



# PRESTASHOP

## User Guide

*«With PrestaShop, we manage three differently-sized sites representing in total more than 150,000 orders a year. PrestaShop offers a large set of features, the catalog management is very simple, and we're very content with the use of PrestaShop in developing our e-commerce business.»*

*C.L, E-Commerce Manager*

**More than 40,000 e-commerce sites use PrestaShop!**

PrestaShop is here to guide you toward the success of your project.

More than 850 additional modules and templates are available on [addons.prestashop.com](http://addons.prestashop.com), discover the benefits of using them at the end of this guide.

---

# SUMMARY

---

<b>1. SUMMARY</b>	<b>3</b>
<b>2. Training</b>	<b>8</b>
<b>3. Installing PrestaShop</b>	<b>9</b>
<b>4. Back Office connection page</b>	<b>17</b>
<b>5. Discovering and Configuring the PrestaShop Back Office</b>	<b>17</b>
<b>6. Managing Your Catalog</b>	<b>19</b>
Create a Category	20
Managing and Adding Products in the Catalog	21
Fill out the general product information	22
Create a Pack of Products	23
Create a Downloadable Product	23
Setting the Price of a Product	24
Product Availability	25
Managing Product Availability 1	25
Default Category and Catalog Display	25
Listing Your Product	26
Adding a Product Description	27
Configuring the Product Image	28
Configure Product Attributes	29
Features	35
Create a feature	36
Create a value	36
Assign a value and feature to a product	37
Enter a Customized Value	37
Customization	37
Quantity Discounts	39
Attachements	40
A Look Inside the Catalog	42
Tracking	42
Image Mapping	43
Create an image map	43

Setting up an Image Map	44
Tags	46
First solution—Create a Tag	46
Second Solution--Creating and managing Tags.	46
Results	48
<b>7. Managing Customers 49</b>	
Groups	51
Searching for a customer	52
Consult a Customer's Information.	53
Shopping Carts	54
Configuring Manufacturers	55
Creating or editing a manufacturer 1	56
Managing Orders	57
List of Orders	57
Consult Order Details	57
Send a message to your customer.	59
Invoices	59
Printing Invoices	60
Delivery Slips	61
Order Statuses	61
Merchandise Returns	63
Create a Credit Slip	64
Messaging Customers	66
Prewritten messages	68
<b>8. Managing Payment Methods 70</b>	
Payment Modules	70
Bank Wire Module	71
Paying by Cheque	73
Indicate to whom your customer makes the cheque payable and the address, then save.	73
Partner Payment Modules	73
PayPal	74
Hipay	75
Moneybookers	77
Payment Module Restrictions on Currencies	78



Payment Module Restrictions on Groups	79
Payment Module Restrictions on Countries	79
Currencies	80
<b>9. Taxes</b>	<b>82</b>
Vouchers	83
<b>10. Managing Shipping</b>	<b>87</b>
Create a Carrier	88
<b>11. States</b>	<b>91</b>
Setting up the States	91
<b>12. Country</b>	<b>93</b>
Zones	94
Price Ranges	94
Weight Ranges	95
<b>13. Statistics</b>	<b>96</b>
Referrers	101
<b>14. Managing Modules</b>	<b>103</b>
Modules	103
Advertisement	104
Stats Engines	104
Products	104
Cross-Selling Module	105
RSS Products Feed	105
Product Comments	105
Product's Criteria	106
Product Tooltips	106
Send to a Friend module	107
Tools	107
Birthday Present	108
Canonical URL	108
Dejala.fr	108
Home Text Editor	109
Customer Follow-Up	110
Google Sitemap	110
Featured Products on your Homepage	111

Customer Loyalty and Rewards	112
Mail alerts	113
Newsletter	114
Customer Referral Program	116
ReversoForm	118
SMS TM4b	119
Watermark	120
Blocks	122
Block Advertising	122
Top Sellers	122
Cart Block	122
Ordering Process	122
Categories Block	124
Currency Block	124
Language Block	124
Link Block	125
Manufactures Block	126
My Account Block	126
New Products Block	126
Newsletter Block	127
RSS Feed Block	127
Quick search block	127
Promotions block	127
Tags Block	127
Footer links block	127
Viewed Products Block	128
Module Position	128
<b>15. Preferences</b>	<b>130</b>
General	130
Contact	133
Appearance	134
Product Configuration	135
Email	137
Images	139

Database	141
PDF Settings	141
Location	142
Search	143
<b>16. Tools</b>	<b>145</b>
Languages	145
Translations	146
Tabs	149
Aliases	152
Import	153
Database (DB) Backup	155
CMS- Creating a Text Page	156
<b>17. Employees</b>	<b>158</b>
Create an Employee Profile	158
Contacts	160
Languages	162
Tabs	163
Quick Access	163
ISO Codes	164
<b>18. PrestaShop guides you... .. to the success of your project</b>	<b>165</b>
<b>19. PrestaShop Addons : the official PrestaShop Market</b>	<b>166</b>
Payments & Gateways	167
Smart Shopping	167
Shipping & Logistics	167
Administration	167
Front Office Features	167
Quick/Bulk Update	168
Export	168
Slideshows	168
SEO	168
Social networks	168
Search & filters	169
Themes	169
<b>20. Download Links</b>	<b>170</b>

# PrestaShop, Your E-Commerce Solution

---

*PrestaShop, an e-commerce solution used by more than 40,000 stores, allows you to simply and effectively create a retail website.*

*PrestaShop offers a very powerful Back Office system that permits you to manage your store (catalog, purchase history, shipping rates, customers, items in shopping carts...) in real time. Your customers will profit from a user-friendly store styled and customized by you.*

*PrestaShop presents a comprehensive, intuitive user administration panel, and gives you more than 200 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 boutique.*

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

## 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 three different training sessions. They are available for anyone who wishes to perfect and to master the PrestaShop software. We offer three various courses, contingent on you needs and expertise:

- Basic User Course to master everyday uses of PrestaShop and to 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** : Half a day.
- Development Course to gain a perfect understanding of PrestaShop's software architecture and to autonomously execute specific features. **Length of Training** : 2 days
- Integration Course to master the layout of a PrestaShop online store and to learn the nuances of integrating a draft. **Length of Training** : 2 days

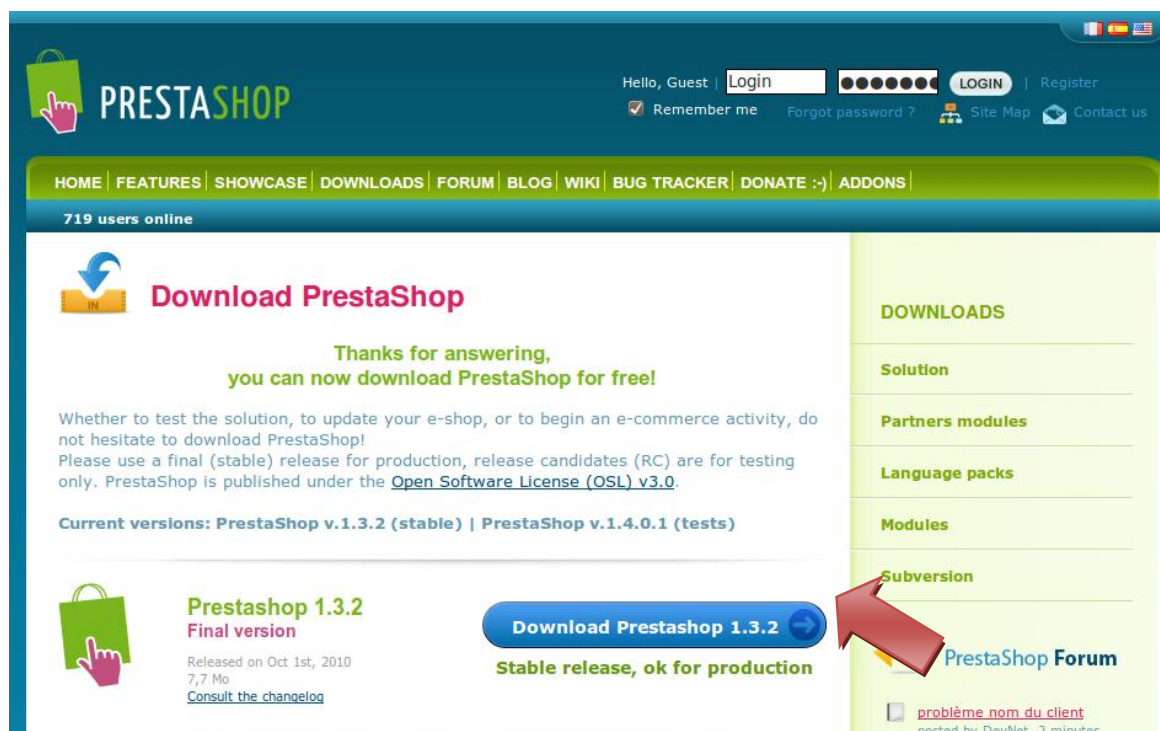
If you would like to receive further information and the requirements of participation, please address your training questions to: **[alexandra@prestashop.com](mailto:alexandra@prestashop.com)**

# Installing PrestaShop

The first step in using the e-commerce solution PrestaShop is to install it onto your hosting server. You must download the latest version of the online retailer software at

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

Downloading the software

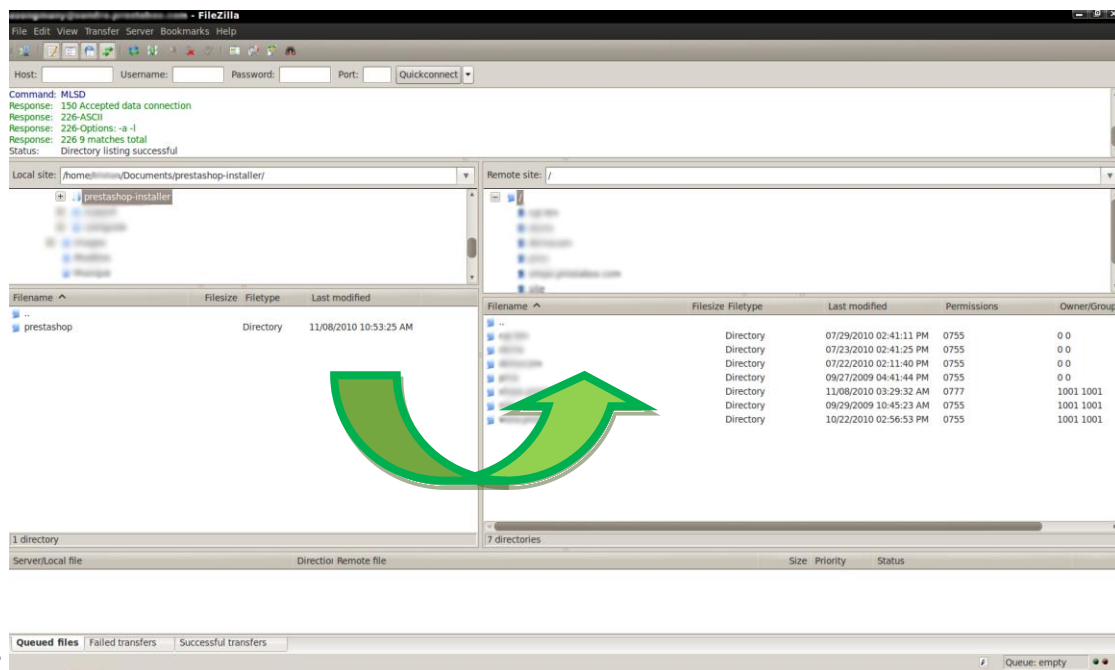


Page of PrestaShop download

Once the download has ended you can obtain a record of it in a zipped file. You can un-zip it with the help of file-extraction software. If you don't have one, we suggest that you use software such as Winrar, Winzip, or moreover the free software 7zip (<http://www.7-zip.org>).

Once you have extracted the contents, you are going to need to place it on your store's host server. In order to do this, you must possess a web server or request one directly through PrestaShop.

Provide yourself with FTP software to which you will transfer all of your PrestaShop file. For example, you can use Filezilla, which is free, Open Source software: <http://www.filezilla.com>. Start up your FTP program and connect to your server in order to begin transferring the PrestaShop file. Drag the file, following the example in the screenshot below.



Prestashop  
upload onto the server

### Creating a database

In order to store all of your store's information, PrestaShop uses a MySQL database. The steps involved in creating the database depend upon your server. Let's take for example PhpMyadmin, one of the most widespread database management tools. On the program's homepage, you will find a field marked "**Create a Database.**" Create a name for your database (For example, "**prestashop**") and type it into the field. Once you have chosen a name, click on "**Create**" to validate it. A message should follow indicating "**The database 'prestashop' has been created.**" See the screen shot below.

**Actions**

[Change password](#)

[Log out](#)

**MySQL localhost**

**Create database**

MySQL connection collation:

**Interface**

Language :

Theme / Style:

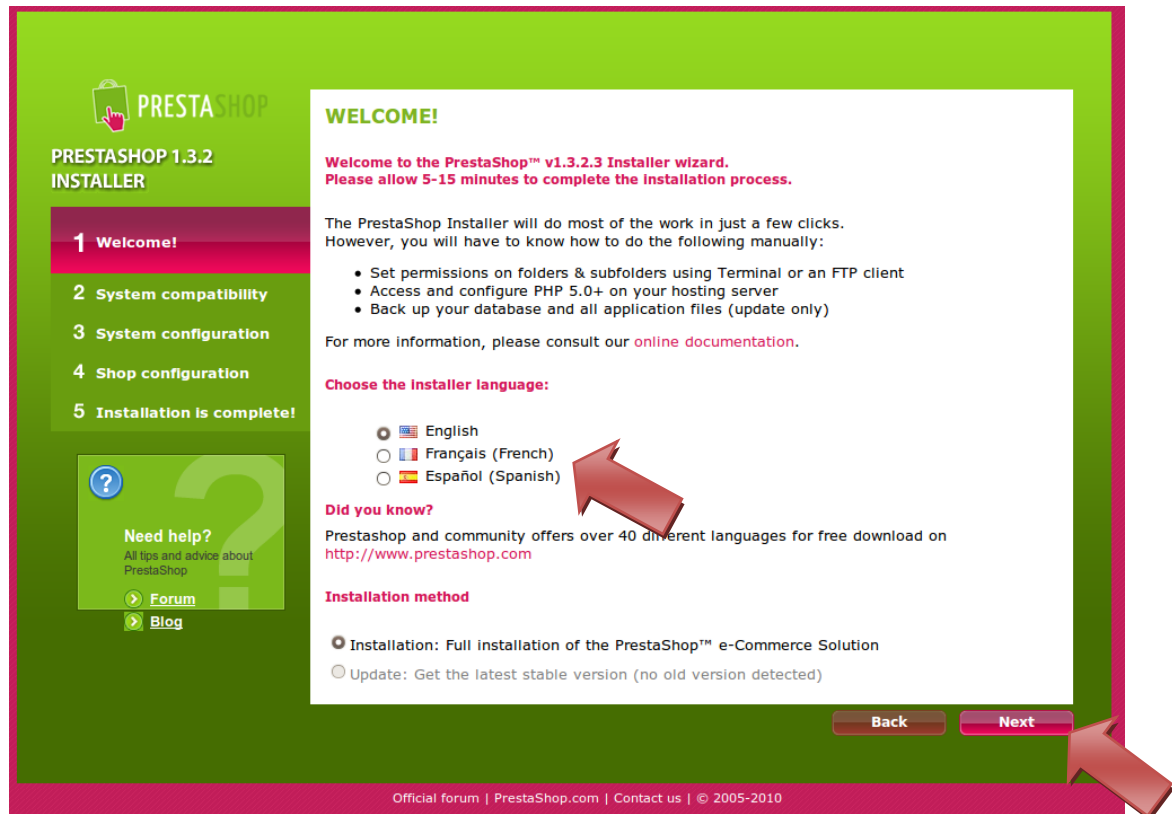
► Custom color:

► Font size:

Creation of  
database


## Installation

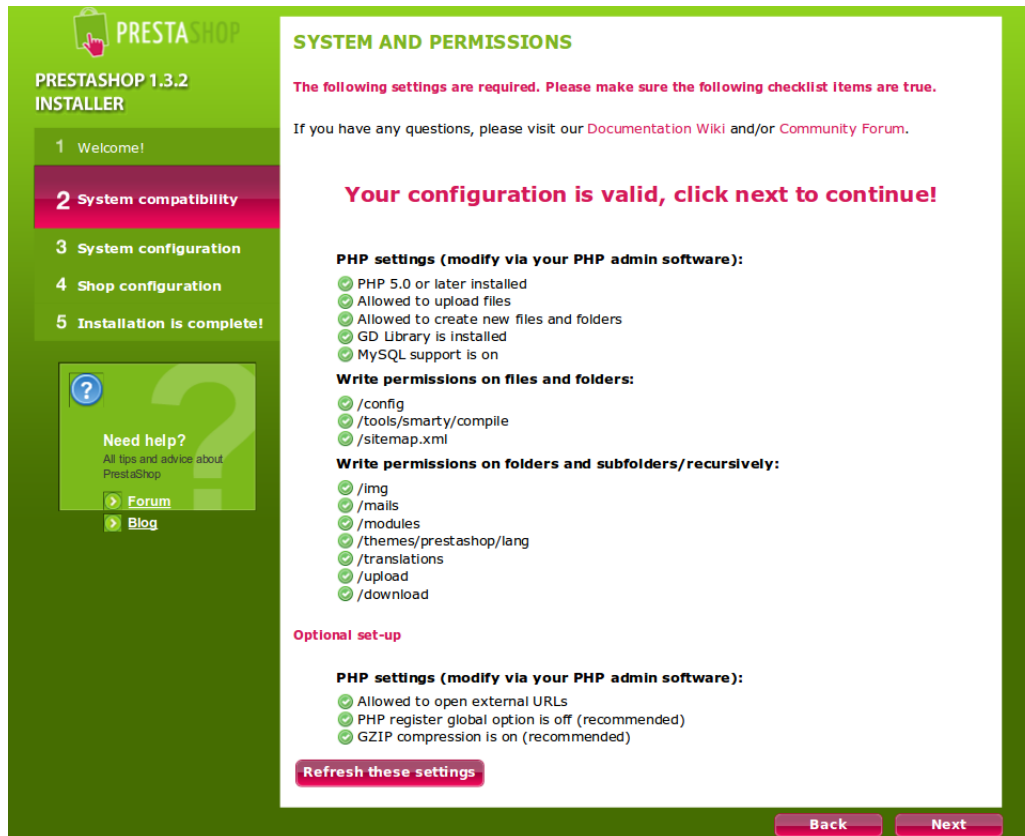
Now that the database has been created, you can start to install your PrestaShop online store. In the navigation bar, type your domain name URL or server address and add “/install” directly after, such as, for example, myboutique.com/install. You will be immediately directed to the auto-installer.



### First step of installation

Select your language and click on the button “**next.**”

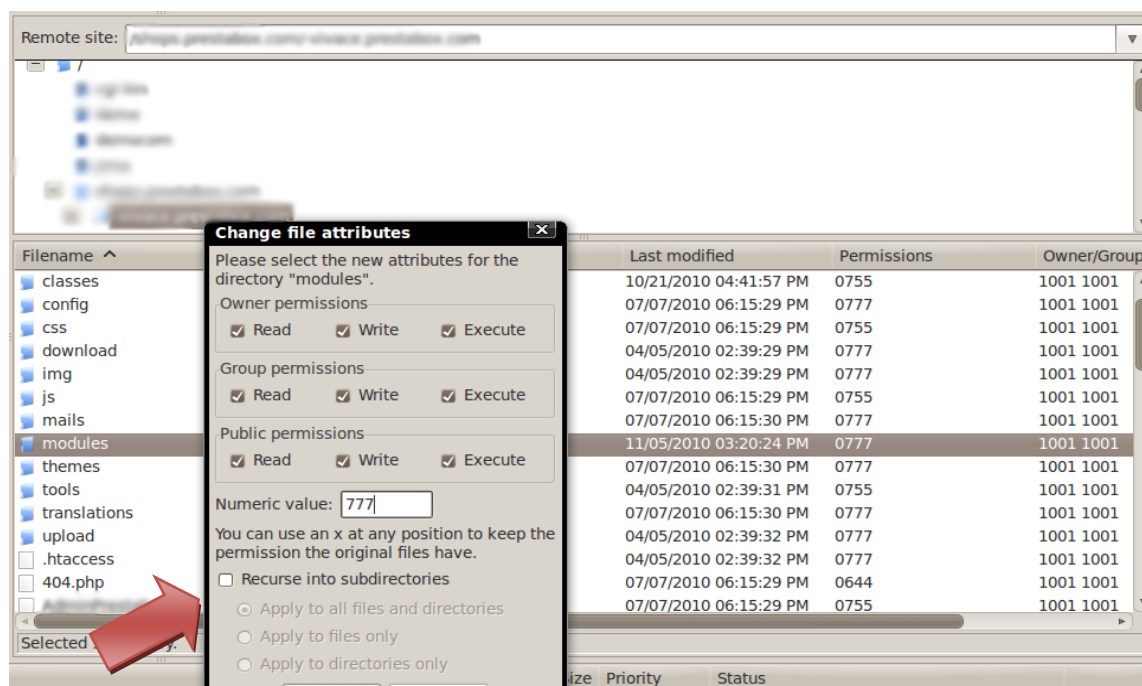
The “System and Permissions” page will appear. This page indicates whether your server’s configuration is operating properly. If this is the case, all of the points should appear with the icon to the left of  them.



## Verification of System settings

The appearance of red icons instead of green ones can arise as a result of various problems. For everything under the category “**PHP Settings**,” a red icon indicates a problem coming from an incompatibility or from a bad server configuration. Alert your web host of this problem so that they can help you correct it.

For all red icons that appear under the category “**Write Permissions**,” return to your FTP software, right-click on any files that appear to be invalid and click on “**Properties**.” Apply Recursion. (Examples of File Permissions: 777, 755, 705, etc). See screen shot below.





## Adjusting File Permissions

Once this has been done, click on « Refresh these settings » in the PrestaShop auto-installer. When all of the elements are validated, click on “next;” you will arrive at the system configuration page. See the page below.

## Database Configuration

The Database Configuration page asks you to fill out several fields, provided by your web host. Enter the name of the database that you created earlier into the field marked “**Database Server Name.**” Then click on “**Verify Now!**” to verify that the settings which you have entered are correct. If this is the case, the message “**The database has been found!**” will appear. If this is not the case, this signifies a problem with the information that you have entered. Verify this information with your web host and repeat the operation. Click on “**next.**” You have thus arrived at the Shop Configuration page. See the image below.

## General Information

**PRESTASHOP 1.3.2 INSTALLER**

- 1 Welcome!
- 2 System compatibility
- 3 System configuration
- 4 Shop configuration**
- 5 Installation is complete!

**Need help?**  
All tips and advice about PrestaShop

- [Forum](#)
- [Blog](#)


### SHOP CONFIGURATION

**Merchant admin Info**

Shop name:

Default country:

Shop logo :  [Parcourir...](#)  
Recommended size: 230x75 px



First name:

Last name:

E-mail address:

Shop password:

Re-type to confirm:

☐ **Receive notifications by e-mail**  
This option can be blocking if your mail configuration is wrong, please disable it to move to the next step.

**Next**

## General Information

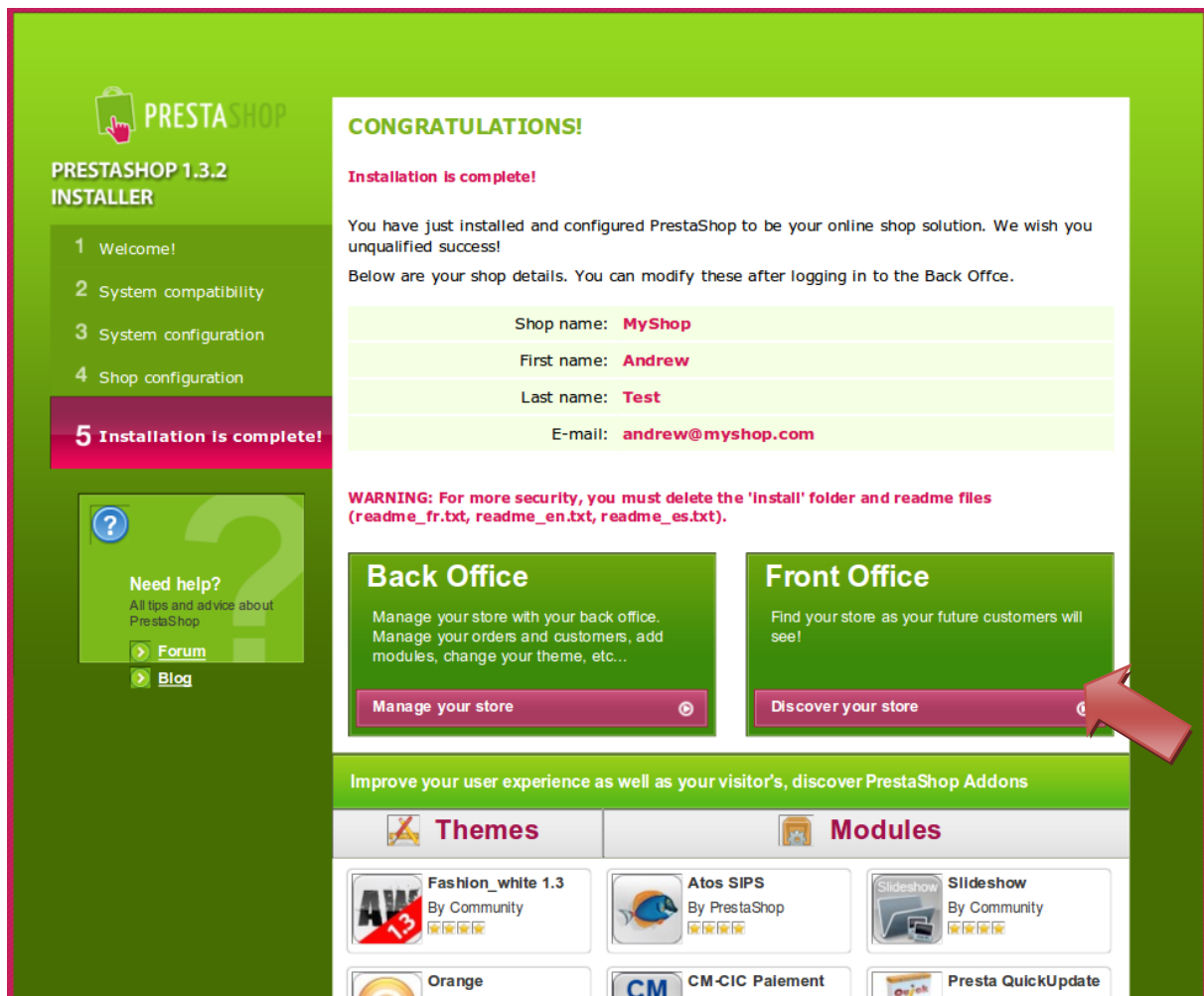
Fill out all of the information concerning you and your account. Select your store's logo by clicking on "Browse" then searching for it on your computer. You can then modify it directly in your store's Back Office after the installation.

Just to give you an idea, the logo will appear:

- On all of your store's pages
- In your Back Office
- In all of the emails sent to your customers
- In all of your contract documents (bills, return authorizations...)

If you wish to keep track of information that you have entered, click on the button "**Receive notifications by email**" (Recommended). Then click on "next" to finish installing your store.

## Completing the Installation



### Installation Complete

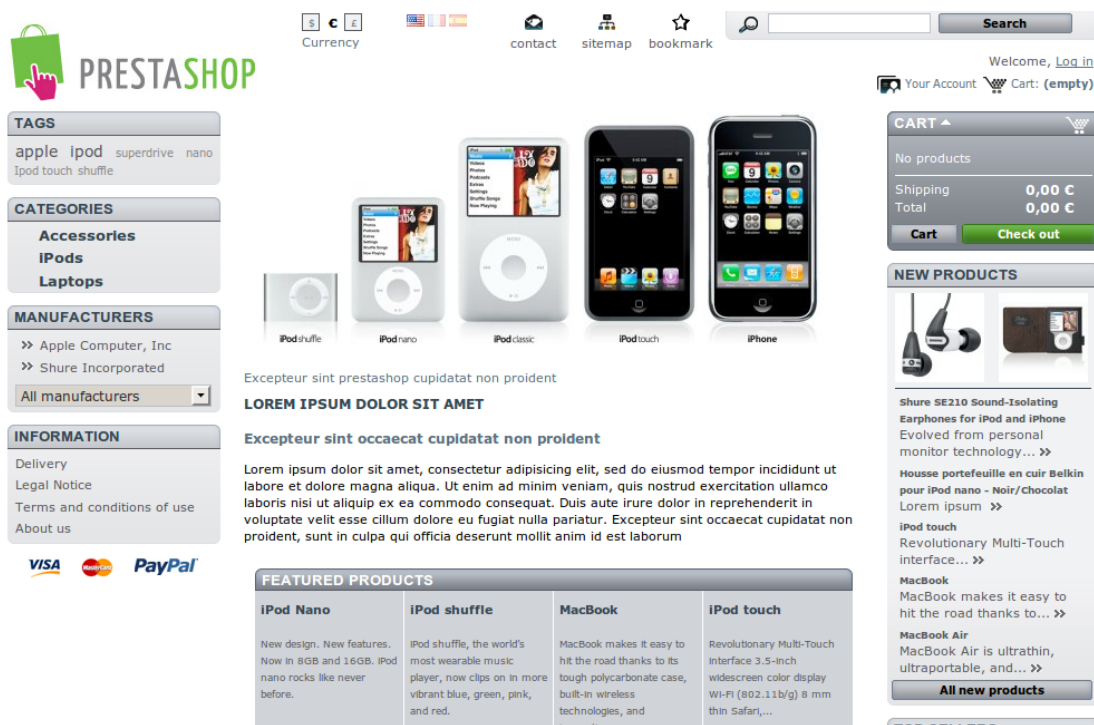
You should now see a page summarizing the information you entered.

At the bottom of the page are several templates and modules that allow you to personalize your store as you like.

The templates help personalize the graphic aspect of your store, while the modules allow you to add new features. You can consult them directly by going to <http://addons.prestashop.com>

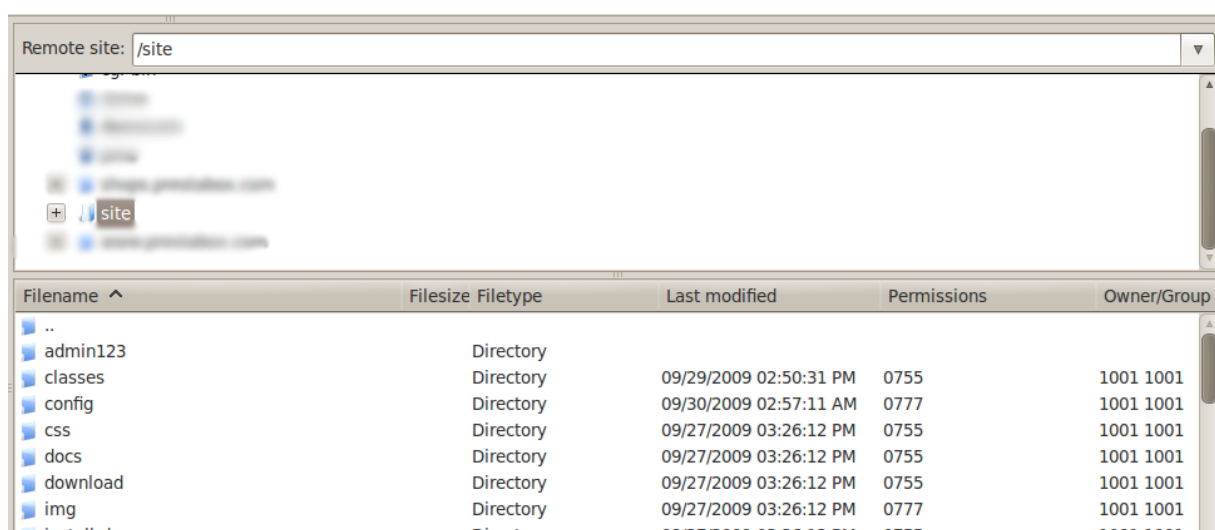
Now that your store has been installed, click on “Discover my store” to access your shop-front.

