

Connecting to the PrestaShop back office

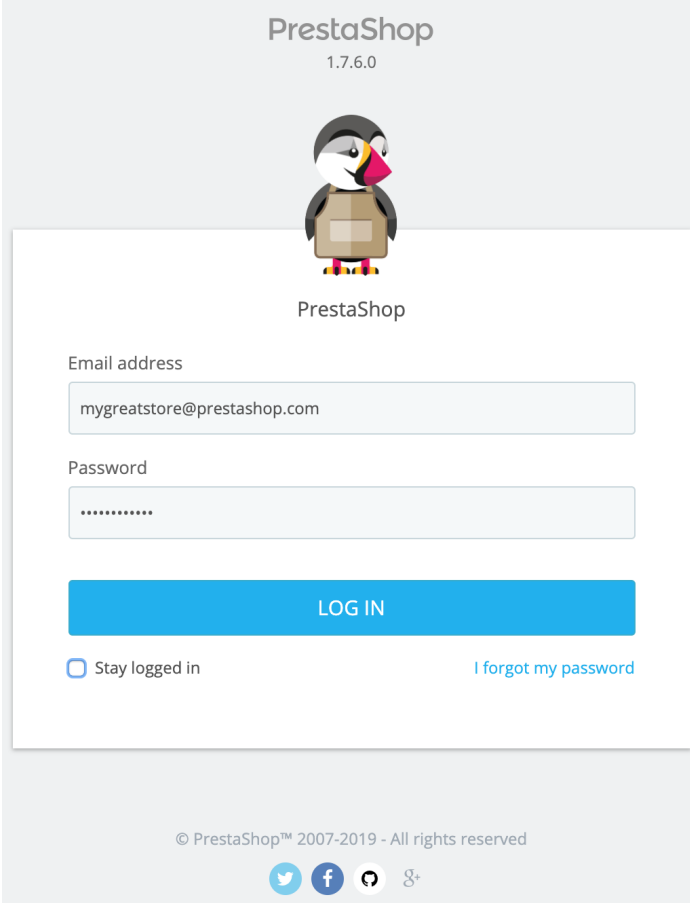
Connecting to the PrestaShop back office

The PrestaShop back office is the name used to describe the administration panel of your PrestaShop store in this user guide. You will spend most of your time in this panel, as everything that the user sees is handled directly through the back office: adding/editing/removing products, handling carriers, building packs, creating vouchers, keeping contact with customers, improving your shop, etc.


During the install process, the `/admin` folder is renamed into something unique to your shop (for instance, `/admin091anufki`), for security reasons. Use that new folder name to access your shop (for example: `http://www.example.com/admin091anufki`).

The name change is done automatically by PrestaShop. Be careful to memorize that folder name the first time you access it after the installation!

You will see the login page for your shop's control panel.



PrestaShop
1.7.6.0



PrestaShop

Email address
mygreatstore@prestashop.com

Password
.....

[LOG IN](#)

Stay logged in [I forgot my password](#)

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Enter the e-mail address and password that you registered with when installing PrestaShop. Click in the "Log In" button, and you are taken to the back office's dashboard, a sort of welcome page for this control panel.

PrestaShop 1.7.6.0 Quick Access - Search

Dashboard

Dashboard

SELL

- Orders
- Customers
- Customer Service
- Stats

IMPROVE

- Modules
- Design
- Shipping
- Payment
- International

CONFIGURE

- Shop Parameters
- Advanced Parameters

TIPS & UPDATES

Connect to your account right now to enjoy updates (security and features) on all of your modules. Once you are connected, you will also enjoy weekly tips directly from your back office.

CONNECT TO PRESTASHOP MARKETPLACE

ACTIVITY OVERVIEW

Online Visitors **49**
in the last 30 minutes

Active Shopping Carts **5**
in the last 30 minutes

Currently Pending

Orders	4
Return/Exchanges	0
Abandoned Carts	20
Out of Stock Products	10

Notifications

New Messages **310**

Customers & Newsletters (FROM 2019-06-15 TO 2019-07-15)

New Customers	93
New Subscriptions	124
Total Subscribers	359

Traffic (FROM 2019-06-15 TO 2019-07-15)

Link to your Google Analytics account

Visits	59644
Unique Visitors	35786

Traffic Sources

PRESTASHOP.COM	29822
GOOGLE.COM	19881
DIRECT TRAFFIC	14911

IM DASHBOARD

Sales	Orders	Cart Value	Visits	Conversion Rate	Net Profit
€829,380.00 Tax excl.	5,841	€141.99 Tax excl.	359,219	1.63%	€287,460.88 Tax excl.

Line chart showing Sales from 2019-06-15 to 2019-07-15.

PRESTASHOP NEWS

Discover the Customer Reviews module available in version 1.7.6 of PrestaShop!

07/15/2019
Reassurance on an online store plays a huge part in building trust between merchants and visitors. [Read more](#)

New features, developments, advanced functionalities, download PrestaShop 1.7.6 now!
07/09/2019
So, what's new in version 1.7.6? [Read more](#)

Find more news

TIPS OF THE DAY

6 tips for creating a delivery policy that attracts customers
Find important tips for creating an efficient delivery policy in this short video from Envoimoincher.com. It will help you to attract customers and build loyalty.

Watch the video

PRESTASHOP UPDATES

Your PrestaShop version is up to date

WE STAY BY YOUR SIDE!

Help Center
Documentation, support, experts, training... PrestaShop and all of its community are here to guide you

PrestaShop Marketplace
Traffic, conversion rate, customer loyalty... increase your sales with all of the PrestaShop modules and themes

IM FORECAST 2019

Traffic Conversion Average Cart Value Sales

Stacked bar chart showing forecast for February, April, June, August, October, and December.

IM PRODUCTS AND SALES

RECENT ORDERS BEST SELLERS MOST VIEWED TOP SEARCHES

LAST 10 ORDERS

From this step onward, you can begin to configure your shop and sell products to your customers.

Read the next chapter of this user guide, named "[Discovering the Administration Area](#)", to understand all the various sections of the back office.