Magento® go

user guide

Start going places

with the power & freedom of
Magento's hosted solution

NOTE

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Part I. Getting Started with Your Magento Go Store

1. Magento Go Will Take You Places

Welcome to Magento Go, an online service that helps small business merchants like you build a powerful store to sell your products and services online, quickly and easily. With Magento Go there is no software to install and configure as well as no servers to manage. We handle the technology so you can focus on running and growing your online business. Our service provides a robust set of tools to help you create, manage and grow your store.

To get you started, we recommend that you sign up for a 30-day free trial of our Magento Go platform. To get started even sooner, sign up with one of our plans that are best suited for your eCommerce needs.

All of our plans are available without any setup fees or transaction fees. Our monthly plans also come with 24/7 customer support to help with your store setup.

This user guide will continue to be updated (screenshots and buttons), please refer back to this online version frequently.

Conventions

In this user guide, you will find a number of terms and text styles that distinguish between different kinds of information.

Admin Panel refers to Magento Go's administrative interface. It may also be referred to as *back-end*.

Web store refers to your store's publicly available site as navigated in a browser. It may also be referred to as *store* or *front-end*.

TIP Tips and tricks appear like this.

NOTE Important notes or warnings appear like this.

2. Getting Started Checklists

If you are new to eCommerce, the following checklists provide an easy guide for setting up your store with Magento Go.

TIP Print getting started checklists below in order to help you expedite your store setup.

The Basic Prerequisites

To take your store live, you must have also setup the following accounts outside of Magento Go.

Account Type	Required	Check Item
Domain Name	Setup your own unique internet address for your store.	☐
Merchant Account	Open a merchant account with your bank or third-party provider.	☐
Payment Gateway	Setup a payment gateway in order to process your store's orders.	☐
Shipping Accounts	Set up an account with a carrier(s) for shipping your orders.	☐
SSL Certificate	Secure your checkout process by setting up a SSL Certificate.	☐

Step-By-Step Guide to Setting Up Your Store

Steps	Required	Recommended	Optional	Check Item
Store Settings	❑ Setup your payment options. ❑ Setup your shipping options. ❑ Setup your tax.	❑ Complete Start My Store wizard.		☐
Email Settings	❑ Set up your company emails. ❑ Set up your customized transactional emails.			☐
Categories, Products & Attributes	❑ Create Categories ❑ Create Products	❑ Create Custom Attributes ❑ Create product Related Products ❑ Create product Up-Sells	❑ Create Cross Sells	☐
Design	❑ Choose a Store Template ❑ Customize the Template			☐
Promotions	❑ Create Coupons	❑ Create promotional banners		☐

Marketing	❑ Submit your sitemap to Google		❑ Submit your products to Google Base	☐
Reporting & Analytics		❑ Sign up with Google Analytics ❑ Register for a Google Webmaster Tools Account		☐

3. Launch your store with the Start My Store Wizard

This chapter describes how to log in to your store's Admin Panel and how to launch your store with the Start My Store wizard.

Accessing the Admin Panel

The Magento Go Admin Panel enables you to control all aspects of your online store; it is your virtual back office. To access the Admin Panel, do the following:

1. Use a standard web browser to navigate to the back office by entering the URL that you specified in the Magento Go setup wizard, with the addition of the suffix **/admin** (or the custom domain that you specified during installation). For example if you specified **mywebstore.com** as the base URL, then use `http://www.mywebstore.com/admin` to access your back office. Alternatively, you can also navigate to the back office by using `http://mywebstore.gostorego.com/admin`.

   The following login page appears:
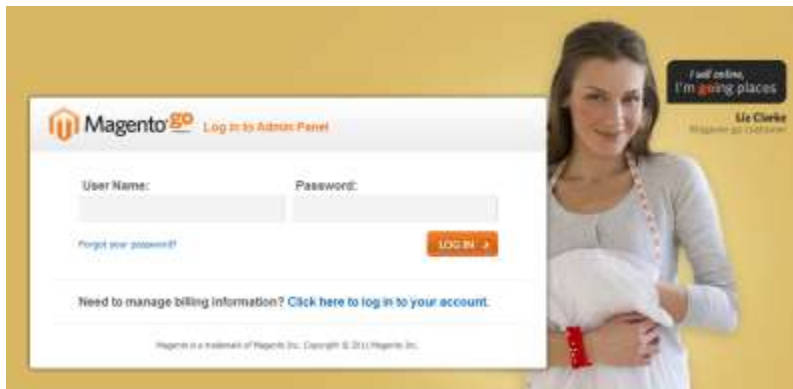
2. Sign in using the user name and password you created during the signup process.

3. Click **Login** to display the Admin Panel.

Launching the Start My Store Wizard

After you have successfully logged into your store's Admin Panel, you can begin your basic store setup by clicking the orange bar located at the top of your admin panel titled **Start My Store**.

^ Start My Store

The Wizard is broken down into eight parts. The following step-by-step guide helps you populate the basic requirements of your Magento Go store.

TIP You can forgo using the Wizard and start setting up your store by jumping directly to the "**Error! Reference source not found.**" section.

NOTE When an action in the Wizard is completed, you will see an icon with a check mark in a circle: . If an action is incomplete, you will see an icon with an empty circle:

Setting Your Language Preference

Magento Go supports merchants and consumers around the world. From selling in multiple languages to handling tax rules from different countries to working in your own language in the control panel, Magento Go provides the flexibility to meet your needs.

By default, *English (United States)* is the primary language set in Magento Go.

To change language settings, select a primary language in the drop-down menu and then click the [Submit] button to update your store's language settings.

Setting Store Contact Information

Introduce customers to your brand. Provide customers with easy ways to contact you, to view and track orders, and to register for newsletters. Get started by letting your customers know who they are buying from and how to reach you.

To set store contact information:

1. Select **Set Store Contact Information.** A dialog box appears that enables you to enter all of your store's contact information:

    - **Enter your store name**: Your store's name will be used as part of the title for all pages of your site.
    - **Enter your store contact email**: Enter the primary store's contact email. Submitted contact form information will be emailed here.
    - **Address**: Fill in your store's physical (mailing) address.
    - **Enter your store phone number**: Your store's phone number will be displayed only if supported by your theme's design.

2. Click the [Submit] button to update your store's contact settings.

Designing Your Store

Magento Go allows you to create compelling and professional stores that engage your customers, regardless of your design skills. Start from one of the professionally designed themes, then add your store's logo and tailor the theme to make it your own – change fonts and colors; move elements on the page with the drag and drop editor; and change your sites inline text.

As a merchant, you also have the ability to control over all aspects of your design, by having direct access to the CSS editor of your site.

Option	Description
Select & Customize Your Design	This section of the wizard will redirect you to the Magento Go theme editor where you can customize, preview and apply different themes from the library provided.
Select Your Store Logo	In this section, you can upload your store logo to be used for all transactional emails. You can also upload a favicon in order to showcase your company logo graphically in all your store's pages in a browsers' title bar, like the one shown below.

Following fields defines currently support file types in Magento Go for your store's logo and favicon.

Option	Allowed File Type
Transactional Email Store Logo	jpeg, gif, png
Favicon	ico, png, gif, jpg, jpeg, apng, svg

NOTE Not all browsers support all of these file types.

Selecting Your Plan

As your business grows, Magento Go can grow with you. With a wide range of configurable features and a variety of plans to meet your needs as the size of your business grows, Magento Go provides the ideal way to launch your business online.

Configuring Your Products

You have unmatched flexibility in how you sell your products with Magento Go. Create custom attributes that match your needs. Group your products into bundles.   Help customers find your products with powerful search engine optimization (SEO) options. Enable customers to easily filter and search to find the products they are looking for. Highlight your products with multiple images, special offers, and promotional banners. Magento Go provides the power you need to succeed online.

This section provides a quick overview of how to create a new product or import your existing products:

→ **Create New Products:** This option allows you to add new or edited products or customers to your store's database. To learn more about creating new products, see "**Error! Reference source not found.**" section.

→ **Import Your Existing Products:** You can import a new or existing product list. To learn more about importing products, see "**Error! Reference source not found.**," section.

Configuring Payments

Accepting payments through your online store is a core pre-launch task. Magento Go lets you accept credit cards and alternative payments directly on your store though trusted partners such as PayPal. Our payments systems are safe for your customers and provide you with the security and PCI compliance you need to confidently sell online.

→ **Set up PayPal:** This option enables you to add new or edited products or customers.

- Sign up for PayPal Express Checkout: This is the simplest PayPal setup; select this option and click **Submit** to be directed to a PayPal page where you can register for a PayPal account**.**
- **Accept credit card payments directly on your site:** Choose this option if you want to accept credit card payments directly on your site; click **Submit** to be directed to the payment settings page

→ **Set up Other Payment Options:** There are a number of different Payment Options for use with Magento Go, including methods to accept credit cards directly on your site. All of these options require you to create an account with the payment provider and then configure your store to work with your account. When you are ready to configure your store, click **Continue** to setup your payment options.

→ **Set Tax Calculation**: To get your store ready to accept orders, set up the tax rates that are appropriate for your business. Tax rates can be set down to a zip or postal code level to allow for city and county variations in rates.

After you have created your tax rates, specify how the tax rates apply using a tax rule. A tax rule defines what rates to use and when.

You can create multiple tax rates and tax rules that can be applied to different types of products or to different customers if necessary. To get started, you should set up at least one tax rate and at least one tax rule.

Configuring Shipping Options

Magento Go provides you all the tools you need to manage your online business. You can provide your customers accurate shipping rates, keep them informed with email notifications, and process orders you take over the phone. From first taking the order to processing payments to shipping, you have control.

Launching Your Store

When you are ready to launch your store and open for business, remove the demo store notice. See "Launching Your Store" for complete details.

Part II.   Build Your Store

4. Catalog Setup

Meet the Admin Panel

This section describes the ongoing management tasks that you can perform in the Admin Panel while running your Magento Go web store. Refer to each of the subsequent chapters of this user guide for a description of the various aspects of customizing and managing your store.

For instructions on accessing the Admin Panel, see "This chapter describes how to log in to your store's Admin Panel and how to launch your store with the Start My Store wizard.

Accessing the Admin Panel."

This chapter contains the following sections:

➜ Supervising web store activities

➜ Viewing, Sorting, and Filtering

Supervising Web Store Activities

The Dashboard appears by default after you log in. It can also be accessed by clicking the **Dashboard** tab on the top left of the page.
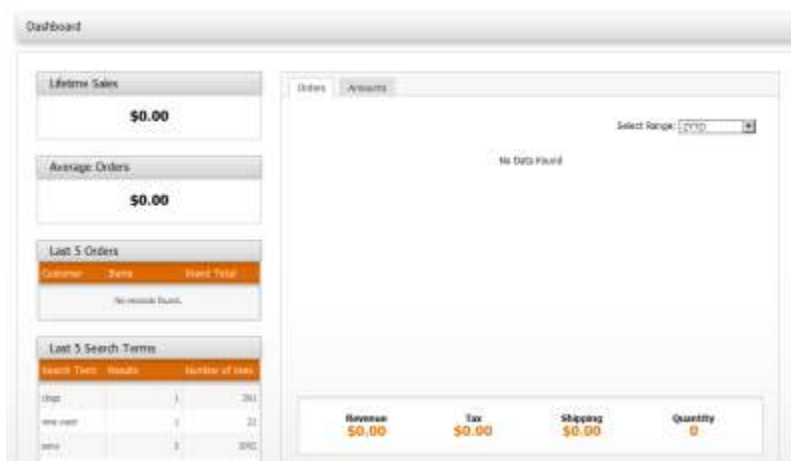
This page shows you basic information and statistics for managing your web store. The following describes the options in this page:

→ **Orders:** The **Orders** tab in the center of the page, as shown above, shows a graph indicating the quantity of Orders in your web store within the last year, meaning Year-to-Date (YTD). Underneath you can see the revenue, tax, and shipping amounts of your orders and the total quantity.

→ **Amounts:** The **Amounts** tab in the center of the page shows a graph indicating the revenue from your web store YTD. Underneath, you can see the revenue, quantity, tax, and shipping amounts of your orders.

→ **Left Information Panel:** The panel on the left shows you the total amount of orders handled in your Magento Go web store, the average amount of each order, information about your last five orders and the top five products for which customers have searched.

→ **Bottom Information Tabs:** The bottom of the Dashboard provides additional information about your web store, as follows:

→ **Bestsellers tab:** Shows a list of the best-selling products in your web store, their price, and the quantity ordered.

→ **Most Viewed Products tab:** Shows a list of the most recently viewed products and the number of times they were viewed.

→ **New Customers:** Shows a list of the most recently registered customers.

→ **Customers:** Shows a list of your top customers, meaning the customers that have ordered the most items from your web store in the last year.

Viewing, Sorting, and Filtering

Throughout Magento Go, there is a system of viewing filters, used to sort, search, and submit actions. This section is a general breakdown of how you can use these options.

Understanding the Actions Menu
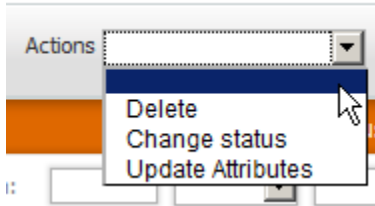
The following are actions that can be applied to selected items in the field:

→ **Delete:** Deletes the selected products from the store.

→ **Change Status:** Disables or enables multiple products at once.

→ **Update Attributes:** Updates the attributes of multiple products. When you click the **Submit** button, a new page opens containing a list of all attributes for all selected products. You can change any of the attributes and then select the **Change** field to notify Magento Go as to which of the attributes have been updated. Click **Save** to confirm the changes.

Using the Any/Yes/No Controls

You may encounter the Any/Yes/No controls.
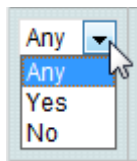
These controls indicate how products have been assigned:

→ **Yes**: Are products that have been assigned by the merchant.

→ **No**: Are products that have not been assigned by the merchant.

→ **Any**: Are both assigned and unassigned products.

Using the View Per Page Control

The View per Page control, shown below, controls how many items are displayed per page:
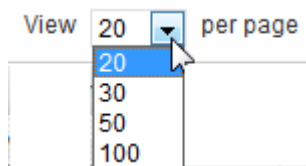
TIP Selecting an amount for View per Page remains as the default setting throughout the Admin Panel until you log out.

Understanding the Search options

The following list describes some of the options that can be used with the search tool:

→ **Name:** A search option of names that you have given items (for example, Samsung 32" LCD TV).

→ **Type**: A drop-down menu that enables you to select a specific product type.

→ **Attribute Set Name:** A drop-down menu that allows you to select a specific Attribute Set.

→ **SKU:** A search option for locating a stock keeping unit (SKU) number.

→ **Price**: A search option for finding products within a price range.

→ **Qty:** A search option for finding products within a quantity range.

→ **Visibility:** A drop-down menu that enables you to select specific visibility options.

→ **Status:** A drop-down menu for finding products that have been enabled or disabled.

Creating and Managing Categories

Categories in Magento Go organize the products in your store's online catalog. By default, categories are not visible in the front-end store. After categories are enabled, they will be displayed on your web store in the layered navigation on left column for a default theme and as a drop-down menu in the main navigation bar.
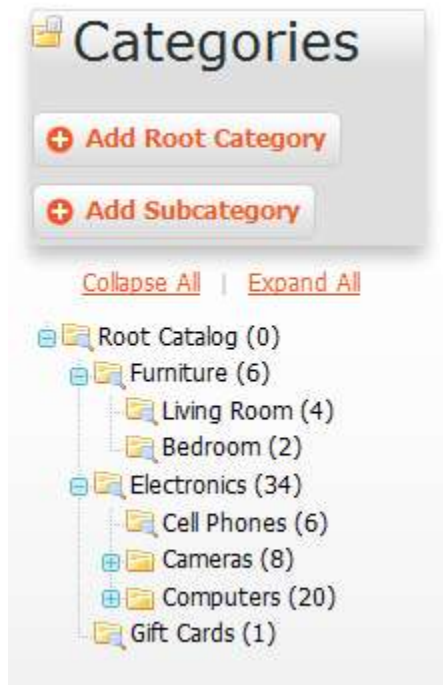
Categories are further managed within a group of four tabs in the main pane: **General Information**, **Display Settings**, **Custom Design**, and **Category Products**.

A category or a subcategory can each display all assigned products to that category; a static content block; or a combination of a static content block followed by the products list. You can also upload an image for all category types in place of a static block.

Both root categories and subcategories are called "subcategories" in Magento Go. The only difference is where you put them in the catalog hierarchy. The advantage of this feature is that it enables you to move categories up, down, and around the hierarchy without having to remake and redefine them.
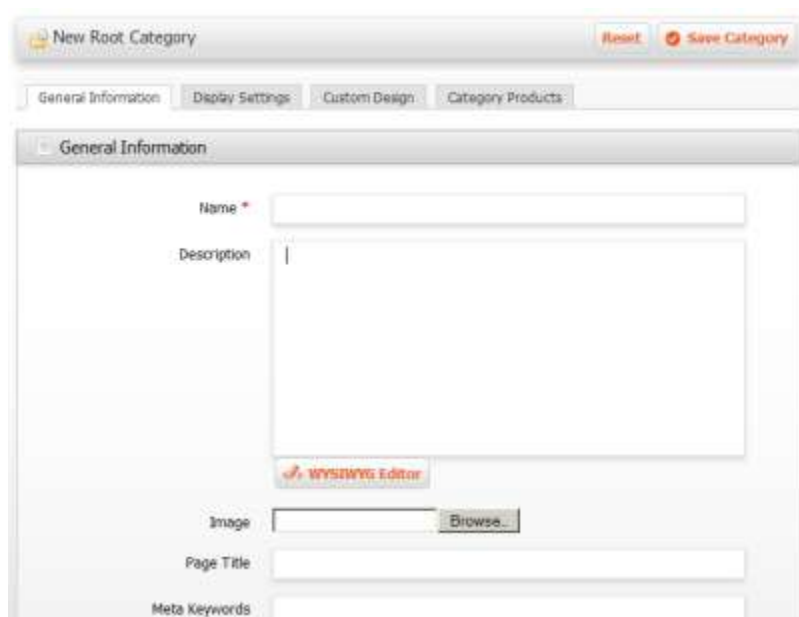
Creating a New Category

To create a new category:

1. In the Admin Panel, select **Catalog > Manage Categories**.

2. In the left pane of the resulting page, click on the category name in which you want to make a subcategory.

NOTE "Default Category" is the root of your store's catalog. All of your catalog categories must be subcategories of "Default Category" in order to be visible in your store.

3. Click the [Add Subcategory] button to open the New Category panel.

4. In the main pane, in the **General Information** tab, enter they key information for this category.

5. Enter information in the required fields:

   - **Name** The name that you specify here will be referenced in the navigation menu bar on your front-end.
   - **Is Active** Select **Yes** to make this category and all "active" subcategories active.
   - **Include in Navigation Menu** Select **Yes** make this category show up in your store's top navigation menu – otherwise, it will be hidden but still be searchable.

6. The **URL Key** field is designed to improve your search engine optimization (SEO) ranking. By default, a URL Key is automatically generated based on the category name. You can overwrite this field for better SEO management. Other key fields for better SEO management include the **Page Title**, **Meta Description,** and **Meta Keywords** fields.

7. You can upload a default image for this category to be displayed on your store's front-end when a customer clicks the category menu. This image will be displayed on top of the product list of this category. See "**Error! Reference source not found.**," for better marketing management.

8. Click [Save Category] to save your changes.

9. Repeat steps 2-8 above to more categories for your web store.

TIP Your categories can have as many subcategories and sub-subcategories as you want. If you want to limit how many levels show up in your top navigation, in the Admin Panel and select **System > Configuration** to open the Configuration page. Click **Category** in the left navigation bar, then click **Top Navigation.** Set the number of levels of categories. For unlimited subcategories, specify 0 (zero).

NOTE Disabled categories appear in gray type.

Additional Category Settings

Display Settings Tab

1. In the **Display Mode** field, select one of the following options to specify how you want your category listing page to appear:

   - **Products only** This option will display only products that are assigned to this category depending on your list settings.
   - **Static block only** This option will display only a static block. A list of assigned products will be ignored.
   - **Static block and products** This option will display the assigned static block and products for a category. Static blocks will be posted above the product list.

2. If you select **Static block only** or **Static block and products**, then select a previously created static block from the CMS Block list. Otherwise, skip this step. See "**Error! Reference source not found.**" for more information.

3. If you want your category to be "anchored" in the Layered Navigation panel, set **Is Anchor** to **Yes**. Layered Navigation is filterable menu that is displayed on left column of your web store when viewing a category. "Anchoring" a category to Layered Navigation will add the category in this menu.

4. Click [Save Category] to save your changes.

NOTE Layered Navigation is not visible if the layout page is based on 1 Column layout.

Optional Fields

Available Product Listing Sort By

By default, the **Best Value**, **Name**, and **Price** attributes are added as sorting option for product lists. You can define and add attributes as needed. If you want to customize the sorting option, clear the **Use All Available Attributes** check box and select the needed attributes.

NOTE Use your keyboard's Shift key if you want to select a group of attributes, or use the Ctrl (PC) or Command (Mac) key for individual selection.

Default Product Listing Sort By

You can define the default "Sort By" option by clearing the **Use Config Settings** check box and selecting the desired attribute from the drop-down menu.

NOTE If you clear **Use All Available Attributes** and do not include the **Best Value** attribute as part of custom sorting, you will not be able to save the category unless you clear **Use Config Settings** for **Default Product Listing Sort By** and select another attribute as the default sort option.

Layered Navigation Price Step

By default, Magento Go will display price ranges by 10s, 100s, and 1000s, depending on the scope of the price of products within the product list. You can predefine the Price Step range by specifying your own number in this field by clearing the **Use Config Settings** check box.

Custom Design Tab

The **Custom Design** tab enables you to control the look and feel of a category and all assigned product pages, including the content blocks and template layout.

Customizing category pages and assigned products will help you promote selected products and categories to increase sales. Customizing category pages and assigned products enables you to differentiate selected products and categories. For example, you can develop specific designs for brands or a special line of products in order to increase sales.

To customize a category page:

1. If the parent category of the selected category has already been customized and you want to use same settings, select Yes for Use Parent Category Settings.

2. Customization of the Category is reflected only on the categories page. If you want the custom settings reflected in all the products assigned to this Category, select Yes for Apply to Products.

3. If you want to further define the look of the category page, then select a predesigned theme from the Custom Theme drop-down menu.

4. If you want to apply the changes at a specific time, then specify the dates for Active From and Active To by clicking the calendar icons. If you do not define the start and end dates, your changes will be applied upon saving.

5. You can further change the layout of the category page by selecting one of the default layouts in Page Layout.

Page Layout Template Option	Description
No Layout Update	This option is preselected by default and will not apply any layout changes.
Empty	You can define your own design template (for example, a 4-column layout) by choosing this field.
1 column	The content area will extend to the full width of your store as one column.
2 column with left bar	The content area will be divided into two columns with the left column set at a smaller width for displaying content blocks.
2 column with right bar	The content area will be divided into two columns with the right column set at a smaller width for displaying content blocks.
3 columns	Left and Right columns will be set at the same small width for displaying content blocks. The middle section is for main content.

6. You can further customize the theme with XML coding. See Advance Layout Update for more details on how to customize a theme.

7. Click to save your changes.

Category Products Tab

This tab enables you to specify the products that belong to this category.

1. Check the relevant check boxes of the products you want to add. You can use filters to limit the products that are shown. Use the Reset Filter button to show all products again. You can also assign products to categories when editing products. See "**Error! Reference source not found.**" for more information.

2. Click ![Save Category] to save your changes.

Reorganizing Your Catalog Categories

To reorganize your catalog categories:

1. In the Admin Panel, choose **Catalog > Manage Categories**. The categories are listed in the left navigation bar.

2. To move the categories around, simply drag-and-drop them in a new location. Category order changes are saved automatically for you.

Deleting a Catalog Category

To delete a catalog category:

1. In the Admin Panel, choose Catalog > Manage Categories. The categories are listed in the left navigation bar.

2. Click on the category you want to remove.

3. Click the [× Delete Category] button to save your changes.

NOTE Delete category cannot be reversed, so double check that you've selected the correct category.

Turning On/Off Layered Navigation for a Category

To turn layered navigation on or off for a category:

1. In the Admin Panel, choose **Catalog > Manage Categories**. The categories are listed in the left navigation bar.

2. Click on the category you want to modify.

3. In the Display Settings tab, set the **Is Anchor** field to **Yes** to turn on layered navigation or **No** to turn off layered navigation.

4. Click the [Save Category] button to save your changes.

Changing Product Listing on a Specific Category Page

To change how products are listed on a specific category page:

1. In the Admin Panel, choose **Catalog > Manage Categories**. The categories are listed in the left navigation bar.

2. Click on the category you want to modify.

3. In the **Display Settings** tab, modify any of the following values to override the way your products are listed. See "Display Settings Tab" for definitions of each field.

    -   Display mode
    -   Available Product Listing Sort by
    -   Default Product Listing Sort by

4. Click the [Save Category] button to save your settings.

Creating and Managing Products

This section describes how to define and edit products.

TIP You should first define attributes of a product, as described in "

Managing Attributes and Attribute Sets" before you define products that have that attribute.

Understanding Product Types

Magento Go offers a variety of product types, including Simple Product Types and Complex Product Types, which enable substantial flexibility when defining products.

The following sections discuss the available product options in Magento Go and their typical usage. Your store could potentially use every kind of product type or just one, but it is important to first classify your products into their respective types.

NOTE By default, only **Simple Product** is available when adding a new product. To be able to create more complex products, such as **Grouped**, **Virtual**, **Gift Card**, or **Bundle**, Select the **Use Complex Product types** option to load those product types.

Simple Product Type

➜ **Simple Product**: This is the most basic product type. It refers to all kinds of physical products that are shipped, for example clothes, computers, and smart phones.

Complex Product Types

➜ **Grouped Product**: This option enables you to display several similar products on a single page. For example, if you are selling a suit, you can make a grouped product to display the jacket, pants, vest, shirt, and tie. Customers can select all of these items, or just the ones they need, and add them to their cart. An example is provided below:
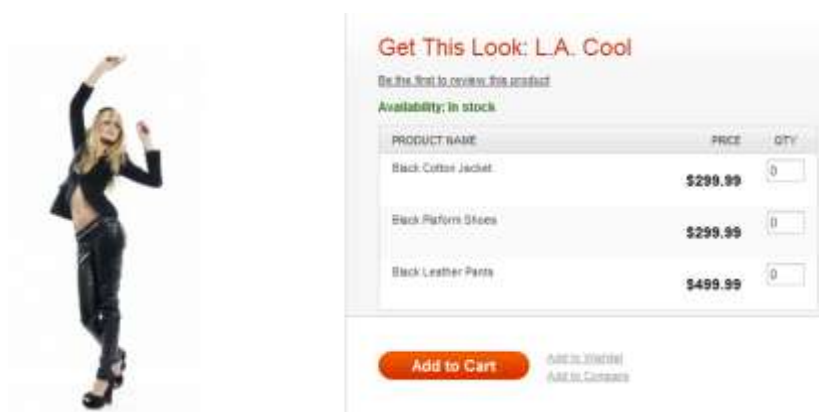
➜ **Configurable Product**: This type of product enables your customers to select the variant they want by providing them with options. If you have ever shopped for clothes online, you have probably been provided with option buttons that enable you to choose different sizes and colors. If your store has a T-shirt with three sizes and two colors, then you would have to create six variants as individual products and then add them to a configurable product where customers can choose the size and color and add it to their

cart. You can also assign different pricing levels according to the different options you decide to supply.

→ **Virtual Product**: This is an abstract item that does not require shipping or inventory. It is generally used for warrantees associated with physical products or some services such as memberships.

→ **Bundle Product:** This product is comprised of several other already existing components that offer different advantages. A good example of a bundle product is customizing a computer. Just like at an actual store, on a Magento Go virtual computer store, customers could potentially build a computer to fit their needs, for example upgrading the RAM or the monitor size or downgrading.

→ **Gift Card:** This product option enables you to offer gift cards in Virtual, Physical, or Combination format. When a gift card is ordered, a unique code is generated that is emailed to a customer for virtual gift cards, or exported for printing to physical gift cards. This unique number can only be redeemed by one customer.

Creating Products

The following steps are the same for all product types. Subsequent sections describe the difference between each of the product types.

Creating a Simple Product
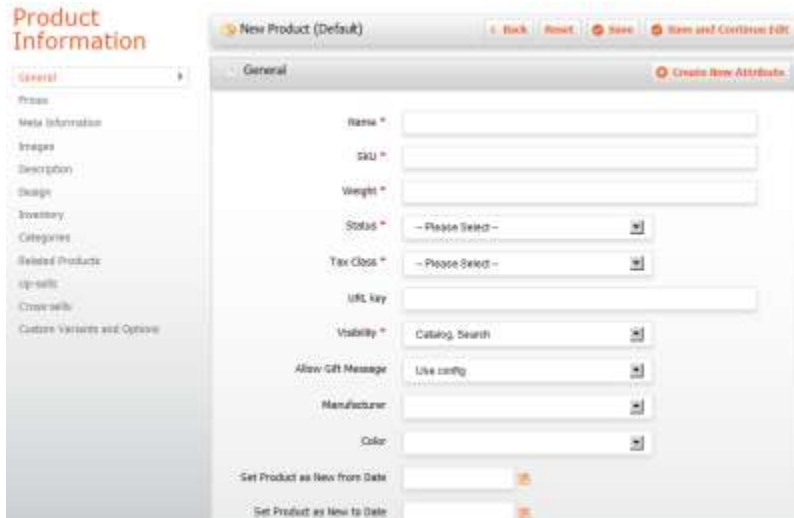
To create a simple product:

1. In the Admin Panel, choose Catalog > Manage Products.

2. Click ⊕ Add Product on the top right to create a new product.

3. In the following page, select an attribute set from the drop-down menu. To learn more about attributes and attribute sets, see "

4. Managing Attributes and Attribute Sets".

TIP You should first define attributes of a product, as described in the Managing Product Attributes section, before you define products that have that attribute.

4. Click [Continue] to view the New Product Editor page, displayed below:

General Product Configuration Settings

Fill in all the required fields, which are indicated by a red asterisk (*). The General Info fields include the following:

➜ **Name:** The Product name as you would like it to appear in your store.

➜ **Description:** This appears at the center of your product page for default templates, and should provide your customers with an accurate product report.

➜ **Short Description:** This appears to the right of your product page. You should provide a more brief description of your product, ideally broken down with bullet points.

➜ **SKU (Stock Keeping Unit):** This is a unique identifier for each individual product and service that can be provided. SKUs are often used to refer to different versions of the same product. For example, a retail store carrying Guitar Hero 3 might have six SKUs, two for each of the three platforms.

➜ **Weight:** The actual mass of the product in US ounces (oz). Typically this is used for shipping calculations.

➜ **Status:** Specifies that the product is available in the store. If it ever becomes temporarily unavailable, you can remove it from store views by changing this field to **Disabled**.

→ **Visibility:** Specifies where you would like your product to be viewed. The available options are: **Not Visible Individually** (recommended for Configurable Product Type); **Catalog** (products are displayed only in catalog pages); **Search** (products are displayed in search result pages only); **Catalog, Search** (products are displayed in both catalog and search result pages).

Click [Save and Continue Edit] any time while you work to save your changes.

Adding Product Images

To add product images:

1. Click the **Images** tab in the Product Information panel on the left.

2. Click [Browse Files...] and select the desired product images from your file system.

TIP You can repeat this step to insert additional images before uploading files.

---

3. When you have selected all your images, click [Upload Files] to upload all selected images to your store.

4. For each image you have uploaded, provide the following information:

   - **Label**: Alternate text for the image tag. This feature is useful for SEO management.
   - **Sort Order**: The order in which the images are displayed in the Slideshow and MORE VIEWS option.
   - **Thumbnail**: Used in the shopping cart and related items.
   - **Small Image**: Used in the Category listing, wish list, and so on.
   - **Base Image**: Large product images for zooming.
   - **Exclude**: Select an image if you do not want it to appear in the gallery of MORE VIEWS on the product page.
   - **Remove**: Select an image to remove from the collection. All selected images will be removed upon saving.

TIP Magento Go automatically resizes your main product image for each of these sizes so you only need to upload your base image once. Alternatively, for better image management, resize your product's images in an image editor and upload them to each image type.

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5. Click [Save and Continue Edit] any time while you work to save your information.

Assigning Your Product to a Category

To assign your product to a category:

1. Select the Categories tab in the Product Information panel on the left.

2. Click the checkbox next to each category you want that product to appear in. Clicking the [+] icon will expand that category and reveal its subcategories.
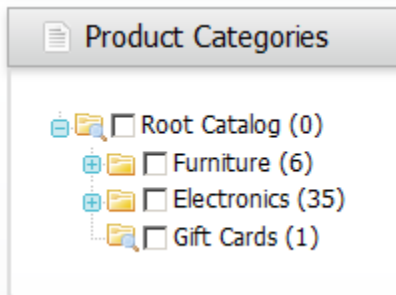
3. Click [Save] to save your changes.

Configuring Price Information
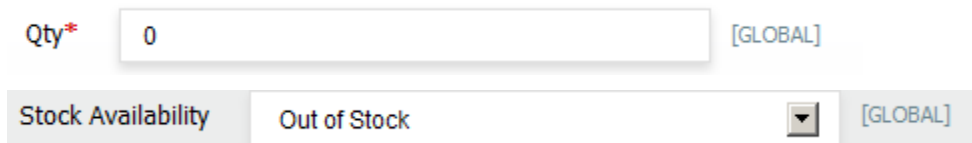
1. Click the Prices tab in the Product Information panel on the left.

2. The Prices fields include the following:

    *   Cost: Represents what an item actually costs you (the store owner). It is used only in the back-end, and can be used for generating revenue reports.
    *   Tax Class: Taxation of different products may vary from product to product, as well as in the shipping of different products. Magento Go provides the options None, Taxable Goods, and Shipping. Select the appropriate option for the products you are selling.
    *   Special Price If you will be offering discounts or promotions for particular product, simply add a special price in the allocated field. You can define the promotion period by entering the start and end dates for the promotion in the To and From field dates, using the calendar icon or by manual entry. An example of how special pricing will appear in your store appears below:

    Regular Price: $10.00
    Special Price: $5.00

3. Click [Save] to save your changes.

Configuring Inventory Information

1. Click the **Inventory** tab in the Product Information panel on the left.

2. The **Inventory** fields include the following:

- **Qty:** Specifies the quantity, or how many units you currently possess in your inventory.
- **Stock Availability:** You can specify whether or not an item is In Stock or Out of Stock

3. Click [Save] to save your changes.

What if Your Product Does Not Appear?

If your product does not appear in your store, check the following settings in your product data:

→ Status is **Enabled** in the **General** tab.

→ **Visibility** is set to include catalog in the **General** tab.

→ **Inventory** value is non-zero in the **Inventory** tab.

→ **Stock Availability** is set to **In Stock** in the **Inventory** tab.

→ Product is assigned to a website in the **Categories** tab.

→ Product is assigned to a category in the **Categories** tab.

Optional Recommended Features

Depending on your store's needs, Magento Go provides a high level of optional customization features.

Configuring Meta Information

Meta information helps search engines find your product. The Meta Information fields appear below:

The **Meta Information** tab is for specifying metadata for a product. Metadata is descriptive information about a page that search engines can use to index your store's product pages. This content is not visible directly on your website.

- **Meta Title**: Specify a title for your product's page. This title can be seen at the top bar of a web browser.
- **Meta Keywords**: Specify keywords that are relevant to the product. It is helpful to consider keywords that potential customers may search if they were searching for your products with a search engine.
- **Meta Description**: Write a few sentences describing the content on the page. Though it is not visible on your page itself, some search engines will list this page's search result using the meta description text.

NOTE Read our [SEO knowledge Base](#) articles for more information about Search Engine Optimization.

Configuring Optional Inventory Settings

To configure optional inventory settings:

→ **Manage Stock:** Select **Yes** if the inventory options are available for this single product to manage your inventory. Select **No** to specify that you do not want to manage product inventory (in which case, the product will be made permanently available to your customers in your store).

→ **Stock Availability:** Select the **In Stock** Option if you want customers to be able to purchase this product.

→ **Qty Uses Decimals**: This field is used for products such as those sold in units of length, weight, or some other measure. If your products require customers to enter decimal quantities, as opposed to integers, select **Yes**.

→ **Backorders**: If your store's inventory is promptly refreshed, and there is no reason for your store to prevent customers from ordering beyond the specified inventory limits, then you can change this option to **Allow Qty Below 0**. If you want the customer to be notified about the backorder upon purchase, you can select **Allow Qty Below 0 and Notify Customer**.

→ **Maximum/Minimum Qty Allowed in Shopping Cart**: This allows you to limit the availability of a product. For example, if a company sold bottles of wine, they could offer a low price on bottles if customers buy the case, in which case they would set the minimum amount to six and over. Alternatively, you can set the maximum limit in order to limit the quantity of each product sold per customer.

