

The
DEFINITIVE GUIDE
to Getting Started with OpenCart 2.x



FOR BEGINNERS



iSenseLabs

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The first step is always the hardest.

We are here to break that rule and make it the easiest.

This eBook is written for new users of the free E-Commerce platform OpenCart, which is an open-source project. The eBook will show you how to start from scratch with the platform and how to build your way up to a fully running online store.

The beginning of the eBook is about the installation process of OpenCart. Then, we will move on to clearing the demonstration data from the standard installation. The rest of the eBook will be all about explaining each of the menus in your Administration panel, how they work and what they are used for.



Chapter 1: How to Install OpenCart

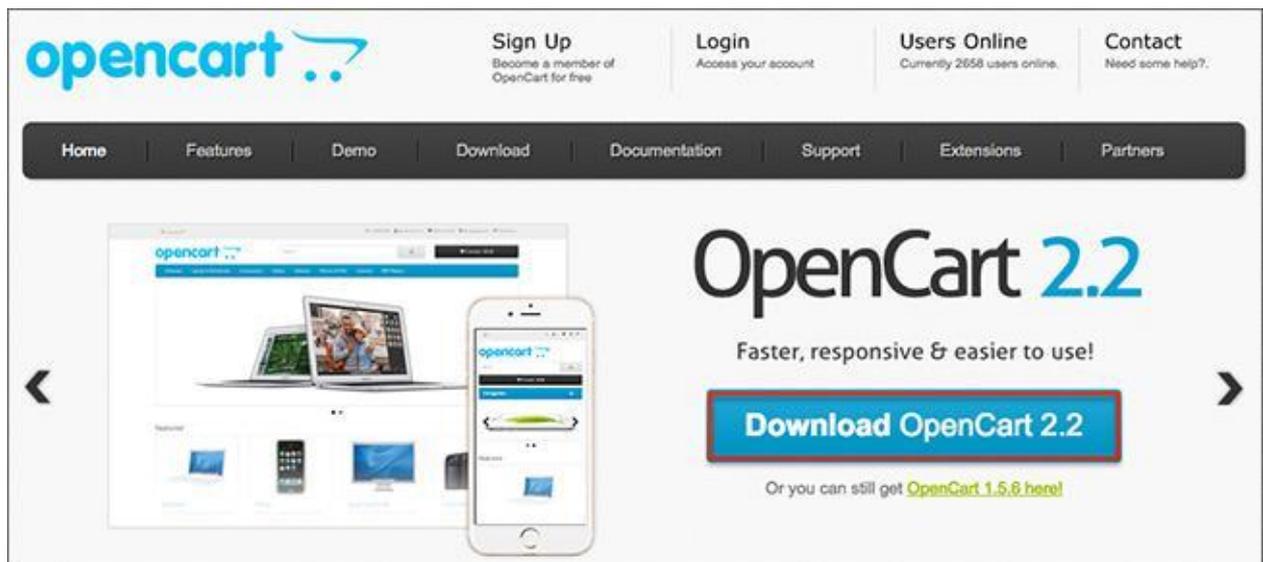
In the first chapter of this eBook, you will learn how to complete the installation of OpenCart from scratch.

Before we begin, these are the server requirements you need to run a smooth OpenCart installation:

- Web Server (Apache suggested)
- PHP 5.3+(1.5.x at least 5.2+)
- Database (MySQLi suggested)

Download OpenCart

To begin the installation, you need to download the files from the official website of [OpenCart](#).



At the time of writing this (May 2016), the latest version of the platform is 2.2.0.0. You will notice that you can choose to download some of the previous versions of OpenCart.

Easy set-up by our hosting partner



[Click here to get started now](#)

- **OpenCart** automatically setup for you
- Hosting fully optimized for **OpenCart** websites
- 24/7/365 technical support

Download & host your own



OR

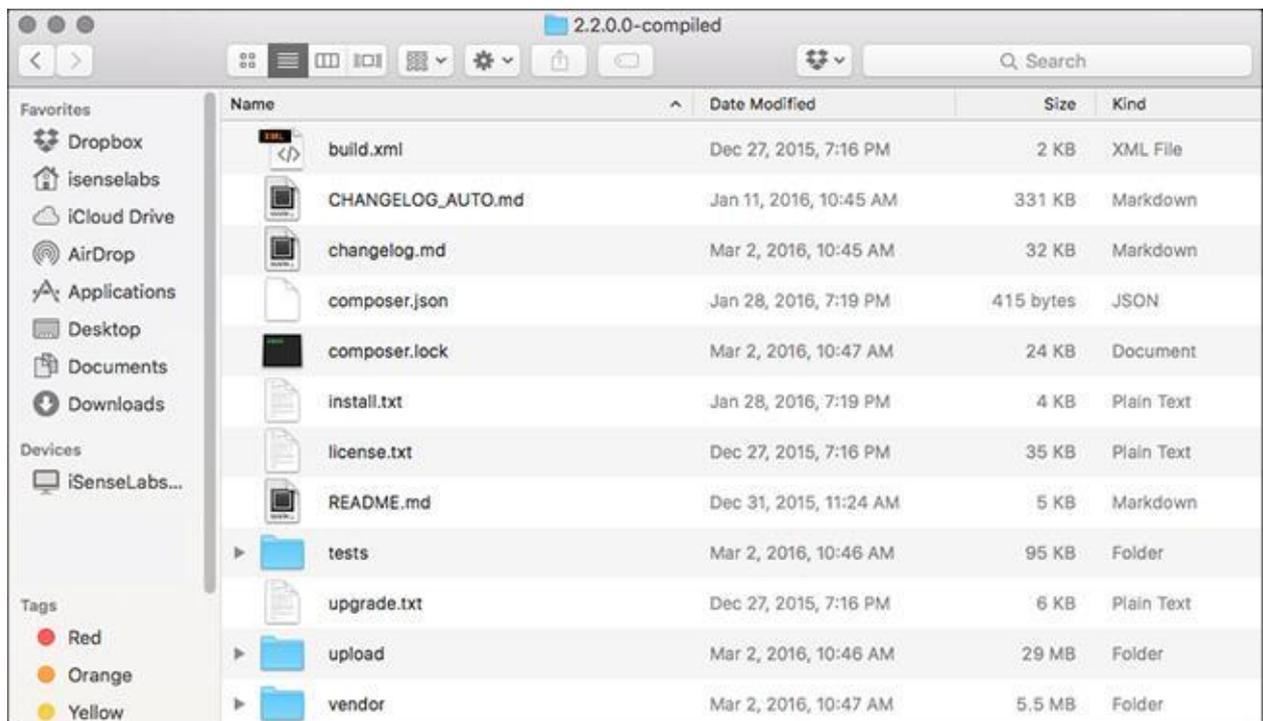
- Download **OpenCart** for free
- Customise your own hosting solution
- Install and configure your store

OpenCart translations can be downloaded from the [extension store](#) or the [Crowdin OpenCart page](#).

Downloads | **Changelog**

Version	Release Date	Action
2.2.0.0 (Latest version)	March 2, 2016	[Download]
2.1.0.2	January 12, 2016	[Download]
2.1.0.1	October 6, 2015	[Download]

You will download the ZIP file. Unzip it and open the folder.



From all the files you will see, the most important one is the **upload** folder. It contains all the important files that are used to upload OpenCart to a web server.

By now, you should have an established web server and hosting. We have a post on the server requirements needed to run an OpenCart store without a hitch - you can view it [here](#).

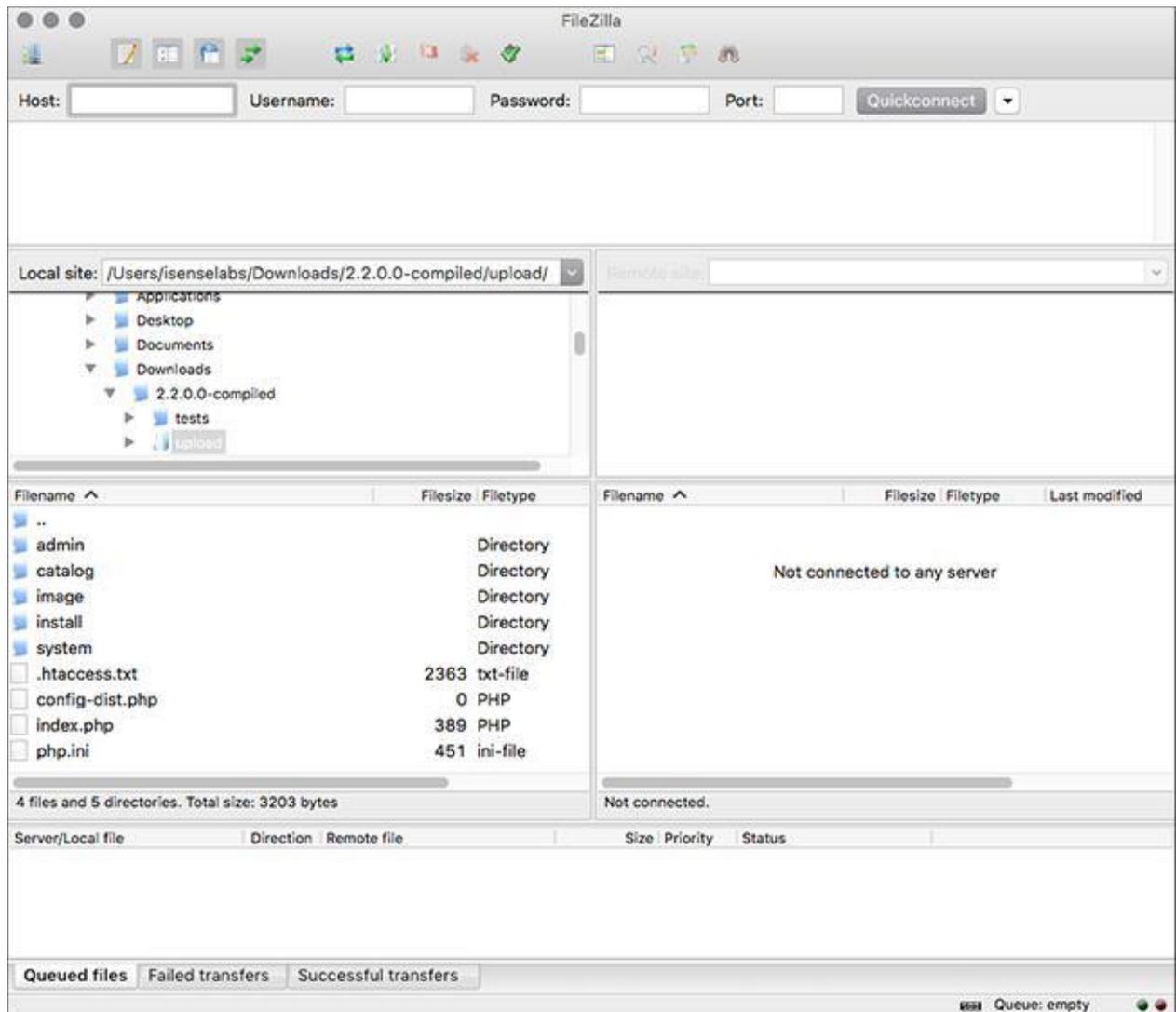
Setting Up Your FTP Client

We suggest using FileZilla. It's one of the most popular FTP (File Transfer Protocol) Clients used to transfer files to web servers. You can use it to upload your OpenCart files to the server you have established. You can download the FileZilla client from here:

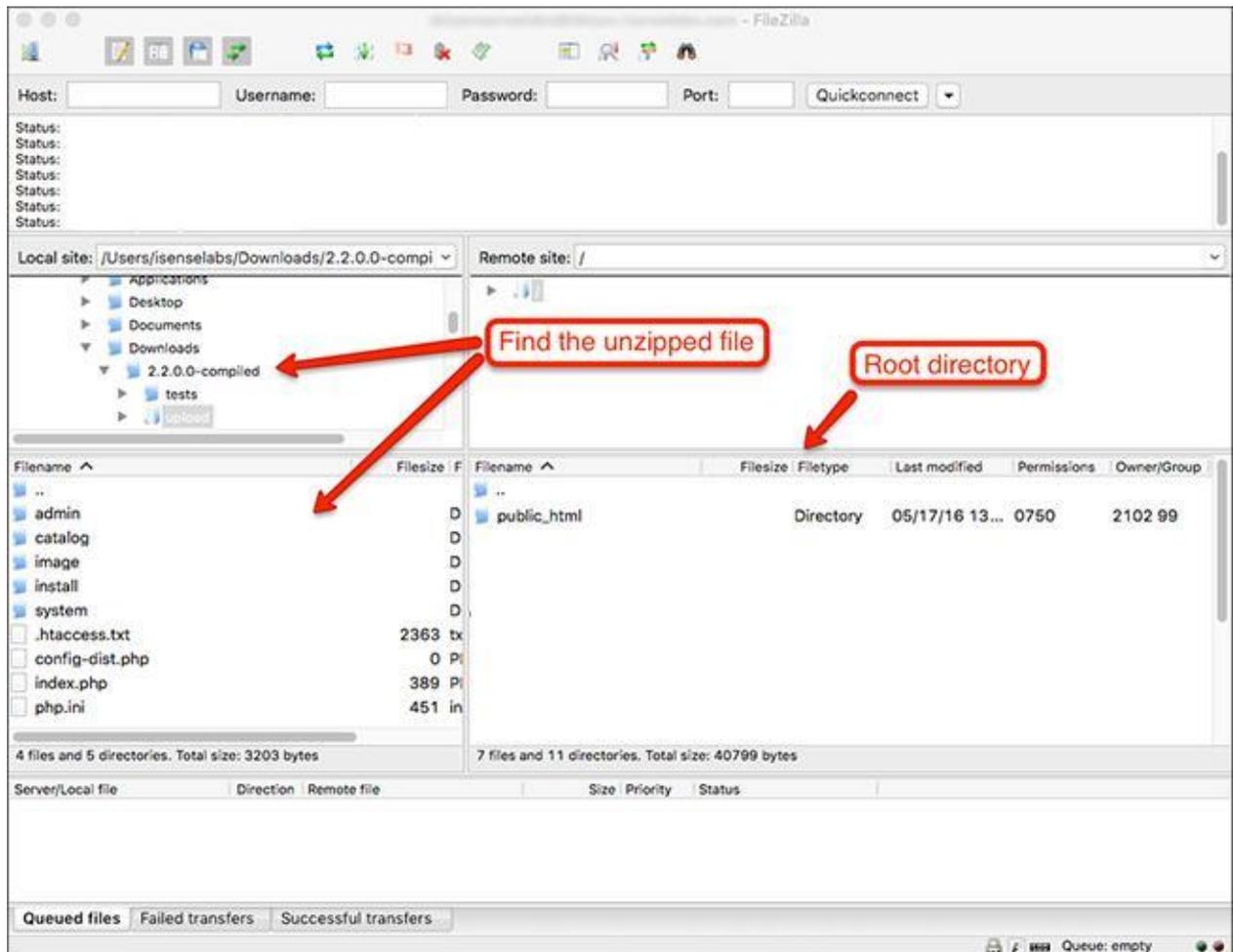


Important Note: Some web servers do not have FTP support. If that is your case, use an alternative method to upload files (SSH, Online web hosting file manager, etc).

After you install FileZilla on your computer, open the application and find the folder you unzipped with the OpenCart files.



Input the details of the account you have configured after setting up your server and hosting. Input your **Host** (the URL of your host), **Username** and **Password**. Click **Quickconnect**.



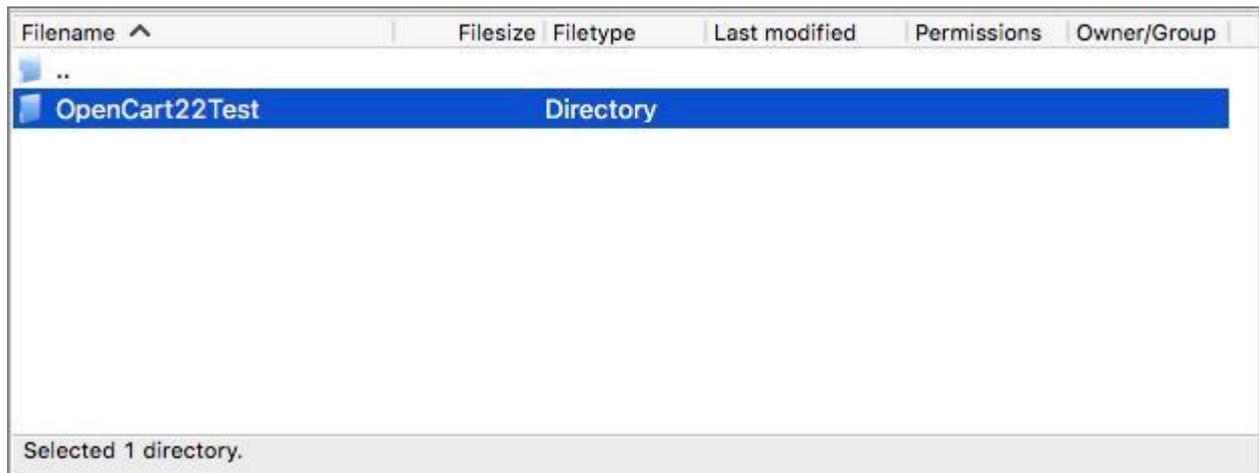
After you have logged in and connected to your host, you will see the root directory on the right - in our example, it's called public_html. This is the folder where your OpenCart shop will be located.

Important Note: Not everyone is installing OpenCart in their root, this is just our example.

Uploading OpenCart

The location of your store's website varies based on whether you want the store to be seen on the main page, a sub-folder, a subdomain, etc. If you want to make OpenCart the main page, you will need to upload files to the root folder of the website.

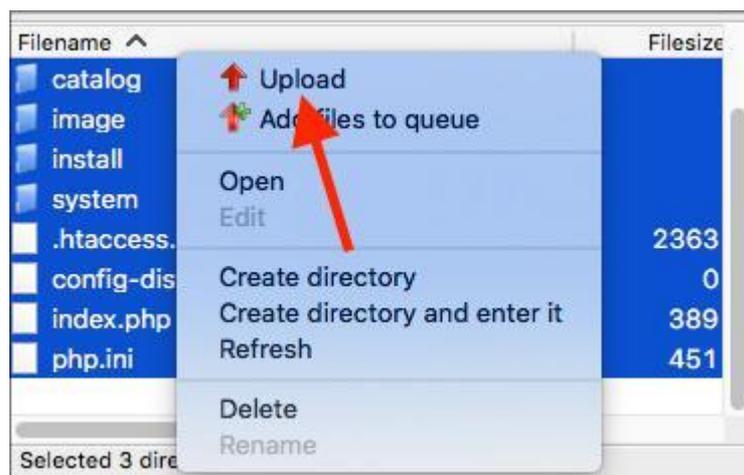
Open the public_html folder and create a new directory for your OpenCart installation. For example, our directory will be called /public_html/OpenCart22Test.



Find the unzipped folder in the **Local site** field with the OpenCart files and open them. Click on the **upload** folder.

These are the files you need to upload to your server.

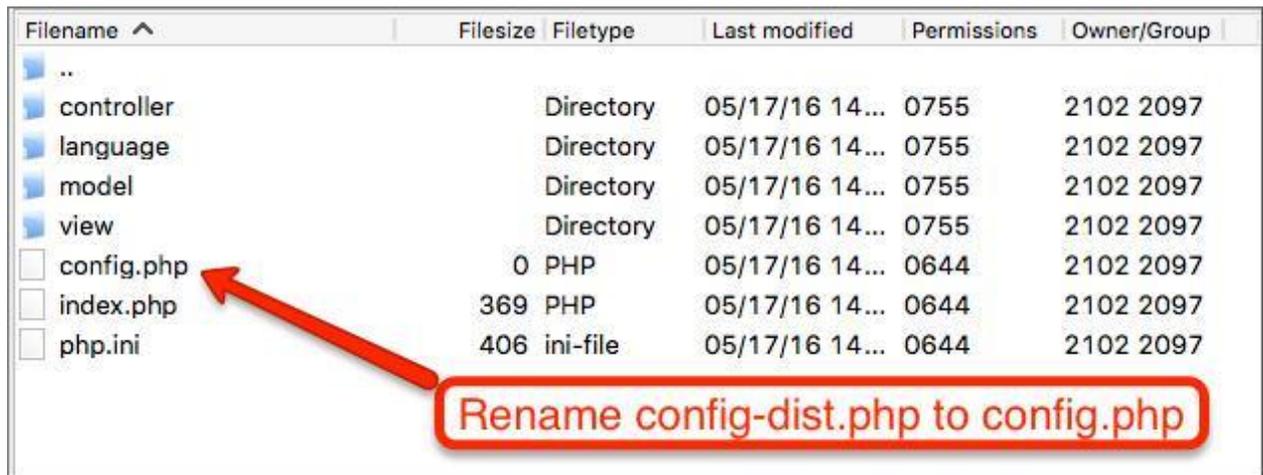
Select all of the files, right click and then click **Upload**.



This action may take a few minutes to complete. Be patient.

After the upload is finished, there are two files that you need to manually modify. You have to rename the config-dist.php file in the root directory as well as the one in the admin folder.

Simply delete the **-dist** part so the file's name is config.php.



Filename ^	Filesize	Filetype	Last modified	Permissions	Owner/Group
..					
controller		Directory	05/17/16 14...	0755	2102 2097
language		Directory	05/17/16 14...	0755	2102 2097
model		Directory	05/17/16 14...	0755	2102 2097
view		Directory	05/17/16 14...	0755	2102 2097
<input type="checkbox"/> config.php	0	PHP	05/17/16 14...	0644	2102 2097
<input type="checkbox"/> index.php	369	PHP	05/17/16 14...	0644	2102 2097
<input type="checkbox"/> php.ini	406	ini-file	05/17/16 14...	0644	2102 2097

Rename config-dist.php to config.php

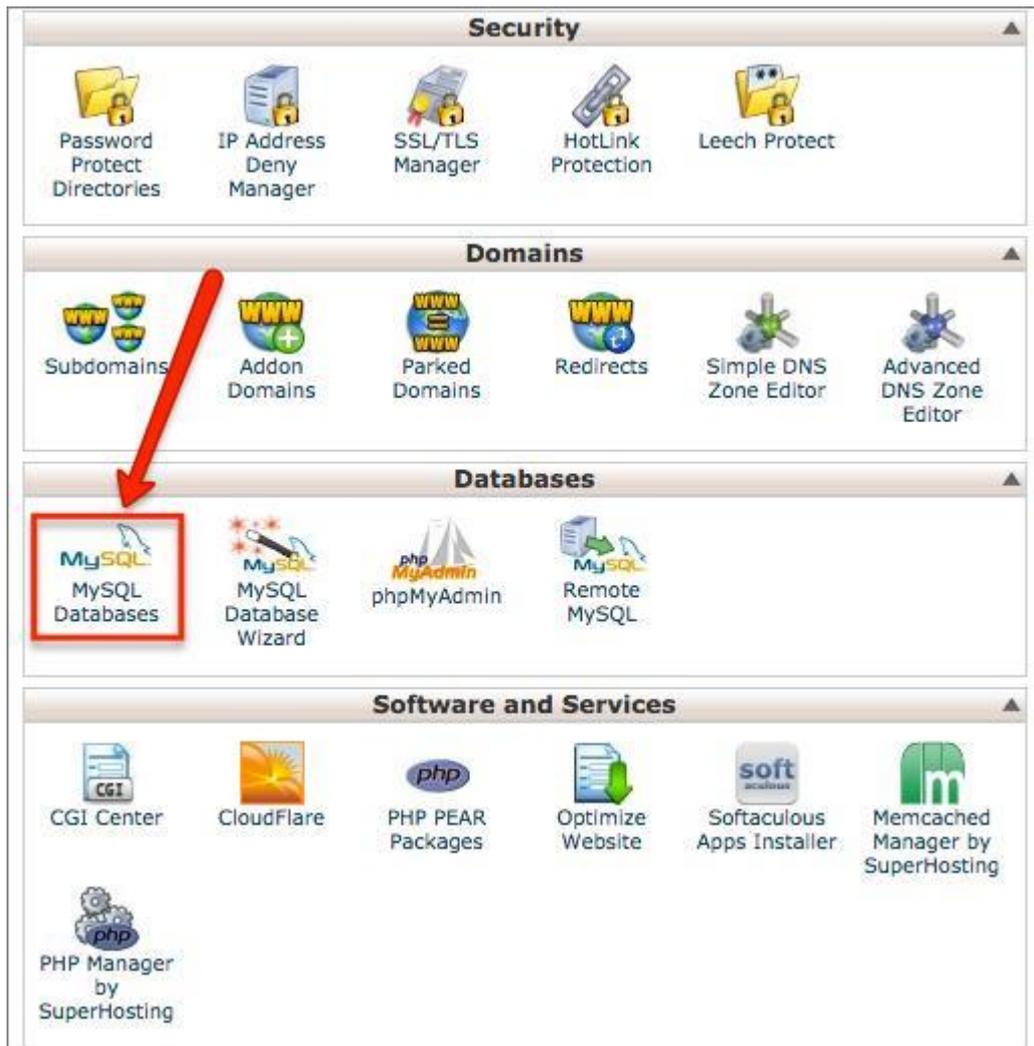
Creating Your Database

You are almost finished. The next thing to do is create the database for your OpenCart store. To do that, you need to access the control panel of your site (cPanel for example). The control panel is where your MySQL Databases are managed.

(Not all web hosts have support for cPanel. In these cases, you should contact your web hosting provider and ask them to set up a new database (or give the credentials to their existing database if one exists.)

Important Note: The details for your control panel must be delivered by your hosting provider.

Access the databases and create a new database with a new name by entering a username and password. By doing that, you create a user that has to be added to the database. While adding your user to the new database, it's important to make sure that you add all of the existing permissions.



In the field **New Database**, input the name you wish for your new database. We will name our new database the same way we named our directory in FileZilla - opencart22test.

A screenshot of a 'Create a New Database' form. At the top right, there is a link that says 'Jump to MySQL Users'. The main form area has a label 'New Database:' followed by a text input field containing the text 'opencart22test'. To the right of the input field is a green checkmark icon. Below the input field is a button labeled 'Create Database'.

Add your user to the database you just created. In our example, the user's name is **octest**. When you are ready, click Add.

Add a User to a Database

User:

Database:

This will take you to the privileges (permissions) screen. Select all the privileges and confirm them by clicking **Make Changes**.

<input checked="" type="checkbox"/> ALL PRIVILEGES	
<input checked="" type="checkbox"/> ALTER	<input checked="" type="checkbox"/> ALTER ROUTINE
<input checked="" type="checkbox"/> CREATE	<input checked="" type="checkbox"/> CREATE ROUTINE
<input checked="" type="checkbox"/> CREATE TEMPORARY TABLES	<input checked="" type="checkbox"/> CREATE VIEW
<input checked="" type="checkbox"/> DELETE	<input checked="" type="checkbox"/> DROP
<input checked="" type="checkbox"/> EVENT	<input checked="" type="checkbox"/> EXECUTE
<input checked="" type="checkbox"/> INDEX	<input checked="" type="checkbox"/> INSERT
<input checked="" type="checkbox"/> LOCK TABLES	<input checked="" type="checkbox"/> REFERENCES
<input checked="" type="checkbox"/> SELECT	<input checked="" type="checkbox"/> SHOW VIEW
<input checked="" type="checkbox"/> TRIGGER	<input checked="" type="checkbox"/> UPDATE

Your database is ready! You can now install your OpenCart.

Install OpenCart to a Website

Installing OpenCart from here on is very easy. Open a browser of your choice and write the following in the URL field:

yourdomain.com/TheExactFolderName/install

In our case, the name of our folder is OpenCart22Test, so our URL looks like that:

ourdomain.com/OpenCart22Test/install

Hit enter and this screen should appear.

1/4 License agreement
Please read the OpenCart licence agreement

GNU GENERAL PUBLIC LICENSE

Version 3, 29 June 2007
Copyright © 2007 Free Software Foundation, Inc. <<http://fsf.org/>>
Everyone is permitted to copy and distribute verbatim copies of this license document, but changing it is not allowed.

Preamble

The GNU General Public License is a free, copyleft license for software and other kinds of works.
The licenses for most software and other practical works are designed to take away your freedom to share and change the works. By

[CONTINUE](#)

Project Homepage | Documentation | Support Forums

Click **Continue**.

Make sure that all of the listed files and folders are writable. After that, simply follow the steps and make sure everything is enabled.

3/4 Configuration
Enter your database and administration details

1. Please enter your database connection details.

DB Driver: MySQLi

* Hostname: localhost

* Username: The user you created in your Control Panel (cPanel)

Password: The database name

* Database: The database name

* Port: 3306

Prefix: oc_

2. Please enter a username and password for the administration.

* Username:

* Password: Create the username and password for your store

* E-Mail:

[BACK](#) [CONTINUE](#)

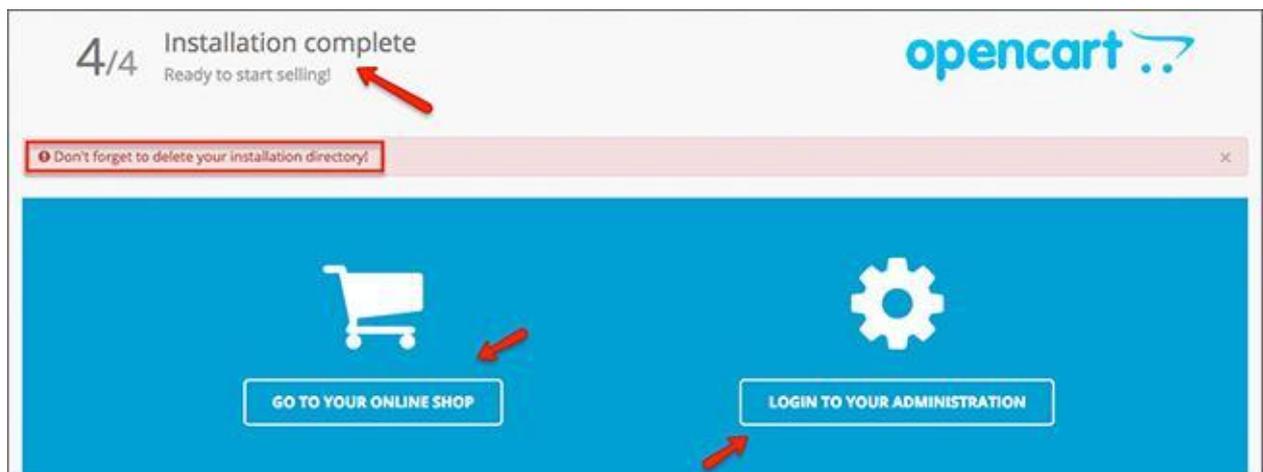
When you get to the Configuration step, input the username and password you created for the database in your Control Panel (cPanel).

Next, input the name of the database you created.

The other fields do not have to be modified.

Finally, configure the credentials you will use for logging into your OpenCart store.

Click **Continue**.



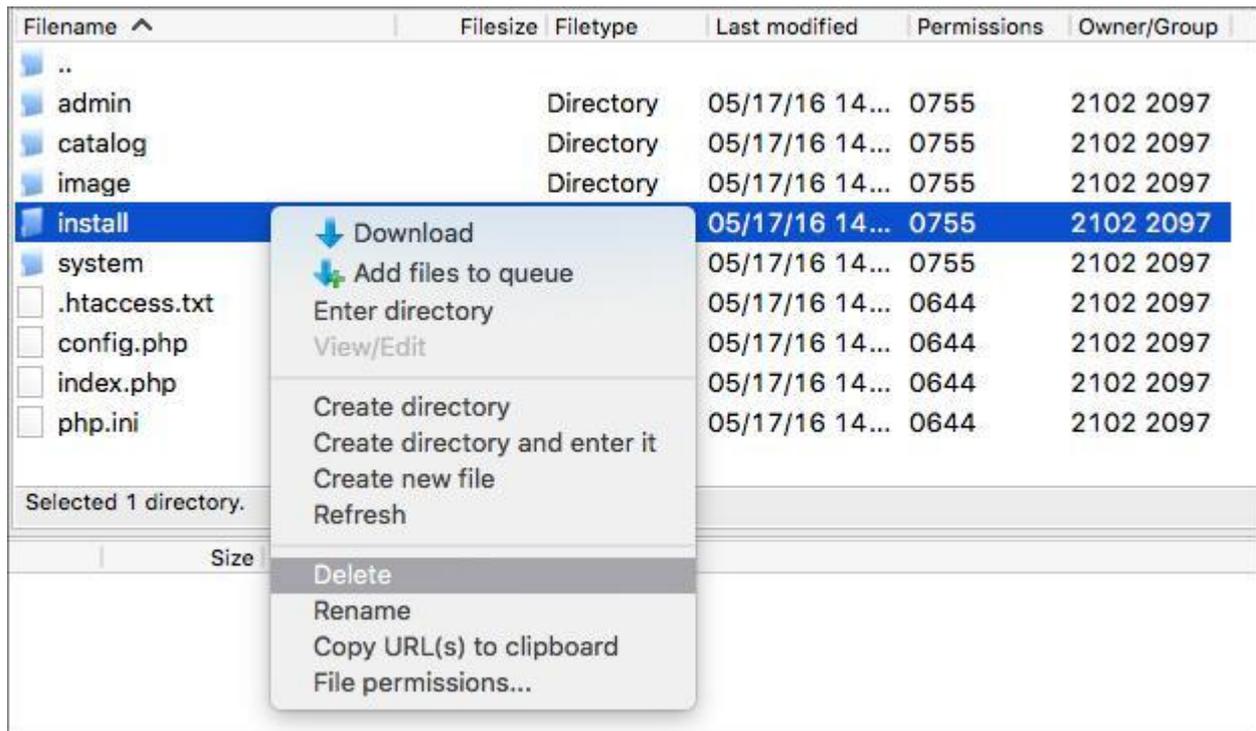
Congratulations!

Your brand new OpenCart store has been installed!

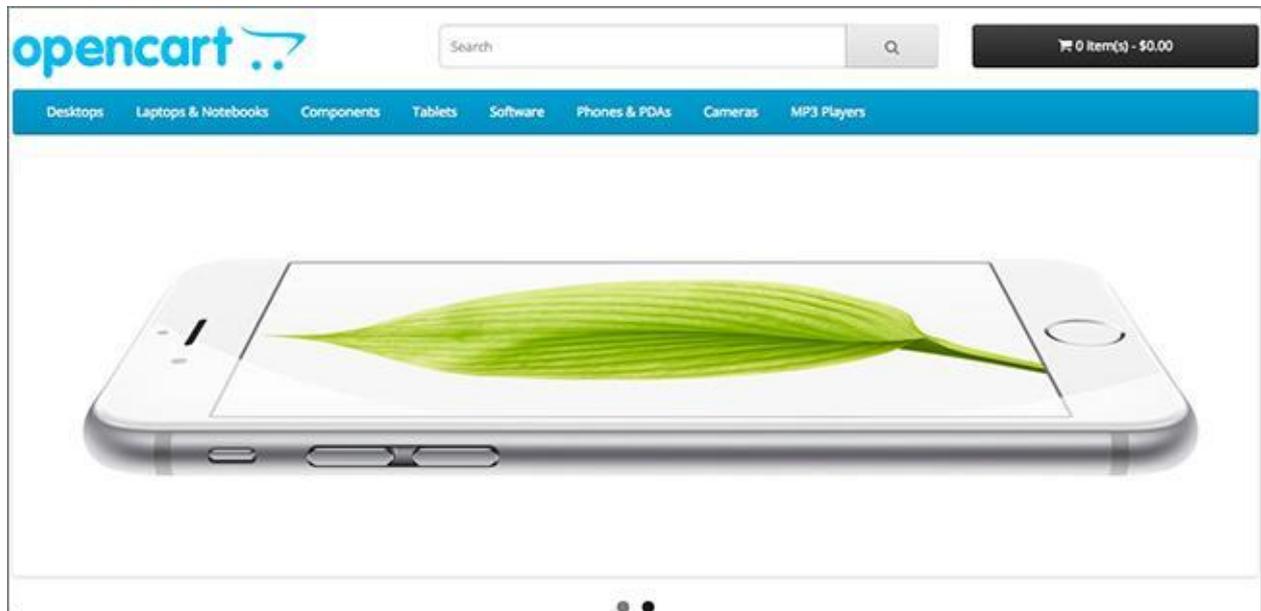
You can now view the front end of your online shop, or login to the administration and begin learning the settings.

But before that, do not forget to delete your installation directory from FileZilla for security purposes.

To do that, go back to the FileZilla application and delete the **install** folder from the files you uploaded to the remote server (the right side).



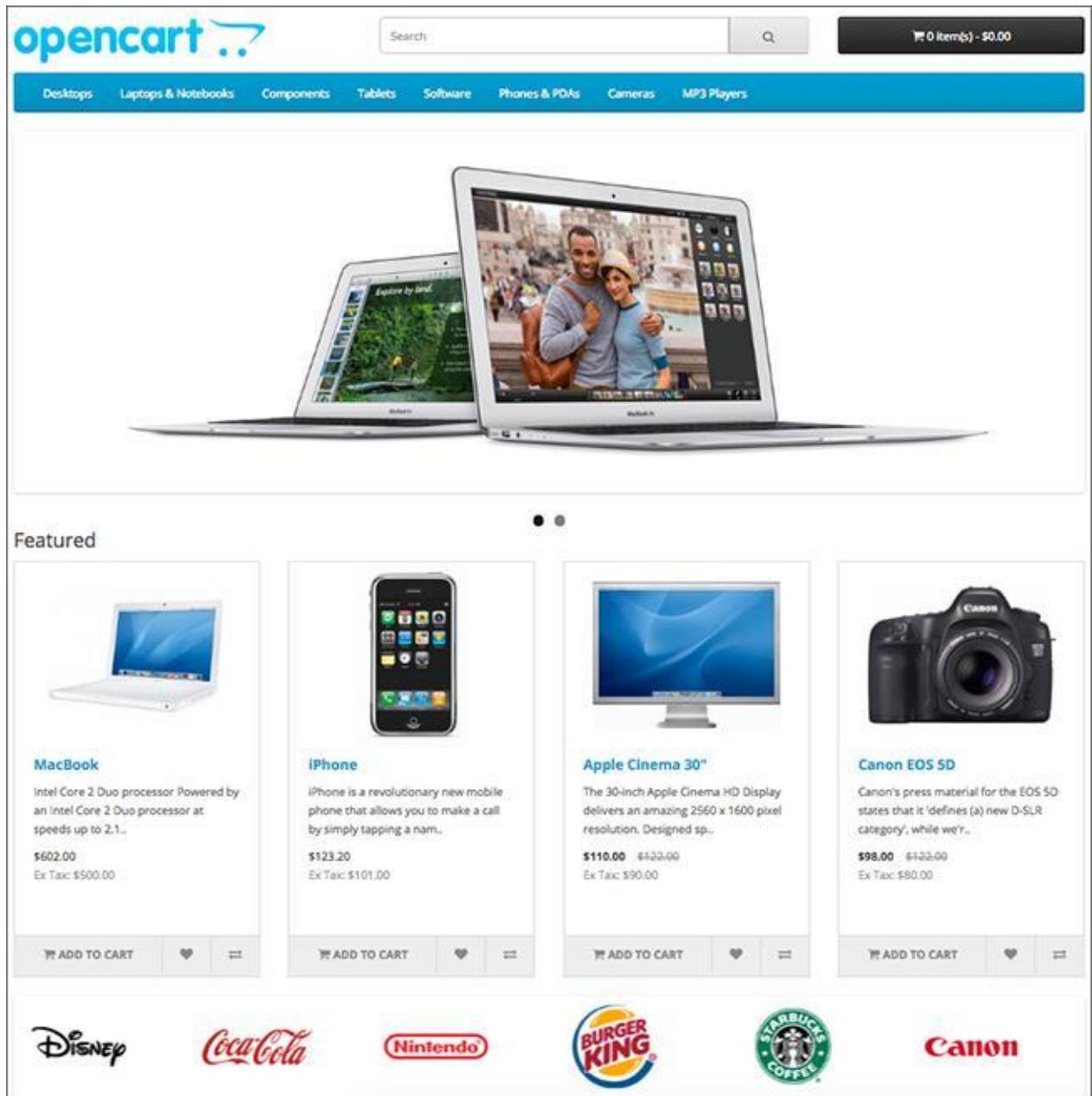
Your store is ready and you can start selling!



Chapter 2: How to Remove the Demo Data in OpenCart

If you have paid attention to chapter 1 of our eBook, you would now have a freshly installed version of OpenCart. This means you are ready to start building your store and filling it with your products, images, attributes and so on.

However, as you see, the default installation of OpenCart contains demo data with examples of products, logos, etc. They are there to show you how the basic functions of the platform work and to test the settings.



So, to start building your store, you need to erase all of the demo data and examples that are currently there.

How to do that? It's probably one of the simplest things you can do in OpenCart.

Deleting Categories

Go to your admin panel and access the Categories.

Catalog > Categories

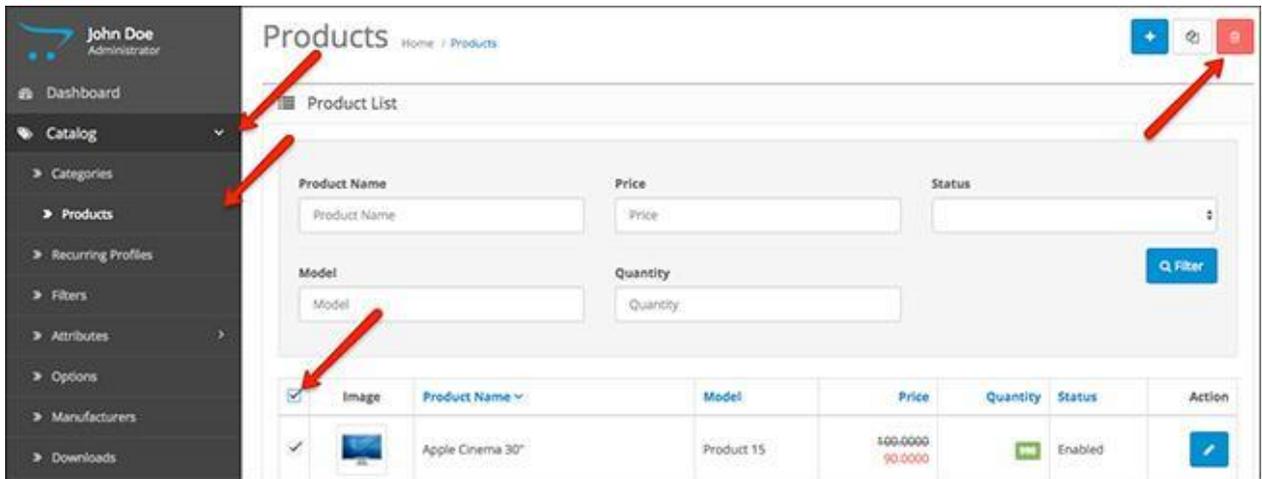


Next to the Category Name, you will see a box. Check it and it will select all of the existing categories. Click on the trash icon to delete the categories.

Deleting Products

Next, it's time to delete the demo products (iPhone, iMac, etc).

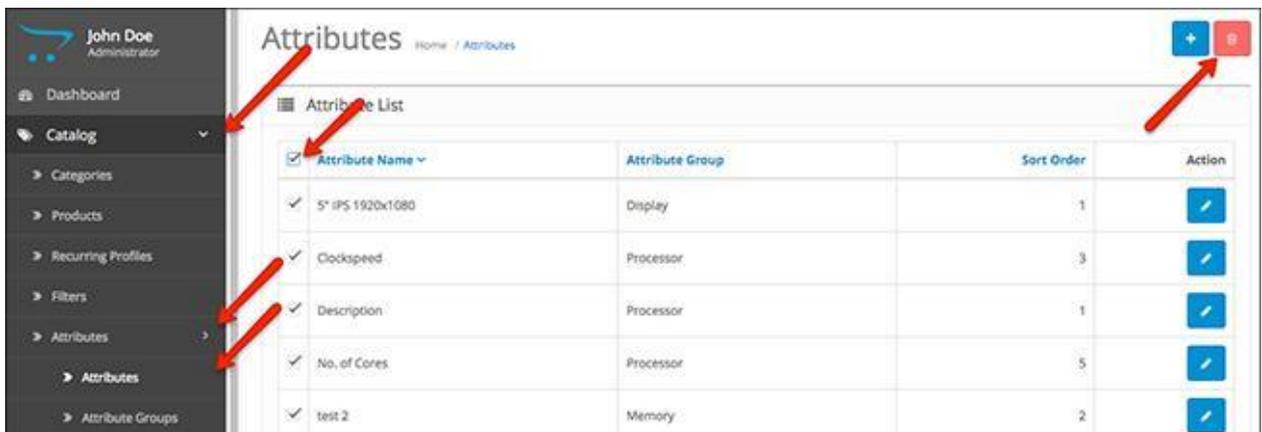
Catalog > Products



Deleting Attributes & Attribute Groups

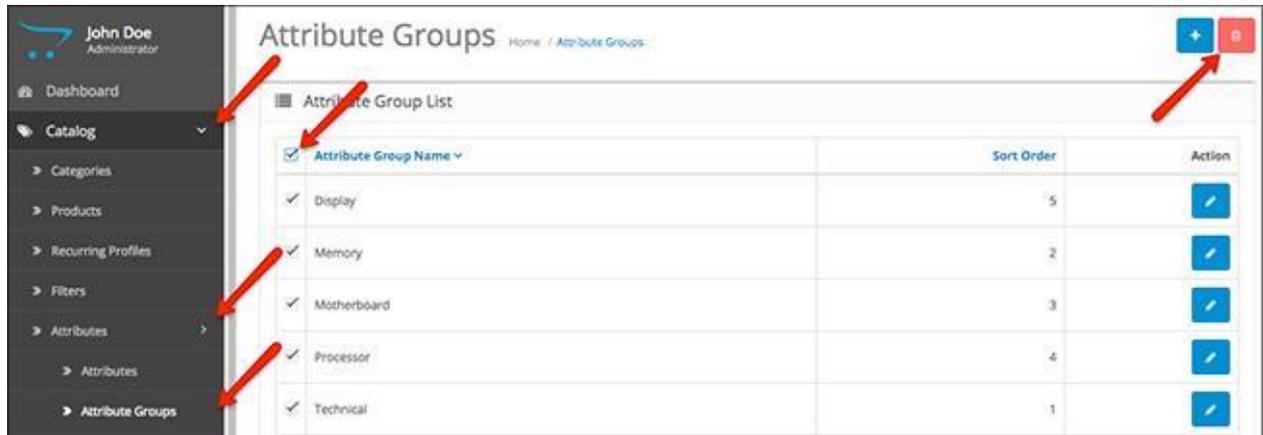
Moving on, the attributes are the next section to delete.

