

# Getting Started

You have bought Shopware or decided to use Shopware - and now? To make your start into the Shopware world as successful as possible, we will show you some important steps in this category that you should follow. We will also explain why the Shopware account is very useful for you and where you can get help if you have any questions.

In addition, we will also highlight all the important points about installing Shopware and which things are the first challenges for you after the installation.

Please note: Shopware 5 is in the final end-of-life phase. You will still receive security fixes until the end of July 2024, so we recommend planning the switch to Shopware 6 in good time. You can find more information [here](#).

## Shopware Account

The account is the central hub for all services related to the operation of Shopware. Here you are offered various functions and options such as an overview of your shop licences, information about support (commercial versions), listing extensions in the store and maintaining extension and subscriptions.

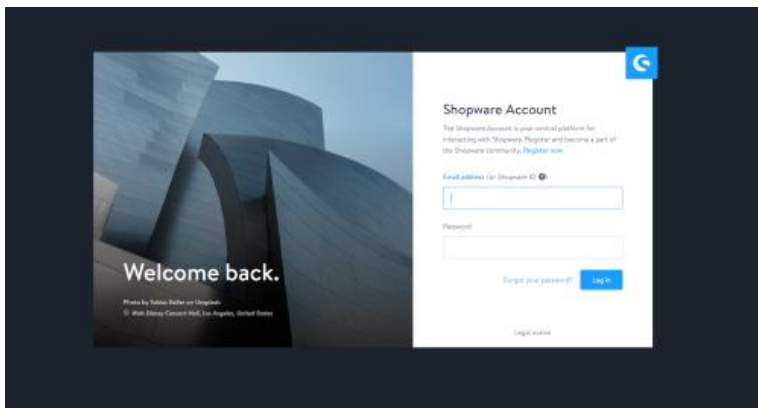
### First steps

In the following steps we will explain how to create a Shopware account, link the shop to your account and download the first plugin.

#### Creating a Shopware Account

To create a Shopware account, go to <https://account.shopware.com/register>, click on "Register now" and fill in the required fields on the right-hand side of the page (email address, password, title, first name, last name and language).

With a click on "Register" you send the data and your Shopware account will be created.



After registration you can log in directly with your chosen data. You will also receive an email confirming your registration.

If you already have a Shopware account, you can log in at <https://account.shopware.com/> with the data you have chosen.

After you have logged in for the first time, the completion of your profile is required. Please fill in the required fields. Once your profile has been completed, the basic setup is complete.

## **Master data - what information is needed?**

Please provide us with your complete and correct master data including address, e-mail address and telephone number. The company name must be indicated exactly as in the commercial register or in the business registration. If you use a trade name in business transactions, this may also be indicated (e.g. instead of "Max Mustermann" then "XYZ-Products, Inh. Max Mustermann")..

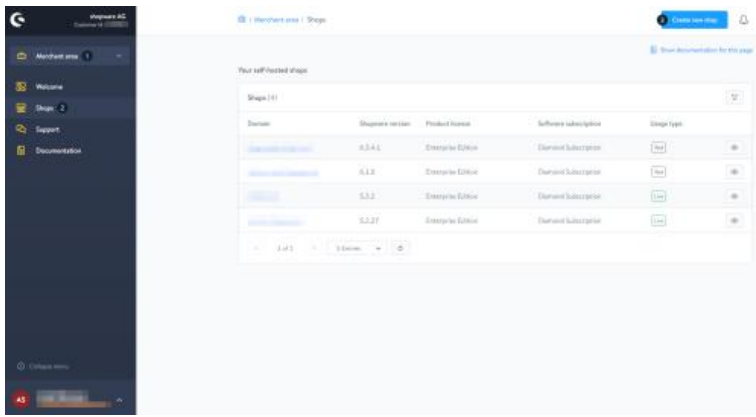
We ask agencies to bear in mind that client and agency data must not be mixed.

For companies in other EU countries, we may only issue net invoices if we have a correct VAT ID. Otherwise we are forced to issue gross invoices. If the master data has any inconsistencies, please contact our Customer Care or Financial Services.

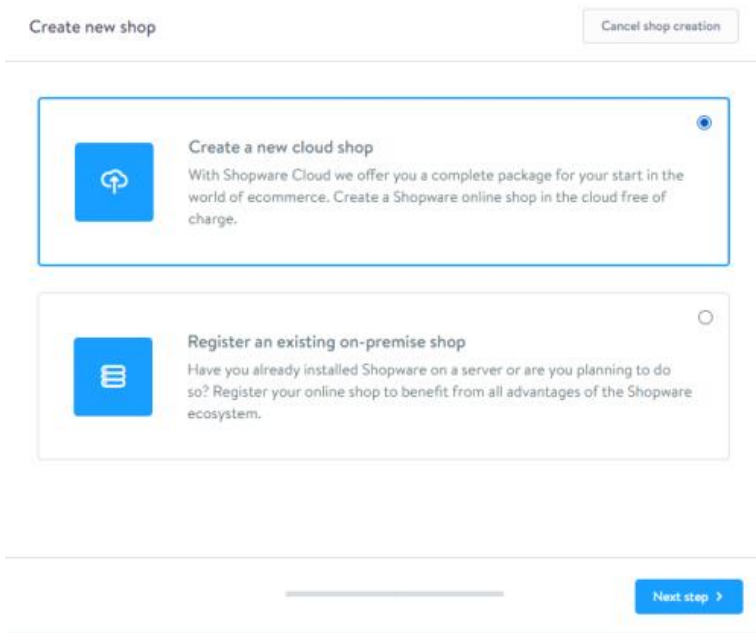
The customer number is output on documents with eight characters. The first six digits are the customer number, the last two digits indicate whether it is a manually created invoice (00) or whether the invoice refers to a domain (01, 02 ,03,...)

## **Add shop**

Since licensed plugins are linked to the shop domain and the account, the shop domain has to be linked after the creation of the account.



First select the **merchant area (1)** in the dropdown at the top left. Then click on **Shops (2)** and then on **Create new shop (3)** in the top right-hand corner. The following window will now open:



Here you can choose between a new cloud shop or an existing self-hosted shop. If you want to register an existing self-hosted shop, the following window appears:

Create new shop

Cancel shop creation

Here you can enter the domain of the shop you want to create. In the next step, the domain has to be verified with a generated token.

Domain: \*

Shopware version in use: \*

6.3.4.1

Used as: \*

What is the domain used for?

< Previous step

Next step >

Please enter the Shop domain and select the Shopware version you are using, including the type of use (productive environment or test environment).

Make sure that you enter your complete domain including www or without www. This is important if you want to purchase extensions, as the license domain is compared here. If your domain is specified with www, make sure that you have not activated any forwarding to "without www".

Create new shop

Cancel shop creation

#### Domain verification via HTML file

1

Please create a HTML file (text file with extension .html) in the public folder of your Shopware 6 installation (in the same folder as the index.php file) with the following name: sw-domain-hash.html

2

The HTML file must contain the following key, which has been generated explicitly to verify the domain: 10d3[REDACTED]000

3

The recently created HTML file will be verified by the given domain: [REDACTED]/sw-domain-hash.html

#### Alternative: Domain verification via DNS record

1

Add a new TXT record to your DNS records of your domain with the content: sw-domain-hash=10d3[REDACTED]000

2

It may take up to 72 hours for changes to TXT records to take effect. Normally, this happens much faster.

< Previous step

Next step >

You will now receive information on the validation of the shop domain. After completing the steps described here, click on Next Step.

Please do not delete the file sw-domain-hash.html from your server yet, it will be needed in the next step.

Create new shop

Cancel shop creation

'sw-domain-hash.html

Verify domain

Terms and conditions:

I have read and accept the [GTC of Shopware](#).

< Previous step

✓ Create new shop

You can now verify your domain here.

In addition, please read and confirm our terms and conditions in order to be able to finally register your shop.

## Enter payment data / top up the account

In order to purchase e.g. chargeable plugins, it is necessary to deposit a payment method or to pre-load the account with the necessary credit.

### Add a payment method

This is possible in Shopware Account under **Account > Accounting**, as payment methods you can choose PayPal, credit card and direct debit.

Please note the following restrictions on the respective payment methods:

- PayPal: If you pay through PayPal, you will be forwarded to the PayPal system, where you enter all necessary information. It is required to authorize "merchant debit with debit agreement", this is similar to a direct debit authorization for your PayPal account. You will receive further information about this directly when you enter your payment data.
- Credit card: Currently, we offer payment by Mastercard and Visa, the support of other credit card providers is planned.
- Direct debit: The direct debit procedure is only possible via SEPA BASIS direct debit from euro accounts. For bank accounts in **Switzerland**, please check with your bank in advance whether SEPA BASIS direct debits are possible and supported by your bank.

The deposited payment method can then be selected when purchasing a chargeable extension during the order completion in the store.

### Top up your account

For payments in advance or to balance invoices, it is possible to pay any amount (minimum deposit 5.00 €) into the customer account.

Please note that this deposit is made per shop domain, so this is also done in the account under **Shop management > Shops > Shop details > Account details**.

For the recharge you can choose from the payment methods added to the account.

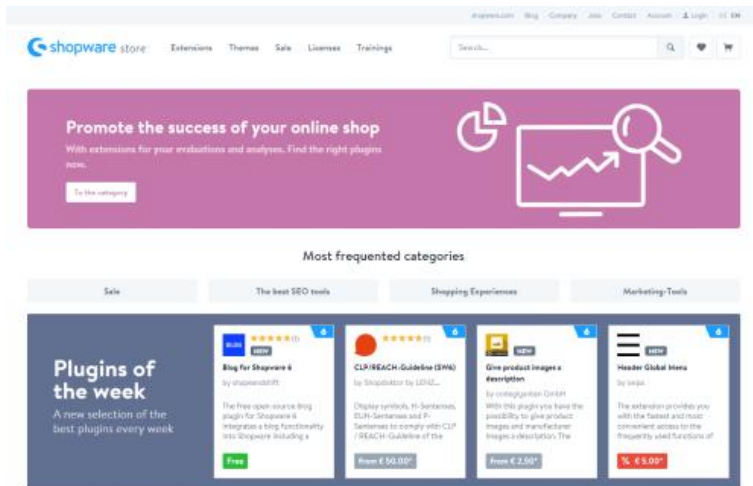
Alternatively, it is also possible to make a PayPal payment to the PayPal account "**financial.services@shopware.com**". Please always state your customer number and domain.

