



The official PrestaShop

USER GUIDE 1.5

This book is edited by PrestaShop, Inc. (<http://www.prestashop.com/>).

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First published: December 2012.

ISBN 978-1-291-21487-1

PrestaShop 1.5

User Guide

PrestaShop presents a comprehensive, intuitive user administration panel, and gives you hundreds of standard functions that can be adapted or personalized in order to respond to all of your needs.

This user guide will help you familiarize yourself with all of PrestaShop's features. You will also be able to efficiently manage your PrestaShop site. While the majority of it is aimed at shop owners, the first chapter serves as an introduction to the front-office interface, which can be helpful to everyone.

You can post all of your questions directly on our forum,
<http://www.prestashop.com/forums/>

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Training

This PrestaShop guide is intended to be a practical companion to the PrestaShop software. If you would like to learn even more, PrestaShop offers different training sessions. They are available for anyone who wishes to perfect and to master the PrestaShop software.

We offer four different sessions, tailored to your needs and expertise:

- **User training.** Master the everyday uses of PrestaShop, and familiarize yourself with all of the features of the software. It is aimed at retailers who manage their online shops with PrestaShop.
Length of training: 1 day.
- **Integrator training.** Master the layout of a PrestaShop online store, and learn the nuances of integrating your own creation.
Length of training: 2 days.
- **Development training.** Gain a perfect understanding of PrestaShop's software architecture, and be able to build your own specific features.
Length of training: 2 days.
- **Pre-sale training.** Build your sales pitch and understand the full potential of PrestaShop. *This training is aimed at certified agencies.*
Length of training: 1 day.

If you would like to receive further information and the requirements of participation, please visit the following page:

<http://www.prestashop.com/en/training>.

Customizing your shop

This guide will teach you about all the various options and features of a standard PrestaShop installation. Diving into PrestaShop means exploring many settings and possibilities, and the power of PrestaShop will little by little be presented to you.

You will soon learn that you can go even further than a standard installation. Indeed, by default your shop has one theme and a hundred of modules, but you can install as many themes and modules as you see fit to expand your shop and make it truly yours.

Themes and modules creators upload their creation on the PrestaShop Addons website, at <http://addons.prestashop.com/>, the only official PrestaShop marketplace, where shop owners can find many ways to extend and improve their shop.

Creating an account in is free, and many quality add-ons are free too. Browse the many categories, search for a specific keyword, then buy and download the add-on you need and install it on your shop – either in the `/modules` or `/themes` folder of your PrestaShop installation.

You do not have to be a PrestaShop expert to start shopping for add-ons: have a look at more than a thousand of modules and more than 900 themes right now!

Visit <http://addons.prestashop.com>!

Browsing the front-office

The front-office is what customers constantly see when browsing your shop. It is the interface, the products, the pictures, the descriptions, the whole purchase process, etc.

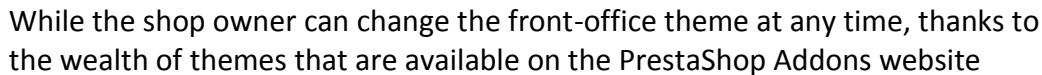
As a customer, this is all you will see of a shop during your browsing and buying experience, from start to finish.

As a shop owner, you should know your front-office like the back of your hand, not only because you owe it to yourself to know your shop inside and out, but also because you need to understand what your customers face, the number of pages and clicks they go through during a typical buying sessions, where they might get stuck and how to help them out, etc.

The default theme

PrestaShop comes with a default theme, which uses shades of gray on a white background. This simple design is intentional, in order to be adaptable to just about any line of business: cars, photographs, antiques, or anything at all! It was designed to be easy to browse, ergonomic and standard-compliant. It is complete, has been heavily tested by thousands of shops, and has proven its value.

If you installed PrestaShop with its sample data, you will see Apple products.



(<http://addons.prestashop.com/>), we will base this chapter on the default theme only.

Note that we here are describing the default theme with its default settings and modules. Activating other modules, or obviously using another theme, can dramatically change the shopping experience.

Navigating the shop

Whether your customer arrives on the front page by typing the shop web addresses or lands on a sub-page through a search engine, he or she will always have many options to navigate through the catalog.

The header

The header is a thin bar of content, accessible from any of the front-office pages.



It contains several essential tools and links, which apply to the whole shop:

- **The shop logo.** A click on the logo brings the customer back to the front page, from anywhere in the shop. The default logo reads "YourLogoHere": this is an incentive for you to use your own logo rather than keeping the PrestaShop one (as was often the case with the previous default theme).
- **The search engine.** Many customers prefer to look for a specific item through the search engine rather than browsing through categories after categories of products. On some online shop, this is even the only way to browser the site's content for most customers.
- **Contact and Sitemap.** These two links take the customer to specific pages, out of the shopping context: contacting the shop administrators, or viewing a complete list of all the pages that are publicly accessible.

- **Bookmark.** This is not a link *per se*, but a JavaScript action: when clicked, it will trigger the customer browser to add the shop as a bookmark. The customer can then choose to complete the action or not.
- **The currency selector.** The customer can choose the currency in which the shop should display prices. This is great in order to compare prices with other international shops.
- **Cart: (empty).** A quick reminder of the current status of the customer's cart. Sometimes customers select items while browsing and forget about them after a few pages. It is therefore essential to give them a way to keep these products in mind.
- **Welcome.** A simple welcome message. When the customer is logged in, it becomes "Welcome *Firstname*", with the customer's first name being a link to his or her customer account.
- **Log in.** An invitation for the customer to connect to the shop by entering his or her credentials, or to create an account. Once connected, the customers is taken to the "My account" page. If connected, this will display "Log out".

The header hardly ever changes throughout the whole buying experience.

The cart

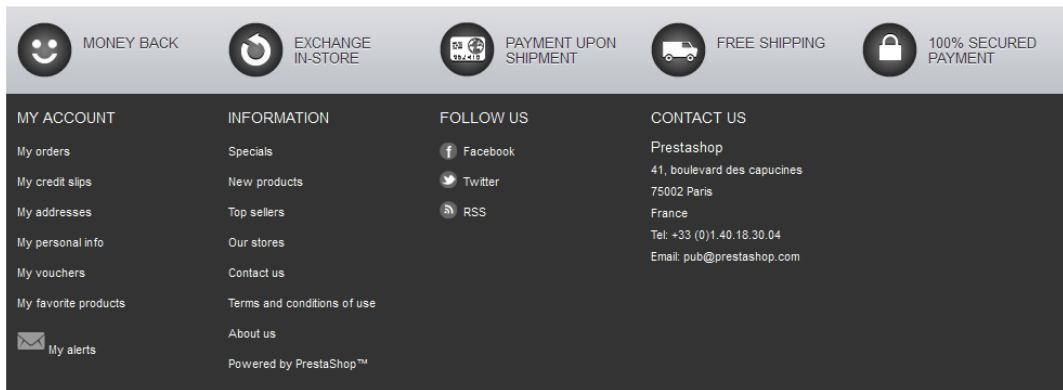
The header's essential part is the cart. By default, it is folded in order to only show the number of products it currently contains. The customer can click on the text to access the shopping cart summary, from which the checkout process can be started.

The block's interface changes when the customer puts its mouse cursor over the cart: it opens to display exactly the name of each added product. Each product lines features the quantity, the combination (if any), and the price. The customer can also directly remove unwanted product with a click of the mouse.

The bottom of the block adds the shipping costs and the total price of the order, along with a "Check out" button leading to the shopping cart summary, from which the checkout process can be started.

The footer

The footer gives access to pages that could be useful to your users.



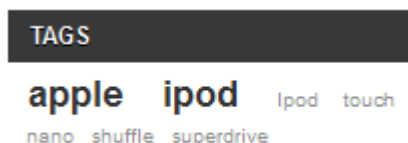
- The "My account" block, containing links to the main pages of the user's profile (or the authentication page):
 - **My orders.** All past and currently processing orders.
 - **My credit slips.** Received when an order has been canceled. Credit slips can be used for any future order.
 - **My addresses.** A customer can add multiple addresses for different delivery options.
 - **My personal info.** First name, last name, e-mail address, home address, phone number, date of birth: all the necessary information about a customer.
 - **My vouchers.** All coupons code that have not yet been used.
 - **My favorite products.** The customers can mark products as favorite, for later purchase. They are stored here.
- The "Information" block, containing:
 - Three links to products lists:
 - **Specials.** All the current promotions.
 - **New products.** Recently added items.
 - **Top sellers.** Most popular items.
 - Four links to informational pages:
 - Our stores
 - Contact us
 - Terms and Conditions
 - About us
- The "Follow Us" block, containing links to your shop's Facebook and Twitter accounts, and a link to your CMS's RSS feed.
- The "Contact Us" block, containing the address, phone number and e-mail address of your business.

Note that all this content can be changed by the shop owner.

The left column

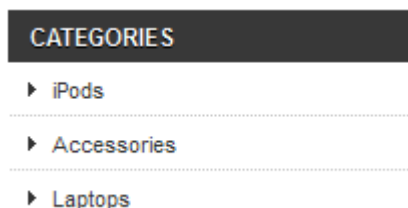
The default theme's left column stays primarily static, as it mainly serves as a handy placeholder for navigation and secondary links.

Tags block



The shop owner can indicate a set of tags for each product. A tag is a non-hierarchical keyword, also described as metadata: it is not displayed on the product page as it does not bring any useful information, but it can prove very useful when building thematic lists – such as a tag-cloud, where the most common tags are written in a bigger font than the rarer ones.

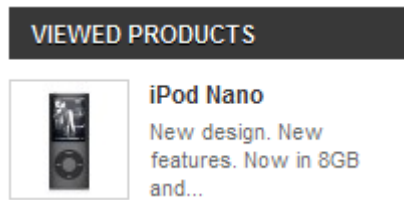
Categories block



A category is a hierarchical way of sorting items: it can contain any number of sub-categories, making it possible to easily browse from the more general category listings to the more specific products by following a logical path.

A PrestaShop shop can have as many categories and sub-categories as needed, with an infinite number of products in a given category level. All categories are actually sub-categories of the root category, "Home."

This is also the only product list view where the customer can compare products by ticking their checkbox and selecting the "Compare" button.

"Viewed Products" block

Only displayed when the customer has viewed at least one product during the current session.

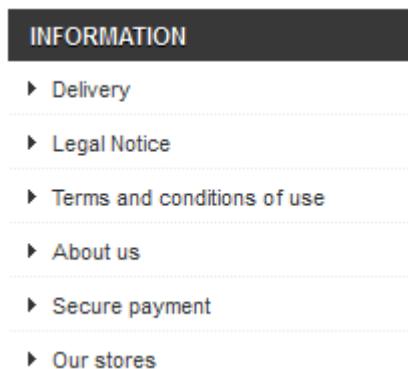
This block serves as a reminder of the products previously took interest in, and gives a shortcut back to these if he wants to pick them in the end.

Suppliers block

Customers can choose to display all the products from a single supplier, regardless of their types or prices.

Manufacturers block

Customers can choose to display all the products from a single manufacturer, regardless of their types or prices.

CMS block

This is where PrestaShop lists the default static pages, as created by the shop owner: delivery information, legal notices, T&C, etc. They are not selling points, but their content is important enough that it warrants being always available.

Advertising block

By default, this block features a simple image with a link to PrestaShop's official website. You can change the settings of this block to turn this into an ad for a friend's website or another shop.

Newsletter block

Customers can register to your shop's newsletter directly using this form.



The right column

The default theme's right column hardly ever changes in the course of the shopping experience.

These blocks are always available, from any page, in the default theme.

New products block

NEW PRODUCTS



Shure SE210 Sound-Isolating Earphones for iPod and iPhone
Evolved from personal monitor technology
road-tested by pro musicians...
[Read more ▶](#)

Belkin Leather Folio for iPod nano - Black / Chocolate
Lorem ipsum
[Read more ▶](#)

iPod touch
Revolutionary Multi-Touch interface
3.5-inch widescreen color display...
[Read more ▶](#)

MacBook
MacBook makes it easy to hit the road
thanks to its tough polycarbonate...
[Read more ▶](#)

MacBook Air
MacBook Air is ultrathin, ultraportable,
and ultra unlike anything else....
[Read more ▶](#)

[» All new products](#)

This block presents the latest new products, with links to their respective pages.

Specials block

SPECIALS



iPod Nano
~~199,00 €~~
189,05 €


-5%

» All specials

This block gives your customers a quick overview of the current promotions (if any), with the original price and the discount price.

"Our stores" block

OUR STORES




» Discover our stores


This block contains an image-link to the Store Locator tool, which enables your customers to find the closest physical store. It is essential if your business if you have physical stores, and can be disabled easily if you do not have any.

"Contact us" block

CONTACT US

Our hotline is available 24/7




+33 (0)1.40.18.30.04

CONTACT OUR HOTLINE

Having your hotline phone number available from every page of your shop is essential.

The central section

This is where the magic happens. The central section changes constantly in response to the customer's choices.

The front page

The default front page gives the customer a broad overview of the shop and its possibilities. An image slider serves as an introduction to the shop.



The slider is followed by the "Featured products" block, presenting products that the shop owner chose to highlight, either for their novelty or their current price.

FEATURED PRODUCTS

**iPod Nano**

New design. New features. Now in 8GB and 16GB. iPod nano...

[View ▶](#)

189,05 €

**iPod shuffle**

iPod shuffle, the world's most wearable music player, now...

[View ▶](#)

79,00 €

**MacBook**

MacBook makes it easy to hit the road thanks to its tough...

[View ▶](#)

1 400,00 €

**iPod touch**

Revolutionary Multi-Touch interface 3.5-inch widescreen...

[View ▶](#)

289,00 €

Most seasoned web surfers will visit a shop via a search engine, landing directly on a product or category. Few stumble upon the home page, and this is why it should be tailored to new users.

Product listing pages

Categories, tags, manufacturers, suppliers, search, specials page, best sellers page or new products page: PrestaShop has many paths to a product, but in the end the customers is given a familiar listing of products, within the chosen context.

🏠 > iPods

There are 3 products.




Now that you can buy movies from the iTunes Store and sync them to your iPod, the whole world is your theater.

[More ▶](#)

Compare

Sort by -- ▾




iPod Nano


New design. New features. Now in 8GB and 16GB. iPod nano rocks like never before.

REDUCED PRICE!

189,05 €

 **Add to cart**


[View ▶](#)




iPod shuffle

iPod shuffle, the world's most wearable music player, now clips on in more vibrant blue, green, pink, and red.

79,00 €

 **Add to cart**


[View ▶](#)



iPod touch

Revolutionary Multi-Touch interface 3.5-inch widescreen color display Wi-Fi (802.11b/g) 8 mm thin Safari, YouTube, Mail, Stocks, Weather, Notes, iTunes Wi-Fi Music Store, Maps

289,00 €

 **Add to cart**

[View ▶](#)

Compare

Sort by -- ▾

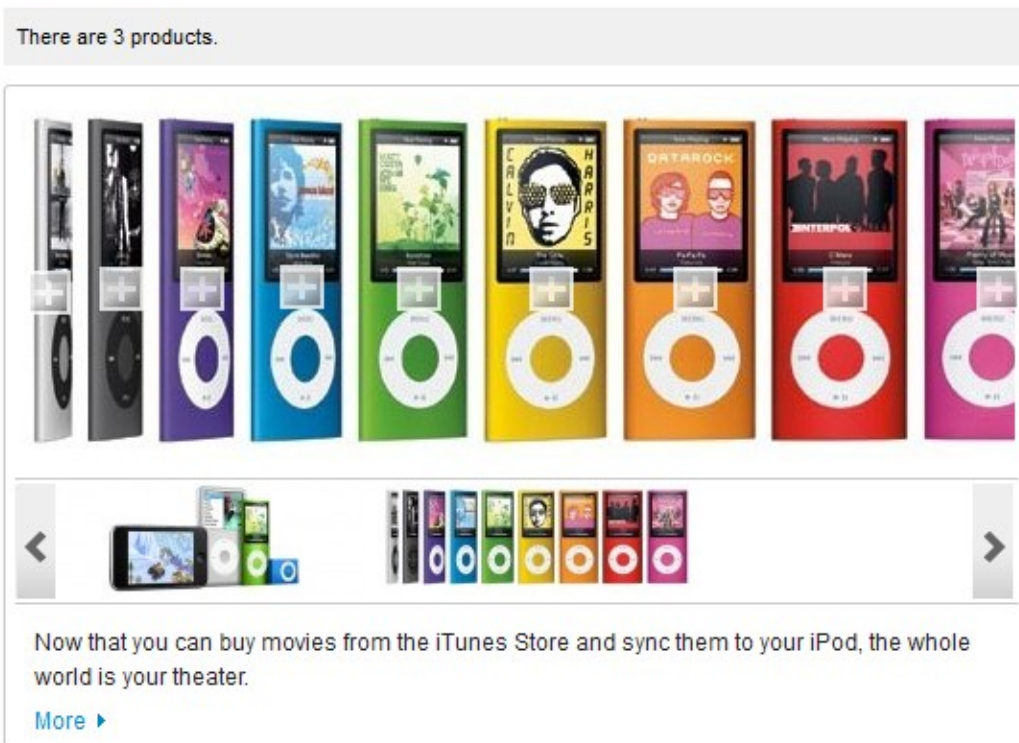
Despite the differing content, this listing designs are very similar, in order to keep it familiar even for the newcomers:

- Main thumbnail on the left.
- Name and description in the central section.
- Price, availability, "Add to cart" button and link to the product's page on the right.

This list view enables the customer to see at a glance the products' main information when they already know everything they need about a product, allowing for a quicker decision process.

A click on the "Add to Cart" triggers a quick animation, sending the product's thumbnail flying into the "Cart" section.

Category header: image and image map

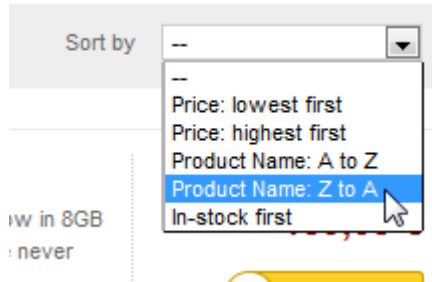


Categories can feature a header image with an introductory message, as set by the shop owner.

While this is not the case by default, you can choose to have the category image replaced by an image map. A category can feature an unlimited number of image maps, which the visitor can scroll through with the tool below it.

An image map is simply an image which has links available for some of its areas. A "+" symbol is placed upon the areas which have links. The image map can feature as many links as necessary.

Product sorting

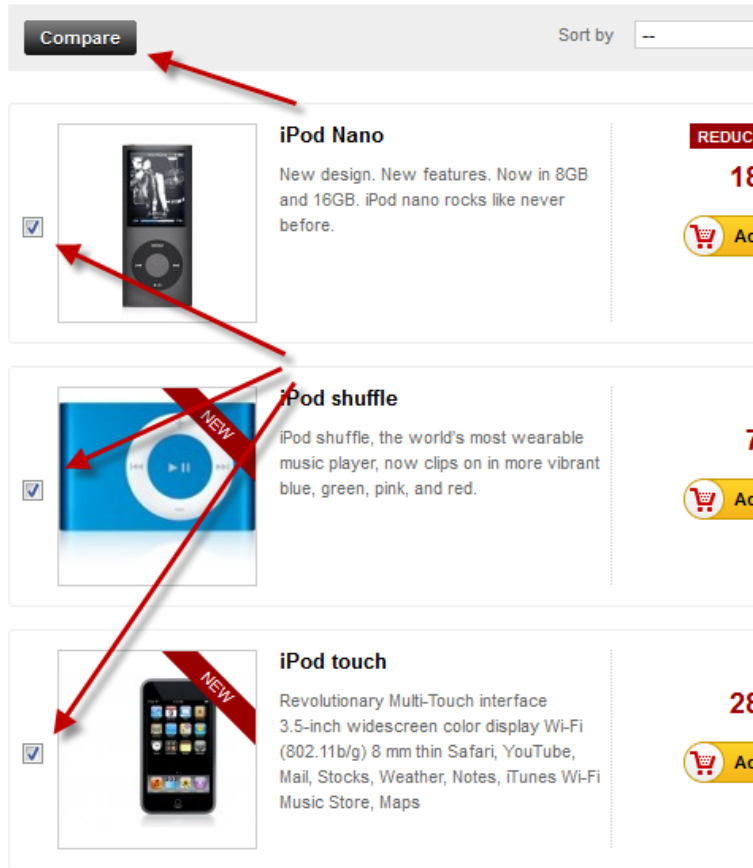


Product listing by category or manufacturer can be further sorted by price, name or availability.

Note that listing by tags does not allow for such sorting.

Product comparison

Products within a category can be compared to each other, thanks to each item's checkbox (on the left of the thumbnail). This is the only product listing where the customer can compare products, since there is no sense in comparing products that do not have the same characteristics/features. Obviously, this means that categories should only feature products which can be compared.



Provided the product's information is complete and consistent, the comparison page will display with a row for each comparable feature. This is immensely useful, particularly for products with technical differences.

By default, customers can compare up to 3 products at a time, but this can be changed in the "Products" preference page in the back-office.

Product page

This is where all the information entered by the shop owner is available to the user. Depending on the theme design, a product page can be very thorough, with extensive information, or simply present the most essential facts. The default theme is typical in that its most prominent feature is the product images, with a tool below it enabling customers to scroll between the available images.

Next to the images are two blocks:

- A "Short description" block, presenting the main facts for the current product.
- The "Add to cart" block, with the option to choose among the available combinations (as defined by the shop owner) and the quantity to be ordered.

🏠 > iPods > iPod touch



iPod touch

- Revolutionary Multi-Touch interface
- 3.5-inch widescreen color display
- Wi-Fi (802.11b/g)
- 8 mm thin
- Safari, YouTube, Mail, Stocks, Weather, Notes, iTunes Wi-Fi Music Store, Maps


Disk space : 8Go


Quantity: 1

40 items in stock

289,00 €

 Add to cart

 Share on Facebook

 Add this product to my favorites

 Print

At the bottom of the product page is a tab section. The most usual ones are:

- **More info.** This gives the full description for the product, as entered by the shop owner.
- **Data sheet.** *This tab only appears if the shop owner has entered data in the product's "Features" sheet.* This gives all the detailed features that were entered into database. This data is also the one that is used when comparing two products. Therefore, the content of this tab is very sparsely written: these are just raw facts, far from the product description in the "More info" tab.

More info

Five new hands-on applications

View rich HTML email with photos as well as PDF, Word, and Excel attachments. Get maps, directions, and real-time traffic information. Take notes and read stock and weather reports.

Touch your music, movies, and more

The revolutionary Multi-Touch technology built into the gorgeous 3.5-inch display lets you pinch, zoom, scroll, and flick with your fingers.

Internet in your pocket

With the Safari web browser, see websites the way they were designed to be seen and zoom in and out with a tap.² And add Web Clips to your Home screen for quick access to favorite sites.

What's in the box

- iPod touch
- Earphones
- USB 2.0 cable
- Dock adapter
- Polishing cloth
- Stand
- Quick Start guide

The cart page


Clicking on the "Cart: XX products" link in the header, or on the "Check out" button in the cart interface also in the header, brings the customer to the "Shopping cart summary" page, which is the first step in the order process.

🏠 > Your shopping cart

Shopping cart summary

1. SUMMARY
2. LOGIN
3. ADDRESS
4. SHIPPING
5. PAYMENT

Your shopping cart contains: 1 product

PRODUCT	DESCRIPTION	REF.	UNIT PRICE	QTY	TOTAL	
	iPod shuffle Color : Green	--	79,00 €	<div style="display: inline-block; text-align: center;"> <div>+</div> <div>1</div> <div>-</div> </div>	79,00 €	DELETE
Total products (tax incl.):					79,00 €	
Total shipping (tax incl.):					2,39 €	
Total (tax excl.):					68,05 €	
Total tax:					13,34 €	
Vouchers <input style="width: 150px;" type="text"/> OK					TOTAL:	
					81,39 €	

MON ADRESSE

JOHN DOE
MY COMPANY
16, MAIN STREET
2ND FLOOR
75002 PARIS
FRANCE
0102030405

MON ADRESSE

JOHN DOE
MY COMPANY
16, MAIN STREET
2ND FLOOR
75002 PARIS
FRANCE
0102030405

[« Continue shopping](#)
[Next »](#)

The breadcrumb trail at the top of the page indicates the steps in the order process:

1. **Summary.** Where the customer makes sure that the order only contains the wanted products, no more, no less.
2. **Login.** Where the non-logged customer is asked to log in or create an account. This step is skipped over if the customer is already logged in.
3. **Address.** Where the customer is presented with his or her currently registered addresses in PrestaShop, and has to choose the one where the delivery is to be made.
4. **Shipping.** Where the customer choose the shipping options.

5. **Payment.** Where the customer is presented with the final price of the order (now including the shipping price), and is asked to choose a payment method.

The customer can come back to any previous step by clicking on its title.



The standard order process takes 5 steps, and as many pages. You can choose to have all these steps on one page by going in the back-office, and in the "Orders" preference page, change the "Order process type" option from "Standard (5 steps)" to "One page check out".

The cart page gives a succinct but complete view of the items that are in the cart: thumbnail, name, features, unit price and ability to change the quantity of each product.

Detailed pricing is then displayed below, including the order's total cost with tax and shipping, and if applicable, a description of the voucher that was used. Further below, the available addresses are displayed.

Clicking "Next" starts the check-out process.

Creating a client account

Because it is one of the main sources of lost customers for online shops, PrestaShop makes it simple and straightforward to create a customer account.

When clicking the "Log in" link in the header, the visitor is taken to the authentication page, where he or she has to fill one of two forms:

- Create a new account.
- Log in to an existing account.


[🏠](#) > [Login](#)

Log in

CREATE YOUR ACCOUNT	ALREADY REGISTERED?
<p>Enter your e-mail address to create an account.</p> <p>E-mail address <input type="text"/></p> <p>Create your account</p>	<p>E-mail address <input type="text" value="xavier.borderie@prestashop.com"/></p> <p>Password <input type="password" value="....."/></p> <p>Forgot your password?</p> <p>Log in</p>

The first step for a new customer to create an account is to enter his or her e-mail address in the form and validate. This will bring up the account creation page itself. Two blocks of information are necessary to fill in order to get an account:

- **Your personal information.** Everything that can uniquely identify the customer: first name, last name, e-mail (already entered), date of birth.
- **Customer data privacy.** When registering to PrestaShop, the visitor has to agree to your data privacy. It is up to you write it, as it will legally bind you and your customers' data.

 > Login

Create your account

YOUR PERSONAL INFORMATION

Title ☐ Mr. ☐ Ms. ☐ Miss

First name *

Last name *

E-mail *

Password *


(5 characters min.)

Date of Birth

☐ Sign up for our newsletter

☐ Receive special offers from our partners


CUSTOMER DATA PRIVACY



*Required field

Register

Once registered, the customer is redirected to the "My account" page, where many options can be accessed: order history, credit slips, vouchers, and access to the previously entered information.


 Among the available links is "Add my first address". This will be the default shipping address for this customer - there can be many more.

Buying a product

Almost every page of your shop features an "Add to cart" button for the given product, and displays a quick summary of the cart's content. This makes it easy for customers to take the first step towards an order.


The whole process of buying a product on a PrestaShop site can follow different paths, but they all reach the same conclusion, which in e-commerce lingo is called the "conversion funnel": from the moment the cart is filled and the

customer starts to check out, he or she has to progress through various validation screens until the order is validated and can be processed.

 The purchase path is called a *conversion funnel* because this is where a lot of online shops lose clients due to overly long, complicated or numerous screens. Read more on Wikipedia:
http://en.wikipedia.org/wiki/Conversion_funnel.

This process starts when the customer clicks the cart summary's "Next" button, and always follows the same sequence of screens:

1. *(if the visitor is not logged in)* The authentication screen, where the visitor can either go to the account creation page, or log in.
2. The delivery address page. If the user account has no registered address, the customer is directly taken to the address creation form.

 Two addresses are necessary for an order:

- The delivery address, where the order should be sent.
- The billing address, which should be the one that is tied to the payment method.

If the customer needs to have the order billed to an address other than the delivery one, he or she can deselect the "Use the delivery address as the billing address" box and either select an address from the currently registered ones, or create a new one.

If an address turns out to be wrong, the customer can use the "Update" link to correct it.

🏠 > Addresses

Addresses

1. SUMMARY 2. LOGIN 3. ADDRESS 4. SHIPPING 5. PAYMENT

Choose a delivery address: Main address

☒ Use the delivery address as the billing address.

YOUR DELIVERY ADDRESS	YOUR BILLING ADDRESS
JOHN DOE 156 RUE BLANCHE 75000 PARIS FRANCE	JOHN DOE 156 RUE BLANCHE 75000 PARIS FRANCE
» Update	» Update

[Add a new address](#)

If you would like to add a comment about your order, please write it below.

[« Previous](#) [Next »](#)

3. The shipping page.

🏠 > Shipping

Shipping

1. SUMMARY 2. LOGIN 3. ADDRESS 4. SHIPPING 5. PAYMENT

Choose your delivery method

☒ I agree to receive my order in recycled packaging.

CHOOSE A SHIPPING OPTION FOR THIS ADDRESS: MAIN ADDRESS

<input checked="" type="radio"/>	My carrier Delivery next day!	2,39 € (tax incl.)
----------------------------------	----------------------------------	--------------------

Gift

☐ I would like my order to be gift-wrapped.

Terms of service

☒ I agree to the Terms of Service and will adhere to them unconditionally. (Read Terms of Service)

[« Previous](#) [Next »](#)

This is where the customer can choose from different shipping- and packaging-related options:


- Agreeing to the shop's terms of service is a requirement.
- Depending on what the shop can offer, the customer may be able to choose recycled packaging and gift-wrapping (with an optional gift note)
- The customer **MUST** choose a carrier in order to reach the next step.


4. The payment page.

★ > Your payment method


Choose your payment method

1. SUMMARY
2. LOGIN
3. ADDRESS
4. SHIPPING
5. PAYMENT

PRODUCT	DESCRIPTION	AVAIL.	UNIT PRICE	QTY	TOTAL
	iPod Nano Color : Black, Disk space : 16Go	--	199,00 € 189,05 €	1	189,05 €
Total products (tax incl.):					189,05 €
Total shipping (tax incl.):					2,39 €
					TOTAL:
					191,44 €



PAY BY CHEQUE (ORDER PROCESS WILL BE LONGER)




PAY BY BANK WIRE (ORDER PROCESS WILL BE LONGER)

« Previous

The customer can choose many payment options, depending on what the shop owner has set up. The customer clicks on the chosen method and depending on the method, is either sent over to the chosen third-

party handler or continues to one of PrestaShop's pages where he or she can enter the needed details, such as a validation before displaying check or bank wire information.

 Check and bank wire are installed by default, but PrestaShop makes it easy to offer payment through PayPal, Google Checkout or other 3rd party providers. See the modules installed by default in PrestaShop's back-office, or check the Addons marketplace for even more modules: <http://addons.prestashop.com/>.

5. Once the customer has validated everything, the summary page is displayed.

🏠 > Cheque payment

Order summary



Cheque payment



You have chosen to pay by cheque.

Here is a short summary of your order:

- The total amount of your order is 191,44 € (tax incl.)

- We accept the following currency to be sent by cheque: Euro

Cheque owner and address information will be displayed on the next page.

Please confirm your order by clicking 'I confirm my order'.

[Other payment methods](#)

[I confirm my order](#)

It begins with "Your order on (name of the shop) is complete". Depending on the chosen method of payment, some final information should be provided to the customer, along with a notification that a confirmation e-mail has been sent and a link to the customer support page. The customer **must** click on the "I confirm my order" button in order to have it validated

Instant checkout


When a non-logged visitor fills the cart with product and clicks the "Check out" button, the authentication page also features two additional sections: "Instant checkout" and "Delivery address".

The idea of instant checkout (or guest checkout) is to allow visitors to buy products even if they do not wish to create an account. PrestaShop still needs essential information for delivery or payment purpose, but no password is ever requested.

You can disable the guest checkout feature by going in the back-office, in the "Orders" preference page, "Enable guest checkout" option.

Finding a store

One of the great features of PrestaShop is the ability to get a geolocalized list of all the physical stores to which the online shop is tied. If available (as it is in the demo shop), a click on the "Our stores" block will bring up a map with a search form and radius selector.

 > Our stores

Our stores

Enter a location (e.g. zip/postal code, address, city or country) in order to find the nearest stores.

Your location:

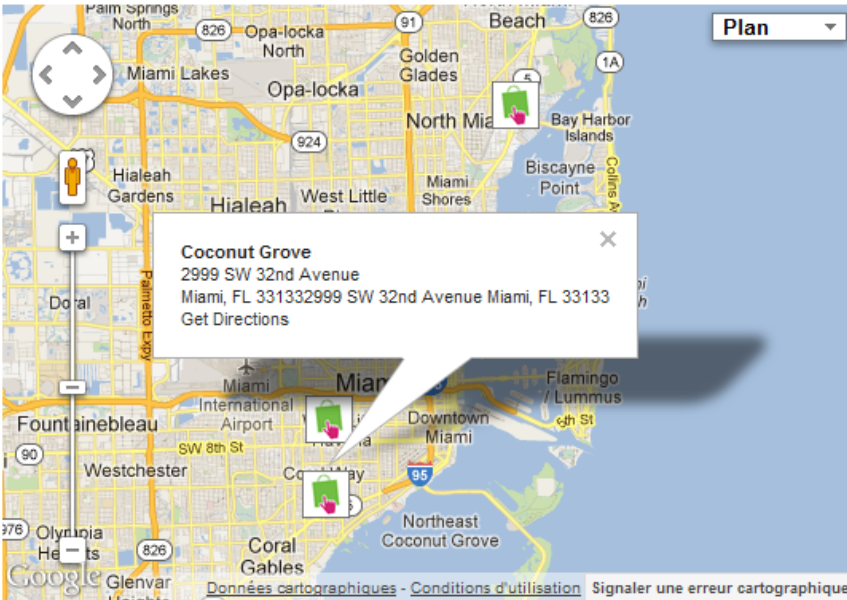
Radius:  km




Search

On this map, stores are indicated using the shop's logo. A click on that logo brings up a small pop-up, revealing the full address and phone number, as well as the business hours for the store, as indicated by the shop owner.

At the bottom of the page, a table lists the stores closest to the user's search.

3 stores found - see all results: ▼



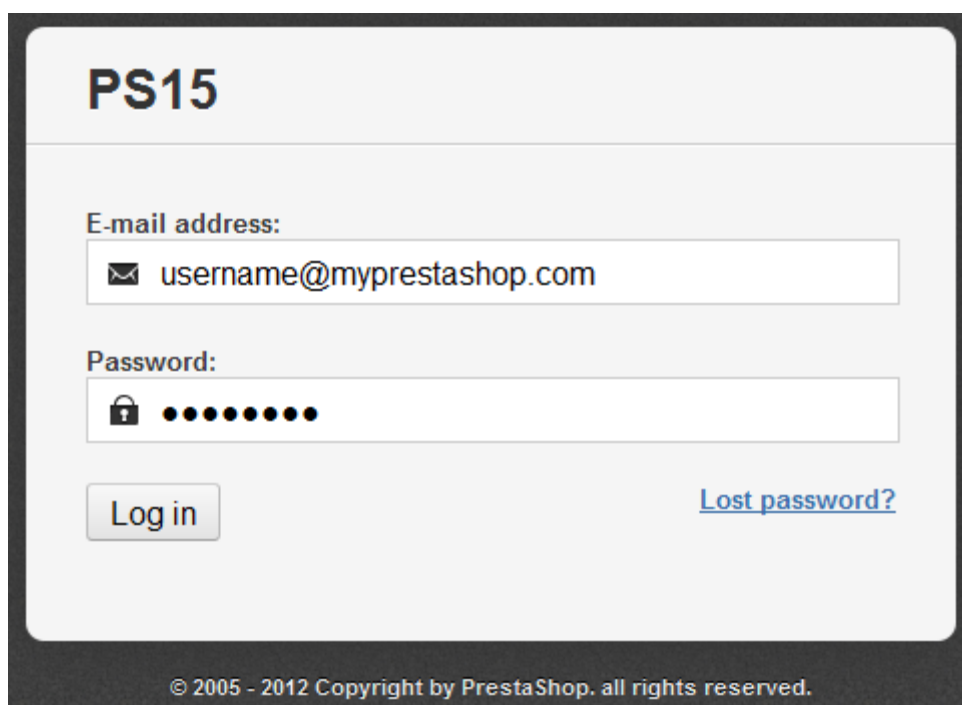
#	STORE	ADDRESS	DISTANCE
1	Dade County 	3030 SW 8th St Miami Miami, FL 33135	3 km
2	Coconut Grove 	2999 SW 32nd Avenue Miami, FL 33133	6 km
3	N Miami/Biscayne 	12055 Biscayne Blvd Miami, FL 33181	12 km

Connecting to the PrestaShop back-office

The PrestaShop back-office is the name used to describe the administration panel of your PrestaShop site in this user-guide. You will spend most of your time in this panel, as everything that the user sees is handled directly through the back-office: adding/editing/removing products, handling carriers, building packs, creating vouchers, keeping contact with customers, improving your shop, etc.

During the install process, the PrestaShop installer asks you to change the name of your administration folder, from `/admin` to something unique to your shop (for instance, `/admin789`), for security reasons. Use that new folder name to access your shop (for example: <http://myprestashop.com/admin789>).

You will see the login page for your shop's control panel.



The image shows the PrestaShop 1.5 login interface. At the top left, the text "PS15" is displayed in a large, bold, black font. Below this, the label "E-mail address:" is followed by a text input field containing the email "username@myprestashop.com" and a small envelope icon. Below the email field, the label "Password:" is followed by a password input field with a lock icon and ten dots representing the password. To the left of the password field is a "Log in" button. To the right of the password field is a blue, underlined link that says "Lost password?". At the bottom of the form, centered, is the copyright notice: "© 2005 - 2012 Copyright by PrestaShop. all rights reserved."

PS15

E-mail address:

✉ username@myprestashop.com

Password:

🔒 ••••••••••

Log in

[Lost password?](#)

© 2005 - 2012 Copyright by PrestaShop. all rights reserved.

Enter the e-mail address and password that you registered with when you installed PrestaShop. Click the "Log In" button, and you are taken to the back-office's dashboard, a sort of welcome page for this control panel.

PS15

1

2

everywhere

Q

Quick Acc...
J Doe | My Preferences | Logout | View My Shop

Catalog
Orders
Customers
Price Rules
Shipping
Localization
Modules
Preferences
Advanced Parameters
Administration
Stats
Stock

Dashboard

Quick links

Products sold recently

New order

New Price Rule for catalog

New Product

New module

New Price Rule for cart

New Page CMS

Abandoned Carts

Create a new PayPal Business Account

Installez votre module So Colissimo et livrez vos clients !

Configuration checklist

- ✗ URL rewriting
- ✗ Browser cache & compression
- ⚠ Smartly optimization
- ⚠ Combine, Compress & Cache
- ✓ Shop enabled
- ✓ Index rebuilt after update
- ✓ htaccess file up-to-date

PrestaShop Link

Discover the latest official guide : [User Guide PrestaShop 1.5](#)

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[All documentation](#)

Use the [PrestaShop forum](#) & discover a great community

[Go to forums.prestashop.com](#)

Enhance your Shop with new templates & modules

[Go to addons.prestashop.com](#)

PrestaShop News !

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- [Silver Surfers: A New Gold Mine For...](#)
If you thought Silver Surfer was just a Marvel Comic book character, think again! It's also a new American moniker for senior citizens who regularly...
- [PrestaShop Powers Saver-Bilare to...](#)
[PrestaShop Installation Video](#)
- [Getting good natural search results...](#)
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Le conseil du jour proposé par

Développez votre activité à l'international

Avec PayPal vous êtes déjà présent dans 190 pays et vous pouvez accepter des paiements dans 24 devises différentes !

Your Information

This month's activity

[View more](#)

Sales	0,00 €
Total registrations	1
Total orders	0
Product pages viewed	0

Customer service

[View more](#)

Unread threads	0
Pending threads	0
Closed threads	0
Total threads	0

Statistics / This week's sales

[View more](#)

ID	Customer Name	Status	Total	Action
1	John DOE	Awaiting cheque payment	626,37 €	

PrestaShop™ 1.5.0.14
Load time: 0.584s

[Contact](#) | [Bug Tracker](#) | [Forum](#)

From this step onward, you can begin to configure your shop and sell products to your customers.

Read the next chapter, "First steps with PrestaShop 1.5", to understand all the various sections of the dashboard.

First steps with PrestaShop 1.5

Now that you have installed PrestaShop and that you are properly logged-in to your administration area, you must spend a good amount of time making sure every part of your future online shop is properly set up, secured, validated and ready for business.

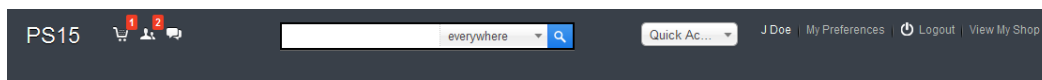
While PrestaShop makes it easy for you to install it and build your business online, it cannot possibly be 5-seconds work: you are dealing with products, customers, and most importantly with real actual money that will be flowing from your customers to your bank account. We dare say you want to make sure nothing fails in the process of validating an order, have the products be found on your storage location, packaged, and shipped to your customers without a single glitch, or even without anything unpredicted happening without your knowledge.

We have created this chapter in order to help you make the best of your discovery of PrestaShop. Follow its directions to the letter, but be aware that you should read the whole guide in order to get a perfect grasp of your new online business tool!

Overview of the interface

Take the time to survey the Dashboard – that is, the first page you see when logging into your back-office. Not only does it present you with a summary of everything you need to know about your shop at any given time, along with quick links to the main action page, but as a first-timer in PrestaShop, it also gives you tips about what you should have a look at.

The top bar

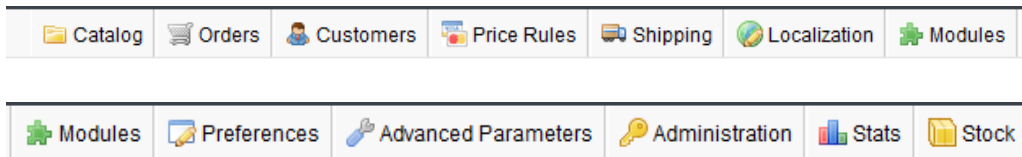


At the top of the back-office is a black bar containing a handful of links:

- **(name of your shop).** From any page, takes you back to your Dashboard.
- **Cart icon.** Opens a tooltip presenting the new orders since you clicked that icon. A red tooltip indicates the number of new orders. From there on, you can either display one of the new orders, or go to the list of orders.
- **People icon.** Opens a tooltip presenting the last registered customers. A red tooltip indicates the number of new customers. From there on, you can either display one of the new customers, or go to the list of customers.
- **Speech bubbles icon.** Opens a tooltip presenting the last customer service message. A red tooltip indicates the number of new messages. From there on, you can either display one of the new messages, or go to the list of messages.
- **Search field with "Everywhere" dropdown list.** Allows you to search within the content of your shop – even within your administration page, if you can't remember where an option is set.
- **Quick Access.** This is the quick links menu, presenting the most useful links, as set in the "Quick Access" page under the "Administration" menu.
- **(your name).** A simple reminder of which account you are currently logged-in with.
- **"My Preferences" link.** Takes you to your account's preferences page, where you can set some personal options (for instance, the back-office language or your password).
- **"Logout" link.** Logs you out of the current user account.
- **"View My Shop".** Opens a new browser tab with your shop's front-end.

The menus

All along your daily activities administrating your shop, you will have to browse through the many pages and options of the back-office.



Each menu applies to a given set of tasks:


- **Catalog.** This is the heart of your shop, where you will add products, create categories, set up carriers and suppliers...
- **Orders.** Once clients start adding products in their carts, you will start seeing orders in this menu, with the resulting invoices. This is also where you handle merchandise returns, credit slips and per-order customer service, among other things.
- **Customers.** Here you can access all the information about your clients, and edit their addresses, create groups of customers to which you can apply special discounts, handle customer service, and even manage social titles if need be.
- **Price Rules.** A very specific menu, enabling you to easily create vouchers and price reductions through a set of rules.
- **Shipping.** Everything pertaining to carriers and shipping costs.
- **Localization.** Helps you localize your shop with local values, such as language and translation, currency, units, taxes and tax rules, and geographical entities (regions, countries, etc.)
- **Modules.** Extend the power and usefulness of your shop by adding and activating modules, a hundred of them being available by default, and many more to buy on the Addons marketplace. This is also where you handle themes, and where modules' blocks get positioned on the theme. One last menu page enables you to apply global settings to payment modules.
- **Preferences.** PrestaShop is a very configurable e-commerce solution, and you can edit just about any of its behaviors using the full-featured preferences.
- **Advanced Parameters.** Contains links to tools and informational pages that are too specific to fit in other menus, such as the Web service settings, the database backup tool, or the performance page, among others.
- **Administration.** Here are the settings pertaining to the back-office itself; for instance, the content of the Quick Access menu, the employees list and permissions, or the menu order, among others.

- **Stats.** Gives access to all the numerous statistics and graphics that are gathered and generated by PrestaShop.

These are the default menus. Note that modules can add new menus, add new pages to the existing menus, and even new options to the existing pages.

Also, one menu is only available when the proper options are set:

- **Stock.** This menu gives you access to a whole new feature of PrestaShop 1.5, where you can handle warehouses, stock movement and supply orders.
It can be made available through the "Products" preference page: activating the "Enable advanced stock management" option (in the "Products stock" section).

 In beta versions of PrestaShop 1.5, the multistore feature had its own menu, called "Shops". It has been moved to the "Multistore" page, under the "Advanced parameters" menu, and can be made available through the "General" preference page, by activating the "Enable Multistore" option.

This page gives you access to another new feature of PrestaShop 1.5, which enable you to manage several online shops with a single installation of PrestaShop. Learn more in the "Managing multiple shops" chapter of this guide.

All the default standard menus, including the "Stock" menu, are explained in depth in this user guide.

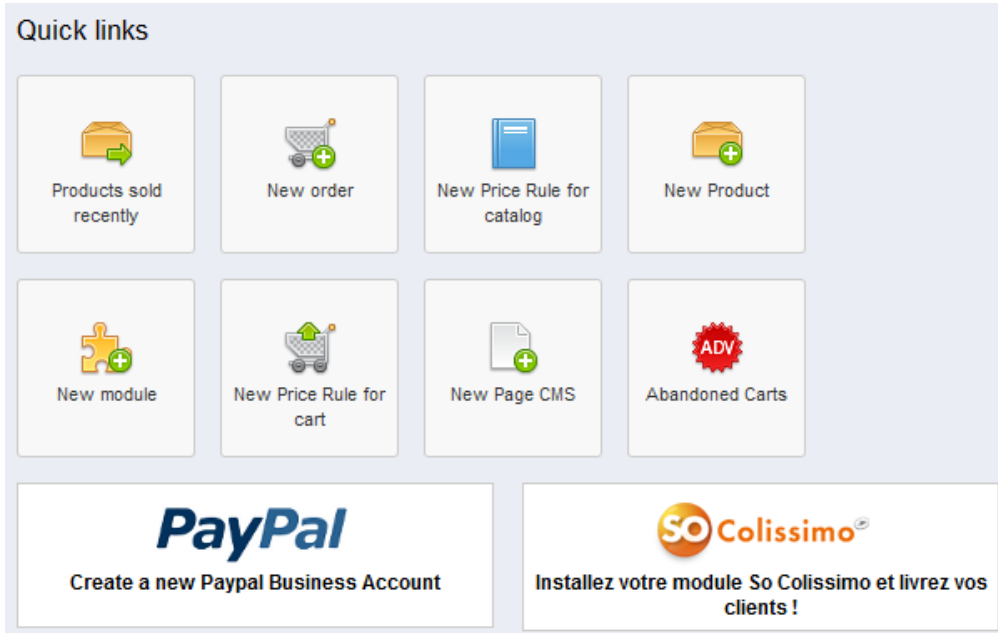
The Dashboard

Let's now explore the content of the Dashboard itself. It can feel crowded to first-time user, but you will find it gives an excellent summary your shop's daily activities at a glance.

The left column

This column starts with a handful of quick links, which lead to some of the most useful pages at this stage of your exploration of PrestaShop. These buttons

should help you get going with your daily task quicker, as they are some of the most accessed features of PrestaShop. Two partner banners close the section.



It ends with 4 boxes, two giving you information, the other two being links to external content.

The most interesting box at this stage is the "Configuration checklist" box, which displays the state of seven key settings that should be taken care of for a healthy shop, written in color which indicates their status: green for "OK", yellow/orange for "advice", red for "must be done". We will explore this box in details in the "Preparing your shop" section below.

The "PrestaShop Links" box gives you useful links to this very user guide (online edition), its paper edition and the documentation site itself, along with links to the community forums and the Addons website, where you will be able to buy and sell modules and themes.

Configuration checklist

- ✗ URL rewriting
- ✗ Browser cache & compression
- ⚠ Smarty optimization
- ⚠ Combine, Compress & Cache
- ✓ Shop enabled
- ✓ Index rebuilt after update
- ✓ .htaccess file up-to-date

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If you thought Silver Surfer was just a Marvel Comic book character, think again! It's also a new American moniker for senior citizens who regularly...
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Le conseil du jour proposé par

Ne limitez pas votre activité au marché français, pensez à vos voisins...

*Vendre en Italie, en Espagne, en Belgique...
C'est aussi simple que de vendre en France avec PayPal.*

*Journal Du Net, Mars 2010

The "PrestaShop News" box gives you the latest news about PrestaShop, from the official blog.

Finally, a box is dedicated to a message from our partners.

The right column

The right column is where the term "dashboard" takes its importance: this side of the Dashboard presents the user with the most important numbers pertaining to his shop's daily activities, along with a graph of sales and a list of the latest orders. Every time you log into your shop's administration area, you will be first and foremost looking at the evolution these numbers take. This is where you see your shop live and breathe.

Your Information

This month's activity
[View more](#)

Sales	0,00 €
Total registrations	1
Total orders	0
Product pages viewed	0

Customer service
[View more](#)

Unread threads	0
Pending threads	0
Closed threads	0
Total threads	0

Statistics / This week's sales
[View more](#)

The chart displays 'Sales + Tax (EUR)' over a seven-day period. The y-axis ranges from -1.0 to 1.0 with increments of 0.5. The x-axis shows dates from 26/7/2012 to 1/8/2012. A single yellow line remains at the 0.0 level throughout the entire week.

ID	Customer Name	Status	Total	Action
1	John DOE	Awaiting cheque payment	626,37 €	

Preparing your shop

You are now getting a pretty good idea of how complete PrestaShop can be, and the number of possibilities can feel overwhelming. This first chapter will therefore lead you through some basic actions to set up your shop before the big launch. A lot can be done before you launch your shop, but these steps are the essential configuration steps of any shop.

Deactivate your shop

We'll consider that you are still within the first hour following your installation of PrestaShop, in a single-shop instance.

Deactivating your shop means making sure that no one can access it while you are busy making changes, creating products, settings prices and taxes, installing payment modules and a new theme, setting carriers... This is called putting your shop in maintenance mode.

Enable Shop ☒ Yes ☐ No

Activate or deactivate your shop. It is a good idea to deactivate your shop while you perform maintenance on it. Please note that the webservice will not be disabled

Maintenance IP

IP addresses allowed to access the Front Office even if the shop is disabled. Use a comma to separate them (e.g. 42.24.4.2,127.0.0.1,99.98.97.96)

In your back-office, go the "Preferences / Maintenance" page. This page features two simple settings:

- **Enable Shop.** Simply set it to "No", and your front-page will display the maintenance page.
- **Maintenance IP.** This is where you must put your own IP address, so that you can still get access to your front-page, and browse your shop as if it was available to all. This is a must-do every time you put your shop in maintenance mode, as you will always need to browser your front-end so as to make sure everything is in place as intended.

✔ If you are already decided on your theme and products, you can simply put your shop in Catalog mode. This means that customers can browse your shop, but no price will be displayed, and they won't be able to add anything to their cart until you disable the Catalog mode.






















You can activate the Catalog mode by going to the "Preferences / Products" page, where it is the first option.

Catalog mode ☐ Yes ☒ No

When active, all shopping features will be disabled

Delete the content of the default shop

The default installation features a handful of products – mainly Apple products, along with a couple third-party accessories. Their only use is to help you explore the setup of a functional store. After you've learned the intricacies of the ties between products, categories, orders and customers, you should delete all these items in order to start your shop with a clean slate.

ID	Photo	Name	Reference	Category	Base price	Final price	Quantity	Displayed	Actions
1		iPod Nano		iPods	124,58 €	141,55 €	160	✓	 
2		iPod shuffle		iPods	66,05 €	79,00 €	120	✓	 
3		MacBook Air		Laptops	1 504,18 €	1 799,00 €	400	✓	 
4		MacBook		Laptops	1 170,57 €	1 400,00 €	75	✓	 
5		iPod touch		iPods	241,64 €	289,00 €	120	✓	 
6		Belkin Leather Folio for iPod nano - Black / Chocolate		Accessories	25,04 €	29,95 €	25	✓	 
7		Shure SE210 Sound-Isolating Earphones for iPod and iPhone		Accessories	124,58 €	149,00 €	15	✓	 

Delete selected

You must therefore delete all the default data, which means:


- products and their...
 - categories
 - attributes
 - features
 - manufacturers
 - suppliers
 - image mappings
 - tags
- orders
 - order messages
- customers
 - customers shopping carts
- carriers
 - price ranges
 - weight ranges
- contact & stores (delete or adapt to your business' needs)

This means browsing through the many various screens of the back-office and deleting content one page after the other.

Deleting the iPod Touch

The iPod Touch from the default installation is tied to the sample order (made by sample customer John Doe), and thus cannot be deleted until the order is deleted.

Therefore, in order to delete this product, you first need to delete this sample order.

-  While deleting all this data takes only a handful of minutes, you might prefer to not have to do it at all. In this case, you can install your shop again and choose not to install the sample data during the installation process: simply relaunch the installer, and in the "Shop Configuration" screen, choose "No" for the "Install demo products" option. **ONLY DO THIS IF YOU HAVEN'T CUSTOMIZED ANYTHING YET.**

Note that you will also lose some useful content, such as the default contacts, administration profiles and CMS content, which you will have to recreate by yourself. In short: you'd be better off deleting the sample content by hand.

Configure your shop's information

Now that you have a clean shop, you can start making it your own, and that implies setting everything up to your likings, starting with your personal information and your preferences.

Shop's basic settings

You should pay attention to the following settings, most of which are important because they are displayed on the front-office.

✔ Configuring a module is easy:

- Go to the "Modules" menu.
- Type the name of the module (or part of it) in the module search box. It should display results as you type.
- When the module is found, click the "Configure" button, and follow the instructions.





















Setting	Description	Where to find it
Shop name	Defines your brand, most notably on search engines (Google, Yahoo!, Bing...).	"Preferences" menu, "Store Contacts" page, then in the "Contact details" section, click the shop name.
Shop logo	Defines your brand, visually and on your invoices.	"Preferences" menu, "Themes" page, "Appearance" section, then change the various default images to your logo.
Default shop currency	The currency in which you want to set the default price for your products.	"Localization" menu, "Localization" page, "Configuration" section.
Customer service info	Displayed in the front-office, right column.	"Block contact" module.
Contact info	Displayed in the front-office, footer.	"Block contact infos" module.
Advertising	Image displayed in front-office, left column.	"Block advertising" module.
Image slider	The slider is usually placed front and center of the homepage, and therefore is a strong visual signature for your shop and products.	"Image slider for your homepage" module.

CMS pages	The content of static pages, such as "About Us", "Delivery", "Legal Notice", "Terms and Conditions", and "Secure Payment". Some of them have default content, which you should adapt to your business; some others are empty, and you should paste your own text.	"Preferences" menu, "CMS" page, then edit each page at will.
-----------	---	--

These are the most visible default settings on your front-end – at least with the default theme.

Shop languages

PrestaShop is able to work with many languages, both on the front-office and the back-office. Each back-office text-field is accompanied with a flag icon, which indicates the current language, and which you can click in order to choose another language in which to write that field's content.


ID	Logo	Name	ISO code	Language code	Date format	Date format (full)	Enabled	Actions
1		English (English)	en	en-us	m/Y	m/Y H:i:s		 
2		Deutsch (German)	de	de	d.m.Y	d.m.Y H:i:s		 
3		Español (Spanish)	es	es	dim/Y	dim/Y H:i:s		 
4		Français (French)	fr	fr	dim/Y	dim/Y H:i:s		 
5		Italiano (Italian)	it	it	dim/Y	dim/Y H:i:s		 

Delete selected

Enable selection

Disable selection

By default, PrestaShop is only installed with one language: the one used when installing the software. You can easily enable more languages: open the "Localization" menu, choose the "Languages" page. It opens, with a table of all 5 available languages: English, German, Spanish, French, and Italian. The currently enabled language(s) have green check mark, while the others have a red "X". Click on any of the red "X" in order to enable its language.

 You can enable all five languages if you think your shop needs them, but be aware that you will translate your content for all of the available languages: product name, description, tags; category name and description; static content (CMS pages); etc.

Only 5 languages are available by default. You can add more if you need. Find out how in the "Understanding Local Settings" chapter.

Employees information

Should you have people helping you with your shop, be they your spouse, friends or paid employees, you should make sure to create an employee account for each of them, if only to know who is responsible for which action. The other advantage is that you can give them specific profiles and specific access rights to the administration pages: for instance, you might not want everyone to have access to your statistics, your invoices or your payment settings.

To create a new employee profile, go to the "Administration" menu, select "Employees", and click the "Add new" button. Fill in a name, such as "Martin Doe" or "Shipping handler", and save.

Now that you have a proper account, you should give it specific permissions, tailored to the profile's activity. A profile can be used for as many people as needed – but we do advise you to create one for each helping person.

To assign permissions to an employee profile, go to the "Administration" menu, select "Permissions", and select the profile you just created. A long list of permissions appears. By default, a new profile cannot do much. It is up to you to set exactly the parts of your shop which that employee profile should have access to. It can be a tedious task, but it is an important.

SuperAdmin	View	Add	Edit	Delete	All
Administrator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logistician	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Translator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Salesman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Modules	View	Configure
» Bank Wire	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Block advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Top seller block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Cart block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Categories block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» CMS Block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Block contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Block contact infos	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Currency block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Block customer data privacy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Language block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» Manufacturers block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» My Account block	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» My Account block on footer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
» New products block	<input checked="" type="checkbox"/>	<input type="checkbox"/>


Configure payment methods

Your shop is meant to earn money, and this can only become a reality if you use at least one payment module. 16 modules are already available in the default install, which you can install and configure (from the "Modules" page under the

"Module" menu, in the "Payments & Gateways" category), and create restrictions for them (in the "Payments & Gateways" page under the "Modules" menu). Many payment modules require you to first set up an account on the service they were built for.

See the "Payment" section of the "Making The Native Modules Work" chapter of this guide in order to learn about them all.

You can also install other payment modules, downloaded from the Addons marketplace: <http://addons.prestashop.com/en/4-payments-gateways>.

 Check and bank wire are the only two payment methods which are enabled by default. If you choose to keep them, you **need** to configure them with your information: check order and address, account owner, bank details (IBAN, BIC, etc.).


These payment methods are configured through the "Bank Wire" and "Check" modules, which you can find in the "Payments & Gateways" category or the modules list.

Configure carriers and shipment

Products sold on your shop must be shipped to your customers – unless you only sell downloadable products, in which case the "Shipping" menu will be of little use to you.

Whether you are sending your products yourself by mail, or you have set up a contract with a carrier, you should set this information within PrestaShop.

See the "Managing Shipping" chapter of this guide in order to learn about shipping and carriers.

 Merchandise return is not enabled by default. If you want to allow your customers to return products and get a refund or a voucher, you can do it in the "Merchandise return (RMA) options" of the "Merchandise return" page, under the "Orders" menu.
Merchandise return is explained in the "Managing Orders" chapter of this guide.

Choose your theme

Your shop should have its own theme in order to have a distinctive style, and therefore be more recognizable, separating it from the numerous other shops online.

There are many themes to choose from on the PrestaShop Addons marketplace: <http://addons.prestashop.com/en/3-templates-prestashop>.

You can also choose to create your own theme, or have it created for you by a developer. Refer to the online Designer Guide for help, at <http://doc.prestashop.com/>.

Once your theme is installed, you should explore it fully in order to know it by heart and be able to help customers out of a situation.


You can and should customize some of the theme's aspects, most notably its logo in various situations (header, mail, invoice, etc.). This is done using the "Themes" preferences page, which you can find under the "Preferences" menu.

Choose your modules

PrestaShop comes bundled with more than a hundred modules. These are very varied: analytics, front-office features, payment, shipping... You should explore the available modules in full, in order to know which ones you might want to enable, and which you'd rather keep disabled.

See the "Managing Modules" and "Making The Native Modules Work" chapters of this guide in order to learn about them all.

You can also find many other modules on the Addons marketplace: <http://addons.prestashop.com/en/2-modules-prestashop>

 Every time you activate and configure a module, make sure that it does work well within the confines of your theme, in case its features impact your shop's front-end.

Create products and product categories

This is described in details in the next chapter, "Adding Products and Product Categories".

Create static content

If you haven't done this already, you should take the time to write the content for the various CMS pages which are either already available in your PrestaShop installation, or ones that you feel are needed.

Some pages already exist, but their content should really be triple-checked, as they can have a lot of impact on your shop's legal status, among other things.

The default pages are "About Us", "Delivery", "Legal Notice", "Terms and Conditions", and "Secure Payment". Some of them have default content, which you should update; some others are empty, and you should paste your own text.

To edit these pages, go to the "Preferences" menu, click the "CMS" page, then choose the page you want to edit, or create new ones.

You can create as many pages as you feel are necessary.

Build your top menu

Now that you have product categories and CMS pages, you should arrange them in a logical and compelling way in the top menu.

This is done using the "Top horizontal menu" module: go to the "Modules" page, type "menu" in the module search form, and you should find the module. Enable it if it is disabled, then configure it: remove the pages or categories you deem unnecessary, add other pages, and move the content around, until you are satisfied with your menu's hierarchy.

Activate your shop

Now that all is set and done, you can finally open your shop to the public.

Go the "Preferences / Maintenance" page, and change the two options:

- **Enable Shop:** set it back to "Yes".
- **Maintenance IP:** remove your IP from the list. This is optional: your shop will still work if you leave the field as it is.

Your shop should now be fully ready to receive its first visitors... and its first orders!

Adding Products and Product Categories

The foundation of a PrestaShop site is its catalog, which contains products and product categories. Building and improving your catalog is the main way you will make your website live in the eyes of the customer. This is where your shop becomes a reality, creating content, and thus giving value to your online shop.

As the heart of your shop, your catalog deserves a great deal of your attention. Adding products does not only mean adding an image and some text, and then validating your content. It means knowing your product by heart: price, weight, size, features, specifications, details, manufacturer, supplier and so much more. You should not start adding products to your Catalog without knowing exactly what you want to present to the customer, and thus need to have a set plan about your products and the way they will be displayed. This also means knowing your shop's front-office like the back of your hand in order to properly fill in the required fields.

The "Catalog" section can be accessed by opening the menu with the same name, which lists all the product-related pages. This is where you manage your catalog throughout your PrestaShop site.

The pages of this menu are sorted by order of their importance in the daily management of your shop: indeed, you are more likely to add/edit/delete products than adding suppliers or image-maps.



When adding your first product, you should first start with a clear plan:

- **Which category does it fit in?** You should define beforehand your whole store hierarchy, with categories and sub-categories clearly set.
- **Who is its manufacturer?** If you make it yourself, register your own manufacturer in PrestaShop.

- **Who is your supplier for this product?** If you make it yourself, create your own supplier in PrestaShop.
- **Do you have the description, features, images and other details available?** The more your customer know, they quicker they'll be able to make a decision.

You can start adding products with minimal information and edit them at will, but before launching your shop, you should at least have this information written down.

Creating a Category


Categories are essential, as they enable you to group equivalent products. This helps customers find their way through the variety of your products, and narrow down their search when looking for a specific type of product. They also make it easy for the customers to find and compare them (thanks to PrestaShop product comparison feature).

You should create a new category from the moment you have at least two products with equivalent features. Products in a category should be comparable, if not interchangeable. Keep this idea in mind when adding new products and creating new categories.

✓ When creating a product category, you should focus on one thing: **the products in this category must be comparable**. This is not only useful for your customers, but it is also a necessity for PrestaShop's product comparison feature.







All the categories you will create are in fact sub-categories of "Home", the root category, which cannot be deleted.

i You may choose to not create any category, and have all products grouped into a single global category, "Home". But then customers won't be able to compare products.

 You may also decide that you are not interested in the comparison feature, and would rather build your categories freely. In that case, you should disable the comparison feature: go to the product preference page, and put 0 for the "Set the maximum number of products that can be selected for comparison" option.

Categories are managed in the "Categories" page of the "Catalog" menu.


Home
Page 1 / 1 | Display 50 / 3 result(s) Reset Filter



<input type="checkbox"/>	ID	Name	Description	Position	Displayed	Actions
<input type="checkbox"/>	--				--	--
<input type="checkbox"/>	3	iPods	Now that you can buy movies from the iTunes Store and sync them to your iPod, the whole world is your theater.	▼	✓	 
<input type="checkbox"/>	4	Accessories	Wonderful accessories for your iPod	▼▲	✓	 
<input type="checkbox"/>	5	Laptops	The latest intel processor, a bigger hard drive, plenty of memory, and even more new features all fit inside just one liberating inch. The new Mac laptops have the performance, power, and connectivity of a desktop computer. Without the desk part.	▲	✓	 

Delete selected





To create a category, click on the "Add new root category" button.



To create a sub-category for any category (even the root one), click on the "Add new" button.

Name: 

Displayed: ☒  ☐ 

Parent category: Collapse All | Expand All

-  Home
-  iPods
-  Accessories
-  Laptops

Root Category: ☐  ☒ 






Description: 

Image:
Upload category logo from your computer

Meta title: 

Meta description: 

Meta keywords: 
To add "tags" click in the field, write something, then press "Enter"

Friendly URL: 

The two forms are almost identical, in that the second one only has two additional fields to choose which should be the parent category, and whether that new category should be the new root one.

✔ Make sure to fill each field in every language that your shop supports. In order to do that, click on the little flag next to the field, and choose the flag of the language in which you wish to edit the text.

First of all, you must enter a set of general information:

- **Name.** Give your category a name, then indicate if it is "displayed" (i.e., whether or not it will be available to your customers). For example, you

may want to postpone displaying a new category to your customers because you have not quite completed it.

- **Parent Category.** If you wish to create a subcategory belonging to a category other than the home page, choose the category under which it will appear.
- **Root Category.** You might want to use this new category as the new root category, instead of "Home". If so, check the radio button that applies.
- **Description.** You should fill this field, because not only will it be useful to you or your employees, but some themes might also make use of it, displaying it to your customers.
- **Image.** Click on "Browse" to upload an image from your computer which will represent this category.

Then, the form presents you with a few Search Engine Optimization (SEO) fields. This information will help you improve the visibility of your catalog on search engines.






















- **Meta title.** The title that will appear on the search engines when a request is made by a customer
- **Meta description.** A presentation of your category in just a few lines, intended to capture a customer's interest. This will appear in search results
- **Meta Keywords.** Keywords that you must define in order to have your site referenced by search engines. You can enter several of them, separated by commas, as well as expressions, which must be indicated in quotation marks.
- **Friendly URL.** Enables you to rewrite the addresses of your categories as you wish.
For example, instead of having an address such as http://www.myshop.prestashop.com/category.php?id_category=3, you can have <http://www.myshop.prestashop.com/123-name-of-the-category>.
In this case, all you would need to do is indicate in the field marked "Friendly URL" the words that you wish to see appear instead of "name-of-the-category" separated by dashes.
- **Group access.** Restricts access to the category and its products to certain shoppers. To see these categories, your shoppers must belong to a user group. Check out the "Groups" page in the "Customers" menu for more information.

Once you have finished configuring your category, save it, and you are ready to fill it with products.

Managing and Adding Products in the Catalog

You can manage the products in your shop using the "Products" page, in the "Catalog" menu. You can see the existing products and few details.

Page 1 / 1 | Display 50 / 7 result(s) Reset Filter

ID	Photo	Name	Reference	Category	Base price	Final price	Quantity	Displayed	Actions
--	--							--	--
1		iPod Nano		iPods	124,58 €	141,55 €	160	✓	 
2		iPod shuffle		iPods	66,05 €	79,00 €	120	✓	 
3		MacBook Air		Laptops	1 504,18 €	1 799,00 €	400	✓	 
4		MacBook		Laptops	1 170,57 €	1 400,00 €	75	✓	 
5		iPod touch		iPods	241,64 €	289,00 €	120	✓	 
6		Belkin Leather Folio for iPod nano - Black / Chocolate		Accessories	25,04 €	29,95 €	25	✓	 
7		Shure SE210 Sound-Isolating Earphones for iPod and iPhone		Accessories	124,58 €	149,00 €	15	✓	 

Delete selected

You can add new products by clicking on "Add new". A form appears, with several tabs in the left column.

In the following sections, we will explore these tabs one by one. We begin with the first tab in the form, which enables you to fill out the general information about your products.

The Product Page Global Buttons

When you give your new product a name, the product page features three buttons at the top:

- **Save.** This saves any change you have made to any of the data for the current product, and takes you back to the product list.
- **Save and stay.** This saves any change you have made to any of the data for the current product, and keeps you on the current tab. This is particularly useful when you want to switch tabs without losing your


changes to the current tab, or seeing your changes get applied immediately.

- **Back to list.** It simply takes you back to the list of product, without saving any change you have made in any of the tab from this page.

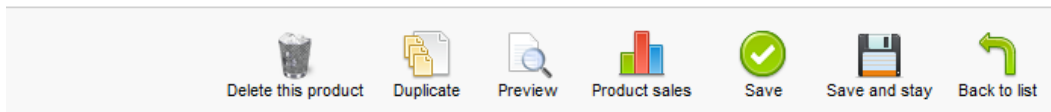


As soon as you save your product, using either the "Save" or the "Save and stay" button, more buttons appear in the product page:

- **Delete this product.** Removes all the data for the current product, including its images, combinations, features, etc.
- **Duplicate.** Creates an exact copy of the current product. This is very useful when you'd rather use the current product's data as a template for another new product, and not have to create every data of the new product by hand. For instance, two products might be very different, but could share the same associations, carriers or supplier settings.

 If you need to create different versions of the same product, because of its variety of colors, capacity, size, etc., then you should create product combination for the current product rather than duplicating it X times. See the "Combinations" tab on the left, which is explained in the "Adding Product Combinations" section of this chapter.

- **Preview.** Displays the front-page page of your product. This is very handy, as it works even if the product is disabled ("Information" tab).
- **Product sales.** Redirects you to the "Product detail" page of the statistics dashboard ("Stats" menu), which gives you a graphic of both the visits to this product's page, and also its sales.



Filling out the Product Global Information

The first tab contains the basic information about the product.


Catalog > Products > Edit

Save Save and stay Back to list

Information Product global information

Prices
SEO
Associations
Images
Shipping
Combinations
Features
Customization
Attachments
Quantities
Suppliers
Warehouses

Type: ☒ Product ☐ Pack ☐ Virtual Product (services, booking and downloadable products)

Name: 

Reference:

EAN13 or JAN: (Europe, Japan)

UPC: (US, Canada)

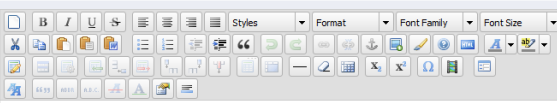
Status: ☒ Enabled ☐ Disabled

Visibility:

Options: ☒ available for order ☒ show price ☐ online only (not sold in store)

Condition:


Short description:
(appears in the product lists and on the top of the product page)



The first line is an essential one: indicate whether the product is a pack (a combination of at least two existing products), a virtual product (downloadable file, service...), or simply a classic, mail-sent product. For now, we will only explore the first option of these three, and deal with packs and virtual products in their own sections of this chapter.

You begin with four text fields:

- **Name.** The first thing to complete is the product name, which will appear in the search engine results. Next to the field you will find a flag, which enables you to choose the language into which you wish to edit or create the name.

 You **must** give the product a name in at least the default language before you can save it. You won't be able to save until it has a name – and many other tabs require the product to be saved in order to be accessible.

- **Reference.** This is your own internal reference. It might be a number, or its reference from the storage location or its supplier, or anything that makes it unique. Optional.
- **EAN13 or JAN.** These are barcode numbers, which are used worldwide in order to identify products. You can use either an EAN13 or a JAN number.
 - An EAN13 is the product's 13-digit international article number. Read more on Wikipedia:

http://en.wikipedia.org/wiki/International_Article_Number_%28EAN%29.

