



Community  
EDITION

# Magento Community Edition **User Guide**



**Magento**<sup>®</sup>

Version **1.8**





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Community

EDITION

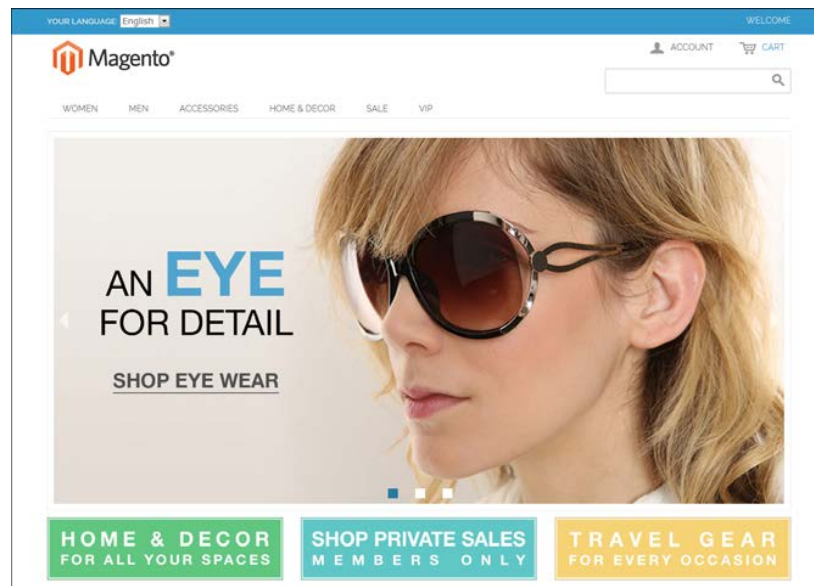
# Getting Started





## Chapter 1: Welcome to Magento!

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



*Magento Community Edition*

# Resources

Magento provides a wealth of business and technical resources, self-help tools, and services to help you succeed.



## Knowledge Base

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

## Guides and Tips

Our user guides, eBooks, and articles provide a wealth of information that is ready for download.



## Wiki

The Magento Wiki is where you can learn from others, and share what you know! To help you get started, we've gathered a list of articles that will help you on your way.



## Forums

The Magento forums provide access to a network of dedicated Magento enthusiasts who share tips, tricks and support.



## Blog

Check out the Magento blog for the latest information about new features, trends, best practices, upcoming events, and more!

## Webinars

Expand your horizons! Register to attend the upcoming Magento webinar, or catch up on previous, archived webinars.



## Training & Certification

Magento has training courses for every role, including marketers, product managers, designers and developers. Magento U courses provide practical, hands-on exercises that help students learn quickly.

## Partners

Need help to set up or fine-tune your store? Magento's certified developers and consultants are experts in store setup, design, integration and marketing. Find a certified expert and jumpstart your business today!



## Expert Consulting Services

Magento's Expert Consulting Group (ECG) helps Magento merchants and Solution Partners maximize their success. Our experts offer comprehensive analysis and best practice recommendations, from architecture planning through post-deployment.

Join the Conversation!



## Facebook

Find out what's happening and join the discussion on our Facebook page!



## Twitter

Follow us on Twitter!



## YouTube

Learn while you watch videos on our YouTube channel!

## LinkedIn

Join the users group and connect with others on LinkedIn!



## Notes

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## Chapter 2: Installing Magento

Magento Community Edition is open source software and can be downloaded for free. Developers can modify the core code and add features and functionality by installing extensions from the [Magento Connect](#) marketplace.

Because Magento does not provide technical support for this software, businesses using Magento Community Edition to run their stores might need access to their own Magento experts to help with the installation and configuration. Answers to many technical questions can be found on our [user forum](#).

Magento Community Edition is licensed under the Open Software License (OSL) v3.0, an open source certified license. To learn more, see the [License / Trademark FAQ](#) on our site.

After you have verified that your hosting environment meets Magento's [system requirements](#), you can download Magento CE free of charge from the Magento community site. Although optional, we recommend that you register on our site so you have access to the forums, wiki, groups, screencasts, and other resources the community has to offer.

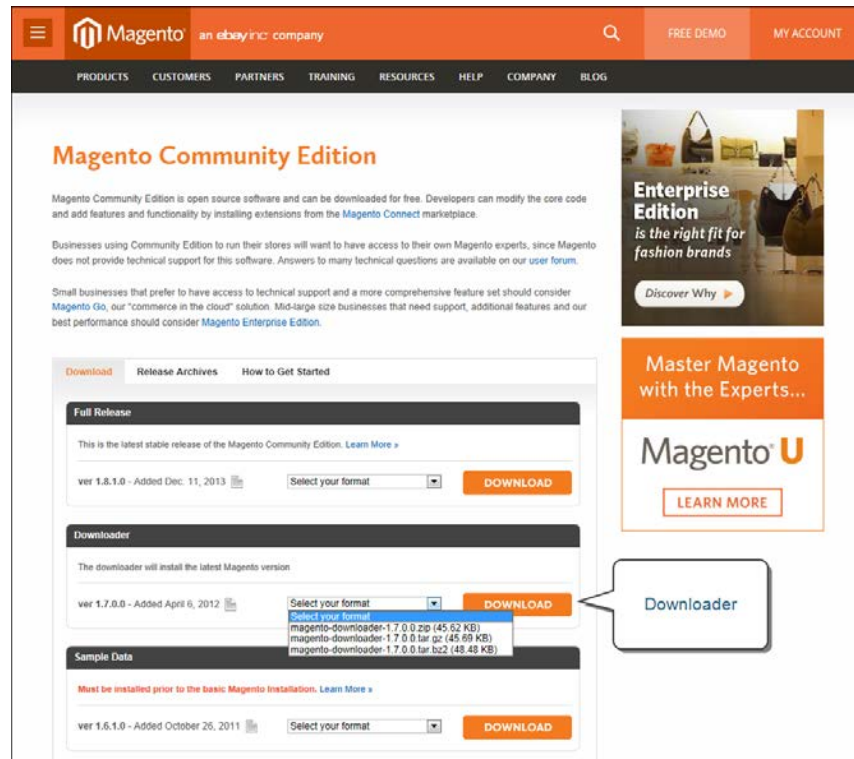
# System Requirements

See our website for a complete list of [system requirements](#).

Base System Requirements	
Operating Environment	LAMP (Linux, Apache, MySQL, and PHP)
Operating Systems (Unix only)	Linux x86 Linux x86-64
Web Servers	Apache 1.3.x Apache 2.0.x Apache 2.2.x
PHP Version	5.2.13
PHP Configuration	safe_mode          off  memory_limit      512 MB recommended 256 MB minimum
MySQL	4.1.20 InnoDB storage engine
SSL	A valid security certificate is required to work over a secure channel (HTTPS) from the Magento Admin, or when submitting form data from the storefront. Self-signed SSL certificates are not supported.

## Part I: Magento Installation

During the first part of the installation, you will download the scripts and sample data files needed to install Magento. You will also set up permissions on the server, and create a new database.



*Downloader*

### Process Overview:

- Step 1: Download the Magento CE Downloader Script
- Step 2: Download the Sample Data
- Step 3: Upload the Downloader Script to Your Server
- Step 4: Grant File Access Permissions
- Step 5: Set Up the Store Database
- Step 6: Upload the Sample Data to Your Server
- Step 7: Run the Magento CE Downloader

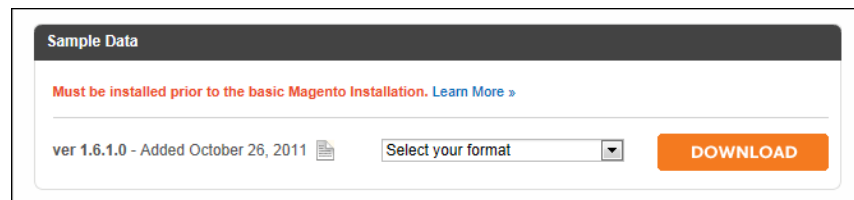
## Step 1: Download Magento CE Downloader Script

1. Navigate to the Magento Community Edition [download](#) page.
2. In the Downloader section, select one of the following formats for the archived downloader. The archive file name is: magento-downloader-x.x.x.zip (or .tar.gz, or .tar.bz2). The size of the archive is approximately 46K.
  - .zip
  - .tar.gz
  - .tar.bz2
3. Click the **Download** button. While the file is downloading, take a moment to look over the resources on the [Magento Community](#) page.
4. Extract the archive to a directory of your choice on your local computer. The name of the extracted file is: downloader.php

## Step 2: Download the Sample Data

Magento provides sample data with examples of products and basic content pages to help you get started. When you are ready to build your own catalog, you can reinstall Magento without the sample data. This step is recommended, but is not required.

1. In the Sample Data section, **Select your format** for the archived sample data.
2. Click the **Download** button, and **Save** the file anywhere on your local computer. The file name is: magento-sample-data-x.x.x.zip (or .tar.gz, or .tar.bz2). The size of the archive is approximately 10MB.



*Sample Data Download*

## Step 3: Upload the Downloader Script to Your Server

3. Use an FTP or SFTP tool to copy the extracted downloader script to the root www

directory of the server. (The root www directory is usually named public\_html.) As an alternative, you can copy the file to another subdirectory, such as /store.

### Step 4: Grant File Access Permissions

For the Magento Installer to work correctly, the top-level Magento directory on the server, and all directories beneath it must have correct permissions. To learn more, see the Knowledge Base article: [Recommended File System Ownership and Privileges](#).

### Step 5: Set Up the Store Database

1. Create a new, empty database using one of the following methods:
  - Use phpMyAdmin or a similar tool provided by your hosting company. For instructions, see the documentation for the specific tool.
  - MySQL command line
2. Create a new user with full permissions to the database. Then, write down the following information:

dbname	The database name.
dbuser	The name of the database user.
dbpassword	The password for the database user.

### Step 6: Upload the Sample Data to Your Server

If you want to use the sample data, it must be installed now. If you are ready to add your own products, skip this step. You can use either of the following methods to install the sample data:

#### Method 1:

- a. Extract the sample data archive that you downloaded in [Step 2](#), to a directory of your choice on your local computer. The file name is similar to: magento\_sample\_data\_for\_x.x.x.sql.

The archive contains an SQL script with a dump of the sample data, and a media/catalog folder with category and product images.

Name	Type
media	File folder
catalog	File folder
category	File folder
product	File folder
magento_sample_data_for_1.6.1.0	SQL-Script

*Sample Data Archive*

- b.** Use an FTP or SFTP tool to copy the **media** folder and its subdirectories from your local computer to the magento installation directory on the server. Depending on your server, the path will look something like this:
- /var/www/magento/media
  - /var/www/html/magento/media
- c.** Use an FTP or SFTP tool to copy the magento sample data script to the server. A good place to put it is in the media/catalog folder.
- /var/www/magento/media/catalog
  - /var/www/html/magento/media/catalog
- d.** Do one of the following:
- Use phpMyAdmin, or a similar tool to run the sample data script and import the data into the new database.
  - On the command line, enter the following:

```
mysql -u <root user> -p <magent-db-name> < <path-and-filename of db-script>
```

You are now ready to install Magento!

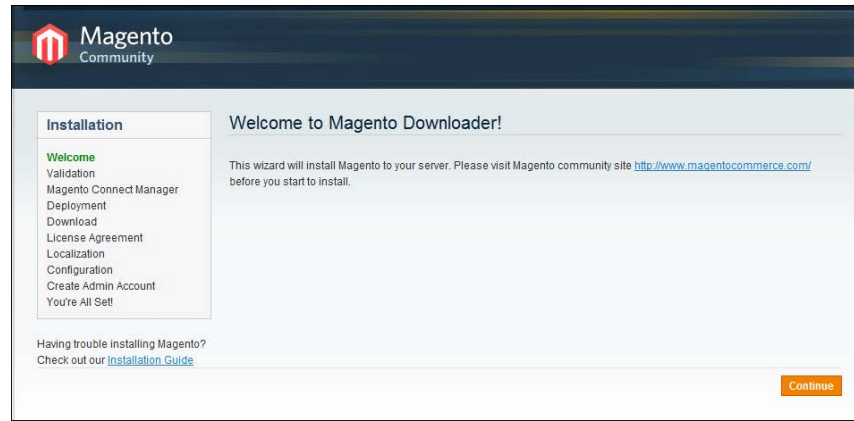
### Method 2:

If you prefer to install the sample data from the command line, see this Knowledge Base article, under the heading: [Installing Optional Sample Data](#).



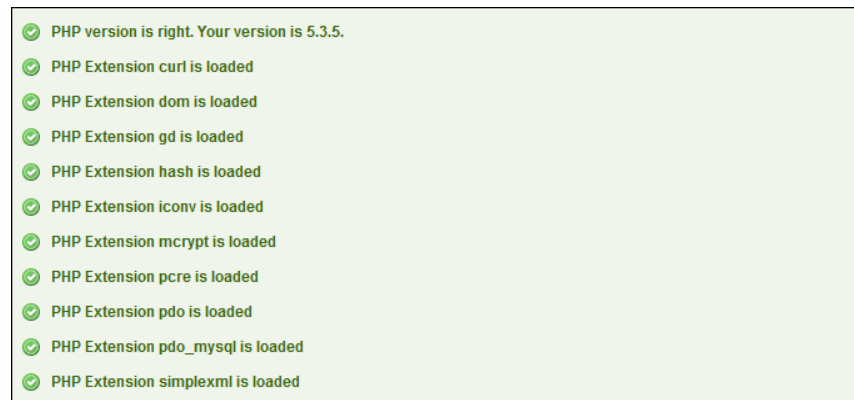
## Step 7: Run the Magento CE Downloader

1. From your browser, navigate to the location of the Magento downloader on your server. The Magento Downloader welcome page appears.



### *Welcome*

2. To validate your server environment, click the **Continue** button. If error warnings appear, correct the errors and click the **Check Again** button.



### *Validation*

3. When you pass the validation test, do the following:
  - a. Enter the following **Database Connection** information:
    - Host
    - User Name
    - User Password

**Database Connection**

Database Type  
MySQL

Host \* localhost Database Name \* magento

You can specify server port, ex.: localhost:3307  
if you are not using default UNIX socket, you can specify it here instead of host, ex.: /var/run/mysqld/mysqld.sock

User Name \* magento User Password \*\*\*\*\*

Tables Prefix

(Optional. Leave blank for no prefix)

*Database Connection*

- b. Click the **Check InnoDB** button to confirm the connection.
  - c. When you receive confirmation that the credentials are valid, click the **Continue** button.
4. On the Magento Connect Manager Deployment page, do the following:

**Magento Community**

**Installation**

- Welcome
- Validation
- Magento Connect Manager Deployment**
- Download
- License Agreement
- Localization
- Configuration
- Create Admin Account
- You're All Set!

Having trouble installing Magento?  
Check out our [Installation Guide](#)

**Magento Connect Manager Deployment**

**Loader Protocol**  
Magento Connect Channel Protocol  
HTTP

**Stability**  
Magento Connect Manager Version Stability  
stable

**Deployment Type**  
 Local Filesystem  
 FTP Connection

Back Continue

*Magento Connect Manager Deployment*

- a. In the Loader Protocol section, set **Magento Connect Channel Protocol** to one of the following:

HTTP

(Recommended) HTTP is faster than FTP.

FTP

Choose FTP if outgoing connections are not allowed in your hosting environment.

*Loader Protocol*

- b. In the Stability section, set **Magento Connect Manager Version Stability** to “Stable.”

*Stability*

- c. In the **Deployment Type** section, select one of the following:

*Deployment Type*

**FTP Connection** (Recommended) FTP allows you to upload files to the server without changing read/write/execute permissions. After choosing FTP connection, complete the following with information provided by your FTP server administrator:

Host Name	Enter the host name of the FTP server.
Credentials	Enter the FTP credentials provided by your FTP server administrator
Installation Path	Enter the path where Magento CE will be installed. The installation path points to the same directory that contains the downloader.php file.

**Local Filesystem** Deploying through the local file system requires the Apache account permissions to be changed. When

the installation is complete, contact your server administrator to update the file permissions.

If the web server user can't write to the magento directory, you should not proceed. It's most likely an ownership issue, rather than a permissions issue.

- d. To verify the connection, click the **Check FTP** button. You will not be able to continue if any of the deployment parameters are invalid. After the FTP connection is verified, click the **Continue** button.
5. On the Welcome to Magento's Installation Wizard Page, do the following:



*Magento Installation Wizard*

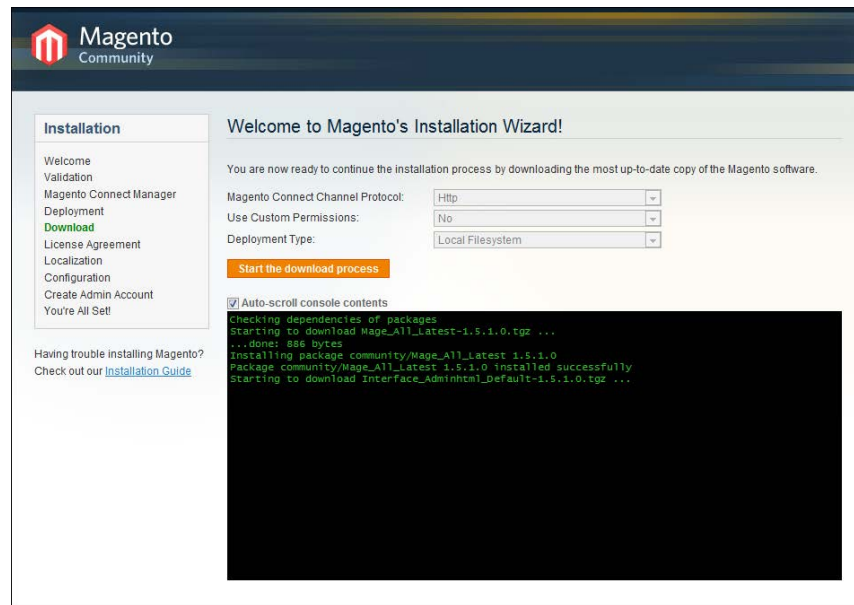
- a. Set **Magento Connect Channel Protocol** to the same protocol you selected in the previous step. (Options include: HTTP/FTP)
- b. Custom permissions determine how read, write, and execute permissions are applied to the downloaded folders and files. Set **Use Custom Permissions** to one of the following:

**Yes**      The Magento CE administrator can execute, write, and read files in the downloaded folders. In the Folders and Files fields that appear, specify values in the octal number system to denote the permissions that the Magento administrator has for folders and files on the server.

**No**      Custom permissions are not specified for downloaded folders and files. In this case the system default values are used:

- 0777 Folder permissions to read, write, and execute.
- 0666 File permissions to read and write.

- c. Set **Deployment Type** to the type specified in the previous step. (Options include Local Filesystem/FTP)
- d. When you are ready to start the download, click the **Start the Download Process** button to begin.



*Starting to Download*

- e. When the "Download completed" message appears, click the **Continue to Magento Installation** button.

If you were unable to complete the download process due to a connection error, try to upload the Full Magento Package from the Community [download](#) page.

## Part II: Magento Installation

During the second part of the Magento installation, you will complete the initial configuration, and create an admin account. The initial installation creates a single website, one store, and three store views which can be used for different languages.

### Process Overview:

Step 1: License Agreement

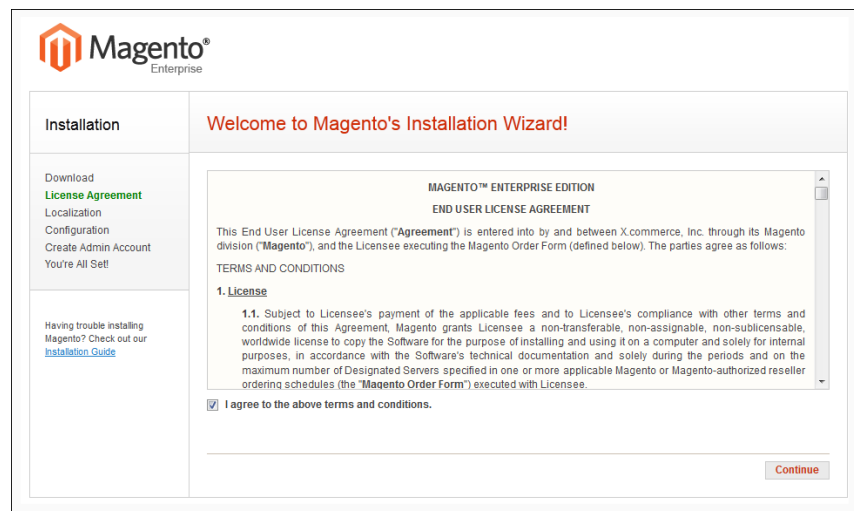
Step 2: Localization

Step 3: Configuration

Step 4: Create an Admin Account

### Step 1: License Agreement

Read the terms of the Magento Community Edition End User License Agreement. If you agree to the terms, click the **Continue** button.



*License*

### Step 2: Localization

Select the default localization settings for your Magento CE installation. The values can be changed later for specific stores, store views, and websites.

- Locale
- Time Zone
- Default Currency

*Locale Settings*

### Step 3: Configuration

1. In the Database Connection section, do the following:
  - a. Set **Database Type** to “MySQL.”
  - b. In the **Host** field, enter the server’s fully qualified host name or IP address. If your database server is on the same host as your web server, enter “localhost.”
  - c. Refer to the database credentials from [Part 1: Step 5](#), and enter the following:
    - Database Name
    - User Name
    - User Password
  - d. (Optional) The Table prefix is used when there are multiple instances of Magento that share a single database. To learn more, see the Knowledge Base article: [Installing and Verifying Magento Community Edition](#).

*Database Connection*

2. In the Web Access Options section, do the following:

- a. Enter the **Base URL** for the Magento store.
- b. In the **Admin Path** field, enter the base URL for the store's Admin Panel. (The default value is "admin.")
- c. To display charts in the Dashboard, select the **Enable Charts** checkbox.
- d. If you are installing Magento to a development or test environment, and the Web server is not verifiable, select the **Skip Base URL Validation Before the Next Step** checkbox. Otherwise, leave the checkbox unselected.
- e. (Recommended) To enable the Apache mod\_rewrite module, select the **Use Web Server (Apache) Rewrites** checkbox. To learn more, see the Knowledge Base article: [Installing and Configuring Required Prerequisite Software](#).
- f. (Recommended) If your server has a valid security certificate, select the **Use Secure URLs (SSL)** checkbox. Then, complete the following:

Secure Base URL      Enter the complete base URL for the SSL connection.

Run the Admin Interface with SSL      Select the checkbox to run the store admin on the secure channel.

These initial SSL settings can be modified later.

**Web access options**

**Base URL \***

**Admin Path \***  
  
Additional path added after Base URL to access your Administrative Panel (e.g. admin, backend, control etc.).

**Enable Charts**  
Enable this option if you want the charts to be displayed on Dashboard.

**Skip Base URL Validation Before the Next Step**  
Check this box only if it is not possible to automatically validate the Base URL.

**Use Web Server (Apache) Rewrites**  
You could enable this option to use web server rewrites functionality for improved search engines optimization. Please make sure that `mod_rewrite` is enabled in Apache configuration.

**Use Secure URLs (SSL)**  
Enable this option only if you have SSL available.

### *Web Access Options*

3. In the Session Storage Options section, set **Save Session Data In** to one of the following:



### *Session Storage Options*

File System	Stores user session data on the file system in the <code>magento-install-dir/var/session</code> directory. File-based session storage is the most common configuration.
Database	Stores user session data in the database. Choose database storage if you have a clustered database, or if system access is slow.

- When the Configuration settings are complete, click the **Continue** button.

## Step 4: Create an Admin Account

- In the Personal Information section, enter the following:
  - First Name
  - Last Name
  - Email

### *Personal Information*

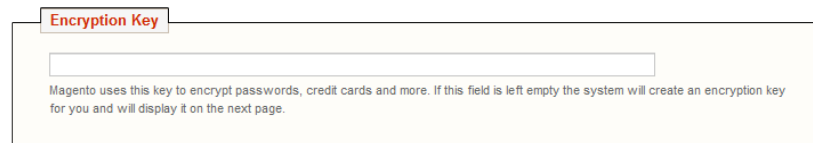
- In the Login Information section, do the following:
  - Enter the **Username** you of the owner of the Magento store.
  - Enter the **Password** associated with the Admin account. To confirm, enter it again in the **Confirm Password** field.

### *Login Information*

3. (Optional) If you already have one, enter the **Encryption Key**. Otherwise, Magento will generate one for you.

The encryption key protects sensitive data such as passwords and personally identifiable customer information. The encryption key is stored on the server at: `/app/etc/local.xml`

**Important!** When Magento generates your encryption key, write it down and keep it in a safe place. If you ever move your data to another Magento CE site, you will need the encryption key to recover the data.



The screenshot shows a form titled "Encryption Key" with a text input field. Below the field, a note states: "Magento uses this key to encrypt passwords, credit cards and more. If this field is left empty the system will create an encryption key for you and will display it on the next page."

*Encryption Key*

4. Click the **Continue** button, and you're all set!
  - To explore your new store, click the **Go to Frontend** button.
  - To explore your store's admin, click the **Go to Backend** button.

## Reinstalling Magento CE

If you want to repeat the installation on the same server, it is not necessary to download the files again.

1. On the server, delete the file: **app/etc/local.xml**
2. Delete any files and directories found in: **var/**
3. With your browser, navigate to your Magento directory. For example:  
`http://www.yourDomain.com/magento-directory`

The Magento Installation Wizard launches automatically.

## Staging Environment

If you plan to develop your store over a period of time, we recommend that you set up a staging environment where you can test changes before applying them to the live store.

A staging environment is just like any other Magento CE installation, but is not accessible to the public. You can use a version control tool to keep files synchronized between the staging environment and the live store.

We highly recommend that you use a staging environment to test extensions and before updating your live store to a new version of Magento CE.

### Notes

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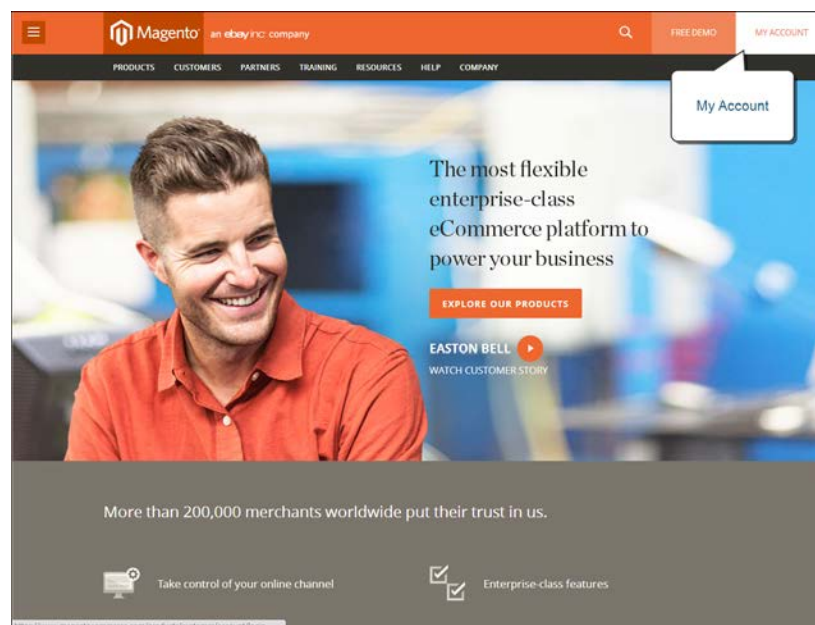
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## Chapter 3: Your Magento Account

You can find the information related to the products and services you have signed up to receive, as well as your contact and billing information in the dashboard of your Magento account. Your Magento account has a separate login from your store, and can be accessed from either the Magento website or from your store's Admin.

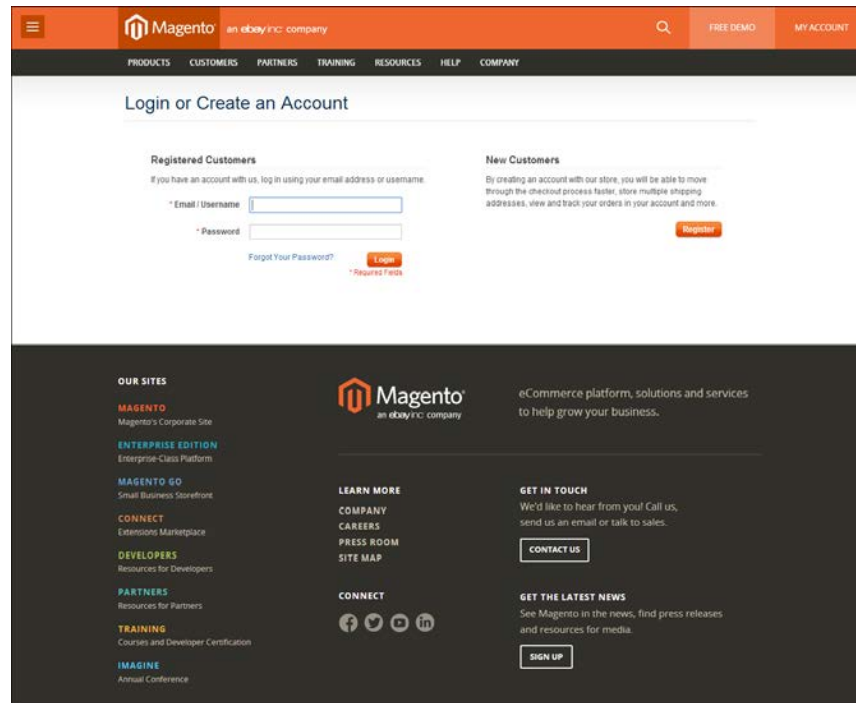


*Your Magento Account*

### To log in to your Magento account:

1. Navigate to the Magento site: <http://www.magento.com>
2. In the upper-right corner, click the **My Account** link.
3. Enter your **First Name**, **Last Name**, **Email Address**, and select the functions **My Company Primarily performs** and **My Role**.

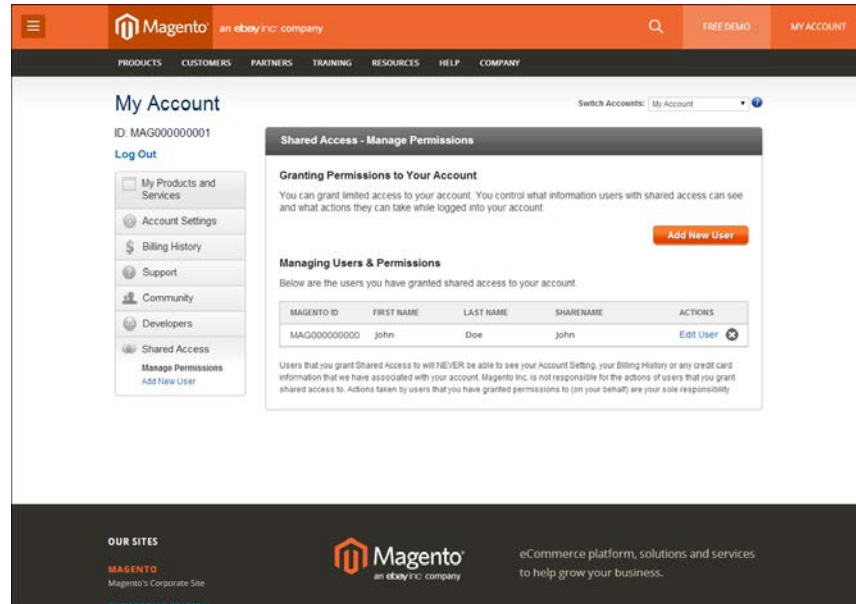
4. Enter your **User Name** or **Email**, and **Password**. Then, click the **Submit** button. Your account dashboard appears.



*Log In to Your Account*

## Sharing Your Account

Your Magento account contains information that can be useful to trusted employees and service providers who help to manage your site. As the primary account holder, you have authority to grant limited access to your account to other Magento account holders.



### *Shared Access*

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

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

### To set up a shared account:

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

- Enter the **Account ID** of the new user's Magento account.
  - Enter the **Email address** that is associated with the new user's Magento account.
5. In the Shared Information section, do the following:
    - a. Enter a **Sharename** to identify your shared account. Because the Sharename becomes an option in the Switch Accounts list, it should be something that the other person will recognize as your account.
    - b. To share your personal contact information, select the checkbox of each item that you want to make available to the other person:
      - Your Email
      - Your Phone
  6. In the Grant Account Permissions section, select the checkbox of each item that you want to share.
  7. When complete, click the **Create Shared Access** button.

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

The screenshot shows the 'My Account' page with the 'Shared Access - Add a New User' form. The form is divided into three main sections: 'New User Information', 'Shared Information', and 'Grant Account Permissions to the New User'. The 'New User Information' section includes fields for 'Acct ID' (with a note to use the new user's Acct ID) and 'Email' (with a note that the email must match the one on file for their Acct ID). The 'Shared Information' section includes a 'Sharename' field (with a note to choose a name for share), a 'Share Your Contact Info?' checkbox, and fields for 'Your Email' and 'Your Phone', each with its own checkbox. The 'Grant Account Permissions to the New User' section includes checkboxes for 'Products & Services' (with 'Magento' selected) and 'Support' (with 'Open a Case' selected). A 'Create Shared Access' button is located at the bottom right of the form. Below the form, there is a disclaimer: 'After this user account is verified, the new user will have the specific permissions you have chosen. Users that you grant Shared Access to will NEVER be able to see your Account Setting, your Billing History or any credit card information that we have associated with your account. Magento Inc. is not responsible for the actions of users that you grant shared access to. Actions taken by users that you have granted permissions to (on your behalf) are your sole responsibility.'

*Add a New User*



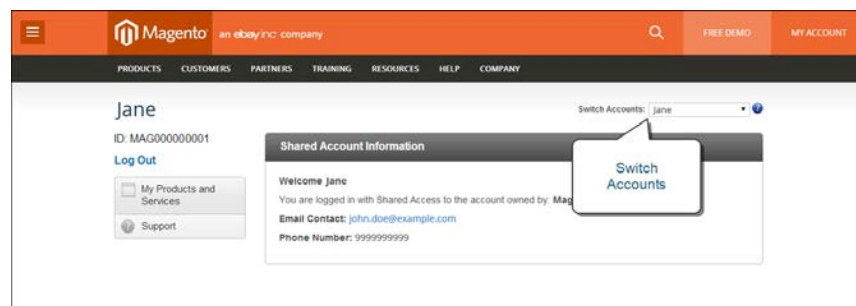
### To access a shared account:

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

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

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

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



*Switch Accounts*

3. When you are ready to return to your own account, simply set **Switch Accounts** to “My Account.”



## Chapter 4: Quick Tour

This quick tour follows the customer-decision journey that leads to a purchase on an eCommerce site powered by Magento Community Edition. Each item is linked to a topic in this guide, where you can learn more about the subject. You can also follow along on your computer with the sample data.

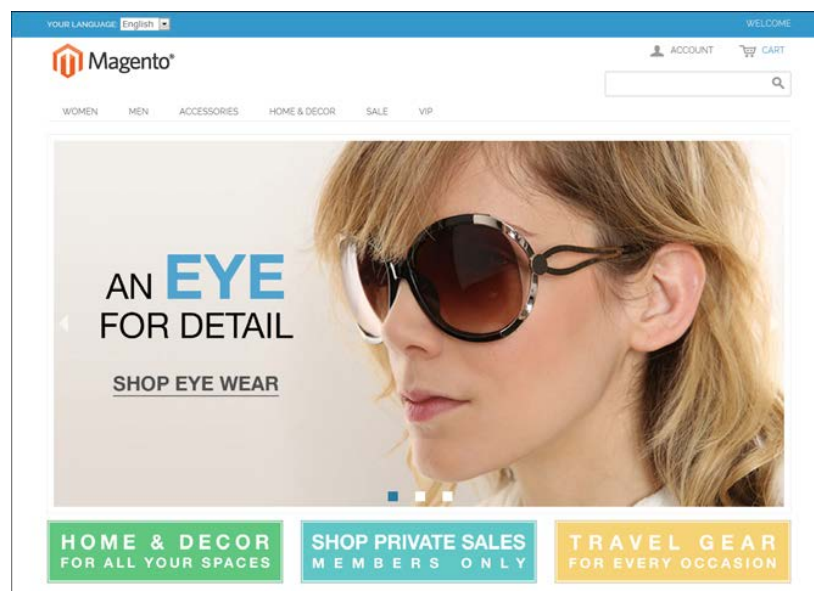
### Your Storefront

Our storefront example is Madison Island, a fictional fashion website that we created to highlight some of Magento's key features and functionality.

#### To access your storefront:

Using your browser, navigate to your store. The URL is something like this:

<http://www.yourdomain.com>



*Home Page*

# Customer Journey



## Attract New Customers

Magento Community Edition includes SEO functionality out of the box. Improve your search ranking and attract the most visitors to your site.

## Engage Your Customers

Design your site with pre-designed templates, or create a custom design with features that invite people to interact with your store.



## Increase AOV

Increase average order value with promotions and content that encourage your customers to shop more.



### Moment of Purchase

Give your customers a faster and easier way to check out. Calculate shipping and taxes automatically, and integrate multiple payment methods on a single page.



### Customer Retention

Create and manage newsletters and promotions to keep your customers coming back for more.

### Loyalty & Advocacy

Encourage customers to write product reviews, create wishlists, and send email about products to their friends. This will strengthen your relationship with your customers, who in return, will speak positively of your business to friends and family.



## Attract New Customers

Magento Community Edition is packed with features that make it easy to create a “search engine friendly” websites and increase the likelihood of bringing the right customers to your site.

### Search Engine Optimization

---

Magento offers powerful, native capabilities to streamline Search Engine Optimization (SEO) practices for content and site exposure that are integrated with the Admin, and tied directly into the user experience.

### Custom URLs

---

Custom URLs are short, clean, and easy to remember. You can also autogenerate search-friendly URLs to streamline your purchase path.

### Meta Data

---

Improve your search engine rankings by choosing specific criteria that helps search engines to find and index your products more easily. Meta data can be entered for product, category, and content pages.

### Sitemap

---

Link to a sitemap from the footer of your store to give customers an overview of the catalog structure, with links to all categories and products in the store. You can also easily integrate your store with Google Sitemap.

### Analytics

---

In addition to monitoring your site from the Admin dashboard, you can integrate third-party analytics tools such as Google Analytics, for detailed statistics on traffic and sales.

## Engage Your Customers

Magento Community Edition makes it easy to create a customized, engaging site experience. Encourage your customers to spend more time exploring your site, and give them the tools to make it easy to find what they want faster.

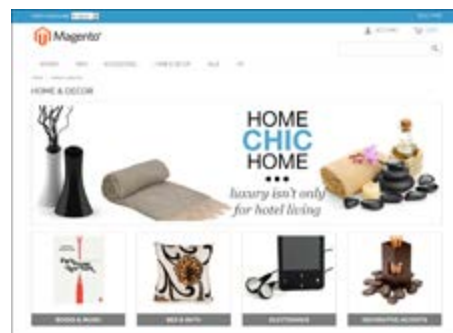


### Content Management System

Magento's CMS makes it easy to store pages, or parts of pages, that you can use in your store. It's so intuitive that someone without a technology background can create and manage site content.

### Design & Theme

Control the visual elements of your store with a collection of templates and skin files. You can apply these visual elements to all pages in your store, giving your store a cohesive look and feel.



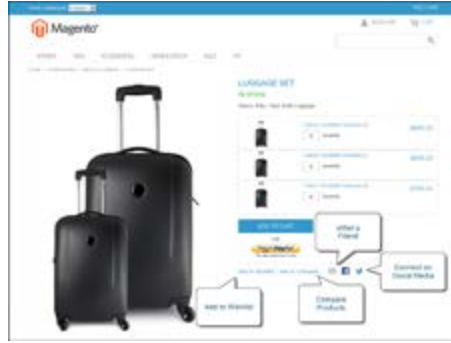
### Multiple Stores, Sites & Views

Control the look and feel of multiple sites, introduce new market and languages, and track analytics from a single Admin.

### Multiple Devices

Magento's powerful features make it easy to create storefronts optimized for iPhone, Android, and Mobile Opera browsers to help you engage consumers with mobile eCommerce now and into the future.



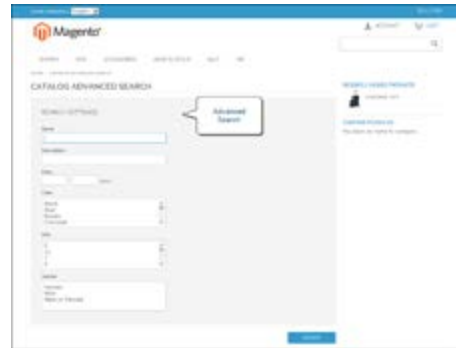


## Shopping Tools

Your store includes a set of shopping tools that create opportunities for your customers to interact with your store, connect on social media, and share with friends.

## Sophisticated Search

Filter product by price, manufacturer, or any other criteria to reduce the time to purchase.

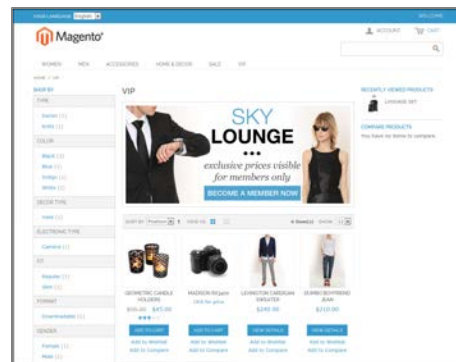


## Increase Average Order Value (AOV)

Magento Community Edition provides a range of tools to help you tailor the shopping experience, and encourage your customers to put more items in their shopping carts and spend more money.

## Promotions

Magento's catalog and shopping cart price rules let you create promotions that kick into gear when a set of conditions is met.





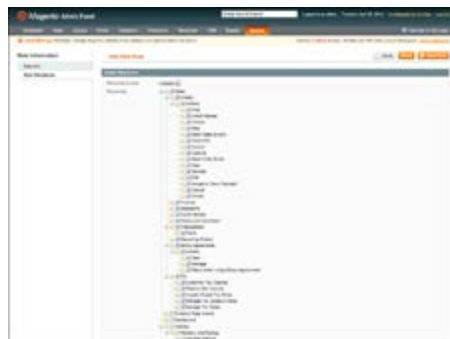
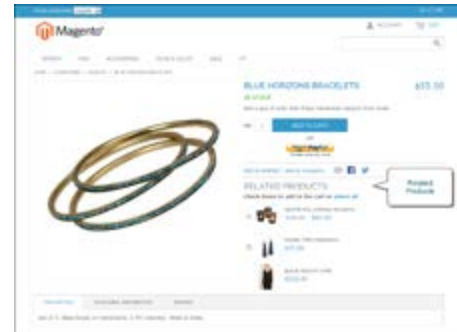


## Product Suggestions

Another way to increase AOV is to offer suggestions for related products and opportunities to up-sell and cross-sell at strategic points along the path to conversion.

## Coupons

Create limited-time offers and coupons that customers can scan with their phone and apply to a purchase.



## User Permissions & Roles

Restrict access to data in the Admin on a “need to know” basis. Create multiple admin roles for read-only or and editing privileges. Track and review all activity at a granular level to specific stores and websites.

## Moment of Purchase

Now that you've given your customer an engaging shopping experience, make it easy for them to complete their purchases. Magento is designed to help you streamline your checkout process experience while boosting conversion rates.

### Order Processing

---

Magento supports a complete order processing workflow. It's easy to customize order statuses and track communications between sales reps and customers.

### Shipping Labels

---

Merchants have complete control over package characteristics such as weight and size. Shipping labels, rate, and barcode information originates directly from the carrier. Labels can be generated for single or multiple orders.

### Multiple Shipping Options

---

Magento supports a variety of shipping methods so you can give your customers a choice at checkout. Customers can see a real-time estimate of shipping charges right from the shopping cart.

### Multiple Payment Options

---

Magento Community Edition supports the payment methods and currencies needed for global commerce. You can choose the ones you want to offer, and at checkout, your customers can choose the ones they prefer.

### PayPal Merchant Solutions

---

It's easy to integrate a PayPal Payments account to provide your customers faster, more secure checkout options.

### Assisted Shopping

---

Assisted shopping makes it easy for customer service reps to create orders for customers. Customer service reps have access to shopping cart contents, and can move items from a wishlist to a shopping cart, apply coupon codes, and more.

### Security

---

Whether an order is fulfilled online or over the phone, Magento provides sophisticated security, including CAPTCHA and SSL encryption, with best-in-breed encryption and hashing algorithms to protect the security of the system.

## Customer Retention

Magento makes it easy for you to get repeat business and build brand loyalty. Magento gives you total control and flexibility over creating and revising goodies like rewards programs, custom coupons and automated emails to keep your customers coming back again and again.

### Custom Coupons

Create coupon codes for social media, email, or print campaigns. You can incorporate coupon codes into any design you like.



### Newsletters

Stay in touch with current customers who've opted to receive newsletters. You can create as many newsletter templates as you want.

## Loyalty & Advocacy

Give customers a direct connection to your brand by allowing them to create customer accounts where they can see their purchase history, wishlist, and newsletter subscriptions. Use product ratings and reviews to give new customers objective product opinions and promote a sense of community. These features turn customer satisfaction into one of the most powerful and cost-efficient marketing tools at your disposal.

### Dashboard Snapshots

---

Knowing what's of interest on your site is crucial to maximize your marketing budget. Use this information to determine what you should cross- and up-sell to loyal customers, or which products to put on sale.

### Customer Accounts

---

Opening an account provides customers with a personalized shopping experience that they can share with their friends. Customers can save their shopping preferences, and manage their own store billing and shipping information.

### Advocacy Tools

---

Customers who share their wishlists with family and friends make a powerful endorsement of your brand. Customers create these personalized lists from products they choose. When shared by email or RSS feed, these simple lists become powerful advocacy tools.

### Reviews & Ratings

---

Product reviews give your customers a way to engage with your brand while fostering a sense of community. You can curate your reviews with tools to help you edit and approve comments for inappropriate content before they go live.

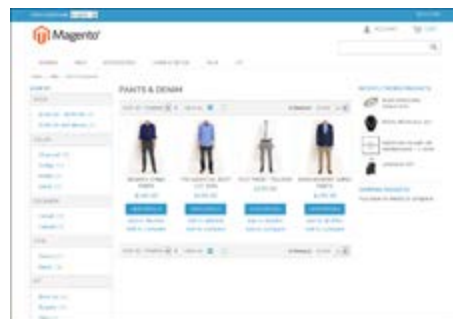
## Success!

Opening your Magento store for business requires the following areas of consideration. While there are virtually any number of customizations you can make to the storefront and Admin, you can use each link in this list as a place to start.



## Design

You can design your own home page or work with an experienced Magento designer or Solutions Partner to customize your site.



## Implementation

If you need help setting up your store, you can choose from our vast network of Magento Solutions Partners.



## Product Catalog

Configure products, create categories, import existing product catalogs, and leverage APIs or third-party data management solutions.

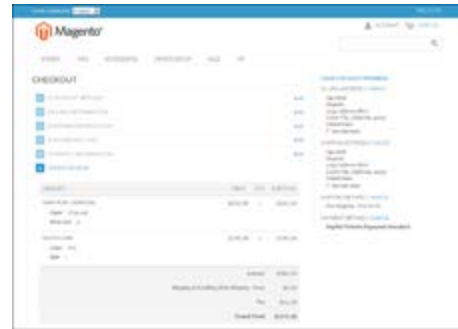
## Payment Methods

Magento supports a wide variety of payment methods, services, and gateways that you can offer for your customers' convenience.



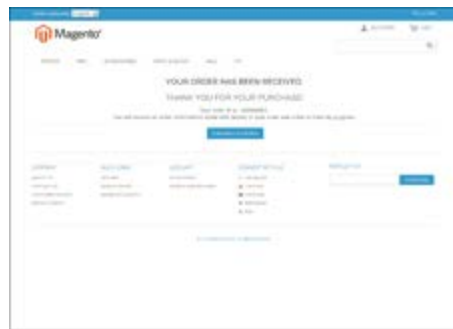
## Shipping Methods

Magento shipping methods are easy to set up and give you the ability to connect with carriers who can ship your products all over the world.



## Taxes

Manage your taxes with our native tools, or add third-party extensions from Magento Connect.



## Thanks for your order!

Magento can help you build relationships with your customers, to bring them back to your store, again and again.



Community  
EDITION

# Basic Configuration

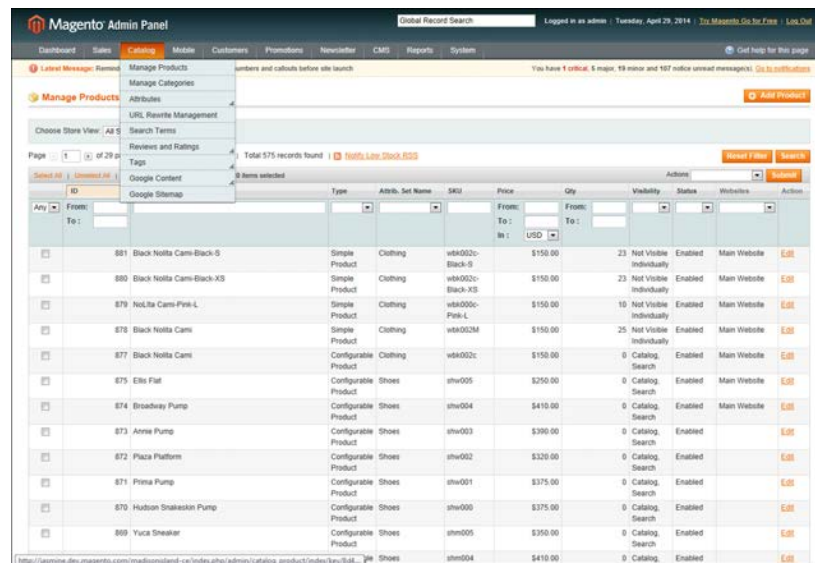




## Chapter 5: Store Admin

Your store Admin is the password-protected back office where you can set up products, promotions, manage orders, and perform other administrative tasks.

This chapter provides a high-level overview of the management tasks that you can perform while running your store on a day-to-day basis.



The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Mobile', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. The 'Catalog' menu is expanded, showing options like 'Manage Products', 'Manage Categories', 'Attributes', 'URL Rewrite Management', 'Search Terms', 'Reviews and Ratings', 'Tags', 'Google Content', and 'Google Sitemap'. The main content area displays a table of products with columns for ID, Name, Type, Attribute Set Name, SKU, Price, Qty, Visibility, Status, Website, and Action. The table contains 10 rows of product data.

ID	Name	Type	Attrib. Set Name	SKU	Price	Qty	Visibility	Status	Websites	Action
881	Black Nolita Cami-Black-S	Simple Product	clothing	wbk002c-Black-S	\$150.00	23	Not Visible Individually	Enabled	Main Website	Edit
880	Black Nolita Cami-Black-XS	Simple Product	clothing	wbk002c-Black-XS	\$150.00	23	Not Visible Individually	Enabled	Main Website	Edit
879	Nolita Cami-Pink-L	Simple Product	clothing	wbk000c-Pink-L	\$150.00	10	Not Visible Individually	Enabled	Main Website	Edit
878	Black Nolita Cami	Simple Product	clothing	wbk003M	\$150.00	25	Not Visible Individually	Enabled	Main Website	Edit
877	Black Nolita Cami	Configurable Product	clothing	wbk002c	\$150.00	0	Catalog Search	Enabled	Main Website	Edit
875	Ellis Flat	Configurable Product	shoes	shw005	\$250.00	0	Catalog Search	Enabled	Main Website	Edit
874	Broadway Pump	Configurable Product	shoes	shw004	\$410.00	0	Catalog Search	Enabled	Main Website	Edit
873	Annie Pump	Configurable Product	shoes	shw003	\$390.00	0	Catalog Search	Enabled		Edit
872	Plaza Platform	Configurable Product	shoes	shw002	\$320.00	0	Catalog Search	Enabled		Edit
871	Prima Pump	Configurable Product	shoes	shw001	\$375.00	0	Catalog Search	Enabled		Edit
870	Hudson SnakeSkin Pump	Configurable Product	shoes	shw006	\$375.00	0	Catalog Search	Enabled		Edit
869	Yuca Sneaker	Configurable Product	shoes	shw005	\$350.00	0	Catalog Search	Enabled		Edit
				shw004	\$410.00	0	Catalog Search	Enabled		Edit

*Store Admin*

# Admin Login

All of the basic configuration tasks are performed in the Magento Admin Panel, which is referred to in this guide as your store Admin.



*Admin Login*

## To log in to your store Admin:

1. For a new Magento installation, do the following:
  - a. On the last page of the Magento Installation Wizard, click the **Go to Backend** button.
  - b. In the address bar of your browser, enter the URL that you specified in the Magento Installation Wizard, followed by the base URL of your store's Admin. Most Admin URLs look like this:

`http://www.mystore.com/admin`

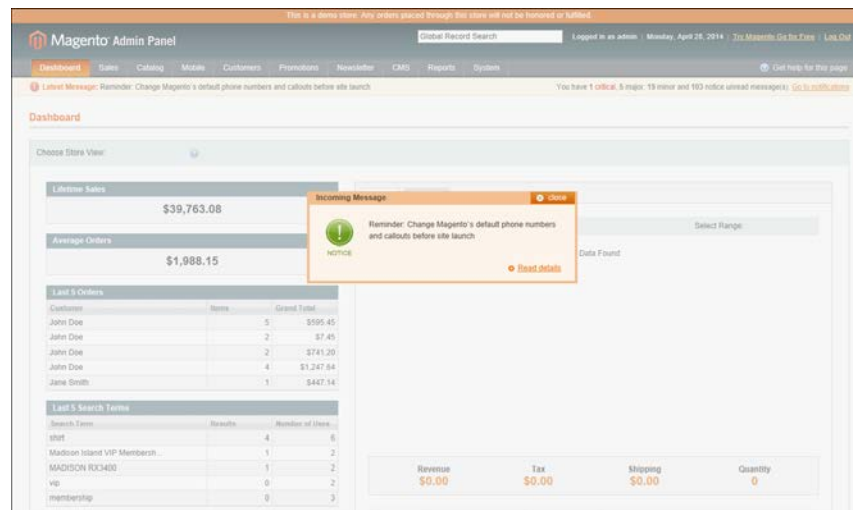
You can bookmark the Admin Login page for easy access.

2. Enter the **User Name** and **Password** that was specified during the Magento installation.
3. Click the **Login** button.

# Message InBox

Your store has an inbox for the messages received from Magento. The messages are rated by importance, and might refer to updates, patches, new releases, scheduled maintenance, upcoming events, and more. Any message that is considered to be of

major importance appears in a pop-up window when you log into your store. You can manage your message inbox much as you would manage your email. Check it often to stay up-to-date on the latest information from Magento!

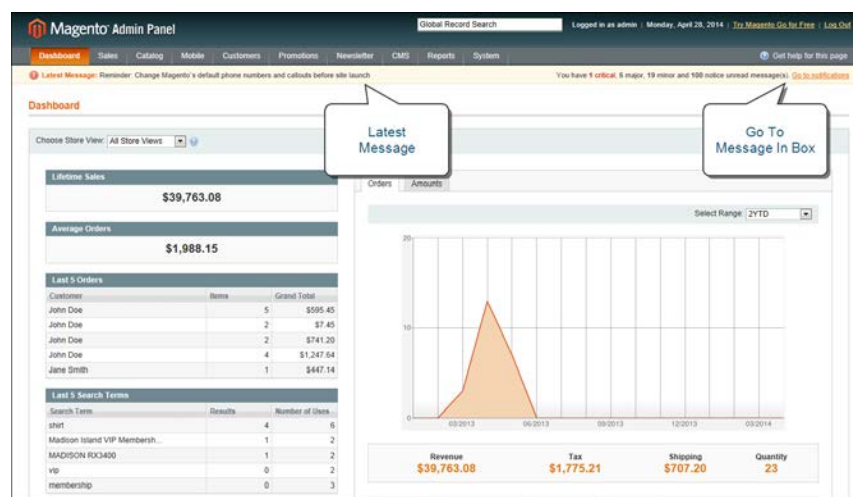


*Incoming Message*

## To manage incoming messages:

- When the Incoming Messages box appears, do one of the following:
  - Click the **Read Details** link for more information.
  - Click the **Close** box to remove the popup and continue.

A Latest Message notice also appears to the left, just below the header of your store. As with the popup box, you can click the **Read Details** link for more information.



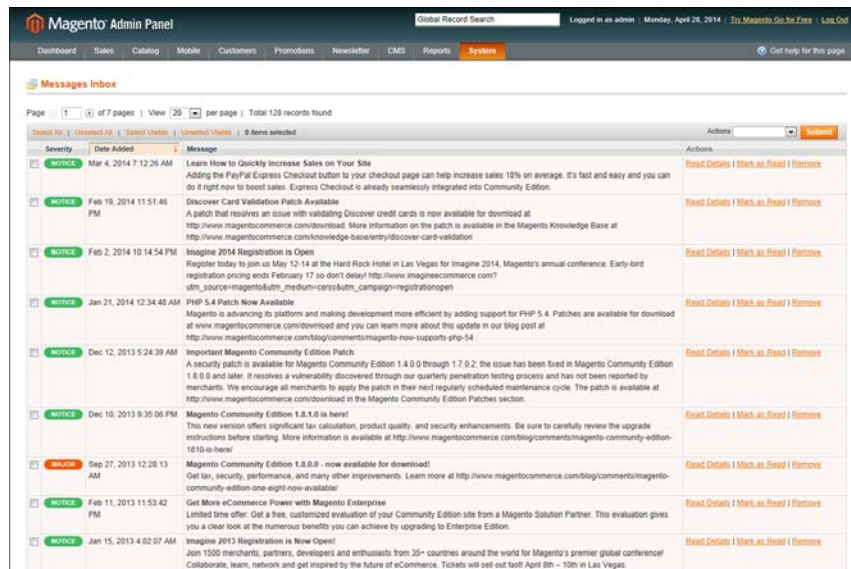
*Message Notifications Below Header*

- To read your messages, click **Go to messages inbox**.

The messages in your inbox are marked by severity listed with the most recent at the top.

- After reading a message, you can apply any of the following actions to the message:

- For more information, click the **Read Details** link.
- To keep the message, click the **Mark As Read** link.
- To delete the message from your inbox, click the **Remove** link.

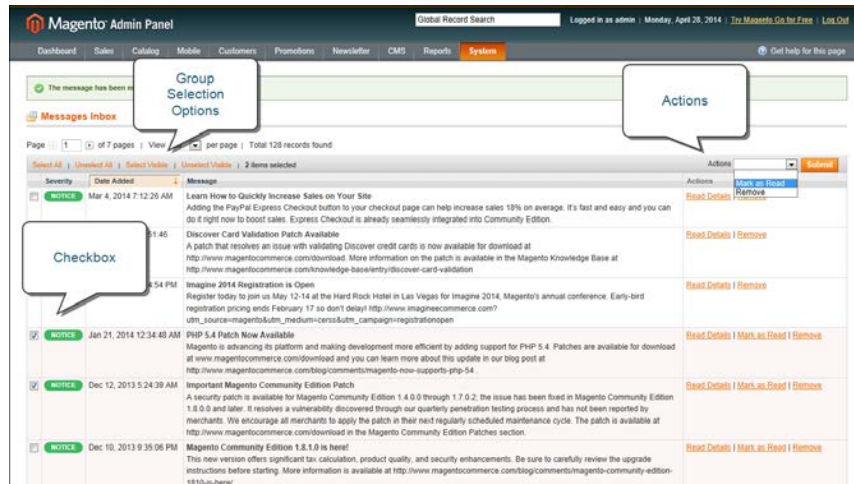


Messages Inbox

### To apply an action to multiple messages:

- On the Admin menu, select **System > Notifications**.
- In your message inbox, do one of the following:
  - Select the checkbox at the beginning of each message you want to manage.
  - Click one of the group selection options above the list to select multiple messages.
- When the messages that you want to manage are selected, set **Actions** to one of the following:

- Mark as Read
  - Remove
4. Click the **Submit** button to complete the process.



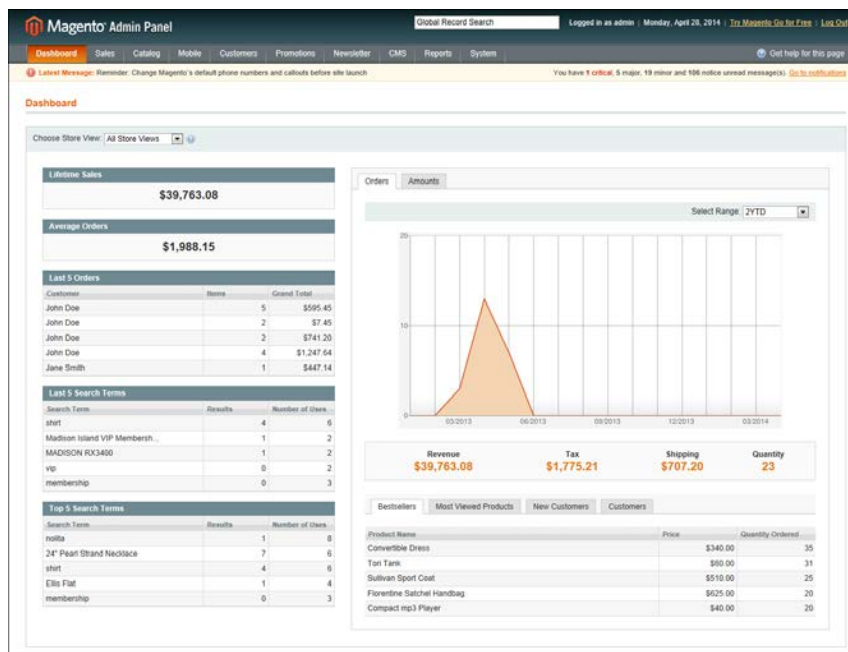
*Messages Inbox*

## Message Importance

Severity	Color	Description
Critical	Red	Indicates an important, time-sensitive message.
Major	Orange	The default message severity level.
Notice	Green	Indicates that a routine operation has taken place.

# Dashboard

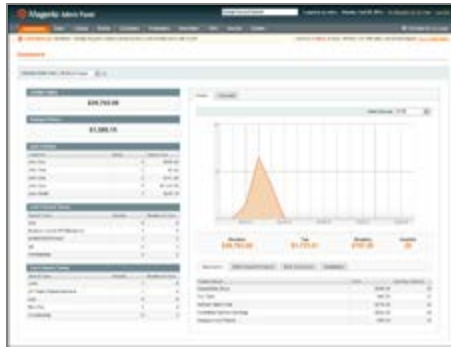
The Dashboard is the first page that appears when you log in to the Admin. It's a hub of important information about the health of your eCommerce site, and includes snapshots of Lifetime Sales, Average Orders, Top Search Terms, Bestsellers, Most Viewed Items, and more.



*Dashboard*

# Admin Menu

All of the tools you need to manage the operation and maintenance of your store are available in the Admin menu.

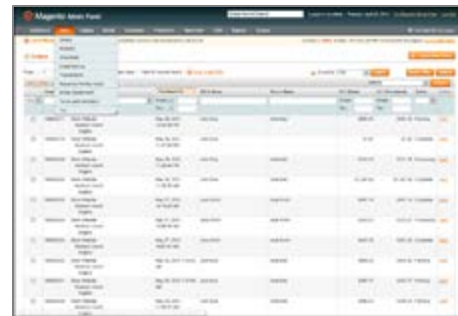


## Dashboard

The Dashboard gives you a quick overview of the sales and customer activity in your store. It is usually the first page that appears when you log in to the Admin.

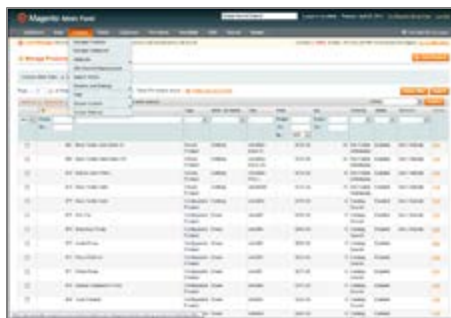
## Sales

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



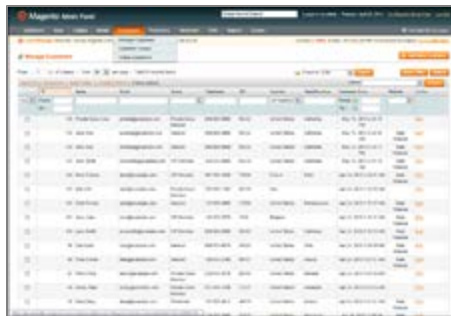
## Catalog

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



## Mobile

The Mobile menu is where you can configure the templates, content, and apps for various mobile devices and store views.

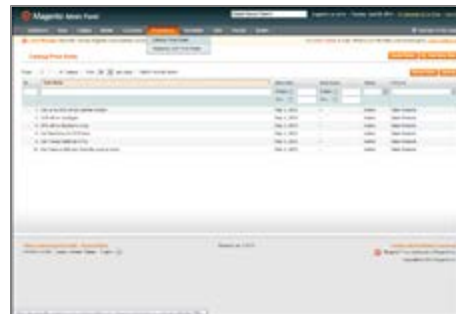


## Customers

The Customers menu is where you can manage customer accounts, and customer groups. You can even see which customers are online at the moment.

## Promotions

The Promotions menu is where you set up catalog and shopping cart price rules and coupons. Price rules trigger actions when a set of specific conditions is met.



## Newsletter

The Newsletter menu contains the tools you need to publish newsletters and manage your list of subscribers.



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## CMS

The CMS menu is where you create and manage content for your store.

In addition to content pages, you can create static blocks, “widgets,” and polls.



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## Reports

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



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## System

The System menu includes tools to configure and maintain every aspect of your store. In addition, you can install extensions and manage Web Services for integration with other applications.

# Admin Tools

The Admin includes many lists of data for products, orders, customers, search terms, pages, blocks, and so on. Each list has the same set of tools for finding records, pagination, sorting, filtering, selecting, and applying actions to records.

## Global Search

---

The Global Search box can be used to find any value in the database, including product, customer, and order records.

## Sorting

---

The header of each column can be used to sort the list in ascending or descending order.

## Filters

---

The filters in the header of each column can be used to limit the list to specific values. Some filters have additional options that can be selected from a list box, and for others, you can simply type the value you want to find.

## Pagination

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The pagination controls are used to view the additional pages of results.

## Selection

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The Selection controls above the column headers have links to Select All, Unselect All, Select Visible, and Unselect Visible

## Actions

---

The Action control applies an operation to any record with a checkmark in the first column.

## Global Record Search

The global search box is located in the Admin header, and can be used to find any record in the database. The results can include customers, products, orders, or any related attribute.

The screenshot displays the Magento Admin Panel interface. At the top, there's a navigation bar with tabs for Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, and CMS. A search box is located in the top right corner. Below the navigation bar, a dropdown menu is open, showing search results for various products and orders. The main dashboard area features several key metrics: Lifetime Sales (\$39,763.08), Average Orders (\$1,988.15), and a table of the last 5 orders. A line chart on the right side of the dashboard shows sales trends over time, with a peak in early 2013.

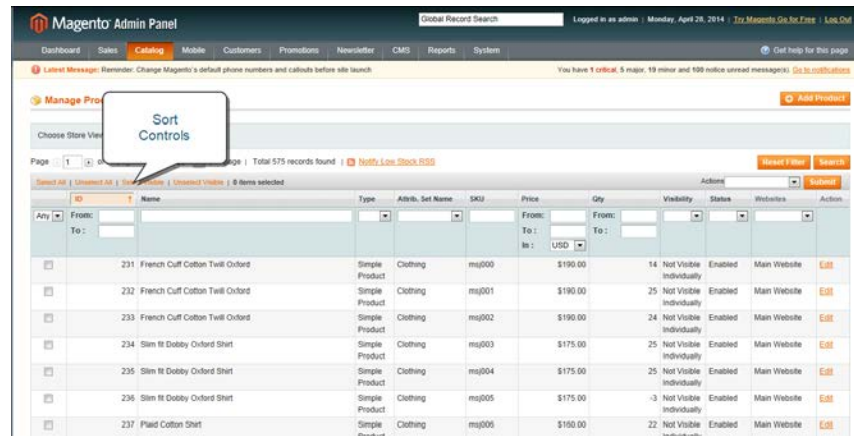
*Global Record Search*

### To do a global search:

1. Type the first few letters of what you are looking for into the global search box.
2. In the list of closely matching items, click the one that you want to find.

## List Controls

Many pages in the Admin include a list of records displayed in a grid, with controls at the top of each column. The controls can be used to sort the list in ascending, or descending order based on the values in the column. In addition, you can filter the list based on a value in each column.



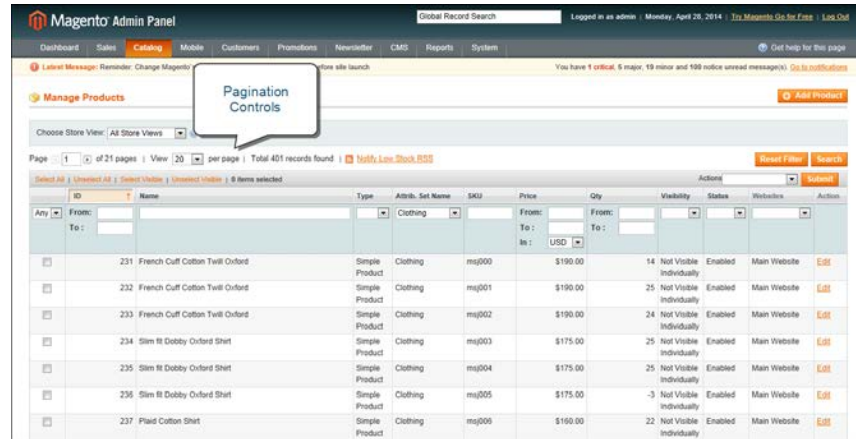
*Sort Controls*

### To sort the data:

1. In the upper-left corner, set **Choose the Store View** to the define the scope of the data to be retrieved.
2. Click the column name of any header. The arrow indicates the current order as either ascending or descending.
3. Use the pagination controls to view additional pages in the collection.

### To set the pagination controls:

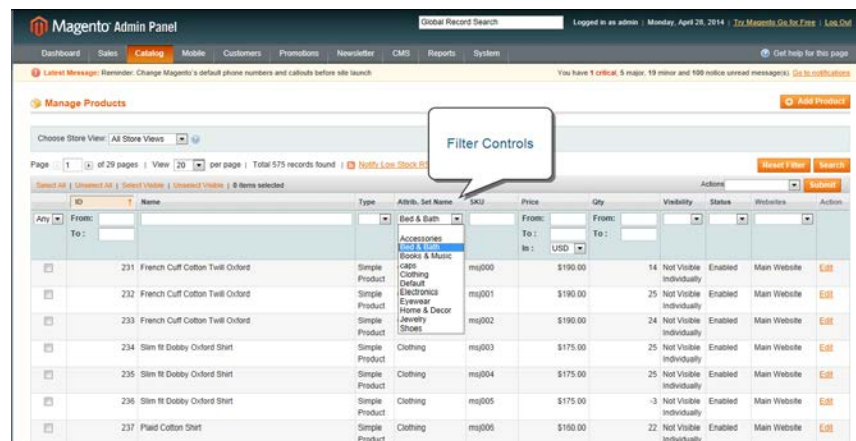
1. Set **View** to the number of records that you want to view per page.
2. In the **Page** box, enter the page number you want to view, or click the arrow button to advance to the next or previous, page.



*Pagination Controls*

### To filter the data:

1. In the box below the column header, either enter or select the value you want to find.
2. Click the **Search** button.

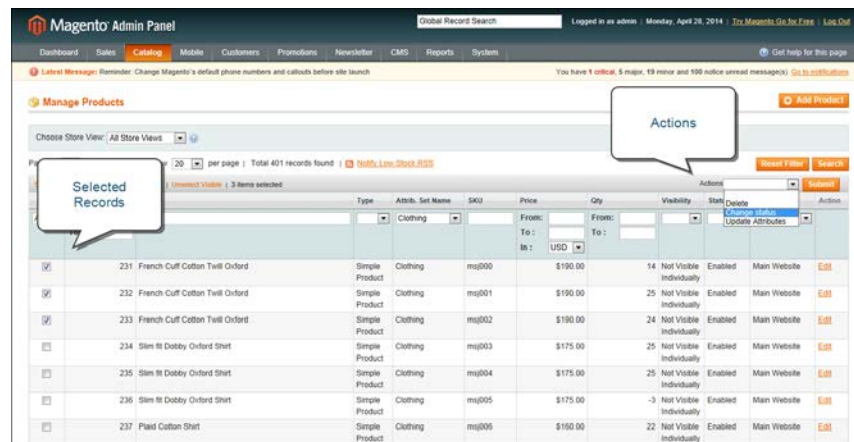


*Filter Controls*

## Actions Control

When working with lists of data, you can use the Actions control to apply an operation to a single record, or to multiple records. The Actions control lists the operations that can be applied to the selected records. When working with the Manage Products list, you can use the Actions control to update the attributes of the group of selected products, change their status from “Disabled” to “Enabled,” or delete them from the database.

The selection of available actions varies by list, and additional options may appear, depending on the action selected. For example, when changing the status of a group of records, a Status box appears next to the Actions control with additional options.



*Applying an Action to Selected Records*

## Selecting Records

The checkbox in the first column identifies each record that is a target for the action. The search filters can be used to narrow the list to the records you want to target for the action.

The selection links above the list to the left, can be used to change the checkbox state of groups of records. The options include:

- Select All / Unselect All
- Select Visible / Unselect Visible

## Checkbox States

You can also use the search filter at the top of the column to list any (or all) records, or only those with a selected or unselected checkbox.. The checkbox search filter settings include:

Any	Lists all records, regardless of checkbox status.
Yes	Lists only records with the checkbox selected.
No	Lists only records without the checkbox selected.

When using the Actions control to update attribute settings, you can make as many changes as necessary, and then update the records in a single step. It's much more efficient than changing settings individually for each product record.

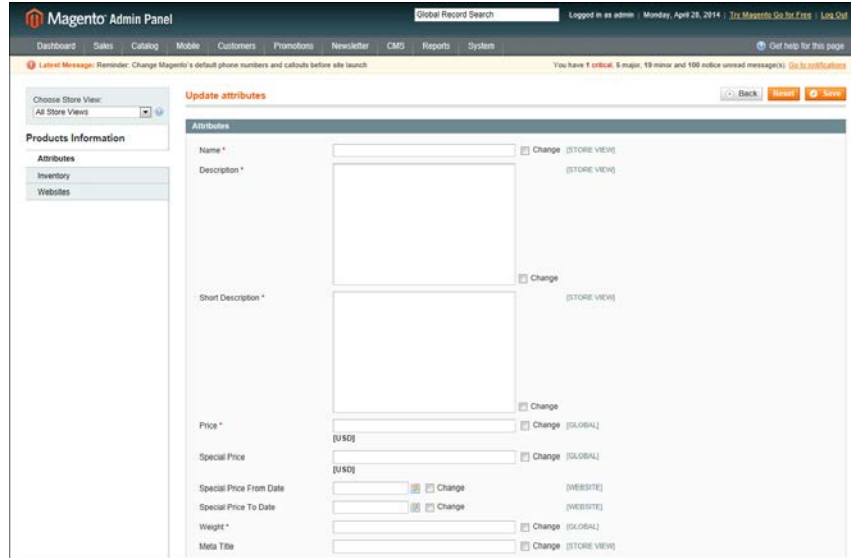
### To apply an action to selected records:

1. In the list, select the checkbox of each record that is targeted for the action.
2. Set the **Actions** control to the operation you want to apply.
3. Click the **Submit** button.

### To update attributes:

1. In the list, select the checkbox of each record to be updated.
2. Set the **Actions** control to "Update Attributes," and click the **Submit** button.

The Update Attributes page lists all the available attributes, which are organized by group in the Product Information panel on the left.



*Update Attributes*

3. Select the **Change** checkbox next to each attribute, and make the necessary changes.
4. Click the **Save** button to update the attributes for the group of selected records.

### Actions by List

List	Actions
<b>Sales</b>	
Orders	<ul style="list-style-type: none"> <li>Cancel</li> <li>Hold</li> <li>Unhold</li> <li>Print Invoices</li> <li>Print Packingslips</li> <li>Print Credit Memos</li> <li>Print All</li> <li>Print Shipping Labels</li> </ul>
Invoices	<ul style="list-style-type: none"> <li>PDF Invoices</li> </ul>
Shipments	<ul style="list-style-type: none"> <li>PDF Packing Slips</li> <li>Print Shipping Labels</li> </ul>
Credit Memos	<ul style="list-style-type: none"> <li>PDF Credit Memos</li> </ul>
Search Terms	<ul style="list-style-type: none"> <li>Delete</li> </ul>



List	Actions
<b>Catalog</b>	
Manage Products	Delete Change Status Update Attributes
Search Terms	Delete
Manage Tags	Delete Change Status
Reviews (All / Pending)	Delete Update Status
Tags (All / Pending)	Delete Change Status
<b>Mobile</b>	
Message Queue	Delete Cancel
<b>Customers</b>	
Manage Customers	Delete Subscribe to Newsletter Unsubscribe from Newsletter Assign a Customer Group
<b>Newsletter</b>	
Newsletter Subscribers	Unsubscribe Delete





## Chapter 6:

# Multiple Sites, Stores & Views

When Magento Community Edition is installed, a main website, a store, and three store views are created. You can create additional websites, stores, and store views, according to your needs. For example, in addition to your main website, you might have a additional websites with separate domains. Within each website, you can have multiple stores, and within each store, separate views.

### Websites

---

Suppose you want to sell machine shop equipment online, and your spouse wants to sell handmade baskets. It is unlikely that you would sell both of these product lines in a single store. However, in a single Magento installation, you can do both by setting up separate websites. Each website can have its own domain name. The websites can be set up to share customer data, or to have entirely separate sets of customer data.

### Stores

---

For your handmade baskets website, you might want to set up two stores, one specializing in wicker and one for other materials. You can set up two root categories (one for wicker items and one for other items) and assign one to each store. Several stores of one website can have different independent domain names as well, but it should be configured on the store view level of each store.

### Store Views

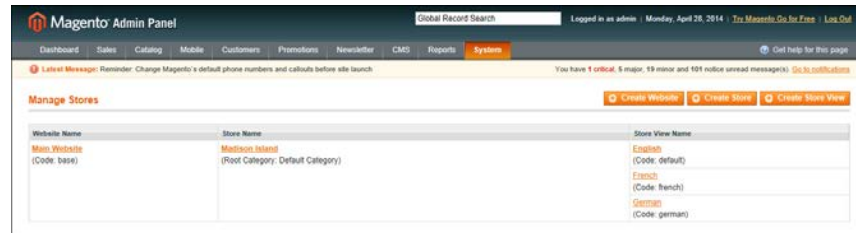
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Your market research indicates that about half of your potential customer base speaks English, and the other half speaks Spanish. Within each store, you can create a separate store view for each language. The store views share the same catalog, but each is presented in its respective language. Customers can switch from one store view to another using the “language chooser” in the header of the store.

## Setting up Store Hierarchy

Before you begin, carefully plan your store hierarchy in advance because it is referred to throughout the configuration. Each store can have a separate root category, which makes it possible to have an entirely different set of navigation for each store.

To have a separate domain for each website, you must modify the configuration files on the server. To learn more, see: [Tutorial: Multi-Site, Multi-Domain Setup](#).



*Manage Stores*

### To set up a new website:

1. On the Admin menu, select **System > Manage Stores**.
2. From Manage Stores, click the **Create Website** button. Then, do the following:

Website Information	
Name *	<input type="text"/>
Code *	<input type="text"/>
Sort Order	<input type="text"/>

*Website Information*

- a. Enter the **Name** of the website. The name is for internal reference, and can refer to the domain of the site or anything else distinguish it from other sites in the hierarchy.
  - b. Enter a **Code** that will be used on the server to point to the domain. The code must begin with a lower-case letter, and can include any combination of letters (a-z), numbers (0-9), and the hyphen (-) character.
  - c. (Optional) Enter a **Sort Order** number to determine the sequence in which this site is listed with other sites. Enter a zero to make this site appear at the top of the list.
3. When complete, click the **Save Website** button.

### To set up a new store:

1. Before you begin, set up the root category that will be used for this store.
2. On the Admin menu, select **System > Manage Stores**.
3. From Manage Stores, click the **Create Store** button. Then, do the following:

*New Store*

- a. Set **Website** to the site that is the parent of this store.
  - b. Enter a **Name** for the store. The name is for internal reference to distinguish it from other stores in the hierarchy. For example: Private Sales Store.
  - c. Set **Root Category** to the root category that will be used for the main navigation of the store. The root category can be the same as used for other stores, or unique to this store. For example: Private Sales Root.
4. When complete, click **Save Store**.

### To set up a new store view:

1. On the Admin menu, select **System > Manage Stores**.
2. From Manage Stores, click the **Create Store View** button. Then, do the following:

*Store View Information*

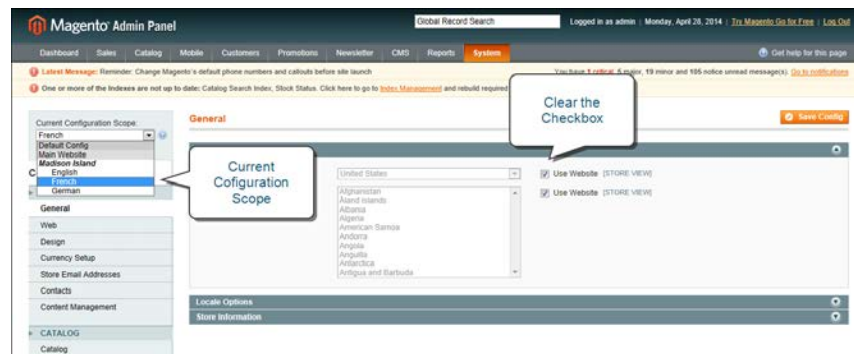
- a. Set **Store** to the parent store of this view.
- b. Enter a **Name** for this store view. The name appears in the “language chooser” in the header of the store. For example: French.
- c. Enter a **Code** in lowercase characters to identify the view. For example: privatesales.fr.
- d. To activate the view, set **Status** to “Enabled.”

- e. (Optional) Enter a **Sort Order** number to determine the sequence in which this view is listed with other views.
3. When complete, click the **Save Store View** button.

## Configuration Scope

If your Magento installation has multiple websites, stores, or views, you can set the scope of a configuration parameter to apply to a specific part of your installation. The Current Configuration Scope box in the upper-left corner of the Admin workspace determines the scope of the current settings. By default, the configuration scope is set to “Default Config.” For Admin users with restricted access, the list includes only the areas where the user is granted permission to access.

The configuration scope applies to products categories, attributes, customer management setting, and so on. The scope of each item appears in brackets after the field to indicate the range of the setting.



*Current Configuration Scope*

If your installation includes multiple websites, stores or views, you should always set the scope to identify where you want the settings to apply. The possible settings are: [STORE], [WEBSITE], and [GLOBAL].

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

### To set the configuration scope:

Before making a configuration setting that applies only to a specific website, store, or view, do the following:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, select the page with the configuration settings you want to change. If necessary, click to expand the section to be configured. Then, do the following:
  - a. In the upper-left corner of a configuration page, set **Current Configuration Scope** to the website, store, or view where the configuration applies.  
  
A checkbox appears after each field, and sometimes additional fields become available.
  - b. Clear the **Use Default** checkbox that is after the field that you want to edit. Then, enter the new value.
  - c. Repeat this process for every field that needs to be updated on the page.
3. When complete, click the **Save Config** button.

### Scope Settings

Scope	Description
Store	The setting is limited to the store view, which is often used to display a store in multiple languages.
Website	The setting is limited to the website.
Global	The setting applies to the entire installation.







## Chapter 7:

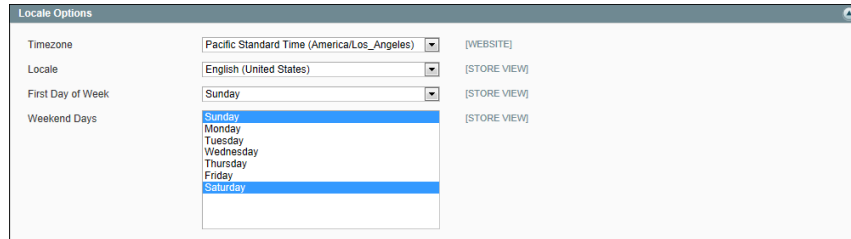
# Store Information

The basic information for your store includes the store name and address, telephone number and email address, that appear on email messages, invoices, and other communications sent to your customers. In this chapter, you will configure the following information:

- [Store Locale](#)
- [Countries Options](#)
- [State Options](#)
- [Shipping Settings](#)
- [Store Email Addresses](#)
- [Contact Us](#)

# Locale Options

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



*Locale Options*

### To set the locale of a store:

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

### Field Descriptions

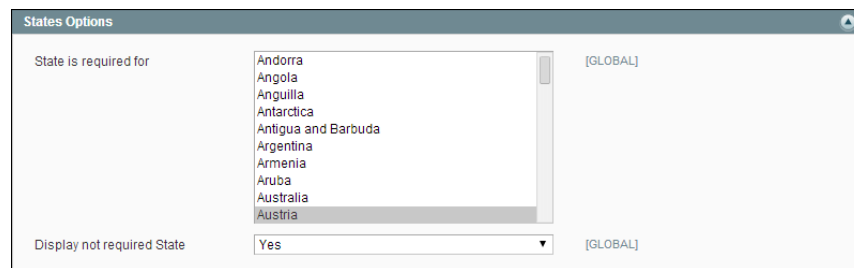
Field	Scope	Description
Timezone	Website	Identifies the time zone of the primary market served by the store. Usually the timezone is the same as that used in the physical location of your business.
Locale	Store View	Identifies the language, currency, and system of measurement used in the market served by the store.
First Day of Week	Store View	Identifies the day that is considered to be the

Field	Scope	Description
		first day of the week in the market served by the store.
Weekend Days	Store View	Identifies the days that fall on the weekend in the market served by the store.

## States Options

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

Because standard address formats vary from one country to another, you can also edit the address template that determines how the information appears on invoices, packing slips, and shipping labels.



*States Options*

### To set up the state options:

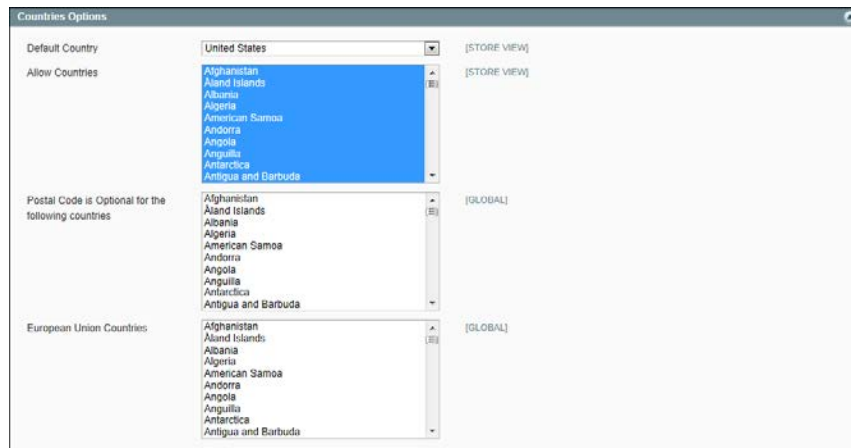
1. On the Admin menu, select **System > Configuration**.
2. Click to expand the **States Options** section, and do the following:
3. In the **State is required for** list, select each country where you want State / Province to be a required entry. To select multiple options, hold down the Ctrl (PC) or Command (Mac) key.
4. Set **Display not required State** to one of the following:
  - Yes            In countries where the state field is not required, the field is included in the form as an optional entry.
  - No             In countries where the state field is not required, the field is omitted from the form.
5. When complete, click the **Save Config** button.

### Field Descriptions

Field	Scope	Description				
State is required for	Global	Identifies the countries where you conduct business that do not require a state or province to be included in a postal address.				
Display not required State	Global	For countries where it is not required, determines if the State/Province field is included in the postal address of the customer. Options include: <table border="0" style="margin-left: 20px;"> <tr> <td>Yes</td> <td>Includes the State/Province field in the customer address, even if not required by the country.</td> </tr> <tr> <td>No</td> <td>Omits the State/Province field from the customer address if not required by the country.</td> </tr> </table>	Yes	Includes the State/Province field in the customer address, even if not required by the country.	No	Omits the State/Province field from the customer address if not required by the country.
Yes	Includes the State/Province field in the customer address, even if not required by the country.					
No	Omits the State/Province field from the customer address if not required by the country.					

## Countries Options

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



*Countries Options*

### To set the country options for your store:

1. From the Admin menu, select **System > Configuration**.
2. Click to expand the **Countries Options** section. Then, do the following:

- a. Set **Default Country** to the country where your business is located.
  - b. In the **Allow Countries** list, select each country from which you accept orders. By default, all countries in the list are selected. To select multiple countries, hold down the Ctrl (PC) or Command (Mac) key.
  - c. In the **Postal Code is Optional** list, select each country where you conduct business that does not require a ZIP or postal code to be included as part of the street address.
  - d. In the **European Union Countries** list, select each country in the EU where you conduct business. By default, all EU countries are selected.
3. When complete, click the **Save Config** button.

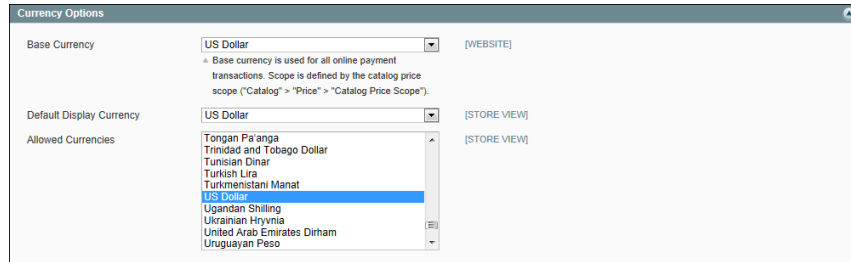
### Field Descriptions

Field	Scope	Description
Default Country	Store View	Identifies the country where your store is located.
Allow Countries	Store View	Identifies each country from which you accept orders.
Postal Code is Optional for the following countries	Global	Identifies the countries that do not require a ZIP or postal code in the shipping address.
European Union Countries	Global	Identifies the countries that are members of the European Union.

## Currency Setup

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

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



*Currency Options*

**To set up currency for your store:**

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

**Field Descriptions**

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

## Shipping Settings

The Shipping Settings establish the point of origin for all shipments made from your store or warehouse, and also your preference for managing orders that are shipped to multiple addresses.

### To establish the point of origin:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Settings**.
3. If applicable, set **Current Configuration Scope** to the store where the configuration applies.
4. Click to expand the **Origin** section.

Origin		
Country	United States	[WEBSITE]
Region/State	California	[WEBSITE]
ZIP/Postal Code	90232	[WEBSITE]
City	Culver City	[WEBSITE]
Street Address	10441 Jefferson Blvd., Suite 200	[WEBSITE]
Street Address Line 2		[WEBSITE]

### *Shipping Origin*

5. Complete the fields for each part of your point-of-origin address. If you need more room for the street address, use both address lines.
6. When complete, click the **Save Config** button.

### Field Descriptions

Field	Scope	Description
Country	Website	The point-of-origin country.
Region/State	Website	The point-of-origin region or state.
ZIP/Postal Code	Website	The point-of-origin ZIP or postal code.
City	Website	The point-of-origin city.
Street Address	Website	The point-of-origin street address.
Street Address Line 2	Website	An additional line for the point-of-origin street address, if needed.

## To configure shipments to multiple addresses:

1. On the Shipping Settings page, click to expand the **Options** section. Then, do the following:

### *Shipping Options*

- a. To allow items from a single order to be shipping to multiple addresses, set **Allow Shipping to Multiple Addresses** to “Yes.”
  - b. To limit the quantity of a single item that can be shipping to multiple addresses, enter the number in the **Maximum Qty Allowed for Shipping to Multiple Addresses** field.
2. When complete, click the **Save Config** button.

### Field Descriptions

Field	Scope	Description
Allow Shipping to Multiple Addresses	Website	Determines if you allow single orders to be shipping to multiple addresses. Options include: Yes / No
Maximum Qty Allowed for Shipping to Multiple Addresses	Website	Sets a limit for the number of units of a product that can be shipping to multiple addresses.

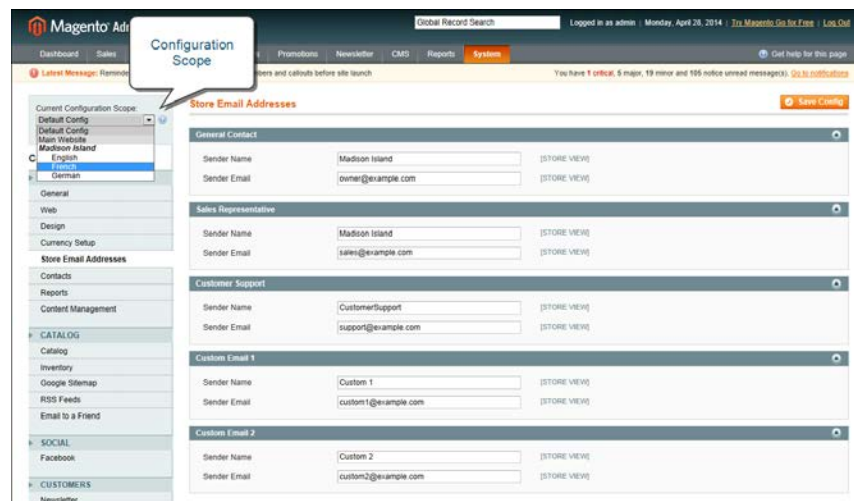


## Store Email Addresses

You can have up to five different email addresses to represent distinct functions or departments for each store or view. In addition to the following predefined email identities, there are two custom identities that you can set up according to your needs.

- General Contact
- Sales Representative
- Customer Support

Each identity and its associated email address can be associated with specific automated email messages and appear as the sender of email messages that are sent from your store.



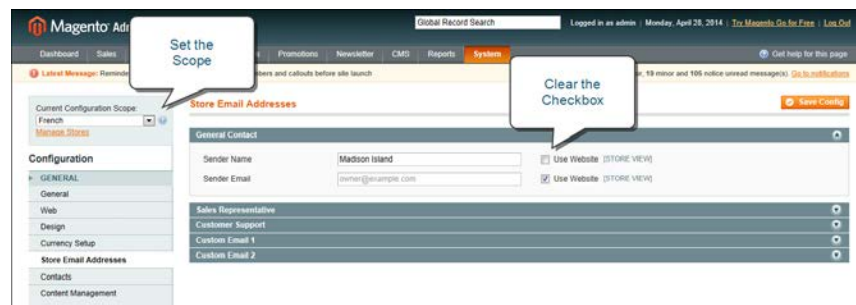
*Store Email Addresses*

### Step 1: Set Up the Email Addresses for Your Domain

Before you can configure email addresses for the store, each must be set up as a valid email address for your domain. Follow the instructions from your server administrator or email hosting provider to create the email address you need.

## Step 2: Configure the Email Addresses for Your Store

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Store Email Addresses**. Then, do the following:
  - a. Click to expand the **General Contact** section.
  - b. If you have multiple stores or views, set the **Current Configuration Scope** in the upper-left corner to identify the store or view where the configuration applies. Then, clear the checkbox after each field so new values can be entered.



*General Contact*

- c. In the **Sender Name** field, type the name of the person that you to appear as the sender of all email messages that are associated with the General Contact.
  - d. In the **Sender Email** field, type the associated email address.
3. Repeat this process for any other email addresses that you plan to use.
  4. When complete, click the **Save Config** button.

## Step 3: Update the Sales Email Configuration as Needed

If you use custom email addresses, make sure to update the configuration of any related email messages, so the correct identity appears as the sender.

1. In the panel on the left, under Sales, select **Sales Email**.
2. Click to expand each section, and make sure that the correct store email is selected as the sender of the message.
3. When complete, click the **Save Config** button.

## Contact Us

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

*Contact Us*

### To configure the Contact Us form:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under General, click **Contacts**.
3. Click to expand the **Contact Us** section, and set **Enable Contact Us** to “Yes.”
4. Click to expand the **Email Options** section. Then, do the following:

*Email Options*

- a. In the **Send Emails To** field, enter the email address where the form information is to be sent.
- b. Set **Email Sender** to the store identity you want to use for the replies sent.

- c.** Select the **Email Template** used to format the data sent from the form.
- 5.** When complete, click the **Save Config** button.



## Chapter 8:

# Industry Compliance

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

- [PCI Compliance](#)
- [Privacy Policy](#)
- [Cookie Law](#)

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

# PCI Compliance Guidelines

The Payment Card Industry (PCI) has established a set of requirements for businesses that accept payment by credit card over the Internet. In addition to the need to maintain a secure hosting environment, there are additional requirements that merchants must meet to ensure the privacy of cardholder data. Every merchant who handles customer credit card information is required by the Payment Card Industry to conduct business within the following guidelines:

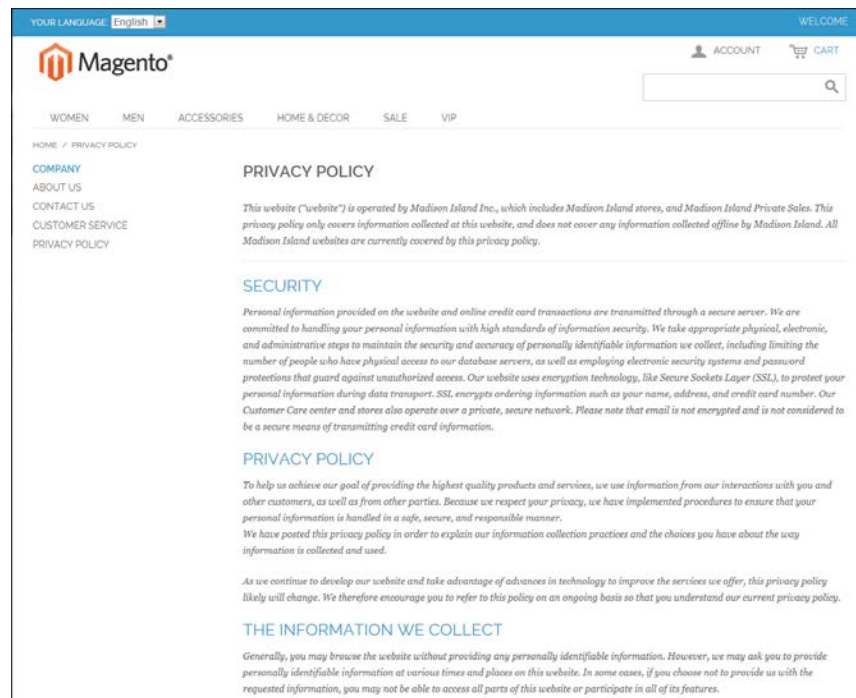
## PCI Requirement Checklist

- Install and maintain a firewall configuration to protect cardholder data.
- Do not use vendor-supplied defaults for system passwords and other security parameters.
- Protect stored cardholder data.
- Encrypt transmission of cardholder data across open, public networks.
- Use and regularly update antivirus software.
- Develop and maintain secure systems and applications.
- Restrict access to cardholder data by business need to know.
- Assign a unique ID to each person with computer access.
- Restrict physical access to cardholder data.
- Track and monitor all access to network resources and cardholder data.
- Regularly test security systems and processes.
- Maintain a policy that addresses information security.

As your business grows, you may be required to file a compliance report on an annual basis. PCI reporting requirements increase in proportion to merchant level, but are waived for businesses that process fewer than 20,000 credit card transactions per year. To learn more, visit the [PCI Security Standards Council](#) website.

# Privacy Policy

Your store includes a sample privacy policy that must be updated with your own information. Your privacy policy should describe the type of information that your company collects, and how it is used. It should also list the filenames of cookies that are placed on the computers of people who visit your store. Any additional cookies that are associated with third-party extensions and add-ons should be included in the list. For a complete list of the cookies used by Magento, see [Cookie Restriction Mode](#).



## *Privacy Policy*

### To edit your privacy policy:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Find the privacy policy in the list, and click to open the page.
3. In the panel on the left, click **Content**.
4. To work in WYSIWYG mode, click the **Show/Hide Editor** button.
5. Make the necessary changes to the content.
6. When complete, click the **Save Page** button.

# Cookie Law Compliance

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

To keep pace with legislation in many countries regarding the use of cookies, Magento offers merchants a choice of methods for obtaining customer consent.

## Implied Consent

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Using cookies with implied consent is the method that is currently the most widely adopted in the UK. Implied consent means that visitors to your store have a clear understanding that cookies are a necessary part of operations, and by using your site, have indirectly granted permission to use them.

The key to gaining implied consent is to provide enough information for a visitor to make an informed decision. Many stores display a message at the top of all standard pages that provides a brief overview of how cookies are used, with a link to the store's privacy policy. The privacy policy should describe the type of information that your store collects, and how it is used.

## Expressed Consent

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Using cookies with implied consent is the method that is currently the most widely adopted in the UK. Implied consent means that visitors to your store have a clear understanding that cookies are a necessary part of operations, and by using your site, have indirectly granted permission to use them.

## Cookie Restriction Mode

Operating your store in "Cookie Restriction Mode" requires that visitors express their consent before cookies can be saved to their computers. Unless consent is granted, many features of your store become unavailable. For example, if Google Analytics is available for your store, it can be invoked only after the visitor has granted permission to use cookies.





*Cookie Restriction Notice In Footer*

When Cookie Restriction Mode is enabled, visitors to your store are notified that cookies are required for full-featured operations. Depending on your theme, the message might appear above the header, below the footer, or somewhere else on the page. The message links to your privacy policy for more information, and encourages visitors to click the Allow button to grant consent. After consent is granted, the message disappears. The Cookie Restriction Mode message resides in a CMS static block, and can be edited to suit your voice and style.

Your privacy policy should include the name of your store and contact information, and explain the purpose of each cookie that is used by your store. See the end of this topic for a complete list of the cookies used.

## Step 1: Enable Cookie Restriction Mode

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under General, click **Web**.
2. Click to expand the **Session Cookie Management** section, and do the following:

Session Cookie Management		
Cookie Lifetime	<input type="text" value="3600"/>	[STORE VIEW]
Cookie Path	<input type="text"/>	[STORE VIEW]
Cookie Domain	<input type="text"/>	[STORE VIEW]
Use HTTP Only	<input type="text" value="Yes"/>	[STORE VIEW]
Cookie Restriction Mode	<input type="text" value="No"/>	[WEBSITE]

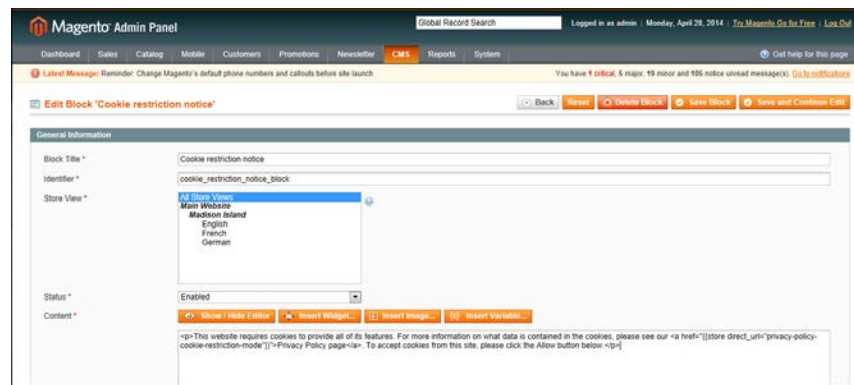
*Cookie Session Management*

- a. Enter the **Cookie Lifetime** in seconds.
- b. If you want to make cookies available to other folders, enter the **Cookie Path**. To make the cookies available anywhere in the site, enter a forward slash.
- c. To make the cookies available to a subdomain, enter the subdomain name in the **Cookie Domain** field. (subdomain.yourdomain.com) To make cookies available to all subdomains, enter the domain name preceded by a period. (yourdomain.com)

- d. To prevent scripting languages such as JavaScript from gaining access to cookies, set **Use HTTP Only** to “Yes.”
- e. Set **Cookie Restriction Mode** to “Yes.”

## Step 2: Edit the Cookie Restriction Message

1. On the Admin menu, select **CMS > Static Blocks**.
2. Find the **Cookie Restriction Notice**, and click to open the block. Then, do the following:

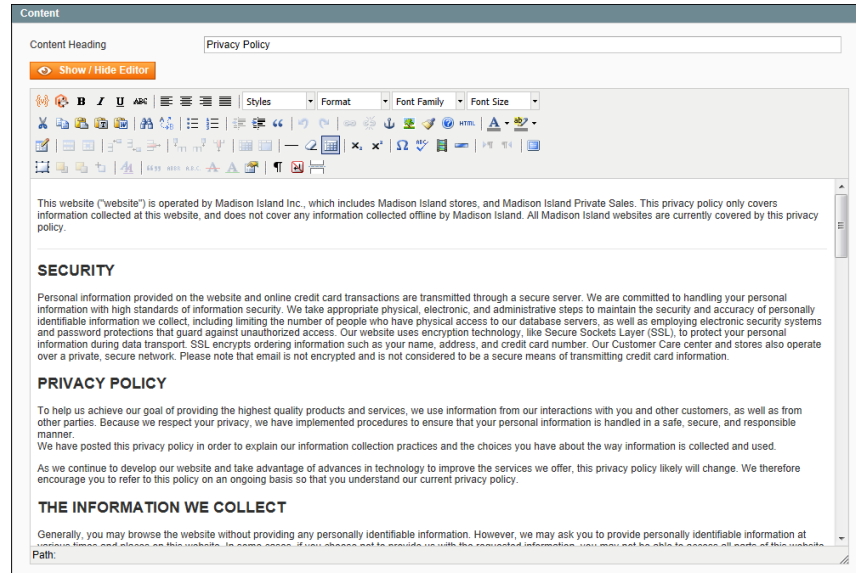


*Editing the Cookie Restriction Notice*

- a. Select each **Store View** where the notice should appear.
  - b. Set **Status** to “Enabled.”
  - c. In the **Content** box, edit the message as needed.
3. When complete, click the **Save Block** button.

## Step 3: Update Your Privacy Policy

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Find your **Privacy Policy** in the list, and click to open the page.
3. In the panel on the left, click **Content**. If necessary, click the **Show/Hide Editor** button to work in WYSIWYG mode.



### *Privacy Policy*

4. Update your privacy policy to describe the information that your company collects, and how it is used. You can include the information from the tables at the end of this topic.
5. When complete, click the **Save Page** button.

## Field Descriptions

Field	Description
Cookie Lifetime	Determines when the browser can delete Magento cookies. The default value is 3600, which means that cookies remain in the browser for one hour. To ensure that cookies expire at the end of a browser session, set the lifetime to zero.
Cookie Path	Allows you to make Magento cookies available other folders. If you want to make cookies available anywhere in a site, you should set this value to a single forward slash.
Cookie Domain	Determines if cookies are visible to subdomains. (http://subdomain.domain.com) To ensure that your cookies are available to all subdomains, enter your domain name with a prefix of a period. (.domain.com)
USE HTTP Only	Makes the cookie available only through HTTP protocol, and unavailable to JavaScript or other scripting languages.

## Magento Standard Cookie

Cookie Name	Cookie Description
USER_ALLOWED_SAVE_COOKIE	Indicates if a customer is allowed to use cookies.
external_no_cache	A flag that indicates if caching is disabled.
persistent_shopping_cart	The session key.
Stf	If product links were sent to friends, stores the timestamps in the format: \$timeStamp1, \$timestamp2, ..., \$timestampN
pollN	A poll ID that indicates if a vote has occurred.
frontend	Session ID
guest-view	Allows guests to edit their orders.

## Google Analytics Cookies

If Google Analytics is enabled and using cookies is allowed by a customer, Magento saves the following Google Analytics cookies. For more information, see Google's [cookie usage](#) documentation.

Cookie	Description
_utma	Distinguishes users and sessions.
_utmb	Determines new sessions/visits.
_utmc	Determines if the user was in a new session/visit.
_utmz	Stores the traffic source or campaign that explains how the user reached your site.



Community  
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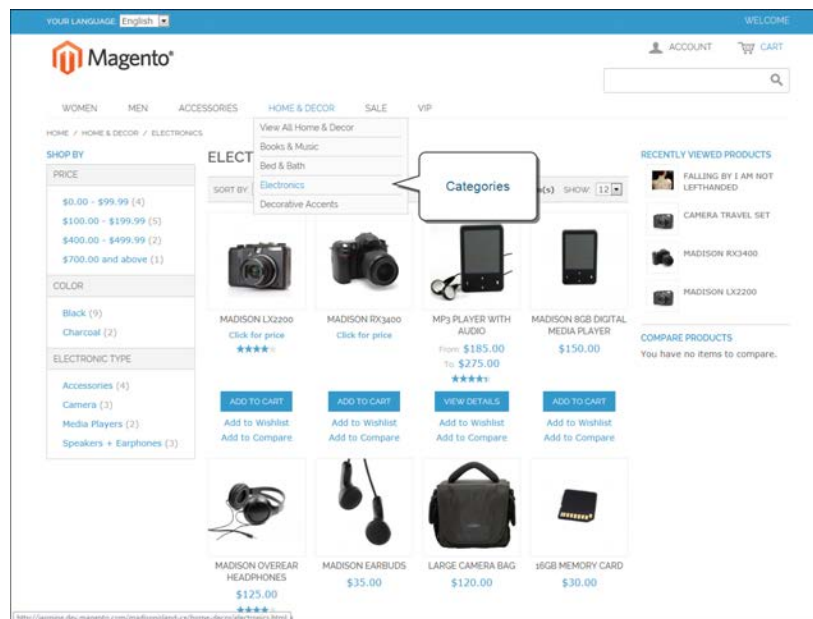
# Product Catalog



## Chapter 9: Navigation by Category

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

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



*Categories in Main Menu*

# Top Navigation

The main menu of your store displays the selection of categories that are available in your catalog. You can think of the top navigation as different departments in your store. A top-level category serves as landing page for all the subcategories below. The position and presentation of the top navigation might vary by theme, but the way it works is the same.

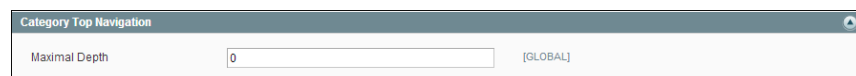


*Top Navigation*

The first level of categories below the root typically appear as options in the main menu. Below that, you can have as many additional subcategories as needed. The category structure of your catalog can influence how well your site is indexed by search engines. The deeper a category, the less likely it is to be thoroughly indexed. As a general rule, anywhere between one and three levels is considered to be the best. You can set the maximum number of levels that are available in your top navigation in the system configuration.

## To set the depth of the top navigation:

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



*Category Top Navigation*

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

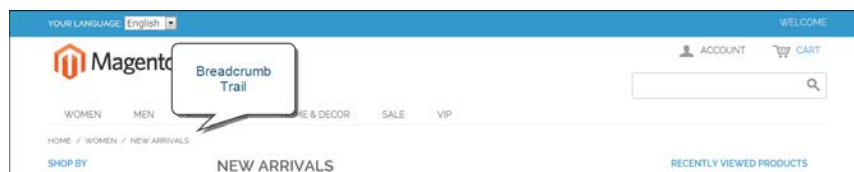


## Breadcrumb Trail

A breadcrumb trail is a set of links that shows where you are in relation to other pages in the store. You can click any link in the breadcrumb trail to return to a previous page. Here's an example of a breadcrumb trail from the Magento Demo Store:

HOME/ACCESSORIES/JEWELRY/PEARL STUD EARRINGS

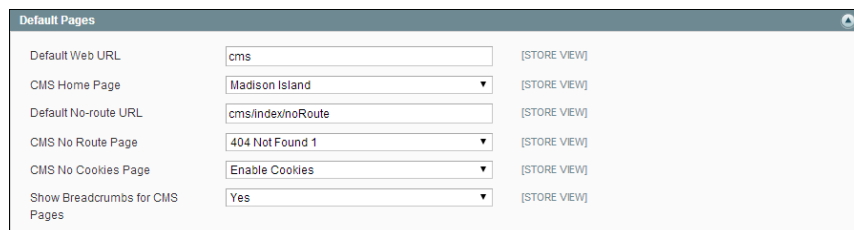
The breadcrumb trail can be configured to appear on CMS content pages, as well as catalog pages. The format and position of the breadcrumb trail varies by theme, but it is usually located in the upper-left, just below the header.



*Breadcrumb Trail*

### To add breadcrumbs to CMS pages:

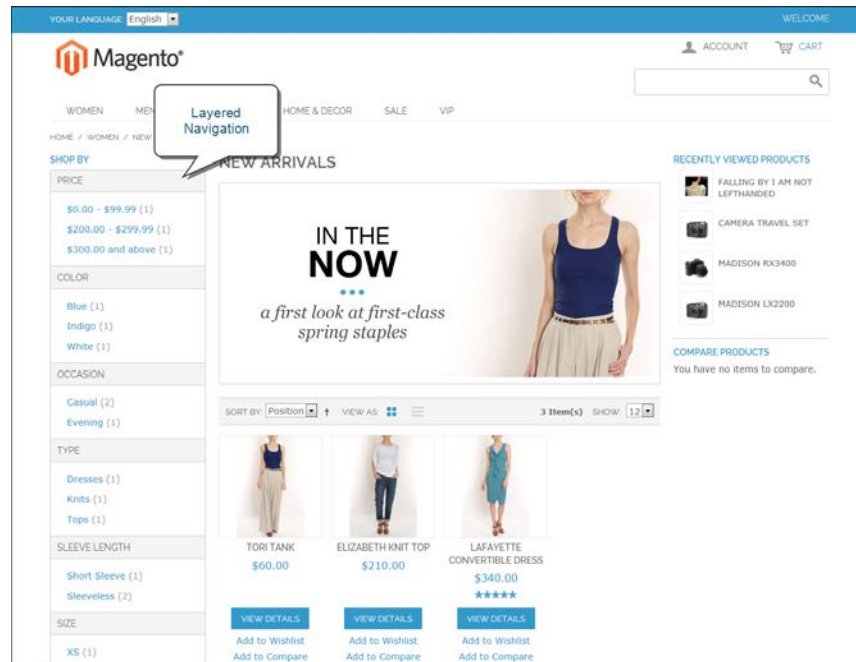
1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under General, select **Web**. Then, do the following:
  - a. Click to expand the **Default Pages** section.
  - b. Set **Show Breadcrumbs for CMS Pages** to “Yes.”
3. When complete, click the **Save Config** button.



*Show Breadcrumbs for CMS Pages*

# Layered Navigation

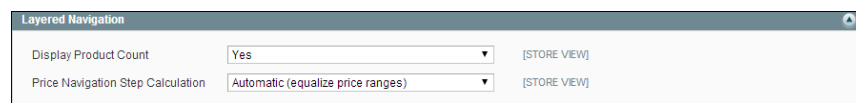
Layered navigation makes it easy to find products based on category, price range, or any other available attribute. Layered navigation usually appears in the left column of search results and category pages and sometimes on the home page. The standard layered navigation includes a “Shop By” list of categories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



*Layered Navigation by Category and Price*

## To set up layered navigation:

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



*Configure Layered Navigation*

- a. To display the results after each attribute, set **Display Product Count** to “Yes.”
- b. Set **Price Navigation Step Calculation** to one of the following:
  - Automatic
  - Manual
- c. For a manual calculation, enter a number in the **Default Price Navigation Step** field to determine how the price ranges are grouped. For example, if you enter 100, the prices will appear in groups of 100.

Layered Navigation		
Display Product Count	Yes	[STORE VIEW]
Price Navigation Step Calculation	Manual	[STORE VIEW]
Default Price Navigation Step	100	[STORE VIEW]
Maximum Number of Price Intervals	10	[STORE VIEW]
	▲ Maximum number of price intervals is 100	

*Manual Price Navigation Step*

## Filterable Attributes

Layered navigation can be used to search for products by category or by attribute. For example, when a shopper chooses the Apparel/Shoes category from the top navigation, the initial results include all products in the shoes category. The list can be filtered further by choosing a specific color or size, or both color and size.

The screenshot shows a Magento storefront with a layered navigation sidebar on the left. The sidebar includes filters for Price, Color, Occasion, Type, Sleeve Length, and Size. A callout box labeled "Filterable Attributes" points to the sidebar. The main content area displays "NEW ARRIVALS" with a banner for "IN THE NOW" and a list of three products: TORI TANK (\$60.00), ELIZABETH KNIT TOP (\$210.00), and LAFAYETTE CONVERTIBLE DRESS (\$340.00). Each product has a "VIEW DETAILS" button and "Add to Wishlist" and "Add to Compare" options.

*Filterable Attributes In Layered Navigation*

## Step 1: Set the Attribute Properties

For an attribute to be included in layered navigation, its property settings must be set to make it filterable.

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

## Step 2: Make the Category an Anchor

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

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

## Price Navigation

Price navigation can be used to distribute products by price range in layered navigation. You can also split each range in intervals. There are ways to calculate price navigation:

- Automatic (Equalize Price Ranges)
- Automatic (Equalize Product Counts)
- Manual

With the first two methods, the navigation steps are calculated automatically. The manual method lets you specify a division limit for price intervals. The following example shows the difference between price navigation steps of 10 and 100.



*Price Navigation Steps of 10 and 100*

## Iterative Splitting

Iterative splitting provides the best distribution of products among price ranges. With iterative splitting, after a customer chooses to view the \$0.00-\$99 range, the customer can drill-down through several sub-ranges of prices. Price-range splitting stops when the number of products reaches the threshold set by the Interval Division Limit.

### To configure price layered navigation:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under Catalog, select **Catalog**.
2. In the upper-left corner, set **Current Configuration Scope** to the store view to be configured.
3. Click to expand the **Layered Navigation** section.
4. If you want to display the number of products in parentheses after each filtered item, set **Display Product Count** to “Yes.”
5. Set **Price Navigation Steps Calculation** to one of the following methods:

#### Method 1: Automatic (Equalize Price Ranges)

Set **Price Navigation Steps Calculation** to “Automatic (Equalize Price Ranges.)” This setting uses the existing price layered navigation algorithm, and is similar to the Automatic option in earlier versions of Magento.

Layered Navigation		
Display Product Count	<input type="text" value="Yes"/>	[STORE VIEW]
Price Navigation Step Calculation	<input type="text" value="Automatic (equalize price ranges)"/>	[STORE VIEW]

### *Layered Navigation*

## Method 2: Automatic (Equalize Product Counts)

- Set **Price Navigation Steps Calculation** to “Automatic (Equalize Price Ranges).”
- Set **Display Price Interval as One Price** to “Yes” if you want to display a single price when multiple products with the same price.
- In the **Interval Division Limit** field, enter the threshold for a number of products within a price range. The range cannot be further split beyond this limit., The default value is 9.