## Deleting the “Install” Folder/ Renaming the “Admin” Folder

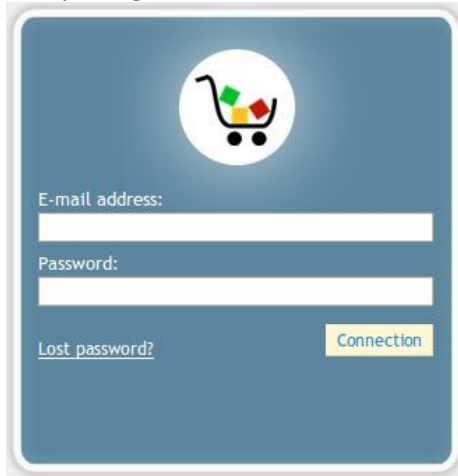


Store-front software for the PrestaShop online store

To finalize the installation, use your FTP program to delete the “**install**” folder. In addition, you should rename the “**admin**” folder. It is imperative that you block your store’s control panel from any intruders. In order to protect your store, right-click on the “**admin**” folder and select “**Rename**.” Choose a new name. However, having the name “admin” allows access to your Back Office, since this is the original address given to the Back Office. Therefore keep the word admin in your new folder name. **Important:** Memorize this name for it will be necessary to know it in order to access the Back Office. See the photo below. For example: [www.mystore.com/admin](http://www.mystore.com/admin) becomes



[www.mystore.com/admin-durang](http://www.mystore.com/admin-durang) or [www.mystore.com/adminprestashop](http://www.mystore.com/adminprestashop)



---

## Back Office connection page

---

Once the file has been renamed, type your store's URL directly into your navigation bar. For example, <http://www.mystore.com/adminprestashop>

You will see the login page for your store's control panel. See the screen shot to the left. Enter the email address and password that you registered with when you installed Prestashop. Click "Connect," and you are taken to the Back Office welcome page, or your store control panel. From this step forward you can begin to configure your store and offer products to your customers.

---

## Discovering and Configuring the PrestaShop Back Office

---

The PrestaShop Back Office welcome page is made up of three different areas.

**Navigation:** Groups together all of the tabs indicating the different sections of your store.

**The Dashboard:** Displays all of your store's important information such as the number of orders, sales completed, etc.

**PrestaShop Live Feed:** Information PrestaShop software updates or other news. We advise you to check this section regularly in order to keep your store up-to-date with PrestaShop's new features.

Back Office Welcome Page

**NAVIGATION** everywhere Search Quick access A. TEST

Catalog Customers Orders Payment Shipping Stats Modules Employees Preferences Tools

**PRESTASHOP**

Welcome to your Back Office

Click the tabs to navigate.

**BOARD**

**Statistics**

0,00 € of sales

0 orders placed

1 registration

0 product pages viewed

**Calendar**

Day Month Year

Day-1 Month-1 Year-1

From: 2010-01-01

To: 2010-12-31

Save

Visitors online now: 1

**PrestaShop NEWS**

**PrestaShop v.1.3.2 is now available!** 2010-10-01 15:49:52

**PrestaShop v.1.3.2 is now available!**

The PrestaShop Team is pleased to announce the publication of PrestaShop v.1.3.2, a new version of our e-commerce software. This new version is even richer and contains many improvements and optimizations worked since the v.1.3.1. of PrestaShop, on some key points of the solution, such as management of rounding, catalog, and SEO.

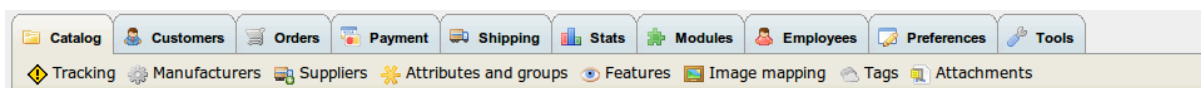
[More information on our blog](#)

[Become Fan of PrestaShop on Facebook](#) | [Follow us on Twitter](#) | [Read our last newsletter](#)

Now take your first look at your Back Office, or the « Control Panel. » Tabs situated at the top of the window help you navigate within Back Office.

# Managing Your Catalog

The « **Catalog** » section is accessible by clicking on the tab with the same name. This is where you



manage all of your products throughout your PrestaShop e-commerce solution.

## Managing the Product Categories

The first page under the “**Catalog**” tab looks like this:

Back Office >> Catalog

Current category : Home

### Categories

3 subcategories in category "Home"

[Add a new subcategory](#)

Page 1 / 1 | Display 50 / results

ID	Name	Description	Displayed	Actions
3	Accessories	Wonderful accessories for your iPod...	✓	
2	iPods	Now that you can buy movies from the iTunes Store and sync them to your iPod, the whole wo...	✓	
4	Laptops	The latest Intel processor, a bigger hard drive, plenty of memory, and even more new featu...	✓	

[Delete selection](#)

### Products in this category

4 products in category "Home"

[Add a new product](#)

Page 1 / 1 | Display 50 / 4 result(s)

ID	Photo	Name	Reference	Base price	Final price	Quantity	Position	Displayed	Actions
1		iPod Nano		124,58 €	189,05 €	800		✓	
2		iPod shuffle		66,05 €	79,00 €	100		✓	
6		MacBook		1 170,57 €	1 400,00 €	250		✓	
7		iPod touch		241,64 €	289,00 €	180		✓	

[Delete selection](#)

## Catalog Page

In the “**Categories**” section, via the “**Add a new subcategory**” function, you can create different product classifications. This arranges your articles, and helps your customers easily find what they are looking for. All of the categories are subcategories of the welcome page.

## Create a Category

To create a category, fill out this form:

The screenshot shows the 'Category' creation form in PrestaShop. The form is titled 'Category' and contains the following fields and options:

- Name:** A text input field with a required field indicator (red asterisk) and a language selector (French flag).
- Displayed:** Radio buttons for 'Displayed' (checked) and 'Not displayed' (unchecked), with a red 'X' icon next to the 'Not displayed' option.
- Parent category:** A dropdown menu currently showing 'Home'.
- Description:** A large text area for the category description.
- Image:** A text input field for the category image, with a 'Parcourir...' button and the text 'Upload category logo from your computer' below it.
- Meta title:** A text input field with a language selector (French flag).
- Meta description:** A text input field with a language selector (French flag).
- Meta keywords:** A text input field with a language selector (French flag).
- Friendly URL:** A text input field with a required field indicator (red asterisk) and a language selector (French flag).
- Groups access:** A table with checkboxes for selecting groups to give access to the category.

<input checked="" type="checkbox"/>	ID	Group name
<input checked="" type="checkbox"/>	1	Default

Mark all groups you want to give access to this category
- Buttons:** 'Save and back to parent category' (blue) and 'Save' (yellow).
- Legend:** A red asterisk indicates a 'Required field'.

### Creating a category

First of all, give your category a name, then determine if it is “displayed,” or in other words, if it will be accessible to your customers or not. For example, you may want to postpone showing a new category to your customers because you have not quite completed it. If you are creating a subcategory belonging to a category other than the welcome page, choose the category under which it will appear in the drop-down menu “**Parent Category**.” Click on “**Browse**” to upload an image from your computer, in order to illustrate your category.

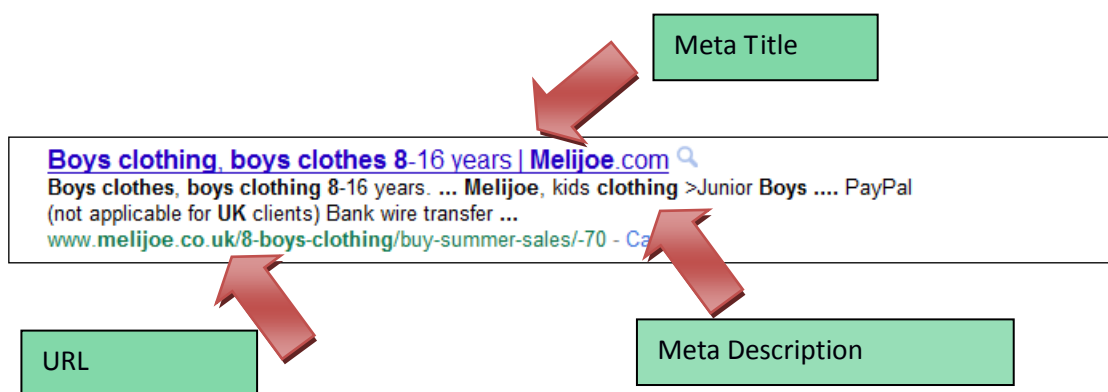
### Search Engine Optimization (SEO) Fields

This information will help you optimize the visibility of your catalog on search engines.

- “**Meta title**” is the title that will appear on the search engines when a request is made by a customer
- “**Meta description**” is a presentation of your site in just a few lines, intended to capture a customer’s interest. It will appear in search results.



- **“Meta Keywords”** are keywords 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.
- The **“Friendly URL”** allows you to rewrite the addresses of your categories as you wish. For example, instead of having an address such as [http://www.mystore.prestashop.com/category.php?id\\_category=3](http://www.mystore.prestashop.com/category.php?id_category=3), you can have: <http://www.mystore.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.
- **“Groups access”** restricts select categories and products from certain shoppers. To see these categories, your shoppers must belong to a user group. Check out the group functions in the Customers tab for more information.



Once you have finished configuring your categories you can save them while staying on the same page by clicking on the button **“Save”** or saving and coming back to the previous category by clicking on **“Save and Back to Parent Category.”**

Note: Each of the fields has a flag located to its right, indicating that it can be configured in several languages. For more information on this feature, please see the language management feature.

### ***Managing and Adding Products in the Catalog***

At the bottom of the catalog page, under “Products in this category,” you can manage the products in your store. See the screen shot below. Once you have created your category, you will be able to add products by clicking on “Add a new product.” A form with several tabs will appear. We will explain it step by step.

We begin with the first tab in the form, which allows you to fill out the general information about your products.

**Products in this category**

3 products in category "iPods"

Add a new product

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

<input type="checkbox"/>	ID	Photo	Name	Reference	Base price	Final price	Quantity	Position	Displayed	Actions
<input type="checkbox"/>	--		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--
<input type="checkbox"/>	1		iPod Nano		124,58 €	189,05 €	694	▼		
<input type="checkbox"/>	2		iPod shuffle		66,05 €	79,00 €	97	▼ ▲		
<input type="checkbox"/>	7		iPod touch		241,64 €	289,00 €	177	▲		

Delete selection

Products in this category

### *Fill out the general product information*

**1. Info.**

**Product general informations -**

Name:  \*

Status: ☒ Enabled ☐ Disabled

Manufacturer:  **Create**

Supplier:  **Create**

Reference:  EAN13:

Supplier Reference:  Location:

Weight:  0 kg

#### Product Creation 1

The first thing to complete is the product information. This is the name that will appear in the search results. Next to the field you will find a flag, which allows you to choose the language into which you wish to edit or create the name.

If you don't want this product to be immediately available or visible to your customers, check the box that says "Disable."

The field "Manufacturer" allows you to enter the name of the manufacturer of the product. This is an optional field.

Click "create" next to the Manufacturer field to add a new manufacturer, or select from the drop-down menu which one to associate with this product.

You can add information to better manage your item listing in the fields "Reference," "EAN13," "supplier reference," or "Location."

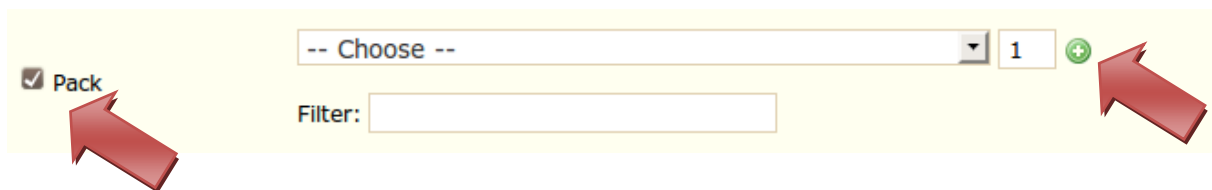
Finally, add the weight in order to calculate the shipping cost of your customer's orders.

## Create a Pack of Products

You wish to sell a pack of products composed of several items. Example: a computer start-up pack, composed of a CPU, a monitor, and a printer.

You can in this case create a pack and add other products from your catalog to this pack. To do this, check **"Pack."** Several options will appear, including a drop-down menu to choose which product to add to the pack. Select it, choose the quantity, and click on the green button to validate your choice. You can add as many products as you would like to the pack.

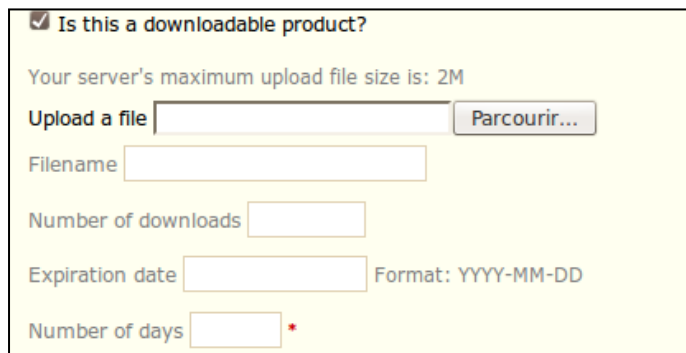
**Tip:** Packs allow the site administrator to simplify preparing orders. They also allow customers to take advantage of special prices and offers.



Creating a Pack 1

## Create a Downloadable Product

Check the box **"Is this a downloadable product?"** if you sell downloadable goods, such as mp3s or PDF documents.



- Choose the file that you're making available to your customers by clicking **"Upload a File,"** then find and select it on your computer.
- **Filename.** Choose a name for your file.
- **Number of downloads.** Indicate how many times this file can be downloaded after a customer purchases it.
- **Expiration Date.** Indicate the date after which the file will no longer be available for sale. When filling out this file, remember to write in the date as YYYY-MM-DD.
- **Number of Days.** Once your customer has bought the file from your store, you can limit the number of days he has until he can download his file. You must fill out this field in order to save your product.

## Setting the Price of a Product

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

Pre-tax wholesale price:	<input type="text" value="0"/>	€	The wholesale price at which you bought this product
Pre-tax retail price:	<input type="text" value="0"/>	€ *	The pre-tax retail price to sell this product
Tax:	<input type="text" value="No tax"/>		
Retail price with tax:	<input type="text" value="0.000000"/>	€	
Eco-tax:	<input type="text" value="0"/>	€	(already included in price)
Reduction amount:	<input type="text" value="0"/>	€	OR <input type="text" value="0"/> %
	available from	<input type="text" value="2010-11-08"/>	to <input type="text" value="2010-11-08"/>
	<a href="#">Leave same dates for undefined duration</a>		
	<input type="checkbox"/> Display "on sale" icon on product page and text on product listing		
<b>Final retail price:</b>	<b>0.00 €</b>		



### Setting a Product price 1

- The field **"Pre-tax wholesale price"** lets you instantly know your wholesale, factory price, and thus compare it to your selling price in order to easily calculate your profit.
- In the field **"Pre-tax retail price,"** enter the price of your product before taxes.
- In the field **Tax**, enter the tax applicable to the product. Choose between the different rates. To set the tax rates, check out the Taxes section on page 86.
- The field **"Retail Price with tax"** will calculate the price of the product with taxes included.
- The **"Eco-Tax"** is how much of your price is allocated to recycling your product. It must be noted with household appliances or other technologies.
- The field **"Reduction amount"** allows you to apply a discount by percentage or by a fixed value. If this is a limited-time special, make sure to enter the dates during which it is valid, in the "year-month-day" format.
- To show that your product is on sale, check the box labeled **"Display "on sale" icon on product page and text on product listing."** A logo will appear under the product's file. You can modify this logo by changing the following file: themes/prestashop/img/onsale\_fr.gif



The Final retail price, including the discount taken, will appear.

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

Quantity:	<input type="text" value="1"/>	* (If you use combinations, you can't edit this information)
Displayed text when in-stock:	<input type="text"/>	
Displayed text when allowed to be back-ordered:	<input type="text"/>	
When out of stock:	<input checked="" type="radio"/> Deny orders <input type="radio"/> Allow orders <input type="radio"/> Default: <i>Deny orders</i> (as set in Preferences)	

## Product Availability

### Managing Product Availability 1

- ➔ The field marked **Quantity** corresponds to the number of products available. If at this point you have already organized your products attributes and variations (i.e. colors, sizes, etc.), this field will represent all of the quantities of these variations.
- ➔ The field “**Displayed Text When in-Stock**” allows you to write a message for your visitors to see when your product is in stock. It reassures them that your shop can immediately send them the product by showing, for example, the words “Item Available.”

In case you are out of stock, you have two options:

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

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

### Default Category and Catalog Display

The default category will be used when an article is filed under several categories. This serves mainly to clarify which category to use in case your customer arrives at your site from a search engine. The name of the category will appear in the product’s URL. Example: A telephone can appear under the category of ‘brand’ (Apple, Samsung, Nokia, etc.) and also under the category of ‘characteristic’ (Smartphone, flip-phone, etc.).

## Listing Your Product

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.

To access this information click on the sentence below:

⇒ Click here to improve product's rank in search engines (SEO)

The following fields are shown:

⇒ Click here to improve product's rank in search engines (SEO)

Meta title:	<input type="text"/>	
	Product page title; leave blank to use product name	
Meta description:	<input type="text"/>	
	A single sentence for HTML header	
Meta keywords:	<input type="text"/>	
	Keywords for HTML header, separated by a comma	
Friendly URL:	<input type="text"/>	
	Product link will look like this: <code>http://localhost/id_product-.html</code>	

### Optimal Reference Fields 1

These fields allow you to directly optimize your catalog's visibility on search engines.



- **“Meta title”** is the title that will appear on the search engines when a request is made by a customer
- **“Meta description”** is a presentation of your site in just a few lines, intended to capture a customer's interest. It will appear in search results.
- **“Meta Keywords”** are keywords 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.
- The **“Friendly URL”** allows you to rewrite the addresses of your categories as you wish. For example, instead of having an address such as [http://www.mystore.prestashop.com/category.php?id\\_category=3](http://www.mystore.prestashop.com/category.php?id_category=3), you can have: <http://www.mystore.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.

## Adding a Product Description

Click here to improve product's rank in search engines (SEO)

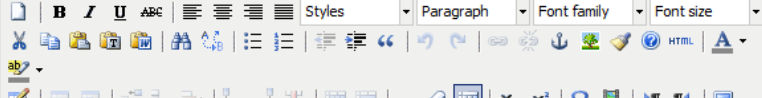
Short description:

*(appears in search results)*


Path: p

Description:



Path: p


Tags:




Tags separated by commas (e.g., dvd, dvd player, hifi)

Accessories:

*(Do not forget to Save the product afterward)*





## Filling out the product description 1

There are two boxes dedicated to filling out a description. The first box allows you to write a short description that will appear in search engines. This brief is limited to 400 characters. In the second box, you can write a full description of your product, which will appear directly on your online store. The text editor offers a wide range of options for creating visually attractive descriptions (font, size, text color, etc.).

- In the **“tags”** field, define some terms and keywords that will help your customers easily find what they are looking for.
- The **“accessories”** field gives you the option of choosing relevant products to associate with this product. To suggest a product to your customers, type in the first letters of the product in question, select it, and then click on the green button to the right of the field.

Once you have filled out all this information, save your work by clicking on “**Save,**” after which you will be sent to your catalog’s home page, or by clicking on “**Save and Stay**” to continue working on your product’s presentation. When you have saved your work with “save and stay,” some new options will be displayed, such as the tabs “3.**Combinations,**” “4.**Features,**” “5.**Customization,**” “6.**Discounts,**” “7.**Attachments.**”

## Configuring the Product Image

Tab 2, Images, is for including photos on your product page.

**1. Info.** **2. Images**

**Add a new Image to this product**

File:  **Parcourir...**  
Format: JPG, GIF, PNG  
Filesize: 2000Kb max.

Caption:   
\* Short description of the image

Cover: ☐ **Use as product cover?**  
If you want to select this image as a product cover

Thumbnails resize method: **Automatic**  
Method you want to use to generate resized thumbnails

Image	Position	Cover	Action
	1 [ ▲ ] [ ▼ ]	✓	
	4 [ ▲ ] [ ▼ ]	✗	
	5 [ ▲ ] [ ▼ ]	✗	

### Product Images 1

- To add one or more images to your product, click the **“Browse”** button, then select a photo from your computer to upload.
- Write a file name in the **“Caption”** field once you have uploaded the image. This is the name that search engines will use to reference your product. You must thus give it a name that corresponds to the product description. This way, your product will appear with ease in search engine results.
- Check the box that says **“Cover”** if you want this uploaded image to be used as the default image, and appear automatically on the product page of your shop.

Finally, to compress your images and turn them into thumbnails, you can choose between **“Automatic”** or **“Manual”** in the drop-down menu next to **“Thumbnail resize method.”** We recommend that you leave it as automatic.

Once you have uploaded several images, you can choose to modify the image order by clicking on the arrows in the **“position”** column, and define a different cover image by clicking on the icons under the column **“cover image”** (see insert 1 in the screenshot).



## Configure Product Attributes

You can add multiple attributes to your products. An attribute is a product variation. For example the same product can have a different color or a different size. In PrestaShop we call that a color or size attribute.

To access this feature you must click on the “**Attributes and Groups**” tab under Catalog.

Tracking Manufacturers Suppliers **Attributes and groups** Features Image mapping

Back Office >> Catalog >> Attributes and groups

+ Add attributes group  
+ Add attribute

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

Page 1 / 1 | Display 50 / 4 result(s) [Reset](#) [Filter](#)

Name	Attributes	Actions																				
--	--	--																				
<input type="checkbox"/> Disk space																						
<input type="checkbox"/> Color	<table border="1"><thead><tr><th>Attribute</th><th>Actions</th></tr></thead><tbody><tr><td><input type="checkbox"/> Black</td><td> </td></tr><tr><td><input type="checkbox"/> Blue</td><td> </td></tr><tr><td><input type="checkbox"/> Green</td><td> </td></tr><tr><td><input type="checkbox"/> Metal</td><td> </td></tr><tr><td><input type="checkbox"/> Orange</td><td> </td></tr><tr><td><input type="checkbox"/> Pink</td><td> </td></tr><tr><td><input type="checkbox"/> Purple</td><td> </td></tr><tr><td><input type="checkbox"/> Red</td><td> </td></tr><tr><td><input type="checkbox"/> Yellow</td><td> </td></tr></tbody></table> <a href="#">Delete selection</a>	Attribute	Actions	<input type="checkbox"/> Black		<input type="checkbox"/> Blue		<input type="checkbox"/> Green		<input type="checkbox"/> Metal		<input type="checkbox"/> Orange		<input type="checkbox"/> Pink		<input type="checkbox"/> Purple		<input type="checkbox"/> Red		<input type="checkbox"/> Yellow		
Attribute	Actions																					
<input type="checkbox"/> Black																						
<input type="checkbox"/> Blue																						
<input type="checkbox"/> Green																						
<input type="checkbox"/> Metal																						
<input type="checkbox"/> Orange																						
<input type="checkbox"/> Pink																						
<input type="checkbox"/> Purple																						
<input type="checkbox"/> Red																						
<input type="checkbox"/> Yellow																						
<input type="checkbox"/> ICU																						
<input type="checkbox"/> Height																						

[Delete selection](#)

### Managing attributes and varieties

To add a group of attributes, or in other words to add a group of variation possibilities (colors, capacity, material, etc.), click on “**Add attributes group**,” fill out the form that appears, and save.



The screenshot shows the 'Attribute' configuration form in PrestaShop. It includes the following fields and elements:

- Name:** A text input field containing 'Bleu' with a red asterisk and a French flag icon to its right.
- Group:** A dropdown menu set to 'Couleur' with a red asterisk to its right.
- Color:** A text input field containing the hex code '#008CB7' with a red asterisk to its right. Below the field, it says 'HTML colors (e.g., "lightblue", "#CC6600")'. A red arrow points to this field.
- Texture:** A text input field followed by a 'Parcourir...' button. Below them, it says 'Upload color texture from your computer. This will override the HTML color!'. A red arrow points to the 'Parcourir...' button.
- Current texture:** A label followed by the text 'None'.
- Save:** A yellow button at the bottom center. A red arrow points to this button.
- Legend:** A red asterisk followed by the text '\* Required field' at the bottom left.

Choose the HTML color, or upload a photo from your computer (if you're displaying textures instead of colors, for example). The HTML colors will then be replaced by the photo of the texture.

## Adding Product Combinations—Method 1

Adding different variations to your product takes a few steps. Before proceeding, you must have already created the necessary groups of attributes and the attributes themselves. Once this is done,

1. Info 2. Images 3. Combinations 4. Features 5. Customization 6. Discounts 7. At

**Add or modify combinations for this product -**  Product combinations generator

Group: Color

Attribute: ---

Add

Delete

Reference: EAN13:

Supplier Reference: Location:

Wholesale price: 0.00 € (overrides Wholesale price on Information tab)

Impact on price: None \*

Impact on weight: None

Eco-tax: 0.00 € (overrides Eco-tax on Information tab)

Quantity: 1 (overrides Quantity on Information tab)

\* included tax

Image: ☐

Default: ☐ Make the default combination for this product

Add this combination


click on tab number 3, “Combinations,” and the following form will appear:

### Adding product varieties 1

- From the drop-down menu, choose a group of attributes, such as “Colors,” for example
- Choose the attribute that you would like to include, for example, “blue”
- Click on “Add”, and it will appear in the frame.
- If the attribute has an impact on the product’s price, go to the drop-down menu and choose “**Increase**” or “**Reduction**” and indicate the change in price.










Impact on price: Increase \* of 0.00 €

Impact on weight: None



Impact of variation (Price, Weight)

- If the attribute impacts the weight, the process is identical
- Next, fill out the different fields such as reference, quantity, etc
- Upload a new image or choose a previously uploaded photo from the drop-down menu
- If you would like to make this the default combination (attribute + product), check the box labeled “make the default combination for this product.”
- Finally, click on “**Add this Combination**” to save it. It will appear in the list, like below:

Attributes	Impact	Weight	Reference	EAN13	Quantity	Actions
Color - Blue	0.00 €	0kg			10	 
Color - Green	0.00 €	0kg			20	 
Color - Metal	0.00 €	0kg			30	 
Color - Pink	0.00 €	0kg			40	 
 Delete all combinations						

The blue line indicated the default combination.

A default combination must be designated for every product.

Product Variation List

**Note:** In this example, an attribute has been associated : color. If you wish to add several attributes, you just need to add one attribute and then a second attribute. When you click “**Add**” the two attributes will be added.

Adding Product Combinations—Method 2

If you have too many different products or varieties, you can use the “**Product Combinations Generator**.” This function allows you to automatically generate all of the variations and possibilities.

1. Info.
2. Images
3. Combinations
4. Features
5. Customization
6. Disc

**Add or modify combinations for this product -**  Product combinations generator

Acce  
ss to Variety Generator

It looks like this:

Quantity:  Generate

Here are your groups of attributes. Select the varieties by clicking on their name. Now hit the CTRL key, and you can select several of them at the same time. Then click on "Add." For example, here you can select the attributes "Leather," "Suede," and the four shoe sizes.

—Insert here the quantity of each product. Be careful, it needs to be the same for every combination.

Quantity:  Generate

Color	Price impact (€) *	Weight impact (kg)
Blue	<input type="text" value="0"/>	<input type="text" value="0"/>
Green	<input type="text" value="0"/>	<input type="text" value="0"/>
Metal	<input type="text" value="0"/>	<input type="text" value="0"/>
Pink	<input type="text" value="0"/>	<input type="text" value="0"/>

Two tables appear, allowing you to edit the prices.

**Color**  
 Black  
 Blue  
 Green  
 Metal  
 Orange  
 Pink  
 Purple  
 Red  
 Yellow

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

**Color**  
 Black  
 Blue  
 Green  
 Metal  
 Orange  
 Pink  
 Purple  
 Red  
 Yellow

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

**height**

Add Delete

Finally, the combination generator helps you save some time when you have numerous attributes to assemble, such as sizes and materials. It automatically creates all of the associations possible, which then appear under the product file's tab "**Combinations.**"

Attributes	Impact	Weight	Reference	EAN13	Quantity	Actions
Color - Blue	0.00 €	0kg			10	
Color - Green	0.00 €	0kg			17	
Color - Metal	0.00 €	0kg			30	
Color - Pink	0.00 €	0kg			40	
Delete all combinations						

List of variations created

If you don't want to have generated combinations, you can delete or modify them.






## Features

The fourth tab, Features, is where you specify your products' features (i.e. weight, material, country of origin, etc.). When you create features and values (i.e. wool knit and micro-fiber materials), you assign them to the products when appropriate. This means that you do not have to fill out the features fields for every one of your products' but instead simply fill in the necessary values and apply them later. Be aware however that contrary to the combinations, these values do not change, and are valid for the general product.


### Product Characteristics 1

1. Info. 2. Images 3. Combinations 4. Features 5. Customization 6. Discounts 7. ...

**Assign features to this product**

Features	Value	Customized
Depth	---	10,5 mm (clip compris) 
Headphone	Mini-jack stereo	
Height	---	27.3 mm 
Weight	---	15.5 g 
Width	---	41.2 mm 

[Update features](#)

 Create new features

## Create a feature

To create a feature, as well as its values, click on the tab under Catalog that is labeled **“Features.”** Click on **“Add a Feature,”** for example, to add the number of pairs of laces sold with each pair of shoes.

1. Info. 2. Images 3. Combinations 4. Features 5. Customization 6. Discounts 7. Attachments

**Assign features to this product**

Features	Value	Customized
Depth	---	10,5 mm (clip compris)
Headphone	Mini-jack stereo	
Height	---	27,3 mm
Weight	---	15,5 g
Width	---	41,2 mm

[Update features](#)

[+ Create new features](#)

Give a name to this feature and hit “Save.”

1.

**Feature**

**Name:**  \*

[Save](#)

\* Required field

## Create a value

To add a value to the feature, go back to the previous page, and click on **“Add feature value.”**

**Value**

**Value:**  \*

**Feature:**  \*

[Save](#)

\* Required field

In the drop-down menu, choose the feature to which you would like to add a value, enter its contents, and click Save.



### Assign a value and feature to a product

To finish, go back to the “Features” tab under your product, and choose your feature you want to add from the drop-down menu. Click on “update features.”

Features	Value	Customized
Depth	---	10,5 mm (clip compris)
Headphone	Mini-jack stereo	
Height	---	27.3 mm
Weight	---	15.5 g
Width	---	41.2 mm

Update features

We have just created features as well as values to them. You can now return to the product of your choice, and add features and values.

If a feature does not have any value assigned to it, then it will not appear in the store.

### Enter a Customized Value

If you want to indicate a value that has not been configured beforehand, you can add it directly in the “Customized” field.

### Customization

The PrestaShop online store software offers your customers the chance 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 request the text or the image when they place their order.

Let’s look at how to configure this function.

1. Info.	2. Images	3. Combinations	4. Features	5. Customization	6. Discou
----------	-----------	-----------------	-------------	------------------	-----------

**Add or modify customizable properties**

File fields:   
Number of upload file fields displayed

Text fields:   
Number of text fields displayed

Update settings

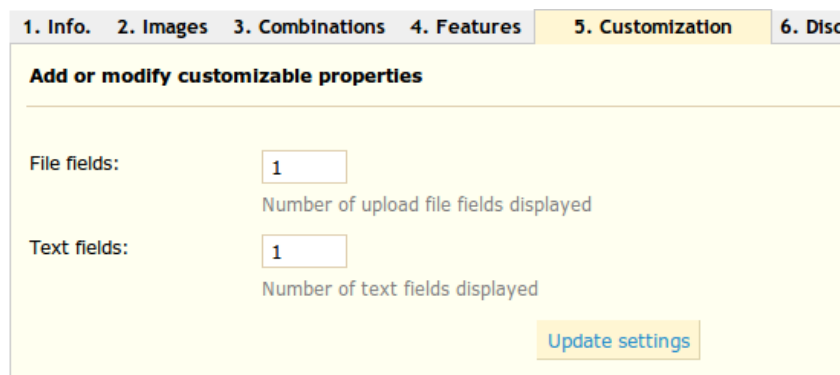
In the tab “**5. Customization**,” indicate what type of field (file or text) can be personalized. If your customer has to send you one or many files (one or many photos, for example), change the value of the “**File Fields**” to indicate the number of files that you are going to receive.

If your customer is sending you text, then modify the value in “**Text Field**.”

The number you write in these fields corresponds to how many of them will appear on the product page of your e-commerce.

In this example, we are going to modify the two values by writing “1” in each of the fields. Once this is done, click “**Update Settings**.”

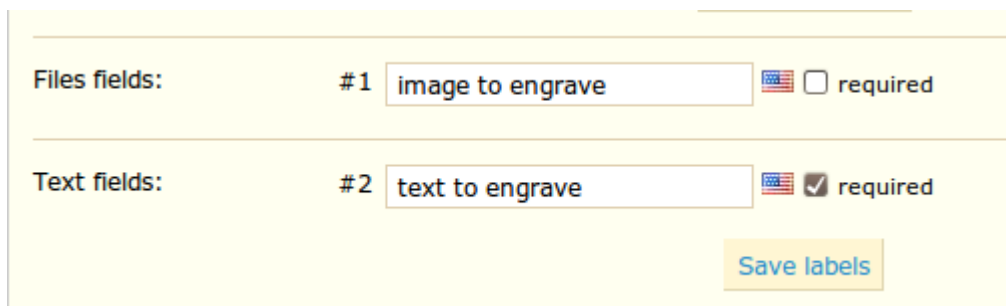
It will then look like this:



- ➔ In **Files Fields**, indicate what type of file must be sent (i.e. “Image to engrave”). Click the box labeled “Required” if this element is necessary to validate the purchase.
- ➔ In **Text Field**, indicate what type of content must be filled out by your customer (i.e. text to engrave). Click the box labeled “Required” if this element is necessary to validate the purchase.

