1.	Record Nr.	UNINA9910459394503321
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	Titolo	Magento 1.3 sales tactics cookbook [[electronic resource]] : improve your Magento store's sales and increase your profits with this collection of simple and effective tactical techniques / / William Rice
	Pubbl/distr/stampa	Birmingham, U.K., : Packt Pub., 2010
	ISBN	1-282-55741-6 9786612557415 1-84951-013-X
	Descrizione fisica	1 online resource (292 p.)
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	Soggetti	Electronic commerce Open source software Teleshopping Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
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	Nota di contenuto	Cover; Copyright; Credits; About the Author; About the Reviewer; Table of Contents; Preface; Chapter 1: Attracting Visitors; Introduction; Add meta information; Optimize images for search engines; Use title prefix or suffix to add the; store name to page titles; Generate a site map; Configure Magento to automatically; refresh the site map; Chapter 2: Placing Products on Shopping Sites; Place products on shopping sites:; One at a time; Upload products to Google Base; Chapter 3: Driving Visitors to Your Product Pages; Introduction; Create a basic landing page Add a products block to a landing pageIdeas for static pages; Chapter 4: Making the Sale by Optimizing Product Pages; Add custom options; Add videos, links, and other HTML; to product pages; Optimize product images; Tell a story with product images; Change the layout of a product page; Special pricing; Chapter 5: Increasing the Sale; Upselling; Related products; Custom options; Cross-sells; Quantity discounts; Offer free shipping; Advertise free shipping in the; shopping cart side block; Chapter 6: Offering and Advertising Promotions; Creating a

Sommario/riassunto	Solve real-world Magento sales problems with a collection of simple but effective recipes