Layered Navigation		
Display Product Count	<input type="text" value="Yes"/>	[STORE VIEW]
Price Navigation Step Calculation	<input type="text" value="Automatic (equalize product counts)"/>	[STORE VIEW]
Display Price Interval as One Price	<input type="text" value="No"/> <small>▲ This setting will be applied when all prices in the specific price interval are equal.</small>	[STORE VIEW]
Interval Division Limit	<input type="text" value="9"/> <small>▲ Please specify the number of products, that will not be divided into subintervals.</small>	[STORE VIEW]

### *Automatic (Equalize Product Counts)*

## Method 3: Manual

- Set **Price Navigaton Steps Calculation** to “Manual.”
- Enter a value to determine the **Default Price Navigation Step**.
- Enter the **Maximum Number of Price Intervals** allowed, up to 100.

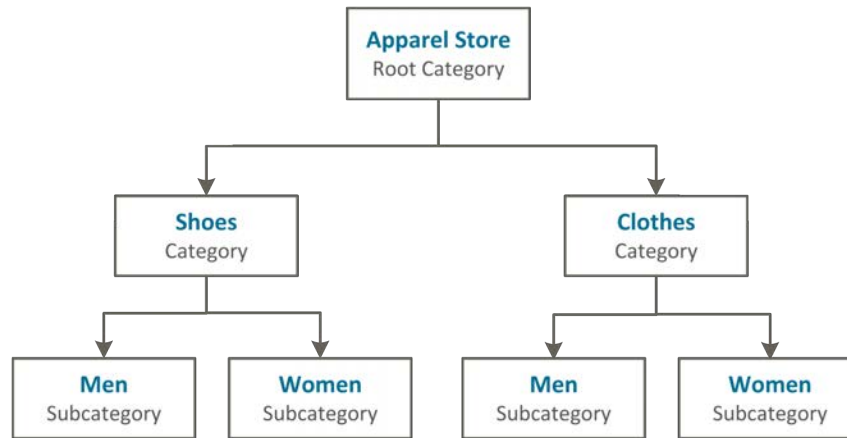
Layered Navigation		
Display Product Count	<input type="text" value="Yes"/>	[STORE VIEW]
Price Navigation Step Calculation	<input type="text" value="Manual"/>	[STORE VIEW]
Default Price Navigation Step	<input type="text" value="100"/>	[STORE VIEW]
Maximum Number of Price Intervals	<input type="text" value="10"/> <small>▲ Maximum number of price intervals is 100</small>	[STORE VIEW]

### *Manual*

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

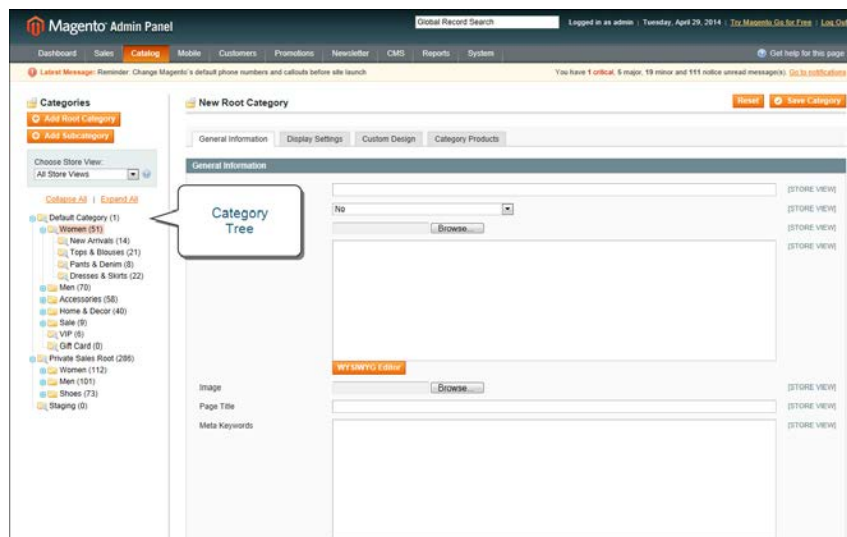
## Creating Categories

Every product in your catalog must be assigned to at least one category. Before you add products to your catalog, you must first establish the basic category structure of your catalog. The number of subcategory levels that you can have in the top navigation is set in the system configuration.



*Category Structure*

When working in the Admin, the category structure is like an upside-down tree, with the root at the top. Each section of the tree can be expanded and collapsed. Any disabled or hidden categories are grayed out.



*Category Tree*

## Step 1: Create a Category

1. On the Admin menu, select **Catalog > Manage Categories**.
2. Before you begin, set **Choose Store View** to the store or view. By default, the scope of the category configuration is set to “All Store Views.”
3. In the category tree, click the category that is to be the parent of the new category. The parent is the level just above the new category.

If you're starting from the beginning without any data, there might be only two categories in the list: “Default Category,” which is the root, and an “Example Category.”

4. Click the **Add Subcategory** button.

## Step 2: Complete the General Information

1. In the General Information section, do the following:
  - a. (Required) Type the **Name** of the category.
  - b. (Required) To enable the category, set **Is Active** to “Yes.”
  - c. You can enter a **URL Key** for the category, or let the system automatically create one that is based on the category name.
2. If supported by your theme, you can display a **Thumbnail** image in the main menu for each category. Click the **Choose File** button and select the image to upload.
3. In the **Description** box, enter a paragraph or two of descriptive text for the category landing page.
4. To display an **Image** at the top of the category landing page, click the **Choose File** button and select the image to upload.
5. Complete the category meta data:
  - Page Title
  - Meta Keywords
  - Meta Description
6. (Required) To include the category in the main menu, set **Include in Navigation Menu** to “Yes.”
7. Click the **Save Category** button. Then, take note of the following:



- The new category now appears in the tree. If it's not in the correct position, you can drag it to another location in the tree.
- In addition to the category name, it has an ID number shown in parentheses, just after the name at the top of the page.
- A URL Key that is based on the category name can be automatically generated for the category.

General Information	
Name *	My Category [STORE VIEW]
Is Active *	Yes [STORE VIEW]
URL Key	my-category [STORE VIEW]
<input checked="" type="checkbox"/> Create Custom Redirect for old URL	

*Category URL Key*

### Step 3: Complete the Display Settings

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

Display Settings	
Display Mode	Static block only [STORE VIEW]
CMS Block	Category Landing Page Women [STORE VIEW]
Is Anchor	Yes [GLOBAL]
Available Product Listing Sort By *	Best Value, Name, Price <input checked="" type="checkbox"/> Use All Available Attributes [STORE VIEW]
Default Product Listing Sort By *	Best Value <input checked="" type="checkbox"/> Use Config Settings [STORE VIEW]
Layered Navigation Price Step	<input checked="" type="checkbox"/> Use Config Settings [STORE VIEW]

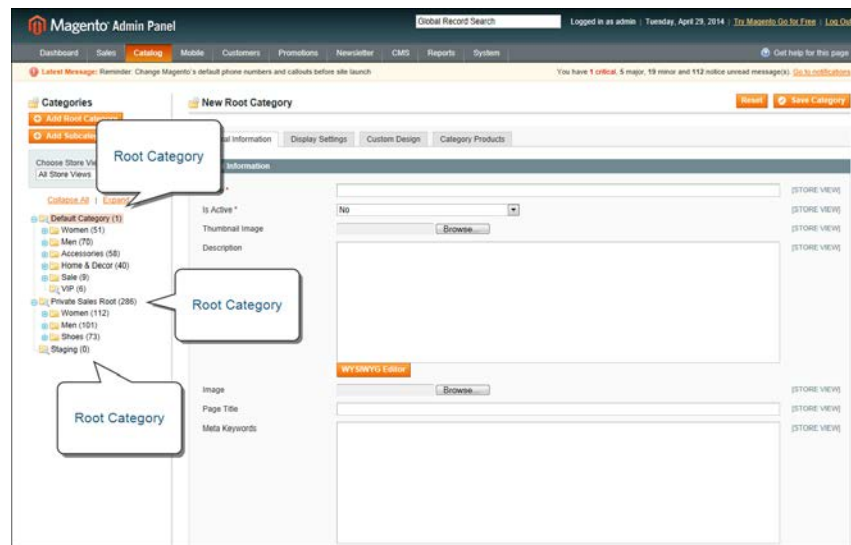
*Display Settings*

1. On the **Display Settings** tab, do the following:
  - a. Set **Display Mode** to one of the following:
    - Products Only
    - Static Block Only
    - Static Block and Products
  - b. If applicable, set **CMS Block** to the static block that you want to appear on the category page.



## Root Categories

The catalog structure is like an upside-down tree, with the root on top. All categories in your catalog are nested below the root. Because the root category is the highest level of the catalog, your store can have only one root category active at a time. You can, however, create additional root categories for alternate catalog structures, different stores, and views. The root category is not visible to customers in the store, and does not have a URL key.



*Root Categories*

### Step 1: Create a New Root Category

1. On the Admin menu, select **Catalog > Manage Categories**.
2. In the upper-left of the Manage Categories page, click the **Add Root Category** button. Then, complete the following required fields:
  - a. Enter a **Name** for the root category.
  - b. Set **Is Active** to “Yes.”
  - c. If you want this root category to be in the main menu, set **Include in Navigation Menu** to “Yes.”
3. Complete the remaining optional fields as needed:
  - a. Click the **Choose File** to upload a **Thumbnail Image** for the root category.
  - b. Enter a **Description** of the root category.
  - c. Click the **Choose File** button to upload an **Image** to the root category.

- d. Complete the following meta data:
  - Page Title
  - Meta Keywords
  - Meta Description
4. Click the **Display Settings** tab. Then, set **Is Anchor** to “Yes.”
5. When complete, click the **Save Category** button.

### Step 2: Add Subcategories to the New Root

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

### Step 3: Apply the New Root Category to Your Store

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

## Hidden Categories

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

### To create hidden categories:

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

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

# General Information

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

The screenshot shows the 'General Information' form with the following fields and values:

- Name \***: Accessories [STORE VIEW]
- Is Active \***: Yes [STORE VIEW]
- URL Key**: accessories [STORE VIEW]
- Create Custom Redirect for old URL**
- Thumbnail Image**: Choose File No file chosen [STORE VIEW]
- Description**: [WYSIWYG Editor] [STORE VIEW]
- Image**: Choose File No file chosen [STORE VIEW]
- Page Title**: [STORE VIEW]
- Meta Keywords**: [STORE VIEW]
- Meta Description**: [STORE VIEW]
- Include in Navigation Menu \***: Yes [STORE VIEW]

*General Information*

## Field Descriptions

Field	Description
Name	(Required) The category name appears in the navigation, and also in the URL key of the category page and associated product pages.
Is Active	(Required) To make this category available, select "Yes." Options include: Yes / No

Field	Description
URL Key	The URL Key is a relative path to the category, and is automatically generated when the category is saved. The URL Key must be all lower-case characters, with no spaces. As a best practice, each word is separated by a hyphen. If you edit the default URL key, a custom redirect is created automatically. A root category does not have a URL key.
Thumbnail Image	If supported by your theme, a thumbnail image can be associated with each category and appear as part of the option in the main menu of the store.
Description	The category description, if used, appears below the category image- and before the product list.
Image	The category image, if used, appears at the top of the category page, before the description and product list. As an alternative, you can display a CMS static block in place of the description and image. (See <a href="#">Category Display Settings</a> .)
Page Title	The category page title appears in the browser tab and title bar. As a best practice, the title should be not more than twelve words in length, and should include a combination of primary and secondary keywords.
Meta Keywords	Keywords are used by some search engines, and not by others. You can use a keyword search tool to identify high value keywords that relate to your category. A general rule is to use no more than thirty keywords, or 180 characters. Avoid repeats, and empty words such as "a," "an," "or" and "that."
Meta Description	Enter a description of the category, using approximately twenty-five words or 150 characters.
Include in Navigation Menu	(Required) Determines if the category is included in the main menu. Options include: <ul style="list-style-type: none"> <li>Yes      Include this category in the top navigation, select "Yes."</li> <li>No        Hides the category, although it is active. Hidden categories do not appear in the top navigation, but are included in layered navigation.</li> </ul>

# Display Settings

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

*Display Settings*

## Field Descriptions

Field	Scope	Description
Display Mode	Store View	Determines the content elements displayed on the category page. Options include: Products Only Static Block Only Static Block and Products
CMS Block	Store View	To display a CMS static block at the top of the category page, select the name of the block from the list.
Is Anchor	Global	When set to “Yes,” includes the “filter by attribute” section in the layered navigation. Options include: Yes / No
Available Product Listing Sort By	Store View	(Required) The default values are set to set to Value, Name, and Price. To customize the sorting option, clear the Use All Available Attributes checkbox and select the attributes you want to use. You can define and add attributes as needed.
Default Product Listing Sort By	Store View	(Required) To define the default “Sort By” option, clear the “Use Config Settings”



Field	Scope	Description
Layered Navigation Price Step		checkbox and select an attribute.  By default, Magento displays the price range in increments of 10, 100, and 1000, depending on the products in the list. To change the Price Step range, clear the “Use Config Settings” checkbox.

## Custom Design

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

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

The screenshot shows the 'Custom Design' configuration interface. It features several rows of settings:

- Use Parent Category Settings:** A dropdown menu set to 'No'.
- Apply To Products:** A dropdown menu set to 'No'.
- Custom Design:** A dropdown menu set to '-- Please Select --'.
- Active From:** A date/time picker field.
- Active To:** A date/time picker field.
- Page Layout:** A dropdown menu set to '1 column'.
- Custom Layout Update:** A large text area containing HTML code:
 


```
<reference>
<remove name="right.poll">
</reference>
```

Each row has a '[STORE VIEW]' link on the right side.

*Custom Design*

### To create a custom category design:

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

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

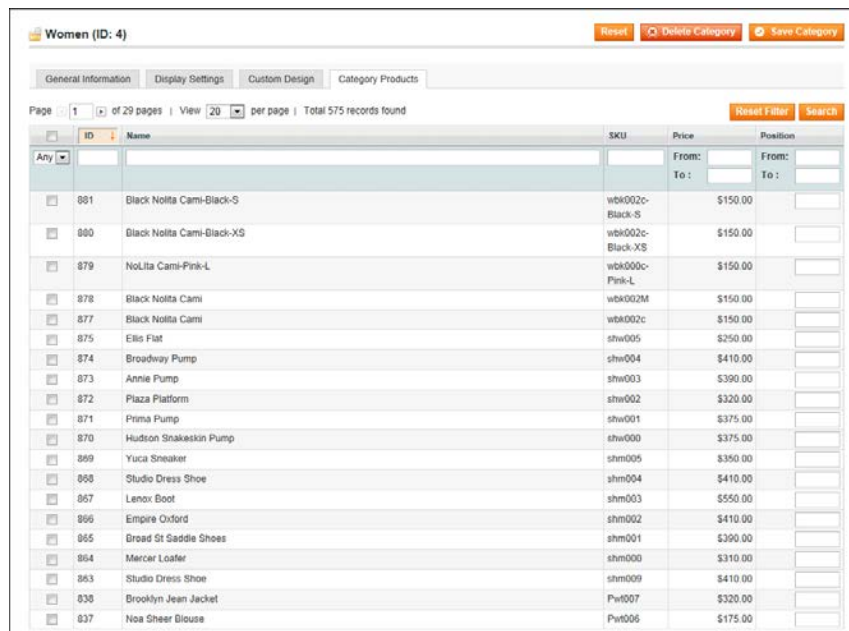
### Field Descriptions

Field	Scope	Description								
Use Parent Category Settings	Store View	To inherit the design settings from the parent category set this option to "Yes." Options include: Yes / No								
Apply to Products	Store View	To apply the custom settings to all products in the category, set to "Yes." Options include: Yes / No								
Custom Theme	Store View	Select the custom theme you want to apply from the list of available themes.								
Active From	Store View	If applying a custom theme for a period of time, enter the beginning date, or select the date from the calendar.								
Active To	Store View	If applying a custom theme for a period of time, enter the ending date, or select the date from the calendar.								
Page Layout	Store View	To apply a different layout to the category page, select one of the following: <table border="0" style="margin-left: 20px;"> <tr> <td style="padding-right: 10px;">No layout updates</td> <td>This option is pre-selected by default and does not apply layout changes to the category page.</td> </tr> <tr> <td style="padding-right: 10px;">Empty</td> <td>This option lets you define your own page layout. (Requires an understanding of XML.)</td> </tr> <tr> <td style="padding-right: 10px;">1 column</td> <td>Applies a one-column layout to the category page.</td> </tr> <tr> <td style="padding-right: 10px;">2 columns with left bar</td> <td>Applies a two-column layout with a left sidebar to the category page.</td> </tr> </table>	No layout updates	This option is pre-selected by default and does not apply layout changes to the category page.	Empty	This option lets you define your own page layout. (Requires an understanding of XML.)	1 column	Applies a one-column layout to the category page.	2 columns with left bar	Applies a two-column layout with a left sidebar to the category page.
No layout updates	This option is pre-selected by default and does not apply layout changes to the category page.									
Empty	This option lets you define your own page layout. (Requires an understanding of XML.)									
1 column	Applies a one-column layout to the category page.									
2 columns with left bar	Applies a two-column layout with a left sidebar to the category page.									

Field	Scope	Description
		2 columns with right bar Applies a two-column layout with a right sidebar to the category page.
		3 columns Applies a three-column layout to the category page.
Custom Layout Update	Store View	You can further customize the theme by making layout updates in XML code.

## Category Products

The Category Products tab lists the products that are currently assigned to the category. From the list, you can easily add and remove products from the category.



*Category Products*

### To assign products to a category:

1. From the category record, click the **Category Products** tab. Then, do the following:
  - a. Use the filters and checkbox control to find the products you want to assign:
    - To display all products currently assigned to the category, set the checkbox control to “Yes.”
    - To display all products that are not assigned to the category, set the checkbox control to “No.”
    - To display all products, set the checkbox control to “Any.”
  - b. Press the **Search** button.
  - c. To list all products again, click the **Reset Filter** button.
2. Select the checkbox of each product you want to assign to the category.
3. When complete, click the **Save Category** button.



## Chapter 10: Managing Attributes

Attributes are the building blocks of your product catalog, and describe specific characteristics of a product. Here are a few ways you can use attributes to enhance the shopping experience:

- Input controls for product options
- Provide additional information on product pages
- Search parameters
- In product comparison reports
- As layered navigation “Shop By” parameters
- In catalog and shopping cart price rules

Each attribute contains a value that describes a characteristic of a product, such as “color” or “fabric.” The “color” attribute with the “dropdown” input type might contain many values, although only a few apply to any given product. Because a single attribute can be used with multiple products, your store needs to have only one attribute for color.

You can create as many attributes as you need, and assign the most common value as the default, to make it easy for your customers to select the option.

The attributes that make up a product are combined into an attribute set, which is used as template to create new products. The attribute set determines which fields are included in a product, and how they are grouped in the Product Information panel. Magento has a default attribute set with a standard selection of product attributes such as Name, Price, Description, and so on. If you want to keep it simple, you can use the default attribute set for your entire catalog.

## Attribute Input Types

When viewed from the Admin, attributes are the fields that you complete when you create a product. The input type that is assigned to an attribute determines the type of data that can be entered and the format of the field or input control.

From the standpoint of the customer, attributes provide information about the product, and are the options and data entry fields that must be completed to purchase a product.

Property	Description
Text Field	A single line input field for text.
Text Area	A multiple-line input field for entering paragraphs of text such as a product description. You can use the WYSIWYG Editor to format the text with HTML tags, or type the tags directly into the text.
Date	Fields used for entering date values are followed by an icon that displays either a calendar or list of dates when clicked. Depending on your system configuration, a date can be typed directly into the field, or selected from the calendar or list.
Yes/No	Displays a drop-down list with pre-defined options of "Yes" and "No."
Dropdown	Displays a drop-down list of values. Only one item can be selected at a time. The Dropdown input type is a key component of configurable products.
Multiple Select	Displays a drop-down list of values. To select more than one option, hold the Ctrl key down and click each item.
Price	This input type is used to create price fields that are in addition to the predefined attributes, Price, Special Price, Tier Price and Cost. The currency used is determined by your system configuration.
Media Image	Gives you the ability to associate an image with a product, that is something other than a product image. For example, you might include the product logo, care instructions, or an image of the ingredients from a food label. When you add a media image attribute to the attribute set of a product, it becomes an additional image type, along with Base, Small, and Thumbnail. The media image attribute can be excluded from the thumbnail gallery, but is still available to be used.
Fixed Product Tax	Lets you define FPT rates based on the requirements of your locale. To learn more, see: <a href="#">General Tax Settings</a> .

## Creating Attributes

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

Attributes can be created using the Manage Attributes tool, and also from inside a product record.

Attribute Code	Attribute Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
accessories_size	Accessories Size	No	No	No	Global	Yes	Filterable (with results)	No
accessories_type	Accessories Type	No	No	No	Global	Yes	No	No
apparel_type	Type	Yes	No	Yes	Global	Yes	Filterable (with results)	No
author_artist	Author/Artist	No	No	Yes	Global	Yes	No	No
bag_luggage_type	Bag & Luggage Type	No	No	No	Global	Yes	Filterable (with results)	No
bedding_pattern	Bedding Pattern	No	No	No	Global	Yes	No	No
bed_bath_type	Bed & Bath Type	No	No	Yes	Global	No	Filterable (with results)	No
books_music_type	Books & Music Type	No	No	Yes	Store View	Yes	No	No
camera_megapixel	Camera Megapixel	No	No	No	Global	Yes	No	No
camera_type	Camera Type	No	No	No	Global	Yes	No	No
color	Color	No	No	Yes	Global	Yes	Filterable (with results)	Yes
cost	Cost	No	No	No	Website	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Website	No	No	No
custom_design	Custom Design	No	Yes	No	Store View	No	No	No
custom_design_from	Active From	No	Yes	No	Store View	No	No	No
custom_design_to	Active To	No	Yes	No	Store View	No	No	No
custom_layout_update	Custom Layout Update	No	Yes	No	Store View	No	No	No
decor_type	Decor Type	No	No	Yes	Global	Yes	Filterable (with results)	No
description	Description	Yes	Yes	No	Store View	Yes	No	Yes
electronic_type	Electronic Type	No	No	Yes	Global	Yes	Filterable (with results)	No

*Manage Attributes*

### Step 1: Define the Attribute Properties

1. On the Admin menu, select **Catalog > Attributes > Manage Attributes**. Then, click the **Add New Attribute** button.
2. In the Attribute Properties section, complete the following required (\*) properties:
  - a. Enter a unique **Attribute Code** to identify the attribute internally. The code should be all lowercase characters without spaces.
  - b. In the **Apply To** list, choose each product type that is associated with the attribute.

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

*Attribute Properties*

3. Complete the remaining **Attribute Properties** as needed.
  - a. Set **Scope** to the indicate where the attribute can be used.
  - b. Set **Catalog Input Type for Store Owner** to the type of **input control** used by the store administrator during data entry.
  - c. If you want to prevent duplicate values from being entered in this field, set **Unique Value** to “Yes.”
  - d. To require that a value must be entered in the field before the record can be saved, set **Values Required** to “Yes.”
  - e. To run a validity test of data entered into the field, set **Input Validation for Store Owner** to the type of data the attribute should contain.
4. In the **Frontend Properties** section, complete as many of the settings as needed.

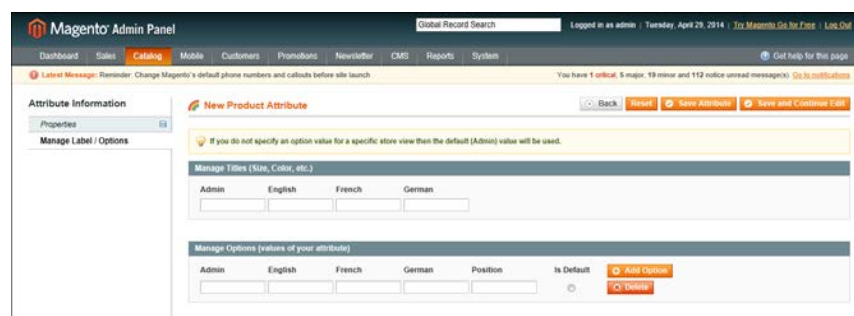
Frontend Properties	
Use in Quick Search	No
Use in Advanced Search	No
Comparable on Front-end	No
Use in Layered Navigation	No <small>▲ Can be used only with catalog input type Dropdown, Multiple Select and Price</small>
Use in Search Results Layered Navigation	No <small>▲ Can be used only with catalog input type Dropdown, Multiple Select and Price</small>
Use for Promo Rule Conditions	No
Position	<input type="text"/> <small>▲ Position of attribute in layered navigation block</small>
Allow HTML Tags on Frontend	Yes
Visible on Product View Page on Front-end	No
Used in Product Listing	No <small>▲ Depends on design theme</small>
Used for Sorting in Product Listing	No <small>▲ Depends on design theme</small>

*Frontend Properties*



## Step 2: Define the Label and Values

1. In the Attribute Information panel on the left, select **Manage Label / Options**. Then, do the following:
  - a. In the Manage Titles section, under Admin, enter a descriptive label to identify the field during data entry.
  - b. The next column determines how the label appears in your storefront. You can leave the box blank to use the Admin label as the default.
  - c. If your store is available in multiple languages, enter a translated label into each box, as needed.
2. For drop-down or multiple-select input types, do the following:
  - a. In the Manage Options section, click the **Add Option** button.
  - b. In the new row, under **Admin**, type the value you want to use in your store's Admin.
  - c. Enter the value you want your customers to see. (Leave blank to use the Admin value as the default.)
  - d. If applicable, enter a translated value for each language supported.
  - e. Enter a number to determine the **Position** of this value in relation to other options in the list.
  - f. Select **Is Default** to automatically select this value.
  - g. Repeat these steps for each value you want to add to the list.



*Manage Label / Options for Dropdown Input Type*

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

The attribute appears in the Manage Attributes list, sorted in alphabetical order by Attribute Code. Use the [Page controls](#) to view each page of the list.

## Deleting Attributes

If you created sample data while setting up your store, it is possible that you now have some attributes that aren't needed for your catalog.

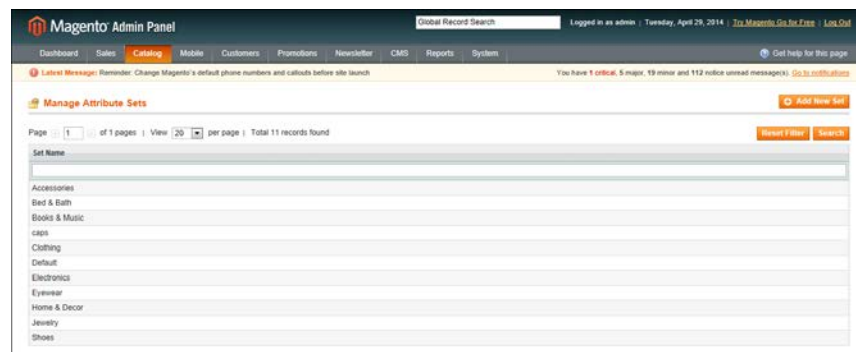
When an attribute is deleted, it is removed from any related products and attribute sets. System attributes are part of the core functionality of your store and cannot be deleted.

### To delete an attribute:

1. On the Admin menu, select **Catalog > Attributes > Manage Attributes**.
2. In the list, find the attribute and click to open the record.
3. Click the **Delete Attribute** button.
4. When prompted to confirm, click **OK**.

## Creating an Attribute Set

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



*Manage Attribute Sets*

Your store comes with an initial attribute set called “default” which contains a set of commonly-used attributes. If you would like to add only a small number of attributes, you can add them to the default attribute set. However, if you sell

products that require specific types of information, such as cameras, it might be better to create a dedicated attribute set that includes the special attributes (fields) needed to describe the product.

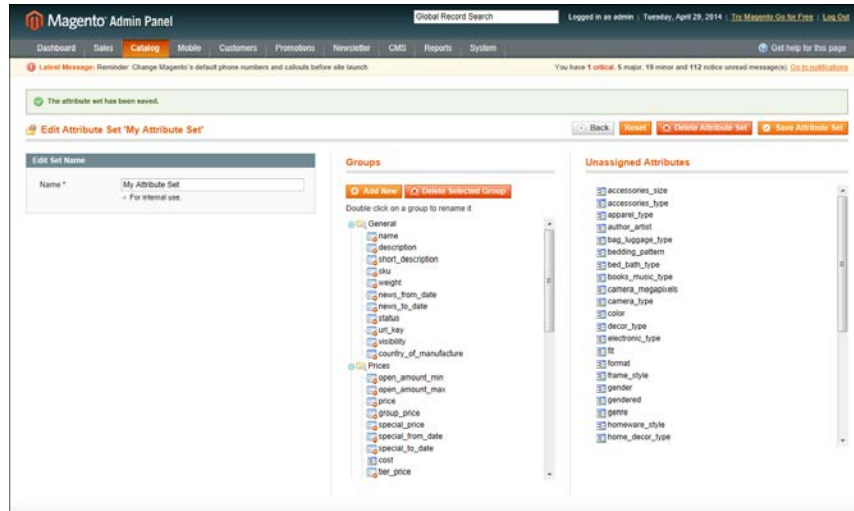
A single attribute can be used by as many different attribute sets as is necessary. For example, the attribute “color” can be included in an attribute set for clothing, paint, or for any number of different products.

### To create an attribute set:

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

*Edit Set Name*

- a. Enter a **Name** for the attribute set.
  - b. In the **Based On** field, select another attribute set from which this attribute set is to inherit attributes. This option enables you to reuse the attributes already defined in a set to build other attribute sets. The simple option is to leave the Default option that appears in this field.
3. Click the **Save Attribute Set** button. The next page displays the following:
    - The top left of the page shows the name of the attribute set defined earlier. You have the option to edit the name because this value is for internal use.
    - The center of the page shows a hierarchical tree representing Groups for attributes.
    - The right side of the page shows a list of defined attributes that are not assigned to this attribute set.
  4. Select the attribute to be assigned to this Group by dragging them from the **Unassigned Attributes** area on the right into the relevant **Group** in the middle of the page.
  5. When the attribute set is complete, click the **Save Attribute Set** button.



*Edit Attribute Set*

System Attributes are marked with a dot and cannot be removed from the Groups list. However, you can drag them to another Group in the attribute set.

### To create a new attribute group:

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

The new group becomes a section in the Product Information panel for any product that is based on this attribute set.

## Attribute Quick Reference

### Product Type Properties

Property	Description
Apply To	Identifies the product types that can use the attribute. Visibility must be set to include the catalog.
Use to Create	Identifies the attribute one that will be used to create a

Property	Description
Configurable Product	

### Data Entry Properties

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

### Search and Navigation Properties

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

### Rules and Comparison Properties

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

## Presentation Properties

Property	Description
Visible on Product View Page	Includes the attribute on the Additional Information tab of the product view page.
Allow HTML Tags on Frontend	Permits text fields and areas to be manually tagged with HTML.
Enable WYSIWYG Editor	Makes the WYSIWYG Editor available for tagging a text field or text area with HTML.

## Attribute Properties

The Attribute Properties define the individual characteristics that determine how an attribute can be used in the product catalog.

*Attribute Properties*

## Property Descriptions

Property	Description
Attribute Code	(Required) A unique identifier for internal use. The Attribute Code must begin with a letter, but can include a combination of lowercase letters (a-z) and numbers (0-9). The code must be less than thirty characters in length and cannot include any special characters or spaces, although an underscore (_) can be used to indicate a space.
Scope	Limits the use of an attribute to a specific store view or website. Options include: Store View Website Global

Property	Description
Catalog Input Type for Store Owner	<p>Determines the data type and input control that is used to manage the product from the store Admin. Options include:</p> <p>Text Field      A single line input field for text.</p> <p>Text Area      A multiple-line input field that can display paragraphs of text formatted with HTML.</p> <p>Date      An input field for date values. The date can be typed directly into the field, or selected from a list or calendar.</p> <p>Yes/No      A drop-down list with pre-defined options of "Yes" and "No."</p> <p>Dropdown      A drop-down list of configurable options, from which only one can be selected.</p> <p>Multiple Select      Displays a drop-down list of configurable options. To select more than one option, hold down the Ctrl key and click each item.</p> <p>Price      An input type that can be used to create price fields in addition to the predefined attributes: Price, Special Price, Tier Price and Cost.</p> <p>Media Image      An additional image that can be included in the attribute set of a product.</p> <p>Fixed Product Tax      An input type that gives you the ability to define FPT rates based on the requirements of your locale.</p>
Default Value	<p>Assigns a starting value to the attribute to help during data entry. To assign a default value for Multiple Select or Dropdown input types, see: <a href="#">Creating Attributes</a>.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>A default value cannot be set for Multiple Select, Dropdown, or Fixed Product Tax input types.</p> </div>
Unique Value	<p>To prevent duplicate values in a data entry field, set Unique Value to "Yes." Options include: Yes / No</p>

Property	Description
Values Required	To require that a value to be entered in this field before the record can be saved, set Values Required to “Yes.” Options include: Yes / No
Input Validation for Store Owner	<p>Performs a validation check of the data entered in the field, based on the following options:</p> <ul style="list-style-type: none"> <li>None</li> <li>Decimal Number</li> <li>Integer Number</li> <li>Email</li> <li>URL</li> <li>Letters</li> <li>Letters (a-z, A-Z) or Numbers (0-9)</li> </ul>
Apply To	<p>(Required) Identifies the product types to which this attribute applies. Options include:</p> <ul style="list-style-type: none"> <li>All Product Types</li> <li>Selected Product Types</li> <li><a href="#">Simple Product</a></li> <li><a href="#">Grouped Product</a></li> <li><a href="#">Configurable Product</a></li> <li><a href="#">Virtual Product</a></li> <li><a href="#">Bundle Product</a></li> </ul>
Use to Create Configurable Product	(Dropdown input type only) Select “Yes” if this attribute will be used to create a drop-down list for a configurable product. Options include: Yes / No



# Attribute Frontend Properties

The Frontend Properties determine how an attribute can be used in your store. You can specify how attributes are used in search, layered navigation, product comparisons, price rules, and sorting. For text attributes, you can enable the WYSIWYG editor and specify if HTML tags can be used to format the value.

*Frontend Properties*

## Property Descriptions

Property	Description
Use in <a href="#">Quick Search</a>	Select "Yes" if you want people to be able to search the catalog based on the value of this attribute. Options include: Yes / No
Use in <a href="#">Advanced Search</a>	Gives shoppers the ability to enter their search criteria through a form. Options include: Yes / No
Using too many attributes can slow down search.	
Comparable on Front-end	Select "Yes" to include this attribute as a row in the Compare Products report. Options include: Yes / No
Use In <a href="#">Layered Navigation</a>	(Dropdown, Multiple Select and Price input types only) Includes the attribute as a filter in the "Shop By" section of layered navigation. Options include:
	No                      The attribute is not used in layered

Property	Description
	navigation.
	Filterable (with results) Lists only products that match the filter value.
	Filterable (no results) Lists all attribute values, even those that do not apply to any product in the list. Layered navigation appears on a category page only if there are filterable attributes available.
Use In Search Results Layered Navigation	To include the attribute in the layered navigation for search results, select "Yes." Options include: Yes / No
Use for Promo Rule Conditions	To make the attribute available for use in price rules, select "Yes." Options include: Yes / No
Position	Determines the position of the attribute in layered navigation in relation to other filterable attributes.
Enable WYSIWYG	(Text Area input type only) To display the editor when entering or editing the attribute value, select "Yes." The editor can be used to format field descriptions with HTML tags. Options include: Yes / No
Allow HTML Tags on Frontend	(Text Field and Text Area input types only) To be able to format the attribute value with HTML tags, select "Yes." Options include: Yes / No
Visible on Product View Page on Front-end	(Simple and virtual products only) To include the attribute on the Additional Information tab of the product page, select "Yes." Options include: Yes / No
Used in Product Listing	Depends on the theme. To include the attribute in product summaries that appear in catalog listings, select "Yes."
Used for Sorting in Product Listing	(Depends on theme) To include this attribute as a "Sort By" option for catalog listings, select "Yes."



## Chapter 11:

# Flat Catalog

Magento uses the Entity-Attribute-Value (**EAV**<sup>1</sup>) model for storing customer, product, and category data in its database. Although the EAV model enables you to have completely extensible attributes for those objects, object attributes are stored in multiple tables rather than one very large table.

Because attributes are stored in many tables—and that includes copies of some of the same attributes—SQL queries can be long and complex. The flat catalog feature creates new tables on the fly, where each row contains all necessary data about a product or category.

In earlier versions of Magento, it was necessary to rebuild the flat catalog every time you made changes to product attributes or product-category associations. In this release, the flat catalog is updated for you—either every minute, or according to your Magento cron job.

Flat catalog options not only enable the flat catalog and flat product indexers but also enable indexing for catalog and shopping cart price rules. If you have a large number of SKUs (500,000 or more), Magento can index catalog and shopping cart price rules quickly if you enable the flat catalog product option.

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<sup>1</sup>Entity Attribute Value

# Flat Catalog Configuration

It is recommended that you first test flat catalog in a development environment before enabling it for a live store.

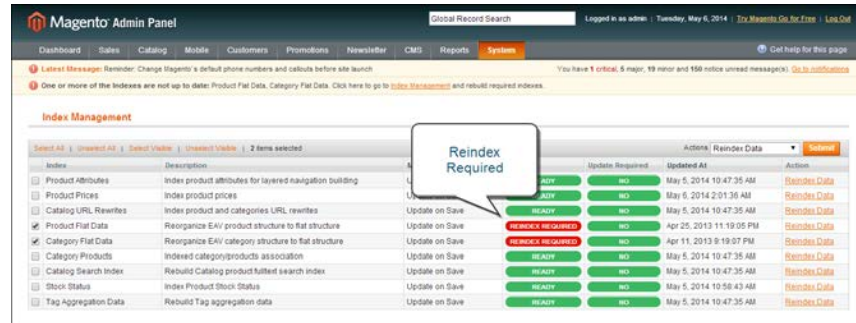
## Step 1: Enable Flat Catalog

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

The screenshot shows the 'Frontend' configuration section in the Magento Admin. The 'Use Flat Catalog Category' and 'Use Flat Catalog Product' settings are both set to 'Yes'. A callout box labeled 'Flat Catalog' points to these two settings. Other visible settings include 'List Mode' (Grid (default) / List), 'Products per Page on Grid' (9,15,30), 'Products per Page on List' (5,10,15,20,25), and 'Product Listing Sort by' (Best Value).

### Use Flat Catalog

- a. Set **Use Flat Catalog Category** to “Yes.”
  - b. Set **Use Flat Catalog Product** to “Yes.”
4. When complete, click the **Save Config** button.
  5. When prompted to refresh the indexes, click the **Index Management** link in the message at the top of the workspace and follow the instructions to reindex the data.



*Reindex Required*

## Step 2: Verify the Results

### Method 1: Verify the Results for a Single Product

1. Open one browser tab to the store Admin, and log in as an administrator.
2. On a second browser tab, navigate to your store's home page.
3. On the Admin menu, select **Catalog > Manage Products**. Then, do the following:
  - a. Choose a product to modify. Then, click to open the product in edit mode.
  - b. On the General tab, in the Name field, add the text “\_DEMO” to the product name.
4. Click the **Save** button.
5. In your store, search for the product you edited, and browse to its assigned category.

If necessary, refresh the page to see the result of the change you made. The change occurs either within the minute or according to your cron job schedule.

### Method 2: Verify the Results for Multiple Products

1. On a second browser tab, navigate to your store's home page.
2. On the Admin menu, select **Catalog > Categories > Manage Categories**.
3. In the upper-left corner, set **Current Configuration Scope** to one of the following:
  - All Store Views
  - A specific store view

4. In the panel on the left, select an existing category. Click the **Add Subcategory** button, and do the following:
  - a. In the **Name** field, enter “Test Category.”
  - b. Set **Is Active** to “Yes.”
  - c. Click the **Save Category** button.

The screenshot shows the Magento Admin Panel interface. On the left, a category tree is visible with 'Test Category (5)' selected. The main content area displays the configuration for 'Test Category (ID: 55)'. The 'General Information' tab is selected, showing the following fields:

- Name: Test Category
- Is Active: Yes
- URL Key: (empty)
- Thumbnail Image: Choose File | No file chosen
- Description: (empty)
- Image: Choose File | No file chosen
- Page Title: (empty)

A success message at the top states: "The category has been saved." Buttons for "Reset", "Delete Category", and "Save Category" are visible.

*New Subcategory*

- d. Click the **Category Products** tab. Then, click the **Reset Filter** button to display all products.
- e. Select the checkbox of several products to add them to the new category. Then, click the **Save Category** button.

The screenshot shows the same Magento Admin Panel interface, but with the 'Category Products' tab selected. A table displays a list of products with checkboxes for selection. The 'Reset Filter' button is visible.

Yes	ID	Name	SKU	Price	Position
<input checked="" type="checkbox"/>	450	Alice in Wonderland	hm003	\$5.00	
<input checked="" type="checkbox"/>	687	Angela Wrap Dress	Pw0000	\$395.00	
<input checked="" type="checkbox"/>	345	Ann Ankle Boot	aw005	\$470.00	

Page: 1 of 1 pages | View: 20 per page | Total 3 records found

*Category Products*

5. In your store, search for or brows to the category you created.

If necessary, refresh the page to see the result of the change you made. The change occurs either within the minute or according to your cron job schedule.

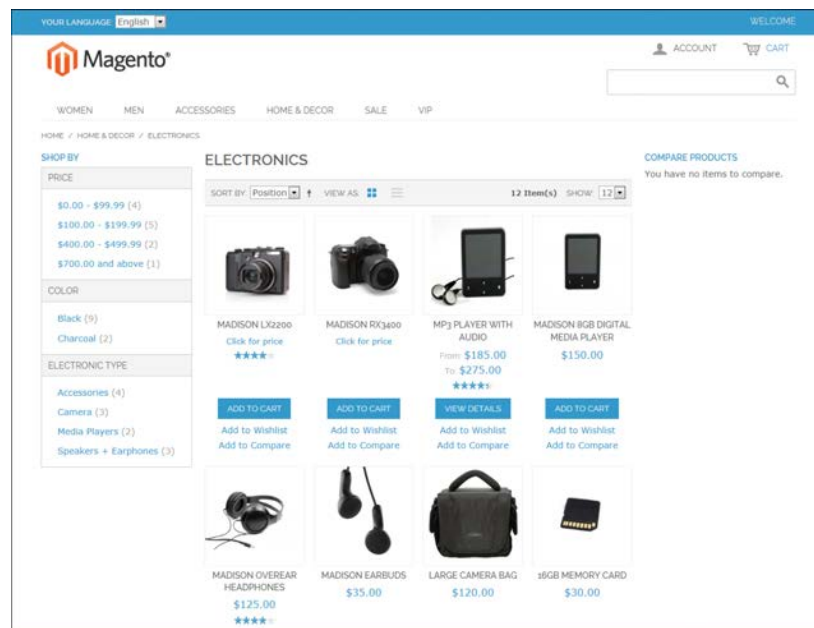




## Chapter 12: Creating Products

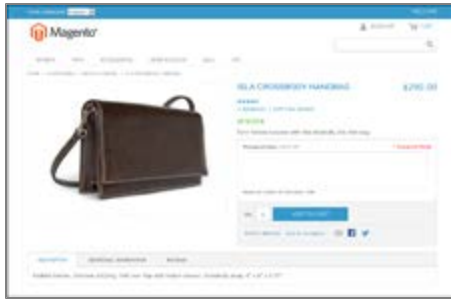
Choosing a product type is one of the first things you must do to create a new product. In this chapter, you will learn how to create a product of each type. To learn more about all the available options, see [Product Information](#).

If you are just starting out, you can create a few sample products, and experiment with each type. Before you build your actual catalog, make sure to read [Navigation by Category](#) and [Catalog URL Options](#). This material will give you a good understanding of the relationship between your store navigation and the categories in your catalog, and how you can help search engines to bring a steady stream of shoppers to your store.



*Products in Catalog*

# Product Types

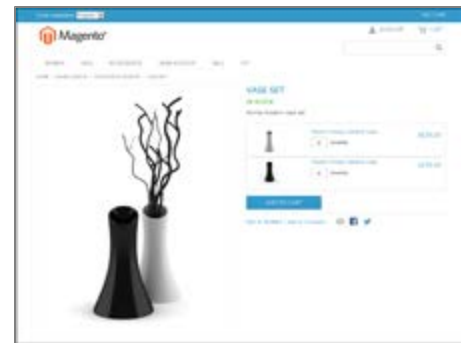


## Simple Product

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

## Grouped Product

A grouped product presents multiple, standalone products as a group. You can offer variations of a single product, or group them for a promotion. The products can be purchased separately, or as a group.



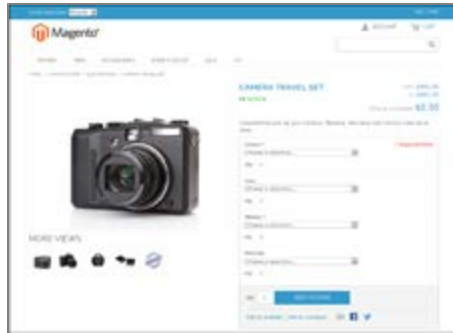
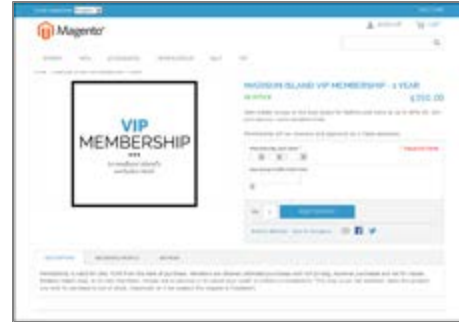
## Configurable Product

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



## Virtual Product

Virtual products do not have a physical presence, and are typically used for such things as services, warranties, and subscriptions. Virtual products can be used in association with grouped and bundle products.

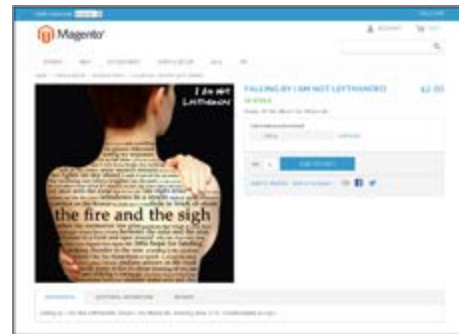


## Bundle Product

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

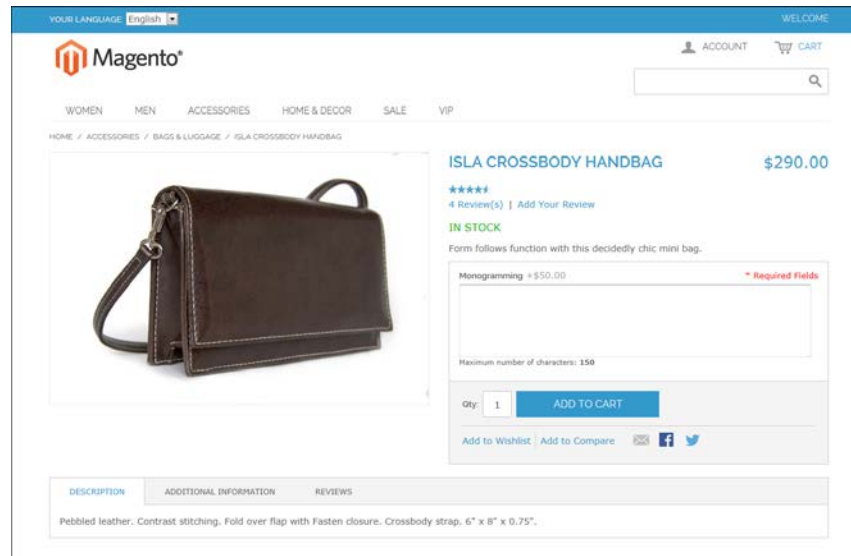
## Downloadable

A digitally downloadable product that consists of one or more files that are downloaded. The files can reside on your server or be provided as URLs to any other server.



# Simple Product

One of the keys to harnessing the power of product types is learning how and when to use a simple, standalone product. Simple products can be sold individually, or as part of a grouped, configurable, or bundle product. A simple product with **custom options** is sometimes referred to as a **composite product**<sup>1</sup>.



*Simple Product*

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

### Process Overview:

- Step 1: Choose the Attribute Set
- Step 2: Complete the Basic Information
- Step 3: Complete the Remaining Product Information

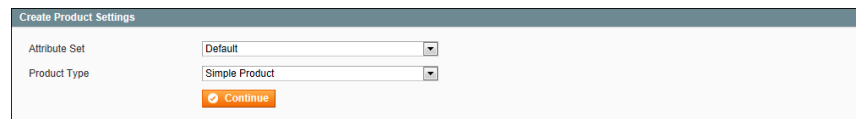
## Step 1: Choose the Attribute Set

The first step is to choose the attribute set, which is used as a template for the product record. The product in this example is based on the Default attribute set,

<sup>1</sup>Any product type that offers customers a choice of options.

which includes a standard set of fields that can be used for most products.

1. On the Admin menu, go to **Catalog > Manage Products**.
2. In the upper-right corner of the Manage Products page, click the **Add Product** button.
3. In the Create Product Settings section, do the following:
  - a. Accept the “default” **Attribute Set**, or select another.
  - b. Set **Product Type** to “Simple,” and click the **Continue** button.



*Create Product Settings*

## Step 2: Complete the Basic Information

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

1. In the Product Information panel, select **General**. Then, complete the required fields as follows:
  - a. Enter the product **Name** as you want it to appear in all catalog listings.
  - b. In the **Description** box, enter the main description that will appear on the Product Detail page.
  - c. Enter a **Short Description** of the product.
  - d. Assign a unique **SKU** for the product.
  - e. Enter the **Weight** of the product, which is used to calculate shipping.
  - f. Set **Status** to “Enabled.”
  - g. Set **Visibility** to “Catalog, Search.”

The screenshot shows the 'General' tab of a product information panel. It contains the following fields and their associated view links:

- Name \* [STORE VIEW]
- Description \* [STORE VIEW]
- Short Description \* [STORE VIEW]
- SKU \* [GLOBAL]
- Weight \* [GLOBAL]
- Set Product as New from Date [WEBSITE]
- Set Product as New to Date [WEBSITE]
- Status \* -- Please Select -- [WEBSITE]
- URL Key [STORE VIEW]
- Visibility \* Catalog\_Search [STORE VIEW]
- Country of Manufacture [WEBSITE]

*General*

2. In the Product Information panel, select **Prices**. Then, complete the required fields as follows:
  - a. Enter the **Price** that you will charge for the product.
  - b. Set **Tax Class** to the appropriate tax classification for the product.

The screenshot shows the 'Prices' tab of a product information panel. It contains the following fields and their associated view links:

- Price \* [GLOBAL]
- Special Price [GLOBAL]
- Special Price From Date [WEBSITE]
- Special Price To Date [WEBSITE]
- Apply MAP Use config [WEBSITE]
- Display Actual Price Use config [WEBSITE]
- Manufacturer's Suggested Retail Price [GLOBAL]
- Tax Class \* -- Please Select -- [WEBSITE]

It also includes two tables for pricing rules:

Website	Customer Group	Price	Action
<a href="#">Add Group Price</a>			

Website	Customer Group	Qty	Price	Action
<a href="#">Add Tier</a>				

*Prices*

3. In the Product Information panel, select **Inventory**. Then, do the following:

- a. If you do not need to keep track of inventory for the product, set **Manage Stock** to “No.”

Depending on the configuration, you might need to clear the Use Config Settings checkbox.

The screenshot shows the 'Inventory' configuration panel with the following settings:

- Manage Stock:** No (dropdown), [GLOBAL],  Use Config Settings
- Minimum Qty Allowed in Shopping Cart:** 1 (text input), [GLOBAL],  Use Config Settings
- Maximum Qty Allowed in Shopping Cart:** 10000 (text input), [GLOBAL],  Use Config Settings
- Enable Qty Increments:** No (dropdown), [GLOBAL],  Use Config Settings

*Inventory with No Stock Management*

- b. If you want to keep track of inventory, set **Manage Stock** to “Yes.” Then, do the following:
- In the **Qty** field, type the quantity of the item that is currently in stock.
  - Set **Stock Availability** to “In Stock.”

The screenshot shows the 'Inventory' configuration panel with the following settings:

- Manage Stock:** Yes (dropdown), [GLOBAL],  Use Config Settings
- Qty\*:** 100 (text input), [GLOBAL],  Use Config Settings
- Qty for Item's Status to Become Out of Stock:** 0 (text input), [GLOBAL],  Use Config Settings
- Minimum Qty Allowed in Shopping Cart:** 1 (text input), [GLOBAL],  Use Config Settings
- Maximum Qty Allowed in Shopping Cart:** 10000 (text input), [GLOBAL],  Use Config Settings
- Qty Uses Decimals:** No (dropdown), [GLOBAL]
- Can be Divided into Multiple Boxes for Shipping:** No (dropdown), [GLOBAL]
- Backorders:** No Backorders (dropdown), [GLOBAL],  Use Config Settings
- Notify for Quantity Below:** 1 (text input), [GLOBAL],  Use Config Settings
- Enable Qty Increments:** No (dropdown), [GLOBAL],  Use Config Settings
- Stock Availability:** In Stock (dropdown), [GLOBAL]

Callouts in the image:

- A callout box points to the 'Qty\*' field with the text "Enter Quantity on Hand".
- A callout box points to the 'Stock Availability' dropdown with the text "In Stock".

*Inventory with Stock Management*

4. To be visible in your catalog, the product must be assigned to a category. To assign the product to a category, do the following:
- In the Product Information panel, select **Categories**.
  - In the category tree, click to expand the section where the item belongs.
  - Select the checkbox of each category where you want the product to appear.

5. If your Magento installation has multiple websites, the product must be assigned to each one where the product is available for sale. (This option appears only if multiple websites exist in the [store hierarchy](#).) To configure the scope of the product, do the following:
  - a. In the Product Information panel, select **Websites**.
  - b. On the Websites tab, select the checkbox of each website where the product is available for sale.
6. After completing these steps, click the **Save and Continue** button.

At this point, the product should be visible on the assigned category page of your catalog. Until the product image is uploaded, a [placeholder](#) appears in its place.

### Step 3: Complete the Remaining Product Information

Although not required, there is still more product information to complete. At the very least, you will want to upload product [images](#) and complete the [meta data](#). In addition, you can create additional [custom options](#).

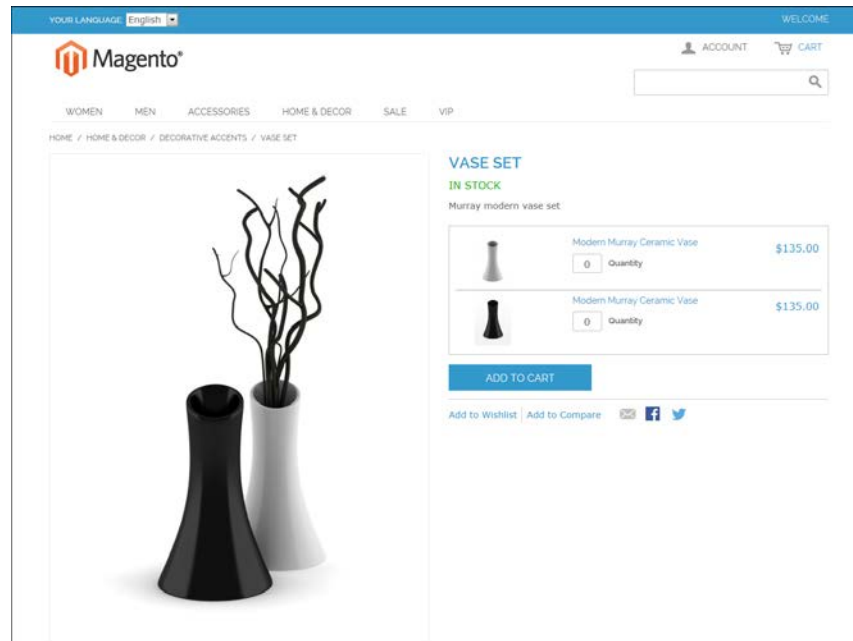
## Things to Remember

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



## Grouped Product

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



*Grouped Product*

The following instructions take you through the process of creating a grouped product with the basic fields. Each required field is marked in the Admin with a red asterisk (\*). After you complete the required settings and save the product, you can add images and complete the remaining [product information](#), as needed.

### Process Overview:

- [Step 1: Create the Grouped Product](#)
- [Step 2: Add the Associated Products](#)
- [Step 3: Configure the Shopping Cart Thumbnails](#)

### Step 1: Create the Grouped Product

The first step is to choose the attribute set, which is used as a template for the product record. The product in this example is based on the Default attribute set,

which includes a standard set of fields that can be used for most products.

1. On the Admin menu, select **Catalog > Manage Products**. Then, click the **Add Product** button.
2. In the Create Product Settings section, do the following:
  - a. Select the **Attribute Set** you want to use as a template for the product.
  - b. Set **Product Type** to “Grouped Product,” and click the **Continue** button.

*Create Product Settings*

3. Complete the main configuration settings as you would for a [simple product](#), with the following exceptions:
  - A grouped product does not have price options because the price of each item in the group originates from the associated product.
  - On the Inventory tab, you can set quantity increments and stock availability for the group as a whole, but the inventory of individual items is managed by the individual associated products.
4. Click the **Save and Continue** button.

## Step 2: Add the Associated Products

1. In the Product Information panel on the left, select **Associated Products**. Then, do the following:

Yes	ID	Name	SKU	Price	Default Qty	Position
<input checked="" type="checkbox"/>	878	Black Noita Cami	w9a002M	\$150.00		
<input checked="" type="checkbox"/>	807	Elle Flat	shu00510	\$250.00		
<input checked="" type="checkbox"/>	686	Hester Ankle Pant	Pub00632	\$260.00		
<input checked="" type="checkbox"/>	549	Blue Horizons Bracelets	ac0006e	\$55.00		

*Associated Products*

- a. To display the complete unfiltered list, click the **Reset Filter** button.
  - b. If you need help finding the products you want, use the **filter controls** at the top of a column.
  - c. Select the **checkbox** of each product that you want to include.
  - d. To list only the products you have selected, set the filter control at the top of the checkbox column to “Yes.” Then, click the **Search** button.
2. Click the **Save** button to save your changes.

### Step 3: Configure the Shopping Cart Thumbnails

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

Shopping Cart		
Quote Lifetime (days)	<input type="text" value="30"/>	[WEBSITE]
After Adding a Product Redirect to Shopping Cart	<input type="text" value="Yes"/>	[STORE VIEW]
Grouped Product Image	<input type="text" value="Product Thumbnail Itself"/>	[STORE VIEW]
Configurable Product Image	<input type="text" value="Parent Product Thumbnail"/>	[STORE VIEW]

#### *Shopping Cart Thumbnails*

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

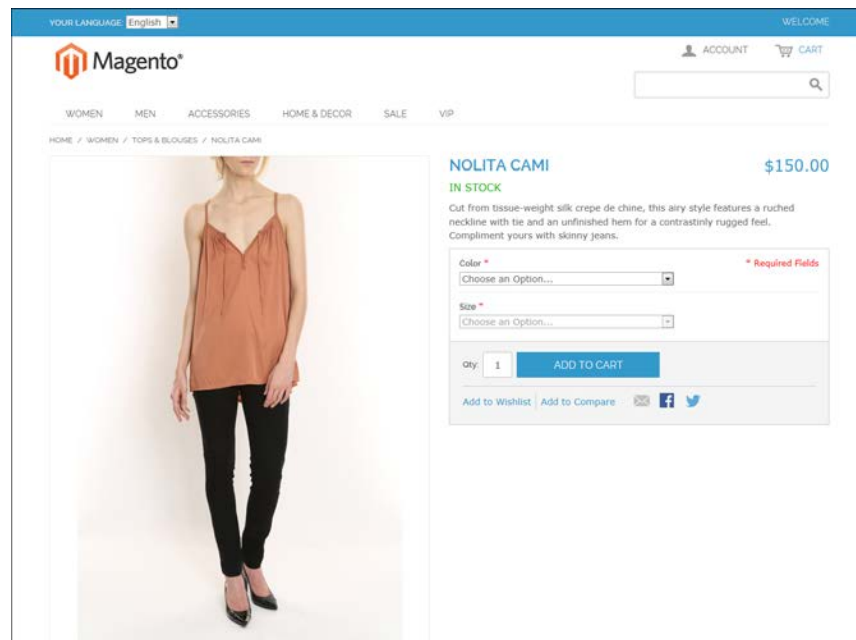
## Things to Remember

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

# Configurable Product

A configurable product looks like a single product with drop-down lists of options for each variation. Each option is actually a separate simple product with a unique SKU, which makes it possible to track inventory for each product variation. You could achieve a similar effect by using a simple product with custom options, but without the ability to track inventory for each variation. Products with multiple options are sometimes referred to as *composite products*<sup>1</sup>.

Although a configurable product uses more SKUs, and may initially take a little longer to set up, it can save you time in the long run. If you plan to grow your business, the configurable product type might be a better choice for a product with multiple options.



*Configurable Product*

The following instructions take you through the process of creating a configurable product with the basic fields. Each required field is marked in the Admin with a red asterisk (\*). After you complete the required settings and save the product, you can add images and complete the remaining [product information](#), as needed.

---

1

**Process Overview:**

Step 1: Create Attributes for Drop-down Options

Step 2: Create the Attribute Set

Step 3: Create the Configurable Product

Step 4: Add the Associated Products

Step 5: Make Any Necessary Price Adjustments

Step 6: Configure the Shopping Cart Thumbnails

**Step 1: Create Attributes for Drop-Down Options**

Create an attribute for each drop-down list of options that you want to include in the configurable product. If the attribute already exists and has the correct properties, you can add it to the attribute set in the next step. To learn more, see: [Creating Attributes](#).

**Required Attribute Properties**

Property	Setting
Scope	Global
Catalog Input Type for Store Owner	Dropdown
Apply to	Configurable Product or All Product Types
Use to Create Configurable Product	Yes

**Step 2: Create the Attribute Set**

1. On the Admin menu, select **Catalog > Attributes > Manage Attribute Sets**. Then, click the **Add New Set** button.
2. Assign a **Name** to the attribute set.
3. In the **Based On** list, select an existing attribute set, such as “Default,” to use as a template. Then, click the **Save Attribute Set** button.
4. Starting from the list of **Unassigned Attributes**, drag and drop each attribute you want to include in the product to the center column. You can arrange them in any order.

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

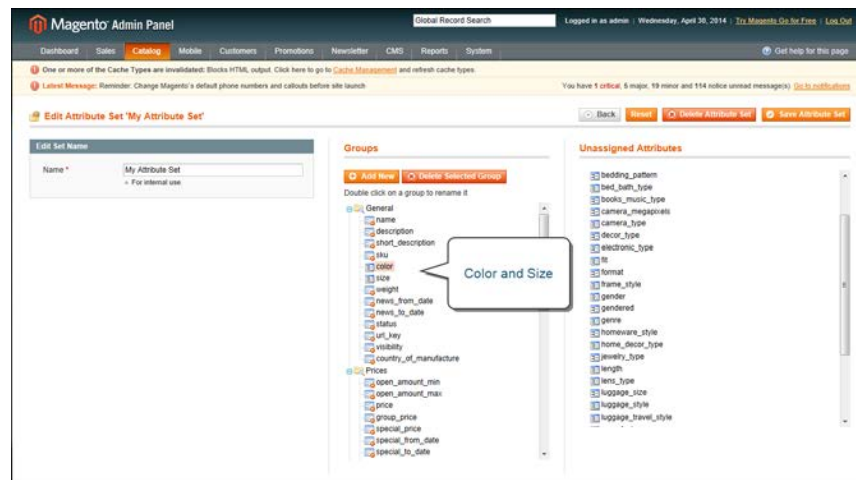
- a. In the Groups section, click the **Add New** button.

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

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

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

- c. Drag and drop each attribute that you created for the drop-down options to group where you want them to appear.



*Attribute Set*

6. Click the **Save Attribute Set** button.
7. When prompted to update your cache, click the link in the message and refresh the invalid cache.

### Step 3: Create the Configurable Product

1. On the Admin menu, select **Catalog > Manage Products**. Then, click the **Add Product** button.
2. In the Create Set Product Settings section, do the following:
  - a. Select the **Attribute Set** that you created for the product.
  - b. Set **Product Type** to “Configurable Product,” and click the **Continue** button.

*Create Product Settings*

3. In the Select Configurable Attributes section, select the checkbox of each attribute that you want to include in the product. Then, click the **Continue** button.

*Select Attributes*

4. Complete the Product Information as you would for a [simple product](#), with the exception of the following fields:
  - On the **Prices** tab, the Price is a required field, but is used as a default price. The price of each individual associated product can be adjusted accordingly.
  - On the **Inventory** tab, **Manage Stock** is set to “No” by default, because inventory is managed by each associated product.
5. When complete, click the **Save and Continue Edit** button.

## Step 4: Add the Associated Products

### Process Overview:

[Method 1: Quick Simple Product Creation](#)

[Method 2: Create Empty](#)

[Method 3: Copy from Configurable](#)

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

### Method 1: Quick Simple Product Creation

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

1. In the Quick Simple Product Creation section, the Name and SKU are set to Autogenerate, which makes it easy to see which products belong to the configurable product,. However, if you want to change the default value, you can clear the checkbox and enter a different value.
2. For each associated product that you want to create, do the following:
  - a. Enter the **Weight**.
  - b. Set **Status** to “Enabled.”
  - c. To prevent the associated products from being listed individually in the catalog, set **Visibility** to “Not Visible Individually.”
3. To complete the fields for the drop-down lists, do the following:
  - a. For each of the configurable attributes that you set up, select the values that apply to the first product.
  - b. Enter the **Qty**, and set **Stock Availability** to “In Stock.”
  - c. Click the **Quick Create** button to create the associated product record.

The screenshot shows the 'Quick simple product creation' form with the following values:

Field	Value	Autogenerate	Scope
Name	My Configurable Product	<input checked="" type="checkbox"/>	[STORE VIEW]
SKU	ABC 456	<input checked="" type="checkbox"/>	[GLOBAL]
Weight	1	<input type="checkbox"/>	[GLOBAL]
Status	Enabled	<input type="checkbox"/>	[WEBSITE]
Visibility	Not Visible Individually	<input type="checkbox"/>	[STORE VIEW]
Color	Black	<input type="checkbox"/>	
Price	Fixed	<input type="checkbox"/>	
Size	6	<input type="checkbox"/>	
Price	Fixed	<input type="checkbox"/>	
Qty	10	<input type="checkbox"/>	
Stock Availability	In Stock	<input type="checkbox"/>	

At the bottom of the form is an orange button labeled 'Quick Create'.

### *Quick Simple Product Creation*

4. To create additional associated products, do the following:
  - a. Select the value for each configurable attribute.
  - b. If there is an extra charge for the selection, enter the adjustment in the **Price** field.
  - c. Click the **Quick Create** button.

Repeat this step to create as many associated product as you need. As each associated products is created, it appears in the list at the bottom of the page.



Page 1 of 1 pages   View 20 per page   Total 3 records found									
<input checked="" type="checkbox"/>	ID	Name	Attrib. Set Name	SKU	Price	Inventory	Color	Size	Action
<input checked="" type="checkbox"/>	884	My Configurable Product-Black-6	My Attribute Set	ABC-456-Black-6	\$50.00	In Stock	Black	6	Edit
<input checked="" type="checkbox"/>	885	My Configurable Product-Black-8	My Attribute Set	ABC-456-Black-8	\$50.00	In Stock	Black	8	Edit
<input checked="" type="checkbox"/>	886	My Configurable Product-Black-10	My Attribute Set	ABC-456-Black-10	\$50.00	In Stock	Black	10	Edit

*List of Associated Products*

## Method 2: Create Simple Associated Product

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

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

## Method 3: Copy from Configurable

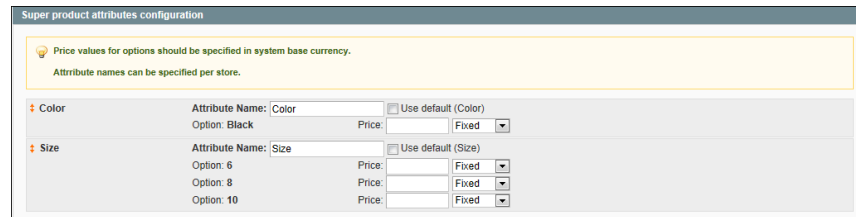
This method opens a Product Information form that contains the values already entered for the configurable product. The only fields that need to be completed are the Name, SKU, and values for each drop-down attribute.

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

## Step 5: Make Any Necessary Price Adjustments

Use the Super Products Attributes Configuration section to make price

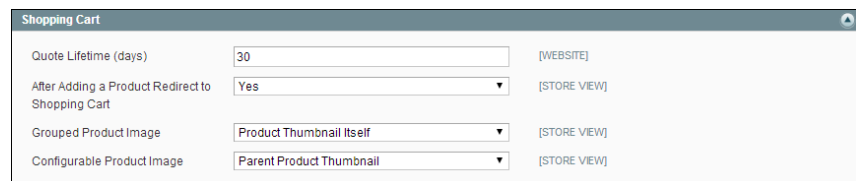
adjustments to a specific associated product. The adjustment can be entered as a fixed value or percentage, and is made in relation to the price of the configurable product.



*Super Products Attributes Configuration*

## Step 6: Configure the Shopping Cart Thumbnails

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



*Shopping Cart Thumbnails*

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

## Things to Remember

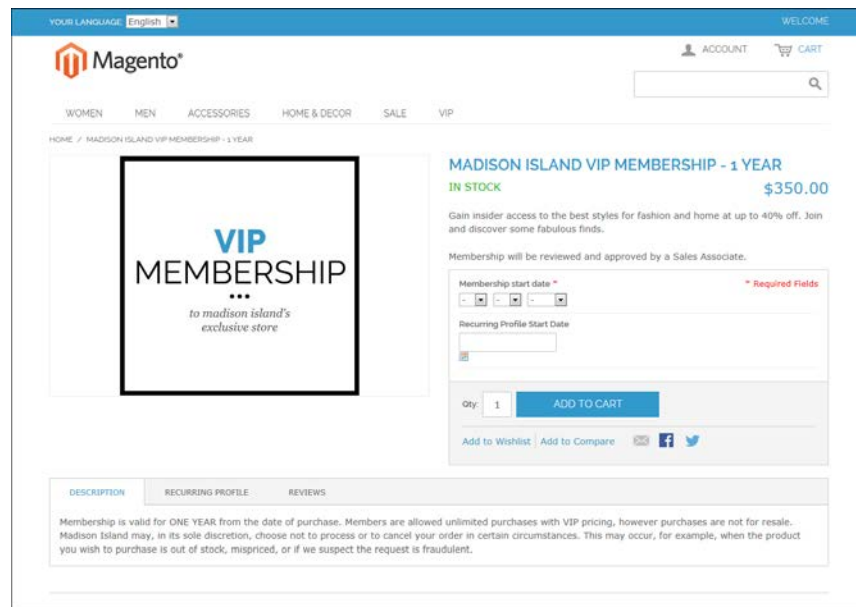
- A configurable product allows the shopper to select options from drop-down lists. Each option is actually a separate, simple product.
- The drop-down list values are based on attributes that must be set up in advance with required settings. The attribute Scope must be set to “Global,” and Use to Create Configurable Product must be “True.” The drop-down attributes must be included in an attribute set, which is then used as a template for the configurable product.
- The simple products associated with a configurable product cannot include custom variants or options, and must be based on the same attribute set that is used to create the configurable product. The associated products can be generated automatically from inside with configurable product record.
- The thumbnail image in the shopping cart can be set to display the image from the configurable product record, or from the associated product.

# Virtual Product

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

- [Grouped Product](#)
- [Bundle Product](#)

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



*Virtual Product*

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

### Process Overview:

Step 1: [Choose the Attribute Set](#)

Step 2: [Complete the Required Fields](#)

Step 3: [Complete the Remaining Product Information](#)

## Step 1: Choose the Attribute Set

1. On the Admin menu, select **Catalog > Manage Products**.
2. In the upper-right corner of the Manage Products page, click the **Add Product** button.
3. In the Create Product Settings section, do the following:
  - a. Accept the “default” **Attribute Set**, or select another.
  - b. Set **Product Type** to “Virtual Product,” and click the **Continue** button.

The screenshot shows a form titled "Create Product Settings". It contains two dropdown menus: "Attribute Set" with "Default" selected, and "Product Type" with "Virtual Product" selected. Below the dropdowns is a red button with a white arrow and the text "Continue".

*Create Product Settings*

## Step 2: Complete the Required Fields

Complete the required fields as you would for a [simple product](#). The only difference is that a virtual product has no weight. All required fields are marked with a red asterisk (\*).

1. On the **General** tab, complete the required fields as follows:
  - a. Type the product **Name** as you want it to appear in all catalog listings.
  - b. In the **Description** box, enter the main description that will appear on the product view page.
  - c. Enter a **Short Description** of the product.
  - d. Assign a unique **SKU** to the product.
  - e. Set **Status** to “Enabled.”
  - f. Set **Tax Class** to the appropriate setting for your area.
  - g. Set **Visibility** to “Catalog, Search.”
2. On the **Prices** tab, enter the Price you intend to charge for the product or service.
3. If you’re not going to manage your inventory, you can skip this section. Otherwise, complete the required fields on the **Inventory** tab as follows:

- a. Under Manage Stock, clear the **Use Config Settings** checkbox. Then, set **Manage Stock** to “Yes.”
  - b. In the **Qty** field, enter the quantity of the item currently in stock.
  - c. Set **Stock Availability** to “In Stock.”
4. If applicable, on the **Website** tab, select the checkbox for the website where the product or service will be available for sale.
5. On the **Categories** tab, assign the product to the appropriate categories, as follows:
  - a. In the Product Category tree, click to expand the section where the item belongs.
  - b. Select the checkbox to assign the product to each category where you want the product to be listed in the catalog.
6. When the required fields are complete, click the **Save and Continue** button.

### Step 3: Complete the Remaining Product Information

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

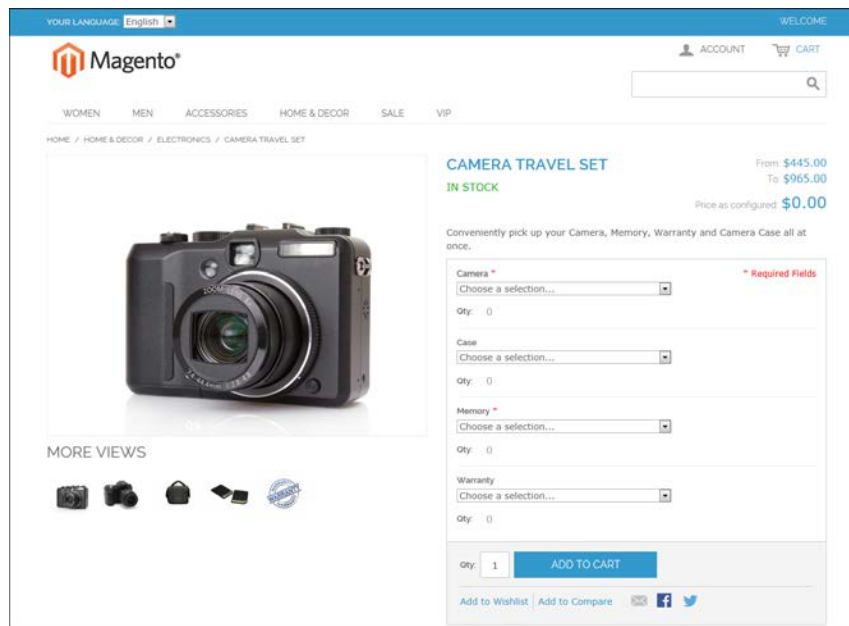
## Things to Remember

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

# Bundle Product

A bundle is a “build your own,” customizable product. Each item in a bundle can be based on one of the following product types:

- [Simple Product](#)
- [Virtual Product](#)



*Bundle Product*

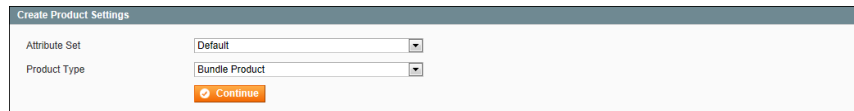
The following instructions take you through the process of creating a bundle product with the basic fields. Each required field is marked with a red asterisk (\*). After you complete the required settings and save the product, you can complete the remaining [Product Information](#) as needed.

### **Process Overview:**

- Step 1: [Create the Bundle Product](#)
- Step 2: [Complete the Product Information](#)
- Step 3: [Add Bundle Items](#)

### Step 1: Create the Bundle Product

1. On the Admin menu, select **Catalog > Manage Products**. Then, click the **Add Product** button.
2. In the Create Product Settings section, select the **Attribute Set** for the product.
3. In the Create Product Settings section, do the following:
  - a. Accept the “default” **Attribute Set**, or select another.
  - b. Set **Product Type** to “Bundle Product.” Then, click the **Continue** button.



*Create Product Settings*

### Step 2: Complete the Product Information

1. Complete the Product Information as you would for a simple product, with the exception of the following:
  - a. On the **General** tab, set both the **SKU** and **Weight** fields to one of the following:
    - Dynamic
    - Fixed

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



*Dynamic SKU and Weight*

- b. On the **Prices** tab, set **Price** to one of the following:
  - Dynamic
  - Fixed

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



*Dynamic Price*

- c. Then, set **Price View** to one of the following:
  - As Low as
  - Price Range
2. Click the **Save and Continue Edit** button.

### Step 3: Add Bundle Items

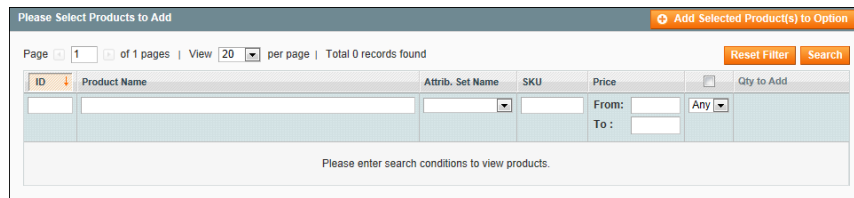
1. In the Product Information panel on the left, select the last option, **Bundle Items**.
2. Then in the Shipment section, set **Ship Bundle Items** to one of the following:
  - Together
  - Separately

*Shipment*

3. In the Bundle Items section, click the **Add New Option** button.
4. In the **Default Title** box, enter a label for the bundle item, as you want it to appear on the Customize Product page. Then, do the following:

*Bundle Items*

- a. Set **Input Type** to one of the following:
    - Drop-down
    - Radio Buttons
    - Checkbox
    - Multiple Select
  - b. Set **Is Required** as needed.
  - c. In the **Position** field, enter the order that you want this item listed in relation to other items included in the bundle.
5. Click the **Add Selection** button. Then, do the following:



*Select Products*

- a. Click the **Reset Filter** button to display the unfiltered list of products.
  - b. Select the checkbox of each product that you want to include in this item.
  - c. In the **Qty to Add** column, enter the quantity of each item to be included.
6. Click the **Add Selected Product(s) to Option** button. When the items appear in the Bundle Items list, do the following:
- a. Set **User Defined Qty** to one of the following:
    - Yes            Displays an input box so the customer can change the quantity.
    - No             Prevents the customer from changing the default quantity.
  - b. Enter a number in the **Position** column of each item to determine its place in relation to other items.
  - c. To make an item the default selection, select the **Default** option of the item to be pre-selected in the form.

Name	Default Qty	User Defined Qty	Position	Default
Ellis Flat SKU: shw0056	1	Yes	0	<input type="radio"/>
Ellis Flat SKU: shw0057	1	Yes	0	<input type="radio"/>
Ellis Flat SKU: shw0058	1	Yes	0	<input checked="" type="radio"/>
Ellis Flat SKU: shw0059	1	Yes	0	<input type="radio"/>
Ellis Flat SKU: shw00510	1	Yes	0	<input type="radio"/>

### *Bundle Items*

7. Repeat steps 3-7 for each bundle item you want to include.
8. When complete, click the **Save** button to save the bundle product.

## Field Descriptions

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

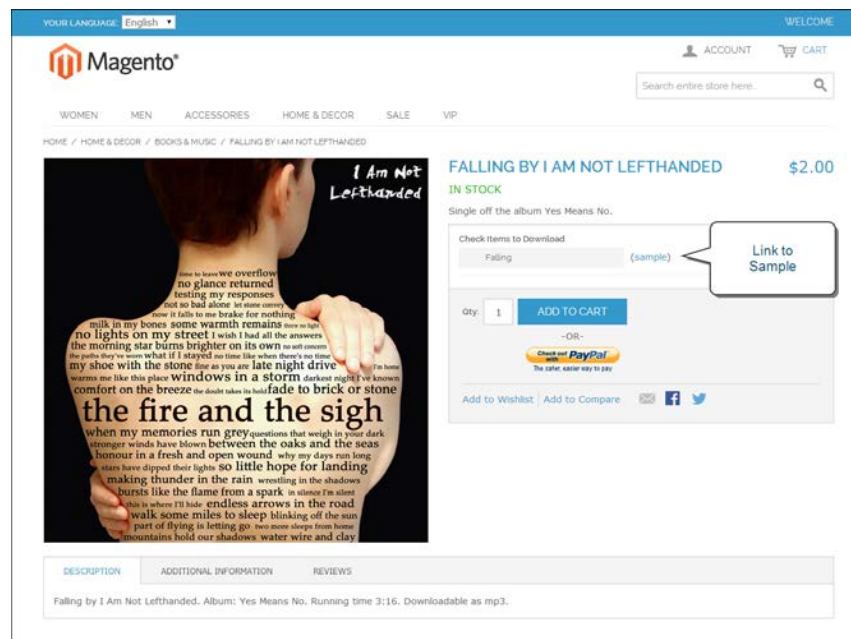
## Things to Remember

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

## Downloadable Product

A downloadable product can be anything that you can deliver as a file, such as an eBook, music, video, software application, or an update. You can offer an album for sale, and sell each song individually. You can also use a downloadable product to deliver an electronic version of your product catalog.

Because the actual download doesn't become available until after the purchase, you can provide samples, such as an excerpt from a book or a clip from an audio file, that the customer can try from the product page.



*Download with Sample*

Downloadable products can be configured to require that the customer log in to an account to receive the link, or can be sent by email and shared with others. The status of the order before the download becomes available, default values, and other delivery options are set in the [configuration](#).

The files for download can be either uploaded to your server, or linked to on a different server on the Internet.

Downloadable product file names can include letters and numbers. You can use either a dash or underscore character to represent a space between words. Any invalid characters in the file name are replaced with an underscore.

The following instructions take you through the process of creating a downloadable product with the basic fields. Each required field is marked in the Admin with a red asterisk (\*). After you complete the required settings and save the product, you can add images and complete the remaining [product information](#) as needed.

**Process Overview:**

Step 1: Choose the Attribute Set

Step 2: Complete the Basic Product Information

Step 3: Complete the Download Information

Step 4: Complete the Remaining Product Information

**Step 1: Choose the Attribute Set**

The first step is to choose the attribute set, which is used as a template for the product record. The product in this example is based on the Default attribute set, which includes a standard of set of fields that can be used for most products.

1. On the Admin menu, go to **Catalog > Manage Products**.
2. In the upper-right corner of the Manage Products page, click the **Add Product** button.
3. In the Create Product Settings section, do the following:
  - a. **Attribute Set** is currently set to “Default.” You can leave it as it is, or select another.
  - b. Set **Product Type** to “Downloadable Product,” and click the Continue button.



Create Product Settings	
Attribute Set	Default
Product Type	Virtual Product
<a href="#">Continue</a>	

*Create Product Settings*

**Step 2: Complete the Basic Product Information**


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

1. In the Product Information panel, select **General**. Then, complete the required fields as follows:
  - a. Enter the product **Name** as you want it to appear in all catalog listings.
  - b. In the **Description** box, enter the main description that will appear on the Product Detail page.
  - c. Enter a **Short Description** of the product.
  - d. Assign a unique **SKU** for the product.
  - e. Set **Status** to “Enabled.”
  - f. Set **Visibility** to “Catalog, Search.”
2. In the Product Information panel, select **Prices**. Then, complete the required fields as follows:
  - a. Enter the **Price** that you will charge for the product.


The price entered here becomes the base price of the download and is listed in the catalog before the customers selects items for download. Any additional price that is associated with an individual download is added to the base price.
  - b. Set **Tax Class** to the appropriate tax classification for the product.
3. In the Product Information panel, select **Inventory**. Then, do the following:
  - a. If you do not need to keep track of inventory for the product, set **Manage Stock** to “No.”
  - b. If you do need to keep track of inventory, set **Manage Stock** to “Yes.” Then, do the following:
    - Set **Manage Stock** to “Yes.”
    - In the **Qty** field, type the quantity of the item that is currently in stock.
    - Set **Stock Availability** to “In Stock.”
4. In the Product Information panel, select **Categories**. Then, do the following:
  - a. In the category tree, click to expand the section where the item belongs.
  - b. Select the checkbox of each additional category where you want the product to appear.

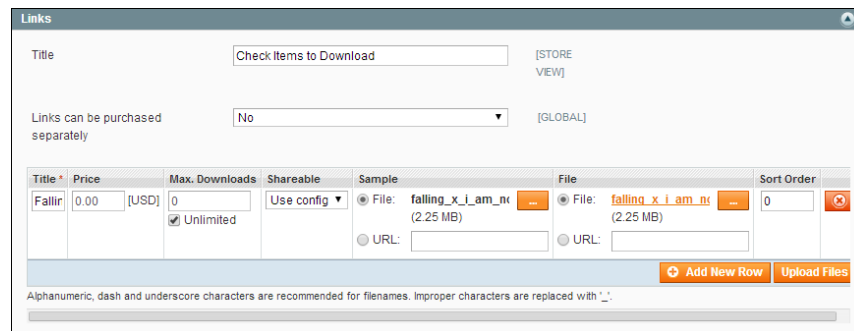
5. To make the product available on multiple websites, it must be assigned to each one. (This option appears only if you have multiple websites.) To configure the scope of the product, do the following:
  - a. In the Product Information panel, select **Websites**.
  - b. Select the checkbox of each website where the product will be available for sale.
6. After completing these steps, click the **Save and Continue Edit** button.

### Step 3: Complete the Download Information

1. In the Product Information panel, select **Downloadable Information**.
2. In the Links section, do the following:
  - a. Enter a **Title** for the list of downloadable products.
  - b. Set **Links can be purchased separately** to one of the following:
    - If you want to offer multiple download links, such as to sell individual songs on an album, select “Yes.”
    - To offer a single download of this item, select “No.”
3. Click the **Add New Row** button, and do the following:
  - a. Enter the **Title** and **Price** of the download.
  - b. To limit the number of downloads a customer can make, enter the number in the **Max number of downloads** field. To allow unlimited downloads, select the **Unlimited** checkbox.
  - c. Set **Sharable** to your preference.
    - To require that customers log in to their accounts to access the download link, select “No.”
    - To send the link by email, which the customer can then share with others, select “Yes.”
4. Under **Sample**, use one of the following methods to deliver a sample of the downloadable product.
  - Select the **File** option. Then, click the **Browse**  button, and select the sample file to upload to the server.
  - Select the **URL** option. Then, paste the full **URL** of the sample file.



5. Under **File**, use one of the following methods to deliver the actual downloadable product.
  - Select the **File** option. Then, click the **Browse**  button, and select the file to upload.
  - Select the **URL** option. Then, paste the full **URL** of the file that is available for download.
6. In the **Sort Order** field, enter a number to indicate the sequence that this download will be listed with other downloads on the product page.
7. To add another download, click the **Add New Row** button, and repeat the process.




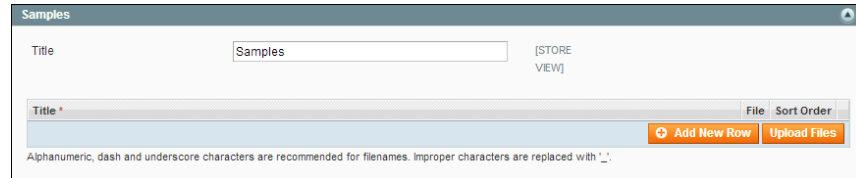
The screenshot shows the 'Links' configuration form. At the top, there is a 'Title' field with the value 'Check items to Download' and a '[STORE VIEW]' label. Below it is a dropdown menu for 'Links can be purchased separately' set to 'No' with a '[GLOBAL]' label. The main part of the form is a table with columns: Title, Price, Max. Downloads, Shareable, Sample, File, and Sort Order. The first row has the following values: Title: 'Fallir', Price: '0.00 (USD)', Max. Downloads: '0' with a checked 'Unlimited' checkbox, Shareable: 'Use config', Sample: 'falling\_x\_i\_am\_ni (2.25 MB)' with a radio button selected, File: 'falling\_x\_i\_am\_ni (2.25 MB)' with a radio button selected, and Sort Order: '0'. At the bottom of the table, there are two buttons: 'Add New Row' and 'Upload Files'. Below the table, there is a note: 'Alphanumeric, dash and underscore characters are recommended for filenames. Improper characters are replaced with '\_'.'

### *Links*

8. When complete, if uploading files to the server, click the **Upload Files** button.
9. Click the **Save and Continue Edit** button.

## Step 4: Complete the Samples Information

1. Click to expand the **Samples** section.
2. Enter a **Title** for the section of samples on the product page.
3. Click the **Add New Row** button. Then, do one of the following:
  - Select the **File** option. Then, click the **Browse**  button, and select the sample file to upload.
  - Select the **URL** option. Then, paste the full **URL** of the sample file.



### *Add New Sample*

4. To add a new row, click the **Add New Row** button, and repeat the process.
5. When complete, click the **Save** button.
6. When prompted to refresh the index and cache, click the links in the message at the top of the workspace, and follow the instructions.

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

## Step 5: Complete the Remaining Product Information

Although not required, there is other product information to complete. At the very least, you will want to upload product [images](#) and complete the [meta data](#).

## Things to Remember

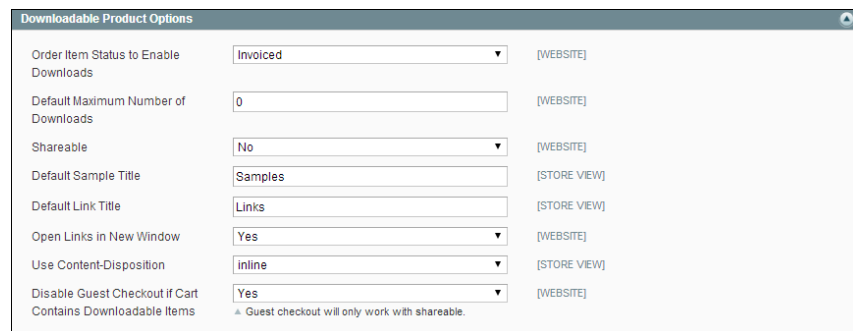
- Downloadable products can be uploaded to the server, or linked to from another server on the Internet.
- You can determine the number of times a customer can download a product.
- Customers purchasing downloadable products can be required to login before going through checkout.
- The delivery of a downloadable product can be made when the order is either in either a “Pending” or “Invoiced” state.

## Downloadable Product Configuration

The configuration settings determine guest checkout, default values, and delivery options for downloadable products.

### To configure downloadable products:

1. On the Admin menu, select **System > Configure**.
2. In the panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Downloadable Product Option** section.
4. Configure the options as described in the following [field descriptions](#).
5. When complete, click the **Save Config** button.



*Downloadable Product Options*

### Field Descriptions

Field	Scope	Description
Order Item Status to Enable Downloads	Website	Determines the status that an order must have before downloads become available. Options include: Pending / Invoiced
Default Maximum Number of Downloads	Website	Determines the default number of downloads available to a customer. Options include: Yes / No
Shareable	Website	Determines if customers must log in to their accounts to access the download link. Options include:  Yes      Allows the link to be sent by email, which can then be shared with others.

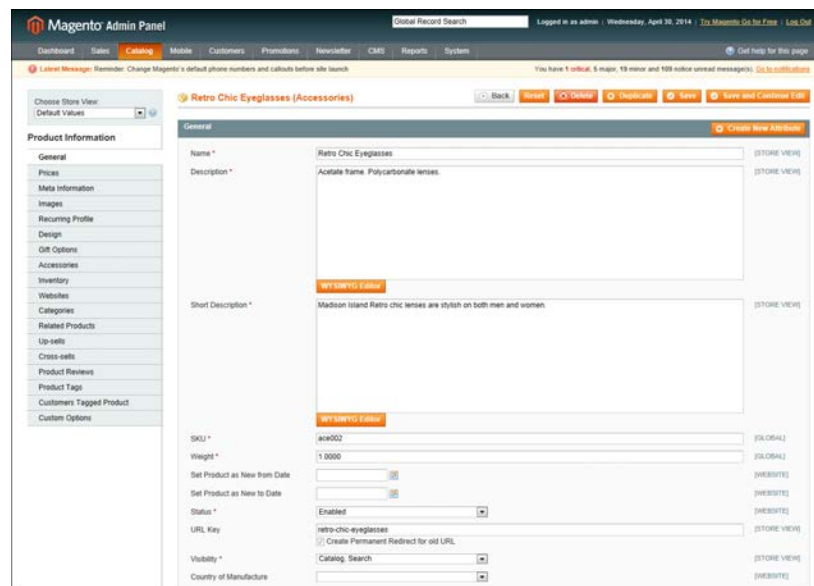
Field	Scope	Description
		No Requires customers to log in to their accounts to access the download link.
Default Sample Title	Store View	The default title for all sample files.
Default Link Title	Store View	The default link for all downloadable titles.
Opens Links in New Window	Website	Determines if the download link opens in a new browser window. Options include: Yes / No
Use Content Disposition	Store View	Determines how the the link to the downloadable content is delivered, as an email attachment, or as an inline link in a browser window. Options include: <ul style="list-style-type: none"> <li>Attachment The download link is delivered as an email attachment.</li> <li>Inline The download link is delivered as an inline link on a web page.</li> </ul>
Disable Guest Checkout if Cart Contains Downloadable Items	Website	Determines if guests who are purchasing downloadable products must log in to an account to complete the checkout process. Options Include: <ul style="list-style-type: none"> <li>Yes If the cart contains downloadable products, the guest will have to either register for an account, or login to an existin account to complete the purchase.</li> <li>No The download link is delivered as an inline link in the body of the email message.</li> </ul>

Guest checkout is only available for dowload products if Sharable is set to "Yes."

## Chapter 13: Product Information

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

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



The screenshot shows the Magento Admin Panel interface for editing a product. The main content area is titled "Retro Chic Eyeglasses (Accessories)". The "General" tab is selected, showing the following fields:

- Name \***: Retro Chic Eyeglasses
- Description \***: Acetate frame. Polycarbonate lenses.
- Short Description \***: Madison Island Retro chic lenses are stylish on both men and women.
- SKU \***: ace002
- Weight \***: 1.0000
- Status \***: Enabled
- URL key**: retro-chic-eyeglasses
- Visibility \***: Catalog, Search
- Country of Manufacture**: (empty)

On the left side, there is a "Product Information" sidebar with a list of tabs: General, Prices, Meta Information, Images, Recurring Profile, Design, Gift Options, Accessories, Inventory, Websites, Categories, Related Products, Up-sells, Cross-sells, Product Reviews, Product Tags, Customers Tagged Product, and Custom Options. The "General" tab is currently active.

### *Product Information*

# General

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

The screenshot shows the 'General' tab of a product form. The fields and their values are as follows:

- Name \***: Isla Crossbody Handbag [STORE VIEW]
- Description \***: Pebbled leather. Contrast stitching. Fold over flap with Fasten closure. Crossbody strap. 6" x 8" x 0.75". [STORE VIEW]
- Short Description \***: Form follows function with this decidedly chic mini bag. [STORE VIEW]
- SKU \***: ab1000 [GLOBAL]
- Weight \***: 1.0000 [GLOBAL]
- Set Product as New from Date**: [Empty] [WEBSITE]
- Set Product as New to Date**: [Empty] [WEBSITE]
- Status \***: Enabled [WEBSITE]
- URL Key**: isla-crossbody-handbag [STORE VIEW]
  - Create Custom Redirect for old URL
- Visibility \***: Catalog, Search [STORE VIEW]
- Country of Manufacture**: [Empty] [WEBSITE]
- Enable RMA**: Use config [WEBSITE]

*Product Information: General*

## Field Descriptions

Field	Description
Name	(Required) The name of the product you want to appear in catalog. The name is also used to auto-generate the URL Key.
SKU	(Required) The Stock Keeping Unit is a unique identifier for each individual product or service provided.
Weight	(Required) The weight of the product is a decimal value used for shipping calculations, and refers to the standard measurement system used by shipping carriers in your locale. In the United States, weight is measured in pounds

Field	Description								
Status	(Required) The Status indicates when the product is ready to be offered for sale in your store. Options include: Enabled / Disabled.								
Tax Class	(Required) Select the appropriate Tax Class for the product. Options include: <table border="0"> <tr> <td>None</td> <td>The item is not subject to tax.</td> </tr> <tr> <td>Default</td> <td>The item is subject to the tax rules associated with the “default” tax class.</td> </tr> <tr> <td>Taxable Goods</td> <td>The item is subject to the tax rules associated with the “Taxable Goods” tax class.</td> </tr> </table> <p>The manner in which product taxes are calculated is determined by the configuration of your store. To learn more, see: <a href="#">Setting Up Taxes</a>.</p>	None	The item is not subject to tax.	Default	The item is subject to the tax rules associated with the “default” tax class.	Taxable Goods	The item is subject to the tax rules associated with the “Taxable Goods” tax class.		
None	The item is not subject to tax.								
Default	The item is subject to the tax rules associated with the “default” tax class.								
Taxable Goods	The item is subject to the tax rules associated with the “Taxable Goods” tax class.								
URL Key	The URL Key determines the online address of the product. It is added to the base URL of the store, and appears in the address bar of a browser.  The URL Key should be all lowercase characters, with hyphens instead of spaces. Magento initially creates a default, “search engine friendly” URL, based on the product name.  Do not type the suffix .html in the URL Key, because use of the suffix is controlled by your store configuration. To learn more, see <a href="#">, SEO URL Options</a> .								
Visibility	(Required) Determines the level of visibility the product has throughout the store. Options include: <table border="0"> <tr> <td>Not Visible Individually</td> <td>The product may be associated with a one-to-many product, but is not listed in the catalog.</td> </tr> <tr> <td>Catalog</td> <td>The product appears in the catalog listing, but is not included in Search results.</td> </tr> <tr> <td>Search</td> <td>The product appears in search results, but is not listed in the catalog.</td> </tr> <tr> <td>Catalog, Search</td> <td>The product is listed in the catalog and search results.</td> </tr> </table>	Not Visible Individually	The product may be associated with a one-to-many product, but is not listed in the catalog.	Catalog	The product appears in the catalog listing, but is not included in Search results.	Search	The product appears in search results, but is not listed in the catalog.	Catalog, Search	The product is listed in the catalog and search results.
Not Visible Individually	The product may be associated with a one-to-many product, but is not listed in the catalog.								
Catalog	The product appears in the catalog listing, but is not included in Search results.								
Search	The product appears in search results, but is not listed in the catalog.								
Catalog, Search	The product is listed in the catalog and search results.								

Field	Description
Allow Gift Message	Displays a Gift Message input box. Options include: <ul style="list-style-type: none"> <li>Yes                      Presents the option to include a gift message for the product in the Shipping Method section of the checkout process.</li> <li>No                        Does not offer the gift message option.</li> <li>Use Config              Applies the gift message configuration setting for order items.</li> </ul>
Manufacturer	Select the manufacturer of the product. To add new options to the list, see Manage Label / Options.
Color	(Required) Select the color of the product. To add new options to the list, see Manage Label / Options.
Set Product as New from Date	Sets the beginning date for the range of time the product is featured in the “New Product” block on the Home page. The date can be typed directly into the box, or selected from the calendar.
Set Product as New to Date	Sets the ending date for the range of time the product is featured in the “New Product” block on the Home page.
In feed	Determines if the product is included in your store’s standard RSS feed. Options include: Yes / No

### Button Descriptions

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



# Meta Information

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

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

*Product Information: Meta Information*

## Field Descriptions

Field	Description
Meta Title	The title appears in the title bar and tab of your browser, and is also used as the title on a search engine results page ( <b>SERP</b> <sup>1</sup> ).
Meta Keywords	Enter relevant keywords for the product. Consider using keywords that customers may use to find the product.
Meta Description	Write a few sentences to describe the product. Though not visible to the customer, some search engines include the meta description on the search results page.

<sup>1</sup>Search Engine Results Page

## Recurring Profile

Recurring Profiles are most often used for subscriptions or products with installment payment plans. When such a product is purchased from your store, the customer is redirected to a third-party payment system. The customer enters into a recurring payment agreement to authorize the payment system to charge the customer account according to the recurring profile settings.

When a customer purchases a product with recurring payments, the profile parameters specified from Magento are transferred to the payment system. Magento supports recurring profiles for items paid with PayPal Express Checkout.

For example, to set up a product with monthly subscription payments, the following parameters are specified in the recurring profile of the product. The customer is charged by the payment system once a month, for a year.

### Billing Settings

Billing Period Unit:	Month
Billing Frequency:	1
Maximum Billing Cycles:	12

You can also set up a trial period where the customer pays a special, introductory price for a period of time. When the trial ends, the customer is charged the regular amount.

Creating a recurring profile for a product does not create additional sales orders.

In the third-party payment system, a recurring profile is an accounting record that captures payments on a regular basis and according to the payment schedule defined in the recurring profile. A recurring profile submits the information about the frequency of a payment being initiated to the payment system.

The Recurring Profile tab appears by default for simple and virtual products. However you can configure it to become available for other product types by changing the Apply To property of the recurring\_profile attribute. To learn more about recurring profiles, see: [Working with Recurring Profiles](#) in the knowledge base.

### To set up a recurring profile:

1. On the Admin menu, select **Catalog > Manage Products**. Find the product in the list, and click to open it in edit mode.
2. In the panel on the left, select **Recurring Profile**.
3. Set **Enable Recurring Profile** to “Yes.” The section expands to include additional options.

#### *Recurring Profile*

4. In the Schedule section, do the following:

#### *Schedule*

- a. To let the customer determine the starting date for the payments, set **Customer Can Define Start Date** to “Yes.”
  - b. In the **Schedule Description** field, enter a brief description of the recurring payment. The description is used as the name of the recurring payment on the Review Information page.
  - c. In the **Maximum Payment Failures** field, enter the number of times payment can fail before the recurring profile is suspended.
  - d. To automatically initiate a payment transaction at the end of the next billing cycle, set **Auto Bill on Next Cycle** to “Yes.”
5. In the Billing section, do the following:

Billing	
Billing Period Unit *	-- Please Select -- <small>▲ Unit for billing during the subscription period.</small>
Billing Frequency *	<input type="text"/> <small>▲ Number of billing periods that make up one billing cycle.</small>
Maximum Billing Cycles	<input type="text"/> <small>▲ The number of billing cycles for payment period.</small>

*Billing*

- a. Set **Billing Period Unit** to the period of time that defines the billing cycle.
  - b. Set **Billing Frequency** to how often a payment transaction is initiated during the billing cycle.
  - c. In the **Maximum Billing Cycles** field, enter the maximum number of payments allowed for the recurring profile. If left blank, the the customer will continue to be charged until the recurring profile is canceled.
6. In the Trial Period section, do the following:

Trial Period	
Trial Billing Period Unit	-- Not Selected -- <small>▲ Unit for billing during the subscription period.</small>
Trial Billing Frequency	<input type="text"/> <small>▲ Number of billing periods that make up one billing cycle.</small>
Maximum Trial Billing Cycles	<input type="text"/> <small>▲ The number of billing cycles for payment period.</small>
Trial Billing Amount	<input type="text"/>

*Trial Period*

- a. Set **Trial Billing Period Unit** to the period of time that defines the billing cycle during the trial period.
- b. Set **Trial Billing Period Frequency** to how often a payment transaction is initiated during the trial billing cycle.
- c. In the **Trial Billing Period Cycles** field, enter the maximum number of payments allowed during the trial period.
- d. In the **Trial Billing Amount** field, enter the product price during the trial period.

The trial billing period parameters are optional, but if specified, make sure that all fields are complete. Otherwise, the payment system will not authorize the payment.

7. In the Initial Fees section, do the following:

**Initial Fees**

Initial Fee

▲ Initial non-recurring payment amount due immediately upon profile creation.

Allow Initial Fee Failure No

▲ Whether to suspend the payment profile if the initial fee fails or add it to the outstanding balance.

### *Initial Fees*

- a. In the **Initial Fees** field, enter the amount that the customer is charged at the time of purchase. The initial fee is paid only once during the life of a subscription.
  - b. If you want to cancel the recurring if the initial payment fails, set **Allow Initial Fee Failure** to “Yes.” If set to “No,” the initial fee is added to the customer’s outstanding amount and is charged by the payment system as soon as the customer account has a sufficient amount.
8. When complete, click the **Save** button.

## Field Descriptions

Field	Scope	Description
<b>Schedule</b>	Global	
Customer Can Define Start Date		<p>Determines if the customer can set the starting date for the payments. Options include:</p> <p>Yes    Displays the Recurring Profile Start Date as an option on the product page.</p> <p>No     The customer cannot set the start date.</p>
Schedule Description		A brief description of the recurring payment. The description appears as the name of the recurring payment on the review information page of the payment system. If left empty, the name of the selected product appears as the name of the recurring profile.
Maximum Payment Failures		Determines the number of failed scheduled payments before the recurring profile is automatically be suspended.
Auto Bill on Next Cycle		Determines if the payment system

Field	Scope	Description
		<p>automatically initiates a payment transaction after the regular billing cycle.</p> <p>In the event of a number of payment failures and the customer has an outstanding amount, the customer is charged in the next billing cycle. Options: Yes / No</p>
<b>Billing</b>	Global	
Billing Period Unit		<p>Determines the period of time included in a subscription billing cycle, and how frequently a payment transaction is initiated. Options include:</p> <p>Day Week Two Weeks Month Year</p>
Billing Frequency		<p>Determines how often within the billing period a payment transaction is initiated for the recurring profile.</p>
Maximum Billing Cycles		<p>Limits the number of payments that can be made during a billing cycle. If you do not specify the maximum of billing cycles, the recurring profile remains permanently active and the customer is charged by the payment system until the recurring profile is suspended or canceled.</p>
<b>Trial Period</b>	Global	
Trial Billing Period Unit		<p>Determines the period of time included in a trial subscription billing cycle, and how frequently a payment transaction is initiated. Options include:</p> <p>Day Week Two Weeks Month Year</p>
Trial Billing Frequency		<p>Determines how often during the billing period a payment transaction is initiated for the recurring profile.</p>

Field	Scope	Description
Maximum Trial Billing Cycles		Limits the number of recurring payments that can be made during a trial billing cycle.
Trial Billing Amount		The price of the product during the trial period.
<b>Initial Fees</b>	Global	
Initial Fee		The amount the customer is charged at the time of purchase. The initial fee is paid only once during the life of a subscription.
Allow Initial Fee Failure		Determines if the payment profile is suspended if the initial fee payment fails. In case the field is set to No, Options include: <ul style="list-style-type: none"> <li>Yes    The payment profile is suspended if the initial fee fails.</li> <li>No     The initial fee is added to the customer's outstanding amount and is charged by the payment system as soon as the customer account has the sufficient amount.</li> </ul>

# Design

The Design page gives you the ability to apply a different theme to the product page, and make updates to the XML code that controls the page layout.

*Product Information: Design*

## Field Descriptions

Field	Description								
Custom Theme	To apply a custom theme, select the one you want from the list of available themes.								
Active From	If applying a custom theme for a period of time, enter the beginning date, or select the date from the Calendar.								
Active To	If applying a custom theme for a period of time, enter the ending date, or select the date from the Calendar.								
Custom Layout Update	You can further customize the theme with XML coding.								
<a href="#">Page Layout</a>	To apply a different layout to the product page, select one of the following: <table border="0" style="margin-left: 20px;"> <tr> <td>No layout updates</td> <td>This option is preselected by default and does not apply layout changes.</td> </tr> <tr> <td>Empty</td> <td>This option lets you define your own layout, such as a 4-column page. Requires an understanding of XML.</td> </tr> <tr> <td>1 column</td> <td>Applies the 1-column layout.</td> </tr> <tr> <td>2 columns with left bar</td> <td>Applies the 2 column layout.</td> </tr> </table>	No layout updates	This option is preselected by default and does not apply layout changes.	Empty	This option lets you define your own layout, such as a 4-column page. Requires an understanding of XML.	1 column	Applies the 1-column layout.	2 columns with left bar	Applies the 2 column layout.
No layout updates	This option is preselected by default and does not apply layout changes.								
Empty	This option lets you define your own layout, such as a 4-column page. Requires an understanding of XML.								
1 column	Applies the 1-column layout.								
2 columns with left bar	Applies the 2 column layout.								



Field	Description
	2 columns with right bar Applies the 2-columns with right bar layout.
	3 columns Applies the 3 column layout.
Display product options in	Options include: Product Info Column / Block after Info Column

## Gift Options

Gift Options determine if customers have the option to add a gift message and to gift wrap the product during checkout. To configure gift options for the store, see: [Gift Options Configuration](#).

### To set up gift options for a product:

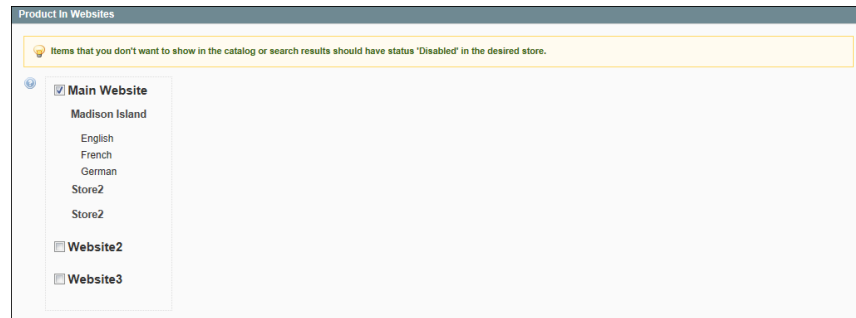
1. On the Admin menu, select **Catalog > Manage Products**. Then, click to open the product in edit mode.
2. In the panel on the left, select **Gift Options**. Then, do the following:

### *Gift Options*

- a. The Allow Gift Message reflects the default configuration. To override the setting, clear the **Use Config Settings** checkbox. Then, change the value as needed.
  - b. To charge for gift wrapping, enter the amount in the **Price for Gift Wrapping** field, as a decimal, without the currency symbol.
3. When complete, click the **Save** button.

# Websites

If your Magento installation has multiple websites, stores, or views, you can set the scope of a configuration setting, product, category, or attribute to apply to a specific website, store, or store view. To learn more, see: [Multiple Sites, Stores & Views](#).



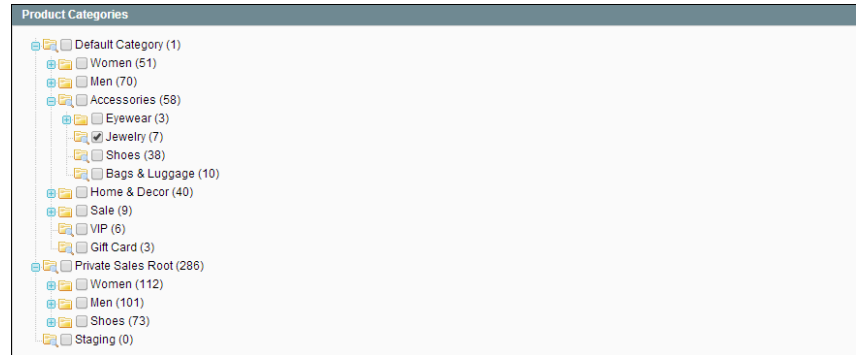
*Product Information: Websites*

## To assign a product to a store view:

1. In the Product Information panel on the left, select **Websites**.
2. Select the checkbox for each store view where the product is offered for sale.
3. When complete, click the **Save** button.

# Categories

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



*Product Categories*

## To set up the product categories:

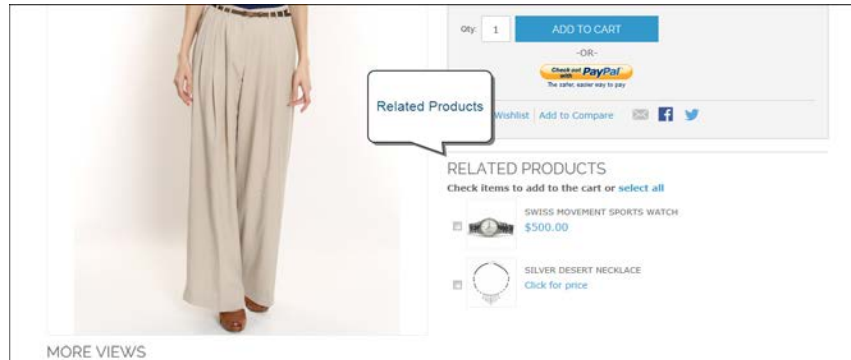
1. In the Product Information panel on the left, select **Categories**.
2. In the category tree, select the checkbox of each category to which you want to associate the product. Click the plus [+] icon to show any available subcategories.

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

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

# Related Products

Related products are meant to be purchased in addition to the item the customer is viewing. Simply click the checkbox of a product to place it in the shopping cart. The placement of the Related Products block varies according to theme and page layout. In the example below, it appears at the bottom of the Product View page. With a 2 column layout, the Related Product block often appears in the right column.



*Related Products*

## To set up related products:

1. In the Product Information panel on the left, click **Related Products**.
2. Click the **Reset Filter** button in the upper-right to list all the available products, or use the search filters at the top of each column to find specific products.
3. In the list, select the checkbox in the first column of any product you want to feature as a related product.

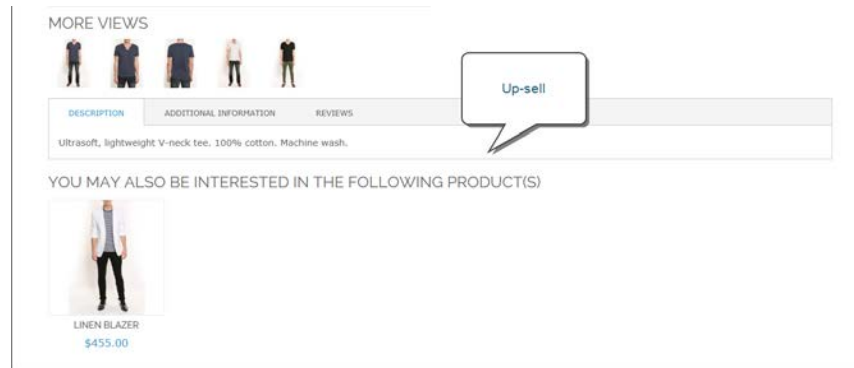
Page 1 of 1 pages   View 20 per page   Total 3 records found										
<input checked="" type="checkbox"/>	ID	Name	Type	Attrib. Set Name	Status	Visibility	SKU	Price	Position	
<input checked="" type="checkbox"/>	554	Swiss Movement Sports Watch	Simple Product	Jewelry	Enabled	Catalog, Search	acj005	\$500.00	From: <input type="text"/>	From: <input type="text"/>
<input checked="" type="checkbox"/>	553	Silver Desert Necklace	Simple Product	Jewelry	Enabled	Catalog, Search	acj000	\$210.00	To: <input type="text"/>	To: <input type="text"/>
<input checked="" type="checkbox"/>	546	Pearl Strand Necklace	Configurable Product	Jewelry	Enabled	Catalog, Search	acj001c	\$250.00	To: <input type="text"/>	To: <input type="text"/>

*Select Related Products*

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

## Up-sells

Up-sell products are items that your customer might prefer instead of the product currently viewed. An item offered as an up-sell might be of a higher quality, more popular, or have better profit margin. Up-sell products appear on the product page, under a heading such as, “You may also be interested in the following product(s).”



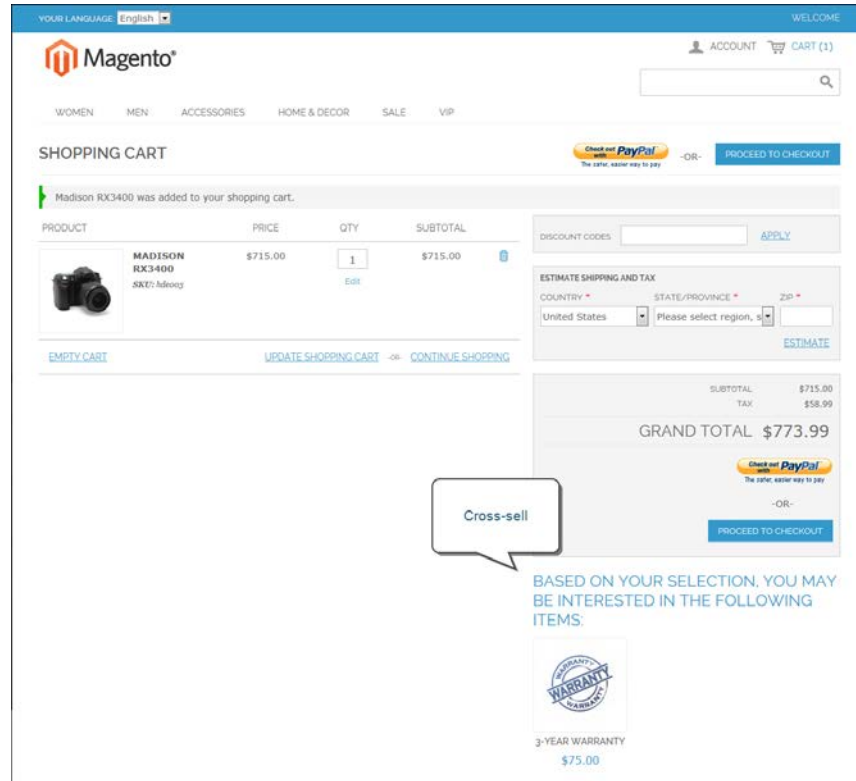
*Up-Sell on Product Page*

### To select up-sell products:

1. In the Product Information panel, select **Up-sells**.
2. Click the **Reset Filter** button in the upper-right to list all the available products, or use the search filters at the top of each column to find specific products.
3. In the list, select the checkbox in the first column of any product you want to feature as an up-sell.
4. When complete, click the **Save** button.

# Cross-sells

Cross-sell products are similar to impulse purchases positioned next to the cash register in the checkout line of a grocery store. Products offered as a cross-sell appear on the shopping cart page, just before the customer begins the checkout process.



*Cross-sell Offered During Checkout*

## To set up cross-sell products:

1. In the Product Information panel on the left, click **Cross-sells**.
2. Click the **Reset Filter** button in the upper-right to list all the available products, or use the search filters at the top of each column to find specific products.
3. In the list, select the checkbox in the first column of any product you want to feature as a cross-sell.