→ **Qty for Item's Status to become Out of Stock**: This field specifies a level at which a product will become out of stock.

Configuring Product Relationships

In addition to providing a wide range of product types, Magento Go also enables you to create relationships between products to support accessorizing, up-sells, and cross-sells. The key types of product relationships that are provided by Magento Go are:

→ **Related Products:** This option is designed to aid your customers' shopping experience as well as coax them into adding products to their carts. It can be as vague or as specific as you choose. A product related to an iPod Shuffle could be an iPod Nano, or it could be an iMac, or a set of stereo speakers. It is up to you just how related you want to make it.

→ **Up-sells:** This option enables you to recommend an upgraded version of the products that your customers select. The promotion appears when products are viewed. For example, if a customer selects a standard mobile phone from your products, you could attempt to up-sell them to a smart phone. It does not need to be more expensive

necessarily; it could be a product that yields a greater profit margin, or one of better quality.

→ **Cross-sell:** This option enables you a last chance to offer your customers an impulse buy. They are products promoted in the shopping cart page right before checkout. This would be similar to items such as candy or magazines that are available around the register at the grocery store. They might not be related products, but they are products you would like to entice your customers into buying upon check out.

Adding Related Products to a Product

To add related products to a product:

1. Click the Related Products tab in the Product Information panel on the left.

2. In the product grid, click [Reset Filter] in the upper right to show all the products you have created, or use the fields in the first row of the product grid to find specific products.

3. From the resulting list, select the check box in the first column for any products you want to add to the related products list for this product.

4. Click [Save] to save your changes.

Adding Up-Sell Products to a Product

To add up-sell products to a product:

1. Click the **Up-Sells** tab in the Product Information panel on the left.

2. In the product grid, click on the [Reset Filter] button in the upper right to show all the products you have created, or use the fields in the first row of the product grid to find specific products.

3. From the resulting list, select the check box in the first column for any products you want to add to the up-sell products list for this product.

4. Click [Save] to save your changes.

Adding Cross-Sell Products to a Product

To add cross-sell products to a product:

1. Select the **Cross-Sells** tab in the Product Information panel on the left.

2. In the product grid, click on the [Reset Filter] button in the upper right to show all the products you have created, or use the fields in the first row of the product grid to find specific products.

3. From the resulting list, select the check box in the first column for any products you want to add to the cross-sell products list for this product. If you define more cross-sell

products than there are spaces available, Magento Go will display different products from the cross-sell list each time the cart page is reloaded.

4. Click ![Save] to save your changes.

Setting Complex Product Types

As mentioned in beginning of this chapter, Magento Go offers a variety of product types, including Simple Product Types and Complex Product Types, which enable substantial flexibility when defining products.

The following section covers the complex product types in Magento Go and their key differences with Simple Product product type.

Creating a Grouped Product

Creating a grouped product is similar to creating a Simple Product, with the exception of defining Price and Associated products.

To create a grouped product:

1. In the Admin Panel, choose **Catalog > Manage Products**.

2. Click ![Add Product] on the top right to create a new product.

3. In the following page, select an attribute set from the drop-down menu. To learn more about attributes and attribute sets, see "

4. Managing Attributes and Attribute Sets."

TIP You should first define attributes of a product before you define products that have that attribute.

5. Select Use Complex Product Types to load the Product Type drop-down menu.

6. Select **Grouped Product** from the list.

7. Click to be directed to the New Product Editor page.

8. See "General Product Configuration Settings" to define the main configuration settings as described for the Simple Product type. These settings apply to the Grouped Products type as well.

To define associated products:

1. Select the Associated Products tab in the information panel on the left to display the following page

2. Click Reset Filter to load all available products. You can also filter by available fields in columns and clicking the Search button to display a filtered group of products.

3. Select the check boxes of the products you want to associate to your product.

4. Click the Save button to save your changes.

Creating a Configurable Product

Creating Configurable Products is similar to creating Simple Products with the exception of selecting configurable attributes and associated products. Only attributes with scope set to **Global**, input type set to **Dropdown**, and **Use to Create Configurable Product** set to **Yes** will be available for configuration.

Configurable products must be associated with simple products using Attributes that a Customer can select from a configurable product page. This means that when a shirt is offered in three sizes, then three simple products must be assigned to the configurable product, one for each size.

The configurable product appears in the store with a section that provides customers with options like the following shown below for **Size**:
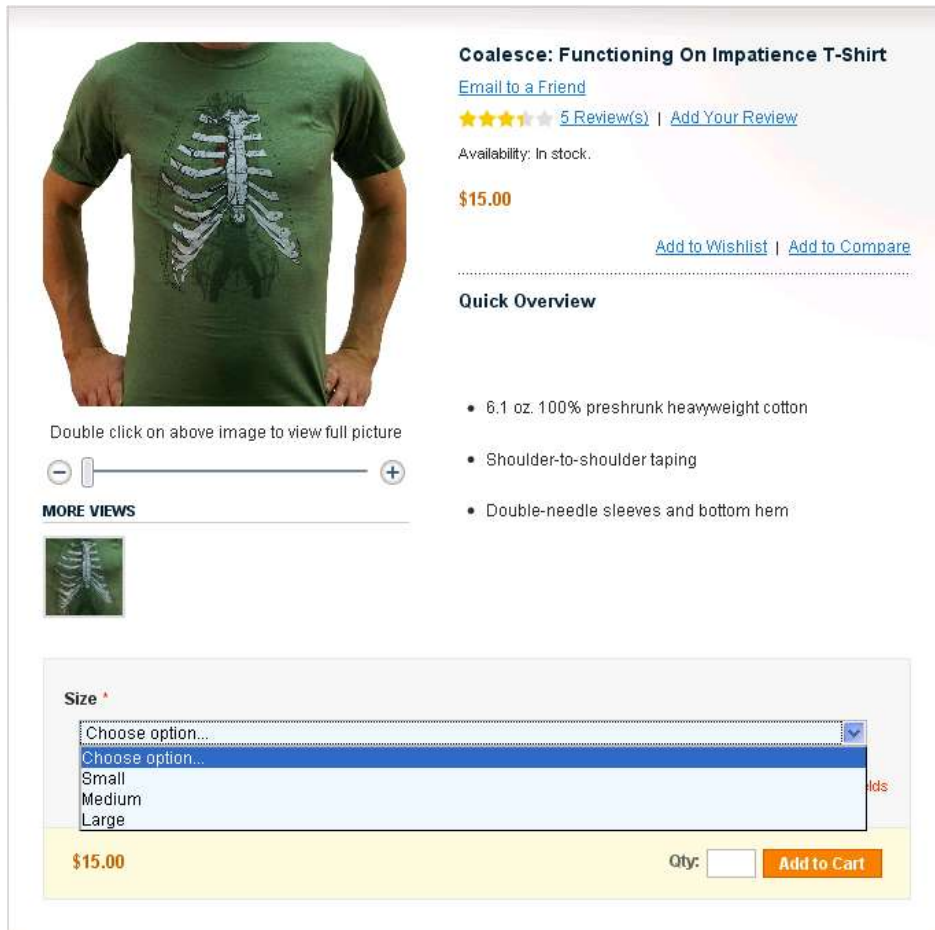
To create a configurable product:

1. In the Admin Panel, choose **Catalog > Manage Products**.

2. Click on the top right to create a new product.

3. In the following page, select an attribute set from the drop-down list. To learn more about attributes and attribute sets, see "

4. Managing Attributes and Attribute Sets."

TIP You should first define attributes of a product before you define products that have that attribute.

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5. Select **Use Complex Product Types** to load the Product Type drop-down list.

6. Select **Configurable Product** type from the list.

7. Click the [Continue] button to display the Configurable Attributes page shown below. The following example was created by selecting an attribute set defined for T-shirts.

8. Select the attributes that are relevant to your product. The likely two configurable attributes for T-shirts would be colors and sizes.

9. Click [Continue] to be directed to the New Product Editor page.

10. See "General Product Configuration Settings" to define the main configuration settings as described for the Simple Product type. These settings apply to the Configurable Products type as well.

Managing Configurable Product Inventory Settings

By default, **Manage Stock** is set to **No** because the inventory of a configurable product is derived by its associated Simple Products' quantity. If you want to manage the inventory manually, clear the **Use Config Settings** check box and select **Yes** for **Manage Stock**. The fields **Enable Qty Increments** and **Stock Availability** are displayed.

→ **Enable Qty Increment:** If you want to sell your products in batches (increments), set the desired quantity number here. A customer will be able to purchase this product only in the increments that you specify. See "**Error! Reference source not found.**" for more details about quantity increment settings.

→ **Stock Availability:** If you want to temporarily remove an item from sale, select **Out of Stock** option in the drop-down menu.

Creating a Simple Associated Product

This section enables you to create simple products to associate to your configurable product.
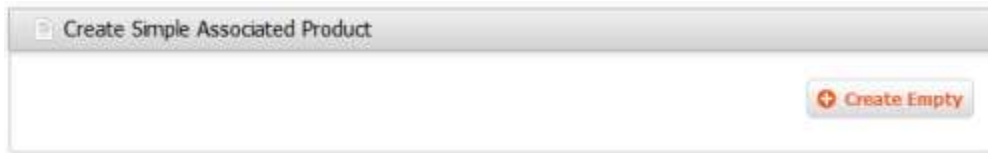
To create a simple associated product:

1. Click **Create Empty** to open a popup window with a regular product creation page, but which has a preselected product type, **Simple Product**, and an attribute set that is the same as the configurable product.

2. Specify the settings as you would when creating a Simple Product.

3. Click **Save** to add your product to your configurable product list.

The **Copy from Configurable** button works in a similar manner to the above, but it pre-populates many of the fields with information from the configurable product.

Magento Go offers a quick simple product creation tool to speed up adding associated products to your configurable product. To activate this tool, click button, to open tool shown below:

This area enables you to quickly create simple products without filling in all the information. Fill in the required fields and click **Quick Create** to create this product. The **Autogenerate** option enables Magento Go to select the **Name** and **SKU** based on the attributes.

Configuring Super Product Attributes

This pane enables you to specify the Attribute Name that appears in the store for selection and the price for each of the options. Two price options are provided: **Fixed** or **Percentage**.

The price for configurable products is a combination of the price from the Price Configuration. This means that if the configurable product's price is $20 and the price for the Medium option is: Percentage and 10, then this variation of the product costs $22. The price of the associated products is not used for calculation.

Click the [Save] button when you're done entering and editing information for your product.

Creating a Bundled Product

Creating a Bundled product is similar to creating a Simple product; however there are changes in the basic requirements, as well as an extra tab applied to select and group the products which will belong to this bundle.

To create a bundled product:

1. In the Admin Panel, choose **Catalog > Manage Products**.

2. Click [Add Product] on the top right to create a new product.

3. In the following page, select an Attribute Set from the drop-down list. To learn more about attributes and attribute sets, see the section *Managing Attributes & Attribute Sets* on.

TIP You should first define attributes of a product, as described in the Managing Product Attributes section, before you define products that have that attribute.

4. Check Use Complex Product Types to load the Product Type drop-down list.

5. Select Bundled Product type from the list.

6. Click [Continue] to be directed to the New Product Editor page.

Revisit previous sections to define the main configuration settings as described for Simple Product type to apply to Grouped Products.

Bundle Product Configuration Settings

➢ **SKU Fixed or Dynamic:** Specifies whether the entire product is assigned an SKU based on its components, or is the SKU fixed for the bundle.

➢ **Weight Fixed or Dynamic:** Specifies whether the entire product's weight is based on the weight of its individual components, or is the weight fixed for the entire bundle.

➢ **Price View:** Specifies whether the product's price is shown as a range, from the least expensive component to the most expensive (Price Range), or is only the least expensive shown (As Low As).

➢ **Ship Bundle Items**: Specifies whether individual components are shipped separately or whether the entire product is shipped.

➢ **Bundle Items:** Bundled Items appear in the store as a list of available options. You can add a new option using the **Add New Option** button. For each option you can configure its title, input type (single and multiple selection fields are available), whether the field is mandatory (for example: it can be **True** for a computer processor and **False** for an additional battery of a laptop computer) and its position on the page.

NOTE The Dynamic option is available on certain fields that would be contingent on the bundle selected by the customer (for example, the weight of a computer is contingent on whether or not a customer bundles it with the monitor.)

Defining and Managing Bundle Items

To define and manage bundle items:

1. Create the bundled item as described above.

2. Select the *Bundle Items* tab in the Information Panel on the left hand display the Bundle items page shown below.

3. In the Ship Bundled Items tab, select *Together* or *Separately* depending on your shipping capability.
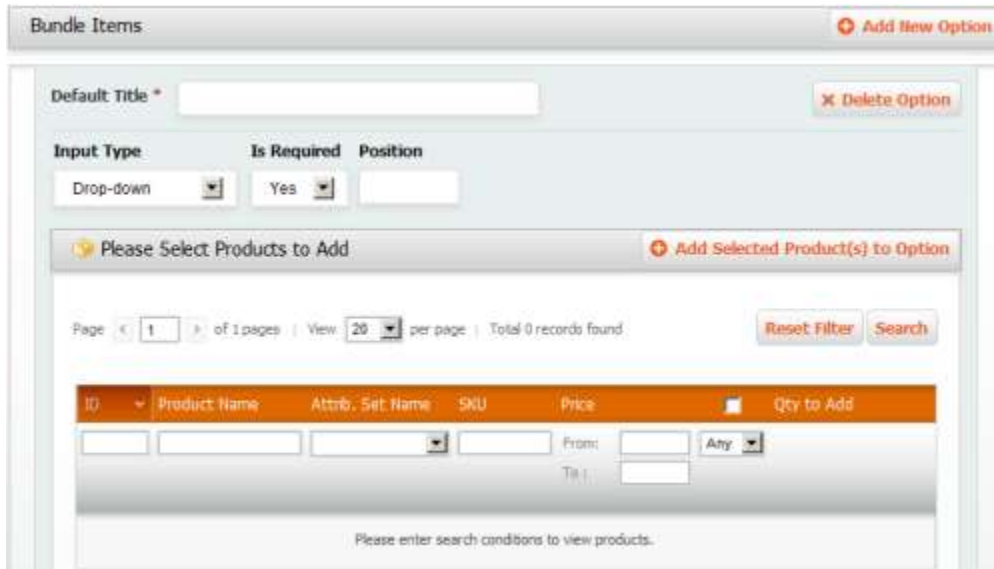
4. Click the [Add New Option] button to Define and add to your bundle.

 - **Default Title:** Define a title for the option to be displayed in the front-end of your store.
 - **Input Type:** Choose a type of selection menu for your customers from the drop-down list.
 - **Is Required:** Specify bundling options. Select *No* if the bundling is to be optional for customers for this option.
 - **Position:** You can sort all the options based on consecutive numbers.

5. Click the **Add Selected Product(s) to Option** button to associate products to this option.

6. Click **Reset Filter** to load all available products. You can also filter by available fields in columns and clicking the **Search** button to display a filtered group of products.

7. Check the boxes next to the products you would like to add to this bundle option.

8. Click **Add Selected Product(s) to Option** to add the products.

9. Click the **Save** button to save your information.

10. Repeat the steps 6-9 above to add more options.

Creating a Gift Card

To create a gift card:

1. In the Admin Panel, select **Catalog > Manage Products**.

2. Click **Add Product** on the top right to create a new product.

3. In the following page, select an Attribute Set from the drop-down list. To learn more about attributes and attribute sets, see the section *Managing Attributes & Attribute Sets*.

TIP You should first define attributes of a product, as described in the Managing Product Attributes section, before you define products that have that attribute.

4. Check Use Complex Product Types to load the Product Type drop-down list.

5. Select Gift Card product type from the list.

6. Click **Continue** to be directed to the New Product Editor page.

7. Revisit previous sections to define the main configuration settings as described for Simple Product type to apply to Grouped Products.

Defining Gift Card Price Settings

To define gift card price settings:

Rather than having a price field like that of a Simple Product, gift card products have a price configuration feature similar to that of the tier pricing feature.

1. Click the **Price** tab in the left panel.

2. To add predefined set prices, click **Add Amount** and enter a price in the Amount field. Repeat this step to add more pricing options. Each amount will be available form a drop-down list in the front-end.

3. In the **Allow Open Amount**, select *No* if you want customers to only purchase from your predefined set pricing in previous step. Select *Yes* if you want to customers to add their own gift card amount. Setting this option to *Yes* will be displayed concurrently with and without your set pricing.

4. If you set the **Allow Open Amount** to *Yes*, you have the ability to set minimum and/or maximum amount in the **Open Amount Min Value** and **Open Amount Max Valu**e.

5. Click to save your changes.

Defining Gift Card Information

To define gift card information:

1. Select the Gift Card Information tab in the left panel to display the following page:

2. Select a **Card Type** from the drop-down list.

   - **Virtual:** The gift card will be sent to recipient by email. The order will require an email address of the recipient. Shipping address will not be necessary.
   - **Physical**: The gift card will be shipped to recipient's address. Recipient address will be required during purchase.
   - **Combined**: The gift card will be shipped and emailed to recipient. Recipient's email and shipping address will be required during purchase.

3. In the **Is Redeemable** field, specify whether the account that will be created for this Gift Card product will be redeemable, i.e. able to be transferred to the Store Credit upon creation.

4. Set the expiration date for the gift card account created for this Gift Card product in the **Lifetime (days)** field. The accounts will expire X number of days after the Gift Card is purchased. If you do not wish to set a default lifetime, leave this field blank.

5. In the **Allow Gift Message** field, specify whether the customer purchasing the Gift Card product can add a message that will be sent to the recipient of the card, either via an email and/or with the shipment of the physical Gift Card.

6. In the **Email Template** field, select the template of the email that will be sent when the gift card account is created.

7. Click ![Save] to save your changes.

Create Custom Variants and Options of a Product

To create custom variants and options for a product:

1. In the Admin Panel, select **Catalog > Manage Products** to display the list of products.

2. Click the **Add Product** button to create a new product, or click the **Edit** link to the right of the relevant product to open the edit page.

3. Select **Custom Variants and Options** on the bottom of left panel to display the following:
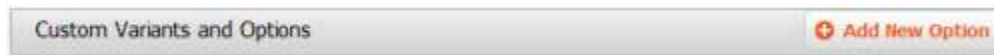
4. Click **Add New Options** on the top right of this page to display the following:

5. In the **Title** field, specify a name for this new property, such as the name **Size**.

6. In the **Input Type** field, select the type of input that can be given in this field, such as text or dropdown menu, as shown above.

7. In the **Is Required** field, select **Yes** to indicate that this is a mandatory field, meaning that a customer must select an option in this field in order to purchase this specific product.

8. If there is more than one option, then specify the order in which this option appears in the **Sort Order** field. **1** indicates that it appears first.

9. Click the **Add New Row** button to display the following row in which you can define the new variation of this product. For example, the product in a certain size and its corresponding price.

10. In the **Title** field, specify the name of this variation of the product, such as **Size XL**.

11. In the **Price** field, specify the difference between the price of this variation of the product and the price of the base product. Specify a fixed amount or a percentage according to the value that you entered in the **Price Type** field. You can also enter negative values.

12. All the prices in these rows are relative to the price of this product as defined in the **Prices** page of the product wizard. In the **Price Type** field, select one of the following options:

    - **Fixed:** Specifies that the price of this variation of the product differs from the price of the base product by a fixed monetary amount, such as **$1**.
    - **Percentage:** Specifies that the price of this variation of the product differs from the price of the base product by a percentage, such as **10%**.

13. In the **SKU** field, specify the SKU for this variation of the product.

14. If there is more than one variation, then specify the order in which this option appears in the **Sort Order** field. **1** indicates that it appears first.

15. Click ⊘ Save to save your changes.

Managing Attributes and Attribute Sets

This chapter describes the following tasks:

→ What is an attribute in Magento Go?

→ What is an attribute set in Magento Go?

→ Understanding attribute properties

→ Understanding front-end properties

→ Understanding and managing attribute labels and options

→ Creating different types of attributes

→ Creating attribute sets

What is an Attribute in Magento Go?

An attribute represents a property of a product, such as its color, speed, manufacturer, model, and so on. Although this may sound a little abstract, it is one of the most robust concepts in Magento Go and it provides an unparalleled flexibility to control user products. Attributes enable you to add new product properties without having to write a single line of code or to add any columns to your database. Understanding attributes is crucial to customizing your store to provide your costumers an easy-to-navigate and unique shopping experience.

To make your sales items easily accessible for potential customers and search engines to find, you can assign attributes to the products of your choice. Your Magento Go web store automatically displays products according to their attributes for easy accessibility to customers. For example, you can use a "Shop By" layered navigational panel on the left of your web store as seen below:

In the page above, **PRICE** range attributes, **COLOR** attributes, **MANUFACTURER** attributes, and **MEGAPIXELS** attributes. Each of these attributes contains different options, and each is presented as a link. When a customer clicks an attribute link (such as **Black**), a list of products that contain that attribute option are displayed. A store owner can add as many attributes as desired.

What is an Attribute Set in Magento Go?

In the Magento Go backend you can assign attributes to attribute sets. This process eases the product definition so that similar products can be created with the same attributes. The attribute sets function enables you to assign multiple attributes to a product with a single click by assigning an entire set to a product. To learn of how to set up an attribute set, see "Creating Attribute Sets".

NOTE Only attribute sets can be added to a product, not individual attributes.
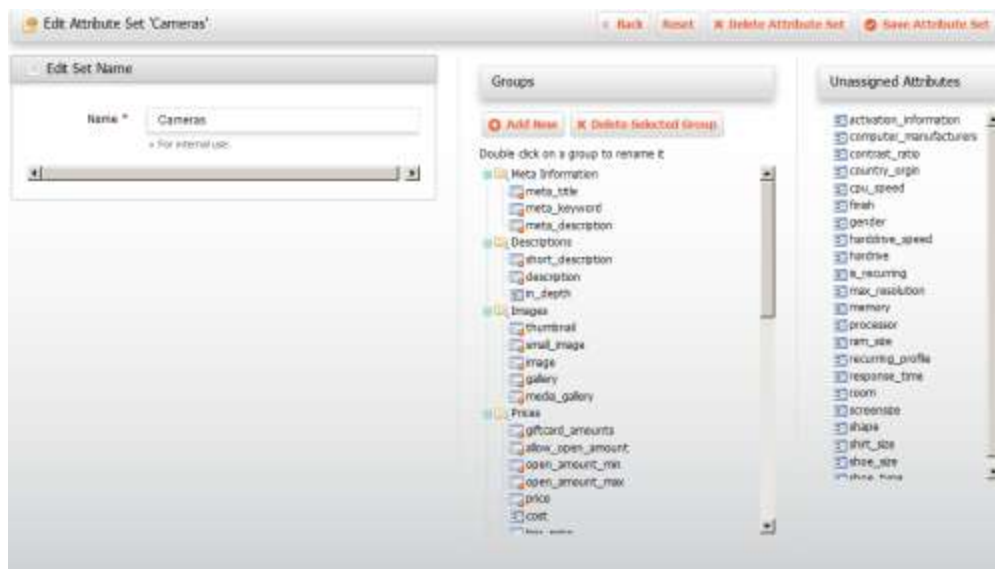
Understanding Attribute Properties

Basic Required Settings

Attribute Code: Specify a unique identifier for this attribute, such as "Color". If your attribute has more than one word, you must use hyphens or underscores. Do not use spaces. This name will appear only in the back-end for your own use and will not appear in the web store interface.

Apply To: Applying attributes to **All Product Types** will not negatively affect your store, but most attributes, such as colors, don't really apply to Virtual Products, so you could likely select just **Simple**, **Configurable**, or **Grouped**, or some combination of these choices.

Optional Settings

Catalog Input Type for Store Owner: This option defines the kind of data the attribute will store. For example, if you would like to add an In-Depth "description" text area, select the **Text Area** input type. For showcasing different shoe sizes, the **Dropdown** input type would serve best.

The following table describes the input type choices in detail:

Catalog Input Type for Store Owner	Description
Text Field	A Text Field defines a one-line input field that a user can enter text into. For example, an attribute for Model type.
Text Area	A Text Area is similar to a Text Field but offers the option to input more content in paragraph format versus on a single line.
Date	A Date option enables you to assign a date.
Yes/No	A Yes/No input type lets a user select only one of the options.
Dropdown	A Dropdown defines a drop-down menu with a pre-selected values that a user can define in **Manage/Label Option** tab.
Multiple Select	Multiple Select is similar to Dropdown input type with the exception of allowing a user to select more than one option.
Price	Price input type allows you to add an attribute if you would like to define a pricing option that is not already available in Magento Go by default. Price, Special Price, Tier Price and Cost are pre-defined price attributes.
Fixed Product Tax	If the country that you will be selling to imposes fixed product tax, this attribute option enables you to define FPT based on country and state/province.

NOTE You must enable the Fixed Product Tax in System Configuration. Go to System > Configuration. Click the Tax tab on left pane under Sales and expand the Fixed Product Taxes bar by clicking it. Select Yes to Enable FPT

Default Value: If your product requires consistent or repetitive default values, entering a value here will pre-populate this field. You can however edit the field in product editor if you wish. This field will not be active for **Multiple Select**, **Dropdown**, or **Fixed Product Tax**. If you have a **Dropdown** or **Multiple Selec**t input type, you will be able to select the default value in the Manage Label / Options tab.

NOTE When creating a product the Default Value description is editable.

Unique Value: If you carry products that require unique values for each product, you can designate it within this field. For example, only one product could have the color red, one color green, etc.

Values Required: For products that require values when creating a product, set this option to **Yes**. You will not be able to save the product if this attribute's field is left blank.

Use to Create Configurable Product: This attribute option is enabled only if the scope of the attribute is set to **Global** and the input type is set to **Dropdown**. If you will be creating a Configurable product type, then set this option to **Yes**. See "Creating a Configurable Product" for more information.

NOTE This attribute option is not related to the Apply To dropdown menu as mentioned in Basic Required Settings. An attribute can be a configurable attribute even if it is not applied to Configurable Products.

Understanding Frontend Properties

Use in Quick Search: By selecting **Yes** in this field you are enabling this attribute to be searchable by Quick Search mostly found in the header.

Use in Advanced Search: This is similar to Quick Search with the option of adding each attribute with its own field, rather than having one search field.

TIP If you click **Yes** to every attribute to be included in **Advanced Search**, it will overflow the search page.

Comparable on Frontend: If you select **Yes**, this attribute will be available for comparison of products. A dedicated row will be created in the Compare Products popup window.

Use In Layered Navigation: Specify that the attribute being created will be used in Layered Navigation. Magento Go's Layered Navigation enables your customers to filter down into a category's products using any attribute that is "filterable" for Layered Navigation. The Layered Navigation menu will display in the left column of your category pages, and will contain all of the attributes which are filterable. Under each attribute is displayed with the various values of that attribute. Clicking one of these values will filter the list of products on that category page so that only products matching that attribute value are listed. There are two types of filterable attributes, which you can select for this field:

→ **Filterable (with results)**: Only values that correspond to products in that category page will appear on the menu; that is, only values that produce "results" when used as a filter.

→ **Filterable (no results):** All values that you have created on the **Manage Label/Options** tab will list, whether or not they correspond to any particular products on that category view page; that is, the Layered Navigation block also includes values that do not produce "results" when used as a filter. If there are no filterable attributes on a particular category view page, the Layered Navigation menu will not appear.

NOTE In order to make an attribute filterable, the input type must be **Dropdown**, **Multiple Select**, or **Price**.

Use In Search Results Layered Navigation: Select **Yes** to add this attribute to the Layered Navigation block after the products having this attribute are displayed in search results.

Use for Promo Rule Conditions: Selecting **Yes** specifies that this attribute will be accessible for promotional rules such as Category Price Rules and Shopping Cart Price Rules.

Position: This option determines the position of the attribute in the Layered Navigation menu with respect to the other filterable attributes.

Allow HTML tags on Frontend: Selecting **Yes** enables you to stylize you tags using HTML and CSS.

Visible on Product View Pages on Frontend: Select **Yes** to specify that this attribute appears in the Additional information part of a products page in the web store, as shown below. This option is only available for Simple Products.

Model	226bw
Screen Size	22"
Contrast Ratio	3000:1
Response Time	2ms

Used in Product Listing: Selecting **Yes** to this option will "lock" this attribute in the search results product list. All available and assigned Layered Navigation attributes will abide by its results.

Used for Sorting in Product Listing: Selecting **Yes** specifies that this attribute will appear in the Sort By feature, which enables customers to sort the products in your catalog according to their needs.

Sort By Position ▾ ↑

Understanding and Managing Attribute Labels and Options

Manage Titles: In the **Admin** field, specify a title that will be representative of the attribute in your store. If you are managing multiple Store Views, specify a title for each different language. If you leave the other Store View fields blank, the title specified in the **Admin** field will be used.

Manage Options: These controls are similar to Manage Titles with the exception of assigning one of the options as a default value (if needed), and specifying the position of each value. For each value you want to create, click **Add Option**. You can specify an unlimited number of values. You can also select the position and which value is the default. Specify a numerical value in the **Position** field; this value determines the sort order of the values in the drop-down/multiple select menu relative to each other. For the Dropdown input type, there is an **Is Default** option button with which you can select one value. For the Multiple Select input type, there is an **Is Default** check box with which you can select multiple values.

NOTE Manage Options will appear only if the **Input Type** is **Dropdown** or **Multiple Select**. For the **Dropdown** input type, you can select the **Is Default** option only for one attribute value. For the **Multiple Select** input type, you can select multiple values as **Is Default**.

Creating a Text Field Attribute

A Text field defines a one-line input field that you can enter text into; for example, an attribute for Model.

To create a text field attribute:

1. In the Admin Panel, choose **Catalog> Attributes> Manage Attributes**.

2. Click the   ⊕ Add New Attribute   button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Text Field**.

5. Choose the product types you would like this attribute to apply to in the **Apply To** drop-down menu by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab at the top left of the Attribute Information panel to display the Manage Titles Page.

7. In the **Admin** field, specify a title that will be representative to the attribute in your store. If you are managing multiple store views, specify a title for each different language. If you leave the other store view fields blank, the title specified in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

Creating a Text Area Attribute

A Text Area is similar to a Text Field but offers the option to input more content in paragraph format versus on a single line.

To create a text area attribute:

1. In the Admin Panel, choose **Catalog > Attributes > Manage Attributes**.

2. Click the   ⊕ Add New Attribute   button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Text Area**.

5. Choose the product types you would like this Attribute to apply to in the **Apply To** drop-down menu by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab at the top left of the Attribute Information panel to display the Manage Titles page.

7. In the **Admin** field, specify a title that will be representative of the attribute in your store. If you are managing multiple store views, specify a title for each different language. If you leave the other store view fields blank, the title specified in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

Creating a Date Attribute

A Date option enables you to assign a date.

To create a date attribute:

1. In the Admin Panel, choose **Catalog > Attributes > Manage Attributes**.

2. Click the ⊕ Add New Attribute button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Date**.

5. Choose the product types you would like this attribute to apply to in the **Apply To** drop-down menu by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab at the top left of the Attribute Information panel to display the Manage Titles page.

7. In the **Admin** field, enter a title that will be representative to the attribute in your store. If you are managing multiple store views, specify a title for each different language. If you leave the other store view fields blank, the title specified in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

Creating a Yes/No Attribute

A Yes/No input type lets a user select only one of the options. For example: Is it available in hard cover? No.

To create a Yes/No attribute:

1. In the Admin Panel, choose **Catalog > Attributes> Manage Attributes**.

2. Click the ⊕ Add New Attribute button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Yes/No**.

5. Choose the product types you would like this attribute to apply to in the **Apply To** drop-down menu by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab at the top left of the Attribute Information panel to display the Manage Titles page.

7. In the **Admin** field, specify a title that will be representative of the attribute in your store. If you are managing multiple store views, enter a title for each different language. If you leave the other store view fields blank, the title specified in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

Creating a Dropdown Attribute

A Dropdown defines a drop-down menu with pre-selected values that you can define in the **Manage/Label Option** tab.

To create a dropdown attribute:

1. In the Admin Panel, choose **Catalog > Attributes > Manage Attributes**.

2. Click the ⊕ Add New Attribute button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Dropdown**.

5. Choose the product types you would like this attribute to apply to in the **Apply To** dropdown list by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab on the top left in the Attribute Information panel to display the Manage Titles page.

7. In the **Admin** field, specify a title that will be representative of the attribute in your store. If you are managing multiple store views, specify a title for each different language. If you leave the other store view fields blank, the title entered in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

To set up label options for the Dropdown attribute:

1. Select the **Manage Label/Options** tab on the top left in the Attribute Information panel to display the **Manage Titles** and **Manage Options** page.

2. Select the **Add Options** button on the **Manage Options** tab and then specify a value that can be selected for this attribute. For example: if you defined an attribute called Shirt Size, then its values can be Small, Medium, and Large. Use the **Add Options** button for each value to be added. In this case, you would use it three times, once for Small, once for Medium, and once for Large.

3. Click **Save Attribute** to save your changes.

Creating a Multiple Select Attribute

Multiple Select is similar to the Dropdown input type with the exception of allowing a user to select more than one option.

To create a Multiple Select attribute:

1. In the Admin Panel, choose **Catalog > Attributes > Manage Attributes**.

2. Click the [Add New Attribute] button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Multiple Select**.

5. Choose the product types you would like this attribute to apply to in the **Apply To** dropdown list by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab on the top left in the Attribute Information panel to display the Manage Titles page.

7. In the **Admin** field, specify a title that will be representative of the attribute in your store. If you are managing multiple store views, specify a title for each different language. If you leave the other store view fields blank, the title entered in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

To set up label options for multiple select attribute:

1. Select the **Manage Label/Options** tab on the top left in the Attribute Information panel to display the **Manage Titles** and **Manage Options** page.

2. Select the **Add Options** button in the **Manage Options** tab and then enter a value that can be selected for this attribute. For example, if you defined an Attribute called Shirt Size, then its values can be Small, Medium, and Large. Use the **Add Options** button for each Attribute value to be added. In this case, you would use it three times, once for Small, once for Medium, and once for Large.

3. Click **Save Attribute** to save your changes.

Creating a Price Attribute

The Price input type enables you to add an attribute if you would like to define a pricing option that is not already available in Magento Go by default. Price, Special Price, Tier Price, and Cost are pre-defined price attributes.

To create a Price attribute:

1. In the Admin Panel, choose **Catalog > Attributes> Manage Attributes**.

2. Click the ⊙ Add New Attribute button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Price**.

5. Choose the product types you would like this attribute to apply to in the **Apply To** dropdown list by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab on the top left in the Attribute Information panel to display the Manage Titles page.

7. In the **Admin** field, specify a title that will be representative of the attribute in your store. If you are managing multiple store views, specify a title for each different language. If you leave the other store view fields blank, the title entered in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

Creating a Fixed Product Tax Attribute

If the country that you will be selling imposes fixed product tax, this attribute option you allow you define FPT based on country and state/province.
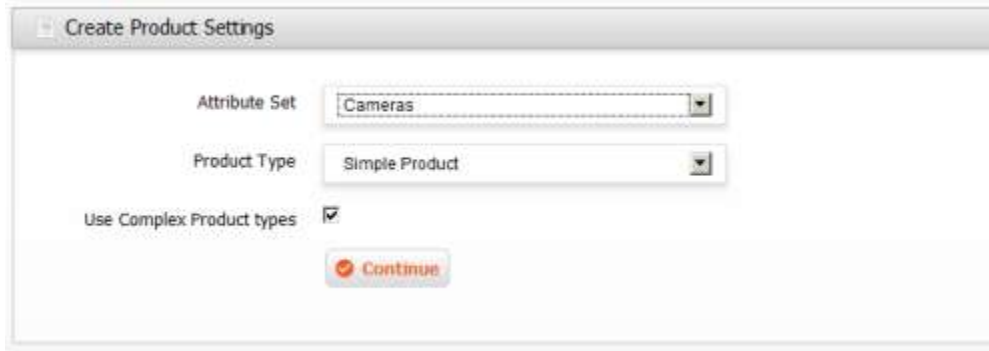
NOTE You must enable the fixed product tax in the System Configuration. Go to **System > Configuration**. Click the **Tax** tab on left pane under Sales and expand the **Fixed Product Taxes** bar by clicking it. Select **Yes** to enable FPT.

To create a fixed product tax attribute:

1. In the Admin Panel, select **Catalog > Attributes> Manage Attributes**.

2. Click the [Add New Attribute] button to view the Attribute Properties page.

3. In the **Attribute Code** field, specify a unique identifier for this attribute. Do not use spaces or special characters. However, you can use hyphens or underscores.

4. In the **Catalog Input Type for Storeowner** field, select **Fixed Product Tax**.

5. Choose the product types you would like this attribute to apply to in the **Apply To** dropdown list by selecting **Selected Product Types**. Alternatively, you can select **All Product Types** if you would like this attribute to apply to all.

6. Select the **Manage Label/Option** tab on the top left in the Attribute Information panel to display the Manage Titles page.

7. In the **Admin** field, specify a title that will be representative of the attribute in your store. If you are managing multiple store views, specify a title for each different language. If you leave the other store view fields blank, the title entered in the **Admin** field will be used.