- A JAN is specific to Japan, but is compatible with the international EAN. Read more on Wikipedia: http://en.wikipedia.org/wiki/Japanese_Article_Number.
- **UPC.** A 12-digit barcode, more widely used in North America, UK, Australia and New-Zealand. Read more on Wikipedia: http://en.wikipedia.org/wiki/Universal_Product_Code.

On the right side are four options:

- **Status.** If you do not want this product to be immediately available or visible to your customers, check the radio button that says "Disabled".
- **Visibility.** You can further choose to have the product available through different channels:
 - **Everywhere.** Customers can get to the product by browsing the catalog, search for the product's name, or directly using its URL.
 - **Catalog.** Customers can get to the product by browsing the catalog or directly using its URL.
 - **Search.** Customers can get to the product by searching for its name or directly using its URL.
 - **Nowhere.** Customers can only get to the product using its URL. They won't find it by browsing through the catalog or by searching for its name. This is great for creating private products, that only a few trusted visitors can access, even temporarily (you can change this setting at any time).
- **Options.** A couple of specific options.
 - **available for order.** If you uncheck this box, customers will not be able to add this product to their cart. This makes it more like a single-product Catalog mode (in comparison with the "Catalog mode" preference).
 - **show price.** If the "available for order" option above is unchecked, you can either choose to display the product's price nevertheless (even though visitors won't be able to buy it), or choose to not display it.
 - **online only (not sold in store).** If your business does have brick-and-mortar stores, this option will prove invaluable when a product is only sold online, not in store – this prevents customers

from checking a product price online, then come to your store hoping to buy it directly, and thus avoid shipping cost.

- **Condition.** Not all shop sell new product. This option enables you to indicate the condition of the product:
 - **New.** The product is brand new, sealed in its original packaging.
 - **Used.** The product has been sold at least once before, and probably used by someone else (second hand). It should come in its original packaging, which might be closed with tape.
 - **Refurbished.** The product has been returned for various reasons ("scratches, dents or other forms of cosmetic damage which do not affect the performance of the unit"). Read more on Wikipedia:
http://en.wikipedia.org/wiki/Refurbishment_%28electronics%29.

Now that these details are set in stone, you can start adding a description for your product.

Describing your product well is essential, both for the customer (the more information, the better) and search engines (it will help your shop appear in more search requests).

The two description fields serve different purposes:

- The **first field** enables you to write a short description that will appear in search engines and in the category description for your product. This field is limited to 400 characters.
- The **second field** enables you to write a full description of your product, which will appear directly on the product page. The text editor offers a wide range of options for creating visually attractive descriptions (font, size, text color, etc.).

While the second field has no limits, there is such thing as too much content: strive to provide the essential information in a compelling way, and your product should be good to go.

In the "tags" field, add some terms and keywords that will help your customers easily find what they are looking for.

✓ Differences with PrestaShop 1.4

PrestaShop 1.4 enabled you to indicate the product manufacturer right on this page. In version 1.5, this setting is to be found in the "Associations" tab on the left. Same for the "Default category" field, the associated categories, and the "Accessories" field.

Version 1.4 also enabled you to indicate the size and weight of the final package. In version 1.5, these settings are to be found in the "Shipping" tab on the left.

The "Location" field of version 1.4 can be found in the optional "Warehouses" tab on the left, which is only available if you have enabled Advanced Stock Management ("Preferences" menu, "Products" page, "Products stock" section).

Once you have filled out all this information, save your work, after which you will be sent to your list of products. If you save by clicking on "Save and Stay", you will be able to continue working on your product's presentation.

Setting the Price of a Product

Catalog > Products > Edit (Product)

Product price

Delete this product Duplicate Preview Product sales Save Save and stay Back to list

Prices

You must enter either the pre-tax retail price, or the retail price with tax. The input field will be automatically calculated.

Pre-tax wholesale price: 0.00 €
The wholesale price at which you bought this product

Pre-tax retail price: 0.00 €
The pre-tax retail price to sell this product

Tax rule: FR Tax standard (19.6%)

Retail price with tax: 0 €

Unit price: 0.00 € per or 0.00 € per with tax
e.g. per lb

☐ Display "on sale" icon on product page and text on product listing

Final retail price: 0.00 €

Specific prices

You can set specific prices for clients belonging to different groups, different countries, etc.

Rule	Combination	Currency	Country	Group	Customer	Fixed price	Impact	Period	From (quantity)	Action
No specific prices										

Priority management

Sometimes one customer can fit into multiple specific price rules. Priorities allow you to define which rule applies to the customer.

Priorities: Shop > Currency > Country > Group

☐ Apply to all products

The pricing section can be quite intimidating, with fields influencing each other and taxes to take into account. This is all done in the "Prices" tab on the left.

Set the price that will appear in your store by following the instructions below:

- **Pre-tax wholesale price.** Enables you to instantly know your wholesale, factory price, and thus compare it to your selling price in order to easily calculate your profit.
- **Pre-tax retail price.** The price of your product before taxes.
- **Tax rule.** The tax applicable to the product. Choose between the different rates that you have registered.
If you need to create new tax rates, click the "Create" button. Tax creation is done in the "Localization" menu, "Taxes" page; it is fully explained in the "Understanding Local Settings" chapter of this guide.
- **Eco-tax (tax incl.).** The value of the ecotax for this product. This value is already included in your retail price. You are supposed to declare that tax to your country's tax agency.
Note that this field is not displayed by default. If you have to include an ecotax, you must first enable it: go to the "Localization" menu, "Taxes" page, "Tax options" section (bottom of the page), and choose "Yes" for the "Use ecotax" option.
- **Retail Price with tax.** Displays the price of the product with taxes included. You can edit the value, and it will automatically update the "Pre-tax retail price" field according to the tax rule that you chose.
- **Unit price.** Enables you to conform to local legislations that require products to be displayed with their unit price.
For instance, if you are selling a pack of 6 cans of soda, then you should fill this field with the price per can, and indicate "can" in the text field. The description on the same line will update accordingly.
- **Display "on sale" icon on product page and text on product listing.**
Check that box to show that your product is on sale, both on the product page and in the text on the product listing. An "On sale" icon will appear under the product. You can modify this logo by changing the following file: `themes/default/img/onsale_en.gif`
- **Final retail price.** This price, including the discount taken, will update as you type.

✓ You can fill out the "retail price with tax" field and choose the tax rate to apply, and the field will automatically calculate the pre-tax retail price. The opposite operation is also available.

At this point, you are done with the essential information for a basic product page. You can save it and have it immediately available for sale on your shop! But keep reading, as there are many more details you can add to your product to make it more attractive to customers.

Managing Quantity Discounts

You can change the total price of the product depending on the quantity of products your customer buys, the user group, the country, etc. This is done using the "Specific prices" option of the "Prices" tab.

Specific prices

You can set specific prices for clients belonging to different groups, different countries, etc.

Cancel new specific price

For: All currencies > All countries > All groups

Customer: All customers

Available from: to

Starting at 1 unit

Product price (tax excl.): 0.00 €

Leave base price: ☒

Apply a discount of: 0.00 ---

The discount is applied after the tax

Rule	Combination	Currency	Country	Group	Customer	Fixed price	Impact	Period	From (quantity)	Action
No specific prices										

Click "Add a New specific price", and a form appears.

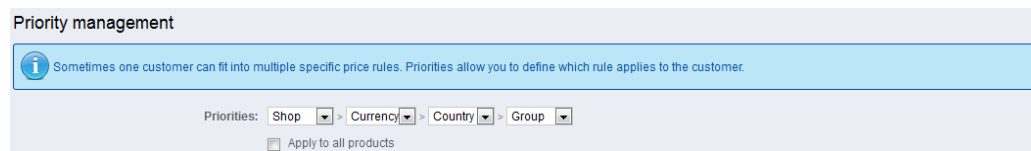
- **For.** This enables you to be very specific about the various groups to which this price applies, including currencies, countries and even your customer groups (which we'll discuss in a later chapter).
- **Customer.** You can choose to be even more specific and directly set at who the discount you are creating is targeted. Start typing the first letters of the clients' first name or last name, and select the ones you want.
- **Available from.** Here you can define a range of dates between which the discount price is active. Clicking each selector will open a calendar, simplifying the process.

- **Starting at [] unit.** Contains the value from which the discount should be applied. Default is "1", which means any quantity.
- **Product price (tax excl.).** This is where you can set an arbitrary price, independent of calculations and regular prices. Keep this field at "0" to use the default price.
- **Leave the default price.** Check this box to reset the "Product price" field and prevent yourself from editing it.
- **Apply a discount of.** The discount that will be applied once the client has chosen a quantity of product. Use the selector to set the type of discount (either a specific amount in the default currency, or a percentage of the default price).

Once you have chosen your values click on "Save and stay": the summary of your discount settings appears below. If you wish to delete a value, click on the trashcan icon in the table.

Managing Price Priority

A customer might fit into multiple prices or discount rules, even when you have set detailed prices and quantity discounts, with custom groups and shops (if in a multistore context). PrestaShop therefore uses a set of priorities in order to apply a single price rule to such customers.



You can change PrestaShop default settings using the "Priority Management" section: You might want the user group to be more important than the currency, for instance.

The default order of importance is:

1. Shop (when in a multistore context).
2. Currency.
3. Country.
4. Group.

A checkbox at the bottom enables you to update the settings for all products. If the checkbox remains unchecked, then your changes only apply to the current product.





Optimizing your product's search engine position (SEO)

To improve your product listing as well as increase your store's visibility we suggest that you carefully fill out the various SEO fields: meta titles, meta descriptions, and keywords and friendly URLs.

✔ "SEO" itself stands for "Search Engine Optimization. Read more on Wikipedia: http://en.wikipedia.org/wiki/Search_engine_optimization

Get to know the best SEO practices for e-commerce! Download and read PrestaShop's free "Complete Guide to SEO":
<http://www.prestashop.com/en/white-paper-seo>

To access the product's SEO information, open the "SEO" tab on the left.

Information	<h3>SEO</h3> <p>Meta title: <input type="text"/>  <i>Product page title; leave blank to use product name</i></p> <p>Meta description: <input type="text"/>  <i>A single sentence for HTML header</i></p> <p>Meta keywords: <input type="text"/>  <i>Keywords for HTML header, separated by commas</i></p> <p>Friendly URL: <input type="text" value="product"/>  <input type="button" value="Generate"/> Friendly URL from product name. Product link will look like this: http://127.0.0.1/ps15x-demo/lang/11-product.html</p>
Prices	
SEO	
Associations	
Images	
Shipping	
Combinations	
Features	
Customization	
Attachments	
Quantities	
Suppliers	

The fields in this page enable you to directly optimize your catalog's visibility on search engines.

- **Meta title.** This is the most important field, as the title that will appear on all search engines. Be very factual: you must convince the search

engine user to click your link, not one from another site. Make sure the title is unique to this product within your site.

- Good example: "Levi's 501® Original Jeans - Tidal Blue - Original Fit".
- Bad example: "Item #02769869B bestseller".
- **Meta description.** A presentation of the product in just a couple lines (ideally, less than 155 characters), intended to capture a customer's interest. This will appear in results for some search engines, depending on the search request: some search engine might choose to display the searched keywords directly in the context of the page content. Make sure the description is unique to this product within your site.
- **Meta keywords.** You can enter several of them, separated by commas, as well as expressions, which must be indicated in quotation marks. For instance: trousers, denims, "blue jeans", jeans.
- **Friendly URL.** This is another extremely important field. It enables you to rewrite the web addresses of your products as you wish. For example, instead of having an address such as http://www.myprestashop.prestashop.com/index.php?id_product=8&controller=product ...you can have: <http://www.myprestashop.prestashop.com/8-name-of-the-product.html>.

All you need to do is indicate in the "Friendly URL" field the words that you wish to see appear instead of the default name, separated by dashes.

The "Generate" button makes it easy to produce a proper friendly URL based on the product name. Once generated, you can edit the URL produced if necessary.



Friendly URLs will only work if URL rewriting is enabled. You can do this in "SEO & URLs" preference page, in its "Set up URLs" section.

You will find more information on the "SEO & URLs" preference page in the "Understanding the Preferences" chapter of this guide.

Managing the Product's Associations

Creating associations for your product means pairing it with other content in your database:

- Product categories.
- Other products (accessories).
- Manufacturer.

The screenshot shows the 'Associations' tab in the PrestaShop 1.5 product configuration interface. On the left is a sidebar with navigation links: Information, Prices, SEO, Associations (selected), Images, Shipping, Combinations, Features, Customization, Attachments, Quantities, and Suppliers. The main content area is titled 'Associations' and contains the following elements:

- Associated categories:** A section with controls 'Collapse All', 'Expand All', 'Check All', and 'Uncheck All'. Below these is a search bar 'Find a category:' and a tree view showing a hierarchy: 'Home' (checked) with sub-items 'iPods', 'Accessories', and 'Laptops'. A 'Create new category' button is located below the tree.
- Default category:** A dropdown menu currently set to 'Home'. Below it is a blue information box stating: 'The default category is the category which is displayed by default.'
- Accessories:** A text input field followed by the instruction 'Begin typing the first letters of the product name, then select the product from the drop-down list'. A note below reads '(Do not forget to save the product afterward)'.
- Manufacturer:** A dropdown menu with the option '-- Choose (optional) --' and a 'Create new manufacturer' button.

Product categories

The "Associated categories" section enables you to select in which category the product should appear. You can select more than one, but keep in mind that it is better for the customer if the category only contains equivalent and comparable products. Therefore, you should prevent from selecting root categories, and prefer child categories.

For instance, the "telephone" category can feature sub-categories of "brands" (Apple, Samsung, Nokia, etc.) and as well as "characteristics" (smart-phone, flip-phone, etc.). It is up to you to indicate the category most useful to your customers.

If you feel you need to add a category, save the current state of your product before clicking the "Create new category" button. Category creation is explained at the start of this chapter

The "Default category" section is useful when an article is filed under several categories. It serves mainly to clarify which category to use in case your customer arrives at your site from a search engine, since the name of the category will appear in the product's URL.

✔ Featured List

Checking the "Home" box enables you to highlight the product on your shop's homepage, provided your theme supports it. To remove a product from the Featured list, simply uncheck the "Home" box.

Accessories

The "Accessories" field gives you the option of choosing relevant products to associate with this product, to suggest them to your customers when they visit the product's page (if the theme supports it). Type in the first letters of product and select it. The product is then added at the bottom of the field.

You can associate a product with as many other products as you deem necessary. Click on the trashcan icon to delete the product association. An association goes one way only: the associated product will not feature an association to the current product in its setting page.

✔ Accessories addition/removal is not automatically saved! Do not forget to click on the "Save" button.

Manufacturer

A product can only be associated with one manufacturer. Choose one in the dropdown menu, or create a new manufacturer if it is needed (but do save your current product before clicking the "Create a new manufacturer" button).

Manufacturer creation is explained in the next chapter, "A Look Inside the Catalog".

Evaluating Shipping Cost: Size, Weight, Carrier

Shipping costs are not to be neglected: they can easily double the final cost of an order, and you should be very upfront about them – customers hate bad surprises.

Information	<h2>Shipping</h2> <p>Width (package): <input type="text" value="0"/> cm</p> <p>Height (package): <input type="text" value="0"/> cm</p> <p>Depth (package): <input type="text" value="0"/> cm</p> <p>Weight (package): <input type="text" value="0"/> kg</p> <p>Additional shipping cost: <input type="text" value="0.00"/> € tax excl.</p> <p><i>Carrier tax will be applied.</i></p> <p>Carriers: <input type="text" value="PS15"/> My carrier</p> <p><i>If no carrier selected, all carriers could be used to ship this product.</i></p>
Prices	
SEO	
Associations	
Images	
Shipping	
Combinations	
Features	
Customization	
Attachments	
Quantities	
Suppliers	

The "Shipping" tab on the left enables you to give some precious details about your product's package:

- **Width, Height, Depth & Weight.** You should strive to fill each field, because knowing the exact size and weight of a package is not only useful to you, but PrestaShop can also direct specific sizes/weights to specific carriers automatically, based on these settings. Once PrestaShop (or the customer) has selected a carrier, the order's final price will appear to the customer.
- **Additional shipping costs.** This can prove very useful to you, for instance for product that are particularly tricky to package, or really heavy.
- **Carriers.** You can choose to have the current product only be shipped by one specific carrier. You can even choose two or three: press the Shift key while clicking on a carrier name to add it to the selection.

Adding Product Combinations


You will often sell the same product under different versions: same overall name, but they might differ by their color, their capacity, their screen size, and other attributes. Most of the times, these attributes come together: you could have the red version of the product available with either 1 Gb capacity or 2 Gb, or with 12" screen or a 15" screen. This is why PrestaShop calls these versions "combinations": your stock of product can be made of several variations of one product, which in effect are simply its attributes combined in specific ways.

































- ✔ You cannot create combinations if you do not already have product attributes properly set in PrestaShop.
Also, you should not create combination for features that your customers should not be able to choose from.


Attributes creation is done in "Attributes and Values" page from the "Catalog" menu, and is explained in details in the next chapter, "A Look Inside the Catalog".

Differences with PrestaShop 1.4

Combination quantities are managed from the "Quantities" tab on the left, which is a new feature of PrestaShop 1.5.

Information	Add or modify combinations for this product						
Prices							
SEO	or use the  Product combinations generator in order to create automatically a set of combinations						
Associations							
Images							
Shipping							
Combinations							
Features							
Customization							
Attachments							
Quantities							
Suppliers							

Attributes	Impact	Weight	Reference	EAN13	UPC	Actions
Color - Blue, Disk space - 16Go	41,81 €	0kg				 
Color - Blue, Disk space - 8Go	0,00 €	0kg				 
Color - Yellow, Disk space - 16Go	41,81 €	0kg				 
Color - Yellow, Disk space - 8Go	0,00 €	0kg				 
Color - Metal, Disk space - 16Go	41,81 €	0kg				 
Color - Metal, Disk space - 8Go	0,00 €	0kg				 
Color - Black, Disk space - 16Go	41,81 €	0kg				 
Color - Black, Disk space - 8Go	0,00 €	0kg				 
Color - Orange, Disk space - 16Go	41,81 €	0kg				 
Color - Orange, Disk space - 8Go	0,00 €	0kg				 
Color - Pink, Disk space - 16Go	41,81 €	0kg				 
Color - Pink, Disk space - 8Go	0,00 €	0kg				 
Color - Green, Disk space - 16Go	41,81 €	0kg				 
Color - Green, Disk space - 8Go	0,00 €	0kg				 
Color - Purple, Disk space - 16Go	41,81 €	0kg				 
Color - Purple, Disk space - 8Go	0,00 €	0kg				 

 The row in blue is the default combination.
A default combination must be designated for each product.


When creating a virtual product (see further below), you can now upload a different file for each combination. In PrestaShop 1.4, you had to pack all combinations into a single Zip file, and have the customers download all combinations.

How they are combined is up to you, and PrestaShop gives you two ways to achieve this.

Manual method

This method helps you create combinations one after the other. Therefore, it is to be reserved to either products with few combinations, or products with very specific combinations that can't be created reliably using the automatic method (see next section).

Add or modify combinations for this product

or use the  Product combinations generator in order to create automatically a set of combinations

Attribute:

Value:

Reference: EAN13: UPC:

Wholesale price: € (leave blank if the price does not change)

Impact on price:

Impact on weight:


Impact on unit price: of € /

Minimum quantity:

The minimum quantity to buy this product (set to 1 to disable this feature)

Available date:

The available date when this product is out of stock

Image: 

Default: ☐ Make this the default combination for this product

Adding a new variation to your product takes just a few steps. Click on the "New Combination" button, in the top of the page, next to the "Save" button. A form will appear:

- Attribute-value pair.
 1. From the drop-down menu choose a group of attributes, such as "Color" for example
 2. Choose the attribute value that you would like to include, for example "Blue".
 3. Click on the "Add" button and it will appear in the selector.
You can add as many attribute-value pairs as necessary to one combination.
You can only add one pair per attribute to one combination: it is

impossible to have both "Color: Blue" and "Color: Red" in your pairs; if this is necessary, you will have to create new attributes, for instance "Primary color" and "Secondary color".

You can delete an attribute-value pair by selecting it and clicking on the "Delete" button.

- **Reference, EAN13 & UPC.**
 - If necessary, indicate the combination's reference, EAN13 and/or UPC numbers into each field, as if you were creating a brand new product in PrestaShop. These numbers may be used by your warehouse or your carrier, so make sure to fill these fields, they are often essential to your business.
- **Wholesale price.** This field is useful if the original price of the product changes simply because this is a combination.
- **Impact on original product.** If the combination is supposed to have an impact on the product's price/weight/unit price, choose the appropriate dropdown menu, select "Increase" or "Reduction" depending on the context, and fill the field that appears with the value of that impact.
- **Ecotax.** The specific ecotax for this combination.
- **Minimum quantity.** You might prefer this combination to only be sold in bulk. Use this field to set the number of items to be sold in bulk.
- **Available date.** If this is a temporary or promotional product combination, you can indicate the date at which this product should not be available for sale anymore.
- **Image.** The images that are linked to the original product (as uploaded using the form in the "Images" tab on the left) are displayed. Check the box for the images that best represent this combination.
- **Default.** Check this box if you want the current combination to actually be the main product.

When you have set all of the combination's details, save your product changes using the "Save and stay" button. Your combination will appear in the attributes list at the bottom of the screen.



Differences with PrestaShop 1.4

In PrestaShop 1.4, there used to be a "Color picker" form at the bottom of the list of combinations, where you could choose to display a color picker or not on the product page.

In PrestaShop 1.5, this option has been moved and improved. When creating a new attribute (in the "Catalog" menu, "Attributes & Values" page), you can use the "Attribute type" drop-down list to choose whether the front-page should display it as a drop-down list, a radio button list, or a color picker.

Automatic method

If you have too many different products or varieties you can use the "Product Combinations Generator." This tool allows you to automatically generate all of the combinations and possibilities.

Clicking the "Product combinations generator" takes you to the complete form.

Attributes generator

Color
Metal
Blue
Pink
Green
Orange
Black
Purple
Yellow
Red

Disk space
2GB
4GB
Optional 64GB solid-state drive
80GB Parallel ATA Drive @ 4200 rpm
80GB: 20,000 Songs
160GB: 40,000 Songs
8Go
16Go
32Go

ICU
1.60GHz Intel Core 2 Duo
1.80GHz Intel Core 2 Duo

Add Delete

The Combinations Generator is a tool which allows you to easily create a series of combinations by selecting the related attributes. For example, if you are selling T-Shirts in 3 different sizes and 2 different colors, the Generator will create 6 combinations for you.

You are currently generating combinations for the following product: iPod Nano

Step 1: On the left side, Select the attributes you want to use (Hold down the "CTRL" Key on your keyboard and validate by clicking on "Add")

Color	Impact on the Product Price (€)		Impact on the Product Weight (kg)
Metal	Tax Excl.: 41.806	Tax Incl.: 50.00	0
Blue	Tax Excl.: 0	Tax Incl.: 0	0
Pink	Tax Excl.: 41.806	Tax Incl.: 50.00	0
Green	Tax Excl.: 41.806	Tax Incl.: 50.00	0
Orange	Tax Excl.: 0	Tax Incl.: 0	0
Black	Tax Excl.: 41.806	Tax Incl.: 50.00	0
Purple	Tax Excl.: 41.806	Tax Incl.: 50.00	0
Yellow	Tax Excl.: 41.806	Tax Incl.: 50.00	0

Disk space	Impact on the Product Price (€)		Impact on the Product Weight (kg)
8Go	Tax Excl.: 0	Tax Incl.: 0	0
16Go	Tax Excl.: 41.806	Tax Incl.: 50.00	0


Step 2 (optional): Select a default Quantity and Reference for all the combinations that the Generator will create for this product

Default Quantity: 0

Default Reference:

Finally, click on "Generate these combinations"

Generate these combinations

 A warning window might appear, saying "You will lose all unsaved modifications, do you want to proceed?" This means your product already had some combinations created. If you agree to this, this will delete the combinations that have not yet been saved. Be careful, and always save your work before using the generator!

On the right side of this page are your groups of attributes and their values. Select the varieties by clicking on their name (if your combination combines more than one attribute, hold the Ctrl key while clicking), then click on "Add". For example, you might select the "Blue", "Green" and "32 Go" attributes.

Once the varieties have been selected, insert the quantity of each product in the "Quantity" field at the top. **Be careful, it needs to be the same for every combination.** For instance, 200 products in each combination = 2 colors * 1 disk size * 200 = 400 products in all.

You may add a reference if it serves your administrative needs. Click the "Generate" button, and tables will appear below for each combination, enabling you to edit their possible specific prices.

As you can see, the combination generator helps you save a lot of time when you have numerous attributes to assemble, such as sizes and materials. It automatically creates **all of the possible combinations**, which will then appear under the product's "Combinations" tab (if the theme supports it).

If you do not want to keep all generated combinations or if they are in fact not all exactly the same (different references, prices, available dates...), you can delete (trashcan icon) or modify them (file icon). The yellow star icon turns the selected combination into the default one.

Managing Product Quantities

This is a new tab in PrestaShop 1.5. You previously had to manage quantities either in the "Information" tab or within the "Combinations" tab if you have any product varieties. This is all now managed in a single page.

Quantities Available quantities for sale

Suppliers

☐ I want to use the advanced stock management system for this product - This requires you to enable advanced stock management.

☐ Available quantities for current product and its combinations are based on stock in the warehouses - This requires you to enable advanced stock management globally or for this product.

☒ I want to specify available quantities manually

Quantity	Designation
10	iPod Nano - Disk space - 16Go, Color - Blue
10	iPod Nano - Disk space - 8Go, Color - Blue
10	iPod Nano - Disk space - 16Go, Color - Yellow
10	iPod Nano - Disk space - 8Go, Color - Yellow
10	iPod Nano - Disk space - 16Go, Color - Metal
10	iPod Nano - Disk space - 8Go, Color - Metal
10	iPod Nano - Disk space - 16Go, Color - Black
10	iPod Nano - Disk space - 8Go, Color - Black
10	iPod Nano - Disk space - 16Go, Color - Orange
10	iPod Nano - Disk space - 8Go, Color - Orange
10	iPod Nano - Disk space - 16Go, Color - Pink
10	iPod Nano - Disk space - 8Go, Color - Pink
10	iPod Nano - Disk space - 16Go, Color - Green
10	iPod Nano - Disk space - 8Go, Color - Green
10	iPod Nano - Disk space - 16Go, Color - Purple
10	iPod Nano - Disk space - 8Go, Color - Purple

When out of stock: ☒ Deny orders
☐ Allow orders
☐ Default: Deny orders as set in Preferences

The way it works is quite easy: the page presents you with a table of all the combinations for the current product (if there are no combinations, the table simply has a single row). It is up to you to set the initial stock for all the combinations. PrestaShop will use this to determine when a product is soon out-of-stock or unavailable anymore.

Stock Management Options

The quantities page supports the stock management features, if activated. This means that if the current product's combinations are distributed among several storage locations, PrestaShop is able to handle the exact location of each combination, even with a given warehouse.

To use advanced stock management for the current product, you must first enable the feature for the whole shop: go to the "Products" preference page (under the "Preferences" menu), and in the "Products stock" section, select "Yes" for the "Enable advanced stock management" option.

Once the feature is globally enabled, you can enable it for the current product by checking the checkbox for "I want to use the advanced stock management system for this product".

By default, you have to manage the current product's quantities by hand, for each combination, from this page. With the stock management feature activated, you can rely on PrestaShop's stock management feature to handle this.

Once the checkbox has been clicked, an option becomes available: "Available quantities for current product and its combinations are based on stock in the warehouses". Click it, and you cannot edit the current product's quantities from the "Quantities" page: it has now become dependent of your stock management.

Availability Settings

At the bottom of the page, you can set the exact behavior of PrestaShop depending on the availability of the current product.

- **Displayed text when in-stock.** Enables you to display a message to your visitors when your product is in stock, for example "Item available". It reassures them that your shop can immediately send them the product.
- On the contrary, if the item is not in stock, you can choose whether to allow orders or not using the "When out of stock" selector. If you do allow orders, then you can display a message to your visitors using the "Displayed text when allowed to be back-ordered" field.

You can also configure the general settings applied to all of your products. The default option is to deny orders, but this can be modified under the "Products" preference ("Allow ordering of out-of-stock products" option), which is fully explained in the "Understanding the Preferences" chapter of this guide.

Configuring the Product Image

Information	<h3>Add a new image to this product</h3> <div> File: <input type="button" value="Upload an image"/> </div> <p><i>Format: JPG, GIF, PNG. Filesize: 8.00 MB max.</i></p> <table border="1"> <thead> <tr> <th>Image</th> <th>Position</th> <th>Cover</th> <th>Action</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>	Image	Position	Cover	Action																																				
Image		Position	Cover	Action																																					
Prices																																									
SEO																																									
Associations																																									
Images																																									
Shipping																																									
Combinations																																									
Features																																									
Customization																																									
Attachments																																									

The "Images" tab on the left is for including photos on your product page. You should upload all the images for this product, including all the existing combinations of this product (color, size, shape, etc.).

To add one or more images to your product:

1. Click the "Upload an image" button and then select a photo from your computer to upload. The upload starts automatically.
The default maximal size for an image file is set by PrestaShop according to your server's PHP settings. This size can be lowered in the "Images" preference page, "Product images" section.
2. The uploaded images appear in a table below the button. If you have more than one image, you can choose which image is to be used as the default/cover image by clicking on the red "no entry" button and turn it into a green checkmark. That cover image will also appear automatically on the product page of your shop.

Once you have uploaded several images, you can modify the image order by drag-and-dropping each table row when the mouse cursor changes to a "movable" cursor.

Configuring Product Features

The tab named "Features" is where you specify your products' features (i.e. weight, material, country of origin, etc.).

Information	Assign features to this product:		
Prices	You can specify a value for each relevant feature regarding this product, empty fields will not be displayed. You can either create a specific value or select among existing pre-defined values you added previously.		
SEO			
Associations			
Images			
Shipping			
Combinations			
Features			
Customization			
Attachments			
Quantities			
Suppliers			

Feature	Pre-defined value	or Customized value
Height	N/A - Add pre-defined values first	<input type="text"/>
Width	N/A - Add pre-defined values first	<input type="text"/>
Depth	N/A - Add pre-defined values first	<input type="text"/>
Weight	N/A - Add pre-defined values first	<input type="text"/>
Headphone	<input type="text"/>	<input type="text"/>

[Add a new feature](#)

When you create features and values (i.e. wool knit and micro-fiber materials), you assign them to the products when it is appropriate. This means that you do not have to fill out the features fields for each of your products but instead simply fill in the necessary values and apply them later.

i PrestaShop comparison engine entirely relies on product features: this is what gets compared.

Also, since product comparison works on a per-category basis, you should make sure that all the products in a given category do share the same features, with various values to be compared between each other.

Be aware that contrary to the combinations, these values do not change, and are valid for the general product.

Creating a feature

Before adding a feature to a product, you must create it for general use in your shop. You either go to the "Features" page of the "Catalog" menu, or directly click on the "Add a new feature" button. A warning will appear, "You will lose all unsaved modifications, do you want to proceed?" – make sure all your changes are saved before validating.

Feature and feature value creation are explained in details in the next chapter of this guide, "A Look Inside the Catalog".

Assigning a value and feature to a product

We will assume here that you have already set all your features and feature values.

In the current product's "Features" tab on the left, a table is displayed, listing all of your shop's features. Not all of them pertain to this product: PrestaShop will only take as relevant the features where you actually set a value.

You can either set a value manually, in the field on the far right a feature's row, or you can use one of the pre-defined values (as set when creating the feature) if there are any available.

If no value is available for a feature, the mention "N/A" appears (short for "not available" or "not applicable"), followed by a "Add pre-defined values first" button.

If you choose to use a custom value, do not forget to set it for every language that your shop supports. Use the flag icon to change language.

If there are pre-defined values available, they will appear in a dropdown list. Simply click it and choose the correct value.

Once you have set all the relevant features, save your changes to see them immediately applied in the front-page.

Remember: If a feature does not have any value assigned to it, it will not be taken into account for this product, and will not be visible on your shop.

Managing Customization

PrestaShop makes it possible for your customers to customize the product that they will buy.

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

The advantage of this function is that it offers your customers a personal service, which they will without a doubt appreciate!

Let's look at how to configure this function. In the "Customization" tab on the left, you can indicate what type of context (file and/or text) can be personalized.

Information	<h3>Add or modify customizable properties</h3> <div> <p>File fields: <input type="text" value="0"/></p> <p><i>Number of upload file fields displayed</i></p> <p>Text fields: <input type="text" value="0"/></p> <p><i>Number of text fields displayed</i></p> </div>
Prices	
SEO	
Associations	
Images	
Shipping	
Combinations	
Features	
Customization	

- **File Fields.** Puts one file upload button on the order page. Each button accepts only one file, so put as many field as you allow your customers to upload.
- **Text Fields.** Puts one text field on the order page. You can add as many text fields as necessary.
Example: If you allow a 5-line text, each line limited to 14 characters, you can add 5 fields, and indicate the number of allowed characters in the field's label.

Once you have added the needed number for each field, click "Save and stay". The page will reload and display as many text fields as necessary. Fill every one of them with the appropriate public label: this will be an indicator for the customer, so be very specific about what you expect.
For instance, if you allow images for a book cover, you could use the following:

- "Front cover (20.95 x 27.31 cm, color)".
 - "Back cover (20.95 x 27.31 cm, black and white)".
 - "Spine (20.95 x 1.716 cm, color)".
- Same for text: if customers can engrave words to a product, you could use the following:
- "First line (24 chars)".

- "Second line (24 chars)".
- "Last line, signature (16 chars)".

You can make any field necessary to validate the purchase by checking the "Required" box on the right of each of them.

Removing fields. If in the end you added too many fields, simply change the number of needed fields for each of the two types and click "Save and stay". The page will reload with the right number of fields, with the first ones preserved.

Once all the label fields have been filled, do not forget to save your changes.

Managing Attachments

PrestaShop enables you to make some files available to your customers before their purchase. This is done in the "Attachments" tab on the left.

Information	<h2>Attachment</h2> <p> Filename: <input type="text"/> <small>Maximum 32 characters.</small> </p> <p> Description: <input type="text"/> </p> <p> File <input type="text"/> <input type="button" value="Parcourir..."/> </p> <p><i>Upload a file from your computer (8.00 MB max.)</i></p> <p><input type="button" value="Upload attachment file"/></p> <p>* Required field</p>
Prices	
SEO	
Associations	
Images	
Shipping	
Combinations	
Features	
Customization	
Attachments	
Quantities	<div> <div>Available attachments:</div> <div> <div></div> <div></div> <div></div> </div> <div><input type="button" value="Add >>"/></div> </div> <div> <div>Attachments for this product:</div> <div> <div></div> <div></div> <div></div> </div> <div><input type="button" value="<< Remove"/></div> </div>
Suppliers	

For example, let's say you sell electronics, and you would like to urge your customers to read a document on how a product works. You can upload a document for that purpose.

You could also simply have the product's PDF manual directly available for download right on the product page.

Adding an attachment is really quick:

1. Fill out the name of your attachment.
2. Give it a description. This will help you distinguish between your uploaded files with certainty.
3. Click on "Browse" to select a file on your computer to upload.
4. Click on "Add attachment file". The attachment is uploaded, and the page reloads, with the attachment appearing in the "Attachments for this product" selector.

5. Save your product, with either the "Save" button or the "Save and stay" one.

Now the "Download" tab will appear on the product's page (if the theme supports it), and your customers can download the file(s) that you just uploaded.


If you need to remove an attachment, select it in the "Attachments for this product" selector and click on the "<<< Remove" button. The file will be moved to the "Available attachments" selector if you need to set it back online later on.

You can view all of your store's attached files, add some more and remove some, by going to the "Attachments" page under the "Catalog" menu. This also makes it possible to use the attachments that you already uploaded for other files: if you need to apply the associated one file with many products, you will thus only have to upload it once.

Setting the Product's Supplier

Indicating the product's supplier is not really important to your customers (very much less so than its manufacturer in any case). Still, it may turn out to be an essential part of your own internal management, not the least when managing your stock: you simply need to know who you bought the product from. The supplier of the current product is to be set from the "Suppliers" tab on the left.

Combinations	Please choose the suppliers associated with this product, and the default one. <div>Create new supplier</div> <table border="1"> <thead> <tr> <th>Selected</th> <th>Supplier Name</th> <th>Default</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td>AppleStore</td> <td><input type="radio"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Shure Online Store</td> <td><input type="radio"/></td> </tr> </tbody> </table>	Selected	Supplier Name	Default	<input type="checkbox"/>	AppleStore	<input type="radio"/>	<input type="checkbox"/>	Shure Online Store	<input type="radio"/>
Selected		Supplier Name	Default							
<input type="checkbox"/>		AppleStore	<input type="radio"/>							
<input type="checkbox"/>		Shure Online Store	<input type="radio"/>							
Features										
Customization										
Attachments										
Quantities										
Suppliers	Product reference(s) You have to specify the suppliers associated to this product and the default one before setting references. Click "Save and Stay" after changing selected suppliers to display the associated product references.									

 You cannot use this feature if you do not already have at least one supplier registered in your shop. Suppliers are created from the "Suppliers" page, under the "Catalog" menu.

The complete supplier registration process is explained in details in the next chapter of this guide, "A Look Inside the Catalog".

You can access the creation page directly by clicking on the "Create a supplier" button.

Associating the current product with one or more suppliers is really easy: simply click the box corresponding to the supplier, and save your changes.

If the product is associated with more than one supplier, you can choose which one should be the default one use the radio button on the right.

Note: the "Default" radio buttons are unavailable by default. In order to select them, you must first click the "Save and stay" button" in order to select another supplier as default.

Product reference(s)

The product's supplier page also features a table that enables you to set the precise reference and unit price/currency for each product combination. If the product has more than one supplier, the table only opens the combination tied to the first supplier, the others being closed by default. Click on a supplier's name in order to open its references table, and close the others.

Managing Warehouses (advanced)

Once you have enabled the advanced stock management option (in the "Products" preference page), this new tab gets available for all products, and enables you to indicate in which warehouse the current product is stored.

Information
Prices
SEO
Associations
Images
Shipping
Combinations
Features
Customization
Attachments
Quantities
Suppliers
Warehouses

Product location in warehouses

This interface allows you to specify in which warehouses the product is stocked.
It is also possible to specify for each product/product combination its location in each warehouse.

Please choose the warehouses associated with this product, and the default one.

Create new warehouse

001 - Main warehouse

Stored	Product	Location (optional)
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Blue	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Blue	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Yellow	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Yellow	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Metal	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Metal	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Black	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Black	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Orange	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Orange	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Pink	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Pink	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Green	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Green	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Purple	<input type="text"/>
<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Purple	<input type="text"/>
<input type="checkbox"/>	Mark all products as stored in this warehouse.	

002 - Secondary warehouse

You cannot use this feature if you do not already have at least one warehouse registered in your shop. Warehouses are created from the "Warehouses" page, under the "Stock" menu.

The complete warehouse registration process is explained in details in another chapter of this guide, "Managing Stock".

You can access it directly by clicking on the "Create new warehouse" button.

The "Warehouses" tab presents you with a table that enables you to set the


precise location for each product combination (if any) in each warehouse. If you have registered more than one warehouse, the table only shows the first one by default, the others being closed by default. Click on a warehouse's name in order to open its sub-table, and close the others.

For each warehouse, you can set which combination of the current product is stored, and a text field enables you to indicate precisely where it is stored in that warehouse. You can write anything in that field: "Aisle 5", "Next to the Radiohead albums", "A07 E08 H14", or anything that helps you or your packaging team to find the product as precisely as possible.

Creating a Pack of Products


You may wish to sell a pack of products made of several items. I.e.: a computer start-up pack composed of the computer itself, a monitor, and a printer. PrestaShop makes it easy for you to create a "pack" product and add other products from your catalog to this pack.

Packs enable you to simplify preparing orders. They also allow customers to take advantage of special prices and offers.

 You cannot currently add combinations or virtual products to a pack. If you need to have packs with combinations, you will have to create single products for each combination. This is a known limitation that will be fixed in a coming version of PrestaShop.

The process to create a pack is similar to the one for creating a regular product:

1. Go to the "Product" page, under the "Catalog" menu.
2. Click the "Add New" button.
3. From the "Information" tab on the left, change the product type to "Pack".

Information	Pack
Pack	<p>Begin typing the first letters of the product name, then select the product from the drop-down list:</p> <div> <input type="text"/> <input type="text" value="1"/> <input type="button" value="Add this product to the pack"/> </div> <div>  You cannot add combinations to a pack. </div>
Prices	
SEO	
Associations	
Images	

A new tab appears on the left, titled "Pack", to which you are redirected as soon as you change the product type. This tab only features two text fields and a button:

- The first field is used to search for products that are already registered in your shop.
- The second field is used to indicate the quantity of chosen product should be added to the pack.
- The button adds the product to the pack.

You can add as many products as you would like to the pack.

You can remove a product from the pack simply by clicking the trashcan icon next to it.

Once you are done with the "Pack" tab, you can edit the content of all the other available tabs as if you would for a regular product.

Creating a Virtual Product

Your shop may feature (partly or exclusively) virtual products – that is, products that are not shipping, but rather downloaded: concert tickets, e-books, real-life services...

PrestaShop makes it easy for you to create a virtual product

The process to do this is similar to the one for creating a simple product:

- Go to the "Product" page, under the "Catalog" menu.
- Click the "Add New" button.
- From the "Information" tab on the left, change the product type to "Virtual Product".

The tabs on the left change:

- The "Virtual Product" tab appears, to which you will be redirected as soon as you change the product type;
- The "Shipping product" tab disappears.

Information	Virtual Product (services, booking and downloadable products)
Virtual Product	Does this product have an associated file? <input checked="" type="radio"/> Yes <input type="radio"/> No
Prices	Upload a file <input type="text"/> <input type="button" value="Parcourir..."/>
SEO	<i>Your server's maximum upload file size is: 40 MB</i>
Associations	Filename <input type="text"/>
Images	<i>The full filename with its extension (e.g. Book.pdf)</i>
Combinations	Number of allowed downloads <input type="text"/>
Features	<i>Number of allowed downloads per customer - (Set to 0 for unlimited downloads)</i>
Customization	Expiration date <input type="text"/> Format: YYYY-MM-DD
Attachments	<i>If set, the file will not be downloadable anymore after this date. Leave this blank for no expiration date</i>
Quantities	Number of days <input type="text"/> *
Suppliers	<i>How many days this file can be accessed by customers - (Set to zero for unlimited access)</i>
Warehouses	

The new tab only features one option at first: it asks if the virtual product you are creating has a file attached (i.e., if your customer will pay to download something).

- If not, leave it at that: you are selling a service, and nothing needs to be downloaded.
- If yes, click the "Yes" radio button.

When you click "Yes", PrestaShop opens a new form within the tab, from which you can upload the file you intend to sell:

- **Upload a file.** Click the "Browse" button to find the file on your hard drive. As soon as you have selected a file, the upload begins.
- **Filename.** The name of the file. This field is automatically filled after the file has been uploaded. It is not recommended to change it to another value.
- **Number of allowed downloads.** You can set the number of time the file can be downloaded once the customer has bought it. You might prefer

to limit this to 1, or 5. If you want to keep it unlimited, set the text field to 0.

- **Expiration date.** Virtual files can be of promotional nature, or lose their selling value after a certain date. If so, you can set the expiry date after which the product will not be available on your shop anymore. Leave it blank if there is no expiry date.
- **Number of days.** You can set the number of days after which the download link becomes nonfunctioning. If there is no limit, set the text field to 0.

Once you are done with the "Virtual Product" tab, you can edit all the other available tabs as if you would for a regular product.

A Look inside the Catalog

The key to building your shop is adding products to its catalog, and while PrestaShop makes it easy to streamline that process as much as possible, you might still need a hand in getting the hang of it all. Indeed, there are many pages that you can fill in with a lot of data, and many forms to validate.

That is the purpose of this chapter: to take you through all the menus that weren't explored in the previous chapter ("Adding Products and Product Categories"), explaining each form and detailing every field, so that you can get up to speed quickly with your shop, know what data you need in order to prove useful to the customers and in the end, sell more.

Throughout a product set up, we are going to tackle how to use several key pages from the "Catalog" menu.

Products

The "Products" page and its dozen of tabs per product are explained in details in the previous chapter, "Adding Products and Product Categories".

Categories

The "Categories" page is explained in details in the previous chapter, "Adding Products and Product Categories".

Monitoring

The "Monitoring" page is the sections of your shop to which you must pay the most attention in order to best manage your catalog.

PrestaShop™ 1.5.0.14 | [Contact](#) | [Bug Tracker](#) | [Forum](#)
Load time: 0.252s

either enabling them (maybe after restocking them) or deleting them from your catalog.

The "Monitoring" page should be checked regularly in order to improve your catalog management.

Attributes and Values

Attributes are the basis of product combinations: you can only create variations of a product if its attributes change.

Attributes are configured on a per-product basis, from the "Products" page under the "Catalog" menu, but they must first be registered on your shop using the tool on the "Attributes and Values" page under the "Catalog" menu.

<input type="checkbox"/>	ID ▼ ▲	Name ▼ ▲	Values count ▼ ▲	Position ▼ ▲	Actions
<input type="checkbox"/>	--	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
<input type="checkbox"/>	1	Disk space	9	▼	
<input type="checkbox"/>	2	Color	9	▼ ▲	
<input type="checkbox"/>	3	ICU	2	▲	

To add a type of attribute, or in other words, to add a group of variation possibilities (colors, capacity, material, etc.), click on "Add new Attributes". A new page appears.

Attributes

Name: *

Public name: *
Group name displayed to the customer

Attribute type: *
Choose the type of the attribute

* Required field

Fill out the form:

- **Name.** The exact description of the attribute. This needs to be short but precise, so as to not confuse it with another attribute.
- **Public name.** The attribute name, as displayed to the customers on the product page. Since some attributes might have the same name for varying content, this field enables you to still present it correctly within the product's context, while being able to easily tell an attribute from another with a similar name but different meaning.
- **Attribute type.** Enables you to choose whether the product's page should display this attribute's values as a drop-down list, a radio button list, or a color picker.

Save your new attribute to return to the attributes list, then click on "Add new Values". Another page appears.

Values

Attribute type: Color *
Choose the type of the attribute

Value: *
Choose a color with the color picker, or enter an HTML color (e.g. "lightblue", "#CC6600")

Color: *
Choose a color with the color picker, or enter an HTML color (e.g. "lightblue", "#CC6600")

Texture: Parcourir...
*Upload color texture from your computer
This will override the HTML color!*

Current texture: None

* Required field

Fill out the form:

- **Attribute type.** From the dropdown list, select one of the available attributes.
- **Value.** Give a value to the attribute: "Red", "16 Gb", "1.21 gigowatts"...

The next fields are only shown if the attribute is a color type.

- **Color.** If the attribute is a color, you can enter its value in HTML color code (i.e. "#79ff52" or "lightblue"), or use the color picker to precisely show the correct hue.
- **Texture.** If your product does not use a solid color but rather a textured one (i.e. tiger stripes), you can upload a small image file that will be

displayed on the product's page. Note that this will replace the HTML color from the field above. Click on the "Save" button in order to start the upload.

- **Current texture.** Once you have uploaded a texture file, it is displayed in this section as a reminder.

You can add more values for the same attribute type by saving your changes with the "Save then add another value" button.
















The main list eventually presents you with all your registered attributes. You can edit or delete each using the buttons on the right of the table, or display their values by clicking on the "+" icon, which opens a sub-table.

You can also set the attributes presentation order on the front-office either by clicking on the arrow icons, or by drag'n'dropping each row when the mouse cursor indicates you can.

Features

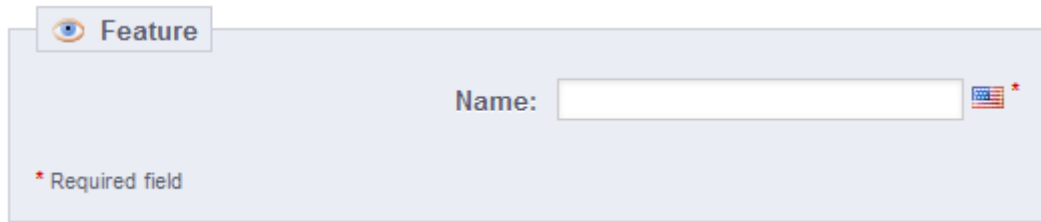
Features are a product's intrinsic characteristic: they do not change depending on a combination of attributes, and remain the same throughout the product's combinations.

Features are configured on a per-product basis, from the "Product" page under the "Catalog" menu, but they must first be registered on your shop using the tool on the "Features" page under the "Catalog" menu.

<input type="checkbox"/>	ID ▼ ▲	Name ▼ ▲	Values	Position ▼ ▲	Actions
--	<input type="text"/>	<input type="text"/>	--	<input type="text"/>	--
<input type="checkbox"/>	1	Height	3	▼	  
<input type="checkbox"/>	2	Width	3	▼ ▲	  
<input type="checkbox"/>	3	Depth	3	▼ ▲	  
<input type="checkbox"/>	4	Weight	3	▼ ▲	  
<input type="checkbox"/>	5	Headphone	2	▲	  

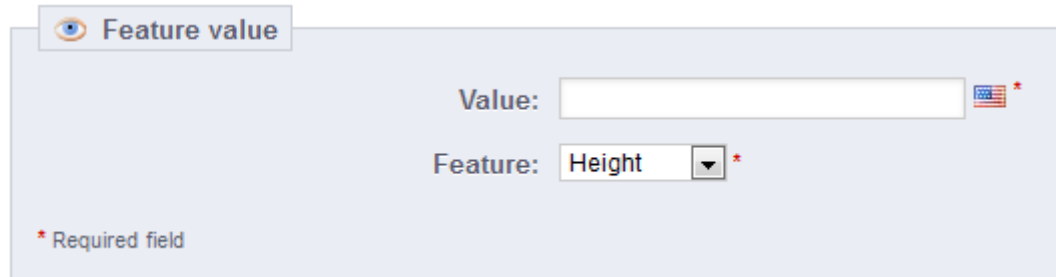
Click on "Add new feature". A very simple form appears. This is where you name the feature itself: for example, the types of headphones provided with a music player.

Give a name to this new feature, and save your new feature to return to the attributes list, then click on "Add new feature value". Another page appears.



Fill out the form:

- **Feature.** From the dropdown list, select one of the available features.
- **Value.** Give a value to the attribute: "5 lbs", "27 cm", etc.



You can add more values for the same feature type by saving your changes with the "Save and add another value" button.

The main list eventually presents you with all your registered features. You can edit or delete each using the buttons on the right of the table, or display their values by clicking on the "+" icon, which opens a sub-table.

You can also set the features presentation order on the front-office either by clicking on the arrow icons, or by drag'n'dropping each row when the mouse cursor indicates you can.







Manufacturers

Unless you make your products yourself, you should always register your products' manufacturers in PrestaShop.

✓ In PrestaShop, a manufacturer is the brand behind a product.


By entering information about the manufacturers, your site's visitors can have rapid access to all of a given manufacturer's products. This makes navigating around your site easier for them. In terms of visibility, filling out these fields will improve your position in search engines.

Page 1 / 1 | Display 50 / 2 result(s) Reset Filter



ID	Logo	Name	Addresses	Products	Enabled	Actions
--	--				--	--
1		Apple Computer, Inc	1	4	✓	 
2		Shure Incorporated	--	1	✓	 

Delete selected

Addresses

 Add new

Page 1 / 1 | Display 50 / 1 result(s) Reset Filter

ID	Manufacturer	First name	Last name	Postal Code/Zip Code	City	Country	Actions
--						--	--
1	Apple Computer, Inc	STEVE	JOBS	95014	Cupertino	United States	 

Delete selected

Click on the "Add new" button, and a creation form appears.

Manufacturers

Name: *

Short description:

Description:

Logo:
Upload manufacturer logo from your computer

Meta title:

Meta description:

Meta keywords:
To add "tags" click in the field, write something, then press "Enter"

Enable: ☐ ☒ ☐ ☐

* Required field

Fill out all of the fields:

- **Name.** Indicate the name of the manufacturer in order to simplify your visitor's searches.
- **Short description.** The description that will appear on the search engines when a user make a request. Limited to a 100 characters.
- **Description.** Add a more complex description of your manufacturer and their activity and products.
 You can detail their specialties and promote the quality of their

products. The manufacturer's description will be shown in your store among the others.

- **Logo.** Having a manufacturer logo is essential: it leads the customers' eyes to trust your shop almost as much as they trust that manufacturer/brand.
- The SEO fields (Title, Meta description, and Meta Keywords): provide the same functionality as they do in the categories.
 - **Meta title.** The title that will appear on the search engines when a request is made by a customer
 - **Meta description.** A presentation of your site in just a few lines, intended to capture a customer's interest. This will appear in search results
 - **Meta Keywords.** Keywords that you must define in order to have your site referenced by search engines. You can enter several of them, separated by commas, as well as expressions, which must be indicated in quotation marks.
- **Enable.** You can disable a manufacturer, even temporarily. This will only remove it from the manufacturers list on your shop's front-end.

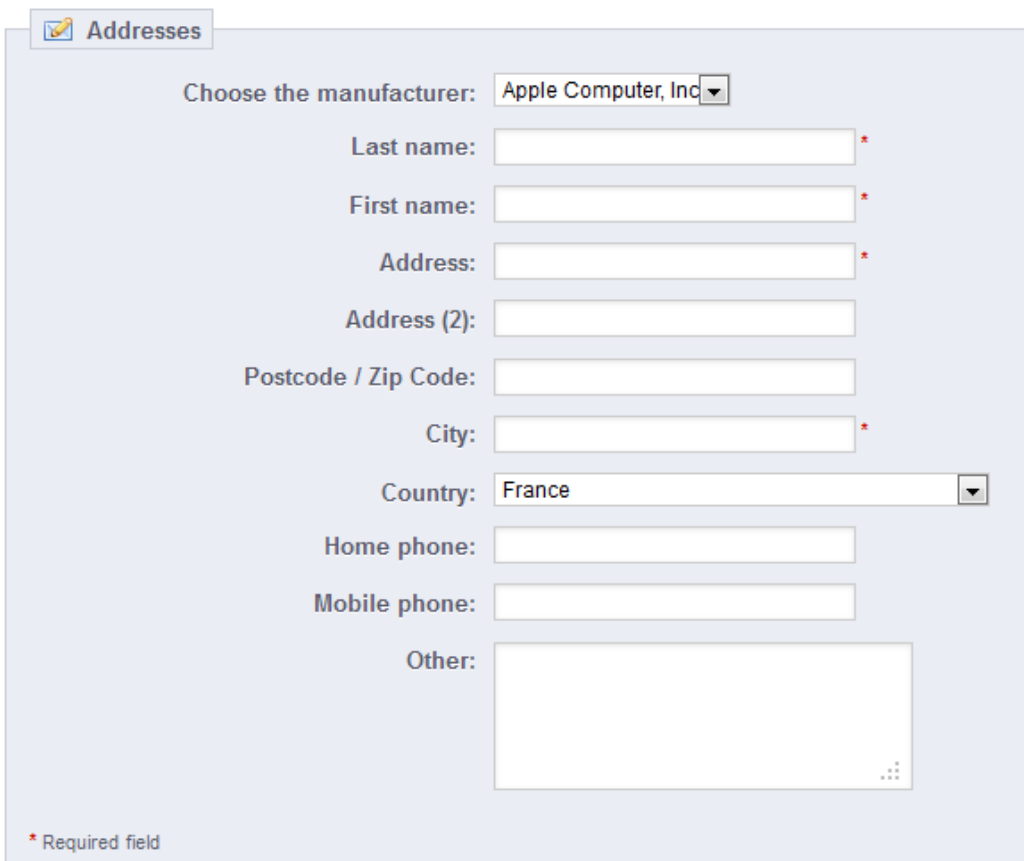
Save your changes in order to be taken back to the manufacturers list. From there, you can:

- click on a manufacturer's name or logo, and get a list of all the products associated with it. If there are none, then you associate products to that manufacturer, working on a per-product basis, from the "Products" page under the "Catalog" menu, using each product's "Associations" tab on the left.
The same result is achieved by clicking the "View" icon on the right of the current page.
- disable the manufacturer, by clicking on the green check icon. Once disabled, a red cross icon appears in its place: click to re-enable the manufacturer.
- edit/delete the manufacturer by clicking on the respective buttons on the right of the row.

Manufacturers Addresses

At the bottom of the "Manufacturers" page is an "Addresses" section. Each manufacturer can have its own address registered with PrestaShop. This serves

mainly as a reminder for yourself: this way, you'll always have the contact address for a manufacturer available directly within PrestaShop.











The screenshot shows the 'Addresses' tab in the PrestaShop interface. The form is titled 'Choose the manufacturer:' and has a dropdown menu set to 'Apple Computer, Inc'. Below this are several input fields: 'Last name:', 'First name:', 'Address:', 'Address (2):', 'Postcode / Zip Code:', 'City:', 'Country:' (set to 'France'), 'Home phone:', 'Mobile phone:', and 'Other:'. The 'Last name:', 'First name:', 'Address:', and 'City:' fields have a red asterisk next to them, indicating they are required. A legend at the bottom left states '* Required field'.

Suppliers


Having suppliers registered is optional if you already have manufacturer who directly supply you with their products. It all depends on your needs, but if your product supplier is not the same as the product manufacturer, then you should make sure to have both registered in your system, and associated with each product.

Just as for manufacturers, your site's visitors can have rapid access to all of supplier's products. This makes navigating around your site easier for them. In terms of visibility, filling out these fields will improve your position in search engines.


ID	Logo	Name	Number of products	Enabled	Actions
--	--			--	--
1		AppleStore	33	✓	  
2		Shure Online Store	1	✓	  

Delete selected

Click on "Add new", and a creation form appears.

 Suppliers

Name: *

Description: 

Will appear in supplier list

Phone:

Phone number of this supplier

Address: *

Address: (2)

Postal Code/Zip Code: *

City: *

Country: *

Country where the state, region or city is located

The screenshot shows a form for adding a supplier. It includes the following elements:

- Logo:** A text input field followed by a 'Parcourir...' button. Below it is the text 'Upload supplier logo from your computer'.
- Meta title:** A text input field with a small flag icon on the right.
- Meta description:** A text input field with a small flag icon on the right.
- Meta keywords:** A text input field with 'Add tag' as a placeholder and a small flag icon on the right. Below the field is the instruction: 'To add "tags" click in the field, write something, then press "Enter"'. Below this is a large empty text area for tags.
- Enable:** Three radio buttons with icons: a grey circle, a green checkmark, a blue circle, and a red X.
- Required field:** A small red asterisk icon and the text 'Required field' at the bottom left.

Now fill out all of the fields:

- **Name.** Indicate the name of the supplier in order to simplify your visitor's searches.
- **Short description.** The description that will appear on the search engines when a user make a request. Limited to a 100 characters.
- **Description.** Add a more complex description of your supplier and their activity and products.
You can detail their specialties and promote the quality of their products. The supplier's description will be shown within your shop.
- **Logo.** Having a supplier logo is essential: it leads the customers' eyes to trust your shop almost as much as they trust that supplier/brand.
- The address fields (Phone, Address, Postcode, City, State, Country).
- The SEO fields (Title, Meta description, and Meta Keywords). Provides the same functionality as they do in the categories.
 - **Meta title.** The title that will appear on the search engines when a request is made by a customer
 - **Meta description.** A presentation of your site in just a few lines, intended to capture a customer's interest. This will appear in search results
 - **Meta Keywords.** Keywords that you must define in order to have your site referenced by search engines. You can enter several of them, separated by commas, as well as expressions, which must be indicated in quotation marks.

- **Enable.** You can disable a supplier, even temporarily. This will only remove it from the suppliers list on your shop's front-end.

Save your changes in order to be taken back to the suppliers list. From there, you can:







- click on a supplier's name or logo, and get all the product associated with it. If there are none, then you should work on a per-product basis, from the "Products" page under the "Catalog" menu, using each product's "Associations" tab on the left.
The same result is achieved by clicking the view icon on the right.
- disable the supplier, by clicking on the green check icon. Once disabled, a red cross icon appears in its place: click to re-enable the supplier.
- edit/delete the supplier by clicking on the respective buttons on the right of the row.

Image Mapping

Image mapping is the fact of assigning multiple clickable zones to an image so that different product pages can be opened by clicking on one single image. This feature makes your site very attractive by easing your customers' navigation.

Before creating an image map, you must have an image which features variations of a product, or different products altogether.

Clicking on the "Image Mapping" menu option takes you to a new page, which lists the currently-registered image maps, if any.

ID	Image Maps	Activated	Actions
▼ ▲	▼ ▲		
<input type="text"/>	<input type="text"/>	-- ▾	--
1	The iPods Nano	✓	 
2	The iPods	✓	 
3	The MacBooks	✓	 

Creating an Image Map

To create a new map, click on the "Add New" button. You are taken to the creation screen.

PS15

1

1

everywhere

Q

J Doe | My Preferences | Logout | View My Shop

Catalog

Orders

Customers

Price Rules

Shipping

Localization

Modules

Preferences

Advanced Parameters

Administration

Stats

Stock

Quick Ac...

Catalog > Image Mapping > Edit

Save and stay

Save

Back to list

Image Maps

How to map products in the image:

When a customer hovers over the image with the mouse, a pop-up appears displaying a brief description of the product. The customer can then click to open the product's full product page. To achieve this, please define the 'mapping zone' that, when hovered over, will display the pop-up. Left-click with your mouse to draw the four-sided mapping zone, then release. Then, begin typing the name of the associated product. A list of products appears. Click the appropriate product, then click OK. Repeat these steps for each mapping zone you wish to create. When you have finished mapping zones, click Save Image Map.

Image map name:

The iPods

Status:

☒ ☐ ☐ ☐ ☐

Categories:

Collapse All | Expand All | Check All | Uncheck All

Search a category:

Home

iPods

Accessories

Laptops

Image to be mapped:

Parcourir...

Format: JPG, GIF, PNG. File size: 40960kB max. If larger than the image size setting, the image will be reduced to 520 x 180px (width x height). If smaller than the image size setting, a white background will be added in order to achieve the correct image size.

Note: To change image dimensions, please change the 'large_scene' image type settings to the desired size (in Back Office > Preferences > Images).

Begin typing the first letters of the product name, then select the product from the drop-down list:

iPod shuffle

OK

Delete

Alternative thumbnail:

Parcourir...

If you want to use a thumbnail other than one generated from simply reducing the mapped image, please upload it here.

Format: JPG, GIF, PNG. Filesize: 40960kB max. Automatically resized to 161 x 58px (width x height).

Note: To change image dimensions, please change the 'thumb_scene' image type settings to the desired size (in Back Office > Preferences > Images).

* Required field

PrestaShop™ 1.5.0.14

Load time: 0.161s

[Contact](#) | [Bug Tracker](#) | [Forum](#)

- **Image map name.** Enter a name for the image map.
- **Status.** Whether the image map is available or not. You can choose to delay its availability until you are done settings all the links.

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- **Image to be mapped.** Select the image that you want to represent the image map, then click "Save and stay". The page will then reload, with the photo that you uploaded and many more options.

Setting up an Image Map

Now we are going to learn how to set up an image map.

Click anywhere on your image and drag your mouse over one of the products presented, in order to highlight/cut out the part of the image you want to be clickable to the user.

Your selection will be clear and illuminated while the rest of the image will darken. Pay attention to carefully align the frame of your selection with the zone onto which your customer will be able to click.

Image Maps

How to map products in the image: When a customer hovers over the image with the mouse, a pop-up appears displaying a brief description of the product. The customer can then click to open the product's full product page. To achieve this, please define the 'mapping zone' that, when hovered over, will display the pop-up. Left-click with your mouse to draw the four-sided mapping zone, then release. Then, begin typing the name of the associated product. A list of products appears. Click the appropriate product, then click OK. Repeat these steps for each mapping zone you wish to create. When you have finished mapping zones, click Save Image Map.

Image map name:

Status: ☒ ☐ ☐ ☐

Categories:

☐ Home
☐ iPods
☐ Accessories
☐ Laptops

Image to be mapped:

Format: JPG, GIF, PNG. File size: 40960kB max. If larger than the image size setting, the image will be reduced to 520 x 589px (width x height). If smaller than the image size setting, a white background will be added in order to achieve the correct image size.
Note: To change image dimensions, please change the 'large_scene' image type settings to the desired size (in Back Office > Preferences > Images).



Begin typing the first letters of the product name, then select the product from the drop-down list:



Alternative thumbnail:

If you want to use a thumbnail other than one generated from simply reducing the mapped image, please upload it here.
Format: JPG, GIF, PNG. File size: 40960kB max. Automatically resized to 161 x 58px (width x height).
Note: To change image dimensions, please change the 'thumb_scene' image type settings to the desired size (in Back Office > Preferences > Images).

* Required field

Once this is done:

1. In the field just underneath the image, type the first few letters of the product associated with your selected zone.
In our example, we would type "iPod" and several choices would appear. We would then choose "iPod Touch".
2. Confirm your choice by clicking "OK". Your image map is now created.

Repeat this process for all of the products on this image that you wish to make accessible with a click.

✓ The clickable zones are visible thanks to the "+" icon. Hovering over the image with your mouse cursor, you can see a little window that presents the image's name, default image, short description, and price.

If you have made a mistake on your clickable area, you can resize by grabbing its sides or corners.

If you wish to delete a clickable area, just select the area, and click the "Delete" button within the image.

Finally, you must assign your Image Map to a category. This is done by checking the boxes on the "Categories" table.

Once all of the modifications have been done, save all of your settings.

Your image map is now available on your store, in the chosen categories.

Tags

The tagging feature enables you to associate your products with keywords. Your customers can use the keywords to easily and quickly find the products they are looking for.

For instance, let's say customer wants to find a MP3 player in your shop. In order to find the product corresponding to his or her search, there needs to be a tag to associate "MP3 player" with "iPod Nano".

You have two ways to set up this feature.

First Solution: When Creating a New Product

You can associate several tags to your product from the moment you create it in PrestaShop, directly in the "Tags" field in the product's "Information". See the previous chapter of this guide, "Adding Products and Product Categories".

Second Solution: Managing Tags

The "Tags" page under the "Catalog" menu enables you to create new tags and manage existing tags. Once you have given tags to your products, you will get a very important list of tags. The "Tags" page will help you manage them all.

<input type="checkbox"/>	ID	Language	Name	Products	Actions
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	1	English (English)	apple	2	
<input type="checkbox"/>	2	English (English)	ipod	2	
<input type="checkbox"/>	3	English (English)	nano	1	
<input type="checkbox"/>	4	English (English)	superdrive	1	
<input type="checkbox"/>	5	English (English)	Ipod touch	1	
<input type="checkbox"/>	6	English (English)	shuffle	1	
<input type="checkbox"/>	7	Español (Spanish)	superdrive	1	
<input type="checkbox"/>	8	Español (Spanish)	apple	2	
<input type="checkbox"/>	9	Español (Spanish)	shuffle	1	
<input type="checkbox"/>	10	Español (Spanish)	ipod	2	
<input type="checkbox"/>	11	Español (Spanish)	nano	1	
<input type="checkbox"/>	12	Español (Spanish)	Ipod touch	1	
<input type="checkbox"/>	13	Français (French)	casque	1	
<input type="checkbox"/>	14	Français (French)	écouteurs	1	
<input type="checkbox"/>	15	Français (French)	marche	1	
<input type="checkbox"/>	16	Français (French)	superdrive	1	
<input type="checkbox"/>	17	Français (French)	apple	3	
<input type="checkbox"/>	18	Français (French)	ipod touch tactile	1	
<input type="checkbox"/>	19	Français (French)	air	1	
<input type="checkbox"/>	20	Français (French)	macbookair	1	
<input type="checkbox"/>	21	Français (French)	macbook	1	
<input type="checkbox"/>	22	Français (French)	shuffle	1	
<input type="checkbox"/>	23	Français (French)	ipod	2	
<input type="checkbox"/>	24	Français (French)	nano	1	

Delete selected

To create a new one, click on "Add New", and a creation page appears.

This interface enables you to add tags to one or many of your products.

- **Name.** Give your tag a name. It should be short and to the point, so as to actually help you customers find the associated products instead of hindering them.
- **Language.** Indicate in what language the tag should appear on your shop. PrestaShop is clever enough not to display keywords in Spanish to customers who chose to see the French version of the site, for instance.
- **Products.** Select the products from the right column to which you would like to apply the tag. Hold on the Ctrl key on your keyboard in order to select several products at once.

Once you save the page, the named tag will be applied to all the products listed in the list on the right.

To add the same tag for another language, just repeat the operation, only this time, change the language.

After saving the tag, you are redirected to the list of tags, where you can edit or delete them, or even bulk delete them using the button at the bottom of the list.

Next to the edit and trash icons, a number indicates how many products use the tag.

From now on, when your customers make a search query on your site, the results they will receive will also depend on the tags that you have associated with the products.

Attachments

PrestaShop enables you to make some files available to your customers before their purchase.

For example, let's say you sell electronics, and you would like to urge your customers to read a document on how a product works. You can upload a document for that purpose.

You could also simply have the product's PDF manual directly available for download right on the product page.

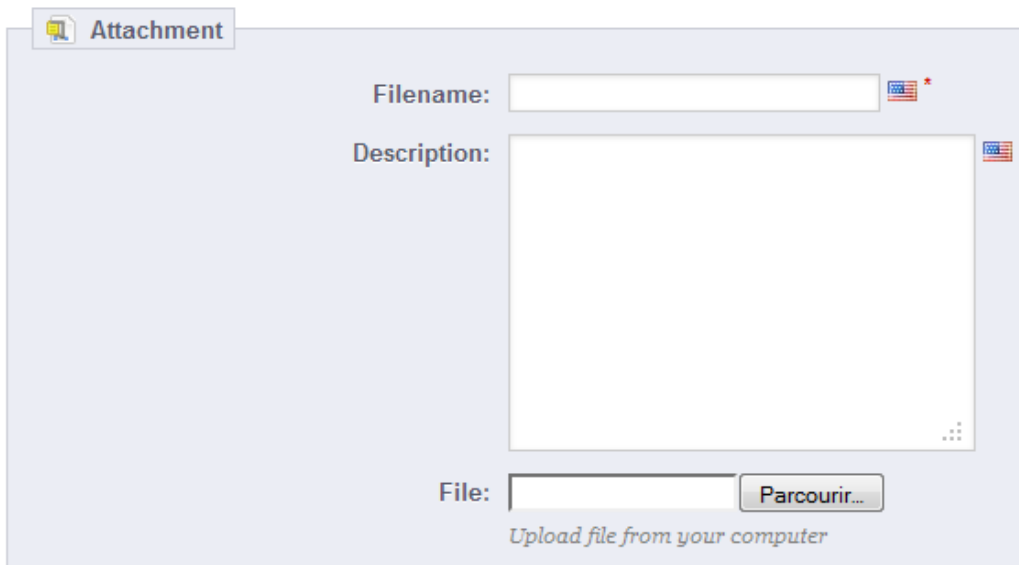
Each product can have attachments, which can be individually set in their own "Attachments" tab on the left, as explained in the previous chapter of this guide, "Adding Products and Product Categories". That page gives you access to all the attached files of the shop: if you need to apply the associated one file with many products, you will thus only have to upload it once.

You can also upload attachments on their own, before associating them to products. This is done from the "Attachment" page, under the "Catalog" menu.

ID	Name	File	Actions
▼ ▲	▼ ▲	▼ ▲	
<input type="text"/>	<input type="text"/>	<input type="text"/>	--
No items found			

The process to register a new attachment to your shop is straightforward:

1. Click on the "Add new". A form appears.
2. **Filename.** Give your attachment a name, in all the needed languages.
3. **Description.** Give it a quick description, also in as many languages as needed.
4. Click on "Browse" to select a file on your computer to upload.
5. Click on "Save".



The image shows a web form titled "Attachment" with a document icon. It contains three main input areas: a "Filename:" text box with a small "100%" icon and a red asterisk; a "Description:" text area with a "100%" icon; and a "File:" text box followed by a "Parcourir..." button. Below the "File:" field is the text "Upload file from your computer".

You are then redirected the attachment list, where your file now appears. It is now available to all products, through their "Attachments" tab.

Now the "Download" tab will appear in your online shop and your customers can download that file if needed.

Managing Orders

As a shop manager, you will have to deal with heaps of orders and their accompanying invoices and customer support requests – at least, that's what we wish for you. The daily task of handling numerous orders can be daunting. Fortunately PrestaShop does its best to help you wade through them all and successfully handle your customers' purchases, along with credit slips and the unavoidable merchandise returns.

