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# PrestaShop Administration Guide

The PrestaShop Administration Tool is used to configure your online store, insert products for sale, setup and edit administrators and customers, setup shipping/tax, process orders made and a host of other features. The Administration Tool is protected by a login mechanism which allows only verified administrators to login and to administer the online store.

After you have logged into your PrestaShop store admin you will see the main tabs for each section of your store in the top menu. These are the main tab sections of your store admin. After clicking on each main tab there are sub-tab links underneath.

First, it is important that you setup your store admin before starting to add products. This manual will show each tab & sub-tab sections to setup before putting in products.

## Back Office (BO) Configuration

The Back Office (BO) is your tool for configuring and managing your PrestaShop online boutique. The PrestaShop Front Office (FO) is the customer's home.

To log into the Back Office (BO), in a Web browser, navigate to the URL of your Back Office (BO). This URL was created upon exiting the PrestaShop Installer wizard by renaming the /admin folder located in the PrestaShop directory on your hosting server (for example, from http://www.yoursite.com/admin to http://www.yoursite.com/xyz123).

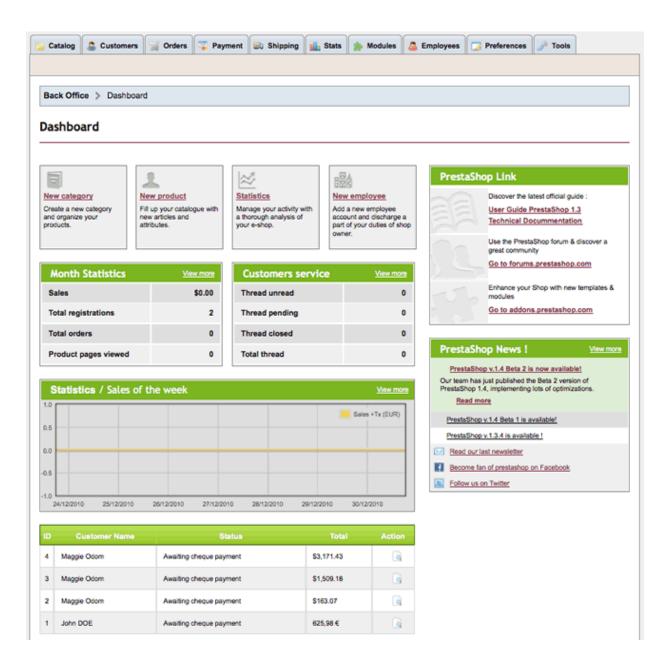
Once you have navigated to your Back Office (BO) URL, you will be asked to log in.

To log into the Back Office (BO), enter the e-mail address and password you chose during installation.



To recover a lost Back Office (BO) password, click the Lost Password? link and follow the instructions. The dashboard is the first page you see after logging into your admin.

The dashboard gives you general information on stats, customer service and orders pending.



# Back Office (BO) Header

Along the top of each Back Office (BO) page is the header.



Or this as a new template for the administration.



On the left side you can logout or view your shop.

The "tools or head icons" are a quick employee link where you can edit your employee and their admin theme.

Quick access drop down menu → The Quick access links are created in Tools → Quick Accesses. From the drop-down list, select:

- Home to return to the Back Office (BO) homepage
- My Shop to go to your Front Office (FO) homepage
- New category to create a new Category
- New product to add a new Product to the catalog
- New voucher to create a new Voucher

Search → Type in the search box and search by "everywhere", "catalog", "customers", "orders" (order ID reference number only), "invoices", or "carts".

# Back Office (BO) Tabs

Along the top of each page, PrestaShop displays the various Back Office (BO) tab sections to configure for your store. The background color changes depending on which employee theme is used.



# **CATALOG**

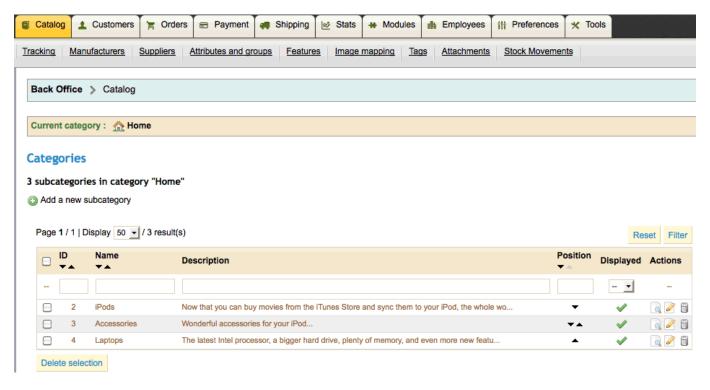
With PrestaShop, you can create an unlimited number of categories and subcategories. Moreover, a product can belong to an unlimited number of categories and subcategories. For example, a blue T-shirt could belong to the category "T-shirts" as well as the category "Blue clothing".



Please choose additional Catalog sub-tabs to setup after clicking and editing the main Catalog tab.

Categories and subcategories allow your customers to access your products in a logical, efficient way.

#### Go to Back Office (BO) → Catalog Tab



### Add a New Category



**Tip:** By default, all categories added to your store are "subcategories" of the parent category called "Home". That is why the function is called "Add a new subcategory." The Category form appears.

Subcategories arranges your products and helps customers find what they are looking for.



- 1. Set the Displayed field for customer accessibility. You can disable it if you are not ready to let customers see the products in that category.
- 2. Select a "parent category" for each category.
- 3. Upload an image for the category which will show in the Front Office (FO) above the list of products for this category. The image size is 500x150 pixels as set in Preferences → Image.

- 4. Take care to properly fill out the 3 Meta fields and the Friendly URL field with the best keywords that will improve your online store's search-engine results for this category. (Search-Engine Optimization (SEO) in Wikipedia)
  - Meta title is the title that will appear on the search engines when a request is made by a customer.
  - **Meta description** is a presentation of your site in just a few lines, intended to capture a customer's interest. It will appear in search results.
  - Meta Keywords are keywords you must define in order to have your site referenced by search engines. You can
    enter several of them, separated by commas, as well as expressions, which must be indicated in quotation
    marks.
- 5. The **Friendly URL** field allows you to rewrite the addresses or your subcategories as you wish. The Friendly URL field will automatically populate from the category name but you can change it as needed.
- 6. **Groups access** restricts select categories and products from certain shoppers. To see these categories your customers must belong to a user group. Customers automatically are assigned the Default group when becoming a customer but you can change a customer's group by editing the Customers Tab and edit the customers you want in your new group. Create groups under the Customers Tab → Groups subtab. After additional groups are created you can allow or not allow categories into any or all groups by clicking the edit link for that group.
- 7. Click one of the Save buttons.

### **Sorting Categories**

Category Folders are sorted by grabbing the up or down arrow with your mouse in the "Position" column next to each category listing and dragging up or down. This automatically changes the order in the Front Office (FO). The green checkmark can also be clicked to disable a category.





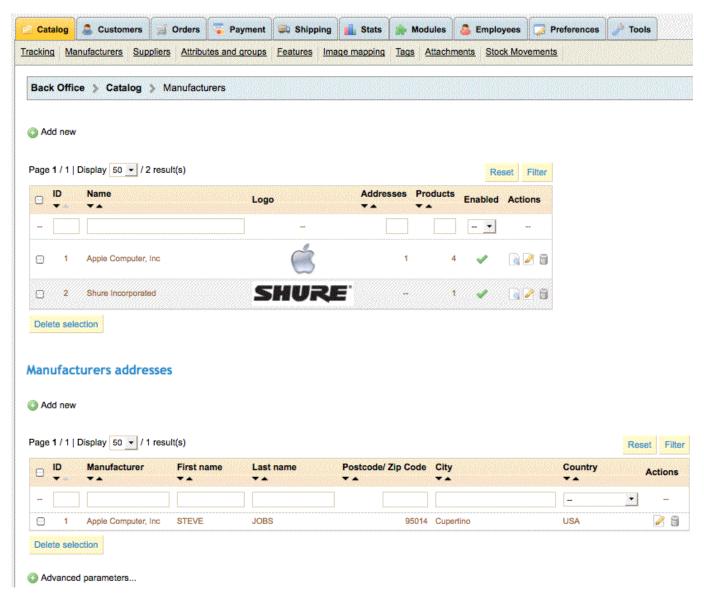
**Tip:** Before adding a product it is best to add any Manufacturers, Suppliers, Attributes and groups, Features, and Attachments in the sub-tabs under the Catalog main tab which we will show first before creating a new product.

# Tracking

Shows empty categories, disabled products, out of stock products without attributes, and out of stock products with attributes.

### Manufacturers

Manufacturers give your site visitors rapid access to all of the specific manufacturer's products. This makes navigating around your site easier for visitors. In terms of Internet visibility, filling out these fields will improve your position in search engines.

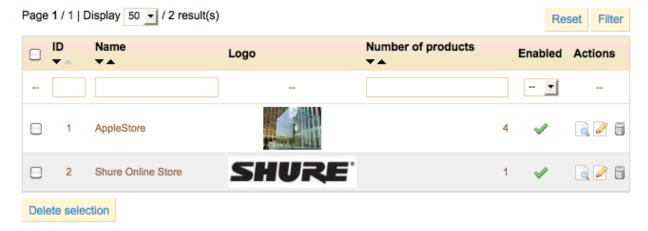


Add manufacturers with a short and long description, logo, and meta tags. Manufacturers addresses can be added or changed. The "short description" will appear on the search engines ... limited to 100 characters. The SEO Meta title, Meta description, and Meta keywords function as the Category section.

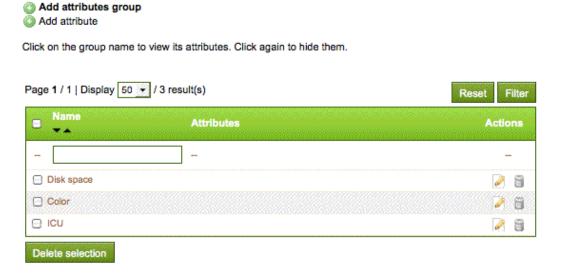
#### **Advanced parameters**

# **Suppliers**

Manage suppliers and supply locations of the products in your catalog. Add suppliers with a short and long description, logo, and meta tags as you would the Manufacturers.



# Attributes & Groups



Create and manage the various attributes to be used and combined to create the various models of your products. Use attributes and attribute groups to create different variations, models, packs, etc. of a product.

Attributes need not describe just physical differences between models; for example, not only do you use attributes to sell a T-shirt that comes in 3 colors (blue, white, and red), you can also create different volumes which you can then sell at digressive prices (one piece at base price, a pack of 5 for 5 dollars less, a pack of 10 for 15 dollars less, etc.).

Create the attribute group by clicking on "Add attributes group".

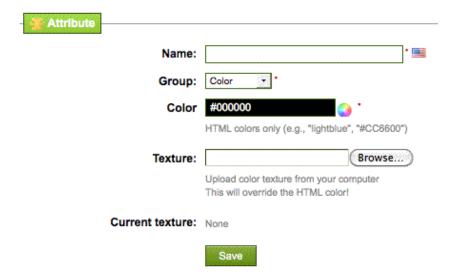
### Creating an Attribute Group



- 1. In the Name field, type the name used in the Back Office (BO) (e.g., "colors").
- 2. In the Public name field, type the name to be displayed in the Front Office (FO) (e.g., "Colors").
- 3. If using other languages click the default language flag to open the language box, and select another language flag and type the name.
- 4. Click if this is a color group. A color group allows you to set a "Color value" or a "Texture picture" on the attributes in this group.
- 5. Click to save.

### Adding attributes to a group

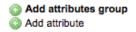
Next, we can add attributes to a group we've created:



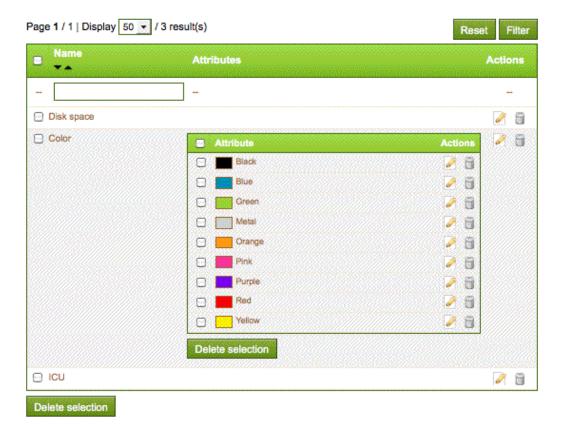
- 1. In the Back Office (BO) → Catalog → Attributes and groups, click Add attribute.
- 2. In the Name field, type the name of the attribute (e.g., "Orange").
- 3. In the Group drop-down list, select the name of its attribute group (e.g., "colors").

- 4. In the attribute field type the hex value or text name if using a color (e.g., "#FD9812" or "orange").
- 5. If using other languages click the default language flag to open the language box, and select another language flag and type the name.
- 6. Click Save.
- 7. Repeat these steps to add more attributes to the attributes group (e.g., "White" and "Red").

In our example, we repeat the above process to create an attribute group named "Color" and add to it several colors with a color value.

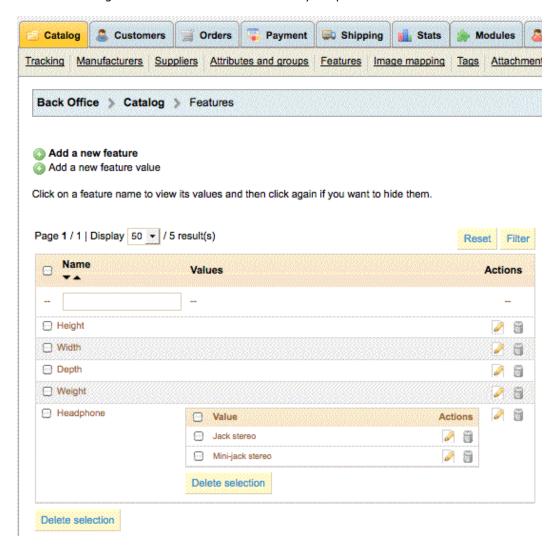


Click on the group name to view its attributes. Click again to hide them.



## **Features**

Add and manage the features used to describe your product across all associated attribute groups/models.



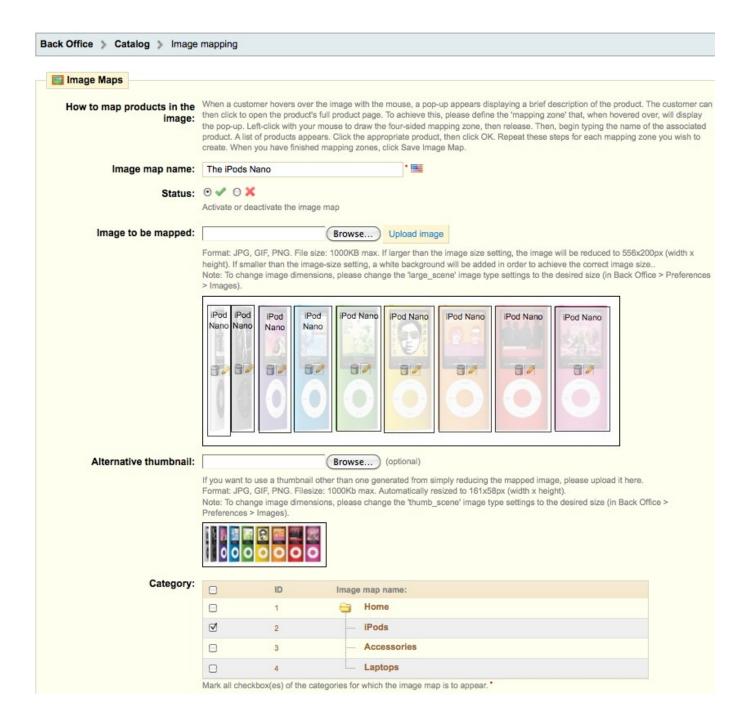


**Tip:** Features are strictly informational and are used to describe features of a product. Use attributes when variations of a product result in price or quantity differences between models.

## Image mapping

Image mapping is used for each category that has an image. When a customer hovers over the image with their mouse, a pop-up appears displaying the name, a brief description of the product, and the price of the mapped product. The customer can then click to open the product's full product page. This is really nice because you could add a collage of different product images to a category and map each individual image to its product.

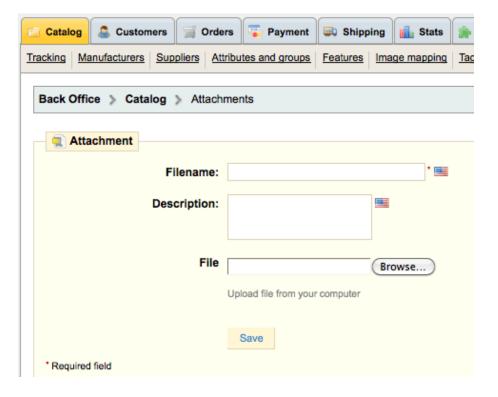
Once you have designated an Image map name and uploaded the image a new screen will appear so you can map the actual image. Follow the instructions on this page to map your image.



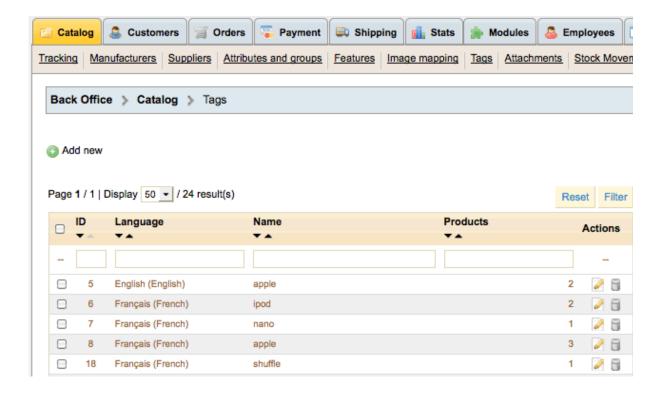
# **Attachments**

Upload attachments as a manual or additional information for your customers to read about a product. After the attachment is uploaded in this area go back to the product and edit adding the attachment to the product under the "Attachments" sub-tab.

Attachments can be just about any file format.



Create new tag words to associate your products with keywords when searching for products in your Front Office (FO). Products can have any number of tags attached to each. Your customers can use the keywords to easily and quickly find the products they are looking for in the Front Office (FO).



For example, a customer wants to find an MP3 player in your boutique. In order to find the product corresponding to his search, there needs to be a tag to associate "MP3 player" with "Ipod Nano."

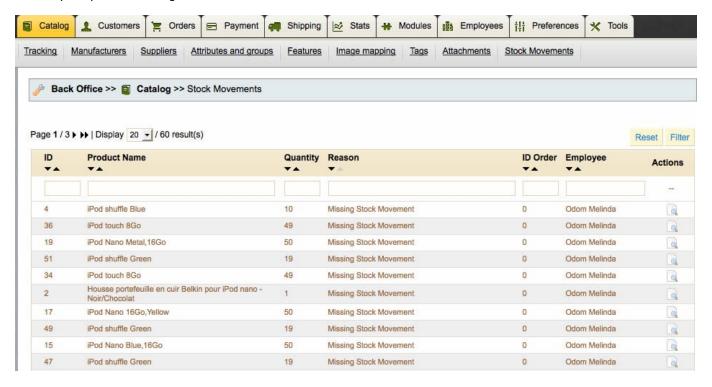
- You can associate several tags to your product directly in the "Tags" field from the moment you create a product.
- Or, after you have created all your products you can manage the tags under the Catalog → Tags Tab which is easier for management.

Click "Add new" and choose a tag name and language for a specific product. Add the product to the "Products box" on the left and save. You can also remove a tag by highlighting the tag in the "Products box" on the left and clicking remove.

If your store visitors search for a tag, the product/products will show that have this tag associated with it. When your customers search by using terms that differ from the product itself, the results will depend on the tags you have associated with the products.

# Stock Movements

Stock Movements will calculate the movement of inventory missing. Use the up and down arrows in the heading to sort your product listings.



# Creating a New Product

After setting up the categories and subcategories, the product page is the most important page in your Front Office (FO).

For the purposes of these instructions, as an example let us say that we have already created a category called "iPods" to which we want to create a product called "iPod Nano". We have previously created a Manufacturer, "Apple", and a Supplier, "AppleStore", and configured a state tax of 6%. We also have on hand the images of the product we want to display on the Front Office's (FO) product page.

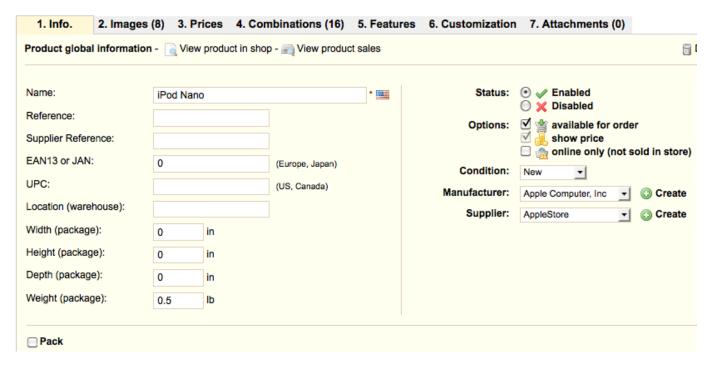
At the bottom of the Catalog page, under "Products in this category", you can manage the products in your store.

On the product page, you must at least fill in the required fields, as marked with an asterisk (\*), starting with the product Name.

#### Product → Information Tab

#### **General Information**

The product page has been divided by different sections with graphics for ease of understanding.



The name will appear in search results. Click the default language flag to choose the language which you wish for the name.

