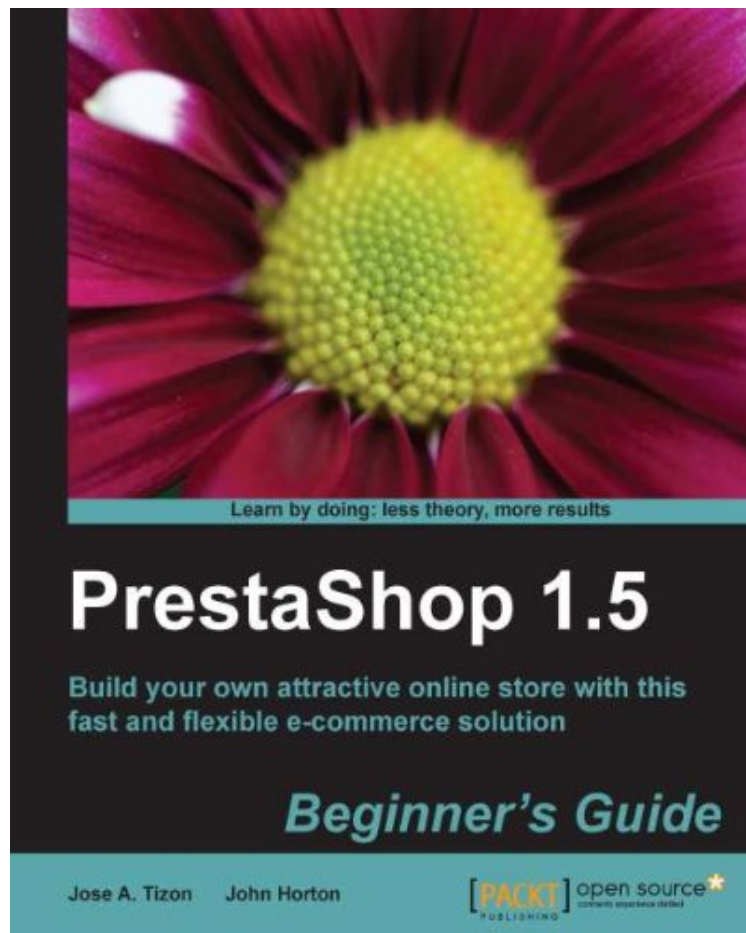


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PrestaShop 1.5 Beginner's Guide (Learn by Doing: Less Theory, More Results)

Jose A Tizon, John Horton

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provides advice on SEO including entering metadata, creating a tag cloud, configuring friendly URLs and submitting a sitemap and robots.txt file to Google. After explaining PrestaShop's preferences, it describes how to send newsletters to customers, use Google AdSense to earn extra income and use Google Analytics to track stats. The book explains how to create different user accounts with limited access to prevent accidental or malicious damage to the website, how to back up and restore PrestaShop's database and files and how to upgrade PrestaShop. It then describes how to create PayPal and Google Checkout accounts, how to configure these accounts to work with PrestaShop and how to configure shipping as a fixed rate, by price, by weight and by carrier. The book also describes how to attract more customers with loyalty program, product comments and vouchers. Finally, the book provides great advice on how to promote the website using Twitter and Facebook and by using techniques such as writing articles. There is also advice on how to analyse statistics to grow the website and generate a passive income.

In Detail PrestaShop is an open source, e-commerce solution which allows you to build a highly functional, flexible, and attractive online store. In "PrestaShop 1.5 Beginner's Guide" you will learn how to set up, extend, and personalize your own online shop. Newly updated to focus on PrestaShop 1.5, this book features descriptive and practical tutorials on everything you need to make a splash in the world of e-commerce. If you want to start selling your products online but are a bit daunted about shipping, tax, and designing your online presence, then this is the book for you. This practical book starts by showing you how to download, install, and configure your own shop. Using a step-by-step approach, this book takes you through the processes required to create a fully functioning online shop with the potential to make you serious money. With distinct chapters on the methods required to make your products stand out to your customers better, this title will enable you to create and customize a vivid, online presence to get people visiting your store and buying your goods. Targeting further sales, this book then shows you how to develop a targeted search engine optimization campaign to get new customers and keep existing customers returning. From here you will learn how to tackle complicated tax rates and shipping costs efficiently and with less hassle to ensure your customers are satisfied with your service. If you want to start your own e-commerce business using PrestaShop, then this book will show you how. Approach This book is written in a friendly voice with lots of tips, tricks, and screenshots to help you set up, extend, and personalize your own online shop. If you want to start your own e-commerce business, then this book will help you do that. Who this book is for This book is for people who are interested in creating an online shop. Basic HTML and CSS skills would be beneficial but are not required as we will provide you with all the code and know-how you need.

About the Author Jose A. Tizon Jose A. Tizon studied computer engineering at the University of Huelva and Czech Technical University in Prague. He started developing websites as a hobby in the year 2000. It then became a profession, as he is now a Software Development Engineer at . In this way, he has developed e-commerce websites for small and big companies in Spain, Czech Republic, and the UK, finding a new experience in every single one. Jose spends his spare time with his love, Yolanda, and in developing new ideas. John Horton John Horton is a fan of most things digital and particularly enjoys the growing mobile industry. He has published books, apps, and websites. He spends his working hours helping people make a success out of their web/ e-commerce enterprises through his design business, www.HadronWebDesign.com. He is encouraging the pursuit of mathematics through the free Android app, MathLegends. www.MathLegends.com. In his spare time, he likes shooting Zombies with his two sons.