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Titolo	Prestashop 1.3 beginner's guide [[electronic resource]] : build and customize your online store with this speedy, lightweight e-commerce solution // John Horton
Pubbl/distr/stampa	Birmingham [England], : Packt Pub., 2010
ISBN	1-282-65350-4 9786612653506 1-84951-115-2
Descrizione fisica	1 online resource (308 p.)
Disciplina	658.872028553
Soggetti	Electronic commerce Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Learn by doing: less theory, more results"--Cover. Includes index.
Nota di contenuto	Cover; Copyright; Credits; About the Author; About the Reviewers; Table of Contents; Preface; Chapter 1: Building Your PrestaShop; Case studies; Downloading PrestaShop; Time for action - transferring files to your web host; Making a database; Time for action - creating a database; How to install PrestaShop; Time for action - the PrestaShop auto-installer; Post-install security; Deleting the install folder; Time for action - how to delete the install folder; Renaming the admin folder; Time for action - renaming the admin folder; Your shop-front explained; Header; Column (left & right) Main contentFooter; Your admin control panel; Time for action - logging in to your PrestaShop control panel; Control panel guided tour; Before we continue; Summary; Chapter 2: Shop Fitting and Layout; Arranging key modules; Cart block; Time for action - installing the shopping cart module; Categories block; User info block; My account block; Time for action - making a customer account; Permanent links block; Suppliers and manufacturers blocks; Quick search block; Footer links block; Creating your home page; What goes on your home page; Unique Selling Proposition

Most important facts or navigation
Products; Time for action - how to add your content to your home page; Creating the 'must-have' pages; Delivery; Legal notice; Terms and conditions; About us; Secure payment; Time for action - using the content management system; Suppliers and manufacturers; What about suppliers?; Time for action - defining manufacturers and suppliers; Contacting your store; Contacts; Time for action - creating departments to contact; PrestaShop themes; Finding themes; Choosing a great theme; Installing the themes; Time for action - installing a PrestaShop theme
Customizing your template
Important preliminary point; Moving modules around; Time for action - moving modules; Customizing the default image sizes; Time for action - changing the default image size; PrestaShop templates; Time for action - creating a new template; Editing your CSS file; Background-color; Font-size; Want more?; Time for action - editing and updating your CSS file; Changing graphics; Buttons and icons; Themes summary; The cherry on top; Time for action - uploading your company/store logo; Summary; Chapter 3: Merchandising for Success; Shop categories
Planning your category structure
Creating your categories; Time for action - how to create product categories; Creating content for your categories and subcategories; Time for action - adding category descriptions; Adding products; Product descriptions that sell; Actually selling the product; Ask for the sale; Create some images with GIMP; Time for action - how to add a product to your PrestaShop; Highlighting products; New products; Time for action - how to highlight your newest products; Specials; Time for action - creating a special offer; Recently viewed; Best sellers; Accessories
Time for action - creating an accessory

Sommario/riassunto

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