Catalog > Attributes > Attributes



Do the same for the Attribute Groups

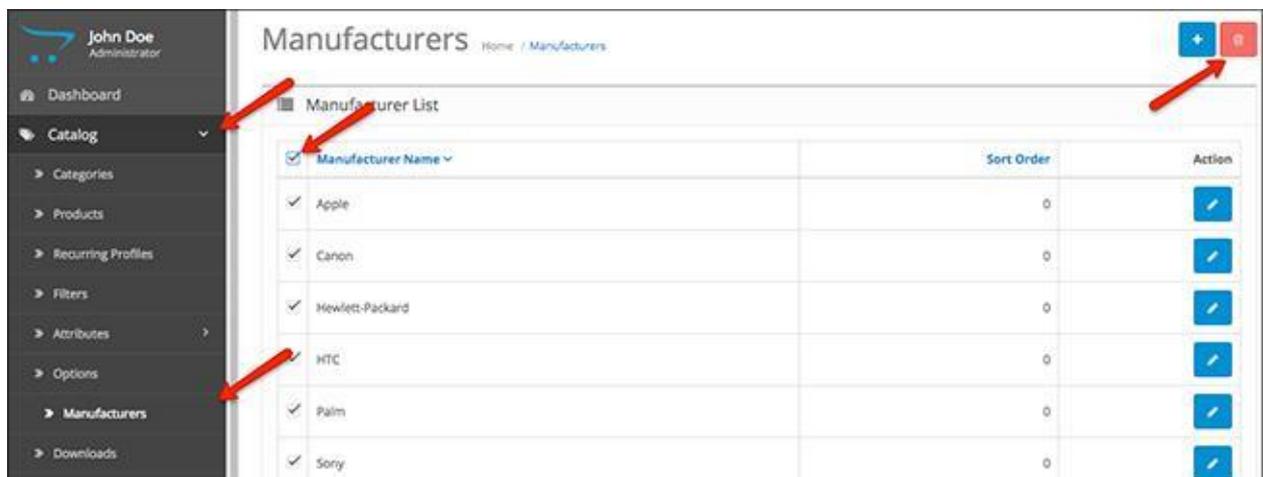
Catalog > Attributes > Attribute Groups



Deleting Manufacturers

Next, you have to delete all of the manufacturers that are below the demo products.

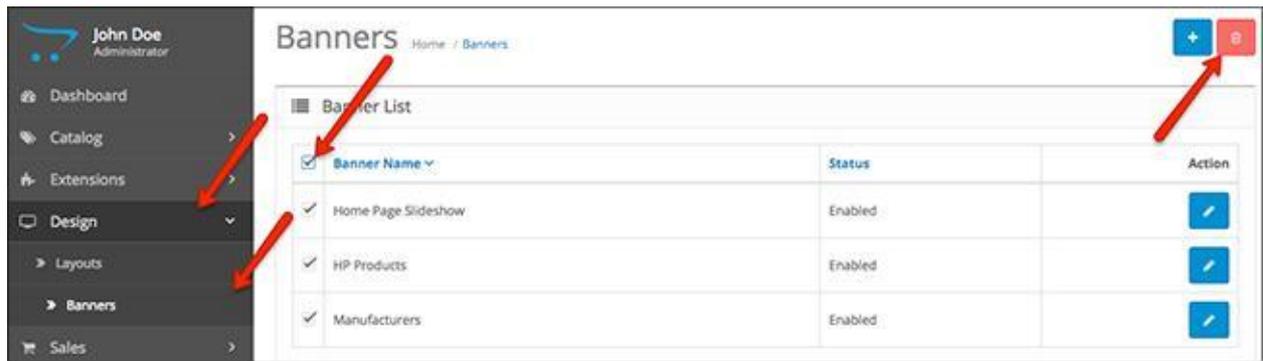
Catalog > Manufacturers



Deleting Banners

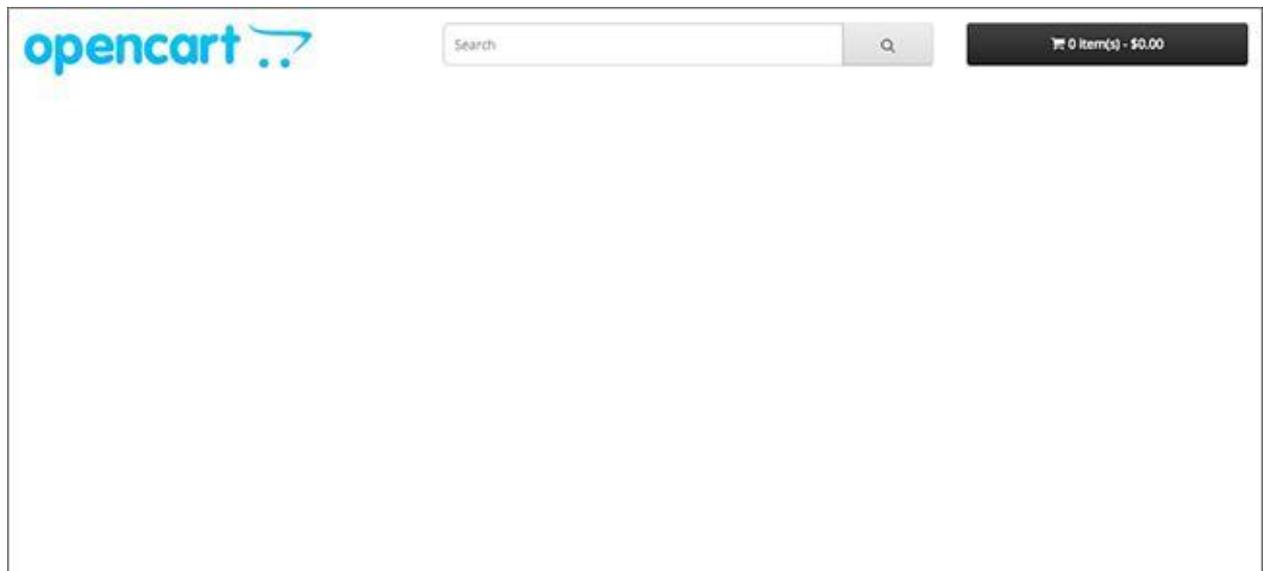
The banners are the big images in the slider at the home page of your default OpenCart store. Here is how to delete them.

Design > Banners



Poof! Now it's all gone.

Here is how the front end of your store should look like now:



Your store is all empty and ready for a fresh start.

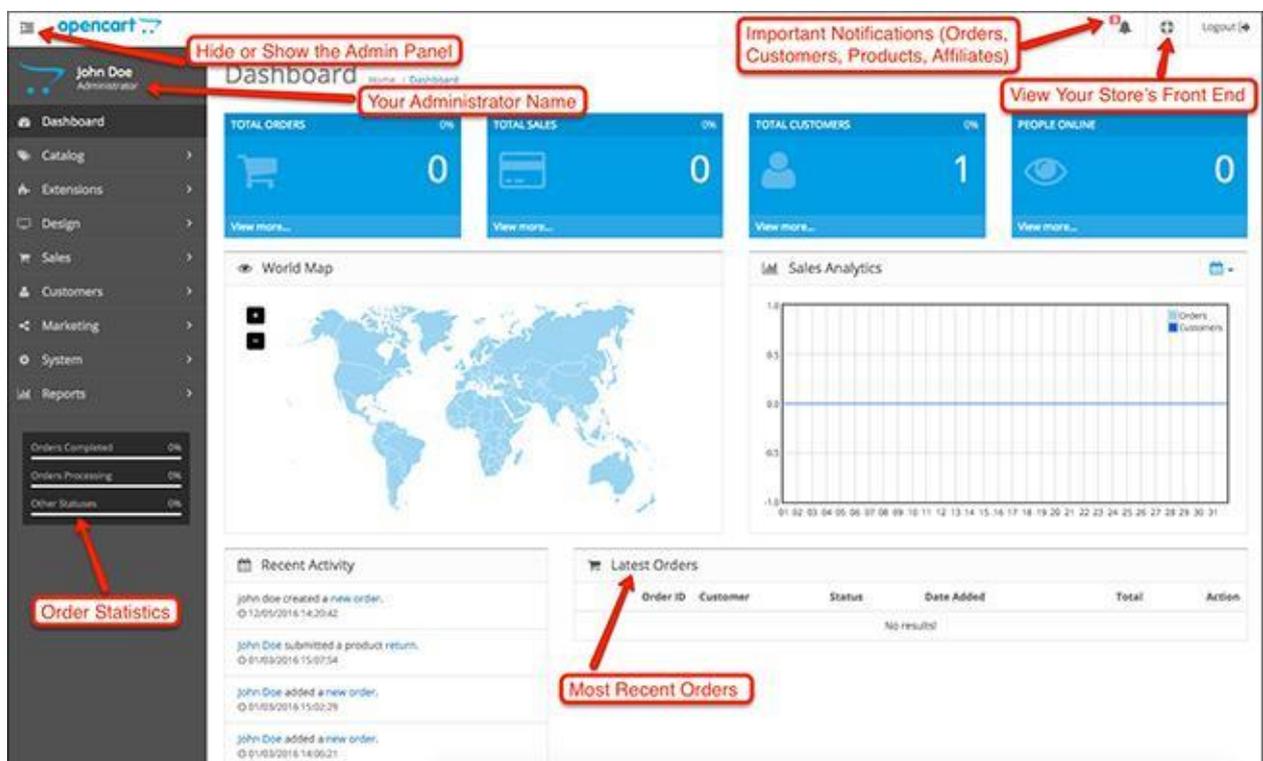
In the next chapters, we will explain how each of the menus in your administration panel work, and what to use them for.

Chapter 3: Dashboard

This tutorial is about a place where you will spend a lot of your time - the OpenCart Dashboard.

We will walk you through each element you see so you know what all the metrics account for and what the settings are used for.

Let's start from the basic sections you see from the beginning.



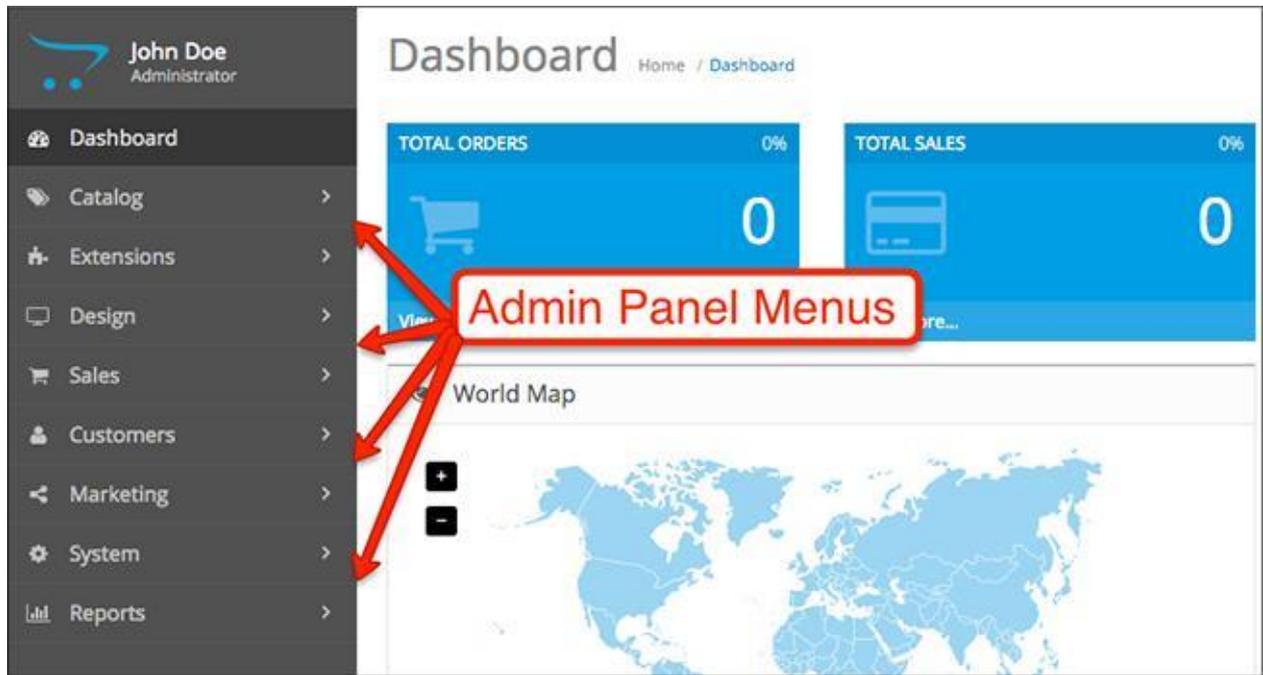
Show/Hide Admin Panel - You have an option to show or hide the admin panel menus in order to save space and focus on the task at hand. The menus will still be accessible, just minimized at the left side of the screen. This setting works both in desktop and tablet mode.

Order Statistics - Below the admin panel, you have three bars showing important statistics about your orders. They are *Orders Completed*, *Orders Processing*, *Other Statuses*.

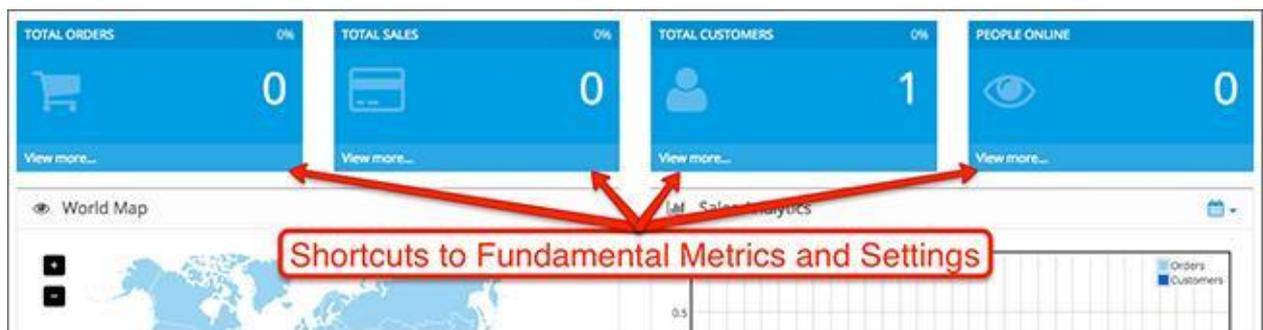
Notifications - At the top right, you see a Bell icon. These are the notifications you have for important things such as orders, customers, products, and affiliates. We will explain a bit more about them later.

Your Store - The circle icon allows you to view the front end of your store and also access the home page of OpenCart's website, as well as the official OpenCart Documentation.

Latest Orders - At the bottom, you will see a tab with your most recent orders. It shows the Order ID, Customer name, Order Status, the Date it was added as well as the Order Total.



Administration Panel Navigation - All the functionality that OpenCart offers can be accessed from here. The admin panel is where you find all of the settings and adjustments you can make to your website. This is where you add categories and products, install extensions, edit orders, modify your store's design, launch marketing campaigns, and many more.



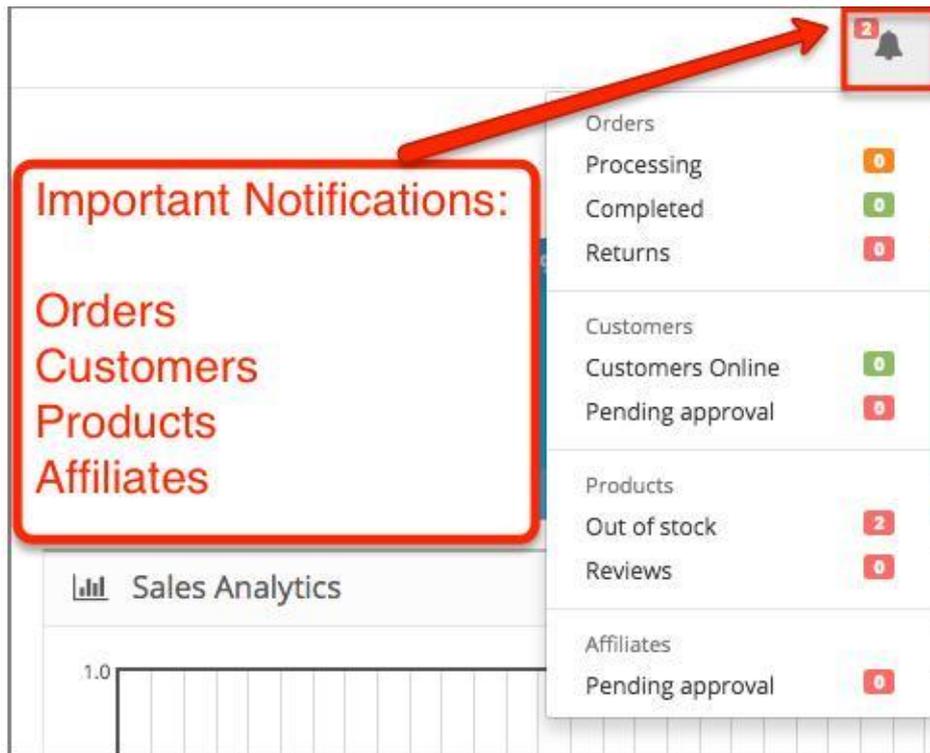
The 4 large boxes at the top are where you can quickly view your Total Orders, Total Sales, Total Customers and all of the people that are currently online in your web store. All of the boxes also work as links so you can access each of the sections in your admin panel.



World Map - this is an interactive map that highlights the countries from which your customers make their orders. The heavier the color, the more orders come from the country. If you are running a store that has an international market, keep an eye on this to be aware of the potential marketing and advertising opportunities you have.



Sales Analytics - This field shows you the timeline of your sales filtered by day, week, month or year. It's based on the number of orders and customers you currently have in your store.



Notifications - As you see, you have a comprehensive list showing important data about Orders, Customers, Products and Affiliates.

This field shows the number of orders that are processing, completed and the number of returns you have.

You also see the number of customers online, and the customers that you need to approve.

The products that are out of stock are immediately shown, as are those who have received reviews.

At the bottom, you will see the affiliates that need to be approved.



Your Store - This is where you can access the front end of your OpenCart store. Click on Your Store to see how it looks.

Chapter 4: Catalog

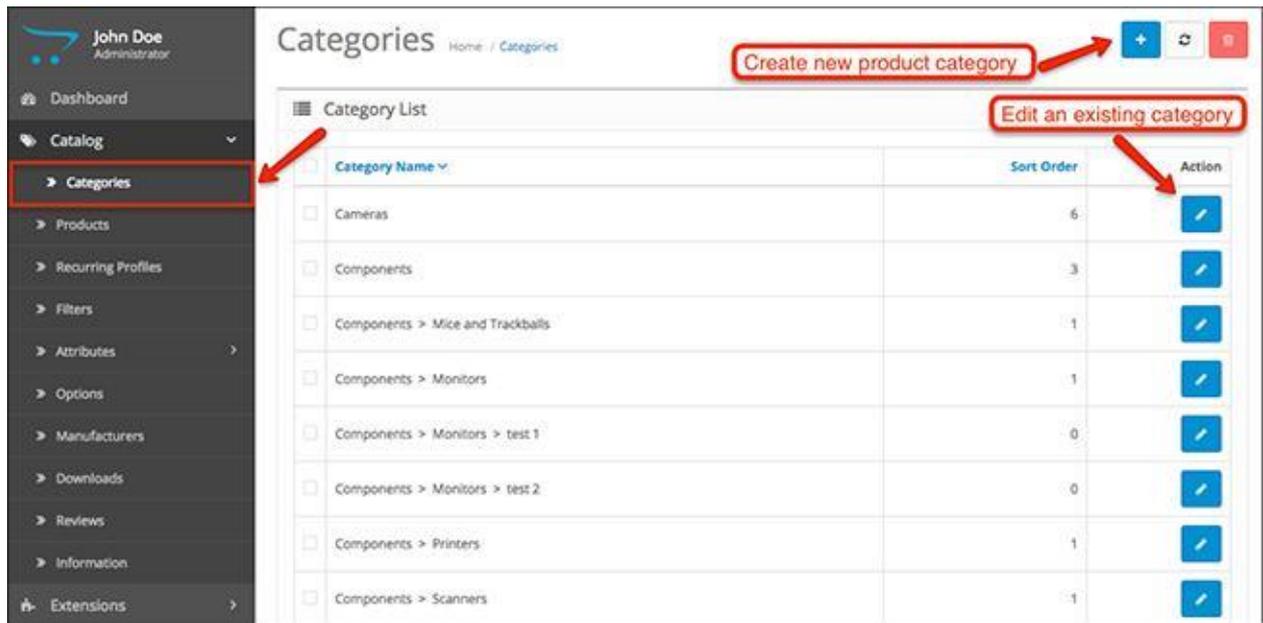
To help you understand what OpenCart is, how does it work and what to do with it, we will guide you through each menu and its submenus in the administration panel. We will start with the first menu - **Catalog**. This is where you edit most of the content of your online store, such as the product categories, products and information pages.



Categories

Your product categories determine how organized your products will be. This is where you will be spending quite a bit of time when you are setting up your store from scratch.

The categories are listed according to their Sort Order number that you can assign manually so your list is more structured and easy to work with.



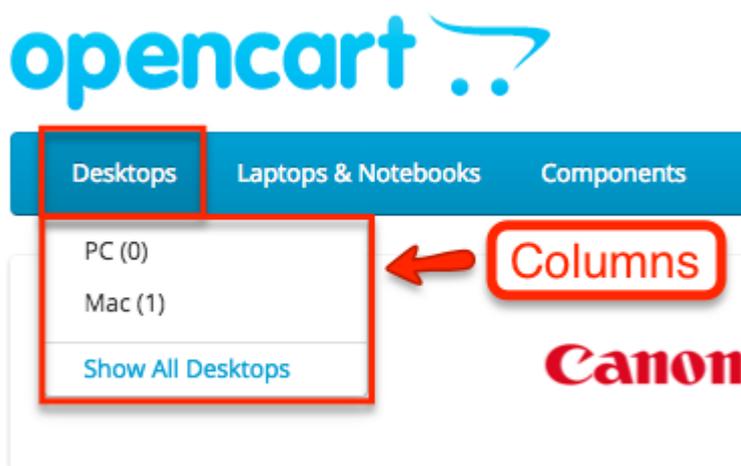
Click on **Add New** to see the category creation fields. They will appear in three separate tabs - **General**, **Data** and **Design**.

This is where you choose a name for your product category (e.g. Men's Clothing, Computers & Laptops). Underneath, you have a rich text editor for writing the category description. Give some useful information about the products in the category and use that opportunity to sprinkle some of those magic keywords around.

If you want your product categories to help with SEO (which they can), the category name and description are the most important fields for that. Consider adding a couple of [long-tail keywords](#) that will help with more specific user searches and smaller competition.

The **Data** tab allows you to do further improvements to your category such as adding an image, filters, subcategories and separating them into rows or columns.

Category Columns

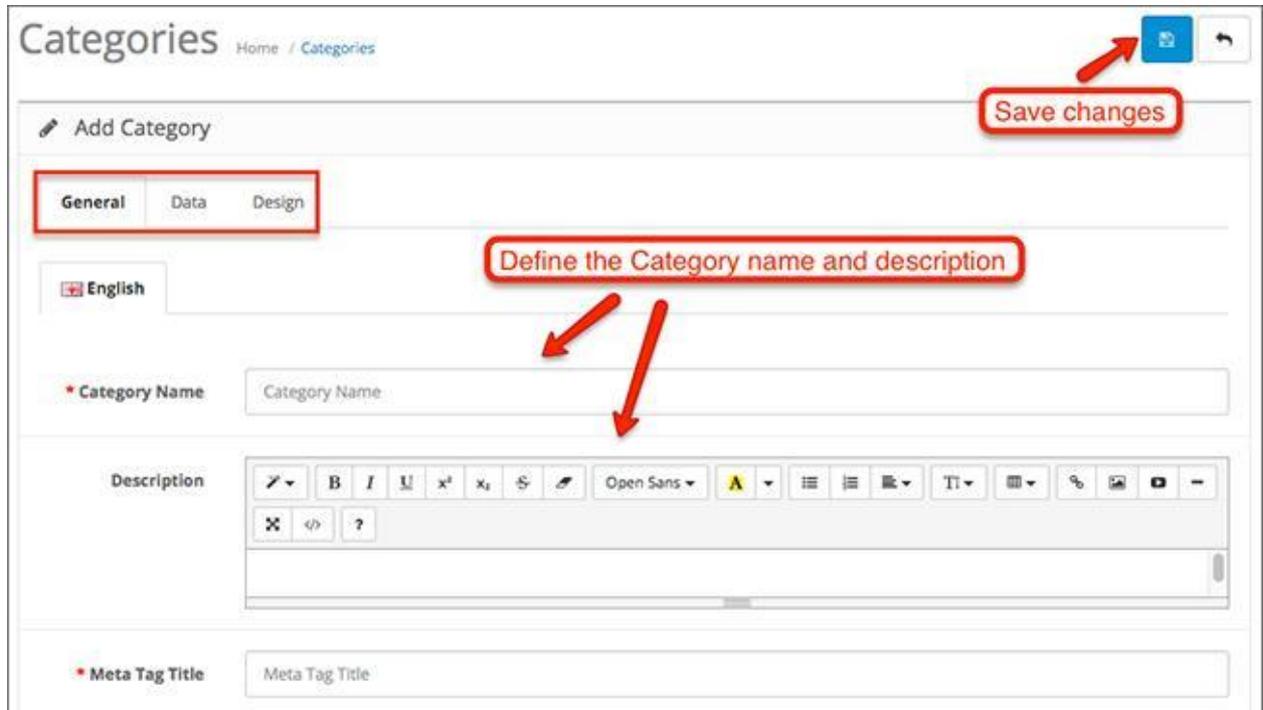


Category Rows



In **Design**, you can override any layout you choose to the category you are creating or editing. This lets you add modules to layouts that can be assigned to only one category, instead of all of them.

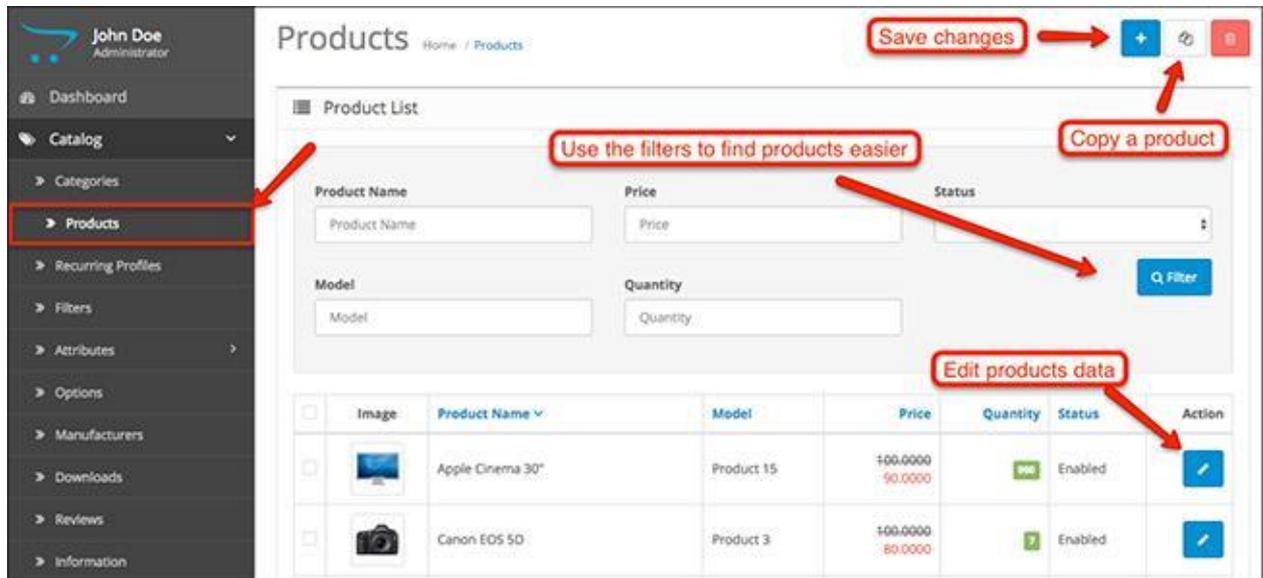
[To Learn More, Check the Ultimate Guide to Creating and Editing OpenCart Categories](#)



Products

Once you are done creating and modifying your categories, it's time to start adding products to them. This is the section where you create new products and modify their data.

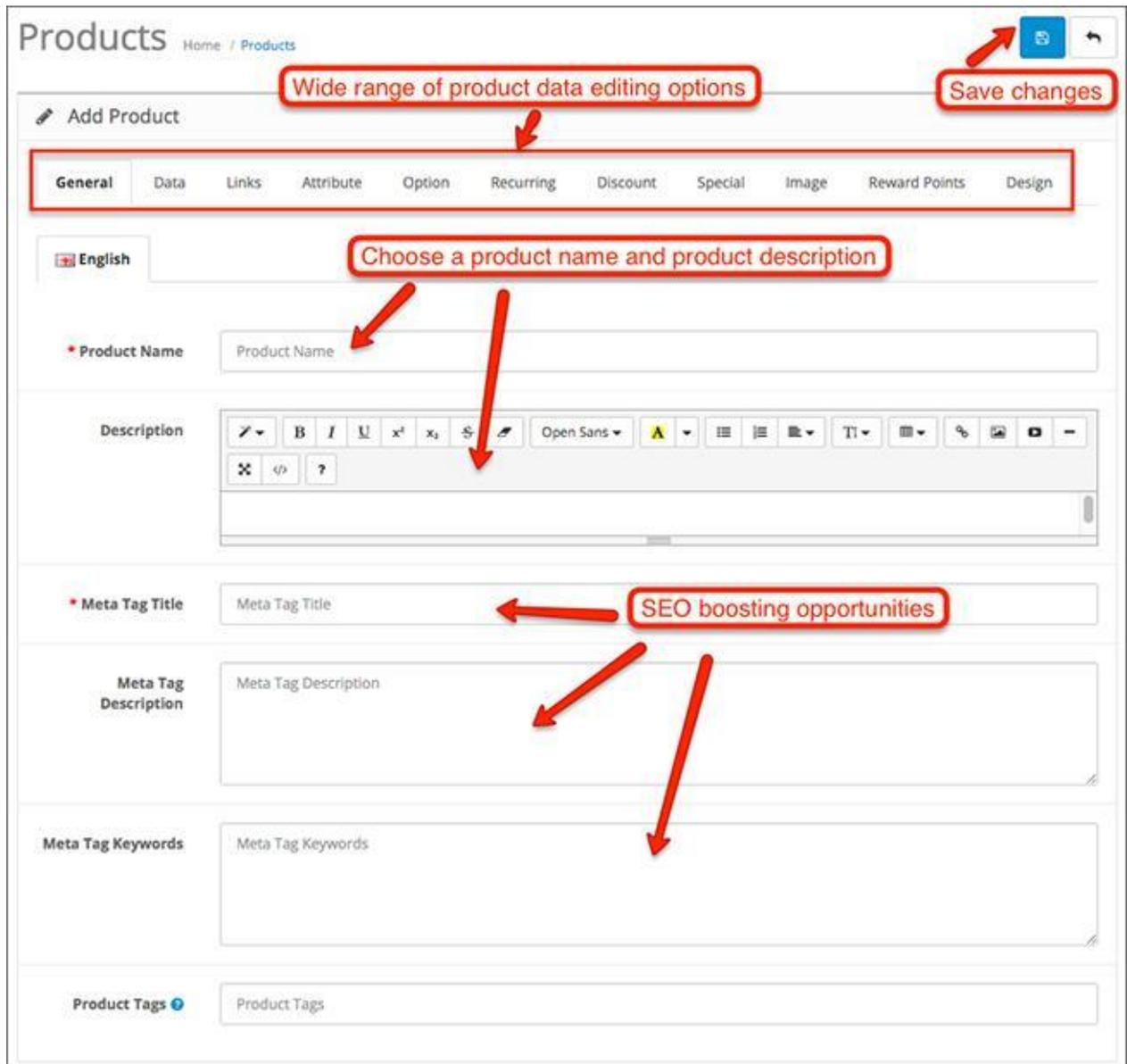
The products in your OpenCart store can be modified on many levels. You can filter and sort products by name, price, model, quantity or status.



Clicking on the Add New button will lead you to the product creation fields where you will see a lot of tabs and fields you can fill.

Don't be overwhelmed by the level of customization you can do, it's not all necessary. Some of the settings in the tabs called **Recurring**, **Discount**, **Special**, **Reward Points** or **Design** are not mandatory, and you can use them only if you need them.

The fundamentals of product creation are in the **General**, **Data**, **Attribute** and **Option** tabs. It's where you edit the product name, description, keywords, product images, as well as the different options and attributes such as colors, sizes, types, etc.

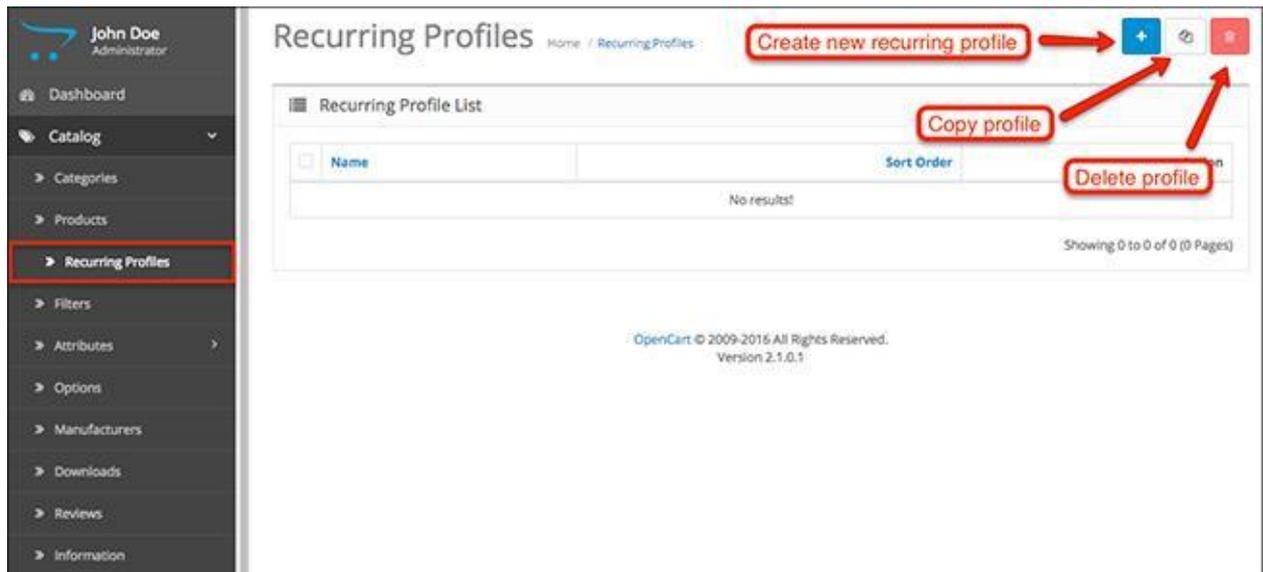


Recurring Profiles

Depending on the type of business you are running, you will either use recurring profiles a lot, or probably not at all. These profiles are used for customers who are subscribed for a regular product or a service and they need to make recurring payments.

In order to automate these recurring payments for the subscription, you will use the Recurring Profiles in OpenCart.

Click the **Add New** button to create a new recurring profile and see how the system works.



The first thing you see is a blue notification giving some useful information about how the recurring amounts are calculated - the payment frequency and cycle.

For example, if you use a weekly frequency and a cycle of 2, the recurring profile will be billed every 2 weeks.

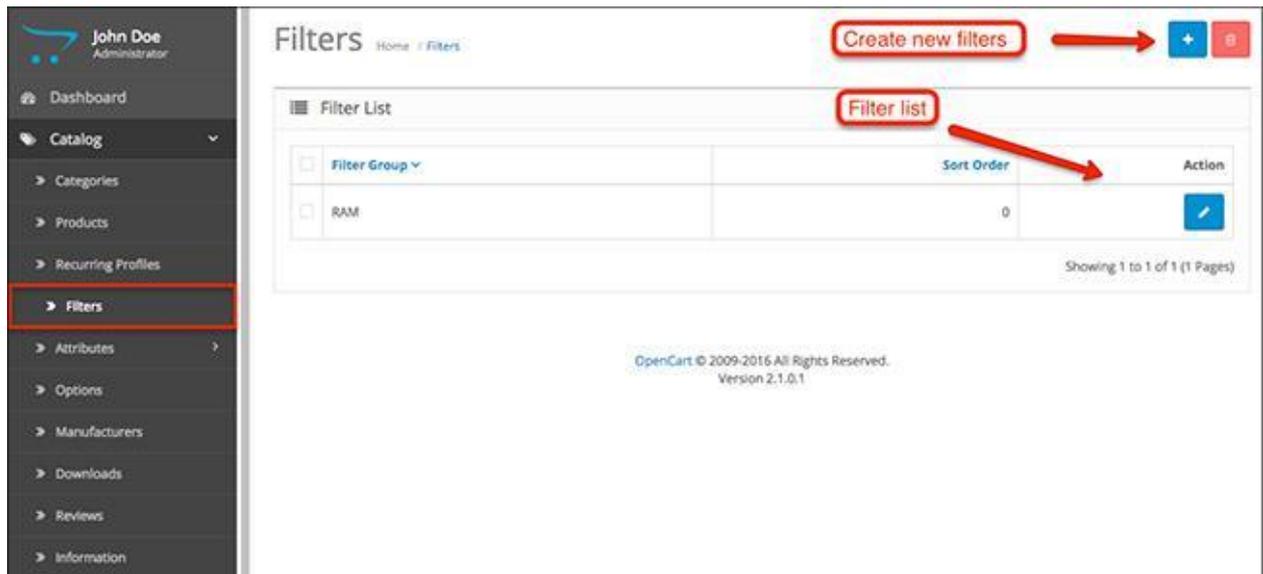
The price you set is the amount of each recurring payment, and the duration is the number of times the payment will take place. If this is left at 0, payments will be transferred until they are cancelled manually.

Filters

The OpenCart filters are used to narrow down the results for users and refine their search so products can be found faster.

To set these filters up, you need create them as separate modules and assign them to the layouts in OpenCart.

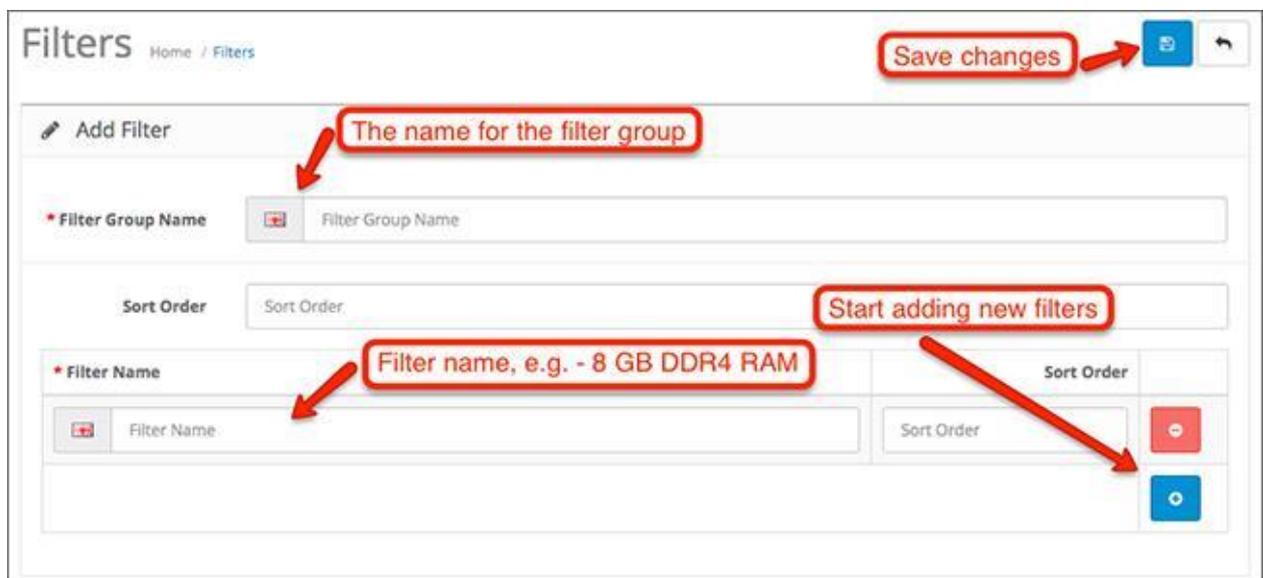
Start by clicking **Add New** to view the filter creation field.



First, you need to select a name for the Filter Group. This will be where the filters themselves will be found. The individual filters are added with the Plus icon.

Like in our example, if your Filter Group is called RAM, the filters can be 4GB DDR4 RAM, 8GB DDR4 RAM, 16GB DDR3 RAM, etc. Another example for clothing stores can be a Filter Group called Sizes and filters named XS, S, M, L, XL, XXL, etc.

[To Learn More, Check the Ultimate Guide to The OpenCart Filter System](#)



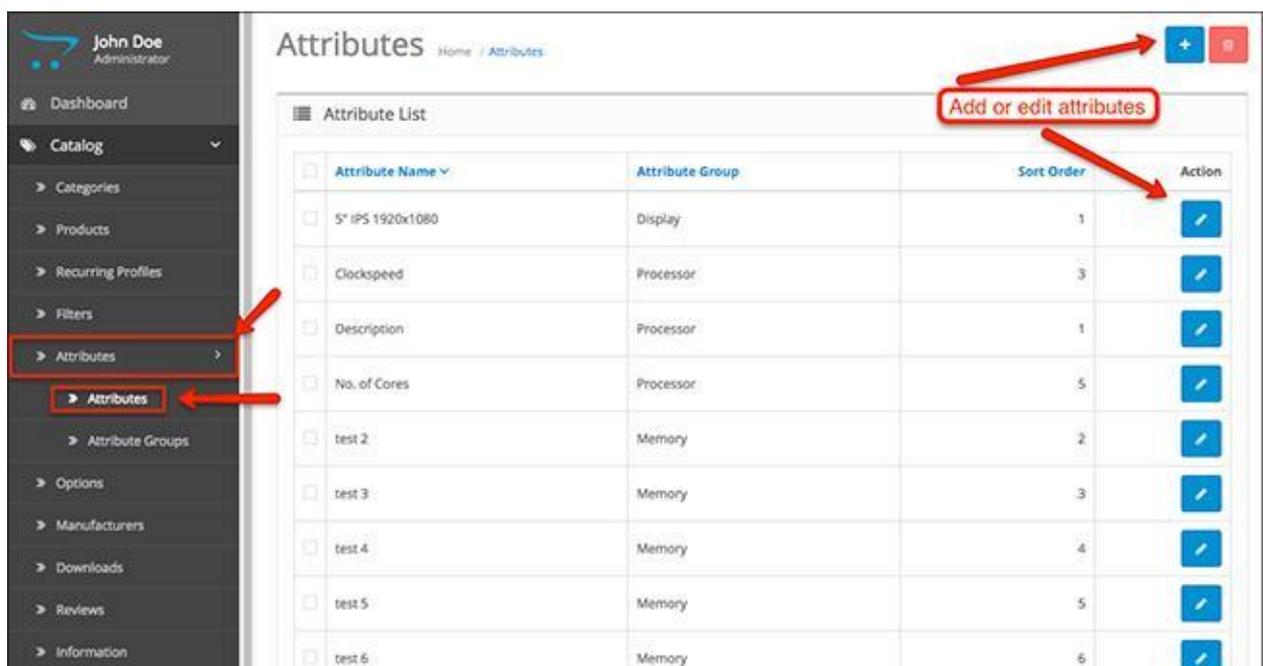
This is an example of how filters can look in the front end of your OpenCart store.



Attributes

In OpenCart, attributes are part of the product description. Often, they are used for showing technical specifications, dimensions and other important product details.