Once this is done, click on “**Save labels**.”

You should now see the following appear:



#### Back Office Customization Option 1

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

## Quantity Discounts

You have the possibility to use a system that changes the total price of a sale depending on the quantity of products your customer buys. For this option, click on tab number 5 of the product file, "Discounts." A form will appear. Complete it, and click on "Add quantity discount."

ID	# products	Discount	Action
No quantity discount defined			

### Quantity Discount Settings 1

- The product quantity is the value from which the discount should be applied
- The « Discount Value » is the discount that will be applied once the quantity is selected.

Once you have chosen your values click on **"Add Quantity Discount."**

The summary of your discount model appears below. If you wish to delete a value, click on the red cross on the table.

At this point, you have finished your product file, and here it is in your boutique!

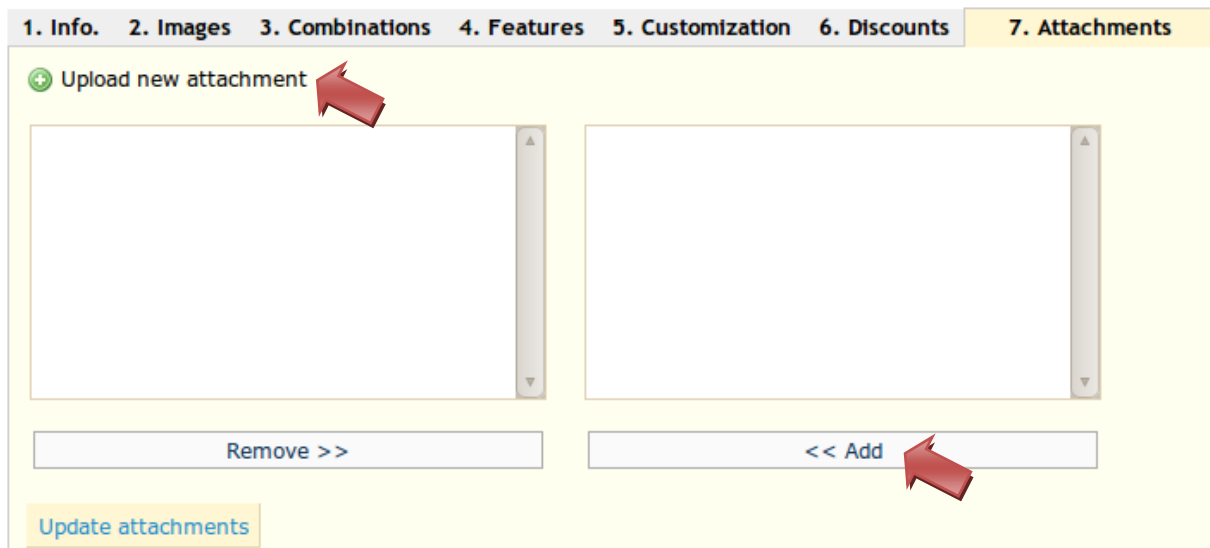
Here, under the drop-down menu, you can find the different product variations, as well as the available quantity for each one.

## Attachements

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

For example, you sell electronics, and you would like to advise your customers to read a document on how a product functions.

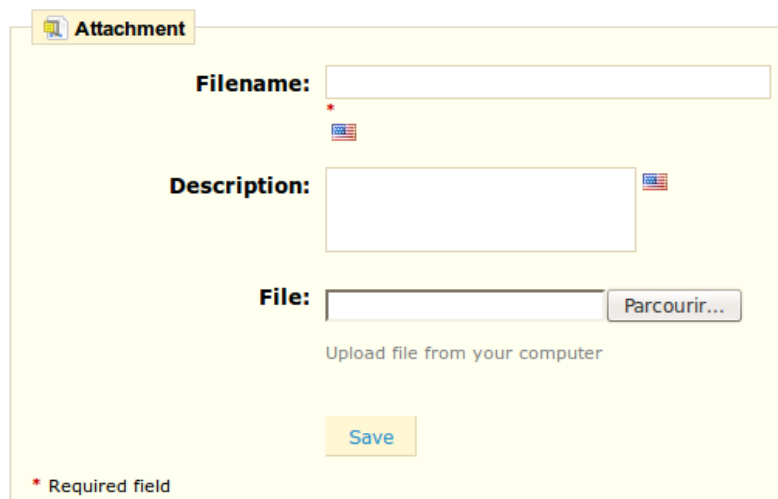
You can upload a document. Click on the seventh tab, “**Attachments.**”



The screenshot shows the '7. Attachments' tab selected in a navigation bar. Below the tabs, there is a section titled 'Upload new attachment' with a green plus icon. A red arrow points to this section. Below the title are two large empty text boxes for file content. At the bottom of these boxes are 'Remove >>' and '<< Add' buttons. A red arrow points to the '<< Add' button. At the bottom left is an 'Update attachments' button.

### Managing Product Attachements 1

If this is the first time that you are adding a document to your store, click on “**Upload a new attachment.**” The following window will appear.




The screenshot shows a window titled 'Attachment'. It contains three main fields: 'Filename:' with a text input and a red asterisk indicating it is required; 'Description:' with a text input and a small flag icon; and 'File:' with a text input and a 'Parcourir...' button. Below the 'File:' field is the text 'Upload file from your computer'. At the bottom is a 'Save' button. A legend at the bottom left states '\* Required field'.

### Adding an attachment 1

Fill out the name of your attachment. Give it a quick description, then click on “**Browse**” to select a file on your computer to upload. Then click on “**Save.**”



You will then arrive at the page below

 [Add new](#)

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

[Reset](#)

[Filter](#)

<input type="checkbox"/>	ID	Name	File	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
<input type="checkbox"/>	1	manual	404e612343bcb696c1f44ba13faafe6ef860b990	 

[Delete selection](#)

List of attachments 1

This page sums up all of your store's documents. This rubric is also accessible by clicking on the sub-tab **"Attachments"** under **"Catalog."**

Return to the tab **"7. Attachments"** on the product page of your Back Office, and the last saved document should appear. Select the document that you would like to associate with your product and click on the button **"Add."** The document will then move from the right column to the left column.

Click on **"update attachments"** to save your changes.

Now the tab **"Download"** will appear in your online store, and you can look at the file that you just saved. See the screenshot below.



[Print](#)

[View full size](#)

[MORE INFO](#)

[DATA SHEET](#)

### Instant attachment.

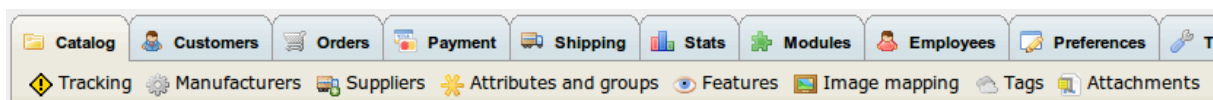
Wear up to 500 songs on your sleeve. Or your belt. Or your gym shorts. iPod shuffle is a badge of musical devotion. Now in new, more brilliant colors.

Added documents 1

Now we have finished configuring a product, let us move on to the tabs found under the **"Catalog"** section.

## A Look Inside the Catalog

Throughout the product set up we are going to tackle how to use several tabs.



### Tracking

The Tracking tab indicates the areas that you must pay the most attention to in order to manage your store.

Back Office >> Catalog >> Tracking

#### Catalog tracking

List of empty categories: 1 found

Home > accessoires

List of disabled products: 1 found

ID	Manufacturer	Reference	Name	Price	Tax	Stock	Weight	Status	Actions
1	--		iPod Nano	189,05 €	VAT 19.6%	800	0.5 kg	✗	

List of out of stock products: 1 found

ID	Manufacturer	Reference	Name	Price	Tax	Stock	Weight	Status	Actions
6	--		MacBook	1 400,00 €	VAT 19.6%	0	0.75 kg	✓	

Three sections are shown:

- **List of empty categories** shows you the number and the name of catalog categories that don't have any products. Delete the empty categories or fill them with products. This is to avoid having a customer find themselves in an empty category in your store.
- **List of disabled products** shows you the number and name of products that have been disabled in the store and that aren't visible to your customers. Think about enabling them or deleting them from your catalog.
- **List of out of stock products** shows you which products are no longer in stock. Take the necessary measures to restock them.

The “**Tracking**” tab should be checked regularly to improve the catalog management.

## Image Mapping

Image Mapping assigns 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. Let's look at how to configure this feature.

Click on the “**Image Mapping**” tab and you will arrive at the following page

**+ Add new**

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

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

**Delete selection**

Image Mapping 1

## Create an image map

This image shows a list of pre-configured image maps. To create a new one click on the “**Add New**” button. You will arrive at the following screen.

**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:** ☒ ☐   
Activate or deactivate the image map

**Image to be mapped:**  **Parcourir...** **Upload image**

Format: JPG, GIF, PNG. File size: 1000KB max. If larger than the image size setting, the image will be reduced to 556x200px (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).

**Please add a picture to continue mapping the image...**

\* Required field

Add an image map 1

Enter a name for the image map in the name field.

Next select the image that you want to represent the image map. Click on “**Upload Image**” to save it. You will then be sent to the page that we have just seen.

Click on the icon to continue to modify it. A page will appear containing the photo that you have

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:** ☒ ☐ ☐ ☐

Activate or deactivate the image map

**Image to be mapped:**  [Parcourir...](#) [Upload image](#)

Format: JPG, GIF, PNG. File size: 1000KB max. If larger than the image size setting, the image will be reduced to 556x200px (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).



**Alternative thumbnail:**  [Parcourir...](#) (optional)

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: 1000Kb max. Automatically resized to 161x58px (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).



**Category:**

<input type="checkbox"/>	ID	Image map name:
<input checked="" type="checkbox"/>	1	Home
<input type="checkbox"/>	3	Accessories

saved. See below

## Image Mapping Configuration 1

### *Setting up an Image Map*

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

- Click on a corner of your image and drag your mouse over the image to highlight/cut out the whole thing.





### Image Map Parameter Setting 1

Your selection will be clear and illuminated while the rest of the image will darken. Take care to align the frame of your image with the zone onto which your customer can click. Once this is done, type the first few letters of the product associated with this image into the field just underneath the image. In this case, we would type “**Ipod**” and several choices would appear. We would then choose “**Ipod Nano.**” Confirm your choice by clicking “OK.” Your image map has just been created. Repeat this process for all of the products that you wish to make accessible in your image.

If you have made a mistake on your image map you can click on the button found on the image itself.

If you wish to delete the image map click on the red cross icon .

- ✓ Let's now assign your Image Map to a category by checking the boxes on the “**Categories**” table. See page 44, Image Map Configuration 1.

Once all of the modifications have been finished, click on “**Save Image Maps**” to save all of your settings.

Your image map is now accessible on your store in the selected categories. See the image below.



### Front Office Scene 1

The clickable zones are visible because of the « plus » icon. Hovering over the image with your mouse, you can see a little window that presents the image's Name, Default Image, Short Description, and Price.

## Tags

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

You have two possibilities to set up this feature.


### First solution—Create a Tag

You can associate several tags to your product directly in the "Tags" field from the moment you create a product. See Product Description Configuration Page 25.

### Second Solution--Creating and managing Tags.

When you fill out all of the tags for your products, you will see a very important list of tags. The best way to manage them is to go to the "Tags" tab under the catalog section.

You will arrive at the list of all the tags used in your store in all languages.

 Add new

Page 1 / 1 | Display 50 / 24 result(s) Reset Filter

<input type="checkbox"/>	ID	Language	Name	Products	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
<input type="checkbox"/>	5	English (English)	apple	2	
<input type="checkbox"/>	6	Français (French)	ipod	2	
<input type="checkbox"/>	7	Français (French)	nano	1	
<input type="checkbox"/>	8	Français (French)	apple	3	
<input type="checkbox"/>	18	Français (French)	shuffle	1	
<input type="checkbox"/>	19	Français (French)	macbook	1	
<input type="checkbox"/>	20	Français (French)	macbookair	1	
<input type="checkbox"/>	21	Français (French)	air	1	
<input type="checkbox"/>	22	English (English)	superdrive	1	
<input type="checkbox"/>	23	English (English)	Ipod touch	1	
<input type="checkbox"/>	24	Français (French)	ipod touch batterie	1	

Tag List 1

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

Click on “**Add New,**” and the follow page will appear.

The screenshot shows the 'Tag' management interface in PrestaShop. At the top left is a 'Tag' icon. Below it are two required fields: 'Name' (a text input) and 'Language' (a dropdown menu). Below these fields is a section titled 'Products'. It contains two side-by-side scrollable lists. The right list is populated with product names: 'Housse portefeuille en cuir Belkin pour iPod nano', 'iPod Nano', 'iPod shuffle', 'iPod touch', 'MacBook', 'MacBook Air', and 'Shure SE210 Sound-Isolating Earphones for iPod'. Below the lists are two buttons: 'Remove >>' and '<< Add'. At the bottom center is a 'Save' button. A legend at the bottom left indicates that an asterisk (\*) denotes a 'Required field'.

#### Assigning Tags 1

- Fill out the **name** field
- Indicate in what language the tag appears
- Select the products from the right column to which you would like to apply the tag. Hit CTRL on your keyboard to select several of them.

In our case we will take “Ipod Nano” and “Ipod Shuffle” and then

- Click “**Add.**” The products will go from the right column to the left column.
- Click “**Save**” to save the settings.

You just added a tag to your product.

To add a tag corresponding to another language, repeat the operation, only this time, change the language.

## Results


If your visitors search for the term “Portable Music Player” they will find the “Ipod Nano” and the “Ipod Shuffle.” See the image below.

In more general terms, when your customers search by using terms that differ from the product itself, the results they will receive depend on the tags that you have associated with the products.


**SEARCH "ACCESSORIES"**

2 results have been found.

sort by --



**Housse portefeuille en cuir...**  
Lorem ipsum  
**29,95 €**  
Available  
[Add to cart](#)  
[View](#)




**Shure SE210 Sound-Isolating...**  
Evolved from personal monitor technology road-tested by pro musicians and perfected by Shure engineers, the lightweight and stylish SE210 delivers full-range audio that's free from outside noise.  
**149,00 €**  
Available  
[Add to cart](#)  
[View](#)

It is very important to associate the right terms to your products so that your customers can find the products that they are looking for, even if they don't know exactly what they are called.

To help you find the terms that your customers have searched for, or for more information on how to associate products and terms correctly, check out the statistics section.

# Managing Customers

The “**Customers**” tab allows you to follow the creation of user accounts on your site.

 Add new

Page 1 / 1 | Display 50 / 4 result(s) Reset Filter

<input type="checkbox"/>	ID	Gender	Last Name	First name	E-mail address	Age	Enabled	News.	Opt.	Registration	Connection	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"/>	From <input type="text"/> To <input type="text"/>	--	--
<input type="checkbox"/>	42		Customer	Example	example@hotmail.com...	--				2010-09-23	2010-11-09 10:38:29	
<input type="checkbox"/>	40		Customer	An other	blorp44@yopmail.com...	10				2010-09-06	2010-09-07 18:01:03	
<input type="checkbox"/>	39		Customer	A second	test@test.com...	--				2010-09-01	2010-09-06 17:55:16	
<input type="checkbox"/>	38		Customer	A	customer@gmail.com...	--				2010-08-30	2010-08-30 15:05:29	

[Delete selection](#)

## Customer List 1

You can edit the account of each one of your customers, even disable them, by clicking on the green or red icons, respectively, in the table shown. You can enable or disable an account, subscribe or unsubscribe them to an email list, or subscribe or unsubscribe a customer from the email list of a partner group.

To create a user account manually, select “**Add New.**” A formula appears, requesting the following information about the customer:




## Groups



*PrestaShop offers the option of giving your customers certain privileges, by assigning them to Groups. You can create as many customer groups as you like.*

*To use this feature, click on the “Groups” sub-tab. The page below will appear.*

*By default only one group is defined.*


 Add new


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

<input type="checkbox"/>	ID	Name	Reduction	Members	Creation date	Actions
					From <input type="text"/> To <input type="text"/>	
	1	Default	0.00	4	2010-07-23	 

List of groups 1

To create more groups, click on the “Add New” button. See the formula below.

 Group

**Name:**  \* 

**Reduction:**  %  
Will automatically apply this value as a reduction on ALL shop's products for this group's members


**Price display method:**   
How the prices are displayed on order summary for this customer group (tax included or excluded).

Save

Create groups 1

- In the field **Name**, indicate the name that you would like to give this group.
- In the field labeled **Reduction**, indicate the reduction to apply to members of this group, for all of your products.
- PrestaShop software is frequently used in the Business to Business sector. Therefore, you can create a group of customers who can buy products without paying the tax. The “**Price Display Method**” drop-down menu offers you a choice between “**tax included**” and “**tax excluded**.”

Validate your settings by clicking “Save.”

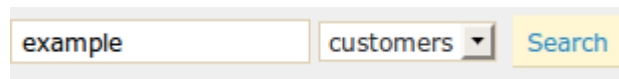
You can add a customer to a group of your choice by clicking on the  icon on the corresponding line. Then on the “Groups” table, select the group to which you want your customer to belong.

## Searching for a customer

*Searching for a customer on your PrestaShop store can be done in two different ways.*

- The first way is to enter the information you have into the PrestaShop search bar, which is found in the top left of your Back Office. You can indicate:
  - His ID (the numbers that he is assigned in the database)
  - His name
  - His email address

Select “customers” from the drop-down menu and then click “search.”



A search bar with a text input field containing 'example', a dropdown menu set to 'customers', and a 'Search' button.

### Back Office Search Function 1

After validating the search, you will have some results

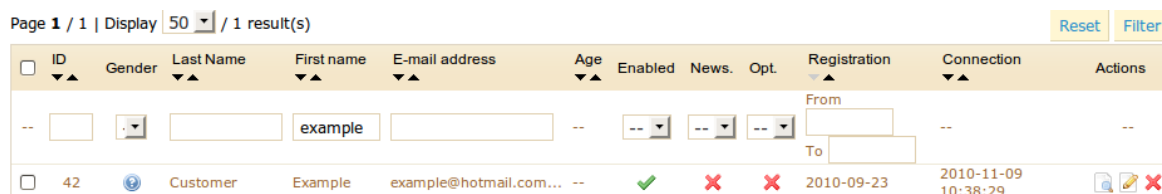
1 customer found with "example"

ID	Sex	Name	e-mail	Birth date	Register date	Orders
42		Customer Example	example@hotmail.com 		2010-09-23	0

### Search results 1

You can see his ID, his sex, his email, his birthday, his registration date, the number of times he’s ordered, and if his status is active.

The second method consists of going to the customer tab listing all of your customers



A screenshot of the customer list table. At the top, it says 'Page 1 / 1 | Display 50 / 1 result(s)' with 'Reset' and 'Filter' buttons. The table has columns: ID, Gender, Last Name, First name, E-mail address, Age, Enabled, News, Opt., Registration, Connection, and Actions. The first row shows a customer with ID 42, gender male, name 'Customer Example', email 'example@hotmail.com...', age 42, enabled status, and registration date '2010-09-23'. The Actions column contains icons for viewing, editing, and deleting the customer.

### Filtering Results 1

From here, you can complete the fields to filter your results according to the following criteria : ID, Sex, First Name, Last Name, email address, age, registration date, subscription to the newsletter, subscription to partnering ads, last connection date.

We have just learned two methods to search for a customer. Let us now learn how to consult a customer’s profile.



## Consult a Customer's Information.

In the case that you would like to have more information on a customer, you can click on the button.

You will see this button appear after tackling either one of the two previous research methods. The following structure will appear.

Customer information, First and Last Name, email address, sex, sign-up date, last site visit.

Information regarding his subscription to the newsletter and subscription to ads from partnering companies, and his ...

**Example Customer** ⓘ  
[example@hotmail.com](mailto:example@hotmail.com)  
ID: 000042  
Registration date: 2010-09-23 16:35:05  
Last visit: 2010-11-09 10:38:29

Newsletter: ✗  
Opt-in: ✗  
Age: unknown  
Last update: 2010-11-12 10:08:09  
Status: ✓

Loyalty points

Order	Date	Total (without shipping)	Points	Points Status
		<b>Total points available:</b> 0	Voucher value: 0,00 €	

Groups (1)

ID	Name	Actions
1	Default	ⓘ

Orders (0)

Example Customer has placed no orders yet

Addresses (0)

Example Customer has registered no addresses yet.

Discounts (0)

Example Customer has no discount vouchers.

Carts (2)

ID	Date	Total	Carrier	Actions
000039	2010-10-27 16:30:40	291,00 €	Lettre Max	ⓘ
000037	2010-09-23 16:32:29	31,95 €		ⓘ

Last connections

Date	Pages viewed	Total time	Origin	IP Address
2010-11-09 10:38:29	12	00:05:42	Direct link	127.0.0.1

Summary of customer's past purchases. Amount spent, type of payment, order status. For more information about the order click on the button in the actions column.

The group owns the customer

When your customer is on your site, you can what he is adding to his cart in real time.


When your customer is on your site, you can what he is adding to his cart in real time.

Customer information 1


## Shopping Carts

PrestaShop software contains very powerful marketing features that allow you to consult, in real time, the products that customers are adding to their carts. There are two methods of doing this.

- Consult their carts in detail directly in the customer information file by clicking on the button from the customer profile in the “**carts**” section.
- Go to the “**Carts**” sub-tab under the “**Customer**” tab. You will see all of the shopping carts that have items in them. You can for example filter your results by date that they were added. You can see the profile of the customers who check out your site, and, if you wish, use this information to improve your commercial performance.

 **Customer Information**

**Example Customer (#42)**  
(example@hotmail.com)  
  
Account registered: 2010-09-23 16:35:05  
Valid orders placed: **0**  
Total paid since registration: **0,00 €**

 **Order Information**

**No order created from this cart**

 **Cart summary**

Product	UP	Qty	Stock	Total
iPod touch	289,00 €	1	47	289,00 €
Total products:				<b>289,00 €</b>
Total shipping:				<b>2,00 €</b>
<b>Total:</b>				<b>291,00 €</b>

In both cases, you can consult the details of a customer’s shopping cart.

### Customer’s shopping cart 1

The most important information is presented in the Shopping Cart Detail section. You can see what products the customer purchased, the price of each, the quantity they desire, and the total value of their cart.

## Configuring Manufacturers

Under the Catalog tab, find “Manufacturers.” Click on “add new” and a form will appear. Complete it, and save.

The screenshot shows the 'Manufacturers' configuration form in PrestaShop. At the top left, there is a tab labeled 'Manufacturers' with a gear icon. The form has a yellow background. It contains three main sections: 'Name:', 'Short description:', and 'Description:'. The 'Name:' section has a text input field with a red asterisk indicating it is required. The 'Short description:' and 'Description:' sections each have a rich text editor with a toolbar containing various icons for text formatting (bold, italic, underline, link, unlink, etc.), alignment, and lists. Below each text editor is a 'Path: p' label. At the bottom, there is a 'Logo:' section with a text input field and a 'Parcourir...' button.

**Manufacturers**

**Name:**

**Short description:**

Path: p

**Description:**

Path: p


**Logo:**

## Creating or editing a manufacturer 1

[+ Add new](#)

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

[Reset](#) [Filter](#)

ID	Name	Logo	Addresses	Products	Actions
--	<input type="text"/>	--	<input type="text"/>	<input type="text"/>	--
1	Apple Computer, Inc		1	4	<a href="#">view</a> <a href="#">edit</a> <a href="#">delete</a>
2	Shure Incorporated		--	1	<a href="#">view</a> <a href="#">edit</a> <a href="#">delete</a>

[Delete selection](#)


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

Let's now fill out all of the fields.

- The **"Name"** field—indicate the name of the manufacturer in order to simplify your visitor's searches.
- The **"Short description"** field—the description that will appear on the search engines when you make a request. Limited to **100** characters.
- The **"Description"** field—add a more complex description of your manufacturer and their activity and products. You can detail their specialties and push the quality of their products. The manufacturer's description will be shown in your store in the following manner:

### MANUFACTURERS


There are 2 manufacturers.



**Apple Computer, Inc**  
Apple Inc. is an American multinational corporation that designs and markets consumer electronics, computer software, and personal computers.

**4 products**

[view products](#)



**Shure Incorporated**

**1 product**

Front Office manufacturer description 1

- The SEO fields such as Title, Meta description, and Meta Keywords, correspond to the same function as the categories. You will find a description of the reference fields in the product category management section on page 19.

Like when configuring the “**Manufacturer**,” configuring “**Suppliers**” is optional, and must be set up in an identical manner.

**Note:** The Catalog tabs “**Manufacturers**” and “**Suppliers**” allow you to access a list of names. To add new names and addresses, click on “**Add New**.”

## Managing Orders

The “Orders” tab allows you to see all of the information about all the purchases from your store. All of your store’s transactions are organized by date.

## List of Orders

The list of orders, as well as their status, is accessible by clicking on the “Orders” tab.

Page 1 / 1 | Display 50 / 14 result(s) Reset Filter

ID	New	Customer	Total	Payment	Status	Date	PDF	Actions
						From		
						To		
33	New	--	306,37 €	Chèque	Payment accepted	2010-09-07 11:26:49		
32	New	A. Customer	1 799,00 €	Chèque	Delivered	2010-09-01 17:01:25		
31	New	A. Customer	38,32 €	Chèque	Awaiting cheque payment	2010-09-01 16:56:30		
30	New	--	297,37 €	Bank Wire	Awaiting bank wire payment	2010-08-19 18:02:12		
29	New	--	157,37 €	Cash on delivery (COD)	Preparation in progress	2010-08-05 11:15:42		

List of orders from the store 1



You can filter the results and easily find the orders you’re looking for by using the fields above. For example, to identify Mr. Duran’s orders, type Durand into the “**Customer**” field and then click “**Filter**.”

## Consult Order Details

To process orders received, let us begin by consulting the information that they contain.

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

The order detail sheet will resemble the following screenshot:

**Status and history of the order.**

**A second Customer #000032** - [icon] - [icon] - [icon]

2010-09-01 17:02:47	Delivered	(E. Example)
2010-09-01 17:02:04	Payment accepted	(E. Example)
2010-09-01 17:01:25	Awaiting cheque payment	

Delivered [dropdown] [Change](#)

**Customer Information**

**A second Customer (#39)**  
(test@test.com)

Account registered: 2010-09-01 16:44:36  
Valid orders placed: **1**  
Total paid since registration: **1 799,00 €**

**The origin of the guest's visit**

**Carrier information, total weight of order, carrier chosen by customer. Order details. The method of payment used, the cost of the products, and the transportation**

**Invoice**

Invoice #**IN000003**  
Created on: 2010-09-01 17:02:04

**Shipping Information**

Total weight: **1.360 kg**  
Carrier: **My carrier**  
Delivery slip #**DE000002**

**Order details**

**Original cart:** Cart #000034

**Payment mode:** Chèque (cheque)

Products	1 799,00 €
Shipping	0,00 €
<b>Total</b>	<b>1 799,00 €</b>

**Recycled package:** **Gift wrapping:**

**Details on product ordered.**

**Shipping address**

test test  
test test  
test test  
France

**Have Google Maps locate the address**

**Invoice address**

test test  
test test  
test test  
France

**Products**

Product	UP *	Qty	Refunded	Returned	Stock	Total *	Return

Date the customer visited the store.

(top right)

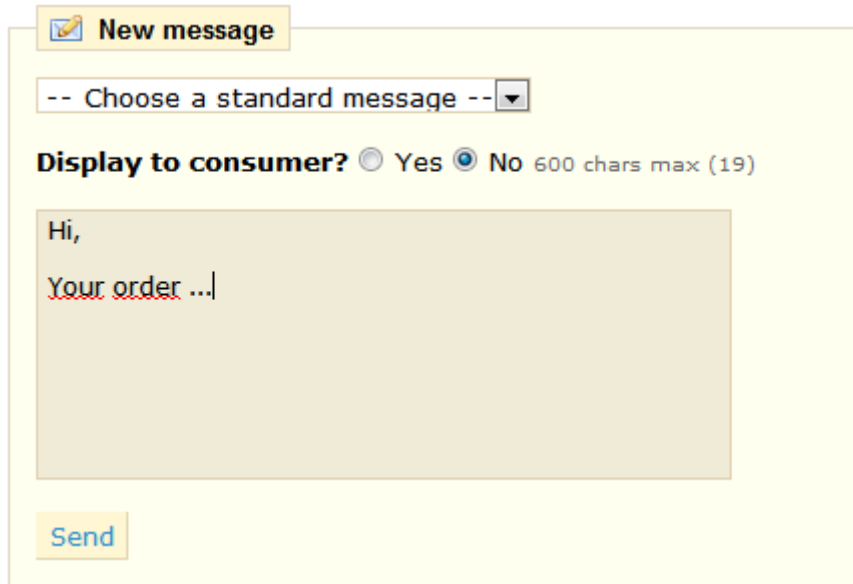
**New message**

**Click here** to add a comment or send a message to the customer

**Send a message to your customer**

## Send a message to your customer.

*In the “New Message” section you can send a message to your customer to give him information concerning an order, a delay, a surprise, or keep him informed on offers and specials. This is a key to good business.*



The screenshot shows a 'New message' form. At the top is a tab labeled 'New message' with a pencil icon. Below it is a dropdown menu with the text '-- Choose a standard message --'. Underneath is a section titled 'Display to consumer?' with two radio buttons: 'Yes' and 'No'. The 'No' button is selected. To the right of the radio buttons is the text '600 chars max (19)'. Below this is a large text area containing the text 'Hi, Your order ...'. At the bottom left of the form is a 'Send' button.

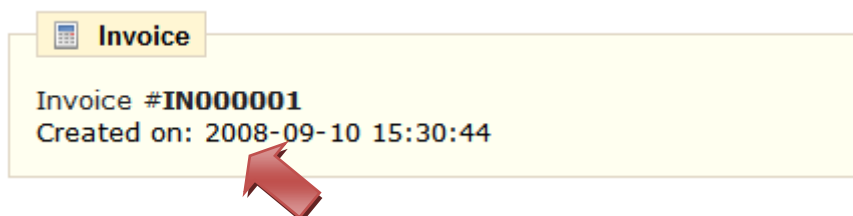
Prewritten message can be saved and used multiple times, saving you the hassle of writing them over and over again. If you would like to send one of these messages, select it from the drop-down menu.

You can send a message detailing whatever you would like by writing it in the message box.

In both of these cases, once your message is ready, click “**Send.**” Your customer will receive your message in their inbox.

## Invoices

Each time an order from your store is validated, an invoice is sent out. If there are no problems, the order status will read “**ok**” or “**payment accepted.**” You can download it directly into the order summary table by clicking on the top right part, the Invoice section.



The screenshot shows an 'Invoice' section with a tab labeled 'Invoice' and a calendar icon. Below the tab, the text reads 'Invoice #IN000001' and 'Created on: 2008-09-10 15:30:44'. A red arrow points to the 'Created on' text.

The customer will be able to access the invoice by going to his account.

## Printing Invoices

If you want to print several invoices at the same time, head to the sub-tab “Invoices” under the “Orders” tab. You will see this interface:

### Print PDF invoices

**From:**

2010-11-12 \*

Format: 2007-12-31 (inclusive)

**To:**


2010-11-12 \*

Format: 2008-12-31 (inclusive)

[Generate PDF file](#)

\* Required fields

### Invoices options


 **Invoices options**

**Enable invoices:**

☒ Yes ☐ No

Select whether or not to activate invoice for your shop

**Invoice prefix:**

IN 

Prefix used for invoices

**Invoice number:**

6

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

[Save](#)

#### Printing invoices 1

In order to print several invoices, write in the dates necessary in the “**From**” and “**To**” fields in the “**Print PDF invoices**” section. Create PDFs by clicking on “**Generate PDF file.**” In the second section, “**Invoice Options,**” you can choose whether or not the invoices must be printed as soon as the order is made, as well as the Invoice Prefix and the invoice number you want to be listed on the printed version of the invoice. You can simplify the management of your account with this feature.



## ORDER HISTORY

Here are the orders you have placed since the creation of your account.

Order	Date	Total price	Payment	Status	Invoice
<a href="#">#000034</a>	2010-11-12	1 799,00 €	Cheque	Awaiting cheque payment	- <a href="#">details</a>

Order history 1

## ORDER HISTORY

Here are the orders you have placed since the creation of your account.

