



Magento®

Content Management System

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About the Tutorial

Magento is an open source E-commerce software, created by Varien *Inc.*, which is useful for online business. It has a flexible modular architecture and is scalable with many control options that is helpful for users. Magento uses E-commerce platform which offers organizations ultimate E-commerce solutions and extensive support network.

This tutorial will teach you the basics of Magento using which you can create websites with ease. The tutorial is divided into various sections and each of these sections contain related topics with screenshots explaining the Magento admin screens.

Audience

This tutorial has been prepared for anyone who has a basic knowledge of HTML and CSS and has an urge to develop websites. After completing this tutorial you will find yourself at a moderate level of expertise in developing e-commerce sites using Magento.

Prerequisites

Before you proceed with this tutorial, we are assuming that you are already aware about the basics of HTML and CSS. If you are not, then we suggest you to go through our short tutorials on HTML and CSS Tutorial.

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Part 1: Basics

1. MAGENTO – OVERVIEW

What is E-commerce?

E-commerce (Electronic Commerce) is a type of business that involves the commercial transaction or purchasing or selling of goods and services through electronic channels known as internet. It was first introduced in the year 1960 through EDI (Electronic Data Interchange) on VAN (Value-added network). Using E-commerce, you can sell physical products or services (where the payment is made online).

Following are the categories of E-commerce:

- **B2B (Business to Business):** This transaction is between businesses. It is between the wholesaler and the retailer or between the manufacturer and the wholesaler.
- **B2C (Business to Consumer):** This transaction is between businesses and consumers. In this type of transaction, merchants sell products to consumers through shopping cart software.
- **C2C (Consumer to Consumer):** In this type of transaction, one consumer or customer interacts with other consumers through internet.
- **C2B (Consumer to Business):** This transaction is between the consumer or the customer and businesses or organizations where the consumer makes a product that the organization uses it to complete the business.

What is Magento?

Magento is an open source E-commerce software, created by *Varien Inc.*, which is useful for online business. It has a flexible modular architecture. It is scalable and it has many control options that helps the user to build both user-friendly and search engine friendly websites.

Magento uses E-commerce platform which offers companies the ultimate E-commerce solutions and extensive support network. Magento allows user to update E-commerce website automatically. It is simple, quick and versatile to use.

Magento was developed by *Varien Inc.*, and it was first released on *March 31, 2008*.

Why to Use Magento?

- Magento is an open source E-commerce software.
- Magento is scalable and offers small organizations to build business.
- Magento enables searching and sorting of products in several ways.

- Magento easily integrates with many of the third-party sites which are needed to run effective E-commerce website.

Features

- Magento provides different payment methods such as credit cards, PayPal, cheques, money order, Google checkouts, etc.
- Magento enables shipping of products in one order to multiple addresses.
- Magento helps to manage the orders easily by using the admin panel.
- Magento provides order of product status and history of product. It also supports e-mail and RSS feeds.
- Magento supports multiple languages, different currencies and tax rates.
- Magento filters the products and displays in grid or list format.
- Magento makes it easy to browse the products. It has features such as image zoom-in and checking of stock availability.
- Magento has built-in SEO (Search Engine Optimization).

Advantages

- Magento is user friendly E-commerce software.
- Magento is compatible with smartphones, tablets and other mobile devices.
- Magento provides multiple payment options, so every visitor can make payment based on their preferred payment gateway.
- Magento has many extensions which support the development of an online store.

Disadvantages

- Magento uses larger disk space and memory.
- Magento takes longer time to build the customized functionality.
- Magento is very slow compared to other E-commerce sites.
- Magento needs proper hosting environment. If the hosting environment is improper, the user can face many problems.

2. MAGENTO – INSTALLATION

This chapter provides step-by-step procedure for Magento installation. Before installing Magento, you require the following system requirements.

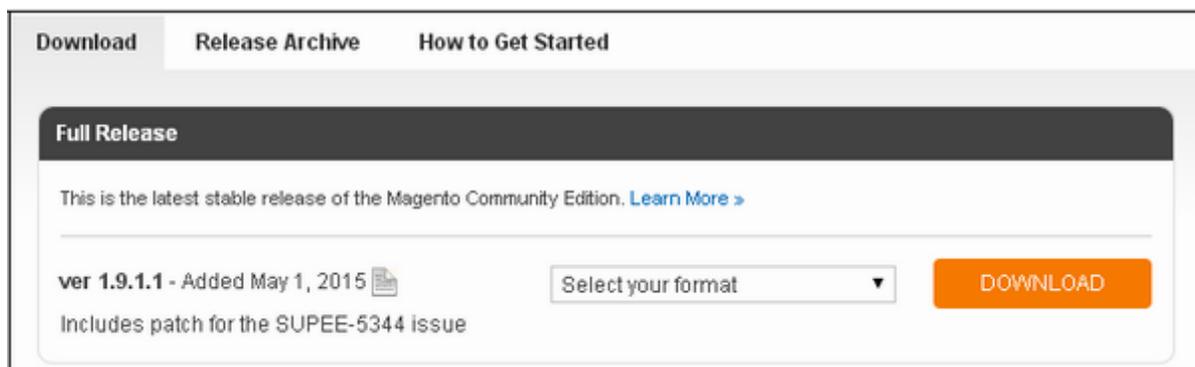
System Requirements for Magento

- **Database:** MySQL 5.1+
- **Web Server:**
 - Apache 2.x
 - Nginx 1.7.x
- **Operating System:** Cross-platform
- **Browser Support:** IE (Internet Explorer 7), Firefox, Google chrome
- **SSL (Secure Socket Layer):** A valid security certificate is required for HTTPS
- **PHP Compatibility:** PHP 5.4+

Download Magento

Step (1): Open the link

<https://www.magentocommerce.com/products/downloads/magento/>, you will get to see the following screen:



Step (2): Click on the dropdown menu, the archive file is available in .zip, .tar. gzand .tar.bz2 for downloading.

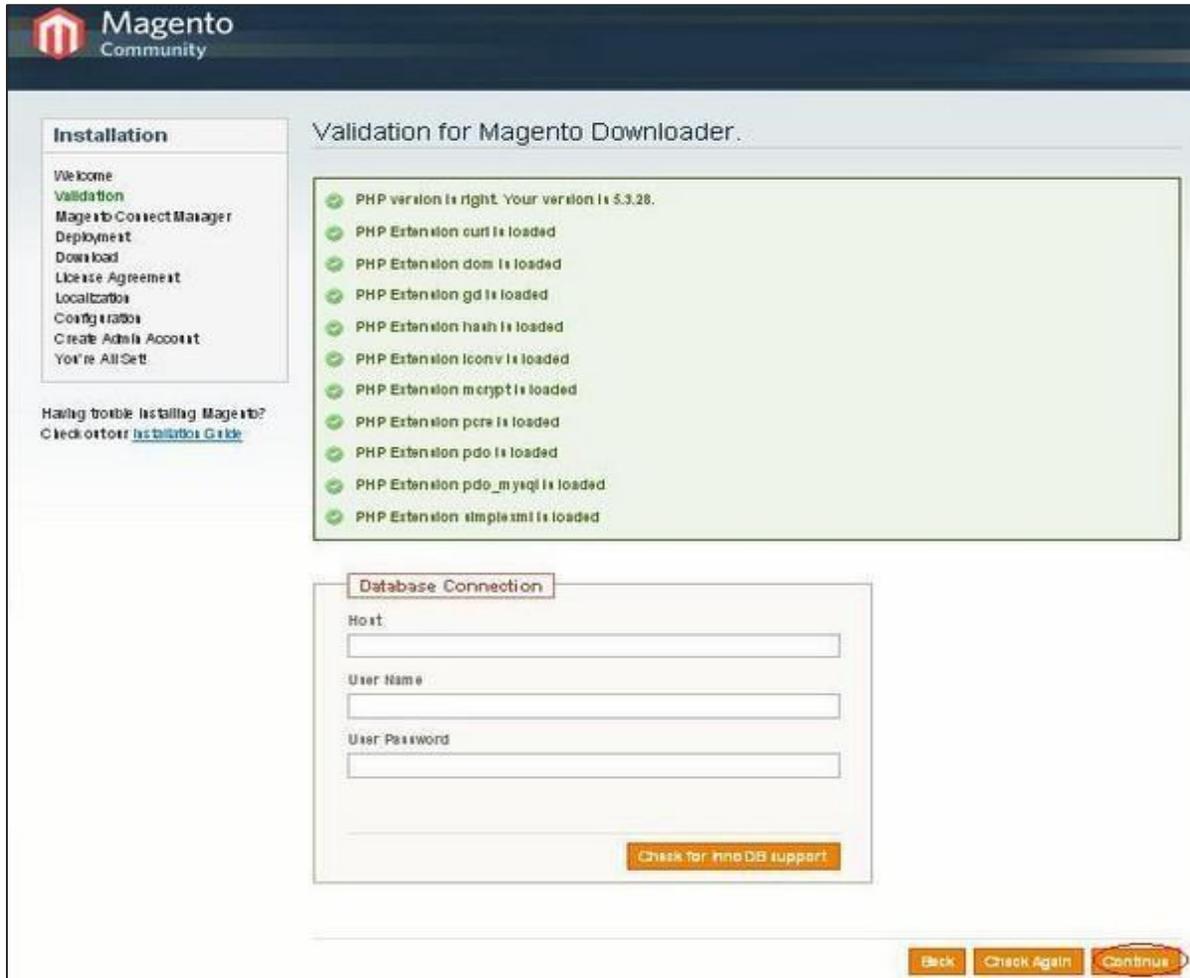
Step (3): Extract the Magento web files from the archive on your computer and upload it into your web server or localhost.

