

# OpenCart

## E-commerce platform

Prepared by: Abeer AlDayel and Nouf AlRomaih

## Introduction

OpenCart is free open source ecommerce platform for online merchants. It is a module based system which allows users to easily extend the functionality for their needs. It comes with 11 modules that are quick and easy to configure like bestsellers, cart and category modules.



## Installation steps

Before start using OpenCart you have to follow the following 3 basic steps:

1. **Order a web hosting (000webhost).**
2. **Installing and configuring the FTP client (FileZilla client).**
3. **Downloading opencart ([version 1.5.6](#)).**

### Step1: Order a web hosting (000webhost)

000webhost is a free web hosting services supports PHP and MySQL. Go to <http://www.000webhost.com/> and order web hosting as shown in figure 1. Choose your subdomain and

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complete the requested information.

The screenshot shows the registration page for 000webhost.com. At the top, there is a navigation bar with links for 'FEATURES', 'ORDER NOW', 'EARN MONEY!', and 'CONTACT US'. The main heading is 'Order Free Web Hosting'. Below this, there are two options for domain selection: 'I want to host my own domain (domain must be registered already)' with a text input field for 'www.' and a dropdown menu, and 'or, I will choose your free subdomain (recommended)' with a text input field and a dropdown menu set to '.site40.net'. There are fields for 'Your name', 'Your email (account details will be sent there)', 'Password (at least 6 symbols, both letters and numbers)', and 'Type password again'. A 'Sign Up!' button is prominently displayed. Below the sign-up button, there is a CAPTCHA section with the instruction 'Type 2 words that you see in the image:' and a 'Create My Account' button. On the right side, there is a vertical menu of links including 'Home', 'View All Features', 'Free Domain Hosting', 'Free PHP Hosting', 'Free Hosting with MySQL', 'Free cPanel Hosting', 'Website Builder', 'Fantastico Autoinstaller', 'Frequent Questions', 'Web Hosting Reviews', 'Website Templates', 'Affiliate Program', 'Billing Software', 'Visit our Forum', 'Contact / Report Abuse', and 'Members Area'. At the bottom right, there is a Facebook widget showing 'Free Hosting' with 422,194 likes and a Google+ widget showing '+593 Recommend this on Google'.

Figure 1 choose subdomain

## Step 2: Installing and configuring the FTP client (FileZilla client)

The **FileZilla client** (not the server) can be downloaded from <http://filezilla-project.org/> . After the FileZilla client installed, open it and connect to the web server by entering the following information the *host name, username and the password* (leave the port empty) and click on Quick connect Figure 2. You can find the information about your website from 000webhosting under the CPanel as shown in Figure 3. In the CPanel page you will find the needed information at the right side of web page as presented in figure 4.

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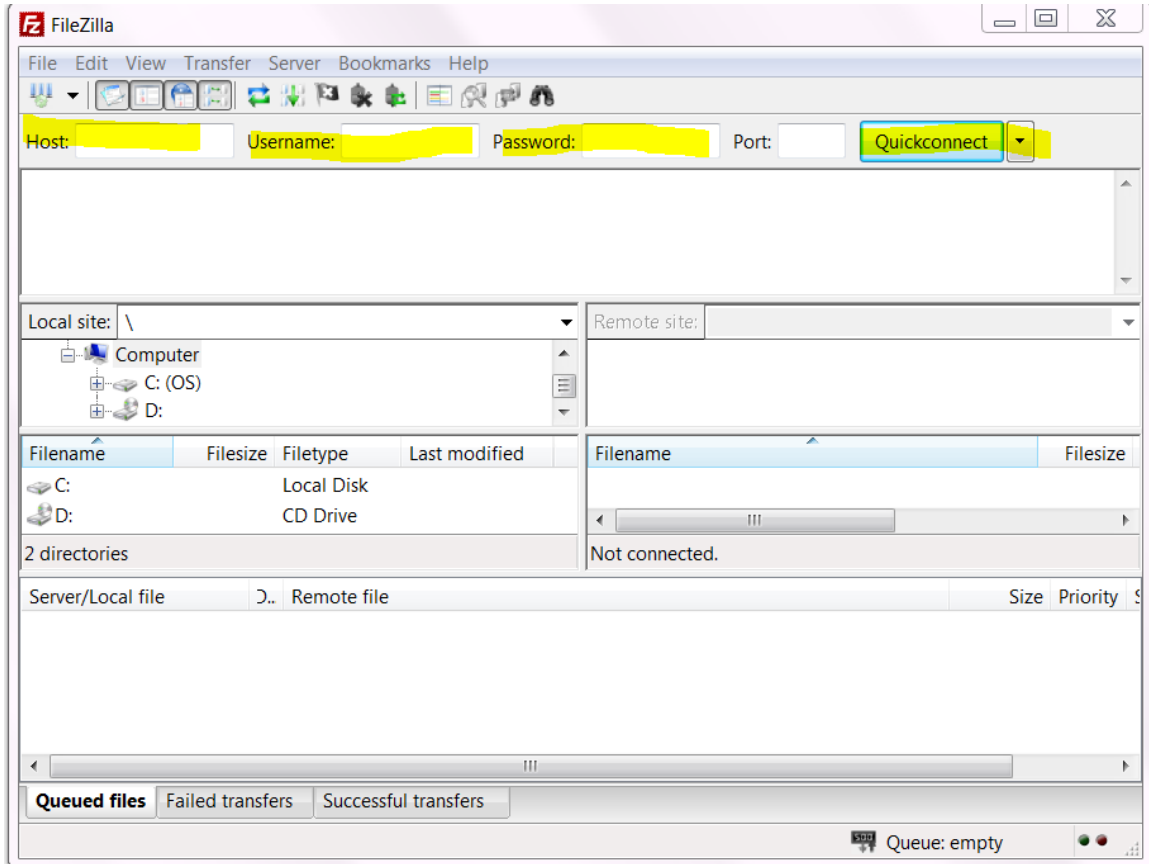