Orders

The "Orders" page under the "Orders" menu enables you to see all of the information about all the purchases from your shop. All of your shop's transactions are available there, organized by date (by default, it is set to sort from newest to oldest).

ID	Reference	New	Customer	Total	Payment	Status	Date	PDF	Actions
		--				--	From To	--	--
1	XKBKNABJK		J. DOE	626,37 €	Chèque	AWAITING CHEQUE PAYMENT	08/2/2012 16:44:51	--	

You can filter the results and easily find the orders you're looking for by using the fields above. For instance, to identify Mr. Doe's orders, type "Doe" into the "Customer" field and then click "Filter".

Creating An Order

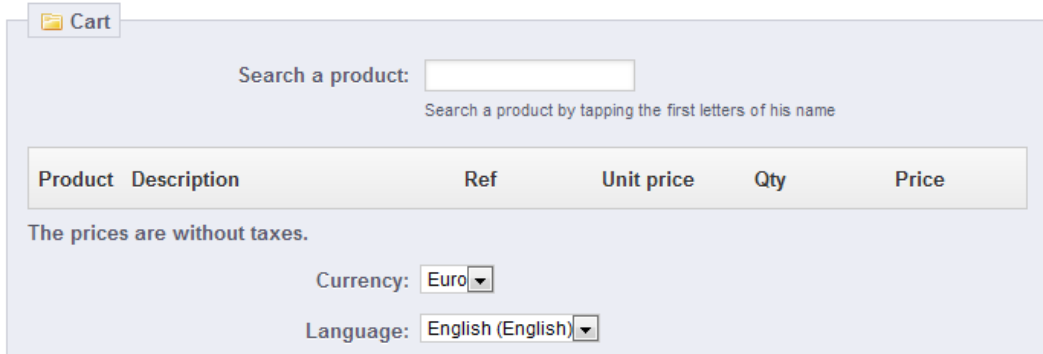
One of the great new features of PrestaShop 1.5 is the ability to create an order directly from the back-office. For instance, this is tremendously useful when a customer wants to buy a product but does not succeed, and you need to take the hand and make the order while on the phone or during an e-mail conversation with the customer.

Clicking "Add new" opens a new page with a single text field, labeled "Search customers". When creating a new order through the back-office, your first task is to associate that order with a customer. Type the first letters of the customer first name, last name or e-mail address, and PrestaShop will display the matching accounts.

i If the customer you are creating this order for does not even have a user account already, you can create one on the fly: click the "Add a new customer" button to open a window with the main account details ready to fill. Once the account is saved, it becomes the chosen account for the order.

Note that you will also have to register the customer's address – a "Add new address" button is available at the bottom of the page, in the "Addresses" section.

Click the "Choose" button for the correct customer, and the whole order form appears. Its main section, "Cart", is where you will make all the necessary product decisions for this order.



Search a product:

Search a product by tapping the first letters of his name

Product	Description	Ref	Unit price	Qty	Price
The prices are without taxes.					

Currency:

Language:

The "Search a product" field enables you to dynamically find products to add: type the first letters of its name and PrestaShop will fill a drop-down list with matching products. Choose a product, select a quantity, and click "Add to cart" button. You can of course choose among the many combinations of a product, if any, in the "Combination" drop-down list that appears in that case.

Note that PrestaShop gives you an indication of the remaining stock for a given product, which enables you to tell the customer that you are out of stock for said product right from the order form.


Cart

Search a product:
Search a product by tapping the first letters of his name

Product:

Combination:

Quantity: In stock: 10

Product	Description	Ref	Unit price	Qty	Price
	iPod Nano Black, 16Go		158,07 €	<input type="text" value="2"/>	316,13 €


The prices are without taxes.

Currency:

Language:

The page also enables you to see the previous carts and orders from that customer, if any. If it turns out you are dealing with a cart that a customer somehow cannot validate, you can use that cart for this order by clicking on the "Use this cart" action button (the "two windows" icon).

Carts:

ID	Date	Total	Action
3	2012-08-03 16:38:36	0,00 €	


Orders:

ID	Date	Products	Total paid	Payment	Status	Action
----	------	----------	------------	---------	--------	--------


If needed, you can also grant that order a voucher/cart rule, and even create one on the fly by clicking on the "Add new voucher" button.


Vouchers

Search a voucher:

 Add new voucher

Finally, you need to specify to which address the order should be delivery (and possibly billed). Here, again, you can create new addresses on the fly using the "Add new addresses" button.

 **Addresses**

Delivery:	Invoice:
<p>Mon adresse ▼</p> <p>My Company John DOE 16, Main street 2nd floor 75002 Paris France</p> <p> Add new address</p>	<p>Mon adresse ▼</p> <p>My Company John DOE 16, Main street 2nd floor 75002 Paris France</p>

Viewing An Order's Details

In order to process the orders you receive, you have to view the information they contain.

Click on the line containing the order, or click on the button to the right of the order.

The order detail sheet fills a full page.

Order #1 (XKBKNABJK) - John DOE



Date: 08/2/2012 16:44:51 | Messages: 0 | Products: 2 | Total: 626,37 €

No invoice No delivery slip | Print order

Awaiting bank wire payment Add

Orders :

Awaiting cheque payment

08/2/2012
16:44:51

Customer information

John DOE (#1)
(pub@prestashop.com)

Account registered: 08/2/2012 16:44:49
Valid orders placed: 0
Total spent since registration: 0,00 €

Documents

Date	Document	Number	Amount
No document is available			
Generate invoice			

Payment

Date	Payment method	Transaction ID	Amount	Invoice
No payment available				
2012-08-03 17:08:24	Bank Wire			

Shipping

Recycled packaging: Gift-wrapping:

Date:	Type	Carrier	Weight	Shipping cost	Tracking number
2012-08-02 16:44:53	Delivery	My carrier	0.000 kg	0,00 €	

Merchandise returns

No merchandise returns yet.

Shipping address

Mon adresse - 16, Main street 75002 Paris, France

John DOE
My Company
16, Main street
2nd floor
75002 Paris
France
0102030405



Invoice address

Mon adresse - 16, Main street 75002 Paris, France

John DOE
My Company
16, Main street
2nd floor
75002 Paris
France
0102030405



Products

Add a product

Product	Unit Price *	Qty	Available quantity	Total *	Action
iPod touch - Capacité: 32Go	469,00 €	1	40	469,00 €	
Écouteurs à isolation sonore Shure SE210	149,00 €	1	15	149,00 €	

* For this customer group, prices are displayed as: tax included.

Merchandise returns are disabled

Products	618,00 €
Shipping	8,37 €
Total	626,37 €

Discount name	Value	Action
Add a new discount		

New message

Click here to add a comment or send a message to the customer
Click here to see all messages

This summary of the order gives you access to:

- The status and history of the order.
- The carrier information: total weight of order and carrier chosen by the customer.
- The method of payment that was used, the cost of the products, and the shipping costs.
- Various details on the ordered products.

In the "Shipping address" section of the page, you can see a "G" icon: the enables you to use Google Maps to locate the address on a map.

Changing the order

Orders are not unalterable. There are many reasons why you would need to change an order before its products are gathered, packed and sent to their new owner: one of the product is out of stock, the customer changed his or her mind, etc.

Adding a product

At the top of the page, you can find the "Add a product" button, which triggers two actions upon clicking:

1. Scroll down the page to the "Products" section.
2. Add a field to the orders.

Écouteurs à isolation sonore Shure SE210	149.00 €	1	15	149.00 €
Product:	€ tax excl.	1	0	0.00 €
	€ tax incl.			

* For this customer group, prices are displayed as: tax included.

Products 618.00 €

When adding a product, the products table gets a row added with a handful of fields. The first text field is actually a small search engine: type the first letters of a product to see a list of corresponding products. Select the one you want to add, and the grayed-out field of the row becomes available.

If the product has combinations, you can select it in a drop-down list that appears below the name: the unit price update accordingly.






Set the quantity of products, and then click the "Add product" button: the product is added

Note that the "Add a product" button from the "Products" section triggers the same action the button of the same name in the top bar.

You cannot add more product quantity than there is of available product.

Removing products

To cancel a product, go to the product list, and either delete the product by clicking on the "Delete" action (the "trashcan" icon), or by clicking on the "Edit" action if all you need is to remove some quantity of a product.

Product	Unit Price *	Qty	Available quantity	Total *	Action
 iPod touch - Capacité: 32Go	392.14 € tax excl. 469 € tax incl.	1	40	469,00 €	<input type="button" value="Update"/> 
 Écouteurs à isolation sonore Shure SE210	149,00 €	1	15	149,00 €	 

You can edit the quantity of many products at the same time.

If a product's quantity reaches 0, it is removed from the order altogether.

You cannot remove more than the quantity of product.

Click the "red cross" icon to cancel your edit.

Editing the order details

Many sections of the order sheet can be edited, enabling you to update or correct some of the data provided by the customer.

Order Status

The first drop-down list in the order page enables you to change its status. It is a very important part of the whole order monitoring process, as with each status change, new functionalities and documentation will be made available for the order.

Awaiting bank wire payment <input type="button" value="Add"/>		
 Shipped	Jean Dupont	08/3/2012 17:20:00
 Payment accepted	Jean Dupont	08/3/2012 17:16:17
 Awaiting cheque payment		08/2/2012 16:44:51

You can choose between the following statuses:

- Awaiting bank wire payment.
- Awaiting cheque payment.
- Awaiting PayPal payment.
- Canceled.
- Delivered.
- On backorder.
- Payment accepted.
- Payment error.
- Payment remotely accepted.
- Preparation in progress.
- Refund.
- Shipped.

In order to get a better view of the order's activity, every status change is recorded, and the log appears right below the status change drop-down list. Therefore, you should only change a status if it has been clearly confirmed: do not mark an order as "Delivered" when you have sent the package, use "Shipped"; do not use "Preparation in progress" when in fact you have only taken a quick glance at the order, etc.

Actions Buttons

The action buttons in the top bar change depending on the order's status. For instance, once the order is in the "Delivered" state, the "Add a product" and "Remove products" turn into two new buttons: "Return products" and "Partial refund".

i Product return is not activated by default. To activate it, go to the "Product returns" page under the "Orders" menu, and activate the option in the option at the bottom of the page. This will apply to all products and all orders.



- **Return products.** To be used only when the customer has effectively returned products: once the returned product has been received, you can mark it as returned directly in the order form. Click the "Return products" and a new column will appear, title "Return". Check the box of the affected products, indicate the quantity of items that were returned, and click the "Return products" at the bottom of the table.
- **Partial refund.** To be used when you need to refund only part of the order and not the whole order, either because the customer returned the ordered product, or simply as a sign of goodwill for a damaged product that the customer chose to keep anyway.

When you set a product as returned, three options are available below the table:

- **Re-stock products.** When checked, PrestaShop will consider that the returned product as available for sale again, and will therefore increase the stock for this product.
- **Generate a credit slip.** When checked, a credit slip will be created for the selected items. A credit slip is an acknowledgment from your shop that merchandise has been returned and that a refund has been issued. The customer can then use it as a credit slip for his or her next purchase.
- **Generate a voucher.** When checked, a voucher will be created for the amount of the selected items. A voucher takes the form of a discount code that the customer can enter during the checkout process. You can edit the customer's existing vouchers by viewing the customer's page: from the current order's page, click on the link under the customer's name in the "Customer information" section; once in the customer's page, reach the "Vouchers" section. You can edit each voucher by clicking on the "Edit" icon.



In PrestaShop 1.5, vouchers are part of a new kind of discount feature: "cart rules". They can be created and edited from the "Cart Rules" page, under the "Price rules" menu. The cart rules creation process in the next chapter, "Creating Price rules And Vouchers".

Difference between a credit slip, a voucher and a cart rule

A credit slip is first and foremost a written proof that a product has been returned. Most of the time, the customer can use it as a voucher.

A voucher is a discount code which does not have to be tied to a merchandise return or a refund, and which can take more forms than a simple credit slip:

- A discount on an order (percentage).
- A discount on an order (amount).
- Free shipping.

You can apply a voucher to all customers, or a group of customers, or a single customer; you can set its expiration date;

A cart rule is basically an advanced version of a voucher: in addition to what a voucher could do in PrestaShop 1.4, the cart rules system introduced in PrestaShop 1.5 enables you to:

- Name the discount.
- Allow the customer to use only a portion of the discount.
- Assign priorities between cart rules.
- Set the compatibility between cart rules.
- Have the discount only work with some carriers.
- Have the discount only work with a selection of products and/or categories and/or manufacturers and/or suppliers and/or attributes... or all of these at the same time if necessary!
- Have the discount be applicable for free shipping and/or a discount on an order and/or a free gift... or all of these at the same time if necessary!

Documents

You can get many PDF documents out of the order page. When available, they are listed in the "Documents" section of the page.

Documents			
Date	Document	Number	Amount
08/3/2012	Invoice	#IN000001 	626,37 € 
08/3/2012	Delivery slip	#DE000001 	--

By default, you can download the order itself as a PDF, by clicking on the "Print order" button on right.




You can get an invoice for the order by clicking on the "Generate invoice" button from the "Documents" section. The invoice is also generated once you put the order in the "Payment accepted" status.

Once it is generated, the "View invoice" button below gets activated the top-bar.

When you put the order in the "Preparation in progress" state, a delivery slip PDF is generated, which you can then download from the "Documents" section.

Shipping

The shipping details of the current order can be partly edited. More specifically, you can change the tracking number: in the "Shipping" section, click on the "Edit" icon in the "Tracking number" column, and enter the new number.

Shipping					
Recycled packaging:  Gift-wrapping: 					
Date:	Type	Carrier	Weight	Shipping cost	Tracking number
2012-08-02 16:44:53	Delivery	My carrier	0.000 kg	0,00 €	

Shipping Address

The "Shipping address" section enables you to edit the destination address of the package your team is about to send. You can either use the drop-down list to choose another of the addresses that the customers has already registered

on your shop, or you can use the "Edit" icon to edit the currently chosen address.

If you need to send the package to an address that is not already registered in PrestaShop, you must first create it. To do this, go to the "Customers" menu, open the "Addresses" page, and click in the "Add new" button. Do not forget to put the correct e-mail of the customer, as this is the way PrestaShop will know to associate that new address with your existing customer! Once done, go back to the order's page, and change the address using the drop-down list.

Note that a small "G" icon enables you to visualize the destination of the package on Google Maps.

Invoice Address

The "Invoice address" section enables you to edit the payment address of the order. Just as for the shipping address, you can either choose the drop-down menu to choose another of the addresses that the customers has already registered on your shop, or you can use the "Edit" icon to edit the currently chosen address.

If you need the payment to be tied to an address that is not already registered in PrestaShop, you must first create it. To do this, go to the "Customers" menu, open the "Addresses" page, and click in the "Add new" button. Do not forget to put the correct e-mail of the customer, as this is the way PrestaShop will know to associate that new address with your existing customer! Once done, go back to the order's page, and change the address using the drop-down menu.

Discount

In the "Products" section, at the bottom of the products listing, you can find an empty table with an "Add new discount" button. This creates a simple discount, not as advanced as the vouchers/cart rules system but still useful.

149,00 €	1	0	0	15	149,00 €
----------	---	---	---	----	----------

Products	618,00 €
Shipping	8,37 €
Total	626,37 €

Discount name	Value	Action
Name	<input type="text"/>	
Type	Percent <input type="button" value="v"/>	
Value	<input type="text"/> %	
Invoice	#IN000001 - 626,37 € <input type="button" value="v"/>	
<input type="checkbox"/> Apply on all invoices <i>If you select to create this discount for all invoices, one discount will be created per order invoice.</i>		
<input type="button" value="Add"/> <input type="button" value="Cancel"/>		

Clicking it will open a new form, with the following items:

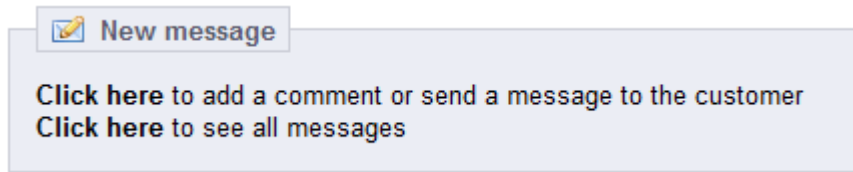
- **Name.** Give the discount a short name. This will be public to the customer.
- **Type.** Choose the discount type: "percent", "amount" or "free shipping".
- **Value.** For the "percent" or "amount" types, set the value of the discount.
- **Invoice.** Select to which invoice from this order this discount should be applied. When there is more than one invoice, you can check the box to apply the discount to all the invoices.

The discount will be applied to the total before the shipping costs.

Attaching a message to the order

In the "New Message" section, at the bottom of the page, you can attach a comment on the order for your team.

You can also have this comment be sent to the customer, in order to give him or her information concerning the order, a delay, a surprise, or keep him or her informed on offers and specials. This is a key point of customer relationship.




There are two links available:

- Click here to add a comment or send a message to the customer.
 - You can add a message simply by writing in the message box and clicking "Send". The message will be stored in the client's profile in your Customer Service database, which you can access either by going to the client's page, or to the Customer Service page. The message can also be sent to the client's e-mail address should you choose to.
 - Pre-written messages can be saved and used multiple times, saving you the hassle of writing them over and over again. If you would like to send one of these messages, select it from the drop-down list. You can then add further details to the pre-written message if needed.
You can create more pre-written messages using the tool in the "Order messages" page, under the "Orders" page.
- **Click here to see all messages.** This link will take you to the "Customer service" page of the "Customers" menu. This is fully explained in the "Managing Customers" chapter of this guide.

Invoices


Each time an order from your shop is validated, an invoice is sent out to the customer. You can download the invoices for a single order from the order's page. The "Invoices" page under the "Orders" menu enables you to download a selection of invoices from past orders in PDF format, all at the same time (in the same PDF file).

 By date

From: *
Format: 2011-12-31 (inclusive)

To: *
Format: 2012-12-31 (inclusive)

* Required field

 By order status

Statuses:

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Awaiting bank wire payment (0)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Awaiting cheque payment (0)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Awaiting PayPal payment (0)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Canceled (0)
<input type="checkbox"/>	<input type="checkbox"/>	Delivered (0)
<input type="checkbox"/>	<input type="checkbox"/>	On backorder (0)
<input type="checkbox"/>	<input type="checkbox"/>	Payment accepted (0)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Payment error (0)
<input type="checkbox"/>	<input type="checkbox"/>	Payment remotely accepted (0)
<input type="checkbox"/>	<input type="checkbox"/>	Preparation in progress (0)
<input type="checkbox"/>	<input type="checkbox"/>	Refund (0)
<input type="checkbox"/>	<input type="checkbox"/>	Shipped (1)

You can also export orders which have not been charged yet (☒).

You can get a PDF of several invoices depending on two main criteria:

- **By date.** Very useful when you need to print all invoices for a given month or a given quarter. Select the start and end date, and click on the "Generate PDF file by date" button in the top bar.
- **By order status.** A must-have when you need to print precisely which orders are canceled, refunded or on backorder. PrestaShop helpfully indicates the number of invoices tied to each status in parentheses.

In both cases, the invoices are generated into a single PDF file, each with their own pages. You cannot get a single PDF file for each invoice of the given period or statuses using this page.

Invoice Options

You can choose whether or not invoices should be available to your customers as soon as the order is made, as well as the Invoice Prefix and the invoice number

you want listed on the printed version of the invoice. This feature can help you simplify the management of your account.

Invoice options

Enable invoices:
✓ ☒ Yes
✗ ☐ No

If enabled, your customers will be able to receive an invoice for their purchases

Invoice prefix:

Prefix used for invoice name (e.g. IN000001)

Invoice number:

The next invoice will begin with this number, and then increase with each additional invoice. Set to 0 if you want to keep the current number (#2).

Footer Text:

This text will appear at the bottom of the invoice

Invoice model:

Choose an invoice model

Use disk as cache for PDF invoices
✓ ☐ Yes
✗ ☒ No

Saves memory but slows down the rendering process.

- **Enable invoices.** When disabled, your customer will not receive an invoice after their purchase. You will be responsible for handling the invoices, if your customers ask for one.
- **Invoice prefix.** By default, PrestaShop has language-adapted invoice prefixes: "IN" in English, "FA" in French (for "*facture*"), "CU" in Spanish (for "*cuenta*"), etc. You could choose to have language codes instead: "EN", "FR", "SP", etc. Of course, you can also choose to have a single prefix for every language, or to not have a prefix at all. PrestaShop will then generate the invoices number according to your settings: "#IN000001", "#FR000002", etc.

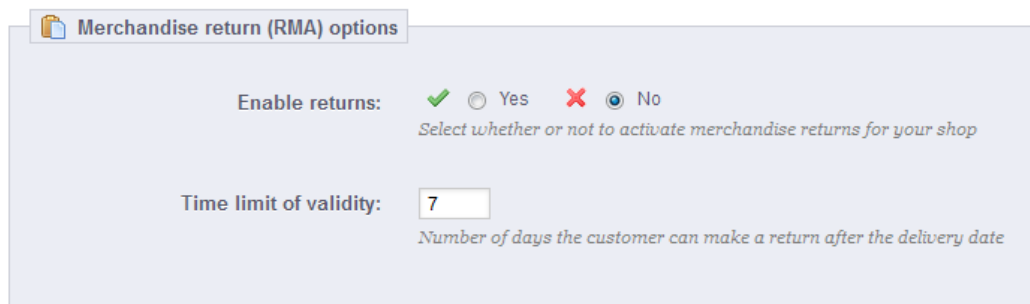
- **Invoice number.** If your business has already had orders and invoices before you started using PrestaShop, you can use this option to start your invoice number from a higher number.
- **Footer text.** You can use to have a custom text at the bottom of all your invoices. The text will appear below the name of your shop in the invoice.
- **Invoice model.** Depending on your themes, you might be able to use more than one style of invoice. Test them with a fake order, in order to choose the one you prefer. If you know how to code in HTML, you can add your own invoice models or edit the existing ones: they are located in the `/pdf/` folder of your PrestaShop installation.
- **Use disk as cache for PDF invoices.** You can choose to store generated invoices on PrestaShop's server disk rather than in its server cache. While it saves on memory usage, it slows down the PDF generation itself, so use it knowingly.

Do not forget to save your changes.

When your customers ask for their invoices, you can redirect them to the "Order History" section of their user accounts, which keeps all of their invoices available for them.

Merchandise Returns

Under the "Merchandise Returns" page, you have the possibility of enabling customers to send products back to you. Simply make a choice, the time of validity, and save.



The screenshot shows the 'Merchandise return (RMA) options' configuration page in PrestaShop. It features a light blue background with a title bar at the top. Below the title bar, there are two main configuration options. The first option is 'Enable returns:', which has two radio buttons: 'Yes' (with a green checkmark icon) and 'No' (with a red X icon). The 'No' option is selected. Below this, there is a text label: 'Select whether or not to activate merchandise returns for your shop'. The second option is 'Time limit of validity:', which has a text input field containing the number '7'. Below this, there is a text label: 'Number of days the customer can make a return after the delivery date'.

Once you have activated this option in your back-office, the customer can choose to return an item (provided the order is still in the time of validity). In order to do this, s/he must do the following:

1. Access the "Orders History" section of his or her account.
2. Select the order from which he wants to return an item.
3. Select the product(s) that s/he wishes to return by checking the box next to its name(s).
4. (optional) Add an explanation, in order for the shop team to better understand why the customer wants to return this product.

Merchandise return

If you wish to return one or more products, please mark the corresponding boxes and provide an explanation for the return. Then click the button below.

Already bought one from you.

Make an RMA slip

Once the form is complete, the customer clicks on "Make an RMA slip", and the request is sent to you. The request appears in the customer's "Return Merchandise Authorization" page, accessible from the account page.

[Home](#) > [My account](#) > [Return Merchandise Authorization \(RMA\)](#)

Return Merchandise Authorization (RMA)

Here are the merchandise returns you have made.

RETURN	ORDER	PACKAGE STATUS	DATE ISSUED	RETURN SLIP
#000001	#000001	Waiting for confirmation	08/3/2012	--

[Back to your account](#)


[Home](#)

A list of returns will appear in your back-office.

ID	Order ID	Status	Date issued
▼ ▲	▼ ▲	▼ ▲	▼ ▲
<input type="text"/>	<input type="text"/>	<input type="text"/>	From <input type="text"/>
			To <input type="text"/>
1	1	Waiting for confirmation	08/3/2012

It is now up to you to accept it or deny it:


- Click on the name of the return to see more details.
- Change the status to continue with the return process or stop it.

 Return Merchandise Authorization (RMA)


Customer: John DOE
[View details on customer page](#)

Order: Order #1 from 08/3/2012
[View details on order page](#)

Customer explanation: Already bought one from you.

Status: Return completed 
Merchandise return (RMA) status

Products:

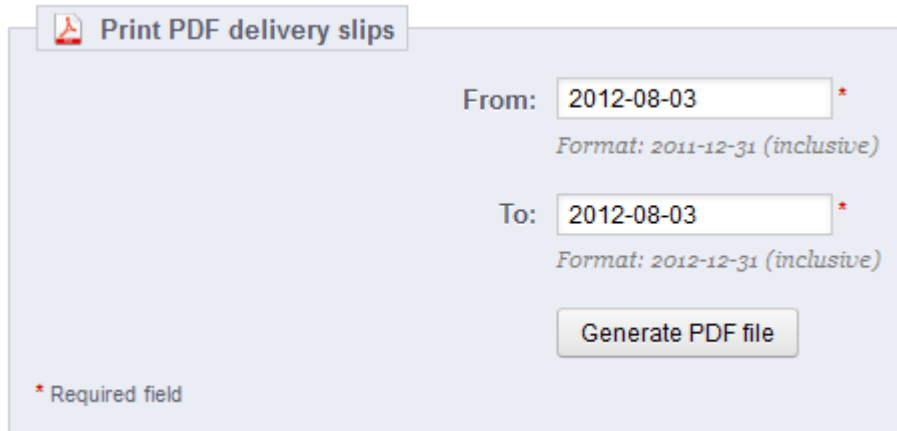
Reference	Product name	Quantity	Action
	iPod touch - Capacité: 32Go	1	

List of products in return package

Delivery Slips

A delivery slip is a notification of delivery. It can also be called "delivery note" or "advice note".

It is supposed to be put in the shipped package, along with the ordered products. It will have your shop's logo, and indicate the content. On receiving the package, the customer will be able to use the delivery slip in order to double-check the content of the package, see that nothing is missing from the order.



Print PDF delivery slips

From: *

Format: 2011-12-31 (inclusive)

To: *

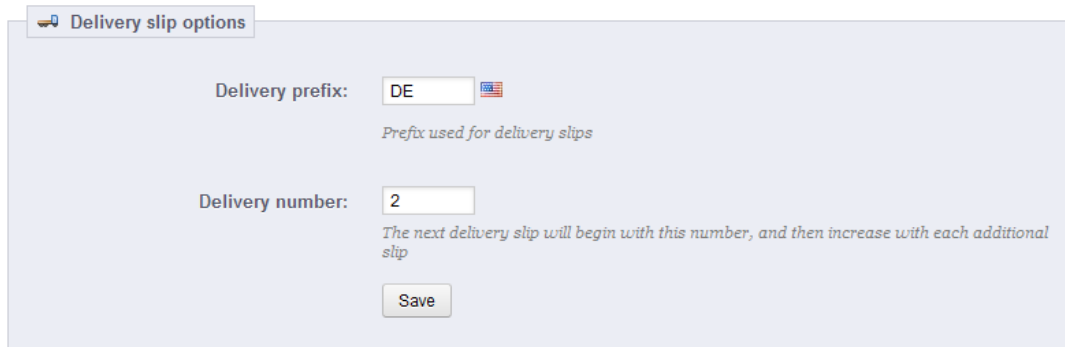
Format: 2012-12-31 (inclusive)

* Required field


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

You can get a PDF file of several delivery slips depending only by date, which is very useful when you need to print all delivery slips for a given day or a given quarter. Select the start and end date, and click on the "Generate PDF file" button.

Delivery Slips Options



Delivery slip options

Delivery prefix: 

Prefix used for delivery slips

Delivery number:

The next delivery slip will begin with this number, and then increase with each additional slip

The two options are the same as for the invoice options:

- **Delivery prefix.** You might like to have language-tagged delivery slips: "DE" in English, "LI" in French (for "livraison"), "EN" in Spanish (for "entrega"), etc. Or you could directly choose to have language codes: "EN", "FR", "SP", etc. Of course, you can also choose to not have a prefix at all.

- **Delivery number.** If your business has already had orders and delivery slips before you started using PrestaShop, you can use this option to start your delivery slip number from a higher number.

PrestaShop will then generate the delivery slips number according to you settings: "#DE000001", "#LI000002", etc.

Do not forget to save your changes.

Credit Slips

Following your agreement on a product return, you should receive a package from the customer. Once you have received that package, you **must** create a credit slip. It can also be called "credit note" or "credit memo".

Credit slips are not created in the "Credit Slips" page, but only listed there

In your list of orders ("Orders" page), click on the order for which the customer is returning some items for more details.

Below the "Products" table, do the following:

- Check the item(s) returned.
- Check the box "Re-stock Products" if you wish to put the product back in your stock.
- Check the box "Generate a Credit Slip."
- To make a customer happy after committing an error in their order, consider giving him a voucher by checking the box next to "Generate a Voucher."
- You can also reimburse his shipping costs by clicking next to "Include Shipping."

Once you have selected all the options you want, confirm by clicking on "Refund Products."

The credit slip is now created and will be available in the Order Details well as in the "Credit Slips" page.

From there, you can click the link to download the PDF file.

The customer will see the slip in his or her "My Account" section.



































If you have created a voucher, customers will see it in the "My vouchers" section of their account. If they click on it, it should look something like this:

The amount of the returned item(s) is added to the voucher. The customer can use the discount code (listed in the far left of the column) next time he or she places an order.

Statuses

Having different order or return statuses enables you to easily manage your orders and returns, and keep you customers informed of the evolution of their purchase.

The various available statuses are visible and editable in the "Statuses" page, under the "Orders" menu.











ID	Name	Icon	Send e-mail to customer	Invoice	E-mail template	Actions
--		--	--	--		--
1	AWAITING CHEQUE PAYMENT		✓	✗	cheque	 
2	PAYMENT ACCEPTED	✓	✓	✓	payment	 
3	PREPARATION IN PROGRESS		✓	✓	preparation	 
4	SHIPPED		✓	✓	shipped	 
5	DELIVERED		✗	✓		 
6	CANCELED	✗	✓	✗	order_canceled	 
7	REFUND		✓	✓	refund	 
8	PAYMENT ERROR		✓	✗	payment_error	 
9	ON BACKORDER		✓	✓	outofstock	 
10	AWAITING BANK WIRE PAYMENT		✓	✗	bankwire	 
11	AWAITING PAYPAL PAYMENT		✗	✗		 
12	PAYMENT REMOTELY ACCEPTED		✗	✓		 

The page displays a list of the currently registered order statuses, along with:

- Their distinctive colors: existing status have colors that help quickly decide if there's an issue with the order or if it all goes well.
- Their icons.
- Their ties to two PrestaShop behaviors (more are available):
 - Should the customer receive e-mail when the order gets this status?


- Does this status allow the customer to download and view a PDF version of the order's invoice?
- The name of their e-mail template: you can edit these templates, language by language, in the "Translations" page under the "Localization" menu. In the "Modify translations" section of that page, choose "E-mail template translations" in the drop-down menu, and then click on the flag of the language in which you wish to edit these templates.
- Their action icons: "edit" and "delete".


The return status list features less information, because those statuses are merely labels with no impact on the order.

ID	Name	Actions
--		--
1	WAITING FOR CONFIRMATION	 
2	WAITING FOR PACKAGE	 
3	PACKAGE RECEIVED	 
4	RETURN DENIED	 
5	RETURN COMPLETED	 


Creating a new order status

You can create a new status with the "Add New" button at the top. The creation form opens.

 Order statuses

Status name:  *
Order status (e.g. 'Pending')

Icon:
Upload an icon from your computer (File type: .gif, suggested size: 16x16)

Color: 
Status will be highlighted in this color. HTML colors only (e.g. "lightblue", "#CC6600")

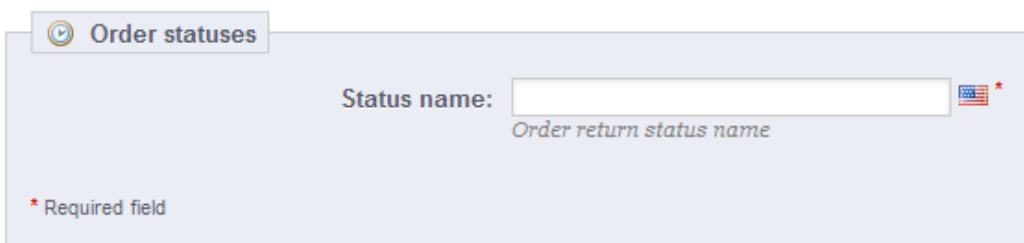
☐ Consider the associated order as validated
☐ Allow customer to download and view PDF version of invoice
☐ Hide this state in order for customer
☐ Send e-mail to customer when order status is changed
☐ Set order as shipped
☐ Set order as paid

Fill out the form:

- **Status name.** Keep it very short and distinctive.
- **Icon.** You can use any 16*16 icon; for instance, the excellent and free FamFamFam Silk icon set: <http://www.famfamfam.com/lab/icons/silk/>.
- **Color.** You should strive to have the status' color match the existing colors (if relevant). The default color usages are:
 - Red/Orange: canceled or refunded orders,
 - Crimson red: payment error,
 - Blue: orders which are still awaiting payment,
 - Light green: paid orders,
 - Dark green: delivered orders,
 - Purple: shipped orders,
 - Pink: backordered orders.
- **Options:**
 - **Consider the associated order as validated.** If enabled, this status marks all associated orders as "paid", and puts them in this same status.
 - **Allow customer to download and view PDF version of invoice.** If disabled, you will have to send customers their invoice yourself.
 - **Hide this state in order for customer.** This enables you to create internal statuses, for you and your team. Customers will never see this in their order status page.
 - **Send e-mail to customer when order status is changed.** When enabled, a drop-down menu appears to let you choose which mail template to use.
 - **Set order as shipped.** Be careful: once an order is set as "shipped", it cannot be set back.
 - **Set order as paid.** Same here: once an order is set as "paid", it cannot be set back.

Creating a new return status

You can create a return status with the "Add New" button at the bottom. The creation form opens.





It only features two fields: set your desired status name and its color, and save your creation.

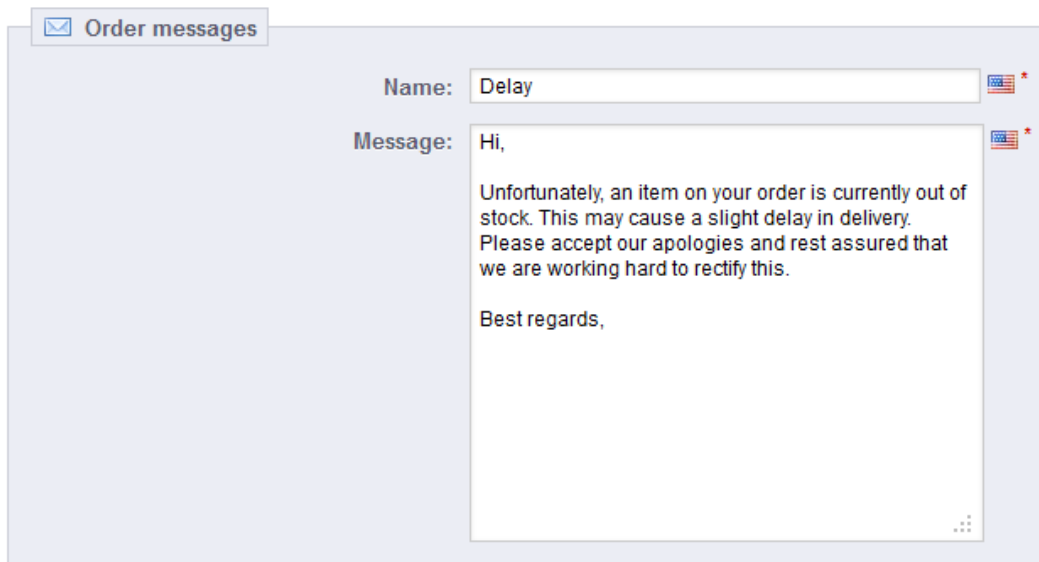
Order Messages

When you have to send a message to your customers using the PrestaShop administrative interface, you can choose to save this message in order to send it out again to other customers with similar questions, comments, or concerns.

To do this, go to the "Order Messages" page under the "Orders" menu. One default message is already saved: "Delay".

	ID	Name	Message	Actions
--				--
	1	Delay	Hi, Unfortunately, an item on your order is currently out of stock. This may cause a slight delay in delivery. Please accept our apologies and rest assured that we are working hard to rectify this. Best regards,	 

To add others, click on the "Add New" button. You can also edit the default message.



The form goes to the essentials:

- **Name.** Give your message a descriptive name so that you can easily find it again later.
- **Message.** Write out the content that you wish to send to your customers.

Once done, click on "Save".

You can create as many messages as needed.

Once you pre-written messages are all set, you can send them by going directly into a customer's order:

- Select the pre-written message.
- Edit it if needed.
- Click "Send."

Your customer will receive the message on the email address associated with this account.

Managing Customers

You have to take good care of your customers. That means making sure their profile contains all the information you need to have a package shipped to them, following up on their support requests, creating special discount groups, knowing which orders have been completed and which have been abandoned, and much more.

The "Customers" menu enables you to check on your customers' details, create groups to which you can apply discounts, view the current shop carts, handle customer service, etc.



When installed for the first time with sample data, PrestaShop has a default user, named John DOE.

You can use this fake user to test some of your shop's features, and generally browse your shop and see it the way a regular user would.

To log in to your shop using this public account, use these credentials:

- E-mail address: pub@prestashop.com
- Password: 123456789

Before you open your shop to the public, make sure to delete this default user, or at least change its credentials! If not, malicious visitors could use it to make fake purchases and more.

Your customers

The first page under the "Customers" menu gives you a list of all the registered users on your shop.


	ID	Gender	Last Name	First name	E-mail address	Age	Enabled	News.	Opt.	Registration	Last visit	Actions
	--	--				--	--	--	--	From To	--	--
	3		Dunn	Jeremy	jd@prestashop.com	-				08/3/2012		
	2		Doe	Jane	jane@prestashop.com	-				08/3/2012		
	1		DOE	John	pub@prestashop.com	42				08/2/2012	08/3/2012 17:28:31	

This gives you a bird's eye view of your customers, with some details thrown in which you can use to sort and search accounts:

- **Title.** Customers can declare their social title, which are matched with a genre and can help you better customize your customers' experience. There are three default social titles (Mr., Ms., and Miss), but you can create more in the "Titles" page under the "Customers" menu.
- **Age.** Knowing the age of you customers can also help you better target your demographics, and choose to sell products that appeal more to them.
- **Enabled.** Indicates whether the customer is active or not. You can disable an account by clicking on the green checkmark.
- **News..** Indicates whether the customer is subscribed to your shop's newsletter or not. You can unsubscribe it clicking on the green checkmark.
- **Opt..** Indicates whether the account has accepted to receive e-mails from your partners or not. You can unsubscribe it clicking on the green checkmark. **Do not subscribe a user to these e-mails without their consent, as this is considered spam.**
- Registration date and last visit can always be useful when sorting user accounts.
- **Actions.** You can edit the user's account, simply view it in full (with its messages, orders, addresses, vouchers, etc.), or trash it forever.

Creating A New Customer Account

To create a customer account manually, select "Add New". A form appears.

 **Customer**

Gender: ☐ Mr. ☐ Ms. ☐ Miss

First name: *



Last name: *



E-mail address: *



Password: *

5 characters min., only letters, numbers, or _

Birthday: - -

Status: ☒  ☐ 
Allow or disallow this customer to log in

Newsletter: ☐  ☒ 
Customer will receive your newsletter via e-mail

Opt-in: ☐  ☒ 
Customer will receive your ads via e-mail

Group access:

<input type="checkbox"/>	ID	Group name
<input type="checkbox"/>	1	Visitor
<input type="checkbox"/>	2	Guest
<input checked="" type="checkbox"/>	3	Customer

*
Select all customer groups you would like to apply to this customer

Default customer group:

Apply the discount's price of this group.

Fill out the customer's information:

- **Title.** Choose between the ones available, or create another one in the "Titles" page under the "Customers" menu.
- **First name, Last name, E-mail address.** Those are essential: the names are used in the confirmation e-mails that PrestaShop sends, and the e-mail address is used for log-in.
- **Password.** Choose a password, at least 5 characters long.
- **Birthday.** This information can be used for birthday e-mails and temporary discounts.
- **Status.** You may wish to create an account, but not have it yet active.
- **Newsletter.** Can be used by the "Newsletter" module, for sending regular information to those customers who requested it.

- **Opt-in.** Can be used by modules for sending regular partner promotions to those customers who requested it. **Do not subscribe a user to these e-mails without their consent, as this is considered spam.**
- **Group access.** Having customer groups enables you to create group discounts. Many other PrestaShop feature can also be group-restricted. You will learn more about group in the "Groups" section of this chapter of the PrestaShop user guide.
- **Default customer group.** No matter how many groups that customer belongs to, s/he should always have one main group.

Viewing A User's Information

In the case where you would like to have more information on a given customer, you can click on the "view" button, located at the end of the row in the customer's list. A new page appears.

John DOE
pub@prestashop.com

ID: 000001
Registration date: 08/2/2012 16:44:49
Last visit: 08/3/2012 17:28:31
Rank: # 2

Newsletter:

Opt-in:

Age: 42 (01/15/1970)

Last update: 08/2/2012 16:44:49
Status:

Add a private note

This note will be displayed to all employees but not to the customer.

Save

Messages (0)

John DOE has never contacted you

Groups (1)

ID	Name	Actions
3	Customer	

Orders (1)

Valid orders: 1 for 1 252,74 €

ID	Date	Payment	State	Products	Total spent	Actions
1	08/2/2012	Chèque	Shipped	2	1 252,74 €	

Products (2)

Date	Name	Quantity	Actions
------	------	----------	---------

The various sections provide you with some key data on the user:

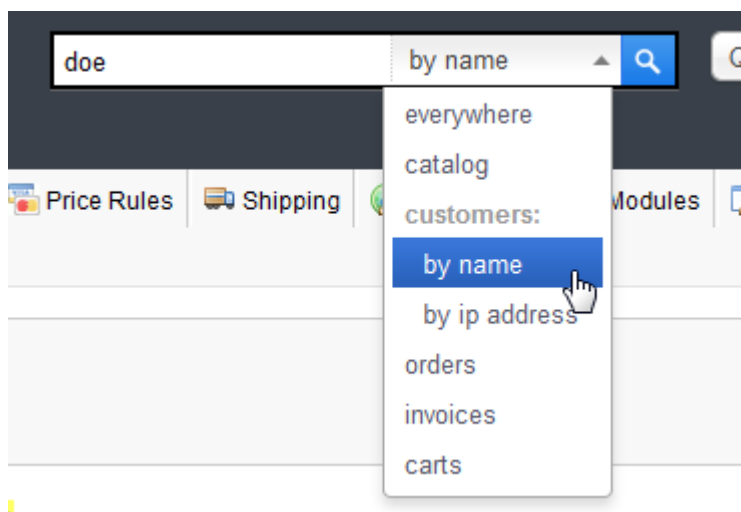
- Customer information, first and last name, e-mail address, ID, sign-up date, date of last visit, rank.
- Information regarding the subscription to the store's newsletter and subscription to ads from partnering companies, the age, date of last update, and whether or not the account is active.
- Private notes from the store's employees (i.e. you or your team).
- Messages sent by the customer to the shop's team (through customer service).
- The groups to which the customer belongs.
- Summary of the customer's past purchases. Amount spent, type of payment, order status. For more information about each order, click on the icon in the "Actions" column.
- Summary of the products that were ordered by a customer. Among other things, this enables you to know when a customer is very fond of a product, and maybe create a special discount for the 10th purchase. Clicking on a product directs to the order to which that product is tied.
- Registered addresses.
- Available vouchers / cart rules.
- Carts that the customers has created (but not necessarily validated) since sign-up. When your customer is currently on your shop, you can see what is being added to the cart in real time.
- Previous connection to the shop.

Searching for a Customer

Searching for a customer on your PrestaShop shop can be done two different ways.

The first method is to enter the information you have into the PrestaShop search bar, which is found in the top center of your back-office. By selecting "everywhere", "by name" or "by ip address", you can perform a search based on:

- ID. The numbers that is assigned to the customer in the database.
- First or last name. Note that you cannot search for both: choose either "john" or "doe", as "john doe" won't work.
- E-mail address.
- IP address. You can search using the IP of the latest connection to your shop.



The results, if any, are then presented: the list presents you with the users' ID, social title, e-mail, birthday, registration date, amount of orders and whether or not the user's account is active. From there on, you can view the whole user's page, or edit its details.

Customer matching your query : **doe**

ID	Gender	First Name	Name	E-mail address	Birth date	Registration date	Orders	Enabled	Actions
1		John	DOE	pub@prestashop.com	01/15/1970	08/2/2012	1		
2		Jane	Doe	jane@prestashop.com		08/3/2012	0		

The second method consists of going to the “Customers” page, and listing all of your customers.

On this page, you can complete the fields at the top of the list, in order to filter it according to the following criteria: ID, social title, first name, last name, e-mail address, age, account status (enabled or disabled), subscription to the newsletter, subscription to partnering ads, registration date, and last connection date. Enter your criteria and click the "Filter" button in the top right-hand corner of the table. You can then sort the list for some of the columns.

Page 1 / 1 | Display 50 / 1 result(s)

	ID	Gender	Last Name	First name	E-mail address	Age	Enabled	News.
	▼▲		▼▲	▼▲	▼▲	▼▲		
--	<input type="text"/>	--	dunn	<input type="text"/>	<input type="text"/>	--	--	--
	3		Dunn	Jeremy	jd@prestashop.com	-		

Click the "Reset" button to go back to the complete list.

Addresses

By clicking on the "Addresses" page, you will have access to the list of your customer's home addresses. You can edit them using the "Edit" button, or delete them altogether.

	ID	First name	Last name	Address	Postal Code/Zip Code	City	Country	Actions
	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--
	2	John	DOE	16, Main street	75002 Paris		France	

You also have the possibility to create them yourself with the "Add New" button.

Below the addresses table is the "Set required fields for this section" button. It opens a form where you can indicate if a database field is necessary or not by checking the appropriate boxes: this way, you can make it so fields such as "company" or "phone number" are mandatory when a customer is registering a new address on your shop.

Groups

PrestaShop enables you to give your customers certain privileges, by assigning them to Groups. You can create as many customer groups as needed, and assign a user to as many groups as you like.

This is all done from the "Groups" page, under the "Customers" menu.

ID	Name	Discount (%)	Members	Show prices	Creation date	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	From <input type="text"/> To <input type="text"/>	--
1	Visitor	0.00 %	0	✓	08/2/2012	
2	Guest	0.00 %	0	✓	08/2/2012	
3	Customer	0.00 %	3	✓	08/2/2012	

By default, three special groups are available:

- **Visitor.** All persons without a customer account or unauthenticated.
- **Guest.** Customer who placed an order with the Guest Checkout – that option needs to be enabled.
- **Customer.** All persons who created an account on your shop, and are authenticated.

✓ These three groups replace the "Default" group from PrestaShop 1.4, which applied to all users. They cannot be deleted.

To create more groups, click the "Add New" button: you will get a creation form.

Customer group

Name:

Discount (%):

Will automatically apply this value as a discount on all products for members of this customer group.

Price display method:

How prices are displayed in the order summary for this customer group.

Show prices: ☒ ☐

Customers in this group can view price

- **Name.** Use a short and descriptive name.
- **Discount (%).** The discount that you set for members of this group applies to all products on your shop.
You may prefer to not set any discount value, and create cart rules. You can learn more about cart rules in the next chapter of this guide, "Creating Price Rules and Vouchers".
- **Price display method.** PrestaShop is frequently used in the Business to Business (B2B) sector. You can create a group of customers who can buy

products without paying the tax. The drop-down list gives you a choice between "tax included" and "tax excluded".

- **Show prices.** By default, all users of your shop can view the prices. You may prefer some to not have access to your product prices. For instance, you could make it so users can only view prices if they have an account: from the groups list, click on the green checkmark in the "Show prices" column for the "Visitors" group to turn it into a red cross.

Once these settings are in place, you can save the group as-is, or add per-category and/or per-module settings, by clicking on either the "Save" button or the "Save then add a category reduction" one.

In that second case, the form will reload with two more options:

- **Category discount.** Click on the "Add a category discount" to bring up a new window, which contains a list of all your categories. You can pick one, and apply a specific discount which will apply for that group of customers only, and to that category only.
Note that:
 - This category discount will replace any other discount that members of this group would otherwise enjoy on this category.
 - You can add as many category discounts for this customer group as you need – thereby enabling to entirely give this group a whole set of different discounts if you feel the need.
- **Modules restrictions.** This section enables you to block members of this group to access and use some of your shop's modules. For instance, you might prefer some customers to not be able to see your top-sellers or to your specials. You can move modules from the left panel ("Authorized panel") to the right one ("Unauthorized panel") by either drag-and-dropping them with your mouse cursor, or by select many modules at a time and clicking on the "Unauthorize" button at the bottom.

Price display method: How prices are displayed in the order summary for this customer group.

Show prices: ☒ ☐ ☐ ☐ Customers in this group can view price

Category discount:

Home > iPods	Discount: 5%	<input type="button" value="Edit"/>
Home > Laptops	Discount: 10%	<input type="button" value="Edit"/>

Module restrictions:









Authorized modules:	Unauthorized modules:
<input type="checkbox"/> Bank Wire	
<input type="checkbox"/> Block advertising	
<input type="checkbox"/> Top seller block	
<input type="checkbox"/> Cart block	
<input type="checkbox"/> Categories block	
<input type="checkbox"/> CMS Block	
<input type="checkbox"/> Block contact	
<input type="checkbox"/> Block contact infos	
<input type="checkbox"/> Currency block	

You can add a customer to a group of your choice by editing a customer's details: from the list of customers (in the "Customers" page under the "Customers" menu), click on the Edit icon on the customer's line. Then, on the "Groups" table, select the group(s) to which you want your customer to belong.

Shopping Carts


PrestaShop contains some very powerful marketing features that enable you to see the products that customers are adding to their carts in real time. There are two ways to achieve this:


1. Go to the "Clients" page in the "Clients" menu, find the customer you are looking for, and view his or her customer profile. In that profile, scroll down to the "Shopping carts" section, where you can see all the carts created by this customer.
2. Go to the "Shopping carts" page in the "Clients" menu. The carts are sorted by ID. Find the customer you are looking for.


ID ▼ ▲	Order ID ▼ ▲	Customer ▼ ▲	Total	Carrier ▼ ▲	Date ▼ ▲	Online ▼ ▲	Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>	--	<input type="text"/>	From <input type="text"/> To <input type="text"/>	-- ▼	--
1	1	J. DOE	620,39 €	My carrier	08/2/2012 16:44:50		 
2	--	J. DOE	2,39 €		08/2/2012 18:41:11		 
3	--	J. Dunn	318,53 €	My carrier	08/3/2012 16:38:36		 
4	--	J. DOE	620,39 €	My carrier	08/3/2012 17:28:56		 


In both cases, you can click the "View" icon to see the content of your client's cart, and use this information to improve your commercial performance.


Click the "View" icon on the right to get the cart's details.

 John DOE - Cart #000001 on 2012-08-02 18:39:47

 **Customer information**
John DOE #1
pub@prestashop.com
Account registration date: 08/2/2012
Valid orders placed: 1
Total spent since registration: 626,37 €

 **Order information**
Order #1
Made on: 08/2/2012

 **Cart summary**

Product	Unit price	Quantity	Stock	Total
iPod touch Disk space : 32Go	469,00 €	1	40	469,00 €
 Shure SE210 Sound-Isolating Earphones for iPod and iPhone	149,00 €	1	15	149,00 €
Total products:				618,00 €
Total shipping:				2,39 €
Total:				620,39 €

For this customer's group, prices are displayed as: tax included

In the cart's page, the most important information is in the "Cart Summary" section, where you can see what products the customer chose to purchase, the price of each item, the quantity they put in their cart, and the total value of their cart.

Customer Service

PrestaShop enables you to centralize all the customers' request within its confines. This helps you keep track of which discussion threads needs

answering, rather than having to check with all the recipients of the mail to see if someone did answer it.

In practice, the contact form of your shop, available under the "Contact us" link at the bottom of your front-office, presents the customer with two contacts by default: "Webmaster" and "Customer Service". The customer only has to choose who to contact, and then fill the rest of the fields. The message is then recorded in PrestaShop's customer service tool.

Webmaster <i>If a technical problem occurs on this website</i> No new messages	Customer service <i>For any question about a product, an order</i> 1 new message	Meaning of status ● Open ● Closed ● Pending 1 ● Pending 2	Customer service : Statistics Total threads 1 Threads pending 0 Total customer messages 1 Total employee messages 0 Unread threads 1 Closed threads 0
---	---	--	--

Page1 / 1 | Display 50 / 1 result(s) Reset Filter

ID	Customer	E-mail	Type	Language	Status	Employee	Messages	Last message	Actions
1	John DOE	pub@prestashop.com	Customer service	English (English)	●	--	This won't work.	2012-08-03 18:51:28	

✓ Discussion threads are only included in the customer service tool if the contact has the "Save Message?" option enabled. You can change this setting, or add more contacts, by going to the "Contact" page, under the "Customers" menu. This page is explained in detail in the next section of this chapter of the PrestaShop User Guide.

If the option is disabled for the contact that the customer chooses, the message is simply sent to the contact's e-mail address, and is not stored in PrestaShop.

You also need to properly configure your IMAP settings, so that PrestaShop can retrieve the customer's answers to e-mail that were sent from the customer service tool. This is done in the "Customer service options" section.

On this page, each contact has its own box, where you can quickly see if there are new messages (meaning, those that have not yet been read). By default there are two, and adding more contacts will move the "Meaning of status" and "Customer service: statistics" boxes further to the left and down.

These two last boxes are handy when you need to handle new messages daily:

- **Meaning of status.** A simple reminder of the color codes that your team can apply to a discussion thread.
- **Customer service: statistics.** An overview of the global activity of your customer service since the beginning.

Further below is the list of received messages, both old and new.


You can edit a couple options at the bottom of the page, which apply to all contacts:


- **Allow file upload.** Whether the customer can attach a file to the message. This can be useful in case of visual issues on the front-page, as the customer can send you screen captures.
- **Pre-defined message.** The default template for your employees' answer. Keep it simple, so that it can adapt to many situations, even if it needs a little editing for each case.

Finally, the bottom of the page features the "Customer service options" section, where you can set many options pertaining to your mail (IMAP) server.

Handling Customer Service Messages

Each conversation with a customer can be entirely handled through PrestaShop's complete interface, without having to use an e-mail client such as Outlook or Thunderbird.

 Forward this discussion to an employee: -- Choose --
 Change status of message:

 **John DOE**

Customer ID: 1

Sent on: 08/3/2012 18:51:28

Browser: Mozilla/5.0 (Windows NT 6.1; rv:13.0) Gecko/20100101 Firefox/13.0.1

Order # 1


Product # 5

Subject: Customer service


Thread ID: 1

Message ID: 1

Message: This won't work.



 Reply to this message

Orders

ID	Date	Products	Total paid	Payment	State	Actions
1	2012-08-02 16:44:51	2	1252.74	Chèque	Shipped	

Validated Orders: 1 for 1 252,74 €

Products

Date	ID	Name	Quantity	Actions
08/2/2012 16:44:51	5	iPod touch - Capacité: 32Go	1	
08/2/2012 16:44:51	7	Écouteurs à isolation sonore Shure SE210	1	

In the conversation list, click on a row to view to view the conversation's details:

- Forward this discussion to an employee.** From the moment an employee has started replying to a customer message, he becomes in charge of the customer's request. If during the discussion it turns out another employee should handle it instead, you can use that drop-down menu to attribute it. That other employee will receive a notification about it.
- Change status of message.** You can apply a handful of color-coded status to a discussion, in order to quickly sort them and thus handle them quicker. There are 4 available statuses:
 - Open.** The issue is still going, or has not yet been answered.
 - Closed.** The issue is been resolved.
 - Pending 1 and Pending 2.** These two statuses are internal: their meaning is up to your team. You may even choose to not them, and only rely to "Open" and "Closed".
- Essential details are available:
 - Customer name (used as section title) and ID.
 - Sent on.** Date of the latest message in the discussion.
 - Browser used.** This can be very useful when having to debug an error on your front-office.
 - Subject.** The default subject for a new discussion thread is the one chosen by the customer when choosing a contact. If it turns out it was not the right choice, you can change it using this drop-down menu. For instance, the customer chose to write about


"Customer service", whereas the discussion is mostly about "Webmaster" issues.

- **Thread ID** and **Message ID**. These help you count the number of exchanges needed to reach a conclusion for the customer's issue.
- **Message**. Finally, the message itself.


Clicking "Reply to this message" will display a form with your default message. The default message is set in the "Contacts" page as set in the "Contacts" page.

Customer Service Options

This section basically enables you to precisely configure PrestaShop's access to your e-mail server through its IMAP interface. You should make sure all fields are filled in order for the customer service tool to work properly. Most of this information should be provided by your webhost.

 Customer service options

IMAP URL
URL for IMAP server (mail.server.com)

Customers > Customer Service  Save

IMAP user
User to use to connect to IMAP server

IMAP password
Password to use to connect IMAP server

Delete messages ☒ Yes ☐ No
Delete messages after sync. If you do not active this option, the sync will be longer

IMAP options (/norsh) ☒ Yes ☐ No
Do not use RSH or SSH to establish a preauthenticated IMAP session

IMAP options (/ssl) ☒ Yes ☐ No
Use the Secure Socket Layer to encrypt the session

IMAP options (/validate-cert) ☒ Yes ☐ No
Validate certificates from TLS/SSL server

IMAP options (/novalidate-cert) ☒ Yes ☐ No
Do not validate certificates from TLS/SSL server, needed if server uses self-signed certificates

IMAP options (/tls) ☒ Yes ☐ No
Force use of start-TLS to encrypt the session, and reject connection to servers that do not support it

IMAP options (/notls) ☒ Yes ☐ No
Do not use start-TLS to encrypt the session, even with servers that support it

- **IMAP URL, IMAP port, IMAP user and IMAP password.** Essential details to access the e-mail server using the IMAP protocol.
- **Delete message.** If enabled, messages on the server will be deleted as soon as PrestaShop has retrieved them. Use with caution: this would make your messages unavailable to other e-mail clients.
- **/norsh.** If enabled, the connection to your e-mail server will not pre-authenticated. Not recommended.
- **/ssl.** If enabled, the connection to your e-mail server will not be encrypted. Not recommended.
- **/validate-cert.** If enabled, PrestaShop will force the validation of the server's TLS/SSL certificate.
- **/novalidate-cert.** If enabled, PrestaShop will never try to validate the server's TLS/SSL certificate. Essential for servers with self-signed certificates.

- **/tls**. If enabled, PrestaShop will force use of StartTLS to encrypt the connection. Servers that do not support StartTLS will be rejected.
- **/notls**. If enabled, PrestaShop will not use StartTLS to encrypt the session, even with servers that support it

Contacts

To facilitate communication with your clients, you can create multiple contact accounts. For example: customer service, technical support, sales department, etc. This feature allows your customers to directly contact the right person according to their needs.

To contact the appropriate team of employees from your shop's front-office, the customer clicks either on the "Contact" link at the top of the page, or on the "Contact Us" link at the bottom of the page. The contact form appears.

Customer Service - Contact us

For questions about an order or for more information about our products.

SEND A MESSAGE

Subject Heading

-- Choose --

E-mail address

pub@prestashop.com

Order ID

-- Choose --

Product

-- Choose --

Attach File

Parcourir...

Message

Send

The customer is then asked to choose the service to contact, enter the e-mail address and then complete the message. A drop-down menu makes it possible to choose which order is being discussed, and even which product from that order.

In order for the message to be redirected to the intended recipient, you must configure the contacts in your shop.

By clicking on the "Contacts" page under the "Customers" menu, you can access the existing list of contacts.

Click the "Add new" button to access the contact creation form:

- **Title.** The name of the contact: either a person's name, or the name of the service itself. You could also choose to use a phrase, such as "I have a problem with my order", "I want to return a product" or "I want to become a partner".
- **E-mail address.** The address can be the same as another contact. In fact, all contacts can share the same address if you don't really have a team – customers will never know, but having many contacts helps them trust your shop, as it means there are many people working for your shop.
- **Save messages?.** Indicate if the e-mail is to be saved in the "Customer Service" tool, or simply sent to the e-mail address. If disabled, PrestaShop will not help you handle customer service for this contact. This might be useful for "Partner e-mail", as you might not want your customer service employees to have access to these.
- **Description.** Make it short, no more than a single line, as it is displayed to the customer in the contact form.

Social Titles

Previous versions of PrestaShop had hard-coded customer genders: a customer could only choose between "Mr.", "Ms." and "Miss".

	ID	Name	Type	Image	Actions
	--		Male	--	--
	1	Mr.	Male		
	2	Ms.	Female		
	3	Miss	Female		

The social title tool helps you better define your customers: in the customers list, you can choose to only display customers having a given social title. Modules may also rely on social titles for certain features.

Gender

Name: *

Type: ☒ Male ☐ Female ☐ Neutral

Image:

Image Width:

Image width in pixels. Enter "o" to use original size

Image Height:

Image height in pixels. Enter "o" to use original size

Clicking on the "Add new" button brings you to a form:

- **Name.** You can choose anything, from the very common ("Sir", "Lady", "Gentleman", etc.) to the very unusual ("Jedi", "Magnificent One", "Money carrier"...). The important thing when departing from the commonly accepted titles is to reflect your shop's true identity.
- **Type.** Some names may apply to both male and female customers. Be sure to set that option to "Neutral" then.
- **Image.** A 16*16 image file representing the title. Classic gender symbol are the Mars and Venus one (♂ and ♀), but there are many other

possibilities. PrestaShop enables you to characterize your creation with a unique image.

- **Image width** and **Image height**. PrestaShop works best with 16*16 image, and will resize your image if it bigger than that. Nevertheless, you might feel necessary to use bigger images, and these two options enable you to set the exact size required by your image. If you enter "0", PrestaShop will simply use the image's original size.

Creating Price Rules And Vouchers

Vouchers play an important role in your daily relationships with your customers. Typically, customers like two things when shopping:

- Feeling special, unique.
- Getting good prices.

Both can be achieved with personalized discounts, and this is precisely where vouchers come into play – or more precisely, price rules, which is a new feature in PrestaShop 1.5.

"Price rules" can take two forms:

- **Cart rules.** These are actually the successors to vouchers, as they were known in previous versions of PrestaShop.
Basically, it enables you to create per-customer voucher codes, but also much more.
- **Catalog price rules.** Enables you to assign price reductions by category, manufacturer, supplier, attribute or feature.
For instance, you can set a rule that would say that for Spanish customers belonging to the "Good clients" group would get 10% off on your Electronics category and all Sony products for the first week of July.

Cart Rules

The "Cart rules" page gives you access to an advanced tool that succeeds and builds upon the voucher system from PrestaShop 1.4. Seasoned users of PrestaShop will not be surprised with the features that were added, but will have to adapt to the new name: when this guide mentions vouchers, we are

actually talking about cart rules – which, in themselves, are quite different to credit slips.

Differences between a credit slip, a voucher and a cart rule

A credit slip is first and foremost a written proof that a product has been returned. Most of the time, the user can use it as a voucher.

A voucher is a discount code which does not have to be tied to a merchandise return or a refund, and which can take many more forms than a simple credit slip:

- A discount on an order (percentage).
- A discount on an order (amount).
- Free shipping.

You can apply a voucher to all customers, or a group of customers, or a single customer; you can set its expiration date.

A cart rule is basically an advanced version of a voucher: in addition to what a voucher could do in PrestaShop 1.4, the cart rules system introduced in PrestaShop 1.5 enables you to:

- Name the discount.
- Allow the customer to use only a portion of the discount.
- Assign priorities between cart rules.
- Set the compatibility between cart rules.
- Have the discount only work with some carriers.
- Have the discount only work with a selection of products and/or categories and/or manufacturers and/or suppliers and/or attributes... or all of these at the same time if necessary.
- Have the discount be applicable for free shipping and/or a discount on an order and/or a free gift... or all of these at the same time if necessary!

In this user guide, "cart rule" and "voucher" are synonymous and interchangeable.

The "Cart rules" page lists the currently existing cart rules, which you can enable or disable by clicking on the icons in the "Status" column.

Price Rules > Cart Rules + Add new

Page 1 / 1 | Display 50 / 0 result(s) Reset Filter

ID	Code	Priority	Code	Quantity	Until	Status	Actions
--						--	--

No items found

Delete selected

Creating A New Cart Rule

A voucher can be created automatically after a product return, but you can create a new voucher at any time manually, and be very specific about its properties.

The creation form has three tabs, enabling you to precisely build new rules and vouchers.

Information Tab

The first tab, "Information", contains the rule's identifiers and main settings.

Information
Conditions
Actions

Cart rule information

Name ⚠

Will be displayed in the cart summary as well as on the invoice.

Description

For you only, never displayed to the customer.

Code (Click to generate random code)

Caution! The rule will automatically be applied if you leave this field blank.

Partial use ☒ ☐ ☐ ☒

*Only applicable if the voucher value is greater than the cart total.
If you do not allow partial use, the voucher value will be lowered to the total order amount, but if you do, a new voucher will be created with the remainder.*

Priority

Cart rules are applied to the cart by priority. A cart rule with priority of "1" will be processed before a cart rule with a priority of "2".

Status ☒ ☐ ☐ ☒

- **Name.** The name is public, so you should keep it casual.

- **Description.** The description is not public. It helps your shop employees understand why the rule was created.
- **Code.** Give your rule a unique code. You can either create one manually (and therefore use readable words, like 1VOUCH4JOE), or have PrestaShop generate one unique string by clicking the "Click to generate random code" button. Of course, you can also use any other string generator (such as <http://www.random.org/strings/>). Note that if no code is set, the rule will apply to any customer fitting the other conditions:
 - If there is a code, then customer have to enter it during the ordering process.
 - If there is no code, then the rule is automatically applied to benefiting customers.
- **Partial use.** If disabled, the rule/voucher can only be used once, even if it is not completely used. If enabled, a new voucher is created when the current one is not completely used.
- **Priority.** If a customer (or group of customers) is eligible for more than one voucher, or if more than one voucher can be applied to an order, then PrestaShop applies said voucher one by one in the alphanumerical order. You can change that order by placing a lower priority to you voucher. By default, they all have a priority of 1. If you set it to a higher number, the voucher will be applied after vouchers with a lower number.
- **Status.** You can disable and enable a rule whenever you feel is necessary.

Conditions Tab

The second tab, "Conditions", contains a large set of possibilities, enabling you to precisely target who should be able to benefit from this rule.

Information	Cart rule conditions
Conditions	
Actions	

Limit to a single customer

Optional, the cart rule will be available for everyone if you leave this field blank.

Validity from to

Default period is one month.

Minimum amount

You can choose a minimum amount for the cart either with or without the taxes, and with or without shipping.

Total available

The cart rule will be applied to the first X customers only.

Total available for each user

A customer will only be able to use the cart rule X time(s).

☐ Carrier selection
☐ Customer group selection
☐ Product selection

- **Limit to a single customer.** This is where you indicate that the voucher you are creating is for one customer only. For instance, if you had a delivery delay and you want to make a gesture of goodwill, you can create a voucher for this customer that only he or she can access. To quickly find the customer, type in the first few letters of their first name, last name or e-mail in the text field.
If empty, PrestaShop will understand that any customer can use it... unless you have added a customer group as a further condition (see "Customer group selection" check-box below).
- **Validity.** The default validity is one month, but you can reduce that to one week or even one day.
- **Minimum amount.** The minimum order amount under which the voucher is not applicable. Your voucher will only be applicable if the customer's order is above the given amount. You can choose if that amount should include taxes and/or shipping costs.
- **Total available.** Set a quantity of available vouchers: either "1" if it is intended for a single customer, or any number if the voucher is for whoever uses one first.
- **Total available for each user.** You can set the number of times a voucher can be used for each user. That number must be at least equal to the quantity of available vouchers above ("Total available" field).
 - If that number is inferior to the total quantity of available vouchers, then one single customer will not be able to use all of them.

- Keeping it to "1" makes sure that each of your customers can only use the voucher once. In that case, make sure the voucher applies to a group rather than a customer...

The check-boxes at the bottom of the section are very important, as they help you further filter to what or to whom the rule is to be applied.

- **Carrier selection.** You can make it so that the customer will have a discount if he or she chooses a specific carrier for the package delivery.
- **Customer group selection.** This is very useful. Thanks to PrestaShop's group creation tool, you can create discount that apply to a range of users, and build other conditions on top of that discount thanks to the cart rule creation tool.

You can go even further: with the help of modules such as the "Customer Segmentation" module, you have a set of very powerful tools to create cart rule, and make clients happy in a more targeted manner.

Download the "Customer Segmentation" module here:

<http://addons.prestashop.com/en/analytics-stats/2943-customer-segmentation.html>

- **Compatibility with other cart rules.** By default, an order can benefit from any number of cart rules. With this option, you can tell PrestaShop that this rule cannot be combined with a selection of other rules. This option only appears if you have more than one cart rule.
- **Product selection.** Another very useful tool, which enables to create automatic vouchers for cart which contain specific products. The tool is explained in more detail below.
- **Shop selection.** By default, a cart rule applies to all your stores. With this option, you can make it so that rule only applies to a selection of your stores.

The "Product selection" option brings a whole new form, and enables you to create not only per-product vouchers, by also per-categories, per-manufacturers, per-suppliers and even per-attribute. As a bonus, you can combine all these in order to specify your customer target as much as possible.

For instance, you can create automatic vouchers for your customer in the form "Buy at least 3 Apple product, get free shipping!"

This is really a tool within the cart rule too, and its configuration is quite specific. You can add as many product selections as needed, following this path:

1. Click the "Product selection" link to add a new section.
2. Indicate the number of products needed for the discount to activate.
3. Add at least one rule, of the type you want: products, attributes, categories, manufacturers, suppliers. You can add as many rules per product selection as you want, even one for each type if necessary.
4. Clicking the "OK" adds a new line in the selection. For each type, you must give details on the content the rule applies to. Click the "Choose" link and a window opens, listing the content available for this type (products, categories...). Move the content from the left panel to the right one by clicking on the "Add" button, and close the window by clicking on the "X" at the top right. If only one content is selected, the content field will give its name; otherwise, it will indicate the number of selected content.

You can add as many rules within a selection as necessary. These rules are cumulative: either they all apply, or the discount is not granted.

Product selections are independent: you can add as many as needed, and they will not influence each other. This enables you to create a whole range of products to which the cart rule will apply.

Actions Tab

The third and last tab, "Actions", is where you choose what the discount actually consists of.

- **Free shipping.** The rule treats benefiting customers to free shipping.
- **Apply a discount.**
 - **Percent (%).** The rule applies to a percentage of the order total. For instance, let's say the order is valued at \$200 before taxes. The rule has a value of 15%. Customer who benefit from this rule will only have to pay \$170 (before taxes and shipping costs).
 - **Amount.** The rule applies a monetary discount on the order total. For instance, let's say the order is valued at \$200 before taxes. The discount offers \$20 off the purchase. Customer who benefit from this rule will only pay \$80 before (before shipping costs). You can choose whether taxes are applied to the discount or not.
 - **None.** The rule does not offer any discount on the order. Choosing this option makes the next section, "Apply discount to", disappear.
- **Apply discount to.**
 - **Order (without shipping).** The discount applies to the whole order.
 - **Specific product.** You can choose to which product the discount should apply: type the first letters of the product, and choose in the list of matching names.
 - **Cheapest product.** Only available for the "Percent (%)" option.
 - **Selected product(s).** The customer can choose on which products the discount should be applied. Only available for the "Percent (%)" option.

- **Send a free gift.** You can choose to offer a gift for some conditions (and skip the discount altogether). A field appears: type the first letters of the product, and choose in the list of matching names.

Once everything has been saved, you can send your voucher code to your customers, or let the system handle the cart rules automatically, depending on your settings.

Your voucher will appear in the "Cart Rules" page, under the "Price rules" menu. You can delete or edit it at any time. If the voucher was set to a specific group or customer, then it will appear in the Front-Office, in the customer's "Vouchers" section of his account as well as in the cart (if you chose to), where they can choose which one to apply to their order.

