

1) Mention what is Magento?

Magento is an e-commerce platform created on open source technology, which provides online merchants with an exceptional flexibility and control over the content, look and functionality of their e-commerce store.

2) Mention what is the architecture of Magento? What are the different versions of Magento?

Magento architecture is a typical PHP MVC (Model-View-Controller) application, where all the Controllers will be in one folder and all the Models in another, etc. Based on their functionality files are grouped together, which are referred as modules in Magento.

Different version of Magento includes

Magento Enterprise
Magento .go
Magento Community

3) Mention what technology does Magento use?

Magento use PHP as a web server scripting language and MySQL for database.

4) Mention what is the difference between Mage::getModel() and Mage::getSingleton() in Magento?

Mage::getModel(): It always creates a new object

Mage::getSingleton(): It always look for an existing object and if not then creates a new object

5) Mention what are the basic features of Magento?

Basic features of Magento includes

Reporting and Analytics
Product and Catalog Browsing
Customer Accounts
Order Management
Payment
Site Management
Shipping
Search engine optimization
Marketing promotions and tools
Checkout
International Support
magento_web_design

6) Mention what is the limitation of Magento?

Magento is supported by PHP, comparatively to other e-commerce solutions, Magento might be slow in performance

It becomes a complex system if it is not using object-oriented programming

Magento requires much space and memory

7) Explain how you can enhance the Magento performance?

To enhance the Magento performance

Disable the Magento log
Combine external CSS/JS into one file
Disable any unused modules
MySQL Query Caching
Enable Magento caching
Enable Gzip compression
Optimize your image
8) Explain how you can show a certain number of products for guests in Magento?

In the toolbar block you will see

app/code/core/Mage/Catalog/Block/Product/List/Toolbar.php

there is a method:

Public function setCollection(\$collection);

Inside there is a piece of code:

```
$limit= (int)$this->get Limit();
```

```
If ($limit) {
```

```
$this -> _collection->setPageSize($limit);
```

```
}
```

You have to change variable \$limit; you should override that block in the local pool, not change directly in the core. In order to see whether the customer is a guest, you can use this code

Mage::getSingleton('customer/session') -> isLoggedIn()

9) Mention what all billing information can be managed through Magento?

From the client Magento account, you can do following things

- Update your billing address
- Add a credit card
- View your billing history
- Add a PayPal account
- Produce a print ready receipt

10) Explain how you can change Magento Core API settings?

To change Magento Core API settings, you have to

- Go to Admin menu, choose System -> Configuration
- Select Magento Core API on the left side of the Configuration Panel, under Services
- Tap on to expand the General Settings section and you can
- Type the name of the Default Response Charset that you want to use
- Determine the Client Session Timeout in seconds
- Click the Save Config button when complete

11) Explain how Magento can be made more secure for the client?

Best practices for Magento includes

- Using a strong password and changing them at regular interval
- Disable remote access to Magento Connect Manager
- Disable Downloader on production sites
- Restrict access to safe IP addresses

12) Mention what is the benefit of applying Connect Patches in Magento?

In Magento, applying connect patch

- It enables easy installation of packages with installation; it overwrites any existing translations for the same time
- For enhancing security, by default Magento Connect uses HTTP to download extensions instead of FTP
- With a dash character in the name, extension developers can now create extensions
- Magento administrators will be informed now who tries to install an extension with insufficient file system privileges

13) Explain how you can move Magento to another Directory?

To move Magento to other Directory you have to follow the following steps.

Suppose you have Magento installed in the following location
`http://www.guru99.com/store/`

On visiting your site, you want Magento to be the first thing to come up
`http://www.guru99.com`

Let assume you have a directory structure like this
`/home/username/public_html/`

Which means Magento would be installed here
`/home/username/public_html/store/`

Login to the backend of the Magento first and go to
System -> Configuration -> Web

Update the Secure and Unsecure URL for your store and then link to your site via SSH and then go to the directory, where you will be shifting Magento

```
cd public_html/
```

Now, transfer all the files from the store directory to the directory you are in
`mv store/* store/.htaccess`

Delete the cache data
`rm -rf var/cache/`

Now Magento is moved to another directory.

