Yes."

   If necessary, click the **Sandbox Credentials** button and follow the instructions to set up your testing environment.

5. When these sections are complete, set **Enable this Solution** to "Yes."



Express Checkout Authentication Settings

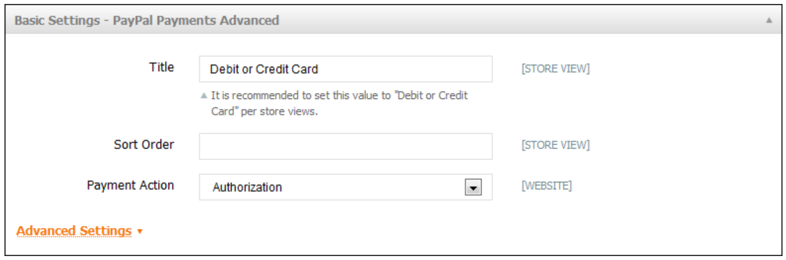
> If you later need to set up or change the permissions which are associated with your PayPal account, click the **Setup or change your site permissions with PayPal** button. Any unsaved configuration settings will be reset, and you will be redirected to the PayPal site.

Step 3: Complete the Basic Settings

1. If your store has multiple views, make sure to set **Current Configuration Scope** box in the upper-left corner to the view where these settings apply.
2. Enter a **Title** to identify PayPal Payments Advanced during checkout. It is recommended that you use the title, “Debit or Credit Card.”
3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Payments Advanced is listed with the other methods during checkout.
4. Set **Payment Action** to one of the following:

Authorization	Causes a delay between the time that payment is approved, and when the funds are actually withdrawn from the customer’s account. Upon approval, a hold is put on the funds, but the amount is not withdrawn until the merchant has had a chance to review the purchase and “capture” the funds.
Sale	The amount of the purchase is authorized and withdrawn from the customer’s account at the same time.

5. Complete the Advanced Settings as applicable for your store.



PayPal Payments Advanced Basic Settings

Advanced Settings

1. At the bottom of the Basic Settings section, click **Advanced Settings**.
2. Set **Payment Applicable from** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

3. To be able to edit the security code after it has been entered by the customer, set **CVV Entry is Editable** to “Yes.”

Billing Agreement Settings

A billing agreement is a sales agreement between the merchant and customer which has been authorized by PayPal for use with multiple orders. After PayPal authorizes the agreement, the payment system issues a unique reference ID to identify each order that is associated with the agreement. Similar to a purchase order, there is no limit to the number of billing agreements a customer can set up with your company.

1. At the bottom of the Advanced Settings section, click to expand the **PayPal Billing Agreement Settings** section.
2. To allow billing agreements, set **Enabled** to “Yes.” During the checkout process, the Billing Agreement payment option appears only for customers who have already entered into a billing agreement with your company.
3. Enter a **Title** to identify this payment method during checkout. For example, “PayPal Billing Agreement.”

4. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which the Billing Agreements option is listed with other methods.

5. Set **Payment Action** to one of the following:

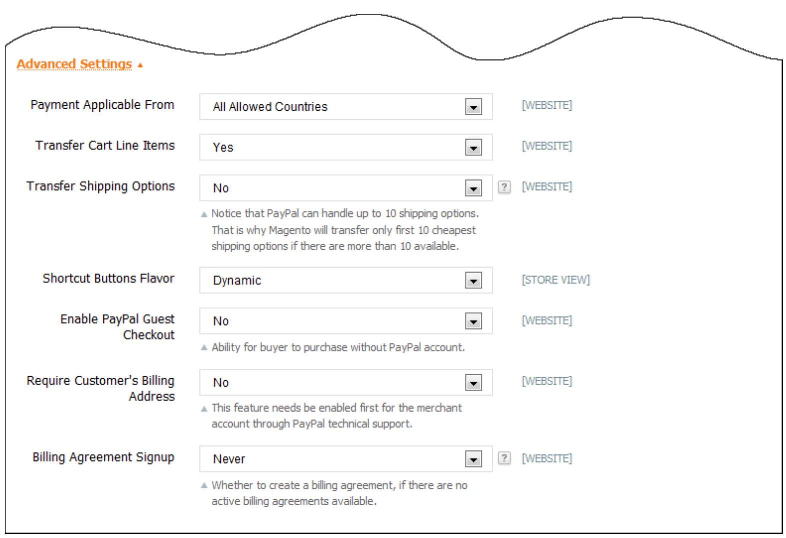
Authorization	With this payment action, there is a delay between the time the payment is approved, and when the funds are withdrawn from the customer's account. A hold is put on the funds, but the amount is not withdrawn until the funds are "captured" by the merchant.
Sale	The amount of the purchase is authorized and immediately withdrawn from the customer's account.

6. Set **Payment Applicable from** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

7. To display a summary of each line item from the customer's order on your PayPal payments page, set **Transfer Cart Line Items** to "Yes."

8. To allow customers to initiate a billing agreement from their account dashboard, set **Allow in Billing Agreement Wizard** to "Yes."



PayPal Billing Agreement Settings

Settlement Report Settings

Your customers can set up a subscription to receive settlement reports from PayPal on a regular schedule. PayPal retains each settlement report for forty-five days.

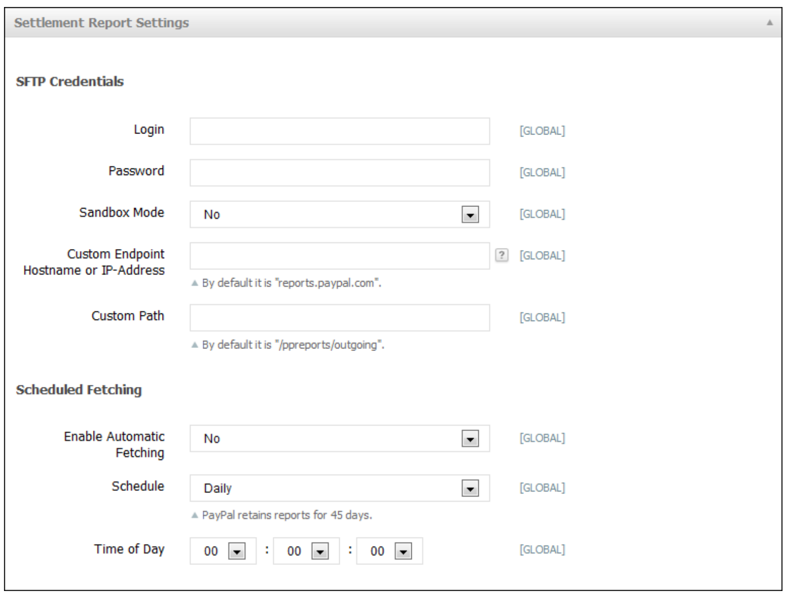
1. At the bottom of the Advanced Settings section, click to expand the **Settlement Report Settings** section.
2. If you have already signed up for PayPal's Secure FTP Server, enter the following **SFTP Credentials**:
   - Login
   - Password

   To learn more, see: Accessing Reports using Secure FTP Server
3. To run test reports before "going live" on your site, set **Sandbox Mode** to "Yes."

   (Don't forget to set Sandbox Mode to "No" when you are ready to run actual Settlement Reports for your store.)
4. Enter the **Custom Endpoint Hostname or IP-Address**. By default, the value is set to: reports.paypal.com
5. Enter the **Custom Path** where reports are saved. By default, the value is set to: /ppreports/outgoing
6. To generate reports on schedule, do the following under Scheduled Fetching:
   a. Set **Enable Automatic Fetching** to "Yes."
   b. Set **Schedule** to one of the following:

- Daily
- Every 3 Days
- Every 7 Days
- Every 10 Days
- Every 14 Days
- Every 30 Days
- Every 40 Days

c. Set **Time of Day** to the hour, minute, and second that you want the reports to be generated.



PayPal Settlement Reports

Frontend Experience Settings

The Frontend Experience settings give you the ability to customize your PayPal merchant pages to create a more seamless transition when customers are transferred to the PayPal site during checkout.

1. Select the **PayPal Product Logo** you want to appear in the PayPal block on the Home and catalog pages of your store. The PayPal logo is available in four styles and two sizes. Options include:

   - No Logo
   - We Prefer PayPal (150 x 60 or 150 x 40)
   - Now Accepting PayPal (150 x 60 or 150 x 40)
   - Payments by PayPal (150 x 60 or 150 x 40)
   - Shop Now Using PayPal (150 x 60 or 150 x 40)

   > Use the Layout Editor to control the placement of the PayPal block in your store.

2. Under PayPal Merchant Pages Style, do the following to customize the appearance of your PayPal merchant pages:

   a. Enter the name of the **Page Style** that you want to apply to your PayPal merchant pages. The options include:

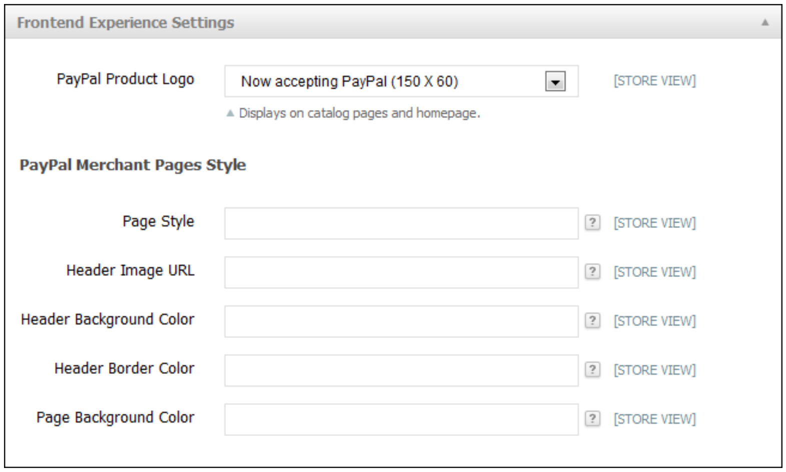
paypal	Uses the PayPal page style.
primary	The page style which you identified as the “primary” style in your account profile.
page_style_name	The name of a custom payment page style which is specified in your account profile.

   b. In the **Header Image URL** field, enter the URL of the image that you want to appear in the upper-left corner of the payment page. The maximum file size is 750 pixels wide by 90 pixels high.

   > PayPal recommends that the image be read from a secure (https) server, to avoid the customer’s browser from displaying a message that the payment page contains insecure items.

   c. Enter the HTML hex code without the “#” symbol, for each of the following:

- Header Background Color
- Header Border Color
- Page Background Color



PayPal Frontend Experience Settings

Step 4: Complete the PayPal Express Checkout Settings

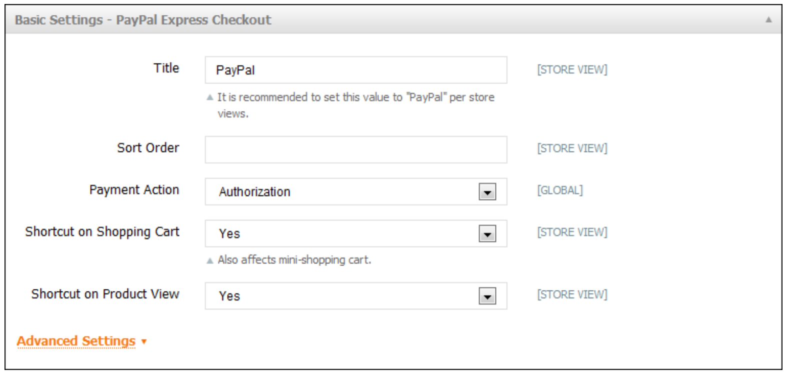
1. Click to expand the **Basic Settings - PayPal Express Checkout** section.
2. Enter a **Title** to identify this payment method during checkout. It is recommended to set the title to, “PayPal” for each store view.
3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Payments Standard is listed with the other methods. Payment methods appear in ascending order based on the Sort Order value.
4. Set **Payment Action** to one of the following:

Authorization	Approves the purchase and puts a hold on the funds. The amount is not withdrawn until it is “captured” by the merchant.
Sale	The amount of the purchase is authorized and immediately withdrawn from the customer’s account.

5. To display the “Check out with PayPal” button on the Shopping Cart page, set **PayPal Shortcut on Shopping Cart** to “Yes.”

6. To display the "Check out with PayPal" button on the Product Detail page, set **Shortcut on Product View** to "Yes."

7. Complete the Advanced Settings described below.



PayPal Express Checkout Basic Settings

Advanced Settings

1. Set **Payment Applicable from** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. Hold the Ctrl key down and select each country from which you accept payment.

2. To display a full summary of the customer's order by line item from the PayPal site, set **Transfer Cart Line Items** to "Yes."

   - To also include up to ten delivery options in the summary, set **Transfer Shipping Options** to "Yes." (This option appears only if line items are set to transfer.)

3. To determine the type of image used for the PayPal acceptance button, set **Shortcut Button Flavor** to one of the following:

Dynamic	(Recommended) Displays an image that can be dynamically changed from the PayPal server.
Static	Displays a specific image that cannot be dynamically changed.

4. To allow customers without PayPal accounts to make a purchases with this method, set **Enable PayPal Guest Checkout** to "Yes."

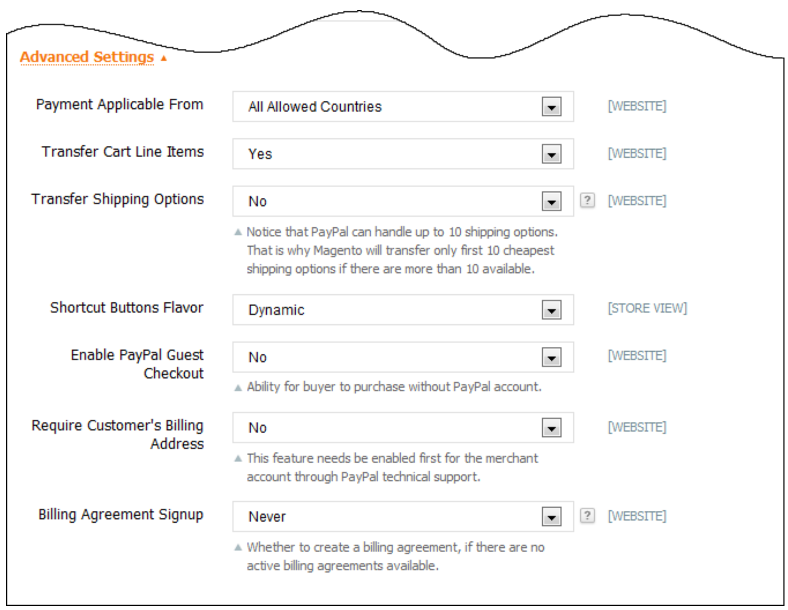
5. Set **Require Customer's Billing Address** to one of the following:

Yes	Requires the customer's billing address for all purchases.
No	Does not require the customer's billing address for any purchases.
For Virtual Quotes Only	Requires the customer's billing address for virtual quotes only.

6. Set **Billing Agreement Signup** to one of the following:

Auto	Automatically displays the Billing Agreement Signup form.
Ask Customer	Asks customers if they want to create a billing agreement.
Never	Does not ask customers if they want to create a billing agreement.

7. When complete, click the **Save Config** button to save the settings.



PayPal Express Checkout Advanced Settings

PayPal Payments Pro

Need help? Call PayPal Sales Support: **877-579-5973**

PayPal Payments Pro brings you all the benefits of a merchant account and payment gateway in one, plus the ability to create your own, fully customized checkout experience. PayPal Express Checkout is automatically enabled with PayPal Payments Pro, so you can tap into more than 110 million active PayPal users. PayPal Payments Pro supports Magento Payment Bridge, 3D Secure, Cardholder Verification Value (CVV), and can be used to create orders directly from the Admin panel. Supported credit cards include Visa, MasterCard, Discover, American Express, Switch/Maestro, and Solo.

Requirements

- PayPal Business Account (with Direct Payments Activated)

Checkout Workflow

- PayPal Payments Pro lets your customer stay on your site during the checkout process.
- PayPal Express Checkout redirects your customer to the PayPal site to complete the transaction.

Get Started!

To get started, complete the required settings in Step 1 of "Setting Up PayPal Payments Pro."

Setting Up PayPal Payments Pro

Intermediate

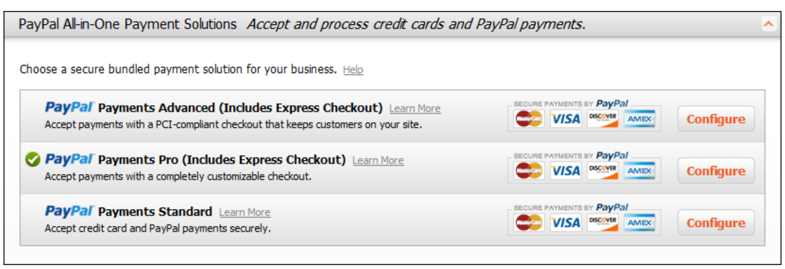
PayPal Payments Pro brings you all the benefits of a merchant account and payment gateway in one, plus the ability to create your own, fully customized checkout experience. “PayPal Express Checkout” is automatically enabled with PayPal Payments Pro, so you can tap into more than 100 million active PayPal users.

Process Overview:

Step 1: Complete the Required Settings

You can have two PayPal solutions active at the same time: PayPal Express Checkout, plus any one of the All-In-One solutions. If you change payment solutions, the one you used previously is automatically disabled.

1. On the Admin menu, select **System** > **Configuration.**
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. In the Merchant Location section, enter the **Merchant Country** where your business is located. If you leave this field blank, the default country from your store configuration is used.
4. Under PayPal All-in-One Payments Solutions, in the PayPal Payments Pro section, click the **Configure** button.

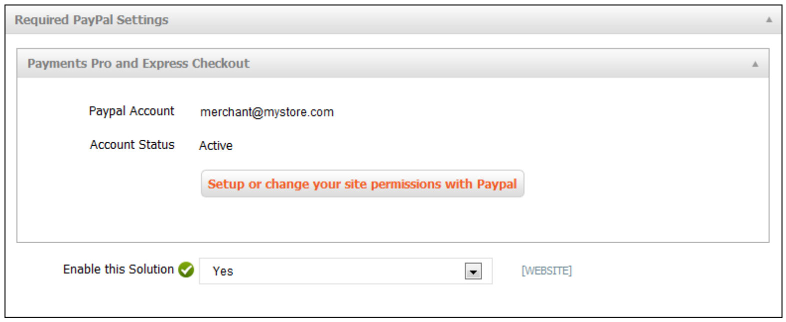


PayPal Payments Pro (Includes Express Checkout)

5. Under Required PayPal Settings, in the **Payments Pro and Express Checkout** section, do one of the following:

- If you already have a PayPal business account, click the **Setup or change your site permissions with PayPal** button. Then, log in to your account and follow the instructions to complete the necessary permissions settings.
- If you do not yet have a PayPal business account, click the "**Click here to create an account**" link. Then, follow the instructions to set up your account.

6. When complete, set **Enable this Solution** to "Yes."



PayPal Payments Pro Account Settings

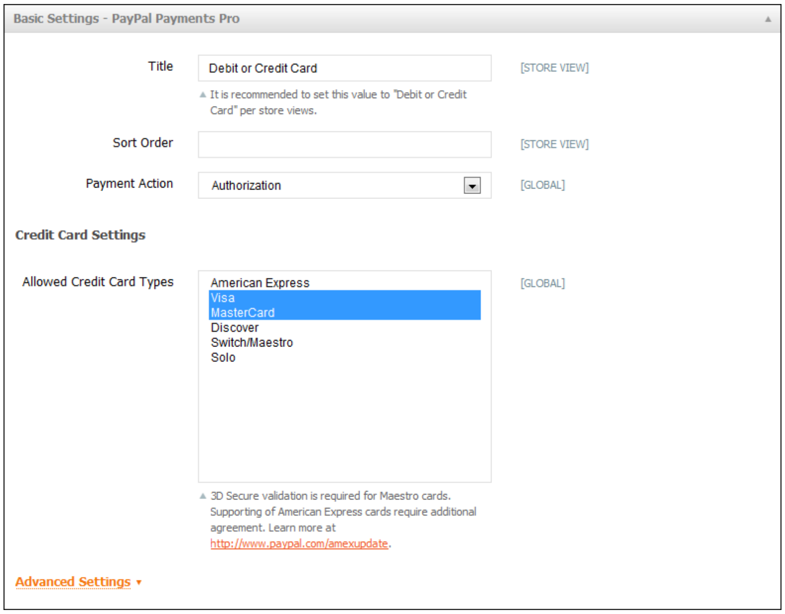
Step 2: Complete the Basic Settings

1. If your store has multiple views, make sure to set **Current Configuration Scope** box in the upper-left corner to the view where these settings apply.
2. Enter a **Title** to identify this payment method during checkout. It is recommended that you use the title "PayPal" for each store view.
3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Payments Standard is listed with the other methods.
4. Set **Payment Action** to one of the following:

Authorization	With this payment action, there is a delay between the time the payment is approved, and when the funds are withdrawn from the customer's account. A "hold" is put on the funds, but the amount is not withdrawn from the customer's account until the funds are "captured" by the merchant.
Sale	The amount of the purchase is authorized and withdrawn from the customer's account at the same time.

5. Under Credit Card Settings, in the **Allow Credit Card Types** list, select each credit card that you accept. (Hold the Ctrl key down and click the name of each card.)

> 3D Secure validation is required for Maestro cards. For American Express, an additional agreement is required.



Basic Settings - PayPal Payments Pro

Step 3: Complete the Advanced Settings

1. Set **Payment Applicable** from to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

2. To require the customer enter the three-digit security code from the back of the card, set **Require CVV** Entry to "Yes."

3. If using 3D Secure Card validation, set **Enable 3D Secure Card Validation on Frontend** to "Yes."

4. Complete the following sections, as needed for your store:
   - Settlement Report Settings
   - Frontend Experience Settings

5. When finished, click the **Save Config** button.

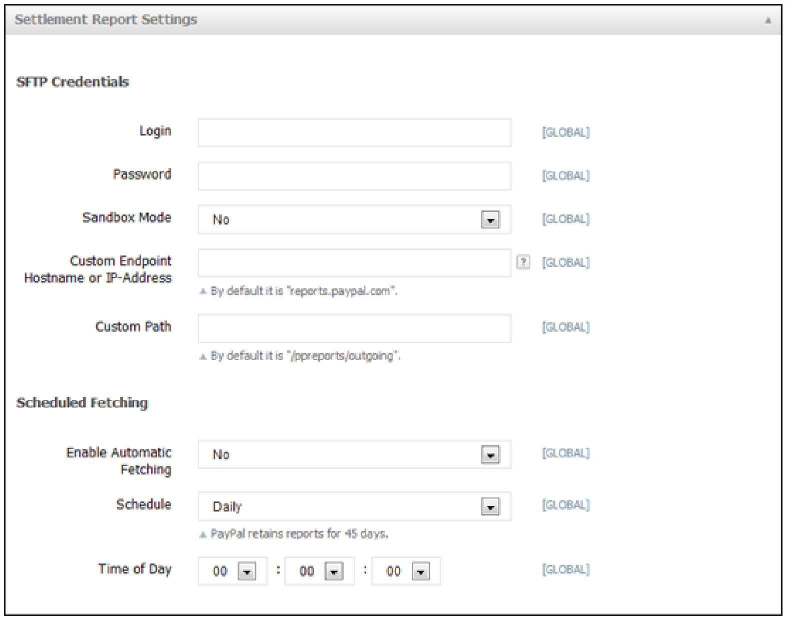
Advanced Settings - PayPal Payments Pro

Settlement Report Settings

1. If you have signed up for PayPal's Secure FTP Server, enter the following SFTP login credentials:
   - Login
   - Password
2. To run test reports before "going live," with Express Checkout on your site, set Sandbox Mode to "Yes."
3. Enter the Custom Endpoint Hostname or IP-Address. By default, the value is: reports.paypal.com
4. Enter the Custom Path where reports are saved. By default, the value is: /ppreports/outgoing
5. To generate reports according to schedule, under Scheduled Fetching, make the following settings:
   a. Set Enable Automatic Fetching to "Yes."
   b. Set Schedule to one of the following:
      - Daily
      - Every 3 Days
      - Every 7 Days
      - Every 10 Days
      - Every 14 Days
      - Every 30 Days
      - Every 40 Days

PayPal retains each report for forty-five days.

6. Set Time of Day to the hour, minute, and second when you want the reports to be generated.



PayPal Settlement Report Settings

Frontend Experience Settings

1. Select the **PayPal Product Logo** that you want to appear in the PayPal block in your store. The PayPal logos are available in four styles and two sizes. Options include:

   - No Logo
   - We Prefer PayPal (150 x 60 or 150 x 40)
   - Now Accepting PayPal (150 x 60 or 150 x 40)
   - Payments by PayPal (150 x 60 or 150 x 40)
   - Shop Now Using PayPal (150 x 60 or 150 x 40)

   > Use the Layout Editor to control the placement of the PayPal block in your store. It can be set to appear in the sidebar of your Home and catalog pages.

2. To customize the appearance of your PayPal Merchant pages, do the following:

a. Enter the name of the **Page Style** that you want to apply to your PayPal merchant pages. The options include:

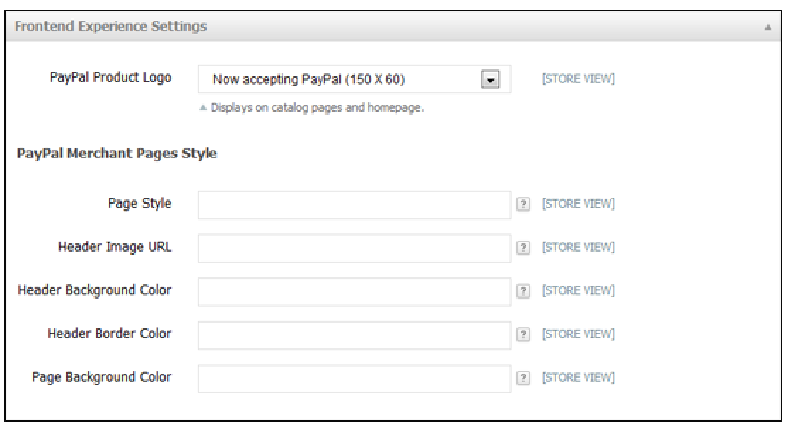
paypal	Uses the PayPal page style.
primary	The page style which you identified as the “primary” style in your account profile.
page_style_name	The name of a custom payment page style which is specified in your account profile.

b. In the **Header Image URL** field, enter the URL of the image that you want to appear in the upper-left corner of the payment page. The maximum file size is 750 pixels wide by 90 pixels high.

> PayPal recommends that the image be located on a secure (https) server. Otherwise, the customer’s browser may warn that “the page contains both secure and nonsecure items.”

c. Enter the **HTML hex code** without the “#” symbol, for each of the following:

- Header Background Color
- Header Border Color
- Page Background Color



PayPal Frontend Experience Settings

PayPal Payflow Pro

Intermediate

Need help? Call PayPal Sales Support: **877-579-5973**

PayPal Payflow Pro connects your merchant account to a fully customizable gateway that lets customers pay by credit card without leaving your site. Payflow Pro includes the ability to process Express Checkout transactions. A PayPal business account is required to enable this solution.

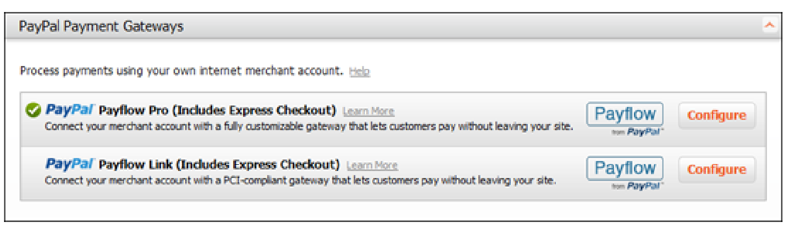
Process Overview:

Step 1: Complete the Required Settings

You can have two PayPal solutions active at the same time: Express Checkout, plus any one of the All-In-One or Payment Gateway solutions. If you change payment solutions, the one you used previously is deactivated.

Follow these steps to begin the configuration and complete the authentication settings of PayPal Payflow Pro from the Admin panel of your Magento Go store.

1. On the Admin panel, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. In the Merchant Location section, select the **Merchant Country** where your business is located.
4. Under PayPal Payment Gateways, in the PayPal Payflow Pro section, click the **Configure** button.



Configure PayPal Payflow Pro

5. Under Required PayPal Settings, in the Payflow Pro and Express Checkout section, do the following:

a. (Optional) Enter the **Email Address** that is associated with your PayPal merchant account.

b. Set **Partner** to "PayPal."

c. In the **User** field, enter one of the following:

- The name of the additional user set up for your PayPal account.
- The username required to log in to your PayPal merchant account.

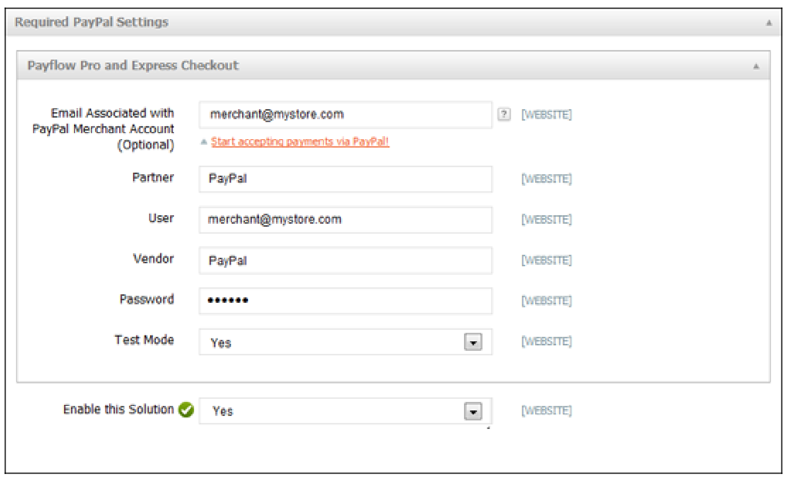
d. Set **Vendor** to "PayPal."

e. Enter the **Password** that is associated with your PayPal account.

f. If you are testing the configuration with a Sandbox account, set **Test Mode** to "Yes."

When you are ready to "go live" with this solution, remember to return to the configuration, and set Test Mode to "No."

6. When these settings are complete, set **Enable this Solution** to "Yes"



Payflow Pro and Express Checkout

Step 2: Complete the Basic Settings for Payflow Pro

1. If your store has multiple views, make sure to set **Current Configuration Scope** in the upper-left corner to the view where these settings apply.

2. Enter a **Title** to identify PayPal Payflow Pro during checkout. It is recommended to use the title, "Debit or Credit Card."

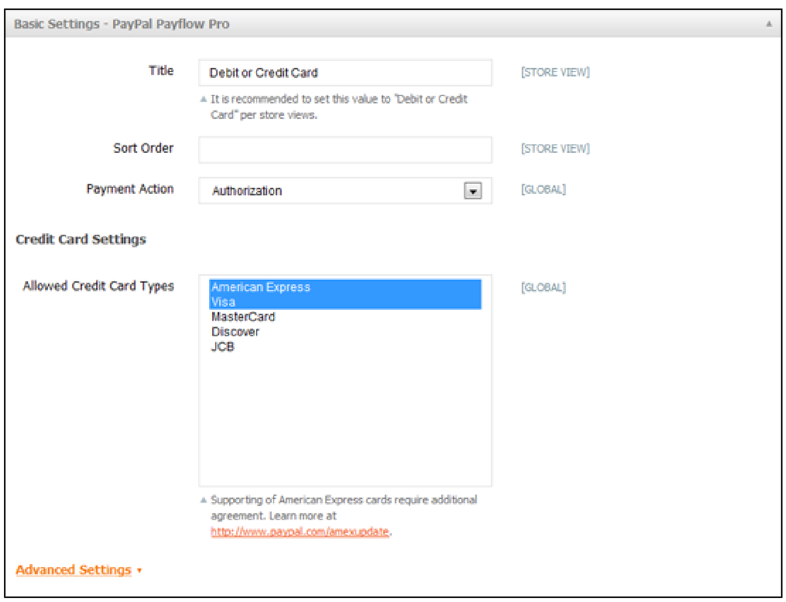
3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Payflow Pro is listed, using the title you assigned, with the other payment methods during checkout.

4. Set **Payment Action** to one of the following:

Authorization	Approves the purchase and puts a hold on the funds. The amount is not withdrawn from the customer's account until it is "captured" by the merchant.
Sale	The amount of the purchase is authorized and immediately withdrawn from the customer's account.

5. Under Credit Card Settings, in the **Allowed Credit Card Types** list, select each credit card that you accept. (To select multiple cards, hold the Ctrl key down and click the name of each card.)

> 3D Secure validation is required for Maestro cards. For American Express, an additional agreement is required.



Basic Settings - PayPal Payflow Pro

Advanced Settings

1. At the bottom of the Basic Settings section, click Advanced Settings.

2. Set **Payment Applicable from** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

3. To require that customers enter the three-digit card verification value from the back of the card, set **Require CVV** Entry to "Yes."

4. To use 3D Secure Card validation, set **Enable 3D Secure Card Validation on Frontend** to "Yes." Then, do the following:

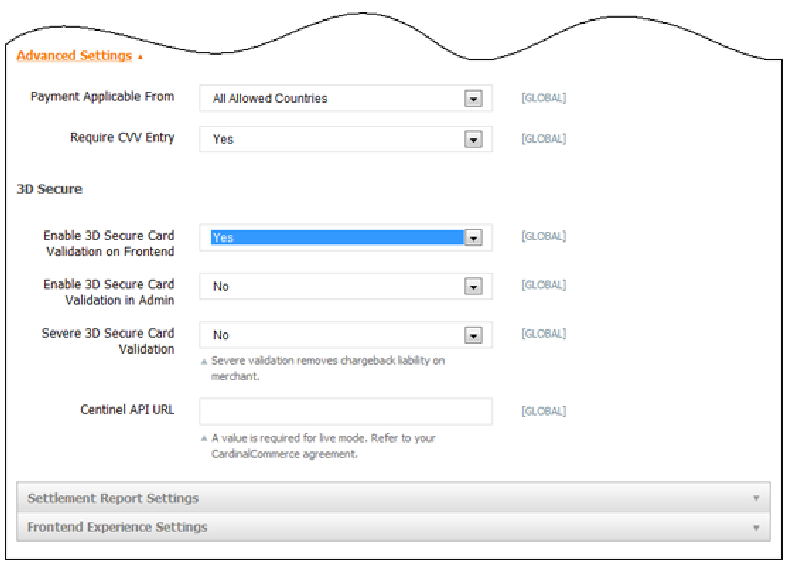
   a. To permit the entry of CVV codes from the Admin panel, set Enable 3D Secure Card Validation in Admin to "Yes."

   b. To remove the merchant's chargeback liability, set Severe 3D Secure Card Validation to "Yes."

   c. If operating in "live mode," enter your Centinel API URL. For more information, see your Cardinal Commerce agreement.

5. Complete the following sections as needed for your store:

   - Settlement Report Settings
   - Frontend Experience Settings

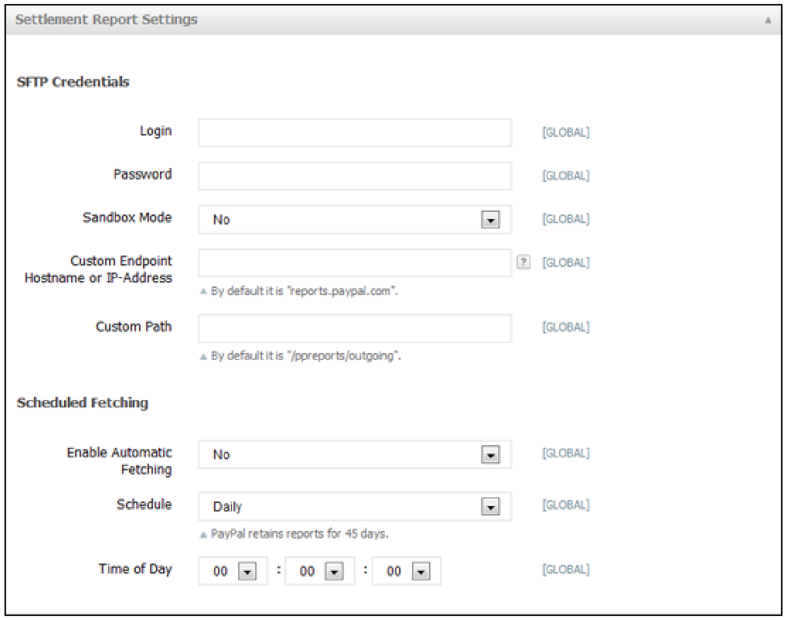


Advanced Settings - PayPal Payflow Pro

Settlement Report Settings

1. If you have signed up for PayPal's Secure FTP Server, enter the following SFTP login credentials:
   - Login
   - Password
2. To run test reports before "going live," with Express Checkout on your site, set Sandbox Mode to "Yes."
3. Enter the Custom Endpoint Hostname or IP-Address. By default, the value is: reports.paypal.com
4. Enter the Custom Path where reports are saved. By default, the value is: /ppreports/outgoing
5. To generate reports according to schedule, under Scheduled Fetching, make the following settings:
   a. Set Enable Automatic Fetching to "Yes."
   b. Set Schedule to one of the following:
      - Daily
      - Every 3 Days
      - Every 7 Days
      - Every 10 Days
      - Every 14 Days
      - Every 30 Days
      - Every 40 Days

      PayPal retains each report for forty-five days.
6. Set Time of Day to the hour, minute, and second when you want the reports to be generated.



PayPal Settlement Report Settings

Frontend Experience Settings

1. Select the **PayPal Product Logo** that you want to appear in the PayPal block in your store. The PayPal logos are available in four styles and two sizes. Options include:
   - No Logo
   - We Prefer PayPal (150 x 60 or 150 x 40)
   - Now Accepting PayPal (150 x 60 or 150 x 40)
   - Payments by PayPal (150 x 60 or 150 x 40)
   - Shop Now Using PayPal (150 x 60 or 150 x 40)

   > Use the Layout Editor to control the placement of the PayPal block in your store. It can be set to appear in the sidebar of your Home and catalog pages.

2. To customize the appearance of your PayPal Merchant pages, do the following:

a. Enter the name of the **Page Style** that you want to apply to your PayPal merchant pages. The options include:

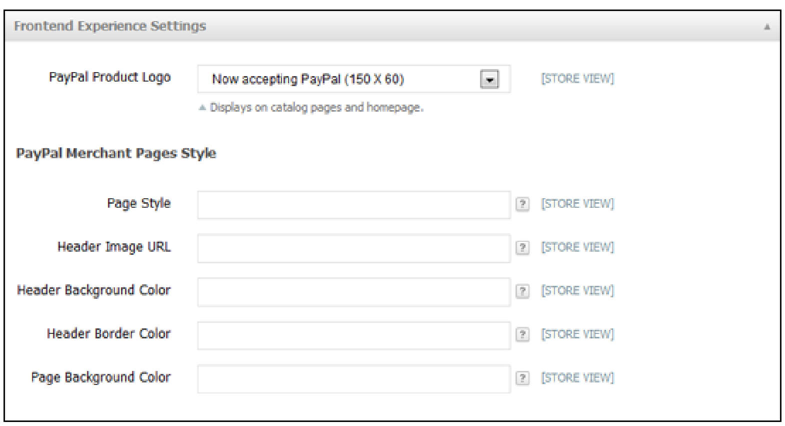
paypal	Uses the PayPal page style.
primary	The page style which you identified as the "primary" style in your account profile.
page_style_name	The name of a custom payment page style which is specified in your account profile.

b. In the **Header Image URL** field, enter the URL of the image that you want to appear in the upper-left corner of the payment page. The maximum file size is 750 pixels wide by 90 pixels high.

> PayPal recommends that the image be located on a secure (https) server. Otherwise, the customer's browser may warn that "the page contains both secure and nonsecure items."

c. Enter the **HTML hex code** without the "#" symbol, for each of the following:

- Header Background Color
- Header Border Color
- Page Background Color



PayPal Frontend Experience Settings

Step 3: Complete the Settings for Express Checkout

1. If your store has multiple views, make sure to set **Current Configuration Scope** in the upper-left corner to the view where the configuration applies.
2. Enter a **Title** to identify this payment method during checkout. It is recommended to set the title to, "PayPal" for each store view.
3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Express Checkout is listed, using the title you assigned, with other payment methods. Payment methods appear in ascending order based on the Sort Order value.
4. Set **Payment Action** to one of the following:

Authorization	Approves the purchase and puts a hold on the funds. The amount is not withdrawn from the customer's account until it is "captured" by the merchant.
Sale	The amount of the purchase is authorized and immediately withdrawn from the customer's account.

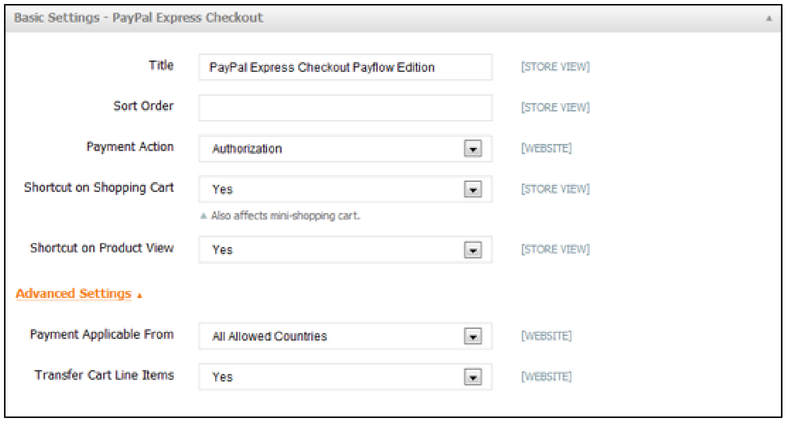
5. To display the "Check out with PayPal" button on the Shopping Cart page, set **PayPal Shortcut on Shopping Cart** to "Yes."
6. To display the "Check out with PayPal" button on the Product Detail page, set **Shortcut on Product View** to "Yes."

Advanced Settings

1. Click to expand the **Advanced Settings** section.
2. Set **Payment Applicable from** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

3. To display a full summary of the customer's order by line item from the PayPal site, set **Transfer Cart Line Items** to "Yes."



Express Checkout Settings

PayPal Payflow Link

Intermediate

Need help? Call PayPal Sales Support: 877-579-5973

PayPal Payflow Link (with Express Checkout) is a hosted payment gateway solution with an embedded checkout that keeps customers on your site. It's the fast and easy way to add transaction processing to your site.

Process Overview:

Step 1: Configure Your PayPal PayFlow Link Account
Step 2: Complete the Required Settings
Step 3: Complete the Basic Settings
Step 4: Complete the Basic Settings for PayPal Express Checkout

Step 1: Configure Your PayPal Payflow Link Account

Before you begin, you must configure your PayPal PayFlow Link account on the PayPal website.

1. Log in to your **PayPal Payflow Link** account.
2. Go to **Service Settings > Hosted Checkout Pages > Set Up**, and do the following:
   a. Set **AVS** to "No."
   b. Set **CSC** to "No."
   c. Set **Enable Secure Token** to "Yes."

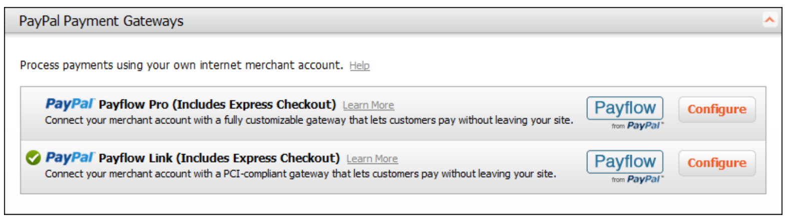
3. **Save** the settings.
4. PayPal recommends that you set up an additional user on your account. To set up an additional user, do the following:
   a. Go to manager.paypal.com and log in to your account.
   b. Follow the instructions to set up an additional user.
   c. **Save** the changes.

Step 2: Complete the Required Settings

You can have two PayPal solutions active at the same time: PayPal Express Checkout, plus any one of the All-In-One or Payment Gateway solutions. If you change payment solutions, the one you used previously is disabled.

To begin the configuration, follow these steps from the Admin panel of your Magento Go store.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. In the Merchant Location section, select the **Merchant Country** where your business is located.
4. Under PayPal Payment Gateways, in the PayPal Payflow Link section, click the **Configure** button.



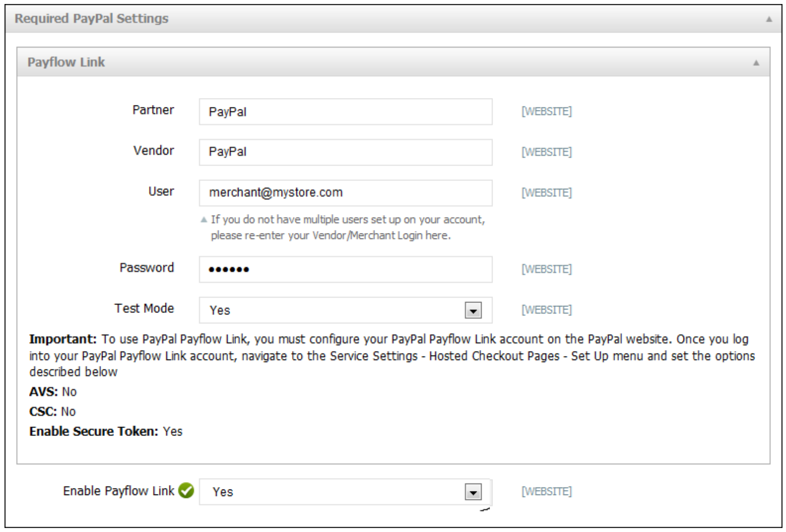
Configure PayPal Payflow Link

Payflow Link Settings

1. Under Required PayPal Settings, in the Payflow Link section, do the following:
   a. Set **Partner** to “PayPal.”
   b. Set **Vendor** to your PayPal user login name.
   c. Do one of the following:
      - Set **User** to the name of the additional user you set up for your PayPal account.
      - Enter the **username** you use to log in to your PayPal merchant account.
   d. Enter the **Password** that is associated with your PayPal account.
   e. Set **Test Mode** to “Yes.”

> When you are ready to “go live” with this solution, remember to return to the configuration and set Test Mode to “No.”

2. When these settings are complete, set **Enable Payflow Link** to "Yes."



PayPal Payflow Link Settings

Express Checkout Settings

1. Click to expand the **Express Checkout** section.

2. Enter the **Email Address** that is associated with your PayPal merchant account.

3. Set **API Authentication Methods** to one of the following:

   - API Signature
   - API Certificate

   If using an API certificate, click the **Browse** button and select the file to upload.