8. Click **Save Attribute** to save your changes.

Creating Attribute Sets

Attribute Sets contain a collection of the attributes that you have created. Only attribute sets can be assigned to a product, not individual attributes. If you would like to add a small number of attributes, you can add them to the Default set, but if you want to add attributes that will be applied only to a subset of products, it is advisable to create an attribute set for each set of attributes that you would like to assign to a product. Attribute**s** are not exclusive to one attribute set or another; you can assign an attribute to as many different attribute sets as you need.
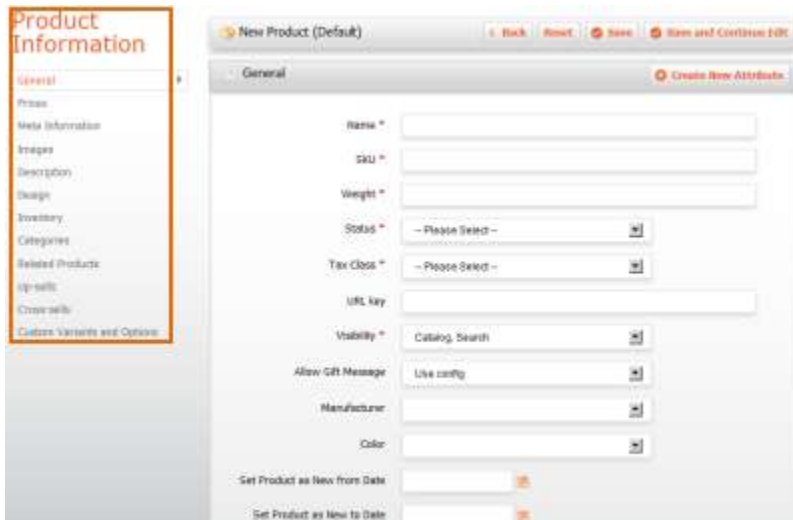
Attribute sets applied to a product (not individual Attributes) can be seen above. When defining a product, you must first pick an attribute set in which to term it with, or the default. In this example the attribute set "Cameras" was chosen.

The different attribute sets will provide differences in the product information tab, as seen below. Because the attribute set "Cameras" was chosen, the product information tab now includes an option for Camera Attributes. The Camera attribute set was given three Attributes: megapixels, color, and dimensions.

By creating this attribute set we have now created a platform for all Cameras that will be added later. The results can be seen in the highlighted area below.

To create an attribute set:

1. In the Admin Panel, choose **Catalog > Attributes> Manage Attribute Sets**.

2. Click the [Add New Set] button to display the Edit Set Name page where you can define a new attribute set.

3. In the **Name** field, specify the name of the attribute set.

4. In the **Based On** field, select another attribute set from which this attribute set is to inherit attributes. This option enables you to reuse the attributes already defined in a set to build other attribute sets. The simple option is to leave the **Default** option that appears in this field.

5. Click the [Save Attribute Set] button open the following page:

6. The top left of the page shows the name of the attribute set that you defined earlier. You have the option to edit the name because this value is for internal use.

   The center of the page shows a hierarchical tree representing Groups for attributes. See "Creating a New Attribute Group" for a description of how to define attribute groups.

   The right side of the page shows a list of defined attributes that are not assigned to this attribute set.

7. Select the attribute to be assigned to this Group by dragging them from the Unassigned Attributes area on the right into the relevant Group in the tree in the Groups area in the middle.

8. Click Save Attribute Set.

NOTE System Attributes are indicated by an icon with an orange dot. You cannot remove them from Groups but can drag them to another Group within an Attribute Set.

Creating a New Attribute Group

The center of the Attribute Set definition page shows a hierarchical tree representing groups of attributes.

These groups determine how attributes appear in the backend when a product is being edited. This feature enables a logical grouping of Attributes.
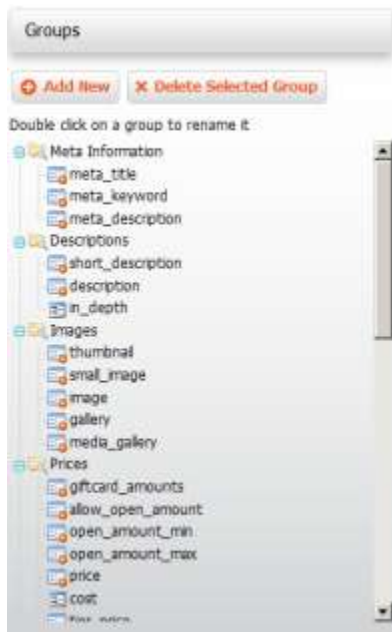
To create an Attribute Group:

1. Click the **Add New** button in the **Groups** area in the center of the page to display a popup window where you specify the group name.

2. Specify the name of the new Group and click **OK**.

3. Click and drag Attributes from the **Unassigned Attributes** list into the newly created group to assign them to this group.

4. You can also click and drag attributes that are already assigned to move them between groups.

Working with Products and Customers In Bulk

Creating products and customer accounts manually is feasible, but if you want to upload hundreds or thousands of products or customers, Magento Go offers an **Import** & **Export** solution. **Import** and **Export** allow you to upload or download large amounts of data to your store using CSV (Comma Separated Value) formatted files. You can edit the exported CSV file within a spreadsheet application of your choice, such as Microsoft Excel, and then import the revised CSV file into Magento.

How to Export Products

To export products:

1. In the Admin Panel, click **System > Import / Export > Export**.

2. Select **Products** from the **Entity Type** dropdown menu. The system generates Entity Attributes that are relevant to your products.

3. Click **Continue** to export all the Attribute Types of your products to a CSV file type. All attributes available in the Attribute Manager will be included if you do not check each Attribute under the **Skip** column.

4. Open the saved file in your favorite spreadsheet application and edit as needed.

TIP The Macintosh version of Microsoft Office supports multiple CSV file formats. When saving your CSV file, be sure to save it as <u>CSV (MS Windows)</u> file type.

Understanding Export Fields

Database values are divided into four columns. See Creating and Managing Attributes and Attribute Sets for more information about Attributes.

→ **Skip -** Select this box if you <u>do not</u> want to export the corresponding attribute.

→ **Attribute Label -** The name of the attribute as labeled in the Attributes Manager.

→ **Attribute Code -** This value is the database code of the attribute as initially created.

→ **Filter -** You can filter the attributes based on an attribute's options and Input Type.

How to Export Customers

To export customers:

1. In the Admin Panel, click **System > Import/Export > Export**.

2. Select **Customers** from the **Entity Type** dropdown menu. The system generates **Entity Attributes** that are relevant to customers.

3. Click **Continue** to export all the **Attribute Types** of your customers to a CSV file type.

4. Open the saved file in your favorite spreadsheet application and edit as needed.

How to Import Products or Customers

To import Products or Customers:

1. In the Admin Panel, click **System > Import / Export> Import**.

2. Select **Products** or **Customers** from the **Entity Type** dropdown menu.

3. Select one of the **Import Behavior** options from the dropdown menu:

Import Behavior	Description
Append Complex Data	This option will allow you to add new or edited products or customers respectively to your store's database. Magento GO will not create double entries for existing products and customers included in your import CSV file.
Replace Existing Complex Data	You can completely replace your existing data or portions thereof by selecting this option.
Delete Entities	You can completely delete your existing database or portions thereof by selecting this option.

4. Choose File in Select File to Import dialog box and select your saved CSV file in your file system.

NOTE The total size of uploadable files must not exceed 4MB and must be saved with UTF-8 encoding. Check your spreadsheet application for instruction of how to save a CSV file with UTF-8 encoding.

5. Click [Check Data] to validate the uploaded file.

6. If the uploaded file is valid, a *File is valid!* Response appears. Import your products or customers by clicking [Import] . If your file contains errors, Magento Go notifies you of the errors and enables you to the erroneous rows and import the valid products or customers by clicking [Import] .

The following notification appears:
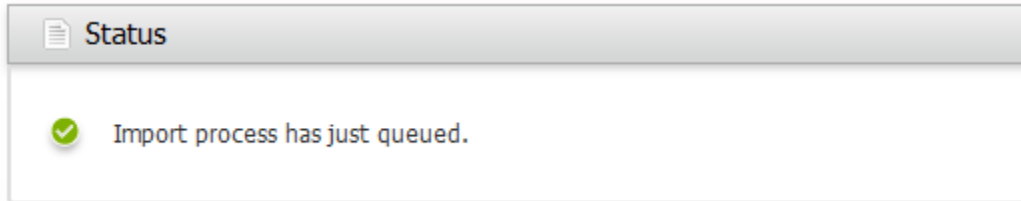
To confirm a successful import, in the Admin Panel, click **System > Tasks Notifications**. A successful import generates a notification confirming the customer or product import.

After the successful Import, navigate to **Catalog** > **Manage Products**. You should now be able to see all your new or edited products that have been imported to your store. Repeat this step for your imported customers list by navigating to **Customers** > **Manage Customers**.

Working with a CSV file

All selected (non-skipped) attributes appear as headings with respective attribute codes as heading names. You can edit the contents of this file and also add new products or customers as needed for mass importation.

CSV File Tips

→ **Category -** Add categories in textual form based on a category's path; for example, *Furniture/Living Room*. Do not include the *Root Category* in the path. It is not necessary.

→ **Images -** Images are divided into three types: Base, Image, and Thumbnail. Base offers the largest resolution of your product's image and is used for zooming. The Image type is used for product's view page. A Thumbnail by default is displayed in Product listing page. Magento Go saves uploads into folders. Folders are generated by the first two characters of an image; for example, `myimage.jpg` will reside in `m/y/myimage.jpg`.

NOTE Custom Variants and Options fields are not exportable or importable.

Part III.   Manage Your Store

5. Store Design

Meet the Frontend (The Web Store Front)

The frontend is the public view of your web store with which your customers can interact through a standard web browser. It presents your products, product Categories and promotions and provides your customers with ordering, payment and purchase tracking features.

An example is shown below:
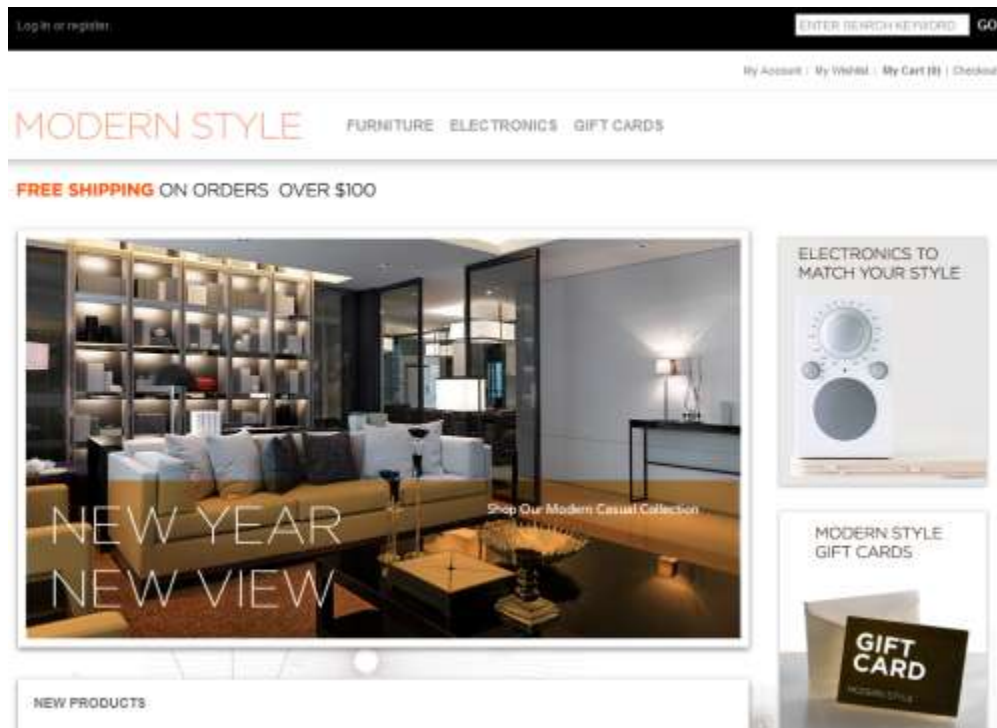
In order to familiarize you with the features of the frontend, this chapter describes the basic browsing and purchasing features provided for your customers by a web store created using Magento Go.

The frontend provides the view of your web store that is publicly available on the Internet to customers using an Internet browser. The front-end shows your product catalog and provides your customers with ordering, payment, tracking features and more.

You can access your own store by browsing to the address that you define for it during installation.

Finding the Right Products

The Magento Go front-end is also referred to in this guide as your web store. It provides a variety of options for browsing through the products offered and then drilling down to view detailed information about each product, as described below. Magento Go enables you to define the default appearance of how multiple products are presented, such as whether they are shown as a list or grid (table), their sort order and the filter that is used.

Categories

The products in the web store are grouped into Categories, which are offered in a bar near the top of the web store page. Each product can be assigned to one or more Categories.

Categories may have been assigned Sub-Categories. A customer can navigate to a Sub-Category using a Category's drop-down menu. The following shows the Sub-Categories: **Cell Phones**, **Cameras** and **Computers**:
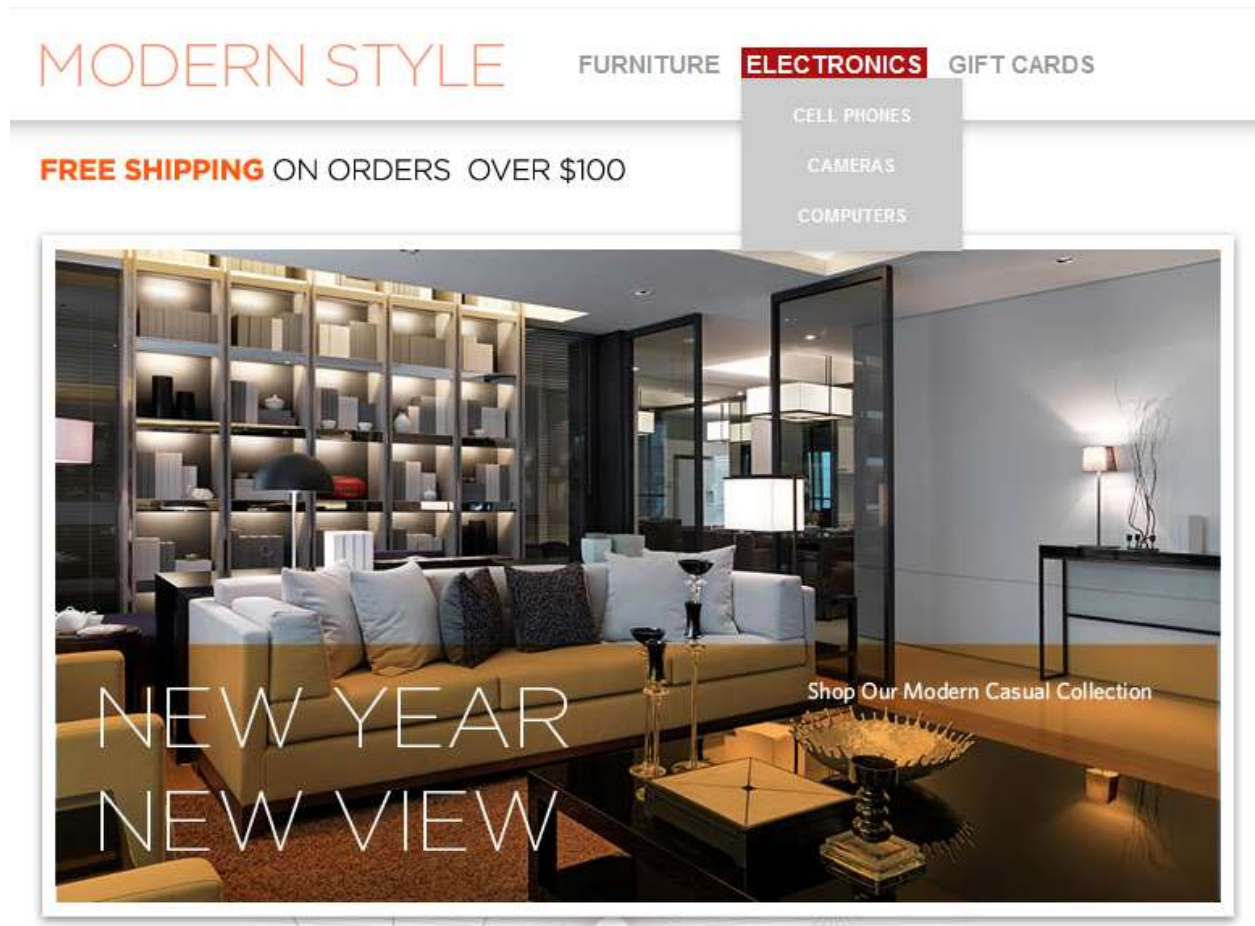
A Category or a Sub-Category can each have a product list or show a landing page that features some products. The following shows a Category that has products:
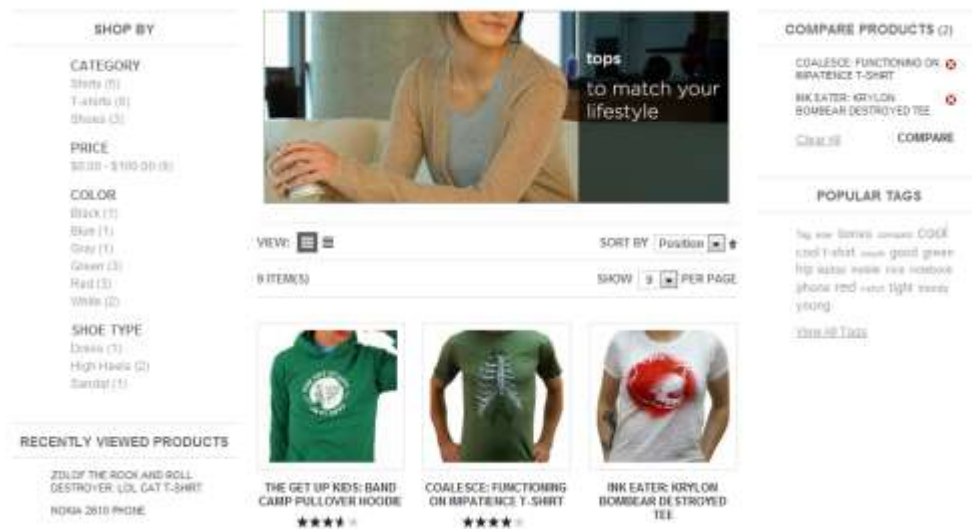
Filtering the Display of Products

Typically, when browsing through a web store the customer's first step is to select the category or sub-category of the products of interest. The customer can then filter the products in that category according to the various attributes of these products.

The **SHOP BY** area on the left side of the front-end page provides a variety of product Attributes that can be used to access the products in that Category. The Attributes in a Category appear in groups, each with its own title. In the front-end page shown above, the groups that appear are **PRICE** (which shows ranges of prices), **COLOR**, **MANUFACTURER** and **SHOE TYPE**. Next to each Attribute is the number of products that have that Attribute.

For example, the apparel category has three green products, as shown below:

After a customer clicks on the **Green** Attribute, all the green products are displayed in the web store for browsing and the **SHOP BY** area indicates that the products in this Category have been filtered by the **Color: Green** Attribute, as shown below:

To clear the filter and thus redisplay all the products in the currently selected Category, click the ⊠ icon next to the filter or the **Clear All Items** option.

Popular Tags

Another option that Magento Go provides to help customers find the right product is called Popular Tags. Popular Tags provide another property that can be assigned to products that customers can select in order to view the products to which this tag has been assigned.

POPULAR TAGS

Tag acer bones compact cool cool t-shirt couch good green hip laptop mobile nice notebook phone red t-shirt tight trendy young

View All Tags

Popular tags can be assigned by customers in the product page, as follows, and can be approved and edited from the backend, if required:

PRODUCT TAGS

ADD YOUR TAGS: [   ] ADD TAGS

Use spaces to separate tags. Use single quotes (') for phrases.

young (4) hip (4) cool (6) green (4) bones (4) tight (4) tina (1)
cool t-shirt (4)

Searching

The top right of your web store page provides a search field in which a customer can type all or part of the name of a product, or its Attributes, in order to find it, as shown below:

ENTER SEARCH KEYWORD GO

My Account | My Wishlist | My Cart (0) | Checkout

Comparing Products

Magento Go enables customers to compare the products of their choice, as follows:

1. A customer first clicks the **Add to Compare** option provided for each product that he/she wants to compare, as shown below:

2. After selecting all the products to be compared, the customer then clicks the **Compare Items** button in the **COMPARE PRODUCTS** area, as shown below:

The following page is then displayed in a pop-up window:

NOTE A row also appears for each comparable Attribute defined for these products, such as Color.

Sorting Products

A customer can sort the products that are displayed by selecting the relevant option in the **Sort by** field, as shown below:

Grid/List View

Products can be displayed in a grid (table), as shown in the previous page or as a list, as shown below:

Recently Viewed

The **RECENTLY VIEWED PRODUCTS** area lists the products recently viewed by the customer, whether they were purchased or not, and enables him/her to easily link back to them.

Promotional Information

Magento Go provides a variety of aspects of product presentation that you can control and that enable you to promote and up-sell products to your customers.

Product List Banners

You can define the banner that appears at the top of each category landing page with a static block. This adds a graphical element to your Category pages that can be used for special promotions, or to highlight certain products. Banners can be defined per Category.
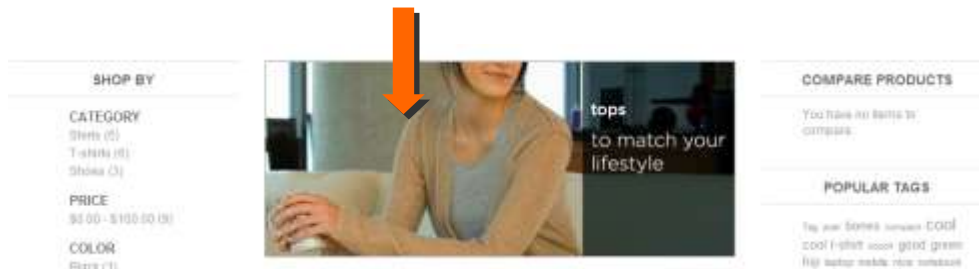
Promotional Pages

Another way of featuring products and promotions in your web store is by using a customized category landing page, which is a static HTML page that may be displayed while browsing a category, instead of showing a list of products, as shown below:
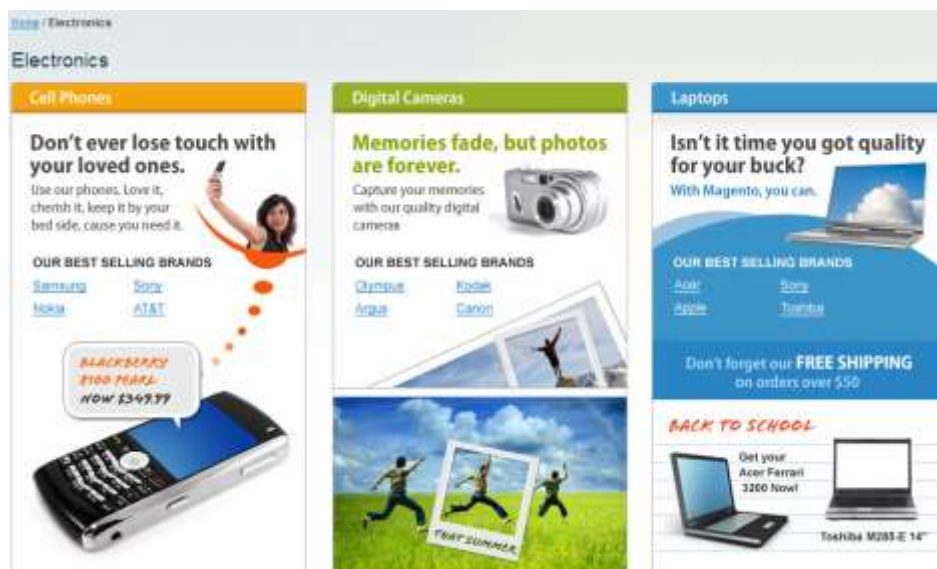
Up-sell Products

Up-sell products are items that your customer could buy *instead* of the product that is being viewed. These products may be of a better quality, more expensive, be more popular or produce a higher profit margin.

This example presents a more expensive keyboard and other products as up-sells to the less expensive keyboard.

Related Products

Related products are meant to be purchased **in addition** to the item the customer is viewing. Related products are shown in the right column of your web store in a separate block. The following example shows a mouse promoted as a Related Product when a keyboard is being purchased or viewed.

Cross-sell Products

Cross-sell products appear next to the shopping cart. When a customer navigates to the shopping cart page (whether automatically after adding a product or otherwise), these products are displayed as cross-sells to the items already in the shopping cart. They are similar to **impulse buys**, like magazines and candy at the cash registers in grocery stores.

Product Pages

The back-end enables you to define the type of information and functionality that is provided in a product's page. The following shows a typical product page:

Most of the features provided to present a product in your web store are self-explanatory. The following describes a few of these features:

➜ **Image:** The customer can use the slider to zoom in and out of the image, click on it to enlarge it, or pan it to see different parts of it.

➜ **Description:** The top of the page shows a short description, in the **Quick Overview** area and lower down you can see a more detailed **Product Description** area. Also, **Additional Information** details are provided about the product in the form of a table.

➜ **Product Tags:** Shows the tags assigned to this product. Customers can navigate to other products by clicking on one of these tags. You can also define whether customers can add tags.

➜ **Reviews:** Your customers can rate and review your products. The store administrator can approve or remove reviews.

➜ **Product Options:** Magento Go provides a variety of controls that enable you to configure the product options that appear for a Customer to select, such as checkboxes, dropdown menus and so on.

Web Store Page Header and Footer

Every web store has a header that appears at the top of each page and a footer that appears at the bottom of each page. These features enable you to control the look-and-feel of your web store and provide the customer with various functions, as follows.

The Header

The default header of each of your web store pages shows your web store logo and banner. An example is shown below:

This header also provides a variety of functions on the right, as follows:
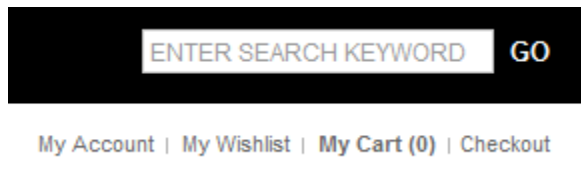
→ **My Account:** Enables registered Customers to access their Orders' history, track their shipments, download products and change address information.

→ **My Wish List:** Enables customers to define a list of items that they may want to purchase in the future. They can also share their wish list with their friends.

→ **My Cart:** Enables customers to see the products that they have selected to purchase.

→ **Checkout:** Enables customers to start the checkout process in order to specify payment, billing and shipping information.

→ **Log In:** Enables each customer to identify themselves.

→ **Register**: Enables a new customer to register to your web store.

The Footer

The bottom of each of your web store pages shows a footer. An example is shown below:
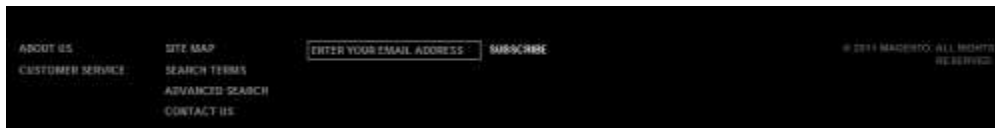
This footer generally provides links to various informational and functional pages in the site, such as Contact Us and the Site Map.

Purchasing Functionality

My Cart

The customere adds a product to the shopping cart, by clicking on the **Add to Cart** icon of that product, as shown below.

The **My Cart** area shown above displays a brief list of the products in the shopping cart. The **RECENTLY ADDED ITEM(S)** area shows a list of the last three items added to the shopping cart.

Checking Out

The **My Cart** area also provides a **Checkout** button that takes a customer to the first step of the one-page checkout process, as shown below:

Most of the functionality of the checkout process is available by default. In addition, in the backend you are offered a variety of options to customize the customer checkout process, such as various payment and shipping methods that can be offered to your Customers.

A customer can make a one-time purchase as a guest or can register and create an account. Customers that have created an account can later track the status of their Order.

TIP Magento Go also offers multi-shipping functionality that enables customers to ship items to more than one address at the same time. This is a very useful feature for sending gifts for example.

TIP Customers can also register and create an account by using My Account or Log In link on the top right of each page.

The following shows an example of checking out as a guest by selecting the **Checkout as Guest** option in the step above:

The customer clicks **Continue** to see the next step in which the customer can specify billing and identification information.

The customer clicks **Continue** to specify the **Shipping Address**, the **Shipping Method** and the **Payment Method**.

The last step of the checkout process enables the customer to review the entire Order:

NOTE The left column shows the summary of information entered during the previous checkout steps and enables you to change any of the information that is incorrect.

The customer can confirm the Order and receive an Order number, or can reconsider and edit their cart using the **Edit Your Cart** link. If the customer proceeds with the order and the payment is processed successfully, then the following page is displayed.

A confirmation email is then sent to the customer. The content of the email can be controlled by the web store owner. An example is shown below:

Hello Test Customer,
Thank you for your order from Main Website Store. Once your package ships we will send an email with a link to track your order. You can check the status of your order by logging into your account. If you have any questions about your order please contact us at dummyemail@magentocommerce.com or call us at (555) 555-0123 Monday - Friday, 8am - 5pm PST.

Your order confirmation is below. Thank you again for your business.

Your Order #100000021 (placed on May 23, 2009)

Billing Information:	Payment Method:
Test Customer Test Street Test City, California, 90123 United States T: 123-123-1234	Name on the Card: Test Customer Credit Card Type: Visa Credit Card Number: xxxx-1111 Expiration Date: 03/2011

Shipping Information:	Shipping Method:
Test Customer Test Street Test City, California, 90123 United States T: 123-123-1234	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
DVD player	3003	1	$150.00
		Subtotal	$150.00
		Shipping & Handling	$5.00
		Tax	$12.38
		Grand Total	**$167.38**

Thank you again,
Main Website Store

Managing Customer Relations

Customer Emails

Magento Go sends a variety of automatically generated customer emails (such as when a customer places an Order or opens an account) and enables you to customize them as you require.

Ratings and Reviews

Rating and review functionality is provided by Magento Go to enable customers and web storeowners to give their opinions, feedback and comments about products. They appear in the front-end, as follows:

The quantity of stars indicates the satisfaction rating. You can click on the **Review(s)** link to display the actual textual reviews provided by customers.

Community Polls

Each web store can provide a Community Poll, as shown below:

6. Website Content

Creating Content Pages

In order to customize your store, Magento Go has provided flexible features for you to add pages and content to tailor your site. **CMS** pages, or **Content Pages**, are static pages such as your *Home Page*, *About Us* and *Contact Us* pages. These pages enable you to promote and define your company brand and identity.

NOTE The difference between a **Static Block** and a **CMS** page is that CMS pages are full pages that are available via their own URL addresses. In contrast, Static Blocks are sections (or chunks) of page content (images, text, and links) that can be referenced inside CMS pages and Category landing pages.

Website Content Pages
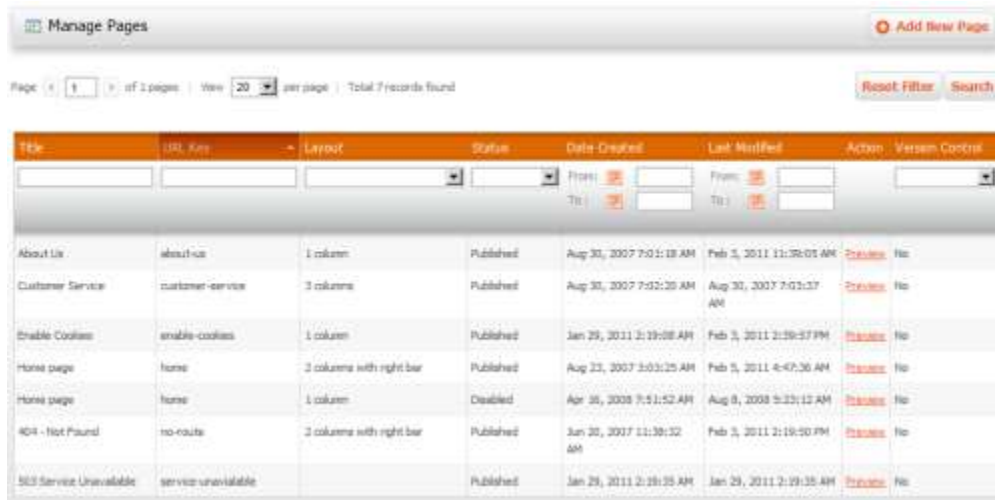
Default Pages

Magento Go comes with five default pages for you to start with. The *Home Page* and the *About Us* page require personalization, while the others can simply be left with their pre-set content.

➜ **Home Page –** This is the front page of your web store. It will be the most visited page on your entire site, and it deserves to be treated as the most important page on your Magento Go store.

➜ **About Us -** Online stores often use this page to talk about their company, brand, philosophy, goals, and mission statement. This could be a brief description page, or it can consist of multiple *About* pages (About Our Company, About Our Philosophy, etc.)

➜ **Enable Cookies -** Instructional page for your customers regarding cookies.

➜ **404 Not Found -** The error page customers will see when the server is unable to retrieve a requested page.

➜ **503 Service Unavailable -** The page customers will see when your site is unavailable, or under construction. See "My Account" for more information.

To create a new content page:

1. In the Admin Panel, choose **CMS > Pages > Manage Content.** The Manage Pages list is displayed, as shown below:

2. Click [Add New Page] at the top right to create a new Page. The New Page configuration page appears on the Page Information panel by default as shown below.

3. In the **Page Information** panel, enter the following information:

   - **Page Title** – Name of the page you are building. This will be reference in the browser's title page.
   - **URL Key** – Select the unique URL key for this page. This will be part of the page URL that customers will see, visit, or link to when accessing this page. In terms of search engine optimization, it is helpful to select a keyword-rich URL Key.
   - **Store View** – Select the store view(s) this page will be visible on.

TIP To select multiple store views, use Ctrl+click when selecting store views from the list.

   - **Status** – Select whether you wish to *Publish* this page or keep it *Disabled*. Published pages will be publicly visible on your Magento Go store.

- **Under Version Control** – If set to *Yes,* every time you edit and save the page, it will create a new, separate document (for example, New Page 1, New Page 2, and so on.) If set to *No,* saving changes will simply overwrite the old content.

TIP This option is set to **Yes** by default. If you will be making frequent changes, we recommend setting this to *No* so that you do not end up with multiple copies that are only slightly different from each other.

4. Click **Content** from the left panel to edit / publish *Content* for this page.
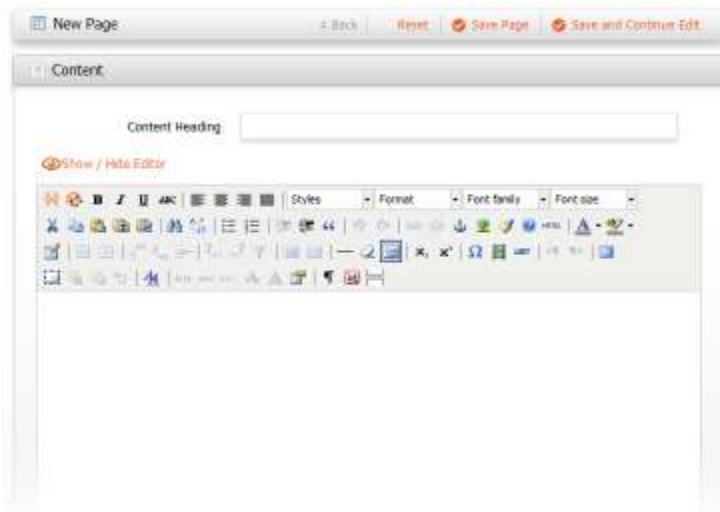
5. Set the **Content Heading** to a relevant, descriptive title for this page (i.e. About Us, or About Our Company).

6. In the large content block, fill in the page content. You may use the *Editor* tools at the top to format your content, create links, add media, and more.

TIP Advanced users can choose **Hide Editor** and use their own HTML and CSS code in this field instead.

7. Click the **Design** tab from the left panel to configure the Page Layout and Custom Design elements.

8. In the *Page Layout* section:

- In **Layout** drop-down menu, select the number of columns for the page layout. A *single column* layout will make your content block the only element on the page. A *three column* layout will include two sidebars. *Two Column with Left* and *Right Sidebar* create a large content column with a respective sidebar.
- In the **Layout Update XML** field, you customize the information displayed in the layout using XML.

9. The *Custom Design* section enables you to define a custom theme and layout to be used for a defined period of time. This feature allows you to create custom themed pages for holidays or special sales periods (for example, a Christmas theme, or Thanksgiving Weekend Sale).

10. Select a **Custom Design From** and **Custom Design To** date that will define the period for which this custom design will be used.

