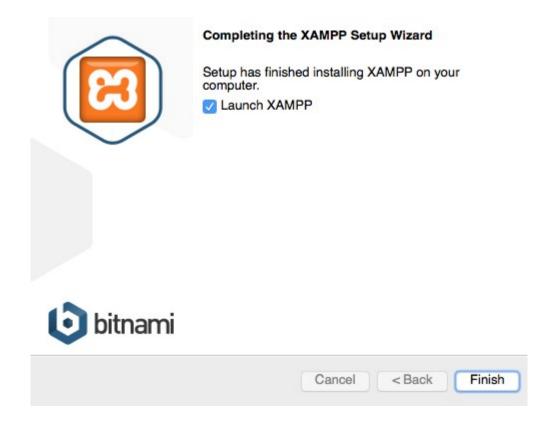
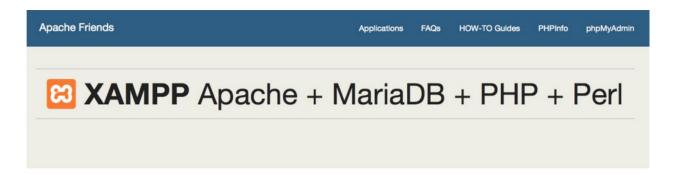
### **Chapter 1: Magento Fundamentals**







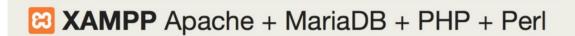


#### Welcome to XAMPP for Windows 5.6.14

translation missing: en. You have successfully installed XAMPP on this system! Now you can start using Apache, MariaDB, PHP and other components. You can find more info in the FAQs section or check the HOW-TO Guides for getting started with PHP applications.

Start the XAMPP Control Panel to check the server status.

Apache Friends Applications FAQs HOW-TO Guides PHPInfo phpMyAdmin



#### Welcome to XAMPP for Linux 5.6.14

translation missing: en. You have successfully installed XAMPP on this system! Now you can start using Apache, MariaDB, PHP and other components. You can find more info in the FAQs section or check the HOW-TO Guides for getting started with PHP applications.

Start the XAMPP Control Panel to check the server status.

Apache Friends

Applications

FAQs

HOW-TO Guides

PHPInfo

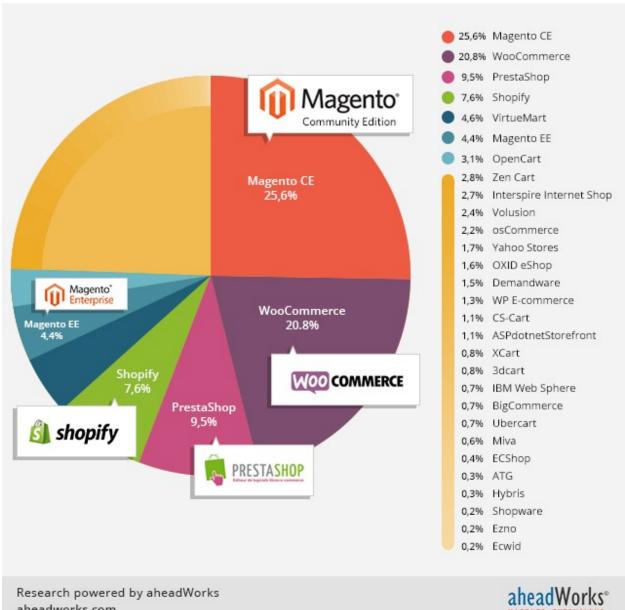
phpMyAdmin

XAMPP Apache + MariaDB + PHP + Perl

#### Welcome to XAMPP for OS X 5.6.14

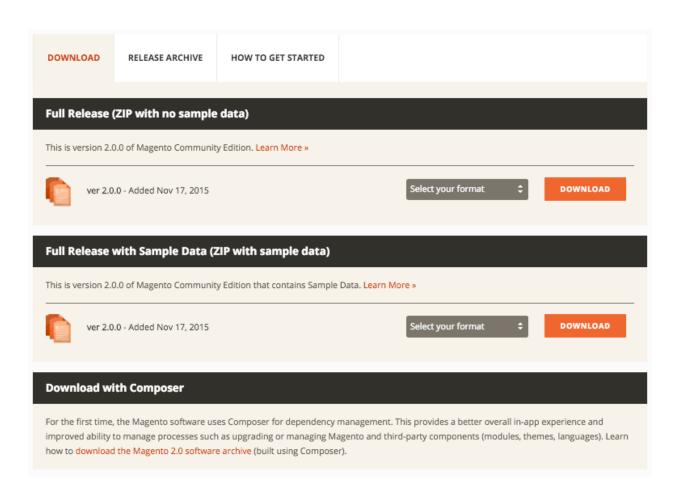
translation missing: en. You have successfully installed XAMPP on this system! Now you can start using Apache, MariaDB, PHP and other components. You can find more info in the FAQs section or check the HOW-TO Guides for getting started with PHP applications.

Start the XAMPP Control Panel to check the server status.



aheadworks.com





#### **Databases**





#### Version 2.0.0

Welcome to Magento Admin, your online store headquarters. Click 'Agree and Set Up Magento' or read Getting Started to learn more.

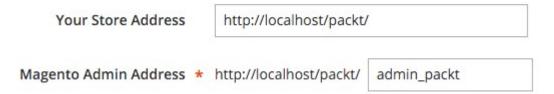
Terms & Agreement

Agree and Setup Magento

### Step 2: Add a Database

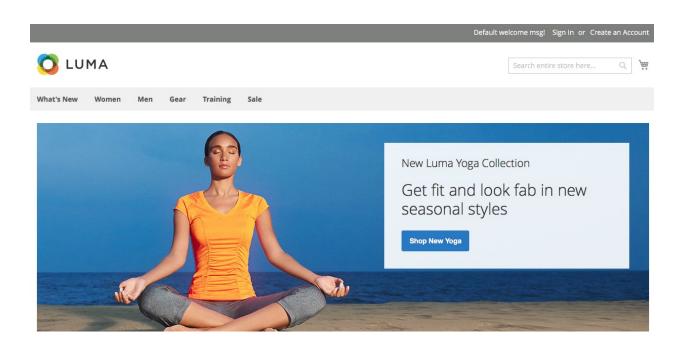
Database Server Host *	localhost
Database Server Username *	root
Database Server Password	(not always necessary)
Database Name *	packt
Table prefix	pkt_