Figure 2 the connection to web server

### List of your domains

» Domain	» Status	» Action
atray.site50.net	Active	<a href="#">Go to CPanel</a> 

If you like our free hosting services you can help us in any of these 3 ways:

Figure 3 .000webhost CPanel

» Account Information	
Domain	atray.site50.net
Username	a4743686
Password	*****
Disk Usage	45.02 / 1500.0 MB
Bandwidth	100000 MB (100GB)
Home Root	/home/a4743686
Server Name	server18.000webhost.com
IP Address	31.170.160.82
Apache ver.	2.2.19 (Unix)
PHP version	5.2.*
MySQL ver.	5.1
Activated On	2014-11-01 07:47
Status	Active
Plan	Free (Upgrade!)

Figure 4 website information

### Step 3: Uploading OpenCart's files

Download and extract the OpenCart ([version 1.5.6<sup>1</sup>](#)) zip file. You will find the "upload" folder that contains all the files needed to upload OpenCart to a web server. From FileZilla go to public\_html folder (in the right panel) and drag and drop the upload folder contents under the public\_html folder as shown in figure 5. This may take about 40 minutes depends on the speed of your internet connection. After FileZilla finishes uploading the files to the location specified, you will be able to proceed to next step to create a database for the shop and launch the auto installer.