11. In the **Custom Theme** drop-down menu, select the pre-defined *Theme* that will be used during this period.

12. In the **Custom Layout** drop-down menu, select the number of columns for the custom page layout.

13. In the **Custom Layout Update XML** field, you can customize the information displayed in the layout using XML.

14. Click **Meta Data** from the left panel to input Meta Data for this page. Meta Data is descriptive information about a page that search engines may use to index your store's pages. This content is not visible directly on your website.

- In **Keywords**, define keywords that are relevant to this content page. It is helpful to consider keywords that potential customers may search if they were searching for your products on the Web.
- In **Description**, write a few sentences describing the content on the page. Though it is not visible on your page itself, some search engines will list this page's search result using the *Meta Description* text.

NOTE Read our SEO Knowledge Base articles for more information about Search Engine Optimization.

15. When you are finished, click [Save Page] to save and publish your new page.

Tips on Using the WYSIWYG Editor

Magento Go provides an easy way to create and format content without having to learn or write any HTML or CSS code. It's called WYSIWYG, or *What You See Is What You Get*. The WYSIWYG tool is found on the **Content** left panel on the *New Page* configuration when you create a new *Content Page*.
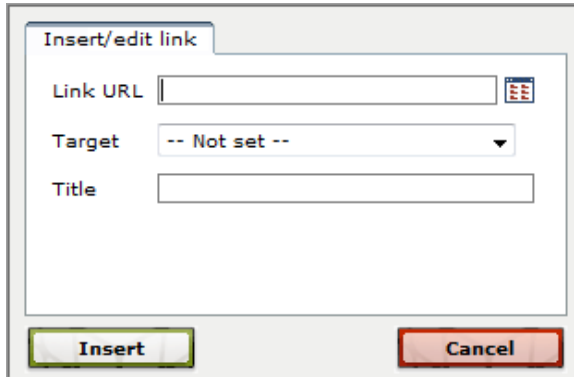
The WYSIWYG Editor lets you format and add *text*, *images*, *videos*, *links*, *tables*, and *more*.
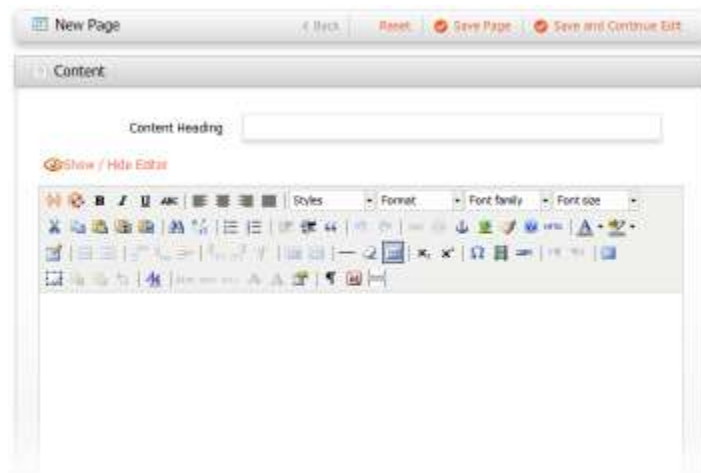
Editing and Inserting a Link

To create a link:

1. Highlight text in the **WYSIWYG** field and select the **Link** button (🔗) to display the following window:
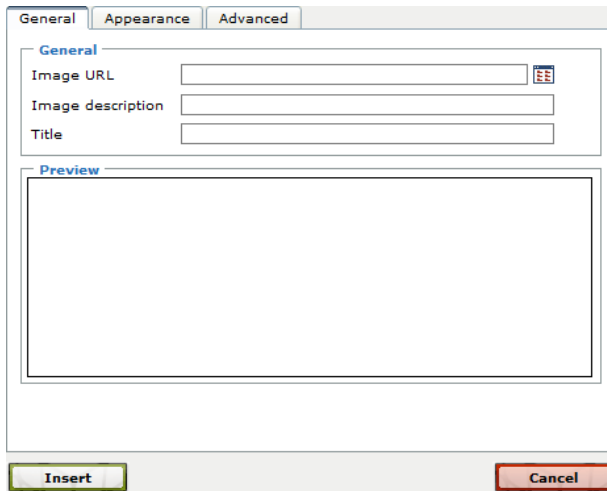
2. In the **Link URL** field, specify in the website address you would like to link.

3. In the **Target** field, select either *Open in New Window* or *Open in the Same Window* to select how you want the new page to open in the customer's browser.

4. In the **Title** field, specify a title for this link. It will appear in as a *tooltip* when the customer hovers over the link

5. Click **Insert** to assign the link.

Inserting an Image

To insert an image:

1. Click the **Image** (🌳) button to display the following window:

2. In the **Image URL** field, paste the URL of the image you'd like to insert.

3. To upload an image directly from your computer, click the ⊞ icon next to the **Image URL** field.

4. In the **Image Description** field, write a brief description of the image. This description will be used when the image is unable to be displayed.

5. In the **Title** field, specify a relevant title for the image.

6. Click **Insert** to finalize the image insertion.

Embedding Media

You can embed media, such as video and audio, directly from the WYSIWYG Editor.

To embed media:

1. From the WYSIWYG Editor, select the **Media button** (▤) to display the following window:
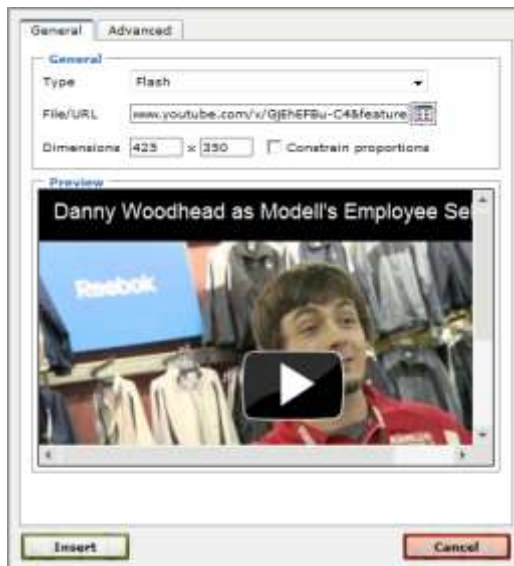
2. In the **File/URL** field, input the media URL you would like to embed (such a YouTube video link).

3. Click **Insert** to finalize the media insertion.

Establishing Page Hierarchy

The Page Hierarchy feature is a categorization tool for CMS pages, enabling users with no technical knowledge to create complex content pages and sections of content (such as Articles, Knowledge Base, and more). The advantage to categorizing your content pages is that you will then be able to display automatically generated menus and/or pagination and to allow your customers to browse through the pages more easily.

Adding Nodes
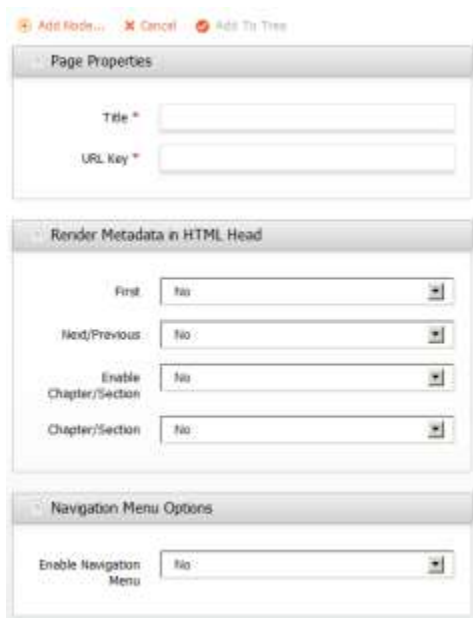
A node is simply a reference object that allows you to "select" a group of related pieces of content. It provides an intuitive method for organizing your content pages.

A node is used solely as folders to group child nodes and/or pages. Nodes cannot be viewed in the frontend (in your web store). If a customer visits a node in the frontend, they will automatically be redirected to the first page under that node. Pages can be viewed in the frontend, but they can also be used as folders to group child nodes or pages.

Hierarchy can also be managed on the CMS pages themselves. To do so, select a page and click the **Hierarchy** tab in the left column. The hierarchy tree will display, with a check box next to each node and page. You can associate this CMS page to multiple nodes or pages

To add a node:

1. In the Admin Panel, select **CMS > Pages > Manage Hierarchy**.

2. Click the [Add Node...] button to create a new Node. This will create a new set of fields as shown below:

3. In the Page Properties, enter the following fields (required):

- **Title** – The name of this new *Node*
- **URL Key** – The unique and relevant key that will be used to identify the web page address of this node.

4. In the Render Metadata in HTML Head section, specify the following fields (optional):

- **First** – Specifies the first page in a collection
- **Next/Previous** – Specifies the next or previous page in a suggested sequence of reading.
- **Enable Chapter/selection** – Set resolution to Yes or No
- **Chapter/selection** – Select an option from dropdown menu. Selecting **No** does not specify the chapter or section for a collection of pages.
- **Chapter** Specifies the chapter of a collection of pages
- **Section** Specifies the section of a collection of pages
- **Both** Specifies both the chapter and section of a collection of pages

NOTE This section will only appear for top level nodes and pages. It is used for SEO purposes to define the structure of the hierarchy.

5. In Navigation Menu Options, set the following fields (optional):

- **Enable Navigation** – If enabled, this will create a side navigation on the front-end of the content pages that are part of the hierarchy.
- **Menu Layout** – Select where the hierarchy navigation will appear (either in *Content, Left Column,* or *Right Colum*)
- **Menu Details** – Select *Only Children* if you only want sub-pages to appear in the navigation menu. Select *Neighbors and Children* if you want sub-pages as well as co-existing pages within the same hierarchy to appear in the navigation menu.
- **Maximal Depth** – The number of node levels to include in the navigation menu.
- **List Type** – Identify whether it is an *Ordered* or *Unordered* list.
- **List Style** – Identify the list style. For *ordered* lists, this can be numbers, lower/upper alpha, or lower/upper roman. For *unordered* lists, this can be circle, disc, or square bullet points.

6. Click **Add Node** at the top to add this Node.

Adding Pages to Nodes

When you have created your *Nodes Hierarchy,* you can add pages to them.

To add pages to nodes:
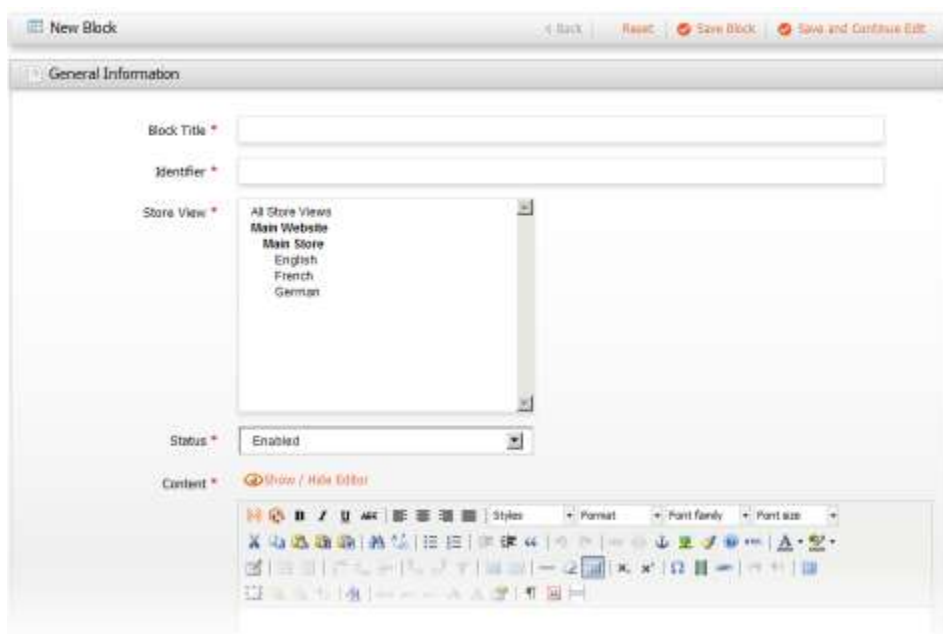
1. In the Admin Panel, select **CMS > Pages > Manage Hierarchy**.

2. At the top left section of the Manage Pages Hierarchy panel, select the folder from the tree that you would like to add pages to.

3. In the CMS Pages panel at the bottom of the page, mark the checkbox next to the pages you would like to add to the selected folder.

4. Once you have marked the pages, click the ⊕ Add Selected Page(s) to Tree button to add them.

5. Repeat this process until you have added pages to their appropriate nodes.

6. Click the ⊘ Save Pages Hierarchy button to save your changes.

Creating Static Blocks of Content

Magento Go allows you to create blocks of content that you can use throughout your Web Store. The benefit of using *Static Content Blocks* is that they can be implemented on any page or group of pages using the **frontend Apps** tools available in Magento Go.

To create a Static Block:

1. In the Admin Panel, select **CMS > Static Blocks**.

2. From the **Static Blocks** page, click the **Add New Block** button to create a new Static Block. The *New Block* configuration page opens, as shown below.

3. From this page, define and configure the following fields:

   - **Block Title** – Define a relevant title for this block of content.
   - **Identifier** – Define a unique identifier. A recommended guideline is if your title is "My Special Title," your identifier should be "my_special_title." The identifier is used to manipulate data blocks using XML code. It is not visible on your storefront.
   - **Store View** – Select the store view(s) this content block will be visible or **All Store Views** to include all.
   - **Tip:** To select multiple store views, use Ctrl + Click when selecting from the list.
   - **Status** – Select *Enabled* to make this static block visible on front-end.
   - **Content** – Fill in with the content for this static block. You can use the WYSIWYG Editor (visible at the top of the textbox) to format text, create links and tables, or add images and media. To learn more about how to use the WYSIWYG Editor, see "Tips on using the WYSIWYG editor."

4. Once you have filled in content and configured the static block, click the button to save your changes.

Placing a Static Block in Categories

After you build a static content block, you have the opportunity to place it on your Magento Go store. One method of doing this is by placing it in your product category pages.

To place a static block in categories:

1. In the Admin Panel, select **Catalog > Manage Categories**.

2. From the Categories tree-view on the left, select the **Category** that you wish to place a Static Content block on. When clicked, it will load its General Information panel for editing.

3. Select the **Display Setting** tab.

4. In the **Display Mode** option, select either **Static Block Only** or **Static Block and Products**.

- **Static Block Only** will only display the static content block you select to place. On the live storefront it would look similar to the image below.

- **Static Block and Products** will display the static content block you select as well as the category products. On the live storefront it would look similar to the image below.

FURNITURE / LIVING ROOM
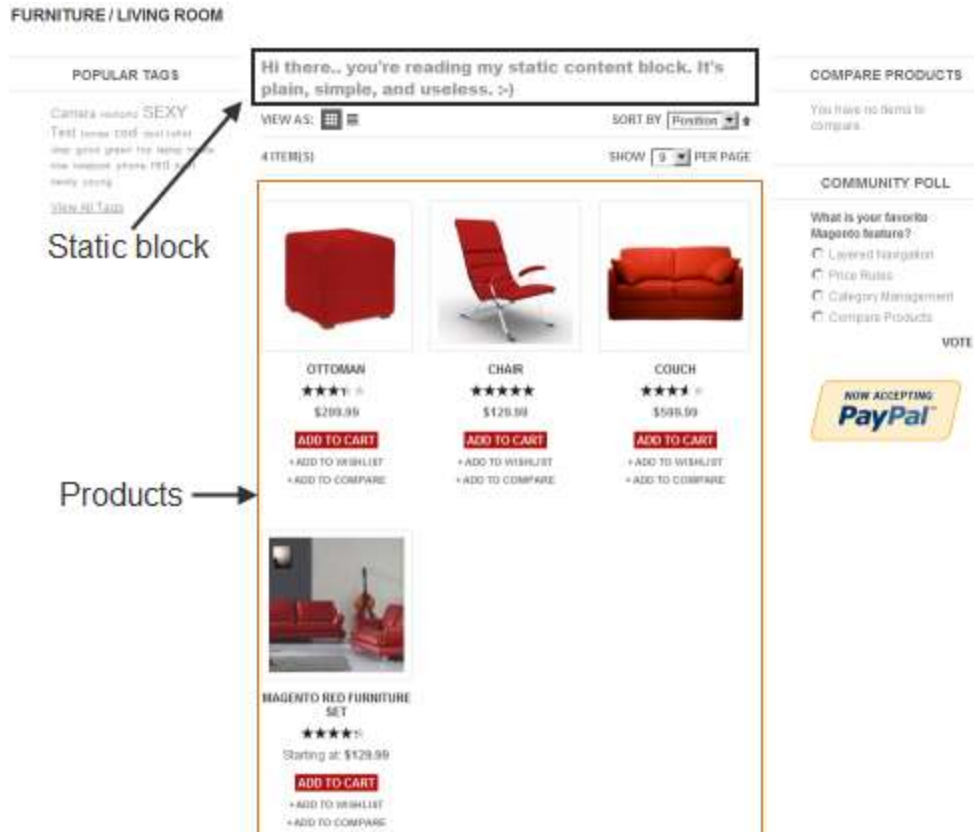
5. Select the static content block you'd like to place from the **CMS Block** drop-down menu. This menu will include all currently existing static content blocks.

6. When you have defined and configured your static content block for your Category page, click Save to save your changes.

Placing a Static Block in CMS

After you build a static content block, you can place it on your Magento Go store. One method of doing this is by integrating it into any page with CMS frontend Apps.

To place a static block in CMS:

1. In the Admin Panel, select **CMS > frontend Apps**.

2. The Manage frontend App Instances page will be displayed as shown below:

3. Click to create a new frontend App instance. It will take you to a page where you select what type of frontend App you want to create. This is shown below.

4. Select *CMS Static Block* and then click .

5. **New frontend App Instance** configuration page for a **CMS Page Link** type frontend App will be displayed as show below.

6. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front – it will only be visible in the administrative back-end.

7. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

8. In the **Assign to Store Views** drop-down menu, select the store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

9. Click on to specify which pages your frontend App will be available on. This will load new fields and options to specify, as show below:

10. In the **Display On** field, select one of the following options:

- *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
- *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

- *All Product Types* – Will display on all product pages.
- *Simple Product* – Will display only on all simple product pages.
- *Grouped Product* – Will display only on all grouped product pages.
- *Configurable Product* – Will display only on all configurable product pages.
- *Virtual Product* – Will display only on all virtual product pages.
- *Bundle Product* – Will display only on all bundle product pages.
- *Gift Card* – Will display only on all gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages of your Magento Go store.
- *Specified Pages* – Will display your frontend App only on specified pages.

11. In the **Block Reference** drop-down menu, select which block, or section, or your storefront layout the frontend App will be in.

12. Click on **frontend App Options** in the left panel to configure the frontend App options, as shown below:

13. Click *Select Block* from the **Block** section. This link will open a table displaying all of your static blocks. Select the static block you want to include in this frontend App.

14. Once you have configured your *CMS Static Block* frontend App, click [Save] to save your settings.

Adding a Link to a Footer List

In addition to adding content blocks to your pages, Magento Go lets you create static links in your storefront footer.

To add a link to the footer list:

1. From the Admin Panel, select **CMS > Static Block**.

2. From the Static Blocks management page, select the pre-defined *Footer Links* block.

3. Create a link to your content page in the footer. To do this:

4. In the **Content** field, click into the textbox to begin typing.
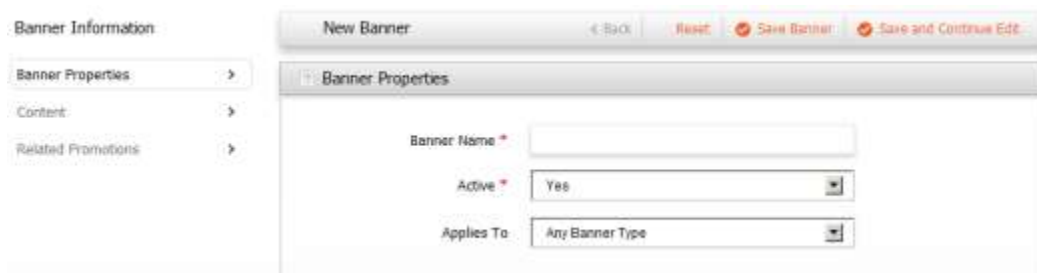
5. Press Enter to return to a new line. This will create a new bullet point in the list.

6. Type in the name of the link you are creating. Highlight the text.

7. From the WYSIWYG Editor (the toolset just above the text box), click *Insert/edit Link* (🔗) to create a link.

8. Specify the *Link URL,* select a *Target* window, and define a *Title*, then click **Insert**.

9. You can add as many links as you desire using this process. When you are finished, click 🔵 Save Block to save changes.

Adding Banners to Your Site

Banners are another feature in Magento Go which allows you to display blocks of information on the frontend. These blocks can contain static content and frontend Apps. They can also be configured to display only to certain types of customers, or when promotional price rules are applied.

To Create a Banner:

1. From the Admin Panel, select CMS > Banners

2. Click the 🔵 Add Banner button to create a new banner. *Banner Properties* panel of the new *Banner Information* configuration page will be displayed as shown below:

3. In the **Banner Name** field, define an appropriate name for the new banner.

4. Change the **Active** option to *Yes* to enable it to be used and displayed on your Magento Go storefront.

5. In the **Applies To** option, select Any Banner Type or Specified Banner Types if you want to specify which *Banner Types* you wish to associate this banner with. Banner Types are an internal tool to help you keep track of the page area for which a banner is intended. This is due to the fact that you might design the banner dimensions to fit a specific space. What's more, when you create a *Banner Rotator frontend App* (discussed in "Working with frontend Apps"), you can select the banners to use based on *Banner Type*.

6. If you select *Specified Banner Types*, a new list will be displayed that enables you to specify which areas to limit this banner's scope to. You may select one or more of the following:

- Content Area – The main content area of any page on your Magento Go storefront (often located directly in the center of the page).
- Footer – The bottom section, or footer, of your page layout. Recognizable by the footer navigation and copyright information.
- Header- The top section, or header, of your page layout. Recognizable by the top navigation menu, logo and account links.
- Left Column – Left side column in your storefront layout.
- Right Column – Right side column in your storefront layout.

7. Once you have configured the fields in the *Banner Properties* panel, select *Content* from the left side panel to manage the banner content. This will look similar to the image below.
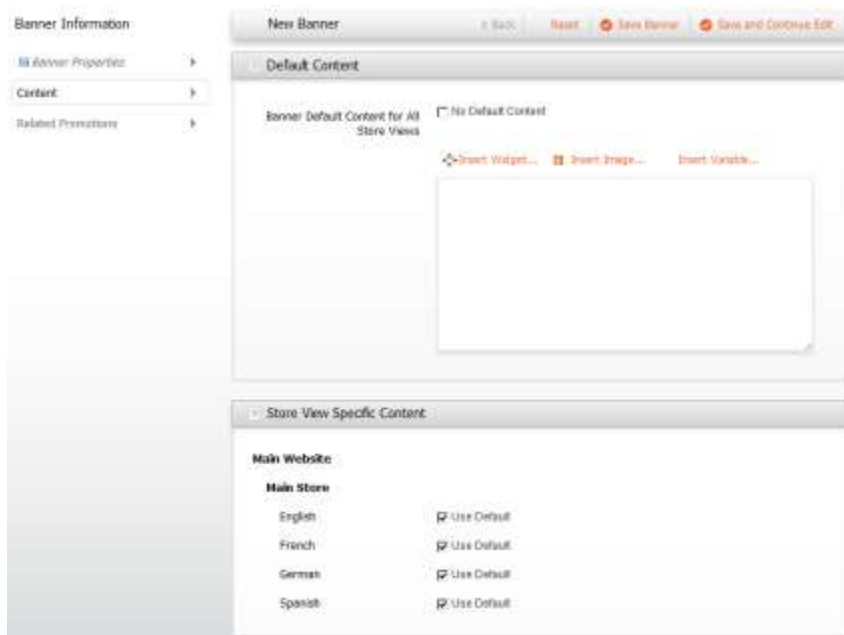
8. In the **Default Content** area, insert the static HTML content that you wish to display in this banner. In addition to static HTML content, you may also insert frontend Apps, images, and variables.

9. To insert a frontend App, click [Insert Widget...] . A pop-up window will allow you to select the *frontend App* Type and specify the frontend App you want to insert. Once selected, click [Insert Widget...] at the top right.

10. To insert an Image, click [Insert Image...] . A pop-up window will allow you to either select an *image* that you have already uploaded or upload a new one.

11. To select a previously uploaded image, use the navigation menu on the left to find the image on your Magento Go file storage system.

12. To upload a new image, click the *Browse Files* button and select the image from your local hard drive. Once selected, click *Upload Files* to upload this image to your Magento Go store.

13. To insert a Variable, click Insert Variable... . A pop-up window will allow you to select a variable from a list of those available. Clicking it will select and insert it automatically.

14. In the *Store View Specific Content* section just below you are able to customize the content specifically for store views. By default, all store views are set to *Use Default* (they will show the default content that you just defined up above). **To customize a store view's content**, clear the *Use Default* check box. A new content box will appear below this store view row. You can customize this *store view specific content* just as you did for the *Default Content*.

15. Once the *Default Content* and optional *Store View Specific Content* have been defined, click **Related Promotions** on the left side panel to associate this banner with your defined promotional price rules, as shown below:

16. In the *Related Shopping Cart Price Rules*, you can select the Price Rules that you wish to associate this banner with. To do this, simply mark the checkbox next to the Price Rule you wish to associate it with.

NOTE To associate a banner with price rules, the price rule(s) must be pre-defined. As you can see in the example above, we have no *Related Shopping Cart Price Rules* available, so the table is blank.

17. In the *Related Catalog Price Rules*, you can select the price rules that you want to associate this banner with. Like the previous section, simply select the checkbox next to the price rule you want to associate it with.

18. Click the [Save Banner] button to save your changes.

Placing a Banner Using frontend Apps

Once you have created a banner, you can integrate it into your Magento Go store pages by using the frontend Apps tools.

NOTE frontend Apps are front-end content blocks with a predefined set of configuration options. These configuration options can be defined in the admin panel. Simply put, frontend Apps enable you, the store owner, to easily add dynamic content to your store.

To place a banner using frontend Apps, see "How to Place a Banner Using frontend Apps".

Using a Banner for Promotions

Once you have banners built, you can associate them with your *Catalog Price Rules* and *Shopping Cart Price Rules* in order to promote your products and sale items.

NOTE To associate a banner with a promotional price rule, you must already have a pre-built banner and pre-defined price rule. To learn more about how to create price rules, see "Managing Catalog Price Rules."

1. From the Admin Panel, select **Promotions > Catalog Price Rules** (or **Shopping Cart Price Rules** – the process is the same for both). This will take you to a page which displays a list of all pre-defined **Price Rules**.

2. Select a pre-defined **Price Rule** from the displayed list. This will take you to the **General Information** section of the **Price Rules** configuration page, as shown below:

3. Click **Related Banners** from the left side panel to go to the **Related Banners** configuration section, as shown below:

4. From the **Related Banners** page, select the banner(s) you wish to associate with this **Price Rule** by marking the checkbox in the left-most column of its respective row.

TIP If your banners don't display in the table, try clicking [Reset Filter] to clear previous filtering rules.

5. Click the [Save Rule] button to save your changes.

Working with frontend Apps

frontend Apps allow **business users with no technical knowledge** to easily add dynamic content (including product data) to pages in Magento Go stores. This gives you, as the merchant, greater control and flexibility in creating informational and marketing content with your administrative tools. Magento Go's frontend Apps enable intuitive and efficient control of content, such as:

→ Dynamic product data in Marketing Campaign Landing Pages

→ Dynamic Information such as Recently Viewed Items into Content Pages

→ Promotional images to position in different blocks, side columns, and other locations in the storefront.

→ Interactive elements and action blocks (such as external review systems, video chats, voting, and subscription forms).

→ Alternative navigation elements (tag clouds, catalog image sliders)

→ Create interactive and dynamic flash elements that can be easily configured and embedded with content (for enhanced user experience)

→ And lots more.

What are frontend Apps?

Magento Go frontend Apps are front-end content blocks with a predefined set of configuration options. These configuration options can be defined in the admin panel. In a nutshell, frontend Apps allow you, the store owner, to easily add dynamic content to your store.

Understanding frontend App Types and frontend App Options

frontend App Type	Description
Banner Rotator	Displays a frontend App, very often a graphic banner or block of content that can be defined to rotate in sequence or at random.
CMS Hierarchy Node Link	Displays a link to a selected hierarchy node. Allows you to specify custom text and a link to the node.
CMS Page Link	Displays a link to a selected page. Allows you to specify custom text and title.
CMS Static Block	Displays content from a specified static block.
Catalog Category Link	Displays a link to a selected catalog category. Allows you to specify a custom text and title. Two templates are available: inline and block.
Catalog New Products List	Displays a block that contains all new products on the homepage. Products are considered new based on the defined *Set Product as New From/To Date(s)* in the product's configurations.
Catalog Product Link	Displays a link to a selected catalog product. Allows you to specify custom text and title. Two templates are available: inline and block.
Recently Compared Products	Displays a block that contains recently compared products. Allows you to specify the number of products to be displayed. Two templates are available: product list and product grid view.
Recently Viewed Products	Displays a block that contains recently viewed products. Allows you to specify the number of products to be displayed. Two templates are available: product list and product grid view.

How to Place a Banner Using frontend Apps

Once you have created a banner, you can integrate it into your Magento Go store pages by using the frontend Apps tools.

NOTE frontend Apps are front-end content blocks with a predefined set of configuration options. These configuration options can be defined in the admin panel. In a nutshell, frontend Apps allow you, the store owner, to easily add dynamic content to your store.

To create a Banner Rotator frontend App:

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed, as shown below:

2. Click ![Add New frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create. This is shown below.
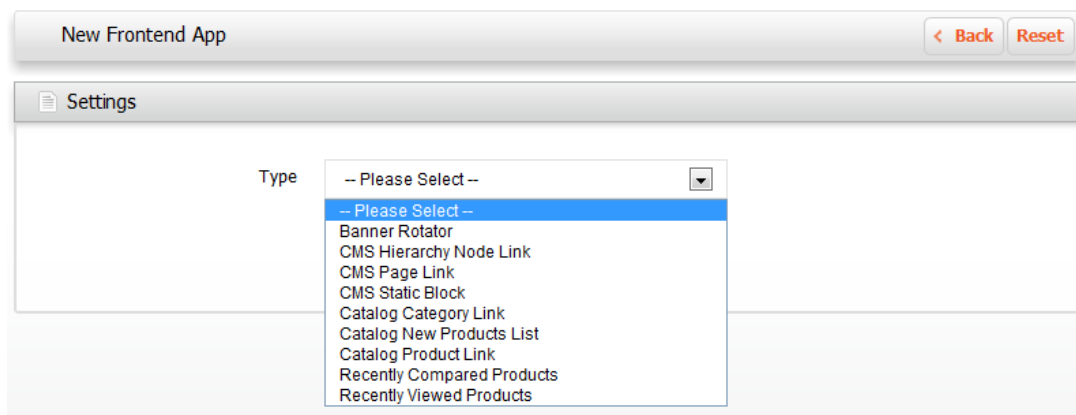
3. Select *Banner Rotator* and then click ![Continue] .

4. **New frontend App Instance** configuration page for a **Banner Rotator** type frontend App will be displayed, as shown below:

5. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

6. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

7. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

8. Next, click on to specify which pages your frontend App will be available on. This will load new fields and options to specify, as shown below:

9. In the **Display On** field, select one of the following options:

- *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
- *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

- *All Product Types* – Will display on all product pages.
- *Simple Product* – Will display all simple product pages.
- *Grouped Product* – Will display all grouped product pages.
- *Configurable Product* – Will display on configurable product pages.
- *Virtual Product* – Will display on virtual product pages.
- *Bundle Product* – Will display on bundle product pages.
- *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages on your Magento Go store.
- *Specified Pages* – Will display your frontend App only on specified pages.

10. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

11. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

- Banner Block Template – Will display the frontend App as a block section on its own.
- Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

12. Click Save and Continue Edit to save your changes and continue editing.

To set Banner Rotator frontend App Options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options. This page will look similar to the image below.

2.   In the **Banners to Display** drop-down menu, select *Specified Banners*. The other options are:

- Shopping Cart Promotions Related – This will automatically select all shopping cart promotion related banners without you manually identify them.
- Catalog Promotions Related – This will automatically select all catalog promotion related banners without you manually identifying them.

3.   In the **Restrict by Banner Types** field, you have the option to limit available banners to a certain section. This field is optional.

4.   In the **Rotation Mode** drop-down menu, select a rotation mode:

- Do not rotate, display all at once – This option will display the banners you have specified all at once.
- One at a time, Random – Will display the banners you have specified in a randomly generated order. Every time the page refreshes, a different (and random) banner will appear.
- One at a time, Series –Will display the banners you have specified by the order of their position every time the page is refreshed.

NOTE Each banner's position can be specified in the Specify Banners table (just below Rotation Mode field). Position is a numeric value in the right-most column of each banner (in the table). Position value is in ascending order (1 is first, 10 would be last).

- One at a time, Shuffle – Will display one of the banners you have specified in a shuffled position order. This option is similar to the One at a time, Random option, except that the same banner will not repeat back-to-back (unless, of course, you only have one banner).

5. Next, you must specify which banners will be included in the *Banner Rotator frontend App*. Available banners can be viewed by clicking *Reset Filter* in the section **Specify Banners** (just below the **Rotation Mode** field). Select banners by marking the checkbox in their respective row.

6. In the right-most column of each banner you can specify its position in the rotation. This field is optional. The higher the value, the later in the rotation it will be displayed.

7. Once you have configured your *Banner Rotator* frontend App, click [Save] to save your settings.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a CMS Hierarchy Node Link frontend App

To create a CMS Hierarchy Node Link frontend App:

1. From the Admin Panel, select **CMS > frontend Apps**. The **Manage frontend App Instances** page will be displayed

2. Click [Add New Frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create.

3. Select *CMS Hierarchy Node Link* and then click [Continue] .

4. **New frontend App Instance** configuration page for a **CMS Hierarchy Node Link** type frontend App will be displayed.

5. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

6. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

7. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

8. Next, click on [Add Layout Update] to specify which pages your frontend App will be available on. This will load new fields and options to specify.

9. In the **Display On** field, select one of the following options:

   - *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
   - *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

   - *All Product Types* – Will display on all product pages.
   - *Simple Product* – Will display all simple product pages.
   - *Grouped Product* – Will display all grouped product pages.
   - *Configurable Product* – Will display on configurable product pages.
   - *Virtual Product* – Will display on virtual product pages.
   - *Bundle Product* – Will display on bundle product pages.
   - *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

   - *All Pages* – Will display your frontend App on all pages on your Magento Go store.
   - *Specified Pages* – Will display your frontend App only on specified pages.

10. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

11. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

   - Banner Block Template – Will display the frontend App as a block section on its own.
   - Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

12. Click Save and Continue Edit to save your changes and continue editing.

To set CMS hierarchy node link frontend App options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options. This page will look similar to the image below.

2. In the **Anchor Custom Text** field, you may input a descriptive link name for the new frontend App. If left blank, it will simply use the Node or Page name.

3. In the **Anchor Custom Title** field, select a title for the frontend App block. This title, or caption, will display when the user hovers over the link.

4. Next, click *Select Page or Node* from the **Node** section. This link will open up an in-page box that will allow you to navigate through your content pages and select the appropriate node.

NOTE A node is simply a reference object that allows you to "select" a group of related pieces of content.

5. Once you have configured your *CMS Hierarchy Node Link* frontend App, click [Save] to save your settings.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a CMS Page Link

To create a CMS Page link:

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed.

Click [Add New Frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create.

2. Select *CMS Page Link* and then click [Continue] .

New frontend App Instance configuration page for a **CMS Page Link** type frontend App will be displayed.

3. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

4. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

5. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

Next, click on [Add Layout Update] to specify which pages your frontend App will be available on. This will load new fields and options to specify.

6. In the **Display On** field, select one of the following options:

- *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
- *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

- *All Product Types* – Will display on all product pages.
- *Simple Product* – Will display all simple product pages.
- *Grouped Product* – Will display all grouped product pages.
- *Configurable Product* – Will display on configurable product pages.
- *Virtual Product* – Will display on virtual product pages.
- *Bundle Product* – Will display on bundle product pages.
- *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages on your Magento Go store.

- *Specified Pages* – Will display your frontend App only on specified pages.

7. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

8. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

   - Banner Block Template – Will display the frontend App as a block section on its own.
   - Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

9. Click Save and Continue Edit to save your changes and continue editing.

To set CMS page link frontend App options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options.

2. In the **Anchor Custom Text** field, you may input a descriptive link name for the new frontend App. If left blank, it will simply use the CMSNode or Page name.

3. In the **Anchor Custom Title** field, select a title for the frontend App block. This title, or caption, will display when the user hovers over the link.

4. Next, click *Select Page* from the **CMS Page** section. This link will open a table displaying all of your content pages. Select the page you want to include in this frontend App.