Order	Date	Total price	Payment	Status	Invoice
<a href="#">#000034</a>	2010-11-12	1 799,00 €	Cheque	Delivered	 <a href="#">PDF</a> <a href="#">details</a>



Order history with PDF 1


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

## Delivery Slips

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

































## Order Statuses

Having different order statuses lets you easily manage your customers. These different statuses are

 Add new

Page 1 / 1 | Display  / 11 result(s)

[Reset](#) [Filter](#)

<input type="checkbox"/>	ID	Name	Icon	Send e-mail to customer	Invoice	E-mail template	Actions
<input type="checkbox"/>	--	<input type="text"/>	--	--	--	<input type="text"/>	--
<input type="checkbox"/>	1	Awaiting cheque payment		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	cheque	 
<input type="checkbox"/>	2	Payment accepted		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	payment	 
<input type="checkbox"/>	3	Preparation in progress		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	preparation	 
<input type="checkbox"/>	4	Shipped		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	shipped	 
<input type="checkbox"/>	5	Delivered		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		 
<input type="checkbox"/>	6	Canceled		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	order_canceled	 
<input type="checkbox"/>	7	Refund		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	refund	 
<input type="checkbox"/>	8	Payment error		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	payment_error	 
<input type="checkbox"/>	9	On backorder		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	outofstock	 
<input type="checkbox"/>	10	Awaiting bank wire payment		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	bankwire	 
<input type="checkbox"/>	11	Awaiting PayPal payment		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		 

visible, and editable, in the “**Order Statuses**” tab.

List of order statuses 1

You can of course create a new status, with the “**Add New**” button. Fill out the following form, and save it.

**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 is changed to this status

The color will be used to underline order statuses and will be written, like the previously seen color attributes, in HTML code.

Creating/editing an order status 1

**Modify the order status**

**Name of the client and N° of order**

**Example Customer #000034** - - -

2010-11-12 10:57:57 Delivered (E. Example)

2010-11-12 10:56:56 Awaiting cheque payment

Delivered

**Customer information**

**Example Customer** (#42)  
(example@hotmail.com)

Account registered: 2010-09-23 16:35:05  
Valid orders placed: **1**  
Total paid since registration: **1 799,00 €**

**Sources**

2010-11-08 14:32:34  
**From:** localhost  
**To:** localhost/prestashop/

2010-09-23 10:23:49  
**From:** localhost

**Invoice**

Invoice #**IN000006**  
Created on: 2010-11-12 10:57:57

**Shipping information**

Total weight: **1.360 kg**  
Carrier: **Lettre Max**  
Delivery slip #**DE000003**

**Order details**

**Original cart:** Cart #000040  
**Payment mode:** Cheque (cheque)

Products	1 799,00 €
Shipping	0,00 €
<b>Total</b>	<b>1 799,00 €</b>

**Recycled package:** **Gift wrapping:**

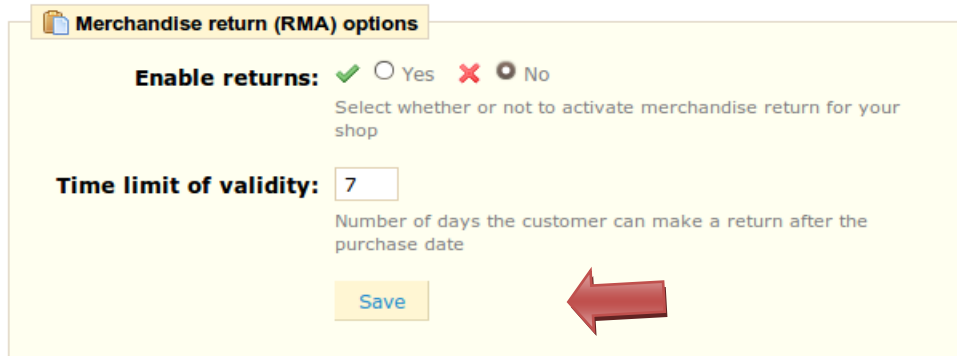
**Customer's customized choice:** the carrier, the packaging, and, should it be necessary, the message to attach to the package.

## Merchandise Returns

Under the tab “**Merchandise Return**” you have the possibility of allowing customers to send products back to you.

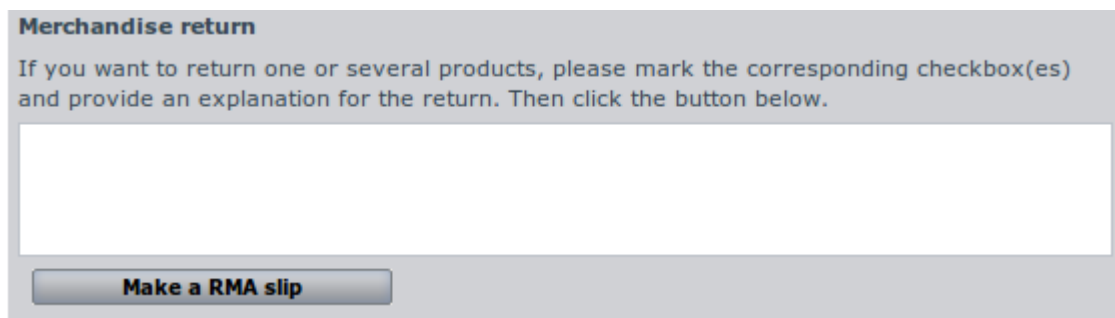
Click on the tab and a form will appear. Select your choice, and save.

### Merchandise return (RMA) options



Once you have activated this option in your Back Office, the customer can choose to return an item. See the photo below.

Select the products to return. Indicate the reason for why you are returning the product.



### Merchandise Returns 1

The customer must then select the products that he wishes to return by click on the box next to their name. Once the form is complete, the customer clicks on “**Make a RMA slip.**”

A list of returns will appear in your Back Office. See the screenshot below.

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


ID	Order ID	Status	Date issued
			From
			To
1	#000034	Waiting for confirmation	2010-11-12 11:04:35

Back Office  
Merchandise Returns  
1  
Click on

one of the entries to see more information about the request.

If a customer sends back a product, the return will appear on the list above “Merchandise Return (RMA) Options,” presented above. Click on the name of the return to see more details.


Modify the status of the return.

 **Return Merchandise Authorization (RMA)**


**Customer:** Example Customer  
[View details on customer page](#)

**Order:** Order #000034 from 2010-11-12  
[View details on order page](#)

**Customer explanation:** Not the product I ordered.

**Status:**   [Save](#)  
Merchandise return (RMA) status

**Products:**

Reference	Product name	Quantity	Action
	MacBook Air - Color : Metal, Disk space : Optional 64GB solid-state drive, Processor : 1.60GHz Intel Core 2 Duo	1	

List of products in return package

#### Editing a Merchandise Return 1

Change the status to continue with the return process.

#### *Create a Credit Slip*

Following a return, you must create a credit slip. In your list of orders, select the customer that is returning the item, and click on their name for more details.

Check the box under the ‘Returns’ column, and then check the box “**Re-stock Products**” if you wish you put the product back in your stock, and 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 can all of the options selected, confirm by clicking on “**Refund Products.**”

Products

Product	UP *	Qty	Returned	Stock	Total *	Return
 MacBook Air - Color : Metal, Disk space : Optional 64GB solid-state drive, Processor : 1.60GHz Intel Core 2 Duo	1 799,00 €	1	0	94	1 799,00 €	<input type="checkbox"/> <input type="text" value="0"/> / 1

\* According to the group of this customer, prices are printed: tax included.

☒ Re-stock products  
☒ Generate a credit slip  
☒ Generate a voucher  
☒ Repay shipping costs

Return products

## Modifying an Order 1

The credit slip is now created and available in the order details, as well as in the tab labeled “**Credit Slips.**”

Credit slip



(2010-11-12) : #000001

Customer Credit Slip 1

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

Reset

Filter


<input type="checkbox"/>	ID	ID Order	Date issued	Actions
	▼ ▲	▼ ▲	▼ ▲	
--	<input type="text"/>	<input type="text"/>	From <input type="text"/>	--
			To <input type="text"/>	
<input type="checkbox"/>	1	#000034	2010-11-12 11:11:32	 

List of credit slips 1

Your customer will see the slip in his user account space.

CREDIT SLIPS

Credit slips you received after canceled orders.

Credit slip	Order	Date issued	View credit slip
#000001	#000034	2010-11-12	 <a href="#">PDF</a>

Download the credit slip.

List of credit slips in customer's account 1

If you have created a voucher, they will see it in the “**My discount vouchers**” section. If they click on it, it should look something like this:

Home > My account > Your vouchers

**MY ACCOUNT**

- >> My orders
- >> My credit slips
- >> My addresses
- >> My personal info
- >> My vouchers
- [Sign out](#)

**YOUR VOUCHERS**

Code	Description	Quantity	Value*	Minimum	Cumulative	Expiration date
A002	A002	1	10.00%	none	!	2011-11-25
*Tax included						

Back to Your Account Home

Value of discount

Discount code

List of customer discount vouchers 1

The order amount is added to the voucher. The customer can use the discount code next time he places an order.

## Messaging Customers

Your PrestaShop online store gives you the ability to interact with your customers thanks to an integrated messaging system.

Basically, if your customers wish, they can send you messages about their orders through the “My Orders” section of their user accounts. They select the order in question, and then fill out the following form:

**Add a message:**

If you want to leave us comment about your order, please write it below.

**Send**

Customer sending a message 1

Once the message has been sent by your customer, it will appear directly under the “Customer Messages” sub-tab in the “Orders” tab.

Page 1 / 1 | Display 50 / 0 results (s)

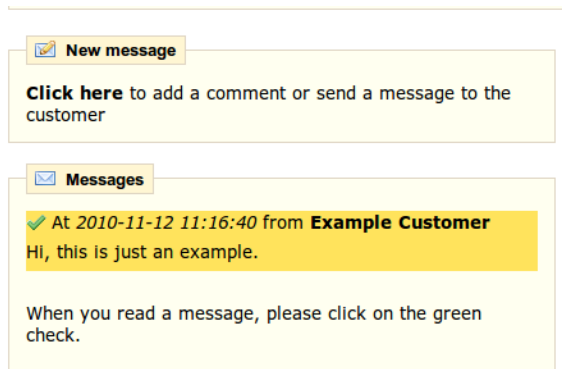
Customer

Order ID	Customer ID	Customer	Last message	Unread message(s)	Number of messages
28	--	--	Hi, We confirm to you to have bought a thing. Transaction ID : 1 blabla. Thank you for your trust.	1	1
27	--	--	Hi, We confirm to you to have bought a thing. Transaction ID : 2 blabla. Thank you for your trust.	1	1
26	--	--	Hi, We confirm to you to have bought a thing. Transaction ID : 3 blabla. Thank you for your trust.	1	1
34	42	E. Customer	Hi, this is just an example.	1	1

Message

List of customer messages in Back Office 1

Clicking on the line takes you to the order that the message concerns. You can see the message from this point in the bottom left of the page. The message is highlighted in yellow.



A message concerning an order 1

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

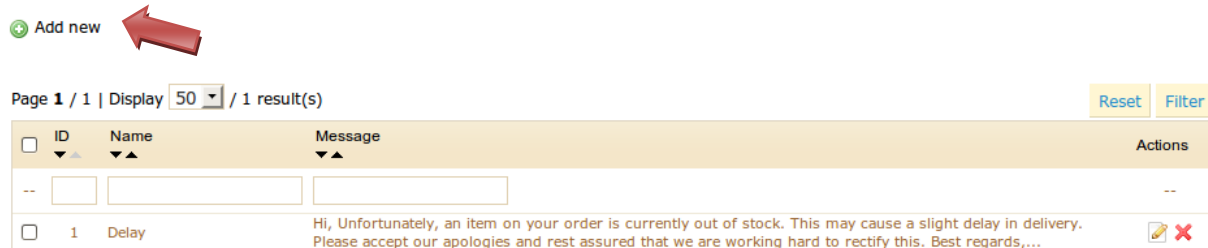
Take a moment to send a message back to your customer by clicking on the “New message” section, which can be found just above, and which we have already discussed in Send a Message on Page 61.

## Prewritten messages

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

To do this, go to the sub-tab “**Order Messages**” under the tab “**Orders.**”

One message is already saved. To add other, click on the “**Add New**” button.



List of premade messages 1

Once you have clicked on it, you will see the following screen:

Creating/Editing a premade message 1

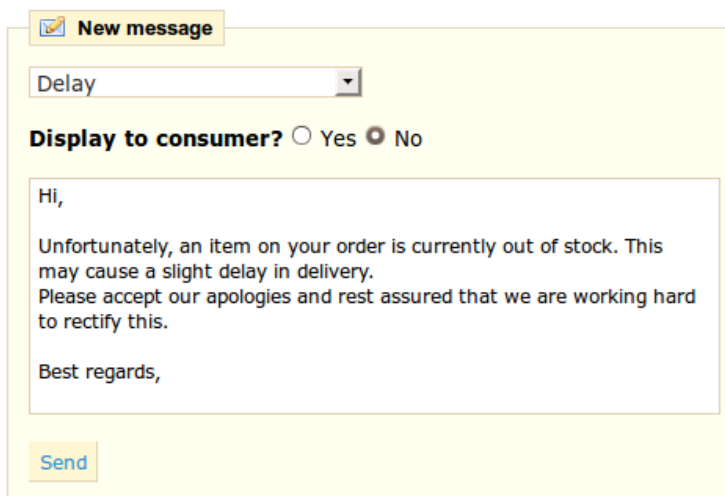
In the « **Name** » field, give your message a general name so that you can easily find it again later.

Then in the “**Message**” field, write out the content that you wish to send to your customers. Once done, click on “**Save**.”

You can now create as many messages as you want.



You can also send this message by going directly into a customer's order.



The screenshot shows a 'New message' form with a yellow background. At the top left is a small icon of a notepad and pencil next to the title 'New message'. Below the title is a dropdown menu currently showing 'Delay'. Underneath the dropdown is the label 'Display to consumer?' followed by two radio buttons: 'Yes' and 'No'. The 'No' radio button is selected. Below this is a large text area containing the following text: 'Hi,' followed by a blank line, then '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.' followed by another blank line, and finally 'Best regards,'. At the bottom left of the form is a yellow button with the text 'Send' in blue.

Select prewritten message 1

Select the message then click **“Send.”** Your customer will receive the message.

# Managing Payment Methods
















## Payment Modules

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

To install the "cash on delivery" module, you just need to click on the "Install" button.

You can find the full list of these modules by going to the "**Payment**" tab. The list is shown below.

### Payment modules list

8 payment modules			
 Bank Wire v0.5 Accept payments by bank wire	>> Configure		<a href="#">Uninstall</a>
 Cash on delivery (COD) v0.3 Accept cash on delivery payments			<a href="#">Uninstall</a>
 Cheque v2.3 Module for accepting payments by cheque	>> Configure		<a href="#">Uninstall</a>
 Google Checkout v1.0 Google Checkout API implementation			<a href="#">Install</a>
 Hipay v1.0 Accepts payments by Hipay	>> Configure		<a href="#">Uninstall</a>
 Moneybookers v1.0 Accepts payments by Moneybookers			<a href="#">Install</a>
 PayPal v1.6 Accepts payments by PayPal	>> Configure		<a href="#">Uninstall</a>
 PayPalAPI v1.0 Accepts payments by PayPal using API	>> Configure		<a href="#">Uninstall</a>

List of payment modules 1

We are going to look over how to set up and handle these modules, which are absolutely essential to your online store.

**Contact details**

Please specify the bank wire account details for customers.

Account owner:

Details:

Such as bank branch, IBAN number, BIC, etc.

Bank address:

[Update settings](#)

Indicate the Bank Account Details of your company

## Bank Wire Module


To set up your modules, click on **“Configure.”** A form appears, asking you for some information. Fill it out, then save. The module is now operational. In order for the module to accept bank wires, you need to fill out the address of the bank that your store uses.

Once all of the fields are filled out, click **“Update settings”** to save. Your customers will see it appear in the store’s Front Office as soon as they pay.


**CHOOSE YOUR PAYMENT METHOD**

[Summary](#) [Login](#) [Address](#) [Shipping](#) [Payment](#)


Please choose the payment method you want to use to pay the amount of **149,92 €** (tax incl.)




Pay by cheque (order process will be longer)




Pay by bank wire (order process will be longer)



Pay with PayPal



Pay with cash on delivery (COD)  
You pay for the merchandise upon delivery



Pay with your account PayPal

## Front Office Payment Methods 1

Your customers will choose **“Pay by Bank Wire”** to see the next page.

They will be asked for their choice of currency. See the screenshot below.

## Bank wire payment



You have chosen to pay by bank wire.

Here is a short summary of your order:

- The total amount of your order is **149,92 €** (tax incl.)
- We accept several currencies to be sent by bank wire.

Choose one of the following:

Bank wire account 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](#)

By clicking “Confirm my order,” your bank information will appear. See the next screenshot:

**ORDER CONFIRMATION**

[Summary](#) [Login](#) [Address](#) [Shipping](#) [Payment](#)

Your order on **TEST** is complete.


Please send us a bank wire with:

- an amount of **149,92 €**
- to the account owner of **Example**
- with theses details **Example bank**
- to this bank **Example address**
- Do not forget to insert your order # **35** in the sujet of your bank wire

An e-mail has been sent to you with this information.

**Your order will be sent as soon as we receive your settlement.**

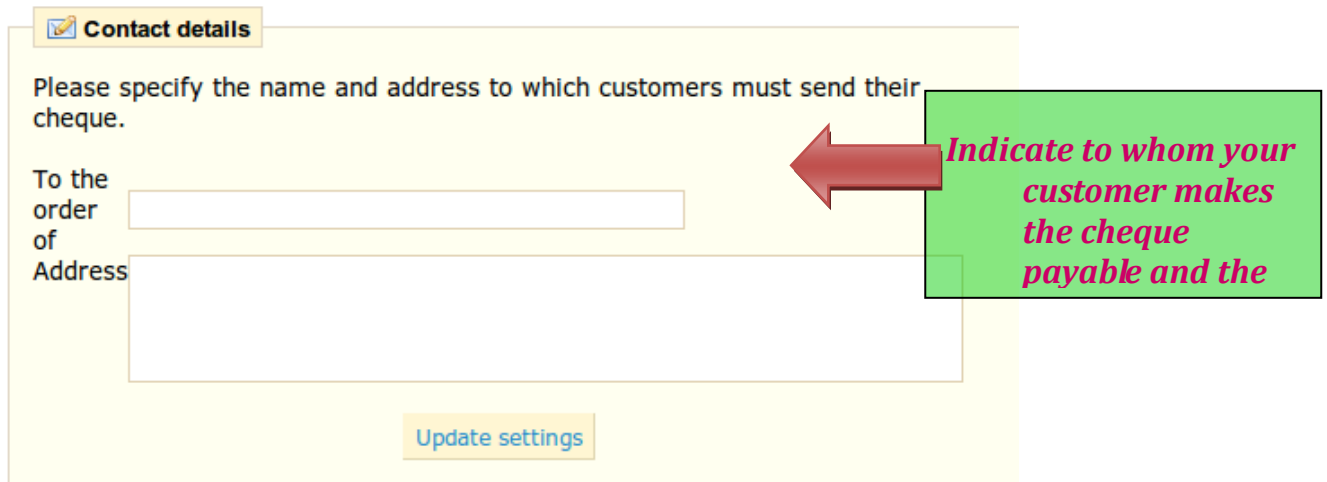
For any questions or for further information, please contact our [customer support](#).

 [Back to orders](#)

Your customer's order will appear directly in the order summary under the “**Orders**” tab. When a customer carries out a bank wire you must manually change the payment status of the order in your Back Office, whereas with a credit card order, the payment is carried out automatically.

## *Paying by Cheque*

To configure payment by cheque, you must go to the payment modules configuration page under the “payment” tab, click “configure” on the check module line, then fill out the fields “To the order of” and “Address.”



The screenshot shows a configuration form titled 'Contact details' with a yellow background. It contains the instruction: 'Please specify the name and address to which customers must send their cheque.' Below this, there are two input fields: 'To the order of' and 'Address'. A red arrow points from a green callout box to the 'To the order of' field. The callout box contains the text: 'Indicate to whom your customer makes the cheque payable and the'. At the bottom of the form is a blue 'Update settings' button.

Indicate to whom your customer makes the cheque payable and the address, then save.

### Check Module 1

When the fields are filled out click “Update settings.” Your customers will see this information when they are ordering, just after they choose “Cheque” as their payment method. When a customer orders and selects to pay by cheque, you must update the status of the payment and order manually.

## *Partner Payment Modules*

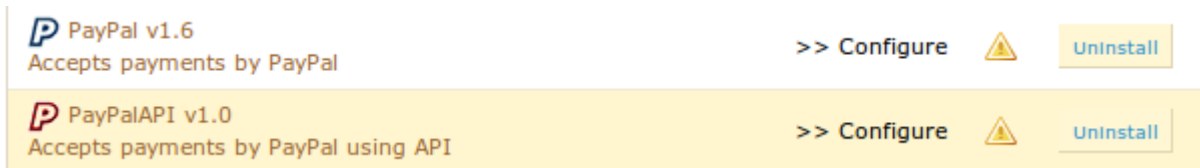
PrestaShop offers several partner payment modules:

- Paypal
- Moneybooker
- Hipay
- Google checkout

In order to use these modules, click on the “**Install**” button which can be found on the same line. You will then see a “**Configure**” button, which will inform you on the advantages of each of these partners, and allow you to create an account and register in your Back Office. Once this is done, click on “**Update Configuration**” to save your preferences.

## PayPal

PayPal allows you to accept payments in a very simple and intuitive manner. Here's how to configure the module.



The two PayPal modules 1

Two modules are presented.

Let us begin with PayPal 1.6. To activate the module click on “**Configure**,” and you will arrive at the following page.

A screenshot of the 'Settings' page for the PayPal module. It contains three main fields: 'PayPal business e-mail' with the value 'paypal@prestashop.com', 'Sandbox mode (Test)' with radio buttons for 'Yes' (selected) and 'No', and 'Banner image URL' with the value '0'. A red arrow points from a green box labeled 'Your PayPal account address' to the email field. Another red arrow points from a green box labeled 'Banner address which will appear at the moment of payment' to the Banner image URL field. Below the Banner image URL field, there is a yellow warning box stating: 'The image should be host on a securised server in order to avoid security warnings. Size should be limited at 750x90px.' At the bottom right, there is a blue 'Update settings' button.

You are asked to fill out three elements. First, they will ask for the email address that you used to create an account. Second, if you want to activate PayPal at this moment, you can start with a test phase by using the Sandbox mode. Click Yes if you want to test it, but **be careful—once the test phase is over, you MUST click NO, or your customers cannot pay for their orders!** The third element is the Banner image URL, or the address on your web server of an image that represents your company. This makes your customers feel more secure, but it is not a necessary item. Once you have set up all of the elements, click on “**Update Settings**” to validate your configuration. Now your customers will have several methods of payment to choose from.

#### CHOOSE YOUR PAYMENT METHOD



Please choose the payment method you want to use to pay the amount of **38,32 €** (tax incl.)



Pay by cheque (order process will be longer)



Pay by bank wire (order process will be longer)



Pay with PayPal

[« Previous](#)

If you don't have a PayPal account, please make one at <http://www.paypal.com>

Selecting PayPal will send your customers to a secure payment site, where PayPal will ask for bank information.

The Back Office banner will appear directly on the PayPal page, reassuring your customer that it is safe to use PayPal to pay for items from your site.

Your customer now only has to enter his bank information and validate his transaction.

### **Hipay**

Hipay is a payment method that allows you to accept different currencies.

To set up this module, first click **“configure”** to install it. Create an account by click on **“Create a Hipay account.”** Once your account is validated, Hipay will give you everything that you need to use your account in the different currencies provided. You only have to complete the information in your Back Office so that your PrestaShop online store can propose this new payment method.

Configuration

Account	<input type="radio"/> real / production	<input checked="" type="radio"/> <b>sandbox / test</b>
Configuration in Euro €	Account number ? <input type="text"/> Merchant password ? <input type="text"/> Site ID ? <input type="text"/>	Test account number ? <input type="text"/> Merchant password ? <input type="text"/> Site ID ? <input type="text"/>
Configuration in Dollar \$	Account number ? <input type="text"/> Merchant password ? <input type="text"/> Site ID ? <input type="text"/>	Test account number ? <input type="text"/> Merchant password ? <input type="text"/> Site ID ? <input type="text"/>
Configuration in Pound £	Account number ? <input type="text"/> Merchant password ? <input type="text"/> Site ID ? <input type="text"/>	Test account number ? <input type="text"/> Merchant password ? <input type="text"/> Site ID ? <input type="text"/>

Authorized age group
For all ages

Notice: please verify that the currency mode you've chosen in the payment tab is compatible with your Hipay account(s).

Update configuration



## Moneybookers

Setting up the payment module Moneybookers is extremely simple. You must first of all create an account on the Moneybookers site: <http://www.moneybookers.com/partners/prestashop/>

**Settings**

Consult the manual for activation and configuration of Moneybookers on PrestaShop

**Your e-mail address:**

**Your secret word:**

**Page displayed after successful payment:**

**Page displayed after payment cancellation:**

**Hide the login form on Moneybookers page** ☒

**Choose a logo for credit cards:**

☐

☐

**Choose a logo for eWallet:**

☐

☐

☐

☐

☐

☐

[Save settings and validate my account](#)

Once your account is created, you only have to fill out your account information, your address, and your password. Next, select the logo that you want to show up on your PrestaShop online store. Confirm your choice by clicking on “**Save Settings and Validate my Account.**”

## Payment Module Restrictions on Currencies

When you are in the “**Payment**” tab, you will see the following screen:

**Currencies restrictions**

Please mark the checkbox(es) for the currency or currencies in which you want the payment module(s) available.

Currencies restrictions							
Dollar	<input checked="" type="checkbox"/>	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Euro	<input checked="" type="checkbox"/>	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pound	<input checked="" type="checkbox"/>	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer currency	--	--	--	<input type="checkbox"/>	--	<input type="checkbox"/>	<input type="checkbox"/>
Shop default currency	--	--	--	<input checked="" type="checkbox"/>	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Save restrictions

### Restrictions on payment modules by currency 1

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

Bank wire: click on the boxes corresponding with the currencies that you authorize. If you accept several of them, the customer will be able to choose among them at checkout.

Cash on delivery: The customer will be able to pay only in the currency that he has selected in the store.

Cheque: click on the boxes corresponding with the currencies that you authorize. If you accept several of them, the customer will be able to choose among them at checkout.

Moneybookers: You can choose several currencies (among those installed in the store). When the customer is at the checkout, he will be asked to choose the currency that he wishes to use among those that are accepted.

Google Checkout, Hipay, and Paypal: You can choose one accepted currency (among those installed in your store), and allow each customer to pay with the currency that they will have chosen in the store. Another option is that you can only accept payment with the store’s default currency (go to the payment tab—currency—currency setting).

## Payment Module Restrictions on Groups

 **Groups restrictions**

Please mark the checkbox(es) for the groups in which you want the payment module(s) available.

Groups restrictions							
Default	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Save restrictions

Restrictions on Payment module by group 1

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

of customers.


For example, let's say you would prefer that individuals pay with PayPal, Moneybookers and Hipay, while professionals only pay by bank wire.

Depending on the type of customer and on your choices, customers will only pay by the methods that correspond 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 example, in France, Spain, and Germany you can accept all payment methods, but customers in Italy or the United Kingdom or Switzerland can only pay by bank wire.

The choice of payment modules according to country is found under the **"Payment"** tab. See the screenshot below.

 **Countries restrictions**

Please mark the checkbox(es) for the country or countries in which you want the payment module(s) available.

Countries restrictions							
Afghanistan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Åland Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Albania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Algeria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
American Samoa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Andorra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Angola	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Anguilla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Restrictions by Country 1

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

## Currencies

PrestaShop can accept a large number of currencies. By default, there are three standard currencies: The Euro, the Dollar, and the Pound. However, you can add and configure new currencies by clicking on the “**Currencies**” tab in the “**Payment**” section.

[+ Add new](#)

Click on “Add New” to create a new currency, and fill out the form (see the next page).

Page 1 / 1 | Display 50 / 3 result(s) [Reset](#) [Filter](#)

<input type="checkbox"/>	ID	Currency	ISO code	Symbol	Conversion rate	Actions
<input type="checkbox"/>	--			--	--	--
<input type="checkbox"/>	1	Euro	EUR	€	1	
<input type="checkbox"/>	2	Dollar	USD	\$	1.47	
<input type="checkbox"/>	3	Pound	GBP	£	0.8	

[Delete selection](#)

Here is the list of currencies that your store proposes.

## Currencies options

**Currencies options**

**Default currency:** Euro  
The default currency used in shop  
[Save](#)

**Currency rates**


**Update currencies rates:** Update your currencies exchanges rates with a real-time tool  
[Update currencies rates](#)

Selecting a currency in your PrestaShop store 1

When you want to add another currency, simply click on the “**Add New**” button seen in the past screenshot, and this form will appear:


The screenshot shows the 'Currencies' configuration form in PrestaShop. It includes fields for Currency, ISO code, Symbol, Conversion rate, Formatting, Decimals, and Blank, each with a 'Save' button at the bottom. Red arrows point to the Currency, ISO code, Symbol, Conversion rate, and Formatting fields. Green callout boxes provide additional instructions: 'Write the name of the currency.' for the Currency field, 'Click here to update the currency rates in real time' for the Conversion rate field, and 'Set up how you want your price to be displayed. The X corresponds to the currency symbol.' for the Formatting field.


**Currencies**

**Currency:**   Write the name of the currency.  
Will appear on Front Office, e.g., euro, dollar...

**ISO code:**  \*  
ISO code, e.g., USD for dollar, EUR for euro...

**Symbol:**  \*  
Will appear on Front Office, e.g., &euro;, \$...

**Conversion rate:**   Click here to update the currency rates in real time  
The conversion rate is defined according to the default currency.  
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 '1.52' 1€ = \$1.38

**Formatting:**   Set up how you want your price to be displayed. The X corresponds to the currency symbol.  
Applies to all prices, e.g., \$1,240.15

**Decimals:** ☐ ☒ ☐ ☒ ☐ ☒  
Display decimals on prices

**Blank:** ☐ ☒ ☐ ☒ ☐ ☒  
Include a blank between sign and price, e.g., \$1,240.15 -> \$ 1,240.15

[Save](#)

Adding/editing currency in your PrestaShop store

Once the new currency is added, click “**Save**” to save your settings.

# Taxes







The “**Taxes**” tab situated in the “**Payment**” section allows you to manage the applicable taxes. Click on the tax tab to see the list of taxes. Three taxes are automatically set up.

 Add new



Click here to create a tax and fill out the form that appears.


Page 1 / 1 | Display 50 / 3 result(s) [Reset](#) [Filter](#)

<input type="checkbox"/>	ID	Name	Rate	Actions
	▼▲	▼▲	▼▲	
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
<input type="checkbox"/>	1	VAT 19.6%	19.600%	 
<input type="checkbox"/>	2	VAT 5.5%	5.500%	 
<input type="checkbox"/>	3	VAT 17.5%	17.500%	 

Here is the list of taxes that apply to you products.

[Delete selection](#)

## Tax options

 Tax options

**Enable tax:**  ☒ Yes  ☐ No

Select whether or not to include tax on purchases

[Save](#)



Select whether or not to include tax on purchases.

\$
**Taxes**

**Name:**  \* FR

**Rate:**  \*  
Format: XX.XX (e.g., 2.60)

**Zone:**

☐ Africa  
☐ Asia  
☐ Europe  
☐ Oceania  
☐ US

Zone in which this tax is activated

**States:**

☐ Acre  
☐ Aguascalientes  
☐ Alabama  
☐ Alagoas  
☐ Alaska  
☐ Alberta  
☐ Amapá  
☐ Amazonas  
☐ Arizona  
☐ Arkansas  
☐ Bahia  
☐ Baja California  
☐ Baja California Sur  
☐ British Columbia  
☐ California

Fill in the name of the tax (TVA, for example), and its rate in the format XX.XX

Check the box corresponding with the zone and/country in which this tax is found.  
 NOTE: when you create a zone or a state in the Shipping section, it is automatically added to this list.

### Configuration of Taxes in PrestaShop boutique

Fill out this form in order to set up your tax, and then click on **“Save”** at the bottom of the page.

Note: If you wish to apply particular taxes to a country and not a zone, you must go to the “Shipping” tab, then zones, and create and configure a specific zone. We will go over this point in the following pages.

## Vouchers

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

+
Add new

Click here to create a new voucher.