## Make purchases

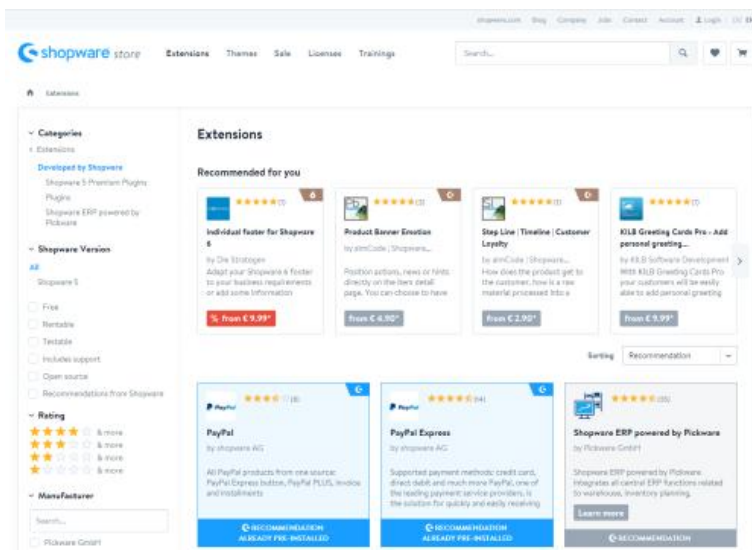
### Purchasing in the Store

In order to be able to purchase chargeable extensions, it is necessary to deposit a payment method in your Shopware account. Details can be found in the section [Enter payment data / top up the account](#).

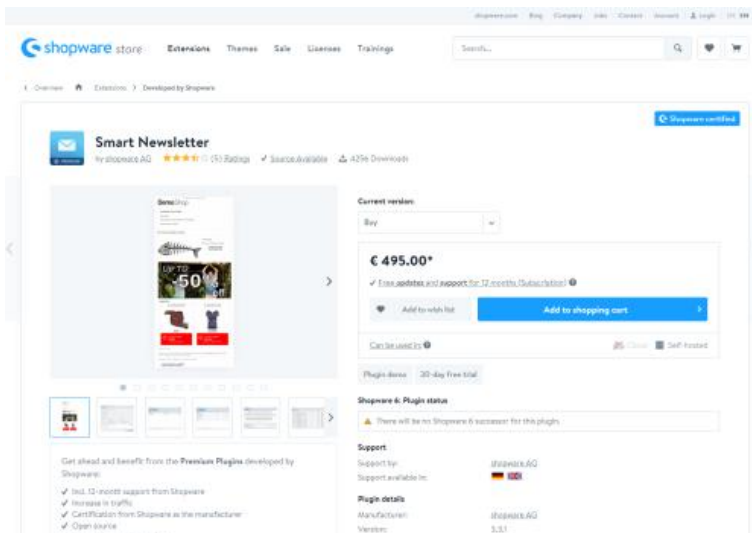
Open the [Shopware Community Store](#):



You can quickly reach the extensions you are looking for by using the navigation, alternatively you can also work with the search. The image below shows you what the corresponding listing looks like.



The left-hand filter area is important here, in which you can filter by Shopware versions, for example. The filters become more and more granular the more detailed you set them. If you click on a major version, you can then also filter by the associated minor versions and then by the associated bugfix versions. This way you can make sure that the extensions displayed are compatible with your Shopware version. If you click on an extension, you will be redirected to the detail page:



Here you can view details about the extension and choose between a purchase, rental or test version (if available), view support information and get information about the manufacturer. You can then buy and download the extension directly through the familiar shopping cart process:

**Validate and order**

**General terms and conditions**  
 I have read and accepted the [General terms and conditions](#) of your shop.

**Booking domain**  
 € 7,380.62

**License domain**  
 Please select the shop the plugins should be licensed.

**Billing address**

Product	Quantity	Flex VAT	Sum
<b>Smart Newsletter Buy</b> Order number: <a href="#">SmartNewsletter</a> ✓ Free updates and support for 12 months (Subscriptions)	1	€ 64.05	€ 495.00
<input checked="" type="checkbox"/> <a href="#">Click here to redeem your voucher code!</a> Enter voucher code: <input type="text"/>		<b>Total amount:</b>	<b>€ 589.05</b>
		Total amount without VAT:	€ 495.00
		Plus 19.00 % VAT:	€ 64.05

**Payment**  
 The payment will be performed with the balance of the booking domain. An invoice for your purchase will be sent to you as a collective invoice at the end of the month.

[Send order](#)

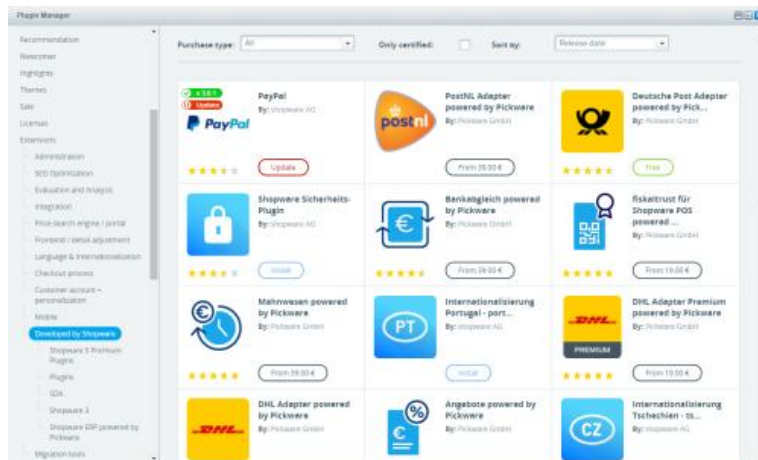
Once you are in the checkout, make sure that both the booking domain and the licence domain are correct! Otherwise there may be problems with billing or the extension may not run in the intended shop because it was licensed for an incorrect domain.

The **booking domain** indicates on which domain in your account the booking should be made.

The purchased extension will later be used on the **licence domain**. Select the shop domain here on which you would like to use the extension afterwards.

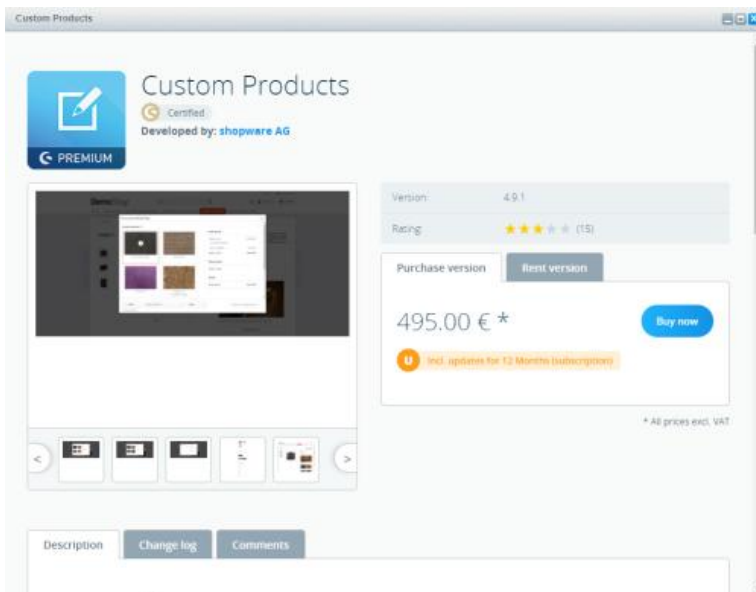
## Purchasing in the Plugin-Manager

Plugins can also be bought over the [Plugin-Manager](#), just use the search or navigate through the categories:

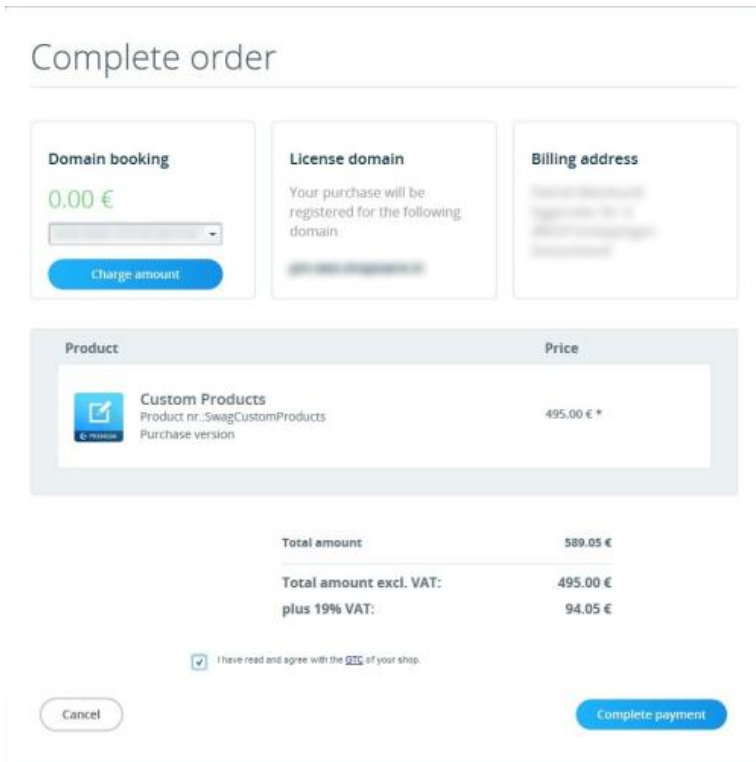


By clicking on the desired plugin you'll see the detail page where you can choose the right licensing model for you:





By clicking **Buy now** you can put this extension in the cart. If not yet done, please log in into your Shopware account. After log in, you'll see the checkout and you can choose the booking domain and complete your purchase:



When purchasing through the **plugin manager**, the licence domain is automatically selected. Here you only have to select the correct booking domains so that the purchase can be debited correctly.

After successful purchase the plugin will be downloaded directly, if needed the license will also be imported and the plugin can be installed directly. The plugin then can be found in the [Plugin-Manager](#) in "Installed".

# I have questions and need support

If you have any questions about our licenses & products, please contact our sales team at [info@shopware.com](mailto:info@shopware.com).

For more information on payment methods and how to top up your account, please refer to [this PDF file](#). If you have further questions regarding accounting, please contact our Financial Services at [financial.services@shopware.com](mailto:financial.services@shopware.com) or phone **+49 2555 9288 510**.