🏠 > My account > My vouchers

My vouchers

CODE	DESCRIPTION	QUANTITY	VALUE*	MINIMUM	CUMULATIVE	EXPIRATION DATE
KKOCTSKT	10% off on all product until August 20th!	1	10.00%	None	✔ Yes	09/6/2012


Cart rules that are set to apply to all customers do not appear in the customer's "My vouchers" page: he or she has to know about them in order to use them. It is up to you to let them know about these public discounts.

In order to apply the cart rule, the customer needs to visit his cart and enter the voucher in the "Vouchers" field and click "Add". The customer will not be able to apply the voucher if the check-out is already validated.

Total tax:	91,54 €
Vouchers <input type="text"/> <input type="button" value="OK"/>	TOTAL:
	558,59 €

« Continue shopping

Once applied, the cart summary displays the voucher's impact on the order's amount.

	Earphones for iPod and iPhone				
10% off on all product until August 20th!		-61,80 €	1	-61,80 €	DELETE
Total products (tax incl.):				618,00 €	

Catalog price rules

Catalog price rules are a new feature from PrestaShop 1.5, which enables you to assign price reductions by category, manufacturer, supplier, attribute or feature. As its name implies, this type of rules applies to a range of products; it cannot be used for a single product. If you need a discount applied to a single product, you must create a cart rule instead or create a specific price (in the "Price" page of the product's edition page).

For instance, you can set a rule that would say that for Spanish customers belonging to the "Good clients" group would get 10% off on your Electronics category and all Sony products for the first week of July.

The "Catalog price rules" page lists the currently existing rules, which you can edit or delete by clicking on the icons in the "Status" column. If you need to disable a rule, simply change its end date to the day before.

Creating A New Catalog Price Rule

The creation form page has two sections, enabling you to precisely build new rules.

Specific price rules

The first form is easy to understand.

Specific price rules

Name: *

Currency:

Country:

Group:

From quantity: *

Price (tax excl.): €

☒ Leave base price

From:

To:

Reduction type:

Reduction: *

This is where you set who should benefit from the rule, what the discount should be, and other details.

- **Name.** The name is public, so you should keep it casual.
- **Shop.** The rule applies to customers who buy through a specific shop. Only available if you have at least two shops.
- **Currency.** The rule applies to customers who set to pay with a specific currency.
- **Country.** The rule applies to customers from a specific country.
- **Group.** The rule applies to customers who belong to a specific customer group.
- **From quantity.** The rule applies the order has at least a specific number of matching products.
- **Price (tax excl.).** The rule applies to orders where the price is at least equal to this value.
- **From and To.** The rule applies in this time frame.
- **Reduction type.** The discount can either be an amount of money, or a percentage of the order total.

- **Reduction.** The value of the reduction. Depending on the "Reduction type" above, putting "10.0" in the field can either mean "\$10 off" (depending on the default currency) or "10% off".

You can of course combine all of these rules.

Conditions

The "Conditions" section is where you set the products to which the category price rule applies.

Condition group 1


Type	Value
Attribute	Disk space: 4GB
Manufacturer	Apple Computer, Inc

OR


Condition group 2


Type	Value
Attribute	Color: Pink
Attribute	Color: Blue
Manufacturer	Apple Computer, Inc


OR


 Add a new condition group


Conditions

Category: iPods  Add condition

Manufacturer: Apple Computer, Inc  Add condition

Supplier: AppleStore  Add condition

Attributes: Color  Add condition

Features: Height  Add condition

Conditions are built around condition groups, meaning that your data from the "Specific price rule" section above can be applied to many different ranges of products.

The default condition group is empty. You can add conditions to it using the drop-down menus in the lower part of the section:

- Choose a category or any other type of selection, and then click on the "Add condition" button.
- The condition will appear in the condition group. You can put many conditions in a condition group.
- Once a group is completed and you want to create a new condition group, click on the "Add new condition group". A new group will then appear, which you can fill in the same way.

By default, new conditions are added to the condition group that was created last. If you need to add conditions to a previous group, click on that group to highlight it, and then add your conditions.



You cannot currently remove a condition from a condition group.

You cannot currently delete a condition group.

Managing Shipping


How you choose to ship your products is a key element to the management and success of your store. You must account for the great variety of available methods, which can mix carriers, regional and international taxes, package weight and the price of a product itself. Luckily, PrestaShop makes it easy for you to handle it all in just a few screens.


Shipping price is basically calculated using either of two methods: order total price, and order total weight. This is how most carriers calculate their shipping fees, and this is why you should fill-in the weight setting when creating a product in the catalog, and also why you absolutely must indicate the per-weight and per-price costs for each carrier

The shipping settings work closely with the local settings of your PrestaShop installation. While in PrestaShop 1.4 some of these settings were also found "Shipping" menu, in version 1.5 all local settings have been moved in a new menu, named "Localization". This is where you will be able to edit geographical zones, countries, currencies, etc. Therefore, make sure to have a serious look at the "Localization" menu, which is explained in the next chapter of this guide, "Understanding Local Settings". For instance, in order to create a complete carrier in PrestaShop, you must have clearly defined your geographical zones; this is done in the "Zones" page under the "Localization" menu.

Shipping

The more general settings of you shop's shipping configuration are found in the "Shipping" page, under the "Shipping" menu.


 **Handling**

 If you set these parameters to 0, they will be disabled
Coupons are not taken into account when calculating free shipping

Handling charges € (tax excl.)

Free shipping starts at €

Free shipping starts at kg

 **Billing**

Billing
 ☐ According to total price
☒ According to total weight

The three sections of this page provide global settings:

- **Handling.**
 - **Handling charges.** Enter the per-order handling expenses, which will be added to the final purchase price. This is separate from your shipping costs: it is really the cost of you or your employee having to fetch the products, package them and have them shipped. If there is no such cost, leave it at 0.
 - **Free shipping starts at.** Enter the price or weight after which your customers will receive free shipping. For instance, you might choose to offer free shipping when the order exceeds \$250. If you do not want to offer free shipping, leave these values at 0.
A message will appear to your customers indicating how much more money they need to spend in order to receive free shipping. If you do not want this message to appear, type 0 into the fields.

- **Billing.** Choose whether you are calculating the shipping costs by total price or total weight. This is the default settings, which can be superseded by each carrier setting.
- **Fees.** View and edit the shipping fee for each of the carriers added to your store. See below.


Fees by carrier, geographical zone, and ranges

Carrier: My carrier

Zone / Range	0kg to 10000kg
All	<input type="text"/> € (tax excl.)
Europe	<input type="text" value="0.00"/> € (tax excl.)
North America	<input type="text" value="0.00"/> € (tax excl.)

That last section is extremely important, as this is where all your shipping settings come to meet, and where you enter the actual shipping fees. After you have created carriers, price ranges and weight ranges, this seemingly harmless section will be the tool to use to make them all work in conjunction with an actual price.

Assigning Shipping Fees

 Having correct shipping fees is very important, so make sure not to skip this setting. Unless of course if you only sell downloadable products.

Once you have created all your carriers and set all the weight and price ranges for these carriers (with the "Carriers", "Price Ranges" and "Weight Ranges" page under the "Shipping" menu, which are fully explained later in this chapter), it is high time to set their shipping fees per range.

When selecting a carrier in the drop-down menu, PrestaShop displays a table with the shipping fee per weight range and per geographical zone, tax excluded. The default value is "0.00", which is certainly not what you will want to leave as this pretty much means "free shipping, whatever the weight". You must therefore precisely set the shipping fees for each zone and range, as provided by the carrier itself, or as estimated by you. For instance, if you are sending packages from the US, the fee to Europe might be double or triple the domestic fee.

An empty field has a real impact on the availability of the carrier in the matching zone:





- If the fee per range is the same for all zones, simply fill the field for the "All" row, and leave the others empty.
- If the carrier does not ship to a certain zone for a given range, leave that field empty.

If the selected carrier does not have any range set, PrestaShop will let you know with the message "No ranges set for this carrier". You then must create at least one weight range for this carrier, or else you will not be able to set its shipping fees.

You must perform this for all of your carriers.

Carriers

You must have carriers added to your PrestaShop installation – that is, a clear indicator of who will deliver your products. It might be just yourself or your shop (for instance if you are selling downloadable products, or only work locally), but as soon as you are actually sending packages using stamps and a 3rd-party delivery such as your local postal service, or FedEx, UPS and such, then you must have their details added to your shop's database. This will enable your customers to better choose which carrier to use, based on their delivery ranges, fees and dates.

<input type="checkbox"/>	ID	Name	Logo	Delay	Status	Free Shipping	Position	Actions
<input type="checkbox"/>	--	<input type="text"/>	--	<input type="text"/>	--	--	<input type="text"/>	--
<input type="checkbox"/>	1	PS15		Pick up in-store	✓	✗	▼	 
<input type="checkbox"/>	2	My carrier		Delivery next day!	✓	✗	▲	 

The "Carrier" page presents you with a list of all your current carriers. From there, you can directly change their status, indicate whether they are included in your "free shipping" discounts, and change their position when presented to customers.

By default, you have two carriers in your database:

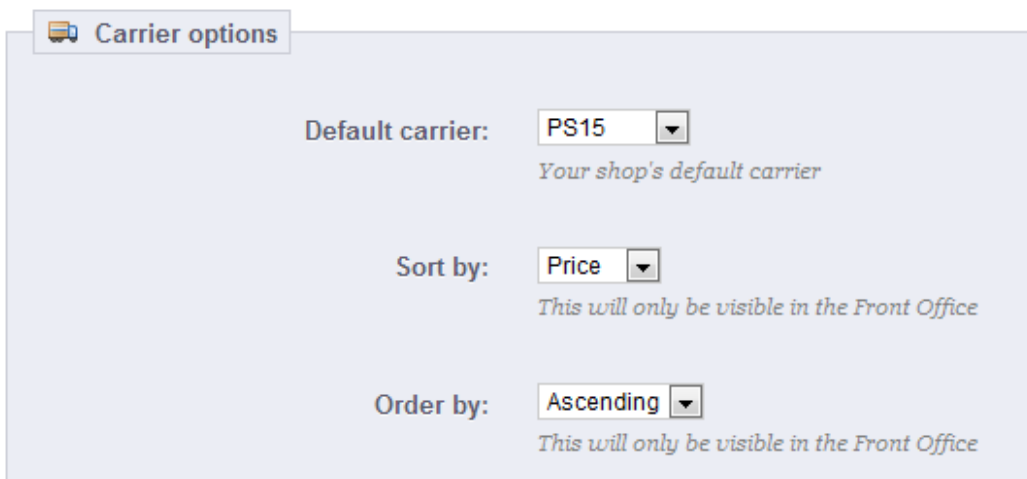
- **Your own shop:** This represents your physical store, where customers can supposedly come and pick up their products themselves. It has no price range or weight range set.
- **"My carrier":** This is a sample carrier and should not be used in production. It has one price range (from \$0 to \$10,000) and one weight range (from 0 kg to 10,000 kg).

It is up to you to remove these default carriers and add new ones for your customers. At the very least, you should edit the "My carrier" carrier and replace its data with that of a real carrier: name, details, and ranges.

The "Carrier options" section gives you access to 3 settings, which impact the front-office in order to help the customer make a choice:

- **Default carrier.** If you have more than one carrier in your system, you might want to promote one to your customers. Besides the carriers themselves, this drop-down list has two contextual options:
 - **Best price.** Depending on the amount of the order, on its weight and its delivery zone, PrestaShop will choose the cheapest price for the customer.
 - **Best grade.** Speed grades make it easier to identify the fastest carriers. PrestaShop will display the carrier which, within the context of the order, will have the shortest shipping delay.
- **Sort by.** When customers are presented with a choice of carriers, you can choose to either sort the list by shipping fee or by their position, as set with the list above.
- **Order by.** This enables to set the order in which the carriers are sorted:
 - If sorted by shipping fee and with an ascending order, then carriers will be displayed from the cheapest to the most expensive.

- If sorted by position and with a descending order, then carriers will be displayed from the top position of the list, to the bottom position.



The image shows a screenshot of the 'Carrier options' configuration form in PrestaShop. The form has a light blue background and a title bar with a truck icon and the text 'Carrier options'. It contains three main sections, each with a label, a dropdown menu, and a descriptive note. The first section is 'Default carrier:' with a dropdown set to 'PS15' and the note 'Your shop's default carrier'. The second section is 'Sort by:' with a dropdown set to 'Price' and the note 'This will only be visible in the Front Office'. The third section is 'Order by:' with a dropdown set to 'Ascending' and the note 'This will only be visible in the Front Office'.

Carrier options

Default carrier: PS15 ▼
Your shop's default carrier

Sort by: Price ▼
This will only be visible in the Front Office

Order by: Ascending ▼
This will only be visible in the Front Office

Creating a New Carrier

In this section, we are going to create a complete carrier, from A to Z. You can create as many carriers as you wish.

If one carrier has different shipping services, you should create as many carriers in PrestaShop, and differentiate them with their names.

Many of the details asked by PrestaShop's forms should be provided by your carriers once you have set up an account or are under contract with them directly. Check with them in order to make sure everything is configured correctly.


Carriers

Company: *

*Carrier name displayed during checkout
For in-store pickup, enter o to replace the carrier name with your shop name*

Logo: **Parcourir...**

Upload a logo from your computer (.gif, .jpg, .jpeg or .png)

Transit time:  *

Estimated delivery time, displayed during checkout

Speed Grade:

"o" for a longest shipping delay, "9" for the shortest shipping delay.

URL:

Delivery tracking URL; type '@' where the tracking number will appear, it will be automatically replaced by the tracking number

Zone:



- ☐ Africa
- ☐ Asia
- ☐ Central America/Antilla
- ☐ Europe
- ☐ Europe (out E.U)
- ☐ North America
- ☐ Oceania
- ☐ South America

The zones in which this carrier is to be used

Group access:

<input type="checkbox"/>	ID	Group name
<input checked="" type="checkbox"/>	1	Visitor
<input checked="" type="checkbox"/>	2	Guest
<input checked="" type="checkbox"/>	3	Customer
<input checked="" type="checkbox"/>	4	Good clients

Mark all groups for which you want to give access to this carrier

Status: ☒  ☐ 

Enable carrier in the Front Office

Let's examine all of the information you need to enter:

- **Company.** The name is public, so use the official name. You could also add a description of the service. For instance, you could fill in "PrestaPost – 500 lbs and over". If you have create one PrestaShop carrier per shipping services from a single carrier, the name will help you differentiate them.
- **Logo.** Having a logo helps customers more easily choose between different carriers. PrestaShop will resize your image in order to fit in the order form.
- **Transit time.** This is displayed to customers during checkout. It will help them select their carrier according to the amount of time they are

willing to wait to receive their shipment. Customers can often accept to pay more for a faster carrier.

- **Speed grade.** The "Transit time" field can contain any text, and thus cannot be used to compare the carriers' transit times. The "Speed grade" setting enables you to give the carrier a grade, from 0 (very slow) to 9 (very fast). This is then used to sort carriers by their speed grade, and help customers choose the one they prefer.
- **URL.** This field must be filled with the tracking URL provided by your carrier. For example, France's postal service (La Poste) offers this URL: http://www.colissimo.fr/portail_colissimo/suivreResultat.do?parcelnummer=@. When customers select their carrier, they will be sent the URL that you enter into this field, with the "@" replaced by the tracking number provided by the carrier.
- **Zone.** Not all carriers can deliver worldwide. Indicate the geographical zones in which this carrier is available (the zones where the carrier can make deliveries). You can add more zones using the "Zones" page under the "Localization" menu. Note that the "Europe (out E.U)" zone groups European countries which are not part of the European Union, such as the Vatican, Switzerland, Andorra, Monaco, Norway...
- **Group Access.** You might want only some user groups to be able to use a carrier. This option serves this purpose.

Status: ☒ ☒ ☐ ☒
Enable carrier in the Front Office

Apply shipping cost: ☒ ☒ ☐ ☒
Apply both regular shipping cost and product-specific additional shipping costs

Tax:

Shipping & handling: ☒ ☒ ☐ ☒
Include the shipping & handling costs in carrier price

Billing: ☒ Default behavior
☐ According to total price
☐ According to total weight

Out-of-range behavior:
Out-of-range behavior when none is defined (e.g. when a customer's cart weight is greater than the highest range limit)

Maximum package height:
Maximum height managed by this carrier. Set "o" or leave this field blank to ignore this.

Maximum package width:
Maximum width managed by this carrier. Set "o" or leave this field blank to ignore this.

Maximum package depth:
Maximum depth managed by this carrier. Set "o" or leave this field blank to ignore this.

Maximum package weight:
Maximum weight managed by this carrier. Set "o" or leave this field blank to ignore this.



- **Status.** Include or exclude this carrier in your shop's list of carriers.
- **Apply shipping cost.** If enabled, the final order price will include both the carrier's regular shipping fee, along with specific per-product fees, if there are any. If disabled, the final order price will only include the regular shipping fee.
 Per-product fees are configured on each product's "Shipping" tab, with the "Additional shipping cost (per quantity)" field.
- **Tax.** Indicates if this carrier requires a local tax in order to deliver.
- **Shipping & Handling.** Include or exclude shipping & handling costs in this carrier's price.
- **Billing.** When billing a customer for the shipping service, PrestaShop can apply one of two behaviors. The default behavior is set in the "Shipping" page, under the "Shipping" menu, but you can change that setting on a per-carrier basis thanks to this option.
 - **According to total price.** The shipping bill depends on the total order price.
 - **According to total weight.** The shipping bill depends on the total order weight.

- **Out-of-range behavior.** In case the chosen carrier has not shipping cost set for the required zone or weight, you can indicate how PrestaShop should react. You have two options:
 - **Apply the cost of the highest defined range.** PrestaShop will take the most costly range and apply its conditions.
 - **Disable carrier.** PrestaShop will not suggest this carrier, since it probably cannot deliver this order.
- **Package settings.** New to PrestaShop 1.5, you can now indicate the minimum and maximum package height and weight, which are an essential part of choosing a package carrier.
- **Shop association.** You can make so that this carrier is only available to a selection of your shops.

Here is an example of out-of-range behavior: Let's say you have set up a weight range from 0 to 10 lbs. Your customer wants to place an order that is 15 lbs., and no behavior has been configured for this weight. By choosing "Apply the cost of the highest defined range", PrestaShop will apply the price conditions that you have set up for orders from 5-10 lbs. If you choose "Deactivate the carrier", then this carrier will not be offered to the customer in this case.

Price Ranges

Carriers can be set to accept orders within a given price range. For example, if you want orders between \$1 and \$15 to be sent by the US Post Office, create a price range from 1 to 15, and set it to "US Postal Service". Put together, ranges should fill the entire prices spectrum, up to your most expensive possible order.

ID	Carrier	From	To	Actions
--				--
1	My carrier	0,00 €	10 000,00 €	 

Creating A Price Range

The form that opens when click on the "Add new" button is very simple:

- **Carrier.** Choose which carrier you are creating a range for.
- **From.** The lowest value of the range.
- **To.** The highest value of the range.

\$ Price ranges

Carrier:

You can apply this range to a different carrier by selecting its name.

From: € (Tax Incl.) *

Range start (included)

To: € (Tax Incl.) *

Range end (excluded)

Remember that you can create as many ranges per carrier as needed, so if a carrier can handle more than one, but each in a different way, you should create the complete set of ranges.

✔ Make sure to not have the ranges overlap! Therefore, the "To" value of a range should not be equal to the "From" value of the next one.

For instance, if one range ends at \$20, the next one should start at roughly \$20.001. Likewise, if you have to add a range before one that starts at \$20, the new one should end roughly at \$19.999.

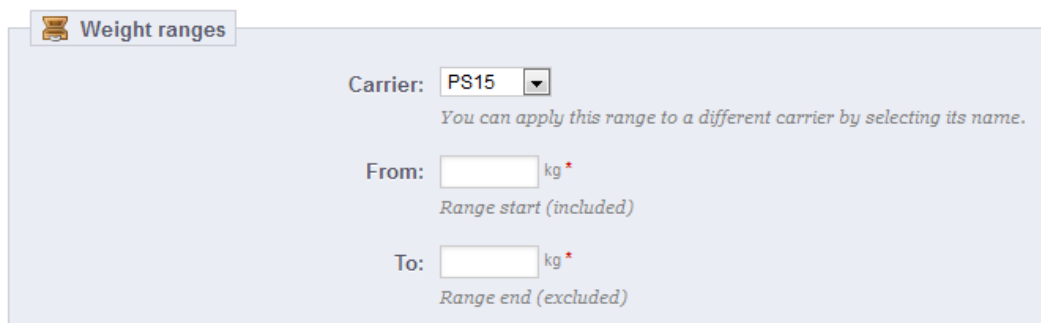
Weight Ranges

Carriers must be set to accept orders within a given weight range. For example, if you want orders between 1 lbs and 15 lbs to be sent by the US Post Office, create a weight range from 1 to 15, and set it to "US Postal Service". Ranges should fill the entire weight spectrum, up to your heaviest possible order.

A carrier should have at least one range. In that case, as you cannot set an infinite maximum weight, set it to an abnormal number, such as 10,000.00 kg.

	ID	Carrier	From	To	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
	1	My carrier	0 kg	10000 kg	

Creating A Weight Range



Weight ranges

Carrier: ▼
You can apply this range to a different carrier by selecting its name.

From: kg *
Range start (included)

To: kg *
Range end (excluded)

The form that opens when click on the "Add new" button is very simple:

- **Carrier.** Choose which carrier you are creating a range for.
- **From.** The lowest value of the range.
- **To.** The highest value of the range.

Remember that you can create as many ranges per carrier as needed, so if a carrier can handle more than one, but each in a different way, you should create the complete set of ranges.

✓ Make sure to not have the ranges overlap! Therefore, the "To" value of a range should not be equal to the "From" value of the next one.

For instance, if one range ends at 20 kg, the next one should start at roughly 20.001 kg. Likewise, if you have to add a range before one that starts at 20 kg, the new one should end roughly at 19.999 kg.

Once the ranges are determined and allotted to a carrier, you can define the shipping and handling for each range. Go to the first page of the "Shipping" menu, and fill out the table found at the bottom of the page.

Understanding Local Settings

As obvious as it might seem, this is the Internet, and people from all over the world will certainly visit your shop, and order your products. As a shop owner, you must cater for as many customers as possible. This means having your website fully translated in as many languages as necessary, with local taxes, weights and currency units, local geographical zones, etc.

The "Localization" menu appeared with PrestaShop 1.5, and brings together many local settings and tools that used to be scattered in other menus in previous versions.

Localization

The main page under the "Localization" menu enables you to configure the units used for your products.

Import Localization Pack

This section provides you with an extensive list of existing localization packs which you can import. Not only does it set your PrestaShop install with your proper local units, but it also adds many other data:

- **States.** When shipping product to a country, knowing which state it is sent to can prove important, as this might have an impact on local customs and taxes. The added states can be viewed and edited in the "States" page under the "Localization" menu.
- **Taxes.** The real importance of localization is local taxes, and they can be numerous and varied depending on the country or the state. PrestaShop provides you with a basic support for the major taxes and tax rules. The added taxes and tax rules can be viewed and edited in the "Tax" and "Tax rules" pages under the "Localization" menu.

- **Currencies.** Foreign customers will appreciate to be able to convert the prices on your shop into their own currency. You should at least have US dollars and Euros available along of your country's own currency (if not one of those two). Once added, you must activate a new currency using the "Currencies" page under the "Localization" menu, and make sure the conversion rate is correct. The added currencies can be viewed and edited in that "Currencies" page.
- **Languages.** All the public fields on your shop can be created in multiple languages, and it is important you do so for your products name and description, at the very least. Note that importing a language also imports its date format (d/m/Y, m/d/Y, d.m.Y, ...), among other things. The added languages can be viewed and edited in that "Languages" page under the "Localization" menu.
- **Units.** Weight, dimension, volume, distance: these units are essential in order to correctly describe a product to your customer, and for your own packaging information. They can be viewed and edited on this very page, in the "Localization" section.



Import localization pack

Localization pack you want to import: Argentina

Content to import:

- ☒ States
- ☒ Taxes
- ☒ Currencies
- ☒ Languages
- ☒ Units (e.g. weight, volume, distance)

As you can see, these additional data are optional: you can choose to import the currency and language for a given country, and not its taxes, for instance.

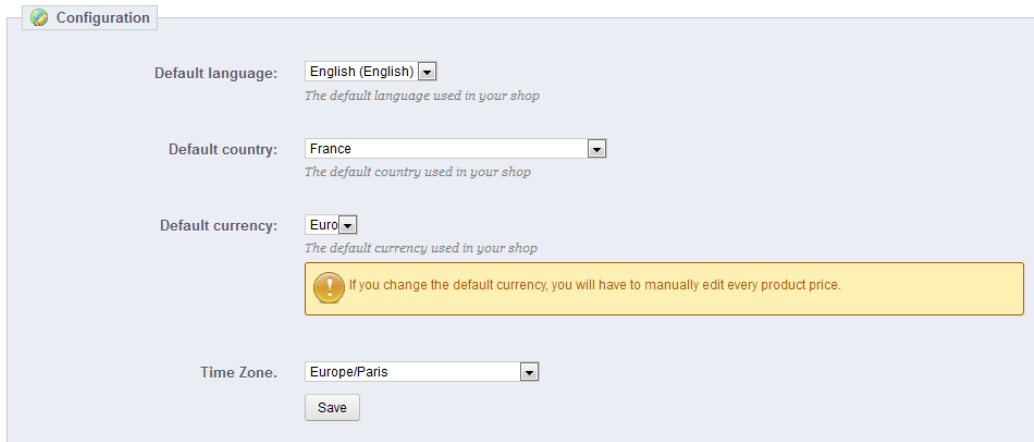
While you should not add too many local data for fear of overwhelming both yourself and your customers with it, it may be useful to import the localization pack for your most visited countries (according to your stats).

Apart from the default units, **you cannot automatically remove all the data for a given country**; if you need to remove data, you will have to do so manually, in their respective pages under the "Localization" menu.

Configuration

This section groups four default local settings, of prime importance:

- **Default language.** This is the main language for your shop. This setting will influence your back-office's language (including the main language for your products), as well as the front-office. Note that the front-office's language might adapt to the setting of the customer's browser.
- **Default country.** The location of your business. If you have headquarters in many countries, use your main or original country.
- **Default currency.** The currency in which your product's prices are first set. Currencies are added by importing and activating a country's currency. Note that if you change currency after having already set a few product prices, you will have to manually update all the existing prices. Make sure to set that value once and for all.
- **Time Zone.** Your own time zone. This is useful for daily discount for instance: you know exactly when it starts and ends.



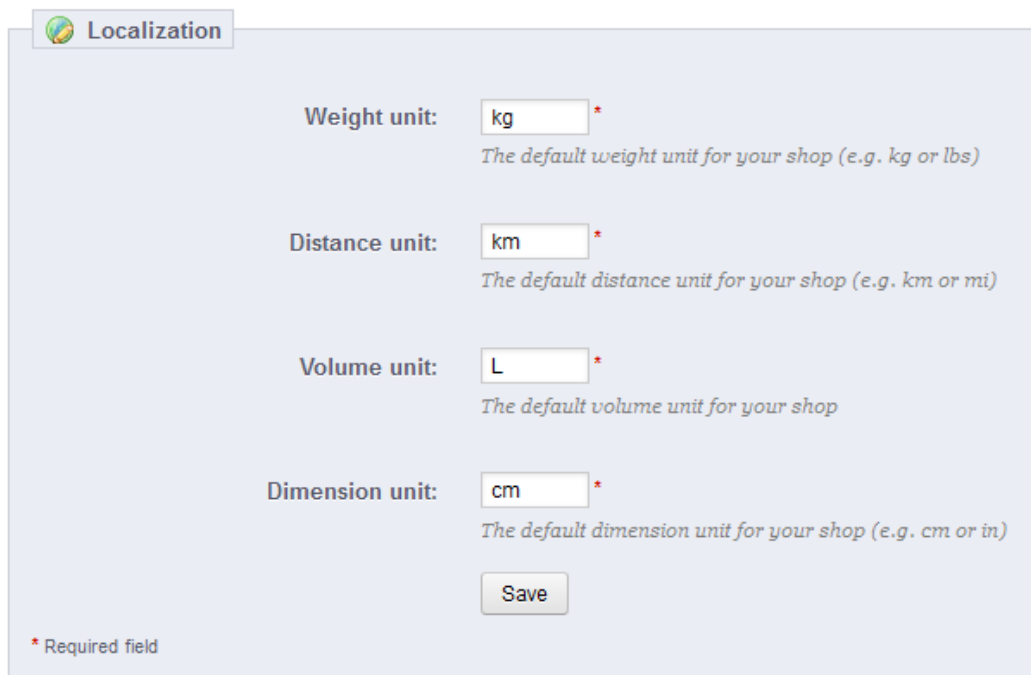
The screenshot shows the 'Configuration' tab in the PrestaShop 1.5 back-office. It contains four settings, each with a dropdown menu and a descriptive subtitle:

- Default language:** Set to 'English (English)'. Subtitle: 'The default language used in your shop'.
- Default country:** Set to 'France'. Subtitle: 'The default country used in your shop'.
- Default currency:** Set to 'Euro'. Subtitle: 'The default currency used in your shop'. Below this is a yellow warning box with an exclamation mark icon and the text: 'If you change the default currency, you will have to manually edit every product price.'
- Time Zone:** Set to 'Europe/Paris'.

A 'Save' button is located at the bottom of the configuration area.

Localization

The physical units presented in this section (weight, distance, volume, dimension) are used both in your product sheets and for your own packaging needs – and ultimately, is essential in your relationship with your carrier.



Localization

Weight unit: *
The default weight unit for your shop (e.g. kg or lbs)

Distance unit: *
The default distance unit for your shop (e.g. km or mi)

Volume unit: *
The default volume unit for your shop

Dimension unit: *
The default dimension unit for your shop (e.g. cm or in)

* Required field

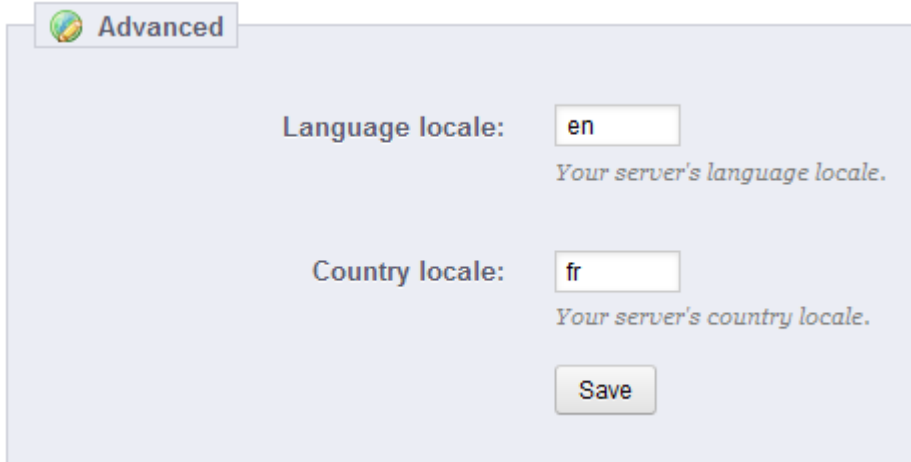
These values can be set when you import the localization package for a country, but you can edit manually them afterwards. For instance, if you would rather have centiliters instead of liters for the volume unit, change the default "L" to "cL".

The values should be unit symbols from the International System of Units (http://en.wikipedia.org/wiki/International_System_of_Units).

Advanced

This last section asks you to set your server's local language and country, as ISO code:

- For the language: ISO 639-1 code (http://en.wikipedia.org/wiki/List_of_ISO_639-1_codes).
- For the country: ISO 3166-1 Alpha 2 code (http://en.wikipedia.org/wiki/ISO_3166-1_alpha-2).



Advanced

Language locale:
Your server's language locale.

Country locale:
Your server's country locale.

These values can be set when you import the localization package for a country, but you can edit manually them afterwards.

Languages
















PrestaShop comes multilingual out of the box: there are 5 default languages (English, French, Spanish, Deutsch and Italian), and many more are available to download.

The "Languages" page manages the languages you will see in your back office and your shop.

The page displays the languages already installed on your shop, along with some information: ISO code, language code, date format (short and full). You can enable or disable a language by clicking on the icon in the "Enabled" column.

Adding a new language is simply a question of importing the localization pack from a country which uses that language (in the "Localization" page). If it turns

out this does not work, or that you need something customized, you can add a new language manually, using the form behind the "Add new" button.

ID	Logo	Name	ISO code	Language code	Date format	Date format (full)	Enabled	Actions
--	--						--	--
1		English (English)	en	en-us	m/j/Y	m/j/Y H:i:s	✓	 
2		Deutsch (German)	de	de	d.m.Y	d.m.Y H:i:s	✗	 
3		Español (Spanish)	es	es	d/m/Y	d/m/Y H:i:s	✗	 
4		Français (French)	fr	fr	d/m/Y	d/m/Y H:i:s	✗	 
5		Italiano (Italian)	it	it	d/m/Y	d/m/Y H:i:s	✗	 

Creating A New Language

Creating a new language means you will have to translate all of the text for PrestaShop's front-end, back-end, modules, etc., or risk using the default English strings. Translation is made using the tool in the "Translations" page, under the "Localization" menu.

You can also create a new language in order to cater for a language pack that you would have downloaded from the PrestaShop site.

Name: *

ISO code: *
2-letter ISO code (e.g. fr, en, de)

Language code: *
Full language code (e.g. en-us, pt-br)

Date format: *
Short date format (e.g. Y-m-d, d/m/Y)

Date format (full): *
Full date format (e.g., Y-m-d H:i:s, d/m/Y H:i)

Flag: *
Upload country flag from your computer

"No-picture" image: *
Image displayed when "no picture found"

Is RTL language: ☐ ☒ ☐ ☒ *
Enable if this language is read from right to left (Experimental: your theme must be compliant with RTL languages)

Status: ☒ ☐ ☐ ☒ *
Allow or disallow this language to be selected by the customer

In order to create a new language, you must fill as many of the form's field as possible:

- **Name.** The name is public. If you are creating that language for regional purpose, you may indicate that in the name: "French (Quebec)", for instance.
- **ISO code.** Enter the adequate 2-letter ISO 639-1 code. See http://en.wikipedia.org/wiki/List_of_ISO_639-1_codes for more information.
If you are importing a language pack, this code should exactly match the one for the pack.
- **Language code.** Enter the adequate 4-letter languages code, in the form xx-yy, xx being the language ISO code (same as above), and yy the country ISO code, using ISO 3166-1 alpha-2 (http://en.wikipedia.org/wiki/ISO_3166-1_alpha-2). See http://en.wikipedia.org/wiki/IETF_language_tag for more information.
- **Date format.** Countries do not always share the same date representation (See http://en.wikipedia.org/wiki/Date_format_by_country). Hence, when

your shop display 02/08/12, a customer from France will understand "August 2nd, 2012" whereas one from the US will understand "February 8th, 2012" – and a japan customer might even read it as "August 12th, 2002". This is why it is important to indicate the date format tied to your language. The letters used should be that of PHP's `date()` function:

<http://php.net/manual/en/function.date.php>.

- **Date format.** Same as the date format above, but including the hour-minute format.
- **Flag.** Upload an image of the flag which best matches the language you want to add. It should be 16*11 pixels. You recommend you use the free FamFamFam Flags image set:
<http://www.famfamfam.com/lab/icons/flags/>.
- **No-picture" image.** Upload an image which will be displayed when a product does not yet have a picture. That image is simply a blank image, with "No image" or "No image available" in this language. The picture should be 250*250 pixels. You can find existing "No-picture" images in the `/img/1` directory of your PrestaShop installation.
- **Is RTL language.** Some languages are written from right to left, most notably those using Arabic script or the Hebrew alphabet (<http://en.wikipedia.org/wiki/Right-to-left>). When a PrestaShop theme is well coded, it is able to handle RTL languages - provided it is clearly set as such.
- **Status.** You may disable a new language until you are ready to translate everything.
- **Shop association.** You can make the language only available to a selection of your shops, for instance shops that target a specific locale.

Once your language is saved and enabled, you can import its language pack. This is done in the "Translations" page, under the "Localization" menu. Use the "Import a language pack manually" tool.

Finally, make sure everything works: go to your shop's front-office and click on the flags at the top. Similarly, customers can now select an additional language by using these icons.

Zones

PrestaShop's zones are a list of the world's subregions (<http://en.wikipedia.org/wiki/Subregion>). It helps categorize countries.

	ID	Zone	Enabled	Actions
	--	<input type="text"/>	--	--
<input type="checkbox"/>	1	Europe	✓	
<input type="checkbox"/>	2	North America	✓	
<input type="checkbox"/>	3	Asia	✓	
<input type="checkbox"/>	4	Africa	✓	
<input type="checkbox"/>	5	Oceania	✓	
<input type="checkbox"/>	6	South America	✓	
<input type="checkbox"/>	7	Europe (out E.U.)	✓	
<input type="checkbox"/>	8	Central America/Antilla	✓	

If needed, you can create more zones: click on "Add New" to display the creation form.

Zones

Name *

Zone name (e.g. Africa, West Coast, Neighboring Countries)

Status: ☒ ✓ ☐ ✗

Allow or disallow shipping to this zone

All you need is a name and a status, for instance indicating that you do not allow deliveries in Oceania.

When in multistore mode, you can also associate a zone with a selection of stores.

Countries

Your PrestaShop installation must know all existing countries in order for your customers to clearly indicate where in the world they live.

There are roughly 195 countries in the World, but PrestaShop has 244 registered. This is because some countries include overseas regions are part of the country proper.

For instance, the French departments formerly known as DOM (Guadeloupe, Martinique, Mayotte, Reunion, and French Guiana) nowadays have equals status as the French metropolitan region. Likewise, Alaska and Hawaii are US States proper.


Still, sending a package to Guadeloupe does not mean sending it to France, if

only for the shipping fees. Therefore, the list of countries in PrestaShop actually separates the country from the mainland.

ID	Country	ISO code	Call prefix	Zone	Enabled	Actions
--					--	--
1	Germany	DE	+49	Europe	✗	
2	Austria	AT	+43	Europe	✗	
3	Belgium	BE	+32	Europe	✗	
4	Canada	CA	+1	North America	✗	
5	China	CN	+86	Asia	✗	
6	Spain	ES	+34	Europe	✗	
7	Finland	FI	+358	Europe	✗	
8	France	FR	+33	Europe	✓	
9	Greece	GR	+30	Europe	✗	
10	Italy	IT	+39	Europe	✗	
11	Japan	JP	+81	Asia	✗	
12	Luxemburg	LU	+352	Europe	✗	
13	Netherlands	NL	+31	Europe	✗	
14	Poland	PL	+48	Europe	✗	
15	Portugal	PT	+351	Europe	✗	
16	Czech Republic	CZ	+420	Europe	✗	
17	United Kingdom	GB	+44	Europe	✗	


By default, only your own country is enabled. You should enable them one by one, as needed for your customers. If you are unsure which to enable, check your stats to see the countries with most visitors.

At the bottom of the list, the "Country options" section to only display on your front-office the countries that your carriers cover. We recommend that you enable this setting, as it prevents customers from having to scroll through all the country names to find their own.


Country options

Restrict country selections in Front Office to those covered by active carriers



☒ Yes


☐ No

Adding A New Country

Normally, PrestaShop comes with all current countries in the database. But in the case new ones are created, you would need to add a new country.

Countries

Country:  Country name

ISO code: 2- or 3-letter ISO code (e.g. US for United States). [Official list here](#).

Call prefix: International call prefix, (e.g. 1 for United States)

Default currency:

Zone: Geographical zone where country is located

Need zip code: ☐ ☒ ☐ ☒

Zip code format: Zip Code format (L for a letter, N for a number and C for the Iso code), e.g. NNNNN for the United States. No verification if undefined

Address format:

firstname lastname
 company
 vat_number
 address1
 address2
 postcode city
 Country: name
 phone

Required fields for the address (click for more details):
 Customer
 Warehouse
 Country
 State
 Address

Status: ☒ ☒ ☐ ☒ Display this country

Contains states: ☐ ☒ Yes ☐ ☒ No

Need Tax identification number? ☐ ☒ Yes ☐ ☒ No

Display tax label (e.g. "Tax incl."): ☒ ☒ Yes ☐ ☒ No

- **Country.** The official name of the country that you would like to add, in all supported languages. Check the country's Wikipedia page if unsure about the name.
- **ISO code.** The country's ISO-3166 code, which you can find on the official ISO page:
http://www.iso.org/iso/country_codes/iso_3166_code_lists/country_names_and_code_elements.htm.
- **Call prefix.** Its international call code, which you can find on this Wikipedia page:
http://en.wikipedia.org/wiki/List_of_country_calling_codes.
- **Default currency.** You can use your shop's default currency (as set in the "Localization" page, under the "Localization" menu), or one of the other installed currencies. Remember that if needed, you can add a new currency to your shop using the "Currencies" page.









































- **Zone.** The world's subregion to which this country is attached. If necessary, you can add new zones using the "Zones" page, under the "Localization" menu.
- **Need zip code.** Indicates whether a user living in this country must give a zip code or not when signing up to your shop.
 - **Zip code format.** You may also give more detail on the format of the postal code (or zip code). If you do not put anything, PrestaShop will not verify the validity of the zip code when given a new address for this country.
Use the following codes for the postal code: "L" for one letter, "N" for one number and "C" for the country's ISO code (the one which you entered in the ISO field above).
If you do not know the country's postal code format, you can rely on this Wikipedia page http://en.wikipedia.org/wiki/List_of_postal_codes. Make sure you do NOT copy/paste the notation from Wikipedia, but to adapt it! For instance, Wikipedia indicates "AAA 9999*" for Malta, so the notation for PrestaShop becomes "LLL NNNN" (without the final *).
- **Address format.** Give details about the address layout, when displaying it to customers. You can click on the various helper links on the side of the text-field in order to add more fields. In live usage, they are automatically replaced by PrestaShop with the data from the customer's account.
Your changes are only saved when you save the whole page. If you have made a mistake, you can make use of one of the four helper buttons at the bottom of the form, depending on your situation.
- **Status.** A disabled country will not be suggested as an option when a visitor wants to register and create a new account.
- **Contains states.** Indicates whether the country has "states" or not. This adds a new field to the PrestaShop address form. Note that "states" can be regions, provinces, departments... anything that makes sense to that country's postal service.
- **Need Tax identification number? and Display tax label (e.g. "Tax incl.").** A Tax Identification Number is an identification number used by the country's revenue service in the administration of tax laws. Not every country needs of even has such a number for business. Inquire about this with the country's revenue service.

- **Shop association.** You can make the country only available to a selection of your shops, for instance shops that target a specific locale.

States


By "States", PrestaShop calls first-level administrative divisions of a country. In the United-States, they are called *states*; in Italy, it is *regioni* (singular: *regione*); in France, it is *régions*; in the United-Kingdom, it is *regions*. By default, PrestaShop provides you with a set of states: the 50 US states, the 13 Canadian provinces and territories, 24 Argentinian *provincias*, and 110 Italian *province* (singular: *provincia*).

Page 1 / 7 ►► | Display 50 / 312 result(s) Reset Filter

ID	Name	ISO code	Zone	Enabled	Actions
--				--	--
<input type="checkbox"/>	1 Alabama	AL	North America	✓	 
<input type="checkbox"/>	2 Alaska	AK	North America	✓	 
<input type="checkbox"/>	3 Arizona	AZ	North America	✓	 
<input type="checkbox"/>	4 Arkansas	AR	North America	✓	 
<input type="checkbox"/>	5 California	CA	North America	✓	 
<input type="checkbox"/>	6 Colorado	CO	North America	✓	 
<input type="checkbox"/>	7 Connecticut	CT	North America	✓	 
<input type="checkbox"/>	8 Delaware	DE	North America	✓	 
<input type="checkbox"/>	9 Florida	FL	North America	✓	 
<input type="checkbox"/>	10 Georgia	GA	North America	✓	 
<input type="checkbox"/>	11 Hawaii	HI	North America	✓	 
<input type="checkbox"/>	12 Idaho	ID	North America	✓	 
<input type="checkbox"/>	13 Illinois	IL	North America	✓	 
<input type="checkbox"/>	14 Indiana	IN	North America	✓	 
<input type="checkbox"/>	15 Iowa	IA	North America	✓	 
<input type="checkbox"/>	16 Kansas	KS	North America	✓	 
<input type="checkbox"/>	17 Kentucky	KY	North America	✓	 
<input type="checkbox"/>	18 Louisiana	LA	North America	✓	 
<input type="checkbox"/>	19 Maine	ME	North America	✓	 
<input type="checkbox"/>	20 Maryland	MD	North America	✓	 

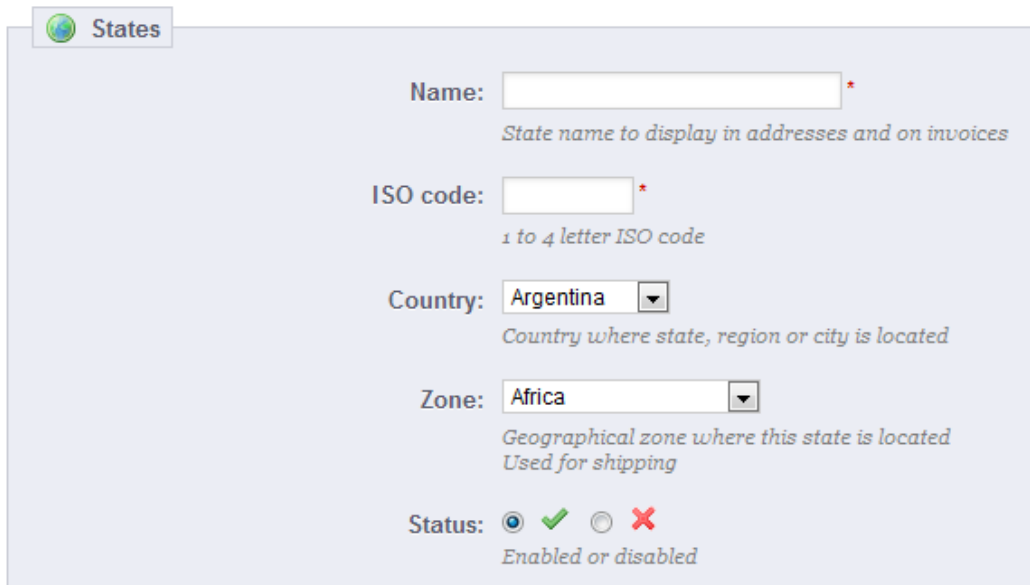
Having states properly defined in your database helps better represent the delivery possibilities of your carriers. These states can also be essential for tax rates calculation, depending on the country. It is therefore important to enter all of a given country's administrative divisions if they are important to your carriers. You can find a list of such divisions on this Wikipedia page:

http://en.wikipedia.org/wiki/Table_of_administrative_divisions_by_country.

 The PrestaShop address form currently only lists states which are available for the customer to choose. Therefore, make sure to use a sensible list when adding content to your states list. That is the reason why, for instance, the list contains Italian *province* rather than *regioni*.

Adding A New State

Let's create a new state. Click the "Add New" button to get to the creation form.



Name: *

State name to display in addresses and on invoices

ISO code: *

1 to 4 letter ISO code

Country:

Country where state, region or city is located

Zone:

*Geographical zone where this state is located
Used for shipping*

Status: ☒ ☐ ☐ ☐

Enabled or disabled

- **Name.** The name of the state, as it should be displayed on invoices and the package. It should therefore be in the language of the state's country.
- **ISO code.** The state's ISO-3166-2 code:
 1. Go to this Wikipedia page:
http://en.wikipedia.org/wiki/ISO_3166-2,
 2. Click the state's country two-letter code (in the "Entry" column of the main table),
 3. On that page, find the state's code (it should be in a list on the page, or in the text for the smallest countries),
 4. If there is one, remove the country's prefix in order to keep the code under 4 characters. For instance, the full ISO 3166-2 for Devon, in the United Kingdom, is "GB-DEV". Simply use "DEV" as

the state's ISO code – it already is attached to the country using PrestaShop's "Country" drop-down list (see next step).

- **Country.** Indicate its country using the drop-down list.
- **Zone.** Indicate its geographical zone using the drop down list. Pay attention not to use the wrong zone, as this can mix up PrestaShop's country and zone settings.
- **Status.** A disabled state will not be suggested as an option when a visitor wants to register and create a new account.

Currencies

PrestaShop can accept a large number of currencies. By default, there is only one standard currency: the one for your country. However, you must add and configure new currencies depending on your customers' needs. Indeed, customers will appreciate the ability to display your shop's prices in their country's currency.

ID	Currency	ISO code	ISO code number	Symbol	Conversion rate	Enabled	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--	<input type="checkbox"/>	--
1	Euro	EUR	978	€	1	<input checked="" type="checkbox"/>	 


The two sections at the bottom of the "Currencies" page are very simple yet essential, as relate to your currencies exchange rates (or "conversion rates"). To quote Wikipedia, "In finance, an exchange rate between two currencies is the rate at which one currency will be exchanged for another. It is also regarded as the value of one country's currency in terms of another currency." Rates change daily, sometimes drastically depending on current events, and your shop should always be updated to the latest values.


Updating The Currency Rates


In PrestaShop, there are two ways to update your conversion rates:

- **Manually.** In the "Currency rates" section, click on the "Update currency rates" button. This will download the update file from the PrestaShop.com servers using PrestaShop web-service.
- **Automatically.** This is the recommended way. Instead of having to click on the "Update currency rates" button once or thrice a day, you can


create a cron task that will trigger the rate file download as often as you feel necessary. Add the provided URL to your `crontab` file in order to activate automatic update. If you do not know what a cron task or a crontab file is, contact your hosting provider.

 Currency rates

 Use PrestaShop's webservice to update your currency exchange rates. Please use caution, rates are provided as-is.

 Automatically update currency rates

Use PrestaShop's webservice to update your currency exchange rates. Please use caution, rates are provided as-is. Place this URL in crontab or access it manually daily:
http://192.168.8.89/prestashop-15x/admin-dev/cron_currency_rates.php?secure_key=795f37c6190573f3ed75ec4c9ef6970f

 Note that the rates are provided as-is: the PrestaShop team does pay attention to have correct rates in these file, but might slightly differ from the actual ones, if only because these rates can fluctuate greatly in a short time.

Adding A New Currency

The easiest way to add a country's currency is to import its localization package. This is done in the "Localization" page, under the "Localization" menu. Once import, you must go the "Currencies" page to enable it.

You might need to add a currency not featured in any the localization packages. In that case, you can use the creation form.

Currencies:

Currency: *
Will appear in Front Office (e.g. \$, €)...

ISO code: *
ISO code (e.g. USD for Dollars, EUR for Euros)...

Numeric ISO code: *
Numeric ISO code (e.g. 840 for Dollars, 978 for Euros)...

Symbol: *
Will appear in Front Office (e.g. \$, €)...

Conversion rate: *
Conversion rate from one unit of your shop's default currency (for example, 1€) to this currency. For example, if the default currency is euros and this currency is dollars, type '1.20' 1€ = \$1.20

Formatting: *
 X0,000.00 (as with Dollars) ▲
 0 000,00X (as with Euros)
 X0.000,00 ▼
Applies to all prices, e.g. \$1,240.15

Decimals: ☐ ☒ ☐ ☒ ☐ ☒
Display decimals in prices

Spacing: ☐ ☒ ☐ ☒ ☐ ☒
*Include a space between symbol and price, e.g.
 \$1,240.15 -> \$ 1,240.15*


Enable: ☐ ☒ ☐ ☒ ☐ ☒

- **Currency.** The name of the currency, preferably in English that as many customers as possible can read it.
- **ISO code.** The currency's three-letter ISO 4217 code. See this Wikipedia page: http://en.wikipedia.org/wiki/ISO_4217.
- **Numeric ISO code.** Its three-digit code ISO 4217 code. Same Wikipedia page as above.
- **Symbol.** The currency's symbol, if any. See this Wikipedia page: http://en.wikipedia.org/wiki/Currency_sign.
- **Conversion rate.** This rate is to be defined according to your shop's default currency. For example, if the default currency is the Euro and this currency is dollars, type "1.29", since 1€ usually is worth \$1.29 (at the time of this writing). Use the converter here for help: <http://www.xe.com/ucc/>.
- **Formatting.** Set up how you want your price to be displayed. The X corresponds to the currency's symbol. You have five possibilities.
- **Decimals.** You can indicate whether your shop should display decimals. While you may choose to have all your prices be a round number,

discounts and other price variations might warrant decimals. You can prevent them with this option.

- **Spacing.** Once you have chosen the currency's formatting, you can choose whether to have a space character between the symbol and the price itself. Some languages require this. For instance, Spanish people would use "50€" whereas French people would use "50 €". Choose whichever you feel is best.
- **Enable.** Any currency can be disabled at any time, both from its own edit page, and the currencies table on the "Currencies" page.
- **Shop association.** You can make the currency only available to a selection of your shops, for instance shops that target a specific locale.

Taxes

 Taxes are a complex subject, which should be fully understood as it can have a significant impact on your product prices or your shipping fees. While this user-guide is not meant to teach all the ins-and-outs of taxes, we will try our best give you pointers.

Taxes are "compulsory contribution to state revenue, levied by the government on workers' income and business profits or added to the cost of some goods, services, and transactions". In short, every product you sell is subject to sales taxes, which depend on your state's tax laws. In effect, you contribute to your state or government functioning (public goods and services) with a percentage of all your sales, as defined by local tax rates.

There are hosts of tax rates in the World, and they vary considerably from one country to another, and even within a single country if it has federal states (USA, Germany, Spain, Russia...). You should therefore make sure to strictly conform to your country's tax laws, and even those of your state or town if they apply to you. Check with your local tax representative as soon as possible in order to get all the official details.

By default in PrestaShop, a tax applies to all countries/states/zones. If order to apply a specific tax rate for a single country or a set of countries (and not some others), you must create a tax rule. The tax rule is then applied on a per-product basis, during the creation of the product ("Prices" tab).

You cannot directly apply a tax to a product; you can only apply tax rules. Therefore, you must first register all relevant taxes, and then create a tax rule for that tax in order to specify the countries the tax applies, and finally set the tax rule to the product.

	ID	Name	Rate	Enabled	Actions
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
	1	TVA FR 19.6%	19.600 %	<input checked="" type="checkbox"/>	
	2	TVA FR 7%	7.000 %	<input checked="" type="checkbox"/>	
	3	TVA FR 5.5%	5.500 %	<input checked="" type="checkbox"/>	
	4	TVA FR 2.1%	2.100 %	<input checked="" type="checkbox"/>	

Tax Options

At the bottom of the page is the "Tax options" section. These options apply to the whole shop, and all of the orders.

Tax options

Enable tax: ☒ Yes ☐ No
Select whether or not to include tax on purchases

Display tax in cart: ☐ Yes ☒ No
Select whether or not to display tax on a distinct line in the cart

Base on:

Use ecotax: ☐ Yes ☒ No

- **Enable tax.** Whether or not taxes are included in each purchase.
- **Display tax in cart.** You might prefer the customer not to be aware of the taxes that are applied to the order. In that case, disable this option.
- **Base on.** The customer can choose to have the product not delivered at the same address as the one the order invoice should be sent to. This can have a great impact on taxes. By default, PrestaShop bases its tax rates on the delivery address, but you can choose to have them based on the billing address.
- **Use ecotax.** The ecotax refers to "taxes intended to promote ecologically sustainable activities via economic incentives". It is a tax that shop owners pay in order to "feel the social burden of their actions". Learn

more about ecotax on this Wikipedia page:

<http://en.wikipedia.org/wiki/Ecotax>.

Once you have enabled the use of ecotax, all your products' back-office page will feature an "Eco-tax (tax incl.)" field in their "Prices" tab. You should fill that field with the exact value of the tax, which depends on your country's tax laws (it is probably based on the product's price).

If you decide to enable the ecotax after having added products, you will have to edit them all in order to set the tax properly for each product.

Note that if you have set ecotaxes for your products already, and that you choose to disable ecotax, then all your products will lose their ecotax settings. Re-enabling the ecotaxe will mean having to set all your products' ecotaxes again.

The ecotax will also appear to the customer, on the product's page.

Information | **Product price**

Prices

SEO

Associations

Images

Shipping

Combinations

Features

Customization

Attachments

Quantities

Suppliers

Warehouses

Product price configuration:

You must enter either the pre-tax retail price, or the retail price with tax. The input field will be automatically calculated.

Pre-tax wholesale price: 70.00 €
The wholesale price at which you bought this product

Pre-tax retail price: 124.58 €
The pre-tax retail price to sell this product

Tax rule: FR Taux standard (19.6%)

Eco-tax (tax incl.): 0.00 € (already included in price)

Retail price with tax: 149 €

Unit price: 0.00 € per or 0.00 € per with tax
e.g. per lb

☐ Display "on sale" icon on product page and text on product listing

Final retail price: 149.00 €


Adding A New Tax

Adding a new tax is very easy, because tax rules take out all the burden of having to specify the countries where the tax applies. The tax creation form is therefore very short:

- **Name.** Be very specific, as this will help you build tax rules faster. It is recommended to add reminders within the name, such as the country/group/zone the tax applies to, and its rate. This greatly helps you remember which tax is to be used in a tax rule.
- **Rate.** The exact rate, in the XX.XX format.

- **Enable.** You can disable and re-enable a tax at any time.


\$ Taxes

Name:  *
Tax name to display in cart and on invoice, e.g. VAT

Rate: *
Format: XX.XX or XX.XXX (e.g. 19.60 or 13.925)

Enable: ☐ ☒ ☐ ☒

Tax Rules

 Tax rules make it so that taxes are only applied to select countries.

By default in PrestaShop, a tax applies to all countries/states/zones. In order to apply a specific tax rate for a single country or a set of countries (and not some others), you must create a tax rule. The tax rule is then applied on a per-product basis, during the creation of the product ("Prices" tab).

You cannot directly apply a tax to a product; you can only apply tax rules. Therefore, you must first register all relevant taxes, then create a tax rule for that tax in order to specify the countries the tax applies, and finally set the tax rule to the product.

A few sample taxes rules are already in place, which depend on the country you chose for your shop during the installation of PrestaShop. The tax rules are set for each tax: the rules actually serve as a kind of country filter, limiting the use of that tax to a specific set of countries.

You should edit a couple of the presented rules in order to get a better grasp of how tax rules can be set.

Adding A New Tax Rule

You can add as many tax rules as needed to your PrestaShop installation. Not only that, but you should make sure that all of the needed tax rules are registered in your shop.

Creating a new tax rule is done in two steps:

1. Create the tax rule:
 - Click on the "Add new" button.
 - In the form that appears, name the rule. Use a telling name: use the tax rule's country code, its name, maybe even its rate, so as to find it again easily. If PrestaShop already has tax rules for the target country, use their name as inspiration so as to have some consistency.
 - Select whether the rule should be enabled from the get-go or not. You can enable it later if needed.
 - Click the "Save and stay" button. The page reloads, with a table header at the bottom.
2. Specify the country and behaviors:
 - Click on the "Add new tax rule" button.
 - A new form appears. Fill in the fields:
 - **Country.** The target country for the rule you are creating.
 - **State.** Some countries have federal states registered in PrestaShop (see the "States" page, under the "Localization" menu). In that case, you can make the tax even more specific, or choose to have it applied to the whole country. You can select more than one state by pressing the Ctrl key when clicking on state names.
 - **Zip Code range.** Whether the country has registered states or not, you can further specify the tax application using the customer's zip code. This field enables you to define zip codes in which the tax should be applied: either enter a single zip code, or define a range using the dash. For instance, use "75000-75012" to create a range for all zip codes between these two.
 - **Behavior.** Some customers might have an address that matches more than one of your tax rules. In that case, you can choose how this tax rule should behave:
 - **This Tax Only.** Will apply only this tax, not any of the other matching taxes.
 - **Combine.** Combine taxes. For instance: 100€ + (10% + 5% => 15%) => 115€.

- **One After Another.** Apply taxes one after another.
For instance: $100\text{€} + 10\% \Rightarrow 110\text{€} + 5\% \Rightarrow 115.5\text{€}$.
- **Tax.** The tax to be used for this tax rule. That tax must already be registered in PrestaShop. If not: choose "Not tax", disable the tax rule, save it, go create a tax in the "Taxes" page, then come back to edit the tax rule.
- **Description.** You may add a short text as a reminder of why this tax rule exists for this country.
- Click "Save and stay". The country is added to the table below, and you can start adding another country using the new-empty fields.

Note that the default rate applied to your products will be based on your store's default country.

Translations

PrestaShop provides you with full translation tool for your shop. This helps you add and edit your pages translations. This way, you are the master of your shop, and can handle your translated strings without having to wait for official translators to publish their corrections.

Even if you do not want to correct the translators' work, you might want to change the wording they chose to use (less formal, less wordy, etc.), and customize the various available text, thus tailoring your website to your audience; for instance, a hip-hop clothing shop might be better off using different expressions from that of a luxury watches shop.

✔ The process of adapting a program to foreign languages is called *internationalization and localization*, or i18n and L10n for short. Internationalization is the first step, where developers choose a mechanism for the translation of the software. All the strings of the software are then converted to make use of this mechanism. Localization is the second step, where bi- or multi-lingual users of the software actually translate the original strings into their own language. Localization may also include providing local data in order to further improve the software for local users.

You can learn more about i18n and L10n at this Wikipedia page:
http://en.wikipedia.org/wiki/Internationalization_and_localization

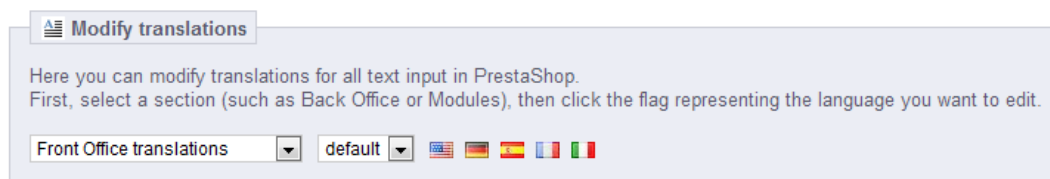
The PrestaShop team has chosen to use its own built-in translation tool, so that anyone with a PrestaShop installation may customize their shop to their needs.

The community translation is done with an online and open installation of PrestaShop, located at <http://translate.prestashop.com/>.

The official translation packs can be downloaded manually from this address:
<http://www.prestashop.com/en/translations>.

Modifying A Translation

The most important tool of the "Translation" page is in the "Modify translations" section. This is where you can choose to edit a translation, and completely customize each and every sentence if you wish so.



Select the part of the current translation that you wish to edit:

- **Front Office translations.** The text visible to your customers when browsing your store.
- **Back Office translations.** The text to you and your team from your store's administration panel.
- **Error message translations.** The error messages that may appear on the front-office.
- **Fields Names translations.** The name of the fields in both the front-office and back-office.
- **Module translations.** The terms used by the installed modules. Note that modules which are available but not installed will not appear in the tool.
- **PDF translations.** The terms used in the generated PDF files: invoices, delivery slips, etc.

- **E-mail template translations.** The terms used in the default e-mail templates.

Some categories have a second drop-down list, which lists the available themes. PrestaShop themes have their own strings, but can also have their own modules, PDF templates and e-mail templates. The drop-down list therefore enables you to choose which theme you want to work with.

Once your selection is done, click the flag of the language in which you wish to edit that category of translation.

A long page then appears. It contains the hundreds of available strings for that category, sometimes split in tens of fieldsets.

Expressions to translate: 782.
Total missing expressions: 0.

Close all fieldsets

404 - 5 expressions

Page not available	=	Page introuvable
We're sorry, but the Web address you entered is no longer available	=	La page que vous avez demandée n'existe plus
To find a product, please type its name in the field below	=	Pour rechercher un produit, saisissez son nom dans le champ ci-dessous
Search our product catalog:	=	Chercher dans notre catalogue de produits :
Home	=	Accueil


address - 25 expressions

Your addresses	=	Vos adresses
Modify address	=	Modifier cette adresse
To add a new address, please fill out the form below.	=	Pour ajouter une nouvelle adresse, veuillez remplir le formulaire ci-dessous.
Required field	=	Champ requis
Your address	=	Votre adresse
New address	=	Nouvelle adresse
Identification number	=	Numéro d'identification fiscale :
DNI / NIF / NIE	=	DNI / NIF / NIE
VAT number	=	Numéro TVA
Company	=	Société
First name	=	Prénom

By default, only the fieldsets which have untranslated strings are open. If you wish to open them all, click on the button on the top left twice: once to close all of them, once more to expand them all. You can open and close fieldsets one by one by clicking on its title.

Editing a translation is easy:

- Open a fieldset,
- Edit its content,
- Click on either the "Update Translations and stay" button to save while and keep translating more for this category, or on the "Update translation" button to save and return to the main "Translations" page.

 PrestaShop 1.5 introduces a new syntax where strings can contain placeholders, such as %s, %d, %1\$s, %2\$d, etc.

When you find a string with such placeholder, it means that PrestaShop will replace it with an actual dynamic value before displaying the translated string.

For instance, in the string "Your order on %s is complete", %s will be replaced by the shop's name. Therefore you should keep it in your final translation; for instance, in French, the translation would be "Votre commande sur %s a bien été enregistrée."

Technically, having placeholders prevents strings from being split in parts. Thereby, in previous version of PrestaShop, "Your order on %s is complete." would have been split in two: "Your order on" and "is complete.". While the literal translation of these worked for some language, it made translation nearly impossible for many other languages, none the less RTL languages such as Arabic or Hebrew. Thanks to the placeholders added in PrestaShop 1.5, such strings are now fully translatable in any language.

Some strings might have a warning icon to their right. This indicates strings with placeholders. You can click on the icon to get more information.

In case of a string with a placeholder, you should make sure that the content of that placeholder will be placed in the correct flow of the sentence, and avoid literal translation.

Numbered placeholders (%1\$s, %2\$d, etc.) enable translators to rearrange the order of the placeholders in the string while maintaining the information each is replaced with. This way, a French translator could choose to translate "Order #%1\$d from %2\$s" into "Commande n°%1\$d du %2\$s" or "Le %2\$s, commande n°%1\$d".

Save	=	Enregistrer	
File too large, maximum size allowed: %1\$d kB. File size you're trying to upload is: %2\$d kB.	=	Fichier trop volumineux, taille maximum autorisée : %1\$s ko. La taille du fichier que vous tentez de télécharger est : %2\$s ko.	⚠
File copy failed	=	Impossible de copier le fichier	
The File %1\$s exceeds the size allowed by the server. The limit is set to %2\$d MB.	=	Le fichier %1\$s dépasse le poids autorisé par le serveur, cette limite est fixée à %2\$d Mo.	⚠
No file or your file is not uploadable, please check your server configuration for the maximum upload size.	=	Le fichier n'existe pas ou celui-ci n'est pas téléchargeable, vérifiez la limite de taille des fichiers téléchargeables configurée sur votre serveur.	⚠

Specific features

Most translation categories present their strings in the same way: the category's strings are grouped into fieldsets that you can close or expand by clicking on their title. The title indicates the number of expressions that the fieldset contains, and when needed, the number of missing expressions, in brackets and in red.

This is true for most categories, except three:

- **Error messages.** Strings are not group into many fieldset, they are all presented together.
- **PDF templates.** There is only one fieldset, "PDF".
- **E-mail templates.** Strings are split into fieldsets, but they are not simple text fields anymore. Each e-mail has two templates: a HTML one, which is styled and colored, and a text one, when is plain and simple. While the plain text one can be edited directly in the textfield, the HTML one can only be edited by clicking on the "Edit this e-mail template" button at the bottom of the preview. That click turns the preview into a WYSIWYG textfield (what you see is what you get), with a complete editor at the top (based on TinyMCE: <http://www.tinymce.com/>). In addition to editing the text, you can change the design as you see fit, for instance you can change the colors in order to adhere to your shop's design. Note that the e-mail templates feature placeholders, such as `{lastname}` or `{shop_name}`, which PrestaShop replaces with the actual values when sending the e-mail. Make sure to keep them in both your translation.

E-mails for *referralprogram* module - 0 missing translation(s) on 6 template(s) for Français (French):

Subject for *referralprogram-congratulations*:

referralprogram-congratulations.html "title" tag: Message from {shop_name}

{shop_name}

Félicitations !

Votre filleul(e) {sponsored_firstname} {sponsored_lastname} a effectué son premier achat sur {shop_name} !

Nous avons le plaisir de vous offrir un bon d'achat de {discount_display} (bon de réduction avec le code {discount_name}), que vous pourrez utiliser à l'occasion de votre prochaine commande.

Bien cordialement,

{shop_name} propulsé avec PrestaShop™


[Edit this e-mail template](#)

Add / Update A Language

PrestaShop translations are available in packs, which combine all the different translation categories into a zip file. Many language packs are available freely for you to download and install, directly from the PrestaShop.com servers. PrestaShop will take care of downloading the language pack, unpacking it and creating the correct sub-folder in your installation's `/translation` folder.

[Add / Update a language](#)

You can add or update a language directly from prestashop.com here



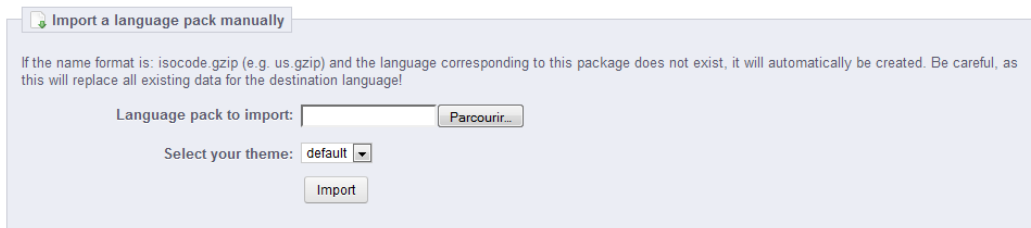
If you choose to update an existing language pack, all your previous customization in the theme named prestashop will be lost. This includes Front Office expressions and default e-mail templates.

Language you want to add or update: [Add or update a language](#)

You can also update the currently installed languages, likewise directly from the PrestaShop.com servers, but be reminded that any change that you might have made to your own translations will be lost once you update it.

Import A Language Pack Manually

In the case where you do not want to use an official PrestaShop translation pack, but rather a custom one (either provided by someone you know, or one that you exported from another PrestaShop installation), then this tool is for you.




Import a language pack manually

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

Language pack to import:

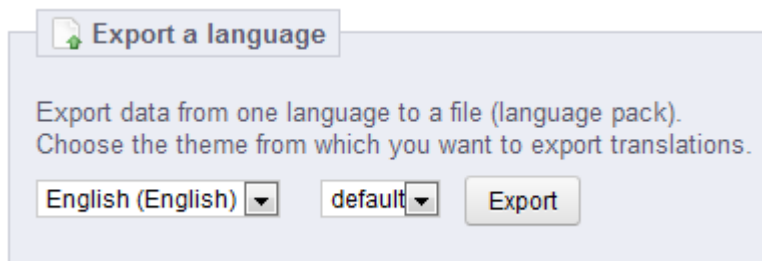
Select your theme:

Select the Zip file, select the theme to which you want that pack to be applied to, then click the "Import" button, and it will install the pack in the `/translation` folder.

 If there is already a language folder with the same ISO 639-1 code, it will be replaced by the files from the pack you are importing.

Export A Language

You can create your own language pack using this tool, either as a way of making a backup of your customizations, or in order to share your translations with other PrestaShop installation – your own or someone else's.



Export a language

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

Simple choose the language and the theme of the translation you wish to export, and click the "Export button.

Note that the pack will contain the theme that your translation is supposed to support.

Copy

You can copy the content of one language to another. This is especially useful when you wish to replace a theme's language with the same language from another theme.

Copy

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


From: English (English) default *

To: English (English) default

Copy

* Language files must be complete to allow copying of translations

Choose the source language and theme, then the destination language and theme, then click the "Copy" button. In most case, the language should remain the same in both drop-down lists.

 If there is already a language folder for this language in the destination theme, it will be replaced by the files from the language and theme you are copying.

You might prefer to first create a new language for the destination theme before copying the source language to it.

Managing Modules

PrestaShop 1.5 comes bundled with over 120 modules that can be installed/uninstalled and configured as desired, in order to customize and complete your shop.

The range of actions is virtually unlimited: the extensibility of PrestaShop makes it possible to turn your shop into exactly what you intend it to do, instead of you having to comply with constraints that you did not choose – provided you can find the module that does exactly what you need.

Modules

The "Modules" page under the "Modules" menu gives you access to the list of modules. On this page you can install, uninstall, and configure each module.



Above and below the page title, you will at times get notifications from installed modules. Most of the time, the notification help you complete the configuration of modules that are installed but not yet ready to be used: updating their setting should make the notification disappear... and your module work properly.


Above the table of modules are two buttons, titled "Normal view" and "Favorite view". They radically change the way modules are listed.

Normal view

This is the default view. It enables you to quickly find the module you want to install or edit the settings of.