5. Once you have configured your *CMS Page Link* frontend App, click [Save] to save your settings.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a CMS Static Block

To create a CMS Static Block:

NOTE Before creating a *CMS Static Block* frontend App, you must have already created a **static block** that you will use. To learn how to **Static Blocks**, see our guide on **How to static blocks.**

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed.

2. Click [Add New Frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create. This is shown below.

3. Select *CMS Static Block* and then click [Continue].

   New frontend App Instance configuration page for a **CMS Static Block** type frontend App will be displayed.

4. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

5. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

6. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

7. Next, click on [Add Layout Update] to specify which pages your frontend App will be available on. This will load new fields and options to specify, as shown below:

8. In the **Display On** field, select one of the following options:

   - *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
   - *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

   - *All Product Types* – Will display on all product pages.
   - *Simple Product* – Will display all simple product pages.
   - *Grouped Product* – Will display all grouped product pages.
   - *Configurable Product* – Will display on configurable product pages.
   - *Virtual Product* – Will display on virtual product pages.
   - *Bundle Product* – Will display on bundle product pages.
   - *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages on your Magento Go store.
- *Specified Pages* – Will display your frontend App only on specified pages.

9. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

10. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

- Banner Block Template – Will display the frontend App as a block section on its own.
- Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

11. Click Save and Continue Edit to save your changes and continue editing.

To set CMS static block frontend App Options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options.

2. Click *Select Block* from the **Block** section. This link will open a table displaying all of your static blocks. Select the static block you want to include in this frontend App.

3. Once you have configured your *CMS Static Block* frontend App, click and you're done.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a Catalog Category Link frontend App

To create a Catalog Category Link frontend App:

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed.

2. Click to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create.

3. Select *Catalog Category Link* and then click .

4. **New frontend App Instance** configuration page for a **Catalog Category Link** type frontend App will be displayed.

5. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

6. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

7. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

8. Next, click on 〔 Add Layout Update 〕 to specify which pages your frontend App will be available on. This will load new fields and options to specify.

9. In the **Display On** field, select one of the following options:

   - *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
   - *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

   - *All Product Types* – Will display on all product pages.
   - *Simple Product* – Will display all simple product pages.
   - *Grouped Product* – Will display all grouped product pages.
   - *Configurable Product* – Will display on configurable product pages.
   - *Virtual Product* – Will display on virtual product pages.
   - *Bundle Product* – Will display on bundle product pages.
   - *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

   - *All Pages* – Will display your frontend App on all pages on your Magento Go store.
   - *Specified Pages* – Will display your frontend App only on specified pages.

10. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

11. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

- Banner Block Template – Will display the frontend App as a block section on its own.
- Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

12. Click Save and Continue Edit to save your changes and continue editing.

To set catalog category link frontend App Options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options.

2. In the **Anchor Custom Text** field, you may input a descriptive link name for the new frontend App. If left blank, it will simply use the Category name.

3. In the **Anchor Custom Title** field, select a title for the frontend App block. This title, or caption, will display when the user hovers over the link.

4. Next, click *Select Category* from the **Category** section. This link will open up an in-page box that will allow you to navigate through your catalog and select the appropriate category.

5. Once you have configured your *Catalog Category Link* frontend App, click [Save] and you're done.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a Catalog New Products List frontend App

To create a Catalog New Products List frontend App:

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed.

2. Click [Add New Frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create.

3. Select *Catalog New Products List* and then click [Continue].

4. **New frontend App Instance** configuration page for a **Catalog New Products List** type frontend App will be displayed.

5. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

6. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

7. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

8. Next, click on [Add Layout Update] to specify which pages your frontend App will be available on. This will load new fields and options to specify.

9. In the **Display On** field, select one of the following options:

- *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
- *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

- *All Product Types* – Will display on all product pages.
- *Simple Product* – Will display all simple product pages.
- *Grouped Product* – Will display all grouped product pages.
- *Configurable Product* – Will display on configurable product pages.
- *Virtual Product* – Will display on virtual product pages.
- *Bundle Product* – Will display on bundle product pages.
- *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages on your Magento Go store.
- *Specified Pages* – Will display your frontend App only on specified pages.

10. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

11. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

- Banner Block Template – Will display the frontend App as a block section on its own.
- Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

12. Click Save and Continue Edit to save your changes and continue editing.

To set catalog new products list frontend App Options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options.

2. In the **Display Products** option, select whether you want to display the most recently added products (the *All products* option) or products that you designated as new (the *New products* option).

3. **Note:** A product is determined to be *New* if the date today falls between the product's *"Set Product As New From" Date* and *"Set Product As New To" Date*. See How to Create a Simple Product for more information.

4. In the Display page control field, select Yes or No depending on whether or not you want to allow the frontend App to display multiple pages of New Products that the customer can click through. If you select Yes, a new field Number of Products per Page will show up underneath. Here you can define how many products you want displayed on each page.

5. In the **Number of Products to Display** field, select how many *New Products* you want the customer to see in your new frontend App.

6. In the **Cache Lifetime (Seconds)** field, select how often you want Magento Go to refresh the list of *New Products*. By default, this will be set to 86400 seconds (or 24 hours).

7. Once you have configured your *Catalog New Products* frontend App, click [✓ Save] and you're done.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a Catalog Product Link frontend App

A Catalog Product Link frontend App is a placement tool, which make Product Links visible and clickable in the store view.

To create a catalog product link frontend App:

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed.

2. Click [Add New Frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create.

3. Select *Catalog Product Link* and then click [Continue].

4. **New frontend App Instance** configuration page for a **Catalog Product Link** type frontend App will be displayed.

5. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

6. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

7. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

8. Next, click on [Add Layout Update] to specify which pages your frontend App will be available on. This will load new fields and options to specify.

9. In the **Display On** field, select one of the following options:

    *   *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
    *   *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

    *   *All Product Types* – Will display on all product pages.
    *   *Simple Product* – Will display all simple product pages.
    *   *Grouped Product* – Will display all grouped product pages.
    *   *Configurable Product* – Will display on configurable product pages.
    *   *Virtual Product* – Will display on virtual product pages.

- *Bundle Product* – Will display on bundle product pages.
- *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages on your Magento Go store.
- *Specified Pages* – Will display your frontend App only on specified pages.

10. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

11. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

- Banner Block Template – Will display the frontend App as a block section on its own.
- Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

12. Click Save and Continue Edit to save your changes and continue editing.

To set catalog product link frontend App Options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options.

2. In the **Anchor Custom Text** field, you may input a descriptive link name for the new frontend App. If left blank, it will simply use the Category name.

3. In the **Anchor Custom Title** field, select a title for the frontend App block. This title, or caption, will display when the user hovers over the link.

4. Next, click *Select Category* from the **Category** section. This link will open up an in-page box that will allow you to navigate through your catalog and select the appropriate category.

5. Once you have configured your *Catalog Category Link* frontend App, click [Save] and you're done.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a Recently Compared Products frontend App

To create a Recently Compared Products frontend App:

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed.

2. Click [Add New Frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create. This is shown below.

3. Select *Recently Compared Products* and then click [Continue].

4. **New frontend App Instance** configuration page for a **Recently Compared Products** type frontend App will be displayed.

5. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

6. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

7. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

8. Next, click on [Add Layout Update] to specify which pages your frontend App will be available on.

9. In the **Display On** field, select one of the following options:

   - *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
   - *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

   - *All Product Types* – Will display on all product pages.
   - *Simple Product* – Will display all simple product pages.
   - *Grouped Product* – Will display all grouped product pages.
   - *Configurable Product* – Will display on configurable product pages.
   - *Virtual Product* – Will display on virtual product pages.
   - *Bundle Product* – Will display on bundle product pages.
   - *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages on your Magento Go store.
- *Specified Pages* – Will display your frontend App only on specified pages.

10. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

11. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

- Banner Block Template – Will display the frontend App as a block section on its own.
- Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

12. Click Save and Continue Edit to save your changes and continue editing.

To set recently compared products frontend App Options:

1. Click on **frontend App Options** in the left panel to configure the frontend App options.

2. In the **Number of Products to Display** field, select the number of recently compared products you wish to display in your frontend App.

3. Once you have configured your *Recently Compared Products* frontend App, click [Save] to save your settings.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.

Creating a Recently Viewed Products frontend App

To create a Recently Viewed Products frontend App:

1. From the Admin Panel, select **CMS > frontend Apps**. **Manage frontend App Instances** page will be displayed.

2. Click ![Add New Frontend App] to create a new frontend App instance. It will take you to a page where you select the type of frontend App you want to create.

3. Select *Recently Viewed Products* and then click ![Continue].

4. **New frontend App Instance** configuration page for a **Recently Viewed Products** type frontend App will be displayed.

5. In the **frontend App Instance Title** field, select a descriptive title for your frontend App. This will not be visible on the store front (it will only be visible in the administrative back-end).

6. In the **Sort Order** field, select a numeric priority value for your frontend App. This is used to sort frontend Apps in the same block. The lower the **Sort Order** value, the higher its priority. The highest priority sort order value is 0.

7. In the **Assign to Store Views** drop-down menu, select which store views you want your new frontend App to be visible on. You may select a specific store view, or select *All Store Views* if you want it to be visible on all store fronts.

8. Next, click on ![Add Layout Update] to specify which pages your frontend App will be available on. This will load new fields and options to specify.

9. In the **Display On** field, select one of the following options:

   - *Anchor Categories* – Will display only on anchored category pages (or category pages that are shown in the layered navigation).
   - *Non-Anchor Categories* – Will display only on non-anchored category pages (or category pages that are not shown in the layered navigation).

NOTE For *Anchor* and *Non-Anchor* specifications, you are also provided the option to define which specific categories your frontend App will be visible on.

   -
   - *All Product Types* – Will display on all product pages.
   - *Simple Product* – Will display all simple product pages.
   - *Grouped Product* – Will display all grouped product pages.
   - *Configurable Product* – Will display on configurable product pages.
   - *Virtual Product* – Will display on virtual product pages.
   - *Bundle Product* – Will display on bundle product pages.

- *Gift Card* – Will display on gift card product pages.

NOTE For All Product Types, Simple, Grouped, Configurable, Virtual, Bundle, and Gift Card, you have the option to specify which products your frontend App will be visible on.

- *All Pages* – Will display your frontend App on all pages on your Magento Go store.
- *Specified Pages* – Will display your frontend App only on specified pages.

10. In the **Block Reference** drop-down menu, select the block or section of your storefront layout the frontend App will be in.

11. The **Template** option lets you specify whether this will be a *Banner Block Template* or *Banner Inline Template*.

- Banner Block Template – Will display the frontend App as a block section on its own.
- Banner Inline Template – Will display the frontend App as an inline element in the block section specified in the preceding Block Reference option.

12. Click Save and Continue Edit to save your changes and continue editing.

To set recently viewed products frontend App Options:

1. Click on frontend App Options in the left panel to configure the frontend App options.

2. In the Number of Products to Display field, select the number of recently compared products you wish to display in your frontend App.

3. Once you have configured your Recently Viewed Products frontend App, click and you're done.

TIP It's a good idea to navigate to the designated page(s) of the new *frontend App* you've created to make sure it is displayed the way you configured it.
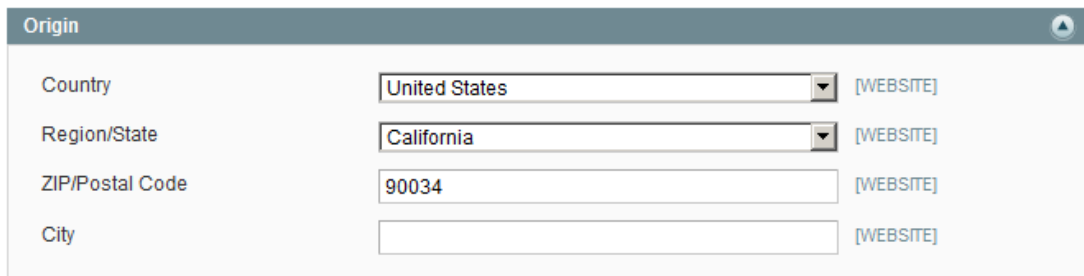
7. Checkout Settings

Configuring Shipping Settings

A variety of shipping rates and configurations are available for selection in Magento Go. This section describes a few of these shipping rate options for your web store.

To configure general shipping settings:

1. In the Admin Panel, select **System > Configuration**.

2. In the left panel of the resulting page, click on **Shipping Settings** from the Sales section.

3. From the Shipping Settings page, select **Origin** to expand the section.

4. In the Origin section, specify the address used for shipping calculations. Typically, this is the warehouse address from which products are shipped.

5. Once specified a location of origin, click to save shipping settings.

Defining Flat Shipping Rates

A flat shipping rate refers to a fixed predefined cost for shipping which can be applied per item or per shipment according to your preferences.

To define flat shipping rates:

1. In the Admin Panel, select **System > Configuration**.

2. In the left panel of the resulting page, click on **Shipping Methods** from the SALES section.

3. Expand the **Flat Rate** section to define a fixed predefined amount for shipping, as shown below:

4. In the **Enabled** field, select **Yes**. Once enabled, the flat rate method will appear as an option in the shopping cart and on the shipping page during checkout.

5. In the **Type** field, specify the entity to which the shipping fee applies, such as **Per Item**. In this case, the shipping fee is dependent on the number of items shipped. If you set the rate to be per item, it is multiplied by the total quantity of items in the shopping cart. This applies whether you have two of the same item, or two different items. You can also select **Per Order** in this field.

6. In the **Ship to Applicable Countries** field, you can select the **Specific Countries** option to specific which countries this shipping method is available for. You can select applicable countries from the **Ship to Specific** Countries list below it.

7. In the **Sort Order** field, specify the position of this shipping method in relation to the other shipping methods offered to the customer.

8. Once the Flat Rate settings have been configured, click ![Save Config] to save these settings.

Offering Free Shipping

To offer free shipping:

1.   In the Admin Panel, select **System > Configuration**.

2.   In the left panel of the resulting page, click on **Shipping Methods** from the Sales section.

3.   Expand the **Free Shipping** section to configure free shipping with optional minimum order amount, as shown below.

4.   In the **Enabled** field, select **Yes** to enable the method.

5.   In the **Minimum Order Amount** field, specify the order amount that qualifies an order for free shipping.

6.   In the **Ship to Applicable Countries** field, you can select the **Specific Countries** option to specific which countries this shipping method is available for. You can select applicable countries from the **Ship to Specific** Countries list below it.

7.   In the **Sort Order** field, specify the position of this shipping method in relation to the other shipping methods offered to the customer.

8. Once the Flat Rate settings have been configured, click [Save Config] to save these settings.

TIP Free shipping per product can be defined as a shopping cart price rule. This option enables you to set up free shipping that is only valid when a customer enters the appropriate discount code.

Configuring Online Rates

Apart from static options like flat or table rates, Magento Go also offers dynamic retrieval of rates from various products, such as UPS, USPS, FedEx, DHL and so on.

The configuration of this method is very similar to the configuration of a Flat Rate.

Configuring UPS Shipping

To configure UPS Shipping:

1. In the Admin Panel, select **System > Configuration**.

2. In the left panel of the resulting page, click on **Shipping Methods** from the Sales section.

3. Expand the **UPS** section to define the configuration settings for UPS shipping. It should look like the image below.

4. In the **Enabled** field, select **Yes** to enable the method.

5. In the **UPS Type** field, select **United Parcel Service**

6. In the **Container** field, select the container type that you typically use to package the products ordered from your store.

7. In the **Destination Type** field, select the destination to which you typically deliver your orders – **Residential** or **Commercial**. This will depend on whether you're selling Business-to-Consumer (B2C) or Business-to-Business (B2B).

8. Define the **Maximum** and **Minimum Package Weight** based on the amount supported by UPS.

9. In the **Calculate Handling Fee** drop-down menu, select whether to apply a fixed fee or by percentage. A handling fee is an additional charge added to the shipping cost provided by UPS. Adding a handling fee is optional and will not be visibly different in the order process.

10. In the **Handling Applied** drop-down menu, select whether to apply the handling fee *Per Order* or *Per Package*.

11. In the **Handling Fee** field, enter the handling fee value – either a fixed amount or percentage depending on which you selected in **Calculate Handling Fee** field.

12. In the **Allowed Methods** field**,** you can choose which of UPS shipping methods to allow by selecting them from the menu. The methods you select will display on the front-end under the title you designated for UPS.

13. In the **Free Method** drop-down menu, you can select which shipping method to offer to customers for no charge. You may also select *None*. This is similar to **Free Shipping**, however it will be listed within the UPS section so that customers know exactly which method their order is being shipped.

14. The **Free Shipping with Minimum Order Amount** option allows you to offer free UPS shipping for orders that meet a minimum monetary amount. Selecting *Enable* from the drop-down menu allows you to define the minimum amount in the field directly below. If an order does not reach the minimum amount, the UPS shipping option will still appear in the list of shipping options, however it will cost the amount that is calculated by UPS.

15. In the **Ship to Applicable Countries** field, you can select the **Specific Countries** option to specify which countries this shipping method is available for. You can select applicable countries from the **Ship to Specific** Countries list below it.

16. In the **Sort Order** field, specify the position of this shipping method in relation to the other shipping methods offered to the customer.

17. Once specified a location of origin, click [Save Config] to save shipping settings.

Configuring UPS XML shipping

To configure UPS XML shipping:

1. In the Admin Panel, choose **System > Configuration**.

2. In the left panel of the resulting page, click on **Shipping Methods** from the Sales section.

3. Expand the **UPS** section to define the configuration settings for UPS shipping

4. In the **Enabled** field, select **Yes** to enable the method.

5. In the **UPS Type** field, select "United Parcel Service XML." It should look like the image below.

6. Fill in the **Password**, **Access License Number**, **User ID**, and **Mode** fields with the information provided to you by UPS based on your UPS XML account.

7. In the **Container** field, select the container type that you typically use to package the products ordered from your store.

8. In the **Destination Type** field, select the destination to which you typically deliver your orders – **Residential** or **Commercial**. This will depend on whether you're selling Business-to-Consumer (B2C) or Business-to-Business (B2B).

9. Define the **Maximum** and **Minimum Package Weight** based on the amount supported by UPS.

10. In the **Calculate Handling Fee** drop-down menu, select whether to apply a fixed fee or by percentage. A handling fee is an additional charge added to the shipping cost provided by UPS. Adding a handling fee is optional and will not be visibly different in the order process.

11. In the **Handling Applied** drop-down menu, select whether to apply the handling fee *Per Order* or *Per Package*.

12. In the **Handling Fee** field, enter the handling fee value – either a fixed amount or percentage depending on which you selected in **Calculate Handling Fee** field.

13. In the **Allowed Methods** field, you can choose which of UPS shipping methods to allow by selecting them from the menu. The methods you select will display on the front-end under the title you designated for UPS.

14. In the **Free Method** drop-down menu, you can select which shipping method to offer to customers for no charge. You may also select *None*. This is similar to **Free Shipping**, however it will be listed within the UPS section so that customers know exactly which method their order is being shipped.

15. The **Free Shipping with Minimum Order Amount** option allows you to offer free UPS shipping for orders that meet a minimum monetary amount. Selecting *Enable* from the drop-down menu allows you to define the minimum amount in the field directly below. If an order does not reach the minimum amount, the UPS shipping option will still appear in the list of shipping options; it will cost the amount that is calculated by UPS.

16. In the **Ship to Applicable Countries** field, you can select the **Specific Countries** option to specific which countries this shipping method is available for. You can select applicable countries from the **Ship to Specific** Countries list below it.

17. In the **Sort Order** field, specify the position of this shipping method in relation to the other shipping methods offered to the customer.

18. Once specified a location of origin, click [Save Config] to save shipping settings.

Configuring USPS Shipping

1. In the Admin Panel, select **System > Configuration**.

2. In the left panel of the resulting page, click on **Shipping Methods** from the Sales section.

3. Expand the **USPS** section to define the configuration settings for USPS shipping

4. In the **Enabled** field, select **Yes** to enable the method.

5. Fill in the **User ID** field with the User ID value provided by USPS. This can be obtained by creating an account with USPS

6. In the **Container** drop-down menu, select the container type that you typically use to package the products ordered from your store.

7. In the **Calculate Handling Fee** drop-down menu, select whether to apply a fixed fee or by percentage. A handling fee is an additional charge added to the shipping cost provided by UPS. Adding a handling fee is optional and will not be visibly different in the order process.

8. In the **Handling Applied** drop-down menu, select whether to apply the handling fee *Per Order* or *Per Package*.

9. In the **Handling Fee** field, enter the handling fee value – either a fixed amount or percentage depending on which you selected in **Calculate Handling Fee** field.

10. In the **Allowed Methods** field**,** you can choose which of USPS shipping methods to allow by selecting them from the menu. The methods you select will display on the front-end under the title you designated for USPS.

11. In the **Free Method** drop-down menu, you can select which shipping method to offer to customers for no charge. You may also select *None*. This is similar to **Free Shipping**, however it will be listed within the USPS section so that customers know exactly which method their order is being shipped.

12. The **Free Shipping With Minimum Order Amount** option allows you to offer free USPS shipping for orders that meet a minimum monetary amount. Selecting *Enable* from the drop-down menu allows you to define the minimum amount in the field directly below. If an order does not reach the minimum amount, the USPS shipping option will still appear in the list of shipping options; however it will cost the amount that is calculated by USPS.

13. In the **Ship to Applicable Countries** field, you can select the **Specific Countries** option to specific which countries this shipping method is available for. You can select applicable countries from the **Ship to Specific** Countries list below it.

14. In the **Sort Order** field, specify the position of this shipping method in relation to the other shipping methods offered to the customer.

15. Once specified a location of origin, click to save shipping settings.

Configuring FedEx Shipping

To configure FedEx shipping:

1. In the Admin Panel, choose **System > Configuration**.

2. In the left panel of the resulting page, click on **Shipping Methods** from the Sales section.

3. Expand the **FedEx** section to define the configuration settings for FedEx shipping

4. In the **Enabled** field, select **Yes** to enable the method.

5. Fill in the **Account ID** field with the Account ID value provided by FedEx. This can be obtained by creating an account with FedEx.

6. In the **Packaging** drop-down menu, select the container type that you typically use to package the products ordered from your store.

7. In the **Dropoff** drop-down menu, select the pick-up method you will be using for delivery. You can determine this based on the deal you have established with FedEx.

Option	Description
Regular Pickup	If you are doing a high volume of shipments, it would be cost effective for you to make arrangements for FedEx to make regular pickups.
Request Courier	You must call and request a FedEx courier to pick-up shipments.
Drop Box	You must drop off shipments at your nearby FedEx drop box.
Business Service Center	You must drop off shipments at your local FedEx business service center.
Station	You must drop off shipments at your local FedEx station.

8. In the **Calculate Handling Fee** drop-down menu, select whether to apply a fixed fee or by percentage. A handling fee is an additional charge added to the shipping cost provided by FedEx. Adding a handling fee is optional and will not be visibly different in the order process.

9. In the **Handling Applied** drop-down menu, select whether to apply the handling fee *Per Order* or *Per Package*.

10. In the **Residential Delivery** drop-down menu, select *Yes* or *No* depending on whether you're selling Business-to-Consumer (B2C) or Business-to-Business (B2B). Select *Yes* if you're B2C, *No* if you're B2B.

11. In the **Handling Fee** field, enter the handling fee value – either a fixed amount or percentage depending on which you selected in **Calculate Handling Fee** field.

12. In the **Allowed Methods** list, select the methods of shipment that you support. This will depend on the account you have setup with FedEx, the frequency and size of your shipments, and whether or not you allow international shipments. You can decide to only offer ground shipping and nothing else. It is up to you as the merchant.

13. In the **Free Method** drop-down menu, you can select which shipping method to offer to customers for no charge. You may also select *None*. This is similar to **Free Shipping**, however it will be listed within the FedEx section so that customers know exactly which method their order is being shipped.

14. The **Free Shipping with Minimum Order Amount** option allows you to offer free FedEx shipping for orders that meet a minimum monetary amount. Selecting *Enable*

from the drop-down menu allows you to define the minimum amount in the field directly below. If an order does not reach the minimum amount, the FedEx shipping option will still appear in the list of shipping options, however it will cost the amount that is calculated by FedEx.

15. In the **Ship to Applicable Countries** field, you can select the **Specific Countries** option to specific which countries this shipping method is available for. You can select applicable countries from the **Ship to Specific** Countries list below it.

16. In the **Sort Order** field, specify the position of this shipping method in relation to the other shipping methods offered to the customer.

17. Once specified a location of origin, click [Save Config] to save shipping settings.

Configuring DHL Shipping

To configure DHL shipping:

1. In the Admin Panel, choose **System > Configuration**.

2. In the left panel of the resulting page, click on **Shipping Methods** from the Sales section.

3. Expand the **DHL** section to define the configuration settings for DHL shipping

4. In the **Enabled** field, select **Yes** to enable the method.

5. Fill in the **Access ID**, **Password**, **Account Number**, **Shipping Key (International)**, and **Shipment Key** fields with the values provided by DHL. This can be obtained by creating an account with DHL.

6. Select a **Shipment Type** as either *Package* or *Letter* depending on the type of parcels you will be shipping out. Almost all normal physical goods are going to be *Package* type.

7. In the **Calculate Handling Fee** drop-down menu, select whether to apply a fixed fee or by percentage. A handling fee is an additional charge added to the shipping cost provided by DHL. Adding a handling fee is optional and will not be visibly different in the order process.

8. In the **Handling Applied** drop-down menu, select whether to apply the handling fee *Per Order* or *Per Package*.

9. In the **Package Description** field, enter a description for the package type that you will normally be shipping. This is set to *Big Box* by default, but can be changed at your discretion as a merchant.

10. In the **Handling Fee** field, enter the handling fee value – either a fixed amount or percentage depending on which you selected in **Calculate Handling Fee** field.

11. In the **Shipment Dutiable** option, select *Yes* or *No* depending on whether your shipments will be subject to international duty charges.

12. In the **Maximum Package Weight**, enter the maximum weight as determined by your DHL account. This is by default set to *150* because DHL will only deliver packages weighing up to 150lbs.

13. In the **Shipment Duty Payment Type** drop-down menu, select who is responsible for payment of international duty charges.

14. In the **Allowed Methods** list, select the methods of shipment that you support. This will depend on the account you have setup with DHL, the frequency and size of your shipments, and whether or not you allow international shipments. You can decide to only offer ground shipping and nothing else. It is up to you as the merchant.

15. In the **Free Method** drop-down menu, you can select which shipping method to offer to customers for no charge. You may also select *None*. This is similar to **Free Shipping**, however it will be listed within the DHL section so that customers know exactly which method their order is being shipped.

16. The **Free Shipping with Minimum Order Amount** option allows you to offer free DHL shipping for orders that meet a minimum monetary amount. Selecting *Enable* from the drop-down menu allows you to define the minimum amount in the field directly below. If an order does not reach the minimum amount, the DHL shipping option will still appear in the list of shipping options, however it will cost the amount that is calculated by DHL.

17. In the **Additional Protection Enabled** drop-down menu, select whether you as the merchant will offer additional delivery protection. If enabled, you may set the minimum subtotal value that would qualify an order for shipment protection in the **Additional Protection Min Subtotal** field. In the **Additional Protect Value** field, select whether the value is based on *Configuration, Subtotal,* or *Subtotal with Discount*. If set to *Configuration,* enter in a numeric value for **Additional Protection Configuration Value**.

18. In the **Shipment Contains Hazardous Materials** drop-down menu, select whether or not your shipments will contain hazardous materials.

19. Enter values for **Default Package Length, Default package Width,** and **Default Package Height** based on the size of your average shipment container. The more accurate these values are, the more accurate your shipment calculations will be.

20. In the **Domestic Shipment Days** list, select which days you will deliver shipments. This will be used to more accurately calculate delivery time estimates.

21. In the **International Shipment Days** list, select which days you will delivery international shipments. This will also be used to help calculate delivery time estimates.

22. In the **Ship to Applicable Countries** field, you can select the **Specific Countries** option to specific which countries this shipping method is available for. You can select applicable countries from the **Ship to Specific** Countries list below it.

23. In the **Sort Order** field, specify the position of this shipping method in relation to the other shipping methods offered to the customer.

24. Once specified a location of origin, click to save shipping settings.

Configuring Payment Options

Magento Go allows you to easily use a variety of payment gateways and methods in your online store. Many are already integrated into Magento Go and you can enable and configure them directly from the Magento Go Admin Panel – no coding required.

Follow this guide to learn how to configure the following payment methods:

→ Ogone Direct Link

→ Zero Subtotal Checkout

→ Check and Money Order

→ Purchase Order

→ Authorize.net Direct Post

→ Google Checkout

Configuring Ogone on Magento Go

Ogone is a leading European Payment Service Provider. With over 100 banking and financial services connections, Ogone offers payment services to more than 35 countries.

To configure Ogone:

1. From the Admin Panel, select **System > Configuration**.

2. From the left side panel, select **Payment Method** tab under the *Sales* section.

3. Expand the **Ogone Direct Link** tab to configure the settings:

4. **Enabled** – Set to *Yes* in order to activate this payment method.

5. **Test Mode** - Specify whether you are in test mode or production mode for the Ogone payment method. Test mode lets you test the integration of Magento Go with the Ogone Direct Link payment system. If you select *No* here, the payment account will be in production mode (live).

6. **Title** – Select an appropriate title to identify this payment method in the checkout settings of the Payment Information page of your Magento Go front-end.

7. Next, fill in **PSPID, USERID, PSWD**, and **SHA-IN Pass Phrase** with the Ogone Direct Link account information provided to you by Ogone.

8. **Payment Action** – Choose how you want payments to be authorized in the Ogone system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

    - *Authorization* – Once an order is submitted, Ogone will authorize the transaction. Your Magento Go store administrator will need to log in to the merchant account on Ogone and capture the transaction.
    - *Direct Sale* – a payment is authorized and captured at Ogone's side; the backend of your Magento Go store generates an order and an invoice.

9. **Credit Card Types -** Select the credit card types to accept. Options include *American Express*, *Visa, MasterCard, Discover,* and *Other* (other card types approved by Ogone).

10. **Credit Card Verification** – Indicate whether the customer when entering credit card information must provide a credit card verification number. This provides an added level of security to prevent card misuse with online transactions. (The Card Verification Value (CVV) is also known as the Card Security Code)

11. **Payment Applicable From** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

12. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method.

NOTE You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

13. Specific Countries – only customers from countries selected in the **Payment From Specific Countries** list (it appears when you select this option) may use this payment method.

14. Once you have configured the **Ogone Direct Link** settings, click [Save Config] to save your settings.

Configuring Zero Subtotal Checkout

If a customer places an order and the subtotal is equal to zero, you can offer them the Zero Subtotal Checkout payment method. This payment method is only applied to the shopping cart if the subtotal equals zero. This will usually happen when the discount covers the whole price of an item and the customer has the option to select *Free Shipping* for shipping method.

NOTE The Zero Subtotal Checkout payment method is visible only when an order is created in the Admin Panel.

To learn more, check out our Guide to Zero Subtotal Checkouts in our Knowledge Base.

 To Setup Zero Subtotal Checkout:

1. In the Admin Panel, select **System > Configuration**.

2. From the left side panel, select **Payment Method** tab under the *Sales* section.

3. Expand the **Zero Subtotal Checkout** tab to configure the settings:

4. **Title** – Select an appropriate title to identify this payment method in the checkout settings of the Payment Information page of your Magento Go web store.

5. **Enabled** – Set to *Yes* in order to activate this payment method.

6. **New Order Status** – Specify how you would like processed orders to be identified in their *Order Status* (this is visible to the customer as well as you, the merchant). This option does not set any limitations on the transaction; it is simply for identification purposes.

   - *Pending* - The order is pending approval and processing.
   - *Processing* – The order is being processed.

7. **Automatically Invoice All Items** – Select whether all items having zero subtotal will be automatically invoiced by the system.

8. **Payment from Applicable Countries** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

9. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method.

NOTE You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

10. *Specific Countries* – only customers from countries selected in the **Payment From Specific Countries** list (it appears when you select this option) may use this payment method.

11. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

12. Once you have configured the **Zero Subtotal Checkout** settings, click [Save Config] to save your settings.

Configuring Check and Money Order Payment Method

Magento Go allows you to accept payments by check and money order. By default, the Check/Money Order payment method is enabled.

To configure Check and Money Orders:

1. From the Admin Panel, select System > Configurations

2. Select the Payment Methods tab in the left side panel under Sales.

3. Expand the **Check/Money Order** tab to configure.

4. Set **Enabled** to *Yes* in order to activate this payment method (this should be the default setting).

5. The **Title** field defines how this payment method appears in the checkout options. We recommend leaving it as "Check / Money Order" by default.

6. Set **New Order Status** to *Pending* so that new generated orders are appropriately defined as *Pending* in their status until they have been completely processed.

7. In the **Payment from Applicable Countries** field, you can select the **Specific Countries** option to specify which countries this payment method is available for. You can select applicable countries from the **Payment from Specific Countries** list below it.

8. In the **Make Check Payable To** field, define the name you wish to have checks made out to.

9. In the **Send Check To** field, specify an address for checks to be mailed to.

10. In **Minimum Order Total** and **Maximum Order Total**, specify what the minimum and maximum order totals must be to qualify them to participate in this payment method. (For example: If you set these values to $50 or $400, then a $49 and $700 order would not qualify for this payment method, but a $50 or $325 order would)

11. In the **Sort Order** field, specify the position of this payment method relative to other payment methods in the checkout process. (A lower value means it will rank higher, 0 being the highest)

12. Once the **Check**/Money **Order** payment method is configured, click [Save Config] to save payment settings.

Once configured and saved, the *Checks and Money Order* option will appear as an option under *Payment Information* in your Magento Store checkout process.

Configuring Purchase Orders on Magento Go

The Purchase Order payment method allows commercial buyers to checkout items from your Magento Go store using a purchase order.

When selected, a text field is added near the **Purchase Order** option in the Payment Information page of the checkout process. The customer can populate this field with the purchase order number or other information for the courier.

To configure Purchase Orders:

1. From the Admin Panel, select **System > Configuration**.

2. Select **Payment Method** tab under the *Sales* section.

3. Expand the **Purchase Order** tab to configure the settings:

4. **Enabled** – Set to *Yes* in order to activate this payment method.

5. **Title** – Select an appropriate title to identify this payment method in the checkout settings of the Payment Information page of your Magento Go front-end.

6. **New Order Status** – Specify how you would like processed orders to be identified in their *Order Status* (this is visible to the customer as well as you, the merchant). This option does not set any limitations on the transaction; it is simply for identification purposes. This should be set to *Pending* by default.

7. **Payment from Applicable Countries** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

8. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method.

NOTE You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

9. *Specific Countries* – only customers from countries selected in the **Payment From Specific Countries** list (it appears when you select this option) may use this payment method.

10. **Minimum / Maximum Order Total** – Specify what the minimum and maximum order totals must be to qualify the order for this payment method. (For example, If you set these values to $50 and $400, then a $49 or $700 order would not qualify for this payment method, but a $50 or $325 order would).

11. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

12. Once you have configured the **Purchase Order** settings, click .

Configuring Authorize.net on Magento Go

The Authorize.Net is a payment gateway that helps merchants accept credit card and electronic check payments quickly and affordably. The connection between your Magento Go store and Authorize.Net must be performed using the Gateway and API information provided by Authorize.Net.

To get going with Authorize.Net, you must first set up a merchant account with them. Magento Go has partnered with Authorize.Net to offer you better terms. Go to http://reseller.authorize.net/application/?id=5554573 to setup an account. After registering with Authorize.net, you must set up the configurations in your Magento Go store.

NOTE Be sure you have your API credentials and the Gateway URL at hand (you need it to configure this payment method)– Authorize.Net provides this information when you sign up. For more help with this, visit their website at www.authorize.net.

To configure Authorize.Net:

1. From the Admin Panel, select **System > Configuration**.

2. Select **Payment Method** tab under the *Sales* section.

3. Expand the **Authorize.Net** tab to configure the settings:

4. **Enabled** – Set to *Yes* in order to activate this payment method.

5. **Title** – Select an appropriate title to identify this payment method in the checkout settings of the Payment Information page of your Magento Go front-end.

6. **API Login ID** – Enter your Authorize.Net API login ID. This can be found in the Account Settings of your Authorize.Net account.

7. **Payment Action** – Choose how you want payments to be authorized in the Authorize.Net system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

   - *Authorize Only* – Once an order is submitted, Authorize.Net will authorize the transaction. Your Magento Go store administrator will need to log in to the merchant account on Authorize.Net and capture the transaction.
   - *Authorize and Capture* – A payment is authorized and captured at Authorize.Net's side; the backend of your Magento Go store generates an order and an invoice.

8. **Transaction Key** – Enter your Authorize.Net transaction key. This can be found in the Account Settings of your Authorize.Net account.

9. **New Order Status** – Specify how you would like processed orders to be identified in their *Order Status* (this is visible to the customer as well as you, the merchant). This

option does not set any limitations on the transaction; it is simply for identification purposes.

10. **Test Mode** - Specify whether you are in test mode or production mode for the Authorize.Net payment method. Test mode lets you test the integration of Magento Go with the Authorize.Net payment system. If you select *No* here, the payment account will be in production mode (live).