Step 3: Web Configuration

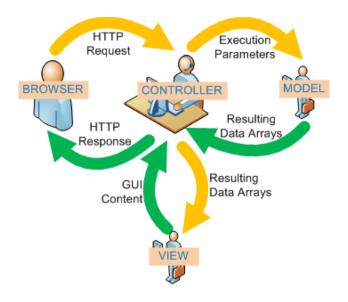


## Step 4: Customize Your Store

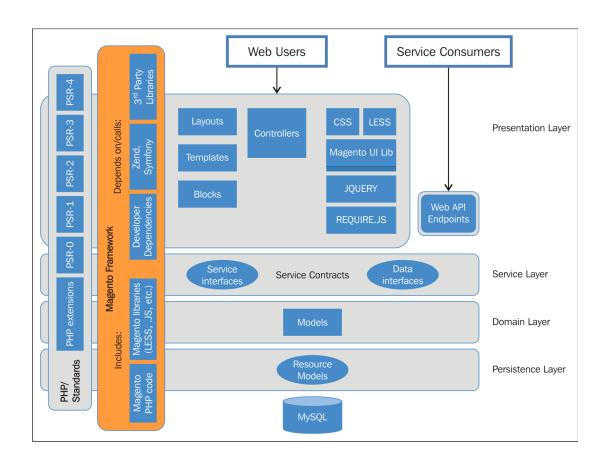






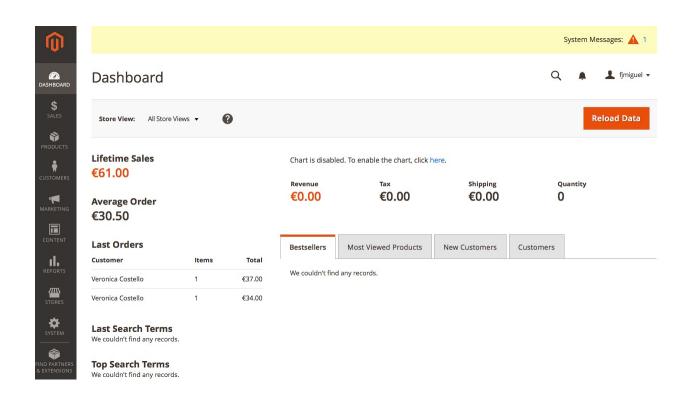


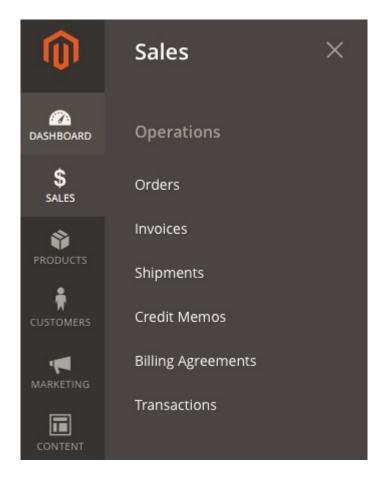
## **Chapter 2: Magento 2.0 Features**











♣ fjmiguel ▼ Orders **Create New Order** Q **Filters** ◆ Default View ▼ Search by keyword Columns 
 ▼ ± Export ▼ 2 records found Select Items ▼ per page 1 of 1 Grand Total (Base) **Grand Total** ■ Purchase Point Purchase Date Bill-to Name Ship-to Name ID Status Action (Purchased) 000000002 Main Website €37.00 Dec 9, 2015 6:51:45 €37.00 Veronica Veronica Complete View Main Website Costello Costello Store Default Store View

Veronica

Costello

€34.00

€34.00

Processing

View

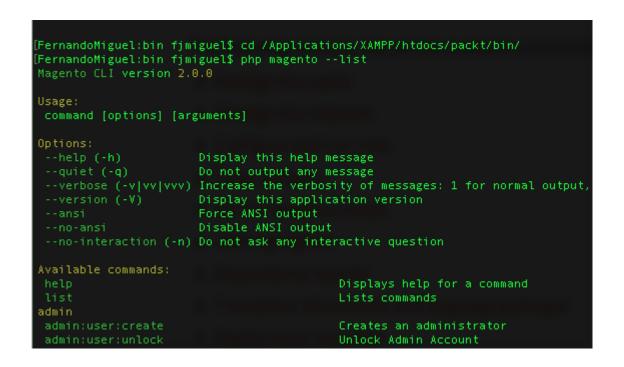
000000001

Main Website

Main Website

Store Default Store Dec 9, 2015 6:51:42 PM Veronica

Costello



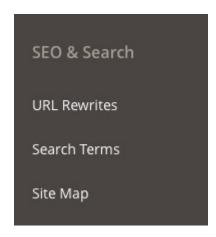
```
FernandoMiguel:bin fjmiguel$ php magento cache:status
Current status:
                           config: 1
                     layout: 1
block_html: 1
collections: 1
                           db_ddl: 1
             config_integration: 1
         config_integration_api: 1
full_page: 1
translate: 1
              config_webservice: 1
FernandoMiguel:bin fjmiguel$ php magento cache:disable
Changed cache status:
                           config: 1 → 0
                           layout: 1 → 0
                       block_html: 1 -> 0
                       reflection: 1 -> 0
             config_integration: 1 -> 0
         config_integration_api: 1 -> 0
                        full_page: 1 -> 0
                        translate: 1 -> 0
config_webservice: 1 -> 0
FernandoMiguel:bin fjmiguel$
```

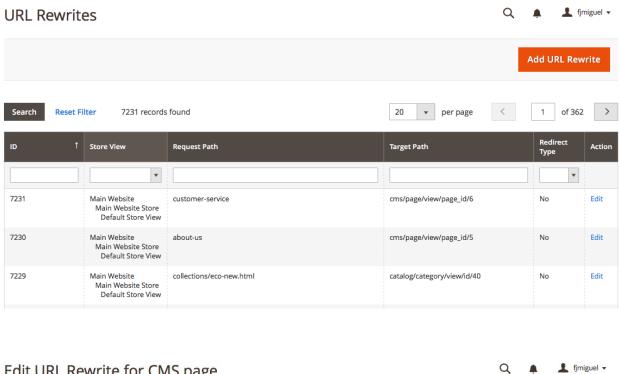
```
[FernandoMiguel:bin fjmiguel$ php magento indexer:info
customer_grid
catalog_category_product
catalog_product_category
catalog_product_price
                                              Customer Grid
                                              Category Products
Product Categories
                                              Product Price
catalog_product_attribute
cataloginventory_stock
catalogsearch_fulltext
                                              Stock
                                              Catalog Search
catalogrule_rule
                                              Catalog Rule Product
catalogrule product
                                              Catalog Product Rule
[FernandoMiguel:bin fjmiguel$ php magento indexer:status
Customer Grid:
Category Products:
                                                         Reindex required
Product Categories:
                                                         Reindex required
Product Price:
                                                         Ready
Product EAV:
Stock:
                                                         Ready
                                                         Ready
Catalog Search:
                                                         Ready
Catalog Rule Product:
                                                         Reindex required
Catalog Product Rule:
                                                         Ready
[FernandoMiguel:bin fjmiguel$ php magento indexer:reindex
Customer Grid index has been rebuilt successfully in 00:00:04
Category Products index has been rebuilt successfully in 00:00:01
Product Categories index has been rebuilt successfully in 00:00:00
Product Price index has been rebuilt successfully in 00:00:04
Product EAV index has been rebuilt successfully in 00:00:03
Stock index has been rebuilt successfully in 00:00:01
Catalog Search index has been rebuilt successfully in 00:00:04
Catalog Rule Product index has been rebuilt successfully in 00:00:05
Catalog Product Rule index has been rebuilt successfully in 00:00:03
```

