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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 catalog price rule

Creating a shopping cart price rule andcoupon; Create a clearance category; Chapter 7: Engage Your Customers; Customize transactional e-mails: Enable; customers to opt into receiving newsletter; Automatically sign up customers for; the newsletter; Move the newsletter subscribe block to; the right column; Create a newsletter; Send a newsletter; Enable customers to publish their; wish list with an RSS feed; Choosing the social networking site:; Customizing transactional e-mails; Chapter 8: Let Your Customers Speak; Customer reviews; Customer ratings; Polls; Tagging; Enabling e-mail to a friend Chapter 9: InternationalizationInternationalization is more than a new; language; Website, store, store view: What's the; difference?; Installing a language pack; Creating a new website/store/store view; Set up your international website/store/store; view under a separate URL; Enable and translate your products for; the international store view; Translating CMS pages (Front page,; About Us, Customer Service, and so on); Translate transactional e-mails; Set the currency for your international store; Have a grand opening sale for your; international storefront
Chapter 10: Create a Wholesale StoreThe customers are the difference; Using the same storefront for wholesale; and retail customers; Create a CMS page explaining conditions; for becoming a wholesale customer; Create a static block, and add it to your; catalog pages; Creating a customer group and assigning; customers to the wholesale group; Create a tax rule that removes sales; taxes for wholesale customers; Create quantity discounts for wholesale; customers; Plan your wholesale strategy; Index

Sommario/riassunto

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