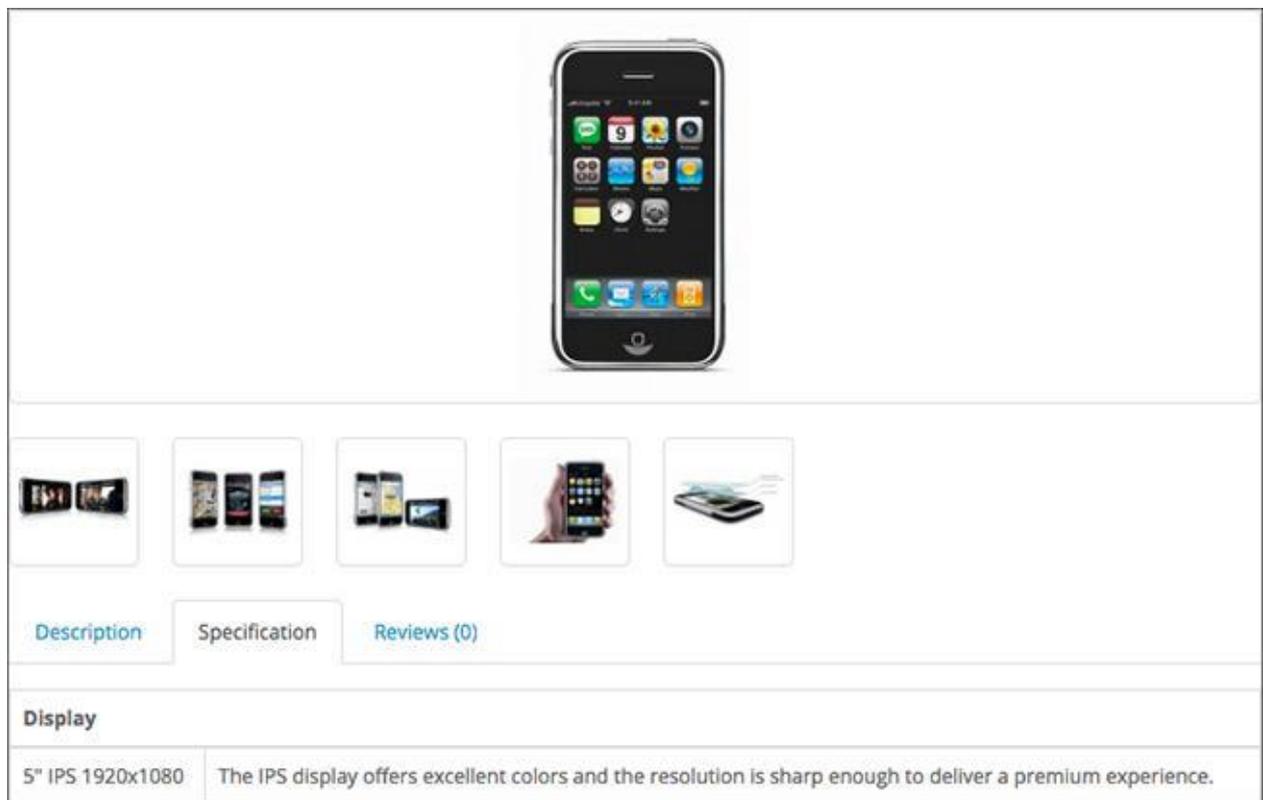
Begin adding a new attribute to see what you can do with it.



As you see, below the name you need for the attribute, there is a field where you have to select an Attribute Group.

Attributes are all sorts of product data such as dimensions, functionalities, requirements, capabilities and much more. In our example, we have used the size and resolution of a smartphone display - 5" IPS 1920x1080. This includes the display size, type of display and the resolution. The attribute group for this type of attribute can be called Monitors, Displays, etc.

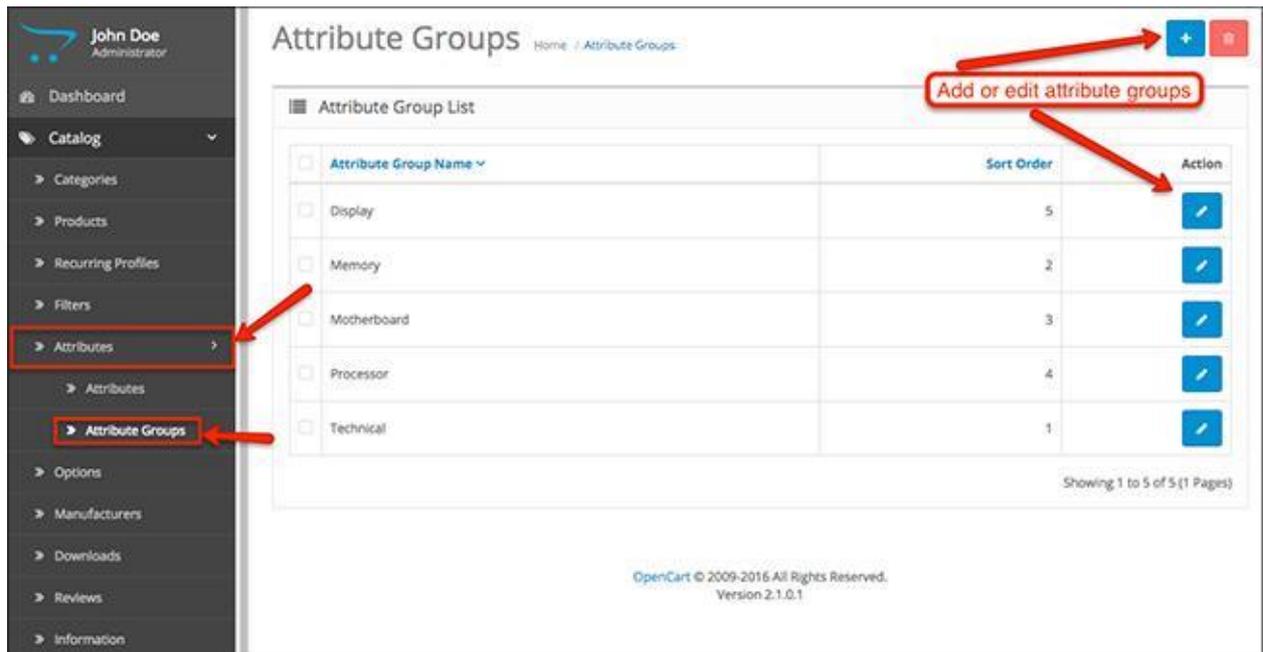
This is an example of how attributes look like in the front end of your OpenCart store.



Attribute Groups

To combine the different attributes, you need Attribute Groups. These groups are used to help you describe your products in more detail.

Create a new attribute group to see what you can do.



As you see, it cannot be simpler - you just select a name that is simple and general enough to fit multiple attributes. Give it a sort order number for better organization and begin adding attributes for product specifications.

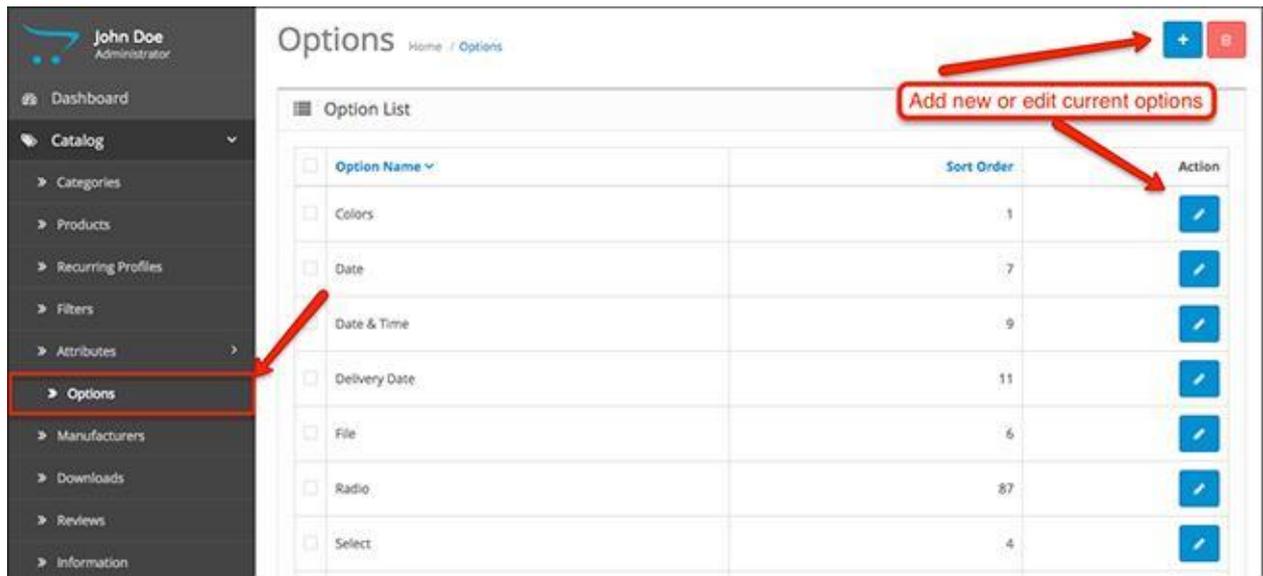
[To Learn More, Check the Ultimate Guide to Attributes and Attribute Groups](#)



Options

Product options give you the chance to offer different versions of the same product. An easy example for clothing is colors - red, white or blue t-shirts.

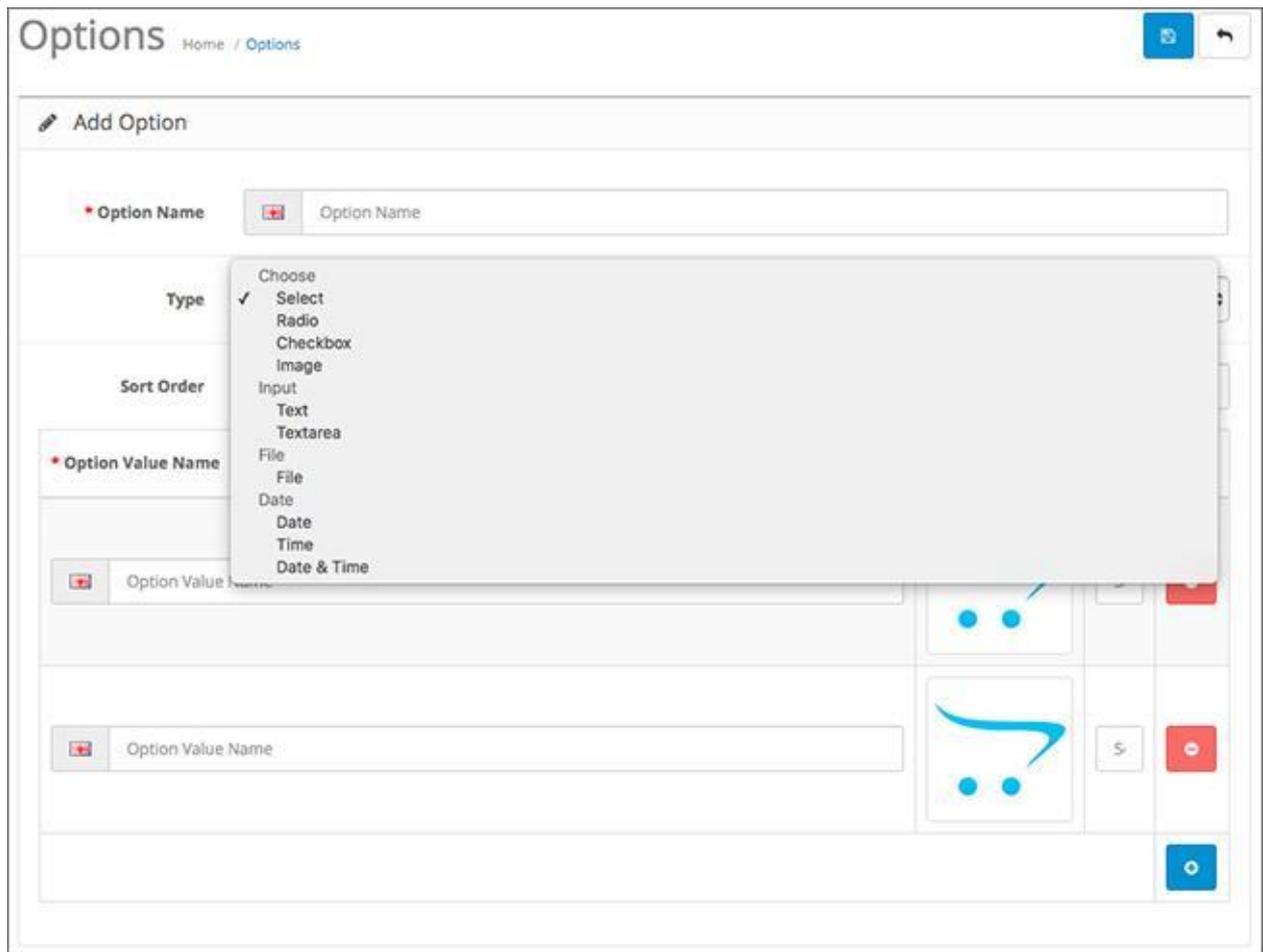
Add a new option to see the type of options you can add in OpenCart.



Below the option name you need to pick, you have a dropdown menu with a few types of options you can add. For instance, if you choose **Select**, you will have options that will be selected from a dropdown menu in the product page. If you choose **Checkbox**, you will have options that can be checked and unchecked when viewing the product.

Choose the type of option you want to add and give it an appropriate name. Once you select the type of option, you also have to add an option value. For example, if you choose Colors as a new option, you need to add values - Red, White, Blue, etc.

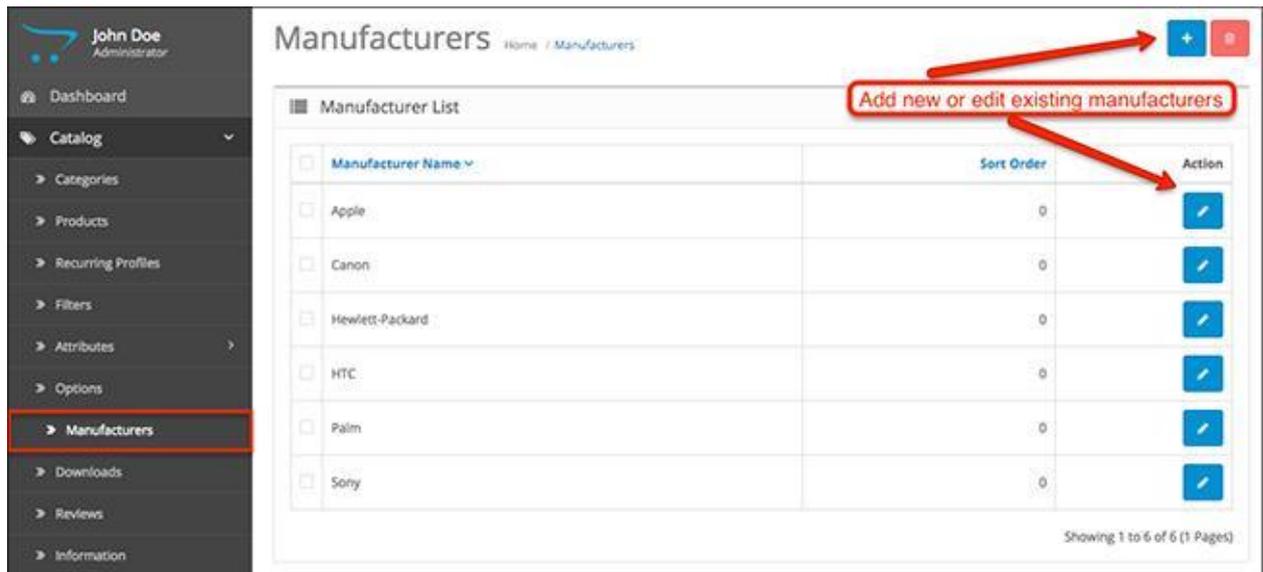
[To Learn More, Check the Ultimate Guide to Product Options in OpenCart](#)



Manufacturers

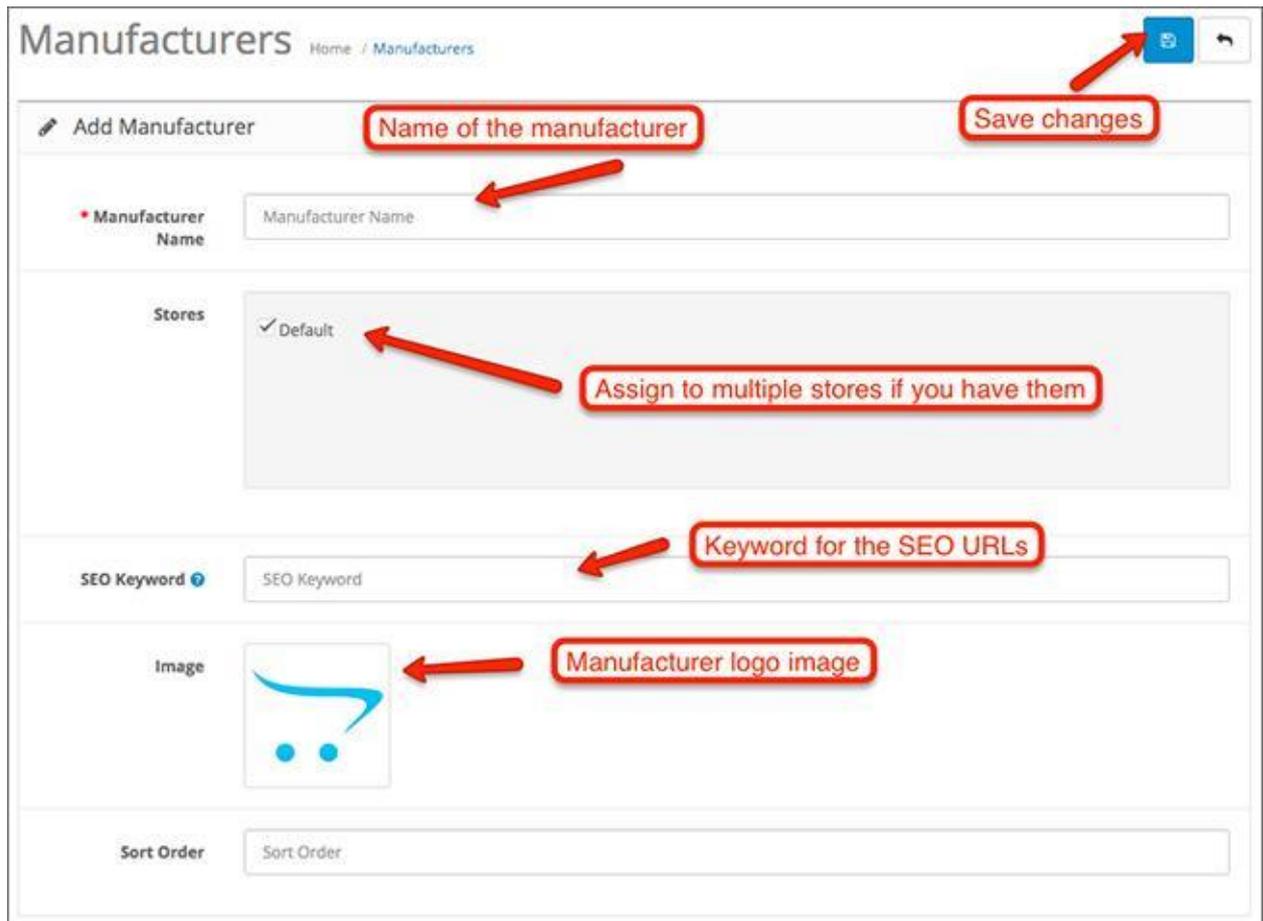
The manufacturers in OpenCart are very easy to manage. Once they are setup, you can assign them to products.

Add a new manufacturer to begin.



It's completely straightforward - the manufacturer has a name, you can assign it to multiple stores if you have them, give it an SEO keyword for the SEO URLs if they are enabled, and finally an image with the manufacturer logo.

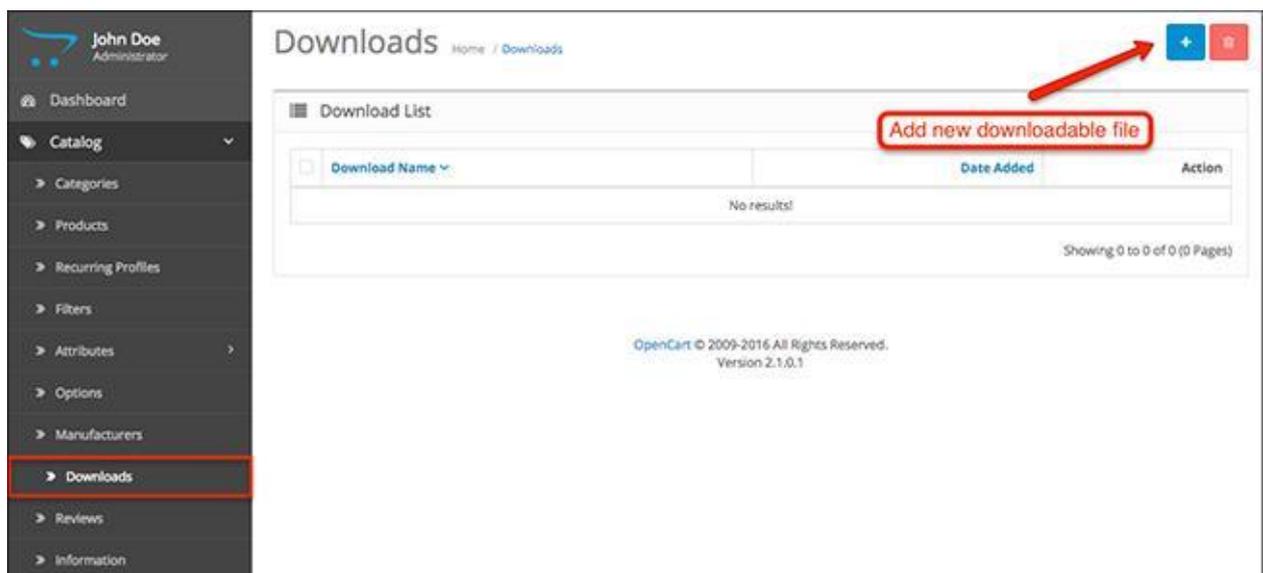
When this is all done, you can go back to the products, click on the Links tab of the product you want to edit, and assign the manufacturer there. This way, if a customer clicks on the name of the manufacturer, your store will show all of the products you have from that brand.



Downloads

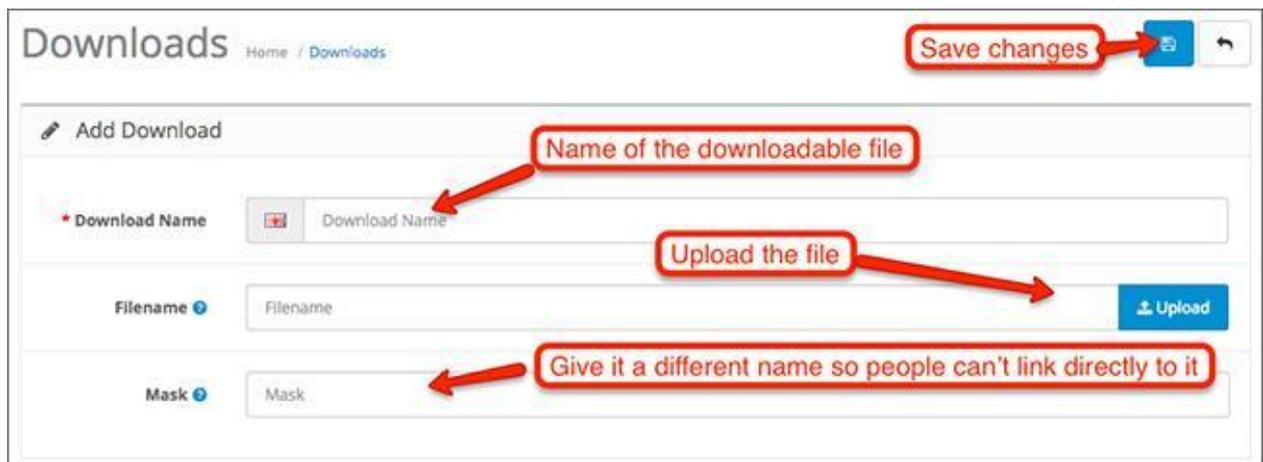
If you want to add downloadable files to your OpenCart store, this is where to do that.

Click on **Add New** to see what options you have.



After you give a name to the downloadable file, you have to upload the file. This is done from the field below, named **Filename**. The file can either be uploaded from here or via FTP into System > (Storage) > Download.

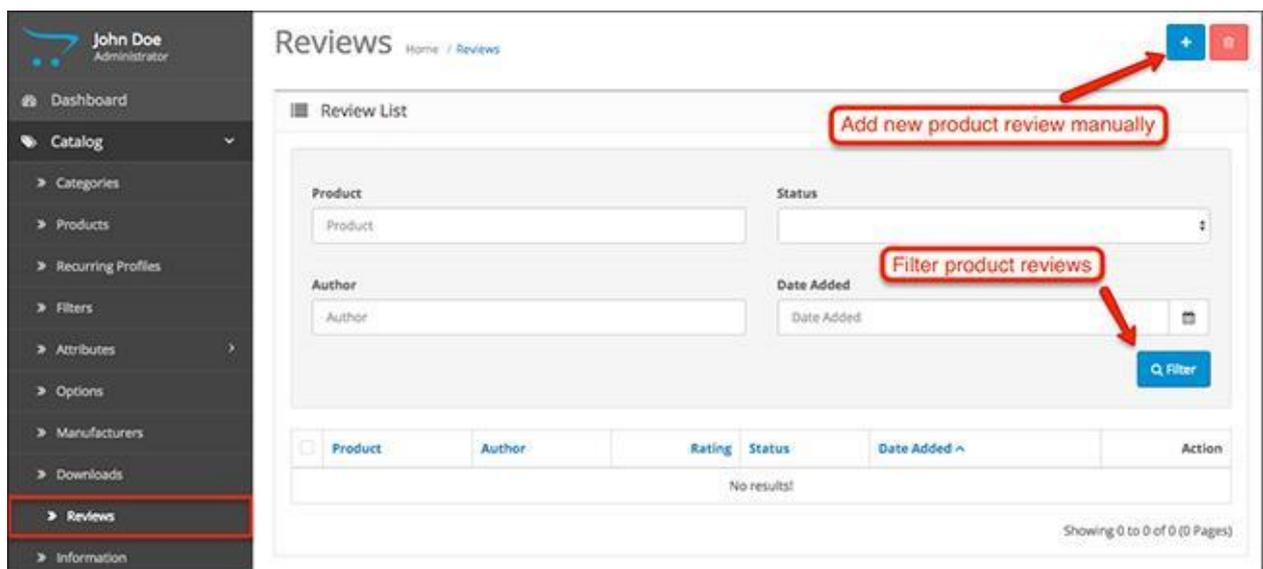
The **Mask** is used to give a different name to the uploaded file, so the link will not lead directly to your downloadable files. This protects any files that you don't want people to download unless they have an account in your store for instance.



Reviews

Product reviews can be submitted by customers from the pages of your products, or you can add them manually from the admin panel.

Let's begin adding a new review to see the options.



You have the same fields like you have in the front end of your store. Author name, the review text, and a rating. The only difference is that you can choose the product you want to leave a review for.

Also, any product reviews left by customers will appear in the Reviews section in your admin panel. This is where you can check what users say and think about your products and decide whether you want to approve the comments or not.

Important Note: The reviews submitted by customers will be disabled by default and won't show up in your store front. To make them visible, you have to enable them. To enable a review, go to Catalog > Reviews, select the review, click Edit and Enable it from the status.

The screenshot shows the 'Add Review' form in the OpenCart admin panel. The form is titled 'Add Review' and includes the following fields and controls:

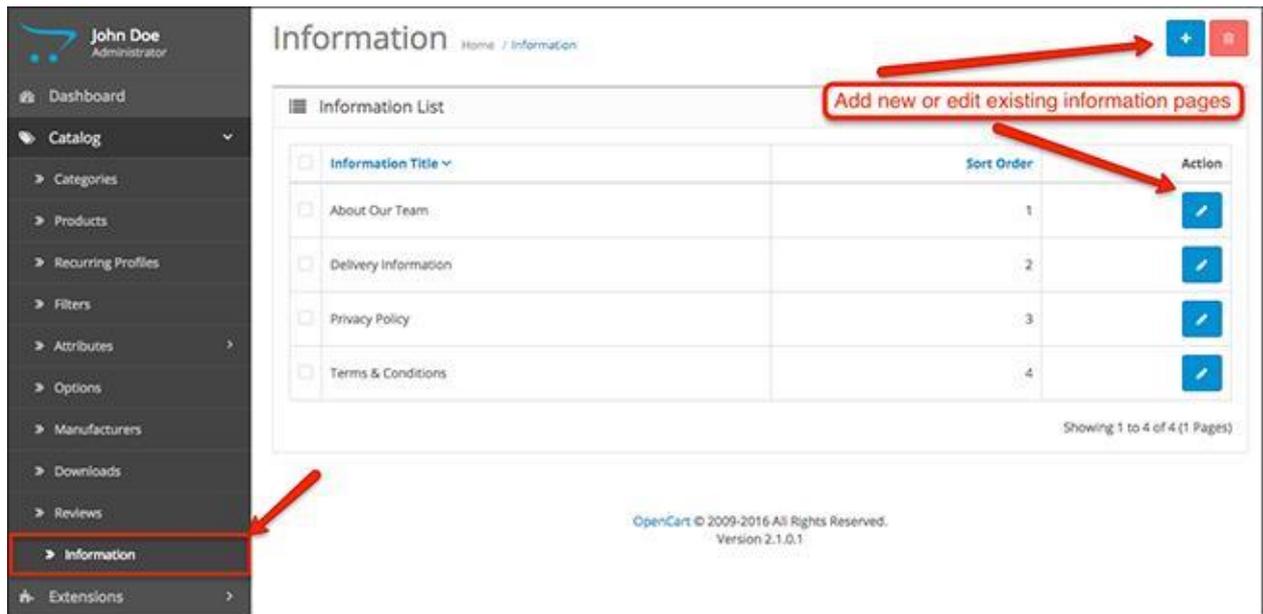
- Save changes:** A blue button with a checkmark icon, located in the top right corner.
- Name of the review author and reviewed product:** A red box with arrows pointing to the 'Author' and 'Product' input fields.
- Author:** An input field with the placeholder text 'Author'.
- Product:** An input field with the placeholder text 'Product'.
- The review itself:** A red box with an arrow pointing to the 'Text' text area.
- Product rating (from 1 to 5):** A red box with an arrow pointing to the 'Rating' section, which contains five radio buttons labeled 1, 2, 3, 4, and 5.
- Review status:** A red box with an arrow pointing to the 'Status' dropdown menu, which currently shows 'Disabled'.

Information

This is where you configure all of the Information pages in your OpenCart store - About Us, Delivery Information, Privacy Policy, and Terms & Conditions.

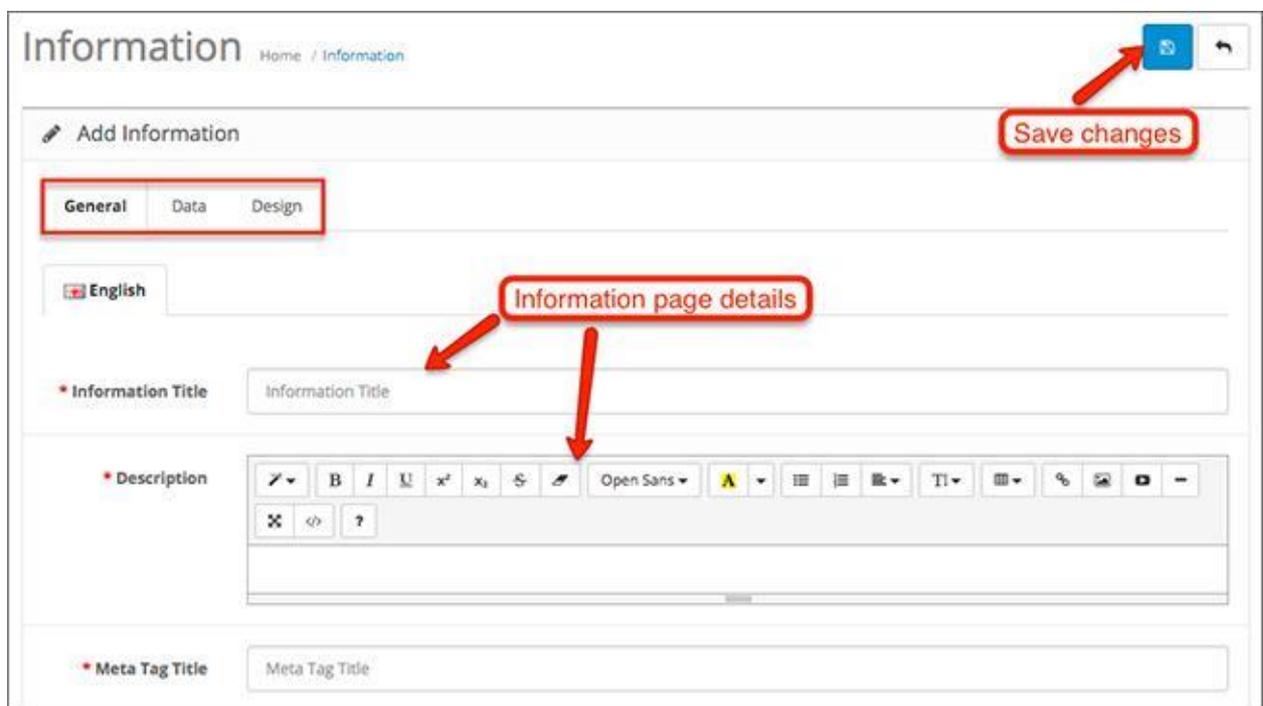
These are the predefined pages that come with the standard OpenCart installation, and you can either delete them or keep them for further modification.

Let's begin adding a new page.



The title of the page determines how the link to it will be called as well. Choose a title and description with SEO in mind because this is a great place to put keywords that are related to your niche.

The rest of the tabs and options allow you to use meta tags and keywords, assign the page to multiple stores if you have them, choose whether it will be in the footer or not, or assign different layouts with modules to them.



This is how the footer in OpenCart looks like. It's where the information pages are found in the front end of your website.

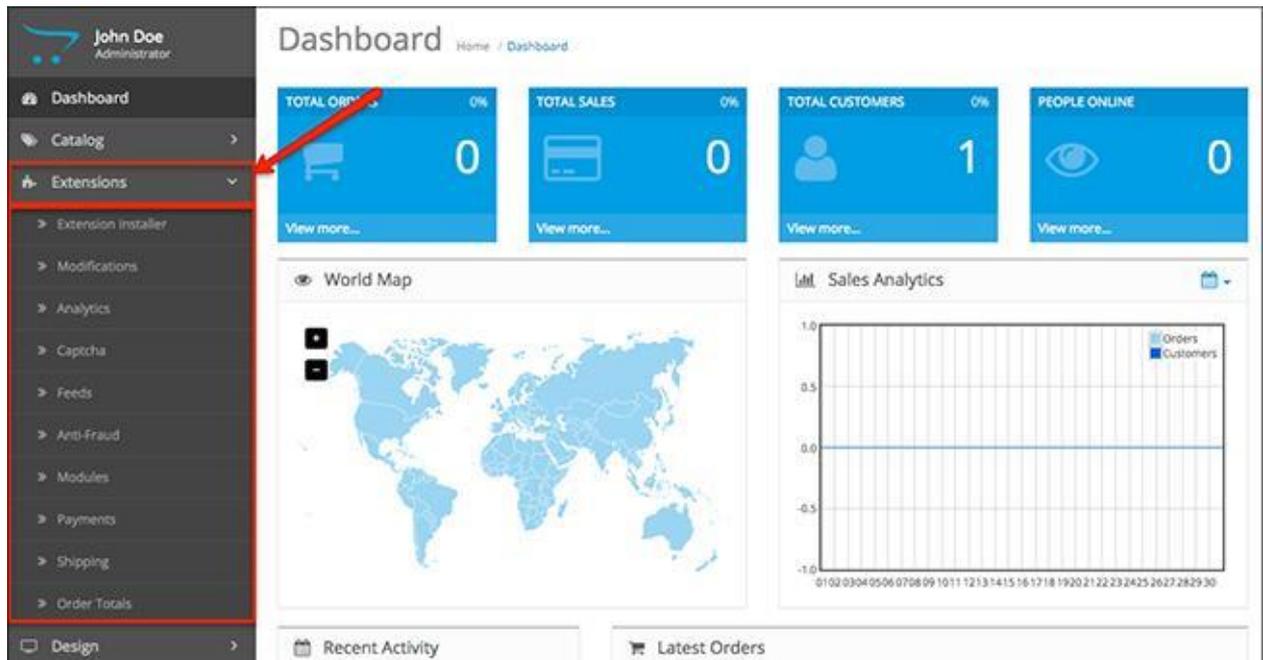
The screenshot shows a dark-themed footer menu with four columns of links. The 'Information' column is highlighted with a red border. The footer also includes a copyright notice at the bottom left.

Information	Customer Service	Extras	My Account
About Our Team	Contact Us	Brands	My Account
Delivery Information	Returns	Gift Vouchers	Order History
Privacy Policy	Site Map	Affiliates	Wish List
Terms & Conditions		Specials	Newsletter

Powered By OpenCart
Your Store © 2016

Chapter 5: Extensions

This tutorial will explain the basics of the Extensions menu in your OpenCart admin panel. This is where you make all of the modifications to the files of your Ecommerce store. This includes module installation, configuration of payment and shipping methods, as well as other third party services and extensions that connect to your website.



To begin, click on Extensions > Extension Installer. This is the first menu of the Extensions panel.

Extension Installer

This is where you will be spending quite some time when you begin experimenting with different OpenCart modules.

Whenever you need to extend the functionality of your store, you will need to download a module and install it using the Extension Installer.

Note: You can install modules via FTP as well, but the ocmoc.zip file has to be installed through the Extension Installer.

Installing a module is very simple.

Click the **Upload** button and find the ocmoc.zip file of the extension you want to install.

The progress of the installation will be shown in the **Progress** bar below. It will notify you if there is any issue with the process or if the installation has been successful.

If the extension that you are installing needs to overwrite some of the core OpenCart files, they will be shown in the list below the Progress bar.

Note: If you are adding an ocmoc.zip file with a code tag that matches an existing ocmoc's code tag, the file won't overwrite the other one. It will reproduce an error. In such a case, you'll have to delete the other ocmoc and then upload the current one or alternatively change the code tag.

If you have a problem with installing an extension, you can use the [QuickFix](#) module to resolve the issue.

Once an issue occurs, use the **Clear** button to erase the temporary files and start over.

[To Learn More, Check the Ultimate Guide to Installing and Uninstalling OpenCart Modules](#)



Modifications

The modification system of OpenCart allows you to modify and extend the functionality of your store without the need to directly edit the core system files.

In case your ocmoc is not working, check this article - [OCMOD Not Working?](#)

You can enable or disable modifications from the Actions. After you are done editing the modifications, you need to click Refresh to rebuild your modification cache. This goes both for enabling, disabling or deleting modifications.

The screenshot shows the 'Modifications' page in an OpenCart administrator interface. The left sidebar contains a navigation menu with 'Modifications' highlighted. The main content area features a 'Modification List' table with columns for 'Modification Name', 'Author', 'Version', 'Status', 'Date Added', and 'Action'. A 'General' tab is active, and a 'Log' link is visible. A notification banner at the top states: 'Whenever you enable / disable or delete a modification you need to click the refresh button to rebuild your modification cache!'. Three callout boxes with red arrows point to the 'Refresh', 'Clear', and 'Delete' buttons in the top right. Another callout box points to the 'Link', 'Enable/Disable', and 'Action' buttons in the table's 'Action' column. A third callout box points to the 'Modification Name' column header.

Modification Name	Author	Version	Status	Date Added	Action
<input type="checkbox"/> GiftTeaser by iSenseLabs	iSenseLabs	2.5	Enabled	17/05/2016	
<input type="checkbox"/> iSearchCorporate Add-On	iSenseLabs	3.1.2	Enabled	07/05/2016	
<input type="checkbox"/> Local copy OCMOD by iSenseLabs	iSenseLabs	1.2	Enabled	18/02/2016	
<input type="checkbox"/> PersistentCart by iSenseLabs	iSenseLabs	2.4	Disabled	11/05/2016	
<input type="checkbox"/> PreOrder by iSenseLabs	iSenseLabs	2.9	Enabled	12/05/2016	
<input type="checkbox"/> PreviousNextProduct by iSenseLabs	iSenseLabs	2.2	Disabled	13/05/2016	

The **Log** in your Modifications shows which modifications have been applied, which have not been applied, and which line has been modified.

The screenshot shows the 'Modifications' page with the 'Log' tab selected. A callout box points to the 'Log' tab with the text: 'A log with all the detailed changes made to the OpenCart files.' The log content is as follows:

```

2016-06-28 17:02:07 - MOD: Modification Default
FILE: system/engine/action.php
REGEX: -(require|include|once)?\(\{[\^]+\}-
LINE: 39
FILE: system/engine/loader.php
REGEX: -(require|include|once)?\(\{[\^]+\}-
LINE: 20
LINE: 59
LINE: 80
LINE: 99
FILE: system/library/config.php
REGEX: -(require|include|once)?\(\{[\^]+\}-
LINE: 23
FILE: system/library/language.php
REGEX: -(require|include|once)?\(\{[\^]+\}-
LINE: 25
    
```

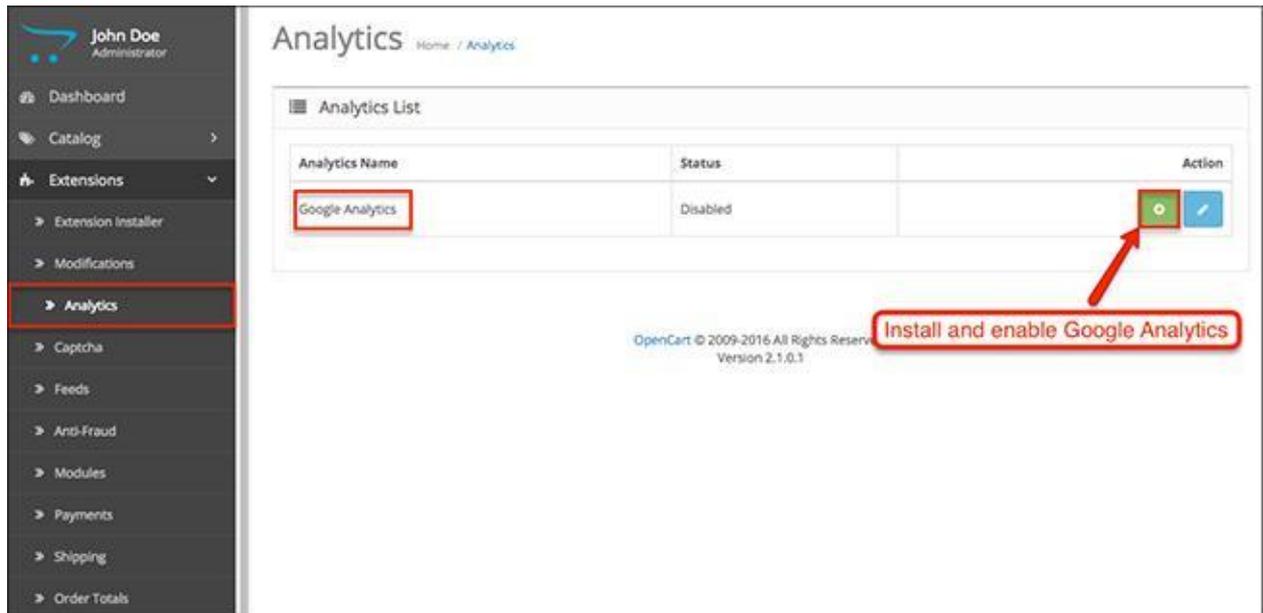
A 'Clear' button is located at the bottom right of the log area.

[To Learn More, Check the Ultimate Guide to the OpenCart 2.x Modification System](#)

Analytics

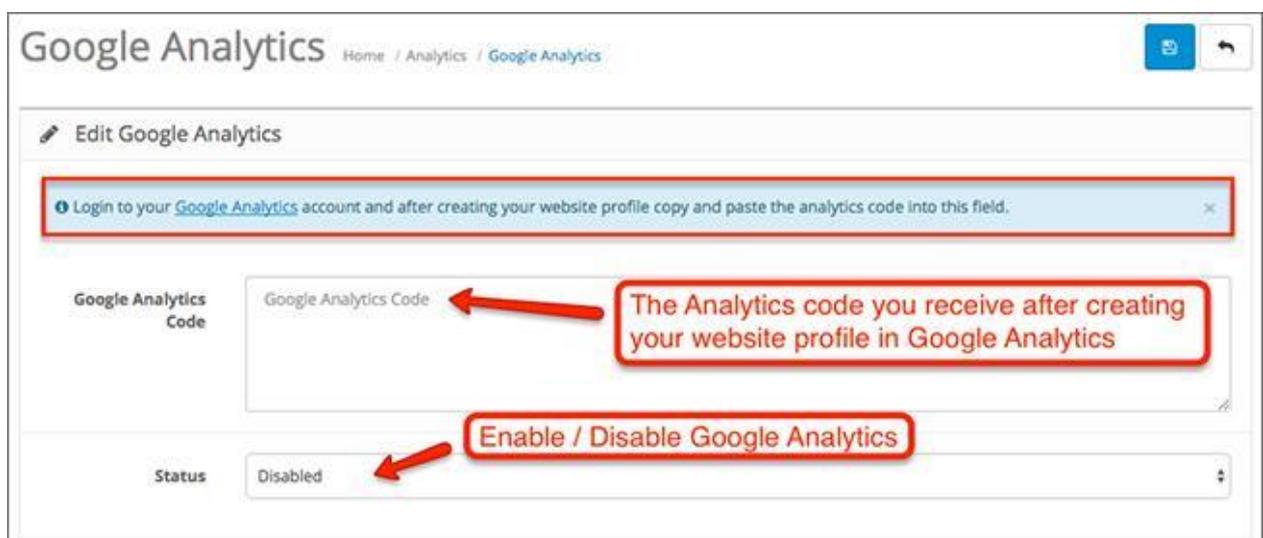
The standard OpenCart platform comes with a native Google Analytics extension that can be installed and enabled for your store.