For technical questions about Shopware and our extensions, you can find further information in the article "[Help, but where?](#)"

## Installing Shopware - from download to shop

The first question you will ask yourself is what you have to do to get a shop. And this question may not be as trivial as you thought at the beginning. As preparation you have to think about many things like the choice of the domain name, the hoster or also the installation way. This article is intended to help you make your decision.

### Which hosting should I use?

The minimum requirements are important when looking for the right hosting. So please take an initial look into the [system requirements](#) and choose your hosting based on these information. Keep in mind, system requirements describe the absolute minimum configuration to run Shopware on!

#### Shared hosting

Shared hosting is the cheapest form of hosting. With shared hosting multiple user accounts are based on a single physical server, sharing the server's resources between them.

**Advantages:** In shared hosting, the hosting service will be responsible for updating the server and also takes care of security updates, so you won't have to keep yourself busy with a lot of administration. Shared hostings neither need to be installed nor configured. Once you bought the hosting, you can immediately start using it. Because the hosting service puts multiple users onto one physical server, the costs of this hosting model are the lowest.

**Disadvantages:** Because multiple user accounts are based on one physical server, the system's resources are shared with all users. So you may experience habitual decreases in performance, e.g. when other users run applications with heavy hard disk usage (I/O load) or much CPU load. That's why in shared hosting there are no guaranteed performance levels. In addition to that, shared hosting is hardly customizable and in most cases provides no SSH access.

**Suggestion:** Shared hosting should be considered a minimum requirement for running Shopware. In case you are just building your enterprise and for new businesses that don't yet generate much traffic, a shared hosting might be the right solution.

## vServer

vServer as well as shared hostings gather multiple users on one physical server. But on a vServer the different users still share one physical machine, but are separately placed into individual VMs.

**Advantages:** Because of the separation into VMs you have guaranteed performance for your virtual (!) CPU and RAM, no matter how high the usage is on the other VMs at the same time. Because you get a personal VM, you are able to choose your OS and configure the machine according to your own needs using SSH access. You also don't have to be afraid of data theft caused by potential security weaknesses introduced by your "neighbours".

**Disadvantages:** Because a VM is customizable like a root server, the installation overhead tends to be similar as well. The OS oftentimes is preinstalled, but you will have to install all other applications and services you might need. Most vServers provide some kind of support, but (security) updating your machine remains a task of yours. Shell knowledge therefore is mandatory. Furthermore you still share your physical server with other users. This may impact access to the physical hard drives (possibly harming I/O performance) and your overall available network bandwidth.

**Suggestion:** If you generate substantial amounts of traffic with your shop, if you want to build your own processes, manage many items with complex configurations or use multiple databases - given the fact that these tasks don't require much I/O performance - a vServer may be the right choice for you. But be aware of administrative tasks that will presumably fall into your responsibility.

## Managed vServer

A managed vServer is a vServer, which is administrated through the hosting service. This way you don't have to e.g. apply updates, in return, the managed vServer is more expensive.

## Root server

If you decide, using root servers is the way to go, your hosting service will provide complete physical server machines just for you. Nobody else uses these servers' resources and you'll get all the performance out of your machine all the time, including I/O and network bandwidth.

**Advantages:** You rent a whole physical server with individually configurable hardware specs. You can utilise all this performance without any restrictions. You also get the full hard drive (I/O) performance and network bandwidth.

**Disadvantages:** Because you deploy a complete physical server, you will have to care about the whole thing. This may start as early as the need to install a complete LAMP package (**L**inux, **A**pache, **M**ySQL & **P**HP), even if in the most cases, the OS is preinstalled. Most root server setups will provide some kind of support, nonetheless you will have to take care of installing (security) updates. You should thus have a decent amount of know-how on the use of your OS and shell at your disposal.

**Suggestion:** If your shop generates much I/O or extreme CPU load, or you have to build individual processes, a root server is the right choice, providing fully guaranteed performance. But always keep in mind the administrative tasks, which turn out to be very important these days!

## **Managed root server**

A managed root server is a root server that is administrated by the hosting service. This way you don't have to apply regular updates, on the other hand the managed root server of course is more expensive.

## **What should I be worried about?**

### **CPU**

Computing power is needed, when Shopware e.g. delivers uncached content, checkouts are made and when you are working in the backend. All these interactions are based on computations and database interactions. Shared hostings will split up their calculating power between all users, vServer will guarantee you a number of virtual (!) cores and a root server has the whole CPU working just for you.

### **RAM**

RAM is needed to quickly save data and make it temporarily available for the rest of the system. Some caching technologies make use of your system's RAM. This includes caching data on OS Level and also may be relevant for caching websites in the RAM. Shared hostings divide their available RAM between all users of a machine, a vServer will have guaranteed RAM available for you, equal to the setup of a root server.

### **Storage access (I/O)**

Storage access is needed every time data has to be written to or read from any hard disk drive or SSD. This comprises e.g. creating new items, uploading images or other database transactions. Shared hostings will split up all the I/O performance between all users. A vServer will allocate I/O access too, but generally has to serve fewer users at once. A root server will hold all the performance available just for you, there is no sharing of resources and I/O access is guaranteed all the time.

### **Network bandwidth**

Generally a network connection is obligatory for a server to gain access to the internet and provide access to your shop via the frontend or backend. The network bandwidth determines the amount of time needed to handle requests and connections. This is important because it will affect your administrative work via the backend as well as the user's experience while browsing your shop. In shared hosting the network bandwidth is split up between all users (note: this includes administrators as well as customers). On a vServer the bandwidth is shared too, but usually divided by a lot less users. Of course, a root server only has to handle traffic concerning your own shop, you won't have to share bandwidth, neither with other shops nor their owners or customers.

## **Why a certified hoster?**

A certified hosting services will set up a system that is custom-tailored to the needs of a Shopware environment. You only have to install Shopware and will be about to start your shop in no time. But be careful, if you book a hosting via a non-certified hosting service, you may not be able to install Shopware at all, because of possible missing requirements.

Keep in mind, that this applies to shared hostings only. If you utilise a vServer or even a root server, you will have to set it up completely on your own.

## Who can install Shopware for me?

### Installation by Hoster

Many hosters offer the possibility to install the desired software directly at the conclusion of the contract. This is usually very comfortable and saves you the manual installation. Whether the hoster offers such a service, you ask best directly with the Hoster. Almost all certified shopware hosters offer this possibility.

### Installation by shopware AG

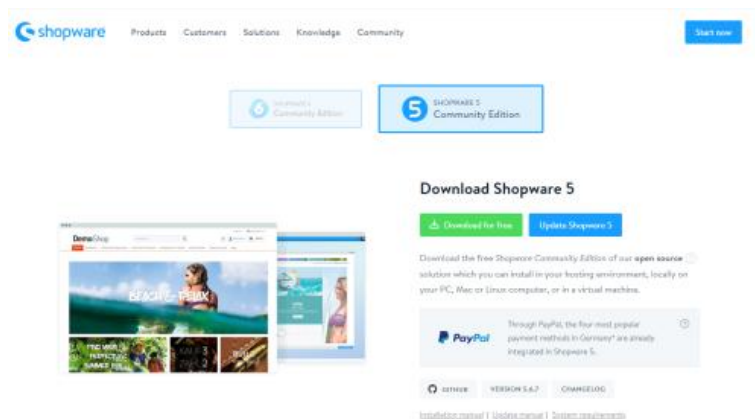
When purchasing a Professional Edition, you can also order the installation directly from us. Please note, however, that the initial installations will only be carried out by certified hosters. For the installation we need access to your server (FTP), as well as database access. You can order the first installation directly via a support ticket.

## Install/download Shopware

In this point, we will explain you exemplarily how you can download and install Shopware.

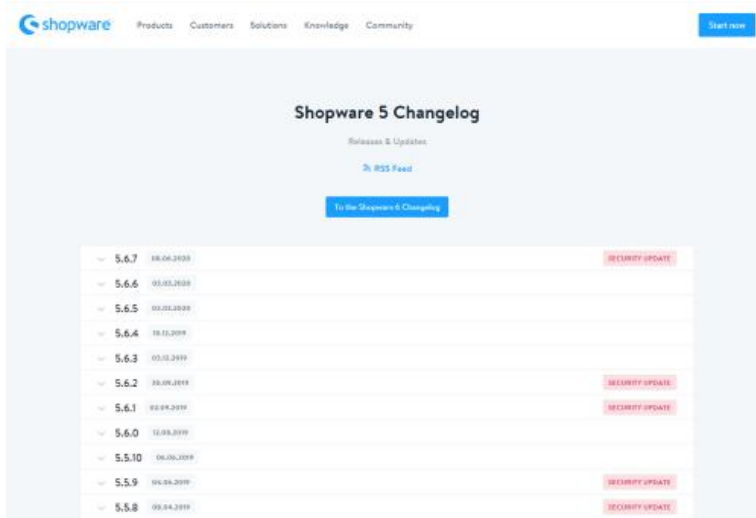
### Download installation package

You can download the installation package directly from the GitHub [download page](#). There you will get the latest shopware version offered.



The screenshot shows the Shopware website's download page for Shopware 5. At the top, there is a navigation bar with the Shopware logo and links for Products, Customers, Solutions, Knowledge, and Community. Below the navigation bar, there are two buttons for 'Shopware 4 Community Edition' and 'Shopware 5 Community Edition'. The main content area is titled 'Download Shopware 5' and features a 'Download for free' button and an 'Update Shopware' button. Below these buttons, there is a description of Shopware 5 as a free open source solution. A PayPal logo is also visible, indicating that payment methods are integrated. At the bottom, there are links for 'License', 'Version 5.6.7', and 'CHANGELOG', along with links for 'Installation manual', 'Upgrade manual', and 'System requirements'.

If you decide for an older version, you will find under [Changelog](#) a list with the different versions including download.



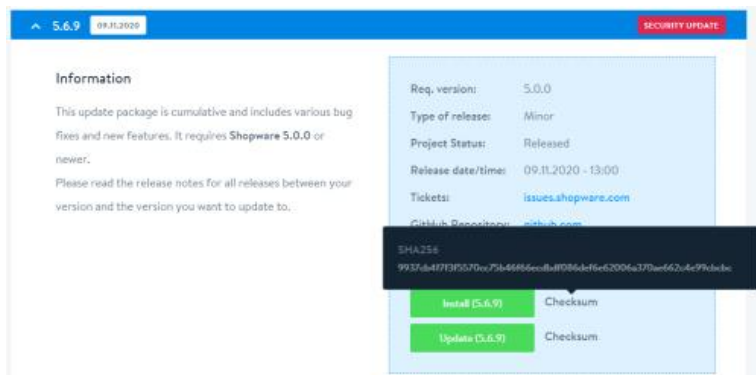
## Checksum

### What are checksums and what are they used for?

With the help of programs or program extensions, checksums can be determined from a downloaded file using the set algorithm (e.g. MD5, SHA, etc.). The checksum from the downloaded file can be compared against the checksum that's specified on the download page.