Module : List of modules

 Add new module
 Help

 Do you have a PrestaShop Addons account?
Login to Addons :
Password Addons :

Search
Sort by: All Modules
Installed & Not Installed
Enabled & Disabled
All countries

Categories

Favorites
0

Total
121

Administration
11

Advertising & Marketing
5

Analytics & Stats
27

Billing & Invoicing
1

Checkout
0

Content Management
0

Export
0

E-mailing
0

Front Office Features
41

Internationalization & Localization
0

Merchandizing
0

Migration Tools
2

Payments & Gateways
14

Payment Security
4


Pricing & Promotion
2

Quick / Bulk update
0


Search & Filter
1

Normal view
Favorites view


Module name


1-Click Upgrade - AutoUpgrade (Addons)
NOT INSTALLED


Developed by : Prestashop | Version : 0.6.1 | Category : Administration


Allied Wallet (Addons)
NOT INSTALLED

Developed by : Prestashop | Version : 1.2 | Category : Payments & Gateways


Analytics for eCommerce - Jirafe (Addons)
NOT INSTALLED

Developed by : Prestashop | Version : 1.2 | Category : Analytics & Stats


Artichow
INSTALLED

Developed by : Prestashop | Version : 1 | Category : Administration

Description : Artichow is a library which enables the display of simple picture-based

The first section is where you can search for a specific module, or filter down modules until you find the one you are looking for.

- **Search field.** Modules are displayed while you type their name, which makes it even more intuitive and fast.
- **'Sort by' selectors.** The list automatically reloads when you make a selection, and displays modules according to all the current settings.
 - All modules.
 - **Free modules.** The ones that were in the default distribution of PrestaShop, i.e. not modules that you added afterwards.
 - **Partner modules (free).** Modules that were created for PrestaShop partners. Most of the time, they enable your shop to work with the partner's third-party service.
 - **Must have.** Essential modules, as selected by the Addons team.
 - **Author.** You can filter the modules by author. By default, only "PrestaShop" is available, but as add more modules, this selector will prove very useful.
 - **Other modules.** Modules that are neither native, nor made for PrestaShop partners. They are often written by

independent developers, but can also be written by the PrestaShop team.

- **Installed & Not Installed.** Most of the time, you will want to perform an action on an installed module, or install a new one. This filter is the most commonly used.
- **Enabled & Disabled.** Installed module are the only ones that can be configured, hence the importance of this selector.
- **All countries.** Some modules are country-specific. This selector enables you to only see the ones which are tailor-made for your shop's country.

On the left is a list of all the module categories, with the number of modules for each in brackets. Click on a category in order to display the modules for this category.

One of the categories is named "Favorites" and is empty by default. This enables you to gather the modules you most often use, and to access them quickly. You can set your favorite modules using the "Favorites" view.

Modules can have one of 4 statuses, each with specific color:

- Non-installed: orange.
- Installed but disabled: gray.
- Installed and enabled: green.
- Installed and enabled, but with warnings: red.

Most of the time, warnings are a reminder that you have not properly configured the module. Click its "Configure" link and go through the various needed steps.

Difference between disabling and uninstalling

When you do not have a use for a module anymore, you can either disable or uninstall it. The result of both actions is seemingly the same: the module is not available anymore, its options do not appear in your back-office and any element it would add to your front-end disappears.

The difference is that disabling a module keeps its configuration safe for a later re-enabling, while uninstalling removes all configuration and database data.

Therefore, only uninstall a module if you do not care about its data or if you are

certain that you would not need it. If you are really sure you do not want that module on your shop, you can even click on its "Delete" link.

✓ Some modules have "(Addons)" at the end of their name. This means the modules will not be installed from files on your server, but downloaded from the Addons website. It helps ensure that you always have the latest version of a module.

Still, installing a module from files that are downloaded from the Addons servers is no different for PrestaShop from installing it from files that are already on your server.

Favorites view

This view gives a whole different presentation of your modules: gone is the list of category selectors, the install/uninstall buttons and the action links.

Module : List of modules

Add new module

Help

Normal view

Favorites view

Logo	Module Name	Description	Status	Categories	Interest	Favorite
	1-Click Upgrade - AutoUpgrade (Addons)		NOT INSTALLED	Administration	---	---
	Allied Wallet (Addons)		NOT INSTALLED	Payments & Gateways	---	---
	Analytics for eCommerce - Jirafe (Addons)		NOT INSTALLED	Analytics & Stats	---	---
	Artichow	Artichow is a library which enables the display of simple picture-based...	INSTALLED	Administration	---	---
	Authorize.net (Addons)	Authorize.Net is a module that allows you to accept credit card and eCheck...	NOT INSTALLED	Payments & Gateways	---	---
	Available quantities stats		INSTALLED	Analytics & Stats	---	---
	Bank Wire	Accept payments by bank wire.	INSTALLED	Payments & Gateways	---	---
	Best categories	A list of the best categories	INSTALLED	Analytics & Stats	---	---
	Best customers	A list of the best customers	INSTALLED	Analytics & Stats	---	---
	Best manufacturers	A list of the best manufacturers	NOT INSTALLED	Analytics & Stats	---	---
	Best products	A list of the best products	INSTALLED	Analytics & Stats	---	---
	Best suppliers	A list of the best suppliers	INSTALLED	Analytics & Stats	---	---
	Best vouchers	A list of the best vouchers	INSTALLED	Analytics & Stats	---	---

This view gives an alphabetical list of all your modules, both installed or not, their categories in plain text and two drop-down menus:

- **Interest.** If set to "No", the module will not appear in your module list at all. If set to "Yes" or "--", it will.
- **Favorite.** If set to "Yes", the module will appear in the "Favorites" category. If set to "No" or "--", it will not.

Since these can be two contradictory settings, mixing them can result in unexpected results. They remain quite logical: in short, "Interest" surpasses "Favorites".

Interest	Favorite	Appears in module list?	Appears in "Favorites" category?
Yes	Yes	Yes	Yes
No	Yes	No	No
Yes	No	Yes	No
No	No	No	No


You cannot perform any other action on the available modules using this view: installing, configuring, etc.

Performing Actions On Modules

All actions are performed in the normal view.

- Uninstalled modules:
 - **Install.** This will trigger the installation of the module on your installation of PrestaShop. The module will be automatically enabled. It might add new options to your back-office.
 - **Delete.** This will remove the module from the modules list, and delete its files and folders from your server.
- Installed modules:
 - **Disable.** When installed, a module is enabled by default. You can disable it, which will remove its options from your back-office, but will keep its settings for a later re-enabling.
 - **Reset.** This will restore the module's settings to their defaults.
 - **Delete.** This will remove the module from the modules list, and delete its files and folders from your server.

- **Configure.** Some modules have a configuration page. In that case, they offer a "Configure" link to access a new interface where the user will be able to adjust all its settings.

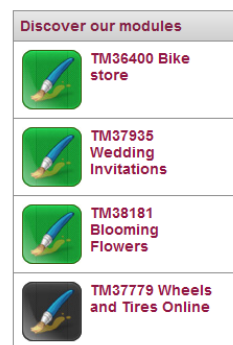
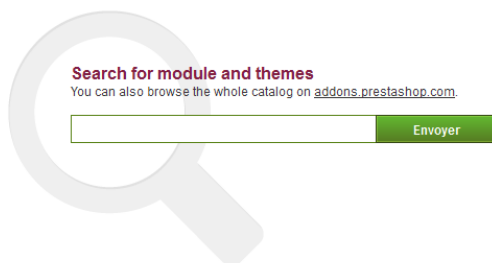
 Top ranking modules from Addons can be promoted to your module list, depending on your country settings. They appear among regular modules, but their action buttons are not labeled "Install" but instead "Buy - 30 €", for instance. Clicking on the button takes you to the module's Addons page, from which you can log in, buy and download the module. From there on, you can install it on your shop.

Configuring The Native Modules

All the native modules are explained in depth in their own chapter, "Making The Native Modules Work".

Modules And Themes Catalog

PrestaShop comes bundled with a host of modules, but even that number might seem limiting, or you could want to explore other directions.




There are many more modules available on the PrestaShop Addons website (<http://addons.prestashop.com/>). Some are free, others are for-pay, and you are sure to find something that suits your needs! Once you are a seasoned module developer/theme designer, you can even submit your own creations, and sell them on Addons!

The "Modules & Themes Catalog" page gives you a quick and easy access to the online Addons database of modules and themes. Its interface is pretty straightforward:

- A search field, with which you can search the whole content of the Addons website.
- On the right, a "Discover our modules" box, which features 4 modules chosen among the most downloaded.

A search query will return the 5 first results from Addons, with more available if you click on the "View all results on addons.prestashop.com" link at top of the results.

Clicking on an item will open its Addons page in a new browser tab.

 Addons is the official marketplace for PrestaShop Modules and Themes. This is where shop owners can get all the necessary items to customize their shop, and where authors can share their creations with the community.

Modules and themes can either be free or for-sale: the price is set by the author. Take the time to browse the available modules and themes, because expensive does not always mean better.

You must be logged-in before you can download or rate anything. Creating an account is free.

Installing modules

Once you have downloaded a module from the Addons online shop to your computer, it is up to you have it installed on your PrestaShop site.

There are two ways to install a module: either using the dedicated form, or using your FTP client.

Installing using the dedicated form

To install a new PrestaShop module automatically, click on the "Add new module" link at the top of the list of modules, in the "Modules" page. A new section will slide open.

Module : List of modules



Add a new module

The module must be either a zip file or a tarball.

Module file

Upload a module from your computer.

The form in this section enables you to upload the archive file of the module, as downloaded from Addons. You can either upload a `zip` file, or a `tar.gz` one (tarball). The form is straightforward: simply browse to the module's file that you downloaded, and click the "Upload this module" button. Do not point to the module's uncompressed folder or any of its unpacked files!

i In previous version of PrestaShop, you could upload the module's zip file on your FTP server and point the form to that file's URL. This feature has been taken out of PrestaShop 1.5 for security reasons.

Once you have clicked the button, PrestaShop will upload the module from your computer to its server, unpack it, place the files in the correct location, and update the page, all this in a handful of seconds. PrestaShop will then display "Module downloaded successfully".

Modules are not installed by default: you still have to click the module's "Install" button, and then possibly configure its settings.

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

Installing using a FTP client

To install a new PrestaShop module manually:

1. Unzip (decompress) the module archive file (`.zip` or `tar.gz`). This should result in a new folder.
2. Using your FTP client, connect to PrestaShop web server, and place the unpacked module folder in PrestaShop's `/modules` folder.

Pay attention NOT to upload that folder in another module's folder (which can happen when drag-and-dropping items). Upload both the folder and the files it contains, not just the files.

3. Go to your back-office, in the "Modules" menu.
4. Locate the new module in the modules list. You might have to scroll down; you can also use the list's search engine, which should give you a dynamically updated list of matching module names.
5. In the row for the new module, click the "Install" button.
6. Your module is now installed and should be activated too. If necessary, click on the module's "Configure" link. Also, pay attention to any warning message that might be displayed by PrestaShop.

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

Updating a module

Your PrestaShop installation regularly checks with the Addons server if there is any update for your modules. If so, PrestaShop displays a "Update" link for the affected modules. Simply click, and PrestaShop will take care of downloading and updating the module.

Uninstalling a module



Do not ever delete a module by directly trashing its folder using your FTP client! You must let PrestaShop take charge of it.

When you need to temporarily stop using a module, but still wish to keep its configuration, you can simply disable it: just click on the "Disable" link. The actions will turn into "Enable" and "Delete", but the "Uninstall" button can still be seen.

If you do not care about the module's configuration, click on the "Uninstall" button: your module's folder will still be in the `/modules` folder, but the module will not have any impact on your shop anymore.

If you wish to entirely remove the module from your server, click the "Delete" link: PrestaShop will get rid of its folder and all its files.

- ✓ Make sure that the disabling or removal of the module does not break the theme.

Installing a theme

Once you have downloaded a theme from the Addons online store, it's up to you have it installed on your PrestaShop site.

Installing using the Theme Installator module

This is the recommended method, as it preserves all the blocks' positions on their respective hooks.

The "Import/export a theme" module is a native module, and should be installed by default. This is a special module that enables you to import a theme and install it (and its attached modules), or to export a theme and its modules from your shop in order to share it with the world.

Find this module in the module list (in the "Modules" page), and open its configuration screen. This screen presents you with 3 methods to install a new module: from your computer, from a public website, or from your own FTP server. It also gives you a method to export your module in a correct format.

Importing a theme

Whatever the method, the process remains the same: indicate the location of the theme's Zip archive, then click "Next".

- ✓ **Import from your computer:** using the file explorer to find the archive.
- Import from the web:** indicate the direct public URL to the archive.
- Import from FTP:** using your FTP client, upload the archive in the following folder: `/modules/themeinstallator/import/`.

A quick summary is displayed in the next page, indicating what that importer is about to do.

Click "Next" again to validate your choice. The theme is now installed, and PrestaShop asks you if you wish to install modules that were imported along

with the theme, what you would rather do with the current modules configuration, and how you would like the images configuration to be taken into account.

Click "Next" one last time. A final confirmation page presents you with all the changes applied to your PrestaShop site. Click "Finish" to end the process.

Exporting a theme

This section is only available when there is at least one theme installed on your PrestaShop site.

Exporting a theme is very useful when you want either to back the theme up for safety, and create an archive of the theme for a friend or in order to make it available on the Addons marketplace (<http://addons.prestashop.com/>). Not only does it generate a complete Zip archive of your theme, but it also adds many information in an XML files, which is very useful both when uploading to Addons, and when importing to another PrestaShop site.

Select a theme and click on "Export this theme". A configuration form appears where you can set the exported themes parameters: author, theme name, compatibility version, attached modules (if any), etc.

Once all the parameters are correctly set, click on "Generate the archive now". You will quickly get a file to download from your browser. Save it on your hard-drive, then give the save file a proper name. From there on, you can easily share this theme, and if it is your own creation, you can start selling it on PrestaShop's Addons website at <http://addons.prestashop.com/>.

Installing using a FTP client

This method is not recommended, but is still available. Use with caution: your blocks might not have the expected position on their respective hooks.

To install a new PrestaShop theme via FTP:

1. Unzip (decompress) the theme archive file (.zip). This should result in at least one new local folder, `/themes`, containing your theme's folder(s).
2. Using your FTP client, place the theme's folder (as found in the local `/themes` folder) online in your PrestaShop `/themes` folder. Pay attention

NOT to upload that folder in another theme's folder (which can happen when drag-and-dropping items). Upload the whole folder, not just the files it contains.

3. (optional) If the theme's archive contains a second `/modules` folder, it means your new theme comes bundled with modules that are specific to it, or necessary for it to run properly. Using your FTP client, place the folder(s) found in the local `/modules` folder online in your PrestaShop `/modules` folder. If your online PrestaShop install already has a module of the same name, try to only keep the most recent version of the two (the one with the most recent files). If unsure, keep the version bundled with the theme, as it is the most likely to work best with it.
4. Go to your back-office, in the "Themes" page under the "Preferences" menu.
5. Select the new theme in place of the current theme, by clicking on the radio button then clicking "Save".
6. Your theme is now in place.
7. (optional) If the theme came with modules, activate them on the back-office's "Modules" page, then configure them if need be.

Many themes come with an accompanying `Install.txt` file, which gives you instructions. Make sure to follow them in order to not forget anything.

Once configuration is complete, be sure to test the theme immediately, every page of it, to confirm that it works as planned. Do try to make a full order, from A to Z – you wouldn't want to miss orders just because you didn't notice the theme was incomplete!

PrestaShop's mobile template

The mobile template enables any PrestaShop merchant to have his or her shop be accessible to mobile devices: from the home page to the payment process, along with product pages and conversion funnel.

Installing the mobile template for your shop

Installing PrestaShop's mobile template is easy:

1. Connect to you PrestaShop's 1.5 administration.
2. Go to the "Themes" page under the "Preferences" menu.

3. In the "Appearance" section, go to the "Enable mobile theme" part and choose one of the three options other than "I want to disable it".

The screenshot shows the 'Appearance' settings in PrestaShop 1.5. It includes three main sections: 'Store icon' with a file upload field and a 'Parcourir...' button; 'Navigation pipe' with a dropdown menu showing '>'; and 'Enable mobile theme' with four radio button options. The first option, 'I want to disable it', is unselected. The other three options are: 'I want to enable it only on mobiles devices', 'I want to enable it only on touchpads', and 'I want to enable it on mobile and touchpad devices', which is selected. Below these options is a descriptive text: 'Allows visitors browsing on a mobile device or on a touchpad, to have a light version of website'.

By default, the mobile template is only used for mobiles phones, tablet receiving the same theme as regular devices. With this option, you can choose to have the mobile template be used for tablets ("Both" option), or even choose to only have it used for tablets (mobile phones receiving the regular theme).

Customizing the mobile template

The mobile template's files are located in the `/mobile` subfolder of the current theme's folder. This way, if you current theme is the default PrestaShop theme, the mobile template's files are in the `/themes/default/mobile` of your PrestaShop 1.5 installation.

The template is made of HTML, CSS and JavaScript files: its structure is therefore the same as for the default theme, but it's design is radically different, as it was built for the smaller screens of mobile devices.

Therefore, if you wish to change the colors or layout of the mobile template's pages, you must edit the CSS and/or HTML files in order to adapt them to your likings. You must have a good knowledge of web programming languages, or ask for help from a web developer.

Using the mobile template with another theme

The mobile template is only available if the current theme has a `/mobile` subfolder in its own folder. Hence, numerous PrestaShop themes do not have a proper mobile theme, and these themes' users cannot automatically offer a mobile version of their shop to their visitors

While the theme you are using is being updated with its own mobile template, you can use the default mobile template, thanks to a quick file manipulation: you just have to copy the `/mobile` subfolder from the `/themes/default` folder, and paste this subfolder (and all of its files) in your current theme's folder.





























You will therefore use the default mobile template rather than a template with a design that is consistent with your main theme, but nothing is stopping you from editing the HTML, CSS or JavaScript files of the mobile template in order to get it closer to your own theme.

Positions

A modules can have to aspects: one on the back-office (its options, or even a configuration screen), and one on the front-office. The front-office view is how and where the module is displayed within your shop's theme.

The position of a module in your theme can be changed, because you might want one module's block to be placed much higher (or lower) in the page than others. In PrestaShop's parlance, this is called "transplanting", and is done using the tool available in the "Positions" page, under the "Modules" menu. In effect, this enables you to attach a module to one of the many available hooks in the current theme, without writing any code.

The "Positions" page displays all the available hooks, and their attached modules. Many are empty by default, but some of the most useful ones have a dozen of modules (the Header hook has 27 by default).

	3		Google Chart v1.0 <i>The Google Chart API lets you dynamically generate charts.</i>	 
	4		Artichow v1.0 <i>Artichow is a library which enables the display of simple picture-based graphs using PHP and GD.</i>	 
Grid Engines - 1 module (Technical name: displayAdminStatsGridEngine)				
	1		Simple HTML table display v1.0	 
Header of pages - 26 modules [A hook which allow you to do things in the header of each pages] (Technical name: displayHeader)				
	1		Top seller block v1.1 <i>Add a block displaying the shop's top sellers.</i>	 
	2		Block payment logo v0.2 <i>Adds a block to display all payment logos.</i>	 
	3		Permanent links block v0.1 <i>Adds a block that displays permanent links such as sitemap, contact, etc.</i>	 
	4		Viewed products block v0.9 <i>Adds a block displaying last-viewed products.</i>	 

At the top of the page, a drop-down menu enables you to only display the hook in which you are interested.

By default, this page only displays the hooks on which you can position functions. Checking the "Display non-positionable hooks" box below displays all the hooks, even those where you cannot position something.

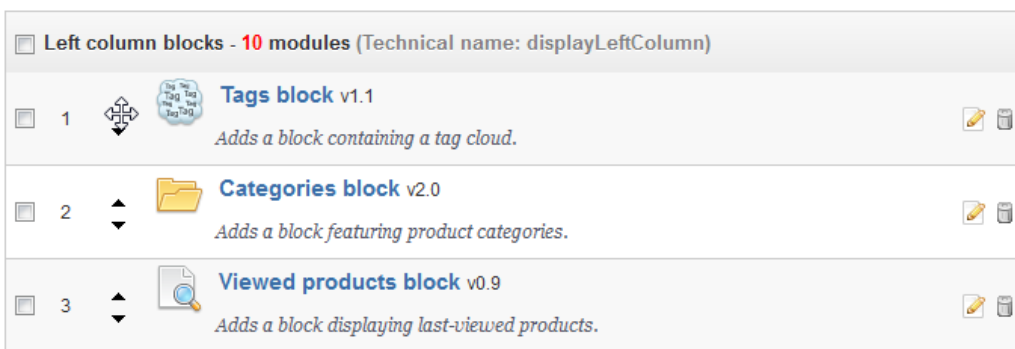
The header of the table for each hook displays the hook's name, its technical name (and for some, a quick description), and its number of attached modules. The table lists the modules that are attached to that hook.

The modules are displayed in the order in which they appear in the hook.

Moving a module within a hook

You have two ways of changing a module's position within a hook:

- Click the up or down arrow. The page will reload and display the new order.
- Drag and drop the module's row itself:
 1. Place the mouse cursor between the moving arrows and the module's name to have it change into a "move item" cursor.
 2. Click and hold while moving the cursor over the row/position where you want the module to be: the module's row changes position accordingly.
 3. Release the mouse button: the current position for the module is saved.



For most modules, transplantation can easily be done directly via the back-office. Some modules require you to alter their code in order to transplant them.

Attaching a module to a hook: Transplanting

In PrestaShop, "transplanting" is the action of attaching a module to a hook. You can add a module to more than one hook.

Two things to know before transplanting a module:

- Some modules are written to only be attached to a given set of hooks.
- Some hooks are written to not accept some specific kinds of modules.

Therefore, be aware that you cannot always transplant any module to any hook.

i Make sure to disable the cache when testing the effect of a new module on the front-end. You can do this in the "Preferences" page, under the "Advanced parameters" menu.

The transplanting process has its own interface:

1. Go to the "Modules" menu, and its "Positions" page.
2. Click the "Transplant a module" button at the top right. The transplanting interface appears.
3. In the "Module" drop-down list, select the module you want to transplant.
4. In the "Hook into" drop-down list, select where you want to transplant the module to. There are many available hooks. You can change your setting later if needed.
5. In the "Exceptions" field, type the name of the file(s) of the pages in which you do not want the module to appear.
Since PrestaShop 1.5, instead of typing the file-names, you can simply select a file-name and click the "Add" button: it will add the file-name to the list.
Likewise, you can remove a file-name from the existing list by selecting that name in the drop-down list and clicking the "Remove" button.
6. Do not forget to save your changes.

Transplant a module

Module :

Hook into : known as

Exceptions :

Please specify the files for which you do not want the module to be displayed.
Please type each filename separated by a comma.

The "Hook into" drop-down menu gives you a good idea where module can be placed.

Even though the "Hook into" drop-down list gives a comprehensive overview of the available hooks, it might not always be clear which is the one to which you want to attach your module. Do not hesitate to try another hook if the result of your selection is not what you expect.

Since PrestaShop 1.5, the list gives more detail: both the hook name and a quick description of what it does, for instance `"Before carrier list" known as`

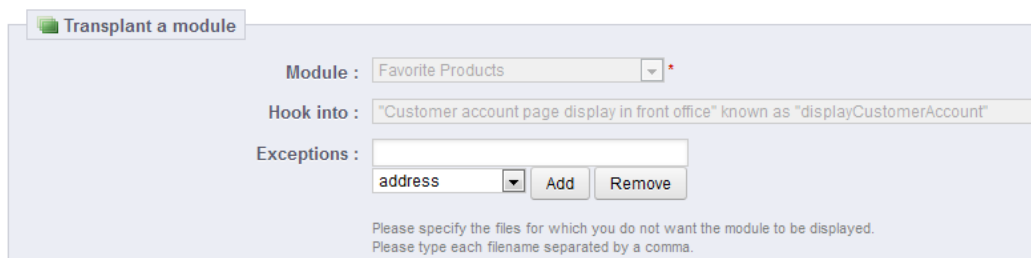
"displayBeforeCarrier". Peruse them all in order to choose your hook correctly.

Editing an attached module

Each module has two icons on the right side of its row: one to edit its settings, the other to delete the module.

Editing a module's setting uses the same interface as the one used for the transplanting a module. The major difference is that you cannot change the "Module" and "Hook into" settings, as they are disabled, and thus grayed out. You can only edit the exception setting, which works just as described in the "Attaching a module to a hook" method above.

While you cannot edit the "Module" and "Hook into" settings, they can serve as a handy reminder of their current position, should you want to put them back there later on.



If you want to move a module to another hook, you must use the transplanting interface:

1. Click the "Transplant a module" button at the top right. The transplanting interface appears.
2. In the "Module" drop-down list, select the module you want to move to another hook.
3. In the "Hook into" drop-down list, select where you want to transplant the module to.
4. In the "Exceptions" field, type the name of the file(s) of the pages in which you do not want the module to appear.
5. Save your changes. The hook list appears.
6. Go to the hook where you have transplanted the module: it should appear in there. Change its position if necessary.

7. Go to the hook where the module first was, and click the trashcan icon in order to remove it from that hook. This prevents you from having the same module appear twice.

Always check your front-office to make sure the module is indeed where you intended it to be.

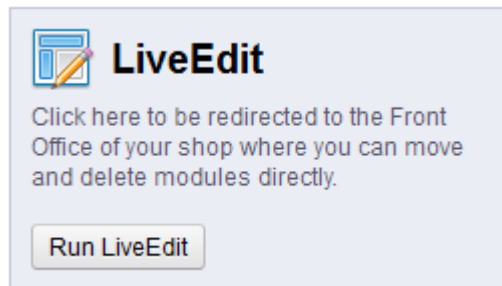
Removing a module from a hook

There are two ways to remove a module from a hook:

- Removing a single module: click the trashcan icon on the right of the module's row.
- Removing a batch of modules: select the modules by checking the box on the right of their row, and then click the "Unhook" button, found at the top and the bottom of the list of hooks.

Transplanting a module visually: Live Edit

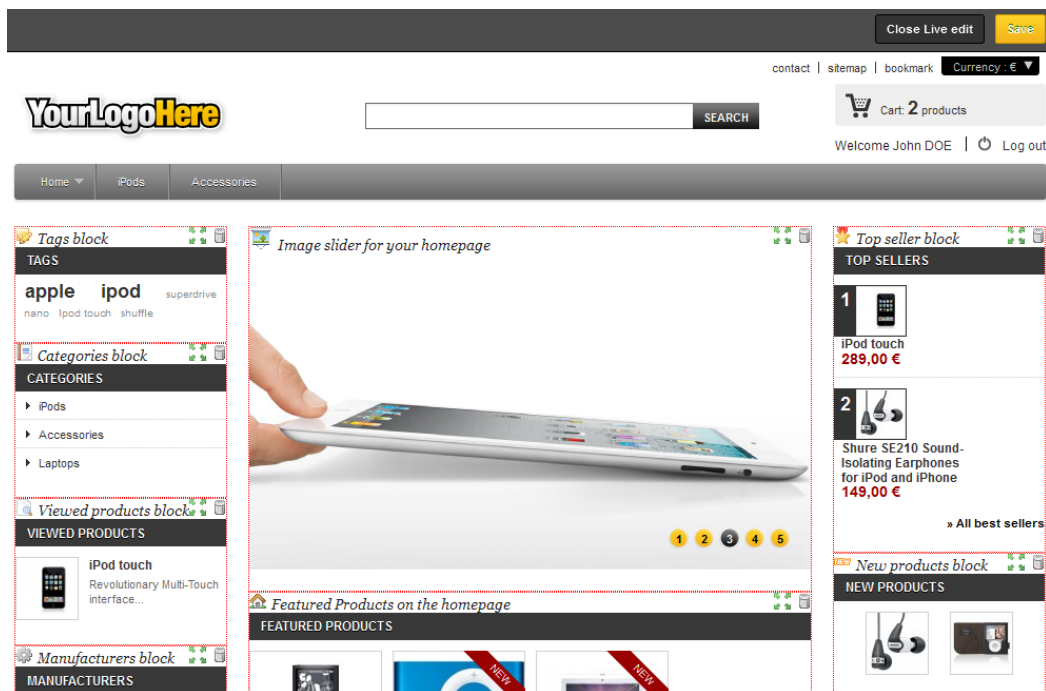
Another way to move modules around on the shop's homepage is the Live Edit mode, which embeds said homepage into a tool that lets you visually decide where to place your modules. You can access it from the "Position" page, by clicking the "Run LiveEdit" button.



When clicked, PrestaShop opens the homepage in a new browser windows/tab, with the Live Edit script on top:

- All module blocks have a dotted red border, enabling you to see which blocks you can move.

- At their top left side, a block-specific icon appears, along with the block's name, enabling you to always find your way among blocks.
- At their top right side, they have two icons:
 1. A "move" icon: click on it to start moving the module around.
 2. A "trash" icon: click it to remove the block from the home.



At the top of the Live Edit mode, a toolbar presents you with two buttons: "Close Live Edit" and "Save".

The first one is quite self-explanatory; the second one cancels all changes you might have made to your modules' position during this live-editing session.

⚠ Once you have removed a module, if you want to bring it back, you will have to go to the "Positions" page and use the "Transplant a module" form.


Where to move modules?

Modules cannot be moved just about anywhere: it depends on both the theme's hooks, and each module's hook support (as seen in the above section). Therefore, you mostly can only move modules within their understood context:

column modules can be moved within a column as well as from one column to the other (right to left, for instance), while regular homepage modules (the ones at the center) can only be moved within their specific column.

In order to give you a visual hint about where a given module can be moved, it will display an empty green block if the location is correct, and an empty red block if not.

Transplanting a module by modifying its code

 This is for experts only: you must have a good knowledge of PHP and HTML before attempting anything with the code of a module.

Some modules cannot be transplanted into other sections of the front-office simply because they lack the necessary code.

For example, the "Quick Search" block (`/blocksearch`) contains templates for both column display and header display, whereas the "Currencies" block (`/blockcurrencies`) only has one template file which only works with the header section. Likewise, the default "Featured Products" block (`/homefeatured`) can only be placed in the center content section of the main page.

If you want to display simple modules such as the "Currencies" block in a position for which it was not built, you will have to edit its template files. More complex module, such as the "Featured" block, can also be made to be displayed in other sections of the page, but they might have to be partly rewritten in order to have their design work with that new location.

To customize the transplantation ability of a module, you must give it the correct PHP function for the new target hook. For example, the "Currency" block has this function:

```
function hookTop($params)
{
    ...
}
```

In order to transplant the "Currency" block into the right column, for instance, you need to add the `hookRightColumn()` function:

```
function hookRightColumn($params)

{

    ...

}
```

Afterwards, you must write the code that displays the content on the front page. At best, that means copy/pasting the content of the `hookTop()` function; at worst, you need to rework the content of `hookTop()` function into something that will work for the new location.

Payment

With PrestaShop, you can accept your customer's transactions using several different payment methods, such as checks, bank wire, cash on delivery, and through several partner modules such as PayPal, Moneybookers, Hipay, etc.

When in the "Payment" page, you can see the following sections:

- **Payment modules list.** Basically, a shortcut to "Payments & Gateways" section of the module list, in the "Modules" page.
- Three "restrictions" sections:
 - **Currency restrictions.** Choose with which currencies your installed payment modules should work.
 - **Group restrictions.** Choose with which user groups your installed payment modules should work.
 - **Country restrictions.** Choose with which countries your installed payment modules should work.

Installing a payment module

Installing a payment module is fundamentally no different from installing a regular module: simply click the "Install" button, and you are done.

You should simply pay a lot of attention to the settings, and make sure they do point to your address or bank account. Configuring payment modules often

means you must first be known by the payment service provider, meaning having an account on their service.


Let's install the "Cash on delivery (COD)" module. You first need to access the list of payment modules. It is of course accessible via the "Modules" page, in the "Payments and Gateways" category; but you also have a shortcut from within the "Payments" page: just click on the "Click to see the list of payment modules" button to be taken you to the specific part of the "Modules" page where only "Payment & Gateways" modules are displayed.

Payment modules list

[Click to see the list of payment modules.](#)

✓ As you can see, many payment modules have "(Addons)" at the end of their name. This means the modules will not be installed from files on your server, but downloaded from the Addons website. The files for the partner modules are not part of the default PrestaShop archive anymore since version 1.5. It helps ensure that you always have the latest version of a module.

Find the "Cash on delivery (COD)" module in the list (sorted alphabetically). To install it, you just need to click on the "Install" button. PrestaShop will take care of everything, and notify you of the result. For instance, if a module needs to be configured before it can work, PrestaShop will display a notification box at the top of the page. In the case of the "Cash on delivery" module, there is nothing to configure.



Cash on delivery (COD)
INSTALLED
Uninstall

Developed by : PrestaShop | Version : 0.4 |

Category : Payments & Gateways

Description : Accept cash on delivery payments

[Disable](#) [Reset](#) [Delete](#)






Payment Module Restrictions on Currencies

Depending upon the payment, the customer's choice of currency can differ. You can limit the choice of available payment methods depending on the

available currencies: you may want customers to be able to pay with any currency when using PayPal, but those paying Moneybookers should only pay using dollars, for instance.

\$ Currency restrictions

Please mark the checkbox(es) for the currency or currencies for which you want the payment module(s) to be available.

Currency restrictions					
Euro	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customer currency	--	--	--	--	<input type="radio"/>
Shop default currency	--	--	--	--	<input checked="" type="radio"/>

Save restrictions

- ✓ By default, only your shop's default currency is available. If you need more, follow this process:
1. In the "Localization" page under the "Localization" menu, import the localization pack for the country which has the currency in which you are interested. For instance, USA for US Dollars, United Kingdom for UK Pound, etc.
 2. In the "Currencies" page under the "Localization" menu, enabled the currencies you just imported.


If you need to restrict payment module usage according to the user's currency, simply check the boxes that apply and click on the "Save restrictions".

Note that currency restrictions work in different ways depending on the payment module. For instance, with the native payment modules:

- Authorize.net, Cash on delivery, CashTicket, PaysafeCard: You cannot change their default setting.
- Bank wire, Buyster, check, DIBS, Moneybookers, Ogone: You can change any of their currency settings, except for the "Customer currency" and "Shop default currency", which stay at their default state.
- Google Checkout, Hipay, PayPal: You can change any of their currency settings, but you can choose only one option between "Customer currency" and "Shop default currency", not both.

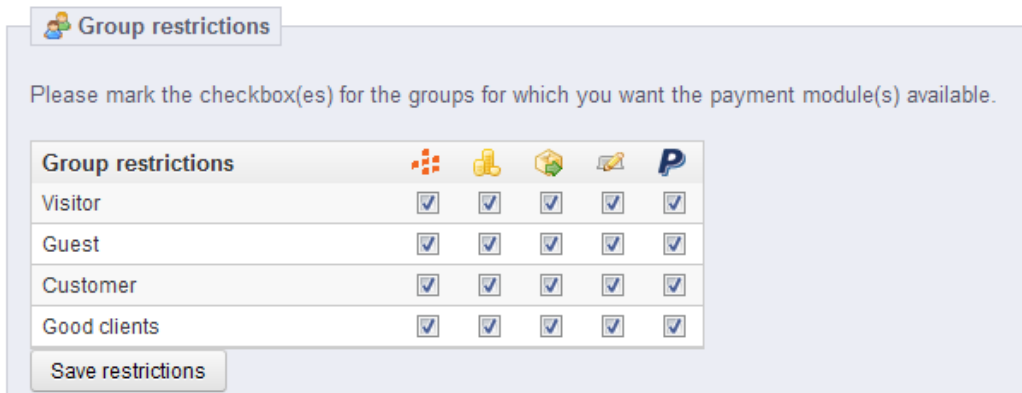
The customer can set his or her currency using the drop-down menu at the top of each front-office page.






You can set the shop's default currency in the "Localization" page, under the "Localization" menu.

 If you change the default currency *after* having configured some first products, you will have to reset the price of all these products. You should set the default currency once and for all before adding any product.

Payment Module Restrictions on Groups

You can limit the choice of available payment methods depending on the group of customers: you can have a set number of customer groups where people can have access to more payment methods than regular customers.



Group restrictions					
Visitor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Guest	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Good clients	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Save restrictions






For instance, you could choose to have regular customers pay with PayPal, Moneybookers and Hipay, while professionals would only be able to pay by bank wire. Depending on the type of customers and on your choices, customers will only pay using the methods that match with your decisions.

Payment Module Restrictions on Countries

You can limit the choice of payment methods according to your customer's country of origin. For instance, you could choose to accept all payment methods for customers from France, Spain and Germany, while customers from Italy, the United Kingdom and Switzerland would only be able to pay by bank wire.

Country restrictions

Please mark the checkbox(es) for the country or countries for which you want the payment module(s) to be available.

Country restrictions					
Afghanistan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Åland Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Albania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Algeria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
American Samoa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Andorra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Angola	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anguilla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antarctica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antigua and Barbuda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Argentina	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Armenia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aruba	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Austria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The table lists all the known countries. If one is missing, you can add it using the "Countries" page, under the "Localization" menu.

Here again, just as with currency limitations, the available options vary depending on the payment module:


- Buyster: the only option is your own country.
- Hipay: the only options are the set of countries supported by the service: Austria, Belgium, France, etc.
- All the others native payment modules should work with all countries.

Find the country you are looking for in the alphabetical list, and check the boxes to select or unselect the payment methods you want to make available to customers from that country. Once all of your settings have been configured, click on the "Save restrictions" button, found at the bottom of the table. By default, all installed payment methods are enabled for the shop's country.

Making The Native Modules Work

This chapter explores the configuration process of all the default modules in PrestaShop 1.5.

There are more than 120 native modules available in 25 sections.

 Some modules have configuration pages, which give you access to a couple of tools and information pages.

In every configuration page, text and links are gathered in two identical blocks of content, both at the top and the bottom of the page. Their content is thus:

- **Module name.** A reminder of which module you are configuring.
- **Back link.** A link back to the module list.
- **Manage hooks.** This link is a shortcut to the "Positions" page, from the "Modules" menu. From there, you can change the location of the module's interface on the front-end of your shop, or launch the Live Edit tool. The "Positions" page is configured so that you only the hooks available to the current module are displayed.
- **Manage translations.** The flag links are shortcuts to the "Translations" page for installed modules. From there, you can update the module's translation for the selected language. For instance, you might want to change the wording in order to better fit your use.

Administration

Artichow

This module enables a graphic library that can be used in order to create stats graphs.

Google Chart

This module enables a graphic library that can be used in order to create stats graphs.

Note: The graphic library used by this module has been deprecated by Google, and will probably stop working on April 20th, 2015. See <https://developers.google.com/chart/image/>.

Import/export a theme

The "Import/export a theme" theme module is a native module, and should be installed by default. This is a special module that enables you to import a theme and install it (and its attached modules), or to export a theme and its modules from your shop in order to share it with the world.

Find this module in the module list (in the "Modules" page), and configure it to reach its configuration screen. This screen presents you with 3 methods to install a new module: from your computer, from a public website, or from your own FTP server. It also gives you a method to export your module in a correct format.

Importing a theme

Whatever the method, the process remains the same: indicate the location of the theme's Zip archive, then click "Next".



Import from your computer: using the file explorer to find the archive.
Import from the web: indicate the direct public URL to the archive.
Import from FTP: using your FTP client, upload the archive in the following folder: `/modules/themeinstallator/import/`.

A quick summary is displayed in the next page.

Click "Next" again to validate your choice. The theme is now installed, and PrestaShop asks you if you wish to install modules that were imported along with the theme, what you would rather do with the current modules configuration, and how you would like the images configuration to be taken into account.

Click "Next" one last time. A final confirmation page presents you with all the changes applied to your PrestaShop install. Click "Finish" to end the process.

Exporting a theme

This section is only available when there is at least one theme installed on your PrestaShop site.

Exporting a theme is very useful when you want either to back the theme up for safety, and create an archive of the theme for a friend or in order to make it available on the Addons marketplace (<http://addons.prestashop.com/>). Not only does it generate a complete Zip archive of your theme, but it also adds many information in an XML files, which is very useful both when uploading to Addons, and when important to another PrestaShop site.

Select a theme and click on "Export this theme". A configuration form appears where you can set the exported themes parameters: author, modules, theme name, compatibility version, etc.

Once all the parameters are correctly set, click on "Generate the archive now". You will quickly get a file to download from your browser. Save it on your hard-drive, then give the save file a proper name. From there on, you can easily share this theme, and if it is your own creation, you can start selling it on PrestaShop's Addons website at <http://addons.prestashop.com/>.

Mail alerts

PrestaShop enables you to alert your clients by e-mail in certain cases, e.g., when a new order is placed in your shop, or if a product is almost out of stock. Clients can enter an email address at which they will be contacted when the

product becomes available again. Click "Install" then "configure" to configure the module.

When you check the "Product Availability" box, a field appears on the product page of your shop when the product is out of stock. It asks your customers to leave their contact information so that they may be contacted when you shop will have this product back in stock.

In the "Mail Alert" section, you can specify whether you wish to be alerted of each new order. To do so, check the box labeled "New Order".

If you want to be alerted when a product reaches a level of stock that you set, select "Out of stock" and set the value at which you wish to be alerted.

Mail alerts can be sent to multiple addresses at the same time. To do so, list each e-mail address that will receive the notification (one e-mail address per line. To move to the line, press the Enter key on your keyboard).

Newsletter

Your customers can give you their e-mail address either by entering it in the Newsletter block located on the homepage or by checking the "Yes" box to subscribe to the newsletter when they register. You need these e-mail addresses in order to do some marketing. Click "Configure" in order to bring the needed page up.

Upon registration, your customers have two choices related to the newsletter: The first one to subscribe to the newsletter, the second to receive offers from your partners (Opt-In).

The first section enables you to collect all the email addresses recorded by the newsletter block on your homepage, by clicking the button "Export .CSV file". A notification will appear, asking you to click on a link to download the file containing the addresses.

Four pieces of information will be present in this file. The customer id, e-mail address, the day of registration, and the IP address. If you use this data with software such as Microsoft Excel, you can sort the information as you wish.

The second section, named "Export clients", enables you to filter your customers' e-mail addresses. You can then filter the clients by country of origin by selecting "Customer Country" from the drop-down menu, and then selecting the country you want. Filtering by country is particularly useful for sending newsletters in the right language and for adapting your offers.

You can then take more information into account, when exporting the e-mail addresses. Use the field "Newsletter's subscribers" to select one of the following three items:

- The first "All customers" enables you to select all the e-mail addresses of your customers who open an account on your shop. That is to say, those who do want to receive information from your part, as well as those who do not. Be careful what you did with it, then.
- The second, "Subscribers", enables you to select only those customers who do want to receive a newsletter from you.
- The third "Non-subscribers" enables you to select only those customers who do not want receive a newsletter from you.

Next is the "Opted-in Subscribers" field, where you can filter the contacts based on their desire to register for messages from advertising partners. Similarly, three choices are available:

- The first, "All customers", enables you to select all the e-mail addresses of your customers who open an account on your shop. That is to say, both those who do and do not wish to receive information from your part.
- The second, "Subscribers", enables you to select only those customers who do want to receive a newsletter from your partners.
- The third, "Non-subscribers", enables you to select only those customers who do not want receive a newsletter from your partners.

Once you have filtered the e-mail addresses to export, click "Export .CSV File" to retrieve all addresses. As before, a notification on a green background appears asking you to click and download the file. This file contains six types of information: The customer ID, Last Name, First Name, email address, IP address, and date of registration. You can then use this information to send your marketing campaigns.

Simple HTML table display

This is used by the statistics system.

Visifire

This module enables a graphic library that can be used in order to create stats graphs.

Watermark

This module enables you to add a watermark to images from your shop. This limits their diffusion on the Internet.



If you intend to export your products on Google Shopping, know that on this service, the usage of promotional text / logos and watermarks in the images is not allowed. You may only upload images which are free of any added watermarks / logos.

The configuration page notifies you right away of which settings are currently missing.

- **Watermark file.** The chosen image must be in GIF format.
- **Watermark transparency (0-100).** 100 amounts to a non-transparent image, which means that your logo will be very visible, but it will also completely hide part of the whole picture. The default setting, 60, is usually a good compromise.
- **Watermark X align.** Select where your watermark should appear on each of your images, here on the horizontal axis.
- **Watermark Y align.** Select where your watermark should appear on each of your images, here on the vertical axis.
- **Choose image types for watermark protection.** The type of images to which the watermark should be applied. You really only need to choose the biggest sizes, as these are the ones most likely to be stolen.

Once you have saved your settings, the configuration is completed but the watermarks are not yet added to your shop's pictures. Go to the "Preferences" menu, and open the "Images" page. There, click the "Regenerate thumbnails"

button, near the bottom of the page. PrestaShop will process all your pictures (as selected in the configuration), and your watermark image will appear on the pictures that you selected.

XML/SWF Charts

This module enables a graphic library that can be used in order to create stats graphs.

Advertising & Marketing

Block Advertising

It will display on the front office of your shop an image of your choice, with a link to any URL. Clicking on "Configure" you can load an image, or indicate the image's URL, and set the target URL. Validate and the image will appear to your visitors.

Customer follow-up

This module enables you to create e-mail alerts for your customers. It gives you a way to automatically send discount vouchers to some of your customers.

For example, you may want to send vouchers to those who have abandoned their shopping carts, or to those who you want to thank for their order, to the best clients to thank them for their purchases and for being faithful...

Enable this module, then click "Configure". You may choose among four kinds of e-mails alerts.

Customer referral program

You shop can use your current customers to win new customers with a customer referral system. Install this module then click "Configure".

Here is a description of each field:

- **Minimum number of orders a sponsored friend must place to get their voucher.** Fill in the field with the value of your choice. Until this number is reached, your clients cannot take advantage of the discount.
- Number of friends in the referral program invitation form. Fill in the value of your choice.
- **Voucher type.** You can give two types of reduction, either in percentage or amount. Select the one you prefer, then specify the value of the discount you want to apply in the various currencies supported by your shop.
- **Voucher Description.** Enter the name for the coupon.

Once the setup is complete, click the "Update settings" button.

To fully explain how the referral program works, you can write a description in the "Referral Program Rules." Once the conditions are completed, click the "Update text" button.

When your customers register and want to view the benefits they can reap from this program, they must go to the "Referral" section of their account. A new screen will appear.

Your customer can then enter the name and email address of the person he wishes to refer to your site. After he clicks "Confirm," the persons he entered will receive an email.

In "Pending Friends", the referral tool displays to the customer which of his referrals did not make a purchase after the email was sent. They may choose to resend an email by selecting the name and clicking "Refer my friends". Friends will then receive an email inviting them to register and submit an order.

The last tab in "my referrals", named "Friends I have sponsored", enables customers to see who among those to whom they sent a referral message, did accept the invitation and ordered an item on the shop. When registering, the referees must indicate the email address of the person who referred them, so that they in turn may benefit from the discount.

AddShoppers Social Sharing Buttons

New in 1.5.

This module requires the cURL PHP extension enabled.

This module adds social sharing buttons to your site that help your products get shared more, along with detailed analytics that reveal the ROI of social sharing.

You must have an AddShoppers account in order to use this module. You can create one directly within the module.


Once you have an account, you can connect to the service through the module, and follow the instructions.

Google AdSense (gadsense)

Google AdSense is Google's contextual advertising solution.

This module enables you to easily integrate Google AdSense script into your shop.

You need to have a Google AdSense account in order to use this module. Once you have one, all you have to do is to add your AdSense script code into the text-field.

 This module can also be a quick way to add any script to your front-end's HTML header code.


Stats

Most of these create a new section in the "Stats" page of your PrestaShop installation. Many are installed by default. Therefore, if some of PrestaShop's statistics are not useful to you, you can disable them here. Note that stats are also resource-consuming tools; therefore, if your server is slow or has little disk space, you should limit your stats options to the bare essentials.

Many of these modules are described in detail in the "Understanding Statistics" of this user-guide. In this section, we will only describe the ones that are not enabled by default.


Analytics for eCommerce

New in 1.5.

 This module cannot be tested in a local installation of PrestaShop: you must activate it from an online server.

This module uses the Jirafe 3rd-party service: <http://jirafe.com>. It gathers data that are then sent and analyzed by Jirafe, which is a data analysis tool that has been perfected for e-commerce, with the goal of helping you improve your conversion rates, optimize your marketing spending, and have better success on social networks.

The module creates a new page in the "Stats" menu, named "Jirafe analytics". From this page, you get access to all the statistics that have been analyzed by Jirafe since you installed the module.

 Jirafe is only free for the 30 days, after which you must pay a monthly fee, depending on your number of visitors. See <https://jirafe.com/dashboard/signup>.

Best manufacturers

This module adds a "Best Manufacturers" option to the list of available statistics.

In effect, the module enables you to have a better view of which manufacturer's product are the best-selling on your shop. In return, you might want to more frequently restock with the products from the best manufacturers.

Geolocation

This module adds a "Geolocation" option to the list of available statistics.

At first launch, you will have to update the location of many of the missing countries (mostly the lesser known ones). This will help the module locate your visitors. Simply click on the country's name, and indicate where it is on the map.

Google Analytics (ganalytics)

This module makes it easy for you to install a Google Analytics script on your shop. You will then be able to enjoy the statistics tools offered by Google.

You must have a Google Analytics account to make this module work. You can create one on <http://www.google.com/analytics/>.

Once you have one, follow the Analytics instructions to create a profile for your shop. You will receive a unique identifier. Use it in the module's "username" field and save it. Google Analytics will start gathering statistics about your visitors.

Do read all the instructions provided by the module.

Billing & Invoicing

European VAT Number

This module enables your customers to fill in their VAT number in their details. The VAT can be fetched through a web service, based on your country.

The configuration screen is therefore quite straightforward:

- **Your country.** Choose your shop's country.
- **Enable checking of the VAT number with the WebService.** Tell PrestaShop that you want to retrieve the VAT for your country.

The VAT field appears only when the customer enters his or her company name in the address field.

OpenSi Connect

New in 1.5.

This module enables you to synchronize the activities of your PrestaShop store with the OpenSi software.

Checkout

No native module in this section.

Content Management

No native module in this section.

Export

No native module in this section.

E-Mailing

Mailjet

This module enables you to have your PrestaShop e-mail sent through Mailjet.

Front Office Features

Many of these are installed by default. Therefore, if some of PrestaShop's functionalities are not useful to you, you can disable them here.

Bloc reinsurance

Adds a block to display more information to reassure your customers. This block appears in the footer of the default theme.

The default sample pages are:

- **Money back.** Says Wikipedia, "A money-back guarantee is essentially a simple guarantee that, if a buyer is not satisfied with a product or service, a refund will be made."

- **Exchange in-store.** The text should explain that the customer can bring any unwanted product to your physical store in order to make an exchange with another model, or get a refund. If you do not have a store, you certainly should delete this page.
- **Payment upon shipment.** The customer only pays for the order once it has been shipped. It is not recommended for smaller shops.
- **Free shipping.** This is where you indicate your shipping policy. All shipping can be free, or you can choose to have it be free starting with a certain amount, for instance.
- **100% secured payment.** Typically, because you rely on third-party payment services such as PayPal or Moneybookers, you trust them with your money exchanges, and so should your customers. You can paste information about each payment service in this page.

These are only sample pages: they do not have any content by default. It is therefore up to you (and your legal team) to fill it with the proper text. If some of the sample policies do reflect your business, you should delete them. Click on the 'edit' icon at the right in order to add text that fits your shop's trust features. You can remove or add pages as you see fit.

Block Share on Facebook

Adds a block to display a link "Share on Facebook" on product pages. Clicking the link directs the customer to his or her Facebook page, with a pre-filled link to the product.

Block contact

New in 1.5.

Allows you to display extra information about customer service:

- **Phone number.** This should be a dedicated customer service/support number, not a way to contact the sales section or the partnership program (if any). If you do not provide customer service by phone, leave this field empty.
- **E-mail.** Again, this should be a dedicated customer service/support e-mail address.

This information appears in the footer by default.

Block contact infos

New in 1.5.

Adds a block to add some information about contacting the shop:

- **Company name.** Your company's name might be different from your shop's name. Indicating the full name brings trust to your brand.
- **Address.** Your headquarters' address, or if it applies, your main shop address. Do not give your own personal address, as you certainly do not want customers to come knock at your door. If you do not want people visiting or sending your letters, leave this field empty.
- **Phone number.** Your business phone line. Again, do not give your personal number here. If you do not have a dedicated business line, leave the field empty.
- **Email.** Your business e-mail address, where you want to receive any correspondence (often including support requests).

This information appears in the footer by default.

Block customer data privacy

New in 1.5.

Adds a block to display a message about customer data privacy. The configuration screen simply presents you with a big text area. It is up to you to fill it up with your data privacy policy.

This is an important text, as people online are more and more worried about privacy. Providing a clear policy of how you handle their private information brings trust to your brand – and also ties you legally to respect it. You should never copy/paste a policy from another site, but write your own, based on your country's privacy laws.

Block payment logo

Adds a block to display all payment logos.

The module's configuration page enables you to choose where to display these logos. Therefore, you should first create a CMS page where you would put the payment logos and descriptions for all the payment services you support, then link to that page from the module's configuration page.

Block social

New in 1.5.

Allows you to add extra information about social networks where your customers can find you. Specifically, you can indicate your account URLs for:

- **Facebook.** Try to create a page for your shop/company, and avoid using your own userpage.
- **Twitter.** Likewise, use your company's user account, not your CEO's.
- **Your RSS feed.** A RSS feed is a special file that is generated automatically by your shop, and can be used by RSS readers tools (such as Google Reader) to send your latest news to your customers. While it is not a social network, it is an important aspect of sending regular news out there. Note: you must have the "RSS products feed" module installed in order for this to work.

CMS Block

Adds a block with several CMS links.

You can configure two kinds of CMS content:

- **CMS blocks.** You can have your CMS content be displayed either in the left column of your shop, or the right column. You can edit the content of the existing page by clicking on the 'edit' icon on the right of its name, or add new blocks of content on either side by clicking on the "Add new" button.
- **Footer links.** The CMS pages linked from this section appear at the bottom of the site. This is where shop owners tend to place informational pages: legal notice, terms & conditions, etc.

Cart block

Displays the products that your customers added to their carts. They can then see their basket, change the amount of product they are ordering, and delete or add a coupon. By clicking on "Shopping Cart", they see the "Shopping cart summary" of all products added to their cart, and their quantity.

You can configure it to use Ajax, which means that any change will apply immediately instead of reloading the page. The Ajax setting is not compatible with all themes, be sure to test it thoroughly with your own theme.

Categories block

Displays a list of your product categories on your shop.

You have a few configuration possibilities:

- **Maximum depth.** If you have a great number of categories, or with long names, you might prefer to not break your design and limit the number of sub-levels that should be displayed.
- **Dynamic.** When enabled, sub-categories are hidden by default, and the customer can choose to display them. This is great for preserving space and avoiding clutter: if disabled, this module displays all categories and all their sub-categories.
- **Sort.** Most of the time, you should keep the category sort to alphabetical, for easier perusing. But the "By position" sort enables you to choose which categories should be at the top, and thus promote these.
- **Footer columns number.** Enables you to choose the number of columns in the footer's "Category" block.

Cross Selling

Displays a "Customers who bought this product also bought..." block on each product page. You can decide whether you also want to have other products' prices displayed or not.

Currency block

Adds a little interface feature, where customers can choose which currency will be used to display prices, as well as how the customers will pay for their orders. The block appears in the header (top part) of your shop, and only displays the installed currencies. To add a currency or configure the existing ones, go to the "Currencies" page, under the "Localization" menu.

FIA-NET Sceau de Confiance

France only.

Turn your visitors into buyers by promoting trust in your site.

FIA-NET is a French third-party e-commerce trust partner: it protects both customers and online shops against credit card frauds and other malevolent activities.

You have to be a FIA-NET partner in order to use the module. Ask for more information here:

http://www.fia-net-group.com/form_partenaires_fianet.php?p=185.

Once you have your account details, you can configure the module with them, and the FIA-NET logo will be displayed on your front page. This logo is well known in France, and lets visitors know that your shop is trustworthy.

When configuring the module, you can choose to use the Test mode or the Production mode. The Test mode enables you to perform some test purchases and see how the FIA-NET system reacts.

Favorite Products

Adds an "Add this product to my favorites" link on each product page, only visible to logged-in customers. They can then access their list of favorite products by going to their account page and clicking the "My favorite products" link.

Featured Products on the homepage

With this module, you can choose which products to highlight by placing them on your homepage.

In the configuration page, you can set the number of products you want to show. Once this value is saved, go into the configuration page of a product of your choice ("Catalog" menu). Select "Home" as the category into which the product appears, in addition to its current categories (do not remove its original category). Save your change, and your product will appear on your shop's home page.

Repeat for all of the products that you want to place on the home page.

Home text editor

Adds a block to the central column of your homepage, with an image above a text, both of which you can edit by configuring the module. You can move the block around in your design using the Live Edit tool.

The homepage is the first thing your visitors experience when they discover your shop. Therefore, be sure to make it pleasant and efficient, and to update it regularly. Make sure to translate the text in as many languages as your shop supports.

The 1.4 default theme was based around the home-text block. In 1.5, it is disabled by default and replaced with the image slider block (see below).

Image slider for your homepage

New in 1.5.

Adds a slider block on your homepage's central column, where you can define a set of images that will be displayed one after the other, with a sliding motion.

The module's configuration screen presents you with two sections:

- **Slider configuration.** You can set the size of the block, the time to wait between two images, and whether the slide should loop or not.

- **Slides configuration.** You can visually arrange the images' order by drag-and-dropping their individual blocks.
Three icons at the right of each block enables you to enable/disable the image, edit its settings, or remove it from the set altogether.

Adding/editing an image

✔ Make sure that all the images have the exact same size, and that this size is reflected in the block's own size (in the "Slider configuration" section).

Clicking the "Add Slide" link brings you to a new screen.

- **Select a file.** Note that you can have text on the image, and indicate the language of that text using the flag icon.
Additionally, this means you can have a different image for each language. But be aware they these images will be tied: same position, inability to delete one without deleting the others, etc.
- **Title.** The title appears in the "Slides configuration" section, and helps you sort the images.
- **URL.** You can choose to send the customer to a given page of your shop when he or she clicks the image. This is useful when the image promotes a certain product, category or manufacturer.
- **Legend.** The alternate text to be used if somehow the image cannot be loaded. This is essential for accessibility.
- **Description.** The text appears when the mouse pointer hovers over the image.
- **Active.** You can disable an image whenever needed, for instance when the discount it promotes ends.

Language block

Displays a block of flags at the top of the homepage. This block enables the customer to choose the languages in which he or she wants the shop to appear. If you do not want the customers to be able to change the shop's languages, then uninstall this block.

Layered navigation block

Displays a block with layered navigation filters. Layered navigation enables the customer to define cumulative criteria to filter category products, little by little providing more details in order to reduce the number of displayed products. This is a great tool for customers who know the details of what they want (color, condition, price range...), but are unsure how to find it.

When configuring the module, you are presented with 4 sections:

- **Indexes and caches.** This module heavily relies on database index and its own content cache.
- **Existing filter templates.** A filter template is the kind of navigation to which the customer has access to.
- **Build your own filter template.** You can build various templates, which will serve as the basis for what the customer sees.
- **Configuration.** You can further detail the way this module operates.

Indexes and caches

In order to work properly, layered navigation needs to be kept up-to-date with your latest products, product attributes and product prices – unless these never change. You should therefore regularly re-index the data, using the buttons provided here. They each have specific actions:

- **Index all missing prices.** Only adds to the index the prices that were not indexed before. Much faster than the next button.
- **Rebuild entire price index.** Adds to the index all the prices, whether they were already indexed before or not. Much slower than the previous button when you have many products.
- **Build attribute index.** Adds to the index all the product attributes.
- **Build url index.** Adds to the index the URLs for all the products.

You should update your indexes every time your products' data changes. As this can prove pretty painstaking or even boring, PrestaShop enables you to trigger the indexing automatically, using cron tasks. Add the provided URLs to your crontab, and you will not have to handle this yourself anymore. If you do not know about cron and crontab, ask your webhost about it.

Existing filters templates

Layered navigation is based on templates, or groups of criteria. There is one by default, named "My template", which makes use of all the available filters. You should create templates more adapted to your content or needs.

You can have as many templates as needed. This section enables you to edit and delete them when necessary.

Build your own filters template

The template builder enables you to specify what kind of filters your customers should have access to.

Creating a new template requires only three easy steps:

1. **Select categories.** You can either create filter for the whole site, or on a per-category basis.
 You could for instance have the whole site display the price filter, while some categories can have additional filters.
 When choosing "Specific categories", a small window opens where you can choose in which categories this filter should be available.
 Note that filters do not automatically apply to sub-categories of the selected category: if there is no product on your "Home" category, then the layered navigation will not appear there.
2. **Selected filters.** The number of available filters depends on the content of your shop. Six default filters will appear here: price, weight, condition, manufacturer, available stock and sub-categories. Along with these are the attribute groups for all products in the selected categories (with the number of products). Check a filter's box to move it from the "Available" section to the "Selected" one. You can move the filters up and down with your mouse cursor, which will influence their display in the front-page.
 Each filter has a two drop-down menu included:
 - **Type of display.** You can choose how the filter is displayed to the customer. The visualization depends on the type of the filter.
 - Numerical (price & weight): check-box, radio button, drop-down list. Note that only the check-box setting allows for multiple selection.

- Alphabetical (all others): slider, inputs area, list of values.
 - **Limit.** If some of your categories have too many choices for a given filters, you can limit the number of displayed items using this selector.
3. **Name your template.** Customers will not see the name, but it will prove very useful to you when you have to edit one template among the dozen or hundred you may create in the lifespan of your shop.

Note that saving the filter will not save the whole configuration: you have to save the filter first, then click on "Save configuration".

Configuration

Two options are available:

- **Hide filter values with no product is matching.** If disabled, you will still see filters, even if they are useless because of the lack of matching product (which can make the layered navigation over-crowded with options).
- **Show the number of matching products.** Displays the number after the name of the filter, between brackets. If there is no matching product, it will display "(0)".
- **Show products from subcategories.** The filter applies to more than just the current category.
- **Category filter depth (0 for no limits, 1 by default).** If the above option is enabled, you risk having too many products taken into account, and lose the interest of layered navigation. The depth is of 1 by default, but you can use even deeper sub-categories.
- Use tax to filter price.
- **Allow indexing robots (google, yahoo, bing, etc.) to use condition/availability/manufacturer filter.** These four filters help you define whether search bots should be able to browse your navigation and index it. This can prove beneficial for SEO (search engine optimization).

These options apply to all templates and filters.

Link block

With this module, you can add links to the sites you want, or to pages of your shop.

The configuration page is divided in three sections:

- **Add a new link.** Enables you to specify the link's name and URL, and whether it should open in a new page or not.
When adding a link, do not forget the "http://"" part. For instance, <http://www.myprestashop.com>.
Note that it is often said that opening a link in a new page is bad practice. At the very least, you should keep your shop's own page in the same window.
- **Block title.** Enables you to rename the link block itself, and even link to a page from the block's title.
- **Settings.** Enables you to sort the links. By default the links are ordered by most recently added link. If you want to invert this setting, select instead "by oldest links" from the drop-down list.

At the bottom of the page, you will find all of the links that you have entered. If you would like to modify the links, click the edit icon. To delete a link, click the trashcan icon.

Manufacturers block

Displays a block of manufacturers/brands.

The block's content can be displayed in two ways: either as a list of links, or as a drop-down list. It can even display both, with the text links being limited in number, whereas the drop-down list gives access to all the manufacturers. Manufacturers are displayed alphabetically.

My Account block

Displays a block containing links to the logged customer's various account pages: previous orders, package tracking, product returns, registered addresses, available coupons, etc. Once the client is connected, this block is displayed.

My Account block on footer

New in 1.5.

This is the equivalent to the "My Account block" module (see above), but specifically designed to be used in the theme's footer.

New products block

Displays a block presenting the recently added products, in order to make them more visible. With this block, you can drive more traffic to your new products. You can set the number of visible links by configuring this module.

By default, a product is considered as new if it has been added to the shop's catalog in the last 20 days. You can change that setting in the "Products" page under the "Preferences" menu.

If you do not have recent product, displaying this block will hint that you do not renew your catalog much. Therefore, it is not recommended to enable the "Always display block" option for this module.

Newsletter block

Displays a block which invites your shop's visitors to subscribe to your newsletter.

In the configuration screen, you can set several options:

- Display configuration in a new page.
- **Send verification e-mail after subscription.** This is important, as it prevents unsuspecting people to be subscribed without their knowledge.
- **Send confirmation e-mail after subscription.** Likewise, a customer should always confirm they he or she chose to be subscribed to your newsletter. This way they cannot say you are sending them spam without their consent.
- **Welcome voucher code.** You can thank new subscribers with a voucher code. For instance, you can offer them 10% off their next order. To create a new voucher code, go to the "Cart rules" page under the "Price rules" menu. See how to create a voucher in the "Creating Price Rules And Vouchers" chapter.

Permanent links block

Adds a block on the front-end, which displays permanent links to your CMS pages, such as sitemap, contact, etc.

Product Comments

Enables logged-in customers or visitors to leave a message on your product page. Comments will appear in a new tab right on the product page, next to the "More info" section. They can also rate your products, between 0 and 5 stars. You can also manage comments from this module, such as moderate them or delete them.

Logged-in customers can also report spam or useless comments to you: when a comment is displayed on a product page, it has two options:

- "Was this comment useful to you?" If the customer clicks "No", other visitors will see this.
- "Report abuse". If the customer clicks this button, the comment goes to the "Reported comments" queue.

The configuration screen gives you access to several sections:

- **Configuration.**
 - **All comments must be validated by an employee.** This makes sure that no spam or insult ever appears on your live site, which could ruin your content. Note that in some countries, validating content is akin to publishing them yourself, and therefore can make you responsible for their content.
 - **Allow guest comments.** You can allow non-logged visitors to publish comments too. Be careful, as this can greatly increase spam comments.
 - **Minimum time between 2 comments from the same user.** This prevents spam bot to fill your inbox with comments – or at least limits the impact.
- **Moderate Comments.** If you chose to have comments validated by your staff before they are public, they will be displayed in this section, and can choose to put them offline if you feel they are detrimental.

- **Reported Comments.** Customers can click a "Report abuse" link on any comment, which will bring it to your attention here. You can choose to dismiss the report and accept the comment, or remove the comment altogether.
- **Add a new comment criterion.** You can motivate your customers to leave comments by providing them with criteria, or "themes": text fields with a title indicating what the comment should be about, such as "scent", "taste", "robustness". This helps your customers come up with ideas for their comment.
 - **Name.** The name is visible to your customers, so choose a short and specific one.
 - **Apply to.** You can choose to have the chosen criterion field appear on all products ("Valid for the entire catalog"), or on a set of products.
If you choose to restrict the criterion to a subset of your catalog (either some categories or some products), a new section will appear after saving your criterion: "Manage criterions scope". See below.
 - **Active.** You can disable a criterion at any time.
- **Manage criterions scope.** This section only appears when you have at least one criterion that is restricted to a subset of your catalog. In the drop-down list, choose the criterion for which you want to set the scope. The page will reload with a table of all your categories or products (depending on the scope choice). Check the boxes for all the items that apply, and validate.
- **Manage Comments.** This is where all the public comments appear. You can choose to delete them by clicking on the red icon (the "Do Not Enter sign"-like icon), either one by one or in batch.

Product tooltips

Displays live notifications on your shop. This module helps the visitors know what is happening on your shop in real time. Whenever a visitor visits a product's page, three kinds of notification can be displayed over the content at the top right of the page:

- The number of people who are currently also watching this page. In effect, it displays the number of people who have been on this page in

the last 30 minutes, 30 being the default value, which you can change using the "Lifetime" option.

- The last time this product has been bought.
- The last time this product has been added to a cart.

The first option is always a nice thing to have. The other two are a bit trickier: on a successful product, it can be nice to see it has been recently bought; on the other hand, less-successful products will be seen as failures if they have not been bought for a long period of time.

This is why the "Do not display events older than" option is important: make sure not to change it to double-digit number, or you will without doubt make fewer sales of already-disappointing products.

Products Category

On each product page, displays suggestions of other products that are in the same category. This module is particularly useful for discovering what your shop has to offer.

In the configuration page, you can choose whether to display the other products' prices or not.

RSS feed block

Adds a block displaying an RSS feed. A RSS feed is a website content syndication format, which enables anyone to display the latest content from a website on another.

With this module, your visitors can stay informed about news from a site that you specify in the field provided in the module configuration. The RSS feed will then appear on the front of your shop in a block. Visitors can sign up for the RSS feed in this block.

This module has three configuration options:

- **Block title.** Give the block a comprehensible name: you might not want your visitors to think that the content displayed is from your own website.
- **Add a feed URL.** Do not put your shop's address in this field, as it could create an error.

- **Number of threads displayed.** Usually, a RSS feed contains 10 to 20 of the latest articles from the source website. You could limit that to 5 or fewer, in order to not clutter your homepage with content other than your products.

RSS products feed

Enables you to generate a RSS Product feed for your shop's catalog. A RSS feed is a website content syndication format, which enables anyone to display the latest content from a website on another.

With this module, loyal customers will be able to get regular updates about products added to your catalog, by adding this feed to their own feed reader, without the need to subscribe to your newsletter. Also, other websites will be able to display your new products on their page. Finally, search engines may use it to discover your new content.

✔ In case of a multistore installation, you can display the new products from one shop, right in the sidebar of another of your shop using its RSS Feed Block module.

The module is enabled by default. If you would rather not have your content be available to anyone, disable it.

Send to a Friend module

Displays a "Send to a friend" link at the bottom of every product pages. Clicking it opens a window where the customer can enter the name and e-mail of the person who he wants to tell about this product. The e-mail sent contains a simple link to the product's page.

This module can be important, because as a shop owner, you want to give your customers the opportunity to spread knowledge of your products and your shop.

Stores block

Displays a block with a link to the store locator. If you do not have any physical location where customers can buy products, then be sure to disable this module.

Your list of physical stores is available in the "Store Contacts" page, under the "Preferences" menu. By default, there are a handful of sample stores lists, which you should delete in order to replace them with your own.

The configuration page simply enables you to choose a picture to display as the link to the store locator.

Suppliers block

Displays a block of suppliers.

The block can display two types of content: either as a list of links, or as a drop-down list. It can even display both, with the text links being limited in number, whereas the drop-down list gives access to all the suppliers. Suppliers are displayed alphabetically.

Tags block

Each of your products can have tags added to its description page. Basically, they help create on-the-fly categories of products which have the same tags, but this module makes tags even more useful by adding a block in one of the theme's columns, where the most popular tags are displayed in order of importance, with the most prominent ones using a bigger font.

In the configuration page, indicate how many keywords should appear.

Top horizontal menu

New in 1.5.

This is an important module: it adds a whole new block at the bottom of the header, where you can display links to the various categories and pages of your shop.

This is very useful, as it helps your customer quickly find their way through your shop. You can have simple links or menus with sub-menus, thus enabling customers to have a good bird's eye view of your content.

Top seller block

Adds a block displaying the shop's top selling products.

The configuration page enables you to set if the block should be displayed even when there is no product or even no product sale yet.



The block is not present in the default theme at first. You will have to hook it to a location, for instance the right column.

To hook the module to the right column, go to the module's configuration page, then:

1. Click the "Manage hooks" link at the top. You are taken to the "Positions" page.
2. As you can see in the "Positions" page, the module does not appear in any hook. Click the "Transplant a module" button at the top right to hook the module.
3. In the hooking tool, select "Right column blocks" from the "Hook into" drop-down list.
4. Save your change, then reload the homepage to see the module's block appear. You can then change the module's location by using the Live Edit tool.

Treepodia

Treepodia is a third-party service, which helps you turn your entire product catalog into product videos. You can access their website at <http://treepodia.com/>.

You must be registered with them in order to use their service. Click the "Registration" button from the module's configuration page.

User info block

Adds a block that displays information about the customer:

- Link to his or her cart, with a quick view of its content.
- Link to the customer's account.
- Link to log out of the shop.

Viewed products block

Displays the latest products that a customer has recently consulted. You can set the number of products shown using the "Products displayed" field.

Wishlist block

Adds an "Add to my wishlist" link on all product pages. Logged-in customers can then build a wishlist of products from your shop, and send it as a link to their friends. A customer can have many wishlists.

The module also adds a "Wishlist" block on every pages of the shop, which only the customer can see. The block is there so that the customer knows exactly what is in it, and can review it regularly. The block features a "My wishlists" link to access the wishlists management tool.

The module's configuration page enables you to view your customers' lists: simply select a customer in the drop-down list to have the page reload with the chosen customer's lists.

Internationalization & Localization

No native module in this section.

Merchandising

No native module in this section.

