add people

Opencart Website User Guide

A comprehensive user freindly guide to the opencart platform which help you to get the most of your online ecommerce solution

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OpenCart 1.5 Home

User Guide

Browsing the store front

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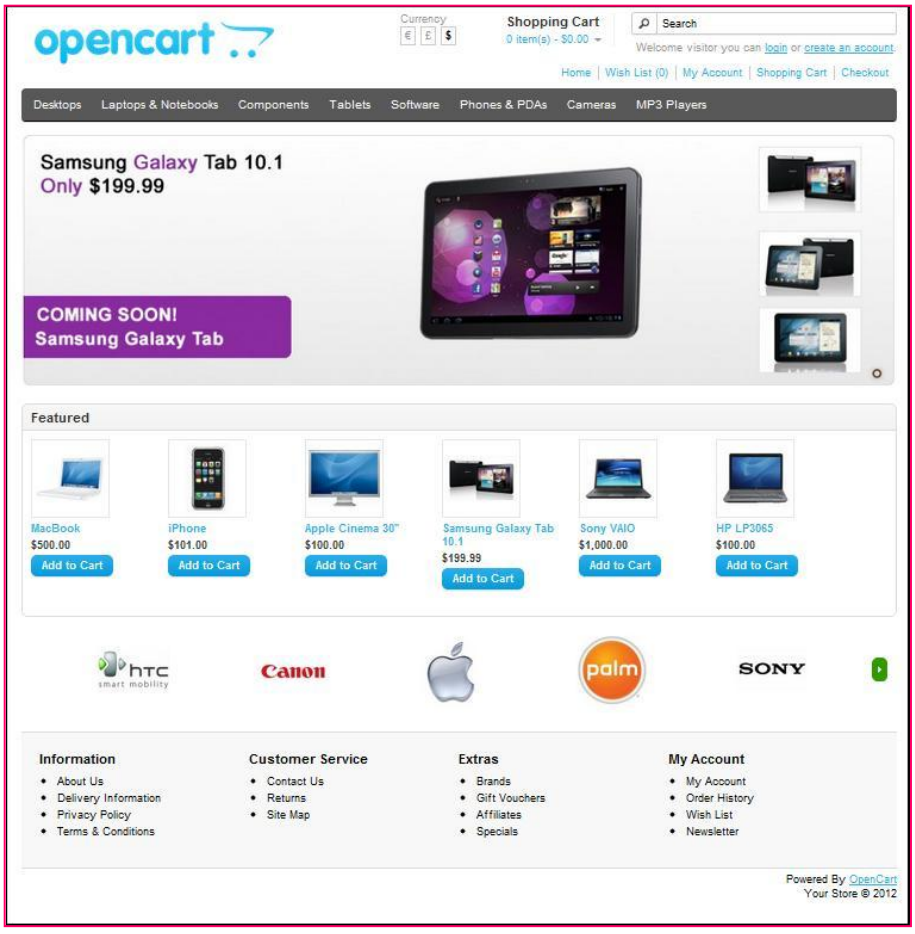
Browsing the store front

This guide is intended to be used as an introduction to the OpenCart default store front. The store front reveals how the customer views and interacts with the store.

The default theme

OpenCart comes with a default theme after a fresh installation:



The products seen above are included as sample data with the OpenCart installation. These products can easily be removed and replaced with the shop's products later.

This guide will cover the basics of browsing the store front with the default theme. You can find an ever expanding list of available themes at the OpenCart Extension Directory.

Navigating the shop

The OpenCart default theme makes navigating a shop's products easily accessible to its customers.

Anatomy of the home page

The home page is arguably the most important page in the shop, in terms of presentation. In most cases, this will be the first page that a customer interacts with (especially if they are directed to the store site from a search engine). The shop's homepage needs to be user-friendly, while at the same time highlighting the shop's products.

The first step in becoming familiar with the store front is understanding the anatomy of the OpenCart default homepage.

The header

The header will be displayed at the top of the page, on every page of the store; not just the home page.

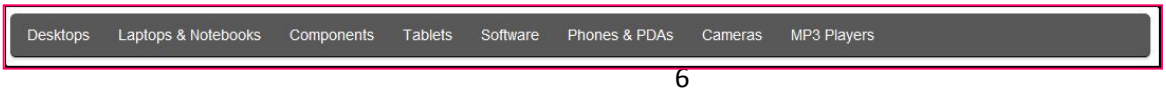
The header has the following navigation options:

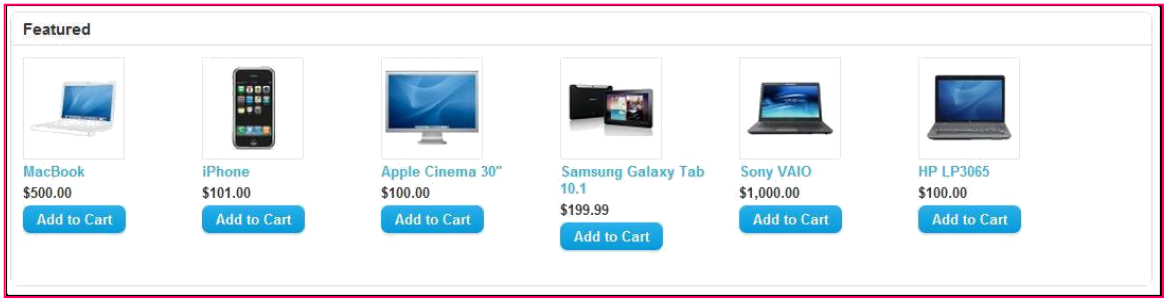
- *Store logo*: Clicking on this logo will direct the customer back to the home page of the store.
- *Currency block*: The customer can select which currency the store's products will be in by clicking on any of the currency icons.
- *Shopping Cart:* Displays the number of items purchased, and the total price of the order. Clicking on the icon will display a drop-down box containing all of products added to the cart and an option to "View Cart" or "Checkout".
- *Search box:* The customers can type in the search box to search for a product within the store's product categories.
- *Welcome text:* Welcomes the visitor and gives them an option to "login" or "create an account". When logged in it will display "You are logged in as [first name]" and gives an option to log out.
- *Links:* Links the customer to the Home page, Wish List, My Account, Shopping Cart, and Checkout.

The top menu

The top menu category only displays the top parent categories of products. See Categories for more information on how to create and assign product categories.

Like the header, the top menu will be displayed on every page. When the customer's mouse is dragged over a category, a drop down menu will display the sub-categories for that parent category.





When a parent category is clicked, the customer will be directed to the category page, which displays all the products within that category.

Slideshow

The slideshow displays several product banners of your choice by alternating the images in a slideshow. After a certain amount of time, one banner will shift to the the next banner. Banners in this slideshow are useful for highlighting certain products to be easily accessible by the customer. When the banner is clicked on, the customer will be directed to the product on the banner's page.

Unlike the top menu and header, the slideshow in the OpenCart default can only be viewed on the home page in this position.

Featured products

OpenCart gives you the option of featuring specific products of their choosing on the home page.

The Featured section includes the product image, name, price; and an option to add the product directly to the Shopping Cart.

> The featured products is only located on the Home Page in the default.

Carousel

The carousel in the default theme displays the product manufacturers in the form of image icons. This feature lets customer's browse the manufacturers featured in the shop.

When a manufacturer icon is clicked, the customer will be directed to a page listing all the products within that manufacturer's category.

> The carousel is only located on the Home Page in the default.

Footer

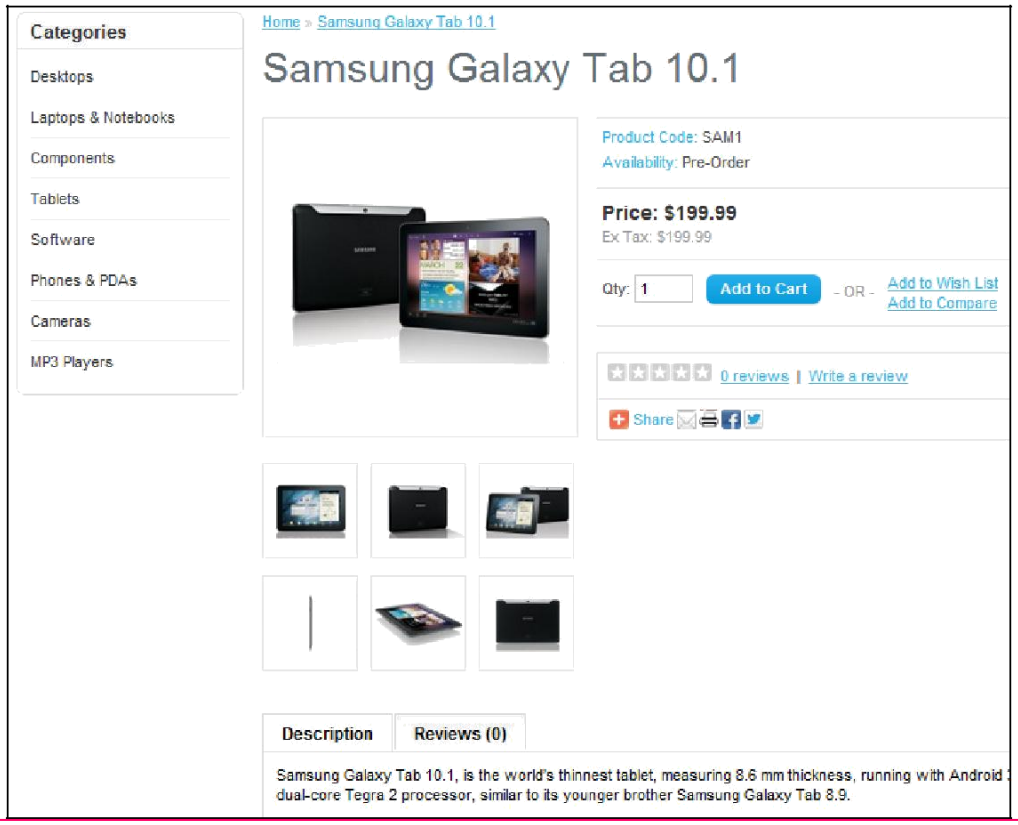
The footer is located at the bottom of every page, not just the Home Page. This block of miscellaneous links is useful in sorting relevant pages for the customer that may not logically sort anywhere else.

The organizational scheme of the footer can be divided into the following sections:

- **Information:** "About Us", "Delivery Information", "Privacy Policy", "Terms & Conditions"
- **Customer Service:** "Contact Us", "Returns", "Site Map"
- **Extras:** "Brands", "Gift Vouchers", "Affiliates", "Specials"
- **My Account:** "My Account", "Order History", "Wish List", "Newsletter"

Product pages

The OpenCart default product page will follow the structural format seen below (minus header/top menu/footer).



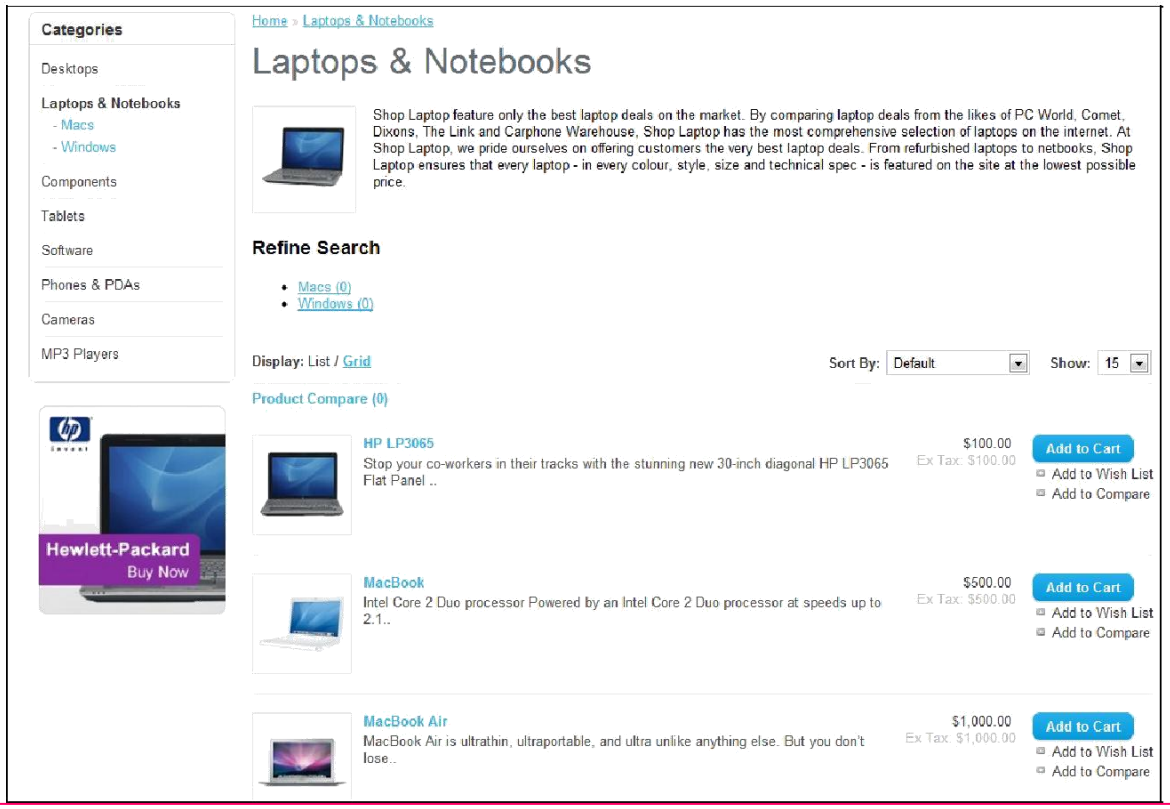
The product page can be divided into the following sections:

- **Categories**: All the products on the shop will be organized into designated categories. The category link block on the left-side of the product page will enable the customer to browse other products by category.
- **Product image**: The product image can be displayed under the title on the left-side, along with alternate views of the product underneath it in smaller box. Clicking on the main image will expand the image within the window for the customer to see it in greater detail.
- **Product details**: The product code, availability, and price are displayed just right to the product image. **Cart**:
- The customer can select a quanity and add the product to their cart, wishlist, or compare. **Rating/Sharing:**
- Underneath the cart can rate the product and/or share the product on different social media websites.

- **Description tab:** An area underneath the main product information to provide a detailed description of the product.
- **Review tab:** An area for the customer to write a review on the product.

Category product listings

Category product listings enable customers to browse products similar to other products within the same category. This is especially helpful for customers looking to compare products, a feature that will be explained under Categories. The category page can be accessed a number of ways. It can be accessed from the top menu, when a customer clicks on one of the parent categories. Also, on product pages a customer can access the category product listing page by clicking on a category on the left side category block.

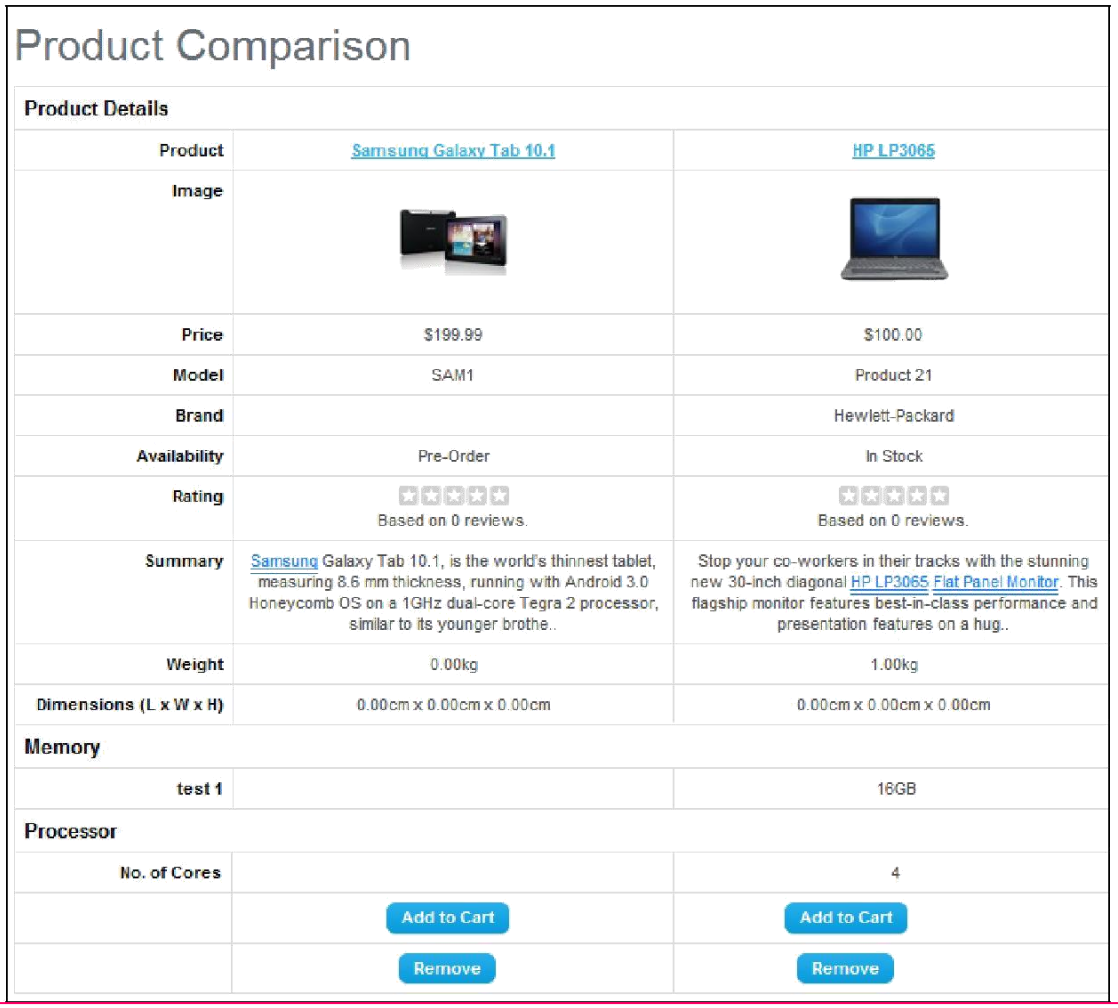


As seen above, the category block is displayed on the left-side like it is in the product page. There is space under the Category title at the top to add a description to the category. The "Refine Search" links to sub-categories of that category for the user to browse. The products can be displayed according to the customer's preference: in a list or grid. The above image is sorted in the listing format. The products can be sorted according to name, price, rating, or model in the "Sort By" box. The number of products displayed in the product listing can be changed in "Show" from 15 up to 100.

There is a section that gives space for each of the products within the category, providing a product image, description, price, and an Add to Cart option. There is an option to add the product to a wish list. Another option for the product is to "Add to Compare".

Product compare

The "Add to Compare" feature in the product section allows the customer to compare the different specifications, features, and price of a number of products s/he might be interested in.



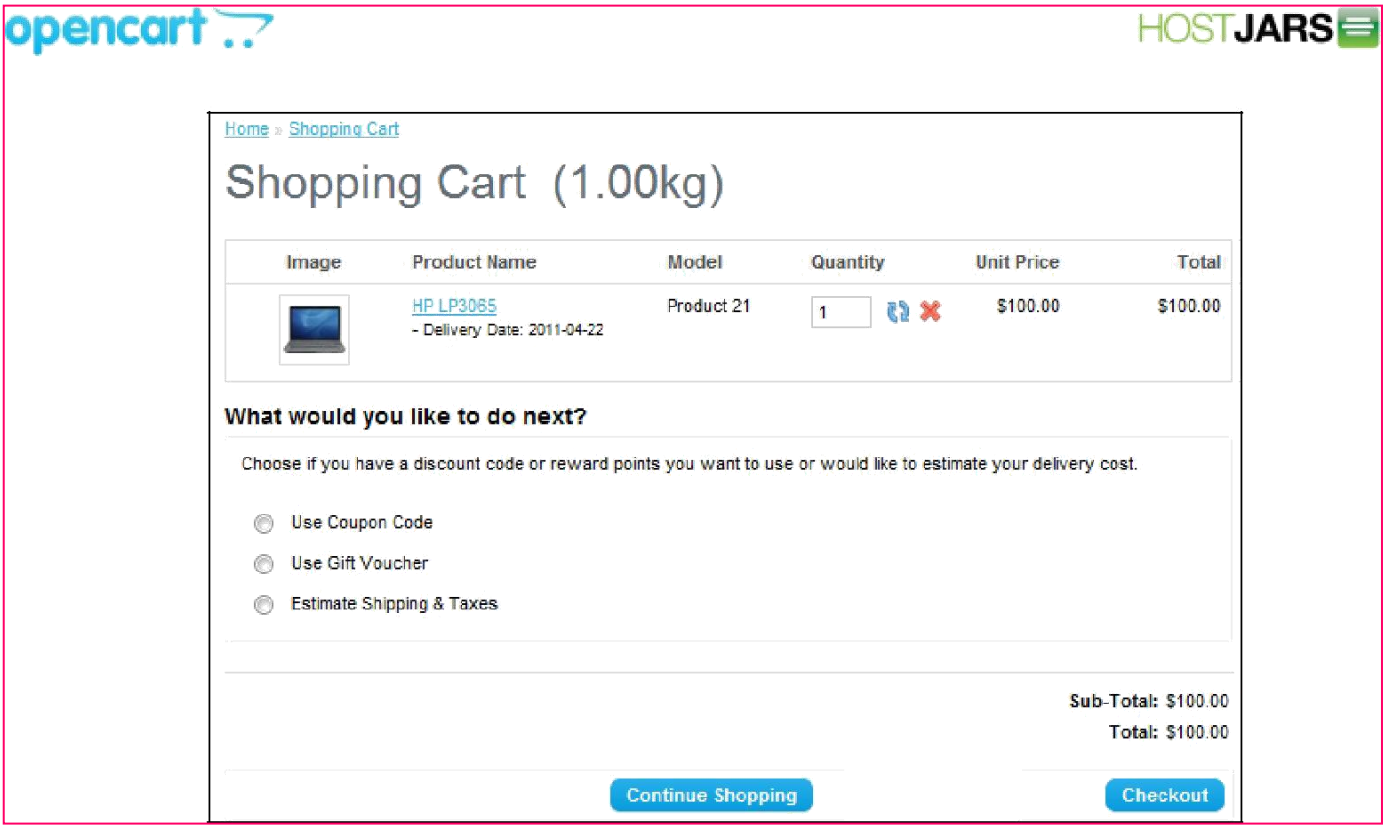
Product Comparison

Product Details		
Product	Samsung Galaxy Tab 10.1	HP LP3065
Image		
Price	$199.99	$100.00
Model	SAM1	Product 21
Brand		Hewlett-Packard
Availability	Pre-Order	In Stock
Rating	Based on 0 reviews.	Based on 0 reviews.
Summary	Samsung Galaxy Tab 10.1, is the world's thinnest tablet, measuring 8.6 mm thickness, running with Android 3.0 Honeycomb OS on a 1GHz dual-core Tegra 2 processor, similar to its younger brothe..	Stop your co-workers in their tracks with the stunning new 30-inch diagonal HP LP3065 Flat Panel Monitor. This flagship monitor features best-in-class performance and presentation features on a hug..
Weight	0.00kg	1.00kg
Dimensions (L x W x H)	0.00cm x 0.00cm x 0.00cm	0.00cm x 0.00cm x 0.00cm
Memory		
test 1		16GB
Processor		
No. of Cores		4
	Add to Cart	Add to Cart
	Remove	Remove

The customer is given the option to add one of the compared products to the cart if they want to. Pressing "Continue" will bring the user back to the home page.

Shopping Cart page

Once a customer adds a product to the cart, they can access the shopping cart in the header under "Shopping Cart".



The shopping cart gives an overview of the product selected by including the categories "Image", "Product Name", "Model", "Quantity", "Unit Price", and "Total". The customer has an option to add a coupon code or gift voucher, or estimate shipping & taxes, before heading to the checkout. The "Continue Shopping" button links back to the homepage.

Creating an account

Before a customer can continue checking out a product from the shopping cart, the customer needs to select either guest checkout or log into their account. The guest checkout doesn't require log-in details. Returning customers ma want to make an account with the store.

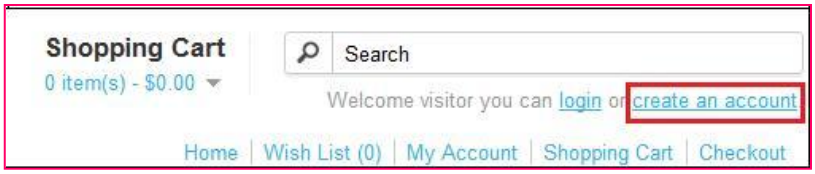
There are a few ways a customer can make an account:

1. **Checkout**

Step 1 of the check out process allows the user to make an account before continuing with payment.

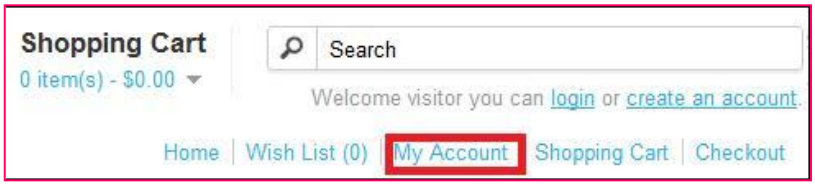
Selecting "Register Account" will change Step 2 of checkout from Billing to Account & Billing details. Account & Billing asks for the same personal details as Billing, except that it asks for the user to create a password for their account. After Step 2 is completed, the customer may continue with the checkout process.

2. **Header- "create an account"**



Clicking the "create an account" in the header will direct the customer to the "Register an Account" page. The same personal details included in the checkout will need to be filled in here.

3. **Header-** "My Account"



Clicking "My Account" in the header will direct the customer to the "Account Login" page. This page gives the customer an option to log in if they already have an account, or create a new account. In the "New Customer" section the customer can click "Continue" under Register Account to be directed to the "Register an Account" page.

Checkout

Once a product has been added to the cart, the customer can continue to the checkout to make their product purchase. The Checkout page can be accessed in the header section of every page (found under the search box). Customer checkout using OpenCart is a simple process that can be completed in 6 steps.

Step 1: Checkout options

The customer can log into or register their account (as explained above), or select guest checkout.

Step 2: Billing details

Personal details including "First Name", "Last Name", "E-mail", and "Telephone" are filled into a form. It also requires the customer's address details.

Step 3: Delivery details

In Billing Details, the user can check a box to indicate that the delivery details and billing details are the same. This will cause it to skip over this step to Delivery Method. If the delivery details are different from the billing details the customer can enter this information in a form in this section.

Step 4: Delivery method

A method of shipping is selected here. A comment box is added for the customer to add comments about their order.

Step 5: Payment method

The customer selects their method of payment here and may add comments in the comment box.

Step 6: Confirm order

In this last step, the customer will see an overview of their purchase; including the product description, quantity, and price (with tax & shipping).

Store front customization using the admin dashboard

All of the features listed above can be customized to some degree in the admin panel. The administrator can change the position of certain products, disable categories, edit prices and descriptions, upload banners, etc. There is much work that can be done in the OpenCart admin to establish the shop's brand. Learn how to connect to the administration side of OpenCart at Browsing the store front.

Admin interface

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- Connecting the OpenCart administration
- Accessing the admin panel
- Entering the administration through the Dashboard

Connecting the OpenCart administration

OpenCart's administration side of the store is where you can modify features, upload images, add products, keep track of customers, manage payments, and much more. Customization in the admin affects how the customer will interact with a store: by modifying the look, structure, and content of the store front.

Accessing the admin panel

To access the admin panel, type in location of the store into the web browser followed by "/admin". For example, if your store is located at "www.chocolatechip.com", your admin panel is located at "www.chocolatechip.com/admin". Even if the store is located in a sub-folder or on a sub-domain of their site, adding "/admin" to the end of the store's path will lead you to the administration side.

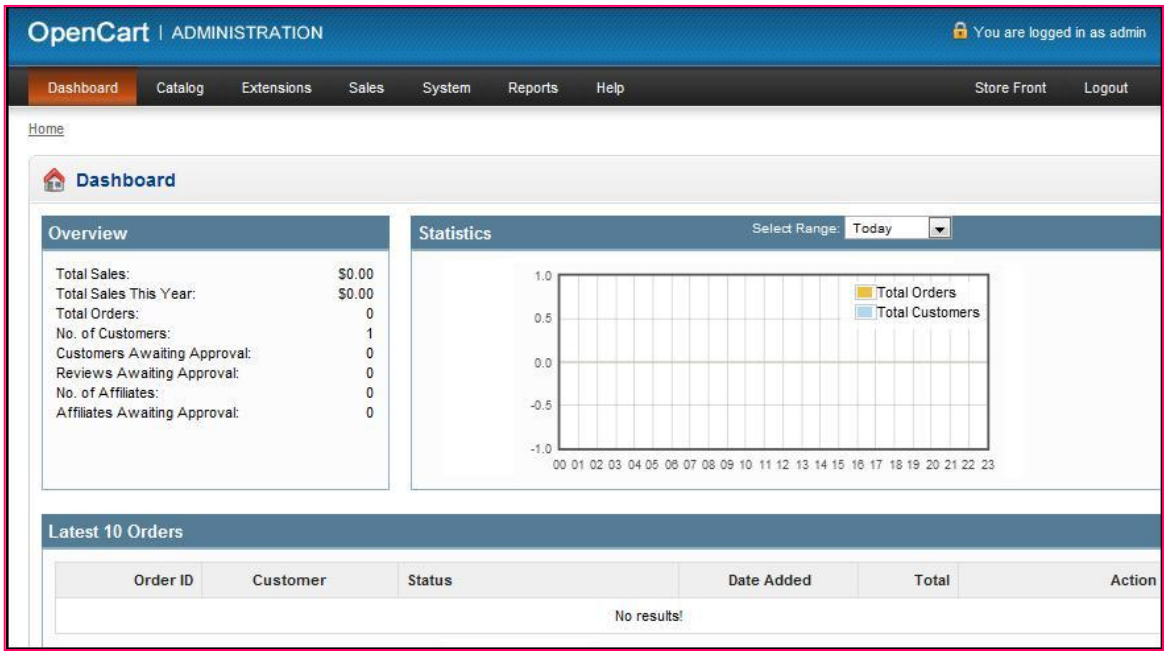
If the name of the folder is changed by you during installation, the location of the admin panel is changed to that new name. For example, if the name of the admin folder is changed to admin1, the new location of the admin panel is at "www.chocolatchip.com/admin1".

Changing the name of the admin folder to another name is important for improving an online

shop's security. The config.php file needs to be edited to indicate the correct file path and location.

A username and password is created in Step 3 of the auto-installer during installation. This information can now be used to fill in the administrator login details.

After filling in the correct username and password, pressing the "Login" button will direct you to the OpenCart dashboard. When you first login to your shop, the dashboard will be blank (as seen below), because there isn't any statistical data to be analyzed yet.