### Where can I find the Shopware checksums?

You can find the Shopware checksums with the algorithm SHA256 on the Shopware [download page](#). If you display the different versions of Shopware there, a checksum will be displayed on the right-hand side next to the **Installation** and **Update** buttons when you move the mouse over them.



### How do I compare checksums?

To compare the checksum, you can use a program that displays the checksum after adding the downloaded file to the program using the selected algorithm.

For example, you can use the program [FileVerifier++](#), which is also explained as a check program at the Federal Office for Information Security.

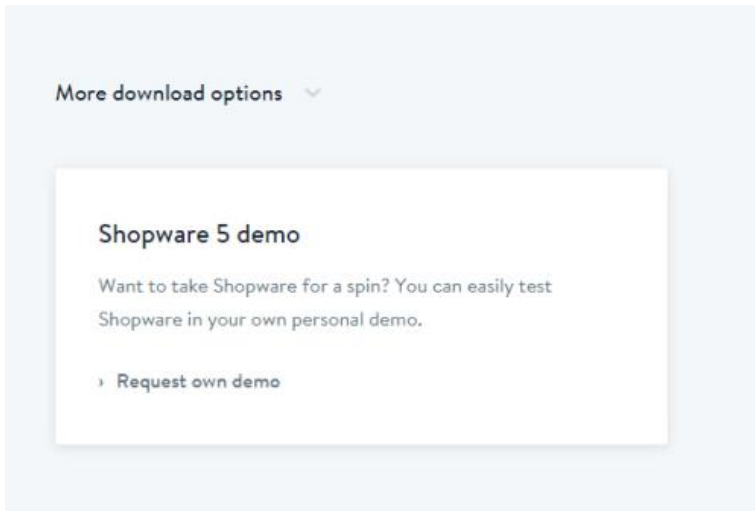
For a more detailed explanation, please click here: [Federal Office for Information Security](#) (in German).

### What to do if the checksums are different?

If the checksums are different, the data was transferred incorrectly or the checksum is no longer correct because the data was legitimately updated or the data was not legitimately changed during the transfer. It is best not to open the downloaded file and delete it directly. If you download the file again and the checksum differs again, you should inform us about this, as there may be an error.

## Shopware demoshop

If you would first like to test what you can do with Shopware without having to book a hosting package, you can contact our sales department directly and request a personalised Shopware demo shop. You can contact us [here](#).



## Shopware 5 Installer

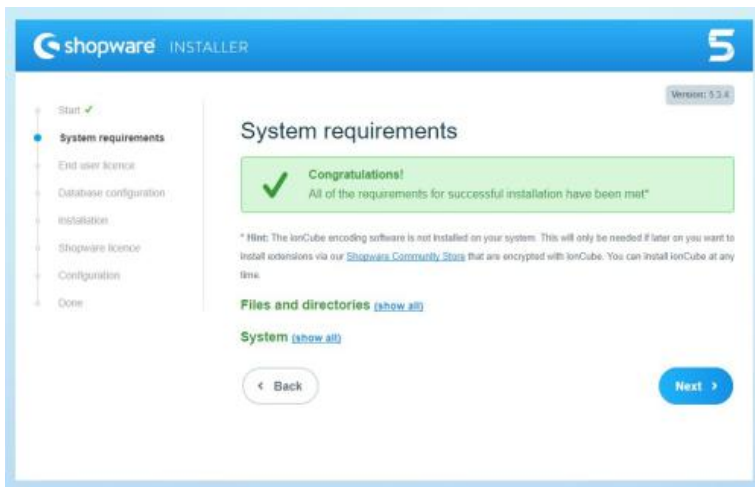
### Start

In the welcome step you can select your preferred language for the installation. In an afterwards step you can also select your preferred language for the shop and its backend, this setting is just for the installation process.



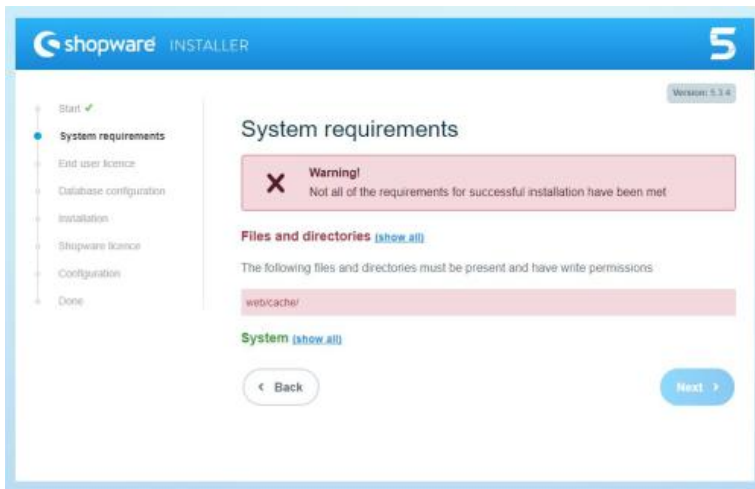
## System requirements

the installer dynamically checks, whether or not the system requirements are fulfilled. Some things, which are not a absolute deal breaker for running Shopware like a missing IonCube encryption will not be faulted, because IonCube is not necessary to run Shopware. If all requirements are fulfilled, the matrix won't show up and you can directly proceed:



If the requirements are not fulfilled, the depending setting will automatically extend and the installer shows you, what the problem is.

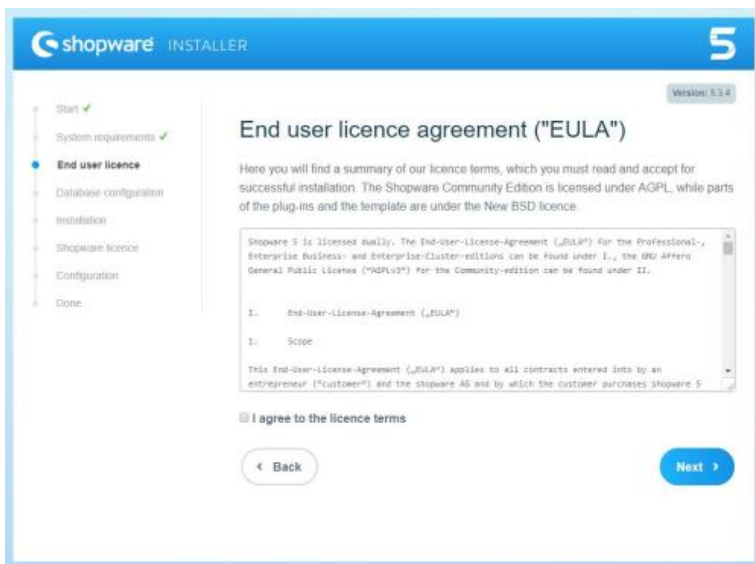




If you can't solve the problem on your own, please contact your hoster.

## End user license

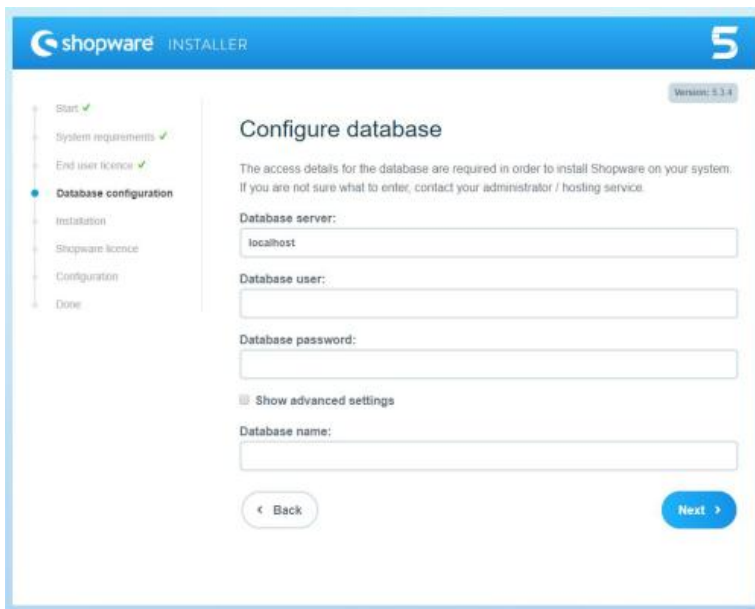
In this step you can read the license under which Shopware is licensed. To proceed, you have to agree to this license terms.



## Database configuration

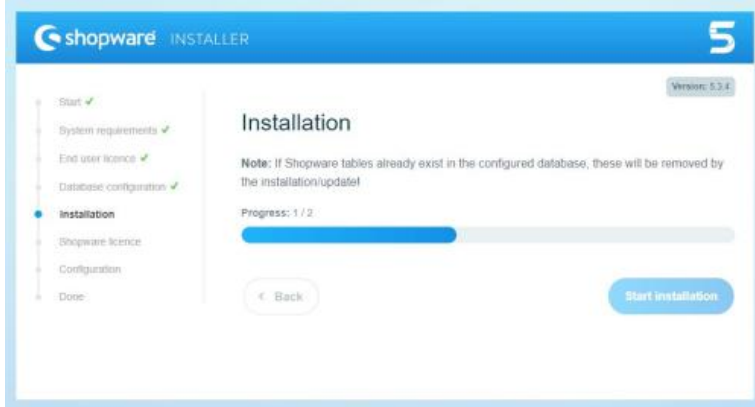
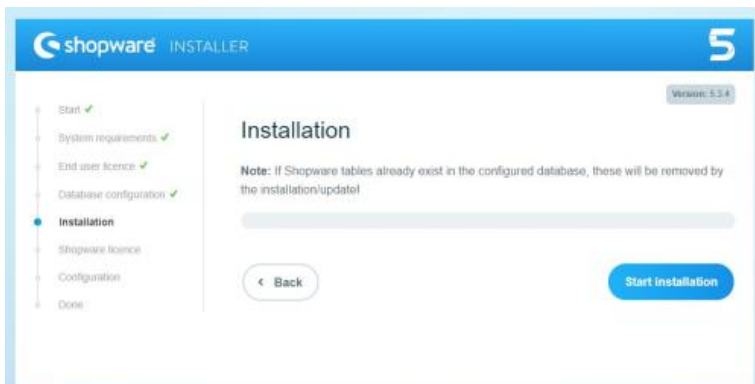
Here the installer asks for your database credentials. Before doing this, make sure, that an empty database already exists.