After you install Google Analytics, click **Edit** where you will be able to configure the service.



To acquire Google Analytics for your store, you first need to create an account and a website profile. Once you are done with this, you will receive a Google Analytics code, which you will need to paste in the field below.

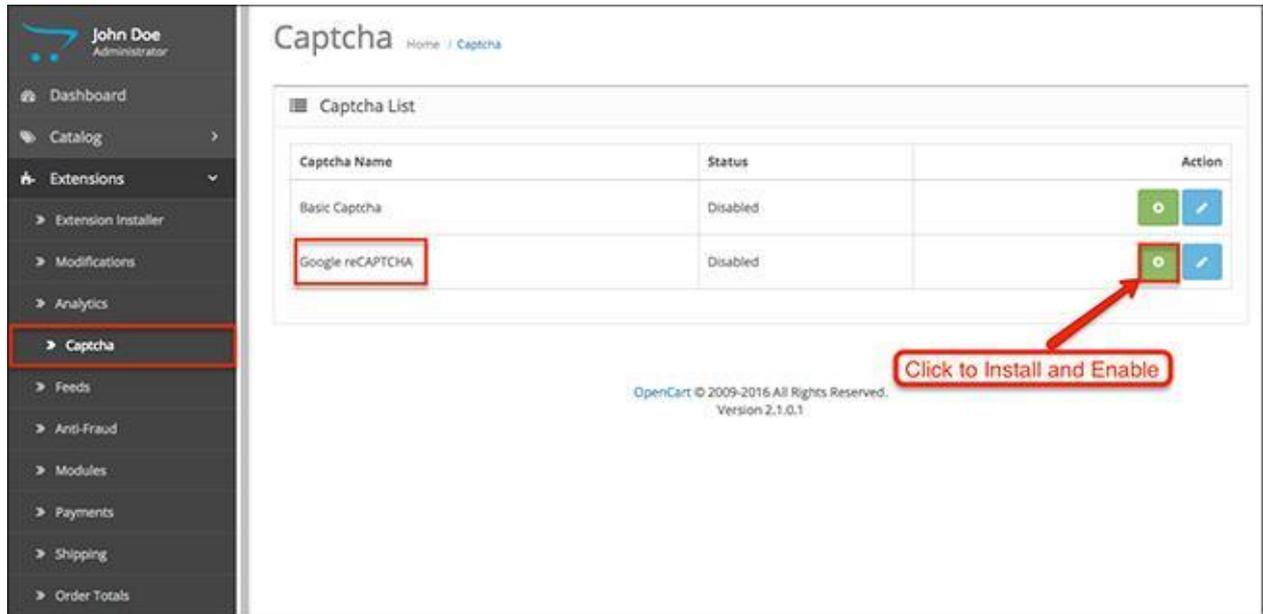
That's basically it. Enable the status and your OpenCart website is ready to start tracking analytics.



Captcha

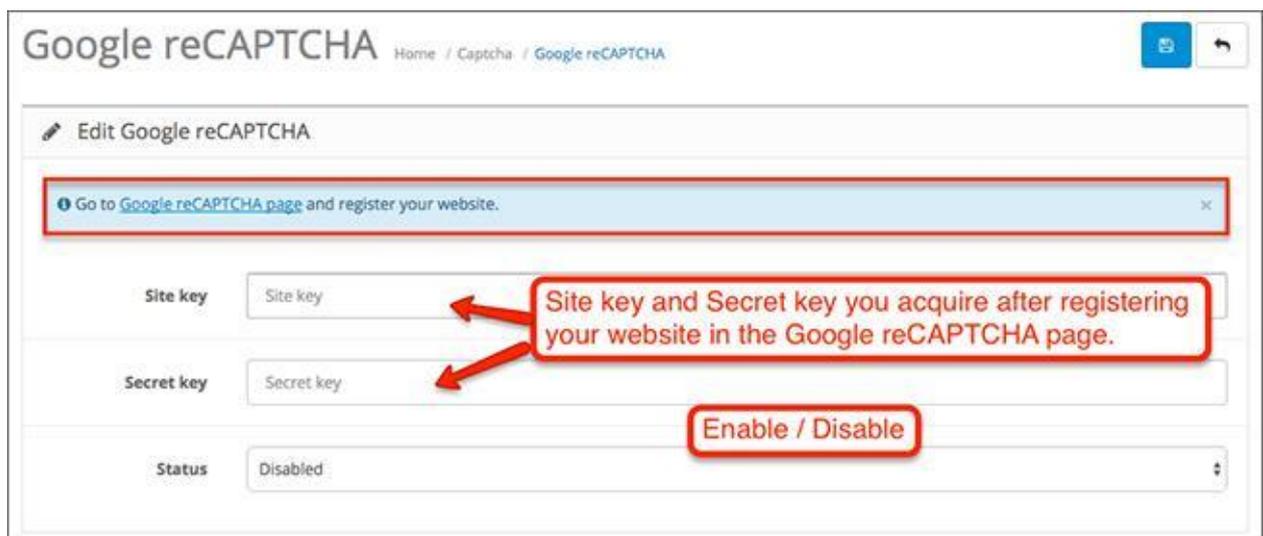
Verifying that your visitors are real users and not bots is very important, especially for the registration page. You have a two options with the native OpenCart installation - Basic Captcha and Google reCAPTCHA.

Install the Captcha method you prefer and hit **Edit** to configure it.



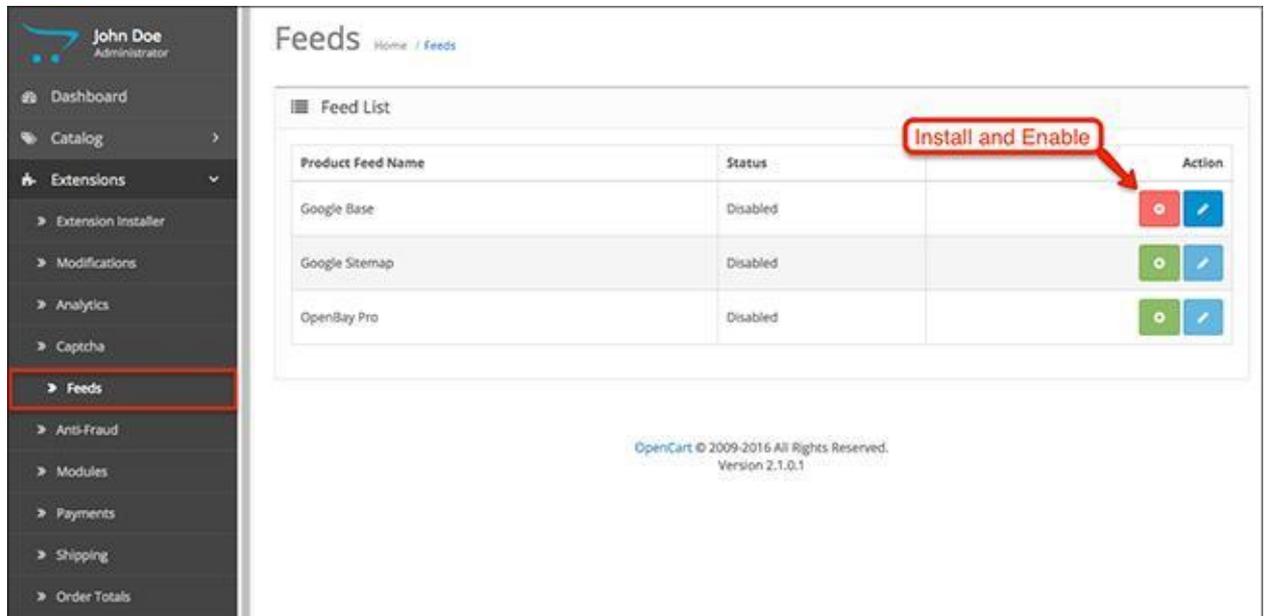
To begin using the service, you will need to register your website again with the Google reCAPTCHA page. There, you will find the site key and secret key that need to be pasted in their respective fields.

Enable the status and your OpenCart store is Captcha protected.



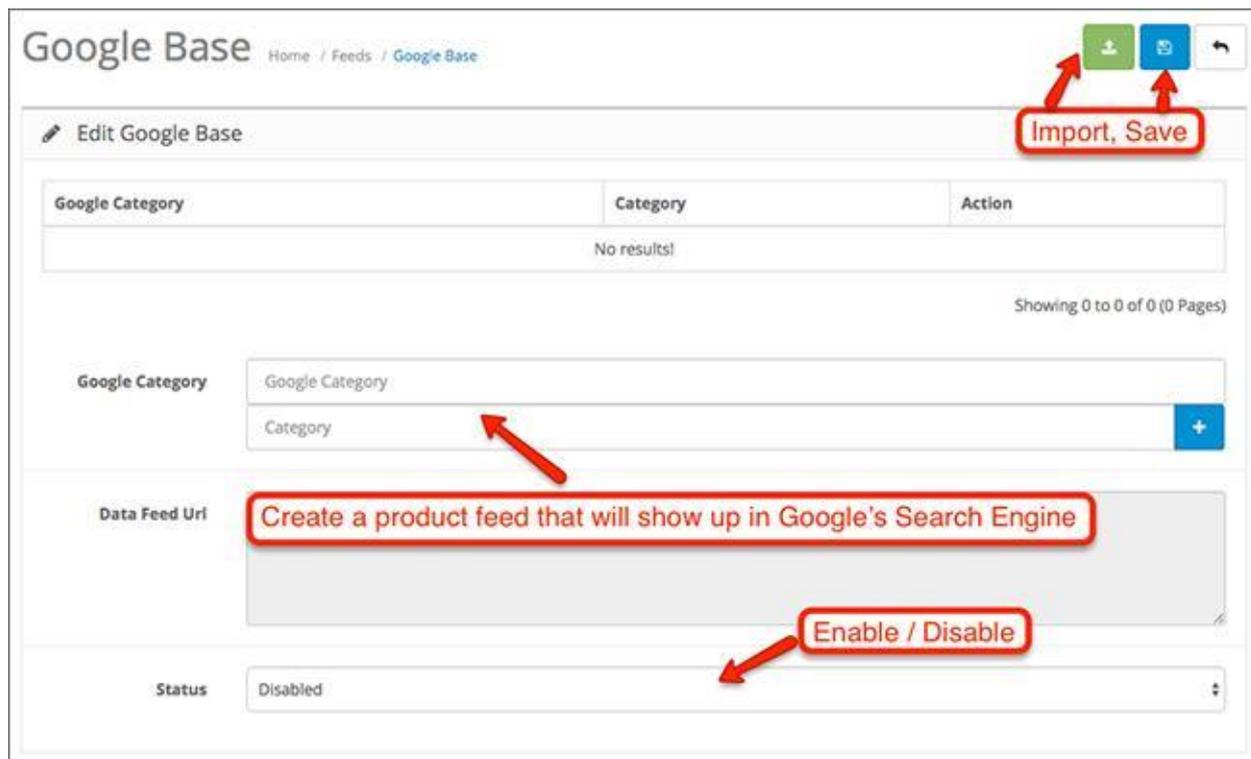
Feeds

The Feeds extension allows you to customize the way your products are viewed and listed by Google or other search engines. To begin using this feature, you have to compile a product feed with items from your OpenCart store.



Google Base, Google Sitemap and OpenBay Pro are the three native tools you can use for your product feeds. Google Base requires the user to upload product information in product feeds so that they can show up in Google's search engine.

There are specifications that Google has issued for the product feed. They can be viewed in Google's support [FAQ](#).



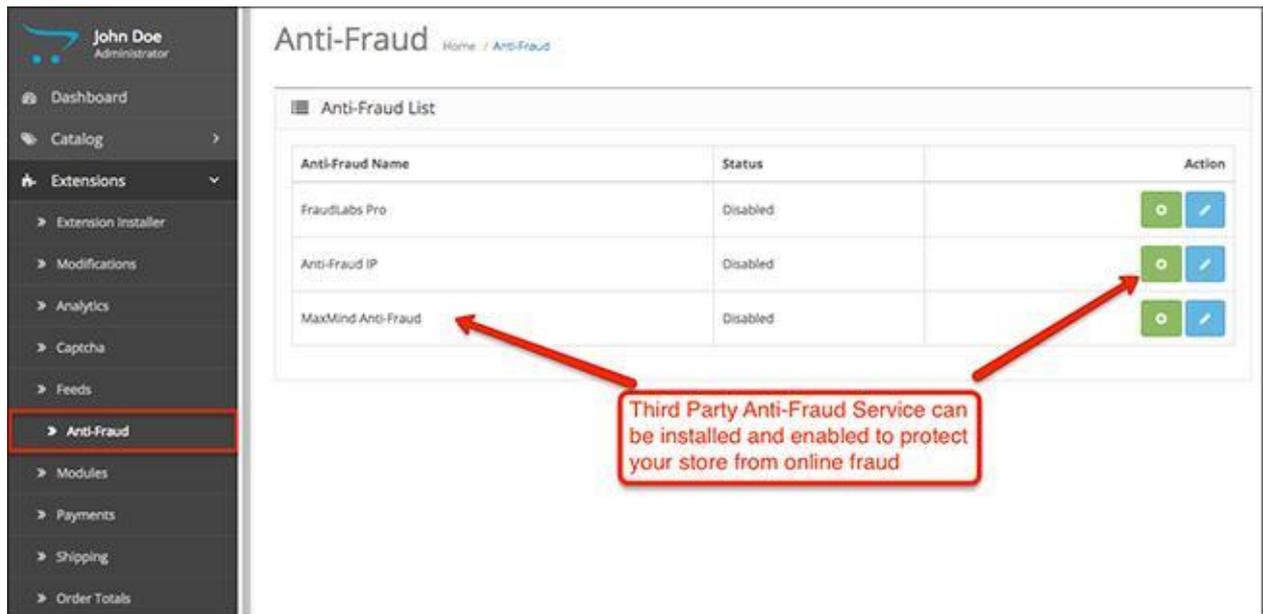
Anti-Fraud

There are three fraud prevention services you can use with the standard OpenCart installation.

[FraudLabs Pro](#) screens credit card transactions for online fraud. They detect possible fraudulent orders and help online merchants keep their profits high by preventing false chargebacks and other malicious attempts.

Anti-Fraud IP allows you to create a list of potentially threatening IP addresses that your store will detect when users enter the website.

[MaxMind](#) is the second third party service you can use to protect your OpenCart shop. They track, collect, and analyze the information about every user in your store and send back a risk report.



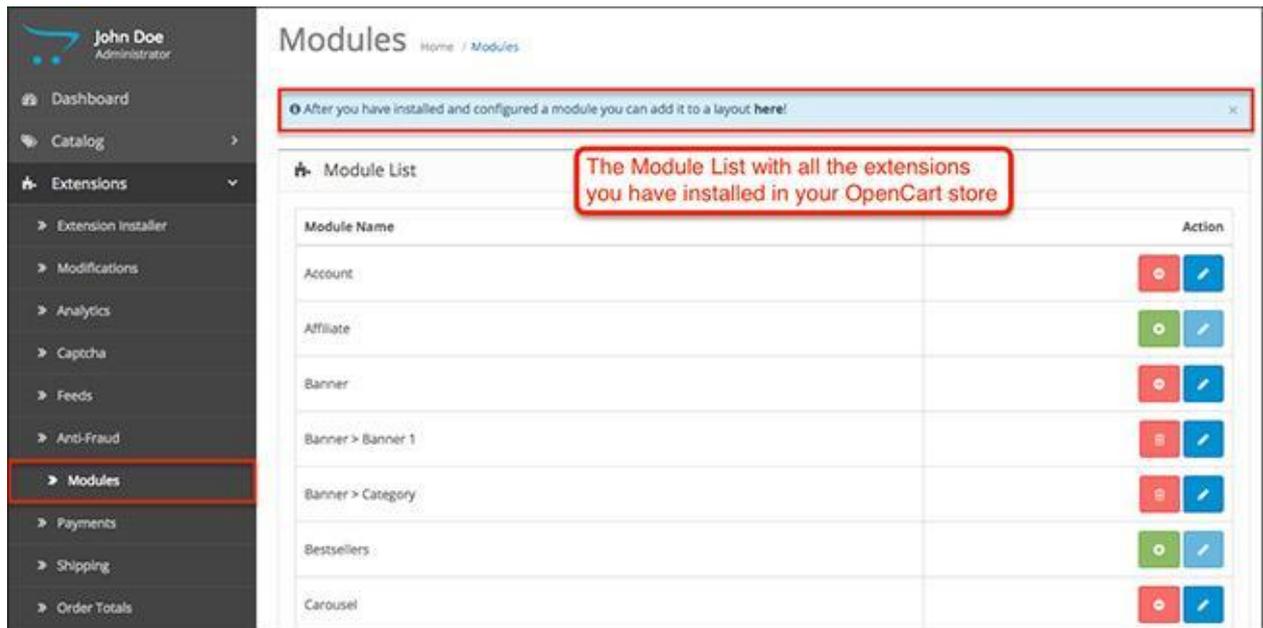
Modules

The Module List is where all of your extensions are found. This is where you select which modules to install or uninstall, as well as edit and configure.

Core Modules: Account, Affiliate, Banners, Bestsellers, Carousel, Category, Featured, Google Hangouts, HTML Content, Information, Latest, Slideshow, Specials, Store.

Some OpenCart extensions are used to create additional modules that you can assign to the different layouts in your store. For instance, the Slideshow extension is used to create different versions of your slideshow that are listed as separate modules in the Module List.

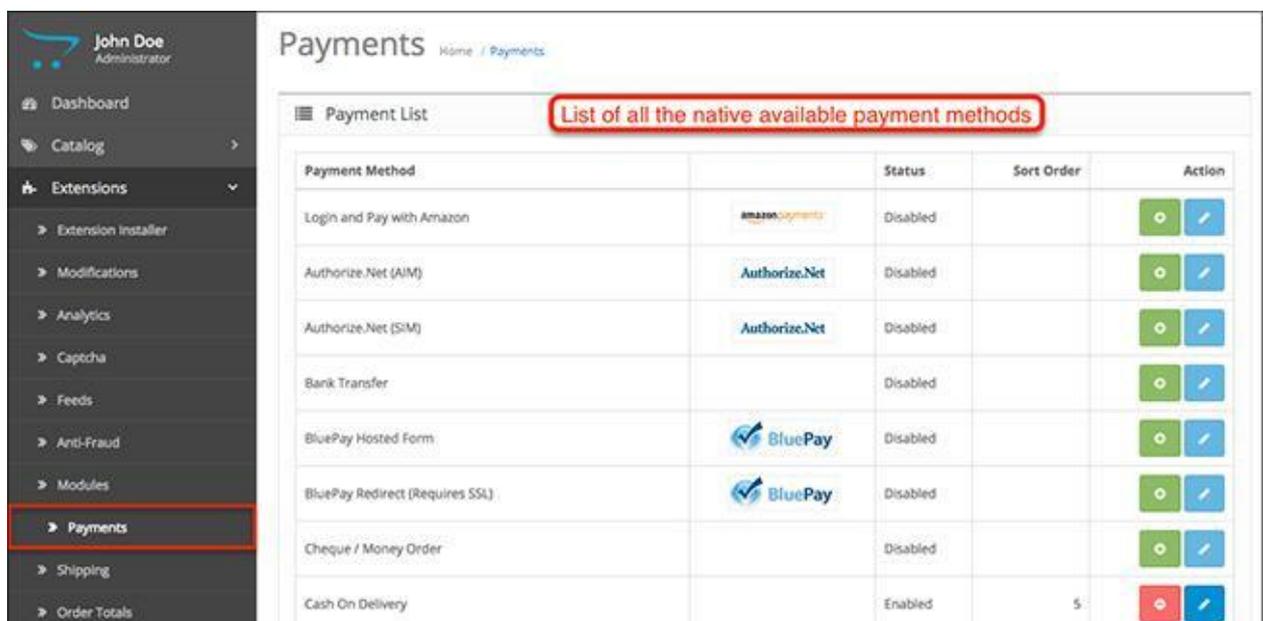
Third party modules can be installed to alter, extend and improve the functionality of your OpenCart store.



Payments

This is the list with all the payment methods you have available with the default OpenCart system. You can install, enable and configure them to your preference so that your customers have multiple options to submit payments.

If you want to install additional payment methods, you can do that by adding them as extensions from the Extension Installer.



Shipping

The default shipping methods you have in OpenCart are listed here. Just like the payment methods, you can install, enable and configure them however you want. It's better to have multiple shipping methods so different customers can use the ones they prefer the most.

Adding new shipping methods is done by installing a new extension with the Extension Installer.

The screenshot shows the OpenCart administrator interface for the Shipping section. The left sidebar contains a menu with 'Shipping' highlighted. The main content area displays a table titled 'Shipping List' with the following data:

Shipping Method	Status	Sort Order	Action
Australia Post	Disabled		<input type="checkbox"/> <input type="checkbox"/>
Citylink	Disabled		<input type="checkbox"/> <input type="checkbox"/>
Fedex	Disabled		<input type="checkbox"/> <input type="checkbox"/>
Flat Rate	Enabled	1	<input type="checkbox"/> <input type="checkbox"/>
Free Shipping	Disabled		<input type="checkbox"/> <input type="checkbox"/>
Per Item	Disabled		<input type="checkbox"/> <input type="checkbox"/>
Parcelforce 48	Disabled		<input type="checkbox"/> <input type="checkbox"/>
Pickup From Store	Disabled		<input type="checkbox"/> <input type="checkbox"/>

Order Totals

The Order Totals are extensions that you can use for adding extra fees to the total sum of an order in your store's shopping cart. Aside from fees, you can also add Coupons and Reward Points if you have configured them prior to that. To form the final order total, the shipping and payment method costs are also added to it.

The screenshot displays the OpenCart 2.x administrator interface. On the left is a dark sidebar with a navigation menu. The main content area is titled 'Order Totals' and contains a table listing various extensions. A red box highlights the table with the text 'List of the fees and additions to the Order Totals in your store's shopping cart' and an arrow pointing to the 'Order Totals' header row.

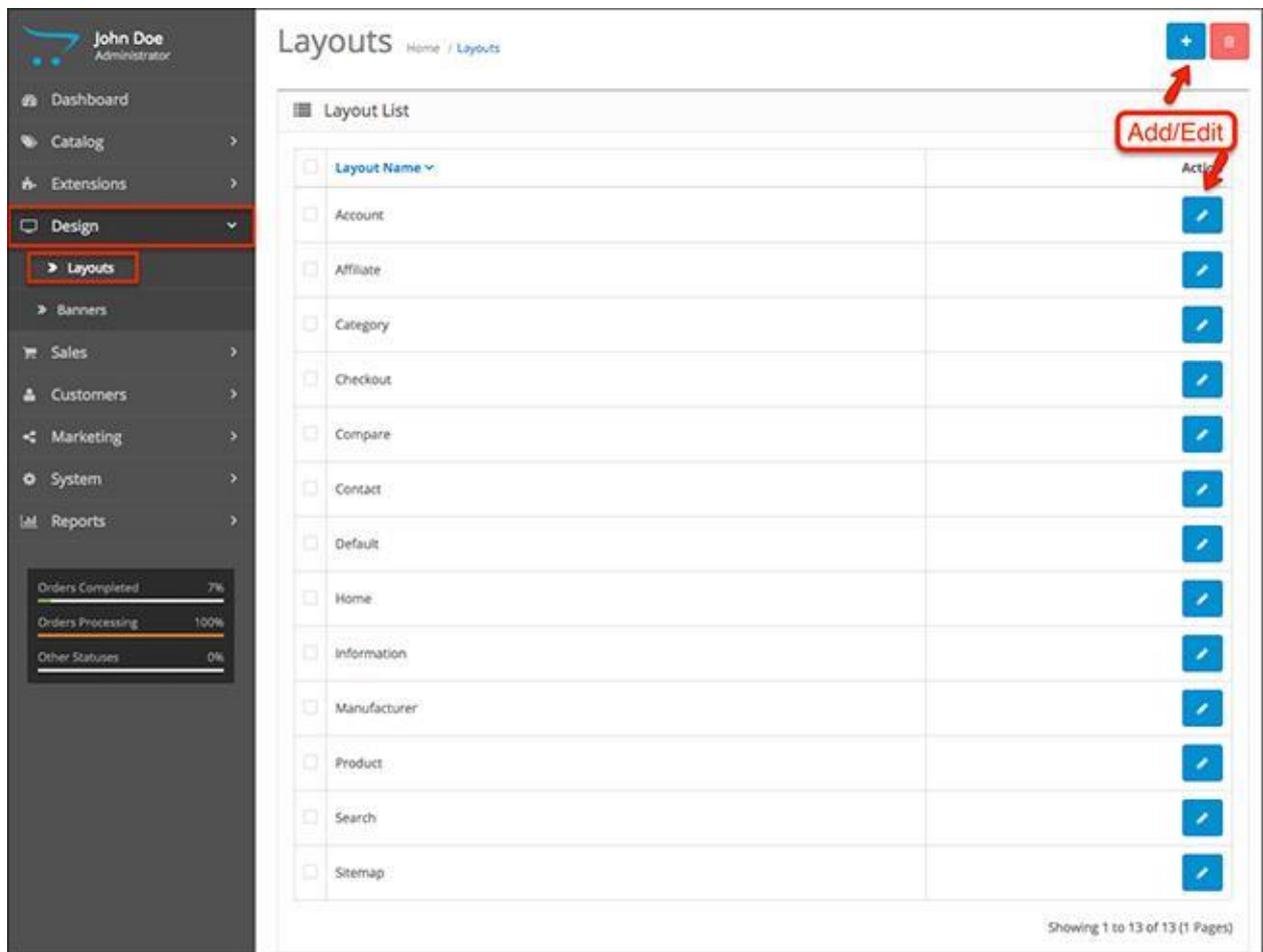
Order Total List

Order Totals	Status	Sort Order	Action
Coupon	Enabled	4	 
Store Credit	Enabled	7	 
GiftTeaser FOR OC < 2.2.0.0	Disabled		 
Handling Fee	Disabled		 
Klarna Fee	Disabled		 
Low Order Fee	Disabled		 
Reward Points	Enabled	2	 
Shipping	Enabled	3	 

Chapter 6: Design

Layouts

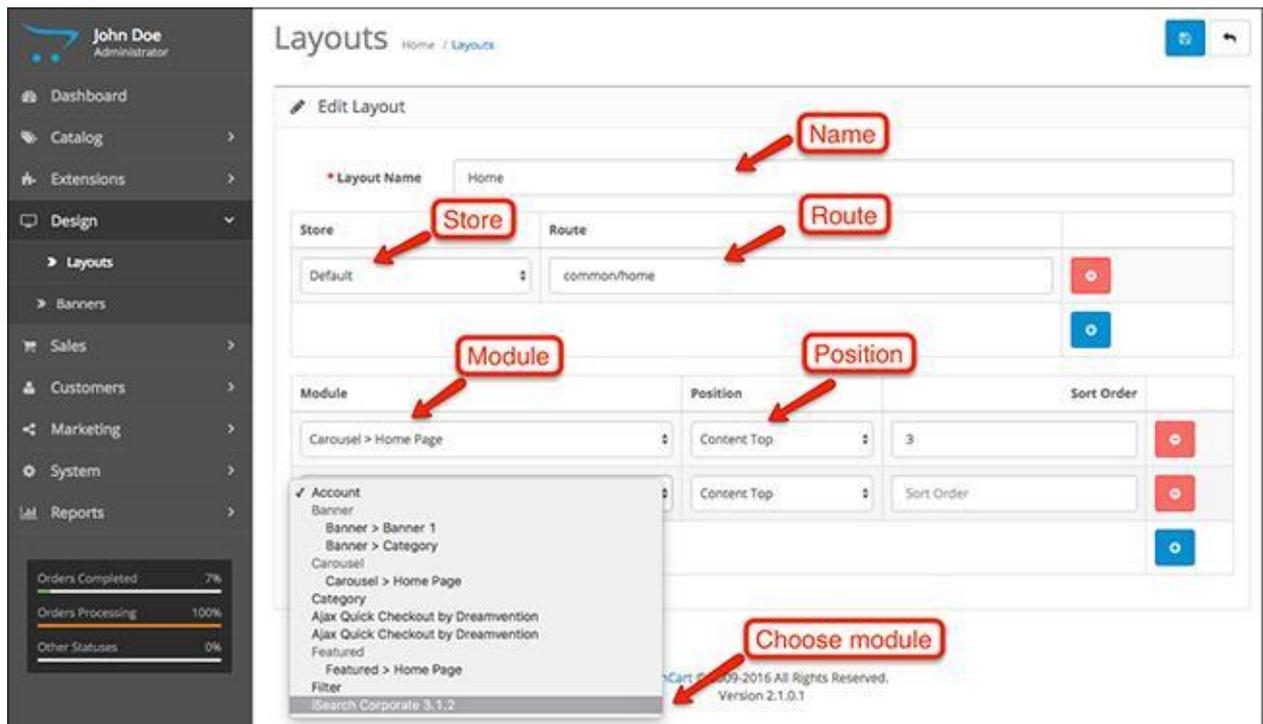
The layouts system in OpenCart lets you choose whatever modules you want to add to each layout or page in your website. Each layout consists of 4 positions (Content Top, Left, Right and Bottom) and different modules can be assigned to those positions with a given sort order number that will determine the order they are arranged in.



We will edit the Home layout to see what are the options you have.

Each layout requires a layout name, the store the layout will be added to, and a route. The route is the folder name that the layout files are included in.

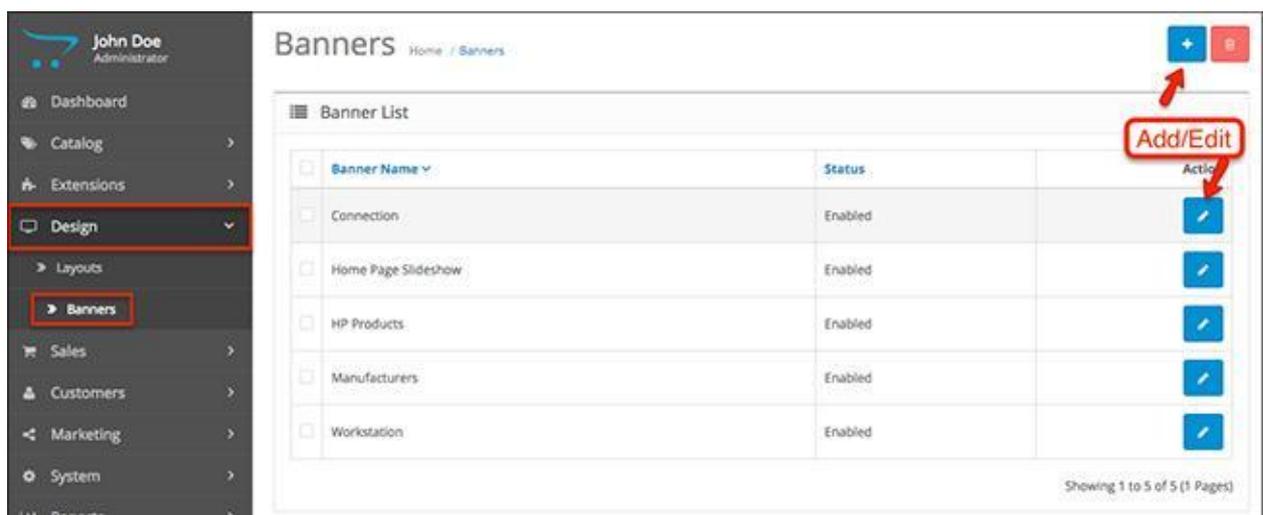
When you have them set up, it's time to add some modules to the layout. Choose the module you want to assign to the layout, give it a position and sort order number and click save.



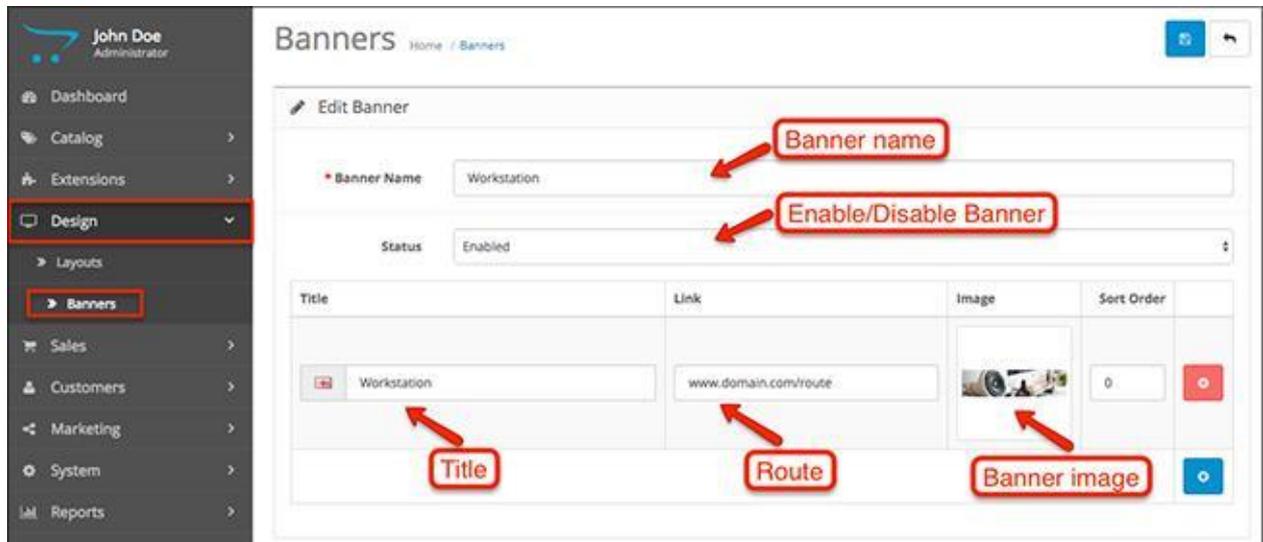
Banners

The banners in OpenCart are images you can use to link to other pages. These images can be customized to catch the user's eye and lead them to certain product pages to increase conversions.

The banners menu in the admin panel lets you create new banners and modify their image dimensions as well as their titles and links.

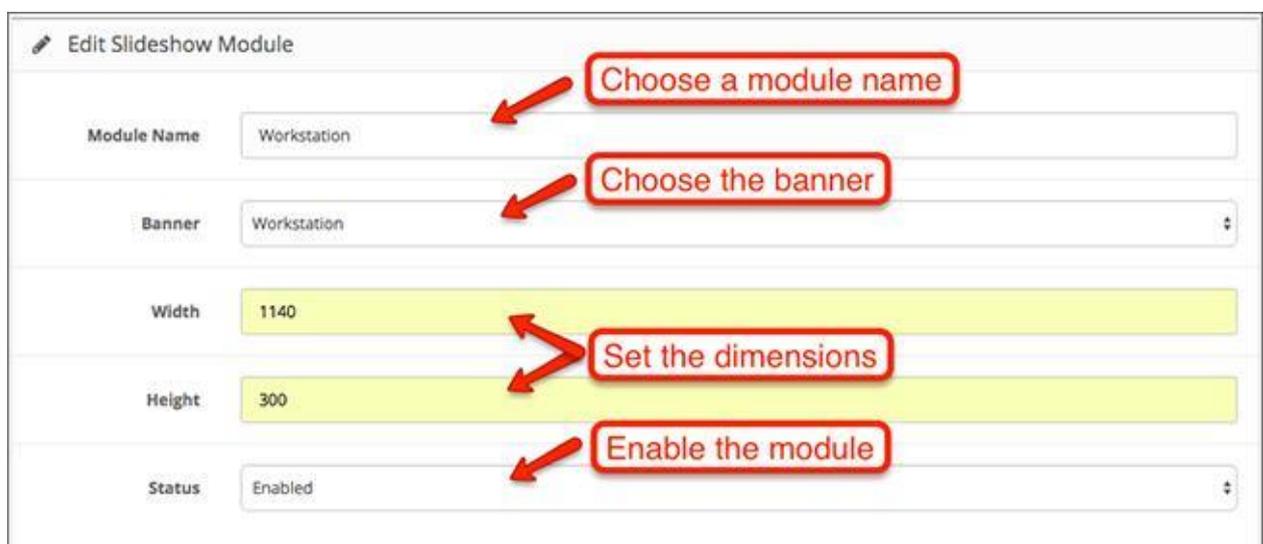


Let's create a new banner that we will use for the slideshow in the front end. We will name it Workstation and upload an image with a great looking workstation. The status is enabled and we are ready to assign the banner.



Go to **Extensions > Modules > Slideshow > Edit**. After the banner is ready, we need to create a module for it.

Give the module a name and select the banner title you want to use. Set the dimensions and enable the module.



It will now appear under **Extensions > Modules**. This means it's ready to be assigned to a layout and become visible in the front end.

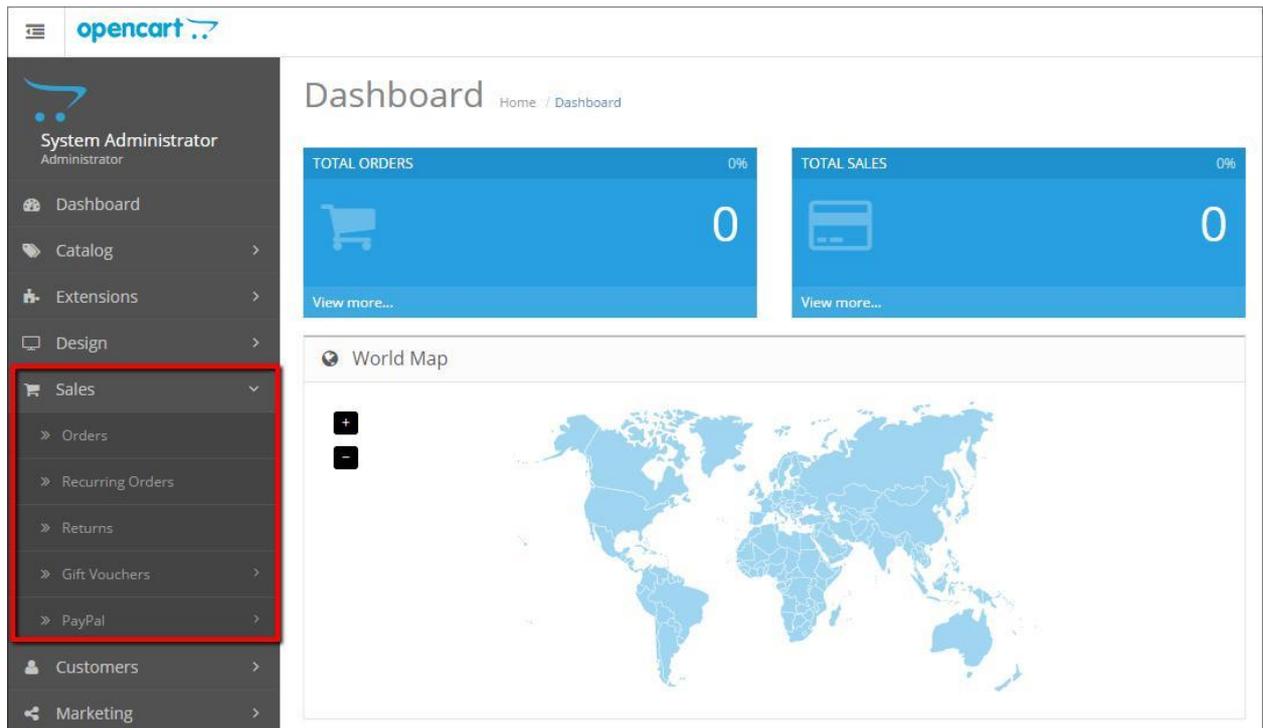
SMSBump 2.5	 
Slideshow	 
Slideshow > Workstation	 
SmartBar	 

This is how our brand new slideshow image looks like in our demo OpenCart store.



Chapter 7: Sales

As a store admin, one of sections that you'll be visiting a lot in the OpenCart admin panel is the Sales.



The Sales section is the 5th one in the default OpenCart admin menu and is situated after Design and before Customers. The Sales section is the place where you manage your orders, product returns and other sales-related features of your webstore.

The default Sales section has a total of five submenus and in the following tutorial we will go through them.

Orders

The first submenu is the Orders one and it's the most important one in the section. From here you can manage your orders: view, edit or delete theme, add new ones, print order invoices, shipping lists, etc.

Order Listing Page

Order List

Order ID <input type="text" value="Order ID"/>	Order Status <input type="text" value=""/>	Date Added <input type="text" value="Date Added"/>
Customer <input type="text" value="Customer"/>	Total <input type="text" value="Total"/>	Date Modified <input type="text" value="Date Modified"/>

[Filter](#)

<input type="checkbox"/>	Order ID ^	Customer	Status	Total	Date Added	Date Modified	Action
<input type="checkbox"/>	95	test test	Pending	\$106.00	20/07/2016	20/07/2016	View Edit Delete
<input type="checkbox"/>	94	dfdfdjf idkjfidjfdmfi	Pending	\$131.20	14/07/2016	14/07/2016	View Edit Delete
<input type="checkbox"/>	93	Igor Mintusov	Pending	\$602.00	06/07/2016	06/07/2016	View Edit Delete
<input type="checkbox"/>	92	Daniel Parsons	Pending	\$106.00	02/07/2016	02/07/2016	View Edit Delete
<input type="checkbox"/>	91	Igor Mintusov	Pending	\$106.00	18/06/2016	18/06/2016	View Edit Delete
<input type="checkbox"/>	90	kamlesh mourya	Pending	\$106.00	18/06/2016	18/06/2016	View Edit Delete
<input type="checkbox"/>	89	Martin Jonesqq	Pending	\$131.20	14/06/2016	14/06/2016	View Edit Delete
<input type="checkbox"/>	88	test test	Pending	\$131.20	14/06/2016	14/06/2016	View Edit Delete

Order Listing

Once you open the Sales page, you will see a listing of all orders in your store. The listing contains some information about each order such as:

- **Order ID:** The Order ID is the unique number of each order in your webstore.
- **Customer:** The name of the customer that has made the order.
- **Status:** The order status. For more information, please check the Order Status section below.
- **Total:** The total amount of the order.
- **Date Added:** The date on which the order was added.
- **Date modified:** The date on which the order was last modified.
- **Actions:** View the order, Edit the order and Delete the order.

All of these columns except for the Action one are clickable and the listing can be sorted by them.

Order Listing Filters

Additionally, there are filters at the top of the listing, which help you easily find the orders that you are looking for:

The screenshot shows the 'Orders' management interface. At the top, there are navigation buttons (Home, Orders) and three action buttons (truck, printer, plus). Below is the 'Order List' section with several filter fields: Order ID, Order Status, Date Added, Customer, Total, and Date Modified. A red box highlights the 'Customer' filter field containing 'test3 test3'. A red arrow points from this field to the 'Customer' column in the table below. The table has columns for Order ID, Customer, Status, Total, Date Added, Date Modified, and Action. Two orders are listed, both with 'test3 test3' as the customer and 'Pending' status. The first order has a total of \$1,077.60 and the second has \$131.20. Each row has three action buttons: view, edit, and delete. At the bottom right, it says 'Showing 1 to 2 of 2 (1 Pages)'.

Additional Order Buttons

There are three more buttons at the top right of the page. The first two are inactive if none of the orders are selected. If you select at least one order by clicking the checkbox in front of it, the two buttons will become active.

The first button with the truck icon is used for printing shipping lists. Once you click on it, a dispatch note will show up with the order information, which can be printed later on. The second button with the printing machine icon is for invoices. Once you click on it, an order invoice will be generated.

The third icon is for creating a new order. The view of the new order is similar to the edit order page, but with the difference that all input fields are empty.

Now let's see what happens once we click on the order View action button...