Entering the administration through the Dashboard

The dashboard is the first thing you will see when entering OpenCart's admin. The main function of the dashboard i to give the shop owner an overview of how the shop is performing. There are 3 sections of the dashboard that can help you understand the statistical data collected by your store:

Overview: OpenCart calculates the numerical values for "Total Sales", "Total Sales This Year", "Total Orders", "No. of Customers", "Customers Awaiting Approval", "Reviews Awaiting Approval", "No. of Affiliates",

- "Affiliates Awaiting Approval", to alert you to approvals and keeping track of sales.
- **Statistics**: A graph is provided to track the chronological progress of the store relative to the amount of orders and customers over time. The x value is time; which can be hours, days, or months depending on the range selected. The y value displays the number of total orders(yellow) and total customers(blue).
- **Latest 10 Orders**: A list that displays the last 10 orders and their details ("Order ID", "Customer", "Status", "Date Added", "Total", and "Action")

Above the dashboard in the top menu is the administration navigation. You can navigate between the "Catalog", "Extensions", "Sales", "System", "Reports", and "Help". These sections will be explained in further detail in the following sections of the User Guide.

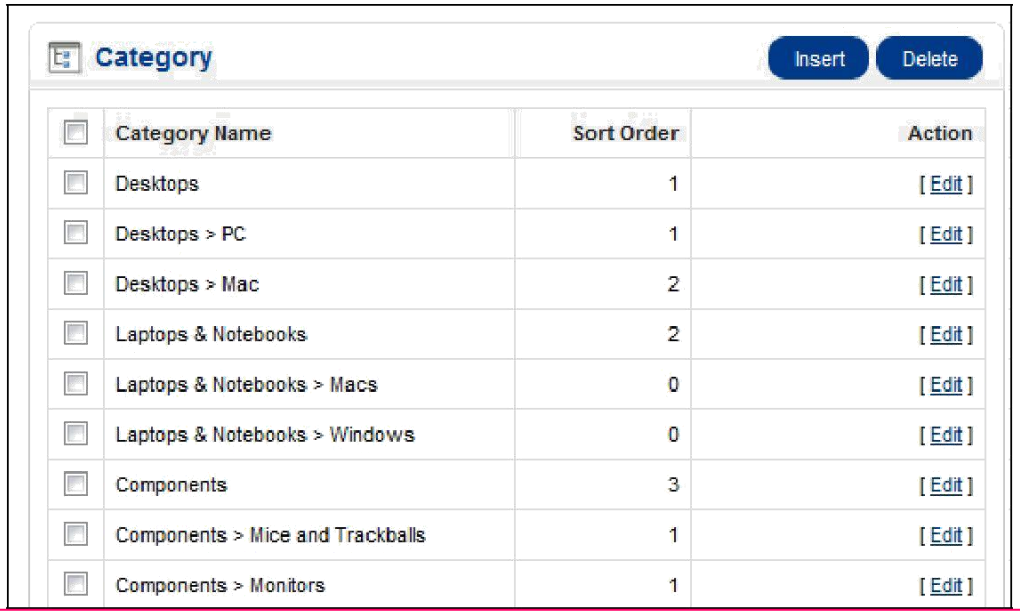
Catalog

A look inside the Catalog

For stores managing a variety of product, organizing product data may seem like a daunting task. Fortunately, the OpenCart Catalog sections in the administration panel make it relatively simple to manage a store's inventory.

The Catalog section is located at the top menu of the admin panel. If you haven't accessed the admin panel yet, you may visit Admin interface for more information.

This guide will give an overview to the organizational features available in the Catalog section. We will walk you through how to add store product and product categories to the administration in Products and Categories.



Categories

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- Categories
- Create a category

Categories

In the default theme of the store front, parent categories are listed in the top menu of the home page, and on the left side of product pages. This navigational feature is used to guide customers to similar products within the same category. Exposing customers to different products within a category lets the customer compare the similarities and differences between products to make the most informed purchase. When adding products to the store, you will be asked for a product category to sort them in. It is a good idea to establish these categories before adding products, to save yourself the trouble of adding the category name to the products later.

When adding a product without a product category, the product will not show up under any categories in the front end of the store. The product page can only be accessible if the customer types in the product name, one of the product tags in the search box, or visits the product through a manufacturer page. If you want this product to be more visible to your customers in the store front, we suggest that the category is created prior to adding the product.

To access the Category page in the administration, hover over the Catalog button and click on Category in the drop-down. You will be a directed to a page that displays the category names of the store products (as seen below).

The categories above were included with the default products provided by the install. You may delete them to make room for the store's product categories. To delete, check the box next to the row that the category is listed on. When the products selected for deletion are checked, "Delete" can be clicked on in the upper right corner. This should remove the product categories completely.

> The ">" symbol points from a parent category to a sub-category. "Laptops & Notebooks > Windows" indicates that "Windows" is a sub-category sorted under the parent category "Laptops & Notebooks".

The Sort Order indicates the order that the categories are displayed in the top menu and category box on the product page. Desktop (sort order-1) will be sorted above Laptops & Notebooks (sort order-2) because it has a higher priority.

> Leaving "Sort Order" blank will organize the sections in alphabetical order.

Clicking "Edit" under "Action" will direct the administrator to a form to change the category information. Clicking "Insert" will allow the shop owner to insert more products to the site.

Create a category

Before you learn how to add products, you will need to understand how to create product categories. Product category is an essential organizational feature in OpenCart. OpenCart organizes the structure of an online store around these product categories. Every product category gets their own space in the store to display all the available products for that category.

Organizing products into categories is useful for navigating a store's inventory in both the store front and administration side. In the administration, creating categories for products will help the shop owner keep track of specific products within a category. In the store front, customers will be able to browse their favorite products by category. Category pages can be accessed in the top menu and from the category box in the product page.

> Before inserting products into OpenCart, you should take some time to brainstorm and establish categories for your products. Think of how the products in your store can be organized into groups in a logical manner. Generally, you would want to start with creating a broad parent category, and move narrower into specification with each sub-category below it. For example, a broad category such as Electronics is a good parent category. Under the Electronics, a sub-category named "Computers" can be created; and under that category, "Laptops". You can see how each category becomes more specific as we progress. Putting effort into this task will improve a store's usability, ultimately bringing customers to other products in the store that may interest them.

Go to Catalog > Category in the administration. If this is your first time in the category section you will see a list of categories created for the default products. You should feel free to delete them to make room for your store's products. To create a new category for products you can click "Insert" in the upper right corner. You will be directed to the category's information page. Category information can be filled out under three tabs: "General", "Data", "Design".

Categories :: General

General tab

The General tab asks for basic information regarding the product category:

- **Category Name**
- **Meta Tag Description**: a summary of the category to describe the category page to search engines.
- **Meta Tag Keywords**: similar to meta tag description, but asks for a single keyword to describe the product.
- **Description**: text that will describe this category on the category page, to be viewed by the customers in the store front of the shop.

Categories :: Data

Data tab

The Data tab asks for the following data:

- **Parent Category**: Categories are arranged in a hierarchical structure; with the parent category always on top. You may choose to create a category under a parent category, turning it into a sub-category. In the category list the category will be displayed as "Parent Category > Sub-Category". If "None" is selected, the category created will be a parent category.

- **Filters:** Map any pre-created filters to a category. See Filter for more information on how filters work.

- **Stores**: If you are managing more than one store with OpenCart, you may check which stores you would like to add this category to. If only one store is available, "Default" may be checked. See Creating a multi-store for more information about multi-stores.

- **SEO keyword**: A keyword that will be included in the category url for search engine optimization.

- **Image**: Select the main image for the product page and the thumbnail for product listings. See Image manager for more information on how to upload an image using the image manager tool.

- **Top**: Checking this section will display this category in the top menu of every page. If no selection is made, it will not be displayed.

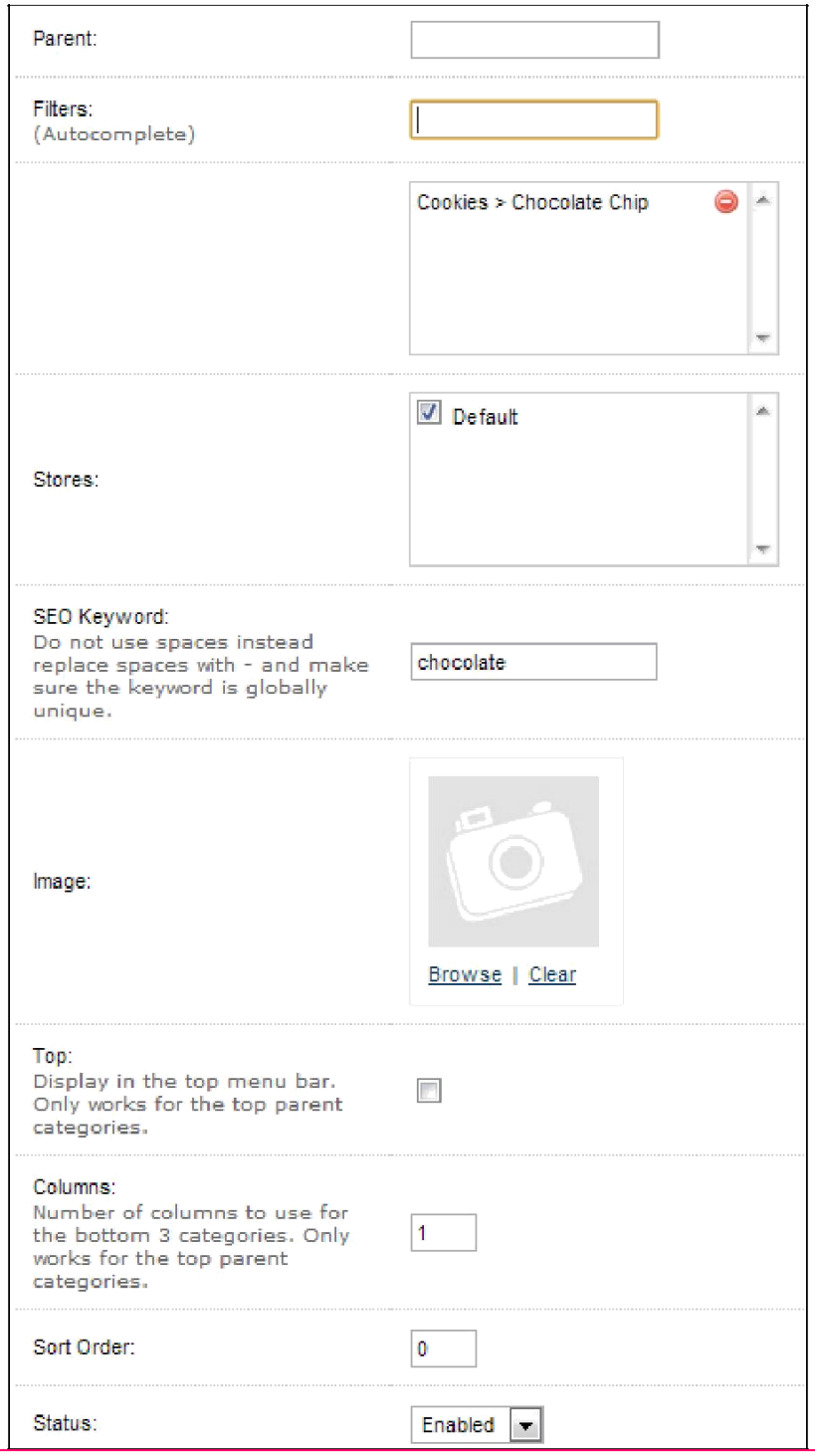
> The top menu only displays parent categories. If this category is a sub-category, it will not be displayed in the top menu.

- **Columns**: This number controls how many sub-categories are displayed when selecting the parent category.

> Shop owners with many product sub-categories may need to pay special attention to how many columns are allowed. If all the available sub-categories are allowed for a product category, the entire store page in the store front will be filled with sub-categories when hovered over.

- **Sort Order**: This sort order determines the position of the category in the menu. A sorting order of 1 would be
- displayed before a sorting order of 2, 3, and so on.

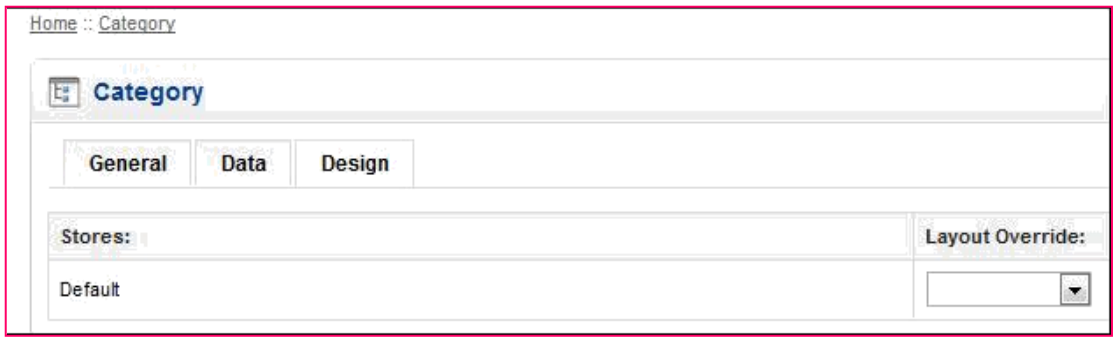
Status: Selecting "enabled" makes the category publicly available in the store front. Selecting "disabled" will hide the category from the store front, but will still be available for editing purposes in the administration.



Categories :: Design

Design tab

The design tab consists of the "Layout Override" feature. In this feature, you can choose to override a layout, such as the 'Account' page, to include the category on that page. For more information on layouts, seeModules. You can just leave it blank for the meantime.



Pressing 'Save' in the upper right corner will save the information in the General, Data, and Design tabs, and add the product category to the category list. With the product categories created, you are now ready to add products to the shop.

Products

Table of Content

- Products overview
- Managing and adding products in the catalog
- Saving the product

Products in the administration

Products are the bread and butter of the average OpenCart store. Therefore, it is essential that you learn how to manage your store's product inventory using the OpenCart administration side. Before adding products, you must make sure that you have all the necessary information about the product you are adding to the store. To get detailed information of your products to your customer, OpenCart requires this information to be gathered beforehand. The more information given to OpenCart about a specific product, the more informed the customer will be about that particular product when purchasing it from your store.

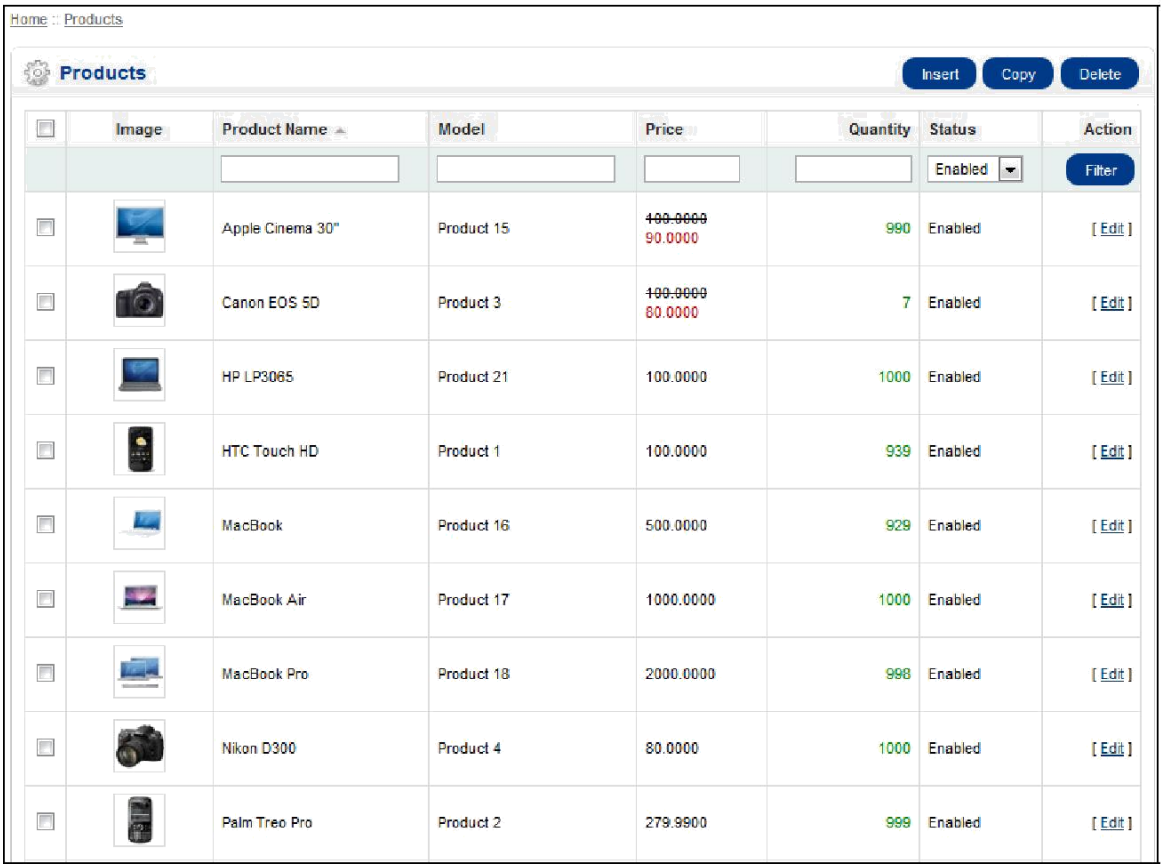
Products overview

The Product section, accessed under Catalog, will display all the products available in the store.

Every row of product will contain the following information:

- **Image**
- **Product**
- **Name Model**
  Price
- **Quanti**
- **ty**
- **Status**: Selecting "Enabled" lets the product be visible in the store's store front. Selecting "Disabled" will remove the product from view.

Checking an individual box in the first column will select the product information within the same row. Once selected, you can choose to "Copy" or "Delete" the product. "Copy" will duplicate the product and it's information categories. "Delete" will remove the product selection (including its information) completely



If you would like to look up a product in the product list, you can use "Filter" as a shortcut to search for it. For more information on the Filter tool, visit Filter. Pressing "Insert" in the top right corner will direct the administrator to a form to add new products.

Managing and adding products in the catalog

The complete list of store products can be found under Catalog > Products. If this is your first time in the Product section, you will notice the default products left over from the installation. These products can be used to experiment with and explore the OpenCart features before launching your store. You will eventually need to delete these products to make room for your store's products.

To delete the default products:

1. Check the box left of the "Image column" in the list. This should select all the products on the page.
2. Click the "Delete" button on the top right side.
3. Press "OK" when a window pops up asking "Delete/Install cannot be undone! Are you sure you want to do this?".

There should now be a blank list to add individual products to. The "Insert" button directs the administrator to a page requiring product information under the following tabs:

- General
- Data
- Links
- Attribute
- Option
- Discount

- Special
- ImageReward Points
- Design

Before products are added to the administration, product categories must already be established by the administrator. See Categories before continuing with this section. With the product categories created, products are now ready to be added to the catalog.

> OpenCart currently only allows products to be added one at a time, not in mass quantity. Extensions can be purchased to add large amounts of product at once. See Product import for more information.

Saving the product

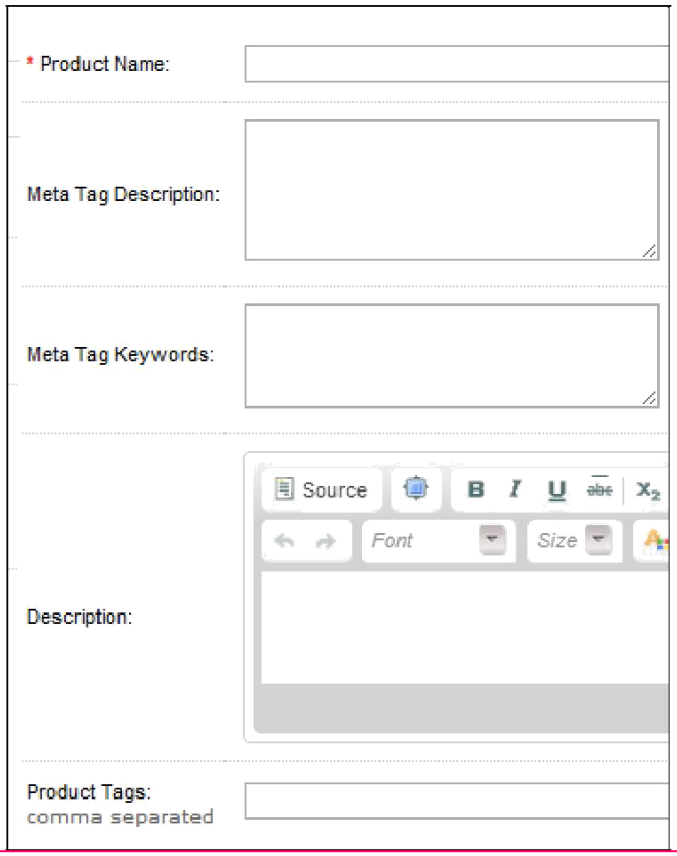
At this point in the guide, you will have completed all the steps and filled out all the appropriate information for the product. To complete the process of adding this product, click "Save". When you return to the Products page under Catalog, you will now see this product listed. You can choose to modify any of this information included above, at any time, by clicking "Edit" across from the product.

Products :: General

General tab

The format of the General tab is identical to the General tab when creating a product category, with the addition of the Product Tags feature:

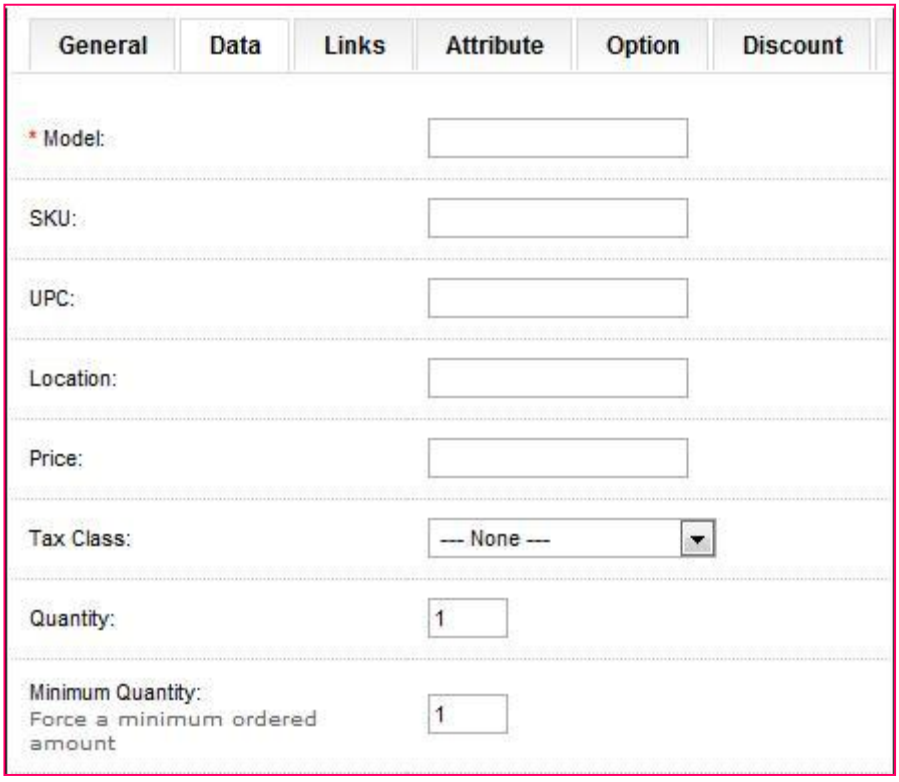
- **Product Name**
- **Meta Tag Description**: A summary to describe the product page to search engines.
- **Meta Tag Keywords**: Similar to meta tag description, but asks for a single keyword to describe the product.
- **Description**: Text that will describe this product on the product page, to be viewed by the customers in the store front of the shop.
- **Product Tags**: A tag to describe the product to the customers. If a customer types in this tag in the search box found in the header, the product will be displayed in the search results.

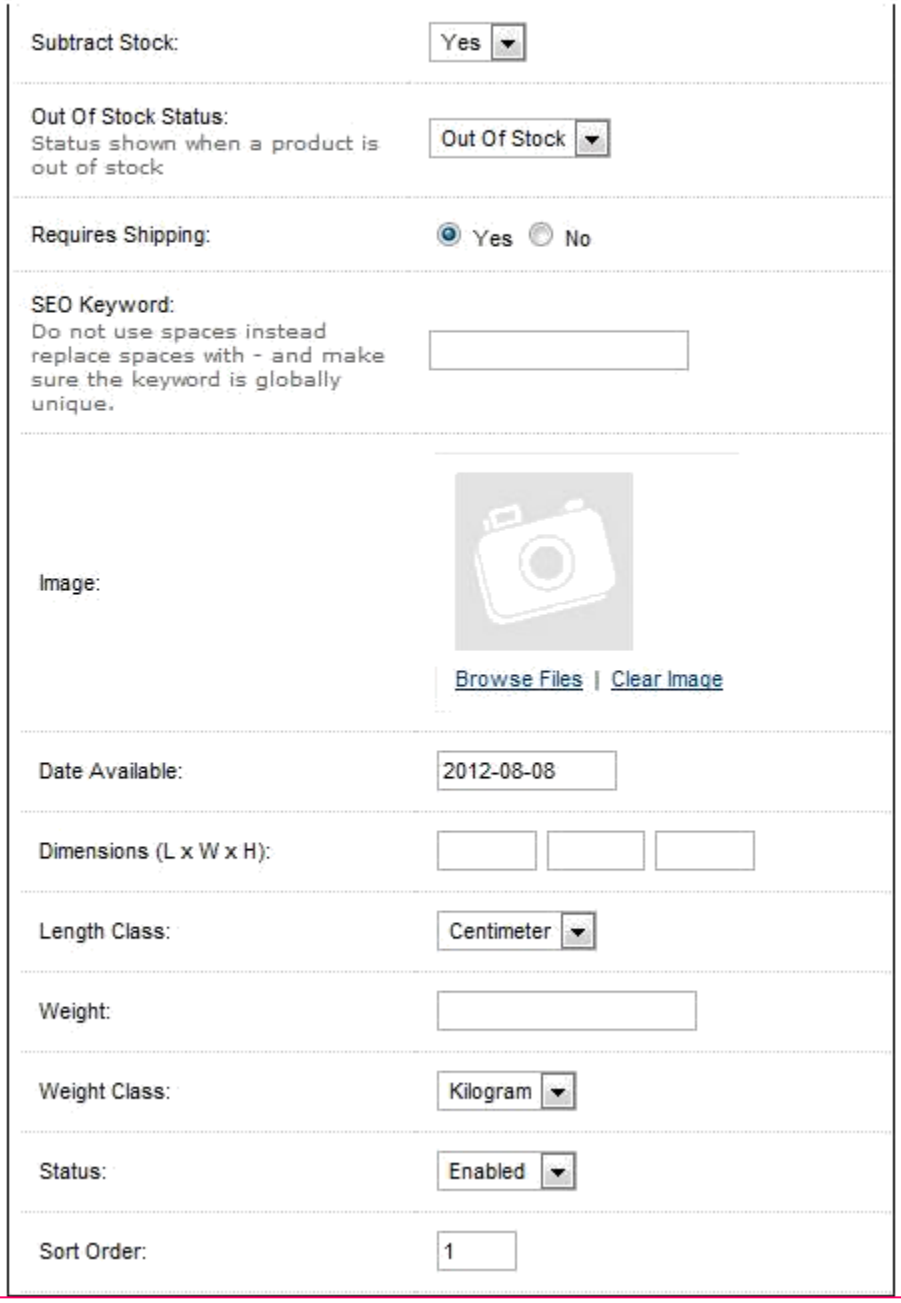


Products :: Data

Data tab

The data tab includes all the product criteria that will be included on the product page in the store front for customers to view:





Fill in the spaces above with the following information:

- **Model**: create a model number for the product using a combination of letters and numbers. (required)
- **SKU (stock keeping unit)**: a random code for the product.
- **UPC (universal product code)**: the product's unique barcode.
- **Location**: where the product is located.
- **Price**: set a price for the product.
- **Tax Class**: select a tax class category on this product that was made Settings > Localisation > Tax Classes. This will apply the tax in the checkout for the product. Select "None" if taxes will not be applied to this product.
- **Quantity**: The total amount available in the store for this specific product.

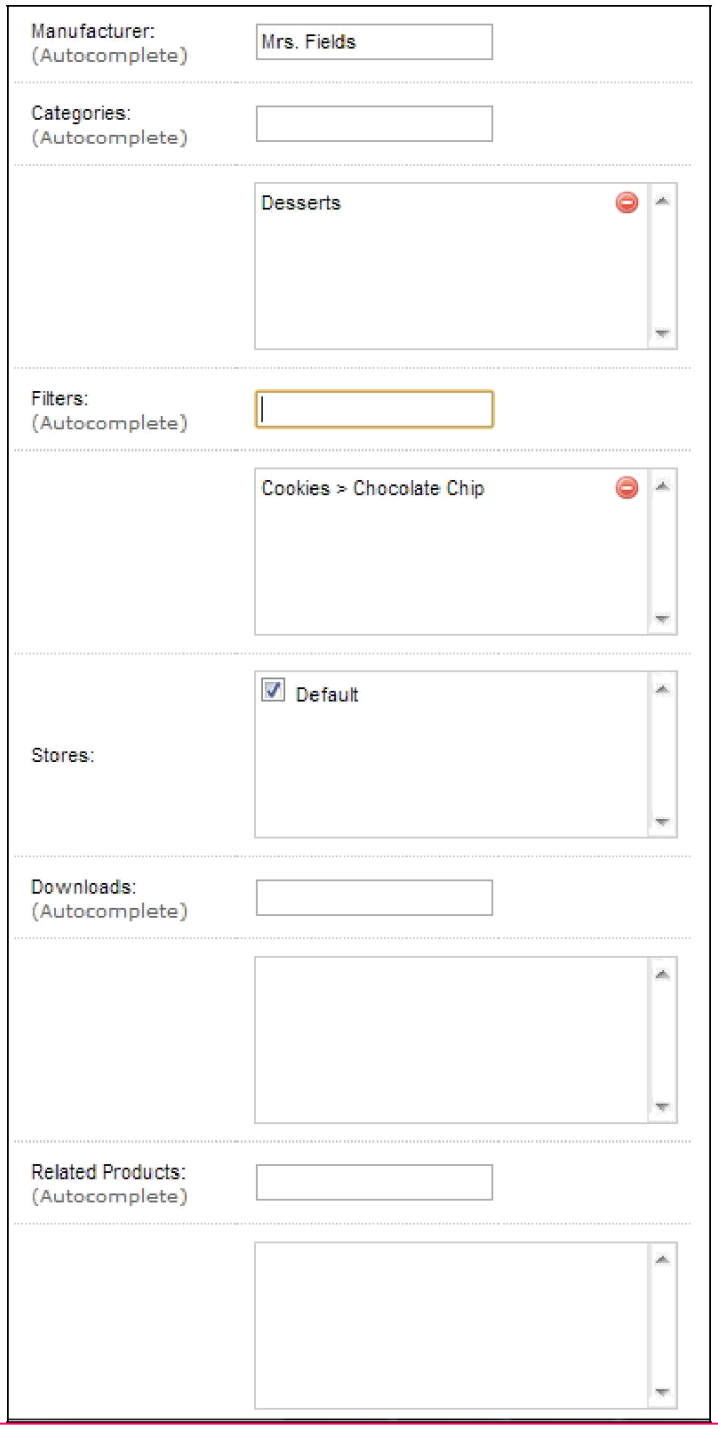
- **Minimum Quantity**: the minimum amount of product a customer must reach to add that product to their Shopping Cart.
  Subtract Stock: "Yes" will subtract stock from the quantity of the product (Ex: If there are 100 computers, and a customer buys 2 computers, Subtract Stock will change the quantity to 98).**Out of Stock Status**:
- select "Out of Stock", "In Stock", "2-3 days", or "Preorder" as the message shown on the product page when the product's quantity reaches 0.
- **Requires Shipping**: If the product requires shipping, select "Yes". If not, select "No".
- **SEO keyword**: create a keyword for search engine optimization of this product. It will be seen in the URL of the product page. Therefore, the keyword created must be unique for every product.
- **Image**: clicking "Browse Folders" will lead the administrator to the Image manager to upload a new image.
- **Data Available**: the date when this product will become available for purchase.
- **Dimensions**: enter the length by width by height of the product if there are dimensions to include.
- **Length Class**: determines the metric units for the dimensions above.
- **Weight**: Enter a number for the weight.
- **Weight Class**: Specify the units of weight for the number entered into "Weight".
- **Status**: Enabling makes the product publicly available in the store. Disabling allows the product to be edited in the administration , but hides it from the store front .
- **Sort Order**: When the product is sorted in a list, a number assigns it a priority. A product with a sorting order or 2 will be placed higher than a product with a sorting order of 3, but lower than a product with a sorting order of 1.