Step (4): Magento requires MySQL database. So create a new empty database and user/password (for e.g. user as "root" and password as "root" or else you can set as per your convenience) for Magento.

Step (5): Open your browser and navigate to your Magento file path (for e.g. <http://localhost/magento>) to start your Magento installation. Then you will get a screen of the Magento installer as shown in the following screenshot.



Step (6): Click on Continue button and you will get Validation for Magento Downloader screen as shown in the following screen.



Here, enter the database details, if you want to check for InnoDB support for Magento. Otherwise, click on **Continue** button to proceed to the next step.

Step (7): Next, you will get Magento Connect Manager Deployment screen.

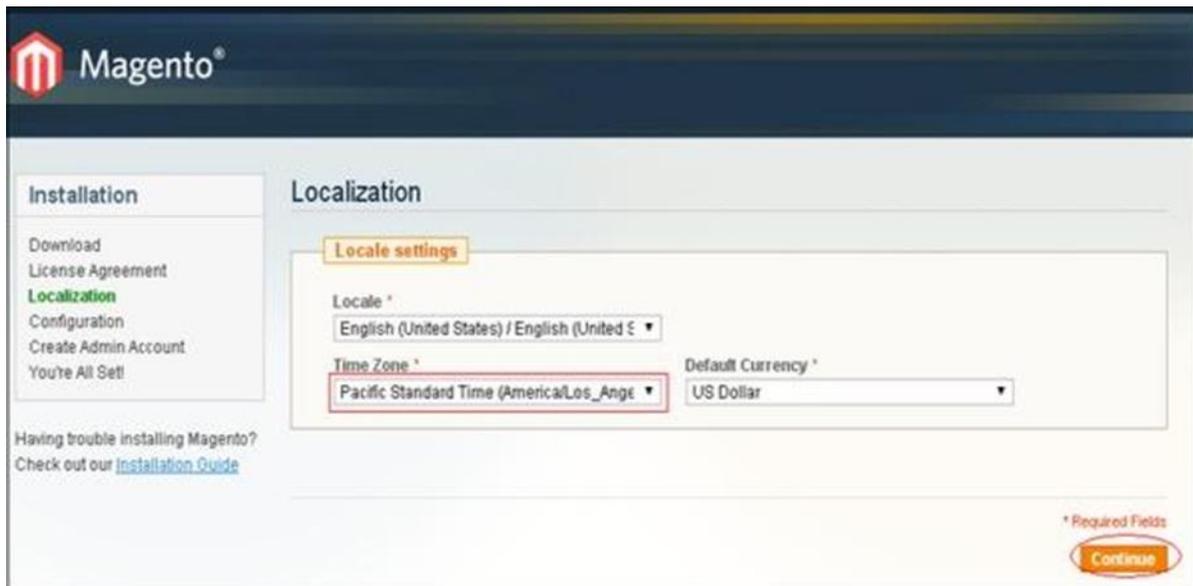


It gives protocol name (HTTP or FTP), stability version such as *stable*, *beta*, *alpha* and deployment type. Select proper options and click on the **Continue** button. It will start the downloading process for Magento.

Step (8): Magento's Installation Wizard screen pops up. Check the **I agree to the above terms and conditions** checkbox and click on the **Continue** button.



Step (9): Next you will get the Localization screen for selecting the Locale, Time Zone and Currency as shown in the following screen.



The screenshot shows the Magento installation interface. On the left, there is a sidebar menu under the heading "Installation" with the following items: "Download", "License Agreement", "Localization" (highlighted in green), "Configuration", "Create Admin Account", and "You're All Set!". Below the menu, it says "Having trouble installing Magento? Check out our [Installation Guide](#)". The main content area is titled "Localization" and contains a section labeled "Locale settings". This section has three dropdown menus: "Locale *" with the value "English (United States) / English (United £)", "Time Zone *" with the value "Pacific Standard Time (America/Los_Angel)", and "Default Currency *" with the value "US Dollar". The "Time Zone" dropdown is highlighted with a red box. At the bottom right of the form, there is a red asterisk icon and the text "* Required Fields", and a red "Continue" button.

Select proper locale name, time zone and currency and click on the **Continue** button.

Step (10): The next screen that pops up is the Configuration screen.

Installation

- Download
- License Agreement
- Localization
- Configuration**
- Create Admin Account
- You're All Set!

Having trouble installing Magento?
Check out our [Installation Guide](#)

Configuration

Database Connection

Database Type: **MySQL**

Host *: **localhost**

Database Name *: **magento**

User Name *: **root**

User Password: [Empty]

Tables Prefix: [Empty]

(Optional. Leave blank for default)

Web access options

Base URL *: **http://localhost/magento/**

Admin Path *: **admin**

Additional path added after Base URL to access your Admin: *Path (e.g. admin, backed, control, etc.)*

Enable Charts
Enable this option if you want the charts to be displayed on Dashboard.

Skip Base URL Validation Before the Next Step
Check this box only if it is not possible to automatically validate the Base URL.

Use Web Server (Apache) Rewrites
You could enable this option to use web server rewrite functionality for improved search engines optimization. Please make sure that `mod_rewrite` is enabled in Apache configuration.

Use Secure URLs (SSL)
Enable this option only if you have SSL available.

Fill the database information such as *Database Type, Host, Database Name, User Name* and *User Password*. If you do not want to validate the Base URL, then tick the **Skip Base URL validation before Next Step** checkbox and click on the **Continue** button.

In case the `http://localhost/magento` doesn't work, use this as base URL instead-
`http://127.0.0.1/magento`

This step will take some time as Magento will be creating the Database Tables.

Step (11): Now, go to the Create Admin Account screen.

Here enter your personal information such as *First Name*, *Last Name* and *Email* and the Login Information such as *Username*, *Password* and *Confirm Password* for admin to use in backend. Need not worry about *Encryption Key* field as Magento will generate a key on the next page. After filling all information, click on the **Continue** button.

Step (12): Copy the encryption key, which will be used to encrypt passwords, credit cards and other confidential information. Then you can select Frontend or Backend of new Magento website.

Step (13): After successful installation of Magento, click on the Go to Backend button to login to admin panel.

Step (14): After logging in, you will get the Dashboard of Admin panel as shown in the following screen.

