

Moduli

Azioni

Aggiornamenti

Categorie

Tutte le categorie

Tutti

Modulo tutti i moduli

Modulo tutti i moduli

Modulo azioni

Modulo strumenti

Azioni Modulo

Cerca

Amministrazione



Account clienti

v1.1.1 Pending

Aggiunge una scheda nel pannello strumenti che mostra i progressi dell'azione di un cliente. Per saperne di più

Stato

+



Aggiornamenti e suggerimenti

v1.1.1 Pending

Trasferisci un file modulo, convertilo in un file azioni, scaricalo dal dashboard di tuo back office. Per saperne di più

Stato

+



Documenti

v1.1.1 Pending

Visualizza i tuoi primi prodotti per abbonamenti di questo e puoi esportare tutti i tuoi dati completi processo di abbonamento. Per saperne di più

Aggiornamenti

+



Blocco privacy dati dei clienti

v1.1.1 Pending

Visualizza i tuoi clienti, mostra un elenco unico per far loro sapere che non hai più privacy. Per saperne di più

Configura

+



Catalogo statistiche

v1.1.1 Pending

Visualizza le tue statistiche, da una scheda alle statistiche generali dei tuoi cataloghi. Per saperne di più

Stato

+



Guida Prestashop 16

Andrea Testa, Carmelo Samperi



Guida Prestashop 16:

Ebook PrestaShop v1.6 User-Guide Luis Oliver,2014-08-26 PrestaShop 1 6 User Guide PrestaShop presents a comprehensive intuitive user administration panel and gives you hundreds of standard functions that can be adapted or personalized in order to respond to all of your needs This user guide will help you familiarize yourself with all of PrestaShop's features You will also be able to efficiently manage your PrestaShop site While the majority of it is aimed at shop owners the first chapter serves as an introduction to the front office interface which can be helpful to everyone You can post all of your questions directly on our forum <http://www.prestashop.com/forums> Chapters in this guide Training Customizing your shop Connecting to the PrestaShop back office Discovering the Administration Area First steps with PrestaShop 1 6 Managing the Catalog Managing Orders Managing Customers Creating Price Rules and Vouchers Managing Modules and Themes Making the Native Modules Work Managing Shipping Understanding Local Settings Understanding the Preferences Understanding the Advanced Parameters Administering the Back Office Understanding Statistics Advanced Stock Management Managing Multiple Shops **Performance ADS con Google e Facebook** Andrea Testa,Carmelo

Samperi,2020-04-01T00:00:00+02:00 Google e Facebook Ads sono la risposta olistica al superamento delle varie piattaforme di keyword advertising e dell'uso esclusivo dei motori di ricerca come strumenti di marketing vincenti Oggi infatti a essere indispensabili sono le strategie omnicanale YouTube Instagram Messenger e WhatsApp devono essere tutti compresi in un'unica strategia di marketing per diventare veramente efficace Questo manuale aggiornato alle ultime modifiche delle piattaforme di advertising consente di apprendere gli strumenti tattici in materia di funnel marketing e advertising messi a disposizione da Google e Facebook Dai marketer freelance ai piccoli medi imprenditori fino ai responsabili advertising di grandi aziende e multinazionali tutti i professionisti troveranno in questo libro soluzioni strategiche e operative oltre ad alcuni casi di studio pensati appositamente per ottimizzare le proprie strategie di marketing inserendo la giusta piattaforma di advertising in ogni gradino del customer journey **Magento** Daniele Rutigliano,2018-06-29T00:00:00+02:00 Questo manuale scritto principalmente per i venditori illustra le sezioni più importanti per gestire al meglio uno store online realizzato con Magento dall'inserimento dei prodotti alla gestione delle categorie dalla creazione di una promozione all'inserimento di un coupon sconto Valido sia per la versione 1 9 sia per la 2 2 il volume presenta anche parti di codice PHP e riferimenti al database per gli sviluppatori alle prime armi Non mancano tabelle esplicative e comparative grafici e screenshot d'esempio nonché alcuni casi di studio su e-commerce reali Un intero capitolo dedicato all'ottimizzazione per motori di ricerca SEO su Magento con la spiegazione tecnica di ogni singola funzionalità presente nella piattaforma Sono riportati infine i principali comandi in linea per la corretta manutenzione i più famosi plugin i migliori tool per gli store manager e le app specifiche per Magento *Prestashop 1.3 Beginner's Guide* John Horton,2010-06-14 Build and customize your online store with this speedy lightweight e-commerce solution PrestaShop 1.5 Beginner's Guide John Horton Jose A. Tizon,2013-04-24 This