14) Explain how you can reset Magento file & Directory permissions?

You can reset Magento file & Directory to their default and secure permissions, by following commands from the directory where Magento is installed

```
find . -type f -exec chmod 644 {} \;
```

```
find . -type d -exec chmod 755 {} \;
```

```
chmod +x mage
```

15) Explain how you can configure Magento to work with another domain?

To do that, in the admin area, you have to change the Magento Base URL option. To do this, visit to your Magento admin area > System > Configuration and click Web on the left menu. Select the Unsecure option after that edit the base URL field to change the URL that will be used for normal (HTTP) connections.

Q 1. What is Magento?

Ans. Magento is a feature-rich eCommerce platform built on open-source technology that provides online merchants with unprecedented flexibility and control over the look, content and functionality of their eCommerce store. Magento's intuitive administration interface features powerful marketing, search engine optimization and catalog-management tools to give merchants the power to create sites that are tailored to their unique business needs. Designed to be completely scalable and backed by Variens support network, Magento offers companies the ultimate eCommerce solution.

Q 2. What is the difference between Mage::getSingleton() and Mage::getModel() in Magento

Ans. Mage::getSingleton() always finds for an existing object if not then create that a new object but Mage::getModel() always creates a new object.

Q 3. Why Magento use EAV database model ?

Ans. In EAV database model, data are stored in different smaller tables rather than storing in a single table. product name is stored in catalog_product_entity_varchar table product id is stored in catalog_product_entity_int table product price is stored in catalog_product_entity_decimal table. Magento uses EAV database model for easy upgrade and development as this model gives more flexibility to play with data and attributes.

Q 4. How to upgrade to the latest version using Magento Connect?

Ans. Upgrading Magento to the latest version is a fairly simple task. Copy and Paste this key magento-core/Mage_All_Latest VIA Magento Connect where it states Paste extension key to install:. This will upgrade Magento to the newest version.

Q 5. Explain about the Modules of Magento?

Ans. Magento supports installation of modules through a web-based interface accessible through the administration area of a Magento installation. Modules are hosted on the Magento eCommerce website as a PEAR server. Any community member can upload a module through the website and is made available once confirmed by a member of the Magento team. Modules are installed by entering a module key, available on the module page, into the web based interface.

There are three categories of modules hosted on Magento Connect:

Core Modules

Community Modules

Commercial Modules

Core and Community modules can be installed via the administration area. Commercial module pages provide price information and a link to an external website.

Q 6. What technology used by Magento?

Ans. Magento uses PHP as a web server scripting language and the MySQL Database. The data model is based on the Entity-attribute-value model that stores data objects in tree structures, thus allowing a change to a data structure without changing the database definition.

Q 7. What is MVC structure in Magento?

Ans. The Model-View-Controller (MVC) architecture traces its origins back to the Smalltalk Programming language and Xerox Parc. Since then, there have been many systems that describe their architecture as MVC. Each system is slightly different, but all have the goal of separating data access, business logic, and user-interface code from one another.

Q 8. What is benefit of namespace (package) in magento?

Ans. We can have more than one module with same name but they should be placed in different namespaces. All magento core modules are contained in magento namespace.

core/Mage/Catalog

and all custom modules are placed in

local/CustomModule

Q 9. How to include CMS block in template file(.phtml)?

Ans. Access block's content from .phtml template file by :

```
echo $this->getLayout()->createBlock('cms/block')->setBlockId('static_block_id')->toHTML();
```

Q 10. How to add an external javascript/css file to Magento?

Ans.

css/yourstyle.css

or

skin_jsjs/ yourfile.js

skin_csscss/yourstyle.css

Q 11. What are handles in magento (layout)?

Ans. Handles are basically used for controlling the structure of the page like which block will be displayed and where. First level child elements of the node are called layout handles. Every page request can have several unique Handles. The handle is called for every page. handle for products belongs to virtual product type, PRODUCT_TYPE_simple is called for product details page of simple product type and PRODUCT_TYPE_virtual is called for the virtual product detail page and customer_logged_in handle is called only if customer is logged in. The muster_index_index handle is created by combining the frontName (muster), Action Controller (index), and Action Controller Action Method (index) into a single string and this handle will be called only when /zag/index/index url is accessed.