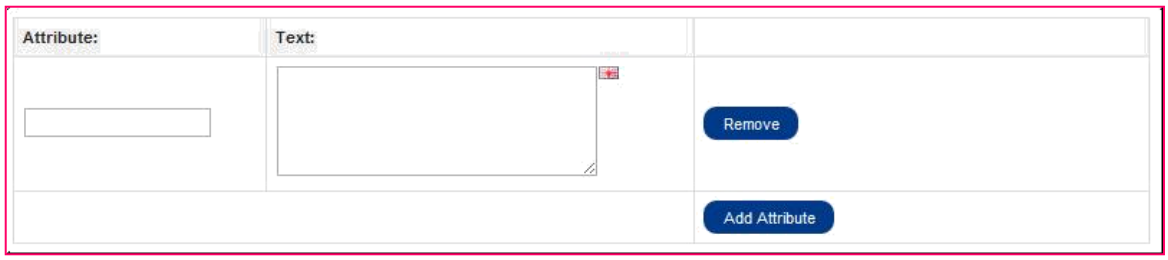
Products :: Links

Links tab

The Links tab specifies which pages OpenCart will show the product on:

- **Manufacturer**: Selecting the product's manufacturer will place the product on the manufacturer's page. Select manufacturers can be viewed on the home page if added to the manufacturer banner.
- **Categories**: Check the categories that the product will be placed into. The product will be listed on the category's page in the store.
- **Filters:** Select the filters to be applied to this product if your Filter module is enabled. See Filters for more information.
- **Stores:** Check which stores will sell this product. Clicking "Default" applies if there is only one store to be managed.
- **Downloads:** If the product is a downloadable product, select the file that will be included with the purchase.
- **Related Products:** In this space, type any related products for this product. These products will be displayed on that product's page for the customer to view. When typing in the space, a drop down box will appear with related products.


Manufacturer:
(Autocomplete)
Mrs. Fields
Categories:
(Autocomplete)
Desserts
Filters:
(Autocomplete)
Cookies > Chocolate Chip
Stores:
Default
Downloads:
(Autocomplete)
Related Products:
(Autocomplete)



Products :: Attribute

Attribute tab

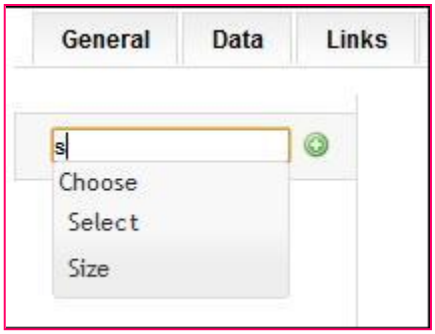
Attributes are the specifications that are compared between products in the Product Comparison. Attributes are originally created under Catalog > Attributes. In Catalog > Products, selecting an attribute will assign an attribute directly to a specific product. If OpenCart was just installed, it will be blank. Press "Add" and a form below should appear. Fill in the blanks with the attribute name and information, and click "Add Attribute".

For example, if a customer wanted to compare monitor size of a computer monitor with another product with a monitor, we could create an attribute for the product. Under "Attribute" we would call it "Monitor size"; in the Text box area we would type the dimensions of the monitor of that specific product, and click "Add Attribute". See Attributes fo r a more in depth explanation of attributes.

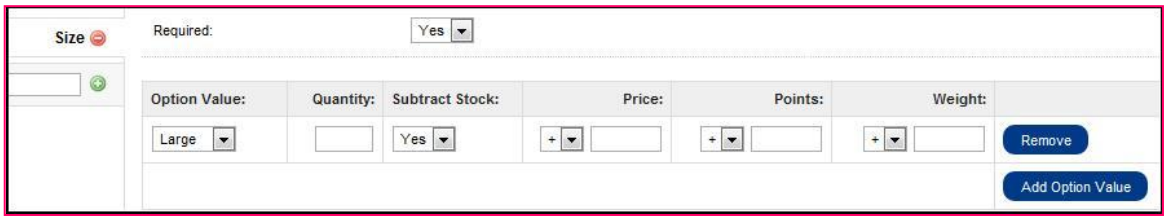
Products :: Option

Option tab

Options are extra selections that a customer can make on the Product page before adding the product to the shopping cart. Options are first created under Catalog > Options, then assigned to a product that is created under Catalog > Products.



One example of an option is "size". Begin by typing "size" into the search box. Size should appear in a drop down box. Select it, and click on the green add button. On the right, click "Add Option Value".



The Option Values were previously created in the Options section under Catalog. In this section any option can be added, such as "Large". To subtract from the quantity every time a product is purchased with this option, you can select "Yes" under "Subtract Stock". An increase of price can be added to the option value, points, and weight. Click "Add Option Value" to assign that information to that specific option value. You can click "Remove" to erase

the option value. See Options for a more in depth explanation of the options feature.

Products :: Discount

Discount tab

The Discount Tab needs the following information to include a discount for a product:

- **Customer Group**: A group of customers (made in Sales > Customers > Groups) that meet a criteria to use this discount.
- **Quantity**: The limit for the amount of products that can apply this discount.
- **Priority**: Adding a priority number such as 1, 2, or 3, will determine when this discount will be used when other discounts are applied to a customer's order. 1 will apply this discount first, while 2 will apply it second, and so on.
- **Price**: The discounted price.
- **Date Start**: The first date the discount will be applied.
- **Date End**: The last date available for use of the discount; the date the discount will end.

Press "Add Discount" once the information has been filled in. Click "Remove" to remove the discount from the product.

Products :: Special

Special tab

The Special tab is identical to the Discount tab, except that this offer will be considered a special, not a discount. Fill in the customer group, quantity, piority, price, date start, date end.

Products :: Image

Image tab

The images tags let the administrator add additional product images to the product page. The main image was already uploaded in the Data tab of Products, so keep in mind these images will be included below that main image on the product page.

You may click "Add Image", then "Browse" to select an image from the Image manager. Assign a number for sorting order. "1" will make it the first additional image, while every descending sorting number will follow it. The image above is an example from a product page in the store front. The large main image was added in the Data tab. The images above were added in the "Image" tab, with the farthest top left assigned as 1, and the following images assigned a lower priority.

Products :: Reward Points

Reward Points tab

Reward points is a feature of OpenCart that assigns customers "loyalty points" for purchasing products from the store. Customers can use these acquired points as a currency to purchase products from the store. You can assign this product a certain number of reward points required for a customer to purchase it with. If you don't want t allow this product to be bought with reward points, you can simply leave this area blank.

Products :: Design

Design tab

If you want a product available on other layouts besides the product page, you can choose to override certain layouts in order to include that product on that page.

Product import

Table of Content

- The Import / Export tool
- CSV and XML Import PRO tools
  Total Import PRO

Several useful tools exist for more easily managing your products in bulk in OpenCart.

The Import / Export tool

The Import/Export tool is a free module that allows you to manage your products and related data from an Excel spreadsheet, and upload this directly to your OpenCart store. It is suitable for smaller product lists only, as it has high memory requirements.

CSV and XML Import PRO tools

The CSV Import PRO and XML Import PRO allow the import of larger product lists in either CSV or XML formats, as provided by many wholesalers and dropshippers. With these tools you can import large inventories into OpenCart in seconds.

Total Import PRO

The Total Import PRO is a premium import tool, allowing a range of configuration options for the import of your products. It supports categories, manufacturers, options and attributes, and both CSV and XML formats. This module can also be run from a cron task so that you can automate your product import and update from a regularly updating product file.

Product import tools

- Product import
- CSV Import PRO
  - Step 1: Global Settings
  - Step 2: Field Mapping
  - Step 3: Adjust Data
  - Step 4: Import
- Total Import PRO
  - Step 1: Fetch Feed
  - Step 2: Global Settings
  - Step 3: Adjust Import Data
  - Step 4: Field Mapping
  - Step 5: Import
  - Cron task (optional)

Product import

Inventory management can be a challenging task when massive amounts of products need to be added to your store's catalog. Product import tools are recommended in times of uploading or updating a large amount of product information. These tools can be used to upload product feeds provided by manufacturers, wholesalers, and dropshippers. Rather than inserting each product one by one, you can use an import tool to mass upload the products. HostJars created a variety of powerful import modules for importing categories, customers, and products to your store. HostJars' import modules can handle imports of thousands of products.

Among the most popular product import tools are:

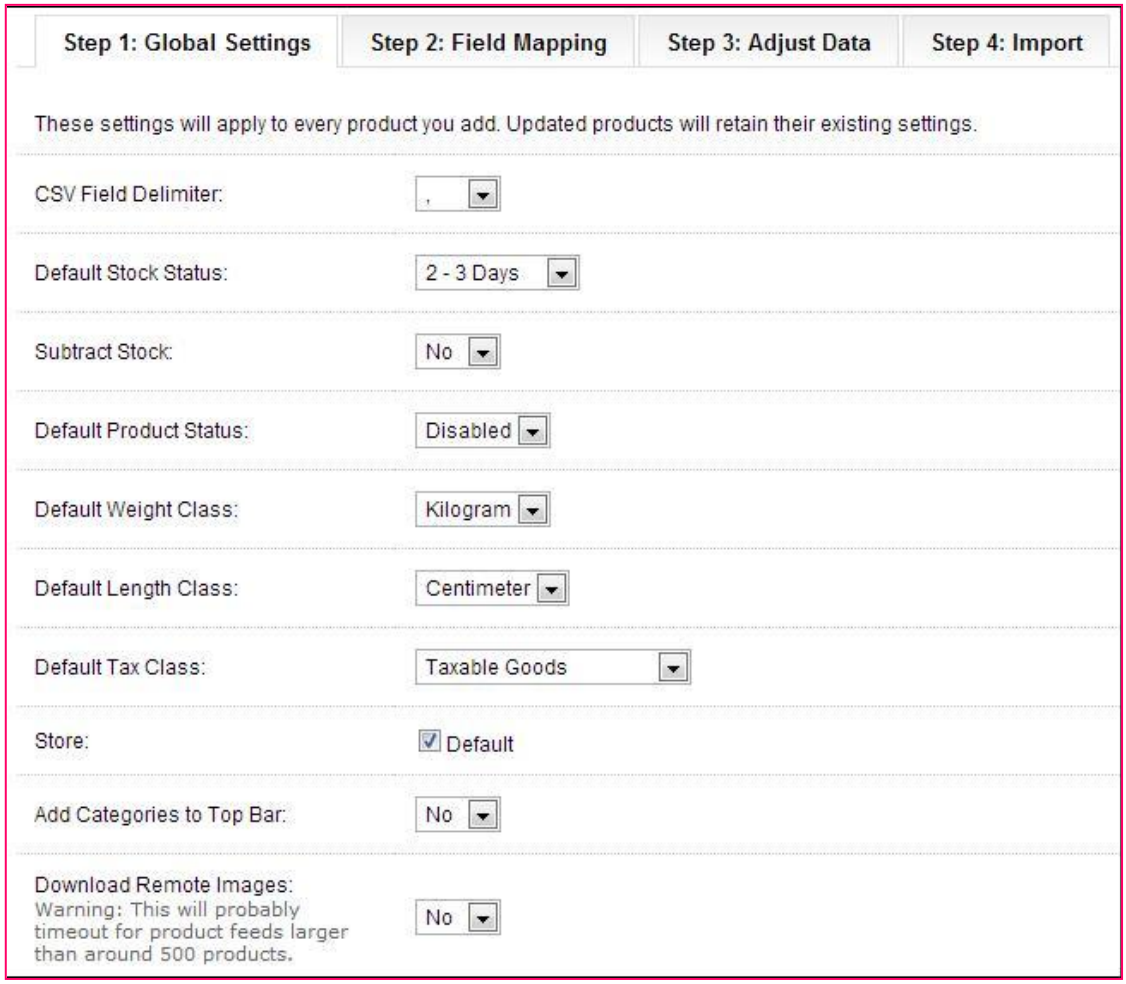
- CSV Import PRO : tool that will upload CSV product feeds, lets you map your column headings to OpenCart product fields, add/update/reset products to store.
- Total Import PRO : a feature rich import tool that will upload products from both CSV or XML files, allow for extensive adjustment to product data, and more.

CSV Import PRO

CSV Import PRO makes it easy to upload products in bulk from an Excel file. Try out the CSV Import PRO module in the HostJars demo store.

Step 1: Global Settings

Step 1 lets the user select the settings that will be applied every product imported from your CSV feed. Default settings, such as stock status, product status, weight class, length class, tax class, and default store will be stored for each product uploaded during the import. This information is normally added manually to the Products Data tab for each product individually. CSV Import PRO simplifies this process by applying the settings universally.



Additional features in Step 1 include setting the CSV field delimiter, allowing you to upload feeds using a different delimiter other than the ',' standard. You can enable or disable categories from being added to the top bar in the store front. Also, you can download remote images from instead of linking to images already inside the image/

folder.

Step 2: Field Mapping

Step 2 is where the column headings of your CSV feed will be mapped to specific fields from OpenCart. For example, if we wanted to map our field "Retail Price" to the OpenCart field "Price", we would enter "Retail Price" in the CSV Column Heading blank corresponding to the "Price" field.

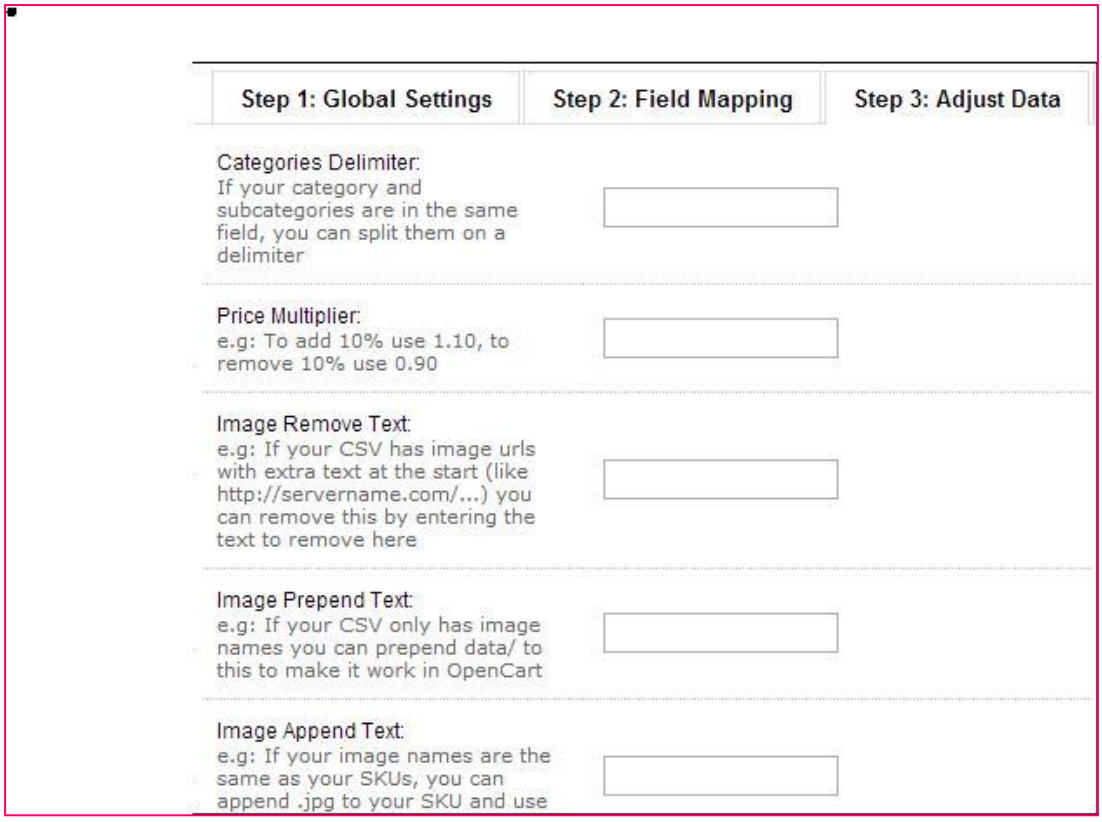
These fields encompass all the necessary fields found in each tab of Product. If a product has more than one category, attribute, or additional image, clicking the "More" button will add another field to map a column heading to.

Step 3: Adjust Data

Step 3 allows for the editing of specific data for feeds. If mapped correctly to the corresponding field, the following adjustments can be made:

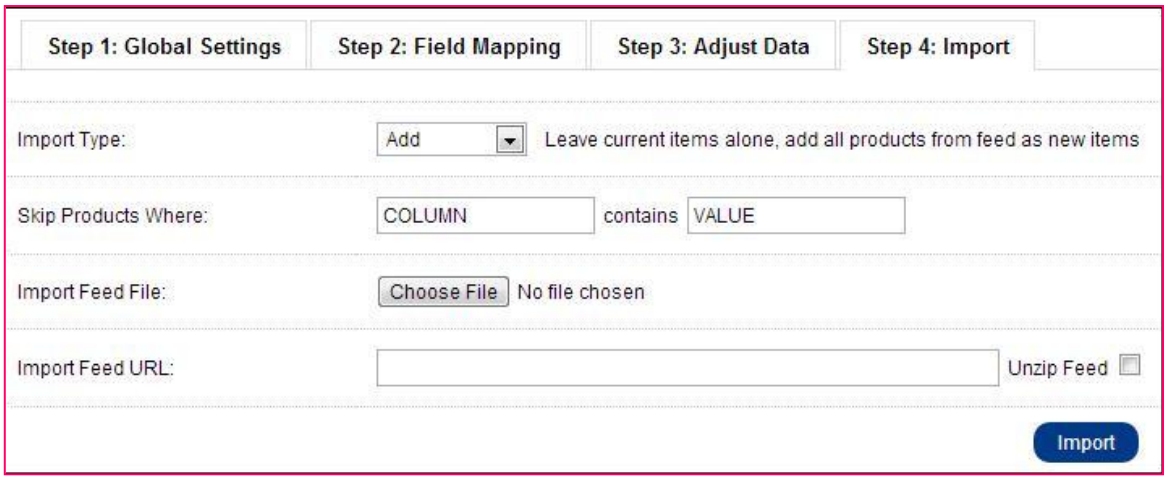
category delimiter
price multiplier

- image remove tex
- image prepend ext
- image append text



Step 4: Import

Step 4 lets you select whether you are adding, updating, or resetting products to your store. In addition, you can either import product feed via upload or link to the url and skip columns with a specific value. The Unzip Feed checkbox will unzip a zip file.



Total Import PRO

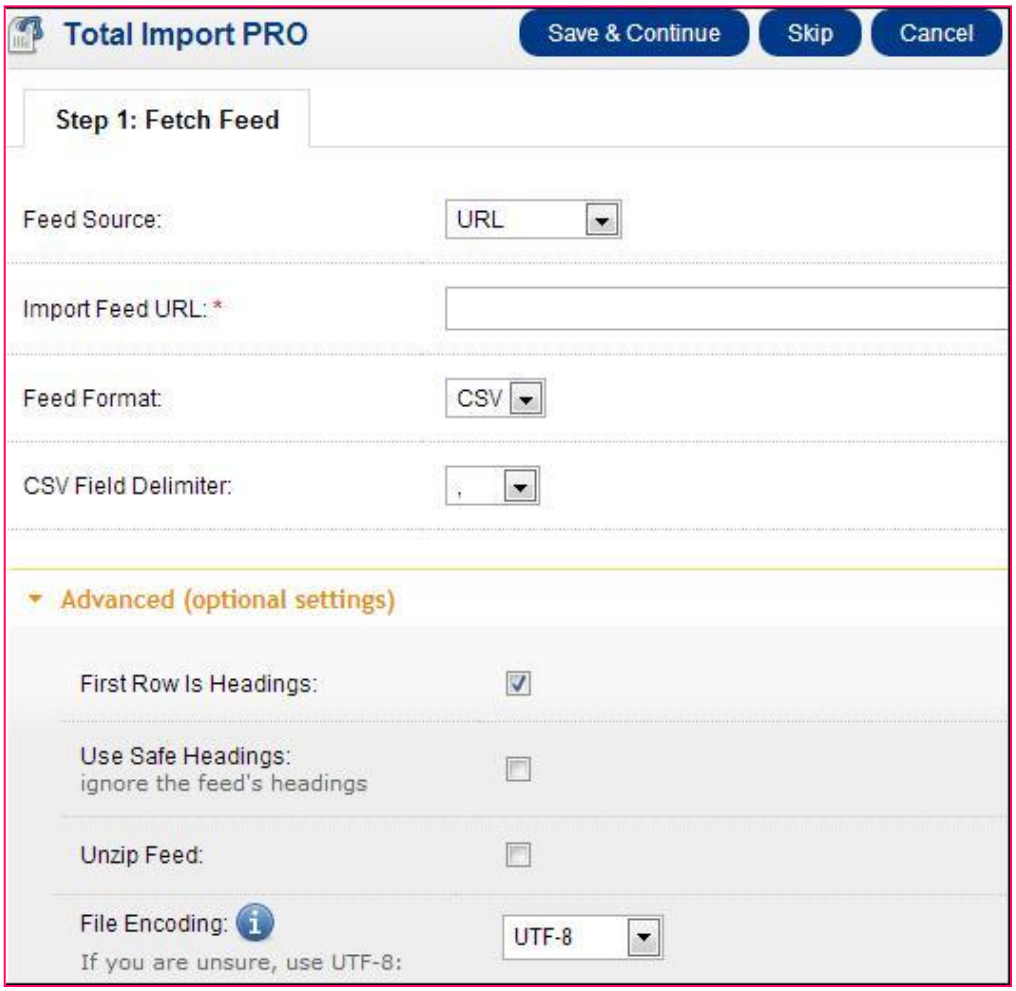
Total Import PRO takes the features of CSV Import PRO and expands them to both CSV and XML feeds. As a premium import tool, there are a range of configuration options for the import of your products. It supports categories, manufacturers, options and attributes, and both CSV and XML formats. This module can also be run from a cron task so that you can automate your product import and update from a regularly updating product file.

Added customization to feed fields are improved with Total Import PRO, and options for importing from multiple data sources are included. This powerful import tool will simplify the inventory management process and shave off hours of time. Try out Total Import PRo is the Hostjars demo store.

Step 1: Fetch Feed

Step 1 is where you will upload your feed. This step allows for the feed to be uploaded in a variety of ways. The feed source lets you determine how you want to upload your feed, from URL, File Upload, FTP, and File System.

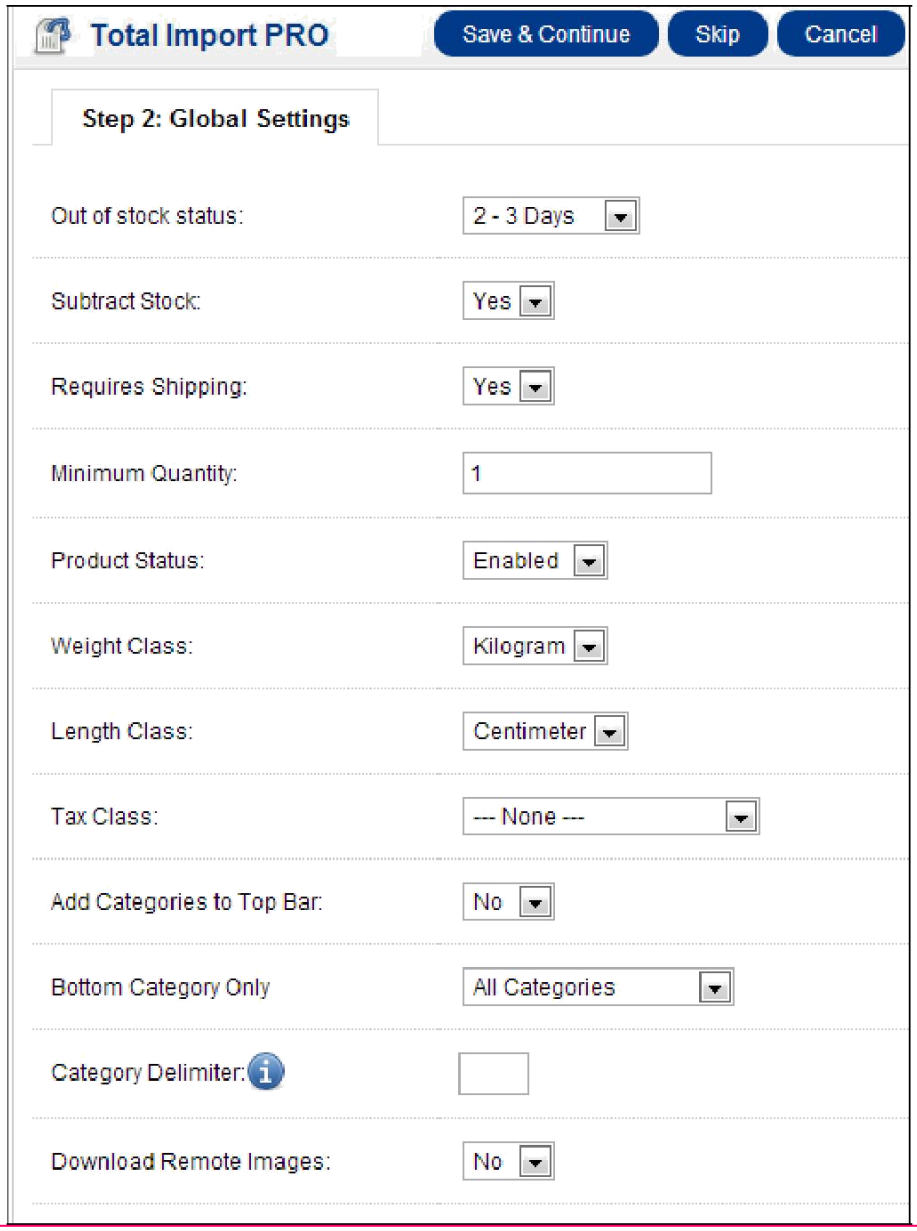
.



The advanced settings gives you added control over how your feed is uploaded: you can specify if the first row is headings, if the feed is a zip, and what the file-encoding of the feed is.

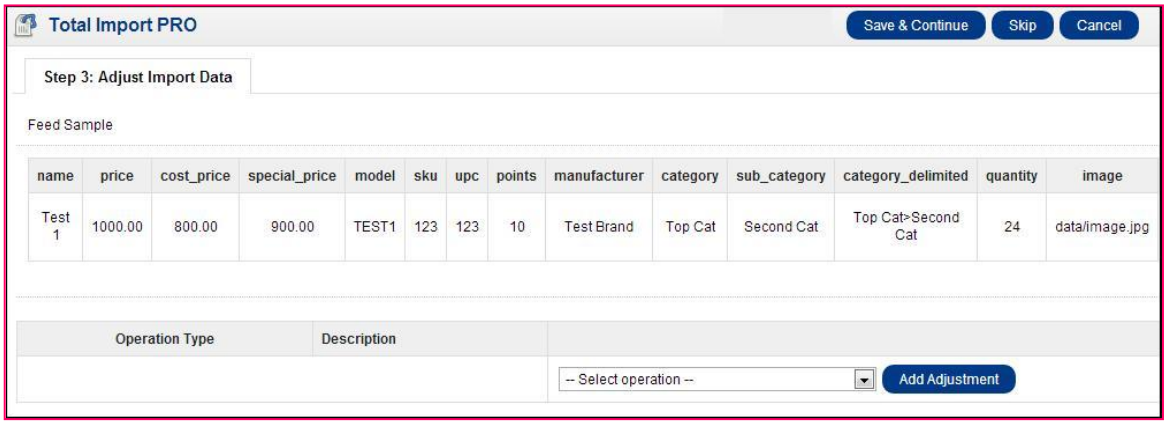
Step 2: Global Settings

Step 2 of functions like Step 1 of CSV Import PRO: the settings here will be applied to every product.



Step 3: Adjust Import Data

Step 3 will display a feed sample of the feed uploaded in Step 1. This will contain the column heading, and the contents of the first row of the feed.

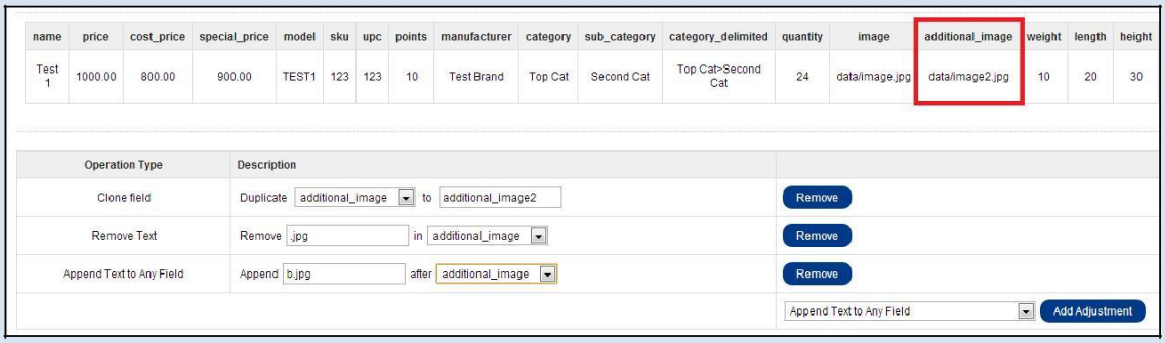


One of the highlights of this product can be seen through the adjustment step. Instead of needing to update the fields in the CSV or XML feed manual, you can use a multitude of operations to add data to a field. Here you can import product data from the feed given from your manufacturer or wholesaler without manually editing the feed.