11. **Gateway URL** – This is the URL where the order information will be securely sent. By default, it is populated with Authorize.Net's default Gateway URL.

NOTE If *Test Mode* is enabled, a notification will be sent to Authorize.Net to redirect order information to their test site.

12. **Accepted Currency** – Specify the currency type. This should correspond to the default currency you have set for the Magento Go store.

13. **Debug Mode** – Select whether data regarding payment and checkout will be written into the system log file.

NOTE Credit card related information is not written to the log file in order to prevent credit card fraud.

14. **Email Customer** – Specify whether you want Authorize.Net to send emails to your customers upon completion of checkout.

NOTE This option does not influence the order confirmation and other transactional emails sent from your Magento Go system.

15. **Merchant's Email** – Specify if you would like Authorize.net to send you email notifications regarding orders placed using this payment method by filling in an email address associated with your account. If left blank, Authorize.Net will not send emails to you.

16. **Credit Card Types -** Select which credit card types to accept. Options include *American Express*, *Visa, MasterCard, Discover,* and *Other* (other card types approved by Authorize.Net).

17. **Credit Card Verification** – Indicate whether the customer when entering credit card information must provide a credit card verification number. This provides an added level of security to prevent card misuse with online transactions. (The Card Verification Value (CVV) is also known as the Card Security Code)

18. **Payment from Applicable Countries** - Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

    • All Allowed Countries – customers from all of the countries in the default countries list can use this payment method.

NOTE You can define which countries are listed in the default list by modifying the Allowed Countries field located in System > Configuration > General > Countries Options.

    • Specific Countries – only customers from countries selected in the Payment From Specific Countries list (it appears when you select this option) may use this payment method.

19. **Minimum / Maximum Order Total** – Specify what the minimum and maimum order totals must be to qualify the order for this payment method. (For example, If you set these values to $50 and $400, then a $49 or $700 order would not qualify for this payment method, but a $50 or $325 order would).

20. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

21. **Allow Partial Authorization** – Enabling this will allow customers to pay for an order using multiple credit cards or types of payment.

22. **3D Secure Card Validation** – Select whether credit cards will be verified through the Centinel 3D Secure system.

NOTE Before enabling this, be sure that the 3D Secure functionality used for credit card verification is setup and configured. To learn more about this, read our Guide to 3D Secure Card Verification.

23. Once you have configured the **Authorize.Net** settings, click [Save Config] to save your settings.

Configuring Authorize.Net Direct Post

To configure Authorize.Net Direct Post:

1. From the Admin Panel, select **System > Configuration**.

2. From the left side panel, select **Payment Method** tab under the *Sales* section.

3. Expand the **Authorize.Net Direct Post** tab to configure the settings:

4. **Enabled** – Set to *Yes* in order to activate this payment method.

5. **Payment Action** – Choose how you want payments to be authorized in the Authorize.Net system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

   - *Authorize Only* – Once an order is submitted, Authorize.Net will authorize the transaction. Your Magento Go store administrator will need to log in to the merchant account on Authorize.Net and capture the transaction.
   - *Authorize and Capture* – A payment is authorized and captured at Authorize.Net's side; the backend of your Magento Go store generates an order and an invoice.

6. **Title** – Select an appropriate title to identify this payment method in the checkout settings of the Payment Information page of your Magento Go front-end.

7. **API Login ID** – Enter your Authorize.Net API login ID. This is provided to you by Authorize.Net

8. **Transaction Key** – Enter your Authorize.Net transaction key. This is provided to you by Authorize.Net

9. **Merchant MD5** – Enter the Merchant MD5 hash value. This is provided to you by Authorize.Net

10. **New Order Status** – Specify how you would like processed orders to be identified in their *Order Status* (this is visible to the customer as well as you, the merchant). This option does not set any limitations on the transaction; it is simply for identification purposes.

11. **Test Mode** - Specify whether you are in test mode or production mode for the Authorize.Net payment method. Test mode lets you test the integration of Magento Go with the Authorize.Net payment system. If you select *No* here, the payment account will be in production mode (live).

12. **Gateway URL** – This is the URL where the order information will be securely sent. By default, it is populated with Authorize.Net's default Gateway URL.

NOTE If *Test Mode* is enabled, a notification will be sent to Authorize.Net to redirect order information to their test site.

13. **Accepted Currency** – Specify the currency type. This should correspond to the default currency you have set for the Magento Go store.

14. **Debug Mode** – Select whether data regarding payment and checkout will be written into the system log file.

NOTE Credit card related information is not written to the log file in order to prevent credit card fraud.

15. **Email Customer** – Specify whether you want Authorize.Net to send emails to your customers upon completion of checkout.

NOTE This option does not influence the order confirmation and other transactional emails sent from your Magento Go system.

16. **Merchant's Email** – Specify if you would like Authorize.net to send you email notifications regarding orders placed using this payment method by filling in an email address associated with your account. If left blank, Authorize.Net will not send emails to you.

17. **Credit Card Types -** Select which credit card types to accept. Options include *American Express*, *Visa*, *MasterCard*, *Discover,* and *Other* (other card types approved by Authorize.Net).

18. **Credit Card Verification** – Indicate whether the customer when entering credit card information must provide a credit card verification number. This provides an added level of security to prevent card misuse with online transactions. (The Card Verification Value (CVV) is also known as the Card Security Code)

19. **Payment from Applicable Countries** - Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

    - All Allowed Countries – customers from all of the countries in the default countries list can use this payment method.

NOTE You can define which countries are listed in the default list by modifying the Allowed Countries field located in **System > Configuration > General > Countries Options**.

    - Specific Countries – only customers from countries selected in the Payment From Specific Countries list (it appears when you select this option) may use this payment method.

20. **Minimum / Maximum Order Total** – Specify what the minimum and maimum order totals must be to qualify the order for this payment method. (For example, If you set these values to $50 and $400, then a $49 or $700 order would not qualify for this payment method, but a $50 or $325 order would).

21. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the frontend).

22. Once you have configured **Authorize.Net Direct Post** settings, click ![Save Config] to save your settings.

Configuring Google Checkout on Magento Go

In additional to other payment methods, Magento Go allows you to integrate your store with Google Checkout. With Google Checkout, customers can pay for their shopping cart using the Google Checkout payment processing system.

NOTE Before you configure the Google Checkout settings in your Magento Go back-end, be sure to sign up for a Google Checkout merchant account from Google. To sign up, go http://checkout.google.com/sell/?promo=svarien.

To configure Google Checkout:

1. From the Admin Panel, select **System > Configuration**.

2. From the left side panel, select **Google API** tab under the *Sales* section.

3. Expand the **Google Checkout** tab to configure the following settings:

4. **Enable** – Set to *Yes* in order to activate this payment method.

5. **Sandbox** – Specify whether you are in sandbox (test) mode or production mode for the Google Checkout payment method. Test mode lets you test the integration of Magento Go with the Google Checkout payment system. If you select *No* here, the payment account will be in production mode (live).

6. **Secure Callback URL** – Enabling this allows real-time secure transmission of order information from your Magento Go checkout to Google's payment processing system.

NOTE This option must be set to *Yes* for live Google Checkout transactions.

7. **Debug** – Select whether data regarding payment and checkout will be written into the system log file.

NOTE Credit card related information is not written to the log file in order to prevent credit card fraud.

8. **Merchant ID** – Enter your Merchant ID, a unique numeric code assigned to your business by Google.

NOTE This option can be found on Google Checkout website under **Settings > Integration**.

9. **Merchant Key** – Enter your Merchant Key, a unique code that Google uses to secure communication between Google and your Magento Go store. This code verifies the integrity of any messages exchanged between your Magento Go store and the Google Checkout system.

NOTE This option can be found on Google Checkout website under **Settings > Integration**.

10. **Checkout Image Style** – Select the size and style of the Google Checkout logo that will appear in the Payment Information page during Checkout.

11. **Location** – This selection depends on the type of seller account you have set up with Google. Select United States if you have a U.S. account, and United Kingdom if you have a U.K. account. These are the only countries supported by Google Checkout at this time.

12. **New Order Status** – Specify how you would like processed orders to be identified in their *Order Status* (this is visible to the customer as well as you, the merchant). This option does not set any limitations on the transaction; it is simply for identification purposes. This should be set to *Pending* by default.

13. **Continue Shopping URL** – Specify an address to redirect users who would like to continue shopping after they have checked out.

TIP This can be any URL, or any CMS page, product page, or catalog page in your Magento Go store. If left blank, the customer will be redirected to the homepage.

14. **Hide Cart Contents** – If enabled, cart contents will be hidden after the *Google Checkout* button is clicked in the shopping cart (customers can later restore it by clicking *Edit*).

15. **Disable Default Tax Tables** – Enable this if your checkout request is too big and is being cutoff.

16. Once you have configured **Google Checkout** settings, click [Save Config] to save your settings.

Configuring PayPal

Magento Go allows you to easily use a variety of payment gateways and methods in your online store. Many are already integrated into Magento Go and you can enable and configure them directly from the Magento Go Admin Panel – no coding required.

Follow this guide to learn how to configure the following PayPal payment methods:

→ PayPal

→ Express Checkout

→ Website Payment Pro (Permissions)

→ Website Payments Standard

→ Website Payments Pro Payflow Edition (includes Express Checkout)

→ Payflow Pro Gateway (optional Express Checkout)

Setting up a Business Account on Paypal

To setup a business account:

1. Go to merchant.paypal.com and click *Create a Business Account* to create a new account. This link can be found near the bottom of the page, as noted in the image below.
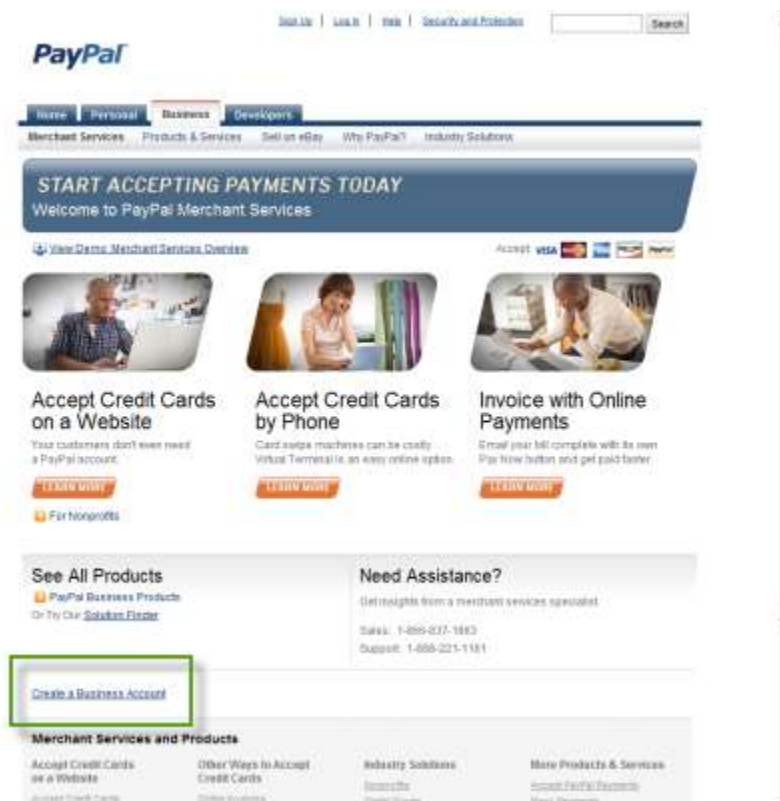
2. From the next page, if you already have a regular PayPal account, you can simply Login to your existing account to sign up for a payment solution. Otherwise, click [Create New Account], select your business location and language preference, then click [Create New Account] again to get started.

3. Fill in the required fields with your business information, and click [Continue] to register.

4. Once you're signed up, Log in to your account and click the Profile link to manage your profile.

5. In the Profile Summary page, click on the **API Access** link under *Account Information*.

6. Click the Grant API permissions link

7. Record these API credentials. You will need them to configure your PayPal payment settings within the Magento Go administrative panel.
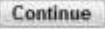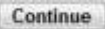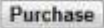
NOTE After you have created a business account you can get your credentials through a shortcut in the PayPal section of Magento Go. Under the API/integration Settings bar click the button. Enter your PayPal Business account login information to view your API credentials as displayed below.

Setting up a Management Account On PayPal

In order to set up a Payment Pro Gateway with Magento Go, you must first sign up for a manager account on PayPal. To set up a manager account you will need:

→ General business information

→ Primary business contact information

→ Credit card and billing contact information

→ Merchant bank and processor information

To setup a PayPal management account:

1. From manager.paypal.com click the link "*I would like to create a new account*".

2. Select **All Products** and **Add-on Services,** then click [Continue].

3. Fill out the **PayPal Manager Account Information**, then click [Continue].

4. Read the Terms and conditions, checkmark the Agreement box, then click [Continue].

5. Enter your billing information, then click [Purchase].

6. Be sure to record the login, user and password for your Manager account.

Configuring PayPal on Magento Go

To configure PayPal:

1. First, be sure to have your PayPal API credentials and login information available. If you have not yet created a PayPal Business Account, do this before you continue.

2. In the Admin Panel, select System > Configuration.

3. From the left side panel, select the PayPal tab Sales. This will take you to the PayPal settings configuration page. It will look similar to the image below.

4. Next, specify the **Merchant Country,** or the country from which you are operating your business. By default, this is set to *United States*.

5. In the **Email Associated with PayPal Merchant Account**, specify the email account you have setup your PayPal Business Account with.

6. Under **Select a PayPal Solution**, select the PayPal payment solution(s) that you wish to configure for your Magento Go store. The options include:

   → Express Checkout (Permissions)

   → Website Payments Pro (Permissions)

   → Website Payments Standard

   → Website Payments Pro Payflow Edition (includes Express Checkout)
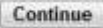
   → Payflow pro Gateway (optional Express Checkout)
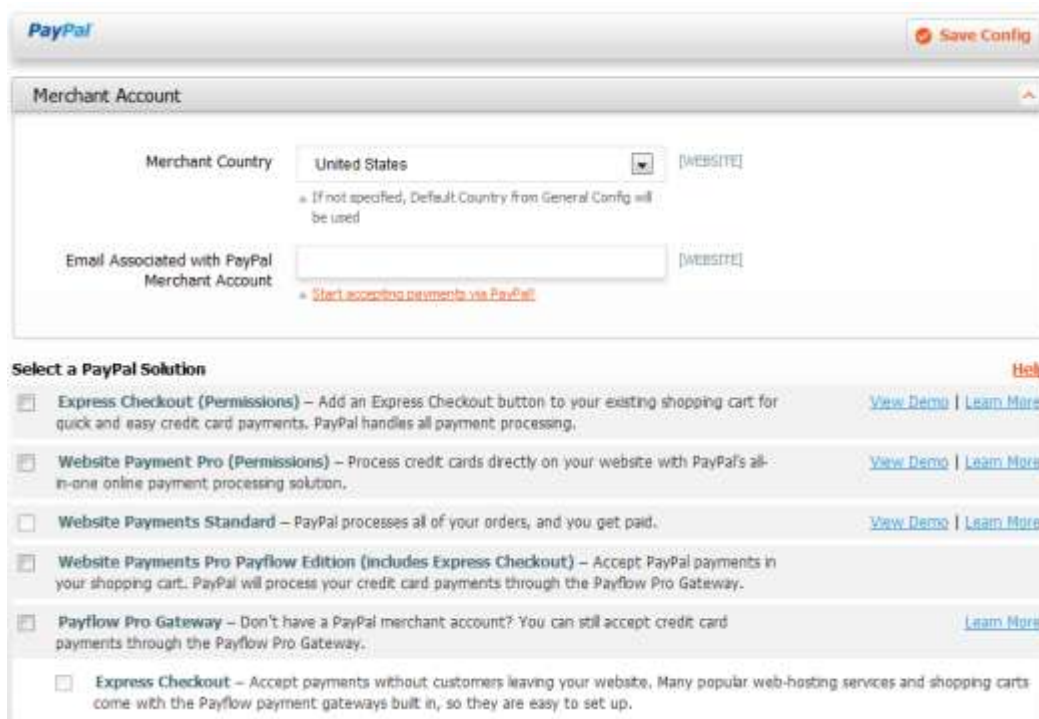
Enabling Express Checkout (Permissions)

With this payment method enabled, the [Check out with PayPal] button becomes available on the product view pages, in the shopping cart, and in the mini shopping cart. Clicking the button allows the customer to review the shopping cart price information on the PayPal site and complete the transaction directly from PayPal.

NOTE Express Checkout cannot be used with multi-shipping, or shipping products to multiple addresses.

To enable Express Checkout:

1. In the Admin Panel, select System > Configuration.

2. From the left side panel, select the PayPal tab *Sales*. This will take you to the PayPal settings configuration page. It will look similar to the image below.

3. Next, specify the Merchant Country, or the country from which you are operating your business. By default, this is set to United States.

4. In the Email Associated with PayPal Merchant Account, specify the email account you have setup your PayPal Business Account with.

5. Under Select a PayPal Solution, checkmark Express Checkout (Permissions).

6. Configure the settings under the Express Checkout Settings tab.

7. First, enable this payment method by clicking Setup or change your site permissions with PayPal just below the Account Status field.

8. Next, fill in the following information:

9. **Title** – Enter the name of the payment method that will be displayed to the customer in the Payment Information section of the shopping cart Checkout page. This field can be unique for each store view. We recommend that you use the term *PayPal* in this field for each store view (so that PayPal users can recognize this option).

10. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

11. **Payment Action** – Choose how you want payments to be authorized in the PayPal system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

    - *Authorization* – payments are only authorized on PayPal's side; the backend of your Magento Go store generates an order. The store administrator will need to log in to the merchant account on PayPal and capture the transaction.
    - *Sale* – a payment is authorized and captured at PayPal's side; the backend of your Magento Go store generates an order and an invoice.

12. **Payment Applicable From** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

13. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method. **Note**: You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

14. Specific Countries – only customers from countries selected in the **Countries Payment Applicable From** list (it appears when you select this option) may use this payment method.

15. **Shortcut on Shopping Cart** – Select whether the Express Checkout button is available on the shopping cart page.

16. **Shortcut Buttons Flavor** – Choose whether a dynamic or a static PayPal Acceptance Mark image will be displayed next to the payment method in the Payment Information section of the Checkout page. (For better image management, we recommend that you replace static images in your system with dynamic ones).

    - *Dynamic* – The appearance of dynamic images is dynamically changed by PayPal. When signing up for a PayPal campaign, the appearance of the image

dynamically changes during the campaign based on the parameter information that you add to the image URL.

- *Static* – The static images cannot be changed dynamically. When participating in a PayPal campaign, the image code must be manually updated to change the image displayed and restore the default image when the campaign is over.

17. **Enable PayPal Guest Checkout** – If set to *Yes*, customers who are not registered with PayPal have the ability to perform the payment without registering with PayPal. In this case, the customer needs to simply specify credit card information and billing address. Once their credit card information is verified by PayPal, the customer can proceed to review the payment information and perform the actual payment. If this field is set to *No*, the customer must register with PayPal before they can process the payment.

18. Once you have configured the **Express Checkout (Permission) Settings**, click [Save Config] to save your settings.

NOTE Express Checkout is automatically disabled if the Website Payments Pro Payflow Edition payment method is enabled.

Configuring PayPal Website Payments Pro (Permissions)

Customers who use **Website Payments Pro (Permissions)** as a payment method do not need to have a customer account with PayPal. Credit card information is entered directly on your Magento Go store during the checkout process. After the order is placed, the PayPal payment system processes the credit card payments through the Payflow Pro Gateway.

When Website Payments Pro is enabled, the Express Checkout payment method is also automatically enabled (it cannot be disabled when Website Payments Pro is enabled).

The Website Payments Pro payment method is only applicable for customers in the United States, Canada, and the United Kingdom. You, as the storeowner, need to have a Payflow Pro account with PayPal in order to set up the connection to the payment system.

Website Payment Pro (Permission) will accept payments with Visa, MasterCard, Switch/Maestro, and Solo.

NOTE **The Website Payments Pro** method can work with multi-shipping at checkout, but this depends on the bank issuing the credit card being used. Because the system will place multiple orders in a very short time frame, some banks may decline the order(s).

To set up Website Payment Pro (Permissions):

1. In the Admin Panel, select System > Configuration.

2. From the left side panel, select the PayPal tab *Sales*. This will take you to the PayPal settings configuration page. It will look similar to the image below.

3. Next, specify the **Merchant Country,** or the country from which you are operating your business. By default, this is set to United States.

4. In the Email Associated with PayPal Merchant Account, specify the email account you have setup your PayPal Business Account with.

5. Under Select a PayPal Solution, checkmark Website Payment Pro (Permissions) – it will also automatically checkmark the Express Checkout (Permissions) option.

6. First you must configure the settings under the Express Checkout Settings tab by selecting it.

7. Enable the Express Checkout payment method by clicking Setup or change your site permissions with PayPal just below the Account Status field.

8. Next, fill in the following information:

9. **Title** – Enter the name of the payment method that will be displayed to the customer in the Payment Information section of the shopping cart Checkout page. This field can be unique for each store view. We recommend that you use the term *PayPal* in this field for each store view (so that PayPal users can recognize this option).

10. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the frontend).

11. **Payment Action** – Choose how you want payments to be authorized in the PayPal system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

    - *Authorization* – payments are only authorized on PayPal's side; the backend of your Magento Go store generates an order. The store administrator will need to log in to the merchant account on PayPal and capture the transaction.
    - *Sale* – a payment is authorized and captured at PayPal's side; the backend of your Magento Go store generates an order and an invoice.

12. **Payment Applicable From** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

13. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method. **Note**: You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

14. Specific Countries – only customers from countries selected in the **Countries Payment Applicable From** list (it appears when you select this option) may use this payment method.

15. **Shortcut on Shopping Cart** – Select whether the Express Checkout button is available on the product view page.

16. **Shortcut Buttons Flavor** – Choose whether a dynamic or a static PayPal Acceptance Mark image will be displayed next to the payment method in the Payment Information section of the Checkout page. (For better image management, we recommend that you replace static images in your system with dynamic ones).

    - *Dynamic* – The appearance of dynamic images is dynamically changed by PayPal. When signing up for a PayPal campaign, the appearance of the image dynamically changes during the campaign based on the parameter information that you add to the image URL.
    - *Static* – The static images cannot be changed dynamically. When participating in a PayPal campaign, the image code must be manually updated to change the image displayed and restore the default image when the campaign is over.

17. **Enable PayPal Guest Checkout** – If set to *Yes*, customers who are not registered with PayPal have the ability to perform the payment without registering with PayPal. In this case, the customer needs to simply specify credit card information and billing address. Once their credit card information is verified by PayPal, the customer can proceed to review the payment information and perform the actual payment. If this field is set to *No*, the customer must register with PayPal before they can process the payment.

18. Next, you must configure the **Website Payments Pro (Permissions) Settings**.

19. Enable this payment method by clicking *Setup or change your site permissions with PayPal* just below the **Account Status** field.

20. Next, fill in the following information:

21. **Title** – Enter the name of the payment method that will be displayed to the customer in the Payment Information section of the shopping cart Checkout page. This field can be unique for each store view. We recommend that you use the term *PayPal* in this field for each store view (so that PayPal users can recognize this option).

22. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

23. **Payment Action** – Choose how you want payments to be authorized in the PayPal system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

    - *Authorization* – payments are only authorized on PayPal's side; the backend of your Magento Go store generates an order. The store administrator will need to log in to the merchant account on PayPal and capture the transaction.
    - *Sale* – a payment is authorized and captured at PayPal's side; the backend of your Magento Go store generates an order and an invoice.

24. **Payment Applicable From** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

25. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method. **Note**: You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

26. Specific Countries – only customers from countries selected in the **Countries Payment Applicable From** list (it appears when you select this option) may use this payment method.

27. **Allow Credit Card Types** – Select all allowed credit card types that can be used for performing payments through the PayPal system.

28. **Require CVV Entry** – Select whether a credit card verification number must be provided by the customer when entering credit card information. This provides an added level of security to prevent card misuse with online transactions. (The Card Verification Value (CVV) is also known as the Card Security Code)

29. **3D Secure Card Validation** – Select whether credit cards will be verified through the Centinel 3D Secure system.

NOTE Before enabling this, be sure that the 3D Secure functionality used for credit card verification is setup and configured. To learn more about this, read our Guide to 3D Secure Card Verification.
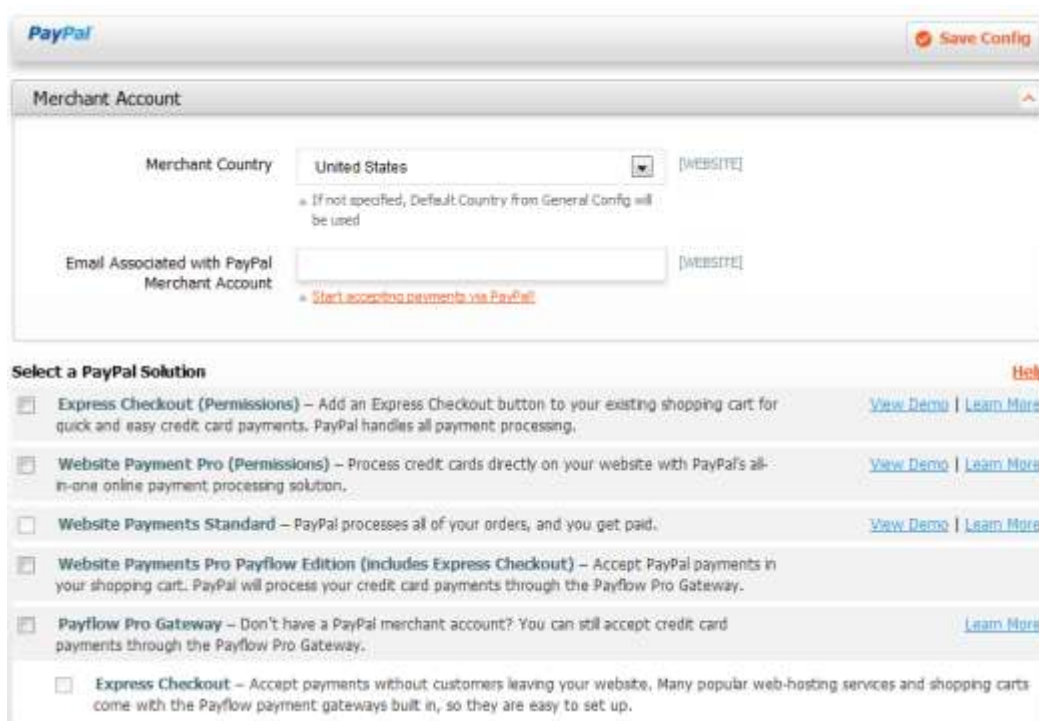
30. Once you have configured the **Website Payment Pro (Permission) Settings**, click ⊘ Save Config to save your settings.

Configuring PayPal Website Payments Standard

With the Website Payments Standard payment method, the customer is redirected to the PayPal site when they place their order. For customers with existing PayPal accounts that already have their credit card information, payment is a one-step procedure, as the customer simply needs to click the *Pay Now* button to complete the transaction.

Configuring PayPal Website Payments Standard:

1. In the Admin Panel, select System > Configuration.

2. From the left side panel, select the PayPal tab *Sales*. This will take you to the PayPal settings configuration page. It will look similar to the image below.

3. Next, specify the Merchant Country, or the country from which you are operating your business. By default, this is set to United States.

4. In the Email Associated with PayPal Merchant Account, specify the email account you have setup your PayPal Business Account with.

5. Under Select a PayPal Solution, checkmark Website Payments Standard.

6. Configure the settings by selecting the Website Payments Standard Settings tab.

7. Fill in the following information:

8. **Title** – Enter the name of the payment method that will be displayed to the customer in the Payment Information section of the shopping cart Checkout page. This field can be unique for each store view. We recommend that you use the term *PayPal* in this field for each store view (so that PayPal users can recognize this option).

9. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

10. **Payment Action** – Choose how you want payments to be authorized in the PayPal system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

    • *Authorization* – payments are only authorized on PayPal's side; the backend of your Magento Go store generates an order. The store administrator will need to log in to the merchant account on PayPal and capture the transaction.
    • *Sale* – a payment is authorized and captured at PayPal's side; the backend of your Magento Go store generates an order and an invoice.

11. **Payment Applicable From** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

12. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method. **Note**: You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

13. Specific Countries – only customers from countries selected in the **Countries Payment Applicable From** list (it appears when you select this option) may use this payment method.

14. **Sandbox Mode** –Specify whether you are in test mode or production mode for the PayPal payment merchant account. Sandbox mode (or test mode) lets you test the integration of Magento Go with the PayPal payment system. Transactions submitted during Sandbox mode are not submitted to credit card and electronic check processing networks, the credit cards or bank accounts are not charged. If you select *No* here, the payment account will be *Live* (or in Production).

15. **Debug Mode** – Specify whether data regarding payment and checkout will be written into the system log file.

NOTE Credit card related information is not written to the log file in order to prevent credit card fraud.

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16. Once you have configured the **Website Payments Standard Settings**, click [Save Config] to save your settings.

NOTE The Website Payments Standard payment method will be unavailable or becomes disabled if Website Payments Pro and/or Website Payments Pro Payflow Edition are enabled.

Website Payments Pro Payflow Edition

With *Website Payments Pro (Payflow Edition),* customers do not need to have a customer account with PayPal to make a purchase using their merchant system. Customers enter their credit card information within the Payment Information page during the checkout process directly on your Magento Go store. Once an order is submitted in your Magento Go store with this payment method, the PayPal payment system processes the credit card payments through the Payflow Pro Gateway.

When *Website Payments Pro* is enabled, the *Express Checkout* for *Payflow Pro* payment method is automatically enabled. It uses the *Website Payments Pro Payflow Edition API* credentials for connecting to PayPal.

NOTE The **Website Payments Pro Payflow Edition** payment method is available only for customers using Visa, MasterCard, Switch/Maestro, and Solo credit card types in the United States and the United Kingdom.

To et up Website Payments Pro Payflow Edition:

1. In the Admin Panel, select System **> Configuration.**

2. From the left side panel, select the **PayPal** tab *Sales*. This will take you to the PayPal settings configuration page. It will look similar to the image below.

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3. Next, specify the **Merchant** Country, or the country from which you are operating your business. By default, this is set to United States.

4. In the Email Associated with PayPal Merchant Account, specify the email account you have setup your PayPal Business Account with.

5. Under Select a PayPal Solution, checkmark Website Payments Pro Payflow Edition (includes Express Checkout).

6. Configure the settings by selecting the Website Payments Pro (Payflow Edition) Settings tab.

7. Next, fill in the following information:

8. **Title** – Enter the name of the payment method that will be displayed to the customer in the Payment Information section of the shopping cart Checkout page. This field can be unique for each store view. We recommend that you use the term *PayPal* in this field for each store view (so that PayPal users can recognize this option).

9. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the frontend).

10. **Payment Action** – Choose how you want payments to be authorized in the PayPal system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

- *Authorization* – payments are only authorized on PayPal's side; the backend of your Magento Go store generates an order. The store administrator will need to log in to the merchant account on PayPal and capture the transaction.
- *Sale* – a payment is authorized and captured at PayPal's side; the backend of your Magento Go store generates an order and an invoice.

11. **Payment Applicable From** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

12. **All Allowed Countries** – customers from all of the countries in the default countries list can use this payment method. **Note**: You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

13. **Specific Countries** – only customers from countries selected in the **Countries Payment Applicable From** list (it appears when you select this option) may use this payment method.

14. **Debug Mode** – Specify whether data regarding payment and checkout will be written into the system log file. **Note**: Credit card related information is not written to the log file in order to prevent credit card fraud.

15. **Transfer Cart Line Items** – Select whether shopping cart line items (i.e. items and their prices) are transferred separately line by line or simply as one whole item with the total value price.

16. Next, fill in **Partners, User, Vendor**, and **Password** in the API/Integration Settings with the Payflow Pro account information provided to you by PayPal.

17. **Sandbox Mode** – Specify whether you are in test mode or production mode for the PayPal payment merchant account. Sandbox mode (or test mode) lets you test the integration of Magento Go with the PayPal payment system. If you select No here, the payment account will be Live (or in Production).

18. **API Uses Proxy** – Indicate whether a proxy server will be used for establishing the connection between your Magento Go store and the PayPal payment system.

19. **Allow Credit Card Types** – Select all allowed credit card types that can be used for performing payments through the PayPal system.

20. **Require CVV Entry** – Indicate whether the customer when entering credit card information must provide a credit card verification number. This provides an added level of security to prevent card misuse with online transactions. (The Card Verification Value (CVV) is also known as the Card Security Code)

21. **3D Secure Card Validation** – Select whether credit cards will be verified through the Centinel 3D Secure system.

22. Because the Website Payments Pro payment system automatically enables the **Express Checkout (Payflow Edition)**, you must next configure its settings. Configure the settings by selecting the **Website Payments Pro (Payflow Edition) Settings** tab.

23. Fill in the following information:

24. Title – Enter the name of the payment method that will be displayed to the customer in the Payment Information section of the shopping cart Checkout page. This field can be unique for each store view. We recommend that you use the term *PayPal* in this field for each store view (so that PayPal users can recognize this option).

25. Sort Order – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

26. Payment Action – Choose how you want payments to be authorized in the PayPal system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

- *Authorization* – payments are only authorized on PayPal's side; the backend of your Magento Go store generates an order. The store administrator will need to log in to the merchant account on PayPal and capture the transaction.
- *Sale* – a payment is authorized and captured at PayPal's side; the backend of your Magento Go store generates an order and an invoice.

27. Payment Applicable From – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

28. All Allowed Countries – customers from all of the countries in the default countries list can use this payment method. **Note**: You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

29. Specific Countries – only customers from countries selected in the **Countries Payment Applicable From** list (it appears when you select this option) may use this payment method.

30. Debug Mode – Specify whether data regarding payment and checkout will be written into the system log file. **Note**: Credit card related information is not written to the log file in order to prevent credit card fraud.

31. Transfer Cart Line Items – Indicate whether shopping cart line items (i.e. items and their prices) are transferred separately line by line or simply as one whole item with the total value price.

32. Shortcut on Shopping Cart – Indicate whether the Express Checkout button is available on the shopping cart page.

33. **Shortcut on Product View** – Indicate whether the Express Checkout button is available on the product view page.

34. Once you have configured the **Website Payments Pro (Payflow Edition) Settings**, click [Save Config] to save your settings.

Configuring Payflow Pro Gateway

If you do not have a PayPal merchant account, you can still accept credit card payments through the **Payflow Pro Gateway** service. Customers using this payment method do not need to have a customer account with PayPal. Credit card information is entered during the checkout process. After the order is placed, the PayPal payment system processes credit card payments through the Payflow Pro Gateway.

Restrictions:

→ The Payflow Pro Gateway payment method is only available for transactions by customers in the United States, the United Kingdom, Australia, and New Zealand.

→ Only accepts payments with American Express, Visa, MasterCard, Discover, and JCB. American Express cards require signing an additional agreement. You can learn more at http://www.paypal.com/amexupdate.

Before you begin: You need to have a Payflow Pro account with PayPal. You will use the account information provided to you during registration in the API/Integration fields when configuring it in your Magento Go admin panel.

To set up Payflow Pro Gateway:

1. In the Admin Panel, select **System > Configuration.**

2. From the left side panel, select the **PayPal** tab under *Sales*. This will take you to the PayPal settings configuration page. It will look similar to the image below.

3. Next, specify the **Merchant** Country, or the country from which you are operating your business. By default, this is set to United States.

4. In the Email Associated with PayPal Merchant Account, specify the email account you have setup your PayPal Business Account with.

5. Under Select a PayPal Solution, select Payflow Pro Gateway.

6. Configure the settings by selecting the Payflow Pro Settings tab.

7. Next, fill in the following information:

8. **Title** – Enter the name of the payment method that will be displayed to the customer in the Payment Information section of the shopping cart Checkout page. This field can be unique for each store view. We recommend that you use the term *PayPal* in this field for each store view (so that PayPal users can recognize this option).

9. **Sort Order** – When you use several payment methods, the **Sort Order** value determines where in the order this payment method will be displayed (in the Payment Information section of the Checkout page in the front-end).

10. **Payment Action** – Choose how you want payments to be authorized in the PayPal system and the entities that will be created in the backend as a result of the payment procedure. The following options are available:

    - *Authorization* – payments are only authorized on PayPal's side; the backend of your Magento Go store generates an order. The store administrator will need to log in to the merchant account on PayPal and capture the transaction.

- *Sale* – a payment is authorized and captured at PayPal's side; the backend of your Magento Go store generates an order and an invoice.

11. **Payment Applicable From** – Select whether you want this payment method available to all customers or only those of select countries. Choose between the following options:

12. **All Allowed Countries** – customers from all of the countries in the default countries list can use this payment method. **Note**: You can define which countries are listed in the default list by modifying the **Allowed Countries** field located in **System > Configuration > General > Countries Options**.