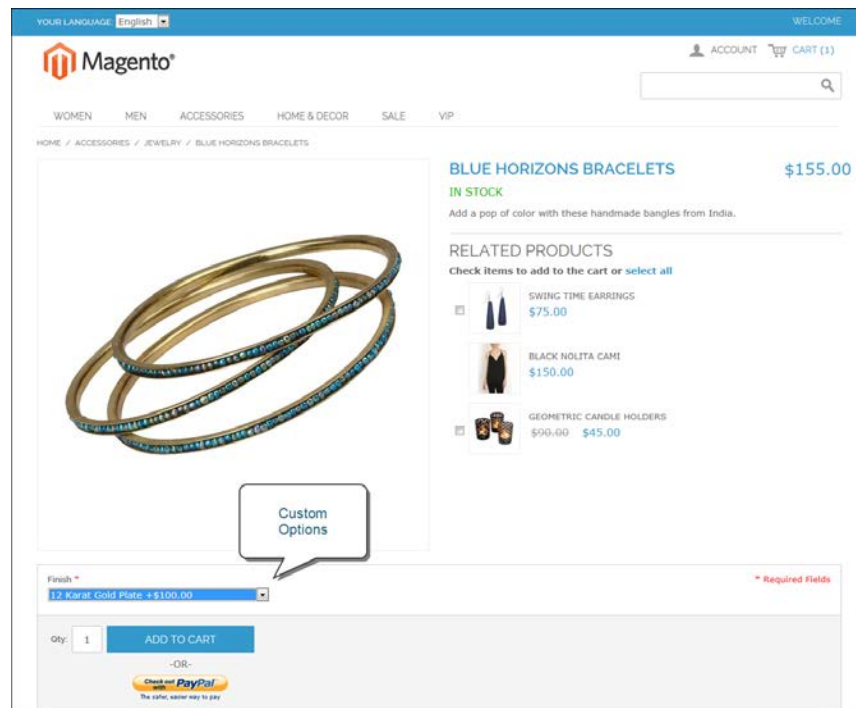
Blue Horizons Bracelets (Jewelry)									
ID	Name	Type	Attrib. Set Name	Status	Visibility	SKU	Price	Position	
338	Jackie O Round Sunglasses	Simple Product	Accessories	Enabled	Catalog, Search	ace001	\$295.00	0	0

*Cross-Sell Product*

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

## Custom Options

Custom options are an easy way to offer a selection of product variations that do not rely on attributes. The limitations are that you cannot track inventory based on any variation, and that a product with custom options cannot be used with a configurable, grouped, or bundle product. Custom options are a good solution if your inventory needs are simple.

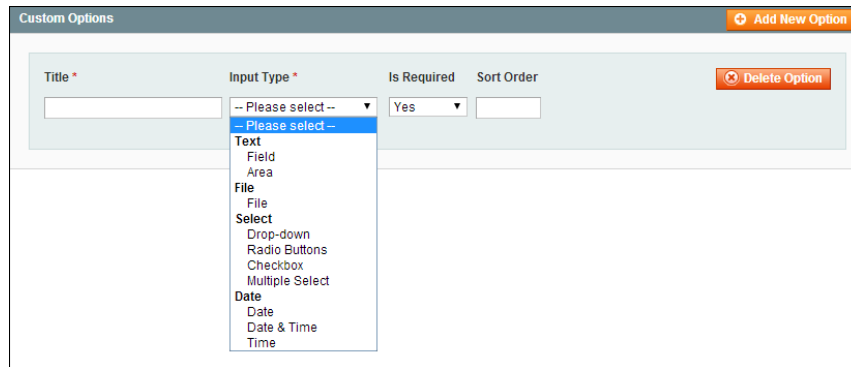


*Custom Options on Product Page*

### To create custom options:

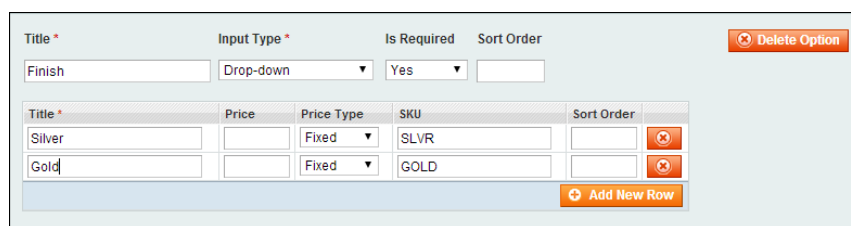
- On the Admin menu, select **Catalog > Manage Products**.
- In the list, open the product record in edit mode.

3. In the panel on the left, select **Custom Options**.
4. In the upper-right corner, click the **Add New Option** button. Then, do the following:



*Custom Options*

- a. In the **Title** field, enter a name for the property.
  - b. Set the **Input Type** you want to use for data entry.
  - c. Set **Is Required** to “Yes” if the option must be selected before the product can be purchased.
  - d. In the **Sort Order** field, enter a number to indicate the order of this item in the list of options. Enter the number 1 to display this option first.
5. Click the **Add New Row** button. Then, complete the following:



*Add New Row*

- a. In the **Title** field, enter a name for this option.
- b. In the **Price** field, enter any markup or markdown from the base product price that applies to this option.
- c. Set **Price Type** to one of the following:

Fixed                      The price of the variation differs from the price of the base



**Percentage**      The price of the variation differs from the price of the base product by a percentage, such as 10%.

- d.** Enter a **SKU** to identify the option. The option SKU is added as a suffix to the SKU of the product record.
  - e.** In the **Sort Order** field, enter a number to indicate the order of this item in the list of options. Enter the number 1 to display this option first.
- 6.** When complete, click the **Save** button.



## Chapter 14: Inventory

Inventory settings can be made for the catalog as a whole, and fine tuned for each individual product. In addition to controlling stock levels, the inventory settings determine how backorders and returned items on credit memos are managed.

### Inventory Configuration

The Product Stock Items configuration determines the default product inventory settings. The configuration applies to individual products, rather than to the contents of the cart as a whole.

#### To configure the default inventory settings:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Catalog, select **Inventory**.
3. Click to expand the **Product Stock Options** section.
4. Enter the default settings for each item, as described in the following [field descriptions](#).
5. When complete, click the **Save Config** button.

*Product Stock Options*

## Field Descriptions

Field	Scope	Description
Manage Stock	Global	<p>Determines if you use full inventory control to manage the items in your catalog. Options include:</p> <p>Yes    Activates full inventory control to keep track of the number of items currently in stock.</p> <p>No     Does not keep track of the number of items currently in stock.</p>
Backorders	Global	<p>Determines how your store manages backorders. A backorder does not change the processing status of the order. Funds are still authorized or captured immediately when the order is placed, regardless of whether the product is in stock. When the product becomes available, it will be shipped. Options include:</p> <p>No Backorders    Does not accept backorders when product is out of stock</p> <p>Allow Qty Below 0    Accepts backorders when the quantity falls below zero.</p> <p>Allow Qty Below 0 and Notify Customer    Accepts backorders when the quantity falls below zero, but notifies customers that orders can still be placed.</p>
Maximum Qty Allowed in Shopping Cart	Global	<p>Determines the maximum number of a product that can be purchased in a single order. By default, the maximum quantity is set to 10,000.</p>
Qty for Item's Status to Become Out of Stock	Global	<p>Determines the stock level at which a product is considered to be out of stock.</p>
Minimum Qty Allowed in Shopping Cart	Global	<p>Determines the minimum amount of an item that is available for purchase according to customer group. By default, the minimum quantity is set to 1.</p> <p>Click the Add Minimum Qty button to enter a different value for a specific customer group.</p>
Notify for Quantity Below	Global	<p>Determines the stock level at which notification is sent that the inventory has</p>

Field	Scope	Description
		fallen below the threshold.
Enable Qty Increments	Global	Determines if items can be sold in quantity increments. Options include: Yes / No
Qty Increments	Global	Establishes the number of products that make up a quantity increment.
Automatically Return Credit Memo Item to Stock	Global	Determines if items included on credit memos are automatically returned to inventory. Options include: Yes / No

## Managing Stock

Each product in your catalog has both a short and long version of the Inventory options, depending on whether you need to manage inventory for the product. The long form appears only when Manage Stock is set to “Yes.” The initial values reflect the default Product Stock Option configuration.

Inventory		
Manage Stock	No	[GLOBAL]
	<input type="checkbox"/> Use Config Settings	
Minimum Qty Allowed in Shopping Cart	1	[GLOBAL]
	<input checked="" type="checkbox"/> Use Config Settings	
Maximum Qty Allowed in Shopping Cart	10000	[GLOBAL]
	<input checked="" type="checkbox"/> Use Config Settings	
Enable Qty Increments	No	[GLOBAL]
	<input checked="" type="checkbox"/> Use Config Settings	

*Product Information: Inventory (Short Form)*

### To complete the inventory settings:

- In the Product Information panel, select **Inventory**. To complete the required settings, do the following:
  - Clear the checkbox below the **Manage Stock** field. Then, set **Manage Stock** to “Yes.”
  - In the **Qty** field, type the number of units you currently have in stock.
  - Set **Stock Availability** to “In Stock.”
- Complete the remaining settings as needed, as described in the following [field descriptions](#).
- When complete, click the **Save** button.

Inventory		
Manage Stock	Yes <input type="checkbox"/> Use Config Settings	[GLOBAL]
Qty*	0	[GLOBAL]
Qty for Item's Status to Become Out of Stock	0 <input type="checkbox"/> Use Config Settings	[GLOBAL]
Minimum Qty Allowed in Shopping Cart	1 <input type="checkbox"/> Use Config Settings	[GLOBAL]
Maximum Qty Allowed in Shopping Cart	10000 <input type="checkbox"/> Use Config Settings	[GLOBAL]
Qty Uses Decimals	No	[GLOBAL]
Can be Divided into Multiple Boxes for Shipping	No	[GLOBAL]
Backorders	No Backorders <input type="checkbox"/> Use Config Settings	[GLOBAL]
Notify for Quantity Below	1 <input type="checkbox"/> Use Config Settings	[GLOBAL]
Enable Qty Increments	No <input type="checkbox"/> Use Config Settings	[GLOBAL]
Stock Availability	Out of Stock	[GLOBAL]

*Product Information: Inventory (Long Form)*

### Field Descriptions

Field	Description
Manage Stock	<p>Determines if you use full inventory control to manage the items in your catalog. Options include:</p> <p>Yes      Activates full inventory control to keep track of the number of items currently in stock. (To change the setting, clear the Use Config Settings checkbox and select "Yes.")</p> <p>No        Does not keep track of the number of items currently in stock. (This is the default setting.)</p>
Qty	(Required) The quantity of the item in stock.
Qty For Item's Status to become Out of Stock	Determines the stock level at which a product is considered to be out of stock.
Minimum Qty Allowed in Shopping Cart	Determines the minimum amount of this item that is available for purchase. By default, the minimum quantity is set to 1.
Maximum Qty Allowed in Shopping Cart	Determines the maximum number of this item that can be purchased in a single order. By default, the maximum quantity is set to 10,000.
Qty Uses Decimals	Determines if customers can use a decimal value rather than a whole number when entering the quantity ordered. Options include:

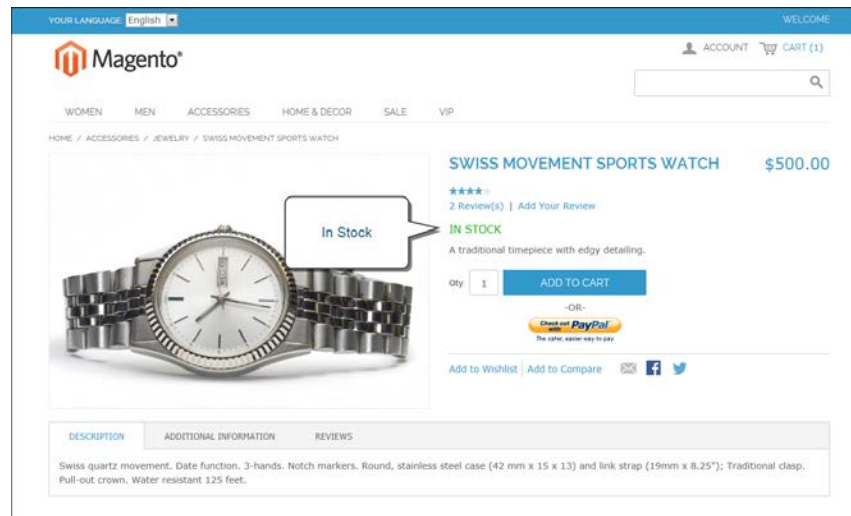
Field	Description
	<p>Yes Permits values to be entered as decimals, rather than whole numbers, which is suitable for products sold by weight, volume or length.</p> <p>No Quantity values must be entered as whole numbers.</p>
Can be divided into Multiple Boxes for Shipping	Determines if parts of the product can shipped separately. Options include: Yes / No
Backorders	<p>Determines how your store manages backorders. A backorder does not change the processing status of the order. Funds are still authorized or captured immediately when the order is placed, regardless of whether the product is in stock. When the product becomes available, it will be shipped. Options include:</p> <p>No Backorders Does not accept backorders when product is out of stock</p> <p>Allow Qty Below 0 Accepts backorders when the quantity falls below zero.</p> <p>Allow Qty Below 0 and Notify Customer Accepts backorders when the quantity falls below zero, but notifies customers that orders can still be placed.</p>
Notify for Quantity Below	Determines the stock level at which notification is sent that the inventory has fallen below the threshold.
Enable Qty Increments	Determines if the product can be sold in quantity increments. Options include: Yes / No
Qty Increments	Establishes the number of products that make up a quantity increment.
Stock Availability	<p>Determines the current availability of the product. Options include:</p> <p>In Stock Makes the product available for purchase.</p> <p>Out of Stock Unless Backorders are activated, prevents the product from being available for purchase and removes the listing from the catalog.</p>

# Stock Availability

You can define an inventory level that becomes the threshold to determine when an item needs to be reordered. The out of stock threshold can be set to any number greater than zero.

Another way you can use the stock availability threshold is to manage products that are in high demand. If you want to capture new customers, rather than sell to high-quantity buyers, you can set a maximum quantity to prevent a single buyer from taking out your entire inventory.

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



*“In Stock” Message on Product Page*

## Step 1: Configure the Inventory Stock Options

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



Stock Options		
Set Items' Status to be In Stock When Order is Cancelled	Yes	[STORE VIEW]
Decrease Stock When Order is Placed	Yes	[GLOBAL]
Display Out of Stock Products	No	[GLOBAL]
▲ Products will still be shown by direct product URLs.		
Only X left Threshold	0	[WEBSITE]
Display products availability in stock in the frontend	Yes	[STORE VIEW]

### *Stock Options*

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

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

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

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

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

## Step 2: Set the Product to Manage Stock

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

### Step 3: Set the "Out of Stock" Threshold

1. On the Inventory tab, set the **Qty for Item's Status to Become Out of Stock** to a value above zero.
2. To set the quantity of the product that is allowed in the cart, set the following fields to the appropriate values for your product, store, and strategy:
  - Minimum Quantity Allowed in Shopping Cart
  - Maximum Quantity Allowed in Shopping Cart
3. To be notified when stock drops below the threshold, clear the **Use Config Settings** checkbox. Then, set **Notify for Quantity Below** to a number to establish the threshold. The default the value is 1.

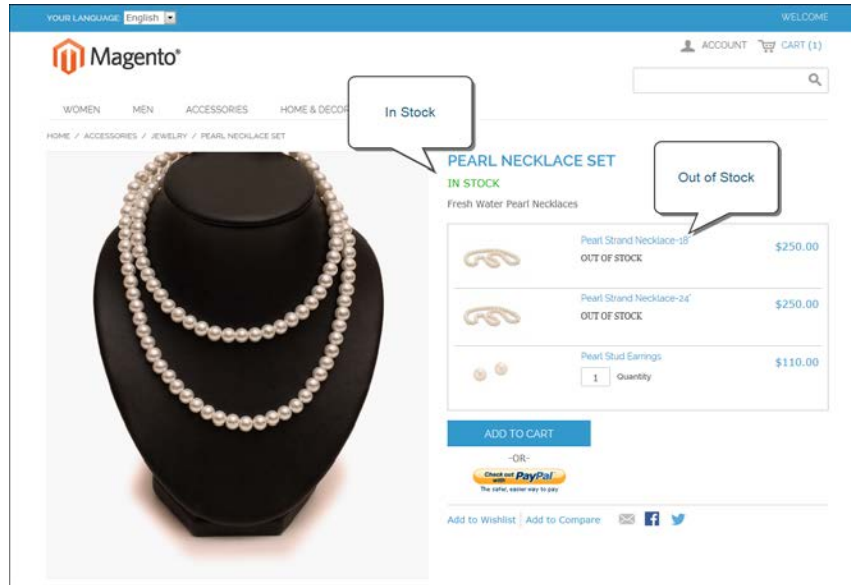
If you need time to restock your inventory, you can use this value to indicate when it is time to replenish.

## Stock Availability Message Scenarios

You can use a combination of configuration settings to control stock availability messages on product pages and in listings of products on catalog pages.

### Product Page Messages

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



*Grouped Product with Both Messages*

### Example 1: Show Availability Message

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

Stock Options		
Display product availability in stock in the frontend:		Yes
Product Inventory		Message
Manage Stock	Yes	
Stock Availability	In Stock	“Availability: In Stock”
	Out of Stock	“Availability: Out of Stock”

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

Stock Options		
Display product availability in stock in the frontend		Yes
Product Inventory		Message
Manage Stock	No	“Availability: In Stock”

### Example 2: Hide Availability Message

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

Stock Options		
Display product availability in stock in the frontend		No
Product Inventory		Message
Manage Stock	Yes	
Stock Availability	In Stock	None
	Out of Stock	None

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

Stock Options		
Display product availability in stock in the frontend		No
Product Inventory		Message
Manage Stock		No
		None

## Catalog Page Messages

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

### Example 1: Show Product with “Out of Stock Message”

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

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

### Example 2: Show Product without “Out of Stock Message”

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

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

### Example 3: Hide Product Until Back in Stock

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

Stock Options		Message
Display Out of Stock Products	No	None

## Out of Stock Threshold

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

### To set the out of stock threshold:

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

### To change the quantity allowed in cart:

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

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

### To be notified when stock drops below a certain threshold:

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

## Product Alert Configuration

You can enable your customers to subscribe to two types of customer alerts by email: price change alerts and in-stock alerts. For each alert type, choose whether to enable users to subscribe to it, and select the email template to use. Also, select a sender display name, which applies to both alert types.

Product Alerts		
Allow Alert When Product Price Changes	No	[STORE VIEW]
Price Alert Email Template	Product price alert (Default Template from Loca...	[STORE VIEW]
Allow Alert When Product Comes Back in Stock	No	[WEBSITE]
Stock Alert Email Template	Product stock alert (Default Template from Loca...	[STORE VIEW]
Alert Email Sender	General Contact	[STORE VIEW]

### *Product Alerts*

The price change alert creates a Sign up for price alert link on every product page. Customers can click the link to subscribe to alerts related to the product. Whenever the price changes, or the product goes on special, the customer receives an email alert.

The in-stock alert creates a link called “Sign up to get notified when this product is back in stock” for every product that is out of stock. Customers can click the link to subscribe to the alert. When the product is back in stock, customers receive email notification that the product is available.

Products that have alerts have a Product Alerts tab in the Product Information panel that lists the customers who have subscribed to either alert.

## Product Alerts Run Settings

These settings enable you to select how often Magento checks for changes that require alerts to be sent. Additionally, you can select the recipient, sender, and template for emails that are sent if the sending of alerts fails.

Product Alerts Run Settings		
Frequency	Daily	[GLOBAL]
Start Time	00 : 00 : 00	[GLOBAL]
Error Email Recipient		[GLOBAL]
Error Email Sender	General Contact	[GLOBAL]
Error Email Template	Product alerts Cron error (Default Template fro)	[GLOBAL]

### *Product Alert Run Settings*

## Field Descriptions

Field	Description
Frequency	Choose how often product alerts are sent out: Daily, Weekly, or Monthly.
Start Time	Choose what time of day the product alert process starts. This time should be after any price or inventory updates are performed.
Error Email Recipient	Identify the email address of the person (normally a store administrator) who should receive an email notification when there is an error in the product alert process.
Error Email Sender	Select the role that the email will be “from.”
Error Email Template	Select the email template to use for product alert error notifications. .

## Managing Stock for Configurable Products

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

### To enable quantity increments:

1. On the Inventory tab of the configurable product, clear the **Use Config Settings** checkbox, and set **Manage Stock** to “Yes.” The Enable Qty Increments field appears.
2. To sell the product in quantity increments, do the following:

- a. Below the Enable Qty Increments field, clear the **Use Config Settings** checkbox. Then, set **Enable Qty Increments** to “Yes.”
- b. In the **Qty Increments** field, enter the number of products that you want to sell together as a single batch.

### To set product as “Out of Stock:”

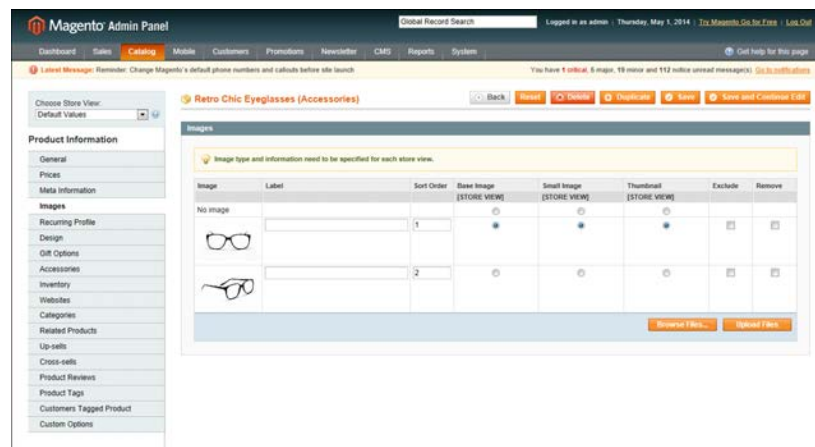
1. On the Inventory tab of the configurable product, clear the **Use Config Settings** checkbox, and set **Manage Stock** to “Yes.” The Stock Availability field appears.
2. To temporarily remove the product from sale, set **Stock Availability** to “Out of Stock.”
3. When you are ready to offer the product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



## Chapter 15: Product Images

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

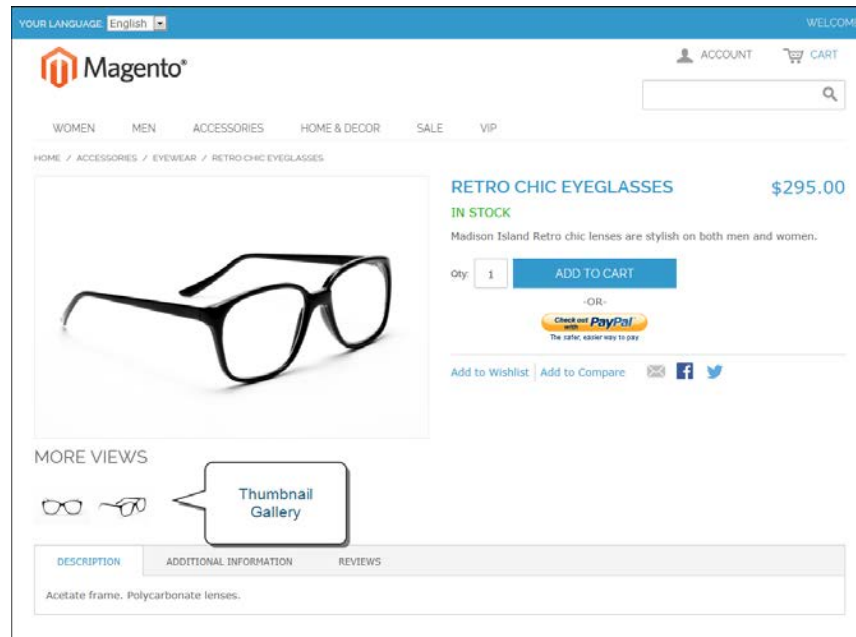
The Images tab in the Product Information panel is used to upload and manage individual images for the current product. You can upload multiple images for each product, with different images for each website or store view. However, if you have a large quantity of images to manage, it is more efficient to import, rather than upload each one individually. To learn more, see: [Importing Product Images](#).



*Product Images*

## Thumbnail Gallery

The thumbnail gallery on the product page can be used to display multiple images of the product. Although the position of the gallery varies by theme, it is usually just below the main image on the product page. Click each image to browse through the thumbnail gallery.



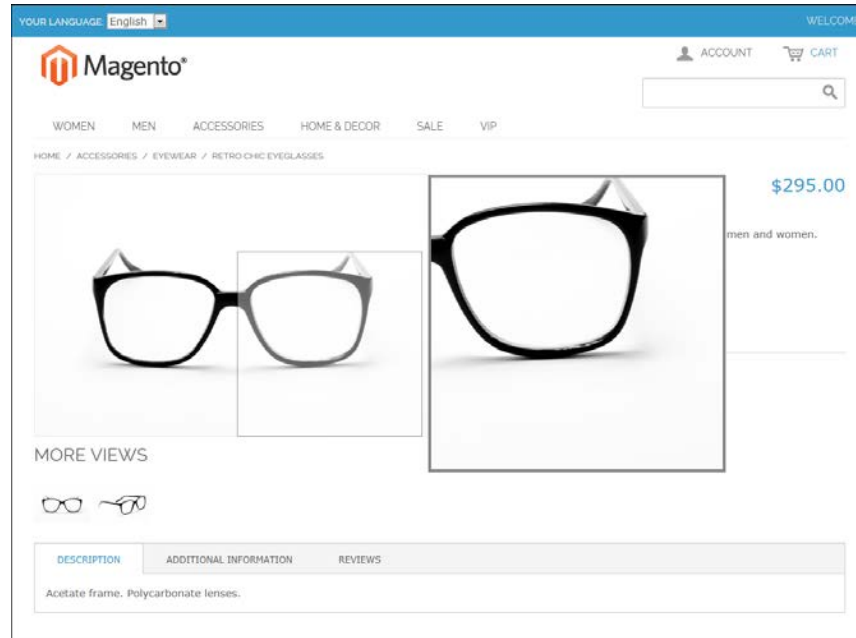
*Thumbnail Gallery Popup*

## Light Boxes and Sliders

Some stores use third-party light boxes or sliders to replace the default product image display. You will find a variety of light box and slider extensions available in [Magento Connect](#).

## Image Zoom

Magento displays a magnified portion of the image on mouseover, provided that you have uploaded a larger image that can be used to zoom in for a closer look. When zoom is activated, you can click the main image and move the cursor around to magnify different parts of the image. The magnified selection appears to the right of the image.

*Image Zoom*

## Image Size and Type

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

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

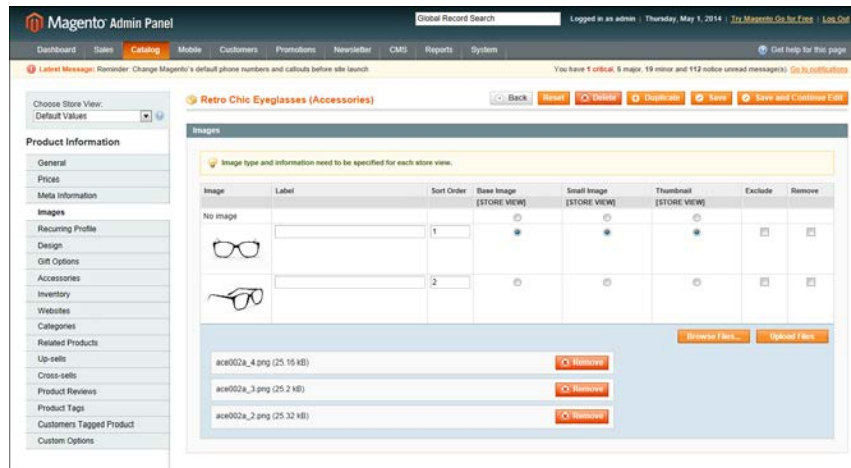
### Image Type

Image Type	Description
Thumbnail	Thumbnail images appear in the thumbnail gallery, shopping cart, and in some blocks such as Related Items. Example size: 50 x 50 pixels
Small Image	The small image is used for the product images in listings on category and search results pages, and to display the product images needed for sections such as for Up-sells, Cross-sells, and the New Products List. Example size:

Image Type	Description
	470 x 470 pixels
Base Image	The base image is the main image on the product detail page. Image zoom is activated if you upload an image that is larger image than the image container. Example Size: 470 x 470 pixels (without Zoom) 1100 x 1100 pixels (with Zoom)
Media Image	(Optional) A media image you the ability to associate additional images with a product, that are other than a product image. For example, you might include the product logo, care instructions, or an image of the ingredients from a food label.  If you add a media image attribute to the attribute set of a product, it is listed as an additional image type, along with Base, Small, and Thumbnail. You can set it to "Exclude" so it doesn't appear in the gallery.

## Adding Product Images

The Images tab is used to upload and manage images for a single product. You can upload multiple images for the product, and maintain different images for each website or store view. However, if you have many images to manage, you might prefer to [import](#) them, rather than upload product images individually.



*Adding Product Images*

### To add product images:

1. If the images are to be used for only a specific store [view](#), set **Choose Store View** in the upper-left corner to identify the view where the images will be used.
2. In the panel on the left, click **Images**.
3. Click the **Browse Files** button, and select the product images files you want to upload to your store.
4. Click the **Upload Files** button to upload the selected images to your store. Then, for each image, do the following:
  - a. Enter a descriptive **Label** for the image. This text appears on mouseover and can improve indexing by search engines.
  - b. If using multiple images, enter a numeric value in the **Sort Order** field to determine the sequence in which they appear in the thumbnail gallery.
  - c. To prevent an image from being included in the thumbnail gallery, click the **Exclude** checkbox. For example, if the product has only one image, there's no reason to include it in the gallery.
  - d. To delete any image, select the **Remove** checkbox.
5. When complete, click the **Save and Continue Edit** button.

### To add images to the gallery:

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

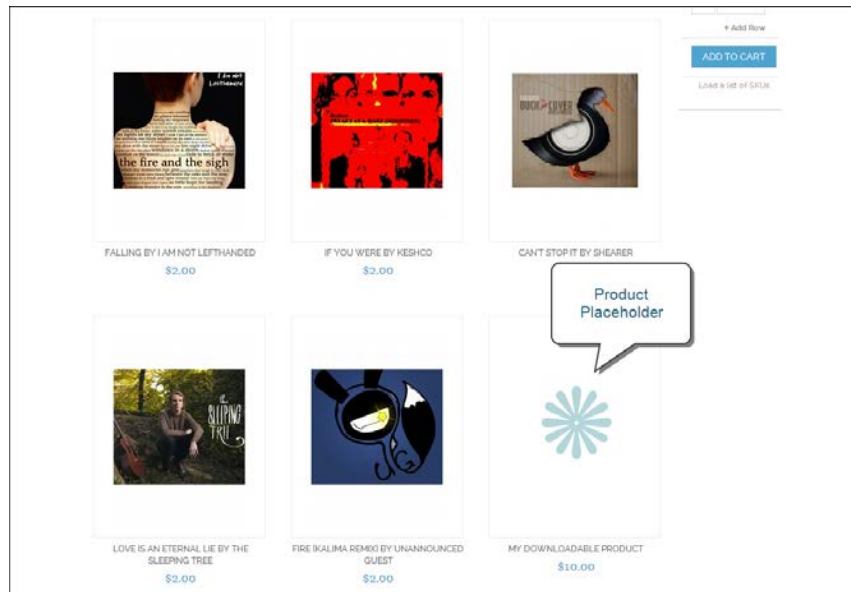
### Field Descriptions

Field	Description
Image	On mouseover, a thumbnail of each uploaded image appears.
Label	The label is the descriptive "Alt" text that appears on mouseover. Including a label for each image improves indexing by search engines, and accessibility for people who use screen readers.
Sort Order	Determines the order in which images are displayed in the gallery.
Thumbnail	The Thumbnail image is used in the shopping cart and in

Field	Description
	some blocks, such as Related Items.
Small Image	The Small Image is used in product listings on the category and search results pages, and to display product images in additional sections such as Up-sells, Cross-sells, and the New Products List.
Base Image	The Base Image is the main image on the product page, and is also used to produce the magnified area displayed during image zoom.
Media Image	(Optional) The Media Image appears only if an attribute of the Media Image type is included in the attribute set.
Exclude	Select the Exclude checkbox to prevent the image from being listed in the thumbnail gallery.
Remove	Select the Remove checkbox to delete the image. Selected images are deleted when the product record is saved.

## Placeholders

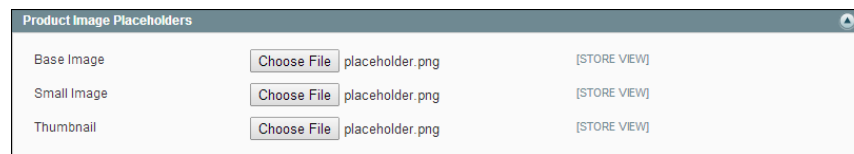
Magento uses a temporary image as a placeholder until permanent product images are available. The initial placeholder image is the Magento logo, which you can replace with placeholder images of your own design.



*Product Placeholder*

### To upload placeholder images:

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



*Product Image Placeholder Configuration*

## Watermarks

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

### To place watermarks on product images:

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

## Field Descriptions

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

## Shopping Cart Thumbnails

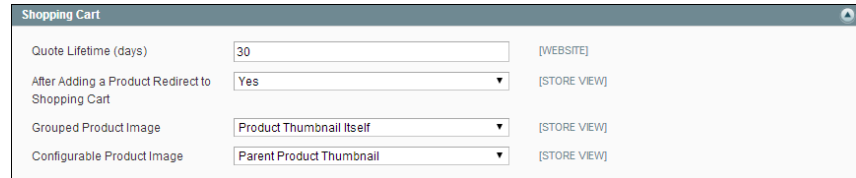
The thumbnail images in the shopping cart give customers a quick overview of the items they are about to purchase. However, for products with multiple options, the standard product image may not match the actual item being purchased. If the customer purchased a pair of red shoes, ideally, the thumbnail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

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

### To configure shopping cart thumbnails:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Checkout**.
3. Click to expand the **Shopping Cart** section, do the following:





The screenshot shows a configuration window titled "Shopping Cart" with the following settings:

Quote Lifetime (days)	<input type="text" value="30"/>	[WEBSITE]
After Adding a Product Redirect to Shopping Cart	<input type="text" value="Yes"/>	[STORE VIEW]
Grouped Product Image	<input type="text" value="Product Thumbnail Itself"/>	[STORE VIEW]
Configurable Product Image	<input type="text" value="Parent Product Thumbnail"/>	[STORE VIEW]

*Shopping Cart Configuration*

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



## Chapter 16: Product Pricing

The Prices tab is used to establish the pricing structure of the product. Options include special and tier pricing, and manufacturer's suggested retail price.

*Product Information - Prices*

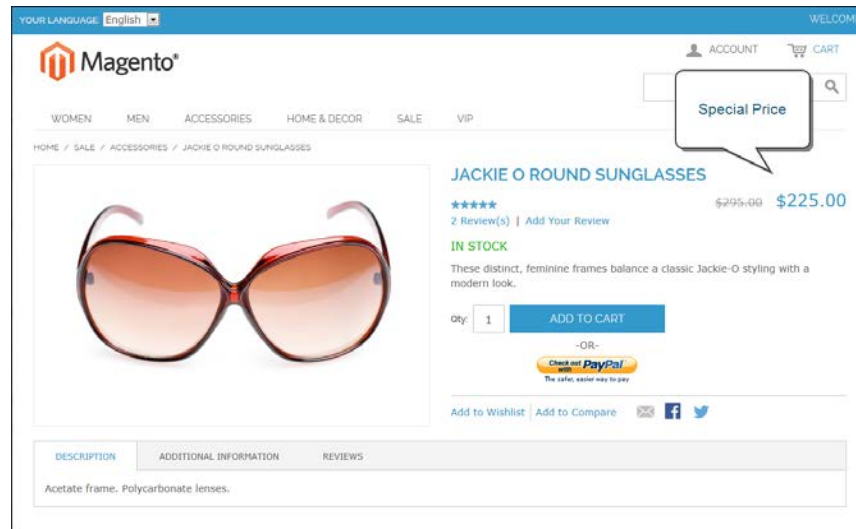
### Field Descriptions

Field	Scope	Description
Price	Global	The retail price of the product.
Group Price	Global	Sets up promotional prices for specific customer groups within the selected website.
Special Price	Website	To offer a Special Price, enter a discounted price and complete the date range fields to establish when the promotion goes into effect.  When available, the retail price is crossed out and the special price appears below in a large, bold font.
Special Price From	Website	Sets the beginning date for the range of

Field	Scope	Description
Date		
Special Price To Date	Website	Sets the ending date for the range of time the Special Price is offered.
Tier Price	Website	Tier pricing is used to offer a quantity discount. The discount can be applied to specific customer groups within the selected website.
Apply MAP	Website	When applied, hides the actual product price from the customer. Options include: Yes / No / Use Config
Display Actual Price	Website	Determines when the customer can see the actual product price. Options include: <ul style="list-style-type: none"> <li>In Cart                      Displays the actual product price in the shopping cart.</li> <li>Before Order Confirmation      Displays the actual product price only at the end of the checkout process, just before the order is confirmed.</li> <li>On Gesture                      Displays the actual product price</li> <li>Use Config                      Displays the actual price according to the configuration setting.</li> </ul>
Manufacturer's Suggested Retail Price	Global	The retail price as suggested by the manufacturer (MSRP).
Tax Class		The tax class associated with the product.


## Special Price

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



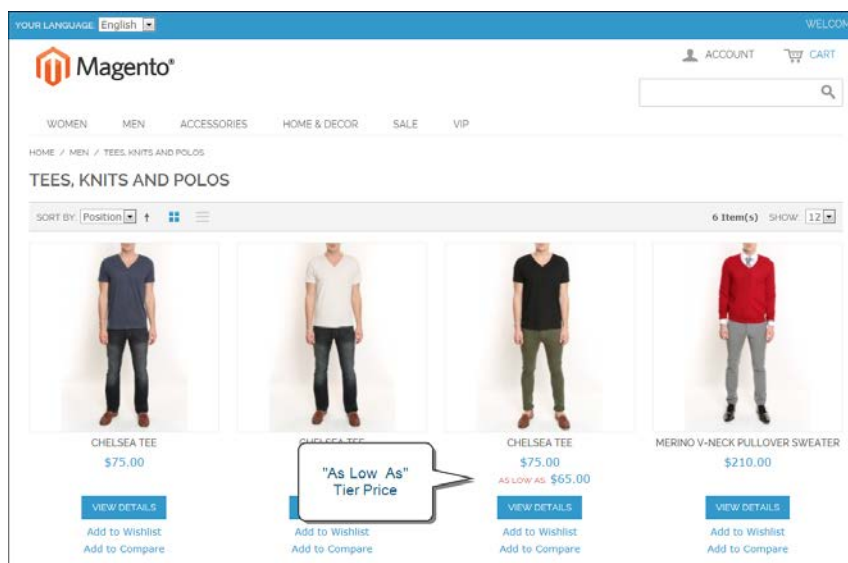
*Special Pricing*

### To display a special price:

1. In the Product Information panel on the left, select **Prices**.
2. Enter the amount of the **Special Price**.
3. Complete the **Special Price From Date** and **Special Price To Date** to define the period of time that the special price is in effect. You can pick the dates from the **Calendar**  to the right of each field.
4. Click the **Save** button to save your changes.
5. When prompted to update the cache and indexes, follow the instructions at the top of the page.

## Tier Price

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

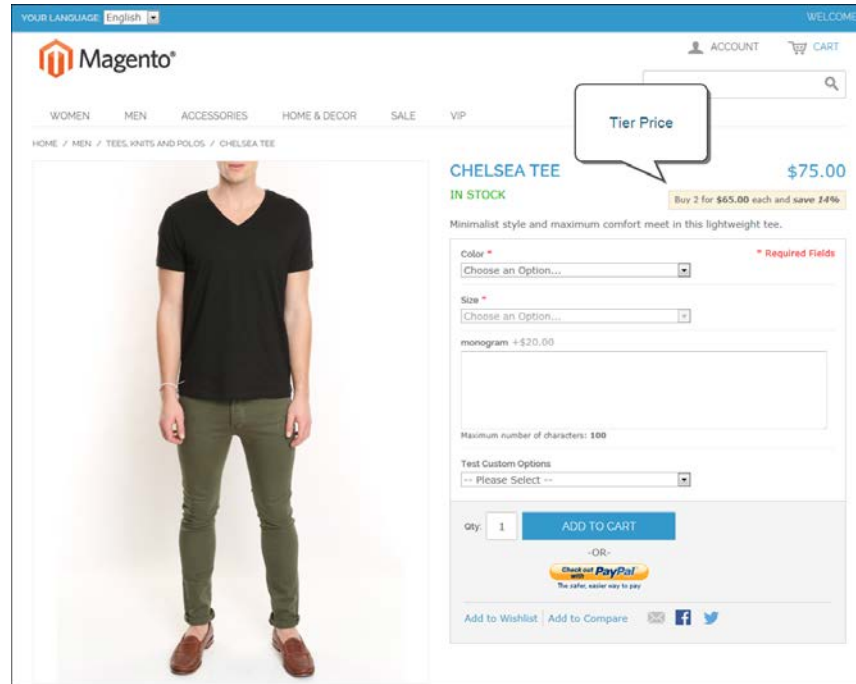


*Tier Price “As Low as”*

- On the catalog page, the product price includes the words, “As Low As,” followed by the lowest tier price.
- On the product page, the calculated quantity discount has the message:

Buy 2 for \$\_\_\_ each and save \_\_\_%

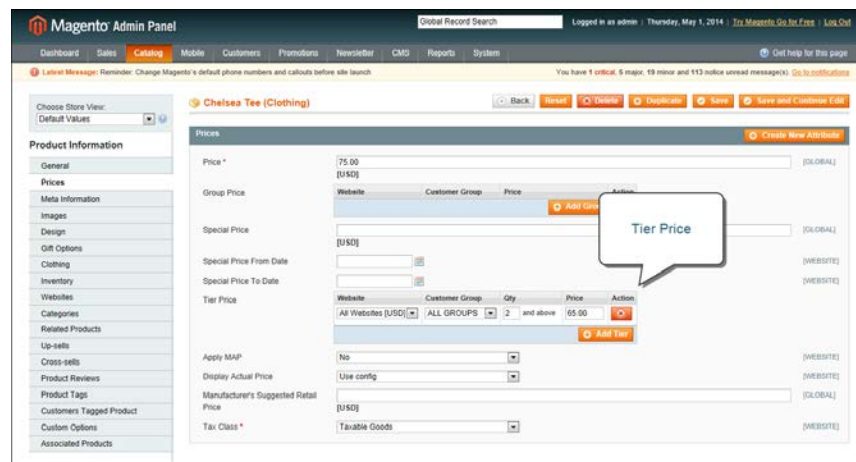
The prices in the storefront take precedence from the highest to the lowest quantity. Therefore, if you have a tier for the quantity 5 and one for the quantity 10 and a customer adds 5, 6, 7, 8 or 9 items to the shopping cart, then the customer gets the discounted price that you specified for the quantity 5 tier. As soon as the customer adds the 10th item, the discounted price specified for the quantity 10 tier supersedes the quantity 5 tier and that discounted price (of 10) applies instead.



*Tier Price on Product Page*

### To display a tier price:

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



*Tier Pricing*

- a. Select the **Website** to which the tier pricing applies.
- b. Select the **Customer Group** for whom the tier pricing is available.

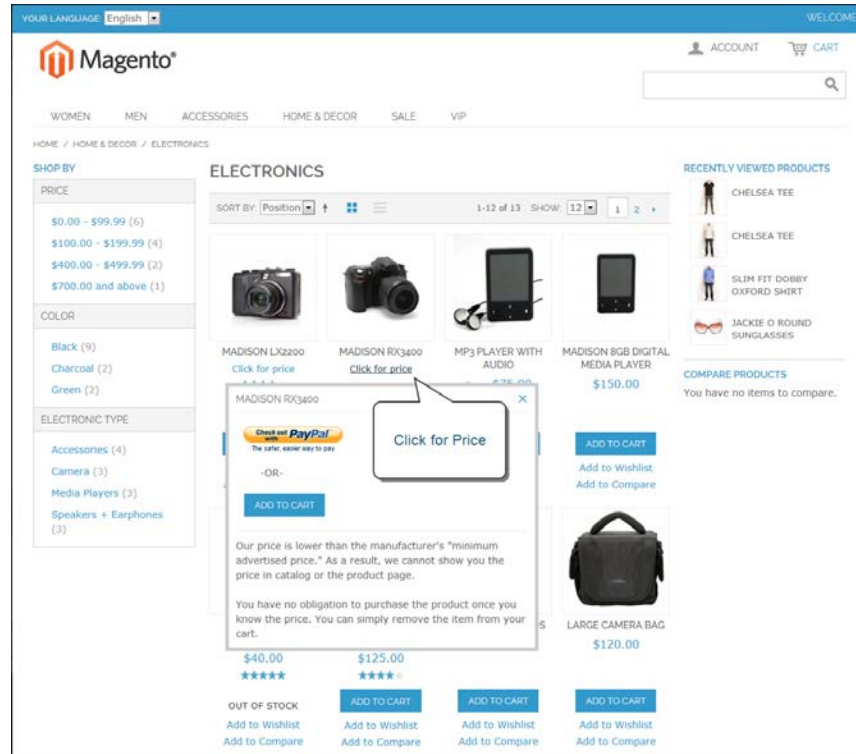
To apply a tier to multiple groups, but not all groups, create multiple tiers, each with the same Qty and Price information and select a different customer group for each.

- c.** In the **Qty** field, enter the quantity that must be ordered to receive the discount.
  - d.** In the **Price** field, enter the adjusted price of the item.
- 3.** When complete, click the **Save** button.
  - 4.** When you are prompted to update the cache and indexes, follow the instructions in the message at the top of the workspace.

## Minimum Advertised Price (MAP)

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





*“Click for Price” Gesture with Popup*

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

If a product added to the shopping cart has MSRP specified, the price will not be crossed-out in the mini shopping cart or in the shopping cart.

For products that allow configuration on the frontend, and whose prices depend on a selected option, (either custom options or simple products with their own SKUs and stock management), the following logic is implemented:

- MAP is applied to the main price; prices of the options, bundle items, and associated products (which add or subtract from the main price) are displayed normally.
- If a product does not have a main price, and its price is derived from the associated products’ prices (such as in a grouped product), the MAP settings of the associated products are applied. Note that the MAP feature is not supported for bundled products with dynamic pricing.

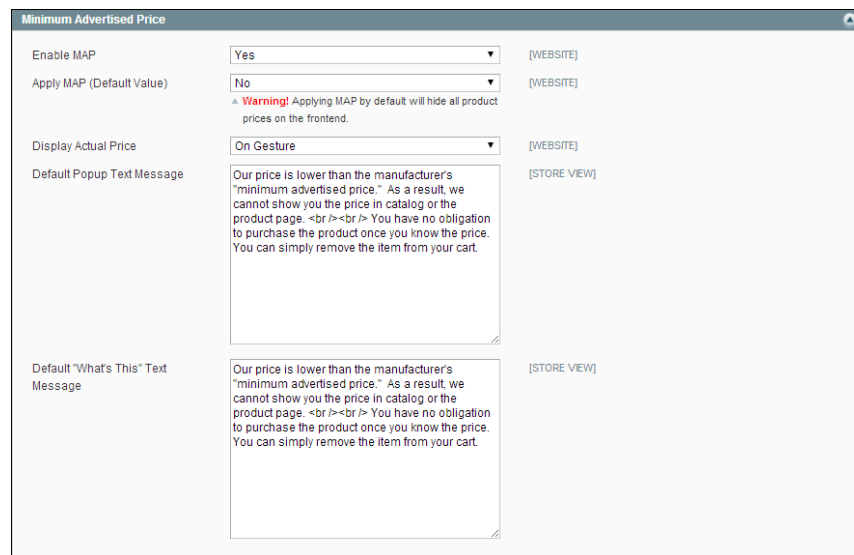
Regarding other price settings, the MAP application logic is the following:

- If tier pricing is set, the tier price is displayed according to the Display Actual Price setting.
- If a special price is set, it is considered to be the actual price for MAP.

In the order management and customer management tools, as well as in the reports sections of the Admin, only the actual price appears.

## Global Configuration

On the global level, you can enable/disable the functionality, apply it to all products, define how the actual price is displayed, and edit the text of the MAP related messages and information tips that appear in the store. When MAP is enabled globally, product-level MAP settings become available. For a product you can choose to apply MAP, specify the MSRP, and define how the actual price is displayed. Product-level MAP settings override the global MAP settings.



*Minimum Advertised Price Configuration*

### To configure MAP globally:

1. On the Admin menu, select **System > Configuration**.
2. If applicable, in the upper-right corner, set **Current Configuration Scope** to the website where the configuration applies.
3. In the panel on the left, under Sales, select **Sales**. Then, click to expand the **Minimum Advertised Price** section, and do the following:
4. To activate MAP, set **Enable MAP** to “Yes.”

- a.** Set **Apply MAP (Default Value)** to one of the following:
    - To apply MAP to certain products, select “No.”
    - To apply MAP by default to all products and hide all prices throughout the site, select “Yes.”
  - b.** To determine when and where you want your actual price to be visible to the customer, set **Display Actual Price** to one of the following:
    - In Cart
    - Before Order Confirmation
    - On Gesture (on click)
- 5.** When complete, click the **Save Config** button.

### To configure MAP for a specific product:

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

The screenshot shows the 'Prices' configuration page. At the top right is a 'Create New Attribute' button. The main form contains several sections:
 

- Price \***: Input field with '290.00' and '[USD]' below it, and '[GLOBAL]' on the right.
- Group Price**: A table with columns 'Website', 'Customer Group', 'Price', and 'Action'. Below the table is an 'Add Group Price' button.
- Special Price**: Input field with '[USD]' below it, and '[GLOBAL]' on the right.
- Special Price From Date**: Input field with a calendar icon, and '[WEBSITE]' on the right.
- Special Price To Date**: Input field with a calendar icon, and '[WEBSITE]' on the right.
- Tier Price**: A table with columns 'Website', 'Customer Group', 'Price', and 'Action'. Below the table is an 'Add Tier' button.
- Apply MAP**: A dropdown menu set to 'Yes', with '[WEBSITE]' on the right.
- Display Actual Price**: A dropdown menu set to 'On Gesture', with '[WEBSITE]' on the right.
- Manufacturer's Suggested Retail Price**: Input field with '329.00' and '[USD]' below it, and '[GLOBAL]' on the right.
- Tax Class \***: A dropdown menu set to 'Taxable Goods', with '[WEBSITE]' on the right.

 A callout box labeled 'MAP Settings' points to the 'Add Group Price' and 'Add Tier' buttons.

*Minimum Advertised Price Configuration*

## Using MAP with Product Types

Product Type	Description
Simple, Virtual	The actual price is not shown on the catalog and product pages; it is displayed according to the Display Actual Price setting. The custom options prices are displayed normally.
Grouped	Prices of the associated simple products are not shown on the catalog and product pages; they are displayed according to their Display Actual Price setting.
Configurable	The actual price is not shown on the catalog and product pages; it is displayed according to the Display Actual Price setting. The prices of the options are displayed normally.
Bundle with fixed price	The actual price is not shown in the catalog; it is displayed according to the Display Actual Price setting. The prices of the bundle items are displayed normally.
Downloadable	The actual price is not shown on the catalog and product pages; it is displayed according to the Display Actual Price setting. The prices of the links are displayed normally.

## Using MAP with Price Settings

Price Setting	Description
Tier Price	If tier pricing is set, the tier pricing message is not displayed in the catalog. On the product page a notification is displayed that indicates that the price can be lower when

Price Setting	Description
	ordering more than a certain quantity, but the discount is displayed in percentages only. For associated products of a grouped product, the discounts are not displayed on the product page.
	The tier price is shown according to the Display Actual Price setting.
Special Price	If the Special price is specified, the special price is displayed according to the Display Actual Price setting.

## Field Descriptions

Field	Description						
Enable MAP	Activates Minimum Advertised Price for your store. Options include: Yes / No						
Apply MAP	Applies MAP by default to all products in the store. Options include: <table border="0"> <tr> <td>Yes</td> <td>Initially hides all prices in the store, and displays them according to the Display Actual Price setting.</td> </tr> <tr> <td>No</td> <td>Does not apply MAP to all products, by default. If MAP is enabled, it can still be applied to products individually.</td> </tr> </table>	Yes	Initially hides all prices in the store, and displays them according to the Display Actual Price setting.	No	Does not apply MAP to all products, by default. If MAP is enabled, it can still be applied to products individually.		
Yes	Initially hides all prices in the store, and displays them according to the Display Actual Price setting.						
No	Does not apply MAP to all products, by default. If MAP is enabled, it can still be applied to products individually.						
Display Actual Price	Determines where the actual price of a product is visible to the customer. Options include: <table border="0"> <tr> <td>In Cart</td> <td>Displays the actual product price in the shopping cart.</td> </tr> <tr> <td>Before Order Confirmation</td> <td>Displays the actual product price at the end of the checkout process, just before the order is confirmed.</td> </tr> <tr> <td>On Gesture</td> <td>Displays the actual product price in a popup when the customer clicks the "Click for price" or "What's this?" link.</td> </tr> </table>	In Cart	Displays the actual product price in the shopping cart.	Before Order Confirmation	Displays the actual product price at the end of the checkout process, just before the order is confirmed.	On Gesture	Displays the actual product price in a popup when the customer clicks the "Click for price" or "What's this?" link.
In Cart	Displays the actual product price in the shopping cart.						
Before Order Confirmation	Displays the actual product price at the end of the checkout process, just before the order is confirmed.						
On Gesture	Displays the actual product price in a popup when the customer clicks the "Click for price" or "What's this?" link.						
Default Popup Text Message	The popup text message that appears when the customer selects the "Click for price" link from a category list or product view page.						
Default "What's This"	The pop-up text message that appears when the customer						

Field	Description
Text Message	clicks the “What’s this?” link from the product view page.
Manufacturer's Suggested Retail Price	The retail price as suggested by the manufacturer (MSRP).

## Product Group Price

Product Group Price enables you to set promotional prices for different customer groups at the product level. Group price can be used with the following product types:

- [Simple](#)
- [Configurable](#)
- [Virtual](#)
- [Bundle](#)
- [Downloadable](#)

For bundle products, the group price is specified as a discount percentage. If bundle items have their own group prices set for the same customer group, then the discount specified for the whole bundle product applies to the group prices.

For the Grouped product types, the Group Price functionality is not applied, even if these product types are selected in the Apply To field of the group\_price attribute. In this case, the Group Price field does not appear on the Prices page in Product Information.

**Important!** When a group price is set for a product, then the catalog price rules for the corresponding customer groups are applied to the group price, not to the regular price.

### To set a group price for a product:

1. On the Admin menu, select **Catalog > Manage Products**. Then in the list, click to open the product in edit mode.
2. In the panel on the left, click **Prices**. Then, do the following:
  - a. In the Group Price field, click the **Add Group Price** button.
  - b. Select the target **Customer Group** and enter the product **Price** for the group. The Website column defines the scope of the Group Price field.

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

*Group Price*

## Group Price Examples

The following table illustrates how the minimum promotional price logic is implemented. The table provides several examples, but it is not an exhaustive list of possible combinations.

Admin Price Settings	Price Displayed in Storefront
Price = \$4 Special Price = \$5 Tier Price = \$3	For customers from the tier price group (s): \$ 4 As low as: \$3 For customers from other groups: \$4
Price = \$5 Special Price = \$3 Tier Price = \$4	For all customers: <del>Regular Price: \$5</del> Special Price: \$3
Price = \$5 Special Price = \$3 Tier Price = \$4 Price after a catalog price rule applied = \$2	For customers from the catalog price rule group: <del>Regular Price: \$5</del> Special Price: \$2 For customers from other groups: <del>Regular Price: \$5</del> Special Price: \$3
Price = \$5 Special Price = \$4 Group Price = \$3	For customers from the price group: <del>Regular Price: \$5</del> Special Price: \$3 For customers from other groups:

Admin Price Settings	Price Displayed in Storefront
	Regular Price: \$5
	Special Price: \$4

## Group Price Attribute

The list of product types for which group price can be specified is defined in the `group_price` attribute properties. The product types that can be used with the attribute are configured in the the Apply To property.

The screenshot shows the 'Attribute Properties' configuration form for the 'group\_price' attribute. The form includes the following fields and options:

- Attribute Code \***: `group_price`
- Scope**: Website
- Catalog Input Type for Store Owner**: Text Field
- Default Value**: (empty)
- Unique Value**: No
- Values Required**: No
- Input Validation for Store Owner**: None
- Apply To \***: Selected Product Types (dropdown menu showing: Simple Product, Grouped Product, Configurable Product, Virtual Product, Bundle Product)

*Group Price Attribute Properties*

### Regular price

The value of the price system product attribute, which by default, corresponds to the Price specified on the Prices tab in Product Information.

### Promotional price

A product price that is defined by any of the following system product attributes: `special_price`, `group_price`, or `tier_price`; or the resulting price after a catalog price rule is applied.

The display of group prices in the store follows the general logic used for Magento pricing. If, in addition to the regular price, a product has promotional price(s), the lowest price appears in the storefront. If a product custom option has price set as a percentage, then the lowest promotional price is used as base for the calculation. The same logic applies when the associated products (the options) of a configurable product have prices set as a percentage.





Community

EDITION

## Search & SEO





## Chapter 17:

# Storefront Search Tools

Research shows that people who use search are more likely to make a purchase than those who rely on navigation alone. In fact, according to some studies, people who use search are nearly twice as likely to make a purchase.

Magento Community Edition has a powerful search engine that you can use as is, or enhance to make even more effective. In this chapter, we will examine the search tools that are available to your customers while shopping in your store.

- [Quick Search](#)
- [Advanced Search](#)
- [Search Results](#)

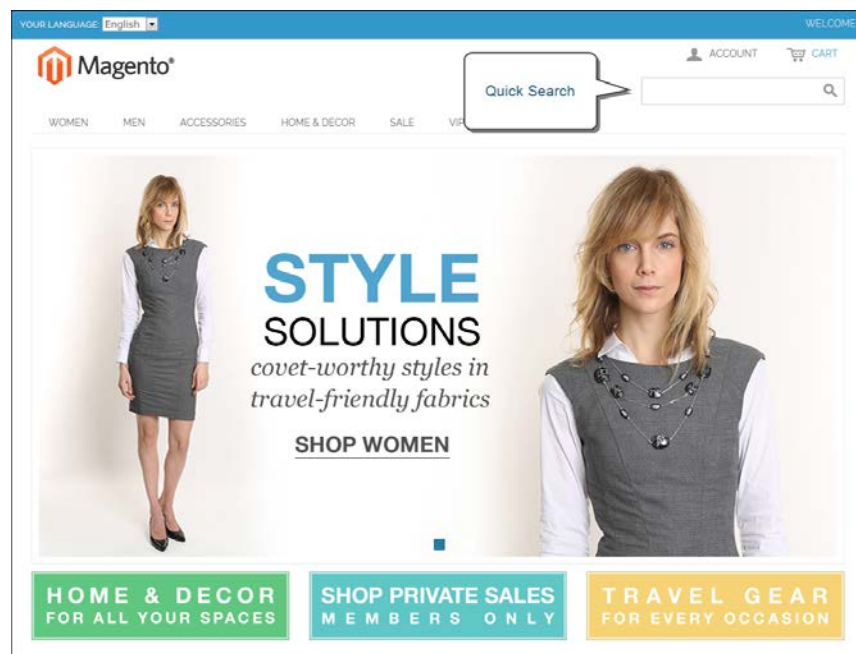
In addition, Magento's [layered navigation](#) gives your customers the ability to filter product options by price, manufacturer, or any other criteria to reduce the time it takes to make a purchase.

# Quick Search

The Quick Search box in the upper-right corner helps visitors find products in your catalog. The search text can be the full or partial product name, or any other word or phrase that describes the product.

## To do a quick search:

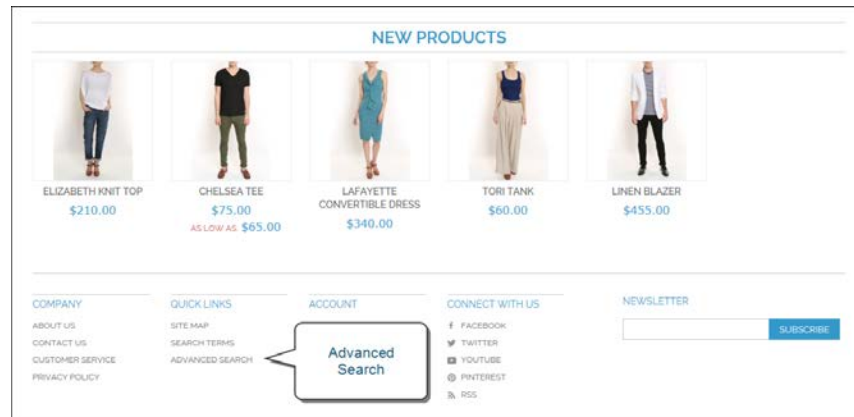
1. Type the first few letters of what you are looking for into the search box.
2. Press either the **Enter** key or the button to the right of the search box to retrieve a list of matching products from the catalog.



*Quick Search*

## Advanced Search

Advanced Search lets shoppers search through your catalog by entering values into a form. Because the form contains multiple fields, a single search can include several parameters. The result of the search is a list of the products that match the search criteria. A link to Advanced Search is in the footer of your store.



*Advanced Search*

Each field in the form corresponds to an attribute from your product catalog. You can determine which fields to include by setting the attribute frontend properties to “Include in Advanced Search.”

As a best practice, you should include only the fields that your customers are most likely to use to find a product, because too many can slow down the search.

### To use advanced search:

1. In the footer of the store, click the **Advanced Search** link.
2. In the Search Settings form, enter any value you want to match in as many fields as necessary. You can find records based on a full or partial match.
3. Click the **Search** button at the bottom to display the results.

YOUR LANGUAGE English WELCOME

Magento® ACCOUNT CART

WOMEN MEN ACCESSORIES HOME & DECOR SALE VIP

HOME / CATALOG ADVANCED SEARCH

### CATALOG ADVANCED SEARCH

SEARCH SETTINGS

Name:

Description:

Price:  -  (USD)

Color:   
 Black  
 Blue  
 Brown  
 Charcoal

Size:   
 0  
 11  
 7  
 9

Gender:   
 Female  
 Male  
 Male or Female

SEARCH

RECENTLY VIEWED PRODUCTS

- CHELSEA TEE
- CHELSEA TEE
- SLIM FIT DOBBY OXFORD SHIRT
- JACKIE O ROUND SUNGLASSES

COMPARE PRODUCTS  
You have no items to compare.

*Search Settings*

- If you don't see what you are looking for in the search results, click **Modify your search** and try another combination of values.

YOUR LANGUAGE English WELCOME

Magento® ACCOUNT CART

WOMEN MEN ACCESSORIES HOME & DECOR SALE VIP

HOME / CATALOG ADVANCED SEARCH / RESULTS

### CATALOG ADVANCED SEARCH

3 Item(s) were found using the following search criteria  
 Name: Pearl  
 Don't see what you're looking for? [Modify your search](#)

3 Item(s) SHOW 12

PEARL STRAND NECKLACE  
\$250.00  
★★★★  
OUT OF STOCK  
Add to Wishlist  
Add to Compare

PEARL STUD EARRINGS  
\$110.00  
ADD TO CART  
Add to Wishlist  
Add to Compare

PEARL NECKLACE SET  
Starting at: \$110.00  
VIEW DETAILS  
Add to Wishlist  
Add to Compare

RECENTLY VIEWED PRODUCTS

- CHELSEA TEE
- CHELSEA TEE
- SLIM FIT DOBBY OXFORD SHIRT
- JACKIE O ROUND SUNGLASSES

COMPARE PRODUCTS  
You have no items to compare.

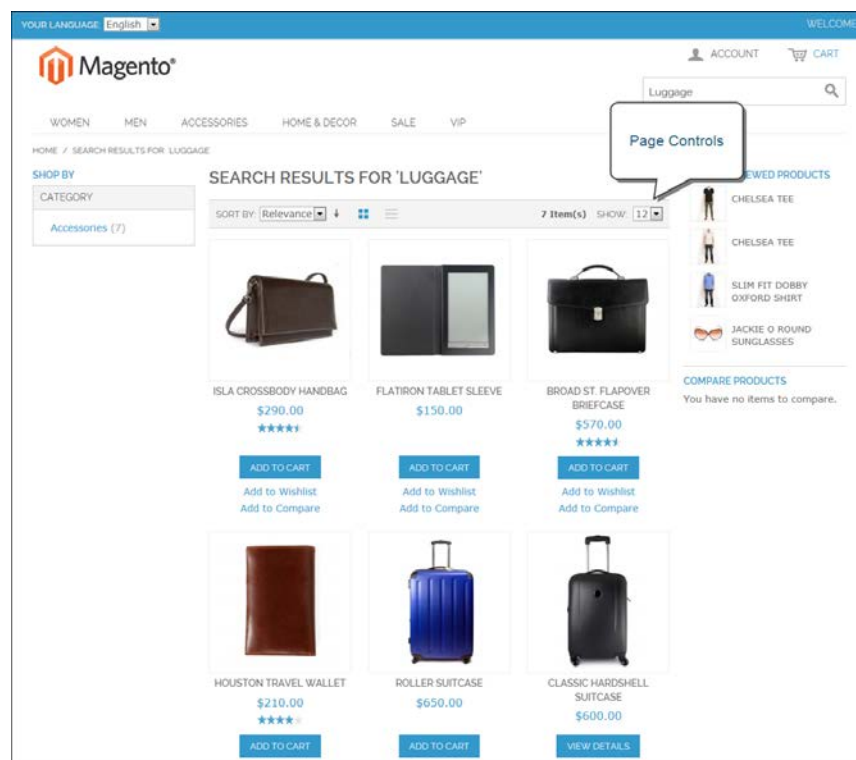
3 Item(s) SHOW 12

*Search Results*

## Search Results

The Search Results include all products that match the search parameters entered through the Quick Search box or the Advanced Search form. Any page in the catalog that lists products has essentially the same controls. The only difference is that one is the result of a search query, and the other the result of navigation.

The results can be displayed in either a grid or list format, and the records can be sorted by any number of parameters. Page controls can be used to sort the list, change the format, and to advance from one page to the next. Depending on the page layout, the left column of the page may also include layered navigation under the “Shop By” heading, with the products listed by category and attribute.



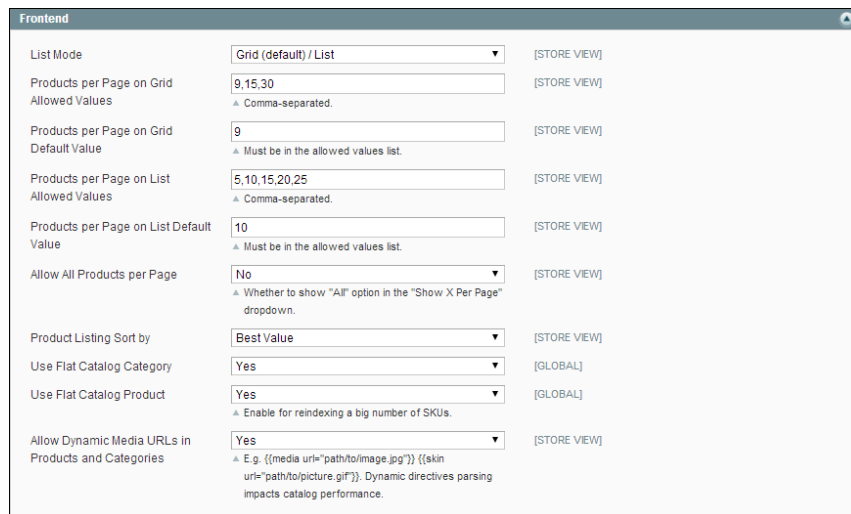
*Search Results with Page Controls*

## Page Controls

Control	Description
View As	Displays the list in either a Grid or List format.
Sort By	Changes the sort order of the list.
Show Per Page	Determines how many products appear per page.
Pagination Links	Navigation links to other pages.

### To configure the page settings:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Frontend** section. Then, adjust the settings according to your preference.
4. When complete, click the **Save Config** button.



*Catalog Frontend Search Configuration*



## Field Descriptions

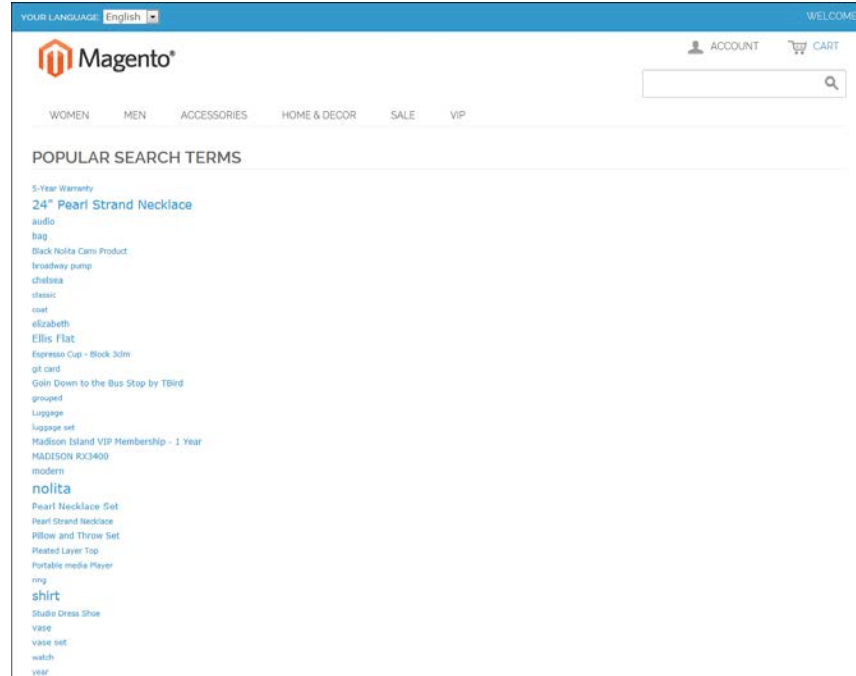
Field	Scope	Description	
List Mode	Store View	Determines the format of the search results list. Options include:	
		Grid Only	Formats the list as a grid of rows and columns. Each product appears in a single cell of the grid.
		List Only	Formats the list with each product on a separate row.
		Grid (default / List)	By default, products appear in Grid view, but can be toggled to List view.
List (default / Grid)	By default, products appear in List View, but can be toggled to Grid view.		
Products per Page on Grid Allowed Values	Store View	Determines the number of products displayed in Grid View. To provide a selection of options, enter multiple values separated by commas.	
Products per Page on Grid Default Value	Store View	Determines the number of products displayed per page by default, in Grid View.	
Products per Page on List Allowed Values	Store View	Determines the number of products displayed in List View. To provide a selection of options, enter multiple values separated by commas.	
Products per Page on List Default Value	Store View	Determines the number of products displayed per page by default, in List View.	
Allow All Products per Page	Store View	If set to "Yes," includes the "ALL" option in the "Show per Page" control.	
Product Listing Sort by	Store View	Determines the sort order of the search results list. The selection of options is determined by the Display Settings of the category and the available attributes that are set to be "Used for Sorting in Product Listing."	

Field	Scope	Description
		Best Value Name Price
Use Flat Catalog Category	Global	Enables the <a href="#">flat category</a> structure. Options include: Yes / No
Use Flat Catalog Product	Global	Enables the <a href="#">flat product</a> structure. Options include: Yes / No
Allow Dynamic Media URLs in Products and Categories	Store View	Allows dynamic media URLs, rather than static URLs.

## Popular Search Terms

The Search Terms link in the footer of your store displays the search terms that have been used by visitors to your store, and ranks them by popularity. Search terms appear in a “tag cloud” format, where the size of the text indicates the popularity of the term.

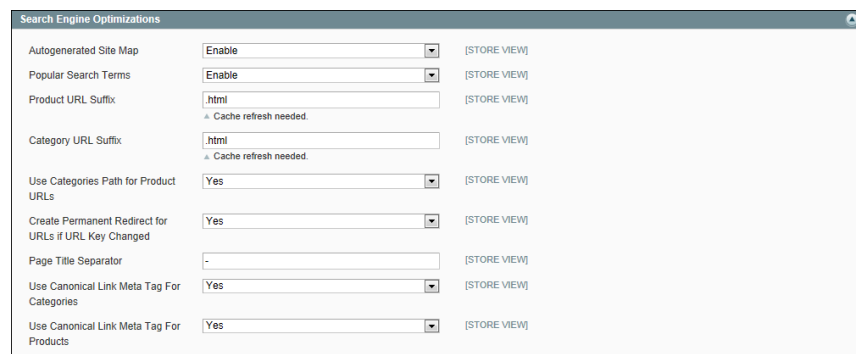
By default, Popular Search Terms is enabled as a search engine optimization tool, but has no direct connection to the catalog search process. Because the Search Terms page is indexed by search engines, any terms included on the page will help improve your search engine ranking and the visibility of your store.



*Popular Search Terms*

### To configure Popular Search Terms:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**. Then, do the following:
  - a. Click to expand the **Search Engine Optimizations** section.
  - b. Set **Popular Search Terms** to “Enable.”
3. When complete, click the **Save Config** button.



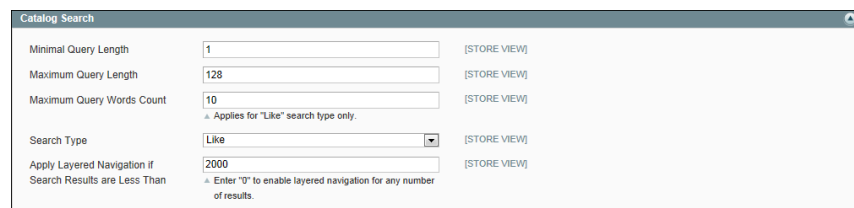
*Search Engine Optimizations*

# Catalog Search Configuration

By adjusting the Catalog Search configuration, you can control the behavior of the search operations and determine the size of valid query text, and the display of search recommendations.

## To configure catalog search:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**. Then, click to expand the **Catalog Search** section.



### *Catalog Search*

3. To limit the length and word count of search query text, do the following:
  - a. Set **Minimal Query Length** to the minimum number of characters that can be submitted in a query.
  - b. Set **Maximum Query Length** to the maximum number of characters that can be submitted in a query.
  - c. Set **Maximum Query Words Count** to the maximum number of words that can be submitted in a query.
4. Set **Search Type** to one of the following:
5. To limit the number of records that can be used with layered navigation, enter the maximum number allowed in the **Apply Layered Navigation if Search Results are Less Than** field. To allow any number of records, enter 0.
6. When complete, click the **Save Config** button.

## Field Descriptions

Field	Scope	Description
Minimal Query Length	Store View	The minimum number of characters allowed in a catalog search.

Field	Scope	Description						
Maximum Query Length	Store View	The maximum number of characters allowed in a catalog search.						
Maximum Query Words Count	Store View	The maximum number of words allowed in a query.						
Search Type	Store View	<p>Determines the type of search operation performed by the MySQL engine. Options include:</p> <table border="0"> <tr> <td>Like</td> <td>Performs a search based on individual keywords.</td> </tr> <tr> <td>Fulltext</td> <td>Performs a search based on the full text of each attribute and ranks each by relevance.</td> </tr> <tr> <td>Combine (Like and Fulltext)</td> <td>This combination of Like and Fulltext matches by keyword, but takes into consideration its relevance.</td> </tr> </table>	Like	Performs a search based on individual keywords.	Fulltext	Performs a search based on the full text of each attribute and ranks each by relevance.	Combine (Like and Fulltext)	This combination of Like and Fulltext matches by keyword, but takes into consideration its relevance.
Like	Performs a search based on individual keywords.							
Fulltext	Performs a search based on the full text of each attribute and ranks each by relevance.							
Combine (Like and Fulltext)	This combination of Like and Fulltext matches by keyword, but takes into consideration its relevance.							
Apply Layered Navigation if Search Results are Less Than	Store View	<p>Sets the maximum number of search results that are displayed as a list. Any results over the number are shown as layered navigation. To apply layered navigation to all search results, enter 0.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>Using layered navigation for all search results can impact performance.</p> </div>						



## Chapter 18:

# Managing Search Terms

You can learn what your customers are looking for by examining the search terms they use to find products in your store. If enough people are looking for a product that you don't carry, perhaps it's time to add it to your catalog. Meanwhile, rather than have them leave them empty handed, why not redirect them to another product in your catalog? Here are a few ways you can leverage your customers' search terms:

### Landing Page

---

The landing page for a search term can be a content page, a category page, a product detail page, or even a page on a different site.

### Synonyms

---

One way to improve the effectiveness of catalog search is to include different terms that people may use to describe the same item. You don't want to lose a sale just because someone is looking for a "sofa," and your product is listed as a "couch." You can capture a broader range of search terms by entering the words, "sofa" "davenport," and "loveseat" as synonyms for "couch," and direct them to the same landing page.

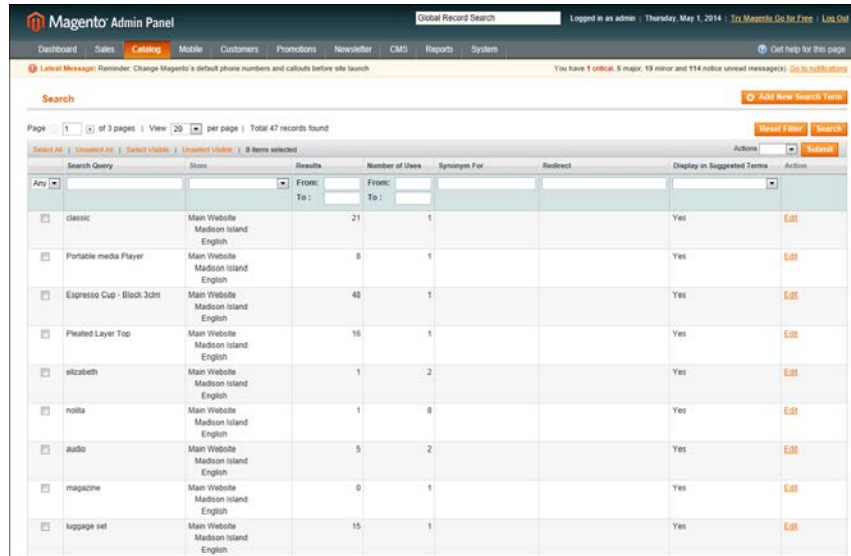
### Misspelled Words

---

Use search terms to capture common misspellings and redirect them to the appropriate page. For example, if you sell wrought iron patio furniture, you know that many people misspell the term as "rod iron," or even "rot iron." You can enter each misspelled word as a search term, and make them synonyms for "wrought iron." Even though the word is misspelled, the search will be directed to the page for "wrought iron."

# Adding Search Terms

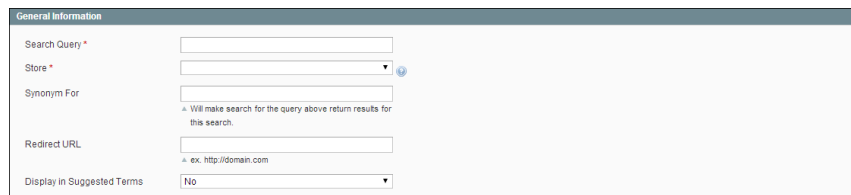
As you learn new words that people use to search for products in your catalog, you can add them to your search terms list to direct people to the closely matching products in your catalog.



Search Terms

## To add a new search term:

1. On the Admin menu, select **Catalog > Search Terms**.
2. Click the **Add New Search Term** button. Then, do the following:
  - a. In the General Information section, in the **Search Query** box, type the word or phrase that you want to add as a new search term.



General Information

- b. Select the **Store** where the search term will be used. If your store is available in multiple languages, select the applicable store view.



- c. If this term is a synonym for another search term, enter the other term in the **Synonym For** field. Any search for the synonym will be automatically redirected to the page for the other term.
  - d. To redirect the search results to another page in your store, or to another website, type the full URL of the target page in the **Redirect URL** field.
  - e. If you want this term to be available for use as a suggestion whenever a search returns no results, set **Display in Suggested Terms** to “Yes.”
3. When complete, click the **Save Search** button.

#### To edit a search term:

1. On the Admin menu, select **Catalog > Search Terms**.
2. Click the row of any record to open the search term in edit mode.
3. Make the necessary changes.
4. When complete, click the **Save Search** button.

#### To delete a search term:

1. In the list, select the checkbox of the term to be deleted.
2. In the upper-right corner of the list, set the **Actions** control to “Delete.”
3. When complete, click the **Submit** button.





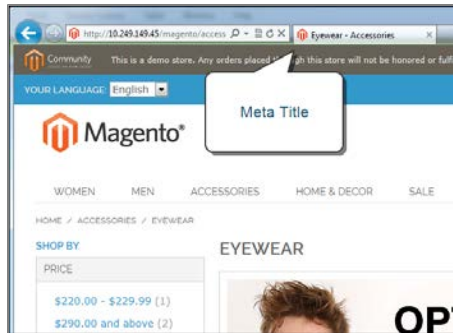
## Chapter 19: SEO Best Practices

Search engine optimization is the practice of fine-tuning the content and presentation of a site to improve the way the pages are indexed by search engines. Magento Community Edition includes a number of features that support your ongoing effort to improve the indexing of your site, such as:

- [Meta Information](#)
- [Sitemap](#)
- [Catalog URL Options](#)
- [Dynamic Media URLs](#)
- [Canonical Meta Tag](#)
- [URL Rewrites](#)

# Meta Information

Your store is loaded with places where you can enter keyword-rich meta data to improve the way search engines index your site. While setting up your store, you might have entered preliminary meta data, with the intention of finishing it later. Over time, you can fine-tune the meta data to target the buying patterns and preferences of your customers.



## Meta Title

The meta title appears in the title bar and tab of your browser, and search results listings. The meta title should be unique to the page, and less than 70 characters in length.

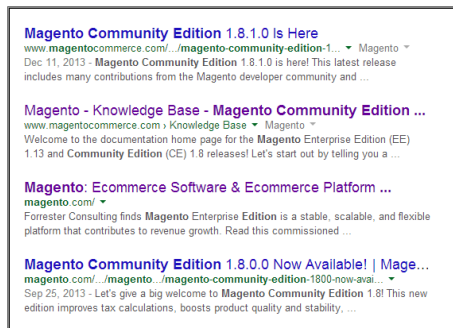
## Meta Keywords

Although some search engines ignore meta keywords, others continue to use them. The current best practice is to incorporate high-value keywords in the meta title and meta description.

retro, hipster, frames, glasses, eyeglasses

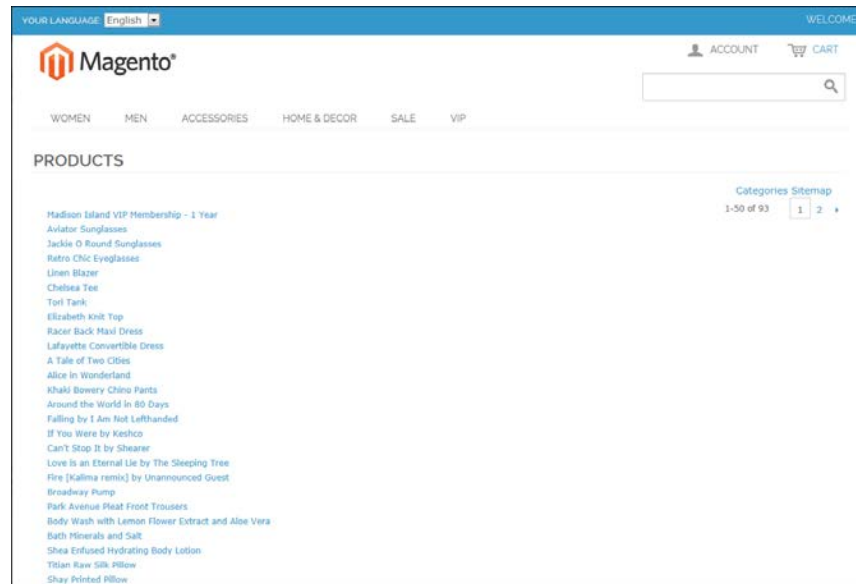
## Meta Description

Meta descriptions provide a brief overview of the page for search results listings. Ideally, a meta description should be between 150-160 characters in length, although the field will accept up to 255 characters.



## Sitemap

The default Magento sitemap has links to every product and category in your store, and can help improve the way your products are indexed by some search engines. Like a table of contents, the sitemap also gives visitors a quick overview of the organization of your catalog. To switch between the category and product lists, click the link on the right. By default, the footer of your store includes a link to the sitemap.



*Sitemap*

The sitemap can be formatted as a nested, tree-like structure, or as a simple list. The number of lines included per page, and the use of indentation is set in your system configuration.

Because the Magento sitemap does not include CMS pages, it is not a complete index to the content on your site. In addition to the default sitemap, it is recommended that you also generate a Google sitemap that can be used for reference when your site is indexed by Google.

### To set up the sitemap:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under Catalog, select **Catalog**.
2. Click to expand the **Sitemap** section. Then, set the following options according to your preference:

- Use Tree Like Category Sitemap
- Minimum Lines per Page

Sitemap	
Use Tree Like Category Sitemap	Yes [STORE VIEW]
Minimum Lines per Page	30 [STORE VIEW]

### *Sitemap Configuration*

3. Scroll down the page and click to expand the **Search Engine Optimizations** section. Then, set **Autogenerated Site Map** to “Enable.”
4. When complete, click the **Save Config** button.

## Catalog URL Options

Although you might not give it much thought at the beginning, the URLs you assign to products and categories play a major role in determining how well your site is indexed by search engines.

Before you start building your catalog is an ideal time to consider the available options. Magento creates both dynamic and static URLs. In addition, there are several configuration options that determine the format of URLs used for items in your catalog.

### Dynamic URL

A dynamic URL is created “on the fly,” and might include a query string with variables for the product ID, sort order, and the page where the request was made. When a customer searches for a product in your store, the resulting URL might look something like this:

#### Dynamic URL

```
http://mystore.com/catalogsearch/result/?q=tee+shirt
```

### Static URL

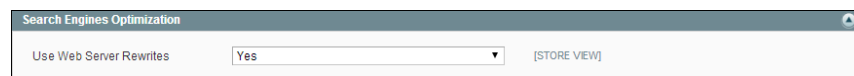
A static URL is a fixed address for a specific page. A static URL can be displayed in a search-engine friendly format, or one that references products and categories by ID. Search-engine friendly URLs include words that people might use to look for a product, and are created by enabling Web Server Rewrites.

**Static URL**

```
http://mystore.com/accessories/eyewear.html
http://mystore.com/catalog/product/view/id/409/s/chelsea-tee-409/category/16/
```

**To configure search-engine friendly URLs:**

1. On the Admin menu, select **System > Configure**. Then in the panel on the left under General, select **Web**.
2. Click to expand the **Search Engine Optimization** section.



3. Set **Use Web Server Rewrites** to “Yes.”
4. When complete, click the **Save Config** button.

## URL Key

The URL key is the part of a static URL that describes the product or category. When you create a product or category, an initial URL key is automatically generated based on the name. The URL key should consist of lowercase characters with hyphens to separate words. A well-designed, “search engine friendly” URL key might include the product name and key words to improve the way it is indexed by search engines. The URL key can be configured to create an automatic redirect if the URL key is changed.

## Store Code

The store code can be included in the URL. However, it might cause problems if third-party services, such as PayPal, are configured to work with a URL that does not include the code. By default, the store code is not included in URLs.

**To configure the store code for URLs:**

1. On the Admin menu, select **System > Configure**. Then in the panel on the left under General, select **Web**.
2. Click to expand the **URL Options** section.
3. Set **Add Store Code** to your preference.
4. When complete, click the **Save Config** button.



### *URL Options*

## HTML Suffix

Your catalog can be configured to either include or exclude the .html suffix as part of category and product URLs. There are various reasons why people might choose to use or to omit the suffix. Some believe that the suffix no longer serves any useful purpose, and that pages without a suffix are indexed more effectively by search engines. However, your company might have a standardized format for URLs, that requires a suffix.

The most important thing to understand is that the suffix is controlled by your system configuration. Never type the suffix directly into the URL key of a category or product. (Doing so will result in a double suffix at the end of the URL.)

Whether you decide to use the suffix or not, be consistent and use the same setting for all your product and category pages. Here are examples of a category URL with, and without, the suffix.

### URL Suffix Examples

```
http://mystore.com/accessories/eyewear.html
http://mystore.com/accessories/eyewear/retro-chic-eyeglasses
```

## Category Path

You can configure the URL to either include or exclude the category path. By default, the category path is included in all category and product pages. The following examples show the same product URL with, and without, the category path.

### Category Path Examples

```
http://mystore.com/accessories/eyewear/retro-chic-eyeglasses
http://mystore.com/retro-chic-eyeglasses
```



To prevent search engines from indexing multiple URLs that lead to the same content, you can exclude the category path from the URL. Another method is to use a [canonical meta tag](#) to let search engines know which URLs to index and which to ignore.

### To configure catalog URLs:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Search Engine Optimizations** section. Then, do the following:
  - a. Set **Product URL Suffix** to “html” or “htm.” Do not include a period before the suffix.
  - b. Set **Category URL Suffix** to “html” or “htm.” Do not include a period before the suffix.
  - c. Set the category path to your preference. To omit the category path from product URLs, set **Use Categories Path for Product URLs** to “No.”
4. When complete, click the **Save Config** button.
5. After the setting is saved, you will be prompted to refresh the cache. Click the **Cache Management** link in the message at the top of the workspace. Then, follow the instructions to refresh the cache.

Search Engine Optimizations		
Autogenerated Site Map	Enable	[STORE VIEW]
Popular Search Terms	Enable	[STORE VIEW]
Product URL Suffix	html	[STORE VIEW]
Category URL Suffix	html	[STORE VIEW]
Use Categories Path for Product URLs	Yes	[STORE VIEW]
Create Permanent Redirect for URLs if URL Key Changed	Yes	[STORE VIEW]
Page Title Separator	-	[STORE VIEW]
Use Canonical Link Meta Tag For Categories	Yes	[STORE VIEW]
Use Canonical Link Meta Tag For Products	Yes	[STORE VIEW]

*Search Engine Optimizations*

### Field Descriptions

Field	Scope	Description
Autogenerated Site Map	Store View	Determines if the Magento <a href="#">site map</a> is implemented in the store. When enabled, a

Field	Scope	Description
Popular Search Terms	Store View	Determines if <a href="#">Popular Search Terms</a> is implemented in the store. Options include: Enable / Disable.
Product URL Suffix	Store View	Determines if a suffix, such as html or htm, is applied to product URLs. If used, do not include a period before the suffix, because it is applied automatically.
Category URL Suffix	Store View	Determines if a suffix, such as html or htm, is applied to category URLs. If used, do not include a period before the suffix, because it is applied automatically.
Use Categories Path for Product URLs	Store View	Determines if category paths are included in product URLs. Doing so can cause multiple URLs that lead to the same page. To learn more, see: <a href="#">Canonical Meta Tag</a> .
Create Permanent Redirect for URLs if URL Key Changed	Store View	Determines if a permanent redirect is created automatically whenever a URL key changes. When implemented, the Create Custom Redirect for old URL checkbox that appears below the product URL Key field is selected by default. Options include: Yes / No.
Page Title Separator	Store View	Identifies the character that separates the category name and subcategory in the page title that appears in the browser.
Use Canonical Link Meta Tag for Categories	Store View	If there are multiple URLs that point to the same category page, uses a <a href="#">canonical meta tag</a> to identify the category URL that search engines should index. Options include: Yes / No.
Use Canonical Link Meta Tag for Products	Store View	If there are multiple URLs that point to the same product page, uses a <a href="#">canonical meta tag</a> to identify the product URL that search engines should index. Options include: Yes / No.

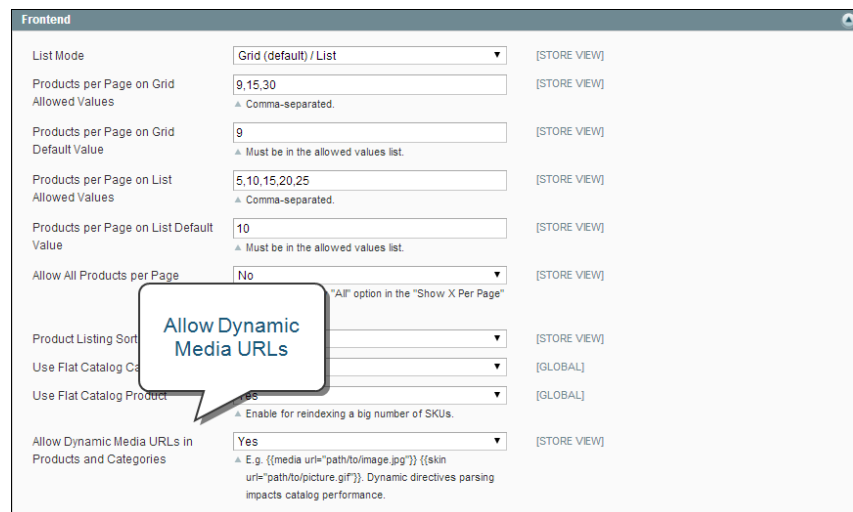
## Dynamic Media URLs

A dynamic media URL is a relative reference to an image or other media asset. When enabled, dynamic media URLs can be used to link directly to assets on your server, or even on a CDN. As with all [markup tags](#), the code is enclosed in double curly braces. The format of a dynamic media URL looks like this:

### Dynamic Media URL

```
{{media url="path/to/image.jpg"}}
```

If you prefer to use a static URL, you can change the configuration setting. If dynamic media URLs are included in your catalog, but later the setting is disabled, each reference in your catalog will appear as a broken link. However, the links can be restored by again enabling dynamic media URLs. Using dynamic media URLs can enhance your catalog, but can also impact the performance of catalog search.



*Allow Dynamic Media URLs in Products and Categories*

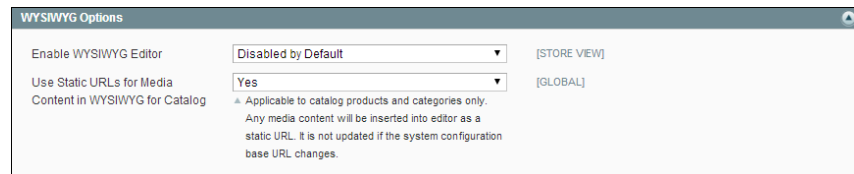
### To configure dynamic media URLs:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Catalog, select **Catalog**.
3. Click to expand the Frontend section. Then, set **Allow Dynamic Media URLs in Products and Categories** to either “Yes” or “No.”
4. Click the **Save Config** button to save the setting.

## To use static URLs by default for media files:

By default, images inserted into the catalog from media storage have relative, dynamic URLs. If you prefer to use a static URL, you can change the configuration setting.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Content Management**.
3. In the WYSIWYG Options section, set **Use Static URLs for Media Content in WYSIWYG for Catalog** to “Yes.”
4. Click the **Save Config** button to save the setting.



*Enable WYSIWYG Editor*

## Canonical Meta Tag

Some search engines penalize websites that have multiple URLs that point to the same content. The canonical meta tag tells search engines which page to index when multiple URLs have identical or very similar content. Using the canonical meta tag can improve your site ranking and aggregate pageviews.

For example, if your catalog is configured to include the category path in product URLs, your store will generate multiple URLs that point to the same product page.

```
http://mystore.com/furniture/living-room/microfiber-sofa-sleeper
http://mystore.com/microfiber-sofa-sleeper
```

The canonical meta tag is placed in the <head> block of a product or category page. It provides a link to your preferred URL, so search engines will give it greater weight.

When canonical meta tags for categories are enabled, the category page of your store includes a canonical URL to the full category URL:

```
http://mystore.com/furniture/living-room/microfiber-sofa-sleeper
```

when canonical meta tags for products are enabled, the product page includes a canonical URL to the domain-name/product-url-key because product URL keys are globally unique.

```
http://mystore.com/microfiber-sofa-sleeper
```

If you also include the category path in product URLs, the canonical URL remains domain-name/product-url-key. However, the product can also be accessed using its full URL, which includes the category. For example, if the product URL key is microfiber-sofa-sleeper and is assigned to the Furniture > Living-Room category, the product can be accessed using either URL.

You can avoid being penalized by search engines by omitting the category from the URL, or by using the canonical meta tag to direct search engines to index either by product or category. As a best practice, it is recommended that you enable canonical meta tags for both categories and products.

### To enable the canonical meta tag:

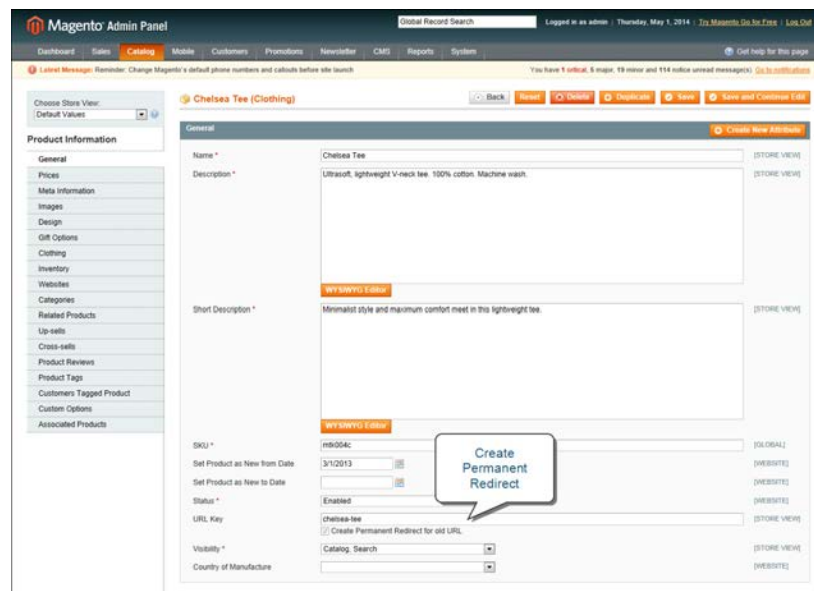
1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, select **Catalog**.
3. Click to expand the **Search Engine Optimizations** section.
4. If you want search engines to index only pages that have a full category path, do the following:
  - a. Set **Use Canonical Link Meta Tag for Categories** to “Yes.”
  - b. Set **Use Canonical Link Meta Tag for Products** to “No.”
5. If you want search engines to index only product pages, do the following:
  - a. Set **Use Canonical Link Meta Tag for Products** to “Yes.”
  - b. Set **Use Canonical Link Meta Tag for Categories** to “No.”
6. When complete, click the **Save Config** button.



## Chapter 20: Managing URL Rewrites

The URL Rewrite tool lets you change any URL that is associated with a product, category, or CMS page. When the rewrite goes into effect, any links that point to the previous URL are redirected to the new address.

The terms *rewrite* and *redirect* are often used interchangeably, but refer to slightly different processes. A URL rewrite changes the way a URL appears in the browser. A URL redirect, on the other hand, updates the URL that is stored on the server. A URL redirect can be either temporary or permanent. Your store uses URL rewrites and redirects to make it easy for you to create search engine friendly URLs and to preserve existing links.



*Create Permanent Redirect for Old URL*

## Automatic Product Redirects

Your store can be configured to automatically generate a permanent redirect whenever the URL key of a product changes. In the product record, the checkbox below the URL key indicates if permanent redirects are enabled for your catalog. If your store is already configured to automatically redirect catalog URLs, making a redirect is as easy as updating the URL key.

### To set up automatic redirects:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Search Engine Optimizations** section. Then, set **Create Permanent Redirect for URLs if URL Key Changed** to “Yes.”

Search Engine Optimizations		
Autogenerated Site Map	Enable	[STORE VIEW]
Popular Search Terms	Enable	[STORE VIEW]
Product URL Suffix		[STORE VIEW]
Category URL Suffix		[STORE VIEW]
Use Categories Path for Product URLs		[STORE VIEW]
Create Permanent Redirect for URLs if URL Key Changed	Yes	[STORE VIEW]
Page Title Separator	-	[STORE VIEW]
Use Canonical Link Meta Tag For Categories	Yes	[STORE VIEW]
Use Canonical Link Meta Tag For Products	Yes	[STORE VIEW]

*Create Permanent Redirect*

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

### To automatically redirect catalog URLs:

1. On the Admin menu, select **Catalog > Manage Products**.
2. Find the product in the list, and click to open the record.
3. In the **URL Key** field, do the following:
  - a. Make sure that the **Create Custom Redirect for old URL** checkbox is selected. If not, complete the instructions to enable automatic redirects.
  - b. Update the **URL Key** as needed, using all lowercase characters and hyphens instead of spaces.
4. When complete, click the **Save** button.



5. When prompted to refresh the cache and index, click the links in the messages that appear at the top of the workspace. Follow the instructions.

The permanent redirect is now in effect for the product and any associated category URLs.

6. To view the redirect records, select **Catalog > URL Redirects**. The most recent custom redirects are at the top of the list.

## Creating URL Rewrites

The URL Rewrite tool can be used to create product and category redirects, and custom redirects for any page in your store. When the rewrite goes into effect, any existing links that point to the previous URL are seamlessly redirected to the new address.

You can use rewrites to create additional URLs for items, as a temporary seasonal change, or as a permanent change. Rewrites can be created for any valid path, including CMS content pages. Internally, the system references products and category by ID. No matter how often the URL changes, the ID remains the same. Here are some examples of how you might use URL redirects:

### Original URL

---

`http://www.example.com/peripherals/ergonomic-keyboard.html`

### Additional Product URL

---

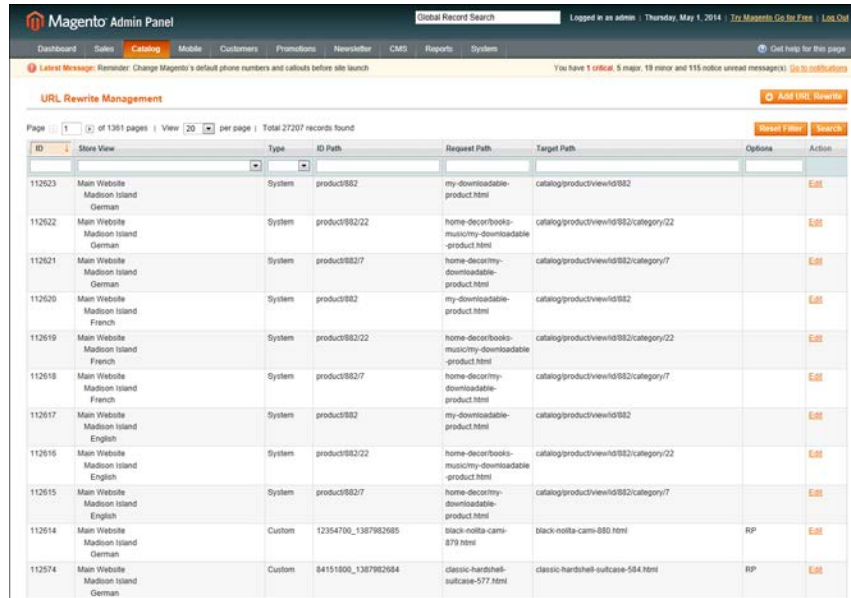
`http://www.example.com/best-keyboard.html`

### Additional Category URL

---

`http://www.example.com/all-on-sale.html`

`http://www.example.com/save-now/spring-sale`



URL Rewrite Management

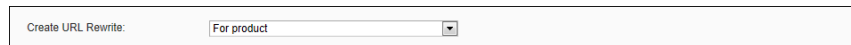
The following instructions show how to use the URL Rewrite tool to create three different kinds of redirects:

- [Product Rewrite](#)
- [Category Rewrite](#)
- [Custom Rewrite](#)

## Creating a Product Rewrite

### Step 1: Request a Product Redirect

1. On the Admin menu, select **Catalog > URL Rewrite Management**.
2. In the upper-right corner, click the **Add URL Rewrite** button
3. Set Create URL Rewrite to “For product.”



Create URL Rewrite for Product

4. In the list, find the product that you want to redirect, and click the record.
5. Scroll down to the bottom of the Select Category tree, and click the **Skip Category Selection** button.
6. In the URL Rewrite Information section, do the following:

*URL Rewrite Information*

- a. If you have multiple stores, set **Store** to the specific view where the redirect applies.
  - b. In the **Request Path** field, enter the URL key of the page to be redirected.
  - c. Set **Redirect Type** to one of the following:
    - Temporary (302)
    - Permanent (301)
  - d. For your own reference, enter a brief description of the rewrite.
7. When complete, click the **Save** button.

Your new product rewrite now appears at the top of the list.

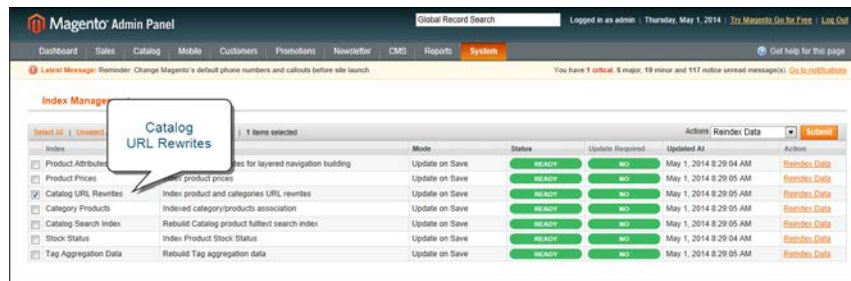
ID	Store View	Type	ID Path	Request Path	Target Path	Options	Action
114423	Main Website Madison Island English	Custom	product/339	retro-chic-eyeglasses-redirected.html	retro-chic-eyeglasses.html	RP	Edit
112623	Main Website Madison Island German	System	product/982	my-downloadable-product.html	catalog/product/view/id/982		Edit
112622	Main Website Madison Island German	System	product/982/22	home-decor/books-music/my-downloadable-product.html	catalog/product/view/id/982/category/22		Edit
112621	Main Website Madison Island German	System	product/982/7	home-decor/my-downloadable-product.html	catalog/product/view/id/982/category/7		Edit
112620	Main Website Madison Island French	System	product/982	my-downloadable-product.html	catalog/product/view/id/982		Edit
112619	Main Website Madison Island French	System	product/982/22	home-decor/books-music/my-downloadable-product.html	catalog/product/view/id/982/category/22		Edit
112618	Main Website Madison Island French	System	product/982/7	home-decor/my-downloadable-product.html	catalog/product/view/id/982/category/7		Edit
112617	Main Website Madison Island English	System	product/982	my-downloadable-product.html	catalog/product/view/id/982		Edit

*New Product Redirect*

## Step 2: Refresh the Index

1. On the Admin menu, select **System > Index Management**.

2. Select the **Catalog URL Rewrites** checkmark.
3. Set the **Actions** control to “Reindex Data,” and click the **Submit** button.



*Refresh Catalog URL Rewrite Index*

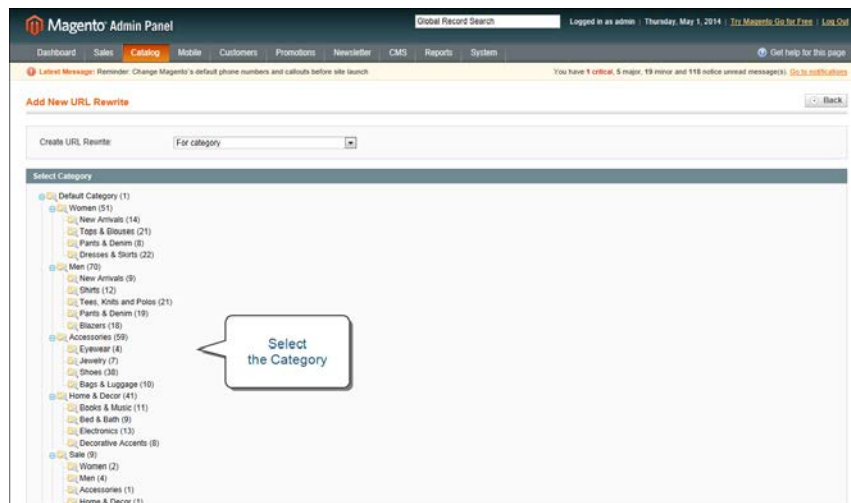
### Step 3: Test the Redirect

Test the redirect from your store, to make sure that it works correctly.

## Creating a Category Rewrite

### Step 1: Request a Category Redirect

1. On the Admin menu, select **Catalog > URL Rewrite Management**.
2. In the upper-right corner, click the **Add URL Rewrite** button
3. By default, **Create URL Rewrite** is set to “For category” In the category tree, click to select the category to be redirected.



*Select Category*

4. In the URL Rewrite section, do the following:
  - a. If you have multiple stores, elect the **Store** where the redirect applies.
  - b. In the **Request Path** field, enter the URL key of the category to be redirected.
  - c. Set **Redirect** to one of the following:
    - Temporary (302)
    - Permanent (301)
  - d. For your own reference, enter a brief description of the rewrite.
5. When complete, click the **Save** button.

The screenshot shows the 'Add URL Rewrite for a Category' form in the Magento Admin Panel. The form is titled 'Add URL Rewrite for a Category' and includes a 'Back' button and a 'Save' button. The form fields are as follows:

- Category:** Eyewear
- Type:** Custom
- Store:** English
- ID Path:** category/18
- Request Path:** eyewear.html
- Target Path:** catalog/category/view/id/18
- Redirect:** No
- Description:** (empty text area)

*Category URL Redirect Information*

Your new category redirect now appears at the top of the list of redirects.

The screenshot shows the 'URL Rewrite Management' table in the Magento Admin Panel. The table has columns for ID, Store View, Type, ID Path, Request Path, Target Path, Options, and Action. The newly added category redirect is highlighted with a callout box labeled 'Category Redirect'. Another callout box labeled 'Temporary Redirect Type' points to the 'Options' column of the first row.

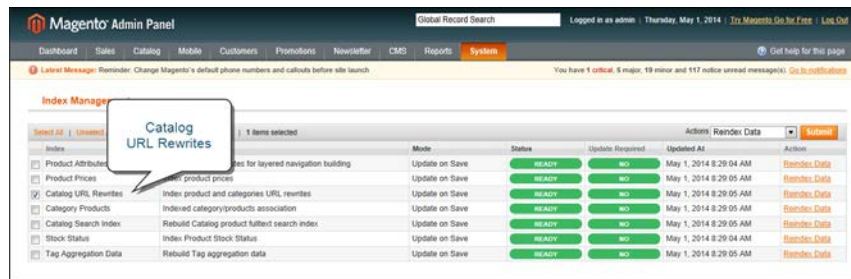
ID	Store View	Type	ID Path	Request Path	Target Path	Options	Action
116185	Main Website Madison Island English	Custom	category/18	eyewear-redirceted.html	catalog/category/view/id/18	R	Edit
114423	Main Website Madison Island English	Custom	product/339	retro-chic-eyeglasses-redirceted.html	retro-chic-eyeglasses.html	RP	Edit
112623	Main Website Madison Island German	System	product/882	my-downloadable-product.html	catalog/product/view/id/882		Edit
112622	Main Website Madison Island German	System	product/882/22	home-decor/books-music/my-downloadable-product.html	catalog/product/view/id/882/category/22		Edit
112621	Main Website Madison Island German	System	product/882/7	home-decor/my-downloadable-product.html	catalog/product/view/id/882/category/7		Edit
112620	Main Website Madison Island French	System	product/882	my-downloadable-product.html	catalog/product/view/id/882		Edit
112619	Main Website Madison Island French	System	product/882/22	home-decor/books-music/my-downloadable-product.html	catalog/product/view/id/882/category/22		Edit

*New Category Redirect*

6. Test the redirect from your store, to make sure that it works correctly.

## Step 2: Refresh the Index

1. On the Admin menu, select **System > Index Management**.
2. Select the **Catalog URL Rewrites** checkmark.
3. Set the **Actions** control to “Reindex Data,” and click the **Submit** button.



*Refresh Catalog URL Rewrite Index*

## Step 3: Test the Redirect

Test the redirect from your store, to make sure that it works correctly.

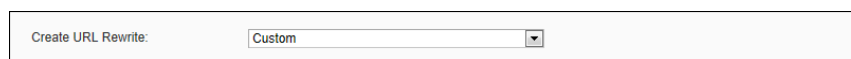
## Creating a Custom Rewrite

### Step 1: Take Note of the Request Path and Target Path

Before you begin, write down the URL keys of the page to be redirected (Request Path), and the target page where it will be redirected (Target Path).

### Step 2: Request a Custom Redirect

1. On the Admin menu, select **Catalog > URL Rewrite Management**.
2. In the upper-right corner, click the **Add URL Rewrite** button.
3. Set **Create URL Rewrite** to “Custom.”



*Custom URL Redirect*

4. In the URL Redirect Information section, do the following:
  - a. If you have multiple stores, select the **Store** where the redirect applies.
  - b. In the **ID Path** field, enter the relative path of the destination page.

- To redirect to another CMS page in your store, enter the relative path to the page, without a leading forward slash, such as:
- To redirect to a page on a different site, enter the fully-qualified URL of the new destination.

new-page	URL key of target page.
somewhere/new-page	Relative path to target page, without leading forward slash.
http://magento.com	Fully-qualified URL of target page on external website.

- In the **Request Path** field, enter the relative path of the page to be redirected.
- In the **Target Path** field, enter the valid URL of an existing page that will be the new destination. This refers to the same page as the ID Path.
- Set **Redirect** to one of the following:
  - Temporary (302)
  - Permanent (301)
- For your own reference, enter a brief **Description** of the rewrite.

In the following illustration, the CMS page “about-magento-demo-store” is temporarily redirected to the target, “my-page.”

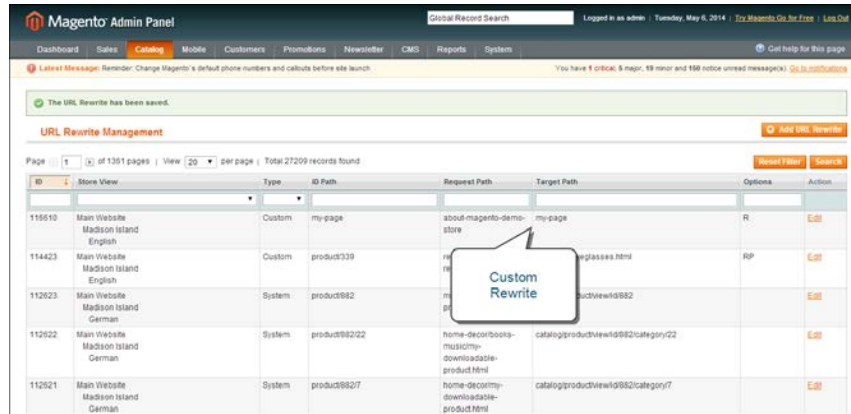
The screenshot shows the 'URL Rewrite Information' form with the following values:

- Type: Custom
- Store: English
- ID Path: my-page
- Request Path: about-magento-demo-store
- Target Path: my-page
- Redirect: Permanent (301)
- Description: (empty)

*Custom URL Rewrite Information*

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

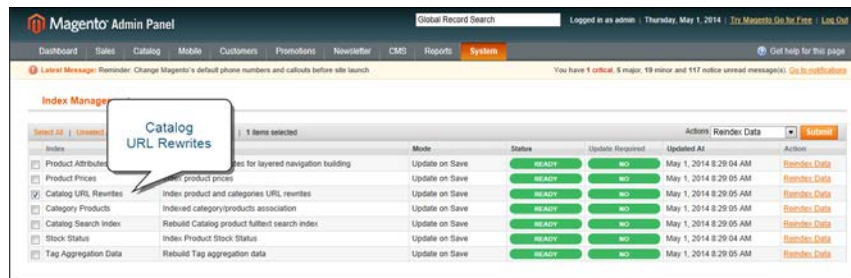
Your new redirect now appears at the top of the list.



*New Custom Redirect*

### Step 3: Refresh the Index

1. On the Admin menu, select **System > Index Management**.
2. Select the **Catalog URL Rewrites** checkmark.
3. Set the **Actions** control to “Reindex Data,” and click the **Submit** button.



*Refresh Catalog URL Rewrite Index*

### Step 4: Test the Redirect

Test the redirect from your store, to make sure that it works correctly.

### Field Descriptions

Field	Description
Create URL Rewrite	Indicates the type of redirect to be made. The type cannot be changed after the redirect is created. Options include: For Category For Product Custom



Field	Description
ID Path	The ID of the target page. The ID Path and Target Path refer to the same page.
Request Path	<p>The URL of the page that is to be redirected. Depending on your configuration, the Request Path might include the .html suffix and category. For example:</p> <p>brandname brand/brandname catalog/category/view/id/56 private-sale-shoes/prima-pump.html brand/brandname.html</p> <p>A Request Path must be unique, and not have been used previously. If you have made several attempts to redirect the same page, you should delete any unsuccessful redirects and refresh the cache.</p>
Target Path	<p>The URL that points to the destination page. The Target Path can be a different CMS page, or the result of a search. To avoid getting a 404 "Page Not Found" error, the path must exactly match what the system expects to find. The following examples are valid target paths:</p> <p>brandname brand/brandname catalog/category/view/id/52 catalogsearch/advanced/result/?brand=brandname http://magentocommerce.com</p>
Redirect Type	<p>Indicates whether the redirect is temporary or permanent. Options include:</p> <p>No</p> <p>Temporary (302)      Indicates to search engines that the redirect is for a limited duration. Search engines do not preserve page rank information for temporary redirects.</p> <p>Permanent (301)      Indicates to search engines that the redirect is permanent. Search engines generally preserve page rank information for permanent redirects.</p>
Description	Describes the purpose of the redirect. This field is for reference and is not visible to customers.





Community

EDITION

Marketing





## Chapter 21: Promotions

In this chapter, you will learn how to set up product relationships, and use price rules to trigger discounts based on a variety of conditions. Here are a few ways you can use price rules to offer incentives to your customers:

- Send your best customers a coupon for a discount on a specific product
- Offer free shipping for purchases over a certain amount
- Schedule a promotion for a period of time

With price rules, you can set up your promotions in advance, so they spring into action whenever the required conditions are met.

# Product Relationships

An easy way to promote products throughout your catalog is to establish relationships between products. The options available are: Up-sell products, Related products, and Cross-sell products.