Operations can adjust product data in powerful ways. The following operations are available for field data modification:

- Adjust Price (Multiply)
- Adjust Price (Add)
- Split Category on Delimiter
- Append Text to Image
- Prepend Text to Image
- Filter Products (equals)
- Filter Products (not equals)
- Append Text to Any Field
- Prepend Text to Any Field
- Multiply Any Field
- Add to Any Field
- Split Any Field
- Replace Any Field
- Replace Newlines with the HTML break tag
- Remove Text
- Filter Products (containing)
- Filter Products (not containing)
- Clone Field
- Append Field to Field
- Merge Multi-Row Products

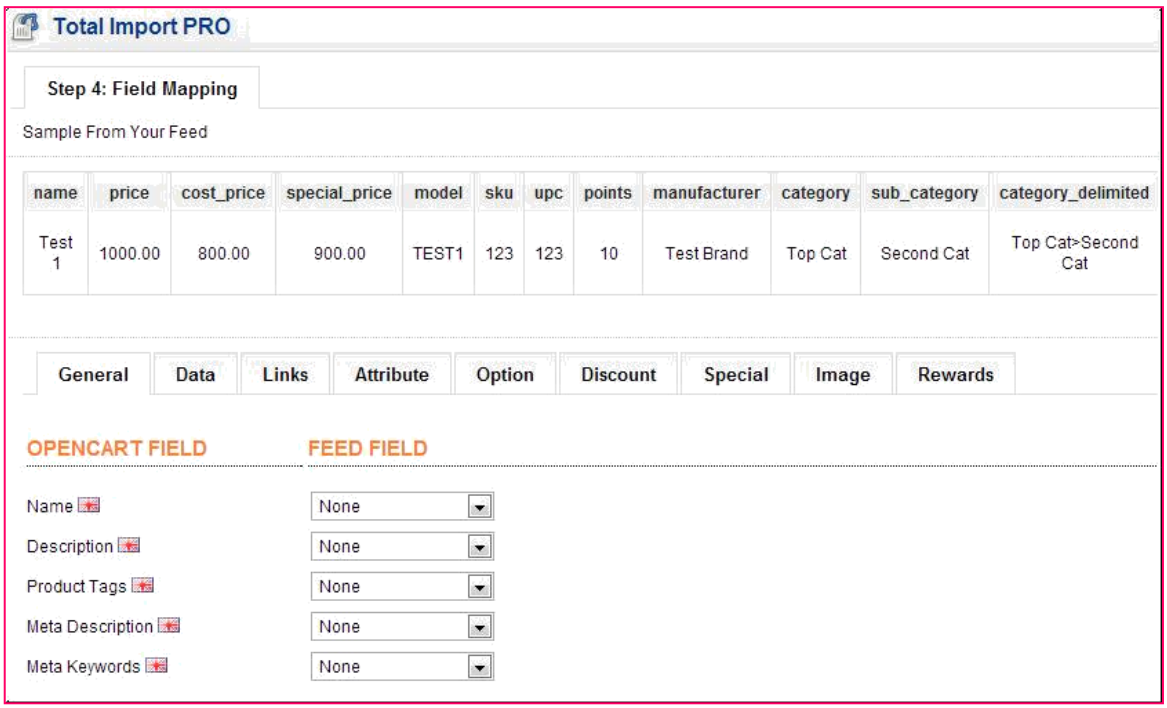
Lets take a look at an example of how we can use the Adjust Data section to suit our needs. Our goal will be to add another image field to our feed and change the file path/name to the image.



Clone field will clone the additional_image field and set its contents to additional_image2. We will remove the .jpg to add our new name to the image. Append text to any field will add the "b.jpg" to change the contents to "data/image2b.jpg". Now we will have an extra additional image field, with additonal_image2 being the original additional image field, and additonal_image being the new image field. As you can see, the adjustments made in this step can save you hours of manually adding data to your feed.

Step 4: Field Mapping

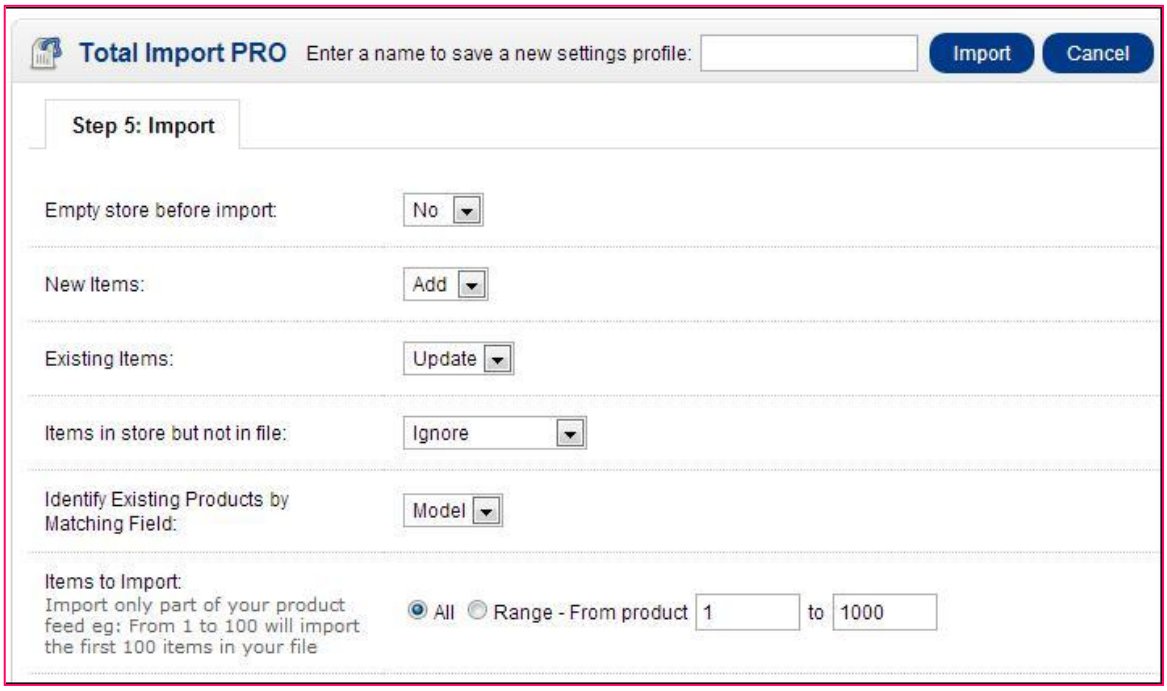
Step 4 of Total Import PRO is where you will map your feed's fields to OpenCart's pre-existing feeds. Also, you will be able to see the result of any operation changes in the new sample feed generated in Step 4.



The tabs above correspond to the fields mapped in the Product data tab when you insert a new product: General, Data, Links, Attribute, Option, Discount, Special, Image, Rewards.

Step 5: Import

The last step of Total Import PRO takes all the fields mapped and settings applied from the product feed, and uploads them to the store. You have the option to empty the store, add/skip new products, update/skip existing items, ignore items in the store but not in the file, identify existing products by a matching field, and make partial or full feed imports.



You can save all the selected settings from the previous steps as a new settings profile.

Cron task (optional)

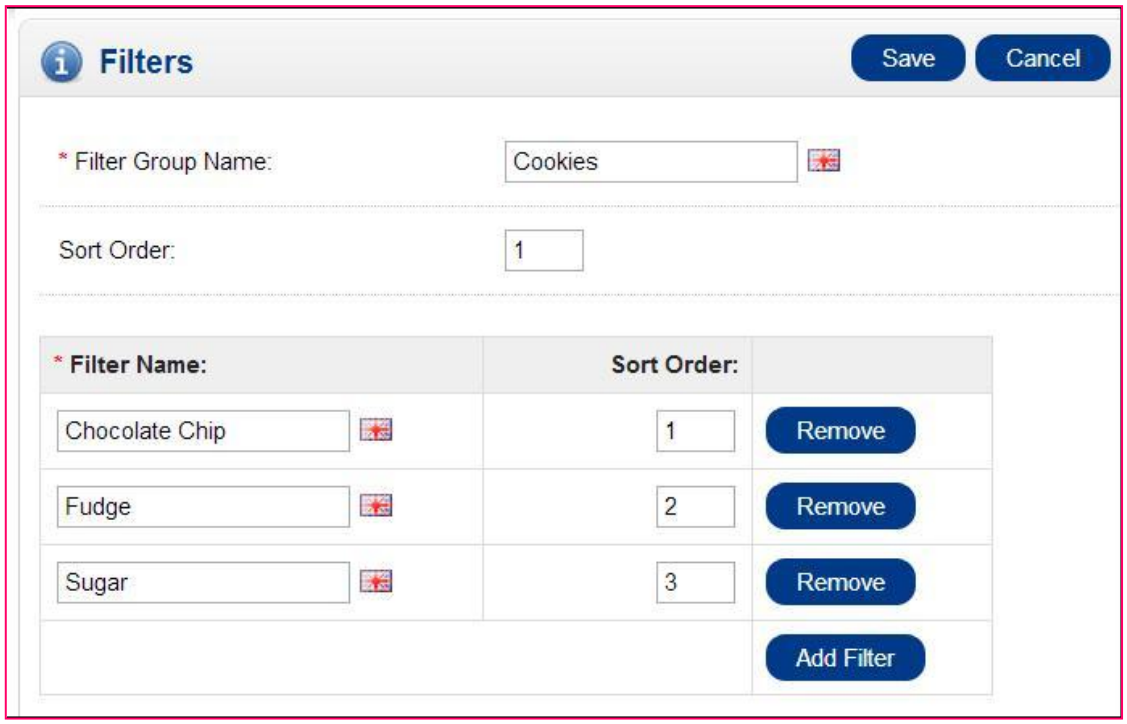
Total Import PRO simplifies product import even further with the option of running the module with cron tasks. Setting a cron task will save you the process of manually uploading the feed to the admin interface every time you want to upload a feed. Just set up a cron task, and let Total Import PRO run the import for you at a specified time, worry-free. For a more detailed explanation importing with crontasks, visit the HostJars knowledgebase.

For additional documentation and articles on Total Import PRO, see the HostJars knowledge base.

Filters

Filters are a new, optional feature introduced in OpenCart v. 1.5.5 to the Catalog tab. They are used to group together designated products, which then can be mapped to specific layout pages in the store front. This feature gives the store owner more control over what products are viewed by their customers in the front office, compared to the traditional OpenCart search options.

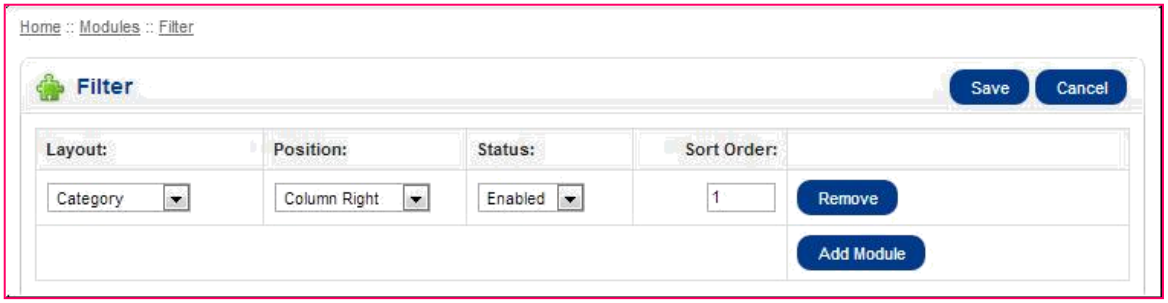
To create a new filter, click Insert. You will be directed to a form asking for the following information about your new Filter Group.



Each filter group can contain multiple filter names, which can then be sorted according to your preference. The sorting of the filter name affects the order of the filters as seen in the store front.

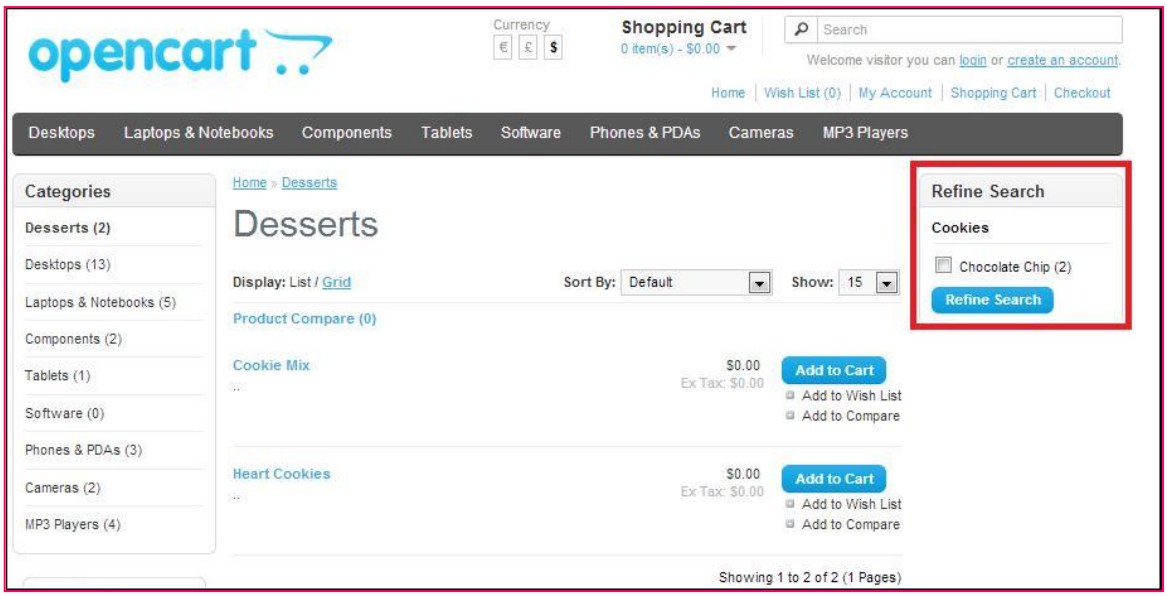
The filter groups and subsequent filter names can be anything that relates a group of products together. This gives you the added customization of determining which products can be viewed in different layouts and pages for your store front. The filter group above is designated to cookies, and the filter names include cookie types. Later we will link these filters to the dessert products in our store.

In order to make use of the Filter feature, the Filter module must be enabled under Modules, and mapped to a layout. For this example, filters will now be mapped to the Category Layout in the right column of the page.



In order to make filters active to a specific category, the filter must be mapped to the category'sData tab. In addition, any products you want to be linked through the filter must be added in the Links tab when editing a product. Products are linked through selecting a Filter Group > Filter Name.

The image below shows the result of the Cookies > Chocolate Chip filter name being linked to the Cookie Mix and Heart Cookies products. Since this particular filter group was mapped to the Desserts category, as well as all filters being mapped to Categories in general, we can see the Refine Search box in the right column of the image below. When the customer checks one of the filter names and clicks "Refine Search", they will be redirected to the Desserts category page with all the products linked to that filter.



Attributes

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- Attributes in the administration
- Attribute Groups
- Creating attributes

Attributes in the store front

- Creating an attribute and attribute group for Product Comparison
- Assigning the attributes to a product
- Viewing the attributes in Product Comparison

Attributes in the administration

The attributes section lets you edit the attributes compared between products in "Product Comparison". When viewing products in the store front, customers have the option to add products to "Add to Compare" to analyze the similarities and differences between products in the store. Attributes can be used to describe the size, weight, color, and any other specifications of the product that have potential for comparison. You can create these attributes in the Catalog > Attributes area. To add attributes directly to products, visit the Attribute tab under Products.

> Try to create universal attributes that are consistent across specific categories of products. For example, if your shop sells computer monitors, you could create a 'screen resolution' attribute. This attribute needs to be added consistently to all the computer monitor products in your store. It is more likely that a person will compare two computer monitors, rather than comparing a computer monitor and a random product with different attributes.

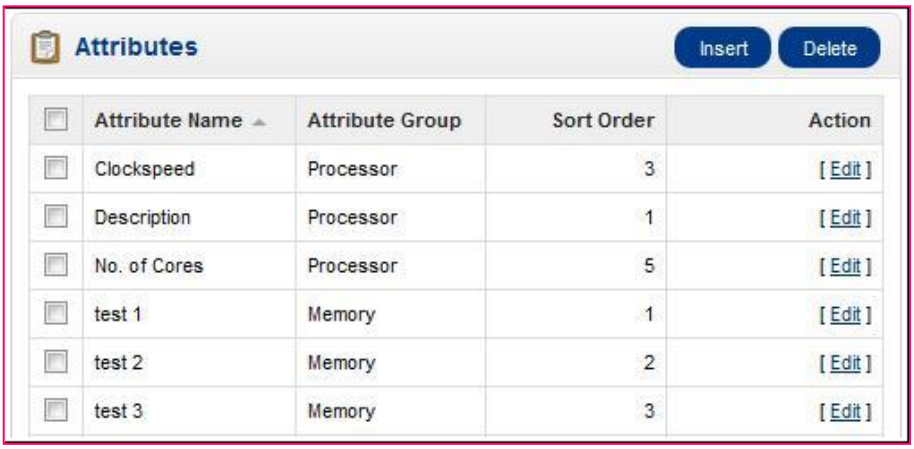
Attribute Groups

An attributes group contains related attributes that can be compared under Product Comparison. Attributes such as 'Clockspeed' and 'No. of Cores' can be organized under the larger attribute group of 'Processor'.

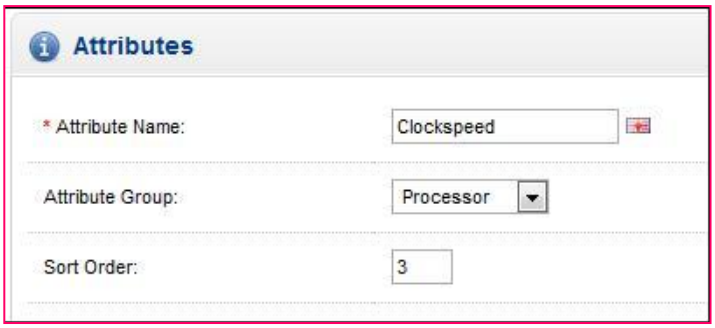
To create an attribute group, go to Catalog> Attributes> Attributes Group and click "Insert". This form only requires an attribute group name in "Attribute Group Name". Adding the "Sort Order" is optional. Adding a sort order will affect the arrangement order of attributes under Product Comparison. The attribute groups created here can have individual attributes added to them later.

Creating attributes

In Catalog > Attributes, attributes can be created, edited, and deleted.



To create a new attribute, click "Insert". This button will direct you to a page asking for the "Attribute Name", "Attribute Group", and "Sort Order".



The "Sort Order" determines the position of the attribute if the product has multiple attributes assigned to it. The "Attribute Group" is the larger group of attributes that this particular attribute will belong to when assigned.

Attributes in the store front

At this point in the guide, you should be familiar with creating attributes on the administration side; so let's see how creating an attribute in the back-end can affect the store front of the shop. For the purposes of this example, we want to add a 'Display' attribute group to help our customers compare the differences between "aspect ratio" and "monitor size" attributes for our default laptop products in our store.

Creating an attribute and attribute group for Product Comparison

The first step is to create a broader attribute group to store our individual attributes, aspect ratio and monitor size. We will create 'Display' as our attribute group, under Catalog > Attributes > Attributes Groups.

The next step is to create the specific attributes, Aspect Ratio and Monitor Dimensions, with descriptions under Catalog > Attributes > Attributes.

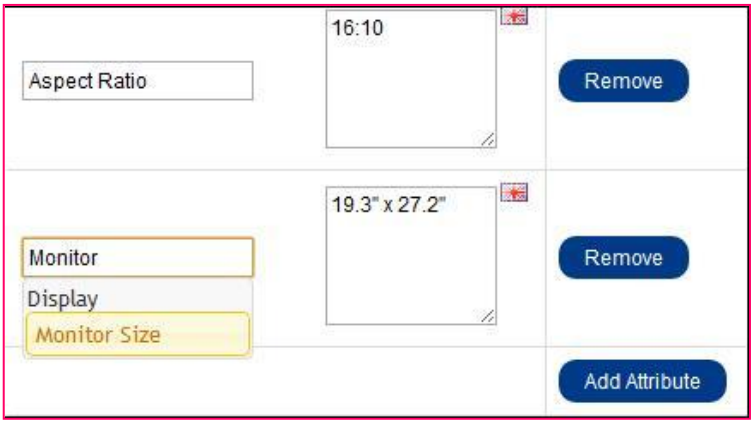
We type the name, Aspect Ratio, then assign it to the broader attribute group "Display". We assign 1 to sort order because we want this attribute to be above all the other attributes in the Display attribute group. When we click

"Save", "Aspect Ratio" will be added to the attributes list. We create another aspect ratio named "Monitor Dimensions", but we will change the sort order to 2, so that it appears below "Aspect Ratio" under Product Comparison.

Assigning the attributes to a product

Now that we have the attributes created, we need to edit the individual products to contain these attributes. To be consistent, we will add "Aspect Ratio" and "Monitor Dimensions" to all of our laptop products. We don't want a scenario where our customers need to compare different laptop products, but only one or two of our laptops has the "Aspect Ratio" listed to compare.

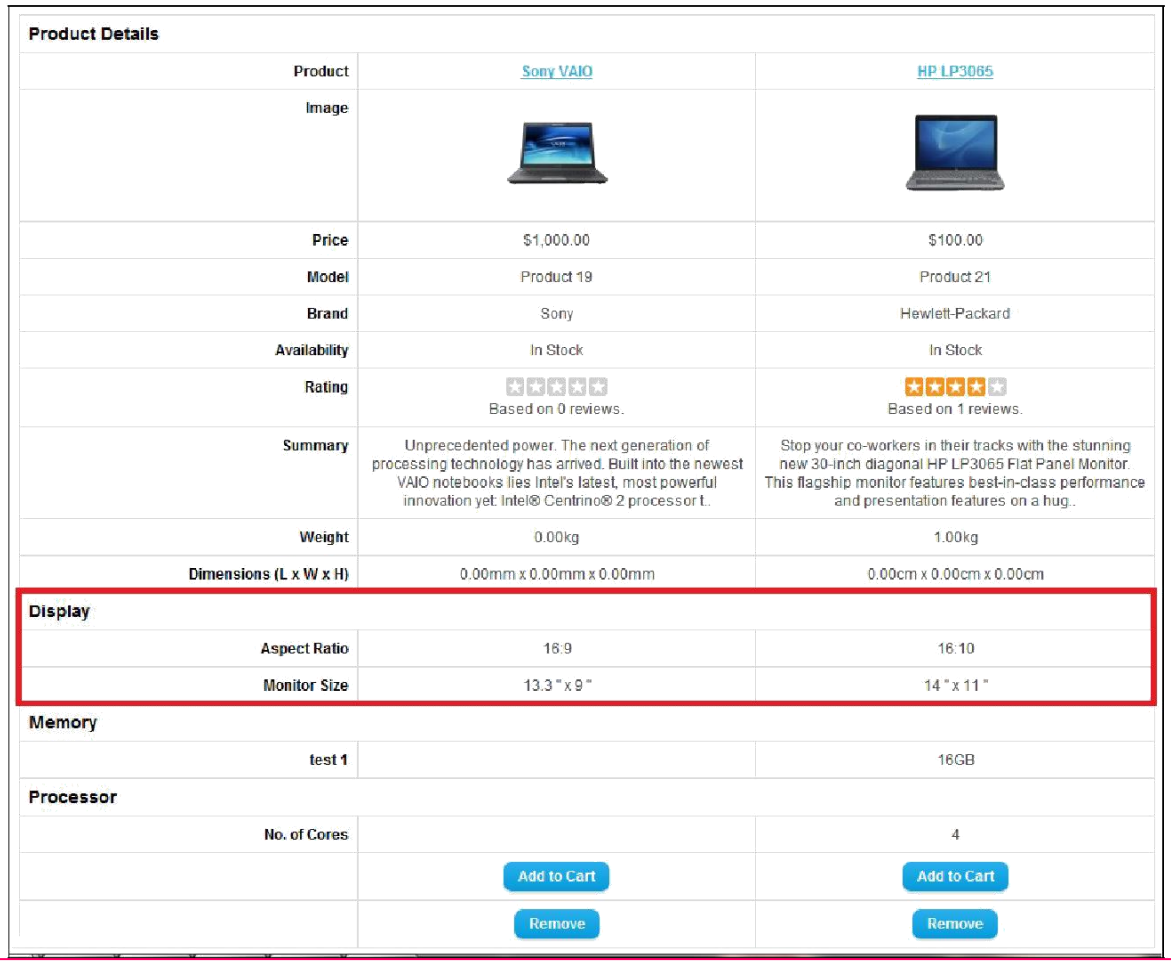
To add attributes directly to a product we go to Catalog > Products, and click edit for our HP laptop product. In the Attributes tab, we add the Aspect Ratio and Monitor Size attributes individually. The text description must be manually added, so we add 16:10 to "Aspect Ratio" and 19.3" x 27.2" to our monitor size. As seen below, when we start typing "Monitor", both the attribute group *and* attribute name is displayed in the drop down box.



We will continue on by adding these two attributes individually to all of our laptop products.

Viewing the attributes in Product Comparison

In the store front we added the Sony VAIO and HP LP3065 laptops to our product comparison from their respective product pages. Under the Product Details we can see our Display attributes group (highlighted by the red box). Since we gave the group a sort order of 1 when we inserted it into the attribute group list, it was the first attribute group displayed. Within the "Display" group, our "Aspect Ratio" and "Monitor Size" attributes are listed according to their sorting order. The specific text we included in the attribute section under Products is shown under each respective product column.



Product Details		
Product	Sony VAIO	HP LP3065
Image		
Price	$1,000.00	$100.00
Model	Product 19	Product 21
Brand	Sony	Hewlett-Packard
Availability	In Stock	In Stock
Rating	Based on 0 reviews.	Based on 1 reviews.
Summary	Unprecedented power. The next generation of processing technology has arrived. Built into the newest VAIO notebooks lies Intel's latest, most powerful innovation yet: Intel® Centrino® 2 processor t..	Stop your co-workers in their tracks with the stunning new 30-inch diagonal HP LP3065 Flat Panel Monitor. This flagship monitor features best-in-class performance and presentation features on a hug..
Weight	0.00kg	1.00kg
Dimensions (L x W x H)	0.00mm x 0.00mm x 0.00mm	0.00cm x 0.00cm x 0.00cm
Display		
Aspect Ratio	16:9	16:10
Monitor Size	13.3" x 9"	14" x 11"
Memory		
test 1		16GB
Processor		
No. of Cores		4
	Add to Cart	Add to Cart
	Remove	Remove

Our customers can now make a more informed decision with their purchase by comparing the Display attributes in Product Comaprions. Understanding how to use attribute groups and attributes with products can help raise the level of customer satisfaction.

Options

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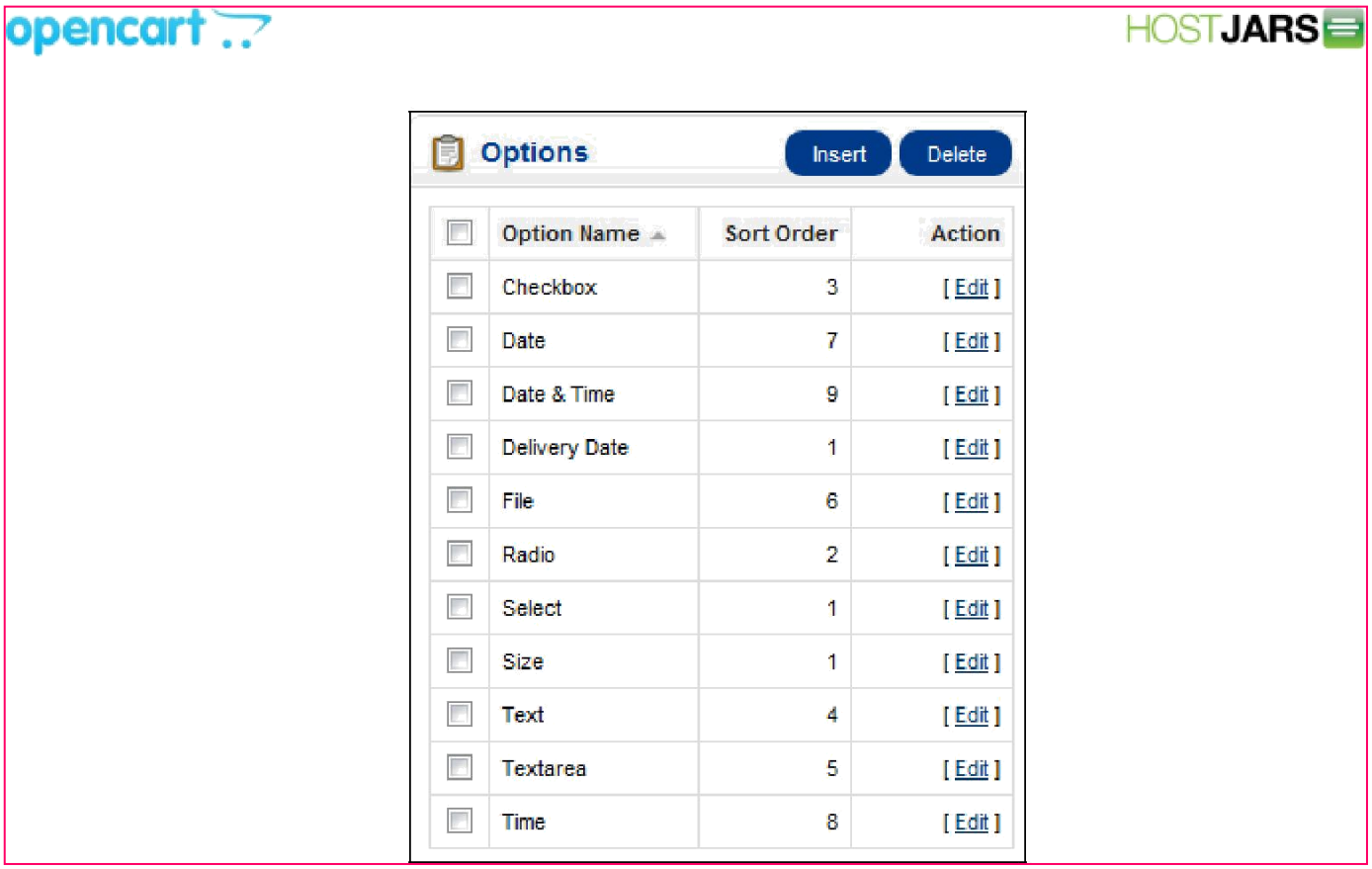
- Options in the administration
- Adding options to products
- Choose type
- File type
- Date type
- Input type
- Options displayed in the shopping cart

Options in the administration

The Options section, under Catalog, lets you customize what details the customer sees when checking out a product. On the product page, the "Available Options" section is displayed under the price. The option for that product must be selected before the customer can add the product to the shopping cart.