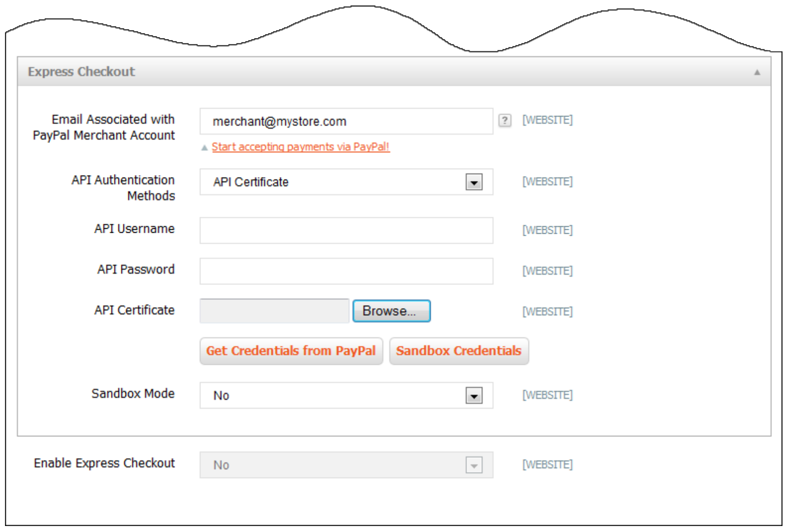
4. If necessary, click the **Get Credentials from PayPal** button. Then, complete the following:

   - API Username
   - API Password
   - API Signature

5. If you are using credentials from your sandbox account, set **Sandbox Mode** to "Yes."

   If necessary, click the **Sandbox Credentials** button and follow the instructions to set up your testing environment.

6. When these sections are complete, set **Enable Express Checkout** to "Yes."

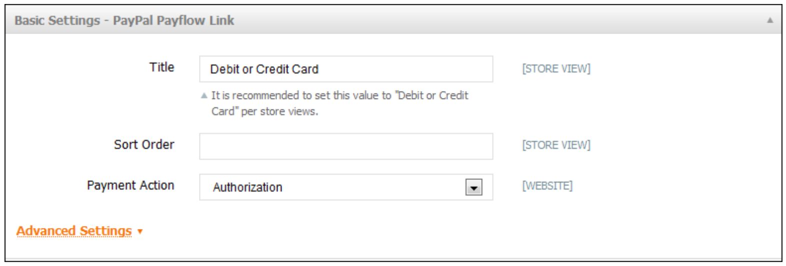


PayPal Express Checkout Settings

Step 3: Complete the Basic Settings

1. If your store has multiple views, make sure to set **Current Configuration Scope** in the upper-left corner to the view where these settings apply.
2. Enter a **Title** to identify PayPal Payflow Link during checkout. It is recommended that you use the title, "Debit or Credit Card."
3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Payflow Link is listed, using the title you have assigned, with other payment methods during checkout.
4. Set **Payment Action** to one of the following:

Authorization	Approves the purchase and puts a hold on the funds. The amount is not withdrawn from the customer's account until it is "captured" by the merchant.
Sale	The amount of the purchase is authorized and immediately withdrawn from the customer's account.



Basic Settings - PayPal Payflow Link

Advanced Settings

1. At the bottom of the Basic Settings section, click Advanced Settings.
2. Set Payment Applicable From to one of the following:

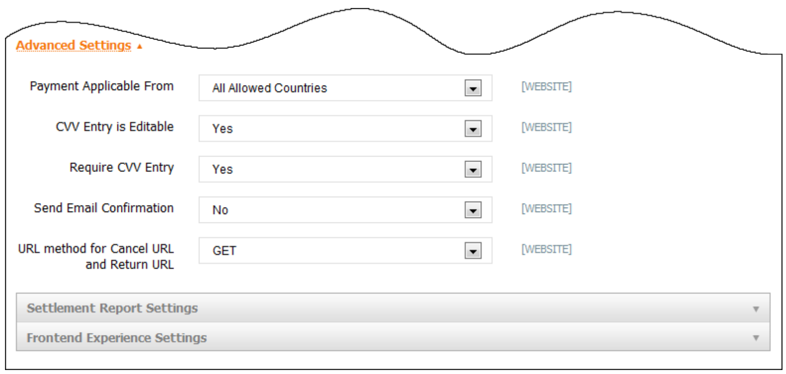
All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

3. To configure the use of the three-digit CVV security on the back of credit cards, do the following:
   a. To be able to edit the security code after it has been entered by the customer, set **CVV Entry is Editable** to "Yes."
   b. To require that customers enter the three-digit security code from the back of the card, set **Require CVV Entry** to "Yes."
   c. To send an email confirmation of the payment to the customer, set **Send Email Confirmation** to "Yes."
4. For developers, this field identifies the method that is used when information is exchanged with the PayPal server during the completion of a transaction. The "Cancel" and "Return" URLs refer to the page where a customer returns after completing or canceling the payment portion of the checkout process on the PayPal server. Set **URL method for Cancel URL and Return URL** to one of the following:

GET	This default method retrieves information that is the result of a process or calculation.

POST	Provides a block of data, such as data entered into a form, to a data handling process.

5. Complete the following sections as applicable for your store:
   - Settlement Report Settings
   - Frontend Experience Settings



PayPal Express Checkout - Advanced Settings

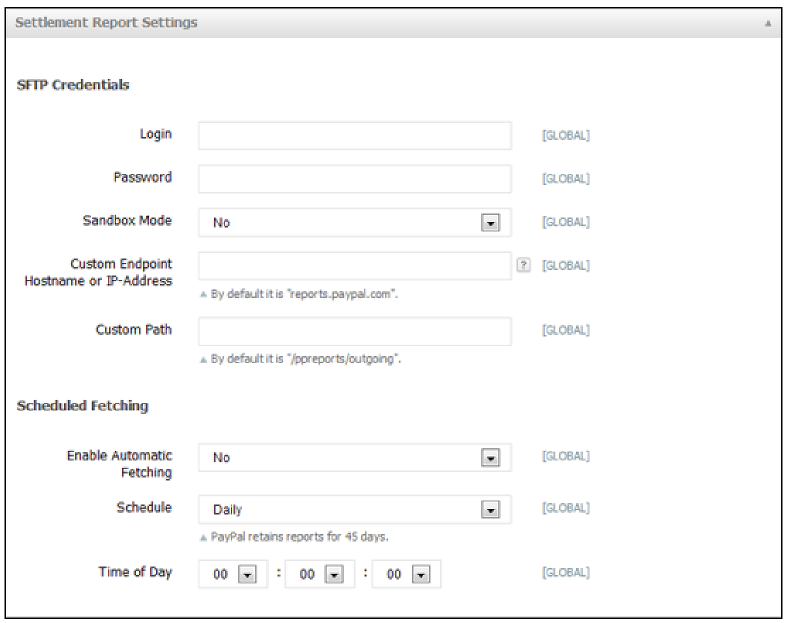
Settlement Report Settings

1. If you have signed up for PayPal's Secure FTP Server, enter the following **SFTP** login credentials:
   - Login
   - Password
2. To run test reports before "going live," with Express Checkout on your site, set **Sandbox Mode** to "Yes."
3. Enter the **Custom Endpoint Hostname or IP-Address**. By default, the value is: reports.paypal.com
4. Enter the **Custom Path** where reports are saved. By default, the value is: /ppreports/outgoing
5. To generate reports according to schedule, under Scheduled Fetching, make the following settings:
   a. Set **Enable Automatic Fetching** to "Yes."
   b. Set **Schedule** to one of the following:

- Daily
- Every 3 Days
- Every 7 Days
- Every 10 Days
- Every 14 Days
- Every 30 Days
- Every 40 Days

PayPal retains each report for forty-five days.

6. Set **Time of Day** to the hour, minute, and second when you want the reports to be generated.



PayPal Settlement Report Settings

Frontend Experience Settings

1. Select the PayPal Product Logo that you want to appear in the PayPal block in your store. The PayPal logos are available in four styles and two sizes. Options include:

   No Logo

We Prefer PayPal	(150 x 60 or 150 x 40)
Now Accepting PayPal	(150 x 60 or 150 x 40)
Payments by PayPal	(150 x 60 or 150 x 40)
Shop Now Using PayPal	(150 x 60 or 150 x 40)

> Use the Layout Editor to control the placement of the PayPal block in your store. It can be set to appear in the sidebar of your Home and catalog pages.

2. To customize the appearance of your PayPal Merchant pages, do the following:

   a. Enter the name of the Page Style that you want to apply to your PayPal merchant pages. The options include:

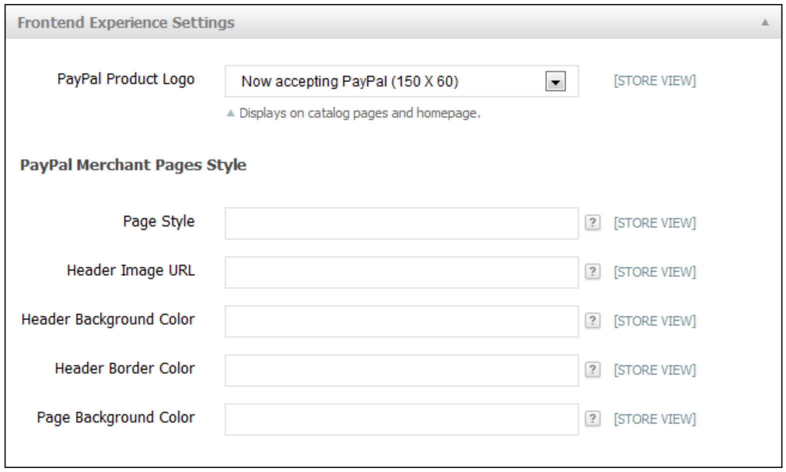
paypal	Uses the PayPal page style.
primary	The page style which you identified as the “primary” style in your account profile.
page_style_name	The name of a custom payment page style which is specified in your account profile.

   b. In the Header Image URL field, enter the URL of the image that you want to appear in the upper-left corner of the payment page. The maximum file size is 750 pixels wide by 90 pixels high.

   > PayPal recommends that the image be located on a secure (https) server. Otherwise, the customer’s browser may warn that “the page contains both secure and nonsecure items.”

   c. Enter the HTML hex code without the “#” symbol, for each of the following:

   - Header Background Color
   - Header Border Color
   - Page Background Color



PayPal Frontend Experience Settings

Step 4: Complete the PayPal Express Checkout Basic Settings

1. If your store has multiple views, make sure to set **Current Configuration Scope** in the upper-left corner to the view where the configuration applies.

2. Enter a **Title** to identify this payment method during checkout. It is recommended to set the title to, "PayPal" for each store view.

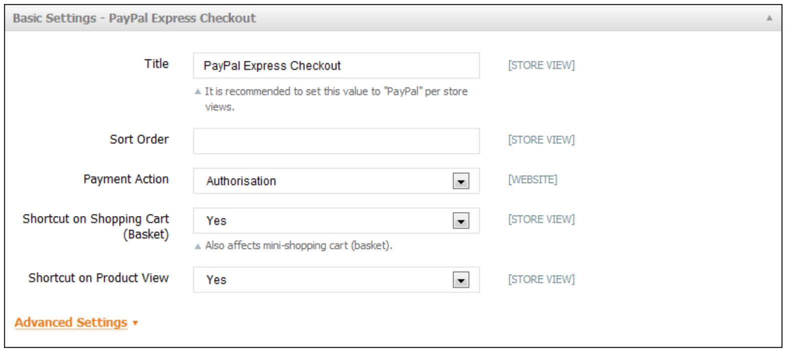
3. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which PayPal Express Checkout is listed, using the title you assigned, with other payment methods during checkout. Payment methods appear in ascending order based on the Sort Order value.

4. Set **Payment Action** to one of the following:

Authorization	Approves the purchase and puts a hold on the funds. The amount is not withdrawn from the customer's account until it is "captured" by the merchant.
Sale	The amount of the purchase is authorized and immediately withdrawn from the customer's account.

5. To display the "Check out with PayPal" button on the Shopping Cart page, set **Shortcut on Shopping Cart** to "Yes."

6. To display the "Check out with PayPal" button on the Product Detail page, set **Shortcut on Product View** to "Yes."



PayPal Express Checkout Basic Settings

Advanced Settings

1. Set **Payment Applicable From** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. (To select multiple countries, hold the Ctrl key down, and click each country where you accept payment.)

2. To display a full summary of the customer's order by line item from the PayPal site, set **Transfer Cart Line Items** to "Yes."

   - To also include up to ten shipping options in the summary, set **Transfer Shipping Options** to "Yes." (This option appears only if line items are set to transfer.)

3. To determine the type of image used for the PayPal acceptance button, set **Shortcut Buttons Flavor** to one of the following:

Dynamic	(Recommended) Displays an image that can be dynamically changed from the PayPal server.
Static	Displays a specific image that does not change.

4. To allow customers without PayPal accounts to make purchases with this method, set **Enable PayPal Guest Checkout** to "Yes."

5. Set **Require Customer's Billing Address** to one of the following:

Yes	Requires the customer's billing address to make a purchase.

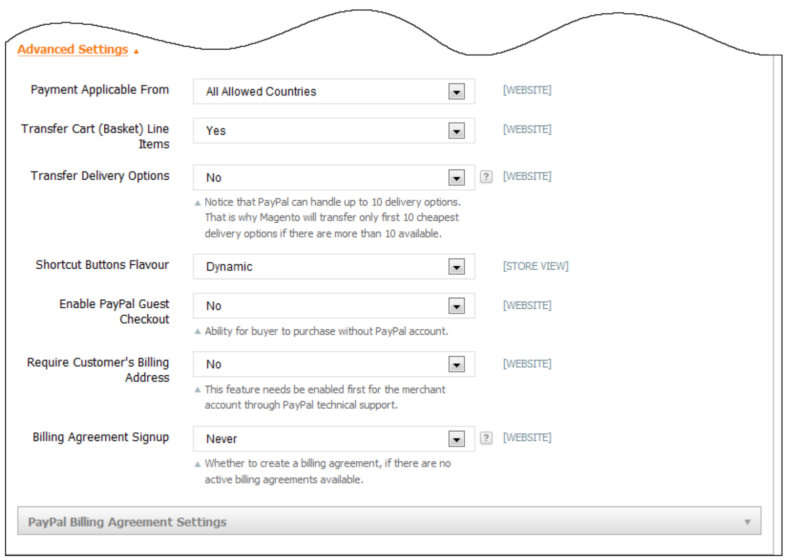
No	Does not require the customer’s billing address to make a purchase.
For Virtual Quotes Only	Requires the customer’s billing address for virtual quotes.

6. Set **Billing Agreement Signup** to one of the following:

Auto	Automatically initiates the Billing Agreement signup process.
Ask Customer	Asks if the customer wants to create a billing agreement.
Never	No action is taken regarding billing agreements.

7. Follow the instructions below to complete the **PayPal Billing Agreement Settings** section.

8. When complete, click the **Save Config** button to save the settings.



PayPal Express Checkout Advanced Settings

Billing Agreement Settings

A billing agreement is a sales agreement between the merchant and customer which has been authorized by PayPal for use with multiple orders. After PayPal authorizes the agreement, the payment system issues a unique reference ID to identify each order that is associated with the agreement. Similar to a purchase order, there is no limit to the number of billing agreements a customer can set up with your company.

1. At the bottom of the Advanced Settings section, click to expand the **PayPal Billing Agreement Settings** section.

2. To activate billing agreements for your store, set **Enabled** to “Yes.” During the checkout process, the Billing Agreement payment option appears only for customers who have already entered into a billing agreement with your company.

3. Enter a **Title** to identify this payment method during checkout. For example, “PayPal Billing Agreement.”

4. If you offer multiple payment methods, enter a **Sort Order** number to determine the sequence in which is Billing Agreement is listed with other agreements.

5. Set **Payment Action** to one of the following:

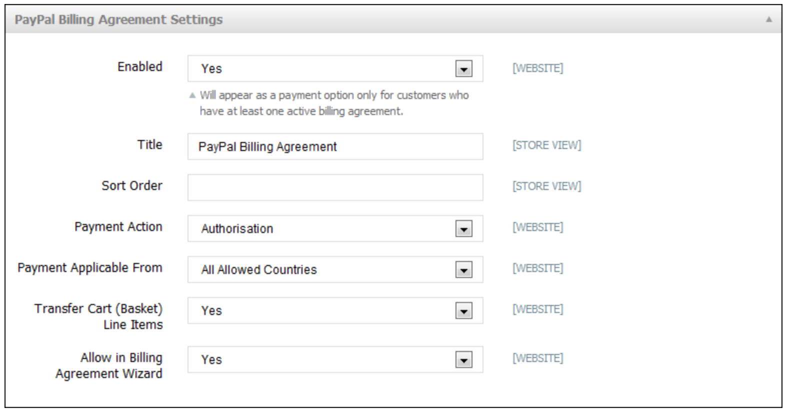
Authorization	Approves the purchase and puts a hold on the funds. The amount is not withdrawn from the customer’s account until it is “captured” by the merchant.
Sale	The amount of the purchase is authorized and immediately withdrawn from the customer’s account.

6. Set **Payment Applicable From** to one of the following:

All Allowed Countries	Accepts payment from the countries already specified in your configuration.
Specific Countries	Accepts payments from only the countries you specify. Hold the Ctrl key down, and in the Payment Applicable From list, click each country where you accept payment.

7. To display a summary of each line item from the customer’s order on your PayPal payments page, set **Transfer Cart Line Items** to “Yes.”

8. To allow customers to initiate a billing agreement from their account dashboard, set **Allow in Billing Agreement Wizard** to “Yes.”



Billing Agreement Settings

PayPal API

Intermediate

Some PayPal payment solutions require API credentials to establish a connection to the PayPal server. Merchants engaged in business outside of United States must provide API credentials if using either PayPal Express Checkout or Website Payments Pro.

To set up your PayPal API credentials:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Payment Methods, do one of the following:
   - In the All-in-One Solutions section for PayPal Payments Advanced, click the **Configure** button.
   - In the Payment Gateways section for PayPal Payflow Link, click the **Configure** button.
   - Under Required Settings, scroll down to the Express Checkout section. Then, enter the following API credentials provided by PayPal.

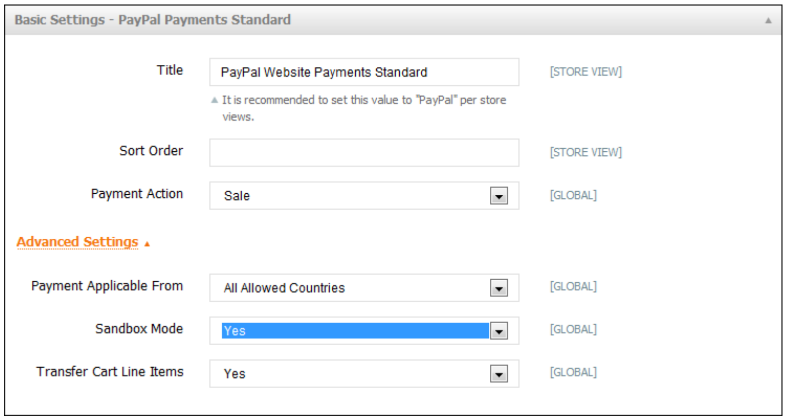
     API Username
     API Password
     API Signature

     To retrieve your credentials from your PayPal account, click the **Get Credentials from PayPal** button.
3. When complete, click the **Save Config** button.

PayPal Sandbox

Intermediate

The PayPal Sandbox is a testing environment that duplicates a live PayPal site, but without actually processing a transaction. The Sandbox allows you to test your entire integration as a "buyer" and "seller" before submitting transactions to the live PayPal environment. You can create and manage test accounts, view email and API credentials for the test accounts. To learn more, see the PayPal Sandbox User Guide.



Activating Sandbox Mode

The PayPal Sandbox can be used to test permissions-based payment solutions, including:

- PayPal Payments Standard
- PayPal Payments Advanced (Includes Express Checkout)
- PayPal Payflow Link (Includes Express Checkout)

Process Overview:

Step 1: Set Up a Sandbox Test Account

Step 2: Enable Sandbox Mode

Step 1: Set Up a Sandbox Test Account

1. Go to developer.paypal.com and log in with your PayPal credentials.
2. In the Applications menu, click **Sandbox Accounts**.
3. Click **Create Account** and do the following:
   a. Select your **Country**.
   b. Select your **Account type**. You can choose a personal account or business account.

c. Enter a **Password**of 8–20 characters.

d. (Optional) Enter your **First name** and **Last name**.

e. Enter your **PayPal balance**.

f. Select whether or not you have a **Bank verified account**.

g. Set **Select payment card** to one of the following:

- Visa
- Discover

h. Select a **Credit card type** from the drop-down menu.

i. (Optional) Enter any additional **Notes**.

4. When complete, click **Create Account**.

Step 2: Enable Sandbox Mode

1. Find the payment solution you want to set up, and click the **Configure** button. (In this example, we select PayPal Payments Standard.)
2. In the Basic Settings - PayPal Payments Standard section, click **Advanced Settings**.
3. Set **Sandbox Mode** to "Yes."
4. Click the **Save Config** button to save the settings.

Once configured, run some test transactions to make sure that your PayPal setup is capturing and processing the orders correctly.

Notes

Chapter 52:

Payment Gateways

Payment gateways make it possible for you to accept credit card payments directly from your store. Magento Go supports a wide range of payment gateways offering services in all parts of the world that provide secure processing of online transactions.

Worldwide

PayPal	With PayPal's deep integration into Magento Go, you can easily accept credit cards and PayPal payments using PayPal, all while keeping customers on your site. Already have a merchant account? Add PayPal Express checkout to increase conversion.
Authorize.Net	Authorize.Net payment solutions include free fraud tools, free customer support, a free website seal, and the ability to accept multi-channel payments: online, mail order/telephone order, retail and mobile. Trusted by 300,000 customers.
CyberSource	CyberSource, a wholly-owned subsidiary of Visa Inc., is a payment management company. Over 330,000 businesses worldwide use CyberSource to process online payments, streamline fraud management, and simplify payment security. For more information, please visit
First Data	Fast, convenient, and secure. With over 40 years of industry leading experience Express Merchant Processing Solutions (EMPS) powered by First Data helps millions of businesses like yours bring safe, easy, cost-effective payments to their customers with affordable support, regardless of size.
WorldPay	WorldPay operates in forty countries, and is a major global leader in payment processing. They pioneered online payments for small and medium sized businesses and process millions of online payments every day.

North America

PSiGate	PSiGate is a full-service Canadian provider of electronic payment processing services. They deliver a secure interface for your website so you can accept credit card and Interac Online payments with reliable, real-time transaction processing. They ensure maximum performance while taking into account power, security, disaster tolerance and bandwidth requirements.
Braintree	Braintree helps online businesses process credit card payments by providing a merchant account, payment gateway, recurring billing and credit card storage. The company is disrupting the payments industry by providing elegant tools for developers coupled with white-glove support.

Europe

Card Gate Plus	Card Gate Plus is a leading payment service provider based in the Netherlands. Card Gates accepts credit card payments and supports local solutions, such as iDEAL. This article explains how to configure the Card Gate Plus payment gateway for your Magento Go store.
DIBS Payment Services	DIBS Payment Services is the leading independent provider of functional, secure and innovative payment services for Internet commerce in the Nordic countries. DIBS handles more than 13,000 customer transactions daily in seventeen countries.
Ogone Direct Link	Ogone Payment Services (Payment Service Provider) delivers non-face-to-face businesses the payment solutions platform, added value opportunities and technology advancements that become essential for the way payments are performed, managed and secured today.
PAYONE	PAYONE is a leading payment service provider in Germany. Featuring processing of national and international payments and outsourcing of monetary transactions, the payment-Platform Finance Gate makes processes fully automated with the highest performance standards and security in mind.
Sage Pay	SAGE PAY is the UK's largest independent payment service provider, processing millions of secure payments every month for over 33,000 businesses, from startups through to major online, consumer, and business brands.

Oceania

eWAY

Focusing on a high level of standards in technology, innovations and customer care, eWay has become Australia's award winning payment gateway. eWAY specializes in delivering successful eCommerce payment gateway services to thousands of merchants.

Notes

Chapter 53:

Payment Services

The following services provide enhanced security and alternate payment processing services for your store.

Enhanced Security

These enhanced security services provide additional protection against fraudulent charges.

3D Secure Credit Card Validation	3D Secure Credit Card Validation provides an additional layer of protection against fraudulent charges and chargebacks for sales. The service is available only for eligible payment gateways, and must be enabled by the administrator of your Magento Go store.
Kount Fraud Detection	The Kount Fraud Detection service detects possible fraud related to online payments and tracks the transactions, so that illegal or suspect financial activity can be stopped.

Customization

Payment Bridge Styling	Payment Bridge Styling lets you format payment bridge pages with custom CSS styles.

Alternate Payment Processing

These alternate payment processing services direct your customer to their own payment page outside of your Magento Go store. When the payment is complete, the customer returns to your store.

Worldwide

PayPal Express Checkout	PayPal Express displays the “Check out with PayPal” button, to let customers complete the purchase through PayPal.

Europe

Paybox Direct	Paybox is an independent payment service provider based in France, specializing in the European Market. They offer a connection to more than twenty-five payment methods (debit and credit cards, PayPal, Amex, local payment methods, etc).

South Asia

CCAvenue	CCAvenue is the largest and most popular online payment gateway solution serving India and South Asia. With more than 5,000 websites relying on their services, they are a clear leader of online transactions in the region.

3D Secure Credit Card Validation

Intermediate

3D Secure Credit Card Validation provides an additional layer of protection against fraudulent charges and chargebacks for sales. The 3D Secure Credit Card Validation payment service can increase your customers' confidence in the security of transactions made in your store. In addition, some payment service providers extend lower processing rates for transactions that are protected by 3D Secure. The service is available only for eligible payment gateways, and must be enabled by the administrator of your Magento Go store.

3D Secure Credit Card Validation uses Verified by VISA and MasterCard SecureCode payer authentication for purchases made by VISA or MasterCard credit cards. Customers can use either authentication method, depending on the credit card used. Customers can set up authentication for their credit cards either before they make a purchase, or during the checkout process. When customers go through checkout, they are required to provide additional security information.

There are two ways to set up 3D Secure:

The first method uses one of the following payment gateways that is already integrated with 3D Secure. The only additional step required is to enable 3D Secure in the configuration of the payment gateway.

- Authorize.Net
- PayPal Payments Pro
- PayPal Payflow Pro
- Sage Pay Direct
- Worldpay

The second method sets up an independent implementation of 3D Secure that is not associated with any specific payment gateway.

Method 1: Enable an Integrated 3D Secure Method

Assuming that one of the integrated payment methods is already configured and enabled for your store, do the following:

To enable 3D Secure:

1. On the Admin menu, select **System > Configuration.**
2. In the Configuration panel on the left, under Sales, select **Payment Methods**.
3. Complete the following for the payment method you want to enable with 3D Secure:

Authorize.Net

a. Click to expand the **Authorize.Net** section.

b. Set **Enable 3D Secure Card Validation on Frontend** to “Yes.”

PayPal Payments Pro

a. Under PayPal All-in-One Payment Solutions, in the PayPal Payments Pro section, click the **Configure** button.

b. Click to expand the **Basic Settings - PayPal Payments Pro** section. Then at the bottom of the section, click the **Advanced Settings** link.

c. Set **Enable 3D Secure Card Validation on Frontend** to “Yes.”

> 3D Secure is required for Maestro credit cards.

PayPal Payflow Pro

a. Click to expand the **PayPal Payment Gateways** section.

b. In the PayPal Payflow Pro section, click the **Configure** button.

c. Click to expand the **Basic Settings - PayPal Payflow Pro** section. Then at the bottom of the section, click the **Advanced Settings** link.

d. Under 3D Secure, set **Enable 3D Secure Card Validation on Frontend** to “Yes.”

Sage Pay Direct

a. Click to expand the **Sage Pay Direct** section.

b. Set **3D Secure Card Validation** to "Yes."

Worldpay

a. Click to expand the **Worldpay** section.

b. Set **3D Secure Card Validation** to "Yes."

4. When complete, click the **Save Config** button.

Method 2: Set Up 3D Secure Independently

Step 1: Enable 3D Secure for your Merchant Account

1. Do one of the following:
   - Set up a merchant plug-in (MPI) application to enable 3D Secure.
   - Use a hosted service to perform the authentication process for you. To learn more, see Verified by VISA and MasterCard SecureCode.
2. Take note of the following information from your merchant account for the next step:
   - Processor ID
   - Merchant ID
   - Password

Step 2: Configure 3D Secure for Your Store

1. On the Admin menu, select **System > Configuration.**
2. In the Configuration panel on the left, under Sales, select **Payment Services**.
3. Click to expand the **3D Secure Credit Card Validation** section.
4. Enter the following information from your 3D Secure-enabled merchant account:

- Processor ID
- Merchant ID
- Password

5. Do one of the following:
   - To test the configuration and process test transactions, set **Test Mode** to “Yes.”
   - To “go live” with 3D Secure, set **Test Mode** to “No.”
6. To save all exchanges between your store and 3D Secure in a log file, set **Debug** to “Yes.”

   > As required by PCI Data Security Standards, credit card information is not recorded in the log file.

7. When finished, click the **Save Config** button.

Kount Fraud Detection

Intermediate

The Kount Fraud Detection service targets Internet fraud by detecting networks of programs that have been designed to defraud online merchants. The application detects fraud related to credit cards, checks, and PayPal, and then tracks the transactions, so that illegal or suspect financial activity can be stopped. As the merchant, you set up credit card validation rules in the Kount system to monitor transactions related to your online store.

Step 1: Open a Kount Fraud Detection Merchant Account

The first step is to establish a Kount Fraud Detection merchant account. As you go through the process, take note of the following information, which you will need to complete the configuration in Magento Go:

- Kount Merchant ID
- Certificate Password

For more information about opening a merchant account, visit Kount’s website.

Step 2: Configure Your Store for Kount Fraud Detection

1. On the Admin panel of Magento Go, select **System > Configuration > Payment Services**.
2. In the Configuration panel on the left, under Sales, click the Payment Services tab. Click to expand the **Kount Fraud Detection** section, and do the following:
   a. Set **Enabled** to "Yes."
   b. Enter your **Kount Merchant ID** from your Kount Fraud Detection merchant account.
   c. In the **RIS Certificate** field, select the RIS (Risk Inquiry System) certificate to upload. This is the RIS Certificate File that is requested in the Kount Agent Web Console (AWC). If a file is not uploaded, the generic Kount Certificate is used.
   d. In the **Certificate Password** field, enter the password for the RIS Certificate.
   e. If you want to run test transactions, set **Test Mode** to "Yes."
   f. In the **Whitelist** field, type in any IP Addresses which are permitted to use the Kount Fraud Detection system while it's in Test Mode.
   g. The **Current IP** field displays the IP address of the computer you're accessing this from. If you wish to exempt yourself from Test Mode, copy and paste this IP address in the **Whitelist** field.
3. When finished, click the **Save Config** button to save the settings.

Field Descriptions

Field	Scope	Description
Enable	Website	Enables Kount Fraud Detection payment service for your store. Options include: Yes / No.
Kount Merchant ID	Website	Enter the merchant ID for your Kount Fraud Detection merchant account. This information is provided to you by Kount.
RIS Certificate	Website	Select the RIS (Risk Inquiry System) certificate to upload. This is the RIS Certificate File that is requested in the Kount Agent Web Console. If a file is not uploaded, the generic Kount Certificate is used.

Field	Scope	Description
Certificate Password	Website	Enter the RIS certificate password for your Kount Fraud Detection merchant account.
Test Mode	Website	Activates a test environment for running simulated transactions. Options include: Yes / No.
Whitelist	Website	IP Addresses which are permitted to use the Kount Fraud Detection system while it is in Test Mode.
Current IP	Website	Displays the IP address of the computer you're accessing this from. If you wish to exempt yourself from Test Mode, copy and paste this IP address in the Whitelist field.

Payment Bridge Styling

Advanced

To customize a payment bridge with your store's distinctive style, you can add inline CSS styles to format the page.

To customize your payment bridge:

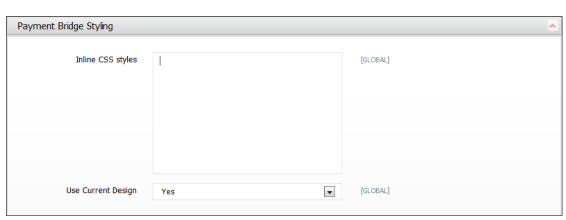
1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Payment Services**.
3. Click to expand the **Payment Bridge Styling** section. Then, do the following:
   a. In the **Inline CSS Styles** text box, add CSS code to customize the appearance of your payment bridge page. For example:

      CSS Example

      ```
      .sub-title {color:red;}

      .form-list label {float:right;}
      ```

   b. Set **Use Current Design** to "Yes."



Payment Bridge Styling

4. When complete, click **Save Config**.

CCAvenue

Intermediate

CCAvenue is a Payment Service Provider that offers payment services in India and South Asia.

Step 1: Open a CCAvenue Merchant Account

The first step is to establish a CCAvenue merchant account. As you go through the process, take note of the following information, which you will need to complete the configuration in Magento Go:

- Merchant ID / User ID
- 32 Bit Working Key

For more information about opening a CCAvenue merchant account, visit their site at www.ccavenue.com.

> Before you continue, make sure you have “Indian Rupee” enabled as the base currency in the Admin panel configurations. If you have a different base currency, CCAvenue will not appear as an alternative payment method in the store checkout.

Step 2: Configure CCAvenue in Magento Go

1. On the Admin panel, select **System > Configuration.**
2. From the Configuration panel on the left, under Sales, select the **Payment Method** tab.
3. Click to expand the **CCAvenue** section. Then, do the following:
   a. To activate this payment method, set **Enabled** to “Yes.”
   b. In the **Title** field, enter an appropriate title to identify this payment method during the checkout process of your Magento Go store.
   c. Enter the following information from your CCAvenue merchant account:
      - Merchant ID / User ID
      - 32 Bit Working Key

d. If you choose to enter a **Transaction ID prefix**, it is recommended that you assign the Transaction ID prefix once only and avoid changing it in the future.

e. In the **Payment from Applicable Countries** list, select the countries where this payment method can be used:

All Allowed Countries	Customers from all countries in the default countries list can use this payment method.
Specific Countries	Customers from only those countries selected in the Payment from Specific Countries list can use this payment method. (The list appears when you select this option.)

f. To set the position of CCAvenue in the list of payment methods that is displayed during checkout, enter a numeric value in the **Sort Order** field.

g. Set **Test Mode** to one of the following:

Yes	To test the configuration and process test transactions, set Test Mode to “Yes.”
No	When you are ready to “go live” with the CCAvenue payment method, set Test Mode to “No.”

h. To record the details of all exchanges between your Magento Go store and the CCAvenue payment system in a log file, set **Debug** to “Yes.”

> In accordance with PCI Data Security Standards, credit card information is not recorded in the log file.

4. When finished, click the **Save Config** button.

Field Descriptions

Options	Scope	Description
Enabled	Website	Enables/disables the CCAvenue payment gateway.
Title	Store View	Identifies this payment method in the checkout settings of the Payment Information page of your Magento Go online store. By default, the title is set to “CCAvenue.”
Merchant ID/ User ID	Store View	Your CCAvenue merchant ID / User Id.
32 Bit Working Key	Store View	Your CCAvenue merchant account 32 bit Working Key.

Options	Scope	Description
Transaction ID prefix	Global	(Optional) Identifies the Transaction ID prefix. If you choose to add a Transaction ID prefix,you should assign the number once and avoid changing it in the future.
Payment from Applicable Countries	Website	Identifies the countries where you want this payment method to be available. Options include: All Allowed Countries: Customers from all countries in the default countries list can use this payment method. Specific Countries: Customers from only the countries selected in the Payment from Specific Countries list can use this payment method.
Payment from Specific Countries	Website	If you have set Payment from Applicable Countries to Specific Countries, this list indicates the country or countries where the customers can use this payment method.
Sort Order	Website	Sets the sort order value for this payment gateway. This value determines the displayed order of the payment method options during the checkout. Payment methods are displayed in ascending order based on sort order value.
Test mode	Website	Specifies whether your Magento Go store is in test mode or production mode for the CCAvenue payment method. Yes: Test mode lets you test the configuration and process test transactions. No: The payment account is in production mode (live) and payments will be processed.
Debug	Website	Set Debug to “Yes,” to record the details of all exchanges between your Magento Go store and the CCAvenue payment system in a log file.

Options	Scope	Description
		In accordance with PCI Data Security Standards, credit card information is not recorded in the log file.

Notes

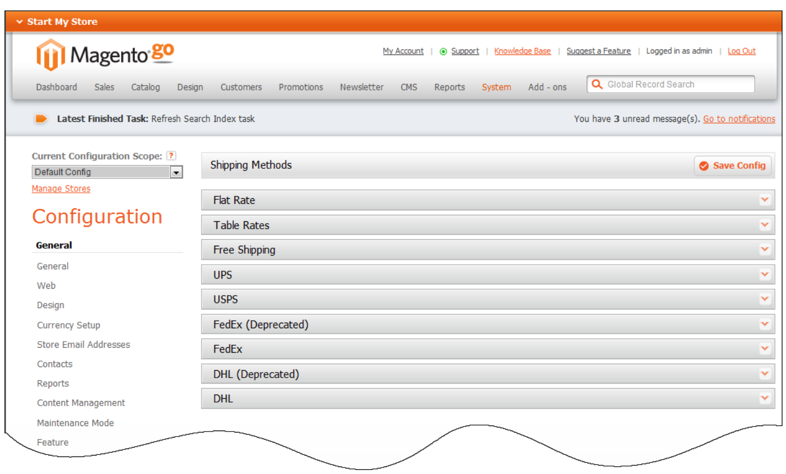
Chapter 54:

Shipping Methods

Magento Go supports a wide range of shipping methods and carriers. This section shows how to configure the shipping methods and carriers that are available in your store. Topics include:

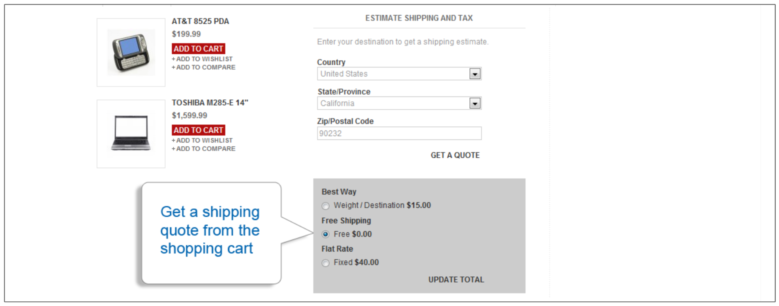
- Shipping Settings
- Shipping Rates
- Supported Carriers

Most of the examples and setup instructions in this chapter take place in the Configuration section of the Admin panel. The Shipping Methods tab manages the configuration for the various shipping methods and services that are available to your customers during checkout.The breadcrumb trail at the beginning of each section shows the path to the configuration settings.

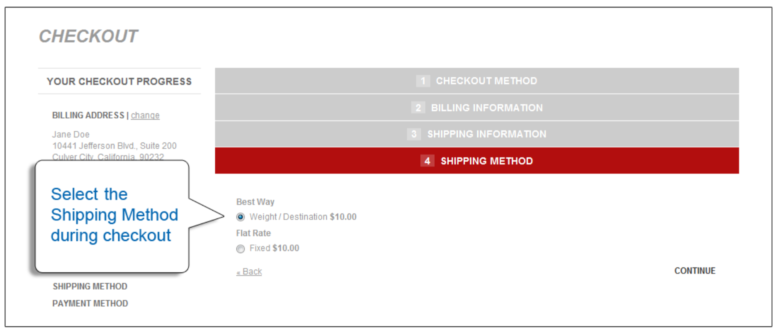


Shipping Methods

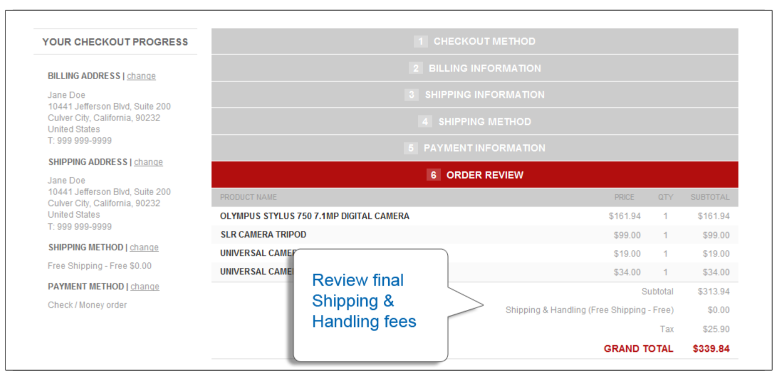
Checkout Shipping Options



Shopping Cart: Get a Quote



Checkout: Choose Shipping Method

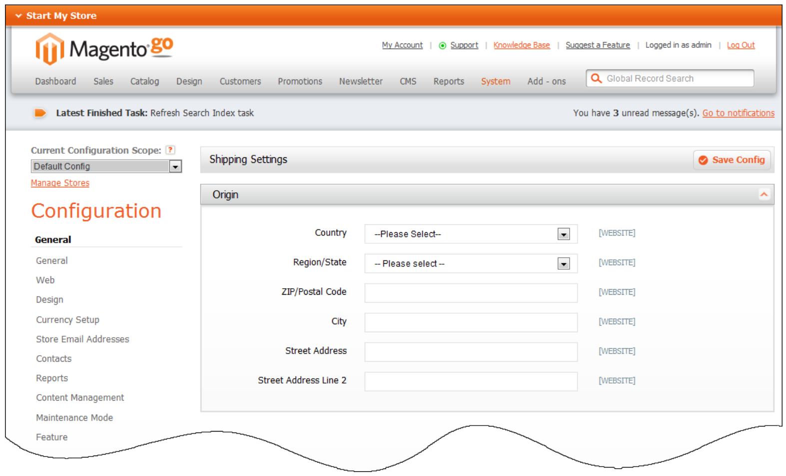


Order Review: Shipping & Handling Charges

Shipping Settings

Easy

The Shipping Settings establish the point of origin for all shipments made from your store or warehouse.



Shipping Settings - Origin

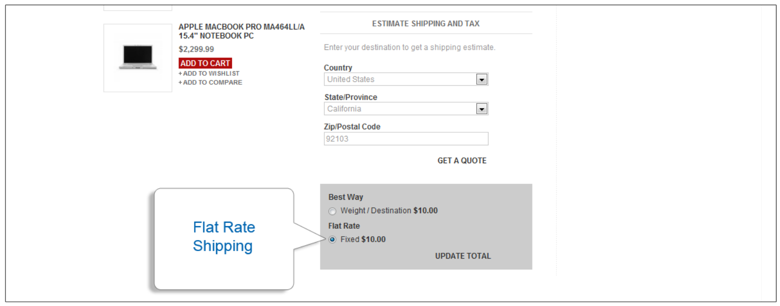
To establish the point of origin:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, click **Shipping Settings**.
3. Click to expand the **Origin** section, and complete the following fields to establish the point of origin for shipping calculations.
   - Country
   - Region / State
   - ZIP / Postal Code
   - City
4. When copmlete, click the **Save Config** button.

Flat Rate Shipping

Easy

Flat rate is a fixed, predefined charge that can be applied per item, or per shipment. Flat rate is a simple solution, especially when used with the flat-rate packaging that is available from some carriers.



Flat Rate In Shopping Cart

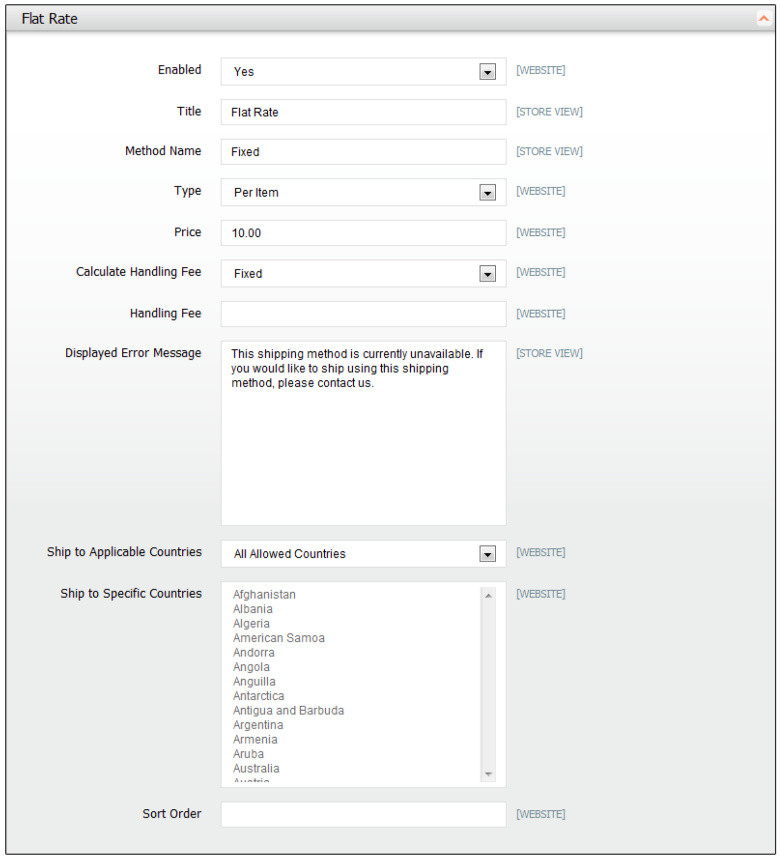
To set up Flat Rate shipping:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **Flat Rate** section. Then, do the following:
   a. Set **Enabled** to "Yes."

      Flat Rate appears as an option in the Estimate Shipping and Tax section of the shopping cart, and also in the Shipping section during checkout.

   b. Enter a descriptive **Title** for this shipping method. The default is "Flat Rate."

   c. Enter a **Method Name** to appear next to the calculated rate in the shopping cart. The default method name is "Fixed." If you charge a handling fee, you can change the Method Name to "Plus Handling" or something else that is suitable.



Configuration: Shipping Methods – Flat Rate

d. Set Type to one of the following, to describe how the Flat Rate applies:

None	Disables the payment type. The Flat Rate option is listed in the cart, but with a rate of zero—which is the same as free shipping.
Per Order	Charges the single flat rate for the entire order.
Per Item	Charges a single flat rate for each item. The rate is multiplied by the number of items in the cart, regardless of whether there are multiple quantities of the same, or of different items.

e. Enter the **Price** to be charged for the flat rate fee.

f. If charging a handling fee, set **Calculate Handling Fee** to one of the following:

- Fixed
- Percent

Then, enter the **Handling Fee** rate according to the method used to calculate the fee. For example, if the fee is calculating based on a percentage, enter 0.06 for 6 percent. If using a fixed amount calculation, enter the fee as a decimal.

g. In the **Displayed Error Message** box, type the message that appears if this method becomes unavailable.

h. Set **Ship to Applicable Countries** to one of the following:

All Allowed Countries	Customers from all countries specified in your store configuration can use this shipping method.
Specific Countries	After choosing this option, the Ship to Specific Countries list appears. Select each country in the list where this shipping method can be used. (To select multiple options, hold the Ctrl (PC) or Command (Mac) key down, and click each option.)

i. Enter a **Sort Order** number to determine the position of Flat Rate in the list of shipping methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

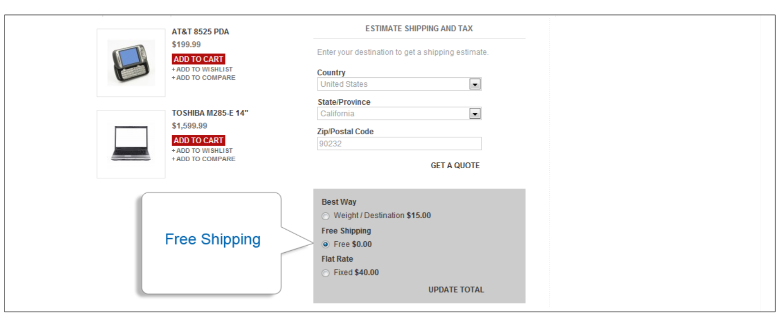
4. When complete, click the **Save Config** button.