1. Click Disabled if you wish to prevent this product from being displayed in your Front Office (FO) for your customers. The store owner has the possibility of visualizing and activating an inactive product in the Front Office (FO). If you set a product to "inactive/disabled" in the Back Office (BO) you, the store owner, can preview it without your customers seeing it in the Front Office (FO). Edit the product and click the disabled button and a yellow box will come up asking you to save and preview the product.

- 2. The "available for order" or "show price" of a product can be removed by unchecking the checkbox. Customers are able to see it in the Front Office (FO) but cannot purchase it.
  - Unchecking "Available for order" and check "Show price" the add to cart button is removed from the product in the Front Office (FO) but the price is still listed.
  - Unchecking "Show price" removes the price but lets you view the product.
- 3. Checking "Online only" means the product can only be sold online and not in stores.
- 4. Choose the Condition of the product.
- 5. If you have already created the product's Manufacturer and Supplier, select them in their respective drop-down lists.

**Pack** checkbox allows you to sell a pack of products composed of several items. An example might be a gift basket with multiple items from your store sold as one product.



Tip: Orders are simplified by using packs and allow customers to take advantage of special prices/offers.

If the product is a downloadable product (for example, a .PDF file, a music file, a video file, etc.), mark the "Is this a downloadable product?" checkbox and follow instructions below to configure.

#### **Downloadable Products**

As example, we'll sell a movie .mpg file named "movie\_molly.mpg" downloadable 3 times, expiring December 1, 2012, and unlimited access.



#### New fields appear:

- In Upload a file section, select the file to upload from your hard drive. The file size will be whatever your hosting company's size.
- After upload, in the File name section, the file name appears with its extension. In our case, we can see "movie\_molly.mpg"
- In the Number of downloads field, you choose how many downloads you will allow for each customer who buys your file. In the example it's 3.
- In the Expiration date field, insert a date if you want to see the link of this file unavailable after a date (use this form YYYY-MM-DD). In our case, the movie expires the December 1, 2012. So, in the field, we must write 2011-12-01. Leave blank for "no expiration date".
- In the Number of days field, enter number of days customers have access to his file. In the example, we chose 14
  days. Set to zero for unlimited access.
- Leave the default quantity setting of "1" and "Deny orders" for all downloadable products.

Fill in the rest of the product fields and click on Save & Stay button for saving the product.

#### **Pre-Tax Prices**

Pre-tax wholesale price:	\$ 0.000000 The wholesale price at which you bought this product		
Pre-tax retail price:	\$ 100.000000 • The pre-tax retail price to sell this product		
Tax rule:	US-AR Rate (6%) Create		
Retail price with tax:	\$ 100		
Unit price without tax:	\$ 0 per or \$0.00 per with tax		
	Eg. \$15 per Lb		
	Display "on sale" icon on product page and text on product listing		
Final retail price:	\$ 100 (tax incl.) / \$ 100.00 (tax excl.)		

The price is tax exclusive in your Back Office (BO) when you define a tax ONLY for a USA state and no tax for the entire USA country because you cannot define a "default state" for your shop but only a "default country". Your shop configuration uses the "default" country to compute tax. In the picture above, the default country is USA but a tax rule is only applied to the Arkansas state therefore the tax addition will not show in the Back Office (BO) product price but it will show in the Front Office (FO) for all customers logged in from Arkansas. If you define a tax rule to the whole USA country the tax addition will show in the Back Office (BO) product price and all USA states will charge this USA tax.

If you only know the retail price, but not the pre-tax price, simply fill in the "Retail price with tax" field and the "Pre-tax retail price" will be calculated automatically using the tax rules structure you have setup in Payment  $\rightarrow$  Tax Rules  $\rightarrow$  edit a rule and choose North America on the next page for USA tax rules.

Display the "on sale" if applicable.

You can plan a reduced price for a specific period of time, e.g., -15% for a one-week period under the "Prices" tab for the product.

#### Stock Movement

The "Stock Movement" is set for restocking all products. If you are using combinations (attributes) for a product the amount of each combination added together equals the stock and the stock increase or decrease must be edited through the combinations tab to change the quantity. Product stock quantity without combinations are changed on the Info tab of the product.

Stock Movement: Minimum quantity:	+ Restocking	0
7	The minimum quantity to buy	this product (set to 1 to disable this feature)
Quantity in stock:	99	
Additional shipping cost:	0.00 Carrier tax will be applied.	(tax excl.)
Displayed text when in-stock: Displayed text when allowed to be back-ordered:		
When out of stock:	<ul><li>Deny orders</li><li>Allow orders</li><li>Default: Deny orders (a</li></ul>	as set in Preferences)

For individual products add the amount of the product and the minimum quantity to buy this product if using. Set the minimum quantity to 1 to disable like the text shows.

Mark any shipping cost that's needed or leave blank.

**Displayed Text When in-Stock** field allows you to write a message for your visitors to see when your product is in stock. It reassures them that your shop can immediately send them the product by showing, for example, the words "Item Available."

#### When out of stock you have two options:

- Accept orders and postpone their shipment. To choose this option select "Allow orders."
- Deny orders. With this option no orders for this product will be accepted.

You can also configure the general settings applied to all of your products. The default option is to deny orders, but this can be modified under the **Preferences** -> **Products** tabs, discussed further in the Preferences Tab section.



Tip: The "When out of stock" behavior selection must be "deny order" for all virtual products which is the default when setting up downloadable products and physical products can have any setting.

### Assign Product to Category

You must choose the "Default category" in the drop down menu. This will be the main category that your product will be in and serves mainly to clarify which category to use in case your customer arrives at your site from a search engine. You can have the product displayed in as many additional categories as you have setup.

In the drop-down list, select the category in which the product is by "default" and check other categories you want your product listed in.



Selecting the "Home" category automatically inserts the product on the Front Office (FO) homepage in the "Featured Products" section if the Modules  $\rightarrow$  Front Office Features  $\rightarrow$  Featured Products on the homepage is installed. Use the "Featured Products" function to highlight certain products on your homepage.

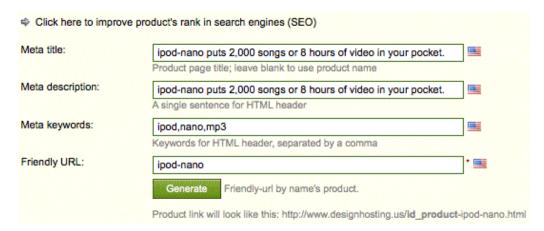


**Tip:** In the default Theme, the maximum number of Featured Products displayed at any one time is ten (10). To change this, go to Back Office (BO)  $\rightarrow$  Modules  $\rightarrow$  Front Office Features  $\rightarrow$  Featured Products on the homepage module and click Configure.

To remove a product from the **"Featured Products"** module in the Front Office (FO) edit each product's Info tab choosing another default category if "Home" is shown in the drop down box and then unmark the Home checkbox for that product and save.

## Product Search-Engine Optimization (SEO)

Click the text "Click here to improve product's rank in search engines (SEO)" next to the arrow to view or change the friendly url and/or the meta tags.



If a product name is manually changed to a new name, click the "Generate" button in the SEO section to change the name to the product's new name. The meta tags in the SEO section above will need to be changed manually if necessary. The Friendly URL field will give you a search engine friendly URL in your browser window that will help with search engine placement.

These are very excellent SEO features and should be used to the max!



**Tip:** To display Friendly URLs in your Front Office (FO) for the SEO, the Back Office (BO) → Preferences → Friendly URL option must first be activated along with generating a .htaccess and robots.txt file in the Tools → Generators tab.

Once the Friendly URL option is activated and the .htaccess and robots.txt files have been created in your site's root directory and permissions set to 777, go to Tools  $\rightarrow$  Generators and click to generate the information listed in each file. After this is generated open up the robots.txt file in your editor and add your domain name on a new line like:

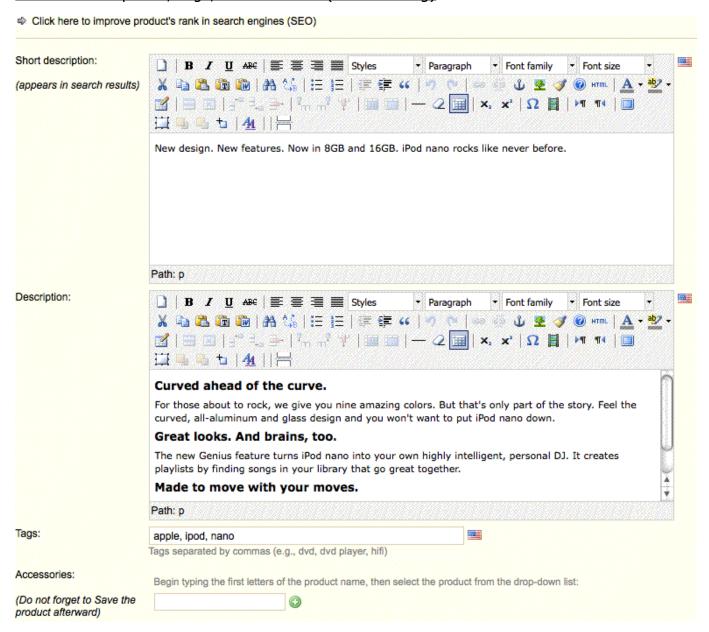
Sitemap: <a href="http://www.domainname.com/sitemap.xml">http://www.domainname.com/sitemap.xml</a> (use your own domain name)

This will point to your sitemap file and allow the search engines to crawl your site if you have the Google sitemap installed under Modules  $\rightarrow$  SEO  $\rightarrow$  Google sitemap.



**Tip:** bing search engine, for example, will throw up an error when reading your robots.txt if the site map url is not there.

### Product Descriptions, Tags, & Accessories (Cross-Selling)



The exact text in the Short Description will appear in search-engine results. The characters are limited so the short description needs to be about 15-25 words.

The language flag icon next to a text field indicates that the entered text will only appear when that language is selected by a customer on the Front Office (FO). To enter text for another language, click the flag icon and select the appropriate language flag if you have additional languages installed.

Tags are unique to your Website and will show in the Front Office (FO) in the Tags block if the "Tags block" is installed in the Back Office (BO) Modules → Front Office Features → Tags block. Click the "Configure" link after installing the Tags block to display the number of tags shown in the Front Office (FO) Tags block.

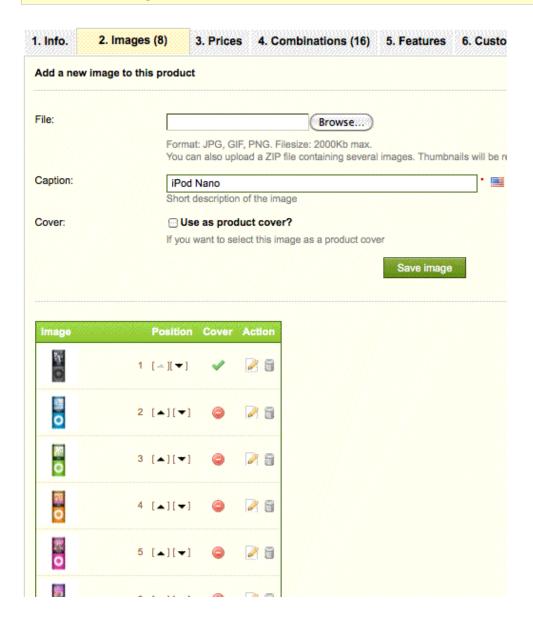
If you choose another product as an accessory click the green plus button to add it and then "save and stay".

When you "save and stay" some new option tabs will be displayed at the page top to continue with your product's presentation such as the Images tab, Prices tab, Combinations tab, Features tab, Customization tab, and the Attachments tab.

### **Sorting Products**

After creating all of your products you can sort them by going to a specific category folder of product listings and grabbing the up or down arrow with your mouse in the "Position" column next to each product listing and dragging up or down. This automatically changes the product order in the Front Office (FO).





To add one or more images to your product, click the **Browse** button, then select a photo from your computer to upload.

Write a file name in the **Caption** field once you have uploaded the image. This is the name that search engines will use to reference your product; therefore, you must give it a name that corresponds to the product description. This way, your product will appear with ease in search engine results.

Check the box that says **Cover** if you want this uploaded image to be used as the default image, and appear automatically on the product page of your shop.

Once you have uploaded several images, you can choose to modify the image order by dragging the arrows in the **Position** column up or down and define a different cover image by clicking on the icons under the **Cover** column.

### Product → Prices Tab

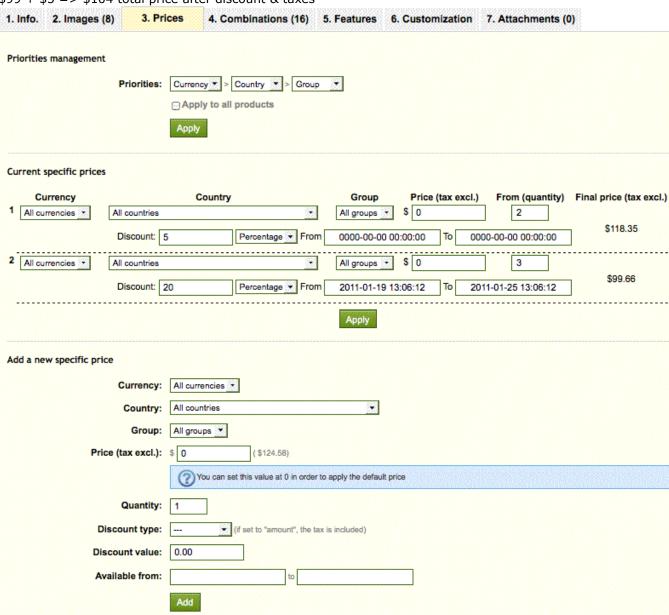
The prices tab allows you to setup "amount" or "percentage" discounts depending on how many of the same product a customer buys. If you have more than one group you can apply these discounts to one group or all groups. Each time a customer updates the quantity in their shopping cart the discount is automatically calculated as an "amount" or a "percentage" from the base price. The discount is applied "AFTER" the TAX.

#### **Amount reduction:**

\$100 + 10%(\$10) tax => \$110 \$100 - \$10 discount amount => \$100 \$100 + \$5 => \$105 total price after discount & taxes

#### Percent reduction:

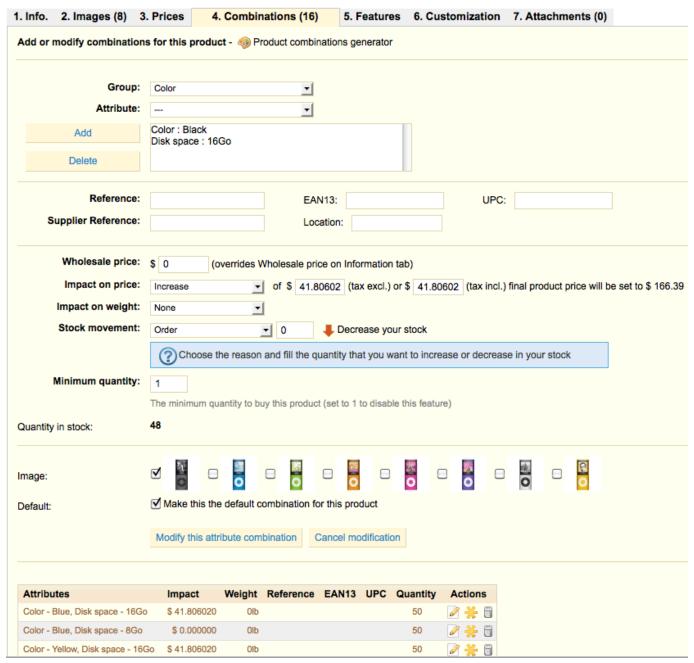
\$100 + 10%(\$10) tax => \$110 \$110 - 10%(\$11) discount => \$99\$99 + \$5 => \$104 total price after discount & taxes



### Create variations of a product with attributes

After having created the necessary attribute groups and their attributes, we can combine them to create different versions of a single product.

Current product: iPod Nano



- 1. In the Back Office (BO), navigate to the product's Product Page: Back Office (BO) → Catalog → iPods → (e.g., "iPod Nano").
- 2. Click on the Combinations tab.

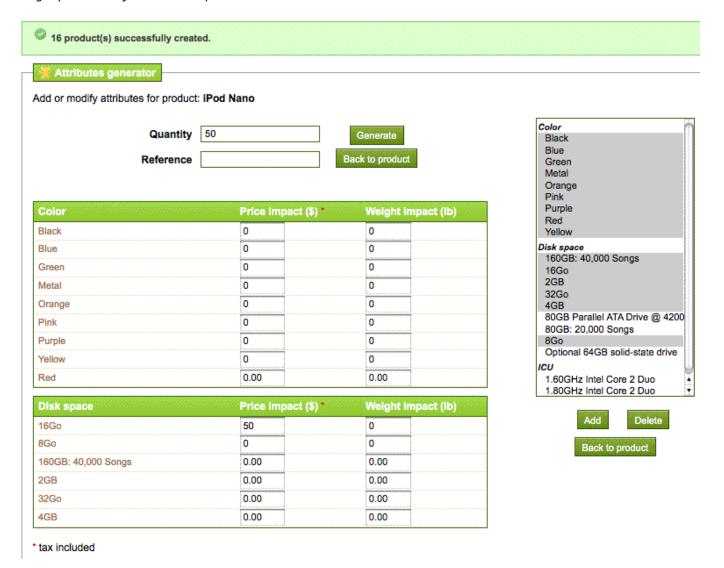
- 3. Select a Group and Attribute combination from the drop-down lists (e.g., "Color" and "Blue"), then click Add.
- 4. Select another Group and Attribute combination (e.g., "Disk space" and "16Go"), then click Add. Add additional Group/Attribute combinations as necessary.
- 5. Include any Reference, EAN13, UPC, Supplier Reference, or Location.
- 6. If the attribute combination has an impact on price and/or weight, adjust accordingly. In our example, the base price of a black iPod Nano with 16Go of disk space has an impact on price to increase to \$41.80602. There is no impact for weight.
- 7. Click to "Add" or "Delete" the quantity for Restocking.
- 8. Images for this product will show if you have uploaded images for your product on the images tab. Check the picture you want to use for this attribute combination.
- 9. Mark the Default checkbox to designate the attribute combination as the default attribute combination for the product or the one that will show first in the Front Office (FO).
- 10. Click Add this attribute.
- 11. Set the "Color picker" to "Color" in the drop down box if these attributes are only for colors.
- 12. To modify or change an attribute combination follow these same directions after clicking the "edit" graphic next to the attribute combination you want to change. The changes occur at the top of the page and then click "Modify this attribute combination" button to complete the changes.
- 13. To change the "default" combination to another one just click the star next to the trashcan on a combination.



**Tip:** To view the added attributes in action on your Front Page product page, click View product in shop on the product's "Info tab".

# Using the Product combinations generator

Use the Product Combinations Generator to create hundreds or even thousands of attribute combinations for a single product in just a few steps.



Using the iPod Nano for an example:

- In the Back Office (BO), navigate to the product's Product Page:
   Back Office (BO) → Catalog → [Product] (e.g., "iPod Nano")
- 2. Click on the Combinations tab.
- 3. Click "Product combinations generator" link at the page top.
- 4. On the Attributes generator page, click the attribute group names on the right to expand if not expanded.
- 5. Holding down the Ctrl key (Cmd on the Mac), click to select all the attributes you want to include in order to create a specific model/attribute group.
- 6. Click Add. The selected attributes appear in a form with fields for Price and Weight impact.

- 7. Modify the Price and Weight impact fields accordingly (if applicable). Tax will be calculated on the product at checkout.
- 8. In the Quantity field, type the quantity in stock of the created model/attribute group.
- 9. In the Reference field, type the reference number for the created model/attribute group.
- 10. Click Generate.
- 11. Repeat steps 4 through 10 until all models/attribute groups have been created for the product.
- 12. Click Back to product. The created model(s) appear on the Combinations tab of the product.

After you have generated your product combinations you can click to edit each attribute combination and check the box on any images you have uploaded for this product to add a picture to the combination. After you have added a picture to a combination and you select this combination in your Front Office (FO) the picture you attached to this combination only will appear. In your Front Office (FO) you can always click on the "Display all pictures" link to view all pictures for this product. This is very nice to showcase an individual attribute combination.

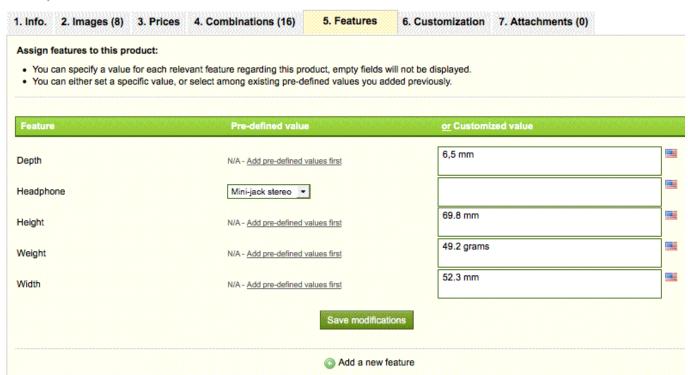
### Product → Features

Add and manage the features used to describe your product across all associated attribute groups/models. Each feature that you create for a product will be shown in the Front Office (FO) under the "Data Sheet" tab in the description area.



**Tip:** Features are strictly informational. Use attributes when variations of a product result in price or quantity differences between models.

#### Current product: iPod Nano



For new features either click the N/A link which will take you to Catalog  $\rightarrow$  Features to add a Pre-defined value and/or Customized value . Once features are setup go to the product  $\rightarrow$  features tab and add either the Predefined value or insert a custom value in the Customized field.