The image below displays the default options, but you can choose to edit or delete any of them. Essentially, the options can be created to fit whatever added specifications are needed for the customer to purchase the product.

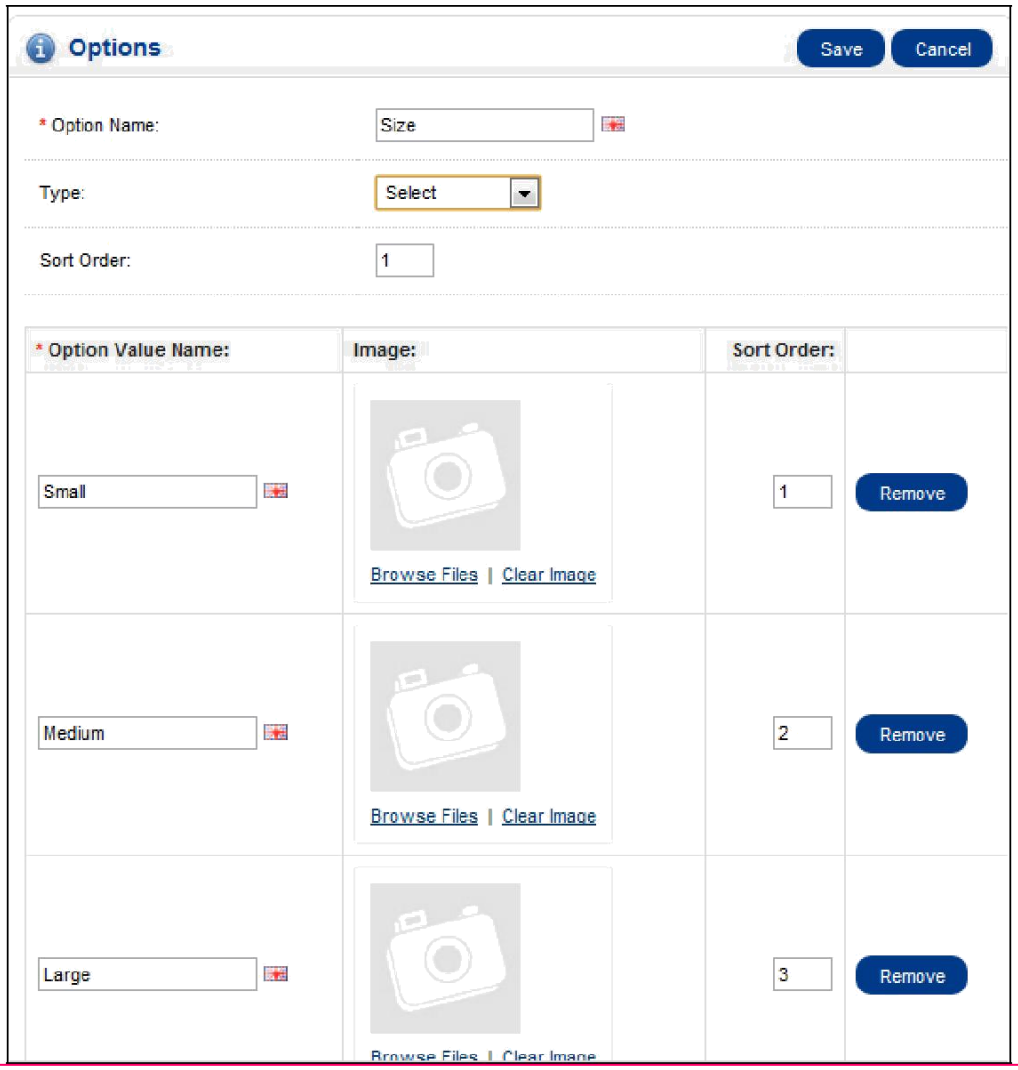
The "Insert" button will direct you towards creating a new option.



For example, if you wanted the customer to choose a size for a particular product before checking out, you can create a "Size" option.

The "Type" dropbox will show a variety of ways to display this option:

- **Choose**: "Select", "Radio", "Checkbox", "Image"
- **Input**: "Text", "Textarea"
- **File**: "File"
  Date: "Date", "Time", "Date & Time"



For the "size" option, three option value's were created : "Small", "Medium", and "Large". Images could be added fo the option, but since it is referring to size the option value name will suffice. If the option was "Color", having images of the color would be appropriate.

Adding options to products

To apply the options to a specific product, you will need to edit the Option tab under Catalog > Products. Options could to be created prior to adding a product, then added during product creation in the Options tab.

Options in the store front

With the general concept behind "Options" explained above, we can now go into a detailed example of using the Option section to alter the checkout experience in the store front. For this example, we will be adding Options to the iPod Classic product example provided from installation.

The image below was taken from our iPod Classic product page. We can see that product details such as manufacturer, product code, availability, and price are given product details next to the product image. The only interactive option seen below is the "Qty", or quantity. In the space provided next to quantity, the customer can alter the amount of iPod classics to be added to the shopping cart.

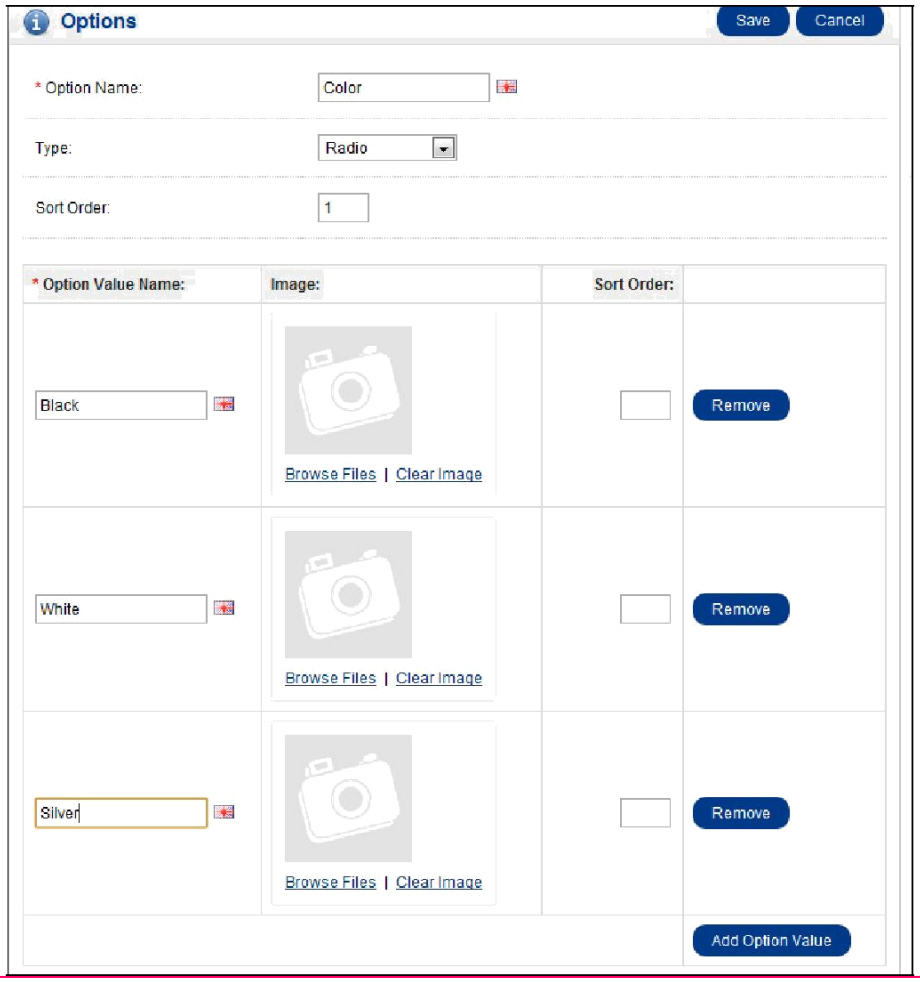
For the purpose of this example, we want to add more options to customize the type of iPod Classic that will be purchased by the customer. Under Catalog > Options we will insert new options with varying option values. OpenCart allows for four different types of options for customers to select under Options: **Choose**, **File**, **Date**, and **I nput**.

Choose type

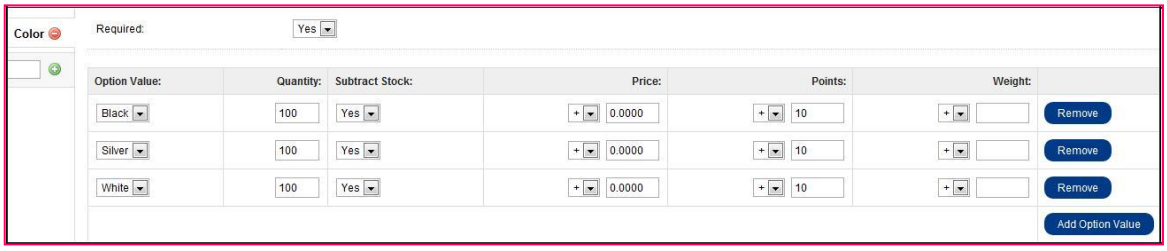
The "Choose" Type lets the customer select specific option values. Among these choose types are the following sub-types:

- **Select**: Provides a drop down box where the customer must select an option value.
- **Radio**: Select-able icons with the option values. Only one radio selection can be made; clicking another selection will deselect the previously clicked option and move it to the current selection. **Checkbox**: Multiple option values can be checked at once.
- **Image**: Gives a radio selection next to small uploaded
- images.

In our stock we have different colors of classic iPods: black, silver, and white. The Option Name to describe these colors will be "Color". We decided that we want to use a radio type option to display the color options. We want this option to be the first option in the list, so we gave it a sort order of 1. We added 3 option value names for our colors: Black, White, Silver. If we wanted to, we could have uploaded an image of the iPods in their different colors next to their respective value names using the Image manager.



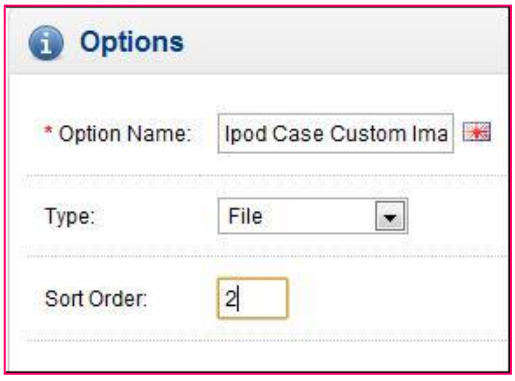
Next we will move to the Options tab to add our option to a product under Catalog > Products. This section is different than the Options section under Catalog because it will directly assign a previously created option to a product. We clicked the green '+' icon and typed in Color to bring up our "Color" option that we made under Catalo > Options. In the Option Value column, we added 3 values to enable the Black, Silver, and White option values to be displayed. In addition, we added the quantity of each color available, selected "yes" to subtract stock, and added 10 points to the Reward Points. We could add an increase or decrease in price for select colors, or indicate the weight, but we chose not to.



Saving this Color option under the Options tab will automatically change how this product is viewed on it's product page. The product page can be seen in the screenshot below. Already, we discover that a new section has been added under price named "Available Options". We see our Color Option with the three colors in a radio selection format. The red asterick means that this option must be selected before adding it to the cart. If a selection isn't made, the customer cannot add the product to the Shopping Cart.

File type

The file type requires the customers to upload a file of their own before adding the product to their cart. In our example, we want the customer to upload an image file before checking out so that we can add the image to a custom iPod case. There is only one option under File Type called File.



When we move to the Option tab under the Catalog > Product to add the option to the product, there is only an selection to require the file or not. There isn't any option values since it is up to the user to upload their own file from their computer.

The result of saving this option can be seen on the iPod Classic product page. The sort order of 2 set the file type option below the Color option. When the customer clicks on the "Upload File" button, they can select a file from their

computer that will be included in the checkout.

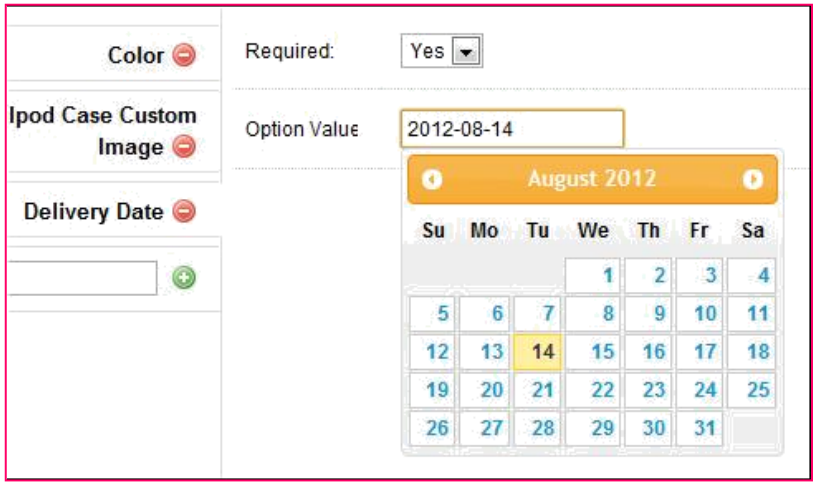
Date type

The Date type allows for three different types of selection: Date, Time, or Date & Time.

For our product, we want the customer to include a specified date for delivery, so we title the Option Name as "Delivery Date". We select the Date type because we don't want the exact time to be included. We added a sort order of 4 because we want this to be the last option viewed before the customer adds the product to their cart.

In the Option tab we can determine if it is a required option and what date we want included in the space. The

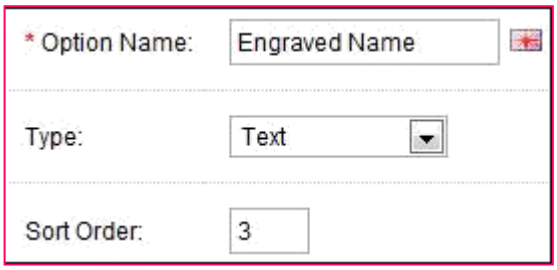
customer can change the date using the calendar on the product page, so the date of the option value doesn't matter too much.



The result of the date type can be seen in the product page image below. The Delivery Date was sort number was 4, so it falls below the Color and Ipod Case Custom Image options.

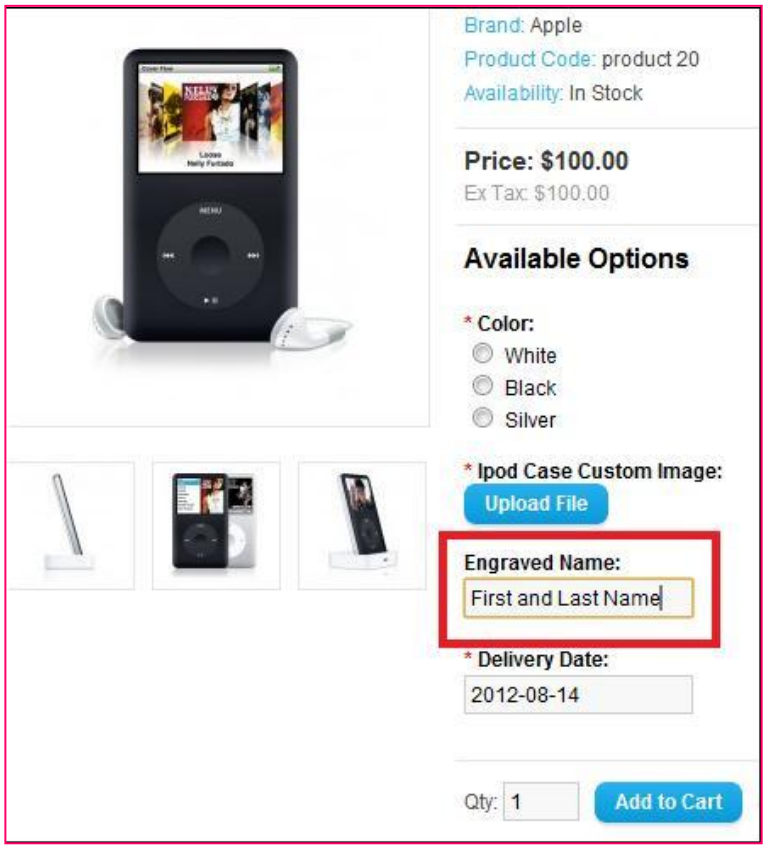
Input type

The Input type allows for a text or text area option. The difference between text and text area is that text is one line of blank text to be filled in, while text area gives more space for longer comments. For our iPod Classic we decided that we need an Engraved Name option to engrave the name of the customer on the iPod. We need the customer to type in their first and last name, so we chose the text type. We gave a sort order of 3 because we want the Engraved Name option to be above the Delivery Date.



In the Options Tab under Products we decided that this option doesn't need to be required to check out. In the Option Value we filled in "First and Last Name" so the customer knows to enter their first and last name in the box.

When the option is saved to the product, we can see the Engrave Name section under Ipod Case Custom Image and above Delivery Date. The red asterick is missing because we chose "No" under "Required". The option value shows "First and Last Name" in the box, but the customer can type their own name in that area.



Options displayed in the shopping cart

When the customer makes their selection and adds the product to their cart, the shopping cart will display the iPod Classic product options under the Product Name column. Every option selected will be included under the iPod Classic. When the customer checks out, this product information will be included.

The Option section adds another layer of flexibility in customizing product information on product pages. By becoming familiar with the Options tab, you will improve the OpenCart transaction process for your customers.

Manufacturers

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- Manufacturers in the administration interface
- Manufacturers in the store front

Manufacturers in the administration interface

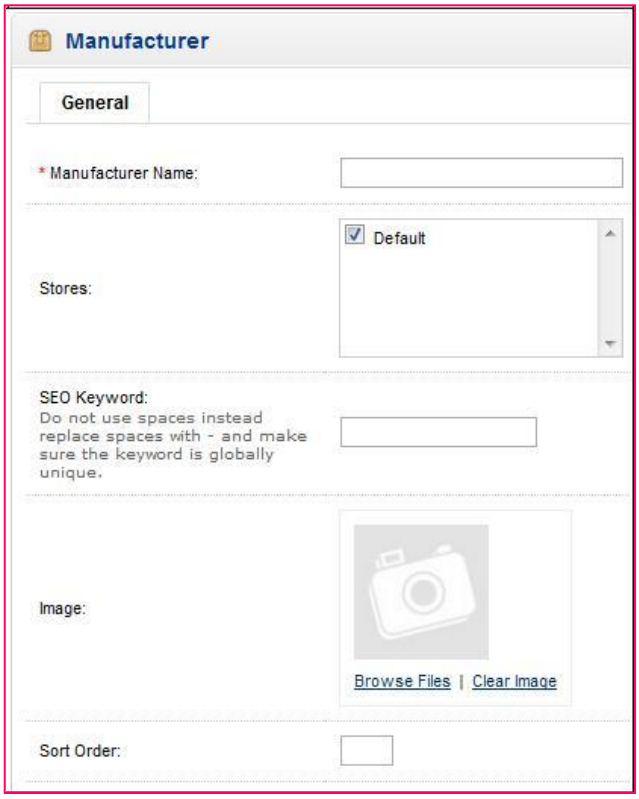
The Manufacturer section is used to categorize products by manufacturer. This section can be accessed under Catalog > Manufacturers.

The Manufacturer names below came with the install. They can be deleted, and new manufacturer information can be added in its place. The manufacturer information should be created before products are added, so the manufacturer category can be selected when adding the product. Saving a product without including the manufacturer isn't advised, because customers can search for products in the store front through their manufacturer page. With the manufacturer missing from the product information, the product will not be available on those pages.

To insert a new manufacturer, the following information is required:

- **Manufacturer name**
- **Stores**: Default will be selected if there is only one store. If you have more than one store using OpenCart, you can add a manufacturer to multiple stores by checking on them.
- **SEO Keyword**: the keyword used for search engine optimization (optional)
- **Image**: an image of the manufacturer (optional). See the Image manager to learn how to upload images.

- **Sort Order**: the position the manufacturer will be sorted among multiple manufacturers (optional)

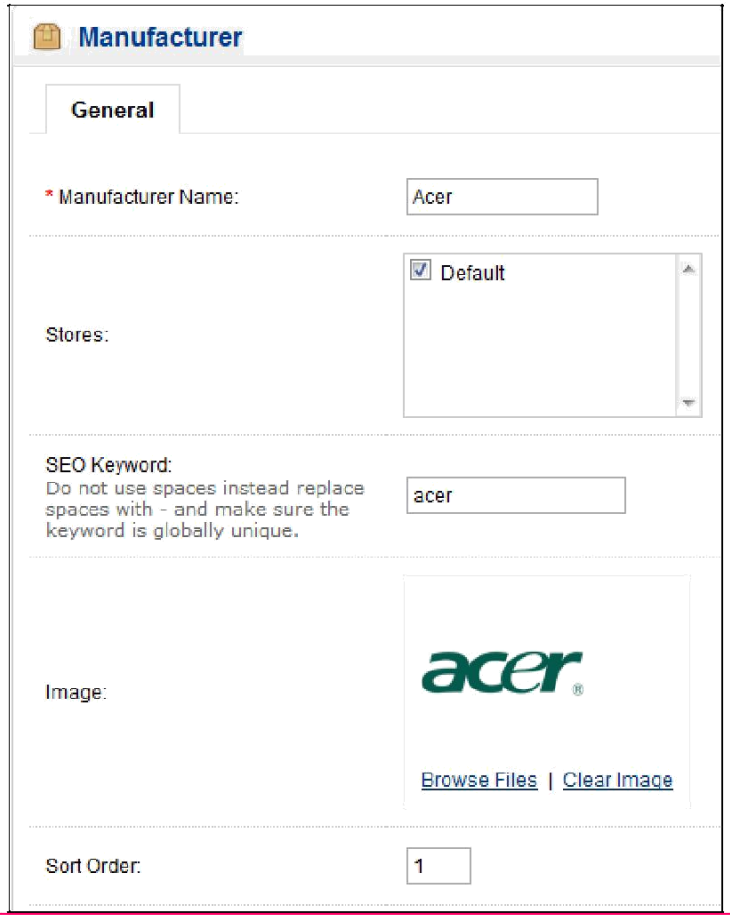


To edit existing manufacturers you can locate "Edit" under "Action". Clicking edit will direct you to the form above with the previously filled-in manufacturer information.

> The product will need to be reassigned to the newly changed manufacturer, if the manufacturer name is changed. If the manufacturer name remains unchanged, but any of the other information is edited, the product will automatically adopt the new manufacturer information.

Manufacturers in the store front

Manufacturers will always need to be assigned to products in the store inventory to affect the store front. See the Products section for more information on how to assign manufacturers to products in the administration. In the store front, the manufacturer "categories" serve to organize products under manufacturers. To illustrate how products are organized under manufacturers in the store front, we will create a new manufacturer and assign it to a product.

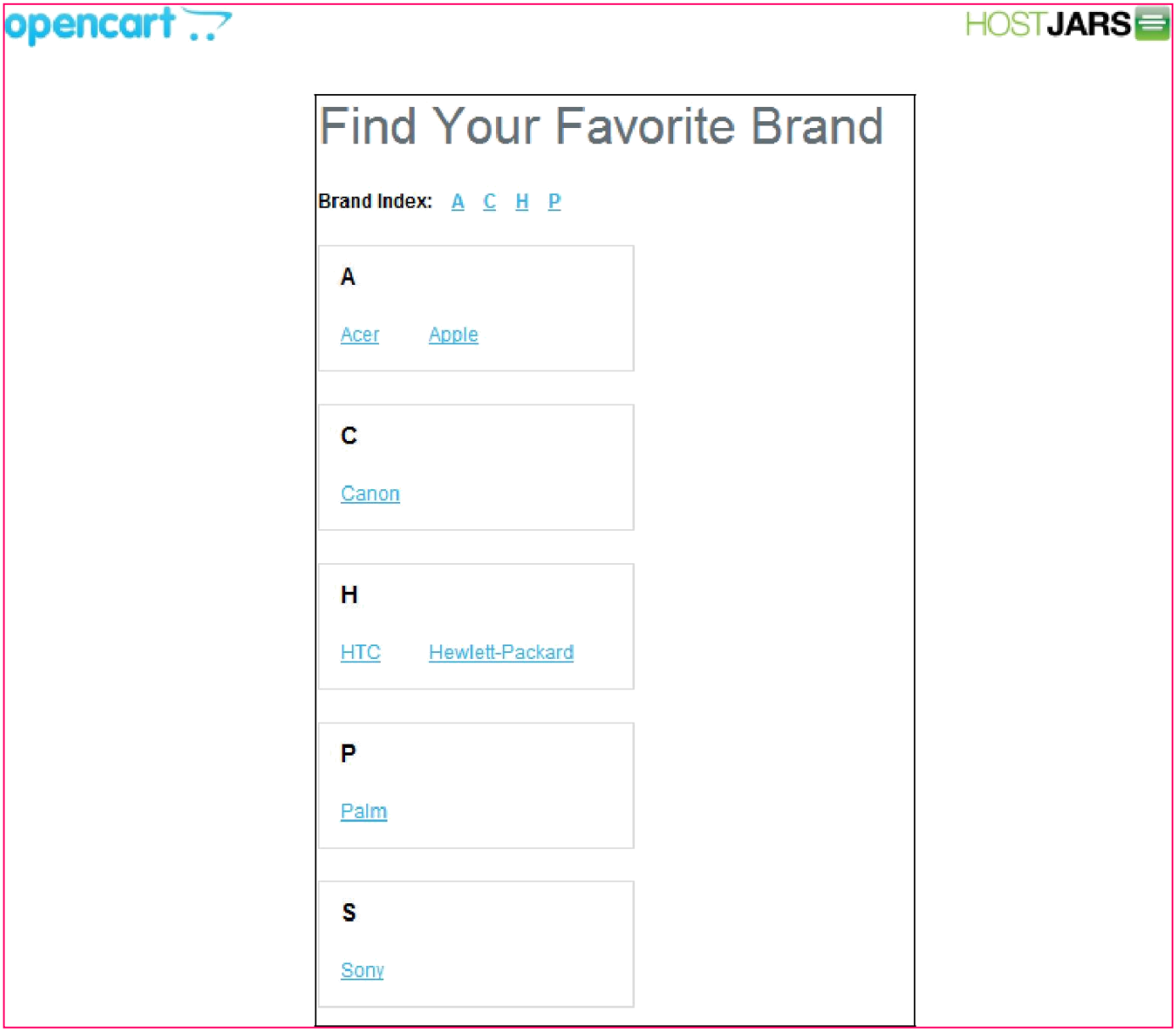


In the Catalog > Manufacturer section we created an 'Acer' manufacturer; added it to our only store ('Default'), w including an SEO keyword, manufacturer image, and sort order. Under Products we assigned the "Acer" manufacturer to the "Acer Aspire" product.

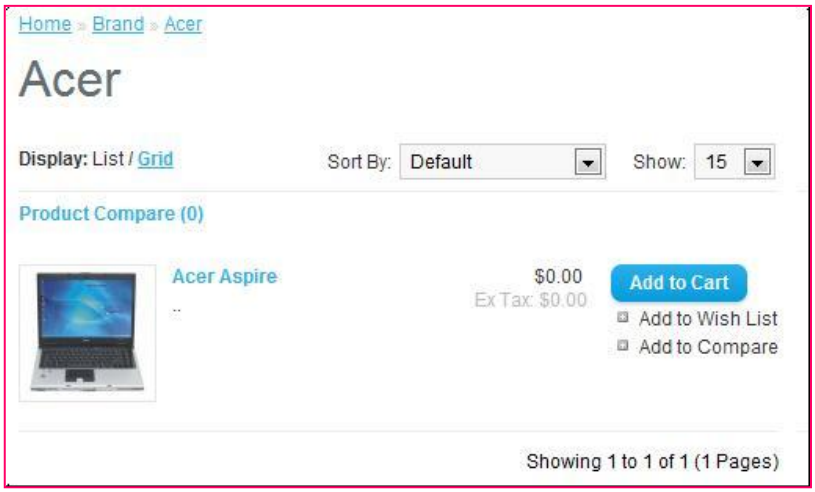
The Manufacturers page

To access the Acer manufacturer page, the customer can go to the footer of any page; and under Extras they can click on Manufacturers.

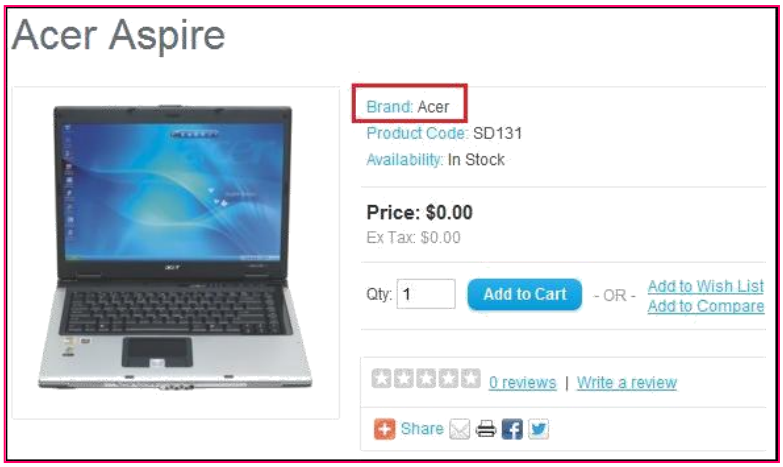
The customer will then be directed to the manufacturers page, where all the manufacturer names are displayed alphabetically. We can see that our "Acer" manufacturer was automatically added to this page upon creation.



When the customer clicks on the "Acer" link, they will be directed to a page listing all the products within this "Acer" manufacturer. On this page, we can see that the "Acer Aspire" product is displayed because it was assigned the manufacturer,"Acer", in the Products section.



Clicking on the "Acer Aspire" will take the customer to its product page.



The "Acer" manufacturer page can also be accessed from the product page, under "Manufacturer". This link is helpful for exposing customers to different products of the same manufacturer in the shop. The customer can click on "Acer" to be directed to the manufacturer page, where they can browse other Acer products in the store.

