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- **SEO & URL (CMS)**
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“ ” PrestaShop 1.4 PrestaShop 1.5. : “ ” “ ”.

“ ” , . , , :

- **SSL.** SSL - “ ”, SL (). , -. : http://en.wikipedia.org/wiki/Secure_Sockets_Layer. SSL- , , (, .) ., , , . - SSL, SSL PrestaShop, . , “ ”.
- **front-office.** , , , URL, , , , .
- **html** (1.5.5.0). , . - , . .
- , , , “\$42.333333333”. (, .). :
 - . . 42.33333333 42.34.
 - . . 42.33333333 42.33.
 - , , : - “5”, - .
- . “ ” “ ” , , , , URL /manufacturer.php /supplier.php.
- . 1.5. : PrestaShop . “ ”, “ ” , , , . PrestaShop
- . , PrestaShop . .

“ ” , , “ ” .

- . , 5, . . , , , , .
- . , .
- . . . , . . , “0”.
- . 1.5., , , , .
- . 1.5. “ ” (“ ”), , . (). , PrestaShop : , , .
- . , .
- **CMS.** (CMS). , , PrestaShop.

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, PrestaShop .

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- **JqZoom Thickbox.**
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- ... "iPod Shuffle" " " " " (.), ...
- ... "iPod Shuffle" " " front-office ...
- " " = 1.5. ...

- ... 1.5. ...
- ... : , PrestaShop ...
- ... 1.5. : " " ...

" " , 1.5. , , B2B.

- ... 1.5. ...
- ... " " ...
- ...

- **email** . 1.5.5.0. email PrestaShop , (email,).
- . 1.5. . , 360 - 6 .
- **2.** 1.5. 2 . , , :
 - (DUNS , SIRET , CNPJ).
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, PrestaShop. “” ().

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- . , PrestaShop .
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“ ” . , PrestaShop : , , . , : , .



PrestaShop , : /themes/default/mobile. , , .

, , : , . , - /themes/magnolia, /themes/default/mobile .

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, “ ” , .



PrestaShop Addons!

6 PrestaShop Addons. , , Addons, .

SEO & URL

SEO - "search engine optimization", . , . : http://en.wikipedia.org/wiki/Search_engine_optimization.

PrestaShop , .

URL - "uniform resource locator", , -. : <http://en.wikipedia.org/wiki/URL>

, URL PrestaShop (,), , : URL http://www.myprestashop.com/product.php?id_product=27 , . URL : <http://www.myprestashop.com/2-music-players/27-ipod-nano-green>.

, , , , URL: id_category=2 2-music-players, id_product=27 27-ipod-nano-green. ID , , / . (""): "URL" , "SEO" . " " , .

PrestaShop , URL: CMS , . "SEO URL" , URL, (, ,) .:

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URL c. URL ., URL (-), , , URL, !



, , "SEO URL" , , , SEO .

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- - , "index" . , : "<>-<>".
- PrestaShop, " , " " " .
- : .
- , " , "Return" . , .
- URL, .

, Google , , . .

"SEO & URLs" . URL, URL . , ..

URL

URL , , CMS . , .



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“ URL” :

- . , URL.
- . , .
- . , .
- . , . : , Return , .
- **URL.** URL. , ("") ("-").

URL

URL:

- **URL.** , , , URL . , “”.



- “URL (mod_rewrite)”, , . URL, ”. , PrestaShop , .
- **URL.** PrestaShop URL , , (ASCII). .
- **URL.** URL - , , . , PrestaShop rel="canonical", URL . , , , <link> . .
- **apache (multiviews).** pache - -, - (). Multiviews - , - URL . , URL PrestaShop. , multiviews .
- **apache mod security.** mod_security - apache, , , , .



PrestaShop, .htaccess , URL. 1.5, : PrestaShop .htaccess .

URL

, :

- . IP.
- **SSL** . (https://) IP.
- **URL.** , PrestaShop. , "/".

, , . .

.txt file -, -, . -, Google Yahoo, , , , , - e-mail . , , , ..

.txt PrestaShop - , , . , : (User-agent): *" string.

“ robots.txt ”, robots.txt . , , , PrestaShop .

(CMS)

PrestaShop , , , CMS. “”, . CMS “ ” (“”).

“CMS” , , (-)

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CMS

CMS, “

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- **CMS.** “”
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- **URL.**

, PrestaShop ,

“ ” “ ”



“ CMS ” “ ”

CMS

“ CMS ” :

- **CMS.** “”
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- **URL.**
- . WYSIWYG, “ ” “ ”.
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“ ” («»).

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

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1.5.4, , ..



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1. , .
2. .
3. .

1.5.

- . : JPEG PNG. . JPEG , . PNG , , , ; . . , JPEG. - , " PNG, PNG".

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PNG " " .

- **JPEG.** 80 75, .
- **PNG.** - 6 7 .

- . :
 - 6000 , (/,).
 - 6000 , (/,).
 - 64 32 , .

- . , PrestaShop PHP - : , 8,388,608 - 8 Mb. , , , PHP .
- , , , 64 .
- , , , 64 .
- - , , .

, . - , .

1. 6000 .
2. , .
3. .
4. " " .



1.5. 1.5.5, 1.5.5 .

PrestaShop : , PrestaShop, , . , , . , .
. “ ” PrestaShop . , , “ ” (“ ”) “”.



PrestaShop /img, :

- /admin -
- /c -
- /cms - CMS
- /co -
- /genders -
- /jquery-ui - jquery-ui
- /l -
- /m -
- /os -
- /p -
- /s -
- /scenes -
- /st -
- /su -
- /t -
- /tmp -

PrestaShop , .

(Store Locator) front-office.

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- " " , , .
- " " " " » .
- footer: " " , " footer".

():

1. " " , " " .
2. " " " " " " , , " " , .
3. . . , - : " " , " " () . , , .

" " .

1. " " , .
2. " " " "
3. "displayRightColumn ()".
4. . , .

() . , , .

" " .

"/", PrestaShop . , , / :<http://stevemorse.org/jcal/latlon.php>.


- footer. , PrestaShop , footer " " , " " , (, , .) .
- " " , . (: Google Sitemap , SEO).
- . . . , .
- . . , .

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- . . , .
- **mail** . email
- . , (DUNS , SIRET , CNPJ .) . , , .
- 1/ 2// I. . "-" , ("-" , "") .
- . . , , .
- **-mail** . e-mail , , e-mail .
- . .
- . .

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 (, e-mail)

, . , ""MyStore – " , "MyStore: "

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Aliases

, . PrestaShop , "alias" . , .

alias, :

1. " " "" , "" . , , .
2. aliases, .
3. " " "" .

: , , .

, "palyer" "plaiier" "player". "alias" , "Player". "alias" .

, , , , . " " " " .

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PrestaShop URL cron . , cron and crontab, -.

- AJAX. , 10 , .
- . , 10 , . .
- . , , . (the, and, of,).
- . , . "!".

PrestaShop , .

, "0" .

"8" 4 , "2".

, " "6", " "4", " " "1". , "ipod" , , "ipod" . , "ipod" , ..

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- IP. IP , . , " , " . , <http://www.whatismyip.com/> . " IP" , IP . IP , " , .

- , : , , . , , IP . /.

" , , , , : <http://geolite.maxmind.com/download/geolite/database/GeoLiteCity.dat.gz>.
City MaxMind. , /tools/geolite/ directory PrestaShop .

GeoLite

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IP

IP , . , . IP . , , “” .