Q 12. What is in magento?

Ans. The routers tag allow us to decide frontname for each module. The tag is defined in config.xml file of module. For Namespace_MyModule frontname is moduleurl so the url will be like :

websiteurl.com/moduleurl/controllername/actionname

standard

Namespace_MyModule

moduleurl

Q 13. Which factors affect performance of magento?

Ans.

1. EAV structure of magento database, even for retrieving single entity the query becomes very complex .
2. Magento's template system involves a lot of recursive rendering

3. Huge XML trees built up for layout configuration, application configuration settings

Q 14. How to improve magento performance?

Ans.

Enabled magento caching

MySQL Query caching

Enable Gzip Compression

Disable any unused modules

Disable the Magento log

Optimise your images

Combine external CSS/JS into one file

Enable Apache KeepAlives: Make sure your Apache configuration has KeepAlives enabled.

Q 15. How to get the Total Price of items currently in the Cart?

```
helper('checkout')->formatPrice(Mage::getSingleton('checkout/cart')->getQuote()->getGrandTotal()); ?>
```

Q 16. How to set different themes for logged in users?

```
if(Mage::getSingleton('customer/session')->isLoggedIn()):
```

```
Mage::getDesign()->setPackageName('package_name')->setTheme('themename');
```

```
endif;
```

Q 17. How to create magento custom module?

Ans. Steps to create custom magento module:

Namespace : Zag

Module Name : Mymodule

1. Create directory Mymodule in app/code/local/Zag

2. Create Block, controllers, etc, Module directories. Create controller, block and module file as required.

3. Create module configuration file (app/code/local/Zag/Mymodule/etc/config.xml).

4. Create xml file (app/etc/modules/Zag_Mymodule.xml) to enable/disable module and tell magento system from which code pool that module will be taken.

Q 18. How to set different themes for each store?

Ans. Go to : System>Designs

Then, add new design change or edit existing. You can select Store and Custom Design.

Q 19. How to make product's custom attribute searchable in advance search?

Ans. Go to : Catalog > Attributes > Manage Attributes

Edit the attribute and select "Yes" for Use in Advanced Search.

Q 20. How to fetch 5 bestsellers products programmatically?

Ans.

```
Mage::getResourceModel('reports/product_collection')
```

```
->addOrderedQty()
```

```
->addAttributeToSelect('*')
```

```
->setPage(1, 5)
```

```
->load();
```

1. Explain Magento's MVC architecture

First of all, what is MVC?

MVC stands for Model-View-Controller. Any application that separates its data access, business logic and user interface is called MVC. There can be two types of MVC: convention-based and configuration-based. Example, cakePHP is convention-based, i.e. you just need to follow the instructions of the core system to get your module ready in just few lines. Magento is configuration-based, i.e. you need to specify each and every thing to your module's config file in order to get it work. Magento has controllers (for request/response routing), Block (for rendering content), Model (for business logic), Resource/MySQL4 (for database operations), etc (for module-specific configuration files), Helper (for common functions), sql (for setup scripts), layout (for connecting block with templates for each controller action) and template/.PHTML file (for Presentation i.e. View).

How Magento's MVC works:

1. When you enter the URL (something like <http://localhost/frontend/controller/method/param1/value1/param2/value2>), this URL is intercepted by one PHP file called index.php which instantiates Magento application

2. Magento application instantiates Front Controller object

3. Further, front controller instantiates Router objects (specified in module's config.xml, global tag)

4. Now, Router is responsible to "match" the frontend which is in our URL

5. If "match" is found, it sees controller name and method name in the URL, which is finally called.

6. Now depending on what is written in action name (method name), it is executed. If any models are called in it, the controller method will instantiate that model and call the method in it which is requested.

7. Then the controller action (method) instantiate the Layout object, which calls Block specified for this action (method) name (Each controller action name have block and template file associated with it, which can be found at app/design/frontend or adminhtml/namespace/module/layout/module.xml file, name of layout file (module.xml) can be found in config.xml of that module, in layout updates tag).

