

# Configuring your Shop Parameters

The shop parameters are centered around the customer's shopping experience. This is where you will define all the options regarding your customers, the orders and the general behavior of your shop. Check each of these pages before launching your shop: there are lots of choices you need to make before going live and each one can impact your customers' experience in a way.

This chapter contains the following sections:

- [General settings](#)
- [Order Settings](#)
- [Product Settings](#)
- [Customer Settings](#)
- [Contact](#)
- [Traffic](#)
- [Search](#)