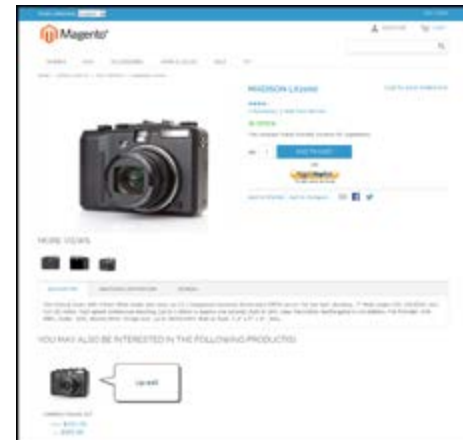


## Related Products

Related products are meant to be purchased in addition to the item the customer is viewing. They compliment, enhance, or add optional features to the product.

## Up-sells

Up-sell products are items that are similar, but are perhaps of a higher-quality, more popular, or have a better profit margin than the item the customer is considering.



## Cross-sells

Cross-sell products are offered on the shopping cart page as last-minute purchases before the checkout process begins.

# Catalog Price Rules

Catalog price rules can be used to selectively put products on sale under certain conditions. Catalog price rules do not use coupon codes, because they are triggered before a product is placed into the shopping cart.

ID	Rule Name	Date Start	Date Expires	Status	Website
7	Get up to 50% off on Candle holders	May 3, 2013	--	Active	Main Website
5	25% off on Cardigan	May 3, 2013	--	Active	Main Website
9	45% off on Boyfriend Jean	May 3, 2013	--	Active	Main Website
6	Get Briefcase for \$170 less	May 3, 2013	--	Active	Main Website
8	Get Travel wallet for \$150	May 3, 2013	--	Active	Main Website
10	Get Vase at \$80 less than the original price	May 3, 2013	--	Active	Main Website

*Catalog Rules*

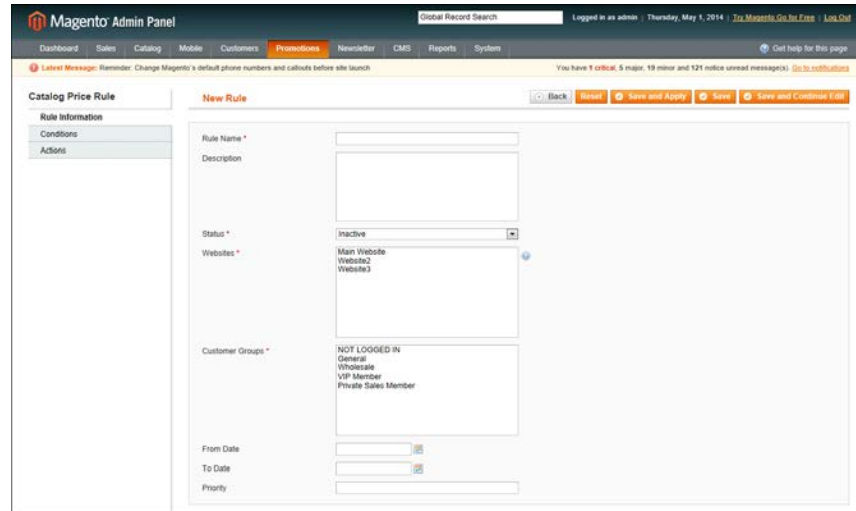
## Process Overview:

- Step 1: Add a New Rule
- Step 2: Define the Conditions
- Step 3: Define the Actions
- Step 4: Apply the Rule

## Step 1: Add a New Rule

1. On the Admin menu, select **Promotions > Catalog Price Rules**.
2. In the upper-right corner, click the **Add New Rule** button.

The options in the panel on the left include Rule Information, Conditions, and Actions.



*Rule Information*

3. On the Rule Information page, do the following:
  - a. Complete the **Rule Name** and **Description** fields. These fields are for your internal reference only.
  - b. Set **Status** to “Active.”
  - c. Select the **Websites** where the rule will be available.
  - d. Select the **Customer Groups** to which this rule applies.

To select multiple options, hold down the Ctrl key (PC) or Command key (Mac), and click each option.

- e. Set **From Date** and **To Date** to define the range of dates when the rule will be in effect. If you leave the dates blank, the rule is enabled as soon as the price rule is saved.
- f. Enter a number to establish the **Priority** of this rule in relation to other rules.

## Step 2: Define the Conditions

Most of the available conditions are based upon existing attribute values. If you want to apply the rule to all products, leave the conditions blank.



1. In the panel on the left, select **Conditions**. The first rule begins:

Conditions (leave blank for all products)

If ALL of these conditions are TRUE:


*Condition - Line 1*

The statement has two underlined links, which when clicked, display the options for that part of the statement. If you save the condition without making additional selections, the rule will apply to all products.

- Click the **ALL** link, and select “ALL” or “ANY.”
- Click the **TRUE** link and select “TRUE” or “FALSE.”
- Leave the condition unchanged to apply the rule to all products.

You can create different conditions by changing the combination of these values.

If ALL of these conditions are TRUE:

2. Click the **Add** button  at the beginning of the next line.
  - a. In the list under **Product Attribute**, select the attribute that you want to use as the basis of the condition. For this example, the selected condition is “Attribute Set.”

Conditions (leave blank for all products)

If ALL of these conditions are TRUE:

Please choose a condition to add... ▼

Please choose a condition to add...

Conditions Combination

**Product Attribute**

- Accessories Type
- Attribute Set**
- Category
- Gender
- Home & Decor Type
- Jewelry Type
- Name
- Necklace Length
- Occasion
- Price
- SKU
- Shoe type
- Special Price
- Type

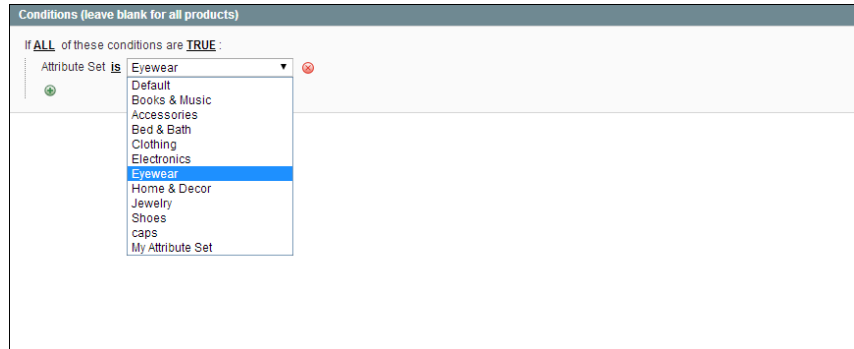
*Condition Line 2, Part 1*

For an attribute to appear in the list, it must be configured to be used in promo rule conditions. To learn more, see: [Attribute Frontend Properties](#).

The selected condition appears in the statement, followed by two more underlined links. The statement now says:

If ALL of these conditions are TRUE:  
 Attribute Set is ...


- b. Click the **is** link, and select the comparison operator that is needed to describe the condition to be met. In this example, the options are “IS” or “IS NOT.”
- c. Then, click the “more” **...** link, and choose the attribute set upon which the condition is based.




*Condition Line 2, Part 3*

The selected item appears in the statement to complete the condition.

If ALL of these conditions are TRUE:  
 Attribute Set is Eyewear

3. To add another line to the statement, click the **Add** button , and choose one of the following:
  - Conditions Combination
  - Product Attribute

Then, repeat the process until the condition is complete.

If at any time you want to delete part of the statement, click the **Delete** button  at the end of the line.

## Step 3: Define the Actions

1. In the panel on the left, select **Actions**.

Update Prices Using the Following Information	
Apply	By Percentage of the Original Price
Discount Amount *	10
Enable Discount to Subproducts	No
Stop Further Rules Processing	Yes

### *Actions*

2. In the Update Prices Using the Following Conditions section, set **Apply** to one of the following options:

By Percentage of the Original Price	Discounts item by subtracting a percentage from the original price. For example:  Enter 10 in Discount Amount for an updated price that is 10% less than the original price.
By Fixed Amount	Discounts item by subtracting a fixed amount from original price. For example:  Enter 10 in Discount Amount for an updated price that is \$10 less than the original price.
To Percentage of the Original Price	Discounts item by defining the final price based on percentage. For example:  Enter 10 in Discount Amount for an updated price that is 10% of the original price.
To Fixed Amount	Sets the price to a fixed amount.

Then, do one of the following:

- Enter the **Discount Amount**.
  - To apply the discount amount to associated products, set **Enable Discount to Subproducts** to “Yes.” Then, enter the **Discount Amount** to apply.
3. If you want to stop the processing of other rules after this rule has been applied, set **Stop Further Rules Processing** to “Yes.” This safeguard prevents customers from receiving multiple discounts for the same product.
  4. Click the **Save and Continue Edit** button to save your changes.

## Step 4: Apply the Rule

As new rules are added, the prices and the priorities are recalculated accordingly.

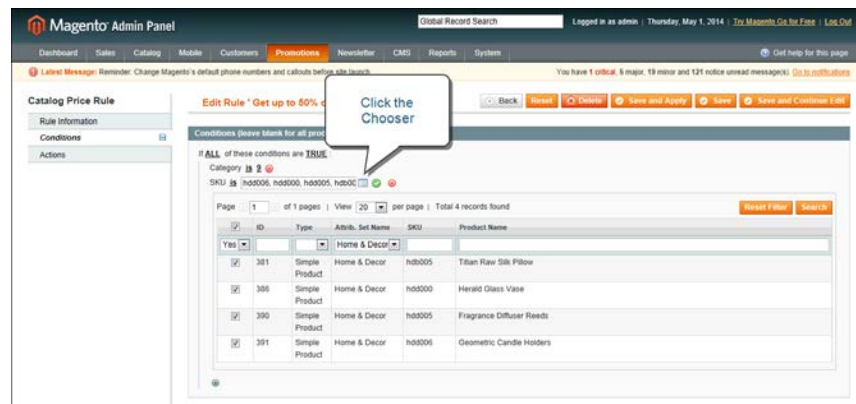
To apply a new rule immediately, do one of the following:

- Click the **Save and Apply** button.
- From the Catalog Price Rules list, click the **Apply Rules** button.

When you create a new price rule, it might take an hour or so for it to become available. Allow enough time for it to get into the system. Then, test the rule to make sure that it works correctly. Unless otherwise specified, price rules are automatically processed with other system rules each night.

## Price Rule with Multiple SKUs

A single price rule can be applied to multiple SKUs, which makes it possible to create a variety of promotions based on a product, brand, or category. In the following illustration, multiple products are selected for a catalog price rule.




*Selecting Multiple SKUs for a Price Rule Condition*

### To apply a price rule to multiple SKUs:



1. On the Admin menu, select **Promotions > Catalog Price Rules**.
2. Do one of the following:
  - Follow the instructions to create a [catalog price rule](#).
  - In the list, click to open the catalog price rule that you want to change.
3. In the panel on the left, select **Conditions**. Then, do the following:

- a. In the first line, set the first parameter to “ANY.”


*If ANY of these conditions are TRUE*

- b. If the price rule doesn't have a line for SKU, Click the **Add** button  at the beginning of the next line. Then, in the list under Product Attribute, select **SKU**.

*Choose the Condition*

- c. Click the “more” link  to display more options. Then, click the **Chooser** button  to display the list of available products.

*SKU IS*

- d. In the list, select the checkbox of each product that you want to include. Then, click the **Select** button  to add the SKUs to the condition.

*Multiple SKUs Added to Condition*

4. Complete the rule, including any **Actions** to be taken when the conditions are met.
5. To apply the rule, click the **Save Rule** button.

When you create a new price rule, it might take an hour or so for it to become available. Allow enough time for it to get into the system. Then, test the rule to make sure that it works correctly. Unless otherwise specified, price rules are automatically processed with other system rules each night.

## Shopping Cart Price Rules

Shopping cart price rules are applied automatically when a customer reaches the shopping cart page. A coupon code can be associated with the shopping cart price rule to apply a discount when the set of conditions is met. Customers must enter the coupon code in the shopping cart to receive the discount.

ID	Rule Name	Coupon Code	Date Start	Date Expires	Status	Website	Priority
6	\$5 off when you choose UPS/NextDay Air shipping		May 3, 2013	--	Active	Main Website	0
7	Get 10% off on shipping in NJ		May 3, 2013	--	Inactive	Main Website	0
8	Get \$5 off for any Gift Card		May 3, 2013	--	Active	Main Website	0
9	Get \$50 with Paypal Express Checkout for orders over \$200		May 3, 2013	--	Active	Main Website	0
10	Get 10% off if subtotal is \$500		May 3, 2013	--	Active	Main Website	0
11	Get \$25 off order total on order over \$200	Register10	May 3, 2013	--	Active	Main Website	0
14	Free shipping on all Home & Decor items		May 3, 2013	--	Active	Main Website	0
15	Provide 25% off on the product price discount	RTL25OFF	Apr 1, 2013	--	Active	Main Website	0
29	Free shipping on all orders over \$500		May 3, 2013	--	Active	Main Website	0
38	Buy 1 Pair and get the 2nd one FREE		May 3, 2013	--	Active	Main Website	0
42	25% off Apparel for General customers	25OFF	May 3, 2013	--	Active	Main Website	0
43	15% Evening Dresses	evening15	May 3, 2013	--	Active	Main Website	0

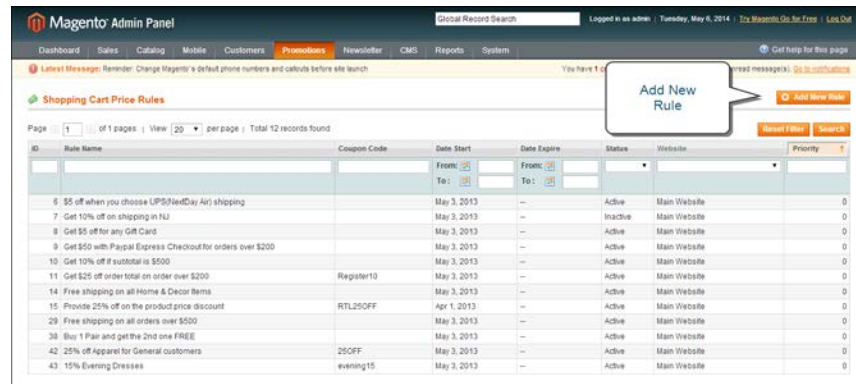
### *Apply Coupon in Shopping Cart*

#### **Process Overview:**

- Step 1: Add a New Rule
- Step 2: Define the Conditions
- Step 3: Define the Actions
- Step 4: Complete the Labels
- Step 6: Apply the Rule

## Step 1: Add a New Rule

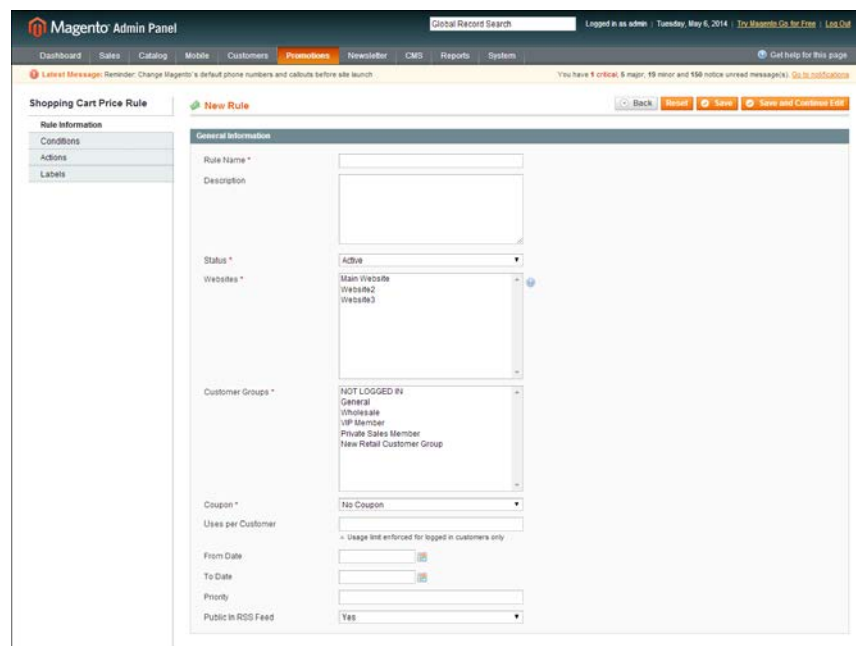
1. On the Admin menu, select **Promotions > Shopping Cart Price Rules**.



*Shopping Cart Price Rules*

2. Click the **Add New Rule** button.

The options in the panel on the left include Rule Information, Conditions, Actions, and Labels.



*Shopping Cart Price Rule General Information*

3. On the General Information page, do the following:

- a. Complete the **Rule Name** and **Description**. These fields are for internal reference only.
- b. Set **Status** to “Active.”
- c. Select the **Customer Groups** to which this rule applies.

To select multiple options, hold down the Ctrl key (PC) or Command key (Mac), and click each option.

- d. To associate a [coupon](#) with the price rule, set **Coupon** to “Specific Coupon.” Then, enter a numeric **Coupon Code** to be used with the promotion, and complete the following:
  - Uses per Coupon
  - Uses per Customer
- e. Set the **From Date** and **To Date** fields to the time period when the rule will be in effect. If you leave the date range empty, the rule is enabled when it is saved.
- f. Enter a number to determine the **Priority** of this rule in relation to other rules which may be active at the same time. (The number 1 has the highest priority.)
- g. To apply the rule to published listings in [RSS feeds](#), set **Public In RSS Feed** to “Yes.”

## Step 2: Define the Conditions

The rule goes into action whenever the set of conditions is met.

1. In the panel on the left, select **Conditions**. The first rule appears by default, and states:


If ALL of these conditions are TRUE:

The statement has two underlined links which when clicked, display the selection of options for that part of the statement. You can create different conditions by changing the combination of these values. Do any of the following:

- Click the **ALL** link, and select “ALL” or “ANY.”
- Click the **TRUE** link and select “TRUE” or “FALSE.”
- Leave the condition unchanged to apply the rule to all products.



*Condition - Line 1*

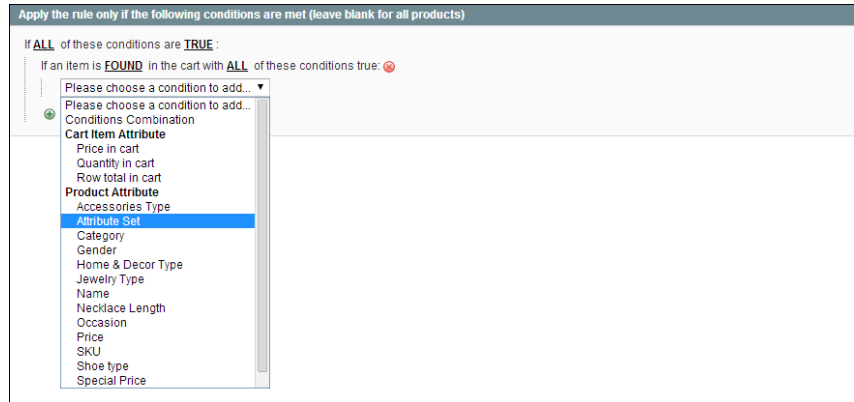
2. Click the **Add** button  at the beginning of the next line. Then, choose one of the following options from the list to describe the condition that you want to set for the rule.
  - Product attribute combination
  - Products subselection
  - Conditions combination
  - Cart Attribute

*Condition - Line 2, Part 1*

3. To create a regional price rule, select one of the following cart attributes:
  - Shipping Postcode
  - Shipping Region
  - Shipping State/Province
  - Shipping Country
4. To base the condition on shopping cart totals, select one of the following cart attributes:
  - Subtotal
  - Total Items Quantity
  - Total Weight

When you make a selection, the basic structure of the statement appears in the box with additional links to mark where you can select information. Each underlined word is a building block that describes a different aspect of the condition.

5. In the list under **Product Attribute**, select the attribute upon which the condition is based. For this example, the selected condition is “Attribute Set.”



*Condition - Line 2, Part 1*

For an attribute to appear in the list, its [Use for Promo Rules Conditions](#) property must be set to “Yes.”

The condition appears in the statement, followed by two more underlined links. The statement now says:



*Condition - Line 2, Part 2*

If ALL of these conditions are TRUE:

If an item is FOUND in the cart with ALL of these conditions true

Attribute Set is ...

6. Click the is link, and select the comparison operator that is needed to describe the condition to be met. In this example, the options are “IS” or “IS NOT.”
7. Click the “more” ... link, and choose the attribute set upon which the condition is based. The selected item appears in the statement to complete the condition.




*Completed Condition*

If ALL of these conditions are TRUE:  
Attribute Set is Electronics

8. If you want to add more conditions, click the **Add** button  and again, choose one of the following:

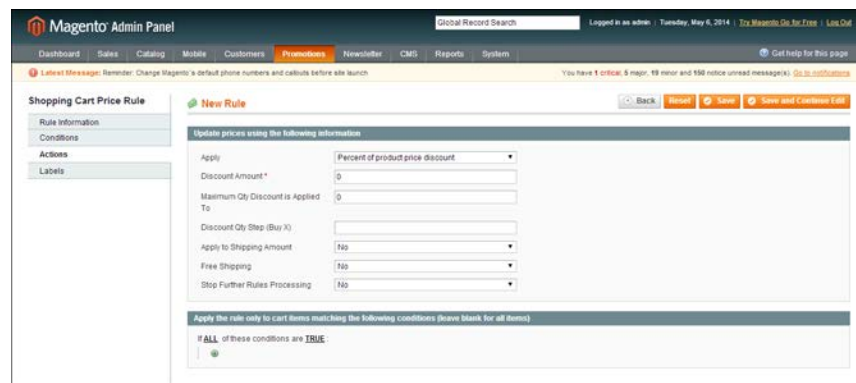
- Conditions Combination
- Product Attribute

Then, repeat the process until the condition is complete.

If at any time you want to delete part of the statement, click the **Delete** button  at the end of the line.

### Step 3: Define the Actions

The shopping cart price rule actions describe how prices are updated when the conditions of the rule are met.



#### *Shopping Cart Price Rule Actions*

1. In the panel on the left, select **Actions**.
2. Set **Apply** to one of the following discount options:

Percent of product price discount

Discounts item by subtracting a percentage from the original price. For example:

Enter 10 in Discount Amount for an updated price that is 10% less than the original price.

Fixed amount discount

Discounts item by subtracting a fixed amount from

original price. For example:

Enter 10 in Discount Amount for an updated price that is \$10 less than the original price.

Fixed amount discount for whole cart Discounts the entire cart by subtracting a percentage from the cart total. For example:

Enter 10 in Discount Amount to subtract 10% from the cart total.

[Buy X get Y free](#) Defines a quantity that the customer must purchase to receive a quantity for free. (The Discount Amount is Y.)


3. Enter the **Discount Amount**.
4. In the **Maximum Qty Discount is Applied To** field, enter the largest number of products to which this discount applies.
5. To specify how free shipping is applied, set **Free Shipping** to one of the following:

No Free shipping is not available when a coupon that is based on the rule is used.

For matching items only Free shipping is available only for specific items in the cart that match the rule.

For shipment with matching items Free shipping is available for the entire cart when a coupon that is based on the rule is used.

To learn more, see: [Free Shipping Promotion](#)

6. Set **Stop Further Rules Processing** to “Yes” to stop processing other rules as soon as this one is applied. This safeguard prevents customers from receiving multiple discounts for the same purchase.
7. To define an additional rule that applies to specific items in the cart, only when a specific set of conditions is met, click the **Add** button . Then, choose an item from the following sections in the list:
  - Cart item attribute
  - Price in cart

- Quantity in cart
- Row total in cart
- Product attribute (from all available in your catalog)

Add as many levels as you need to describe the conditions to be met.

8. When complete, click the **Save Rule** button.

### Step 4: Complete the Labels

You can create default labels for the rule which appear in all store views, or create specific labels for each view.

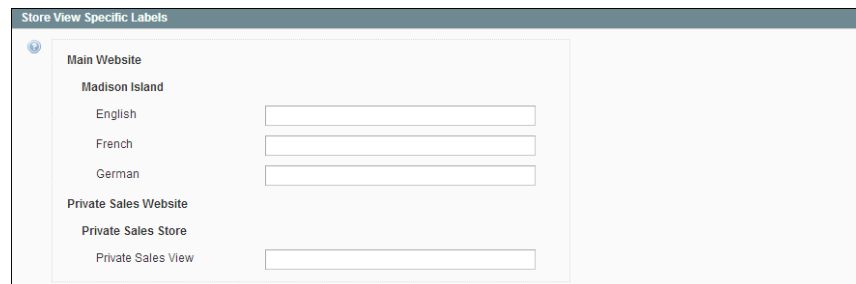
1. In the panel on the left, select **Labels**.
2. In the Default Label section, enter the text for the **Default Rule Label** for All Store Views.



The screenshot shows a panel titled "Default Label". Inside, there is a text input field with the label "Default Rule Label for All Store Views".

*Default Label*

3. In the Store View Specific Labels section, enter the translated text for each **Main Store** language.



The screenshot shows a panel titled "Store View Specific Labels". It contains a list of store views on the left and text input fields on the right for each. The store views listed are: Main Website (with sub-items: Madison Island, English, French, German), Private Sales Website (with sub-items: Private Sales Store, Private Sales View).

*Store View Specific Labels*

### Step 5: Apply the Rule

1. When complete, click the **Save Rule** button.
2. When you create a new price rule, it might take an hour or so for it to become available. Allow enough time for it to get into the system. Then, test the rule to

make sure that it works correctly. Unless otherwise specified, price rules are automatically processed with other system rules each night. As new rules are added, Magento recalculates the prices and the priorities accordingly.

## Coupon Codes

Coupons codes can be associated with [shopping cart price rules](#) to apply a discount when a set of conditions is met. For example, a coupon code can be created for a specific customer group, or for anyone who makes a purchase over a certain amount.



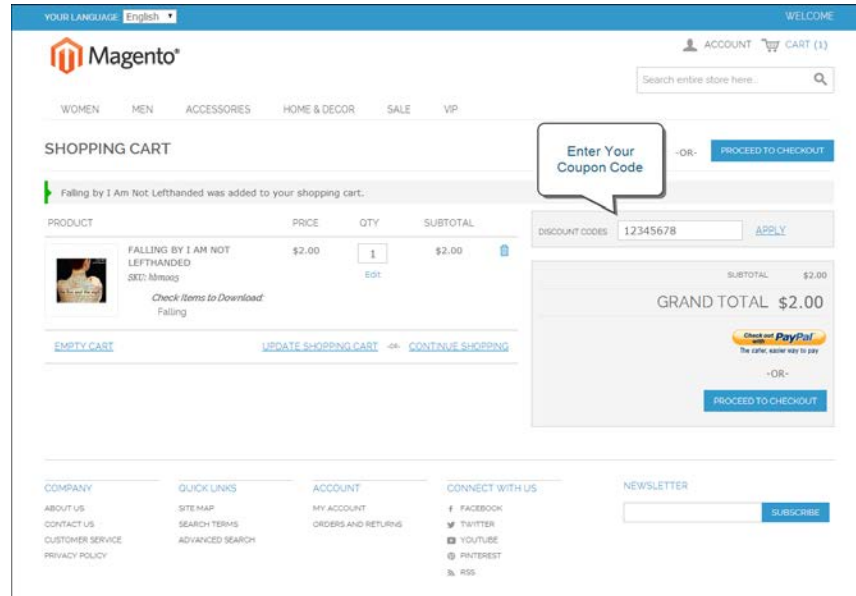
*In-store Coupon for Mobile Users*

Here are a few ways that you can use coupons in your store:

- Email coupons to customers
- Produce printed coupons
- Create in-store coupons for mobile users

Coupon codes can be sent by email, or included in newsletters, catalogs, and advertisements. You can even create in-store coupons with a quick response code that shoppers can scan with their smart phones. The QR code links to a page on your site with more information about the promotion.


To apply the coupon to a purchase, the customer enters the coupon code during checkout from the shopping cart page of your site, or possibly at the cash register of your “brick and mortar” store.



*Enter Coupon Code in Shopping Cart*

### To set up a coupon code:

1. Follow the instructions to create a [shopping cart price rule](#).
2. On the General Information page, do the following:
  - a. Set **Coupon** to “Specific Coupon.”
  - b. Do one of the following:
    - Enter a numeric **Coupon Code** to be used with the promotion.
    - Select the **Use Auto Generation** checkbox.
  - c. To limit the number of times the coupon can be used, complete the following:
    - Uses per Coupon
    - Uses per Customer

If you leave these fields blank, there will be no limit on the number of times the coupon can be used.
  - d. To make the coupon valid for a limited period of time, complete the **From Date** and **To Date** fields. To select the date, click the **Calendar**  button next to each field.

If you leave the date range empty, the rule will never expire.

Coupon *	Specific Coupon
Coupon Code *	1234
	<input type="checkbox"/> Use Auto Generation <small>▲ If you select and save the rule you will be able to generate multiple coupon codes.</small> <small><b>Important:</b> If this shopping cart price rule has been used in an automated email reminder rule it will be automatically unassigned after shopping cart price rule is saved.</small>
Uses per Coupon	
Uses per Customer	1
From Date	03/21/2014 <input type="button" value=""/>
To Date	03/21/2014 <input type="button" value=""/>
Priority	
Public In RSS Feed	No

*Price Rule Coupon Code Settings*

3. Follow the standard instructions to complete the [shopping cart price rule](#).

## Auto-Generating Coupon Codes

Batches of discount coupon codes can be formatted and generated automatically.

### To configure auto-generated codes:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left under Customers, select **Promotions**. Then, click to expand the **Auto Generated Specific Coupon Codes** section.

Auto Generated Specific Coupon Codes		
Code Length	12	[GLOBAL]
	<small>▲ Excluding prefix, suffix and separators.</small>	
Code Format	Alphanumeric	[GLOBAL]
Code Prefix		[GLOBAL]
Code Suffix		[GLOBAL]
Dash Every X Characters		[GLOBAL]
	<small>▲ If empty no separation.</small>	

*Auto Generated Specific Coupon Codes*

3. To create a specific format for your codes, enter the following:
  - Code Length
  - Code Format
  - Code Prefix
  - Code Suffix
  - Dash Every X Characters
4. When complete, click the **Save Config** button.



These settings can be overridden from the Shopping Cart Price Rule page.

## Field Descriptions

Field	Scope	Description						
Code Length	Global	Defines the length of the coupon code, excluding the prefix, suffix and separators.						
Code Format	Global	Defines the coupon code format. Options include: <table border="0" style="margin-left: 20px;"> <tr> <td>Alphanumeric</td> <td>Any combination of letters and numbers.</td> </tr> <tr> <td>Alphabetical</td> <td>Letters only.</td> </tr> <tr> <td>Numeric</td> <td>Numbers only.</td> </tr> </table>	Alphanumeric	Any combination of letters and numbers.	Alphabetical	Letters only.	Numeric	Numbers only.
Alphanumeric	Any combination of letters and numbers.							
Alphabetical	Letters only.							
Numeric	Numbers only.							
Code Prefix	Global	A value that is appended to the beginning of all coupon codes. If you do not want to use a prefix, leave the field blank.						
Code Suffix	Global	A value that is appended to the end of all codes. If you do not want to use a suffix, leave the field blank.						
Dash Every X Characters	Global	An interval where a dash (-) can be inserted into all coupon codes. If you do not want to use a dash, leave the field blank.						

Coupon codes that differ by only a dash are considered to be different codes.

## Exporting Auto-Generated Coupon Codes

### To generate and export a batch of coupon codes:

1. On the Admin menu, select **Promotions > Shopping Cart Price Rules**.
2. Select an existing rule, or create a new one.
3. Set **Coupon** to “Specific Coupon.” Then, do the following:
  - a. Select the **Use Auto Generation** checkbox.
  - b. Complete the other rule settings as needed.

4. Click the **Save and Continue Editing** button.
5. In the panel on the left, select **Manage Coupon Codes**. Then, do the following:
  - a. In the **Coupon Qty** field, enter the number of codes to be generated.
  - b. Adjust the code format settings, as needed.
  - c. Click the **Generate** button.

The generated coupon codes appear below. The list shows how many times each coupon code has been used.

Coupon Code	Created On	Used	Times Used
<input type="checkbox"/> 3MYKEN44PQZC	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> 4UN9M8R20EN	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> 7RQZ2V9D2PQ	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> YC9V9V7E3A	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> E090FXRZ2T87	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> 2LJKFYDJP7P	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> FY71FY5S7AZ	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> E3JCEEUGALP0	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> E5DZV9URPVHU	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> NNQ3C33UZTNIH	May 1, 2014 2:48:22 PM	No	0
<input type="checkbox"/> PK5JG8BPTXE3	May 1, 2014 2:48:22 PM	No	0

*Generated Coupon Codes*

### To delete coupon codes:

1. In the list, select the checkbox of each code that you want to delete.
2. Set the **Actions** control to “Delete.”
3. Click the **Submit** button. When prompted, click **OK** to confirm.

### To export coupon codes:

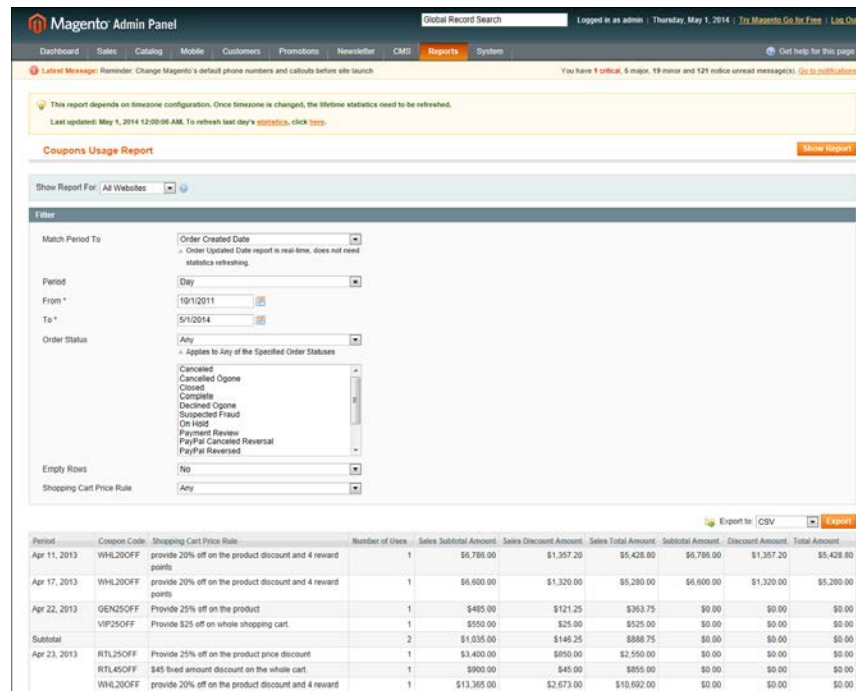
1. In the list of generated codes, use the filter controls at the top of each column to display the codes that you want to export.
2. Set **Export to** to the file format that you want to use for the data file.
3. Click the **Export** button.

## Tracking Coupon Usage

In addition to the information in the list, you can also run a detailed report about the coupon usage for each website, store, or view.

### To generate a coupon report:

1. On the Admin menu, select **Reports > Sales > Coupons**.
2. In the upper-right corner, set **Show Report For** to define the scope of the report.
3. Set **Shopping Cart Price Rule** to “Specified.” Then, select the rules that you want to include in the report.
4. When complete, click the **Show Report** button.



The screenshot shows the Magento Admin Panel interface for the 'Coupons Usage Report'. The report is filtered for 'All Websites'. The 'Match Period To' is set to 'Order Created Date'. The 'Period' is set to 'Day'. The 'From' date is 10/1/2011 and the 'To' date is 5/1/2014. The 'Order Status' is set to 'Any'. The 'Empty Rows' are set to 'No'. The 'Shopping Cart Price Rule' is set to 'Any'. The report table shows the following data:

Period	Coupon Code	Shopping Cart Price Rule	Number of Users	Sales Subtotal Amount	Sales Discount Amount	Sales Total Amount	Subtotal Amount	Discount Amount	Total Amount
Apr 11, 2013	WHL20OFF	provide 20% off on the product discount and 4 reward points	1	\$5,785.00	\$1,357.25	\$5,428.00	\$5,785.00	\$1,357.25	\$5,428.00
Apr 17, 2013	WHL20OFF	provide 20% off on the product discount and 4 reward points	1	\$6,600.00	\$1,320.00	\$5,280.00	\$6,600.00	\$1,320.00	\$5,280.00
Apr 22, 2013	OEN25OFF	Provide 25% off on the product	1	\$485.00	\$121.25	\$363.75	\$0.00	\$0.00	\$0.00
	VIP25OFF	Provide \$25 off on whole shopping cart.	1	\$550.00	\$25.00	\$525.00	\$0.00	\$0.00	\$0.00
			2	\$1,035.00	\$146.25	\$888.75	\$0.00	\$0.00	\$0.00
Subtotal				\$1,400.00	\$250.00	\$1,150.00	\$0.00	\$0.00	\$0.00
Apr 23, 2013	RTL25OFF	Provide 25% off on the product price discount	1	\$1,400.00	\$350.00	\$1,050.00	\$0.00	\$0.00	\$0.00
	RTL45OFF	\$45 fixed amount discount on the whole cart.	1	\$900.00	\$45.00	\$855.00	\$0.00	\$0.00	\$0.00
	WHL20OFF	provide 20% off on the product discount and 4 reward	1	\$13,365.00	\$2,673.00	\$10,692.00	\$0.00	\$0.00	\$0.00

*Coupon Usage Report*

## Free Shipping Promotion

Free shipping can be offered as a promotion, either with, or without a [coupon](#). A free shipping coupon, or voucher, can also be applied to customer pick-up orders, so the order can be invoiced and “shipped” to complete the [workflow](#).

Some shipping carrier configurations give you the ability to offer free shipping based on a minimum order. To expand upon this basic capability, you can use shopping cart price rules to create complex conditions based on multiple product attributes, cart contents, and customer groups.

**Process Overview:**

Step 1: [Enable Free Shipping](#)

Step 2: [Create the Shopping Cart Price Rule](#)

Step 3: [Test the Rule](#)

### Step 1: Enable Free Shipping

1. Enable the [Free Shipping](#) method in the configuration of your store.
2. Complete the free shipping settings for any [carrier service](#) that you want to use for free shipping.

### Step 2: Create the Shopping Cart Price Rule

1. On the Admin menu, select **Promotions > Shopping Cart Price Rules**.
2. Follow the steps below to set up the free shipping promotion that you want to offer.
3. When complete, click the **Save Rule** button.

When you create a new price rule, it might take an hour or so for it to become available. Allow enough time for it to get into the system. Then, test the rule to make sure that it works correctly. Unless otherwise specified, price rules are automatically processed with other system rules each night.

### Free Shipping for Any Order

1. Complete the **General Information** settings as follows:
  - a. Enter a **Rule Name** for internal reference.
  - b. Set **Status** to “Active.”
  - c. Set **Website** to “Main Website.” (Click to make sure the entry is selected.)
  - d. Select the **Customer Groups** to which the rule applies.
  - e. Do one of the following:

- To offer a free shipping promotion without a coupon, accept the default, “No Coupon” setting.
  - To use a coupon with the price rule, set **Coupon** to “Specific Coupon.” If necessary, complete the instructions to set up a **coupon**.
2. In the panel on the left, select **Actions**. Then, do the following:
    - a. Set **Apply** to “Percent of product price discount.”
    - b. Set **Apply to Shipping Amount** to “Yes.”
    - c. Set **Free Shipping** to “For shipment with matching items.”


Update prices using the following information	
Apply	Percent of product price discount ▼
Discount Amount *	0
Maximum Qty Discount is Applied To	0
Discount Qty Step (Buy X)	
Apply to Shipping Amount	Yes ▼
Free Shipping	For shipment with matching items ▼
Stop Further Rules Processing	No ▼
Add Reward Points	

*Price Rule Action*

3. In the panel on the left, select **Labels**. Then, do one of the following:
  - Enter a **Default Rule Label for All Store Views**. This label is visible to the customer.
  - If your store is available in multiple stores, enter a label for each view, as needed.
4. When complete, click the **Save Rule** button.

### Free Shipping for Orders Over \$Amount

1. Complete the **General Information** settings as follows:
  - a. Enter a **Rule Name** for internal reference.
  - b. Set **Status** to “Active.”
  - c. Set **Website** to “Main Website.” (Click to make sure the entry is selected.)
  - d. Select the **Customer Groups** to which the rule applies.
  - e. Do one of the following:

- To offer a free shipping promotion without a coupon, accept the default, “No Coupon” setting.
  - To use a coupon with the price rule, set **Coupon** to “Specific Coupon.” If necessary, follow the instructions to set up a [coupon](#).
2. In the panel on the left, select **Conditions**.
  3. Click the **Add**  button to insert a condition. Then, do the following:
    - a. In the list under Cart Attribute, click **Subtotal**.
    - b. Click the underlined **is** link, and select “equals or greater than.”
    - c. Click the “more” **...** link, and enter a threshold value for the Subtotal, such as 100, to complete the condition.
  4. In the panel on the left, select **Actions**. Then, do the following:
    - a. Set **Apply** to “Percent of product price discount.”
    - b. Set **Apply to Shipping Amount** to “Yes.”
    - c. Set **Free Shipping** to “For shipment with matching items.”
  5. In the panel on the left, select **Labels**. Then, do one of the following:
    - Enter a **Default Rule Label for All Store Views**. The label is visible to the customer during checkout.
    - If your store is available in multiple views, enter a label for each view, as needed.

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

### Step 3: Test the Rule

When you create a new price rule, it might take an hour or so for it to become available. Allow enough time for it to get into the system. Then, test the rule to make sure that it works correctly. Unless otherwise specified, price rules are automatically processed with other system rules each night.

## Buy X Get Y Free

This example shows how to set up a [shopping cart price rule](#) for a “Buy X, Get Y Free” promotion. The format of the discount is as follows:

Buy X quantity of product, get Y quantity for free.

**Process Overview:**

- Step 1: Create a Shopping Cart Price Rule
- Step 2: Define the Conditions
- Step 3: Define the Actions
- Step 4: Complete the Label
- Step 5: Apply the Rule

**Step 1: Create a Shopping Cart Price Rule**

Complete [Step 1](#) of the shopping cart price rule instructions to create a shopping cart rule with the general information.

**Step 2: Define the Conditions**

Complete [Step 2](#) of the shopping cart instructions to define the conditions for the price rule. The conditions can be triggered by purchasing a specific product, making a purchase of a certain amount, or any other scenario.

**Step 3: Define the Actions**

1. In the panel on the left, select **Actions**. Then, do the following:
  - a. Set **Apply** to “Buy X get Y free (discount amount is Y).”
  - b. Set **Discount Amount** to 1. This is the quantity the customer will receive for free.
  - c. In the **Discount Qty Step (Buy X)** field, enter the quantity that the customer must purchase to qualify for the discount.

Update prices using the following information	
Apply	Buy X get Y free (discount amount is Y) ▼
Discount Amount *	1
Maximum Qty Discount is Applied To	0
Discount Qty Step (Buy X)	3
Apply to Shipping Amount	Yes ▼
Free Shipping	For shipment with matching items ▼
Stop Further Rules Processing	No ▼
Add Reward Points	

*Buy X Get Y Free*

2. Click the **Save and Continue Edit** button. Then, complete the rest of the rule as needed.

## Step 4: Complete the Label

Complete [Step 4](#) of the shopping cart price rule instructions to enter the label that appears during checkout.

## Step 5: Apply the Rule

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

When you create a new price rule, it might take an hour or so for it to become available. Allow enough time for it to get into the system. Then, test the rule to make sure that it works correctly. Unless otherwise specified, price rules are automatically processed with other system rules each night.

## Discount with Minimum Purchase

Shopping cart price rules can be used to offer a percentage discount based on a minimum purchase. In the following example, a 25% discount is applied to all purchases over \$200.00 in a specific category. The format of the discount is as follows:

```
X% off all Y (category) over $Z dollars
```

### Process Overview:

[Step 1: Create a Shopping Cart Rule](#)


[Step 2: Define the Conditions](#)

[Step 3: Define the Actions](#)

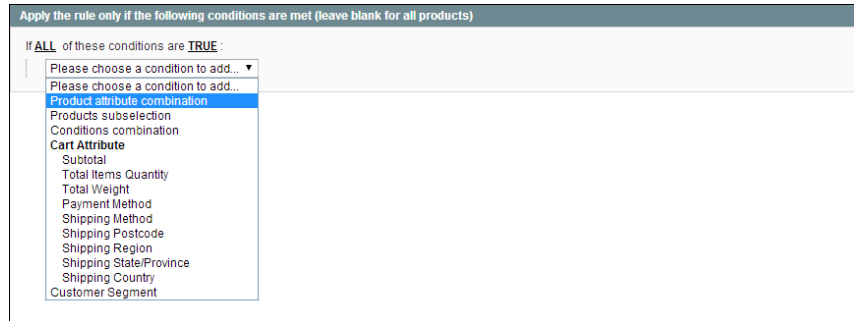
## Step 1: Create a Shopping Cart Rule

Follow the basic [instructions](#) to create a shopping cart rule.

## Step 2: Define the Conditions

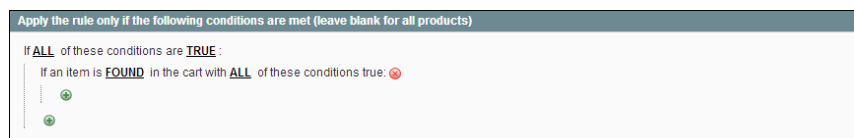
1. In the panel on the left, select **Conditions**.
2. Click the **Add** button  at the beginning of the next line, and select **Product Attribute Combination**.





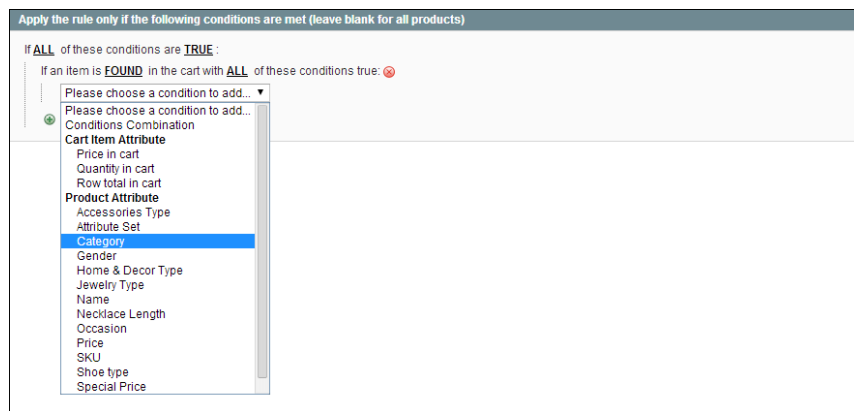
*Product Attribute Combination*

3. Click the **Add** button  at the beginning of the next line.




*If an Item is FOUND*

4. In the list under Product Attribute, click **Category**.




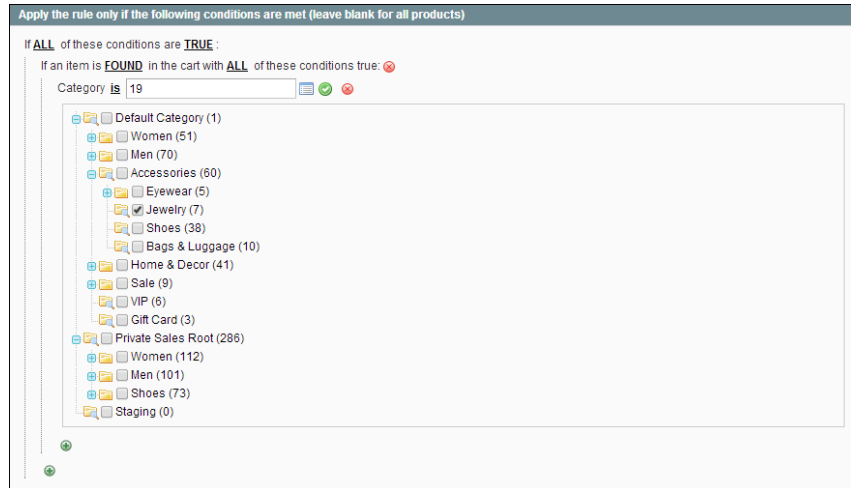
*Choose Condition to Add*

- a. Click the “more” link  to display additional options.




*Category IS*

- b. Click the **Chooser** button  to display the available categories. Then in the category tree, select the checkbox of each category that you want to include.




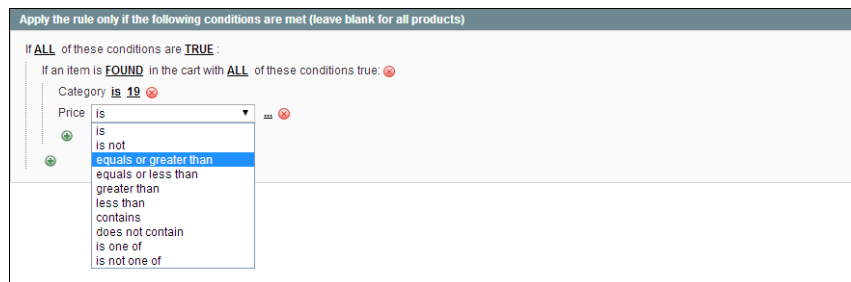
*Category Tree*

- c. Click the **Select** button  at the end of the line to add the categories to the condition.



*Category Condition*

- 5. Click the **Add** button  at the beginning of the next line, and do the following:
  - a. In the list under Product Attribute, select **Price**.
  - a. Click the first underlined parameter, IS. Then in the list, select “equals or greater than.”



*Price Equals or Greater Than*

- b. Click the “more” link ... to display the price field. Then, enter the amount that the price must be to meet the condition. For example, enter 200.00.

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE**:

If an item is **FOUND** in the cart with **ALL** of these conditions true:

Category is **19**

Price is **200**

*Enter the Price to Complete the Condition*

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

### Step 3: Define the Actions

1. In the panel on the left, select **Actions**. Then, do the following:

Update prices using the following information

Apply	Percent of product price discount
Discount Amount *	25
Maximum Qty Discount is Applied To	0
Discount Qty Step (Buy X)	0
Apply to Shipping Amount	No
Free Shipping	No
Stop Further Rules Processing	Yes
Add Reward Points	

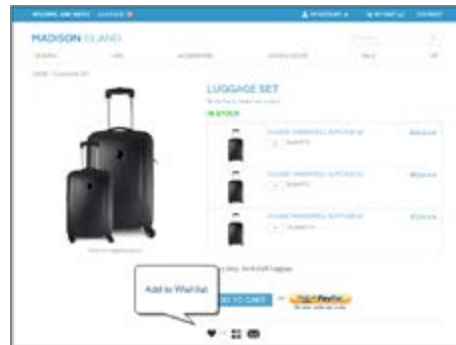
*Actions*

- a. Set **Apply** to “Percent of product price discount.”
  - b. Enter the **Discount Amount**. For example, enter 25 for a twenty-five percent discount.
  - c. If you want to prevent the purchase from qualifying for additional promotions, set **Stop Further Rules Processing** to “Yes.”
2. Click the **Save and Continue Edit** button. Then, complete the rule as needed.



## Chapter 22: Shopping Tools

Your store includes a set of shopping tools that create opportunities for your customers to interact with your store, and to share the experience with friends.



### Wishlist

---

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

### Compare Products

---

The Compare Products block lets your customers quickly compare the features of one product with another.



### Product Reviews

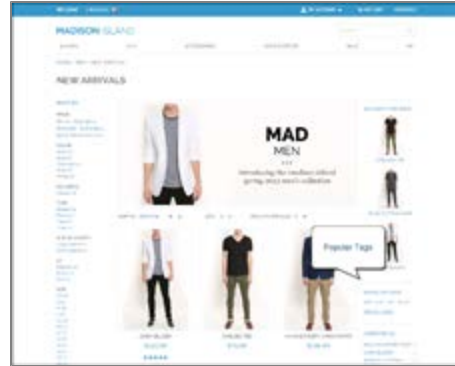
---

Product reviews help build a sense of community, and are considered to be more credible than any advertising money can buy.



## Tags

Tags help customers organize and remember the products that they have seen, offer quick navigation, and help search engines index your store.



## Email a Friend

The Email a Friend link makes it easy for your customers to share links to products with their friends.

## Polls

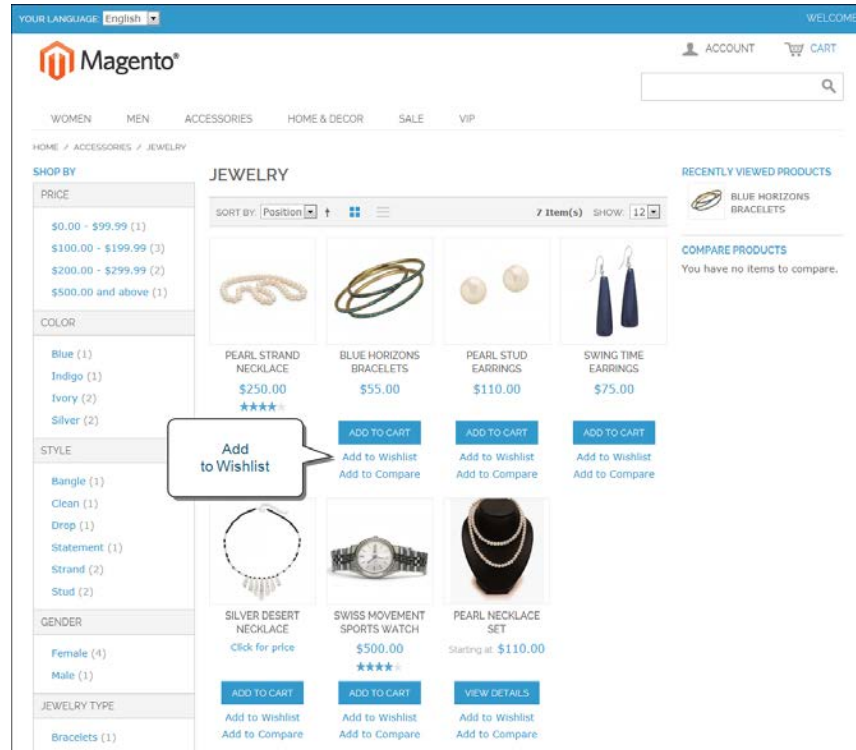
The Poll block displays a series of polls or surveys that you can use to learn more about your customers.



## Wishlists

A wishlist is a list of products that registered customers can share with friends or transfer to their shopping carts at a later date. When wishlists are enabled, the Add to Wishlist link appears on the category and product pages of your store.

- Wishlists can be set to public or private
- Items can be transferred between the wishlist and shopping cart
- Wishlists can be shared with friends



*Add to Wishlist Links on Category Page*

Depending on the theme, the Add to Wishlist might be a text link or a graphic image. Wishlists increase customer loyalty and bring new people to your store.

Shared wishlists are sent from a store email address, but the body of the message contains a personalized note from the customer. You can customize the email template that is used for the notification message when wishlists are shared, and choose the store contact that appears as the sender.

Each wishlist can be maintained in the customer's account dashboard, where it can be updated, and used to add products to the shopping cart. When a product with multiple options is added to a wishlist, any options that have been selected by the customer are included in the wishlist item description. For example, if the customer adds the same pair of shoes, but in three different colors, each pair appears as a separate wishlist item. On the other hand, if the customer adds the same product to the wishlist multiple times, the product appears in the wishlist only once, but with an updated quantity that reflects the number of times the product was added. Customers can update their wishlists from their account dashboard. Merchants can also update a customer's wishlist from the Admin.

## Wishlist Configuration

The configuration enables wishlists, and determines the email template and sender of email messages that are sent when a wishlist is shared.

### To configure the wishlist:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Customers, select **Wishlist**.
3. Click to expand the **General Options** section, and verify that **Enabled** is set to “Yes.”

General Options	
Enabled	Yes [STORE VIEW]

*General Options*

4. Click to expand the **Share Options** section. Then, do the following:

Share Options	
Email Template	Share Wishlist (Default Template from Locale) [STORE VIEW]
Email Sender	General Contact [STORE VIEW]

*Share Options*

- a. Set **Email Template** to the template to be used for the notification that is sent when a customer shares a wishlist.
  - b. Set **Email Sender** to the store contact that appears as the sender of the notification.
5. Click to expand the **My Wishlist Link** section. Then, set **Display Wishlist Summary** to one of the following:
    - Display number of items in wishlist
    - Display item quantities

My Wishlist Link	
Display Wishlist Summary	Display number of items in wishlist [WEBSITE]

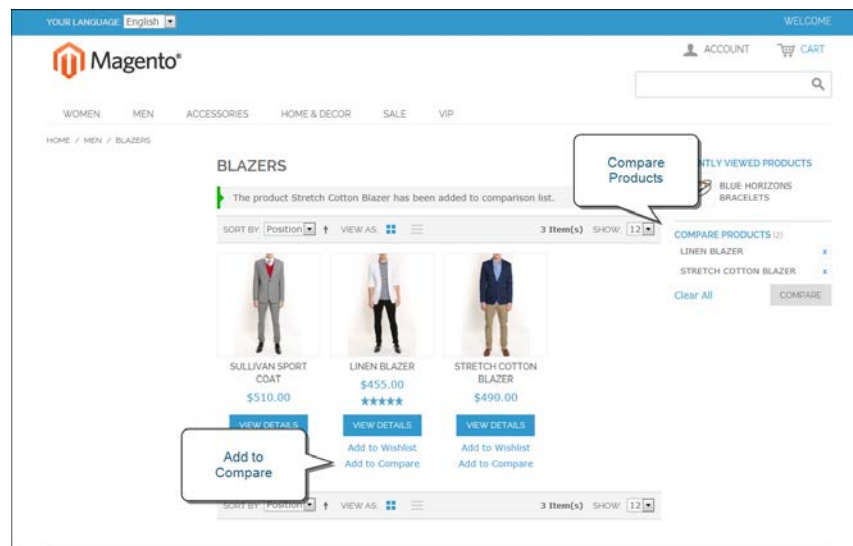
*My Wishlist Link*

6. When complete, click **Save Config**.



## Compare Products

The Compare Products block usually appears in the far right column, or sidebar of the category page, and can be used to generate a detailed, side-by-side comparison of two or more products. You can customize the report to include additional attributes or remove ones that you don't want to include. Depending on the theme, the Add to Compare link can be represented by an icon or a link.



*Compare Products*

### To compare products:

1. From your storefront, find the products that you want to compare, and click the **Add to Compare** link for each.
2. In the Compare Products block in the right sidebar, click the **Compare** button. The Compare Products report opens in a new window.
3. To print the report, click **Print This Page**.
4. To clear the Compare Products list, click the **Clear All** link.

## COMPARE PRODUCTS

[Print This Page](#)



LINEN BLAZER

1 Review(s)

**\$455.00**

ADD TO CART

[Add to Wishlist](#)



STRETCH COTTON BLAZER

**\$490.00**

ADD TO CART

[Add to Wishlist](#)

DESCRIPTION

Single vented, notched lapels. Flap pockets. Tonal stitching. Fully lined. Linen. Dry clean.

Two button, single vented, notched lapels. Slim cut through the shoulders chest and waist. Flap pockets, welt inside chest pockets. Cotton/lycra. Dry clean.

SHORT DESCRIPTION

In airy lightweight linen, this blazer is classic tailoring with a warm weather twist.

Sleek and modern, our form flattering blazer carries a slightly relaxed, yet structured shape. Timeless in any time zone.

SKU

msj012c

msj015c

COLOR

No

No

**\$455.00**

ADD TO CART

[Add to Wishlist](#)

**\$490.00**

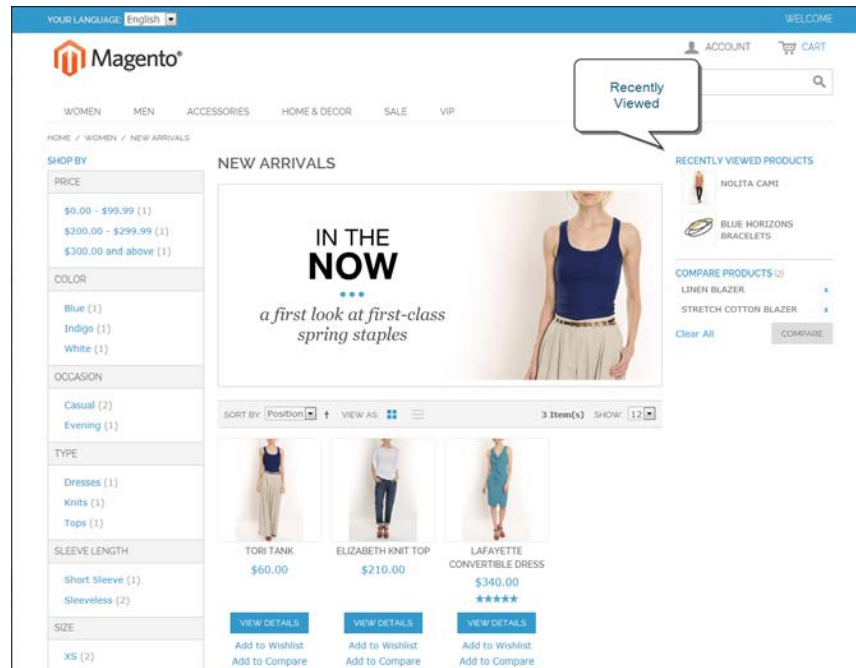
ADD TO CART

[Add to Wishlist](#)

### *Compare Products Report*

## Recently Viewed/Compared Products

The Recently Viewed and Recently Compared blocks usually appear in the right sidebar of a catalog page. The number of products listed in each block can be configured for each website, store, or view.



*Recently Viewed*

### To configure Recently Viewed/Compared Products:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Catalog, select **Catalog**.
3. Click to expand the **Recently Viewed/Compared Products** section. Then, do the following:

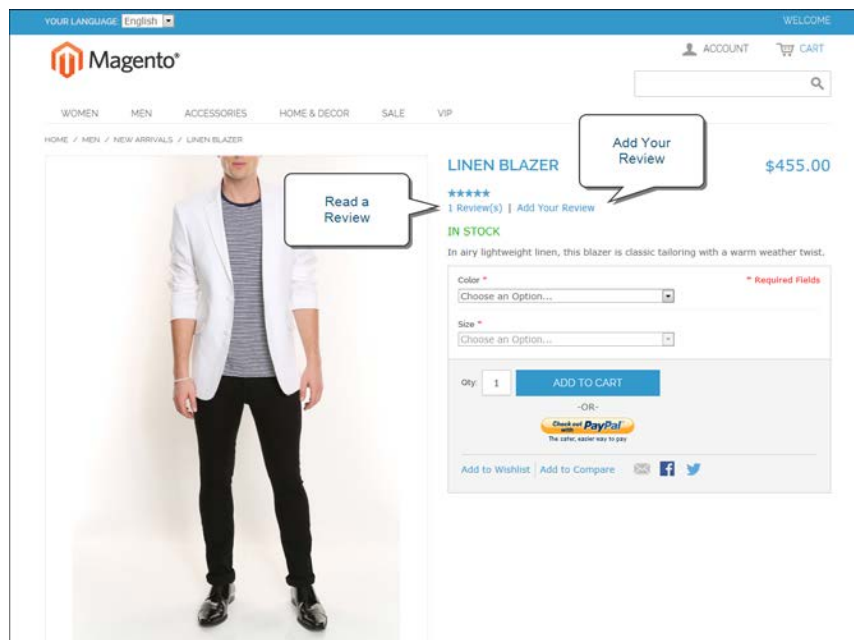
Recently Viewed/Compared Products		
Show for Current	Website	[WEBSITE]
Default Recently Viewed Products Count	4	[STORE VIEW]
Default Recently Compared Products Count	4	[STORE VIEW]

*Recently Viewed/Compared Products*

- a. Set **Show for Current** to the website, store, or view where you want the configuration to apply.
  - b. In the **Default Recently Viewed Products Count** field, enter the number of recently viewed products you want to include.
  - c. In the **Default Recently Compared Products Count**, enter the number of recently compared products you want to include.
4. When complete, click the **Save Config** button.

## Product Reviews

Product reviews help to build a sense of community, and are considered more credible than any advertising money can buy. In fact, some search engines give sites with product reviews a higher ranking than those without. For those who find your site by searching for a specific product, a product review is essentially the landing page of your store. Product reviews help people find your store, keep them engaged, and often lead to sales.



*Add Your Review*

## Writing Product Reviews

Customers can write reviews for any product in your catalog. Reviews can be written from the product page by clicking the “Add Your Review” link. For products that haven’t been reviewed, the link says, “Be the first to review this product.”

The number of stars indicates the satisfaction rating. Visitors can click the link to read the reviews and write their own. As an incentive, customers can receive reward points for submitting a review.

The screenshot shows a product review interface. At the top, it says 'CUSTOMER REVIEWS (1 ITEMS)' and 'SHOW 10'. Below that, the product name 'SUMMER BLAZER' is displayed. A review by 'JESSICA' is shown with the text 'Perfect Summer Blazer. I bought it for my boyfriend and he loved it!' and a 5-star rating for Value, Quality, and Price. Below the review, there are sections for 'WRITE YOUR OWN REVIEW', 'YOU'RE REVIEWING SUMMER BLAZER', and 'HOW DO YOU RATE THIS PRODUCT?'. The rating section includes a 5-star scale and three rows of radio buttons for 'QUALITY', 'PRICE', and 'VALUE'. At the bottom, there are three text input fields labeled 'LET US KNOW YOUR THOUGHTS', 'SUMMARY OF YOUR REVIEW', and 'WHAT'S YOUR NICKNAME', followed by a 'SUBMIT REVIEW' button.

*Write a Product Review*

## Moderating Reviews

When a review is submitted, it is sent to the Admin for moderation. When approved, the review is published in your store.

## To edit and approve customer reviews:

1. On the Admin menu, select **Catalog > Reviews and Ratings > Customer Reviews > Pending Reviews**.

ID	Create	Status	Customer Review	Pending Reviews	Review	Website In	Type	Product Name	Product SKU	Action
80	Jun 18, 2013 4:40:05 AM	Approved	Great Candle Holders	Mosses Test	Great Candle Holders	Main Website Madison Island English	Guest	Geometric Candle Holders	hd006	Edit
79	May 29, 2013 10:59:07 AM	Approved	Summer Blazer	Jessica	Perfect Summer Blazer. I bought it for my boyfriend...	Main Website Madison Island English	Guest	Linen Blazer	mg012c	Edit
78	May 28, 2013 12:19:44 AM	Approved	Liked it, would like to have chosen color	John	I wasn't able to choose the color but other than...	Main Website Madison Island English	Customer	MP3 Player with Audio	hd014	Edit
77	May 28, 2013 12:19:16 AM	Approved	Good battery life	John	Battery life is good	Main Website Madison Island English	Customer	MP3 Player with Audio	hd014	Edit
76	May 28, 2013 12:18:52 AM	Approved	Thank you!	GE H	I just love this little device and it holds pie...	Main Website Madison Island English	Customer	MP3 Player with Audio	hd014	Edit
75	May 28, 2013 12:18:00 AM	Approved	Son is Happy	William S	This is a great camera for beginners. It's dura...	Main Website Madison Island English	Customer	Madison LX2200	hd001	Edit

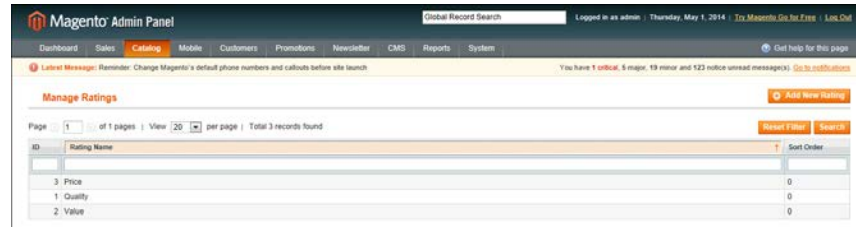
### Reviews

2. In the list, click a pending review to view the details, and edit if necessary.
3. To approve a pending review, change the **Status** from “Pending” to “Approved.” To reject a review, select “Not Approved.”

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

## Custom Ratings

By default, customer can rate the quality, price, and value of a product. In addition, you can add your own custom ratings that relate to your products and customers. The average rating for each product appears in catalog lists and on the product page.



*Manage Ratings*

### To create your own ratings:

1. On the Admin menu, select **Catalog > Reviews and Ratings > Manage Ratings**.
2. In the upper-right corner, click the **Add New Rating** button.
3. In the Rating Title section, enter the **Default Value** for the new rating. Then, enter the translation for each language supported by your store.

*Rating Title*

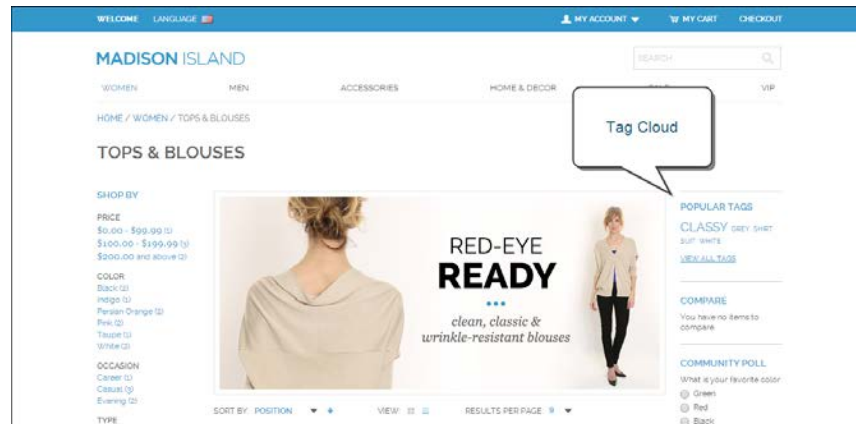
4. In the Rating Visibility section, set **Visibility In** to the store view where the rating will be used. (Hold down the Ctrl key to select multiple options.)
5. In the **Sort Order** field, enter a number to determine the sequence that this rating appears in the list of ratings.

*Rating Visibility*

6. When complete, click the **Save Rating** button.

# Tags

Tags are one-word descriptors that are used as keywords for your catalog. Tags can be assigned to products by registered customers who are logged in, and also by guests. Tags help customers organize and remember the products that they have seen, offer quick navigation, and help search engines index your store.



*Popular Tags*

Tags are formatted as a tag cloud, and typically appear in the Popular tags block in the right sidebar of catalog pages. The size of the text indicates the popularity of the tag. Each product page has an “Tag this Product” section at the bottom of the page, where shoppers can enter their own tags. As an incentive, customers can earn reward points for adding tags to a product.

The tags that customers have given a product are listed on the Customers Tagged Product tab of the product record. The detail includes the tag, the customer name, and email address.

## To add a tag from the store:

1. From any product page, scroll down to the **Tag this Product** section at the bottom of the page.

*Tag this Product*

2. In the **Add a Tag** text box, type the tag you want to associate with the product.



- To enter multiple tags, separate each with a blank space.
- To enter a phrase, enclose the text in single quotes.

**3.** Click the **Add Tags** button.

The tag will be submitted for review and published on the site when approved.

## Products Tagged by Administrators

There's no reason to wait for customers to tag products. The store administrator can apply new tags to products, and reuse existing tags.

Products Tagged by Administrators									
Page 1 of 1 pages   View 20 per page   Total 2 records found									
ID	Name	Name in English	Type	Attr. Set Name	SKU	Price	Visibility	Status	
<input checked="" type="checkbox"/>	877	Black Nolita Cami	Black Nolita Cami	Configurable Product	Clothing	wbk002c	\$150.00	Catalog, Search	Enabled
<input checked="" type="checkbox"/>	875	Ellis Flat	Ellis Flat	Configurable Product	Shoes	shw005	\$250.00	Catalog, Search	Enabled

*Products Tagged by Administrators*

### To add a new tag:

1. On the Admin menu, select **Catalog > Tags > All Tags**.
2. In the upper-right corner, click the **Add New Tag** button. Then, do the following:
  - a. Enter the **Tag Name**.
  - b. Set **Status** to “Approved.”
  - c. In the **Base Popularity** field, enter a numeric value to assign a weight to the tag. The number assigns a base value to the tag and increases its size in the tag cloud.
3. When complete, click the **Save Tag** button.

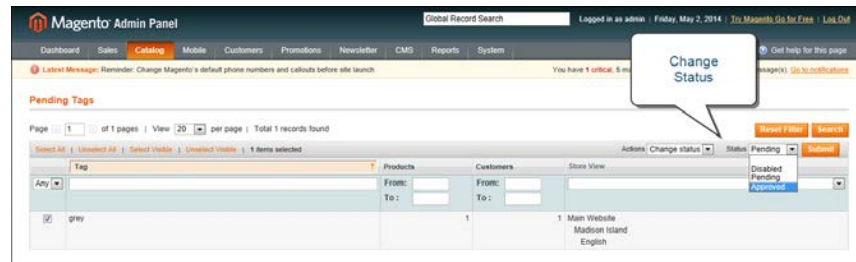
### To apply an existing tag to specific products:

1. In the Manage Tags list, click to open the tag.
2. Click to expand the **Products Tagged by Administrators** section. Then, do the following:
  - a. Click the **Reset Filter** button to display all product records.
  - b. Select the checkbox of each product that you want to tag.
3. When complete, click the **Save Tag** button.

The products now appear in the list of Products Tagged by Administrators.

## Moderating Tags

After a customer submits a product tag, an administrator must approve the tag before it becomes visible in the store. After a tag has been approved, it can be used for other products without further approval.



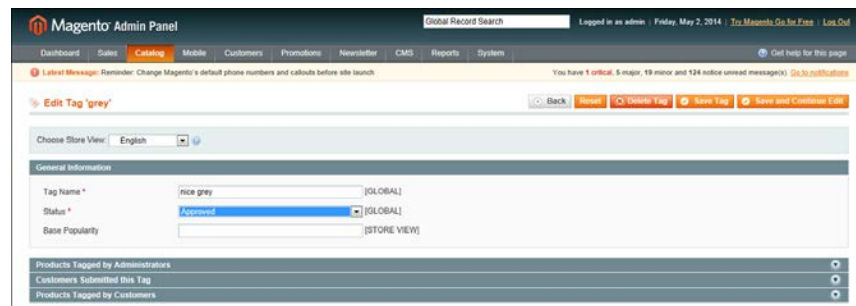
*Changing the Status of Pending Tags*

### To approve multiple tags:

1. On the Admin menu, select **Catalog > Tags > Pending Tags**. Then in the list, click to open a pending tag.
2. In the list, select the checkbox of each tag that you want to approve.
3. Set the **Actions** control to “Change Status.” Then, set the **Status** control to “Approved.”
4. When complete, click the **Submit** button.

### To manage a single tag:

1. On the Admin menu, select **Catalog > Tags > Pending Tags**. Then in the list, click to open a pending tag.



*Editing a Tag*

2. If necessary, you can edit the text as needed. Then, do one of the following:

- To approve and publish the pending tag, set **Status** to “Approved.”
  - To reject the tag, set **Status** to “Disapproved.”
3. When complete, click the **Save Tag** button.

## Tag Activity

The remaining sections give you a snapshot of the tag activity, including which customers have used the tag, and products tagged by the store administrator and customers.

ID	First Name	Last Name	Product Name	Product SKU
100	Jane	Smith	Linen Blazer	msj012c

*Customers Submitted this Tag*

You can jump to a specific customer or product by clicking its row in the list.

ID	Product Name	# of Uses	SKU
406	Linen Blazer	1	msj012c

*Products Tagged by Customers*

## Polls

Polls make it easy to learn about your customers’ opinions and preferences. The poll occupies a small amount of space and is usually placed in the right sidebar of a catalog page. Poll results appear immediately after a response is submitted. If you create multiple polls, a new poll appears each time the page is refreshed.

COMMUNITY POLL

What is your favorite color

Green

Red

Black

Magenta

COMMUNITY POLL

What is your favorite color

Green 9 (52.94%)

Red 3 (17.65%)

Black 1 (5.88%)

Magenta 4 (23.53%)

*Original Poll and Results*

### To create a poll:

1. On the Admin menu, select **CMS > Polls**.
2. In the upper-right corner of the Poll Manager, click the **Add New Poll** button.

3. In the Poll Information section, do the following:

*Poll Information*

- a. Enter the **Poll Question**.
  - b. By default, **Status** is set to “Open.” If you later want to remove the poll from your store, set **Status** to “Closed.”
  - c. Set **Visible In** to the store view where you want the poll to appear.
4. In the panel on the left, select **Poll Answers**. Then, for each answer, do the following:
    - a. Click the **Add New Answer** button. Then, do the following:

*Assigned Answers*

- a. In the **Answer Title** field, enter the answer as you want it to appear in the poll.
  - b. To weight an answer, enter a number in the **Votes Count** field. The number will increment each time a customer chooses the answer.
5. Click the **Save Poll** button to save your poll.

### To prevent multiple voting:

You can protect the poll results by preventing people from voting multiple times from the same computer.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Web**.
3. Click to expand the **Polls** section, and set **Disallow Voting in a Poll Multiple Times from Same IP Address** to “Yes.”

### *Disallow Voting Multiple Times*

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

## Editing a Poll

After a poll has been created, click the row in the Poll Manager

### To edit a poll:

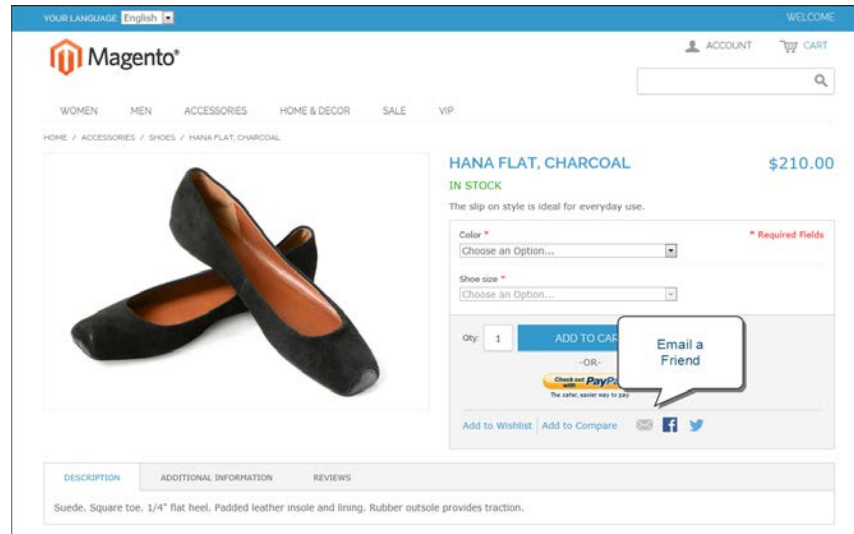
1. From the Poll Manager list, click to open the poll in edit mode. Then, make the necessary changes.
  - To close the poll so that it no longer appears in the store, set **Status** to “Closed.”
  - To see the vote count for each answer, click **Poll Answers** in the panel on the left.
2. When complete, click the **Save Poll** button.

### *Poll Answer Count*

## Email a Friend

The Email a Friend link makes it easy for your customers to share links to products with their friends. In the Magento demo store, the Email a Friend link appears as an envelope icon.

The automated message that is sent from your store is referred to as *transactional email*<sup>1</sup>. The message template can be customized for your voice and brand. To prevent spamming, customers can send only five messages per hour.



*Email a Friend*

### To send email to a friend:

1. On a catalog page, click the **Email a Friend** link. When prompted, either log into your customer account or register to open an account.
2. Complete the **Message** and enter the recipient **Name** and **Email Address**.

To send the message to more than one person, click the **Add Another Recipient** link and complete the information for each person.

3. When ready to send the message, click the **Send Email** button.

---

<sup>1</sup>A notification email sent to the customer when a transaction is processed.

*Email to a Friend Form*

## Gift Options

At checkout, customers are presented with the available gift options during the Shipping Method step of the process. If the customer chooses to add gift options, two groups of checkboxes appear: Gift Options for Entire Order and Gift Options for Individual Items. .

*Gift Options During Checkout*

## Gift Options Configuration

The Gift Options configuration determines if customers have the option to add a gift message for the complete order, and for individual items. The gift options must be configured first for the website, and can then be overridden at the product level.

### To enable gift options:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under Sales, select **Sales**.
2. Click to expand the **Gift Options** section. Then, set the following options according to your preference:
  - Allow Gift Messages on Order Level
  - Allow Gift Messages for Order Items

Gift Options		
Allow Gift Messages on Order Level	Yes	[WEBSITE]
Allow Gift Messages for Order Items	Yes	[WEBSITE]

*Gift Options Configuration*

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

### Field Descriptions

Field	Scope	Description
Allow Gift Messages on Order Level	Website	Specify whether a gift message can be added for the entire order.
Allow Gift Messages on Order Items	Website	Specify whether a gift message can be added for an individual order item.





## Chapter 23: Newsletters

Publishing a regular newsletter is considered to be one of the most powerful and affordable marketing tools available. Magento Community Edition gives store administrators the ability to publish and distribute newsletters to customers who have registered to receive them, plus all the tools necessary to:

- Promote your newsletter
- Build and manage your list of subscribers
- Develop content
- Maintain an archive of back issues
- Drive traffic to your store

# Newsletter Configuration

The first step in creating newsletters is to configure the newsletter settings for your site. You can require customers to confirm the registration by clicking a confirmation link sent by email. This technique is called *double opt-in*<sup>1</sup>, because customers must confirm twice that they want to receive a newsletter. This method reduces the number of customers that might otherwise consider your newsletter as spam.

## To configure newsletter settings on your site:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Customers, select **Newsletter**.
3. Click to expand the **Subscription** section. Then, do the following:
  - a. Confirm the email templates and senders of the following email messages sent to subscribers:
    - Success email
    - Confirmation email
    - Unsubscription email
  - b. To require people to double-opt in to confirm their subscription, set **Need to Confirm** to “Yes.”
  - c. To allow people who do not have an account with your store to subscribe to the newsletter, set **Allow Guest Subscriptions** to “Yes.”
  - d. When complete, click the **Save Config** button.

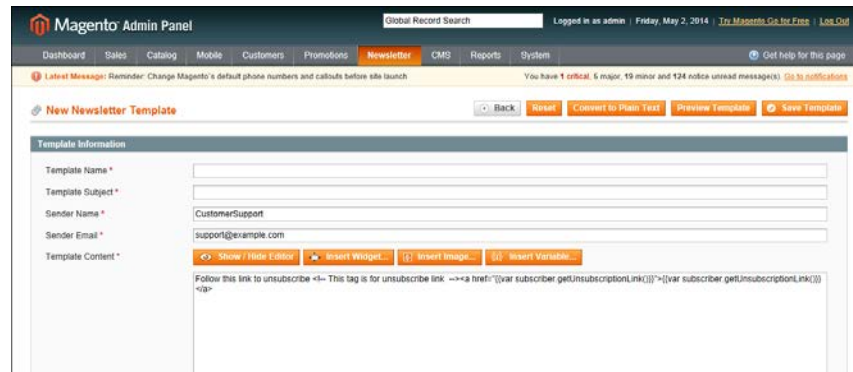
Subscription Options		
Success Email Template	Newsletter subscription success (Default Tem	[STORE VIEW]
Unsubscription Email Sender	Customer Support	[STORE VIEW]
Unsubscription Email Template	Newsletter unsubscription success (Default Te	[STORE VIEW]
Success Email Sender	General Contact	[STORE VIEW]
Confirmation Email Template	Newsletter subscription confirmation (Default T	[STORE VIEW]
Need to Confirm	No	[STORE VIEW]
Confirmation Email Sender	Customer Support	[STORE VIEW]
Allow Guest Subscription	Yes	[STORE VIEW]

*Subscription Options*

<sup>1</sup>The process for subscribing email recipients by requiring them to take a secondary step to confirm that they want to receive emails.

# Newsletter Templates

Before sending a newsletter, create a newsletter template. You can create and save as many of these as required for any situation, from an annual holiday newsletter to a weekly product update.



*Newsletter Template*

## To create a newsletter template:

1. On the Admin menu, select **Newsletter > Newsletter Templates**. The page lists the available newsletter templates. You can edit an existing template or create a new one.
2. To add a new template, click the **Add New Template** button. Then, do the following:
  - a. In the **Template Name** field, specify a unique and indicative name for this template. This value is not visible for customers.
  - b. In the **Template Subject** field, specify the subject of the email to be sent to your customers.
  - c. In the **Sender Name** and **Sender Email** fields, specify the name and email of the sender of the email to be sent to your customers.
  - d. In the **Template Content** field, use the WYSIWYG editor to compose the body of the email. Note that this field is pre-filled with tags showing an unsubscribe link in the email. We recommend that you do not remove this link so that all emails that are sent enable your customers to unsubscribe from the newsletter.
  - e. Click **Preview Template**, to display the content with the formatting as it will be viewed by your subscribers.
3. When complete, click the **Save Template** button.

After you have saved a template, a Save As button appears when you edit this template. You can use the Save As button, so you can make changes and save it as a new template, without affecting the original. This can save you time because you will not need to re-enter all the template information in order to create a new template. If you already have an existing template that is similar to the new template, simply edit the fields that you require, and then use the Save As button to create a new template.

## Newsletter Queue

A newsletter that has many recipients must be sent in stages. The process of sending the newsletter is managed by a queue. After you start the queue, Magento sends the emails in packs.

To ensure delivery of your newsletters, it is recommended that you integrate your Magento installation with a third-party newsletter provider. These services are “white listed” by email service providers. Look for newsletter providers in [Magento Connect](#).

### To send your newsletter using a queue:

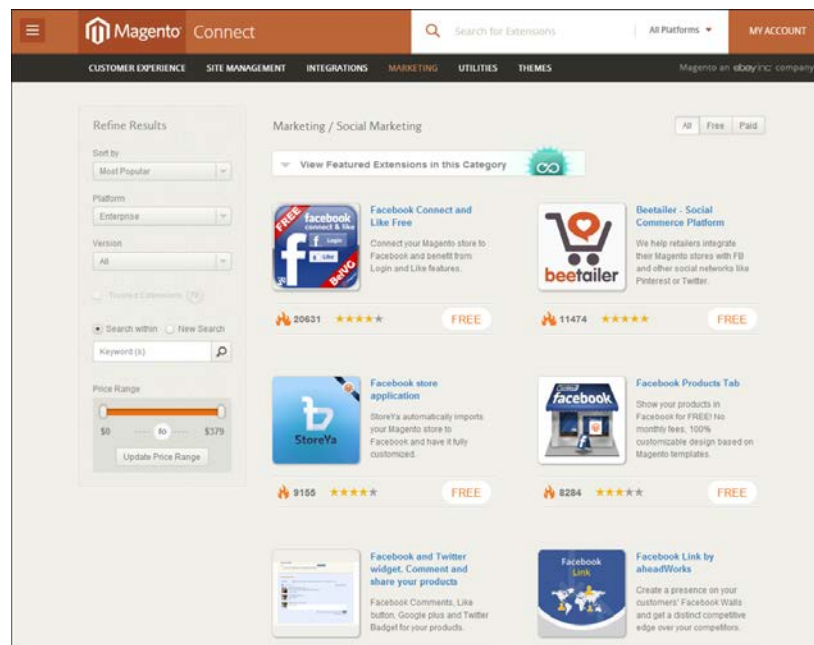
1. On the Admin menu, select **Newsletter > Newsletter Templates**.
2. Set the **Actions** control to the relevant template. Then, select **Queue Newsletter**.
3. In the **Queue Date Start** field, specify when the newsletter will start being sent.
4. In the **Subscribers From** field, select one or more store views whose customers this newsletter will be sent to.
5. Review the template and parameters and then click the **Save Newsletter** button to schedule sending the newsletter.

## Chapter 24: Sales Channels

Publishing your catalog through multiple channels is an effective way to widen your distribution without much effort. You can start by syndicating your content with RSS feeds, and then expand by sending your catalog data to shopping aggregators.

## Social Marketing

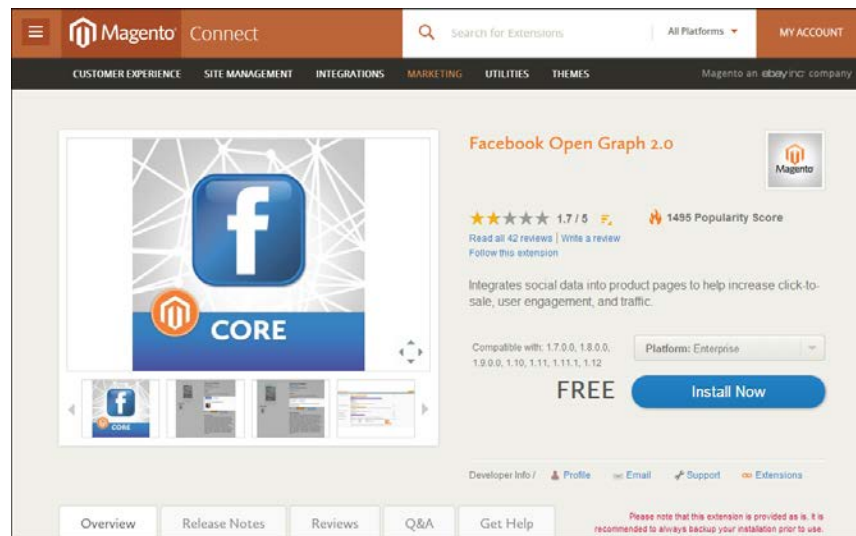
There are many [social marketing extensions](#) that can be added to your store. To learn more, see: [Magento Connect](#).



*Social Marketing Extensions*

## Facebook Open Graph

The Facebook Open Graph 2.0 extension is a tool developers can use to add custom social networking buttons to your store. The extension uses the new Facebook Open Graph 2.0 protocol.



### *Facebook Open Graph*

When the Facebook Open Graph 2.0 extension is successfully installed and all configuration is complete, the Facebook buttons appear on each product page in the store, along with the Facebook blocks that provide information about other Facebook users and friends who have clicked the social buttons. The information provided in the blocks depends on the customer who is logged in to Facebook and whether friends have performed actions with your app, such as clicked a social button.

#### **Process Overview**

Step 1: Download and install the extension

Step 2: Create an application on the Facebook Developer site

Step 3: Configure Magento

### **Step 1: Download and Install the Extension**

The Facebook Open Graph 2.0 extension is free of charge and can be downloaded from [Magento Connect](#). Copy the **Extension Key** to the clipboard.

### To install the extension:

1. On the Admin menu, select **System > Magento Connect > Magento Connect Manager**.
2. When prompted, enter your Admin credentials, and click the **Log In** button.
3. Paste the **Extension Key**, and click the **Install** button.

### Step 2: Create Application on Facebook Developer Site

The current implementation of the Facebook Open Graph 2.0 extension requires an application to be created manually on the Facebook Developers site.

1. Navigate to: <https://developers.facebook.com/>
2. In the main menu, click **Apps**.
3. Click **Create New Application** and perform all of the steps of the app creation wizard.

The App Namespace value that you entered will be used in the Magento configuration.

4. In the left column, select **Settings > Basic**. Under the “Select how your app integrates with Facebook” heading, select **Website**. Then in the **Site URL** field, enter your store address.

**Important!** Your website and store should have one domain name.

- a. For Action Types in the Advanced settings in the Graph API URL field enter own, want or other action you want to be associated with a social networking button on your product pages. This title is for internal use.

You cannot set the “dislike” action as it is not supported by Facebook Open Graph 2.0.

- b. The Object Type you create should have the following Object Properties:

- URL (page URL)
- Title (product title)
- Image (image URL)
- Description (product description)
- Price

By default, a new Object Type has only the first four properties. To add the Price property, use the Add Another Property button on the Object Type page.

### Step 3: Configure Magento

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Social, select Facebook.

If the extension is installed, the Social tab appears in the Configuration panel.

3. Set **Current Configuration Scope** to your website.
4. In the Facebook Config section, do the following:
  - a. To display Facebook buttons in the store, set **Enable Facebook on Frontend** to “Yes.”
  - b. Enter the **App Namespace** value of your application. You can find it in the Basic Settings section of your app on the Facebook Developers site.
  - c. Specify the **App ID** and **App Secret** values of your application. You can find them in the Basic Settings section of your app on the Facebook Developers site.
  - d. Enter the **Open Graph Type** value of your **Object Type**. To find it on the Facebook Developers site, open the settings of your application, navigate to Open Graph > Dashboard, click your object type, and expand the Advanced settings.

On the page header, the system will display the Apps > %Your Facebook Application Name% > Open Graph > Object Type: %Object name%.

- e. To add and configure a social networking button, click **Add Action Button** and complete the setup for each button. The action settings can be different for each store view.

Action	In the Action column, specify the internal button
--------	---



	action title, for example, own or want. This value should correspond to the value you have specified in the Graph API URL field on the Facebook Developers site. The Graph API URL field is available in the Advanced section of the Action Type settings.
Button Title	In the Button Title column, specify the name of the social networking button as you want it to appear in the frontend.
Enable Friend Box	In the Enable FriendBox column decide if you want to display in the frontend the related Facebook block, which contains the count and the pictures of friends.
Count Friend Box	In the Count in FriendBox column, set the maximum number of friends that can be displayed in the related Facebook block. By default, it is set to 3. If you set zero value (0) or leave the field empty, then the default value is applied.

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

The social network buttons you have created and the corresponding Facebook blocks now appear on the product pages of your store.

## Setting Up RSS Feeds

RSS (Really Simple Syndication) is an XML-based data format that is used to distribute information online. Your customers can subscribe to your RSS feeds and be notified of new products and promotions. RSS Feeds can also be used to publish your product information to shopping aggregation sites, and can also be included in newsletters.



When RSS feeds are enabled, any additions to products, specials, categories, and coupons in your store are automatically sent to the subscribers of each feed. A link to all the RSS feeds that you publish is in the footer of your store.

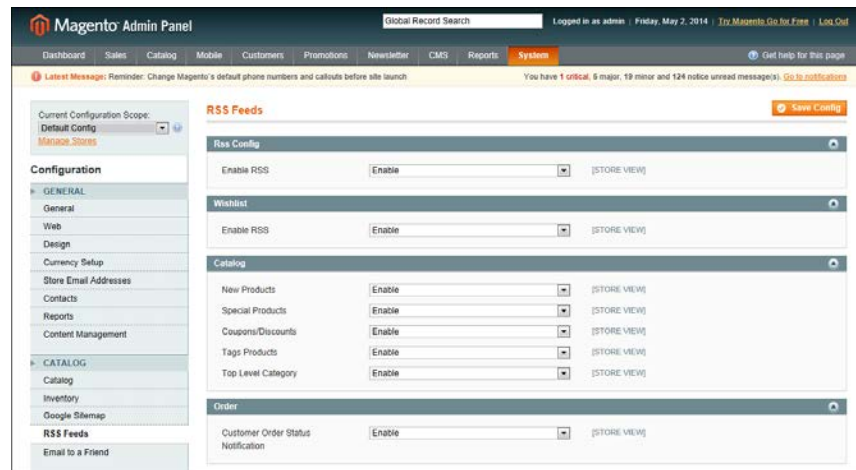
The software that is used to read an RSS feed is called a *feed reader*<sup>1</sup>, and allows people to subscribe to headlines, blogs, podcasts, and much more. Google Reader is one of the many feed readers which are available online for free.

---

<sup>1</sup>Software that is used to read syndicated content from RSS feeds.

## To set up RSS feeds for your store:

1. From the Admin menu, select **System > Configuration**.
2. In the upper-right corner, set **Current Configuration Scope** to the store view where you want the feeds to be available.
3. In the panel on the left, under Catalog, select **RSS Feeds**.



*RSS Feed Configuration*

4. In the Rss Config section, set **Enable RSS** to “Enable.” Then, in each section below, set the feeds that you want to activate to “Enable.”
  - a. In the Wishlist section, set **Enable RSS** to “Enable.”
  - b. In the Catalog section, set any, or all, of the following feeds to “Enable.”
    - New Products
    - Special Products
    - Coupons/Discounts
    - Tags Products
    - Top Level Category
    - Top Level Category
  - c. In the Order section, set **Customer Order Status Notification** to “Enable.”
5. When complete, click the **Save Config** button.

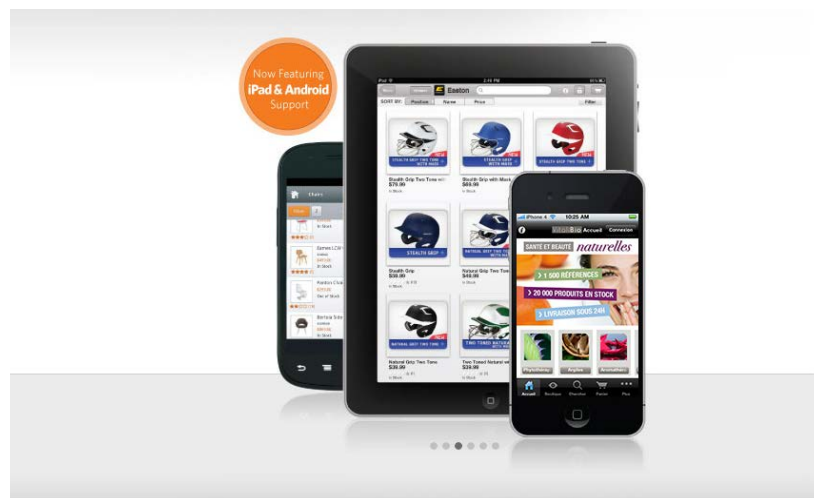
## Types of RSS Feeds

RSS Feed	Description
Wishlist	When enabled, an RSS feed link will be available on top of customer wishlist pages. Additionally, the wishlist sharing page will also include a checkbox that lets you add a link to wishlist RSS feeds on shared wishlists.
New Products	The new products RSS feed tracks new products added to the store catalog and will syndicate them.
Special Products	The special products RSS feed will syndicate products with special pricing.
Coupons / Discounts	Any special coupons or discounts generated in your store will be added to this RSS feed.
Tags Products	The tags products RSS feed manages and syndicates newly added product tags.
Top Level Category	This RSS feed tracks new top level categories, or root level categories, in your catalog.
Customer Order Status	Allows customers to track their order status with an RSS feed. When enabled, an RSS feed link will appear on the order.



## Chapter 25: Mobile Apps

XML Connect is a module that enables you to create and manage Magento mobile apps. It also enables the apps to load content and communicate with a Magento Community Edition instance on the server after being installed on a mobile phone or other mobile device. You can easily create mobile applications for your stores from the Magento Admin Panel.



*Mobile Devices*

### To enable the XML Connect module:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Advanced, select **Advanced**.
3. In the list, confirm that **Mage\_XmlConnect** is set to “Yes.”

# Creating a Mobile App

According to the Magento Mobile logic, a mobile app is strictly bound to a certain store and certain mobile device type. The workflow for creating and activating a mobile app is as follows:

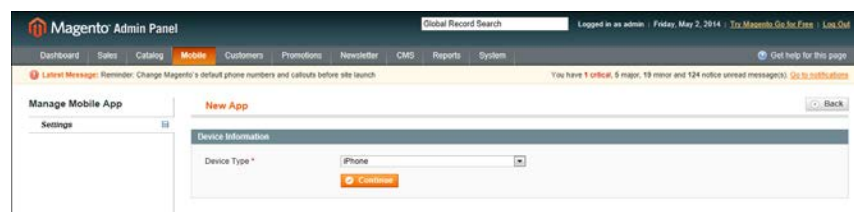
## Process Overview:

- Step 1: Create a New Mobile App
- Step 2: Design the App and Add Content
- Step 3: Complete the Configuration
- Step 4: Subscribe to a Plan
- Step 5: Submit Your App to Magento

## Step 1: Create a New Mobile App

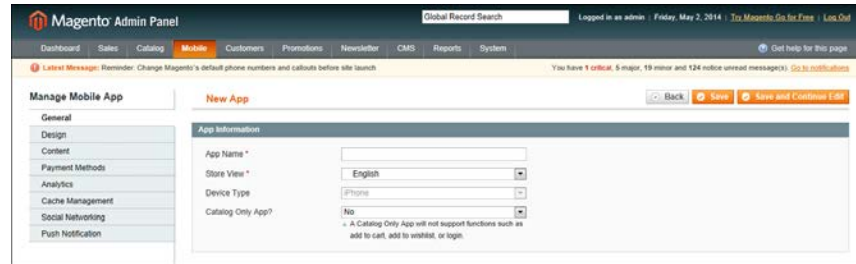
1. On the Admin menu, select **Mobile > Manage Apps**.
2. In the upper-right corner, click the **Add App** button.
3. Set **Device Type** to one of the following:
  - iPad
  - iPhone
  - Android

Then, click the **Continue** button.



*Select the Device Type*

4. On the **General** tab, complete the following fields:



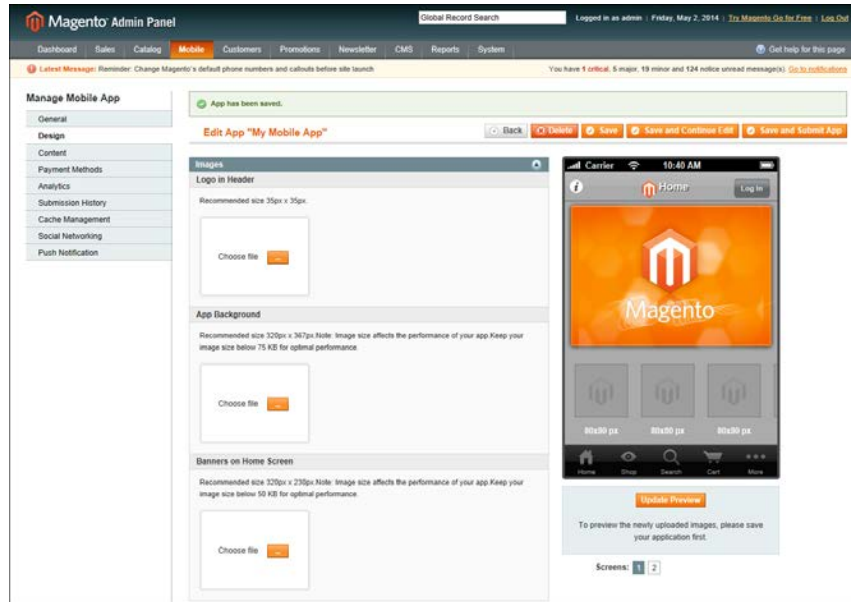
### *Mobile App Information*

App Name	Specify the name of the app. It is an internal name and it is not displayed to app users.
Store View	Select the store view where the app will be used.
Catalog Only App	Decide whether your app shows only the catalog or provides options to buy products or add them to the wishlist.

- a. In the **Mailbox title** field, enter the title for your mailbox for the More Info tab of the app.
5. To save the new app, click the **Save** or **Save and Continue Edit** button in upper-right corner of the page.

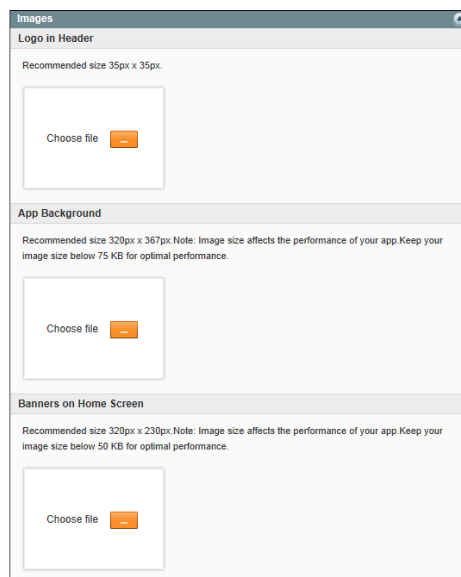
## Step 2: Design the App and Add Content

1. In the panel on the left, select **Design**, and do the following:



*Design*

- a. In the **Images** section, you can specify your logo, banners, and background image. Up to five rotating banners can be used. For each banner, you can choose the action to be performed when it is clicked. To set an action for a banner, click the link next to the Action label.



*Images*



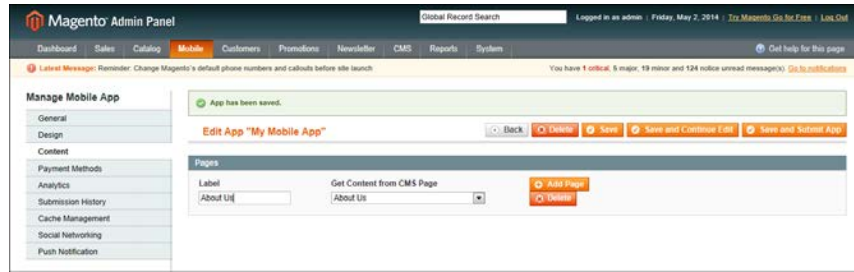
- b. You can choose to redirect customers to product page, CMS page, or category page. For product and category pages, you will need to type the name of the product or category. A CMS page can be selected from a list.
- c. After you add the images, click either the **Save** or **Save and Continue Edit** button in the upper-right corner.
- d. In the **Color Themes** section, specify the colors you want to use.

*Color Themes*

- e. In the **Tabs** section, set up the selection of tabs that you want to use for navigation. You can use the arrows below to change the tab order.

*Tabs*

- In the panel on the left, select **Content** to add CMS pages to your app. To add a new page, click the **Add Page** button. Then, do the following:

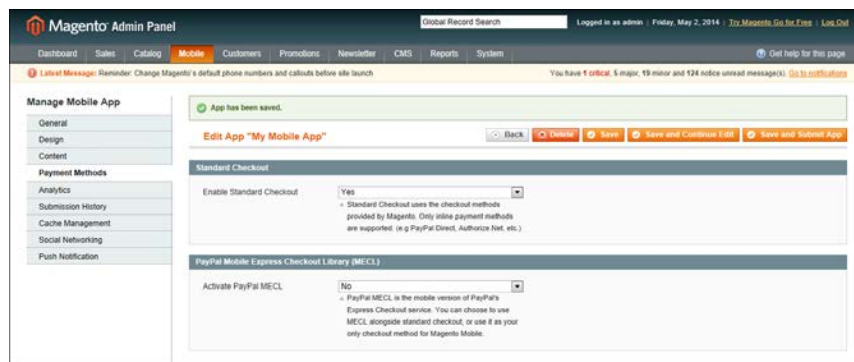


*Content*

- In the **Label** field, specify the label for the app page. The label is visible for application users.
- Set **Get Content from CMS Page** to the CMS page you want to use.

### Step 3: Complete the Configuration

- In the panel on the left, select **Payment Methods**. Then, select following payment methods that you want to use.



*Payment Methods*

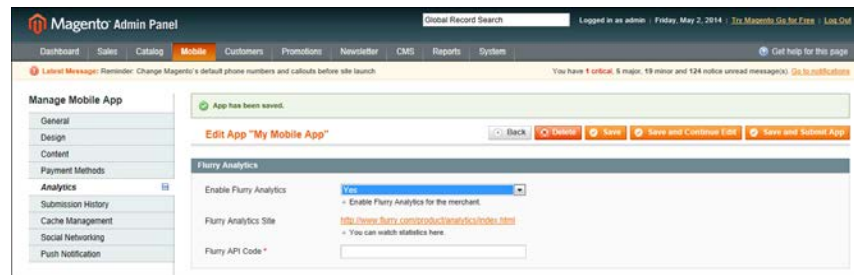
Enable Standard Checkout

If you select “Yes,” all payment methods that are supported by Magento Community Edition are available.

Activate PayPal MECL

In this field you can activate the PayPal mobile embedded payment method. You can choose to use MECL (Mobile Express Checkout Library) alongside standard checkout, or use it as your only checkout method for Magento mobile. PayPal MECL requires

- (iPhone only) In the panel on the left, select **Analytics**. You can enable Flurry Analytics after subscribing to a Magento support plan and submitting your application to Magento. You will be able to see the statistics from your store Admin and at [www.flurry.com](http://www.flurry.com). The following fields are available:



### *Analytics*

Enable Flurry Analytics

If you select Yes, the Flurry API Code field appears.

Flurry API Code

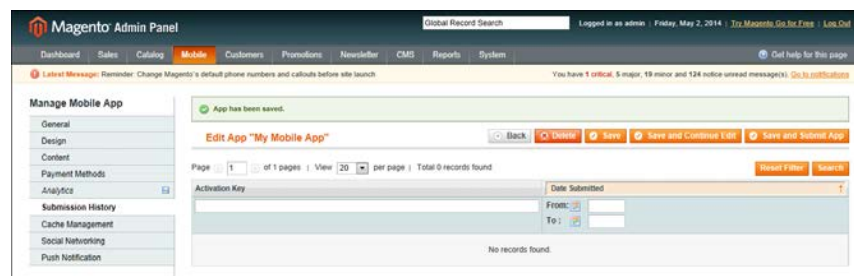
Specify your Flurry API code. You can request it from Magento, after submitting your application.

Flurry Analytics Site

Contains the link to [www.flurry.com](http://www.flurry.com), where you can view the statistics after it is enabled.

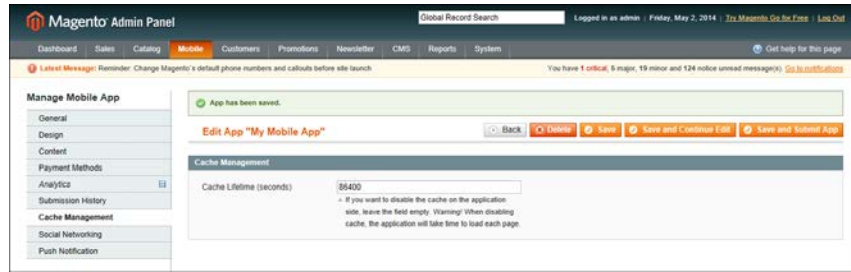
Flurry Analytics is currently available only for iPhone apps.

- In the panel on the left, select **Submission History** to view the records about your app submissions. You need to resubmit the application if you make changes in any submission settings. It refers to the settings on the Submit App page, which opens on Save and Submit App button click.



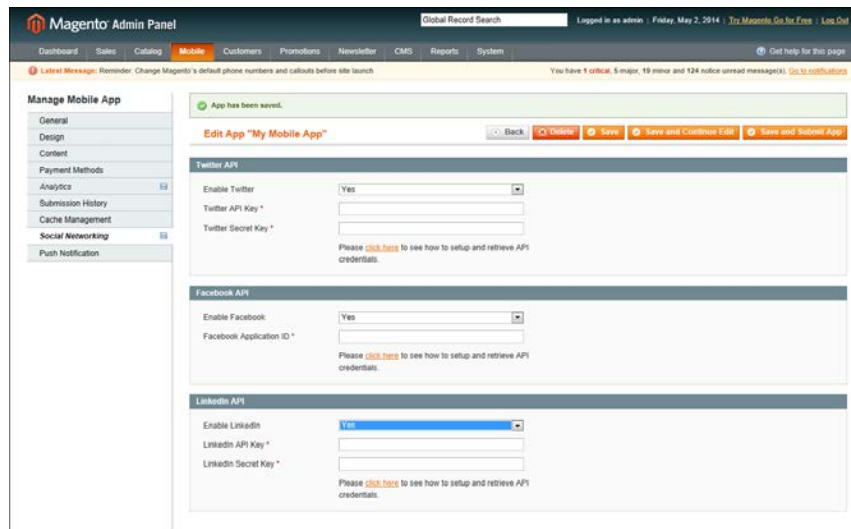
### *Submission History*

- In the panel on the left, select **Cache Management** to set the cache lifetime of the app. To disable the cache, leave the Cache Lifetime field empty.



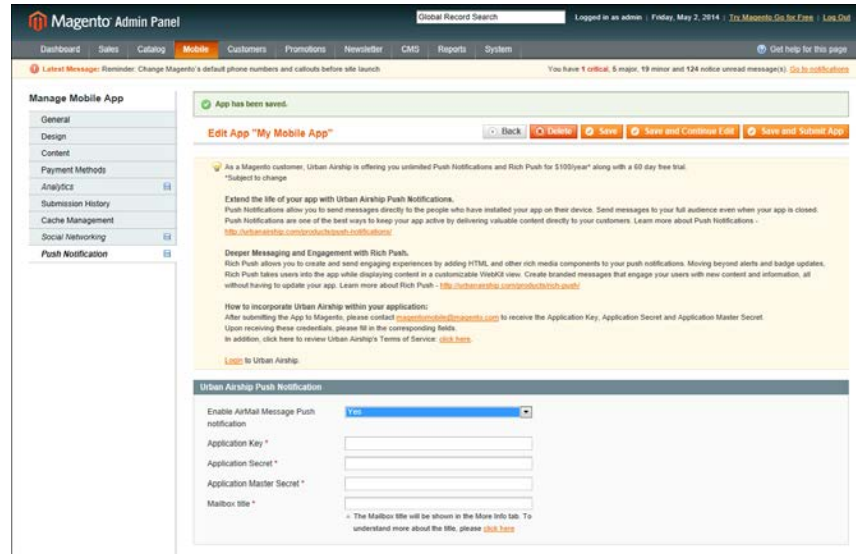
Cache Management

- In the panel on the left, select **Social Networking** to use API to link your app with your accounts on Twitter, Facebook, or LinkedIn.



Social Networking

- In the panel on the left, select **Push Notification** to manage the Urban Airship push notification service. Then, do the following:



### *Push Notification*

You can find more about the AirMail by Urban Airship at <http://urbanairship.com/products/airmail/>.

- a. Read and accept the Urban Airship **Terms of Service**.
- b. Set **Enable AirMail Message Push notification** to “Yes.”
- c. Enter the following Urban Airship account credentials:
  - Application Key
  - Application Secret
  - Application Master Secret

You can request them by sending email to [magentomobile@magento.com](mailto:magentomobile@magento.com) after submitting your application to Magento.

- d. In the **Mailbox title** field, enter the title for your mailbox for the More Info tab.
7. To save the new app, click the **Save** or **Save and Continue Edit** button in upper-right corner.

## Step 4: **Subscribe to a Plan**

To order a subscription for a Magento support plan, visit the [Mobile](#) page on the Magento website. When you purchase a subscription, you will receive the activation

key for your application.

## Step 5: Submit Your App to Magento

1. From the Admin, select Mobile > Manage Apps. Then, select the app you want to submit.
2. In the upper-right corner, click the **Save and Submit App** button.
3. On the Submit App page, under Key, enter the **Activation Key** that you received from Magento.
4. Complete the information in the Submission Fields section, which appears in the app store. The following fields are available:
  - a. In the **Title** field, specify the name of your application. It is shown to the customers, so we recommend choosing a 10-12 character recognizable title.
  - b. In the **Description** field, specify the description of your store. It appears in the App Store.
  - c. In the **Contact Email** field, specify the email address to contact for this application and submission issues.
  - d. The **Price** field is currently unavailable for editing, as only free applications are currently allowed in Magento.
  - e. In the **Country** field select the countries where the application will be available.
  - f. In the **Copyright** field enter your copyright text. It appears in the information section of your application.
  - g. In the **Keywords** fields, enter a comma-separated list of keywords for your application. The field may contain 100 characters maximum. These keywords are matched to users' searches in the application stores.
5. Under **Icons**, do the following:
  - a. In the **Large iTunes Icon** field (or Large Android Market Logo for Android applications), browse for the image that will appear as a large icon of your image in the applications store. You do not need to gradient or soften edges; this is done automatically by Apple. Required size: 512px by 512px.
  - b. In the **Loader Splash Screen** field, browse for the image that will appear first on the screen, while your application is loading. Required size: 320px by 460px. For iPhone applications you can specify a separate image for iPhone retina

screens in the Loader Splash Screen (iPhone 4 retina) field. Required size: 640px by 920px.

- c.** In the **Custom App Icon** field, browse for the image that will be used as your application icon, after the user installation of your application. Recommended size: 57px by 57px at 72 dpi.

  - For iPhone applications you can specify a separate image for iPhone retina screens in the Custom App Icon (iPhone 4 retina) field. Required size: 114px by 114px.
- d.** In the **Copyright Page Logo** field, browse for your logo image, which is displayed on the copyright page of your application. Recommended size: 100px by 100px.

  - For iPhone applications you can specify a separate image for iPhone retina screens in the Copyright Page Logo (iPhone 4 retina) field. Required size: 114px by 114px.
- 6.** In the upper-right corner, click the **Submit App** button.

After you submit your app, you can contact the Magento team, for example by email at [magentomobile@magento.com](mailto:magentomobile@magento.com), to request Urban Airship and/or Flurry credentials, and any other information you need. Placing your application in the app store takes from several hours to several days.

## Managing AirMail

From the Magento Admin, you can create and send AirMail push notification messages, also called push notifications, and AirMail messages to your mobile application users. Push notifications, which are plain text messages, appear to the user when the app is launched. AirMail messages are rich-media, and can include HTML, images, video, and audio.

In Magento, message sending is implemented using the cron job scheduler. By default, it checks for new messages to be sent every five minutes.

### To send a push notification or AirMail message:

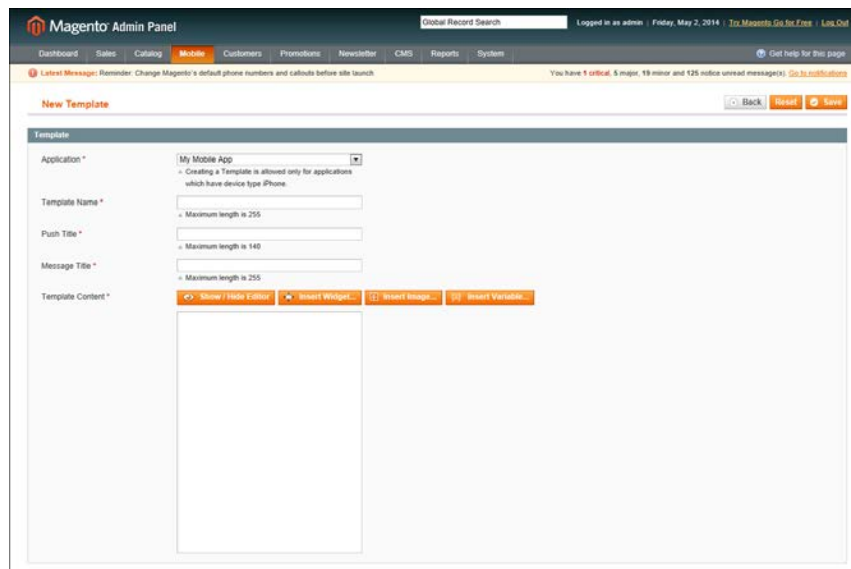
- 1.** Create a template for the message.
- 2.** Add the message to the queue.

You select the message type when adding the message to the queue. When you send the AirMail message, the push notification is sent as well. For example, you can make it something like “You’ve got a new message from YourStore store.” The push notification appears when the user opens your application. The AirMail message is stored in the AirMail application inbox.

## Creating a Message Template

### To create a new message template:

1. On the Admin menu, select **Mobile > Message Templates**.
2. In the upper-right corner, click the **Add New Template** button. Then, complete the fields, as described below.
3. When complete, click the **Save** button.