Free Shipping

Easy

Free shipping is one of the most effective promotions you can offer. It can be based on a minimum purchase, or set up as a shopping cart price rule that applies when a set of conditions is met. If both apply to the same order, the configuration setting will take precedence over the shopping cart rule.

> See your shipping carrier configuration for any additional settings that may be required for free shipping.



Free Shipping In Shopping Cart

To set up free shipping:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **Free Shipping** section. Then, do the following:
   a. Set **Enabled** to "Yes."
   b. Enter a **Title** for this shipping method that will be displayed during checkout.
   c. Enter a descriptive **Method Name** to identify this shipping method.
   d. Enter the **Minimum Order Amount** to qualify for free shipping.

   > To use Free Shipping with Table Rates, you must enter a Minimum Order Amount so high that it is never met. This prevents Free Shipping from going into effect, unless triggered by a price rule.

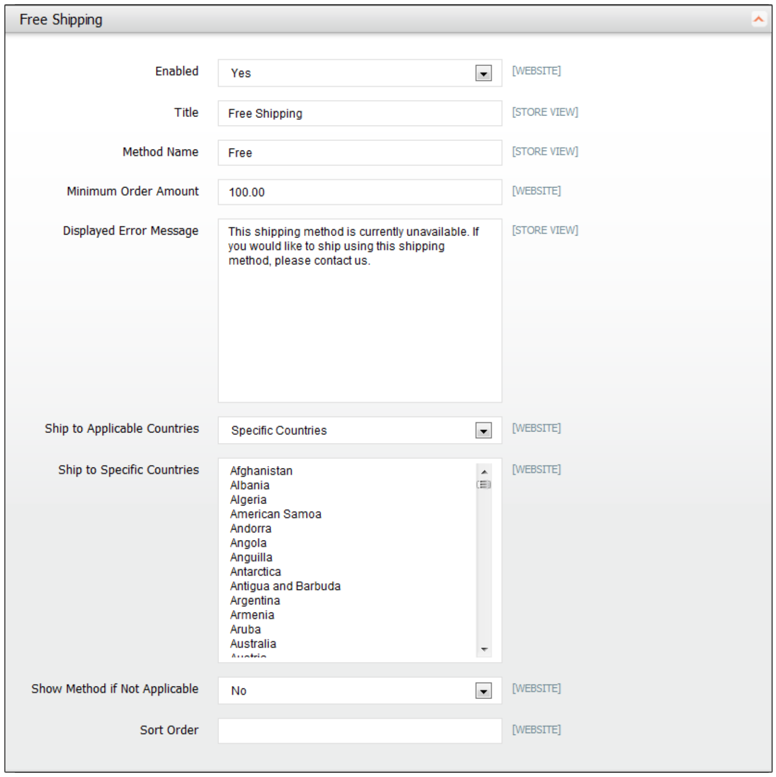
   e. In the **Displayed Error Message** box, type the message to appear if this method becomes unavailable.
   f. Set **Ship to Applicable Countries** to one of the following:

All Allowed Countries	Customers from all countries specified in your store configuration can use this shipping method.
Specific Countries	After choosing this option, the Ship to Specific Countries list appears.Select each country in the list where this shipping method can be used. (To select multiple options, hold the Ctrl (PC) or Command (Mac) key down, and click each option.)

   g. Set **Show Method if Not Applicable** to one of the following:

Yes	Always shows the Free Shipping method, even when not applicable.
No	Shows the Free Shipping method only when applicable.

   h. Enter a **Sort Order** number to determine the position of Free Shipping in the list of shipping methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)
4. When complete, click the **Save Config** button.



Configuration: Shipping Methods - Free Shipping

5. Make sure that you complete any configuration that are required for each carrier you plan to use with free shipping. For example, assuming that your UPS configuration is otherwise complete, make the following settings to enable and configure free shipping:

   a. From the Shipping Methods configuration, click to expand the **UPS** section.

   b. In the UPS section, set **Free Method** to "Ground."

   c. To require a minimum order for free shipping, set **Free Shipping with Minimum Order Amount** to "Enable."

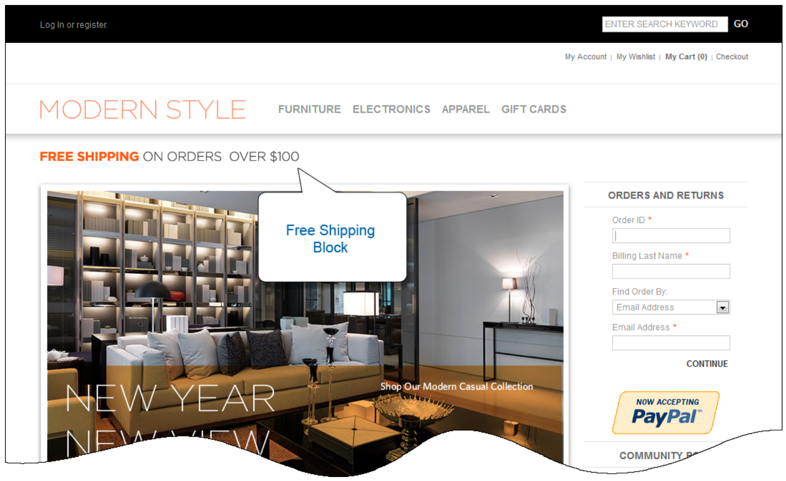
   d. Enter the required amount in the **Minimum Order Amount for Free Shipping** field.

6. When complete, click the **Save Config** button.

Removing the “Free Shipping” Message

Advanced

Some Magento Go themes include a free shipping message below the header. Unlike a common CMS block, this message is actually a layout update on the home page, and can be easily removed by commenting out a few lines of code. If you change your mind later, it is easy to reverse the process and restore the code.



Free Shipping Message

To remove the “Free Shipping” message:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. In the Manage Pages list, click to open your current home page.
3. In the Page Information panel on the left, click **Design**.
4. On the Page Layout tab, in the **Layout Update XML** text box, comment out the top.container reference block as follows:
   a. Place your cursor at the beginning of the first line <reference name=”top.container”>, and type the “begin comment” tag (**<!--**).

   ```
   <!-- <reference name = "top.container">
   ```

   b. On the sixth line down, place your cursor after the closing </reference> tag and type the “end comment” tag (**-->**) .

```
</reference> -->
```

5. Click **Save Page** to save your changes.

To preview your changes:

1. On the Admin menu, select **Design > Theme Editor**.
2. Click the **Preview** button for your theme. The free shipping message below the header is gone.

To restore the "Free Shipping" block:

1. On the Admin panel, select **CMS > Pages > Manage Content**.
2. Click to open your current home page.
3. In the Page Information panel on the left, click **Design.**
4. On the Page Layout tab, in the **Layout Update XML** text box, remove the begin (**<!--**) and end (**-->**) comment tags from the block (<reference name = “top.container”>).

```
<reference name = "top.container">
```

Table Rates

Easy

The table rate shipping method lets you set up a table to calculate shipping rates for a combination of conditions. The shipping rate can be based on the following:

- Weight v. Destination
- Price v. Destination
- # of Items v. Destination

For example, if your warehouse is located in Los Angeles, it costs less to ship to San Diego than to Vermont. You can use table rate shipping to pass the savings on to your customer.

Only one set of table rate data can be active at any time. The data that is used to calculate the rate is prepared in a spreadsheet and imported into your store. When the customer requests a quote, the results appear in the Estimate Shipping and Tax section of the shopping cart.

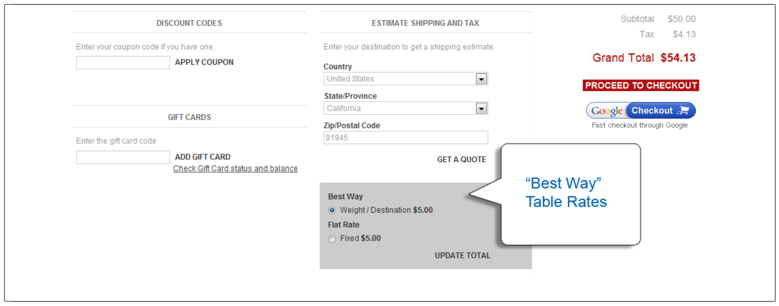


Table Rates in Shopping Cart

Process Overview:

Step 1: Complete the Default Settings

Step 2: Prepare the Table Rate Data

Step 3: Import the Table Rate Data

Step 1: Complete the Default Settings

The first step is to complete the default settings for table rates. You can complete this step without changing the scope of the configuration.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **Table Rates** section. Then, do the following:
   a. Set **Enabled** to "Yes."
   b. Enter a **Title** for the section of table rates that appears during checkout. (The default title is "Best Way.")
   c. Enter the **Method Name** that appears next to the calculated rate in the shopping cart.
   d. Set **Condition** to one of the following calculation methods:
      - Weight v. Destination
      - Price v. Destination
      - # of Items v. Destination
   e. For orders that include virtual products, set **Include Virtual Products in Price Calculation** to "Yes" if you want to include the virtual product(s) in the calculation.

Because virtual products—such as services—have no weight, they cannot change the result of a calculation that is based on the Weight v. Destination condition. However, virtual products can change the result of a calculation that is based on either the Price v. Destination or # of Items vs Destination condition.

f. If charging a handling fee, set **Calculate Handling Fee** to one of the following:

- Fixed
- Percent

Then, enter the **Handling Fee** rate according to the method used to calculate the fee.

> If the handling fee is based on a percent, enter the whole number *without* the percent sign.

g. In the **Displayed Error Message** box, type the message that appears when this method is not available.

h. Set **Ship to Applicable Countries** to one of the following:

All Allowed Countries	Customers from any country specified in your store configuration can use table rate shipping.
Specific Countries	After choosing this option, the “Ship to Specific Countries” list appears. Select each country where customers can use table rate shipping. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

i. Enter a **Sort Order** number to determine where table rates appear in the list of shipping methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

4. When complete, click the **Save Config** button.

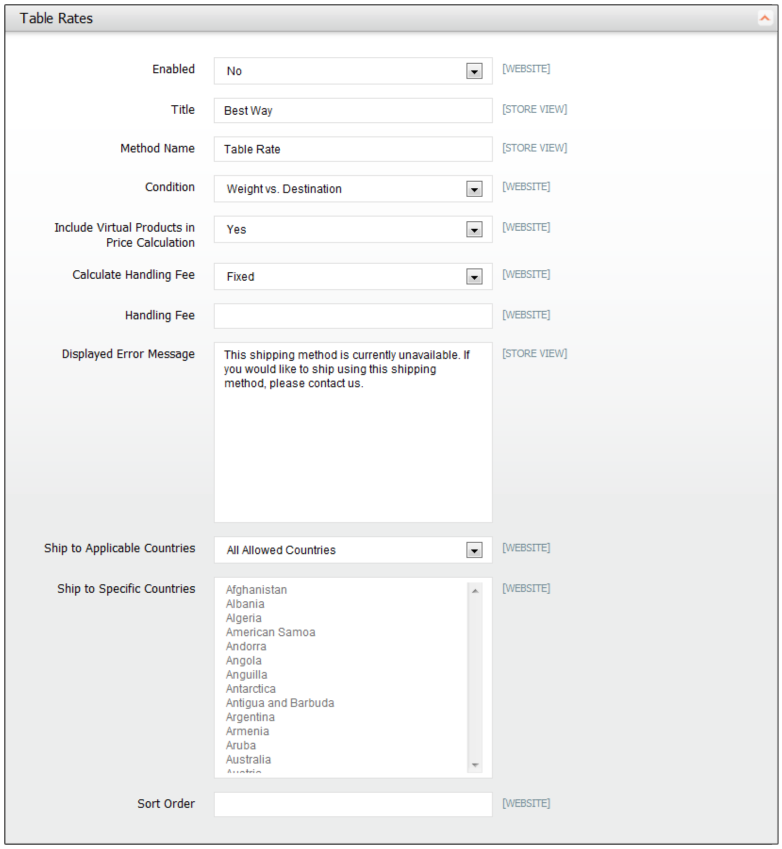


Table Rates Configuration

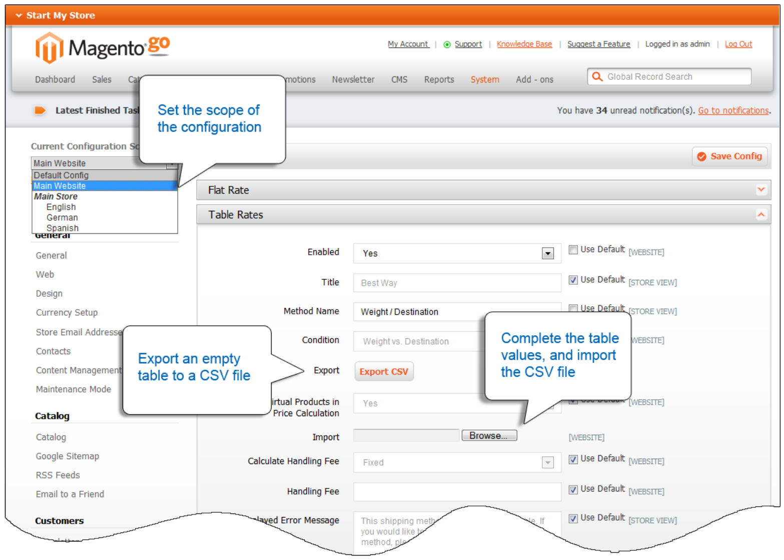
Step 2: Prepare the Table Rate Data

1. In the upper-left corner, set **Current Configuration Scope** to the store view where the table rate data applies. (The scope can be left as "Default Website," or set to any other view.)

   Export and Import options appear in the Table Rates section, and "Use Default" checkboxes appear to the right of each option.

   > To change any of the current settings, you must first clear the "Use Default" checkbox next to the field.

2. Click the **Export CSV** button. Then, save the **tablerates.csv** file to your computer.



Exporting Table Rates

3. Open the file in Excel, or any other spreadsheet program. It will look something like this:

Country	Region/State	Zip/Postal Code	# of Items (and above)	Shipping Price

# of Items v. Destination

4. Complete the table with appropriate values for the shipping calculation condition being used.

   - You can use an asterisk (*) as a wildcard to represent all possible values in any category.
   - The Country column must contain a valid three-character code for each row.

Country	Region/State	Zip/Postal Code	Order Subtotal (and above)	Shipping Price
USA	*	*	0	15
USA	*	*	50	10
USA	*	*	100	5

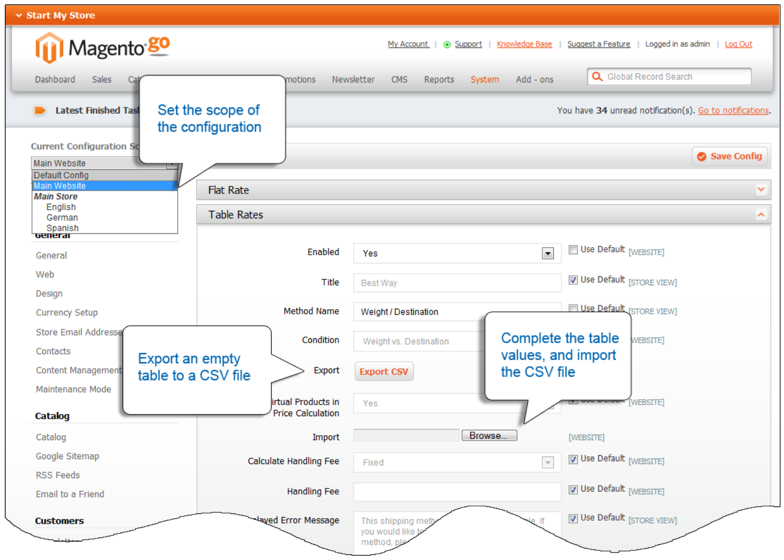
Price v. Destination

5. **Save** the completed **tablerates.csv** file.

Step 3: Import the Table Rate Data

1. Return to the **Table Rates** section of your store configuration.
2. In the upper-left corner, set the **Current Configuration Scope** to the store view where this method will be used. (For example, you can select "Default Website.")

3. Next to the **Import** field, click the **Browse** button. Select your completed **tablerates.csv** file, and import the rates.



Importing Table Rates

When you have completed the Table Rate configuration, go through the payment process with different addresses, to make sure the shipping and handling rates are correct.

Price v. Destination Example

This example uses the Price v. Destination condition to create a set of three different shipping rates based on the amount of the order subtotal for the continental United States, Alaska, and Hawaii. The asterisk (*) is a wildcard that represents all values.

Country	Region / State	ZIP / Postal Code	Order Subtotal (and above)	Shipping Price
USA	*	*	0	15
USA	*	*	50	10
USA	*	*	100	5
USA	AK	*	0	20
USA	AK	*	50	15
USA	AK	*	100	10
USA	HI	*	0	20
USA	HI	*	50	15
USA	HI	*	100	10

Notes

Chapter 55:

Shipping Carriers

If you have a commercial account with a supported carrier, you can offer your customers the convenience of choosing that carrier during checkout. The rates are automatically downloaded, so you do not need to look up the information.

Before you can offer your customers a selection of shipping carriers, you must first complete the shipping settings to establish the point of origin for your store. Then, complete the configuration for each carrier service that you want to offer. The configuration options vary for each carrier. However, all require that you first open a shipping account with the carrier, and then enter your account number or user ID, and the gateway URL to their system.

- **UPS**
  United Parcel Service offers domestic and international shipping services by land and air to more than 220 countries.
- **USPS**
  The United States Postal Service is the independent postal service of United States government. USPS offers domestic and international shipping services by land and air.
- **FedEx**
  Offers domestic and international shipping services by land and air to more than 220 countries.
- **DHL**
  Offers integrated international services and tailored, customer-focused solutions for managing and transporting letters, goods and information.
- **Royal Mail**
  Provides worldwide deliveries and postal services throughout the United Kingdom and Northern Ireland.

UPS

Intermediate

United Parcel Service offers domestic and international shipping services by land and air to more than 220 countries. This article provides step-by-step instructions for setting up the UPS shipping method for your Magento Go store.

Step 1: Open a UPS Shipping Account

To offer this shipping method to your customers, you must first open an account with UPS.

Step 2: Enable UPS for Your Store

1. On the Admin menu, select **System > Configuration.**
2. In the Configuration panel on the left, under Sales, click **Shipping Methods.**
3. Click to expand the **UPS** section.
4. Set **Enabled** to “Yes.”
5. For a standard UPS account, set **UPS Type** to “United Parcel Service.” Then in the **Gateway URL** field, enter the URL that is used to calculate UPS shipping rates. This field is preset by default, and normally does not need to be changed.

   > To generate shipping labels, UPS Type must be set to “United Parcel XML.”

6. For a UPS XML account, do the following:
   a. Set **UPS Type** to “United Parcel Service XML.”
   b. Enter the following UPS credentials:
      - Password
      - Access License Number
      - User ID
   c. Set **Mode** to “Live” to send data to the UPS shipping system over a secure connection. (Development mode does not send data over a secure connection.)
   d. Set **Gateway XML URL** to the URL that is used to connect with UPS while sending requests by XML file.

e. Set **Order of Shipment** to the region where the shipment originates.

f. If you have special rates with UPS, set **Enable Negotiated Rates** to "Yes." Then, enter the six-digit **Shipper Number** assigned to you by UPS.

Step 3: Complete the Container Description and Handling Fees

1. In the **Title** field, type the name of this shipping option as it will appear in checkout. By default, this field is set to "United Parcel Service."

2. In the **Container** field, specify the typical packaging type that is used for shipment.

3. Set **Destination Type** to one of the following:

Residential	Most of your shipments are business to consumer (B2C).
Commercial	Most of your shipments are business to business (B2B).
Define Automatically	UPS determines the destination type as either residential or commercial, and uses the appropriate rate from the merchant's UPS account during checkout.

4. Set **Weight Unit** to the system you use to measure product weight. The weight system supported by UPS varies by country. If in doubt, ask UPS which weight system you should use. Options include:

   - LBS
   - KGS

5. Set **Pickup Method** to one of the following:

   - Regular Daily Pickup
   - On Call
   - AirOne
   - Time Pickup
   - Letter Center
   - Customer Counter

Step 4: Complete the Allowed Methods and Applicable Countries

1. In the **Allowed Methods** list, select each UPS method offered to your customers. The methods appear under UPS during checkout. (Hold the Ctrl key down to select multiple options).
2. Set **Free Method** to the UPS service you want to use for offers of free shipping. Then, do one of the following:
   - Set **Free Shipping with Minimum Order Amount** to "Enable." Then, enter the **Minimum Order Amount for Free Shipping.**
   - Set **Free Shipping with Minimum Order Amount** to "Disable."
3. In the **Displayed Error Message box**, type the message customers see if UPS shipping becomes unavailable.
4. Set **Ship to Applicable Countries** to one of the following:

All Allowed Countries	Ships to the countries specified in your store configuration.
Specific Countries	If applicable, set **Ship to Specific Countries** to each country where your customers are allowed to ship by UPS. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

5. To create a log file with the details of UPS shipments made from your store, set **Debug** to "Yes."
6. Set **Show Method if Not Applicable** to one of the following:

Yes	To list all UPS shipping methods to customers, regardless of their availability.
No	To list only the methods which are available to customers.

7. In the **Sort Order** field, type a numeric value to determine the order in which UPS appears when listed with other shipping methods during checkout. The number with the highest priority is 0, which puts it at the top of the list.
8. When complete, click the **Save Config** button.

Field Descriptions

Field	Scope	Description
Enabled	Website	Enables/disables the UPS shipping method.
UPS Type	Website	Specifies the method that Magento Go uses to connect to the UPS shipping system. The available options are: **United Parcel Service** — Your store sends key-value pairs to UPS as a request. If this option is selected, the URL to connect to UPS must be specified in the Gateway URL field. **United Parcel Service XML** — Your store sends an XML file with data to UPS as a request.
Password	Website	UPS shipper account password.
Access License Number	Website	UPS shipper account access license number.
UserID	Website	UPS shipper account user ID.
Mode	Website	Sets the mode of transmission for data sent to the UPS system. **Live** — Data is insecurely sent to UPS. **Development** — Data is securely sent to UPS.
Gateway XML URL	Website	The URL to connect to when transmitting an XML data file.
Origin of the Shipment	Website	The country or region where the product shipment is originating from. Used to accurately calculate shipping rate.
Enable Negotiated Rates	Website	Set this option to “Yes” if you have signed up for special rates with UPS.
Shipper Number	Website	If you have set Enable Negotiated Rates to “Yes,” this field indicates your shipper number. This is used by the UPS system to reference your negotiated rates.
Gateway URL	Website	The URL used to connect to the UPS system and retrieve shipping rates dynamically. This URL is used when UPS Type “United Parcel Service” is selected. For the “United Parcel Service XML” type, the Gateway XML URL will be used.

Field	Scope	Description
Title	Store View	The title of this shipping option as it appears in the shopping cart checkout.
Container	Website	Sets the container type used to package order shipments. Options include: Customer Packaging UPS Letter Envelope Customer Packaging UPS Letter Envelope UPS Tube UPS Express Box UPS Worldwide 25 kilo UPS Worldwide 10 kilo
Destination Type	Website	Sets the default shipment destination type. Options include: Business / Residential
Weight Unit	Website	Sets the default unit of measurement for product weight in your store.
Pickup Method	Website	Sets the UPS pickup method. Options include: Regular Daily Pickup On Call Air One Time Pickup Letter Center Customer Counter
Maximum Package Weight	Website	Sets the maximum weight that a package can be as specified by UPS. If the products ordered exceeds the maximum package weight, this shipping option will not be available. According to UPS.com, packages cannot exceed 150lbs (70kg).
Minimum Package Weight	Website	Sets the minimum weight that a package can be as specified by UPS. If the products ordered weigh less than the minimum package weight, this shipping option will not be available.
Calculate Handling Fee	Website	Sets the handling fee calculation method for table rate shipping.

Field	Scope	Description
		Fixed — Handling fee is a fixed rate. Percent — Handling fee is applied as a percentage of the order amount.
Handling Applied	Website	Specifies whether handling fee is applied to each order or to each package within an order.
Handling Fee	Website	Sets the handling that is included with the shipping rate price. Handling fee can be set as a fixed amount or a percentage. If typing a percentage amount, use the decimal format 0.25 for 25%.
Allowed Methods	Website	Specifies the allowed methods of UPS shipping that will be offered to customers. Shipping rates will be calculated based on the selected shipping method.
Free Method	Website	Sets the free shipping method through UPS, or can be disabled by selecting None. This shipping method is similar to the regular Free Shipping method, however it will be listed within the UPS shipping options and is identified as UPS shipping.
Free Shipping with Minimum Order Amount	Website	Enables or disables conditional free shipping that depends on meeting a minimum order amount.
Minimum Order Amount for Free Shipping	Website	Sets the minimum total order amount that must be met to qualify an order for free shipping.
Displayed Error Message	Store View	The error message that is displayed when this shipping method is unavailable for any reason.
Ship to Applicable Countries	Website	Specifies which country customers are allowed to use this shipping method. All Allowed Countries — All allowed countries are applicable to use the free shipping method. The Allowed Countries

Field	Scope	Description	
			are specified in the General configuration page.
		Specific Countries	Limits this shipping option to the countries specified in the Ship to Specific Countries list.
Ship to Specific Countries	Website	Specifies the countries that are applicable to use the UPS shipping method. This selected countries list is used if Specific Countries is selected in the Ship to Applicable Countries option.	
Debug	Website	Specifies if data transmissions between Magento Go and UPS will be logged in the system for debugging. Unless there is an issue that needs to be tracked and logged, this should be set to "No."	
Show Method if Not Applicable	Website	Options include:	
		Yes	UPS always appears as a shipping option during checkout, even if not applicable to the order.
		No	UPS appears as a shipping option during checkout only if applicable to the order.(i.e. Order weight exceeds the maximum weight amount.)
Sort Order	Website	Sets the sort order value for this shipping method. This value, relative to other shipping methods, determines the displayed order of shipping options in checkout. Shipping methods are displayed in ascending order based on sort order value.	

USPS

Intermediate

The United States Postal Service is the independent postal service of United States government, offering domestic and international shipping services by land and air. This article provides step-by-step instructions for setting up the USPS shipping method.

Step 1: Open a USPS Shipping Account

1. Open a USPS Web Tools account. After you complete the registration process, you will receive your User ID and a URL to the USPS test server.
2. You can skip the testing phase, and contact their Internet Customer Care Center to request immediate activation to the production server. The ICCC will validate your store, and send you the URL to the production server.

   To learn more about USPS Web Tools, see their Ecommerce API Technical Guides.

Step 2: Enable USPS for Your Store

1. On the Admin menu, select **System > Configuration.**
2. In the Configuration panel on the left, under Sales, click **Shipping Methods.**
3. Click to expand the **USPS** section. Then, do the following:
   a. Set **Enabled** to "Yes."
   b. The **Gateway URL** is needed to access USPS shipping rates. The field is preset by default, and normally does not need to be changed.
   c. Enter a **Title** for this shipping method that will appear during checkout.
   d. Enter the **User ID** for your USPS account.

Step 3: Complete the Container Description and Handling Fee

1. Set **Container** to the type of packaging usually used to ship products ordered for your store. Options include:
   - Variable
   - Flat-Rate Box
   - Flat-Rate Envelope

- Rectangular
- Non-Rectangular

2. Set the **Size** of the typical package shipped from your store. Options include:
   - Regular
   - Large
   - Oversize
3. Set **Machinable** to one of the following:

Yes	If your typical package can be processed by a machine.
No	If your typical package must be processed manually.

Step 4: Complete the Allowed Methods and Applicable Countries

1. In the **Allowed Methods** list, select each USPS offered to your customers. The methods will appear under USPS during checkout. (Hold the Ctrl key down to select multiple options). Then, do the following:
   a. Set the **Free Method** list to the method you want to use for free shipping. You may also select **None.**
   b. Set the **Free Shipping with Minimum Order Amount** to one of the following:

Enable	Provides free shipping for orders that meet the minimum monetary amount specified. Then in the field below, enter the Minimum Order Amount for Free Shipping.
Disable	Does not provide free shipping based on minimum order amount.

2. The **Displayed Error Message** text box is preset with a default message. You can either leave this message or you can type the message you want your customers to see if USPS shipping becomes unavailable.
3. Set **Ship to Applicable Countries** to one of the following:

All Allowed Countries	Ships to the countries specified in your store configuration.
Specific Countries	If applicable, set **Ship to Specific Countries** to each country where your customers are allowed to ship by USPS. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

4. Set **Show Method if Not Applicable** to one of the following:

Yes	Lists all available USPS shipping methods during checkout, including those that don't apply to the shipment.
No	Lists only the USPS shipping methods that are applicable to the shipment.

5. Set **Debug** to "Yes" to create a log file with the details of all USPS activity related to your store.
6. In the **Sort Order** field, enter a numeric value to determine the order in which USPS shipping method appears in the list with other shipping methods during checkout. The highest value is zero, which puts it at the top of the list.
7. When complete, click the **Save Config** button.

Field Descriptions

Field	Scope	Description
Enabled	Website	Enables/disables the USPS shipping method.
Gateway URL	Website	The URL used to connect to the USPS system and retrieve shipping rates dynamically.
Title	Store View	The title of this shipping option as it appears in the shopping cart checkout.
User	Website	USPS shipper account user ID.
Container	Website	Sets the container type used to package order shipments. Options include: Variable Flat Rate Box Flat Rate Envelope Rectangular Non-rectangular
Size	Website	Sets the Size option to the typical shipment package size.

Field	Scope	Description
		This option affects the calculation of the shipping rate. Options include: Regular Large Oversize
Machinable	Website	Specifies whether the package can be processed by machine. This option affects the calculation of the shipping rate.
Maximum Package Weight	Website	Sets the maximum weight that a package can be as specified by USPS. If the products ordered exceeds the maximum package weight, this shipping option will not be available.
Calculate Handling Fee	Website	Sets the handling fee calculation method for table rate shipping. Fixed — Handling fee is a fixed rate. Percent — Handling fee is applied as a percentage of the order amount.
Handling Applied	Website	Specifies whether handling fee is applied to each order or to each package within an order.
Handling Fee	Website	Sets the handling that is included with the shipping rate price. Handling fee can be set as a fixed amount or a percentage. When typing a percentage amount, use the decimal format 0.25 for 25%.
Allowed Methods	Website	Specifies the allowed methods of USPS shipping that will be offered to customers. Shipping rates will be calculated based on the selected shipping method.
Free Method	Website	Sets the free shipping method through USPS, or can be disabled by selecting "None." This shipping method is similar to Magento Go's Free Shipping method, however it is listed within the USPS shipping options and identified as USPS shipping.
Free Shipping with	Website	Enables or disables conditional free shipping that depends

Field	Scope	Description
Minimum Order Amount		on meeting a minimum order amount.
Minimum Order Amount for Free Shipping	Website	Sets the minimum total order amount that must be met to qualify an order for free shipping.
Displayed Error Message	Store View	The error message that is displayed when this shipping method is unavailable for any reason.
Ship to Applicable Countries	Website	Specifies the countries where orders can be shipped. All Allowed Countries: Orders can be sent to all countries specified in your store configuration. Specific Countries: Orders can be shipped to only those countries identified in the Ship to Specific Countries list.
Ship to Specific Countries	Website	Specifies the countries that are applicable to use the USPS shipping method. This selected countries list is used if Ship to Applicable Countries is set to "Specific Countries."
Show Method if Not Applicable	Website	Controls the display of USPS shipping during checkout. Options include: Yes: USPS always appears as a shipping option during checkout, even if not applicable to the order. No: USPS does appears as a shipping option during checkout only if applicable to the order. (i.e. Order weight exceeds the maximum weight amount).
Debug	Website	Specifies if data transmissions between Magento Go and USPS will be logged in the system for debugging. Unless there is an issue that needs to be tracked and logged, this should be set to "No."
Sort Order	Website	Sets the sort order value for this shipping method. This value, relative to other shipping methods, determines the displayed order of shipping options in checkout. Shipping methods are displayed in ascending order based on sort order value.

FedEx

Intermediate

FedEx is one of the world's largest shipping service companies, providing air, freight, and ground shipping services with several levels of priorities. This article provides step-by-step instructions for setting up the FedEx shipping method for your Magento Go store.

Step 1: Register for FedEx Web Services Production

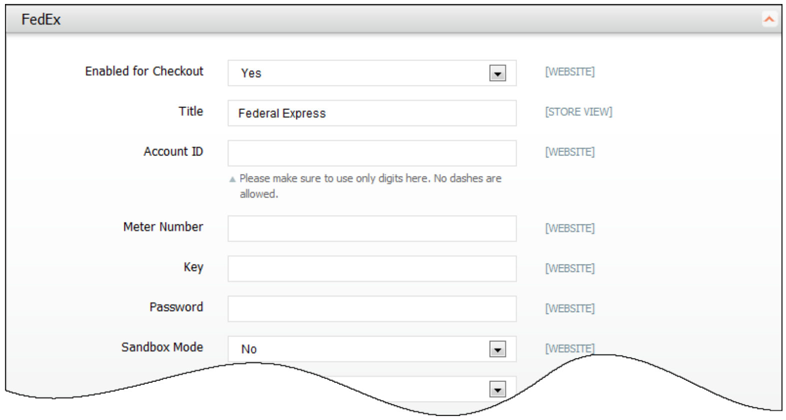
You must create a FedEx merchant account and register for FedEx Web Services Production Access. After creating a FedEx account, read through the production account information page, then click the Obtain Production Key link at the bottom of the page to register and obtain a key.

> Make sure to copy or write down the authentication key. You will need it to set up FedEx in your Magento Go shipping settings.

Step 2: Enable FedEx for Your Store

1. From the Admin menu, select **System > Configuration.** Then in the Configuration panel on the left, under Sales, select **Shipping Methods.**
2. Click to expand the **FedEx** section, and do the following:
   a. To activate the FedEx shipping method, set **Enabled for Checkout** to "Yes."
   b. Enter an appropriate **Title** to identify this shipping method during checkout.
   c. Enter the following information from your FedEx account:
      - Account ID
      - Meter Number
      - Key
      - Password
   d. If you have set up a FedEx sandbox and want to work in the testing environment, set **Sandbox Mode** to "Yes."

      > Remember to set Sandbox Mode to "No" when you are ready to offer FedEx as a shipping method to your customers.



Enable FedEx

Step 3: Complete the Package Description and Handle Fee

1. Select the type of **Packaging** typically used to ship products from your store.
2. Set **Dropoff** to the pick-up method that will be used for delivery.
3. Enter the **Maximum Package Weight** allowed for FedEx shipments. The default FedEx maximum weight is 150 lbs. Please consult your shipping carrier for more information. We recommend using the default value, unless you have made special arrangements with FedEx.
4. An optional handling fee can be added to the amount charged by FedEx, which is not visible during checkout. If you want to charge a handling fee, do the following:

   a. Set **Calculate Handling Fee** to one of the following:

      - Fixed Fee
      - Percentage

   b. In the **Handling Applied** list, choose one of the following methods for managing handling fees:

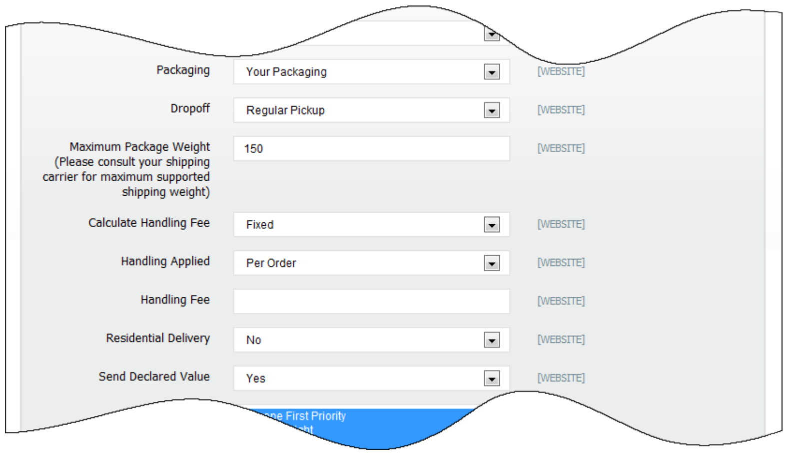
      - Per Order
      - Per Package

   c. Enter the **Handling Fee** as either a fixed amount or percentage, depending on the method of calculation.
5. Set **Residential Delivery** to one of the following, depending on whether you sell Business-to-Consumer (B2C) or Business-to-Business (B2B).

Yes	For B2C residential deliveries.
No	For B2B residential deliveries.

6. Set **Send Declared Value** to one of the following:

Yes	Sends a notice of the declared value to the recipient.
No	Does not send a notice of the declared value to the recipient.



FedEx Configuration (continued)

Step 4: Complete the Allowed Methods and Applicable Countries

1. Set **Allowed Methods** to each method of shipment that you want to offer. When choosing methods, take into consideration your FedEx account, the frequency and size of your shipments, and if you allow international shipments. You can offer as many or as few methods as you want.
   - If using the Smart Post method, enter the **Hub ID**.
2. To set up free shipping through FedEx, do the following:
   a. Set **Free Method** to any shipping method that you want to offer your customers at no charge. You may also select **None**. This is similar to Free Shipping, however it is listed in the FedEx section, so customers will know exactly which method is being used for their order.
   b. The **Free Shipping with Minimum Order Amount** option allows you to offer free FedEx shipping for orders that meet a minimum amount.

Enable	Lets you set the minimum amount for orders to qualify for free

	shipping. If an order does not meet the minimum amount, FedEx Free Shipping will still appear as an option,however it will be set to an amount determined by FedEx.
Disable	Does not let you set a minimum amount for orders to qualify for free shipping.

c. The **Displayed Error Message** text box is preset with a default message. You can leave this as is or edit as needed.

d. Set **Ship to Applicable Countries** to one of the following:

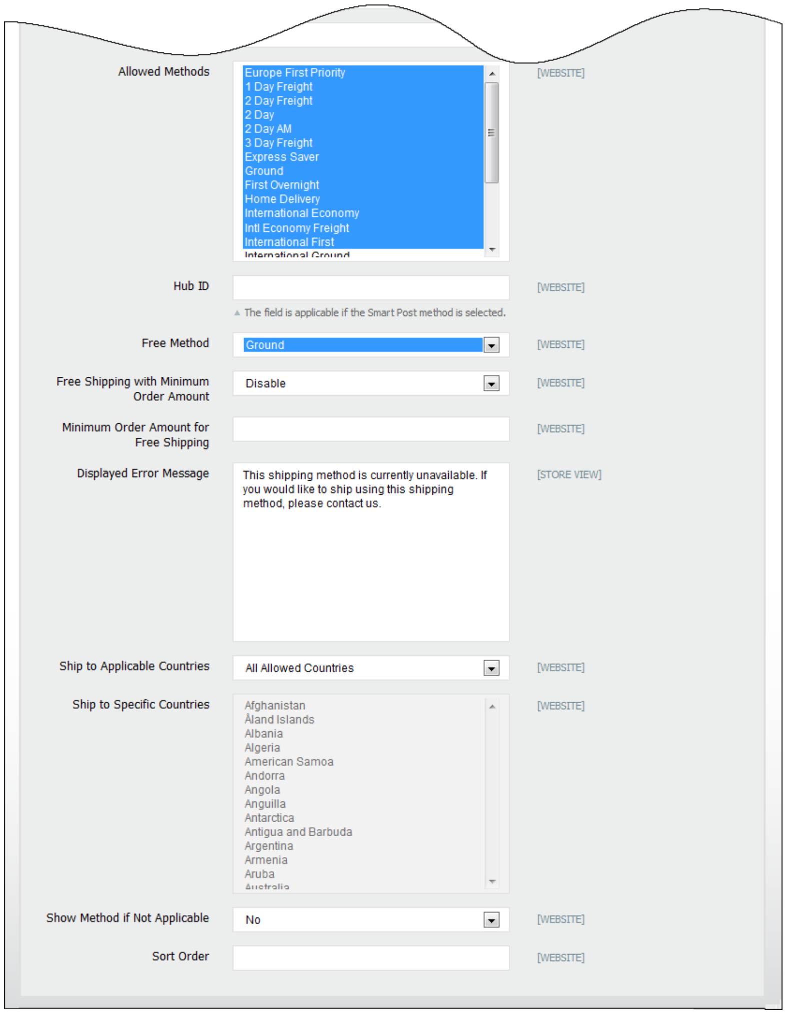
All Allowed Countries	Ships to the countries specified in your store configuration.
Specific Countries	If applicable, set **Ship to Specific Countries** to each country where your customers are allowed to ship by FedEx. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

e. Set **Show Method if Not Applicable** to one of the following:

Yes	To list all FedEx shipping methods to customers, regardless of their availability.
No	To list only the methods which are available to customers.

f. Enter a **Sort Order** numeric value to determine the sequence in which FedEx appears when listed with other shipping methods during checkout. The number with the highest priority is zero, which puts it at the top of the list.

3. When complete, click the **Save Config** button.



FedEx Configuration

Field Descriptions

Field	Scope	Description
Enabled for Checkout	Website	Enables/disables the FedEx shipping method.
Title	Store View	The title of this shipping option as it appears in the shopping cart checkout.
Account ID	Website	FedEx account ID, provided to you by FedEx.
Meter Number	Website	FedEx meter number, provided to you by FedEx.
Key	Website	FedEx account key, provided to you by FedEx.
Password	Website	Password, provided to you by FedEx.
Sandbox Mode	Website	To run FedEx transactions in a testing environment, set Sandbox Mode to “Yes.” Options include: Yes / No.

Field	Scope	Description
Packaging	Website	From the list, select the container type that you typically use to package products ordered from your store. Options include: FedEx Envelope FedEx Pak FedEx Box FedEx Tube FedEx 10kg Box FedEx 25kg Box Your Packaging
Dropoff	Website	From the list, select the pick-up method: Regular Pickup: If you have a high volume of shipments, it can be cost effective to arrange regular pickups. Request Courier: You must call and request a FedEx courier to pick up shipments. Drop Box: You must drop off shipments at your local FedEx drop box. Request Courier: You must call and request a FedEx courier to pick up shipments. Drop Box: You must drop off shipments at your local FedEx drop box. Business Service Center: You must drop off shipments at your local FedEx business service center. Station: You must drop off shipments at your local FedEx station.
Maximum Package Weight	Website	The default for FedEx is 150 pounds. Consult your shipping carrier for maximum supported weight. Using the default value is recommended unless you have special arrangements with FedEx.
Calculate Handling Fee	Website	From the list, select the method to use to calculate handling fees:. Options include: Fixed Fee / Percentage

Field	Scope	Description
		The handling fee is optional, and appears as an additional charge that is added to the FedEx shipping cost.
Handling Applied	Website	From list, select a method for determining handling fees. Options include: Per Order / Per Package.
Handling Fee	Website	Enter the amount to be charged for a handling fee, based on the method you chose for calculating the amount. For example, if the charge is based on a fixed fee, enter the amount as a decimal, such as 4.90. If the handling fee is based on a percentage of the order, enter the amount as a percentage. For example, if you are charging six percent of the order, enter the value as .06.
Residential Delivery	Website	Set to one of the following, depending on whether you sell Business-to-Consumer (B2C) or Business-to-Business (B2B): Yes — For B2C deliveries No — For B2B deliveries
Send Declared Value	Website	Set Send Declared Value to "Yes" to include the declared value with the shipment. Options include: Yes / No.
Allowed Methods	Website	From the list, select the methods of shipment that you support. This depends on your FedEx account, the frequency and size of your shipments, and whether you allow international shipments. As the merchant, you might decide to offer ground shipping only. Options include: Europe First Priority 1 Day Freight 2 Day Freight 2 Day 2 Day AM 3 Day Freight Express Saver Ground First Overnight Home Delivery International Economy Intl Economy Freight Intl First Intl Ground Intl Priority Intl Priority Freight Priority Overnight Smart Post Standard Overnight Freight National Freight
Free Method	Website	From the list, select the shipping method you prefer to use for offers of free shipping.

Field	Scope	Description
		This shipping method is similar to the regular Free Shipping method, however it is listed within the FedEx shipping options and is identified as FedEx shipping.
Free Shipping with Minimum Order Amount	Website	Set to one of the following: Enable — Enables free FedEx shipping for orders that meet the minimum amount. Disable — Disables free FedEx shipping with minimum order.
Minimum Order Amount for Free Shipping	Website	If Free Shipping with Minimum Order is enabled, enter the minimum order amount value in the field.
Displayed Error Message	Store View	Type a message that is displayed when this shipping method is unavailable for any reason. Keep the default or customize it as needed.
Ship to Applicable Countries	Website	Specifies in which countries customers are allowed to use this shipping method. All Allowed Countries — All allowed countries are able to use the free shipping method. The Allowed Countries are specified in the General configuration of your store. Specific Countries — Limits this shipping method to only the countries specified in the Ship to Specific Countries list.
Ship to Specific Countries	Website	The Ship to Specific Countries list appears when the Specific Countries option is selected. Select each country where you offer shipping by FedEx. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)
Show Method if Not Applicable	Website	Options include: Yes — The FedEx shipping option appears in the shipping methods list for all orders, regardless of

Field	Scope	Description	
			whether the order qualifies.
		No	The FedEx shipping option does not appear in the shipping methods list if the order is not qualified to use it. For example, FedEx will not appear as a shipping option if the order weight exceeds the maximum weight amount.
Sort Order	Website	Sets the sort order value for this shipping method. This value, relative to other shipping methods, determines the displayed order of shipping options in checkout. Shipping methods are displayed in ascending order based on sort order value. Set to 0 for highest sort order.	

DHL

Intermediate

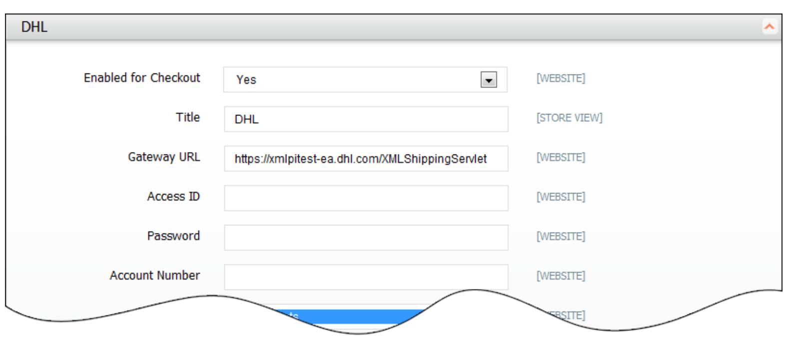
DHL offers integrated international services and tailored, customer-focused solutions for managing and transporting letters, goods and information. This article provides step-by-step instructions for setting up the DHL shipping method for your Magento Go store.

Step 1: Open a DHL Shipping Account

To offer this shipping method to your customers, you must first open an account with DHL.