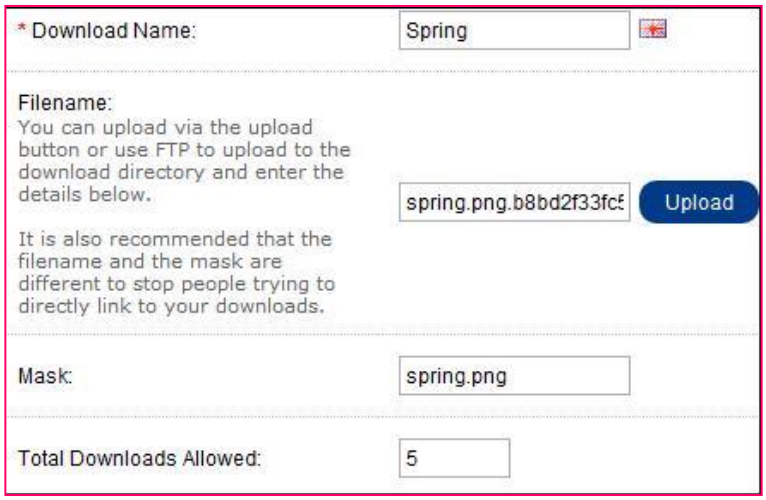
The carousel module

Adding a new manufacturer will not add the manufacturer icon to the carousel banner on the home page. The newly created manufacturer must be added to the manufacturer banner under System > Design > Banners for the icon to be displayed in the carousel. See the Design section for more information on how to add the manufacturer icon to the banner.

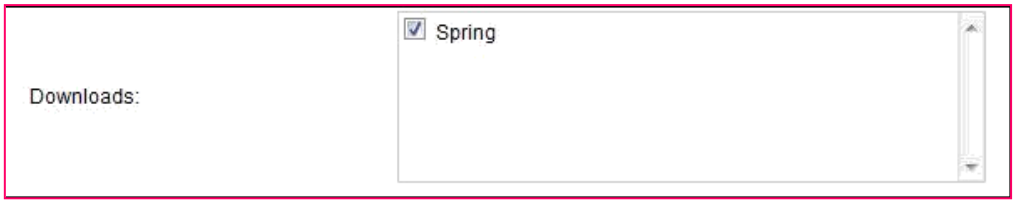
Downloads

Adding new downloads

This section is only applicable to you if you sell digital products, or products that have a downloadable component such as a PDF User Guide or similar. To insert a new download, you must give the downloadable product a name, upload the file, and set an allowance for the number of downloads per customer. The mask option allows the administrator to give the file a different visible filename. Press "Save" to submit the download information and save it.

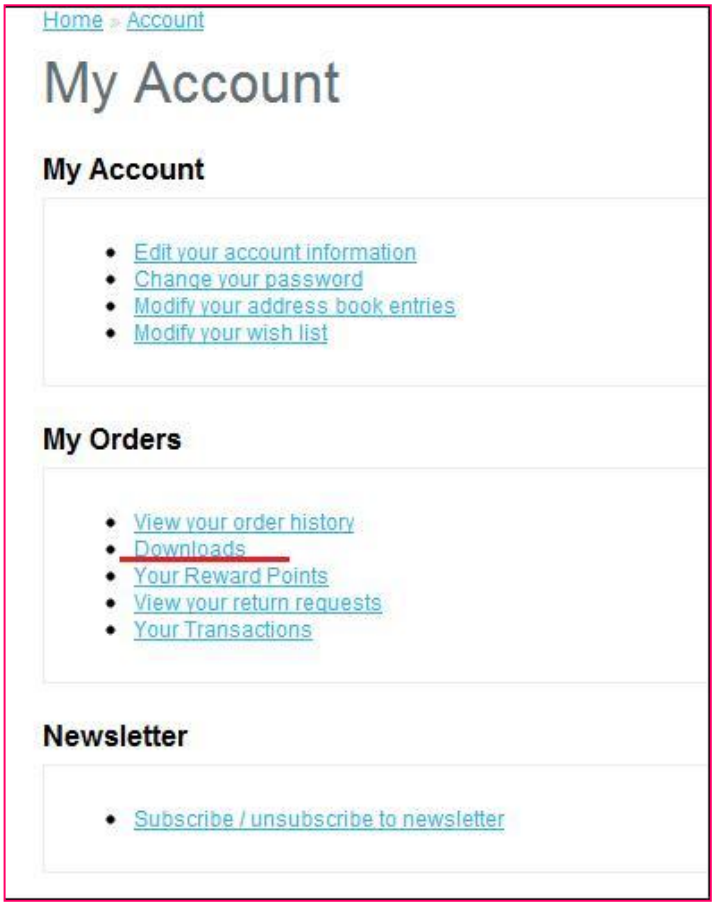


With the download created, it must be manually added to the each individual product that the download will be included with. See Links to learn how to add a download to the product.



The downloadable file will not be shown on the product page. Therefore, it is a good idea to describe how the customer will receive their download in the product description on the product page. The download will be provided for the customer once their purchase is complete. They should be advised to visit "My Account" > "My Orders" > "Downloads" (as seen below) to view their downloadable products. They will have the opportunity to download the file as many times as it was specified under "Total Downloads Allowed".

The downloadable file will not be shown on the product page. Therefore, it is a good idea to describe how the customer will receive their download in the product description on the product page. The download will be provided for the customer once their purchase is complete. They should be advised to visit "My Account" > "My Orders" > "Downloads" (as seen below) to view their downloadable products. They will have the opportunity to download the file as many times as it was specified under "Total Downloads Allowed".

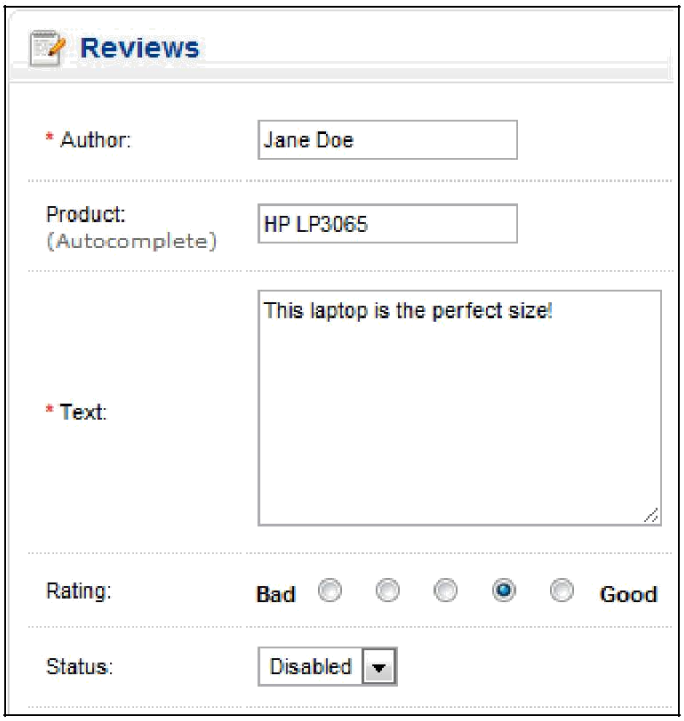


Reviews

Reviews

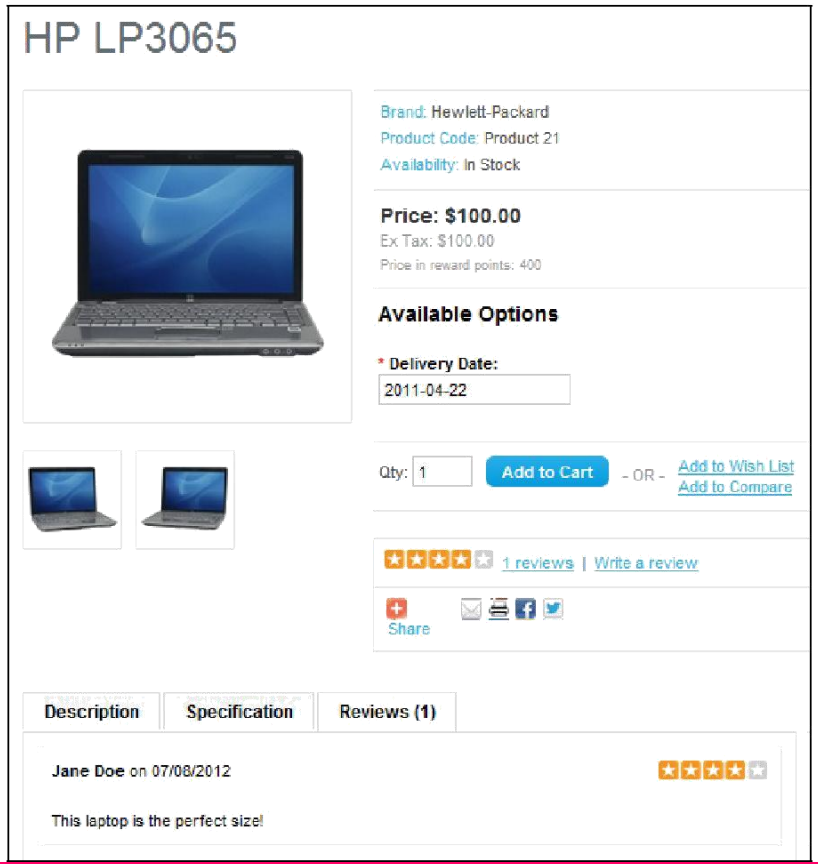
Product reviews can be both submitted and viewed by customers on the product page. A customer can fill out a review form and submit it to be approved for publication on the site.

In the Dashboard the administrator can view how many customer reviews are awaiting approval in the Overview section. To approve these reviews, the administrator may visit Catalog > Reviews, select the review, and click "edit". OpenCart will display the author, product, and text review in separate



We can't recommend the editing of customer submitted reviews, even though there is a space to. The point of having reviews is to receive customer input on that specific product to help other customers make an informed decision with their purchase. If you would like to to disable reviews altogether, you can visit the Options tab under System > Settings. See Settings > Options > Products for more information.

The result of a customer review approval can be seen in the screenshot below. Every review is made publicly available on the product's main page after administrative approval. The average rating per product is tabulated by OpenCart and shown out of 5 stars under 'Available Options'.



Information

Table of Content

- Information
  - Information pages in the store front

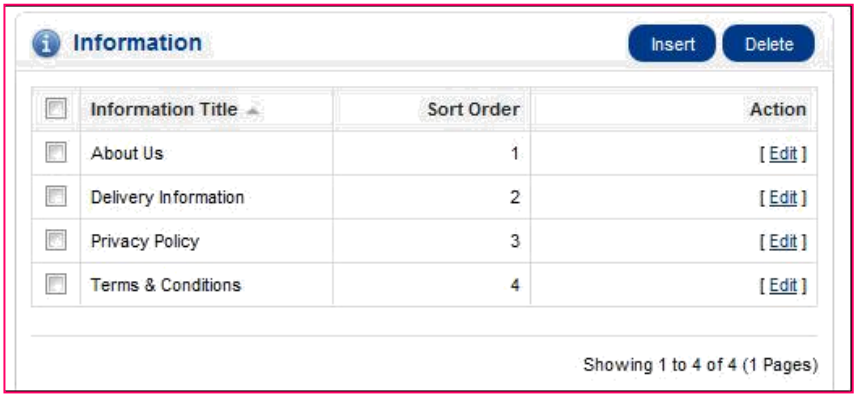
Information

The Information section displays specific company information in the footer of every page (as seen in the screenshot below). See Information for more information on the footer page.

The Information page can be found under Catalog > Information. On this page the administrator will have the option

to edit, delete, or insert a new Information page.

> About Us, Delivery Information, Privacy Policy, and Terms & Conditions are in the default because they are the most important Information pages used in online stores. We recommend that you edit these pages rather than delete them.

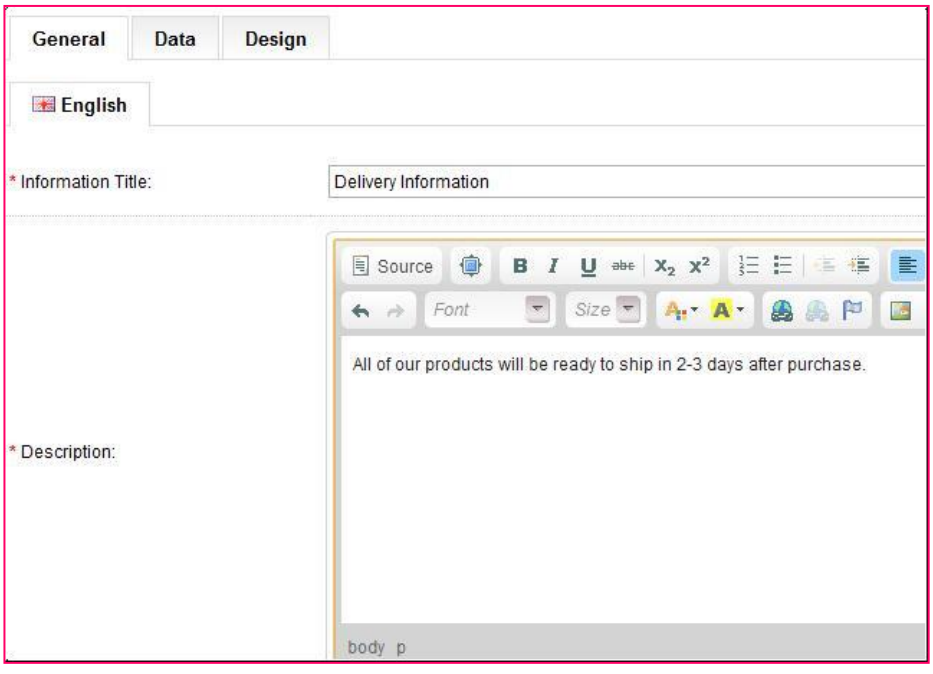


When editing or inserting these pages a description may be added, pages enabled or disabled, and SEO keywords created. There is an option to remove the page from the bottom of the footer.

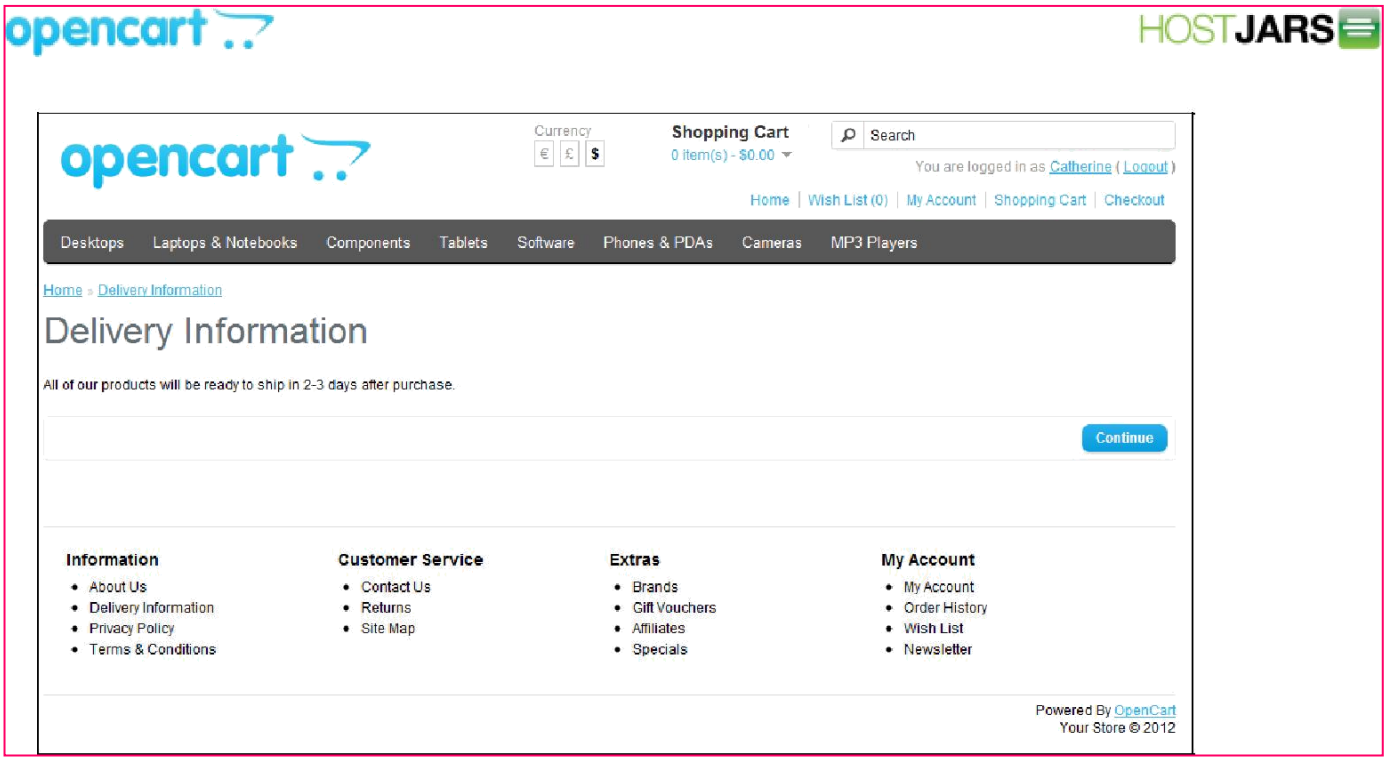
Information pages in the store front

In the screenshot below, the "Delivery Information" page is being edited in the administration under Catalog > Information. The Information Title will display the text entered as the title of that information page, while the description will be placed below.

The Data tab requires you to check the store that the Information page will be located in, if you have multiple stores. It also asks for a SEO keyword, a status option enabled (or disabled) to make the page public or not, and a sorting order.



The screenshot below is the result of saving the edited Delivery Information. A customer can access this page from the footer of any page in the store front by clicking "Delivery Information". There is an option in the Data tab above to remove a link to this page from the footer.



Shipping

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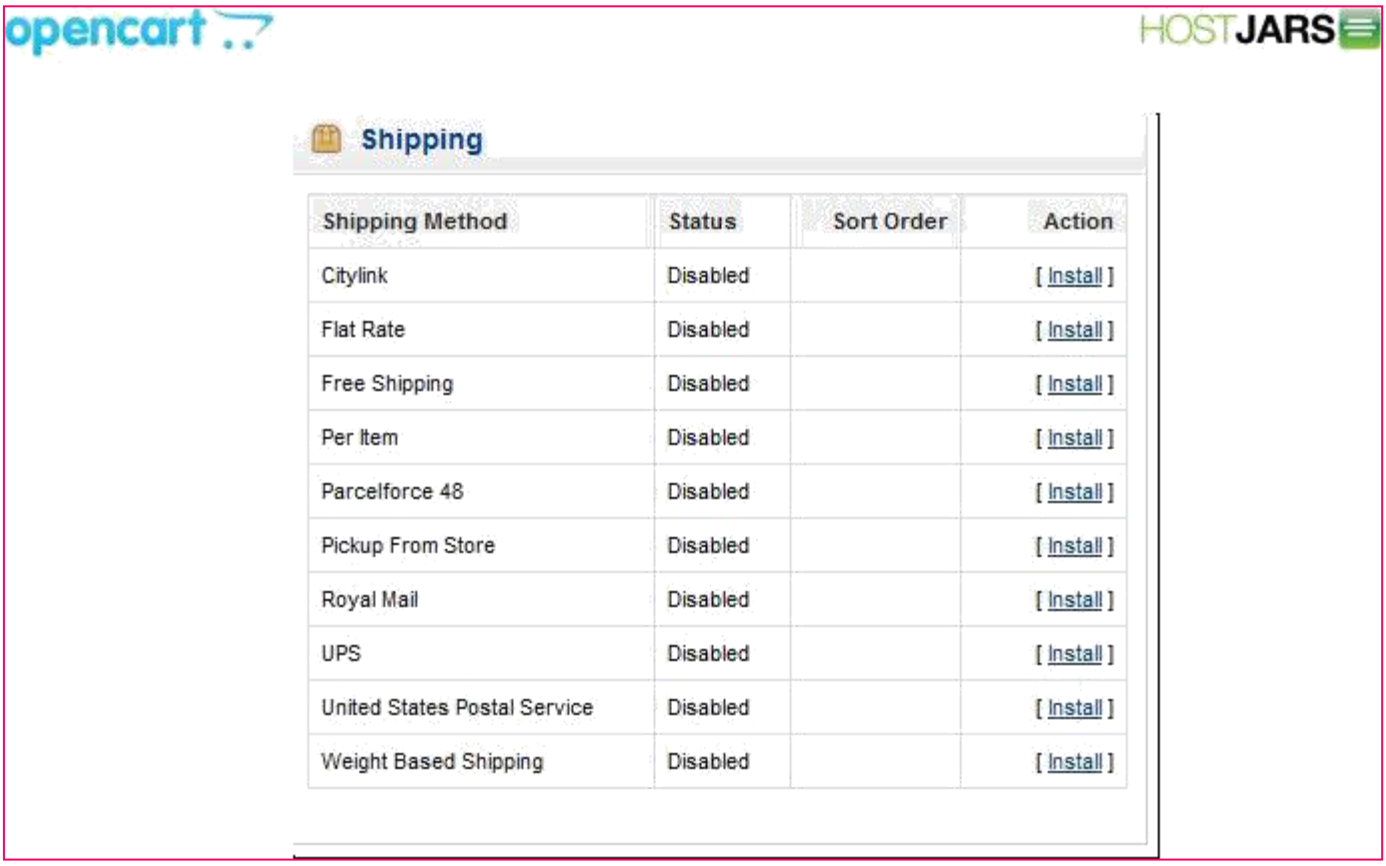
- Shipping
- Editing the shipping method
- Shipping methods in the store front
    - Shopping cart
    - Checkout
    - Support

Shipping

The shipping methods extensions can accessed under Extensions > Shipping. The core shipping methods seen below are included with the OpenCart package.



The shipping methods need to be installed before they can be enabled or disabled for the store. To Install a shipping method, click "Install" under "Action". Once the shipping method is installed, you can edit the specifications of that shipping method, or uninstall it to remove the shipping method information.

Editing the shipping method

Each shipping method needs to be individually edited to meet your shop's shipping requirements and to specify the prices for that service. There are a few details that are present across all shipping methods:

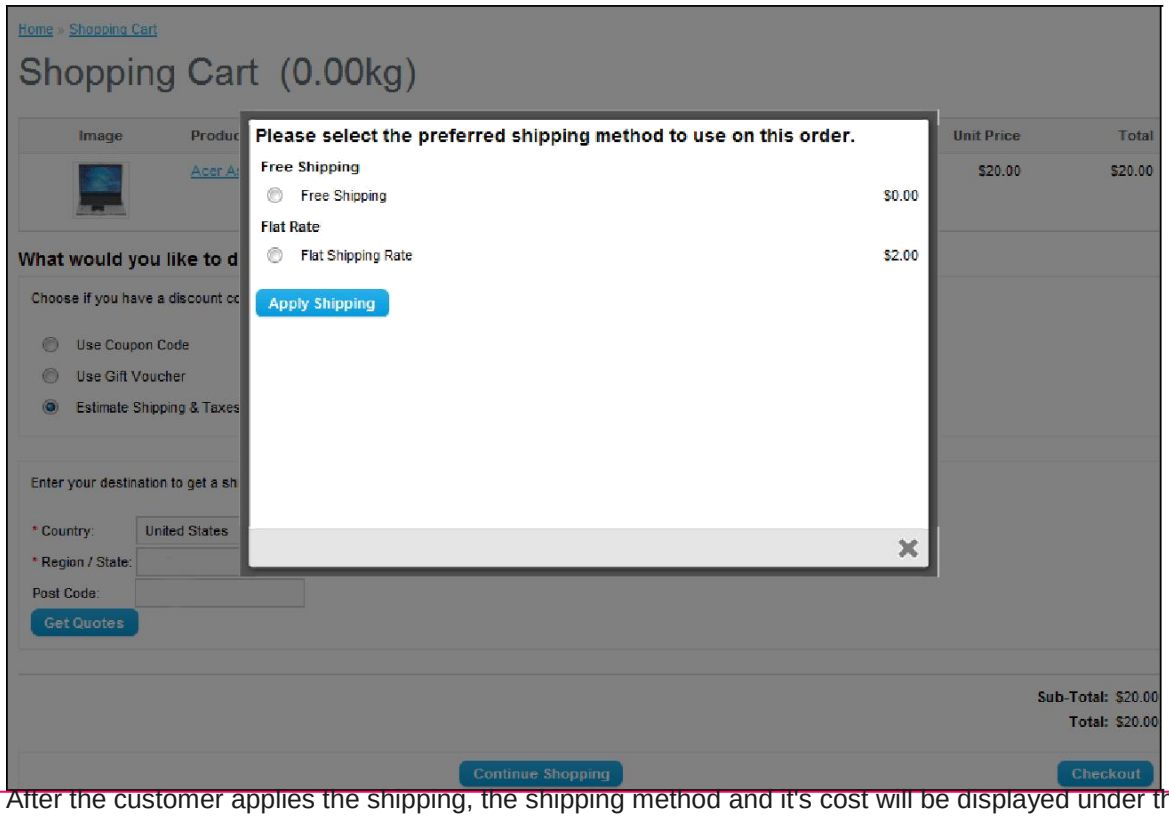
- **Geo Zone**: the geographical zone that this shipping method is available to. The GeoZone can be created or configured at System > Localisation > GeoZone in the administration. For more information visit Localisation.
- **Status**: The status determines whether the shipping method will be available in the store front.
- **Sort Order**: The sort order affects the placement of the shipping method among other available shipping methods. A shipping method with a sort order of 1 will be positioned above another shipping method with a sorting order of 2 in the store front.

Shipping methods in the store front

Editing shipping methods in the administration will affect the shipping methods available to customers in both the store front Shopping Cart and Checkout pages.

Shopping cart

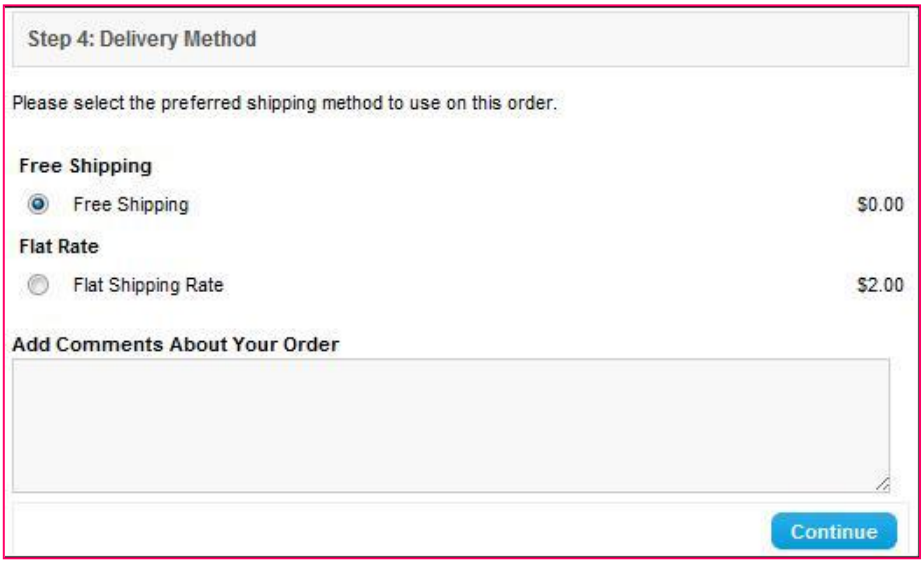
The shopping cart has a special feature called "Estimate Shipping & Taxes" that will calculate a shipping payment for a customer's order. SeeOrder totals to enable or disable this feature. When a customer enters their regional information, a popup window will ask the customer to select a shipping method. In this window, every shipping method that is enabled under Shipping Methods will be listed according to their sorting order. The store below enabled Free Shipping and Flat Shipping Rates as their two available shipping methods.



After the customer applies the shipping, the shipping method and it's cost will be displayed under the Totals.

Checkout

In Step 4 of the Checkout, the customer will need to select a shipping method before finalizing their purchase. The Delivery Method will display every shipping method that was enabled in the administration. The store in the screenshot below enabled the Free Shipping and Flat rate shipping methods. The shipping methods were positioned according to their sorting order, with their prices included on the right side.



Support

To receive support for the Shipping extensions, visit the Shipping Extension section of the support forum.

Payments

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- Core payment methods
- Editing a payment method
- Payment method in the checkout
- Payment method in order history
    - Support

Core payment methods

The OpenCart package offers a variety of payment methods, from bank transfers to online payment gateways. The following core payment methods are available with an OpenCart installation:

- AlertPay Authorize.Net
- (AIM) Bank Transfer
- Cheque / Money Order
- Cash On Delivery Free
- Checkout LIQPAY
- Moneybookers
- NOCHEX
-
-
- Paymate
- PayPoint
- Perpetual Payments
- PayPal Website Payment Pro
- PayPal Website Payment Pro (UK)
- PayPal Standard
- SagePay
- SagePay Direct
- SagePay (US)
- 2Checkout
- Web Payment
- Software WorldPay

Additional payment methods can be downloaded from the OpenCart Extension Directory.

Editing a payment method

Editing payment methods in the administration for different transaction processors, like Paypal, will require a previously created account. The account and payment information should be obtained from these companies prior to editing the payment method in the administration. You will need to create an account with these companies to use their transaction processing for OpenCart. The information required for each payment method will be displayed in the Edit section. Across payment methods, there are a few details that are consistently asked for:

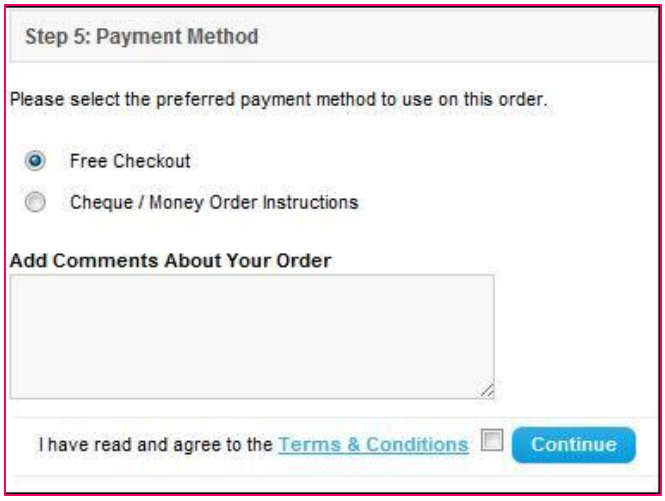
- **Order Status**: a default status of an order once the payment module has completed. Pending is considered one of the best default statuses because it gives the administrator some leeway to process the order.
- **Status**: Disables or enables the payment method.
- **Sort Order**: the position of the payment method in the store front when listed among all the available payment methods.

Payment method in the checkout

Enabling a payment method in the administration will make it available in the Checkout. In Step 5 of the checkout, the customer will be given a radio type selection to select their preferred payment method.

Payment method in order history

After the customer has confirmed the order, they can visit their Order History in their Account page to view its status. Immediately after checkout, the status will display the default order status you selected when editing the payment method details. In the screenshot below, you may chose "Pending" as the order status.



The screenshot below shows "Pending" as the order status in the customer's Order History page under "My Account" in the store front.

Support

To receive support for payment extensions, please visit the Payment Extension section of the support forum.