To remove features from a product remove the field entries and set the Pre-defined value to "---" in the drop down menu.

## Products → Customization

The PrestaShop online store software offers your customers the chance to customize the product that they will buy.

Customizations such as file uploads and setup text fields for the customer to either upload a file or add write-in attributes are available in the Customization section. These values show in the Front Office (FO) below the product description area.

#### Current product: iPod Nano

1. Info. 2. Image	es (8) 3. Prices 4. Co	ombinations (16) 5. Features	6. Customization	7. Attachments (0)
Add or modify cus	stomizable properties			
Fil	le fields: 1	file fields displayed		
Tex	xt fields: 2  Number of text fiel			
	Trained of lott for	Update :	settings	
Files fields:	#1	required		
Text fields:	#2	<u>■</u> ⊘ required		
	#3	■ □ required		
		Save I	abels	

**Example:** You are a jewelry retailer and your customers have the possibility to engrave their jewelry with a text or an image. Your customers can request the text or the image when they place their order.

- Indicate what type of field (file or text) can be personalized. If your customer has to send you one or many files (one or many photos, for example), change the value of the "File Fields" to indicate the number of files that you are going to receive.
- If your customer is sending you text, then modify the value in "Text Field."
- The number you write in these fields corresponds to how many of them will appear on the product page of your ecommerce.

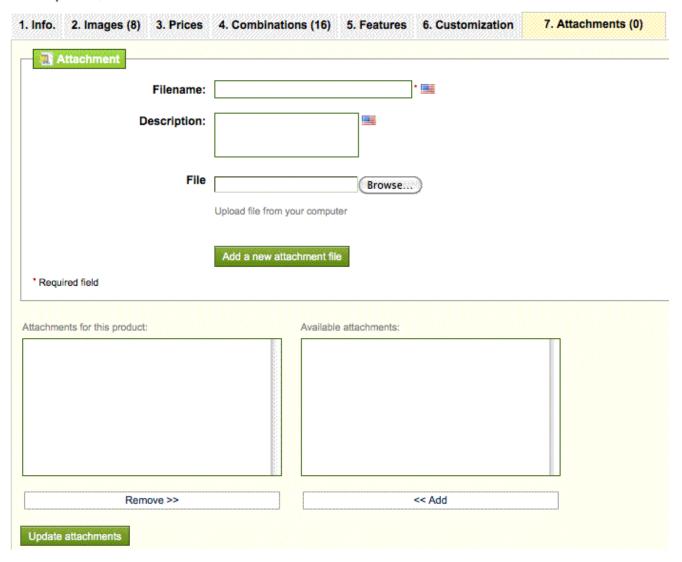
In **Files Fields** indicate what type of file must be sent (i.e. "Image to engrave"). Click the box labeled "Required" if this element is necessary to validate the purchase.

In **Text Fields**, indicate what type/types of content must be filled out by your customer (i.e. text to engrave, initials). Click the boxes labeled "Required" if this element is necessary to validate the purchase.

Once this is done, click on "Save labels."

## Products → Attachments

#### Current product: iPod Nano



To add a document to your store, fill out the "Filename" field, type in a Description, and browse your hard drive to upload the file. When the file is uploaded it will show in the "Available attachments" window. Highlight this file, click the "Add" button to add it to the product, and click "Update attachments".

In the Front Office (FO) this file will show in the "Download" tab in the product description area.

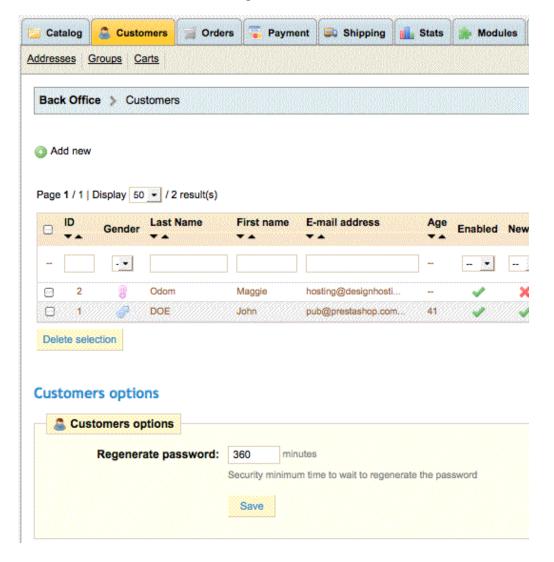
Attachments are useful for manuals, color charts, pdf files, or anything you want your customer to download about the product to help make a sale.



**Tip:** Once your products are created in the admin Back Office (BO) they are easily moved by dragging the up or down arrow in the "Position Column" to a new product location for the Front Office (FO).

## **CUSTOMERS**

View and manage all customers accounts, including those who registered but have not placed an order. You can also manually add customer accounts. Each customer can be edited to subscribe/unsubscribe to an email list or an email list from a partner group. Customers can also be disabled temporarily by clicking the "green checkmark" in the "Enabled" column or when editing a customer.

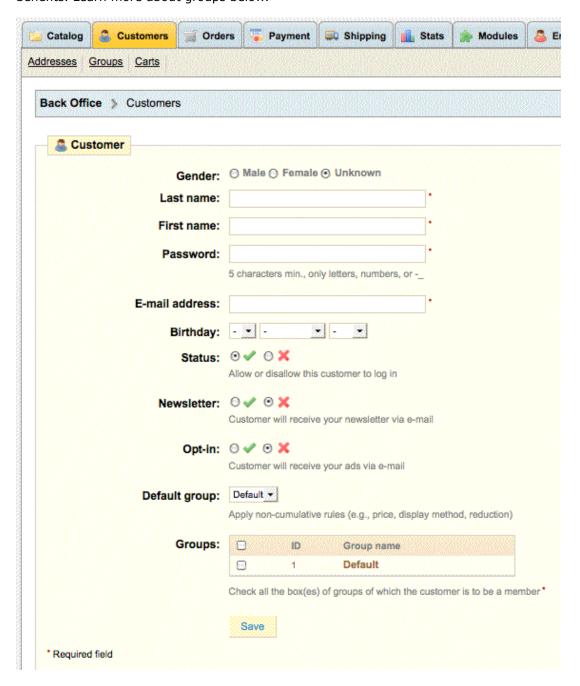


To delete a customer click on the trashcan next to their name and you will have two choices.



A customer option is a security feature that allows the store owner to set a time for a customer to regenerate a new second password.

Click the "Add new" link to add a new customer. Fill out the customer's information, choosing a password at least 5 characters long. Type in the email address and choose the date of birth. Choose whether or not this customer has the right to log in, whether he is subscribed to your newsletter or not, and finally, if he accepts to receive advertisements from your partners. Assign your customer to a group so that he may receive some benefits. Learn more about groups below.

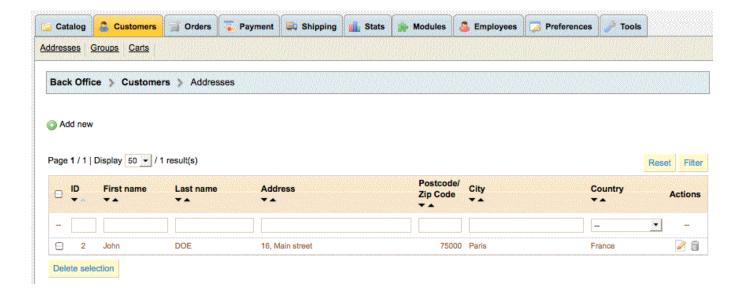


After creating the customer from the Customer's Tab you must create their address on the Customer's → Addresses sub-tab.

Please choose additional Customer sub-tabs to setup after clicking and editing the Customers tab.

# Addresses

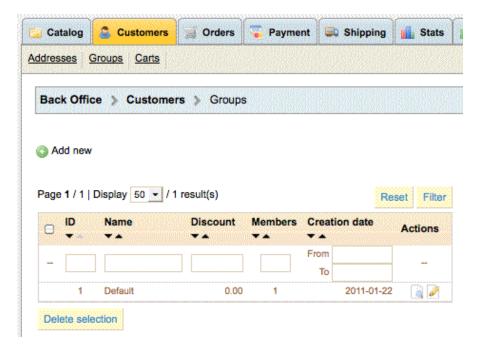
Shows a listing of all the customer addresses.



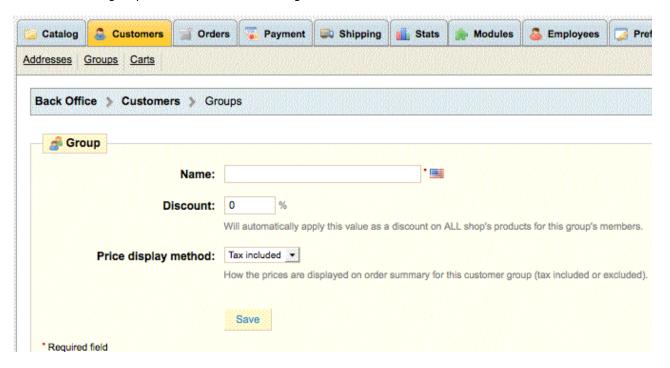
Addresses		
Customer e-mail		
Alias		•
Company		
Last name		
First name		j
Identification Number		
	DNI / NIF / NIE	
Address		-
Address (2):		
Postcode/ Zip Code		
City		
Country	USA	
State	<u>×</u>	
Home phone		
Mobile phone		
Other		
	Save	

### Groups

Groups can be created to give product discounts or certain privileges to certain customers. When the customer logs in after they are added to a new discount group the store prices will reflect their discount. The "Default" group shows the original price of products.



To create more groups click on the "Add new" green button.



- In the field "Name" give this group a name.
- In the "Discount" field indicate the discount to apply to members of this group for all of your products.

- Also, choose how the prices are displayed on the order summary for this customer group (tax included or excluded) in the drop down field. Price display method: "Tax excluded" should be the default setting if your shop is in the USA and other countries where taxes don't have to be shown at product level, but at the final cart level.
- Click "Save" to validate.

Customers can be added to any group by clicking the "edit icon" in the "Actions" column next to their name on the "Customers Tab". Any of the Customer's table headings can be sorted to quickly find the customer.

#### Carts

Customer's Shopping Carts shows what products the customer has purchased, the price, quantity and total value of their cart.



## Maggie Odom - Cart #000008 from 2011-03-24 08:56:21





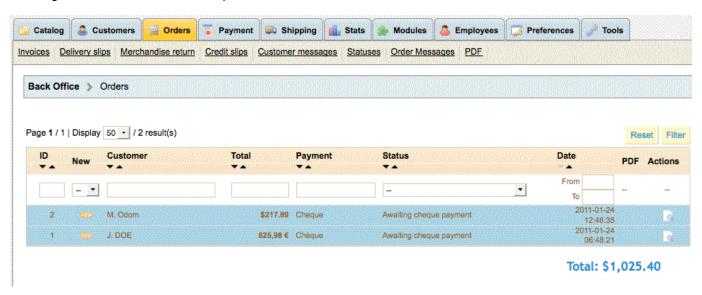
Product	UP	Qty	Stock	Tota
MacBook Air	\$1,504.18	1	99	\$1,504.1
Total products:				\$1,504.1
Total:				\$1,504.1

Click on the Customer name to stay on the Customer tab and view a listing of messages, groups, all orders with a link to show the customer information, the order information, and the cart summary. Also shown are the products ordered with a link to that order, the Customer Address, Discounts, Carts, and Last Connections.

In the example above click on the Order number to go to the Orders tab and view the actual invoice where the store owner can generate a credit slip, voucher, or send a message to the customer plus other details.

### **ORDERS**

A listing of all orders received into your store.



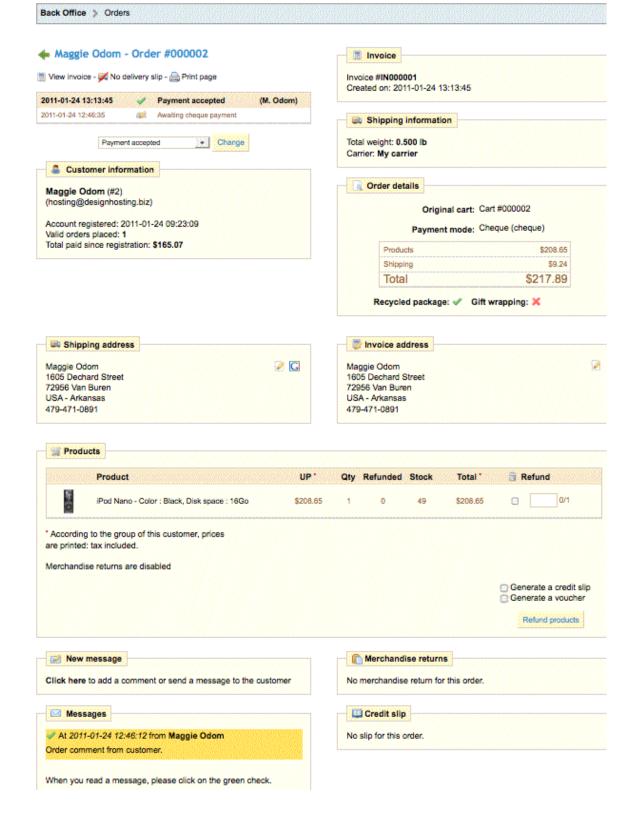
Orders can be filtered to easily find. Type the customer into the customer field and click the "Filter" button to the right of the order listings.

Click on the line containing an order or click on the "view icon" to the right of the order to see the customer's order details.

The order details are as follows and picture is below this text:

- Status and history of the order.
- · The origin of the customer's visit.
- The Shipping information where you can click on the Google maps icon to locate the address.
- Carrier information, total weight of order, carrier chosen by customer.
- Order details. The method of payment used, the cost of the products, and the transportation.
- Products for refunds using a credit slip or voucher.
- If customer writes a message in the comment box when checking out it will be in the New message section at the
  very bottom of the page. You can click to add a reply that the customer will be able to read in their account in the
  Front Office (FO). Prewritten messages are created in the Orders → Order Messages Tab and can be saved and used
  multiple times. One of these messages can be selected from the drop-down menu or you can send a message
  detailing whatever you would like by writing it in the message box. Click "Send" and your customer will receive your
  message in their inbox.

Each time an order from your store is validated, an invoice is sent out. If there are no problems, the order status will read "ok" or "payment accepted." You can download it by clicking on the "View invoice" link at the top right under the customer's name or by clicking the Invoice # in the Invoice box.

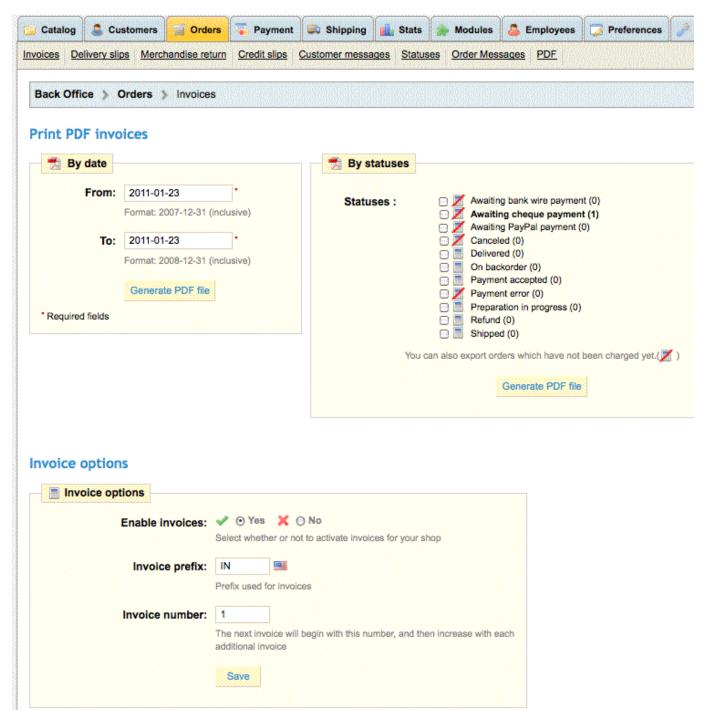


0

Please choose additional Order sub-tabs to setup after clicking and editing the Orders tab.

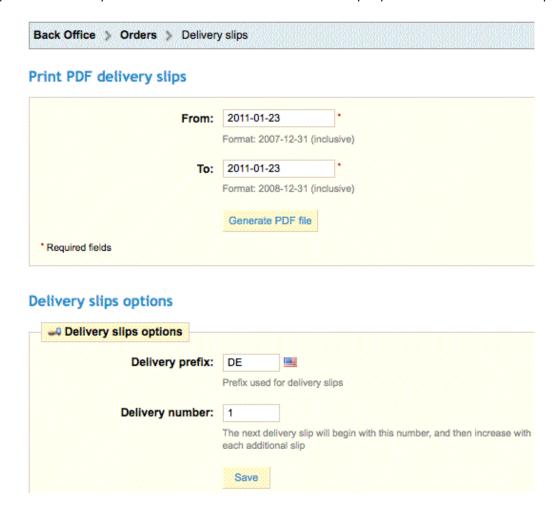
### **Invoices**

Invoice options to set for your store and a search feature for invoice slips within a certain date to print. Now available is the ability to export sales invoices in PDF, classified by statuses (Orders tab > Invoices). The status graphics with the red slash line through them represent orders which have not been charged yet.



# Delivery slips

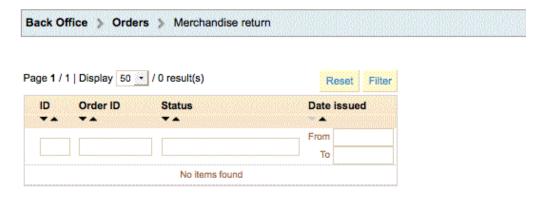
Delivery options to set for your store and a search feature for delivery slips within a certain date to print.



Printing a delivery slip is exactly like printing an invoice. Select the dates, as well as the options you would like, and then confirm to create your documents.

### Merchandise return

A Return Merchandise Authorization or Return Material Authorization (RMA) is a transaction whereby the recipient of a product arranges to return defective goods to the supplier to have the product repaired or replaced or in order to receive a refund or credit for another product from the same retailer or corporation. In practice, an RMA is only issued after a series of tests.



### Merchandise return (RMA) options



### I. Activate RMA functionality

The very first step is to activate the RMA function in PrestaShop so customers can choose to return items. By default, RMA functionality is deactivated.

- 1. Go to Back Office (BO) → Orders → Merchandise return (RMAs).
- 2. In the Merchandise return (RMA) options section, for the Enable returns option, select Yes.

#### II. Set order status to Delivered

In order to allow the customer to request an RMA, the merchant must have changed the status of the order to Delivered in Back Office (BO)  $\rightarrow$  Orders  $\rightarrow$  the Order's detail page and select Delivered.

#### II. Customer requests an RMA

The customer decides that she/he no longer wants the merchandise and wants to return it for a store credit voucher.

To request an RMA if you are a customer:



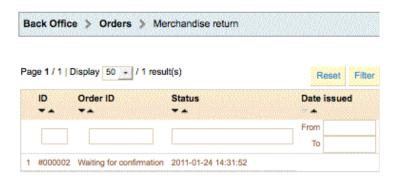
1. Log into your Account page on the merchant's Website.

- 2. On the My Account homepage, click **History and details of your orders** (or equivalent) to view your orders.
- 3. In the row of the order that contains the merchandise you want to return, click **details**.
- 4. In the order details, mark the checkbox of the item you want to return.
- 5. In the Quantity box, type how many of the item you want to return.
- 6. In the Merchandise return box, type the reason for the RMA.
- 7. Click Make an RMA slip.

#### III. Merchant decides whether or not to issue an RMA

After receiving the returned merchandise from the customer, the merchant inspects it and determines if the client should be given a credit slip and a voucher for the merchandise.

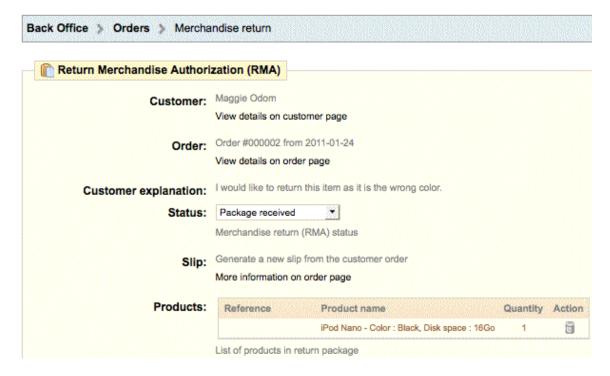
A list of returns will appear in your Back Office (BO).



#### To accept the merchandise and issue an RMA

1. Go to Back Office (BO) → Orders → Merchandise return (RMAs)

- 2. In the RMA list, click the pending RMA to view.
- 3. On the RMA's details page, select Package received which will be logged to the customer's store account in the Front Office (FO).
- 4. Click Save.
- 5. In Back Office (BO) → Orders → Merchandise return (RMAs), click the RMA to open again.
- 6. On the RMA's details page, click More information on order page.



#### PrestaShop then opens the order's detail page.

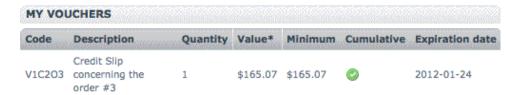
- 1. In the Products section, mark the checkbox of the item being returned.
- 2. In the Quantity to cancel field, type the quantity of the item to be reimbursed.
- 3. Mark the appropriate checkboxes:
  - Re-stock products Reinserts the product quantity back into the shop's inventory.
  - Generate a credit slip Create a receipt that acknowledges the RMA. Credit slips have no
    monetary value. You should create a voucher if you want to give a customer "store credit" they
    can use on their next order.
  - Generate a voucher Create a coupon worth the amount of the returned merchandise that the customer can use towards a future purpose.
  - Repay shipping costs Repays the shipping cost.
  - Click the "Return products" button.