*Template*

Field	Description
Application	Select the application for which the message template is intended.
Template Name	Specify the template name, maximum 255 characters.
Push Title	Specify the text of the push notification messages that will be sent using this template, maximum 140 characters. When you send the AirMail message, the push notification is sent as well.
Message Title	Specify the title for the AirMail messages, sent using this



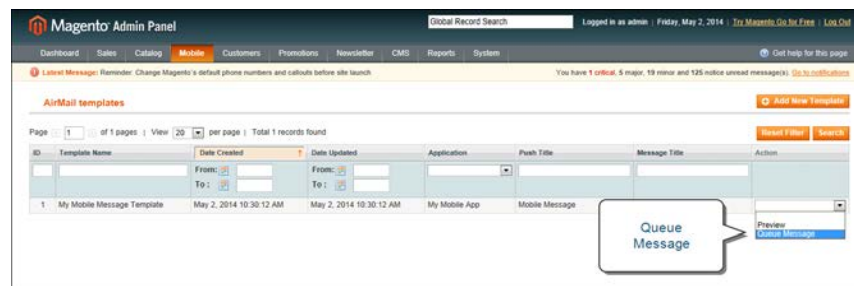
Field	Description
Template Content	<p>template, maximum 140 characters.</p> <p>In this field you can create the content of your AirMail message. To add the content you can use the WYSIWIG editor, or hide the editor and write the HTML code in the text window. You can hide and show the editor using the Show/Hide Editor button.</p> <p>You can insert variables with the store contact information and widgets to your template.</p> <p>To insert a variable, click the corresponding icon in the editor, or click the Insert Variable button if the editor is hidden. Then in the list, click the variable you want to insert.</p> <p>To insert a widget, click the corresponding icon in the editor, or click the Insert Widget button if the editor is hidden. The Insert Widget pop-up window opens, where you need to take several steps to set the widget. When you are finished, click the Insert Widget button in the upper-right corner of the window.</p>

## Message Queue Management

While adding the message to the queue, you have the option of specifying what type of message you will send, a push notification or an AirMail message.

### To add messages to the sending queue:

1. On the Admin menu, select **Mobile > Message Templates**.
2. Select the message template that you want to use. Then, in the **Action** column, select “Queue Message” and complete the following:



*Queue Message*

### Message Type

In the Message Type drop-down menu under Message Settings, select the type of the message you want to

send. It can be Push message or AirMail message.

For Android applications, only push notifications are available.

**Start Date** In the Start Date field, specify the start date and time for sending the message. You can type it manually or select from the calendar by clicking the calendar button. If you leave Start Date empty, the message will be sent immediately after you finish configuration and click Queue Message.

**3.** Under Template, specify the following:

**Push Title** In the Push Title field, you can edit the text of the push notification message, maximum 140 characters. If you intend to send a push notification, and have selected Push message in the Message Type drop-down menu, proceed to the step 4.

**Message Title** In the Message Title field, you can edit the title of the AirMail message, maximum 255 characters.

**Template Content** In the Template Content field, you can make changes in your message template. For more information about editing the template, see the last step of the procedure in “Creating a Message Template.”

**4.** In the upper-right corner, click the **Queue Message** button to add the message to the queue. You are redirected to the AirMail Messages Queue page, the message is added to list with In Queue status.

- To cancel the message transmission, select the message and in the Actions column, select “Cancel.” Canceled messages are not deleted and can be previewed.
- To delete the message from the queue, select the message and in the Actions column, select “Delete.”

## Chapter 26:

# Google Tools

Your store includes a number of tools to help optimize your content, analyze your traffic, and connect your catalog to shopping aggregators. In this chapter, you will learn how to use the following Google tools:

- [Google Merchant Center](#)
- [Google Sitemap](#)
- [Google Analytics](#)

## Google Merchant Center

Google Merchant Center helps you manage Google's shopping tools and services from a single dashboard. In addition to the following services, you can also link Google Analytics to your Merchant Center account.

### [Google Shopping](#)

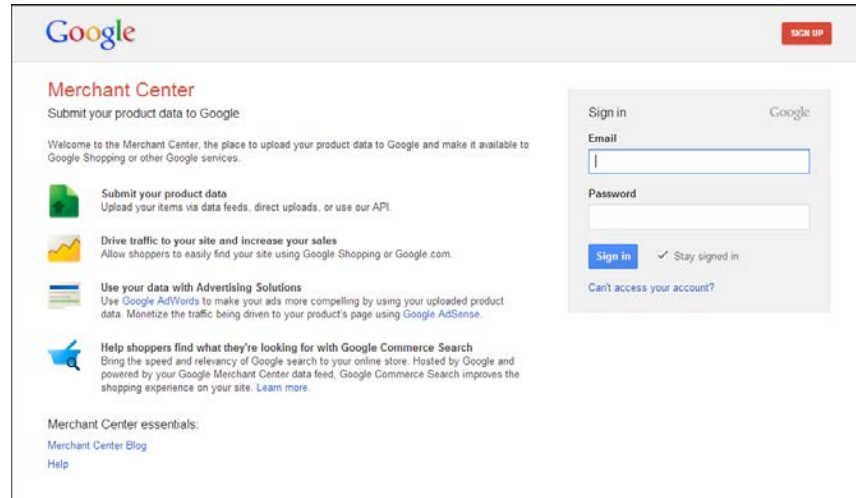
---

Google Shopping is a commercial service that helps shoppers find products on Google, compare products, and connect with merchants.

### [Product Listing Ads](#)

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Your product listings can include rich information, such as product image, price, and merchant name. Whenever a user enters a search query on Google.com that is relevant to an item you are trying to sell, Google will automatically show the most relevant products along with the associated image, price, and product name.



Google

**Merchant Center**  
Submit your product data to Google

Welcome to the Merchant Center, the place to upload your product data to Google and make it available to Google Shopping or other Google services.

- Submit your product data**  
Upload your items via data feeds, direct uploads, or use our API.
- Drive traffic to your site and increase your sales**  
Allow shoppers to easily find your site using Google Shopping or Google.com.
- Use your data with Advertising Solutions**  
Use Google AdWords to make your ads more compelling by using your uploaded product data. Monetize the traffic being driven to your product's page using Google AdSense.
- Help shoppers find what they're looking for with Google Commerce Search**  
Bring the speed and relevancy of Google search to your online store. Hosted by Google and powered by your Google Merchant Center data feed, Google Commerce Search improves the shopping experience on your site. [Learn more.](#)

Merchant Center essentials:  
[Merchant Center Blog](#)  
[Help](#)

Sign in Google

Email

Password

Stay signed in

[Can't access your account?](#)

### *Google Merchant Center Login*

#### **Process Overview:**

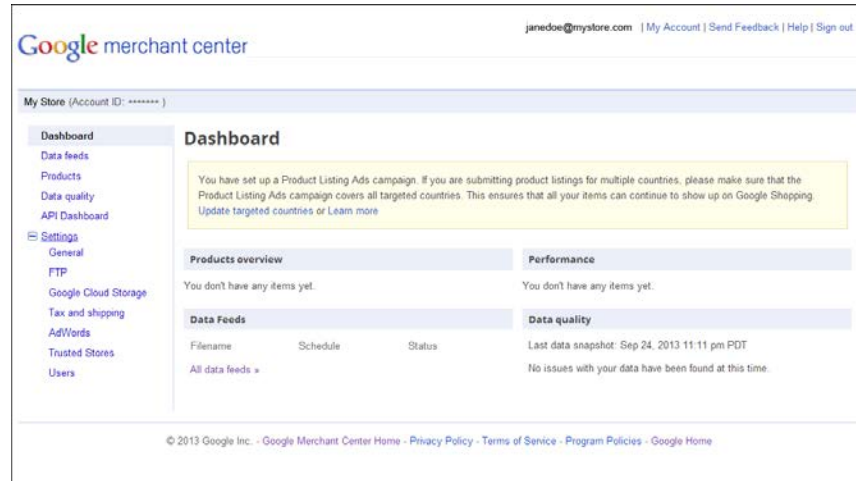
Step 1: Open a Google Merchant Account

Step 2: Verify Your Website URL

Step 3: Claim Your Website URL

## **Step 1: Open a Google Merchant Account**

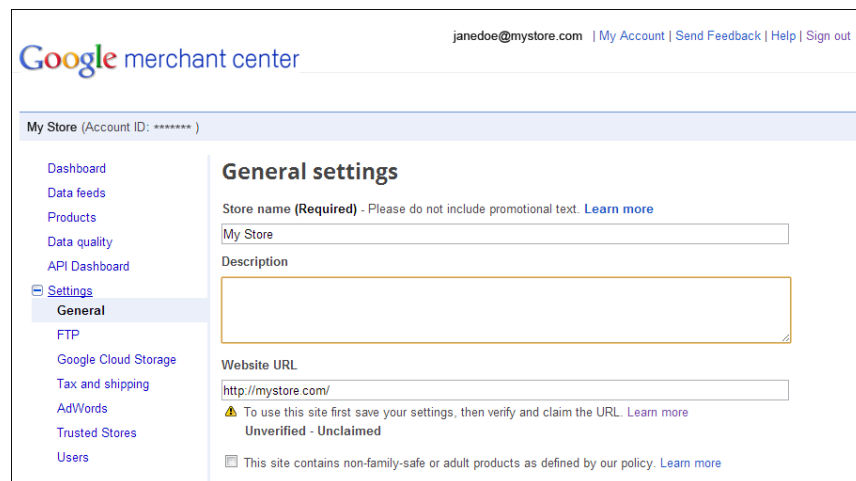
1. Visit the [Google Merchant Center](#), and do one of the following:
  - If you have a Google account, enter your **Email address** and **password**, and click the **Sign In** button.
  - Click the **Sign Up** button, and follow the instructions to create an account.



*Google Merchant Center Dashboard*

2. In the panel on the left, click to expand **Settings**, and select **General**.
3. Enter your **Store name** and **Description**.
4. Enter the full **Website URL** for your store. Depending on your domain, the URL might be formatted as one of the following:
  - **http://mystore.com**
  - **http://www.mystore.com**

At this time, your Website URL is unclaimed and unverified.



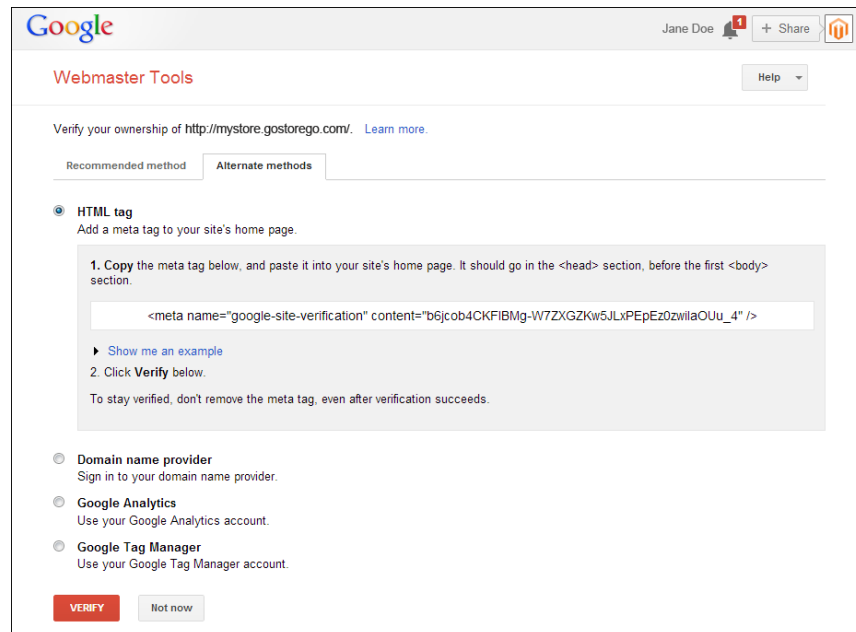
*Website URL Unverified - Unclaimed*

5. Complete the remaining General settings information, and **Save Changes**.

## Step 2: Verify Your Website URL

In this step, you will use Google Webmaster Tools to verify that you have the right to upload product listings from your store.

1. On a new browser tab, go to [Google Webmaster Tools](#). Then, do the following:
  - a. Click the **Add a Site** button. When prompted, enter the URL of your store, and click **Continue**.
  - b. When prompted to verify that you are the owner of the site, click the **Alternate methods** tab.
  - c. Select the **HTML tag** method, and press **Ctrl + C** to copy the meta tag code to the clipboard.



*HTML Meta Tag Code*

1. Return to your store's Admin, and select **System > Configuration**.
2. In the panel on the left, under General, select **Design**. Then, do the following:
  - a. Click to expand the **HTML Head** section.
  - b. Scroll down to the **Miscellaneous Scripts** box and press **Ctrl + V** to paste the verification code from the clipboard.
  - c. When complete, click the **Save Config** button.

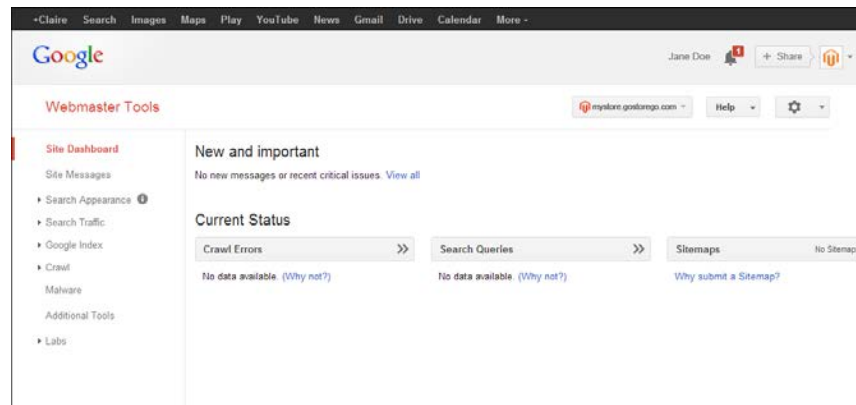
The screenshot shows the 'HTML Head' configuration panel. The 'Miscellaneous Scripts' field contains the following code:

```
<meta name="google-site-verification"
content="b6jco4CKfIBMg-
W7ZxGZKw5JLxPEpEz0zWilaOUu_4" />
```

A callout box labeled 'Site Verification Code' points to this code. Below the code, a note states: 'This will be included before head closing tag in page HTML'. The 'Display Demo Store Notice' dropdown is set to 'Yes'.

*Paste Google Site Verification Code*

- Return to [Google Webmaster Tools](#), and click the **Verify** button. When prompted, click **Continue**. Your site is now verified.

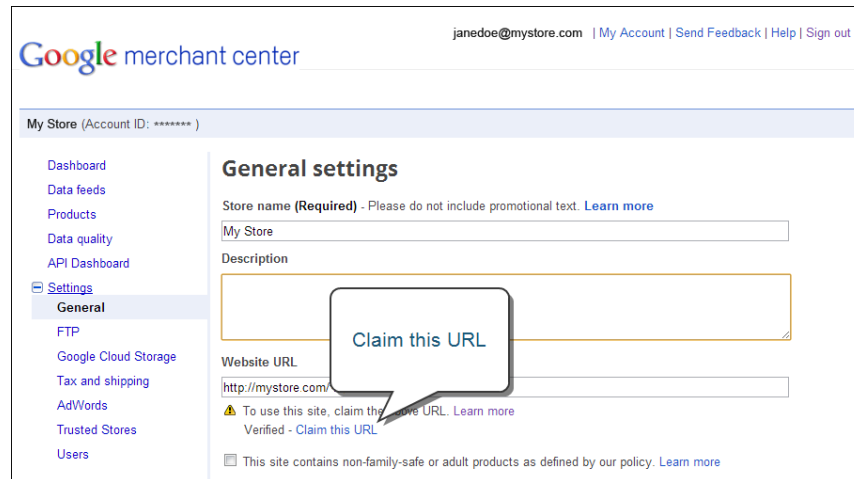


*Google Webmaster Tools - Site Verified*

### Step 3: Claim Your Website URL

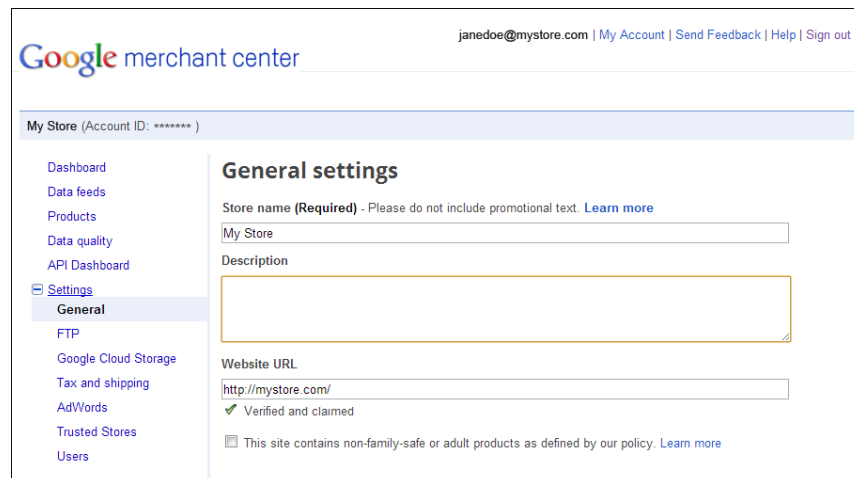
In this final step, you will establish the connection between your site and your Google Merchant account.

1. Return to the Google Merchant Center. The General Settings now show that your site is verified, but not claimed.



*Google Merchant Center- Claim this URL*

2. Click the **Claim this URL** link. Your Website URL is now both verified and claimed.



*Website URL Verified and Claimed*

What next? Now that your site is verified, you can submit a [sitemap](#) to Google. You can also set up a [Google Analytics](#) account, and link it to your Merchant Center Dashboard.



# Google Sitemap

Google Sitemap improves the way your store is indexed by their search engine, and is specifically designed to find pages which might otherwise be overlooked. As with the standard Magento sitemap, Google Sitemap is an index of all the pages on your site. However, unlike the Magento sitemap, the Google Sitemap is not visible to customers.

## Process Overview:

Step 1: Remove any "robots.txt" Restrictions

Step 2: Generate the Sitemap

Step 3: Submit Your Sitemap to Google

Step 4: Restore Previous "robots.txt" Restrictions

## Step 1: Remove any "robots.txt" Restrictions

When first setting up your Google Sitemap, you must provide full access for Google to index your site. If you have a robots.txt file, make sure that it includes the following instruction:

```
User-agent:*  
Disallow:
```

After your sitemap has been successfully submitted to Google, you can restore any instructions to exclude certain locations of your site. If you have not yet set up a robots.txt file, you can do so after you finish the sitemap.

## Step 2: Generate the Sitemap

1. On the Admin menu, select **Catalog > Google Sitemap**.
2. In the upper-right corner, click the **Add Sitemap** button. Then, do the following:
  - a. In the **Filename** field, enter: "sitemap.xml"
  - b. Enter the path to a writable location on your server for the sitemap.
    - To put the sitemap in a folder, enter the path to the folder:  
/sitemaps
    - To put the sitemap at the base path of your store, enter a forward slash: /
  - c. Set **Store View** to the view where the sitemap will be used.

*Configure Google Sitemap*

3. Click the **Save & Generate** button to create the sitemap.

The sitemap appears in the list, with a link to sitemap.xml file. From here, you can do the following:

- To view the sitemap, click the hyperlink in the **Link for Google** column. This is the link that you will later submit to Google.
- To update the sitemap, click the **Generate** link.

### Step 3: Submit Your Sitemap to Google

1. Go to **Google Webmaster Tools** and do one of the following:
  - Log in to your existing account.
  - Create a new account, and log in.
2. Click the **Add a Site** button.

*Add a Site*

3. When prompted to enter your store address, enter the full URL of your store, such as: `http://www.mystore.com`

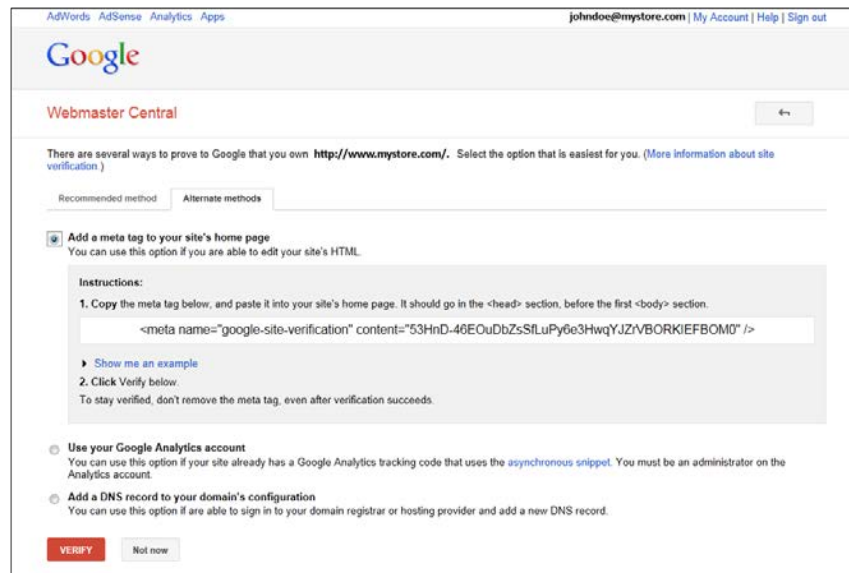
Click the **Continue** button.

4. To verify that you are the owner of the site, click the **Alternate Methods** tab. Then, choose one of the following methods:

- Add a DNS record to your domain's configuration
- Add a meta tag to your site's home page

To verify your site with a meta tag, do the following:

- Open two tabs on your browser; one for Google Webmaster Central, and the other that is logged in to the Admin of your store.
- Follow the instructions on Webmaster Central to copy the full text of the Google site verification meta tag.
- On the Admin menu, select **System > Configuration**. In the Configuration panel on the left, under General, click **Design**.
- In the **HTML Head** section, scroll down to **Miscellaneous Scripts** and paste the site verification meta tag. Then, click the **Save Config** button.
- Return to **Google Webmaster Central**, and click **Verify**.



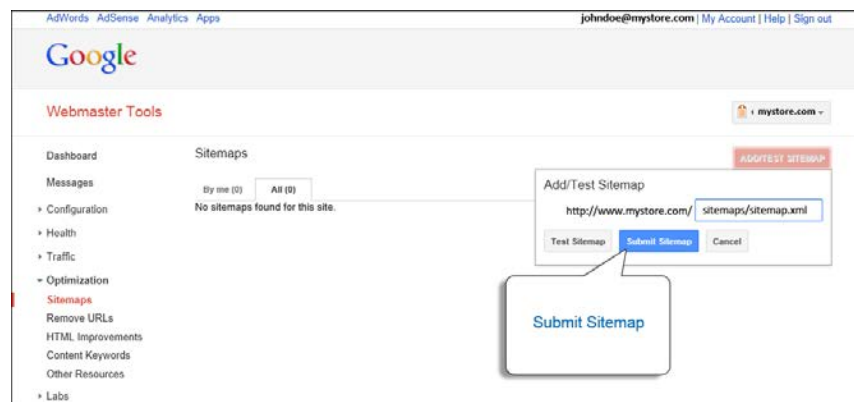
*Google Site Verification*

5. After your site is verified and appears in your Google dashboard, do the following:
- Click the name of your store. Then, click the **Sitemaps** button.
  - In the upper-right corner, click the **Add/Test Sitemap** button.

6. Return to your store Admin, and copy the path to your Google sitemap. If necessary, log back in and do the following:
  - a. Go to **Catalog > Google Sitemap**.
  - b. In the **Link for Google** column, right-click the link to your sitemap. Then on the context menu, click **Copy Shortcut**.
  - c. Open a text editor and paste the link. Then, copy the part of the link that comes after the “dot com.” It looks like this:

```
/media/s4d71280645299/sitemaps/sitemap.xml
```

7. Return to **Google Webmaster Tools** and paste the text into the box to complete the address of your sitemap. Then, click the **Submit Sitemap** button.



*Submit Google Sitemap*

8. Make sure that the link to your sitemap is working correctly, and that your Google dashboard shows the number of pages indexed.

### Step 4: Restore Previous "robots.txt" Restrictions

If you changed your robots.txt file to make it fully accessible, you can now restore the previous instructions to disallow access to certain areas of your site.

## Google Analytics

Google Analytics is a free service provided by Google to help website owners find out more about the traffic on their website and about conversions. Magento supports the following Google Analytics options:

- Page View Tracking** Enables you to see the origin from which your web store visitors linked to your store.
- E-commerce Tracking** Enables you to see which customers make purchases and what they buy.

You can sign up to this service at <https://www.google.com/analytics>. While signing up, a report is displayed showing your new Google Analytics account number in the following format: UA-XXXXXXX-1. Write this number down, because it is required for configuring Google Analytics in Magento.

### To add Google Analytics tracking to Magento:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under Sales, select **Google API**.
2. Click to expand the **Google Analytics** section, and do the following:

Google Analytics		
Enable	Yes	[STORE VIEW]
Account Number	UA-44340010-3	[STORE VIEW]
Enable IP anonymization	Yes	[STORE VIEW]

*Google Analytics*

3. Set **Enable** to “Yes.”
4. In the Account number field, enter the Google Analytics account number, or tracking code that you wrote down when you signed up for the service.

## Google Shopping

Google Shopping gives you the ability to upload product feeds from your catalog so your products can be easily found through Google Search. Any Simple product from your catalog can be uploaded to Google Shopping. The product attributes that are mapped to Google are used as search parameters by customers looking for products. After mapping the product attributes to sync with Google Content attributes, you can create a simple upload from your store to Google Shopping.

Magento Connect has a number of extensions that you can install to establish integration with Google Shopping. Some extensions are free, and others are available for purchase from developers. In addition to Google Shopping, there are many extensions available to integrate your store with shopping sites.

Visit [Magento Connect](#) and read the descriptions and reviews, to help you decide which solution is the best for your store. Then, follow the [instructions to install](#) the extension.



### Google Content API for Shopping

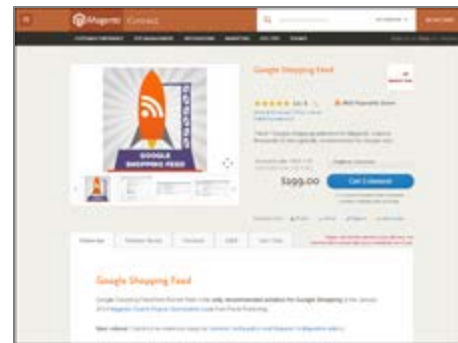
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Magento’s Google Content API for Shopping extension allows developers to migrate their eCommerce stores into the new Google API to ensure that they come up in Google searches.

### Google Shopping Feed

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“The #1 Google Shopping extension for Magento. Used by thousands of sites globally, recommended by Google reps.”





Community

EDITION

# Content Elements







## Chapter 27:

# Mastering Magento CMS

The old adage, “content is king” is more true now than ever before. The term, *content marketing*<sup>1</sup> refers to the art of promoting your products or services by providing valuable information to your customers at no charge. The quality of your content helps distinguish your store from others, increases your visibility to search engines, and provides support to your customers. This soft-sell approach is often more effective than advertising, builds credibility and trust, and can turn your store into a destination.

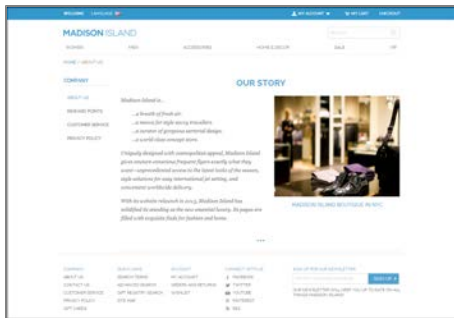
Your content should reflect the branding of your store, and be delivered with your distinctive visual presentation and voice to convey your message. Use pictures to tell a story. Educate, inspire, and entertain. With quality content, sometimes less is more.

Magento Community Edition includes a powerful content management system (CMS) that you can use to create rich content for your store. In this chapter, you will learn how to create new content, and incorporate existing content to create a compelling experience that will bring your customers back to your store for more.

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<sup>1</sup>The art of promoting products or services by providing valuable information at no charge.

# CMS Menu

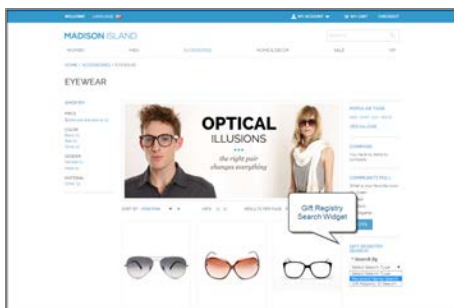
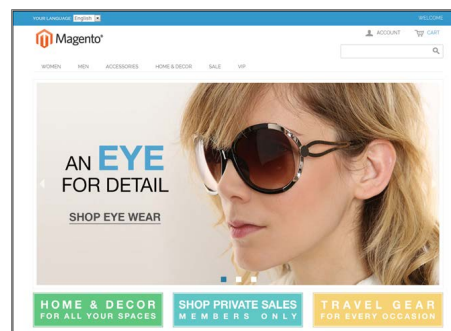


## Static Blocks

The CMS makes it easy to create blocks of content without writing any code. Blocks can contain text, images, and even video, and can be assigned to any part of the page layout.

## Pages

Create pages with text, images, blocks, variables, and widgets, that can be incorporated into the navigation of your store, and linked to other pages.

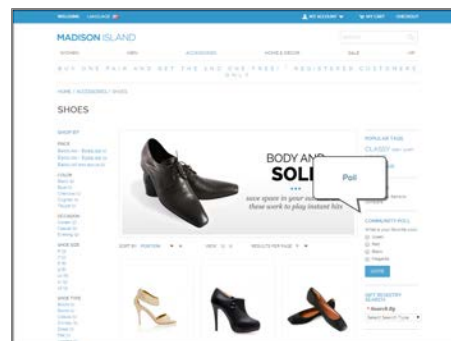


## Widgets

Use the Widget tool to display dynamic data and add blocks, links, and interactive elements most anywhere in your store.

## Polls

Create polls to learn about your customers' opinions and preferences. They're fun to take and see the results!



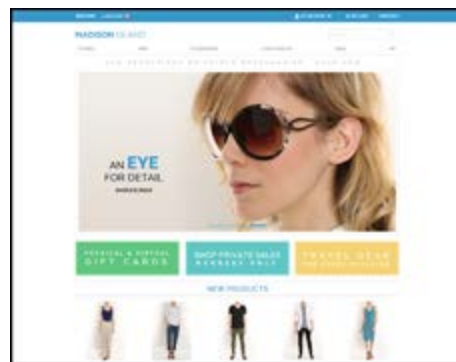
## Chapter 28: Content Pages

All content can be viewed in terms of its shelf life, just as any product in a store. Did you know that the shelf life of social media content is less than twenty-four hours? The potential shelf life of the content you create can help you decide where to invest your resources.

Content with a long shelf life is sometimes referred to as *evergreen content*<sup>1</sup>. Examples of evergreen content include customer success stories, “how to” instructions, and Frequently Asked Questions (FAQ.) Other content is perishable by nature, such as events, industry news, and press releases.

### Core Content

The Magento demo store has examples of core content pages that can help you get started. Take a look at the following pages in your store, to make sure that they convey your message and brand.



#### Home

The demo “Home” page includes a banner, an image carousel, several static blocks with links, and a list of new products.

---

<sup>1</sup>Content that has a long shelf life.

## About Us

The “About Us” page is linked from the footer of your store. You can include images, video, links to press releases and announcements. The sample page has an image on the right, and one of a decorative sort to indicate the end of the page.

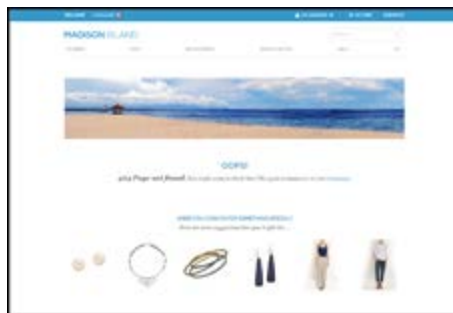


## Customer Service

The “Customer Service” page is another node in the page hierarchy. The two headers on the page have content that only becomes visible when the header is clicked.

## Privacy Policy

Your store’s “Privacy Policy” page should be updated with your own information. As a best practice, your privacy policy should explain to your customers the type of information that your company collects and how it is used.



## Page Not Found

The “404 Page Not Found” page is named for the response code that is returned when a page cannot be found. URL redirects reduce the number of times that this page appears. However, for those times when it is necessary, you might as well take advantage of the opportunity to offer some links to products that the customer might find interesting.

## Enable Cookies

The “Enable Cookies” page appears when visitors to your site do not have cookies enabled in their browsers. The page provides step-by-step, illustrated instructions to enable cookies for the most popular browsers.



## Service Unavailable

The “503 Service Unavailable” page is named for the response code that is returned when the server is unavailable.

# Creating a Page

The process of adding a new content page to your store is essentially the same for any type of page you might want to create. You can include text, images, blocks of content, variables, and widgets.

Don't forget that most content pages are designed to be read by search engines first, and by people second. Keep the needs of each of these two very different audiences in mind when choosing the page title and URL, composing the meta data, and writing the content.

### Process Overview:

- Step 1: Add a New Page
- Step 2: Select the Page Layout
- Step 3: Complete the Content
- Step 4: Complete the Meta Data
- Step 5: Publish the Page

## Step 1: Add a New Page

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Click the **Add New Page** button.
3. In the Page Information section, do the following:

The screenshot shows the 'Page Information' form with the following fields and values:

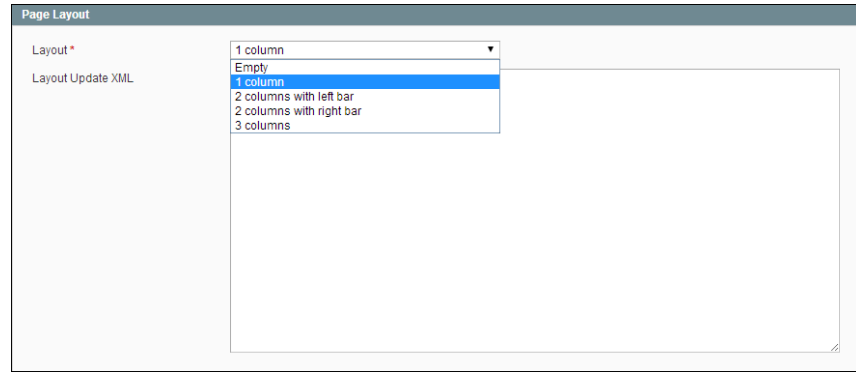
- Page Title \***: Empty text input field.
- URL Key \***: Empty text input field.
- Store View \***: A dropdown menu with a blue plus icon, currently showing a list of store views: 'All Store Views', 'Main Website', 'Madison Island', 'English', 'French', and 'German'.
- Status \***: A dropdown menu set to 'Enabled'.

*Page Information*

- a. Enter a **Title** for the new page.
  - b. Enter a **URL Key** for the page that is based on the Title. It should be all lowercase characters, with hyphens instead of spaces.  
  
The URL Key is added to the base URL for your store, to create the online address for the page.
  - c. In the **Store View** list, select each view where this page will be available.
  - d. Set **Status** to “Disabled.” (This will be changed when the page is ready to publish.)
4. With the required fields complete, click the **Save and Continue Edit** button.

## Step 2: Select the Page Layout

1. In the Page Information panel on the left, select **Design**.
2. In the Page Layout section, set **Layout** to one of the following:
  - 1 column
  - 2 columns with left bar
  - 2 columns with right bar
  - 3 columns

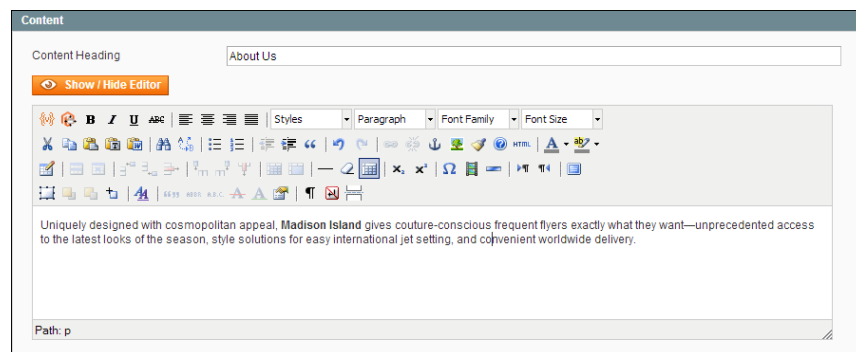
*Page Layout*

### Step 3: Complete the Content

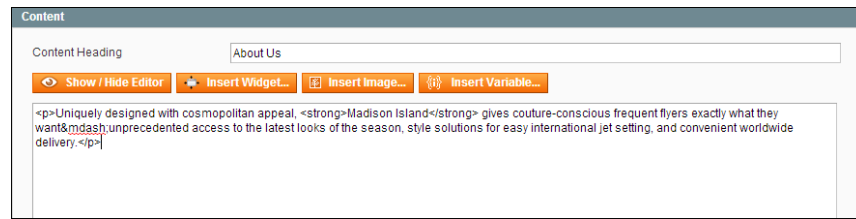
1. In the Page Information panel on the left, select **Content**.
2. In the **Content Heading** box, type the text you want to appear as the main heading at the top of the page.

Complete the remaining content, as you want it to appear in the main content column, according to the page layout selected. The content can include text, images, variables, and widgets with dynamic data.

3. Click the **Show / Hide Editor** button to display the WYSIWYG editor. You can format the text with the toolbar buttons.

*WYSIWYG Editor*

4. Click the **Show / Hide Editor** button again to return to the HTML mode. You can work in either mode that you prefer.

*HTML Mode*

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

#### Step 4: Complete the Meta Data

1. In the panel on the left, select **Meta Data**.
2. Complete the **Keywords** and **Description** for the page. This information is used by search engines to index the page.

#### Step 5: Publish the Page

1. In the panel on the left, select **Page Information**.
2. Set **Status** to “Published.”
3. Click the **Save Page** button.

When the page is complete, it can be added to the navigation of your store, linked to other pages, or added as a link in the footer.

## Using the Editor

The WYSIWYG editor gives you the ability to enter and format while working in a “What You See Is What You Get” view of the content. If you prefer to work directly with the underlying HTML code, you can easily change modes. The editor can be used to create content for pages, blocks, and product descriptions. When working in the product catalog, the editor is accessed by clicking the WYSIWYG Editor button.

For a complete list of toolbar buttons, see the [Editor Toolbar](#) in the appendix of this guide.



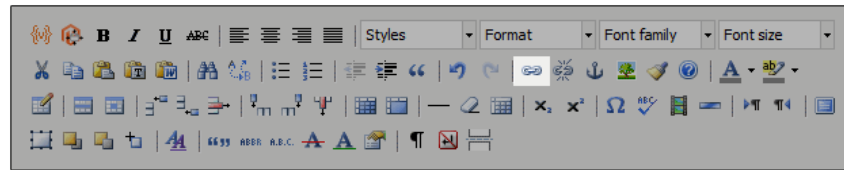
*Editor Toolbar*

## Inserting a Link

The easiest way to insert a link is to use the Link button in the editor toolbar. It doesn't require any knowledge of HTML and the result is the same.

### To insert a link:

1. Highlight the text where you want to create the link. Then, in the editor toolbar, click the **Link** button.

*Link Button*

2. In the **Link URL** field, enter one of the following:
  - The **URL Key** of a page in your store.
  - The full **URL** of an external page to be linked.
3. Set **Target** to one of the following:
  - Open link in the same window
  - Open in a new window
4. In the **Title** field, enter the tooltip text that appears when someone hovers over the link.
5. Click the **Insert** button to create the link.

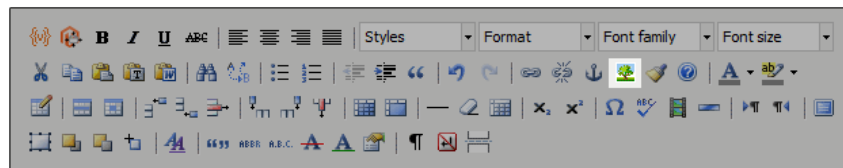
## Inserting Images

From the editor, you can insert an online image that resides on another server, or display an image that has been uploaded to your store's Media Storage library.

### Method 1: Link to an Online Image

Use this method to link to an image that is available online, but resides on another server. You must have the full URL of the image to complete the process.

1. Click the **Show / Hide Editor** button to work in WYSIWYG mode.
2. Position your cursor where you want the image to appear.
3. On the Editor toolbar, click the **Insert Image** button.

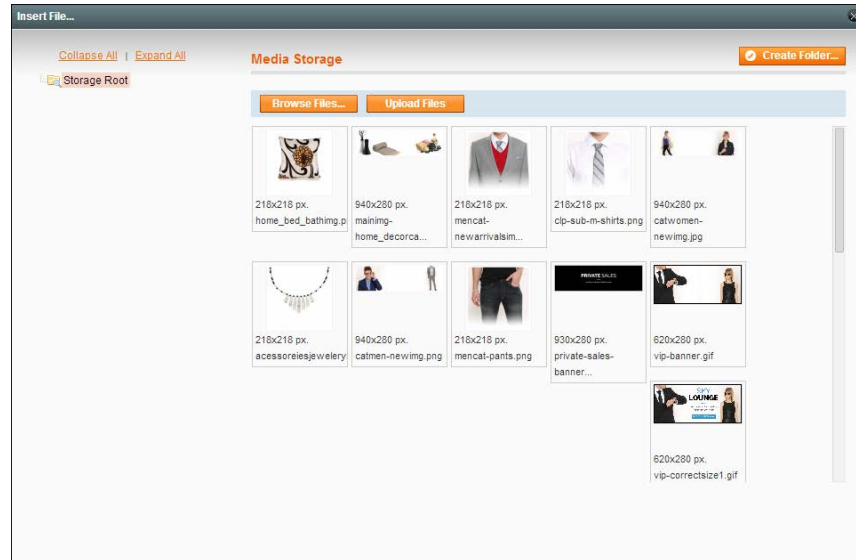


*Insert Image Button*

4. Then, do the following:
  - a. In the **Image URL** field, paste the full Web address to the image.
  - b. In the **Image Description** field, write a brief description of the image.
  - c. In the **Title** field, write a relevant title for the image.
5. Click the **Insert** button to complete the process.

### Method 2: Link to an Image in Media Storage

1. If necessary, click the **Show / Hide Editor** button to display the code.
2. Position the cursor where you want the code to be inserted. Then, click the **Insert Image** button.
3. Select the image that you want to use, and click the **Insert File** button.



*Media Storage*

4. To view the image in WYSIWYG mode, click the **Show / Hide Editor** button.

## Adding a Widget

The **Widget** tool can be used to add a variety of content elements to the page, including links to any content page or node, product, or category. Links can be positioned on the page by block reference or incorporated directly into CMS content and email templates. You can create links to the following four types of content:

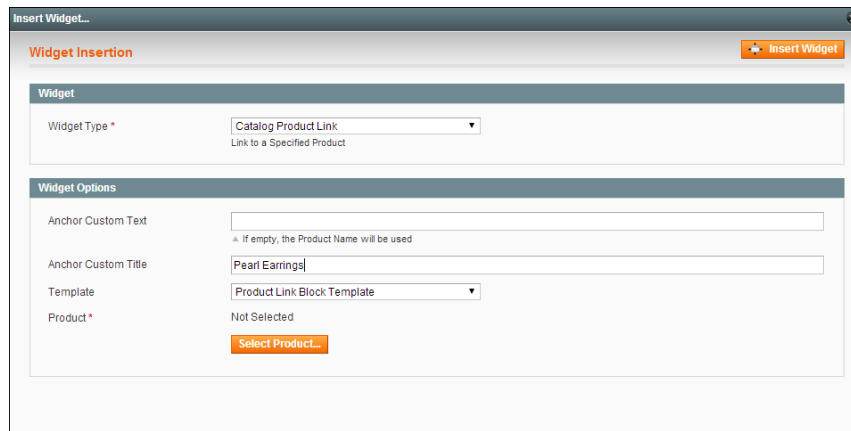
- CMS Pages
- Catalog Categories
- Catalog Products

Links can be displayed as a block, or used inline and incorporated into existing text. By default, a link inherits its style from the location (**block reference**) according to the style sheet (styles.css) of the theme.

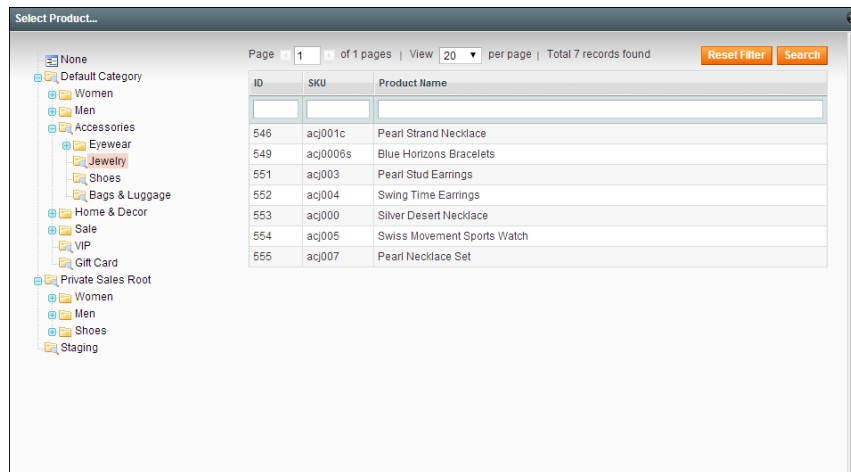
### To add a widget to a page:

1. Open the CMS page to be edited. Then, in the panel on the left, select **Content**.
2. Position the cursor in the HTML code where you want to place the link.
3. Click the **Insert Widget** button. Then, do the following:

- a. When prompted, select the **Widget Type**. In this example, we insert a link to a product.
- b. You can leave the **Anchor Custom Text** field empty to use the product name.
- c. Enter a **Anchor Custom Title** for best SEO practice. (The title isn't visible on the page.)
- d. Set **Template** to one of the following:
  - To incorporate the link into text, select “Product Link Inline Template.”
  - To place the link on a separate line, select “Product Link Block Template.”

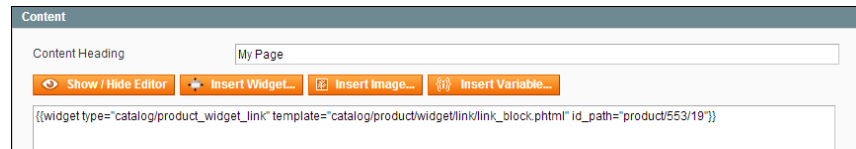


- 4. Click the **Select Product** button, and do the following:
  - a. In the tree, navigate to the category you want.
  - b. In the list, click the product that you want to include in the link.



*Select the Product*

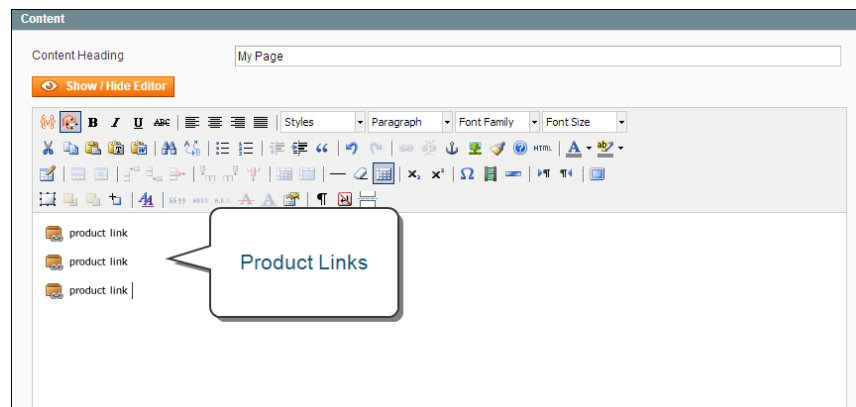
- c. Click the **Insert Widget** button to place the link on the page. The link **markup tag** is enclosed in double curly braces.



*Widget Link Code*

5. Click the **Show / Hide Editor** button to see the link in WYSIWYG mode.

Now you can continue editing the page, and incorporate the links into the rest of the content.



*Widget Links on CMS Page*





## Chapter 29: Static Blocks

A block is a modular unit of content that can be positioned most anywhere on the page. CMS Static blocks are used to create modular chunks of content that can be incorporated into other blocks and pages.

### CMS Static Blocks

---

Magento Community Edition's content management system (CMS) makes it easy to create blocks of content without writing any code. Blocks can contain text, images, and even video, and can be assigned to any part of the page layout.

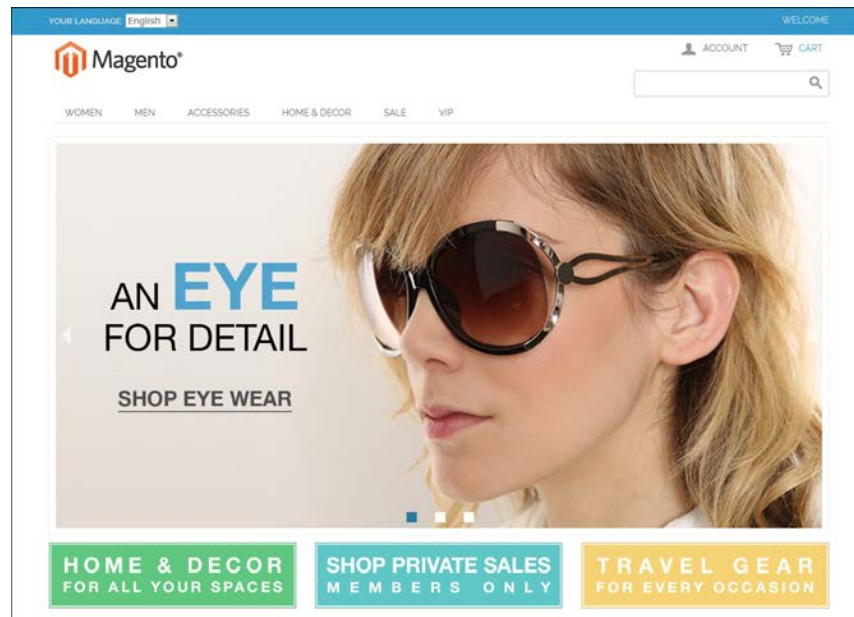
### Positioning Blocks

---

Blocks can also be defined and positioned by entering XML code in the Layout Update box on the target page. Custom CMS blocks can also be referenced and positioned without writing any code by using the Widget tool.

## Creating a Static Block

Custom, static blocks of content can be added to any page, group of pages, or even to another block. The carousel image slider on the home page of the demo store is generated by code that is placed in a static block. The three smaller blocks below are also static blocks that link to other pages. Although they look like graphic images, they are actually defined using HTML and CSS.



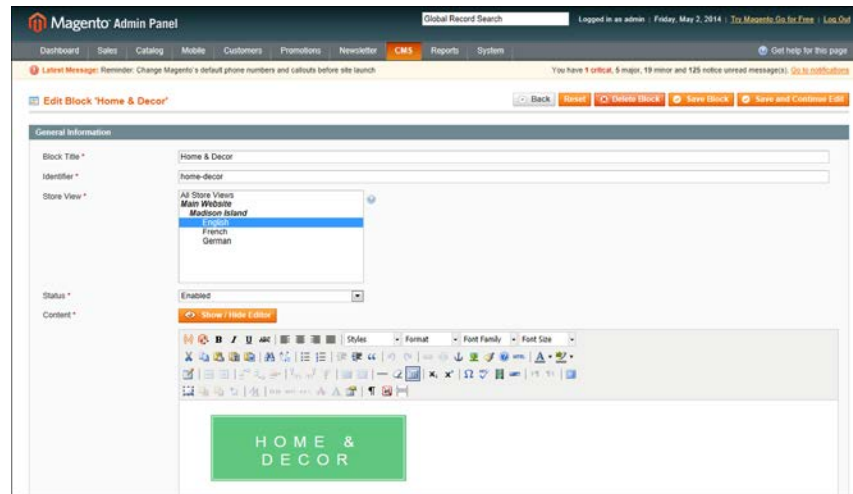
*Static Blocks on Home Page*

### To create a block:

1. On the Admin menu, select **CMS > Static Blocks**.
2. In the upper-right corner, click the **Add New Block** button. Then, do the following:
  - a. Assign a descriptive **Block Title**.
  - b. Assign a unique **Identifier** to the block. Use all lowercase characters, with underscores instead of spaces. The identifier is used for internal reference.
  - c. Select the **Store View(s)** where this content block will be visible.
  - d. Set **Status** to “Enabled” to make the block visible in the store.
  - e. Complete the **Content** for the block. You can use the Editor to format text, create links and tables, add images, video, and audio.



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



*General Information*

## Positioning Blocks

The code that controls the page layout and placement of blocks is written in XML. You may have noticed references to XML Page Layout Updates throughout the Admin of your store. Every product, category, and piece of content—whether it’s a page, block, banner, or app—has a section where you can update the XML code that controls the positioning of the item.

## Block References

The selection of available block references that is available varies by page type, and whether the customer is logged in, or is visiting the as a guest.

Widgets make it easy to position a block at a specific place on the page, and even for a specific product or category. You can select each option from a list, rather than trying to remember all of the possible combinations.

## Category and CMS Pages

Block Reference	Position
Breadcrumbs	The navigation aid at the top of many pages that shows your current location as a link. Any additional content placed in the Breadcrumbs reference floats to the right of the breadcrumbs, if displayed.

Block Reference	Position
Left Column	Content is added to the left column.
Main Content Area	Content is added to the main content area.
My Cart Extra Actions	Content appears below the Cart Subtotal in the My Cart popup located within the top link.
Navigation Bar	Content appears below the main navigation bar.
Page Bottom	Content appears at the bottom of the page.
Page Footer	Content appears above the footer of the page.
Page Header	Content appears below the header of the page.
Page Top	Content appears at the top of the page.
Right Column	Content appears in the right column.
Store Language	Content appears in the upper-left corner of the header.

## Product Page

Block Reference	Position
Alert URLs	Content appears below the title of the product on the product detail page.
Bottom Block Options Wrapper	If custom options are added, content appears below the Add to Cart button.
Breadcrumbs	Content appears to the right of breadcrumbs—the navigation aid that provides links as a path—that's showcased below the navigation bar.
Info Column Options Wrapper	If a custom options are added, content appears to the right. The same location applies to configurable options.
Left Column	Content appears below the left column blocks.
Main Content Area	Content appears below the main content area.
My Cart Extra Actions	Content appears below the Cart Subtotal in the My Cart popup located within the top link.
Navigation Bar	Content appears below the main navigation bar.
Page Bottom	Content appears at the bottom of the page.

<b>Block Reference</b>	<b>Position</b>
Page Footer	Content appears above the footer of the page.
Page Header	Content appears below the header of the page.
Page Top	Content appears at the top of the page.
PayPal Express Checkout (Payflow Edition) Shortcut Wrapper	If the PayPal payment method is enabled, content appears below the PayPal buy button.
PayPal Express Checkout Shortcut Wrapper	If the PayPal payment method is enabled, content appears below the PayPal buy button.
Product Tags List	Content appears below the products tag bar.
Product View Extra Hint	Content appears below the main top price of the product.
Right Column	Content appears below the right column blocks.
Store Language	Content appears to the right of the language chooser.
Tags List Before	Content appears above the Add Your Tags field.





## Chapter 30: Widgets

A widget is a snippet of code that makes it possible to display a wide range of content, and place it at specific block references in your store. Many widgets display real-time, dynamic data, and create opportunities for your customers to interact with your store. The Widget tool makes it easy to place existing content, such as blocks, banners, and interactive elements most anywhere in your store.

In addition, the widget code that you generate can be easily incorporated into other content directly from the editor. Here are a few ways you can use widgets:

- Landing pages for marketing campaigns
- Dynamically update information such as recently viewed items
- Promotional images at specific locations in your store
- Interactive elements and action blocks, such as external review systems, video chats, voting, and subscription forms
- Navigation elements such as tag clouds, rotating banners, and catalog image sliders
- Dynamic elements that can be easily configured and embedded with content

# Widget Types

## [CMS Page Link](#)

---

Displays a link to a selected page. Allows you to specify custom text and title. When the link is complete, it can be used in content pages and blocks.

## [CMS Static Block](#)

---

Displays a block of content at a specific location on a page.

## [Catalog Category Link](#)

---

Displays a link to a selected catalog category. Allows you to specify custom text and a title. Two templates are available: inline and block. When the link is complete, it can be used in content pages and blocks.

## [Catalog New Products List](#)

---

Displays a block of products which have been designated as new, for the duration of time specified in the product record.

## [Catalog Product Link](#)

---

Displays a link to a selected catalog product. Allows you to specify custom text and a title. Two templates are available: inline and block. When the link is complete, it can be used in content pages and blocks.

## [Orders and Returns](#)

---

The Orders and Returns widget gives customers the ability to submit their own requests for return merchandise authorization.

## [Recently Compared Products](#)

---

Displays the built-in block of recently compared products. You can specify the number of products included, and format them as a list or product grid.

## [Recently Viewed Products](#)

---

Displays the built-in block of recently viewed products. You can specify the number of products included, and format them as a list or product grid.

## Creating a Widget

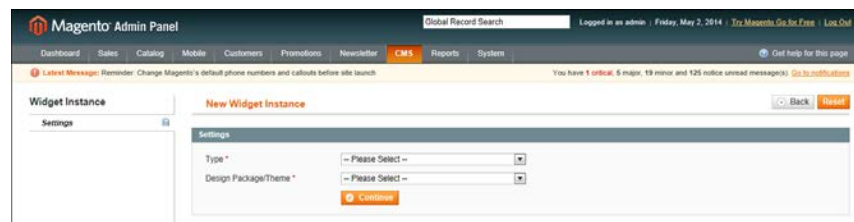
The process of creating a widget is nearly the same for each type. You can follow the first part of the instructions, which is the same for all types, and then complete the last part that is specific to the type of widget you want to create.

### Process Overview:

- Step 1: Choose the Widget Type
- Step 2: Specify Where It Goes
- Step 3: Complete the Widget Options
- Step 4: Check It Out!

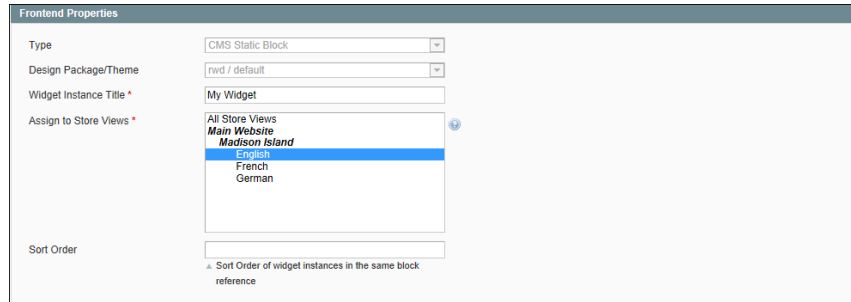
### Step 1: Choose the Widget Type

1. On the Admin menu, select **CMS > Widgets**.
2. Click the **Add New Widget Instance** button. Then, do the following:
  - a. In the Settings section, select the **Type** of widget you want to create.
  - b. Select the **Design Package/Theme** that will be used with the widget.
3. Click the **Continue** button.



*Widget Settings*

4. In the Frontend Properties section, do the following:

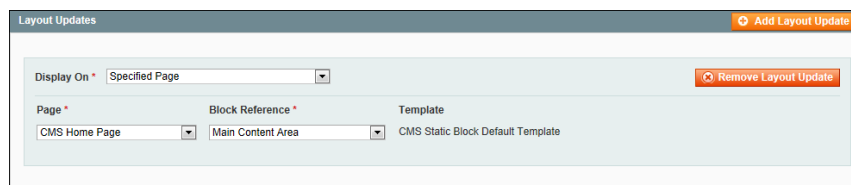


*Frontend Properties*

- a. In the **Widget Instance Title** field, enter a descriptive title for the widget. This title is for internal use only, and won't be visible to your customers.
- b. Set **Assign to Store Views** to “All Store Views,” or to the view where the widget to be available. To select more than one, hold the Ctrl key down, and select each option.
- c. Enter a number in the **Sort Order** field to determine the order of the block when listed with others in the column. The top position is zero.

### Step 2: Specify Where It Goes

1. In the Layout Updates section, click the **Add Layout Update** button.
2. Set **Display On** to the type of category or product page where you want the widget to appear.
3. In the **Block Reference** list, select the block or section of your page layout where you want the widget to appear.



*Layout Updates*

If the widget is a link, set **Template** to one of the following:

Block Template	Formats the content so it can be placed as standalone unit on the page.
----------------	---



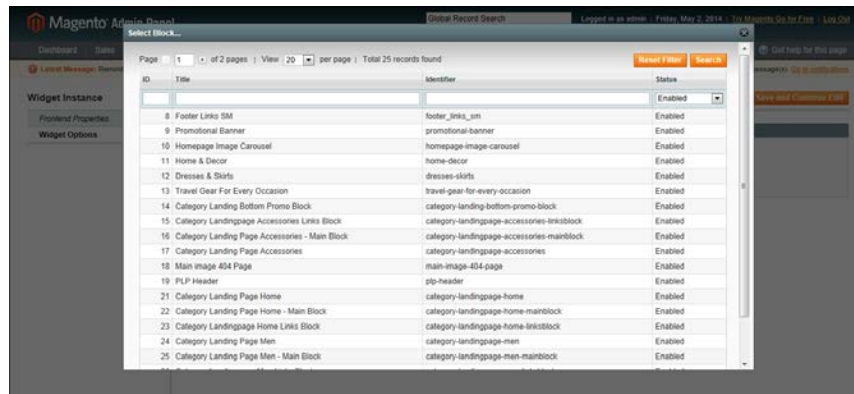
**Inline Template** Formats the content so it can be placed inside other content. For example, a link that goes inside a paragraph of text.

4. Click **Save and Continue Edit** to save your changes and continue editing.

### Step 3: Complete the Widget Options

The options for each type vary slightly, but the process is essentially the same. The following instructions show how to place a CMS Static Block.

1. In the panel on the left, select **Widget Options**.
2. Click the **Select Block** button.
3. In the list, click to select the block you want to place.



*Select Block*

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

The widget appears in the Manage Widget Instances list.

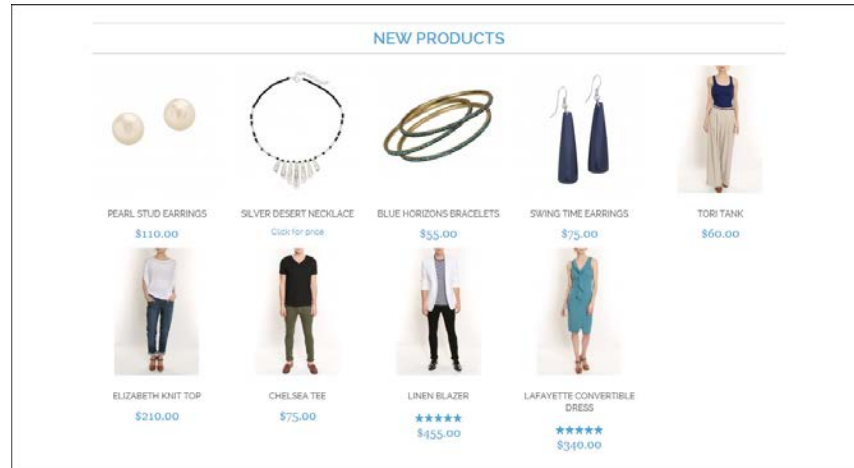
5. When prompted, follow the instructions at the top of the workspace to update the cache, as needed.

### Step 4: Check It Out!

Return to your storefront to verify that the block is in the correct location. To move the block to a different location, you can reopen the widget and try a different page or block reference.

## New Products List

The list of new products is an example of dynamic content, and consists of live data that is pulled from your product catalog. By default, the “New Products” list includes the first eight of the most recently added products. However, it can also be configured to include only products within a specified date range.



*New Products List on Home Page*

### Process Overview:

- Step 1: Set the Date Range for Each Product
- Step 2: Create a Working Copy of the Widget
- Step 3: Select the Location for the List
- Step 4: Configure the List
- Step 5: Preview Your Work

### Step 1: Set the Date Range for Each Product

To make a product appear in the list by date range, the dates must be specified in the product record. The product then appears in the New Products list during the date range specified.

1. On the Admin menu, select **Catalog > Manage Products**.
2. Find the product you want to feature, and open the record. Then, do the following:

- a. In the **Set Product as New From Date** field, click the calendar button and select the first date that you want the product to be featured.
- b. In the **Set Product as New To Date** field, click the calendar button and select the last date that you want the product to be featured.

The screenshot shows the Magento Admin interface for editing a product. The 'Set Product as New' section is highlighted, showing a calendar for April 2014. The 'Set Product as New From Date' field is set to 4/1/2014. The 'Set Product as New To Date' field is currently empty, and a callout box with the text 'Enter Date Range' points to it. Other fields include Short Description, SKU, Weight, Status, URL Key, Visibility, Country of Manufacture, and Enable RMA.

*"Set Product As New " Date Range*

3. When complete, click the **Save** button.
4. When you are prompted to reindex and refresh the page cache, click the links at the top of the workspace, and follow the instructions.

The product will now appear in the New Products list during this date range. Repeat this step for each product that you want to feature.

## Step 2: Create a Working Copy of the Widget

The code that determines the content of the list and its placement in your store is generated by the Widget tool. To create your own working copy of the New Products list, simply save a copy of the existing widget. Your working copy is a new "instance" of the widget, and any changes you make will not affect the original.

1. On the Admin menu, select **CMS > Widgets**.
2. In the upper-right corner, click the **Add New Widget Instance** button.
3. In the Settings section, do the following:

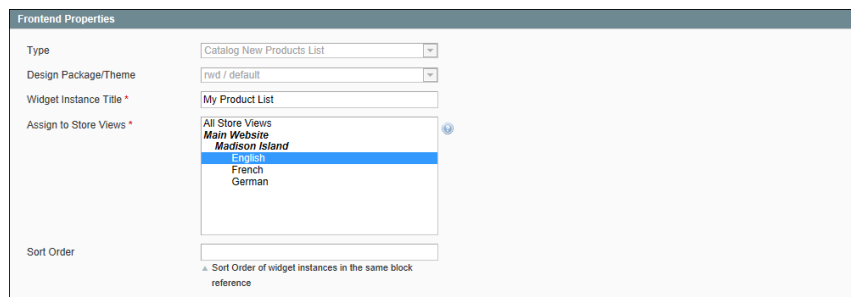
- a. Set **Type** to “Catalog New Products List.”
  - b. Select the **Design Package/Theme** that is used by the store.
4. Then, click the **Continue** button.



*Widget Type*

5. In the Frontend Properties section, complete the following fields:

- |                       |   |
|-----------------------|---|
| Widget Instance Title | Enter a descriptive title for your widget. This title is visible only from the Admin.   |
| Assign to Store Views | Select the store views where the widget will be visible. You can select a specific store view, or “All Store Views.”  |
| Sort Order            | (Optional) Enter a number to determine the order this items appears with others in the same part of the page. (0 = first, 1 = second, 3= third, and so on.) |



*Widget Frontend Properties*

### Step 3: Select the Location for the List

1. In the Layout Updates section, click the **Add Layout Update** button. Then, do the following:
  - a. Set **Display On** to “Specified Page.”
  - b. Set **Page** to “CMS Home Page.”
  - c. Set **Block Reference** to “Main Content Area.”

- d. Set **Template** to one of the following:
- New Product Lists Templates
  - New Products Grid Template

*Layout Updates*

2. Click the **Save and Continue Edit** button to save your changes.

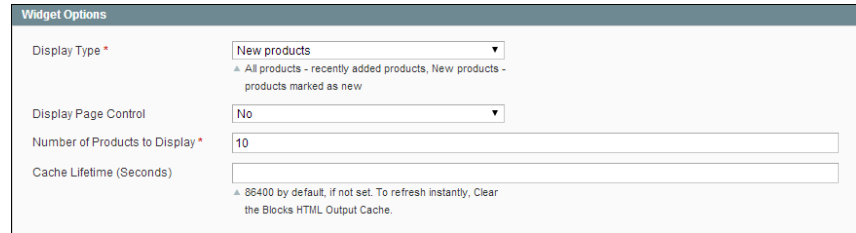
### Step 4: Configure the List

1. In the panel on the left, select **Widget Options**. Then, do the following:
2. Set **Display Products** to one of the following:

All Products                      Lists products in sequence, starting with those most recently added.

New Products                      Lists only the products which are identified as “New.” A product is considered to be new during the date range specified in the “Set Product As New From” date and “Set Product As New To” date. fields of the product. The list will be blank if the date range expires and no additional products have been set as “New.”

3. Complete the remaining information as follows:
  - a. To provide navigation control for lists with multiple pages, set **Display Page Control** to “Yes.” Then, in the **Number of Products per Page** field, enter the number of products you want to appear on each page.
  - b. Set **Number of Products to Display** to the number of new products you want to include in the list. The default setting is 10.
  - c. In the **Cache Lifetime (Seconds)** field, select how often you want to refresh the list of new products. By default, the cache is set to 86400 seconds, or 24 hours.



The screenshot shows a 'Widget Options' configuration panel. It contains the following fields and options:

- Display Type \***: A dropdown menu with 'New products' selected. Below it, a tooltip reads: '▲ All products - recently added products, New products - products marked as new'.
- Display Page Control**: A dropdown menu with 'No' selected.
- Number of Products to Display \***: A text input field containing the number '10'.
- Cache Lifetime (Seconds)**: An empty text input field. Below it, a tooltip reads: '▲ 86400 by default, if not set. To refresh instantly, Clear the Blocks HTML Output Cache.'

### *Widget Options*

4. When complete, click the **Save** button.
5. When prompted to refresh the cache, click the link in the message at the top of the workspace, and follow the instructions.

## **Step 5: Preview Your Work**

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Find the published page in the list, where you placed the New Products list. Then, in the **Action** column, click the **Preview** link.



## Chapter 31: Variables

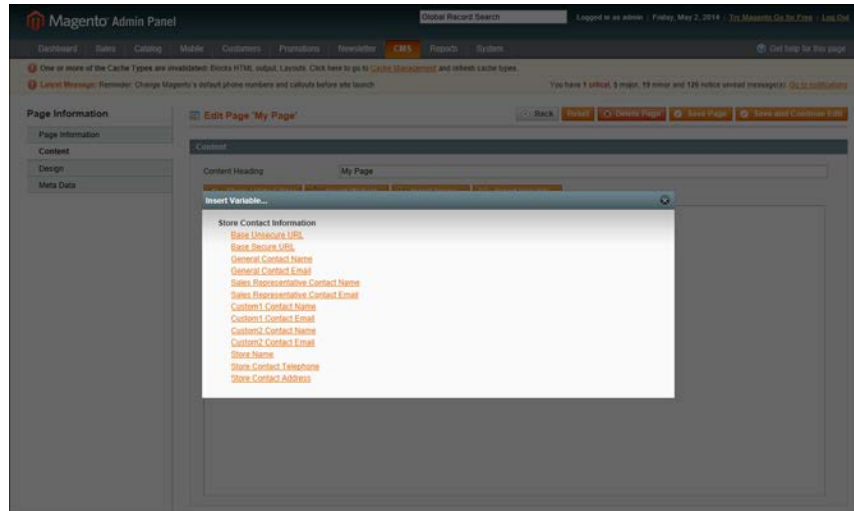
Variables are reusable pieces of information that can be created once and used in multiple places, such as email templates, blocks, and content pages. Your Magento store includes a large number of predefined attributes, and also gives you the ability to create your own custom variables.

### Predefined Variables

Predefined variables are easy to add to content pages, blocks, and email templates.

#### To add a variable to a page:

1. On the Admin menu, select **CMS > Pages > Manage Content**. Then, click to open the page.
2. In the Page Information panel on the left, select **Content**. Then from the editor, do one of the following:
  - Click the **Insert Variable** button.
  - If you prefer to work with the code, click the **Show / Hide Editor** button.
3. Position the insertion point in the text where you want the variable to appear. Then, click the **Insert Variable** button.
4. In the list of available store contact variables, click the one you want to use.



*Insert Variable*

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

### To add a variable to a block:

1. On the Admin menu, select **CMS > Static Block**. Then, click to and open the block.
2. From the editor, do one of the following:
  - Click the **Insert Variable** button.
  - If you prefer to work with the code, click the **Show / Hide Editor** button.
3. Position the insertion point in the text where you want the variable to appear. Then, click the **Insert Variable** button.
4. In the list of available variables, click to select the one you want to use.
5. When complete, click the **Save Block** button.

### To add a variable to an email template:

1. On the Admin menu, select **System > Transactional Emails**.
2. Do one of the following:
  - Click to edit a predefined template.
  - Click the **Add New Template** button to create a new one.



3. In the **Template Content** box, position the insertion point where you want the variable to appear. Then, click the **Insert Variable** button.
4. In the list of available variables, click to select the one you want to use.
5. When complete, click the **Save Template** button.

## Predefined Variables

### Store Contact Variables

Store Contact Information  
 Base Unsecure URL  
 Base Secure URL  
 General Contact Name  
 General Contact Email  
 Sales Representative Contact Name  
 Sale Representative Contact Email  
 Custom 1 Contact Name  
 Custom 1 Contact Email  
 Custom 2 Contact Name  
 Custom 2 Contact Email  
 Store Name  
 Store Contact Telephone  
 Store Contact Address

## Custom Variables

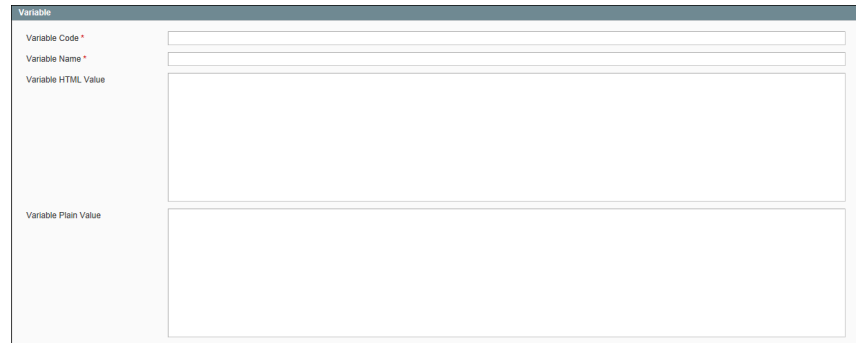
If you know a little basic HTML, you can create custom variables and incorporate them into pages, blocks, banners, and email templates. When a variable is inserted into HTML, it is formatted as a markup-tag, and enclosed in double curly braces.

```
{{CustomVar code= "store_hours"}}
```

### To create a custom variable:

1. On the Admin menu, select **System > Custom Variable**.
2. Click the **Add New Variable** button.
3. Enter an identifier in the **Variable Code** field. Use all lowercase characters, without spaces.

4. Enter a **Variable Name**, which is used for internal reference. Then, do one of the following:
  - In the **Variable HTML Value** text field, enter any content you want to include, using basic HTML tags. This option allows you to format the value.
  - In the **Variable Plain Value** field, enter the variable value as plain text.

The image shows a web form titled "Variable" with a dark header bar. On the left side, there are four labels: "Variable Code \*", "Variable Name \*", "Variable HTML Value", and "Variable Plain Value". Each label is followed by a corresponding input field. The "Variable Code" and "Variable Name" fields are short text boxes. The "Variable HTML Value" field is a large, empty text area. The "Variable Plain Value" field is also a large, empty text area. The form is set against a light gray background.

*New Custom Variable*

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



## Chapter 32:

# Layout Updates

Before you begin working with custom layout updates, it is important to understand how the pages of your store are constructed, and the difference between the terms *layout* and *layout update*. The term *layout*<sup>1</sup> refers to the visual and structural composition of the page. However, the term *layout update*<sup>2</sup> refers to a specific set of XML instructions that determines how the page is constructed.

The XML layout of your Magento Community Edition store is a hierarchical tree of blocks. Some elements appear on every page, and others appear only on specific pages. You can see how blocks are referenced by examining the layout update code for your home page. To do so, simply open your CMS home page in edit mode, and select the Design tab to view the Page Layout section. Depending on the theme, it might contain instructions to remove blocks, unset blocks, and add blocks by referencing specific areas of the page layout.

In many cases, the same result can be achieved with a widget. To place a block of content with a widget, you must identify the page, and location on the page, where you want the block to appear. You can use a widget to place a block on any generic page of your store, including the home page and all CMS pages. However, to place a block in the sidebar of a specific CMS page, you must make a layout update.

---

<sup>1</sup>The visual and structural composition of a page.

<sup>2</sup>A specific set of XML instructions that determines how the page is constructed.

## Placing a Block with a Layout Update

Blocks can be placed in the left or right column of a specific page by making a layout update to the XML code. With a few simple changes to the code, you can position the block in either column, and control its position in relation to other blocks.

As you work with the underlying code, you will encounter slightly different terminology. For example, the term *callout*<sup>1</sup> is sometimes used to refer to a block that is defined as a layout update with XML code. The term *sidebar*<sup>2</sup> refers to the left or right columns of the page layout. For our general discussion, we use the terms block and column. However, when entering layout update code, make sure to follow the syntax exactly as shown in the example.

### To place a block in a side column:

1. On the Admin menu, select **CMS > Pages > Manage Content**.
2. Click to open the CMS page. Then, in the panel on the left, select **Design**.
3. In the Layout Update XML box, enter the code for the right or left sidebar, as shown in example. Then, do the following:
  - a. Change the **reference name** to identify either the “right” or “left” column.
  - b. Change the **block\_id** to the identifier of the block to be placed.

#### Code for CMS Block in Side Column

```
<reference name="right">
<block type="cms/block" name="right.permanent.callout">
<action method="setBlockId"><block_id>your-block-id</block_
id></action>
</block>
</reference>
```

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

---

<sup>1</sup>A term that is sometimes used to describe a block that is defined as a layout update using XML code.

<sup>2</sup>The right or left column of a two-column page layout.

## Controlling Block Order

To control the order of blocks in an XML layout update, include a “before” or “after” positioning property in the code. To place a block—either before, or after a specific block—replace the hyphen with the block identifier, as shown in the following examples:

`before="-"`      Places the block at the top of the sidebar, before other blocks.

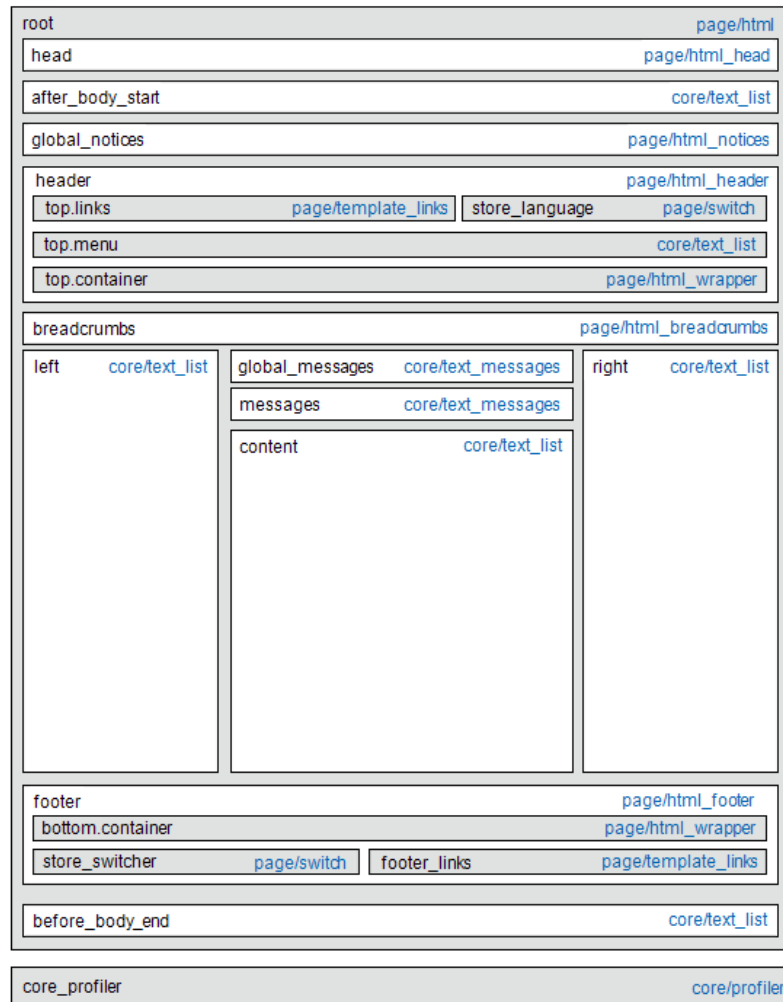
`after="-"`      Places the block at the bottom of the sidebar, after other blocks.

### Code to Position CMS Blocks

```
<block type="cms/block" before="-" name="left.permanent.callout">
<block type="cms/block" before="some-other-block"
name="left.permanent.callout">
<block type="cms/block" after="-" name="left.permanent.callout">
<block type="cms/block" after="some-other-block"
name="left.permanent.callout">
```

# Standard Block Layout

In the following diagram, the block names that can be used to refer to a block in the layout are black, and the block types, or block class paths, are blue.



*Standard Block Layout*

## Block Descriptions

Block Type	Description
<code>page/html</code>	There can be only one block of this type per page. The block name is "root," and, it is one of the few root blocks in the layout. You can also create your own block and name it "root," which is the standard name for blocks of this type.
<code>page/html_head</code>	There can be only one block of this type per page. The block name is "head," and it is a child of the root block. This block must not be removed from layout.
<code>page/html_notices</code>	There can be only one block of this type per page. The block name is "global_notices," and it is a child of the root block. If this block is removed from the layout, the global notices will not appear on the page.
<code>page/html_header</code>	There can be only one block of that type per page. The block name is "header," and it is a child of the root block. This block corresponds to the visual header at the top of the page, and contains several standard blocks. This block must not be removed.
<code>page/html_wrapper</code>	Although included in the default layout, this block is deprecated, and only is included to ensure backward compatibility. Do not use blocks of this type.
<code>page/html_breadcrumbs</code>	There can be only one block of this type per page. The name of this block is "breadcrumbs," and it is a child of the header block. This block displays breadcrumbs for the current page.
<code>page/html_footer</code>	There can be only one block of this type per page. The block name is "footer," and it is a child of the root block. The footer block corresponds to the visual footer at the bottom of the page, and contains several standard blocks. This block must not be removed.
<code>page/template_links</code>	There are two blocks of this type in the standard layout. The "top.links" block is a child of the header block, and corresponds to the top navigation menu. The "footer_links" block is a child of the footer block, and corresponds to the bottom navigation menu. It is possible to manipulate the template links, as shown in the examples.
<code>page/switch</code>	There are two blocks of this type in a standard layout. The "store_language" block is a child of the header block, and corresponds to the top language switcher. The "store_

Block Type	Description
	switcher" block is a child of the footer block, and corresponds to the bottom store switcher.
core/messages	There are two blocks of this type in a standard layout. The "global_messages" block displays global messages. The "messages" block is used to display all other messages. If you remove these blocks, the customer won't be able to see any messages.
core/text_list	This type of block is widely used throughout Magento, and is used as a placeholder for rendering children blocks.
core/profiler	There is only one instance of this type of block per page. It is used for the internal Magento profiler, and should not be used for other purposes.

## Layout Update Syntax

Custom layout updates can be applied to product category pages, product pages, and CMS page to achieve a variety of results, such as:

- Create new block (<block>)
- Update existing content (<reference>)
- Assign actions to blocks (<action>)
- Remove blocks (<remove>)

Any change made to the layout is applied when the associated entity—which can be either a product, category, or CMS page—becomes active in the frontend of the store.

Custom layout update instructions consist of well-formed XML tags, without the <?xml ...> declaration and root tag. As with normal XML, every tag must either be empty or properly closed, as shown in the following examples:

```
<tag attribute="value" />
<tag attribute="value"> ... </tag>
```

### <block>

Creates a new block within the current context. Layout block nesting defines the ordering of block initialization location of the blocks on the page.



Name		Value
type	*	block class path  An identifier of the block class path that corresponds to the class of the block. See the list of the available block types below.
name	*	block name identifier  A name that can be used to address the block in which this attribute is assigned. If you create a new block with the name that is the same as one of the existing blocks, your newly created block substitutes the previously existing block. See the list of names of existing blocks below.
before		block name   '-'  Is used to position the block before a block with the name specified in the value. If "-" value used the block is positioned before all other sibling blocks.
after		block name   '-'  Is used to position the block after a block with the name specified in the value. If "-" value used the block is positioned after all other sibling blocks.
template		template filename  A template filename used for the specific block type. As you have no way to see the list of template files, use whatever template value is demanded for every block type listed below.
as		Block alias  An alias name by which a template calls the block in which this attribute is assigned. Sometimes it's necessary to specify the alias for a specific block type.

### <reference>

Changes the context for all included instructions to a previously defined block. An empty <reference> tag if of no use, because it affects only the instructions which are children.

Name	Value
name	* block name

A name of a block to reference.

### <action>

Is used to access block API, in other words, call block's public methods. It is used to set up the execution of a certain method of the block during the block generation. Action child tags are translated into block method arguments. The list of all available methods depends on the block implementation (e.g. public method of the block class).

Name	Value
method	* Block method name

A name of the public method of the block class this instruction is located in that is called during the block generation.

### <remove>

Removes an existing block from the layout.

Name	Value
name	* Block name

The name of the block to be removed.

### <extend>

This instruction performs final modifications to blocks which are already part of the layout. Every attribute in the <block> instruction—except for the block name—is subject for change. In addition, the special attribute *parent* can be used to change the parent of the block. Simply put the name of the new parent block into the <extend> instruction, and the parent of the block that is referenced will be changed in the layout.

Name	Value
name	* Block name

The name of any block to be extended.

Name	Value
*	Any other Any other attribute specific for the <block> instruction.
parent	Block name  The name of the block that should become a new parent for the referenced block.
	* Indicates a required value

## Layout Update Examples

The following blocks types can be manipulated with custom layout instructions. Each action must be specified using the full syntax of the instruction. In the following examples, a simplified notation is used to refer to each action, which corresponds to the full syntax of the instruction.

### Full Syntax

```
?
<!-- Action can be specified inside either a <block>
or <reference> instruction. -->

    <action method="someActionName">
        <arg1>Value 1</arg1>
        <arg2>Value 2</arg2>
        <!-- -->
        <argN>Value N</argN>
    </action>
<!-- -->
```

### Simplified Syntax

```
?
someActionName($arg1, $arg2, ..., $argN)
```

### page/template\_links

Action	Description
<code>addLink(\$label, \$url, \$title, \$prepare</code>	Adds another link to the end of the list of existing links. Just specify the \$label (link caption), \$url (link URL) and \$title (link tooltip), and you'll see a new link in the corresponding place. The \$prepare parameter must be "true" if you want the URL to be prepared, or converted to the full URL from the shortened URL. For example, the newpage becomes BASE_URL/newpage if prepared.
<code>removeLinkByUrl(\$url)</code>	Removes a link from the block by its URL. Note that the URL must be properly specified and exactly match corresponding URL of the link you want to remove.

### cms/block

Action	Description
<code>setBlockId(\$blockId)</code>	Specifies the ID of a CMS block, so its content can be fetched and displayed when the page is rendered.

#### Example

```

?
<!--...-->

<reference name="content">
    <block type="cms/block" name="additional.info" as="additionalInfo">
        <action method="setBlockId"><id>additional_info</id></action>
    </block>
</reference>
<!-- -->
    
```

## core/text

A core/text block can be used to enter freeform text directly into the template.

Action	Description
addText (\$textContent)	Specifies text to be rendered as the block's content. After the text is specified, the layout update instructions must continue to be a valid XML statement. If you use HTML tags as part of the text, it is recommended to use: <code>&lt;![CDATA[...]]&gt;</code>

### Example

```
?
<!--...-->

<reference name="content">
    <block type="core/text" name="test.block">
        <action method="addText">
            <txt><![CDATA[<h2>ATTENTION!</h2><p>Check your options
carefully before you submit.</p>]]></txt>
        </action>
    </block>
</reference>
<!-- -->
```

## page/html\_welcome

This block can be used to duplicate the “Welcome, <USERNAME>!” message that appears in the header block. When the user is not logged in, the welcome message specified in the configuration appears. See: [System > Configuration > General > Design > Header](#).

# XML Load Sequence

For developers, it is important to understand that blocks and layout updates must be loaded in the correct order, in keeping with the rules of precedence and *load sequence*<sup>1</sup> which determine how the page is rendered. Magento supports the following page layout scenarios:

## Default Layout

The default layout consists of the visual elements that are visible from every page of the store. Whether it is a menu item, or a shopping cart block, each item has a *handle*<sup>2</sup> in the default section of the layout definition.

## Changes to Specific Pages

The second case allows you to create a different layout for a specific page. The XML layout for specific pages is constructed in the same sequence that Magento loads modules, and is determined by the system configuration.

In addition to the instructions in the layout update files which are specific to each module, you can make a custom layout update that applies to a special case in the backend, and is merged each time the special case occurs.

---

<sup>1</sup>The order in which scripts are loaded into memory. To work correctly, some scripts must be loaded before others.

<sup>2</sup>In programming, a name used to reference an object.

## Chapter 33: Markup Tags

A markup tag is a snippet of code that contains a relative reference to an object in your store, such as a page, block, or image. Markup tags can be incorporated into the HTML content of CMS pages, blocks, images, and email templates.

Markup tags are enclosed in double, curly braces, and can be generated by the Widget tool, or typed directly into HTML content. For example, rather than hard-coding the full path to a page, you can use a markup tag to represent the store URL. The markup tags featured in the following examples include:

### Store URL

---

The Store URL markup tag represents the base URL of your website, and is used as a substitute for the first part of a full URL, including the domain name. There are two versions of this markup tag: One that goes directly to your store, and the other with a forward slash at the end that is used when a path is added.

#### Store URL

```
{{store url='apparel/shoes/womens'}}
```

### Media URL

---

The Media URL markup tag represents the location and filename of an image that is stored on a content delivery network (CDN), and can be used to place an image on a page, block, banner, or email template.

#### Media URL

```
{{media url='shoe-sale.jpg'}}
```

### Block ID

---

The Block ID markup tag is one of the easiest to use, and lets you place a block directly on a CMS page, and even place a block inside another block. You can use this technique if you want to use the same image with text for different

promotions, or languages. The Block ID markup tag references a block by its identifier.

#### Block ID

```
{{block id='block-id'}}
```

## Template Tag

---

A template tag references a PHTML template file, and can be used to display the block on a CMS page or static block.

The code in the following example can be added to a page or block to display the Contact Us form.

#### “Contact Us” Template Tag

```
{{block type="core/template" name="contactForm"
template="contacts/form.phtml"}}
```

The code in the next example can be added to a page or block to display the a list of products in a specific category, by category ID.

#### “Category Product List” Template Tag

```
{{block type="catalog/product_list" category_id="22"
template="catalog/product/list.phtml"}}
```

## Widget Code

---

The Widget tool can be used to display lists of products, or to insert complex links, such as one that goes to a specific product page, based on product ID. The code that is generated includes the block reference, location of the code module, and corresponding PHTML template. After the code is generated, you can copy and paste it from one place to another.

The code in the following example can be added to a page or block to display the list of new products.

#### “New Products Grid” Code

```
{{widget type="catalog/product_widget_new"
display_type="new_products" products_count="10"
template="catalog/product/widget/new/content/new_grid.phtml"}}
```



The code in the next example can be added to a page or block to display a link to a specific product, by product ID.

**“Link to Product” Code**

```
{{widget type="catalog/product_widget_link" anchor_text="My Product Link" title="My Product Link" template="catalog/product/widget/link/link_block.phtml" id_path="product/31"}}
```

## Using Markup Tags in Links

You can use markup tags with HTML anchor tags, and link directly to any page in your store. The link can be incorporated into CMS content, such as a page, static block, banner, or email template. You can also use this technique to link an image to a specific page.

**Process Overview:**

Step 1: Identify the Destination URL

Step 2: Add the Markup to the URL

Step 3: Complete the Anchor Tag

### Step 1: Identify the Destination URL

If possible, navigate to the page that you want to link to, and copy the full URL from the address bar of your browser. The part of the URL that you need comes after the “dot com forward slash.” Otherwise, copy the URL Key from the CMS page that you want to use as the link destination.

**Full URL to Category Page**

```
http://mystore.com/apparel/shoes/womens  
http://mystore.com/apparel/shoes/womens.html
```

**Full URL to Product Page**

```
http://mystore.com/apparel/shoes/womens/nine-west-pump  
http://mystore.com/apparel/shoes/womens/nine-west-pump.html
```

**Full URL to CMS Page**

```
http://mystore.com/about-us
```

**Step 2: Add the Markup to the URL**

The Store URL tag represents the base URL of your website, and is used as a substitute for the “http address” part of the store URL, including the domain name and “dot com.” There are two versions of the tag, which you can use, depending on the results you want to achieve.

Markup Tag	Description
<code>store direct_url</code>	Links directly to a page.
<code>store url</code>	Places a forward slash at the end, so additional references can be appended as a path.

In the following examples, the URL Key is enclosed in single quotes, and the entire markup tag is enclosed in double curly braces. When used with an anchor tag, the markup tag is placed inside the double quotes of the anchor. To avoid confusion, you can alternate using single-and double quotes for each nested set of quotes.

1. If you are starting with a full URL, delete the “http address” part of the URL, up through and including the “dot.com forward slash.” In its place, type the Store URL markup tag, up through the opening single quote.

**Store URL Markup Tag**

```
http://mystore.com/apparel/shoes/womens
{{store url='apparel/shoes/womens'}}
```

Otherwise, type the first part of the Store URL markup tag, and paste the URL key or path that you copied earlier.

**Store URL Markup Tag with URL Key**

```
{{store url='
{{store url='apparel/shoes/womens'}}
```

2. To complete the markup tag, type the closing double quotes and double braces.

### Step 3: Complete the Anchor Tag

1. Wrap the completed markup tag inside an anchor tag, using the markup tag instead of the target URL. Then, add the link text, and closing anchor tag.

#### Markup in Anchor Tag

```
<a href="{{markup tag goes here}}">Link Text</a>
```

2. Paste the completed anchor tag into the code of any CMS page, block, banner, or email template, where you want the link to appear.

#### Complete Link with Markup

```
<a href="{{store url='apparel/shoes'}}">Shoe Sale</a>
```





Community

EDITION

# Design & Theme



## Chapter 34: Your Store Design

Magento provides a variety of easy-to-use design options that you can use to apply your own customized look-and-feel to your store. To learn more advanced techniques, such as how to use themes, skins, layouts, and blocks, see the [Magento Design Guide](#).

Magento is an object-oriented environment with pages that are assembled from separate components. For some, this approach requires a slightly different way of thinking, because there isn't a single HTML page that corresponds to any given page. After you understand the basics, you'll appreciate working in such a flexible and fluid environment!

### Your Store Logo

The size of the logo in the header is determined by your theme. If your theme has a sample logo, you can right-click and download the logo to make sure the replacement logo is the same size.



*Logo In Header*

The logo image path points to its location on the server. What is actually a long path is entered as a short path that is relative to the theme. For example:

**Actual path:** `skin/frontend/base/default/images/logo.gif`

**Relative path:** `images/logo.gif`

The header image filename is hard-coded into some of the theme files. Therefore, if you change the file name of the logo file, you will also have to make some simple updates to some source files. For non-programmers, the easiest approach is to use the default filename, “logo.gif,” and write over the existing file.

### To change the logo:

1. On the server, copy your new logo file to the images folder of your theme. For example: `skin/frontend/base/default/images/logo.gif`
2. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under General, select **Design**.
3. If you have multiple stores or views, set the **Current Configuration Scope** in the upper-left corner to the store or view where the configuration applies. Then, clear the checkbox after each field so new values can be entered.
4. Click to expand the **Header** section. Then, do the following:
  - a. If the path or filename has changed, enter it in the **Logo Image Src** field.

Header		
Logo Image Src	<input type="text" value="images/logo.gif"/>	[STORE VIEW]
Logo Image Alt	<input type="text" value="Madison Island"/>	[STORE VIEW]
Small Logo Image Src	<input type="text" value="images/logo_small.png"/>	[STORE VIEW]
Welcome Text	<input type="text" value="Welcome"/>	[STORE VIEW]

#### *Logo Image Path*

- b. In the **Logo Image Alt** field, enter the alt text for the image. If the configuration is for a different language view, enter the alt text in the appropriate language.
5. When complete, click the **Save Config** button.

## Changing the Welcome Message

The “Welcome” message in the upper-left corner expands to include the name of customers who are logged in. You can change the text for each store or store view.



#### *Welcome Message*



### To change the welcome message:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under General, select **Design**.
2. If you have multiple stores or views, set the **Current Configuration Scope** in the upper-left corner to the store or view where the configuration applies. Then, clear the checkbox after each field so new values can be entered.
3. Click to expand the **Header** section.
4. In the Welcome text box, enter the text that you want to appear in the header,

Header		
Logo Image Src	<input type="text" value="images/logo.gif"/>	[STORE VIEW]
Logo Image Alt	<input type="text" value="Madison Island"/>	[STORE VIEW]
Small Logo Image Src	<input type="text" value="images/logo_small.png"/>	[STORE VIEW]
Welcome Text	<input type="text" value="Welcome"/>	[STORE VIEW]

*Welcome Text*

5. When complete, click the **Save Config** button.
6. When prompted to update the Page Cache, click the **Cache Management** link at the top of the workspace. Then, follow the instructions to refresh the cache.

## Store Demo Notice

If you are using a store as a demo, or if it is online but still “under construction,” you can display a store demo notice at the top of the page. When you are ready to “go live” with the store, simply remove the message.

### To set the store demo notice:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under General, select **Design**.
2. Click to expand the **HTML Head** section.
3. Scroll down and set the **Display Store Demo Notice** to your preference.
4. When complete, click the **Save Config** button.



*Store Demo Notice*





## Chapter 35: Page Layout

The layout of each page in your store consists of distinct sections, or containers, that define the header, footer, and content areas of the page. Depending on the layout, each page might have one, two, three columns, or more. You can think of the layout as the “floor plan” of the page.

Content blocks float to fill the available space, according to the section of the [page layout](#) where they are assigned to appear. You will discover that if you change the layout from a three-column to a two-column layout, the content of the main area expands to fill the available space, and any blocks that are associated with the unused side bar seem to disappear. However, if you restore the three-column layout, the blocks reappear. This fluid approach, or liquid layout, makes it possible to change the page layout without having to rework the content. If you are used to working with individual HTML pages, you will discover that this modular, “building block” approach requires a different way of thinking.

# Page Layout Variations



## 1 Column

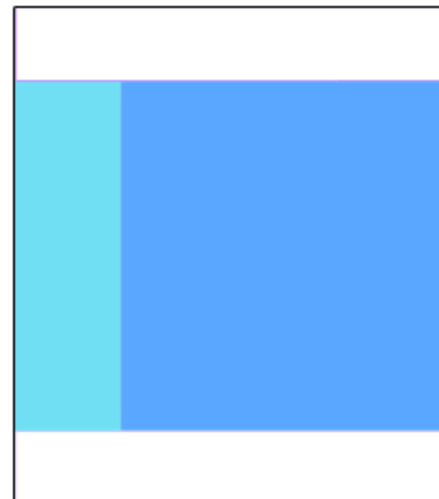
---

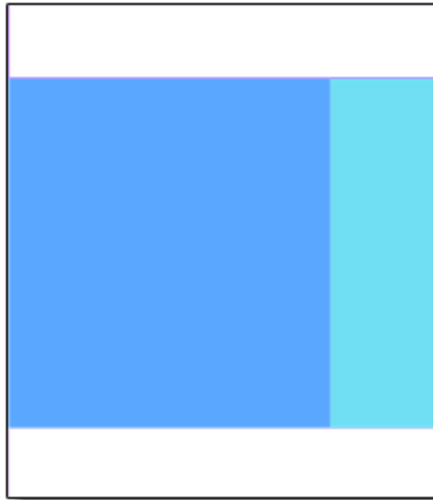
The “1 Column” layout can be used to create a dramatic home page with a large image or focal point. It’s also a good choice for a landing page, or any other page that has a combination of text, images, and video.

## 2 Columns with Left Bar

---

The “2 Columns with Left Bar” layout is often used for pages with navigation on the left, such as a catalog or search results pages with layered navigation. It is also an excellent choice for home pages that need additional navigation or blocks of supporting content on the left.





## 2 Columns with Right Bar

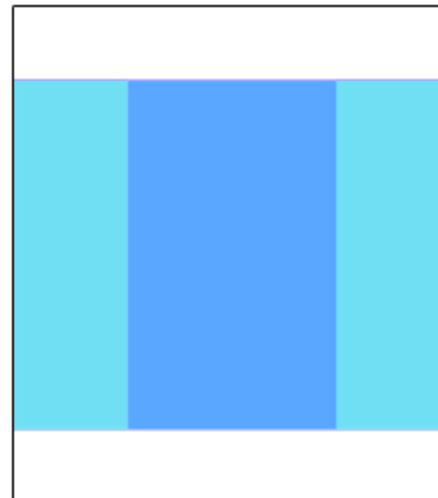
---

With a “2 Columns with Right Bar” layout, the main content area is large enough for an eye-catching image or banner. This layout is also often used for Product pages that have blocks of supporting content on the right.

## 3 Columns

---

The “3 Column” layout has a center column that is wide enough for the main text of the page, with room on each side for additional navigation and blocks of supporting content.



## Empty

---

The “Empty” layout can be used to define custom page layouts. To learn more, see the [Magento Design Guide](#).

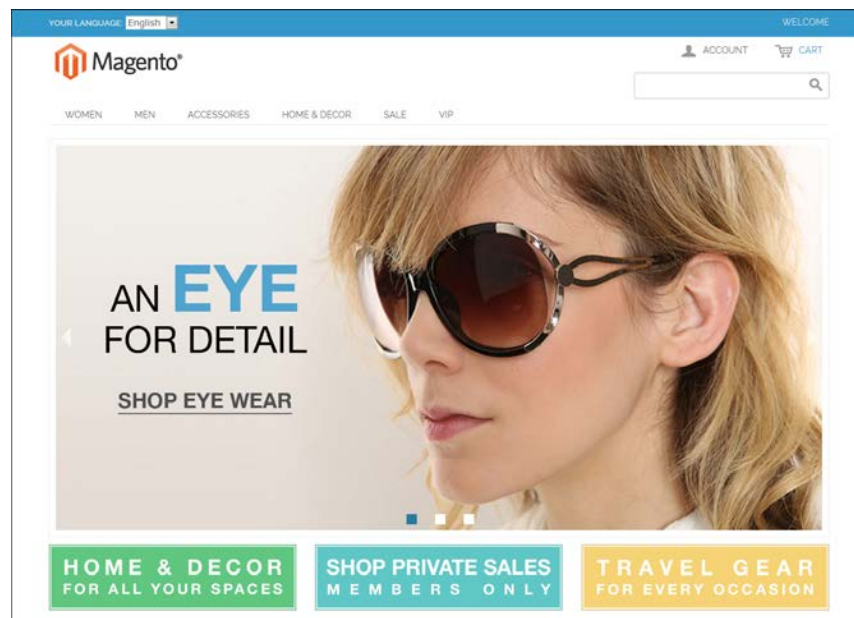
# Page Layout Examples

The column dimensions are determined by style sheet of the theme. Some themes apply a fixed pixel width to the page layout, while others use percentages to make the page respond to the width of the window or device.

Most desktop themes have a fixed width for the main column, and all activity takes place within this enclosed area. Depending on your screen resolution, there is empty space on each side of the main column.

## 1 Column Layout

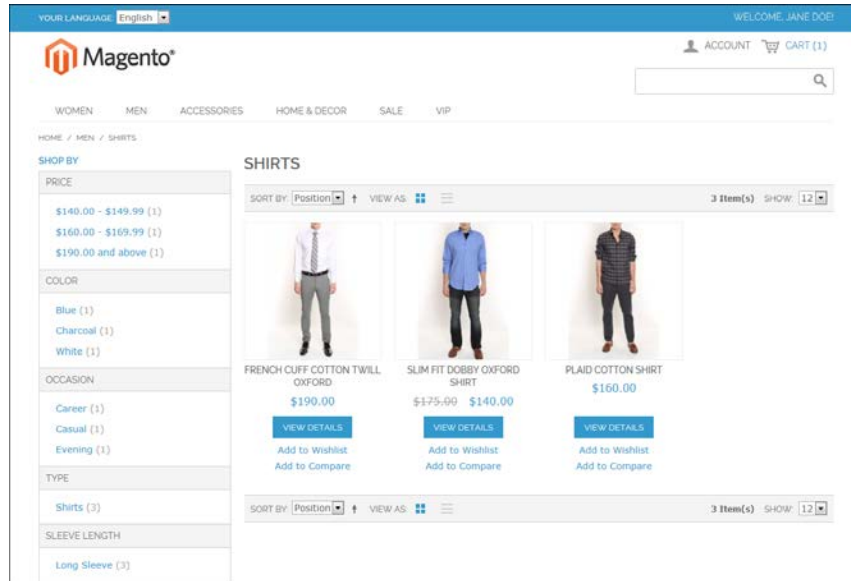
The content area of a “1 Column” layout spans the full-width of the main column. This layout is often used for a home page with a large banner or slider, or pages that require no navigation, such as a login page, splash page, video, or full-page advertisement.



*1 Column Layout*

## 2 Columns with Left Bar

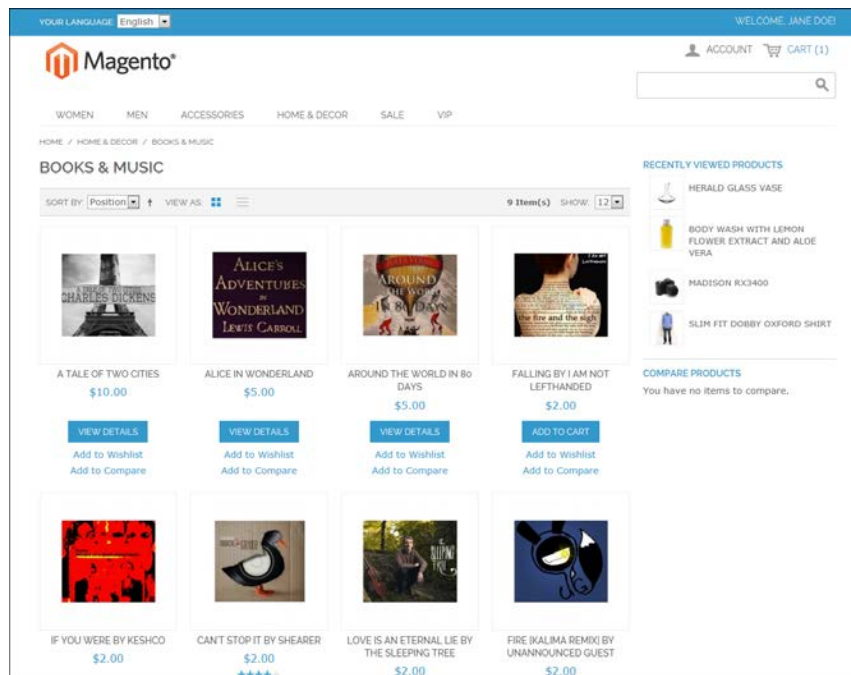
The content area of this layout is divided into two columns. The main content column floats to the right, and the side bar floats to the left.



*2 Columns Left Bar*

## 2 Columns with Right Bar

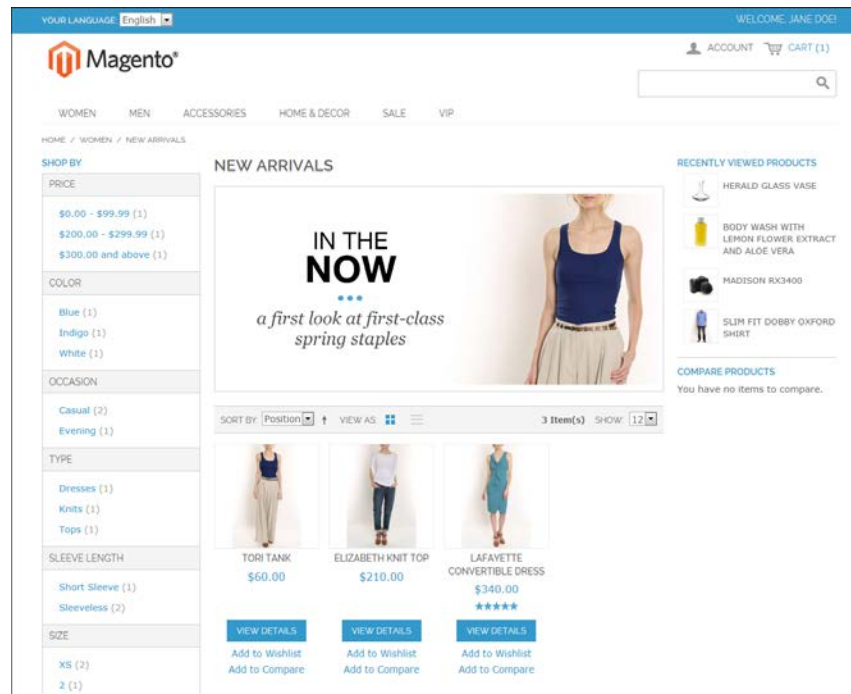
This layout is a mirror image of the other two-column layout. This time, the side bar floats to the right, and the main content column floats to the left.



*2 Columns Right Bar*

## 3 Columns

A 3-column layout has a main content area with two side columns. The left side bar and main content column are wrapped together, and float as a unit to the left. The other side bar floats to the right.



3 Columns

## Uploading a Favicon

Favicon is short for “favorite icon,” and refers to the little icon on the tab of each browser page. Depending on the browser, the favicon also appears in address bar, just before the URL.

Favicons are generally 16 x 16 pixels or 32 x 32 pixels in size. Although Magento accepts .ico, .png, .jpg, .jpeg, .apng, and .svg file types, not all browsers support these formats. The most widely-supported file format to use for a favicon is .ico. There are many free tools available online that you can use to generate an .ico image or convert an existing image to the .ico format.





*Favicon in Address Bar*

### Process Overview:

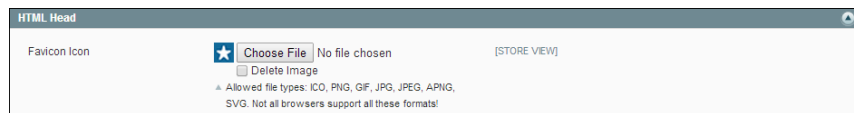
- Step 1: Create a Favicon
- Step 2: Upload the Favicon to Your Store
- Step 3: Refresh the Cache

## Step 1: Create a Favicon

1. Create a 16x16 or 32x32 graphic image of your logo, using the image editor of your choice.
2. (Optional) Use one of the available online tools to convert the file to the .ico format. Then, save the file to your computer.

## Step 2: Upload the Favicon to Your Store

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under General, select **Design**. Then, click to expand the **HTML Head** section.
3. To upload a favicon, click the **Choose File** button. Then, select the favicon file that you prepared.



*Uploading a Favicon*

4. To delete the current favicon, select the **Delete Image** checkbox.
5. When complete, click the **Save Config** button.

### Step 3: Refresh the Cache

1. As soon as the favicon is uploaded, you are prompted to refresh the cache. Click the **Cache Management** link in the message at the top of the workspace.
2. In the list, select the **Page Cache** checkbox that is marked “Invalidated.”
3. In the upper-right corner, set **Actions** to “Refresh” and click the **Submit** button.
4. To view the new favicon, return to your storefront and press **F5** to refresh the browser.

## Chapter 36:

# Page Configuration

The page configuration settings correspond to the different sections of the page. The settings include:

- [HTML Head](#)
- [Header](#)
- [Footer](#)

## HTML Head

The settings in the HTML Head section correspond to the <head> tag of an HTML page and can be configured for each store view. In addition to meta data for the page title, description, and keywords, the section includes a link to the favicon, and miscellaneous scripts. Instructions for search engine robots and the display of the store demo notice are also configured in this section.

### To configure the HTML Head:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under General, select **Design**.
2. If you have multiple stores or views, set the **Current Configuration Scope** in the upper-left corner to the store or view where the configuration applies. Then, clear the checkbox after each field so new values can be entered.
3. Update the fields as needed.
4. When complete, click the **Save Config** button.

The screenshot shows the 'HTML Head' configuration page. It includes the following fields and values:

- Favicon Icon:** A 'Browse...' button and a note: 'Allowed file types: ICO, PNG, GIF, JPG, JPEG, APNG, SVG. Not all browsers support all these formats!'.
- Default Title:** Text input field containing 'Magento Commerce'.
- Title Prefix:** Empty text input field.
- Title Suffix:** Empty text input field.
- Default Description:** Large text area containing 'Default Description'.
- Default Keywords:** Text area containing 'Magento, Varien, E-commerce'.
- Default Robots:** Dropdown menu with 'INDEX, FOLLOW' selected.
- Miscellaneous Scripts:** Large empty text area.
- Display Demo Store Notice:** Dropdown menu with 'Yes' selected.

### HTML Head

## Field Descriptions

Favicon Icon	Uploads the small graphic image that appears in the address bar and tab of the browser.
Default Title	The title that appears at the title bar of each page when viewed in a browser. The default title is used for all pages, unless another title is specified for individual pages.
Title Prefix	A prefix can be added before the title to create a two- or three-part title. A vertical bar or colon can be used as a separator at the end of the prefix to differentiate it from the text of the main title.
Title Suffix	A suffix can be added after the title to create a two- or three-part title. A vertical bar or colon can be used as a separator at the end of the prefix to differentiate it from the text of the main title.
Default Description	The description provides a summary of your site for search engine listings and should not be more than 160 characters in length.

Default Keywords	A series of keywords that describe your store, each separated by a comma.
Default Robots	Instructions that tell search engines how to index your site. Options include: INDEX, FOLLOW NOINDEX, FOLLOW INDEX, NOFOLLOW NOINDEX, NOFOLLOW
Miscellaneous Scripts	An input box that where you can upload miscellaneous scripts to the server. For example, any third-party JavaScript that must be placed before the <body> tag, can be entered here.
Display Demo Store Notice	Controls the display of the demo store notice at the top of the page. Options include: Yes / No

## Header

The Header section identifies the path to the [logo](#) file, and specifies the logo alt text and [welcome](#) message.

Header		
Logo Image Src	<input type="text" value="images/logo.gif"/>	[STORE VIEW]
Logo Image Alt	<input type="text" value="Madison Island"/>	[STORE VIEW]
Small Logo Image Src	<input type="text" value="images/logo_small.png"/>	[STORE VIEW]
Welcome Text	<input type="text" value="Welcome"/>	[STORE VIEW]

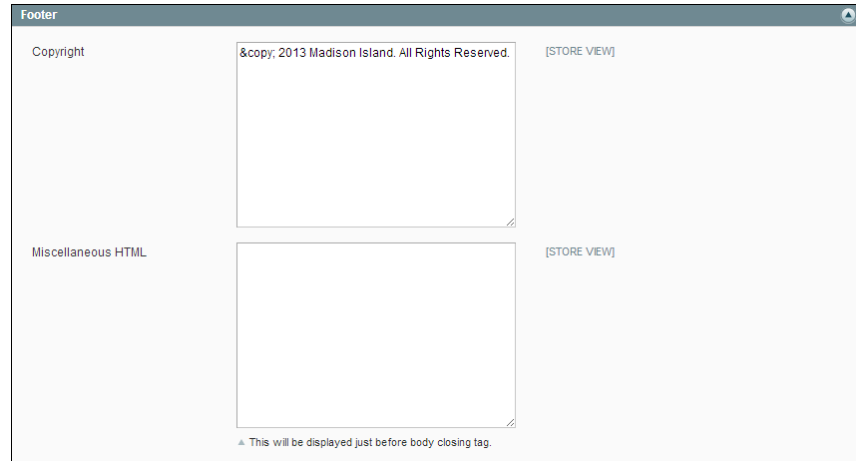
### *Header*

#### To configure the Header:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under General, select **Design**.
3. Click to expand the **Header** section. Then, make any changes necessary.
4. When complete, click the **Save Config** button.

## Page Footer

The Page Footer configuration section is where you can update the copyright statement that appears at the bottom of the page, and enter miscellaneous scripts.



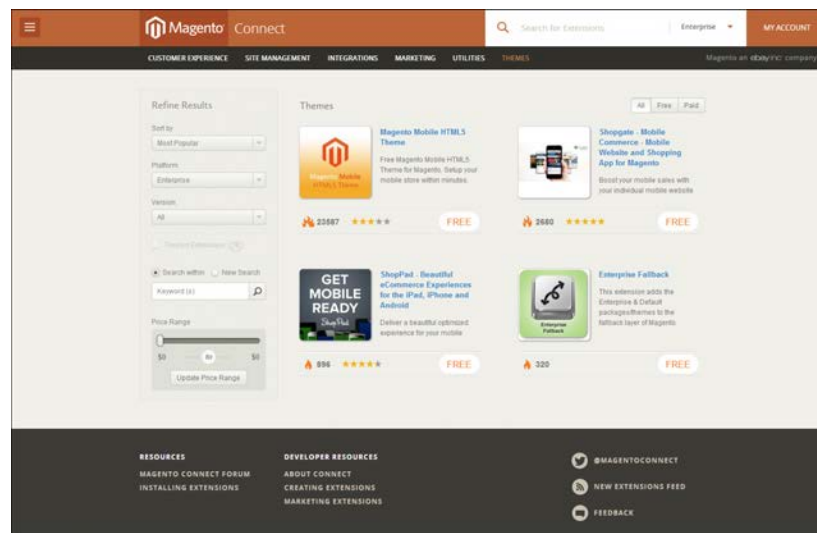
*Footer Configuration*

Field	Description
Copyright	The copyright statement that appears at the bottom of each page. To include the copyright symbol, use the HTML character entity: <code>&amp;copy;</code>
Miscellaneous HTML	An input box where you can upload miscellaneous scripts to the server. For example, third-party JavaScript—such as an analytics tracking code—that must be placed after the <code>&lt;body&gt;</code> tag, can be entered here.

## Chapter 37: Changing the Theme

When you first install Magento, the design elements of the store are based on the “Default” Theme. You can modify the theme, add themes created by others, or create new ones. To learn more, see the [Designer’s Guide to Magento](#).

[Magento Connect](#) contains hundreds of extensions, which are add-ons to Magento that can extend the functionality or enhance the appearance of your store. The following example shows how to add a mobile theme from Magento Connect.

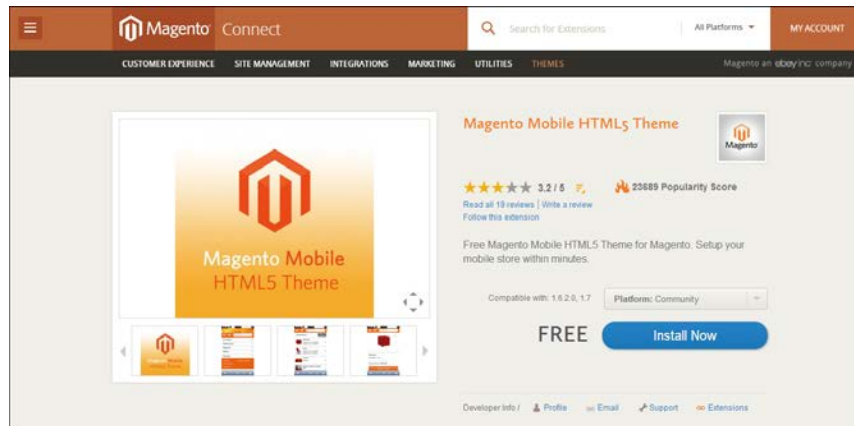


*Magento Connect*

### To install a new theme:

1. Go to [Magento Connect](#).
2. In the upper-right corner, click to extend the **All Platforms** list, and choose **Enterprise**
3. You can browse through the available themes based on price or popularity, or do a keyword search. For more information, click the thumbnail of any theme.