After entering your credentials, the field "*Database name*" will show all databases to which this user has access to. Choose the desired database for the Shopware installation and click **Next**.

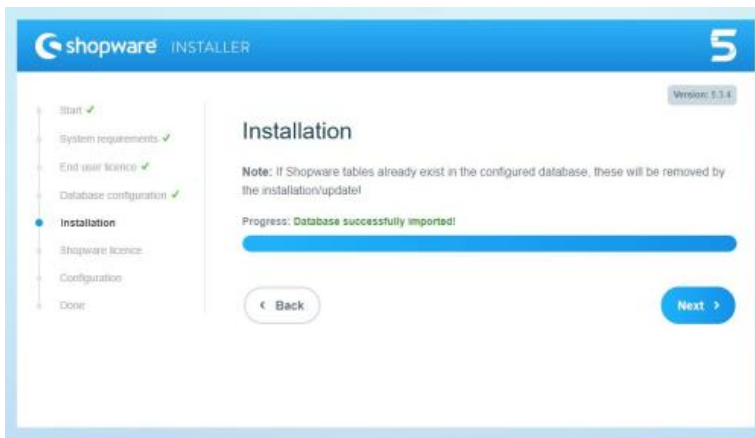


## Installation

In this step the installer will install the Shopware database. Click **Start installation** to start the database installation.



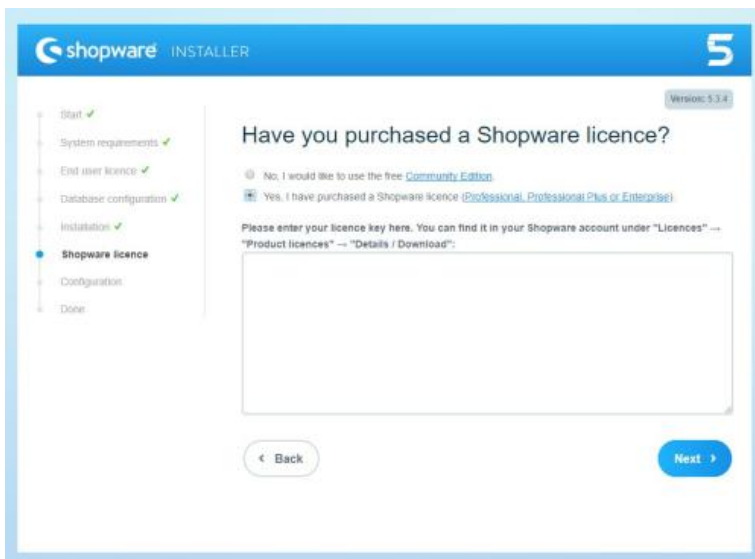
When the database is imported completely, you can proceed.



## Shopware license

If you bought a Shopware license, you can enter it here. First, click on "Yes, I have purchased a Shopware license" and enter your license in the appearing field.

If you don't have a license or you are not sure what to enter, just use "No, I would like to use the free Community Edition", you will have the possibility to add a license after the installation.



## Configuration

Here you set up the basic things for your shop:

- The **E-mail address of the shop** will be used later for sending all the mails from the shop to your customers.
- **Main language** defines the language which will be used as default in the frontend and the backend.
- At the **Default currency** you can select Euro, Sterling or US-Dollar. The here chosen currency will be used as default currency in the whole shop with the currency factor 1. After the installation you can edit and add new currencies.

- The fields starting from **Admin name** concerns the admin user in the backend, enter the desired data here. If needed, you can add other backend users in the backend after the installation.

shopware INSTALLER 5

Version: 5.1.4

### Basic shop set-up

Almost done! Now you just need to make a few basic settings for your shop and the installation will be complete. Anything that you enter here can be changed later on.

**Name of your shop:**  
Demoshop  
Please enter the name of your shop.

**E-mail address of the shop:**  
your.email@shop.com  
Please enter your email address for outgoing e-mails.

**Main language:**  
English

**Default currency:**  
Sterling (UK)  
This currency will be used as standard when setting item prices.

**Admin name:**  
Demo-Admin

**Admin login name:**  
demo

**Admin e-mail:**  
demo@demo.de

**Admin password:**  
\*\*\*\*

< Back Next >

## Done

The installation is finished and you can now switch from the installer to your backend, frontend or to the "First steps" guide, which gives you further informations about the first steps in Shopware.

## Tips & Hints

### Calling my Shops URL nothing is displayed!

If that happens, you may uploaded the files in the wrong folder on your webserver. In the most cases the webserver's folder is called "httpsdocs" or "www". You can take a look in your hosters admin panel to see, which folder is used for displaying websites. Edit this folder or move the files in the correct one. If you have problems, please contact your hoster.

## What's next?

After installing Shopware it's time for configuring it - click [here](#) for more information.

# First steps in Shopware

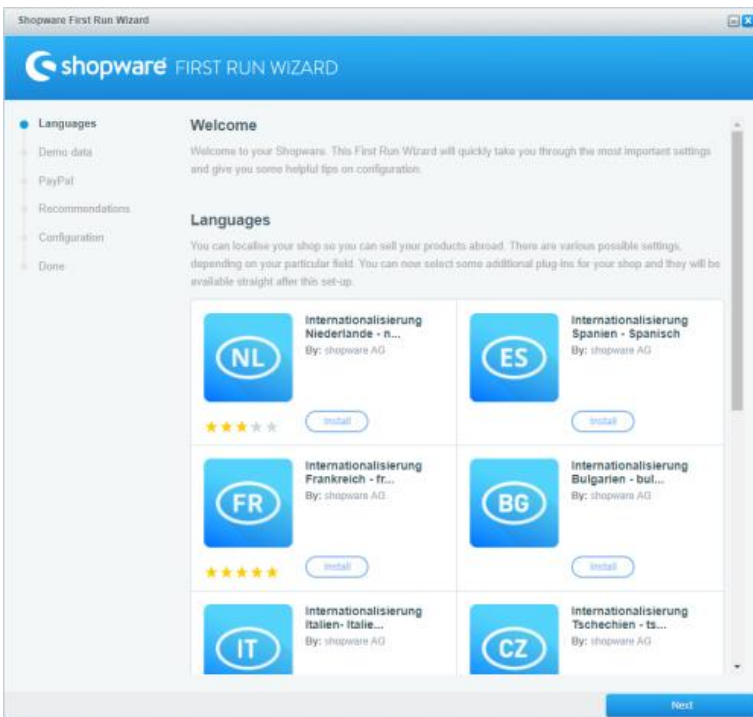
Now that you have installed Shopware, we will take the first steps together in your new system.

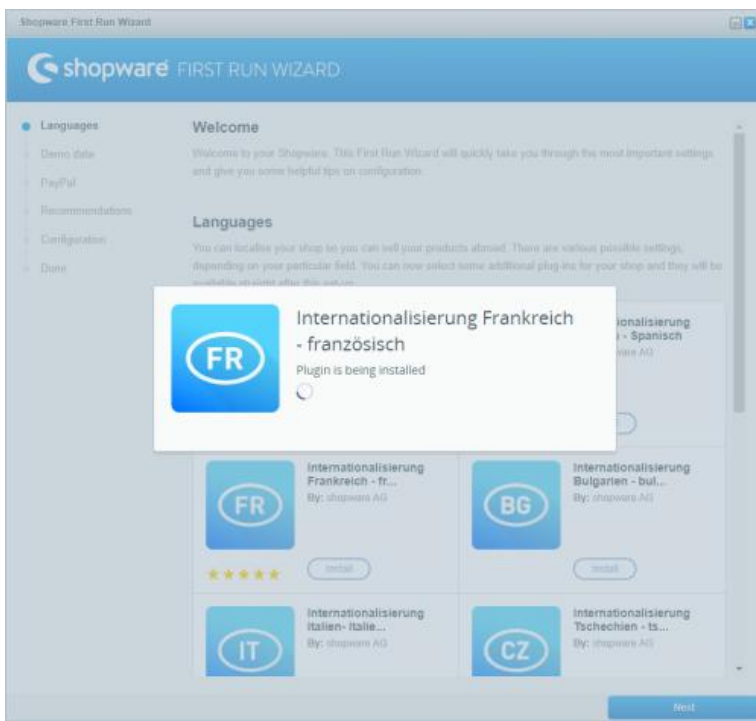
## First Run Wizard

The First Run Wizard guides you through the initial setup of your new Shopware installation. Here you can set up basic things in the store. The First Run Wizard is only opened for admin users for new installations and appears automatically after the login process, for updates it is always deactivated.

### Languages

At the first step the wizard shows you all available language plugins for your Shopware version. These plugins are community driven translation of the Shopware snippets, so it's backend and frontend. If you setup your shop for one of these countries, you can just install the desired plugin.



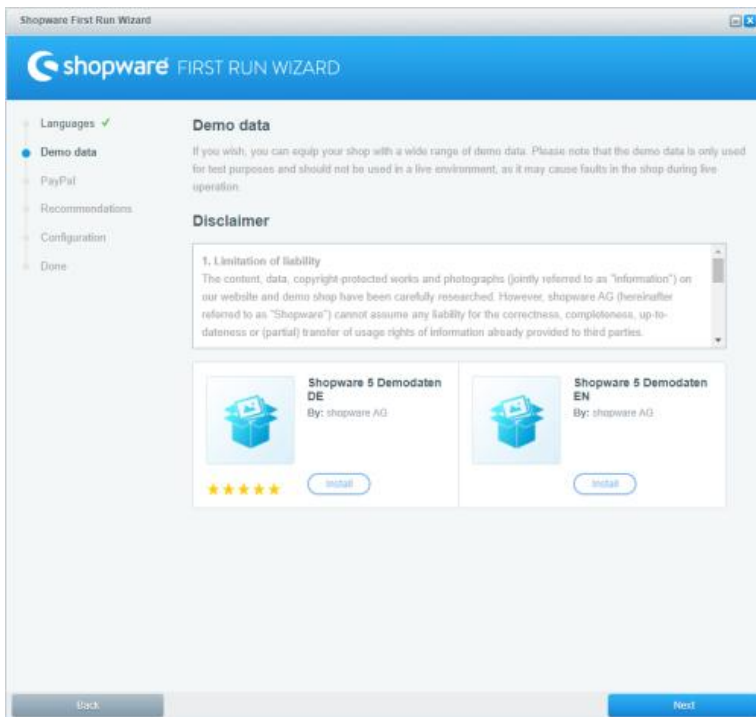


When you install a language plugin and proceed, the wizard asks if you want to switch the wizard to the downloaded language. Alternatively you can also switch to German or continue in English.