## **Chapter 3: Working with Search Engine Optimization**

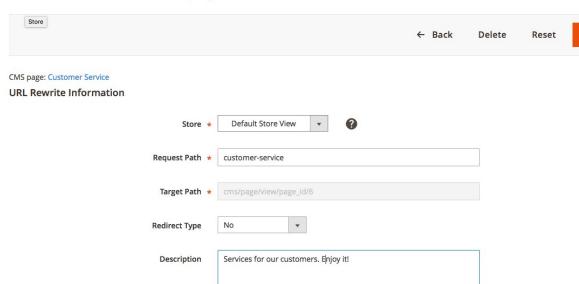
#### **HTML Head**

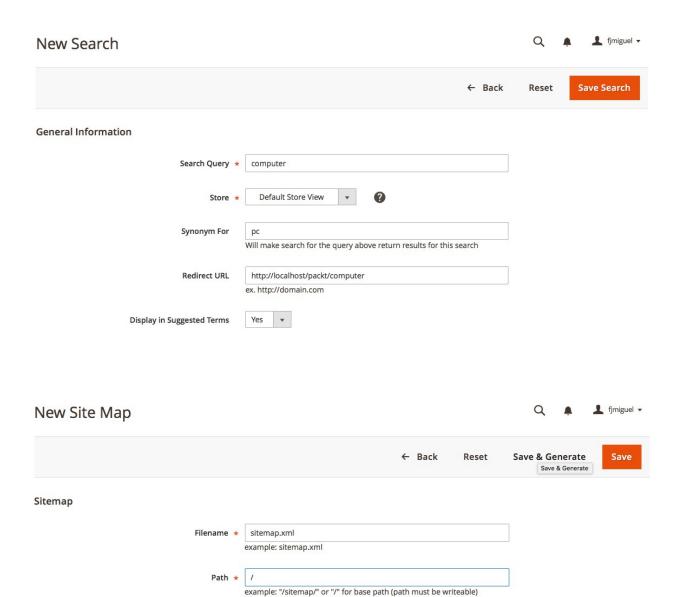
Favicon Icon	Choose File 110 THE SEJECTED	[STORE VIEW]
	Allowed file types: ICO, PNG, GIF, JPG, JPEG, APNG, SVG. Not all browsers support all these formats!	[STOKE VIEW]
Default Title	Magento Commerce	[STORE VIEW]
Title Prefix		[STORE VIEW]
Title Suffix		[STORE VIEW]
Default Description	Default Description	[STORE VIEW]
Default Keywords	Magento, Varien, E-commerce	[STORE VIEW]
Miscellaneous Scripts	<pre><li><li>k rel="stylesheet" type="text/css" media="all" href=" {{MEDIA_URL}}styles.css" /&gt;</li></li></pre>	[STORE VIEW]
	This will be included before head closing tag in page HTML.	
Display Demo Store Notice	No 🔻	[STORE VIEW]

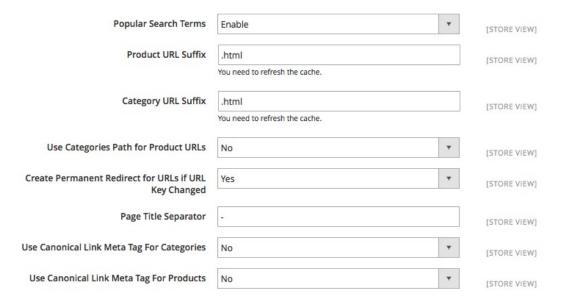


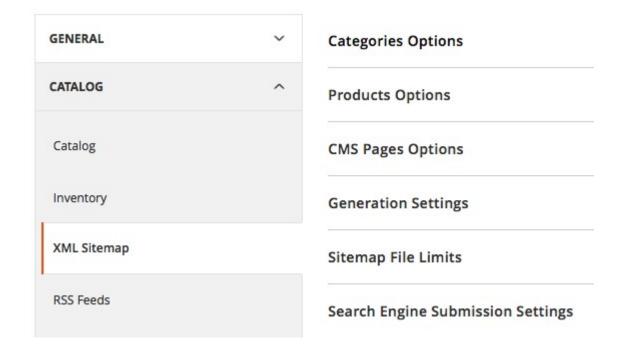


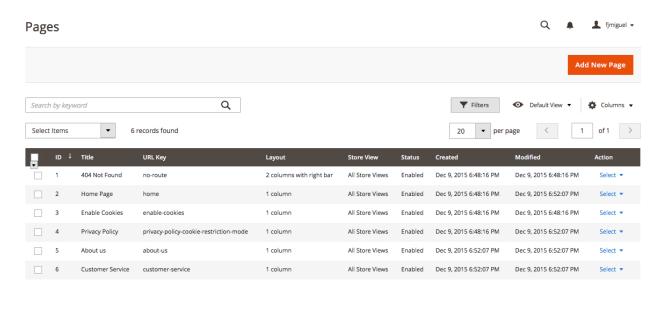
#### Edit URL Rewrite for CMS page

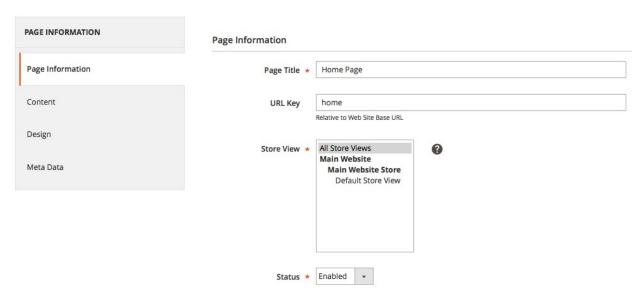


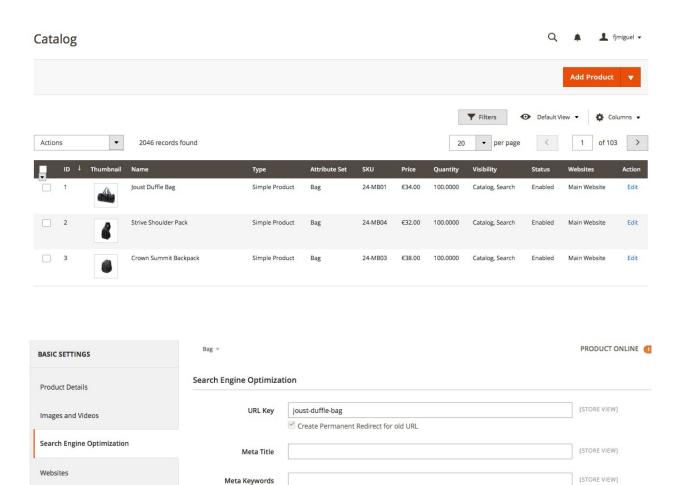












Meta Description

Maximum 255 chars

[STORE VIEW]

ADVANCED SETTINGS

General Information Display Settings Custom Design Category Products



# Chapter 4: Magento 2.0 Theme Development – the Developers' Holy Grail

## app/design/frontend/<Vendor>/

- <themel>
- <theme2>
- <theme3>
- · ...

```
<theme_dir>/
<Vendor>_<Module>/
     ■ web/
     css/
          source/
        layout/
          override/
     templates/
   etc/
i18n/
media/
web/
     css/
         □ source/
     fonts/
     images/
     js/
    composer.json
registration.php
theme.xml
```