8. Template file (.phtml) now calls the corresponding block for any method request. So, if you write `$this->methodName` in .phtml file, it will check "methodName" in the block file which is associated in module.xml file.

9. Block contains PHP logic. It references Models for any data from DB.

10. If either Block, Template file or Controller need to get/set some data from/to database, they can call Model directly like

```
Mage::getModel('modulename/modelname');
```

For diagrammatic view: [click here](#) (courtesy: Alan Storm)

2. How Magento ORM works?

ORM stands for Object Relational Mapping. It's a programming technique used to convert different types of data to Objects and vice versa.

In Magento, ORM is shown as Model (based on Zend Framework's Zend_Db_Adapter), which further breaks down to two types of Models.

- First is the “simple” i.e. Regular Models which is nothing but flat table or our regular table structure.
- Second Model is EAV (Entity Attribute Value), which is quite complicated and expensive to query.

All Magento Models interacting with database are inherited from `Mage_Core_Model_Abstract` class, which is further inherited from `Varien_Object`.

Difference between two Models is, Simple Model is inherited from `Mage_Core_Model_Resource_Db_Abstract` class, while EAV is inherited from `Mage_Eav_Model_Entity_Abstract`.

For those who don't know what EAV is, please read my 3rd answer below.

So, to end up this question, when you want to get some data in Magento, you call it like this:

```
1
Mage::getModel('module/model')->load(1);
```

where 1 is the primary key id for some Regular/Simple table, while in EAV so many tables are joined to fetch just single row of data.

3. What is EAV in Magento?

EAV, stands for Entity Attribute Value, is a technique which allows you to add unlimited columns to your table virtually. Means, the fields which is represented in “column” way in a regular table, is represented in a “row” (records) way in EAV. In EAV, you have one table which holds all the “attribute” (table field names) data, and other tables which hold the “entity” (id or primary id) and value (value for that id) against each attribute.

In Magento, there is one table to hold attribute values called `eav_attribute` and 5-6 tables which holds entity and data in fully normalized form,

- `eav_entity`, `eav_entity_int` (for holding Integer values),
- `eav_entity_varchar` (for holding Varchar values),
- `eav_entity_datetime` (for holding Datetime values),
- `eav_entity_decimal` (for holding Decimal/float values),
- `eav_entity_text` (for holding text (mysql Text type) values).

EAV is expensive and should only be used when you are not sure about number of fields in a table which can vary in future. To just get one single record, Magento joins 4-5 tables to get data in EAV. But this doesn't mean that EAV only has drawbacks. The main advantage of EAV is when you may want to add table field in future, when there are thousands or millions of records already present in your table. In regular table, if you add table field with these amount of data, it will screw up your table, as for each empty row also some bytes will be allocated as per data type you select. While in EAV, adding the table column will not affect the previously saved records (also the extra space will not get allocated!) and all the new records will seamlessly have data in these columns without any problem.

4. Difference between `Mage::getSingleton()` and `Mage::getModel()`

The difference between `Mage::getSingleton()` and `Mage::getModel()` is that the former one does not create an object if the object for same class is already created, while the later creates new objects every time for the class when it's called.

`Mage::getSingleton()` uses the “singleton design pattern” of PHP. If the object is not created, it will create it.

`Mage::getSingleton()` is mostly used when you want to create an object once, modify it and later fetch from it. Popular example is session, you first create a session object, and then add/remove values from session across different pages, so that it retains your values (e.g. cart values, logged in customer details, etc.) and doesn't create new session object losing your last changes.

`Mage::getModel()` is used when you want to have the fresh data from the database. Example is when you want to show records from database.

8. How will you call a CMS page in your module's PHTML file?

```
$this->getLayout()->createBlock('cms/block')->setBlockId('blockidentifier')->toHtml();
```

9. What is codePool in Magento?

codePool is a tag which you have to specify when registering new module in `app/etc/modules/Company_Module.xml`

There are 3 codePools in Magento: core, community and local, which are resided at `app/code/` directory.

Core codePool is used by Magento core team, Community is generally used by 3rd party extensions and Local codePool should be used for in-hour module development and overriding of core and community modules for custom requirement.