- To get the registration key, you must be a registered Magento Community Edition owner and be logged into your account. Then, click the **Install Now** button to get the license key.

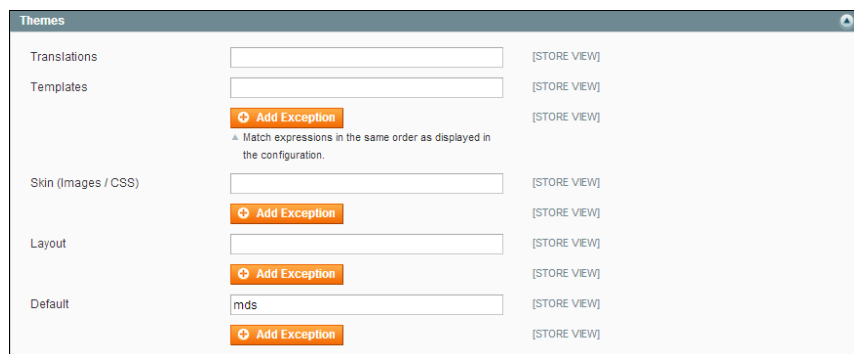


*Install Now*

- To complete the process, follow the [instructions](#) to install an extension from Magento Connect.

### To activate the theme for your store:

- On the Admin menu, select **System > Configuration**. In the panel on the left, under General, select **Design**.
- Click to expand the **Themes** section. Then, do the following:



*Themes*

- In the **Default** field, enter the name of the theme. The name of the Magento demo store theme is “mds.”
- If you want to use an alternate them for different browsers or devices, do the following:



- a. Click the **Add Exception** button.

The Add Exception button is used to use a different theme for specific browsers. For example, a theme that is optimized for mobile can be used whenever a mobile device is detected.

The screenshot shows the 'Themes' configuration page in Magento. It has a sidebar with categories: Translations, Templates, Skin (Images / CSS), Layout, and Default. The 'Default' theme is selected, showing a 'Matched Expression' field with the value 'Android|Blackberry|G...' and a 'Value' field with the value 'mobile'. There are 'Add Exception' buttons for each category and a 'Delete' button for the current exception. A note says 'Match expressions in the same order as displayed in the configuration.'

### *Add Exception*

- a. In the **Matched Expression** field, enter the name of the browser or device that triggers the use of the alternate theme. If there are multiple browsers, separate the name of each with a vertical bar. For example, because the mobile theme can be used with multiple devices, you can enter them all in the Match Expression field, as follows:

```
Android|Blackberry|Googlebot-Mobile|iPhone|iPod|mobi|Palm|Opera
Mini|Windows Mobile
```

- b. In the **Value** field, enter the name of the theme. In this example, the value is “Mobile.”
5. Click the **Save Config** button on the top right of the page.
  6. Test the new theme from your store. If you installed an exception for different browsers, view the store with each browser or device.

If the new theme uses a different page layout than your current home page, you might need to change its [page layout setting](#) to match the theme.





Community

EDITION

Customers





## Chapter 38:

# Customer Accounts

The header of every page in your store extends an invitation for shoppers to “Log in or register” for an account with your store. You have the option to require that customers register before making a purchase, or to allow them to make purchases as guests.

Customers who open an account with your store enjoy a range of benefits, including:

### Faster Checkout

---

Registered customers move through checkout faster because much of the information is already in their accounts.

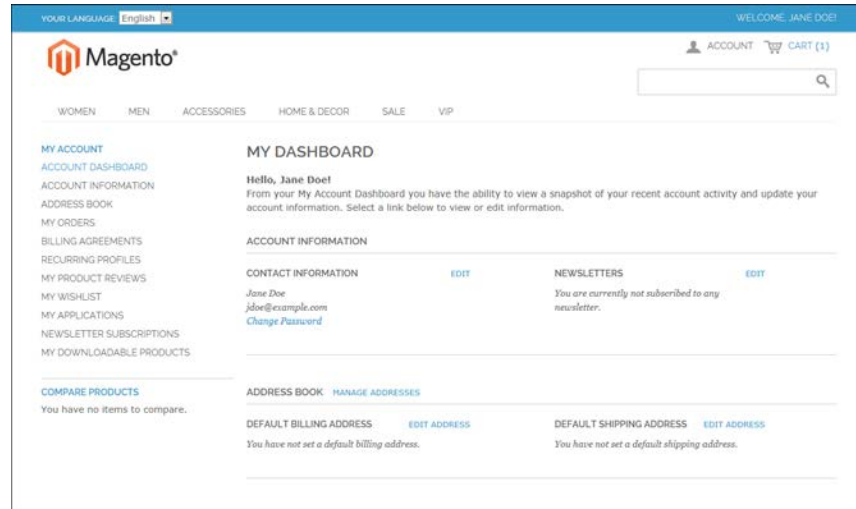
### Ability to Self-Serve

---

Registered customers can update their information, check the status of orders, and even reorder from their account dashboard.

## Account Dashboard

Customers can access their account dashboard by clicking the “My Account” link in the header of the store. They can use their account dashboard to view and modify their information, including past and current addresses, billing and shipping preferences, newsletter subscriptions, wishlist, and more.



*Account Dashboard*

## Account Information

---

Customers can update their account information and change their password, as needed.

## Address Book

---

The customer address book includes the default billing and shipping address, and additional address entries.

## My Orders

---

Displays a list of all customer orders, with a link to each. Any order can be reordered by simply clicking the Reorder link.

## Billing Agreements

---

Displays a list of any customer billing agreements.

## Recurring Profiles

---

Displays a list of any products that are purchased on a recurring basis, as a subscription.

## My Product Reviews

---

Displays a list of all product reviews submitted by the customer, with a link to each.

## My Wishlist

---

Displays the customer's wishlist. Products from the wishlist can be added to the cart.

## My Applications

---

This section is a placeholder for [API applications](#) that link the customer account to other applications or extensions.

## Newsletter Subscriptions

---

Lists all available newsletters,. Those to which the customer is currently subscribed have a checkmark .

## My Downloadable Products

---

Lists all downloadable products the customer has purchased, with a link to each.





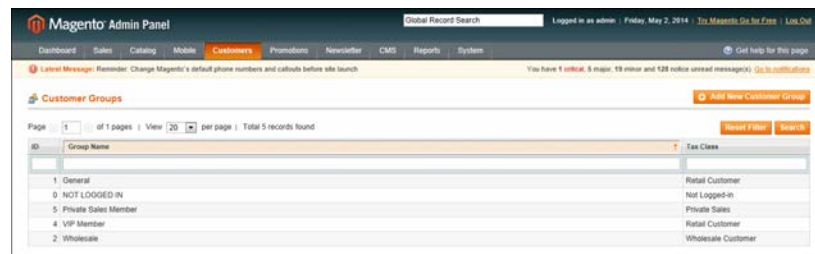
## Chapter 39: Customer Groups

The customer group determines which discounts are given to a customer, as defined by price rules, and the tax class that is associated with the group. The default customer groups include:

- General
- Not Logged In
- Wholesale

### To create a customer group:

1. On the Admin menu, select **Customers > Customer Groups**.



*Customer Groups*

2. To create a new group, click the **Add New Customer Group** button. Then, do the following:
  - a. Enter a unique **Group Name** to identify the group from the Admin. The name must be less than 32 characters.
  - b. Select the **Tax Class** that applies to the group.



*Group Information*

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

**To edit a customer group:**

1. On the Admin menu, select **Customers > Customer Groups**.
2. In the list, click to open the record.
3. Make the necessary changes.
4. When complete, click the **Save Customer Group** button.



Community

EDITION

# Sales & Orders



## Chapter 40: Managing Orders

In this chapter, we will explore what happens after a customer places an order, and the time the order is delivered. You will learn how to offer shopping cart assistance, fulfill orders, print invoices, collect payment, process credit memos, manage returns, and more.

### Sales Order

---

When an order is created, either from the storefront or in the Admin, a sales order is created as a temporary record of the transaction. Sales orders can be seen from the Admin by selecting the Orders option from the Sales menu. Payment has not yet been processed and the order can still be canceled.

### Invoice

---

An invoice is a record of the receipt of payment for an order. Creating an invoice converts the temporary sales order into a permanent record of an Order, which can no longer be canceled. Multiple invoices can be created for a single order, each containing as much or as few of the purchased products that you specify. Depending on the payment action, payment can be automatically captured when the invoice is generated.

### Shipment

---

A shipment is a record of the products in an order that have been shipped. As with invoices, multiple shipments can be associated with a single order, until all of the products in the order are shipped.

### Credit Memo

---

A credit memo is a record of a refund. A product cannot be refunded until it has been paid (which means that it has been invoiced). This means that you are not able to create a credit memo before an invoice has been created. The credit memo serves as a record of a refund, but it is not a record of the actual return of funds to the customer.

# Order Process Overview

## Order Submitted

---

During checkout, the customer reviews the order, agrees to the Terms and Conditions, and clicks the Place Order button. Customers receive a confirmation of their orders, with a link to their customer account.

## Order "Pending"

---

Before payment is processed the status of a sales order is "Pending." At this point, the order can still be canceled.

## Payment Received

---

Depending on the payment method, you, may be notified when the transaction is authorized and in some cases, processed. The status of the invoice is now "Processing."

## Order Invoiced

---

Sometimes an order is invoiced before payment is received. In this example, the invoice is generated and submitted after the credit card payment has been authorized and processed. After the invoice is generated and submitted, a copy is sent by email to the customer.

## Order "Processing"

---

When the customer logs into his account to check on the order, the status is still "Processing."

## Order Shipped

---

The shipment is submitted, and packing slips printed. You ship the package, and the customer is notified by email. Congratulations! You're in business.



## Chapter 41: Assisted Shopping

Customers sometimes need assistance to complete a purchase. Some customers like to shop online, but would rather the order by phone. While you're on the phone, the customer might decide to take advantage of a coupon. To complete the sale, you must know how to edit the contents of the shopping cart, apply the discount from the coupon, and complete the order from the Admin—all while the customer is on the phone. No problem!

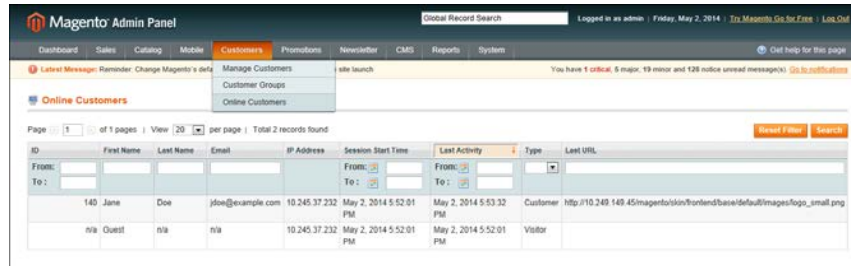
You can offer immediate shopping cart assistance to any customer who has registered for an account with your store. The Manage Shopping Cart tool gives you the ability to edit the contents of the customer's shopping cart in real time, from the Admin of your store. Here are a few of the services you can offer:

- Create a new order
- Create a customer account
- Update the contents of the customer's cart
- Apply a coupon code
- Transfer items from a wishlist
- Add gift wrap

Customer Service reps can see the contents of a customer's shopping cart while the customer is on the phone, and the changes can be seen by the customer immediately after the page is refreshed.

# Online Customers

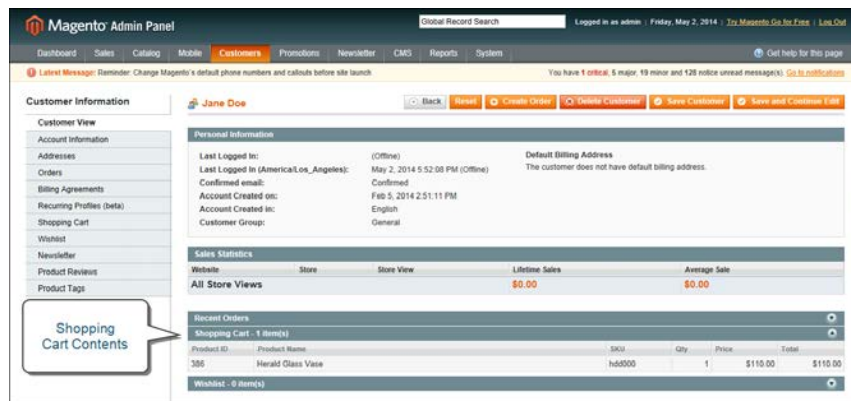
You can see who's online in your store at any given time, and examine the contents of the customer's shopping cart, past purchases, and recent activity.



Online Customers

## To see who's online:

1. On the Admin menu, select **Customers > Online Customers**.
2. In the list, click the customer record to view the customer information.
3. To see what's currently in the customer's shopping cart, click to expand the **Shopping Cart** section.



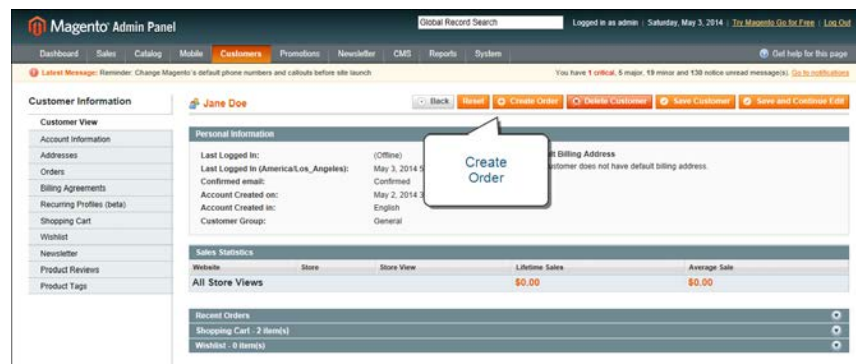
Customer's Shopping Cart



## Create an Order

For registered customers who need assistance, you can create an entire order directly from the Admin. The Create New Order form includes all the information that is needed to complete the normal checkout process, with activity summaries from the customer's account dashboard.

For existing customers, new orders can be created both from the Manage Customer page and from the Sales Order page. The Sales Order page can also be used to open accounts for new customers.

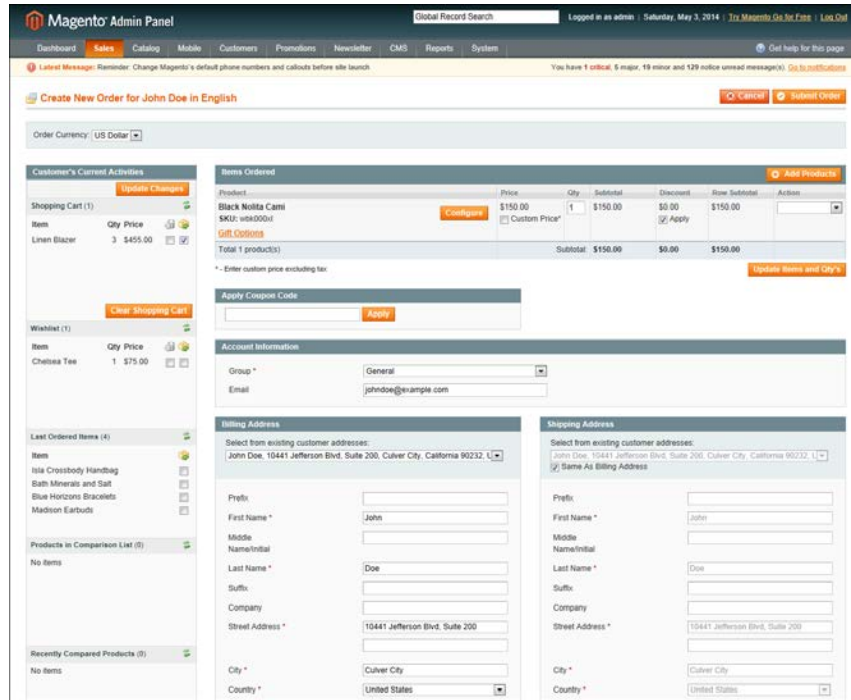


*Create Order*

### Step 1: Initiate the Order

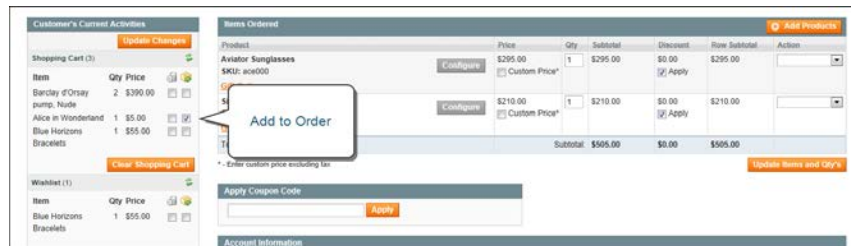
#### Method 1: Create New Order from Existing Account

1. On the Admin menu, select **Customers > Manage Customers**.
2. Find the customer in the list and click to open the record.
3. Click the **Create Order** button.



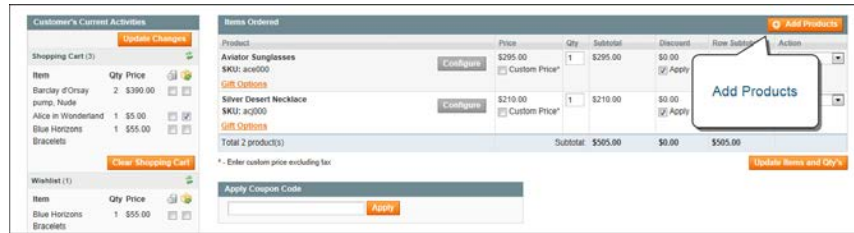
*New Order Detail*

4. To complete the order, do the following:
  - a. To add products from the Current Activities section, find the product in the list and select the **Add to Order** checkbox. Then, click the **Update Changes** button.



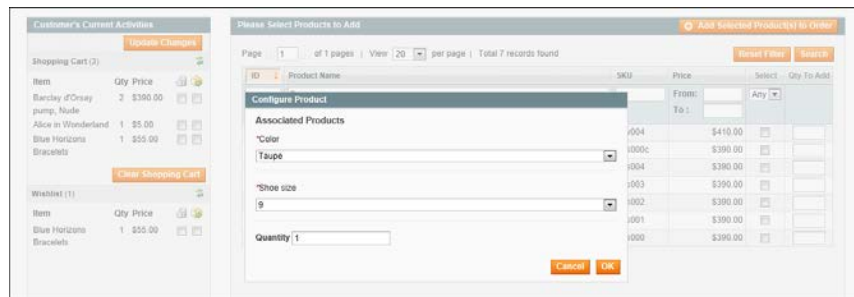
*New Order Detail*

- b. To add products from the catalog, click the **Add Products** link. Then, select the checkbox of each product to be added to the cart, and the **Qty** to be purchased.



### Add Products

- If the product has multiple options, click the **Configure** button. Complete the options as needed, and click the **OK** button. Then, click the **Add Selected Product(s) to Order** link to update the cart.



### Configure

- To override the price of an item, select the **Custom Price** checkbox. Then, enter the new price in the box below. Click the **Update Items and Qty's** button to update the cart totals.



### Custom Price

- Complete the following sections, as needed for the order:
  - Apply Coupon Codes
  - Payment Method
  - Shipping Method

- e. In the Order Comments section, enter any comments that you want to accompany the order. To include the comments in the email notification that is sent to the customer, click the **Order Comments** button.



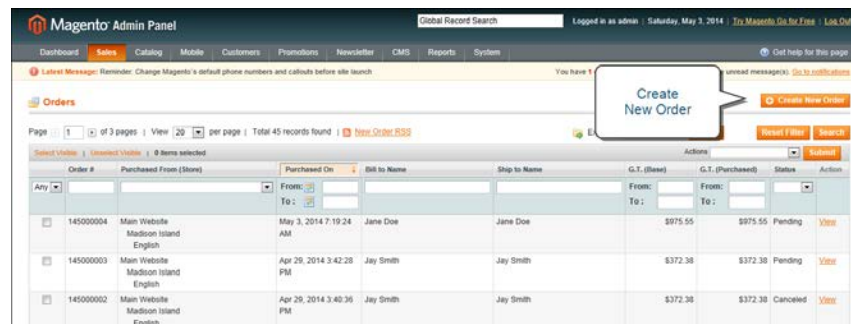
*Order Comments and Email Confirmation*

- f. The **Email Order Confirmation** checkbox is selected by default. If you don't want to send an email confirmation to the customer, clear the checkbox.

4. When complete, click the **Submit Order** button.

## Method 2: Create New Order from Sales

1. On the Admin menu, select **Sales > Orders**.
2. Click the **Create New Order** button.



*Create New Order*

3. Do one of the following:
  - For registered customers, find the customer in the list and click to open the record.
  - For unregistered customers, click the **Create New Customer** button.
4. Complete the order information as you would if going through the checkout process. For a new customer account, complete the following sections:

- Account Information
- Billing Address
- Shipping Address

## Step 2: Add Products to the Order

Products can be added to the order by selecting each item from the catalog, or by transferring the information from a previous order, the customer's wishlist, recently viewed products, or other activities.

1. To add products to the order, do the following:
  - a. Click to the **Add Products** button.
  - b. Click the **Reset Filter** button to list all products. Then, use the filter controls as needed to find the products to be added. Then, click the **Search** button.
  - c. Select the checkbox of each product to be added to the cart and if applicable, enter the **Qty** to be purchased.

If the product has multiple options, click the **Configure** link. Complete the options as needed and click the **OK** button.

2. Click the **Add Selected Product(s) to Shopping Cart** button to update the cart. The current content of the cart appear in the Items Ordered section.
3. To override the price of an item, select the **Custom Price** checkbox. Then, enter the new price in the box below. Click the **Update Items and Qty's** button to update the cart totals.
4. Complete the following sections, as applicable to the order:
  - Apply Coupon Codes
  - Payment Method
  - Shipping Method
5. When complete, click the **Submit Order** button.

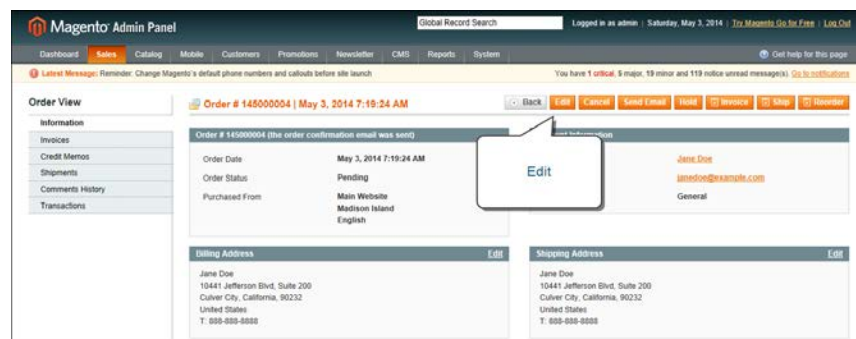
## Update an Order

After a customer has placed an order, it is sometimes necessary to edit the order, place it on hold, or cancel the order entirely.

When you make changes to an order, the original order is canceled and a new order is generated. You can, however, make changes to the billing or shipping address without generating a new order.

### To edit an order:

1. On the Admin menu, select **Sales > Orders**.
2. Select the pending order that you want to edit.
3. Click the **Edit** button at the top of the screen. When prompted to confirm, click **OK** to continue.



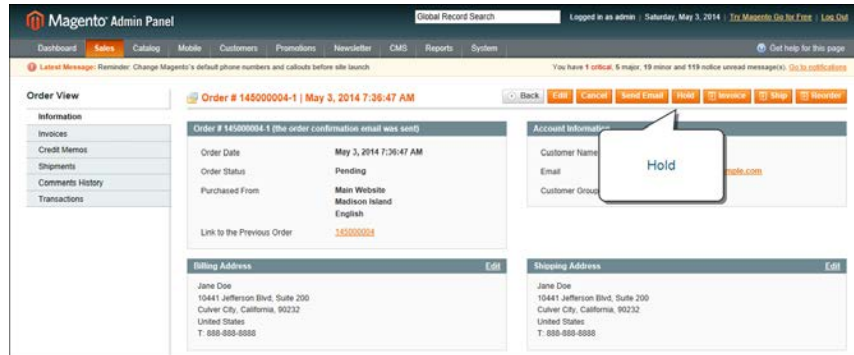
*Edit Order*

4. Make the necessary changes to the order.
5. When complete, do one of the following:
  - Click **Save** to save changes made to the billing or shipping address.
  - Click **Submit Order** to save changes made to line items, and reprocess the order.

### To place an order on hold:

If the customer's preferred method of payment is not available, or if the item is temporarily out of stock, you can put the order on hold.

1. On the Admin menu, select **Sales > Orders**.
2. In the list, find the pending order that you want to place on hold. Then, click to open the order.
3. Click **Hold** to place the order on hold.



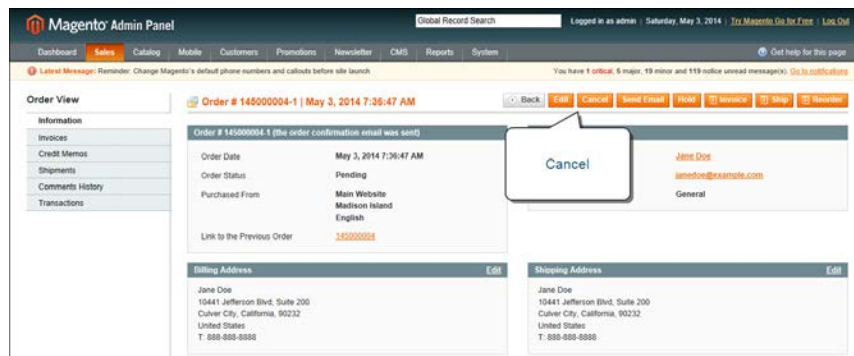
### *Hold Order*

To return the order to an active state, repeat the process and click **Unhold**.

### To cancel an order:

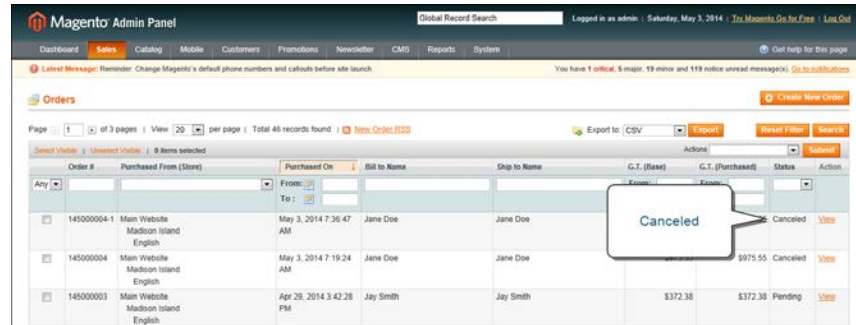
Canceling an order removes it from the list of pending orders.

1. On the Admin menu, select **Sales > Orders**.
2. Find the pending order that you want to cancel, and click to open the order.
3. In the upper-right corner, click the **Cancel** button to remove this order.



### *Cancel Order*

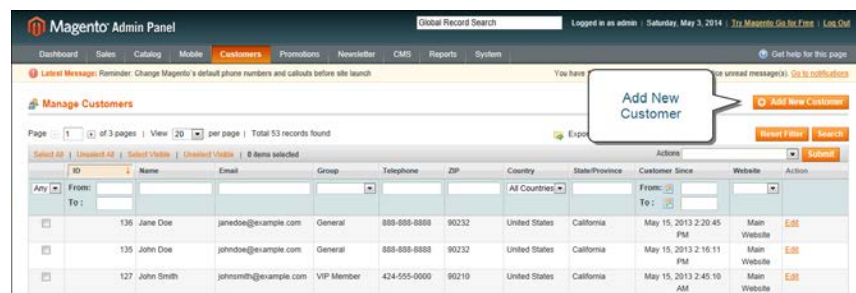
4. The status of the order is now “Canceled.”



*Canceled Order*

## Create a Customer Account

Customers usually create their own accounts from your store. However, you can also create customer accounts directly from the Admin, which is useful when customers order by phone.



*Add New Customer*

### To create a new customer account:

1. On the Admin menu, select **Customers > Manage Customers**.
2. Click the **Add New** button.
3. In the **Associate to Website** list, select one of the following:
  - Admin
  - Main Website

You can associate a customer with the Admin website to require that orders are placed only from the store Admin. Customers associated with the Admin website cannot log in to their accounts from the store.

4. Assign the customer to a **Customer Group**.



5. Complete the remaining customer information.

*Customer Information*

6. In the **Password Management** section, do one of the following
- Manually assign a password.
  - Select the **Send auto-generated password** checkbox. The new password is generated after the customer information is saved.
7. When complete, click the **Save Customer** button.

**To add a new address to a customer account:**

1. On the Admin menu, select **Customers > Manage Customers**. Then, click to open the customer record.
2. In the panel on the left, select **Addresses**. Then, do the following:
  - a. To add a new address, click the **Add New Address** and complete the information.
  - b. To assign a **Default Address** check either the **Default Billing Address** or **Default Shipping Address** as needed.

*Customer Addresses*

- When complete, click the **Save Customer** button.

## Field Descriptions

Field	Description
<b>Account Information</b>	
Associate to Website	Identifies the website associated with the customer account.
Group	Identifies the customer group to which the customer belongs. Select the checkbox to disable automatic group change based on VAT.
Prefix	If used, the prefix that is associated with the customers name. For example: Mr, Mrs. or Dr.
First Name	The customer's first name.
Middle Name / Initial	The customer's middle name or middle initial.
Last Name	The customer's last name.
Suffix	If used, the suffix that is associated with the customer's name. For example: Jr.,Sr., or III.
Email	The customer's email address.
Date of Birth	The customer's date of birth.
Tax / VAT Number	The customer's Tax or Value Added Tax number, if applicable.
Gender	Identifies the customer's gender as Male or Female.

Field	Description
Send Welcome Email	Select the checkbox if you want the system to send the customer a welcome email message.
Send From	If you have multiple stores, select the store from which the welcome message will be sent.

## Update a Customer Account

The panel on the left of the Customer Information page includes information about customer activity, such as when the customer last logged in and out, addresses, order statistics, recent orders, shopping cart contents, product reviews, newsletter subscriptions, and so on.

The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Mobile', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. The main content area is titled 'Customer Information' for 'Jane Doe'. It features a left sidebar with navigation options like 'Account Information', 'Addresses', 'Orders', 'Billing Agreements', 'Recurring Profiles (beta)', 'Shopping Cart', 'Wishlist', 'Newsletter', 'Product Reviews', and 'Product Tags'. The main content area is divided into sections: 'Personal Information' (Last Logged In, Last Logged In (America/Los\_Angeles), Confirmed email, Account Created on, Account Created in, Customer Group), 'Default Billing Address' (Jane Doe, 10441 Jefferson Blvd, Culver City, California, 90232, United States, T: 888-888-8888), 'Sales Statistics' (table with columns: Website, Store, Store View, Lifetime Sales, Average Sale), and 'Recent Orders' (Shopping Cart - 2 item(s), Wishlist - 0 item(s)).

*Customer Account*

### To view customer information:

1. On the Admin menu, select **Customers > Manage Customers**.

The Manage Customers page lists all customers who have opened an account with your store or were added by the administrator .

2. Click to open a customer record.
3. In the panel on the left, select the type of information you need to edit. Then, make the necessary changes.
4. When complete, click the Save Customer button.

# Persistent Shopping Cart

A persistent shopping cart keeps track of unpurchased items which are left in the cart, and saves the information for the customer's next visit. Customers who are "remembered" can have the contents of their shopping carts restored the next time they visit your store.

Using a persistent shopping cart can help reduce the number of abandoned shopping carts and increase sales. It is important to understand that the persistent shopping cart does not expose sensitive account information at any time. While the persistent shopping cart is use, both registered customers and guest shoppers are required to either log in to an existing account, or create a new account before going through checkout. For guest shoppers, a persistent shopping cart is the only way to retrieve information from a previous session.

## Types of Cookies

To use the persistent shopping cart, the customer's browser must be set to allow cookies. During operation, the following cookies are used:



### Session Cookie

A short-term session cookie exists for the duration of a single visit to your site, and expires when the customer leaves, or after a set period of time.



### Persistent Cookie

A long-term persistent cookie continues in existence after the end of the session, and saves a record of the customers' shopping contents for future reference.

A persistent shopping cart is controlled by a combination of factors, which can include whether or not the customer wants to be "remembered," the lifetime of the cookies, and the point at which the persistent cookie is cleared. The system retains a record of the shopping cart contents, even if the customer later uses different devices to shop in your store. For example, a customer can add an item to the shopping cart from a laptop, edit the cart contents from a desktop computer, add more items from a mobile device, and complete the checkout process from a tablet.

There is a separate independent persistent cookie for each browser. If the customer uses multiple browsers while visiting your store during a single, persistent session, any changes made in one browser will be reflected in any other browser

when the page is refreshed. While the persistent shopping cart is enabled, your store creates and maintains a separate persistent cookie for each browser that is used by a customer to log in or create an account.

When a persistent cookie is applied, a Not %Jane Smith%? link appears in the page header, to give the customer the ability to terminate the persistent session and start working as a guest, or log in as a different customer.

If Persist Shopping Cart is set to “Yes,” the following situation is possible:

- Customer A in the persistent session adds products to the cart, and goes away to make a cup of coffee.
- Customer B takes his place, and does not click the Not %Customer A% link. The B is actually working with the A’s shopping cart. If he or she goes to checkout and logs in as Customer B, the shopping cart content of the A (modified by B or not) is added to the B’s shopping cart.
- After B submits the order, the ordered products are removed from the A’s shopping cart.

## Cookie Scenarios

### Remember Me

---

The “Remember Me” checkbox on the Login page lets customers choose to save the contents of their shopping carts.



**Yes:** If “Remember Me” is selected, a persistent cookie is created, and the contents of the shopping cart is saved for the customer’s next logged-in session.



**No:** If “Remember Me” is not selected or cleared, a persistent cookie is not created, and the shopping cart information is not saved for the next customer’s logged-in session.

### Continue Persistence After Logout (No)

---

When Clear Persistence on Log Out is set to “No,” the following scenarios apply:



When the customer logs in, the persistent cookie is invoked, in addition to the session cookie which is already in use.



When the customer logs out, the session cookie is deleted, but the persistent cookie remains in effect. The next time the customer logs in, the cart items will be restored, or added to any new items which have been placed in the cart.



If the customer does not log out, but the session cookie expires, the persistent cookie remains in effect.



When the customer logs in, the persistent cookie is invoked, in addition to the session cookie which is already in use.

### Clear Persistence on Logout (Yes)

---

When Clear Persistence on Log Out is set to “Yes,” the following scenarios apply:



When the customer logs in, the persistent cookie is invoked, in addition to the session cookie which is already in use.



When the customer logs out, both cookies are deleted.



If the customer does not log out, but the session cookie expires, the persistent cookie remains in effect.

### Cookie Workflow

When Persistent Shopping Cart is enabled, the general workflow of applying the persistent cookie depends on the values of the Enable Remember Me and Clear Persistence on Log Out settings in the Admin , and the store customer decision to select or clear the Remember Me checkbox when logging in or registering. The following variants are possible:

Settings	Effect
Enable Remember Me = “No” Clear Persistence on Log Out = any value	The Remember me checkbox is not available on the login and registration page. The persistent cookie is not used.

Settings	Effect
Enable Remember Me = "Yes" Clear Persistence on Log Out = any value Remember Me (not selected)	The session cookie is applied as usual; the persistent cookie is not used.
Enable Remember Me = "Yes" Clear Persistence on Log Out = "Yes" Remember Me = "Yes"	When a customer logs in, both cookies are applied. When a customer logs out, both cookies are deleted. If a customer does not log in, but the session cookie expires, the persistent cookie is still used. Apart from logging out, the persistent cookie is deleted when its lifetime runs out or when the customer clicks the Not %Jane Smith% link.
Enable Remember Me = "Yes" Clear Persistence on Log Out = "No" Remember Me = "Yes"	When a customer logs in, both cookies are applied. When a customer logs out, the session cookie is deleted, the persistent session continues. The persistent cookie is deleted when its lifetime runs out or when the customer clicks the Not %Jane Smith% link.

### To set up a persistent shopping cart:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Customers, select **Persistent Shopping Cart**. Then, click to expand the **General Options** section.
3. To enable the persistent shopping cart and to display additional configuration options, set **Enable Persistence** to "Yes."

General Options		
Enable Persistence	Yes	[WEBSITE]
Persistence Lifetime (seconds)	31536000	[WEBSITE]
Enable "Remember Me"	Yes	[WEBSITE]
"Remember Me" Default Value	Yes	[WEBSITE]
Clear Persistence on Log Out	Yes	[WEBSITE]
Persist Shopping Cart	Yes	[WEBSITE]

#### *Persistent Shopping Cart*

4. Do the following:
  - a. Set **Persistence Lifetime (seconds)** to the length of time that you want the persistent cookie to last. The default value 31,536,000 seconds is equal to one year, and is the maximum time allowed.
  - b. Set **Enable "Remember Me"** to one of the following:

- Yes Displays the “Remember Me” checkbox on the Login page of your store, so customers can choose to save their shopping cart information.
- No Persistence can still be enabled, but customers are not given the option to choose if they want to save their information.

**c.** To preselect the “Remember Me” checkbox, set **Remember Me Default Value** to “Yes.”

**d.** Set **Clear Persistence on Log Out** to one of the following:

- Yes The shopping cart is cleared when a registered customer logs out.
- No The shopping cart is saved when a registered customer logs out.

If the session cookie expires while the customer is still logged in, the persistent cookie remains in use.

**e.** Set **Persist Shopping Cart** to one of the following:

- Yes If the session cookie expires, the persistent cookie is preserved. If a guest shopper later logs in or creates a new account, the shopping cart is restored.
- No The shopping cart is not preserved for guests after the session cookie expires.

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

### Field Descriptions

Field	Scope	Description
Enable Persistence	Website	Determines if the persistence is enabled.
Persistence Lifetime (seconds)	Website	Defines the lifetime of the persistent cookie in seconds. Maximum allowed value is 3153600000 seconds (100 years).
Enable “Remember Me”	Website	Defines whether the Remember Me checkbox appears on the login and registration pages of the store. Options include:



Field	Scope	Description				
		Yes Displays the Remember Me checkbox.				
		No Does not display the Remember Me checkbox, and the persistent cookie is used only for customers who already have it.				
“Remember Me” Default Value	Website	Defines the default state for the Remember Me checkbox.				
Clear Persistence on Log Out	Website	Defines whether the persistent cookie is deleted when a store customer logs out. No matter how Clear Persistence on Log Out is configured, if a customer does not log out, but the session cookie expires, the persistent cookie is still used.				
Persist Shopping Cart	Website	Defines whether using the persistent cookie gives access to the shopping cart data of the correspondent account. Options include: <table border="0"> <tr> <td>Yes</td> <td>The shopping cart contents are saved after the session ends.</td> </tr> <tr> <td>No</td> <td>The shopping cart contents are not saved after the session ends.</td> </tr> </table>	Yes	The shopping cart contents are saved after the session ends.	No	The shopping cart contents are not saved after the session ends.
Yes	The shopping cart contents are saved after the session ends.					
No	The shopping cart contents are not saved after the session ends.					

## Terms and Conditions

When Terms and Conditions is enabled, customers must select a checkbox to verify that they agree to the terms and conditions of the sale. The Terms and Conditions message and checkbox appear during Order Review between the Totals section and the Place Order button. The transaction cannot be finalized until the customer selects the checkbox to agree to the terms and conditions of the sale.

**ORDER REVIEW**

PRODUCT	PRICE	QTY	SUBTOTAL
HERALD GLASS VASE	\$110.00	1	\$110.00
ANN ANKLE BOOT Color: Black Shoe size: 9	\$470.00	1	\$470.00
BLUE HORIZONS BRACELETS Finish: Sterling Silver	\$115.00	1	\$115.00
			Subtotal \$695.00
			Shipping & Handling (Free Shipping - Free) \$0.00
			Tax \$62.55
			<b>Grand Total \$757.55</b>

10441 Jefferson Blvd.  
Culver City, California, 90232  
United States  
T: 888-888-8888

SHIPPING METHOD | CHANGE  
Free Shipping - Free \$0.00

PAYMENT METHOD | CHANGE  
Cash On Delivery

**Terms and Conditions**

Terms and Conditions of Sale  
These Terms and Conditions May Change  
My Company reserves the right to update or modify these Terms and Conditions at any time without prior notice.

I agree to these terms.

[PLACE ORDER](#) [Forgot an Item?](#) [Edit Your Cart](#)

*Terms and Conditions at Checkout*

## Step 1: Enable Terms and Conditions

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Checkout**. Then, click to expand the **Checkout Options** section.
3. Make sure that **Enable Onepage Checkout** is set to “Yes.” Otherwise, the Terms and Conditions checkbox will not appear during checkout.
4. To display the terms and conditions checkbox during checkout, set **Enable Terms and Conditions** to “Yes.”
5. When complete, click the **Save Config** button.

**Checkout Options**

Enable Onepage Checkout	Yes	[STORE VIEW]
Allow Guest Checkout	Yes	[STORE VIEW]
Enable Terms and Conditions	Yes	[STORE VIEW]

*Checkout Options*

## Step 2: Add Your Terms and Conditions

1. On the Admin menu, select **Sales > Terms and conditions**.
2. In the upper-right corner, click the **Add New Condition** button.
3. In the Terms and Conditions Information section, complete the following:

The screenshot shows the 'Terms and Conditions Information' form. The 'Condition Name' is 'My Company Terms and Conditions of Sale'. The 'Status' is 'Enabled'. The 'Show Content as' is 'Text'. The 'Store View' is 'Main Website'. The 'Checkbox Text' is 'I agree to these terms:'. The 'Content' field contains the following text:

**Terms and Conditions of Sale**  
 These Terms and Conditions May Change  
 My Company reserves the right to update or modify these Terms and Conditions at any time without prior notice.

**Governing Terms**  
 All products and services offered for sale by My Company, Inc. ("My Company") are sold subject to the terms and conditions stated herein. These terms and conditions shall apply to the sale of the products and/or services described in the My Company Quotation, Sales Order, Invoice, or other contract documentation to which these terms and conditions are attached or incorporated by reference. Except as expressly agreed by an authorized representative of My Company in writing, no other terms and conditions, including any terms and conditions attached to, or contained within, Buyer's request for quotation, acknowledgment, purchase order or other contract documentation shall apply. Buyer's acceptance of the products or services delivered by My Company shall constitute an affirmation by Buyer that the terms and conditions set forth herein govern the purchase and sale of the goods or services. THE TERMS OF THIS CONTRACT SHALL SUPERSEDE ANY ADDITIONAL, DIFFERENT OR CONFLICTING TERMS PROPOSED BY BUYER OR CONTAINED ON BUYER'S PURCHASE ORDER OR ANY DOCUMENT OR INSTRUMENT SUBMITTED BY BUYER.

**Prices, Taxes and Payment**  
 All prices are firm unless otherwise agreed to in writing. My Company reserves the right to change the prices and specifications of its products at any time without notice. Any tax, duty, custom or other fee of any nature imposed upon this transaction by any federal, state or local governmental authority shall be paid by Buyer in addition to the price quoted or invoiced. In the event My Company is required to prepay any such tax, Buyer will reimburse My Company. Payment terms shall be net 30 days after shipment by My Company. An interest charge equal to 1 1/2% per month (18% per year) will be added to invoices outstanding beyond 30 days after shipment. In addition My Company reserves the right to require pre-paid payment terms from any Buyer whose account is overdue for a period of more than 60 days or who has an unsatisfactory credit or payment record. My Company may also refuse to sell to any person until overdue accounts are paid in full.

The 'Content Height (css)' field is set to 225px.

### *Terms and Conditions Information*

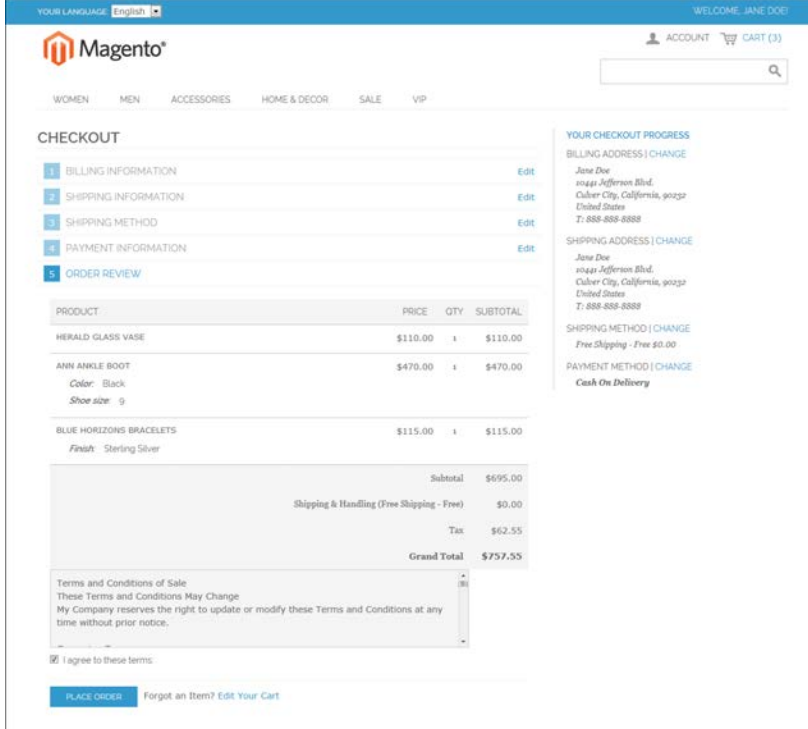
- a. Enter the **Condition Name**. The name is for internal reference only.
- b. Set **Status** to “Enabled.”
- c. Set **Show Content as** to one of the following:
 

Text	Displays the terms and conditions content as unformatted text.
HTML	Displays the terms and conditions content as HTML, which can be tagged and formatted.
4. Identify the **Store View** where the Terms and Conditions will appear.
5. Enter the **Checkbox Text** that you want to appear as a label with the checkbox. For example, you could use “I understand and accept these terms and conditions of the sale.”
6. In the **Content** field, either type or paste enter the full text of the terms and conditions of the sale.
7. (Optional) Enter the **Content Height (css)** , in pixels, to determine the height of the text box in which the terms and conditions statement appears during checkout. For example, if you want the text box to be one inch high, enter 96, which is the equivalent value in pixels.
8. When complete, click the **Save Condition** button.



## Chapter 42: Order Fulfillment

When the order is placed, a sales order is created as a temporary record of the transaction. In the Orders list, sales orders are shown with a status of "Pending," and can be canceled at any time until the payment is processed. After payment confirmed, the order can be invoiced and shipped.



YOUR LANGUAGE: English | WELCOME, JANE DOE | ACCOUNT | CART (3)

WOMEN | MEN | ACCESSORIES | HOME & DECOR | SALE | VIP

### CHECKOUT

- BILLING INFORMATION [Edit](#)
- SHIPPING INFORMATION [Edit](#)
- SHIPPING METHOD [Edit](#)
- PAYMENT INFORMATION [Edit](#)
- ORDER REVIEW

PRODUCT	PRICE	QTY	SUBTOTAL
HERALD GLASS VASE	\$110.00	1	\$110.00
ANN ANKLE BOOT Color: Black Shoe size: 9	\$470.00	1	\$470.00
BLUE HORIZONS BRACELETS Finish: Sterling Silver	\$115.00	1	\$115.00
Subtotal			\$695.00
Shipping & Handling (Free Shipping - Free)			\$0.00
Tax			\$62.55
<b>Grand Total</b>			<b>\$757.55</b>

Terms and Conditions of Sale  
These Terms and Conditions May Change  
My Company reserves the right to update or modify these Terms and Conditions at any time without prior notice.

I agree to these terms

[PLACE ORDER](#) [Forgot an Item? Edit Your Cart](#)

**YOUR CHECKOUT PROGRESS**

[BILLING ADDRESS | CHANGE](#)  
Jane Doe  
10421 Jefferson Blvd.  
Culver City, California, 90232  
United States  
T: 888-888-8888

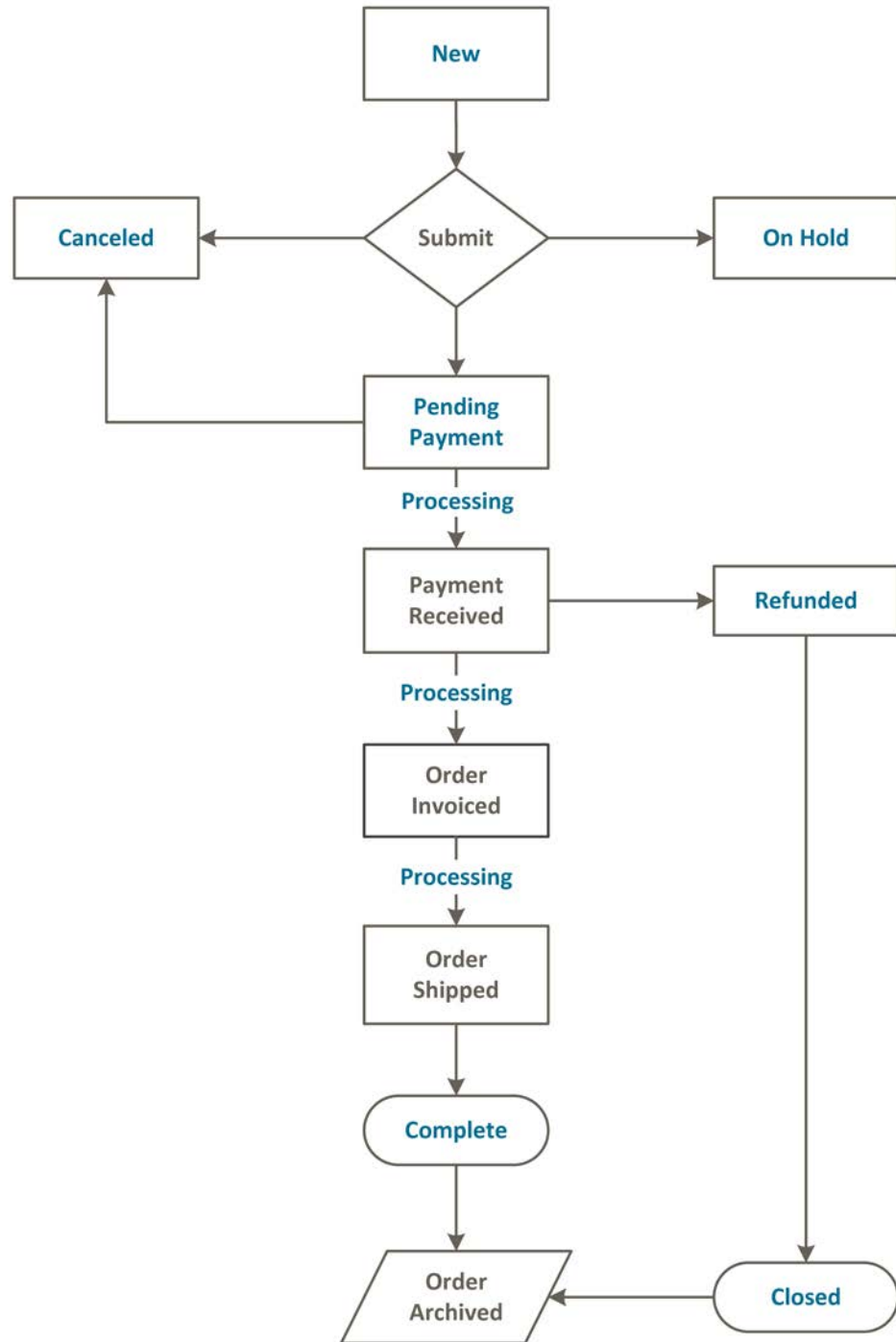
[SHIPPING ADDRESS | CHANGE](#)  
Jane Doe  
10421 Jefferson Blvd.  
Culver City, California, 90232  
United States  
T: 888-888-8888

[SHIPPING METHOD | CHANGE](#)  
Free Shipping - Free \$0.00

[PAYMENT METHOD | CHANGE](#)  
Cash On Delivery

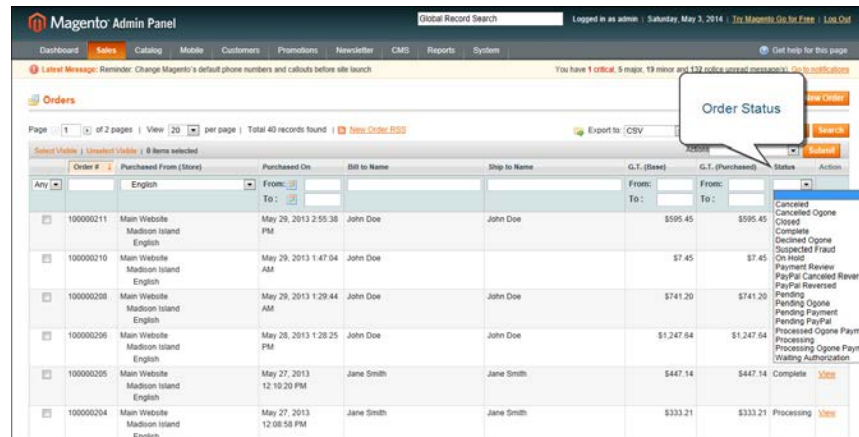
*Place Order*

# Order Workflow



# Order Status

All orders have an order status that is associated with a stage in the order processing [workflow](#). You can see the status of an order by clicking the control at the top of the Status column.



## Order Status

Your store has a set of predefined order status and order state settings. The state describes the position of an order in the workflow.

Order Status	Order State
Canceled	New
Canceled Ogone	Pending Payment
Closed	Processing
Complete	Complete
Declined Ogone	Closed
Suspected Fraud	Canceled
On Hold	On Hold
Payment Review	Payment Review
PayPal Canceled Reversal	
PayPal Reversed	
Pending	
Pending Ogone	
Pending Payment	
Pending PayPal	
Processed Ogone Payment	
Processing	
Processing Ogone Payment	
Waiting Authorization	

## Custom Order Status

In addition to the preset order status values, you can create custom order status values of your own, assign order statuses to order states, and set a default order status for order states. For example, you might need a custom order status for orders, such as “packaging” or “backordered,” or for a status that is specific to your needs. You can create a descriptive name for the custom status, and then assign it to the associated order state in the order processing workflow.

Currently only default custom order status values are applied in the order management workflow. The custom status values that are not set as default are available only in the comments section in the order view in the Admin .

Status	Status Code	Default Status	State Code (State Title)	Action
Processed Ogone Payment	processed_ogone	No	processing (Processing)	Unassign
Processing	processing	Yes	processing (Processing)	Unassign
Pending Ogone	pending_ogone	No	pending_payment (Pending Payment)	Unassign
Pending Payment	pending_payment	Yes	pending_payment (Pending Payment)	Unassign
Payment Review	payment_review	Yes	payment_review (Payment Review)	Unassign
Suspected Fraud	fraud	No	payment_review (Payment Review)	Unassign
Pending	pending	Yes	new (New)	Unassign
On Hold	holded	Yes	holded (On Hold)	Unassign
Complete	complete	Yes	complete (Complete)	Unassign
Closed	closed	Yes	closed (Closed)	Unassign
Cancelled	cancelled	Yes	cancelled (Cancelled)	Unassign
Waiting Authorization	waiting_authorization			
Declined Ogone	decline_ogone			
PayPal Cancelled Reversal	paypal_cancelled_reversal			
Cancelled Ogone	cancel_ogone			
Processing Ogone Payment	processing_ogone			
PayPal Reversed	paypal_reversed			
Pending PayPal	pending_paypal			

*Order Statuses*

### To create a custom order status:

1. On the Admin menu, select **System > Order Statuses**.
2. In the upper-right corner, click the **Create New Status** button.
3. In the Order Status Information section, do the following:
  - a. Enter a **Status Code**. This value is for internal use only. The first character must be a letter (a-z), and the rest can be any combination of letters and numbers (0-9). You can use the underscore character instead of a space.
  - b. Enter a **Status Label** to identify the status setting in both the Admin and store.



### *Order Status Information*

4. In the Store View Specific Labels section, enter any labels that you need for different store views and languages.
5. When complete, click the **Save Status** button.

The new order status now appears in the Order Statuses list.

### To assign an order status to a state:

1. Front the Order Statuses list, click the **Assign Status to State** button.
2. In the Assignment Information section, do the following:
  - a. Select the **Order Status** that you want to assign. They are listed by status label.
  - b. Select the **Order State** that represents where the order status belongs in the workflow.
  - c. To make this status the default for the order state, select the **Use Order Status as Default** checkbox.

### *Assign Status to State*

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

### To edit an existing order status:

1. On the Order Statuses page, click to open the status record in edit mode.
2. Update the status labels as needed.
3. When complete, click the **Save Status** button.

### To remove an order status from an assigned state:

1. On the Order Statuses page, find the order status record that you want to unassign.
2. In the Action column on the far right of the row, click the **Unassign** link.

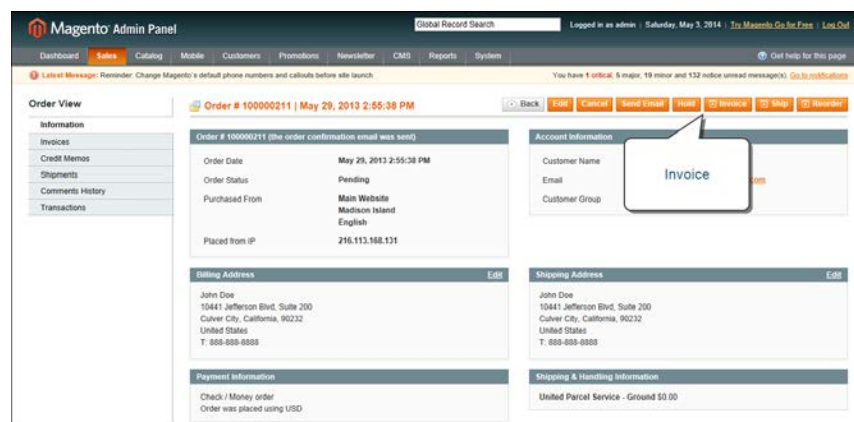
A message appears at the top of the workspace that the order status has been unassigned. Although the order status label still appears in the list, it is no longer assigned to a state. Order statuses cannot be deleted.

## Invoice an Order

An invoice is a record of the receipt of payment for an order. Creating an invoice for an order converts the temporary sales order into a permanent record of the order, which cannot be canceled. Multiple invoices can be created for a single order, each containing as much or as few of the purchased products that you specify.

The invoice for a single order, or for a batch of orders, can be generated from the Admin. However, some payment methods generate the invoice automatically when payment is authorized and captured. The payment method determines which invoicing options can be used for the order.

For orders with online payment methods where you have chosen “Authorize and Capture,” this button does not appear. A new invoice page looks very similar to a completed order page, with some additional fields that can be edited.



*Invoice Order*

### To invoice an order:

1. On the Admin menu, select **Sales > Orders**.
2. In the list, find the “Pending” order, and click to open the record.
3. If the items are ready to ship, you can create a packing slip for the shipment with the invoice. To create a packing slip, do the following:

- a. In the Shipping Information section, select the **Create Shipment** checkbox.
- b. To include a tracking number, click the **Add Tracking Number** button and enter the **Carrier**, **Title**, and **Number**.

Carrier	Title	Number	Action
Federal Express	Federal Express	[259874566]	Delete

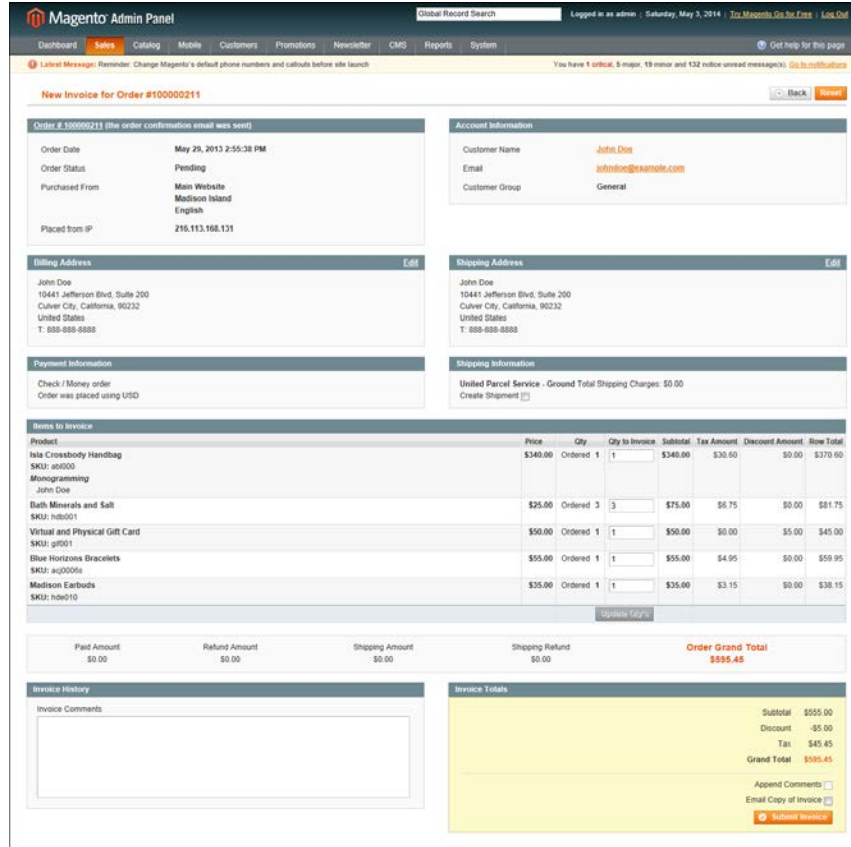
### *Shipping Information*

4. To make a partial invoice scroll down to the Items to Invoice section, and enter the **Qty to Invoice** for each item.
5. Under the Invoice History menu, in the **Invoice Comments** section, complete the comments as needed. Then, in the Invoice Totals section, select the **Append Comments** checkbox to add the comments to the invoice.

Every activity related to the order is noted in the Comments section.

6. Select the **Email Copy of Invoice** checkbox to send a copy of the invoice to your customer.
7. Click the **Submit Invoice** button to process the invoice and capture the sale.

If your store requires that you ship before invoicing, click the Ship button, complete the shipping information and submit your shipment. When that is complete, finish the invoicing steps.



*Invoice*

## Payment Actions

Payment Action	Description
Capture Online	Upon invoice submission, the system captures the payment from the third-party payment gateway. You have the ability to create a credit memo and void the invoice.
Capture Offline	Upon invoice submission, the system does not capture the payment. It is assumed that the payment is captured directly through the gateway, and you no longer have the option to capture this payment through Magento. You have the ability to create a credit memo, but you do not have the option to void the invoice. (Even though the order used an online payment, the invoice is essentially an offline invoice.)
Not Capture	When the invoice is submitted, the system does not capture the payment. It is assumed that you will capture the payment through Magento at a later date. There is a

Payment Action	Description
----------------	-------------

Capture button in the completed invoice. Before capturing, you are able to cancel the invoice. After capturing you are able to create a credit memo and void the invoice.

Do not select Not Capture unless you are certain that you are going to capture the payment through Magento at a later date. You will not be able to create a credit memo until the payment has been captured using the Capture button.

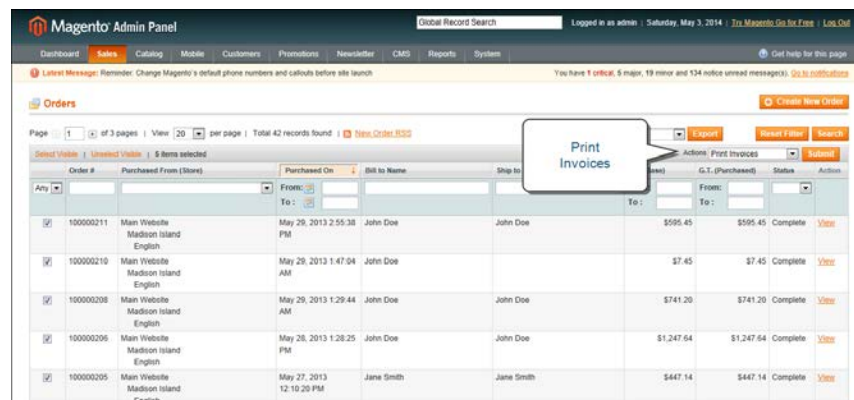
## Print Invoices

You can print an invoice for a single order, or for multiple invoices as a batch, or group. However, before an invoice can be printed, the invoice must first be generated for the order.

To view or print the PDF, you must have a PDF reader. You can download [Adobe Reader](#) at no charge.

### To print invoices:

1. On the Admin menu, select **Sales > Invoices**.
2. In the **Invoices** list, select the checkbox of each invoice that you want to print.
3. Set the **Actions** control to “Print Invoices.”



*Print Invoices*

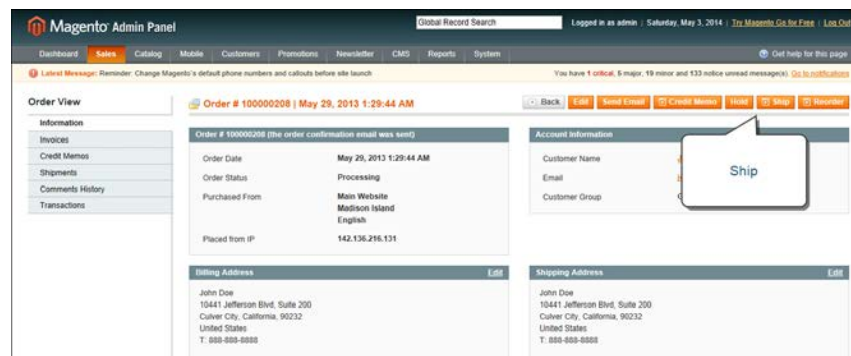
4. Click the **Submit** button to generate the PDF and display the document in a new window.
5. After the file has been downloaded and saved to your computer, you can open and print the document with [Adobe Reader](#).

## Ship an Order

An order that has been paid, but is awaiting shipment has the “Processing” status.

### To ship an order:

1. On the Admin menu, select **Sales > Orders**.
2. In the Orders list, click to open the order to be shipped.
3. In the upper-right corner, click the **Ship** button.



### Ship an Order

4. If you need to update the billing or shipping address, click the **Edit** link in the upper-right corner of the section. Make the necessary changes, and click the **Save Order Address** button.
5. To have the carrier generate a shipping label, select the **Create Shipping Label** checkbox.
6. To add a tracking number, scroll down to the Shipping Information section, and click the **Add Tracking Number** button. Then, do one of the following:
  - Select the **Carrier**, and enter the tracking **Number**.
  - Set **Carrier** to “Custom Value.” Enter a **Title** for the custom carrier, and enter the tracking **Number**.



### *Shipping Information*

7. To make a partial shipment, scroll down to the Items to Ship section, and enter the **Qty to Ship** for each item.
8. To notify customers by email of the shipment, do the following:
  - a. Enter any comments you would like to include in the **Shipment Comments** box.
  - b. To include the comments in the notification email that is sent to the customer, select the **Append Comments** checkbox.
  - c. To send a copy of the shipment email to yourself, select the **Email Copy of Shipment** checkbox. The status of an invoice email appears next to the invoice number of the completed invoice as either sent or not sent.
9. When complete, click the **Submit Shipment** button. The status of the order changes from “Processing” to “Complete.”

## View Shipment Detail

The shipment record contains a detailed history of the fulfillment process associated with the order. Partial shipments can be made until the order is fulfilled.

### To view the shipment detail:

1. On the Admin menu, select **Sales > Shipments**.
2. Find the shipment in the list, and click to open the record.
3. If you want to add a comment to the order, scroll down to the Comments History section, and enter the comment in the box.
  - To send the comment to the customer by email, select the **Notify Customer by Email** checkbox.
  - To post the comment in the customer’s account, select the **Visible on Frontend** checkbox.
4. Click the **Submit Comment** button.

# Packing Slips

A packing slip is a sales document that accompanies shipments sent from your store, and lists each item included in the package. You can print a packing slip for a single order, or print multiple packing slips as a batch, or group. However, before a packing slip can be printed, it must first be created for the order.

To view or print the PDF, you must have a PDF reader. You can download [Adobe Reader](#) at no charge.

## To print packing slips:

1. On the Admin menu, select **Sales > Shipments**.

### Method 1: Print Single Packing Slip from Shipment

- a. In the Shipments list, open the record that needs a packing slip.
- b. In the upper-right corner of the shipment page, click the **Print** button. Look for the download indicator in the lower-left corner of your browser window.

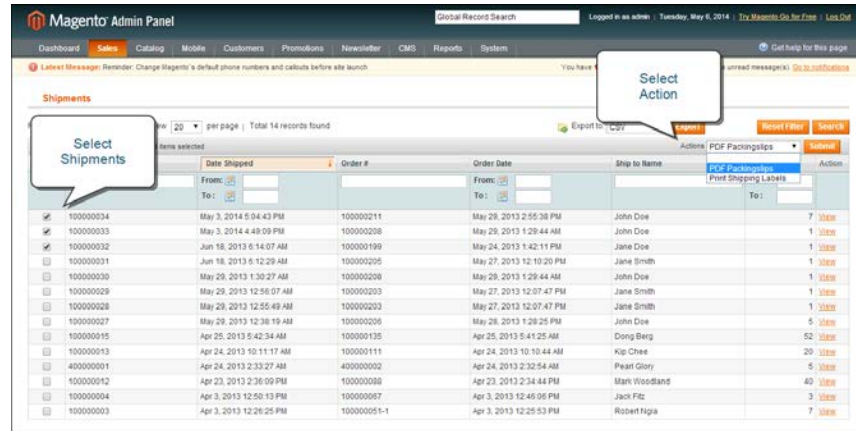
Packing Slip # 50000033 Order # 10000220 Order Date: Apr 1, 2014		
<b>Sold to:</b>	<b>Ship to:</b>	
Jane Doe 1234 Fifth Avenue San Diego, California, 92103 United States T: 999 999-9999	Jane Doe 1234 Fifth Avenue San Diego, California, 92103 United States T: 999 999-9999	
<b>Payment Method:</b>	<b>Shipping Method:</b>	
Cash On Delivery	United Parcel Service - 3 Day Select  (Total Shipping Charges \$15.19)	
<b>Qty</b>	<b>Products</b>	<b>SKU</b>
1	TrilleCa Skinny Jean Color: Black Size: 32	wpd00032

*Packing Slip*

### Method 2: Print Multiple Packing Slips

- a. In the Shipments list, select the checkbox of each shipment record that needs a packing slip.
- b. In the upper-right corner, set the **Actions** control to “PDFpackingslips” and click the **Submit** button.





### Printing Multiple Packing Slips

#### 2. Do one of the following:

- To save the document, click the **Save** button. Then, follow the prompts to save the file to your computer. When the download is complete, open the PDF in Adobe Reader, and print the document.
- To view the document in Adobe Reader, click the **Open** button. From here, you can either print the packing slip or save it to your computer.

## Shipping Labels

You can easily create shipping labels for new and existing orders from the Admin of your store. To create shipping labels, you must first set up your shipping carrier account to support labels. Then, follow the prompts to enter a description of the package and its contents. Magento contacts the shipping carrier, creates an order in the carrier's system, and receives a shipping label and tracking number for the shipment.

An individual order is created for each package shipped. A single shipment with multiple packages receives multiple shipping labels.

#### Process Overview:

- Step 1: Contact Your Shipping Carriers
- Step 2: Update the Configuration for Each Carrier
- Step 3: Create Shipping Labels
- Step 4: Print Shipping Labels

## Step 1: Contact Your Shipping Carriers

Before you begin, make sure that your shipping accounts are set up to process labels. Some carriers might charge an additional fee to add shipping labels to your account.

1. Contact each carrier that you use to activate shipping labels for your store.
2. Follow the instructions provided by each carrier to add shipping label support to your account.

FedEx      Contact [FedEx Web Services](#) regarding their label evaluation process.

USPS      Contact [uspstechsupport@esecurecare.net](mailto:uspstechsupport@esecurecare.net) to request that API Signature Confirmation V3 be enabled for your live USPS API Access account.

UPS      Contact [UPS](#) to confirm your account type supports shipping labels. To generate shipping labels, you must use the UPS XML option.

DHL      Contact the [DHL Resource Center](#) to learn more about their services or send an inquiry through their [Contact Center](#).

## Step 2: Update the Configuration for Each Carrier

1. Make sure that your [Store Information](#) is complete.
2. Follow the instructions below for each carrier account that has been activated for label printing.

### UPS

United Parcel Service ships both domestically and internationally. However, shipping labels can be generated only for shipments that originate within the United States.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **UPS** section. Then, verify that your UPS **Shipper Number** is correct. Your Shipper Number appears only when United Parcel Service XML is enabled.
4. When complete, click the **Save Config** button.

## USPS

The United States Postal Service ships both domestically and internationally.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **USPS** section. Then, do the following:
  - a. Verify that the **Secure Gateway URL** is entered. The correct URL should be entered automatically.
  - b. Enter the **Password** provided to you by USPS.
  - c. Set **Size** to “Large.” Then, enter the following dimensions:
    - Length
    - Width
    - Height
    - Girth
4. When complete, click the **Save Config** button.

## FedEx

FedEx ships domestically and internationally. Stores located outside the United States can create FedEx labels for international shipments only.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under sales, select **Shipping Methods**.
3. Click to expand the **FedEx** section. Then, make sure that the following FedEx credentials are correct:
  - Meter Number
  - Key
  - Password
4. When complete, click the **Save Config** button.

## DHL

DHL provides international shipping services.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under sales, select **Shipping Methods**.
3. Click to expand the **DHL** section. Then, do the following:
  - a. Verify that the **Gateway URL** is entered. The correct URL should be entered automatically.
  - b. Make sure that the following credentials are complete:
    - Access ID
    - Password
    - Account Number
4. When complete, click the **Save Config** button.

### Step 3: Create Shipping Labels

#### Process Overview:

[Method 1: Create Label for New Shipment](#)

[Method 2: Create Label for Existing Shipment](#)

### Method 1: Create Label for New Shipment

1. On the Admin menu, select **Sales > Orders**.
2. Find the order in the list, and click to open the record. The status of the order must be either “Pending” or “Processing.”
3. In the upper-right corner, click the **Ship** button. Then, confirm the shipping information according to carrier requirements.
4. In the lower-right corner, select the **Create Shipping Label** checkbox. Click the **Submit Shipment** button, and do the following:

- a. To add products from the order to the package, click the **Add Products** button. The Quantity column shows the maximum number of products that are available for the package.
- b. Select the check box of each product to be added to the package and enter the **Quantity** of each. Then, click the **Add Selected Product(s) to Package** button.
  - To add a new package, click the **Add Package** button.
  - To delete a package, click the **Delete Package** button.

If you use a package type other than the default, or require a signature, the cost of shipping might differ from what you have charged the customer. Any difference in the cost of shipping is not reflected in your store.

5. When complete, click **OK**.
  - If you need to cancel an order, click the **Cancel** button. A shipping label will not be created, and the Create Shipping Label checkbox is cleared.
6. Magento now connects to the shipping carrier system, submits the order, and receives a shipping label and tracking number for each package.
  - If the label is successfully created, the shipment is submitted, the tracking number appears in the form, and the label is ready to print.
  - If the carrier cannot create the label due to the problems with connection, or for any other reason, the shipment is not processed.

## Method 2: Create Label for Existing Shipment

1. On the Admin menu, select **Sales > Orders**.
2. Find the order in the list and click to open the Shipping form. Then, do the following:
  - a. In the Shipping and Tracking Information section, click the **Create Shipping Label** button.
  - b. Distribute the ordered product(s) to the appropriate package(s), and click **OK**.
  - c. To review the package information, click the **Show Packages** button.

Magento connects to the shipping carrier system, submits an order, and receives a shipping label and a tracking number.

- If a shipping label for this shipment already exists in the system, it is replaced with a new one. However, existing tracking numbers are not replaced. Any new tracking number is added to the existing one.

## Step 4: Print Shipping Labels

Shipping labels are generated in PDF format, and can be printed from the Admin panel. Each label includes the order number and package number.

### Process Overview:

[Method 1: Print Label from Shipment Form](#)

[Method 2: Print Labels for Multiple Orders](#)

## Method 1: Print Label from Shipment Form

1. On the Admin menu, do one of the following:
  - Select **Sales > Orders**. Find the order in the list, and click to open the record. In the Order View panel on the left, select **Shipments**. Then, click to open the shipment record.
  - Select **Sales > Shipments**. Find the order in the list, and click to open the record.
2. To download the PDF file, go to the Shipping and Tracking section of the form and click the **Print Shipping Label** button. Depending on your browser settings, the shipping labels can be viewed and printed directly from the PDF file.

The Print Shipping Label button appears only after the carrier has generated labels for the shipment. If the button is missing, click the **Create Shipping Label** button. The button will appear after Magento receives the label from the carrier.

## Method 2: Print Labels for Multiple Orders

1. On the Admin menu, do one of the following:
  - Select **Sales > Orders**.
  - Select **Sales > Shipments**.

2. In the list, select the checkbox of each order that has shipping labels to be printed.
3. In the upper-right corner, set the **Actions** control to "Print Shipping Labels."
4. Click the **Submit** button.

A complete set of shipping labels is printed for each shipment that is related to the selected orders.

### Required Carrier Configuration Settings

Field	Description								
Type	Package types differ by carrier and method. The default package type for each carrier is initially selected. USPS does not require the package type for domestic shipments.								
Customs Value	(International shipments only) The declared value or sales price of the contents of an international shipment.								
Total Weight	The total weight of all products added to the package is calculated automatically. The value can also be changed manually, and entered as pounds or kilograms.								
Length, Width, Height	(Optional) The package dimensions are used for custom packages only. You can specify the measurements units as inches or centimeters.								
Signature Confirmation	Indicates if a signature is required to confirm receipt of the package. Although the options vary by carrier and shipping method, possible values include: <table border="0" style="margin-left: 20px;"> <tr> <td>Not Required</td> <td>No confirmation of delivery is sent to the store by the shipping carrier.</td> </tr> <tr> <td>No Signature</td> <td>A delivery confirmation without the signature of the recipient is sent to the store by the shipping carrier.</td> </tr> <tr> <td>Signature Required</td> <td>The shipping carrier obtains the signature of the recipient and provides the store with a printed copy.</td> </tr> <tr> <td>Direct</td> <td>(FedEx Only) FedEx obtains a signature from someone at the delivery address. If no one is available to sign for the package, the carrier tries to deliver the package at another time.</td> </tr> </table>	Not Required	No confirmation of delivery is sent to the store by the shipping carrier.	No Signature	A delivery confirmation without the signature of the recipient is sent to the store by the shipping carrier.	Signature Required	The shipping carrier obtains the signature of the recipient and provides the store with a printed copy.	Direct	(FedEx Only) FedEx obtains a signature from someone at the delivery address. If no one is available to sign for the package, the carrier tries to deliver the package at another time.
Not Required	No confirmation of delivery is sent to the store by the shipping carrier.								
No Signature	A delivery confirmation without the signature of the recipient is sent to the store by the shipping carrier.								
Signature Required	The shipping carrier obtains the signature of the recipient and provides the store with a printed copy.								
Direct	(FedEx Only) FedEx obtains a signature from someone at the delivery address. If no one is available to sign for the package, the carrier tries to deliver the package at another time.								

Field	Description
Indirect	(FedEx Residential Deliveries Only) FedEx obtains the signature of someone, possibly a neighbor or building manager, at the delivery address. The recipient can leave a signed FedEx door tag to authorize the package to be left without anyone present to sign for it.
Contents	(USPS Only) Select one of the following descriptions of the package: Gift Documents Commercial Sample Returned Goods Merchandise Other
Explanation	(USPS Only) A detailed description of the package contents.
Adult Required	The shipping carrier obtains the signature of an adult recipient and provides the store with a printed copy.

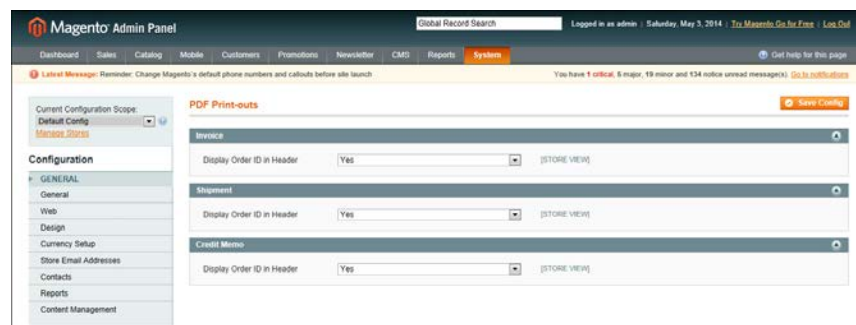


## PDF Printouts

The Order ID can be included in the sales documents that accompany an order. Follow the instructions below to include the Order ID in the header of invoices, packing slips, and credit memos.

### To configure PDF printouts:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **PDF Print-outs**.
3. Click to expand each section.
4. To include the order ID in the header of each document, Set **Display Order ID in Header** to “Yes.”
5. When complete, click the **Save Config** button.



*PDF Print-outs*

## Customer Address Formats

The store administrator can modify address templates to control the format of the following customer billing and shipping addresses:

- Customer’s billing and shipping addresses in the customer’s address
- Shipping and billing addresses from customer’s address book (available during the shopping cart checkout)
- Addresses in invoices, shipments, and refunds (printed in PDF files)

### Address Templates

#### To change the order of address fields:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Customers, select **Customer Configuration**.

The section includes a separate set of formatting instructions for each of the following:

- Text
- Text One Line
- HTML
- PDF
- JavaScript Template

3. Edit each template as needed, using the examples below for reference.
4. When complete, click the **Save Config** button.

## Examples

### For Text, Text One Line, HTML and PDF Address Templates

```

{{depend address attribute code}} a space, a character, or UI label
{{/depend}};

{{if address attribute code}}{{var address attribute code}} a space, a
character, or UI label

{{/if}}

```

### For JavaScript Address Template

```

#{address attribute code} or User Interface label #{address attribute
code}

```

## Template Types

Template	Description
Text	The template is used for all addresses that are printed.
Text One Line	This template defines the order of address entities in the customer's shopping cart address book list. Progress during checkout.
HTML	This template defines the order of address fields located under the Customer Addresses area in the Admin panel (Customers > Manage Customers) and those located on the Add New Address page when a customer creates a new billing or shipping address on his or her account page.
PDF	The template defines the display of billing and shipping addresses in the printed invoices, shipments, and credit memos.
JavaScript Template	In the templates, you will see the following code blocks: <ul style="list-style-type: none"> <li><code>depend</code>            For processing inner elements.</li> <li><code>if</code>                    An attribute is defined.</li> <li><code>var</code>                    The code attribute is printed.</li> </ul>



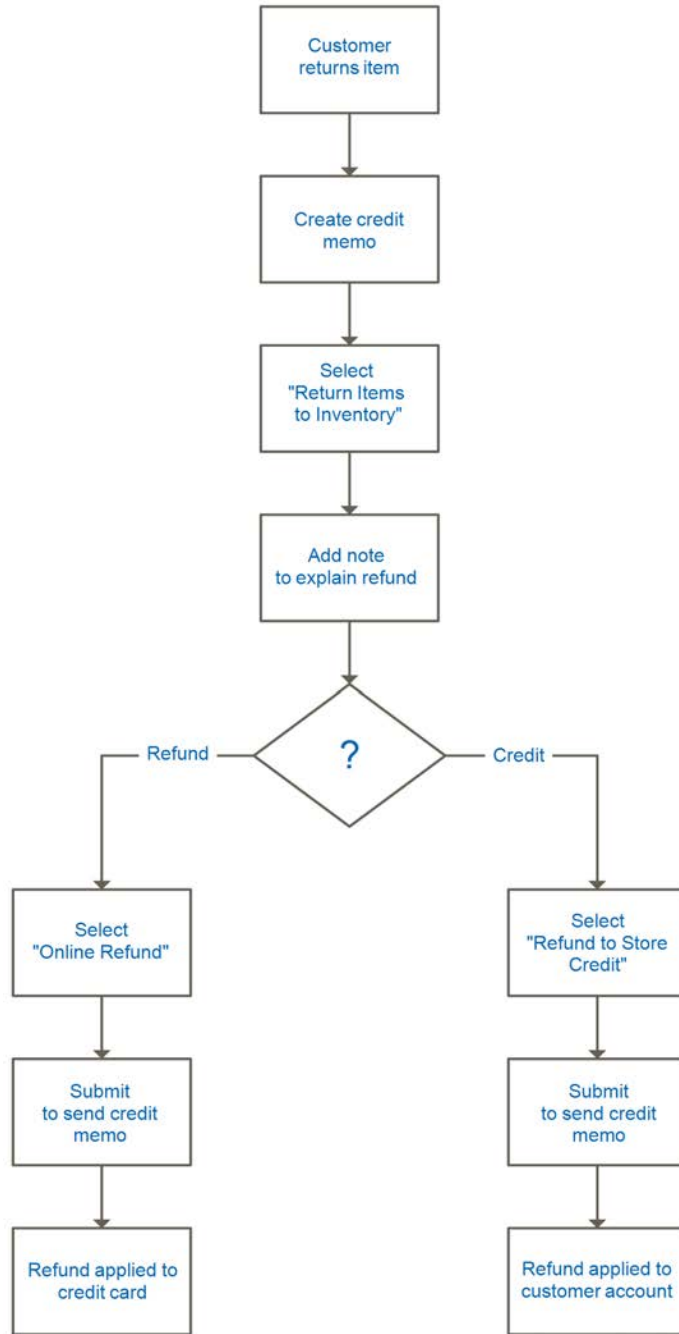


## Chapter 43: Store Credit and Refunds

Store credit is an amount to be restored to a customer account. Store credit can be used by customers to pay for purchases, and by administrators as cash refunds. Gift card balances can be credited to the customer's account, instead of using the gift card code for future purchases.

After an order has been paid for and invoiced, all of the order, or a portion of it, can be refunded by issuing a credit memo. A credit memo differs from a refund because the amount of the credit is restored to the customer's account where it can be applied to future purchases, rather than returned to the customer as cash. In some cases, a refund can be given at the same time that a credit memo is issued, just as payment can be made at the time of invoicing. The amount of store credit in a customer's account can be managed from Admin.

# Product Return Workflow



*Product Return Workflow*

# Create a Credit Memo

A credit memo is a document that lists the amount that is owed to the customer. The amount can be applied toward a purchase, or refunded to the customer. You can print a credit memo for a single order, or for multiple orders as a batch, or group. Before a credit memo can be printed, it must first be generated for the order.

**Items to Refund**

Product	Price	Qty	Return to Stock	Qty to Refund	Subtotal	Tax Amount	Discount Amount	Row Total
Linen Blazer SKU: ms012	\$455.00	Ordered 1 Invoiced 1 Shipped 1	<input type="checkbox"/>	0	\$0.00	\$0.00	\$0.00	\$0.00
Jackie O Round Sunglasses SKU: acc001	\$225.00	Ordered 1 Invoiced 1 Shipped 1	<input checked="" type="checkbox"/>	1	\$225.00	\$20.25	\$0.00	\$245.25

**Refund Totals**

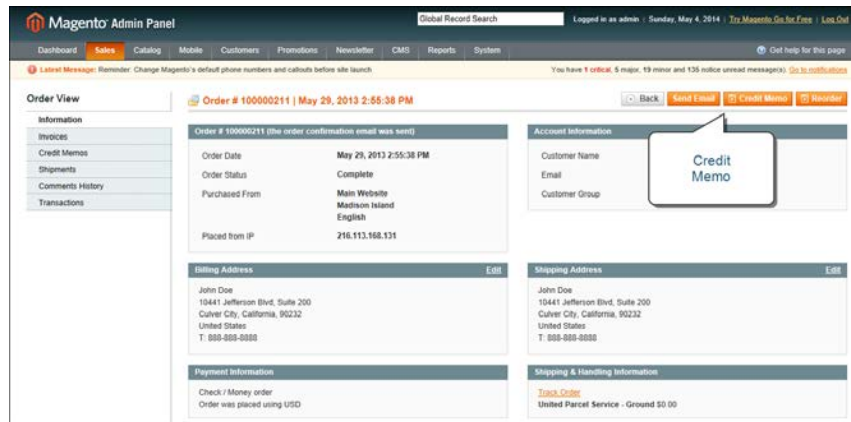
Subtotal	\$225.00
Refund Shipping	0
Adjustment Refund	0
Adjustment Fee	0
Tax	\$20.25
<b>Grand Total</b>	<b>\$245.25</b>

*Credit Memo*

## To create a credit memo:

1. On the Admin menu, select **Sales > Orders**.
2. Find the order in the list, click to open the order.
3. In the upper right corner, click the **Credit Memo** button. (The button appears only if an invoice has been generated for the order.)

The New Credit Memo page looks similar to the completed order page, with an Items to Refund section that lists each item from the invoice.

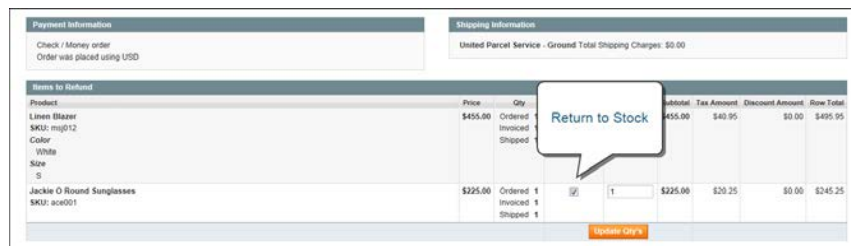


*New Credit Memo*

If an online payment method was used, you will not be able to edit these fields.

4. Do one of the following:
  - If the product is to be returned to inventory, check the **Return to Stock** checkbox.
  - If the product will not be returned to inventory, leave the checkbox blank.

The Return to Stock checkbox appears only if you have set the inventory [Stock Options](#) to “Decrease Stock When Order Is Placed.”



*Return to Stock*

5. Complete the following:
  - a. In the **Qty to Refund** box, type the number of items to be returned and press the **Enter** key to record the change. The Update Qty's button appears.
  - b. Set the **Qty to Refund** of any items not to be refunded to 0.



- c. Click the **Update Qty's** button to recalculate the total. (The amount to be credited cannot exceed the maximum quantity that is available for refund.)

Product	Price	Qty	Return to Stock	Qty to Refund	Subtotal	Tax Amount	Discount Amount	Row Total
Line: Blazer SKU: ms012 Color: White Size: S	\$455.00	Ordered 1 Invoiced 1 Shipped 1	<input type="checkbox"/>	0	\$0.00	\$0.00	\$0.00	\$0.00
Jackie O Round Sunglasses SKU: ace001	\$225.00	Ordered 1 Invoiced 1 Shipped 1	<input checked="" type="checkbox"/>	1	\$225.00	\$20.25	\$0.00	\$245.25

*Update Quantities*

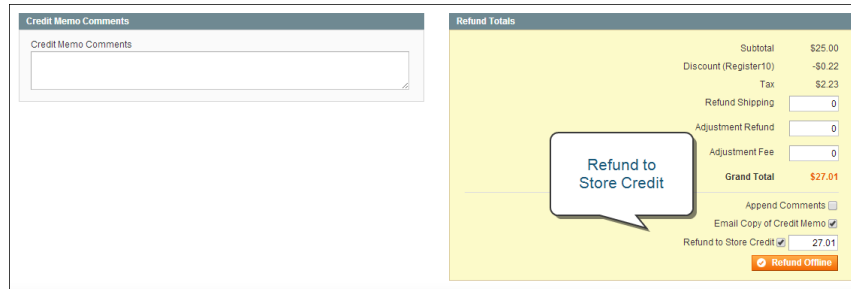
6. In the **Refund Totals** section, do the following, as applicable:
- In the **Refund Shipping** field, enter the amount that is to be refunded from the shipping fee. This field initially displays the total shipping amount from the order that is available for refund. It is equal to the full shipping amount from the order, less any shipping amount that has already been refunded. Like the quantity, the amount can be reduced, but not increased.
  - In the **Adjustment Refund** field, enter a value to be added to the total amount refunded as an additional refund that does not apply to any particular part of the order (shipping, items, or tax). The amount entered cannot raise the total refund higher than the paid amount.
  - In the **Adjustment Fee** field, enter a value to be subtracted from the total amount refunded. This amount is not subtracted from a specific section of the order such as shipping, items, or tax.

Credit Memo Comments	Refund Totals												
Credit Memo Comments	<div style="border: 1px solid black; padding: 5px; display: inline-block;">Update Refund Totals</div> <table style="width: 100%;"> <tr> <td>Subtotal</td> <td>\$225.00</td> </tr> <tr> <td>Refund Shipping</td> <td>0</td> </tr> <tr> <td>Adjustment Refund</td> <td>0</td> </tr> <tr> <td>Adjustment Fee</td> <td>0</td> </tr> <tr> <td>Tax</td> <td>\$20.25</td> </tr> <tr> <td><b>Grand Total</b></td> <td><b>\$245.25</b></td> </tr> </table>	Subtotal	\$225.00	Refund Shipping	0	Adjustment Refund	0	Adjustment Fee	0	Tax	\$20.25	<b>Grand Total</b>	<b>\$245.25</b>
Subtotal	\$225.00												
Refund Shipping	0												
Adjustment Refund	0												
Adjustment Fee	0												
Tax	\$20.25												
<b>Grand Total</b>	<b>\$245.25</b>												
	Append Comments <input type="checkbox"/> Email Copy of Credit Memo <input type="checkbox"/> <input type="button" value="Review Order"/>												

*Update Quantities*

- If the purchase was made using store credit, select the **Refund to Store Credit** checkbox, to credit the amount back to the customer's account balance.
- To add a comment, type the text in the **Credit Memo Comments** box.
- To send an email notification to the customer, select the **Email Copy of Credit Memo** checkbox.
- If you want to include the comments you have entered, check the **Append Comments** checkbox.

The status of a credit memo notification appears in the completed credit memo next to the credit memo number.

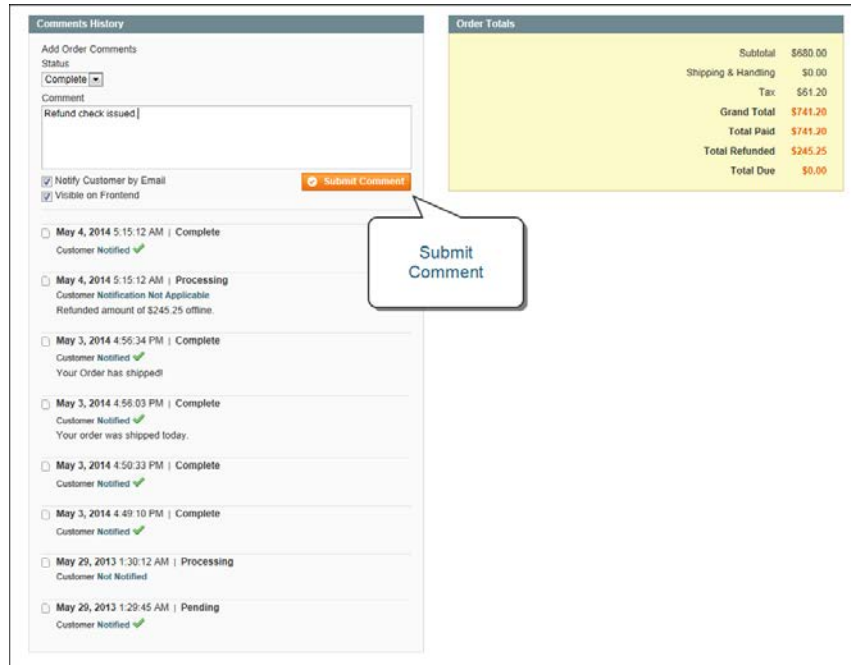


*Refund Totals*

7. To complete the process and generate the credit memo, select one of the following refund option buttons, depending on the payment type:
  - Refund Offline
  - Refund Online
  
8. To add a comment to the completed credit memo, scroll down to the Comments History section, and enter the comment in the box.
  - To send the comment to the customer by email, select the **Notify Customer by Email** checkbox.
  - To post the comment in the customer’s account, select the **Visible on Frontend** checkbox.

Below the credit memo is a complete list of all activity related to the order.

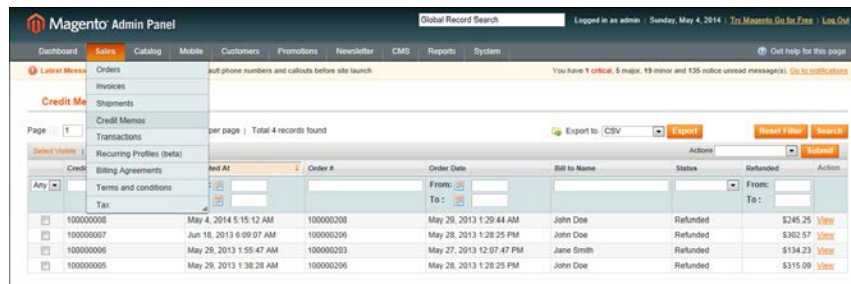
9. Click the **Submit Comment** button.



*Credit Memo Submit Comment*

## Print a Credit Memo

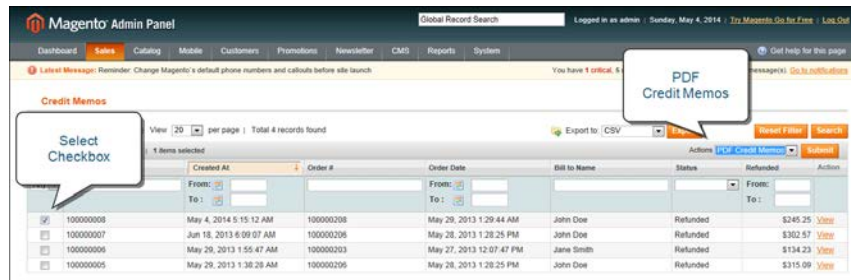
To print or view the completed credit memo, you must have a PDF reader installed on your computer. You can download [Adobe Reader](#) at no charge.



*Credit Memos*

### To print a credit memo:

1. On the Admin menu, select **Sales > Credit Memos**.



*Selected Credit Memo with Action*

2. Use one of the following methods to print the credit memo:

#### Method 1: Open the Credit Memo

1. In the list, click to open the credit memo.
2. Click the **Print** button to print the PDF document.

#### Method 2: Use the Action Control

1. In the list, select the checkbox of each credit memo that you want to print.
2. Set the **Actions** control to “PDF Credit Memos,” and click the **Submit** button.
3. When prompted, do one of the following:
  - To save the document, click **Save**. Then, follow the prompts to save the file to your computer. When the download is complete, open the PDF in Adobe Reader, and print the document.
  - To view the document, click **Open**. The printed-ready PDF credit memo opens in Adobe Reader. From here, you can either print the credit memo or save it to your hard disk.

Credit Memo # 100000008 Order # 100000208 Order Date: May 29, 2013						
<b>Sold to:</b>			<b>Ship to:</b>			
John Doe 10441 Jefferson Blvd, Suite 200 Culver City, California, 90232 United States T: 888-888-8888			John Doe 10441 Jefferson Blvd, Suite 200 Culver City, California, 90232 United States T: 888-888-8888			
<b>Payment Method</b>			<b>Shipping Method:</b>			
Check / Money order			United Parcel Service - Ground  (Total Shipping Charges \$0.00)			
<b>Products</b>	<b>SKU</b>	<b>Total (ex)</b>	<b>Discount</b>	<b>Qty</b>	<b>Tax</b>	<b>Total (inc)</b>
Jackie O Round Sunglasses	ace001	\$225.00	\$0.00	1	\$20.25	\$245.25
					<b>Subtotal:</b>	\$225.00
					<b>Tax:</b>	\$20.25
					<b>Grand Total:</b>	\$245.25

*PDF Credit Memo*





Community  
EDITION

# Payments







## Chapter 44: Basic Payment Methods

Magento Community Edition supports a wide variety of payment methods, services, and gateways that you can offer for your customers' convenience. In addition to the payment methods in this guide, other solutions can be downloaded from [Magento Connect](#). This chapter explains how to enable and configure the following basic payment methods:

- [Bank Transfer Payment](#)
- [Cash On Delivery](#)
- [Check / Money Order](#)
- [Purchase Order](#)
- [Zero Subtotal Checkout](#)
- [Saved Credit Card](#)

### Test Credit Card Numbers

Visa	4111111111111111
MasterCard	5555555555554444
American Express	378282246310005
Expiration Date	Any future date
CVV/CVC	123 or 000

## Definitions

Term	Definition
Payment Method	A way for the customer to pay for the merchandise in your store. Payment methods can be internal or external. The Payment Methods section of the System Configuration includes all basic payment methods and gateways.
Payment Gateway	A third-party service provider that processes transactions for external payment methods.

## Merchant Location

Setting the merchant location is the first step to configure any payment method.

### To set the merchant location country:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**.
3. In the upper-right corner, set **Current Configuration Scope** to either your website or leave it set to “Default Config.”
4. In the Merchant Location section, set **Merchant Country** to your country.

*Merchant Location*

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

## Bank Transfer Payment

Magento Community Edition lets you accept payments transferred directly from customers’ bank accounts to your merchant bank account.

The screenshot shows the 'Bank Transfer Payment' configuration panel. It includes the following fields and options:

- Enabled:** A dropdown menu set to 'Yes'.
- Title:** A text input field containing 'Bank Transfer Payment'.
- New Order Status:** A dropdown menu set to 'Pending'.
- Payment from Applicable Countries:** A dropdown menu set to 'All Allowed Countries'.
- Payment from Specific Countries:** A list box containing the following countries: Afghanistan, Aland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, and Antigua and Barbuda.
- Instructions:** A large text area for providing instructions to customers.
- Minimum Order Total:** An empty text input field.
- Maximum Order Total:** An empty text input field.
- Sort Order:** An empty text input field.

*Bank Transfer Payment*

### To set up bank transfer payments:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**. Click to expand the **Bank Transfer Payment** section. Then, do the following:
  - a. To activate this payment method, set **Enabled** to “Yes.”
  - b. Enter a **Title** to identify this payment method during checkout.
  - c. Set **New Order Status** to “Pending” until payment is authorized.
  - d. Set **Payment from Applicable Countries** to one of the following:
 

All Allowed Countries	Customers from all <a href="#">countries</a> specified in your store configuration can use this payment method.
Specific Countries	After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store.
  - e. Enter the **Instructions** your customers must follow to set up a bank transfer. Depending on the country where your bank is located and your bank’s requirements, you might need to include the following information:

- Bank account name
  - Bank account number
  - Bank routing code
  - Bank name
  - Bank address
- f. Set **Minimum Order Total** and **Maximum Order Total** to the amounts required to qualify to use this payment method.

An order qualifies if the total falls between, or exactly matches, the minimum or maximum total values.

3. Enter a **Sort Order** number to determine the position of Bank Transfer in the list of payment methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)
4. When finished, click the **Save Config** button.

## Cash On Delivery

Magento Community Edition allows you to accept COD payments from your customers. With a cash on delivery payment, the customer pays at the time of delivery. The customer pays the order amount to the shipping carrier, who sends a check to you. Shipping carriers typically charge an extra fee for COD service. You can account for this fee in your shipping and handling charges.

Cash On Delivery Payment		
Enabled	<input type="text" value="Yes"/>	[WEBSITE]
Title	<input type="text" value="Cash On Delivery"/>	[STORE VIEW]
New Order Status	<input type="text" value="Pending"/>	[WEBSITE]
Payment from Applicable Countries	<input type="text" value="All Allowed Countries"/>	[WEBSITE]
Payment from Specific Countries	<input type="text" value="Afghanistan"/> <input type="text" value="Åland Islands"/> <input type="text" value="Albania"/> <input type="text" value="Algeria"/> <input type="text" value="American Samoa"/> <input type="text" value="Andorra"/> <input type="text" value="Angola"/> <input type="text" value="Anguilla"/> <input type="text" value="Antarctica"/> <input type="text" value="Antigua and Barbuda"/>	[WEBSITE]
Instructions	<input type="text"/>	[STORE VIEW]
Minimum Order Total	<input type="text"/>	[WEBSITE]
Maximum Order Total	<input type="text"/>	[WEBSITE]
Sort Order	<input type="text"/>	[WEBSITE]

*Cash On Delivery Payments*

### To set up cash on delivery payments:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**. Click to expand the **Cash on Delivery Payments** section. Then, do the following:
  - a. To activate this payment method, set **Enabled** to “Yes.”
  - b. Enter a **Title** to identify this payment method during checkout.
  - c. Set **New Order Status** to “Pending” until receipt of payment is confirmed.
  - d. Set **Payment from Applicable Countries** to one of the following:

All Allowed Countries	Customers from all <b>countries</b> specified in your store configuration can use this payment method.
Specific Countries	Select each country in the list where customers can make purchases from your store.
  - e. Enter **Instructions** for making a Cash On Delivery payment.
  - f. Set **Minimum Order Total** and **Maximum Order Total** to the order amounts which are required to qualify for this payment method.

An order qualifies if the total is between, or matches, the minimum or maximum order total.
  - g. Enter a **Sort Order** number to determine the sequence in which Cash On Delivery is listed with other payment methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)
3. When complete, click the **Save Config** button.

## Check / Money Order

Magento Community Edition allows you to accept payments by either check or money order. The Check / Money Order payment method is enabled for your store by default.

The screenshot shows the 'Check / Money Order' configuration form. The 'Enabled' dropdown is set to 'Yes'. The 'Title' text field contains 'Check / Money order'. The 'New Order Status' dropdown is set to 'Pending'. The 'Payment from Applicable Countries' dropdown is set to 'All Allowed Countries'. The 'Payment from Specific Countries' list includes: Afghanistan, Aland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, and Antigua and Barbuda. The 'Make Check Payable to' and 'Send Check to' fields are empty. The 'Minimum Order Total', 'Maximum Order Total', and 'Sort Order' fields are also empty. Each field has a '[WEBSITE]' or '[STORE VIEW]' link next to it.

*Check / Money Order*

### To set up payment by check or money order:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**. Click to expand **Check / Money Order**, and do the following:
  - a. To activate this payment method, set **Enabled** to “Yes.”
  - b. Enter a **Title** to identify this payment method during checkout.
  - c. Set **New Order Status** to “Pending” until receipt of payment is confirmed.
  - d. Set **Payment from Applicable Countries** to one of the following:
 

All Allowed Countries	Customers from all <a href="#">countries</a> specified in your store configuration can use this payment method.
Specific Countries	After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store.
  - e. In the **Make Check Payable To** field, enter the name of the party to whom the check must be payable.

- f. In the **Send Check To** field, enter the street address where the checks are mailed.
- g. Set **Minimum Order Total** and **Maximum Order Total** to the order amounts required to qualify for this payment method.

An order qualifies if the total falls between, or exactly matches, the minimum or maximum total values.

- h. Enter a **Sort Order** number to determine the position of Check / Money Order in the list of payment methods that is shown during checkout. (0 = first, 1 = second, 2 = third, and so on.)
3. When finished, click the **Save Config** button.

## Purchase Order

A purchase order (PO) allows commercial customers to pay for purchases with prior authorization by referencing the PO number. During checkout, the customer is prompted to enter the purchase order number as the method of payment.

Customers who are representatives of other companies can use the Purchase Order payment method to buy products and assign a corresponding purchase order number generated in their accounting system to the sales order generated in Magento.

For example, your customer represents the company that sells computers and needs to buy some monitors from your store. In their accounting system, the customer creates a purchase order that is assigned a unique PO number. The customer places an order in your store using the Purchase Order payment method and references the PO number from their accounting system. All order-related documents, including the order confirmation email, invoice, shipment, and credit memo, will have the PO number on them. The company accounting department can now reference the PO number entered on the Magento sales order so that they can track the order.

When the customer receives your invoice, they process the payment in their accounts payable system. You should always establish the credit worthiness of a customer before accepting payment by purchase order.

**Purchase Order**

Enabled: Yes [WEBSITE]

Title: Purchase Order [STORE VIEW]

New Order Status: Pending [WEBSITE]

Payment from Applicable Countries: All Allowed Countries [WEBSITE]

Payment from Specific Countries: Afghanistan, Åland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, Antigua and Barbuda [WEBSITE]

Minimum Order Total: [WEBSITE]

Maximum Order Total: [WEBSITE]

Sort Order: [WEBSITE]

### *Purchase Order*

## To set up payment by purchase order:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**. Click to expand the **Purchase Order** section. Then, do the following:
  - a. To activate this payment method, set **Enabled** to “Yes.”
  - b. Enter a **Title** to identify this payment method during checkout.
  - c. Set **New Order Status** to “Pending” until payment is authorized.
  - d. Set **Payment from Applicable Countries** to one of the following:

**All Allowed Countries** Customers from all [countries](#) specified in your store configuration can use this payment method.

**Specific Countries** After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store.

- e. Set **Minimum Order Total** and **Maximum Order Total** to the amounts required to qualify for this payment method.

An order qualifies if the total falls between, or exactly matches, the minimum or maximum total values.





The screenshot shows the 'Zero Subtotal Checkout' configuration form. The fields are as follows:

- Title:** No Payment Information Required [STORE VIEW]
- Enabled:** Yes [WEBSITE]
- New Order Status:** Pending [WEBSITE]
- Payment from Applicable Countries:** All Allowed Countries [WEBSITE]
- Payment from Specific Countries:** A list of countries including Afghanistan, Aland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, and Antigua and Barbuda. [WEBSITE]
- Sort Order:** 1 [WEBSITE]

### *Zero Subtotal Checkout*

- a. Enter a **Title** to identify this payment method during checkout.
- b. Set **Enabled** to “Yes” to activate this payment method.
- c. Set **New Order Status** to “Pending” until payment is authorized.

Pending                      The order is waiting for authorization.

Processing                    Payment has been authorized, and the transaction is being processed.

- d. Set **Automatically Invoice All Items** to “Yes” if you want to automatically invoice all items with a zero balance.
- e. Set **Payment from Applicable Countries** to one of the following:
  - All Allowed Countries    Customers from all **countries** specified in your store configuration can use this payment method
  - Specific Countries        After choosing this option, the Payment from Specific Countries list appears. Select each country in the list where customers can make purchases from your store.
- f. Enter a **Sort Order** number to determine the position of Zero Subtotal Checkout in the list of payment methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

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

## Saved Credit Cards

This option enables you to take credit cards and to process them offline. This method is useful when you have a card terminal in a “brick and mortar” store or have access to a virtual terminal.

**Important!** Saving customer card data is discouraged unless absolutely necessary. Even though the data is encrypted it still poses a security risk to hold this information. The Saved Credit Cards payment method is not PCI compliant.

When using the Credit Cards payment method, it is highly recommended to configure an SSL certificate for your store.

Saved CC		
Enabled	No	[WEBSITE]
Title	Credit Card (saved)	[STORE VIEW]
New Order Status	Pending	[WEBSITE]
Credit Card Types	American Express Visa MasterCard Discover JCB Switch/Maestro Solo Other	[WEBSITE]
Request Card Security Code	No	[WEBSITE]
3D Secure Card Validation	No	[WEBSITE]
Payment from Applicable Countries	All Allowed Countries	[WEBSITE]
Payment from Specific Countries	Alghanistan Aland Islands Albania Algeria American Samoa Andorra Angola Anguilla Antarctica Antigua and Barbuda	[WEBSITE]
Minimum Order Total		[WEBSITE]
Maximum Order Total		[WEBSITE]
Sort Order		[WEBSITE]

*Saved CC*

### To set up the Saved Credit Cards:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left under Sales, select **Payment Methods**.
3. In the upper-right corner, set **Current Configuration Scope** to the applicable website or store view for the configuration.
4. Click to expand the **Saved CC** section.

5. Complete each field in this section, using the following field descriptions for reference.
6. When complete, click the **Save Config** button.

### Field Descriptions

Field	Scope	Description
Enabled	Website	Determines if payment by a saved credit card is available to customers. Options include: Yes / No.
Title	Store View	The name of this payment method that appears to the customer during checkout.
New Order Status	Website	Determines the initial status of orders paid by a saved credit card. Option: Pending
Credit Card Types	Website	Determines the credit cards that can be used with this method. Select each card in the list that you support with this method.
Request Card Security Code	Website	Determines whether the payment method requires the customer to enter the security code on the back of the card. If your credit card terminal requires the security code, set this option to "Yes."
3D Secure Card Validation	Website	Determines if credit card validation is carried out using the 3D Secure Credit Card Validation system. You must subscribe to 3D Secure and have it configured for your Magento installation.
Payment from Applicable Countries	Website	Select the range of countries from which you accept payment by saved credit card. Options include: All Allowed Countries / Specific Countries.
Payment from Specific Countries	Website	To accept payment by saved credit card from only specific countries, select each supported country in the list.
Minimum Order Total	Website	Determines the minimum order total of orders that can be paid by saved credit card.
Maximum Order Total	Website	Determines the maximum order total of orders that can be paid by saved credit card.
Sort Order	Website	A number that determines the sequence in which this payment method is listed with others during checkout.

## Chapter 45:

# PayPal Payment Solutions

PayPal is a global leader in online payments and a fast and secure way for your customers to pay online. With PayPal and Magento Community Edition, you can accept payments from all major debit and credit cards, and PayPal account holders. Since customers don't even need a PayPal account to pay with PayPal, both you and your customers can get extra convenience without extra effort.

The PayPal payment methods that are available in Magento, and the method names, are different depending on merchant location. For country-specific PayPal methods, see the list at the end of this chapter. The two PayPal payment methods that can be used all over the world are Express Checkout and PayPal Payments Standard.

PayPal payment methods are mutually exclusive, with the exception of PayPal Express Checkout. You cannot have more than one method enabled at a time. PayPal Express Checkout can be used with other PayPal payment methods except PayPal Payments Standard. PayPal Payments Standard cannot be enabled simultaneously with any other method, including Express Checkout.

## PayPal Express Checkout



With PayPal Express Checkout enabled, customers can click the “Checkout with PayPal” button to make a secure payment from the PayPal site. You can use Express Checkout as a standalone solution, or in combination with one of the other solutions.

[Getting Started with PayPal Express Checkout](#)

[Setting Up PayPal Express Checkout](#)

## All-In-One Solutions

PayPal offers a variety of PCI-compliant solutions to meet the needs of your growing business.

### [PayPal Payments Advanced](#)

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(Includes Express Checkout) PayPal Payments Advanced offers your customers a secure checkout experience without leaving your site. Flexible templates and a low monthly fee make this an ideal choice for merchants who want to create a more customized checkout experience.

### [PayPal Payments Pro](#)

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PayPal Payments Pro brings you all the benefits of a merchant account and payment gateway in one, plus the ability to create your own, fully customized checkout experience.

- PayPal Payments Pro Hosted Solution (Includes Express Checkout)
- PayPal Payments Pro Payflow Edition (Includes Express Checkout) (UK only)

### [PayPal Payments Standard](#)

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PayPal Payments Standard is the easiest way to accept payments online. You can offer your customers the convenience of payment by credit card and PayPal by simply adding a checkout button to your site. During checkout, customers are redirected to PayPal to complete the payment part of the checkout process. There are no lengthy applications to complete, or monthly charges to set up in advance. When you make your first sale, PayPal will guide you through the process of setting up your account.

## Payment Gateways

PayPal offers a choice of two payment gateway solutions for your business. You can let PayPal host your checkout on its secure payment site, or you can take control of the entire payment experience with a completely customizable solution.

### [PayPal Payflow Pro](#)

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PayPal Payflow Pro is a fully customizable payment gateway that can be used with any Internet merchant account to process credit card transactions online. Payflow Pro can also be used to process PayPal Express Checkout transactions.

## PayPal Payflow Link

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PayPal Payflow Link is a hosted payment gateway with an embedded checkout that keeps customers on your site. It's the fast and easy way to add transaction processing to your site.

## PayPal Business Accounts

PayPal payment methods that are integrated with Magento require the merchant to have a PayPal business account and/or a PayPal Payflow account. The type of PayPal account that is required is specified in the description of each method.

Customers who make purchases using Express Checkout and the Express Checkout for Payflow Pro must have buyer accounts with PayPal to pay for their purchases. PayPal Payments Standard (and Website Payments Standard) can work either directly or through a buyer account, if the PayPal Account Optional parameter is enabled in the Premier or Business account of the merchant. By default, this parameter is enabled and customers can choose to enter their credit card information and the billing and shipping addresses and pay the order amount, or to create a buyer account with PayPal and then pay the order amount. When the parameter is disabled, the customer must create a buyer account with PayPal before paying for the order.

Website Payments Pro, Website Payments Pro Payflow Edition, Payflow Pro Gateway, and Payflow Link require the customer to enter credit card information during checkout.

## PayPal Payments Advanced

PayPal Payments Advanced lets your customers pay by debit or credit card without leaving your site, and includes an embedded checkout page that can be customized to create a seamless and secure checkout experience.

### Merchant Requirements

- [PayPal Business Account](#)
- If you manage multiple Magento websites, you must have a separate PayPal merchant account for each.

### Configuration

To get started, see [Setting Up PayPal Payments Advanced](#) in the Knowledge Base.

## Checkout Workflow

With PayPal Payments Advanced, your customer stays on your site during the checkout process.

The customer selects the PayPal Payments Advanced payment method on the Payment Information checkout step and clicks Continue.

The Order Review step appears, with the Pay Now button, instead of the Place Order button. After the customer clicks the Pay Now button, a PayPal-hosted form opens in the customer's browser. The customer specifies the card information and clicks Verify Card. If the transaction is successful, the customer is redirected to the order confirmation page.

The form also includes the Pay with PayPal button, which redirects the customer to the PayPal site, where payment can be made with PayPal Express Checkout.

If the transaction fails for any reason, an error message appears on the checkout page and the customer is directed to repeat the checkout process. These issues are managed by PayPal.

## Order Processing Workflow

Processing orders with PayPal Payments Advanced is the same as processing any regular order with PayPal. An invoice, shipment, and credit memo (online/offline refund) can be created. Multiple online refunds are not available for the PayPal Payments Advanced payment method.

With PayPal Payments Advanced, an order is created in the Admin when a customer clicks the Place Order button. The order status can be any of the following, depending on the response from PayPal:

Processing	The transaction was successful.
Pending Payment	The system did not receive any response from PayPal.
Canceled	The transaction was not successful for some reason.
Suspected Fraud	The transaction did not pass some of the PayPal fraud filters; the system receives the response from PayPal that the transaction is under review by Fraud Service.

You can manage your fraud filters in your PayPal [merchant account](#).