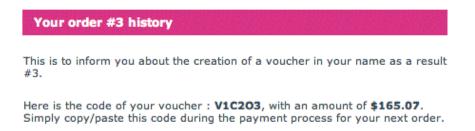
If a credit slip is issued the credit slip pdf file will appear in the "My credit slips" link of the customer's shop account. Credit slips are useful if you want to give customers something they can print out as proof that their return was accepted. Along with printing out a credit slip it is good practice to generate a voucher under Payment  $\Rightarrow$  Vouchers for the customer to use on their next order.



A voucher is used to give credit when the customer returns an item. An issued voucher will appear in the "My vouchers" link of the customer's shop account and also under the Payment  $\rightarrow$  Vouchers Tab of the Back Office (BO) where vouchers are enabled first before issued.



An issued credit slip or voucher will be sent via email to the customer.



#### Store owner to refuse the request for reimbursement

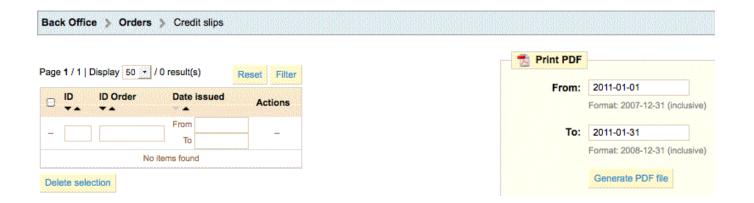
- 1. Go to Back Office (BO) → Orders → Merchandise return (RMAs)
- 2. In the RMA list, click the pending RMA.
- 3. On the RMA's details page, in the Status drop-down list, select Return denied.
- 4. Click Save.
- 5. PrestaShop automatically sends an e-mail announcing the denial to the customer.



# Credit slips

Credit slips are receipts issued by the merchant to the customer that acknowledge an accepted return of merchandise. Unlike vouchers, credit slips have no monetary value.

Credit slips are useful if you want to give customers something they can print out as proof that their return was accepted. Along with printing out a credit slip it is good practice to generate a voucher under Payment  $\rightarrow$  Vouchers for the customer to use on their next order.



## Customer messages

A listing of all customer messages that are created in a customer account orders in the Front Office (FO).

Customers can send you messages about their orders through the "My Orders" section of their shop user accounts. Customer selects the order in question, and then fills out the "Add a message" form.

The interaction of customers with the store owner are vital to a good relationship thanks to an integrated messaging system.

Click on the message to take you to that individual order.



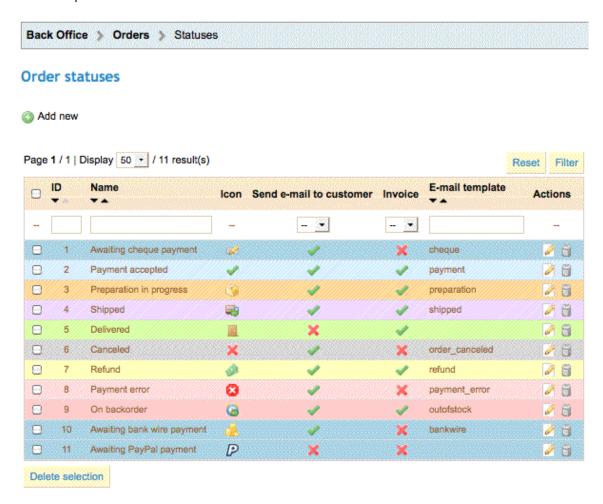
You can see the message from this point in the bottom left of the page under "Messages" on the customer's order in the Back Office (BO). The message is highlighted in yellow.

Click on the green checkmark to signal that you have read and understood the message.

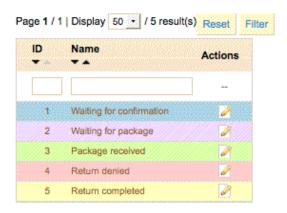
Take a moment to send a message back to your customer by clicking on the "New message" section directly above.

## **Statuses**

In the Order statuses tab, you can view, edit, delete, and create order statuses used to manage orders placed on your online shop.



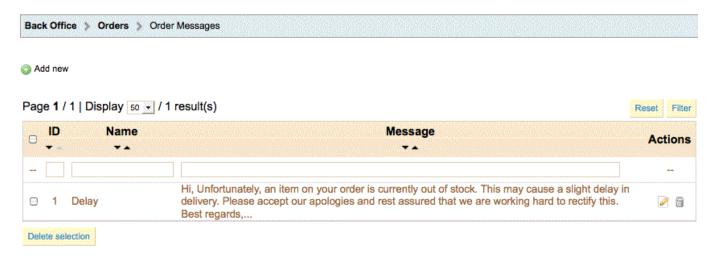
#### Order return statuses



To create a new status, click Add new.

## Order Messages

Creation of default order messages to be sent to customers about their orders. Once these order messages are created they can be used in the Orders  $\rightarrow$  individual order section to send to the customer or a new message can be sent by clicking on the "New message" box in the Orders  $\rightarrow$  individual order section.



## **PDF**

PDF settings for the encoding and font.



### **PAYMENT**

With PrestaShop online store software you can accept your customer's transactions by several different payment methods, such as checks, bank wire, cash on delivery, Google Checkout, and some partner modules such as Hipay, Moneybookers, and PayPal. They are already included in your store and are ready to be used. However, it is necessary to configure them.



Please choose additional Payment sub-tabs to setup after clicking and editing the Payment tab.

### **Install Payment modules**

To install a new PrestaShop payment module:

- 1. Back Office (BO) → Modules → Payments & Gateways section.
- 2. Click the install button next to the payment module(s) you want to install.
- 3. Locate the module again. If a "Configure" link is listed, click "Configure" and fill out details.

After the payment module is installed return to the "Payment" tab for the restriction configurations. The Payment modules you have installed will be shown in columns under each restriction section.

Once configuration is complete, be sure to test the module immediately to confirm that it functions as planned.

# Payment module restrictions

#### Currencies restrictions

Depending upon the payment, the customer's choice of currency will differ.



**Tip:** Click on the heading graphic icons to check or uncheck all box fields for all restrictions.

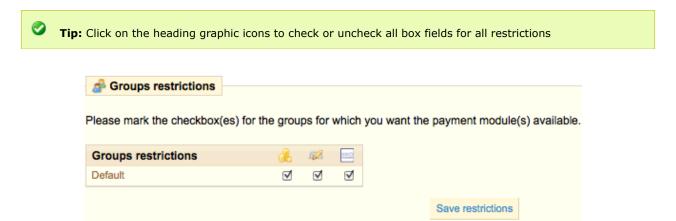


This example shows 3 payment modules are installed, Bank Wire, Check, and Money Bookers and your currency will be available to all payment modules if checked.

Click the "Save restrictions" button after each section change to save that section.

#### **Groups restrictions**

You can limit the choice of payment method depending on the group.



If there are several groups available for customers they will be shown to mark.

Click the "Save restrictions" button after each section change to save that section.

#### Countries restrictions

Find the country in the alphabetical list and check the boxes to select or deselect the payment methods you want to make available to customers from that country. Once all of your settings have been configured click on "Save restrictions" found at the bottom of the page.



Tip: Click on the heading graphic icons to check or uncheck all box fields for all restrictions

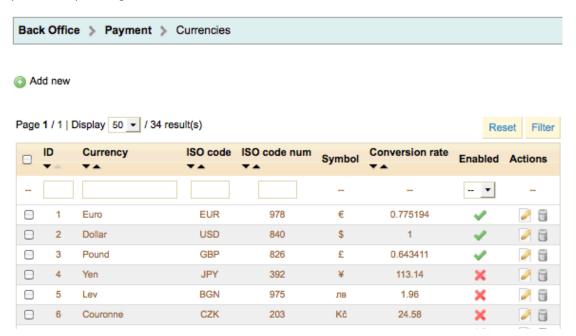
Shortened form for a very long list of countries.



Click the "Save restrictions" button after each restriction section change to save that section.

## Currencies

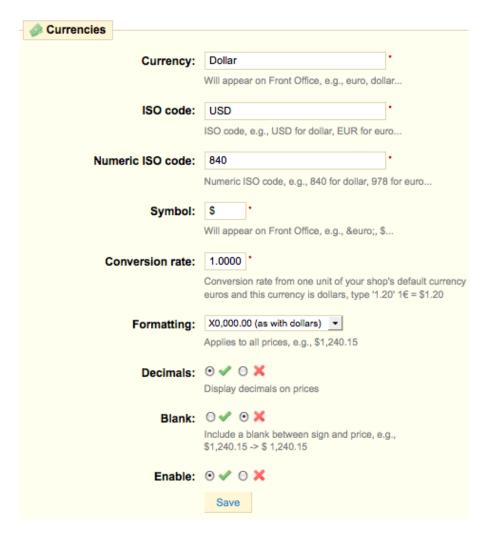
PrestaShop can accept a large number of currencies.



By default, there are three standard currencies: The Euro, the Dollar, and the Pound. With PrestaShop, you can add an unlimited number of currencies to be used on your Front Office (FO).

## Adding a new currency or edit existing one

- 1. Go to Back Office (BO) → Payment → Currencies
- 2. Click Add New or edit an existing currency.
- 3. Fill in the fields and select a currency formatting from the drop-down list.
- 4. Click Save.





**Tip:** In the Conversion rate field, type only numerical values, e.g., 1.38. Do not include any currency symbols.

### Changing the default currency

The default currency is the currency PrestaShop will display by default when a customer visits your online store.

To change the default currency:

- 1. Go to Back Office (BO) → Payment → Currencies
- 2. In the Currencies options section, select a new default currency from the drop-down list.



If you change default currency, you will have to manually edit every product price.

## Change the currency format

- 1. Go to Back Office (BO) → Payment → Currencies
- 2. In the list of currencies, click on the currency of which you want to change the format.
- 3. On the currency's detail page, select a new "Formatting" from the drop-down list.
- 4. Click Save.

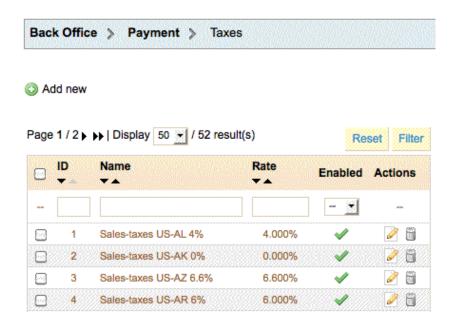
### Updating currency rates in real time



- 1. Go to Back Office (BO) → Payment → Currencies
- 2. In the Currencies options section, click Update currencies rates.



**Tip:** Tax may or may not apply to different Zones to which you ship. You can activate or deactivate taxes according to the shipping zone in the Back Office (BO) → Payment → Tax Rules by editing one of the rules and choosing a zone or state on the next page.

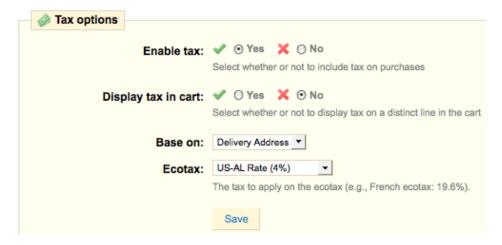


To assign a tax or create a tax rule, you must first create the tax, thus adding it to the list of taxes available in your online boutique. At installation all of the USA state taxes are installed for country USA. Add others as necessary.

### Tax options

Back Office (BO) → Payment → Taxes

#### Tax options

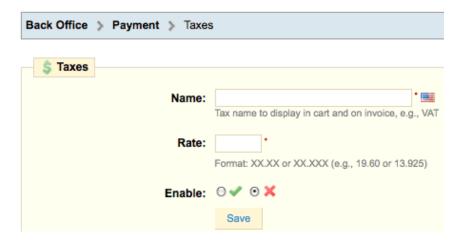


- 1. Select Yes or No to enable/disable taxes in the Front Office (FO).
- 2. Select to display tax on a distinct line in the cart.

- 3. Base the Tax on the delivery address or the invoice address.
- 4. Ecotax tax if applicable.

# Creating/Editing a tax

If the state tax is already listed, click the edit button to change the rate.



#### To create a tax:

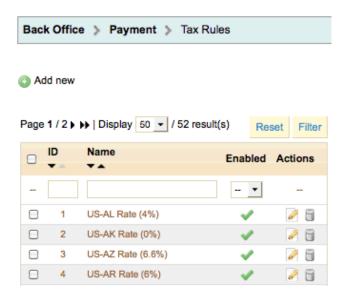
- 1. Go to Back Office (BO) → Payment → Taxes
- 2. Click Add new.
- 3. On the Tax detail page, type the name, rate and click to enable.

## Tax Rules

The tax rules are setup during installation for USA stores with all the state tax rules displayed.

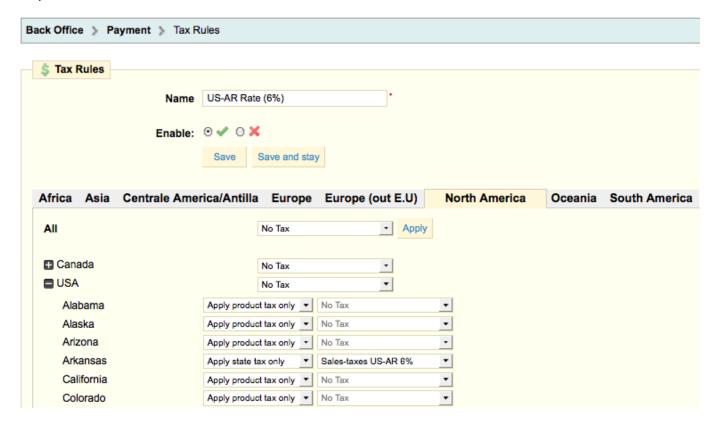


A tax rule binds one or more "taxes" on the Payment  $\rightarrow$  Taxes page with one or more countries, so the tax must be created on the Payment  $\rightarrow$  Taxes page first to show in the "tax rule" configuration.



When necessary to change a state tax value edit the state on the Payment  $\rightarrow$  Taxes page along with the same state on the Payment  $\rightarrow$  Tax Rules page. Once the tax is edited on both the Payment  $\rightarrow$  Taxes page and the Payment  $\rightarrow$  Tax Rules page, the change will be reflected on the North American tab (in this example) after clicking to edit the "state tax rule" on the Payment  $\rightarrow$  Tax Rules page.

As an example the USA state of Arkansas is shown. The North America tab has been selected and the USA plus sign has been clicked. The "Apply state tax only" option and the AR 6% have been chosen in their respective drop-down menus.



If a State is chosen, tax will be applied to that State only.

Any state tax can be applied to a whole zone like Europe or North America which would be applied to any states in that zone.

Click Save to make changes.



**Tip:** If a customer buys a product with an assigned tax but lives in a zone or state for which that tax has not been activated, the tax will not be applied.

### Vouchers

In the "**Vouchers**" tab you can give your customers discounts (by value or by percent), or offer free shipping on their orders. Under this tab are all of the previously created vouchers, along with their status of validity.

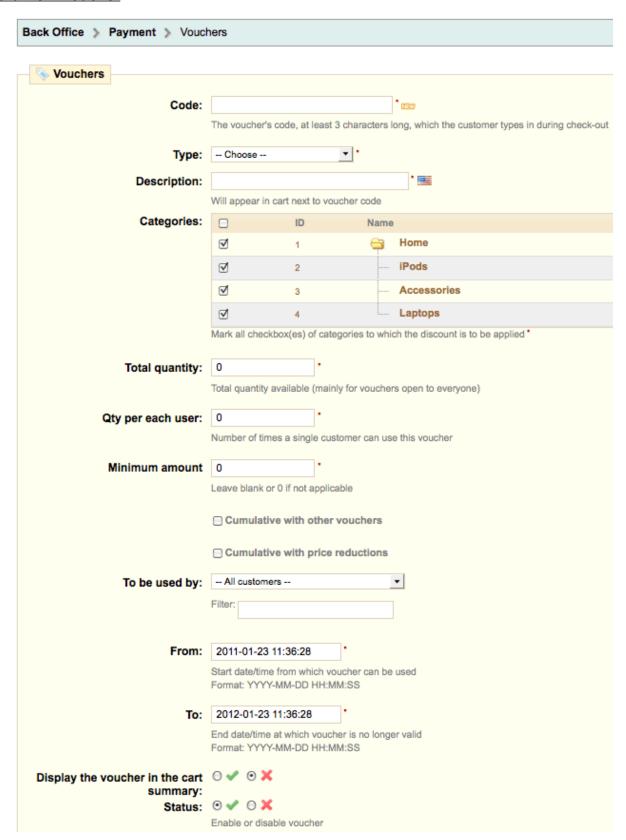
The vouchers must be enabled before they can be used.



## **Discounts options**



Click "Add new" to add a voucher.



In the "Code" field create a code for your voucher by writing in your own voucher code or generate an automatic, random code by clicking on the "new" button to the right of the code field.

The "type" field allows you to choose the method of the applied discount. You have three choices.

- 1. Discount on order (%). The voucher applies a percentage of the order total. For example: the order is valued at \$200 outside of taxes. The voucher has a value of -15%. When applying this coupon the customer will only have to pay \$170 before taxes.
- 2. Discount on order (amount). This choice is applied to a monetary discount on the entire order. For example: The order is valued at \$100 before taxes. The discount offers \$20 off the purchase. By using the discount the customer pays \$80.
- 3. Free shipping. With this discount you can treat your customers to free shipping. They can use the code when paying and it will apply to their offer.

The "<u>Description</u>" field is where you enter a short description, which will appear in your Back Office (BO) → Payment → Vouchers section as well as in your customer's shopping cart during check out.

The "<u>Categories</u>" field allows you to restrict your discount to certain categories. Select the categories by checking the appropriate boxes.

The "<u>Total quantity</u>" field limits how many times your discount can be used and is open to all customers. You can organize, for example, a doorbuster sale, along the lines of "The first 100 orders will receive a discount of 10% off by using the code X123X." <u>Total quantity</u>  $\rightarrow$  Global quantity (e.g., the voucher may be available to all of your customers but a setting of "200" would mean the first 200 customers that use it first would get the discount.) If you want all of your customers to be able to use a voucher then you would set the "<u>Total quantity</u>" field to a value of your customer database (e.g., 5,000 customers = Total quantity setting of 5,000).

<u>Qty per each user</u>  $\rightarrow$  number of times a single customer can use a voucher. Basically, if you want a voucher to only be used once per customer, enter "1." If, on the contrary, you want customers to have access to several vouchers, then enter the number of your choice.

The "<u>Minimum Amount</u>" field allows you to enter the minimum amount necessary in order to apply the discount. Your discounts will only be applied at or after this amount. You can choose whether or not the vouchers are allowed to be used with other promotions on your products or other vouchers. Choose your preferences by clicking the boxes.

The "To be used by" field permits you to restrict your voucher to only one of your customers. For example, if you had a delivery delay and you want to apologize, you can create a voucher for this customer that only he or she can access. To quickly find the customer, type in the first few letters of their First or Last name in the "Filter" field.

The voucher can have a time limit. Click the "<u>From</u>" and "<u>To</u>" fields in order to choose your dates from the calendar.

"Display the voucher in the cart summary" gives you the choice of listing the voucher in the cart. This means that anyone coming to your store will see and be able to use the voucher code.

Finally, the "Status" field allows you to enable or disable the voucher.

Once your information is entered, click "Save."

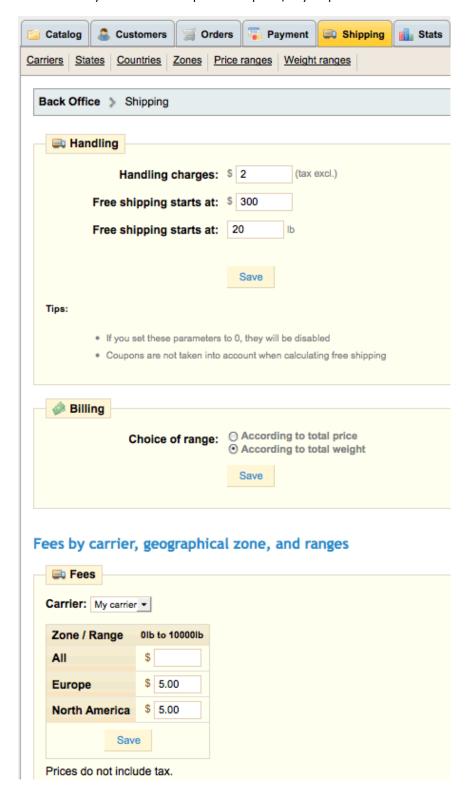
Your voucher will appear in the Payment - Vouchers tab and you can delete or edit it later if you wish.

For customers making large purchases a voucher can be sent for future purchases with an expiration date. This helps promote your store. Delete after customer uses.

## **SHIPPING**

With PrestaShop, shipping can be setup to be calculated in terms of either weight or price.

Most carriers that will ship your goods to your customers use weight as the determining factor, but with PrestaShop, you can alternatively base it on the product's price, if you prefer.





If you are selling virtual (downloadable) products along with physical products the shipping **must be** based on weight.

For the purposes of this section, you will be shown how to set up shipping costs based on weight, but the process based on price is very similar.



Please choose additional Shipping sub-tabs to setup after clicking and editing the Shipping tab.