Step 2: Enable DHL for Your Store

1. On the Admin menu, select **System** > **Configuration**. Then in the Configuration panel on the left, under Sales, select **Shipping Methods**.
2. Click to expand the **DHL** section. Then, do the following:
   a. Set **Enabled for Checkout** to "Yes."
   b. In the **Title** field, type a name that will be used to refer to this shipping method during checkout.
   c. In most cases, you can accept the default **Gateway URL**. However, if DHL has given you an alternate URL, enter the value in this field.
   d. Use the credentials provided by DHL to complete the following fields:
      - Access ID
      - Password
      - Account Number



Enable DHL

Step 3: Complete the Package Description and Handling Fee

1. Set **Content Type** to the type of parcel you usually ship:
   - Package
   - Letter
2. The handling fee is optional, and appears as an additional charge that is added to the DHL shipping cost. If you want to include a handling fee, do the following:
   a. In the **Calculate Handling Fee** list, select the method you want to use to calculate handling fees:
      - Fixed Fee
      - Percentage

   b. In the **Handling Fee** field, enter the amount to be charged, based on the method you have chosen to calculate the amount. For example, if the charge is based on a fixed fee, enter the amount as a decimal, such as: 4.90. However, if the handling fee is based on a percentage of the order, enter the amount as a percentage. For example, if you are charging six percent of the order, enter the value as: .06.

   c. In the **Handling Applied** list, select how you want the handling fees applied:
      - Per Order
      - Per Package

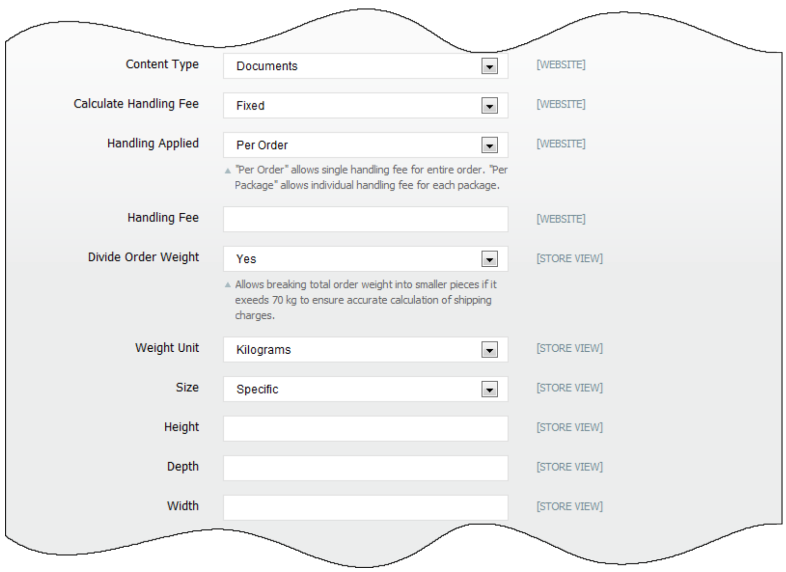
   d. For packages that exceed 70kg, you can allow the total order weight to be broken up to ensure an accurate calculation of shipping charges. To permit this, set **Divide Order Weight** to "Yes."

   e. Set the **Weight Unit** of the package to one of the following:
      - Pounds
      - Kilograms

   f. Set the **Size** of the package to one of the following:
      - Regular
      - Specific

Then, enter the **Height**, **Depth**, and **Width** of the package.

3. If your shipments are subject to international duty charges, set **Shipment Dutiable** to "Yes."
4. Enter the **Maximum Package Weight** as specified for your DHL account. By default, this field is set to 150.
5. In the **Shipment Duty Payment Type** list, identify the party responsible to pay international duty charges:
   - Receiver
   - Sender
   - Third Party



DHL Package Description and Handling Fee

Step 4: Complete the Allowed Methods and Applicable Countries

1. In the **Allowed Methods list**, select each shipment method that you support. (Hold the Ctrl key down to select multiple options.)

   To display the correct list of shipping methods, you must first specify the Country of Origin in Shipping Settings.
2. Enter the **Ready Time** in hours after submission, that it takes for a package to be ready to ship.

3. Edit the **Displayed Error Message** as needed. This message appears when a selected method is unavailable.

4. In the **Free Method** list, select the shipping method you prefer to use for offers of free shipping. Then, set the **Free Shipping with Minimum Order Amount** to one of the following:

Enable	To offer Free Shipping with Minimum Order.
Disable	To not offer free DHL shipping.

   This is similar to the standard Free Shipping method, but appears in the DHL section so customers know which method is used for their order.

5. Enter the **Minimum Order Amount for Free Shipping** that must be met for a package to qualify.

6. Set **Ship to Applicable Countries** to one of the following:

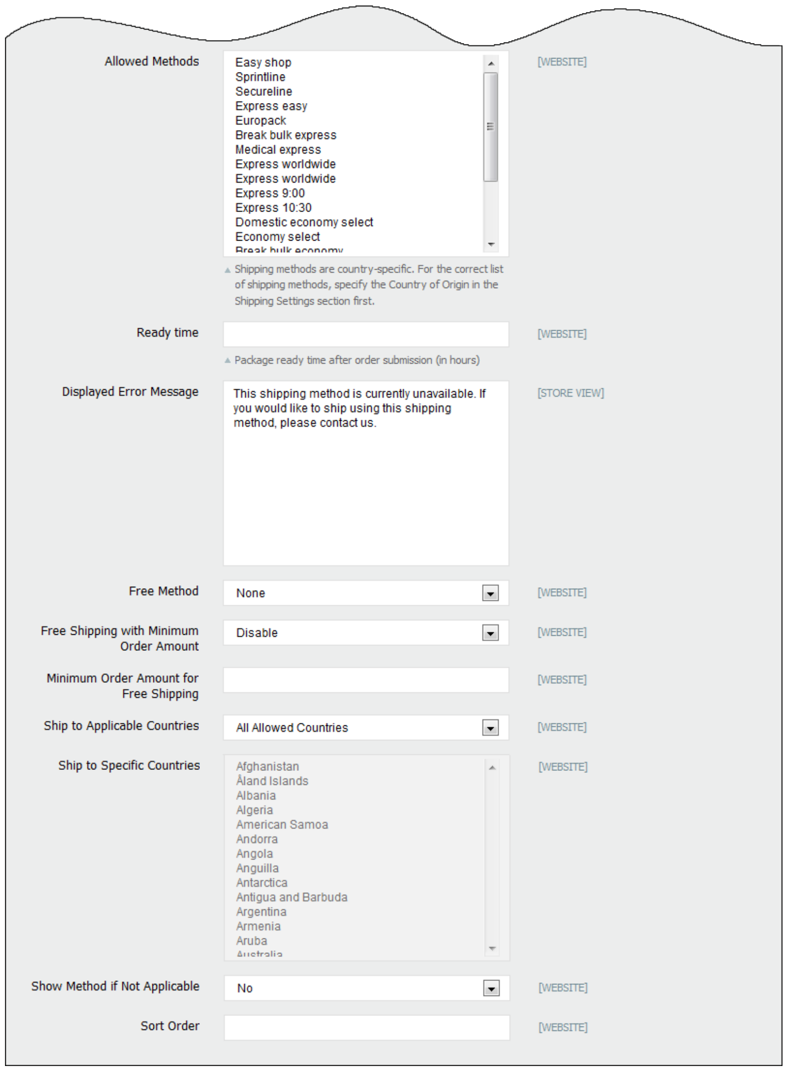
All Allowed Countries	Ships to the countries specified in your store configuration.
Specific Countries	If applicable, set **Ship to Specific Countries** to each country where your customers are allowed to ship by DHL. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

7. Set **Show Method if Not Applicable** to one of the following:

Yes	Displays all options,even if not applicable to the order.
No	Displays only applicable options.

8. In the **Sort Order** field, type a numeric value to determine the sequence in which DHL appears when listed with other shipping methods during checkout.

9. When complete, click the **Save Config** button.



DHL Allowed Methods and Applicable Countries

Field Descriptions

Field	Scope	Description
Enabled for Checkout	Website	Enables/disables the DHL shipping method.
Title	Store View	The title of this shipping method as it appears during checkout.
Gateway URL	Website	In most cases, you can accept the default Gateway URL. However, if DHL has given you an alternate URL, enter the value in this field.
Access ID	Website	The DHL shipper account access ID, provided to you by DHL.

Field	Scope	Description
Password	Website	The DHL shipper account password, provided to you by DHL.
Account Number	Website	The DHL shipper account number, provided to you by DHL.
Shipping Key (International)	Website	The DHL shipping key, provided to you by DHL.
Shipment Key	Website	The DHL shipment key, provided to you by DHL.
Content Type	Website	Select the option that best describes the type of package you ship. Options include: Documents / Non documents.
Calculate Handling Fee	Website	The handling fee is optional and appears as an additional charge added to the DHL shipping cost. From the list, select the method that you want to use to calculate handling fees. Options include: Fixed / Percentage.
Handling Applied	Website	From the list, select how you want the handling fees applied. Options include: Per Order — Allows a single handling fee for the entire order Per Package — Allows a separate handling fee for each package.
Handling Fee	Website	Enter the amount to be charged for a handling fee, based on the method you have chosen to calculate the amount. For example, if the charge is based on a fixed fee, enter the amount as a decimal, such as 4.90. However, if the handling fee is based on a percentage of the order, enter the amount as a percentage. For example, if you are charging six percent of the order, enter the value as .06.
Divide Order Weight	Store View	The weight of orders over 70 kg can be calculated in smaller segments to obtain the best possible shipping charge.
Weight Unit	Store View	The unit of measurement used for calculating weight. Options include: Pounds / Kilograms
Size	Store View	Specifies the package dimensions as the default (regular) or custom (specific). Options include: Regular / Specific For custom (specific) packages, complete the following: Height — The height of the package.

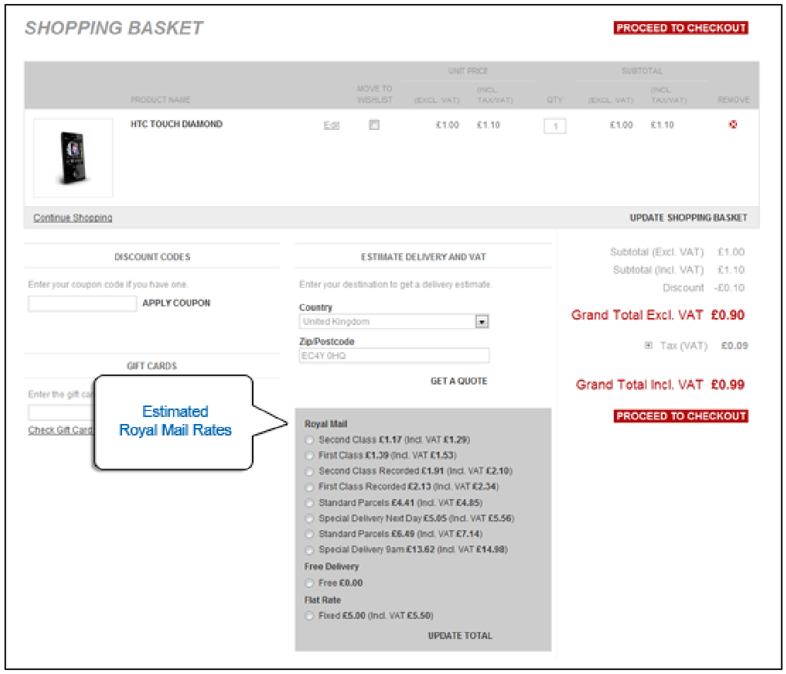
Field	Scope	Description	
		Depth	The depth of the package.
		Width	The width of the package.
Allowed Methods	Website	In the list, select each shipment method that you support. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)	
Ready Time	Website	The number of hours until the package is ready for pickup, when the order is submitted.	
Displayed Error Message	Store View	This message appears when DHL becomes unavailable for any reason. You can use the default message or enter a message of your own.	
Free Method		This shipping method is similar to the regular Free Shipping method, however it appears with the DHL shipping options, and is identified as DHL shipping. In the list, select the method you want to use for free shipping.	
Free Shipping with Minimum Order Amount	Website	Set to one of the following:	
		Enable	To allow free DHL shipping for orders that meet the minimum amount.
		Disable	To not offer free DHL shipping with minimum order.
Minimum Order Amount for Free Shipping	Website	If you enable Free Shipping with Minimum Order, enter the minimum order amount value in the field.	
Ship to Applicable Countries	Website	Specifies which country customers are allowed to use this shipping method.	
		All Allowed Countries	All allowed countries are applicable to use the free shipping method. The Allowed Countries are specified in the General configuration page.
		Specific Countries	Limits this shipping option to the countries specified in the Ship to Specific Countries list.
Ship to Specific Countries	Website	Specifies the countries where DHL shipments can be sent. This selected countries list is used if Specific Countries is selected in the Ship to Applicable Countries option.	

Field	Scope	Description	
Show Method if Not Applicable	Website	Options include:	
		Yes	DHL always appears as a shipping option during checkout, even if not applicable to the order.
		No	DHL appears as a shipping option during checkout only if applicable to the order.(i.e. Order weight exceeds the maximum weight amount.)
Sort Order	Website	Sets the sort order value for this shipping method. This value, relative to other shipping methods, determines the displayed order of shipping options in checkout. Shipping methods are displayed in ascending order based on sort order value. Set to 0 for highest sort order.	

Royal Mail

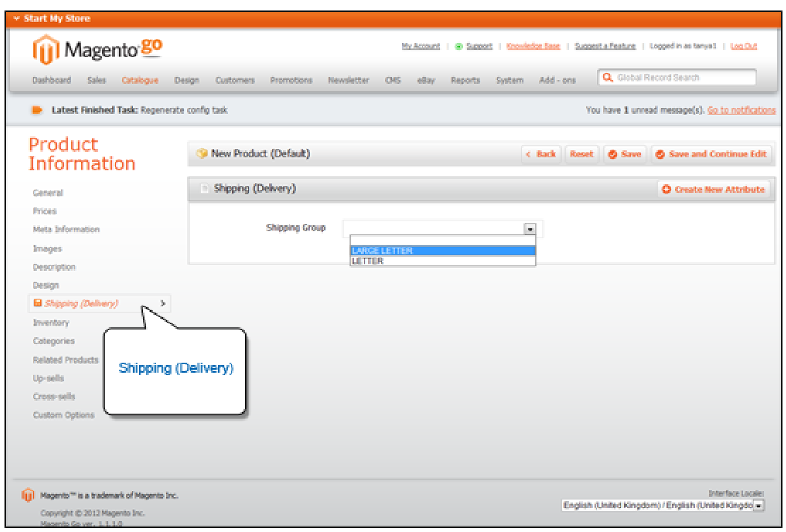
Intermediate

Royal Mail provides worldwide deliveries and postal services throughout the United Kingdom and Northern Ireland. During the checkout process, your customers can choose from the selection of Royal Mail delivery rates, including First Class, Second Class, Standard Parcel, and Special Delivery, along with international service and insurance options. In addition to offering wide selection of preconfigured rates, Royal Mail gives you the ability to create customized rates based on any combination of destination, subtotal, quantity, and cart weight.



Royal Mail Rates During Checkout

The Shipping (Delivery) tab, which is included in the Default attribute set and Product Information panel, can be used to associate a specific Royal Mail shipping group to a product. The shipping group identifies the rate as belonging to a specific group, such as “Letter” or “Large Letter.”

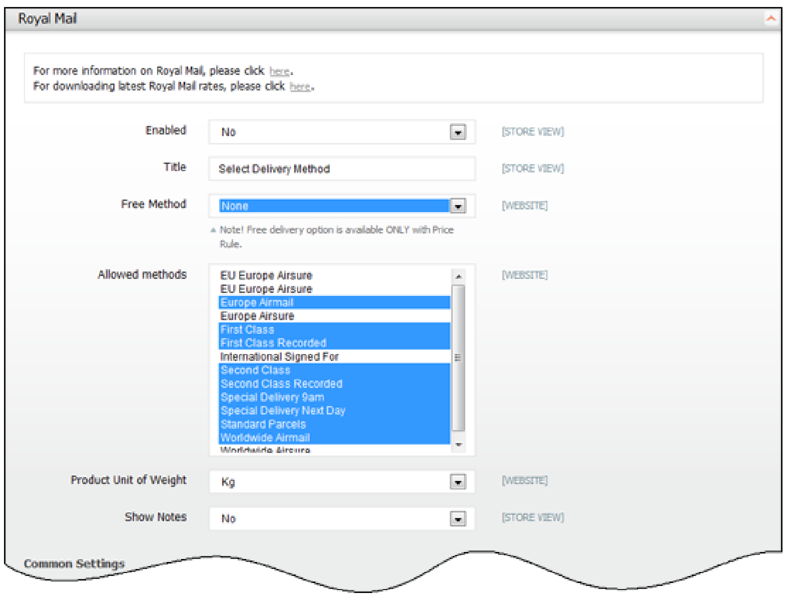


Product Information - Shipping (Delivery)

You can create custom rates for Royal Mail by downloading the data from your store’s Admin, and editing the rates in Excel. After you have edited the file, the new rates can be imported back to your store.

To enable Royal Mail:

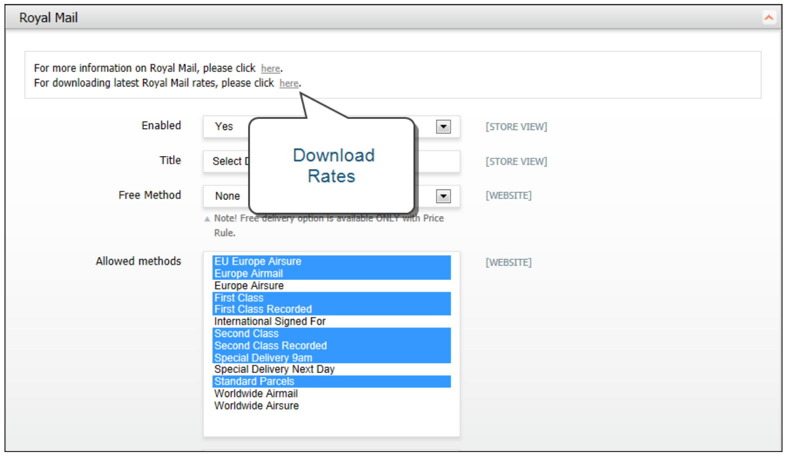
1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under Sales, select **Delivery Methods**.
2. Click to expand the **Royal Mail** section, and do the following:
   a. Set **Enabled** to "Yes."
   b. Complete the remaining fields as needed.
3. Click the **Save Config** button to save your settings.
4. To refresh your store's cache, select **Catalog > Search Indexing**. Then, click the **Refresh Index** button.



Configuring Royal Mail Rates

To create custom rates for Royal Mail:

1. On the Admin panel, select **System > Configuration**. Then in the Configuration panel on the left, under Sales, select **Delivery Methods**.
2. Click to expand the **Royal Mail** section. Then at the top of the section, click the link to download the latest Royal Mail rates.



Download Rates

3. When the CSV file opens, hold down **Ctrl+A**to select all the text (Mac users should hold down **Cmd+A**). Copy and paste the data into a text editor and save it as a .txt file.

```
"Country","Region/State","City","Zip From","Zip To","Shipping Group","Weight >","Weight <=","Price From","Price To","Item From","Item To","Shippin
"GBR","*","*","*","*","LETTER",0,100,"*","*",0,1,0.46,,"First Class",
"GBR","*","*","*","*","LARGE LETTER",0,100,"*","*",0,1,0.75,,"First Class",
"GBR","*","*","*","*","LARGE LETTER",100,250,"*","*",0,1,1.09,,"First Class",
"GBR","*","*","*","*","LARGE LETTER",250,500,"*","*",0,1,1.46,,"First Class",
"GBR","*","*","*","*","LARGE LETTER",500,750,"*","*",0,1,2.07,,"First Class",
"GBR","*","*","*","*","*",0,100,"*","*","*","*",1.58,,"First Class",
"GBR","*","*","*","*","*",100,250,"*","*","*","*",1.96,,"First Class",
"GBR","*","*","*","*","*",250,500,"*","*","*","*",2.48,,"First Class",
"GBR","*","*","*","*","*",500,750,"*","*","*","*",3.05,,"First Class",
"GBR","*","*","*","*","*",750,1000,"*","*","*","*",3.71,,"First Class",
"GBR","*","*","*","*","*",1000,1250,"*","*","*","*",4.9,,"First Class",
"GBR","*","*","*","*","*",1250,1500,"*","*","*","*",5.66,,"First Class",
"GBR","*","*","*","*","*",1500,1750,"*","*","*","*",6.42,,"First Class",
"GBR","*","*","*","*","*",1750,2000,"*","*","*","*",7.18,,"First Class",
"GBR","*","*","*","*","*",2000,4000,"*","*","*","*",8.95,,"First Class",
"GBR","*","*","*","*","*",4000,20000,"*","*","*","*",12,"w=2000@3.05","First Class",
"GBR","*","*","*","*","LETTER",0,100,"*","*",0,1,1.23,,"First Class Recorded",
"GBR","*","*","*","*","LARGE LETTER",0,100,"*","*",0,1,1.52,,"First Class Recorded",
"GBR","*","*","*","*","LARGE LETTER",100,250,"*","*",0,1,1.86,,"First Class Recorded",
"GBR","*","*","*","*","LARGE LETTER",250,500,"*","*",0,1,2.23,,"First Class Recorded",
"GBR","*","*","*","*","LARGE LETTER",500,750,"*","*",0,1,2.84,,"First Class Recorded",
"GBR","*","*","*","*","*",0,100,"*","*","*","*",2.35,,"First Class Recorded",
"GBR","*","*","*","*","*",100,250,"*","*","*","*",2.73,,"First Class Recorded",
"GBR","*","*","*","*","*",250,500,"*","*","*","*",3.25,,"First Class Recorded",
"GBR","*","*","*","*","*",500,750,"*","*","*","*",3.82,,"First Class Recorded",
"GBR","*","*","*","*","*",750,1000,"*","*","*","*",4.48,,"First Class Recorded",
```

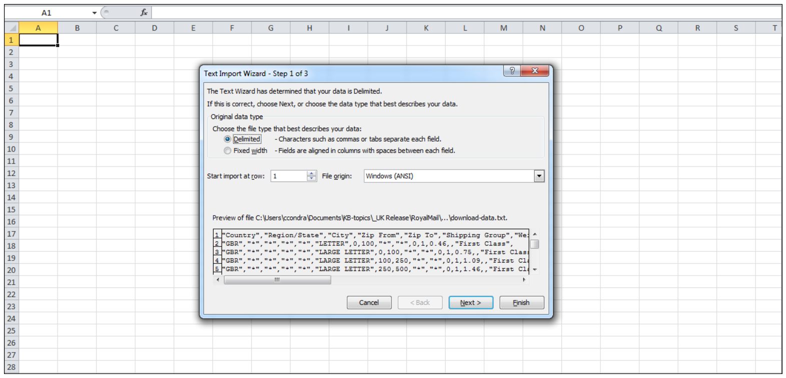
Download Data

4. Open the .txt file in Excel. When the Text Import Wizard appears, do the following:

   a. With the **Delimited** file type selected, click **Next**.

   b. When prompted to select the delimeter character, select the **Comma** checkbox. Clear any other checkboxes that may be selected and click **Next**.

   c. With the **Column Data Format** set to "General," click **Finish**. The data now appears as rows and columns in the worksheet.



Text Import Wizard

5. Edit the data as needed.

> The asterisk is a wildcard that represents "all."

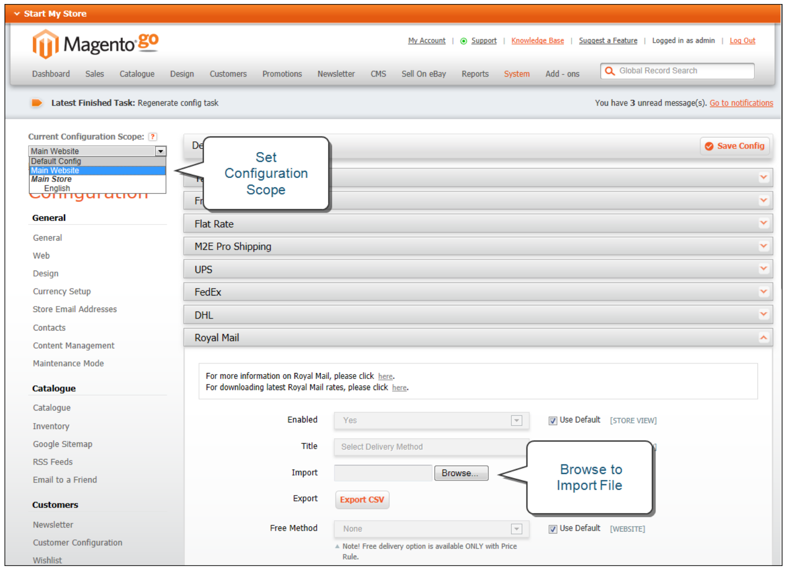
If you need to create a custom rate, copy the current rate information and paste it into a new row. Then, edit the data as needed.

6. When you have made the necessary changes, save the edited rate data into a new CSV file.

> If you are using a Macintosh version of Microsoft Office, save the file as the "CSV (MS Windows)" file type.

7. On the Admin menu, select **System > Configuration**. In the Configuration panel on the left, select **Delivery Methods**. Click to expand the **Royal Mail** section and do the following:

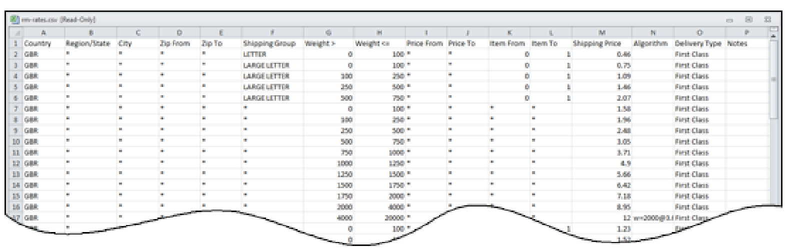
a. In the upper left corner, set **Current Configuration Scope** to “Main Website.” The Import/Export options appear in the **Royal Mail** section.



Set Configuration Scope

b. Click the **Browse** button. Find the edited rates file, and select the file to import.

8. When complete, click the **Save Config**button to import the rates.



RM Rates

Royal Mail Rates Data Structure

Column	Description
Country	The ISO3 country code where this rate applies. Enter an asterisk (*) for “All.” Separate multiple countries with a comma, such as: GBR,FRA
Region/State	The code for the region or state where this rate applies. Enter an asterisk (*) for “All.”
City	The name of the city. Enter an asterisk (*) for “All.”
Zip From	Used as search criteria to define the beginning of a range of zip

<table>
<tr><th>Column</th><th>Description</th></tr>
<tr><td></td><td>codes.</td></tr>
<tr><td>Zip To</td><td>Used as search criteria to define the end of a range of zip codes.</td></tr>
<tr><td>Shipping Group</td><td>Identifies the rate as either “Letter” or “Large Letter.”</td></tr>
<tr><td>Weight ></td><td>The starting weight to which this shipping rate applies. Default value: * (All)</td></tr>
<tr><td>Weight <=</td><td>The ending weight to which this shipping rate applies.
Default value: * (All)</td></tr>
<tr><td>Price From</td><td>The starting price to which this shipping rate applies.
Default value: * (All)</td></tr>
<tr><td>Price To</td><td>The ending price to which this shipping rate applies.
Default value: * (All)</td></tr>
<tr><td>Item From</td><td>The starting #items to which this shipping rate applies. Default value: * (All)</td></tr>
<tr><td>Item To</td><td>The ending #items to which this shipping rate applies. Default value: * (All)</td></tr>
<tr><td>Shipping Price</td><td>The delivery price.</td></tr>
<tr><td>Algorithm</td><td>An additional calcuation that is applied to determine the rate. An algorithm can be used to apply an additional calculation based on weight. For example, you can use a weight algorithm to charge and additional amount for every extra 1kg in the shopping cart.The following switches determine whether the weight is used “as is,” or rounded up to the nearest whole number:
<table>
<tr><td>Weight Ceiling Switch</td><td>wc=</td><td>Rounds up the weight to a whole number.</td></tr>
<tr><td>Weight Switch</td><td>w=</td><td>Uses the actual weight value in the calculation, including fractions.</td></tr>
</table>
For example, you have a product that weighs 0.3kg, and you want to charge an extra £1.50 for every 1KG in the shopping (basket) cart. There are eight items in the shopping cart:
1 * Prod= £5
2 * Prod = £5
3 * Prod = £5
4 * Prod = £6.50</td></tr>
</table>

Column	Description
	8 * Prod = £8.00 A different result is returned, depending on which weight switch is used in the algorithm. If you use the “wc=” switch, the calculation is based on weight as a whole number, rather than as a fraction. As you can see in the following examples, the returned value is greater because the weight is rounded up from 2.4kg to 3kg. (weight * extra charge) + base price = delivery charge (with wc=) 3 * 1.50 + $5 base price = $9.50 (with w=) 2.4 * 1.50 + $5 = $8.60 The following algorithms apply an additional charge when the weight reaches the stated amount: w=2000@3.05 w=100@1.11 w=100@0.55
Delivery Type	The name used to identify this delivery method during checkout. For example: Via 24-48 Courier
Notes	An additional explanation or description of this shipping method.

Notes

Chapter 56:

Tax Rules

Magento Go analyzes the shopping cart of each customer to calculate the appropriate tax. The tax is based on a combination of the customer and product tax classes, and the region where the product was purchased. In this chapter, you will learn about the following topics:

- Tax Classes
- Tax Rates and Calculations
- Retail Taxes
- Fixed Product Taxes (FPT)
- Compound Tax Rules
- Tax On Shipping

Every product and customer is assigned to a tax class. Tax classes, in turn, are used to define Tax Rules. Tax Rules are a combination of a customer tax class, product tax class, and tax rates.

Setting Up Taxes

Intermediate

Before setting up your tax classes and tax rules, make sure that you are familiar with the tax requirements of your locale. Then, you can complete the tax configuration as needed for your store.

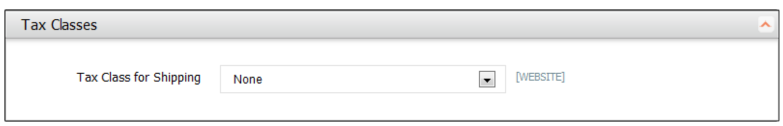
Process Overview:

Step 1: Set Up Tax Classes
Step 2: Complete the Calculation Settings
Step 3: Complete the Price Display Settings
Step 4: Set Up Fixed Product Taxes

Step 1: Set Up Tax Classes

1. On the Admin menu, select **System > Configuration**. Then, in the Configuration panel on the left, under Sales, select **Tax**.

2. Click to expand the **Tax Classes** section.



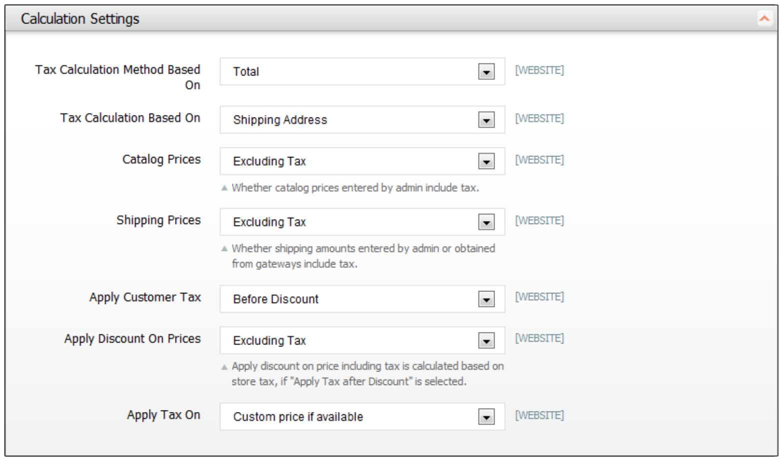
Tax Classes

3. Set **Tax Classes for Shipping** to one of the following:

- None
- Default
- Taxable Goods
- Shipping

Step 2: Complete the Calculation Settings

1. Click to expand the **Calculation Settings** section. Then, do the following:



Tax Calculation Settings

   a. Set **Tax Calculation Method Based On** to one of the following areas of the invoice:

      - Unit price
      - Row total
      - Total

   b. Set **Tax Calculation Based On** to one of the following locations, according to your local requirements:

      - Shipping address
      - Billing Address
      - Shipping Origin

   c. Set **Catalog Prices** to include or exclude tax.

   d. Set **Shipping Prices** to include or exclude tax.

      > This applies to shipping amounts defined through the Admin panel, as well as to shipping amounts obtained from gateways.

   e. Set **Apply Customer Tax** to apply before or after a discount.

f. Set **Apply Discount on Prices** to include or exclude tax.

> If "Apply Tax after Discount" is selected, the applied discount on price, including tax, is calculated based on store tax.

g. Set **Apply Tax On** to a custom or original price.

2. Click to expand the **Default Tax Destination Calculation** section. Then, do the following:

Tax Default Destination Calculation

a. Set **Default Country** to the country where the tax applies.

b. Set **Default State** to the state where the tax applies. By default, this option is not set, as indicated by the asterisk (*).

c. Set **Default Post Code** to the ZIP or postal code where the tax applies. By default, this option is not set, as indicated by the asterisk (*).

> These options apply only if the default country is set to United States.

Step 3: Complete the Price Display Settings

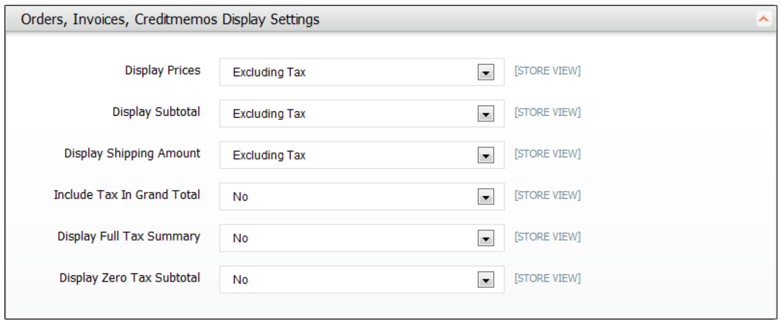
1. Click to expand the **Price Display Settings** section.

Price Display Settings

2. Set both **Display Product Prices in Catalog** and **Display Shipping Prices** to one of the following:

- Excluding Tax
- Including Tax
- Including and Excluding Tax (displays both)

3. Click to expand the **Orders, Invoices, Credit Memos Display Settings** section. Then, do the following:



Orders, Invoices, Creditmemos Display Settings

a. Set **Display Prices**, **Display Subtotal**, and **Display Shipping Amount** to one of the following:

- Excluding Tax
- Including Tax
- Including and Excluding Tax (Displays both)

b. Set **Include Tax in Grand Total** to one of the following:

Yes	Calculates grand total to include tax.
No	Calculates grand total without tax.

c. Set **Display Full Tax Summary** to one of the following:

Yes	Displays tax summary on orders, invoices, and credit memos.
No	Does not display tax summary on orders, invoices, and credit memos.

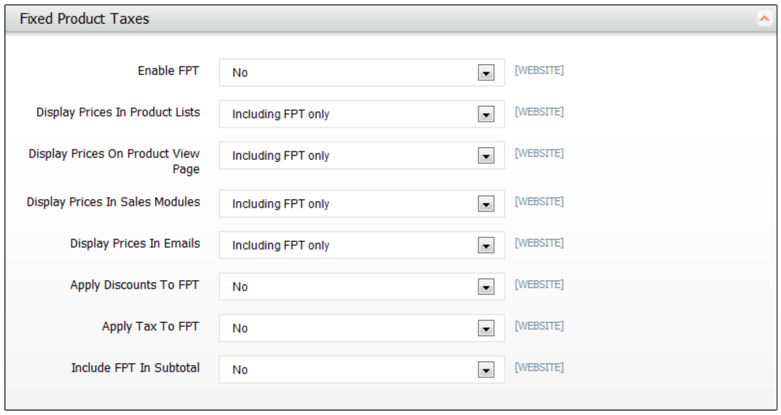
d. Set **Display Zero Tax Subtotal** to one of the following:

Yes	Displays subtotal for orders with zero tax.
No	Does not display subtotal for orders with zero tax.

Step 4: Set Up Fixed Product Taxes

Video Tutorial: Create a Fixed Product Tax

1. Click to expand the **Fixed Product Taxes** section.



Fixed Product Tax

2. Set **Enable FPT** to one of the following:

Enable	Enables fixed product taxes (if they exist).
Disable	Disables fixed product taxes.

3. Set each of the following fields to indicate how fixed product taxes, if used, are displayed throughout your store.

   a. Set **Display Prices in Product Lists** to indicate how fixed product taxes, if used, are displayed in your store.

   b. Set **Display Prices on Product View Page** to indicate how fixed product taxes, if used, are displayed in your store.

   c. Set **Display Prices in Sales Module** to indicate how fixed product taxes, if used, are displayed in your store. This option determines the price appearance in the Order Review section of checkout and in the Items Ordered section of a sales order.

   d. Set **Display Prices in Emails** to indicate how fixed product taxes, if used, are displayed in your store. Options include:

Including FPT Only	Displays prices with fixed product tax, but without a description.
Including FPT and FPT description	Displays prices with fixed product tax and description.
Excluding FPT, FPT description, final price	Displays prices without fixed product tax, description, or the price with the tax.
Excluding FPT	Displays prices without fixed product tax.

4. Complete the following to determine how discounts, taxes, and subtotals are applied to Fixed Product Taxes:

   a. Set **Apply Discounts to FPT** to one of the following:

Yes	Applies discount to the fixed product tax amount.
No	Applies discount to the base product price (excluding fixed product tax).

   b. Set **Apply Tax to FPT** to one of the following:

Yes	Applies tax to the fixed product tax.
No	Applies tax to the base product price, without the fixed product tax.

   c. Set **Include FPT in Subtotal** to one of the following:

Yes	Calculates fixed product tax into the shopping cart subtotal.
No	Displays fixed product tax below the shopping cart subtotal, but does not calculate the tax into the subtotal.

5. When complete, click the **Save Config** button.

Retail Tax Calculations

Intermediate

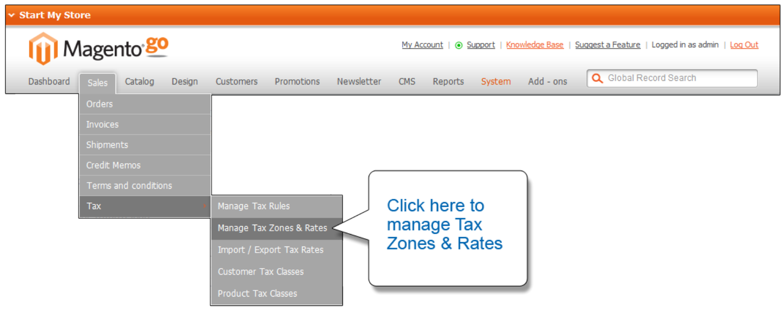
This section shows how to set up tax rates and tax rules for retail customers and taxable goods. A tax rule is a combination of a customer tax class, product tax class, and tax rate. Tax rules provide an answer to the fundamental question: Who gets charged how much, and for which products?

Process Overview:

Step 1: Set Up a Tax Rate
Step 2: Set Up a Product Tax Class
Step 3: Set Up a Customer Tax Class
Step 4: Set Up Tax Rules

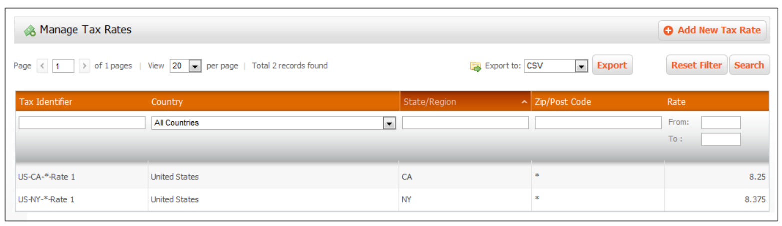
Step 1: Set Up a Tax Rate

1. On the Admin menu, select **Sales > Tax > Manage Tax Zones & Rates**.



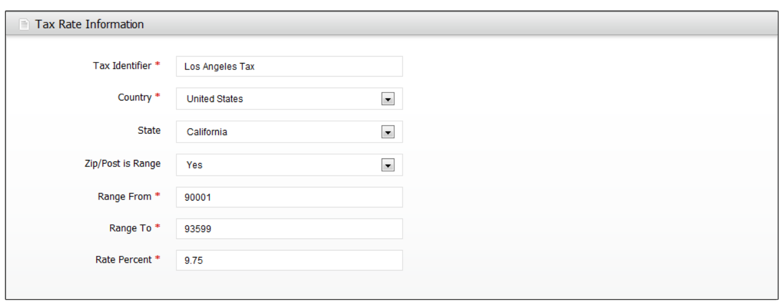
Manage Tax Zones & Rates

2. In the upper-right corner of the Manage Tax Rates page, click the **Add New Tax Rate** button.



Add New Tax Rate

3. In the Tax Rate Information section, do the following:



Tax Rate Information

   a. In the **Tax Identifier** field, enter a name for the new tax rate. The name can not include spaces, and is for internal reference only.

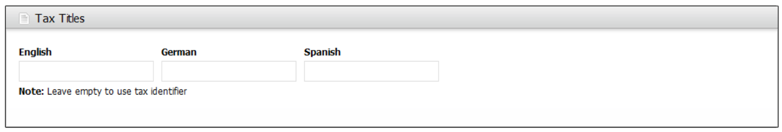
   b. Select the **Country** and **State** to which the tax applies.

   c. Set **ZIP/Post is Range** to “Yes” to apply the tax to a range of ZIP codes. Then, enter the beginning and ending range of ZIP codes in the following fields:

- Range From
- Range To

d. Enter the **Rate Percent** as a decimal. For example, a tax rate of 9.75 percent is entered as 9.75.

e. In the Tax Titles section, under **English**, enter a name for the tax rate. If applicable, enter the translation of the tax rate name for each language supported.



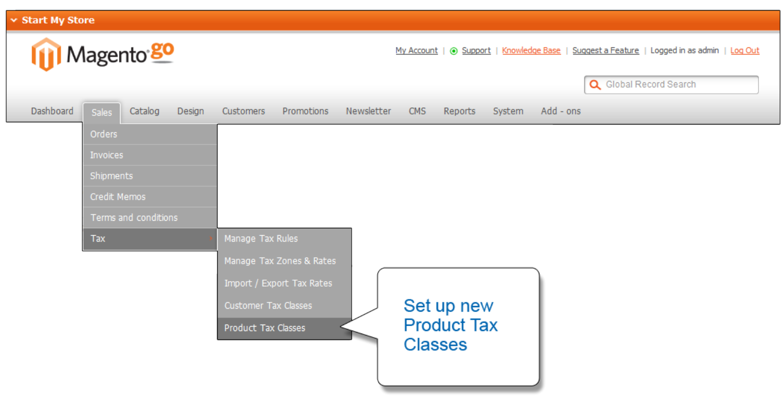
Tax Titles

4. When complete, click the **Save Rate** button.

Step 2: Set Up a Product Tax Class

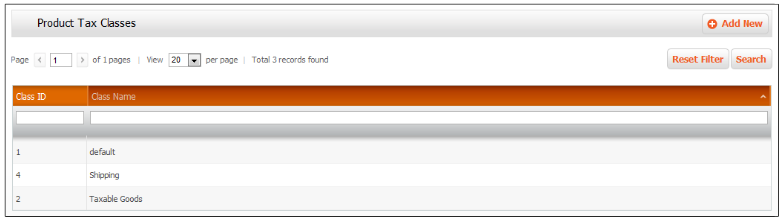
Product Tax Classes determine which taxes are applied to a product. To configure Product Tax classes, do the following:

1. From the Admin menu, select **Sales > Tax > Product Tax Classes**.



Product Tax Classes

2. In the upper-right corner of the Product Tax Classes page, click the **Add New** button.



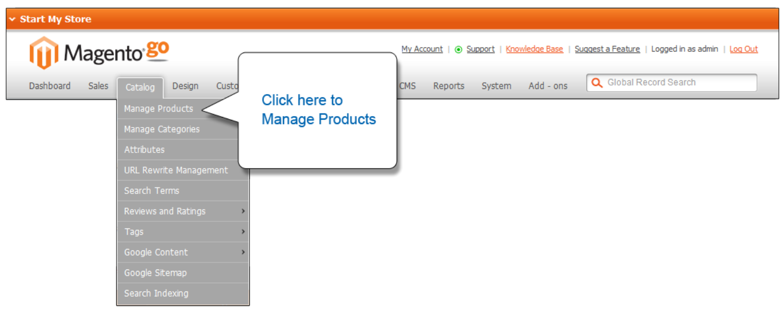
Product Tax Classes

3. In the Product Tax Class Information section, enter the **Class Name**. (i.e. "Taxable Goods.")

4. When complete, click the **Save Class** button.

To apply the class to a product:

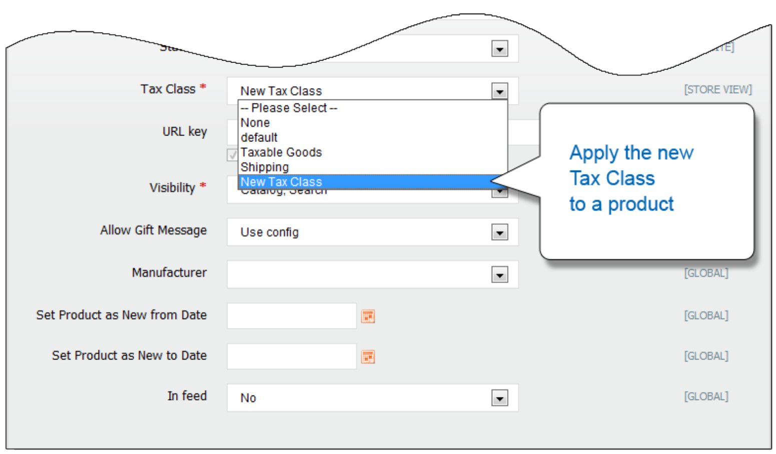
1. On the Admin menu, select **Catalog > Manage Products**.



Manage Products

2. Find the product in the list on the Manage Products page, and click to open the record.

3. Set **Tax Class** to the name of the class you created. (i.e. "Taxable Goods.")

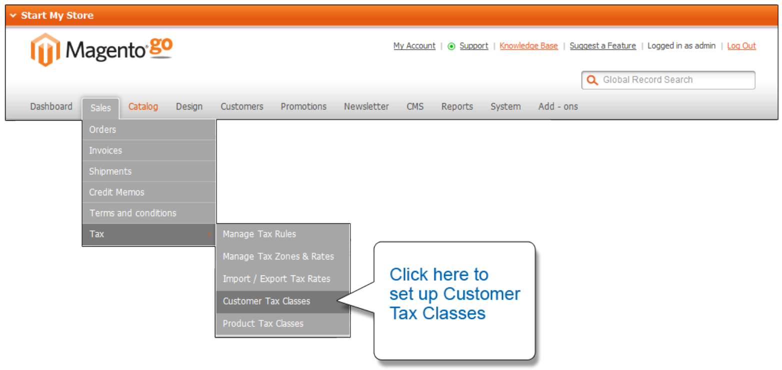


Apply Tax Class to Product

4. When complete, click the **Save** button.

Step 3: Set Up a Customer Tax Class

1. On the Admin menu, select **Sales > Tax > Customer Tax Classes**.



Customer Tax Classes

2. In the upper-right corner of the Customer Tax Classes page, click the **Add New** button.

Add New Tax Class

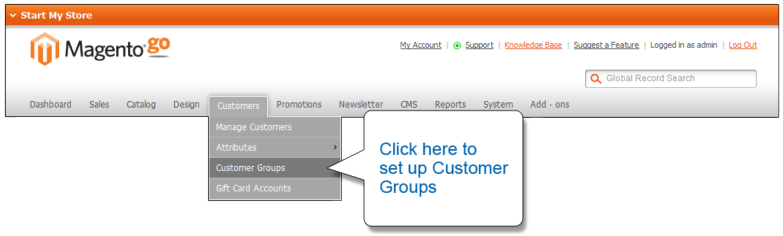
3. In the Customer Tax Class Information section, enter a new **Class Name**.