## Demo data

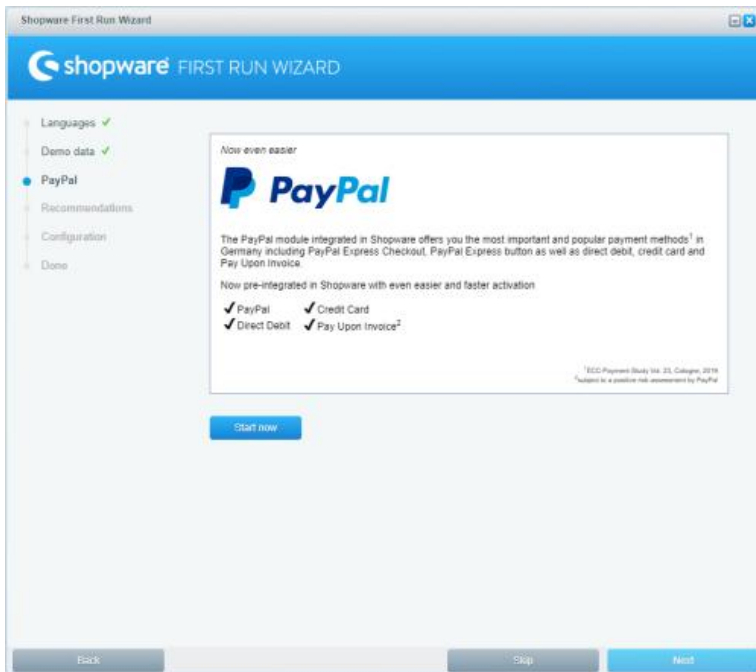
Here you can install demo data for testing purposes. After the installation you should activate the demo data directly, so that they are also available after the First Run Wizard.

When you installed Shopware for a production environment, we don't recommend to install demodata, but for test environments you can install these data here as a plugin.

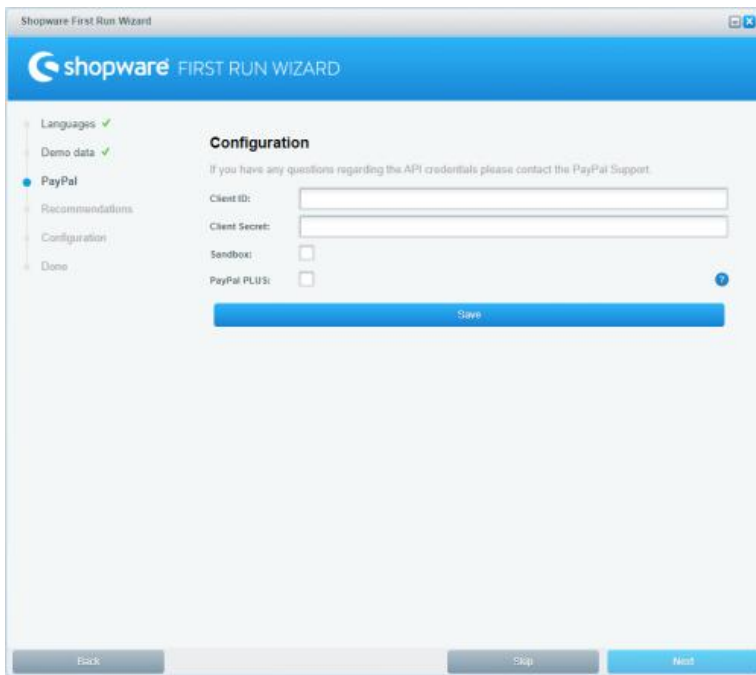


## PayPal

If you want to use PayPal as a payment method in your store, you can connect directly. Click on Start now.

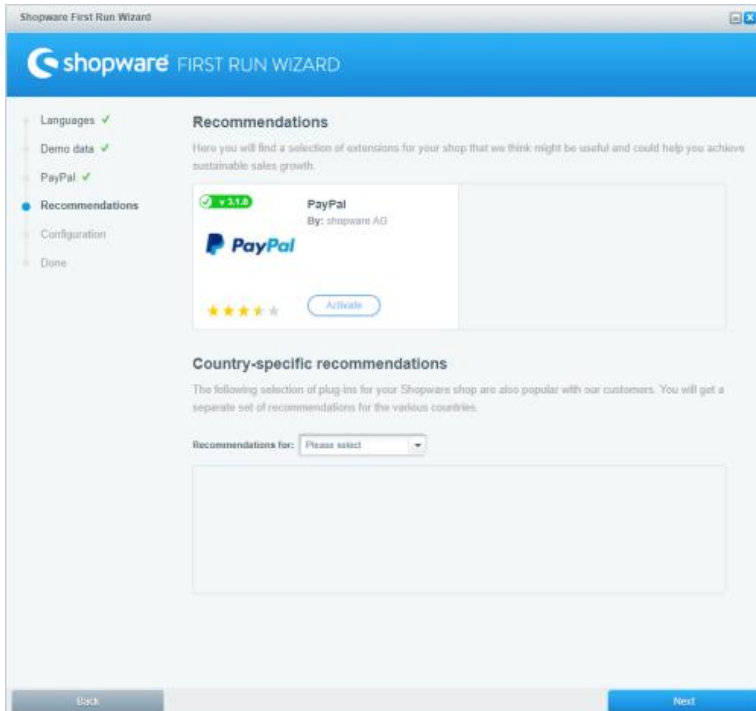


Then enter your access data for your PayPal account, click on save and then on continue.



## Recommendations

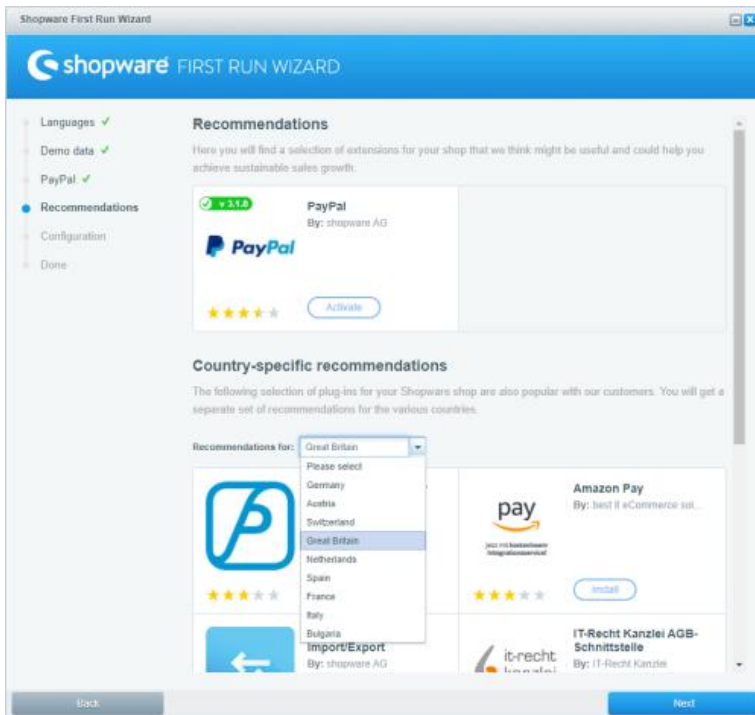
These are are recommendations from Shopware which may be helpful for you. If needed, you can install them directly:



Further you will see **Country-specific recommendations**, this are plugins, which will be used often in the desired country. Just select your country to get an overview of the available plugins and install one, if



needed.



## Configuration

In the area **Shop settings** you can set the basic informations of your shop like the name, e-mail address, address, bank details and the company.

In the **Theme configuration** you can set the primary and secondary color of your theme and the shop logo. Primary for example are Buttons, active and primary links and headings while secondary are secondary buttons, running text and other links.

The screenshot shows the 'Shopware First Run Wizard' window. The title bar reads 'Shopware First Run Wizard'. The main header is blue with the Shopware logo and 'FIRST RUN WIZARD'. On the left, a sidebar lists steps: Languages (checked), Demo data (checked), PayPal (checked), Recommendations (checked), Configuration (selected), and Done. The main content area is titled 'Configuration' and contains the following sections:

- Shop settings:** Includes input fields for 'Name of shop' (filled with 'Demoshop'), 'Your e-mail address' (filled with 'your.email@shop.com'), 'Address', 'Bank details', and 'Company'.
- Theme configuration:** Includes 'Primary colour' (filled with '#D94026') and 'Secondary colour' (filled with '#5F7295'). Below these are 'Shop Logo' options: 'Select media', 'Reset media', and a 'no picture' placeholder.

At the bottom, there are three buttons: 'Back', 'Skip', and 'Save'.

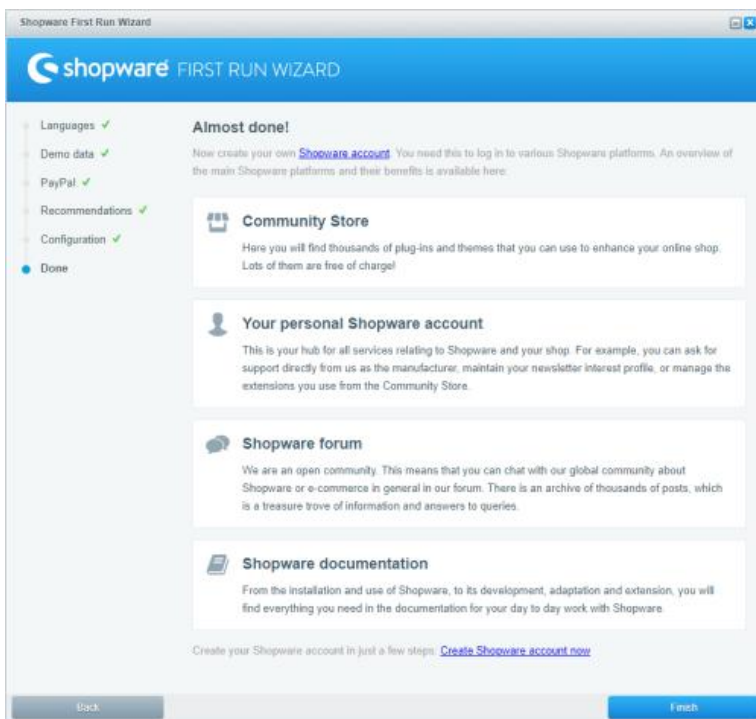
The bank details are used by default in the order confirmation mail in case of prepayment. Please fill this field HTML compliant to make sure, that breaks in HTML mails will look correctly.