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

[Reset](#)
[Filter](#)

<input type="checkbox"/>	ID	Code	Description	Type	Value	Qty	To	Status	Actions
	--	<input type="text"/>	<input type="text"/>	--	<input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	--	--
<input type="checkbox"/>	1	TEST	youpi	--	--	2	2011-10-14	✓	
<input type="checkbox"/>	2	V2C42034	Credit Slip concerning the order #34	Discount on order (amount)	1799.00 €	1	2011-11-12	✓	

[Delete selection](#)

### Discounts options

📄
**Discounts options**

**Enable vouchers:**
✓
☒ Yes
 ✗
☐ No


Allow the use of vouchers in shop

[Save](#)


## List of vouchers in PrestaShop e-commerce software

To create a new voucher click on the “Add New” button at the top of the page.

**Vouchers**

**Code:**  \*   
The voucher's code, at least 3 characters long, which the customer types in during check-out

**Type:** -- Choose -- \*

**Description:**  \*   
Will appear in cart next to voucher code

**Categories:**

<input type="checkbox"/>	ID	Name
<input checked="" type="checkbox"/>	1	Home
<input checked="" type="checkbox"/>	5	accessoires
<input checked="" type="checkbox"/>	3	Accessories
<input checked="" type="checkbox"/>	2	iPods
<input checked="" type="checkbox"/>	4	Laptops

Mark all checkbox(es) of categories to which the discount is to be applied \*

**Total quantity:**  0 \*  
Total quantity available (mainly for vouchers open to everyone)

**Qty per each user:**  0 \*  
Number of times a single customer can use this voucher

**Minimum amount:**  0 \*  
Leave blank or 0 if not applicable



☐ Cumulative with other vouchers

☐ Cumulative with price reductions

**To be used by:** -- All customers --  
Filter:

**From:**  2010-11-29 15:48:00 \*  
Start date/time from which voucher can be used  
Format: YYYY-MM-DD HH:MM:SS

**To:**  2011-11-29 15:48:00 \*  
End date/time at which voucher is no longer valid  
Format: YYYY-MM-DD HH:MM:SS

**Status:** ☒  ☐   
Enable or disable voucher

Type the voucher code (voucher123 for example). The “New” button on the right of the code field allows you to generate a random code, that can be add to the first letters you wrote.



First of all, you must create a code for your voucher. You can write in your own code. You can also generate an automatic, random code. To do this, click on the **“new”** button, right next to the **“Code”** field.

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

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

The **“Description”** field is where you enter a short description, which will appear in your Back Office under the discount tab as well as in your customer’s shopping cart during check out.

The **“categories”** field allows you to restrict your discount to certain categories. Select the categories by checkin the appropriate boxes.

The **“Total quantity”** field limits how many times your discount can be used. You can organize, for example, a doorbuster sale, along the lines of “The first 100 orders will receive a discount of 10% off by using the code X123X.”

The **“Qty Per Each User”** field is filled out in the same manner as the preceding field, but you can filter the quantity available for each customer. Basically if you want a voucher to only be used once per customer, enter “1.” If, on the contrary, you want customers to have access to several vouchers, then enter the number of your choice.

The **“Minimum Amount”** field allows you to enter the minimum amount necessary in order to apply the discount. Your discounts will only be applied at or after this amount.

You can choose whether or not the vouchers are allowed to be used with other promotions on your products or other vouchers. Choose your preferences by clicking the boxes.

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

The voucher can have a time limit. Click the **“From”** and **“To”** fields in order to choose your dates from the calendar.

Finally, the **“Enable”** field allows you to enable or disable the vouchers.

Once your information is entered, click **“Save.”**

Your voucher will appear in the **“Vouchers”** tab and you can delete or edit it later if you wish.

Once everything has been saved, you can send your voucher to your customers. They can take advantage of the voucher when they are checking out.

## SHOPPING CART SUMMARY







Summary Login Address Shipping Payment

### Last added product



Housse portefeuille en cuir Belkin pour iPod nano - Noir/Chocolat

Your shopping cart contains 1 product

Product	Description	Ref.	Avail.	Unit price	Qty	Total
	Housse portefeuille en cuir Belkin pour iPod nano - Noir/Chocolat	--		29,95 €	 1  	29,95 €
A002		A002				-3,00 €
<b>Total products (tax incl.):</b>						29,95 €
Total vouchers (tax incl.):						-3,00 €
Total shipping (tax incl.):						8,37 €
<b>Total (tax excl.):</b>						29,54 €
Total tax:						5,78 €
<b>Total (tax incl.):</b>						35,32 €
Remaining amount to be added to your cart in order to obtain free shipping:						273,05 €

Vouchers


Code:

Add

Textbox voucher

# Managing Shipping

The shipping method of your package is a key element to the management and success of your store. To configure your shipping, head to the “**Shipping**” section of your Back Office.

 **Handling**

**Handling charges:**  € (tax excl.)

**Free shipping starts at:**  €


**Free shipping starts at:**  kg

**Tips:**

- If you set these parameters to 0, they will be disabled
- Coupons are not taken into account when calculating free shipping



Enter the handling expenses, and the price or weight after which your customers receive free shipping. A message will appear to your customers indicating how much more money they need to spend in order to receive free shipping. If you don't want this message to appear, type 0 into the field.


 **Billing**

**Choice of range:** ☐ According to total price  
☒ According to total weight



Choose whether you are calculating the shipping costs by total weight or price.

## Fees by carrier, geographical zone, and ranges

 **Fees**

**Carrier:**

Zone / Range


No ranges set for this carrier

Prices are tax excluded.

Managing shipping


## Create a Carrier

We are going to begin with an example carrier. Click on the sub-tab “Carrier.” You will see the screenshot below.


 Carriers

**Company:**  \*  
Carrier name displayed during checkout  
With a value of 0, the carrier name will be replaced by the shop name

**Logo:**    
Upload logo from your computer (.gif, .jpg, .jpeg or .png)

**Transit time:**  \*   
Time taken for product delivery; displayed during checkout

**URL:**   
URL for the tracking number; type '@' where the tracking number will appear



**Tax:**    
Include tax on carrier, e.g., VAT



**Zone:** ☐ Africa  
☐ Asia  
☐ Europe  
☐ Oceania  
☐ US  
The zone in which this carrier is to be used


**Group access:** ☒



ID	Group name
1	Default

  
Mark all groups you want to give access to this carrier

**Status:** ☒  ☐   
Include or exclude carrier from list of carriers on Front Office

**Shipping & handling:** ☒  ☐   
Include the shipping & handling costs in carrier price


**Out-of-range behavior:**    
Out-of-range behavior when none is defined (e.g., when a customer's cart weight is superior to the highest range limit)

**Module:** ☐  ☒   
Mark this carrier as linked to a module

Here we have different preconfigured carriers, as well as a default carrier.

Click on “Add new” in order to create a carrier. The form below will appear.





Setting up a carrier in your PrestaShop site

 Add new

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


Reset

Filter

<input type="checkbox"/>	ID	Name	Logo	Delay	Status	Actions
--	<input type="text"/>	<input type="text"/>	--	<input type="text"/>	--	--
<input type="checkbox"/>	4	Carrier Example		Pick up in-store	✓	 
<input type="checkbox"/>	5	Letter Max		Delivery next day!	✓	 

Delete selection

## Carrier options

 **Carrier options**

**Default carrier:** Letter Max

The default carrier used in shop

Save

Let's examine all of the information to enter.


- **Company**—fill out this field with the name of your carrier and/or a description of the service (for example, you could fill in “PrestaPost—only 500 lbs. and over”).
- **Logo**—Enter a logo so that your customers can easily choose between different carriers.
- **Transit time**—This is displayed to customers during checkout. It will help them select their carrier according to the amount of time they can wait to have their product.
- **URL**—This field must be filled with the tracking URL provided by your carrier. For example, France's Postal Service (La Poste) offers this URL: [http://www.colissimo.fr/portail\\_colissimo/suivreResultat.do?parcelNumber=@](http://www.colissimo.fr/portail_colissimo/suivreResultat.do?parcelNumber=@) . When customers select their carrier, they will be sent the URL that you enter into this field, which they can click on in order to track their delivery.
- **Tax**—Find out if your carrier requires a tax in order to deliver to a certain zone.
- **Zone**—Select the zones to which this carrier transports packages.
- **Group Access**—select which groups have access to this carrier
- **Status**—Include or exclude this carrier.
- **Shipping & Handling**—Include or exclude shipping & handling costs in your carrier price.

- **Out-of-range behavior**—In case you have left out a range for an order, you can indicate how the software should react. You have two options: If the software doesn't find the range it needs, it will take the largest configuration and apply these conditions. Otherwise, it will not offer this carrier because it can't deliver this order. Example: You have set up a weight range from 0 to 10 lbs. Your customer wants to place an order that is 15 lbs. No behavior has been configured. By choosing "**Apply the cost of the highest defined range**," PrestaShop will apply the price conditions that you have set up for orders from 5-10 lbs. If you choose "**Deactivate the carrier**" then this carrier will not be offered to your customer in this case.
- **Module**—This function is reserved for advanced users, so please leave it deactivated by default. It is only necessary in the case of a store module created by a carrier.


# States

## Setting up the States


Under the “States” tab, you will find American and Canadian states and provinces, which you can include or exclude at your convenience. You can create new states with the “Add new” button.

 Add new

Page 1 / 3 | Display 50 / 125 result(s) [Reset](#) [Filter](#)


	ID ▼ ▲	Name ▼ ▲	ISO code ▼ ▲	Zone ▼ ▲	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
	1	Alabama	AL	US	 
	2	Alaska	AK	US	 
	3	Arizona	AZ	US	 
	4	Arkansas	AR	US	 
	5	California	CA	US	 
	6	Colorado	CO	US	 
	7	Connecticut	CT	US	 
	8	Delaware	DE	US	 
	9	Florida	FL	US	 
	10	Georgia	GA	US	 
	11	Hawaii	HI	US	 


PrestaShop list of States

 **States**



**Name:**  \*  
State name to display in addresses and on invoices

**ISO code:**  \*  
1 to 4 letter ISO code ([official list here](#))

**Country:**    
Country where state, region or city is located

**Zone:**    
Geographical zone where this state is located  
Used for shipping

**Tax behavior:** ☒ Product tax ☐ State tax ☐ Both product & state tax  
Chose how tax will be applied for this state: the product's tax, the state's tax, or both.

**Status:** ☒  ☐   
Enabled or disabled

### Creating a State

Enter the name of the State, it's ISO code (available at [http://fr.wikipedia.org/wiki/Liste\\_des\\_codes\\_ISO\\_639-1](http://fr.wikipedia.org/wiki/Liste_des_codes_ISO_639-1) ), the State's zone, which will be used for shipping your packages, the applicable taxes, and finally whether to include to exclude this State (it's status). Click on **"Save"** to finish your input.



# Country

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

To access the list of countries, go to the “**Countries**” tab, and then click “**Add new**” to create a new entry.

 Add new

Page 1 / 5 | Display 50 / 244 result(s) Reset Filter

ID	Country	ISO code	Zone	Enabled	Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--	--
1	Germany	DE	Europe		
2	Austria	AT	Europe		
3	Belgium	BE	Europe		
4	Canada	CA	US		
5	China	CN	Asia		
6	Spain	ES	Europe		
7	Finland	FI	Europe		
8	France	FR	Europe		
9	Greece	GR	Europe		
10	Italy	IT	Europe		
11	Japan	JP	Asia		
12	Luxemburg	LU	Europe		
13	Netherlands	NL	Europe		
14	Poland	PL	Europe		
15	Portugal	PT	Europe		
16	Czech Republic	CZ	Europe		
17	United Kingdom	GB	Europe		

Back Office list of countries in your online store

 **Countries**

**Country:**  \*   
Name of country

**ISO code:**  \*  
2- or 3-letter ISO code, e.g., FR for France. [Official list here.](#)

**Zone:** Africa  
Geographical zone where country is located

**Status:** ☒ ☐   
Enabled or disabled

**Contains states:** ☒ Yes ☐ No

**Need tax identification number?** ☒ Yes ☐ No

Save

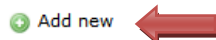
Setting up a country

Once you are at the create a country form, fill out the different fields.

- Country, indicating the name of the country that you would like to add
- ISO Code, which you can find at the abovementioned link
- Zone, the zone to which this country is attached
- Status, enabled or disable. A disabled country will not be proposed when your customer wants to register and create his account.
- Contains States- yes or no (applicable to Canada and the US, for example)
- Need Tax Identification Number—yes or no.

## Zones

Managing shipping zones is identical for states and countries. Under the tab “Zones,” you can access the list of zones, and create new ones with “Add new.”

 Add new

Page 1 / 1 | Display 50 / 5 result(s) [Reset](#) [Filter](#)

ID	Zone	Enabled	Actions
--		--	--
<input type="checkbox"/>	1 Europe	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	2 US	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	3 Asia	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	4 Africa	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	5 Oceania	<input checked="" type="checkbox"/>	

[Delete selection](#)

**Zones**

**Name:**  \*

Zone name, e.g., Africa, West Coast, Neighboring Countries

**Status:** ☒ ☐ ☐ ☐

Allow or disallow shipping to this zone

[Save](#)

\* Required field

The zones created will automatically be added to the list of shipping zones.

## Price Ranges

With PrestaShop, you can add a unique shipping & handling price to each total purchase price range. For example, if you want orders between \$1 and \$15 to be sent by the US Post Office with a special rate, create a price range from 1 to 15 and allot it to “US Postal Service.”

 Add new

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

ID	Carrier	From	To	Actions
--				--
<input type="checkbox"/>	4 Carrier Example	1,00 €	6,00 €	
<input type="checkbox"/>	5 Letter Max	0,00 €	1 000,00 €	

**Price ranges**

**Carrier:**

Carrier to which this range will be applied

**From:**  € \*

Range start (included)

**To:**  € \*

Range end (excluded)

[Save](#)

\* Required field

## Weight Ranges

The process for defining weight ranges is exactly the same as that of defining price ranges.

Weight ranges

Carrier: Carrier Example

Carrier to which this range will be applied

From:  kg

Range start (included)

To:  kg

Range end (excluded)

Save

\* Required field

Add new

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

Reset Filter

ID	Carrier	From	To	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
1	My carrier	0kg	10000kg	

Delete selection

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**” tab and fill out the table found at the bottom of the page. Here we have taken as an example the bill according to the total weight of the order.

## Fees by carrier, geographical zone, and ranges

Fees

Carrier: Carrier Example

Zone / Range 5kg to 10kg

Europe  3.00 €

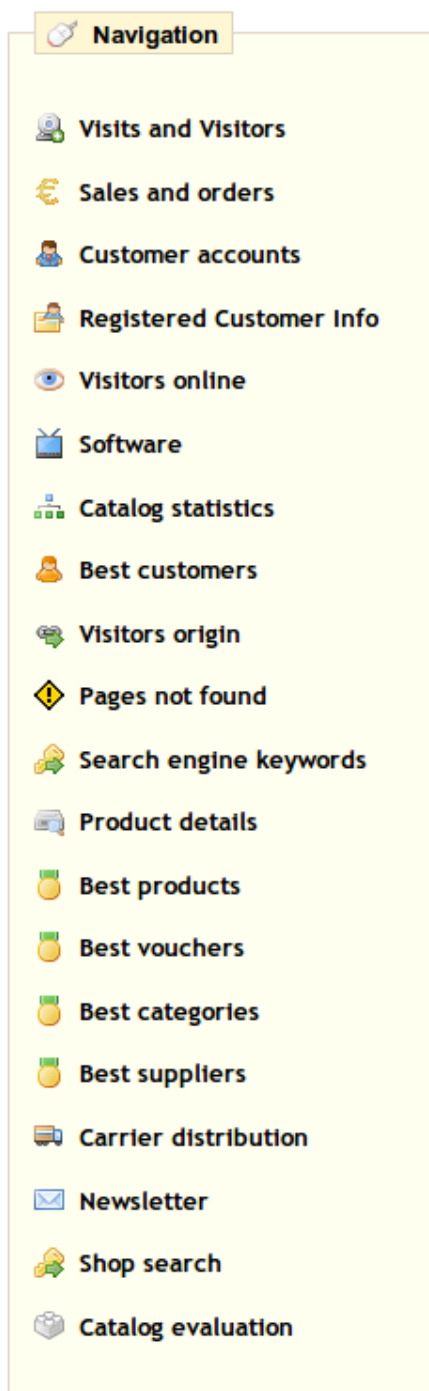
Save

Prices are tax excluded.

# Statistics

One of the greatest aspects of PrestaShop online store software is its unrivaled power in digging up information on customer behavior. Let us go over how this is done. Throughout this section, the manual will succinctly explain the utility of different statistics. By clicking on each of the categories, a complete explanation is given, allowing you to understand the data given to you and pull out the information you want to improve your store and your turnover.

When you click on the “Stats” tab, a band on the left will present to you all of the data that you have access to.



- **Visits and Visitors.** This page gives you statistics on visitors to their site and the number of times they visit. The greater the number, the more popular your site is. The graph helps you understand the behavior of your visitors. Basically you will see how many visits your site has, and you can compare it to the number of visitors (PrestaShop can recognize when the same visitor visits your site 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 clientele.
- **Sales and Orders.** In this tab you have two graphs. They can be filtered by country, if you wish. In order to do this, click on the drop-down menu found at the top of the page.
  - 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 yielded you the greatest quantity of orders.
  - The second graph tells you graphically what your sales are. It can analyze the periods of time when you had the greatest sales. This allows you for example to have a better idea of when to push your marketing campaigns.
- **Customer Accounts.** This tab displays a graph with the number of user accounts created in your online store. 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. You can also see the number of customers who created an account and bought an item immediately after registering.

- Registered Customer Info. This section is divided into 5 pie graphs.
  - Gender Distribution
  - 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 readapting your marketing approach.
  - Country distribution. You can quickly consult which countries your customers are from.
  - Currency ranges. You can see what currency is used to shop for items in your store, and in what proportions.
  - Language Distribution. You can see in what language your site is consulted most often, and decide whether or not you should improve your site's translations.
- Visitors online. This section indicates the number of visitors on your site. You can see the names of customers currently on your site and the pages that they are looking at.
- Software. This section informs you of the web browsers being used to see your site. You should verify that your site is perfectly compatible with these browsers. You can also learn if people are using the internet on their cell phone (such as a smartphone) to access your site. If this number is significant, you should think of having a mobile version of your store. Finally, you can see what operating systems your visitors are using. Ensure that your site is fully compatible with all of your visitors' platforms.
- Catalog Statistics. This section contains practical information on the products sold in your online store. The results shown here can be classified by category. You can act on your catalog's performance by considering the following indicators:
  - Products available. Number of products proposed in this category.
  - Average price (base price). Average price of the selected category.
  - Product pages viewed. Number of pages looked at by your customers. Compare this data between different categories to see which products are the most appreciated, or on the contrary, which ones don't attract customers. Use this information to make some improvements in your catalog.
  - Products bought. The number of products bought in each category.
  - Average number of page visits
  - Average number of purchases
  - Images available
  - Average number of images
  - Products never viewed. This shows you which products, if any, do not appeal to your customers. Or, on the contrary, if you have a nearly one to one ratio of the number of products viewed versus the number of products made available, then your category or your catalog is well-organized and well-managed.

- Products never bought
  - Conversion rate. Indicates the relation between the number of visitors and the number of purchases. It is important that this rate be as high as possible.
  - A table at the bottom of the page tells you what products in this category have never been bought. We suggest that you change the price, or write a more attractive description.
- Best Customers. This section lists the best customers in your store. It displays their coordinates, as well as the number of visits that they have made, the number of pages consulted, and how much they spent. Keep an eye on this page in order to keep track of, and take care of, your best customers. By clicking on the buttons on top of the columns, you can choose how you would like to see this data.
  - Visitors Origin. Uses a graph to give you the top ten sites and search engines that have sent visitors to you. Generally search engines play a very important role. If you create a marketing campaign by publishing articles on other sites, you can see what impact this had on your site. Below the graph are the names of the sites that brought you an 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. 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 store. This lets you know which terms make your store easily identifiable. Conversely you can see which keywords are absent from this list.
  - Product Details. This page shows you all the products in your shop by the reference number, name, and 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 be displayed.
  - Best products. This section displays your best performing products. You can now view the turnover achieved, the average daily sales, number of page views, and the quantity left in stock. With this table, you can identify your core products and decide whether to perform actions such as increasing or decreasing your price or giving discounts on a specific product.
  - Best vouchers. This section displays the results of the coupons that you circulated through a mail campaign or a street marketing campaign. The table will also display the turnover, and number of coupons used.
  - Best categories. This section presents your shop's performance according to your categories. You can find out how many products in each category have been sold, the revenue generated, and number of pages viewed. Check the consistency of your results between different categories in order to adjust your store's cohesiveness.
  - Best suppliers. This section gives statistics on your suppliers by providing the quantities sold and the revenue generated.

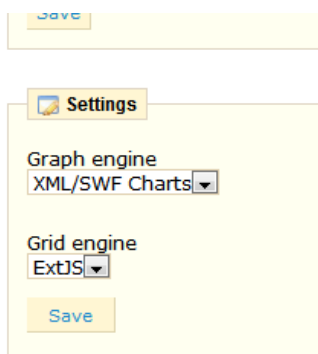
- **Carrier distribution.** This page indicates which carriers are used most by your visitors. You can filter all results by order status. If you learn that a carrier is not often used, despite being fast and efficient, it might be appropriate to display it prominently during checkout, to increase customer satisfaction.
- **Newsletter.** This page displays newsletter subscription statistics. You can use this database keep customers informed. The newsletters usually help increase traffic to your site. If you want to improve subscription, think about adding coupons to the newsletter. You can see all of your subscribers' addresses via the "Newsletter" module under the module tab.
- **Shop search.** This section presents two indicators.  
The first is chart shows the distribution of keywords typed into your store's search bar. Therefore you can see which products your visitors desire the most.  
The second is a table summarizing your visitors' searches. You can then see what 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 store, be sure to add the products that meet the customers' demands (searches), or add tags to your products that are easily identifiable. For more information, see Listing Your Product on page 24.
- **Catalog Evaluation.** This section gives an overview of your catalog's performance. You can then know 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 stock status. The overall score for each product is displayed by a colored icon. You can define your criteria by filling in the table at the top of the page, then clicking "Save" to save your settings.

## *Graph Displays*

A graph can take several forms. Depending on your preferences you can configure them in different ways.

Step One: When you click a topic under the stats tab you should see a graph. The image options below are shown on the left side of the page. You can then choose the type of display. You can make a display choice that is both aesthetically pleasing and compatible with your browser.

- Visifire
- XML / SWF Charts
- Google Chart
- Artichow



Save

Settings

Graph engine  
XML/SWF Charts

Grid engine  
ExtJS

Save

You can also access these settings by clicking on the sub-tab "Setting" under the "Stats" tab.

**Settings**

**Graph engine:** XML/SWF Charts XML/SWF Charts is a simple, yet powerful tool using Adobe Flash to create attractive web charts and graphs from dynamic data.

**Grid engine:** ExtJS ExtJS is a library which enables buiding rich internet application using Javascript.

**Clean automatically:** Never

Save

Compared with the first option, this second option includes comments on the various "graph engines" used. You can also automatically select the way the statistics will be erased from your shop. Erasing data will usually make the site more responsive, and thus improve the comfort of your visitors. You have three choices, Never, Week, Month or Year, depending on your traffic and your server's performance.



## Referrers

PrestaShop software gives you precise information on sites that generate traffic for you. Click on the sub tab "**Referrers**." The page below appears.

**Calendar**  

Today Month Year

Today-1 Month-1 Year-1

From:  
2010-01-01

To:  
2010-12-31

Save

**Settings**  

**Save direct traffic** ☒ Yes ☐ No

Direct traffic can be quite consuming, you should consider to enable it only if you have a strong database server and the need for it.


Save

**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 below. 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.

Refresh index

**Cache**  
For you to sort and filter your data, it is cached. You can refresh the cache by clicking on the button below.

Refresh cache

 Add new



Page 1 / 1 | Display 50 / 0 result(s) Reset Filter

<input type="checkbox"/>	ID	Name	Visitors	Visits	Pages	Reg.	Ord.	Sales	Avg. cart	Reg. rate	Order rate	Click	Base	Percent	Actions
<input type="checkbox"/>															

No items found

Delete selection

Click on "**Add New**" to create a new referrer. You will arrive at the form below.

The function of a referrer site can be likened to that of an extranet. When you create an affiliate campaign through another site you can allow the other site access to all of the activity it will have made for your site.

Fill out the form below. The affiliate space allows you to create privileged access for your partners. They will then have access to all statistics on the flow from their site to your online store. To create their privileged space, fill in the name and password fields. Then define how you will pay based on traffic and sales generated in the fields provided. Finally configure the URL of the origin of the traffic you will receive.



### Affiliate

**Name**  \*

**Password**

Leave blank if no change

Affiliates can access to their own data with these name and password.  
Front access: <http://localhost/prestashop/modules/trackingfront/stats.php>



### Commission plan

**Click fee**

Fee given for each visit.

**Base fee**

Fee given for each order placed.

**Percent fee**

Percent of the sales.



### Help



### Technical information - Simple mode

[Get help!](#)

#### HTTP referrer

**Include**

**Exclude**

#### Request Uri

**Include**

**Exclude**













[Save](#)

# Managing Modules





## Modules

The PrestaShop store offers over 80 modules that can be installed, uninstalled and configured as desired, so as to customize and complete your shop. The "Modules" tabs gives you access to the list of modules. On this page you can install, uninstall, and configure each module.

Click on **"Install."** In one click, the module is installed.

Products - 6 modules			
 <b>Cross selling</b> v0.1	Customers who bought this product also bought...		<a href="#">Install</a> <input type="checkbox"/>
 <b>RSS products feed</b> v0.2	Generate a RSS products feed		<a href="#">Install</a> <input type="checkbox"/>
 <b>Product Comments</b> v0.2	Allow users to post comment about a product		<a href="#">Install</a> <input type="checkbox"/>
 <b>Products Category</b> v1.2.1	Display products of the same category on the product page		<a href="#">Install</a> <input type="checkbox"/>
 <b>Product tooltips</b> v1.0	Show how many people are watching a product page, last sale and last cart add		<a href="#">Install</a> <input type="checkbox"/>
 <b>Send to a Friend module</b> v1.1	Allows customers to send a product link to a friend		<a href="#">Install</a> <input type="checkbox"/>

When this module needs to be configured, click on **"Configure,"** and a set-up wizard will guide you.



Payment - 8 modules			
 <b>Bank Wire</b> v0.5	Accept payments by bank wire	>> <a href="#">Configure</a> 	<a href="#">Uninstall</a> <input type="checkbox"/>
 <b>Cash on delivery (COD)</b> v0.3	Accept cash on delivery payments		<a href="#">Uninstall</a> <input type="checkbox"/>
 <b>Cheque</b> v2.3	Module for accepting payments by cheque	>> <a href="#">Configure</a> 	<a href="#">Uninstall</a> <input type="checkbox"/>

Uninstalling can also be done in one click.

We will present the modules that already exist as part of your PrestaShop software and how to configure them.

## Advertisement











The first section, at the top, is “**Advertisement**,” which only contains one module.

Advertisement - 1 module			
 <b>Google AdSense v1.1</b> Integrate the Google AdSense script into your shop		<a href="#">Install</a>	<input type="checkbox"/>

The “Google AdSense” module inserts advertisements on your online store, allowing you to enhance your traffic financially. To include it just click “Install”. Once this is done, as mentioned above, you will have to click on “Configure”. Then in the Back Office, a field will appear allowing you to insert your code provided by the Google platform. Once the code is installed, click on “**Update settings**” to see the ads appear on your storefront.













## Stats Engines

The “**Stats Engines**” second proposes five modules that can show the stats you want under the “Stats” tab.

Stats Engines - 5 modules			
 <b>Artichow v1.0</b> Artichow is a library which enable the display of simple picture-based graphs using PHP and GD.		<a href="#">Uninstall</a>	<input type="checkbox"/>
 <b>Google Chart v1.0</b> The Google Chart API lets you dynamically generate charts.		<a href="#">Uninstall</a>	<input type="checkbox"/>
 <b>Visifire v1.0</b> Visifire is a set of open source data visualization components - powered by Microsoft Silverlight 2 beta 2.		<a href="#">Uninstall</a>	<input type="checkbox"/>
 <b>XML/SWF Charts v1.0</b> XML/SWF Charts is a simple, yet powerful tool using Adobe Flash to create attractive web charts and graphs from dynamic data.		<a href="#">Uninstall</a>	<input type="checkbox"/>
 <b>ExtJS v1.0</b> ExtJS is a library which enables building rich internet application using Javascript.		<a href="#">Uninstall</a>	<input type="checkbox"/>

## Products

The “**Products**” section lists six modules.

Products - 6 modules			
 <b>Cross selling v0.1</b> Customers who bought this product also bought...		<a href="#">Install</a>	<input type="checkbox"/>
 <b>RSS products feed v0.2</b> Generate a RSS products feed		<a href="#">Install</a>	<input type="checkbox"/>
 <b>Product Comments v0.3</b> Allow users to post comment about a product		<a href="#">Install</a>	<input type="checkbox"/>
 <b>Products Category v1.2.1</b> Display products of the same category on the product page		<a href="#">Install</a>	<input type="checkbox"/>
 <b>Product tooltips v1.0</b> Show how many people are watching a product page, last sale and last cart add		<a href="#">Install</a>	<input type="checkbox"/>
 <b>Send to a Friend module v1.1</b> Allows customers to send a product link to a friend		<a href="#">Install</a>	<input type="checkbox"/>

## Cross-Selling Module

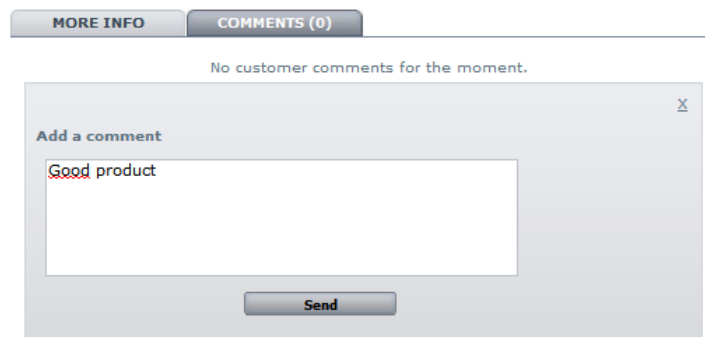
Displays to your customers the products purchased by others. Your shop is transformed into independent prescriber. This tool is particularly effective in filling your customers' shopping carts.

## RSS Products Feed

Permits you to generate an RSS Product Feed on your store, showing the latest products that you have put on line. Regular visitors as well as search engines are very fond of this module.

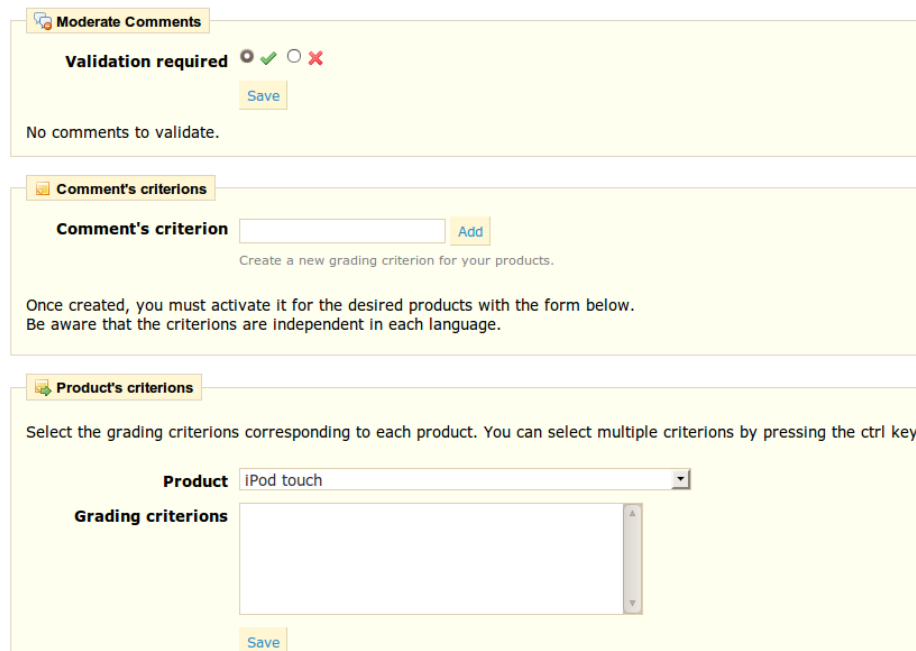
## Product Comments

This module gives visitors the possible to leave a message on your product page. They can write it by using a new tab that will add itself to your product page.



- Click on "Configure" from your Back Office, and you will have the option of validating or rejecting the comments submitted. To validate click on the corresponding green icon; to delete the comment then click on the red icon. If you want your comments to be validated automatically, check the red cross icon in "Validation Required." See

### Product Comments



scre  
ens  
hot  
bel  
ow.