Customer Tax Class Information

4. When complete, click the **Save Class** button.

To apply the tax class to a customer group:

1. On the Admin menu, select **Customer > Customer Groups**.

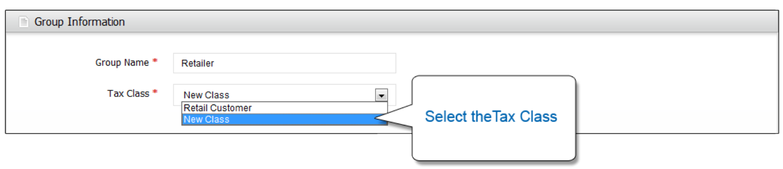


Customer Groups

2. Find the customer group in the list, and click to open the record.

Customer Groups List

3. In the Group Information section, select the **Tax Class**.

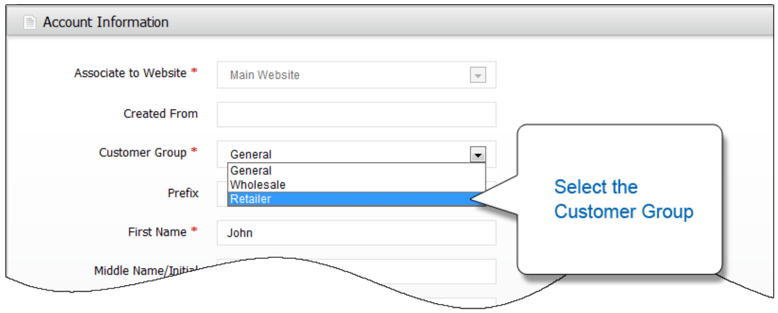


Select the Tax Class

4. When complete, click the **Save** button.

To assign a specific customer to a customer group:

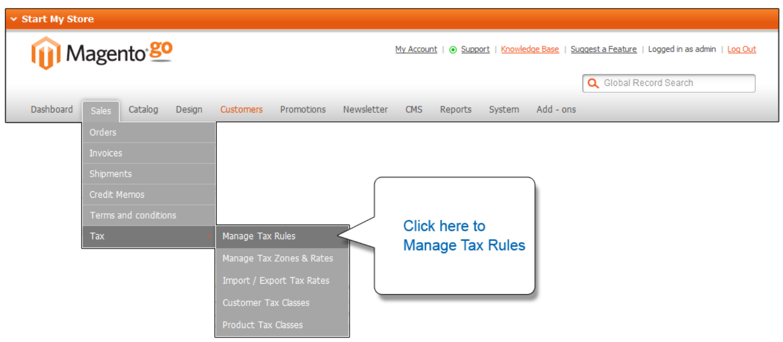
1. On the Admin menu, select **Customers > Manage Customers**.
2. Find the customer in the list, and click to open the record.
3. In the Customer Information panel on the left, select **Account Information**. Then in the Account Information section, select the **Customer Group**.
4. When complete, click the **Save** button.



Select Customer Group

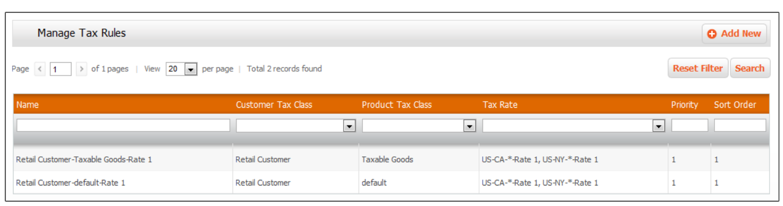
Step 4: Set Up Tax Rules

1. On the Admin menu, select **Sales > Tax > Manage Tax Rules**.



Manage Tax Rules

2. In the upper-right corner of the Manage Tax Rules page, click the **Add New** button.



Add New Tax Rule

3. In the Tax Rule Information section, do the following:

Tax Rule Information

a. Enter a **Name** for the tax rule that will be easy to identify.

b. Select the **Customer Tax Class** for the rule.

c. Select the **Product Tax Class** for the rule.

d. Select the **Tax Rate** that applies to the rule.

e. In the **Priority** field, enter a number to determine the importance of this rule in relation to others. Lower numbers take precedence. Tax rules are applied in ascending order, so the rule with a sort order of zero applies first.

> If two tax rules have the same priority number, the taxes are added together. Otherwise the taxes are compounded.

f. Enter a **Sort Order** number to determine the order in which this rule appears when listed with other rules.

4. When complete, click the **Save Rule** button.

Compound Tax Rules

Intermediate

For compound taxes, the total cost of a product or service is taxed at one rate, and then the total of that amount, including the first tax amount, is taxed a second time. For example, in Quebec and Prince Edward Island (PEI) in Canada, the Canada General Sales tax is calculated and added to the price of a product. Then the Quebec or PEI provincial tax rate is calculated for that total amount, which is added to the previous total. Compound tax is also known as stacked tax. The calculation looks like this:

```
Product Price

+ Product Price x GST

+ (Product Price x GST) x QST

Total
```

For this example you will set up a general sales tax rate for Canada and a provincial tax rate for Quebec, and then set the tax rule so that the two taxes are compounded.

Process Overview:

Step 1: Set Up the Tax Rates
Step 2: Set Up the First Compounding Rate
Step 3: Set Up the Next Compounding Rate

Step 1: Set Up the Tax Rates

If you don't have them already, create two tax rates, one for Canada general sales tax (GST) and one for Quebec provincial sales tax (QST).

1. On the Admin menu, select **Sales > Tax > Manage Tax Zones & Rates**.
2. Click the **Add New Tax Rate** button.
3. In the Tax Rate Information section, complete the following fields:

Tax Identifier	For this example, enter GST for the Canada general tax rate and QST for the Quebec sales tax. Make sure to not include spaces in this field. This identifier is not visible to customers if the alternate Tax Titles section is used.

Country and State	Select the country and state to which the specific tax applies. For this example set the Country to Canada for both rates, and set the State to Quebec for the QST rate.
Zip/Post is Range	For this example, set to “No.”
Range From / Range To	(Not applicable for this example.)
Rate Percent	Enter the tax rate as a percentage number. For this example, for GST enter 5, and for QST enter 8.5.
Tax Titles	Tax Titles let you name your tax rate. This is helpful if you have a store that is translated into different languages and you use the same tax rates for all languages.

4. When complete, click the **Save Rate** button.

Step 2: Set Up the First Compounding Tax Rule

1. On the Admin menu, select **Sales > Tax > Manage Tax Rules**.
2. In the Manage Tax Rules section, click the **Add New** button to add a new tax rule.
3. In the Tax Rule Information section, complete the following fields:

Name	Enter a name for this tax rule that will make it easy to identify. For this example, use “Canada GST.”
Customer Tax Class	Select the customer tax class to apply this rule to. For this example, select “Retail Customer.”
Product Tax Class	Select the product tax class to apply this tax rule to. For this example, select “Taxable Goods.”
Tax Rate	Select the tax rate to apply for this tax rule. For this example, select “GST.”
Priority	Specify the importance of this tax rule by giving it a number value. Lower numbers have higher priority. If two tax rules have the same priority, the taxes are added together. Otherwise the taxes are compounded. For this example, set priority to zero. In this example, GST is calculated first and then QST is compounded on top of GST.
Sort Order	Set the sort order to zero. The Sort Order determines the sequence in which this rule appears with other rules.

4. When complete, click the **Save Rule** button.

Step 3: Set Up the Next Compounding Tax Rule

In this step, you will add the next tax rule and give it a different priority to enable tax compounding.

1. On the Admin menu, select **Sales > Tax > Manage Tax Rules**.
2. In the Manage Tax Rules section, click the **Add New** button to add a new tax rule.
3. In the Tax Rule Information section, complete the following fields:

Name	Enter a name for this tax rule that will make it easy to identify. For this example, use “QST.”
Customer Tax Class	Select the customer tax class to apply this rule to. For this example, select “Retail Customer.”
Product Tax Class	Select the product tax class to apply this tax rule to. For this example, select “Taxable Goods.”
Tax Rate	Select the tax rate to apply for this tax rule. For this example, select “QST.”
Priority	For this example, enter 1 for the priority. GST is calculated first and QST is compounded on top of GST.
Sort Order	Set the sort order to “1.” The Sort Order determines the sequence in which this rule appears with other rules.

4. When complete, click the **Save Rule** button.

You can test your tax compounding by making a test order in your storefront and seeing how your store calculates compound tax.

Tax on Shipping

Intermediate

Tax on Shipping makes it easy to meet complex regional tax requirements, and can be used with any shipping method, existing tax classes, and rules. Tax on Shipping supports both inclusive and exclusive pricing, and includes a variety of tax calculations.

Tax on Shipping makes it easy to meet the most complex regional tax requirements, and can be used with any shipping method, existing tax classes, and rules. Rather than apply a flat tax rate to shipping charges, Tax on Shipping calculates the tax during checkout, using a variety of tax calculation methods. Tax on Shipping supports both inclusive and exclusive pricing, and includes algorithms for the following calculations:

Highest tax rate in the cart: Examines each item in the cart, and uses the highest tax rate for the shipping tax.

Lowest tax rate in the cart: Examines each item in the cart, and uses the lowest tax rate for the shipping tax.

Flat tax rate on taxable cart: If there are taxable items in the cart, applies a flat tax on shipping, based on your tax class configuration. If there aren't any taxable items in the cart, no shipping tax is added to the order.

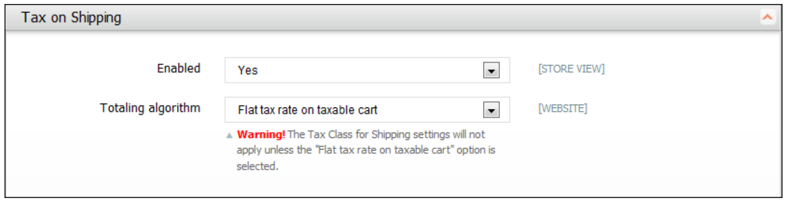
Highest value in the cart: Determines the item of highest value in the cart, and uses the tax rate that applies to the item of highest value.

Weight proportion in the cart: Uses the proportional weight of each line item to determine shipping tax.

> The Tax Class on Shipping settings apply only when Flat Tax Rate on Taxable Cart is selected.

To set up Tax on Shipping:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Tax.**
3. Click to expand the **Tax on Shipping** section, and do the following:
   a. If necessary, set **Enabled** to "Yes." Tax on Shipping is enabled by default.
   b. Set **Totaling Algorithm** to one of the following:
      - Highest tax rate in the cart
      - Lowest tax rate in the cart
      - Flat tax rate on taxable cart
      - Highest value in the cart
      - Weight proportion in cart
4. When complete, click the **Save Config** button.



Configuring Tax on Shipping

Tax on Shipping Scenarios

The following sample tax rates, rules, and products are used in each scenario to show how the Tax on Shipping calculations work.

Sample Data	
Tax Rate 1	5%
Tax Rate 2	10%
Tax Rule 1	Applies to Product A
Tax Rule 2	Applies to Product B
Product A	Keyboard Weight: 1 lb Price: $99.99
Product B	Mobile Phone Weight: 0.3 lb Price: $750

Scenario 1: Highest Tax Rate in Cart

To configure the tax rate:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Tax**.
3. Click to expand the **Tax on Shipping** section. Then, do the following:
   a. Set **Enabled** to "Yes."
   b. Set **Totaling algorithm** to "Highest tax rate in cart."
4. Click the **Save Config** button.

To see the results:

1. From the store, log in to your customer account.
2. Add the products to the shopping cart, and go to checkout.
3. In the Estimate Delivery and VAT section, set **Country** to "United Kingdom."
4. Enter the **Postal Code** and click the **Get a Quote** button.
5. Select the **Delivery Method** and click the **Update Total** link.

Delivery and Tax Calculations	
Highest product tax rate in the cart:	10% (Tax Rate 2 applied to Product B)
Price of the selected delivery method:	$15.48
Tax rate applied to the delivery method:	10%
Tax on delivery:	$1.55 (For example: 15.48 * 10% = $1.548)
Cost of delivery, including tax:	$17.03 (For example: 15.48 + 1.55 = $17.03)

Scenario 2: Lowest Tax Rate

To configure the tax rate:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Tax (VAT)**.
3. Click to expand the **Tax on Shipping** section. Then, do the following:
   a. Set **Enabled** to "Yes."
   b. Set **Totaling algorithm** to "Lowest tax rate in cart."
4. Click the **Save Config** button.

To see the results:

1. From the store, log in to your customer account.
2. Add **Product A** and **Product B** to the shopping cart and go to checkout.
3. In the Estimate Delivery and VAT section, set **Country** to "United Kingdom."

4. Enter the **Postal Code**, and click the **Get a Quote** button.

5. Select the **Delivery Method** and click the **Update Total** link.

Delivery and Tax Calculations	
Lowest product tax rate in the cart:	5% (Tax Rate 1 applied to Product A)
Price of the selected delivery method:	$15.48
Tax rate applied to the delivery method:	5%
Tax on delivery:	$0.77 (For example: 15.48*5% = $0.774)
Cost of delivery, including tax:	$16.25 (For example: 15.48 + 0.77 = $16.25)

Scenario 3: Flat Tax Rate on Taxable Cart

To configure the tax rate:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Tax (VAT)**.
3. Click to expand the **Tax on Shipping** section. Then, do the following:
   a. Set **Enabled** to "Yes."
   b. Set **Totaling algorithm** to "Flat tax rate on taxable cart."
4. Click the **Save Config** button.

To configure the tax class for delivery:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Tax (VAT)**.
3. Click to expand the **Tax Classes** section.
4. Then, set **Tax Class for Delivery** to the appropriate rate. (For example: Tax Rate 1)
5. Click the **Save Config** button.

To see the results:

1. From the store, log in to your customer account.
2. Add **Product A** and **Product B** to the shopping cart, and go to checkout.
3. In the Estimate Delivery and VAT section, set **Country** to "United Kingdom."
4. Enter the **Postal Code** and click the **Get a Quote** button.
5. Select the **Delivery Method** and click the **Update Total** link.

Delivery and Tax Calculations	
Price of the selected delivery method:	$15.48
Tax rate applied to the delivery method:	5% (Tax Rate 1)
Tax on delivery:	5%
Cost of delivery, including tax:	$0.77 (For example: 15.48 * 5% = $0.774)
Cost of delivery, including tax:	$16.25 (for example: 15.48 + 0.77 = $16.25)

Scenario 4: Highest Value in Cart

To configure the tax rate based on the highest value in the cart:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Tax (VAT)**.
3. Click to expand the **Tax on Shipping** section. Then, do the following:
   a. Set **Enabled** to "Yes."
   b. Set **Totaling algorithm** to "Highest value in the cart."
4. Click the **Save Config** button.

To see the results:

1. From the store, log in to your customer account.
2. Add **Product A** and **Product B** to the shopping cart, and go to checkout.
3. Set the **Quantity of Product A** to "10," to make the subtotal greater than the price of Product B.

4. In the Estimate Delivery and VAT section, set **Country** to "United Kingdom."

5. Enter the **Postal Code** and click the **Get a Quote** button.

6. Select the **Delivery Method** and click the **Update Total** link. (If you choose the most expensive delivery method, the result will be easier to see.)

Delivery and Tax Calculations	
Highest subtotal price in the cart:	$999.90 (Product A)
Tax applied to Product A (Tax Rate 1):	5%
Price of the selected delivery method:	$17.34
Tax rate applied to the delivery method:	5%
Tax on delivery:	$0.87 (For example: 17.34 * 5% = $0.867)
Cost of delivery, including tax:	$18.21 (For example: 17.34 + 0.87 = $18.21)

Scenario 5: Weight Proportion

To configure the tax rate based on weight proportion in the cart:

1. On the Admin menu, select **System > Configuration**.

2. In the Configuration panel on the left, under Sales, select **Tax (VAT)**.

3. Click to expand the **Tax on Shipping** section. Then, do the following:

   a. Set **Enabled** to "Yes."

   b. Set **Totaling algorithm** to "Highest value in the cart."

4. Click the **Save Config** button.

To see the results:

1. From the store, log in to your customer account.

2. Add **Product A** and **Product B** to the shopping cart and go to checkout.

3. Set the **Quantity of Product A** to "10," to make the subtotal greater than the price of Product B.

4. In the Estimate Delivery and VAT section, set **Country** to "United Kingdom."

5. Enter the **Postal Code** and click the **Get a Quote** button.

6. Select the **Delivery Method** and click the **Update Total** link. (If you choose the most expensive delivery method, the result will be easier to see.)

Delivery and Tax Calculations	
Total weight of the products in the shopping basket:	1.3 lb
Product A:	77% of the total weight (1 lb / 1.3 lb * 100% = 76.9%)
Product B:	23% of the total weight (0.3 lb / 1.3 lb * 100% = 23.1%)
Price of the selected delivery method:	$10.00
Tax on delivery sum:	$0.61 (For example: 10 * 6.1% =$0.61)
Cost of delivery, including tax:	$10.61 (For example: 10 + 0.61 = $10.61)

Value Added Tax (VAT)

Intermediate

It is important to configure the Value Added Tax calculation as required for your locale. This example shows how to set up a 20% VAT for a Magento Go retail store operating in the United Kingdom.

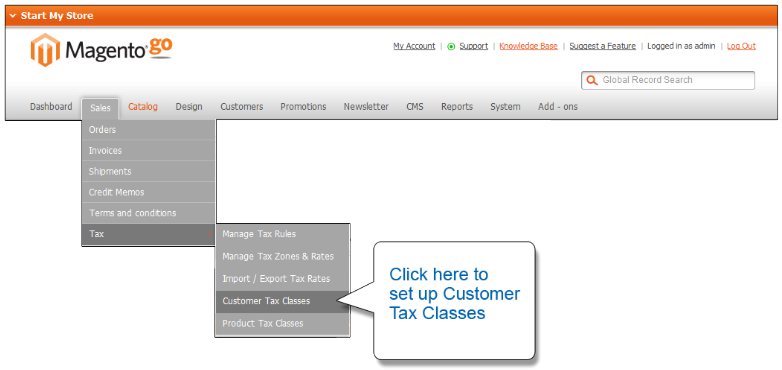
Be sure to find out the rules and regulations governing VAT for your locale.

Process Overview:

Step 1: Set Up Customer Tax Classes
Step 2: Set Up Product Tax Classes
Step 3: Set Up Tax Zones and Rates
Step 4: Set Up Tax Rules
Step 5: Apply Tax Classes to Products
Step 6: Complete General Tax Settings

Step 1: Set Up Customer Tax Classes

1. On the Admin menu, select **Sales > Tax > Customer Tax Classes**.



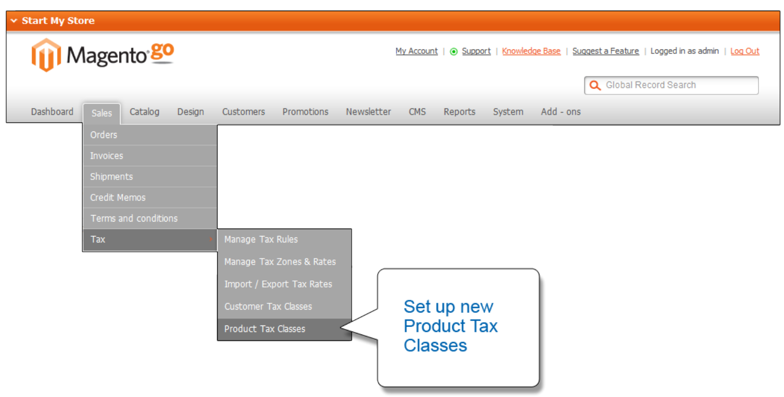
Customer Tax Classes

2. Verify the name of the customer tax class to which the VAT applies.

   If you need to create a customer tax class, click the **Add New** button, and create the class.

Step 2: Set Up Product Tax Classes

1. On the Admin menu, select **Sales > Tax > Product Tax Classes**.

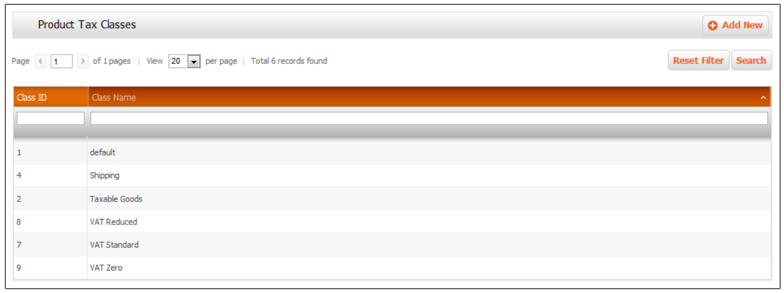


Product Tax Classes

2. Click the **Add New** button and add the following classes:

   - VAT Standard
   - VAT Reduced
   - VAT Zero

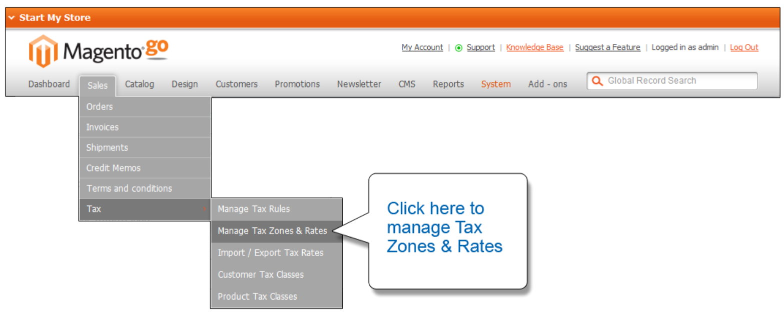
3. When complete, click the **Save** button. The new classes appear in the Product Tax Classes list.



Product Tax Classes

Step 3: Set Up Tax Zones and Rates

1. On the Admin menu, select **Sales > Tax > Manage Tax Zones & Rates**.



Manage Tax Zones & Rates

2. Click the **Add New Tax Rate** button, and add the following new rates:

   a. Create a standard value added tax rate with the following settings:

Tax Identifier	VAT Standard
Country and State	United Kingdom
Rate Percent	20.00

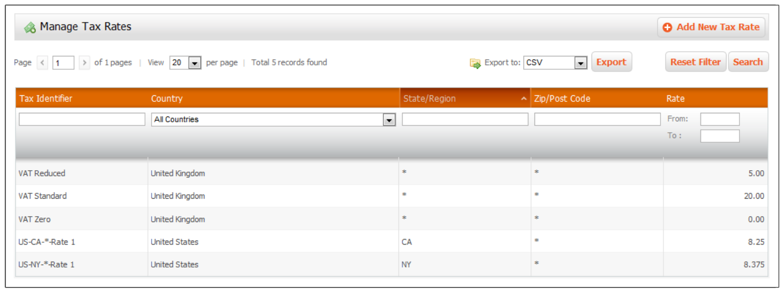
   b. Create a reduced value added tax rate with the following settings :

Tax Identifier	VAT Reduced
Country and State	United Kingdom
Rate Percent	5.00

   c. Create a zero value added tax rate with the following settings :

Tax Identifier	VAT Zero
Country and State	United Kingdom
Rate Percent	0.00

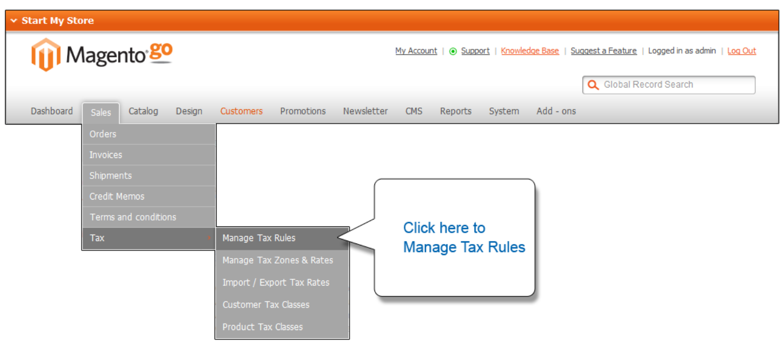
3. When complete, click the **Save** button. The new rates appear in the Manage Tax Rates list.



Manage Tax Rates

Step 4: Set Up Tax Rules

1. On the Admin menu, select **Sales > Tax > Manage Tax Rules**.



Manage Tax Rules

2. Click the **Add New** button, and do the following:

   a. Create a standard VAT rule with the following settings:

Name	VAT Standard
Customer Tax Class	Retail Customer
Product Tax Class	VAT Standard
Tax Rate	VAT Standard

   b. Create a reduced VAT rule with the following settings:

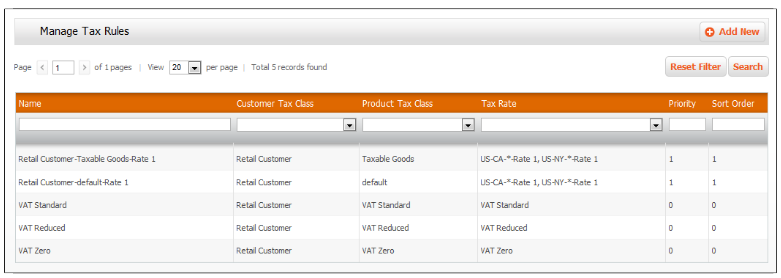
Name	VAT Reduced
Customer Tax Class	Retail Customer
Product Tax Class	VAT Reduced
Tax Rate	VAT Reduced

c. Create a zero VAT rule with the following settings:

Name	VAT Zero
Customer Tax Class	Retail Customer
Product Tax Class	VAT Zero
Tax Rate	VAT Zero

3. When each rule is complete, click the **Save Rule** button.

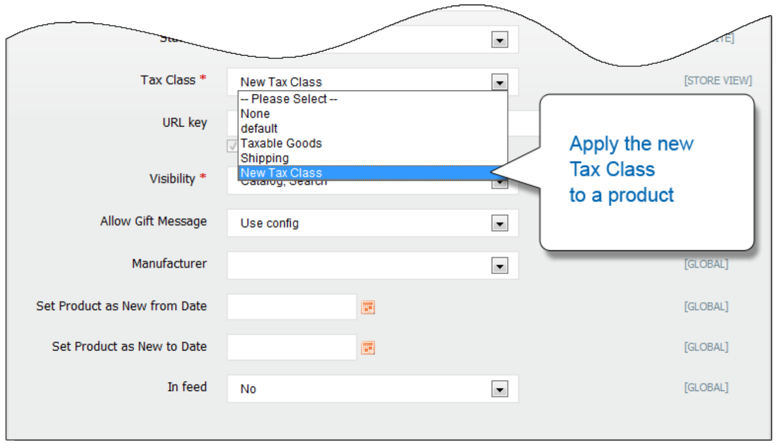
   The new rates appear in the Manage Tax Rules list.



Manage Tax Rules List

Step 5: Apply Tax Classes to Products

1. On the Admin menu, select **Catalog > Manage Products**.
2. Find the product and click to open the record in edit mode.
3. Set **Tax Class** to the VAT class for the product.



Apply Tax Class to Product

4. When complete, click the **Save** button.

Step 6: Complete General Tax Settings

Complete the general tax settings, as needed. The process includes the following steps:

Step 1: Set Up Tax Classes

Step 2: Complete the Calculation Settings

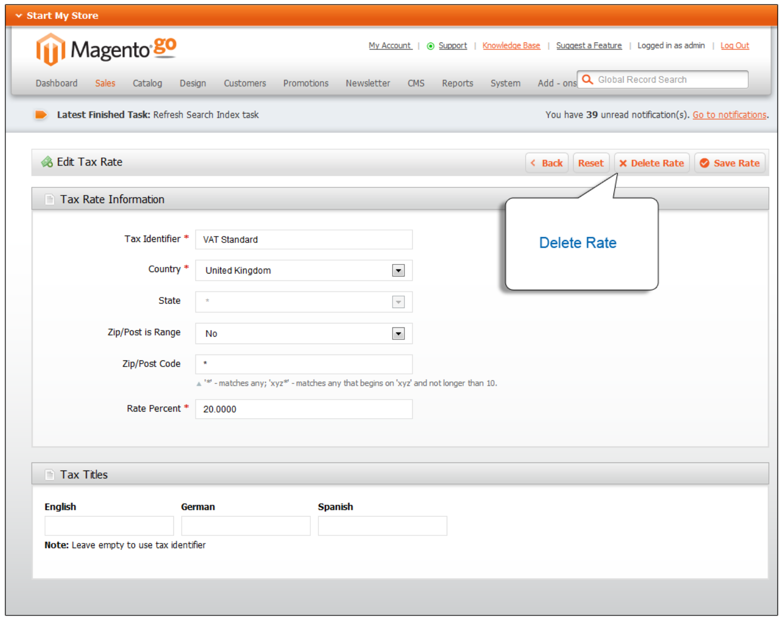
Step 3: Complete the Price Display Settings

Step 4: Set Up the Fixed Product Taxes

Deleting Tax Rates

Easy

Tax rates can be deleted individually or as a group. The first method can be used to delete a single tax rate while the record is open in edit mode. The second method can be used to delete selected records as a group. You can actually use either method to delete a single tax rate.



Deleting a Tax Rate

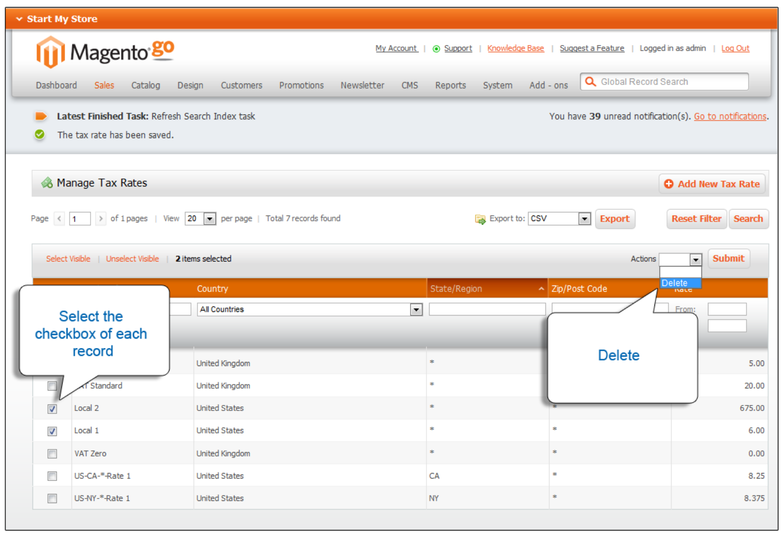
Method 1: To delete a single tax rate:

1. On the Admin menu, select **Sales > Tax > Manage Tax Zones & Rates**.
2. If necessary, use the search filters to find the tax rate record you want to delete. Then, click to open the record in edit mode.
3. In the upper-right corner, click the **Delete Rate** button. Then when prompted, click **OK** to confirm.

Method 2: To delete multiple tax rates:

This method can be used to delete any number of tax rate records in a single action.

1. On the Admin menu, select **Sales > Tax > Manage Tax Zones & Rates**.
2. If necessary, use the search filters to find each tax rate record you want to delete.
3. Select the checkbox of each record in the list that you want to delete.
4. In the upper-right corner, set the **Actions** list to "Delete."
5. Click the **Submit** button. When prompted, click **OK** to confirm.



Deleting Multiple Tax Rate Records

Notes

Magento go
user guide

Reports

Chapter 57:

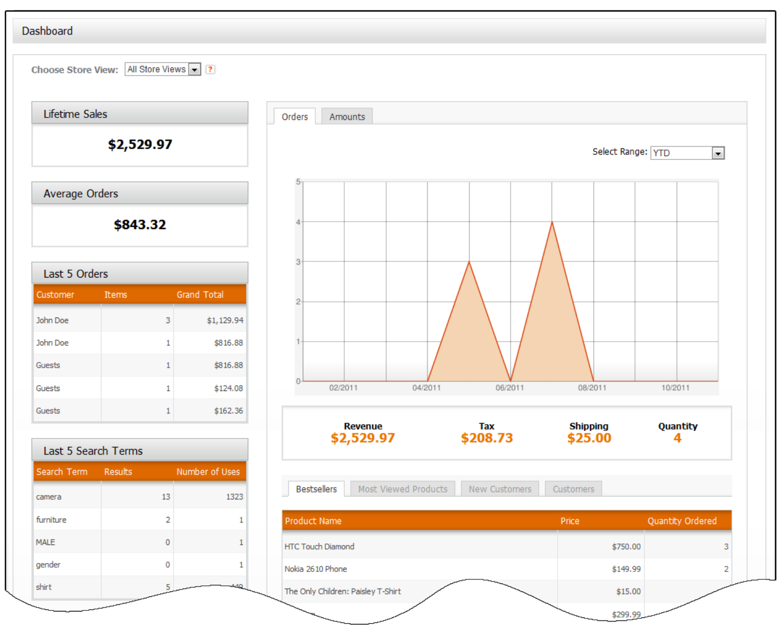
Store Reports

Magento Go provides a wide selection of useful reports to keep you current on everything from the contents of your customers' shopping carts to their tags. Report data can be downloaded as a CSV or XML data file.

Dashboard

Easy

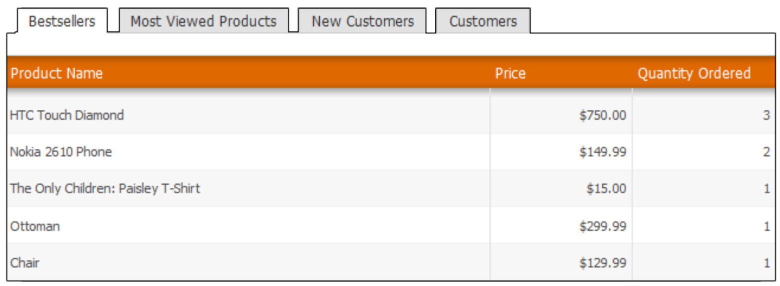
The Dashboard is usually the first page that appears when you log in to the Admin panel, and gives an overview of your sales and the customer activity on your site. The blocks on the left of the Dashboard provide summary information about your lifetime sales, average order amount, last five orders, and search terms.



Dashboard

Summary Reports

The tabs at the bottom provide quick reports about your best-selling and most viewed products, new customers and those who have purchased the most.



Product Name	Price	Quantity Ordered
HTC Touch Diamond	$750.00	3
Nokia 2610 Phone	$149.99	2
The Only Children: Paisley T-Shirt	$15.00	1
Ottoman	$299.99	1
Chair	$129.99	1

Dashboard Tabs

Bestsellers	Lists your best-selling products, showing the price and quantity ordered.
Most Viewed Products	Lists the most recently viewed products and the number of times viewed.
New Customers	Lists recently registered customers.
Customers	Lists the customers who have ordered the most during the specified range of time.

To set the date range:

Set **Select Range** to one of the following:

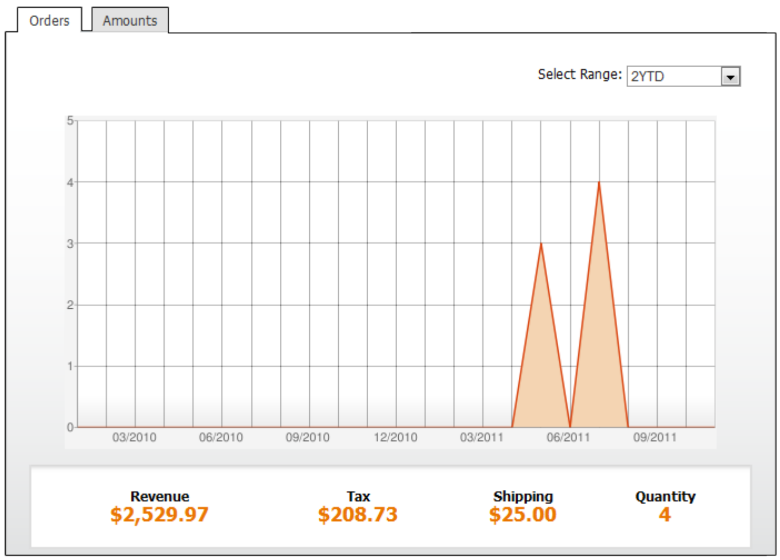
- Last 24 Hours
- Last 7 Days
- Current Month
- YTD
- 2YTD

To adjust the scope of the report:

Set **Choose Store View** to limit the report data to a specific store view. (The availability of additional store views is determined by your plan.)

To change the graph data:

Use the tabs at the top to change the graph data to display either **Orders** or **Amounts**.



Orders and Amounts Tabs

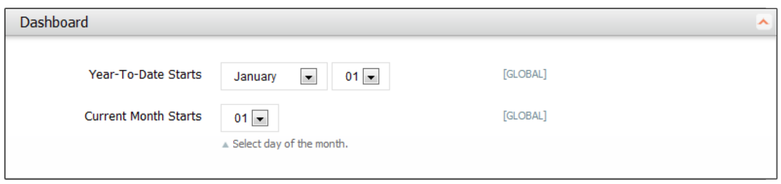
Dashboard Configuration

Easy

The Dashboard is by default, the start-up page for your store's Admin. If you prefer, you can change the configuration to display a different page when you log in. You can also set the starting dates used in Dashboard reports, and disable the display of the charts section.

To set the starting dates:

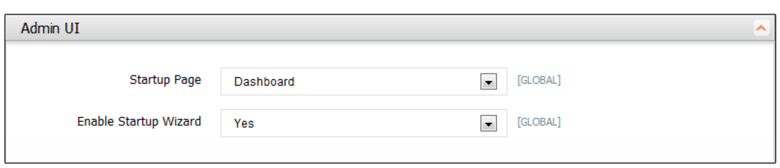
1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Reports**.
3. In the Dashboard section, do the following:
   a. Set **Year-To-Date Starts** to the month and year that the current year began.
   b. Set **Current Month Starts** to the current month.



Dashboard Starting Dates

To change the Admin startup page:

1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under Advanced, select **Admin**.
2. In the Admin UI section, set **Startup Page** to the page you want to first appear you log in to your store'a Admin.
3. Click the **Save Config** button to save the setting.



Set the Admin Startup Page

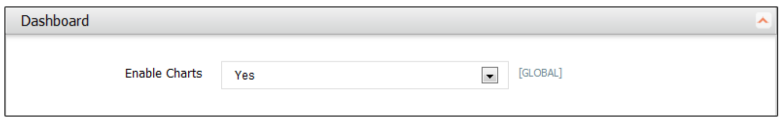
To turn off real-time data:

If you have a lot of data to process, the performance of the Dashboard can be improved by turning off the display of real time data.

1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under Sales, select **Sales**.
2. Click to expand the **Dashboard** section. Then, set **Use Aggregated Data (beta)** to “Yes.”

To disable the charts:

1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under Advanced, select **Admin**.



Turn Off Dashboard Charts

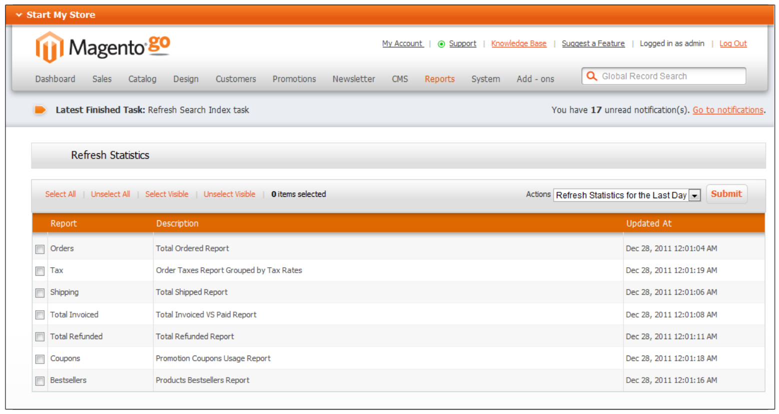
2. In the Dashboard section, set **Enable Charts** to “No.”
3. When complete, click the **Save Config** button.

   A message on the Dashboard indicates that the chart is now disabled.

Refreshing Report Data

Easy

To ensure that your reports reflect the most recent data, use the Refresh Statistics tool to refresh the data. Otherwise, the most current data for sales reports might not be included, and other reports might be blank. It is recommended that you run Refresh Statistics on a daily basis before any reports are generated.



Refresh Statistics

To refresh report data:

1. On the Admin menu, select **Reports > Refresh Statistics**.
2. Select the checkbox of each set of data that you want to refresh.
3. Use the **Actions** list box to define the time period of data to be refreshed. Options include:
   - Refresh Statistics for the Last Day
   - Refresh Lifetime Statistics
4. Click the **Submit** button to refresh the data.

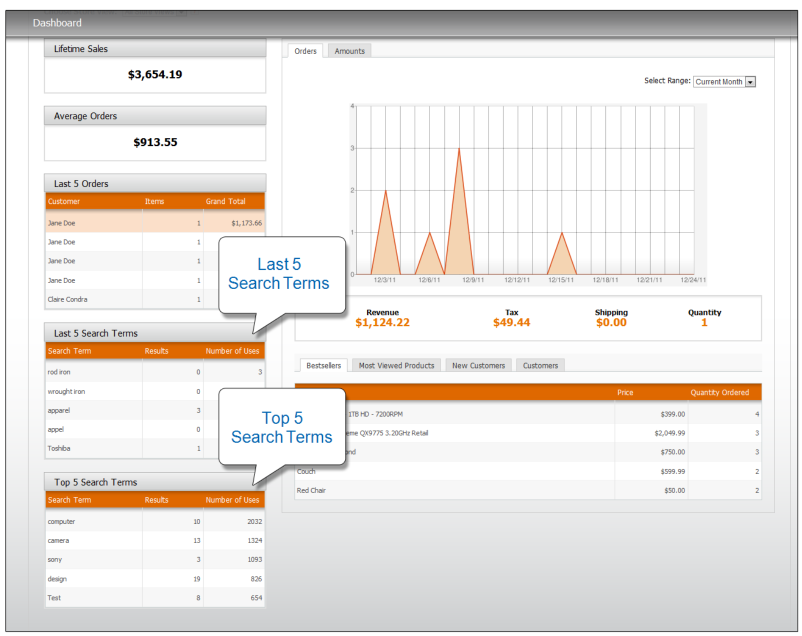
Chapter 58:

Search Reports

You can check the search reports on a regular basis to see what people are searching for, and to analyze how well your search terms are performing. Each report shows the results and hits for the specified range of time.

- Search Term Report
- Dashboard “Top 5” Reports

The Dashboard has a summary of the top search terms and the most recently-used search terms during the range of time specified for the report. Each report includes a summary of search term results, and the number of times the term was used. The reports show the last five search terms used, and the top five search terms used during the time period.



Dashboard Top Search Terms

Search Terms Report

Easy

The Search Terms report lists the number of results generated from each query term submitted and the number of times each one was submitted, within the range of time specified for the report. The report data can be exported and opened in Excel, or another spreadsheet program, for further analysis. If you closely monitor traffic, you can combine the search results from your store with the results from Google Analytics for a more complete picture of how people use your site.

To run the Search Term Report:

1. On the Admin menu, select **Reports > Search Terms**.
2. To export the report data, select one of the following from the **Export to** list:

CSV	Exports the search report data to a .csv (comma-separated values) file.
Excel	Exports the search report to a .xml file. The .xml file can be saved to your computer and opened in Excel.

3. Click the **Export** button. When prompted, you can either open or save the file.

Column Descriptions

Column	Description
ID	Contains the record number of each search term that is included in the report, and is used for internal reference.
Search Query	Contains each search term that is included in the report.
Store	Identifies the store and/or views where the search term is available.
Results	Displays how many products were displayed in the search results during the most recent use of search term. Only search terms with qualified results can be offered as suggestions in the Quick Search box.
Hits	Displays the total number of uses of this search term.

Chapter 59:

Customer Reports

The Customer Reports provide a detailed report of all customer activity, including account status and orders.

New Accounts Report

Easy

The New Accounts report provides statistics on the number of user accounts created in the system during the specified period. It provides the total number of user accounts created in this period.

To run the report:

1. On the Admin menu, select **Reports > Customers > New Accounts**.
2. (Required) Set the **From** and **To** dates at the top to specify a date range for the report.
3. Set **Show By** to display the report data by day, month, or year.
4. Click the **Refresh** button to generate the report.
5. To export the report data, set **Export** to either “CSV ” or “Excel.” Then, click the **Export** button.

Customers by Order Totals

Easy

This report lists customers who submitted orders during the specified period by to order amount. It also displays the total number of orders, their total average order amount, and the overall amount for all orders submitted during the specified date range.

To run the report:

1. On the Admin menu, select **Reports > Customers**. Then, choose “Customers by orders total.”
2. (Required) Set the **From** and **To** dates at the top to specify a date range for the report.
3. (Required) Set **Show By** to display the report data by day, month, or year on the basis of the selected field.
4. Click the **Refresh** button to generate the report.
5. To export the report data, set **Export** to either “CSV ” or “Excel.” Then, click the **Export** button.

Customers by Number of Orders

Easy

This report lists customers who submitted orders during the specified period according to the number of orders placed. It also displays the total average order amount, and the overall amount for all orders submitted during the specified date range.

To run the report:

1. On the Admin menu: **Select Reports > Customers**. Then, choose "Customers by number of orders."
2. (Required) Set the **From** and **To** dates at the top to specify a date range for the report.
3. (Required) Set **Show By** to display the report data by day, month, or year on the basis of the selected field.
4. Click the **Refresh** button to generate the report.
5. To export the report data, set **Export** to either "CSV " or "Excel." Then, click the **Export** button.

Notes

Chapter 60:

Product Reports

Your store includes the following Product Reports which you can use to analyze sales and identify buying patterns.

Bestsellers Report

Easy

The Bestsellers report shows information about products that sell best based on highest quantity across different time periods.

To run the Bestsellers Report:

1. On the Admin menu, select **Reports > Products > Bestsellers**.
2. Set **Period** to define the day, month, and year of data to include in the report.
3. (Required) Set the **From** and **To** dates at the top to specify a date range for the report.
4. Set the **Empty Rows** filter to include or omit periods without sales order information.
5. Click the **Show Report** button to generate the report.
6. To export the report data, set **Export** to either "CSV" or "Excel." Then, click the **Export** button.

Low Stock Report

Easy

The Low Stock report can help you stay aware of the low stock items and replenish their quantity in the inventory. It displays out of stock items and those whose quantity is notified to be lower than the required amount.

To run the Low Stock Report:

1. On the Admin menu, select **Reports > Products > Low Stock**.

   This page shows all products with a stock quantity below the required amount. The table columns include:

   - Product Name
   - Product SKU
   - Stock Qty

2. Use the filters at the top to drill down by Product Name, Product SKU, and Stock Qty. Then,click the **Search** button.
3. To export the report data, set **Export** to either “CSV” or “Excel.” Then, click the **Export** button.

Field Descriptions

Field	Description
Manage Stock	Determines whether or not inventory is managed for this product. Options include: Yes / No
Minimum Qty Allowed in Shopping Cart	Determines the minimum amount of this item that is available for purchase.
Maximum Qty Allowed in Shopping Cart	Determines the maximum number of this item that can be purchased in a single order.