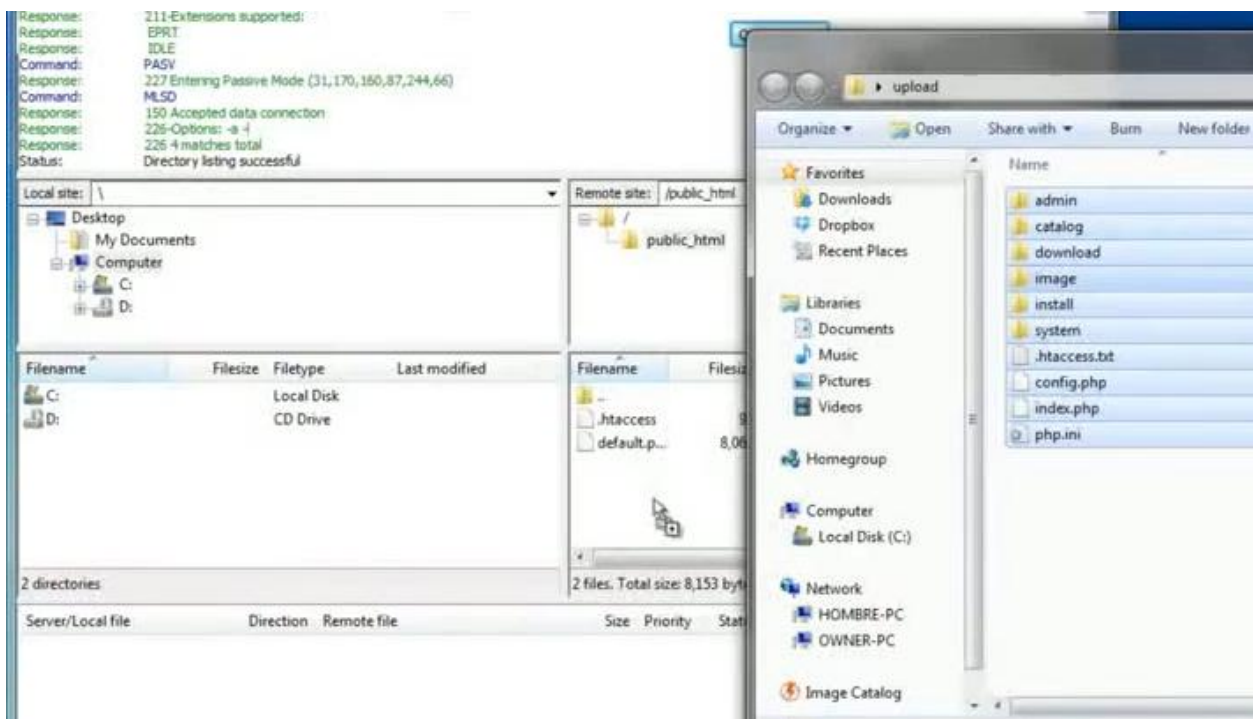


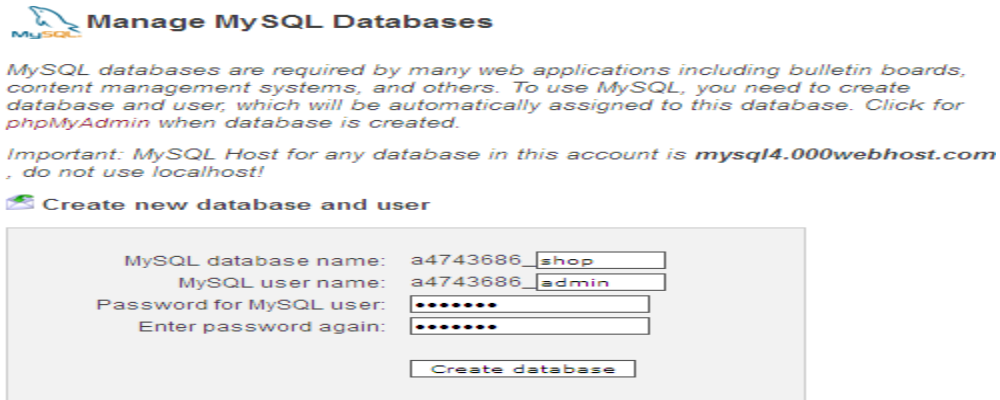
Figure 5 public\_html folder

#### A. Create database

Go to your domain CPanel (on 000webhost) and click on MySQL under Software and services section. In the Manage MySQL databases page enter the name of the database the username and password, and click on create database button. In the same page you will find the list of databases and its related information (Figure 6 and 7).

<sup>1</sup> This version is compatible with 000webhosting. The newer version of OpenCart required a PHP version 5.3 or more which is not supported by 000webhosting.

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**Manage MySQL Databases**

MySQL databases are required by many web applications including bulletin boards, content management systems, and others. To use MySQL, you need to create database and user, which will be automatically assigned to this database. Click for phpMyAdmin when database is created.

*Important: MySQL Host for any database in this account is **mysql4.000webhost.com**, do not use localhost!*

**Create new database and user**

MySQL database name:

MySQL user name:

Password for MySQL user:

Enter password again:

Figure 6 create new database



List of your current databases and users:

» MySQL Database	» MySQL User	» MySQL Host	» Action
a4743686_shop	a4743686_admin	mysql4.000webhost.com	 