So in short, codePool helps Magento to locate module inside `app/code/` for processing.

15. When will you need to clear cache to see the changes in Magento?

When you have added/modified XML, JS, CSS file(s).

17. How will you enable product's custom attribute visibility in frontend?

In the Manage Attributes section of the custom attribute, select Visible on Product View Page on Front-end and Used in Product Listing to Yes.

19. Difference between EAV and flat model

EAV is entity attribute value database model, where data is fully in normalized form. Each column data value is stored in their respective data type table. Example, for a product, product ID is stored in `catalog_product_entity_int` table, product name in `catalog_product_entity_varchar`, product price in `catalog_product_entity_decimal`, product created date in `catalog_product_entity_datetime` and product description in `catalog_product_entity_text` table. EAV is complex as it joins 5-6 tables even if you want to get just one product's details. Columns are called attributes in EAV.

Flat model uses just one table, so it's not normalized and uses more database space. It clears the EAV overhead, but not good for dynamic

requirements where you may have to add more columns in database table in future. It's good when comes to performance, as it will only require one query to load whole product instead of joining 5-6 tables to get just one product's details. Columns are called fields in flat model.

20. Is it mandatory to give Namespace while creating custom module in Magento?

No

21. How will you override Block/Model/controllers in Magento?

<http://ka.lpe.sh/2011/06/08/overridere-write-magento-core-blocks-and-controllers/>

23. How will you add/remove content from core's system.xml file?

You can do that by overriding system.xml configuration. Examples:

```
1
2
3
4
5
6
7
8
9
10
11
<config>
  <sections>
    <catalog>
      <groups>
        <frontend>
          <label>Overriding Catalog Frontend in system config</label>
        </frontend>
      </groups>
    </catalog>
  </sections>
</config>
```

```
1
2
3
4
5
6
7
8
9
10
11
12
13
<config>
  <sections>
    <payment>
      <groups>
        <cashondelivery>
          <fields>
            <!--changing cashondelivery payment method settings-->
          </fields>
        </cashondelivery>
      </groups>
    </payment>
  </sections>
</config>
```

24. Can you have more than one Grid in a module?

Yes

25. How will you join flat table and EAV table in Magento?

<http://ka.lpe.sh/2013/04/28/magento-join-eav-collection-with-flat-table/>

26. How will you enable maintenance mode of your Magento website?

<http://ka.lpe.sh/2011/12/31/magento-show-maintenance-mode-page-website-under-construction/>

27. What are "magic methods" in Magento?

Magento uses __call(), __get(), __set(), __unset(), __has(), __isset(), __toString(), __construct(), etc. magic methods. You can find more details inside class Varien_Object

For more information about magic methods: <http://php.net/manual/en/language.oop5.magic.php>

28. How many database tables will Magento create when you make a new EAV module?

Magento creates 6 tables when you create new EAV module. Tables: module, module_datetime, module_decimal, module_int, module_text and module_varchar. one is the main entity table, and rest 5 tables which holds attribute's data in different data types. So that integer values will go to module_int table, price values to module_decimal, etc.

33. Where will you write your module's business logic in Magento?

inside Model

34. Explain different types of sessions in Magento (e.g. customer/session, checkout/session, core/session) and the reason why you store data in different session types?

Customer sessions stores data related to customer, checkout session stores data related to quote and order. They are actually under one session in an array. So firstname in customer/session will be `$_SESSION['customer']['firstname']` and cart items count in checkout/session will be `$_SESSION['checkout']['items_count']`. The reason Magento uses session types separately is because once the order gets placed, the checkout session data information should get flushed which can be easily done by just unsetting `$_SESSION['checkout']` session variable. So that the session is not cleared, just session data containing checkout information is cleared and rest all the session types are still intact.

35. What are the commonly used block types? What is the special in core/text_list block type.

Commonly used block types: core/template, page/html, page/html_head, page/html_header, page/template_links, core/text_list, page/html_wrapper, page/html_breadcrumbs, page/html_footer, core/messages, page/switch. Some blocks like content, left, right etc. are of type core/text_list. When these blocks are rendered, all their child blocks are rendered automatically without the need to call `getChildHtml()` method.