Most Viewed Report

Easy

The Most Viewed Products report displays the most often viewed products across different time periods.

To run the Most Viewed Report:

1. On the Admin menu, select **Reports > Products > Most Viewed**.
2. (Required) Set the **From** and **To** dates at the top to specify a date range for the report.
3. Set **Show By** to filter the report by Day, Month, or Year.
4. Click the **Refresh** button to generate the report.
5. To export the report data, set **Export** to either “CSV” or “Excel.” Then, click the **Export** button.

Products Ordered Report

Easy

The products ordered report shows what products are ordered across different time periods.

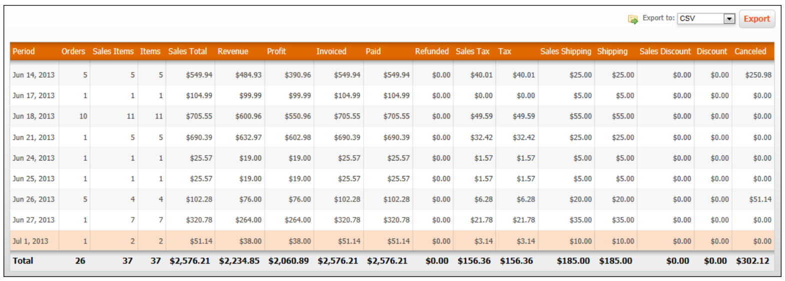
To run the Products Ordered Report:

1. On the Admin menu, select **Reports > Products > Products Ordered**.
2. (Required) Set the **From** and **To** dates at the top to specify a date range for the report.
3. Set **Show By** to filter the report by Day, Month, or Year.
4. Click the **Refresh** button to generate the report.
5. To export the report data, set **Export** to either “CSV” or “Excel.” Then, click the **Export** button.

Notes

Chapter 61:
Sales Reports

Your store's sales reports summarize various types of activity for a designated period of time.


Export to: CSV Export

Period	Orders	Sales Items	Items	Sales Total	Revenue	Profit	Invoiced	Paid	Refunded	Sales Tax	Tax	Sales Shipping	Shipping	Sales Discount	Discount	Canceled
Jun 14, 2013	5	5	5	$549.94	$484.93	$390.96	$549.94	$549.94	$0.00	$40.01	$40.01	$25.00	$25.00	$0.00	$0.00	$250.98
Jun 17, 2013	1	1	1	$104.99	$99.99	$99.99	$104.99	$104.99	$0.00	$0.00	$0.00	$5.00	$5.00	$0.00	$0.00	$0.00
Jun 18, 2013	10	11	11	$705.55	$600.96	$550.96	$705.55	$705.55	$0.00	$49.59	$49.59	$55.00	$55.00	$0.00	$0.00	$0.00
Jun 21, 2013	1	5	5	$690.39	$632.97	$602.98	$690.39	$690.39	$0.00	$32.42	$32.42	$25.00	$25.00	$0.00	$0.00	$0.00
Jun 24, 2013	1	1	1	$25.57	$19.00	$19.00	$25.57	$25.57	$0.00	$1.57	$1.57	$5.00	$5.00	$0.00	$0.00	$0.00
Jun 25, 2013	1	1	1	$25.57	$19.00	$19.00	$25.57	$25.57	$0.00	$1.57	$1.57	$5.00	$5.00	$0.00	$0.00	$0.00
Jun 26, 2013	5	4	4	$102.28	$76.00	$76.00	$102.28	$102.28	$0.00	$6.28	$6.28	$20.00	$20.00	$0.00	$0.00	$51.14
Jun 27, 2013	1	7	7	$320.78	$264.00	$264.00	$320.78	$320.78	$0.00	$21.78	$21.78	$35.00	$35.00	$0.00	$0.00	$0.00
Jul 1, 2013	1	2	2	$51.14	$38.00	$38.00	$51.14	$51.14	$0.00	$3.14	$3.14	$10.00	$10.00	$0.00	$0.00	$0.00
Total	**26**	**37**	**37**	**$2,576.21**	**$2,234.85**	**$2,060.89**	**$2,576.21**	**$2,576.21**	**$0.00**	**$156.36**	**$156.36**	**$185.00**	**$185.00**	**$0.00**	**$0.00**	**$302.12**

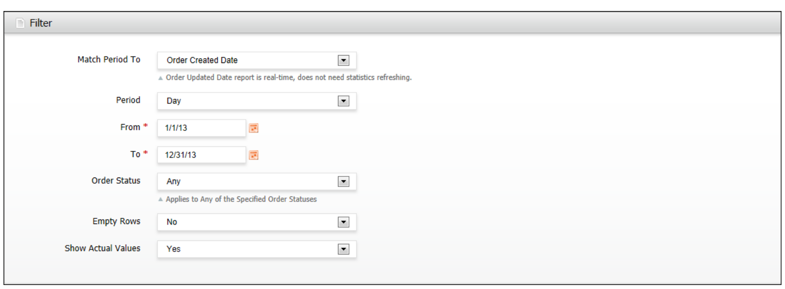
Total Orders Report with Actual Values

The selection of sales reports includes: Orders, Tax, Invoiced, Shipping, Refunds, Coupons, and PayPal Settlement Reports.

To run a report:

1. On the Admin menu, select **Reports > Sales**.

2. Select the type of Sales Report you'd like to generate. Then, set the filters to include the correct set of data in the report, as follows:



Report Filters

   a. Set **Match Period** to either the date the sales order was created or the date it was last updated.

   b. Set **Period** to the type of time period covered by the report.

c. Click the calendar icon to select a specific **From** and **To** date range for the report.

d. Set **Order Status** to one of the following:

Any	To include orders of any status in the report.
Specified	Select each status from the list that you want to include in the report. (To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.)

3. If you want to omit empty rows from the report, set **Empty Rows** to "Yes."

4. Set **Show Actual Values** to one of the following:

Yes	Includes only actual values paid.
No	Includes expected values based on the amount expected to be paid.

5. Click the **Show Report** button to generate the report.

6. To export the report data, set **Export to** to either "CSV" or "Excel." Then, click the **Export** button.

Sales Report Descriptions

Sales Report	Description
Orders	Displays information related to sales orders, including the sales, invoice, refund, shipping, and discount amounts for all orders created or updated during the specified period of time.
Tax	Displays tax amounts grouped by tax rates which are applied to sales orders invoiced during the specified period.
Invoiced	Displays the number of created and invoiced orders and provides invoice-related amounts grouped by tax rates.
Shipping	Provides shipping amount information for each shipping method used in the orders invoiced during the specified period of time.
Refunds	Provides information about refunded sales orders, including those refunded online and offline.
Coupons	Displays order discount aggregation per period and coupon
PayPal Settlement Report	Provides information about transactions which affect settlement of funds as well as a summary of each currency held by the account, total debits and credits, and beginning and ending balances.

Report Filter Descriptions

Filter	Description
Match Period To	Allows you to match dates based on either the date the sales order was created or the date it was last updated.
Period	Defines the range of time included in the report, as: per day, month, or year.
Date Range (From / To date)	(Required) Defines the date limitations of report.
Order Status	By default, the report is not filtered by order status. Options include: Processing On Hold Complete Closed Canceled Suspected Fraud Payment Review

<table>
<tr><th>Filter</th><th>Description</th></tr>
<tr><td>Empty Rows</td><td>For selected date period, the option may be omitted (by default). If not omitted, each period of the specified date range appears in the report.</td></tr>
<tr><td>Show Actual Values</td><td>A sales report with actual values includes both the expected and actual amounts received. An expected value is the estimated amount to be paid.
The calculation is the sum of the Number of Orders during the date range (day, month, year) specified for the report.
In the report, sales columns and default columns are different, unless every order and invoice is processed the same way. Report columns include:
<table>
<tr><td>Sales Total</td><td>The total of all orders before invoicing.</td></tr>
<tr><td>Revenue</td><td>Revenue is based on the cost of products in both orders, without shipping and tax.</td></tr>
<tr><td>Profit</td><td>The profit is generally price less cost. For example, there is a profilt of $20 for an item that sells for $70, and costs $50.
If Profit is blank, the product price is used in the calculation, instead.</td></tr>
<tr><td>Invoice</td><td>The amount invoiced with an adjustment for any refunds issued that day. Depending on payment method, partial invoices can be captured on different days.</td></tr>
<tr><td>Paid</td><td>Refers to the total amount of invoices actually paid, with an adjustment for any refund.</td></tr>
<tr><td>Sales Tax</td><td>The total sales tax of all orders, before invoicing.</td></tr>
<tr><td>Tax</td><td>The amount of tax actually invoiced.</td></tr>
<tr><td>Sales Shipping</td><td>The total shipping for all orders before invoicing.</td></tr>
<tr><td>Shipping</td><td>The actual shipping total for all orders invoiced.</td></tr>
<tr><td>Sales Discount</td><td>The total amount of all discounts before invoicing.</td></tr>
<tr><td>Discount</td><td>The total amount of discounts for all orders invoiced.</td></tr>
</table>
</td></tr>
</table>

Shopping Cart Reports

The shopping cart reports provide a detailed account of cart activity, and include the following reports:

- **Products In Cart:**
  The Products in Cart report lists all products in your store, including the price, the amount of orders placed containing that product.
- **Abandoned Carts:**
  The Abandoned Carts report lists all registered customers who added products to their Shopping Cart, and then logged out with the items still in the cart before placing an order. Shows the number of line items in the cart, total quantity, total monetary amount of the products, any coupon code the customer may have applied, the time stamps for when the first item was added to the cart and the most recent cart activity.

To run the reports:

1. On the Admin menu, select **Reports > Shopping Cart**.
2. Select one of the following reports:
   - Products in Cart
   - Abandoned Carts
3. To export the report data, set the **Export to** list to either “CSV” or “Excel.” Then, click the **Export** button.

Notes

Chapter 62:

Product Review Reports

The Reviews reports list all customers who have written reviews, and all products with reviews written about them.

Reviews by Customer

Easy

This report provides a list of customers who have submitted product reviews in your Magento Go store.

To run the report:

1. On the Admin menu, select **Reports > Reviews > Customer Reviews**.

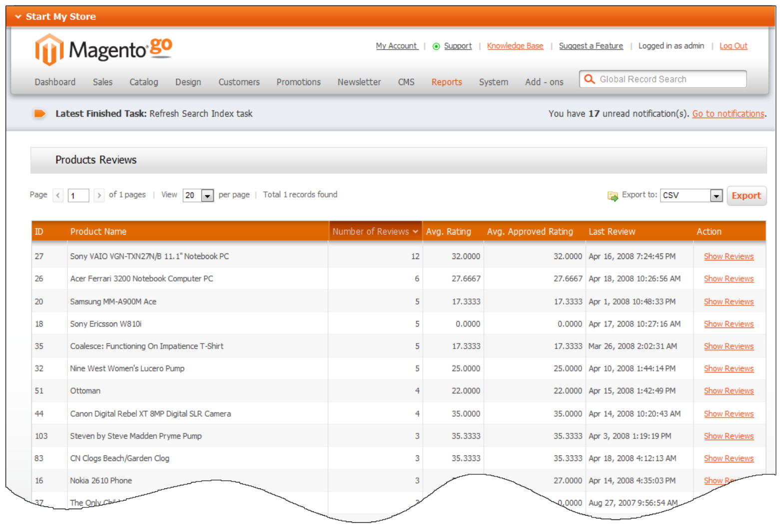
   You can use the Action controls to remove or change the status of any review.

2. To sort the list in ascending or descending order, click the header of any column
3. To examine a customer's reviews in detail, click the **Show Reviews** link at the end of the row.
4. To export the report data, set **Export** to either "CSV" or "Excel." Then, click the **Export** button

Reviews by Product

Easy

The Product Reviews report lists all the products that customers have written reviews about, and provides a link to each review.



Product Reviews Report

To run the report:

1. On the Admin menu, select **Reports > Reviews > Product Reviews**.
2. Set the sort order of the report to ascending or descending order based on one of the following fields:
   - Product name
   - Number of reviews
   - Average review rating
   - Average approved rating
   - Last review date
3. To see the product reviews, click the **Show Reviews** link at the end of the row.
4. To export the report data, set **Export** to either “CSV” or “Excel.” Then, click the **Export** button.

Chapter 63:

Tag Reports

The Tag reports list the tags created during the specified time period, and provide insight into which customers are tagging products, which products are getting tagged, and which tags are the most popular.

- Customer Tags
- Popular Tags
- Product Tags

Customer Tags Report

Easy

This report displays a list of customers who have submitted approved tags and the number of approved product tags they have generated.

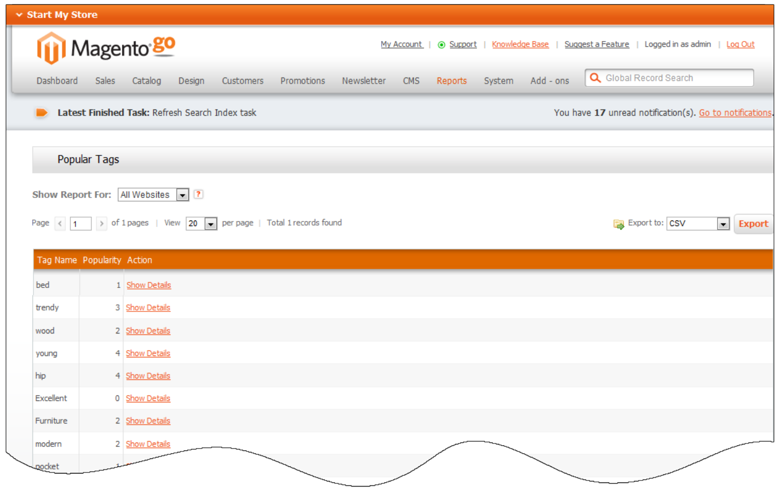
To run the report:

1. On the Admin menu, select **Reports > Tags > Customers**.The Customers Tags report includes the following information:
   - Customer ID
   - First name
   - Last name
   - Total Tags (created by a single customer)
2. In the list, click the **Show Tags** link at the end of any row to view the product tags created by the customer.
3. To export the report data, set **Export** to either "CSV" or "Excel." Then, click the **Export** button.

Popular Tags Report

Easy

This report displays lists all approved tags, and the number of times each tag has been used in your store.



Popular Tags Report

To run the report:

1. On the Admin menu, select **Reports > Tags > Popular**.

   The report includes the following columns:

   - Tag name
   - Popularity

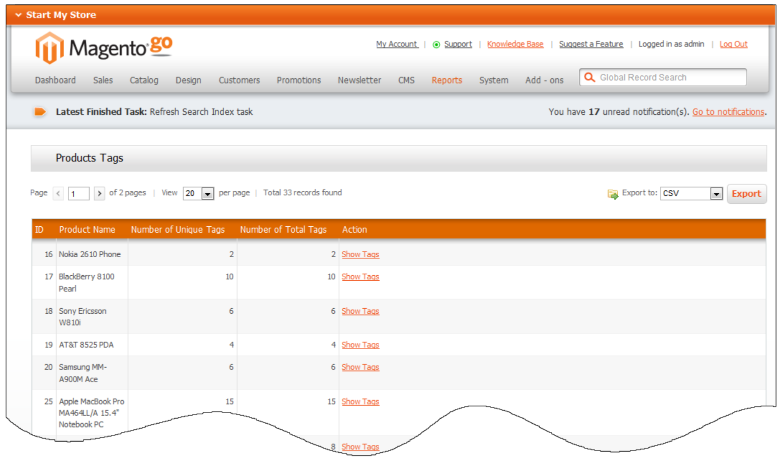
   The Show Details link lets you view the name of the person who created the tag, the product for which it was created, and the store view where it was submitted.

2. To export the report data, set **Export** to either “CSV” or “Excel.” Then, click the **Export** button.

Product Tags Report

Easy

This report lists all products that have approved tags as well as the number of unique approved and total approved tags.



Product Tags Report

To run the report:

1. On the Admin menu, select **Reports > Tags > Products**.
2. In the list, click the **Show Tags** link at the end of any row to view the number of times the tag has been used, and from which store view.
3. Click the header of any column to sort the report data by any of the following:
   - Customer ID
   - Product name
   - Number of unique tags (Total number of unique tags for the product.)
   - Number of total tags (Total number of tags generated for the product.)
4. To export the report data, set **Export** to either "CSV" or "Excel." Then, click the **Export** button.

Notes

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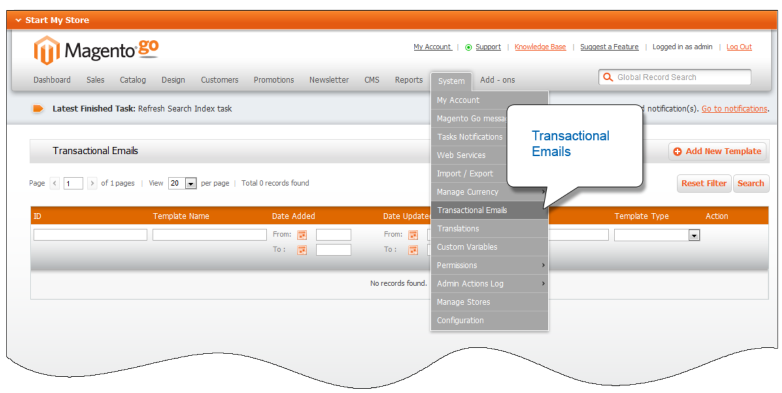
Store Operations

Chapter 64:

Managing Email Templates

Magento Go includes a set of default templates that are designed for a variety of events that take place during the operation of your store. These messages are referred to as “transactional emails” because they are triggered by an event and are sent automatically.

Transactional email messages are used to notify the customer that an order has been invoiced, or an account has been changed, to confirm a newsletter subscription, as a reminder that a shopping cart has been abandoned, or when products come back in stock.



Transactional Emails

Uploading Your Email Logo

Easy

The email logo appears at the top of automated email messages that are sent to customers. These are referred to as “transactional emails” and are based on templates which can be customized to suit your needs.

New Account Template

To upload your email logo:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Design, select **Transactional Emails**.
3. Click the **Browse** button and select the **Logo Image** from your computer.

> The size of the logo image file cannot exceed 2 MB.

4. In the **Logo Image Alt** field, type the alt text you want to use for the image.
5. When complete, click the **Save Config** button to upload the image. Any previous logo image file is overwritten.

Transactional Emails

Field Descriptions

Field	Description
Logo Image	Choose a file to use as the logo. Allowed file types are jpg, gif, png. File size cannot exceed 2 MB.
Logo Image Alt	Enter alternative text to appear if the logo image is not available.

Adding a New Email Template

Intermediate

Email templates are formatted with HTML and CSS, and can be easily edited. In addition, you can customize the template by adding variables and frontend apps.

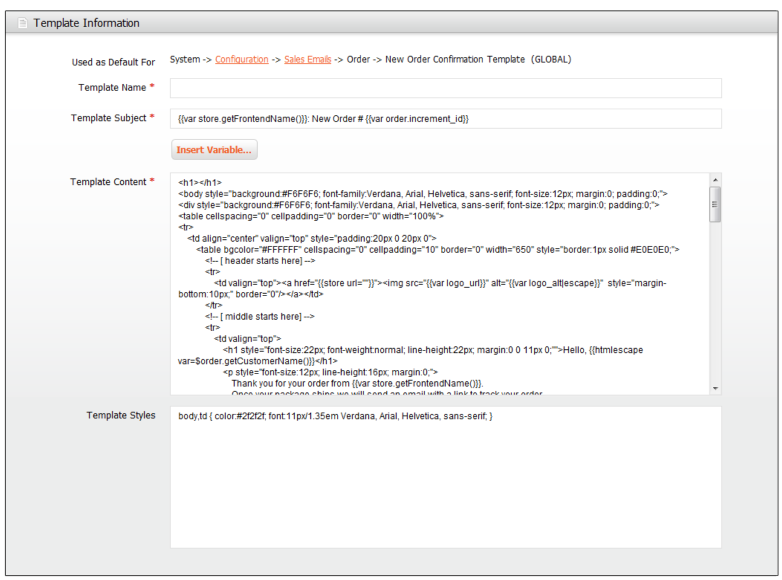
Many of the default email templates contain placeholder information that should be changed before any automated email messages are sent to customers. When the template is ready to be used, make sure to update your system configuration, so the new template will be used.

Step 1: Choose a Default Template

1. On the Admin menu, select **System > Templates > Transactional Emails**.
2. Click the **Add New Template** button.
3. In the **Template** list, select a default template from the list of predefined templates.

Load Default Template

4. In the **Locale** list, select the language for the email, and click the **Load Template** button.

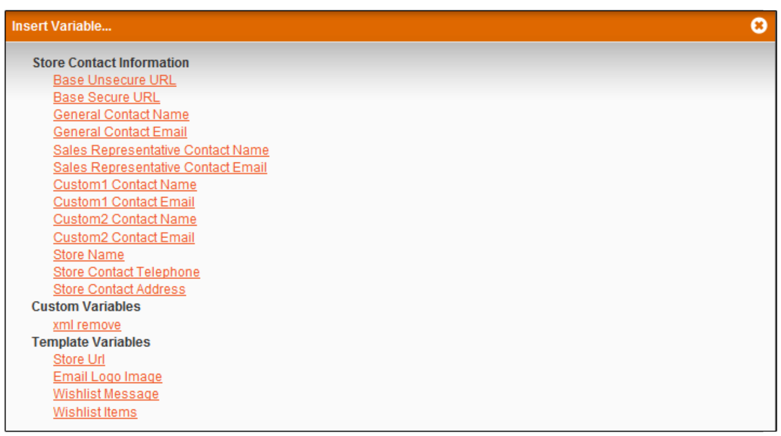


Template Information

The path to the configuration settings for each default template appears at the top of the Template Information section. Make note of this "Use as Default for" path, because you will later need to update the configuration with the name of the new template.

Step 2: Customize the Content

1. In the Template Information section, do the following:
   a. Enter a **Template Name** for the new email template.
   b. In the **Template Subject** field, type the text to appear in the Subject header of the message.
   c. Complete the **Template Content** as needed.
2. (Optional) To insert a variable, do the following:
   a. Position the cursor in the text where you want the variable to appear.
   b. Click the **Insert Variable** button.
   c. In the list of available variables, click the variable you want to insert into the template.



Insert Variable

3. (Optional) To insert a frontend app, do the following:
   a. Position the cursor in the text where you want the frontend app to appear. Then, click the **Frontend App** button.
   b. In the list of available frontend apps, select the one you want to insert into the template.
4. When complete, click the **Save Template** button.

5. Make sure to **Preview** the template before using it for any transactional email messages that are sent to customers.

Step 3: Update Your Configuration

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Sales Emails**.
3. Update the settings for the type of email template. Follow the path that you recorded in Step 1 to update your store configuration with the name of the new template. To learn more, see: Configuring Email Templates.

Customizing Email Templates

Intermediate

Email templates are formatted with HTML and CSS, and can be easily edited. In addition, you can further customize the template by adding variables and frontend apps.

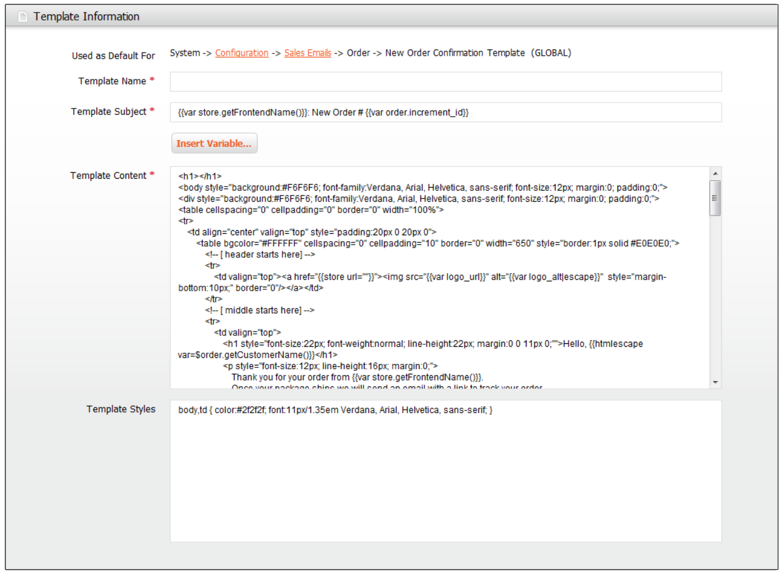
Many of the default email templates contain placeholder information that should be changed before any transactional email messages are sent to customers. When the template is ready to be used, make sure to update your system configuration, so the updated template will be used instead of the previous version.

Step 1: Choose a Default Template

1. On the Admin menu, select **System > Templates > Transactional Emails**.
2. Click the **Add New Template** button.
3. In the **Template** list, select a default template from the list of predefined templates.

Load Default Template

4. If necessary, set the **Locale** to the store language.
5. Click the **Load Template** button.

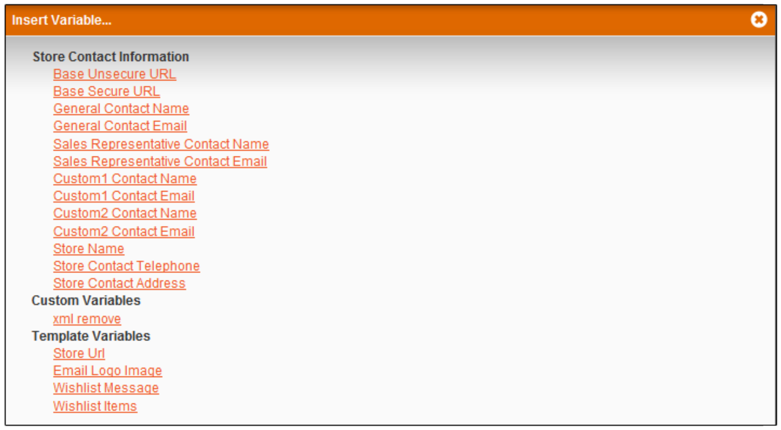


Template Information

The path to the configuration settings for each default template appears at the top of the Template Information section. Make note of this "Use as Default for" path, because you will later need to update the configuration with the name of the new template.

Step 2: Customize the Content

1. In the Template Information section, do the following:
   a. Enter a **Template Name** for the new email template.
   b. In the **Template Subject** field, type the text to appear in the Subject header of the message.
   c. Complete the **Template Content** as needed.
2. (Optional) To insert a variable, do the following:
   a. Position the cursor in the text where you want the variable to appear.
   b. Click the **Insert Variable** button.
   c. In the list of available variables, click the variable you want to insert into the template.



Insert Variable

3. (Optional) To insert a frontend app, do the following:
   a. Position the cursor in the text where you want the frontend app to appear. Then, click the **Frontend App** button.
   b. In the list of available frontend apps, select the one you want to insert into the template.
4. When complete, click the **Save Template** button.
5. Make sure to **Preview** the template before associating it with a transactional email message that is sent to customers.

Step 3: Update Your Configuration

Before the template can be used, the configuration must be updated with the name of the new template. Refer to the path that you recorded in Step 1 when updating your configuration with the name of the new template.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Sales Emails**.

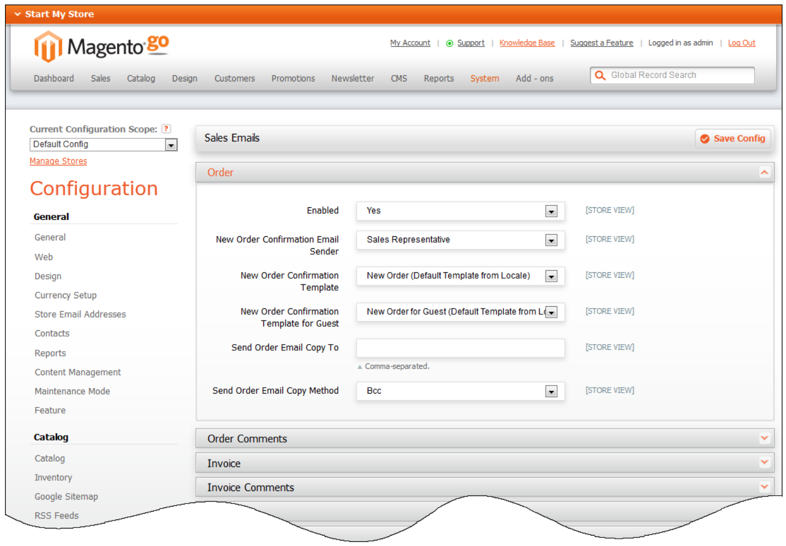
   To learn more, see: Configuring Email Templates.

Configuring Email Templates

Easy

Email templates contain the content and formatting for automated messages that area sent from your store. They are called transactional emails because each one is associated with a specific type of transaction or event.

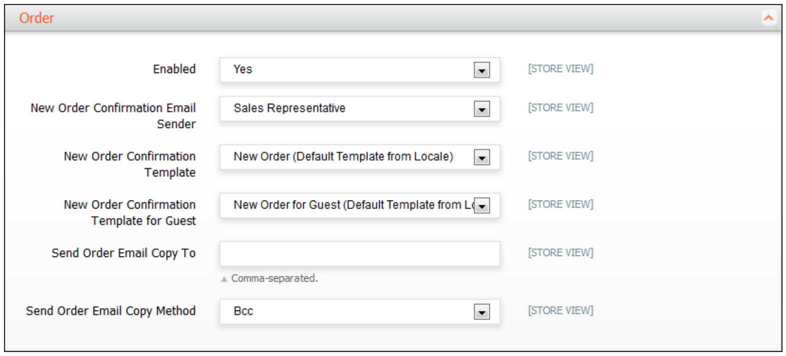
Your store has a set of default templates that you can customize. After creating a customized version of a template, remember to update your system configuration so the correct template is used for the message.



Sales Email Configuration

To configure sales email templates:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Sales Emails**. Then, select the appropriate templates for each of the following sections:
   - Order and Order Comments
   - Invoice and Invoice Comments
   - Shipment and Shipment Comments
   - Credit Memo and Credit Memo Comments

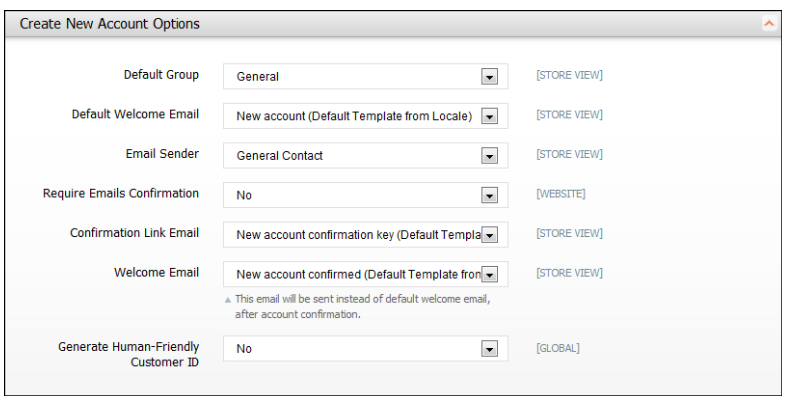


Order Email Configuration

3. When complete, click the **Save Config** button.

To configure customer email templates:

1. On the Admin menu, select **System > Configuration.**
2. In the Configuration panel on the left, under Customer, select **Customer Configuration**. Then, select the appropriate templates for each of the following sections:
   - Create New Account Options
   - Password Options
   - Store Credit Options



Create New Account Options

3. When complete, click the **Save Config** button.

Email Template Reference

The following email templates are related to specific events and sent automatically by your store. Some of the messages are sent to the customer, and others are sent to the store administrator.

Before launching your store, examine the default templates to make sure the branding, composition, and formatting meets your standards for customer communications. You can edit the existing templates, and also create new ones.

In addition, Magento Go provides a wide assortment of system variables that you can incorporate into email templates. Some are global variables that can be used in any email template, and others are specific to certain transactions.The sections below list the system variables which can be used with each template.

All Templates

General Purpose Variables

The following variables can be used in all email templates.

Variable	Description
`{{store url=""}}`	Store web address.
`{{var logo_url}}`	URL of store logo.
`{{var logo_alt}}`	Alternate text for store logo if image is unavailable.
`{{var store.getFrontendName()}}`	Store name (as defined in configuration).
`{{var store url="customer/account/"}}`	Web address of customer account page.
`{{config path="trans_email/ident_support/email"}}`	Support email address (as defined in configuration).
`{{config path="general/store_information/phone"}}`	Store phone number (as defined in configuration).
`{{config path="general/store_information/address"}}`	Store address (as defined in configuration).
`{{store url="adminhtml/system_account"}}`	Web address of Admin login page.

New Account Templates

New Account

The following variables can be used in the email template that welcomes new registered customers.

Magento®

Dear ,

Welcome to . To log in when visiting our site just click Login or My Account at the top of every page, and then enter your e-mail address and password.

Use the following values when prompted to log in:
E-mail:
Password:

When you log in to your account, you will be able to do the following:

– Proceed through checkout faster when making a purchase
– Check the status of orders
– View past orders
– Make changes to your account information
– Change your password
– Store alternative addresses (for shipping to multiple family members and friends!)

If you have any questions about your account or any other matter, please feel free to contact us at support@mystore.com or by phone at .

Thank you again,

New Account Template

Variable	Description
`{{var customer.name}}`	Name of customer.
`{{var customer.email}}`	Email address / login for the customer account.
`{{htmlescape var=$customer.password}}`	Password for new customer account.

New Account Confirmation

The following variables can be used in the email template that is sent to request new customers to verify their email addresses.

New Account Confirmation Template

Variable	Description
`{{var customer.name}}`	Name of customer.
`{{var customer.email}}`	Email address / login for the customer account.
`{{htmlescape var=$customer.password}}`	Password for new customer account.

New Account Confirmed

The following variables can be used in the email template to notify new customers when their accounts are confirmed.

New Account Confirmed Template

Variable	Description
`{{var customer.name}}`	Name of customer.

Variable	Description
{{var customer.email}}	Email address / login for the customer account.
{{htmlescape var=$customer.password}}	Password for new customer account.
{{store url="customer/account/confirm/"_query_id=$customer.id _query_key= $customer.confirmation _query_back_url=$back_url}}	Account confirmation key—link address that customer must click to activate their account.

Password Notification Templates

New Password

The following variables can be used in the email template that is used when a new customer password is set.

Variable	Description
{{htmlescape var=$customer.name}}	Name of customer.
{{htmlescape var=$customer.password}}	Password of customer.

New Administrative Password

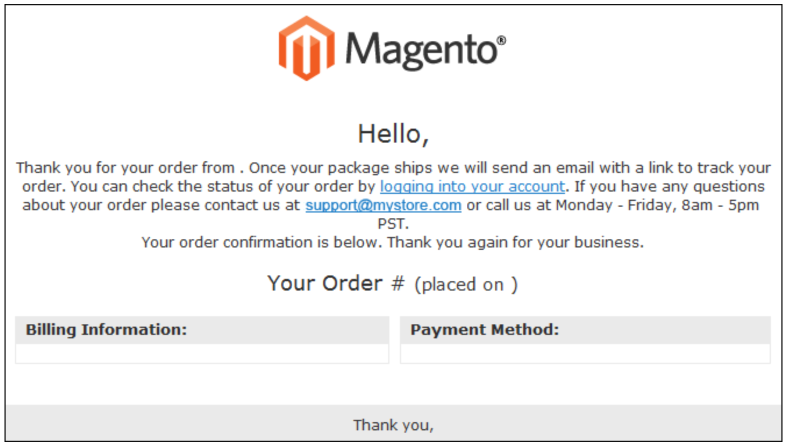
The following variables can be used in the email template that is used when a new admin password is set.

Variable	Description
{{htmlescape var=$user.name}}	Name of administrator.
{{htmlescape var=$password}}	Password of administrator.
{{var user.name}}	Administrative user name.

Order Processing Templates

New Order

The following variables can be used in the email templates for new orders from registered customers and guests.



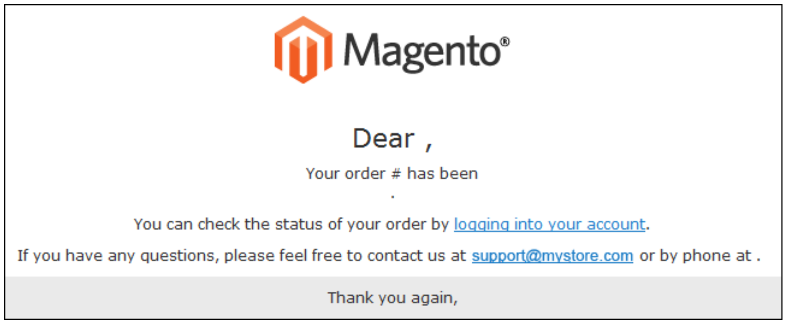
New Order Template

Variable	Description
`{{htmlescape var=$order.getCustomerName()}}`	* For New Order only, Name of customer as defined in Customer Information for order.
`{{htmlescape var=$order.getBillingAddress().getName()}}`	* For New Order for Guest only, Name of customer as defined in Billing address for the order.
`{{var order.increment_id}}`	Order identification number.
`{{var order.getCreatedAtFormated('long')}}`	Date and time this current order was created.
`{{var order.getBillingAddress().format('html')}}`	Complete billing address (formatted for HTML email).
`{{var payment_html}}`	Payment method (formatted for HTML email).
`{{var order.getShippingAddress{}.format('html')}}`	Complete shipping address (formatted for HTML email).
`{{var order.getShippingDescription()}}`	Shipping method for order.
`{{layout handle="sales_email_order_items" order=$order}}`	Displays line items, SKU number, qty, subtotal, and total order

Variable	Description
	information.

Order Update

The following variables can be used in the email templates for order update notifications sent to registered customers and guests.

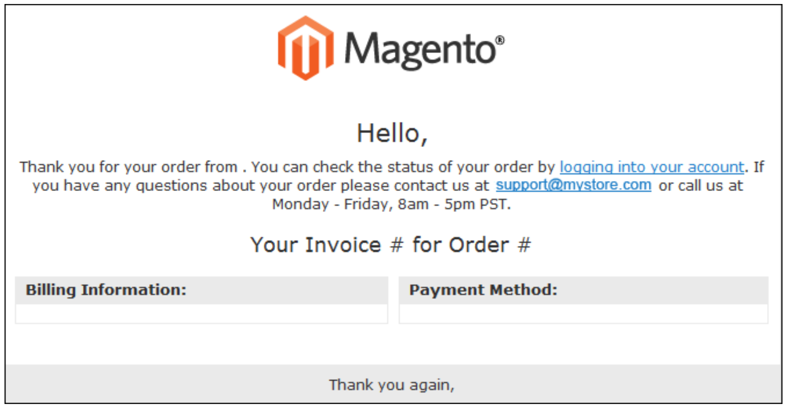


Order UpdateTemplate

Variable	Description
`{{htmlescape var=$order.getCustomerName()}}`	* For Order Update only, Customer name (as per order information).
`{{htmlescape var=$billing.getName()}}`	* For Order Update for Guest only, Customer name as defined in billing information for order.
`{{var order.increment_id}}`	Order identification number.
`{{var order.getStatusLabel()}}`	Current status of the order.

New Invoice

The following variables can be used in email templates for new invoices sent to customers and guests.

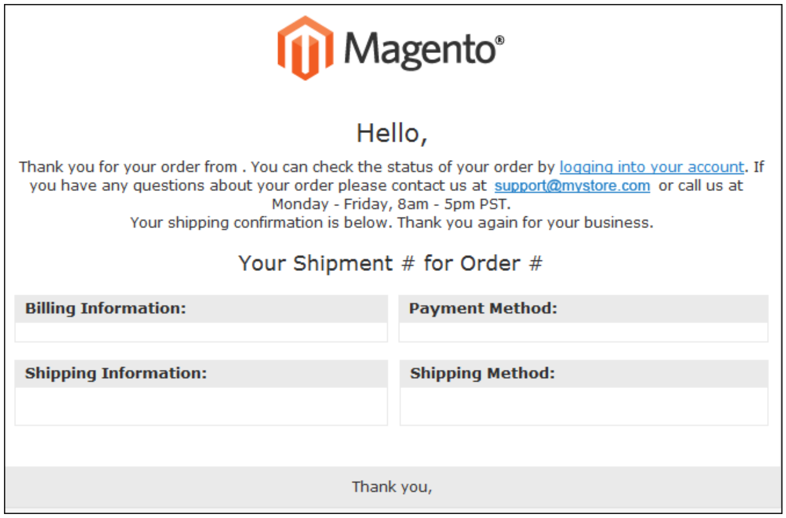


New Invoice Template

Variable	Description
`{{htmlescape var=$order.getCustomerName()}}`	* For New Invoice only, Name of customer as defined in Customer Information for order.
`{{htmlescape var=$billing.getName()}}`	* For New Invoice for Guest only, Customer name as defined in billing information for order.
`{{var invoice.increment_id}}`	Invoice identification number.
`{{var order.increment_id}}`	Order identification number.
`{{var order.billing_address.format('html')}}`	Billing address as per order information (in HTML format).
`{{var payment_html}}`	Payment method formatted for HTML email.
`{{var order.shipping_address.format('html')}}`	Complete billing address formatted for HTML email.
`{{var order.shipping_description}}`	Shipping method for order.
`{{var comment}}`	Comments that have been noted with the invoice. Only shown when you checkmark the checkbox “Email copy of invoice” and checkmark “Append comments.”

New Shipment

The following variables can be used in email templates for new shipments sent to registered customers and guests.

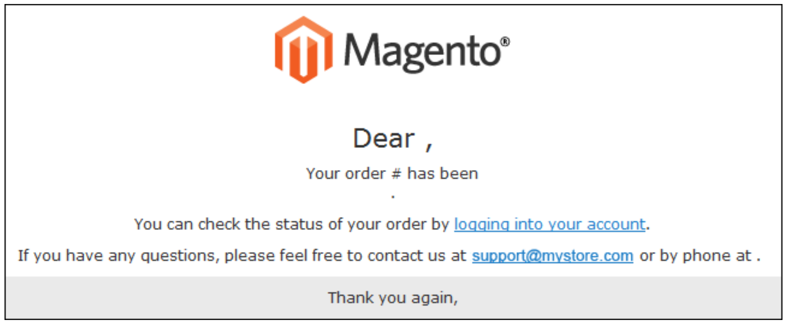


New Shipment Template

Variable	Description
`{{var shipment.increment_id}}`	Shipment identification number.
`{{var order.increment_id}}`	Order identification number.
`{{var shipment.increment_id}}`	Shipment identification number.
`{{var order.billing_address.format('html')}}`	Complete billing address formatted for HTML email.
`{{var payment_html}}`	Payment method formatted for HTML email.
`{{var order.shipping_address.format('html')}}`	Complete shipping address formatted for HTML email.
`{{var order.shipping_description}}`	Shipping method.
`{{htmlescape var=$billing.getName()}}`	* For New Shipment For Guest only, Customer name as defined in billing information for order.
`{{var comment}}`	Comments that have been noted with the shipment. Only shown when you checkmark the checkbox “Email copy of invoice” and checkmark “Append comments.”

Shipment Update

The following variables can be used in the email templates for shipment update notifications sent to registered customers and guests.

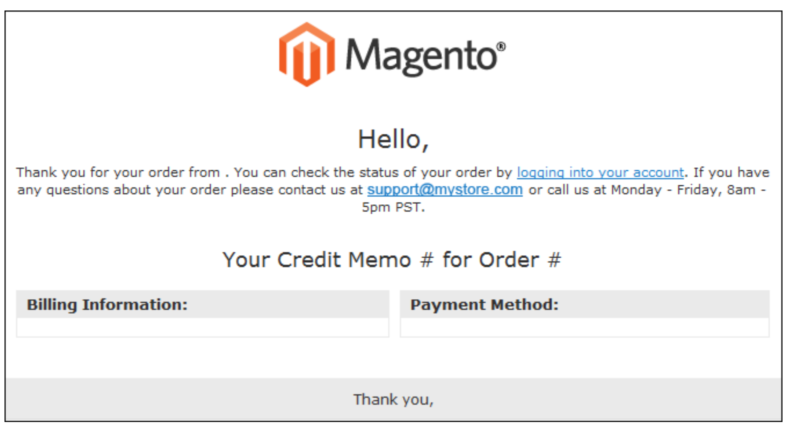


Shipment Update Template

Variable	Description
`{{htmlescape var=$order.getCustomerName()}}`	* For Shipment Update only, Customer name (as per order information).
`{{htmlescape var=$billing.getname()}}`	* For Order Update for Guest only, Customer name as defined in billing information for order.
`{{var order.increment_id}}`	Order identification number.
`{{var order.getStatusLabel()}}`	Current status of the order.

New Credit Memo

The following variables can be used in the email templates for new credit memos sent to registered customers and guests.



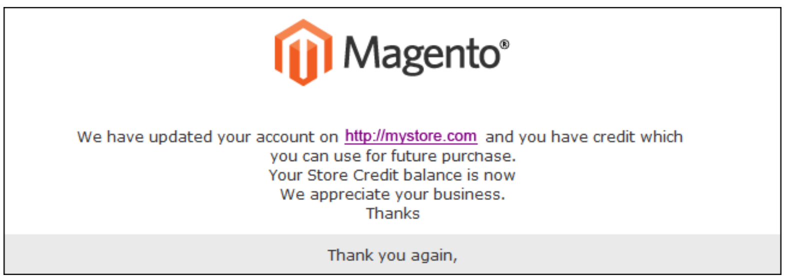
New Credit Memo Template

Variable	Description
`{{htmlescape var=$order.getCustomerName()}}`	* For New Credit Memo only, Customer name (as per order information).

Variable	Description
{htmlescape var=$billing.getName()}}	* For New Credit Memo For Guest only, Customer name as defined in billing information for order.
{{var order.increment_id}}	Order identification number.
{{var order.getStatusLabel()}}	Current status of the order.
{{var comment}}	Comments (if any) that were left with the credit memo. Displayed when checkboxes "Email copy of credit memo" and "Append comments" are selected.

Store Credit Update

The following variables can be used in the email template used for store credit update notifications.



Store Credit Update Template

Variable	Description
{{var name|escape}}	Name of the customer whose credit has been updated.
{{var balance}}	Store credit balance.

Gift Card Templates

Gift Card Account Sent

The following variables can be used in email templates related to gift card accounts.

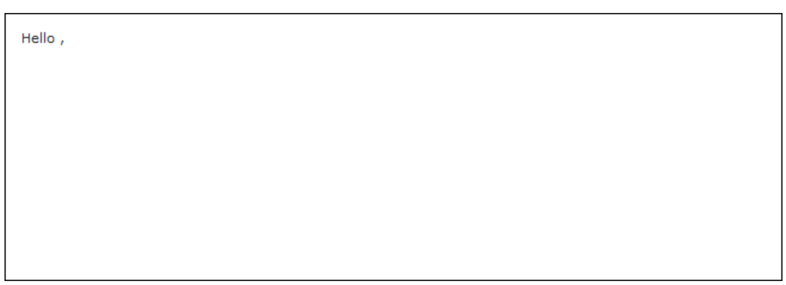
Gift Card Sent Template

Variable	Description
`{{var name|escape}}`	The name on the gift card.
`{{var code|escape}}`	The gift card code. This code is typed in at checkout to use the balance on the gift card for an order.
`{{var balance}}`	The balance on the gift card.
`{{var store.getFrontendName()}}`	The store name.
`{{var sender_name_with_email|escape}}`	Name and email address of the gift card sender.
`{{var giftcards}}`	Gift card code(s)—can be more than one.
`{{var gift_message|escape|nl2br}}`	Message from the sender included with gift card(s).