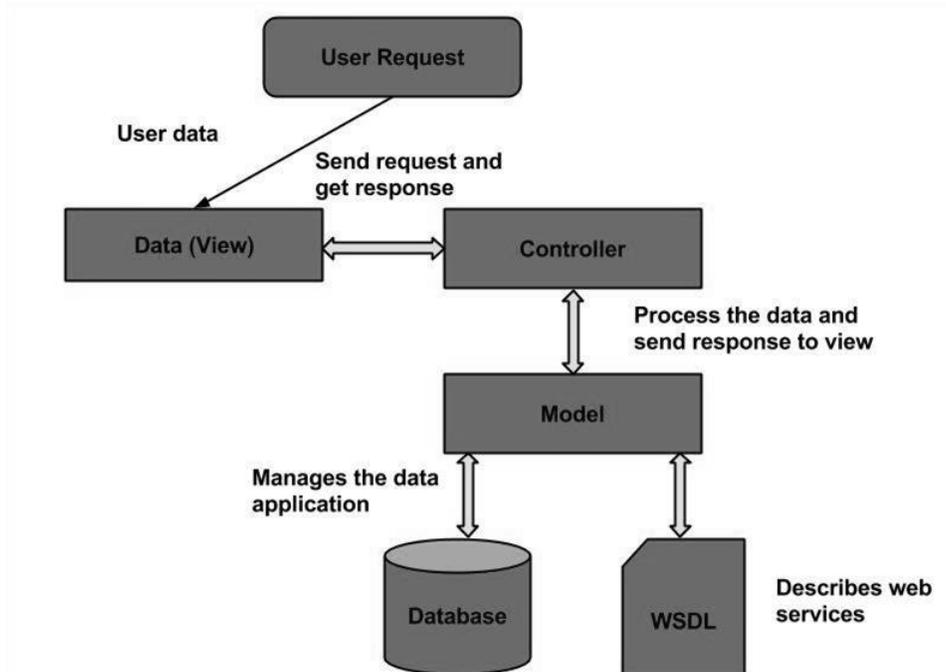
The screenshot displays the Magento Admin Panel interface. At the top, there is a navigation bar with the 'Magento Admin Panel' logo on the left, a 'Global Record Search' input field, and a 'Logged in as' indicator. Below this is a secondary navigation menu with tabs for 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. The 'Dashboard' tab is currently selected.

A prominent warning message is shown in a yellow box: **One or more of the indexes are not up to date:** Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Flat Stock Status, Tag Aggregation Data. Click here to go to [Index Management](#) and rebuild required indexes.

The main dashboard area is titled 'Dashboard' and contains several data widgets. On the left, there are two summary cards: 'Lifetime Sales' and 'Average Orders', both showing a value of '0.00'. On the right, there is a data table with tabs for 'Orders' and 'Amounts'. The 'Orders' tab is active, but the table is empty, displaying the message 'No Data Found'.

3. MAGENTO – ARCHITECTURE

In this chapter, we are going to discuss the architectural style of Magento, for implementing user interfaces. The following diagram shows the architecture of Magento:



The Magento architecture comes with Models, Views and Controllers.

- **User Request:** The user sends a request to a server in the form of request message where web browsers, search engines, etc. act like clients.
- **View:** View represents the data in particular format. It is the user interface which is responsible for displaying the response for user request. It specifies an idea behind the presentation of the model's data to the user. Views are used to reflect "how your data should look like".
- **Controller:** The controller is responsible for responding to user input and perform interactions on the data model objects. It uses models to process the data and send responses back to the view.
- **Model:** The model is responsible for managing the data of the application. It contains logic of the data and represents basic data object in the framework. It responds to request from the view and to the instructions from the controller to update itself.
- **Database:** Database contains the information which is requested from the user. When the user requests data, view sends requests to the controller, the controller

requests from the model and the model fetches the required information from the database and responds to the user.

- **WSDL:** WSDL stands for Web Services Description Language. It is used for describing web services and how to access them.

Part 2: Store Setup

4. MAGENTO – PRODUCT OVERVIEW

Magento Products

Products are the items or things that are sold in Magento. Product can be anything that is capable of satisfying the customer's needs. This includes both physical products and services.

Product Types

Magento provides 6 different types of products. Appropriate selection of product type is essential for accessing the appropriate set of features required to sell the product. Following are the product types available in Magento.

- **Simple Products**
- **Grouped Products**
- **Configurable Products**
- **Virtual Products**
- **Bundled Products**
- **Downloadable Products**

Simple Products

These are general product type, which are the most used products. In this section, there are no options for selecting size or color of the product. **Example:** Coffee cup, DVD's, Camera lens, etc.

Grouped Products

This is a group of simple products. In this type, you cannot specify a specific price for a product; you can just specify the discount. **Example:** Cell phone + Memory card + Earphone

Configurable Products

In this type, customers can select products according to their color and size before purchasing. **Example:** Cell phones obtained in different colors and sizes.

Virtual Products

Virtual products are those which do not have physical counterpart, i.e. these are used for virtual items. These products cannot be shipped or stocked. **Example:** Online training course.

Bundled Products

Bundled products are those products which cannot be sold separately and doesn't give any choice to the end user.

Example: Consider you want to buy a cell phone which includes earphone, memory card, battery, charging cable, etc. These are together called bundled products. These products cannot be sold individually but can be sold within the bundle product.

Downloadable Products

Products which are available for download are known as downloadable products.

Example: MP3 file, ebook, documents, etc.

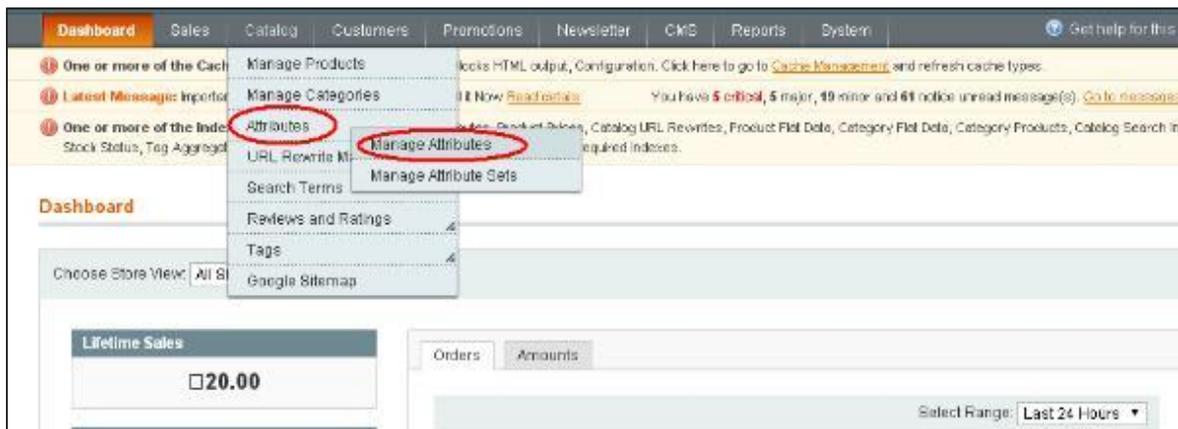
Product Attributes

Attribute describes the property of the product. Product attributes helps to set product properties such as color, size width, height, etc. and makes the product unique. You can add as many attributes to your product as required.

The following steps describe, how to set up the attributes for products in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Catalog** and select **Attributes** from the dropdown menu and click on the **Manage Attributes** option.



Step (3): Under **Manage Attributes** section, you will find different attributes used in the system. For adding new attribute, click on **Add New Attribute** seen on the top right corner of the screen.

The screenshot shows the 'Manage Attributes' page in Magento. At the top right, there is a red circle around the 'Add New Attribute' button. Below the header, there is a pagination and filtering section with 'Page 1 of 3 pages', 'View 20 per page', and 'Total 43 records found'. There are also 'Reset Filter' and 'Search' buttons. The main part of the page is a table with the following columns: Attribute Code, Attribute Label, Required, System, Visible, Scope, Searchable, Use in Layered Navigation, and Comparable. The table lists various attributes, and the row for 'gift_message_available' is highlighted in yellow.