# PayPal Payments Pro

PayPal Payments Pro brings you all the benefits of a merchant account and payment gateway in one, plus the ability to create your own, fully customized checkout experience. PayPal Express Checkout is automatically enabled with PayPal Payments Pro, so you can tap into more than 110 million active PayPal users.

## Requirements

- [PayPal Business Account](#) (with Direct Payments Activated)

## Configuration

To get started, see [Setting Up PayPal Payments Pro](#) in the Knowledge Base.

## Checkout Workflow

After customers add products to their shopping carts, they can go to checkout by clicking the Proceed to Checkout button. In the Payment Information checkout section, they select the PayPal Direct Payment option, and enter the credit card information.

- PayPal Payments Pro lets your customer stay on your site during the checkout process.
- PayPal Express Checkout redirects your customer to the PayPal site to complete the transaction.

## Order Processing Workflow

If the payment action selected in the configuration is set to “Authorize,” only a sales order of the Processing status is created in Magento. In this case, the amount of money to be authorized is pending approval. With PayPal Payments Pro, you can process the payment online from either the Admin of your store, or from your PayPal merchant account.

When checking out products from the shopping cart to multiple addresses simultaneously, customers can choose to pay with Website Payments Pro.

At the customer’s request, the store administrator can also create an order from the Admin, and place it through the Website Payments Pro payment method.

An order can be voided online at any time until the order amount is fully invoiced. If required, the order can be online partially invoiced for a specified quantity of products. For each partial invoice submitted through the PayPal payment system, a separate transaction record with a unique ID and of the Capture transaction type will become available on the Transaction tab, and a separate invoice document will be created on the Invoices tab. The payment transaction of the type “Authorization” is closed only after the full order amount is captured.

When capturing the payment transaction, PayPal transfers the order amount from the buyer’s balance, bank account or credit card to the merchant’s account. If for any reason the customer returns the purchased products and claims a refund, as with order amount capturing and invoice creation, you can create an online refund either from the Admin or from your PayPal merchant account.

Make sure that instant payment notifications are enabled in your PayPal merchant account. An invoice is created in Magento only after an instant payment notification message is delivered to Magento from PayPal. Based on these notifications, you can receive detailed payment information on each transaction from PayPal after you click the Fetch button on the Transaction page of an order.

If the payment method has been set to “Sale,” both a sales order and an invoice are created in Magento under Sales > Orders.

## PayPal Payments Standard

For merchants outside the US, this method is called PayPal Website Payments Standard.

PayPal Payments Standard is the easiest way to accept payments online. You can offer your customers the convenience of payment both by credit card and PayPal by simply adding a checkout button to your store.

With PayPal Payments Standard, you can swipe credit cards on mobile devices. There is no monthly fee, and you can get paid on eBay. Supported credit cards include Visa, MasterCard, Discover, and American Express. In addition, customers can pay directly from their personal PayPal accounts. PayPal Payments Standard is available in all countries on the PayPal worldwide reference list.

### Merchant Requirements

- [PayPal Business Account](#)

## Configuration

To get started, see [Setting Up PayPal Payments Standard](#) in the Knowledge Base.

## Checkout Workflow

During checkout, the customer is redirected to the PayPal site to complete the transaction. PayPal Payments Standard is a one-step process for customers whose credit card information is up-to-date in their personal PayPal accounts. All the customer needs to do is click the “Pay Now” button to complete the purchase.

## PayPal Express Checkout

PayPal Express Checkout helps boost sales by giving your customers the ability to pay by credit card or from the security of their personal PayPal accounts. During checkout, the customer is redirected to the secure PayPal site to complete the payment information. The customer is then returned to your store to complete the remainder of the checkout process. Choosing Express Checkout adds the familiar PayPal button to your store, which has been reported to increase sales.\*



*Check out with PayPal*

Customers with current PayPal accounts can make a purchase in a single step, by clicking the “Check out with PayPal” button. Express Checkout can be added as a standalone, or added to an existing PayPal solution. If you already accept credit cards online, you can offer Express Checkout as an additional option to attract new customers who prefer to pay with PayPal. PayPal Express Checkout can be used as a standalone, or in combination with one of PayPal’s All-In-One solutions.

## Requirements

For Merchant: [PayPal Business Account](#)

For Customer: [Personal PayPal Account](#)

## Configuration

To get started, see the following articles in the knowledge base:

[Getting Started with PayPal Express Checkout](#)

[PayPal Express Checkout Workflow](#)

## Setting Up PayPal Express Checkout

### Checkout Workflow

With Express Checkout, the customer is redirected to the PayPal site to complete the transaction. Unlike other payment methods, PayPal Express Checkout allows the customer to check out at the beginning of the usual checkout flow. With the PayPal Express Checkout enabled, the “Check out with PayPal” button is available on the product page, in the shopping cart, and mini shopping cart. Clicking the button redirects the customer to the PayPal website to review the purchase information. Customers must log in to their PayPal accounts to complete the transaction. The payment system uses the customer’s billing and shipping information from the customer’s PayPal account. The customer is then redirected back to the Magento Review Order page. After the customer places the order in Magento, the payment information is submitted to PayPal and the payment transaction is settled.

If the customer uses the one-page checkout and selects the Express Checkout payment method, the customer is redirected to PayPal during the Payment Review process, just before the sales order is submitted.

Express Checkout method of payment is unavailable if the customer chooses to check out the products from the shopping cart to multiple addresses. The store administrator cannot place an order using the Express Checkout method of payment, because it is also unavailable from the Admin.

Aside from the configuration details, here are some aspects of PayPal Express Checkout to be aware of:

- [Saving Customer Billing Address](#)
- [Managing Order Transactions](#)
- [Billing Agreements](#)
- [Settlement Reports](#)

### Save Customer Billing Address

The complete billing address of the customer can be saved when the customer pays with PayPal Express Checkout. The billing address can be received from PayPal, and can be edited by the customer.

### To save the customer billing address:

Make sure that the functionality is enabled in your PayPal merchant account. Contact PayPal technical support for more information.

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**.
3. Under PayPal Express Checkout, click the **Configure** link, and do the following:
  - a. Set **Require Customer's Billing Address** to "Yes."
  - b. To request the customer's billing address only for orders with downloadable and/or virtual products, set **Require Customer's Billing Address** to "For Virtual Quotes Only."
4. Click the **Save Config** button.

When customers choose to pay using PayPal Express Checkout, they are redirected to PayPal. Having logged in to PayPal and reviewed the payment information, they are redirected back to the Order Review page of your store, where they can choose the shipping method, edit the billing and shipping addresses, and place the order.

If a billing address cannot be received from PayPal because of your configuration or due to any other reasons, the billing address fields on the Order Review page are prepopulated with the shipping address values. A customer can edit them if necessary.

If a customer leaves the billing and shipping addresses without changes, the Place Order button is enabled when the customer selects the shipping method in the Shipping Method field.

If the customer edits the billing or shipping address, the Place Order button is disabled. The customer needs to click the Update Order Data button first. The system will update the information, including the available shipping methods, and the Place Order button will be enabled.

After the customer clicks Place Order, the order is created in Magento, and PayPal performs the related transaction(s). The complete billing and shipping addresses are saved in the order record in Magento.

## Manage Order Transactions

Magento includes the option of using the Order payment action for the PayPal Express Checkout payment method. When a store customer submits an order, having paid using the PayPal Express Checkout payment method, for which the Order payment action is set, the funds on the customer's card are authorized. If the authorization times out before you capture all payment, the authorization is voided, and a new authorization and capture are conducted when you create an invoice. Only the amount equal to the invoice total is authorized and captured. The maximum number of these authorizations for one order, and the periods for which the first authorization and the order in general stay valid, depend on your PayPal merchant account settings. These parameters need to be specified in the Magento Admin Panel as well. Capturing can be done only from the Magento Admin Panel, by creating one or more invoices.

Situations in which using the Order transaction may be appropriate include the following:

- Back orders, in which available items are sent immediately, and the remaining part of the order is sent when available; this may include more than two shipments
- Split orders, in which ordered items are sent in more than one shipment, perhaps to different addresses, and you want to collect a payment for each shipment
- Drop shipments, which are shipments from other vendors for which you accept the payment

Using the Order payment action does not influence the checkout process for store customers.

### Payment Action Set to "Order"

When the store customer submits the order, having paid using the PayPal Express Checkout payment method, for which the Order payment action is set, the order (with Processing status) is created in the Admin. Two transactions are created for this order: one with type Order and one with type Authorization.

The funds on the customer's account are put on hold, and you can capture the payment only from the Admin. To capture, you need to create an online invoice. When you choose to create an online invoice, Magento determines whether the number of days passed from the first authorization exceeds the Order Valid Period value. If more days have passed, you cannot create an online invoice for this order.

If the order is valid, Magento determines whether the first authorization is valid, comparing the number of days passed with the Authorization Honor Period value. If the authorization is valid, the necessary sum is captured; the rest is left on hold, and the number of captures is not limited. If the authorization is not valid anymore, it is voided. A new authorization and capture are created, but for the invoice total (not the order total). From this moment, each time you create an online invoice for this order, a new authorization and capture will be conducted only for invoice totals.

Also, Magento will determine whether the number of the conducted captures is equal to the Number of Child Authorizations value each time. If the number specified there is already reached, creating online invoices for the order will not be possible.

## Billing Agreements

The Billing Agreement functionality enables customers to sign an agreement with the payment system and eases the process of checkout because customers do not need to specify payment information again and again. During the shopping cart checkout, the customer can simply choose a billing agreement as a payment method and based on its number; the payment system will charge the customer's account.

### To enable billing agreements:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**.
3. Click the **Configure** button for one of the following PayPal solutions:
  - PayPal Express Checkout
  - PayPal Payments Advanced (includes Express Checkout)
  - PayPal Payments Pro (includes Express Checkout)
4. Scroll down to the PayPal Billing Agreement Settings section, and do the following:
  - a. Set **Enabled** to "Yes."
  - b. Complete the remaining information according to your business requirements.

For more detailed configuration instructions, see the knowledge base article for your PayPal solution.

[Setting Up PayPal Express Checkout](#)

## Setting Up PayPal Payments Pro

## Setting Up PayPal Payments Advanced

- c. When complete, click the **Save Config** button.

The screenshot shows the 'PayPal Billing Agreement Settings' configuration page. It contains the following settings:

Setting	Value	View
Enabled	Yes	[WEBSITE]
<small>▲ Will appear as a payment option only for customers who have at least one active billing agreement.</small>		
Title	PayPal Billing Agreement	[STORE VIEW]
Sort Order		[STORE VIEW]
Payment Action	Authorization	[WEBSITE]
Payment Applicable From	All Allowed Countries	[WEBSITE]
Debug Mode	No	[WEBSITE]
Enable SSL verification	No	[WEBSITE]
Transfer Cart Line Items	No	[WEBSITE]
Allow in Billing Agreement Wizard	Yes	[WEBSITE]

*PayPal Billing Agreement Settings*

## Workflow

Billing agreements make it possible for individual customers to make purchases on a regular basis through an external payment system without entering their credit card information again and again. They can simply grant the authorization to the payment system once. With Billing Agreements, customers do not need to enter credit card information in Magento and they are not redirected to the external payment system, although the actual payment is performed there.

After the customer signs a billing agreement with the store on the PayPal side, PayPal provides the store and the customer with the reference ID for the signed billing agreement. The reference ID is a unique number assigned to a billing agreement by the payment system. During subsequent purchases, the customer selects the billing agreement as the payment method and uses the billing agreement reference ID. No other payment information is required for placing an order. The payment system verifies billing agreement information and whether the payment can be fulfilled by the reference ID specified by the customer. After the payment system performs the payment transaction, the reference ID is returned to the Magento system and an order is placed.

Currently Magento Community Edition supports only PayPal Express Checkout payment method for Billing Agreements. Before enabling billing agreements, contact PayPal Merchant Technical Services to enable billing agreements (reference transactions) for your PayPal merchant account.



After a billing agreement is signed with PayPal, the store owner can charge the customer's PayPal account directly. When billing agreements are enabled, they can be created in the following ways:

- Creating a billing agreement from the customer account in the frontend: The customer uses the Billing Agreement wizard which redirects him or her to the PayPal website, where a billing agreement is signed.
- Submitting a billing agreement with an order: After choosing the corresponding payment method, the customer is redirected to the PayPal website, where a billing agreement is signed.

A billing agreement can be created from a customer account only if Allow in Billing Agreement is enabled in the Admin configuration.

## Create Billing Agreement from Customer Account

A customer can create a billing agreement by signing in to her or his customer account on your website, selecting the billing agreement payment method, and starting the Billing Agreement wizard located on the Billing Agreements tab. When a billing agreement is created, it is submitted to the PayPal payment system and is recorded to the customer account with its reference information. The number of billing agreements that a customer can create in the customer account is not limited and depends only on the customer's needs. The customer can also cancel some or all of the billing agreements on the Billing Agreement page of the customer account.

Billing agreements available in the customer account can be either Active or Canceled. Canceled billing agreements cannot be reactivated. .

When checking out products from the shopping cart, a customer who has already signed a billing agreement with PayPal can choose the PayPal Billing Agreement payment method in the Payment Information section of the checkout page and select the necessary billing agreement reference ID from the list. When the customer clicks the Place Order button, the billing agreement reference ID and sales order payment details are transferred to the PayPal payment system. After the payment system confirms the payment, a sales order is created in Magento.

If the payment action selected for the PayPal Billing Agreement payment method is set to "Sale," as soon as the customer places an order, the PayPal payment system transfers the order amount from the customer's account to the merchant, and both a sales order and an invoice are created in Magento. With the Authorization payment action selected, only a sales order is created.

## Create Billing Agreement with Order

If the customer purchasing items from the web store does not yet have a billing agreement with PayPal, she or he can choose the PayPal Express Checkout method of payment, select the Sign a billing agreement to streamline further purchases with PayPal checkbox, and be redirected to the PayPal payment system where the customer payment information is available and the billing agreement can be signed. After a billing agreement with the store is signed, the customer is redirected back to the Magento frontend, where an order is placed. A corresponding record appears in the billing agreements list.

Additionally, the customer who has no billing agreements in the customer account can also sign a billing agreement from the mini shopping cart or from a product view page by clicking the Check out with PayPal button, that is, by using the PayPal Express Checkout payment method. This opens a dialog box that gives the customer the option to sign a billing agreement with the PayPal payment system. If the customer cancels creating a billing agreement, the order is created through the normal PayPal payment process.

If the customer has one or more billing agreements, the customer can still create a new billing agreement from the customer's account, but will not be able to sign a new billing agreement using the PayPal Express Checkout payment method.

When the customer signs a billing agreement during the order checkout, PayPal creates a payment transaction through the PayPal Express Checkout payment method selected by the customer (that is, a sales order is created in Magento), and a billing agreement reference ID which is sent to the customer and the store. The currently created order is not related to the billing agreement that is signed. Related billing agreement-order records are created in Magento the next time that the customer selects this billing agreement as a payment method and places an order.

## Managing Billing Agreements

The store administrator can take a number of actions to manage customer's billing agreements both in the Customer and Sales sections.

## Sales Management

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The list of all billing agreements for all customers is available under Sales > Billing Agreements. Here, the store administrator can filter the records by the customer or billing agreement information including billing agreement reference ID, status, and creation date. A specific record provides general information about the selected billing agreement and about all sales orders that relate to it. The store administrator can view, cancel, or delete a customer's billing agreements in the Sales Management area. Billing agreements can be canceled or deleted by clicking the corresponding buttons located in the upper right part of the Billing Agreement page. An already canceled billing agreement can only be deleted by the store administrator.

## Customer Management

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Billing agreements created by a single customer can be seen on the Billing Agreements tab of the customer account page in the Admin (Customers > Manage Customers). From here, the store administrator can open a required billing agreement to view its general information and sales orders relating to it, cancel a billing agreement, or delete it.

## Create Sales Order with Billing Agreement

On a customer's request, the store administrator can create a sales order and after filling in all required information for order currency, items, billing and shipping addresses, she or he needs to select the PayPal Billing Agreement payment method and specify the reference number for a specific billing agreement. When the order is submitted, the billing agreement reference ID is transferred to the PayPal payment system and, if the payment is authorized, an order is created in Magento.

## Settlement Reports

The PayPal Settlement report provides the store administrator with the information about each transaction that affects the settlement of funds.

Before generating settlement reports, the store administrator must contact PayPal Merchant Technical Services to create an SFTP user account, and enable settlement reports and SFTP for the PayPal business account.

After configuring and enabling settlement reports in the PayPal merchant account, Magento will start generating reports within twenty-four hours.

### To enable settlement reports:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**.
3. Click the **Configure** button for one of the following PayPal solutions:
  - PayPal Express Checkout
  - PayPal Payments Advanced (includes Express Checkout)
  - PayPal Payments Pro (includes Express Checkout)
4. Scroll down to the Settlement Report Settings section, and do the following:
  - a. Enter your **SFTP Credentials**.
  - b. Complete the remaining information according to your business requirements.  
  
For detailed configuration instructions, see the knowledge base article for your PayPal solution.
  - c. When complete, click the **Save Config** button.

Settlement Report Settings		
<b>SFTP Credentials</b>		
Login	<input type="text"/>	[WEBSITE]
Password	<input type="password"/>	[WEBSITE]
Sandbox Mode	<input type="text" value="No"/>	[WEBSITE]
Custom Endpoint Hostname or IP-Address	<input type="text"/> ? <small>▲ By default it is "reports.paypal.com".</small>	[WEBSITE]
Custom Path	<input type="text"/> <small>▲ By default it is "/ppreports/outgoing".</small>	[WEBSITE]
<b>Scheduled Fetching</b>		
Enable Automatic Fetching	<input type="text" value="No"/>	[WEBSITE]
Schedule	<input type="text" value="Daily"/> <small>▲ PayPal retains reports for 45 days.</small>	[GLOBAL]
Time of Day	<input type="text" value="00"/> : <input type="text" value="00"/> : <input type="text" value="00"/>	[GLOBAL]

*Settlement Report Settings*

## View a Settlement Report

The list of available settlement reports can be viewed from the Admin. Each report contains information as described below.

### To view the settlement reports:

On the Admin menu, select **Reports > Sales > PayPal Settlement Reports**.

## Field Descriptions

Field	Description
Report Date	The date when the settlement report was generated.
Merchant Account	The encrypted merchant account number generated by PayPal.
Transaction ID	The identification of a transaction of the money moving event. Transaction ID is generated by PayPal and cannot be changed by the merchant.
Invoice ID	The identification of an invoice generated within Magento. The field can be populated with either an invoice ID sent with the capture request or with the value of the invoice ID (if any) from the authorizing transaction.
PayPal Reference ID	The identification of a related, pre-existing transaction or event.
Event Code	The code assigned to the transaction according to the event that has initiated it. Among these can be website payments standard payment, express or direct checkout API, preapproved payment, subscription payment, and so on.
Initiation Date	The date and time the transaction was initiated.
Completion Date	The date and time the transaction was completed.
Gross Amount	The amount of the payment between the two parties and before fees.
Fee Amount	The amount of fee associated with the settlement. All transaction fees are included in this amount. Fees are never amortized across several transactions.

The store administrator can fetch the most recent settlement reports by clicking the Fetch Updates button located in the upper right part of the page. After clicking it, a dialog box appears, stating that the system will connect to the PayPal SFTP server to fetch the reports. When all recent reports are added to the list, the Infolog message appears, stating the number of reports fetched. The report includes the following additional information for each transaction:

## Field Descriptions

Field	Description
PayPal Reference ID Type	One of the following reference codes: Order ID Transaction ID

Field	Description
	Subscription ID
Preapproved Payment ID	Options include: Custom            The text entered by the merchant on the transaction in PayPal. Transaction Debit or Credit    The direction of money movement of gross amount. Fee Debit or Credit            The direction of money movement for fee.

## PayPal Payflow Pro

PayPal Payflow Pro gateway, formerly known as Verisign, is a payment method available for customers of the USA, Canada, Australia, and New Zealand. Similar to other PayPal payment methods that are provided in Magento, PayPal Payflow Pro Gateway requires that the store owner have a merchant account at PayPal. The PayPal Payflow Pro gateway links the merchant account at PayPal and the merchant's website, and acts both as a gateway and a merchant account. With PayPal Payflow Pro Gateway, payments are processed directly on the merchant websites and customers are not redirected to PayPal. Unlike other PayPal payment methods, the pricing for using the Payflow Pro Gateway method of payment is fixed no matter how many transactions are submitted. That is, merchants pay a fixed monthly fee plus a fixed fee for each transaction regardless of their number.

PayPal Payflow Pro does not require customers to have buyer accounts at PayPal; but depending on the merchant country, customers may use their PayPal buyer accounts for paying through the gateway.

PayPal Payflow Pro allows customers to enter their credit card information during checkout, without leaving the store checkout page and without using PayPal hosted forms. Additionally, payments are accepted through PayPal Payflow Pro at the time an order is placed.

## Customer Workflow

After customers add products to their shopping carts and proceed to the checkout, they specify their billing and/or shipping addresses and the shipping method. Then, in the Payment Information section of the Checkout page, they can select the Payflow Pro payment method, enter the type of credit card, its number, expiration date, and the card verification number. Customers are not redirected to the PayPal

website when they choose to pay with Payflow Pro Gateway. Depending on the payment action selected in the configuration of the payment method, either a sales order or a sales order and an invoice is created.

## Order Processing Workflow

Orders paid with Payflow Pro Gateway can be processed online only from Magento. Here, you can submit an online invoice and as a result a corresponding transaction and an invoice will be created. Regarding order amount refunds, you can also submit them online from the created invoice.

Partial invoices are not available when using the Payflow Pro Gateway payment method. The Qty to Invoice field is unavailable for editing. The partial refund is unavailable as well.

You can view all Payflow Pro Gateway transactions in your [PayPal business account](#).

## PayPal Payflow Link

PayPal PayFlow Link is available for merchants in the United States and Canada only; this method requires a Payflow merchant account. PayFlow Link cannot be used for orders created from the Admin.

PayPal Payflow Link passes the information about the card, entered by the customer, directly to PayPal; it is never stored in Magento system. A customer does not need to have a PayPal account to use this method.

## Customer Workflow

The store customer selects the PayFlow Link payment method on the Payment Information checkout step and clicks Continue. The Order Review step appears, where the Pay Now button is available instead of the usual Place Order button. After the customer clicks Pay Now, the PayPal-hosted form, where the credit card information can be entered, loads in the checkout page. The customer specifies the card information and clicks Pay Now. If the transaction is successful, the customer is redirected to the order confirmation page.

The form also contains the Cancel Payment link. Clicking it redirects the customer to the Payment Information step of the checkout, where the payment method is

selected. If the transaction fails on any reason, an error message appears on the checkout page and the customer is directed to repeat the checkout process. These situations are handled on the PayPal side.

## Order Workflow

When a customer clicks the Pay Now button on the last checkout step, the order is created in the Panel with a “Pending Payment” status. After the customer enters the card information and clicks the Pay Now button in the form, which exists on the PayPal site, the status of the order changes, depending on the response the system receives from PayPal:

Processing	The transaction was successful.
Pending Payment	The system did not receive any response from PayPal.
Canceled	The transaction was not successful for some reason.
Suspected Fraud	The transaction did not pass some of the PayPal fraud filters; the system receives the response from PayPal that the transaction is under review by Fraud Service.

You can manage your fraud filters in your PayPal [merchant account](#).

If the customer clicks the Cancel Payment link in the form, the order status changes to Canceled. The new order is created when a customer proceeds with the checkout.

In general, processing of orders that are paid using the PayFlow Link payment method is the same as regular processing of orders that are paid with PayPal. An invoice, shipment, and credit memo (online/offline refund) can be created. Multiple online refunds are not available for the PayFlow Link payment method.



## PayPal Payment Solutions by Country

Country	PayPal Payment Solution
United States	PayPal Payments Advanced (Includes Express Checkout) PayPal Payments Pro (Includes Express Checkout) PayPal Payments Standard+ PayPal Payflow Pro (Includes Express Checkout) PayPal Payflow Link (Includes Express Checkout) PayPal Express Checkout
Canada	PayPal Payments Pro (Includes Express Checkout) PayPal Payments Standard PayPal Payflow Pro PayPal Payflow Link (Includes Express Checkout) PayPal Express Checkout
Australia	PayPal Payments Standard PayPal Payflow Pro PayPal Payments Pro Hosted Solution PayPal Express Checkout
United Kingdom	PayPal Express Checkout PayPal Payments Standard PayPal Payments Pro Payflow Edition (Includes Express Checkout) PayPal Payments Pro Hosted Solution
Japan	PayPal Express Checkout PayPal Payments Standard PayPal Website Payments Plus (PayPal Payments Pro Hosted Solution)
France	PayPal Express Checkout PayPal Payments Standard PayPal Integral Evolution (PayPal Payments Pro Hosted Solution)
Italy	PayPal Express Checkout PayPal Payments Standard PayPal Pro (PayPal Payments Pro Hosted Solution)
Spain	PayPal Express Checkout

Country	PayPal Payment Solution
Hong Kong	PayPal Payments Standard PayPal Pasarela integral (PayPal Payments Pro Hosted Solution)
New Zealand	PayPal Express Checkout PayPal Payments Standard PayPal Payments Pro Hosted Solution PayPal Express Checkout PayPal Payments Standard PayPal Payflow Pro
Others	PayPal Express Checkout PayPal Payments Standard

## Chapter 46:

# Payment Solutions & Gateways

Magento Community Edition supports a wide range of payment solutions and gateways that offer merchant services in all parts of the world. Unlike some payment solutions that transfer control to complete the transaction on another site, a payment gateway makes it possible for you to accept credit card payments directly from your store.

## Worldwide

### [Amazon Simple Pay](#)

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Amazon offers easy payment and checkout solutions for physical goods retailers that allow customers to use their Amazon.com accounts as a payment method. Magento Community Edition supports the following payment solutions from Amazon:

- Amazon Simple Pay
- Checkout by Amazon

### [PayPal](#)

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With PayPal's deep integration with Magento, you can easily accept credit cards and PayPal payments using PayPal, all while keeping customers on your site. Already have a merchant account? Add PayPal Express checkout to increase conversion.

### [Authorize.Net](#)

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Authorize.Net includes free fraud tools, free customer support, a free website seal, and the ability to accept multi-channel payments: online, mail order/telephone order, retail and mobile. Trusted by 300,000 customers.

## ChronoPay

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Established in Amsterdam in 2003, ChronoPay offers payment solutions for the global market. The company has a large presence in the Russian market. Magento Community Edition supports the following ChronoPay payment solutions:

- ChronoPay Standard
- ChronoPay Gateway

## CyberSource

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CyberSource, a wholly-owned subsidiary of Visa Inc., is a payment management company. Over 330,000 businesses worldwide use CyberSource to process online payments, streamline fraud management, and simplify payment security.

## First Data

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Fast, convenient, and secure. With over forty years of industry leading experience Express Merchant Processing Solutions (EMPS) powered by First Data helps millions of businesses like yours bring safe, easy, cost-effective payments to their customers with affordable support, regardless of size.

## Europe

### CyberMut Payment

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CyberMut is a secure payment service operated by the French Bank, Crédit Mutuel. To use CyberMut, you must open a business account with the bank.

### iDEAL

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iDEAL is a collection of technical agreements between banks and transaction processors (a protocol) and not a centralized electronic payment system. The iDEAL protocol provides an immediate online transfer from the buyer's bank account to the bank account of the online store. Magento Community Edition support the following iDEAL payment solutions:

- iDEAL Basic
- iDEAL Advanced

### Ogone

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Ogone Payment Services delivers non-face-to-face businesses the payment solutions platform, added value opportunities and technology advancements that become essential for the way payments are performed, managed and secured today.

## Paybox

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Paybox Services provides merchant accounts and eCommerce payment services for merchants in Europe. Magento Community Edition supports the following Paybox payment methods:

- Paybox Direct
- Paybox System

## Protx Standard

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Protx is one of the largest payment processors in the United Kingdom. In 2006, Protx was acquired by Sage Pay.

## Oceania

### eWAY Direct

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Focusing on high-level standards in technology, innovations and customer care, eWay has become Australia's award-winning payment gateway. eWAY specializes in delivering successful eCommerce payment gateway services to thousands of merchants. Magento Community Edition supports the following eWAY payment methods:

- eWAY Direct
- eWAY Shared
- eWAY 3D Secure

### Flo2Cash Payment Web Service

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New Zealand-based Flo2Cash provides and approves Credit Card and Direct Debit facilities and is a leading provider of payment processing services and solutions, which enables businesses of all sizes to streamline their payment processes; this in turn improves cash flow and reduces operating expense.

## Authorize.Net

Authorize.Net gives merchants the ability to accept credit card and payments through the Authorize.Net payment gateway. It processes the credit card information entered during checkout, and creates a transaction either for the payment authorization or for the payment authorization and a capture of the funds, depending on the configuration.

Authorize.Net can be used to pay for purchases made from the storefront or for orders placed from the Admin. Orders that use the Authorize.Net payment method can be processed from your store’s Admin and also from the Authorize.Net merchant account. Based on the response that Magento receives from Authorize.Net, an order is created in Magento with an assigned Authorize.Net transaction number.

**To find an order:**

1. On the Admin menu, select **Sales > Orders**.
2. In the list, click to open the order.
3. On the order detail page, click the **Invoice** button.

The Amount field of the order has the following payment actions:

**Payment Actions**

Payment Action	Description
Capture Online	<p>When an invoice is submitted, the system captures the payment amount through the external payment gateway. In this case, an invoice and a transaction of the “Capture” type are added to the order detail page. If a payment is captured online, you can later create an online credit memo from the invoice, if required.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>A payment capture transaction can be voided only from your Authorize.Net merchant account.</p> </div>
Capture Offline	<p>When an invoice is submitted using this option, the does not capture the payment, and only an offline invoice is created in Magento. It is assumed that the payment will be captured directly through the payment gateway, and you do not have the option to capture the payment online through Magento.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>If the invoice is captured online, you cannot create an online refund from Magento.</p> </div>
Not Capture	<p>When an invoice is submitted using this option, Magento does not capture the payment, and no corresponding transaction is created in the Authorize.Net merchant account. However, it is assumed that you will capture the payment online through Magento at a later date. Therefore,</p>

Payment Action	Description
----------------	-------------

The order can be canceled at any time before the payment is captured. After the payment has been captured, a credit memo must be generated to cancel the order.

Authorize.Net does not allow partial invoices to be created from Magento. The Qty to Invoice field cannot be edited on the New Invoice for Order page. When an invoice is captured online, a corresponding document with status of “Paid” is created and appears in the list of Invoices. In addition, a Capture transaction is added to the list of Transactions.

You can partially capture the order amount from the Authorize.Net merchant account. However, Authorize.Net does not allow for the remaining amount to be captured. In the case of a partial capture from Authorize.Net, no invoice or transaction is created in Magento for the order.

## Direct Post Method

Magento incorporates the Direct Post method for payments made through Authorize.Net. When payments are made using the Direct Post Method, the Authorize.Net gateway handles all steps in the transaction process, such as payment data collection, data submission, and response to the customer, while the customer remains in your store.

### To enable and configure the Direct Post Method:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**.
3. Set **Current Configuration Scope** to the website where the configuration is to be applied. To apply the configuration globally, accept the “Default Config” setting.
4. Click to expand the **Authorize.Net Direct Post** section.
5. Complete the settings as described in the following [field descriptions](#).
6. When complete, click the **Save Config** button.

## Field Descriptions

Field	Scope	Description		
Enabled	Website	Activates Authorize Direct Post Method within the Current Configuration Scope setting. Options include: Yes / No.		
Payment Action	Website	Determines how payments are authorized in the Authorize.Net payment system and the entities that are created after the successful transaction. Options include:		
		<table border="0"> <tr> <td>Authorize Only</td> <td>Funds on the customer's card are only authorized at the side of the Authorize.Net system and only an order is created in the backend of your store. You can later create an invoice and conduct the capturing.</td> </tr> <tr> <td>Authorize and Capture</td> <td>Funds on the customer's card are authorized and captured at Authorize.Net side, and as a result an order and an invoice are created in the backend of your store.</td> </tr> </table>	Authorize Only	Funds on the customer's card are only authorized at the side of the Authorize.Net system and only an order is created in the backend of your store. You can later create an invoice and conduct the capturing.
Authorize Only	Funds on the customer's card are only authorized at the side of the Authorize.Net system and only an order is created in the backend of your store. You can later create an invoice and conduct the capturing.			
Authorize and Capture	Funds on the customer's card are authorized and captured at Authorize.Net side, and as a result an order and an invoice are created in the backend of your store.			
Title	Store View	A label that identifies the payment method to customers during checkout.		
API Login ID	Website	Your Authorize.Net credentials.		
Transaction Key	Website	Your Authorize.Net credentials.		
Merchant MD5	Website	<p>The MD5 Hash value enables Magento to verify that transaction responses are securely received from Authorize.Net.</p> <p>The MD5 Hash value is used by the payment gateway to encrypt responses for transactions, submitted for your account. You can set your MD5 Hash Value on the Authorize.Net website at Account &gt; Settings &gt; Security Settings &gt; MD5-Hash.</p>		
New Order Status	Website	The status assigned to all new orders that are created using this payment method.		



Field	Scope	Description
Test Mode	Website	<p>Determines if the Direct Post Method is working in a test environment, or processing live transactions. Options include:</p> <p>Yes                Sends a notification to Authorize.Net that orders should be sent to their test site.</p> <p>No                   Orders are sent to Authorize.Net as live transactions.</p> <p>After testing transactions, don't forget to set Test Mode to "No," so you can process live transactions.</p>
Gateway URL	Website	<p>The URL to which order information is sent. the default URL is:  https://secure.authorize.net/gateway/transact.dll.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>If you have a special test URL from Authorize.Net, you can set Test Mode to "No," and specify the testing link in the Gateway URL field. However, the URL of the live site must be re-entered before going live.</p> </div>
Accepted Currency	Website	<p>Make sure that the Accepted Currency field is set to "US Dollar," because this is the only currency that Authorize.Net accepts.</p>
Debug	Website	<p>Determines if all communication with the payment system is recorded in a log file.</p>
Email Customer	Website	<p>Specify whether you want Authorize.Net to send emails to your customers on the completion of the checkout.</p> <p>This is in addition to the order confirmation email and other transactional email sent from Magento.</p>
Merchant's Email	Website	<p>If you want to receive email notifications of orders placed with the Direct Post Method,</p>

Field	Scope	Description
		from Authorize.Net, enter the email address that is associated with your account. If left blank, no email will be sent to you by Authorize.Net.
Credit Card Types	Website	Select the options that will appear in the Credit Card Type list during checkout. Options include: American Express Visa MasterCard Discover Other
Credit Card Verification	Website	Determines if customers are required to enter the Credit Card Verification number during checkout. Options include: Yes / No.
Payment from Applicable Countries	Website	Determines the countries from which you accept payment. Options include: All Allowed Countries / Specific Countries
Payment from Specific Countries	Website	Determines each country from which you accept payment. Only customers with a billing address in one of the selected countries can use this payment method.
Minimum Order Total	Website	Determines the minimum order total for orders processed with the Direct Post Method. The option appears only for orders that fall within the minimum and maximum range.
Maximum Order Total	Website	Determines the maximum order total for orders processed with the Direct Post Method. The option only for orders that fall within the minimum and maximum range.
Sort Order	Website	Determines the sequence in which the Direct Post Method is listed with other payment methods during checkout.

## Admin Workflow

The Authorize.Net Direct Post Method can be used with orders created from the Admin as well as from the store. When creating an order, you can select it in the

Payment Method section. After selecting the option, the credit card data entry fields appear. If the transaction fails, an error message appears, and you can select another payment method or try again with another card.

The order process is similar to the standard [order workflow](#). As with other orders, and invoice, shipment, and credit memo can be created.

## Customer Workflow

If you enable this method, the customer can select it in the Payment Information section of the checkout process. After the customer clicks the corresponding option button and clicks Continue, the Order Review section of the checkout appears, with fields to enter the credit card information. The customer then specifies the card information and clicks the Place Order button.

If the transaction is successful, the customer is redirected to the order confirmation page. If the transaction fails on some reason, an error message is displayed in a dialog box and the customer may then select another payment method or try Authorize.Net Direct Post with another card.

The screenshot shows the Magento checkout process. The top navigation bar includes 'MY ACCOUNT | MY WISHLIST | MY CART (1) | CHECKOUT' and a search bar. Below the navigation, there are tabs for 'Fruit', 'Vegetables', 'Berries', and 'Nuts'. The main content area is titled 'Checkout' and shows 'Your Checkout Progress' with steps: CHECKOUT METHOD, BILLING INFORMATION, SHIPPING INFORMATION, SHIPPING METHOD, and PAYMENT INFORMATION. The 'Order Review' section is highlighted in orange and contains a table with the following data:

PRODUCT NAME	PRICE		QTY	SUBTOTAL	
	(EXCL. TAX)	(INCL. TAX)		(EXCL. TAX)	(INCL. TAX)
Red Currant	\$15.65	\$15.65	1	\$15.65	\$15.65
				Subtotal (Excl. Tax)	\$15.65
				Subtotal (Incl. Tax)	\$15.65
				Shipping Excl. Tax (Flat Rate - Fixed)	\$5.00
				Shipping Incl. Tax (Flat Rate - Fixed)	\$5.00
				Grand Total Excl. Tax	\$20.65
				Grand Total Incl. Tax	\$20.65

Below the table, the 'Credit Card Information' section is visible, with fields for:
 

- \* Credit Card Type: --Please Select--
- \* Credit Card Number: [input field]
- \* Expiration Date: Month [dropdown] Year [dropdown]
- \* Card Verification Number: [input field] [What is this?](#)

 At the bottom right, there is a 'PLACE ORDER' button. On the left side of the checkout page, there are sections for 'Billing Address | change', 'Shipping Address | change', 'Shipping Method | change', and 'Payment Method | change'. The 'Payment Method' section shows 'Credit Card Direct Post (Authorize.net)' selected. A link 'Forgot an Item? [Edit Your Cart](#)' is located at the bottom left.

*Checkout Using Authorize.Net Direct Post*

## Partial Authorization with Authorize.Net

Authorize.Net gives you the ability to accept multiple credit cards as payment for a single order. If there isn't enough remaining balance on a single card to cover the purchase, the amount can be distributed across multiple cards. Up to five credit cards can be used to pay for a single order. Partial authorization can be activated in the Authorize.Net configuration at either the global, or website level.

### To enable partial authorization:

1. On the Admin menu, select **System > Configuration**.
2. In the upper-left, set **Current Configuration Scope** as needed. To use partial authorization at the global level, accept the "Default Config" setting.
3. In the panel on the left under Sales, select **Payment Methods**. Then, click to expand the **Authorize.Net** section.
4. Set **Allow Partial Authorization** to "Yes."
5. When complete, click the **Save Config** button.

## Customer Workflow

During the checkout process, the customer selects Authorize.Net, enters the card information, and proceeds to Order Review. When the customer clicks the Place Order button, the request is sent to Authorize.Net. If the amount available on the card is not enough to cover the order total, the following message appears:

The amount on your credit card is insufficient to complete your purchase. The available amount has been put on hold. To complete your purchase, click Continue and specify additional credit card number. To cancel the purchase and release the amount on hold, click Cancel.

If the customer chooses to continue, the Payment Information checkout step reappears, and the customer is prompted to enter another credit card. The information about the previously used credit cards appears as well.

If the customer clicks the Cancel button, all authorizations are reversed. The customer can then choose another payment method to complete the purchase. If the customer closes the browser window, the authorizations remain active until they expire. The term of each authorization depends on the bank that issued the credit card. An order is created only after the total amount of the order is captured.

### *Partial Authorization During Checkout*

If the customer reaches the limit of five cards that can be used for one order, the following message appears during Order Review:

You have reached the maximum number of credit cards that can be used for the payment.

When the customer clicks the OK button, the Payment Information checkout step reappears, with the following message:

You have reached the maximum number of credit cards that can be used for one payment. The available amounts on all used cards were insufficient to complete payment. The payment has been canceled and amounts on hold have been released.

The system sends a request to Authorize.Net to void all authorizations of this payment. The customer can now choose another payment method, or try a different credit card.

During partial authorization, the bank might reject the transaction, For example, the daily limit for the card might be exceeded. In this case, Authorize.Net sends the appropriate response to Magento and the following message appears:

Your credit card has been declined. Click Continue to specify another credit card to complete your purchase. Click Cancel to release the amount on hold and select another payment method.

If the customer decides to reverse the payment and clicks Cancel, the payment is reversed, and a request is sent to Authorize.Net to release the amounts on hold from the previously entered cards. The customer can then select another payment method. If the customer chooses to continue, the Payment Information checkout step reappears, and the customer is prompted to enter another credit card.

Before the order is placed, the customer can click the Cancel button from the Payment Information step to reverse all authorizations and release all amounts.

If the customer changes any order information after having started the partial authorization process, an error will occur when the order is submitted. In such a case, all authorizations are released, and the customer is redirected to the Payment Information checkout step.

## Admin Workflow

Partial authorization can be applied to new orders and recorders from the Admin. After you choose the Authorize.Net payment method, enter the card information, and click the Submit Order button, the request is sent to Authorize.Net. If the amount on the card is not enough to cover the order, the available funds are put on hold, and the partial authorization is triggered. A message appears on the Create New Order page, asking if you want to continue. If you choose to continue, the system displays the information about the previously used credit cards, and prompts you to enter another credit card. If you click the Cancel button, all authorizations are reversed.

If you close the browser window during the partial authorization process, the authorizations remain active until they expire. The term of authorization depends on the bank that issued the credit card.

If payment is not complete, you can click the Cancel button in the upper-right corner. Magento then sends a request to Authorize.Net to void the authorization for all cards that were entered during the process, and the amounts on hold are released. If the payment gateway is not able to void authorization for some transactions, the order is canceled by the system only.

Do not change any order information after the partial authorization process begins. Otherwise, an error occur when you submit the order, and all authorizations are released automatically.

## Partial Authorization Refunds

When processing a refund for an order that was paid with partial authorizations, Magento refunds the correct captured amount to each card. The process is managed by the system, and requires no action on your part.

When initiating an online invoice or refund, and some authorizations fail, the system proceeds with the remaining authorizations, but does not generate the invoice or refund. After all authorizations have been processed, information about the successful authorizations, as well as any that failed, appears in the header of the order. The same information is added to the order comments section of the order.

The administrator is then prompted to process the failed authorizations manually, by creating an offline invoice or offline refund in Magento.

For a partial refund, the amounts are refunded to the cards from which they originated, in the order of authorization. The amount captured from the first card is the first to be refunded. In this order, it is possible for the amount reversed on the last card to be less than what was captured during the partial authorization process. In this case the transaction for the card remains open, and can be closed in the next partial refund.

Magento stores only the last four digits of the credit card number. For a period of 120 days after the payment, Authorize.Net allows merchant systems to submit a refund using the last four digits of the credit card. After 120 days have passed, you cannot process an online refund for an order that was paid with Authorize.Net.

Because American Express does not support authorization reversals, it is not possible to create an online refund for any purchases paid for with this method. In such a case, you can create an offline refund, and settle the situation by releasing the customer's funds through the appropriate merchant account, outside of the Magento system.







## Chapter 47:

# Payment Services

Your Magento Community Edition includes support for the following service to provide an additional layer of protection against fraudulent charges and chargebacks for sales.

## 3D Secure Credit Card Validation

Magento Community Edition includes the option to use 3D Secure authentication for payment transactions made with Authorize.Net. Cardinal Centinel® is the company that provides the 3D Secure Credit Card Validation service.

During checkout, the customer is prompted to enter a secret code that is assigned to the card, which is then used to confirm the identity of the cardholder. The bank also provides additional data elements to confirm the cardholder's identity. The service provider arranges the communication between the banks and payment systems. 3D Secure authentication can be used for orders placed from the store, or from the Admin.

To learn more information about the 3D Secure protocol, search by “Verified by Visa”, “MasterCard SecureCode,” and “J/Secure.”

### Process Overview:

- Step 1: Complete the 3D Secure Configuration
- Step 2: Enable 3D Secure for Authorize.Net

### Step 1: Complete the 3D Secure Configuration

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Services**.

3. To apply the configuration at the website level, set **Current Configuration Scope** in the upper-left corner, as needed. To apply the configuration at the global level, accept the “Default Config” setting.
4. Click to expand the **3D Secure Credit Card Validation** section. Then, do the following:

### *3D Secure Credit Card Validation*

- a. Enter the following credentials that are required to connect to the Cardinal Centinel system:
    - Processor ID
    - Merchant ID
    - Password
  - b. To test 3D Secure Validation before going live in the store, set **Test Mode** to “Yes.”
  - c. To save a log file of all interactions between your server and the Cardinal Centinel system, set **Debug Mode** to “Yes.”
5. When complete, click the **Save Config** button.

## Field Descriptions

Field	Scope	Description
Processor ID	Website	Specify the merchant processor identification code. This value is assigned to you by Cardinal Centinel.
Merchant ID	Website	Specify the merchant identification code. This value is also assigned to you by Cardinal Centinel.
Password	Website	Specify the password to connect to the Cardinal Centinel system.

Field	Scope	Description
Test Mode	Website	Choose whether the connection with the Cardinal Centinel system is tested prior to start the real life 3D Secure validation of payment transactions.
Debug Mode	Website	Saves a log file of all interaction between your server and the Cardinal Centinel system. Options include: Yes / No.

## Step 2: Enable 3D Secure for Authorize.Net

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Payment Methods**.
3. To apply the configuration at the website level, set **Current Configuration Scope** in the upper-left corner as needed. To apply the configuration at the global level, accept the “Default Config” setting.
4. Click to expand the **Authorize.Net** section. Then, scroll down to the 3D Secure section. Then, do the following:

The screenshot shows the configuration interface for 3D Secure. It includes three main settings:

- Enable 3D Secure Card Validation on Frontend:** A dropdown menu set to "Yes".
- Severe 3D Secure Card Validation:** A dropdown menu set to "No". Below it, a note states: "Severe Validation Removes Chargeback Liability on Merchant".
- Centinel API URL:** An empty text input field. Below it, a note states: "If empty, a default value will be used. Custom URL may be provided by CardinalCommerce agreement."

### *Enable 3D Secure Card for Authorize.Net*

- a. Set **Enable 3D Secure Card Validation on Frontend** to “Yes.”  
If you are use Magento Secure Payment Bridge, you can ignore the additional settings.
  - b. In the **Severe 3D Secure Card Validation** field, specify if you want severe validation to be applied to credit card purchases made through the Centinel system. Severe validation removes merchant liability for any chargebacks that may occur.
  - c. In the **Centinel API URL** field, enter the URL that was provided by Cardinal Centinel to establish the connection with their system.
5. When complete, click the **Save Config** button.

## Field Descriptions

Field	Scope	Description
Enable 3D Secure Card Validation on Frontend	Website	Activates 3D Secure for use with Authorize.Net. Options Include: Yes / No.
Severe 3D Secure Card Validation	Website	Severe Validation removes chargeback liability from the merchant. Options include: Yes / No.
Centinel API URL	Website	Enter the URL provided in your 3D Secure agreement.

## 3D Secure Customer Workflow

During the checkout process, the customer selects the Authorize.Net payment method, enters the credit card information, and clicks the Continue button. During Order Review, the bank that issued the credit card displays a form to verify the customer's identity. Depending on the bank's requirements, the customer might be required to enter a secret code, log in to an account, or complete another activity.

*3D Secure Authentication for the Customer*

After submitting the form, the customer is returned to Order Review. The customer clicks the Place Order button. If the authentication succeeds, the customer proceeds to the order confirmation page. If the authentication fails for any reason, an error message appears and the customer can select another payment method or try again with Authorize.Net.



Community

EDITION

Shipping



## Chapter 48: Basic Shipping Methods

Magento Community Edition supports a wide range of shipping methods and carriers. This section shows how to configure the following basic shipping methods:

- [Shipping Settings](#)
- [Flat Rate](#)
- [Free Shipping](#)
- [Table Rates](#)
- [Online Rates](#)

The setup instructions in this chapter take place in the Configuration section of your store's Admin. The Shipping Methods tab manages the configuration for the various shipping methods and services that are available to your customers during checkout.

### Shipping Settings

The Shipping Settings establish the point of origin for all shipments made from your store or warehouse, and determine if you support shipments to multiple addresses. The point of origin also determines the store tax rate for products sold.



Origin		
Country	<input type="text" value="United States"/>	[WEBSITE]
Region/State	<input type="text" value="California"/>	[WEBSITE]
ZIP/Postal Code	<input type="text" value="90232"/>	[WEBSITE]
City	<input type="text" value="Culver City"/>	[WEBSITE]
Street Address	<input type="text" value="10441 Jefferson Blvd, Suite 200"/>	[WEBSITE]
Street Address Line 2	<input type="text"/>	[WEBSITE]

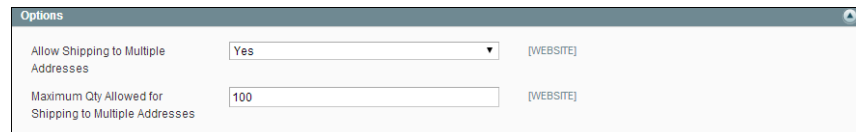
*Origin*

### To establish the point of origin:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, click **Shipping Settings**.
3. Click to expand the **Origin** section, and complete the following:
  - Country
  - Region / State
  - ZIP / Postal Code
  - City
  - Street Address (and line 2, if needed)
4. When complete, click the **Save Config** button.

### To support shipments to multiple addresses:

1. Click to expand the **Options** section, and complete the following:
2. Set **Allow Shipping to Multiple Addresses** to “Yes.”
3. To limit the number of address you accept per shipment, enter the number in the **Maximum Qty Allowed for Shipping to Multiple Addresses** field.
4. When complete, click the **Save Config** button.



Options	
Allow Shipping to Multiple Addresses	Yes [WEBSITE]
Maximum Qty Allowed for Shipping to Multiple Addresses	100 [WEBSITE]

*Options*

## Flat Rate

Flat rate is a fixed, predefined charge that can be applied per item, or per shipment. Flat rate is a simple solution, especially when used with the flat-rate packaging that is available from some carriers.



The screenshot shows the configuration form for the Flat Rate shipping method. The form includes the following fields and options:

- Enabled:** No (dropdown menu)
- Title:** Flat Rate (text input)
- Method Name:** Fixed (text input)
- Type:** Per Item (dropdown menu)
- Price:** 5.00 (text input)
- Calculate Handling Fee:** Fixed (dropdown menu)
- Handling Fee:** (text input)
- Displayed Error Message:** This shipping method is currently unavailable. If you would like to ship using this shipping method, please contact us. (text area)
- Ship to Applicable Countries:** All Allowed Countries (dropdown menu)
- Ship to Specific Countries:** Afghanistan, Åland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, Antigua and Barbuda (list box)
- Sort Order:** (text input)

### *Flat Rate*

#### To set up flat rate shipping:

1. On the Admin menu, select **System > Configuration**. In the panel on the left, under Sales, select **Shipping Methods**.
2. Click to expand the **Flat Rate** section. Then, do the following:

- a. Set **Enabled** to “Yes.”

Flat Rate appears as an option in the Estimate Shipping and Tax section of the shopping cart, and also in the Shipping section during checkout.

- b. Enter a descriptive **Title** for this shipping method. The default is “Flat Rate.”
- c. Enter a **Method Name** that appears next to the calculated rate in the shopping cart. The default method name is “Fixed.” If you charge a handling fee, you can change the Method Name to “Plus Handling” or something else that is suitable.
- d. To describe how flat rate shipping can be used, set **Type** to one of the following:

None

Disables the payment type. The Flat Rate option is listed in the cart, but with a rate of zero—which is the same as free shipping.

Per Order	Charges a single flat rate for the entire order.
Per Item	Charges a single flat rate for each item. The rate is multiplied by the number of items in the cart, regardless of whether there are multiple quantities of the same, or of different items.

- e. Enter the **Price** to be charged for the flat rate fee.
- f. If charging a handling fee, set **Calculate Handling Fee** to one of the following:
  - Fixed
  - Percent

Then, enter the **Handling Fee** rate according to the method used to calculate the fee. For example, if the fee is calculating based on a percentage, enter 0.06 for 6 percent. If using a fixed amount calculation, enter the fee as a decimal.

- g. In the **Displayed Error Message** box, type the message that appears if this method becomes unavailable.
- h. Set **Ship to Applicable Countries** to one of the following:
 

All Allowed Countries	Customers from all <a href="#">countries</a> specified in your store configuration can use this shipping method.
Specific Countries	After choosing this option, the Ship to Specific Countries list appears. Select each country in the list where this shipping method can be used.
- i. Enter a **Sort Order** number to determine the position of Flat Rate in the list of shipping methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

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

## Free Shipping

Free shipping is one of the most effective promotions you can offer. It can be based on a minimum purchase, or set up as a shopping cart [price rule](#) that applies when a set of conditions is met. If both apply to the same order, the configuration setting will take precedence over the shopping cart rule.

Check your shipping carrier configuration for any additional settings that may be required for free shipping.

The screenshot shows the 'Free Shipping' configuration page in the Magento Admin. The page has a title bar 'Free Shipping' and a close button. The configuration is organized into several sections:

- Enabled:** A dropdown menu set to 'No'. To the right is a '[WEBSITE]' label.
- Title:** A text input field containing 'Free Shipping'. To the right is a '[STORE VIEW]' label.
- Method Name:** A text input field containing 'Free'. To the right is a '[STORE VIEW]' label.
- Minimum Order Amount:** A text input field containing '2000'. To the right is a '[WEBSITE]' label.
- Displayed Error Message:** A large text area containing the message: 'This shipping method is currently unavailable. If you would like to ship using this shipping method, please contact us.' To the right is a '[STORE VIEW]' label.
- Ship to Applicable Countries:** A dropdown menu set to 'All Allowed Countries'. To the right is a '[WEBSITE]' label.
- Ship to Specific Countries:** A list box showing a scrollable list of countries: Afghanistan, Åland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, and Antigua and Barbuda. To the right is a '[WEBSITE]' label.
- Sort Order:** A text input field. To the right is a '[WEBSITE]' label.

### *Free Shipping*

#### To set up free shipping:

1. On the Admin menu, select **System > Configuration**. In the panel on the left, under Sales, select **Shipping Methods**.
2. Click to expand the **Free Shipping** section. Then, do the following:
  - a. Set **Enabled** to “Yes.”
  - b. Enter a **Title** for this shipping method that will be displayed during checkout.
  - c. Enter a descriptive **Method Name** to identify this shipping method.
  - d. Enter the **Minimum Order Amount** to qualify for free shipping.

To use Free Shipping with [Table Rates](#), you must enter a Minimum Order Amount so high that it is never met. This prevents Free Shipping from going into effect, unless triggered by a price rule.

- e. In the **Displayed Error Message** box, type the message to appear if this method becomes unavailable.
- f. Set **Ship to Applicable Countries** to one of the following:

**All Allowed Countries** Customers from all **countries** specified in your store configuration can use this shipping method.

**Specific Countries** After choosing this option, the Ship to Specific Countries list appears. Select each country in the list where this shipping method can be used.

**g.** Set **Show Method if Not Applicable** to one of the following:

**Yes** Always shows the Free Shipping method, even when not applicable.

**No** Shows the Free Shipping method only when applicable.

**h.** Enter a **Sort Order** number to determine the position of Free Shipping in the list of shipping methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

- 3.** When complete, click the **Save Config** button.
- 4.** Make sure that you complete any configuration that is required for each carrier you plan to use with free shipping. For example, assuming that your UPS configuration is otherwise complete, make the following settings to enable and configure free shipping:
  - a.** From the Shipping Methods configuration, click to expand the **UPS** section.
  - b.** In the UPS section, set **Free Method** to “Ground.”
  - c.** To require a minimum order for free shipping, set **Free Shipping with Minimum Order Amount** to “Enable.”
  - d.** Enter the required amount in the **Minimum Order Amount for Free Shipping** field.
- 5.** When complete, click the **Save Config** button.

## Table Rates

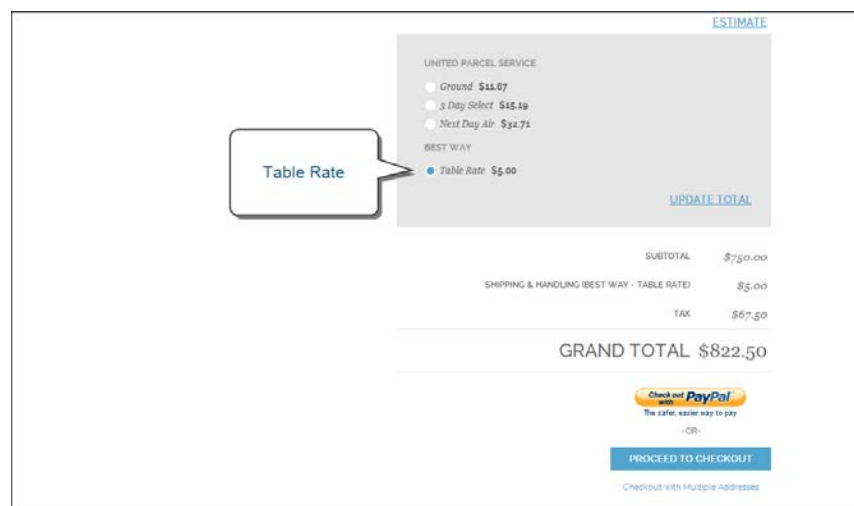
The table rate shipping method lets you set up a table to calculate shipping rates for a combination of conditions. The shipping rate can be based on the following:

- Weight v. Destination
- Price v. Destination
- # of Items v. Destination

For example, if your warehouse is located in Los Angeles, it costs less to ship to San Diego than to Vermont. You can use table rate shipping to pass the savings on to your customer.

Only one set of table rate data can be active at a time.

The data that is used to calculate the rate is prepared in a spreadsheet and imported into your store. When the customer requests a quote, the results appear in the shipping estimate section of the shopping cart.



*Table Rate in Shopping Cart*

#### **Process Overview:**

- Step 1: Complete the Default Settings
- Step 2: Prepare the Table Rate Data
- Step 3: Import the Table Rate Data

### **Step 1: Complete the Default Settings**

The first step is to complete the default settings for table rates. You can complete this step without changing the scope of the configuration.

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Sales, select **Shipping Methods**.
3. Click to expand the **Table Rates** section. Then, do the following:
  - a. Set **Enabled** to “Yes.”
  - b. Enter a **Title** for the section of table rates that appears during checkout. (The default title is “Best Way.”)
  - c. Enter the **Method Name** that appears next to the calculated rate in the shopping cart.
  - d. Set **Condition** to one of the following calculation methods:
    - Weight v. Destination
    - Price v. Destination
    - # of Items v. Destination
  - e. For orders that include virtual products, set **Include Virtual Products in Price Calculation** to “Yes” if you want to be able to include the virtual product(s) in the calculation.

Because virtual products—such as services—have no weight, they cannot change the result of a calculation that is based on the Weight v. Destination condition. However, virtual products can change the result of a calculation that is based on either the Price v. Destination or # of Items vs Destination condition.

- f. If charging a handling fee, set **Calculate Handling Fee** to one of the following:
  - Fixed
  - Percent

Then, enter the **Handling Fee** rate according to the method used to calculate the fee.

If the handling fee is based on a percent, enter the whole number *without* the percent sign.

- g. In the **Displayed Error Message** box, type the message that appears when this method is not available.
- h. Set **Ship to Applicable Countries** to one of the following:

**All Allowed Countries** Customers from any **country** specified in your store configuration can use table rate shipping.

**Specific Countries** After choosing this option, the “Ship to Specific Countries” list appears. Select each country where customers can use table rate shipping.

- i. Enter a **Sort Order** number to determine where table rates appear in the list of shipping methods during checkout. (0 = first, 1 = second, 2 = third, and so on.)

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

The screenshot shows the 'Table Rates' configuration form in Magento. The form includes the following fields and options:

- Enabled:** Yes (dropdown)
- Title:** Best Way (text input)
- Method Name:** Table Rate (text input)
- Condition:** Weight vs. Destination (dropdown)
- Include Virtual Products in Price Calculation:** Yes (dropdown)
- Calculate Handling Fee:** Fixed (dropdown)
- Handling Fee:** (text input)
- Displayed Error Message:** This shipping method is currently unavailable. If you would like to ship using this shipping method, please contact us. (text area)
- Ship to Applicable Countries:** All Allowed Countries (dropdown)
- Ship to Specific Countries:** List of countries including Afghanistan, Åland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, and Antigua and Barbuda (list box)
- Show Method if Not Applicable:** No (dropdown)
- Sort Order:** (text input)

*Table Rates*

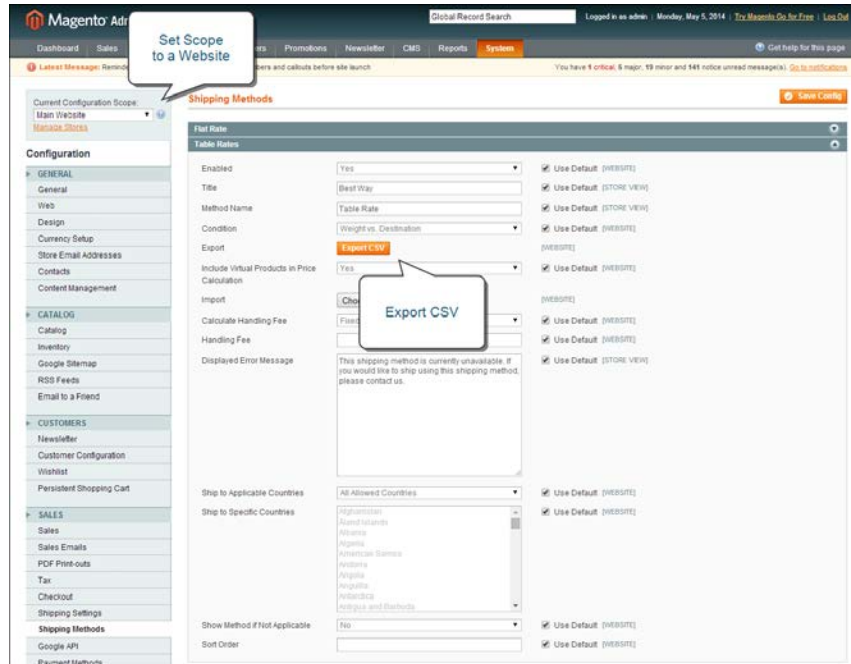
## Step 2: Prepare the Table Rate Data

1. In the upper-left corner, set **Current Configuration Scope** to the “Main Website,” or any other website where you want the configuration to apply.

Export and Import options appear in the Table Rates section, with “Use Default” checkboxes to the right of each option.

To change any of the current settings, you must first clear the “Use Default” checkbox next to the field.

2. If you want to change the **Condition**, clear the **Use Default** checkbox. Then, select another option.
3. Click the **Export CSV** button. Then, save the **tablerates.csv** file to your computer.



*Export CSV*

4. Open the file in Excel, or any other spreadsheet program.
5. Complete the table with appropriate values for the shipping calculation condition being used.
  - You can use an asterisk (\*) as a wildcard to represent all possible values in any category.
  - The Country column must contain a valid three-character code for each row.

	A	B	C	D	E
1	Country	Region/State	Zip/Postal Code	Weight (and above)	Shipping Price
2	USA	*	*	0	5
3	USA	*	*	10	10
4	USA	*	*	20	15
5					
6					

*Weight vs. Destination*

6. When complete, save the **tablerates.csv** file.



### Step 3: Import the Table Rate Data

1. Return to the **Table Rates** section of your store configuration.
2. In the upper-left corner, set **Current Configuration Scope** to the website where this method will be used.
3. Next to the **Import** field, click the **Choose File** button. Select your completed **tablerates.csv** file, and import the rates.

The screenshot shows the 'Table Rates' configuration interface. The 'Import' field is highlighted with a callout box containing the word 'Import'. The 'Choose File' button is also visible next to the 'Import' field. The 'Import' field contains the text 'tablerates.csv'. The 'Choose File' button is highlighted in orange.

*Import Table Rates*

4. When complete, click the **Save Config** button. Then, go through the payment process with different addresses to make sure the shipping and handling rates are correct.

### Price v. Destination Example

This example uses the Price v. Destination condition to create a set of three different shipping rates based on the amount of the order subtotal for the continental United States, Alaska, and Hawaii. The asterisk (\*) is a wildcard that represents all values.

Country	Region / State	ZIP / Postal Code	Order Subtotal (and above)	Shipping Price
USA	*	*	0	15
USA	*	*	50	10
USA	*	*	100	5

Country	Region / State	ZIP / Postal Code	Order Subtotal (and above)	Shipping Price
USA	AK	*	0	20
USA	AK	*	50	15
USA	AK	*	100	10
USA	HI	*	0	20
USA	HI	*	50	15
USA	HI	*	100	10

## Online Rates

Magento offers dynamic retrieval of rates from various shipping providers.

Most shipping providers require that you open an account with them. Consult your shipping provider for details on how to obtain API credentials.

To enable and configure these shipping methods, expand the appropriate tabs (UPS, USPS, FedEx, or DHL) and configure the settings. The configuration of this method is similar to the configuration of Flat Rate. Because the options differ for each service, contact the carrier for more information.

## Chapter 49: Shipping Carriers

If you have a commercial account with a supported carrier, you can offer your customers the convenience of choosing that carrier during checkout. The rates are automatically downloaded, so you do not need to look up the information.

Before you can offer your customers a selection of shipping carriers, you must first complete the [shipping settings](#) to establish the point of origin for your store. Then, complete the configuration for each carrier service that you want to offer. The configuration options vary for each carrier. However, all require that you first open a shipping account with the carrier, and enter your account number or user ID, and the gateway URL to their system into the configuration of your store.

See [Magento Connect](#) for additional shipping services for your Magento Community Edition installation.

### UPS

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United Parcel Service offers domestic and international shipping services by land and air to more than 220 countries.

### USPS

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The United States Postal Service is the independent postal service of United States government. USPS offers domestic and international shipping services by land and air.

### FedEx

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Offers domestic and international shipping services by land and air to more than 220 countries.

### DHL

---

Offers integrated international services and tailored, customer-focused solutions for managing and transporting letters, goods and information.

## Package Type by Carrier

The following tables list the shipping methods and supported package types for U.S. and international shipments, by carrier.

- Custom packaging has been added to each shipping method of each shipping carrier.
- Shipping methods are divided into U.S. and International. Those that are marked as “U.S.” are for US domestic shipments only. Those that are marked as “International” can be those shipped from the U.S. to other countries, from other countries to the U.S. and within countries other than the U.S. FedEx does not offer domestic shipments for countries other than the U.S. at this time. USPS offers shipments from the U.S. only for both domestic and international.
- For international shipping, available package types sometimes depend on the country of origin (U.S. or other). If a shipment originates outside of the U.S., the available package types are filtered according to the types that are acceptable. For shipments that originate in countries other than the U.S., the full list of package types available for the selected shipping carrier is provided.

### FedEx

#### FedEx (U.S.)

Shipping Method	Package Type
FedEx First Overnight	FedEx Envelope FedEx Pak FedEx Box FedEx Tube Your Packaging
FedEx Priority Overnight	(same as above)
FedEx Standard Overnight	(same as above)
FedEx 2Day	(same as above)
FedEx Express Saver	FedEx Envelope FedEx Pak Your Packaging
FedEx Ground	Your Packaging
FedEx Home Delivery	
FedEx SmartPost	

**FedEx (International)**

Shipping Method	Package Type
FedEx International First	FedEx Envelope FedEx Pak FedEx Box FedEx Tube Your Packaging
FedEx International Priority	FedEx Envelope FedEx Pak FedEx Box FedEx 10 kg Box FedEx 25 kg Box FedEx Tube Your Packaging
FedEx International Ground	Your Packaging
FedEx Europe First Priority	FedEx Envelope FedEx Pak FedEx 10 kg Box FedEx 25 kg Box Your Packaging

**UPS****UPS (U.S.)**

Shipping Method	Package Type
UPS Next Day Air Early AM	Small Express Box Medium Express Box Large Express Box UPS Express Tube UPS Pak UPS Letter Your Packaging
UPS 2nd Day Air	(same as above)
UPS Next Day Air	(same as above)
UPS 2nd Day Air AM	(same as above)

Shipping Method	Package Type
UPS 3 Day Select	Your Packaging
UPS Ground	Your Packaging

**UPS (International)**

Shipping Method	Package Type
UPS Worldwide Express	Small Express Box Medium Express Box Large Express Tube UPS Express Tube UPS 10 kg Box UPS 25 kg Box UPS Pak UPS Letter Customer Packaging
UPS Worldwide Express Plus	(same as above)
UPS Worldwide Saver	(same as above)
UPS Worldwide Expedited	(same as above)
UPS Worldwide Expedited	Small Express Box Medium Express Box Large Express Tube UPS Express Tube UPS 10 kg Box UPS 25 kg Box UPS Pak Customer Packaging

**USPS**

**USPS (International)**

Shipping Method	Package Type
Express Mail <sup>®</sup> International Flat Rate Envelope	Express Mail International Flat Rate Envelope
Express Mail Flat Rate Envelope Hold for Pickup	Express Mail International Flat Rate Envelope

Shipping Method	Package Type
Priority Mail International Large Flat Rate Box	Priority Mail International Medium Flat Rate Box
Priority Mail International Small Flat Rate Box	Priority Mail International Small Flat Rate Box
Priority Mail International Flat Rate Envelope	Priority Mail International Flat Rate Envelope
Global Express Guaranteed (GXG)	Large Package/Non-Rectangular (Regular and Medium) Variable
USPS GXG Envelopes	Large Package/Rectangular (Regular and Medium) Large Package/Non-Rectangular (Regular and Medium) Variable
Express Mail International	(same as above)
Priority Mail International	(same as above)
First-Class Mail International Package	(same as above)

## DHL

### DHL (International)

Shipping Method	Package Type
Express	Package
Express International	Letter







## Chapter 50: Shipping Labels

Magento Community Edition includes a high level of integration with major shipping carriers, which gives you access to carrier shipping systems to track orders, create shipping labels, and more. Shipping labels can be created for regular shipments and products with return merchandise authorization.

In this chapter, the following terminology used in reference to shipping label requirements:

International shipments	Shipments where the sender and recipient are in different countries; international borders are crossed.
Domestic shipments	Shipments where the sender and recipient are in the same country; no international borders are crossed.

Shipping labels are supported by the following carriers, with the following constraints:

USPS	Requires a USPS account.
UPS	Requires a UPS account. Shipping labels are available only for shipments that originate in the U.S. Specific credentials are required for stores outside the US.
FedEx	Requires a FedEx account. For stores outside of the U.S., shipping labels are supported for international shipments only. FedEx does not allow domestic shipments that originate outside of the U.S
DHL	Requires a DHL account. Shipping labels are supported only for shipments that originate in the U.S.

## Workflow

When you create a shipping label, Magento prompts you for information about packaging you want to use (type, size, etc.) and which products go with which package. When you finish, Magento connects to the shipping carrier web-services, creates an order in its system, and receives the shipping label for the shipment. The tracking number(s) are also received and added in the Admin.

An individual shipment order for each package is created, as a result multiple shipping labels can be received for one shipment in Magento.

## Shipping Label Configuration

The following settings must be made at the product level, as well as in the configuration of each carrier. It is recommended that you complete the configuration for each carrier that you intend to use to produce shipping labels.

### To configure shipping labels:

1. On the Admin menu, select **Catalog > Manage Products**.
2. The **Country of Manufacture** field is required for each product that is shipped internationally by USPS and FedEx, Update the field for each product record, as needed.

The screenshot shows a portion of the Magento Admin interface for editing a product. The 'Country of Manufacture' field is highlighted with a callout box labeled 'Country of Manufacture'. The field is currently set to 'Switzerland'. Other visible fields include SKU (ac005), Weight (1.2500), Status (Enabled), and Visibility (Catalog Search).

*Country of Manufacture*

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

If you have many products that need to be updated with the same information, do the following:

- a. In the Manage Products list, select the checkbox of each product that needs to be updated. For example, all products that are manufactured in China.
- b. Set the **Actions** control to “Update Attributes,” and click the **Submit** button.

- c. In the Update Attributes form, find the **Country of Manufacture** field and select the **Change** checkbox. Then, select the country from the list and click the **Save** button.
4. On the Admin menu, select **System > Configuration**. Then, do the following:
- a. In the panel on the left, under Sales, select **Shipping Settings**. Click to expand the **Origin** section, and verify that the following fields are complete:

Street Address	The street address of the place from which shipments are sent. For example, the location of your company or warehouse. This field is required for shipping labels.
Street Address Line 2	Any additional address information, such as the floor, entrance and so on. We strongly recommend that you use this field.

Origin		
Country	United States	[WEBSITE]
Region/State	California	[WEBSITE]
ZIP/Postal Code	90232	[WEBSITE]
City	Culver City	[WEBSITE]
Street Address	10441 Jefferson Blvd., Suite 200	[WEBSITE]
Street Address Line 2		[WEBSITE]

### *Origin*

- b. In the Configuration panel under Sales, select **Shipping Methods**. Click to expand the **USPS** section, and verify that the following fields are complete:

Secure Gateway URL	You do not need to configure this field, it is pre-populated by Magento.
Password	The password is provided by USPS, and gives you access to their system through Web Services.
Length, Width	The default dimensions of the package. To make these fields appear, set Size to “Large,”
Height, Girth	

- c. Click to expand the **FedEx** section, and verify that the following fields are complete:

- Meter Number
- Key
- Password

This information is provided by the carrier, and is required to gain access to their system through Web Services.

- d. In the Configuration panel under General, select **Store Information**. Verify that the fields in this section are complete. If you have multiple stores, and the contact information differs from the default, set **Current Configuration Scope** to the store view and verify that the information is complete. If any of this information is missing, an error message will appear when you try to print shipping labels.

Store Name	The name of the store or store view.
Store Contact Telephone	The telephone number of the primary contact for the store or store view.
Country	The country where your store is based.
VAT Number	If applicable the Value Added Tax number of your store. (Not required for stores based in the U.S.)
Store Contact Address	The street address of the primary contact for the store or store view.

*Store Information*

- e. When complete, click the **Save Config** button.

# Generate Shipping Labels

You can decide to create a shipping label while creating the shipment in the Admin, or later, when the shipment already exists.

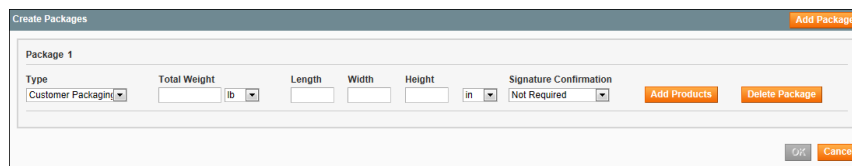
## To create a shipping label at the shipment creation stage:

1. On the Admin menu, select **Sales > Orders**.
2. Open the order for editing.
3. Click the **Ship** button in the upper right corner of the order view.
4. On the New Shipment page, configure the shipment, select the **Create Shipping Label** checkbox above the Submit Shipment button, and click the **Submit Shipment** button.



*Create Shipping Label*

5. In the **Create Packages** pop-up, add the packages, distribute all shipped products among the packages, and click **OK**.



*Create Package*

This is a required step for creating a shipping label. If you click Cancel, the shipping label will not be created and the Create Shipping Label checkbox will be cleared.

Magento connects to the shipping carrier, creates the order in its system, and receives a shipping label and tracking number for each package. If a shipping label is successfully created, the new shipment is saved and the shipping label is available for printing. A tracking number appears in the Shipping and Tracking Information section. If the shipping label cannot be created due to problems with connection or any other reason, the shipment is not created.

### To create a shipping label for an existing shipment:

1. Open a shipment for editing.
2. Click the **Create Shipping Label** button in the Shipping and Tracking Information section.
3. In the Create Packages pop-up add packages, distribute all shipped products to the correct package, and click **OK**.

This is a required step for creating the shipping label. If you click Cancel, the shipping label is not created.

Magento connects to the shipping carrier, creates the order in its system, and receives a shipping label and a tracking number. If a shipping label for this shipment already existed in the system, it is replaced with a new one. Existing tracking numbers are not replaced. The new received tracking numbers are added to the existing ones. The information about the packages created and their contents is saved in the system.

4. To view the information, click the **Show Packages** button located next to the Print Shipping Label button.

If you create shipping labels multiple times, the Show Packages window reflects the most recent package configuration.

### To print a shipping label:

Shipping labels are stored in PDF format. When you click the Print Shipping Label button, the PDF file is downloaded. If your browser settings allow it, you can open the file at once, and print the shipping labels. Each shipping label is placed on a separate page in the PDF file.

In addition to the usual information each shipping carrier adds to a shipping label, it includes the Magento order number, number of the package, and the total quantity of packages for the Magento shipment.

For all shipping labels created for DHL, FedEx, and UPS shipments, the “Type of Goods” field of the shipping is “Merchandise.” For USPS, it reflects the value specified in the Contents field of the Create Packages pop-up window.

1. Open the shipment in edit mode.
2. In the Shipping and Tracking Information section of the shipment, click the **Print Shipping Label** button.

If the Print Shipping Label button does not appear, a shipping label has not been created for this shipment. Click the Create Shipping Label button first. When Magento receives the shipping label from the carrier, the Print Shipping Label button appears.

## Create Packages

The Create Packages pop-up window appears if you choose to create a shipping label. You can start configuring the first package at once.

*Create Package*

### To configure a package:

1. Complete the fields as described below.

If you select the non-default value in the Type field or choose to require a signature confirmation, the price of a shipment may differ from the one you charged to the customer.

2. To view a list of shipped products and add them to the package, click the **Add Products** button.

The Qty column is pre-populated with the maximum available quantity to add (for the Package 1 this number is equal to the total shipped quantity of the product).

3. Specify the products and quantities. To add the products to the package, click the Add Selected Product(s) to Package button in the header of the grid. The products are added to the package.
  - To add a new package, click the **Add Package** button in the window header. You can add several packages, and edit them simultaneously.
  - To delete a package, click the Delete Package button.

### Field Descriptions

Field	Description
Type	The type of a package. Select one of the predefined values.

Field	Description
	<p>Available package types are different for each shipping carrier, and also depend on the shipping method selected during order creation. To see the complete list of shipping methods and their supported packages implemented in Magento.</p> <p>When the Create Packages pop-up window opens, the default package for the shipping carrier set in system configuration is selected in the Type field.</p> <p>If you select a package, which is not designed by a shipping carrier, you will need to specify the dimensions of the package.</p> <p>This field is unavailable for USPS domestic shipments, because specifying package types is not necessary for these shipments.</p>
Total Weight	<p>The total weight of a package. The field is pre-populated with the total weight of products in a package, after you add them, but can be edited manually. The measurement units can be specified using the drop-down menu next to the field; select between pounds and kilograms.</p>
Length	<p>The length of a package, integer and floating point numbers. The field is enabled if the custom package type is used. The measurement units can be specified using the drop-down menu next to the Height field; select between inches and centimeters.</p>
Width	<p>The width of a package, integer and floating point numbers. The field is enabled if the custom package type is used. The measurement units can be specified using the drop-down menu next to the Height field; select between inches and centimeters.</p>
Height	<p>The height of a package, integer and floating point numbers. The field is enabled if the custom package type is used. The measurement units can be specified using the drop-down menu next to the Height field; select between inches and centimeters.</p>
Signature	<p>Confirmation Defines delivery confirmation. Options include:</p> <p>Not Required      No delivery confirmation letter is sent to you.</p>



Field	Description
No Signature	A delivery confirmation letter without a recipient's signature is sent to you.
Signature Required	The shipping carrier obtains the recipient's signature and provides you with its printed copy.
Adult Required	The shipping carrier obtains the adult recipient's signature and provides you with its printed copy.
Direct (FedEx only)	FedEx obtains a signature from someone at the delivery address and reattempts delivery if no one is available to sign for the package.
Indirect (FedEx only)	<p>FedEx obtains a signature in one of three ways: (1) from someone at the delivery address; (2) from a neighbor, building manager or other person at a neighboring address; or (3) the recipient can leave a signed FedEx Door Tag authorizing release of the package without anyone present. Available for residential deliveries only.</p> <p>The field availability and options may vary slightly for different shipping methods. For the most up to date information please refer to shipping carrier's resources.</p>
Contents	<p>(Available for USPS shipments only) Description of the package contents. Select from the following:</p> <ul style="list-style-type: none"> <li>Gift</li> <li>Documents</li> <li>Commercial Sample</li> <li>Returned Goods</li> <li>Merchandise</li> <li>Other</li> </ul>
Explanation	(Available for USPS shipments only) Detailed description of the package content.

## Change Product Quantities in Package

After the products are added to the package, their quantity cannot be edited directly. To increase the quantity of the product in the package, click the Add Selection button, and specify the additional quantity. This number will be added to the previous quantity of the product in the package. To decrease the quantity, delete the product from the package, click Add Selection, and specify the new, smaller value.

After you distribute all products, the total number of the packages you are going to use is equal to the number of the last package in the list.

The OK button is disabled until all shipped items are distributed between packages and all necessary information is specified. After you finish creating packages and distributing the products, click OK. Magento starts the shipping label generation process.

If you click Cancel, your packages are not saved and shipping label creation is canceled.

## Print Labels for Multiple Orders

Printing shipping labels is available as mass action on the Orders and the Shipments pages.

### To print shipping labels for the shipments of multiple orders:

1. On the Admin menu, select **Sales > Orders**.
2. In the list, select the checkbox of each order that needs shipping labels.
3. Set the **Actions** control to “Print Shipping Labels.”
4. Click the **Submit** button.

Shipping labels will be printed for all shipments that are related to the selected orders, for which shipping labels have already been created.

Similarly, multiple shipping labels can be printed on the Shipments. page.

### To open the Shipments page:

1. On the Admin menu, select **Sales > Shipments**.
2. Follow the same process described above.

## Tracking Numbers

Together with shipping labels, Magento receives the tracking numbers related to the shipment. The tracking numbers are inserted in the Shipping and Tracking Information section of the shipment. When you create shipping labels multiple times, previous tracking numbers are not deleted.





Community

EDITION

Taxes





## Chapter 51: Managing Taxes

Magento provides a variety of options for defining taxes that can be accessed by selecting the Sales menu and then the Tax option. Tax classes are used to define “tax rules.” Tax rules are defined as a combination of a Product Class, a Customer Class and a Tax Zone and Rate, as described in this chapter.

Each type of customer can be assigned a customer class when you define them, and each product is assigned a tax class. Magento analyzes the shopping cart of each customer and calculates the appropriate tax according to the class of the customer, the class of the products in the shopping cart, and the region (as defined by the customer’s shipping address, billing address or shipping origin).

Magento also supports the calculation of Value-Added Tax (VAT) for business-to-business transactions in the European Union.

To learn more, see the Knowledge Base article: [Recommended Tax Configurations and Best Practices](#).

**Important!** No guarantee is made regarding any information in this guide. Please contact an expert before making decisions about tax matters.

## Tax Resource Permissions

Admin [permissions](#) can be set to restrict access to tax resources, based on the business “need to know.” To create an Admin [role](#) with access to tax settings, select both the Sales/Tax and System/Tax resources. If setting up a website for a region that differs from your default shipping point of origin, you must also allow access to the System/Shipping resources for the role, because the [shipping settings](#) determine the store tax rate used for catalog prices.

# General Tax Configuration

Before setting up your taxes, make sure that you are familiar with the tax requirements of your locale. Then, complete the tax configuration as needed for your store.

## Process Overview:

Step 1: Set Up Tax Classes

Step 2: Complete the Calculation Settings

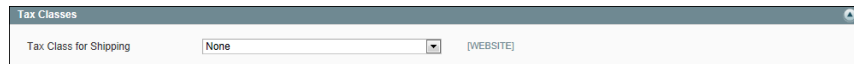
Step 3: Set Up the Default Tax Destination

Step 4: Complete the Display Settings

Step 5: Complete the Fixed Product Tax Settings

## Step 1: Set Up Tax Classes

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Tax**.
3. If you have multiple websites, set **Current Configuration Scope** to the website where the tax configuration applies.
4. Click to expand the **Tax Classes** section.



*Tax Classes*

5. Set **Tax Class for Shipping** to the appropriate class. The default classes are:
  - Taxable Goods
  - Shipping
  - Tax Exempt



## Step 2: Complete the Calculation Settings

1. Click to expand the **Calculation Settings** section. Then, do the following:

Field	Value	Link
Tax Calculation Method Based On	Total	[WEBSITE]
Tax Calculation Based On	Shipping Address	[WEBSITE]
Catalog Prices	Excluding Tax	[WEBSITE]
Shipping Prices	Excluding Tax	[WEBSITE]
Apply Customer Tax	After Discount	[WEBSITE]
Apply Discount On Prices	Excluding Tax	[WEBSITE]
Apply Tax On	Custom price if available	[WEBSITE]
Enable Cross Border Trade	No	[WEBSITE]

When catalog price includes tax, enable this setting will fix the price no matter what the customer's tax rate is.

### *Tax Calculation Settings*

- a. In the **Tax Calculation Method Based On** field, select whether the tax is based on the price of each unit, or on the “row total” (that is, the total for a line item in the order, accounting for any discounts).
- b. In the **Tax Calculation Based On** field, select whether the tax is calculated based on the customer’s shipping address, billing address, or your store’s shipping origin.
- c. In the **Catalog Prices** field, specify whether the catalog prices of items include tax or exclude tax.
- d. In the **Shipping Prices** field, select whether the shipping amounts include tax or exclude tax.
- e. In the **Apply Customer Tax** field, select whether tax is applied to the original or discounted price.
- f. In the **Apply Discount on Prices** field, select whether any discounts applied include the tax or exclude it.
- g. In the **Apply Tax On** field, select whether tax is applied to custom prices or to original prices.
- h. If conducting business across international borders, set **Enable Cross Border Trade** to “Yes” to adjust the price according to the tax rate of the customer.

### Step 3: Set Up the Default Tax Destination

1. Click to expand the **Default Tax Destination Calculation** section.
2. Select the **Default Country** to be used for tax calculations.
3. Select the **Default State** to be used for tax calculations.
4. Select the **Default Post Code** to be used for tax calculations.

An asterisk can be used as a wildcard to represent all State and Post Code values.

Default Tax Destination Calculation		
Default Country	United States	[STORE VIEW]
Default State	*	[STORE VIEW]
Default Post Code	*	[STORE VIEW]

*Default Tax Calculation Settings*

### Step 4: Complete the Price Display Settings

1. Click to expand the **Price Display Settings** section Then, do the following:

Price Display Settings		
Display Product Prices In Catalog	Excluding Tax	[STORE VIEW]
Display Shipping Prices	Excluding Tax	[STORE VIEW]

*Price Display Settings*

- a. Set **Display Product Prices in Catalog** to one of the following:

- Excluding Tax
- Including Tax
- Including and Excluding Tax

If you set the Display Product Prices field to “Including Tax,” the tax appears only if there is a tax rule that matches the tax origin, or if Magento detects that the customer address matches the tax rule. This can happen after a customer creates an account, logs in, or uses the Tax and Shipping estimation tool in the cart.

- b. Set **Display Shipping Prices** to one of the following:

- Excluding Tax
- Including Tax
- Including and Excluding Tax

- Click to expand the **Shopping Cart Display Settings** section.

For each section listed, choose how you want taxes and prices to be shown for products in a shopping cart, according to the requirements of your store and locale.

Shopping Cart Display Settings		
Display Prices	Excluding Tax	[STORE VIEW]
Display Subtotal	Excluding Tax	[STORE VIEW]
Display Shipping Amount	Excluding Tax	[STORE VIEW]
Display Gift Wrapping Prices	Excluding Tax	[STORE VIEW]
Display Printed Card Prices	Excluding Tax	[STORE VIEW]
Include Tax In Grand Total	No	[STORE VIEW]
Display Full Tax Summary	No	[STORE VIEW]
Display Zero Tax Subtotal	No	[STORE VIEW]

*Shopping Cart Display Settings*

- Click to expand the **Orders, Invoices, Credit Memos Display Settings** section. Then, select how prices and taxes are displayed in orders, invoices, and credit memos.

Orders, Invoices, Credit Memos Display Settings		
Display Prices	Excluding Tax	[STORE VIEW]
Display Subtotal	Excluding Tax	[STORE VIEW]
Display Shipping Amount	Excluding Tax	[STORE VIEW]
Include Tax In Grand Total	No	[STORE VIEW]
Display Full Tax Summary	No	[STORE VIEW]
Display Zero Tax Subtotal	No	[STORE VIEW]

*Orders, Invoices, Credit Memos Display Settings*

## Step 5: Complete the Fixed Product Tax Settings

- Click to expand the **Fixed Product Taxes** section. Then, specify the behavior of fixed per product taxes, such as the European DEEE/WEEE (Waste Electrical and Electronic Equipment) tax, according to the requirements for your store and products.

Fixed Product Taxes		
Enable FPT	Yes	[WEBSITE]
Display Prices In Product Lists	Including FPT only	[WEBSITE]
Display Prices On Product View Page	Including FPT only	[WEBSITE]
Display Prices In Sales Modules	Including FPT only	[WEBSITE]
Display Prices In Emails	Including FPT only	[WEBSITE]
Apply Discounts To FPT	No	[WEBSITE]
FPT Tax Configuration	Not Taxed	[WEBSITE]
Include FPT In Subtotal	No	[WEBSITE]

*Fixed Product Taxes*

To assign a fixed tax to a product, create an attribute with the Catalog Input Type for Store Owner set to “Fixed Product Tax.” Then, add the attribute to the attribute set for the product.

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

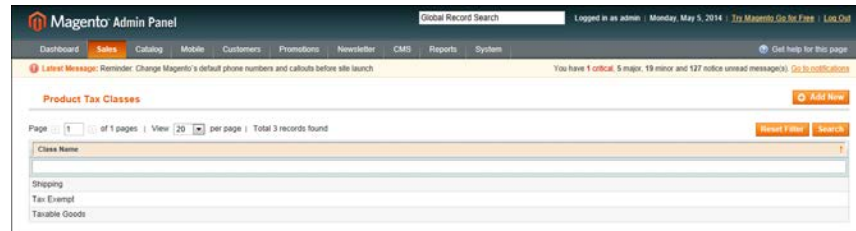
## Tax Classes

Every product and customer is assigned to a tax class. Tax classes, in turn, are used to define tax rules. Tax rules are a combination of a customer tax class, product tax class, and tax rates. The two basic types of tax classes are:

- [Product Tax Classes](#)
- [Customer Tax Classes](#)

### Product Tax Classes

Product tax classes can be created and assigned according to the tax requirements of the product. For example, food might not be taxed (or might be taxed at a different rate). If your store charges an additional tax on shipping, you should designate a separate product tax class for shipping.



*Product Tax Classes*

#### To define a product tax class:

- On the Admin menu, select **Sales > Tax > Product Tax Class**.
- In the upper-right corner, click the **Add New** button.

*Product Tax Class Information*

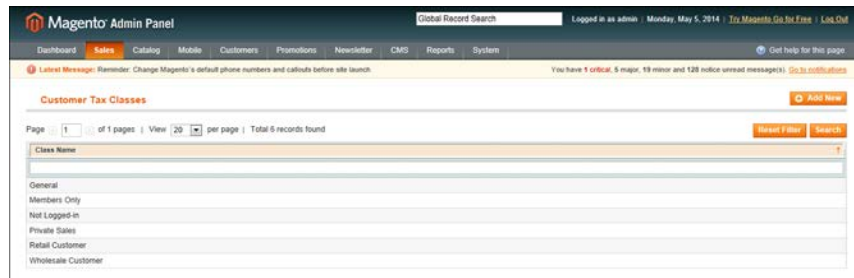
- Enter a **Class Name** for this tax class.

The new tax class now appears as a Tax Class option for product prices.

- When complete, click the **Save Class** button.

## Customer Tax Classes

You create customer tax classes and assign customers to them depending on the type of customer. For example, in some jurisdictions, wholesale transactions are not taxed but retail transactions are.



*Customer Tax Classes*

### To define a customer tax class:

- On the Admin menu, select **Sales > Tax > Customer Tax Classes**.
- In the upper-right corner, click the **Add New** button.

*Customer Tax Class Information*

- Enter a **Class Name** for this tax class.

You can link a customer tax class to a customer group by editing the customer group. You can then assign this customer group when creating or editing a customer.

- When complete, click the **Save Class** button.

## Tax Zones & Rates

Tax rates generally apply to transactions that take place within a specific geographical area. The Tax Zones and Rates tool enables you to specify the tax rate for each geographical area for which you collect and remit taxes. Because you give each tax zone and rate specification a unique identifier, you can have multiple tax rates for a given geographic area (for example, for places that do not tax food or medicine but tax other products).

Store tax is calculated based on the store’s address. The actual customer tax for an order is calculated after the customer completes the order information. Magento then calculates the actual tax based upon the tax configuration of the store.

Tax Identifier	Country	State/Region	Zip/Post Code	Rate
US-All States-PrivateSalesShippingRate	United States	*	*	4.92
US-All States-WholesaleTaxExemptRate	United States	*	*	0.00
US-All States-TaxableGoodsRate	United States	*	*	8.25
US-CA-^Rate 1	United States	CA	*	9.00
US-CA-^Rate 2	United States	CA	*	8.35
US-CT-^Rate 2	United States	CT	*	6.00
US-CT-^Rate 1	United States	CT	*	6.99
US-FL-^Rate 2	United States	FL	*	6.4
US-FL-^Rate 1	United States	FL	*	7.95
US-IL-^Rate 1	United States	IL	*	7.9
US-IL-^Rate 2	United States	IL	*	6.9
US-MA-^Rate 1	United States	MA	*	7.95
US-MA-^Rate 2	United States	MA	*	7.987
US-MI-^Rate 2	United States	MI	*	6.72
US-MI-^Rate 1	United States	MI	*	7.748
US-NJ-^Rate 1	United States	NJ	*	7.00
US-NJ-^Rate 2	United States	NJ	*	7.67
US-NY-^Rate 1	United States	NY	*	8.375
US-NY-^Rate 2	United States	NY	*	8.78
US-OH-^Rate 2	United States	OH	*	6.00

Manage Tax Zones & Rates

**To define tax zones and rates:**

1. On the Admin menu, select **Sales > Tax > Manage Tax Zones & Rates**.
2. In the upper-right corner, click the **Add New Tax Rate** button.

**Tax Rate Information**

Tax Identifier \*

Country \*

State \*

Zip/Post Is Range

Zip/Post Code \*

\* - matches any; xyz\* - matches any that begins on xyz and not longer than 10.

Rate Percent \*

Tax Rate Information

3. In the Tax Rate Information section, do the following:
  - a. In the **Tax Identifier** field, enter a unique name for this tax. Do not use spaces. This identifier is not shown in the store if the Tax Titles section is completed, as described below.
  - b. Select the location of the **Country** and **State**. (Starting in EE 1.13.1, you can use the wildcard character \* for State.)
  - c. Do one of the following:

- If you want the ZIP or postal code represented as an individual code, set **Zip/Post is Range**, to “No.” Then, enter the **Zip/Post Code**.
- If you want the ZIP or postal code represented as a range, set **Zip/Post is Range** to “Yes.” Then, enter the **Range From** and **Range To** values.

The wildcard character \* can be used to represent all values. For example, 90\* means all ZIP codes from 90000 through 90999.

- d. In the **Rate Percent** field, enter the percentage of tax.
4. In the **Tax Titles** section, enter a name of this tax for each store view.

*Tax Titles*

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

## Tax Rules

Tax management rules put all the taxation elements together: product tax classes, customer tax classes, and tax zones and rates. Each tax rule consists of a customer tax class, a product tax class, and a tax rate.

When numerous taxes must be defined, you can simplify the process by importing them from a spreadsheet. Select Sales > Tax > Import/Export Tax Rates.

Name	Customer Tax Class	Product Tax Class	Tax Rate	Priority	Subtotal only	Sort Order
Retail Customer - Taxable Good - Rate 1	Retail Customer - General Members Only	Taxable Goods	US-CA-^Rate 1, US-CT-^Rate 1, US-FL-^Rate 1, US-IL-^Rate 1, US-MA-^Rate 1, US-MI-^Rate 1, US-NH-^Rate 1, US-NY-^Rate 1, US-OH-^Rate 1, US-TX-^Rate 1	1	0	0
Wholesale Customer - Tax Exempt	Wholesale Customer	Tax Exempt	US-All States-WholesaleTaxExemptRate	0	0	0
Private Sales - Shipping Taxes	Private Sales	Shipping	US-All States-PrivateSalesShippingRate	0	0	0
Private Sales - Taxable Goods - Rate 2	Private Sales	Taxable Goods	US-CA-^Rate 2, US-CT-^Rate 2, US-FL-^Rate 2, US-IL-^Rate 2, US-MA-^Rate 2, US-MI-^Rate 2, US-NH-^Rate 2, US-NY-^Rate 2, US-OH-^Rate 2, US-TX-^Rate 2	0	0	0
Not Logged In - Taxable Goods	Not Logged-in	Taxable Goods	US-All States-TaxableGoodsRate	0	0	0

*Manage Tax Rules*

## To define tax rules:

1. On the Admin menu, select **Sales > Tax > Manage Tax Rules**.
2. In the upper-right corner, click the **Add New Tax Rule** button. Then, do the following:

*Tax Rule Information*

- a. Enter a **Name** for the rule.
- b. Select a **Customer Tax Class**. To select multiple options, hold the Ctrl key down and click each item.
- c. Select a **Product Tax Class**.
- d. Select the **Tax Rate**.

This rule applies the tax rate to customers in the selected customer tax class and to products in the selected product tax class.

- e. In the **Priority** field, enter a number to indicate the priority of this tax, when more than one tax applies. If two tax rules with the same priority apply, then the taxes are added together. If two taxes with different priority settings apply, then the taxes are compounded.
3. In the **Sort Order** field, enter a number to indicate the order in which tax rules are displayed on the Manage Tax Rules page.
  4. If you want taxes to be based on the order subtotal, select the **Calculate off Subtotal Only** checkbox.
  5. When complete, click the **Save Rule** button.



## Field Descriptions

Field	Description
Name	Enter a name for this tax rule to make it easy to identify.
Customer Tax Class	Select the customer tax class associated with this rule.
Product Tax Class	Select the product tax class associated with this rule.
Tax Rate	Select the tax rate that applies to this rule.
Priority	Enter a number to indicate the priority of this tax, when more than one tax applies. Lower numbers have higher priority. If two tax rules with the same priority apply then the taxes are added together. If two taxes with a different priority apply then the taxes are compounded. When taxes are compounded, the first priority tax is calculated on the subtotal amount, and then the second priority tax is calculated on the subtotal plus the first priority tax amount.
Calculate off Subtotal Only	Select this checkbox for taxes to be calculated based on the subtotal of the order. This means that for this tax rule, tax applies only to the subtotal of the order.
Sort Order	Specify the order in which tax rules are displayed on the Manage Tax Rules page. Lower numbers have higher sort order in the list.

## Fixed Product Tax

Some tax jurisdictions have a fixed tax that must be added to certain types of products. Magento lets you set up a fixed product tax (FPT) for use in your store's tax calculations. For example, in some countries FPT can be used to set up a Waste Electrical and Electronic Equipment Directive (WEEE) tax, also known as "ecological tax" or "eco tax," that is collected on certain types of electronics to offset the cost of recycling. This tax is a fixed amount, rather than a percentage of the product price.

Your tax jurisdiction might also have rules about how you display the price of products to your customers, either with or without tax. Be sure you understand those rules so that you can set your FPT display options accordingly.

## Fixed Product Tax Calculations

Fixed product taxes are applicable at an item level based on the product. In some jurisdictions this tax is subject to an additional % tax calculation.

FPT	Display Setting and Associated Calculation	
Not Taxed	Excluding FPT	Treat FPT as a separate row in the cart and include the value of FPT in the appropriate tax calculations.
	Including FPT	FPT is added to the base price of an item but is not included in tax- rule-based calculations.
	Excluding FPT, FPT Description, Final Price	Item prices are shown without FPT, FPT amount, and with FPT included. FPT is not included in tax-rule-based calculations.
Taxed	Excluding FPT	Treat FPT as a separate row in the cart and include the value of FPT in the appropriate tax calculations.
	Including FPT	FPT is included in the price of an item, and no change to tax calculations is required.
	Excluding FPT, FPT Description, Final Price	Item prices are shown without FPT, FPT amount, and with FPT included. FPT is included in tax-rule-based calculations.

## Fixed Product Tax Setup

The following instructions show how to set up a fixed product tax for your store. An “eco tax” is an example of how you might use FPT. After setting the scope for the tax and the countries and states where the tax applies, and depending on the options you choose, the input fields can change to accommodate the local requirements.

### Process Overview:

- Step 1: [Enable the FPT Tax](#)
- Step 2: [Create an FPT Attribute](#)
- Step 3: [Add the FPT to an Attribute Set](#)
- Step 4: [Apply the FPT to Products](#)

### Step 1: Enable the FPT Tax

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Tax**.

- Click to expand the **Fixed Product Taxes** section. Then, complete the fields as needed, using the [Field Description](#) section at the end of this section for reference.

Fixed Product Taxes		
Enable FPT	Yes	[WEBSITE]
Display Prices In Product Lists	Including FPT only	[WEBSITE]
Display Prices On Product View Page	Including FPT only	[WEBSITE]
Display Prices In Sales Modules	Including FPT only	[WEBSITE]
Display Prices In Emails	Including FPT only	[WEBSITE]
Apply Discounts To FPT	No	[WEBSITE]
FPT Tax Configuration	Not Taxed	[WEBSITE]
Include FPT In Subtotal	No	[WEBSITE]

*Fixed Product Tax*

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

## Step 2: Create an FPT Attribute

- On the Admin menu, select **Catalog > Attributes > Manage Attributes**.
- In the upper-right corner, click the **Add New Attribute** button. Then, do the following:

Attribute Properties	
Attribute Code *	my_fixed_product_tax <small>▲ For internal use. Must be unique with no spaces. Maximum length of attribute code must be less than 30 symbols</small>
Catalog Input Type for Store Owner	Fixed Product Tax
Apply To *	All Product Types

*Fixed Product Tax*

- In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores. The maximum length is 30 characters.
- Set **Scope** to indicate where in your Magento installation the attribute will be available.
- Set **Catalog Input Type for Store Owner** to “Fixed Product Tax.”
- Set **Apply To** to one of the following:

All Product Types	Makes the FPT attribute available for all product types.
-------------------	--

Selected Product  
Types

If you select this option, select each product type in the list that will use the attribute.

3. In the panel on the left, select **Manage Label / Options**. Then, enter a label to identify the field. If you enter one label for the Admin, it will be used for the other views.

Admin	English	French	German
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

*Manage Label / Options*

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

To learn more, see: [Creating Attributes](#).

### Step 3: Add the FPT Attribute to an Attribute Set

1. On the Admin menu, select **Catalog > Attributes > Manage Attribute Sets**.
2. Open the attribute set that needs the FPT attribute.
3. Drag the FPT attribute from the list of Unassigned Attributes on the right to the Groups list. The group folders correspond to sections in the Product Information panel. You can place the attribute wherever you want it to appear.

*Edit Attribute Set*

4. When complete, click the **Save Attribute Set** button.

To learn more, see: [Creating Attribute Sets](#).

## Step 4: Apply the FPT to Products

1. On the Admin menu, select **Catalog > Manage Products**.
2. Find the product that needs the FPT and open it in edit mode.
3. In the product information, find the FPT field that you added to the attribute set. Then, do the following:

The screenshot shows the 'Prices' form in the Magento Admin interface. The form includes fields for Price, Group Price, Special Price, Special Price From Date, Special Price To Date, Tier Price, Apply MAP, Display Actual Price, Manufacturer's Suggested Retail Price, Tax Class, and FPT. The FPT field is highlighted with a callout box labeled 'FTP'. The FPT field configuration table is as follows:

Website	Country/State *	Tax *	Action
All Websites [U: ...]	--Please Select--		[Add Tax]

*Product Information with FPT Field*

4. Click the **Add Tax** button. Then, do the following:
  - a. Select the **Country/State** where the FPT applies.
  - b. Enter the amount in the **Tax** field.
  - c. To add more FPT taxes, click the **Add Tax** button and repeat the process.
5. When complete, click the **Save** button.

## Field Descriptions

Field	Scope	Description
Enable FPT	Website	Determines if FPT is available. Options include: Yes / No
Display Prices in Product Lists	Website	Controls the display of FPT in product lists. Options include: Including FPT only Including FPT and FPT description Excluding FPT, FPT description, final price Excluding FPT

Field	Scope	Description
Display Price On Product view Page	Website	Controls the display of FPT on the product page. Options include: Including FPT only Including FPT and FPT description Excluding FPT, FPT description, final price Excluding FPT
Display Prices in Sales Modules	Website	Controls the display of FPT in the shopping cart and during checkout. Options include: Including FPT only Including FPT and FPT description Excluding FPT, FPT description, final price Excluding FPT
Display Prices in Emails	Website	Controls the display of FPT in email. Options include: Including FPT only Including FPT and FPT description Excluding FPT, FPT description, final price Excluding FPT
Apply Discounts to FPT	Website	Determines if discounts can be applied to the FPT amount. Options include: Yes / No
FPT Tax Configuration	Website	(Available in EE 1.13.1 and later) Determines how FPT tax is calculated. Options include:  Not Taxed      Select this option if your taxing jurisdiction does not tax FPT. (For example, California.)  Taxed            Select this option if your taxing jurisdiction does tax FPT. (For example, Canada.)  Loaded and Displayed with Tax      Click this option if FPT is added to the order total before applying tax. (For example, EU countries.)
Include FPT in Subtotal	Website	Determines if FPT is included in the shopping cart subtotal. Options include:  Yes                Includes FPT in the shopping cart subtotal.

Field	Scope	Description
		No FPT is not included in the subtotal, and is placed after the subtotal in the shopping cart.

## Be Careful Disclosing FPT Prices in Email

The manner in which you set the Display Prices in Sales Modules and Display Prices in Email options can affect customer confidence in their orders. For example, if you choose to display Order Review prices without showing FPT, customers who buy items with associated FPT will see a total that includes the FPT tax amount, but they will not see an itemized entry for the amount.

This might cause abandoned carts if your customers see an order total that does not match what they expect, based on an itemized list of products in the order.

## Compound Taxes

For compound taxes, the total cost of a product or service is taxed at one rate, and then the total of that amount, including the first tax amount, is taxed a second time. Compound tax is also known as stacked tax.

For example, in a regular tax calculation involving two tax rules, each rule is applied separately to the product subtotal, and the taxes are added together to calculate the total tax, which is then added to the product subtotal to calculate the grand total:

### Regular Two-Tax Calculation

\$50.00	Product Price
<u>+ \$50.00</u>	Product Price
\$100.00	Subtotal
\$5.00	Subtotal x 1st tax rate 5%
<u>+ \$10.00</u>	Subtotal x 2nd tax rate 20%
\$15.00	Total Taxes
\$100.00	Subtotal
<u>+ \$15.00</u>	Total Taxes
\$115.00	Grand Total

With compound taxes, the first tax is added to the product subtotal, and the second tax is applied to that total:

#### Compound Tax Calculation

\$50.00	Product Price
<u>+ \$50.00</u>	Product Price
\$100.00	Subtotal
\$5.00	Subtotal x 1st tax rate 5%
<u>+ \$10.50</u>	[Subtotal + (Subtotal x 1st rate)] x 2nd tax rate: \$105 x 10%
\$15.50	Total Taxes
\$100.00	Subtotal
<u>+ \$15.50</u>	Total Taxes
\$115.50	Grand Total

## Setting Up Compound Taxes

Price rules with different priorities are used to set up a compound tax. If two tax rules with the same priority apply then the taxes are added together. If two taxes with a different priority apply then the taxes are compounded. When taxes are compounded, the first priority tax is calculated on the subtotal amount, and then the second priority tax is calculated on the subtotal plus the first priority tax amount. Lower numbers have higher priority.

Important: In order for compound taxes to work correctly do not select the Calculate off subtotal only check box when you set up your tax rules that apply to compound taxes. This check box overrides the compounding calculation and cannot be used in conjunction with compound taxes.

### To set up compound taxes:

1. Complete the setup of all tax rates to be used in the compound tax rule. See: [Tax Zones & Rates](#).
2. Set up the first tax rule for compounding. For the first tax rule, be sure that you set a higher priority than you will set for the next tax rule, which will be compounded on top of this first tax rule. Lower numbers are used for higher priority. Use 0 for the highest priority. See: [Tax Rules](#).
3. Set up the second tax rule for compounding. For the second rule, be sure that you set a lower priority (use a higher number) than you set for the first tax rule.



## Chapter 52: Value Added Tax (VAT)

Some countries charge a value added tax, or VAT, on goods and services. There can be different VAT rates depending on which stage you as a merchant are at in the manufacture or distribution of the products, materials, or services that you sell to your customers. In this case you may need to use more than one VAT rate in your store for tax calculation purposes.

This section provides a sample procedure for setting up a 20% VAT in the U.K. for sales to retail customers. For other tax rates and countries, follow the general procedure but enter specific information that corresponds to your country, VAT rate, customer types, and so on.

Before proceeding, make sure to find out which rules and regulations apply to VAT in your area.

In certain business-to-business transactions, VAT is not assessed. Magento can validate a customer's VAT ID to ensure that VAT is assessed (or not assessed) properly. To learn more, see: [VAT Validation](#).

### **Process Overview:**

- Step 1: [Set Up Customer Tax Classes](#)
- Step 2: [Set Up Product Tax Classes](#)
- Step 3: [Set Up Tax Zones and Rates](#)
- Step 4: [Set Up Tax Rules](#)
- Step 5: [Apply Tax Classes to Products](#)

## Step 1: Set Up Customer Tax Classes

1. On the Admin menu, select **Sales > Tax > Customer Tax Classes**.
2. Ensure that there is a customer tax class that is appropriate to use with the VAT. For this example, ensure that there is a customer tax class named Retail Customer. If Retail Customer does not exist, click the **Add New** button and add it.

## Step 2: Set Up Product Tax Classes

1. On the Admin menu, select **Sales > Tax > Product Tax Classes**.
2. Click the **Add New** button and create three new classes:
  - VAT Standard
  - VAT Reduced
  - VAT Zero
3. Click the **Save Class** button for each new class that you add.

## Step 3: Set Up Tax Zones and Rates

1. On the Admin menu, select **Sales > Tax > Manage Tax Zones & Rates**.  
For this example you can remove the U.S. tax rates, or leave them as they are.
2. Click the **Add New Tax Rate** button. Add new rates as follows:

New Tax Rate	Settings	
VAT Standard	Tax Identifier:	VAT Standard
	Country and State:	United Kingdom
	Rate Percent:	20.00
VAT Reduced	Tax Identifier:	VAT Reduced
	Country and State:	United Kingdom
	Rate Percent:	5.00

3. Click the **Save Rate** button for each rate.

## Step 4: Set Up Tax Rules

A tax rule is a combination of a customer tax class, a product tax class, and a tax rate.

1. On the Admin menu, select **Sales > Tax > Manage Tax Rules**.
2. Add new tax rules as follows:

New Tax Rule	Settings	
VAT Standard	Name:	VAT Standard
	Customer Tax Class:	Retail Customer
	Product Tax Class:	VAT Standard
	Tax Rate:	VAT Standard Rate
VAT Reduced	Name:	VAT Reduced
	Customer Tax Class:	Retail Customer
	Product Tax Class:	VAT Reduced
	Tax Rate:	VAT Reduced Rate

3. Click the **Save Rule** button for each rate.

## Step 5: Apply Tax Classes to Products

1. On the Admin menu, select **Catalog > Manage Products**.
2. Open a product from your catalog in edit mode.
3. On the General page, find the **Tax Class** field. Then, select the **VAT Class** that applies to the product.
4. When complete, click the **Save** button.

## VAT ID Validation

All editions of Magento include value-added tax (VAT) ID validation.

VAT ID Validation is intended for B2B merchants from the European Union (EU), where VAT is charged if a merchant and a customer are in the same country, and VAT is not charged if a merchant and a customer are in different countries within

EU and both parties are EU-registered business entities. If enabled, you can override it for a certain customer by selecting the correspondent checkbox on the Customer Information page.

VAT identification number (VAT ID) Validation enables store administrators to create more than one default customer group, which will be automatically assigned to each customer during account creation, address creation or update, and checkout according to the customer's VAT ID, and the customer's and merchant's location countries. This feature enables merchants to create different tax rules for intra-country (domestic) and intra-EU sales, and to apply the corresponding VAT amount automatically.

VAT-related tax rules do not influence other tax rules and do not prevent applying other tax rules where applicable. Only one tax rule can be applied at a given time.

Magento performs VAT ID validation using the web-services of the [European Commission](#) server.

## Setting Up VAT ID Validation

### Process Overview:

[Step 1: Create the VAT-Related Customer Groups](#)

[Step 2: Create the VAT-Related Classes, Rates and Rules](#)

[Step 3: Enable and Configure VAT ID Validation](#)

[Step 4: Set your VAT ID and Location Country](#)

[Step 5: Verify the List of EU Member Countries](#)

### Step 1: Create the VAT-Related Customer Groups

VAT ID Validation automatically assigns one of the four default customer groups to customers according to VAT ID validation results:

- Domestic
- Intra-EU
- Invalid VAT ID
- Validation error.

You can create new customer groups to be used in the VAT ID Validation functionality or use existing groups, if they comply with your business logic. Customer groups are created under Customers > Customer Groups.

When configuring the VAT ID Validation functionality, you will need to assign each of the created customer groups as a default for customers with appropriate VAT ID validation results. For details see the Enabling and Configuring the VAT ID Validation Functionality section further.

## Step 2: Create the VAT-Related Classes, Rates, and Rules

The VAT ID Validation functionality was implemented to facilitate the VAT applying for EU B2B merchants. In Magento, taxes are applied using the tax rules mechanism. Each tax rule is defined by three entities:

- Customer Tax Classes
- Product Tax Classes
- Tax Rates

To use the VAT ID Validation functionality effectively, you need to create the appropriate tax rules.

- All tax rule related entities, including tax rules, tax rates, product tax classes and customer tax classes, are managed under Sales > Tax.
- Tax classes are assigned to customer groups under Customers > Customer Groups > %customer group%.

**Important!** According to the [EU taxation policy](#), the supply of services between businesses (B2B services) is in principle taxed at the customer's place of establishment. If you sell downloadable or virtual products, which do not require shipping, the VAT rate of a customer's location country should be applied for both, intra-union and domestic sales. This means that you additionally must create individual tax rules for a product tax class that corresponds to the downloadable and virtual product types.

## Minimal Tax Rules Required for VAT ID Validation

### Tax Rule #1

Customer Tax Class	<ul style="list-style-type: none"> <li>■ A class for domestic customers</li> <li>■ A class for customers with invalid VAT ID</li> <li>■ A class for customers, for whom VAT ID validation failed</li> </ul>
Product Tax Class	A class for products of all types, except bundle and virtual.
Tax Rate	VAT rate of the merchant's country.

**Tax Rule #2**

Customer Tax Class	A class for intra-union customers.
Product Tax Class	A class for products of all types, except downloadable and virtual.
Tax Rate	VAT rates for all EU countries, except merchant's country. Currently this rate is 0%.

**Tax Rule #3**

(Required only if you sell bundle or virtual products.)

Customer Tax Class	<ul style="list-style-type: none"> <li>■ A class for domestic customers</li> <li>■ A class for customers with invalid VAT ID</li> <li>■ A class for customers, for whom VAT ID validation failed</li> </ul>
Product Tax Class	A class for downloadable and virtual products.
Tax Rate	VAT rate of the merchant's country.

**Tax Rule #4**

(Required only if you sell bundle or virtual products.)

Customer Tax Class	A class for intra-union customers.
Product Tax Class	A class for downloadable and virtual products.
Tax Rate	VAT rates for all EU countries, except merchant's country. Currently this rate is 0%.

It is recommended that you apply the merchant's VAT rate for customers with invalid VAT IDs, and those for whom validation fails. You can create other tax rules and apply other tax rates according to your business logic.

**Step 3: Enable and Configure VAT ID Validation**

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Customers, select **Customer Configuration**.
3. Set **Current Configuration Scope** to "Default Config," or the applicable store view.
4. Click to expand the **Create New Account Options** section.

5. Set **Enable Automatic Assignment to Customer Group** to “Yes.” Then complete the fields as described below.
6. When complete, click the **Save Config** button.

The screenshot shows the 'Create New Account Options' configuration window. The 'Enable Automatic Assignment to Customer Group' dropdown is set to 'Yes'. Below it, there is a note: 'To show VAT number on frontend, set Show VAT Number on Frontend option to Yes.' Other fields include 'Tax Calculation Based On' (Billing Address), 'Default Group' (General), 'Group for Valid VAT ID - Domestic' (Please Select), 'Group for Valid VAT ID - Intra-Union' (Please Select), 'Group for Invalid VAT ID' (Please Select), 'Validation Error Group' (Please Select), 'Validate on Each Transaction' (No), 'Default Value for Disable Automatic Group Changes Based on VAT ID' (No), 'Show VAT Number on Frontend' (No), 'Default Email Domain' (example.com), 'Default Welcome Email' (New account (Default Template from Locale)), 'Email Sender' (General Contact), 'Require Emails Confirmation' (No), 'Confirmation Link Email' (New account confirmation key (Default Template from Locale)), 'Welcome Email' (New account confirmed (Default Template from Locale)), and 'Generate Human-Friendly Customer ID' (No).

