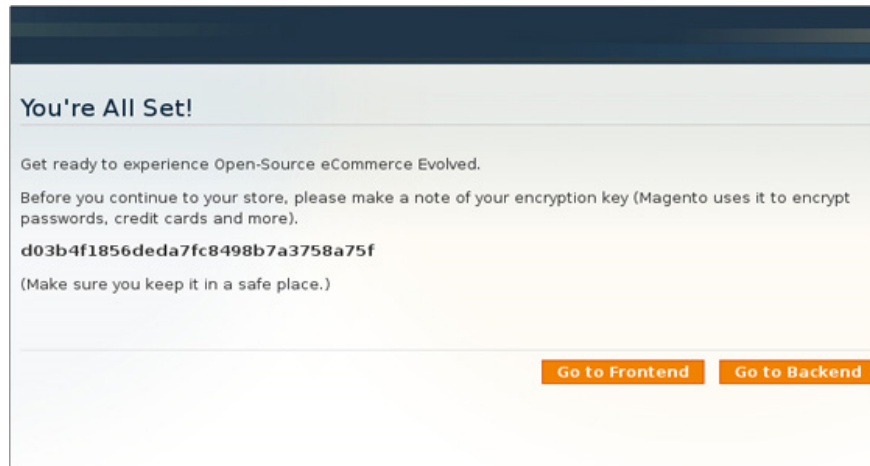


# Learn about Magento - Configuration and management

In the previous section of the article, we learned about the basic steps in installing Magento, and this time we will continue with the Magento Encryption Key - the main encryption information of the system, which is used. used to secure and store data in databases ...

**TipsMake.com** - In the previous part of the article, we learned about the basic steps in installing Magento , and this time we will continue with **Magento Encryption Key** - the main encryption information of the system. , which is used to secure and store data in the database.



Specifically, **Magento Encryption Key** will be stored in app / etc / local.xml file, and you can open it via cPanel> File Manager. This code will look like this:

Replace **ENCRYPTION\_KEY** with your real key. In case you want to move data to another Magento site, you will need to use this Encryption key. When you want to combine the data in the old database with the new installation process, make sure that the encryption key from the old database is correctly imported into the local.xml file of the new website, otherwise the data is encrypted and hosting on the new website will not work.

## Some key features of Magento:

1. **Analytics and Reporting** : **Magento** 's functional code has been integrated with **Google Analytics** , so users will be easier to analyze and create reports.

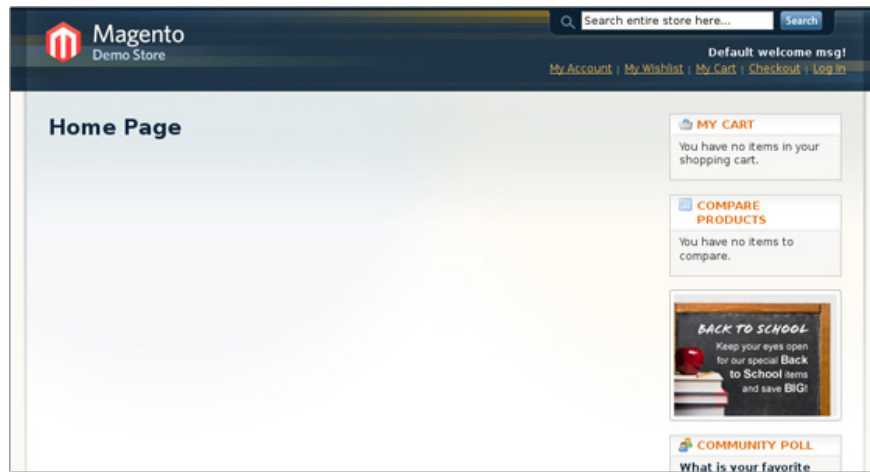
2. **Product Browsing** : supports a variety of illustrations for users' products, multiple review options, and wishlist .
3. **Catalog Browsing** : easy to navigate, create multiple views and filter products based on detailed information, compare products .
4. **Catalog Management**: manage inventory lists, support import and export mechanisms for multiple products, multiple tax calculation mechanisms, add or remove product attributes .
5. **Customer Accounts**: store customer history and status information, create product email and **RSS feeds** for wishlist products, default delivery and billing addresses .
6. **Customer Service**: improve many more features for different customer accounts, sample **Contact Us** , easily monitor the entire operation history, change the priority of emails .
7. **Order Management**: create sort order through **Admin** decentralized area, many options to set up **Call Center** .
8. **Payment** : supports a variety of payment and transfer modes: credit cards, PayPal, Authorize.net, Google Checkout, checks, money order, support for a wide range of expenses such as Cybersource, ePay, eWAY .
9. **Shipping** : delivery to many different addresses, shipping fees, support for UPS, UPS XML, FedEx, USPS and DHL.
10. **Checkout** : the checkout process is quite simple, supports SSL security mechanism, easy checkout without account.
11. **Search Engine Optimization** : 'friendly' with all Search Engines today, supporting Google SiteMap.
12. **International Support**: supports a variety of language and currency modes, listing the entire list of countries registered for delivery and purchase.
13. **Marketing Promotions and Tools** : many options for creating coupon programs, discount and various promotions.
14. **Site Management** : easy to manage and control many different websites, multilingual, tax rate, support the US market and many different countries .