The set **Shop logo** is used for all viewports by default. if you want to set divergent logos for single viewports, you can do this afterwards in the [Theme Manager](#).

Mind the image size! While the theme and the most webmailers will display it correctly, applications like Outlook will display the image in full size, because they cannot interpret the related CSS property.

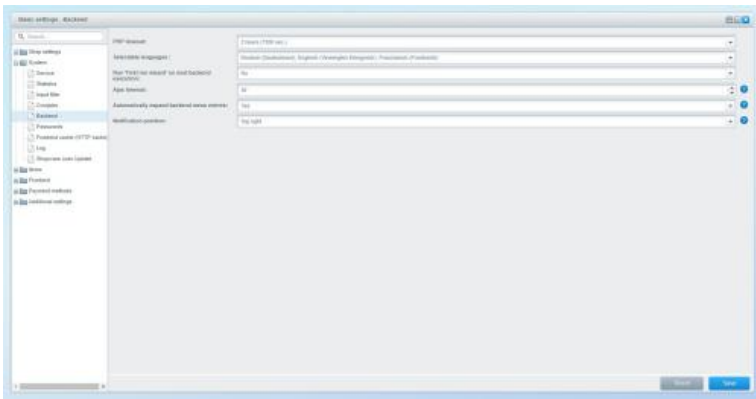
## Done

The wizard is finished now and he shows you further steps to go: Visit the [Community Store](#), create a [Shopware Account](#), visit the [forum](#) or open the documentation. By clicking **Finish** you complete the wizard and will be forwarded into the Shopware backend.



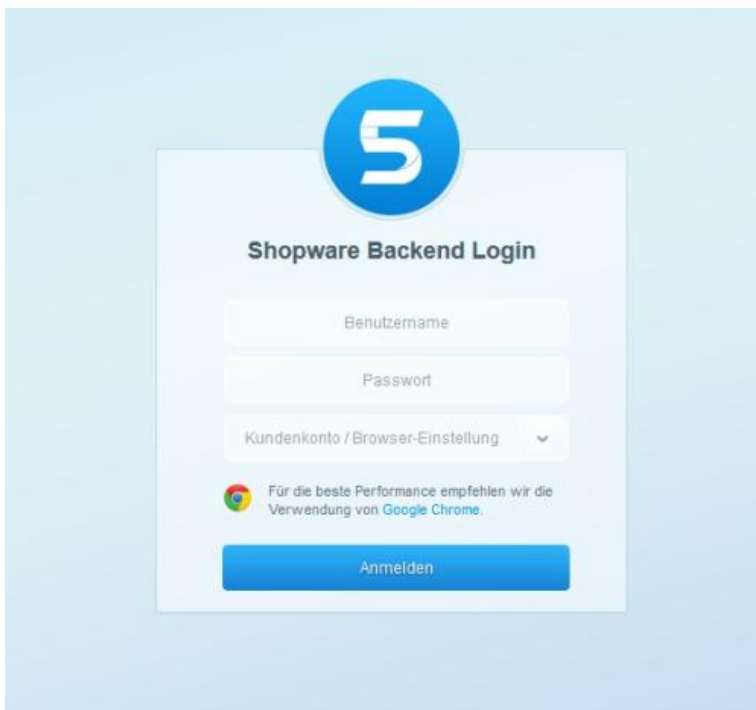
## Revisiting the wizard

If you want to revisit the wizard, you can reactivate it using the basic settings in **Configuration > Basic settings > System > Backend** by activating the First Run Wizard-option and clear the cache. After reloading the backend the wizard will show up again.



## Opening the Backend

After installing Shopware you can open your Backend with the URL **http://www.yourshop.com/backend** and login with the data you entered in the Installer.



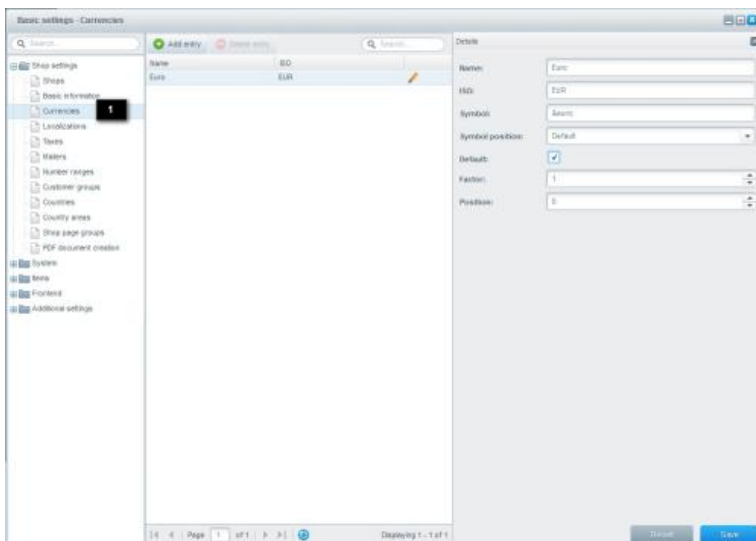
## Configure Backend

After installing Shopware you have to configure your shop. We'll show you here, which basic settings you should check and may change.

## Currencies

At first, check your active currencies, that all of your target users can pay in their currency. This setting you can find in **Configuration > basic settings > shop settings > currencies (1)**. Here you define all of the needed currencies which can be assigned to the desired shops later.

Never delete the default currencies!

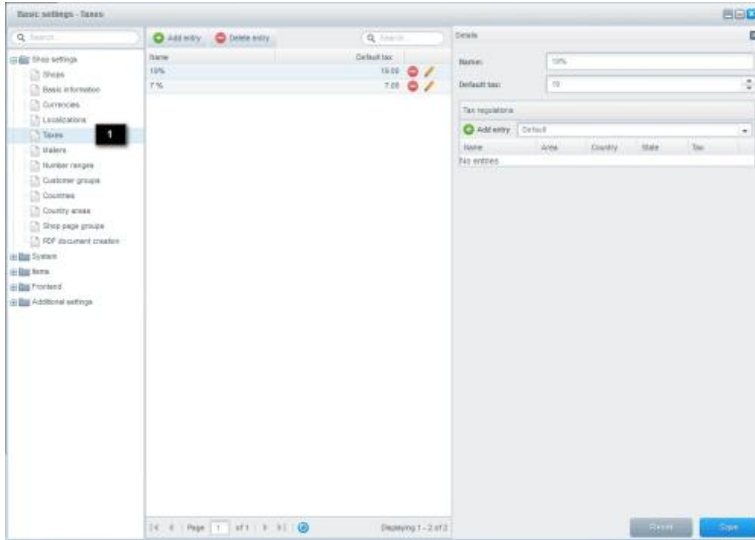


Further informations to currencies can be found [here](#).

## Taxes

Check the configured taxes, the setting can be found in **Configuration > basic settings > Shop settings > Taxes (1)**.

Never delete the two default tax rates! You can add new tax rates or define different tax rates for each country. The default rate "19%" is declared as the default tax rate for goods, while the "7%" rate is the low tax rate for e.g. books and food in germany. Please check, if you need both of them, but never delete one of them!



Further informations to taxes can be found [here](#).

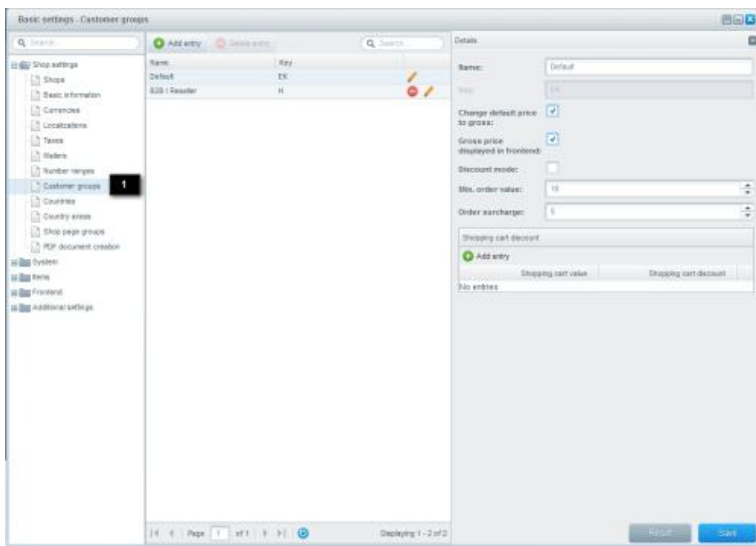
## Customer groups

Customer groups are an important component to manage your users, e.g. separation of customers and resellers. Since they may have different item prices you can set up the customer groups as you need them.

Open the Settings in **Configuration > basic settings > Shop settings > Customer groups (1)** and check, if you have all necessary customer groups created.

The customer group "EK" is a systems customer group and must never be changed or deleted!

Customer group keys can't contain spaces, umlauts or special characters, since this can lead to massive problems in the database!



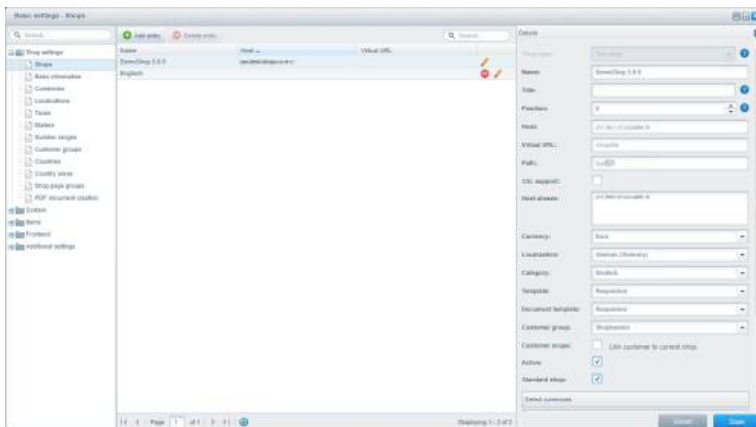
Further informations to customer groups can be found [here](#).