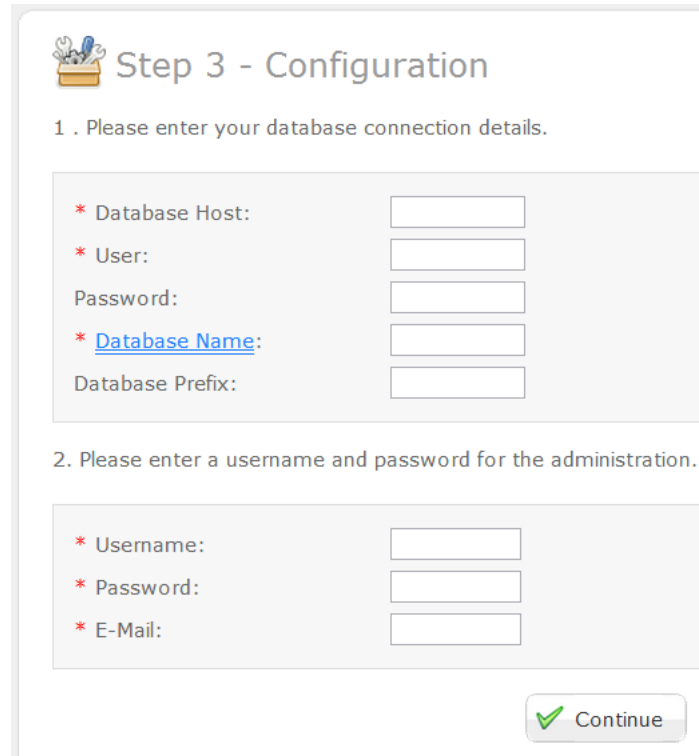
Figure 7 list of databases

### B. Launch the auto-installer

Go to your web browser and enter your website URL. The auto-installer wizard will appear. Read through the license, check "I agree to the license", and press "Continue". In Step 3 of auto-installer wizard you need to fill in the spaces below part 1 by adding the database connection details (username/password, database name) established in part A. Under part 2, you should create a new username and password for administration access to the OpenCart shop. When finished, press "Continue". Now that installation is complete. You should delete the "install" folder in the Remote Site section of Filezilla for security reasons. You now have the ability to log into the administration side of your shop website by typing **your\_domain/admin** in your web browser and use the login information that you specified in step 3 part2. After the install, you should make the necessary steps towards improving the design of your OpenCart store. More information on openCart installation and administration are available on:

<http://docs.opencart.com/display/opencart/Installation>

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**Step 3 - Configuration**

1 . Please enter your database connection details.

\* Database Host:

\* User:

Password:

\* [Database Name](#):

Database Prefix:

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

\* Username:

\* Password:

\* E-Mail:

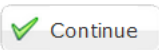
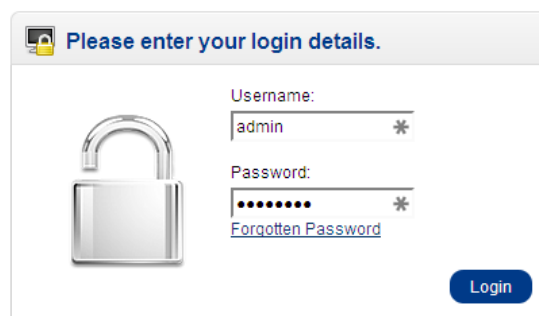
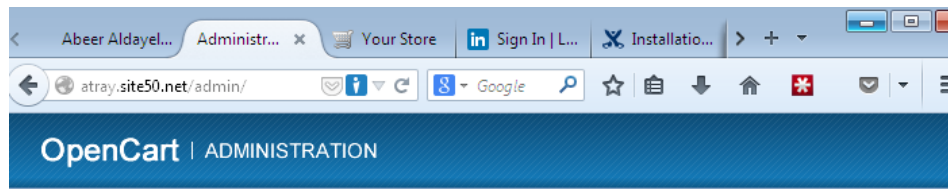



Figure 8 Step 3 of auto-installer



**Please enter your login details.**



Username:

Password:

[Forgotten Password](#)