Attribute Code	Attribute Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
color	Color	No	No	No	Global	Yes	Filterable (with results)	Yes
cost	Cost	No	No	No	Website	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Website	No	No	No
custom_design	Custom Design	No	Yes	No	Store View	No	No	No
custom_design_from	Active From	No	Yes	No	Store View	No	No	No
custom_design_to	Active To	No	Yes	No	Store View	No	No	No
custom_layout_updates	Custom Layout Updates	No	Yes	No	Store View	No	No	No
description	Description	Yes	Yes	No	Store View	Yes	No	Yes
gallery	Image Gallery	No	Yes	No	Global	No	No	No
gift_message_available	Allow Gift Message	No	Yes	No	Global	No	No	No
group_price	Group Price	No	Yes	No	Website	No	No	No

Step (4): Now you need to set the attribute properties for your product. After setting up all the required attribute properties, click on **Save Attribute** button to store the product information.

 **New Product Attribute** Back Reset **Save Attribute** Save and Continue Edit

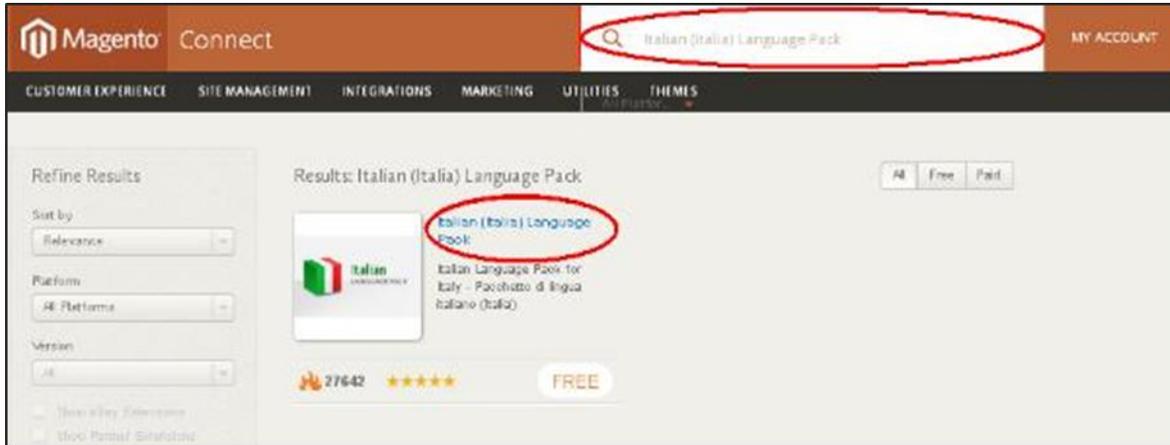
Attribute Properties

Attribute Code *	<input type="text" value="Product"/> <small>▲ For internal use. Must be unique with no spaces. Maximum length of attribute code must be less than 30 symbols</small>
Scope	<input type="text" value="Global"/> <small>▲ Declare attribute value saving scope</small>
Catalog Input Type for Store Owner	<input type="text" value="Dropdown"/>
Unique Value	<input type="text" value="Yes"/> <small>▲ Not shared with other products</small>
Values Required	<input type="text" value="Yes"/>
Input Validation for Store Owner	<input type="text" value="None"/>
Apply To *	<input type="text" value="All Product Types"/>
Use To Create Configurable Product	<input type="text" value="Yes"/>

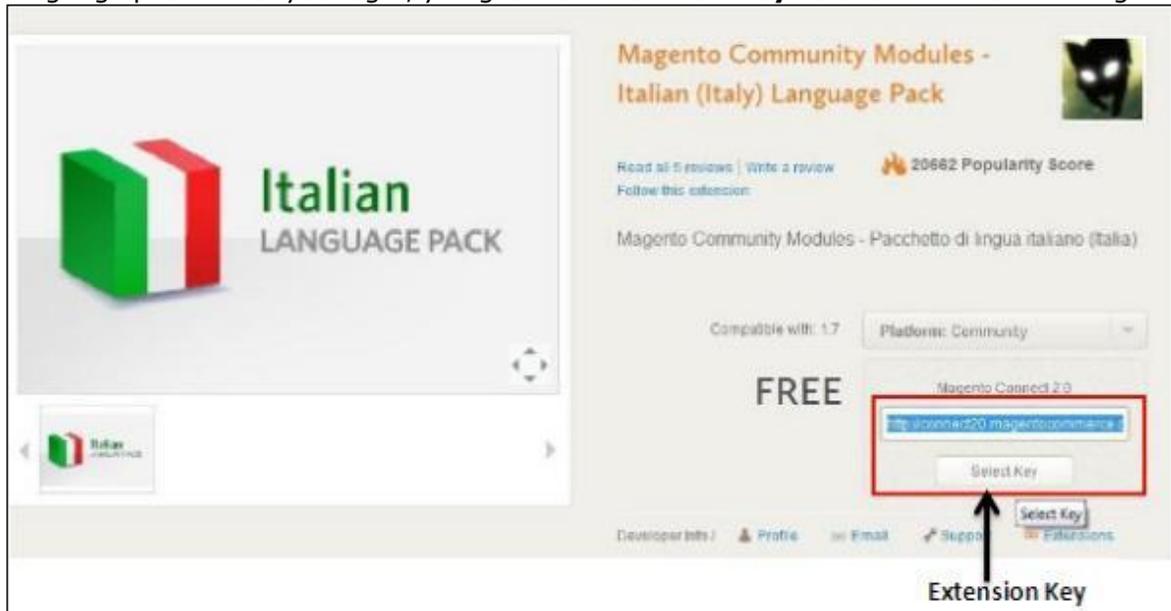
5. MAGENTO – SET UP LANGUAGES

In this chapter, we will see how to use the Multilanguage feature of Magento.

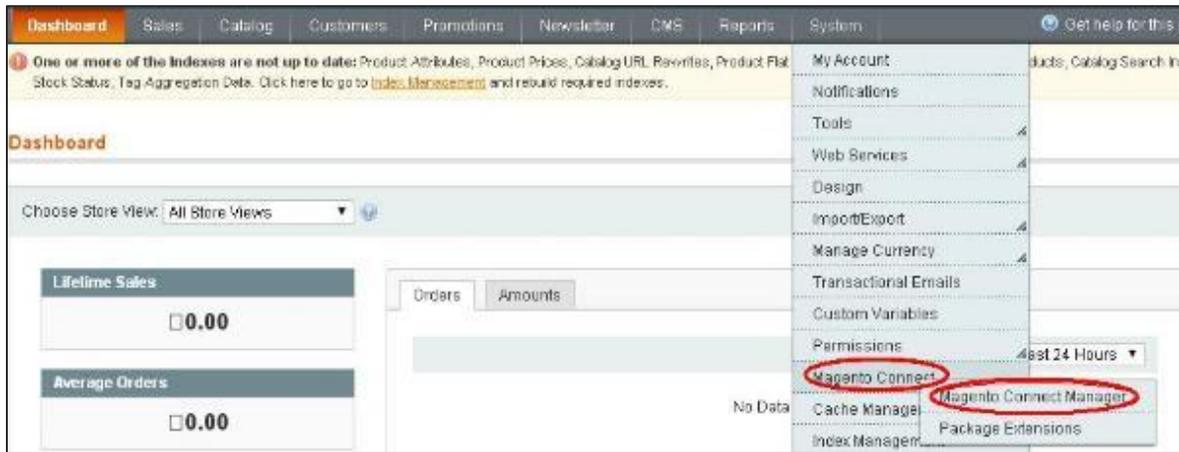
Step (1): Go to the official website of Magento and search for a new language pack using search field. For instance, if you want to search for **Italian** language, type **Italian Language Pack** in search box and press enter. It displays the installation package file. Click on it.



Step (2): You get a package for installing language. You must login to the site to get a language pack. After you login, you get the **Extension Key** as shown in the following screen.