Order View Page

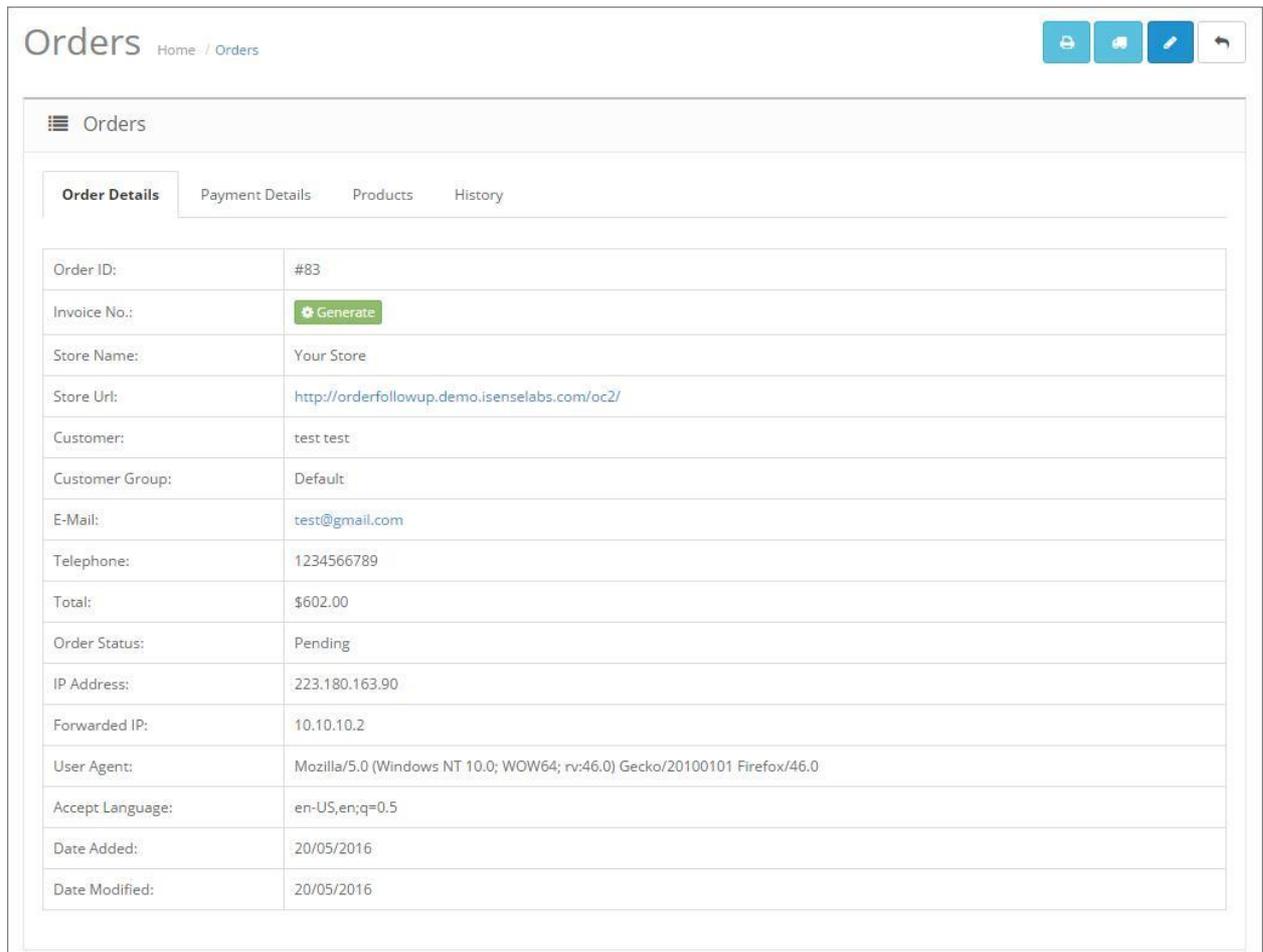
The Order View Page contains a detailed information about each order. Since there are differences in the layout of the order view page in OpenCart 2.0.x and OpenCart > 2.0.x, we'll go through both of them.

OpenCart 2.0.x

If you are using OpenCart 2.0.x you will see a page with a few tabs.

Order Details

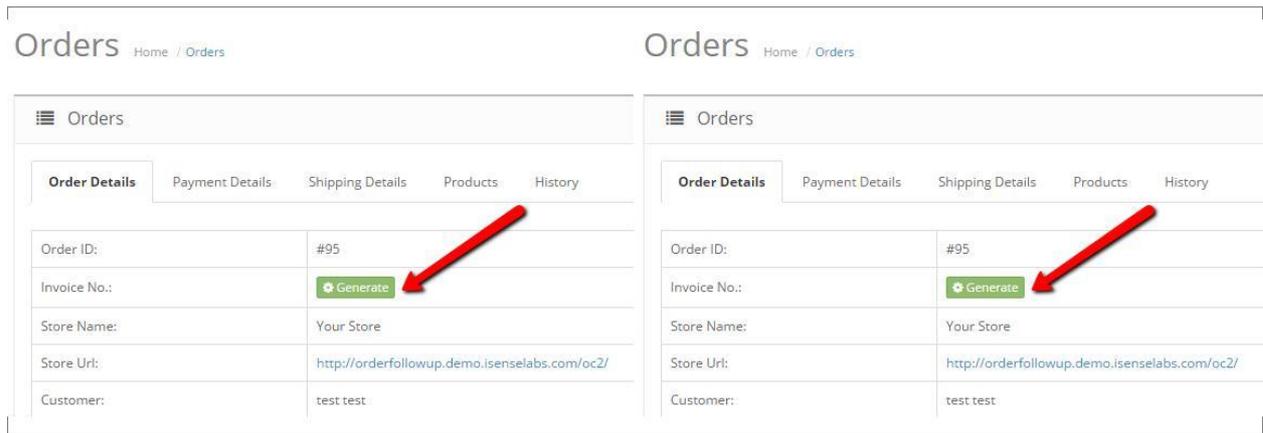
The order details tab is where we see the general details of each order.



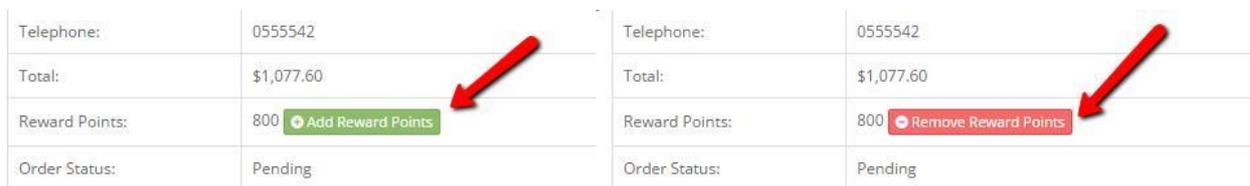
The screenshot shows the OpenCart 2.0.x interface for the 'Orders' section. The breadcrumb trail is 'Home / Orders'. The page title is 'Orders'. There are four tabs: 'Order Details' (selected), 'Payment Details', 'Products', and 'History'. The 'Order Details' tab displays a table of order information:

Order ID:	#83
Invoice No.:	Generate
Store Name:	Your Store
Store Url:	http://orderfollowup.demo.isenselabs.com/oc2/
Customer:	test test
Customer Group:	Default
E-Mail:	test@gmail.com
Telephone:	1234566789
Total:	\$602.00
Order Status:	Pending
IP Address:	223.180.163.90
Forwarded IP:	10.10.10.2
User Agent:	Mozilla/5.0 (Windows NT 10.0; WOW64; rv:46.0) Gecko/20100101 Firefox/46.0
Accept Language:	en-US,en;q=0.5
Date Added:	20/05/2016
Date Modified:	20/05/2016

Most of the details are quite clear and descriptive so we won't go through each of them. What is important to note here is that OpenCart doesn't automatically generate invoice numbers and if you would like to generate one for a specific order, you'll need to come to this page and click on the green Generate button. Once you click on it, an order invoice number will be generated and later on added to the invoice.



Also, if the order has reward points, you can add them by clicking on the Add Reward Points Button or remove them if you have already added them.



Payment Details

The payment details tab contains information about the payment.

In this tab you can check what the billing address of the customer's order, the payment method, etc.

Shipping Details

The shipping details tab is pretty similar to the payment details one with the difference that we can see the Shipping address here as well as the Shipping method.

Products

In the product tab we can see the product ordered together with the selected options, product model, ordered quantity, prices and order totals.

Orders [Home / Orders](#)

Orders

Order Details Payment Details Shipping Details **Products** History

Product	Model	Quantity	Unit Price	Total
MacBook	Product 16	1	\$602.00	\$602.00
iPhone	product 11	3	\$123.20	\$369.60
Canon EOS 5D - Select: Red	Product 3	1	\$98.00	\$98.00
Sub-Total:				\$883.00
Flat Shipping Rate:				\$5.00
Eco Tax (-2.00):				\$12.00
VAT (20%):				\$177.60
Total:				\$1,077.60

History

Every time the order status is changed, it is saved in the order history, which can be seen in the following tab.

Orders

Order Details Payment Details Shipping Details Products **History**

Date Added	Comment	Status	Customer Notified
01/09/2015		Pending	No
21/07/2016		Complete	No

Showing 1 to 3 of 3 (1 Pages)

Add Order History

Order Status: Complete

Notify Customer:

Comment:

Add History

From here we can check when and how the order status was changed. Furthermore, we can add order history. If we check the Notify Customer checkbox, the customer will receive an email with the changed order and the added comments if any.

OpenCart > 2.0.x

If you are using OpenCart > 2.0.x, the order view page will be one page containing all of the already mentioned sections, but with slightly different design.

Orders [Home](#) / [Orders](#)

Order Details

-
-
-
-

Customer Details

-
-
-
-

Options

- INV-2013-007
- 200
- \$0.00

Order (#36)

Payment Address	Shipping Address
dsfsdf dffsfs fsdfsdf dsfsdf Culfa Azerbaijan	fsdfsdf fsdfsdf fsdfsdf dsfsdf Syunik' Armenia

Product	Model	Quantity	Unit Price	Total
Nikon D300	Product 4	1	\$98.00	\$98.00
iMac	Product 14	1	\$122.00	\$122.00
Apple Cinema 30" - Radio: Small - Checkbox: Checkbox 1 - Checkbox: Checkbox 2 - Text: test - Select: Red - Textarea: wewq - File: --.png - Date: 2011-02-20 - Time: 22:25 - Date & Time: 2011-02-20 22:25	Product 15	2	\$162.80	\$325.60
Sub-Total				\$448.00
Flat Shipping Rate				\$5.00
Eco Tax (-2.00)				\$10.00
VAT (20%)				\$90.60
Total				\$553.60

Order History

History
Additional

Date Added	Comment	Status	Customer Notified
21/07/2016		Pending	No

Showing 1 to 1 of 1 (1 Pages)

Add Order History

Order Status:

Override

Notify Customer

Comment:

Here we can see a few new fields:

Affiliate: In the options container we can see an affiliate field. If the order has generated any affiliate profit, you can add it to the affiliate's balance by pressing the plus icon.

Override: In the order history we have a new checkbox Override. If checked, you'll be able to override the order's status in case it has been blocked from status changing by an anti-fraud extension.

Order Edit Page

In the order edit page, we can edit all of the details that we have already seen in the order view page. The order edit page is divided in a couple of tabs, each of them enabling us to modify different order details. It is important to note here that we cannot click on the tabs, but we can move to the next or the previous one only by clicking on the "Continue" or "Back" buttons respectively, located at the bottom of each tab.

The first tab would be Customer Details. Here we have all of the information about the customer: name, email, phone, etc.

The second one would be Products. Here we can change the quantity of the ordered products, add or delete product, etc.

In the third tab, the payment details tab, we can edit the payment details of the order. The shipping details tab is pretty similar to the payment details one. Here we can edit the shipping information.

In the last tab, the totals tab, we can see all of the ordered products in a listing, but here we cannot edit them. In this tab we can edit the shipping method, the payment method, apply coupons, vouchers, reward points, etc. Here, you can also change the status of the order.

Order Statuses

The default OpenCart comes with a couple of pre-defined order statuses. These are:

- Canceled
- Canceled reversal
- Chargeback
- Complete
- Denied
- Expired
- Failed
- Pending
- Processed
- Processing
- Refunded
- Reversed
- Shipped

- Voided

You can add custom order statuses as well once you go to **System > Localisation > Order Statuses**. On this, however, you will learn more in our next tutorial that will go through the System Section. For now it's enough to know that OpenCart has both pre-defined order statuses and an option for adding custom ones.

You can set a default order status (in the default OC installation this would be 'Pending'), which will be the one used for new orders. It is also important to note that some payment methods come with an option for setting an order status. This means that all orders that have used this payment method will be set to the respective order status. For more information you can check the Tutorial for the extension section > Payments.

Recurring Orders

The second submenu is recurring orders. In the recurring orders we can see all of the orders of recurring profiles made in the store. We are already familiar with how the recurring profiles work. Once they are ordered from the store front, they are displayed here.

Recurring Orders Home / Recurring Orders

Recurring Order List

Recurring ID: Order ID: Payment Reference:

Customer: Status: Date Added:

Recurring ID	Order ID	Payment Reference	Customer	Status	Date Added	Action
6	12	I-FCEFAGWNC11V	John Doe	Inactive	07/07/2016	
5	11	I-CNCG04GJCYD8	isense isense	Inactive	07/07/2016	
4	8	I-JJ41LH83NUCX	Peter Adams	Inactive	07/07/2016	
3	6	I-ZJU6B91EBEKP	Maria Johnson	Inactive	07/07/2016	

The table is similar to the orders one with filters and ordering. Here, however, you don't have the option to delete or add new recurring orders.

View Recurring Order

The first button in the action column enables you to view the Recurring Order. Here you can see the recurring order details: ID, Payment Reference, Recurring profile, Description, Recurring Status and Payment method. You can also see basic details about the order in which the recurring profile was bought and the product to which the recurring profile is

assigned. Additionally, you can see a history of the transactions associated to this recurring order.



The screenshot shows the 'Transactions' page in OpenCart. At the top right, there is a blue button labeled 'Cancel Recurring Payments'. Below it is a table with three columns: 'Date Added', 'Amount', and 'Type'. The table contains ten rows of payment records, each with a date and time, an amount of \$15.00, and a type of 'Payment'.

Date Added	Amount	Type
2016-07-09 12:10:07	\$15.00	Payment
2016-07-09 05:21:37	\$15.00	Payment
2016-07-09 02:01:44	\$15.00	Payment
2016-07-08 19:34:48	\$15.00	Payment
2016-07-08 18:30:04	\$15.00	Payment
2016-07-08 16:29:18	\$15.00	Payment
2016-07-08 14:20:55	\$15.00	Payment
2016-07-08 10:57:20	\$15.00	Payment
2016-07-07 17:12:05	\$15.00	Payment

A blue button saying **Cancel Recurring Payments** enables you to cancel the recurring payment associated with this recurring order.

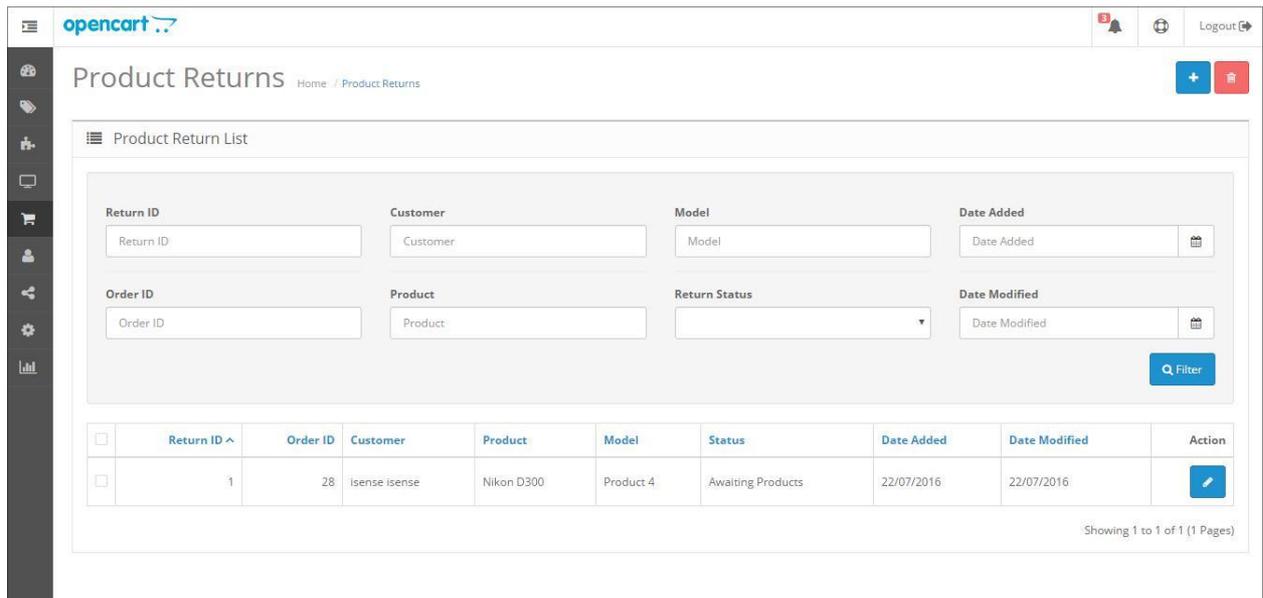
View Order

The other blue button under the action column enables you to view the order in which the recurring order was made. The page that opens up is the order view page.

Returns

The third submenu of the Sales section is Returns. OpenCart enables your customers to ask for a return of the products they have bought from you. Here you can manage these return requests.

Once you open the tab you will see a listing of all product returns requests.



The listing is similar to the one of the orders table. Here, we have one more field, Order ID, which shows for which order is the requested return. Similarly to the Sales page, we have sorting and filtering. At the top of the page we have two buttons: we can add a new return request, or delete an existing one.

Return Edit Page

Once we click on the edit button on a certain return page Return edit page has two tabs and first we would see the general tab. It gives us information about the order and a reason for return.

OpenCart comes with a few predefined return reasons. You can manage them by going to System > Localisation > Returns > Return Reasons. Additionally, you can manage the return statuses from to System > Localisation > Returns > Return Statuses and the return actions from System > Localisation > Returns > Return Actions. For more information, you can check the Returns section in the Sales tutorial.

In the History tab, similarly to the order history tab, you can change the Return status and add comments. If you check the Notify Customer checkbox, an email will be sent to the customer including the comments and the changed status. In the history listing, you can see how and when the return has been modified.

Gift Vouchers

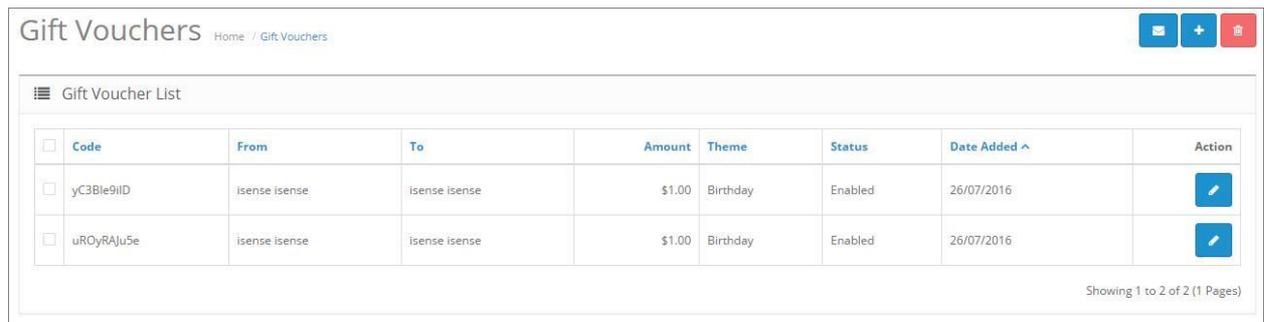
The fourth submenu in the Sales section is the Gift Vouchers.

The gift vouchers functionality in OpenCart enables your customer to buy gift vouchers and send them to other customers. The given gift vouchers can be later on used in your store by adding the code from the voucher. The voucher amount will be deducted from the order

total. The gift vouchers are specific for the customer they are given to and they can be used only one time.

Gift Voucher Listing

You can manage your gift vouchers once you go to **Sales > Gift Vouchers > Gift Vouchers**. Here you see a listing of all of the existing gift vouchers ordered in a table.



<input type="checkbox"/>	Code	From	To	Amount	Theme	Status	Date Added ^	Action
<input type="checkbox"/>	yC3Ble9lID	isense isense	isense isense	\$1.00	Birthday	Enabled	26/07/2016	
<input type="checkbox"/>	uROyRAJu5e	isense isense	isense isense	\$1.00	Birthday	Enabled	26/07/2016	

Here we see the code of the voucher, the name of the sender and the receiver, the voucher amount, theme, status and date added. You can sort the tables from all of these fields.

The gift vouchers are editable by clicking on the Edit button next to each of them. From here you can modify the information added by the sender of the voucher and check the history of each voucher.

From the main listing page you can send the gift voucher to the recipient's mail by selecting the checkbox in front of it and clicking on the button with mail icon at the top right of the page. Only then will the recipient receive its gift voucher.

You can also add new gift vouchers by clicking on the icon with the plus sign or delete existing ones.

Gift Voucher Themes

OpenCart comes with three predefined gift voucher themes and you can manage them from **Sales > Gift Vouchers > Voucher** themes.

If you wish to edit a voucher theme, you can click on the edit button and change the voucher theme name and the image. You can add or delete voucher themes. The voucher theme image will be sent in the email to the recipient.

Congratulations, You have received a Gift Certificate worth \$1.00

This Gift Certificate has been sent to you by isense isense

With a message saying

testing

To redeem this Gift Certificate, write down the redemption code which is yC3Ble9iID then click on the the link below and purchase the product you wish to use this gift voucher on. You can enter the gift voucher code on the shopping cart page before you click checkout.



Gift Voucher Purchase

Your customers can buy a gift voucher from your store by going to Extras > Gift Voucher. In the default OpenCart theme, this is located in the footer.

Purchase a Gift Certificate

This gift certificate will be emailed to the recipient after your order has been paid for.

* Recipient's Name:

* Recipient's e-mail:

* Your Name:

* Your e-mail:

* Gift Certificate Theme:
 Birthday
 Christmas
 General

Message:

Amount:

I understand that gift certificates are non-refundable.

The customer need to fill in all of the needed information and to agree that the gift vouchers are non-refundable. The Gift Certificate themes are the ones predefined from the admin. After pressing the Continue button, the gift voucher is added to the cart as a normal product. The price is the amount of the gift voucher set by the customer.

PayPal

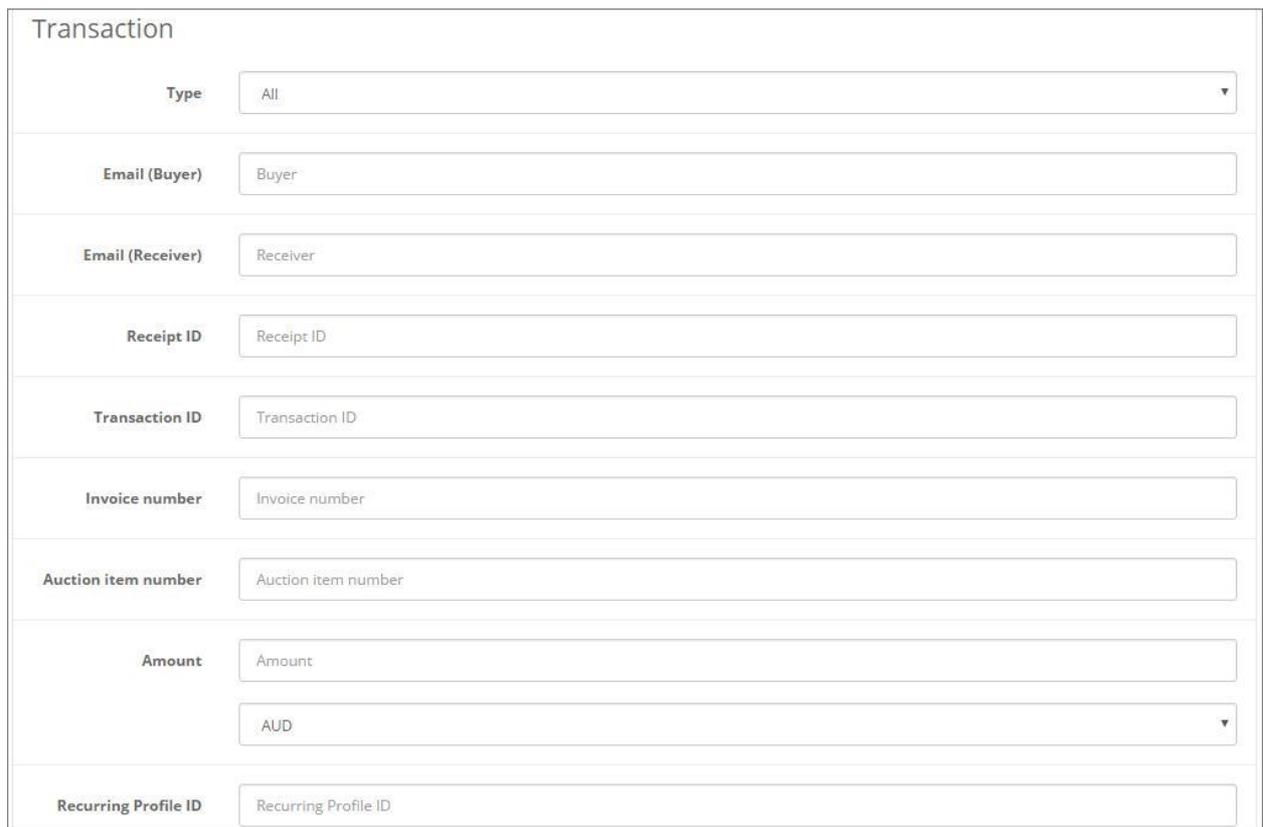
The last submenu is PayPal. From here you can search all of the transactions made to your PayPal account. It is important to note here that the PayPal search will work only if the PayPal Express Checkout account is set.

Once you go to Sales > PayPal > Search a form will open. From here you can either search for transactions by date or by giving specific transaction details.



Here you can select a starting and ending date and after clicking on the search icon all PayPal transactions in this period will be displayed.

If you are looking for a specific transaction, you can use the more detailed search.



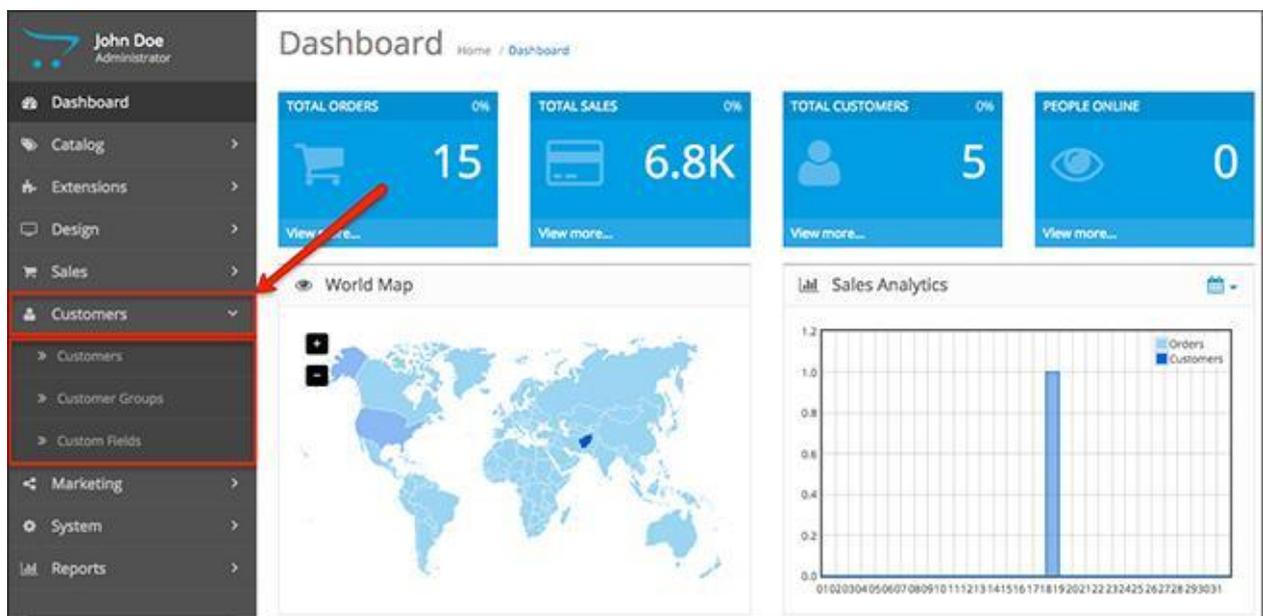
Or if you are looking for a specific buyer, you can use the fields in the Buyer information section.

Buyer information	
Salutation	<input type="text" value="Salutation"/>
First	<input type="text" value="First"/>
Middle	<input type="text" value="Middle"/>
Last	<input type="text" value="Last"/>
Suffix	<input type="text" value="Suffix"/>

Chapter 8: Customers

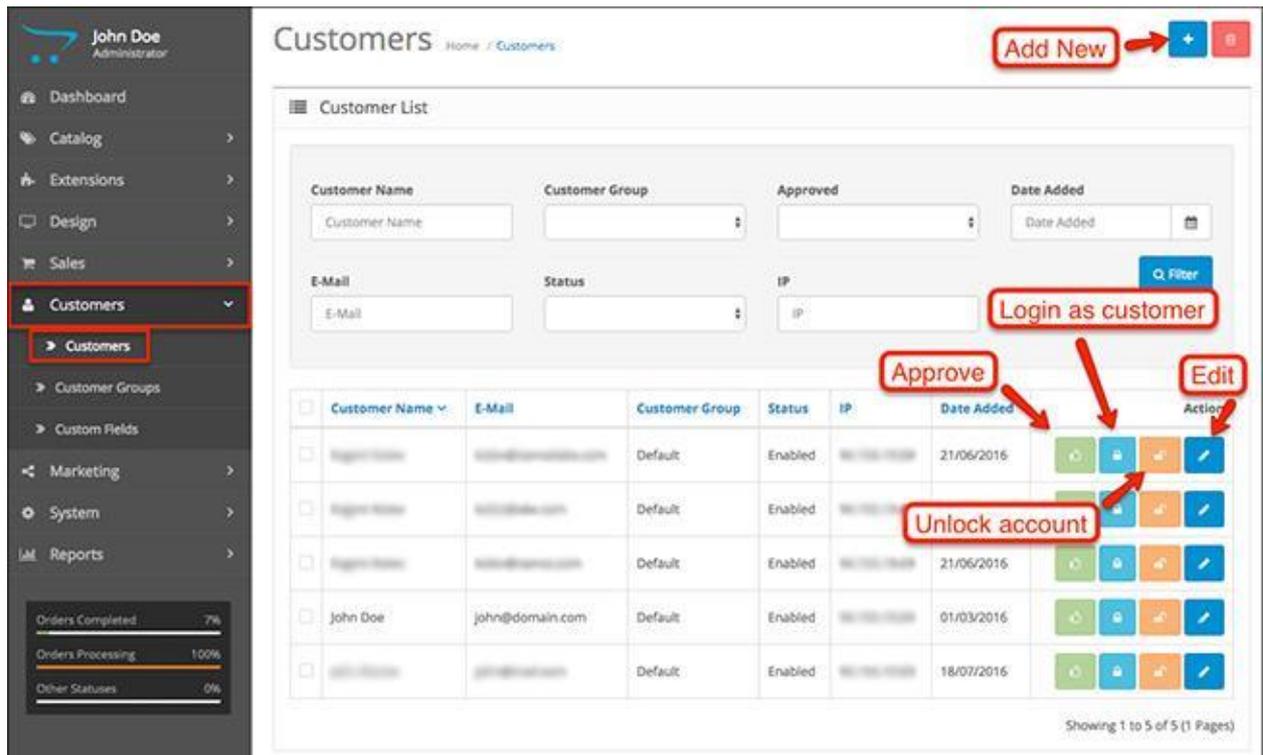
This tutorial will shed light on how to manage the customers that visit your store, separate them by groups and create custom fields to require non-default OpenCart customer information (e.g. Birthday date).

First, we will take a look at the place you will use to manage your customers.



Customers

This is how an example of the customers table looks like.



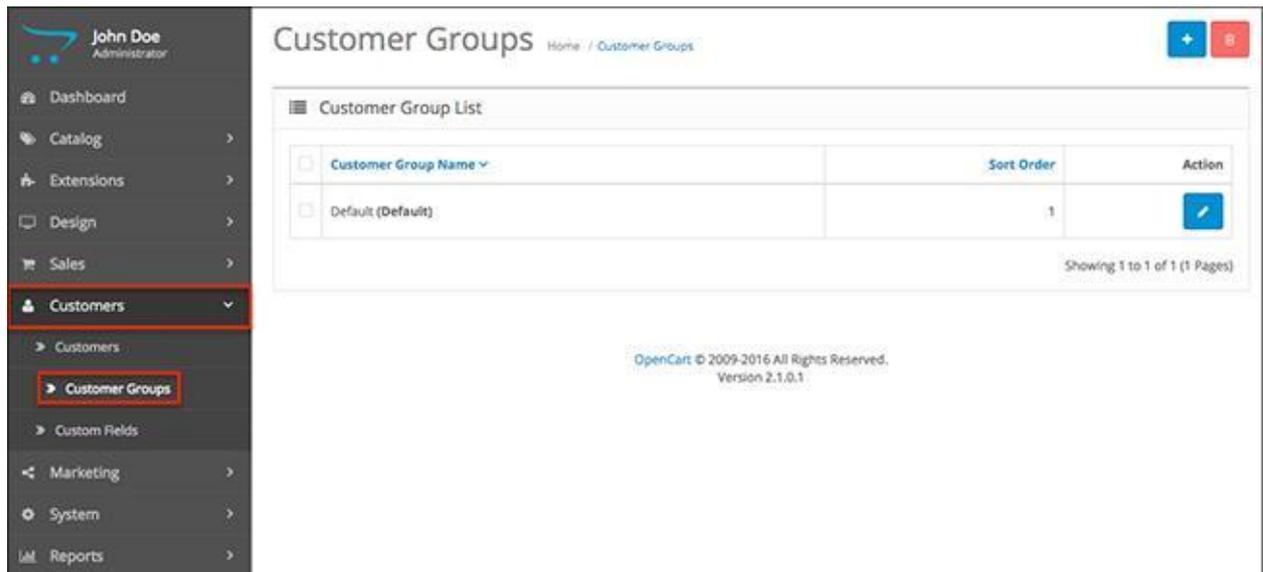
It is pretty straightforward when it comes to its columns. You have the customer's name, e-mail, customer group (which we will discuss in a bit), status (Enabled or Disabled), IP and the date of registration/addition.

The last column is by the name of 'Action' and has 4 buttons in it. The green one is for approving the customer (if customer approval is set in the store). By default, the account of a new customer will not work until you approve it from this admin panel menu. The second (light blue) one is used for logging into your own store as the particular customer. The third (orange) one is to unlock users that have locked their accounts by too many (a number set from System > Settings. Check the chapter on that) unsuccessful login attempts. The last (blue) action is probably the one you will use the most. It allows you to edit the respective customer's information.

Up above the table, there is a filtering form, which can be used for finding particular customer/s.

There are two buttons on the very top of the page. An 'Add New' button, which you can use to add a customer by manually filling all of their details and a 'Delete' button which can be used to delete the customers, whose boxes are checked in the table.

Customer Groups

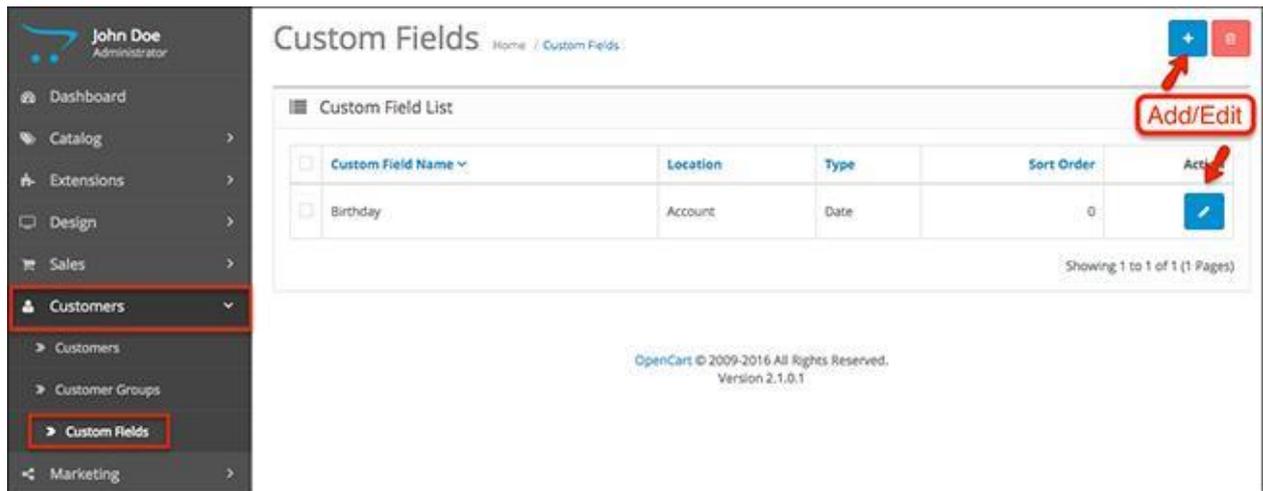


The customer groups are a really useful OpenCart feature. It will allow you to separate the customers of your website in groups and give them different privileges, set different product prices for each, etc.



To create a customer group, click on the blue 'Add New' button on the top right. You will be redirected to a simple form requiring you to choose a name, description and set whether customers from this group will have to be approved by an administrator before they are able to login. The 'Sort Order' field is to help adjust the order in which customer groups are listed in the table. Deletion of customer groups happens the same way deletion of customers does.

Custom Fields



The custom fields in OpenCart allow you to create additional customer information fields, which may concern the customer's account (birthdate, company name, etc.) or address (specify a block, entrance, etc.) data.

To create a new custom field, repeat the drill of clicking on the 'Add New' button on the top right. The form which you will be redirected to looks like this:

The screenshot shows the 'Edit Custom Field' form. It contains the following fields:

- Custom Field Name:** Birthday
- Location:** Account
- Type:** Date
- Value:** Value
- Customer Group:** Default
- Required:** Default
- Status:** Enabled
- Sort Order:** 0

The first field is for choosing the custom field's label (e.g. Date of Birth).

The second field is a dropdown determining the location of the field. You would choose 'Address' if you would like the field to be for information relevant to the customer's address

and 'Account' for anything else. Needless to say, from the customer's point of view, the field will be located respective to the location you choose.

The third field is the type. It may be anything from a select (dropdown menu) to a file.

The fourth field is for choosing the customer groups you would like to use the custom field for. All the customer groups in your store are listed here. Check the ones you wish the field to apply for.

The next field allows you to make the field required. Thus, obliging your customers to provide the information the field will be for.

The sixth field is nothing more than an on/off switch. Choose between 'Enabled' and 'Disabled' to toggle it.

The 'Sort Order' field is to adjust the exact position the custom field will have. You can enter values with minus to count backwards from the last field in the default set.

If you have chosen 'Select', 'Radio' or 'Checkbox' for the field's type, you should have a table beneath all options. There, you will list the field's values. To add a row, use the blue '+' button. Add as many values as you wish and give them names and sort order (optional).

If you have chosen any of the others, you will have 2 additional fields between the 'Type' and 'Customer Groups' fields. The first one is to set a default value for the custom field and the second one is to validate it. Validation can be done by using regular expressions and requires some basic regex/development knowledge.

Chapter 9: Marketing

One of the most fun admin panel menus is Marketing. We will show you what you can do with the native OpenCart functionality for creating marketing campaigns and running various promotions to increase sales.

Let's start by finding the main Marketing menu in your OpenCart admin.

Dashboard > Marketing

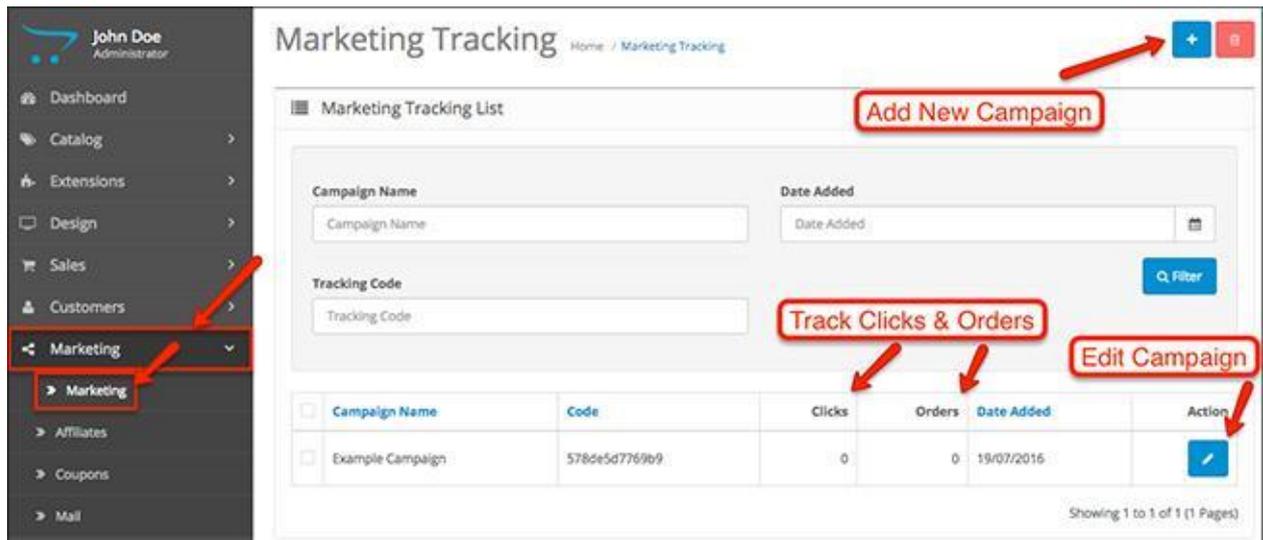


Marketing

The marketing menu lets you create, edit and track your marketing campaigns. You can filter them by name, date or tracking code.

Click on Add New to create a new marketing campaign for your store.

After you are done, it will appear in this field.

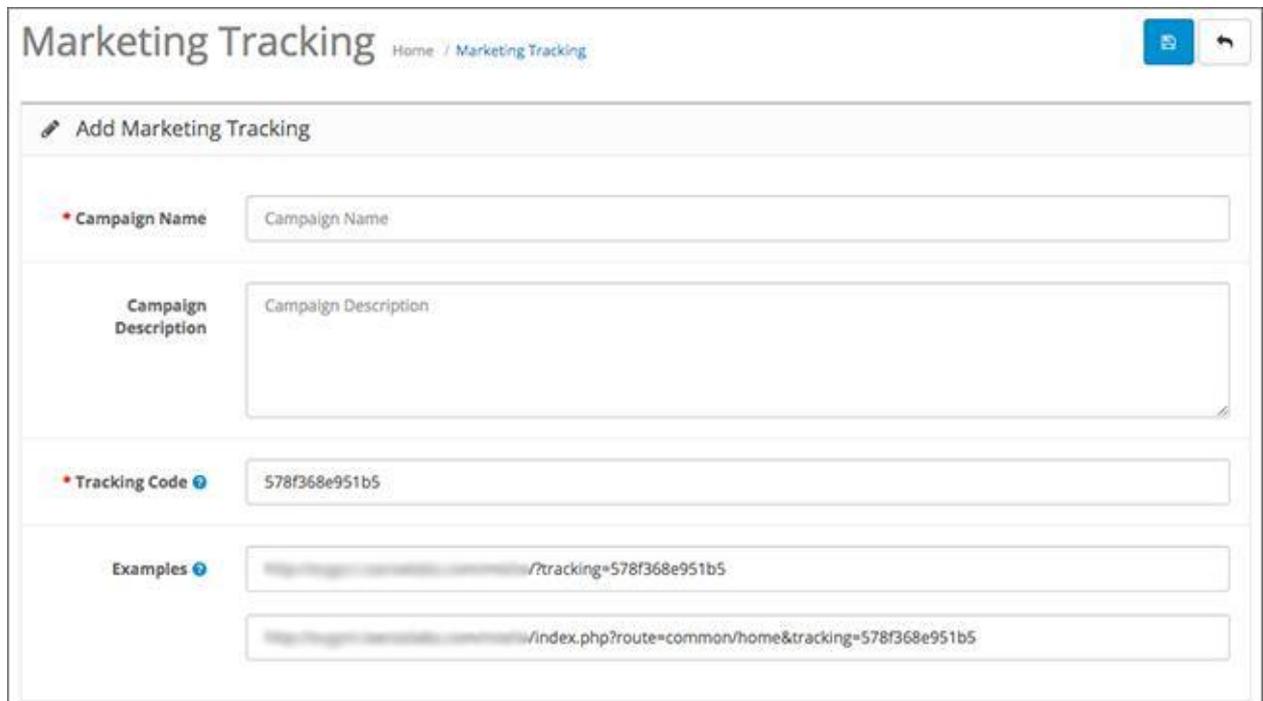


New Marketing Campaign

The campaign creation field is not complicated at all. All you need to do is add a campaign name and description.

The tracking code is used to track all the activity generated from your campaign.

This code is put at the end of the link that leads to your website.