13. **Specific Countries** – only customers from countries selected in the **Countries Payment Applicable From** list (it appears when you select this option) may use this payment method.

14. **Debug Mode** – Specify whether data regarding payment and checkout will be written into the system log file. **Note**: Credit card related information is not written to the log file in order to prevent credit card fraud.

15. Next, fill in **Partners, User, Vendor**, and **Password** in the API/Integration Settings with the Payflow Pro account information provided to you by PayPal.

16. **Test Mode** – Specify whether you are in test mode or production mode for the PayPal payment merchant account. Test mode (or sandbox mode) lets you test the integration of Magento Go with the PayPal payment system. If you select No here, the payment account will be Live (or in Production).

17. **Use Proxy** – Indicate whether a proxy server will be used for establishing the connection between your Magento Go store and the PayPal payment system.

18. **Allow Credit Card Types** – Select all allowed credit card types that can be used for performing payments through the PayPal system.

19. **Require CVV Entry** – Indicate whether the customer when entering credit card information must provide a credit card verification number. This provides an added level of security to prevent card misuse with online transactions. (The Card Verification Value (CVV) is also known as the Card Security Code)

20. **3D Secure Card Validation** – Select whether credit cards will be verified through the Centinel 3D Secure system.

21. Once you have configured the **Payflow Pro Settings**, click to save your settings.

Setting up a Sandbox Account on PayPal

To set up a sandbox account:

1. Go to developer.paypal.com to sign up for a developer account, and log in.

2. In the left hand Sandbox panel select the Test Accounts Tab

3. Under New test account: click the Preconfigured link.

4. Enter the information necessary to create a (Buyer) account.

5. Click the Create Account button.

6. Follow the same steps to create a (Seller) and (Website Payments Pro Account).

7. In the left hand Sandbox panel select the API Credentials tab.

8. Record the API information to enter into the Magento Go PayPal setup.

NOTE For more information please visit PayPal Sandbox User Guide

Configuring Tax Settings

Magento Go provides a variety of options for defining taxes. Customer and Product Tax classes are used to define Tax Rules. Tax Rules are defined as a combination of a Customer Tax Class, Product Tax Class, and Tax Rates.

Each type of customer can be assigned a tax class when you define them and each product is assigned a tax class.

Magento Go analyzes the shopping cart of each customer and calculates the appropriate tax according to the class of the customer and the class of the products in the shopping cart and the region (as defined by the customer's shipping address, billing address or shipping origin).

Configuring General Tax Settings

To configure General Tax Settings:

1. From the Admin Panel, select **System > Configuration > [SALES] > Tax**

2. Expand the Tax Classes tab. In **Tax Classes for** Shipping specify the tax class charged on the shipping amount. The default is None. If your web store charges additional tax on shipping expenses then you should designate the Product Tax Class that will apply to Shipping.

3. Expand the Calculation Settings bar. Select Tax Calculation Method Based On Unite Price, Row Total, or Total. Define the Tax Calculation Based On shipping address, Billing Address or Shipping Origin depending on your local government requirements.

4. Select Including Tax or Excluding Tax for your web store's catalog pricing or shipping prices respectively in Catalog Prices and Shipping Prices.

5. Based on your promotional policies, select Before Discount or After Discount to Apply Customer Tax. You can further specify whether you want to apply discount on prices Including Tax or Excluding Tax in Apply Discount On Prices.
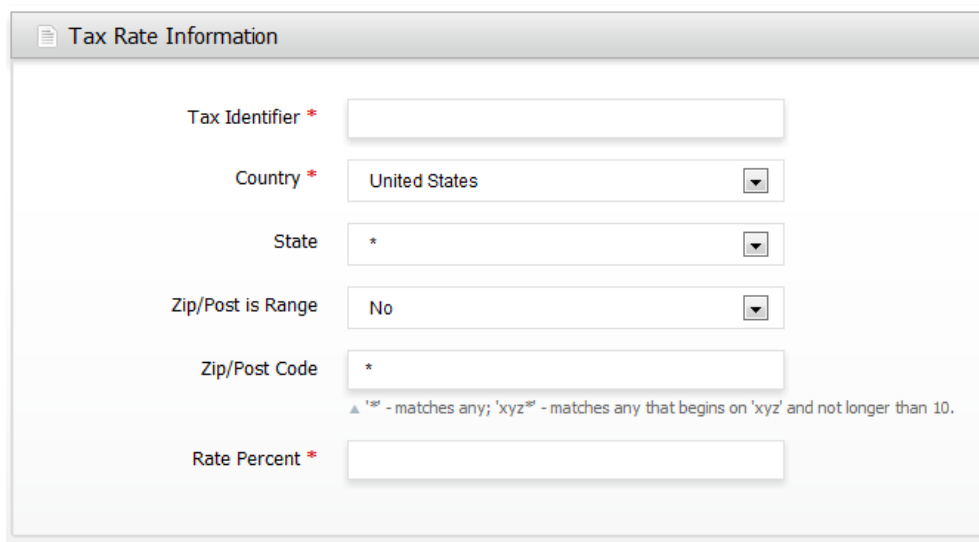
NOTE Applied discount on price, including tax, is calculated based on store tax, if "Apply Tax after Discount" is selected.

6. Define if you want to Apply Tax On Custom price if available or On Original Price only.

Defining Tax Zones

To Define Tax Zones and Rates:

1. From the Admin Panel, choose **Sales > Tax > Manage Tax Zones and Rates**

2. Click the [Add New Tax Rate] button to display the following page:

3. Enter a unique name in **Tax** Identifier field. This identifier is not shown on the web store if the Tax Titles section is filled in.

4. Select the **Country** and **State** (or province) where the tax rates will apply. Add a Zip/Post range to further define taxes.

NOTE Entering an asterisk (*) in Zip/Post Code matches any code. Alternatively, you can also use the asterisk to match part of a zip/postal code. For example, '900*' will match all zip codes between 90000 and 90099.

5. In Rate Percent, specify the percentage rate of the tax.

6. If you want to simplify the title of the tax to your customer on your web store, fill in the field for your store views in Tax Titles. For example: If your Tax Identifier is saved as CA Los Angeles 9.75%, you might want to enter CA Tax under Tax Titles to simplify.

7. Click the [Save Rate] button to save your changes.

Defining Product and Customer Tax Classes

To Define a Product Tax Class:

1. From the Admin Panel, select Sales→Tax →Product Tax Class

2. Click the [Add New] button. In the Class Name field, enter a name for this class.

3. Click the [Save Class] button to save your changes.

To Define a Customer Tax Class:

1. From the Admin Panel, choose Sales→Tax →Customer Tax Class

2. Click the [Add New] button. In the Class Name field, enter a name for this class.

3. Click the [Save Class] button to save your changes.

Managing Tax Rules

Each tax rule is comprised of previously defined **Tax Rate & Zone, Customer Tax Class**, and **Product Tax Class.**

To Define Tax Management Rules:

1. From the Admin Panel, select **Sales > Tax > Manage Tax Rules**.

2. Click the [Add New Tax Rule] button.

3. Enter a name for identify this tax rule in Name.

4. Select one or more Customer Tax Class or Product Tax Class as applicable.

5. Define this rule by selecting one or more Tax Rate options.

6. Specify the Priority of this tax, when more than one tax applies. If two tax rules with the same priority apply then the taxes are added together. If two taxes with a different priority apply then the taxes are compounded.

7. Click the [Save Rule] button to save your changes.

NOTE When numerous taxes must be defined, you can ease the process by importing them from a spreadsheet.   From the **Sales** menu, select the **Tax** option and then the **Import/Export Tax Rates** option.

Part IV.   Manage Your Store

8. Managing Inventory

As an online merchant, your business revolves around your product inventory. It is important to be able to manage and track it. Magento Go offers a wide range of features and tools that enable you to do this.

Setting Inventory

To set inventory:

1. From the Admin Panel, select **Catalog > Manage Products**. This takes you to the Products Management page.

2. Select the product which you want to set the inventory.

3. Click **Edit** in the right-most column of that product to go to the product's information page.

4. In the left panel, click on **Inventory** tab to view and edit the product's inventory attributes. This page will look similar to the image below:

NOTE By default, Manage Stock is set to No. Uncheck Use Config Settings to expand all inventory fields.

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5. From this inventory management page you are able to set and configure your product inventory.

Option	Description
Manage Stock	Selecting *Yes* makes inventory options available for this single product, assuming you want to manage your inventory using Magento Go. Select *No* to specify that you do not want to manage product inventory (in which case, the product will be made permanently available to your customers in your store).
Qty	The quantity you have in stock at the moment.

Option	Description
Qty For Item's Status to become Out of Stock	Specifies that below a level of your choosing, the product will become *Out of Stock*.
Maximum/Minimum Qty Allowed in Shopping Cart	This allows you to limit the availability of certain purchases.
Qty Uses Decimals	Selecting *Yes* allows you to let customers enter decimal quantities for ordering this product, as opposed to integers. This is suitable for products sold by weight, volume or length. For example: 4.5 pounds of candy or 11.25 feet of carpeting.
Backorders	Selecting Yes will allow customers to order products when they are out of stock. This option also enables you to notify your customers that even though there are no items of a product currently available, they can still place an Order. You can do this by selecting the Allow Qty Below 0 and the Notify Customer option. You can also enable this option without notifying customers by only selecting the Allow Qty Below 0 options. Uncheck Use Config Settings to access the additional options.
Notify for Quantity Below	By entering an amount you are telling Magento Go to notify you when your stock for that product has depleted below that assigned number.
Enable Qty Increments	You have the option of selling your product in different quantity increments. See *Setting Quantity Increments* for more information.
Stock Availability	Selecting In Stock option will make this product available for customers to purchase. If you select Out of Stock, your customers will not be able to add the item to their cart (unless you enable backorders). Selecting Out of Stock will also remove the product from view on front-end (unless you enable backorders).

NOTE You can define both default product inventory settings and global inventory managements settings in the **System > Configuration > CATALOG > Inventory.**

Setting Quantity Increments

If you are selling a product in various increments, it is important to set them up properly in order to accurately track inventory. For example, selling wine cases in boxes containing 6 bottles of wine each, you would want each sale to reduce your inventory level by 6 rather than 1. To do this:

1. From the Admin Panel, select **Catalog > Manage Products**. This takes you to the Products Management page.

2. Select the product which you want to set inventory.

3. Click **Edit** in the right-most column of that product to go to the product's information page.

4. In the left panel, click on **Inventory** tab to view and edit the product's inventory attributes.

5. Set the following values for the fields in **Inventory:**

   - Manage Stock: Yes
   - Qty: Enter the number of items in your inventory
   - Qty For Item's Status to become Out of Stock: Set this value to 1 less than the quantity in which you are selling. If, as in our example, we were selling cases of 6 bottles of wine, then this value would be 5.
   - Minimum Qty Allowed in Shopping Cart: Set this value to 6.
   - Maximum Qty Allowed in Shopping Cart: Set this value to the maximum number of items you want customers to be able to order. For example, if you don't want to sell more than 12 bottles of wine per customer per order, then enter 12 in this field.
   - Backorders: Set this value to *Yes* or *No* depending on whether you will support backordering.
   - Notify for Quantity Below: This will let the system notify you when your inventory level reaches a certain number.
   - Enable Qty Increments: Uncheck Use Config Settings and select Yes. Qty Increments field should now expand underneath. Add 6 in order to only allow sale of wine bottles by increments of 6.
   - Stock Availability: Set this field to In Stock.

6. Click the ![Save] button to save your changes.

Setting Inventory Thresholds

Magento Go allows you to control various aspects of your inventory stock. Within the *Inventory* panel in any product's *Product Information* page, you are able to set **Qty for**

Item's Status to become Out of Stock, **Minimum Qty Allowed in Shopping Cart**, **Maximum Qty Allowed in Shopping Cart**, and **Notify for Quantity Below**.

Configuring Out of Stock Threshhold

To change the quantity for an item's status to become out of stock:

1. In the Admin Panel, choose Catalog > Manage Products.

2. Select the product that you want to manage.

3. Click Edit in the product's right-most column to go to the Product Information page.

4. In the left panel, choose the Inventory tab to view and edit the product's inventory attributes.

5. The Qty for Item's Status to Become Out of Stock field can be modified to let you define the threshold for an item becoming out of stock.

NOTE If you want to have a certain amount of extra stock available for any discretionary reasons, you can set the value of this field to a number above 0 (the default).

Configuring Minimum Amount Allowed in Cart

The **Minimum (and Maximum) Qty Allowed in Shopping Cart** allow you, as a merchant, to define limitations on the quantity of a certain product that customers can purchase. These fields give you more control over the relationship between your products and your customers.

To change the minimum and maximum quantity allowed in shopping cart:

1. In the Admin Panel, choose **Catalog > Manage Products**.

2. Select the product that you want to manage.

3. Click Edit in the product's right-most column to go to the Product Information page.

4. In the left panel, choose Inventory to view and edit the product's inventory attributes.

5. Change the Minimum and Maximum Quantity Allowed in Shopping Cart fields to the values that are appropriate for your product, store, and strategy. By default, the minimum and maximum quantities are set to 1 and 1000 respectively.

TIP This option can be helpful when you are selling a product that is in high-demand. If you want to capture a larger number of new customers rather than selling high volumes to high-quantity buyers, you can set a maximum quantity. This will prevent a high-quantity buyer from taking out your entire inventory.

Setting Up Low Stock Notification

The **Notify for Quantity Below** field allows you to set a notification for when your product's stock drops below a set amount. It notifies you when your stock is depleted.

To notify when stock drops below a certain threshold:

1. In the Admin Panel, choose **Catalog > Manage Products**.

2. Select the product that you want to manage.

3. Click Edit in the product's right-most column to go to the Product Information page.

4. In the left panel, choose the Inventory tab to view and edit the product's inventory attributes.

5. Uncheck Use Config Settings and set the Notify for Quantity Below field value to the inventory quantity at which you want to below notified. By default, this value is set to 1.

TIP If you need time to restock your inventory, you can change the value of this field so that you are able to replenish

Getting Low-Stock Reports

Magento Go allows you to view out-of-stock and low-stock reports from the Admin Panel or to export it in CSV file format or as Microsoft Excel format.

1. In the Admin Panel, select **Reports > Products > Low Stock**

2. For the Export to option select file type: CSV or Excel.

3. Click the Export button and saved the file on your computer.

9. Customer Service

Managing Customers

Customer Groups

Magento Go has three customer group categories by default: *General*; *NOT LOGGED IN*; and *Retailer*. You, as a merchant, are able to create, modify and manage these groups to fit your needs and strategy. Each customer is assigned to a group – so it is important that they are uniquely and logically separated. With customer groups, you have the ability to offer different pricing, promotions, and discounts to different groups of customers.

To creating a Group:

1. From the Admin Panel, select **Customers > Customer Groups.**
2. Click the [Add New Customer Group] button.
   → Group Name Enter a descriptive name for this group. For example: Wholesaler
   → Tax Class Select the tax classification of the group.
3. Click the [Save Customer Group] button to save your configuration.

Creating a Customer

To create a customer:

1. From the Admin Panel, choose **Customers > Manage Customers**.
2. Click the [Add New Customer] button to display the following page:

3. This page enables you to define basic identifying information about the customer and his/her various addresses.

4. Select from the drop-down list your store website in **Associate to Website** to associate a customer to your Web Stores. You can also associate each customer to **Admin** to place orders for this customer from the Admin Panel only.

NOTE Customers associated with the Admin customer group will not be able to login to your Web store.

1. Assign the customer to **Customer Group** by selecting one of the groups within the dropdown list.

TIP To change the Default Group assignment. **Select System > Configurations > [CUSTOMERS] > Customer Configuration** and assign a new Customer Group in Default Group.

2. Fill out the rest of customer's information

3. Manually assign a password in **Password Management** or check *Select auto-generated password* to generate a random password after saving customer information.

4. Select the button to save the customer settings.

Adding an Address to a Customer

To add an address to a customer:

1. Select **Addresses** tab on left column and fill out customer Address information.

2. Assign a Default Address to this new address by checking either **Default Billing Address** or **Default Shipping Address** to the right.

3. To add a new address, click **Add New Address** in Customer Addresses box. Follow steps as above and assign a default address if needed.

4. Click the [Save Customer] button to save your changes.

Managing Customer Attributes

Magento Go provides the flexibility for you to control what pieces of information you'd like to maintain about customers and their addresses. These bits of information are called *attributes*. Magento Go already comes with common customer and customer address attributes that most merchants would like to keep about their customers, such as name, email, date of birth, and their customer's address, such as street, city, zip code, and country code.

By default, the customer attributes bank is pre-filled with many of the attributes a merchant would be interested in tracking about customers, however minor changes can be made in order to customize the customer information recorded by your store.

To Edit Customer Attribute and Customer Address Attribute Settings:
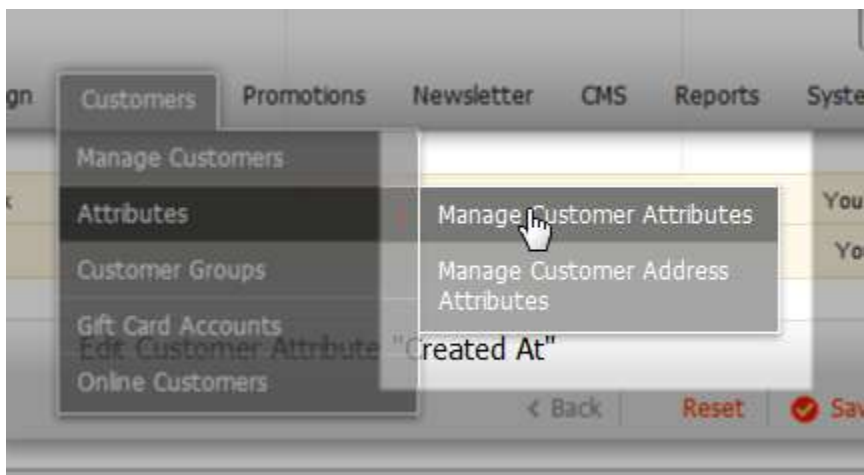
1. From the Admin Panel, select **Customers > Attributes > Manage Customer Attributes** |or| **Manage Customer Address Attributes**.

2. Select a Customer Attribute from the bank provided.

3. Attribute Properties:

    - **Default Value** If your product requires consistent or repetitive default values, entering a value here will pre-populate this field. You can however edit the field in product editor if you wish. This field will not be active for Multiple Select or Dropdown list. If you have a Dropdown or Multiple Select Input Type, you will be able to select the Default Value in the Manage Label / Options tab.

- **Input Validation** Specifies whether or not this attribute needs to be authenticated before it is accepted [i.e email address]
- **Minimum/Maximum Length** In this field you can specify a minimum and maximum amount of characters for this field.
- **Values Required** If this attribute requires an answer from customers select *Yes*.
- **Input/Output Filter**
- **Strip HTML Tags** This option specifies that this attribute will ignore any HTML coding added to the field buy customers, if they were to add it.
- **Escape HTML Entities** This option specifies that this attribute will deny HTML coding if it is entered in this field.

4. Frontend Properties:

- **Show on Frontend** Select Yes to show this attribute field on your Web Store.

5. Click the ⊘ Save Attribute button to save your changes.

Managing Orders

This section describes some of the terms used for handling Orders in Magento Go. In addition to creating Orders, there are many features in the Magento Go backend that are part of the process of managing and fulfilling Orders, such as creating Invoices, shipments and credit memos and editing and cancelling Orders.

Sales Order

When an Order is created in a Magento Go web store, either in the front-end or in the backend, a Sales Order is created to record this transaction. This Sales Order can be seen in the Orders list by selecting the **Orders** option from the **Sales** menu in the backend.

This is only a temporary record. Payment has not yet been processed and the Order can still be canceled.

Fulfilling and Completing Orders

Many aspects go into an order once a customer has placed it such as transferring payment, Invoicing, and shipping. In this section we will cover how to handle an order once it has been taken and proceeding to completion.

Invoicing an Order

An Invoice is a record of the receipt of payment for an Order. Creating an Invoice for a product's Order converts the temporary Sales Order into a permanent record of an Order, which can no longer be cancelled.

Multiple Invoices can be created for a single Order, each containing as much or as few of the purchased products that you specify.

To invoice an order:

1. From the Admin panel, select **Sales > Orders**.

2. Select View option on the row of the *Pending* order under Status column that you would like to invoice.

3. Click the ⬜ Invoice button and scroll down to the Shipping Information if you would like to add a tracking number.

4. Click the ⬜ Add Tracking Number button and fill in the following.

   - **Carrier** Select a shipping carrier from the menu.
   - **Title** Will be filled in by carrier selection. Edit if required.
   - **Number** Provide the Tracking number of this order.
   - In **Invoice Comments** under Invoice History menu fill in comments if necessary.
   - In **Invoice Totals**, check Append Comments to add the Invoice Comments written in prior step.

5. Email a copy of invoice to your customer by checking the box for Email Copy of Invoice.

6. Click the ⬜ Submit Invoice to process the invoice and capture sales.

NOTE If your store requires that you ship before invoicing, click the *Ship* button, complete the shipping information and submit your shipment. When that is complete, finish the invoicing steps.

Shipment

A Shipment is a record of the products in an Order which have been shipped. Like an Invoice, multiple Shipments can be created per Order, until all of the products in the Order are shipped.

Creating New Orders

This section describes how to create an Order using the backend, such as when an Order is received on the phone.

To create a new Order from the Admin Panel:

1. From the Admin Panel, select **Sales** > **Orders**.

2. Click the **Create** New Order button on the top right of the page to be redirected to the order page.

3. Select a customer from the bank by clicking customer's row or click the Create New Customer button to add a new customer. Refer to create a new customer section for instructions on how to fill in customer information.

4. Select the Store View that relates to this order. You will be redirect to order page.

5. Click the Add Products button to display a filterable list of your products. Select the products to be purchased and click the Add Selected Product(s) to Order button.

6. Fill out the other mandatory fields of the Order, those marked by an asterisk (*), such as: customer group, shipping method and payment method.

7. You can define many options for the order like choosing custom prices for products and applying discount codes.

8. After you have completed all the required Order information, click the Submit Order button to display the order information page.

9. To confirm payment, click the Invoice button to generate an Invoice for your review.

10. Review the Invoice, and if all is correct, click the Submit Invoice button at the bottom of the page.

11. When you are ready to ship the products, click the Ship button to generate a Shipment document. If required, you can add a tracking number received from the shipping service by clicking the Add Tracking Number button. Adding a tracking number enables customers to review their Order using the My Account option that appears on the right side of the header of the front-end.

12. Review the Shipment. You can modify the quantity to be shipped if only part of the Order is ready. The Order changes to Completed status after all its products have been shipped.

13. Click the Email Copy of Shipment option to automatically send an email to the customer notifying them that their products were shipped.

14. Click the Submit Shipment button at the bottom of the page.

15. Click the Back button to return to the Orders page where you can create additional Orders if required.

Editing an Order

Editing will cancel the order, and a new one will be created instead.

To edit an order:

1. In the Admin Panel, select **Sales > Orders**

2. Select the pending order that you want to edit.

3.   Click the [Edit] button at the top of the screen and click OK on the Warning pop-up window.

4.   Make the changes as necessary and click Submit Order to reprocess this order.

Canceling an Order

Canceling an order will remove it from your bank of pending orders.

To cancel an order:

1.   From the Admin Panel, select **Sales > Orders**

2.   Select a Pending Order that you would like to cancel by clicking the Edit button on its respective row.

3.   Click the [× Cancel] button on top right menu of order page to remove this order.

Putting an order on Hold

If customer payment method is not running or the purchased item is temporarily out of stock, you can put a customer's order on hold.

To put an order on hold:

1.   From the Admin Panel, select **Sales > Orders**

2.   Select a Pending Order that you would like to place on hold by clicking the View button on its respective row.

3.   Click the [Hold] button on top right menu of order page to place the order on hold.

NOTE To set an order to Unhold, follow the steps above and select click the Unhold button instead.

Handling Backorders

Many stores operate differently. If your store's inventory is constantly refreshing itself and can do so without delay, Magento Go has provided the option to allow customers to continue ordering to a point that you are comfortable with, even after the stock has reached zero.

To handle backorders:

1.   From The Admin Panel, select **Catalog > Manage Products**.

2.   Select a predefined product or click the [Add Product] button.

3.   Select the Inventory tab on the left hand Panel.

4.   Uncheck the Use Config Settings in the **Backorders** field.

- **Allow Qty Below 0** Keeps items available in your store after the stock is depleted.
- **Allow Qty Below 0 and Notify Customer** Keeps items available in your store after the stock is depleted, but notifies the customer via email upon purchase.

5. Click the **Save** button to save your changes.

Servicing Customers

Magento Go offers the flexibility allowing you to assist your customers with their shopping needs though the Admin Panel. Whether it be adding items in their shopping cart; applying discounts; or even adding products to the shopping cart or wishlist that they might be unable to find in your web store.

NOTE Customers must be registered in your web store in order for you to be able to assist them through the Manage Shopping Cart feature.

Following are the options that are available through the Manage Shopping Cart:

→ Updating, removing, or transferring product in the customer's shopping cart

→ Applying coupon code

→ Adding products to customer's shopping cart

→ Adding or transferring products to customer's wishlist

→ Adding products in the comparison list

→ Recently compared products

→ Recently viewed products

→ Last ordered items

NOT To assist a customer for a different language store view, select the appropriate store view from Choose Store View drop-down menu on the top left.

Updating a Shopping Cart

To update customers shopping cart:

1. In the Shopping Cart Items, you as a merchant, can update, remove or move a product to the wishlist.

2. To update the number of units for a product, add the amount requested in **Qty.**

3. To remove an item, select *Remove* from the **Action** column.

4. To move an item to the wishlist of the customer's account, select *Move to Wishlist* from the **Action** column.

5. Click **Update Items and Qty's** to update your changes.

Applying a Coupon Code

You as a merchant can apply a coupon code with Manage Shopping Cart. Applying coupon codes are simple:

To apply a coupon code:

1. Enter a coupon code in Apply Coupon Code.

2. Click Apply to apply the discount to customer's total.

Adding Products to a Shopping Cart:

To add select products to shopping cart:

1. This tab enables you to find the products that a customer is interested in purchasing. You can use filters to limit the products that are shown. Use the **Reset Filter** button to show all products. Check the relevant check boxes of the products for inclusion.

2. Click **Add Selected Product(s) to Shopping Cart** to update customer's shopping cart.

Adding Wishlist Items

To add select wishlist items to shopping cart:

1. This tab enables you move select or all items in the wishlist to the shopping cart. Check the relevant check boxes of the products for inclusion.

2. Click **Add Selected Product(s) to Shopping Cart** to update customer's shopping cart.

Adding Comparison Items

To add products in the comparison list to shopping cart:

1. This tab enables you move select or all items that a customer has in the comparison list to the shopping cart. Check the relevant check boxes of the products for inclusion.

2. Click **Add Selected Product(s) to Shopping Cart** to update customer's shopping cart.

Adding Recently Viewed Items

To add select recently viewed products to shopping cart:

1. This tab enables you view all products that had been recently viewed by the customer. Check the relevant check boxes of the products for inclusion.

2. Click **Add Selected Product(s) to Shopping Cart** to update customer's shopping cart.

Adding Previously Ordered Items

To add select previously ordered products to shopping cart:

1. This tab enables you view all orders that had been previously placed by the customer. Check the relevant check boxes of the products for inclusion.

2. Click **Add Selected Product(s) to Shopping Cart** to update customer's shopping cart.

NOTE You can directly place an order for the customer by clicking Create Order on the top right. See Managing Orders for more details.

TIP The customer must refresh the shopping cart page in order to view changes made by the store owner.

Managing Refunds and Store Credit

To manage customers return needs, Magento Go has provided the ability to issue refunds, partial refunds, or Gift Cards for exchange purposes, by generating a credit memo.

The process to refund an order for a customer can be completed from the Admin Panel of your Magento Go store.

NOTE You can create credit memos only for orders for which invoices were created. Without an invoice, an order is assumed not to be paid so that there is nothing to refund in a credit memo.

To issue a refund:

1. From the Admin Panel, select **Sales > Orders**

2. Click the View link on the right side of the row of each Order to display the Order view page.

3. Click the [Credit Memo] button to generate a credit memo.

4. Scroll down to Items to Refund area, as shown below, and in the Qty to Refund field of the relevant product, specify the quantity of products to refund.

5. To specify that this product was actually returned to the web store, check the Return to Stock option.

6. Click the **Email Copy of Credit Memo** option, shown below, to automatically send an email to the customer that the order has been refunded. You can add append comments added in **Credit Memo Comments** adjusted to Refund Totals by checking **Append Comments.**

7. You can also adjust the refund totals to match your business rules. The following options are available for adjustments:

    *   Refund Shipping
    *   Adjustment Refund
    *   Adjustment Fee

8. If the customer has credit with your web store, you can also apply the refunds to their credit. Check **Refund to Store Credit**.

9. Click the [Refund Offline] button to apply the refunds.

To view the list of refunds made in your web store

1. From the Admin Panel, select **Sales > Credit Memos**. The following page will be displayed:

2. Click the **View** link on the right side for the row of each Credit Memo to display the Credit Memo view page.

Managing Gift Card Accounts

Gift card accounts hold balance that can be redeemed in the shopping cart during the product checkout. For example: the shopping cart amount can either be partially or fully covered by the gift card account non-monetary amount.

For each Gift Card product purchased, a gift card account will be created under **Customers** > **Gift Card Accounts**. The customer can also cover the shopping cart amount with the amount of money available on the purchased Gift Card product.

Setting the Gift Card Code Pool

The Code Pool is a pre-generated set of unique gift card codes in a specific format. Codes from the code pool are used each time a gift card account is created. It is the administrator's responsibility to assure there are enough free codes in the code pool for the gift cards. Make sure to generate a code pool before starting to offer Gift Card products.

**NOTE** By default, Magento Go generates 1,000 codes. . New pool will not be generated if there are still unused codes in previous request.

To set gift card code pool:

1. From the Admin Panel, select Customers > Gift Card Accounts

2. Click Generate new code pool here to generate new code pool as shown below:

New code pool was generated green bar will be displayed upon successful operation, as shown below:

Code Pool used: 0.00% (free 1000 of 1000 total). Generate new code pool here.

New code pool was generated.
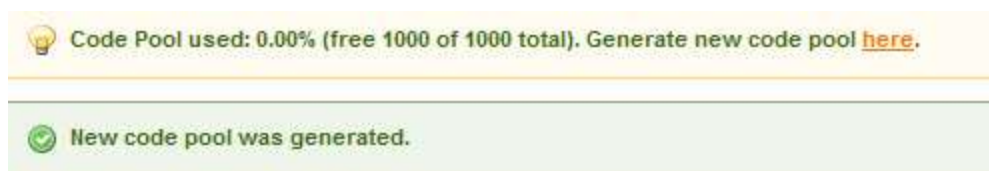
Creating a Gift Card Account

To create a gift card account:

1. In the Admin Panel, select **Customers > Gift Card Accounts.** This page contains a grid listing all existing accounts and gives you the ability to create a new account, or edit existing accounts.

2. Click the Add Gift Card Account button in the upper right of the page.

3. On the Information tab, make sure that the Active field is set to Yes. This field determines whether the balance of the account can be redeemed in the shopping cart before the products' checkout. Also, the value in this field determines whether the balance of the account can be transferred to a customer's Store Credit.

4. The Redeemable parameter determines whether the balance of the account can be transferred to a customer's Store Credit.

5. In the Websites field, select the website where this gift card account can be redeemed.

6. In the Balance field, specify the balance of the gift card account.

7. Specify the date when the gift card account will expire and become inactive in the Expiration Date field. If not specified, the gift card account will not expire at all.

8. Click the Send Gift Card tab. In the Recipient Email field, enter the email address to which an email notification of this gift card account will be sent. This field is optional, and no email will be sent if it is left blank.

9. In the Recipient Name field, enter the name of the email recipient.

10. In the Send Email from the Following Store View field, select the language store view from which an email containing the gift card account number will be sent to the email recipient whose email and name are specified in the previous two fields.

11. Click Save to save this gift card if no recipient email has been added or click [Save & Send Email] button to save and send the gift card to assigned email.

Viewing Gift Card History

After the gift card account is saved, you will be redirected to the Manage Gift Card Accounts grid page, and the newly created account will be listed. To edit any of these settings, click the record of the account you wish to edit. You will be able to edit any settings that you entered

when creating the gift card account. In addition to this, you will see the account Gift Card Code and Status on the Information tab as well as the **History** tab which displays the balance history of the gift card account.

NOTE The code and the status of a gift card account are not editable.

Managing customer generated content

Magento Go offers a spectrum of tools that allow customers to generate content. As a merchant, you are able to manage and control this content. The three user-generated content types described in this section are *Reviews*, *Tags*, and *Polls*.

Managing Ratings and Reviews

For each product in your catalog, a customer can create a product review. This can be done from the product view page by clicking the *Be the first to review this product* link. If the product already has been reviewed, there will be a *Write Your Own Review* section that lets the customer review it and give it a star rating.

Upon submission, the review will be sent for moderation. Once you, or a site moderator, approve the review, it will be visible on the front end (on the product information page).

The quantity of stars indicates the satisfaction rating. You can click on the Review(s) link to display the actual reviews provided by customers or input your own Review, as shown below:

To edit and approve customer reviews:

1. In the Admin Panel, select **Catalog > Reviews and Ratings > Customer Reviews > Pending Reviews**.

2. Select a pending Review by clicking on its row. Review Details page will be displayed as shown below:

3. From this screen, the **Review** can be viewed, edited for grammatical errors and inappropriate content, and approved. To approve a **Pending Review**, change the **Status** field from *Pending* to *Approved*. If you wish to disapprove the **Review**, select *Not Approved*.

4. Click the [Save Review] button to save your changes.

Managing Tags

Tags are one-word descriptors that act as keywords. They can be assigned to products by registered customers who are logged in, or by guests. They help customers organize and remember the products that they have seen, offer quick navigation options in your store, and aid in the process of search engine optimization. Each product has an **Add Your Tags** field at the bottom of the page in your store.

Customers can add a tag from the product view page. To add a tag, a customer simply needs to enter a tag and click the **Add Tag** button.

To edit and approve a tag:

1. In the Admin Panel, select **Catalog>Tags > Pending Tags**

2. Select a pending tag by clicking on its row. Tag General Information page will be displayed as shown below:

3. From this screen, you may modify the tag (if misspelled) and change its **Status**.

4. To approve the tag, change the **Status** from *Pending* to *Approved*. To disapprove, change this to *Disapproved*.

5. Click the [Save Tag] button to save changes.

Managing Polls

Polls are a powerful marketing tool, and Magento Go makes it easy to find out your customers' opinions on just about everything. Polls are beneficial because they occupy a small amount of space on your pages and are likely to be answered by many people. Poll results are immediately displayed after an answer is submitted.

To create a Poll:

1. From the Admin Panel, select **CMS > Polls**

2. Click the [Add New Poll] button in the upper right corner of the Poll Information page.

3. In the Poll Question field, enter the question which will be displayed at the top of the poll in the front-end (e.g. What is the best open source e-commerce solution?).

4. The Status field is set to *Open* by default. To remove the poll from your store's front-end, set the status to *Closed*. When it is *Closed*, it will no longer be visible to the public.

5. Select the store view(s) that you want the poll to appear in by selecting it in the Visible In field.

6. Click the Poll Answers tab to create answers.

7. Click on [Add New Answer] to add a new answer.

8. In the Answer Title field, enter the answer as it will appear in the website.

9. If you want to "influence" the poll and skew the results, you can add or remove votes from the Votes Count field. This will automatically increase each time a customer votes for this answer in the Poll.

10. To add new answers, repeat steps 8-9.

11. Click the [Save Poll] button to save your poll.

Using Reports

Magento Go includes several useful **Reports** to keep you updated on anything from your customer's shopping cart to their tags. All of the reports can be accessed by navigating to the **Reports** menu, and then locating the name of the desired report. All reports can be downloaded in *CSV* or *Excel* format.

Generating Sales Reports

The sales report summarizes sales information for the designated scope and period of time.

To generate a Sales Report:

1. From the Admin Panel, select **Reports > Sales** and select the type of Sales Report you'd like to generate. Following table represents types of Sales Reports available in Magento Go.

Sales Report Type	Description
Orders	Displays sales order related information which includes sales, invoice, refund, shipping, and discount amounts for all orders created or updated during the specified period of time.
Tax	Displays tax amounts grouped by tax rates which are applied to sales orders invoiced during the specified period.
Invoiced	Displays the number of created and invoiced orders and provides invoice-related amounts grouped by tax rates.
Shipping	Provides shipping amount information for each shipping method used in the orders invoiced during the specified period of time.
Refunds	Provides information about refunded sales order amounts including those that were refunded online and offline.
Coupons	Displays order discount aggregation per periods and coupons.
PayPal Settlement Report	Provides information about transactions that affect settlement of funds as well as a summary of each currency held by the account, total debits and credits, and beginning and ending balances.