# Shipping Product Weight

To configure how your online shop will calculate shipping costs based on weight:

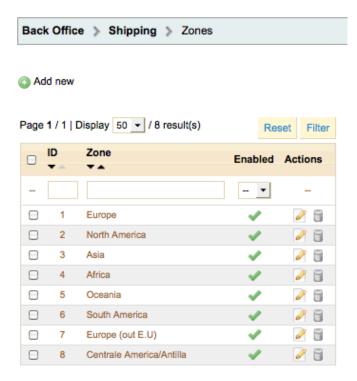
Make sure that you have entered a **weight for each product** on the Back Office (BO) product page (Back Office (BO) → Catalog → Product → Information tab). If a product does not have a weight, then weight-based shipping costs will not work. If you sell "virtual downloadable" products along with "physical" products your shipping must be by weight on all products including the virtual products. It is best to set virtual products at "0" weight and adjust the shipping schedule accordingly.

Also, be sure that you have adjusted the weight, if necessary, for each attribute combination of the product you have created in the Attributes tab (Back Office (BO)  $\rightarrow$  Catalog  $\rightarrow$  Product  $\rightarrow$  Combinations tab).

For example, you might sell a picture frame that comes in 3 colors (Gold, silver, and bronze) and in 3 sizes:

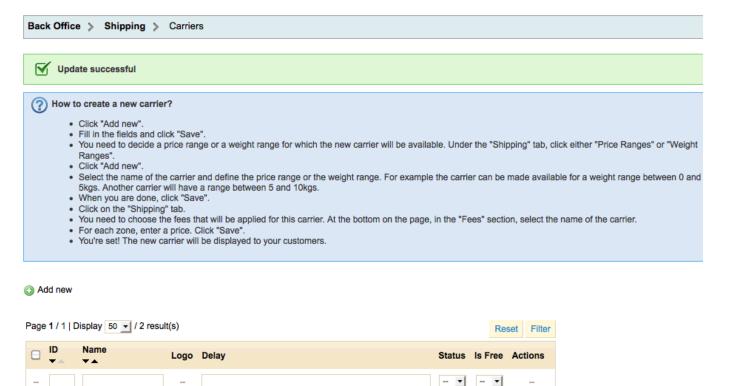
- Small (S), weighing 0.5 lbs
- Medium (M), weighing 1 lbs
- Large (L), weighing 1.5 lbs

Create the different Zones to which you will be delivering if necessary (Back Office (BO) → Shipping → Zones). Each Zone will have a different and unique shipping cost. In our example, USA is our home country and we're shipping to 2 Zones called "Europe" and "US". The zones are setup during installation but if you are setting up a new zone you must set the new zone up first so you can apply country/countries to it and continue with other settings.



### Carriers

(Back Office (BO)  $\rightarrow$  Shipping  $\rightarrow$  Carriers) editing for your particular store and Zone. The carriers must be setup first before setting up any weight ranges. Carriers are setup during installation that you can edit or add new ones.



#### Carrier options

Delete selection

My carrier

Store Pick-up



×

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<u></u>

Once the carriers are setup choose the "default" carrier in "Carrier Options".

Delivery next day!

Pick up in-store

## Add/Edit Carrier

Back Office (BO) → Shipping → Carriers → Click the edit button next to each carrier to edit or make a new carrier.

Carriers			
wy Varriers			
Company:	My carrier *		
	Carrier name displayed during checkout  Nith a value of 0, the carrier name will be replaced by the shop name		
Logo:	o: Browse		
	Upload logo from your computer (.gif, .jpg, .jpeg or .png)		
Transit time:			
	Time taken for product delivery; displayed during checkout		
URL:			
	JRL for the tracking number; type '@' where the tracking number will appear	r	
Zone	☐ Asia ☐ Centrale America/Antilla		
	Europe Europe (out E.U)		
	✓ North America  Oceania		
	South America		
	The zone in which this carrier is to be used		
Group access	☐ ID Group name		
	✓ 1 Default		
	Mark all groups you want to give access to this carrier		
	2 4 2 4		
Status:	Include or exclude carrier from list of carriers on Front Office		
Apply shipping cost:			
	Apply shipping costs and additional shipping costs by products in carrier price		
Tax	No Tax		
Shipping & handling:			
	nclude the shipping & handling costs in carrier price		
Billing:	Default behavior		
	According to total price According to total weight		
Out-of-range behavior:			
Sat S. Jungs Sometion	Out-of-range behavior when none is defined (e.g., when a customer's cart weight is greater than the highest range limit)		
	Save		

### <u>Information to enter for carriers.</u>

#### **Company**

Fill out this field with the name of your carrier and/or a description of the service (for example, you could fill in "PrestaPost—only 500 lbs. and over").

#### Logo

Enter a logo so that your customers can easily choose between different carriers.

#### **Transit time**

This is displayed to customers during checkout. It will help them select their carrier according to the amount of time they can wait to have their product.

#### **URL**

This field must be filled with the tracking URL provided by your carrier. For example, France's Postal Service (La Poste) offers this URL: <a href="http://www.colissimo.fr/portail\_colissimo/suivreResultat.do?parcelnumber=@">http://www.colissimo.fr/portail\_colissimo/suivreResultat.do?parcelnumber=@</a>. When customers select their carrier, they will be sent the URL that you enter into this field, which they can click on in order to track their delivery.

#### Zone

Select the zones to which this carrier transports packages.

#### **Group Access**

Select which groups have access to this carrier

#### **Status**

Include or exclude this carrier.

#### **Apply shipping cost**

Apply shipping costs and additional shipping costs by products in carrier price. If you check to "NOT" apply shipping costs then that carrier will offer "free shipping". If you choose to apply shipping cost then you will continue filling out the rest of the carrier information.

#### Tax

Apply tax if necessary.

#### **Shipping & Handling**

Include or exclude shipping & handling costs in your carrier price.

#### Billing

Choose behaviors for the shipping cost added to the product. The default behavior corresponds to the billing choice on the shipping tab. Other carriers could have different behaviors.

#### **Out-of-range behavior**

In case you have left out a range for an order, you can indicate how the software should react. You have two options:

- 1. If the software doesn't find the range it needs, it will take the largest configuration and apply these conditions.
- 2. Otherwise, it will not offer this carrier because it can't deliver this order.

**Example:** You have set up a weight range from 0 to 10 lbs. Your customer wants to place an order that is 15 lbs. No behavior has been configured. By choosing "**Apply the cost of the highest defined range**," PrestaShop will apply the price conditions that you have set up for orders from 5-10 lbs. If you choose "**Disable carrier**" then this carrier will not be offered to your customer in this case.

### **States**

Back Office (BO) → Shipping → States. The States are setup during installation and can be edited.

The Back Office (BO) → Shipping → States tab shows the North America and South America states and provinces which you can include or exclude at your convenience.

#### Add or Edit a State



### Countries

Back Office (BO) → Shipping → Countries. The Countries are setup during installation and can be edited.

To manage the countries to which you deliver, the process is identical to that of managing States.

To access the list of countries, go to the Back Office (BO) → Shipping → Countries tab and click the "**Add new**" button to create a new country or click the "**edit**" button next to each country to edit.

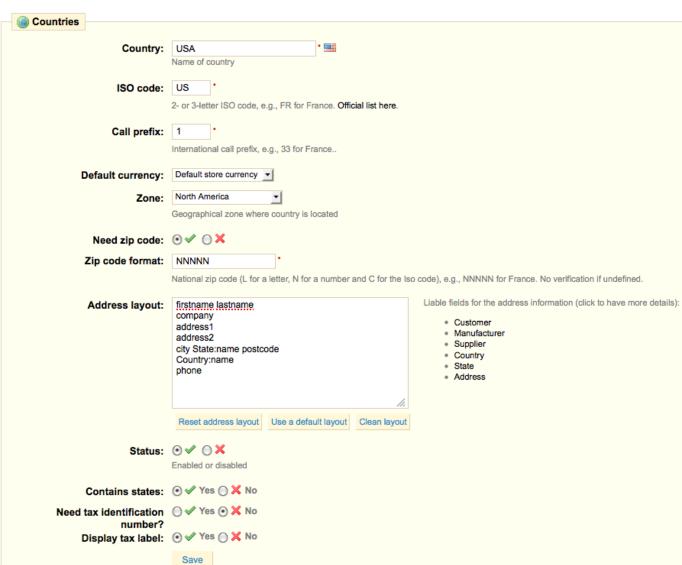


**Tip:** Customers that live in a country or state that has not been assigned to a Zone will not be charged shipping.



In our example, we assign European countries to the "Europe" Zone and the USA, Canada, and Mexico to the "North America" Zone.





- **Country** indicating the name of the country that you would like to add.
- ISO Code click on the "Official list" link to find.
- **Call prefix** the country's prefix.
- **Default currency** usually setup during installation.
- **Zone** the geographical zone to which this country is attached.
- **Need zip code** enabled or disabled.
- Zip code format information under field.
- Address layout applied on the Back Office (BO) → order invoice and Preferences → Contact section plus the
  Customer PDF order invoice, create account page address form, and the edit account page address form. Setting
  State:name instead of just "state" for the USA country will allow the address form to be re-ordered according to the
  USA structure; city, state, zip, country.

- **Status** enabled or disabled. A disabled country will not be proposed when your customer wants to register and create his account.
- Contains States yes or no (applicable to Canada and the US, for example).
- Need Tax Identification Number yes or no.
- **Display tax label** allows the tax label to be added to the cart module when checking out. You also have to check the Payment → Taxes → Display tax in cart to yes to see the tax line.

Once the Countries are setup (during installation) you can change the default zone and edit the countries to any zone.

### Counties

In Shipping → Counties you can add additional counties for taxing purposes.

#### Add Counties for Additional Tax Fees

First a county needs to be added so click the "Add new" and add a county.



- Choose the county
- Choose the state for the county tax
- Name the county
- · Enable the status

Click "Save and stay" and then you will be able to add the zipcode for the county.



Once the county is setup go to the Payment - Taxes tab and setup a new tax with the county name.

After tax is setup go to Payment  $\rightarrow$  Tax Rules and click to edit the state where the county resides. In our example you would click to edit the state Arkansas.

On the edit page click the "North American" zone and USA country.

You will see that the state Arkansas has a plus sign next to it for a drop down menu. The county will be listed here.

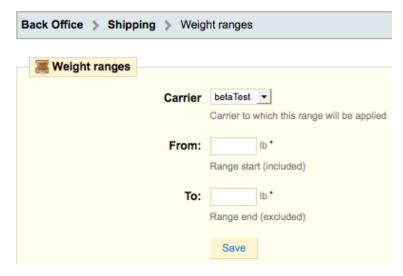


Choose "apply both taxes" for the state Arkansas and the County. This will charge state and county tax for those living in the same.

### Shipping Range Charges

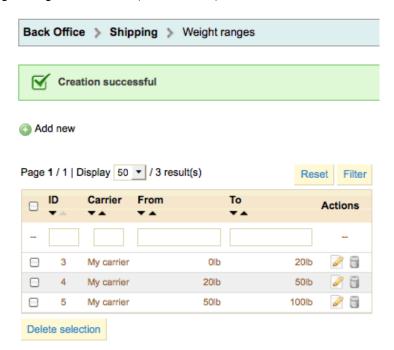
Now we will set up how much we will charge for shipping based on "weight" to the different Zones. The charge for shipping based on "price" is the same setup only under the "Price Ranges" sub-tab. The heavier the package and the farther away the destination, the more the Carrier charges, and so the more we want to charge our customers for shipping.

### Create Weight/Price Ranges

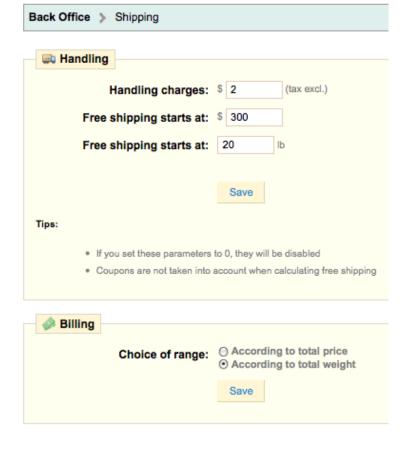


First, we **create the weight ranges** Back Office (BO) → Shipping → Weight ranges.

In our example, the weight range is 0lb - 20lb, 20lb - 50lb, and 50lb - 100lb.



Next, we **assign a shipping cost to each weight range** we've created in the Back Office (BO) → Shipping tab. In our example, to ship using Carrier "My Carrier", we will charge the customer in Europe \$5, \$10, and \$15 for the 3 weights since it costs more to ship to Europe and \$2, \$5, and \$10 for the 3 weights in North America.



### Fees by carrier, geographical zone, and ranges



Set any Handling charges and free shipping if applicable.



**Tip:** You do NOT need to set a price or weight range for a carrier that allows free shipping. The free shipping carrier is set on the Shipping  $\rightarrow$  Carriers page when created or edited.

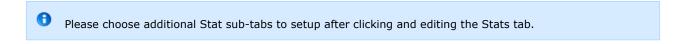
Your shipping costs are now configured.

### **STATS**

All statistic modules that have been installed are displayed in the Navigation list beneath the calendar.

In the Settings sub-tab, you can also customize the Stats tab to fit your needs and resources, change the graph rendering engine, and adjust the database settings.

Use the calendar on the left to select the time period.



### Settings

Set the Graph and Grid Engines.

Set to clean automatically to keep your stats optimized. Settings are never, week, month, and year.



### Search engines

List of search engines to spider your site which can be added to.

#### Referrers

An affiliate referral stat that tracks affiliates for commission based fees. You should have the Modules  $\rightarrow$  Shipping & Logistics  $\rightarrow$  Tracking – Front office v1.0 installed.

Click on the "Help" link for more information.

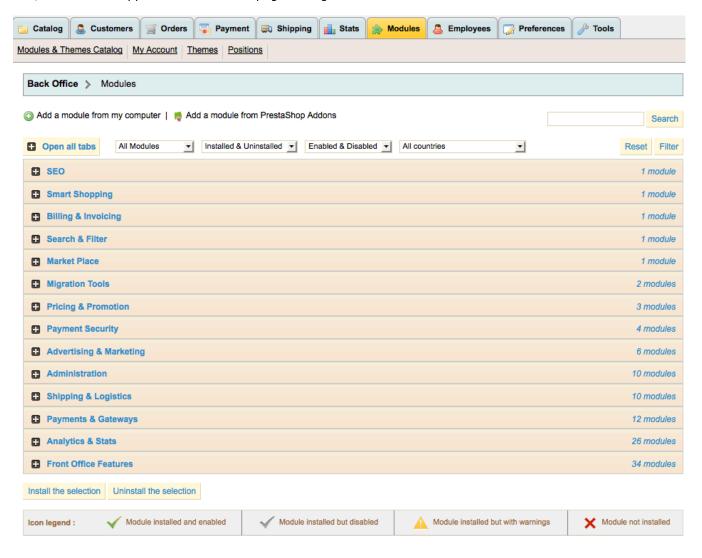
Stats are very detailed and are a wonderful way to help promote your new store! Enjoy!

### **MODULES**

PrestaShop Modules offer modules that can be installed, uninstalled and configured as desired so as to customize and complete your shop. The "Modules" tab gives you access to this list of modules. Search for a module or add a new module from your computer or PrestaShop Addons. The bottom "icon legend" shows:

- · Module installed and enabled
- · Module installed but disabled
- · Module installed but with warnings
- · Module not installed.

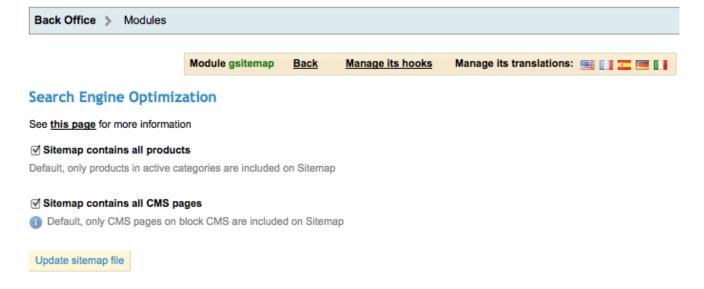
With PrestaShop you can move modules within a section of the page (a "hook") or to different parts of a page, and/or limit their appearance to certain pages using the "Positions" sub-tab.



1 Please choose additional Module sub-tabs to setup after clicking and editing the Modules tab.

## Google sitemap

Generate your Google sitemap file. Once installed click the "Configure" link and check the appropriate fields and click "Update sitemap file".



Generate your Google sitemap file. It is very useful for the optimization of your referencing and the analysis of your shop. After installing the Google sitemap add your store's URL to the bottom of the robots.txt file that was generated under Tools  $\rightarrow$  Generators.

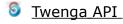
Sitemap: <a href="http://www.domainname.com/sitemap.xml">http://www.domainname.com/sitemap.xml</a> (use your own domain name)

This will point to your sitemap file and allow the search engines to crawl your site.



**Tip:** bing search engine, for example, will throw up an error when reading your robots.txt if the site map url is not there.

## **Smart Shopping**



Export your products to Twenga.com and use the Twenga tracker for customer's order.

### Billing & Invoicing

## European VAT number v1.0

Enable the management of VAT number.

### Search & Filter

## Quick Search block

This module enables you to add a fast search field so your customers will quickly reach the products or information which they seek usually at the top of the store pages in the Front Office (FO).

### Market Place



Open your shop on the eBay market place! eBay module currently works only for eBay.fr.

### Migration Tools

# Importer osCommerce

This module allows you to import from osCommerce to PrestaShop.

# Shop Importer

This module allows you to import your shop from another system into PrestaShop.

### **Pricing & Promotion**

# Birthday Present

Offer your clients birthday presents automatically. Click the "Configure" link after installed to give a voucher for customer's birthday and to develop customer's loyalty.

# Specials block

Adds a block with current product Specials. Click the "Configure" link after installed to show the block or not if no product is available.

# 🕺 Customer loyalty and rewards

Provide a loyalty program to your customers which allows a system of loyalty points depending on the amount the customer spends at your store. Click the "Configure" link after installed to setup.

### Payment Security

# FIA-NET - Système d'Analyse des Commandes

Protégez vous contre la fraude à la carte bancaire sans perturber l'acte d'achat

# PrestaShop Security

Protect your store from fraudulent payments.

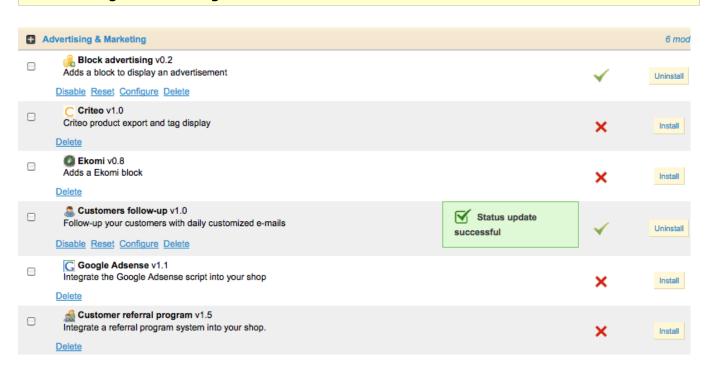
### Secuvad module

Solution struggling against online fraud.

## Trusted Shops Customer Rating

Boost consumer confidence and turn more shoppers into buyers.

## Advertising & Marketing



## Block advertising

Adds a block to display an advertisement. Click the "Configure" link to upload your advertising image and add your advertising link to the image. Then click "Validate".



### C Criteo

Criteo product export and tag display for scalable personalized retargeting.

## Ekomi

Adds a Ekomi block for an independent customer feedback system.

## Customer follow-up

Follow-up your customers with daily customized emails and discounts. Click the "Configure" link to enable your settings for customer emails and statistics.

This module lets you send emails to customers under certain conditions in an attempt to get them to make an order.

- 1. Enabling "1. Canceled carts" option allows you to send a discount voucher valid for the specified number of days whenever a customer adds items to their cart, then leaves the site without making an order.
- 2. Enabling "2. Re-order" option allows you to send a discount voucher to a customer whenever you've accepted a payment from them for an order.
- 3. Enabling "3. Best customers" option allows you to send a discount voucher to a customer whenever they've spent over a certain amount on your website.
- 4. Enabling "4. Bad customers" option allows you to send a discount voucher to customers who haven't made an order for a specified number of days.

On the configuration page, you can see how many customers fit these criteria and how many emails will be sent the next time the script is run. You can run the script manually by entering the URL at the top of the configuration (http://www.yourdomainname.com/modules/followup/cron.php?

You can tick the "Delete outdated discounts during each launch to clean database" box on the configuration page to **delete all generated vouchers that have passed the validity date you specified.** 

### **Customers follow-up**



## Google Adsense

Enhance your traffic financially by integrating the Google Adsense script into your shop. You will need a Google Adsense account. Click the "Configure" link to insert your Google account ID. After updating the ads will appear on your Front Office (FO).

## Customer referral program

Integrate a referral program system into your shop to win new customers from your current customers. Click the "Configure" link to setup.