Figure 9 the administration side of your shop website

## Getting Started

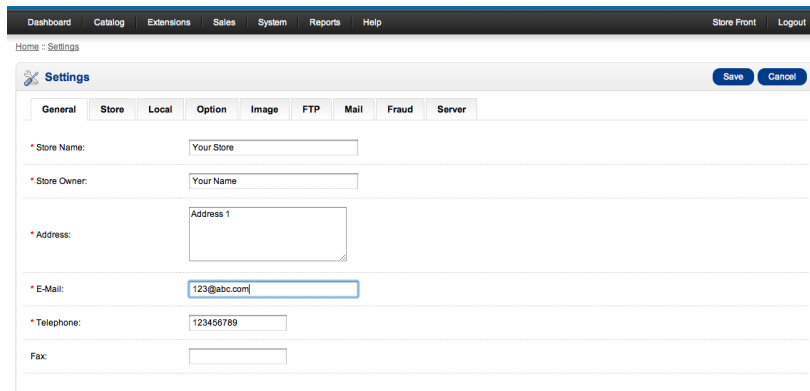
There are a number of steps required after installing OpenCart to get started selling from your online store. An OpenCart store is comprised of a Frontend and Admin interface. This section will primarily focus on Admin interface functions and settings. These settings should be tested on the frontend before your site is launched. Following the steps in this guide will get your store to a ready to use state from installation. This guide assumes that you have admin login credentials and are able to login to your store's Admin interface as shown in Figure 9.

## System Settings

The first thing a new OpenCart store requires is correct settings. Store settings include your store's logo, name, contact details, some tax, stock and product settings, and server settings. For a full coverage of these please see the Settings documentation page. It is recommended that you go through all these settings to make sure they are correct for your store's requirements. This guide will only cover those which will always need to be set for a new OpenCart store. Settings are under the System menu in your OpenCart admin, and are unique to each store in a multistore setup.

## General Settings

Most General Settings are required. Under General Settings you will need to set your store's name, owner, address, email and phone number. These will be used for your store's contact page and order invoices Figure 10.



The screenshot shows the OpenCart Admin interface. At the top, there is a navigation menu with items: Dashboard, Catalog, Extensions, Sales, System, Reports, Help, Store Front, and Logout. Below this, the breadcrumb trail reads 'Home : Settings'. The main content area is titled 'Settings' and has a 'Save' button and a 'Cancel' button. There are several tabs: General, Store, Local, Option, Image, FTP, Mail, Fraud, and Server. The 'General' tab is selected. The form contains the following fields:

- Store Name: Your Store
- Store Owner: Your Name
- Address: Address 1
- E-Mail: 123@abc.com
- Telephone: 123456789
- Fax: (empty)

Figure 10 the administration side of your shop website

## Store Settings

Store Settings need to be changed from the default settings of "Your Store", etc., to your actual Store Name and a description of your store for search engines Figure 11.

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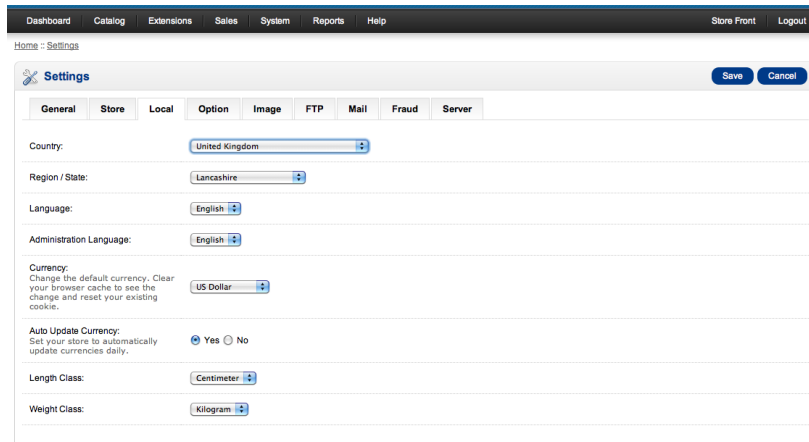


Figure 11 Store settings

## Local Settings

Local Settings allow you to choose the Country that your store is operating from. You can also choose the default currency for your store. If your store accepts multiple currencies, you will need to select whether OpenCart should automatically update based on current exchange rates.