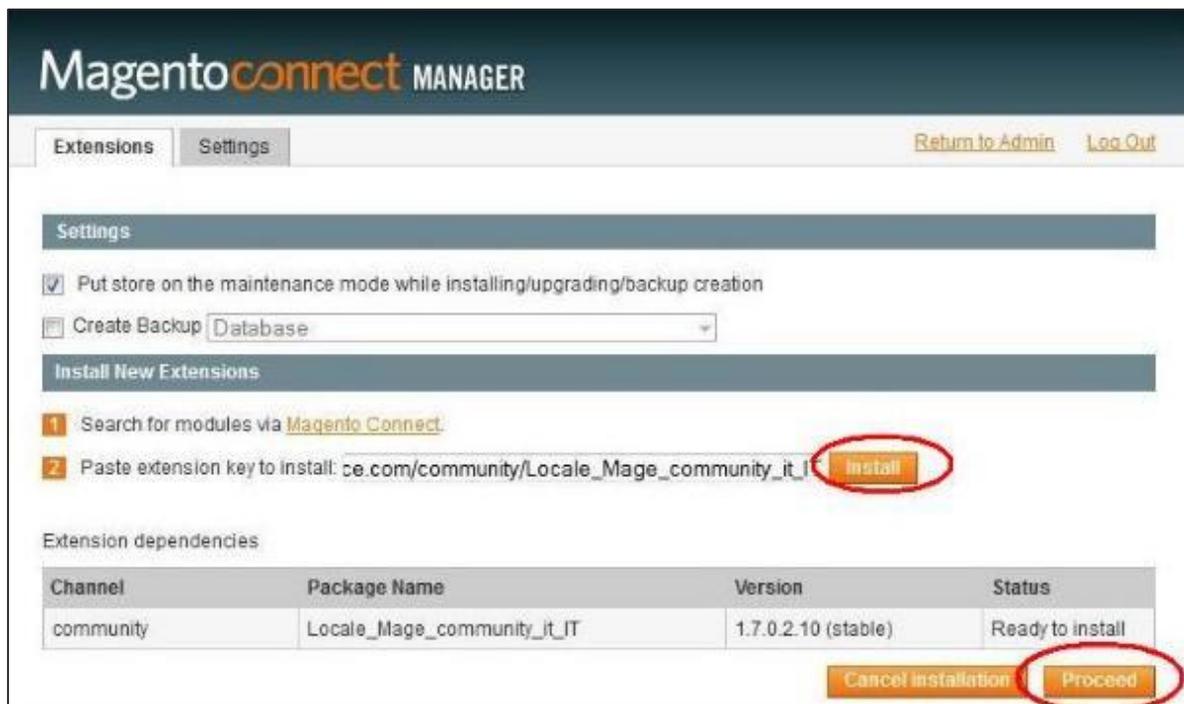


Step (3): Now login to your Magento Admin Panel and go to the **System --> Magento Connect --> Magento Connect Manager** option.

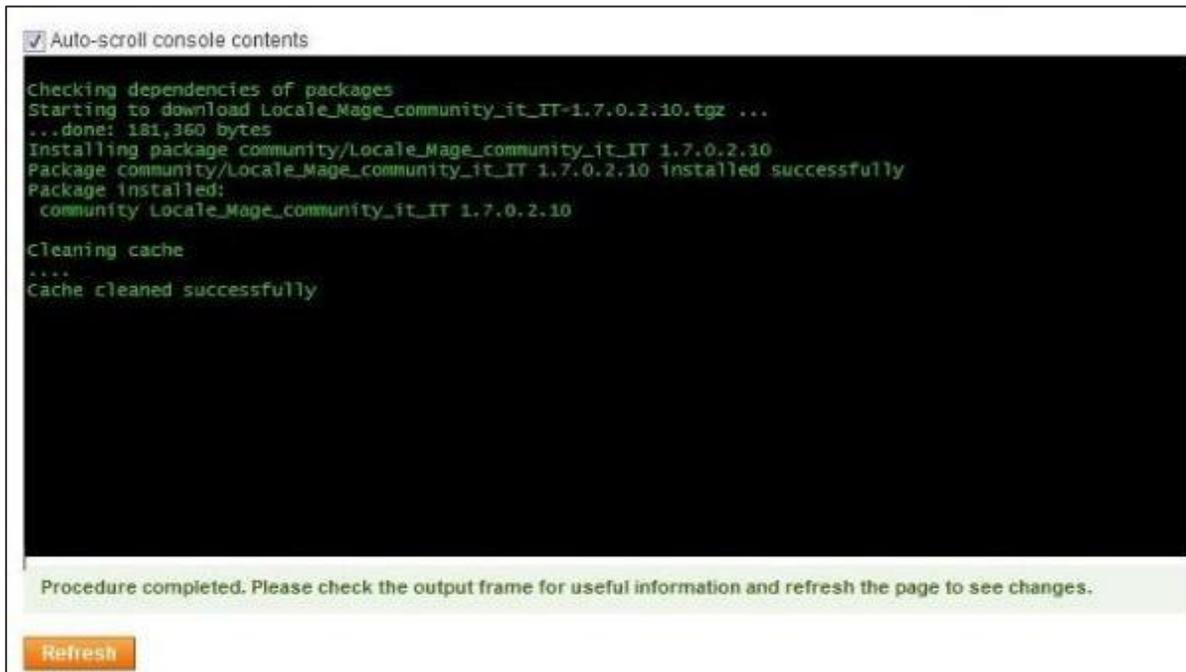


Step (4): It again asks you to login. Enter your credentials to redirect to **Magento Connect Manager** window.

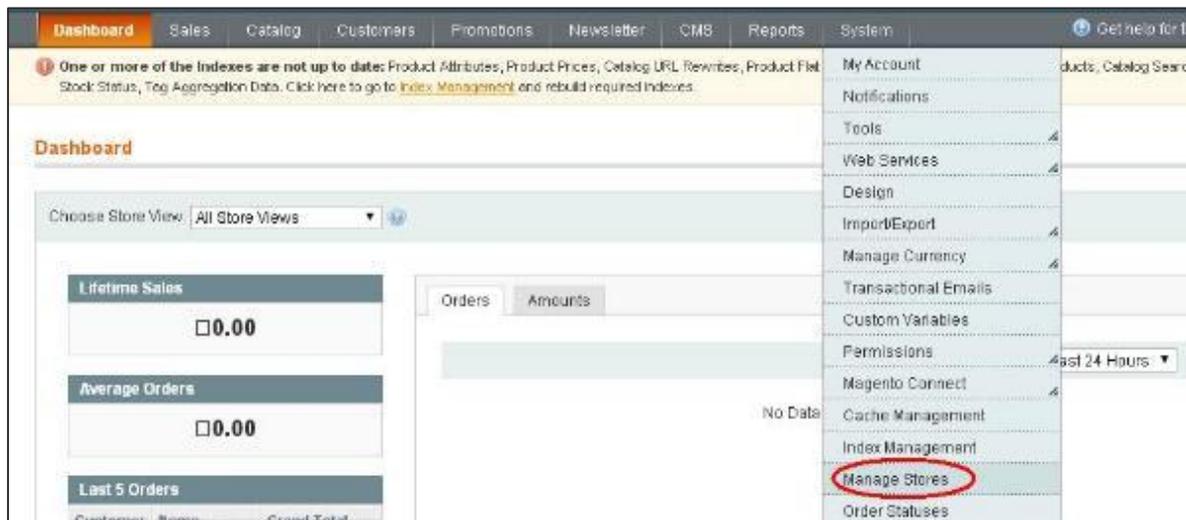
Step (5): Now under **Extensions** section, paste the **Extension Key** (that you had already copied in step 2) and click on **Install** button. It then displays a status as "Ready to install" and click on **Proceed** button to install the language.



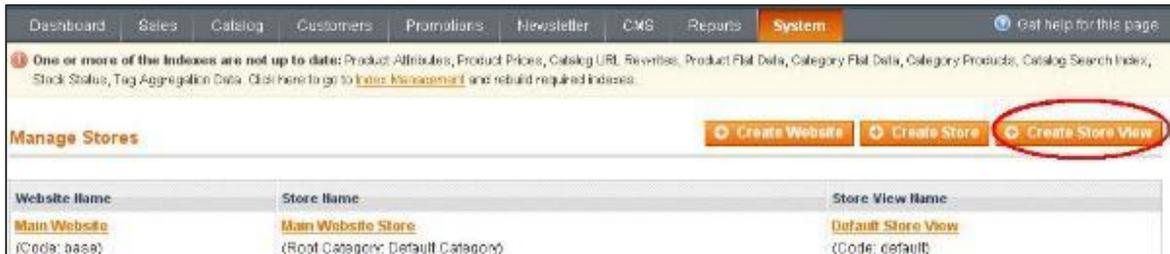
Step (6): It checks for dependencies of packages and displays the message as **Cache cleaned successfully**. Now go to admin dashboard page by clicking on **Return to Admin** link.