*Create New Account Options*

### Field Descriptions

Field	Scope	Description
Enable Automatic Assignment to Customer Group	Store View	<p>Determines if customers are automatically assigned to the default customer group. To show VAT number in the store, set Show VAT Number in the storefront, select “Yes.”</p> <p>Options include:</p> <ul style="list-style-type: none"> <li>Yes      The system does not automatically validate customer VAT IDs nor does it change customer groups.</li> <li>No      The system behavior is as usual, and the default customer group can be set in the Default Group field.</li> </ul>
Tax Calculation Based On	Store View	Choose whether VAT calculation will be based on customer's shipping or billing address. If the customer does not have a shipping address (that is, the customer has only now

Field	Scope	Description				
		<p>registered and the system does not yet take into account the customer's shipping address), the Default Tax Destination Calculation address is used for tax calculations that appear to the customer. Options include:</p> <table border="0"> <tr> <td>Billing Address</td> <td>Calculates VAT based on the customer billing address.</td> </tr> <tr> <td>Shipping Address</td> <td>Calculates VAT based on the customer shipping address.</td> </tr> </table>	Billing Address	Calculates VAT based on the customer billing address.	Shipping Address	Calculates VAT based on the customer shipping address.
Billing Address	Calculates VAT based on the customer billing address.					
Shipping Address	Calculates VAT based on the customer shipping address.					
<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p><b>Important!</b> If the Tax Calculation Based On shipping address, and a customer purchases only downloadable or virtual products, Magento will use the billing address for VAT calculation.</p> </div>						
Default Group	Store View	Identifies the default customer group.				
Group for Valid VAT ID - Domestic	Store View	Determines the customer group that is automatically assigned to customers from your country who have a valid VAT ID.				
Group for Valid VAT ID - Intra-Union	Store View	Determines the customer group that is automatically assigned to customers from other EU countries who have a valid VAT ID.				
Group for Invalid VAT ID	Store View	Determines the customer group that is automatically assigned to customers who have an invalid VAT ID.				
Validation Error Group	Store View	Determines the customer group that is automatically assigned to customers who failed VAT ID validation.				
Validate on Each Transaction	Store View	Choose whether VAT ID validation will be performed each time during order creation even if a previously saved customer address with validated VAT ID is used. The option applies to one-page checkout in the storefront, only. If a new customer address is used (including guest checkout or if a customer has no address assigned to their account), then the validation is performed irrespective of this setting. During order				



Field	Scope	Description
		creation in the Admin, no automatic validations are performed. Options include: Yes / No
Default Value for Disable Automatic Group Changes Based on VAT ID	Global	<p>(Available only if Current Configuration Scope is set to "Default Group.") Choose whether the automatic change of customer group based on VAT ID will be enabled or disabled by default. The setting can be overridden on the product level. The setting influences the system behavior in the following situations:</p> <ul style="list-style-type: none"> <li>■ The VAT ID of the customer's default address or the whole default address changes.</li> <li>■ Customer group change was emulated during the checkout for a registered customer who had no previously saved address or for a customer, who registered during the checkout.</li> </ul> <p>If the automatic group change is enabled, then in the first case the customer group changes automatically, and in the second case the temporarily emulated customer group is assigned to customer.</p> <p>If the automatic group change is disabled, the customer group that is assigned never changes, unless an administrator changes it manually.</p>
Show VAT Number on Frontend	Website	Determines if the VAT number is visible to customers in the store. Options include: Yes / No
Default Email Domain	Store View	Identifies the default email domain.
Default Welcome Email	Store View	Identifies the email template used for the default Welcome email.
Email Sender	Store View	Identifies the store identity that appears as the sender of the Welcome email.
Require Emails Confirmation	Website	Determines if email messages require confirmation. Options include: Yes / No
Confirmation Link Email	Store View	Identifies the email template used for the

Field	Scope	Description
		confirmation email.
Welcome Email	Store View	Identifies the template used for the Welcome email that is sent after the account is confirmed.
Generate Human-Friendly Customer ID	Global	Choose whether the field for entering and storing the VAT ID number will be visible in the frontend. Options include: Yes / No

## Step 4: Set Your VAT ID and Location Country

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under General, select **General**.
3. Set **Current Configuration Scope** to the applicable store view.
4. Click to expand the **Store Information** section. Then, do the following:

*Store Information*

- a. Select your **Country**.
- b. Enter your **VAT Number**. Then, click the **Validate VAT Number** button. The result appears immediately.

If your VAT number is valid, then apart from validation result for each customer's VAT ID validation, the validation server will send to Magento the following additional information: VAT request identifier and VAT request date. If a customer's VAT validation is performed during checkout, then the VAT request identifier and VAT request date are saved in the Comments History section of the Order View page under Sales > Orders > (select appropriate order).

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

### Step 5: Verify the List of EU Member Countries

- On the Admin menu, select **System > Configuration**.
- Set **Current Configuration Scope** to the applicable store view.
- Click to expand the **Countries Options** section.

*Countries Options*

- In the **European Union Countries** list, verify that each member country of the EU is selected.
- When complete, click the **Save Config** button.

## VAT Validation Customer Workflow

### During Registration

If VAT ID Validation is enabled, after registration each customer is proposed to enter the VAT ID number. However only those who are registered VAT customers are expected to fill this field.

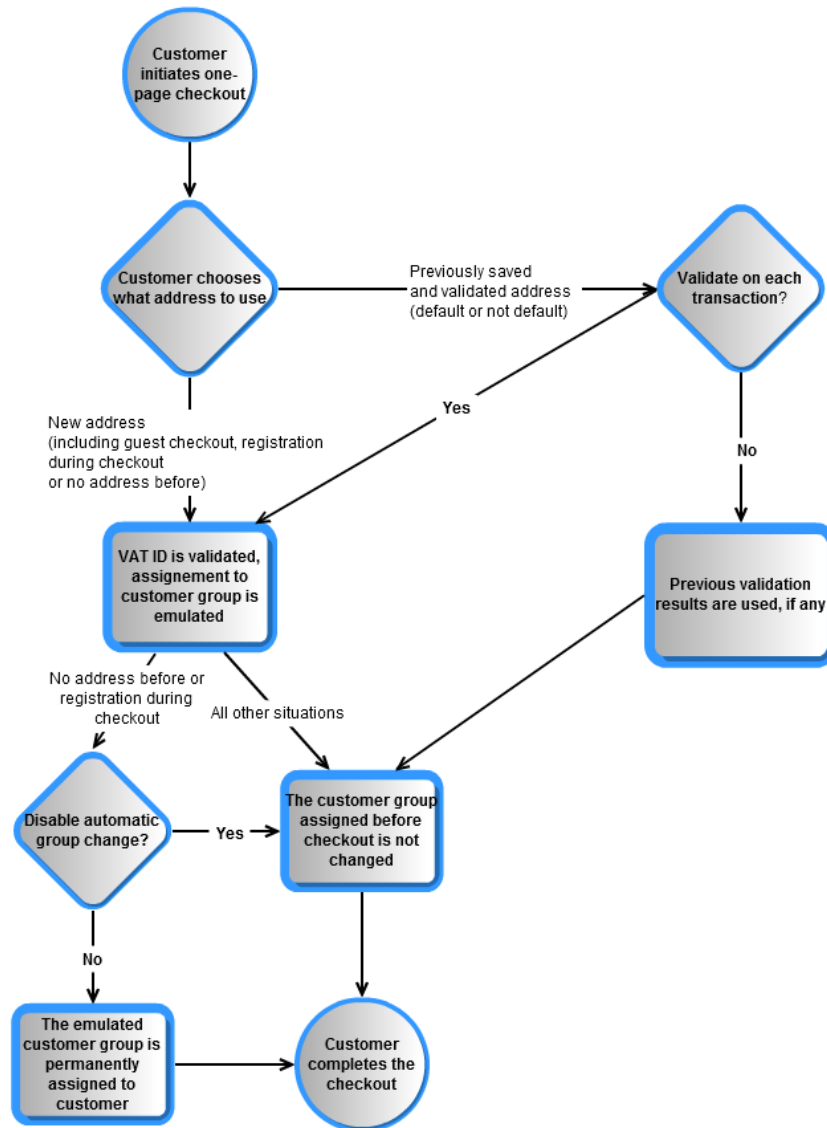
After a customer specifies the VAT number and other address fields, and chooses to save, the system saves the address and sends the VAT ID validation request to the European Commission server. According to the results of the validation, one of the default groups is assigned to a customer. This group can be changed if a

customer or an administrator changes the VAT ID of the default address or changes the whole default address. And the group can be temporarily changed (group change will be emulated) in some cases during one-page checkout.

## During Checkout

The system behavior concerned with the VAT ID validation and the customer group change during the checkout depends on how the Validate on Each Transaction and the Disable Automatic Group Change settings are configured. This section describes the implementation of the VAT ID Validation functionality for the checkout on the frontend.

In case a customer uses Google Express Checkout, PayPal Express Checkout or another external checkout method, when the checkout is performed completely on the side of the external payment gateway, the Validate on Each Transaction setting cannot be applied. Thus the customer group cannot change during checkout. The following illustration shows the flow of VAT ID validation and customer group change during one-page checkout.



*One-Page Checkout with VAT ID Validation*

## Managing VAT Validation

### VAT Number Customer Address Attribute

Customer VAT ID value is stored in the `vat_id` customer address attribute. The default label of this attribute is VAT number. Customer address attributes are managed under Customers > Attributes > Manage Customer Address Attributes.

The VAT number field is always present in all shipping and billing customer addresses in the backend. It is not mandatory. Displaying the field in the frontend is configured in the Show VAT Number in Frontend field under System > Configuration > CUSTOMERS > Customer Configuration > Create New Account Options.

For customers not from the EU countries, consider storing the VAT number (if any), in the existing Tax/VAT Number customer attribute to avoid any possibility of customer group change (whether persistent or emulation during checkout). It is recommended that you rename the Tax/VAT Number customer attribute to avoid confusion with the new VAT Number customer address attribute that is used for the VAT ID Validation functionality.

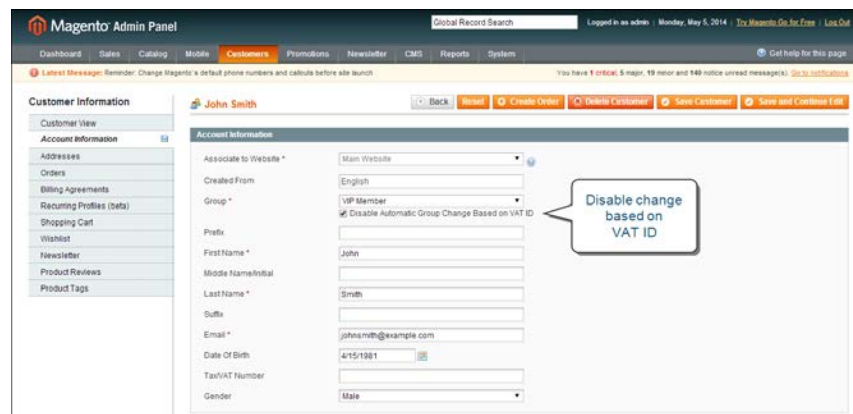
## Disabe Automatic Customer Group Change

When the VAT ID Validation functionality is enabled, the group of a customer can only be changed manually in the Admin Panel, no automatic changes of customer group can take place.

When the VAT ID Validation functionality is enabled, the system will automatically, permanently change a customer group in the following situations:

- The VAT ID of the customer’s default address or the whole default address changes.
- The customer group change was emulated during the checkout for a registered customer who had no previously saved address, or a customer who registered during the checkout.

The automatic customer group change can be disabled by selecting the Disable automatic group change check box on the customer’s page under Customers > Manage Customers > %customer% > Account Information.



*Disabling Automatic Group Change on Customer Level*

**Important!** The setting does not influence the emulation of the customer group change during checkout.

The default value of the Disable automatic group change checkbox is set in the Default Value for Disable Automatic Group Changes Based on VAT ID field under System > Configuration > CUSTOMERS > Customer Configuration > Create New Account Options. The configuration setting is made on the global level. The default value applies to new customers and to customers whose records are available in the system when the VAT ID Validation functionality is enabled for the first time.

## VAT ID Validation in Customer Accounts

When an administrator adds a new default address with a VAT ID to the account of a new or existing customer or changes the VAT ID of the existing default address, the system validates the VAT ID and assigns the appropriate customer group to the customer. The validation is performed after the Save or Save and Continue button is clicked.

The system behavior is as described when the VAT ID Validation functionality is enabled and configured.

If you want to disable the automatic change of a customer group, select the Disable automatic group change check box on the Account Information tab of the Customer Information page.

## VAT ID Validation When Creating an Order

During order creation in the Admin Panel no VAT ID validation is performed automatically. To validate the VAT ID of the customer address, an administrator needs to click the Validate VAT Number button in the Billing Address or Shipping Address section of the Create New Order page.

### *Validating Customer VAT ID at Order Creation*

After the validation, the administrator receives a notification about the validation results in the form of a pop-up message.

A customer group, which should be assigned to a customer according to the validation results, can differ from the customer group that is currently assigned to the customer. In this case the system displays a dialog box suggesting that the administrator confirm or reject the group change emulation for the customer's current order. If the administrator confirms, then the group change is emulated for the current order and the corresponding VAT rate is applied (if the corresponding tax rule is configured in the system). The actual customer group of a customer is not changed.

If a new customer account is added when an order is created, and an administrator confirms the customer group that corresponds to the VAT ID validation results, after the order is created, the customer account is saved in the system, and the customer group that was used to create the order is assigned to the customer.





Community  
EDITION

# Store Operations

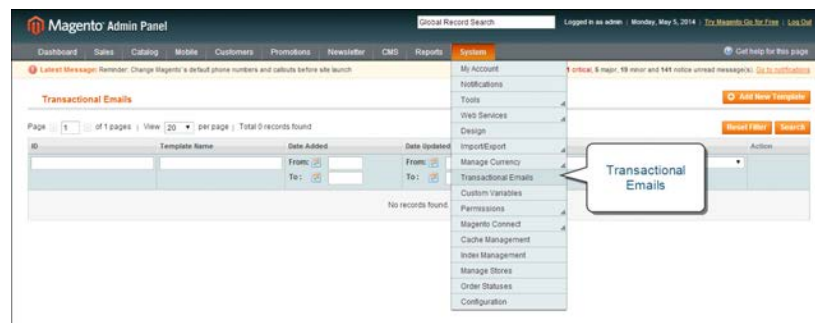


## Chapter 53: Managing Email Templates

Magento includes a set of default email templates that are associated with a variety of events that take place during the operation of your store, such as:

- Invoiced order
- Account change
- Newsletter subscription
- Abandoned shopping cart
- Product back in stock

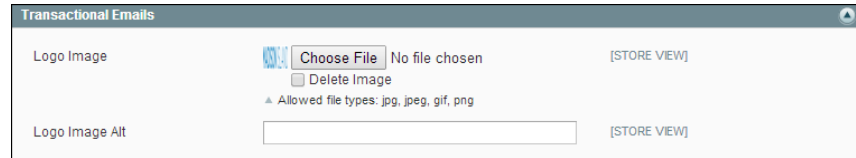
These messages are referred to as “transactional emails” because they are triggered by an event and sent automatically. Each message is based on an HTML template that can be edited as needed, using the Transactional Emails tool.



*Transactional Emails*

## Uploading Your Email Logo

The email logo appears at the top of automated email messages that are sent to customers. These are referred to as “transactional emails” and are based on templates that can be customized to suit your needs.



*Transactional Emails*

### To upload your email logo:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Design, select **Transactional Emails**.
3. Click the **Choose File** button and select the **Logo Image** from your computer.

The size of the logo image file cannot exceed 2 MB.

4. In the **Logo Image Alt** field, type the alt text you want to use for the image.
5. When complete, click the **Save Config** button to upload the image. Any previous logo image file is overwritten.

### Field Descriptions

Field	Description
Logo Image	Choose a file to use as the logo. Allowed file types are jpg, gif, png. File size cannot exceed 2 MB.
Logo Image Alt	Enter alternative text to appear if the logo image is not available.

## Customizing Email Templates

Email templates are formatted with HTML and CSS, and can be easily edited. In addition, you can further customize the template by adding variables and widgets.

Many of the default email templates contain placeholder information that should be changed before any transactional email messages are sent to customers. When the template is ready to be used, make sure to update your system configuration, so the updated template will be used instead of the previous version.

## Step 1: Choose a Default Template

1. On the Admin menu, select **System > Transactional Emails**.
2. Click the **Add New Template** button.
3. In the **Template** list, select a default template from the list of predefined templates.

### *Load Default Template*

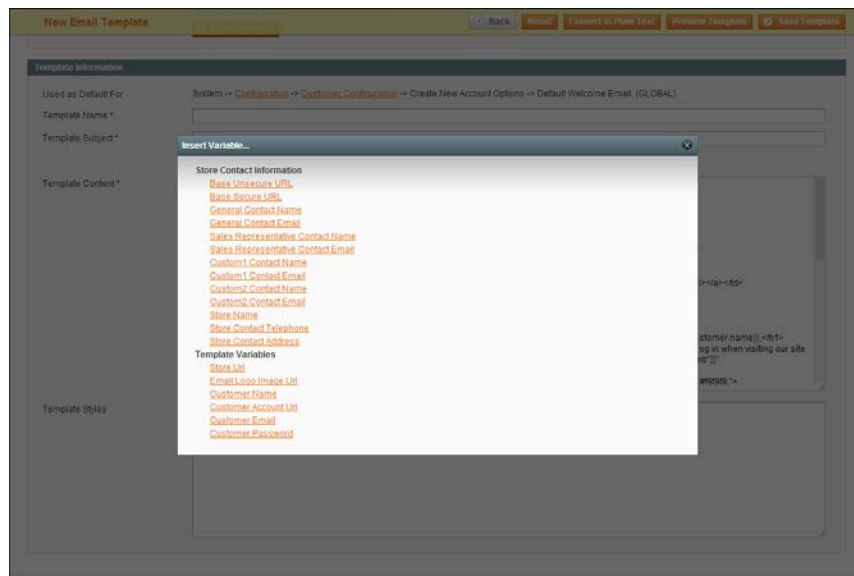
4. If necessary, set the **Locale** to the store language.
5. Click the **Load Template** button.

### *Template Information*

The path to the configuration settings for each default template appears at the top of the Template Information section. Make note of this “Used as Default for” path, because you will later need to update the configuration with the name of the new template.

## Step 2: Customize the Content

1. In the Template Information section, do the following:
  - a. Enter a **Template Name** for the new email template.
  - b. In the **Template Subject** field, type the text to appear in the Subject header of the message.
  - c. Complete the **Template Content** as needed.
2. (Optional) To insert a **variable**, do the following:
  - a. Position the cursor in the text where you want the variable to appear.
  - b. Click the **Insert Variable** button.
  - c. In the list of available **predefined variables**, click the variable you want to insert into the template.



*Insert Variable*

3. When complete, click the **Save Template** button.
4. Make sure to **Preview** the template before associating it with a transactional email message that is sent to customers.

## Step 3: Update Your Configuration

Before the template can be used, the configuration must be updated with the name

of the new template. Refer to the path that you recorded in Step 1 when updating your configuration with the name of the new template.

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Sales Emails**.

To learn more, see: [Configuring Email Templates](#).

## Email Template Variables

### Predefined Variables

---

#### Store Contact Information

Base Unsecure URL

Base Secure URL

General Contact Name

General Contact Email

Sales Representative Contact Name

Sale Representative Contact Email

Custom 1 Contact Name

Custom 1 Contact Email

Custom 2 Contact Name

Custom 2 Contact Email

Store Name

Store Contact Telephone

Store Contact Address

#### Template Variables

Store Url

Email Logo Image Url

Customer Name

Customer Account Url

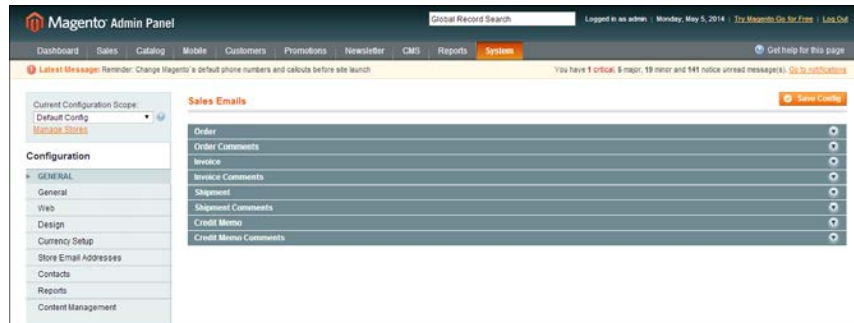
Customer Email

Customer Password

# Email Template Configuration

Email templates contain the content and formatting for automated messages that are sent from your store. These messages are called *transactional emails*<sup>1</sup> because each one is associated with a specific type of transaction or event.

Your store has a set of default templates that you can customize. After creating a customized version of a template, remember to update your system configuration so the correct template is used for the message.



*Sales Email Configuration*

## To configure sales email templates:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Sales, select **Sales Emails**. Then, select the appropriate templates for each of the following sections:
  - Order and Order Comments
  - Invoice and Invoice Comments
  - Shipment and Shipment Comments
  - Credit Memo and Credit Memo Comments

---

<sup>1</sup>An automated email message that is sent in response to a specific event or transaction.



Order		
Enabled	Yes	[STORE VIEW]
New Order Confirmation Email Sender	Sales Representative	[STORE VIEW]
New Order Confirmation Template	New Order (Default Template from Locale)	[STORE VIEW]
New Order Confirmation Template for Guest	New Order for Guest (Default Template from Local)	[STORE VIEW]
Send Order Email Copy To		[STORE VIEW]
	▲ Comma-separated.	
Send Order Email Copy Method	Bcc	[STORE VIEW]

*Order Email Configuration*

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

### To configure customer email templates:

- On the Admin menu, select **System > Configuration**.
- In the panel on the left, under Customer, select **Customer Configuration**. Then, select the appropriate templates for the following sections:
  - Create New Account Options
  - Password Options

Password Options		
Forgot Email Template	Forgot Password (Default Template from Local)	[STORE VIEW]
Remind Email Template	Remind Password (Default Template from Local)	[STORE VIEW]
Forgot and Remind Email Sender	Customer Support	[STORE VIEW]
Recovery Link Expiration Period (Days)	1	[GLOBAL]
	▲ Please enter a number 1 or greater in this field.	

*Password Options*

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





## Chapter 54: Managing Data Transfer

The Import/Export tool gives you the ability to manage multiple customer and product records in a single operation. If you have a large catalog of products, you will find it much easier to export the data, edit the data in a spreadsheet, and then import the data back into your store.

The CSV file format separates each data element by a comma, and is used as the standard for data exchange operations. All spreadsheet and database applications support the CSV file format. If you are working with a Mac, you should save the data in the CSV (Windows) format.

### Working with CSV Files

In order to import a CSV file into Magento, it must have certain characteristics. Specifically, each column heading must exactly match the Attribute Code for the attribute in that column.

To ensure that a CSV file's column headings can be read by Magento, first export a product CSV file. You can then edit the file (by adding or updating rows) and re-import it.

For the Category column, specify product category as text, based on a category's path, with a slash (/) between each category level. For example: Furniture/Living Room. Do not include the Root Category in the path.

### Product CSV Structure

The imported or exported catalog products CSV file contains information about products and relations between them. The table has the following structure:



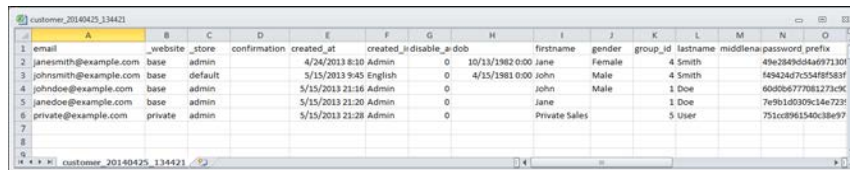
Column Name	Description
-------------	-------------

columns. Service columns contain entity properties, which are not attributes. For example, columns with website or product type information are service columns. The underscore as first character is used to distinguish these columns from the attribute column names.

<attribute name> The names of the columns with values of both system-created attributes and attributes created by the store administrator.

### Customer CSV Structure

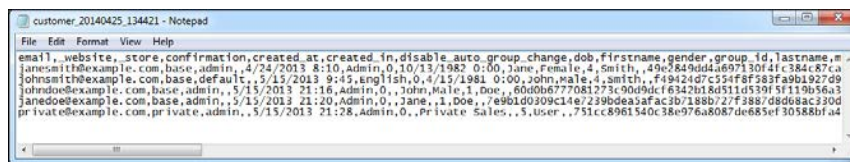
The imported or exported customers CSV file contains the table with information about customers. The table has the following structure:



Exported Customer CSV in Excel

The first row of the table contains the names of the attribute columns (which are the same as attribute codes). There are two types of column names, as shown in the following table. Other rows contain attribute values, service data, and complex data. Each row with non-empty values in the “email” and “\_website” columns starts the description of the subsequent customer. Each row can represent customer data with or without address data, or the address data only. In case a row contains only the address data, values in the columns, related to the customer profile, will be ignored and may be empty.

To add or replace more than one address for a customer, in the import file add a row for each new address with empty customer data and the new or updated address data below the customer data row.



Exported Customer CSV in Notepad

### CSV Customer Structure

Column Name	Description
_ <name>	<p>The names of the service columns, and complex data columns. Service columns contain entity properties, which are not attributes. For example, columns with website or store information are service columns. The underscore as first character is used to distinguish these columns from the other attributes names.</p> <p>The “_address_default_billing” and the “_address_default_shipping” columns are the default billing and shipping addresses flags. If the address in the row is the default billing and/or shipping address of the client, the “_address_default_billing” and/or “_address_default_shipping” columns in this row will have the “1” value.</p>
<attribute name>	<p>The names of the columns with values of both system-created attributes, and attributes created by the store administrator.</p>

## Importing Data

Importing is available for all product types, except bundle and downloadable products. You can import customer data, product data, and product images.

### To import customer or product data:

1. On the Admin menu, select **System > Import/Export > Import**. Then, do the following:



*Import Settings*

- a. Set **Entity Type** to one of the following:
  - Products
  - Customers
- b. Set **Import Behavior** to the way you want complex data to be managed if imported records already exist in the database.

- Complex data for products includes categories, websites, custom options, tier prices, related products, up-sells, cross-sells, and associated products data.
- Complex data for customers includes addresses.

Choose one of the following options:

Append Complex Data	The new complex data will be added to the existing complex data for the existing entries in the database.
Replace Existing Complex Data	The existing complex data for the existing entities will be replaced.
Delete Entities	If entities that are imported already exist in the database, they will be deleted from the database.

- c. At the **Select File to Import** field, click the **Choose File** button. Then, select the CSV file that you have prepared for import.
2. Click the **Check Data** button in the upper-right corner of the page. The system validates the file. If the file is valid, the corresponding message and the Import button appear. If some of the rows in the imported file are not valid and cannot be imported, the corresponding information is included to the message, but you can proceed with importing. The invalid rows will be skipped.
3. If needed, make corrections to the CSV file.
4. Click the **Import button** to import the data into the database.

## File Validation

File validation includes the following:

1. All attribute values are checked for conformance with the required data type (decimal, integer, varchar, text, datetime).
2. The complex data, service data, and attributes whose values must be from a defined set (such as a drop-down or multiple select input type), are checked to ensure their values exist in the defined sets.
3. For new entities, the presence of the required attributes values in the file is checked. For existing entities, the presence of the required attributes values is not checked, but if a required value is specified, it is validated by the attribute type.

The “Required” option of the attributes is set in the Magento Admin Panel. To access the attribute management section, select Catalog > Attributes > Manage Attributes.

## Importing Product Images

Multiple product images of each type can be imported into Magento, and associated with the correct product. Review the steps below, and run through the process with a few products. After you understand how it works, you'll feel confident to import large quantities of images.

### To import product images:

1. Place the image files that you need to import in the subfolders in the `%path_to_your_Magento_instance%/media/import` folder. Subfolders for the files should be created according to the following logic: Name the first folder using the first symbol of the file name, and then create a subfolder and name it using the second symbol of the file name.

For example: for importing `filename.jpg` the path to the file will be the following:  
`%path_to_your_Magento_instance%/media/import/f/i/filename.jpg`

Set the `RE0777` permissions for the folders, and at least `0666` permissions for the image files.

2. In the import CSV file, specify the relative path to the image file (For example, `/f/i/filename.jpg`). The following columns correspond to product images:
  - `image`
  - `small_image`
  - `media_image`
3. Perform the import in the same manner as you would import product data.

**Important!** Do not use upper-case characters in the file names of image files to be imported.

## Import Guidelines

For entities that are new and do not exist in the database:

- The entities are added with the attribute values specified in the CSV file.
- If there is no value, or there is a non-valid value, for a required attribute with no default value set, then the entity (the corresponding row or rows) cannot be imported.



- If there is no value, or there is a non-valid value, for a required attribute with the default value set, then the entity (the corresponding row or rows) is imported, and the default value is set for the attribute.
- If the complex data is not valid, then the entity (the corresponding row or rows) cannot be imported.

For entities that already exist in the database:

- For attributes that are not complex data, the values from the import file, including the empty values for the non-required attributes, replace the existing values.
- If there is no value, or there is a non-valid value, for a required attribute, then the existing value is not replaced.
- If the complex data for the entity is invalid, the entity (the corresponding row or rows) cannot be imported, except the case, when Delete Entities was selected in the Import Behavior drop-down menu.

The way complex data is handled depends on the Import Behavior.

- For both new and existing entities, if an attribute, specified in the import file, exists in the system, and its values are taken from the defined set of values, but the value, specified in the import file does not exist in the defined set, the row is imported and the default value, if it is defined, is set for this attribute. Otherwise the corresponding row cannot be imported.
- If an attribute name is specified in the import file but has not been defined in the system, it is not created in the system, and its values are not imported.

The file is invalid and cannot be imported if:

- All rows in the file are invalid
- A non-existing service data or complex data name is specified in the import file (that is, there is a column with a “\_<non-existing name>” heading)

## Exporting Data

The best way to become familiar with the structure of your database is to export the data and open it in a spreadsheet. Once you become familiar with the process, you'll find that it is an efficient way to manage large amounts of information.

All product types can be exported except gift cards.

## To export customer or product data:

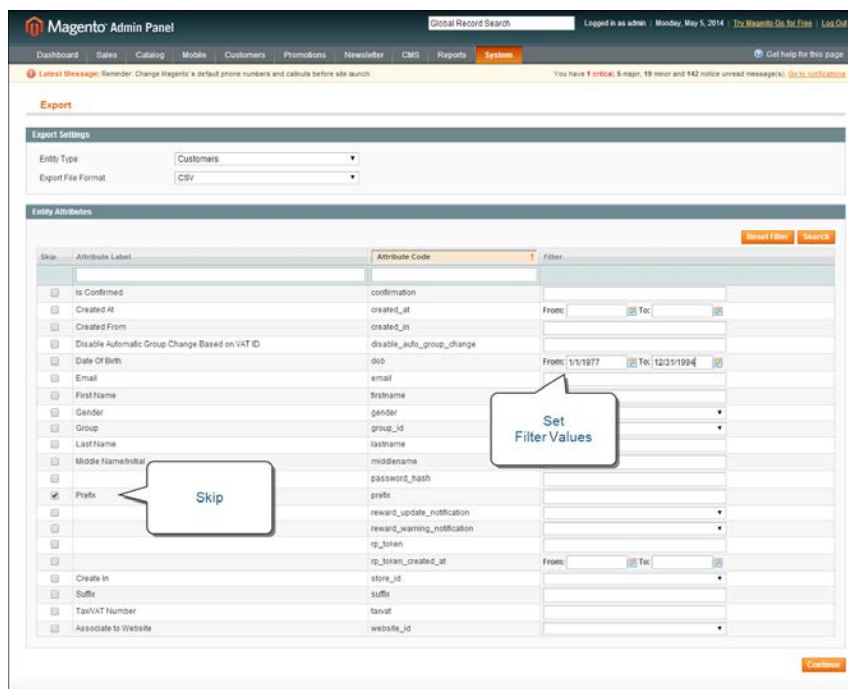
1. On the Admin menu, select **System > Import/Export > Export**.
2. In the Export Settings section, specify the following:



Export Settings	
Entity Type	Customers
Export File Format	CSV

### Export Settings

- a. Set **Entity Type** to one of the following:
    - Customers
    - Products
  - b. Accept the default **Export File Format** of “CSV.”
3. In the Entity Attributes section, you can include or exclude data to be exported according to the entity attribute values.
    - To include records with specific attribute values, set the required values of the attributes in the **Filter** column.
    - To omit an attribute from the export, select the **Skip** checkbox at the beginning of the row.



Skip	Attribute Label	Attribute Code	Filter
<input type="checkbox"/>	is Confirmed	confirmation	
<input type="checkbox"/>	Created At	created_at	From: To:
<input type="checkbox"/>	Created From	created_in	
<input type="checkbox"/>	Disable Automatic Group Change Based on VAT ID	disable_auto_group_change	
<input type="checkbox"/>	Date Of Birth	dob	From: 1/1/1977 To: 12/31/1994
<input type="checkbox"/>	Email	email	
<input type="checkbox"/>	First Name	firstname	
<input type="checkbox"/>	Gender	gender	
<input type="checkbox"/>	Group	group_id	
<input type="checkbox"/>	Last Name	lastname	
<input type="checkbox"/>	Middle Name Initial	middle_name	
<input type="checkbox"/>	Middle Name Initial	password_hash	
<input checked="" type="checkbox"/>	Prefix	prefix	
<input type="checkbox"/>	Reward Update Notification	reward_update_notification	
<input type="checkbox"/>	Reward Warning Notification	reward_warning_notification	
<input type="checkbox"/>	IP Token	ip_token	
<input type="checkbox"/>	IP Token Created At	ip_token_created_at	From: To:
<input type="checkbox"/>	Create In	store_id	
<input type="checkbox"/>	Suffix	suffix	
<input type="checkbox"/>	Tax/VAT Number	taxvat	
<input type="checkbox"/>	Associate to Website	website_id	

### Export Customers Based on Attribute Value

4. Scroll down and click the **Continue** button in the lower-right corner of the page. Look for the download prompt in the lower-right corner of your browser.

The CSV file that is generated can be edited and imported back into your store. Or, it can be used for mailing or other application.





## Chapter 55: Reports

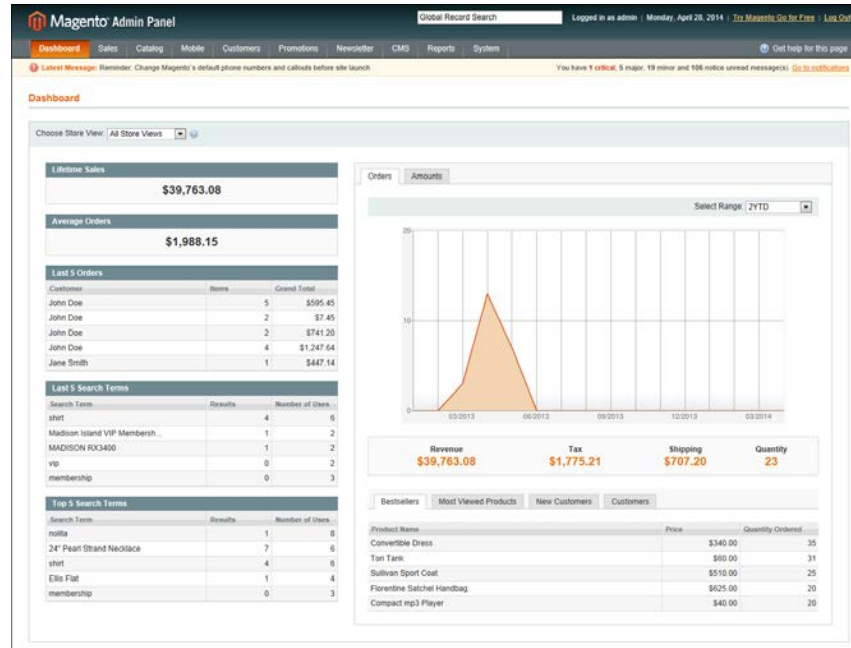
Magento Community Edition provides a wide selection of reports to keep you current on everything from the contents of your customers' shopping carts to the tags they use. Report data can be viewed online or downloaded as a CSV or XML data file. The main types of reports are:

- Sales
- Shopping Cart
- Products
- Customers
- Tags
- Reviews
- Search Terms

## Dashboard

The Dashboard is usually the first page that appears when you log in to the Admin , and gives an overview of sales and customer activity.

The blocks on the left provide a snapshot of lifetime sales, average order amount, the last five orders, and search terms. The graph depicts the Orders and Amounts for the selected date range. You can use the tabs above the graph to toggle between the two views.



Dashboard

## Snapshot Reports

The tabs at the bottom provide quick reports about your best-selling and most viewed products, new customers and those who have purchased the most.

### Bestsellers

Lists your best-selling products, showing the price and quantity ordered.

### Most Viewed Products

Lists the most recently viewed products and the number of times viewed.

### New Customers

Lists recently registered customers.

### Customers

Lists the customers who have ordered the most during the specified range of time.

### To set the date range:

Set **Select Range** to one of the following:

- Last 24 Hours
- Last 7 Days
- Current Month
- YTD
- 2YTD

## Dashboard Configuration

The Dashboard is by default, the start-up page for the Admin. However, if you prefer, you can change the configuration to display a different page when you log in. You can also set the starting dates used in Dashboard reports, and disable the display of the charts section.

### To set the starting dates:

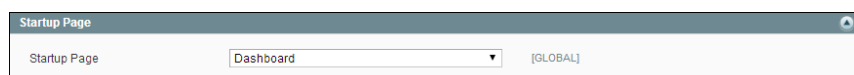
1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under General, select **Reports**.
3. Click to expand the **Dashboard** section, do the following:
  - a. Set **Year-To-Date Starts** to the month and year that the current year began.
  - b. Set **Current Month Starts** to the current month.



*Dashboard*

### To change the Admin startup page:

1. On the Admin menu, select **System > Configuration**. Then in the panel on the left, under Advanced, select **Admin**.
2. In the Admin UI section, set **Startup Page** to the page you want to first appear when you log in to the Admin.
3. Click the **Save Config** button to save the setting.



*Startup Page*

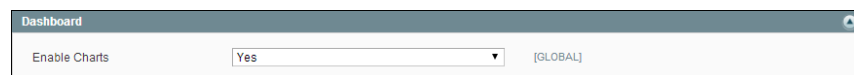
### To turn off real-time data:

If you have a lot of data to process, the performance of the Dashboard can be improved by turning off the display of real time data.

1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under Sales, select **Sales**.
2. Click to expand the **Dashboard** section. Then, set **Use Aggregated Data (beta)** to “Yes.”

### To disable charts:

1. On the Admin menu, select **System > Configuration**. Then in the Configuration panel on the left, under Advanced, select **Admin**.



*Turn Off Dashboard Charts*

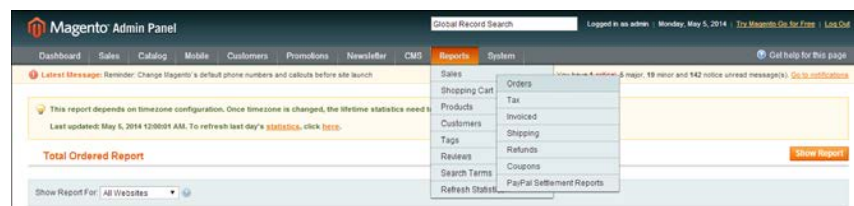
2. In the Dashboard section, set **Enable Charts** to “No.”
3. When complete, click the **Save Config** button.

A message on the Dashboard indicates that the chart is now disabled.

## Running Reports

Magento provides a variety of reports that you can access at any time. To see the reports that you can generate in Magento, from the Reports menu, select a type of report and then select a specific report of that type. Some report pages have filter controls that enable you to narrow the scope of the report.

When you are finished making filter selections, click Show Report (or Refresh, in some reports) to generate the report.




*Reports Menu*

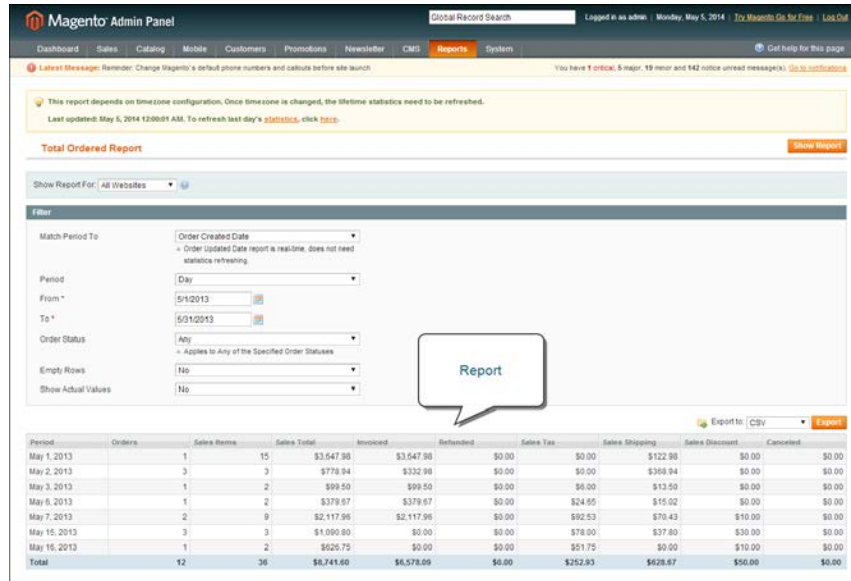


## Orders Report

The Orders report includes real-time data, and can include orders of any status during a specific period of time.

### To run the Orders report:

1. On the Admin menu, select **Reports > Sales > Orders**. Then, do the following:
  - a. A message indicates the last time the report statistics were refreshed. If necessary, click the link to refresh the statistics.
  - b. Set **Show Report for** to the website, store, or store view that you want to include in the report.
  - c. Set **Match Period To** to one of the following:
    - Order Created Date
    - Order Updated Date
  - d. To determine how the report data is aggregated by row, set **Period** to one of the following:
    - Day
    - Month
    - Year
  - e. To include activity during a specific period, click the calendar icon  and select the **From** and **To** dates.
  - f. Do one of the following:
    - To include all orders, set **Order Status** to “Any.”
    - To include only orders with a specific status, set **Order Status** to “Specified.” Then, select each [order status](#) that you want to include in the report.
  - g. To omit any empty rows from the report, set **Empty Rows** to “No.”
  - h. To show actual, rather than projected values, set **Show Actual Values** to “Yes.”
2. When ready to run the report, click the **Show Report** button.



Orders Report by Month

**To export report data:**

1. Set the **Export to** control to one of the following:
  - CSV
  - Excel XML
2. Click the **Export** button. Then, look for the download file in the lower-left corner of your browser window.

**Field Descriptions**

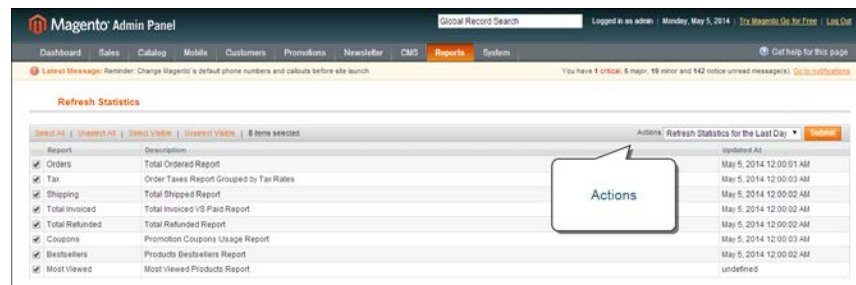
Filter Control	Description
Show Report For	The Show Report For drop-down menu enables you to select the store view or website (or all websites) to report on.
Match Period To	The Match Period To drop-down menu enables you to select which records to report on, based on either the order creation date or the order modified date.
Period	The Period drop-down menu enables you to aggregate the report data into rows for each day, month, or year within your report From and To dates.
From and To	Use the From and To calendar controls to determine the start and end dates that will be covered by the report.

Filter Control	Description
Order Status	For Order Status, select Any to include all orders, or select Specified to select one or more order status values from a list.
Empty Rows	The Empty Rows drop-down menu enables you to select whether to include date period rows that have no data.
Show Actual Values	The Show Actual Values drop-down menu enables you to select whether to display actual (Yes) or projected (No) values. Projected values are based on estimates of amounts to be paid.

## Refreshing Sales Report Statistics

To reduce the performance impact of generating sales reports, Magento calculates and stores the required statistics for each report. When you generate a report, the report uses the stored statistics, rather than recalculating the statistics each time you generate a report.

To include the most recent data, the sales report statistics must be refreshed. Refreshing the sales report statistics is a manual process.



*Report Statistics*

### To refresh sales report statistics:

1. On the Admin menu, select **Reports > Refresh Statistics**.
2. In the list, select the checkbox of each report that needs to be refreshed.
3. Set the **Actions** control to one of the following:
  - Refresh Lifetime Statistics
  - Refresh Statistics for the Last Day
4. When complete, click the **Submit** button.

# Available Reports

Report	Description
<b>Sales Reports</b>	
Total Ordered	Reports > Sales > Orders Shows orders for the specified time period.
Order Taxes	Reports > Sales > Tax Shows taxes charged for orders in the specified time period; grouped by tax rate.
Total Invoiced vs. Paid	Reports > Sales > Invoiced Shows amounts paid and unpaid for invoiced orders in the specified time period.
Total Shipped	Reports > Sales > Shipping Shows orders shipped in the specified time period, grouped by carrier/method; includes shipping charge amounts.
Total Refunded	Reports > Sales > Refunds Shows refunds applied to orders in the specified time period.
Coupons Usage	Reports > Sales > Coupons Shows coupons used for orders in the specified time period, grouped by coupon code.
PayPal Settlement	Reports > Sales > PayPal Settlement Reports Shows PayPal settlements for the specified time period. Click Fetch Updates to retrieve data from PayPal.
<b>Shopping Cart Reports</b>	
Products in Carts	Reports > Shopping Cart > Products in carts Shows products that are currently in shopping carts.
Abandoned Carts	Reports > Shopping Cart > Abandoned Carts Shows shopping carts that were started but then abandoned. Enables you to contact customers to offer incentives to turn an abandoned cart into a conversion.
<b>Product Reports</b>	
Products Bestsellers	Reports > Products > Bestsellers Shows the products that were sold in the highest quantity in the specified time period.

Report	Description
Products Ordered	Reports > Products > Products Ordered Shows all products that were ordered in the specified time period.
Most Viewed	Reports > Products > Most Viewed Shows the products that were viewed the most times in the specified time period.
Low Stock	Reports > Products > Low Stock Shows the products whose stock levels are low.
Downloads	Reports > Products > Downloads Shows the number of purchases and downloads for each downloadable product.
<b>Customer Reports</b>	
New Accounts	Reports > Customers > New Accounts Shows the new accounts that were created during the specified time period.
Customers by Orders Total	Reports > Customers > Customers by orders total Shows the customers listed in descending order of total order amount.
Customers by Number of Orders	Reports > Customers > Customers by number of orders Shows the customers listed in descending order of number of orders placed.
<b>Tag Reports</b>	
Customers Tags	Reports > Tags > Customers Shows the customers listed with the number of tags each one has created.
Products Tags	Reports > Tags > Products Shows the number of unique tags and total number of tags created for each product.
Popular Tags	Reports > Tags > Popular Shows the number of times each tag has been applied.
<b>Review Reports</b>	
Customers Reviews	Reports > Reviews > Customers Reviews Shows the customers listed in descending order of number of reviews contributed.

Report	Description
Products Reviews	Reports > Reviews > Products Reviews Shows the products listed in descending order of number of reviews.
<b>Search Term Report</b>	
Search Terms	Reports > Search Terms Shows terms submitted with the search tool. If Hits are high, but the Results are low, you should review product names and descriptions so you can promote products related to the term.



## Chapter 56:

# Admin Permissions

Magento uses roles and permissions to create different levels of access to the Admin. When your store is first set up, you receive a set of login credentials for the Administrator role, with full permissions. However, you can restrict the level of permissions on a “need to know” basis for other people who work on your site. For example, a designer can be given access to only the Design tools, but not to areas with customer and order information.

## Creating New Users

When your store is first installed, your login credentials have with full administrative access. As a best practice, one of the first things you should do is to create another user account with full Administrator permissions. That way, you can use one account for your everyday Administrative activities, and reserve the other as a “Super Admin” account in case you forget your regular credentials or they somehow become otherwise unusable.

If there are others on your team, or service providers who need access, you can create a separate user account for each, and assign a restricted role. To limit the websites or stores that admin users can access when they log in, you must first create a role with limited scope and resources. Then, you can assign the role to a specific user account. Admin users assigned to a restricted role can see and change data only for websites or stores that are associated with the role. They cannot change any global settings or data.

### Step 1: Create a New User

1. On the Admin menu, select **System > Permissions > Users**.
2. Click the **Add New User** button.
3. In the Account Information section, do the following:

*Account Information*

- a. Enter the **User Name** for account.

The User Name should be easy to remember. It is not case-sensitive. For example, if your user name is “John,” you can also log in as “john.”

- b. Complete the following information:

- First Name
- Last Name
- Email address

This email address must be different from the one that is associated with your original Admin account.

- c. Assign a **Password** to the account.

The password should be seven or more characters long, and include both letters and numbers.

- d. In the **Password Confirmation** box, repeat the password to make sure it was entered correctly.

- 4. Set **This Account is** to “Active.”

## Step 2: Define the Role

- 1. In the User Information panel on the left, click **User Role**. Then, in the list of Roles, select **Administrators**. (Initially, it will be the only role available.)

*Add New User Role*

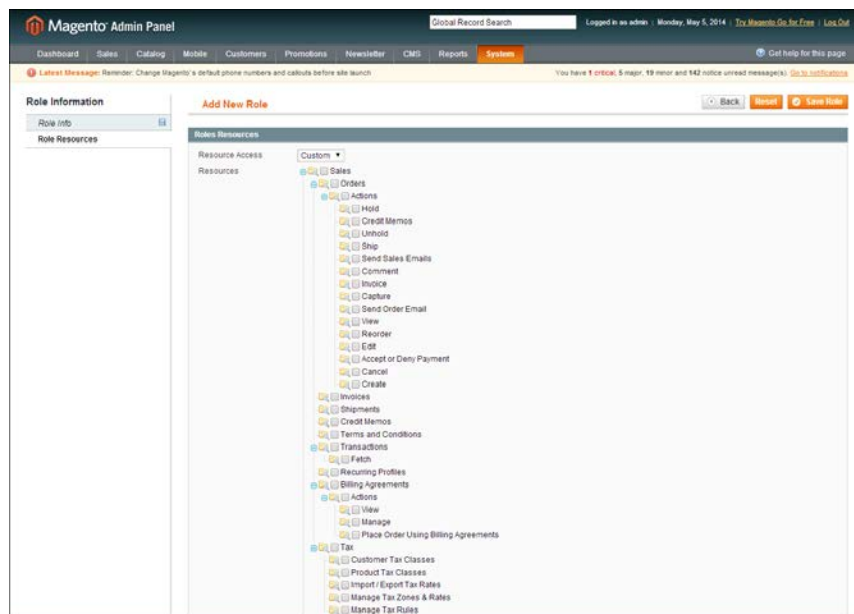


- When complete, click the **Save User** button.

You now have two accounts with Administrator access.

## Creating Custom Roles

To give someone restricted access, the first step is to create a role with the appropriate level of permissions. After the role is created, you will add the new user, set up the login credentials, and assign the role to the user account. After the role is established, you can create new Administrator users at any time, and assign the restricted role to grant limited access to the user.



*Role Resources*

### Step 1: Define the Role

- On the Admin menu, select **System > Permissions > Roles**. Then in the upper-left corner, click the **Add New Role** button.
- In the Role Information section, enter a descriptive **Role Name**.

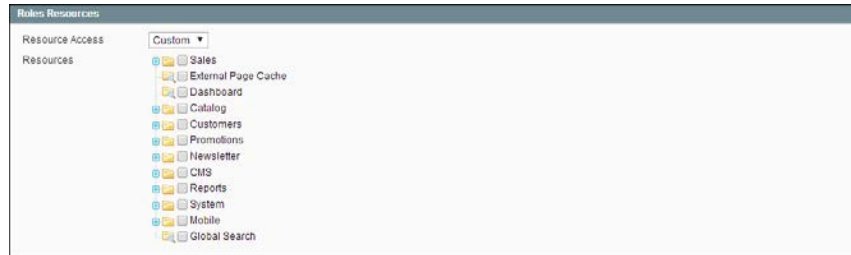
Role Information	
Role Name *	<input type="text"/>

*Role Name*

- In the panel on the left, select **Role Resources**.

4. In the Roles Resources section, select the checkbox of each Admin **Resource** that you want to grant those with the role permission to access.

**Important!** Be sure to disable access to the Permissions tool if you are limiting access for a given role. Otherwise, users with this role will be able to modify their own restrictions.



*Role Resources, Collapsed View*

5. (Optional) In the panel on the left, select **Role Users**. Then, assign additional Administrator user accounts to the new role.
6. When complete, click the **Save Role** button. The role now appears in the list of available roles

### Step 2: Add the New User

1. On the Admin menu, select **System > Permissions > Users**.
2. Click the **Add New User** button.
3. In the Account Information section, do the following:

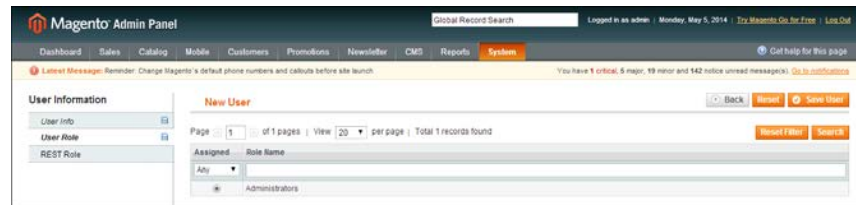
*Account Information*

- a. Assign a **User Name** to the account.

The User Name should be easy to remember. It is not case-sensitive. For example, if your user name is “john,” you can also log in as “John.”

- b. Complete the following information:

- First Name
  - Last Name
  - Email address
- c. Assign a **Password** to the account.
- The password should be at least seven characters long, and include letters and numbers.
- d. In the **Password Confirmation** field, type the password again to make sure it was entered correctly.
- e. Set **This Account is** to “Active.”
4. In the User Information panel on the left, click **User Role**. Then, in the list of Roles, select the option for the role you want to assign to the new user.



*New User Role*

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

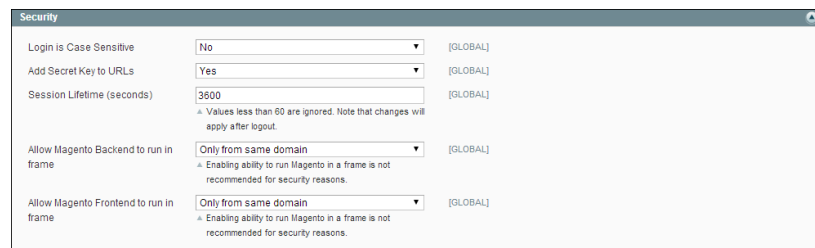


## Chapter 57: Security

In this chapter, you will learn how to manage Admin sessions and credentials, implement CAPTCHA, manage website restrictions, encryption, hashing, and events logging.

### Security Configuration

The security settings give you the ability to control the lifetime of user sessions, timeouts, and passwords. In addition you can add a secret key to URLs, and determine the case sensitivity of login credentials.



*Security*

#### To configure Admin security:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Advanced, select **Admin**.
3. Click to expand the **Security** section, and complete the settings as needed.
4. When complete, click the **Save Config** button.

#### Field Descriptions

Field	Scope	Description
Login Is Case Sensitive	Global	Options include: Yes / No

Field	Scope	Description
Add Secret Key to URLs	Global	Options include: Yes / No
Session Lifetime (seconds)	Global	Determines the length of a user session in seconds.
Allow Magento Backend to run in frame	Global	Determines if the Magento admin can run inside a frame. Options include: Enabled / Only from same domain
<div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9;">           For security reasons, it is recommended that this setting not be enabled.         </div>		
Allow Magento Frontend to run in frame	Global	Determines if the Magento storefront can be run inside a frame. Options include: Enabled / Only from same domain
<div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9;">           For security reasons, it is recommended that this setting not be enabled.         </div>		

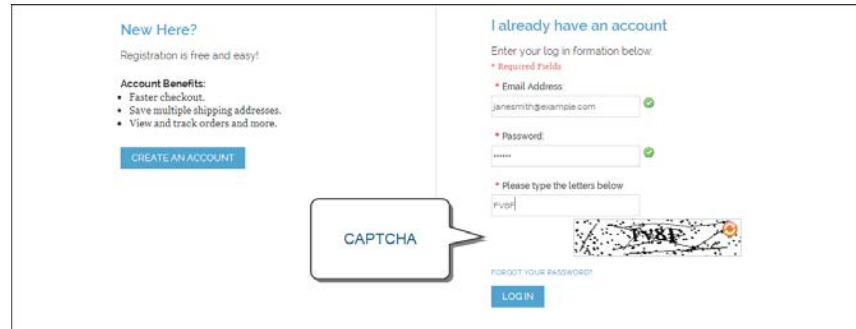
## CAPTCHA

CAPTCHA is an acronym for “Completely Automated Public Turing test to tell Computers and Humans Apart.” A CAPTCHA is a visual device that ensures that a human being, rather than a computer, is interacting with the site. CAPTCHA can be used for both the Admin and customers.

- Admin CAPTCHA
- Customer CAPTCHA

Users can reload the displayed CAPTCHA by clicking the Reload icon in the upper right corner of the image. The number of reloads is not limited.

The Magento CAPTCHA was implemented using a Zend Framework module, and is fully configurable.



*CAPTCHA in Customer Login*

## Admin CAPTCHA Configuration

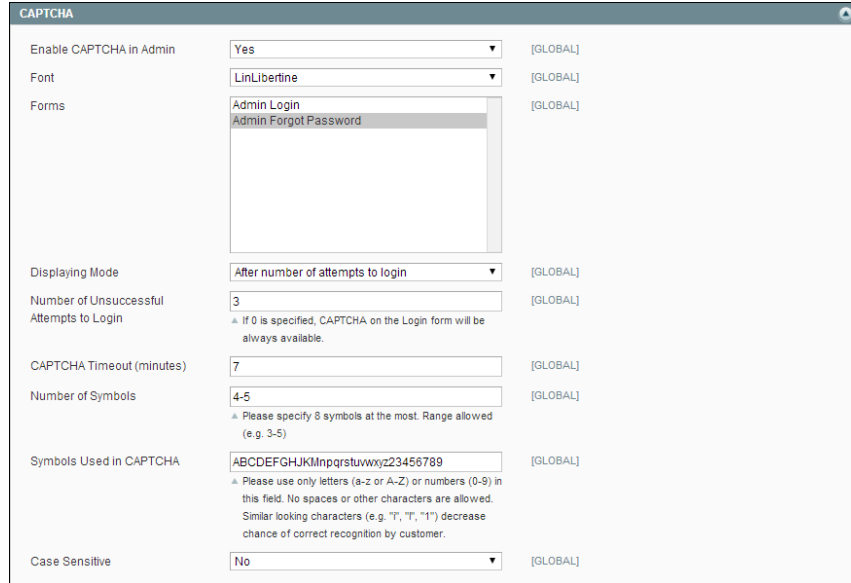
For an extra level of security, you can add a CAPTCHA to the Admin Login page. Administrator users can reload the displayed CAPTCHA by clicking the Reload icon in the upper-right corner of the image. The number of reloads is not limited.



*Admin CAPTCHA*

### To configure CAPTCHA for the Admin:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Advanced, select **Admin**.
3. In the upper-right corner, set **Current Configuration Scope** to “Default.”
4. Click to expand the CAPTCHA section, and complete the settings as described below.
5. When complete, click the **Save Config** button.



*CAPTCHA Configuration*

### Field Descriptions

Field	Scope	Description				
Enable CAPTCHA in Admin	Global	Enables CAPTCHA for the Admin login page. Options include: Yes / No				
Font	Global	Determines the font used to display the CAPTCHA. To add your own font, put the font file in the same directory as your Magento instance and specify it in the config.xml file at: <code>app/code/core/Mage/Captcha/etc/</code>				
Forms	Global	Determines the form where the CAPTCHA is used. Available options: Admin Login / Admin Forgot Password.				
Displaying Mode	Global	Defines preconditions for displaying CAPTCHA. Available options: <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Always</td> <td>CAPTCHA is always required to log in the Admin.</td> </tr> <tr> <td>After number of attempts to login</td> <td>When selected displays the Number of Unsuccessful Attempts to Login field. Enter the</td> </tr> </table>	Always	CAPTCHA is always required to log in the Admin.	After number of attempts to login	When selected displays the Number of Unsuccessful Attempts to Login field. Enter the
Always	CAPTCHA is always required to log in the Admin.					
After number of attempts to login	When selected displays the Number of Unsuccessful Attempts to Login field. Enter the					



Field	Scope	Description
		number of login attempts allowed. A value of 0 (zero) is similar to setting Displaying Mode to Always. This option does not cover the Forgot Password form. If CAPTCHA is enabled and set to be appear on this form, then it is always included on the form.
		To track the number of unsuccessful login attempts, the attempts to log in under one email address from one IP address are counted. The maximum allowed number of attempts to log in from one IP address is 1,000. This limitation is applied only when the CAPTCHA functionality is enabled.
CAPTCHA Timeout (minutes)	Global	Determines the lifetime of the current CAPTCHA. After the CAPTCHA expires, the user must reload the page.
Number of Symbols	Global	Determines the number of symbols that are used for creating CAPTCHA. Maximum allowed value is 8. You can also specify a range, for example, 5-8; each generated CAPTCHA can contain different number of symbols.
Symbols Used in CAPTCHA	Global	Determines the symbols used in the CAPTCHA. Only letters (a-z and A-Z) and numbers (0-9) are allowed. The default set of symbols suggested in the field excludes similar looking symbols like "i", "l", "1". Displaying these symbols in CAPTCHA decreases the chances that a user will recognize CAPTCHA correctly.
Case Sensitive	Global	Determines if the letters used in the CAPTCHA are case sensitive.

## Customer CAPTCHA Configuration

CAPTCHA can be required to log in to a customer account, or be configured to appear after several unsuccessful attempts.. It can also be used for other forms in the storefront.

The screenshot shows the 'CAPTCHA' configuration panel. It includes the following fields and options:

- Enable CAPTCHA on Frontend:** Yes
- Font:** LinLibertine
- Forms:** Create user, Login, Forgot password, Checkout as Guest, Register during Checkout
- Displaying Mode:** After number of attempts to login
- Number of Unsuccessful Attempts to Login:** 3
- CAPTCHA Timeout (minutes):** 7
- Number of Symbols:** 4-5
- Symbols Used in CAPTCHA:** ABCDEFGHIJKLmnpqrstuvwxyz23456789
- Case Sensitive:** No

*Customer CAPTCHA Configuration*

### To configure CAPTCHA for customers:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Customers, select **Customer Configuration**.
3. Set **Current Configuration Scope** to the website where you want the configuration to apply.
4. Click to expand the **CAPTCHA** section, and complete the fields as described below.
5. When complete, click the **Save Config** button.

### Field Descriptions

Field	Scope	Description
Enable CAPTCHA on Frontend	Website	Enables the CAPTCHA in the storefront. Options include: Yes / No
Font	Website	Determines the font that is used to display the CAPTCHA. To add your own font, put the font file in the same directory as your Magento instance and specify it in the config.xml stored

Field	Scope	Description				
		at: app/code/core/Mage/Captcha/etc/				
Forms	Website	Determines the form(s) where CAPTCHA is used. Options include: Create User Login Forgot Password Checkout as Guest Register during Checkout.				
Displaying Mode	Website	Determines when the CAPTCHA appears. Options include:  <table border="0"> <tr> <td>Always</td> <td>CAPTCHA is always required to log in.</td> </tr> <tr> <td>After number of attempts to login</td> <td>When selected displays the Number of Unsuccessful Attempts to Login field. Enter the number of login attempts allowed. A value of 0 (zero) is similar to setting Displaying Mode to Always. This option does not cover the Forgot Password and Create User forms. If CAPTCHA is enabled and set to be appear, then it is always included on these form.</td> </tr> </table>	Always	CAPTCHA is always required to log in.	After number of attempts to login	When selected displays the Number of Unsuccessful Attempts to Login field. Enter the number of login attempts allowed. A value of 0 (zero) is similar to setting Displaying Mode to Always. This option does not cover the Forgot Password and Create User forms. If CAPTCHA is enabled and set to be appear, then it is always included on these form.
Always	CAPTCHA is always required to log in.					
After number of attempts to login	When selected displays the Number of Unsuccessful Attempts to Login field. Enter the number of login attempts allowed. A value of 0 (zero) is similar to setting Displaying Mode to Always. This option does not cover the Forgot Password and Create User forms. If CAPTCHA is enabled and set to be appear, then it is always included on these form.					
		To track the number of unsuccessful attempts to log in, the attempts to log in under one email address from one IP-address are counted. The maximum allowed number of attempts to log in from one IP-address is 1,000. This limitation is only applied when the CAPTCHA functionality is enabled.				
CAPTCHA Timeout (minutes)	Website	Determines the lifetime of the current CAPTCHA. When the CAPTCHA expires, the user must reload the page.				

Field	Scope	Description
Number of Symbols	Website	Determines the number of symbols that are used in the CAPTCHA. Maximum allowed value is 8. You can also specify a range, for example, 5-8.
Symbols Used in CAPTCHA	Website	Determines which symbols are used in the CAPTCHA. Only letters (a-z and A-Z) and numbers (0-9) are allowed. The default set of symbols suggested in the field excludes similar looking symbols like i, l, or 1. Displaying these symbols in CAPTCHA decreases the chances that a user will recognize CAPTCHA correctly.
Case Sensitive	Website	Determines if the characters used in the CAPTCHA are case sensitive. Options include: Yes / No



Community

EDITION

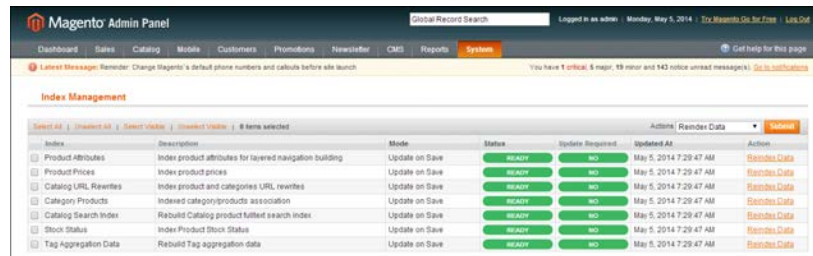
# System Operations



## Chapter 58: Index Management

Indexing is how Magento transforms data such as products, categories, and so on, to improve the performance of your web store. As data changes, the transformed data must be updated—or reindexed. Magento has very sophisticated architecture that stores merchant data (including catalog data, prices, users, stores, and so on) in many database tables. To optimize storefront performance, Magento accumulates data into special tables using indexers.

For example, suppose you change the price of an item from \$4.99 to \$3.99. Magento must reindex the price change to display it on your store. Without indexing, Magento would have to calculate the price of every product on the fly—taking into account shopping cart price rules, bundle pricing, discounts, tier pricing, and so on. Loading the price for a product would take a long time, possibly resulting in cart abandonment.



Index	Description	Mode	Status	System Required	Updated At	Action
<input type="checkbox"/> Product Attributes	Index product attributes for layered navigation building	Update on Save	READY	NO	May 5, 2014 7:29:47 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Product Prices	Index product prices	Update on Save	READY	NO	May 5, 2014 7:29:47 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Catalog URL Rewrites	Index product and categories URL rewrites	Update on Save	READY	NO	May 5, 2014 7:29:47 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Category Products	Index category/products association	Update on Save	READY	NO	May 5, 2014 7:29:47 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Catalog Search Index	Rebuild Catalog product/fulltext search index	Update on Save	READY	NO	May 5, 2014 7:29:47 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Stock Status	Index Product Stock Status	Update on Save	READY	NO	May 5, 2014 7:29:47 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Tag Aggregation Data	Rebuild Tag aggregation data	Update on Save	READY	NO	May 5, 2014 7:29:47 AM	<a href="#">Reindex Data</a>

*Index Management*

### To access Index Management:

1. On the Admin menu, select **System > Index Management**.
2. Any indexer with a checkbox next to its name can be managed manually. The other indexers update automatically according to your Magento cron job. The default mode for each indexer is set in the [system configuration](#).

## Column Descriptions

Column	Description														
Index	The name of the indexer.														
Description	A description of the indexer.														
Mode	Applies only to the indicated indexers. Most of the indicated indexers are set to Update on Save, which means a reindex is required when a change is saved. See: Manual Reindexing.														
Status	<p>Displays one of the following:</p> <table border="0"> <tr> <td>Reindex Required</td> <td>A change has been made that requires reindexing. If a checkbox and Reindex Required link appears, can be reindexed manually.</td> </tr> <tr> <td>Ready</td> <td>The index is up-to-date.</td> </tr> <tr> <td>Scheduled</td> <td></td> </tr> <tr> <td>Running</td> <td></td> </tr> </table> <p>The following options apply only to the automatic indexers:</p> <table border="0"> <tr> <td>Scheduled</td> <td>Reindexing is required but hasn't run yet according to your Magento cron job.</td> </tr> <tr> <td>Running</td> <td>Reindexing is required and is either running or in the queue.</td> </tr> <tr> <td>Outdated</td> <td>Indicates reindexing is required but there is an issue preventing it from running. If this state persists, submit a bug report.</td> </tr> </table>	Reindex Required	A change has been made that requires reindexing. If a checkbox and Reindex Required link appears, can be reindexed manually.	Ready	The index is up-to-date.	Scheduled		Running		Scheduled	Reindexing is required but hasn't run yet according to your Magento cron job.	Running	Reindexing is required and is either running or in the queue.	Outdated	Indicates reindexing is required but there is an issue preventing it from running. If this state persists, submit a bug report.
Reindex Required	A change has been made that requires reindexing. If a checkbox and Reindex Required link appears, can be reindexed manually.														
Ready	The index is up-to-date.														
Scheduled															
Running															
Scheduled	Reindexing is required but hasn't run yet according to your Magento cron job.														
Running	Reindexing is required and is either running or in the queue.														
Outdated	Indicates reindexing is required but there is an issue preventing it from running. If this state persists, submit a bug report.														
Update Required	Applies only to the indicated indexers. Indicates whether or not you must manually reindex. (The value in the Mode column indicates whether the indexer must be manually updated.)														
Updated At	Displays the date and time an index was last manually updated, or Never if the index has never been manually updated.														



Column	Description
Action	<i>Indexers that require manual updating display a Reindex Data link. Options include: Change Index Mode / Reindex Data</i>

## Manual Reindexing

When reindexing is required, a message appears at the top of the workspace with a link to Index Management.

- If the Status column indicates, “Reindex Required,” and the Update Required column indicates, “No,” only a partial index is produced when you index manually.
- If the Status column indicates, “Reindex Required,” and the Update Required column indicates, “Yes,” a full index is produced when you index manually.

Index	Description	Status	Update Required	Updated At	Action
<input type="checkbox"/> Product Attributes	Index product attributes for layered navigation buttons	READY	NO	May 5, 2014 10:47:35 AM	Reindex Data
<input checked="" type="checkbox"/> Product Prices	Index product prices	REINDEX REQUIRED	NO	May 5, 2014 10:50:19 AM	Reindex Data
<input type="checkbox"/> Catalog URL Rewrites	Index product and categories URL rewrites	READY	NO	May 5, 2014 10:47:35 AM	Reindex Data
<input type="checkbox"/> Category Products	Indexed category/products association	READY	NO	May 5, 2014 10:47:35 AM	Reindex Data
<input type="checkbox"/> Catalog Search Index	Rebuild Catalog product fulltext search index	READY	NO	May 5, 2014 10:47:35 AM	Reindex Data
<input type="checkbox"/> Stock Status	Index Product Stock Status	READY	NO	May 5, 2014 10:47:35 AM	Reindex Data
<input type="checkbox"/> Tag Aggregation Data	Rebuild Tag aggregation data	READY	NO	May 5, 2014 10:47:35 AM	Reindex Data

*Index States*

### To reindex manually:

1. On the Admin menu, select **System > Index Management**.
2. Select the checkbox of each item to be reindexed.
3. Set **Actions** to “Reindex Data.”
4. Click the **Submit** button.

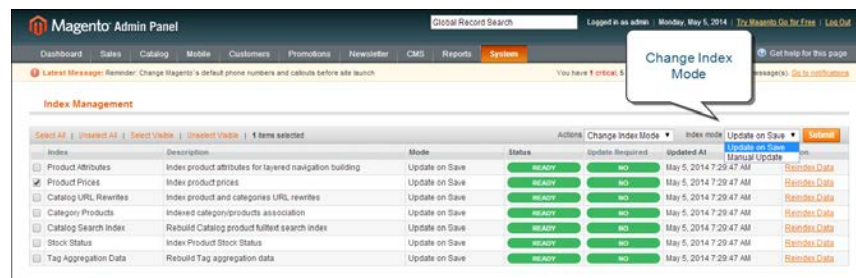
## Index Modes

Magento reindexes automatically whenever one or more items are changed (for example, price changes, catalog or shopping cart price rules are created, new categories added, and so on). Reindexing is performed as a background process;

your store is accessible during all reindexing processes.

### To change the index mode:

1. On the Admin menu, select **System > Index Management**.
2. Select the checkbox of each indexer you want to change.
3. Set **Actions** to “Change Index Mode.” Then, set **Index Mode** to one of the following:
  - Update on Save
  - Manual Update



*Change Index Mode*

4. Click the **Submit** button to apply the change to each selected indexer.

## Events that Trigger Reindexing

Index Type	Reindexing Event
Product Prices	Add customer group Change configuration settings
Flat catalog <sup>1</sup> product data	Add store Add store group Add, edit, or delete attribute (for searching and filtering)
Flat catalog category data	Add store Add store group Add, edit, or delete attribute (for searching and filtering)

<sup>1</sup>The flat product and category indexers also influence how catalog and shopping cart price rules are indexed. If you have a large number of SKUs (about 500,000 or more), you will notice a dramatic improvement in indexing time for price rules. To take advantage of this improvement, you must enable [Use Flat Catalog Product](#).

Index Type	Reindexing Event
Catalog category/product index	Add, edit, or delete products (single, mass, and import) Change product-to-category relations Add, edit, or delete categories Add or delete stores Delete store groups Delete websites
Catalog search index	Add, edit, or delete products (single, mass, and import) Add or delete stores Delete store groups Delete websites
Stock status index	Change inventory configuration settings.
Category permissions index	Add store, add store group, add or delete or update attribute (for searching and filtering)

### Index Actions and Controls

Action	Result	To Control
Creating a new store, new customer group, or any action listed in “Actions that Cause a Full Reindex.”	Full reindex	Full reindexing is performed on the schedule determined by your Magento cron job. In a few cases, full reindexing must be performed manually.
Bulk loading of items in the following ways: <ul style="list-style-type: none"> <li>■ Magento import/export</li> <li>■ Direct SQL query</li> <li>■ Any other method that directly adds, changes, or deletes data.</li> </ul>	Partial reindex (only changed items are reindexed)	At the frequency determined by your Magento cron job.
Changing scope (for example, from global to website)	Partial reindex (only changed items are reindexed)	At the frequency determined by your Magento cron job.

## Events that Trigger a Full Reindex

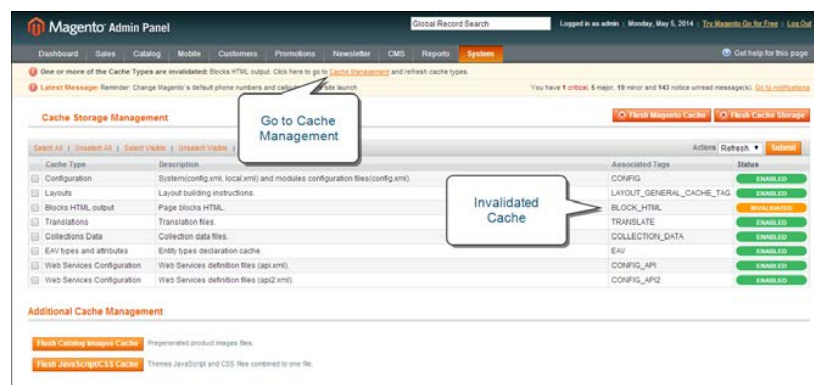
Indexer	Event
Catalog Category Flat Indexer	<p>Create a new web store</p> <p>Create a new web store view</p> <p>Create, or delete an attribute that is any of the following:</p> <ul style="list-style-type: none"> <li>■ Searchable or visible in advanced search</li> <li>■ Filterable</li> <li>■ Filterable in search</li> <li>■ Used for sorting</li> </ul> <p>Change an existing attribute to be any of the preceding.</p> <p>Enable flat category frontend options</p>
Catalog Product Flat Indexer	<p>Create a new web store</p> <p>Create a new web store view</p> <p>Create, or delete an attribute that is any of the following:</p> <ul style="list-style-type: none"> <li>■ Searchable or visible in advanced search</li> <li>■ Filterable</li> <li>■ Filterable in search</li> <li>■ Used for sorting</li> </ul> <p>Change an existing attribute to be any of the preceding.</p> <p>Enable flat category frontend options</p>
Stock status indexer	<p>When the following Catalog Inventory options changes in the system configuration:</p> <p>Stock Options:    Display Out of Stock Products</p> <p>Product Stock    Manage Stock Options:</p>
Price Indexer	<p>Adding a new customer group.</p> <p>When any of the following Catalog Inventory options changes in the system configuration:</p> <p>Stock Options:    Display Out of Stock Products</p> <p>Product Stock    Manage Stock Options:</p>

Indexer	Event
	Price: Catalog Price Scope
Category or Product Indexer	Create or delete a store view
	Delete a store
	Delete a website



## Chapter 59: Cache Storage Management

Using Magento’s cache management system is an easy way to improve the performance of your site. The Cache Storage Management page shows the status of each primary cache and its associated tag. Whenever one of the caches needs to be refreshed, a notice appears at the top of the workspace to guide you through the process.



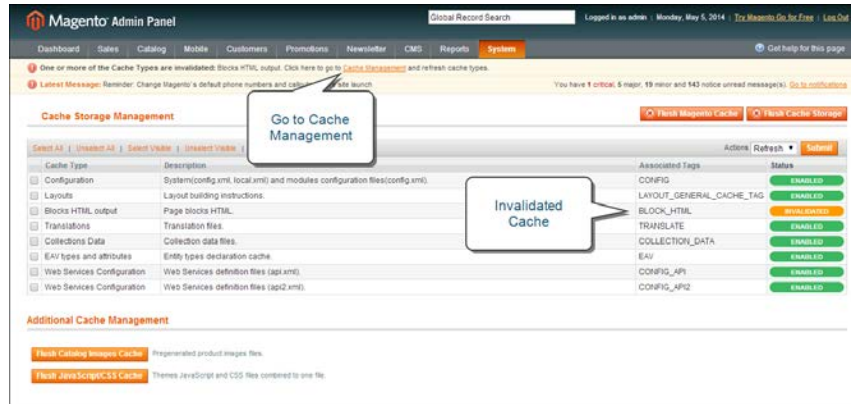
*Cache Storage Management*

There are separate command buttons to flush the Magento-specific cache, and the more all-inclusive cache storage. In addition, there are command buttons to flush the catalog product images cache and JavaScript/CSS cache.

On the server, the default location for the primary Magento cache is var/cache. As an alternative to using the Cache Management tool, the contents of each cache can be manually deleted from the server.

## Clearing Caches

After clearing a cache, always refresh your browser to make sure that it uses the most recent files.



Cache Storage Management

**To refresh specific caches:**

1. Do one of the following:
  - Click the **Cache Management** link in the message at above the workspace.
  - On the Admin menu, select **System > Cache Management**.

The status of each cache that needs to be refreshed appears in yellow and marked, “Invalidated.”

2. Do one of the following:
  - For each cache that needs to be refreshed, click the checkbox at the beginning of the row.
  - To select a group, click one of the selection options above the list.
3. Set **Actions** to “Refresh,” and click the **Submit** button.

**To flush the product image cache:**

1. From the Cache Storage Management page, under Additional Cache Management, click the **Flush Catalog Images Cache** button.

The message, “Image cache was cleaned” appears at the top of the workspace.

2. Make sure to also clear the cache of your browser.



## To flush the JavaScript/CSS cache:

1. From the Cache Storage Management page, under Additional Cache Management, click the **Flush JavaScript/CSS Cache** button.

The message, “The JavaScript/CSS cache has been cleaned” appears at the top of the workspace.

2. Make sure to also clear the cache of your browser.

## Button Descriptions

Command Buttons	Description
Flush Magento Cache	Removes all items in the default Magento cache (var/cache), according to its associated Magento tag.
Flush Cache Storage	Removes all items from the cache, regardless of Magento tag. If your system uses an alternate cache location, any cached files used by other applications will be removed in the process.
Flush Catalog Images Cache	Removes all automatically resized and watermarked catalog images that are stored at: media/catalog/product/cache. If recently uploaded images aren't reflected in the catalog, try flushing the catalog and refreshing your browser.
Flush JavaScript/CSS Cache	Removes the merged copy of JavaScript and CSS files from the cache. If recent changes to the stylesheet or JavaScript aren't reflected in the store, try flushing the JavaScript/CSS cache and refreshing your browser.

## Cache Types

Type	Description
Configuration	System and module configuration files. Associated tag: CONFIG  System:           config.xml local.xml  Module:           config.xml
Layouts	Page layout building instructions. Associated tag: LAYOUT_GENERAL_CACHE_TAG
Blocks HTML Output	The HTML that is associated with page blocks. Associated tag: BLOCK_HTML

Type	Description
Translations	Language translation files. Associated tag: TRANSLATE
Collections Data	Files that contain data that is the result of a query. Associated tag: COLLECTION_DATA
EAV Types and Attributes	Attribute entities, types, and values. Associated tag: EAV
Web Services Configuration	Web Services definition files (api.xml) Associated tag: CONFIG_API
Web Services Configuration	Web Services definition files (api2.xml) Associated tag: CONFIG_API2

## External Full-Page Cache

Full-page caching can improve response time and reduce the load on the server. Magento Community Edition supports the external Send Full Page Cache. To learn more, see [Content Caching \(Dynamic\)](#) on the Zend website.

### To enable external caching:

1. On the Admin menu, select System > Configuration.
2. In the panel on the left, under Advanced, select System.
3. Click to expand the External Full Page Cache Settings section. Then, do the following:
  - a. Set **Enable External Cache** to “Yes.”
  - b. Set **External Cache Control** to “Zend Full Page Cache.”

External Full Page Cache Settings		
Enable External Cache	Yes	[GLOBAL]
Cookie Lifetime (seconds)	3600	[GLOBAL]
	<small>▲ If empty, default value will be used.</small>	
External Cache Control	Zend Full Page Cache	[GLOBAL]

*External Full-Page Cache Settings*

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

## Chapter 60: Alternate Media Storage

Magento Community Edition gives you the option to store media files in a database on a database server, or on a Content Delivery Network (CDN), as opposed to storing them on the file system of the web server. The advantage of using alternate storage is that it minimizes the effort required to synchronize media when multiple instances of the system that are deployed on different servers that need access to the same images, CSS files, and other media files.

CDN as alternate media storage is implemented as a support option only, not as a full integration with a specific CDN. You must choose and configure a CDN on your own.

### Using a Database for Media Storage

By default, all images, compiled CSS files, and compiled JavaScript files of the Magento instance are stored in the file system on the web server. You can choose to store these files in a database on a database server. One advantage of this approach is the option of automatic synchronization and reverse synchronization between the web server file system and the database. You can use the default database to store media or create a new one. To be able to use a newly created database as media storage, you must add information about it and its access credentials to the local.xml file.

#### To use a database for media storage:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under Advanced, select **System**.
3. This configuration takes place at the global level, so set **Current Configuration Scope** to “Default Config.”
4. Click to expand the **Storage Configuration for Media** section. Then, do the following:

The screenshot shows a configuration window titled "Storage Configuration for Media". It contains the following elements:

- Media Storage:** A dropdown menu with "Database" selected. To its right is the label "[GLOBAL]".
- Select Media Database:** A dropdown menu with "default\_setup" selected. To its right is the label "[GLOBAL]".
- Synchronize:** An orange button with the text "Synchronize". A tooltip is visible over this button, containing the text: "After selecting a new media storage location, press the Synchronize button to transfer all media to that location. Media will not be available in the new location until the synchronization process is complete."
- Environment Update Time:** A text input field containing the value "3600". To its right is the label "[GLOBAL]".

### *Storage Configuration for Media*

- a. Set **Media Storage** to “Database.”
  - b. Set **Select Media Database** to the database you want to use.
  - c. Click the **Synchronize** button to transfer the existing media to the newly selected database.
  - d. Enter the **Environment Update Time** in seconds.
5. When complete, click the **Save Config** button.

## Accessing Media from a Database

When the customer opens the store page, its browser requests the HTML code and the media specified in the HTML code from the Magento system. The system searches the requested media in the file system and passes it to the browser, if it is found. If the system does not find the media in the file system, it requests the media from the database specified in the settings, places the media to the file system, and sends it to the customer’s web browser.

To get the files from the database to the file system on the web server a PHP script is used. When the browser requests media from the web server, there are two alternatives for when a PHP script is run:

- If web server rewrites are enabled in the Magento system and supported by the server, the PHP script is run only when the requested media is not found in the web server file system.
- If web server rewrites are disabled in the Magento system or not supported by the server, the PHP script is run in any case, even when the required media exists in the file system of the web server.

You can configure web server rewrites in System > GENERAL > Web > Search Engine Optimization > Use Web Server Rewrites.

## Using a Content Delivery Network

Storing media files in a CDN is another alternative supported in Magento. There is no full integration with a specific CDN, and you are responsible for choosing and configuring a CDN on your own. After configuring the CDN, you must complete the configuration from the Admin. The changes can be made at either the global or website level.

### To configure a content delivery network:

1. On the Admin menu, select **System > Configuration**.
2. In the panel on the left, under General, select **Web**.
3. Set the **Current Configuration Scope** as needed.
4. Click to expand the **Unsecure** section. Then, do the following:

The screenshot shows the 'Unsecure' configuration section in the Magento Admin. It contains five input fields for Base URL, Base Link URL, Base Skin URL, Base Media URL, and Base JavaScript URL. Each field has a 'STORE VIEW' link to its right. Below the Base JavaScript URL field, there is a warning message: 'Warning! When using CDN, in some cases JavaScript may not run properly if CDN is not in your subdomain'.

### *Unsecure*

- a. Change the value of the **Base Media URL**.
  - b. Change the value of the **Base JavaScript URL**.
5. Click to expand the **Secure** section.

The screenshot shows the 'Secure' configuration section in the Magento Admin. It contains seven input fields for Base URL, Base Link URL, Base Skin URL, Base Media URL, Base JavaScript URL, Use Secure URLs in Frontend, and Use Secure URLs in Admin. Each field has a 'STORE VIEW' or 'GLOBAL' link to its right. Below the Base JavaScript URL field, there is a warning message: 'Warning! When using CDN, in some cases JavaScript may not run properly if CDN is not in your subdomain'. The 'Use Secure URLs in Frontend' and 'Use Secure URLs in Admin' fields are dropdown menus set to 'No'.

### *Secure*

- a. Change the value of the **Base Media URL**.
  - b. Change the value of the **Base JavaScript URL**.
6. When complete, click the **Save Config** button.

## Accessing Media from a CDN

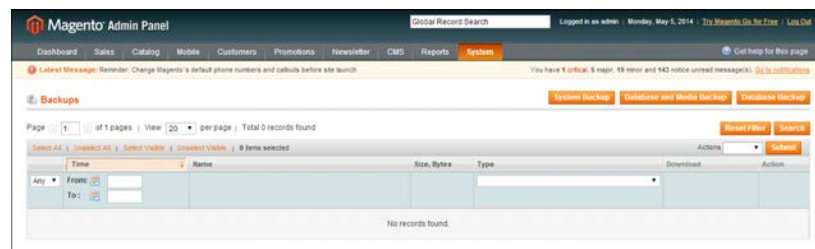
When a CDN is selected as media storage, all paths to media on the web store pages are changed to paths to the CDN. Retrieving media that is stored in a CDN works as follows:

- When a customer opens a page in the store, the browser addresses the CDN with the request to acquire some media files, such as images.
- If the CDN does not yet have these images in its storage, it requests them from the server, and provides images to the customer's browser.
- If the CDN already has the required images in storage, it simply serves the requested images to the customer's browser.

**Important!** When a CDN is used as media storage, JavaScript may not function properly if the CDN is not in your subdomain. This is a browser security feature.

## Chapter 61: Server Backups & Rollback

Magento enables you to perform different types of backups (backup of database, file system, or both) and to perform rollbacks automatically. Files are compressed using the .gz and .tgz formats. Backup files are stored in the `var/backups` directory in your Magento file system. The content of the `/var/cache`, `/var/log`, `/var/session` and `/var/report` folders is excluded from the backup.



*Backups*

### Creating a Backup

#### To create a backup:

1. On the Admin menu, select **System > Tools > Backups**.
2. Click one of the following buttons, depending on the backup type you need to create:

System Backup	Creates a complete backup of the database and the file system. On the next step you will have the possibility to choose whether to include the media folder to the backup.
---------------	--

Database and Media Backup	Creates a backup of the database and the media folder.
---------------------------	--

Database Backup      Creates a backup of the database.

3. To put the store into maintenance mode during the backup, select the checkbox. After the backup is created, maintenance mode is turned off automatically.
4. If you are creating a system backup, select the **Include Media folder to System Backup** checkbox if you want to include the media folder. When prompted, confirm the action.

Database backup files are compressed using the .gz format. For the system backups and database and media backups, the .tgz format is used. Backup files are stored in the var/backups directory in your Magento file system. The files that are stored in the /var/cache, /var/log, /var/session and /var/report folders are excluded from the backup.

Records of all created backups are listed on the Backups page. Deleting a record deletes the archive file as well.

## Roll Back Changes

### To roll back the whole system or the database:

1. On the Admin menu, select **System > Tools > Backups**.
2. On the Backups page, find the backup you want. Then in the Action column, click the **Rollback** link.

All changes made since the backup was created will be lost after the rollback.

3. Confirm the roll back. When prompted, enter your Admin **Password**. Then, choose whether you want to put your store into the maintenance mode during the roll back. When restoring file system or database and media files you can choose to use the FTP connection.

After the rollback, you are redirected to the Admin login page.

4. Refresh cache types and rebuild required indexes. This can be done under System > Cache Management and System > Index Management, respectively.

**Important!** Use the Rollback with caution. Customers who are in the process of checking out when you start the rollback may not be able to complete checkout.



## Limiting Access to Backup and Rollback

Access to the Backups and Rollback management tool can be restricted by configuring user [permissions](#) for backup and rollback resources. To restrict access, leave the corresponding checkbox unselected. If you need to grant access to the Rollback resources, you must grant access to backup resources as well.

## Create a Backup from Magento Connect Manager

Before installing an extension, you should always perform a backup. In the Magento Connect Manager (MCM), you can choose to create a backup before installing an extension or upgrading Magento.

### To create a backup from MCM:

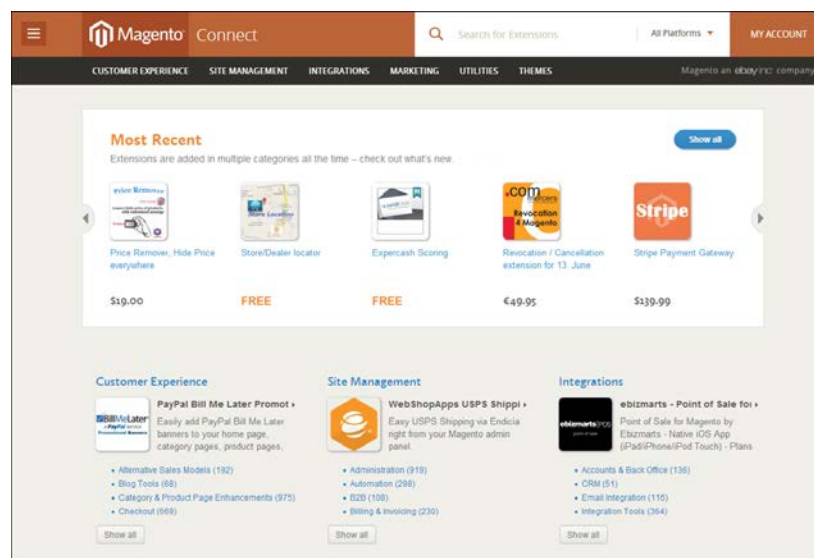
1. On the Admin menu, select **System > Magento Connect > Magento Connect Manager**.
2. Select the **Create Backup** checkbox and select the backup type.

Proceed with installing extension or updating Magento. The backup is created automatically, and is listed under System > Tools > Backups.



## Chapter 62: Magento Connect

[Magento Connect](#) is the marketplace for Magento extensions. There are hundreds of extensions available from all over the world. Magento out-of-the-box supports a few of the most popular ones. However, community members are developing and publishing new extensions in order to extend Magento with various new features.



*Magento Connect*

## Updating Magento

Magento Community Edition is constantly evolving. New features are added and problems resolved on an ongoing basis. From time to time you will be notified that a new Magento CE version is available. This notice will be published in the Magento blog, and in your Admin InBox.

Consider the following before updating your store:

- If the update is critical, contains mandatory updates, or resolves issues that you have encountered, you should update your store.
- If your store has a custom theme, you will benefit from the bug fixes in the update, but new the functionality might not be implemented in your theme.
- Upgrading between major versions, such as between version 1.1 and 1.2, might require minor configuration changes. See the update release notes for more information.
- We strongly recommend that you test all updates in a staging environment before upgrading a live store.

### To update your store to a new version:

1. On the Admin menu, select **System > Magento Connect > Magento Connect Manager**.
2. Enter your Admin username and password, and click the **Log In** button.
3. Click the **Check for Upgrades** button. Any upgrades available for Magento CE modules are marked in yellow.
4. In the Actions column, select the upgrades to be installed. Then, click the **Commit Changes** button.
5. When the installation is complete, click the **Return to Admin** link in the header.

Congratulations! You have just upgraded your Magento CE. Now check your site to make sure everything works as expected.

# Installing Extensions

Many extensions are available on Magento Connect, and the installation process varies for each. Some extensions require additional configuration after the installation. Please read the documentation provided by the extension developer for specific instructions. The following instructions outline the general process. Before installing any extension, always [backup your store](#).

## To backup your store:

1. On the Admin menu, select **System > Magento Connect > Magento Connect Manager**.
2. Select the **Create Backup** checkbox and select the backup type.

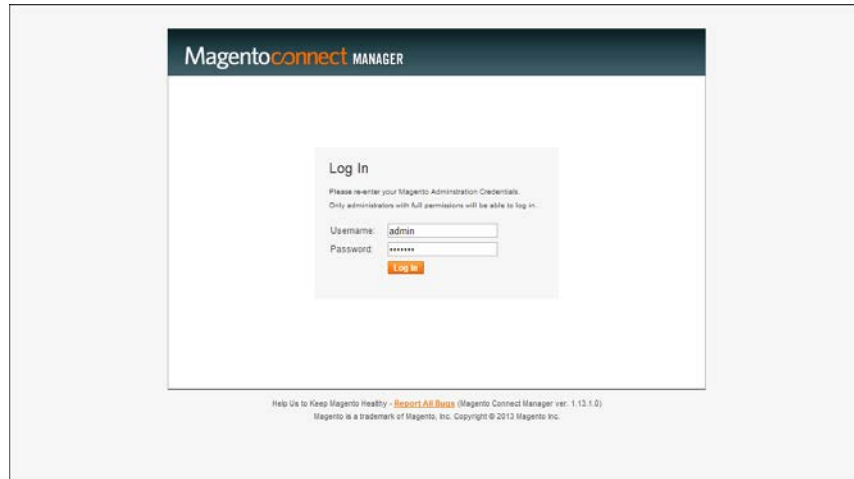
The backup is created automatically, and is listed under System > Tools > Backups.

## To install an extension:

1. Go to [Magento Connect](#).
2. Use the filters to browse through the available extensions.
3. On the page of the extension you want to install, do the following:
  - a. If the extension is available for sale, click the **Get Extension** button. Then, follow the prompts to purchase the extension.
  - b. Click the **Get Extension Key** key button.
  - c. Click the link to read the license agreement, and if you agree to the terms, select the checkbox.

An extension key similar to this appears: magento-core/Mage\_xxxx. The key is a special link that Magento needs to install the extension to your store.

- d. Click **Select** to select the key, and press **Ctrl + C** to copy it to the clipboard.
4. Log in to your store Admin, and do the following:
    - a. On the Admin menu, select **System > Magento Connect > Magento Connect Manager**.
    - b. When prompted, enter your Admin **User Name** and **Password**. Then, click the **Log In** button.



*Log In to Magento Connect Manager*

- c.** In the Install New Extensions section, paste the **Extension Key**.
  - d.** Click the **Install** button and wait for the installation to complete.
- 5.** You can now return to your store Admin and use the extension.

Look for new options in the related section of the Admin. For example, a payment extension will appear in System > Configuration > Sales > Payment Methods.



## Chapter 63: Web Services

Web services share information across networks using standards-based technologies. Information from your store can be shared with other Web-based services to help create a more integrated set of tools for your business.

Web services retrieve information from your store using an application programming interface, the Magento Core API. The Magento Core API includes all the parameters for data requests that other web services need to access information from your store.

### Magento Core API Settings

The Magento Core API supports both SOAP and XML RPC protocols. The API is permission-based, and allows access to the Customer, Catalog, and Order modules of your store.

The WSDL (Web Services Description Language) definition that you create for your Magento Community Edition API solution is by default, [WS-I](#) compliant. This makes it possible to use tools that require a WS-I compliant WSDL definition for API integration. No additional settings are required.

### WS-I Endpoint URL

Use the following endpoint URL for all WSI-I APIs, and replace {site\_url} with the store domain.

```
http://{site_url}/api/wsi_soap/?wsdl
```

### General Settings

By default, the API default character set is UTF-8, and the timeout for client sessions is 3600 seconds. You can change the default settings through the system configuration of the store.

## To change the general settings:

1. On the Admin menu, select **System > Configuration**.
2. In the Configuration panel on the left, under Services, select **Magento Core API**. Then, click to expand the **General Settings** section. Then, do the following:

General Settings		
Default Response Charset	<input type="text" value="UTF-8"/>	[STORE VIEW]
Client Session Timeout (sec.)	<input type="text" value="3600"/>	[STORE VIEW]
WS-I Compliance	<input type="text" value="Yes"/>	[STORE VIEW]
Enable WSDL Cache	<input type="text" value="Yes"/>	[STORE VIEW]

### *Magento Core API General Settings*

- a. Enter the name of the **Default Response Charset** that you want to use.
  - b. Enter the length of the **Client Session Timeout** in seconds.
  - c. To enable **WS-I Compliance**, select “Yes.”
  - d. To enable the **WSDL Cache**, select “Yes.”
3. When complete, click the **Save Config** button.

## Activating Web Services

Web Services give you the ability to grant permission to third-party applications to access your store data for the purpose of integration. Magento Community Edition supports both SOAP and REST services.

### Step 1: Create a Web Service Role

1. On the Admin menu, select **System > Web Services > SOAP/XML-RPC Roles**.
2. Click the **Add New Role** button.
3. In the Role Information section, enter a **Role Name** such as “API.”
4. In the panel on the left, select **Role Resources**. Then do one of the following:
  - To enable full access, set **Resource Access** to “All.”
  - To provide limited access to data, set **Resource Access** to “Custom.” Then, select the checkbox of each resource that is available to this role.



- By default, when a area is selected, full access is granted. However, you can specify the actions that a person is allowed to take. Specific types of access are listed under many of the resource links, so it is easy to determine exactly what a user is allowed to do with the resource.
5. When complete, click the **Save Role** button.

## Step 2: Create a Web Service User

1. On the Admin menu, select **Web Services > SOAP/XML-RPC-Users**.
2. Click the **Add New User** button.
3. Complete the following fields:
  - User Name
  - First Name
  - Last Name
  - Email
4. In the **API Key** field, type in a verification key, or password. This is the access credentials that third-party web services will use to access your Magento store.

Account Information	
User Name *	<input type="text" value="Jane"/>
First Name *	<input type="text" value="Jane"/>
Last Name *	<input type="text" value="Smith"/>
Email *	<input type="text" value="jsmith@example.com"/>
API Key *	<input type="password" value="*****"/>
API Key Confirmation *	<input type="password" value="*****"/>
This account is	<input type="text" value="Active"/> ▼

*Web Service User*

5. To confirm, re-enter the key in the **API Key Confirmation** field.
6. In the panel on the left, select **User Role**. Then, select a role for the user.
7. When complete, click the **Save User** button.

## Step 3: Add Custom Scripts to Your Store

Some third-party web services rely on snippets of JavaScript code to gather data. Some web services require you to insert code in the [HTML <head>](#) section, while others require the code to be in the HTML footer, below the closing `</body>` tag.

## REST Roles

The REST API defines a set of functions that developers can use to perform requests and receive responses. To learn more about REST permissions, see: [Web Services](#).

## Appendix A: Glossary

### A

---

#### **above the fold**

The web page content that is immediately visible in the browser window; section of a page that is displayed without the need to scroll.

#### **Admin**

The password-protected back office of your store where orders, catalog, content, and configurations are managed.

#### **alt text**

The text that is displayed in place of an image when the user is unable to view the image.

#### **anchor text**

The visible text that is anchored to another page or page section; the literal text of a hyperlink.

#### **API**

Application Program Interface: A software interface that lets third-party applications read and write to a system using programming language constructs or statements.

#### **aspect ratio**

The proportional relationship between the width and height of an image.

#### **attribute**

A characteristic or property of a product; anything that describes a product. Examples of product attributes include color, size, weight, and price.

**authorization**

To give a service permission to perform certain actions or to access resources.

**average inventory cost**

Product price, less coupons or discounts, plus freight and applicable taxes. The average is determined by adding the beginning cost of inventory each month, plus the ending cost of inventory for the last month of the period.

**B**

---

**B2B**

Business to Business: A type of business transaction between two business entities that are not the final consumers of the goods or services.

**B2C**

Business to Consumer: Business transactions between a business entity and a consumer.

**banner**

Promotional graphics displayed either horizontally on the top of a web page or vertically on the left or right margins. Website advertisements are often displayed as banners.

**base currency**

The primary form of currency used in store transactions.

**base currency rate**

The base currency rate is the default for your store.

**batch processing**

To perform a task or make a change to multiple items all at once, without manual repetition.

**bounce rate**

The percentage of visitors to your site that leave without viewing any other pages.

**brand**

A unique identity that defines a particular product or group of products.

**breadcrumb**

A navigation aid that helps the user to keep track of their location within your store.

**brick and mortar**

A retail business with a permanent physical location, as opposed to being entirely virtual.

**broken link**

A hyperlink that fails to send the user to its intended web page.

**C**

---

**callout**

A term that is sometimes used to describe a block that is defined as a layout update using XML code.

**canonical URL**

The canonical meta tag redirects search engines to the correct URL, when seemingly duplicate content is encountered on the server.

**capture**

The process of converting the authorized amount into a billable transaction. Transactions cannot be captured until authorized, and authorizations cannot be captured until the goods or services have been shipped.

**cardholder**

A person who opens a credit card account and is authorized to make purchases.

**cascading style sheet**

The markup standard used to apply styles to HTML elements on the page.

**category**

A set of products that share particular characteristics or attributes.

**CCV**

Credit Card Verification code. (See CVV)

**checkout process**

The process of gathering the payment and shipping information that is necessary to complete the purchase of items in the shopping cart. In the final step, the customer reviews and places the order.

**CMS**

Content Management System: A software system that is used to create, edit, and maintain content on a website.

**composite product**

Any product type that offers customers a choice of options.

**composite products****Content Delivery Network**

A large distributed network of servers that specializes in the high performance delivery of multi-media content.

**content marketing**

The art of promoting products or services by providing valuable information at no charge.

**conversion**

A marketing term that indicates a goal has been reached. If the goal is to sell a product, conversion is reached when a visitor to your site becomes a buyer.

**conversion rate**

The percentage of visitors who are converted into buyers.

**credit memo**

A document issued by the merchant to a customer to write off an outstanding balance because of overcharge, rebate, or return of goods.

**CSS**

Cascading Style Sheets: A style sheet language that controls the appearance of HTML documents; a way to control the appearance of text, graphics, lists, links, and all other elements on a web page.

**CSV**

Comma Separated Values: A type of file used to store data values which are separated from each other by commas.

**CVM**

Card Verification Method: A way to verify the identity of the customer by confirming a 3-digit or 4-digit credit card security code with the payment processor.

**CVV**

The Card Verification Value, also known as the Card Security Code, provides an additional level of security for online transactions.

**D**

---

**domain**

The address of a website on the web; what the customer types in their browser address bar to access the store.

**double opt-in**

The process for subscribing email recipients by requiring them to take a secondary step to confirm that they want to receive emails.

**dynamic content**

A web page that displays different content depending on the user request.

**Dynamic Media URL**

A link to an image that contains a relative reference to the file location in media storage.

**E**

---

**EAV**

Entity Attribute Value

**evergreen content**

Content that has a long shelf life.

**F**

---

**FAQ**

Frequently Asked Questions.

**favicon**

Short for favorites icon; a 16x16 or 32x32 pixel icon associated with a website; is displayed in the browser address bar and next to the site name in a bookmark list.

**feed reader**

Software that is used to read syndicated content from RSS feeds.

**FOB**

Freight On Board: A shipping term indicating who is responsible for paying transportation charges.

**frontend properties**

Properties that determine the presentation and behavior of an attribute from the standpoint of the customer in your store.

**fulfillment**

The process of managing customer shipments.

**G**

---

**gateway**

A transaction bridge between a customer and a payment processing service that is used to transfer money between the customer and the merchant.

**gross margin**

The difference between the cost and price of a product.

**H**

---

**handle**

In programming, a name used to reference an object.

**home page**

The first home page a visitor sees when they access your website URL. Considered the most important page on your website according to search engine indexing.

**HTML**

HyperText Markup Language: A standard for tagging and structuring text, images, videos, and other media on a web page.

**I**

---

**invoice**

A document that provides a detailed description of a purchase, including products purchased, quantity, price, shipping cost, sales tax, and total.



## J

---

### **JavaScript**

A scripting language used with HTML to produce dynamic effects and interactions on web pages.

## K

---

### **keyword**

A term or phrase used in a search to filter for content that is of significant importance to that term or phrase.

## L

---

### **LAMP**

Linux / Apache / MySQL / PHP

### **landing page**

A page on your site where a visitor arrives after clicking a link or advertisement.

### **layout**

The visual and structural composition of a page.

### **layout update**

A specific set of XML instructions that determines how the page is constructed.

### **link juice**

The value and authority transferred from one web page to another via hyperlinks (or links). Link juice affects a website's page rank, a factor used to rank a search engine results page.

### **liquid layout**

A flexible approach to web design that specifies the size and position of elements as percentages rather than as exact measurements in pixels.

### **load sequence**

The order in which scripts are loaded into memory. To work correctly, some scripts must be loaded before others.

**locale**

A set of configurations that defines the user's language, country, tax rate, and other settings.

**login**

The process of signing into an online account.

**M**

---

**markdown**

The amount subtracted from the original price of a product.

**markup**

A percentage added to the cost of an item to determine the retail price.

**media storage**

A dedicated space on the content delivery network for your store's assets.

**merchant account**

An account with a bank or financial institution that makes it possible to accept credit card transactions.

**meta tags**

Information in a web page that is not displayed on the page itself, but is used by search engines to determine the page title, description, and page keywords.

**N**

---

**navigation**

The primary group of web page links that a customer uses to navigate around the website; the navigation links to the most important categories or pages on an online store.

**O**

---

**opt-in**

The process by which a user consents to receiving emails from an online store.

## P

---

### **packing slip**

A document that is usually included in a shipped package that describes the contents. Packing slips do not include financial or account information.

### **path to purchase**

The path a prospect follows that leads to a sale.

### **payment bridge**

An application that helps merchants meet PCI- DSS requirements.

### **payment gateway**

A service that charges your customers' credit cards and sends the funds to your merchant account, for deposit into your business bank account.

### **PCI**

Payment Card Industry: Refers to debit and credit cards and their associated businesses.

### **privacy policy**

A document that explains the merchant's policies for handling customer information.

### **purchase order (PO)**

A written sales contract between a buyer and seller that describes the merchandise or service to be purchased from a vendor.

## R

---

### **redirect**

A method used to alert browsers and search engines that a page has been moved. 301 Redirect: Permanent change 302 Redirect: Temporary change

### **relative link**

A hyperlink that includes only the address of the linked page that is relative to the linking page, rather than the full URL.

### **return policy**

A document that explains the merchant's rules regarding the return of products by customers.

**robots.txt**

A file placed on a website that tells search engine crawlers which pages not to index.

**RSS feed**

Really Simple Syndication: A technology that creates web content syndication and allows web users to subscribe to product feeds, websites, and blogs.

**S**

---

**SaaS**

Software as a Service: A software delivery model where the vendor provides the software and hosting environment, and customers pay for the service by subscription or per use.

**security certificate**

Information that is used by the SSL protocol to establish a secure connection.

**SEO**

Search Engine Optimization: The process of improving a website's search engine rankings in order to increase valued visitors.

**SERP**

Search Engine Results Page

**settlement**

Settlement occurs when the acquiring bank and the issuer exchange funds and the proceeds are deposited into the merchant account.

**shipping carrier**

A company that transports packages. Common carriers include UPS, FedEx, DHL, and USPS.

**shopping cart**

A grouping of products that the customer wishes to purchase at the end of their shopping session.

**sidebar**

The right or left column of a two-column page layout.

**sitemap**

A page that provides search engines with an efficient, alternate route through your site.

**SKU**

Stock Keeping Unit: A number or code assigned to a product to identify the product, options, price, and manufacturer.

**splash page**

A promotional page with a product or advertisement; normally displayed before the home page.

**SSL certificate**

A validation and security mechanism that identifies the merchant and encrypts credit card and other sensitive information.

**static block**

A fixed content block that can be displayed on various content pages in a store.

**static content**

Content that does not change frequently. See also dynamic content.

**T**

---

**theme**

A package that contains graphics and appearance information, and customizes the look and feel of the store.

**transactional email**

A notification email sent to the customer when a transaction is processed.

**transactional emails**

An automated email message that is sent in response to a specific event or transaction.

**U**

---

**URL**

Uniform Resource Locator: The unique address of a page on the internet.

**usability**

Refers to the degree to which a product or service is easy to use by its customers.

**W**

---

**widget**

A prepared snippet of code that adds functionality and/or dynamic effects to your store.

**WYSIWYG**

What You See Is What You Get: An editor that displays formatted text as it will appear in its final published form.

**X**

---

**XML**

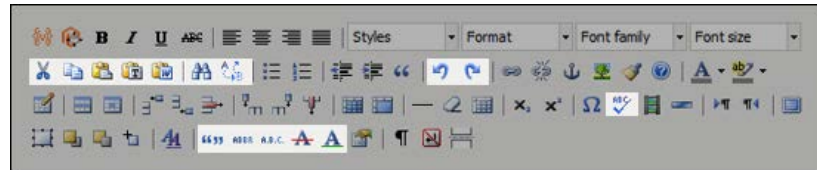
Extensible Markup Language: A markup format derived from SGML that it used to format information for publication and distribution.

## Appendix B: Editor Toolbar

















*Editor Toolbar*

### Editing Tools

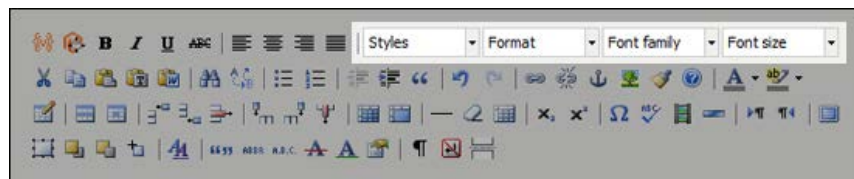


*Editing Tools*

Button	Description
	Undo
	Redo
	Cut
	Copy
	Paste



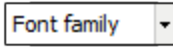

Button	Description
	Paste as Plain Text
	Paste from Word
	Find
	Find and Replace
	Spellchecker (not installed)
	Mark as Deletion
	Mark as Insertion
	Citation
	Abbreviation
	Acronym

## Styles and Fonts

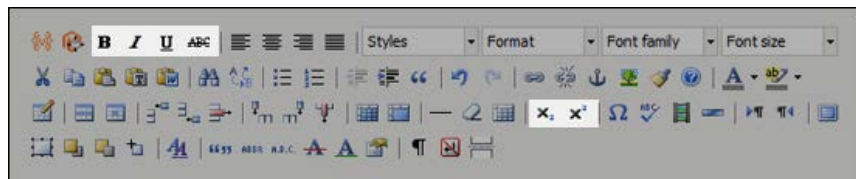


*Styles and Fonts*








List	Description
	Styles
	Format
	Font Family
	Font Size

### Character Format



*Character Format*

Button	Description
	Bold
	Italic
	Underline
	Strikethrough
	Subscript

Button	Description
--------	-------------



Superscript

### Special Characters



*Special Characters*

Button	Description
--------	-------------



Insert Symbol

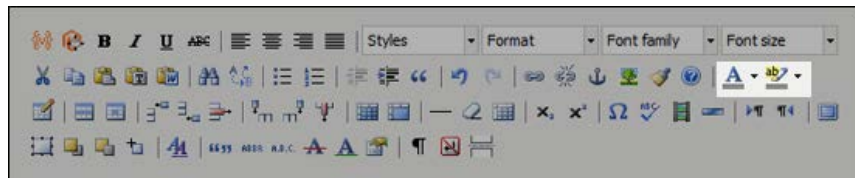


Insert Non-Breaking Space



Insert Page Break

### Color



*Color*

Button	Description
--------	-------------

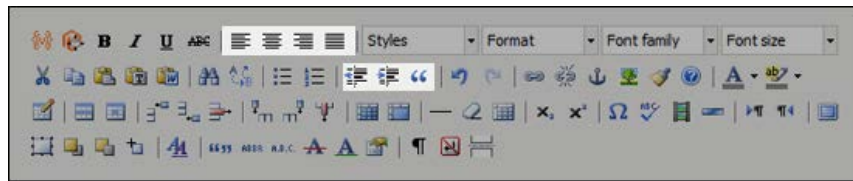


Select Text Color










Select Background Color

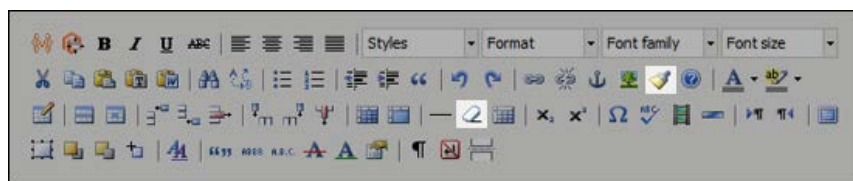
## Paragraph Format



*Paragraph Format*

Button	Description
	Left Justify
	Center
	Right Justify
	Full Justify
	Outdent
	Indent
	Blockquote

## Coding Tools



*Coding Tools*

Button	Description
--------	-------------

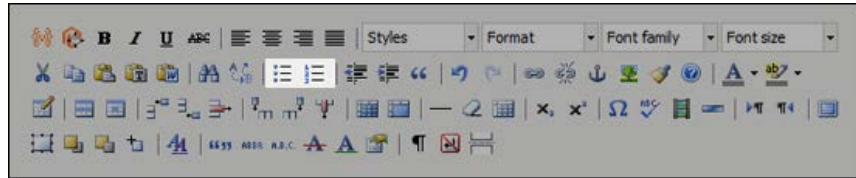


Remove Formatting



Cleanup Messy Code

### Lists



*Lists*

Button	Description
--------	-------------



Bulleted (Unordered) List



Numbered (Ordered) List

### Rules



*Rules*

Button	Description
--------	-------------

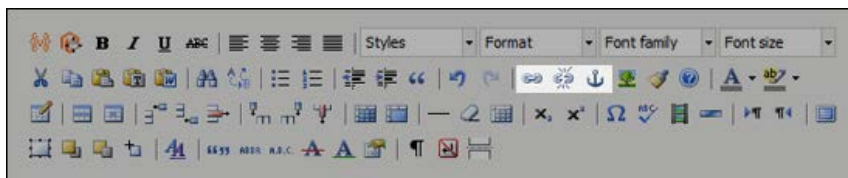


Insert Simple Horizontal Rule






Insert Formatted Horizontal Rule

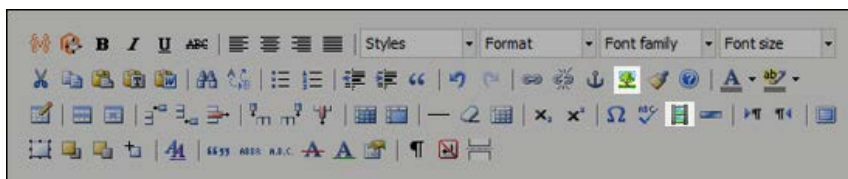
## Links and Anchors





*Links and Anchors*

Button	Description
	Insert/Edit Link
	Remove Link
	Insert/Edit Anchor

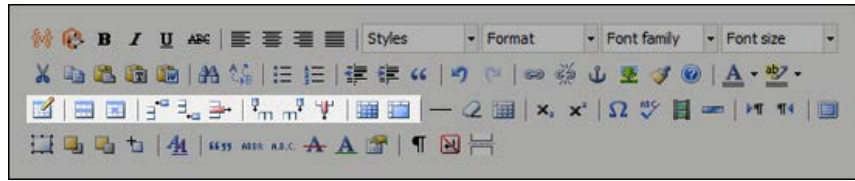
## Images and Media












*Images and Media*

Button	Description
	Insert/Edit Image
	Insert Media

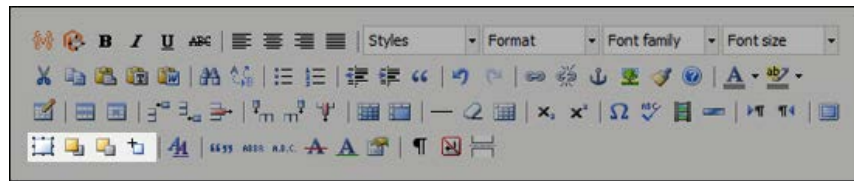
## Tables







### *Tables*

Button	Description
	Insert/Modify Table
	Table Row Properties
	Table Cell Properties
	Insert Row Above
	Insert Row Below
	Remove Column
	Remove Row
	Split Merged Table Cells
	Merge Table Cells

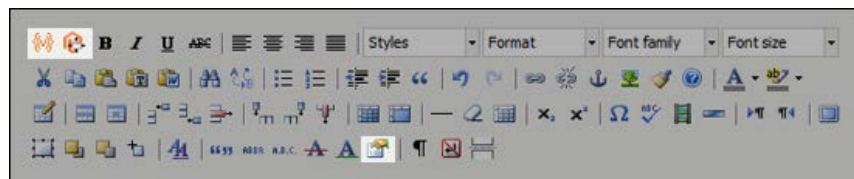
## Layers






*Layers*

Button	Description
	Insert New Layer
	Move Layer Forward
	Move Layer Backward
	Toggle Absolute Positioning

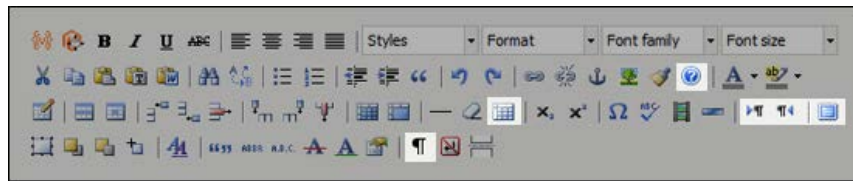
## Variables, Attributes and Widgets









*Variables, Attributes and Widgets*

Button	Description
	Insert Variable
	Insert/Edit Attributes
	Insert Widget

## Workspace Preferences



*Workspace Preferences*

Button	Description
	Toggle Fullscreen Mode
	Display Visual Control Characters (On/Off)
	Toggle Guidelines / Invisible Elements
	Set Typing Direction Left-to-Right
	Set Typing Direction Right-to-Left
	Help



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