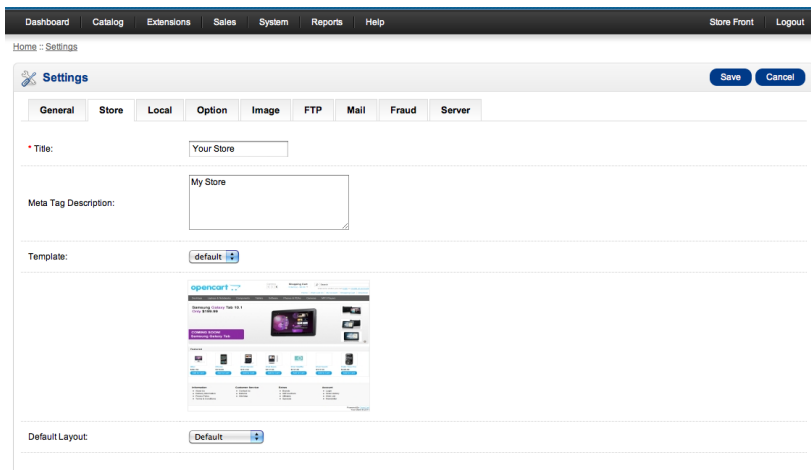


Figure 12 Local settings

## Image Settings

Next, you will need to select a logo for your store and upload it via the Image Settings tab. The logo must be a suitable size and shape for your theme, and should ideally be a jpg or png file. You can also choose a favicon at this point. This is the small image that displays in a browser when you visit a site. Typically, favicons are 16px by 16px, and OpenCart requires a png file for favicons.



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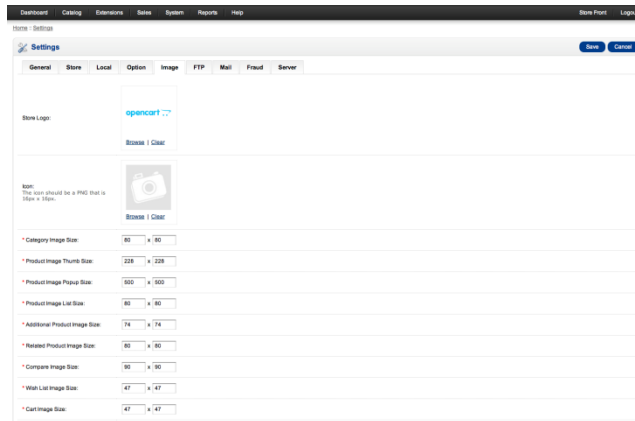


Figure 13 Image setting

## Server Settings

There are two important settings under the Server tab of your OpenCart store's System Settings.

SEO URLs. If you wish to have search engine optimized URLs in your store then you will need to set this to yes. You will also need to follow the instructions on setting up SEO URLs to make sure these work correctly, but it is an important step for getting the best possible result for your store from search engines.

The Display Errors option should always be set to No for a live store. This will prevent your customers seeing any errors in your store's code while using your site. Your developer will still be able to diagnose and repair these issues using the error logs.

## Accepting Payments and Adding Taxes

Once your settings are correct, you will need to select the payment gateway you wish to use. If your store needs to charge taxes on purchases, these should also be setup via your admin interface as described below.

## Payment Gateways

OpenCart supports many Payment Gateways out of the box. If your payment gateway is not supported, you can find and install additional gateways from the OpenCart extension store. In order to choose the payment gateway your store will use, go to the Extensions menu, and the Payments submenu. This page will show you a list of all the available payment gateways. Your store can use more than one payment gateway. In order to enable payment gateways first click the Install link corresponding to the gateway you wish to enable, then click the Edit link to set it up for your payment account. The Order field on each payment gateway's settings allows you to select the order in which payment options are displayed on your checkout page. Lower numbered payment options will always be shown above higher numbered options.

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Figure 14 Image setting

## Taxes

OpenCart offers a number of different Tax options by default. Taxes are location dependent, so you can charge different tax rates to customers in different geographical locations, according to local tax rules. Tax rates are set up under System > Localisation > Taxes > Tax Rates. If your required tax rate is not already present, you will need to create a new tax rate and add it. For example, the Tax Rate applicable to New Zealand is GST which is currently at 15%. New Zealand stores should therefore create a new Tax Rate called GST, set to 15%, and applicable to customers in the Geo Zone of New Zealand.

If you have product specific tax rates, you need to define each of these tax rates under the Tax Rates page. You will later choose which tax rate applies to each product, so you will be able to manage your product specific taxes at the product level.

## Shipping Method

Stores selling tangible goods will need to edit their shipping options. Shipping methods are selected under the Extensions > Shipping menu item. Just as with the Tax Rates above, you will need to Install and Edit the settings for the Shipping Methods your store will support. The documentation contains full instructions on setting your Shipping Method.