C LUMA

Women

Me

Gear

Training

Sale







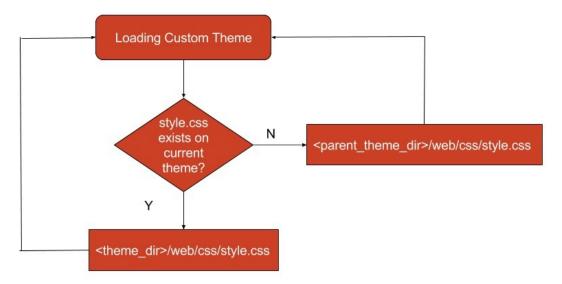
# Even more ways to mix and match

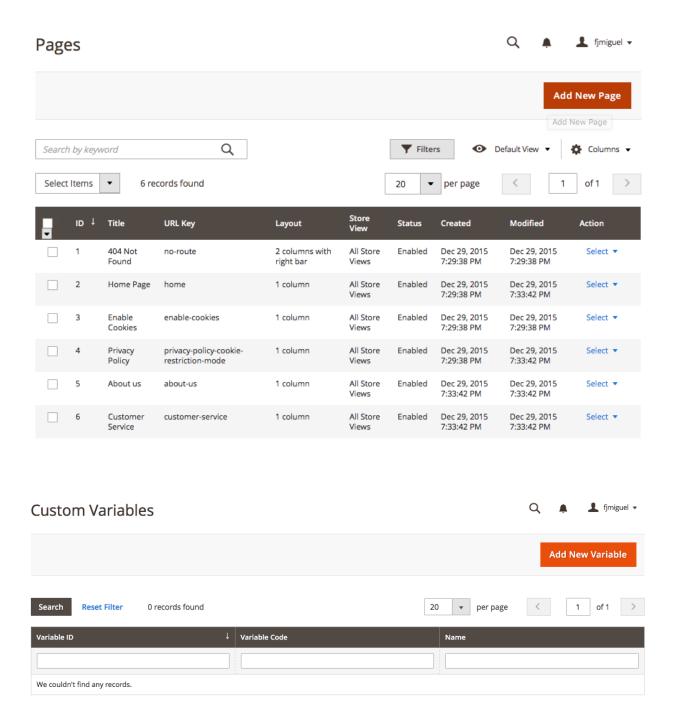
Buy 3 Luma tees get a 4th free

Shop Tees >



# Theme Inheritance Example





#### New Custom Variable



Q ♠ 1 fjmiguel ▼

#### Content

Content Heading

About us

#### Show / Hide Editor

<div class="about-info cms-content">

With more than 230 stores spanning 43 states and growing, Luma is a nationally recognized active wear manufacturer and retailer. We're passionate about active lifestyles – and it goes way beyond apparel.

At Luma, wellness is a way of life. We don't believe age, gender or past actions define you, only your ambition and desire for wholeness... today.

We differentiate ourselves through a combination of unique designs and styles merged with unequaled standards of quality and authenticity. Our founders have deep roots in yoga and health communities and our selections serve amateur practitioners and professional athletes alike.

<a href="{{store url="contact"}}">Contact Luma</a>

<a href="{{store url="customer-service"}}">Customer Service</a>

<a href="{{store url="privacy-policy"}}">Luma Privacy Policy</a>

<a href="{{store url=""}}">Shop Luma</a>

Developer: {{CustomVar code="dev\_name"}}

</div>

## About us

With more than 230 stores spanning 43 states and growing, Luma is a nationally recognized active wear manufacturer and retailer. We're passionate about active lifestyles – and it goes way beyond apparel.

At Luma, wellness is a way of life. We don't believe age, gender or past actions define you, only your ambition and desire for wholeness... today.

We differentiate ourselves through a combination of unique designs and styles merged with unequaled standards of quality and authenticity. Our founders have deep roots in yoga and health communities and our selections serve amateur practitioners and professional athletes alike.

Contact Luma

**Customer Service** 

**Luma Privacy Policy** 

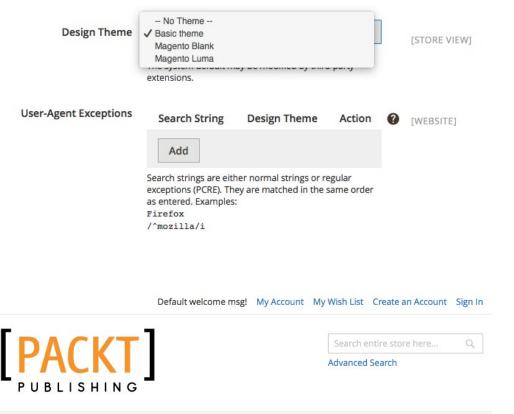
Shop Luma

Developer: Fernando J Miguel

# app/design/frontend/Packt/basic/ web/ css/ source/ fonts/ images/ js/



Design Theme



What's New Women Men Gear Training Sale

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Subscribe

## **Chapter 5: Creating a Responsive Magento 2.0 Theme**



## Dependency Manager for PHP

Getting Started	Download
Documentation	Browse Packages
Issues	GitHub

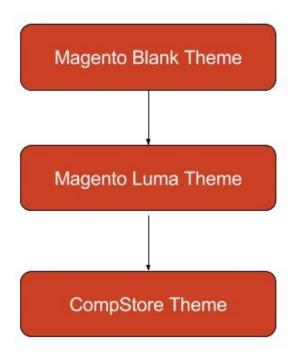
Authors: Nils Adermann, Jordi Boggiano and many community contributions

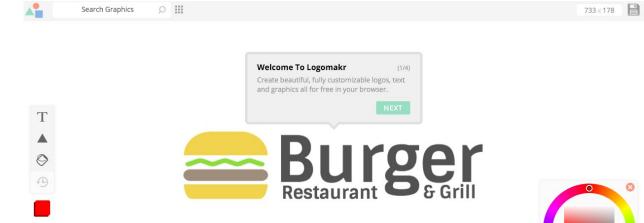
```
MacBook-Pro:/ fjmiguel$ composer
Composer version 1.0-dev (72cd6afdfce16f36a9fd786bc1b2f32b851e764f) 2
Usage:
 command [options] [arguments]
Options:
                                 Display this help message
                                 Do not output any message
  -V, --version
                                 Display this application version
                                 Force ANSI output
                                 Disable ANSI output
  -n, --no-interaction
                                 Do not ask any interactive question
                                 Display timing and memory usage info
     --profile
  -d, --working-dir=WORKING-DIR If specified, use the given director
                                 Increase the verbosity of messages:
3 for debug
```

