

Understanding the Preferences

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The "Preferences" menu enables you to configure and fine-tune some of your shop's details. These include a lot of different aspects of the shop, from technical settings to the customer's shopping experience. Therefore, all of the Preferences options should be carefully examined, and you should consider each option, as enabling or disabling any of them can have a real impact on your shop, and ultimately, your sales.

This chapter contains the following sections:

- General Preferences
- Orders Preferences
- Products Preferences
- Customers Preferences
- Themes Preferences
- SEO & URLs Preferences
- CMS - Managing Static Content
- Images Preferences
- Store Contacts Preferences
- Search Preferences
- Maintenance Settings
- Geolocation Preferences