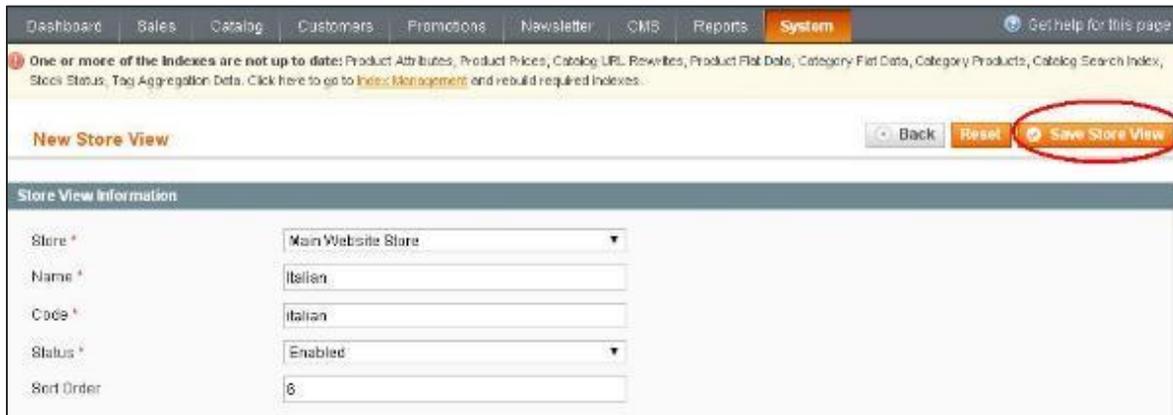
Step (7): Go to the **System** menu and click on **Manage Stores** option.



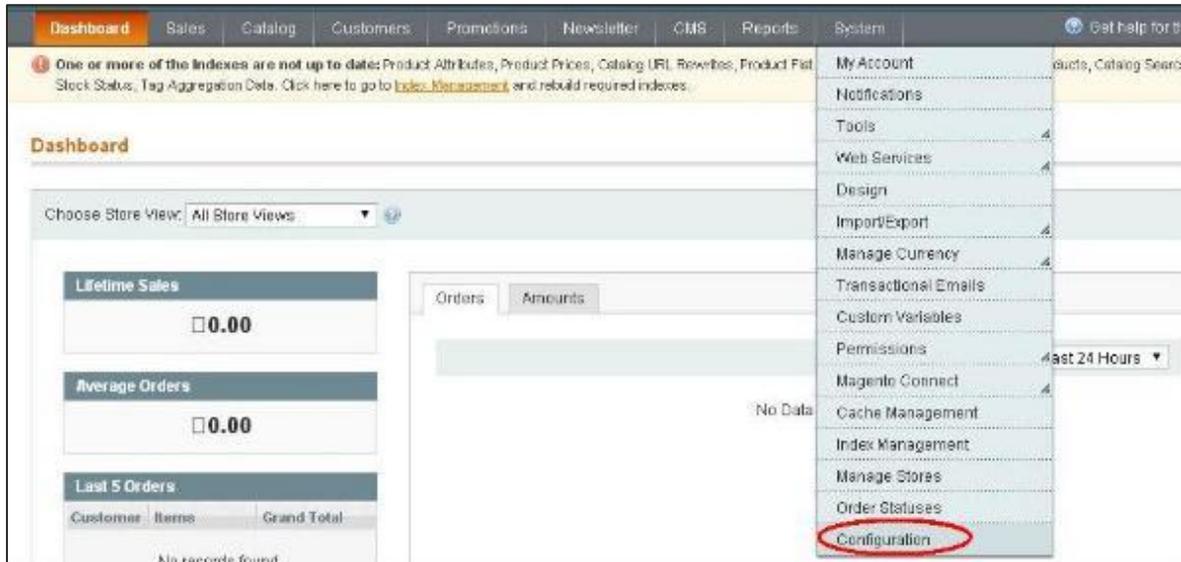
Step (8): You will get **Manage Stores** section to create store view as shown in the following screen.



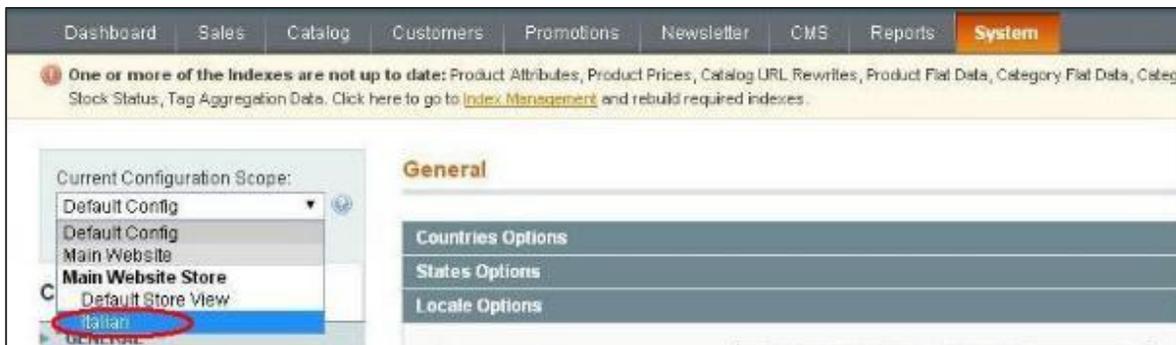
Step (9): Click on **Create Store View** button and enter the information for Store, Name, Status and Sort Order fields. Click on **Save Store View** button to store the view as shown in the following screen.



Step (10): To set up your stored language pack, go to the **System** menu and click on the **Configuration** option.



Step (11): Go to **Current Configuration Scope** section on the left side of the page and select the **Italian** option from the dropdown menu.



Step (12): Now under **General** section, click on **Locale Options**, uncheck the **Use Website** checkbox, select the **Italian (Italy)** option from the dropdown menu of **Locale** field and click on **Save Config** button.



This saves your language in Magento and selected language will be assigned in the selected store view.

6. MAGENTO – SET UP CONTACT

Magento has built-in contact form which can be used for general contacts and can be found in the footer part of your Magento installation.

Following are the steps to create contact form in Magento:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **CMS** menu and click on the **Pages** option.



Step (3): Select the page which you would like to edit or else you can create the new page by clicking on **Add New Page** button.



Step (4): Click on the **Content** option on the left side of page which will open the WYSIWYG editor and click on the **HTML** option that display **HTML Source Editor** window and paste the below code.

```
<!-- CONTACT FORM- >

{{block type="core/template" name="contactForm" form_action="/contacts/index/post"
template="contacts/form.phtml"}}

<!-- END OF CONTACT FORM- >
```

Step (5): Click on **Save Page** button and preview the created page to see the contact form.

