# INFOSOFT IT SOLUTIONS

## Training | Projects | Placements

**Revathi Apartments, Ameerpet, 1st Floor, Opposite Annapurna Block, Info**

**soft it solutions Software Training& Development 905968394,918254087**

### MAGENTO E-COMMERCE PLATFORM TRAINING

## 1: Introduction to Magento

1. **Overview of E-commerce Platforms**
   - Importance of e-commerce
   - Comparison of popular e-commerce platforms
2. **Introduction to Magento**
   - History and evolution
   - Key features and capabilities
   - Magento versions (Magento Open Source vs. Magento Commerce)
3. **Magento Architecture**
   - Magento application structure
   - Request flow and lifecycle

## 2: Setting Up Magento

1. **System Requirements**
   - Server and hosting requirements
   - PHP, MySQL, and other dependencies
2. **Installing Magento**
   - Downloading and installing Magento
   - Configuration and setup wizard
   - Setting up the admin panel
3. **Basic Configuration**
   - Store settings
   - Currency setup
   - Tax configuration
   -

## 3: Managing Products

1. **Product Types**
   - Simple products
   - Configurable products
   - Grouped products
   - Bundle products
   - Downloadable products
2. **Product Attributes**
   - Attribute sets
   - Custom attributes
3. **Inventory Management**
   - Stock management
   - Backorders and pre-orders

## 4: Managing Categories and Catalogs

1. **Category Structure**
   - Creating and managing categories
   - Category hierarchy and nesting
2. **Catalog Management**
   - Catalog rules
   - Price rules and special pricing

## 5: Magento Themes and Layouts

1. **Introduction to Magento Themes**
   - Theme structure and files
   - Parent and child themes
2. **Customizing Themes**
   - Modifying existing themes
   - Creating custom themes

3. **Layout and XML Structure**
   - Layout XML files
   - Blocks and containers
   - Customizing page layouts

## 6: Magento Extensions and Customizations

1. **Understanding Magento Extensions**
   - Types of extensions
   - Installing and managing extensions
   - 
2. **Custom Module Development**
   - Introduction to module development
   - Creating a basic module
   - Module configuration and registration
3. **Event and Observer System**
   - Introduction to events and observers
   - Creating custom events and observers

## 7: Managing Customers and Orders

1. **Customer Accounts**
   - Customer registration and login
   - Managing customer information
2. **Customer Groups**
   - Creating and managing customer groups
   - Group-specific pricing and promotions
3. **Order Management**
   - Order lifecycle
   - Managing orders and shipments
   - Invoicing and credit memos

## 8: Marketing and SEO

1. **Promotions and Discounts**
   - Catalog price rules
   - Cart price rules
2. **SEO Best Practices**
   - SEO-friendly URLs
   - Meta tags and descriptions
   - Sitemap generation

3. **Content Management**
   - o Managing CMS pages and blocks
   - o Creating and managing widgets
   - o Blog integration

## 9: Payment and Shipping Methods

1. **Payment Methods**
   - o Configuring payment gateways
   - o Custom payment methods
2. **Shipping Methods**
   - o Configuring shipping options
   - o Custom shipping methods

## 10: Security and Performance

1. **Security Best Practices**
   - o Securing the Magento installation
   - o User roles and permissions
   - o Regular backups and updates
2. **Performance Optimization**
   - o Caching mechanisms
   - o Database optimization
   - o Frontend performance (CSS/JS optimization, image optimization)

# ADVANCE TOPICS ;-

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   - ○ Request flow and lifecycle

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   - ○ Grouped products
   - ○ Bundle products
   - ○ Downloadable products
   - ○ Virtual products
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   - ○ Attribute sets
   - ○ Custom attributes
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   - ○ Stock management
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   - Blog integration

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   - Configuring payment gateways (e.g., PayPal, Stripe)
   - Custom payment methods

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   - Configuring shipping options
   - Custom shipping methods

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## 11: Analytics and Reporting

1. **Built-in Reports**
   - o Sales reports
   - o Customer reports
   - o Product reports

2. **Google Analytics Integration**
   - o Setting up Google Analytics
   - o Tracking e-commerce transactions

3. **Advanced Reporting Tools**
   - o Using third-party reporting tools