Migration Tools

Importer osCommerce

This is an import module for the shop importer tool: the Shop Importer module **must** be installed first (see below).

Install this module in order to import data from a previous osCommerce shop. Once installed, go the Shop Importer module's configuration in order to start importing.

Shop Importer

This is a generic module to import your stock of products from another e-commerce system to your PrestaShop shop. By default it does not provide anything, it needs platform-specific modules in order to work. Once at least one such module is activated, this module's configuration page gives access to a drop-down menu. Choose the platform of the source system, and enter the required authentication details. Click "Next Step" and follow the module's instructions.



Caution

Do make a backup of both platforms before doing anything! It is vital that you be able to restore your data in case of import failure.

Payment & Gateways

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

PrestaShop has three basic payment modules, that you can use out-of-the-box, without any 3rd-party service registration:

- Bank wire
- Cash on delivery
- Check

Additionally, several modules for 3rd-party payment services are available by default:

- Directly as a native file:
 - Authorize.net
 - Buyster
 - PayPal
- Available from Addons:
 - Allied Wallet
 - DIBS
 - Hipay
 - Moneybookers
 - Ogone
 - Google Checkout (gcheckout)

There is strictly no difference in quality between the native 3rd-party modules that are available directly as files, and the ones that PrestaShop downloads from Addons. Many are developed by the PrestaShop developers themselves, in close collaboration with the services' developers. All are safe to use.

The module download from Addons is done transparently when clicking in the "Install" button. Therefore, it is not different from installing a module whose files are already available locally.

Note that you can find many other payment modules on Addons:

<http://addons.prestashop.com/en/4-payments-gateways>.

Allied Wallet



How customers pay for products in their shopping cart is just as important as the shopping cart itself. So when choosing a payment processing solution, make sure you chose one that works for you, and Allied Wallet is one of the best payment solutions available to PrestaShop users.

You must have an Allied Wallet account in order to use this module, and you can easily create one by going to this URL:

<https://www.alliedwallet.com/sign-up>.

Configure the module with your Allied Wallet Merchant ID, your Allied Wallet Site ID and your Redirect URL. The redirect URL is the page to which Allied Wallet should return paying customers once they have validated their purchase on their server. Generally, you can keep the suggested URL, which is in the form of

<http://URL-OF-YOUR-SHOP/history.php>.

Once you have filled out the necessary information and have received a confirmation email from Allied Wallet, you'll be able to start accepting payments securely from customers all over the world.

Authorize.net AIM

The Authorize.net AIM module makes it possible for your shop to accept payments by credit card.

You must have an Authorize.net account in order to use this module. You can access the website by clicking the Authorize.net logo in the module's configuration page (right of the page).

Then, configure the module with your Login ID and your key. Indicate whether

you are in Test mode or in Production mode, select the types of cards that you want your shop to accept, and finally, indicate what should be the matching PrestaShop order state for the Authorize's "Hold for Review" state (by default: "Payment error").

Once the settings are in place, your customers will see the "Authorize.net AIM" option appear in the shop's front-office as part of the available payment methods.

Bank Wire module

This module makes it possible for your customers to pay using a bank wire.

In order for the module to accept bank wires, you need to fill out the address of the bank that your store uses. This is done in the module's configuration page.

Once the settings are in place, your customers will see the "Pay by bank wire" option appear in the shop's front-office as part of the available payment methods. After they have selected it and indicated their choice of currency, your bank information will appear.

Note that when receiving the customer's bank wire, you **must** manually change the payment status of the order to "Payment accepted" in your back-office. This is different from a credit card order, where the payment is carried out automatically. You can find the order and change its status in the "Orders" page, under the "Orders" menu.

Buyster

New in 1.5

Buyster is a new service, jointly created by the 3 main cellphone network operators in France, and Atos, a major French IT services company. It is approved by the Bank of France.

This module makes it possible for your shop to accept payments by phone number: the customer enters his or her cellphone number, which is tied to the customer's bank account at each operator. The credit card stays protected, and a confidential 6-digits code. **Therefore, this module should be limited to customers from France.**

You must have a Buyster account in order to use this module. You can access the website by clicking the link in the module's configuration page, in the "Info service Buyster" tab.

Then, configure the module with your Buyster MerchantID, your password and your signature, in the "Account settings" tab.

From there on, you can keep configuring the module using the "Option payment" and "Logo settings" tab.

The last tab, "Manage Buyster transactions", gives you some useful information on how the module works.

Once the settings are in place, your customers will see the "Buyster" option appear in the shop's front-office as part of the available payment methods.

Cash on delivery

This module makes it possible for your customers to tell you that they will pay for the product directly to the one who delivers it. This could be in-store, or you could have your own employees bring the product to your customers. This is mostly useful for local deliveries.

Check module (paying by check)

This module makes it possible for your customers to pay by sending a check (or "cheque" in UK English) to you.

To configure payment by check, open the module's configuration page and indicate the order to which your customer must make the check payable – most of the time, your name or your company's name and your address.

This information will then appear to the user at the end of the ordering process, after clicking the "Pay by check" option, and validating with a click on the "I confirm my order" button.

Note that when receiving the customer's bank wire, you **must** manually change the payment status of the order to "Payment accepted" in your back-office. This is different from a credit card order, where the payment is carried out automatically. You can find the order and change its status in the "Orders" page, under the "Orders" menu.

DIBS

The DIBS module makes it possible for your shop to accept payments by credit card. DIBS is popular in the Nordic countries, but works worldwide.

You must have a DIBS account in order to use this module.

Then, configure the module with your DIBS MerchantID, your two secure keys, and your Accepted and Cancelled URLs (by default and respectively, <http://URL-OF-YOUR-SHOP/index.php?controller=order-confirmation> and <http://URL-OF-YOUR-SHOP/>).

Finally, you can choose whether you are using DIBS in Test or Production mode, and the color scheme of Flexwin, the payment solution graphic interface.

Once the settings are in place, your customers will see the "DIBS" option appear in the shop's front-office as part of the available payment methods.

Hipay

The Hipay module makes it possible for your shop to accept payments by credit card.

You must have a Hipay account in order to use this module.

Then, configure the module with your Account number, your Merchant password, and your Site ID.

Finally, you can choose the authorized age group, and restrict the module to certain zones.

Once the settings are in place, your customers will see the "Hipay" option appear in the shop's front-office as part of the available payment methods.

Merchant Warehouse



Merchant Warehouse enables PrestaShop clients to securely process all forms of online payment without having to worry about expensive and unnecessary gateway fees.

You must have a Merchant Warehouse Account in order to use this module, and you can easily create one by clicking [here](#) to contact a Merchant Warehouse representative.

After your account has been created, you will then need to install the Merchant Warehouse module – included natively in PrestaShop v1.5 – into your Back Office. Once the installation of the module is complete, you will need to configure it.

After clicking "Configure," you will then be redirected to a registration screen. Simply fill out all of the required fields before clicking the "Register" link at the bottom of the window.

Once you've provided the necessary information about your store, you will then need to enter your credentials via the "Credentials" tab under the module's configuration settings. Here you will simply need to supply your merchant name, site ID and Key (all provided to you after creating your account) before clicking "Save."

Now it's time to customize the Merchant Warehouse module. To do so, navigate to the "Layout" tab found under the module's configuration settings. Here you can customize certain visual elements of the module as they will appear in the shopping cart of your online store. Once you have finished the customization (optional), you will be ready to start accepting secure online payments from customers all over the world.

Moneybookers Skrill

The Moneybookers Skrill module makes it possible for your shop to accept payments by credit card.

You must have a Moneybookers account in order to use this module. You can reach the sign-up form by clicking on the image in the "Open Account" section. Then, click on the "I already have a Moneybookers account" button to continue configuring the module.

Once the settings are in place, your customers will see the "Moneybookers Skrill" option appear in the shop's front-office as part of the available payment methods.

Ogone

The Ogone module makes it possible for your shop to accept payments by credit card.

You must have an Ogone account in order to use this module. You can reach the sign-up form by clicking on the "Create your free Test account!" button in the configuration page.

Then, configure the module with your PSPID, your SHA-in signature, your SHA-out signature, and finally choose whether you want to use the module in Test mode or in Production mode.

Once the settings are in place, your customers will see the "Ogone" option appear in the shop's front-office as part of the available payment methods.

PayPal

The PayPal module makes it possible for your shop to accept payments by credit card or PayPal's own payment service.

You must have a PayPal account in order to use this module. You can reach the sign-up form by clicking on the "Opening your PayPal account" button in the configuration page.

Then, configure the module and enter your API Username, your API Password and your API Signature. You should also make sure the other settings fit your needs.

Once the settings are in place, your customers will see the "PayPal" option appear in the shop's front-office as part of the available payment methods.

weXpay e-money

New in 1.5

The weXpay module makes it possible for your shop to accept payments through weXpay's own pre-paid system. weXpay is a French solution.

You must have a weXpay account in order to use this module. You can contact their team using the information in the "Contactez l'équipe weXpay" section on the right.

Then, configure the module with your weXpay merchant ID.

You can find more information on the configuration by reading the weXpay PDF, found under the "Pour plus d'infos, cliquez-ici" link at the bottom.

Once the settings are in place, your customers will see the "weXpay" option appear in the shop's front-office as part of the available payment methods.

Google Checkout (gcheckout)

The Google Checkout module makes it possible for your shop to accept payments by credit card or Google's own payment service.

You must have a Google Checkout account in order to use this module. You can reach the sign-up form here: <https://checkout.google.com/>.

Then, configure the module with your Merchant ID, and your Merchant Key, and finally choose whether you want to use the module in Test mode (Sandbox) or in Production mode (Real). You should also make sure the other settings fit your needs.

Once the settings are in place, your customers will see the "Google Checkout" option appear in the shop's front-office as part of the available payment methods.

Payment Security

FIA-Net - Système d'Analyse des Commandes - Certissim

FIA-Net is a **French** third-party e-commerce trust partner: it protects both customers and online shops against credit card frauds and other malevolent activities.

You must already have a FIA-Net account in order to use the module. You can ask for one here:

<https://www.fia-net.com/marchands/devispartenaire.php?p=185> .

Then, configure the module with your login, your password, and your Site ID, and finally choose whether you want to use the module in Production mode or not. You must also indicate the global business type of your shop.

Additionally, you should indicate the business type of each of your categories, the carrier type of each of your carriers, and what kind is your default carrier.

Once the settings are in place, a FIA-Net logo will appear on your homepage, and your orders will be analyzed by FIA-Net to make sure no fraud is happening.

Secuvad (Lutte contre la fraude)

Secuvad is a **French** solution for fighting against international online fraud. It can also offer a guarantee against unpaid orders, and act as debt collector.

You must have a Secuvad account in order to use the module. You can create one directly from the module. Make sure to fill all the fields with the exact details of your shop, including the types of products that you are selling.

Then, configure the module with your login, your password, your ID, and finally choose whether you want to use the module in Test mode or Production mode.

Once the settings are in place, a Secuvad logo will appear on your homepage, and your orders will be analyzed by Secuvad to make sure no fraud is happening.

Trusted Shops trust solutions

Trusted Shops provides two services:

- Verifiable customer ratings of your shop,
- Quality seal and buyer protection

You must have a Trusted Shops account in order to use the module. You can reach the sign-up form by clicking on the "Apply now!" link in the module's configuration page.

Then, configure the module with your Trusted Shops ID, and follow the instructions.

Once the settings are in place, a Trusted Shops logo will appear on your homepage.

PrestaShop Security (presta fraud)

PrestaShop Security is a service provided by PrestaShop in order to protect the security of your shop against fraudulent payments.

If you do not have an account, you can create one directly from the module: fill in the first field with your e-mail, and check that the second one does contain the correct URL for your shop, then click "Create Account". You will have to agree with the terms and conditions of the module.

If you do already have an account, change the top selector accordingly in order to make the full configuration form appear. Fill the various fields with the exact details of your shop, along with your Shop ID and Shop KEY (as provided by PrestaShop Security).

Once the settings are in place, orders will be analyzed by the module to make sure no fraud is happening.

Pricing & Promotion

Customer loyalty and rewards

PrestaShop's loyalty module offers an advanced tool for building automatic vouchers depending on your customers' purchases and reward points. Your customers get a certain amount of loyalty points depending on the amount they spend at your shop.

The configuration screen enables you to be very specific about the generation of vouchers:

- **Ratio.** Basically, the conversion rate of money spent in reward points, and of reward points in money won. The module uses the default currency of the shop.
The first field indicates how much money the customer should spend in order to get 1 reward point.
The second field indicates how much money the customer gets for each

reward point.

By default, the settings are 10 and 0.2, which means that the customer wins 2€ for each 100€ spent on your shop.

- **Voucher details.** This is simply the name of the voucher. It will appear in the customer's account page.
- **Minimum amount in which the voucher can be used.** You can set a limit in order to keep customers from using vouchers as soon as there is the smallest sum of money on it. By default, it is set to 0, which mean that they can use the voucher whenever they want.
- **Give points on discounted products.** Choose whether discounted products count when calculating the voucher.
- **Points are awarded when the order is....** By default, the reward points are awarded only when the product is delivered. But you might prefer to have them awarded at any other order status, for instance as soon as it is paid.
- **Points are canceled when the order is....** Points can be canceled if the order reach a given status, for instance if it is canceled.
- **Categories.** You might want the awarded vouchers to not work in some specific categories. Choose which ones are okay using this form.
- **Loyalty points progression.** This section contains the messages that are displayed to the customer. You might want to change the phrases to better fit your shop's "attitude". Also, make sure to translate the phrases in all your supported languages.

Bloc promotions

This module adds a block to your shop's home-page, where the customer can discover the current specials, chosen at random in your catalog.

You can add more products to the "Specials" by giving them a discount: go to the product's catalog page, open its "Prices" tab on the left, and in the "Specific prices" section, click the "Add a new specific price" button to open the creation form.

Quick /Bulk Update

No native module in this section.

Search & Filter

Quick Search block

This module installs a block with search field in your shop front-end. The search block can display results as soon as the first letters are typed.

The module is installed and enabled by default, and you should leave it enabled to facilitate visitor's navigation.

SEO

Google sitemap

This module helps you build a sitemap for your shop, and keep it up to date.

In order to optimize your SEO, it is essential to have a sitemap, which is a XML file that lists all the products and pages on your shop. This file will enable search engines to index all pages easily and efficiently. Your products will then appear perfectly in the search engines when a visitor conducts a search. You can create a sitemap for PrestaShop, and be indexed by all the search engines that support the file format (Google, Yahoo, Bing...), using tools such as Google's Webmaster Tools.

The configuration page has few options:

- **Sitemap also includes products from inactive categories.** You must decide whether or not to display the products that you have not activated in your shop. If you want to use all products, check "Sitemap contains all products". Inactive products will then be indexed by Google so that you can make them visible as soon as you put them back online.
- **Sitemap also includes CMS pages which are not in a CMS block.** Likewise, you may want the sitemap to also include CMS pages that are not directly available

Once you have finished configuring the module, click on "Update sitemap file". You are then given the Sitemap's address (e.g., myprestashop.com/sitemap.xml). Copy this URL to save it to your Google

Webmaster Tools account. The module will then show you the file size and the number of pages indexed. Remember to update it regularly so that search engines index your content perfectly.

The last section of the configuration page gives a cron link. A good sitemap is an updated one, and unless you are willing to click on the "Update sitemap file" button every time there is a change on your shop, you might want to have your server do the work for you. Create a cron task with the given URL, and never worry about this again.

If you do not know what a cron task is, ask your web host.

Shipping & Logistics

Date of delivery

This module displays an approximate date of delivery during the checkout process.

The configuration page has two sections:

- **Carrier configuration.** The module relies on indications from your carriers. You must therefore add rules for each of your carriers, by clicking on the "Add a new carrier rule" link.
- More options:
 - **Extra time when a product is out of stock.** Estimate the time it might take for your team to re-stock products. This is only useful if customers can order out-of-stock products (the option for this is in the "Products" preference page, in the "Products stock" section).
 - **Extra time for preparation of the order.** Estimate the time it might take for your team to prepare an order.
 - **Preparation option.** If your packaging team also works on weekends, indicate it, as the module takes this into account.
 - **Date format.** The format in which the expected delivery date is displayed. It uses PHP `date()` format: each letter has a meaning, as explained in the indicated link. The default, "l j F Y", means the date will be displayed in the format "Saturday 21 January 2012". There are many more letters that you can use to build the date format as you see fit.

Adding a new carrier rule is pretty straightforward:

- **Carrier.** Choose the carrier for which you want to add the rule.
- **Delivery between.** Set the timeframe in which the chosen carrier promises to deliver products. You have to gather this information from the carrier itself.
- **Delivery options.** Some carriers also deliver on weekend days. Be sure to indicate it if so.

You should create as many carrier rules as necessary.

Kiala Comprehensive datafile integration

New in 1.5

This module makes it possible for your customers to have their parcels delivered in a Kiala collection point. Kiala points are widely available in France, and also in other select European countries.

You must have a Kiala account in order to use this module. You can reach the sign-up form here: <http://www.kiala.com/>.

Then, configure the module with all the information about you and your shop in the form in the "Kiala Module Status" section.

The "Country settings" section further down helps you indicate in which countries you want to make Kiala delivery available for your customers.

Finally, the "Kiala advanced settings" section adds a few more options:

- **Export folder.** The local folder where the module will save its export, containing a lot of useful information.
- **Prefix for order and parcel number.** You can have a shop-specific prefix for your shop, which make it look more personalized for your customers.
- **Export on each order?.** You may prefer to have several order-specific export files rather than a big one.
- **Parcel tracking criterion?.** Should the parcel be tracked on a per-customer or a per-order basis? If you are unsure, keep it to per-order.

Once the settings are in place, your customers will see the "Kiala" option appear in the shop's front-office as part of the available delivery methods.

Mondial Relay

This module enables you to display rates for delivering in Mondial Relay points. This service is available in France, Luxembourg, Spain and Belgium.

You must have a Mondial Relay account in order to use this service. You can reach the sign-up form here: <http://www.mondialrelay.com/>.

Then, from the module's configuration page, click on the "Account details" icon and enter the necessary information, as provided by Mondial Relay: Webservice Enseigne, Code marque, Webservice, KeyEtiquette's Language and Weight Coefficient. The KeyEtiquette's Language can only use the languages that are enabled on your shop; you can enable more language from the "Languages" page, under the "Localization" menu. Click "Update Settings" in order to connect your shop to the Mondial Relay webservice, and from there on, follow the module's instructions in the "Shipping" and "Advanced settings" screens.

Once the settings are in place, your customers will see the "Mondial Relay" option appear in the shop's front-office as part of the available delivery methods.

Shipping Estimation

This module enables the customer to compare carrier possibilities before continuing with the checkout process.

This module is very straightforward: just install it to display its option on your front-office.



All the available carriers must have their fees properly set. This is done at the bottom "Shipping" page, in the "Fees by carrier, geographical zone, and ranges".

The module configuration page only has one option, "Refresh carrier list method". This enables you to display a carrier either only when all the information is set, or at any time.

TNT Express France

New in 1.5

This module enables you to display rates for deliveries via TNT express services. This service is available worldwide.

You must have a TNT account in order to use this module. You can reach the sign-up form here: <http://www.tnt.com>.

Then, configure the module with your TNT login, password and account number, all in the "Account settings" tab.

From there on, you can keep configuring the module using the "Shipping Settings" and "Service Settings" tabs. This last tab enables you to be very specific about the delivery service you want to make available for your customers, as well as any additional charge you might require depending on the package's weight.

Once the settings are in place, your customers will see the "TNT Express France" option appear in the shop's front-office as part of the available delivery methods.

Tracking - Front office

This module completes PrestaShop with an integrated affiliate program feature, which enables your affiliates to access their own statistics.

The affiliate program tool is located in the "Referrers" page, under the "Stats" menu. Once you have installed the "Tracking - Front office" module, these affiliates can access their statistics by going to <http://www.yoursite.com/modules/trackingfront/stats.php>.

To create a new affiliate, click the "Add new" button, and in the creation form, add the affiliate account username and password, then specify the fee they receive per click, per order and per percentage of sales.

Click on the header of the "Help" section to display instructions on how to set up the referrer URLs.

The "Technical information - Expert mode" enables you to use regular expression instead of plain text URLs.

So Colissimo

New in 1.5

This module enables you to display rates for deliveries via SoColissimo, a service by La Poste, France's historical postal service. This service is available mainly in France.

You must have a SoColissimo account in order to use this module. This is done by calling La Poste from a French phone, using this number: **3634**.

Then, configure the module with your SoColissimo information: ID So, key, preparation time, overcost, URL So, Fancybox, Supervision and Supervision URL. A full documentation is available (in French) as a PDF file, which you can find under the "Documentation" link on the configuration page.

In order to finalize the installation, copy/paste the two final URLs in your SoColissimo back-office.

Once the settings are in place, your customers will see the "SoColissimo" option appear in the shop's front-office as part of the available delivery methods.

Slideshows


No native module in this section.

Smart Shopping

Twenga Ready to Sell

This module makes it possible to list your shop and its products on Twenga. Twenga is an online open shopping platform that aims to bring together "all online products and shops in one place". This module exports your list of products to their service, and helps you track your sales through them.

You must have a Twenga account to make this module work. You can reach the sign-up form here by clicking the "List my website on Twenga" link. Then, configure the module with your hashkey, login and password. The module will take care of send your catalog to Twenga.

 Each visitor who comes to your website will cost a few cents. You can view the pricing grid by clicking on the "Twenga Prices" link at the bottom of the configuration page.

Export Shopping Flux

New in 1.5.

This module makes it possible to list your shop and its products on hundreds of price comparison sites and marketplaces (mostly French), through the Shopping Flux service (<http://www.shopping-flux.com/>).

You must have a Shopping Flux account to make this module work. You can request one using the form at the bottom of the module. Then, configure the module with your login and token, and set the various options to your likings.

You can find more information about this module on the Shopping Flux website: <http://www.shopping-flux.com/module-prestashop-shopping-flux/>.

Marketplace

eBay (Addons)

This module enables you to easily bring your product catalog on eBay.

You must have an eBay account to make this module work. Create one on <http://www.ebay.com/>.

Then, configure your module with eBay login and click on the "Register the module on eBay". This will link your shop to eBay, using a specific token. From there on, follow the module's instructions.

Social Networks

No native module in this section.

Other Modules

Kwixo

New in 1.5

The Kwixo module makes it possible for your shop to accept payments through Kwixo's own payment service. Kwixo is part of FIA-Net, the French e-commerce trust seal, and two major French banks, Crédit Agricole and LCL. Customers need to have a Kwixo account, and to have registered a credit card on their service.

You must have a Kwixo account in order to use this module. You can reach the sign-up form by clicking on the link in the configuration page. Then, configure the module with your Merch Id, your Crypt Key, and indicate whether you want to work in Test mode for now, the type of payment you want to accept, and your delay for delivery.


From there on, complete the configuration information by indicating your main product types in the "Information on products sold on your shop" section, and your carrier types in the "Carrier Configuration" section.

Once the settings are in place, your customers will see the "Kwixo" option appear in the shop's front-office as part of the available payment methods.

As a merchant, you have access to a Kwixo-specific back-office at the URL located in the "Manage your payments in your Kwixo administration interface" section.

Understanding The Preferences

The "Preferences" menu enables you to configure and fine-tune some of your shop's details. These include a lot of different aspects of the shop, from technical settings to the customer's shopping experience. Therefore, all of the Preferences options should be carefully examined, and you should consider each option, as enabling or disabling any of them can have a real impact on your shop, and ultimately, your sales.

 The "Preferences" and "Tools" tabs from PrestaShop 1.4 have been entirely reorganized into three menus for version 1.5: "Preferences", "Advanced Parameters" and "Administration".

General

The "General" preference page features a handful of specific settings that could not fit in the other menus. They are nonetheless essential:

- **Enable SSL.** SSL means "Secure Sockets Layer", and includes TLS (for "Transport Layer Security"). Both are cryptographic Internet protocols which secure Web communications. You can read more about these protocols on Wikipedia:
http://en.wikipedia.org/wiki/Secure_Sockets_Layer.
Providing an SSL connection to your shop is not only excellent for any Internet exchanges, but also a great way to reassure your customers about the safety of their own data (authentication, credit card, etc.) on your shop, as modern browsers now display visual cues showing that the connection is secured. If your hosting provider does support SSL, make sure to activate PrestaShop's SSL support, by clicking on the link. This will reveal a selector, where you should choose "Yes".
- **Increase Front Office security.** This adds security tokens to your shop in order to improve its security. In effect, each URL is specific to a customer's session, and cannot be used as-is on another browser, thus

protecting whatever information they might have stored during that session.

- **Round mode.** Once taxes and discount are applied, a price can feature too many decimals, such as \$42.333333333. The round mode is used during the price calculation process (taxes, discount, etc.). There are three modes:
 - **Superior.** Rounding up: 42.333333333 becomes 42.34.
 - **Inferior.** Rounding down: 42.333333333 becomes 42.33.
 - **Classical.** It actually truncates the number at the second decimal: 42.333333333 becomes 42.33.
- **Display suppliers and manufacturers.** The "Suppliers" and "Manufacturers" blocks can be removed from the front-end of your shop, by disabling their respective modules. Yet, using this option, you can have their list still be available, notably using the `/manufacturer.php` and `/supplier.php` URLs.
- **Enable Multistore.** New in 1.5. This little option has major implications: it turns your single-shop installation of PrestaShop into a multiple stores installation. This gives you access to the new "Multistore" page in the "Advanced parameters" menu, and every administration page can be contextualized to apply its settings to either all stores, a specific group of stores, or a single store.
You can read more about PrestaShop's multistore feature by reading the "Managing multiple shops" chapter of this guide.

General

Enable SSL Please click here to use HTTPS protocol before enabling SSL.
If your hosting provider allows SSL, you can activate SSL encryption (https://) for customer account identification and order processing

Increase Front Office security ✓ ☒ Yes ☐ No
Enable or disable token on the Front Office in order to improve PrestaShop security

Round mode classical
You can choose how to round prices: always round superior; always round inferior, or classic rounding

Display suppliers and manufacturers ✓ ☒ Yes ☐ No
Display suppliers and manufacturers lists even if corresponding blocks are disabled

Enable Multistore ✓ ☐ Yes ☒ No
Multistore feature allows you to manage several shops with one back-office. If this feature is enabled, a "Multistore" tab will be available in the "Advanced Parameters" menu.

Orders

The settings from the "Orders" preference page apply to the orders that your customers make, but also to some other details, such as gifting.

General preferences

The screenshot shows the 'General' tab of the PrestaShop 1.5 configuration interface. It contains several settings for the order process:

- Order process type:** A dropdown menu set to 'One page checkout'. Below it, a note says: 'You can choose the order process type as either standard (5 steps) or One Page Checkout'.
- Enable guest checkout:** Radio buttons for 'Yes' (selected) and 'No'. Below it, a note says: 'Guests can place an order without registering'.
- Minimum purchase total required in order to validate order:** A text input field with '0' and a currency symbol '€ (tax excl.)'. Below it, a note says: 'Set to 0 to disable this feature'.
- Allow multi-shipping:** Radio buttons for 'Yes' and 'No' (selected). Below it, a note says: 'Allow the customer to ship his order to multiple addresses. This option will convert the customer's cart into one or more orders.'
- Delayed shipping:** Radio buttons for 'Yes' and 'No' (selected). Below it, a note says: 'Allow the customer to split his order: one with the products currently "in stock", and another with the other products. This option will convert the customer's cart into two orders.'
- Terms of service:** Radio buttons for 'Yes' (selected) and 'No'. Below it, a note says: 'Require customers to accept or decline terms of service before processing the order'.
- Conditions of use CMS page:** A dropdown menu set to 'Terms and conditions of use'. Below it, a note says: 'Choose the Conditions of use CMS page'.

- **Order process type.** By default, the customer has to go through 5 steps in order to complete the checkout process, each on a different page. However, you can choose to have it all done in a single page. The page will be longer, but some customers might prefer this approach.
- **Enable guest checkout.** Allows non-registered visitors to place an order, without having to create an account.
- **Minimum purchase total required in order to validate order.** Indicates the minimum amount that must be in the shopping cart to submit an order. If the amount in this field is not reached, your customer cannot complete their purchase. If you do not want to set a minimum amount, enter "0" in the field.
- **Allow multi-shipping.** New in 1.5. Makes it possible for your customers to have their order split and sent to more than one address. This is very useful for a gifting shop, for instance.

- **Delayed shipping.** New in 1.5. If you enable the "Allow ordering of out-of-stock products" option (in the "Products" preference page), you can allow order items to be dispatched as they become available, in as many shipment as needed (depending on how you team sees it fit). Initially, PrestaShop will split the order in two: the available items are sent right away, while the other items become a second order, waiting to be validated.
- **Terms of service.** Makes your customers have to accept your terms of service before they can validate an order.
- **Conditions of use CMS page.** Your shop's "conditions of use" are to be stored in a static page (a "CMS page"). Select which page to use so that PrestaShop can point to it correctly.

Gift options

Gift options

Offer gift-wrapping ☒ Yes ☐ No
Suggest gift-wrapping to customer and possibility of leaving a message

Gift-wrapping price € (tax excl.)
Set a price for gift-wrapping

Gift-wrapping tax
Set a tax for gift-wrapping

Offer recycled packaging ☒ Yes ☐ No
Suggest recycled packaging to customer

- **Offer gift-wrapping.** Have PrestaShop suggest gift-wrapping to customer, and the possibility of adding a printed a message. It is always a nice feature for people who want to send gifts through your shop.
- **Gift-wrapping price.** Sets the price of your gift-wrapping service.
- **Gift-wrapping tax.** If needed, indicates to which local tax the gift-wrapping is tied. You can add more taxes in the "Taxes" page, in the "Localization" menu.
- **Offer recycled packaging.** If you can offer this service, many customers will appreciate it.

Products

This page contains a few preferences pertaining to how your products are to be handled and displayed by PrestaShop.

General preferences

Products (general)

Catalog mode ☒ Yes ☐ No
When active, all shopping features will be disabled

Set the maximum number of products that can be selected for comparison *
Set the threshold at which a message will announce the product is close to being out of stock. Set to 0 to disable this feature

Number of days for which the product is considered 'new'

Redirection after adding product to cart ☐ previous page ☒ cart summary
Only for non-AJAX version of the cart


Short description max size characters
Set the maximum size of product short description (in characters)

Quantity discounts based on ☒ Products ☐ Combinations
How to calculate quantity discounts

* Required field

- **Catalog mode.** Enabling catalog mode turns your shop into a simple gallery of products, with no way to buy the items whatsoever.
- Set the maximum number of products that can be selected for comparison.
- **Number of days during which the product is considered 'new'.** When you add a product in your shop, it is considered new and it is reported back through the "New products" block and the "New products" page. The field allows you to specify how many days the product will remain visible on the block and page. With this feature, you choose how to display and updated your shop's news. The "New products" page is usually most accessed by your regular customers.
- Redirection after adding product to cart.
- Short description max size.

Pagination preferences


Pagination

Products per page

Number of products displayed per page. Default is 10.

Default order by

The order in which products are displayed in the product list

Default order method

Default order method for product list

- **Products per page.** Indicate how many products are displayed on the pages of your categories.
- **Default order by.** Indicate the order of products in your shop's categories. 6 choices are available:
 - **Product name.** Displays your products based on the alphabetical order.
 - **Product Price.** Displays your products according to their prices.
 - **Product Added Date.** Displays your products according to the date added to your shop.
 - **Position inside category.** Displays your products as they are positioned in the categories in your catalog. The position of the products can be modified directly in the catalog of your shop using the position arrows. This way you have your product in the most attractive fashion for your customers.
 - **Manufacturer.** Displays your products in alphabetical order of their manufacturers' names.
 - **Project Modified Date.** When you edit a product, its modification date is changed. This option makes them appear in the order of modification date.
- **Default order method.** The above options can be sorted by ascending or descending order.

Product page preferences

Product page

Display available quantities on product page ☒ Yes ☐ No

Display remaining quantities when qty is lower than *
Set to 0 to disable this feature

Enable JqZoom instead of Thickbox on product page ☐ Yes ☒ No

Display unavailable product attributes on product page ☒ Yes ☐ No


Display "add to cart" button when product has attributes ☒ Yes ☐ No
Display or hide the "add to cart" button on category pages for products that have attributes to force customers to see the product detail

* Required field

- **Display available quantities on product page.** By enabling this feature, your visitors can see the quantities of each product available in stock. Displaying this information can be used to stimulate sales in the case where the quantity in stock is low. The quantities displayed are the selected attributes and combination.
- **Display remaining quantities when qty is lower than.** You can choose to display an alert when the remaining available stock for a product gets below a certain level. This option is particularly useful for promoting purchases. The text and placement of the alert depend on the theme; in the default theme, it is "Warning: Last items in stock!", and is placed directly below the "Quantity" field.
- **Enable JqZoom instead of Thickbox on product page.** By default, at the click of the mouse, a bigger version of the product image is displayed as an overlay of the page. Once you activate this feature, visitors will still be able to click on the image in order to get the zoom, but a zoom will also appears whenever the mouse hovers over the product's image.
- **Display unavailable product attributes on product page.** Your products can be composed of many different combinations or attributes: color, size, capacity, etc. Attributes can be edited in the "Attributes" page of the "Catalog" menu. Read the chapter titled "A Look Inside the Catalog" to learn more about attributes, and how to use them.
 When one or several attributes are not available anymore, you have two possibilities:

- First possibility: Leave this preference active. Example: The "iPod Shuffle" is no longer available in "Blue" in our shop. By keeping this option enabled, the product's combination will remain visible in the shop. A message will indicate that the product is no longer available in the chosen option, and invite customers to choose another combination. If you enabled the "Allow ordering of out-of-stock products" option (see below), then they will be able to add the unavailable combination to their carts.
 - Second possibility: Disable this preference. If the "Blue" combination of the "iPod Shuffle" product is no longer available, that selection is not displayed the front-office and the customer cannot select it. This feature helps to clearly display the availability of your products.
- **Display "add to cart" button when product has attributes.** New in 1.5. This option prevents customers from adding a product to their cart directly from the category page, if that product has combinations. This forces customers to visit the product's page and pick a combination, instead of only adding the default one to the cart. Note that products with no combination will still have an "Add to cart" button in the category page.

Products stock preferences

 Products stock

Allow ordering of out-of-stock products
 ☒ Yes
 ☐ No
 Add to cart button is hidden when product is unavailable

Enable stock management
 ☒ Yes
 ☐ No

Enable advanced stock management
 ☒ Yes
 ☐ No
 Allows you to manage physical stock, warehouses and supply orders.

- **Allow ordering of out-of-stock products.** New in 1.5. If a product does not have any available stock anymore, the customer can still order it.
- **Enable stock management.** This option gives you access to basic stock management options and features: you can set the current quantity of product, and have PrestaShop lower it for each order, and "re-stock" for each canceled or returned order.
By default you should leave this feature enabled, as disabling it affects

the entire inventory management of your shop. Only if you do not have any physical inventory should you disable it – for instance, if you only have virtual products.

- **Enable advanced stock management.** New in 1.5. Another little option which has major implications: it adds a new menu called "Stocks", which makes it possible to manage very precisely your stock, on a per-warehouse basis if necessary. You can see all the details about your stock: movement, coverage, re-stocking orders, etc. You can read more about PrestaShop's advanced stock management feature by reading the "Managing Stock" chapter of this guide.

Customers

The "Customers" page appeared in version 1.5 to bring together specifically customer-related options, most notably the B2B mode.

General

Registration process type

The "Only account creation" registration option allows the customer to register faster, and create his address later.

Cart re-display at login ☒ Yes ☐ No

After customer logs in, recall and display contents of his/her last shopping cart

Regenerate password minutes

Security minimum time to wait to regenerate the password

Enable B2B mode ☒ Yes ☐ No

Activate or deactivate B2B mode. When this option is enabled, some B2B features are available.

- **Registration process type.** New in 1.5. You can let visitors create a new account without any immediate obligation to register an address, or force them to register an address as soon as they create their account. The first option makes it quicker to create account, which is great, but this will add a new mandatory screen once they want to validate an order, which can turn them off. On the other end, the second option makes account creation longer, but at least they will already have an address registered when they want to validate an order.
- **Phone number.** Likewise, you can require your client to register a phone number, or not. Having a phone number can prove invaluable to you, as

this makes it possible to contact a client directly, but some client resent give this kind of information.



- **Cart re-display at login.** If the customer had a cart that was not checked-out, display it once he or she logs back in.
- **Regenerate password.** New in 1.5. You can choose to limit the frequency at which a customer can generate a new password for his or her account. By default, it is set at 360 minutes – 6 hours.
- **Enable B2B mode.** New in 1.5. The B2B mode brings a handful of new features to your store. Customers are no longer considered as individuals but as companies, and therefore some new options appear: customer profile has new fields related to professional information, prices can be masked and be managed on a per-customer basis for the whole catalog or per category, invoices can be generated manually, etc.

Themes

The "Themes" page enables you to efficiently manage your themes.

Themes list

The first section of the page gives you a complete list of the themes currently available on your installation of PrestaShop. Their 'edit' section lets you change their name and directory (if any another directory is available).

ID	Name	Directory	Actions
1	default	default	 

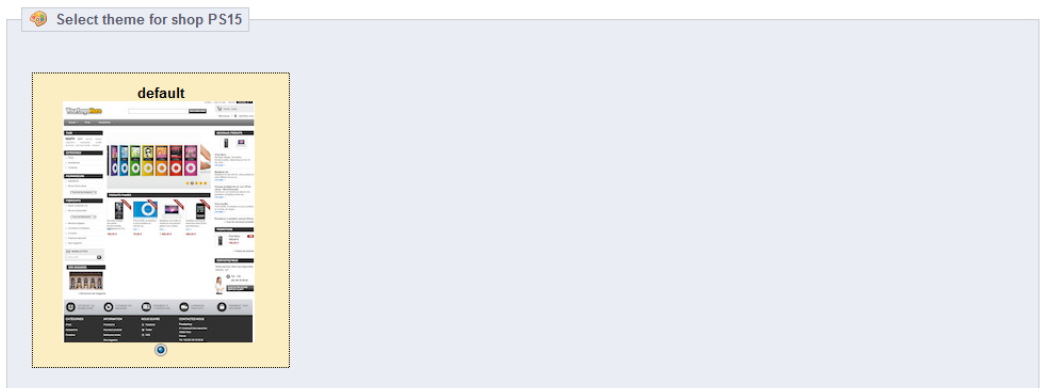
The "Add new" button gives you access to a form that helps you register a theme on your installation. This is very useful when you need to create a new theme.


- **Name of the theme.** Make sure the name is not already used by another theme.
- **Name of the theme's directory.** If you have not already created a theme folder, PrestaShop will create one for you.
- **Copy missing files from existing theme.** This is the cleanest method to start a new theme from another theme's files. It is highly recommended,

when you begin, to create a new theme from the default theme's files, as this makes sure you have all the needed files.

Select theme for shop <name>

This is where you can change the theme for the current shop. The interface presents you with a list of thumbnails of the currently available themes on your PrestaShop installation, and it is up to you to choose the one theme you want to use for your shop.




 In multistore mode, you cannot apply a theme to all your stores or a group of stores; you must select a single store in the multistore menu, then pick a theme.

Appearance

This section helps you to quickly customize the current theme: header logo, mail logo, invoice logo, favicon, store icon and even the navigation pipe can be easily modified from there.


Appearance

Header logo




 Will appear on main page

Mail logo




 Warning: No e-mail logo defined, the header logo is used instead.
 Will appear on e-mail headers. If undefined, the Header logo will be used

Invoice logo




 Warning: No invoice logo defined, the header logo is used instead.
 Will appear on invoice headers. If undefined, the Header logo will be used

Favicon



 Will appear in the address bar of your web browser


Store icon



 Will appear on the store locator (inside Google Maps)
 Suggested size: 30x30, Transparent GIF

Navigation pipe

Used for navigation path inside categories/product




Finally, the "Enable mobile theme" makes it possible for you to use the default mobile theme. With this theme, any PrestaShop merchant can have his or her shop be accessible to mobile devices: from the home page to the payment process, along with product pages and conversion funnel. You can choose the option you like best: mobile, touchpad, or both.

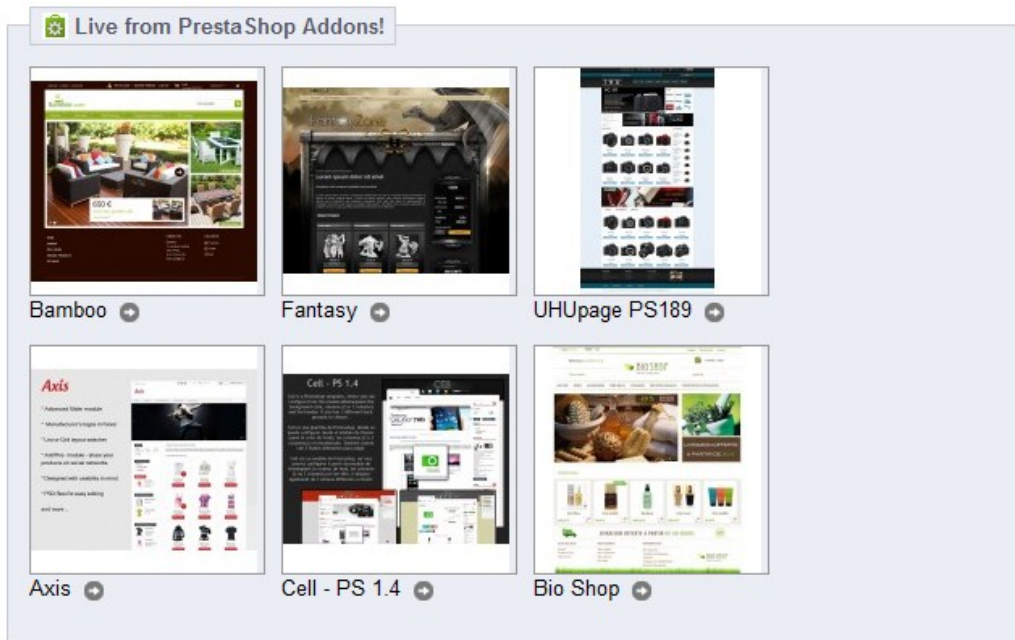
The mobile theme only works for PrestaShop's default theme, since it is included in its folder: `/themes/default/mobile`. Therefore, it will not work if you use another theme which does not have its own mobile theme.

Nonetheless, you can easily use the default mobile theme with any other theme, at least temporarily: simply copy the mobile theme's folder from the default theme's folder to the new theme's folder, and you should be good to go. For instance, if your new theme's folder is `/themes/magnolia`, copy `/themes/default/mobile` folder to the new theme's folder. This is particularly useful if the theme the new theme does not feature a responsive design: this way, your shop can still look good on mobile devices –

albeit with the default look.

 In multistore mode, you can apply these changes to all your stores or a group of stores at one time, using the multistore menu.

Live from PrestaShop Addons!



This presents you with 6 of the latest themes from PrestaShop's Addons marketplace. You can click on each image to reach the theme's individual Addons page and get a better view of it, and possibly buy it.

SEO & URLs

SEO means "search engine optimization". It represents a set of techniques and best practices aimed at improving the visibility of a website on search engines. You can read more about this at Wikipedia:

http://en.wikipedia.org/wiki/Search_engine_optimization

The tools on this page help you improve the presence of your PrestaShop site on web searches, and therefore reach more potential customers.

URL is short for "uniform resource locator", or simply put, the online address of a web page. You can read more about what a URL is at Wikipedia:

<http://en.wikipedia.org/wiki/URL>


















































By default, PrestaShop's deep URLs (that is, specific pages rather than online the domain name) are rather uninformative to both the customer and search engines: an URL such as


http://www.myprestashop.com/product.php?id_product=27 does not help visitors know what product is on that page. Friendly URLs are the way to achieve that, and get for instance

<http://www.myprestashop.com/2-music-players/27-ipod-nano-green>.

As you can see in the second example above, both categories and products can have a friendly URL: `id_category=2` becomes `2-music-players`, and `id_product=27` becomes `27-ipod-nano-green`. While the ID number cannot be removed by default, the words can be either generated from the category/product name, or written by hand. This is done directly in the configuration page for the product or the category (in the Catalog menu): the "Friendly URL" field can be found directly in the main configuration page of a category, and under the "SEO" tab of the configuration page of a product. This is explained in the "Adding Products and Product Categories" chapter of this user-guide.

There are other individual pages in your PrestaShop install that would certainly benefit from friendly URLs: CMS pages, user account pages, pages with automatically generated content... The "SEO & URLs" page presents you with a list of these pages, and enables you to edit their friendly URLs.


	ID ▼ ▲	Page ▼ ▲	Title ▼ ▲	Friendly URL ▼ ▲	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
	1	404	404 error	page-not-found	 
	2	best-sales	Best sales	best-sales	 
	3	contact	Contact us	contact-us	 
	4	index			 
	5	manufacturer	Manufacturers	manufacturers	 
	6	new-products	New products	new-products	 
	7	password	Forgot your password	password-recovery	 
	8	prices-drop	Prices drop	prices-drop	 
	9	sitemap	Sitemap	sitemap	 
	10	supply	Suppliers	supplier	 
	11	address	Address	address	 
	12	addresses	Addresses	addresses	 
	13	authentication	Authentication	authentication	 
	14	cart	Cart	cart	 
	15	discount	Discount	discount	 
	16	history	Order history	order-history	 

 Friendly URLs only work with a server setup that supports URL rewriting. Make sure to check that yours does (ask your hosting provider!), as it can make your shop completely unavailable to customers if you enable friendly URLs and the server does not support it!

At the bottom of the "SEO & URLs" page are three sections with additional options.

Adding a New Friendly URL

Friendly URLs are to be set in the configuration page of each product, category, CMS page... This creation page is only useful for some automatic pages, and most of the time you won't have to worry about these.

 Make sure to fill the fields for all the available languages on your shop: not only is it immensely useful to local users, but some search engines can even make use of this local information.

Meta-Tags

Page: *
Name of the related page

Page title: *
Title of this page

Meta description: *
A short description of your shop

Meta keywords: *
List of keywords for search engines To add "tags" click in the field, write something, then press "Enter"

Rewritten URL: *
e.g. "contacts" for http://mysite.com/shop/contacts to redirect to http://mysite.com/shop/contact-form.php

* Required field


Click the "Add New" button to reach the friendly URL creation form. It has a handful of fields:

- **Page.** The drop-down list gives you all the pages that can benefit from a friendly URL.
- **Page title.** The title that will appear in search engines when a request is made.
- **Meta description.** A presentation of the page in just a few words, intended to capture a customer's interest. It will appear in search results.
- **Meta Keywords.** Keywords that you must define in order to have your site referenced by search engines. You can enter several of them: type the words, press the Return key, and see how the tag gets encapsulated in a yellow block, with a tiny red cross icon to delete it.
- **Rewritten URL.** This is where you set the friendly URL. Make it short and descriptive, and replace spaces (" ") by hyphens ("-").

Set up URLs

The main options for friendly URLs:

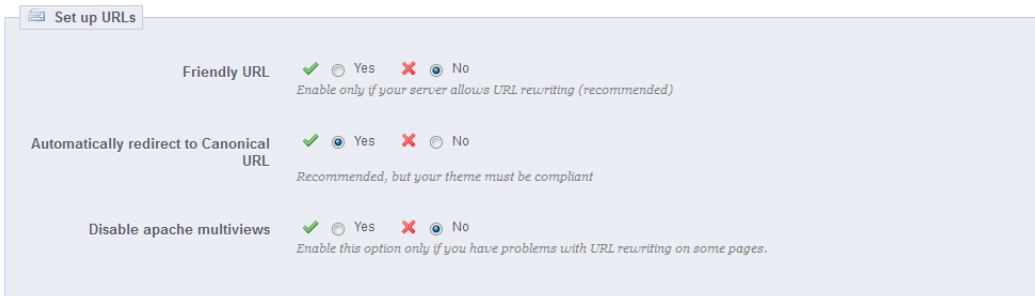
- **Friendly URL.** Change this option **if you know that your server** can support URL rewriting. If not, leave it at "No".

 You may see a message such as "URL rewriting (mod_rewrite) is not active on your server or it is not possible to check your server configuration. If you want to use Friendly URLs you must activate this mod". In this case, PrestaShop cannot detect your server settings, but that does not mean the feature will not work. You must test it yourself.

- **Automatically redirect to Canonical URL.** Canonical URLs are a way to eliminate self-created duplicate content – which can dramatically bring your search engine rank down, as this is considered spam. To avoid search engines thinking you are spamming their index, PrestaShop uses standard `rel="canonical"` link tag to indicate which is the one base URL for a given content.

While it is highly recommended to enable this option, it also depends on your theme actually implementing correctly the `<link>` header tag. Ask the theme designer for more information.

- **Disable apache multiviews.** Apache is the most popular web server, and is most likely the one your web host uses for your site (although you should check this for yourself). Multiviews is a content negotiation system where the web server tries to serve the user a page in what it thinks is the best matching language version, under the same URL. Unfortunately, this might bring trouble to PrestaShop's friendly URLs. If this is the case, you can try to disable multiviews with this option.




Set up URLs

Friendly URL ☒ Yes ☐ No
Enable only if your server allows URL rewriting (recommended)

Automatically redirect to Canonical URL ☒ Yes ☐ No
Recommended, but your theme must be compliant

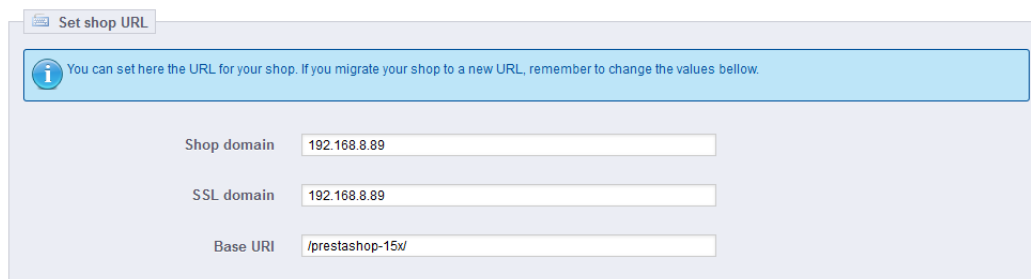
Disable apache multiviews ☒ Yes ☐ No
Enable this option only if you have problems with URL rewriting on some pages.

 In previous version of PrestaShop, you had to manually generate a new `.htaccess` file after having enabled friendly URLs. This is no longer the case since version 1.5: the `.htaccess` file is now silently managed by PrestaShop, and you do not have to worry about it.

Set shop URL

In this section, you can view and edit some of the default server settings:

- Shop domain.
- SSL domain.
- Base URI.



Set shop URL

You can set here the URL for your shop. If you migrate your shop to a new URL, remember to change the values below.

Shop domain

SSL domain

Base URI

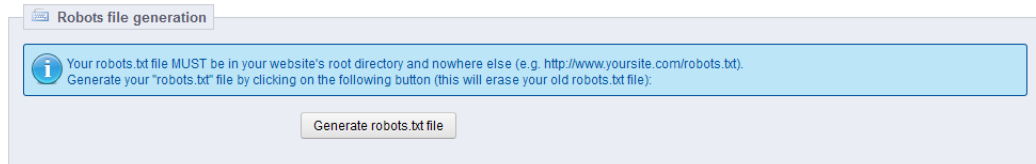
Most of the time, you should not touch these fields without knowing exactly what you are doing. One mistake could break your shop.

Robots file generation

A `robots.txt` file enables you to block specific automated bots and web spiders, which crawl the Web in order to find more web pages to add to their company's servers. Some bots you want to have full access to your website, such as Google's or Yahoo!'s, and some others you would rather not, such as spam bots, content thieves, e-mail collectors, etc. Note that the worst of bots do not respect this file's directives, as it is purely advisory.

PrestaShop's `robots.txt` generation tool simply creates a file with exclusion directives for files and directories that are not meant to be public, and should not be indexed. These directives apply to all bots, good or bad: the generated file uses the "User-agent: *" string.

Clicking on the "Generate robots.txt" button replaces any existing `robots.txt` file with a new one. Therefore, if you want to add your own rules, do it after PrestaShop has generated its version of the file.



CMS - Managing Static Content

PrestaShop enables you create content pages as easily as you would create product pages, using its CMS tool. The pages will appear to customers in the "Information" block on your homepage and in the site menu.

The "CMS" page presents you all the content pages that were previously created on your shop, for the currently selected category (by default, the home page is the only category).


	ID ▼▲	URL ▼▲	Title ▼▲	Position ▼▲	Displayed	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	-- ▼	--
	1	delivery	Delivery	▼	✓	
	2	legal-notice	Legal Notice	▼▲	✓	
	3	terms-and-conditions-of-use	Terms and conditions of use	▼▲	✓	
	4	about-us	About us	▼▲	✓	
	5	secure-payment	Secure payment	▲	✓	



✓ Do not forget to create one version of each page for each of your supported languages! As usual, click on the flag for each field in order to change language.


Creating a New CMS Category


Click the usual button to create a CMS category – actually, a sub-category of the root category, "Home". You can create as many categories as needed.


CMS Category


Name:  *


Displayed: ☒  ☐ 


Parent CMS Category: 

Description: 

Meta title: 

Meta description: 

Meta keywords: 

Friendly URL:  *

The form is quite basic:

- **Name.** Make sure to use a short and straightforward word.
- **Displayed.** Whether the category and its pages are available to the public, or hidden.
- **Parent CMS category.** The category under which this category is placed. By default, "Home". You can have an unlimited number of levels of categories.
- **Description.** Do fill this field in all languages, as some theme can display that information to customers.
- **Meta title.** The name of the category, as displayed in the browser.
- **Meta description.** Used to describe the content of this category for search engines.
- **Meta keywords.** Used by search engines to understand what type of information the category is composed of.
- **Friendly URL.** Makes it easier for search engines to index your content, and for visitors to understand what they will find in the category. This field is automatically filled as you enter the category name, but you can still edit it manually.

Creating a New CMS Page

The screenshot shows the 'CMS Page' creation interface. At the top left is a tab labeled 'CMS Page'. The form includes the following fields and elements:

- CMS Category:** A dropdown menu with 'Home' selected.
- Meta title:** A text input field with a small flag icon and a red asterisk.
- Meta description:** A text input field with a small flag icon.
- Meta keywords:** A text input field with the placeholder 'Add tag' and a small flag icon.
- Friendly URL:** A text input field with a small flag icon.
- Page content:** A large WYSIWYG editor with a toolbar containing icons for bold, italic, underline, link, unlink, list, table, image, video, and other editing functions.
- Path:** A text input field with the value 'p'.
- Displayed:** A row of four radio buttons: 'Off' (selected), 'On' (checked), 'Draft', and 'Error'.

Below the 'Meta keywords' field, there is a small instruction: 'To add "tags" click in the field, write something, then press "Enter"'.

Click the "Add New" button to reach the content creation form:

















- **CMS Category.** The default category is the home-page of your shop. If you want to have this page in another category, you must first have created.
- **Meta title.** The name of the page, as displayed in the browser.
- **Meta description.** Used to describe the content of this page for search engines.
- **Meta Keywords.** Used by search engines to understand what types of information the page is composed of.
- **Friendly URL.** Makes it easier for search engines to index your content, and for visitors to understand what they will find in the category. This field is automatically filled as you enter the category name, but you can still edit it manually.
- **Page content.** This is the main content of your page. In this WYSIWYG editor, you can put as much text as necessary, even images or videos using the "Insert Image" or "Insert Embedded Media".
- **Displayed.** You can choose to have you page public only once you are done proofreading it, in which case you page is saved as a draft.


Clicking the "Save and preview" button helps you see your page in the graphical context of your shop.

Once all the fields are filled out, click on "Save." If activated, you can then view the result directly on your online shop.

Images

The "Images" preference page enables you to configure the various image sizes that your customers will see on your shop.

ID	Name	Width	Height	Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
1	small	45 px	45 px	 
2	medium	58 px	58 px	 
3	large	264 px	264 px	 
4	thickbox	600 px	600 px	 
5	category	500 px	150 px	 
6	home	124 px	124 px	 
7	large_scene	520 px	189 px	 
8	thumb_scene	161 px	58 px	 


 In the "Products" page under the "Preferences" menu, you can choose to have a zoom appear when the cursor hovers over a product's image.

Add a New Images Size

You can easily add a new image size, and even set to which type of content it applies.

Click the "Add new" button, then:

1. Type the size's name, width and height.
2. Choose to which type of content it applies.
3. Validate.

 Images

Type name:

Letters and minus sign (-) only (e.g. small, medium, large, extra-large)

Width:

Maximum image width in pixels

Height:

Maximum image height in pixels

Products: ☐ ☒ ☒ ☒

This type will be used for Product images

Categories: ☐ ☒ ☒ ☒

This type will be applied to Category images

Manufacturers: ☐ ☒ ☒ ☒

This type will be applied to Manufacturer images

Suppliers: ☐ ☒ ☒ ☒

This type will be used for Supplier images

Scenes: ☐ ☒ ☒ ☒


This type will be used for Scene images


Stores: ☐ ☒ ☒ ☒

This type will be used for Store images

Images preferences

New in 1.5.


Images



JPEG images have a small file size and standard quality. PNG images have a bigger file size, a higher quality and support transparency. Note that in all cases the image files will have the .jpg extension.

WARNING: This feature may not be compatible with your theme or with some modules. In particular, PNG mode is not compatible with the Watermark module. If you encounter any issues, turn it off by selecting "Use JPEG".

Image quality

☒ Use JPEG
 ☐ Use PNG only if the base image is in PNG format
 ☐ Use PNG for all images

JPEG quality

*

Ranges from 0 (worst quality, smallest file) to 100 (best quality, biggest file)

PNG quality


*

Ranges from 9 (worst quality, smallest file) to 0 (best quality, biggest file)

* Required field

- **Image quality.** You have the choice between two of the major file formats: JPEG and PNG. Both are well established among browsers. JPEG has a good compression ratio, but can result in visible artifacts. PNG's compression algorithm is not as good as JPEG's, but there are comparatively fewer visible artifacts; nonetheless, older browsers might not recognize this format.

Choosing between one or the other is often a matter of taste. That being said, JPEG remains the recommended choice. If you would rather prevent information loss because of a format change, choose the second option, "Use PNG only if the base image is in PNG format".

 PNG format is not compatible with the "Watermark" module.

- **JPEG quality.** Do not choose anything below 80 or at worst 75, for fear of visible compression artifacts.
- **PNG quality.** Do not choose anything below 7 or at worst 6, for fear of visible compression artifacts.

Product images


 Product images

Image generated by

Maximum size of product pictures bytes *
The maximum size of pictures uploadable by customers (in Bytes)

Product picture width *
The maximum width of pictures uploadable by customers

Product picture height *
The maximum height of pictures uploadable by customers

Use the legacy image filesystem ☒ Yes ☐ No
This should be set to yes unless you successfully moved images in Preferences > Images tab

* Required field

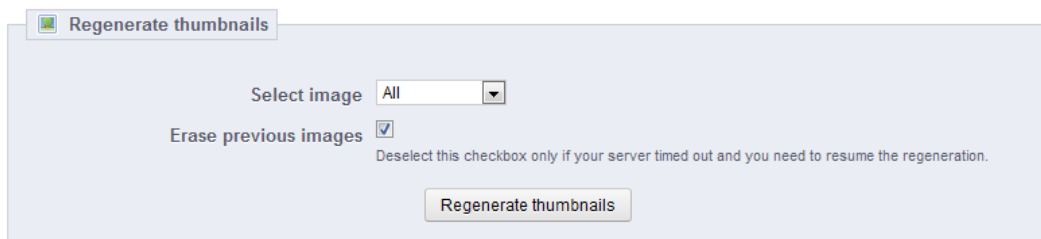
- **Image generated by.** This feature allows you to position the product image in its pre-established space:

- Choose "height" in order to fill the frame height (the width is then recalculated to maintain the same height/width ratio as in the file of origin).
- Choose "width" so that the image fills the width of the frame (the height is then recalculated to maintain the same proportion).
- Choose "auto" so that the width and height are calculated to maximize the space it can occupy in the frame.
- **Maximum size of product pictures.** Your customers can upload pictures for customized products. By default, PrestaShop sets this value to the PHP maximum setting – this can mean several megabytes: for instance, 8,388,608 bytes means 8 Mb. You can expand this value if necessary, but make sure that your PHP installation is able to take file uploads of this size.
- **Product picture width.** By default, customers can upload image with a maximum width of 64 pixels.
- **Product picture height.** By default, customers can upload image with a maximum height of 64 pixels.
- **Use the legacy image filesystem.** Only change this setting if you have moved the images folder from its default location.

Regenerate Images

You may be dissatisfied with your shop's current thumbnails size. This section makes it possible for you to regenerate them all – or only those for a specific type of content:

1. Change the image size settings in the table at the top of the "Images" preference page.
2. Select which content's images should be regenerated.
3. Indicate whether the previous thumbnails should be kept or not.
4. Click "Regenerate thumbnails".




Regenerate thumbnails

Select image: All

Erase previous images: ☒

Deselect this checkbox only if your server timed out and you need to resume the regeneration.

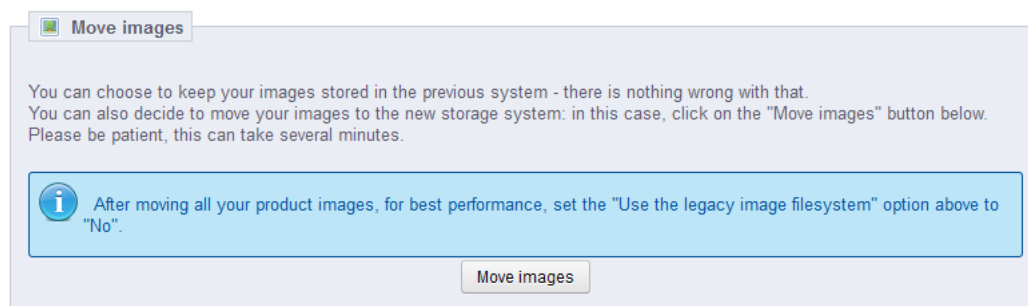
Regenerate thumbnails

 Manually uploaded thumbnails will be erased and replaced by automatically generated thumbnails.

Move images

PrestaShop has two image storage systems: the legacy one, which is efficient and has proven its worth over many versions of PrestaShop, and an improved one, which offers even better performance. You can keep relying on the old one, but you might want to use the new one, in which case you will need to trigger a one-time moving process of all the images.

The process is really simple: just click on the "Move images" button, and PrestaShop will take care of everything. Once the process is completed, do not forget to change the "Use the legacy image filesystem" option, and set it to "No".



Store Contacts

PrestaShop provides a complete physical store locating tool for your customers, with detailed contact information.

Customers can reach the Store Locator page from the front-office.

Obviously, this feature is only useful if you do have physical stores, where customers can come buy products.

Store list

You can choose how these stores are displayed in the front-office.

OUR STORES




» Discover our stores

All your stores are listed in a handy list, giving every store's information as well as an indicator telling whether the store is currently active or not – you might for instance want to gather the information for a new store in advance, in order to have its page ready for the launch.

	ID	Name	Address	City	Zip code	State	Country	Phone	Fax	Enabled	Actions
	▼	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼	▼
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--
	1	Dade County	3030 SW 8th St Miami	Miami	33135	Florida	United States			✓	
	2	E Fort Lauderdale	1000 Northeast 4th Ave Fort Lauderdale	Miami	33304	Florida	United States			✓	
	3	Pembroke Pines	11001 Pines Blvd Pembroke Pines	Miami	33026	Florida	United States			✓	
	4	Coconut Grove	2999 SW 32nd Avenue	Miami	33133	Florida	United States			✓	
	5	N Miami/Biscayne	12055 Biscayne Blvd	Miami	33181	Florida	United States			✓	

Adding a new physical store

As usual, click "Add New" to reach the store creation form.

 Stores

Name

Store name (e.g. Citycentre Mall Store)

Address

*

Address (2)


Postal Code/Zip Code

*

City

*

Country



*

Latitude / Longitude

/


Store coordinates (e.g. 45.265469/-47.226478)

Phone



Fax

E-mail address

Note



Status

☒  ☐ 

Whether or not to display this store

Fill as many of the fields as possible, as they will be displayed to your customers within the map.

🏠 > Our stores

Our stores

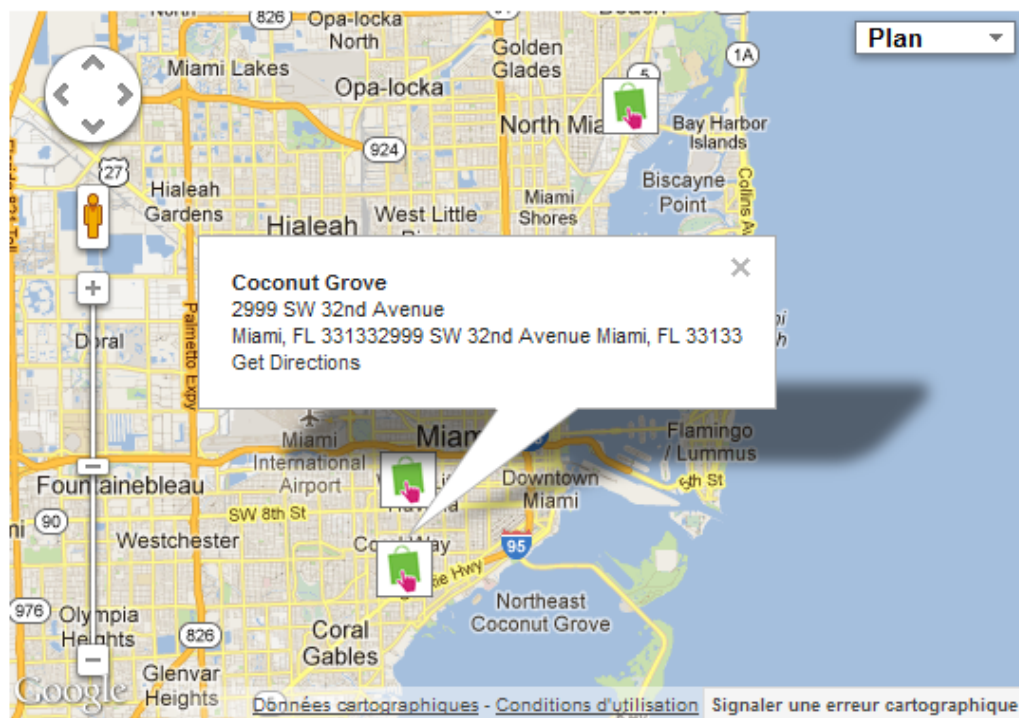
Enter a location (e.g. zip/postal code, address, city or country) in order to find the nearest stores.

Your location:

Radius: km

Search

3 stores found - see all results:



One very important field is the "Latitude/Longitude" one, as this is what PrestaShop uses to indicate the location of your store. You can use Steve Morse's online tool to get the lat/long coordinates of a given address:
<http://stevemorse.org/jcal/latlon.php>.

Make sure to add a picture of the store front, as this is how your customers will be able to find it once in the street.


Finally, the business hours are an essential part of any physical store, and you should be as precise as possible about them.

The screenshot shows a web form for configuring a storefront. At the top, there is a section labeled "Picture" with a text input field and a "Parcourir..." button. Below this is the label "Storefront picture". The main section is titled "Hours:" and includes a reference example "e.g. 10:00AM - 9:30PM". It contains seven rows, each with a day of the week (Monday through Sunday) and a corresponding text input field for the hours. A "Save" button is located at the bottom right of the form.

Hours:	
	e.g. 10:00AM - 9:30PM
Monday	<input type="text"/>
Tuesday	<input type="text"/>
Wednesday	<input type="text"/>
Thursday	<input type="text"/>
Friday	<input type="text"/>
Saturday	<input type="text"/>
Sunday	<input type="text"/>

Save

Parameters

 Parameters

Display in the footer
 ☒ Yes
 ☐ No

Display a link to the store locator in the footer

Display in the sitemap page
 ☒ Yes
 ☐ No

Display a link to the store locator in the sitemap page

Show a simplified store locator
 ☒ Yes
 ☐ No

No map, no search, only a store directory

Latitude by default

Used for the position by default of the map

Longitude by default

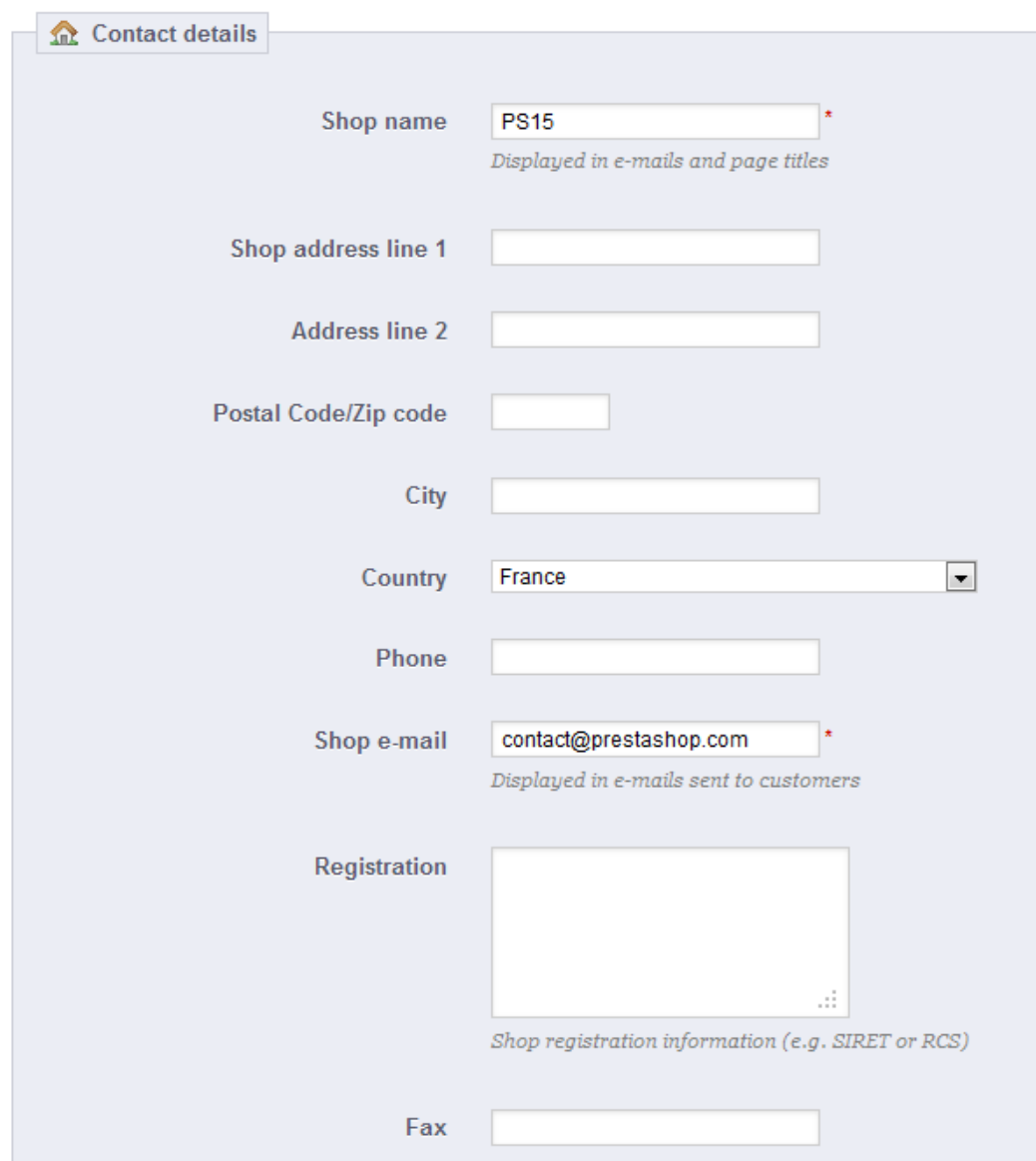
Used for the position by default of the map

- **Display in the footer.** By default, PrestaShop displays a link to the store locator, titled "Our stores", in your shop's footer. In the default theme, it appears in the "Information" block, below the special product listing pages (best sellers, new products, specials, etc.). You can choose not to have that link appear here.
- **Display in the sitemap page.** You can choose to add the "Our stores" link in your shop's sitemap page, which lists all the pages on your site (not to be confused with your Google Sitemap file, which is for SEO purpose).
- **Show a simplified store locator.** The store locator presents itself as an interactive map with a search field. You can choose to make that interface much simpler by only displaying a list of stores.
- **Latitude by default and Longitude by default.** The default starting position of your map. Very useful when you have many stores and you would rather primarily point customers to a specific area.

Contact details

This section enables you to give the main details of your company, rather than those of a specific shop. You should fill all the fields with information on your

headquarters, as this is certainly the address customers will use to contact you, or even visit you.