#### Packt/compstore/ etc Magento\_Theme/ layout/ media/ web/ css/ source/ images/



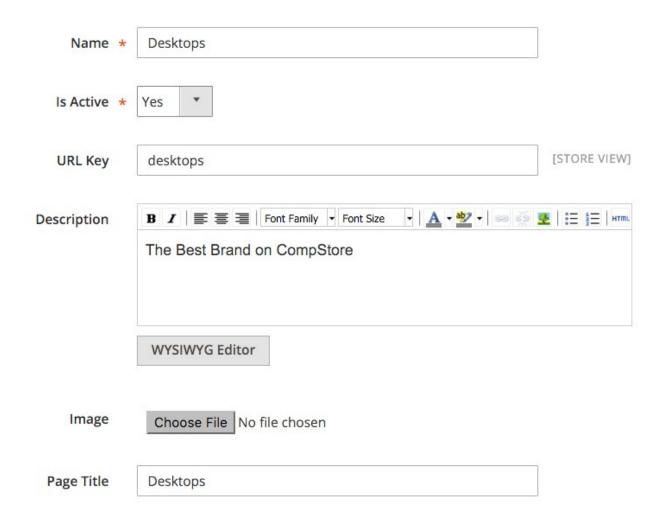
## CompStore Inheritance





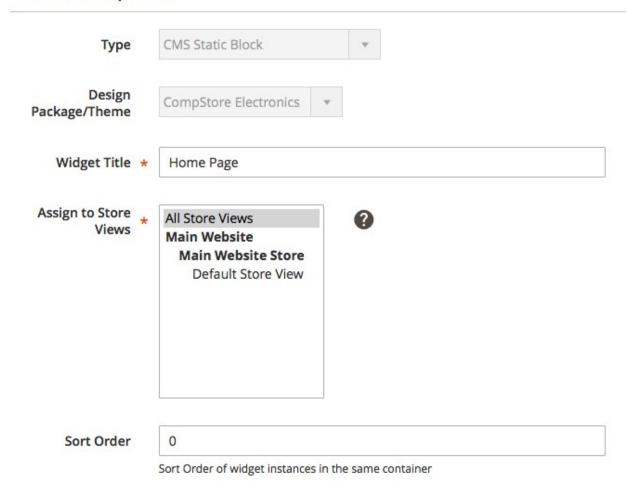




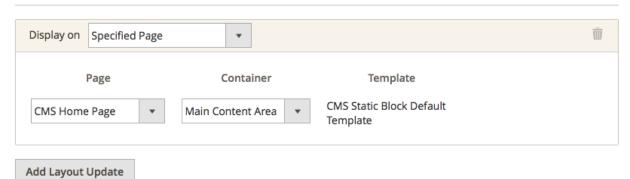


ID ↑	Thumbnail	Name	Туре	Attribute Set	SKU	Price	Quantity	Visibility
2055	9	Printer 3	Simple Product	Default	Printer3	\$80.00	10.0000	Catalog, Search
2054	A-Ly	Printer 2	Simple Product	Default	Printer 2	\$80.00	10.0000	Catalog, Search
2053		Printer 1	Simple Product	Default	Printer 1	\$80.00	10.0000	Catalog, Search
2052	5	Desktop 3	Simple Product	Default	Desktop3	\$500.00	10.0000	Catalog, Search

### **Storefront Properties**



#### **Layout Updates**



### **Widget Options**

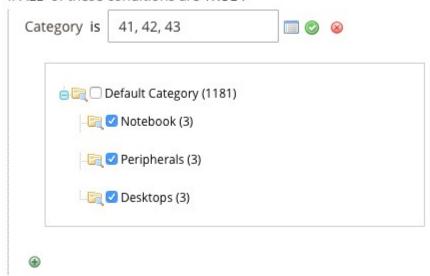
Block \* Home Page Block

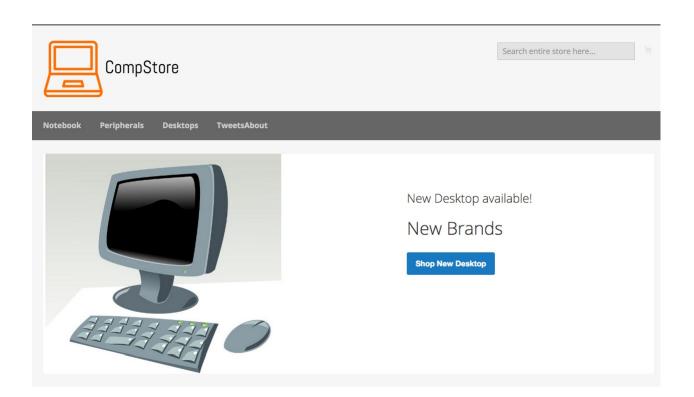
Select Block...

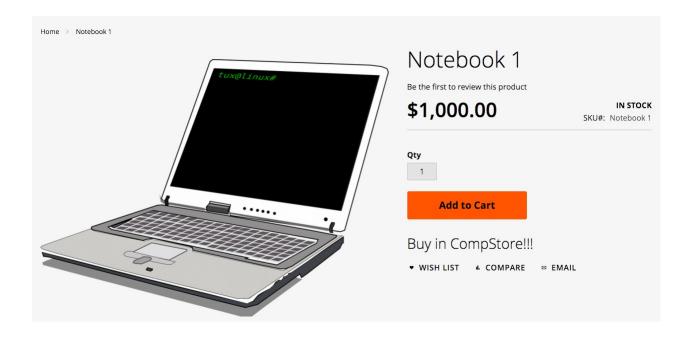


#### Conditions

If ALL of these conditions are TRUE:







# Chapter 6: Write Magento 2.0 Extensions – a Great Place to Go



# Module File Structure

	app	/ <vendor>/<module></module></vendor>
		Api/
		Block/
		Controller/
		etc/
		Helper/
		i18n
		Model
		Plugin
		view
		composer.json
		LICENSE.txt
		LICENSE_AFL.txt
		README.md
		registration.php
		The state of the s







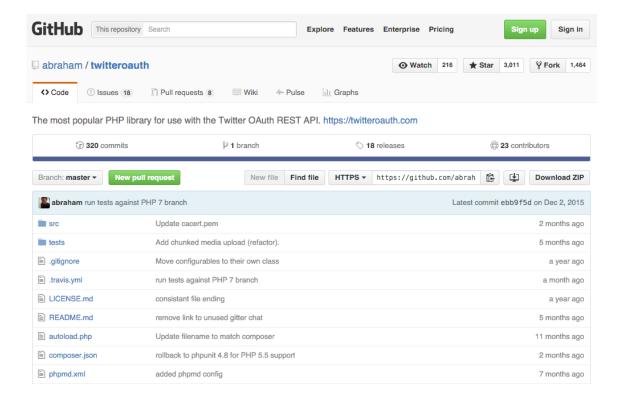
### Create an application

Application Details	
Name *	
TweetsAboutFM	
Your application name. This is used to attribute the source	ce of a tweet and in user-facing authorization screens. 32 characters max.
Description *	
Packt Publishing Magento 2.0 Development By	Example
Your application description, which will be shown in user	r-facing authorization screens. Between 10 and 200 characters max.
Website *	
http://www.packtpub.com	
Your application's publicly accessible home page, where source attribution for tweets created by your application (if you don't have a URL yet, just put a placeholder here in	N (10 × 10 × 10 × 10 × 10 × 10 × 10 × 10



### TweetsAbout Module Structure

app	/Packt/TweetsAbout
	Api/
	Block/
	Controller/
	etc/
	Observer/
	view/
	composer.json
	LICENSE.txt
	LICENSE_AFL.txt
	README.md
	registration.php





Notebook

Peripherals

Desktops

**TweetsAbout** 

## TweetsAbout Module

### Recent TweetsAbout:

- Magento
- Packtpub
- · PHP



Search entire store here...



