

1. Record Nr.	UNINA9910806237303321
Autore	Horton John
Titolo	Building e-commerce sites with VirtueMart cookbook : over 90 recipes to help you build an attractive, profitable, and fully-featured e-commerce store with VirtueMart / / John Horton
Pubbl/distr/stampa	Birmingham, : Packt Pub., 2013
ISBN	1-78216-209-7
Edizione	[1st ed.]
Descrizione fisica	iv, 294 p. : ill. (some col.)
Disciplina	658.84
Soggetti	Electronic commerce Web sites - Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Quick answers to common problems"--Cover. Includes index.
Nota di contenuto	Intro -- Building E-commerce Sites with VirtueMart Cookbook -- Table of Contents -- Building E-commerce Sites with VirtueMart Cookbook -- Credits -- About the Author -- About the Reviewers -- www.PacktPub.com -- Support files, eBooks, discount offers and more -- Why Subscribe? -- Free Access for Packt account holders -- Preface -- VirtueMart and Joomla! -- What this book covers -- What you need for this book -- Who this book is for -- Conventions -- Reader feedback -- Customer support -- Downloading the example code -- Errata -- Piracy -- Questions -- 1. Setting Up Shop -- Introduction -- Installing Joomla! 2.5 in your web space -- Getting ready -- Connecting to your web host with FileZilla -- Have your details to hand -- How to do it... -- How it works... -- Increasing the Joomla! session lifetime -- Getting ready -- How to do it... -- How it works... -- Installing VirtueMart and the core add-ons -- Getting ready -- How to do it... -- How it works... -- There's more... -- Familiarizing yourself with VirtueMart -- Getting ready -- How to do it... -- How it works... -- Removing the VirtueMart AIO component -- Getting ready -- How to do it... -- How it works... -- Creating a link to our store -- Getting ready -- How to do it... -- How it works... -- Removing the currency not defined error -- How to do it... -- How it works... -- There's more... -- Filling out the company information section -- How to do it... -- How it works... -- See also --

Fixing the safe path warning -- Getting ready -- How to do it... -- How it works... -- Setting up your company identity in VirtueMart -- Getting ready -- How to do it... -- How it works... -- Creating a menu for your must-have information -- Getting ready -- How to do it... -- Creating the menu -- Creating the container module -- How it works... -- There's more... -- Displaying the core VirtueMart menus. Getting ready -- How to do it... -- How it works... -- There's more... --

2. Merchandising VirtueMart -- Introduction -- Successful merchandising -- Adding manufacturers and manufacturer categories -- Getting ready -- How to do it... -- How it works... -- There's more... -- Implementing your product category structure -- Getting ready -- How to do it... -- Adding a simple product (information tab) -- Getting ready -- How to do it... -- How it works... -- There's more... -- Adding a simple product (description tab) -- Getting ready -- How to do it... -- How it works... -- See also -- Adding a simple product (status tab) -- Getting ready -- How to do it... -- How it works... -- Adding a simple product (dimensions and weight tab) -- Getting ready -- How to do it... -- How it works... -- See also -- Adding a simple product (images tab) -- Getting ready -- How to do it... -- How it works... -- Adding similar products -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Custom fields - adding consistent global information to multiple products -- Getting ready -- How to do it... -- How it works... -- There's more... -- Custom fields - customizing products with versions and charging different prices for them -- Getting ready -- How to do it... -- How it works... -- There's more... -- Custom fields - show related products on the product details page -- Getting ready -- How to do it... -- How it works... -- There's more... -- Custom fields - adding customizable product text and charging per letter -- Getting ready -- How to do it... -- How it works... -- Custom fields - creating groups of custom fields -- Getting ready -- How to do it... -- How it works... -- See also -- Setting the sort and search options for products and categories -- Getting ready -- How to do it... -- How it works... --

3. Shipping and Taxes. Introduction -- Shipping -- Taxes -- Charging for shipping by weight range -- Getting ready -- How to do it... -- How it works... -- Configuring shipping by country, zone, or continent -- Getting ready -- How to do it... -- How it works... -- There's more... -- Configuring shipping by zip code -- Getting ready -- How to do it... -- How it works... -- There's more... -- Configuring shipping by a combination of criteria -- Getting ready -- How to do it... -- How it works... -- Configuring VAT on the entire purchase (including or excluding VAT on delivery costs) -- Getting ready -- How to do it... -- How it works... -- Configuring a tax to start or finish on a set date -- Getting ready -- How to do it... -- How it works... -- Configuring a tax on a per-category basis -- Getting ready -- How to do it... -- How it works... --