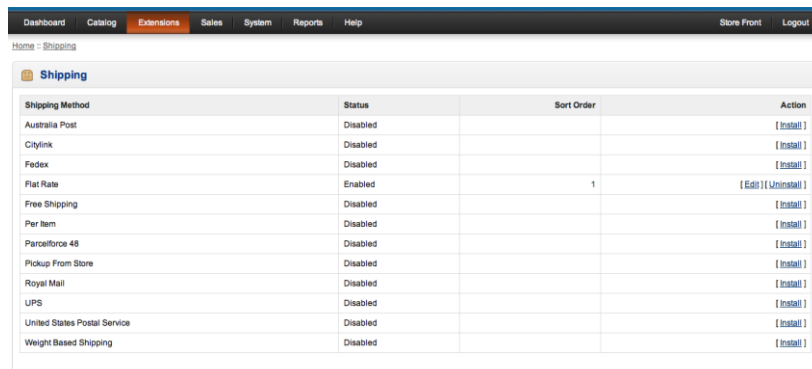


Figure 15 Shipping method

## Inventory Management

OpenCart's installation includes demonstration data to help you see how to setup your OpenCart store's inventory. This includes Categories, Manufacturers, Options, Attributes and Products and some home page Banners. These are the Apple iPods that you see when you first visit your store's frontend after installation. In order to get started with your store, you will need to replace these demo items with the actual categories, manufacturers and products your store will sell. There are two recommended ways to do this: You can manually edit these under the Catalog menu in your OpenCart store's admin. You can use an import tool to simplify the upload of your products in bulk. This is more practical for larger inventories or dropshippers, and will allow you to remove all existing items and replace them at the same time.

## Extensions, Modules and Themes

OpenCart functionality, look and feel are all controlled by modules and themes. The final step to get started with OpenCart is to check your Extensions > Modules page to ensure the functionality you want is enabled. The default banners can be modified under System > Banners, or removed via the Slideshow module at this point. You can also choose other modules that you wish to display, and the pages you wish to display them. The OpenCart defaults are sensible and will not necessarily need editing to get started, except for the default home page banners, which are for demonstration purposes only. If you do not find the functionality you need in your store, you can often add it as a 3rd Party Extension.

## Browsing the store front

This section is intended to be used as an introduction to the OpenCart default store front. The store front reveals how the customer views and interacts with the store. OpenCart comes with a default theme after a fresh installation:

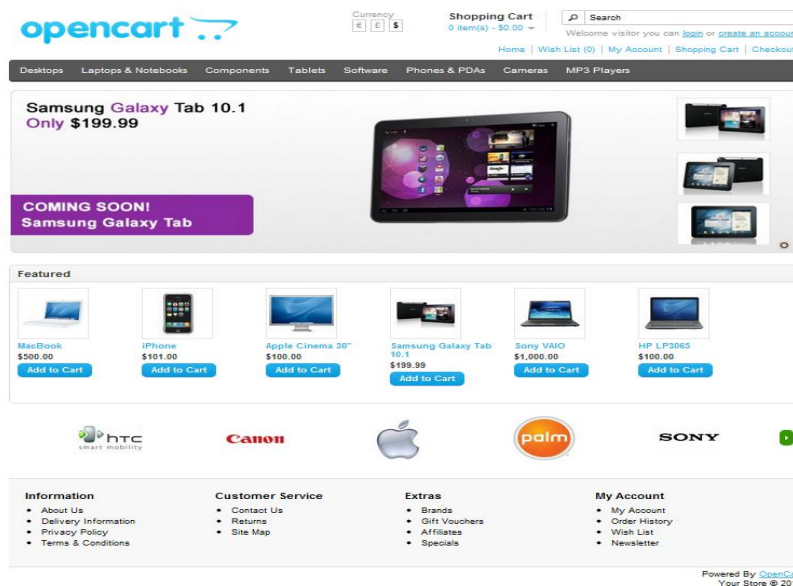


Figure 16 The default theme

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The products seen above are included as sample data with the OpenCart installation. These products can easily be removed and replaced with the shop's products later. You can find an ever expanding list of available themes at the OpenCart Extension Directory available here:

<http://www.opencart.com/index.php?route=extension/extension&path=1>

### **Navigating the shop**

The OpenCart default theme makes navigating a shop's products easily accessible to its customers. More information about the anatomy of the home page, the product pages, the shopping cart page, creating a customer account and the checking out process is clearly available in this link:

<http://docs.opencart.com/display/opencart/Browsing+the+store+front>

### **References**

Jennifer, (2013), 'OpenCart 1.5 Home', [Online] Available from:  
<http://docs.opencart.com/display/opencart>, [Accessed: 1h Nov 2014].