The screenshot shows the 'Contact details' configuration page in PrestaShop 1.5. The page has a light blue background and a tabbed interface with the 'Contact details' tab selected. The form contains the following fields:

- Shop name:** A text input field containing 'PS15'. A red asterisk is to the right of the field. Below the field is the text 'Displayed in e-mails and page titles'.
- Shop address line 1:** An empty text input field.
- Address line 2:** An empty text input field.
- Postal Code/Zip code:** An empty text input field.
- City:** An empty text input field.
- Country:** A dropdown menu with 'France' selected.
- Phone:** An empty text input field.
- Shop e-mail:** A text input field containing 'contact@prestashop.com'. A red asterisk is to the right of the field. Below the field is the text 'Displayed in e-mails sent to customers'.
- Registration:** A large text area for registration information. Below the text area is the text 'Shop registration information (e.g. SIRET or RCS)'.
- Fax:** An empty text input field.

Most of these fields are obvious, but some fields should be carefully crafted:

- **Phone.** Use your shop's contact phone. If you would rather customers not call you, do not put anything in there.





- **Shop e-mail.** Use the general contact e-mail address that the customers should see when they receive an e-mail from your shop.
- **Registration.** Indicate your shop's legal registrations numbers. This proves that you are a fully registered business, and brings more customer trust to your online shop.

Search

The "Search" page enables you to configure your shop's search features.

Aliases list


When customers make a request using your shop's internal search engine, they may make mistakes in spelling. If PrestaShop does not display the right results, the "alias" feature can address them. You will be able to take words containing spelling errors, and point them to the real products sought by customers.

Aliases	Search	Status	Actions
--		--	--
<input type="checkbox"/> ipdo	ipod	✓	 
<input type="checkbox"/> plod	ipod	✓	 

To create a new useful alias, you should first find the spelling errors most often typed by your users:

1. Go to the "Shop search" tab of the "Stats" page, under the "Stats" menu. You can see the words typed by your customers as well as the most frequent errors.
2. Take the most frequent ones, and add them to your list of aliases, in order to point user to the correct products.
3. Click the "Add new" button on the "Search" preference page.

The creation form is very straight forward: indicate the typo you want corrected, and the correct word it should lead to.

 Aliases

Alias: *
 Enter each alias separated by a comma (',') (e.g. 'prestshop,preztashop,prestasohp')
 Forbidden characters: <>;=#{}


Result: *
 Search this word instead.

For instance, let's say your visitors frequently type "player" as "palyer" and "plaier". You can create an alias for each of these typos, which will match the word "Player". Your aliases can be used as soon as they are saved.

We also invite you to consult the sections of this guide on product and category meta tags, to better understand how to display products based on words typed by your customers. See the "Adding Products and Product Categories" and "A Look inside the Catalog" chapters.

Indexation

This section provides information on the number of products that can be searched through your shop's search function, and compares it to the number of products present in the database. If the values do not match, you must select the "Add missing products to the index" option. Only the new products will be indexed.

 Indexation

The "indexed" products have been analyzed by PrestaShop and will appear in the results of the Front Office search.
 Indexed products: 7 / 7.

Building the product index can take a few minutes or more. If your server stops the process before it ends, you can resume the indexation by clicking "Add missing products."

-> **Add missing products to index.**
 -> **Re-build entire index.**

You can set a cron job that will rebuild your index using the following URL: <http://192.168.8.89/prestashop-15x/admin-dev/searchcron.php?full=1&token=ZtY4hkHu>

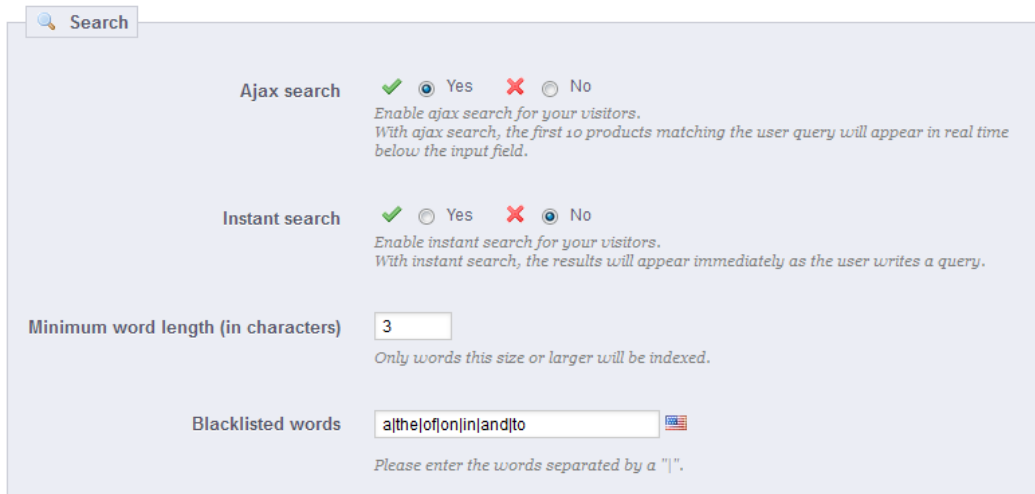
Indexation
 ☒ Yes
 ☐ No

Enable automatic indexation of the products. If you enable this feature, the products will be indexed in the search automatically when they are saved, but if the feature is disabled, you will have to index the products manually by using the links provided in this fieldset.

If you have made several changes to already indexed products, you might prefer to choose to re-build the whole index. The "Re-build entire index" process takes more time, but it more thorough.

PrestaShop also gives you the URL to let you create a cron task for regular re-building of the index. If you do not know about cron and crontab, ask your web host about it.

Search options



The screenshot shows the 'Search' configuration page in PrestaShop. It includes a 'Search' button at the top left. The settings are as follows:


- Ajax search:** Enabled (checked). Description: 'Enable ajax search for your visitors. With ajax search, the first 10 products matching the user query will appear in real time below the input field.'
- Instant search:** Disabled (unchecked). Description: 'Enable instant search for your visitors. With instant search, the results will appear immediately as the user writes a query.'
- Minimum word length (in characters):** Set to 3. Description: 'Only words this size or larger will be indexed.'
- Blacklisted words:** Set to 'a|the|of|on|in|and|to'. Description: 'Please enter the words separated by a "|".'

This section enables you to configure the behavior of your shop's search function:

- **AJAX search.** Enabling it displays a list of 10 results from the moment your customers type a few letters into the search bar, right under the search bar.
- **Instant Search.** Enabling it displays a list of results from the moment your customers type a few letters into the search bar, directly within your shop's main content area. This setting is disabled by default, because visitors are not always used to have their whole content changed just by entering a few letters in the shop's search bar. Therefore, use with caution.
- **Minimum word length.** You can choose the minimum size at which a word may be registered in the search index and found by your customers. This feature allows you to eliminate short words in the search, such as prepositions or articles (the, and, of, etc.).
- **Blacklisted words.** You can choose the terms that must not be found by your visitors. Enter them directly into the field, separated by "|".

Weight

PrestaShop enables you to prioritize certain data when a search is performed on your shop.


Weight

The "weight" represents its importance and relevance for the ranking of the products when try a new search.
A word with a weight of 8 will have 4 times more value than a word with a weight of 2.

That's why we advise to set a greater weight for words which appear in the name or reference of a product than the ones in the description. Thus, the search results will be as precise and relevant as possible.

Product name weight	<input type="text" value="6"/>
Reference weight	<input type="text" value="10"/>
Short description weight	<input type="text" value="1"/>
Description weight	<input type="text" value="1"/>
Category weight	<input type="text" value="3"/>
Manufacturer weight	<input type="text" value="3"/>
Tags weight	<input type="text" value="4"/>
Attributes weight	<input type="text" value="2"/>
Features weight	<input type="text" value="2"/>

As indicated in the section, the search "weight" of a product represents its importance and relevance for the ranking of the products when customers try a new search.

An item with a weight of 8 will have 4 times more value than an item with a weight of 2.

For instance, by default "Product Name Weight" is at 6, "Tags weight" is at 4, and both "Short description weight" and "Description weight" are at 1. This means a product with "ipod" in its name will appear higher in the search results than another product which has "ipod" only in its tags. Meanwhile, a product which only has "ipod" in any of its description will have the lowest rank in the search results.

You have many factors that you can assign a weight to: short description, category, tags, attributes, etc. You will find that the display order of results can be reversed because you changed the weight of the various fields. Fine-tuning these settings will be more visible on a large catalog with many references.


Once your changes are saved, they take effect immediately.

Maintenance

This very simple preference page will be invaluable when you want to make changes to your shop without your customers noticing. For instance, when you are adding several new products at once, or when you want to change the theme and make several tests before making it available to the world.

This page only has two options:

- **Enable Shop.** You can use this option to disable your shop temporarily, for instance when you need to perform maintenance on your shop.

 The webservice will still be active, so your data will still be available to those with a key. If you want to also disable the webservice, go to the "Webservice" preference page, in the "Advanced parameters" menu.

- **Maintenance IP.** The maintenance IP allows people to access the shop even if it is disabled. This means that you can prevent everyone on the Internet from accessing your shop, but still allow access to the computers used by your team-members and yourself. To discover the IP address of a machine, go to <http://www.whatismyip.com/> from that machine. Click "Add my IP" if you only want to add the IP of your current computer.
If you want to add more IP addresses, separate them with commas ",".

Geolocation

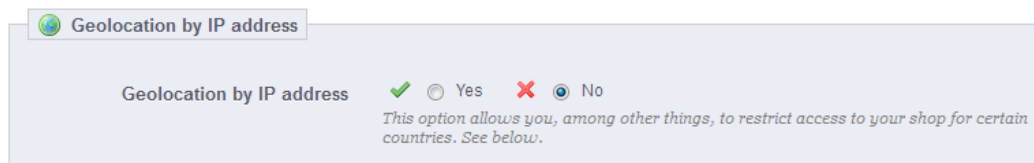
Geolocation is "the identification of the real-world geographic location of an object, such as a radar, a mobile phone or an Internet-connected computer". In our case, geolocation is used to discover the location of a visitor, using his or her computer's IP and other tools. One of the uses of geolocation is to block visitors from certain cities/countries.

As indicated the first time you open the "Geolocation" page, in order to use geolocation, you need download a special file first:

<http://geolite.maxmind.com/download/geoup/database/GeoLiteCity.dat.gz>.

This file is the GeoLite City database from MaxMind, an accurate database of cities and locations. Download it by clicking on the link, and then decompress it into the `/tools/geoup/` directory of your PrestaShop installation.


Once the file is in place, enable the "Geolocation by IP address" option, and you are set.




Options

You can choose which countries can access your shop (by default, all of them), and set PrestaShop's behaviors for restricted and unrestricted countries (or "other" countries). You choose between these three options:

- Visitors cannot see your catalog.
- Visitors can see your catalog but cannot make an order. In effect, you shop is in "Catalog mode".
- All features are available (only for unrestricted countries).

 Options

 The following features are only available if you enable the Geolocation by IP address feature.

Geolocation behavior for restricted countries:

Geolocation behavior for other countries:


Select countries that can access your store:


<input type="checkbox"/>	Name
<input checked="" type="checkbox"/>	Afghanistan
<input checked="" type="checkbox"/>	Åland Islands
<input checked="" type="checkbox"/>	Albania
<input checked="" type="checkbox"/>	Algeria
<input checked="" type="checkbox"/>	American Samoa
<input checked="" type="checkbox"/>	Andorra
<input checked="" type="checkbox"/>	Angola
<input checked="" type="checkbox"/>	Anguilla
<input checked="" type="checkbox"/>	Antarctica
<input checked="" type="checkbox"/>	Antigua and Barbuda
<input checked="" type="checkbox"/>	Argentina
<input checked="" type="checkbox"/>	Armenia

You can select or deselect all countries at once by checking the box at the top of the list. When selecting countries that can access your online shop, make sure to not block any country by mistake, as you would lose all potential sales to its inhabitants!

Whitelist of IP address

This section enables you to accept specific IPs address despite a blockade. It can be useful in case of spammers, bots or attacks. It is already filled with a list of known good IPs. Add as many as needed, one per line, and click "Save".

 IP address whitelist

 You can add IP addresses that will always be allowed to access your shop (e.g. Google bots' IP).

Whitelisted IP addresses

209.185.108
209.185.253
209.85.238
209.85.238.11
209.85.238.4
216.239.33.96
216.239.33.97
216.239.33.98
216.239.33.99
216.239.37.98
216.239.37.99
216.239.39.98
216.239.39.99
216.239.41.96
216.239.41.97
216.239.41.98
216.239.41.99
216.239.45.4
216.239.46
216.239.51.96
216.239.51.97
216.239.51.98
216.239.51.99
216.239.53.98
216.239.53.99
216.239.57.96
216.239.57.97
216.239.57.98
216.239.57.99
216.239.59.98
216.239.59.99

Understanding The Advanced Parameters

Configuration Information

This page serves as a handy reminder of your PrestaShop configuration: version, server info, PHP version, MySQL version. All these prove really useful when you need to report an issue to the PrestaShop developers, or simply your webmaster or web host.

 Information about your configuration

Server information
Prestashop version: 1.5.0.15
Server information: Linux #43-Ubuntu SMP Fri Jul 6 14:25:57 UTC 2012 x86_64
Server software version: Apache/2.2.22 (Ubuntu)
PHP version: 5.3.10-1ubuntu3.2

Database information
MySQL version: 5.5.24-0ubuntu0.12.04.1
MySQL engine: InnoDB
Tables prefix: ps_

Store information
Shop URL: http://192.168.8.89/prestashop-15x/
Current theme in use: default

Mail configuration
Mail method: You are using the PHP mail() function.

Your information
Your web browser: Mozilla/5.0 (Windows NT 6.1; rv:14.0) Gecko/20100101 Firefox/14.0.1

 Check your configuration

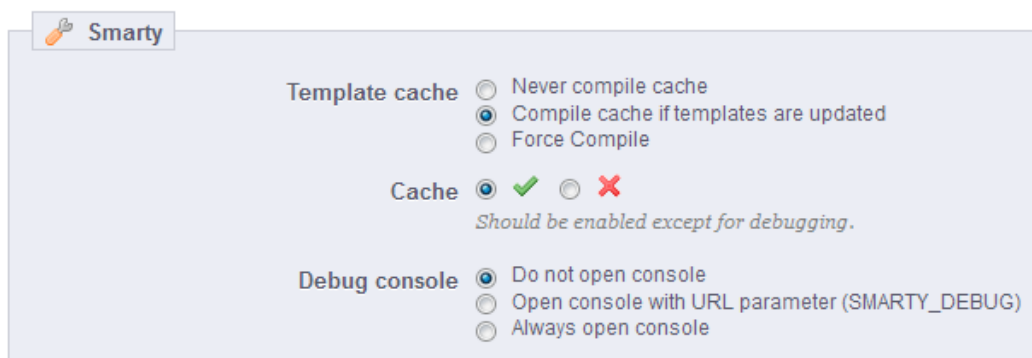
Required parameters: **OK**
Optional parameters: **OK**

Performance

This page combines many tools and tips that might help you improve your shop's performance server-wise – not sales-wise, although a server that performs well is able to serve more customers, and therefore make more sales.

Smarty

Smarty is the name of the template language used by PrestaShop's themes. You can learn more about it at <http://www.smarty.net/>.



There are three options:


- **Template cache.** For better front-end performance, PrestaShop caches your HTML pages.
 - **Never compile cache.** Only enable this if you are making edits theme, and need to see your changes every time you reload your page.
 - **Compile cache if templates are updated.** PrestaShop is able to see when a theme file has changed, but this might not always work as expected.
 - **Force Compile.** The normal behavior: HTML pages are compiled and cached, even if the theme has changed.
- **Cache.** This option makes it possible for you to disable all file caches, and not just the one pertaining to template files. Only disable this if you debugging a theme or a module for PrestaShop. Otherwise, you should leave it enabled.

- **Debug console.** New in 1.5. PrestaShop enables you to display the Smarty Debug Console, which gives you valuable information on a template page. Read more about it at <http://www.smarty.net/docsv2/en/chapter.debugging.console.tpl>. Note that the console opens in a pop-up window: make sure to make your browser allow them for your shop's domain name. Because the debugging console might display private information, make sure only to use it when in maintenance mode, or with the URL parameter.
- **Do not open console.** The default setting. No one sees the console, not even you.
- **Open console with URL parameter (SMARTY_DEBUG).** The console is only displayed if you add `?SMARTY_DEBUG` at the end of the URL. This is great, but once your tests are done, do revert to the default setting, as this "trick" is known and some hackers could make use of it.
- **Always open console.** The "full on" setting. Everyone who has access to your shop can see the console. Therefore, keep it for maintenance sessions.

Optional features


New in 1.5.

Some PrestaShop features can be disabled if you do not use them, as they can slow down your shop.

 If your catalog currently has products which make use of these features, then you will not be able to disable them. You will have to delete some data before you can turn them off.


You can disable the following catalog features:



- **Combinations.** Product combinations enable you to have a whole product line out of a single product: varying size, colors, capacity, etc.
- **Features.** Product features enable you to indicate the product's specific information: weight, material, country of origin, etc.

 **Optional features**

Some features can be disabled in order to improve performance.

Combinations



 This feature cannot be disabled because it is currently in use.

☒  ☐ 

These features will be disabled

- Combinations tab on product page
- Value
- Attribute

Features

☒  ☐ 


These features will be disabled


- Features tab on product page
- Feature
- Feature value

Combine, Compress and Cache (CCC)

CCC is a set of tools aimed at minimizing server load and theme loading time.

It does what it says: it combines textual files of the same type into one bigger files, which makes for fewer files to download; it then compresses the file using the common Zip algorithm, which makes for faster downloads; finally, it caches the compressed file, so that the server does not have to do this process every time a page is loaded, which relieves the burden on the server's processor.

 Your theme must be completely compatible with at least PrestaShop 1.4, otherwise CCC will not work as expected. This is why most options are disabled by default.

 **CCC (Combine, Compress and Cache)**

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



Smart cache for CSS ☐ Use CCC for CSS.
☒ Keep CSS as original

Smart cache for JavaScript ☐ Use CCC for JavaScript.
☒ Keep JavaScript as original

Minify HTML ☐ Minify HTML after "smarty compile" execution.
☒ Keep HTML as original

Compress inline JavaScript in HTML ☐ Compress inline JavaScript in HTML after "smarty compile" execution
☒ Keep inline JavaScript in HTML as original

High risk HTML compression ☐ HTML is compressed but cancels the W3C validation (only when "Minify HTML" is enabled)
☒ Keep W3C validation


Apache optimization ☒  ☐ 

This will add directives to your .htaccess file which should improve caching and compression.

- **Smart cache for CSS.** CSS files are text-based, and can be safely combined and compressed.
- **Smart cache for JavaScript.** JavaScript files are also text-based, but their combination can sometimes prove problematic. Make sure to test everything before leaving that setting enabled.
- **Minify HTML.** The HTML code generated by Smarty can be minified, meaning that PrestaShop will remove all whitespace in order to save a few bytes. This is mostly safe.
- **Compress inline JavaScript in HTML.** Some themes have JavaScript code directly within. You can either leave it alone, or have them compressed. Again with JavaScript compression, make sure to test everything before leaving that setting enabled.
- **High risk HTML compression.** This option is marked as "high risk" because while the HTML code is very much compressed, it will not respect web-standards anymore. Use this at your own risk: some search engines do not deal well with websites that do not respect HTML standards, and this might make you lose your position in search results. Use with caution.
- **Apache optimization.** This setting will change your Web server's configuration file in order to make them more efficient for CCC.

Media servers

This section enables you to redirect part of your traffic (media files, for instance) to other servers under your control, through other domains or sub-domains. By default, PrestaShop supports up to 3 media servers.

 Media servers (use only with CCC)

You must enter another domain or subdomain in order to use cookieless static content.

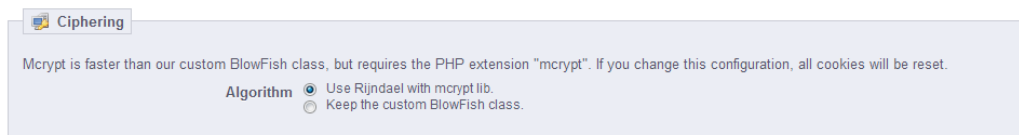
Media server #1
Name of the second domain of your shop, (e.g. myshop-media-server-1.com). If you do not have another domain, leave this field blank

Media server #2
Name of the third domain of your shop, (e.g. myshop-media-server-2.com). If you do not have another domain, leave this field blank

Media server #3
Name of the fourth domain of your shop, (e.g. myshop-media-server-3.com). If you do not have another domain, leave this field blank

Cyphering

Cyphering means encrypting data so as to render it unreadable to unwanted eyes. Your costumers' account details, as well as your own, are protected by cyphering.



Here you can choose the algorithm you prefer:

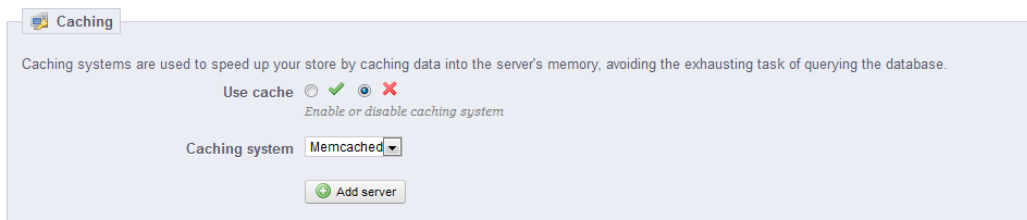
- **Use Rijndael with mcrypt lib.** Default choice. Fast and secure.
- **Keep the custom BlowFish class.** Better security, but performance takes a toll, as it takes more time to validate the authentication, for each page load. Your customers might appreciate the added security, but might not like the time spent waiting for the page to load – although the time difference is really unnoticeable to most.

Therefore, choose wisely.

Caching

Your server's cache stores static versions of your dynamic web page, in order to serve these to your customers and thus reduce server load and compiling time.

✔ Most of the time, you should first check with your web host about this setting, as it requires special settings on the server.



This section enables you to choose to enable caching, and choose the caching method:

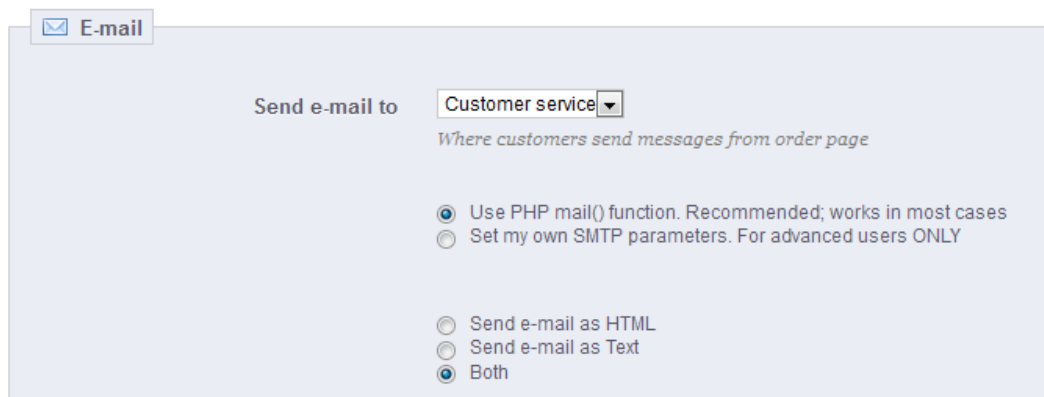
- **Memcached.** A distributed caching system. Very effective, above all with multiple servers, but you need to make sure that your servers/hosts support it – most probably, if your PHP configuration features the Memcached PECL extension, you are good to go (you can download it here: <http://pecl.php.net/package/memcache>). You can add Memcached servers by clicking on the "Add server" link.
- **APC.** Alternative PHP Cache is free, open and robust, but only works with one server – which is the usual case when you start your online business. Again, check for the availability of the APC PECL extension on your server: <http://pecl.php.net/package/APC>.
- **Xcache.** Xcache is a new cache system, which is specific to the Lighttpd server – hence, it will not work with the popular Apache server. Read more about it at <http://xcache.lighttpd.net/>.
- **File system.** The static files are simply stored as any other file, on your server.

The last three options display a field set to "1" by default. This is the file-system directory depth. Only change this value when you know what you are doing.

E-Mail

E-mail

The first setting, "Send e-mail to", is a front-end one. At the end of the checkout process, a client can leave a message to you staff. You can choose to whom this message will be sent by selecting from the drop-down list.



E-mail

Send e-mail to Customer service

Where customers send messages from order page

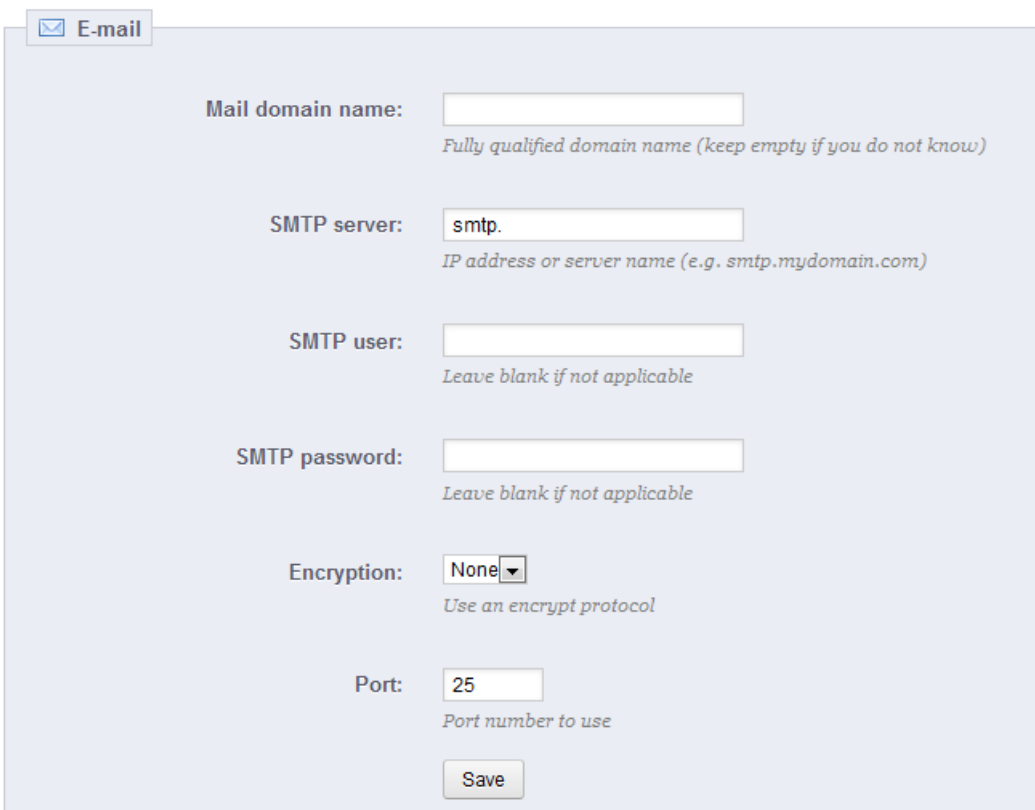
☒ Use PHP mail() function. Recommended; works in most cases
☐ Set my own SMTP parameters. For advanced users ONLY

☐ Send e-mail as HTML
☐ Send e-mail as Text
☒ Both

Next in the "E-mail" section are settings: configure PrestaShop to send emails to your customers. We strongly advise you that you consult your web host to determine which settings to use for this feature.

Your shop sends many messages throughout all the steps of registration and placing an order. Here, you can configure how these messages will be sent. By default, it is advisable to use the first option of sending information to "Use the PHP mail() function".

In the event that this does not work, then use the second option, "Set my own SMTP parameters". In this case, a new section appears, with more fields. The information for these fields should be provided by your web host: mail domain name, SMTP server, SMTP user, etc. Make sure to transcribe exactly what your web host provides you with.



The screenshot shows the "E-mail" configuration page in PrestaShop 1.5. The page has a light blue background and a tab labeled "E-mail" with an envelope icon. The configuration fields are as follows:

- Mail domain name:** A text input field. Below it, the text reads: *Fully qualified domain name (keep empty if you do not know)*.
- SMTP server:** A text input field containing "smtp.". Below it, the text reads: *IP address or server name (e.g. smtp.mydomain.com)*.
- SMTP user:** A text input field. Below it, the text reads: *Leave blank if not applicable*.
- SMTP password:** A text input field. Below it, the text reads: *Leave blank if not applicable*.
- Encryption:** A dropdown menu with "None" selected. Below it, the text reads: *Use an encrypt protocol*.
- Port:** A text input field containing "25". Below it, the text reads: *Port number to use*.

At the bottom of the form is a "Save" button.

The configuration information can be provided to you either by:

- Your system administrator
- Your host
- Your ISP
- Your e-mail provider.

Your web host can tell you whether or not your username is mandatory, as well as the password information, and the encryption to use.

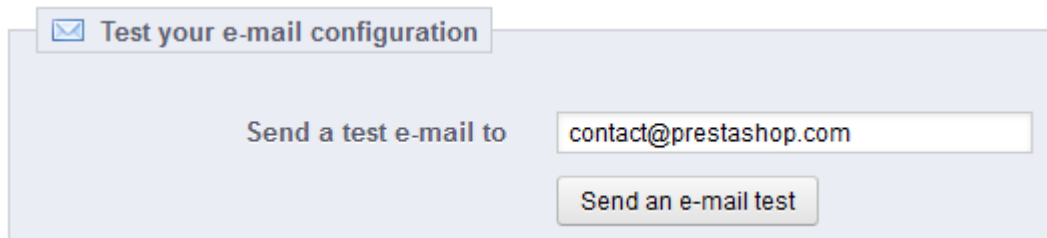
For example, in the case of Gmail (the e-mail service offered by Google), you might have to enter information such as the following one:

- SMTP server: smtp.gmail.com
- User: my.user.name@gmail.com (example)
- Password: RT22UE87 (example)
- Encryption: SSL
- Port: 465

Test your email configuration

Once you have configured your e-mails using one of the two available methods, enter your own e-mail address in this section, then click the "Send an e-mail test" button.

Now check the inbox of the address provided to verify that you indeed have received the test e-mail. If you have not received it, update your configuration with the correct information.



CSV Import

CSV is an acronym of "Comma-separated values". It is a popular plain-text format when there is a need to import, export or simply store data in a non-proprietary format. Almost all data handling tool support CSV format, in various

incarnations. You can read more about the CSV format on Wikipedia:

http://en.wikipedia.org/wiki/Comma-separated_values.

The CSV import page enables you to easily fill your product catalog when you have a very large amount of products, or to import data that you exported and converted from another e-commerce tool.

The import process requires preparation, and starts with a form made of primary settings:

- **Your CSV file.** You can import more than one file at a time, but make sure that they all have the same type of data.
The form that appears when clicking the "Upload" button also feature some very useful links: you can download sample files for each type of data, which helps you make sure that the files you are about to import are indeed ready to be imported to PrestaShop.
- **What kind of Entity would you like to import?.** Entities are the types of data that you can import. PrestaShop enables you to import seven types of data:
 - categories,
 - products,
 - combinations (which was called "versions" in versions prior to 1.5),
 - customers,
 - addresses,
 - manufacturers,
 - suppliers.
- **Language of the file.** Data can only be imported for a single language at a time. If your data exists in more than one language, you should split it into as many files.

- **ISO-8859-1 encoded file?** By default, the import files should use UTF-8 encoding. But if your files use ISO-8859-1 and you would rather not convert them, you can check this box.
- **Field separator.** Not all CSV file use commas to separate their values: some use tabulations, others semicolons, etc. You can indicate what your files use in this field.
- **Multiple value separator.** When an attribute can support more than one value, these values need to be separated with a specific separator. After reviewing your files, indicate your separator here.
- **Delete all xxx before import?** This option will erase all previously existing entries of the type of data you are importing. Thus you will start with a clean slate.
- **Use product reference as key?** Product import only. You can choose to have the product key be determined by PrestaShop, or instead use the product's reference as the ID. In this case, make sure the file does contain references for all your importer products.

When change the Entity setting, the section on the right, titled "Available fields", changes to presents the expected data fields. Although the importing tool help you take care of matching your file's fields with PrestaShop's, you should strive to make your data more import friendly by following the naming scheme and order of the presented fields. If not, the import will be more tedious, but not impossible.

Some fields have a little information popup available on their right, which you can display by hover the mouse cursor over it. They mostly pertain to PrestaShop's multistore feature. Make sure to read them all in order to better build/edit your data files.

Data format

Imported data file must be in text-file, using a CSV-based format and the accompanying `.csv` file extension. We recommend using a semicolon ";" as a separator.

You can create such a file using any text editor (we recommend Notepad++: <http://notepad-plus-plus.org/>), but we do advise you to use a spreadsheet program, then save your work in the CSV format. Using a spreadsheet program enables you to have an easier and more visual grasp of your data, in comparison to the plain text file. You can use the commercial Microsoft Excel

(<http://office.microsoft.com/en-us/excel/> or the free OpenOffice.org <http://www.openoffice.org/> Calc.

Here is a sample import file, for a list of products:

```
"Enabled";"Name";"Categories";"Price";"Tax rule ID";"Buying
price";"On sale";"Reference";"Weight";"Quantity";"Short
desc."; "Long desc"; "Images URL"

1;"Test";"1,2,3";130;1;75;0;"PROD-TEST";"0.500";10;"'Tis a short
desc."; "This is a long
description."; "http://www.myprestashop/images/product1.gif"

0;"Test 02";"1,5";110;1;65;0;"PROD-TEST2";"0.500";10;"'Tis also a
short desc."; "This is a long description
too."; "http://www.myprestashop/images/product2.gif"

1;"Test 03";"4,5";150;1;85;0;"PROD-TEST3";"0.500";10;"'Tis a
short desc. again"; "This is also a long
description."; "http://www.myprestashop/images/product3.gif"
```

Note that this is only a regular sample files built for this demonstration; it is purposefully not optimized for PrestaShop importation. If you need a sample file you can learn from, use the ones you can download from the "Upload" button's form.

The first row should be a descriptive name for the data column (you will be able to skip it during the import process). There must be the same number of columns on each row.

You should remember that:


- The price column will use your store's default currency.
- Categories are to be specified using their existing IDs (so you should have imported them first), and separated with a comma (by default).
- The URL of the image must be specified in full. In other words, the link that may be used in a web browser in order to display the image. For instance: <http://www.myprestashop/images/productXXX.gif>.
- The file's character encoding should be UTF-8, or ISO-8859-1 at worst.

Uploading the file

Once you have all your data in CSV format, you can upload them to your store's database using the form in this page. Choose your file(s) from your computer by clicking on the "Upload" button, click the "Browse" button to find your file, then click the "Upload" button to mark it as chosen. Do this as many times as necessary to list all your import files.

Once your files are all listed in the "Your CSV file" section, you can proceed with the rest of the form:

1. **Select the type of data contained in your file**, using the drop-down list named "What kind of Entity would you like to import?". Once you have selected the type of data, the list of the available fields appears on the right, which helps you refine your CSV file – at least for the order of the columns, which will soon prove handy.
2. **Select the language of the imported content**. If the target language is not available, you must install it first, in the "Languages" page under the "Localization" menu.
3. **Select the file encoding**. Simply indicate if the file uses ISO-8859-1 or not. If not, then it is assumed the files use UTF-8.
4. **Select the field separators**. We suggest that you leave the default values ("field separator" with a semicolon ";", "multiple value separators" with a comma ","). But obviously, if your CSV file is built differently, you should change these values accordingly.
5. If you want to remove all the products in your catalog before importing, select the appropriate option.
6. Once all your choices have been made, click "Next step".

 All import files are uploaded directly in the admin folder's `/import` sub-folder. If the CSV File drop-down menu gets too crowded, you can delete old imports directly using your FTP client.

When clicking the "Next step" button, the page reloads with the matching tool. This interface helps you match you file's data columns with the ones required by PrestaShop.

Please set the value type of each column

Skip lines

ID	Active (0/1)	Name *	Categories (x,y,z,...)	Price tax excl.	Tax rules ID
id	Active (0/1)	Name*	Categories (x,y,z,...)	Price tax excl. Or Price tax excl	Tax rules id
1	1	iPod Nano	Home, iPods	49	1
2	1	iPod shuffle	Home, iPods	66.05	1

Presented in this table are the rows from your CSV file, placed under arbitrary columns matched to PrestaShop's database needs. It is up to you to make sure that all the columns from your CSV file are matched with the correct column header, using each header's drop-down menu, so as to import your content correctly.

For instance, with our sample file:

- **First column.** We marked it as "Enabled", PrestaShop presents "ID" as a header. Click on the header's drop-down menu, and select "Active (0/1)".
- **Second column.** Marked "Name", header indicates "Active (0/1)". Let's change the header for "Name *".
- **Third column.** You get the idea...

The screen cannot contain all of your data's columns, so click the ">>" and "<<" buttons to move around the columns, and match them all correctly.

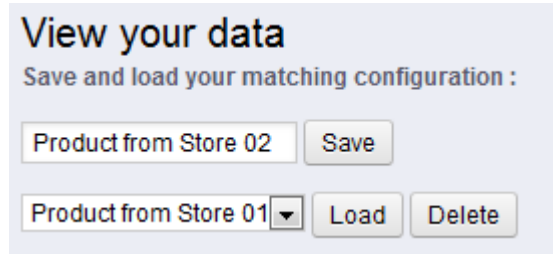
In our example, we used the first row for columns indicators. Since we do not this one imported, enter "1" in the "Skip X lines" text-field.

Once you are done matching your columns, click the "Import .CSV data" button (top right of the screen), and PrestaShop will start the importing process. When the process is done, you are sent to the main screen, which should either confirm that everything has indeed been imported, or give you a notice of all the encountered problems. In this second case, you should review your CVS file and make sure to correct everything.

Matching configurations

The matching process can be a tedious task if you cannot customize your CSV files columns order according to that used by the PrestaShop importer, and even more so if you have to do that repeatedly or frequently. That is why

PrestaShop includes a small tool to save the current matching order that you have set up using all the headers drop-down menus.



The tool is a simple field at the top of the matching tool. You can do the three basic actions:

- **Saving.** Enter a descriptive name in the field, and click "Save". The interface updates to feature the saved configuration in its drop-down list.
- **Loading.** Select a matching configuration in the drop-down list, and click "Load".
- **Deleting.** Select a matching configuration in the drop-down list, and click "Delete".

DB backup

A backup is the action of saving the content of your database into files that you store in a safe place. The point is that you can revert to them in case your database fails on you.

You must perform regular backups of your shop, so that in case of a crash, you can reboot your shop quickly and in the best conditions. The database contains all the information in your shop, many of which are indispensable for PrestaShop to work correctly – and that's not talking about your products, categories and other data you added since the installation.

The more often you perform backup, the safer you are. Once a week is a minimal frequency.

To create database backups of your shop, you have several solutions. You can use tools such as phpMyAdmin (reserved for advanced users), or use the one integrated into PrestaShop: the "DB backup" page.



The page starts with two big notices. You should read both completely in order to have a better idea of what the page does.



The "Disclaimer" section on the left gives you a series of reminders about backups, which you should read every time you make a backup. The section ends with the "I have read the disclaimer - Create a new Backup" button, which you have to click in order to create a backup. Once created, the backup appears in the list below the notices.

The "How to restore" section on the right gives you tips on how to get your data back into PrestaShop in case of failure. You should commit this to memory, or at least save this information somewhere in case a database crash makes it impossible for you to access the PrestaShop administration – and thus the DB backup page – again.


The table below the notices lists all the backups that have already been made, indicating the date of creation, age, file name and size.


At the right of each row are two icons:

- The 'view' icon enables you to download this backup.
- The 'trash' icon enables you to delete this backup. Be careful, there is no turning back.

<input type="checkbox"/>	Date ▼ ▲	Age ▼ ▲	File name ▼ ▲	File size ▼ ▲	Actions
	From				
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
	To				
<input type="checkbox"/>	08/7/2012 15:51:19	< 1 hour	1344347479-526da112.sql.bz2	100.81 Kb	 

After each backup process, you should download the generated backup file by clicking on its "View" icon, or simply by using the link in the notification box at the top.

 **Download**

 **Download the Backup file (0.10MB)**

Tip: You can also download this file over your FTP. Backup files are located in "admin/backups" directory.

Your database is saved using the standard SQL format and its `.sql` file extension, and compressed using the BZip2 algorithm (simply put, a variant of the popular Zip format. Read more: <http://en.wikipedia.org/wiki/Bzip2>) and its `.bz2` file extension. That gives a file archive with the `.sql.bz2` file extension. Put your backup file in a safe place, for you might need it at any given time. Furthermore, you can find these backups directly on your server, in the `/backup` folder, under your custom-named `/admin` folder.

Backup Options

At the bottom of the screen, two options are available:

- **Ignore statistics tables.** PrestaShop stores your site's statistics in a handful of database tables, and these can grow big quite quickly. While it can be sound to keep your stats in a safe place, they also make for huge files to download, while you are probably more interested in a backup of your products, categories, customers, orders, etc. By default, PrestaShop backups all tables, but if you are short on disk space, change this option to "Yes".
- **Drop existing tables during import.** When importing a backup file, the system can either overwrite the existing live tables with the content of the ones that were backed up, or delete all existing in order to replace them with the content of the backup. The first case can result in doubles, which is why this option is enabled by default.

Backup options

Ignore statistics tables

✓

☐ Yes

☒ No

Drop existing tables during import:

✓

☒ Yes

☐ No




Drop existing tables during import
ps_connections, ps_connections_page, ps_connections_source, ps_guest, ps_statssearch

If enabled, the backup script will drop your tables prior to restoring the backed up data (ie. "DROP TABLE IF EXISTS")

SQL Manager


New in 1.5.

The SQL manager is a complex feature, which should be reserved to technical people who know how to explore a database using the SQL language. In return for this complexity, it can be extremely powerful and prove immensely useful to those who master it.

ID	Name	Request	Actions
1	Active French products	SELECT p.id_product, pl.name, pl.link_rewrite, pl.description FROM ps_product p LEFT JOIN ps_product_lang pl ON (p.id_product = pl.id_product) WHERE p.active = 1 AND pl.id_lang = 4	  

This tool enables you to perform SQL queries directly on the PrestaShop database, and save them for use at any later time. Indeed, PrestaShop presents its database data in many ways, but you might need something more, or more simply, something rawer than PrestaShop's clean interface. Using the SQL manager you can perform complex queries which build upon tables of data in the way YOU need them.

For instance, using this tool and your knowledge of SQL, you could create a reusable query giving you an updated list of the clients who are subscribed to your newsletter, or get a list of products in HTML or CSV format.

 For security reasons, some types of queries are not allowed: UPDATE, DELETE, CREATE TABLE, DROP, etc. In short, you can only read data (SELECT query).

Also, secure keys or passwords are hidden (*****).

Creating a new query

As usual, the "Add New" button leads to the creation form. It has two main fields:

- **Name.** Make the name as long and descriptive as necessary.
- **Request.** The SQL query itself. You are free to perform JOINS or other intricate selections.

Request

Name:

Request:

```
SELECT p.id_product, pl.name, pl.link_rewrite, pl.description
FROM ps_product p
LEFT JOIN ps_product_lang pl ON (p.id_product = pl.id_product)
WHERE p.active = 1
AND pl.id_lang = 4
```

Additionally, the "List of MySQL Tables" section helps you explore the database, and makes it easier for you to build your queries. It gives you a handy and clickable selector of all the currently available database tables. Select a table to make PrestaShop display its attributes and types, then click "Add attribute" to send its name into the "Request" field.

List of MySQL Tables:

ps_page_viewed
ps_pagenotfound
ps_product
ps_product_attachment
ps_product_attribute
ps_product_attribute_combination
ps_product_attribute_image
ps_product_attribute_shop
ps_product_carrier
ps_product_country_tax

Attribute	Type	Action
id_product	int(10) unsigned	<input type="button" value="add attribute"/>
id_supplier	int(10) unsigned	<input type="button" value="add attribute"/>
id_manufacturer	int(10) unsigned	<input type="button" value="add attribute"/>
id_category_default	int(10) unsigned	<input type="button" value="add attribute"/>
id_tax_rules_group	int(11) unsigned	<input type="button" value="add attribute"/>
on_sale	tinyint(1) unsigned	<input type="button" value="add attribute"/>
online_only	tinyint(1) unsigned	<input type="button" value="add attribute"/>
ean13	varchar(13)	<input type="button" value="add attribute"/>

Saving the form sends you back to the main page, with its list of queries.

Starting a query

Each saved query in the table has four icons to the right of its row:

- **Export.** Performs the query, and has it downloaded by you in CSV format.
- **View.** Performs the query, and has it displayed in an HTML table, right within the PrestaShop interface.

- **Edit.** You can edit a query as often as necessary, in order to refine it and get better results.
- **Delete.** Once a query is not used anymore (or simply because it does not work), you can delete it by clicking this button and confirming your choice.

Advanced Parameters > SQL Manager > View



Active French products

id_product	name	link_rewrite	description
1	iPod Nano	ipod-nano	<p>Des courbes avantageuses. Pour les amateurs de sensations, voici neuf nouveaux coloris. Et ce n'est pas tout ! Faites l'expérience du design elliptique en aluminium et verre. Vous ne voudrez plus le lâcher.</p> <p>Beau et intelligent. La nouvelle fonctionnalité Genius fait d'iPod nano votre DJ personnel. Genius crée des listes de lecture en recherchant dans votre bibliothèque les chansons qui vont bien ensemble.</p> <p>Fait pour bouger avec vous. iPod nano est équipé de l'accéléromètre. Secouez-le pour mélanger votre musique. Basculez-le pour afficher Cover Flow. Et découvrez des jeux adaptés à vos mouvements.</p>
2	iPod shuffle	ipod-shuffle	<p>Un lien immédiat. Portez jusqu'à 500 chansons accrochées à votre manche, à votre ceinture ou à votre short. Arbrez votre iPod shuffle comme signe extérieur de votre passion pour la musique. Existe désormais en quatre nouveaux coloris encore plus éclatants.</p> <p>Emplissez votre iPod shuffle. iTunes est un immense magasin dédié au divertissement, une collection musicale parfaitement organisée et un jukebox. Vous pouvez en un seul clic remplir votre iPod shuffle de chansons.</p> <p>La musique en technicolor. iPod shuffle s'affiche désormais dans de nouveaux coloris intenses qui rehaussent le design épuré du boîtier en aluminium anodisé. Choisissez parmi le bleu, le vert, le rose, le rouge et l'argenté d'origine.</p>

Settings

There is only one setting at this time:

- **Select your encoding file by default.** You can configure the character encoding of the downloaded CSV file. The default, UTF-8, is recommended, but you can select ISO-8859-1 if need be.

Settings

Select your encoding file by default

utf-8

Some sample queries

The possibilities are endless, but here are a few sample queries to help you build your own.

Listing all the e-mails address of all the customers

```
SELECT email FROM ps_customer
```

Listing all the e-mails address of all the customers who are subscribed to your newsletter

```
SELECT email

FROM ps_customer

WHERE newsletter = 1
```

Listing all the products which are active and have a description in French

```
SELECT p.id_product, pl.name, pl.link_rewrite, pl.description

FROM ps_product p

LEFT JOIN ps_product_lang pl ON (p.id_product = pl.id_product)

WHERE p.active = 1

AND pl.id_lang = 4
```

Listing all the orders, with details about carrier, currency, payment, total and date

```
SELECT o.`id_order` AS `id`,

       CONCAT(LEFT(c.`firstname`, 1), '. ', c.`lastname`) AS `Customer`,

       ca.`name` AS `Carrier`,

       cu.`name` AS `Currency`,

       o.`payment`, CONCAT(o.`total_paid_real`, ' ', cu.`sign`) AS
`Total`,

       o.`date_add` AS `Date`

FROM `ps_orders` o

LEFT JOIN `ps_customer` c ON (o.`id_customer` = c.`id_customer`)

LEFT JOIN `ps_carrier` ca ON (o.id_carrier = ca.id_carrier)
```

```
LEFT JOIN `ps_currency` cu ON (o.`id_currency` = cu.`id_currency`)
```

Logs

Errors happen. Most of the time, you are not aware of them because PrestaShop handles them silently. But you might want to know about them, in order to be able to correct the most regular ones, and insure a better stability for your shop.

Severity levels

Meaning of severity levels:
1. Informative only
2. Warning
3. Error
4. Major issue (crash)

Page 1 / 1 | Display 50 / 0 result(s)

Reset Filter


ID	Severity (1-4)	Message	Object type	Object ID	Error code	Date	Actions
--						From To	--

No items found

Delete selected

The "Logs" page is where you can have a look at the PHP errors which plague your shop. They are listed in the page's central table, and are presented in 4 types:

- **Informative only.** Run-time notices. Indicate that the script encountered something that could indicate an error, but could also happen in the normal course of running a script.
- **Warning.** Run-time warnings (non-fatal errors). Execution of the script is not halted.
- **Error.**
- **Major issue (crash).** Fatal run-time errors. These indicate errors that cannot be recovered from, such as a memory allocation problem. The execution of the script is halted.

 Logs by e-mail

Minimum severity level

*Enter "5" if you do not want to receive any e-mails.
E-mails will be sent to the shop owner.*

These explanations are the official ones from the PHP manual. Read more:

<http://www.php.net/manual/en/errorfunc.constants.php>.

The error logging tool enables you to receive a notification when an error occur. Notifications are sent to the shop owner's e-mail address, and you can configure the degree of importance at which you should start receiving such e-mails: use "3" if you only want to know about major issues, "1" if you want to know about everything, even the tiniest notice. The default is "5", meaning that no notification is sent.



Webservice

A Web service is a method of communication between two electronic devices over a network. It relies on a known set of methods, formats and access rights, so as be able to use the webservice's content on any other authorized tool, and build upon the original content. Read more about it on Wikipedia:

http://en.wikipedia.org/wiki/Web_service.

In this page, you can enable your shop's webservice, so that third-party tools can access your data. This potentially makes it possible for interesting tools to help you or your customers make better use of your shop (such as mobile applications).

The page starts by listing the currently existing webservice keys in a table. A webservice key is a unique access that you grant to a developer, which can be used to tie a tool to your shop. Share them sparingly, as you might not always want everyone to access your data.

<input type="checkbox"/>	Key	Enabled	Key description	Actions
--	<input type="text"/>	--	<input type="text"/>	--
<input type="checkbox"/>	PNH5JK3EHIB1BJM29I43RL00ZTYAEDB1	<input checked="" type="checkbox"/>	Franck B's iPhone app.	 

Not any app can access your shop through the PrestaShop webservice: you decide which can, and what they are allowed to do. Every app has a unique connection key, with specific access rights.

Adding a new key

The "Add new" button takes you to the webservice key creation form:

- **Key.** A unique key. You can either create your own, or choose to use a generated one, for instance by clicking the "Generate" button or by using any online key generator. Generated keys are most of the time safer, because they are harder to guess.
- **Key description.** A reminder of who that key is for, and what it gives access to.
- **Status.** You can disable a key anytime. This enables you to only temporarily grant access to your data from a certain key.
- **Permissions.** You do not have to share ALL your data with each key. You can choose among a wide array of permissions, either by section or by type of access. You might want some applications to only be able to view a handful of items, while some others (for instance, ones that you would use to manage the shop remotely) should be able to edit and delete just about everything. Choose wisely.

Webservice Accounts:

Key: *

Webservice account key

Key description:


Key description

Status: ☒ ☐ ☐ ☐

Permissions: Set the resource permissions for this key:


Resource	View (GET)	Modify (PUT)	Add (POST)	Delete (DELETE)	Fast view (HEAD)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
addresses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
available_quantities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
carriers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
carts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
categories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
combinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
configurations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
content_management_system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
currencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Configuration



 For security reasons, make sure your shop's server supports secure SSL connection!

The configuration is pretty easy:

- **Enable PrestaShop Webservice.** If you do not want anyone to access your shop through third-party tools and applications, just keep it disabled.
- **Active mode CGI for PHP.** The CGI mode is a special setting for the Apache server, where you tell it to use PHP as a CGI script rather than an Apache module. While the CGI mode has a reputation of being more secure, it has been found to have a security flaw as recently as May 2012. Ask your web host for advices.



 Configuration

Enable PrestaShop Webservice


 ☐ Yes  ☒ No

Before activating the webservice, you must be sure to:
be certain that URL rewriting is available on this server
be certain that the 5 methods GET, POST, PUT, DELETE and HEAD are supported by this server

Active mode CGI for PHP

 ☐ Yes  ☒ No

Be sure PHP is not configured as an Apache module on your server

 Developers can find our documentation on how to build a tool around PrestaShop's webservice at this address:
<http://doc.prestashop.com/display/PS15/Using+the+PrestaShop+Web+Service>.

Administering The Back-Office

The "Administration" menu contains a special set of preference pages: rather than giving options that impact the customer or your front-end, they are all about the inner workings of your shop, and even your business itself. In effect, these pages enable you to set how the PrestaShop software will work for you, and how you and your team will be able to use it.

Preferences

The "Preferences" administration page contains general options and settings on the way PrestaShop itself works. It has four sections.

General

General

Automatically check for module updates ☒ Yes ☐ No
New modules and updates are displayed on the modules page

Check IP on the cookie ☒ Yes ☐ No
Check the IP address of the cookie in order to avoid your cookie being stolen

Lifetime of the Front Office cookie
Indicate the number of hours

Lifetime of the Back Office cookie
Indicate the number of hours

This section is for the more general settings:

- **Automatically check for module updates.** New in 1.5. You can ask PrestaShop to regularly check if there are new versions of your modules available from the Addons website. If so, the "Modules" page will display a "Update it!" button for installed modules, right next to their "Uninstall" button.
- **Check IP on the cookie.** This is an added security measure: you can tell PrestaShop to check that the user comes from the IP stored in his or her browser's cookie.
- **Lifetime of the Front Office cookie.** By default, the longevity of a PrestaShop cookie is 480 hours (20 days). You can reduce it if you feel your security needs it.
- **Lifetime of the Back Office cookie.** By default, the longevity of a PrestaShop cookie is 480 hours (20 days). You can reduce it if you feel your security needs it.

Upload quota

This page helps you define the authorized size of uploaded files from your own team – not from your customers.

Attachment maximum size Megabytes
Set the maximum size of attachment files (in MegaBytes). Maximum: 40M

File value upload limit Megabytes
Define the limit upload for a downloadable product, this value have to be inferior or equal to your server's maximum upload file (40 MB).

Image value upload limit Megabytes
Define the limit upload for an image, this value have to be inferior or equal to your server's maximum upload file (40 MB).

There are three options, one being general and the two others being more specific:

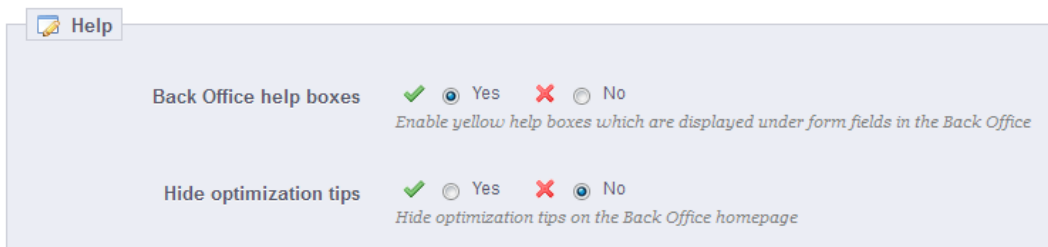
- **Attachment maximum size.** The default value is directly taken from your server's settings, but you can lower it if necessary.
- **File value upload limit.** If you sell virtual products (services, booking and downloadable products), this setting can limit the size of the files your

team can upload – and thus the size of the final product. Plan in advance so that you never leave one of your team members blocked.

- **Image value upload limit.** Likewise, you can limit the size of image that you or your team can upload to your shop. This can serve as a handy reminder that team-members should strive to reduce the size of image, as it is often not useful to upload anything more than 600x600 (which is roughly 200 kB when correctly compressed). See the "Images" preferences page for the image sizes your shop is set to use. This has the added benefit of saving on both server space and bandwidth usage, as well as processor power (since PrestaShop resizes uploaded image to give you thumbnails and more).

Help

To help you with your everyday usage of PrestaShop, the development team has added many tips & tricks within the interface.

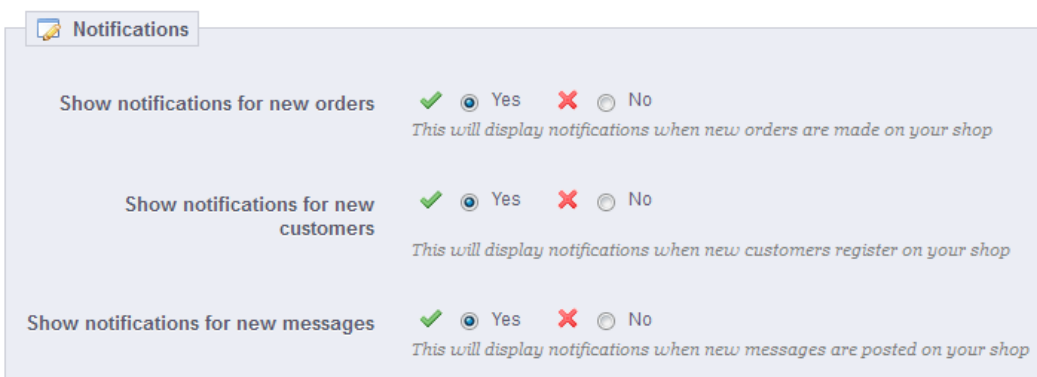


You can have them displayed using one of these two options:

- **Back Office help boxes.** This will display yellow help boxes below some of the more obscure form fields.
- **Hide optimization tips.** This will display a box with configuration tips on the homepage of the PrestaShop back-office.

Notifications

Notifications are numbered bubbles that are displayed at the very top of any administration page when you have loaded it, right next to the shop's name. They display the number of new items since the last you clicked on them.



Notifications

Show notifications for new orders ☒ Yes ☐ No
This will display notifications when new orders are made on your shop

Show notifications for new customers ☒ Yes ☐ No
This will display notifications when new customers register on your shop

Show notifications for new messages ☒ Yes ☐ No
This will display notifications when new messages are posted on your shop











You can choose not to receive them for some content types:

- **Show notifications for new orders.** Clicking it display a larger bubble containing the name of the customers that registered since last time. From there on, you can either open any customer's single page, or open the "Customers" page to get the complete list.
- **Show notifications for new customers.** Clicking it display a larger bubble containing the numbers, amounts and customer names for the order that were last placed on your shop. From there on, you can either open any order's single page, or open the "Orders" page to get the complete list.
- **Show notifications for new messages.** Clicking it display a larger bubble containing the e-mail of the persons who last sent you a message using the contact form on your shop. From there on, you can either open any message, or open the "Customer Service" page to get the complete list.

Quick Access

PrestaShop has handy shortcuts to your most important pages, which can be accessed through the "Quick Access" menu, at the top right of every page of the PrestaShop back-office (right next to the username).

The "Quick Access" administration page enables you to create customized shortcuts, and make your navigation within the admin area even more relevant to you and your team.

	ID	Name	Link	New window	Actions
	1	Home	index.php	✗	 
	2	My Shop	./	✓	 
	3	New category	index.php?controller=AdminCategories&addcategory	✗	 
	4	New product	index.php?controller=AdminProducts&addproduct	✗	 
	5	New voucher	index.php?controller=AdminCartRules&addcart_rule	✗	 

The page displays all the shortcuts that have already been created. By default, they are


- **Home.** Takes you to the home-page of your back-office.
- **My shop.** Takes you to the home-page of your shop. This is akin as clicking on the "View my shop", located at the top right of the back-office.
- **New category.** This special link takes you directly to the category creation form.
- **New product.** This special link takes you directly to the product creation page.
- **New voucher.** This special link takes you directly to the voucher/cart rule creation page.


Pages that open in a new tab/window will have a green mark in the "New window" column.

You can create as many shortcuts as needed – just do not overdo it, obviously, since this would render the "Quick access" menu slower to read.

Adding a new link

Let's create a shortcut the order creation page, from which you can create a new order, and even add new customers and their addresses on the fly.

 Quick Access menu

Name: 

URL:

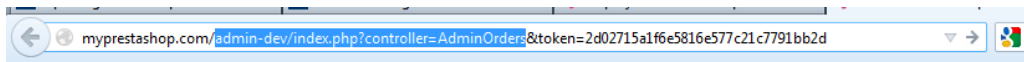
If it's an URL that comes from your Back Office, you must NOT put a security token.

Open in new window: ☐ ☒ ☐ ☒

As usual, clicking the "Add New" button takes you to the creation form:

- **Name.** Give the shortcut a unique name. Make it short and descriptive.
- **URL.** Indicate the page's address. Here is how you can use even pages with complex links as quick links:

1. While keeping the link creation page open, go to the "Orders" page under the "Orders" menu in a new browser tab.



2. Copy its web address from the browser's address bar. For instance,
<http://www.myprestashop.com/admin/index.php?controller=AdminOrders&token=f326b0419984706791c03f7e96599147>.
 3. Remove the whole `&token=xxx` part and keep the important bits (i.e., do not keep the domain and admin folder). In our case:
`index.php?controller=AdminOrders.`
 4. Paste the result in the "URL" field of the creation form.
- **Open in new window.** Indicate whether you want to have this tab open in a new window or not. In general, link to the back-office should be kept within the same tab/window, and links leading outside of the back-office (front-office, other site altogether) should open in a new window/tab.

Note that you absolutely can create links to other websites, for instance your PayPal account or your webmail. Simply paste the complete URL in the "URL" field, including the `http://` prefix.

Employees

The "Employees" administration page lists all the user accounts that have access to your shop's back-office. By default you will find the account that was created during the store's installation, which is automatically set as SuperAdmin. The SuperAdmin has access to all of PrestaShop's features without restriction.

ID	Last name	First name	E-mail address	Profile	Can log in	Actions
1	Dupont	Jean	contact@prestashop.com	SuperAdmin	✓	

You should make sure to create a new employee account for every actual employee that has anything to do you with your online business. This means

that you should never have a general use account that everyone can use, because you need to keep track of who did what on your shop. Indeed, employees can edit orders, accept payments and refund customers, and you need to know who did what. Having a personal administration account is a good way for you to ensure that your team manages your shop responsibly.

Adding a new employee

The "Add New" button takes you to the employee creation form.

Employees


First name: *

Last name: *

Password: *

Min. 8 characters; use only letters, numbers or -_

E-mail address: *

Admin panel color: 

Admin panel background will be displayed in this color. HTML colors only (e.g. "lightblue", "#CC6600")

Default tab: ▼

This tab will be displayed just after login



Back Office width:

Back Office width, in pixels. The value "o" means that the Back Office width will be flexible.



Language: ▼ *

Theme: ▼

Back Office theme

Show screencast at log in: ☐  ☒ 

Display the welcome video in the Admin panel dashboard at log in

Status: ☒  ☐ 

Allow or disallow this employee to log into the Admin panel


Profile: ▼ *

It has a dozen settings:

- **First name** and **Last name**. The name does not appear to customers, but is very helpful when you need to know who did what on your shop.
- **Password**. Try your best to not make it obvious. You do not want an employee's account to be used by unknown people.

- **E-mail address.** If allowed to, the employee will receive customer's e-mails and PrestaShop's notifications on this address. It is also used as the account's login identifier.
- **Admin panel color.** A bit of a cosmetic setting, which can serve as a reminder of which account you are currently logged with. For instance, you could make it so that SuperAdmin accounts have green background color, while logisticians or friends use a yellow color. When you log in using one of your company's computer, this helps you know right away which account (or type of account) you are using, and decide whether you should use it or switch to another.
- **Default page.** You can decide which page the user sees right after logging-in. This could be the stats page for SuperAdmins, and the orders page for salespersons.
- **Back Office width.** By default, PrestaShop's back-office interface is as wide as your screen allows. When you have a really wide screen, this can prove a problem. Use this setting to limit the interface's width to a given size, in pixels.
- **Language.** The default language, since your business might be done in English, but your logisticians might be from another country. Make sure to add the necessary languages, using the "Languages" page under the "Localization" menu.
- **Theme.** The back-office of PrestaShop can use a different theme than the default one. You can choose which one to use here.
- **Show screencast at log in.** When enabled, PrestaShop will display a welcome video on the back-office home-page, which tells about the improvement and features of your current version of PrestaShop.
- **Status.** You can temporarily and definitively disable an account. This enables you to create temporary accounts, for instance when you need help during the holidays or the shopping season.
- **Profile.** It is very important that you assign a correct profile to each employee account. A profile is tied to a set of permissions and access rights, and you should get to know the existing ones, listed in the "Profiles" page under the "Administration" menu (see below for more information). The profile determines which part of your shop's back-office the employee has access to; for instance, when the employee logs in, only the pages/menus that have been configured as accessible to his or her profile will be displayed. This is a very important setting.

Employees option

 **Employee options**

Password regeneration minutes
Security: minimum time to wait between two password changes

Memorize language used in Admin panel forms










Allow employees to select a specific language for Admin panel forms

The section at the bottom of the "Employees" page, right below the employees list, has two options available:

- **Password regeneration.** Enables you to set the frequency at which an employee can change his or her password.
- **Memorize language used in Admin panel forms.** If enabled, enables employees to save their own default form language.

Profiles

PrestaShop enables you to assign specific duties and rights to each employee who helps you manage the online shop. For example, the administrator will have access to the entire store, without restriction, while an employee can only have access to the catalog or orders.


	ID	Name	Actions
--	<input type="text"/>	<input type="text"/>	--
	1	SuperAdmin	
<input type="checkbox"/>	2	Administrator	 
<input type="checkbox"/>	3	Logistician	 
<input type="checkbox"/>	4	Translator	 
<input type="checkbox"/>	5	Salesman	 

By default, PrestaShop has 5 profiles ready to use:

- **SuperAdmin.** The highest rank. It has all the rights and can access everything on the PrestaShop installation.

- **Administrator.** Can do and view pretty much everything, apart from CMS content, shop URLs, price rules, multistore setting, and couple other pages. Only trusted employees should have access to this profile.
- **Logistician.** Those in charge of packing and sending orders. Can only access the orders, shipping and stock management pages, and part of the catalog and customer pages.
- **Translator.** Those who are tasked in translating your shop's textual content. Can access products and categories, CMS content and the "Translations" page.
- **Salesman.** Your salespersons, if any. In addition to the translator's access rights, can also access the customer pages, the modules and webservice, and some stats.

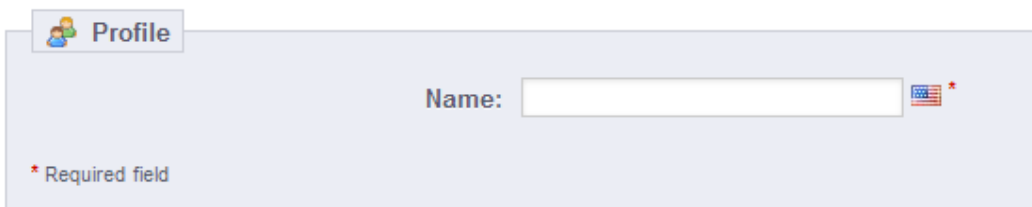
You can see the details of the access rights by reviewing each profile in the "Permissions" page (see below).

 The SuperAdmin profile cannot be deleted, only renamed.

Adding a new profile

You can add as many profiles as needed.

Adding a new profile is pretty straightforward: simply click the "Add new" button, enter a unique name for the new profile, and save.



The more complex part comes when setting the new profiles access rights. This is done in the "Permissions" page (see below).

Permissions

Permissions are the central part of PrestaShop's profiles. They enable you to see very precisely what an employee account can and cannot do on your shop.

SuperAdmin									
Administrator	Home	<input checked="" type="checkbox"/> View	<input checked="" type="checkbox"/> Add	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Delete	<input checked="" type="checkbox"/> All	Modules	<input checked="" type="checkbox"/> View	<input checked="" type="checkbox"/> Configure
Logistician	CMS Pages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Bank Wire	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Translator	CMS Categories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Block advertising	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Salesman	Combinations Generator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Top seller block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Search	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Cart block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Shops	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Categories block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Shop URLs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» CMS Block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Catalog	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Block contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	» Products	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Block contact infos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	» Categories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Currency block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	» Monitoring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Block customer data privacy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	» Attributes and Values	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Language block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	» Features	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» Manufacturers block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	» Manufacturers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» My Account block	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	» Suppliers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	» My Account block on	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The "Permissions" administration page is built using tabs:

- On the left of the screen, as many tabs as there are available profiles.
- On the remaining right of the screen, PrestaShop display the clicked profile's permissions. This tab contains two tables, side by side.

When you click any profile (except SuperAdmin), the two tables appear to give you access to their criteria:


- On the left, menu-related permissions: you can decide what the profile can do with menus. In effect, you could prevent a profile from editing the content of a page, or even hide the menu entirely.
- On the right, module-related permissions: while you might allow some profiles to see the available modules, you might prefer that only the most trustworthy employees should be able to configure some key modules.

For each of the menu criteria, you have 5 options:

- **View.** Employee can view information.
- **Add.** Employee can add new information.
- **Edit.** Employee can change information.
- **Delete.** Employee can delete information.
- **All.** Enable all the above options for the current row.

Meanwhile, the module criteria have only 2 options:

- **View.** Employee can view the module's configuration.
- **Configure.** Employee can configure the module.

 The SuperAdmin permissions cannot be changed: the profile simply has all the rights for every criterion.

Setting permissions for a new profile

For this example we will create a new profile, "Order Preparer". First create the profile in the "Profiles" page, by filling the "Name" field. As soon as it is saved, it appears in the list of profiles.

Then you need to assign permissions to this new profile. Go to the "Permissions" page, and click on the tab for the new profile: the list of criteria appears. By default, a new profile has access to none of the back-office pages, and can only view the impact of some modules on the back-office (for the pages he or she has permissions to view).

You have two ways to fill the criteria, depending on the limits or freedom you want the profile to have:

- Click the permission checkboxes one by one until it has enough access rights to get the job done.
- Have all the checkboxes checked, then remove permissions one by one until it has only the ones necessary.

You have two ways to have checkboxes checked in batches:

- Per column: at the top of each column, a checkbox makes it possible to have all of the column's checkboxes checked at once. Unchecking it unchecks all the currently checked boxes.
- Per row: if you click on the "All" checkbox for a given row, all the checkboxes this row will be checked. Unchecking it unchecks all the currently checked boxes.

You can then uncheck selected rows rather than spending time checking each needed rows one by one.

To avoid mistakes during the configuration of your permissions, PrestaShop automatically saves your settings every time you make a change. This means you do not have to click any "Save" button. Once you have assigned the profile its rights, you can return to the "Employees" administration page and start assigning that new profile to the employees who need it.

Menus

PrestaShop's back-office menu organization is not set in stone: while the default arrangement is built in order to have the most useful pages readily available, you might have a different opinion, and may want to change the organization, in part or in full.

ID ▼ ▲	Name ▼ ▲	Icon	Module ▼ ▲	Enabled ▼ ▲	Position ▼ ▲	Actions
<input type="text"/>	<input type="text"/>	--	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	--
9	Catalog		--	✓	▼	
10	Orders		--	✓	▼ ▲	
11	Customers		--	✓	▼ ▲	
12	Price Rules		--	✓	▼ ▲	
13	Shipping		--	✓	▼ ▲	
14	Localization		--	✓	▼ ▲	
15	Modules		--	✓	▼ ▲	
16	Preferences		--	✓	▼ ▲	
17	Advanced Parameters		--	✓	▼ ▲	
18	Administration		--	✓	▼ ▲	
19	Stats		--	✓	▼ ▲	
20	Stock		--	✓	▲	

This administration page enables you to move, edit, disable and even create pages.

Moving menus

Menus can be moved directly from the list. You can either click on the arrows in the "Position" column, or drag the row itself and drop it in the position you want it to have. As soon as you drop the row, PrestaShop saves the location automatically. You can drag the row when the mouse cursor is over the "Position" column.

You can disable a menu simply by clicking on the green checkmark in the "Enabled" column. Note that this will disable the menu for all back-office users. If you want to hide a menu from a specific set of users, edit their profile's permissions, in the "Permissions" administration page.

Moving pages


To access a menu's pages, click the "+" icon on the right of the row. A new list appears within the main list, with the same columns.

Pages can be moved within a menu directly from the list. You can either click on the arrows in the "Position" column, or drag the row itself and drop it in the position you want it to have. As soon as you drop the row, PrestaShop saves the location automatically. You can drag the row when the mouse cursor is over the "Position" column.