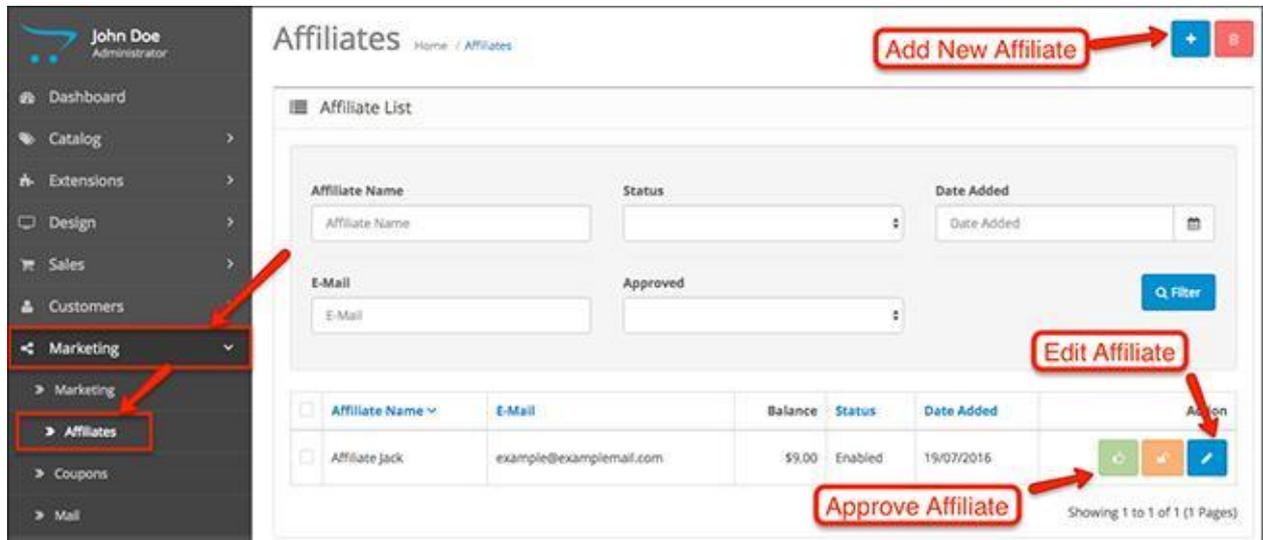


Affiliates

The affiliate system in OpenCart lets you add affiliate accounts for people you want to help you generate more sales and traffic. Each affiliate has their own tracking code, just like the marketing campaigns.

This tracking code is used to track the traffic that the affiliate has lead to your website.

The Affiliates field lets you filter affiliates by name, status, date, email and whether the affiliate has been approved.



New Affiliate

This is the menu for creating a new affiliate account manually.

It's similar to the one for creating a new customer - you have to fill out personal information and address, but there are some additions that make things a bit different.

Tracking Code - this is how the referrals that your affiliates generate will be tracked.

Affiliates Home / Affiliates

Add Affiliate

General Payment Details

Affiliate Details

* First Name First Name

* Last Name Last Name

* E-Mail E-Mail

* Telephone Telephone

Fax Fax

* Tracking Code 578f3772d4524

Password Password

Confirm Confirm

Status Enabled

Affiliate Personal Information

Unique Affiliate Tracking Code

Affiliate Status

The second part of the affiliate creation field is where the business details (Company and website) are added, accompanied by physical address.

The image shows a screenshot of the 'Affiliate Address' form in OpenCart. The form is titled 'Affiliate Address' and contains several input fields. A red box highlights the title 'Affiliate Address'. Another red box labeled 'Business Details and Address' has two arrows pointing to the 'Company' and 'Address 1' fields. The fields are: Company (text input), Web Site (text input), Address 1 (text input, marked with a red asterisk), Address 2 (text input), City (text input, marked with a red asterisk), Postcode (text input), Country (dropdown menu, marked with a red asterisk, showing '--- Please Select ---'), and Region / State (dropdown menu, marked with a red asterisk, showing '--- None ---').

Payment Details

This is the second tab of the affiliate creation menu, where the important stuff happens.

Commission (%) - This is the amount that the affiliate will receive for each purchase made from their link. It's up to you to determine how much of the total will go to the affiliate.

Tax ID - Tax Identification Number.

Payment Method - Choose the payment method that you will use to pay your affiliates.

Cheque Payee Name - The name of the cheque recipient.

Affiliates Home / Affiliates

Add Affiliate

General **Payment Details**

Commission (%) 5 **Commission Percentage (%)**

Tax ID Tax ID

Payment Method Cheque **How the payment is made**
 PayPal
 Bank Transfer

Cheque Payee Name **The person who receives the cheque**

Coupons

Coupons are used to assign discounts and run promotions for your OpenCart products. The Coupons field is where all of them are listed. You can create new ones and edit them here.

Let's create a new coupon and see the options.

John Doe Administrator

Coupons Home / Coupons **Add New Coupon**

Coupon List

<input type="checkbox"/>	Coupon Name	Code	Discount	Date Start	Date End	Status	Action
<input type="checkbox"/>	Wild Discount Coupon	666	25.0000	01/01/2014	21/07/2016	Enabled	Edit Coupon

Showing 1 to 1 of 1 (1 Pages)

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New Coupon

After you choose a **name** for the coupon, you need to give it a unique **code** that will be used to activate the discount.

Type - You can select the type of discount to be either percentage or fixed amount.

Discount - The amount of the discount is input in the Discount field.

Total Amount - Input the total amount that must be reached for the coupon to be valid.

Customer Login - Set whether the customer needs to be logged in to use the coupon.

Free Shipping - Enable or disable free shipping.

Products - Add the products that the discount will be enabled for.

The image shows a screenshot of the 'Coupons' administration page in OpenCart. The page title is 'Coupons' with a breadcrumb 'Home / Coupons'. There is a blue 'Add Coupon' button in the top right corner. Below the title, there is a section for 'Add Coupon' with a 'General' tab selected. The form contains several fields and options, each with a red annotation box and an arrow pointing to it:

- Define the Coupon Name and Discount Code**: A red box with two arrows pointing to the 'Coupon Name' and 'Code' input fields.
- Type of Discount**: A red box with an arrow pointing to the 'Type' dropdown menu, which is currently set to 'Percentage'.
- Discount Amount**: A red box with an arrow pointing to the 'Discount' input field.
- Total**: A red box with an arrow pointing to the 'Total Amount' input field.
- Mandatory Customer Login**: A red box with an arrow pointing to the 'Customer Login' radio buttons, which are currently set to 'No'.
- Free Shipping**: A red box with an arrow pointing to the 'Free Shipping' radio buttons, which are currently set to 'No'.
- Assign the Products You Want Discounted**: A red box with an arrow pointing to the 'Products' input field, which is currently empty.

Category - You can assign entire categories that the discount will be enabled for.

Date Start / End - Set a time period for the validity of the coupon.

Uses Per Coupon - Set the number of uses the coupon should be limited to.

Uses Per Customer - Set the number of uses the customer should be limited to.

Status - Enable or disable the coupon.

The image shows a screenshot of the OpenCart coupon configuration interface. The form includes several fields with red callouts pointing to them:

- Category:** A dropdown menu with the text "Assign Categories You Want Discounted" pointing to it.
- Date Start:** A date field set to "2016-07-20" with a calendar icon. A callout "Time Availability of the Coupon" points to this field.
- Date End:** A date field set to "2016-08-20" with a calendar icon. A callout "Time Availability of the Coupon" also points to this field.
- Uses Per Coupon:** A text input field containing the number "1". A callout "Times to Use the Coupon" points to this field.
- Uses Per Customer:** A text input field containing the number "1". A callout "Number of Customers to Use the Coupon" points to this field.
- Status:** A dropdown menu set to "Enabled". A callout "Status of the Coupon" points to this field.

Mail

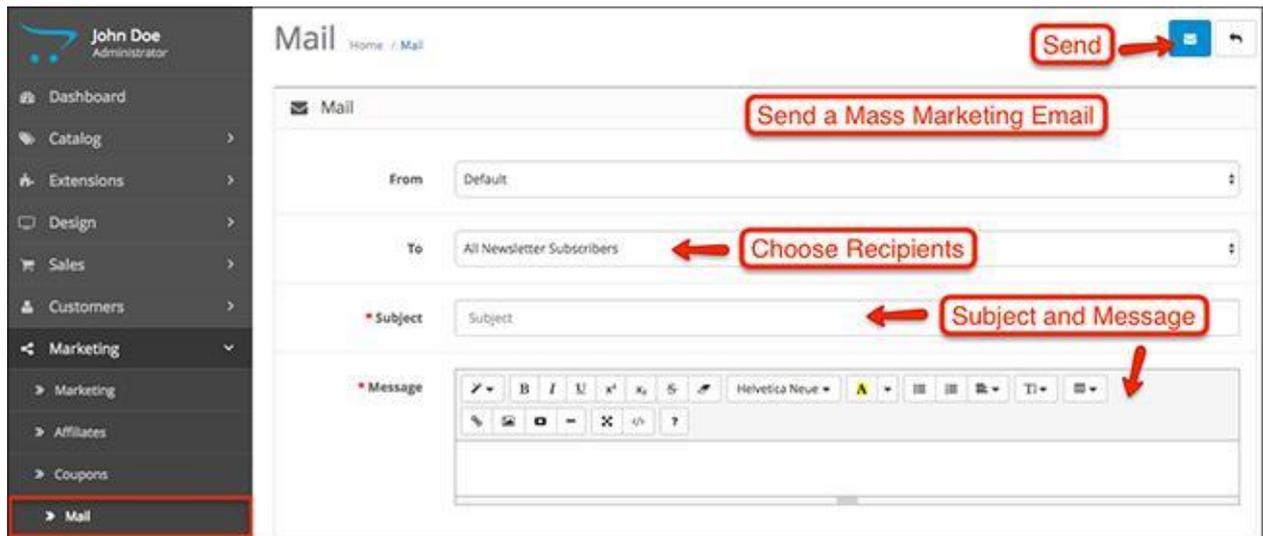
The mail menu is used to contact your customers and send them your marketing campaigns and messages.

You can use the field to create a mass email to multiple recipients:

To - All Newsletter Subscribers, All Customers, Customer Group, Customers, All Affiliates, Affiliates

Subject - The title of your mass mail.

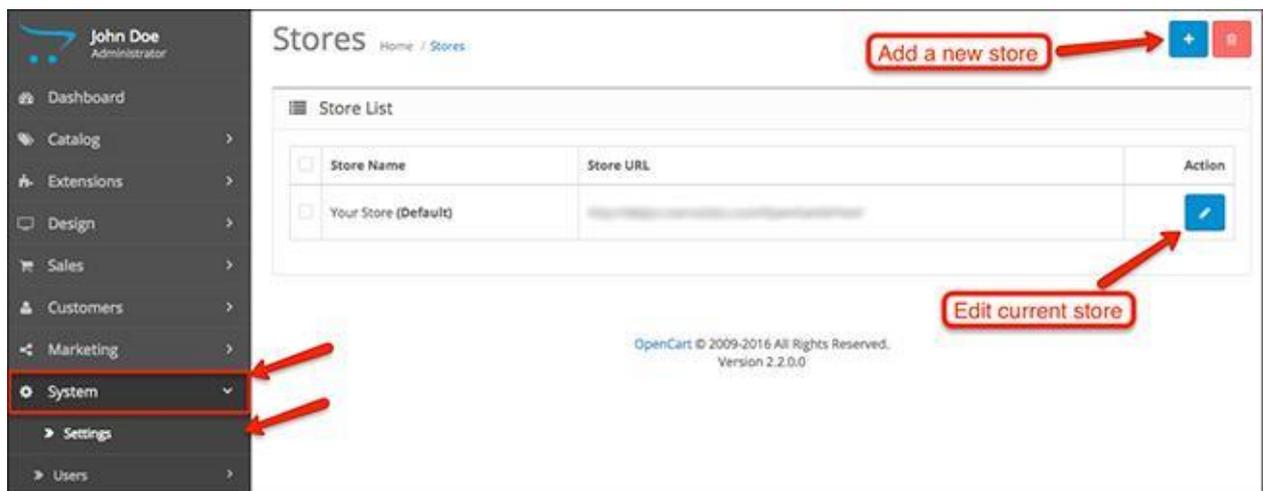
Message - write the message you want to send to your recipients using the rich text editor.



Chapter 10: System

You will see a default store, which is called **Your Store**. Click on the **Edit** button to modify the current store, or delete it and create a new store from the **Add New** button above.

Settings



General

The first tab of the settings is relatively simple. These are just the basics:

- **Meta Title** - Add your store name so it appears in the browser tabs of your customers when they open your website.
- **Meta Tag Description** - Every result that comes up in the Google search has a snippet with a short description. This is the field where you can enter this description - remember that the ideal length is about 160 characters.
- **Meta Tag Keywords** - This field is not mandatory as the Google algorithm no longer adds the value of meta tag keywords to the search results. However, you can just add a few keywords that are related to your industry.
- **Theme** - If you download and install a theme for your OpenCart website, you can choose which theme to activate from this setting.
- **Default Layout** - Select a layout that will remain as a default one.

The screenshot shows the 'General' settings page in the OpenCart 2.x Admin Panel. The 'General' tab is selected and highlighted with a red box. The page contains several configuration fields, each with a red arrow pointing to a red callout box explaining its purpose:

- Meta Title:** A text input field containing 'Your Store'. Callout: 'The name of your store, appearing in the browser tab'.
- Meta Tag Description:** A text area containing 'My Store'. Callout: 'The description of your store appearing in the Google snippet'.
- Meta Tag Keywords:** A text area containing 'Meta Tag Keywords'. Callout: 'List the keywords associated with your niche'.
- Theme:** A dropdown menu showing 'Default Store Theme'. Callout: 'Choose your theme'.
- Theme Preview:** A preview image of a website theme. Callout: 'Theme preview'.
- Default Layout:** A dropdown menu showing 'Default'. Callout: 'Choose your layout'.

Store

- **Store Name** - Type the name of your store.
- **Store Owner** - Type your personal name.
- **Address** - Input the physical address of your store.
- **Geocode** - Type the geocode of the area where your store is located.
- **E-Mail** - Input your admin email address.
- **Telephone** - Type your phone number.

- **Fax - Fax.**

The screenshot shows the 'Store' configuration page in OpenCart. The 'Store' tab is selected and highlighted with a red box. The page contains several input fields, each with a red arrow pointing to a red-bordered text box containing an instruction:

- Name of your store**: Points to the 'Store Name' field containing 'Your Store'.
- Name of the store owner**: Points to the 'Store Owner' field containing 'Your Name'.
- Physical address**: Points to the 'Address' field containing 'Address 1'.
- The Geocode of your store**: Points to the 'Geocode' field containing 'Geocode'.
- Store owner email address**: Points to the 'E-Mail' field containing 'example@example.com'.
- Your phone number**: Points to the 'Telephone' field containing '123456789'.
- Fax**: Points to the 'Fax' field containing 'Fax'.

- **Image** - Upload the store logo image you want to appear on your Contact Us page.
- **Opening Times** - List the opening hours of your online store.
- **Comment** - Add any comments or important notes you want to leave for customers. For example, "Store does not accept checks."

The screenshot shows the 'Image', 'Opening Times', and 'Comment' configuration sections. Red arrows point from red-bordered text boxes to the corresponding fields:

- Choose your store's image**: Points to the 'Image' field, which contains a blue shopping cart icon.
- List the times your store is open**: Points to the 'Opening Times' field, which is currently empty.
- Add any notes or important subjects your customers should know**: Points to the 'Comment' field, which is currently empty.

Local

- **Country** - Choose the country where your store is located.
- **Region / State** - Choose your region or state.
- **Language** - Choose the main language for your OpenCart store.
- **Administration Language** - Choose the language for your administration panel.
- **Currency** - Select the main currency you want to use for transactions in your store.
- **Auto Update Currency** - Enable or disable to update the conversion rate between currencies each day.
- **Length Class** - The metric unit for length class.
- **Weight Class** - The metric unit for weight class.

The screenshot shows the 'Local' tab in the OpenCart 2.x administration interface. The 'Local' tab is highlighted with a red box. Red arrows point from text boxes to specific settings:

- Choose your country**: Points to the 'Country' dropdown menu, which is set to 'United Kingdom'.
- Select your region or state**: Points to the 'Region / State' dropdown menu, which is set to 'Greater London'.
- Select your store's language**: Points to the 'Language' dropdown menu, which is set to 'English'.
- Select your preferred currency**: Points to the 'Currency' dropdown menu, which is set to 'US Dollar'.
- Enable or disable auto updating of currency**: Points to the 'Auto Update Currency' radio buttons, where 'Yes' is selected.
- Metric unit for length and weight class**: Points to the 'Length Class' dropdown menu (set to 'Centimeter') and the 'Weight Class' dropdown menu (set to 'Kilogram').

Option

Product and Category Options

- **Category Product Count** - Enabling this option will display how many items are available in each product category.
- **Default Items Per Page (Admin)** - Define the item count for how many products will be displayed in the admin panel.

Review Options

- **Allow Reviews** - Product reviews can be enabled or disabled from this setting. Choose whether you want your customers to be able to submit reviews for your products.
- **Allow Guest Reviews** - If product reviews are allowed, you can adjust this additional setting for reviews from guest users who do not have an account in your store.
- **New Review Alert Mail** - Select whether you want to receive a notification email whenever a new product review is submitted in your store.

The screenshot shows the 'Option' tab in the OpenCart admin panel. The 'Option' tab is highlighted with a red box. Below the navigation tabs, the 'Products' section contains two settings: 'Category Product Count' with radio buttons for 'Yes' and 'No', and 'Default Items Per Page (Admin)' with a text input field containing '20'. The 'Reviews' section contains three settings: 'Allow Reviews' with radio buttons for 'Yes' and 'No', 'Allow Guest Reviews' with radio buttons for 'Yes' and 'No', and 'New Review Alert Mail' with radio buttons for 'Yes' and 'No'. Red arrows point from red-bordered text boxes to the 'No' radio button of 'Category Product Count', the '20' input field, the 'No' radio button of 'Allow Reviews', the 'No' radio button of 'Allow Guest Reviews', and the 'No' radio button of 'New Review Alert Mail'. The text boxes contain the following descriptions: 'Show the product count in the categories or not', 'Number of products to show per page', 'Allow customers to post reviews', 'Allow users without accounts to post reviews', and 'Receive an email when a new review is posted'.

Voucher Options

- **Voucher Min** - The minimum amount a customer can purchase a voucher for. This number will be calculated in the default currency.
- **Voucher Max** - The maximum amount a customer can purchase a voucher for. This number will be calculated in the default currency.

Taxes Options

- **Display Prices With Tax** - Enable or disable the taxes to be displayed with the product prices.
- **Use Store Tax Address** - The tax calculation will use the store's shipping or payment address if the customer is not logged into their account.
- **Use Customer Tax Address** - The tax calculation will use the customer's shipping or payment address if they are logged into their account.

The screenshot shows the 'Vouchers' and 'Taxes' configuration sections. Red arrows point from text boxes to specific fields:

- Voucher Min:** Field contains '1'. Annotation: 'Minimum and maximum amount a customer can purchase a voucher for'.
- Voucher Max:** Field contains '1000'. Annotation: 'Minimum and maximum amount a customer can purchase a voucher for'.
- Display Prices With Tax:** Radio buttons for 'Yes' (selected) and 'No'. Annotation: 'Display tax along with prices or not'.
- Use Store Tax Address:** Dropdown menu set to 'Shipping Address'. Annotation: 'Which address should OpenCart use to calculate tax'.
- Use Customer Tax Address:** Dropdown menu set to 'Shipping Address'. Annotation: 'Which address should OpenCart use to calculate tax when a customer logs in'.

Account Options

- **Customers Online** - Choose whether you want OpenCart to perform customer tracking and show how many customers are online.
- **Customer Group** - Set the default customer group that users will join when they sign up.
- **Customer Groups** - Give new customers a choice to join specific customer groups when they make their registration.

- **Login Display Prices** - Choose whether you want to show prices to users who are not logged in.
- **Max Login Attempts** - Set the limit for maximum login attempts.
- **Account Terms** - Select the page to which new users will be forced to agree before they are allowed to create an account.
- **New Account Alert Mail** - Select whether you want to receive an email notification whenever a new account is created.

The screenshot shows the 'Account' settings page in OpenCart. It features several sections with radio buttons, dropdown menus, and text input fields. Red callouts with arrows point to specific settings:

- Customers Online:** Radio buttons for 'Yes' and 'No'. Callout: 'Enable or disable customer tracking'.
- Customer Group:** A dropdown menu set to 'Default'. Callout: 'Set the default customer group'.
- Customer Groups:** Radio buttons for 'Default' (checked) and 'No'. Callout: 'Let users choose which customer group to join upon signup'.
- Login Display Prices:** Radio buttons for 'Yes' and 'No'. Callout: 'Only show prices when users are logged in'.
- Max Login Attempts:** A text input field containing the number '5'. Callout: 'Set the login attempt limit'.
- Account Terms:** A dropdown menu set to 'Privacy Policy'. Callout: 'Forces people to agree to your Privacy Policy'.
- New Account Alert Mail:** Radio buttons for 'Yes' and 'No'. Callout: 'Receive an email when a new customer signs up'.

Checkout Options

- **Invoice Prefix** - Set the invoice prefix. Invoice IDs will start at 1 for each unique prefix.
- **Display Weight on Cart Page** - Choose whether you want to show the cart weight on the View Cart page.
- **Guest Checkout** - Enable or disable checkout for guests who want to complete orders without having an account in your store.
- **Checkout Terms** - Choose the page which you want customers to agree to before they are allowed to complete a purchase.

- **Order Status** - Choose the default order status that will be enabled after an order is confirmed by the customer.
- **Processing Order Status** - Define the status that will enable product subtraction, coupon, voucher or reward point redemption.
- **Complete Order Status** - Choose the default status for a completed order.
- **Fraud Status** - Set the status that will appear when an order is suspended due to suspicious activity.
- **New Order Alert Mail** - Choose whether you want to receive a notification email on your admin email address whenever a new order is confirmed.
- **API User** - Since version 2, OpenCart has an API for integration with third party services. The same API is also used by OpenCart when editing orders for example. In order to access the API, a pair of username and API key is used. These pairs are created from **System > Users > API**. This option lets you select which pair will OpenCart use, when it uses the API.

The screenshot shows the 'Checkout' settings page in OpenCart. It contains several sections with various options and dropdown menus. Red arrows point from text boxes to specific settings:

- Invoice Prefix:** Set to 'INV-2013-00'. Annotation: 'Set the invoice prefix'.
- Display Weight on Cart Page:** Radio buttons for 'Yes' (selected) and 'No'. Annotation: 'Show the cart weight or not'.
- Guest Checkout:** Radio buttons for 'Yes' (selected) and 'No'. Annotation: 'Enable or disable guest checkout'.
- Checkout Terms:** Dropdown menu set to 'Terms & Conditions'. Annotation: 'Forces users to agree to Terms & Conditions'.
- Order Status:** Dropdown menu set to 'Pending'. Annotation: 'Set the default order status when an order is submitted'.
- Processing Order Status:** List of checkboxes: Canceled, Canceled Reversal, Chargeback, Complete (checked), Denied. Annotation: 'When will an order begin stock subtraction, coupon, voucher and reward point redemption'.
- Complete Order Status:** List of checkboxes: Canceled, Canceled Reversal, Chargeback, Complete (checked), Denied. Annotation: 'When will customers be able to get downloadable products and gift vouchers'.
- Fraud Status:** Dropdown menu set to 'Canceled'. Annotation: 'Set the default order status for fraudulent orders'.
- New Order Alert Mail:** Radio buttons for 'Yes' and 'No' (selected). Annotation: 'Receive an email when a new order is submitted'.
- API User:** Dropdown menu set to 'Default'. Annotation: 'The API user the admin should use'.

Stock Options

- **Display Stock** - Choose whether you want to display stock levels in product pages.
- **Show Out of Stock Warning** - Enable or disable the warning notification if a product is out of stock.
- **Stock Checkout** - Allow or deny checking out with products that are out of stock.

Affiliate Options

- **Affiliate Requires Approval** - Enable or disable automatic affiliate approval.
- **Automatic Commission** - Enable or disable automatic commission reward.
- **Affiliate Commission (%)** - Configure the commission percentage for affiliates.
- **Affiliate Terms** - Choose the page that you want all new affiliates to agree to before they complete their registration.
- **New Affiliate Alert Mail** - Choose whether you want to receive a notification on your admin email whenever a new affiliate completes their registration.

The screenshot displays the 'Stock' and 'Affiliates' sections of the OpenCart Admin Panel. Red callout boxes with arrows point to specific settings, providing a clear explanation for each:

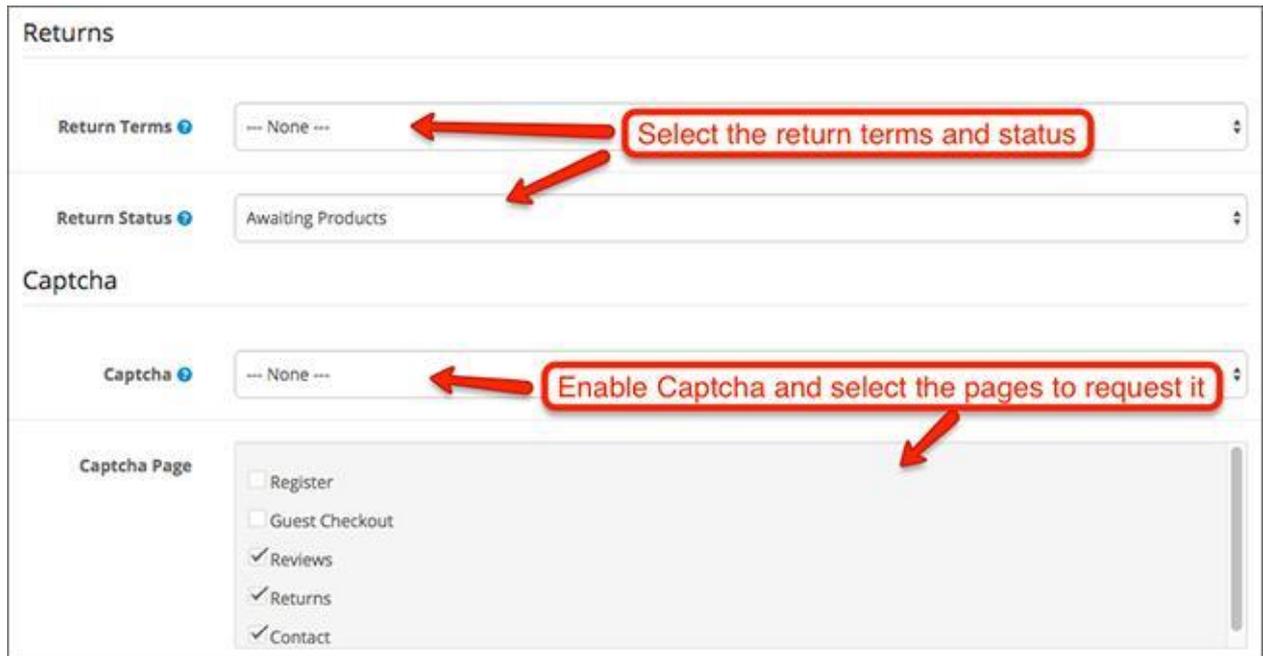
- Display Stock:** Radio buttons for 'Yes' and 'No'. Callout: "Enable or disable stock in product pages".
- Show Out Of Stock Warning:** Radio buttons for 'Yes' and 'No'. Callout: "Enable or disable Out of Stock warning message on shopping cart page".
- Stock Checkout:** Radio buttons for 'Yes' and 'No'. Callout: "Enable or disable checkout when a product is out of stock".
- Affiliates Section:**
 - Affiliate Requires Approval:** Radio buttons for 'Yes' and 'No'. Callout: "Automatically approve affiliates".
 - Automatic Commission:** Radio buttons for 'Yes' and 'No'. Callout: "Automatically add commission".
 - Affiliate Commission (%):** Input field containing '5'. Callout: "Set the affiliate commission percentage".
 - Affiliate Terms:** Dropdown menu showing 'About Us'. Callout: "Force affiliates to agree to terms and conditions".
 - New Affiliate Alert Mail:** Radio buttons for 'Yes' and 'No'. Callout: "Receive an email when a new affiliate signs up".

Return Options

- **Return Terms** - Select the Terms page that you want customers to agree to when submitting a product return.
- **Return Status** - Select the default status of an order when it's submitted for a return.

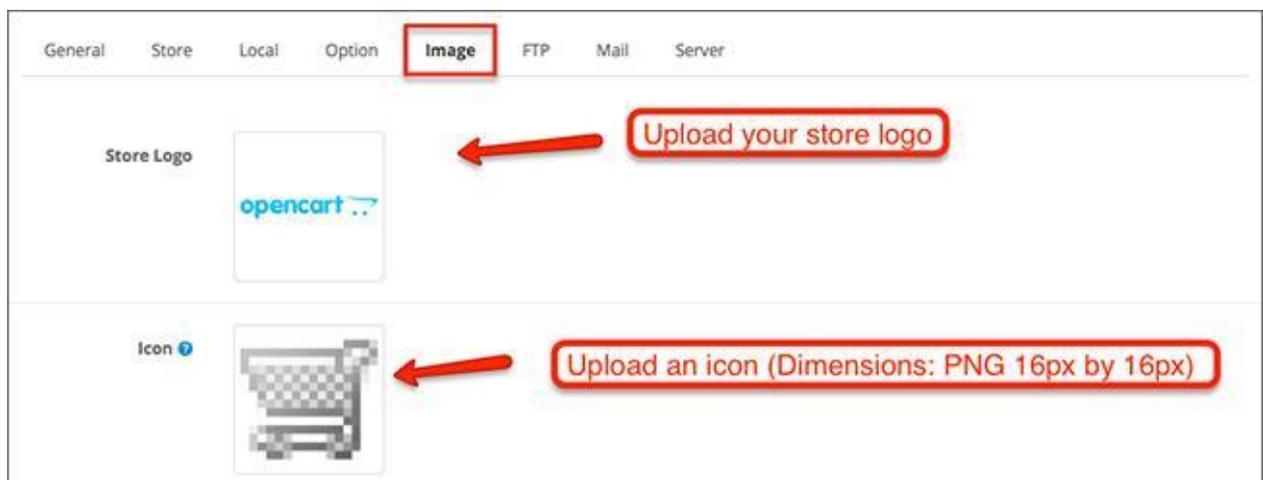
Captcha Options

- **Captcha** - Enable Captcha verification. They are configured from **Extensions > Captcha**.
- **Captcha Page** - Check the pages you want the Captcha verification to be enabled for.



Image

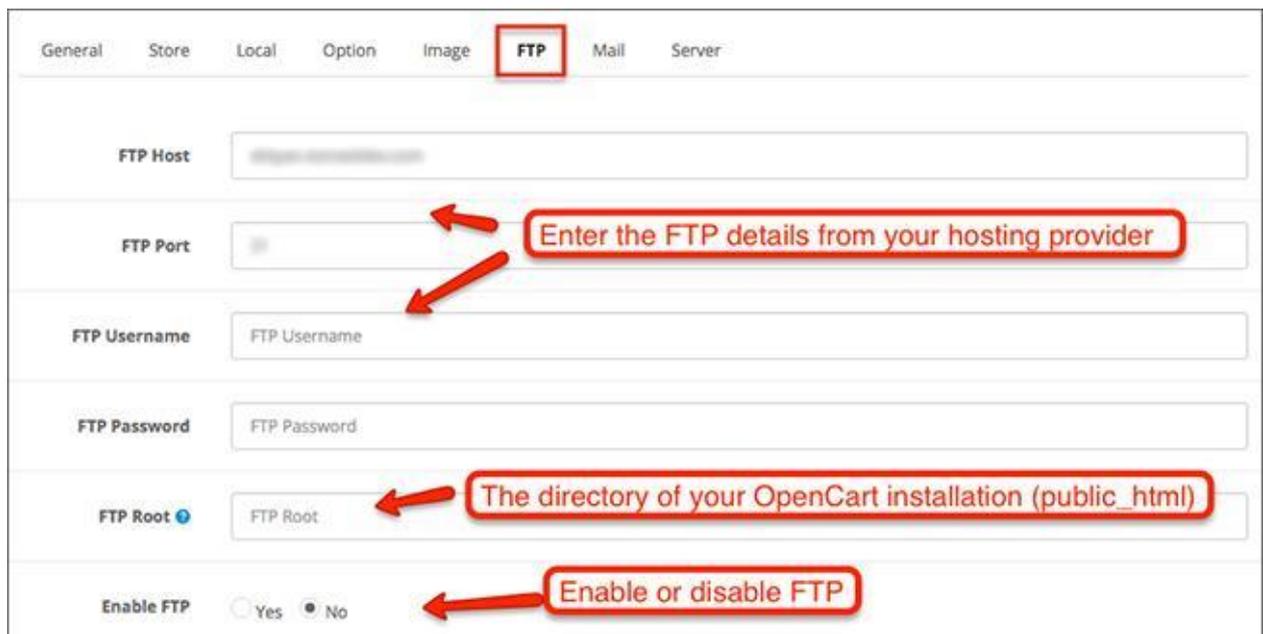
- **Store Logo** - Upload your store logo.
- **Icon** - Upload your store icon which will be shown in the browser tab. The requirements for the icon are PNG 16px by 16px.



FTP

All of the fields here should be filled with the FTP details you have from your hosting provider.

- **FTP Host**
- **FTP Port**
- **FTP Username**
- **FTP Password**
- **FTP Root** - Input the directory of the installation of your OpenCart store.
- **Enable FTP** - Enable or disable FTP.



The screenshot shows the 'FTP' tab in the OpenCart administration interface. The 'FTP' tab is highlighted with a red box. Below the tabs are several input fields: 'FTP Host', 'FTP Port', 'FTP Username', 'FTP Password', 'FTP Root', and 'Enable FTP'. Red arrows point from text boxes to the 'FTP Port', 'FTP Root', and 'Enable FTP' fields. The text boxes contain the following instructions: 'Enter the FTP details from your hosting provider' (pointing to FTP Port), 'The directory of your OpenCart installation (public_html)' (pointing to FTP Root), and 'Enable or disable FTP' (pointing to the radio buttons for 'Yes' and 'No').

Mail

- **Mail Protocol** - Choose your mail protocol between Mail or SMTP.
- **Mail Parameters** - If you select "Mail" for the protocol, you will have to enter an email address.
- **SMTP Hostname** - If you are using SMTP, input the address of the SMTP host.
- **SMTP Username** - Enter the full email address of the SMTP host.

- **SMTP Password** - Choose your password.
- **SMTP Port** - The SMTP port number is provided by your SMTP host.
- **SMTP Timeout** - The timeout is also provided by your SMTP host.
- **Additional Alert E-Mails** - Input any additional email addresses you want to use for receiving notifications.

The screenshot shows the 'Mail' configuration page in OpenCart. The 'Mail' tab is selected and highlighted with a red box. The page contains several input fields and a dropdown menu. Red arrows point from red-bordered text boxes to specific fields:

- An arrow points from a box labeled 'Mail or SMTP' to the 'Mail Protocol' dropdown menu.
- An arrow points from a box labeled 'Additional Mail parameters' to the 'Mail Parameters' text input field.
- An arrow points from a box labeled 'Add a prefix if a security connection is required' to the 'SMTP Hostname' text input field.
- Two arrows point from a box labeled 'Type your SMTP username and password' to the 'SMTP Username' and 'SMTP Password' text input fields.
- An arrow points from a box labeled 'Additional email addresses for receiving notifications' to the 'Additional Alert E-Mails' text area.

Server

General Options

- **Maintenance Mode** - Enable or disable your website's maintenance mode. This will make your OpenCart unreachable for all customers.
- **Use SEO URLs** - Choose whether you want to use SEO URLs. These URLs use the SEO Keywords you can select from the different page settings in OpenCart.
- **Robots** - A list of web crawlers that will be prevented from using shared sessions in your store.

- **Output Compression Level** - GZIP for more efficient transfers to requesting clients. The number sets the level of HTTP compression used in your HTTP headers.

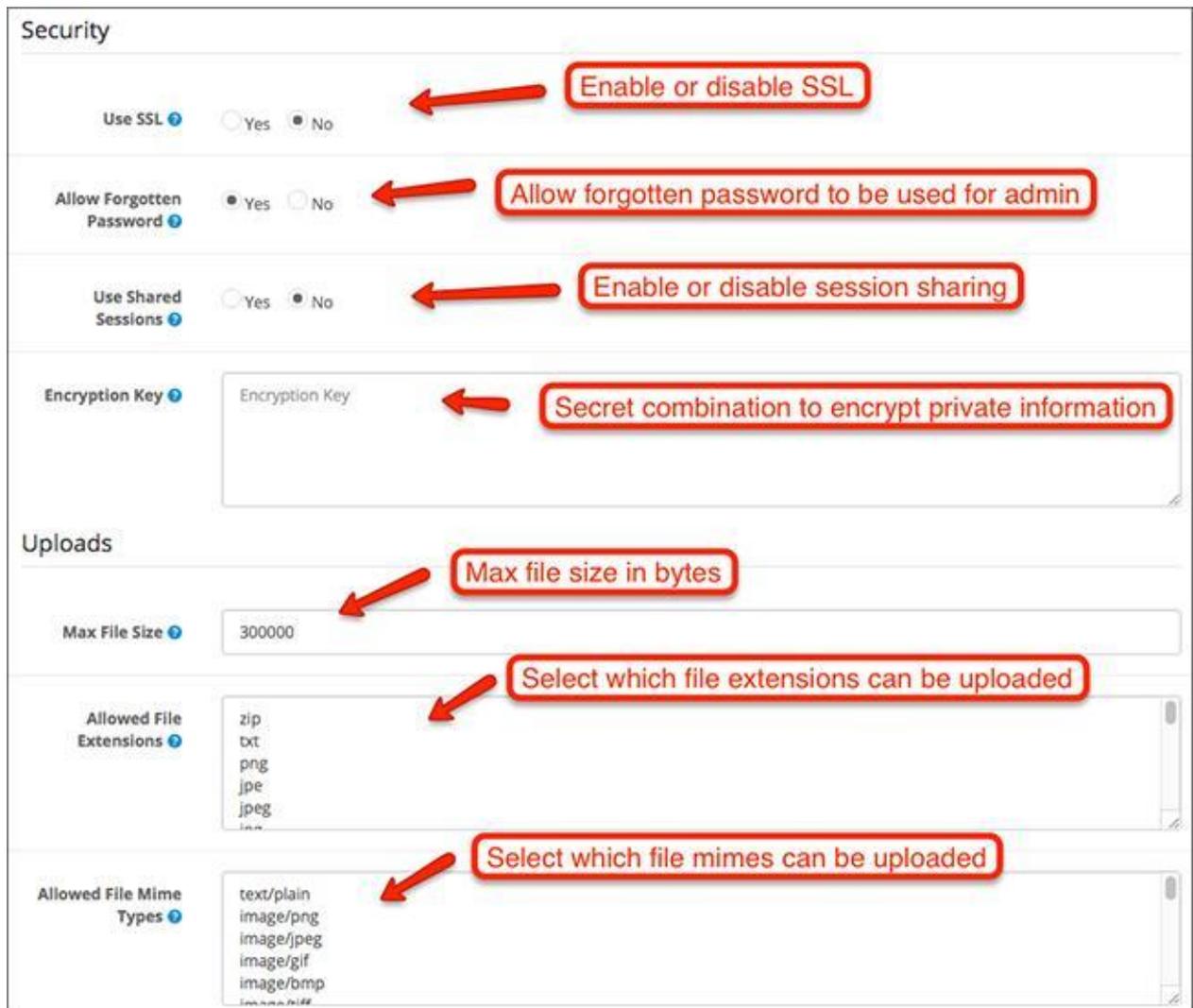


Security Options

- **Use SSL** - Enable or disable SSL certificate.
- **Allow Forgotten Password** - Choose whether you want to allow using the forgotten password option for the admin login.
- **Use Shared Sessions** - Select whether you prefer using session sharing with multiple OpenCart stores and shopping carts if you have any.
- **Encryption Key** - This is a secret combination that is used to encrypt private information. Use both letters and numbers for better protection.

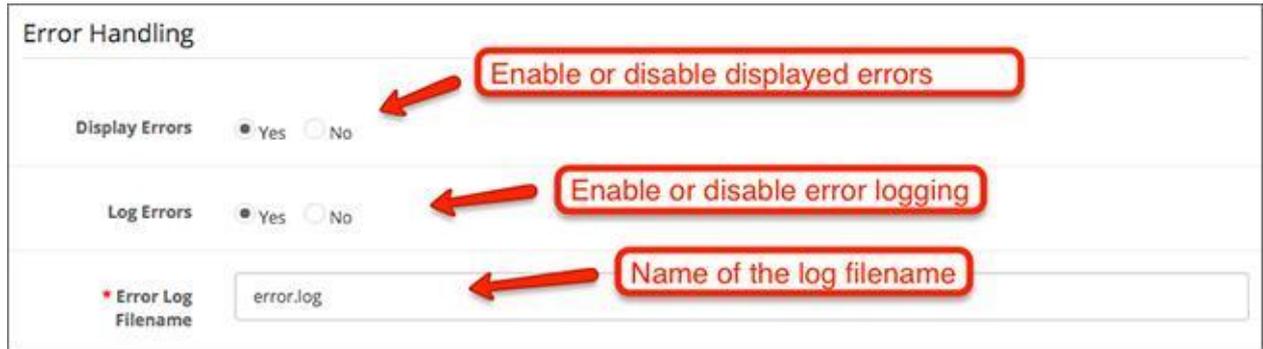
Upload Options

- **Max File Size** - Define the max file size you want to be uploaded in your store. The number should be in bytes.
- **Allowed File Extensions** - Input all of the file extensions you want to be allowed in your website. For example - TXT, PNG, MP3, PDF, etc.
- **Allowed File Mime Types** - Input all of the file mime types you want to be allowed in your website. For example - Image/GIF, Application/ZIP, Text/Plain, etc.



Error Handling Options

- **Display Errors** - Enable or disable error displaying when a problem occurs.
- **Log Errors** - Choose whether you want to keep a log of all the errors that have occurred in your store.
- **Error Log Filename** - Choose the filename where the log will be kept.

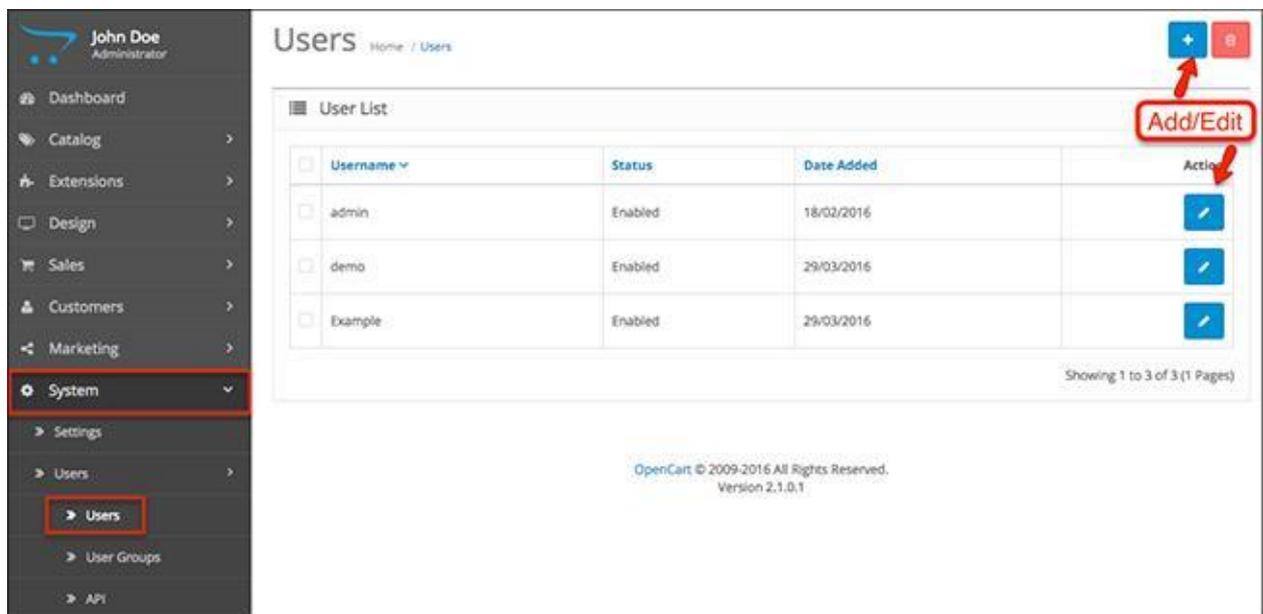


Users

The Users menus allow you to manage all of your users and user groups. You also have access to the API settings of your E-Commerce store. You can manually create new ones, edit existing ones or delete them. User groups are designed to give or take viewing and modifying permissions to specific users.

Users

Going to the Users menu, you see a list of users with enabled or disabled status as well as when the user was added. Let's edit a user and see the fields that need filling.



For our example, we chose to edit the **admin** user. As you see, the fields are relatively straightforward - personal information, email address, password.

The interesting part is that you can select a User Group. This helps with the sorting of users and assigning permissions to each group.

