

Comprehensive On Site Training

Magento Community Edition

What are the main topics covered during the 3 day on site training for Magento Community Edition(CE)?

Configuration of the Store

The essential information you need for setting up the stores configuration.

- Getting started with Magento
- General reusable store information
- Tax zones, rules and rates
- Shipping methods
- Payment methods
- Default store settings and overrides

Product Catalogue (Catalog)

Planning and building the product catalogue.

- Planning the catalogue before adding any products
- Understanding attributes and attribute sets
- Defining categories
- Defining product filters
- Custom sort
- Product types and where to use them
- Creating your first products
- Implementing swatches
- Checklist for creating products
- Importing product data

Content Management

Controlling the content that is not managed in the product catalogue.

- Building content pages (pages on their own URL)
- Defining and using Static blocks
- Using Magento Widgets to place content on any page (content pages, product page, checkout page, customer account page etc)
- Using the inbuild WYSIWYG editor
- Variables and customer variables for reusable/ repeated text
- Customisation of transactional emails (requires some HTML knowledge)
- Using the media image library for reusable images
- Editing buttons and static text on the website frontend

Promotions

Magento comes with a whole suit of promotional tools from controlling special prices at a product level or a range of products through to coupon codes and offers that are only available when a customer has met a criteria.

- Up sells, cross sell and related products



- *Rule based product relations (up sell, related and cross sell)
- Catalogue price rules and methods to manage these
- Shopping cart price rules for more complex sales
- Discount voucher codes and autogenerated discount codes

Customers & Customer Groups

Looking at how you can manage customer accounts and classify them with the store within customer groups.

- Managing customer records (adding, amending & deleting)
- Defining and using customer groups
- Customer generated content (often referred to as 'Social Proof')

Order Management

Looking at the whole order process and how it can be customised to suit your business.

- Order statuses
- Processing individual orders to completion
- Telephone/ offline order processing (including guest orders vs registered customers)
- Customising the order statuses
- Printed documents
- Product stock control (low stock, thresholds etc)

Store Maintenance

Keeping your store healthy and relevant.

- Monitor and amendment of search terms
- Google sitemaps
- Reporting

Multi Store Functionality

Magento is capable of multi-lingual store fronts and even different websites running from the one installation

- Setting up a multi-lingual store front using freely available language packs
- Editing content to represent the different store views
- Applying independent themes
- Setting up a new website
- Assigning an independent currency
- Other considerations with multi storeview/ multi website installations

External Integrations

Looking at some of the external third party tools that will help with the administration of your store along with marketing and promotional tools.



Training by Magento Certified Solutions Specialists

All merchant training provided by MageTraining is delivered by one of our Magento Certified Solution Specialist (MCSS) ensuring you will have an expert on hand to answer any questions you might have during your training days.

Whats the Next Step?

If you would like to discuss your training requirements and reserve a date when we can come and train you and your team then please contact us on the email address or telephone numbers below.

The content and number of days of on site training can be tailored to meet your specific business and staff requirements. Please contact us if you would like to discuss these options.

For more information please contact:



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