2. Define the parameters for the sales report to be generated with the Report Filter, as shown below:

Filter Parameter	Description
Match Period To	Allows you to match dates based on either the date the sales order was created or the date it was last updated.
Period	Definition of per what period to build a report: per day, month, or year.
Date Range (From / To date)	Date limitations of report. A required field.
Order Status	Order status limitations of report. This is optional – by default the report is not filtered by order status. You may select one or more of the following: Processing; On Hold; Complete; Closed; Canceled; Suspected Fraud; Payment Review
Empty Rows	For selected date period, the option may be omitted (by default). If not omitted, each period of the specified date range would appear in the report grid even if it does not contain any sales order amount.
Show Actual Values	Sales reports may display expected and actual values. An expected value is the estimated amount to be paid.

3. After entering the filter parameters, click ![Show Report] to generate the report.

4. To export the report, select either **CSV** or **Excel** from the **Export to** field at the lower right corner of the **Filter** page and then click ![Export] .

Generating a Shopping Cart Report

To generate a Shopping Cart report:

1. From the Admin Panel, select **Reports > Shopping Cart >** Select either *Products in cart* or *Abandoned carts.*

Filter Parameter	Description
Products in cart	This report lists all products in your store, including the price, the amount of orders placed containing that product.
Abandoned carts	This report lists all registered customers who added products to their *Shopping Cart*, and then logged out with the items still in the cart before placing an order. Shows the number of line items in the cart, total quantity, total monetary amount of the products, any coupon code the customer may have applied, the timestamps for when the first item was added to the cart and the most recent cart activity.

2. **Shopping Cart Reports** may be viewed directly from the Admin Panel, or they can be exported in *CSV* or *Excel* format to be manipulated with later. To export a report, select either *CSV* or *Excel* from the **Export to** field in the top right corner and then click .

Using Products Reports

Generating Bestsellers Reports

The Bestsellers report shows information about products that sell best based on highest quantity across different time periods.

To generate a products bestsellers report:

1. From the Admin Panel, select **Reports > Products > Bestsellers.**

2. In the **Period** field, select the period for you'd like to include. This field is broken down into day, month, or year.

3. In the **From** and **To** fields, enter the date limitations of the report. These fields are required to be specified in order to build a report.

4. The **Empty Rows** filter specifies whether or not to display periods that do not contain any sales order information.

5. Click ![Show Report] to generate the report.

6. Alternatively, if you'd like to export the report, you may do so by selecting *CSV* or *Excel* from the **Export to** field at the lower right corner.

Generating Products Ordered Report

The products ordered report shows what products are ordered across different time periods.

To generate a Products Ordered report:

1. From the Admin Panel, select **Reports > Products > Products Ordered**.

2. Select **From** and **To** dates in the fields at the top to specify limitations for the report. This is required.

3. In the **Show By** field, select whether to filter by *Day*, *Month*, or *Year*.

4. Click ![Refresh] to generate a **Products Ordered Report** in real time.

5. Alternatively, you can export the report. Select either *CSV* or *Excel* format from the **Export to** field at the top right and then click ![Export].

Generating Most Viewed Products Report

The Most Viewed Products report displays the most often viewed products across different time periods.

To generate a Most Viewed Products report:

1. From the Admin Panel, select **Reports > Products > Most Viewed**.

2. Select **From** and **To** dates in the fields at the top to specify limitations for the report. These fields are required.

3. In the **Show By** field, select whether to break down the numbers by *Day*, *Month*, or *Year*.

4. Click ![Refresh] to generate a **Most Viewed Report** in real time.

5. Alternatively, you can export the report. Select either *CSV* or *Excel* from the **Export to** field at the top right and then click ![Export].

Generating the Low in Stock Report

The Low in Stock report can help you stay aware of the low stock items and replenish their quantity in the inventory. It displays out of stock items and those whose quantity is notified to be lower than the required amount.

To generate a Low in Stock report:

1. From the Admin Panel, select **Reports > Products > Low in Stock**. **Low Stock** report page will be displayed, as shown below:

2. This page will provide display a report of all products that have a stock quantity below the required amount. The table displays three columns:

   - Product Name
   - Product SKU
   - Stock Qty

3. The **Low Stock Report** can be drilled down by *Product Name*, *Product SKU*, and *Stock Qty*. This can be done by applying filters at the top row of the table.

4. After inputting filters, click ⬚ to apply the filters.

5. Alternatively, you may export this report. Select either *CSV* or *Excel* from the **Export to** field at the top right and then click ⬚.

Using Customers Reports

Generating New Accounts Report

This report provides statistics on the number of user accounts created in the system during the specified period. It provides the total number of user accounts created in this period.

To generate a New Accounts report:

1. From the Admin Panel, select Reports > Customers > New Accounts.

2. Select **From** and **To** dates in the fields at the top to specify limitations of this report. These fields are required.

3. In the **Show By** field, select whether to break down the numbers by *Day*, *Month*, or *Year*.

4. Click [Refresh] to generate a **Most Viewed Report** in real time.

5. Alternatively, you can export this report. Select either *CSV* or *Excel* from the **Export to** field at the top right and then click [Export].

Generating the Customers by Order Totals / Number of Orders Reports

These reports list customers who submitted orders in the specified period according to order amount or the number of orders placed. It also displays the total number of orders, their total average order amount, and the overall amount for all orders submitted in all periods within the specified date range.

To generate a Customers by Order Totals / Number of Orders report:

1. From the Admin Panel: Select **Reports > Customers > Customers by orders total** or **Customers by number of orders**. You will be redirected to respective page of each report.

2. For both reports (by order totals and number of orders), the report page will look identical.

3. Select From and To dates in the fields at the top to specify limitations of this report. These fields are required.

4. In the Show By field, select per Day, Month, or Year to define period per basis of selected field. This field is required to generate the report.

5. Click [Refresh] to generate a **Most Viewed Report** in real time.

6. Alternatively, you can export this report. Select either *CSV* or *Excel* from the **Export to** field at the top right and then click [Export].

Using Reviews Reports

Generating Customer Reviews Report

This report provides a list of customers who have submitted product reviews in your Magento Go store.

To view customer reviews report:

1. From the Admin Panel, select **Reports > Reviews > Customer Reviews**.

NOTE From the *All Reviews of Customer* page that opens, you can sort through these reviews, remove them, or change their status.

2. The list of customers who created product reviews can be sorted by ascending or descending based on the number of reviews. Product reviews of each customer can be viewed in detail by clicking *Show Reviews* in the right-most column of the respective customer.

3. To export this report, select either *CSV* or *Excel* from the **Export to** field at the top right and then click **Export**.

Generating Product Reviews Report

The product reviews report displays the products for which customers have written reviews.

To view a product reviews report:

1. From the Admin Panel, select **Reports > Reviews > Product Reviews**. You will be redirected to Product Reviews report page.

2. The products list can be sorted by ascending or descending based on:

    - Product name
    - Number of reviews
    - Average review rating
    - Average approved rating
    - Last review date

3. Reviews for each product can be viewed in detail by clicking *Show Reviews* in the right-most column of the respective product.

NOTE From the *All Reviews* page that opens, you can sort through these reviews, remove them, or change their status.

4. To export this report, select either *CSV* or *Excel* from the **Export to** field at the top right and then click **Export**.

Using Tags Reports

Generating Tags by Customers Report

This report displays a list of customers who have submitted approved tags and the number of approved product tags they have generated.

To view tags by customers report:

1. In the Admin Panel, select **Reports > Tags > Customers**. You will be redirected to Customers Tags report page.

2. The Tags by Customers Report will display

   - Customer ID
   - First name
   - Last name
   - Total Tags – Total number of tags created by a single customer.
   - Action – *Show Tags* link that lets you view all tags created by the customer.

3. To view product tags created by a customer, select **Show Tags** from the right-most column of the respective customer.

4. To export the **Tags by Customers Report**, select either *CSV* or *Excel* format from the **Export to** field at the top-right corner, and then click ⌷Export⌷.

Generating Tags by Products Reports

Thos report lists all products that have approved tags as well as the number of unique approved and total approved tags.

To view tags by products report:

1. From the Admin Panel, select **Reports > Tags > Products**. You will be redirected to report page.

2. To view tags generated for a product, select **Show Tags** from the right-most column of the respective product. This will also allow you to view

3. Number of times the tag has been used.

4. Which website, store, or store view where the tag is visible.

5. The products tags list can be sorted in ascending or descending or by

   - Customer ID
   - Product name
   - Number of unique tags – Total number of unique tags for the product.
   - Number of total tags - Total number of tags generated for the product.
   - Action – *Show Tags* link that lets you view all tags created by the customer.

6. To view product tags created by a customer, select **Show Tags** from the right-most column of the respective customer.

7. To export the **Tags by Products Report**, select either *CSV* or *Excel* format from the **Export to** field at the top-right corner, and then click ⌷Export⌷.

Generating Popular Tags Reports

This report displays lists all approved tags, and the number of times each tag has been used in your store.

To view popular tags report:

From the Admin Panel, select **Reports > Tags > Popular**. You will be redirected to Popular Tags report page.

1. The report will display the following columns:

   - Tag name – the name of the created tag.
   - Popularity – The number of times a tag was created by different customers.
   - Action – *Show Details* link that lets you view the name of the creator, the product for which it was created for, and the store view in which it was submitted.

2. To export the **Popular Tags Report**, select either *CSV* or *Excel* format from the **Export to** field at the top-right corner, and then click Export .

Using Search Terms Reports

The Search Terms Report provides a list of all terms searched on your Magento Go store. The report displays:

➜ Search query – The term that has been searched.

➜ Results – Specifies number of times a specific search term was used by a customer in your web store

➜ Hits – Specifies number of products in total that were displayed as results of searched that contained a particular search.

To view search terms report:

In the Admin Panel, select **Reports > Search Terms**. You will be redirected to Search Terms report page.

1. You may edit any search term by simply clicking its row. You will redirected to *Edit search term* page.

2. To export the Search Terms report, select *CSV* or *Excel* from the **Export to** drop-down menu at the top right, and then click Export .

Using the Refresh Statistics Tool

It is important to use the **Refresh Statistics** tool to generate the data necessary for reporting. Sales Reports may not be available until you use the Refresh Statistics. What's

more, Reports may simply be blank if you have not run **Refresh Statistics** at least once recently.

To refresh statistics:

1. From the Admin Panel, select **Reports > Refresh Statistics**. You will be redirected to Refresh Statistics page.

2. Check all statistics that you need to process.

3. Select the time period that you want to refresh for from the **Actions** drop-down menu at the top right. Your options are:

    - Refresh Statistics for the Last Day – Will only generate data for the last day.
    - Refresh Lifetime Statistics – Generates all statistical data since the inception of your store.

4. Click Submit to run the **Refresh Statistics** function.

TIP If you have never run the **Refresh Statistics** tool, your reports simply show up as blank. It is recommended to run this function daily before generating reports.

Google Analytics

Google Analytics is a free service offered by Google to help website owners to learn more about the traffic on their website and use this data to optimize conversion rates. Magento Go makes it easy to integrate Google Analytics with your store.

To sign up for Google Analytics:

1. Go to google.com/analytics and sign up with your Google account.

NOTE If you do not already have a Google account, you will need to create one.

2. Once you add your Magento Go store to Google Analytics, you will be given a unique identification number for your website. *(It will be in the following format: UA-XXXXXXX-1)*

3. Save this identification number – you will need it to set up Google Analytics within the Magento Go Admin Panel.

4. To setup Google Analytics:

5. From the Admin Panel, select **System > Configuration**

6. From the SALES area in the left panel, select **Google API** option.

7. Expand the **Google Analytics** section to display the following:

8. In the **Enable** drop-down menu, select **Yes**.

9. In the **Account Number** field, enter the Google Analytics account number that was given to you when you signed up at google.com/analytics.

TIP Magento supports native integration with Google Website Optimizer, which is another free service from Google that enables you to test different versions of page elements and to select the elements that provide the best conversion rates.

Performing Store Administration

Configuring Admin Users

For stores with multiple merchants, there is an option to add administers, with their own access username and password. Different Roles can be created for different types of users. For example if a merchant hired a designer, they could be given access to all design features but lock out of the customer and sales features.

Certain security settings have been established in order to protect your store

Adding an Admin User

To add an Admin user:

1. In the Admin Panel, select **System > Permissions > Users**

2. Select the button.

3. Fill all fields for Account Information.

4. Set This Account is to Active to enable access to user.

5. Select User Role on left panel and assign this user to a predefined Roll.

6. Click the button to save your changes.

Creating Admin Roles

To create an Admin role:

1. From the Admin Panel, select System > Permissions > Roles.

2. Click the ⊕ Add New Role button.

3. Provide a Role Name [i.e. Designer]

4. Select the Role Resources option in the Role Information panel on the left.

5. Select the features you would like to give this user access to.

6. Click the ✓ Save Role button to save your changes

Unlocking Admin Users

To unlock admin users:

1. From the Admin Panel, select **System** > **Permission > Locked Users**

2. Check the box next to the locked out user in the record bank.

3. Select the Unlock option in the Actions menu.

4. Click the Submit button to restore user access.

Using Admin Action Logs

A record of all administration usage is kept in the Admin Action Logs and can be exported.

To view and export Admin Actions Logs:

1. From the Admin Panel, select **System > Admin Action Logs > Report**

2. Export to Select an export location and click the Export button.

My Account

My Account is a record of all your account information. If you need to change your name, user name, password or email it can be completed in this section.

Maintenance Mode

Magento Go has provided a Maintenance mode for instances when your site is under construction or additions are being made. It adds a splash page that lets visitors know your site is down for maintenance. When working on your site it is recommended that you block access to your customers as to not disrupt their shopping experience.   It is better to alert them of changes being made rather than disrupt their experience with technical difficulties. Using a 503 page Maintenance mode also alerts search engines such as Google that your site still exists, which keeps them from removing your site from their index.

To use Maintenance Mode:

1. In the Admin Panel, select **System→Configuration**

2. Select the Maintenance Mode tab in the left hand panel under General.

3. Expand the Maintenance Mode Options bar.

4. Maintenance Mode Options

    - Enable Maintenance Mode *Yes*
    - Maintenance Mode Page *503 Service Unavailable.*
    - Whit list Entering your IP address allows you to see the front-end of your store from your computer, while forwarding shoppers to the 503 service page.

NOTE With the CMS Pages→Content Management option the 503 page may be customized to make it more visitor friendly.

Managing Task Notifications

A bank of completed tasks and updates are sent to the Task Notification section. There is also an option to connect Task Notifications to an email address.

Manage Task Notifications

To manage task notifications:

1. From the Admin Panel, select **System > Task Notifications.**

2. Check the boxes of the messages you would like to remove or mark as read, or click one of the following buttons ![Select All | Unselect All | Select Visible | Unselect Visible] .

3. In the Actions menu select Remove or Mark as Read.

4. Click the ![Submit] button.

Connecting Task Notifications to an Outside Email

To connect task notifications to an outside email:

1. From the Admin Panel, select **System > Configurations.**

2. Expand the Task Notifications Options bar.

3. In the Task Notifications Recipients field, enter the email address you would like to receive notifications in.

4. Click the button to save your changes.

NOTE Because of the amount of traffic that comes through Task Notifications, it is recommended that you create a specific email account for this option if you choose to export them.

Managing Terms and Conditions

Magento offers various features and tools that allow you to have full control over your store. One of these great features is the ability to create custom **Terms and Conditions**. These custom terms and conditions will appear during the checkout process. The customer will be required to check the box and agree to the terms and conditions before completing the checkout process.

Many sites use terms and conditions as a way of creating contractual agreements between the customer and the merchant. You can use it to inform customers of your store's policies as well as protect yourself against possible issues that may arise.

Creating New Checkout Terms and Conditions

To create New Checkout Terms and Conditions:

1. In the Admin Panel, select **Sales > Terms and Conditions**. You will be redirected to Manage Checkout Terms and Conditions page.

2. At the top right, click on ![Add New Condition] to create a New Condition. Terms and Conditions Information panel will be displayed as shown below:

3. In the **Condition Name** field, enter a descriptive title for the new Terms and Conditions.

4. Set the **Status** to *Enabled* if you want the new Terms and Conditions to be active upon saving.

5. In the **Show Content As** drop-down menu, select whether you want to enter the new content as *Text* or *HTML*. If you are not aware of how to use HTML, simply select *Text*.

NOTE If you select HTML, you will need to use HTML in your Checkbox Text and Content textboxes. If you select Text, you will fill these boxes with plain text.

6. In the **Checkbox Text** textbox, insert the text, or condition, that you want the customer to agree to during checkout. An example of **Checkbox Text** is shown below.

7. In the **Content** textbox, fill in the terms and conditions that you want the customers to agree to during checkout.

8. In the **Content Height (CSS)**, you may enter a height value that you want to limit the content box to. This is useful when you have a long set of terms and conditions, and don't want to have a long scrolling page, but a scrolling text box instead. An example of the use of **Content Height** is shown below.

Part V.   Expand Your Store

10. Managing Newsletter Subscribers

Magento Go provides newsletter functionality enabling store administrators to enroll customers who have registered to receive newsletters. You can use this subscription list to send newsletters through a third- party service provider.

Configuring Newsletter Settings

To configure newsletter settings on your site:

1. In the Admin Panel, go to **System > Configuration > CUSTOMERS** (on left navigation tab) **> Newsletter**.

2. Expand the **Subscription Options** area to display the following page:

➜ **Need to Confirm** Select *Yes* to specify that each new newsletter subscription request needs to be confirmed by email. This technique is called double opt-in, meaning that customers confirm that they want to receive a newsletter twice. This method reduces the number of customers that consider your newsletter as spam.

➜ **Allow Guest Subscription** Select *Yes* to allow customer subscription without the need to create or login to a user account.

Creating the Newsletter Email Confirmation

You need to create newsletter confirmation template. When a customer subscribes to your newsletter, they will immediately see a confirmation notification on your online store and they will additionally receive a confirmation email to verify the accuracy of the email.

To create a newsletter confirmation template:

1. In the Admin Panel, go to **System > Transactional Emails**.

2. Click the ![Add New Template] button.

3. In the **Template** field, select *Newsletter subscription confirmation* in drop-down list.

4. Choose the language of the Locale as needed and click the *Load Template* button. This will generate a standard subscription confirmation template when a new customer subscribes to the newsletter.

   - **Template Name** This template name will be only available for the backend.
   - **Subject** This will be the subject header on the email sent to the newly subscribed customer.
   - **Template Content** The system provides a generic template. You can modify the template or add your own design by pasting your personal email html code. To use your web browser to preview the look of the generic template, click the *Preview Template* button.

5. Click ![Save Template] to save your changes.

Managing Newsletter Subscribers

Magento Go allows store administrators to manage a list of newsletter subscribers. You can export the list as a CSV or XML file. You can also unsubscribe and delete newsletter subscribers.

Exporting Subscribers

To export a subscriber list:

1. In the Admin Panel, go to **Newsletter > Newsletter Subscribers**.

2. Click the ![Reset Filter] button to load the complete subscriber list.

3. To select all available users click *Select All* or you select individual subscribers by checking on their corresponding boxes.

4. To select only subscribers whose status is *Subscribed,* select Subscribed by clicking dropdown list for Status and clicking Search. Click Select All or select individual subscribers by checking on their corresponding boxes.

5. To export the selected subscriber list, choose between CSV or XML formats. On the tab bar you will see the following *Export* options: *CSV* and *XML*.

6. Select your preferred format and click the [Export] button. Your web browser will automatically open a download window.

7. Save the file to your computer.

Unsubscribing Users

To unsubscribe or delete a record:

1. In the Admin Panel, go to **System > Newsletter**.

2. Click the [Reset Filter] button.

3. To select all available users click *Select All* or you can select individual subscribers by checking on their corresponding boxes.

4. On the tab bar you will see the following *Actions* options: *Unsubscribe* and *Delete*.

5. You can either unsubscribe or delete subscribers. Select your *Action* and click the [Submit] button.

11. Managing Promotions

Magento Go offers a full spectrum of tools and features that let you promote your web store. These include options for presenting additional products in order to increase conversion rates and for providing various discounts and promotions.

Managing Catalog Price Rules

Catalog Price Rules are applied to products before they are added to the shopping cart. They can be used to create sales and discounts that do not require that a discount code be entered by customers. The Process of defining a **Catalog Price Rule** is comprised in three stages:

1. **Defining Catalog Price Rule Information**: Defines general information about this rule.

2. **Defining Catalog Price Rule Conditions**: Defines the conditions that trigger the rule.

3. **Defining Catalog Price Rule Actions**: Defines the Actions that are executed when the conditions to this rule are met.

Defining Catalog Price Rules

To define catalog price rules:

1. In the Admin Panel, select **Promotions > Catalog Price Rules**.

2. Click the button to create a new rule.

3. Fill in the Rule Name and Description fields. These fields are for internal reference only an will not be posted on your web store

4. In the Status field, select Active

5. Select Customer Groups to which this rule applies.

TIP These are the default customer groups for Magento. They can be edited and added on to by clicking the **Customers** menu and selecting **Customer Groups**. *Use your keyboards Shift key if you want to select group of attributes or Ctrl (PC) | Command (Mac) key for individual selection.*

6. In the From Date and To Date fields, set a date range for the rule to take effect. If you leave the date range empty, then the rule is enabled as soon as it is saved.

7. Define the Conditions and Actions for this rule as described in Defining the Catalog Price Rules Conditions and Defining the Catalog Price Rules Actions.

8. Select **Related Banners** tab on left and assign banners that related to this rule. Click the [Reset Filter] button to display all banners.

9. Click the [Save Rule] button to apply this rule and save your changes.

Defining Catalog Price Rule Conditions

Once you have setup the general information for the price rule, you must create the conditions that specify when the rule is triggered.

To define catalog price rule conditions:

1. Select the Conditions option in the panel on the left to display the following page:

2. The first rule appears by default: If All these Conditions are TRUE. It specifies whether the rules that you define must all be met and all of them are true.

3. Click on the ⊕ icon to display a selection field. A list of Product Attributes will be available for you to select.

NOTE To add a product attribute to these conditions, you must select Yes for Use for Promo Rules Conditions in the attribute's Frontend Properties. See Managing Attributes & Attribute Sets for more details.

4. Each selected Product Attribute will offer the option to apply different combination conditional limits such as: is, is not, greater than, less than, contains, does not contain, is one of, is not of one of, and many more.

5. You can further combine more product attribute conditions by selecting Conditions Combinations and applying steps 3 – 4.

6. Save this selection of products by clicking the Apply icon.

TIP Leave Conditions blank to apply to all products.

Defining the Catalog Price Rule Actions

Now that you have defined the Conditions that will trigger this rule, you must define the Actions to trigger when Conditions are met.

To define catalog price rule actions:

1. Select the **Actions** option in the panel on the left to display the following page:

2. Select one of the discount options from the **Apply** field:

   - **By Percentage of the Original Price** Discounts item by subtracting from original price. For example: Entering value of 10 in Discount Amount will define a final price that is 10% reduction from the original price.
   - **By Fixed Amount** Discounts item by subtracting from original price based on fixed amount. For example: Entering value of 10 in Discount Amount will define a final price that is $10 reduction from the original price.
   - **To Percentage of the Original Price** Discounts item by defining the final price based on percentage. For example: Entering value of 10 in Discount Amount will define a final price that is 10% of original price.
   - **To Fixed Amount** Discounts item by defining the final price by fixed amount. For example: Entering value of 10 in Discount Amount will define a final price that is $10.

3. Enter an amount in the Discount Amount field. This is required.

4. Select *Yes* if for Stop Further Rules Processing field to stop processing other rules that have been created.

5. Click the Save Rule button to save your changes.

NOTE As you add new rules, Magento Go must recalculate the prices and the priorities of the rules. Generally, system rules are automatically processed and applied each night. In order to apply a new rule immediately, you must click the **Save and Apply** button on the rules pages or **Apply Rules** in the Catalog Price Rules list page.

Managing Shopping Cart Price Rules

Shopping Cart Price Rules are applied when a customer reaches the Shopping Cart. They can be applied either with or without the customer entering a discount code, and include features not found in traditional coupon tools.

The process of defining a **Cart Price Rule** is comprised of three stages:

→ Defining the Shopping Cart Price Rule Information, defines general information about this rule.

→ Defining the Shopping Cart Price Rule Conditions, defines the conditions that trigger the rule.

→ Defining the Shopping Cart Price Rule Actions, defines the Actions that are executed when Conditions of this rule are met.

Defining a Shopping Cart Price Rule

To define a shopping cart price rule:

1. In the Admin Panel, select Promotions > Shopping Cart Price Rules.

2. Click the **Add New Rule** button to create a new rule.

3. Fill in the Rule Name and Description fields. These fields are for internal reference only an will not be posted on your web store

4. In the Status field, select Active

5. Select Customer Groups to which this rule applies.

TIP These are the default customer groups for Magento. They can be edited and added on to by clicking the **Customers** menu and selecting **Customer Groups**. *Use your keyboards Shift key if you want to select group of attributes or Ctrl (PC) | Command (Mac) key for individual selection.*

6. Select a coupon option from the **Coupon** dropdown list.

   - **No Coupon** Define an amount in Uses per Customer to limit this rule if needed.
   - **Specific Coupon** Selecting this option will expand **Coupon Code** and **Uses per Coupon**. Enter a coupon code and define Uses per Coupon and Uses per Customer for each customer.

7. In the From Date and To Date fields, set a date range for the rule to take effect. If you leave the date range empty, then the rule is enabled as soon as it is saved.

8. Define the Conditions and Actions for this rule as described in Defining the Shopping Cart Price Rules Conditions and Defining the Shopping Cart Price Rules Actions.

9. Select **Related Banners** tab on left and assign banners that related to this rule. Click the [Reset Filter] button to display all banners.

10. Click the [Save Rule] button to apply this rule and save your changes.

Defining Shopping Cart Price Rule Conditions

Once you have setup the general information for the price rule, you must create the conditions that specify when the rule is triggered.

To define catalog price rule conditions:

1. Select the **Conditions** option in the panel on the left to display the following page:

2. The first rule appears by default: **If All these Conditions are TRUE.** It specifies whether the rules that you define must **all** be met and all of them are **true.**

3. Click on the icon to display a selection field. Condition options available are: Product attribute combination; Products subselection; and Cart Attributes.

NOTE To add a Product Attribute to these conditions, you must select *Yes* for **Use for Promo Rules Conditions** in the attribute's Frontend Properties. See Creating and Managing Attributes & Attribute Sets for more details.

4. Each selected Attribute will offer the option to apply different combination conditional limits such as: is, is not, greater than, less than, contains, does not contain, is one of, is not of one of, and many more.

5. You can further combine more product attribute conditions by selecting **Conditions Combinations** and applying steps 3 – 4.

6. Save this selection of products by clicking the **Apply** icon.

NOTE Leave Conditions blank to apply to all products.

Defining the Shopping Cart Price Rule Actions

Now that you have defined the Conditions that will trigger this rule, you must define the Actions to trigger when Conditions are met.

To define catalog price rule actions:

1. Select the **Actions** option in the panel on the left to display the following page:

2. Select one of the discount options from the **Apply** field:

- **Percent of product price discount** Discounts item by subtracting from original price. For example: Entering value of 10 in Discount Amount will define a final price that is 10% reduction from the original price.
- **Fixed amount discount** Discounts item by subtracting from original price of each product in your cart based on fixed amount. For example: Entering value of 10 in Discount Amount will define a final price that is $10 reduction from the original price.
- **Fixed amount discount for whole cart** Discounts item by defining the final price based on percentage. For example: Entering value of 10 in Discount Amount will define a final price that is 10% of entire cart.
- **Buy X get Y free (discount amount is Y)** Discounts are applied on the "Y" item.

3. Enter an amount in the Discount Amount field. This is required.

4. Enter an amount to limit the maximum number of products that the discount will be applied in **Maximum Qty Discount is Applied To** field.

5. Enter an amount to specify of how often the discount is applied in **Discount Qty Step (Buy X)** field if **Buy X get Y free (discount amount is Y)** is selected.

6. In the **Free Shipping** field, specify whether to combine the coupon amount with a free shipping offer, for only the products for which the coupon is valid or for the entire Order, when one of these products is in the shopping cart.

7. Select **Yes** for **Stop Further Rules Processing** to stop processing other rules that have been created.

8. You can further define and specify these rules to be applied to certain or all products. Leave the conditions field blank to apply this rule to <u>all</u> products. The first rule appears by default: **If <u>All</u> these Conditions are <u>TRUE</u>.** It specifies whether the rules that you define must **all** be met and all of them are **true.**

9. Click on the ⊕ icon to display a selection field. Condition options available are: Cart Item Attribute and Product attribute.

NOTE To add a Product Attribute to these conditions, you must select *Yes* for **Use for Promo Rules Conditions** in the attribute's Frontend Properties. See Creating and Managing Attributes & Attribute Sets for more details.

10. Each selected Attribute will offer the option to apply different combination conditional limits such as: is, is not, greater than, less than, contains, does not contain, is one of, is not of one of, and many more.

11. You can further combine more product attribute conditions by selecting **Conditions Combinations** and applying steps 8 – 10.

12. Click the **Save Rule** button to save your changes.

NOTE As you add new rules, Magento Go must recalculate the prices and the priorities of the rules. Generally, system rules are automatically processed and applied each night. In order to apply a new rule immediately, you must click the **Save and Apply** button the rules pages or **Apply Rules** in Catalog Price Rules list page.

12. Managing Transactional Emails

When running an online store there are constant needs for Transactional Emails. As a store owner you will need them for invoicing, welcoming new accounts, account changes, and even alerts. Magento has premade templates for a variety of circumstances available as default Transactional Emails.   Once this feature is set up and customized, it will perform these tasks for you automatically.
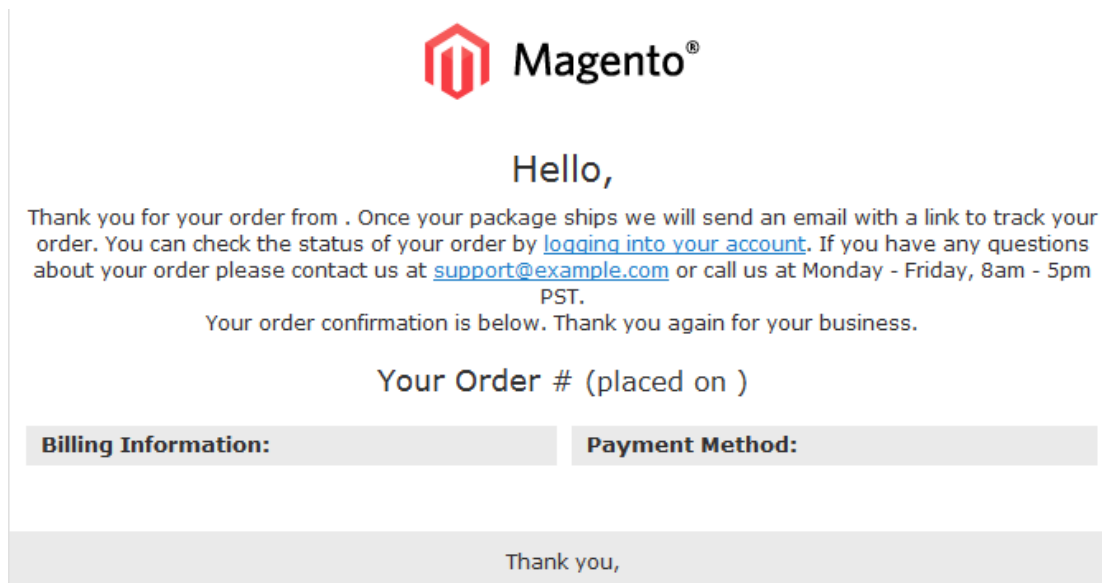
Defining a Transactional Email Template:

It is strongly advisable to create custom transactional emails since most templates carry dummy phone numbers and emails.

To add a template:

1. From the Admin Panel, select **System > Transactional Email**.

2. Select the ⊕ Add New Template button to be redirected to the New Template page.

3. Select a default template from the predefined transactional email bank, such as New Order in Template field.

4. Select a language for which the transactional email will pertain, and select the Load Template button to load the following: Template Subject, Content, and Template Styles.

5. Enter a name to label your template in Template Name field. Add the subject title for email in Template Subject field.

6. Edit the default layout and custom variables by clicking Insert Variable button.

7. Click the [Save Template] button to save your changes.

NOTE Easy additions can be made to Transactional emails by creating and implementing Custom Variables. You can further define the layout of the template by defining CSS tags in Template Styles.

13. Using Custom Variables

This feature can be very helpful when adding custom text to you store. Custom variables are moveable pieces of plain text or HTML content great for adding to transactional emails, or adding constant copy and designs to your store with Static Blocks and CMS pages. By doing so custom text and design can be created once and applied to multiple areas to save the merchant time.

Defining a Custom Variable

To define a custom variable:

1. From the Admin Panel, select **System > Custom Variable** to display a list of defined variables.

2. Select the button to be redirected to custom variable page.

3. Enter an identifier in the Variable Code field. Do not use capital letters or spaces. i.e. store_hours. Enter a name in the **Variable Name** field for internal purposes.

4. In the **Variable HTML Value** text field, enter content using basic html tags. This field is optional. You can also forgo this option and using plain text, enter content in the **Variable Plain Value** field.

5. Click the button to save your changes.

NOTE The HTML code for this example would be
```
{{CustomVar code= "store_hours"}}
```

Implementing a Custom Variable in Email

To implement a variable:

1. From the Admin Panel, select System > Transactional Emails

2. Click to edit a predefined template or click button to create a new one. See Transactional Emails for more details.

3. In the Template Content field select a location for your Custom Variable using the typing cursor.

4. Click the button and select the Custom Variable you would like to insert.

5. Click the ⊘ Save Template button to save your changes.

Implementing a Custom Variable in a Static Block

To implement a custom variable in a static block:

1. From the admin panel, select **CMS > Static Block**

2. Click to edit a predefined block or click the ⊕ Add New Block button to create a new static block. See To Create a Static Block for more details.

3. Fill in the General Information refer to add a static block.

4. In the WYSIWYG click the 〈¤〉 button or expand the default insert list by clicking Show/Hide Editor and click Insert Variable.

5. Select the Custom Variable that you created.

6. Click the ⊘ Save Block button to save your changes

14. Integrating Google Base

Magento Go comes with several tools and options that allow you to maximize your store's search engine optimization and marketability. One such option is the ability to add your products and attributes to Google Base.

Google Base allows you to add your products to the Google Product Search. This will enable customers to find your products via Google Products Search (google.com/shopping).

Managing Google Base

In order for Google to properly add your items to their products list you must first complete a mapping system using your attribute sets. Once a proper mapping system has been established, you can select products from your store to be added to Google Base.

NOTE In order to take advantage of Google Base integration, you will need to create a Google account. For further settings, check Google Base configurations in Complete Configuration settings.

To Manage Attributes for Google Base:

1. In the Admin Panel, select **Catalog>Google Base>Manage Attributes**

2. Click the [Add Attribute Mapping] button to map your store attributes to Google Base's attributes.

3. Attribute Set and Item Type

- Target Country – Select a country to assign your products
- Attribute Set – Select an attribute set to map to Google Base
- Google Base Item Type – Select a default Google Base item type

4. Click the button to map attributes.

5. Select an Attribute from your store and select a Google Base Attribute that defines similar properties.

6. Repeat steps 4 and 5 to map new attributes. Repeat the procedure by clicking the Add New Attribute.

Managing Items for Google Base

To Manage Items for Google Base:

1. From the Admin Panel, select **Catalog>Google Base>Manage Items**

2. Click the button or use the filter to add products.

3. Check the boxes of the products you would like to add to Google Products.

4. Click the button.

15. Getting Help

Magento Go offers a variety of options and possibilities, but also has a learning curve. Magento provides several resources for getting help discovering Magento Go and using it daily to attain your eCommerce objectives.

You can start with the **Search** field at the top of the community site found at http://www.magentocommerce.com, which provides results from the Magento forum, knowledge base, wiki, groups and other resources.

If you are unable to find answers to your questions, try posting your question in the Magento forums where thousands of participants help each other with Magento issues.

Go to http://www.magentocommerce.com/boards and log in using the username and password that you have created while signing up for Magento Go. Choose a forum that best matches your question.

If you found the answer yourself and were unable to find it elsewhere, please share it with others. Use the wiki or forums to write and share it.

There are also several other community features in addition to the forums described above that enable the exchange of ideas and help. They are:

➔ **Groups:** Link community members working on or interested in specific subjects, such as Designing For Magento Go.

➔ **Wiki**: Provides community editable pages for sharing ideas and findings, tutorials and information The following lists other resources available to help you use get the most out of Magento:

Knowledge Base

The Magento knowledge base is a Wiki that provides instructions published by Magento or community members in the form of guides and how-to's.

At: http://www.magentocommerce.com/knowledge-base

Magento Designer's Guide

The Magento Designer's Guide provides information for designers describing Magento concepts and design implementation in Magento.

At: http://www.magentocommerce.com/design_guide

Magento Blog

The Magento Blog contains fresh updates describing new Magento releases, interesting showcases and events.

At: http://www.magentocommerce.com/blog