36. What are the different design patterns used in Magento?

<http://ka.lpe.sh/2013/02/25/magento-design-patterns/>

37. What can you do to optimize Magento performance?

<http://ka.lpe.sh/category/performance/>

38. Where is the relation between configurable product and its simple product stored in database?

In the 2 tables:
catalog_product_relation
catalog_product_superlink_table

39. How will you log current collection's SQL query?

```
$collection->printLogQuery(true); OR $collection->getSelect()->__toString();
```

40. How to get first item or last item from the collection?

```
$collection->getFirstItem() and $collection->getLastItem();
```

What is Magento?

Magento is an open source E-commerce software, created by Varien which is useful for online business and it has the flexible modular architecture. It is scalable and it has many control options that helps the user. Magento uses E-commerce platform which offers companies ultimate E-commerce solutions and extensive support network.

Why to use Magento?

The uses of Magento are:

Magento is open source E-commerce software.

It is scalable and offers small companies to build business.

It provides the searching and sorting of products in several ways.

Easily integrates with many of the third-party sites which are needed to run effective E-commerce website.

Using this, customer can order or purchase number of products. There are no limits on number of purchasing products.

List the Web-Hosting sites of Magento?

The Web-Hosting sites of Magento are:

SiteGround

BlueHost

HostGator

Inmotion

Arvixe

site5

What are disadvantages of Magento?

The disadvantages of Magento are:

Magento uses larger disk space and memory.

It takes much time to build the customized functionality.

It is very slow compared to other E-commerce sites.

It needs proper hosting environment, if the hosting environment is improper the user can face the problems.

Name the web-server that supports Magento?

The Web-server that supports Magento are:

Apache 2.x

Nginx 1.7.x

What are Magento products?

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

Name the product types that are available in Magento?

The product types available in Magento are:

Simple Products

Grouped Products

Configurable Products

Virtual Products

Bundled Products

Downloadable Products

What is Inventory?

Inventory allows setting a product's stock quantity. For instance, you have a product with 100 units in stock. If you set the stock availability to "Out of Stock" then it will force the item to be out of stock.

Name the categories of E-Commerce?

The categories of E-Commerce are:

Business to Business(B2B)

Business to Consumer(B2C)

Consumer to Consumer(C2C)

Consumer to Business(C2B)

What does Rate Percent mean in Manage Tax Rate window?

Rate Percent specify the percent of the tax rate.

What does Priority field specifies in Manage Tax Rules?

Priority field specifies when the tax should be applied to other tax rules.

What is the used of Zero Subtotal Checkout panel?

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

What is the used of 3D Secure Card validation field in Saved CC?

It is additional security functionality where customer needs to provide credit card password to complete the purchase order.

Which are the methods of PayPal Payment Gateways?

The two methods of PayPal Payment Gateways are:

Payflow Pro (Includes Express Checkout)

Payflow Link (Includes Express Checkout)

What is Payflow Pro?

The Payflow Pro option is customizable payment gateway which can be used with merchant account to process credit card transactions.

What is Payflow Link?

Payflow Link option often called as hosted payment gateway that keeps customer on your site by providing fast and easy way to add transaction processing to your site.

What is the use of My Cart Link panel?

My Cart Link panel specifies whether the number of quantities in the cart should be shown or whether the number of different products should be shown using the Display Cart Summary field.

What is Google checkout in Magento?

Google Checkout is online payment processing service provided by Google. Magento allows integration of online stores with Google checkout. It is like PayPal that simplifies the process of paying for online purchases.

What is Magento Manage Order?

Order management is important thing which allows business to run smoothly and keeps customers happy, making them more likely to visit your site in the future.

What is Magento Google Analytics?

Google Analytics is a finest Google service for those who are actively managing websites and adds analytics to Magento store including Ecommerce tracking and conversions of their websites.

What is the use of Page Layout in Magento?

Layout files are useful in rendering front pages of Magento.

What is Magento Content Management System(CMS)?

Magento CMS (Content Management System) section is used to manage all web site pages. It is a way of promoting the products by providing valuable information to the customers and increases visibility to search engines.

What are Static Blocks?

