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Descrizione fisica	1 online resource (260 p.)
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Altri autori (Persone)	HortonJohn
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Nota di contenuto	Cover; Copyright; Credits; About the Authors; About the Reviewers; www.PacktPub.com; Table of Contents; Preface; Chapter 1: Getting Started; Know your business; Downloading PrestaShop; Technical requirements; 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 Your shop-back explainedTime for action - logging in to your PrestaShop control panel; Control panel guided tour; Before we continue; Summary; Chapter 2: Back Office; Dashboard; Catalog; Orders; Customers; Price rules; Shipping and localization; Modules; Arranging key modules; Cart block; Time for action - installing the shopping cart module; What goes on your home page?; Unique Selling Proposition (USP); Time for action - how to add your content to your home page; Secure payment; Time for action - using the content management system; Moving modules around; Time for action - moving modules PreferencesTime for action - changing the default image size; PrestaShop themes; Finding themes; Choosing a great theme; Installing the themes; Time for action - installing a PrestaShop theme;

Customizing your template; Important preliminary point; Time for action - creating a new template; Editing your CSS file; Background color; Font size; Themes summary; Time for action - uploading your company/store logo; Advanced parameters and administration; Time for action - making a customer account; Permanent links block; Stats; Creating the "must have" pages; Delivery; Legal notice Terms and conditions About us; Contacting your store; Contacts; Time for action - creating departments to contact; Multistore feature; Downloadable products; Are you an existing user of osCommerce? Let's import it to PrestaShop; 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 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; Features; Time for action - using PrestaShop's Features; Attributes; Time for action - an attributes example; Customizing; Time for action - allowing your customers to customize; Product mania!; Summary; Chapter 4: Getting More Customers
SEO: Search Engine Optimization

Sommario/riassunto

This book is written in a friendly voice with lots of tips, tricks, and screenshots to help you set up, extend, and personalize your own online shop. If you want to start your own e-commerce business, then this book will help you do that. This book is for people who are interested in creating an online shop. Basic HTML and CSS skills would be beneficial but are not required as we will provide you with all the code and know-how you need.