ID	Name	Icon	Module	Enabled	Position	Actions
9	Catalog		--			
21	Products		--			
22	Categories		--			
23	Monitoring		--			
24	Attributes and Values		--			
25	Features		--			
26	Manufacturers		--			
27	Suppliers		--			
28	Image Mapping		--			
29	Tags		--			
30	Attachments		--			
10	Orders		--			

You can also move a page to a different menu altogether. This cannot be done directly from the list; you must open the page's editing form, where you will find the "Parent" option. Change that option to another menu name, save your changes, and when returning to the "Menus" page, the page will have moved menu.

Tabs



Name:  *

Class: *


Module:

Icon:

Upload logo from your computer (.gif, .jpg, .jpeg or .png).

Status: ☒  ☐ 

Show or hide tab.

Parent: 

- Home
- Catalog
- Orders
- Customers
- Price Rules
- Shipping
- Localization
- Modules
- Preferences
- Advanced Parameters
- Administration
- Stats
- Stock


* Required field

You can disable a page simply by clicking on the green checkmark in the "Enabled" column. Note that this will disable the page for all back-office users. If you want to hide a page from a specific set of users, edit their profile's permissions, in the "Permissions" administration page.

Creating a new page or menu

Click on the "Add New" button to reach the page creation form.



Tabs

Name:  *

Class: *

Module:

Icon:
Upload logo from your computer (.gif, .jpg, .jpeg or .png).

Status: ☒  ☐ 
Show or hide tab.

Parent: ▼

This form has a handful option, some of which might prove complicated:

- **Name.** Give it a unique name, because it will serve as an internal identifier.
- **Class.** In short, a PrestaShop back-office page is based on specific internal PHP files, which are called "admin controllers", and are most often stored in the `/controllers/admin` folder of your PrestaShop installation. When creating a new page, you must know which controller to target, and most importantly the name of its class – which is the name of its PHP file.
For instance, if you want to create a page displaying PrestaShop's backup administration page, you must first find its controller name (in this case, `AdminBackupController`), and copy it in the "Class" field.
- **Module.** In some cases, the administration controller for which you want to create a page comes from a module. In that case, you must also indicate the identifier for the module (in most cases, its folder name) and copy it in the "Module" field, in lowercase. This way, PrestaShop will know that it should not look for the controller in the `/controllers/admin` folder, but rather in the `/modules/NAME-OF-THE-MODULE/` folder.
- **Icon.** You can use any 16*16 icon; for instance, the excellent and free FamFamFam Silk icon set: <http://www.famfamfam.com/lab/icons/silk/>.
- **Status.** You can disable a page at any time, but do note that it affects all the back-office users.
- **Parent.** You can choose any menu, but for consistency's sake, make sure to pick one to which the page you are creating is relevant.

If you want to create a new menu page, choose "Home" as the parent.

Understanding Statistics

One of the greatest aspects of PrestaShop is its unrivaled power in digging up information on customer behavior. Let's see how this is done.


Contrary to the popular saying, statistics are not akin to "lies and damned lies". The numbers PrestaShop provides you with are rock-solid information which you can count on to improve your shop, change the way products are presented or adapt their prices, remove products that do not sell or simply push forward those that do. All this and more can be deduced from the data that PrestaShop automatically gathers for you, and which is presented in a dozen of entries, with graphics and data tables helping you making decisions.

The point to all this is to help you make a solid decision when you need to target your audience.

In addition to this, PrestaShop has a built-in referrer management system, which makes it possible for you to easily create affiliate campaigns.

Stats

This section presents in details the usefulness of the various available statistics. By clicking on each of the categories at your disposal in the sidebar of the "Stats" page, the main page reloads with the most current numbers. For some of the stats, a complete explanation is given, helping you understand the data given to you so that you can use the information to improve your shop and its conversion rate.

 Statistical data is gathered starting on the day you have installed PrestaShop. If you would prefer this data to be gathered starting with the opening day of your shop (and therefore, delete all your test data), you can use the "Auto-clean period" at least 24 hours before the definitive launch. See below.

Main interface

By default, the page displays the Stats Dashboard, an overview of the main numbers gathered by PrestaShop stat system since you launched your online shop.

Day
Month
Year
Day-1
Month-1
Year-1
From: 2012-08-07
To: 2012-08-07
Save

Stats Dashboard
Mode: Day

All amounts are without taxes.

	Visits	Reg.	Orders	Items	% Reg.	% Orders	Coupons	Products Sales
2012-08-07	1	1	0	0	100 %	0 %	0,00 €	0,00 €
Total	1	1	0	0	--	--	0,00 €	0,00 €
Average	1	1	0	0	100 %	0 %	0,00 €	0,00 €
Forecast	1	1	0	0	--	--	0,00 €	0,00 €

Conversion

Visitors
1

100 %

Accounts
1

100 %

Full carts
1

0 %

Orders
0

100 %

Registered visitors
0 %

Orders

Visitors
0 %

Orders

Turn your visitors into money:
Each visitor yields **0,00 €**.
Each registered visitor yields **0,00 €**.

Payment distribution
Zone: -- No filter --

Module	Count	Total	Cart
--------	-------	-------	------

At the top of the page is a single bar which helps you choose the period of time for the currently displayed statistics. Three sets of options are available:

- Current day, month or year.
- Previous day, month or year.
- Precise date selection.

The dashboard contains 8 sections:

- **Stats Dashboard.** This truly is the heart of your statistics. Within a single table, PrestaShop gives an overview of the most important numbers that were gathered for the selected period of time: visitors, new registrations, new orders, number of items bought for all orders combined, percentage of registration per visitors, percentage of orders per visitors, amount of used coupons, amount of all sales combined. You can change the granularity using the drop-down selector, at the top right of the section. The available period sizes are: daily, weekly, monthly, and yearly.
The three lines at the bottom of the table are not affected by the selected period: total, average and forecast numbers enable you get a better estimate of where your shop is headed to.
- **Conversion.** This section gives you an idea of how much a visitor or a registered customer are worth on your shop, based the number of orders they place, basically. It is a nice indicator of how your shop is doing.
- **Payment distribution.** This section presents which payment methods are most often chosen by your paying customers. Based on these figures, you may wish to adapt your shop or your business in order to better cater for the most popular methods, or to push forward a specific method that you would prefer that your customers choose.
Using the "Zone" drop-down selector at top right of the section, you can limit the numbers to a specific geographical zone, and thus see which method works best or worst depending on the region.
- **Category distribution.** This section gives category-specific information. For each category, it presents you with useful numbers: products, sales, percentage of global for the whole shop, percentage of sales for the whole shop, average product price. If you notice that a category is way more successful than others, you might want to push your promotion efforts on it. On the other hand, you could try bolstering the numbers of disappointing category by releasing vouchers or other doing other promotional actions...
Using the "Zone" drop-down selector at top right of the section, you can limit the numbers to a specific geographical zone, and thus see which category is most successful depending on the region.
- **Language distribution.** You customers can choose their preferred language when registering, and you can see the language distribution with this section. Make sure to have all your products correctly translated for at least the two most popular languages.

- **Zone distribution.** You can filter other section by zones, and this section directly gives you a per-zone run down of your number of registered customers and placed sales (and their respective percentages).
- **Currency distribution.** If you accept more than one currency, this section helps you see which one is the most used by your paying customers. Using the "Zone" drop-down selector at top right of the section, you can limit the numbers to a specific geographical zone, and thus see which currency is most successful depending on the region.
- **Attribute distribution.** This is more of an internal statistic, enabling you to see which attribute and attribute group is the most used within your products.

Navigating the statistics



Most of the statistics can be downloaded as CSV files, by clicking on the "CSV Export" button.

- **Visits and Visitors.** This page gives you statistics on visitors to your shop and the number of times they visit. The larger the number, the more popular your shop is. The graph helps you understand the behavior of your visitors. Basically you will see how many visits your shop gets, and you can compare it to the number of visitors (PrestaShop can recognize when the same person visits your shop multiple times, hence why the number of visits will be much higher than the number of visitors). The greater the difference between the two numbers, the more you are succeeding in creating a faithful base of core customers.
- **Sales and Orders.** Those two graphs present the evolution of your shop's sales and orders. They can be filtered by country, using the drop-down menu at the top right.
 - The first graph indicates the total number of valid orders, as well as the total number of products ordered. With this graph, you can analyze which periods gave you the biggest return in terms of quantity of orders.
 - The second graph helps you visualize your sales graphically. It can analyze the periods of time when you had the greatest sales. This enables you, for instance, to have a better idea of when to start your marketing campaigns.

- **Customer Accounts.** This page displays a graph with the number of customer accounts created in your online shop. With this information, you can measure the impact of your marketing campaigns. You can see the number of visitors who subscribed but actually never purchased anything, as well as the number of customers who created an account and bought an item immediately after registering.
- **Registered Customer Info.** This section is divided into 5 charts.
 - **Gender Distribution.** You can see how your customers are distributed among the various social titles that you have set – by default, Mr., Ms. and Miss, but there can be many others, such as Dr. or Sr. Therefore, you cannot trust this graph to show you the gender distribution... unless you have reduced your social titles to just two gendered ones.
 - **Age Ranges.** You can learn about the distribution of your customers according to their age. If you see that the age range of your customers is not what you imagined it would be, think about adjusting your marketing approach.
 - **Country Distribution.** You can quickly consult in which countries your customers are living. This can help you focus marketing efforts on a single country.
 - **Currency Distribution.** You can see what currencies are used to shop for items in your shop, and in what proportions.
 - **Language Distribution.** You can see in what languages your shop

Navigation

[Visits and Visitors](#)
[Sales and orders](#)
[Customer accounts](#)
[Registered Customer Info](#)
[Visitors online](#)
[Software](#)
[Catalog statistics](#)
[Best vouchers](#)
[Best customers](#)
[Visitors origin](#)
[Pages not found](#)
[Search engine keywords](#)
[Product details](#)
[Best products](#)
[Best categories](#)
[Best suppliers](#)
[Carrier distribution](#)
[Newsletter](#)
[Shop search](#)
[Catalog evaluation](#)
[Available quantities stats](#)
[Stats Dashboard](#)

is consulted most often, and thus decide whether or not you should improve your shop's translations in a given language.

- **Visitors online.** This section indicates the number of visitors currently on your shop. You can see their names and the pages that they are currently looking at. The data is updated live, as visitors browse your shop.
- **Software.** This section informs you of the web browsers that visitors and customers use to browse your shop. You should verify that your shop is perfectly compatible with these browsers, or at least the three most popular ones. It also tells you if visitors are browsing your shop from their mobile devices (such as a smart-phone). If this number is significant, you should think of having a mobile version of your shop. Finally, you can see what operating systems your visitors are using. Make sure that your shop is fully compatible with all of your visitors' platforms.
- **Best vouchers.** This section displays the most popular coupons, vouchers, cart rules and catalog price rules that you created and distributed, whether personally or through a promotional campaign. The table also displays the turnover, and the number of coupons used.
- **Catalog Statistics.** This section contains practical information on the products sold in your online shop, and your catalog as a whole. The figures can be filtered by category using the drop-down selector at the top right of the section. You can act on your catalog's performance by considering the following indicators:
 - **Products available.** The amount of available products in this category (by default, all categories).
 - **Average price (base price).** Average product price in the selected category.
 - **Product pages viewed.** Number of pages that were visited by your potential customers. Compare this data between different categories to see which has the most product views, or on the contrary which ones do not attract many customers. Use this information to make some improvements in your catalog.
 - **Products bought.** The amount of products purchased in each category.
 - **Average number of page visits.** The global number of visits for the products in the selected category.
 - **Average number of purchases.** The global return for the product sales in the selected category.

- **Images available.** Indicates how many images are tied to the selected category's products. A quick way to know if some products lack images is when there are fewer images as there are products.
- **Average number of images.** Number of images divided by the number of products in the selected category.
- **Products never viewed.** Some of your products might never have been viewed by visitors. Check their pages to try and understand why.
- **Products never purchased.** Some of your products have never been bought by customers. This is a serious issue, and you should take time to understand why.
- **Conversion rate.** Indicates the relationship between the number of visitors and the number of purchases. It is important that this value be as high as possible.
- A table at the bottom of the page tells you what products in this category have never been purchased. You may want to consider changing their price or writing a more attractive description.
- **Best Customers.** This section lists the best customers in your shop. It displays their e-mail address, as well as the number of time they have visited the website, and how much they have spent so far. Keep an eye on this page in order to keep track of, and take care of, your best customers. By clicking on the buttons at the top of the columns, you can choose how you would like to sort this data.
- **Visitors origin.** This page uses a graph to give you the top ten sites and search engines that have sent visitors to you. Usually, search engines play a very important role. If you create a marketing campaign by publishing articles on other sites, you can see what impact it had on your shop. Below the graph are the names of the sites that brought you your audience, with the number of visitors from each on the right hand column.
- **Pages not found.** This page tells you which pages of your catalog people have attempted to access but could not find (resulting in what is called "HTTP 404" errors). This is useful for finding potential technical problems that may hinder your sales.
- **Search engine keywords.** This page tells you what keywords typed into a search engine brought visitors to your online shop. This enables you to know which terms make your shop easily identifiable. Conversely you

can see which keywords are absent from this list, and are thus not effective.

- **Product details.** This page shows you all the products in your shop by the reference number, name, and available stock. You can sort your results by selecting from the drop-down menu above the product category you want to view. Click on a product to access its statistics. You can then view a chart with two sets of data: sales made and number of visits to the product page. The conversion rate of the product will also be displayed.
- **Best products.** This section displays your best performing products. You can view the turnover achieved, the average daily sales, number of page views, and the quantity left in your current stock. With this table, you can identify your core products and decide whether to perform actions such as increasing or decreasing your prices or giving discounts on a specific product.
- **Best categories.** This section presents your shop's performance by category. You can find out how many products in each category have been sold, the revenue generated, and the number of pages viewed. Make sure to regularly check the consistency of your results between different categories in order to adjust your shop's cohesiveness.
- **Best suppliers.** This section gives statistics on your suppliers by providing the quantities sold and the revenue generated.
- **Carrier distribution.** This page indicates which carriers are used most by your visitors. You can filter all results by order status. If you learn that a carrier is not often used, despite being fast and efficient, it might be appropriate to display it more prominently during checkout, to increase customer satisfaction.
- **Newsletter.** This page displays newsletter subscription statistics. You can use this database to keep customers informed. The newsletters usually help increase traffic to your shop. If you want to improve subscription, consider adding coupons/voucher/cart rules codes to each newsletter. You can see all of your subscribers' addresses via the "Newsletter" module, in the "Modules" page.
- **Shop search.** This section presents two indicators.
 - The first one is a chart which shows the distribution of keywords typed into your shop's search bar. This allows you to see which products your visitors are most looking for – and therefore, the one you should have plenty of stock of.

- The second is a table summarizing your visitors' searches. You can see which keywords are being used, how often they were typed, and how many results were available. It is important that all of your customers' requests get a result. To improve your shop, be sure to add the products that meet the customers' demands (searches) or add additional tags to your products that are easily identifiable.
- **Catalog evaluation.** This section gives an overview of your catalog's performance. You can find out if each product is active, or if its description is correctly entered in all of your shop's active languages. You can also see if all your products have enough images their sales performance, and current stock status. The overall score for each product is displayed using a colored icon. You can define your criteria by filling in the table at the top of the page, then saving your settings.
- **Available quantities stats.** This section gives you an overview of the value of your current stock.
- **Stats Dashboard.** This is the stats homepage itself. It presents a bird's eye view of you shop's stats. Clicking this last option simply takes you back to the global stats dashboard.

Settings

PrestaShop's stats page can be configured to have the look-and-feel that you prefer.

Settings

Graph engine
XML/SWF Charts

Grid engine
Simple HTML table display

Auto-clean period
Never

Save

Graph engine

A graph can take several forms, depending on your preferences. With the "Graph engine" setting, you can choose with which graph engine your statistics should be presented. This does not change your statistics, only the way they are presented, so simply choose the one you prefer. You can currently choose between these four:

- **Visifire.** This engine relies on Microsoft technologies to display its graphs: Silverlight, WPFR, Windows Phone... You will need to install the Silverlight browser plugin to make it work. Learn more at <http://www.visifire.com/>.
- **XML / SWF Charts.** A free and complete engine, which uses Flash to display its graphs. You will need the Flash browser plugin installed. Learn more at http://www.maani.us/xml_charts/.
- **Google Chart.** A great engine, which uses the latest browser technologies to display its graphs: HTML5, SVG, JavaScript. No plugin requires. Learn more at <https://developers.google.com/chart/>.
- **Artichow.** An old and public domain engine, which does the basic job for most types of graphs.

More can be added, using modules. See the Addons marketplace to find more options: <http://addons.prestashop.com/en/63-analytics-stats>.

You can thus make a display choice that is both aesthetically pleasing and compatible with your browser.



PrestaShop uses the free version of XML/SWF Chart. Therefore, when you click a graph made with this engine, a new browser page will open with the XML/SWF Chart official website: http://www.maani.us/xml_charts/.

Grid engine

The way data tables are presented can also be configured. The default installation of PrestaShop only has one engine available: "Simple HTML table display". But you can install modules to your shop that offer more feature than the default engine. See the Addons marketplace to find more options: <http://addons.prestashop.com/en/63-analytics-stats>.

Auto-clean period































You can also automatically select the way the statistics will be erased from your shop. Erasing data will usually make the shop more responsive, and thus improve the comfort of your visitors. You have four options, depending on your traffic and your server's performance: Never, Week, Month or Year.

✔ This option can be very useful to clean the statistical data that was gathered during your tests of the shop, and thus only keep the data starting from the real opening of your shop.

Search Engines

A lot of you visitors will come from search engines. In order to know what they were looking for, and how you can improve your shop for their search queries, you need to know their queries.

This page presents a table of all the search engines that your installation of PrestaShop supports – meaning that PrestaShop is able to recognize it, and to extract the query that the visitor from that a given search engine used to find your shop.

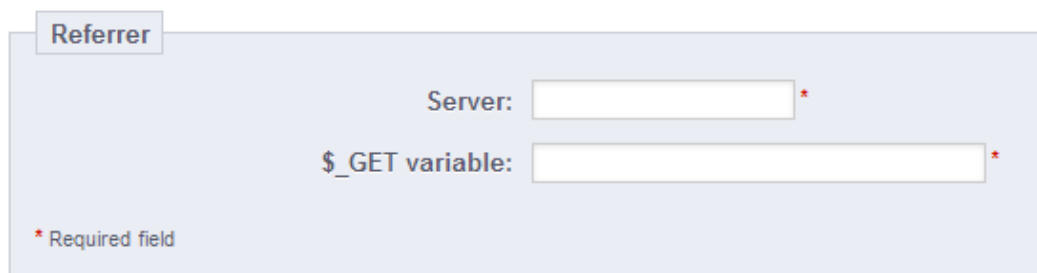
ID	Server	GET variable	Actions
--			--
1	google	q	 
2	aol	q	 
3	yandex	text	 
4	ask.com	q	 
5	nhi.com	q	 
6	yahoo	p	 
7	baidu	wd	 
8	lycos	query	 
9	exalead	q	 
10	search.live	q	 
11	voila	rdata	 
12	altavista	q	 
13	bing	q	 
14	daum	q	 
15	eniro	search_word	 

While Google has the biggest share of search engines users, there are many other search engines that people could use to find your website. Therefore, you have to be able to retrieve their search requests too. When an unknown search

engine is starting to bring regular visitors, it is high time that you add it to your database – otherwise, those visitors would be marked in your statistics as coming from "Other search engines", which is not helpful at all.

Adding a Search Engine

It is very simple to add a new search engine to your list.





Let's say you want to add DuckDuckGo, a search engine that emphasizes its respect for data privacy:

1. Get the full referrer URL for the search. For instance, <http://duckduckgo.com/?q=kids+shoes>
2. Take the domain name, which is specific to that search engine, and put it in the "Server" field. In our case, "duckduckgo".
3. Find the query variable:
 1. Find the query string. It should be a set of letters, followed by an "=" sign, followed by the query itself, closed by a "&" or the end of the string. In our case, it is "q=kids+shoes".
 2. The query variable is the set of letters before the "=" sign. In our case: "q". Put that in the "\$_GET variable" field.
4. Click the "Save" button, and from now on, PrestaShop will be able to recognize visitors from DuckDuckGo.

Referrers

A referrer means a website that brings you at least one visitor. This website features a link to your shop, and thus it helps you build an audience and eventually make more sales.

	ID	Name	Visitors	Visits	Pages	Reg.	Ord.	Sales	Avg. cart	Reg. rate	Order rate	Click	Base	Percent	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
1		Franck's Website	0	0	0	0	0	0.00	0.00	--	--	0.00	0.00	0.00000000	 

Some referrers are more important to you than others: you might have partners that have links to your shop on their own website, and both you and your partners would certainly want to know how many visitors those links brought you. You could even pay your partners to display a link to your shop, depending on how much you value your traffic.


This, in effect, is called affiliation, and the "Referrers" page helps you build a complete affiliate program, to which even your partner can connect to see the number of visits and sales their links have generated. Registered affiliates generate traffic to your shop, you want to reward them for those visitors, and the affiliate program is how both of you can access the figures the reward is based on.

PrestaShop's referrer tool can be likened to that of a statistical dashboard open to others than only your staff members. When you create an affiliate campaign for a site, you can grant that site access to all of the activity it will have made for your site, through a password-protected URL: <http://URL-OF-YOUR-SHOP.com/modules/trackingfront/stats.php>.

Adding a new referrer

The affiliate space enables you to create privileged access for your partners. They will have access to all statistics on the flow of visitors from their site to your online shop. To create their privileged space, you need to create their account in your affiliation program, then define how you will pay based on traffic and sales generated.

To create a new affiliate partner, click on the "Add new" button, which will take you to the affiliate creation form.

 **Affiliate**


Name: *

Password:

Leave blank if no change

Affiliates can access their own data with this name and password.
 Front access: <http://192.168.8.89/prestashop-15x/modules/trackingfront/stats.php>

* Required field

 **Commission plan**

Click fee:

Fee given for each visit.

Base fee:

Fee given for each order placed.

Percent fee:


Percent of the sales.


* Required field

Each section is important:

- **Affiliate.** The account of the partner in your affiliation program.
 - **Name.** To connect to your affiliation back-office, your partner needs a login name; you can use a simple name or an e-mail, but make sure to use something both you and your partner can remember easily.
 - **Password.** The first time you create the account, PrestaShop saves the password along the login name. When you need to edit the account (for instance, when needing to change the commission), the password will be blank. This does not mean there is no password; if you fill the blank field when editing the account, it will change the password.
- **Commission plan.** This is where you indicate the fees of your affiliate – meaning the money you will owe your partner for actions of visitors from their site.

- **Click fee.** This defines how much you estimate a visitor from this partner's site is worth. Every time a visitor from your partner's site comes to your shop by clicking on their link, the partner earns the marked amount.
- **Base fee.** You can also reward your partners if visitors from their sites do buy one of your products. Note that this is only valid if the purchase is made during the browsing session that follows the click on the partner's link.
- **Percent fee.** In addition to the base fee, or as a replacement, you can reward partners with a percentage of the sales made during the browsing session of visitors from their sites.
- **Technical information - Simple mode.** This is very important, as this is what will make the system differentiate this partner from other referrer links. Once configured, you should make a couple of test in order to make sure that you are indeed tracking the affiliate correctly.
 - **HTTP referrer.** In the "Include" field, set the partner's domain name that you want to track as your affiliate domain.
 - **Request URI.** In the "Include" field, set the last part of the query string. The system will track referrers that use a special query string. For instance, you can track referrers that use the `?prestaff=` argument in their URL. This can help you further differentiate referrers.
- **Technical information - Expert mode.** While the simple mode matches words using MySQL's "LIKE" function, the expert mode enable you to use MySQL regular expressions. This can prove very powerful but also very hard to maintain. Be sure to master the subject of regular expressions before putting anything in these fields.


Technical information - Simple mode


[Get help!](#)

HTTP referrer

Include:

Exclude:

Request URI

Include:


Exclude:

If you know how to use MySQL regular expressions, you can use the **expert mode**.

The "Help" section gives you some precious indications on how to best configure your affiliate. Read it through.

Settings

The referrer settings are mostly tools to help you make the best of your affiliate program.


Settings

Save direct traffic ☒ Yes ☐ No

Direct traffic can be quite resource-intensive. You should consider enabling it only if you have a strong database server and a strong need for it.

Indexation

There is a huge quantity of data, so each connection corresponding to a referrer is indexed. You can refresh this index by clicking on the button above. Be aware that it may take a long time and it is only needed if you modified or added a referrer and if you want your changes to be retroactive.

Cache

For you to sort and filter your data, it is cached. You can refresh the cache by clicking on the button above.

There are three possibilities:

- **Save direct traffic.** Direct traffic represents visitors who arrive on your shop directly, by typing your URL in their browser. While these are important because they are visitor who really know about your shop and are interested in your products (contrary to visitors with referrer, who might have simply stumble upon your shop by chance), saving this traffic can put a huge toll on your database. This is why this traffic is not saved nor analyzed by default. Only enable this option if you know what you are doing.
- **Indexation.** The "Refresh index" button is necessary when you add a new referrer and you want to analyze your past traffic for this new referrer.
- **Cache.** PrestaShop caches the data it gathers. You can use this button to regularly refresh your data cache.

Advanced Stock Management

Version 1.5 of PrestaShop features a new stock management menu: more than just merely listing how much of a specific product you have currently available, this menu enables you to list warehouses and get a proper view of your stock, its movement, your coverage, your stock orders, etc.

Not all merchants will have a need for this feature. It is therefore optional, and the available quantity management tool from 1.4 is still available, and has been rethought.

You can enable the advanced management menu by going to the "Products" preferences page, at the bottom of which is the "Products stock" section. Select "Yes" for the "Enable advanced stock management" option.

General concepts

In order to avoid confusion with the stock management feature from version 1.4 and see the possibilities offered by the advanced management feature of v1.5, you should picture two distinct concepts: product quantity available for sale, and physical products.

Product quantity available for sale

This is the same as the stock management feature from PrestaShop 1.4.x. It is the product quantity that is displayed in the shop for each product and product combination. This is the quantity that defines whether the product can be ordered or not (unless the "Allow ordering of out-of-stock products" option is enabled). That quantity can be manually changed for each product and product combination.

In PrestaShop 1.5.x, that quantity can be automatically set according to the physical stock of the affected product. In a multistore scenario, the quantity is to be defined for each shop.

Consequently, what used to be called "stock" in PrestaShop 1.4.x is now called "quantity of product available for sale" in PrestaShop 1.5.x.

Product stocks (physically stored)

This is the physical management of the stored products from a warehouse (or more). This is the new concept introduced as "stock" in PrestaShop 1.5.x.

This new stock management feature includes stock movement, stock valuation, stock transfer between warehouses, integration in the multistore feature and supply order management.

It also makes it possible to take into account the notion of actual stock. At a given time, a product can be available as a physical stock, but not available for sale because some client orders are still waiting for shipping. That same product can also have a supply order in progress, and thus not yet accounted for in the physical stock.


Real stock is therefore made of stock that is physically available in a warehouse, to which we add the quantity presently ordered from suppliers, and from which we subtract the quantity presently ordered by clients and which have not yet been shipped.

Using the new stock management feature

Do I have to use the new stock management feature?

There is no obligation to use the new stock management feature, just as there is no obligation to use the "quantity available for sale" management feature.

To activate both the "quantity available for sale" management feature and the stock management feature, go to the "Products" preference page, scroll down to the "Products stock" section, and choose "Yes" for the two stock management options. You have to first enable basic stock management in order to enable advanced stock management.

 The advanced stock management feature, or even the standard stock management feature and your warehouses, is independent from the multistore feature. Consequently, no matter which shop you are administrating in the PrestaShop back-office, when you use the "Stock" menu, you are always managing the stock in a global way.

I do not want to change anything to my settings in PrestaShop

1.4.x. What should I do?

If you would rather not use the new advanced stock management feature from PrestaShop 1.5, and simply are satisfied with the way PrestaShop 1.4 handles product quantity management, you just have to enable the old-style stock management manager, and not the advanced stock management feature: go to the "Products" preference page, scroll down to the "Products stock" section, and choose "Yes" for the "Enable stock management" option, leaving the "Enable advanced stock management" option set to "No".

The "available for sale quantity" management feature is now centralized in the "Quantities" tab from the product sheet: create a new product or edit an existing one, and the tab is available on the left, among the other tabs.

Does the new stock management feature apply to my needs?

The new stock management feature enables you to manage a stock of products. This feature applies to your business if:

- You manage a stock of products which you sell on your shop(s).
- You use at least one storage place (warehouse) which you manage yourself.
- You order most or all of your products to one or more suppliers.
- You need statistics about the state of your stock and of your warehouse(s).

This feature does not apply to your business if:

- You do not manage your stock of products yourself.
- You already use a stock management system/tool/program that you are satisfied with, and you wish to keep using it without changing anything.

Presenting the back-office interface for the stock management

Improvement to the product sheet

Quantities management

Differences between version 1.4 and 1.5

In PrestaShop 1.4, you could manually set the quantity of product available for sale.

In PrestaShop 1.5, you can still set the quantity manually for each product. But once advanced stock management is also enabled, you can also automatically set the quantity depending on the current quantity status of the physical product. Note that it is possible to enable advanced stock management globally, yet only use it for one product or just a few.

When the "Enable stock management" option is enabled, all the products get a new tab in their administration page, called "Quantities". This clear and simple interface enables you to manage the available quantities for sale on your shop(s) for a given product, and any potential combination.

This page opens with an explanatory section, which we urge you to fully read. That section is followed by the quantities management interface itself, which opens with three options:


- I want to use the advanced stock management system for this product.
- Available quantities for current product and its combinations are based on stock in the warehouses.
- I want to specify available quantities manually.

By default, the third option is ("I want to specify available quantities manually") is enabled. As long as you haven't check the first option ("I want to use the advanced stock management system for this product"), quantities are managed the same way they were in version 1.4 of PrestaShop, which means that you have add the quantities manually, and PrestaShop will remove quantities for each sale.

If you'd rather synchronize the available quantities with your warehouse stock, you have to change the quantities management method:

1. Check the "I want to use the advanced stock management system for this product" box in order the change method.
2. This makes the second option, "Available quantities for current product and its combinations are based on stock in the warehouses", finally available. Select it in order to synchronize the available quantity for this product with your warehouse stock.

As soon as you have selected the second option, the table's "Quantity" column cannot be edited anymore: quantities are now directly handled from your stock.

 Product packs are a special case. Since it is not yet possible to add product combinations to a pack, the PrestaShop developers have decided that when necessary, PrestaShop would use the default combination when decrementing the physical stock.

Also, a notice indicates the recommended maximal number of packs.

The rest of the page is explained in the "Adding Products and Product Categories" chapter of this guide.

Supplier management

You can now set more than one supplier for a given product. For each supplier associated to a product, you can set the supplier's reference number and a default purchase price for that product as well as its combination. This information is used when making an order to the supplier.

Warehouses management




If advanced stock management is enabled, a "Warehouses" tab appears in the product sheet, where you can indicate which warehouse(s) the product and each of its combinations can be stored in. You can even indicate the location for the product and its combinations.

Combinations																																																							
Features																																																							
Customization																																																							
Attachments																																																							
Quantities																																																							
Suppliers																																																							
Warehouses	<div>▼ 123456 - My warehouse</div> <table border="1"> <thead> <tr> <th>Stored</th> <th>Product</th> <th>Location (optional)</th> </tr> </thead> <tbody> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Blue</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Blue</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Yellow</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Yellow</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Metal</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Metal</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Black</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Black</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Orange</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Orange</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Pink</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Pink</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Green</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Green</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 16Go, Color - Purple</td><td><input type="text"/></td></tr> <tr><td><input type="checkbox"/></td><td>iPod Nano - Disk space - 8Go, Color - Purple</td><td><input type="text"/></td></tr> <tr> <td><input type="checkbox"/></td> <td colspan="2"><i>Mark all products as stored in this warehouse.</i></td> </tr> </tbody> </table>	Stored	Product	Location (optional)	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Blue	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Blue	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Yellow	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Yellow	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Metal	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Metal	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Black	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Black	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Orange	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Orange	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Pink	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Pink	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Green	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Green	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 16Go, Color - Purple	<input type="text"/>	<input type="checkbox"/>	iPod Nano - Disk space - 8Go, Color - Purple	<input type="text"/>	<input type="checkbox"/>	<i>Mark all products as stored in this warehouse.</i>	
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You must first create at least one warehouse (see below) before associating a product to it and setting the product location in it. This step is essential: it is important to at least set one warehouse in which a product can be stored. This will have considerable impact on the order preparation in the multi-shipping context.

Warehouses management

In version 1.4.x, stock management was strictly tied to the quantity of product available for sale, which was set once then varied according to stock movement without taking any warehouse issue into account.

Reference ▼▲	Name ▼▲	Managment type ▼▲	Manager ▼▲	Location	Phone Number	Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--	--
123456	My warehouse	WA	Dupont Jean	Paris - FR	555-36-26-789	  

The advanced stock management feature makes it possible to create one or more warehouses. In order to create one, go to the "Warehouse" page under the "Stock" menu.

Warehouse information

Reference: *

Reference for this warehouse

Name: *

Name of this warehouse

Phone:

Phone number for this warehouse

Address: *

Address: (2)

Address of this warehouse (complementary address is optional).

Postcode/Zip Code: *

City: *

Country: *

Country where the state, region or city is located

Manager: *

Carriers:

Associated carriers. Use CTRL+CLICK to select several.

Management type: *

Inventory valuation method

Stock valuation currency: *

Once you start creating a new warehouse, you must fill in the following fields:

- **Reference** and **Name**. The warehouse's unique reference identifier and name. Make sure to use something recognizable: you must be able to easily differentiate to warehouses from a drop-down list.
- **Address**, **Postcode/Zip Code**, **City** and **Country**. The warehouse's physical address. This information will be used on the purchase order to suppliers.
- **Manager**. A person in charge of the warehouse, chosen among your shop's registered employees. If the employee's account is not yet created, you must create it first. Make sure not to use a general user account for anyone: one person is responsible for this warehouse, and the employee account should reflect this.

- **Carriers.** The carriers who you authorize for orders shipping from this warehouse. Maintain the "Shift" key pressed while clicking to select more than one carrier.
- **Management type.** A method of accounting valuation, based on your country's regulations. See the "Management rules" part of this chapter for more information.
- **Stock valuation currency.** A valuation currency for this warehouse's stock (among the registered currencies).



It is not possible to change a warehouse's valuation method and currency once it has been set. If you need to change that information, you will have to recreate the warehouse, and delete the wrong one. You can only delete a warehouse if it does not contain any product anymore.

Be careful of the carriers you choose to authorize, as this will have a huge impact on the order preparation in the multishipping scenario.

In the situation where you manage more than one shop, you will also have to associate each shop to one or more warehouses. This enables you to set from which warehouse the client orders for a given shop can be sent.

Once the warehouse has been created, you are taken back to the list of warehouses. Click the "View" icon on the right of its row to access a bird's eye view of its information, including the references of all the products stored in it, the sum of all the available quantities, a global accounting valuation, details of the stored products, and the history of the stock movements for that warehouse.

Each warehouse page also contains two links at the bottom:

- Click here if you want details on products in this warehouse. Takes you to the warehouse's "Instant Stock Status" page.
- Click here if you want details on what happened in this warehouse. Takes you to the warehouse's "Stock Movement" page.

Stock management

Now that you have created one or more warehouses, you have to set stock for each of them. To that end, go to the "Stock Management" page under the "Stock" menu.

Product reference ▼▲	EAN13 ▼▲	UPC ▼▲	Name ▼▲	Quantity	Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--
--	--	--	iPod Nano	--	+
--	--	--	iPod shuffle	--	+
--	--	--	MacBook Air	--	-

Product reference	EAN13	UPC	Name	Quantity	Actions
			MacBook Air : Color - Metal, Disk space - 80GB Parallel ATA Drive @ 4200 rpm, ICU - 1.80GHz Intel Core 2 Duo	0	↑
			MacBook Air : Color - Metal, Disk space - Optional 64GB solid-state drive, ICU - 1.80GHz Intel Core 2 Duo	0	↑
			MacBook Air : Color - Metal, Disk space - 80GB Parallel ATA Drive @ 4200 rpm, ICU - 1.80GHz Intel Core 2 Duo	0	↑
			MacBook Air : Color - Metal, Disk space - Optional 64GB solid-state drive, ICU - 1.80GHz Intel Core 2 Duo	0	↑
	0		MacBook	0	↑
--	--	--	iPod touch	--	+

All available products from your catalog are listed in this interface. If you have any combination of product, you can manage them from the "Details" action (the "+" icon).

In your daily activities, you can use this interface in order to manually:

- **"Up arrow" icon.** Add stock for a specific product in a given warehouse.
- **"Down arrow" icon.** Remove stock for a specific product in a given warehouse.
- **"Sideways arrows" icon.** Transfer stock from one warehouse to another.

MacBook Air	--	+
MacBook	250	↑ ↓ ↔
iPod touch	--	+

The two last icons only appear if there already is some stock of the chosen product in any warehouse.

Adding stock to a warehouse

To add more stock to a product, use the "Add stock" action (up arrow) for said product or product combination. A new page opens, containing a form where the most important information is displayed in order to help you identify a product with certainty (reference, EAN13 and UPC code, and name). This information cannot be changed from this form, therefore it is grayed out.

You must then set:

- **Quantity to add.** This must be a positive number. You cannot remove stock by using a negative number.
- **Usable for sale?** Whether that quantity of stock is usable for sale, or simply stored until you make a decision about it. In the second case, it is considered "reserved".
- **Warehouse.** The warehouse where the stock is to be added. The form lets you add product stock to only one warehouse at a time. If you need to add stock for this product in more than one warehouse, you must make the entire adding process again for each warehouse.
- **Unit price (tax excl.).** The unit price for the product at the time of the addition. This is for valuation purpose.
- **Currency.** The currency of the unit price. If the currency is not available, you can create one from the "Currencies" page, under the "Localization" menu, or import from the "Localization" page under the "Localization" menu, by importing the localization pack of the country whose currency you want to use.
- **Label.** A label for the stock movement that you are generating, for future reference. This is purely informational.

✔ When hovering the "Quantity to add" and "Unit price (tax excl.)" fields with the mouse cursor, the interface will display a reminder of their values the last time you added some stock.

Removing stock from a warehouse

When you want to remove a certain quantity of product stock, you must use the "Remove stock" action (down arrow, available only when there already are products in stock). A new page opens, containing a form where the most important information is displayed in order to help you identify a product with

certainty (reference, EAN13 and UPC code, and name). This information cannot be changed from this form, therefore it is grayed out.

You must then set:

- **Quantity to remove.** This must be a positive number. You cannot add stock by using a negative number.
- **Usable for sale.** Whether this quantity should be removed from the usable quantity or from the whole physical quantity (including the reserved one).
- **Warehouse.** From which warehouse that quantity should be removed. The form lets you remove product stock from only one warehouse at a time. If you need to remove stock for this product in more than one warehouse, you must make the entire removing process again for each warehouse.
- **Label.** A label for the stock movement that you are generating, for future reference. This is purely informational.

Transferring stock from one warehouse to another

The stock transfer enables you to transfer stock from one warehouse to another, or from one status to another (usable in store / reserved) within a single warehouse. Click on the "Transfer stock" action (sideways arrows, available only when there already are products in stock). A new page opens, containing a form where the most important information is displayed in order to help you identify a product with certainty (reference, EAN13 and UPC code, and name). This information cannot be changed from this form, therefore it is grayed out.

You must then set:

- **Quantity to transfer.** This must be a positive number.
- **Source Warehouse.** The warehouse from which you want to transfer some products, or where you want to change the status of some of the stock.
- **Usable for sale in source warehouse?** Whether the quantity to remove from the "source" warehouse should be from the "usable for sale" stock or the "reserved" stock.

- **Destination Warehouse.** The warehouse to which you want to transfer some products. If you simply want to change the status of some of the stock from your source warehouse, make sure to select the same warehouse in this form.
- **Usable for sale in destination warehouse?.** Whether the quantity to add to the "destination" warehouse is usable for sale or reserved. This is also the option to use when you simply want to change the status of some of the stock in the source warehouse:
 - If you do not want to change status while moving warehouses: make sure both "Use for sale?" option are set alike.
 - If you do want to change status, whether within the same warehouse or while moving warehouses: make sure both "Use for sale?" option are set differently.

For these operations, all that is related to valuations is run automatically according to the management method chosen for each warehouse. Currency conversions work the same.

Stock movement


This interface enables you to view the stock movement history. You can display all of the stock movements, or only those tied to one warehouse. Filters can be applied to refine your search.

Reference ▼▲	EAN 13 ▼▲	UPC ▼▲	Name ▼▲	Warehouse ▼▲	Sign ▼▲	Quantity ▼▲	Price (tax excl.) ▼▲	Label ▼▲	Employee ▼▲	Date ▼▲
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>
0			MacBook	My warehouse	↑	250	3 300,00 €	Increase	Dupont Jean	08/7/2012 18:06:14

When the "Filter movements by warehouse" drop-down list is set to a warehouse, you can make a CSV export of the obtained list.

Stock instant status

This interface enables you to have an instant overview of your stock, either globally or per warehouse. The numbers are current.

Reference ▼▲	EAN13 ▼▲	UPC ▼▲	Name ▼▲	Price (tax excl.) ▼▲	Valuation ▼▲	Physical quantity ▼▲	Usable quantity ▼▲	Real quantity ▼▲	Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--	--	--	--	--
	0		MacBook	--	N/A	250	250	250	
				3 300,00 €	825 000,00 €	250	250		

For each product or product combination in stock, the following indicators are available:

- Physically available stock.
- Stock that is usable for sale.
- Actual quantity (as explained previously).
- Unit price (tax excluded).
- Product valuation depending on the physical quantity of stock.

As appropriate, and depending on the chosen valuation method, the breakdown of the unit prices and of the associated valuations is available by clicking on the "Details" action (the "+" icon).

Moreover, for a given warehouse, you have two ways to export the current list in CSV format:

- Export the indicators tied to the quantities.
- Export the indicators tied to the valuation.

Stock coverage

This interface enables you to overview the coverage of your stock. The coverage indicates how many days your current stock can last. This information is very useful, as it helps you predict the necessary restocking. Coverage is calculated according to previously registered stock movements.

Filter by period: One week ▼ Filter by warehouse: All Warehouses ▼ Highlight when coverage (in days) is less than: 0									
Page 1 / 1 Display 50 / 1 result(s) Reset Filter									
Reference ▼▲	EAN13 ▼▲	UPC ▼▲	Name ▼▲	Quantity sold	Coverage	Quantity	Actions		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--	--	--		
	0		MacBook	--	--	250			

You can get the stock coverage for all the warehouses, or for a single warehouse.

You can also set the time period (one week, two weeks, three weeks, one month, six months, a year) of registered stock movement which is to be taken into account when calculating the coverage.

Finally, you can highlight the stock coverage which is below a given number of days. This will highlight the relevant products, helping you identify them quicker.

In order to view the stock coverage of product combinations, you have to click the "Details" action of the product (the "+" icon).

✔ It is possible to receive notifications of the stock coverage for a product. The e-mail notification module (mail alerts) has been updated in order to take product stock coverage into account. It is thus possible to set a number of coverage days below which you will receive a notification. See the configuration for this module.

Supply orders

One of the major features of the stock manager is the ability to place orders to suppliers so as to better manage your restocking.

This interface enables you to manage all your supplier orders, as well as reusable order templates.

Stock > Supply orders

Filter by warehouse: All Warehouses
Choose not to display completed/canceled orders: ☐

Page 1 / 1 | Display 50 / 1 result(s)

Reset Filter

Reference	Supplier	Warehouse	Status	Creation	Last modification	Delivery (expected)	Export	Actions
				From To	From To	From To	--	--
123456	AppleStore	My warehouse	1 - CREATION IN PROGRESS	08/7/2012	08/7/2012	08/10/2012	--	
Last update	Employee	Status						
08/7/2012 18:11:35	Dupont Jean	1 - CREATION IN PROGRESS						

The order template creation process is the same as the order creation process (except for the "Expected delivery date" field). We will therefore only explain the order creation process.

Creating a new order

The creation of an order for a supplier can be broken down in two steps: creating the order, then adding products to it.

Order information

Reference: *

This is the reference for your order.

Supplier: *

Select the supplier from whom you are buying products.

Warehouse: *

Select the warehouse to which you want the order to be sent.

Currency: *

The currency of the order.

Order Language: *

The language of the order.

Global discount rate (%): *

This is the global discount rate in percent for the order.

Automatically load products:

If specified, each product which quantity is less than or equal to this value will be loaded.

Expected delivery date: *

This is the expected delivery date for this order.

So, the first step is to define the order's headers:


- Set the unique reference number. This is an administrative number; do not put any seemingly unique number.
- Select the supplier. If the supplier you want is not in the drop-down list, you must create it in the "Suppliers" page, under the "Catalog" menu.
- Select the warehouse which will take delivery of the order. You must have created at least one warehouse.
- Select the currency in which the order will be formalized. If needed, you can create or import a currency using, respectively, the "Currencies" or "Localization" page under the "Localization" menu.
- Select the language in which the order will be formalized. If needed, you can create or import a language using, respectively, the "Languages" or "Localization" page under the "Localization" menu.
- If needed, set the global discount on the order (in percentage). You can just leave it at "0" if you do not have a discount on this order.

- If needed, set the physical quantity of a product below which all the products have to be restocked, and are therefore to be added to the order automatically. Each pre-added product will be ordered with a quantity equal to the entered quantity, minus the already available quantity.
- Set the planned delivery date.

Once the order is created, it appears in the list with the "Creation in progress" status. The status bar enables you to view and edit the information that were previously entered as well as add products to the order, which is the second step.

To make that second step, just click on the "Edit" action for the order you just created. The displayed interface is the same as the one for the order creation, with a new form below the previous fields, which you can use to add product using the integrated search engine. The products that you add appear in a new list.




For each product, you must set or update the unit purchase price (tax excluded), the quantity to order, any applicable tax rate, and any product-specific discount.

 You can never delete an order: you can only cancel it.

Once the order is created, you need to follow it through for the whole process, always indicating its status change in PrestaShop's interface. This is what the first action button of the list is for. Click on the "Change status" icon to reach the status changing form. See the "Changing the status of a supplier order" section below for more information.

Order template creation

The whole point of creating a template is to serve as a basis for new orders.

Reference ▼▲	Supplier ▼▲	Warehouse ▼▲	Creation ▼▲	Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	--
1463	AppleStore	My warehouse	08/7/2012	  

The order template creation process is the same as the one for a real order, except that:

- You do not have to set a planned delivery date.
- The "Automatically load products" value will be the quantity to order for the loaded products, not the stock/typed value difference.

Order information

Reference: *

This is the reference for your order.

Supplier: *

Select the supplier from whom you are buying products.

Warehouse: *

Select the warehouse to which you want the order to be sent.

Currency: *

The currency of the order.

Order Language: *

The language of the order.

Global discount rate (%): *

This is the global discount rate in percent for the order.

Automatically load products:

If specified, each product which quantity is less than or equal to this value will be loaded.








Moreover, contrary to an ordinary order:

- A template does not have a status.
- A template can be deleted.
- A template has no edit history.

Once you have created your template, you only need to use the "Use this template to create a supply order" action from the template list (the "two windows" icon) to start creating an order.

Changing the status of a supply order

Each order has many available actions. One of them enables you to edit the status. There are six possible default statuses, but you can add your own (see the "Configuration" section of this chapter).

Stock: Supply Order status							
Page 1 / 1 Display 50 / 6 result(s)							Reset Filter
Name	Editable?	Delivery note available?	Is a pending receipt state?	Is a delivery state?	Is an enclosed order state?	Actions	
1 - CREATION IN PROGRESS	✓	✗	✗	✗	✗		
2 - ORDER VALIDATED	✗	✓	✗	✗	✗		
3 - PENDING RECEIPT	✗	✓	✓	✗	✗		
4 - ORDER RECEIVED IN PART	✗	✗	✓	✓	✗		
5 - ORDER RECEIVED COMPLETELY	✗	✗	✗	✓	✓		
6 - ORDER CANCELED	✗	✗	✗	✗	✓		

Here is the significance of the six default statuses:

1. **Creation in progress.** This is when you are in the first step of the creation step, where you can edit everything.
2. **Order validated.** This step enables you to validate the order and freeze the information it contains (purchase price, quantity, etc.). At this step, a new action appears in the list, which enables you to edit the invoice that is sent to the supplier, in PDF format.
3. **Pending receipt.** You have to change the status to this one as soon as the supplier has received and validated the invoice. From then on, it is possible to register the products delivery.
4. **Order received in part.** As soon as a delivery is made, the order switches to this state. There can be multiple deliveries, and a delivery history is logged for each product. The restocking is made with each delivery.
5. **Order received completely.** Once an order is completely delivered, or partially because of a partial cancellation, it should be switched to this status. Stocks are unaffected in this case, and it is possible to perform actions on the order.
6. **Order cancelled.** This status is to be given to cancelled orders, whatever the reason. Stocks are unaffected in this case, and it is not possible to perform actions on the order.

With each status change, the status drop-down selector evolves in order to present only the possible status change, according to the current status. The unavailable statuses are grayed out.

Details of a supplier order

The list of orders enables you to get a synthetic view of your order, and download the invoice generated as a PDF file (which is made available as soon

as the order is validated by you).

You can also download the supply order form PDF from the status change page.

The "Details" action (the "+" icon) enables you to display the status change history for the current order.

Registering the reception of products

Once your order reaches the "Pending receipt" status, a new action is available. Using the "truck" icon, the "Update ongoing receipt of products" action enables you to register the reception of products for a given order.

The form that opens after clicking that action enables you to see how many items were expected, and to indicate the quantity of product delivered for each product. Click the "Update select" button to mark the selected products as received with the number of items you indicated in the "Quantity received today?" field. The checkbox on the left of each row must be checked for PrestaShop to take that line into account.

This step can be done as many times as necessary, and it is possible to receive and incorporate more stock than planned.

If you receive less stock than expected, the order's status changes automatically to "Order received in part".

For each product, a reception history is available ("Details" action), as well as an indication of the received quantity, the expected one, and the remaining one. If the "received quantity" is equals to the "expected quantity", the corresponding row is highlighted in green. If you received more than expected, it is in red.

When all the product from the order have been received, you must change the order status to "Order received completely"

CSV export

Using the supply orders interface, you can filter the list of orders or the details of these orders so that you may export it, according to the current filters (reference, supplier, etc.).

Moreover, you can choose not to display the orders that are completed or canceled, using the appropriate checkbox.

Configuration

The configuration page enables you to customize the way certain parts of the advanced stock manager work:

- The available statuses for a supplier order.
- The labels for the stock movements.
- The default statuses for some stock movements which are used throughout the solution.

Adding a new default order status

You can add custom statuses corresponding to your business line. You cannot delete a default status.

The list on the main page enables you to get a better perspective of the available statuses, and how they can impact an order.

Click the "Add new" button to reach the creation form.

Supply Order Status

Status:

Color:

Back Office background will be displayed in this color. HTML colors only.

Editable: ☐ ☒ ☐

Define if it is possible to edit the order. An editable order is not valid to send to the supplier.

Delivery note: ☐ ☒ ☐

Define if it is possible to generate a delivery note of the order.

Delivery state: ☐ ☒ ☐

Define if products have been partially/completely received. This allows you to know if the products ordered have to be added to the corresponding warehouse.

Pending receipt: ☐ ☒ ☐

Customer is awaiting delivery

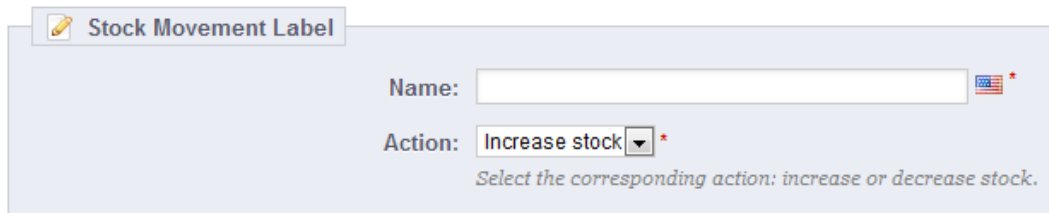
A status has a label, a color, and enables you to define whether:

- The order can be edited. As long as the order is editable, it cannot be sent to the supplier.
- The order delivery note can be generated.

- Product reception is ongoing, meaning that you have not yet received all the ordered products.
- Product delivery is still pending, meaning that you are still waiting for any product to arrive.

Adding a stock movement label

It is possible to add more labels to stock movements. Click the "Add new" button from the "Stock movement labels" section to access the creation form.



You simply have to set a name for the label, and indicate whether it pertains to stock increase or decrease. Those labels can be used when adding/removing/transferring stock manually (as explained earlier).

Changing default supply order labels



It is possible to choose the default stock movement labels in the following standard cases:

- Increasing stock (manually).
- Decreasing stock (manually).
- Decreasing stock following the shipment of a client order.
- Increasing stock following the delivery of products from a supplier's order.

Management rules

In this section, we will explain the management rules that are automatically applied to stock management.

Each stock entry and exit must be valued. That is why each unit product stock must be associated with a tax-excluded unit price (either purchase price or production cost), whether through supplier order, or manual entry. Each product exit must also be valued.

There are three main valuation methods that you can choose, depending on your business activity or on the tax laws of each warehouse's country or origin:

- FIFO (first in, first out).
- LIFO (last in, first out).
- AVCO (Average Cost, or Weighted Average Cost per Unit).

With the FIFO and LIFO methods, each unit product from the stock has a purchase price that has been fixed when it entered the stock. This way, for a given reference available in 100 units, 40 units can have a purchase price of X, and 60 can have a purchase price of Y. When an order is made, and depending on the chosen method, you know which product to use and with which purchase price, which enables you to precisely manage a potential order return and put the products back into stock with their original purchase price.

The table below gives you an example of the FIFO method of stock valuation. In this example, you have a two-input table (price and quantity per type of stock movement). You add more columns as we receive new products with new prices.

Price	4	6	7
Initial stock	1000		

Entry		500	
Exit	(700)		
Exit	(300)	(400)	
Entry			900
Instant state	0	100	900

The stock value during the instant state in this case is 6,900.


The table below illustrates how the FIFO method can be used to value stock. We use the same entry and exit values as in the previous example. The principle remains the same as in the FIFO example, except that during exits, we primarily use the units that were the last to be entered in the stock.

Price	4	6	7
Initial stock	1000		
Entry		500	
Exit	(200)	(500)	
Exit	(700)		
Entry			900
Instant state	100	0	900

The stock value during the instant state in this case is of 6,700.

The third most frequently used method for stock valuation is Weighted Average Cost (AVCO). The AVCO calculation is done after each new entry in the stock.

For a given product, the AVCO calculation is done using this formula:



$$\text{AVCO} = (\text{QS} * \text{previous AVCO} + \text{QA} * \text{UP}) / (\text{QS} + \text{QA})$$

Unless QS is negative or null, in which case AVCO = UP.

With:

- QS = Quantity of products currently in stock, or initial stock.
- QA = Quantity of products to be added to stock.

- UP = Unit Price (tax-excluded purchase price, or production cost).

The table below illustrates the evolution of the AVCO with the example of a product initially with 20 units in stock, and purchased at a price of 2. The new entry/exit will be valued as follows:

	Entry	Entry UP	Exit	Exit UP	AVCO	Stock valuation
Initial stock	20	2			2	40
X Date			12	2	2	16
Y Date	20	3.4			3*	84
Z Date			10	3	3	54

* : Calculation details: $((8 \text{ remaining product in stock} * 2) + (20 \text{ products to add} * 3.4)) / 28 \text{ total products} = 3$.

At the Y date, we calculated the AVCO according to the number of products added in the stock their unit prices. Therefore, all products in stock now have a reassigned unit value, which depends on the new AVCO.

Managing multiple shops

One of the main features PrestaShop 1.5 is called "multistore", meaning the ability to manage multiple shops from the same back-office.

Thanks to this feature, you can manage many customized shops, which share many common elements. For more efficiency, you can even create groups of shops.

How to decide if you need the multistore feature

You can find yourself wanting to use the multistore feature, where in fact it is not necessary. For instance, if you want a multilingual shop, or if you need to use more than one currency, or if you would like to have a different graphic template for each category.

Here are two questions that you should ask yourself before deciding to enable the multistore feature:

1. Do you want your shops to have a different price for the same product (besides special discounts for a client or group of clients).

If the answer is 'yes', then you need to use the multistore feature.

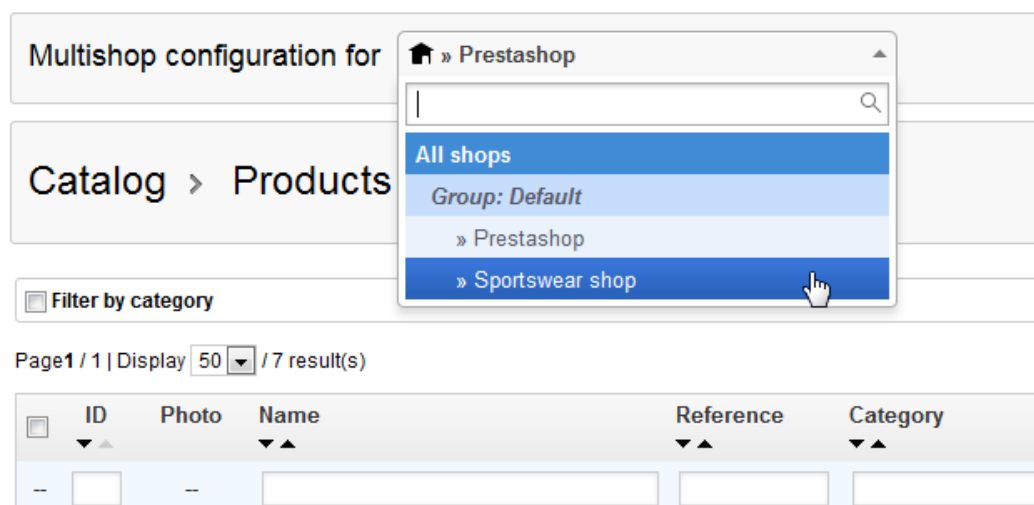
2. When a client buys from one shop, would you want him or her to not have access that shop's order history and invoices from the other shop (even if the client have the same login credentials on both shops).

If the answer is 'yes', then you need to use the multistore feature: the shops will not share their carts and orders, and customers putting items in their cart for shop 1 will not see these items in their cart for shop2.

If the answer is 'no' for both questions, then the multistore feature is not for you.

One back-office to rule them all

When the multistore feature is enabled for your PrestaShop 1.5 installation, many aspects of PrestaShop are customizable on a per-shop basis.



In the following table, we indicate if the item can also be customized for a single shop, for a group of shops, or for all shops at once.

Item	Per shop	Per shop group	All shops
Employees	X	X	X
Customer groups	X	X	X
Products	X	X	X
— Prices	X	X	X
— Combinations and prices	X	X	X
— Languages	X	X	X
— Multiple images (except for the main image)	X	X	X
— Available quantity for sale, provided that:			
<ul style="list-style-type: none"> The "Share quantity available for sale" option is checked for the group, The group does not share its quantity 	X	X	

available for sale outside of the group.			
— All other information (description, tags, friendly URL, etc.)	X	X	X
Catalog values and attributes	X	X	X
Discounts: cart rules	X		
Discounts: catalog price rules	X		
Taxes: tax rules	X	X	X
Categories (except for the main image)	X	X	X
Carriers	X	X	X
Warehouses	X	X	X
Advanced stock management	X		
Suppliers	X	X	X
Manufacturers	X	X	X
CMS pages	X	X	X
Contacts	X	X	X
Countries A country's status (enabled or disabled) is common to all shop it is associated to.	X	X	X
Currencies	X	X	X
Languages	X	X	X
Modules	X	X	X
— Hooks and exceptions	X	X	X
— Enabling/disabling	X	X	X
— Configuration (for instance, PayPal login credentials)	X		
Payment modules	X	X	X
— Per-country restrictions	X		
— Per-currency restrictions	X		
— Per-customer group restriction	X		
Friendly URLs	X		

Scenes	X	X	X
Web service account	X	X	X
Homepage image slider	X		
Item	Per shop	Per shop group	All shops



Notes

Categories: A product can only appear in a given category of a shop if it has been associated to this category in that shop's context. In other words: if shop A and shop B have the C category in common, we can associate the P product to the C category for the A shop's context, and P will not appear in category C on shop B.

Carriers: You can manage the carriers association on a per-shop basis, a per-shop-group basis or for all shops; but you cannot customize a carrier on a per-shop basis. You must duplicate the carrier if you want to use the same carrier with different price ranges on two shops.

Warehouses: While advanced stock management can only be used for a single shop at a time, warehouses can be used with shop groups, and you can simply manage the warehouses in order to have advanced stock management.

For each shop, you can set specific price for every products, share part of the catalog or the whole of it, change product images, etc.

You can choose to share the customer accounts between your shops, enabling your customers to use the credentials between all shops, and even be transparently signed-in to each.

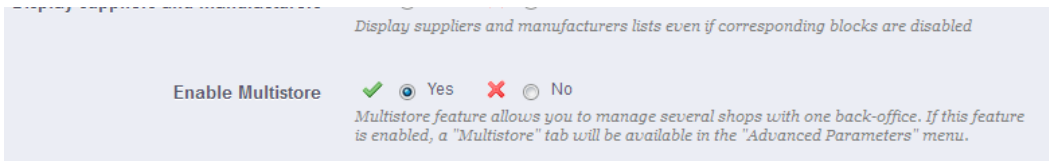
With advanced stock management, you can do a fine-grained management of the associations between your shops and your warehouses.

Using the multistore feature

Enabling the feature

Turning your single-shop PrestaShop installation into a multi-shop one is very simple:

1. Log-in to your shop's administration.
2. Go to the "Preferences" menu and select the "General" page.
3. For the "Enable multistore" option, select "Yes".
4. Save your changes.





There you go: the multistore feature is now in place, starting with the addition of the "Multistore" page under the "Advanced parameters" menu. This is the page where you will manage the various shops created with this PrestaShop installation.

The multistore interface

The "Multistore" page comprises three main sections:


- **Multistore tree.** Gives you a bird's eye view of your shop groups, their shops, and even the various URLs tied to a single shop.
By default, there is only one shop, in the default group: the main shop.
- **Shop groups** table. Lists the available shop groups. You can edit them by click on the 'edit' icon on the right.
- **Multistore options.** Lists the available options for the existing shops.
 - **Default shop.** The default shop is the one which will serve a central hub for all the other ones, shares its details with other shops (products, carriers, etc.), and is the one that appears when you log in the administration.

Advanced Parameters > Multistore


 Add new shop group
  Add new shop

Multistore tree

- Shop groups list
 - Group: Default
 - Prestashop
 - 192.168.8.89/prestashop...
 - Sportswear shop

ID	Group shop	Actions
1	Default	

Advanced Parameters > Multistore

 Save

Multistore options


Default shop:

Creating a new shop group

Having shop groups enables you to share certain characteristics between the shops in that group: catalog, employees, carriers, modules, etc. It allows you to manage a set of shops as easily as you would a single shop, while still being able to fine-tune the details of each shop manually.

Applying new parameters to all the shops in a group only require a single action. When in multistore mode, a drop-down menu is available on most of the administration pages, and enables you to filter your changes by shop or shop group.

Shop Group

 Warning: it is not recommended to enable the "share customers" and "share orders" options, because once they are activated and customers or orders are created, you will not be able to disable these options. If you need these options, try to first consider using several categories instead on several shops.

Shop group name:

Share customers: ☐ ☒ ☐ ☐

Once the option is enabled, the shops in this group will share their customers: if a customer registers on one of this group's shops, the account will automatically be available on the others shops of this group. Warning: you will not be able to disable this option once you have customers registered on at least one shop of this group.

Share available quantities to sell: ☐ ☒ ☐ ☐

Share available quantities to sell between shops of this group. When changing this option, all products available quantities for this group will be reset to 0.


Share orders: ☐ ☒ ☐ ☐

Once this option is enabled (which is only possible if customers and available quantities are shared among shops), the customer's cart will be shared among all the shops in this group. This way, any purchase started on one of the shops in this group will be able to be finished in another shop from the same shop group. Warning: you will not be able to disable this option once you have orders on at least one shop of this group.

Status: ☒ ☐ ☐ ☐

Enable or disable group shop

* Required field


 Technically speaking, when selecting a shop group in the multistore drop-down menu, the displayed entities reflect the **union** of the entities pertaining to the shops in that group.

Generally speaking, parameters are applied to all the entities belonging to the selected entity in the multistore drop-down menu. This is explained in details later in this chapter.

Clicking the "Add new shop group" button brings a form with few options but a lot of text: you should make sure to read each description from beginning to end, as they help you make a decision about these options. Since some are non-reversible (you cannot disable them once they are enabled), it is important to know exactly what you enable.

The available settings are:

- **Shop group name.** The name is private, customers will not see it. Still, make sure to use a telling name: the more shop groups you will have, the more you will need to be able to find a given group quickly. You can edit the name at any time.
- **Share customers. Once enabled, you cannot disable this option.** This is great when you want to allow your customers to use the same login credentials on all shops of this shop group.
- **Share available quantities to sell.** You can have different quantities of the same product for sale on your shops. With this option, all the shops from this group will share the same available quantity of products. This can make it easier to manage said quantities.
- **Share orders. Once enabled, you cannot disable this option.** This option can only be enabled if both "Share customers" and "Share available quantities to sell" options are enabled. With this option, customers who are logged on any shop from this group will be able to see their order history for all the shops of the group.

 **Two shop groups cannot share customers, carts or orders.**

Existing shop groups can be edited from the shop groups list on the "Multistore" front page: simply click on the 'edit' icon on the right of the shop's row to open the form. As expected, you cannot edit the "Share customers" and "Share orders" options.

Creating a new shop

The shop creation tool, located in the "Multistore" page, enables you to simply and precisely define both the front-office appearance of your shop (namely, its theme) and the elements you wish to import from your main shop into this new one.

Shop

Shop name: *
This field do not refer to the shop name visible on the front office. Follow [this link](#) to edit the shop name used on the front office.

Group Shop:
Warning: you won't be able to change the group of this shop if this shop belongs to a group with one of these options activated: Share Customers, Share Quantities or Share Orders

Category root:
This is the root category of the store that you create. To define a new root category for your store [Click here](#)

Associated categories: Find a category :

☒ Home

- ☒ iPods
- ☒ Accessories
- ☒ Laptops

By selecting categories associated, you choose to share the categories between different shops. Once associated between the shops, any alteration of an associated category will impact all the shops for which those categories will be associated.

Theme: 

* Required field

Clicking the "Add new shop" button opens brings a form with two sections. The first one has 5 options:

- **Shop name.** The name is public: customers will see it in many places, such as the site title or the e-mail references. Make sure to make it clear that it describes this specific shop.
- **Group Shop.** A shop can only belong to one shop group. Also, it must belong to a group.

Note: you will not be able to move the shop to any other group if you

create it within a shop group which has any of its three options enabled ("Share customers", "Share available quantities to sell" or "Share orders").

- **Category root.** While your main shop has the catalog root as its category root, any other shop can either use the same root, or use any category of the catalog as its root – in effect using a sub-set of the main catalog as its own catalog.
- **Associated categories.** In addition to being able to limit a shop's catalog to a sub-set of the main catalog (see the "Category root" option above), you can choose to only make some sub-categories of the main category available in this new shop.
- **Theme.** You can use any of the available themes as the theme for this shop. In effect, this makes it possible for you to have the very same catalog available in two completely different shops, with a different theme, URL or even prices.

The second section, "Import data from another shop", is where you define which data of the main shop you want to use as the data of this new shop.

Import data from another shop

Import data : ☒ Yes ☐ No

Choose the shop (source) : Prestashop


Choose data to import :

- ☒ Attribute groups
- ☒ Available quantities for sale
- ☒ CMS Block
- ☒ CMS page
- ☒ Carriers
- ☒ Cart rules
- ☒ Combinations
- ☒ Contact
- ☒ Countries
- ☒ Currencies
- ☒ Customer groups
- ☒ Discounts
- ☒ Employees
- ☒ Features
- ☒ Image slider for your homepage
- ☒ Images
- ☒ Langs
- ☒ Manufacturers
- ☒ Meta
- ☒ Module hooks
- ☒ Modules
- ☒ Products
- ☒ Referrers
- ☒ Scenes
- ☒ Stores
- ☒ Suppliers
- ☒ Tax rules groups
- ☒ Warehouse
- ☒ Webservice accounts
- ☒ Zones

It has two options:

- **Import data.** If disabled, your shop will not share any data with any other shop, and the section will close itself. While this is helpful when you to manage two entirely different shops with a single installation of PrestaShop, this also means you will have to configure both shops from A to Z, whereas sharing data means you would not have to recreate carries, currencies or modules, for instance. Make sure to think your choice through, as you will not be able to revert back.
- **Choose the shop (source).** If you do wish to import data, you must indicate from which of the existing shops you want to import data from. If you already have defined a sub-shop of the main shop, this can help you make a "copy" of that sub-shop, instead of having to set the various import options again.


- **Choose data to import.** This is where you decide what kind of data you want to import from the source shop. At the very least, you should import all the modules, even if it means disabling some, as the whole front-office is displayed through modules and some major parts of the back-office also rely on modules.

 When you create a product in a new shop and that product already exists in another shop, PrestaShop will try its best to suggest the existing product, so that you will not have to recreate everything.

When saving the shop, PrestaShop warns you that it does not yet have a URL. Click on the red warning to add one (see below).

Setting a shop's URL

Each shop can have its own URL – or even several URLs – entirely independent from the main shop. You must define at least one URL for each shop.

 Do not create any URL manually, either on your server or your computer: PrestaShop takes care of creating the URL for you on your server. When accessing this URL, PrestaShop will direct visitors to the correct store automatically.

Two shops cannot share the same URL. If you try to give a new shop a URL that is already in use by another shop, PrestaShop will display an error. On the other hand, you can have as many shops on one domain name as you want: <http://www.myprestashop.com/men/>, <http://www.myprestashop.com/women/>, <http://www.myprestashop.com/kids/>, <http://www.myprestashop.com/pets/>, etc.

To add a URL to shop, select the shop in the "Multistore tree" selector, and then click on the "Add new URL" button. PrestaShop will load a screen with two sections and height options:

- URL options.
 - **Shop.** A reminder of the shop to which you are adding a URL. You may also simply switch to another shop.

- **Main URL.** By enabling this, you indicate that you want all of this shop's other URLs to redirect to this new main URL.
 - **Status.** You can disable and enable a URL at any time.
- **Shop URL.**
 - **Domain.** The URL itself. It does not have to be limited to the domain name: you can indicate a sub-domain if you need to, such as <http://www.myprestashop.com/kids/>.
 - **Domain SSL.** If your SSL domain is different from your main domain, be sure to indicate it in that field.
 - **Physical URI.** Here you can set the physical path to your shop on your server. If the shop is at the root, leave this field empty.
 - **Virtual URI.** You can make the shop transparently available to customers using this option: without the need to create a sub-folder, you can have your shop be displayed, through the power of URL rewriting. Of course, URL rewriting must be enabled.
 - **Your final URL will be.** Gives you an overview of your URL settings.

Sample usages


Managing a catalog in multistore mode

In multistore mode, some of the PrestaShop administration pages feature a prominent drop-down menu, titled "Multistore configuration for". This menu gives you the context of what you are doing: it enables you to set the shop or shop group to which the changes you are making are to be applied.

For instance, when creating a new product, the selection in this menu will determine whether the product will be available for all shop, only one shop group, or a single shop.

When editing a product, PrestaShop displays notifications to help you understand the scope of your changes. For instance, when editing a product while in the "Shop A" context, the notification will say "Warning, if you change the value of fields with an orange bullet, the value will be changed for all other shops for this product", with said orange bullet appearing on all the implicated fields, such as "Type of product", "Reference", the package's size, etc.

Likewise, if you change a product while in the "All shops" context or in the context of a shop group, some fields will be disabled: since they have a global impact, you cannot edit them. If you really need to edit this content, each field has a box that you can check to edit that field in all the shops under this context.

 If you edit a disabled field, the product is created in all the shops of the context which do not already have it in their own catalog. Make sure to double check your context.

Managing CMS pages in multistore mode

When viewing the list of CMS pages in the "All shops" context, all the CMS pages from all shops are displayed. Likewise, when in a shop group context, the pages for all the shops in that group are displayed.

When creating a page in a shop group context, all the shops in this group will display this page, yet the page will be unique: editing it in one shop will apply the changes in all the shops from this group.

On the creation page, a section appears with a list, indicating which ones will be impacted.

Managing discounts in multistore mode

When creating cart rules or catalog price rules in a multistore context, an additional condition is available, with which you can choose the shops on which the rule should be available.

Web-service and multistore

Access to the web-service is also highly configurable, both at the shop level and at the shop group level. When creating a web-service key, you can choose to associate it to all shop, some shop groups, or select shops.

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