### Customer referral program

Settings		
	•	ed friend must place to get their voucher: 1
Voucher type:	O Voucher offering a p	percentage    • Voucher offering a fixed amount (by currency)
Dollar	5 \$	
Euro	5 €	
Pound	5 £	
Voucher descr	iption: Referral reward	

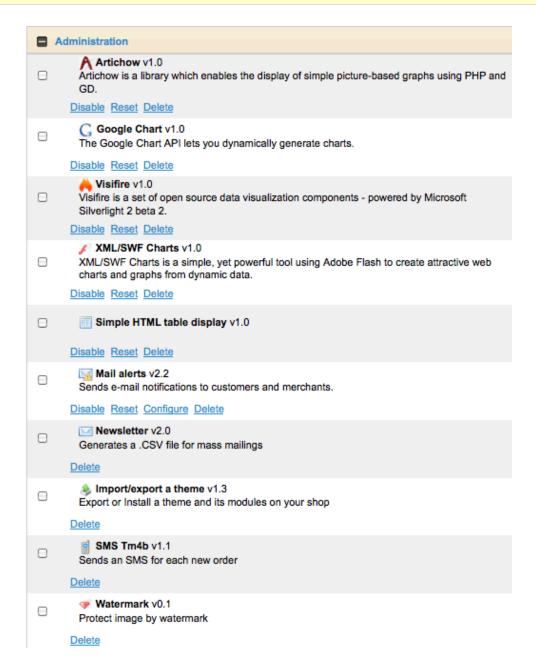
A registered customer must go to the "Referral Program" link in their store account to send referrals.

Your customer can then enter the name and email address of the person he wishes to refer to your site. After he clicks "**Validate**", the persons he entered will receive an email. The "Pending Friends" tab displays to customers which of his referrals made or did not make a purchase after the email was sent. They may choose to resend an email by selecting the name under the "Pending Friends" tab and clicking "**Remind my friend** (s)". Friends will then receive an email inviting them to register and then submit an order.

The last tab, "**Friends I Sponsored**", allows customers to see who, among those to whom he sent a referral message, accepted the referral invitation and ordered an item on the store.

When a referee creates an account, they must indicate the email address of the person who referred them so that they may benefit from the discount.





Install the 5 stats engines so you can see your stats on the stats tab.

# Mail Alerts

The "mailalerts" module sets up the customer and merchant notifications on new orders or when a product is out of stock. Click the "Configure" link after installed to setup.

## **Newsletter**

Generates a .CSV file for mass mailings. There are two sorts for this module.

#### Newsletter

There are two sorts for this module: 1. Persons who have subscribed using the BlockNewsletter block in the front office. This is a list of e-mail addresses of persons who come to your store that do not become customers, but have subscribed to your newsletter. Using the "Export Newsletter Subscribers" below will generate a .CSV file based on the BlockNewsletter subscribers data. 2. Customers that have checked "yes" to receive a newsletter in their customer profile. The "Export Customers" section below filters which customers you want to send a newsletter to. **Export Newsletter Subscribers** Generate a .CSV file based on BlockNewsletter subscribers data.. Export .CSV file **Export customers** Generate a .CSV file from customer account data. Customers' country: All countries Operate a filter on customers' country. Newsletter subscribers : Subscribers Filter newsletter subscribers.

All customers

## Import/export a theme

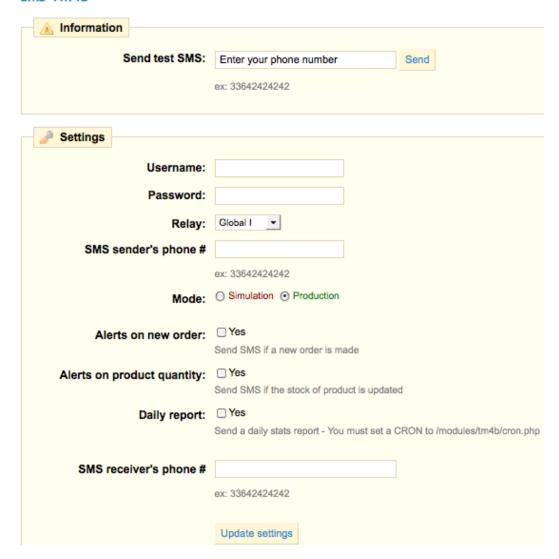
Export or install a theme and its modules on your shop.

Opted-in subscribers :

## SMS TM4b

PrestaShop lets you receive texts with important information concerning your store, such as a new order, a change of stock, or a daily activity report. To use this module click on "**Install**" then "**Configure**".

#### SMS Tm4b

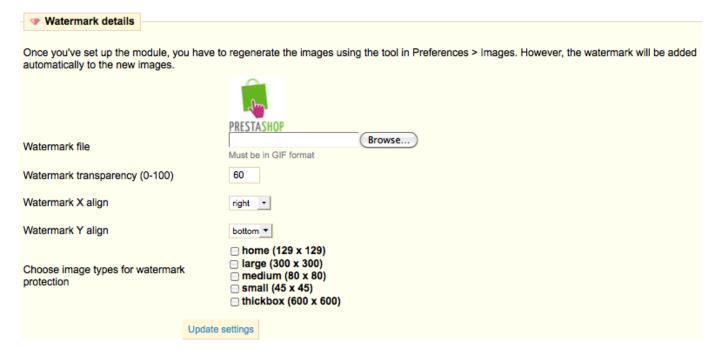


All information that you must enter into the various fields will be provided when you register on the site: <a href="http://www.tm4b.com/">http://www.tm4b.com/</a>

Choose what information you want to receive by text/SMS. For you to receive a daily report set a CRON job in your shop by adding the address /modules/tm4b/cron.php

#### Watermark

A watermark can be added to your store images. This limits your images being posted on the Internet. Click "Configure" after installed to setup.

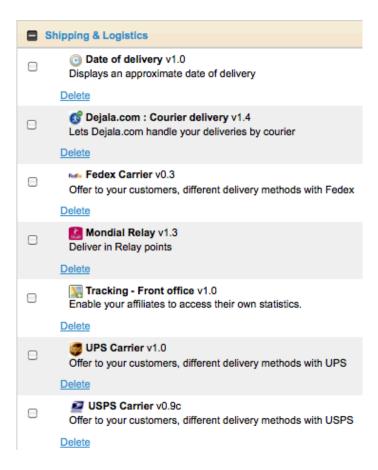


This is the watermark's configuration page.

- 1. First select the image (the 'watermark') that you want to apply to images (the image must be in GIF format).
- 2. Then select the watermark transparency value (100 amounts to a non-transparent image).
- 3. The Watermark X align corresponds to the horizontal axis of where your watermark should appear on each of your images, Left, Medium, or Right. Combine the two axis to choose where to place your watermark.
- 4. The Watermark Y align is the vertical axis of where your watermark should appear on each of your images, top, middle, or bottom. Combine the two axis to choose where to place your watermark.
- 5. Choose image types for watermark protection to be applied. Once you have configured the module click the "Update settings" button. At this stage the configuration is completed but the watermarks are not yet implemented.
- 6. Go to the "Preferences → Images" tab and click "regenerate thumbnails".

After this process a watermark image will appear on the images that you selected listed on the Configure screen.

## Shipping & Logistics



Some of the Shipping & Logistics modules are for other countries and some require an account like Fedex, UPS, and USPS.

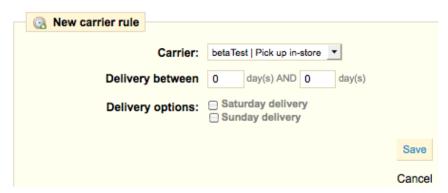
## Shipping Estimation

Module to Compare carrier possibilities before going under the checkout process.

# Date of Delivery

Click the "Configure" link after installed and add a new carrier rule.

### Date of delivery configuration



# 6 Dejala.com : Courier delivery

Lets Dejala.com handle your deliveries by courier.

### Envoimoinscher

Find the best price for your shipment. Compare and order carriers offers at negotiated rates.

### Fedex Carrier

Offer to your customers, different delivery methods with Fedex.

## Mondial Relay

Mondial Relay is a logistics service proposing delivery in "Points Relais". Mondial Relay wants to share and develop with most of online merchants, the quality of its offer and its complete expertise of the logistics process in every levels of their activity, without prerequisites volumes.

# So Colissimo

Offer your customers, different delivery methods with LaPoste.

# Tracking – Front office

Enable your affiliates to access their own statistics.

# UPS Carrier

Offer to your customers, different delivery methods with UPS.

# **USPS** Carrier

Offer to your customers, different delivery methods with USPS.

### Payments & Gateway

### Authorize.net AIM (Advanced Integration Method)

Receive payment with Authorize.net



This module enables you to accept the payments by bank wire. Once the order carried out, the payment remains on standby. You must confirm the order manually as soon as you receive the transfer.

# Cash on delivery (COD)

This module enables you to leave the choice to the customer to pay cash during the delivery.

### 7 CashTicket

CashTicket allows the merchant to accept online payments without transits of bank information. Based on a prepaid coupons system the consumer can use their codes to pay his transactions.

## Cheque v2.3

Module for accepting payments by cheque. If the customer chooses this method of payment, the order will on standby take the statute "Payment". Consequently, you must manually validate the order as of reception of the cheque.

# DIBS

DIBS payment API.

# Google Checkout v1.0

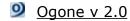
This module makes it possible your customers to use their account <u>Google checkout</u> to carry out their payments and to follow their order.

## Hipay v1.0

Accepts payments by Hipay.

# Moneybookers

Accepts payments by Moneybookers one of Europe's largest online payments systems and among the world's leading eWallet providers, with over nine million account holders. It is used by eBay and other merchant online sellers.



International operator of Internet payment, Ogone integrates perfectly with your information system and consolidates transactions' management from different sales channels (e-commerce, call centers ...) and realized via different payment methods.

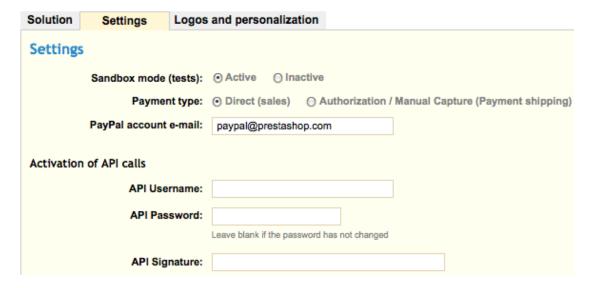
## PayPal

Accepts payments by credit cards (CB, Visa, MasterCard, Amex, Aurore, Cofinoga, 4 stars) with PayPal.

Follow these steps in order to obtain your API authentication information by using an API signature as the authentication mechanism. If you are testing with a virtual account, repeat these steps both on the virtual account and on the real account at the same time. We recommend that you open a separate Web browser session when carrying out this procedure.

- 1. Log in to your PayPal Premier or Business account.
- 2. Click the Profile sub-tab located under the My Account heading.
- 3. Click the API Access link under the Account Information header.
- 4. Click the View API Certificate link in the right column.
- 5. Click the Request API signature radio button on the Request API Credentials page.
- Complete the Request API Credential Request form by clicking the agreement checkbox and clicking Submit.
- 7. Save the values for API Username, Password and Signature (make sure this long character signature is copied).
- 8. Click the Done button after copying your API Username, Password, and Signature.
- 9. This will take you back to the API Access screen where you are finished.

After you have generated this paypalAPI from your paypal account go back to your store admin and click the "Configure" link to setup the Paypal module.



- Settings tab setup your newly created paypalAPI username, password, and signature plus your paypal email. Sandbox will be "Inactive". Save settings.
- Solutions tab choose the payment solution and whether you want to use PayPal Express and save settings.

### PaysafeCard

PaysafeCard allows the merchant to accept online payments without transits of bank information. Based on a prepaid coupons system the consumer can use their codes to pay his transactions.



Once your payment solutions are all setup you will need to click on the "Payment" tab and set the restrictions for all your payment solutions so your customers can shop.

## **Analytics & Stats**

There are a lot of stats you can install and configure to your liking.

The Google Analytics stats integrates the Google Analytics script into your shop. An ID is not generated so you must first register on Google Analytics. Google will give you a tracking Id (ex: UA-1234567-1), copy/paste this Id in the PrestaShop's module and click update. The tracking code will appear automatically on each page.

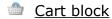
### Front Office Features

Most of the Front Office Features modules are "Configurable" so check after installing to configure them.



### Top seller block

Add a block displaying the shop's top sellers and configure to show or not to show if no product is available.



Adds a block containing the customer's shopping cart of products they have added to their cart.



Adds a block featuring product categories that can be configured to a maximum depth.

## CMS block

Adds a block with several CMS links. After you have created your CMS pages in Tools → CMS, they can be added to as many different blocks as you need and listed in either the right or left column.

## Currency block

Adds a block for selecting a currency by the customer if you have several currencies installed.

# Language block

Adds a block for selecting a language by the customer if you have several languages installed.

## Layered navigation block

Displays a block with layered navigation filters. When installed and customer clicks a category in the Front Office (FO), the "Layered navigation block" will show with check fields next to each category.

# Link block

Post additional direct links towards a specific part of your shop (for example a direct link towards the page of a category which you would wish to propose). You can define the link, the text which will be posted, the title of the block and the manner of sorting your links.

## Manufacturers block

Displays a block of manufacturers/brands you have setup under Catalog  $\rightarrow$  Manufacturers. Display the list with a certain number of items or display a drop down menu of all Manufacturers.

# 8

### My Account block

Displays a block with links relative to user account.

### New Products block

Displays a configurable block featuring newly added products.

### ☑ Newsletter block v1.4

Adds a block for newsletter subscription which will inform your new subscribers of the innovations of your shop. While configuring, you will be able to decide to post the configuration in a new page, the sending of a confirmation email, and can send a welcome voucher code for a discount.

You have 2 signup newsletter options for customers.

- 1. Install this newsletter block v1.4 in the "Modules → Front Office Features" section which will install the module in your Front Office (FO) ... you don't have to be a customer to signup for this one.
- 2. Inside of a customer's account they can check to receive your newsletter ... you have to be a customer for this one.



Adds a block to display all payment logo.

### Permanent links block

Adds a block that displays permanent links such as sitemap, contact, etc.

### RSS feed block

Adds a block displaying an RSS feed. You can configure the title of the block, add a feed URL, and the number of threads displayed.

## Stores block

Displays a block with a link to the store locator.

# Suppliers block

Adds a block displaying suppliers to make it possible to directly find all the products of a supplier. You can configure the number of elements to be posted and if you want to post them in a list and/or a pull-down menu.

## Tags block

Adds a configurable block containing a tag cloud to improve your store's SEO and make visible the most important words of your shop.

## User info block

Adds a block that displays information about the customer.

Viewed products block

Adds a block displaying last-viewed products for your customers. You can configure the number of products to be posted.

### Wishlist block

Adds a block containing the customer's wish list that can be sent to many people. many people.

Once the wishlist module is installed, the Front Office (FO) product page will have a new button, "**Add to my wishlist**." By clicking the button and logging in, your customer can add the products to their wishlist. The customer can always review their wishlist by going directly into the "**My Wishlists**" section of their account.

### N.

### Cross selling

Cross Selling → configure set to "Show the price on the products in the block" will display the price in this module in the Front Office (FO) "Customers who bought this product also bought:" section directly below the product description on products affected.

#### Working example of the Cross Selling Module

Customers who bought this product also bought ...

Working example is:

- 1. You buy 3 "product A" on one order.
  - · You validate this order in the admin with "payment accepted".
  - When you go on product page of "product A: cross selling module does not show.
  - This is correct.
- 2. You buy 2 "product A" and 1 "product B" on **one** order.
  - You validate this order in the admin with payment accepted.
  - When you go on product page of "product A" the cross selling module shows and you can see "product B"
    on the list.
  - When you go on product page of "product B" the cross selling module shows and you can see "product A"
    on the list.
  - This is correct. If one single order has several different products in it the cross selling module activates because of the relationship of one type of product to another different type of product.

### Home text editor

The text editor module for your homepage helps you personalize your home page. Click "Configure" after installed to discover all the fields you can configure. Each field can be edited in additional languages you have installed in your store by clicking the flag next to each field.

The homepage "image" may also be modified. To do this click on "**Browse**" to find the image you want on your computer. Once you are done, click "**Update**." You can now see the new look of your store by going to your homepage.



**Tip:** The homepage is the first image that your visitors experience when they access your store. Remember to make it pleasant and efficient and to update it regularly.

### RSS products feed

Generates a RSS products feed of your shop showing the latest products and making it possible for customers to follow the updates of the site as of the addition of a new product, etc. Regular visitors as well as search engines are very fond of this module.

### FIA-NET Seal of Confidence

Turn your visitors into buyers by creating confidence in your site.

# Featured Products on the homepage

Displays Featured Products in the middle of your homepage.

iAdvize

Offer an interactive live chat to your customers.

LiveZilla

Live support chat. LiveZilla is not a hosted solution, which means that LiveZilla needs to be installed on your local computer (step 1) and on your webserver (step 2) as well. The LiveZilla installation on your webserver is called the LiveZilla Server.

LiveZilla can be downloaded here.

# Product Comments

Allow users to post comment about a product after they have logged into their store account. Once setup, a new tab next to the "more info" tab on the product description page in your Front Office (FO) will appear. Click the "Configure" link to setup after installed.

- Validate
- · Allow guest comments
- Minimum time between comments from the same user
- Moderate Comments
- Add comment criterion/rating You can define several criterions in order to help your customers during their review. For instance: efficiency, lightness, design.

## Products Category

Display products of the same category on the product page.

## Product tooltips

Shows the behavior of the visitors on the product page they are currently on ... last sale and last cart add.

### ReversoForm

Fill Authentication form with ReversoForm.

## Send to a Friend module

Allows customers to send a product link to a friend to share your product knowledge.

### Treepodia

Cover your entire catalog with product videos in 24 hours.

With a few simple mouse clicks, Treepodia enables online retailers to automatically cover all products with dynamic videos in less than 24 hours. These videos allow an increasing traffic and a growth of your conversion rate.

## Modules & themes catalog sub-section

Search for a theme to purchase at the PrestaShop Addons Store and create an account.

#### Positions sub-section

Moving / changing the order of a module display in the Front Office (FO)

To move a module up or down in the order of modules displayed in a section of a page, also known as a "hook":

- 1. Go to Back Office (BO) → Modules
- 2. Click Positions.
- 3. In the list of hooks, drag the up or down arrow icons to change the module's display order or positioning in the Front Office (FO).

### <u>Transplanting a module</u>

For most modules, transplantation can easily be done directly via the Back Office (BO). Certain modules require altering the code in order to transplant the module.

#### Transplanting a module via the Back Office (BO)

- 1. Go to Back Office (BO) → Modules
- 2. Click the **Positions sub-section**
- 3. Click **Transplant a module**.
- 4. In the Module drop-down list, select the module you want to transplant.
- 5. In the Hook Into drop-down list, select where you want to transplant the module to.
- 6. In the Exceptions field, type the name of the file(s) of the pages in which you do not want the module to appear.
- 7. Click Save.

#### Transplanting a module by modifying the code

Certain modules are not transplantable into other page sections because they lack the necessary code. For example, the Quick Search block contains templates for both column display and header display. On the other hand, the Currencies block only has one template file which only pertains to the header section.

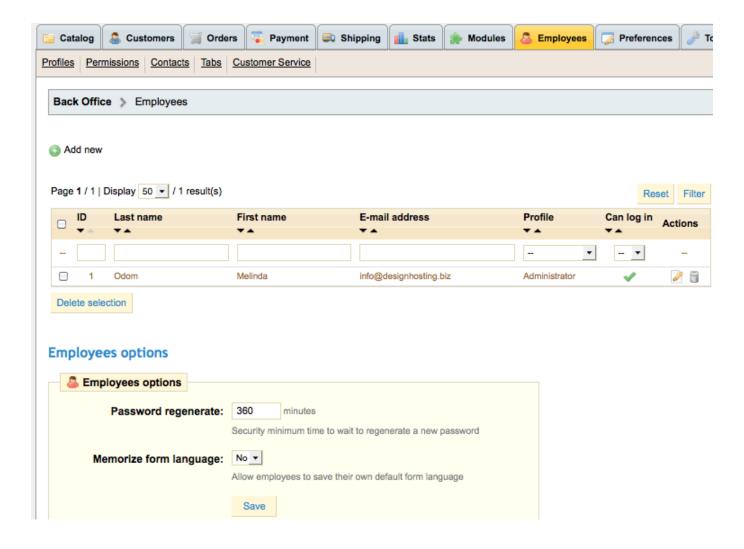
If you want to display certain modules like the Currencies block in either the left or right column, you'll have to modify its template files. Likewise, the default Featured Products block can only be placed in the center content section of the main page. If you want to move it to a column, you'll have to do the customization yourself.

If you want to customize the transplantation of a module on a hook, you must create the PHP function in this module for the hook.

For example, for the Currency block, this function exists: function hookTop(\$params). To transplant the Currency block into the right column, you need to create: function hookRightColumn(\$params)

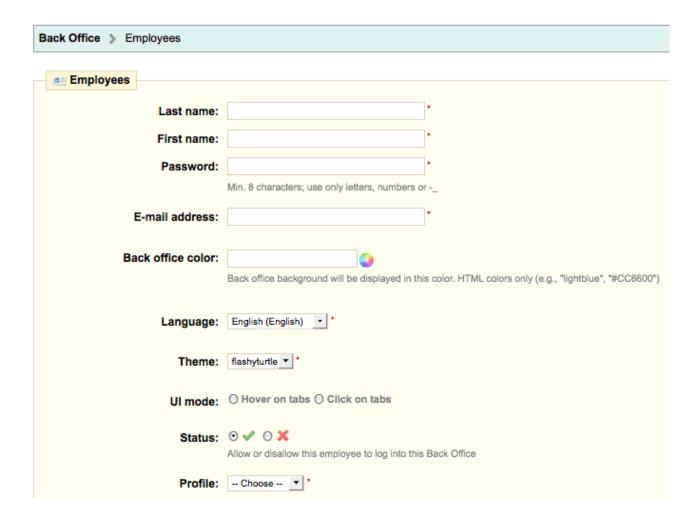
## **EMPLOYEES**

The Employees tab lists all the employees you have created to access your store admin.