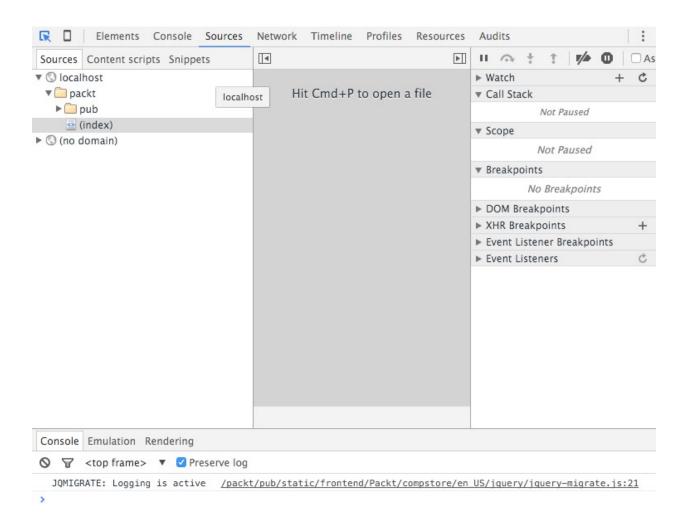


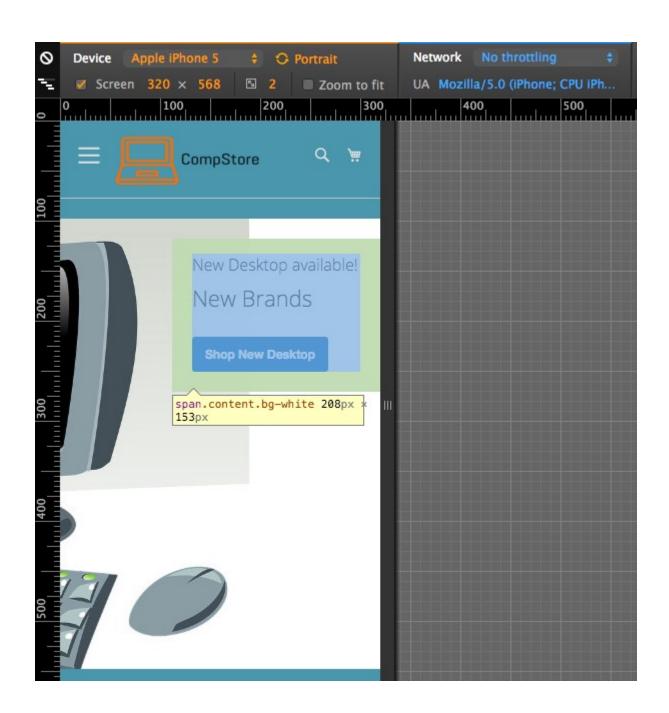
Created: Sun Jan 10 16:50:50 +0000 2016





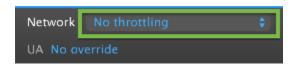
### **Chapter 7: Go Mobile with Magento 2.0!**