Product Alert Templates

Product Price Change and Stock Alert

The following variables can be used in the transactional email template that is sent to customers who request to be notified of product price or stock availability changes.



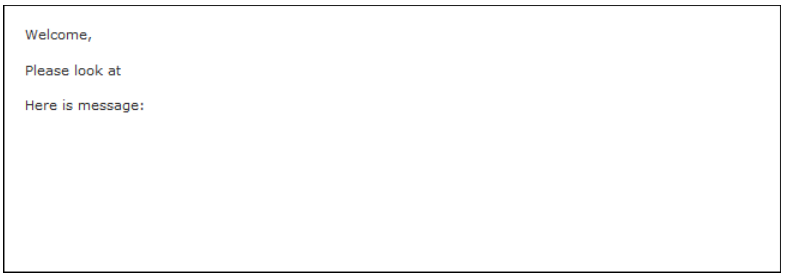
Product Alert Template

Variable	Description
`{{var customerName}}`	The customer name.
`{{var alertGrid}}`	Grid of product alerts.

Social Shopping Templates

Send Product to a Friend

The following variables can be used in the email template used when a customer sends product information to a friend.

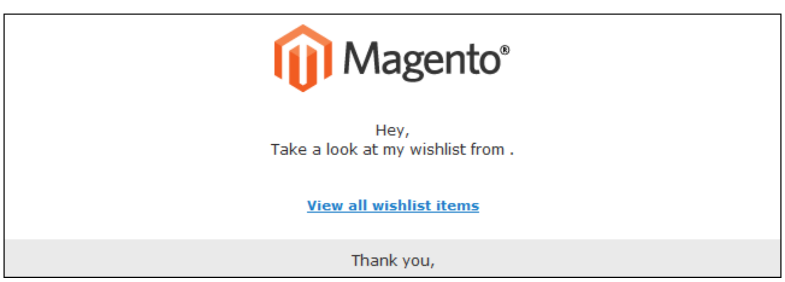


Send Product to a Friend Template

Variable	Description
`{{var name}}`	Name entered in “send product to a friend” form.
`{{var product_url}}`	Link address of the product.
`{{var product_name}}`	Name of the product being sent.
`{{var message}}`	Message included in “Send Product to a Friend” form.

Share Wishlist

The following variables can be used in the email template used when customers share their wishlists with friends.



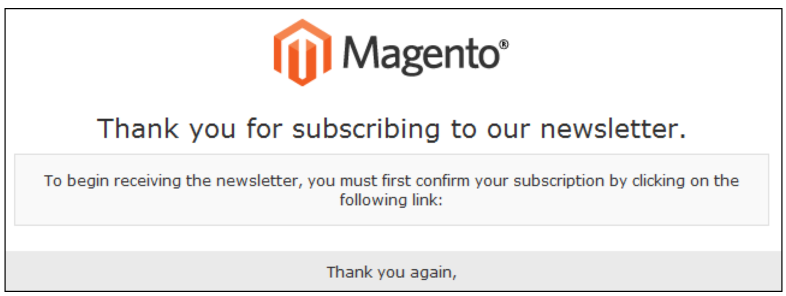
Share Wishlist with a Friend Template

Variable	Description
`{{var customer.name}}`	Name of customer sharing the wishlist.
`{{var message}}`	Message included by customer when sharing wishlist. (In wishlist sharing form).
`{{var items}}`	Items in the wishlist.
`{{var viewOnSiteLink}}`	Link to view wishlist directly on website.

Newsletter Templates

Newsletter Subscription Confirmation

The following variables can be used in the email template that confirms a newsletter subscription.



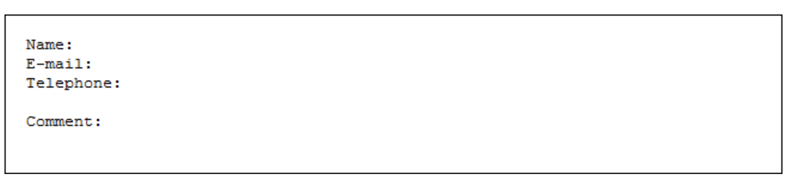
Newsletter Subscription Confirmation Template

Variable	Description
`var subscriber.getConfirmationLink()}}`	Subscribers must click the confirmation link to confirm the subscription.

System Templates

Contact Form

The following variables can be used in the transactional email template that is sent to the store admin with contact information from the Contact Us and Gift Card forms.

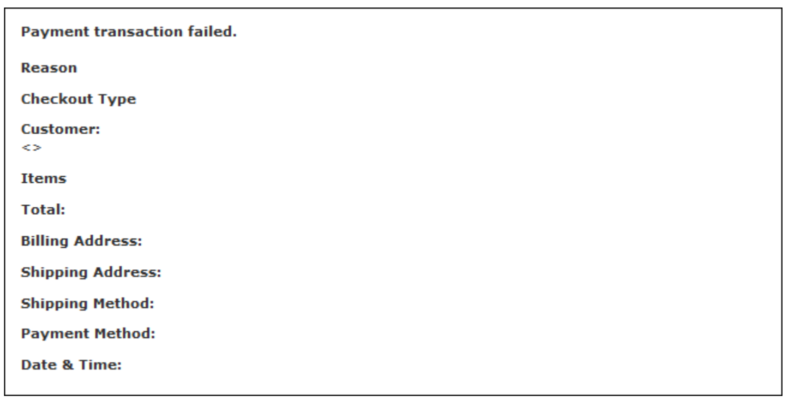


Contact Form Template

Variable	Description
`{{var data.name}}`	Name (from the name field in the contact form).
`{{var data.email}}`	Email Address (email field in contact form).
`{{var data.telephone}}`	Phone Number (phone number field in contact form).
`{{var data.comment}}`	Notes from comment text box on the contact form and gift cards.

Payment Failed

The following variable can be used in the notification that is sent to the store administrator when a payment transaction fails.


Payment transaction failed.

Reason

Checkout Type

Customer:
<>

Items

Total:

Billing Address:

Shipping Address:

Shipping Method:

Payment Method:

Date & Time:

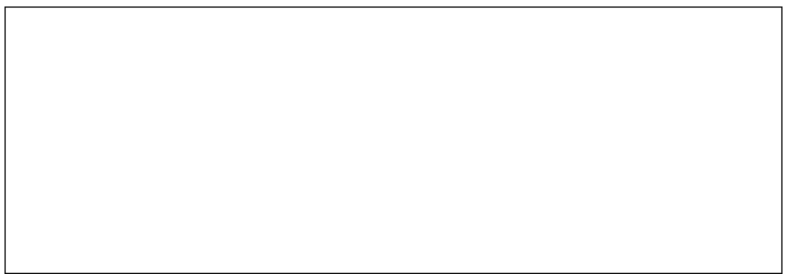
Payment Failed Template

Variable	Description
`{{var reason}}`	Reason for payment failure.
`{{var checkoutType}}`	Checkout type.
`{{var customer}}`	Customer name.
`{{var customerEmail}}`	Customer email address.
`{{var items}}`	Line items in the shopping cart order.
`{{var total}}`	Total order amount.
`{{var billingAddress.format('html')}}`	Complete billing address for HTML email.
`{{var shippingAddress.format('html')}}`	Complete shipping address for HTML

Variable	Description
	email.
`{{var shippingMethod}}`	The shipping method.
`{{var paymentMethod}}`	The payment method.
`{{var dateAndTime}}`	The date and time the order was submitted.

Task Notification

The following variable can be used in the notification that is sent to the store administrator regarding a task.

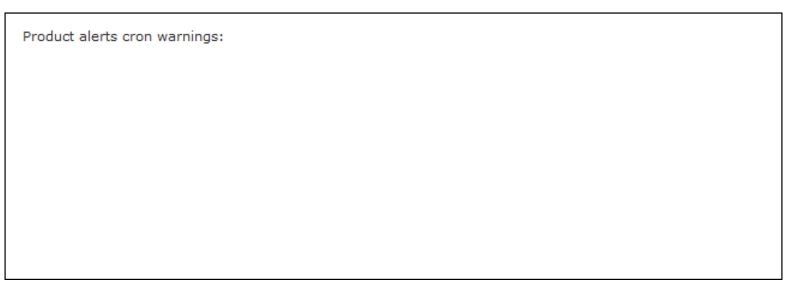


Task Notification Template

Variable	Description
`{{var message}}`	Message/content of a new task. (i.e. Import customers task, Refresh search index task).

Product Alerts Cron Error

The following variable can be used in the notification that is sent to the store administrator of cron errors.



Product Cron Error Template

Variable	Description
`{{var warnings}}`	Warnings generated by cron for product alerts.

Log Cleanup Warnings

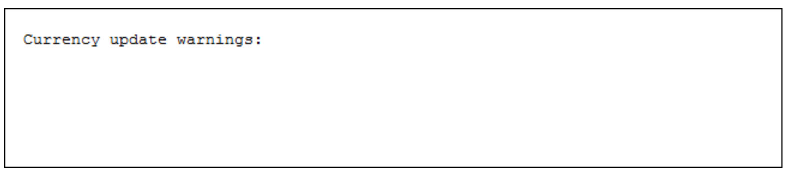
There are no specific variables associated with the Log Cleanup Warnings template.


Log Cleanup Warnings:

Log Cleanup Template

Currency Update Warnings

There are no specific variables associated with the Currency Update Warnings template.


Currency update warnings:

Currency Update Warning Template

Chapter 65:

Permissions

Magento Go uses roles and permissions to create different levels of access to the Admin panel. Those who need administrative access can be assigned a role with a set of permissions that restricts the view of the Admin panel to only the parts that you want them to see. The number of Admin accounts that you can create is determined by your Magento Go plan.

When your store is first set up, you receive a set of login credentials for the Administrator role, with full permissions. However, you can restrict the level of permissions on a “need to know” basis for other people who work on your site. For example, a designer can be given access to only the Design tools, but not to areas with customer and order information. When the designer logs in to the Admin panel, the first page displayed will be the Theme Editor, rather than the Dashboard.

As a security measure, user accounts are locked after six failed attempts to log in. The account can be unlocked by another user who has Administrator permissions.

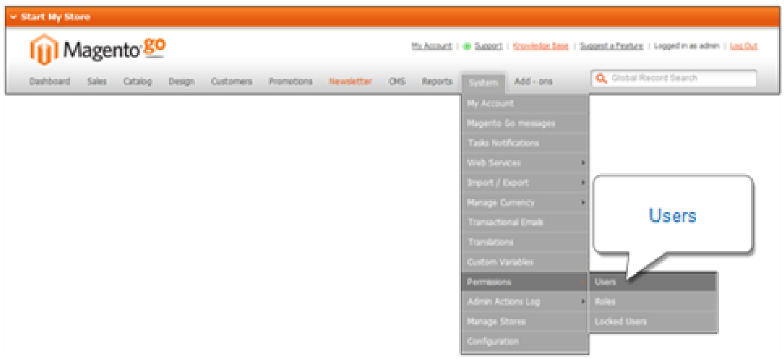
Creating New Users

Intermediate

As a best practice, you should have more than one user account with full Administrator permissions. That way, you can use one account for your everyday Administrative activities, and reserve the other as a “Super Admin” account in case you forget your regular credentials or they become otherwise unusable.

Step 1: Create a New User

1. On the Admin menu, select **System > Permissions > Users**.



Permissions - Users

2. Click the **Add New User** button.

3. In the Account Information section, do the following:

   a. Enter the **User Name** for account.

   The User Name should be easy to remember. It is not case-sensitive. For example, if your user name is “John,” you can also log in as “john.”

   b. Complete the following information:

   - First Name
   - Last Name
   - Email address

   This email address must be different from the one that is associated with your original Admin account.

   c. Assign the **Password** for the account.

   The password should be seven or more characters long, and include both letters and numbers.

d. In the **Password Confirmation** box, repeat the password to make sure it was entered correctly.

4. Set **This Account is** to "Active."

Step 2: Define the Role

1. In the User Information panel on the left, click **User Role**. Then, in the list of Roles, select **Administrators**. (Initially, it will be the only role available.)

Permissions: Users - Add New User Role

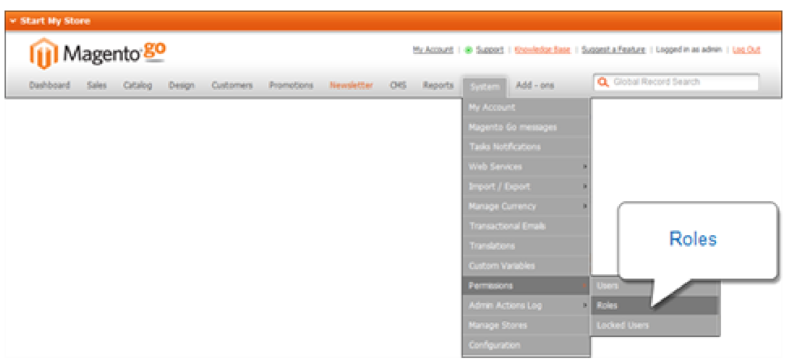
2. When complete, click the **Save User** button.

You now have two accounts with Administrator access.

Creating Custom Roles

Intermediate

To give someone restricted access, the first step is to create a role with the appropriate level of permissions. After the role is created, you will add the new user, set up the login credentials, and assign the role to the user account.



Permissions - Roles

Step 1: Define the Role

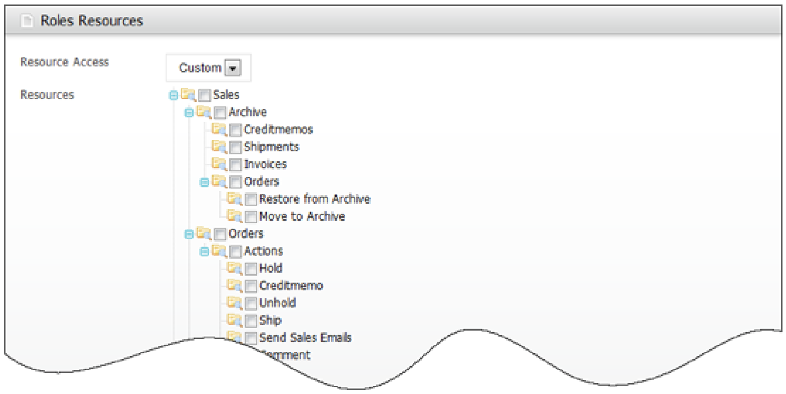
1. On the Admin menu, select **System > Permissions > Roles**.

2. Click the **Add New Role** button.

3. In the **Role Name** box, type a descriptive name for the new role.

4. In the Role Information panel on the left, click **Role Resources**.

5. Set **Role Access** to “Custom.” Then in the Resources tree, select the checkbox of each area of the Admin panel that you want a person with this role to have access.



Role Resources, Expanded

6. When complete, click the **Save Role** button.

Step 2: Add the New User

1. On the Admin menu, select **System > Permissions > Users**.

2. Click the **Add New User** button.

3. In the Account Information section, do the following:

   a. Assign a **User Name** for the account.

      The User Name should be easy to remember. It is not case-sensitive. For example, if your user name is “john,” you can also log in as “John.”

   b. Complete the following information:

      - First Name
      - Last Name
      - Email address

   c. Assign a **Password** for the account.

      The password should be at least seven characters long, and include letters and numbers.

d. In the **Password Confirmation** box, type the password again to make sure it was entered correctly.

4. Set **This Account is** to “Active.”

5. In the User Information panel on the left, click **User Role**. Then, in the list of Roles, select the option for the role you want to assign to the new user.

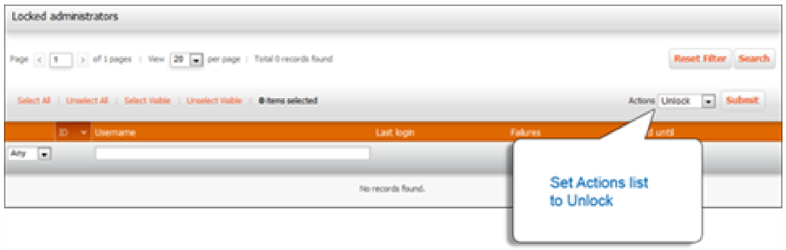
New Role

6. When complete, click the **Save User** button.

Unlocking User Accounts

Intermediate

For the security of your business, user accounts are locked after six failed attempts to log in to the Admin panel. The account can be unlocked by any other user with full Administrator permissions.



Unlocking an Account

To unlock an admin account:

1. On the Admin menu, select **System > Permissions > Locked**.

   Any locked user accounts appear in the list.

2. In the list, select the checkbox of the locked account.

3. In the upper-right corner, set the **Actions** list to "Unlock."

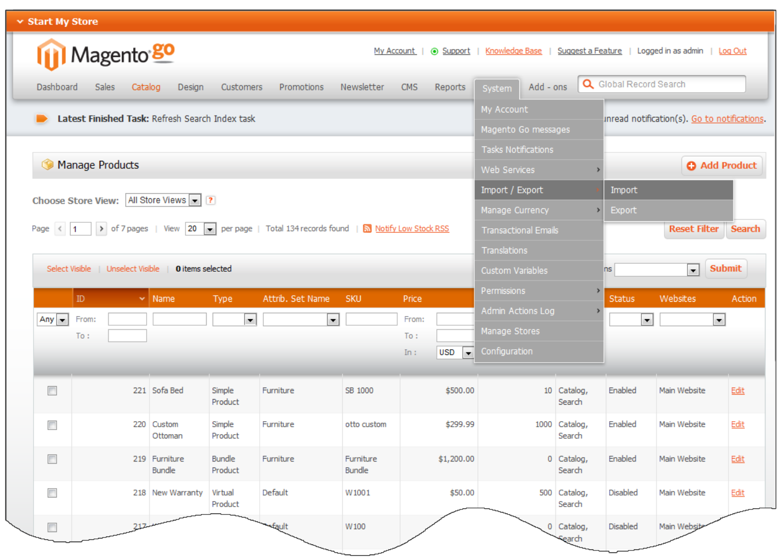
4. Click the **Submit** button to unlock the user account.

Chapter 66:

Managing Data Transfer

The Import/Export tool gives you the ability to manage multiple customer and product records in a single operation. If you have a large catalog of products, you will find it much easier to export the data, edit the data in a spreadsheet, and then import the data back into your store.

The CSV file format separates each data element by a comma, and is used as the standard for data exchange operations. All spreadsheet and database applications support the CSV file format. If you are working with a Mac, you should save the data in the CSV (Windows) format.



Import / Export

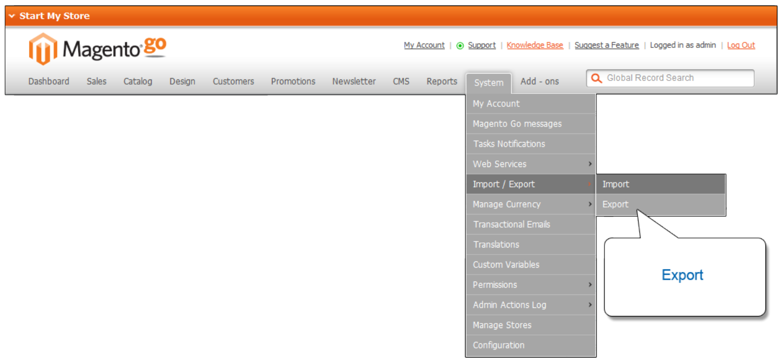
Exporting Data

Intermediate

The best way to become familiar with the structure of your information is to export the data and open it in a spreadsheet. Once you become familiar with the process, you will find that it is an efficient way to manage large amounts of data.

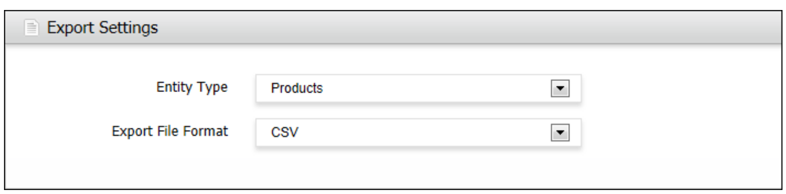
To export products:

1. On the Admin menu, select **System > Import/Export > Export**.



Export

2. Set **Entity Type** to “Products.”



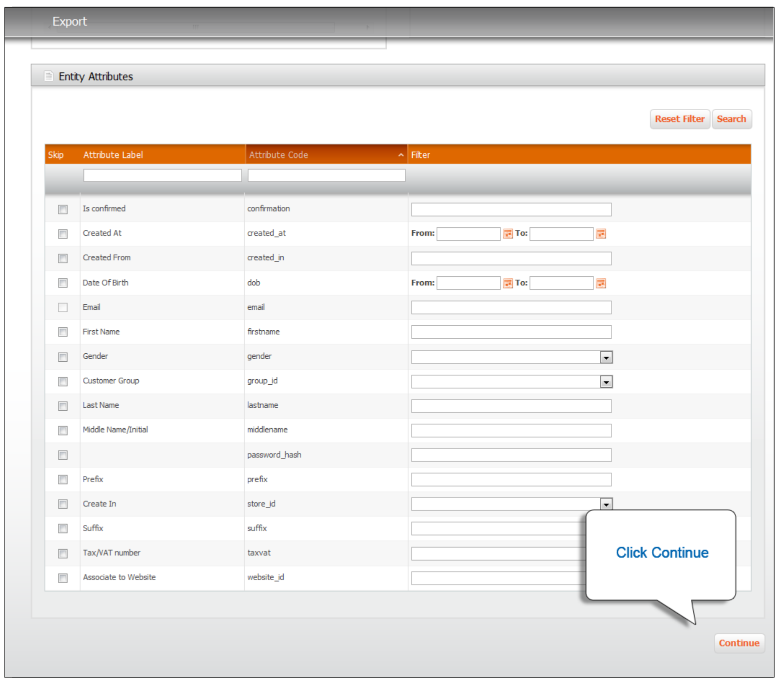
Export Settings

3. The system generates a list of all the attributes related to your product catalog. By default, all attributes are exported to the CSV file.
   - To exclude any attribute from the export, select the **Skip** checkbox for the item.
   - To limit the number of columns of exported data, use the filter controls to list only the attributes you want to include.
4. Scroll down and click the **Continue** button to export the data to a CSV file.
5. When prompted, you can either open the data in a spreadsheet or save the file.

> The Macintosh version of Microsoft Office supports multiple CSV file formats. When saving your CSV file, be sure to save it as a CSV (MS Windows) file type.

To export customer data:

1. On the Admin menu, select **System > Import/Export > Export**.
2. Set **Entity Type** to “Customers.” The system generates a list of all the attributes related to your customer information.
3. Scroll down and click the **Continue** button to export the data to a CSV file.
4. Open the file in your favorite spreadsheet, and edit as needed.



Export Customer Entity Attributes

Exporting Custom Options

Intermediate

If a product includes custom options, any data that is associated with the option is exported to a corresponding column in the output file. Before attempting to import records with custom options, you should export the product data first, so you can see exactly how the custom options are represented in the data.

The following columns in the exported data contain the values for any custom option that is associated with a product record.

Column Values

Column Name	Value
`_custom_option_store`	Identifies the store view where the custom option is available.
`_custom_option_type`	Identifies the type of input control used during data entry. Options include: Text: Field, Area Select: Drop-down, Radio Buttons, Checkbox, Multiple Select Date: Date, Date & Time, Time
`_custom_option_title`	The text label that identifies the option.
`_custom_option_is-required`	Determines if the option is a required entry. Options include: Yes / No.
`_custom_option_price`	Defines any price adjustment that is associated with the option that is different from the standard product price.
`_custom_option_sku`	A suffix that is added to the main product SKU to identify the option.
`_custom_option_max_characters`	Determines the maximum number of characters that can be entered in a text field.
`_custom_option_sort_order`	Determines the order in which options appear when listed.
`_custom_option_row_title`	The text that appears in a drop-down or multiple select option.

Column Name	Value
_custom_option_row_price	A price adjustment for the custom option can be a fixed amount, or based on a percentage of the product price.
_custom_option_row_sku	A suffix that is added to the main product SKU to identify each row of a multiple select or drop-down option.
_custom_option_row_sort	Determines the sequence of options included for the following input controls: Drop-down Radio Buttons Checkbox Multiple Select.

Exporting Orders

Intermediate

Order data can be exported from your store as a CSV (Comma Separated Value) file that can be edited or integrated with other applications. Exported data can be updated a spreadsheet and then reimported into your store, or imported into an accounting system. The exported order data includes:

- Basic information
- Order items
- Billing and shipping addresses
- Payment information
- Order comments
- Order invoices
- Order shipment
- Order credit memo

To export orders:

1. On the Admin menu, select **System > Import/Export > Export**.
2. Under Export Settings, set **Entity Type** to "Orders."
3. In the Entity Attributes list, select the checkbox of each attribute group that you want to omit from the export.

4. Click **Continue** to generate the CSV file. When the export is complete, you are prompted to save or download the file.

> Always save data files in CSV format (MS Windows) with UTF-8 encoding.

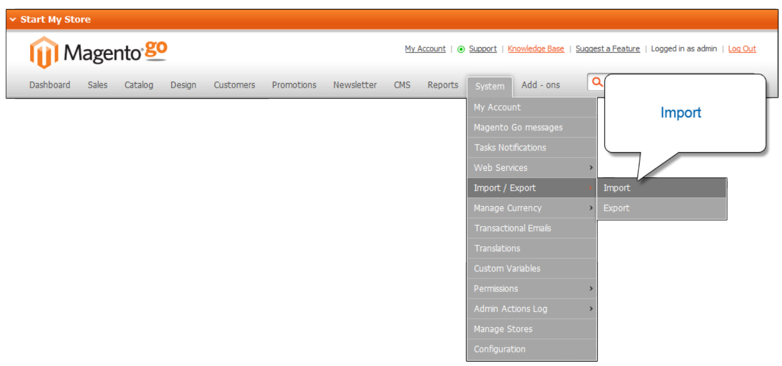
Importing Data

Intermediate

After you finish editing your catalog or customer data, it can be re-imported back to your store. The following instructions explain how to import data from a comma-separated value (CSV) file.

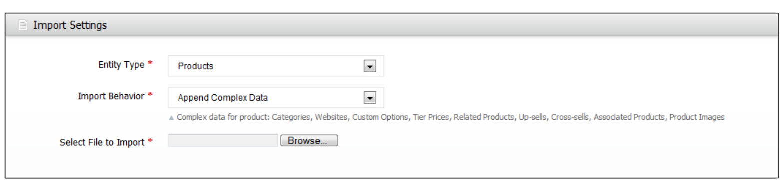
Step 1: Select the Data Operation

1. On the Admin menu, select **System > Import/Export > Import**.



Import

2. Set **Entity Type** to either “Products” or “Customers.”



Import Settings

3. Then, select one of the following **Import Behavior** options:

Append Complex Data	Adds new or edited products or customers to your store’s database. Duplicate records are not created for existing products and customers.
Replace Existing Complex	Writes over and replaces existing data, but retains the same record.

Data	
Delete Entries	Deletes existing data before importing new data.

4. Click the **Choose File** button, and find the CSV file on your computer.

> The total size of uploadable files must not exceed 110 MB and must be saved with UTF-8 encoding. Check your spreadsheet or database application documentation for information about saving a CSV file with UTF-8 encoding.

5. Click the **Check Data** button to validate the uploaded file. Then, do one of the following:
   - If the file is valid, a "File is valid!" message appears. To import the data, click the **Import** button.
   - If the file contains errors, you are notified of the errors and given the opportunity to skip the rows with errors. To continue importing valid data, click the **Import** button.

Step 2: Verify the Import

1. On the Admin menu, select **System > Tasks Notifications**. A successful import generates a notification confirming the customer or product import.
2. After the successful import of product information, select **Catalog > Manage Products.** You should now be able to see the new or edited products that have been imported to your store.
3. Repeat this step for your imported customers list from **Customers > Manage Customers**.

Importing Orders

Intermediate

Orders that were originally created in Magento Go can be imported into your store. However, orders that originate from other sources cannot be imported. The order data is imported from a CSV (comma-separated values) file, using a process that is similar to importing products and customer data.

The order attributes that can be edited include the status, shipment tracking number, and comments. To make a change to one of the editable attributes, you must first export the order. Then, update the attribute to a valid value, and import the order back into your store. See the list at the end of this topic for the order attributes that can be updated. Changes to attributes in other columns are ignored during the import process.

Here's an scenario: You accidentally processed an order through your payment provider that was to have been canceled. Because the order was not canceled from the Admin panel, the status is now stuck on "Processing." To correct the status, you can export the order, set the order status to "Canceled," and then re-import the order back into your store. It is important to understand that the order status must always be consistent with the position of the order within the workflow. For example, you cannot change the status of an invoiced order from ″Processing″ to "Canceled."

To import orders:

1. On the Admin menu, select **System > Import/Export > Import**.
2. Under Import Settings, set **Entity Type** to "Orders."
3. At the **Select File to Import** field, click the **Browse** button and select the CSV file with the updated order attributes.
4. In the upper-right corner, click the **Check Data** button to validate the CSV file. If the file is valid, the Import button appears.
5. Click the **Import** button to begin the import process.

> Always save data files in CSV format (MS Windows) with UTF-8 encoding.

Updateable Order Attributes

The following order attributes can be updated.

Attribute	Description
`status`	The status of order. The value must be entered in all lowercase characters, and be consistent with the position of the order within the workflow. Options include: pending processing complete closed canceled
`_shipment_track_number`	The tracking number of the shipment.
`_shipment_comment_comment`	A comment about the shipment.
`_order_status_history_comment`	A comment about the status of the order history.

Importing Product Images

Intermediate

If you have many product images to upload, you can streamline the process by zipping the images into an archive file. The zipped archive can then be uploaded to your store in a single step. This process is commonly referred to as a "bulk" import.

It is important to understand that Magento Go does not automatically associate imported images with products. You must follow a few simple steps to make sure that each imported image is associated with the correct product.

Process Overview:

Step 1: Export Your Product Data

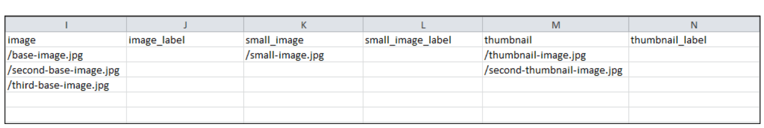
The first step is to export the product data from your store and save it as a CSV file. When exporting data, you can skip any attributes that aren't needed. For example, you might include only the image and label for each type, (base, small, and thumbnail), and the Image Gallery checkbox. In the exported data, these columns will appear toward the beginning of the spreadsheet, which makes it easier to edit. To learn more, see: Exporting Data.

Step 2: Edit the CSV File

During this step, you will associate each image with a product, and enter a relative path for each image you want to import.

1. Open the exported CSV file in a spreadsheet and edit the data. Here are some rules to remember:

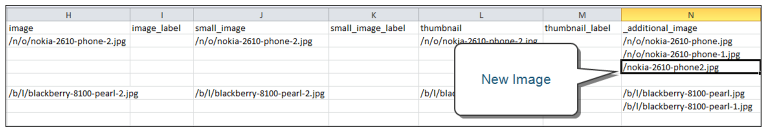
   - The product record structure includes a column for the base image, small image, thumbnail, plus an additional image. The file name of each image to be imported must begin with a forward slash. (For example: /image-base.jpg)



I	J	K	L	M	N
image	image_label	small_image	small_image_label	thumbnail	thumbnail_label
/base-image.jpg		/small-image.jpg		/thumbnail-image.jpg	
/second-base-image.jpg				/second-thumbnail-image.jpg	
/third-base-image.jpg					

Images to Import

- After the import, Magento Go organizes the images alphabetically into folders. If you want to upload a replacement image with the same name, do not include the alphabetized path from the existing image. Simply place a single forward slash at the beginning of image file name.
- To upload multiple additional images, each must be entered on a blank row, immediately after the associated product. You can leave the other columns on the row blank, unless they are applicable—such as the associated label, or images for upsell or related products, etc.



Existing Images with New Additional Image

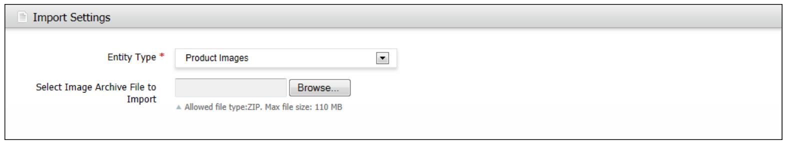
- If your images are organized into subdirectories within the zipped archive, you must include the directory path with the image file name. For example, if picture1.jpg is in folderA, the entry in the CSV will be folderA/picture1.jpg.
- Image file names are case sensitive, so pay attention to your use of upper-and lowercase characters. (For example: /image-base.jpg is not same as /image-BASE.jpg.)

2. When complete, save your changes to a CSV file with UTF-8 encoding.
   - The total size of uploadable files must not exceed 110 MB.
   - The file must be saved with UTF-8 encoding. If you need help, check your spreadsheet documentation for more information.
3. If working in Excel, when prompted to “leave out incompatible features,” select **Yes**.

Step 3: Import the Zipped Image Archive

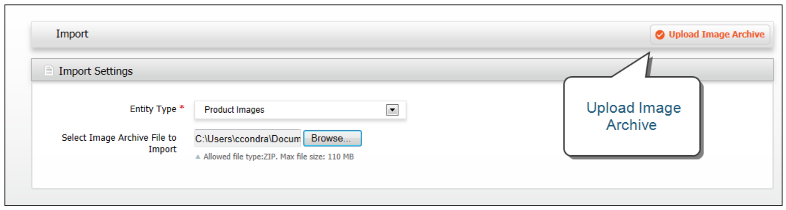
The next step is to zip your image files and import them into your store. There are many zip utilities available for both the PC and Mac platforms. If you are working with the latest Windows or Mac operating systems, you may already have an archiving tool available. Check your system documentation for more information.

1. Zip the images into an archive file.
2. On the Admin menu, select **System > Import/Export > Import**.
3. Set **Entity Type** to "Product Images."
4. Click the **Browse** button and select your zipped archive of product images.



Import Settings - Product Images

5. Click the **Upload Image Archive** button to import the images into your store.



Upload Image Archive

When the import is complete, you will receive a Validation Results message. Your data is now in the queue, waiting to be processed. It may take a while, so be patient.

Step 4: Import the Edited CSV File

1. On the Admin menu, select **System > Import/Export > Import**.
2. Set **Entity Type** to "Products."
3. Set **Import Behavior** to "Append Complex Data."
4. Click the **Choose File** button, and find the CSV file on your computer.
5. Click the **Check Data** button to validate the uploaded file. Then, do one of the following:
   - If the "File is valid!" message appears, click the **Import** button.
   - If the file contains errors, can skip the rows with errors and import the valid data, or correct the errors and try again.

Step 5: Refresh the Search Index

1. On the Admin menu, select **Catalog > Search Indexing**.
2. Click the **Refresh Index** button.

Importing Configurable Products

Intermediate

Products that are associated with a configurable product are usually created from within the configurable product record. However, it is also possible to import existing, simple product records into a configurable product, provided that the data meets the following requirements:

- The simple products are based on the same attribute set as the configurable product.
- The simple products do not have custom options
- All products have unique SKU numbers
- There is at least one super attribute assigned to the configurable product and the same super attribute is included in the simple product

To import associated products:

1. Create the configurable product record, as well as any associated simple products according to the requirements described above.
2. Before importing the data, make sure that the required column values have been entered into the associated simple products, as well as the configurable product record.

Required Column Values

Column Name	Value
_type	Identifies the product type as “configurable.”
_super_products_sku	The SKU of the associated product.
_super_attribute_code	The name of the attribute that is used as the Super Attribute. The attribute properties must be set as follows: Scope: Global Input Type: Dropdown Use to Create Configurable Product: Yes
_super_attribute_option	The name assigned to an option in the Super Attribute. For example, you can use shoe_size as a Super Attribute, with options of 10, 11, and 12 to make a price correction of +1, +2, or +3.
_super_attribute_price_corr	A dollar amount that can be added for Super Attribute options which need price adjustments.

Product System Attributes

The following system attributes are required for the operation of your store, and cannot be deleted.

General Attributes

Attribute Code	Description	Data Type	Req'd
`name`	The name of the product. This name is visible on your product description page as well as anywhere this product is listed. It is used by customers to identify the product.	Text	Yes
`description`	Description of the product. This is an important field, especially as a selling tool, because it is the main way customers learn about the product.	String	Yes
`short_description`	A brief description of the product. The use of this attribute varies by theme.	Text	Yes
`sku`	The Stock-Keeping Unit. A unique product identification number that is used to track inventory items.	Alpha-numeric (A-Z, 0-9)	Yes
`weight`	The product weight in ounces.	Numeric	Yes
`news_from_date`	This field specifies the "from" date that the product is considered new, and would be featured in your "new products" listings.	Date/Time	No
`news_to_date`	This field specifies the "to" date that the product is considered new, and would be featured in your "new products" listings.	Date/Time	No
`status`	When enabled (1), the product is available for sale. When disabled (2), the product is not listed in the catalog.	Binary (1, 2)	Yes
`url_key`	The part of the URL that identifies the product.	Text	No
`visibility`	Specify whether this product is visible from the catalog, search, both, or neither. Values include:	Numeric	Yes

Attribute Code	Description	Data Type	Req'd
	0 (Not Visible Individually) 1 (Catalog) 2 (Search) 3 (Catalog, Search)		
gift_message_available			
	This field specifies if a message can be included with this product purchase. Values include: Yes No Use Config	Text	No
is_imported	Determines if the product can be included in product RSS feeds. Options include: 0=Yes / 1=No.	Yes/No (0,1)	No

Price Attributes

Attribute Code	Description	Data Type	Req'd
price	The price of the product.	Numeric	Yes
special_price	The special sale price for the product during the special sale period.	Numeric	No
special_from_date	Specifies the "from" date that the product will be on sale for the special sale price.	Date/Time	No
special_to_date	Specifies the "to" date that the product will be on sale for the special sale price.	Date/Time	No
tax_class_id	Determines which tax rules to apply to the product. The value is based on the id # next to each product tax class.	Integer	Yes
enable_googlecheckout			
	Determines if the product can be purchased using Google Checkout. Options include: 0=Yes / 1=No.	Yes/No (0,1)	No

Meta Information Attributes

Attribute Code	Description	Data Type	Req'd
`meta_title`	The meta title of the product. This meta title is visible only to search engines.	Text	No
`meta_keyword`	The meta keywords of the product. Keywords are visible only to search engines.	Text	No
`meta_description`	The meta description of the product is visible only to search engines.	Text	No

Image Attributes

Attribute Code	Description	Data Type	Req'd
`image`	The URL (address) of the base image, or the main image of the product that is displayed when customer clicks the product image.	URL	No
`thumbnail`	The URL (address) of the thumbnail image used in product listings.	URL	No
`small_image`	The URL (address) of the small image used in product listings.	URL	No

Design Attributes

Attribute Code	Description	Type	Req'd
`custom_design`	Specifies a custom theme for the product detail page.	Yes/No (0,1)	No
`custom_design_from`	The date to begin using the custom theme for the product detail page.	Date/Time	No
`custom_design_to`	The date to stop using the custom theme for the product detail page.	Date/Time	No
`custom_layout_update`	Apply custom XML to modify the product detail page layout.	XML	No
`page_layout`	Specifies the column layout of the product detail page. Options include: No layout updates Empty 1 column 2 columns with left bar	Text	No

Attribute Code	Description	Type	Req'd
	2 columns with right bar 3 columns		
options_container	Specifies the type of container used to display product options. Options include: Product Info Column Block After Info Column	Text	No

Gift Card Attributes

Attribute Code	Description	Type	Req'd
allow_open_amount	Specify whether the dollar value of the gift card can be specified by the customer.	Text	Yes
open_amount_min	The minimum gift card amount if the gift card allows open amounts.	Numeric	No
open_amount_max	The maximum gift card amount if the gift card allows open amounts.	Numeric	No

Preloaded Attributes

Attribute Code	Description	Type	Req'd
color	The color of the product.	Text	No
cost	The cost of the product. (For internal purposes only.)	Numeric	No
manufacturer	The name of the manufacturer of the product.	Text	No

Customer System Attributes

Your store includes the most common customer attributes that most merchants need, such as the customer name, email, date of birth, and address—including street, city, ZIP code, and country code. These system attributes are required by Magento Go, and cannot be deleted.

General Customer Attributes

Attribute Code	Description	Data Type	Req'd
`website_id`	The website with which the customer is associated. The default options are either Admin or Main Website. Customers who are associated with Admin cannot log in and make purchases from your store.	string	Yes
`group_id`	The customer group to associate this customer with. The default customer groups in Magento Go are General and Retailer, but these can be customized.	string	Yes
`prefix`	Precedes the customer's first name and is part of their full name. Examples: Mr., Mrs., Miss, Ms., Rev.	string	No
`firstname`	The customer's first, or given, name.	string	Yes
`middlename`	The customer's middle name or initial.	string	No
`lastname`	The customer's last, or family, name.	string	Yes
`suffix`	Follows the customer's full name, often providing additional information about the person. Examples: Sr., Jr., III	string	No
`email`	The customer's email address.	string	Yes
`dob`	The customer's date of birth, in MM/DD/YY format.	mm/dd/yy	No
`taxvat`	The tax or VAT ID number of the customer.	alpha-numeric	No
`gender`	The customer's gender.	binary	No

Attribute Code	Description	Data Type	Req'd
		(male / female)	

Customer Address Attributes

Attribute Code	Description	Data Type	Req'd
`prefix`	Precedes the customer's first name and is part of their full name. Examples: Mr., Mrs., Miss, Ms., Rev.	string	No
`firstname`	The customer's first, or given, name.	string	Yes
`middlename`	The customer's middle name or initial.	string	No
`lastname`	The customer's last, or family, name.	string	Yes
`suffix`	Follows the customer's full name, often providing additional information about the person. Examples: Sr., Jr., III	string	No
`company`	The customer's first, or given, name.	string	No
`street`	The street address usually includes a home or business building number, street name, and suite or apartment number.	string	Yes
`city`	The city or town for the address.	string	Yes
`country_id`	The country where this address is located.	string	Yes
`region`	The state or province where the address is located.	string	No
`postcode`	The postal or ZIP code associated with the address.	string	Yes
`telephone`	The telephone number at the address.	number	Yes
`fax`	The fax number at the address.	number	No

Data Transfer Guidelines

To improve the efficiency of the process and avoid potential problems, take a moment to review the following guidelines for exporting data from your store.

Step 1: Optimize Your Attributes

Make sure to remove any attributes from the Export list that do not need to be updated. You can speed up the process by exporting only the data that needs to be updated, and then importing it back into your catalog.

Step 2: Export and Edit

After you have optimized your attributes, export the product information. Then, open the file in your favorite spreadsheet or text editor.

- If you're editing in a text editor, you must include each new product on a new line. The attributes that you define must be separated with commas, and must be in the same order as the first row.
- If you're editing the data in a spreadsheet, products are organized by row, and attributes by column. The attributes associated with a product are listed below the product row.

> When saving changes to the CSV file from Excel, select "Yes" when prompted to leave out incompatible features.

Step 3: Import and Refresh Index

When you have completed editing the product data, the product data can be imported back into your Magento Go store.

1. The request is put in the import queue. You can check the status of the operation by pressing **F5** to refresh the page.

2. When the task is complete, refresh the search index. On the Admin menu, select **Catalog > Search Indexing**. Then, click the **Refresh Index** button.

Common Problems

☑ Missing or Incorrect Values

The most common problem encountered when importing CSV data is missing or incorrect values. During the import process, Magento Go checks the data to make sure it is correct, and reports any items that are missing or incorrect. Be sure fix the issues and try again.

☑ Duplicate Products

If you import a product that already exists in your catalog, it will create a duplicate product record. To avoid this, you can either import to an empty catalog, or make sure that you aren't re-importing products which already exist in the catalog.

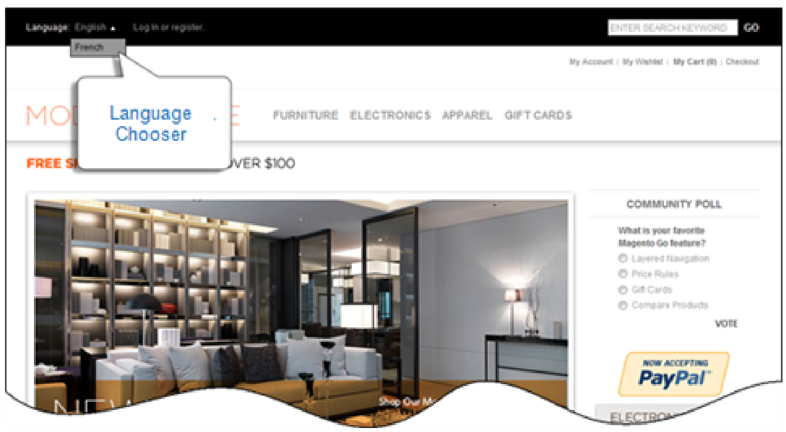
☑ Custom Attributes

Custom attributes are any attributes that you create yourself. Attributes can be created for organization and product management, as well as to be used for comparing certain types of products. To learn more, see: Exporting Custom Options.

Chapter 67:

Translating Your Store

Magento Go gives you the ability to present your store in up to three different languages. Each language is actually a different view of the store. Customers use the Language Chooser in the header of the store to change from one view to another.



Language Chooser

Changing the Store Language

Intermediate

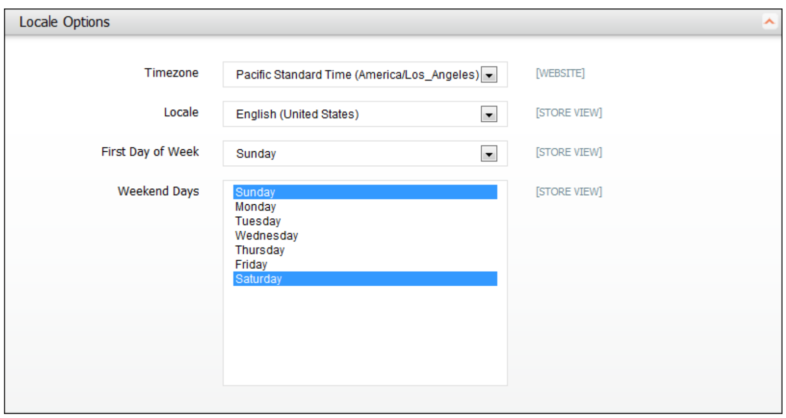
Text that appears to be “hard-coded” on pages throughout your store can be instantly changed to a different language by changing the locale of the view.

Changing the locale doesn’t actually translate the text word-for-word, but simply references a different translation table that provides the text used throughout the store. The interface text that is changed includes navigational titles, labels, buttons, and links such as “My Cart” and “My Account.”

After changing the locatle, you must still translate the product descriptions and categories in your catalog, as well as any CMS pages, blocks, banners, and polls that you have created.

To change the store locale:

1. On the Admin menu, select **System > Configuration**.
2. In the upper-left corner, set **Current Configuration Scope** to the view to be changed.
3. On the General configuration page, click to expand the **Locale Options** section.



Locale Options

4. Set **Locale** to the new language for the store view.
5. When complete, click the **Save** button.

After changing the locale, you can use the Theme Text Editor to make manual “spot changes” to any text in the interface.