Set the Employees options from password regeneration and memorize from language.

### Add/Edit New Employee



Employees have several admin themes to choose from along with setting a background color, hover on tabs, and choose a profile for admin access. To change a theme after setup, click on the Employees tab, click to edit the employee or you can click on the head graphic next to the Quick access drop down box at the very top.



Please choose additional Employee sub-tabs to setup after clicking and editing the Employees tab.

### **Profiles**

The Administrator profile is default to PrestaShop and cannot be deleted or the permissions modified. Create other types of PrestaShop Back Office (BO) users (e.g., Sales clerk, Inventory manager, etc.) as needed.

### **Permissions**

Choose an Employee Profile from the drop down menu and check which functions they have access to in the Back Office (BO) functions, and if they can view, add, edit, and/or delete information.

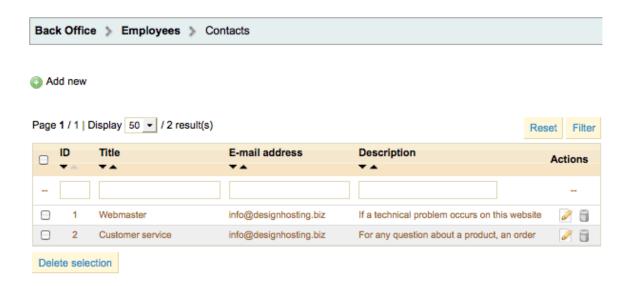
## **Tabs**

Tabs are listings of all the admin tabs and sub-tabs.

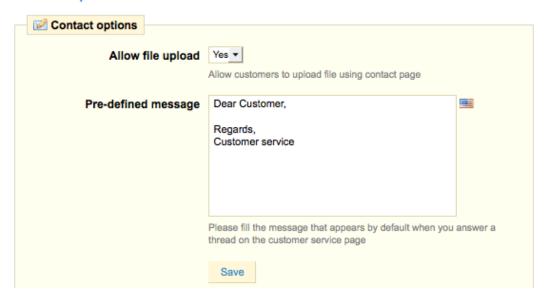
These can be moved to different locations or new ones can be added.

## Contacts

Create and manage Contacts to whom emails are sent from the Front Office (FO) Contact us form.



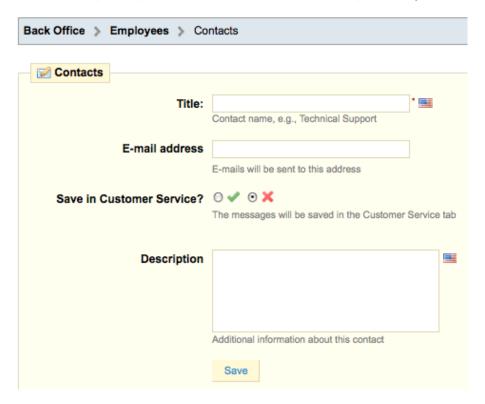
## **Contact options**



You can allow a customer to upload a file.

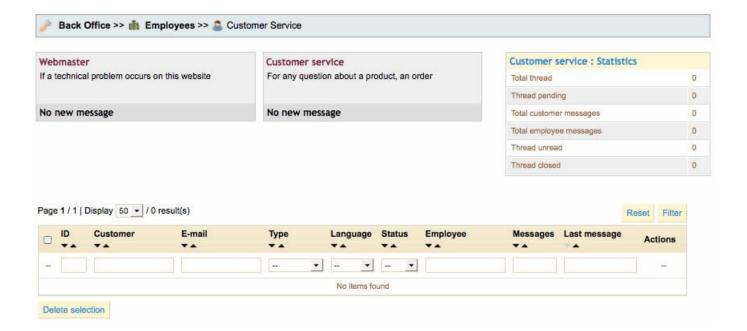
## Add/Edit a Contact

Edit contact information as title, email, save to list in customer service tab, & description.



## **Customer Service**

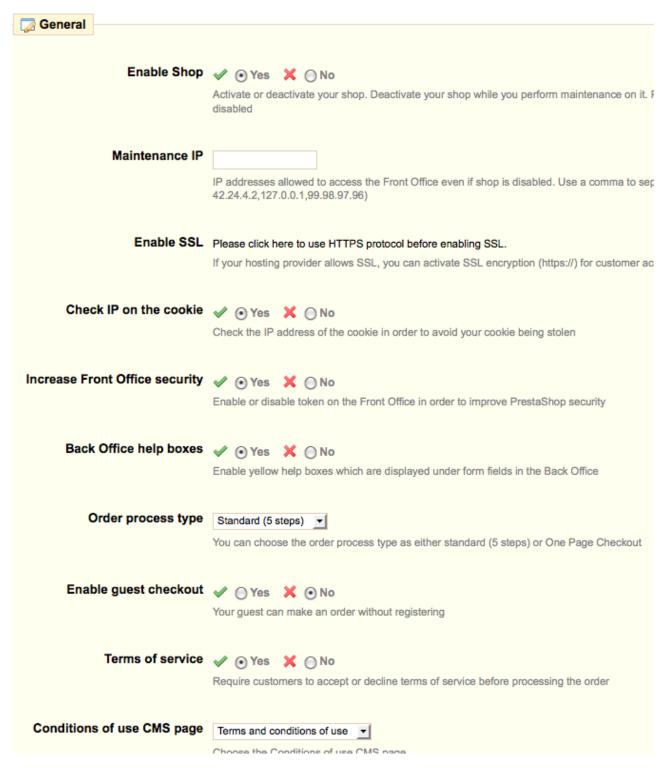
The Customer Service section allows customer emails from the contact us form in the Front Office (FO) to be logged. The store owner can then reply to this customer response, forward to another employee, and set different statuses to answer later if needed.



### **PREFERENCES**

Set your preferences for both the Back Office (BO) and Front Office (FO), including enabling shop or disabling for maintenance, maintenance IP, enabling ssl, back office help boxes, terms of service, offer gift-wrapping, gift-wrapping price, gift-wrapping tax, offer recycling, cart display at login, and timezone among others.

The Preferences Tab lists several general settings for your store. Please study the use of each of these as they are very important in configuring how your store works.



#### They include:

1. Enable Shop - Activate or deactivate your shop. Deactivate your shop while you perform maintenance on it.



Tip: If you disable your store and want to change the text afterwards, first set the default theme on the Preferences → Appearance page. Then go to Tools → Translations, choose the Front Office in the Translations drop down box, and the flag of the country you are translating. Go to the "Maintenance" listing and change its text. The translation is for the default theme only.

- 2. Maintenance IP IP addresses allowed to access the Front Office even if shop is disabled. Use coma to separate them (e.g., 42.24.4.2,127.0.0.1,99.98.97.96). If you don't know your IP address go to www.whatismyip.com and it will show at the top of the page.
- 3. Enable SSL If your hosting provider allows SSL, you can activate SSL encryption (https://) for customer account identification and order processing.
- 4. Check IP on the cookie Check the IP address of the cookie in order to avoid your cookie being stolen.
- 5. Increase Front Office Security Enable or disable token on the Front Office in order to improve PrestaShop security.
- 6. Back Office help boxes Enable yellow help information boxes which are displayed under form fields in the Back Office.
- 7. Order process type Standard (5 steps) or One page checkout.
- 8. Enable guest checkout Guest can make an order without registering.
- 9. Terms of service Require customers to accept (yes) or decline (no) terms of service before processing the order.
- 10. Conditions of use CMS page Choose the "Conditions of use" CMS page for the "Terms of service" requirement if enabled. This page must already be setup in Tools → CMS.
- 11. Offer gift-wrapping Suggest gift-wrapping to customer and possibility of leaving a message.
- 12. Gift-wrapping price Set a price for gift-wrapping if enabled.
- 13. Gift-wrapping tax Set a tax for gift-wrapping if "Offer gift-wrapping" is enabled.
- 14. Attachment maximum size Set the maximum size of attachment files (in MegaBytes).
- 15. Offer recycled packaging Suggest recycled packaging to customer.
- 16. Cart re-display at login After customer logs in, recall and display contents of his/her last shopping cart.
- 17. Round mode You can choose the rounding of prices, rounding always superior, inferior or classical rounding. Most leave this on "classical" rounding.

- 18. Automatically check updates to modules New modules and updates are displayed on the modules page.
- 19. Hide optimization tips Hide optimization tips on the Back Office (BO) homepage.
- 20. Display suppliers and manufacturers Display manufacturers and suppliers list even if corresponding blocks are disabled.
- 21. Use Smarty 2 instead of 3 this is unsupported from PrestaShop v1.5 and forward.
- 22. Timezone This is usually chosen during installation.
- 0

Please choose additional Preference sub-tabs to setup after clicking and editing the Preferences tab.

## Adding Comodo SSL Certificates

After setting Admin → Preferences → "Enable SSL" to "Yes" there are several ways to add a Comodo "live" ssl certificates with the trust logo to your Front Office (FO) pages.

Put the Comodo graphic in your themes/\*/img folder or in another folder of your choice and upload.

#### Add Comodo SSL to Left Menu

To add the Comodo ssl certificate with the trust logo to the left menu open the themes/\*/header.tpl file. Add as shown below.

You can put a css style on the <div> tag for the certificate if you want more spacing.

## Add Comodo SSL to Right Menu

To add the Comodo ssl certificate with the trust logo to the right menu open the themes/\*/footer.tpl file. Add as shown below.

It may be necessary to set the admin → Preferences → Performance → Force compile to "yes" to see the certificate in the Front Office (FO) but afterwards set Force compile back to "no".

## Add Comodo SSL to blockpaymentlogo module

In modules  $\rightarrow$  blockpaymentlogo  $\rightarrow$  blockpaymentlogo.tpl file add this javascript and change the domain path to your Comodo graphic.

The blockpaymentlogo.tpl file should look like this:

As long as the Preferences → Performance → Force compile is set to true the image will show; otherwise, it may not show. Set Force compile back to "No" after the new graphic shows for a production environment.

The Comodo "live" trust certificate will be attached along with the other blockpaymentlogos when you install the Module → Front Office Features → Block payment logo module.

### Add Comodo SSL Corner Trust Logo

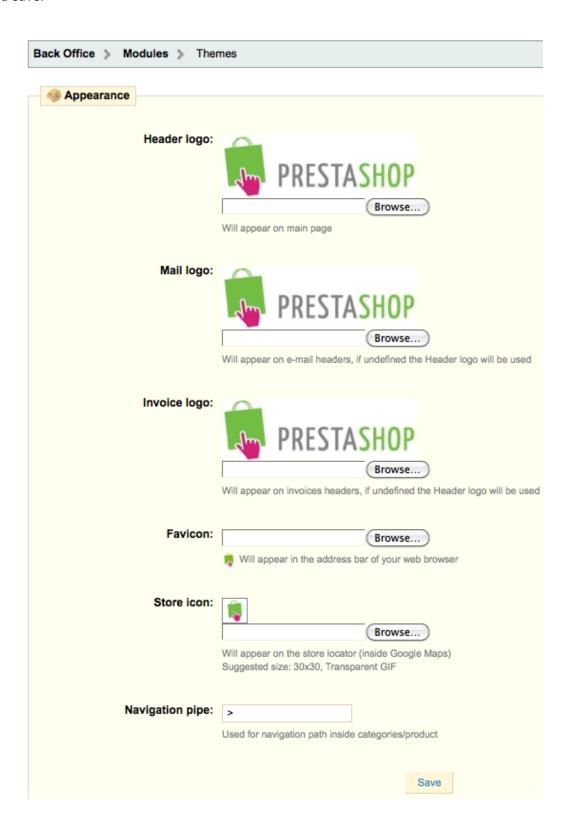
Adding the Comodo Corner Trust Logo is a different code but it goes in the same places. The logo will always show on the corner of the right side regardless of where you put the code.

## **Contact Information**

Contact details such as shop name, shop email, business registration, shop address, city, state, zip, country, phone, email, registration, and fax need to be setup for your customer's to know your store's location. The information filled out appears at different locations in your store, such as emails sent from your store as well as on the invoices.

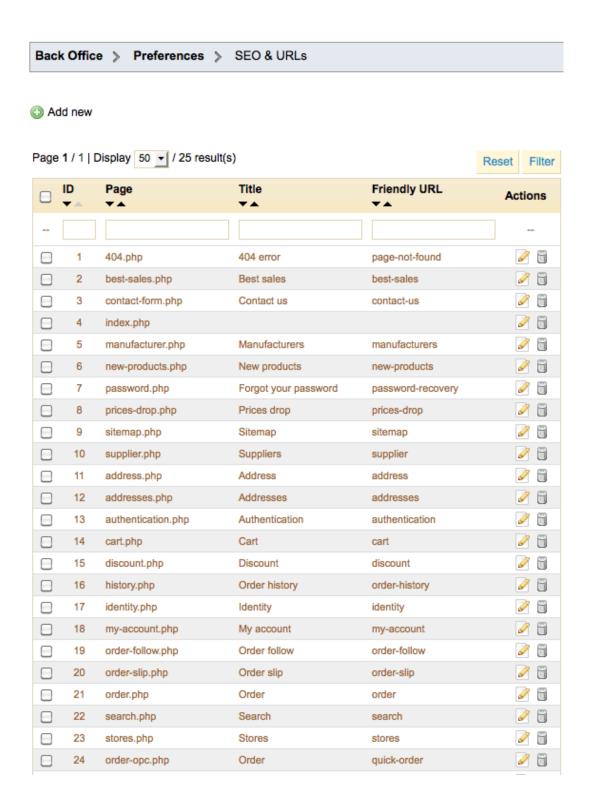
Back Office > Preferences > Contact Information				
Control details				
Contact details				
Shop name:	•			
	Displayed in e-mails and page titles			
Shop address line 1:				
Address line 2				
City:				
Oity.				
State:	Choose your state (if applicable)			
Post/Zip code:				
Country:	Choose your country			
Phone:				
Shop e-mail:	•			
	Displayed in e-mails sent to customers			
Registration:				
	Shop registration information (e.g., SIRET or RCS)			
Fax:				

To personalize your logos select your header logo, mail logo, invoice logo, favicon (browser window graphic next to url 32x32 pixels), store icon, and navigation pipe. If you just set the header logo it will apply to both the mail and invoice logos unless these are set to other graphics. Set your default theme if you have more than one theme and save.



## SEO & URLs

Meta-Tags to change the meta information for 404.php, best-sales.php, contact-form.php, index.php, manufacturers.php, new-products.php, password.php, prices-drop.php, sitemap.php, supplier.php and more. These are setup during installation and should be edited for your meta-tags.

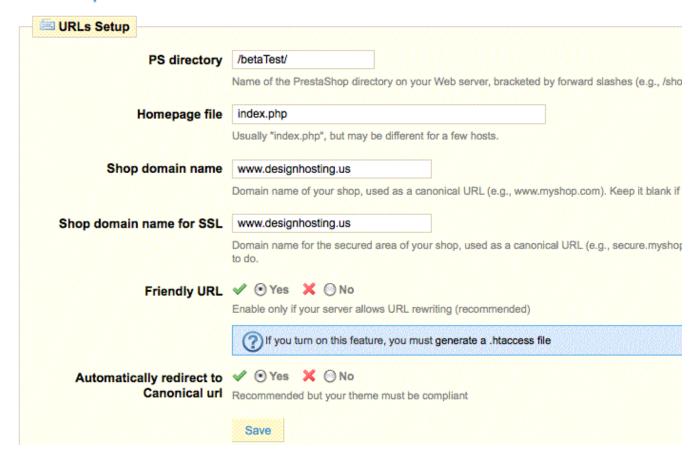


#### **URLs Setup**

Friendly URL – Improves the SEO of your store. Enable only if your server allows URL rewriting (recommended). If you turn on this feature, you must generate a .htaccess file in Tools → Generators.

Set the Friendly URL to yes and then go to Tools  $\rightarrow$  Generators and automatically generate the .htaccess and robots.txt files. They will both be automatically generated.

### **URLs Setup**

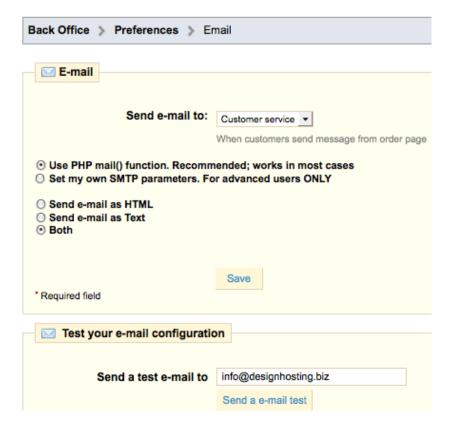


Choose how your products are displayed in the Front Office (FO). This is self-explanatory.

Back Office > Preferences > Products			
<b>Products</b>			
Catalog mode:	✓ Yes  X   O No  When active, all features for shopping will be disabled		
Allow ordering out-of-stock product:	✓ Yes  X   No  Add to cart button is hidden when product is unavailable  Output  Description:  Output  De		
Enable stock management:	✓ ⊙ Yes 🗶 ⊙ No •		
Display available quantities on product page:	✓ ⊙ Yes 🗶 ○ No •		
Enable JqZoom instead of Thickbox on product page:	✓ O Yes 🗶 ⊙ No '		
Display unavailable product attributes on product page:	✓ ⊙ Yes 🗶 ⊙ No •		
Display "add to cart" button when product has attributes:	✓ Yes   ✓ No  Display or hide the "add to cart" button on category pages for		
Max items in the comparator:	3 Set to 0 to disable this feature		
Minimum purchase total required in order to validate order:	\$ 0 (tax excl.) Set to 0 to disable this feature		
Display last quantities when qty is lower than:	3 Set to 0 to disable this feature		
Number of days during which the product is considered 'new':	20		
Re-direction after adding	O previous page		

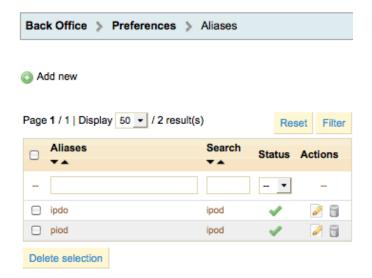
### E-mail

Determine how e-mails are sent by the Back Office (BO) (via the PHPmail() function or via an SMTP server).



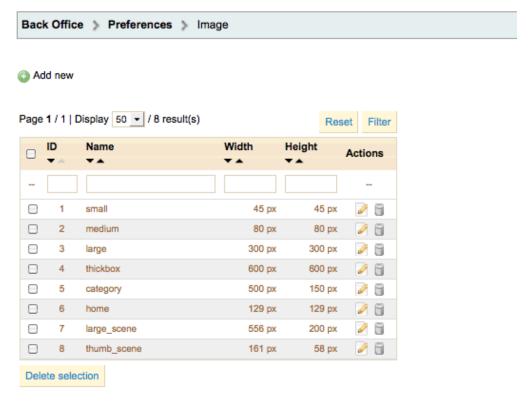
#### **Aliases**

Aliases allow the store owner to add misspelled words of a product name as an alias to the correct spelling so if a customer misspells a word in a search in your store they will be directed to the correct product.



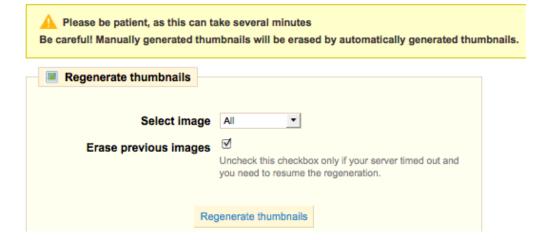
## **Image**

Customize the different sizes used by PrestaShop to display your images, and regenerate all your thumbnails.



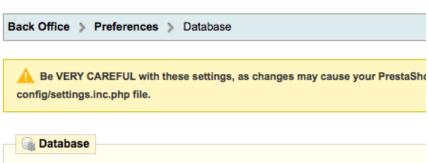
## Regenerate thumbnails

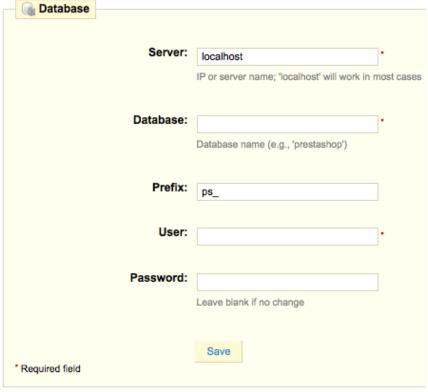
Regenerates thumbnails for all existing product images.



### **Database**

Connection settings between PrestaShop and its MySQL database. The MySQL Engine can use either InnoDB or the MySQL engine for the tables.