Static block is a piece of content can be used anywhere in the pages. Magento allows creating blocks of content that can be used through the store and can be added to any page or another block.

What are Polls?

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

How to Optimize the Magento Environment?

Following points describe how to optimize the Magento environment

It uses complex database, so that it needs to be run on dedicated servers.

Magento application could be optimized by using cloud computing.

Merge your JavaScript and CSS files which reduces the load time dramatically since its loading only one merged file.

Proper MySQL configuration is one of the most important aspects in terms of performance.

Always upgrade to the latest Magento version allows to perform better.

How to Optimize Magento Configuration?

The following points specify how to optimize the magento configuration

To speed up Magento performance, don't run mysql and web server on the same machine.

Do not host files on your web server that you do not use.

Optimization of session storage.

Enabling Magento flat catalog. (Magento uses a complex and resource-intensive Entity Attribute Value [or EAV] based catalog). After initial catalog establishment, enabling the flat catalog can dramatically improve database querying time.

Identification and disabling of unused Magento modules.

What is the process of Code Optimization?

The process of Code Optimization are:

Removal of unused or unnecessary code processes.

To optimize Magento performance, JavaScript and CSS files need to be compressed and aggregated.

Conformance of all site images to optimal web image sizes.

Identification of bottlenecks(process that causes the entire process to slow down or stop) processes in both front-end and back-end.

How to improve the performance of database?

The following points describe how to improve the performance of database:

Unused data must be cleaned up regularly for better performance.

Optimization of database queries.

Configuration of setting and limits of the database server (e.g. memory setting, query cache, sort buffer optimization).

Which is the PHP version used for magento?
PHP 5.4 +

What is WSLD?

It stands for Web Services Description Language. It is used for describing web services and how to access them.

What does Only X left Threshold means in Stock Option?

It is used to set threshold number. When the units of that product are drop to that number, it will display Only X left message on the product details page.

What is Magento Payment Gateway?

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

What is the process of Order Life cycle in Magento?

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

Which are the two sections present in Design Section?

The two sections present in Design section are:

Page Layout

Custom Design

What does the Page Layout section contains?

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

What is the use of Meta Data section while setup new pages?

How to subscribe to Newsletters using Magento?

Customer can subscribe to Newsletters using Magento. Customer can sign up for the Newsletter when he creates a new customer account which contains checkbox for signing up. For creating Newsletters you need to enable Newsletter option in your magento to make sure that customer has confirmed to receive Newsletter.

How to optimize the Magento front-end performance?

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

Use the latest version of php, so that you can perform front-end operation much better and faster. The newest released version may cause the errors, so carefully read the release notes and check out the new version.

Use the clean database to improve the performance of magento. The database logs need to be clear regularly. The database stores the automatically created logs to keep track of record session and interaction.

What is grouped product?

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

What is Configurable Products

In this type, customer can select products according to their color and size before purchasing. Example: Cell phones obtained in different colors and sizes.

What are Bundled products?

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

What is the use of Backorder field in Product Stock Option Panel?

If it is enabled, customer can buy products even if they are out of stock.

What are Tax rules?

Tax rules are entities that combine product tax classes, customer tax classes and tax rates.

What is the use of Manage store section?

Manage Stores section, you will see website names, store names and Store View Name columns.

What is E-commerce?

E-commerce (Electronic Commerce) is a type of business that involves the commercial transaction or purchasing or selling of goods and services through electronic channels known as internet.

What are the features of Magento?

The features of Magento are:

Magento provides different payment methods such as credit cards, PayPal, cheques, money order, Google checkouts.

It provides shipping of products in one order to the multiple addresses.

Easy to manage the orders by using admin panel.

It filters the products and displays in grid or list format.

What are the advantages of Magento?

The advantages of magento are:

It is user friendly E-commerce software.

It is compatible with Smartphone's, tablets and other mobile devices.

It provides multiple payment options so every visitor can make payment based on their preferred payment gateway.

It has many extensions which supports for the development of an online store.

What database does Magento supports?

MySQL Database

Which is the MySQL version used for magento?

MySQL 5.1

What is Consumer to Business?

This transaction is between consumer or customer and business or companies where consumer makes a product that the company uses to complete business.