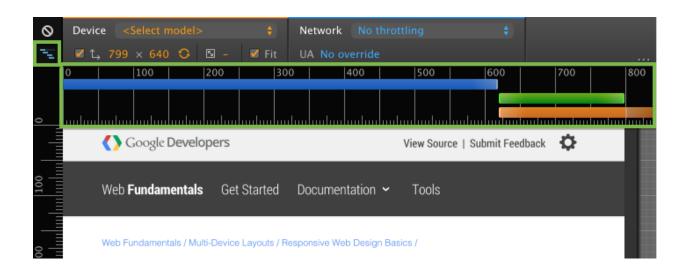


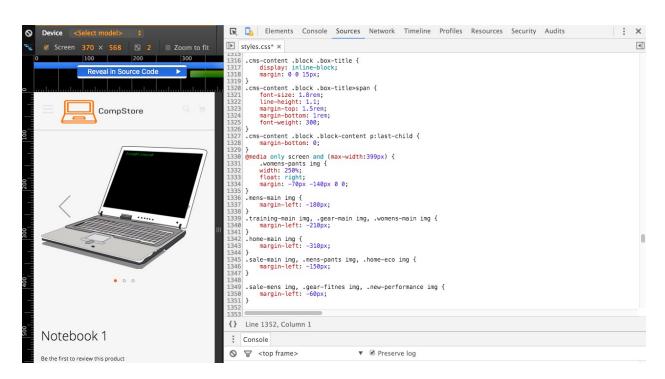


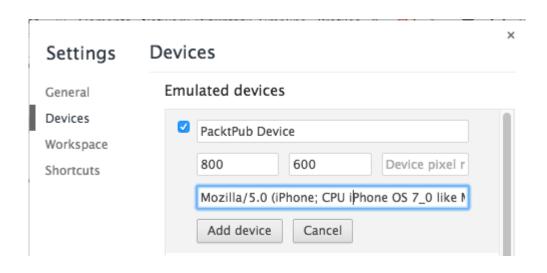


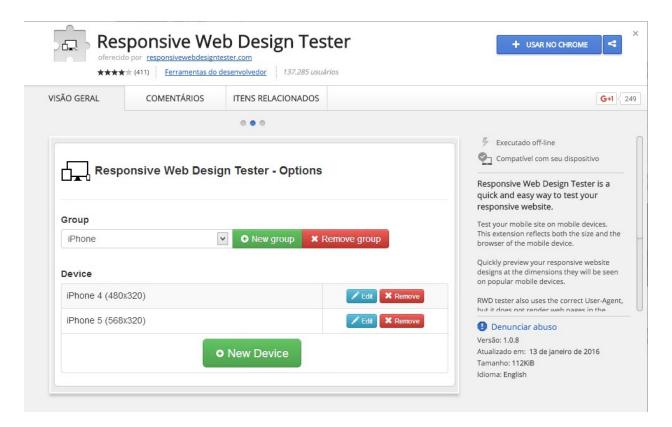












#### Select device:

#### √ Select Device

Android Phones

HTC One X - Landscape

HTC One X - Portrait

Android Tablets

Nexus 7 - Landscape

Nexus 7 - Portrait

Misc

BlackBerry Z10 - Landscape

BlackBerry Z10 - Portrait

Kindle Fire - Landscape

Kindle Fire - Portrait

iPad

iPad - Landscape

iPad - Portrait

iPad Mini - Landscape

iPad Mini - Portrait

iPhone

iPhone 4 - Landscape

iPhone 4 - Portrait

iPhone 5 - Landscape

#### iPhone 5 - Portrait

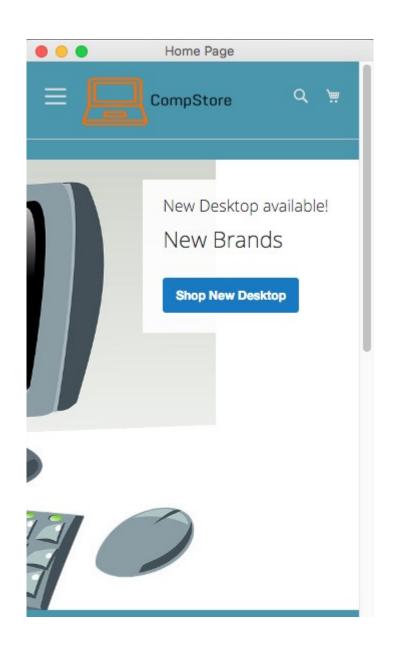
iPhone 6 - Landscape

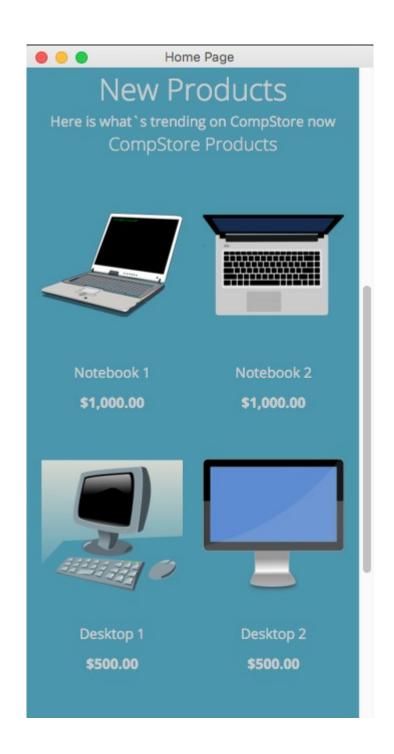
iPhone 6 - Portrait

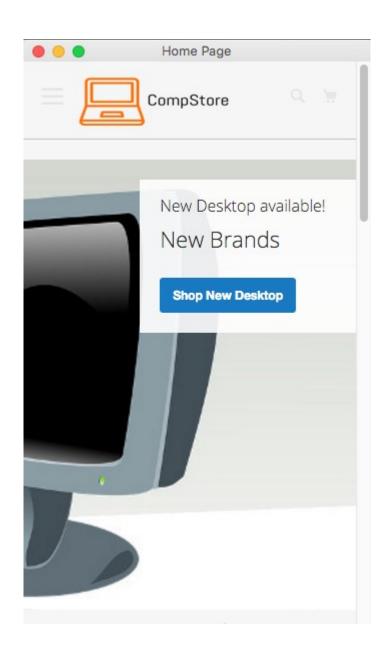
iPhone 6s - Landscape

iPhone 6s - Portrait













Search

Notebook

Peripherals

Desktops

TweetsAbout

### TweetsAbout #Magento



**Created:** Sun Jan 17 02:53:13 +0000 2016

#Magento par défaut ne vous permet pas de supprimer des commandes... https://t.co/05mSm6q7Ls https://t.co/fw1g3dtveQ https://t.co/WkugkDdyne



Created: Sun Jan 17 02:50:03 +0000 2016

RT @QueldoreiThemes: Perfect Theme for your Store: Clean, Elegant, Responsive & Retina ready Shoppper #Magento #Theme https://t.co/f0Ytzam7...

### TweetsAbout #Magento



Cult-foo

Created: Thu Feb 18 21:10:02 +0000 2016

RT @olegnax: Meet 'Athlete' - one of the most powerful #Magento #Theme! https://t.co/9jPnEbnSbW RT @olegnax: Meet 'Athlete' - one of the most powerful #Magento #Theme! https://t.co/9jPnEbnSbW



Created: Thu Feb 18 21:10:02 +0000 2016

Meet 'Athlete' - one of the most powerful #Magento #Theme! https://t.co/9jPnEbnSbW Meet 'Athlete' - one of the most powerful #Magento #Theme! https://t.co/9jPnEbnSbW



Template Speedy

Created: Thu Feb 18 20:59:59 +0000 2016

Find the best web design #templates for online video #games shop #magento #joomla #opencart https://t.co/twDM6PDy80 Find the best web design #templates for online video #games shop #magento #joomla #opencart https://t.co/twDM6PDy80



Created: Thu Feb 18 20:58:06 +0000 2016

https://t.co/bd7cSylxFJ - Top chosen Articles for #Odoo #OpenERP #Opensource #ERP #Magento #eCommerce #SEO is out https://t.co/3L05dK4aHW https://t.co/bd7cSylxFJ - Top chosen Articles for #Odoo #OpenERP #Opensource #ERP #Magento #eCommerce #SEO is out https://t.co/3L05dK4aHW



Lee Manning

Created: Thu Feb 18 20:57:36 +0000 2016

#Stopping redirect cart page from onepage checkout when product is out of stock #magento #HowTo https://t.co/WAYhq4lxYC #Stopping redirect cart page from onepage checkout when product is out of stock #magento #HowTo https://t.co/WAYhq4lxYC



Olivia Scala

Created: Thu Feb 18 20:49:37 +0000 2016

RT @sweettooth: 3 Benefits of a #Magento Loyalty Extension https://t.co/TlmnbYwrGr #custexp #retention https://t.co/Y5yaKd5fc2 RT @sweettooth: 3 Benefits of a #Magento Loyalty Extension https://t.co/TlmnbYwrGr #custexp #retention https://t.co/Y5yaKd5fc2



Created: Thu Feb 18 20:57:36 +0000 2016

#Open category filters by default in Magento 2 #magento #HowTo https://t.co/GS5l5RCh7D #Open category filters by default in Magento 2 #magento #HowTo https://t.co/GS5I5RCh7D



Vitaminas Ecom Created: Thu Feb 18 20:40:55 +0000 2016

RT https://t.co/nEyvDu9xzp Mybook Theme https://t.co/rG4suo5W29 new #Magento ext RT https://t.co/nEyvDu9xzp Mybook Theme https://t.co/rG4suo5W29 new #Magento ext



Clixlogix

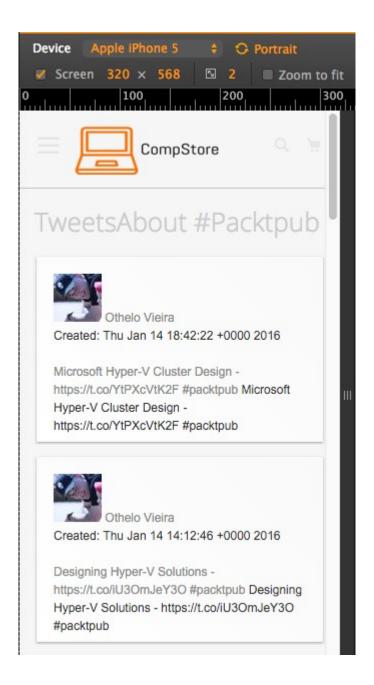
Created: Thu Feb 18 20:52:58 +0000 2016

@joombaya 27 magento sites developed. We know #Magento like no one else. What are you looking for? Discuss more in DM? @joombaya 27 magento sites developed. We know #Magento like no one else. What are you looking for? Discuss more in DM?

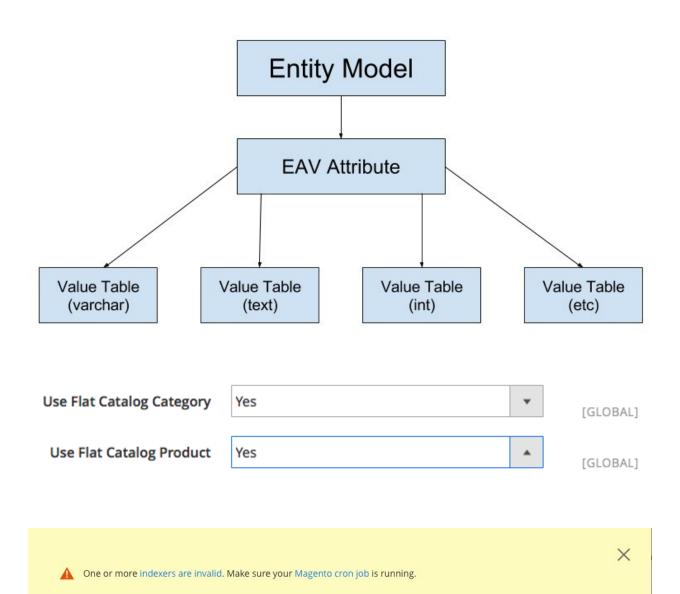


Vitaminas Ecom Created: Thu Feb 18 20:40:55 +0000 2016

RT https://t.co/ECh7btA2b5 Full Page Cache Pro https://t.co/G63FUha1II new #Magento ext RT https://t.co/ECh7btA2b5 Full Page Cache Pro https://t.co/G63FUha1II new #Magento ext