4. Making Your Store Look Amazing -- Introduction -- Removing the Joomla! branding at the footer -- Getting ready -- How to do it... -- How it works... -- Installing a VirtueMart template -- Getting ready -- How to do it... -- How it works... -- Installing a Joomla! Template -- Getting ready -- How to do it... -- How it works... -- Creating and installing a template with an Artisteer design software -- Getting ready -- How to do it... -- Designing your store pages -- How it works... -- There's more... -- Installing the Warp framework/template -- Advantages and disadvantages of using Warp -- Getting ready -- How to do it... -- How it works... -- Installing the Gantry framework/template -- Getting ready -- How to do it... -- How it works... -- See also -- Customizing the Gantry framework/template -- Getting ready -- How to do it... -- The Layouts tab -- The Advanced

tab -- How it works... -- Uninstalling a Joomla! template -- Getting ready -- How to do it... -- How it works... -- Cool header banners with jQuery and Sourcerer.

Getting ready -- How to do it... -- How it works... -- 5. Going Live -- Introduction -- Taking payments with PayPal -- Getting ready -- How to do it... -- How it works... -- Reset VirtueMart to a fresh install -- How to do it... -- How it works... -- See also -- Configuring countries -- Getting ready -- How to do it... -- How it works... -- See also -- Configuring VirtueMart currencies -- Getting ready -- How to do it... -- How it works... -- Updating VirtueMart -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Creating a backup of your Joomla! VirtueMart site -- Getting ready -- How to do it... -- How it works... -- See also -- Using the backup of your Joomla! VirtueMart site -- Getting ready -- How to do it... -- How it works... -- See also -- Enabling SSL for sensitive areas -- Getting ready -- How to do it... -- How it works... -- Shipping an order -- Getting ready -- How to do it... -- How it works... -- See also -- Refunding an order -- Getting ready -- How to do it... -- How it works... -- See also -- 6. Killer SEO -- Introduction -- Installing Piwik analytics -- Getting ready -- How to do it... -- How it works... -- See also -- Setting up Piwik for Joomla! -- Getting ready -- How to do it... -- How it works... -- See also -- Setting up Piwik for VirtueMart -- Getting ready -- How to do it... -- How it works... -- Choosing your keywords -- Getting ready -- How to do it... -- How it works... -- Creating categories in Joomla! -- Getting ready -- How to do it... -- How it works... -- See also -- Creating articles in Joomla! -- Getting ready -- How to do it... -- How it works... -- See also -- Making articles available in a menu -- Getting ready -- How to do it... -- How it works... -- Enabling Joomla! SEF URLs -- Getting ready -- How to do it... -- How it works... -- Writing great metadata -- Getting ready.

How to do it... -- How it works... -- Entering your metadata into Joomla! -- Getting ready -- How to do it... -- How it works... -- See also -- Entering your metadata into VirtueMart -- Getting ready -- How to do it... -- How it works... -- See also -- 7. Extending Joomla! and VirtueMart -- Introduction -- Installing Sourcerer -- Getting ready -- How to do it... -- How it works... -- See also... -- Installing jQuery on Joomla! 2.5 using Sourcerer -- Getting ready -- How to do it... -- How it works... -- See also... -- Personalizing your store content with Sourcerer -- Getting ready -- How to do it... -- How it works... -- See also -- Detecting the user's country with Sourcerer and GeoIP -- Getting ready -- How to do it... -- How it works... -- See also -- Installing Weever Apps -- Getting ready -- How to do it... -- How it works... -- See also -- Configuring a Weever App -- Getting ready -- How to do it... -- How it works... -- See also -- Installing the VM Affiliate component -- Getting ready -- How to do it... -- How it works... -- See also -- Setting up a campaign and testing it with VM Affiliate -- Getting ready -- How to do it... -- How it works... -- 8. VirtueMart Alternatives -- Introduction -- Installing HikaShop as an alternative to VirtueMart -- Getting ready -- How to do it... -- How it works... -- See also -- HikaShop quick evaluation tour -- Getting ready -- How to do it... -- How it works... -- See also -- Installing RedShop as an alternative to VirtueMart -- Getting ready -- How to do it... -- How it works... -- See also -- RedShop quick evaluation tour -- Getting ready -- How to do it... -- How it works... -- See also -- Installing J2Store for in-article products -- Getting ready -- How to do it... -- How it works... -- See also -- Configuring J2Store -- Getting ready -- How to do it... -- How it works... -- See also.

Adding a product to a Joomla! article with J2Store.

Sommario/riassunto

Written in a friendly, recipe-based style, this practical cookbook will show you how to create, maintain and customize attractive eCommerce solutions with ease. This book is written for anyone who is interested in building eCommerce solutions with VirtueMart. If you have little to no experience with eCommerce this book will show you how to overcome any problem no matter how complex it appears. Experienced site builders and administrators will also find the solutions this cookbook offers useful. Basic HTML and CSS would be beneficial.
