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- front-office
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- /
- SEO
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- Smart Shopping
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PrestaShop 1.5. .

PrestaShop 120 , 25 . , .

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- . , .
- .
- - “” , “” Live Edit. “” , .
- . - “” . , .

“(Addons)” . , , “ Addons ”. , .

Addons, . . .

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PrestaShop .

“ ” , “ ” “ PrestaShop ” : <http://doc.prestashop.com/display/PS15/Automatic+update>.

Artichow

, .

CloudCache CDN

CloudCache.com Content Delivery Network (CDN).

CloudCache :


- **SEO.** Google - . , , , .
- . Amazon, 100 , 1% . , .
- ! , (,) , , ; , .
- **SSL.** SSL 70% .

Google Chart

, .
: Google. , , 20.04.2015 (.<https://developers.google.com/chart/image/>).

/
“/” , . () , .
(“”) . 3 : , , FTP . , .

, . zip, “”.



• , .
- . , URL .
FTP. FTP , /modules/themeinstallator/import/.

.
“” . . PrestaShop , ; .

“” . , , PrestaShop. “” ,

, PrestaShop.

, , Addons (<http://addons.prestashop.com/>). zip , XML, , Addons,
PrestaShop.

“ ” . , , : , , , () .

, , “ ” . . , . , , - Addons <http://addons.prestashop.com/>.

PrestaShop e-mail, , , . e-mail , , . “” “” , .

“ ” , , . , , .
“ ” . “ ” .
“ ” , .
e-mail , (e-mail . Enter).

Merchant Expertise

1.5.4.

- PrestaShop , -, , , . .
e-commerce.
 - e-commerce, , , SEO.
 - , , , .
 - , , , , , .

, . - - . , . , .
e-mail , , , “”, . e-mail . “” .
().
e-mail . “CSV-” .
, : id , e-mail , IP . , Microsoft Excel, , .
“”, e-mail . , , , “” , . - , , .

- e-mail , . “ ” , :
- “ ” e-mail , . , , , .
 - “ ” , , , .
 - “ ” , , , .

- “ ” , , , .
- “ ” e-mail , . , , , .
 - “ ” , , , .
 - “ ” , , , .

, e-mail , “CSV-” , , , , . : ID , , , e-mail , IP , , , .

PrestaShop Cleaner

1.5.4.

PrestaShop, .
, , PrestaShop, : , , , .

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- " " "
- " " "
- " " "

HTML

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Visifire

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, .



Google Shopping, / . /.

, .

- - GIF.
- (0-100). "100" , , "60", .
- , .
- Y. , .
- , . , .

, , " " " " , . PrestaShop (), .

XML/SWF

, .

AddShoppers

1.5

cURL PHP.

. , ROI .

, AddShoppers,

, , , .

front-office , URL. " " , URL URL. , .

(follow-up)

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Avalara - AvaTax

, AvaTax .

. ; , - . . AvaTax , , . . .

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- . .
- -. PrestaShop , .

, .

front-office

front-office . , PrestaShop , .

1.5.

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-
-
- **Email.** mail , ().

footer.

CMS

CMS .

CMS :

- **CMS Block.** CMS , , , , " , , , , " .
- **footer.** CMS , , , : , .
- **Footer .** CMS footer.
- " **PrestaShop** ". - prestashop.com. , footer.



footer, PrestaShop : " footer " .

, footer, PrestaShop . , , , , , . . PrestaShop .

, . , , / - (). " " , , .

, Ajax, , . Ajax , , , .

. :

- . , , , , .
- . , , , , , , .
- . , , , , " " , , .
- **footer.** footer, " " .

1.5.

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- . / , () . , .
- **E-mail.** , email / .

footer .

" " . , .

. , . () , . , " " .

1.5.

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, , . .

, footer . “ ”.

:

- . : “ - , , / , ”.
- . , , , , , .
- . , , .
- . , , .
- **100%** . , (PayPal Moneybookers), , . , .

; . - (). , .

“ ” , , , .

Facebook

“ Facebook” . Facebook, .

“ ” , . , “ ” .

, , .

, . , (“ ”). “ ” , , (). , .

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, . , . **Live Edit.**

- , , , , , , , .

1.4 , . 1.5. .

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2 :

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 - . , , .
- / , , .

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, , (“ ”).

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- « »
- « »
- **URL.**
- « »
- « »
- « »

, « »

« », « », « (,) », « »

4 :

- « »
- « »
- « »
- « »

, « (-) », « », « » :

- « »
- « »
- « »
- **URL.** URL.

« », PrestaShop, cron (). URL (crontab) «cron» «crontab», -.

« », « »

« »

« »

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1. « », « »
2. « », « », « »

- « »
- (): « »
- (): « »
- « »

3. « », « »

« », « »

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- , , , , - ().
- . , . , "0".
- .
- ("0" - ; "1"). , . "1", .
- .
- (google, yahoo, bing, ...) // . . SEO.

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- . URL, , . , "http://" : <http://www.myprestashop.com>, . , .
- . , .
- . . . , " " .

, , . , .

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, , : , , , , . , .

footer

1.5.

" " (.), footer.

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, , 20 . " ", " " .

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-
- e-mail . , . , .

- e-mail
- 10%

CMS

CMS

“0” “5”

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- “?”
- “”

:

- offline,
- (“ ”), (,), : “ ” (.).
- (“ Enter”),

-

- 30. “30”

“”

“ ”

RSS

RSS . RSS - -, .

, . RSS . RSS .