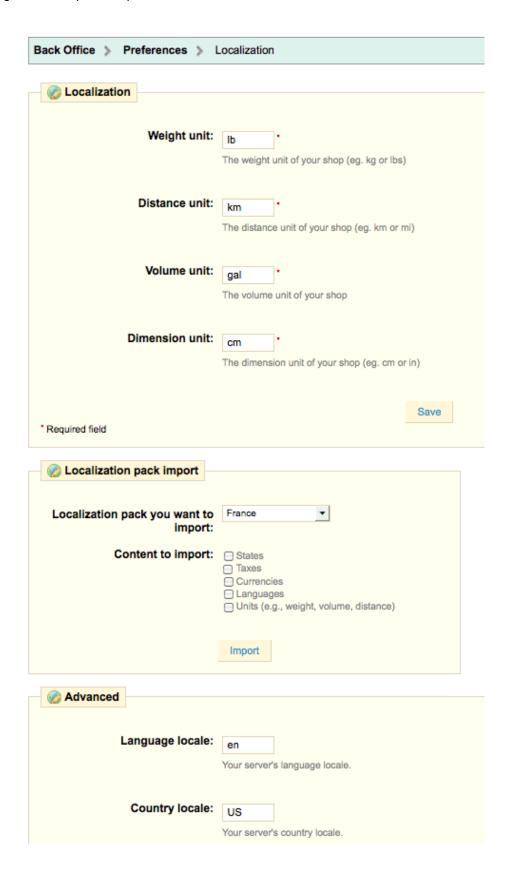




MySQL Engine		
	Table	Table Engine
	ps_access	InnoDB
	ps_accessory	InnoDB

## Localization

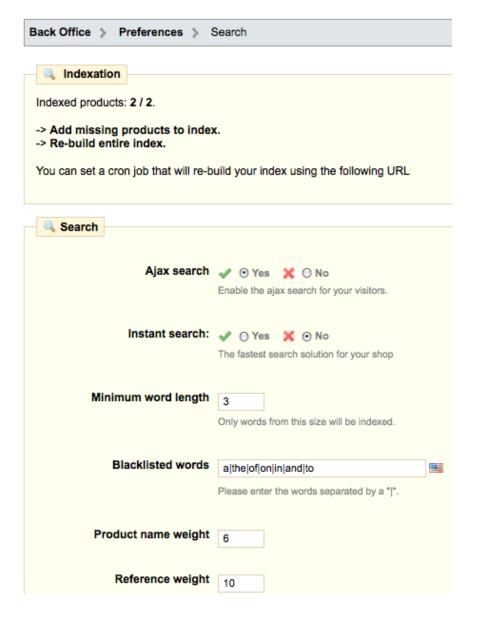
Setup your store's weight unit, distance unit, volume unit, and dimension unit and save. A localization pack for another language can always be imported.



## Search

Add search options with weight to each product section and indexing options to add missing products to the index and/or to re-build the entire index. Click to "Re-build entire index" after you have added additional products or if your site search is not showing all your search word products in the Front Office (FO).

The fastest search solution for your shop is the "Instant search" under Preferences → Search. When the "Instant search" is enabled the search in the front office will go to a product listing of all products as a name is typed in the search box that have the search word in them instead of a search drop down menu as the customer searches in the Front Office (FO).



## **Smarty**

#### Force compile

This forces Smarty to (re)compile templates on every invocation. This is handy for development and debugging. It should never be used in a production environment.

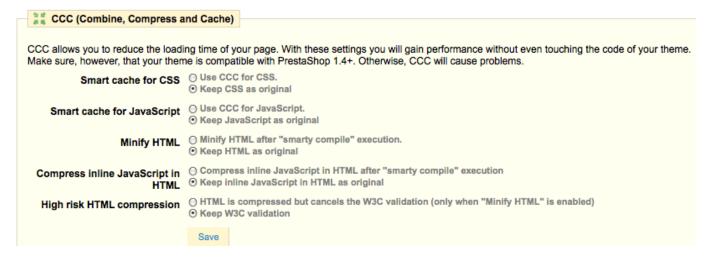
#### Cache

Should be enabled except for debugging.



### CCC (Combine, Compress and Cache)

CCC allows you to reduce the loading time of your page. With these settings you will gain performance without even touching the code of your theme. Make sure, however, that your theme is compatible with PrestaShop 1.4+. Otherwise, CCC will cause problems.



## Media Servers (used only with CCC)

You have to put another domain or subdomain in order to use cookieless static content.

Media servers 1, 2, and 3 are additional servers, (e.g., myshop-media-server-1.com) to put your images, CSS and Javascript on another server for performance reasons (load balancing). The only thing the media servers option does is randomly choose one of the specified media servers each time a CSS or JS file or image is requested, so if you view the source code of your page, you will see different URLs instead of just the one used for all.

It's possible to use this system on the same server with sub-domains. It allows to override the download limit for each domain name from the browser. Browsers seem to limit the number of parallel download for each domain name (usually 2 or 4). Having sub-domains apparently allows the increase the number of parallel download.

If you do not have another domain, leave these fields blank.



## Ciphering

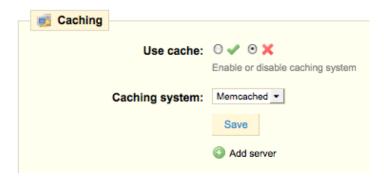
PHP setting to improve performance. Mcrypt is faster than our custom BlowFish class, but requires the PHP extension "mcrypt". If you change this configuration, all cookies will be reset.

Check with your host to see if the php extension "mcrypt" is installed.



## Caching

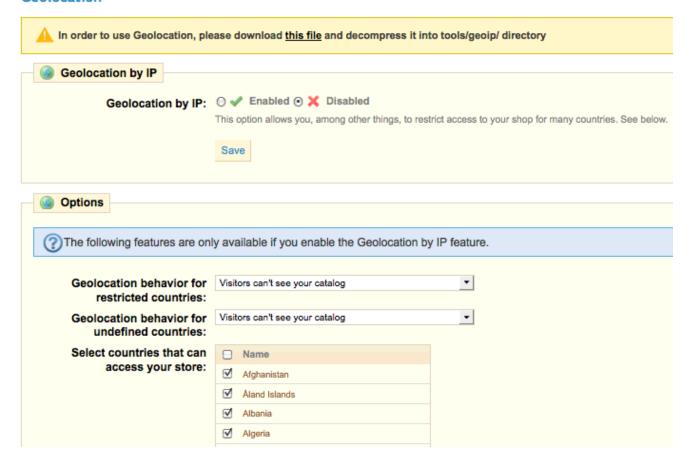
The caching systems have to be installed on the hosting server you are hosting your files on so please check with your host. Memcache improves the performance of database resource exchanges.



## Geolocation

Checks your visitors' origin only if you have installed Modules → Analytics & Stats → Geolocation module.

#### Geolocation



IP's can be added to the Whitelist section to allow sites to access your store forever.



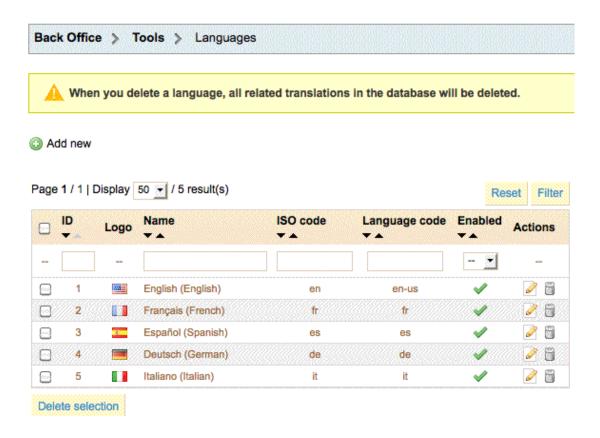
## **TOOLS**

Several tools are available to manage your shop.



Please choose additional Tool sub-tabs to setup after clicking on the Tools tab.

## Languages



A listing of all languages to be made available to customers of your Front Office (FO).

Activating or deactivating a language is easy.

- 1. Go to Back Office (BO) → Tools → Languages
- 2. In the Enabled column, click to activate or to deactivate a language ... this will turn the language off without deleting it from the database.

## Translations

Modify, export, or duplicate installed languages, or import a new language file.

### **Modify Translations**

All translations are word searchable and editable in PrestaShop. When some words in your shop don't work well, you can modify them in several languages.

Click on the drop down menu under "**Modify translations**" so that you can choose which translation category you will replace.

You then have 7 possibilities.

- 1. Front Office Translations to translate all text visible to your customers about your shop.
- 2. Back Office Translation to translate all the texts accessible from your store's admin panel.
- 3. Error message Translations to make changes on the error message translations that may appear.
- 4. Fields Names Translations to change the name of the field in the front office or back office.
- 5. Module Translations to translate all the terms used by the modules.
- 6. PDF Translations: Change the translations of the terms of your PDF files.
- 7. Mail Translations

Once you have selected from the drop down menu where you want to make changes, click the flag for the language you want to change. Once this is done a page showing the translations of the selected item appears. Many fields appear.

To simplify your search, use the search function of your browser.

- On Windows use "Ctrl + F"
- Mac "Command + F".

Change the word or phrase you want and click "**Update Translations**" at the bottom of page to save your settings.

#### Add / Update a Language

Languages can be added or updated directly from PrestaShop. If you choose to update an existing language pack, all your previous customization in the theme named prestashop will be lost. This includes Front Office (FO) expressions and default mails.

## Import a Language Pack

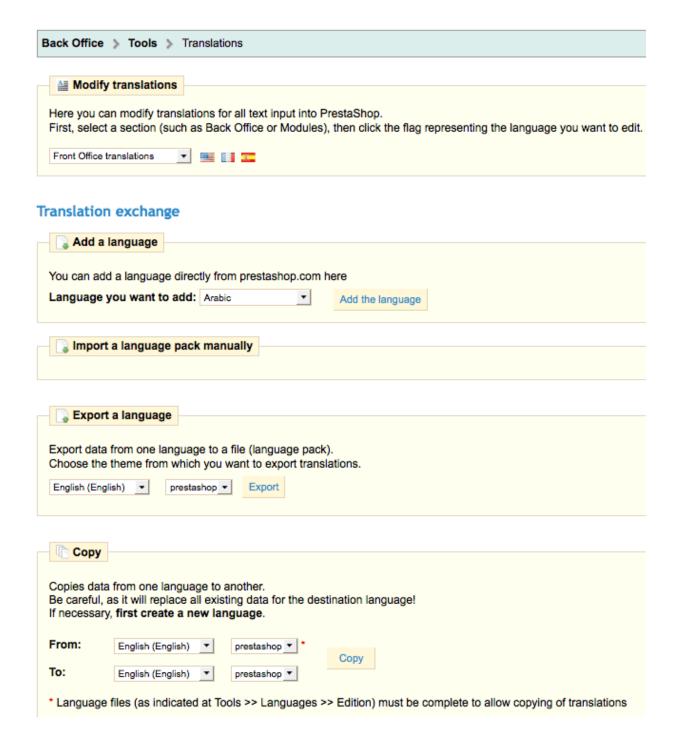
If the name format is: isocode.gzip (e.g. en.gzip) and the language corresponding to this package does not exist, it will automatically be created. Be careful, as it will replace all existing data for the destination language!

#### Export a Language

Export data from one language to a file (language pack). Choose the theme from which you want to export translations.

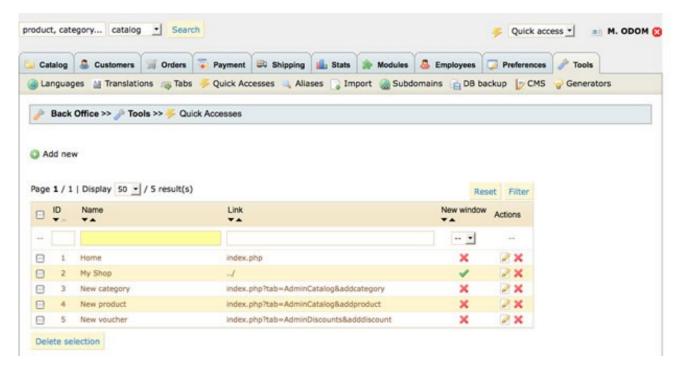
### Copy a Language

Copies data from one language to another. Be careful, as it will replace all existing data for the destination language! If necessary, **first create a new language**.



## **Quick Access**

Quick Access are links to various admin pages and the Front Office (FO) for easy access. These are located in the top right corner of the store admin after logging in. New links can be added. The link path can be found by clicking on a tab to link and look at the url comparing to the other access links setup.



## **Import**

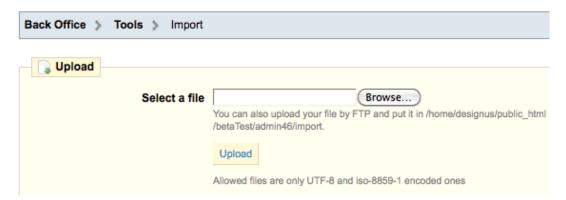
You can import product data into PrestaShop by using the Import tool (also known as a "bulk lister").

### To import product data:

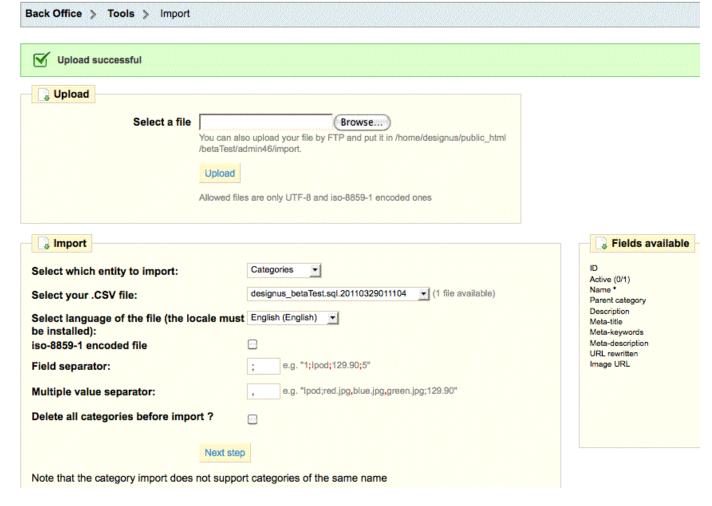
Open your .CSV file in any text editor software to identify the column separator used. In many cases this is a ;, but it can be almost any character, for example, , or :.

For example: In your .CSV file, one line of data reads:

050-D821, Superman T-shirt, Red and white on a blue background, 10.00, 100



In Back Office (BO)  $\rightarrow$  Tools  $\rightarrow$  Import browse to select the .CSV from your hard drive or network drive and upload.



Once this .CSV file is uploaded you will select which database table to import by selecting one in the "select which entity to import" drop down box. Depending on which table you choose to import the "Fields available" will be shown to the right for that particular table.

You can import:

- Categories
- Products
- Combinations
- Customers
- Addresses
- Manufacturers
- Suppliers

In the Column separator: field, type the character used to separate values in the .CSV file you will be importing. This usually already has the values in it.

Check to delete all categories before importing if necessary.

Click Next Step.

On the next page, the ten first lines of your file are displayed to help you to set up the import. Select from the drop-down list above each column the value you want to attribute to the corresponding value.



**Tip:** You must designate at least one column as "Name" and data to be imported as "Price" and "Quantity" can only contain numbers (no currency symbols allowed).

To delete (ignore) a column, select **Ignore this column** in its drop-down list.

Click Import .CSV data.



**Tip:** Imported products are added to your current product database. *No existing products are deleted.* This means that you can successively add .CSV files if desired.

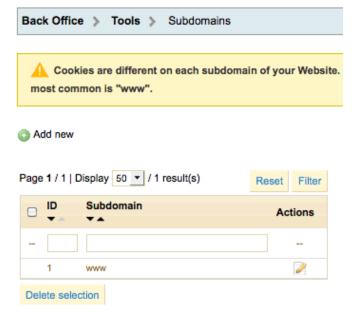
### **Importing Combinations**

Combinations can only be imported from a separate .CSV file.

Groups and attributes will be added automatically if they do not already exist.

# Subdomains

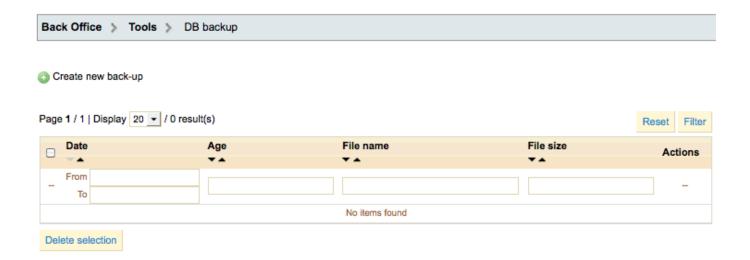
Add sub-domains used for your shop. Cookies are different on each subdomain of your Website.



## DB Backup

Create backups of your store database. Click to create new backup and on the next page a download is available (You can now **download the back-up file**). Always backup your store database on a regular basis especially after adding products or making other changes in your store admin.

This file is located in the admin → backups of your files.



## **Backup option**



## **CMS**

Add pages to your Front Office (FO) Information module using the content management system (CMS). Click to add a new page or edit an already existing page.

CMS pages are sorted by grabbing the up or down arrow with your mouse in the "Position" column next to each category listing and dragging up or down. This automatically changes the order in the Front Office (FO).



After these pages are created and ordered they need to be enabled in the Modules tab → Front Office Features → CMS block. Click the "Configure" link on this module to add CMS pages to the Footer and/or one of the column modules you have setup.

## htaccess file generation

This tool automatically generates a ".htaccess" file that will grant you the possibility to do URL rewriting and to catch 404 errors and can ONLY be used if you are hosted by an Apache web server. It will also improve cache and compression.



If you do not have the "Friendly URL" in Preferences → SEO & URLs enabled when generating the ".htaccess" file, this feature won't be available.

## Specific configuration

This information is from Presto-Changeo so please refer to this site for more information than what is listed below ... great seo stuff!

#### Pick a default URL

Search engines see www.your\_site.com and your\_site.com as two different URLs.

If they find links to both versions, they think it is duplicate data and penalize your ranking.

You should pick a default URL (with www or without), and make sure one redirects to the other.

You can do this by adding one of the following to your /.htaccess file via the "Specific configuration" field.

### Redirect your\_site.com to www.yoursite.com



**Tip:** RewriteEngine on (ONLY if it's not already there)

Add these two listings and save.

RewriteCond %{HTTP\_HOST} ^your\_site.com

RewriteRule ^(.\*)\$ http://www.yoursite.com/\$1 [R=301,L]

### Redirect www.your\_site.com to your\_site.com

Add these two listings and save.

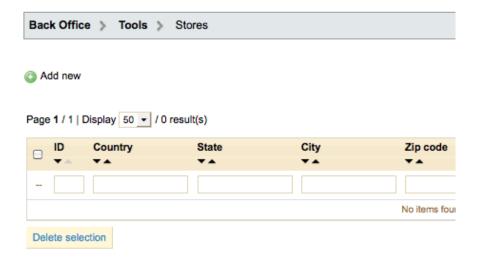
RewriteCond %{HTTP\_HOST} ^www.your\_site.com\$ [NC]

RewriteRule ^(.\*)\$ http://your\_site.com/\$1 [R=301,L]

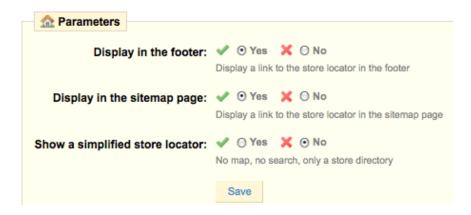
#### Robots file generation

This tool automatically generates a "robots.txt" file that will grant you the possibility to deny access to search engines for some pages.

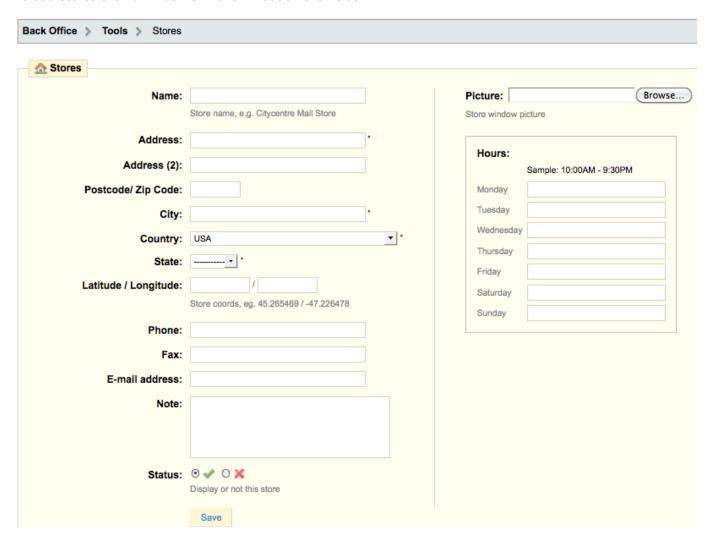
Additional stores in an area are added here along with display parameters.



#### **Parameters**



To add stores click on "Add new" and fill out all the fields.



The stores are displayed in different areas of your Front Office (FO) after you have installed the Stores block ... Modules  $\rightarrow$  Front Office Features  $\rightarrow$  Stores block.

You can edit the Modules → Front Office Features → CMS block to show the "Stores" link at the end of that block.

The icon representing your store in Google Maps can be changed in Preferences -> Appearance sub-tab.

# Configuration Information

Information about your hosting server configuration and configuration checks.



## Webservice

Web services are increasingly present in all areas of computing, and are essential to the ongoing evolution of the web, and therefore essential to e-commerce as well.

Previously, there were two ways to reach shops' information:

- 1. Front-Office for customers
- 2. Back-Office for merchants.

The 1.4 version offers you a third option called the Webservice.

When applied to PrestaShop, web services enable developers, whether familiar or not to developing with PrestaShop, to remotely retrieve and send information to the store without having access to the software code!

The technology that PrestaShop has chosen for its web service is REST. The principal advantage of this style of architecture is that it's based on the XML format. The XML files exchanged between the client and the web service are made to be used intuitively, without first having to read several pages of documents specific to the application. A developer familiar with this technology can easily use the service, and a beginner will adapt very quickly.

PrestaShop offers developers a PHP library which allows them to use the web service without needing to make XML files by hand. Various example codes are also offered to better understand the different options.

Log shows the meaning of the severity levels.

Set the severity level for the shop owner to receive emails. The number "5" means you don't want to receive any emails. It would be good to set at least 3 for errors.

Logs are your best friend!

