

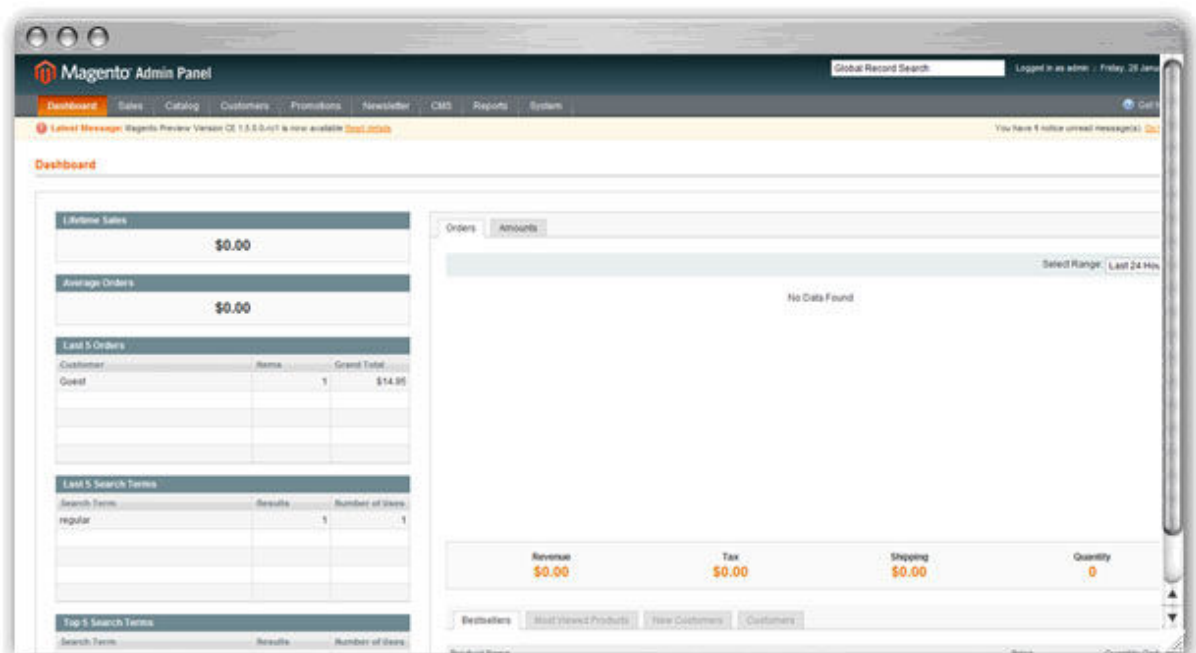
MAGENTO OUTLINE

What website owners need to know before logging into Magento (Community Edition)

Magento is a full featured ecommerce application which comes in both a commercial and open source version (community edition). It gives website owners many tools to successfully manage a robust online store and then gives them more. Magento is one of the only ecommerce platforms that allows for multi-store integration with the ability to run a number of different ecommerce websites from within the one interface meanwhile configuring each of them in their own way. It also has a number of other advanced features when compared with other open source carts; like an inbuilt CMS for content pages, detailed reporting, an inbuilt simple enewsletter system and some advanced pricing rules, promotions and coupon functionality — not to mention front end features like product comparison, tagging, wishlists etc.

The team who created Magento offer a free online knowledgebase at <http://www.magentocommerce.com/knowledge-base/> which covers a variety of topics that will probably arise during the management of your store. You can also purchase their official user manual from the site <http://www.magentocommerce.com/support/magento-user-guide-book> which covers everything you will need to run your Magento store successfully.

This outline is designed to give you a brief run down of the Community Edition of Magento.



Accessing the Magento back-end

To access the back-end for Magento you will need to know your administrator user account information (this will usually be provided by your developer). You will then need to go to <http://yourdomain.com.au/index.php/admin> (replacing yourdomain with your domain name).

Getting to know Magento

When you log into Magento you are presented with what they call the Dashboard, the dashboard provides you with a snapshot of how well your store is performing. It will tell you your most recent orders and a sales graph so you can see how well your store is performing. You can navigate throughout the administrators area with the menu that spans the top of the page just below the Magento logo.

Sales

The sales menu is where you will find all information relating to the orders placed by your customers. You will be able to view all of the orders placed, this means both confirmed and pending orders (paid or waiting). You can also print (or re-print) invoices from the invoice menu (only paid orders will have a system generated invoice).

Catalog

This is where all the magic happens - the catalog section of Magento lets you store all of your product information. From the manage products menu you can view/edit or add a product, Magento stores a lot of information on your products and give you the ability to add an endless amount of attributes which you can set up to help your customers get the exact product they need.

Magento has a unique approach to products; specifying a product type. Product types allow you to customise the way your customers view them on the website. You can set up **Downloadable Products** which allows the customer to download a specific file from you when they have made their purchase. You can set up a **Simple Product** which will appear in the store as per your template and will relate to the physical product you are trying to sell. You can also set up **Configurable Products**; these products use a specific attribute from the Simple Product's you associate them with to allow your customers to customise their purchase (ie. you can allow the customer to select a colour of one of your products and track how many of that colour are in stock using the Configurable Product to update the Simple Product it relates to).

You are able to create categories in which to place your products, Magento doesn't limit the number of subcategories you can create. Each category you want to add should be created as a subcategory of a root category. Root categories typically won't appear in the menu your customer will see, they are mainly used to configure multiple stores and keep each stores products separate.

CMS

The CMS menu item gives you access to all the content on your website that isn't related to products (you won't be able to edit the way that the products are laid out as this is handled by your template). You will be able to create and edit new pages from the **Pages** menu.

Static Blocks are pieces of information that are called by your template to display certain information separately to your page/catalog information. You can edit them from the **Static Blocks** menu. Adding new ones gets a bit tricky and requires editing your Magento template to make them display to your customers. You can read more about this from the Magento website.

Promotions

Magento is able to handle promotions. You can either set up price rules for the products or additional discounts for the cart. You can customise these quite thoroughly and add certain rules that must be met before the discount will be applied. You can set up discount coupons as well that will require your customers to enter a specific code before the discount will be applied. **Shopping Cart Rules** is where you will be able to set up the discount codes.

Conclusion

Hopefully this outline has given you an understanding of how Magento works and prepared you for logging in and having a go. Keep an eye on our small business [website design](#) blog [A Website Designer](#) for more info on Magento and website design in general.

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