:

- . : , , .
- URL : , .
- ., RSS 10 20 . 5, , .

RSS

RSS . RSS - -, .

. RSS- ., ., RSS- .



multistore, RSS .

. , , .

“ ” . , , e-mail , . e-mail .

, , , , .

1.5.

, . , URL :

- Facebook. /, .
- Twitter. , , .
- RSS . RSS - , , RSS (Google Reader) . , ., RSS , .

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, “ ”, “ ” . , , .

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1.5.

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1. “ ” “ ”
2. , “ ” “ ” , .
3. “ ” “ ”
4. , . . Live Edit .

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“ ” • , •

“ ” , • , • “ ”

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osCommerce

(.).

osCommerce. , , .

, e-commerce PrestaShop. , , , . , . . “” .



, -! .

PrestaShop , , : , , (Hipay, Moneybookers, PayPal .). , .

PrestaShop , , :

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-
-

, :

- , :
 - Authorize.net
 - PayPal
- Addons:
 - DIBS
 - Hipay
 - Moneybookers
 - Ogone

, , , PrestaShop Addons. PrestaShop . .

Addons , “” , .

Addons : <http://addons.prestashop.com/en/4-payments-gateways>.

Authorize.net AIM

Authorize.net AIM , .

Authorize.net AIM, . Authorize.net AIM , ().

, ID . , (), , , PrestaShop Authorize's, “” .

, front-office “Authorize.net AIM” .

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, , .
, front-office “ ” . , , .
, , “ ”, back-office . , . “ ”, “ ”.

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Hipay

Hipay .
Hipay, .
, : , , ID .
, .
, front-office "Hipay" .

Kwixo

1.5.

Kwixo Kwixo. Kwixo FIA-Net, e-commerce : Crédit Agricole LCL. , Kwixo, , .
, Kwixo. .
, , : , . , , , .
, , , “ ”, “ ”.
, front-office “Kwixo” .
, back-office Kwixo, URL, “ Kwixo “.

Moneybookers Skrill

The Moneybookers Skrill .
Moneybookers, . “ ”.
, “ Moneybookers ”, .
, front-office “Moneybookers Skrill ” .

Ogone

Ogone .

Ogone, . " " .

, : PSPID, / SHA() ()

, front-office "Ogone" .

PayPal

PayPal , PayPal.

PayPal, . " PayPal " .

, : API, API, API . , .

, front-office "PayPal" .

, ("cheque") .

, , - , .

, " " , " "

, , " " , back-office . , . " " , " " .

Certissim

FIA-NET - () PrestaShop e-commerce. , - .

, . : <https://www.fia-net.com/marchands/devispartenaire.php?p=185>.

, , ; , ID () . , ; , .

, FIA-Net , , .

PrestaShop Security (presta fraud)

PrestaShop Security (presta fraud) PrestaShop .

, . email , , URL , " " .

, . , ID (PrestaShop Security) .

, , .

PrestaShop

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- "10" "0.2"., 2€ 100€.
- "0".
- ...
- ...
- ...
- ...
- ...
- ...

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“ ” “ ”

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SEO

Google sitemap

,

XML PrestaShop , Google Webmaster Tools, (Google, Yahoo, Bing...).

:

- CMS, CMS, CMS.

“ ”. (, myprestashop.com/sitemap.xml). URL Google Webmaster Tools.

cron . - “ ”, cron , URL,

, cron , -.

- ...
- ...
- ... (" ").
- ...
- ...
- ... PHP date(): ... "l j F Y" , : " 21 2012".

- ...
- ...
- ...

Kiala Advanced (Kiala)

1.5.

Kiala. Kiala , .

Kiala , . :<http://www.kiala.com/>.

, , "Kiala Module Status".

" ", Kiala.

- ... ; .
- ...
- ? , .
- ? ? , " .

, "Kiala" front-office , .

Mondial Relay

Mondial Relay. , , .

Mondial Relay, . :<http://www.mondialrelay.com/>.

, , " " , Mondial Relay: Webservice Enseigne, Code marque, Webservice, KeyEtiquette's Language . KeyEtiquette's Language , , ; " " , " " , Mondial Relay " " " .

, , "Mondial Relay" front-office .

, .

. - front-office .



“ ”

“ ”

So Colissimo

1.5.

SoColissimo, La Poste, . . , .

, SoColissimo. , , : 3634.

, SoColissimo: ID So, , , URL So, URL So, URL .

() “”, , PDF.

SoColissimo, URL back-office SoColissimo .

, , “SoColissimo” front-office .

TNT Express France

1.5

TNT express, .

, TNT express. :<http://www.tnt.com>. ” ” : TNT, , .

“ “ ””. , , .

, , “TNT Express France” front-office .

Tracking - Front office

PrestaShop, , .

“ ”, “”. “Tracking - Front office”, : <http://www.yoursite.com/modules/trackingfront/stats.php>.

, “ ”, , , . , .

“”, URL (referrer).

“ - ” URL.

.

Smart Shopping

Shopping Feed

1.5.

() , Shopping Flux (<http://www.shopping-flux.com/>).

, TShopping Flux. , . , , .

Shopping Flux: <http://www.shopping-flux.com/module-prestashop-shopping-flux/>.

Twenga Ready to Sell

Twenga. Twenga - , “ ”. , .

, Twenga. “ Twenga”.

, hashkey, , Twenga.



, . “ Twenga” ,

eBay

eBay. , eBay. <http://www.ebay.com/>.

, eBay “ eBay”. eBay .

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