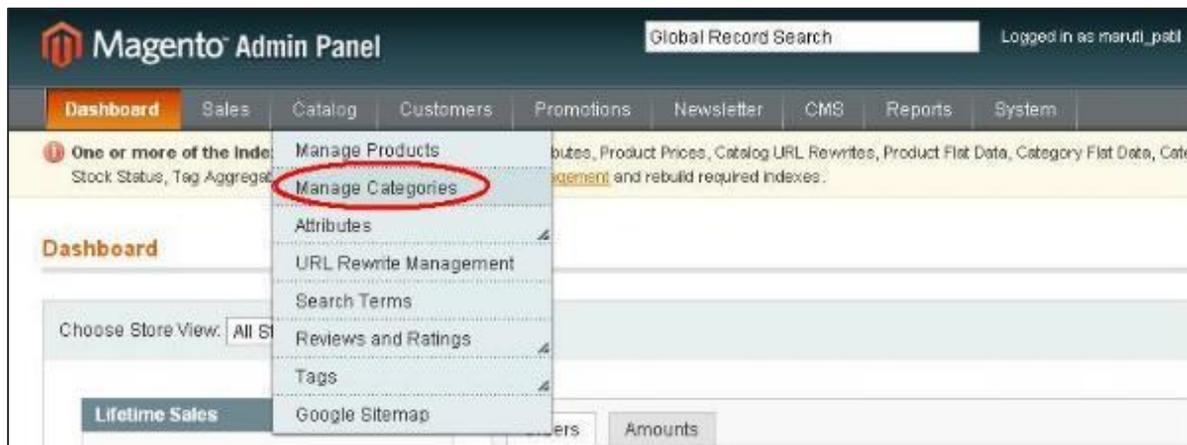


7. MAGENTO – SET UP CATEGORIES

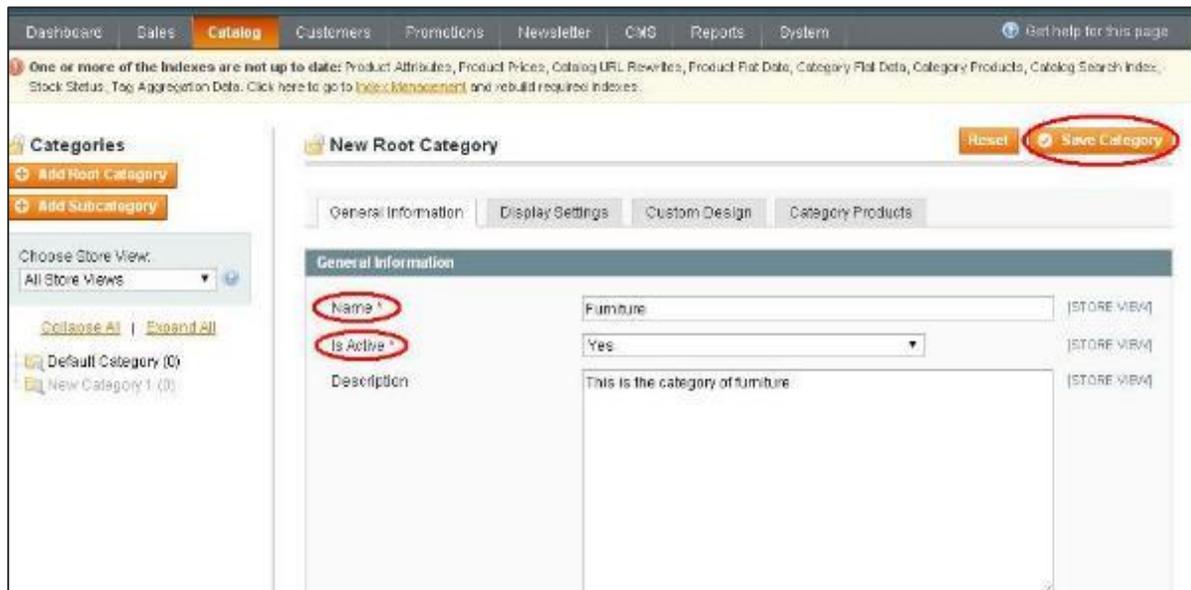
Categories are classes or things which are related, and have some shared characteristics. The following steps describe how to add categories for the products in Magento.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to the **Catalog** menu and click on the **Manage Categories** option.



Step (3): Next you need to fill the fields like **Name** of the category, **Is Active** status which is set to **Yes/No** and **Description** of the category.



Step (4): Click on **Save Category** button and your category is ready to have the products added to it.

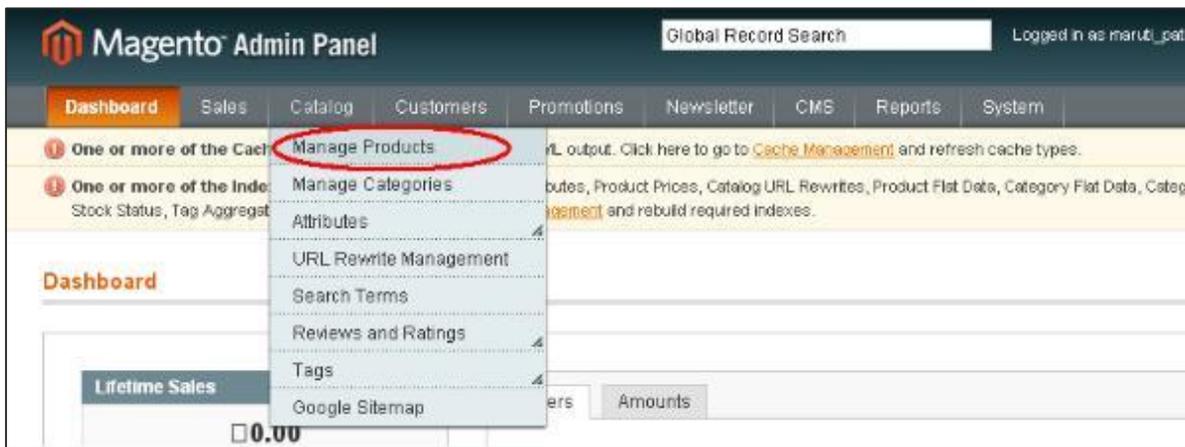
8. MAGENTO – SET UP PRODUCTS

Products are the items or things that are sold in Magento. You can add your products to the store view as per customers' needs. It includes both physical products and services.

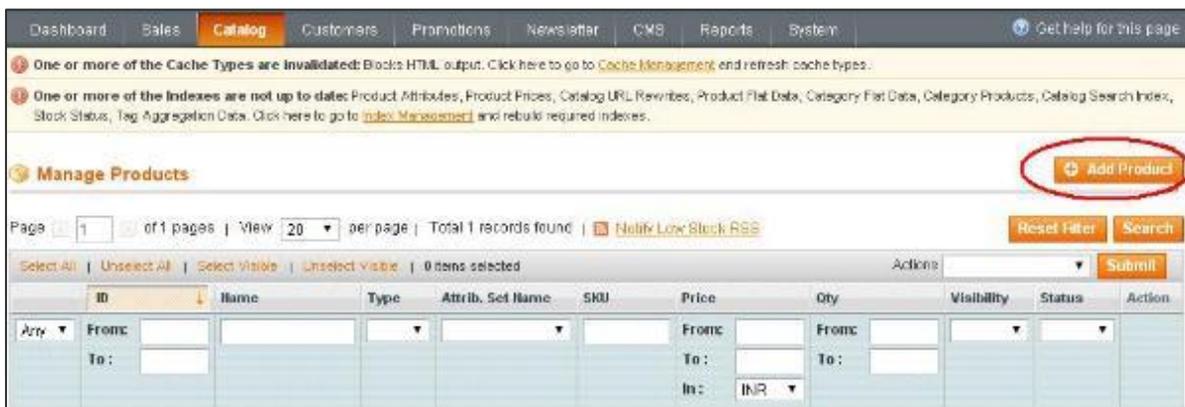
Magento provides an easy way to add your product quantities as described in the following steps:

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **Catalog** and select the **Manage Products** option from dropdown menu.



Step (3): Under **Manage Products** section, you will see a list of products, if you have added to your Magento store. If you want to add new product, click on the **Add Product** button on the page.



Step (4): Next select the Attribute Set and **Product Type**. There is no need to change anything just go ahead and click on **Continue** button.



The screenshot shows the 'New Product' form in Magento. At the top right, there are 'Back' and 'Reset' buttons. Below the form title, there is a section titled 'Create Product Settings'. This section contains two dropdown menus: 'Attribute Set' with 'Default' selected, and 'Product Type' with 'Simple Product' selected. Below these dropdowns, the 'Continue' button is highlighted with a red circle.

Step (5): Under **General** section, fill all the details such as Name of the product, Description, SKU (Stock Keeping Unit), Weight, Status, Visibility, etc. and then click on the **Save and Continue Edit** button.