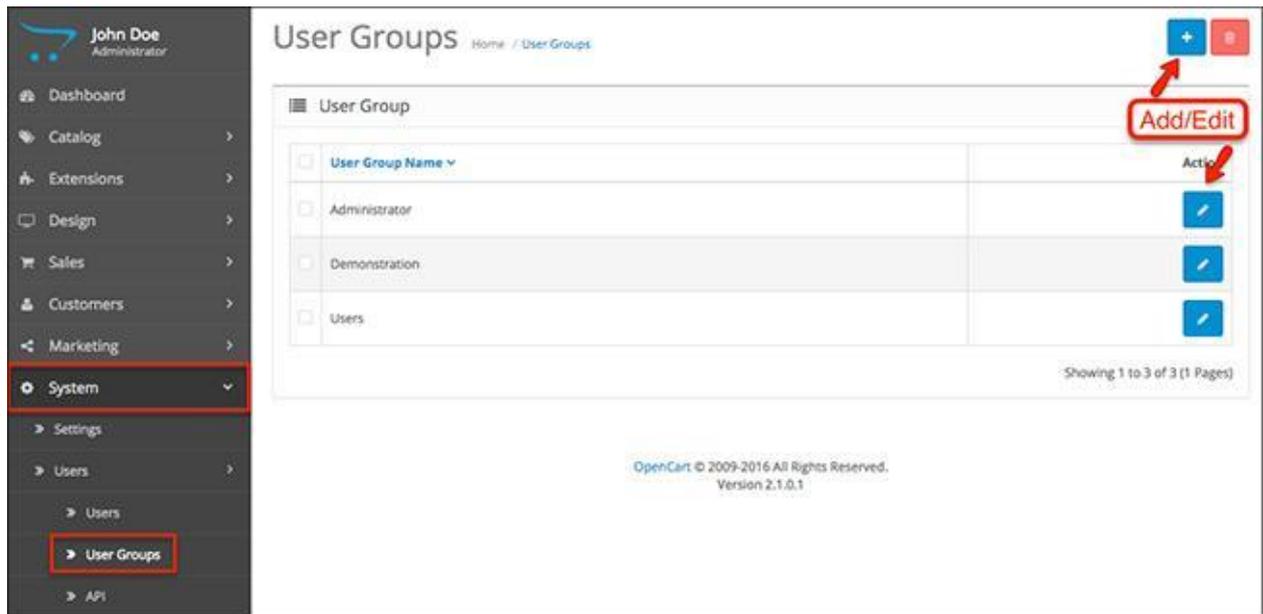
The screenshot shows the 'Edit User' form with the following fields and labels:

- Username:** admin
- User Group:** Administrator
- First Name:** John
- Last Name:** Doe
- E-Mail:** savov@senselabs.com
- Image:** A placeholder image of a shopping cart.
- Password:** Password
- Confirm:** Confirm
- Status:** Enabled

Red arrows point from labels to the fields: Username, User Group, First and Last Name, Email Address, User Image, Password, and Enable / Disable.

User Groups

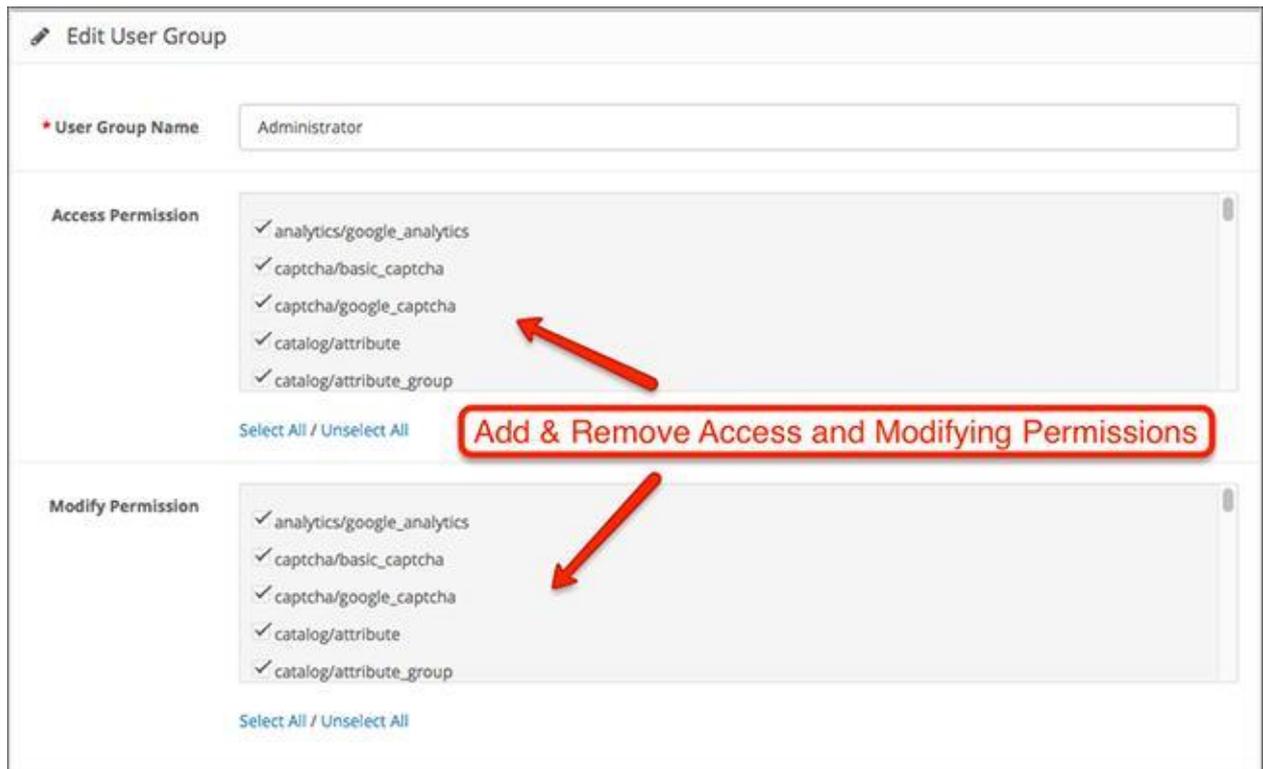
Here, you can see two predefined User Groups - Administrator and Demonstration. We have created a third one - Users. These user groups are what allows you to set the permissions for viewing and modifying between your users.



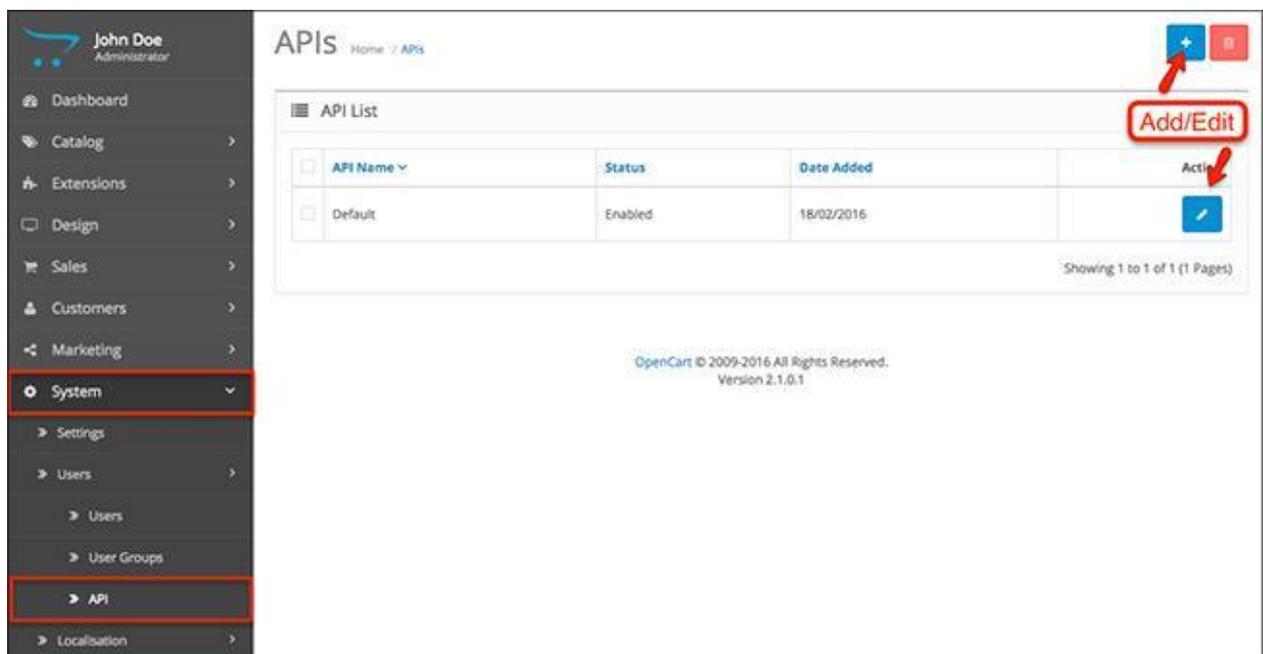
Once you click edit, you see all of the admin panel menus that can be accessed and modified. Select the ticks on whichever menu you want to allow or deny for your users.

If you decide that one of your user groups should not have modifying permissions, simply remove the ticks from the categories and click save.

For example, analytics/google_analytics refers to the Analytics section in the Category menu of your OpenCart Dashboard. The same goes for all the rest - they are the Admin panel pages of your online store and you can decide which group has the rights to view or modify each of the pages.



The API of your store allows it to connect and integrate with third party services and applications. Using the API requires you to create a new pair of credentials. Click on Edit on the Default API name to see how it's done.

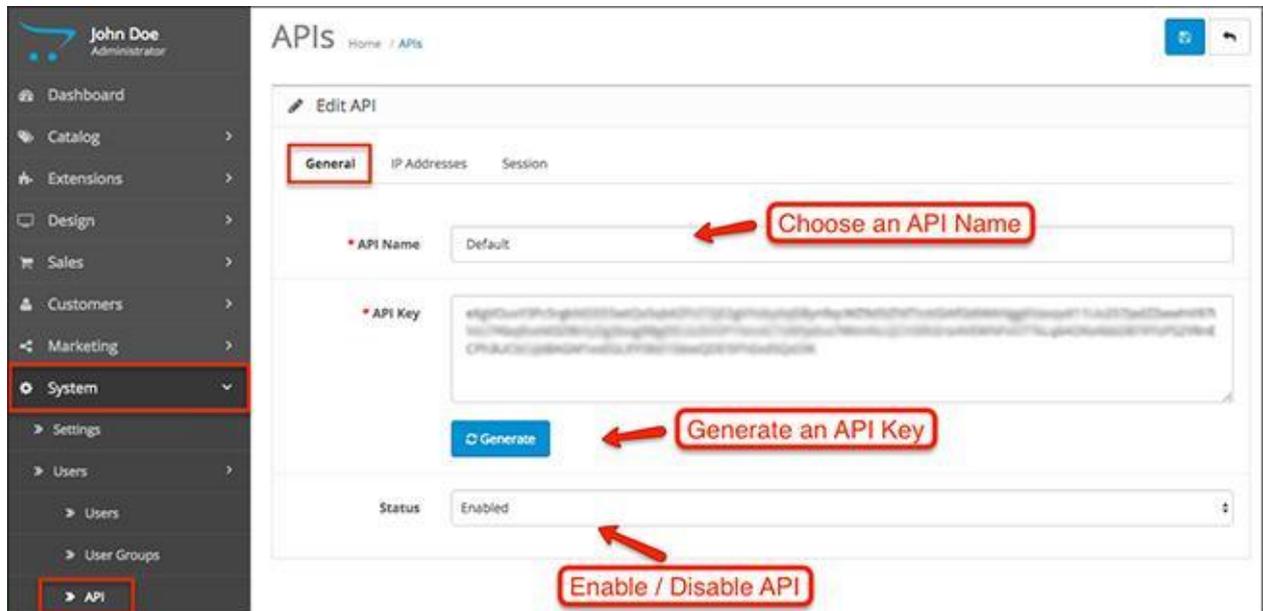


General

First, you select an API Name.

Second, you generate an API Key.

Third, you enable its status and your API credentials are ready!



IP Addresses

This field lets you enter the specific IP addresses that can use the API. The system automatically detects your current IP.



Session

In the Session field, you can track the usage of the API. You can see what Token was used, which IP address used it and what date and time it was last used.

Token	IP	Date Added	Date Modified	Action
[Redacted]	96.105.19.89	19/07/2016 15:25:07	19/07/2016 15:25:08	-
[Redacted]	96.105.19.89	19/07/2016 15:25:08	19/07/2016 15:25:09	-

Localisation

The Localisation sub-menu contains a lot of fields for logistical properties that need to be setup for smooth order, payment, shipping and returns management.

Store Locations

The first field is Store Locations - it allows you to list all of the physical addresses your store might have. Click on add new or edit the existing one to view the details.

Store Locations

Store Name	Address	Action
Store Name	Address	[Add/Edit]

Showing 1 to 1 of 1 (1 Pages)

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Version 2.1.0.1

The information fields are fairly standard - store name and address, phone, fax, opening & closing times. You can add an endless number of physical stores and their addresses.

 Edit Store Location

* Store Name

* Address

Geocode 

* Telephone

Fax

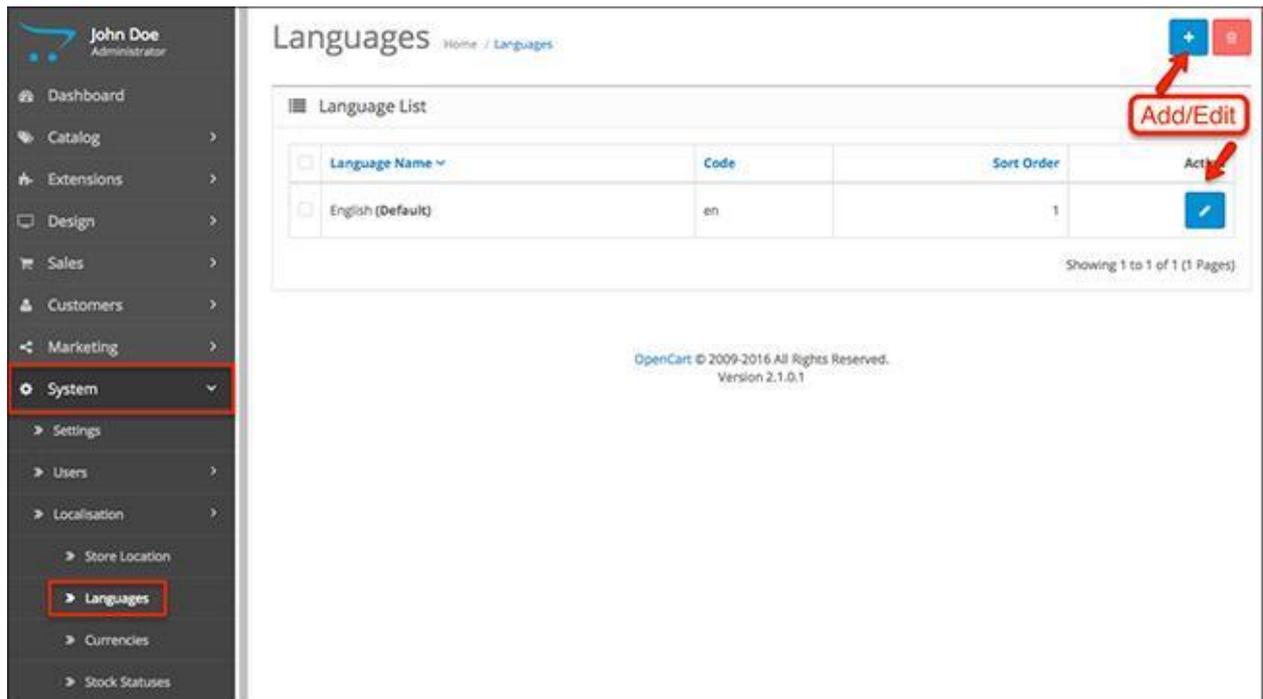
Image 

Opening Times 

Comment 

Languages

Manage your store's languages from here. Stores with multiple languages are easier to use on an international level. Click Edit or Add New to see the settings.



Language Name: Input the name of the language you want to add.

Code: Language name has their own code (en for English, de for German, etc).

Locale: The Locale is the language code that browsers use to auto-detect the language of the website. They can be found [here](#).

Image: You need to add the image name for the language you are creating (national flag).

Directory: The directory is the location of the language pack.

Status: Enable or disable the language from the store front.

Sort Order: Set the number that will arrange the position of the language among the others.

Edit Language

* Language Name: English

* Code: en

* Locale: en_US.UTF-8,en_US,en-gb,english

* Image: gb.png

* Directory: english

Status: Enabled

Sort Order: 1

Currencies

OpenCart allows you to constantly keep an eye on the currency values. You can use the refresh button and check how the currencies are going at any moment.

Clicking add or edit will show you the currency editing field where you can setup the details for the currencies you want to use for the transactions in your E-Commerce store.

Currencies Home / Currencies

Refresh Currency Values

Add/Edit

<input type="checkbox"/>	Currency Title	Code	Value	Last Updated	Actions
<input type="checkbox"/>	Euro	EUR	0.90770000	21/07/2016	<input type="button" value="Edit"/>
<input type="checkbox"/>	Pound Sterling	GBP	0.75860000	21/07/2016	<input type="button" value="Edit"/>
<input type="checkbox"/>	US Dollar (Default)	USD	1.00000000	21/07/2016	<input type="button" value="Edit"/>

Showing 1 to 3 of 3 (1 Pages)

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Currency Title: The name of the currency.

Code: The ISO code for the currency you want to add, check all of them in this [list](#).

Symbol Left: Adds the currency symbol to the left of the code.

Symbol Right: Adds the currency symbol to the right of the code.

Decimal Places: The amount of decimal places displayed in the price of the front end of your site.

Value: The Default currency is set to a value of 1. Every value of currency will be relative to this value. Since the US Dollar is 1.0 (the default), the Euro is tabulated to .81 for the value based on its worth. This is the value that OpenCart will use to calculate the prices in the store front. Your currency values will be automatically updated if you enable Auto Update Currency in the store settings.

Status: Enables or disables the currency in the front end of the store.



The image shows a screenshot of the 'Edit Currency' form in OpenCart. The form has a title 'Edit Currency' with a pencil icon. It contains the following fields:

- Currency Title:** A text input field containing 'Euro'.
- Code:** A text input field containing 'EUR'.
- Symbol Left:** A text input field containing 'Symbol Left'.
- Symbol Right:** A text input field containing '€'.
- Decimal Places:** A text input field containing '2'.
- Value:** A text input field containing '0.90770000'.
- Status:** A dropdown menu with 'Enabled' selected.

Stock Statuses

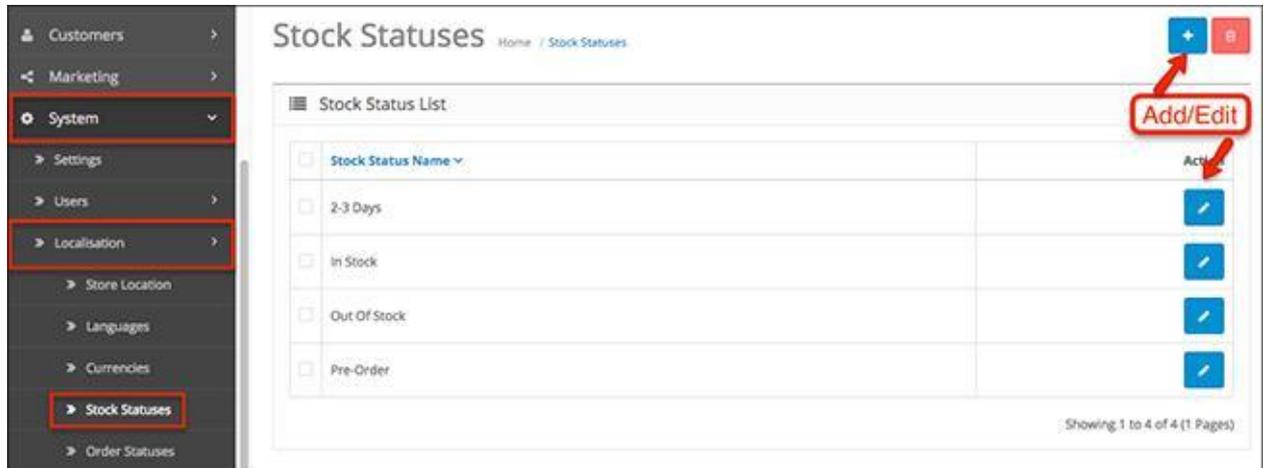
These are the statuses that show the availability of your products in the front end:

2-3 Days - It will be available soon.

In Stock - The item can be ordered.

Out of Stock - The item is not available.

Pre-Order - The item is only available for preorder and will be delivered when available.

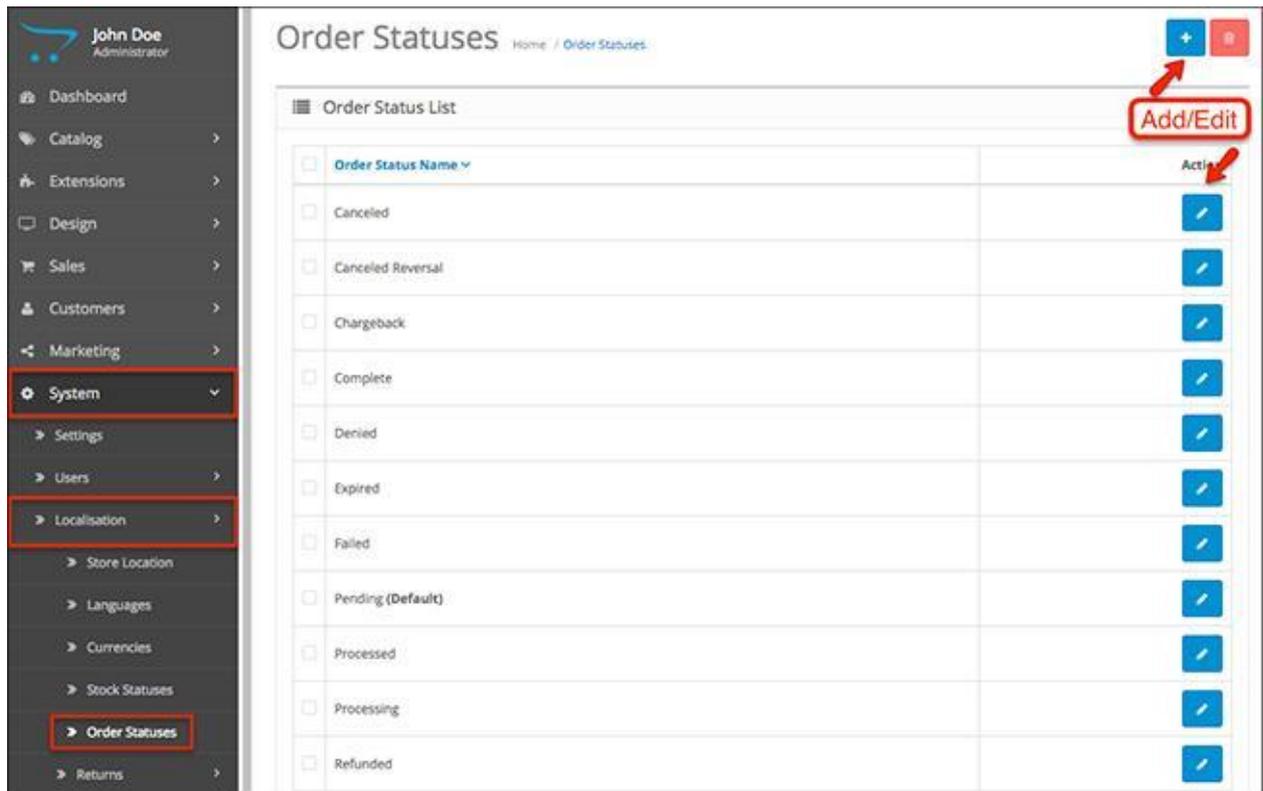


To edit a stock status, simply change its name.



Order Statuses

The field for order statuses lets you manage the many possible statuses an order can have after it is confirmed by customers. The native options in OpenCart cover a wide range of potential order statuses.

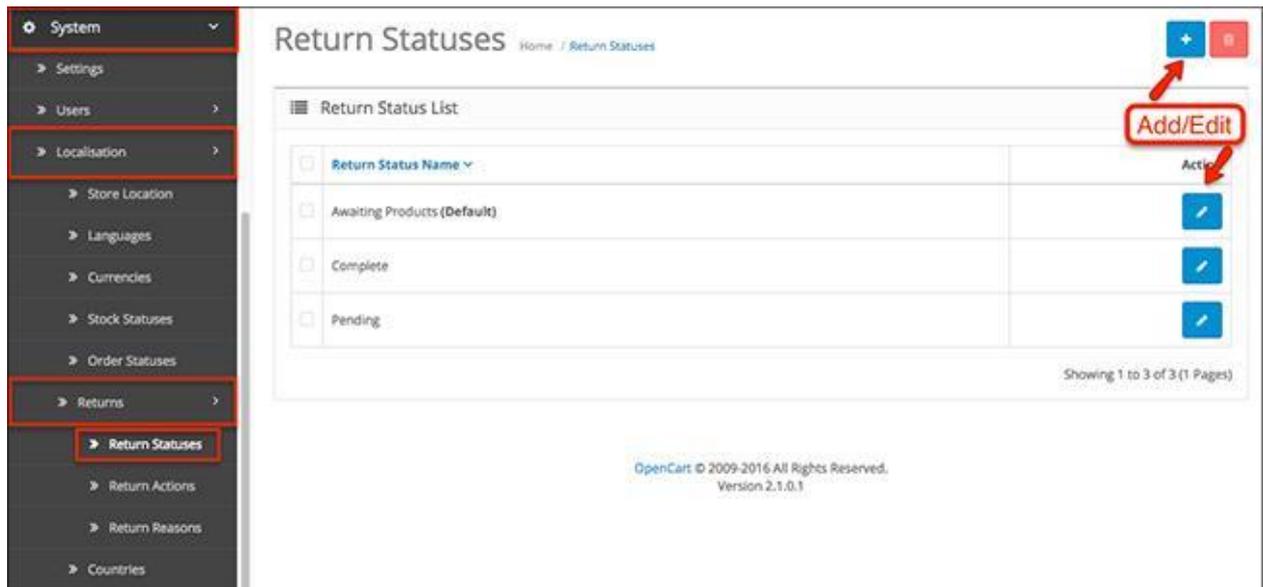


After you are done editing the order status, you can select it under **Sales > Orders > View > Add Order History**.



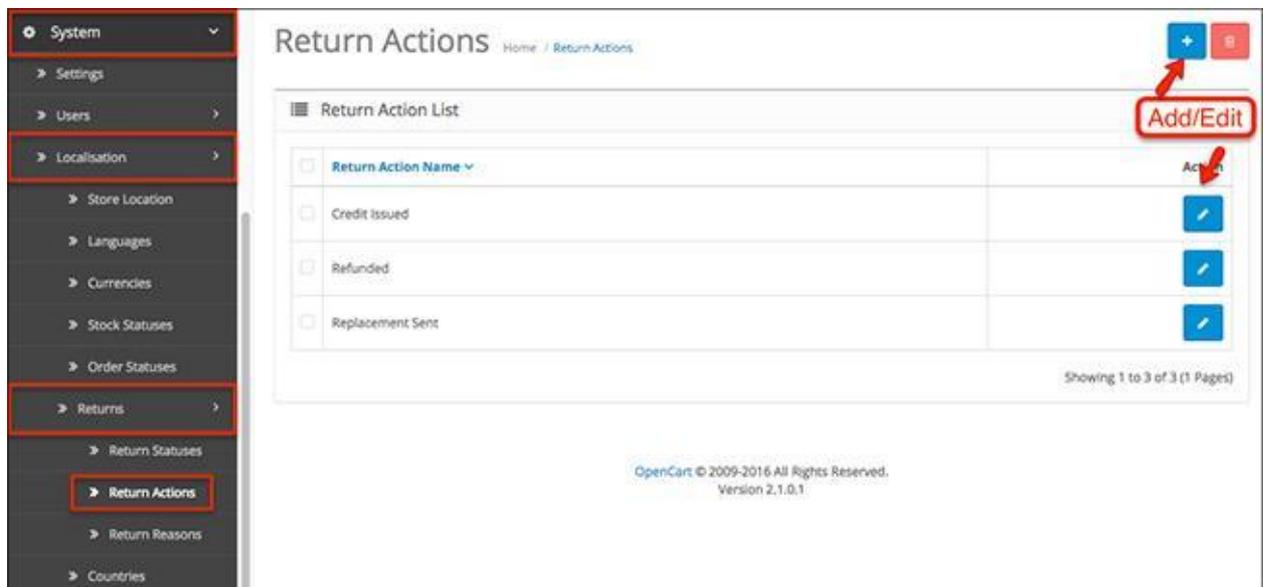
Return Statuses

Just like the order statuses, the return statuses notify customers of the condition of their return request. The standard options in OpenCart are just three - Awaiting Products, Complete and Pending.



Return Actions

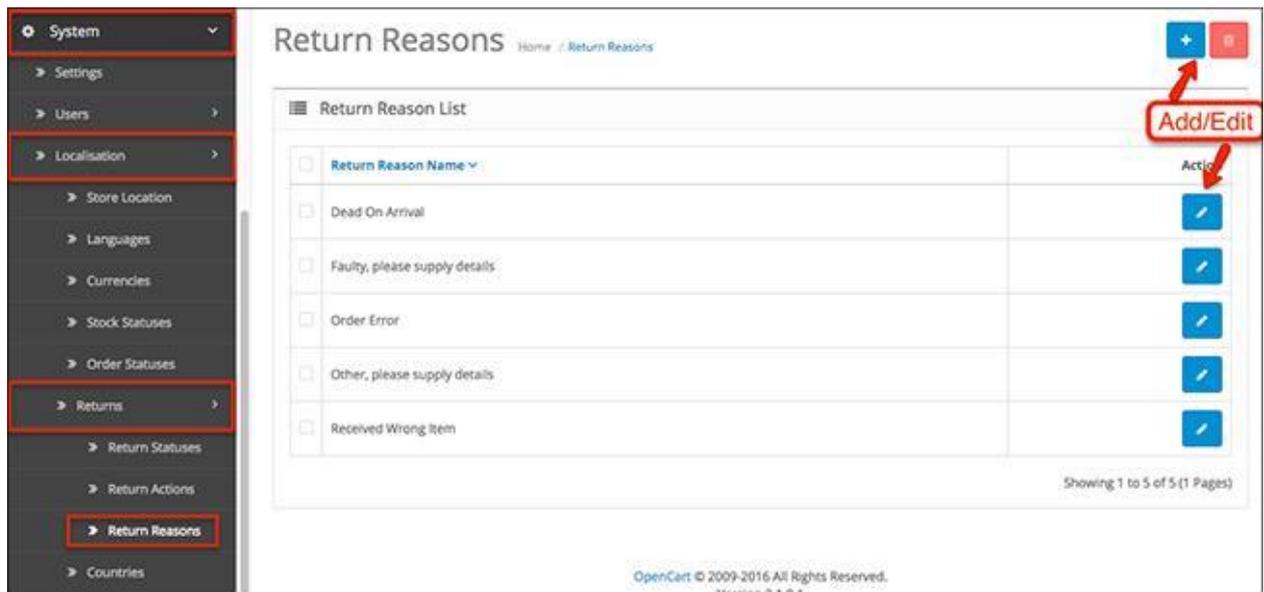
Once a customer submits a return, the store owner must take action. After you take the decision, you can either issue credit, give a refund or send a replacement. These are the three native options in OpenCart, however you can create additional actions.



Return Reasons

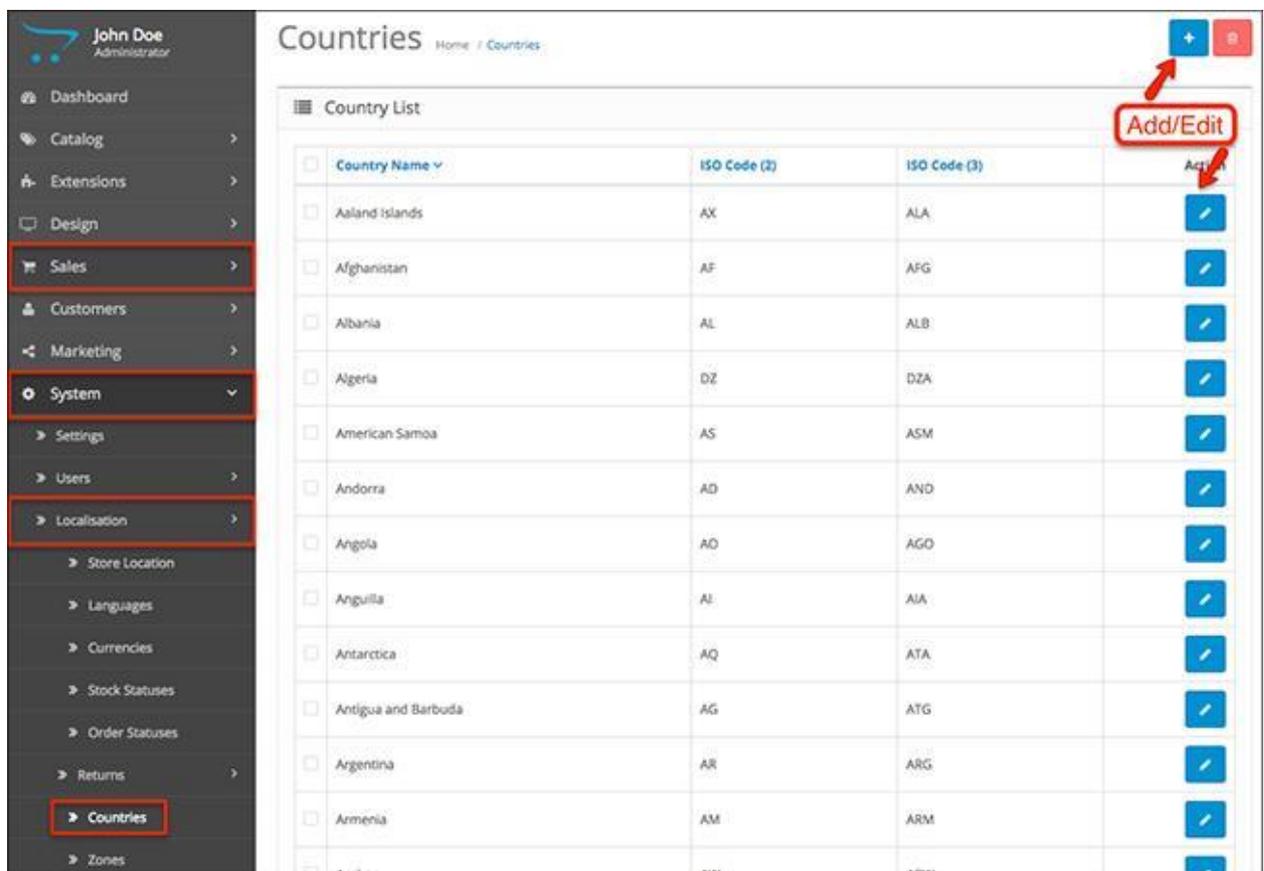
When customers submit returns, they must select a reason for that. There are 5 options with the standard OpenCart installation - Dead on Arrival, Faulty, Order Error, Received Wrong Item, Other.

All of these actions, reasons and statuses are assigned from **Sales > Returns > Edit Return**.



Countries

The OpenCart admin panel holds 239 countries. They are used to estimate the shipping and tax for each customer when they log in. You can disable and delete the countries you don't need, however once a country is deleted, enabling it again will require its creation from scratch.



Zones

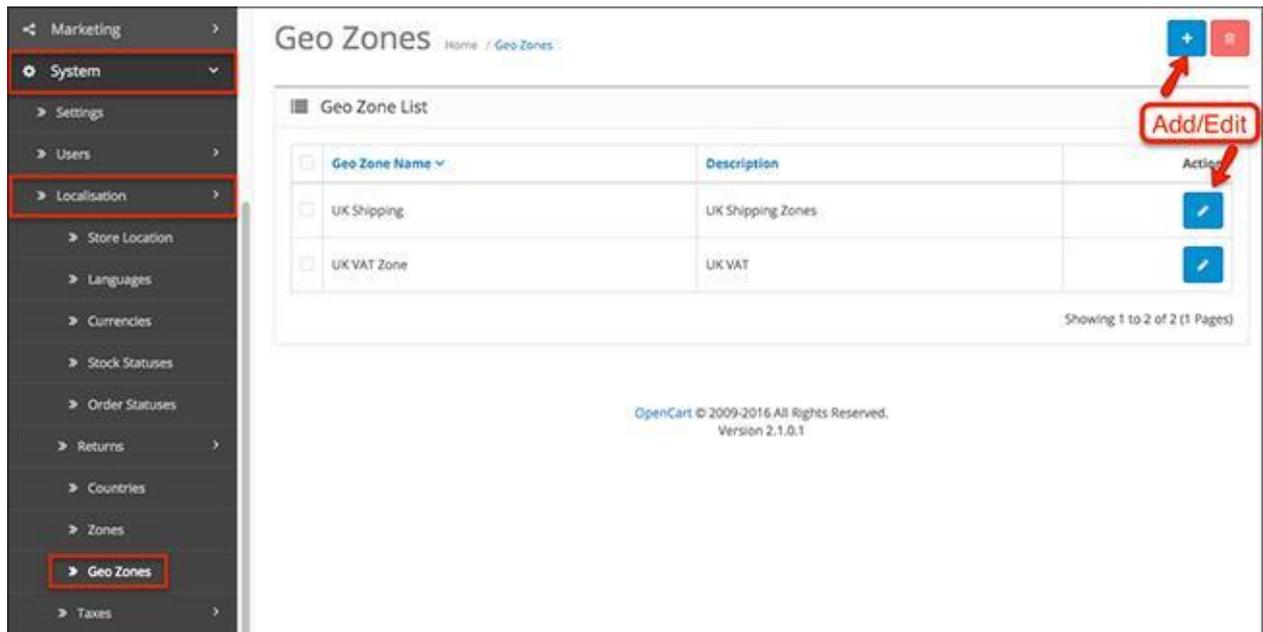
Along with the 239 countries, OpenCart also has 3948 zones. These zones are the regions, states or provinces of countries. They help with better calculation of shipping and taxes.

The screenshot displays the OpenCart administrator interface for managing zones. The left sidebar menu is visible, with 'System' and 'Localisation' highlighted. Under 'Localisation', the 'Zones' option is also highlighted. The main content area shows the 'Zones' management page, which includes a 'Zone List' table. The table has columns for 'Country', 'Zone Name', 'Zone Code', and 'Actions'. A red box labeled 'Add/Edit' points to the '+' and '-' icons at the top right of the table, and another red arrow points to the edit icon in the 'Actions' column of the first row.

Country	Zone Name	Zone Code	Actions
United States	Maine	ME	[Edit]
United States	Marshall Islands	MH	[Edit]
United States	Maryland	MD	[Edit]
United States	Massachusetts	MA	[Edit]
United States	Michigan	MI	[Edit]
United States	Minnesota	MN	[Edit]
United States	Mississippi	MS	[Edit]
United States	Missouri	MO	[Edit]
United States	Montana	MT	[Edit]
United States	Nebraska	NE	[Edit]
United States	Nevada	NV	[Edit]
United States	New Hampshire	NH	[Edit]
United States	New Jersey	NJ	[Edit]

Geo Zones

Geo Zones are used for combining different zones into one Geo Zone so it becomes easier to calculate shipping and taxes for multiple regions at once. The Geo Zones are configured here and are used in **Extensions > Shipping**.



Geo Zone Name: Select a name for the Geo Zone.

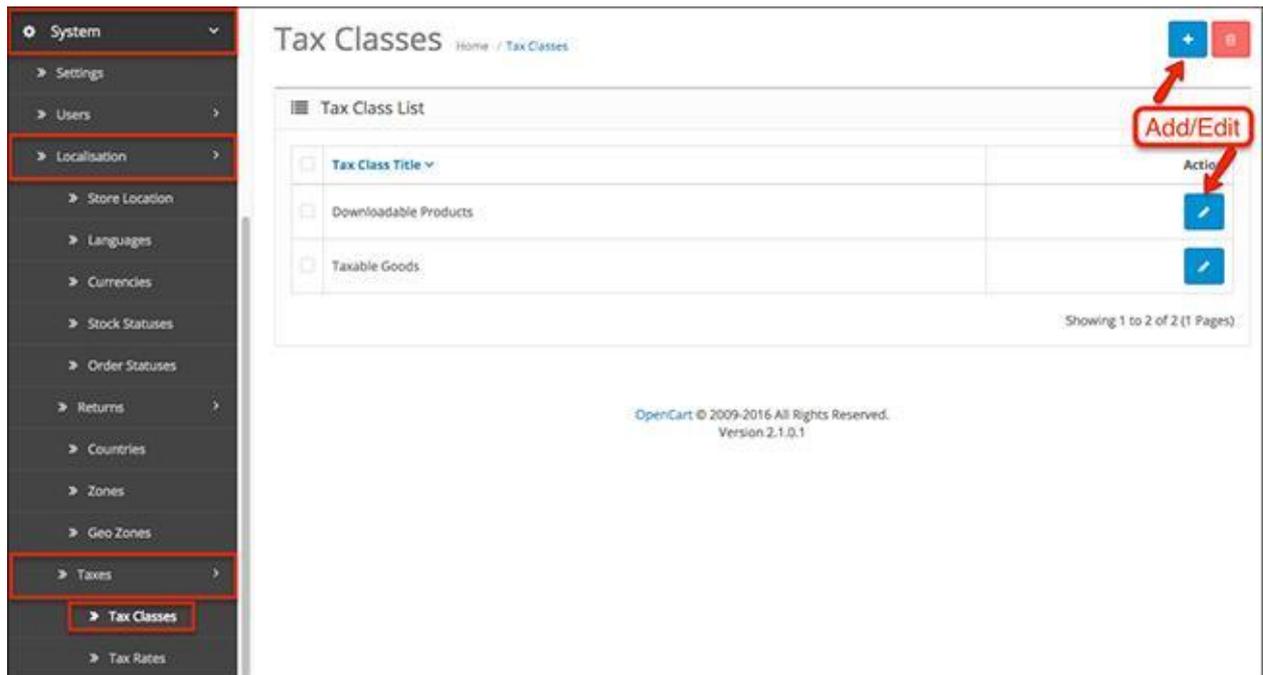
Description: Describe the Geo Zone and its regions.

Country & Zone: Select the country and zones the Geo Zone will include.



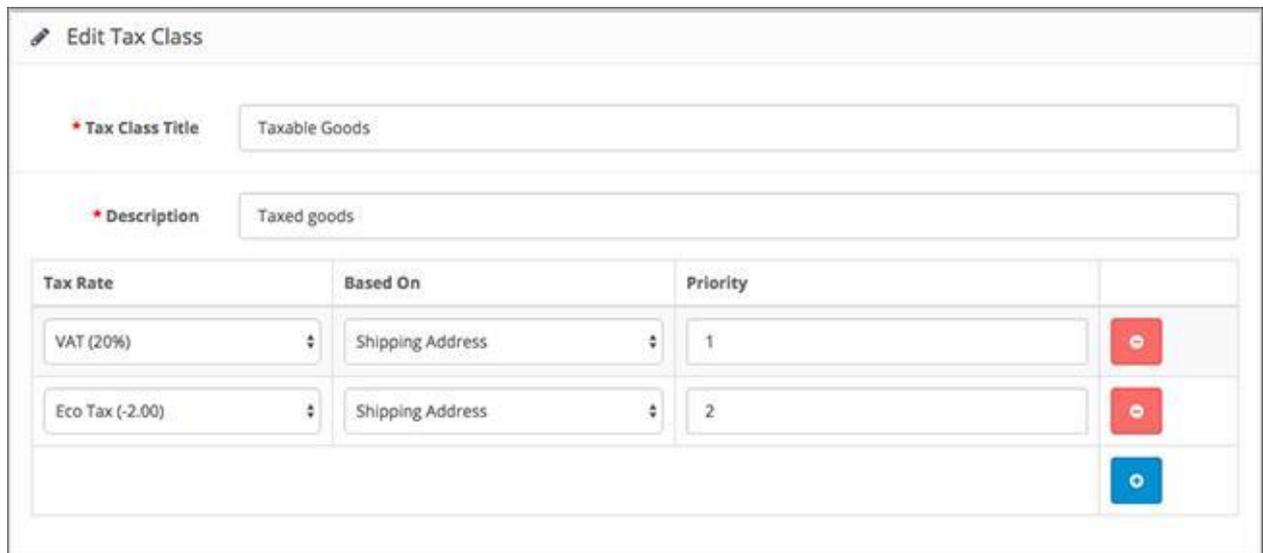
Tax Classes

This is where your store's taxes are created and managed. You can apply these taxes to the products in your OpenCart store.



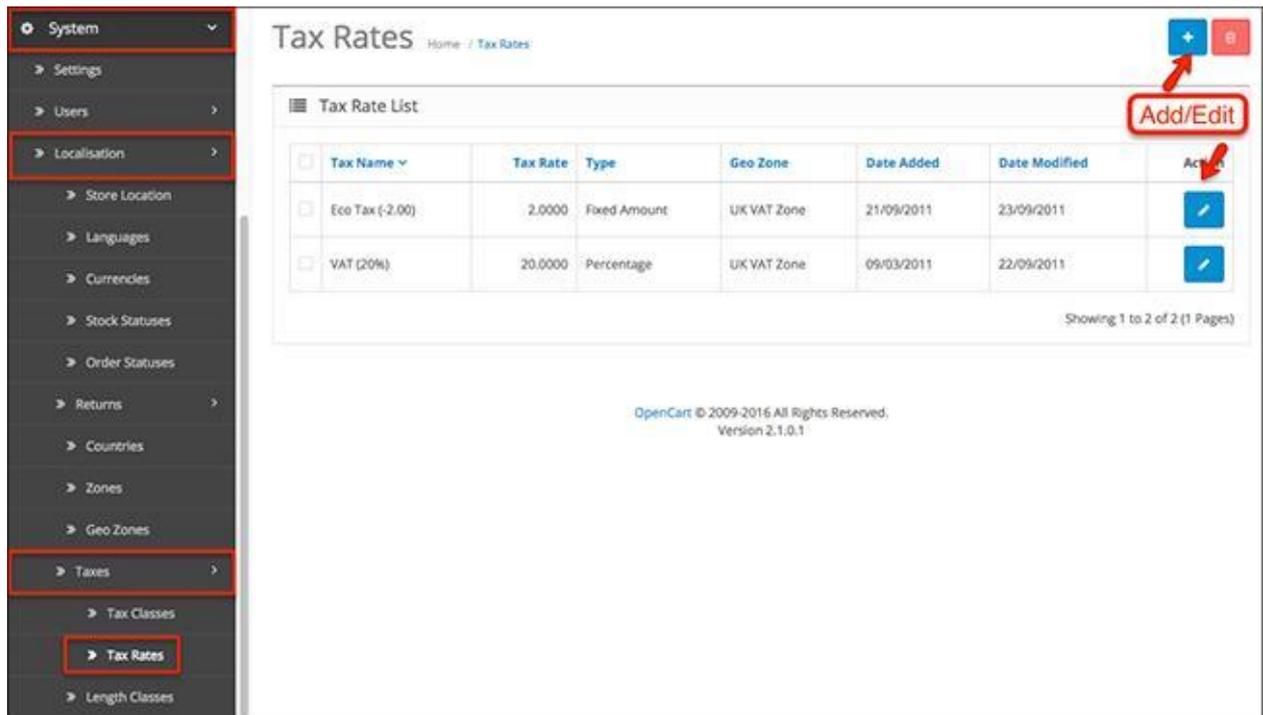
The platform comes with two native tax classes - downloadable products and taxable goods. Create new ones, edit those or delete them according to your own preference.