## Product's Criteria

PrestaShop gives your customers the possibility to assign a rating to products on your online store. To do this you must add a rating criterion in the "**Comments criteria**" section. Give it a name, then click "**Add**." Then go to the "**Product's criteria**" section, which is just below. The rating criterion that you just added appears. You will now need to assign to a product. To do this, select from the drop-down menu the product of your choice and click on the criterion to apply. Confirm your selection by clicking on "**Save**." If you want to select several rating criterion per product, in the "**Product's Criteria**" section, click on the various criteria by holding down the Ctrl key on your computer as you click each name. Save your selection.



The "Products Category" module allows you to display on each product page suggestions of other products that are in the same category. This model is particularly useful for discovering what your store has to offer. See the example below.

## Product Tooltips

This model shows information on the behavior of the visitors on the page that you're currently looking at. Click on "**install**" to install this module, then on "**configure**" to set up all of the different possibilities offered. The screenshot below will then appear.

A screenshot of the "Product tooltips" configuration window. The window has a yellow background and a title bar with a speech bubble icon and the text "Product tooltips". It contains several settings: 1. "Display the number of people who are currently watching this product?" with radio buttons for "Yes" (selected) and "No". 2. "Lifetime: 30 minutes" with a text input field containing "30". 3. "Display the last time the product has been ordered?" with radio buttons for "Yes" and "No" (selected). 4. "If no order yet, display the last time the product has been added to cart?" with radio buttons for "Yes" (selected) and "No". 5. "Do not display events older than: 3 days" with a text input field containing "3". At the bottom right is a yellow button labeled "Update settings".

Validate the choices corresponding to the information that you would like to show to your clients. Once you are done, click on "**Update Settings**" to save. This information will then be posted in the top right section of your browser.

## Send to a Friend module

You want to give your customers the opportunity to share your product knowledge. In order to do this, install the "send to a friend" module. At the bottom of your product pages, a link will appear with which you can share the product.



[Send to a friend](#)

[Print](#)

[View full size](#)

By clicking on the link, you are then redirected to a form where you can enter the name and email address of the person with whom you want to share your product. He will then receive the link of the product in question, inviting him to see it.

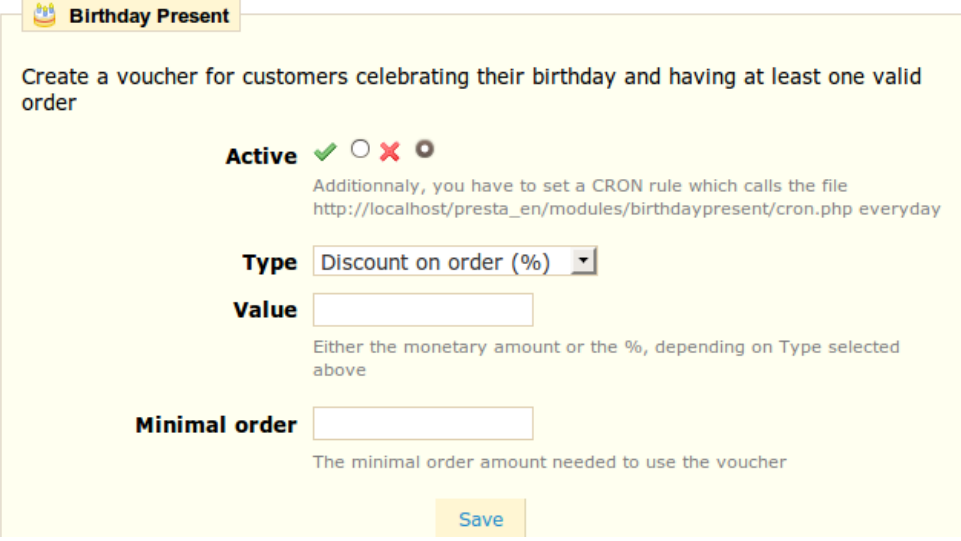
## Tools

This section is composed of 14 standard modules that help make your site more high-performing. Let's look over the utility of each module.

Tools - 14 modules				
<b>Cadeau d'anniversaire v1.0</b> Offrez automatiquement à vos clients des cadeaux d'anniversaire		<a href="#">Installer</a>		
<b>URL canonique v1.3</b> Améliore la SEO en évitant le statut "duplicate content" sur votre boutique.		<a href="#">Installer</a>		
<b>Dejala.fr : le transport par coursier v1.2</b> Envoie les demandes de livraisons vers dejala.fr		<a href="#">Installer</a>		
<b>Editeur de page d'accueil v1.5</b> Un éditeur de texte pour votre page d'accueil	<a href="#">&gt;&gt; Configurer</a>	<a href="#">Désinstaller</a>		
<b>Relancez vos clients v1.0</b> Relancez vos clients grâce à des envoi d'e-mails quotidiens		<a href="#">Installer</a>		
<b>Google sitemap v1.6</b> Génère votre fichier sitemap pour Google	<a href="#">&gt;&gt; Configurer</a>	<a href="#">Désinstaller</a>		
<b>Produits phares sur la page d'accueil v0.9</b> Affiche les produits phares au centre de votre page d'accueil	<a href="#">&gt;&gt; Configurer</a>	<a href="#">Désinstaller</a>		
<b>Programme de fidélité v1.7</b> Propose un programme de fidélité à vos clients		<a href="#">Installer</a>		
<b>Alertes email v2.2</b> Envoie des notifications par e-mail aux clients et marchands		<a href="#">Installer</a>		
<b>Lettre d'informations v2.0</b> Génère un fichier .CSV pour votre envoi d'e-mails		<a href="#">Installer</a>		
<b>Programme de parrainage v1.4</b> Intègre un programme de parrainage à votre boutique		<a href="#">Installer</a>		
<b>ReversoForm v1.0</b> Remplir le formulaire d'authentification avec ReversoForm		<a href="#">Installer</a>		
<b>SMS Tm4b v1.1</b> Envoyer un SMS à chaque nouvelle commande		<a href="#">Installer</a>		
<b>Filigrane v0.1</b> Protégez vos images avec un filigrane		<a href="#">Installer</a>		

## Birthday Present

This module can create and send discount vouchers to your clients on their birthdays. Click “**Install**” and then “**Configure**” to include this feature. Several options will appear.



The screenshot shows the configuration page for the 'Birthday Present' module. At the top, there's a title 'Birthday Present' with a birthday cake icon. Below it, a description reads: 'Create a voucher for customers celebrating their birthday and having at least one valid order'. The 'Active' section has four radio buttons; the first one (with a green checkmark) is selected. A note below states: 'Additionally, you have to set a CRON rule which calls the file `http://localhost/presta_en/modules/birthdaypresent/cron.php` everyday'. The 'Type' dropdown menu is set to 'Discount on order (%)'. The 'Value' field is empty, with a note below it: 'Either the monetary amount or the %, depending on Type selected above'. The 'Minimal order' field is also empty, with a note below it: 'The minimal order amount needed to use the voucher'. A 'Save' button is at the bottom right.

First, select the choice "Active" to activate the module. Then choose what type of discount you want to send, ie discount on order %, etc. Then enter the amount in the "Value" and specify the minimum amount that the customer must buy to use this voucher. With this feature, on your customer's birthday, he will receive a discount voucher.

In order for this module can work you must configure a CRON on your server that will be run every day. The address of the file is:

<http://localhost/prestashop/modules/birthdaypresent/cron.php>

Note: A CRON task automatically and regularly executes a task. You can configure it from your admin server. If you are not comfortable with this operation please contact your administrator.

## Canonical URL

This module allows you to improve SEO by avoiding the "duplicate content" status for your Website. Install and activate this module.

## Dejala.fr

Once you sign up with Dejala, the module allows you to add supplementary delivery services. When your clients purchase a product, they will see the shipping options available with a detailed time slots. They will order the product and ask for it to be delivered during the time slot that works best for them. (This service is only available in certain towns. Please see the site <http://www.dejala.fr> for more information.)



## Home Text Editor

**PRESTASHOP**

Currency: \$ € £ | contact | sitemap | bookmark | Search

Welcome, alan Smith (Log out) | Your Account | Cart: 1 product 26,95 €

**MY ACCOUNT**

- My orders
- My credit slips
- My addresses
- My personal info
- My vouchers
- Sign out

**TAGS**

superdrive shuffle iPod touch apple ipod

**CATEGORIES**

- accessoires
- Accessories
- iPods
- Laptops

**VIEWED PRODUCTS**

iPod touch Revolutionary Multi-Touch interface...

**PRODUCTS**

**MacBook**  
MacBook makes it easy to hit the road thanks to its tough polycarbonate case, built-in wireless technologies, and innovative...

**iPod touch**  
Revolutionary Multi-Touch interface 3.5-inch widescreen color display Wi-Fi (802.11b/g) 8 mm thin Safari...

79,00 € 1 400,00 € 289,00 €

**NEW PRODUCTS**

Shure SE210 Sound-Isolating Earphones for iPod and iPhone Evolved from professional monitor technology...

**TOP SELLERS**  
No best sellers at this time

**SPECIALS**  
No specials at this time

**Home Text Editor**

Titre principal: Lorem ipsum dolor sit amet.

Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labor...

Chemin: Texte d'introduction de votre choix ; par exemple expliquez ce que vous vendez ou mettez en avant un produit

Logo de la page d'accueil

Parcourir...

Lien de l'image: http://www.prestashop.com

Sous-titre de l'image: Lorem ipsum presta shop amet

Mettre à jour

This module helps you personalize your home page. To change the style, colors, etc. of your page, all you have to do is configure this module. Here is a screenshot of a part of the shop that you can edit.

To adjust your online store's home page, click "**configure.**"

You will then discover all the fields that you can configure. You can edit each of them in all the languages installed on your shop. To do this, select the language by clicking on the flag next to the field.

The home page image itself may also be modified. To do this click on "**Browse**" to find the image you want on your computer.

Once you are done, click "**Update.**" You can now see the new look of your store by going to your homepage.

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

### *Customer Follow-Up*

This module lets you automatically send discount vouchers to 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.

### *Google Sitemap*

In order to optimize your SEO, it is essential to have a sitemap, which is a list of all pages and products on your store. This will allow search engines to index all pages within your shop. Your products will then appear perfectly in the search engines when a visitor conducts a search. You can create a Sitemap using Prestahop and be indexed by Google using tools such as "Webmaster Tools." To do this, click "Install" then "configure." The page below will appear.

#### Search Engine Optimization

See [this page](#) for more information


☐ Sitemap contains all products

Default, only products on categories actives are included on Sitemap

☐ Sitemap contains all CMS pages

 Default, only CMS pages on block CMS are included on Sitemap

[Update sitemap file](#)

 [Back to modules list](#)

The first step is to 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. Once you've finished configuring the module click on "**Update sitemap file.**" You are given the Sitemap's address. Copy this URL to save it to your Webmaster Tools account. Eg `mystore.com/sitemap.xml`. 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.

## Featured Products on your Homepage

With this module you can choose which products to highlight by placing them on your homepage.



To activate this feature, install the module located in your Back Office and click on "**Configure**". A page will appear asking how many products you want to show. Enter the value of your choice and click "**Save**." Now go into the configuration page of a product of your choice by going to the "**Catalog**" tab. Select "Home" as the category into which the product appears. Validate by clicking on "**Save**," and your product will appear on your store's home page.

Default category:

Catalog:

<input type="checkbox"/>	ID	Name
<input checked="" type="checkbox"/>	1	Home
<input type="checkbox"/>	5	accessoires
<input type="checkbox"/>	3	Accessories
<input checked="" type="checkbox"/>	2	iPods
<input type="checkbox"/>	4	Laptops

Mark all checkbox(es) of categories in which product is to appear \*

Repeat for all of the products that you want to place on the home page by check the box marked "Home."

## Customer Loyalty and Rewards

PrestaShop's loyalty tool offers your clients a certain amount of loyalty points depending on the amount they spend at your store. To active this feature, click **"Install,"** then **"Configure."**


### Loyalty Program

**Settings**



**Ratio**

10 € = 1 reward point.  
1 point = 0.2 € for the discount.


**Voucher details**

Loyalty voucher 


**Allow discounts**

☒  ☐ 

**Points are awarded when the order is**


Delivered 

**Points are canceled when the order is**


Canceled 

**Loyalty points progression**


**Initial**

Awaiting validation 


**Unavailable**

Unavailable on discounts 


**Converted**

Already converted 

**Validation**

Available 

**Canceled**


Canceled 

Save

## Mail alerts

PrestaShop lets you and your clients be alerted by email in certain cases, eg when a new order is placed in your shop, or if a product is almost out of stock. Guests 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.


## Mail alerts

**Customer notification**

**Product availability:**

☒ Gives the customer the possibility to receive a notification for an available product if this one is out of stock

Save

**Merchant notification**

**New order:**

☒ Receive a notification if a new order is made

**Out of stock:**

☒ Receive a notification if the quantity of a product is below the alert threshold

**Alert threshold:**

3

Quantity for which a product is regarded as out of stock

**Send to these emails:**

andrew@myshop.com

One email address per line  
e.g., bob@example.com

Save

Availability: This product is no longer in stock with those attributes but is available with others

☐ Notify me when available

When you check the **"Product Availability"** box, a field appears on the product page of your store when the product is out of stock. It asks your customers to leave their contact information so that they may be contacted when you store will have this product in stock. The field looks like this...

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"**. Or 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 email address that will receive the notification (one email address per line. To move to the line press the Enter key on your keyboard). Once the setup is complete click "Save."

## Newsletter

Your customers can give you their email address either by entering their email address 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 email addresses in order to do some marketing. Click **"Install"** then **"configure"** next to the **"Newsletter"** module. The page below appears.

**Export Newsletter Subscribers**  
Generate a .CSV file based on BlockNewsletter subscribers data..  
[Export .CSV file](#)

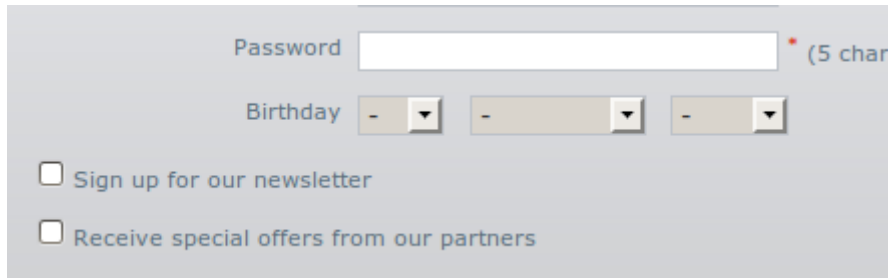
**Export customers**  
Generate an .CSV file from customers account data.  
**Customers' country :**   
Operate a filter on customers' country.  
**Newsletter's subscribers**   
: Filter newsletter subscribers.  
**Opted-in subscribers :**   
Filter opted-in subscribers.  
[Export .CSV file](#)

The first section allows 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 presented in this file. The customer Id, email address, the day of registration, and the IP address. If you use this data with software such as "Excel" you can sort the information as you wish.

The second item "**Export clients**" allows you to filter the email addresses of customers. 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.

Upon registration your customers have two choices related to the newsletter. The first asks users to subscribe to the newsletter, the second to receive offers from partners (Opt-In). See the screenshot below.

A screenshot of a registration form. It features a 'Password' field with a red asterisk and '(5 char' indicating a minimum length. Below it is a 'Birthday' field with three separate dropdown menus for day, month, and year. At the bottom, there are two checkboxes: 'Sign up for our newsletter' and 'Receive special offers from our partners'.

When exporting the email addresses you can then take this information into account.

Select the field "**Newsletter's subscribers**," and select from the drop-down menu one of the following three items:

- o The first "**all customers**" allows you to select all the email addresses of your customers who open an account on your store. That is to say, those who want and do not wish to receive information from your part.
- o The second, "**Subscribers**," allows you to select only those customers who wish to receive a newsletter from you.
- o The third "**non-subscribers**" allows you to select only those customers who do not receive a newsletter from you.


Next is the "**Opted-in Subscribers**" field, where you filter the contacts based on their desire to register for messages from advertising partners. Similarly three choices are available.

- o The first "**all customers**" allows you to select all the email addresses of your customers who open an account on your store. That is to say, those who want and do not wish to receive information from your part.
- o The second, "**Subscribers**," allows you to select only those customers who wish to receive a newsletter from you.
- o The third "**non-subscribers**" allows you to select only those customers who do not receive a newsletter from you.

Once you have filtered the email 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 document 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.

## Customer Referral Program

You shop can use your current customers to win new customers with a customer referral system. To activate this feature click "**Install**" then "**Configure**." The page will then appear below.

 **Settings**

Number of orders required to earn a discount:


Number of friends displayed in customer account:

Voucher type: ☐ Percentage ☒ Amount


Voucher value in Dollar:

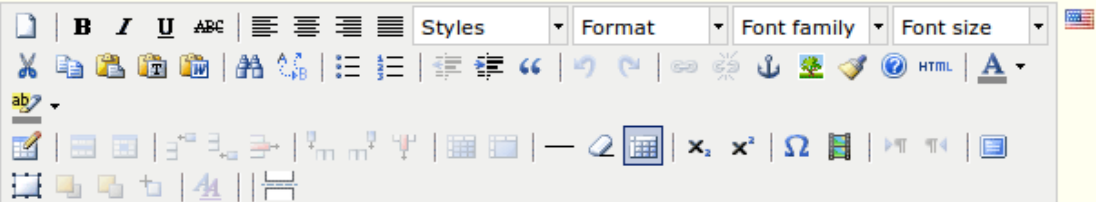
**Voucher value in Euro:**

Voucher value in Pound:

Voucher description:  

[Update settings](#)

 **Referral program rules**



Quisque in mauris. Duis eu diam. Nullam at metus in lectus interdum elementum. Vestibulum dapibus diam ut libero. Vivamus placerat lacus at dui. Integer dapibus est in magna.

Curabitur vel erat eget sapien semper feugiat. Sed sodales dictum pede. Ut adipiscing. Cras aliquam, erat eget auctor pretium, lorem pede pellentesque metus, at ultrices est est sit amet libero.

Aliquam erat volutpat. Maecenas aliquet, felis at eleifend suscipit, risus sem congue est, id vestibulum libero sapien in ligula. Nulla ut urna id eros lacinia gravida.

Path:

[Update the text](#)

Here is a description of each field:

- Number of orders required to get a discount: Fill in the field with the value of your choice. Until this number is reached, your clients can't take advantage of the discount.
- Number of friends displayed in customer account: 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 and then specify the value of the discount you want to apply in the various currencies your shop.

Enter the name of the coupon you want in the field "**Voucher Description**."

Once the setup is complete click "**Update Settings**."



To fully explain how the referral program works, you can write a description in the "**Referral Program Rules.**" Once the conditions are completed click on "Update text."

When your customers register and want to view the benefits they will reap, they must go to the "**Referral**" section of their account. They will see the screenshot below appear.

**REFERRAL PROGRAM**

**SPONSOR MY FRIENDS** **PENDING FRIENDS** **FRIENDS I SPONSORED**

**Get a discount of 5,00 € for you and your friends by recommending this Website.**  
It's quick and it's easy. Just fill in the first name, last name, and e-mail address(es) of your friend(s) in the fields below. When one of them makes at least 1 order, he or she will receive a 5,00 € voucher and you will receive your own voucher worth 5,00 €.

	Last name	First name	E-mail
1	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Important: Your friends' e-mail addresses will only be used in the referral program. They will never be used for other purposes.**

☐ I have read the conditions of the referral program and accept them in their entirety. I also agree to have my friend reminded again in two weeks (if he or she still has not made a purchase on conditions). [Read conditions.](#)

Preview [the default e-mail](#) that will be sent to your(s) friend(s).

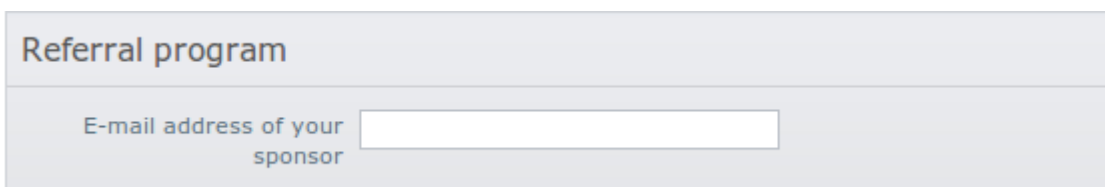
**Validate**

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.

The referral tool displays to customers 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 then submit an order.

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

When subscribing, the referees must indicate the email address of the person who referred them so that they may benefit from the discount. See the screenshot below.

A light gray rectangular box with a title bar at the top. The title bar contains the text "Referral program" in a dark font. Below the title bar, the text "E-mail address of your sponsor" is displayed in a smaller, lighter font. To the right of this text is a white rectangular input field.

Referral program

E-mail address of your sponsor

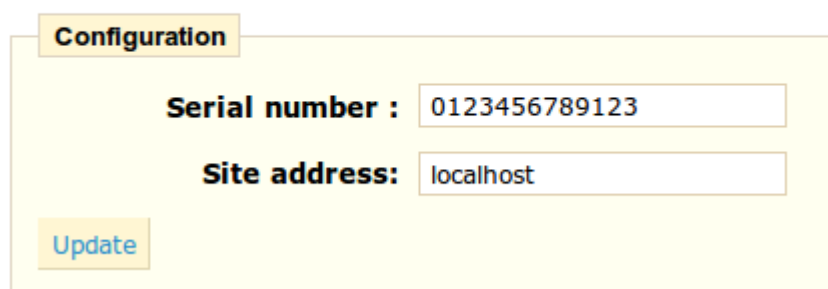
Once they have signed up, they can use their discount voucher by going to the “**My Vouchers**” section of their account or by checking their email (where the discount voucher was automatically sent). The voucher is valid for one year. See the screenshot below.

### **ReversoForm**

This module allows your customers to quickly and easily fill in their contact information. Your customers only need to fill in their phone numbers, and then their name, address, zip code, and city will be filled in automatically. This saves your customers time, thus removing the reluctance they may have to create an account. To enable this module just click on “**Install**” then “**Configure**”. You are asked for your ReversoForm account number (you can get it from the site: <http://www.reversoform.com/> and the address of your shop. Once completed click on “**Update**” to save the settings. Your customers will see a field appear asking for their phone number.

#### Reverso account configuration

You don't have ReversoForm account yet? [Register now!](#)

A light yellow rectangular box with a title bar at the top. The title bar contains the text "Configuration" in a dark font. Below the title bar, the text "Serial number :" is displayed in a bold font. To the right of this text is a white rectangular input field containing the text "0123456789123". Below this, the text "Site address:" is displayed in a bold font. To the right of this text is a white rectangular input field containing the text "localhost". At the bottom left of the box is a yellow button with the text "Update" in a blue font.

Configuration

**Serial number :**


**Site address:**

[Update](#)


## SMS TM4b

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

### SMS Tm4b

 **Information**

**Send test SMS:**    
ex: 33642424242

 **Settings**

**Username:**

**Password:**

**Relay:**

**SMS sender's phone #**   
ex: 33642424242

**Mode:** ☐ Simulation ☒ Production

**Alerts on new order:** ☐ Yes  
Send SMS if a new order is made

**Alerts on product quantity:** ☐ Yes  
Send SMS if the stock of product is updated

**Daily report:** ☐ Yes  
Send a daily stats report - You must set a CRON to /modules/tm4b/cron.php

**SMS receiver's phone #**   
ex: 33642424242

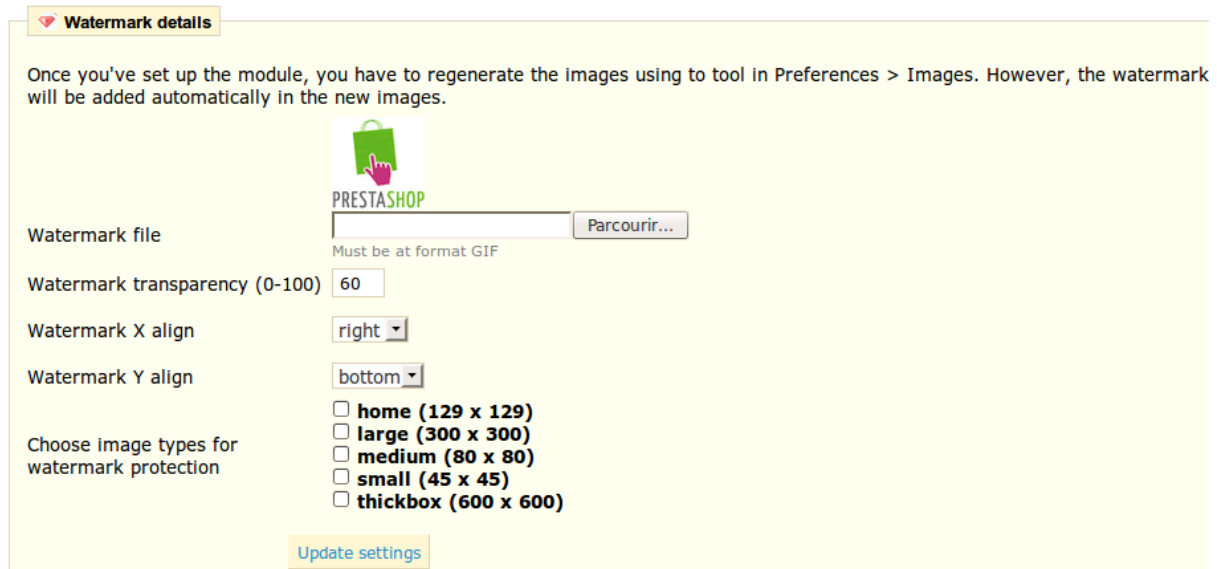
All information that you must enter into the various fields will be provided when you register on the site: <http://www.tm4b.com/>

Choose what information you want to receive by text/SMS. For you to receive the report set a CRON job in your shop by adding the address [www.myshop.com/modules/tm4b/cron.php](http://www.myshop.com/modules/tm4b/cron.php).

## Watermark


This module, allows you to add a watermark to images in your store. This limits their diffusion on the internet. In order to use this module, click on “**install**” then “**configure**,” bringing you to the following form.

### Watermark



**Watermark details**

Once you've set up the module, you have to regenerate the images using to tool in Preferences > Images. However, the watermark will be added automatically in the new images.



Watermark file    
Must be at format GIF

Watermark transparency (0-100)

Watermark X align

Watermark Y align

Choose image types for watermark protection

- ☐ home (129 x 129)
- ☐ large (300 x 300)
- ☐ medium (80 x 80)
- ☐ small (45 x 45)
- ☐ thickbox (600 x 600)

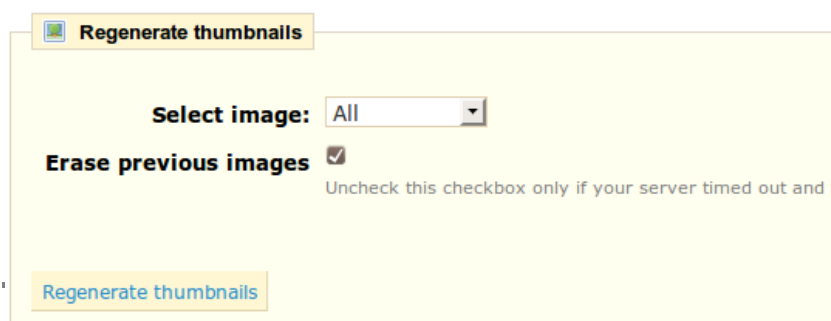
This is the watermarks configuration page. First select the image (the ‘watermark’) that you want to apply to images (the image must be in GIF format). Then select the watermark transparency value (100 amounts to a non-transparent image). Select where your watermark should appear on each of your images. The X alignment corresponds to the horizontal axis. The drop-down menu proposes three options:

- o Left
- o Medium
- o Right

• Then select the Y alignment (vertical alignment), and choose from the three options:

- o Top
- o Middle
- o Bottom

Combine the two axis to choose where to place your watermark. Then select what type of image it is being applied to. Once you have configured the module to your convenience click on "**Save**." At this stage the configuration is completed but the watermarks are not yet implemented. Go to the "**Preferences**" tab, then under the "**Images**". Click "**regenerate thumbnails**" as shown in the screenshot below.






















































**Regenerate thumbnails**

Select image:

Erase previous images ☒  
Uncheck this checkbox only if your server timed out and

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

Blocks - 23 modules				
 <b>Block advertising v0.1</b> Adds a block to display an advertising	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Top seller block v1.1</b> Add a block displaying the shop's top sellers		✓	<a href="#">Uninstall</a>	
 <b>Cart block v1.2</b> Adds a block containing the customer's shopping cart	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Categories block v1.0</b> Adds a block featuring product categories	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Currency block v0.1</b> Adds a block for selecting a currency		✓	<a href="#">Uninstall</a>	
 <b>Info block v1.1</b> Adds a block with several information links	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Language block v0.1</b> Adds a block for selecting a language		✓	<a href="#">Uninstall</a>	
 <b>Link block v1.4</b> Adds a block with additional links			<a href="#">Install</a>	
 <b>Manufacturers block v1.0</b> Displays a block of manufacturers/brands	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>My Account block v1.2</b> Displays a block with links relative to user account		✓	<a href="#">Uninstall</a>	
 <b>New products block v0.9</b> Displays a block featuring newly added products	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Newsletter block v1.4</b> Adds a block for newsletter subscription			<a href="#">Install</a>	
 <b>Block payment logo v0.2</b> Adds a block to display all payment logo	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Permanent links block v0.1</b> Adds a block that displays permanent links such as sitemap, contact, etc.		✓	<a href="#">Uninstall</a>	
 <b>RSS feed block v1.0</b> Adds a block displaying an RSS feed			<a href="#">Install</a>	
 <b>Quick Search block v1.0</b> Adds a block with a quick search field		✓	<a href="#">Uninstall</a>	
 <b>Specials block v0.8</b> Adds a block with current product Specials		✓	<a href="#">Uninstall</a>	
 <b>Suppliers block v1.0</b> Add a block displaying suppliers			<a href="#">Install</a>	
 <b>Tags block v1.0</b> Adds a block containing a tag cloud	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>User info block v0.1</b> Adds a block that displays information about the customer		✓	<a href="#">Uninstall</a>	
 <b>Footer links block v0.1</b> Displays miscellaneous links (generally in footer)	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Viewed products block v0.9</b> Adds a block displaying last-viewed products	>> Configure	✓	<a href="#">Uninstall</a>	
 <b>Wishlist block v0.2</b> Adds a block containing the customer's wishlists			<a href="#">Install</a>	

## Blocks

The Blocks section of the module list in the Back Office contains 23 modules. We will describe here the utility of each one of them.

Each module concerns specific areas of your store.

### Block Advertising

- It will display on the front office of your store an image of your choice. Clicking on **"configure"** you can load the image of your choice, or indicate the image URL. Validate and image will appear as follows. (screenshots)



### Top Sellers



- The "Top Sellers" shows your visitors the best sales of your store. It shows up on the front office as follows (see screenshot adjoined). When your customer clicks on "all bestsellers" a page will appear displaying these products.

### Cart Block



Displays the products that your customers added to their basket. They can then see their basket to change the amount of product they're ordering, or delete or add a coupon. The block is presented as follows. By clicking on **"Shopping Cart"**, they see the **"Summary Order"** of all products added to their basket and their quantity.

## Ordering Process

Discover the PrestaShop ordering process. The first page is presented under **"Summary"**.

- Indication of the last item added to your basket.
- Summary of the contents of the order. Your customers can change the amount of products added. The total price of the order is then recalculated.
- Your clients can complete the "coupons" field with the code you provided.

- If the **"loyalty program"** module is activated, the number of points will be

**SHOPPING CART SUMMARY**

Summary Login Address Shipping Payment

**Last added product**

iPod Nano  
Color : Black, Disk space : 16Go

Your shopping cart contains 1 product

Product	Description	Ref.	Avail.	Unit price	Qty	Total
	iPod Nano Color : Black, Disk space : 16Go	--		158,07 €	1	158,07 €
<b>Total products (tax incl.):</b>						<b>158,07 €</b>
Total shipping (tax incl.):						7,00 €
<b>Total (tax excl.):</b>						<b>165,07 €</b>
Total tax:						0,00 €
<b>Total (tax incl.):</b>						<b>165,07 €</b>
Remaining amount to be added to your cart in order to obtain free shipping:						141,93 €

**Vouchers** Code:  **Add**

By check out this shopping cart you can collect up to **15 loyalty points** that can be converted into a voucher of 3,00 €.

**« Continue shopping** **Next »**

displayed and the value of the coupon that the customer can earn.

- At the bottom of the basket the customer's shipping information will be displayed.

## Log-In

If the store doesn't automatically identify your customer, he will be asked to log-in or to create an account. To create an account, he will be taken to a sign-up form to fill out.

## Address

You will then be presented with the delivery address and billing address registered by your customer. Update this information by clicking on **"Update."** Your client may, if they wish, add a new address by clicking on **"Add a new address."** The following form is then presented.