The screenshot shows the Magento product edit interface for a product named 'nike (Default)'. At the top, there are several action buttons: 'Back', 'Reset', 'Delete', 'Duplicate', 'Save', and 'Save and Continue Edit'. The 'Save and Continue Edit' button is highlighted with a red circle. Below the buttons is the 'General' tab, which contains the following fields:

- Name ***: Input field containing 'nike' [STORE VIEW]
- Description ***: Text area containing 'nike' [STORE VIEW]
- Short Description ***: WYSIWYG Editor containing 'This is the first product in magento' [STORE VIEW]
- SKU ***: Input field containing '45698' [GLOBAL]
- Weight ***: Input field containing '100.0000' [GLOBAL]
- Set Product as New from Date**: Input field with a calendar icon [WEBSITE]
- Set Product as New to Date**: Input field with a calendar icon [WEBSITE]
- Status ***: Dropdown menu set to 'Enabled' [WEBSITE]
- URL Key**: Input field containing 'nike' with a checked checkbox for 'Create Permanent Redirect for old URL' [STORE VIEW]
- Visibility ***: Dropdown menu set to 'Catalog, Search' [STORE VIEW]
- Country of Manufacture**: Dropdown menu [WEBSITE]

Step (6): Enter the *Price and Tax Class* for your product and you can also add additional price using Group Price, Special Price and Tier Price options. Fill all the necessary fields and click on **Save and Continue Edit** button to proceed further.

New Product (Default) Back Reset Save **Save and Continue Edit**

Prices Create New Attribute

Price *
[INR]
↑ This is a required field.

Group Price

Customer Group	Price	Action
+ Add Group Price		

Special Price
[INR]

Special Price From Date

Special Price To Date

Tier Price

Customer Group	Qty	Price	Action
+ Add Tier			

Apply MAP

Display Actual Price

Manufacturer's Suggested Retail Price
[INR]

Tax Class *
↑ This is a required field.

Step (7): If you want to see list of the saved products, just go to the **Catalog** and click on the **Manage Products** option.

Manage Products Add Product

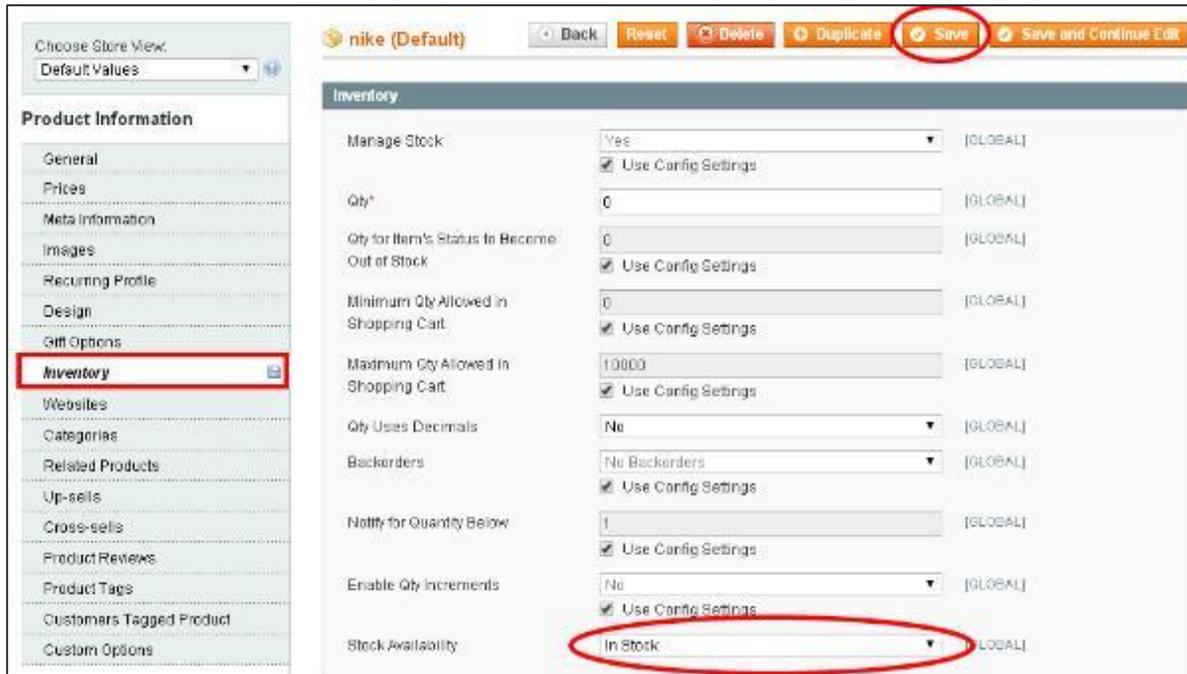
Choose Store View: All Store Views

Page 1 of 1 pages | View 20 per page | Total 2 records found | Nightly Low Stock RSS Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | # Items selected: 0 | Actions: | Submit

ID	Name	Type	Attrib. Set Name	SKU	Price	Qty	Visibility	Status	Websites	Action
2	nabil	Simple Product	Default	89889	₹20.00		3 Catalog, Search	Enabled	Main Website	Edit
1	nike	Simple Product	Default	45688	₹10.00		3 Catalog, Search	Enabled	Main Website	Edit

Step (8): You can customize the product information by clicking on the **Inventory** option on the left side. You can set quantity of the products, stock availability, etc. as shown in the screen. Then save the product by clicking on **save** button.

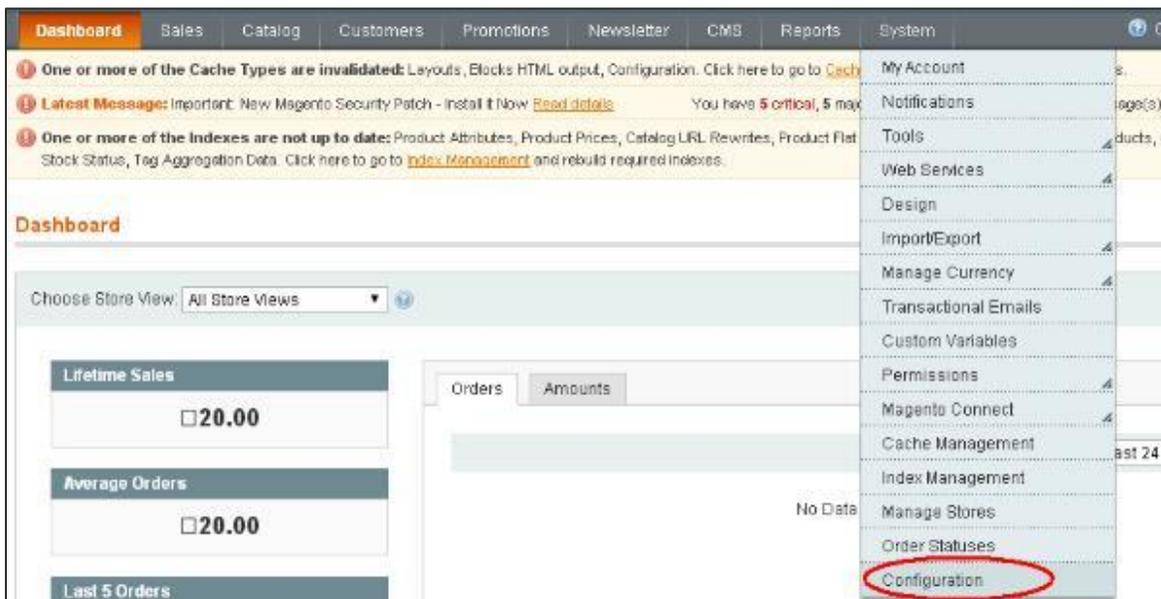


9. MAGENTO – SET UP INVENTORY

Inventory allows setting a product's stock quantity. For instance, you have a product with 100 units in stock. If you set the stock availability to "Out of Stock" then it will force the item to be out of stock. We will see how to configure and manage the inventory settings in Magento.

Step (1): Login to your Magento Admin Panel.

Step (2): Go to **System** menu and click on the **Configuration** option.



Step (3): Click on the **Inventory** option under the **Catalog** section on the left side of the screen which contains two panels **Stock Options** and **Product Stock Options** as shown in the following screen.

End of ebook preview
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