Select a tax class, add a description about the products that it's applicable for and add multiple tax rates by assigning different priorities.



Tax Rates

This menu lets you configure the tax rates and their value. You can create tax rates for different regions and Geo Zones.



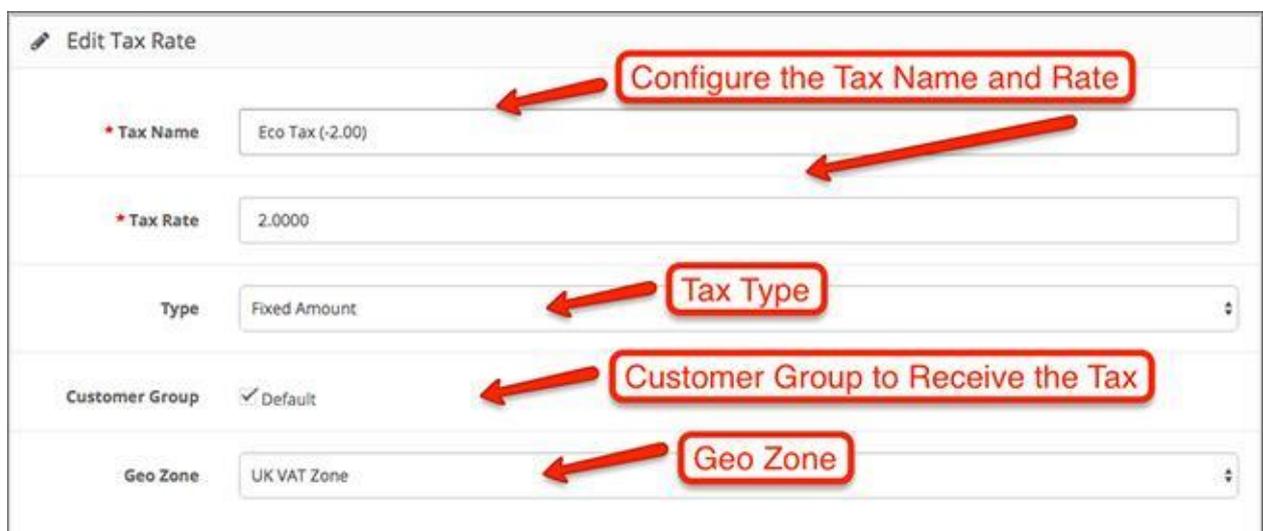
Tax Name: A name for the tax class that will be displayed in the front end when taxes are added to order total, for example - Eco Tax (-\$x,xx).

Tax Rate: How much the tax value will be.

Type: Choose whether the tax will be a percentage of the total or a fixed amount.

Customer Group: If you want the tax rate to be enabled only for a specific set of customers, add them to a customer group and select it from this option. Multiple customer groups can be selected.

Geo Zone: Select which Geo Zone you want to apply the tax for.



Length Classes

The length classes are used to assign length dimensions to the products in your OpenCart store.

<input type="checkbox"/>	Length Title	Length Unit	Value	Action
<input type="checkbox"/>	Centimeter (Default)	cm	1.00000000	
<input type="checkbox"/>	Inch	in	0.39370000	
<input type="checkbox"/>	Millimeter	mm	10.00000000	

Length Title: The name of the metric unit, for example **Centimeter**.

Length Unit: The measurement unit, for example **cm**.

Value: The Default value must be set to 1. Every other length class will be relative to that value. You can use this [tool](#) to measure the units.

Edit Length Class

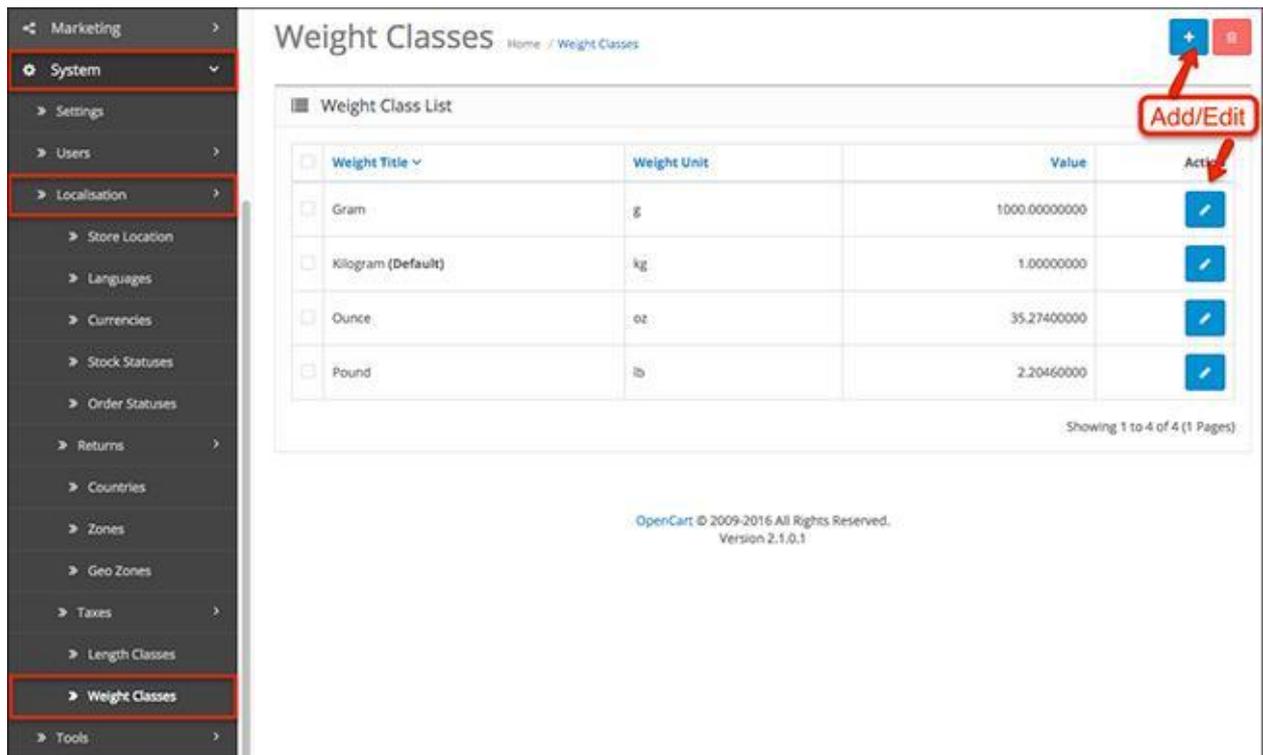
* Length Title

* Length Unit

Value

Weight Classes

The length classes are used to assign weight specifications to the products in your OpenCart store.



Weight Title: The name of the weight unit, for example **Kilogram**.

Weight Unit: The weight unit, for example **KG**.

Value: The Default value must be set to 1. Every other length class will be relative to that value. There are 1000 Grams (G) in 1 Kilogram (KG), so the value of G would be set to 1000.

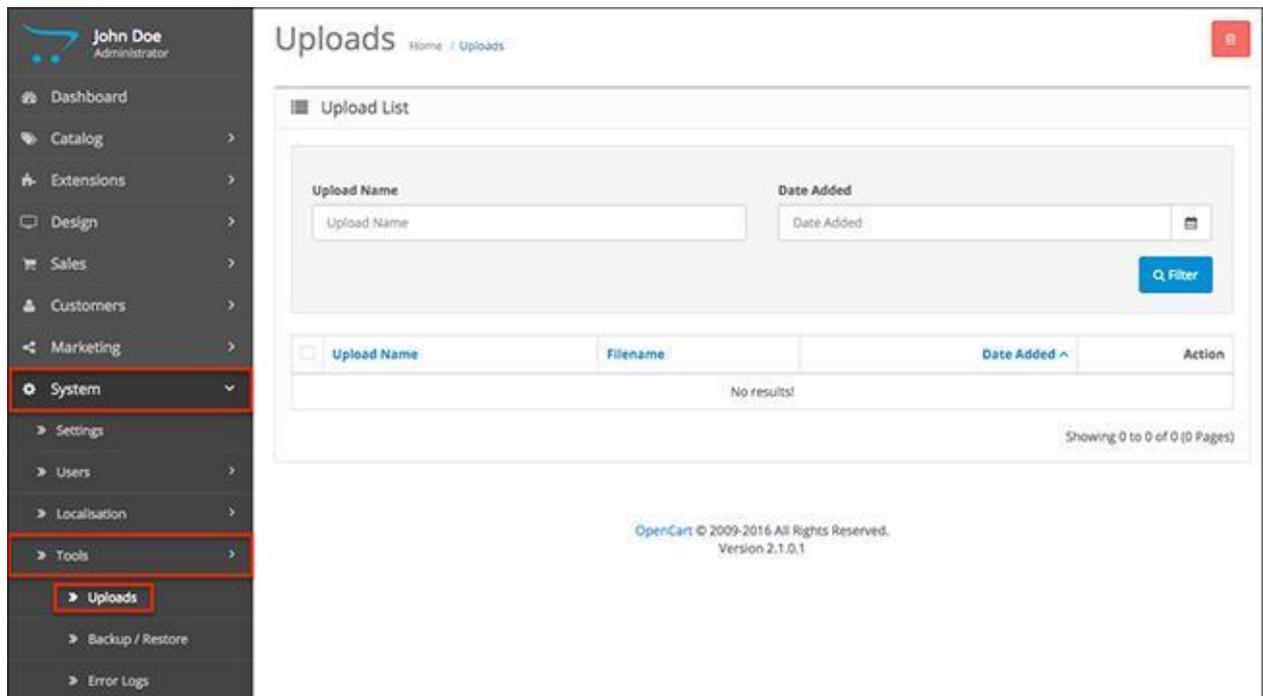


Tools

The Tools section in the Settings contains a tracker for your uploads, a backup / restore function as well as error logs.

Uploads

All of your uploads can be filtered by name or date added. Once you find the uploads you are looking for, you can either download or delete them.



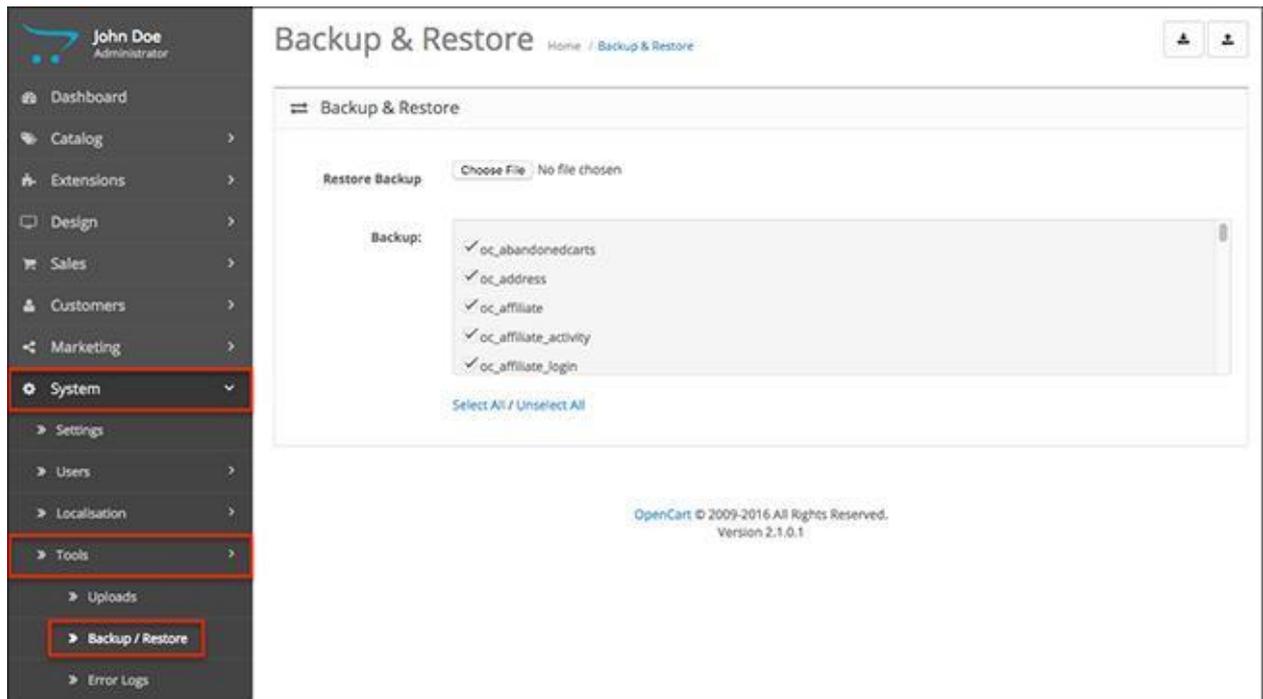
Backup & Restore

In case of a database emergency - use this field.

Your store's database is where all of the important customer and product information is kept. Re-entering all of the information after it's lost is a very costly task.

OpenCart lets you download a backup of your store's current database or restore the database in the Backup & Restore section.

If you need to restore a backup file that you have on your computer, click "Choose File", select the .sql file from the computer and upload it. The database will be restored.

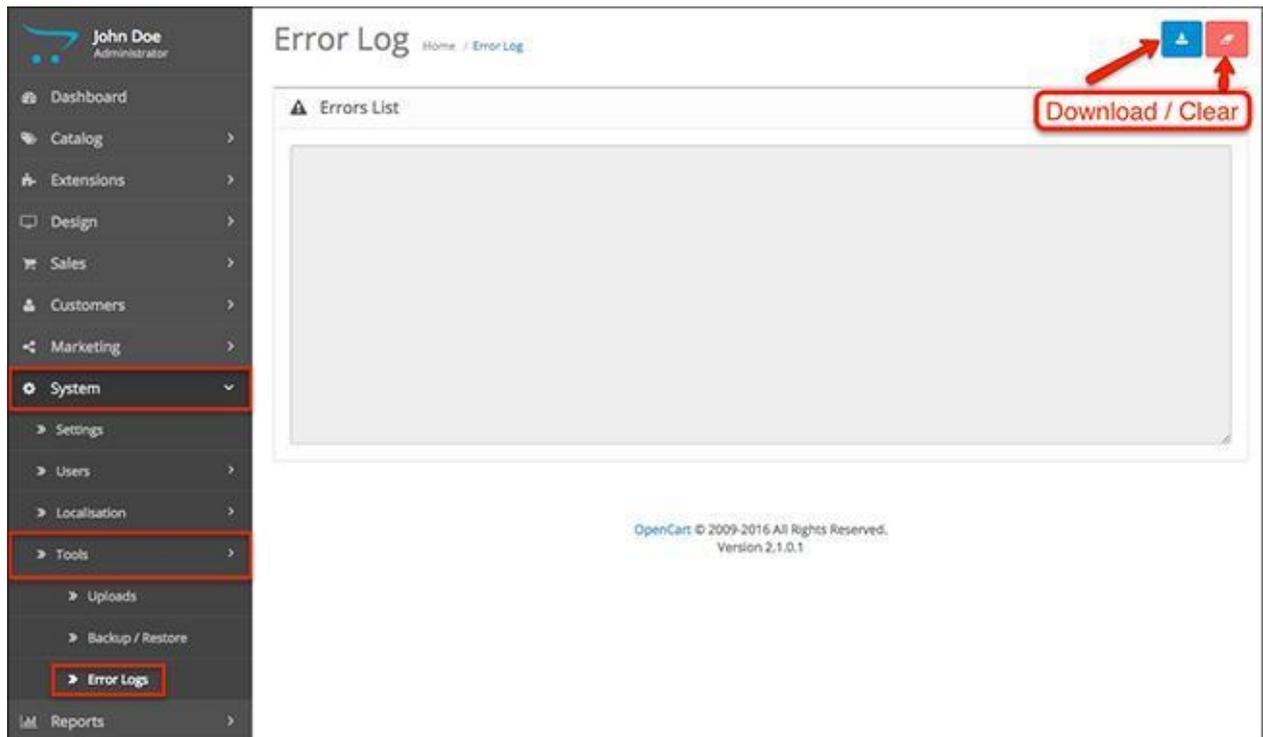


Error Logs

The Error log in OpenCart will hold a record of all the errors that have occurred in the code of the store. Over time, your log might get full, so you can use the clear button to remove the data.

A recommendation in such cases is to first resolve the errors before clearing them.

These errors are useful for developers who can track issues and fix them.



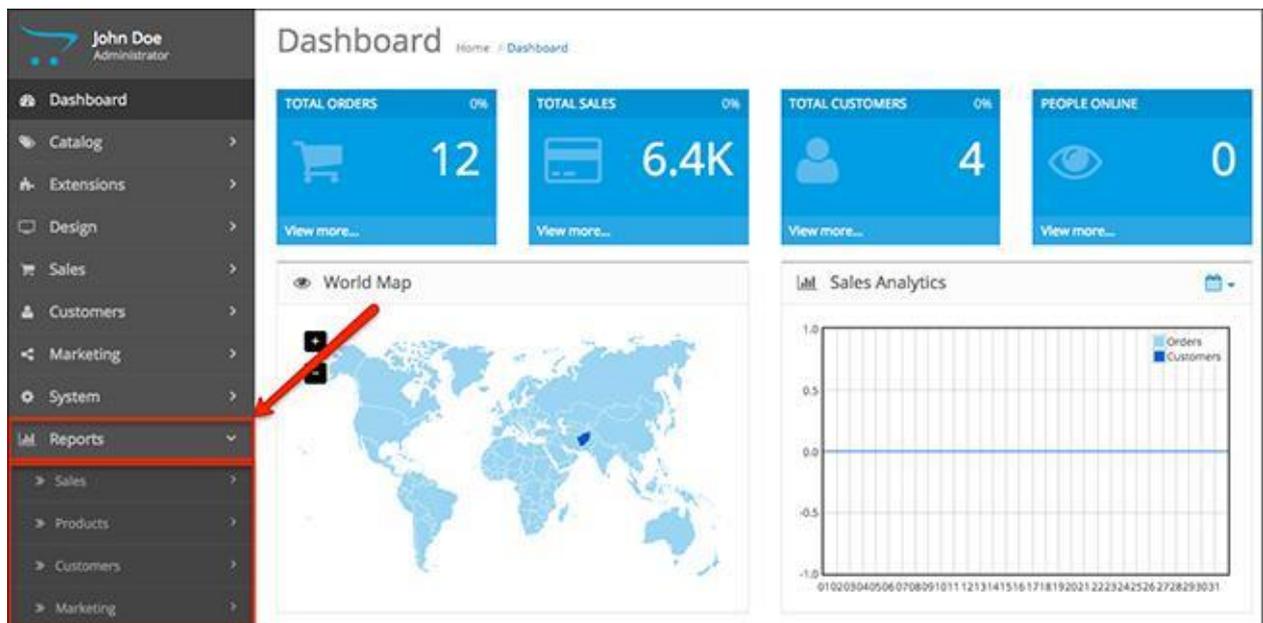
Chapter 11: Reports

The last menu in your OpenCart Admin panel is all about tracking data and reports. It contains valuable information about your orders, sales, products, customers, marketing campaigns, affiliates and everything in between.

Being a store owner, it will be beneficial for you to spend some time here at least once in a while to keep track of the combinative data from all the activity in your website.

Let's start by finding where the menu is and what sub-menus it contains.

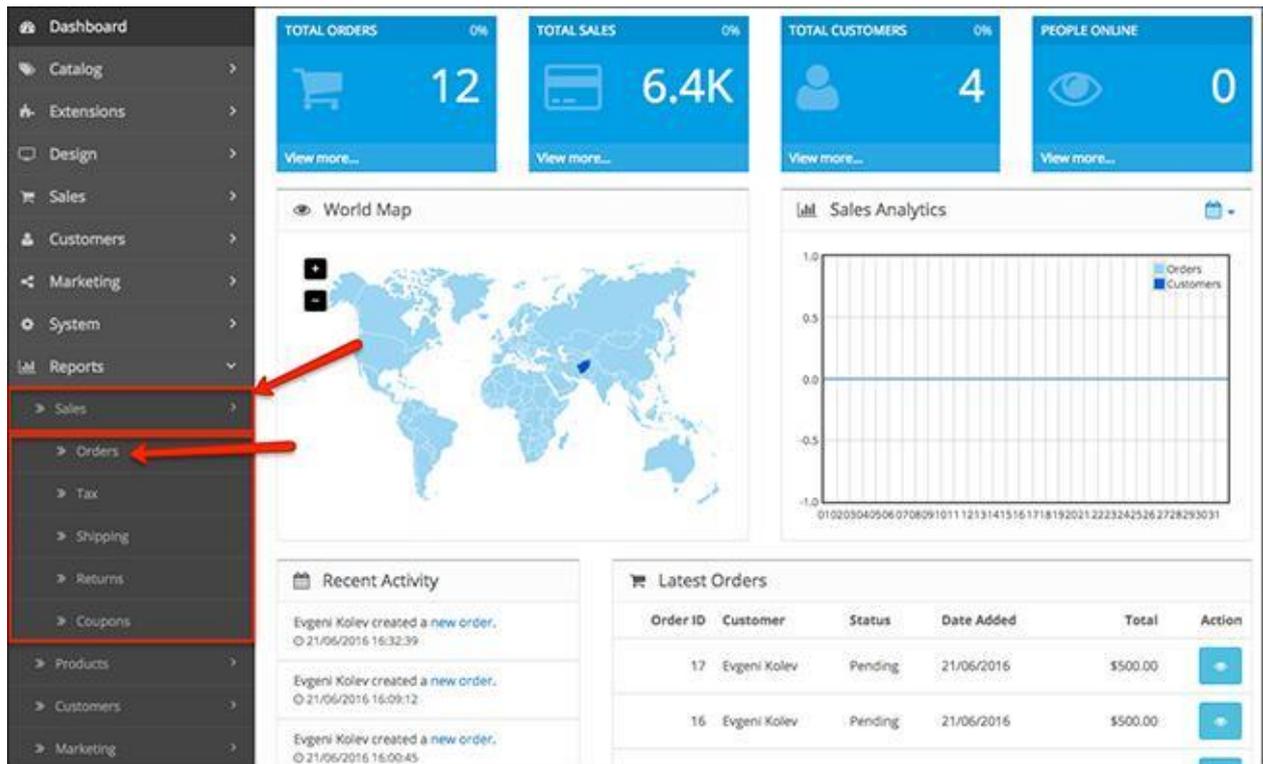
Dashboard > Reports



As you see, we have 4 sub-menus. We will start with the first one - Sales.

In the Sales menu, you have reports for Orders, Tax, Shipping, Returns and Coupons. Mind that these are options that are configured and setup from other menus. Here, you will only be able to track their performance.

Reports > Sales > Orders



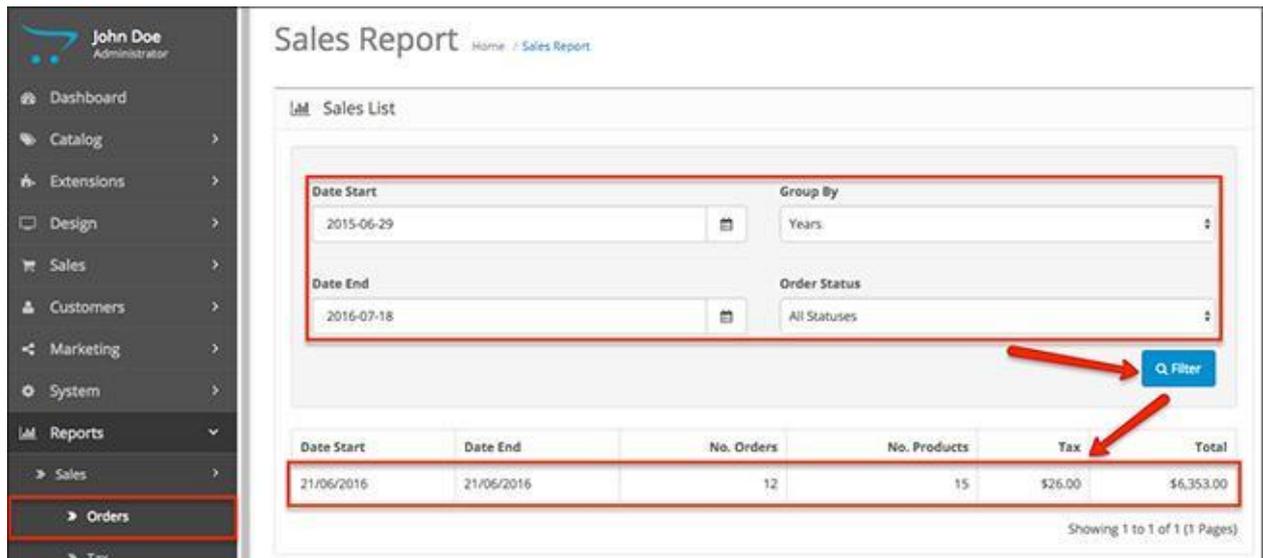
Orders

The orders show you how many orders your store has generated over a defined period of time in the filter fields.

You can sort the results by Days, Weeks, Months or Years from the **Group By** field. This will separate the orders in different rows.

You can also filter order by their status.

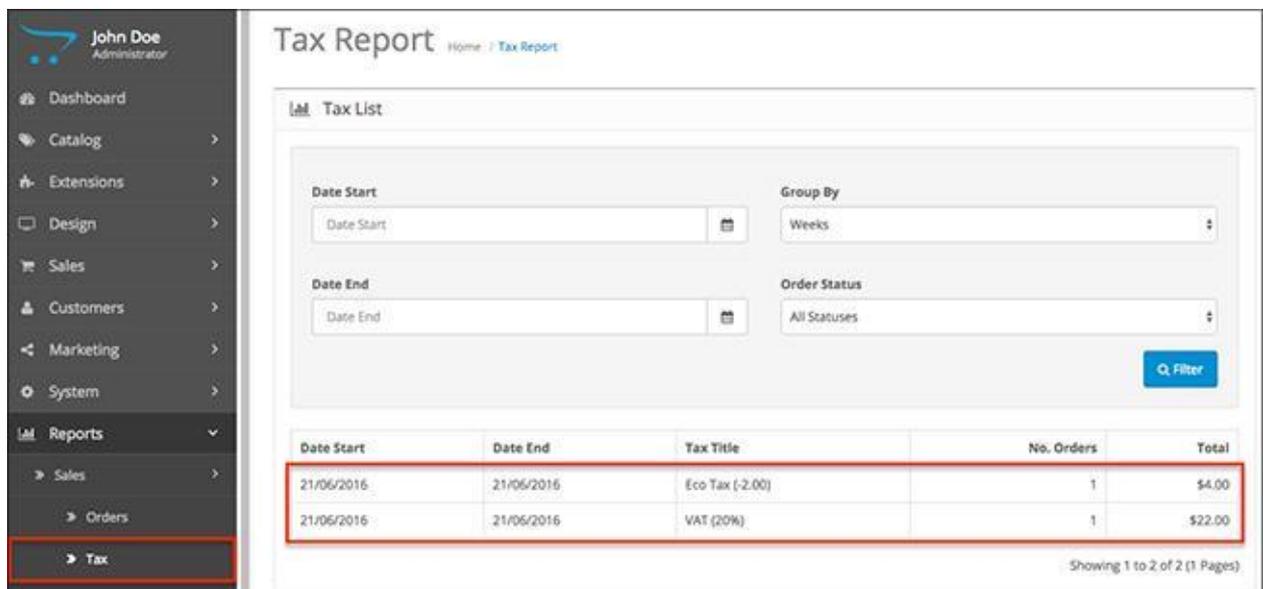
The type of information you will be able to track here will be the number of orders and products that have been confirmed, the tax and total revenue from the row of orders.



Tax

Each of the orders generated in your store have some tax added to them. The taxes are set from Catalog > Products > Edit Product > Data > Tax Class.

The tax menu in the reports tracks the types of tax that have been applied to products in the orders of customers. This includes the number of orders as well as the total accumulated from the taxes.



Shipping

Shipping costs vary on the shipping methods you have available in your store. You have the same filtering options for date, sorting and order status.

You will be able to track what shipping method has been used under the **Shipping Title** tab, as well as the number of orders and their total.

Shipping Report Home / Shipping Report

Shipping List

Date Start: Date End:

Group By: Order Status:

Date Start	Date End	Shipping Title	No. Orders	Total
21/06/2016	21/06/2016	Flat Shipping Rate	3	\$15.00

Showing 1 to 1 of 1 (1 Pages)

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Returns

The returns menu is quite simple, as you only have one major metric, which is the number of returns between a specific period of time you set from the filters.

Once more, you can separate the results in rows according to Days, Weeks, Months or Years. To narrow down the results even more, use the Returns Status and specify the statuses you want to see.

Returns Report Home / Returns Report

Returns List

Date Start: Date End:

Group By: Return Status:

Date Start	Date End	No. Returns
18/07/2016	18/07/2016	1

Showing 1 to 1 of 1 (1 Pages)

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Coupons

Your coupons are created by going to Extensions > Order Totals. As you see from the screenshot below, the filtering options for the coupons are limited to dates.

You can see the name of each coupon, the coupon code necessary for customers to enter, as well as the orders and total generated from using the code.

By clicking the Edit button, you will be redirected to the coupon management field where you can modify the coupon name, code, type, discount, etc.

The screenshot displays the OpenCart administrator interface. On the left, a dark sidebar menu lists various sections, with 'Coupons' highlighted at the bottom. The main content area is titled 'Coupons Report' and contains a 'Coupon List' section. This section features two date filter fields: 'Date Start' and 'Date End', each with a calendar icon and a 'Filter' button. Below the filters is a table with the following data:

Coupon Name	Code	Orders	Total	Action
Wild Discount Coupon	666	1	\$-30.00	

At the bottom right of the table, it says 'Showing 1 to 1 of 1 (1 Pages)'. The footer of the page reads 'OpenCart © 2009-2016 All Rights Reserved. Version 2.1.0.1'.

The next sub-menu of the Reports is all about the products. You have two fields where you can track which products were viewed and purchased.

Reports > Products > Viewed

Viewed

This is a list of all your products and the views they got from your customers. The list includes the product name, model, times viewed and percent, which measures how much a product has been viewed compared to others.

Your most viewed product will be at the top. You can refresh the list with the red button at the top right corner, so you can update the data at any time.

Products Viewed Report Home / Products Viewed Report

Products Viewed List

Product Name	Model	Viewed	Percent
iPhone	product 11	91	54.17%
iMac	Product 14	19	11.31%
Apple Cinema 30"	Product 15	14	8.33%
HP LP3065	Product 21	12	7.14%
Samsung SyncMaster 941BW	Product 6	12	7.14%
MacBook	Product 16	9	5.36%
Canon EOS 50	Product 3	9	5.36%
Samsung Galaxy Tab 10.1	SAM1	1	0.6%
HTC Touch HD	Product 1	1	0.6%

Showing 1 to 9 of 9 (1 Pages)

Purchased

In the list for purchased products, you have a filter where you can narrow down results based on date and order status.

You can see all of the products that have been purchased from your OpenCart store separated by product name, model, how many times the product has been purchased, and the total revenue accumulated from each product.

Products Purchased Report Home / Products Purchased Report

Products Purchased List

Date Start: Date Start

Date End: Date End

Order Status:

Product Name	Model	Quantity	Total
MacBook	Product 16	12	\$6,000.00
iPhone	product 11	3	\$335.00
Samsung SyncMaster 941BW	Product 6	1	\$200.00
HTC Touch HD	Product 1	1	\$100.00

Showing 1 to 4 of 4 (1 Pages)

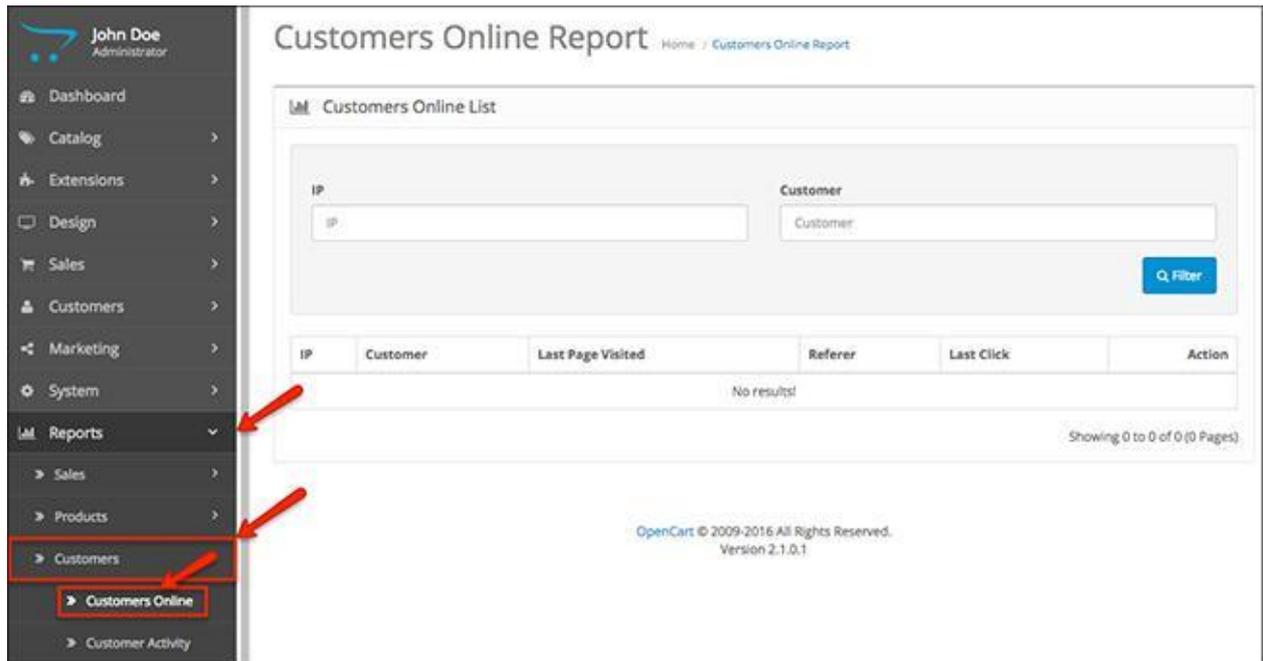
Reports > Customers > Customers Online

Now it's time to see what kind of information you can track about your customers.

Customers Online

The report for how many customers you have online is based on IP address of the visitor, which is the last page they viewed, the referrer (the page or website that lead them to the last viewed page), as well as the last place they clicked.

This type of information is important for knowing the behavior of your users and the potential improvements you can start making to optimize the customer journey throughout your OpenCart website.



Customer Activity

The customer activity log lets you track what kind of action each customer has taken at a particular date and time.

The activities include creating a new order, registering a new account, etc. You will be able to see the IP address from which the activity has been logged.

You can use the filter to sort customer activity by IP address, customer name as well as dates.

Customer Activity Report Home / Customer Activity Report

Customer Activity List

Date Start:

Date End:

Customer:

IP:

Comment	IP	Date Added
John Doe created a new order.	96.106.16.69	18/07/2016 17:16:01
John Doe registered for an account.	96.106.16.69	18/07/2016 17:09:11
Regen@domain.com created a new order.	96.106.16.69	21/06/2016 16:32:39
Regen@domain.com created a new order.	96.106.16.69	21/06/2016 16:09:12
Regen@domain.com created a new order.	96.106.16.69	21/06/2016 16:00:45
Regen@domain.com created a new order.	96.106.16.69	21/06/2016 16:00:15
Regen@domain.com created a new order.	96.106.16.69	21/06/2016 15:56:17

Orders

The orders menu under customer reports is quite useful to prioritize users. It lets you view how many orders each user has confirmed, including the number of purchased products and total revenue from the customer.

Each customer also has an Edit option that redirects you to the customer management menu where you can modify any type of information you need about the specific user.

Customer Orders Report Home / Customer Orders Report

Customer Orders List

Date Start:

Date End:

Order Status:

Customer Name	E-Mail	Customer Group	Status	No. Orders	No. Products	Total	Action
John Doe	john@domain.com	Default	Enabled	1	1	\$175.00	<input type="button" value="✎"/>
John Doe	john@domain.com	Default	Enabled	1	1	\$105.00	<input type="button" value="✎"/>

Showing 1 to 2 of 2 (1 Pages)

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Reward Points

The reward points are managed from **Catalog > Products > Edit Product > Reward Points**. This is where you assign reward points to a given product.

As for the Reward Points menu in the Reports, you can track the reward points used by each customer, accompanied by information about the customer name, email, customer group, status, number of orders, and total.

Filtering for the customer reward points can be done by date.

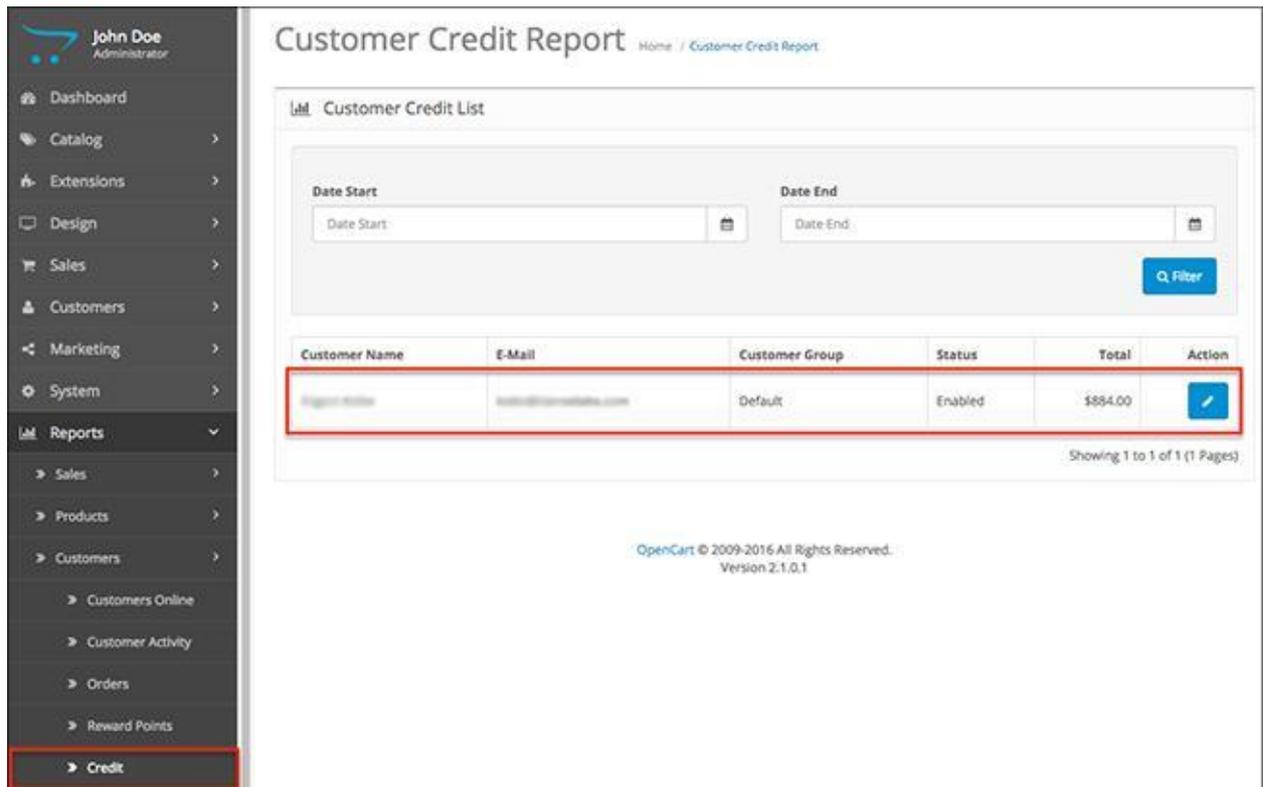
The screenshot shows the OpenCart administrator interface. On the left is a dark sidebar menu with the user 'John Doe Administrator' at the top. The 'Reports' menu is expanded, and 'Reward Points' is highlighted with a red box. The main content area is titled 'Customer Reward Points Report' and contains a 'Customer Reward Points List' section. This section has two date input fields: 'Date Start' and 'Date End', each with a calendar icon. A blue 'Filter' button is to the right. Below the filters is a table with the following headers: 'Customer Name', 'E-Mail', 'Customer Group', 'Status', 'Reward Points', 'No. Orders', 'Total', and 'Action'. The table body contains the text 'No results!'. At the bottom right of the table area, it says 'Showing 0 to 0 of 0 (0 Pages)'. The footer of the page reads 'OpenCart © 2009-2016 All Rights Reserved. Version 2.1.0.1'.

Credit

The store credit can be enabled from **Extensions > Order Totals > Store Credit**.

You can manually assign store credit to customers via the transactions function in **Customers > Customers > Edit Customer > Transactions**.

The transactions you modify there will appear in the Credit reports here.



Next, marketing reports. These menus will include information about how your marketing campaigns are going as well as the performance of your affiliate program.

Reports > Marketing > Marketing

Marketing

The marketing campaigns in OpenCart are created from **Dashboard > Marketing > Marketing > Add New**.

The tracking in your marketing reports will show the campaign name, its unique code, the number of clicks it has generated and how many orders they have lead to. At the end, you have total revenue generated from the marketing campaign you have launched.

The screenshot shows the OpenCart 2.x administrator interface. On the left is a dark sidebar with a navigation menu. The 'Reports' menu item is highlighted with a red box, and a red arrow points to it. Below it, the 'Marketing' menu item is also highlighted with a red box, and a red arrow points to it. The main content area is titled 'Marketing Report' and contains a 'Marketing List' section. This section has a search filter area with fields for 'Date Start', 'Date End', and 'Order Status' (set to 'All Statuses'). Below the filter is a table with the following data:

Campaign Name	Code	Clicks	No. Orders	Total
Example Campaign	578646d776666	0	0	\$0.00

At the bottom of the table, it says 'Showing 1 to 1 of 1 (1 Pages)'. The footer of the page reads 'OpenCart © 2009-2016 All Rights Reserved. Version 2.1.0.1'.

Affiliates

You can create new affiliates from **Dashboard > Marketing > Affiliates**. Each affiliate will have a unique affiliate code. This affiliate tracking code will be used to generate a unique affiliate link for a specific product, so when a customer purchases the product, the affiliate receives a commission.

All of this data will appear in the affiliate reports here. You will be able to see the affiliate name, their email, status, commission, as well as the number of orders and total revenue generated by their affiliate links.

Affiliate Commission Report Home / Affiliate Commission Report

Affiliate Commission List

Date Start: Date End:

Affiliate Name	E-Mail	Status	Commission	No. Orders	Total	Action
Affiliate Jack	example@exampleemail.com	Enabled	\$9.00	1	\$185.00	<input type="button" value="✎"/>

Showing 1 to 1 of 1 (1 Pages)

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Affiliate Activity

The last menu in the reports logs the activity of your affiliates. This tracks when they logged in, the IP address they used to login as well as the date of the actions.

Affiliate Activity Report Home / Affiliate Activity Report

Affiliate Activity List

Date Start: Affiliates:
 Date End: IP:

Comment	IP	Date Added
Affiliate Jack logged in.	192.168.1.100	19/07/2016 12:16:02

Showing 1 to 1 of 1 (1 Pages)

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This is the last part of the OpenCart Admin panel. You now have information about each section of the back-end of your E-Commerce store and should be ready to start running your own business.

The last part of the eBook will let you know how to uninstall your OpenCart store.

Chapter 12: How to Uninstall OpenCart

To uninstall OpenCart, there are two simple steps you need to take.

First, you delete all of your OpenCart-specific files (be careful if your root directory shares files with another installation).

Second, you delete your database with all of your product and customer information.

After doing both of these steps, your E-Commerce store will be permanently removed and the information will be deleted.

Some extra knowledge sources for faster progress:

[What Server Do You Need to Run OpenCart](#)

[Top 3 Most Popular Marketplaces for OpenCart Themes](#)

[OpenCart Communities - A Source of Know-How, Inspiration and Support](#)

[7 Of The Best OpenCart Blogs You Don't Want to Miss](#)

[8 Best Sources for Elaborate OpenCart Tutorials](#)

[Speeding up OpenCart for Free: Image Optimization](#)

[Increase Traffic in OpenCart with These 5 Proven Ideas](#)

[Starting, Growing and Going Big - The New iSenseLabs Collections](#)