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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Table of Contents

About the Tutorial ..................................................................................................................... i
Audience...................................................................................................................................... i
Prerequisites............................................................................................................................... i
Copyright & Disclaimer ........................................................................................................... i
Table of Contents ..................................................................................................................... ii

PART 1: BASICS.......................................................................................................................... 1

1. Magento – Overview .............................................................................................................. 2
   What is E-commerce? .............................................................................................................. 2
   What is Magento? .................................................................................................................. 2
   Why to Use Magento? .......................................................................................................... 2
   Features.................................................................................................................................. 3
   Advantages............................................................................................................................... 3
   Disadvantages.......................................................................................................................... 3

2. Magento – Installation ............................................................................................................ 4
   System Requirements for Magento ....................................................................................... 4
   Download Magento ................................................................................................................ 4

3. Magento – Architecture ......................................................................................................... 10

PART 2: STORE SETUP .............................................................................................................. 11

4. Magento – Product Overview ............................................................................................... 12
   Magento Products .................................................................................................................. 12
   Product Types .......................................................................................................................... 12
   Product Attributes .................................................................................................................... 13

5. Magento – Set Up Languages .............................................................................................. 15

6. Magento – Set Up Contact .................................................................................................... 20

7. Magento – Set Up Categories .............................................................................................. 22

8. Magento – Set Up Products .................................................................................................. 23

9. Magento – Set Up Inventory ................................................................................................ 27

10. Magento – Set Up Taxes ..................................................................................................... 31
    Set Up Tax Rates .................................................................................................................... 32
    Set Up Tax Rules ..................................................................................................................... 33
    Import/Export Tax Rates ....................................................................................................... 35

11. Magento – Set Up Shipping Rates ....................................................................................... 39

12. Magento – Set Up Payment Plans ....................................................................................... 43

13. Magento – Set Up Payment Gateway ............................................................................... 53
| 14. Magento – Set Up Payment Methods | 55 |
| 15. Magento – Set Up Currencies | 59 |
| 16. Magento – Set Up Checkout Options | 61 |
| 17. Magento – Set Up Paypal Payment | 65 |
| 18. Magento – Set Up Google Checkout | 69 |
| 19. Magento – Set Up Store Live | 72 |

**PART 3: ORDER PROCESSING** ................................................................. 74

| 20. Magento – Orders Life Cycle | 75 |
| Order Status in Magento | 75 |
| 21. Magento – Set Up Order Options | 79 |
| 22. Magento – Set Up Order E-Mails | 81 |
| 23. Magento – Create Orders | 84 |
| 24. Magento – Manage Orders | 88 |

**PART 4: SYSTEM SETUP** .................................................................. 93

| 25. Magento – Set Up Customers | 94 |
| 26. Magento – Set Up Google Analytics | 98 |
| 27. Magento – Set Up URLs | 101 |
| 28. Magento – Set Up Youtube Video | 103 |
| 29. Magento – Set Up Facebook Likes | 107 |
| 30. Magento – Set Up Translation | 110 |
| 31. Magento – Set Up System Theme | 111 |
| 32. Magento – Set Up Page Title | 116 |
| 33. Magento – Set Up Page Layout | 117 |
| 34. Magento – Set Up New Pages | 120 |
| 35. Magento – Set Up CMS | 125 |
| Pages | 125 |
| Static Blocks | 125 |
| Widgets | 126 |
| Polls | 129 |
36. Magento – Set Up Newsletter ................................................................. 131
    Creating Newsletter Template ....................................................... 134
    Send Newsletter ............................................................................ 136

PART 5: OPTIMIZATION ........................................................................ 138

37. Magento – Site Optimization ............................................................. 139
    Environment Optimization ............................................................... 139
    Configuration Optimization ............................................................ 139
    Code Optimization ......................................................................... 140
    Frontend Optimization .................................................................. 140

38. Magento – Profiling ......................................................................... 141

39. Magento – Database Performance ..................................................... 144

40. Magento – Search Engine Optimization ............................................. 146
Part 1: Basics
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.
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.

![Magento Installer Screenshot](image_url)

**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.

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.
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.
Magento Admin Panel

Dashboard

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.

Dashboard

<table>
<thead>
<tr>
<th>Lifetime Sales</th>
<th>Orders</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average Orders

0.00

No Data Found
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
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.

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.
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.

![Screenshot of Magento console showing cache cleaning](image)

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

![Dashboard screenshot with Manage Stores highlighted](image)
Step (8): You will get **Manage Stores** section to create store view as shown in the following screen.

![Magento Management Dashboard](Image)

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

![Magento Store View Configuration](Image)

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.
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.

![Magento Admin Panel](image1)

**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.

![Manage Pages](image2)
**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.

```html
<!- 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.
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.
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.

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