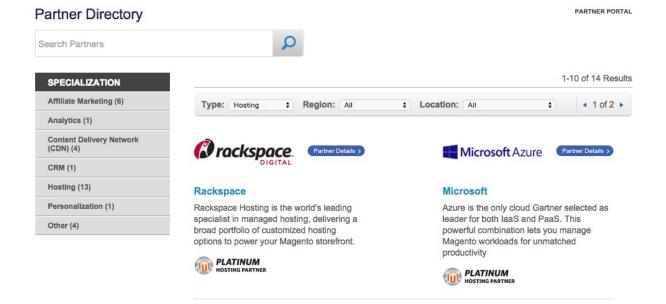
### **Chapter 8: Speeding up Your Magento 2.0**



Customer Grid index has been rebuilt successfully in 00:00:05
Product Flat Data index has been rebuilt successfully in 00:00:07
Category Flat Data index has been rebuilt successfully in 00:00:02
Category Products index has been rebuilt successfully in 00:00:00
Product Categories index has been rebuilt successfully in 00:00:00
Product Price index has been rebuilt successfully in 00:00:08
Product EAV index has been rebuilt successfully in 00:00:02
Stock index has been rebuilt successfully in 00:00:00
Catalog Search index has been rebuilt successfully in 00:00:04
Catalog Rule Product index has been rebuilt successfully in 00:00:03
Catalog Product Rule index has been rebuilt successfully in 00:00:02

```
MacBook-Pro:bin fjmiguel$ sudo crontab -u fjmiguel -e
crontab: installing new crontab
MacBook-Pro:bin fjmiguel$ sudo crontab -u fjmiguel -l
*/1 * * * * php -c /Applications/XAMPP/xamppfiles/etc/php.ini /Applications/XAMPP/
xamppfiles/etc/php.ini /Applications/XAMPP/htdocs/packt/bin/magento cron:run
*/1 * * * php -c /Applications/XAMPP/xamppfiles/etc/php.ini /Applications/XAMPP/
xamppfiles/etc/php.ini /Applications/XAMPP/htdocs/packt/update/cron.php
*/1 * * * php -c /Applications/XAMPP/xamppfiles/etc/php.ini /Applications/XAMPP/
htdocs/packt/bin/magento setup:cron:run
[MacBook-Pro:bin fjmiguel$ php magento cron:run
Ran jobs by schedule.
You have mail in /var/mail/fjmiguel
```

```
[MacBook-Pro:bin fjmiguel$ php magento cache:status
Current status:
                        config: 0
                    block_html: 0
                   collections: 0
                     reflection: 0
                        db_ddl: 0
            config_integration: 0
        config_integration_api: 0
full_page: 0
                      translate: 0
             config_webservice: 0
[MacBook-Pro:bin fjmiguel$ php magento cache:enable
Changed cache status:
                        config: 0 → 1
                        layout: 0 → 1
                    block_html: 0 -> 1
                           eav: 0 -> 1
            config_integration: 0 -> 1
        config_integration_api: 0 -> 1
                      full_page: 0 -> 1
                      translate: 0 -> 1
             config_webservice: 0 -> 1
Cleaned cache types:
config
layout
block_html
reflection
db ddl
config_integration
config_integration_api
full page
translate
config_webservice
```



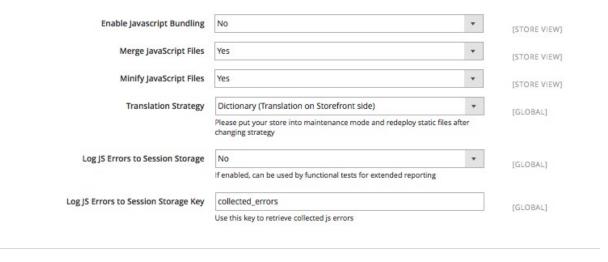
### Show query box



### + Options

Variable\_name Value query\_cache\_size 1048576

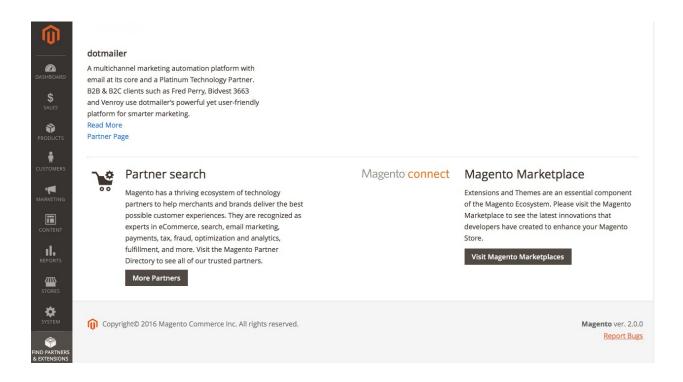
#### JavaScript Settings

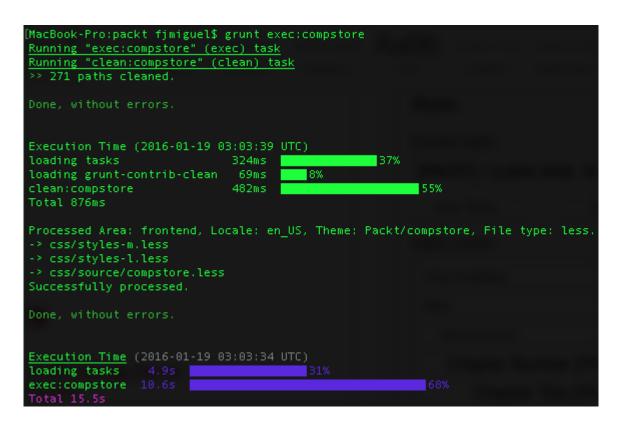


#### **CSS Settings**



### **Chapter 9: Improving Your Magento Skills**





```
MacBook-Pro:packt fjmiguel$ grunt watch
Running "watch" task
Waiting...
>> File "pub/static/frontend/Packt/compstore/en_US/css/source/compstore.less" chan
Running "less:compstore" (less) task
File pub/static/frontend/Packt/compstore/en_US/css/styles-m.css created: 329.1 kB
- 565.36 kB
File pub/static/frontend/Packt/compstore/en US/css/styles-l.css created: 97.37 kB
File pub/static/frontend/Packt/compstore/en US/css/source/compstore.css created: 3
Done, without errors.
Execution Time (2016-01-19 03:18:34 UTC)
loading tasks
                             345ms 3%
loading grunt-contrib-less 704ms
less:compstore
                                                                         92%
Completed in 14.344s at Tue Jan 19 2016 01:18:47 GMT-0200 (BRST) - Waiting...
>> File "pub/static/frontend/Packt/compstore/en_US/css/styles-m.css" changed.
>> File "pub/static/frontend/Packt/compstore/en_US/css/source/compstore.css" chang
>> File "pub/static/frontend/Packt/compstore/en_US/css/styles-l.css" changed.
Completed in 0.001s at Tue Jan 19 2016 01:18:48 GMT-0200 (BRST) - Waiting...
```