Order totals

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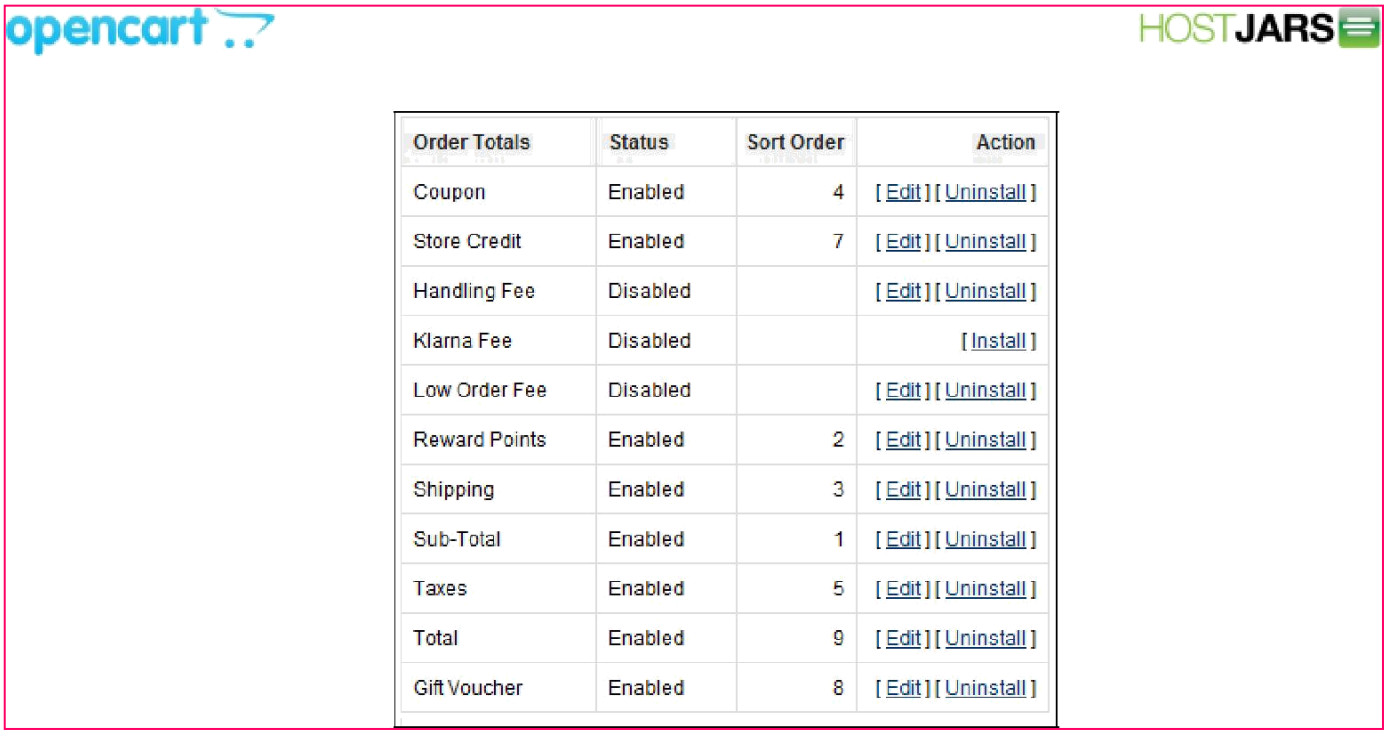
- Order totals extensions
- Order totals in the shopping cart

Order totals extensions

You can manage the order total extensions used for orders under Extensions > Order Totals. These totals are extra fees that are added to the total sum of an order in the store's shopping cart. For more information on order totals, visit Orders. The order total extensions below are included with the OpenCart package.



Order Totals	Status	Sort Order	Action
Coupon	Enabled	4	[Edit] [Uninstall]
Store Credit	Enabled	7	[Edit] [Uninstall]
Handling Fee	Disabled		[Edit] [Uninstall]
Klarna Fee	Disabled		[Install]
Low Order Fee	Disabled		[Edit] [Uninstall]
Reward Points	Enabled	2	[Edit] [Uninstall]
Shipping	Enabled	3	[Edit] [Uninstall]
Sub-Total	Enabled	1	[Edit] [Uninstall]
Taxes	Enabled	5	[Edit] [Uninstall]
Total	Enabled	9	[Edit] [Uninstall]
Gift Voucher	Enabled	8	[Edit] [Uninstall]

In the image above we can see that Coupon, Store Credit, Reward Points, Shipping, Sub-Total, Taxes, Total, and Gift Voucher extensions are enabled. These enabled order totals will be included in the checkout section. To disable any of these order total extensions, click "Edit". If you want to remove an extension, click "Uninstall".

Coupon

Coupons can be added to the order totals page by selecting "Enabled" under "Status". The sorting order affects the order that the extension is put in.

Store credit

Store credit can be added to an order with this extension. The status and sorting order can be selected for checkout.

Handling fee

To include a handling fee with orders, fill in the following information:

- Order Total
- Fee
- Tax Class
- Status
- Sort Order

Low order fee

To include a fee if the order amount is too low, include the following information:

- Order Total
- Fee
- Tax Class
- Status
- Sort Order

Reward points

If you want an option to add reward points to order totals, enable under status and select a sorting order.

Shipping

The shipping estimator will automatically estimate how much shipping will cost and add the fee to the order total.

Sub-total

Select the status and sort order of the sub-totals in checkout.

Taxes

Select the status and sort order of the taxes in checkout.

Total

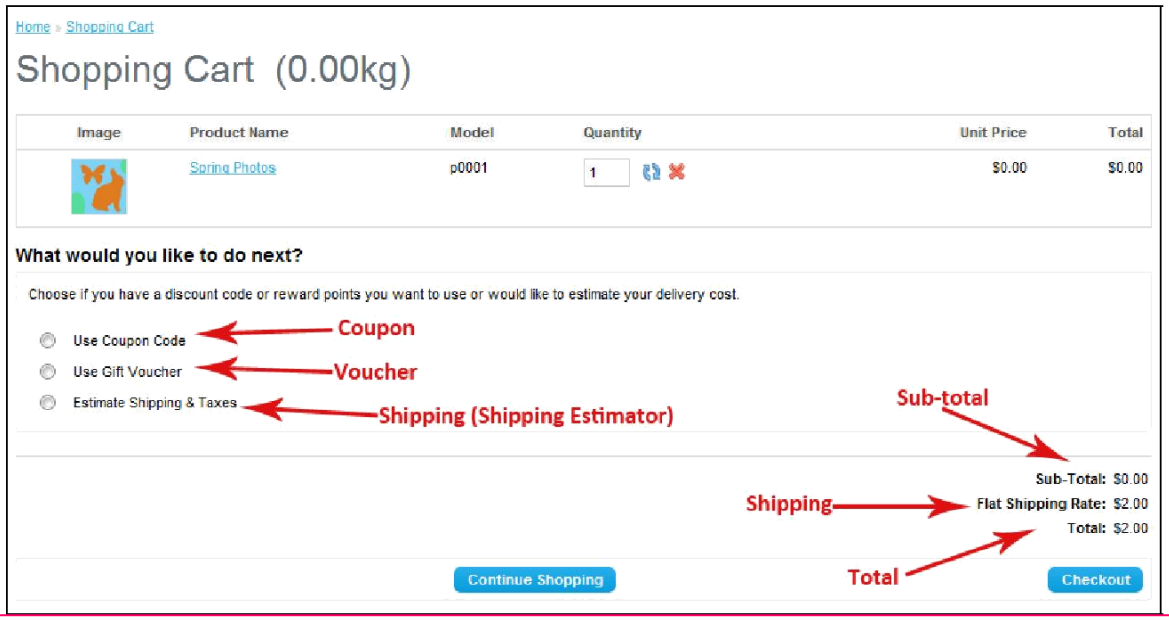
Select the status and sort order of the total amount of the order in checkout.

Gift-voucher

Select the status and the sort order of the gift-voucher option in checkout.

Order totals in the shopping cart

The screenshot below displays a basic shopping cart with some specific extensions enabled. Coupon, Gift Voucher, Shipping, Sub-total, and Total are enabled (as seen below).



Support

To receive support for Order Totals extensions, please visit the Order Totals section of the support forum.

Sales

Orders

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- Managing orders
- Viewing order details
- Manually adding/modifying an order
  Printing invoices

Managing orders

When a customer goes through checkout, the information on their order is automatically transferred to the Orders section for you to keep track of. In the administration, you can view all of the orders made on their site, manually add orders, or edit the details of existing orders.

Viewing order details

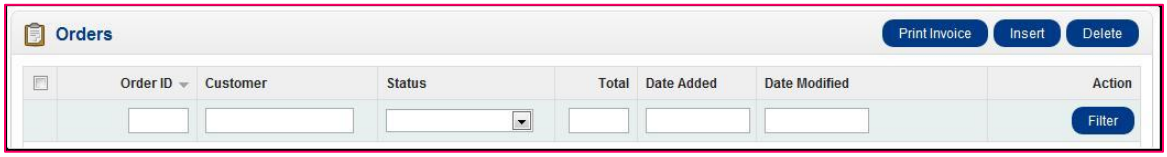
The Orders section is located under Sales > Orders. On this page, every order ever made from the store is listed in detail.

The following details are displayed for each order on the list:

- **Order ID**: a number assigned to an order by OpenCart during the checkout confirmation
- **Customer**: the name of the customer that made the order.
  Status: update of the status of the order. After the order is initially created the status will be "Pending". The default options are Missing Orders, Canceled, Canceled Reversal, Chargeback, Complete, Denied, Expired,

Failed, Pending, Processed, Processing, Refunded, Reversed, Shipped, and Voided.

- **Total**: the total price of the order.
- **Date Added**
- **Date Modified**



With the orders included in the list, there is an option to edit, insert, delete, search, or print an invoice of an order.

Searching for an order

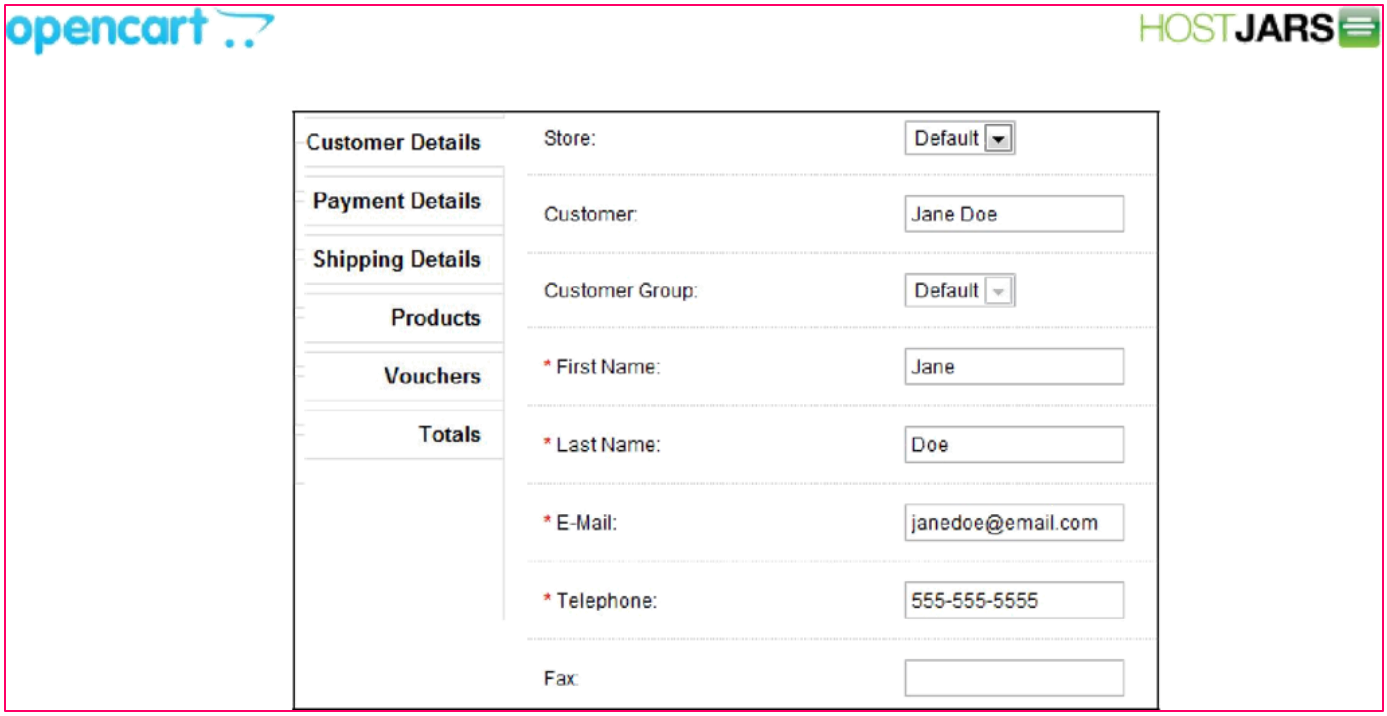
The "Filter" button under Action helps you find orders based on the information specified in the blanks. It can help you locate orders by date added or customer. The "Filter" cannot search for orders by product purchased yet. For more information on the Filter tool, see Filter.

Manually adding/modifying an order

Customer Orders will be automatically updated to the Order section after a customer confirms checkout. Though it is automatically updated, you may want to edit or add orders manually to add new information such as a gift-voucher, or add reward points. To manually add a new order, click the "Insert" button. To modify a pre-existing order, click "Edit" under Action.

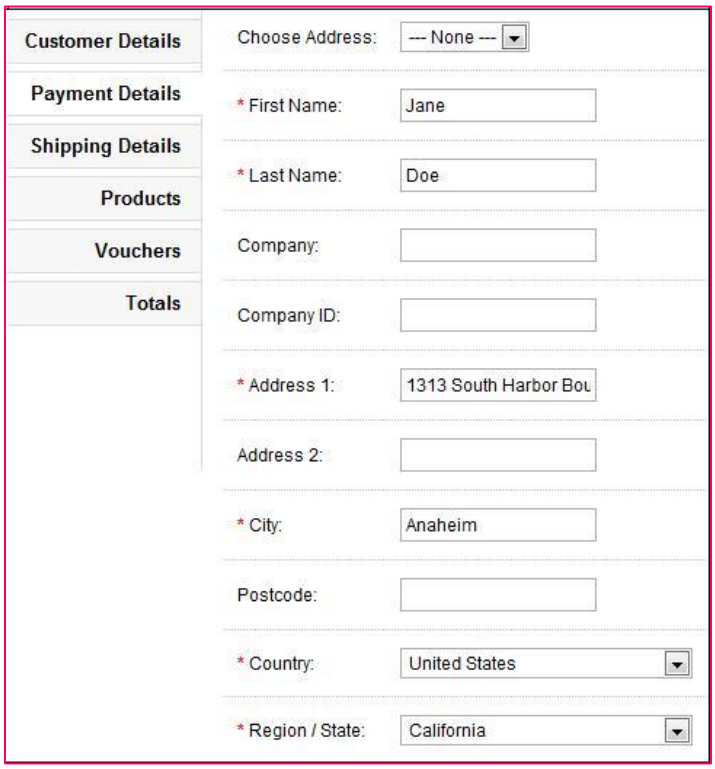
Customer details

The first section for modifying an order is called Customer Details. Typing in a customer name that has already made an account with the store will auto-complete the form by bringing up their information to fill in the blanks.



Payment details

If an address has been added to the customer, select their address option under "Choose Address". Otherwise the customer address will need to be manually filled into the form.

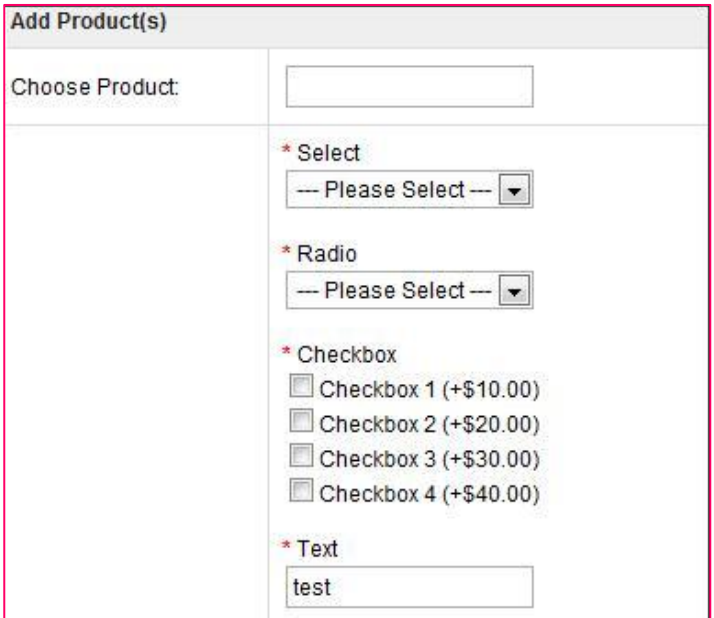


Shipping details

This section tracks the shipping address for this particular order. If the shipping and payment address are the same, copy and paste the information above when adding it manually.

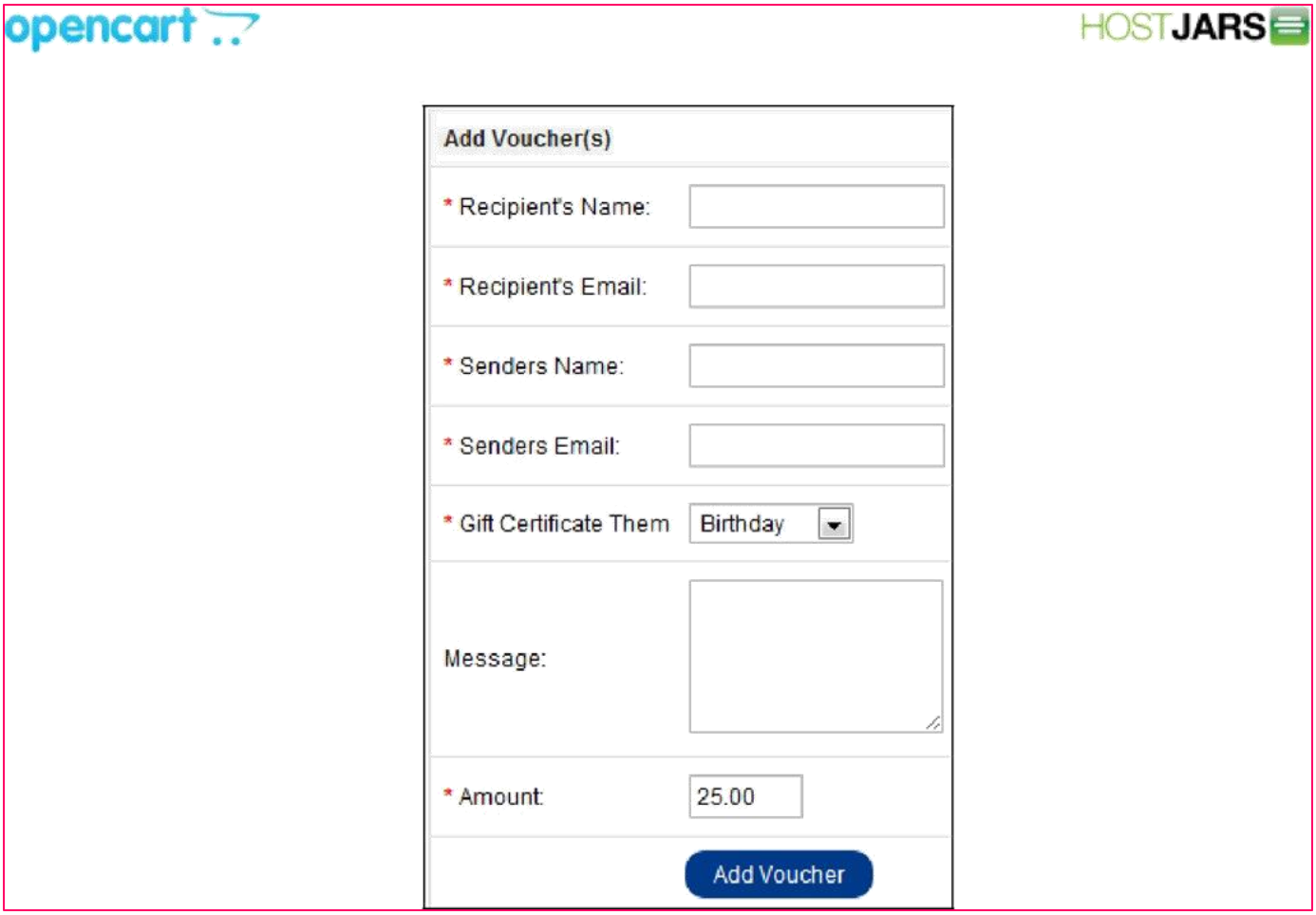
Products

In "Choose Product", begin typing the product name. A drop down list will appear with products containing that name. Selecting a product from this list will bring up specific product options for this order.



Vouchers

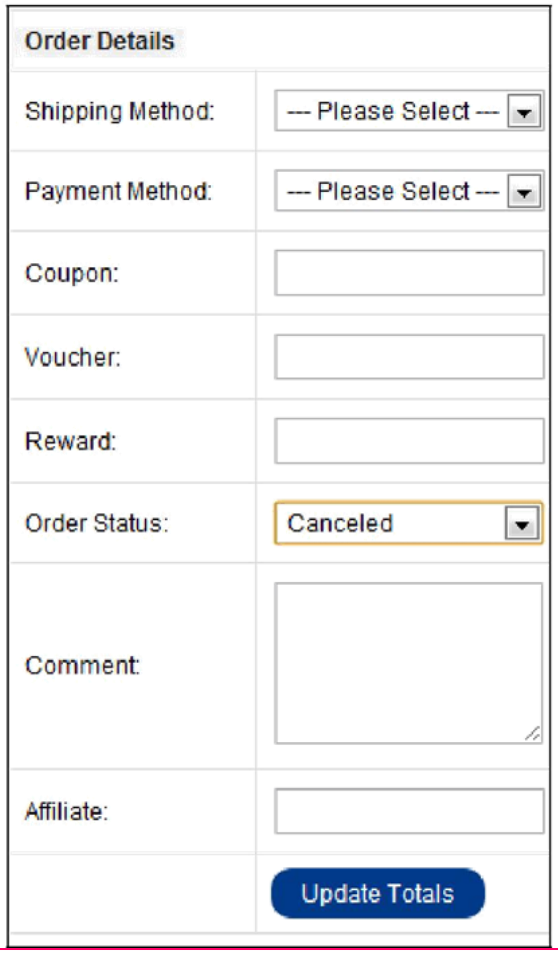
If a customer wants to add a gift voucher order, it will ask them for the following information.



Totals

Under Totals, other contributing payment factors, such as coupons and vouchers, are added/subtracted to the order total.

> Shipping and payment methods must already be set up to select a method in the order form. Otherwise, there will be nothing to select under Shipping Method and Payment Method.



The sections seen above (such as Coupon, Voucher, Rewards) are extensions that were enabled specifically for this form. There is an option to customize the order details included in the totals by editing, uninstalling, or enabling specific order total extensions.

Printing invoices

To print an invoice, go back to the Orders page under Sales > Orders. Above the order list on the top right corner is the "Print Invoice" button. Select the order to be printed, and click "Print Invoice". This action will direct you to a printable page of the invoice. The invoice can be printed out and included in with the shipping.

Returns

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Adding a new return

The Return section under Sales > Returns lets you manage merchandise returns. You must manually enter the product and return information to create a new return. To insert a new return, click the "Insert" button in the right corner above the returns list.

Return details

Filling in the Returns Details tab is the first step in creating a new return. The following details are required to fill out a return:

Order ID: the ID of the order that was returned.
Order Date: the date that order was made.
Customer
First Name
Last Name
E-mail
Telephone

Products

The Products section fills out more information about the product that was returned, and why it was returned. You will need to manually type in the product that the customer returned. Typing in "Apple" will bring up all the apple products in the store. We selected the Apple Cinema 30" from the drop down, and the "Model" space was auto-completed for us. You may also include the quantity, the return reason, whether or not the product was opened, the customer's comments, the return action (credit issued, refunded, replacement sent), and return status (awaiting products, complete, pending). The return status names can be added in the Localisation section.

Editing a return

Merchandise returns are automatically added to the Returns section when submitted by the customer. The Returns form is located in the store front on the Returns page, under Customer Service in the footer.

The information filled out in this form will be saved in Sales > Returns. The fields that the customer entered above will be included in the same fields when viewing the return in the administration. You can edit the status of the return to Awaiting Products, Pending, or Completed. When the status is updated in the administration, the customer will be able to view the status of their order under My Account > "View your return requests" in the store front.

Customers

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Managing customers

Shop owners should know who their customers are and how to manage their information. In the administration, customer information will need to be stored efficiently to remember any transactions made with their account. To access customer information, you can log into the administration panel of the OpenCart store. The Customer management sections are located under Sales > Customers. There are three sections used to manage customer

Customers

When a customer creates an account or completes the checkout process, OpenCart will store their information automatically in the administration to be accessed under Sales>Customers>Customers. A complete list of customers will be displayed on this page, along with the following information:

Customer Name
E-mail: Saves the email address for confirmation emails, notifications, newsletters, etc.
Customer Group: A designated group of customers used to apply discounts/specials and send group emails.
Status: Denies or approves customer account login.
Approval: Approves the customer account after creation.
IP: An address that reveals the location of the customer.
Date Added: The date the customer account was created.

Searching for a customer

In the case of locating a specific customer, type in the necessary customer information in the spaces below. Clicking "Filter" will locate specific customers matching the information typed in. This saves you the time of sorting through pages of customers to find a specific person. See Filter for more information on the filter tool.

Manually adding a new customer

Customer accounts usually don't need to be created in the administration panel, since account information is stored automatically upon user creation in the store front. You might find yourself needing to manually input customer information into Customers. Clicking the "Insert" button on the Customer page will lead you to a form where customer information can be filled in.

General tab

The general tab asks for the customer's basic information: "First Name", "Last Name", "E-Mail", and "Telephone". A password must be submitted for the customer to access the site privately. Under "Confirm", retype the password. Enabling "Newsletter" will put this customer on the e-mail newsletter list. Later on, you can categorize this customer into a specific customer group. The customer will be categorized into "Default" if there isn't a defined customer grou available. The status determines whether or not this customer will be allowed to access the store's login.

Adding an address

Obtaining the customer's address is important for shipping products to the customer. Clicking the Green '+' button

will add the "Address 1" address form. You may add as many addresses as needed with the green button, or remove them with the red '-' button. The "First Name", "Last Name", "Address 1", "City", "Country", and "Region/State" are required fields in the address form.

When the above fields have been filled in, click "Save" to save the form to the administration. You don't need to worry about the customer's IP address for keeping track of transactions, unless you need to know your customer's regional location.

Modifying existing customer information

The Customer section will mostly be used to modify existing customer information, for operations like changing the Customer Group, rather than adding a whole new customer. When editing customer information, you can modify general information, include new addresses, manage transactions, and add reward points. Under Action, clicking "Edit" for a customer listed on the Customer page will direct you to the customer information page. You can change customer information in the General tab.

Managing transactions

The Transaction tab is where you may manually add a transaction to the customer. To do so, enter in the description of the transaction, the amount paid, and click "Add Transaction". Every transaction added will be listed in the Transactions tab.

dding reward points

If you choose to enable reward points for the store, points may be manually added to specific customers in the admin side of your store. Reward points can be added to products, which will be assigned to customers once they purchase that product. If you choose to add reward points directly to customers, you can include a reason in the description and the amount of points under the Reward Points tab. If you need to subtract points from a customer, you can enter in a negative number into the points field.

A list will be displayed of every addition and subtraction event in the customer's profile. The balance will display the total reward points accumulated by the customer. OpenCart calculates the balance of negative and positive numbers to subtract from or add to the total.

IP Addresses

An IP Address will reveal the location of customer's computer network. There are many website services available t shop owners, that will give the location for an IP address.

> The IP address cannot be added or modified for a customer in OpenCart. The IP address will be collected from the customer automatically by OpenCart and added to their customer information.

Approving new customers

Customer accounts need to be approved before they can access their account in the store. In the Dashboard page, the amount of customers needing approval is tabulated in the Overview section. Go to Sales > Customers > Customers, and find any customers that list "No" under the Approved column. Check those customers, and click the "Approve" button in the right corner.

Customer Groups

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Applying discounts for customer groups to products

Customers groups

Customer Groups provide a greater organizational scheme for the customer list. This is helpful in selecting customer groups for discounted products and specials in the store; and for sending out emails to select customers.

Adding a new customer group

The default customer group for OpenCart is called "Default". To create a new customer group name, go to the Sales > Customers > Customer Groups page. Above the list, click the "Insert" button. You will be directed to a page where you can fill in information about the customer group. You can provide a "Customer Group Name" and a "Description" for the group. Within this group, you can approve or disapprove customers logins into their store account. There is also an option to allow the customer to select their company no. or Tax ID. The sorting number determines the position of this group among other customer groups.

Adding a customer group to a customer

In order to apply a customer group to a group of customers, each customer must be individually added to the group

under Sales > Customers. To add a customer group, select the customer and click "Edit" under "Action". In the General tab there is a drop down selection for "Customer Group". Select the customer group and click "Save" at the top right corner.

Applying discounts for customer groups to products

In order to add a discounted price of a product to a particular customer group, the product information needs to be edited beforehand. Under Catalog > Products, find the product in the list and click "Edit" under "Action". A customer group can be selected under "Discount" or "Special" tabs. A discounted price needs to be specified, as well as the date start/end to this discount/special. See Products for more information.

IP Blacklist

IP blacklist

OpenCart provides a feature called "IP Blacklist" that will ban an IP address from logging into the store. This step may become necessary if the shop is being harassed by a fraudulent "customer". If you are experiencing harassment from a particular person, their IP address can be copied from the customer list under Sales > Customers > Customers. Copy that IP address and go to Sales > Customers > IP Blacklist. Click the "Insert" button and paste in the IP address to ban a customer from the store. This will stop users of this IP address from logging into the store again.

Affiliates

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Affiliate program

OpenCart gives you the opportunity to set up an affiliate program to promote additional traffic to your shop. Affiliates will receive a commission for each time they direct traffic or sales to your site. The commission % can be adjusted in the administration under Sales > Affiliate.

Creating a new affiliate

To create a new affiliate, you may click the Insert button on the Affiliate page.

General tab

The first form asks for general information regarding the affiliate. This information can be obtained directly from the affiliate through email, or will be added automatically if they filled out a form on the Affiliate page:

Payment details tab

The Payment Details tab configures the commission and payment methods to be paid to the affiliate:

Editing an affiliate

The Affiliate page can be accessed from Extras > Affiliates in the footer section of every page. The affiliate will need to create an affiliate account using this page. A form on the page includes the same fields seen in the General and Payment Details tabs in the admin side. When the affiliate completes the form, the affiliate information will be filled into the General and Payment tabs for you to edit. Clicking "Edit" under Sales > Affiliates will allow you to edit specific payment or general affiliate information.

Approving an affiliate

After the affiliate creates their account in the store front, the affiliate will need to be approved by the administrator in the Affiliates section of the administration.

Coupons

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Coupons

You may create and designate coupons to specific products or product categories under Sales > Coupons. The Coupons page will display a list of all the coupons created in the administration.

