



Core Concepts & Navigation

Admin Panel Overview

The PrestaShop admin panel is the central hub for managing your store.

Key areas include:

- **Dashboard:** Provides an overview of store activity, sales, and key metrics.
- **Catalog:** Manage products, categories, attributes, and features.
- **Orders:** View and manage customer orders, invoices, and delivery slips.
- **Customers:** Manage customer accounts, addresses, and groups.
- **Modules:** Install, configure, and manage modules to extend store functionality.
- **Design:** Customize the store's appearance with themes and templates.
- **Shipping:** Configure shipping carriers, prices, and handling.
- **Payment:** Set up payment methods and manage transactions.
- **International:** Configure store localization, currencies, and languages.
- **Shop Parameters:** Configure general store settings, SEO, and maintenance.
- **Advanced Parameters:** Manage performance, database, and other technical settings.

Navigating the Backend

Left Menu:	Provides access to all major sections of the admin panel.
Search Bar:	Quickly find specific settings, products, or modules.
Quick Access Menu:	Create shortcuts to frequently used pages.

Basic Configuration

Initial setup involves configuring:

- **Store Name:** Under **Shop Parameters > General**
- **Contact Information:** Under **Shop Parameters > Contact**
- **Currencies:** Under **International > Localization**
- **Languages:** Under **International > Localization**
- **Payment Methods:** Under **Payment > Payment Methods**
- **Shipping Carriers:** Under **Shipping > Carriers**

Product Management

Adding a New Product

1. Navigate to **Catalog > Products**
2. Click 'Add new product'
3. Enter basic information: Name, Type (Standard, Pack, Virtual, Combinations).
4. Fill out the 'Basic settings' Tab: product description, images, features, pricing.
5. Go to 'Quantities' Tab: set quantities, min quantity for purchase.
6. 'Shipping' Tab: set shipping options, weight, dimensions, shipping fees, available carriers.
7. 'Pricing' Tab: add price details, taxes, cost per item.
8. Click 'Save'.

Product Options & Combinations

Attributes:	Define characteristics like color, size, or material.
Features:	Highlight specific product details (e.g., screen resolution, processor speed).
Combinations:	Create variations of a product based on attributes (e.g., a t-shirt available in different sizes and colors).

Managing Categories

1. Go to **Catalog > Categories**.
2. Add new categories using 'Add new category'.
3. Assign products to categories.
4. Set category's parent.
5. Enable or disable categories.

Module Management

Installing Modules

1. Go to **Modules > Module Manager**.
2. Upload a module from your computer using the 'Upload a module' button, or select modules from the module catalog.
3. Configure module settings. Some modules may require configuration for proper operation.

Essential Modules

Payment Modules:	Enable payment gateways like PayPal, Stripe, or bank transfer.
Shipping Modules:	Integrate with shipping carriers like UPS, FedEx, or USPS.
SEO Modules:	Optimize your store for search engines.
Marketing Modules:	Implement promotional campaigns, discounts, and loyalty programs.

Module Configuration

1. Navigate to **Modules > Module Manager**.
2. Locate the module.
3. Click configure to access module settings.

Theme Customization

Theme Selection

1. Go to [Design > Theme & Logo](#).
2. Choose a default theme. PrestaShop offers a selection of free and paid themes.
3. Preview the theme before activating it. If you want a theme that is not offered, you can upload a theme from your computer.

Theme Customization Options

Live Configurator:	Customize colors, fonts, and layout in real-time.
Theme Editor:	Modify theme files (CSS, JavaScript, and templates) for advanced customization. Requires technical knowledge.
Logo Configuration:	Upload logo files from Design > Theme & Logo .

Managing Hooks

1. Go to [Design > Positions](#).
2. Hooks allow modules to 'hook' into specific locations on your store's pages. Modules can be attached or detached from hooks in this area.