**ADDRESSES**

Summary Login **Address** Shipping Payment

Choose a delivery address: Mon adresse

☒ Use the same address for billing.

Your delivery address	Your billing address
<b>My Company</b> <b>John DOE</b> 16, Main street 2nd floor 75000 Paris France <a href="#">» Update</a>	<b>My Company</b> <b>John DOE</b> 16, Main street 2nd floor 75000 Paris France <a href="#">» Update</a>

**Add a new address**

If you want to leave us comment about your order, please write it below.

[« Previous](#) [Next »](#)

**YOUR ADDRESSES**

To add a new address, please fill out the form below.

**New address**

Company

First name John \*

Last name DOE \*

Address \*

Address (2)

Postal code / Zip code \*

City \*

Country France \*

Additional information

Home phone

Mobile phone

Assign an address title for future reference \*

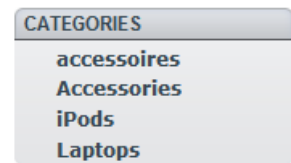
**Save**

Your customer must complete all fields and enter a title for this new address in the last field.

After the verification step, the customer can add a comment for the shop, which will be saved by clicking the **"Next"** button. Your customer can then choose the means of transport for their shipments.

### Categories Block

This feature allows you to display a list of your product categories on your site. To create the categories, consult the section Managing Categories on page 17.



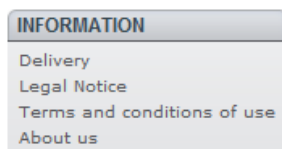
### Currency Block



This feature allows your customers to choose which currency will appear in price displays, as well as how the customers will pay for their orders. The block appears in standard currency in the header (top part) of your store (see picture adjointed). To add or configure the currencies go to the "payment / currency" section.

### Info Block

This block allows you to display, at the bottom of the page, links to pages of information such as legal information, a contact page, etc. To configure the pages you want to display, click on "**Configure**," and the adjointed screenshot will be displayed. Select the pages you want, then confirm by clicking "**Update**." They will appear in the format below.




**Selected files displayed**

Please check files that will be displayed in this module.

<input type="checkbox"/>	ID	Name
<input checked="" type="checkbox"/>	1	Delivery
<input checked="" type="checkbox"/>	2	Legal Notice
<input checked="" type="checkbox"/>	3	Terms and conditions of use
<input checked="" type="checkbox"/>	4	About us
<input type="checkbox"/>	5	Secure payment

[Update](#)

### Language Block

Choose the languages that you want your store to appear in with the "**Language Block**" model. The languages will appear on your store in the following manner:  . If you don't want them to appear then uninstall this block.



## Link Block


With this module you can add links to the sites you want, or to pages of your store. Click "**Install**" then "**configure**" to add links to this block. The page below, divided into three sections, will appear.

The first section, "**Add a new link**," allows you to specify the link name and URL. Enter a link following the form `http://www.mystore.com`. Click "**Add this link**."

The second section, "**Block title**," is where you add a site name, as well as a URL, to which visitors will be redirected.

### Link block

**Add a new link**


**Text:**  \* 

**URL:**

**Open in a new window:** ☐

[Add this link](#) [Edit this link](#)

**Block title**

**Block title:**  \* 

**Block URL:**

[Update](#)

**Settings**

**Order list:**

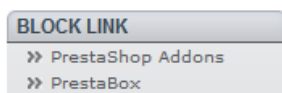
[Update](#)

Standard links block links ranked in order of update. If you want the oldest first, select the drop down menu "first link".

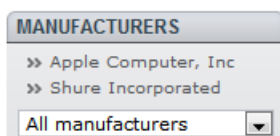
By default the links are ordered according by most recent update. If you want to change this setting, select instead "by oldest link" from the drop-down menu to place the oldest links first.

At the bottom of the page, you will find all of the link that you have entered. If you would like to modify the links, click the Edit button, or to delete a link, click the red cross.

Once the changes are made, the results will appear on your site.



## *Manufactures Block*

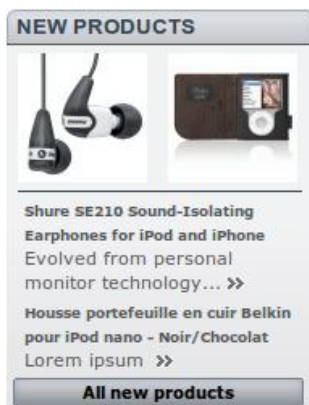
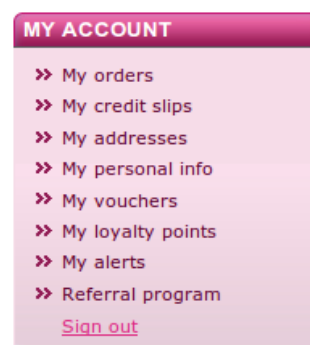


You can display your manufacturers directly on your shop with this block. Click "**Install**" and "**Configure**". Two options are possible: display the list with only a certain number of items to display, or display the list with a drop-down menu. Once set up, it will appear on your store as shown in

the adjoining screenshots. When a customer clicks on a link he will be redirected to a page showing all of the manufacturer's products.

## *My Account Block*

Each client must be able to view all of their account data. Here they will find a summary of previously made orders, package tracking, product returns, their addresses (if more than one), coupons etc. Once the client is connected he will see a panel shown in the manner displayed in the adjoining screenshot.



## *New Products Block*

This block presents recently added products and quickly make them visible. With this option you can create traffic for your new products. You can set the number of visible links by configuring this module.

## Newsletter Block

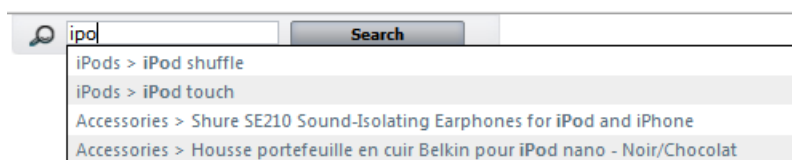
This block invites your store's visitors to enter their email address to be included in the newsletter. You can, in the configuration, set several options. For example: 'Send a confirmation email after registration', or 'send a discount code for each entry.'

## RSS Feed Block

The RSS feed allows your visitors to stay informed about news from a site that you specify in the field provided in the module configuration. **Please do not put your website address in this field- it could create an error.** 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.

## Quick search block

This block installs a search field in your store. It is enabled by default, and you should leave it enabled to ease visitor navigation. The search block can display results from the first letters of search.



## Promotions block

This block displays the products on sale. This will attract the attention of your customers interested in reduced rates.

## Tags Block

This block can slightly improve your store's SEO and make visible the most important words of your shop. Indicate in the module's configuration how many keywords should appear. They will then show up in a block.

## Footer links block

**Selected files displayed**

Please check files that will be displayed in this module.

<input type="checkbox"/>	ID	Name
<input type="checkbox"/>	1	Delivery
<input type="checkbox"/>	2	Legal Notice
<input checked="" type="checkbox"/>	3	Terms and conditions of use
<input checked="" type="checkbox"/>	4	About us
<input type="checkbox"/>	5	Secure payment

[Update](#)

This module will display in the footer of your store links to articles previously created in the CMS tool.

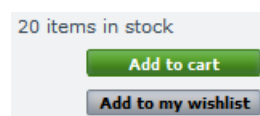
The Module will contain pages that already exist in the CMS function. Once you've selected the pages, click "**Update**." Links to these pages will appear directly at the bottom of all your site's pages.

## Viewed Products Block

This block displays the latest products that each customer has consulted. You can set the number of products shown by completing the “**products displayed**” field.

## Wishlist block

With this module your customers can save a wish list that can be sent to many people. Once the module is enabled, the product page will have a new button, “**Add to my list.**” By clicking the button and logging in, you client can add the products to his list. He can always review its contents by going directly into the “**My Wishlist**” section of his account.



## Module Position

The “**Positions**” tab in the modules section lets you change the order of the blocks within your store.


Payment - 3 modules			
1	▼	Cheque v2.3 Module for accepting payments by cheque	
2	▲▼	Bank Wire v0.5 Accept payments by bank wire	
3	▲	PayPal v1.7 Accepts payments by PayPal	
Right column blocks - 4 modules			
1	▼	Cart block v1.2 Adds a block containing the customer's shopping cart	
2	▲▼	New products block v0.9 Displays a block featuring newly added products	
3	▲▼	Top seller block v1.1 Add a block displaying the shop's top sellers	
4	▲	Specials block v0.8 Adds a block with current product Specials	
Left column blocks - 10 modules			
1	▼	My Account block v1.2 Displays a block with links relative to user account	
2	▲▼	Tags block v1.0 Adds a block containing a tag cloud	

Let's take for example the Payment Methods Module. In this example, the order presented to the client is Cheque, Bank Wire, PayPal, COD, and is shown as such:


**CHOOSE YOUR PAYMENT METHOD**

[Summary](#) [Login](#) [Address](#) [Shipping](#) **Payment**


Please choose the payment method you want to use to pay the amount of **197,42 €** (tax incl.)




Pay by cheque (order process will be longer)



Pay by bank wire (order process will be longer)



Pay with PayPal



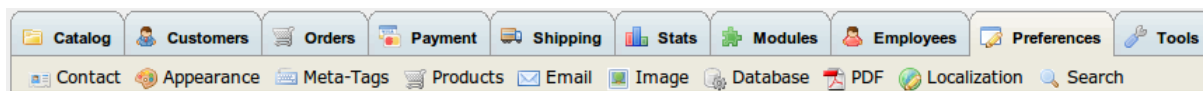
Pay with cash on delivery (COD)  
You pay for the merchandise upon delivery

[« Previous](#)

If you modify the order of the modules in the **“Positions”** tab, their order will be modified in your store front as well. This feature works with all modules installed.

# Preferences

The preferences tab lets you configure and fine-tune some of your store's details. We will now look over all of the functions in this section.



## General

Clicking on preferences will take you directly to your store's general settings.

**General**

**PS directory:**   
Name of the PrestaShop directory on your Web server, bracketed by forward slashes (e.g., /shop/)

**Enable Shop:** ☒ Yes ☐ No  
Activate or deactivate your shop. Deactivate your shop while you perform maintenance on it

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

**Enable SSL:** ☒ Yes ☐ No  
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

**Friendly URL:** ☒ Yes ☐ No  
Enable only if your server allows URL rewriting (recommended)

If you turn on this feature, you must generate a .htaccess file

- Name of the directory where you installed PrestaShop on your ftp server.
- Choose to make your shop active after you have made changes.
- The maintenance IP allows people to access the store even if it is disabled. If you want to add more IP addresses separate them with commas ", ". To find out your IP address, log in to: <http://www.mon-ip.com/>
- Friendly URL can improve the SEO of your store. Please check that your host server is compatible with this feature.

To activate the Friendly URL feature, check the "Yes" button, then click the link to **"generate a .Htaccess file"** located in the insert. You then arrive at the page below.

#### Htaccess file generation

**Warning:** this tool can ONLY be used if you are hosted by an Apache web server. Please ask your webhost.

This tool will automatically generate a ".htaccess" file that will grant you the possibility to do URL rewriting and to catch 404 errors.

If you do not have the "Friendly URL" enabled when generating the ".htaccess" file, such feature won't be available.

**Generate your ".htaccess" file by clicking on the following button:**

[Generate .htaccess file](#)

This will erase your **old** .htaccess file!

- If the .Htaccess file is not created on your server, a message will alert you that the file does not exist. As a result you can not give it content nor generate friendly URLs. To create a .Htaccess, open your Windows notepad, save a blank file as ".Htaccess," then insert this file in the root of your store. Then click "Generate. Htaccess file."

Once activated, the URL of your pages will change from a structure like this:

[http://www.maboutique.com/product.php?id\\_product=2](http://www.maboutique.com/product.php?id_product=2)

to this:

<http://www.maboutique.com/musique-ipods/2-ipod-shuffle.html>

Remember that the .Htaccess file contains rules for rewriting simplified URLs. This is a text file named .Htaccess. If this file does not exist before starting the .Htaccess file generation, processing will not take place. Processing .Htaccess file generation consists only of adding content to an .htaccess file that already exists.

**Back Office help boxes:** ☒ Yes ☐ No  
 Enable yellow help boxes which are displayed under form fields in the Back Office

**Terms of service:** ☒ Yes ☐ No  
 Require customers to accept or decline terms of service before processing the order

**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

**Cart re-display at login:** ☒ Yes ☐ No  
 After customer logs in, recall and display contents of his/her last shopping cart

**Round mode:**   
 You can choose the rounding of prices, rounding always superior, inferior or classical rounding.

**Automatically check updates to modules:** ☒ Yes ☐ No  
 New modules and updates are displayed on the modules page

**Timezone:**

**v1.1 theme compatibility:** ☒ Yes ☐ No  
 My shop use a PrestaShop v1.1 theme (SSL will generate warnings in customer browser)

- Enable this feature to display help information.
- With this function your customers have to accept your terms of service to complete an order.
- Select this function to provide gift wrapping to your customers.
- Indicate the extra price that customers will pay for your gift wrapping.
- Select the tax to be applied to gift-wrapping.
- Offer recycled packaging.
- By enabling this feature your customer will find his shopping cart as he left during his last visit.
- Choose how to round your prices.
- Enable verification of new modules that you have in your back office (leave default to Yes).
- Select your time zone.
- Ensure your shop's compatibility with themes v. 1.1.


Once you have finished making your selections, click "**Save**" to save them.

We are now going to study all of the features of the "**General**" section of the Preferences Tab.



## Contact

It is useful for customers to know your store's location. To do this, simply go to the tab labeled **"Contact"** in the Preferences section. The set of fields to fill out are listed below. The information filled out appears at different locations in your store, such as emails sent from your store as well as on the invoices. Once the information is completed click **"Save"** to confirm.

 **Contact details**

**Shop name:**  \*

Displayed in e-mails and page titles

**Shop e-mail:**  \*

Displayed in e-mails sent to customers

**Registration:**

Shop registration information (e.g., SIRET or RCS)

**Shop address:**

**Post/Zip code:**

**City:**

**State (if applicable):**

**Country:**

**Phone:**

**Fax:**


Here is an example of the bottom of an invoice. The location information saved in this section appears automatically at the bottom of this invoice.


An electronic version of this invoice is available in your account. To access it, log in to the MyShop website using your e-mail address and password (which you created while placing your first order).


MYSHOP - Headquarters: 6 street Lacedepede 75005 Paris France

## Appearance

You can personalize your shop's appearance with the "Appearance" tab.


 **Appearance**

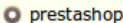

**Header logo:**   
   
Will appear on page and e-mail headers

**Favicon:**    
 The favicon used by your shop

**Navigation pipe:**   
Used for navigation path inside categories/product

- Click "Browse" to load an image from your computer. The favicon is a small image that appears in the address bar of your browser and helps your customers find your store more easily amongst their list of favorites.

 **Themes**

- This section displays all the themes available on your server. Select the theme that will be active on your shop by clicking the circular button and then confirm by clicking "Save."

 **Live from PrestaStore!**

  
Pause café ☐

  
dégradé de ble ☐

  
Pinkie ☐

  
vert ☐

  
SmartShop Violet ☐

  
SmartShop Vert ☐

- Personalize your shop easily with different themes available. You can find various themes directly at:  
<http://addons.prestashop.com/fr/3-themes-prestashop>

## Product Configuration

The "Products" tab helps you configure how items are handled in your shop.

**Products**

**Allow ordering out-of-stock product:** ☒ Yes ☒ No \*  
Add to cart button is hidden when product is unavailable

**Enable stock management:** ☒ Yes ☒ No \*

**Display available quantities on product page:** ☒ Yes ☒ No \*

**Enable JqZoom instead of Thickbox on product page:** ☒ Yes ☒ No \*

**Display unavailable product attributes on product page:** ☒ Yes ☒ No \*

**Minimum purchase total required in order to validate order:**  € (tax excl.)  
Set to 0 to disable this feature

**Display last quantities when qty is lower than:**  \*  
Set to 0 to disable this feature

**Number of days during which the product is:**

### Allow ordering out-of-stock products.

You can choose to accept or refuse to take orders when you run out of stock of a product. If the feature is activated, your customers can pay and confirm their orders.

**Enable stock management.** By default you should leave this feature enabled. This affects the entire inventory management of your store, such as the management according to status, etc.

**Display quantity on product page.** By enabling this feature your visitors can see the quantities of each object 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 attributes and combination selected.

### Enable JqZoom instead of Thickbox on product page.

When you activate this feature a zoom will appear whenever a mouse is scrolled over a photo's image on your store. You can configure the zoom size by modifying the image value in the "Image" tab.

Display Unavailable Product Attributes on Product Page.

Your product can be composed of many different combinations or attributes.

Go to the "Configure Attributes" section on page 28 to understand attributes and combinations. When one or several of them are not available, you have several possibilities:

Disk space :

Color :

Availability: This product is no longer in stock with those attributes but is available with others

[Notify me when available](#)

- First possibility: Leave the feature "**display unavailable product attributes on product page**" active.

Example: The product "iPod Shuffle" is no longer available in "Blue" in our store.

By activating the feature, the product's variety will remain visible in the shop. See screenshot below. A message indicates that the product is no longer available in the chosen option and invites customers to choose another variation.

289,00 € tax incl.

Disk space : 8Go

Quantity : 1

50 items in stock

Add to cart

Add to my wishlist

- Second possibility: Disabling “**display unavailable product attributes on product page.**” If the “blue” variety of the product “Ipod Shuffle” is no longer available, the product is not displayed the front office and the customer can not select it.

This feature clearly displays the availability of your products.

### Minimum purchase total required in order to validate order.

Indicate 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 can not complete their purchase. If you do not want to activate this feature, enter "0" in the field.

### Display last quantities when qty is lower than:

Quantity : 1

Availability: In stock

1 item in stock

**Warning: Last Items in stock!**

Add to cart

You can display an alert when a stock of your products gets low. This option is particularly useful for promoting purchases. To configure this feature enter the field value at which an alert message should appear on the store front of your store.

### Number of days during which the product is considered "new."

When you add a product in your store it is considered new and it is reported back through the 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 store’s news. This page is usually accessed by your loyal customers.

Number of days during which the product is considered 'new': 20

### Re-direction after adding product to cart

When a product is added to the shopping cart and the AJAX version of the cart mode is disabled, the client can be directed to the shopping cart summary or stay in the current page.

### Products per page

Indicate how many products are displayed on the pages of your categories.

## Default order by

Indicate the order of default products in your store's categories. Example: In our shop's "Ipod" category, we can present the Ipods in our desired order.

6 choices are available:

- product name. Displays a list of your products based on the first letter of the product.
- Product Price. Displays your products according to their price.
- 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 store using the position arrows. This way you have your product in the most attractive fashion for your customers.
- Manufacturer. Displays your products in order of the first letter of the Manufacturer.
- Project Modified Date. When you edit your products the modification date is changed. They will appear in order of the modification date.

These options can be sorted by ascending or descending order.

ID	Photo	Name	Reference	Base price	Final price	Quantity	Position	Displayed	Actions
--	--							--	--
1		iPod Nano		124,58 €	179,00 €	800	▼	✗	 ✗ +
2		iPod shuffle		66,05 €	69,00 €	100	▼▲	✓	 ✗ +
6		MacBook		1 170,57 €	1 400,00 €	0	▼▲	✓	 ✗ +


## 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 (width is then recalculated to maintain the same height to width ratio as in the file of origin). You could also choose 'width,' so the image fills the width of the frame (the height is then recalculated to maintain the same proportion), or finally choose 'auto,' the automatic mode, where the width and height are then calculated to maximize the space it can occupy in the frame.

## Email

Under the "Email" tab in Preferences, you can configure to send emails from your shop. However, we advise that you consult your web host before modifying this feature.

Once he orders (see picture below), the client can leave a message. He can choose whom to send it to by selecting from the drop-down menu.

 **E-mail**

**Send e-mail to:** Customer service ▼  
When customers send message 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

Your shop sends many messages throughout all the steps of registration or placing an order. Here you 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. In this case additional fields appear. See screenshot below.



The screenshot shows a configuration form for SMTP settings on a light yellow background. It contains five fields with labels and placeholder text:

- SMTP server:** A text input field with placeholder text "IP or server name (e.g., smtp.mydomain.com)".
- SMTP user:** A text input field with placeholder text "Leave blank if not applicable".
- SMTP password:** A text input field with placeholder text "Leave blank if not applicable".
- Encryption:** A dropdown menu currently showing "None" with a small downward arrow. Below it is the text "Use an encrypt protocol".
- Port:** A text input field with placeholder text "Number of port to use".

Once you have configured emails using one of the two methods, enter your email address in the field labeled **"Test your email configuration"** then click **"Send a email test at."** Now check the inbox of the address provided to verify that you received the test mail. If you have not received it, please modify your configuration. 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 email service offered by Google), enter the following information:

SMTP server: smtp.gmail.com  
User: user.name @ gmail.com  
Password: RT22UE87 (Example)  
Encryption: SSL  
Port: 465

## Images

The “image” subtab is where you configure the characteristics of your store’s images. In this section you can change the size of images displayed on your store.

 Add new

You can configure the size of your store’s images, photos of your products, etc.

Page 1 / 1 | Display  / 8 result(s) Reset Filter

<input type="checkbox"/>	ID	Name	Width	Height	Actions
--	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	--
<input type="checkbox"/>	1	small	45 px	45 px	
<input type="checkbox"/>	2	medium	80 px	80 px	
<input type="checkbox"/>	3	large	300 px	300 px	
<input type="checkbox"/>	4	thickbox	600 px	600 px	
<input type="checkbox"/>	5	category	500 px	150 px	
<input type="checkbox"/>	6	home	129 px	129 px	
<input type="checkbox"/>	7	large_scene	556 px	200 px	
<input type="checkbox"/>	8	thumb_scene	161 px	58 px	

Delete selection

Here is the list of predefined sizes, as well as the sizes that you have created via the “Add new” button (see the form below).

### Regenerate thumbnails

Regenerates thumbnails for all existing product images.

Please be patient, as this can take several minutes  
Be careful! Manually generated thumbnails will be erased by automatically generated thumbnails.

**Regenerate thumbnails**


Select image:

Erase previous images ☒  
Uncheck this checkbox only if your server timed out and you need to resume the regeneration.

Regenerate thumbnails

The ‘Regenerate thumbnails’ section updates the sizes of your images in the case that you have modified the preexisting settingd or the predefined sizes.



Creating a format:



 **Images**



**Type name:**  \*  
Letters 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 applied to 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 applied to suppliers images

**Scenes:** ☐  ☒   
This type will be applied to scenes in

\* Required field

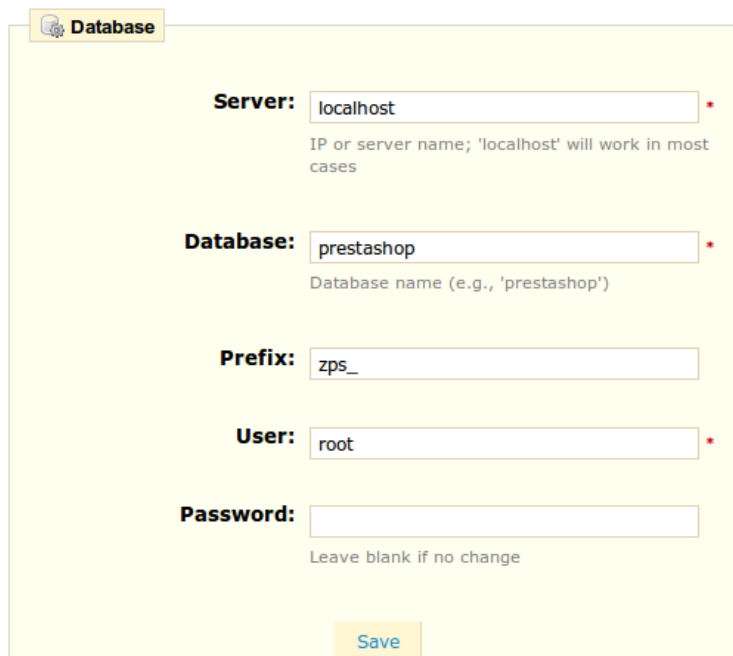
Make sure to enter the image width and height in pixels.

Decide into which categories this image format will apply.



## Database

You can change your store's database settings if you need to change your database server, or if you change the configuration access to your database. However, before making any changes, be careful and do all necessary checks, or ask your host. These changes are required only if you changed your database settings at your server level.



The screenshot shows the 'Database' configuration page. It has a yellow background and a title bar with a database icon and the word 'Database'. There are five input fields: 'Server' with 'localhost', 'Database' with 'prestashop', 'Prefix' with 'zps\_', 'User' with 'root', and 'Password' which is empty. Each field has a red asterisk to its right. Below the 'Server' field is the text 'IP or server name; 'localhost' will work in most cases'. Below the 'Database' field is 'Database name (e.g., 'prestashop')'. Below the 'Password' field is 'Leave blank if no change'. A 'Save' button is at the bottom right.

**Server:** localhost \*

IP or server name; 'localhost' will work in most cases

**Database:** prestashop \*

Database name (e.g., 'prestashop')

**Prefix:** zps\_

**User:** root \*

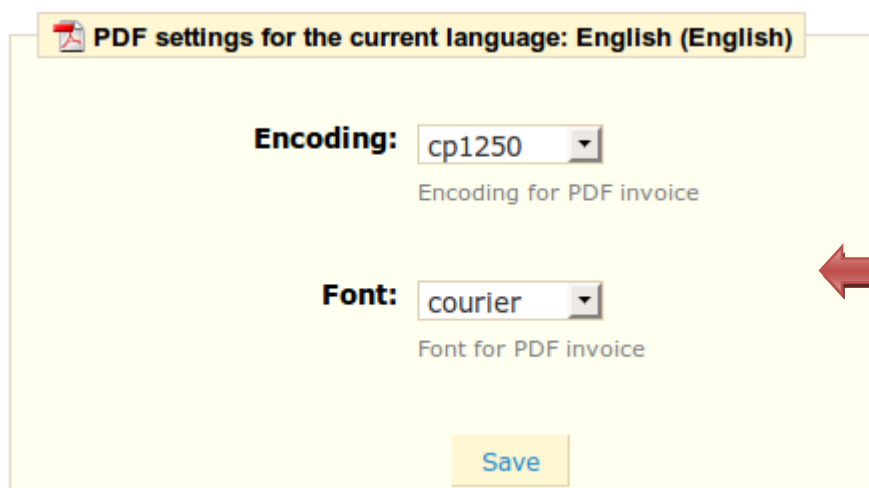
**Password:**

Leave blank if no change

Save

## PDF Settings

In the "PDF" tab you can modify the encoding and the fonts on all PrestaShop PDF documents.



The screenshot shows the 'PDF settings for the current language: English (English)' page. It has a yellow background and a title bar with a PDF icon and the text 'PDF settings for the current language: English (English)'. There are two dropdown menus: 'Encoding' with 'cp1250' and 'Font' with 'courier'. Below each dropdown is a description: 'Encoding for PDF invoice' and 'Font for PDF invoice'. A 'Save' button is at the bottom right.


**Encoding:** cp1250

Encoding for PDF invoice

**Font:** courier

Font for PDF invoice

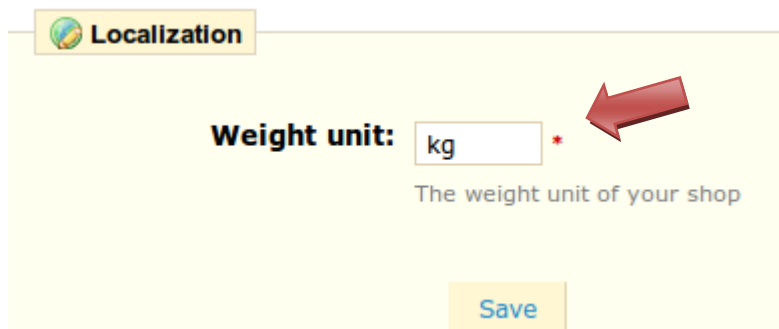
Save



Choose the encoding and the font from the drop-down menu. The coding influences the quality of the document.

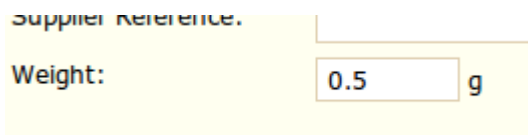
## Location

Under the sub tab "**Localization**" you can choose a weight unit for your products.



The screenshot shows the 'Localization' tab in the PrestaShop back office. It features a 'Weight unit:' label followed by a text input field containing 'kg'. A red arrow points to the input field. Below the input field is the text 'The weight unit of your shop'. At the bottom right is a 'Save' button.

Enter the symbol of the unit of weight of your choice (kg, g ...) and click "**Save.**"  
This will directly modify the product page's "**Weight**" field, as shown in the screenshot below.



The screenshot shows a portion of a product page. It includes a 'Supplier Reference' field and a 'Weight:' label followed by a text input field containing '0.5' and a 'g' unit selector.

## Search

### Indexation

Indexed products: 8 / 8.

- > **Add missing products to index.**
- > **Re-build entire index.**

You can set a cron job that will re-build your index using the following URL:  
<http://localhost/prestashop13/admin234/searchcron.php?full=1&token=9QCEB1u1>.

### Search

**Ajax search** ☒ Yes ☐ No

Enable the ajax search for your visitors.

**Minimum word length**

Only words from this size will be indexed.

**Blacklisted words**



Please enter the words separated by a "|".

**Product name weight**

**Reference weight**

**Short description weight**

**Description weight**

**Category weight**

**Manufacturer weight**

**Tags weight**

**Attributes weight**

**Features weight**

Save

The "**Search**" sub tab configures your shop's search function. Here are all the features.

### 1. Indexation

The indexing section provides information on the number of products that can be searched through your shop's search function and compare the number of products present in the database. If the value does not match the number of products you have in your store, you must select the option "**Add missing products to the index.**"

The following information permits you to configure the behavior of your shop's search function.

Enabling AJAX Research displays a list of results from the moment your customers type a few letters into the search bar, as seen below.

**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, the, of ..).

**Blacklisted words:** You can choose the terms that must not be found by your visitors. Enter them directly into the field separated by "|".

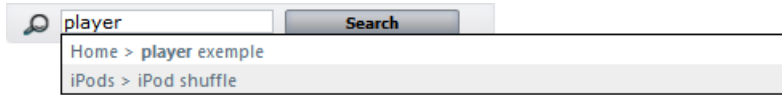
### Product Name Weight

PrestaShop lets you prioritize certain data when a search is performed on your shop. Here's an example to illustrate how this feature operates.

Consider the keyword search term "player". This term is associated with the product "iPod shuffle" in the test store, and is also the name of an example product that we created, called "Walkman example."

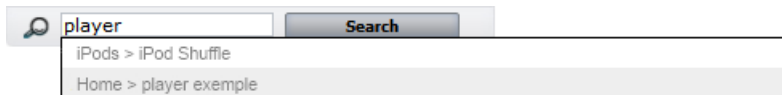
First case

We will show first the search results that has the word "player" in the name of the product. To do this we will assign to the "**Product Name weight**" field a value that is worth far more than others. In our case we are going to write 10 and place the value of field **Tags Weight** "at 1. We note therefore that the product with this term in its name that will appear first.



Second case.

We take the same term, "**Player**," but inverse the values in the fields. "**Product Name Weight**" thus gets a 1, and "**Tags Weight**" gets a 10.

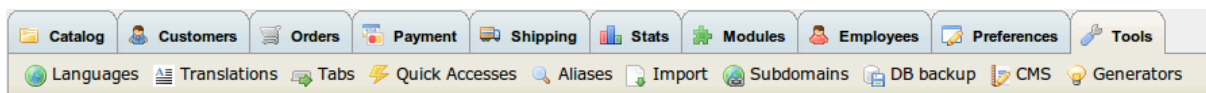


We find that the display order of results is reversed because we changed the weight of the various fields. Fine-tuning these settings will be more visible on a large catalog with many references.

When you make changes, please click on "**Save**" for the changes to take effect immediately.

# Tools

This tab configures other settings in your store.



## Languages

The “**Language**” tab manages the languages you'll see in your back office and your shop. When you click on this tab the page below is displayed.

Add new

Page 1 / 1 | Display 50 / 3 result(s) [Reset](#) [Filter](#)

<input type="checkbox"/>	ID	Logo	Name	ISO code	Enabled	Actions
<input type="checkbox"/>	--	--			--	--
<input type="checkbox"/>	1		English (English)	en		
<input type="checkbox"/>	2		Français (French)	fr		
<input type="checkbox"/>	3		Español (Spanish)	es		

[Delete selection](#)

## Languages options

Languages options

**Default language:** English (English)

The default language used in shop

[Save](#)

This screen displays the languages already installed on your shop.

In the “**language options**” section you can select which language will be displayed by default, both in back office and in the front office.

If you want to add a language to your store, click the “**Add New**” button located in this section. You then arrive at the form below.