General tab

Editing or inserting a coupon will lead the administrator to a form containing the following fields:

Coupon Name: A descriptive name for the coupon.
Code: A code that the customer needs to enter in the shopping cart to use the coupon in the store front.
Type: The discount can be a fixed amount off, or a percentage off from the total amount.
Discount: The number taken off from the purchase total.
Total Amount: The amount a customer must reach before using the coupon.
Customer Login: Selecting 'yes' requires the customer to be logged into their store account to use the coupon. Selecting 'no' will let a customer use the coupon as a guest.
Free Shipping: Selecting 'yes' gives the customer free shipping for using the discount code.
Category: Selecting a product category will apply the discount to all products within that category. See Categories for more information on how to create a new product category.
Products: Individual products can be selected by entering in the product name in the space provided. To remove a product from the discount, click the red minus button in the product list below it.
Date End: The last day the discount can be used.
Uses per Coupon: Limits how many times the coupon can be used by customers.
Uses per Customer: Limits how many times a specific customer can use the coupon.
Status: Enables or disables the coupon for use in the store front.

From the information in the General Tab above, we can see that this coupon gives the customer a $10 discount to the Acer Aspire product.

Coupon history

The Coupon History tab list all the uses of this coupon in the store. The following information about each use will be displayed:

Order ID
Customer
Date Added
Amount

Coupons in the store front

Adding and editing coupons in the administration affect the use of coupons in the Shopping Cart and Checkout in the store front.

Shopping cart

To enable the use of Coupons in the store front, the coupon extension must be enabled by you under the Order Totals extension. For the customer to use the "-10.00 Discount" coupon, they must first add the product to their cart from the product page, then enter the code in the Shopping Cart. They can select "Use Coupon Code", enter the coupon code in the space provided, then add "Apply Coupon".

Applying the coupon will subtract the coupon discount from the original total. A newly discounted total will be shown under the Coupon(code) total in the order totals section.

Checkout

The customer will see the coupon discount once more in the Confirm Order step in Checkout:

Gift Vouchers

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Gift vouchers

Gift vouchers can be individually sent to customers through their email by other customers in the store front. The customer receiving the gift certificate can use the code provided in the email at the shopping cart to deduct the gift voucher amount from the order total. To manage the Gift Vouchers of the store, go to Sales > Gift Vouchers > Gift Vouchers.

> Gift Vouchers only have one use per customer. If the customer uses the same code for another order, OpenCart will display the warning "Warning: Gift Voucher is either invalid or the balance has been used up!"

General tab

To create a new gift voucher, click "Insert". The following information will be needed:

Code: The code the customer must enter in the Shopping Cart to use the gift voucher.
From Name: The name of the person sending the gift certificate.
From E-Mail: The email of the person sending the gift certificate.
To Name: The name of the person receiving the gift certificate.

To E-Mail: The email of the person receiving the gift certificate.
Theme: The theme of the gift voucher email.
Message: A message added in the gift voucher email.
Amount: The amount of the gift certificate to be used in the store.
Status: Enables or disables the gift voucher.

Voucher history tab

The voucher history tab displays the use of the gift voucher code in the checkout. The Order ID, Customer Name, Amount, and Date Added will be displayed.

Voucher themes

The Voucher Themes section alters the image displayed in the email according to the theme. In the store front, customers purchasing the voucher for a person can choose a theme for voucher.

Emailing a gift voucher to a customer

Once a gift voucher has been created, you are responsible for sending out the email to the customer receiving the gift voucher. After you make sure the customer's email information has been filled out in the General Tab, you can send the email by clicking "Send" under "Action". If the email was sent, OpenCart will display the message: "Success: Gift Voucher e-mail has been sent!".

The Code, From Name, Message, Amount fields from the General Tab are included in the content of the email. The Birthday Theme selected above is shown in the email by the image on the right side.

Purchasing a gift voucher in the store front

Customers have the option to buy a gift voucher for their friends and family. They can purchase a gift certificate by accessing My Account > Gift Voucher from their account page, or through Extras > Gift Voucher in the footer section of any page.

The information added in the fields above will be automatically stored in the administration, once a customer confirms the purchase of the gift voucher. The minimum and maximum amounts a voucher can be purchased for is controlled under the store's settings. SeeSettings for more information.

Mail

Emailing a customer group

The Mail system in OpenCart lets you send emails to specific customer groups. You can use this feature to send newsletters, information on specials, or to communicate any type of store information to select groups of customers. Customer groups are especially useful in emailing specific groups of people instead of every customer stored in the administration. For more information on how to create a customer group, see Customer Groups. The Mail page can be accessed from Sales > Mail.

Select the customer group in the "To:" field, create a subject for the email and a message, and click "Send". This email will be sent to all the customers with this specific customer group selection.

Reports

Affiliate commission report

Affiliate commission report

The Affiliate Commission Report can be accessed from Reports>Affiliates>Commission in the administration. This report lets you keep track of the affiliates who are making a commission for referring customers to the store.

The Affiliate Commission Report displays the following information:

Affiliate Name: The name of the individual/company acting as an affiliate for the store.
E-mail: The e-mail for contacting the affiliate.
Status: Shows if the affiliate is enabled or disabled.
Commission: The commission amount made from a customer purchase. **No.**
Orders: The number of orders obtained through this affiliate.
Total: The total amount that this affiliate has earned through the affiliate program.

Clicking "Edit" under "Action" will direct you to the affiliate information form under Sales>Affiliates. Affiliates can be filtered through a date end and date start.

Customer reports

Customer reports

The Customer Reports section can be accessed under Reports>Customers. These reports display specific information to track orders made, reward points, and store credit for each customer using the store.

Order Reports

Order reports
Action can be accessed under Reports>Customers>Orders.

The following information will be displayed about customer orders:

Customer Name
E-Mail
Customer Group: The customer group the customer is categorized in.
Status: Shows if the customer is currently allowed to login to their store account.
No. Orders: The total number of orders made by this customer.
No. Products: The total number of products purchased by this customer.
Total: The total amount purchased from this customer. Customers are arranged on the list from the highest amount to the lowest.

Clicking "Edit" under "Action" will direct you to that specific customer's edit form under Sales > Customer. Customer can be filtered by selecting a start and end date.

Reward Points Report

Reward points report

The Order Report section can be accessed under Reports>Customers>Reward Points.

The following information will be displayed about customer reward point usage:

Customer Name
E-Mail
Customer Group: The customer group the customer is categorized in.
Status: Shows if the customer is currently allowed to login to their store account.
Reward Points: The amount of reward points obtained by this customer. Reward points can be acquired by a customer by purchasing a product with reward points designated to it under its Data tab under Catalog>Products. See Reward Points for more information.
No. Orders: The total number of orders made by this customer.
Total: The total amount purchased from this customer.

Clicking "Edit" under "Action" will direct you to that specific customer's edit form under Sales > Customer. Customers can be filtered by selecting a start and end date.

Customer credit report

Customer credit report

The Order Report section can be accessed under Reports>Customers>Credit.

The following information will be displayed about customer store credit:

Customer Name
E-Mail
Customer Group: The customer group the customer is categorized in.
Status: Shows if the customer is currently allowed to login to their store account.
Total: The total amount purchased from this customer.

Clicking "Edit" under "Action" will direct you to that specific customer's edit form under Sales > Customer. Customer can be filtered by selecting a start and end date.

Products viewed report

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Products viewed report
Products purchased report

Products viewed report

The Products Viewed Report gives you an idea of what products are being viewed the most, or the least, in the store front. You can access this section under Reports > Products > Viewed in the administration side. The report will position the top viewed product first. Along with the product name and model, the report will display the number of customers who viewed that product in the store front, and the percentage of views for this specific product out of all the views for products on the site. Clicking "Reset" will clear the information below and reset the report to only collect information from that moment on.

Report analysis to increase views

From the report above, you can see that the HP LP 3065 is the most viewed product in this store. To increase the

views for products in the bottom of the list, you would need to have a good grasp of what type of factors were involved to place that specific product on top. Was this product advertised on other websites? Was the product image included on the product banners on the home page? Were the products added to the related products of a product page? Were they given a special discount price to a customer group through a newsletter? Most likely, the product with the most views will answer 'yes' to some of these questions. Typically, the products with the least amount of views will have the least exposure on the site out of all the other products. Of course there may be other factors involved, but the more a product has exposure on the store's site through links and images, the more views product will probably get. Take advantage of the back end features of OpenCart to improve the views for the products of a store.

Products purchased report

The Products Purchased Report can be found under Reports > Products > Purchased. The report will display the all the products purchased from the store. The products are positioned according to the total amount of money acquired for that product: the highest at the top and lowest at the bottom.

The Filter button lets you customize which products are shown on the list. Selecting a date start and date end will only show the products purchased between those two dates. Selecting an order status will display the all the products purchased within a status, such as Pending or Completed.

Sales report

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Sales reports

Sales reports

The reports under Sales Reports can be accessed from Reports Sales. Orders, taxes, shipping, returns, and coupon sales information can be tracked in list form.

Orders report

Orders report

The Orders Report can be accessed through Reports>Sales>Oders. Order information is displayed in either daily, weekly, monthly, or yearly increments depending on which option you select in the "Group By" drop box. The Orders report displays the following information:

Date Start: The date of the first day of the week tracked (if set to week in Group By).
Date End: The date of the last day of the week tracked (if set to week in Group By).
No. of Orders: The number of orders made through the store between the date start and end.
No. of Products: The number of products purchased through the store between the date start and end.
Tax: The amount of taxes paid by customers between the date start and end.
Total: The total amount of money made from transcations between the date start and end.

The Filter option can display the order information within a certain space of time using Date Start or End, or by order status.

Tax report

Tax Report

The Tax Report can be accessed through Reports > Sales > Tax. The Tax report displays which type of tax is being paid the most by customers in the store front. Tax information is displayed in either daily, weekly, monthly, or yearly increments depending on which option you select in the "Group By" drop box.

The Tax Report displays the following information:

Date Start: The date of the first day of the week tracked (if set to week in Group By).
Date End: The date of the last day of the week tracked (if set to week in Group By).
Tax Title: The title of the tax type used.
No. of Orders: The number of orders made through the store between the date start and end.
Total: The total amount of money paid for taxes by customers between the date start and end.

The Filter option can display the order information within a certain space of time using Date Start or End, or by order status.

Shipping report

Shipping report

The Shipping Report can be accessed through Reports > Sales > Shipping. The Shipping report displays which shipping method is being used the most by customers in the store front. Shipping information is displayed in either daily, weekly, monthly, or yearly increments depending on which option you select in the "Group By" drop box.

The Shipping Report displays the following information:

Date Start: The date of the first day of the week tracked (if set to week in Group By).
Date End: The date of the last day of the week tracked (if set to week in Group By).
Shipping Title: The shipping method used. The shipping title with the highest total will be displayed at the top. The lowest total will be at the bottom.
No. of Orders: The number of orders made through the store between the date start and end.
Total: The total amount of money paid for shipping between the date start and end.

The Filter option can display the order information within a certain space of time using Date Start or End, or by order status.

Returns report

Returns report

The Returns Report can be accessed through Reports>Sales>Returns. The returns report shows how many returns were requested within a given time frame. The returns information is displayed in either daily, weekly, monthly, or yearly increments depending on which option you select in the "Group By" drop box.

The Returns Report displays the following information:

Date Start: The date of the first day of the week tracked (if set to week in Group By)
Date End: The date of the last day of the week tracked (if set to week in Group By)
No. Returns: The number of return requests submitted or created between the date start and date end.

Coupon Report

Coupon report

The Coupon Report can be accessed through Reports > Sales > Coupon. The coupon report tracks the use of coupons in the store front.

The Coupon Report displays the following information:

Coupon name: The name given to the coupon in the administration.
Code: The code that was used to activate the coupon in the store front. **Orders:** How many orders used this specific coupon.
Total: The total amount of all the coupons used. The number is a negative number because the customer is using the coupon to receive a reduced price on a product or order.

Clicking "Edit" under "Action" for a coupon will direct you to the coupon information form under Sales>Coupons. The coupons can be filtered through a date start and date end.

System

Settings

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Settings
Editing a store's settings

Settings

Settings can be accessed under the System menu tab in the administration. The Settings page lets you manage stores and their individual settings.

Editing a store's settings

Store settings can be accessed under System > Settings. If this is the administrator's first time in the Settings area, there will only be one store named Your Store (Default). Clicking "Edit" under "Action" will direct you to a series of tabs containing the default settings of the store.

Settings :: General

General

The general tab under Settings displays the following fields:

Store URL: The url of the store. Remember to include the 'http:' in the beginning and a '/' at the end.
Store Name: The name of the store. This information will be displayed in the Contact Us page under the Customer Service section of the footer.
Store Owner: The name used in the "From:" section of any email sent from the store.
Address: The address of the store. This information will be displayed in the Contact Us page under the Customer Service section of the footer.
E-mail: The store owner's email, or general email for the store, to be used for email notifications sent by OpenCart.
Telephone: A telephone number for the store. This information will be displayed in the Contact Us page under the Customer Service section of the footer.
Fax (optional): A fax number for the store. This information will be displayed in the Contact Us page under

the Customer Service section of the footer.

Settings :: Store

Store Tab

The store tab under Settings displays the following fields:

Title: The name for the store to be displayed in the browser title toolbar.
Meta Tag Description: A tag providing a metadata description for the store. Meta tags are seen by search engines.
Template: Selects the template/theme of the store. OpenCart only has one, "default". Themeforest is a great resource for discovering 3rd party templates for OpenCart.
Default Layout: The default layout type for the store.

Settings :: Local

Local tab

The local tab under Settings displays the following fields:

Country: The country the store is located in. **Region/State**: The region or state the store is located in.
Language: The language that the store front will be displayed in.
Administration Language: The language that the administration of the store will be displayed in.
Currency: The default currency prices will be displayed in.
Auto Update Currency: Updates the conversion rate between different currencies daily. **Length Class**: The units that product lengths will be displayed in.
Weight Class: The units that product weights will be displayed in.

Settings :: Option

Option tab

The local tab under Settings displays the following fields: *Items, Products, Vouchers, Taxes, Account, Checkout, Stock, Affiliates, Returns*:

Default Items Per Page (Catalog): The number of Catalog items that can be displayed in the store front. For example, a '5' will set a default view of 5 products to be displayed at a time per Product Category page or Manufacturer page. The customer can customize how many products can be viewed at a time in "Show" above the product list or grid. In the store front, this number of items per page will alter how many products are viewed in the Product Category page, the Manufacturer Page, and the Search page.

Default Items Per Page (Admin): The number of Admin items that can be displayed in the administration. For example, a '10' will limit the number of customers listed under Sales > Customers to 10 displayed per page. This setting will affect the number items per page under Catalog > Products, Attributes, Options, Manufacturers,

Downloads, Reviews, Information; Sales > Orders, Returns, Customers, Affiliates, Coupons, Gift Vouchers; System > Layouts, Banners, Users, Localisation; and Reports > Sales, Products, Customers, Affiliates. The only way to change how many items viewed per page is under this tab.

Products

Category Product Count: Selecting 'Yes' will display how many products are available within each subcategory o the parent categories located in the Top Menu.

> If you have lots of categories, you can gain a significant performance improvement by not displaying the Category Product Count.

Allow Reviews: Selecting 'Yes' allows customers to add reviews for products on their product pages. Selecting ' will remove this option from the product page.

Allow Downloads: Selecting 'Yes' lets customers download a downloadable product from the store after confirmin the purchase.

Allowed Upload File Extensions: This option lets the customer upload specific file types to their order. This may be used when the store owner needs the user to upload a file to personalize a product. If you need a picture file for the order, you could type in "jpg", "gif", or "png" to let the customer upload a image in that format. Leaving this option blank will not let the customer upload any file type. If they try to upload a file from the upload button on the product page, they will receive the "Invalid file type!" message.

Vouchers

Voucher Min: The minimum amount that a customer can enter to purchase a gift voucher. The number added will be counted in the default currency.

Voucher Max: The maximum amount that a customer can enter to purchase a gift voucher. The number added will be counted in the default currency.

Taxes

Display Prices With Tax: Selecting 'Yes' will display the estimated tax on the product's page under Price. Select 'No' will not show the customer the price of taxes until the checkout.

VAT Number Validate: Validate the VAT identification number if the store is based in the EU.

Use Store Tax Address: The tax estimate will use either the store's shipping or payment address if the user isn't logged into their account with their address information.

Use Customer Tax Address: The tax estimate will use the customer's shipping or payment address if they are logged into their store account.

Account

Customer Group: Select the default customer group that a customer will be sorted into when they create an account. To edit a customer's customer group, seeCustomers.

Customer Groups: Lets the customer select what customer group to be assigned to when first creating their account.

Login Display Prices: Selecting 'Yes' will require the user to create a customer account to see the prices of products in the store. Selecting 'No' will let anyone with access to the store see the product prices.

Account Terms: If "About Us", "Delivery Information", "Privacy Policy", or "Terms and Conditions" is selected, the user will have to read and agree to the terms of those pages before creating an account with the store. Selecting "None" will let the user create an account without agreeing to any terms.

Checkout

Display Weight on Cart Page: Selecting 'Yes' will display the weight of a product at the top of the Checkout page For the weight to be displayed, there needs to be a weight number added to the product under its Data tab. See Products for more information.

Guest Checkout: Selecting 'Yes' enables users to go through the checkout process without creating a store account. Selecting 'No' requires the user to create a store account before checking out.

Checkout Terms: Selecting an Information page listed in the drop down box forces the user to agree to the terms of that page in "Step 6: Confirm Order" of checkout. Selecting 'None' lets the customer confirm their order without agreeing to any terms.

Order Editing: the amount of days that the admin is allowed to edit the order in the administration. See Orders for information on how to edit an order.

Invoice Prefix: Adds a prefix to each invoice order. OpenCart will add an incremental number to the end of the prefix for every invoice. For more information on how to print an invoice, see Orders.

Order Status: the default status of every order after the customer confirms in checkout. The customer can view the status of their order in the store front under My Account > My Orders. The status can be edited in the Order section.

See Orders for more information.

Complete Order Status: the default status for a complete order.

Stock

Display Stock: the amount of product left in the store inventory.

Show Out Of Stock Warning: displays the an Out of Stock warning on the product page in the store front, if the store is out of that particular order. A product will be out of stock if its quantity in the Data tab reaches 0. It will reach 0 if the subtract stock option is selected. This option subtracts a stock with every purchase of the product. See Products for more information.

Stock Checkout: lets the customer checkout a product if it is out of stock.

Out of Stock Status: lets you choose "2-3 Days", "In Stock", "Out of Stock", "Preorder".

Affiliates

Affiliate Terms: makes an affiliate agree to the terms on one of the Information pages in order to make an affiliate account.

Affiliate Commission (%): the default percentage an affiliate will make from a customer purchase.

Returns

Return Status: the default status a customer will see in their account after submitting a return form under Customer Service > Returns; displays either "Awaiting Products", "Completed", or "Pending".

Settings :: Image

Image tab

The Image tab under Settings customizes the default images for the store:

Store Logo: Upload a store logo from the store or the admin's computer usingImage manager.

Icon: Upload a favicon for the store using Image manager.

Image Sizes: Lets you customize the pixel width by length for specific images in the store front.

Settings :: Mail

Mail tab

The mail tab under Settings displays the following fields:

Mail Protocol: Lets you choose between sending mail to the host's email, or through an SMTP. You should contact your shop's hosting provider to see if configure PHP mail. If not, you need to use a SMTP, such as gmail.
Mail Paramaters: Asks for the e-mail address for the store if "Mail" was selected under Mail Protocol.
SMTP Host: The address of the smtp host.
SMTP Username: The full email address for the SMTP host
SMTP Password
SMTP Port: The port number provided by the SMTP host. **SMTP**
Timeout: A timeout number provided by the SMTP host.

New Order Alter Mail: Selecting 'Yes' will send a notification email for every order submitted in the store front.
New Account Alert Mail: Selecting 'Yes' will send a notification email for every account created in the store front.
Additional Alert E-mails: List any additional e-mails that should also receive the notification emails above.

Settings :: Fraud

Fraud tab

The Fraud tab under Settings allows you to sign up to use the MaxMind Fraud Detection System for OpenCart. Visit MaxMind for more information.

Settings :: Server

Server tab

The server tab under Settings displays the following fields:

Use SSL: Enable HTTPS on your store. This requires a valid SSL certificate installed on your webserver.
Used Shared Sessions: Enables session information stored from the shopping cart to be shared between multiple domains/stores.
Robots: Add or remove bot user agents from accessing shared sessions.
Use SEO URL's: Enable OpenCart's SEO keyword functionality for information, category, manufacturer and product pages. This requires a correct .htaccess file.
Allowed File Extensions: Add or remove the file formats that can be uploaded to your store's server.
Allowed Mime Types: Add or remove allowed mime types.
Allow Forgotten Password: Allows admin to request a new password if it is forgotten.
Maintenance Mode: Restrict viewing your store front to logged in admin users while you make changes to your store.
Encryption Key: Enter a combination of numbers and letters to encrypt private information.
Outpout Compression Level: The level of HTTP compresion to be used in your HTTP headers.
Display Errors: Whether to display the PHP errors, warnings and notices produced by your store. This should be set to "No" for a live store.
Log Errors: Whether to log PHP errors, warnings and notices produced by your store.
Error Log Filename: If Log Errors is set to "Yes", the file where errors will be logged.
Google Analytics: Enter the code provided for the store site from the store's Google Analytics account here.

Design

Design

The Design section lets you customize the layouts of pages and banners displayed in the store front.

Banners

Banners

Banners are pictures containing linkable images displayed in the store's store front. Banners can be utilized to catch the customer's eye and direct them to special products in the store. The Banners page under System>Design>Banners lets you customize the images and links displayed on the banners.

Using banners in modules

The Modules section uses banners for two modules: Carousel and Banners. The Banners section lets you customize what page layout the banner will be included, and its position. The Carousel module acts like a slideshow, or carousel. The customer can click an arrow to look through a range of product images.

If you want to create a new carousel banner displaying all the manufacturer logos, you need to go to System>Design>Banners, and click "Insert". After coming up with a banner name for later reference, you would to click "Add Banner" to add a new icon to the banner. The following fields are needed to add a new icon to the banner:

Title: when the customer hovers their mouse over the icon, the title will be displayed.
Link: the address of the page that the customer will be directed to when clicking on the icon in the banner. In this case, you would want to link the image to a banner page. The link doesn't need the "www*store*..com" portion of the link.
Image: add an image using the Image manager.

You may add as many banners to the banner as necessary. Under Modules, you can edit the Carousel to display the "Manufacturers Banner". The image below is the screenshot of the home page after the Carousel was assigned the Manufacturers banner. All the manufacturer logos that were added to the Manufacturers banner in the administration can be scrolled through in the store front.
It its a advised that you test the links by clicking on the images on the banner. If the clicks do not direct the user to the manufacturer location, double check to see if the page address was typed in correctly in the administration.

Users

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Users
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Users

Users

Managing the in's and out's of the admin side of an online store can be quite the task for just one person to handle You may find it necessary to assign administration side permissions to specific people on your team. The User section lets you customize which users can access the admin side of the store, and what sections can be accessed or modified by them.

User groups

Before you begin creating user profiles, you should visit System > Users > User Groups to set specific access and modification permissions.

OpenCart lets you customize which admin side pages can be accessed by the specific user groups. You must check which pages can be accessed under Access Permission, and which page content can be modified under Modify Permission. The pages in the box office are displayed according to the top menu sections. For example, catalog/attribute is the Attribute section under Catalog in the top menu of the dashboard.

> Be aware that checking sections in Access Permission lets the user see the information on those pages. If a page in Access Permission is selected, but the page in Modify Permission is unselected; the user will be able to view the information on the page, but will be unable to modify this information.

For the Co-worker group, we chose to allow access and permit modification to the Catalog Section only, but not the rest of the admin panel.

OpenCart provides two user groups installed into the admin side, Top Administrator and Demonstration. The Top Administrator has every box checked under Access Permission and Modify Permission. It is an intuitive step that users assigned to the Top Administrator position would need access to all of the admin pages and permission to modify these sections. You can choose to leave the group unchanged, or unselect categories for this group. The Demonstration user group doesn't have any admin pages checked in Access Permission or Modify Permission, meaning users added in this group will not be able to access the admin side or modify any features of the shop.

Users

With the user groups set up, the individual users can be saved to the administration side of your store under System>Users>Users. Clicking "Insert" will bring you to the user form below. Aside from the basic user information, a password must be created for the user to login to the dashboard. The User Group selected from the drop down box will assign specific permissions to the user. The status lets you choose to enable the user to be able to login, or disable the user from logging in to the dashboard.

Permission denied

The user can access the dashboard the same way the administrator would, with the exception of entering their specific username and password. See Admin interface for more information.

Our user, John Doe, was assigned to the Co-worker group; meaning he will be able to access and modify all the Catalog pages. He will not be able to access Extensions, Sales, System, or Reports. The following screenshot displays what John Doe will view when he tries to access the Extensions page.

If John Doe was permitted access to this page, but not modify it, the following warning message would appear if he tried to save an edit:

"Warning: You do not have permission to modify categories!"

Localisation

Localisation

The Localisation section takes into account all the regional information needed to manage customers and orders from different countries. This information is needed to calculate shipping, estimate taxes, convert product prices ween currencies, and manage other important tasks.

Localisation :: Language

Language

The language section lets you manage the languages available for the store front. OpenCart provides English as the default language after installation. To add multiple languages to the site you need to install a language pack. Language packs can be acquired from the Extension Directory. See Adding multiple languages to learn how to add a language pack to OpenCart.

The new language can be added to the site under System>Localisation>Language. The following information will be needed to save the language:

Language Name
Code: The ISO language code. W3Schools has a complete list of ISO codes.
Locale: The code used by browsers to auto-detect the language of the site. Local codes can be viewed here.

Image: The image used to represent the language, that will be displayed in the header area of the store. **Directory:** The location of the language pack (do not include the catalog/language path).
Filename: The name of the language file.
Status: Enables or disables the language in the store front.
Sort Order: Determines the position of the language among multiple languages in the header.

Localisation

Localisation :: Taxes

Taxes

The Taxes section in Localisation allows the administrator to create the taxes that will be applied to specific products in the store.

Tax rates

The tax rate will be used to calculate the taxes from an order. The following information is needed to save a tax

rate to the administration:

Tax Name: A name for the tax that will be displayed in the store front when taxes are added to order total. **Tax Rate**: A number value for the tax.
Type: Determines whether the number value in Tax Rate is a fixed amount or a percentage of the total amount of an order.
Customer Group: Selecting a customer group will add this tax to all the customers within this group. Multiple customer groups can be selected at once.
Geo Zone: Selecting a Geo Zone will apply the tax to the regions and countries within a Geo Zone.

Tax class

Tax classes can store multiple tax rates into one category. The taxes can be customized to calculate the taxes based on the payment address (customer) or the store's address. Tax classes require the following information:

Tax Class Title
Description

Tax Rate: selecting "Add Rule" will add a tax rate that was created in Tax Rates. Base On requires either the payment address or the store address to be selected. This will determine the amount of tax added to the shopping cart total in the store front. Priority determines the position of the tax rate if other tax rates are listed with it.

The tax class must be added to each product individually in order to apply tax rates for a purchase. The tax class field is located under the Data tab in Products. See Products for more information.

Localisation :: Length class

Length class

Length classes are used to assign length specifications to products in the Data tab. The values added to products will be displayed in the product page in the store front. The following information is required to create a new length class:

Length title: The name of the length measurement, (i.e. Centimeter)

Length unit: The units of measurement (i.e. cm)
Value: Set 1 for the default value. Every value added to other lengths, such as km, will need to be relative to that. There are 10 mm in one 1cm, so the value of mm would be set to 10.

Localisation :: Weight class

Weight class

Similar to length classes, weight classes are used to assign weight specifications to products in the Data tab. The following information is required to create a new weight class:

Weight title: The name of the weight measurement (i.e. Kilogram)
Weight unit: The unites of measurement (i.e. kg)
Value: Set 1 for the default value. Every value added to other weights, such as g, will need to be relative to that value. There are 1000 g in 1 kg, so the value of g would be set to 1000.

Help

Help

The Help section links to additional resources when clicked on in the admin panel. The following pages are available for you if you need any help with or have any questions regarding the OpenCart administration side or store front:

Homepage: the OpenCart main page can be visited to see if there are any updated versions available, access the Support section, play with the OpenCart demo, browse features, and more.

Documentation: a beginner's guide to using OpenCart.

Support Forum: a support forum where you can post your direct questions, receive support, report bugs, and contribute to the OpenCart community. If you have an issue, usually entering a keyword in the search box will bring up forum posts related to the issue.

Miscellaneous

Filter

Filter is a handy tool used regularly throughout the OpenCart administration. You may type into one of the information field for the item on the item list. Pressing Filter will "filter out" all the items in the list that do no match the criteria entered in the space, leaving only the items that match. With Filter, you can quickly locate any information stored in list form. Products, Categories, Customers, Reports, Orders, and more all use Filter as the main search tool to locate items in a list.

For examples, if you would like to look up a product in the product list, you can use "Filter" as a shortcut to search for that product. This can be helpful when there is large amounts of product and you would like to edit a specific product without having to browse through every page for it. The search boxes are located in the first row above the product list.

In the screenshot above, "nikon" is typed into the "Product Name" information field. "Filter" only displays what matches "nikon". The Nikon D300 is the only product displayed because it is the only product name containing the words "nikon" in this shop. If the "nikon" wording was present in more than one product name, the "Filter" button would display all of them.

Image manager

Image manager

The Image Manager is a tool used in the administration to upload image files. Banners, product images, the store logo, and manufacturers will all need images uploaded using the Image Manager.

Clicking "Browse Files" will open up a new window called the "Image Manager". The "image" folder will be available in the left column, which can be found in the root folder where OpenCart was installed. You can use an FTP client to add and delete product images in your "image" folder. Another way to add images is to click the "Upload" button in the toolbar, which will open up your computer's file directory to directly add them. The images below were provided for the default products. Select an image by clicking on one, and press the "Delete" button in the toolbar to delete it.

Image upload

Image upload

The image and file manager in OpenCart can often cause users grief. Noting a few things can greatly reduce difficulty:

> Make sure your system settings are set to not display errors. PHP errors in JSON responses required by the image manager break the JSON and therefore the image upload.
> Make sure your files are valid images of appropriate format (animated gif files are not supported).

SEO keywords

SEO keywords

OpenCart allows the use of search engine optimized URLs for product, category, manufacturer and information pag es. SEO keywords are defined per product, category, manufacturer and information page, stored in a database table (url_alias), looked up at each page request, and translated into an internal URL.

In order to use SEO keywords, they must be enabled in the store settings page in the admin interface.

If our store is located at "www.mystore.com", the new URL of the Nikon D300 product page will be located at "www. mystore.com/nikon-camera". Overall, creating SEO keywords will clean up your store page's URL and optimize you page for search engines.