book is written in a friendly voice with lots of tips tricks and screenshots to help you set up extend and personalize your own online shop If you want to start your own e commerce business then this book will help you do that This book is for people who are interested in creating an online shop Basic HTML and CSS skills would be beneficial but are not required as we will provide you with all the code and know how you need *PrestaShop Technical Guide* Richard Johnson,2025-06-25

PrestaShop Technical Guide The PrestaShop Technical Guide delivers an authoritative exploration of PrestaShop s architecture and development ecosystem making it an essential reference for advanced developers technical architects and solution integrators Covering everything from the intricacies of core architecture including autoloading the MVC pattern and dependency injection to advanced event driven programming and hook systems this guide demystifies the platform s powerful extensibility features With clear explanations about configuration management and event dispatching readers gain a nuanced understanding of how PrestaShop operates beneath the surface This comprehensive manual dives deeply into PrestaShop s database layer and ORM guiding professionals through schema relationships the ObjectModel class modern and legacy database abstractions and advanced performance optimization It meticulously details module development from lifecycle management UI configuration and security to distribution on the Addons Marketplace empowering developers to write robust scalable and secure extensions Additional chapters on theme engineering ensure mastery of Smarty templates asset management responsive design accessibility and localization best practices for a truly global commerce presence Recognizing the real world challenges faced by contemporary PrestaShop practitioners the guide offers practical advice on API design system integration performance scalability and cloud deployments underpinned by rigorous coverage of security compliance and quality assurance With dedicated sections on DevOps automation continuous integration disaster recovery and end to end test strategies the PrestaShop Technical Guide equips readers with the expertise and tools necessary to build deploy and maintain high performance PrestaShop platforms in fast evolving digital landscapes **PrestaShop 1.3**

Theming Hayati Hashim,2010 Develop flexible powerful and professional themes for your PrestaShop store through simple steps Guide de l'utilisateur PrestaShop 1.6 Prestashop,2014 Utilisez 100% des fonctionnalites de votre logiciel

PrestaShop Enfin disponible sous forme de livre le guide utilisateur pour PrestaShop 1.6 contient le texte officiel produit par l equipe de documentation de PrestaShop Le guide indispensable pour creer sa boutique en ligne et reussir son projet e commerce A travers ses nombreux chapitres ce livre vous fournit toutes les informations necessaires pour lancer votre propre boutique en ligne Decouvrez les nombreuses caracteristiques uniques de PrestaShop et comment les activer afin de tirer le meilleur parti de cette application open source et amener plus de clients a naviguer dans votre catalogue Apprenez a personnaliser votre boutique avec des themes et des modules a ameliorer vos ventes en decryptant les statistiques et a amener rapidement votre idee de boutique en ligne d un reve insense a une entreprise rentable **Guida per Prestashop**

1.7 Sergio D'Elia,2020-05-28 Guida introduttiva alla piattaforma di E Commerce Prestashop 1.7 Il manuale dedicato

principalmente ai venditori e ai giovani sviluppatori web illustra le aree pi importanti per la corretta gestione di un negozio online realizzato con Prestashop dall installazione della piattaforma ad alcuni trucchi per incrementare le vendite nello store. Questo manuale coadiuvato da numerosi approfondimenti focalizzandosi sulla continua evoluzione del CMS offre una guida completa ed accurata a tutti coloro che vogliano approcciarsi al complesso e dinamico universo dell e-commerce. Avere un sito web oggi fondamentale: l interesse relativo al mondo del commercio elettronico in netta crescita e per un'azienda piccola o grande che sia avere un nuovo canale di vendita pu rappresentare un notevole aumento di fatturato. Avvia la tua attivit online con uno dei CMS dedicati all e-commerce pi famosi al mondo. Incrementa gli ordini sul tuo sito web grazie agli utili consigli della guida e scopri tutti i segreti di questa straordinaria piattaforma.

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