## Translation exchange

### Import a language pack

Import data from file (language pack).  
If the name format is: isocode.zip (eg fr.zip) and the language corresponding to this package does not exist, it will automatically create. Be careful, as it will replace all existing data for the destination language! Browse your computer for the language file to be imported:

From:

### Export a language

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

English (English)  prestashop

### Copy

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

From: English (English)  prestashop  \*   
To: English (English)  prestashop

\* Language files (as indicated at Tools >> Languages >> Edition) must be complete to allow copying of translations

The “copy” function helps you copy translations from one language to another.




## Modify Translation

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

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

### Modify translations

Here you can modify translations for every text input on PrestaShop. First, select a section (such as Back Office or Modules), then click the flag representing the language you want to edit.

Front Office translations      
Front Office translations  
Back Office translations  
Error message translations  
Field name translations  
Module translations  
PDF translations

You then have 6 possibilities.

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

Once you have selected from the dropdown menu where you want to make changes, click the flag for the language you want to change.

Once this is done a page showing the translations of the selected item appears. See screenshot below.

#### Language : EN

Total expressions : **530**. Click the fieldset title to expand or close the fieldset..

Close all fieldsets

Update translations

404 - 6 expressions (6)		Many fields appear. To simplify your search, use the search function of your browser. On Windows use "Ctrl + F" Mac "Apple + F".  Change the word or phrase you want and click " <b>Update Translations</b> " at the bottom of page to save your settings.	
Page not available	=		<input type="text"/>
Error	=		<input type="text"/>
We're sorry, but the Web address you entered is no longer available	=		<input type="text"/>
To find a product, please type its name in the field below	=		<input type="text"/>
Search our product catalog:	=		<input type="text"/>
Home	=		<input type="text"/>

address - 21 expressions (21)		
Your addresses	=	<input type="text"/>
Modify the address	=	<input type="text"/>
To add a new address, please fill out the form below.	=	<input type="text"/>
Your address	=	<input type="text"/>
New address	=	<input type="text"/>
Company	=	<input type="text"/>


  

404 - 6 expressions (5)		
Page not available	=	<input type="text" value="The page is not available"/>
Error	=	<input type="text"/>
We're sorry, but the Web address you entered is no longer available	=	<input type="text"/>
To find a product, please type its name in the field	=	<input type="text"/>



### Export a language

PrestaShop lets you export your translations. You can also save your work so you can use it in another shop for example. To do this, go to "**Export a language**." See screenshot below.

 **Export a language**

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

English (English) ▾

prestashop ▾


Export

Select the language you want to export, as well as the theme, then click "**Export**". An important Gzip file format will become available for download. Be sure to save it on your computer.

When you want to import this file into a PrestaShop online store, please repeat the manipulations previously presented. See Languages on page 30.











































### Tabs

The tab section lets you customize the look of your PrestaShop Back Office by changing the tabs. You can change their icons, their names and their positions. When you click "**Tabs**", the page appears below.

 Add new

Page 1 / 2 ▸ ▹ | Display 50 ▾ / 66 result(s)

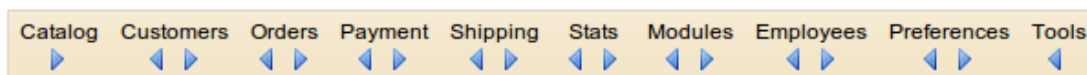
[Reset](#) [Filter](#)

<input type="checkbox"/>	ID ▼ ▲	Name ▼ ▲	Icon	Parent ▼ ▲	Module ▼ ▲	Actions
--	<input type="text"/>	<input type="text"/>	--	<input type="text"/>	<input type="text"/>	--
<input type="checkbox"/>	1	Catalog		--	--	 
<input type="checkbox"/>	2	Customers		--	--	 
<input type="checkbox"/>	3	Orders		--	--	 
<input type="checkbox"/>	4	Payment		--	--	 
<input type="checkbox"/>	5	Shipping		--	--	 
<input type="checkbox"/>	6	Stats		--	--	 
<input type="checkbox"/>	7	Modules		--	--	 
<input type="checkbox"/>	8	Preferences		--	--	 
<input type="checkbox"/>	9	Tools		--	--	 
<input type="checkbox"/>	10	Manufacturers		Catalog	--	 
<input type="checkbox"/>	11	Attributes and groups		Catalog	--	 
<input type="checkbox"/>	12	Addresses		Customers	--	 
<input type="checkbox"/>	13	Statuses		Orders	--	 
<input type="checkbox"/>	14	Vouchers		Payment	--	 

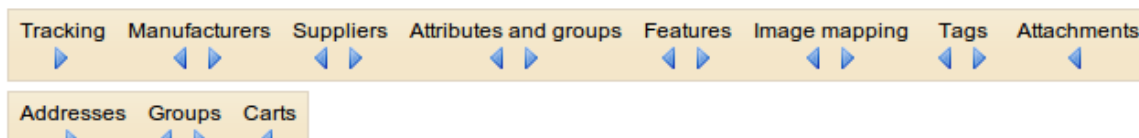
- This table lists all tabs available on your shop.

## Positions

### Level 1



### Level 2



- This section can manage the horizontal positioning of your tabs. Click on the left and right arrows to move your modules.

If you want to change the layout or appearance of a tab, locate the desired tab with the table. If you want to change the appearance and the layout of the "Carriers" sub-tab located in the "Shipping" category and make it appear in the "Orders" tab instead, you type "carriers" in the name field and you select the desired category "shipping" from the "Parent" drop-down menu as shown in the screenshot below.

<input type="checkbox"/>	ID	Name	Icon	Parent	Module	Actions
--			--	--		--
<input type="checkbox"/>	17	Carriers		Orders		

To apply a change, click the icon to the right of the line. The page below then appears.

**Tabs**

**Name:**  \*

**Class:**  \*

**Module:**

**Icon:**

Upload logo from your computer (.gif, .jpg, .jpeg or .png)

**Parent:**

This section allows you to make the changes you want to the tab. You can change the name, class, module to which it belongs, icon, and parent category.

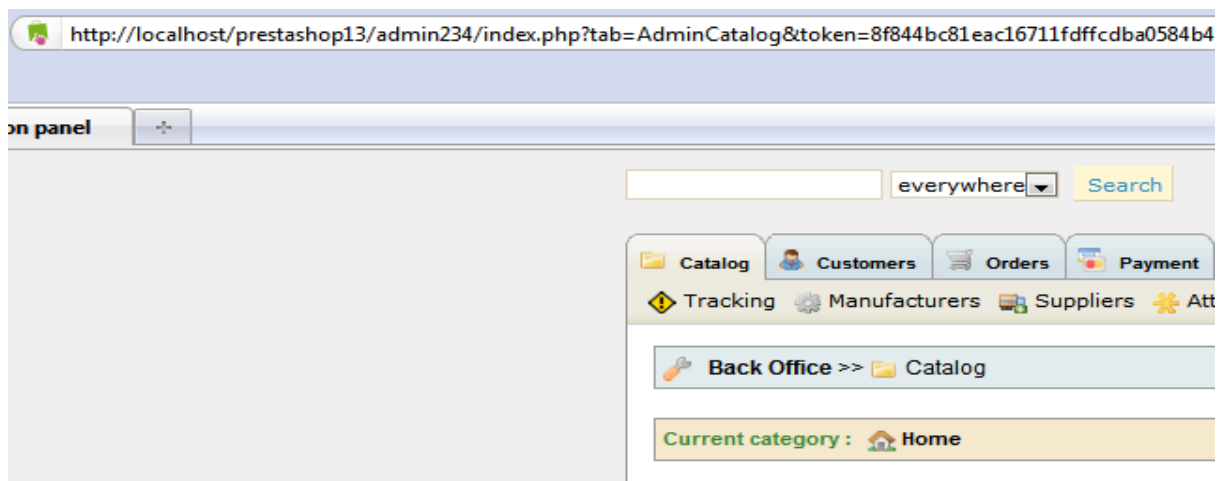
If you wish to change the position of a tab, simply click on the blue arrows to move the tab to either the right or left.

## Quick Access

The “**Quick Accesses**” tab allows you to create shortcuts to make your navigation even easier. When you click on this tab the screenshot below appears.

<input type="checkbox"/>	ID	Name	Link	New window	Actions
--				--	--
<input type="checkbox"/>	1	Home	index.php	✗	✗
<input type="checkbox"/>	2	My Shop	../	✓	✗
<input type="checkbox"/>	3	New category	index.php?tab=AdminCatalog&addcategory	✗	✗
<input type="checkbox"/>	4	New product	index.php?tab=AdminCatalog&addproduct	✗	✗
<input type="checkbox"/>	5	New voucher	index.php?tab=AdminDiscounts&adddiscount	✗	✗

You will see all the shortcuts that have already been created. If you want to create a new shortcut, go to the page you want to shortcut. For example the page “**tracking**” found in the “**Catalog**” tab. Go to this page and copy the URL in your browser.



Then go back to “Tools” / “Quick Accesses” and click the “**Add New**” button. The page below will then appear.

**Quick Access menu**

**Name:**  \*

**URL:**  \*

**Open in new window:** ☐ ☐

\* required field

Indicate the name you want to give the shortcut, then paste the URL that we copied earlier. When

you use this function you can choose whether or not to open the page in a new window. To do this, select the button with the green check. Then confirm by clicking **"Save."**


The shortcut you just created is now accessible from the top of your Back Office, in the dropdown menu "Quick Accesses".

## Aliases

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 will address them. You'll be able to take words containing spelling errors and point them to the real products sought by customers.

Firstly, to find spelling errors often typed by your users, go to the heading **"Shop search"** under the **"Stats"** tab. You can see the words typed by your customers as well as the most frequent errors.


When you click on "Aliases" the page below will appear, displaying the alias previously created.

 Add new

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

<input type="checkbox"/> Aliases	Search	Status	Actions
--	<input type="text"/>	--	--
<input type="checkbox"/> ipdo	ipod	✓	
<input type="checkbox"/> piod	ipod	✓	

To create a new alias, click on **"Add New."** The form below will appear.

 Aliases

**Alias:**  \*

Enter each alias separated by a comma (',') (e.g., 'prestshop,preztashop,prestasohp')  
Forbidden characters: <>;=#{}  
**Result:**  \*

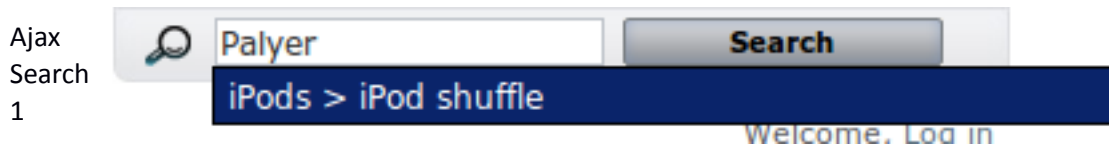
Search this word instead.

[Save](#)

We take this example the words "Palyer" and "Plaier" which will match the word "Player". Once all of your words are configured click **"Save"** to confirm.

We also invite you to consult the section on meta tags, to better understand how to display products based on words typed by your customers. See Configuring product description on page 25 and Tags on page 47.

Even with spelling errors, good results are displayed, as shown in the example below:



## Import

The import function PrestaShop lets you fill your product catalog easily when you have a very large amount of products. By clicking the "Import" tab, the page below appears.

PrestaShop lets you quickly import seven types of information files: categories, products, versions, customers, addresses, manufacturers, suppliers. Here we address the first two types of data.

To import your data you must have a text file. It must have a .CSV extension. This can be achieved in various ways, such as by using a notepad like notepad++ (<http://notepad-plus-plus.org/>) or with a spreadsheet program such as Open Office (<http://fr.openoffice.org/>). Once you are done, you must export it under the .CSV format (we recommend using a semicolon ";" as a separator).

Once the file is in the .CSV format, you can go into your PrestaShop Back Office, in the tab Tools / Imports. Load your file from your computer by clicking "**Browse**", confirm by clicking "**Upload**."

The name of your file will appear in the dropdown menu "**select your CSV file.**" Next, select the type of data contained in your file ("**select which entity to import**"). In our case, these are products, so next, select into the language of the file.

Select the field separators. In most cases, we suggest you leave the default values. That is to say, "**field separator**" with a semicolon ";" and "**multiple value separators**" with a comma ",". If you want to remove all the products in your catalog before importing, select the appropriate option. You can skip to the next step by clicking on the button.

You will note that:

- The price column will use your store's default currency.
- In-stock text: the text that appears on your shop when your product is in stock
- Supplier: If the provider does not exist, it will be automatically created during import
- Ordering Text: This is the text displayed on the front office of your store when your product is out of stock.
- Image URL: The URL of the image must be specified in full. In other words, the link that may be used in a web browser to display the image. Example:  
<http://www.monhebergement.com/images/product/125>

If the article does not yet exist at the time it is being imported, it will be automatically created. If the article already exists at the time of importation, it will be automatically updated. This feature is particularly useful for updating the rates in bulk, or quantity in stock when there's a new supply.

Upload

**Select a file**

You can also upload your file by FTP and put it in C:\wamp\www\prestashop13\admin234\import.

Allowed files are only UTF-8 and iso-8859-1 encoded ones

Importation

**Select which entity to import:**

**Select your .CSV file:**

**Select language of the file (the locale must be installed):**

**iso-8859-1 encoded file** ☐

**Field separator:**  e.g. "Ipod;129.90;5"

**Multiple value separator:**  e.g. "Ipod:red.jpg,blue.jpg,green.jpg;129.90"

**Delete all categories before import ?** ☐

Note that the category import does not support categories of the same name

Fields available

ID

Active (0/1)

Name \*

Parent category

Description

Meta-title

Meta-keywords

Meta-description

URL rewritten

Image URL

\* Required Fields

Take a look at the example that appears on the screen below. You must create a relationship between the content of your columns and the data's location in your PrestaShop catalog. You must choose from the list of available fields described above. In our example we have identified on the front line what each column of our matrix corresponds to. So as not to import the rows that have no connections with the catalog, enter the number of lines PrestaShop must skip. When you have finished you can validate your import by clicking on "**Import Data**".

Important: If characters are not well revived, such as accents or apostrophes, please encode your file in the format: UTF-8 (without BOM).

Once validated, the information will appear directly in you PrestaShop catalog. The import operation is similar for the other 6 types of information, while not changing the column headers and final destination information.

## Database (DB) Backup

You must perform regular backups in 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. 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 tool integrated into PrestaShop by going on the tab "DB Backup," displayed below.

Page 1 / 1 | Display 20 / 1 result(s) Reset Filter

<input type="checkbox"/>	Date	Age	Filename	File size	Actions
	From				--
	To				
<input type="checkbox"/>	2010-11-15 03:35:55	< 1 hour	1289831755-775a493a.sql.bz2	59.02 Kb	

### Backup option

Backup option

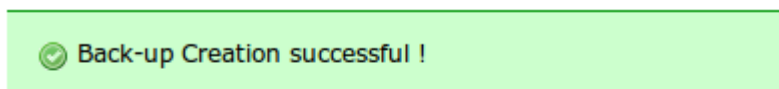
**Backup all tables:** ☒ Yes ☒ No

If you disable this option, only the necessary tables will be imported (connections and statistics will not be imported)

Save

The table above lists all backups that have already been made, specifying the date of creation, age, file name and size.

To create a new backup of the database, on "**Create a new backup.**" You then arrive on the following notification.



You can now **download the back-up file.**

[Back to list](#)

You are then prompted to click on the link "**download the backup file**" to save your database in the .Sql format, archived in .Gzip format. Put your backup in a safe place, for you might need it at any given time. Furthermore you can find these backups directly on your server in your "**admin**" file you renamed during installation, under the folder "**backups**".

## CMS- Creating a Text Page


PrestaShop lets you create content pages just like you create product pages. To do this, click on "CMS" from the "Tools" tab. The screenshot below appears. This page shows you all the content pages that were previously created on your shop.


 Add new


Page 1 / 1 | Display  / 5 result(s) Reset Filter


<input type="checkbox"/>	ID	URL	Title	Actions
--				--
<input type="checkbox"/>	1	delivery	Delivery	  
<input type="checkbox"/>	2	legal-notice	Legal Notice	  
<input type="checkbox"/>	3	terms-and-conditions-of-use	Terms and conditions of use	  
<input type="checkbox"/>	4	about-us	About us	  
<input type="checkbox"/>	5	secure-payment	Secure payment	  


You can create new pages by clicking the "Add New" button. The page below will then appear.

 CMS




























**Meta title**  

**Meta description**  

**Meta keywords**  

**Friendly URL**  

**Page content**

 **B** **I** **U** **ABC**                             



- "**Meta Keywords**" that are used for search engines to understand what types of information the page is composed of.
- "**Friendly URL**" that appears in the browser, which will also make it easier for search engines.
- The "**Page content**", which must be entered to submit your information.

Once all the fields are filled out, click on "**Save**." You can then view the result directly on your online store.

---

# Employees

PrestaShop allows you to assign specific duties and rights to each employee helping to manage the store. 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. To configure this feature, let's begin by going to the **"employees"** tab.

All of the accounts that have access to your boutique.

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

<input type="checkbox"/>	ID	Last name	First name	E-mail address	Profile	Can log in	Actions
<input type="checkbox"/>	--				--	--	--
<input type="checkbox"/>	1	TEST	Andrew	andrew@myshop.com	Administrator	✓	
<input type="checkbox"/>	2	Example	Employee	example@employee.com	Preparer of Orders	✓	

## Employees welcome tab 1

Here you can discover all the accounts that have access to your store. By default you will find the account that was created during the store's installation, which is set automatically as **"Administrator."** The Administrator has access to all features of the e-commerce solution without restriction.

At the bottom is the **"Employee Options."** This section allows you to set the time elapsed before PrestaShop asks you for a new password in order to use the back office of your store.

## Create an Employee Profile

To create new profiles, click the **"Profiles"** tab. You arrive at a page summarizing all the profiles in your store as shown in the screenshot below.


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

<input type="checkbox"/>	ID	Name	Actions
<input type="checkbox"/>	--		--
<input type="checkbox"/>	1	Administrator	
<input type="checkbox"/>	2	Preparer of Orders	

## List of profiles 1

By default, only the profile 'administrator' is registered. To create a new one click the **"Add New"** button, and the page below is displayed.

**Profiles**

**Name:**  

\* Required field

For this example we will create the profile "Preparer of Orders" by completing the "**Name**" field. Once entered click "Save." It will then appear in the list of profiles.

We will now assign permissions to this new profile. To do this click the sub tab "**Permissions**". A list of 66 criteria will appear. For each of these criteria you have 4 options.

- View: allows employee to only view information.
- Add: allows employee the possibility to add new information
- Edit: allows employee the possibility to change information
- Delete: allows the employee to delete information.

Select the profile to edit from the drop-down menu at the top of the table. Then check or uncheck the boxes to assign rights to different functions of your store.

To avoid mistakes during the configuration of your profiles, PrestaShop saves your settings every time you make a change. Once you have assigned the profile rights, you can return to the "Employees" tab.

**Access rights**

**Select a profile**

Preparer of Orders	View	Add	Edit	Delete
<b>Search</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Catalog</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Tracking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Manufacturers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Suppliers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Attributes and groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Image mapping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Tags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Attachments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Customers</b>	<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"/>
» Groups	<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"/>
<b>Orders</b>	<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"/>
» Invoices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Here is the list of all the tabs and sub tabs in your Back Office. Determine, by checking or unchecking the boxes, if the profile in question can see, add, edit, or even delete elements from these tabs. Everything is saved automatically

Once you are back on the "Employee" tab

welcome page, click **"Add New"** to create a new employee. You then arrive on the page below.

**Employees**

Last name:

First name:

Password:   
Min. 8 characters; use only letters, numbers or -\_

E-mail address:

Status: ☒ ☐ ☐  
Allow or disallow this employee to log in to this Back Office

Profile:

\* Required field

Fill in all fields (Name, password, and email address) and select the profile of your employee. This will then apply the permissions configured. Validate by clicking on **"Save."** You just created a new account that can be used by one of your employees.

When the employee logs in, only the tabs that have been configured as accessible will be displayed. In this case it will only "catalog" tab.

It is better to create an account for each of your employees. To do this, go to the tab **"Employees"**.

## 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 his or her needs. To contact the appropriate division of your store, the customer clicks on the "contact" icon which is at the top of the page, or on the link "Contact Us" at the bottom of the page. He then arrives at the form below.

**CONTACT US**

For questions about an order or for information about our products.

Send a message





Subject:

E-mail address:


Message:


He is then asked to choose the service he wishes to contact, to indicate his email address and then complete the message. In order for the message to be redirected to the intended recipient, you must configure the contacts in your shop. Do this through the **"Contacts"** subtab under the **"Employees"** tab.

By clicking on the **"Contacts"** tab, you access the contact list already created.


<input type="checkbox"/>	ID	Title	E-mail address	Description	Actions
--					--
<input type="checkbox"/>	1	Webmaster	contact@myshop.com	If a technical problem occurs on this website	 
<input type="checkbox"/>	2	Customer service	contact@myshop.com	For any question about a product, an order	 

Click “Add New” to create a new contact, or click on the icon to modify those that already exist. You will arrive at the page below.

 **Contacts**

**Title:**  \*   
 Contact name, e.g., Technical Support

**E-mail address:**  \*  
 E-mails will be sent to this address

**Description:**    
 Additional information about this contact

Save

The field "name" is what will be displayed on your store’s contact form. The email address will be the address to which messages from clients will be redirected. The description will appear on the contact form stating the function of each contact. Once you have created or modified the contact, click "Save".













## Languages

PrestaShop software is being translated into 40 languages. You can choose to activate the languages of your choice for your shop through the "Languages" tab. Then click on "Edit" (pencil icon) and change the status of language.

To create a new language, click "**Add New**".


 Add new

Page 1 / 1 | Display 50 / 3 result(s) [Reset](#) [Filter](#)

<input type="checkbox"/>	ID	Logo	Name	ISO code	Enabled	Actions
--	<input type="text"/>	--	<input type="text"/>	<input type="text"/>	--	--
<input type="checkbox"/>	1		English (English)	en		 
<input type="checkbox"/>	2		Français (French)	fr		 
<input type="checkbox"/>	3		Español (Spanish)	es		 

[Delete selection](#)

## Languages options

 Languages options


**Default language:**

The default language used in shop











































[Save](#)

## Tabs

You can create new tabs for other functions in your store. On the first page, you will see a list of all the tabs in your Back Office. Click on “Add New” to write a new tab.

 Add new

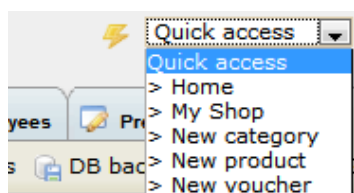
Page 1 / 2 | Display 50 / 66 result(s) Reset Filter

<input type="checkbox"/>	ID	Name	Icon	Parent	Module	Actions
<input type="checkbox"/>	--	<input type="text"/>	--	--	<input type="text"/>	--
<input type="checkbox"/>	1	Catalog		--	--	 
<input type="checkbox"/>	2	Customers		--	--	 
<input type="checkbox"/>	3	Orders		--	--	 
<input type="checkbox"/>	4	Payment		--	--	 
<input type="checkbox"/>	5	Shipping		--	--	 
<input type="checkbox"/>	6	Stats		--	--	 
<input type="checkbox"/>	7	Modules		--	--	 
<input type="checkbox"/>	8	Preferences		--	--	 
<input type="checkbox"/>	9	Tools		--	--	 
<input type="checkbox"/>	10	Manufacturers		Catalog	--	 
<input type="checkbox"/>	11	Attributes and groups		Catalog	--	 
<input type="checkbox"/>	12	Addresses		Customers	--	 
<input type="checkbox"/>	13	Statuses		Orders	--	 
<input type="checkbox"/>	14	Vouchers		Payment	--	 


Define a name, as well as a database table. Choose which existing tab is connected to this tab before saving it.

## Quick Access

Quick access is available from the first page of your Back Office in the upper right.
























You can configure your quick access. Under the “Tools” tab, click the “Quick Access” subtab to see the list of quick accesses already created.

 Add new

Page 1 / 1 | Display 50 / 5 result(s)


[Reset](#)


[Filter](#)

	ID	Name	Link	New window	Actions
--				--	--
	1	Home	index.php		 
	2	My Shop	../		 
	3	New category	index.php?tab=AdminCatalog&addcategory		 
	4	New product	index.php?tab=AdminCatalog&addproduct		 
	5	New voucher	index.php?tab=AdminDiscounts&adddiscount		 



[Delete selection](#)

To create a new quick access, click "Add New."

 **Quick Access menu**

**Name:**  \* 

**URL:**  \*

**Open in new window:** ☐  ☒ 

[Save](#)

\* required field

Specify the name you want to give your access, as well as its URL: this is the part of the address that starts with "index.php" and ends with '&'. For example, you want to create quick access to the "Orders" tab, and the tab URL is:

<http://www.maboutique.prestashop.com/admin123/index.php?tab=AdminOrders&token=957c5ef3e2e46e78850ee537cba7de00>

The part of the URL to specify is: index.php?tab=AdminOrders . Finally, choose whether you want the access to open in a new window or not, then save.

## ISO Codes

This address gives you an official list of ISO codes to help you fill some fields in your back office, as the tab "Transportation".

[http://www.iso.org/iso/fr/country\\_codes/iso\\_3166\\_code\\_lists/french\\_country\\_names\\_and\\_code\\_elements.htm](http://www.iso.org/iso/fr/country_codes/iso_3166_code_lists/french_country_names_and_code_elements.htm)



# PrestaShop guides you...

## ... to the success of your project

---

With this manual you have learned how to control PrestaShop in order to set up your e-commerce site, appreciating both its functionality and ease of use. A community of over 100,000 people, including 50,000 developers, participates actively in the ongoing evolution of the solution and its enrichment. PrestaShop is positioning itself as the lead player in the field of e-commerce software.

With PrestaShop, you receive five additional services:

- A standard solution: A simple and very complete solution, presented in this guide.
- Specialized partners: you can make adjustments and further developments with our certified partners, who specialize in PrestaShop projects and the success of e-commerce sites.
- Additional modules: Access to an online store, PrestaShop Addons, which contains over 300 modules.
- Graphically rich and varied themes: in PrestaShop Addons, over 350 customizable graphical themes are available to customize your e-commerce site for your business.
- Training by Experts: Dedicated PrestaShop training for users and developers wishing to develop new features.

More than 40,000 e-commerce sites around the world use PrestaShop and we believe that PrestaShop will satisfy you as well.

The entire PrestaShop team is dedicated to bringing you the best service possible and to helping you succeed in your project.

To request service, or give suggestions or comments, contact us:

- User Manual: [contact@prestashop.com](mailto:contact@prestashop.com)
- Training: [alexandra@prestashop.com](mailto:alexandra@prestashop.com)
- Request for information on our certified providers: [contact@prestashop.com](mailto:contact@prestashop.com)
- Request a quote: [http://www.prestashop.com/en/quote\\_request/](http://www.prestashop.com/en/quote_request/)
- Partnerships: [partners@prestashop.com](mailto:partners@prestashop.com)
- PrestaBox: <http://www.prestabox.com/>
- PrestaShop Addons: <http://addons.prestashop.com>
- Forum: <http://www.prestashop.com/forums>
- Our sales teams: [edmonde@prestashop.com](mailto:edmonde@prestashop.com)
- Technical support: [support@prestashop.com](mailto:support@prestashop.com)

By phone: +33 1 40 18 30 04

# PrestaShop Addons : the official PrestaShop Market

---

PrestaShop Addons is the official PrestaShop solution marketplace.

More than 400 modules and 350 themes are available to complete and customize your PrestaShop site.

With PrestaShop Addons modules, you can...

Increase your sales, save time, secure your transactions, enhance your image, and more ...

each month, over 20 additional modules are added !

The modules presented on **addons.prestashop.com** are managed by the developers of the PrestaShop solution to ensure a level of quality that corresponds with that of the PrestaShop solution. All modules listed on PrestaShop Addons have been validated by PrestaShop team, and are regularly updated to meet users' expectations and comply with stringent safety standards, especially with regard to banking.

Discover all our categories at **addons.prestashop.com**

- Administration
- Advertising & Marketing
- Analytics & Stats
- Billing & Invoicing
- Checkout
- Content Management
- Export
- Front Office Features
- L18n & Localization
- Merchandizing
- Migration tools
- Payments & Gateways
- Pricing & Promotion
- Quick/Bulk Update
- Search & Filter
- SEO
- Shipping & Logistics
- Slideshows
- Smart shopping
- Social Networks

## ***Payments & Gateways***

Offer several payment methods to satisfy your customers: Offer secure payment methods compatible with your bank through Prestashop addons modules. They will reassure your customers during their transaction by providing the name of a recognized national bank, and will provide greater ease of management with your bank. Choose the payment modules that meet the options you want to offer (banking, payment in several installments, etc.)

<http://addons.prestashop.com/en/4-payments-gateways>

## ***Smart Shopping***

Maximize visibility of your offers: Export your products to shopping guides is an essential marketing technique for increasing your sales. Choose the guide you want and purchase the corresponding module in your field. Shopping guides will bring you traffic from clients and will reference your offers to make them more visible on search engines.

<http://addons.prestashop.com/en/5-comparison-shopping-prestashop>

## ***Shipping & Logistics***

To facilitate the processing of your orders, the shipping & logistics modules give you three options.

- Treat with ease the flow of orders with a carrier tool.
- prepare and send your package by a qualified logistics coordinator.
- Improve PrestaShop logistics options using modules (such as shipping supplier cost, shipping cost per product, etc).

Save time by discovering the modules in the logistics category.

<http://addons.prestashop.com/en/6-shipping-logistics>

## ***Administration***

Increase the practicality offered by PrestaShop: have additional options for price management, PDF invoice processing, or distributing newsletters to your customers. The administration modules allow for you to meet the specific needs of your business. Customize the functionality of your store through the modules in the administration category.

<http://addons.prestashop.com/en/8-administration-tools>

## ***Front Office Features***

An attractive online store will increase your sales: Give your visitors a more attractive storefront window. Change the look of your store, make it more dynamic with slideshow and video modules. Tempt your customers by offering your products at different stages of the buying process in your shop, decorate your store, and highlight your products.

<http://addons.prestashop.com/en/11-front-office-features>

### ***Quick/Bulk Update***

Save time managing your catalog: Apply changes quickly to your entire catalog. For example you can change all your prices at once, or apply a price reduction to your entire catalog. The Quick/Bulk Update modules allow you to quickly make changes and manage an extensive catalog. They are indispensable during sales.

<http://addons.prestashop.com/en/13-bulk-update>

### ***Export***

Leverage your data directly to other tools: Export your store's important data in order to be more effective. These modules allow you to manage your accounts by exporting the accounting data from your store: VAT, invoices etc . You can have a summary of orders, invoices, spreadsheets, etc. You can synchronize your store with a specialist third party software (accounting, business management, customer management, etc).

<http://addons.prestashop.com/en/14-export>

### ***Slideshows***

Increase your sales through merchandising: Present and organize your products on your store as you wish. Highlight your key products with superb animation. Perfectly organize categories of your store, so your customers quickly find products they want and value your must-have products.

<http://addons.prestashop.com/en/29-slideshows>

### ***SEO***

Increase the number of visitors to your store: Improve the SEO of your store through referencing modules. PrestaShop is by default optimized for SEO, but to go further, you can optimize the referencing settings all of your pages, products and pictures. Let people know your products are the best!

<http://addons.prestashop.com/en/38-seo>

### ***Social networks***

Take advantage of changing consumer behavior: promote your products through social networks modules. If your products please your customers, let your customers promote the products on their social networks. Boost your word of mouth advertising by taking advantage of social networks on your shop, compatible with Facebook, twitter, live, digg, amazon, linkedin ETC. Let your customers do your promotion.

<http://addons.prestashop.com/en/38-seo>

### ***Search & filters***

Simplify the search for products: Make it easier to find your products in your store. Whatever the size of your catalog, help your customers find the product that perfectly meets their expectations by matching them with the features they want (color, size, price range, manufacturer etc ....).

<http://addons.prestashop.com/en/40-search-filter>

### ***Themes***

Your visual identity: your shop will entice your customers to browse your catalog, and will give them confidence in placing orders. Thanks to the themes present in PrestaShop Addons you can customize your store and just make it look flawless. Choose from over 400 themes that suits you, your favorite colors, navigation desired, Prestashop Addons you will then propose a customized selection of themes.

<http://addons.prestashop.com/en/3-templates-prestashop>

## Download Links

---

PrestaShop, free Open Source e-commerce software : <http://www.prestashop.com>

Filezilla, free Open Source FTP transfer software : <http://www.filezilla.fr/>

7-Zip, free Open Source unzipping software : <http://www.7-zip.org/>



**PRESTASHOP SA**

**6, Rue Lacépède  
75 005 PARIS**

**Tél: +33 1.40.18.30.04**

**Mail : [contact@prestashop.com](mailto:contact@prestashop.com)**