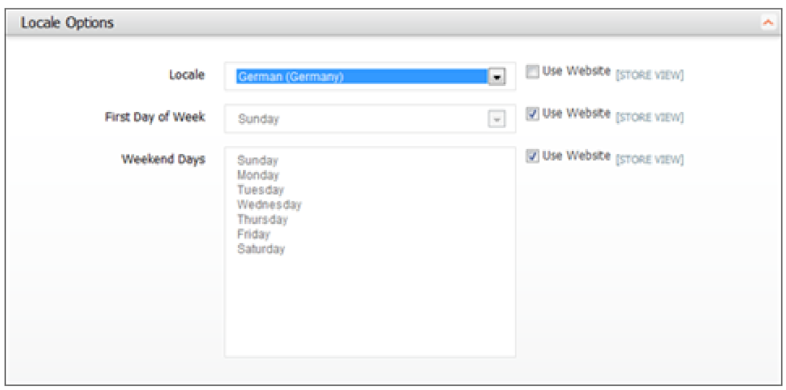
Translating Content

Intermediate

After you have set up a locale for a different language, you still must translate the product descriptions and categories in your catalog, as well as any CMS pages, blocks, banners, and polls that you have created.

Step 1: Change the Locale

1. On the Admin menu, select **System > Configuration**.
2. In the upper-left corner, set the **Current Configuration Scope** to the store view that needs to be translated.
3. On the General configuration page, click to expand the **Locale Options** section. Then, do the following:
   a. Set **Locale** to the new language for the store view.
   b. When complete, click the **Save** button.



Locale Options

Step 2: Translate the Catalog

Content such as Categories and Products are created by you, so they cannot be translated using the system configuration method. However, Magento Go provides a process to make the translation as easy as possible.

To translate categories:

1. On the Admin menu, select **Catalog > Manage Categories**.
2. Set **Choose Store View** to the target language for the translation.
3. In the category tree on the left, select a category or subcategory to be translated. Then, do the following:
   a. Clear the **Use Default Value** checkbox after the category to be translated.
   b. Enter the translated content for the category. For example: Furniture:Muebles
   c. Repeat this process for each category in the store view.
4. When complete, click the **Save Category** button.

To translate products:

1. On the Admin menu, select **Catalog > Manage Products**.
2. Click to open the product record that you want to translate.
3. Set **Choose Store View** to the target language for the translation.
4. Clear the **Use Default Value** checkbox next to each field to be translated. Then, enter the translated content for each. Make sure to translate all meta information and field descriptions in the product record.
5. When complete, click the **Save** button.

Step 3: Translate the Content

To translate CMS content, a duplicate version of each page, block, banner, and poll must be created in each language.

To translate CMS pages:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Click the **Add New Page** button to create a new page for the translated content.

3. In the Page Information section, set **Store View** to view where the translated page will be available.
4. Enter the translated content and edit as needed.
5. When complete, click the **Save Page** button.

To translate static blocks:

1. On the Admin menu, select **CMS > Static Block**.
2. Click the **Add New Block** button to create a new block for the translated content.
3. In the Page Information section, select the **Store View** where the translated block will be used.
4. Complete the content and click the **Save Page** button to save your changes.

To translate banners:

1. On the Admin menu, select **CMS > Banners**.
2. Click the **Add New Banner** button to create a new banner for the translated content.
3. In the Banner Properties panel on the left, select **Content**. Then, do the following:
   a. In the Store View Specific Content section, clear the **Use Default** box next to the language for the translation.
   b. In the drop-down box, use the insert tools to add your banner.

To translate polls:

1. On the Admin menu, select **CMS > Polls**.
2. Click the **Add New Poll** button to begin translating your poll.
3. In the Poll Information section, set **Visible In** to the view where the poll will be used.
4. Translate the poll content, as needed.
5. When complete, click the **Save Page** button.

Uploading Custom Translations

Intermediate

A custom translation can be downloaded from a CSV file to your store, and applied to interface text in the storefront, your back office Admin panel, or both.

To add a new custom translation:

1. On the Admin menu, select **System > Translations**.
2. In the Custom Translations list, do one of the following:
   - Click to select the file that you want to use as the basis of your custom translation.
   - In the Action column, click **View**.

   In the General section of the next page, the language you have chosen to use appears in the Translation Name and Base Locale lists.
3. To include Theme Editor Translations, in the Download section, mark the **Include Theme Editor Translations** checkbox.
4. Click **Download** to save the zip file of the CSV (comma-separated values) language translation files to your computer.
5. Unzip the downloaded zip file. The zipped archive contains a number of CSV files which correspond to the different modules of Magento Go.
6. To edit a file, do the following:
   a. Open any file in your favorite spreadsheet program. The first column contains the base language word and the second column contains the corresponding translated word.
   b. Translate any of the base language words into the language that you want to appear in the interface of your store.
   c. Repeat this process for as many of the files as necessary.
7. When the translation is complete, save the CSV files. Then, zip them into a single archive file.
8. Return to the Custom Translations page, and in the upper-right, click the **Add New** button.
9. On the New Translate page, in the General section, do the following:

   a. In the **Translation Name** field, type the name of your custom translation.

   b. The **Base Locale** drop-down list defaults to the current setting for your store. Change this setting if needed.

   c. In the Upload section, click **Browse** and select the custom translation zip file to upload. When your file is available, click the **Check/Save Data** button to upload your file.

   The name of your custom translation now appears in the Custom Translations list.

To update a custom translation:

1. On the Admin menu, select **System > Translations**.

2. From the list of available translations, select the custom translation you want to update. Then, in the Action column, click **Edit**.

   In the General section of the next page, the name of the custom translation that you want to update and its base locale appear in the Translation Name and Base Locale lists.

3. In the Download section, do the following:

   a. To allow the UI text to be edited from the Theme Editor, select the **Include Theme Editor Translations** checkbox.

   b. Click **Download** to download a zipped archive of the language translation files.

4. Unzip the downloaded archive file. It contains a number of CSV files that correspond to the different modules of Magento Go.

5. To edit a file, do the following:

   a. Open any file in your favorite spreadsheet. The first column contains the base language word and the second column contains the corresponding translated word.

   b. Translate any of the base language words into the language that you want to use in the interface of your store.

   c. Repeat the previous step for as many of the other files as necessary.

6. Return to the Custom Translations page. Then, on the Edit Translate page, in the Upload section, click the **Choose File** button.

7. Browse to select the custom translation zipped archive to upload. Then, click the **Check/Save Data** button to upload the archive. The updated files for your custom translation are now uploaded.

8. In the General section, do the following:

   a. In the **Translation Name** field, change the name of your updated custom translation, if necessary.

   b. Change the **Base Locale** setting, if necessary.

   c. When finished, click the **Check/Save Data** button to save your updated custom translation.

      The updated version of your custom translation now appears in the Custom Translations list.

To delete a custom translation:

On the Admin menu, select **System > Translations**. Then, do one of the following:

- To delete a custom translation from the list, select the checkbox to the left of the custom translation that you want to delete. In the upper-right corner, set **Actions** to "Delete." Then, click the **Submit** button, and when prompted, confirm.
- To delete a translation, on the Edit Translate page, click the **Delete** button.

Chapter 68:

Site Maintenance

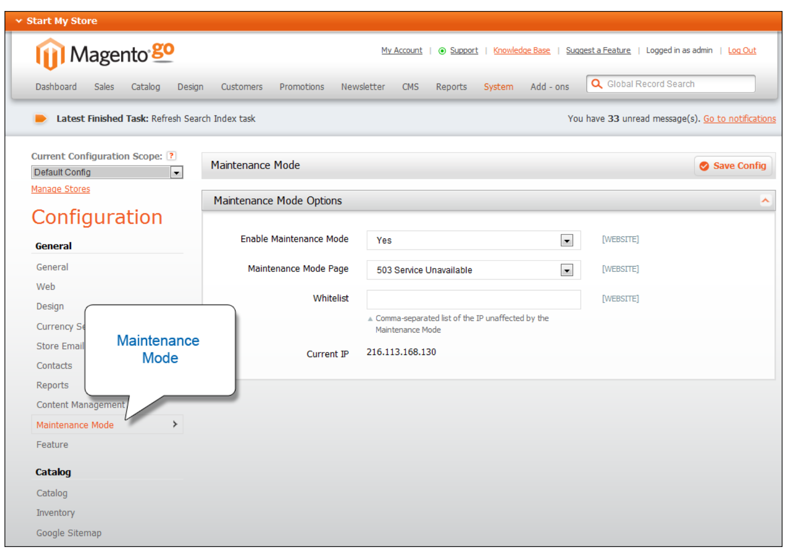
There will be times when it is necessary to perform maintenance on your site. Although many operations can be performed while your site is live, some operations require that the site be taken offline.

Maintenance Mode

Easy

Maintenance mode can be used when your site is under construction, or when changes are being made. A special splash page appears to let visitors know that your site is undergoing maintenance.

While working on your site, it is recommended that you block access to the store. It is better to alert customers that changes are being made, rather than risk disrupting their experience with technical difficulties. The “503 Service Unavailable” page alerts search engines that your site still exists, and prevents them from removing it from their index. The basic “Service Unavailable” page is one of your store’s core content pages, and can be easily edited to make it more friendly.



Maintenance Mode Options

To use Maintenance Mode:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Maintenance Mode**.
3. Click to expand the **Maintenance Mode Options** section. Then, do the following:
   a. Set **Enable Maintenance Mode** to “Yes.”
   b. Set **Maintenance Mode Page** to “503 Service Unavailable.”
   c. In the **Whitelist** field, enter the **IP address** of the computer you are working on, so you will be permitted access to your store while others are redirected to the “Services Unavailable” page.

   > If you don't know your IP address, use an online IP address lookup service, such as WHOis.net.

4. When complete, click the **Save Config** button.

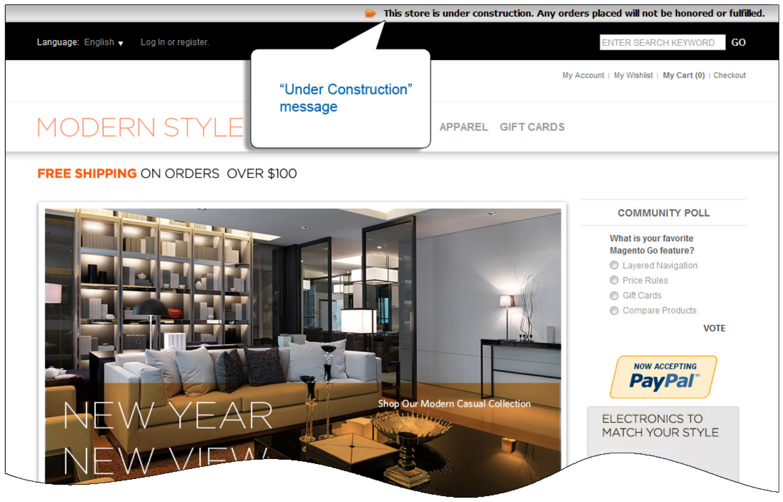
Field Descriptions

Field	Description
Enable Maintenance Mode	Set to “Yes” to take your store offline for maintenance mode. By default, Maintenance Mode is turned off. **Important!** Before enabling Maintenance Mode, be sure to enter the IP address of your store into the Whitelist, or you will not be able to access your store. Options include: Yes / No
Maintenance Mode Page	Select a page to show your customers while your store is offline in maintenance mode. The default “503 Service Unavailable” page lets search engines know that your site still exists and should continue to be indexed.
Whitelist	Enter the IP addresses of your computer to the whitelist, so you will have access to your store while in maintenance mode. To enter more than one IP address, separated each by a comma.
Current IP	Your current IP address. Copy your IP address and paste it into the Whitelist box above, so that you can continue to work in your store while in maintenance mode.

Removing the Demo Notice

Easy

When you first start building your store, the store displays an "Under Construction" message above the header of each page of the store and Admin panel. When you are ready to start taking orders, follow these instructions to remove the demo notice.



Store Demo Notice

To remove the demo notice:

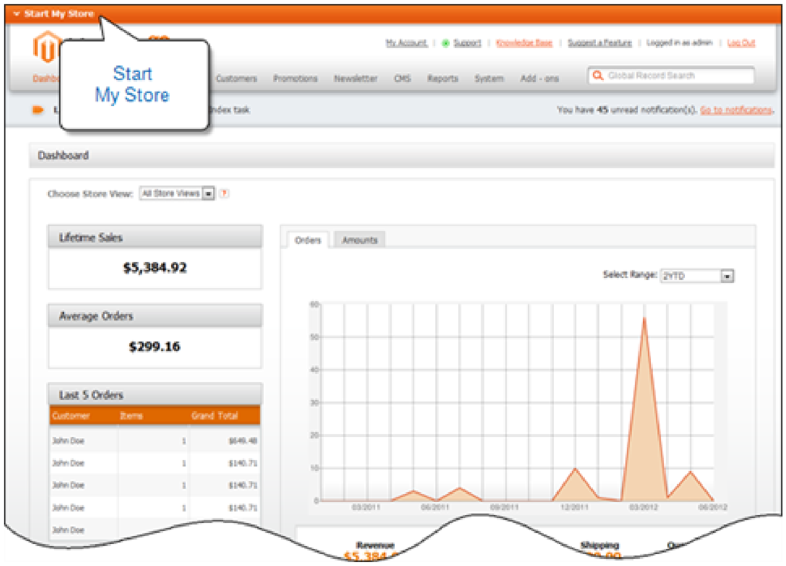
1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Design**.
3. Click to expand the **HTML Head** section.
4. Set **Display Demo Store Notice** to "No."
5. Click the **Save Config** button to save your changes.

> To confirm that the message has been removed, visit the home page of your store to confirm that the "Under Construction" message has been removed.

Hiding "Start My Store"

Easy

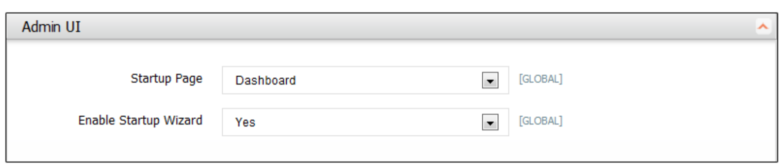
The "Start My Store" quick start guide at the top of the Admin panel takes you through the setup process. After your store is up and running, you might prefer to hide the "Start My Store" guide, so that it doesn't continue to pop up while you're working.



Start My Store

To hide "Start My Store:"

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Advanced, select **Admin**.
3. Click to expand the **Admin UI** section. Then, set **Enable Startup Wizard** to "No."



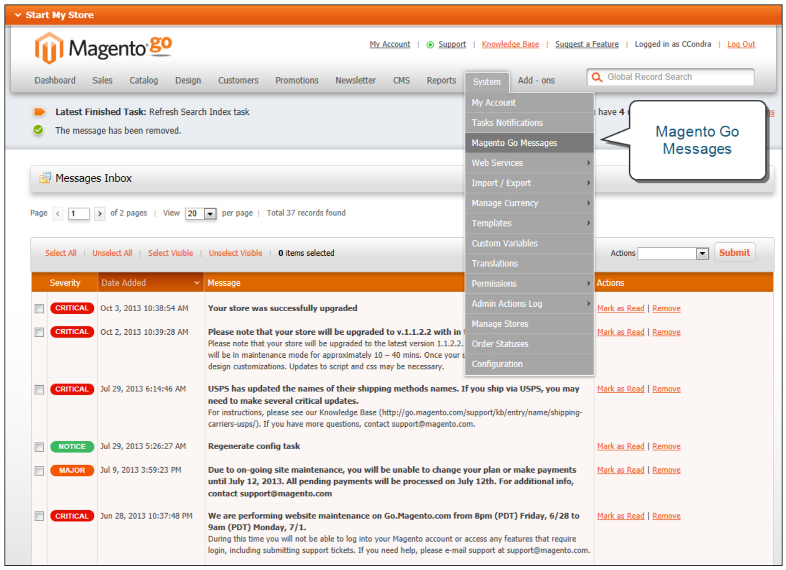
Admin UI Settings

4. When complete, click the **Save Config** button.

Magento Go Messages

Magento Go Messages is your store's inbox for messages received from Magento. The messages are rated by importance, and might refer to billing, upgrades, scheduled maintenance, and more. Any messages that are considered to be critical, or of major importance appear in a pop-up window when you log into your store.

Check your messages often to stay up-to-date on the latest information from Magento.



Magento Go Messages

To mark messages as read:

1. On the Admin menu, select **System > Magento Go Messages**.
2. In the Messages Inbox, find the message you want to keep.
3. Mark the checkbox at the beginning of the row. Then, set **Actions** to "Mark as Read."
4. When complete, click the **Submit** button.

To remove messages:

1. On the Admin menu, select **System > Magento Go Messages**.
2. In the Messages Inbox, find the message you want to remove.
3. Mark the checkbox at the beginning of the row. Then, set **Actions** to "Remove."

4. When complete, click the **Submit** button.

To manage multiple messages:

1. On the Admin menu, select **System > Magento Go Messages**.
2. In the Messages Inbox, find the messages you want to manage.

   To select multiple messages, click the checkbox next to each message, or select a group of messages from the options above the list.
3. When you have selected all the messages you want to change, set **Actions** to one of the following:
   - Mark as Read
   - Remove
4. When complete, click the **Submit** button.

Message Importance

Severity	Description
Critical	Indicates an important, time-sensitive message, such as an upcoming update to your store.
Major	The default message severity level.
Notice	Indicates that a routine operation has taken place, such as a refresh of the search index.

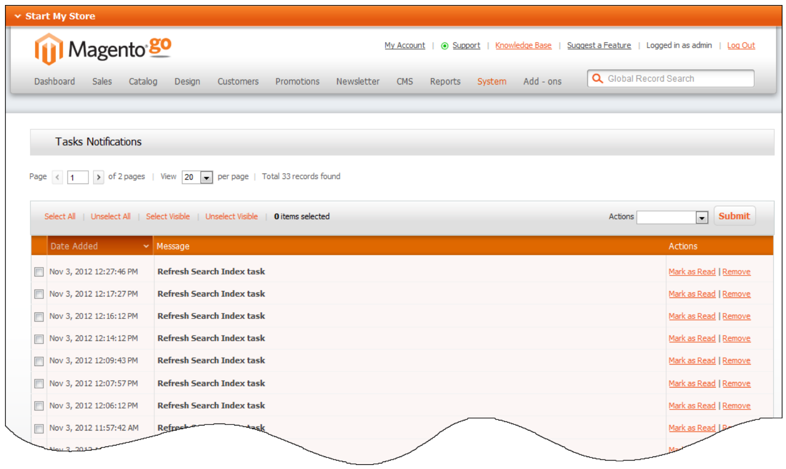
Selection Options

Field	Description
Select All	Selects every message in the Messages Inbox.
Unselect All	Unselects every message in the Messages Inbox.
Select Visible	Selects every message that is on the screen.
Unselect Visible	Unselects every message that is on the screen.

Task Notifications

Intermediate

A list of completed tasks and updates are sent to the Task Notifications section. There is also an option to connect task notifications to an email address. Because of the amount of traffic generated, it is recommended that you create a dedicated email address to receive the forwarded messages.



Task Notifications

To manage task notifications:

1. On the Admin menu, select **System > Task Notifications**.
2. In the list of notifications, you can mark messages as "read" or to be removed.
   a. Select the checkbox of each messages you want to manage. To select multiple messages, you can use the following links:
      - Select / Unselect All
      - Select Visible / Unselect Visible
   b. Set **Actions** to "Remove" or "Mark as Read"
3. When complete, click the **Submit** button.

To connect task notifications to outside email:

1. On the Admin menu, select **System > Configuration**.
2. On the General tab, click to expand the **Task Notifications** section.
3. In the **Task Notifications Recipients** field, enter the email address where you want notifications to be sent.
4. When complete, click the **Save Config** button.

Chapter 69:

Web Services

Web services are services that share information across networks using standards-based technologies. Information from your store can be shared with other Web-based services to help create a more integrated set of tools for your business.

Web services retrieve information from your store using an application programming interface, the Magento Core API. The Magento Core API includes all the parameters for data requests that other web services need to access information from your store.

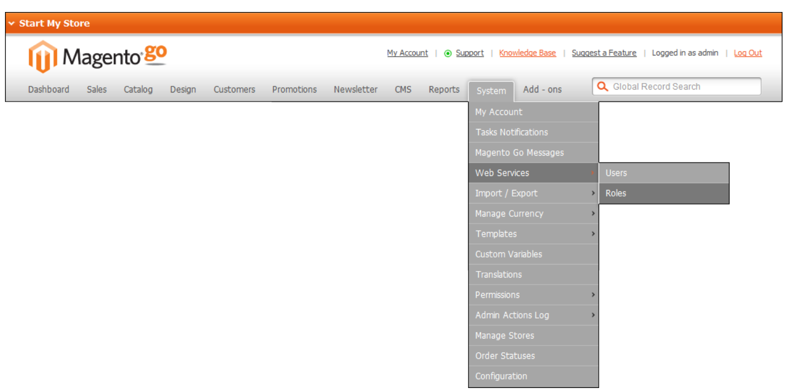
Activating Web Services

Advanced

Web Services gives you the ability to grant permission to third-party applications to access your store data for the purpose of integration.

Step 1: Create a Web Service Role

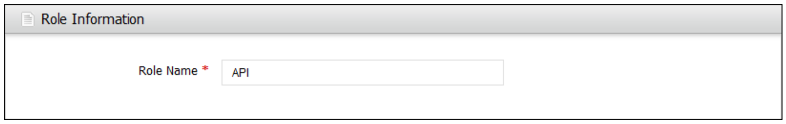
1. On the Admin menu, select **System > Web Services > Roles**.



Web Services - Roles

2. Click the **Add New Role** button.

3. In the Role Information section, enter a **Role Name** such as “API.”



Role Information

4. In the panel on the left, select **Role Resources**. Then do one of the following:
   - To enable full access, set **Resource Access** to "All."
   - To provide limited access to data, set **Resource Access** to "Custom." Then, select the checkbox of each resource that is available to this role.
   - By default, when a area is selected, full access is granted. However, you can specify the actions that a person is allowed to take. Specific types of access are listed under many of the resource links, so it is easy to determine exactly what a user is allowed to do with the resource.
5. When complete, click the **Save Role** button.

Step 2: Create a Web Service User

1. On the Admin menu, select **Web Services > Users**.
2. Click the **Add New User** button.
3. Complete the following fields:
   - User Name
   - First Name
   - Last Name
   - Email
4. In the **API Key** field, type in a verification key, or password. This is the access credentials that third-party web services will use to access your Magento Go store.
5. To confirm, re-enter the key in the **API Key Confirmation** field.
6. In the panel on the left, select **User Role**. Then, select a role for the user.
7. When complete, click the **Save User** button.

Step 3: Add Custom Scripts to Your Store

Some third-party web services rely on JavaScript code snippets to gather data. Some web services require you to insert code in the <head> section of the HTML, while others require the code to be inserted in the footer, just below the closing </body> tag.

Magento Core API Settings

Advanced

The Magento Core API supports both SOAP and XML RPC protocols. The API is permission-based, and allows access to the Customer, Catalog, and Order modules of Magento Go.

The WSDL (Web Services Description Language) definition that you create for your Magento Go API solution is by default, WS-I compliant. This makes it possible to use tools that require a WS-I complaint WSDL definition for API integration. No additional settings are required.

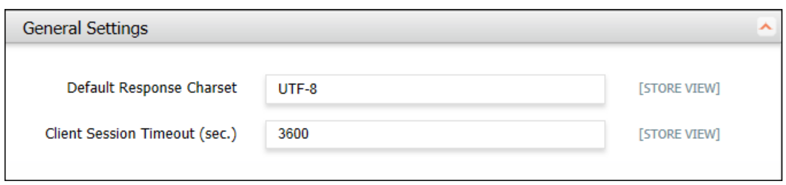
WS-I Endpoint URL

Use the following endpoint URL for all WSI-I APIs, and replace {site_url} with the store domain.

```
http://{site_url}/api/wsi_soap/?wsdl
```

General Settings

By default, the API default character set is UTF-8, and the timeout for client sessions is 3600 seconds. You can change the default settings through the system configuration of the store.



Magento Core API General Settings

To change the general settings:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Services, select **Magento Core API**. Then, click to expand the **General Settings** section.
3. Enter the name of the **Default Response Charset** that you want to use.
4. Enter the length of the **Client Session Timeout** in seconds.
5. When complete, click the **Save Config** button.

Notes

Magento go
user guide

Appendices

Glossary

A

above the fold
The web page content that is immediately visible in the browser window; section of a page that is displayed without the need to scroll.

Admin panel
Administrative panel; back office; private section of store where orders, catalog, content, and configurations are managed.

alt text
The text that is displayed in place of an image when the user is unable to view the image.

anchor text
The visible text that is anchored to another page or page section; the literal text of a hyperlink.

API
Application Program Interface: A software interface that lets third-party applications read and write to a system using programming language constructs or statements.

aspect ratio
The proportional relationship between the width and height of an image.

attribute
A characteristic or property of a product; anything that describes a product. Examples of product attributes include color, size, weight, and price.

authorization
To give a service permission to perform certain actions or to access resources.

average inventory cost
Product price, less coupons or discounts, plus freight and applicable taxes. The average is determined by adding the beginning cost of inventory each month, plus the ending cost of inventory for the last month of the period.

B

B2B
Business to Business: A type of business transaction between two business entities that are not the final consumers of the goods or services.

B2C
Business to Consumer: Business transactions between a business entity and a consumer.

banner
Promotional graphics displayed either horizontally on the top of a web page or vertically on the left or right margins. Website advertisements are often displayed as banners.

base currency
The primary form of currency used in store transactions.

base currency rate
The base currency rate is the default for your store.

batch processing
To perform a task or make a change to multiple items all at once, without manual repetition.

bounce rate
The percentage of visitors to your site that leave without viewing any other pages.

brand
A unique identity that defines a particular product or group of products.

breadcrumb
A navigation aid that helps the user to keep track of their location within your store.

brick and mortar
A retail business with a permanent physical location, as opposed to being entirely virtual.

broken link
A hyperlink that fails to send the user to its intended web page.

C

callout
A term that is sometimes used to describe a block that is defined as a layout update using XML code.

canonical URL
The canonical meta tag redirects search engines to the correct URL, when seemingly duplicate content is encountered on the server.

capture
The process of converting the authorized amount into a billable transaction. Transactions cannot be captured until authorized, and authorizations cannot be captured until the goods or services have been shipped.

cardholder
A person who opens a credit card account and is authorized to make purchases.

cascading style sheet
The markup standard used to apply styles to HTML elements on the page.

category
A set of products that share particular characteristics or attributes.

CCV
Credit Card Verification code. (See CVV)

checkout process
The process of gathering the payment and shipping information that is necessary to complete the purchase of items in the shopping cart. In the final step, the customer reviews and places the order.

CMS
Content Management System: A software system that is used to create, edit, and maintain content on a website.

composite product
Any product type that offers customers a choice of options.

Content Delivery Network
A large distributed network of servers that specializes in the high performance delivery of multi-media content.

content marketing
The art of promoting products or services by providing valuable information at no charge.

conversion
A marketing term that indicates a goal has been reached. If the goal is to sell a product, conversion is reached when a visitor to your site becomes a buyer.

conversion rate
The percentage of visitors who are converted into buyers.

credit memo
A document issued by the merchant to a customer to write off an outstanding balance because of overcharge, rebate, or return of goods.

CSS
Cascading Style Sheets: A style sheet language that controls the appearance of HTML documents; a way to control the appearance of text, graphics, lists, links, and all other elements on a web page.

CSV
Comma Separated Values: A type of file used to store data values which are separated from each other by commas.

CVM
Card Verification Method: A way to verify the identity of the customer by confirming a 3-digit or 4-digit credit card security code with the payment processor.

CVV
The Card Verification Value, also known as the Card Security Code, provides an additional level of security for online transactions.

D

domain
The address of a website on the web; what the customer types in their browser address bar to access the store.

double opt-in
The process for subscribing email recipients by requiring them to take a secondary step to confirm that they want to receive emails.

dynamic content
A web page that displays different content depending on the user request.

Dynamic Media URL
A link to an image that contains a relative reference to the file location in media storage.

E

evergreen content
Content that has a long shelf life.

F

FAQ
Frequently Asked Questions.

favicon
Short for favorites icon; a 16x16 or 32x32 pixel icon associated with a website; is displayed in the browser address bar and next to the site name in a bookmark list.

feed reader
Software that is used to read syndicated content from RSS feeds.

FOB
Freight On Board: A shipping term indicating who is responsible for paying transportation charges.

frontend app
A prepared snippet of code that adds functionality and/or dynamic effects to your store. Same as "widget."

frontend properties
Properties that determine the presentation and behavior of an attribute from the standpoint of the customer in your store.

fulfillment
The process of managing customer shipments.

G

gateway
A transaction bridge between a customer and a payment processing service that is used to transfer money between the customer and the merchant.

gross margin
The difference between the cost and price of a product.

H

handle
In programming, a name used to reference an object.

home page
The first home page a visitor sees when they access your website URL. Considered the most important page on your website according to search engine indexing.

HTML
HyperText Markup Language: A standard for tagging and structuring text, images, videos, and other media on a web page.

I

invoice
A document that provides a detailed description of a purchase, including products purchased, quantity, price, shipping cost, sales tax, and total.

J

JavaScript
A scripting language used with HTML to produce dynamic effects and interactions on web pages.

K

keyword
A term or phrase used in a search to filter for content that is of significant importance to that term or phrase.

L

landing page
A page on your site where a visitor arrives after clicking a link or advertisement.

layout
The visual and structural composition of a page.

layout update
A specific set of XML instructions that determines how the page is constructed.

link juice
The value and authority transferred from one web page to another via hyperlinks (or links). Link juice affects a website's page rank, a factor used to rank a search engine results page.

liquid layout
A flexible approach to web design that specifies the size and position of elements as percentages rather than as exact measurements in pixels.

load sequence
The order in which scripts are loaded into memory. To work correctly, some scripts must be loaded before others.

locale
A set of configurations that defines the user's language, country, tax rate, and other settings.

login
The process of signing into an online account.

M

markdown
The amount subtracted from the original price of a product.

markup
A percentage added to the cost of an item to determine the retail price.

media storage
A dedicated space on the content delivery network for your store's assets.

merchant account
An account with a bank or financial institution that makes it possible to accept credit card transactions.

meta tags
Information in a web page that is not displayed on the page itself, but is used by search engines to determine the page title, description, and page keywords.

N

navigation
The primary group of web page links that a customer uses to navigate around the website; the navigation links to the most important categories or pages on an online store.

O

opt-in
The process by which a user consents to receiving emails from an online store.

P

packing slip
A document that is usually included in a shipped package that describes the contents. Packing slips do not include financial or account information.

path to purchase
The path a prospect follows that leads to a sale.

payment bridge
An application that helps merchants meet PCI- DSS requirements.

payment gateway
A service that charges your customers’ credit cards and sends the funds to your merchant account, for deposit into your business bank account.

PCI
Payment Card Industry: Refers to debit and credit cards and their associated businesses.

privacy policy
A document that explains the merchant’s policies for handling customer information.

purchase order (PO)
A written sales contract between a buyer and seller that describes the merchandise or service to be purchased from a vendor.

R

redirect
A method used to alert browsers and search engines that a page has been moved. 301 Redirect: Permanent change 302 Redirect: Temporary change

relative link
A hyperlink that includes only the address of the linked page that is relative to the linking page, rather than the full URL.

return policy
A document that explains the merchant’s rules regarding the return of products by customers.

robots.txt
A file placed on a website that tells search engine crawlers which pages not to index.

RSS feed
Really Simple Syndication: A technology that creates web content syndication and allows web users to subscribe to product feeds, websites, and blogs.

S

SaaS
Software as a Service: A software delivery model where the vendor provides the software and hosting environment, and customers pay for the service by subscription or per use.

security certificate
Information that is used by the SSL protocol to establish a secure connection.

SEO
Search Engine Optimization: The process of improving a website’s search engine rankings in order to increase valued visitors.

settlement
Settlement occurs when the acquiring bank and the issuer exchange funds and the proceeds are deposited into the merchant account.

shipping carrier
A company that transports packages. Common carriers include UPS, FedEx, DHL, and USPS.

shopping cart
A grouping of products that the customer wishes to purchase at the end of their shopping session.

sidebar
The right or left column of a two-column page layout.

sitemap
A page that provides search engines with an efficient, alternate route through your site.

SKU
Stock Keeping Unit: A number or code assigned to a product to identify the product, options, price, and manufacturer.

splash page
A promotional page with a product or advertisement; normally displayed before the home page.

SSL certificate
A validation and security mechanism that identifies the merchant and encrypts credit card and other sensitive information.

static block
A fixed content block that can be displayed on various content pages in a store.

static content
Content that does not change frequently. See also dynamic content.

T

theme
A package that contains graphics and appearance information, and customizes the look and feel of the store.

transactional email
A notification email sent to the customer when a transaction is processed.

transactional emails
An automated email message that is sent in response to a specific event or transaction.

U

URL
Uniform Resource Locator: The unique address of a page on the internet.

usability
Refers to the degree to which a product or service is easy to use by its customers.

W

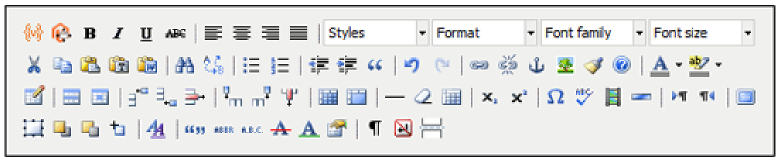
WYSIWYG
What You See Is What You Get: An editor that displays formatted text as it will appear in its final published form.

X

XML
Extensible Markup Language: A markup format derived from SGML that it used to format information for publication and distribution.

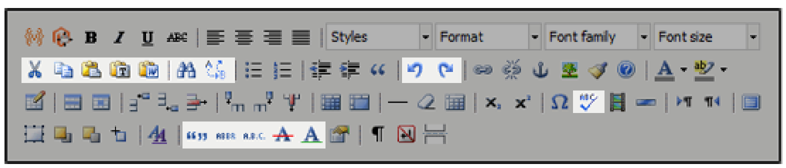
Notes

Editor Toolbar



Editor Toolbar

Editing Tools



Editing Tools

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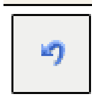
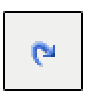
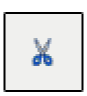
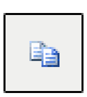
	Undo
	Redo
	Cut
	Copy
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	Paste as Plain Text

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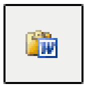
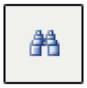
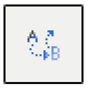
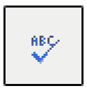
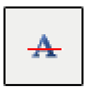
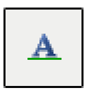
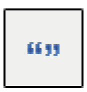
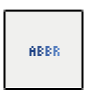
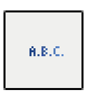
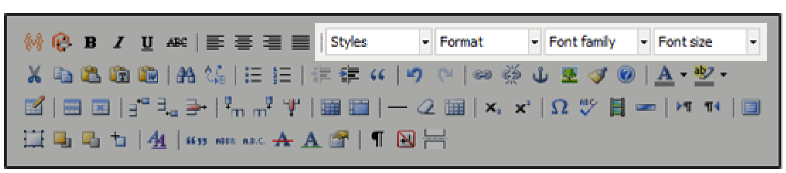
	Paste from Word
	Find
	Find and Replace
	Spellchecker (not installed)
	Mark as Deletion
	Mark as Insertion
	Citation
	Abbreviation
	Acronym

Styles and Fonts



Styles and Fonts

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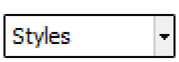
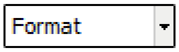
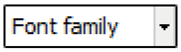
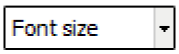
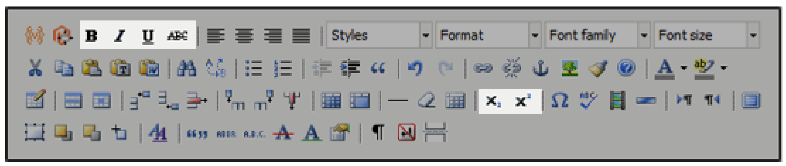
	Styles

List	Description
	Format
	Font Family
	Font Size

Character Format



Character Format

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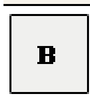
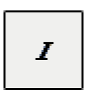
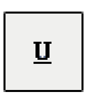
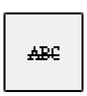
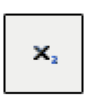
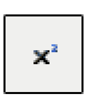
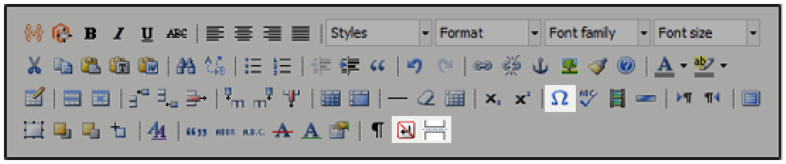
	Bold
	Italic
	Underline
	Strikeout
	Subscript
	Superscript

Special Characters



Special Characters

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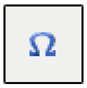
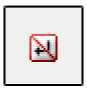
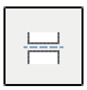
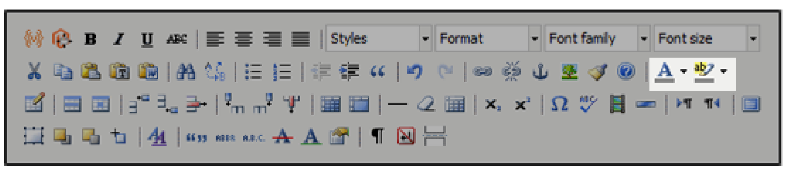
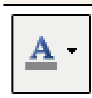
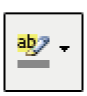
	Insert Symbol
	Insert Non-Breaking Space
	Insert Page Break

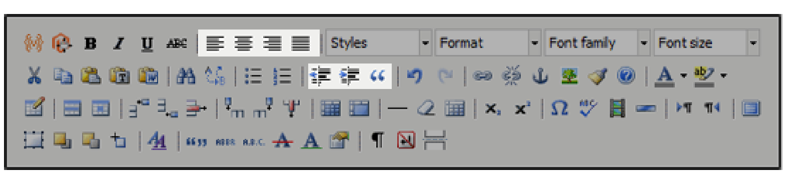
Color



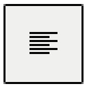
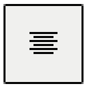
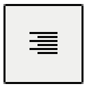
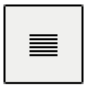
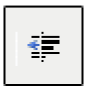
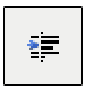
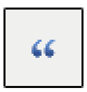
Color

Button	Description
	Select Text Color
	Select Background Color

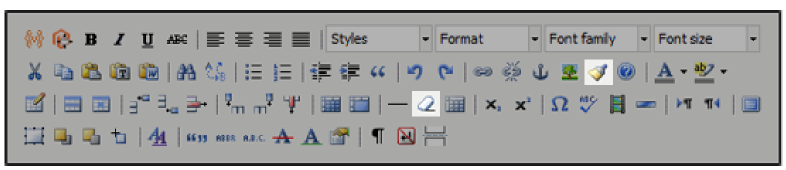
Paragraph Format



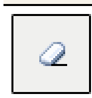
Paragraph Format

Button	Description
	Left Justify
	Center
	Right Justify
	Full Justify
	Outdent
	Indent
	Blockquote

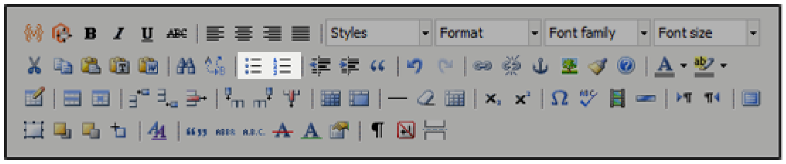
Coding Tools



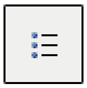
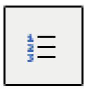
Coding Tools

Button	Description
	Remove Formatting
	Cleanup Messy Code

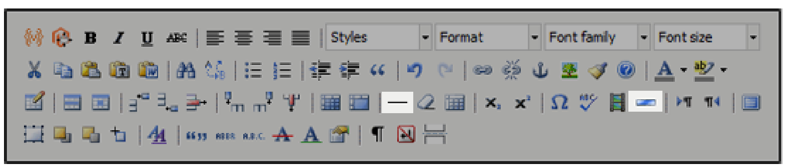
Lists



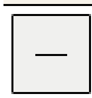
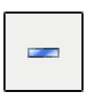
Lists

Button	Description
	Bulleted (Unordered) List
	Numbered (Ordered) List

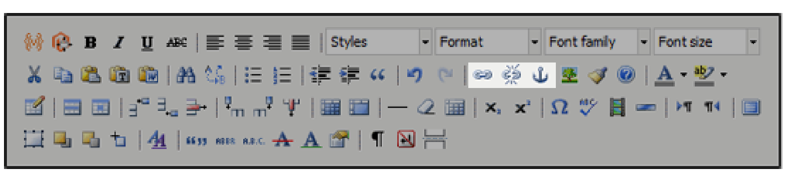
Rules



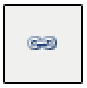
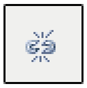
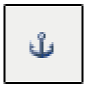
Rules

Button	Description
	Insert Simple Horizontal Rule
	Insert Formatted Horizontal Rule

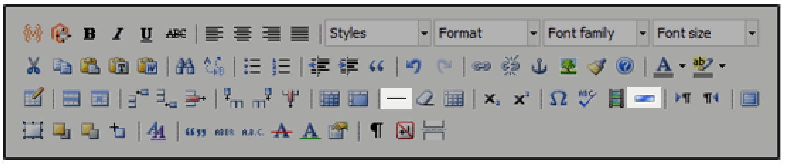
Links and Anchors



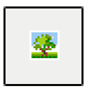
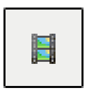
Links and Anchors

Button	Description
	Insert/Edit Link
	Remove Link
	Insert/Edit Anchor

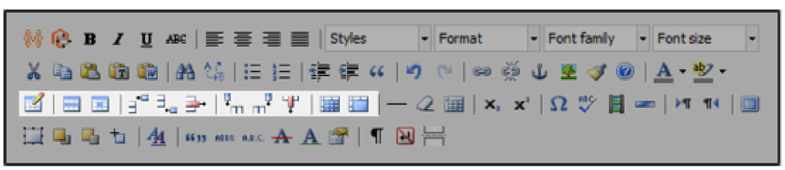
Images and Media



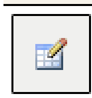
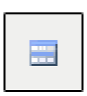
Images and Media

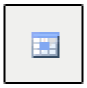
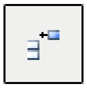
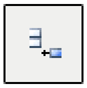
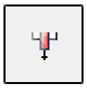
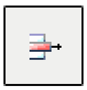
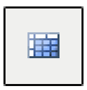
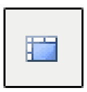
Button	Description
	Insert/Edit Image
	Insert Media

Tables

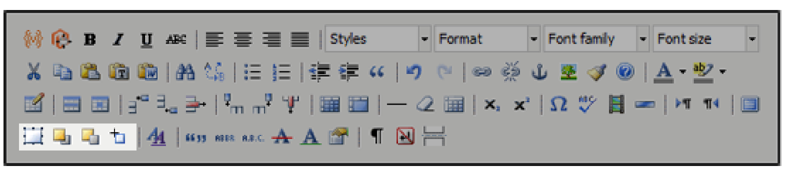


Tables

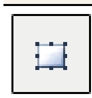
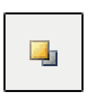
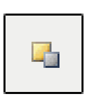
Button	Description
	Insert/Modify Table
	Table Row Properties

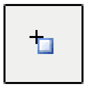
Button	Description
	Table Cell Properties
	Insert Row Above
	Insert Row Below
	Remove Column
	Remove Row
	Split Merged Table Cells
	Merge Table Cells

Layers

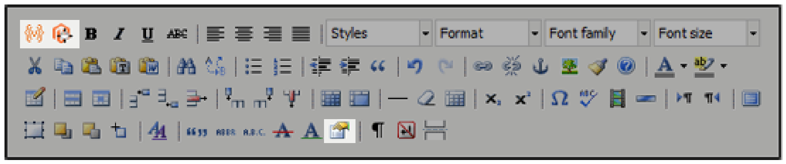


Layers

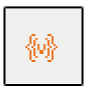
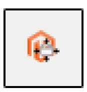
Button	Description
	Insert New Layer
	Move Layer Forward
	Move Layer Backward

Button	Description
	Toggle Absolute Positioning

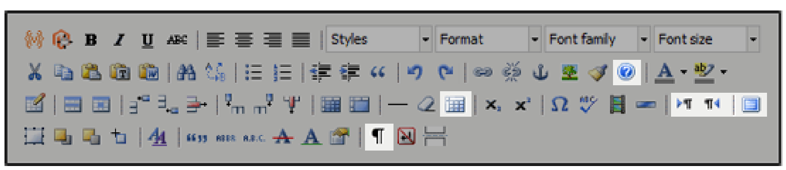
Variables, Attributes and Frontend Apps



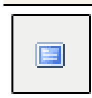
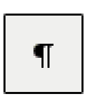
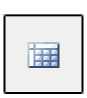
Variables, Attributes and Frontend Apps

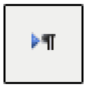
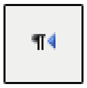
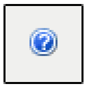
Button	Description
	Insert Variable
	Insert/Edit Attributes
	Insert Frontend App

Workspace Preferences



Workspace Preferences

Button	Description
	Toggle Fullscreen Mode
	Display Visual Control Characters (On/Off)
	Toggle Guidelines / Invisible Elements

Button	Description
	Set Typing Direction Left-to-Right
	Set Typing Direction Right-to-Left
	Help

Video Tutorials

Start My Store

- Selecting Your Plan
- Entering Your Contact Info
- Choosing the Store Language
- Your Store Look and Feel
- Set Store Logos
- Creating a New Product
- Importing Products
- Setting Up Shipping Options
- Setting Up PayPal
- Setting Up Other Payment Options
- Setting Up Tax Calculations
- Launch Your Store

Store Settings

- Changing Your User Name
- Changing Your Password
- Setting Up a Custom Domain
- Upgrading Your Plan
- Adding Multiple Languages

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- Choosing the Right Product Type
- Creating a Simple Product
- Creating a Virtual Product
- Creating a Grouped Product
- Creating a Configurable Product
  Part 1: Setting Up Product Attributes
  Part 2: Creating an Attribute Set
  Part 3: Creating the Configurable Product
  Part 4: Adding Associated Products
  Part 5: Managing Images
- Bundle Product, Part 1
  Bundle Product, Part 2
- Creating a Gift Card, Part 1
  Creating a Gift Card, Part 2
- Setting Up Custom Options
- Product Images
- Adding Related Products

Content

- Using the WYSIWYG Editor
- Embedding Video
- Setting Up a Banner Rotator
- "New Products" List

Marketing

- Managing Product Ratings
- Managing Product Reviews
- Setting Up an RSS Feed
- Setting Up Google Checkout

- Setting Up Google Analytics

Design

- Choose a Starting Theme
- Customizing Your Home Page
- Changing the Logo
- Changing the Favicon
- Changing Blocks in the Sidebar
- Changing Your Store Background

Search

- Setting Up Catalog Search
- Managing Search Terms
- Setting Up Attributes for Search

Taxes

- Creating a Fixed Product Tax
- Optimize Your Tax Settings

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