## Create 'stall' with Magento:

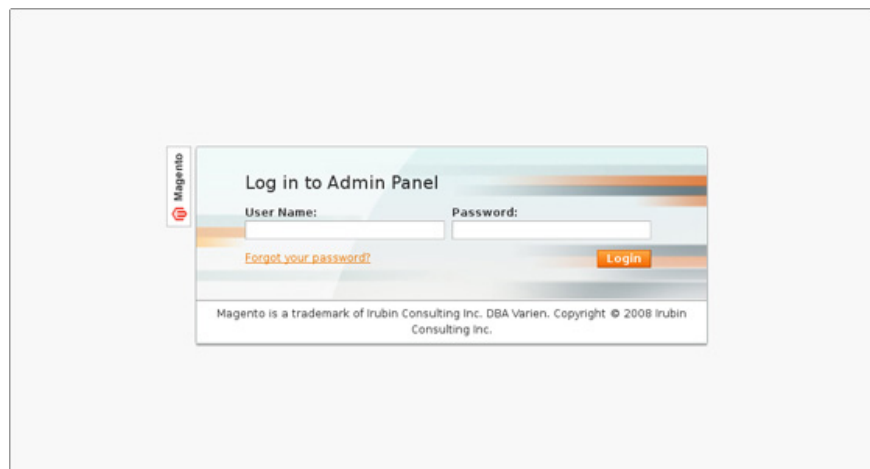
After completing the basic installation process of Magento, we will continue with the setup and configuration of the necessary specifications for the website. In the next section of this article, we will take a look at the basic options in Magento, including:

1. Login to Magento system.
2. Configure Magento system.
3. Manage categories in Magento.
4. Product management in Magento.
5. Catalog system.
6. Promotion with Magento.
7. Functional report in Magento.
8. Main access path in Magento.

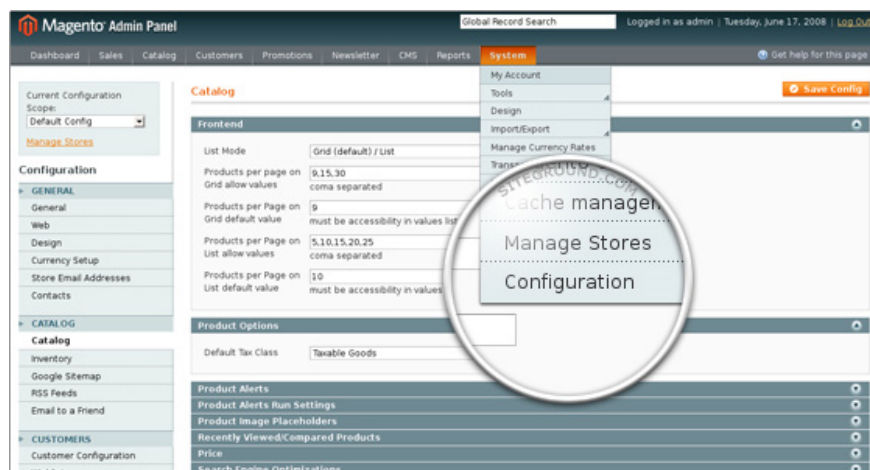
In default mode, the main interface of **Magento** will look like this:



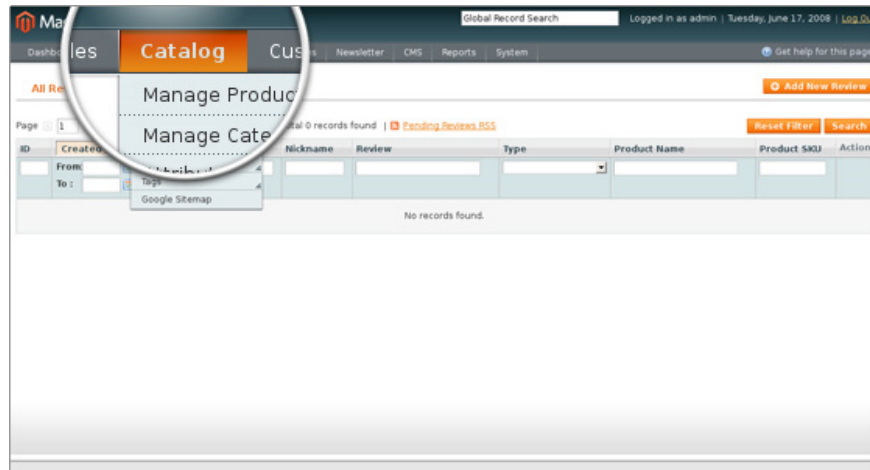
Log into Magento administration: the first thing to do in this whole process is to open the main administration interface:



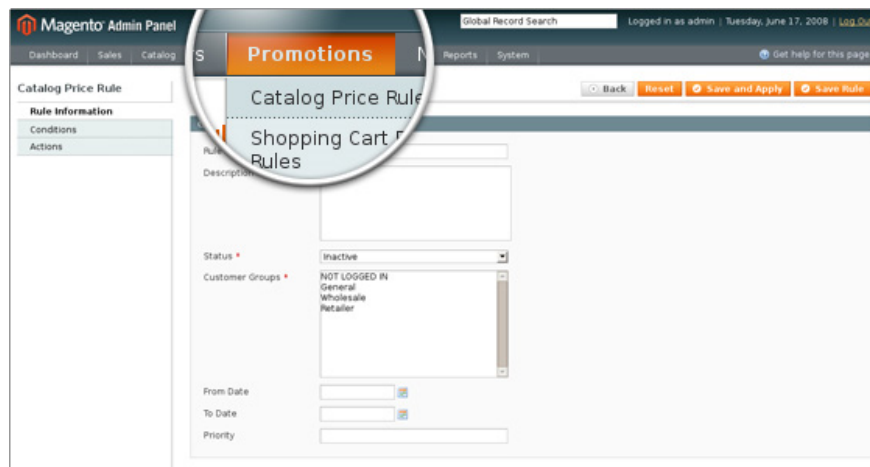
System configuration: log in with the information initialized during the installation process, then go to **System**>**Configuration** . Here, you can customize the options according to the needs of individuals:



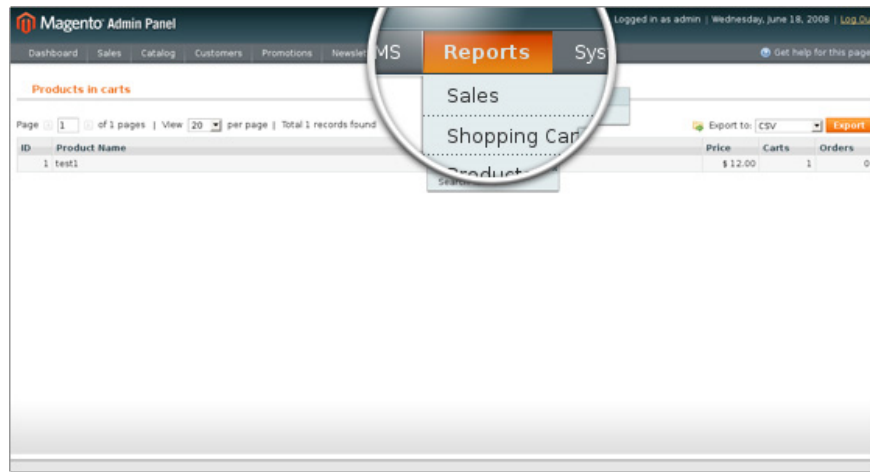
Magento catalog system: from **Catalog** section, we can easily manage many different properties, change the URL corresponding to the product, perform search operations, change tag parameters, create review and rating via **GoogleMap**:



**Promotions** list in Magento: with the function of creating and managing this promotion, users can easily create and set up rules specifically for each customer group with many different stages:

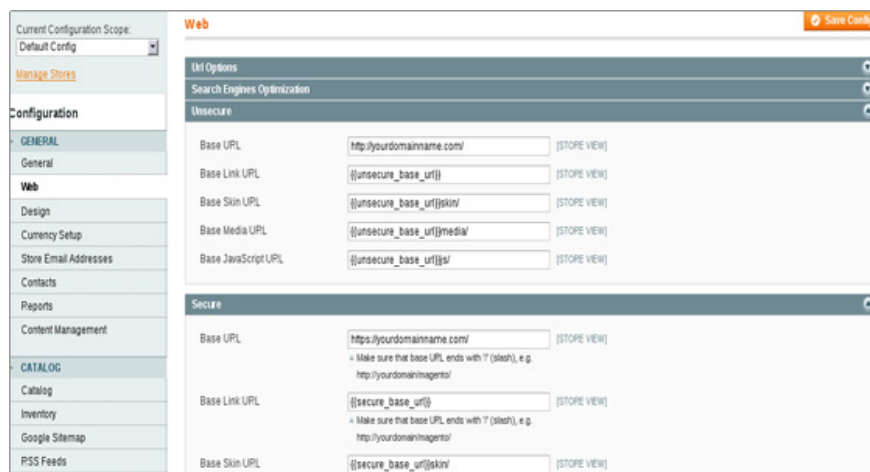


Besides, Magento also supports the mechanism of statistics and report creation based on general details through **Reports** :



Or if you want to configure Magento to work with other domains, you can do this by changing the **Magento Base URL option** in the main management section. Open **System> Configuration** and select the **Web** part in the left menu, select the **Unsecure** option then change the **Base URL** field to set that URL to be used by normal connections - HTTP.

In case you want to configure the URL with the **HTTPS** secure connection **protocol** , select **Secure> Base URL** . Note that if you want to use HTTPS with a domain but do not want to receive alert information about SSL, you need to purchase a certificate, confirm SSL Private.



>>>>Video reference:

Good luck!

You finished reading the article "**Learn about Magento - Configuration and management**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.