## Shop settings

With the shop settings you set up fundamental settings, if you want to set different settings then provided in the installer, you can do so, but normally you don't need to make changes here.

Open in the Backend **Configuration > basic settings > Shop settings > Shops** and verify the data.

NEVER delete the default shop! You can change the data if you need to, but in case of deleting, the shop will be massively damaged.

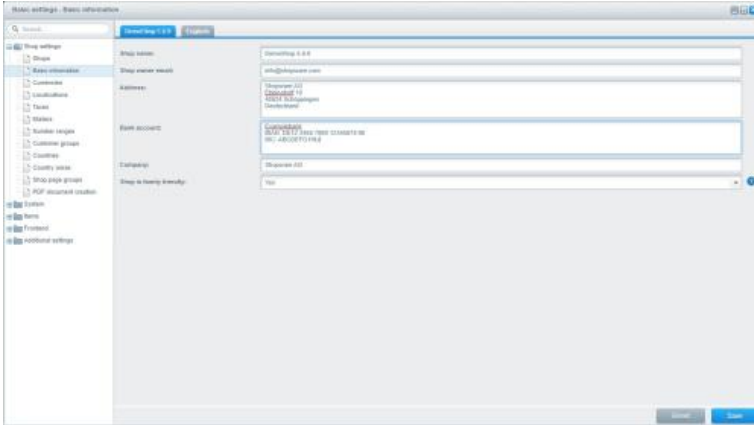


Further informations to shop settings can be found [here](#).

## Provide basic information

The basic information contains important information of your shop like the name, address, bank account, company and the "FamilyFriendly"-Tag for search engines.

Switch in the Backend to **Configuration > basic settings > Shop settings > Basic informations** and enter your data.



Further informations to basic informations can be found [here](#).

## Configure payment methods

It's time to set up your desired payment methods. In **Configuration > Payment methods** you'll find an overview of all installed payment methods. If you need additional payment methods, you can take a look into our [Store](#), where you can download other payment plugins. The payment methods will only be provided in the frontend checkout, when your customer fits the payment requirements:

- Enabled in the shipping methods
- No Risk Management restriction
- No restriction through the payment method itself (plugin)

Further informations to payment methods can be found [here](#).

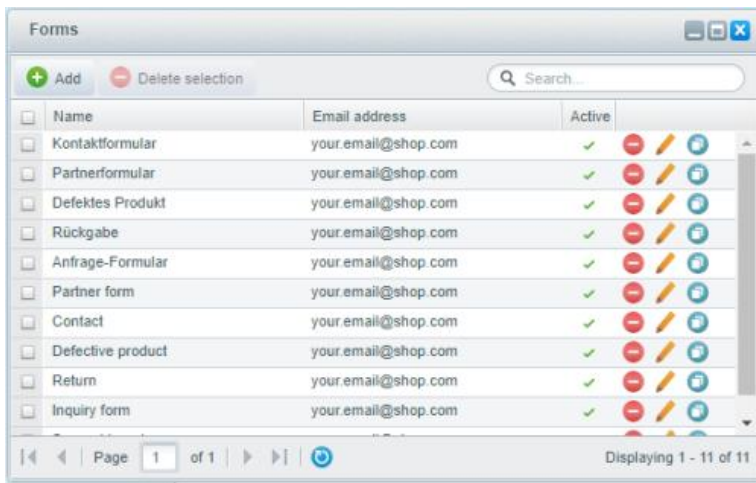
## Shipping methods

Now configure the shipping methods, which should be available in your shop. You can find the shipping methods in '*Configuration > Shipping costs*', please make sure, that you used payment methods are enabled for the desired shipping methods, otherwise this can cause in problems. If you're missing shipping methods, you can take a look in our [Store](#) and add your desired shipping method.

Further informations to shipping methods can be found [here](#).

## Forms

Forms are used at multiple places in the frontend, e.g. the contact form. You can / should edit this forms that they're suitable for you. To do this, switch in the backend to **Content > Forms** and **change (1)** your email-address, to who the form will be sent. If needed, you can also individualize the form as you want to.

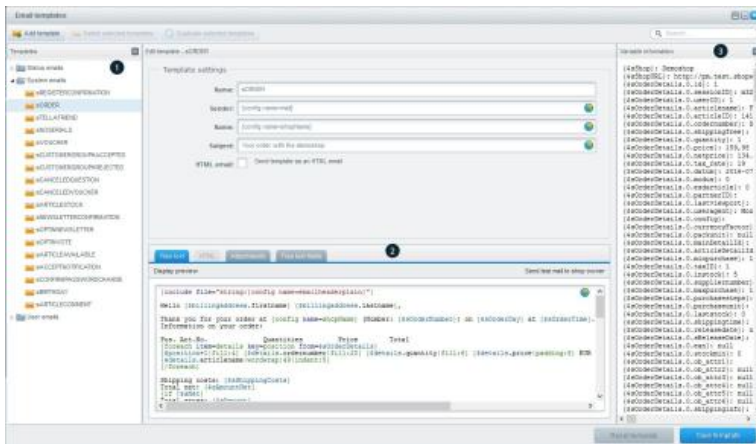


Further informations to forms can be found [here](#).

## email templates

Email templates are an important component of your shop, because all of your email template will be defined here, e.g. the order- or register confirmation.

Configure your **Status- and System emails (1)** templates in **Configuration > Email templates**, you can switch between **plaintext and HTML (2)** format. Which variables are available you can see in **Variable information (3)** after expanding. To see all available variables, this email must be sent at least once.



Further informations to email templates can be found [here](#).

## create category structure

In **Items > Categories** simply create your desired categories.



Further informations to email templates can be found [here](#).

## create items

Items can be created at **Items > Create** or **Items > Overview > Add item**. Doing this, you should think about some things like the minimum data and rules for item numbers.

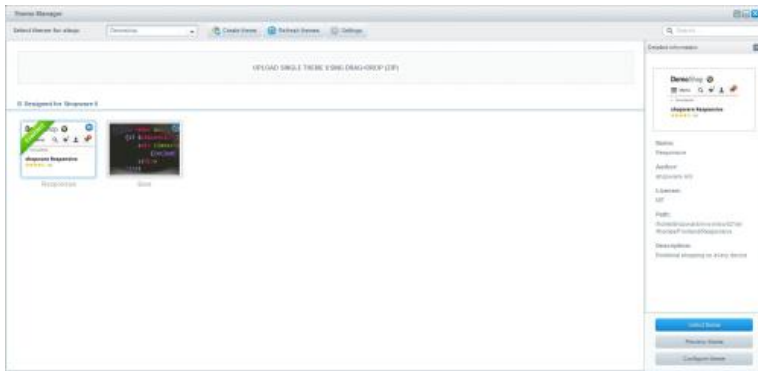
Further informations to items can be found [here](#).

## Configure the Frontend

After we configured the backend settings, we now devote to the frontend.

### choose Theme

Open the Theme Manager at **Configuration > Theme Manager** and choose the desired shop first, before you choose the desired theme for this shop. You can individualize the theme itself by clicking **configure theme**.



The Bare Theme is only a base and contains neither Styling nor JavaScript! The Bare Theme is only for Theme developers who want to build their own theme from the scratch by derive from the basic structure!

Further informations to the Theme Manager can be found [here](#). If you want to write your own Theme or individualize the theme following our conventions, we recommend to read our [Designer`s Guide](#).

### Change shop logo

Since Shopware 5 the logo must not be changed in the code, but in the theme settings (see: change Theme).

### Meta Informations in the source code

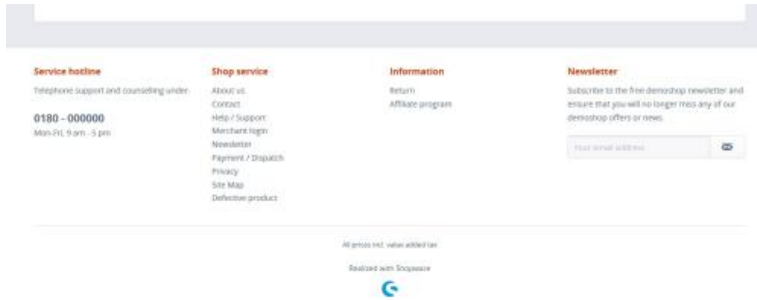
In the **source code** of the shops frontend you will find the following code:

```
<meta name="author" content="#IndexMetaAuthor#" />
<meta name="copyright" content="#IndexMetaCopyright#" />
<meta name="keywords" content="#IndexMetaKeywordsStandard#" />
<meta name="description" content="#IndexMetaDescriptionStandard#" />
```

This are meta informations which are relevant for search engines, this informations are not defined by default, so you have to switch to **Configuration > Snippets' and search for the snippets like IndexMetaAuthor** for the author of the site and edit the snippet.

## Edit the footer

The most links in the footer are snippets, form links or shop pages.



## Service Hotline

This text is editable at **Configuration > Snippets**, by searching the snippet **sFooterServiceHotline** you can simply edit the snippet as you want.

## Shop Service

In this menu you'll find links to the forms e.g. the contact form. You can change the link to the form in **Content > Shop pages > English bottom pane (Shop service)** or delete the group assignment.

Further informations to Shop pages can be found [here](#).

## Information

In the *Information* menu you find links to shop pages, which are editable in **Content > Shop pages > English bottom pane (Information)**.

Further informations to Shop pages can be found [here](#).

## Internationalise Shopware

There are a few things to consider when it comes to internationalisation. For this reason, we have created a detailed [guide](#) that explains the necessary steps.

# Help, but where?

Not everyone starts as an expert in the area of online trading or can manage every single necessary step by themselves. However this is not necessary at all. Depending on the license model shopware offers you different possibilities to get yourself some support. This article is supposed to show you who you can contact and where the differences between the separate contact points are.

## License differences

Basically we differ between two license models. If you want to start setting up a shop and want to look how your business model is evolving without investing money our Community Edition is surely the right package for you. The Community Edition (CE) is completely free of costs and offers you all basic shopware functions.

For established online shops or startups which want to invest into their online shop from the start we offer a Professional Edition (PE). Besides the advanced features (features of shopware that are only available in a Professional Edition), you can also only get official support from shopware with this version. The price of the Professional Edition is always based on the size of your shop.

You can inform yourself about this [here](#).

## This documentation

You will be able to solve many of your questions with this documentation. In addition to the description of programme functions, you will also find [tutorials](#) on how to implement certain solutions.

If you are completely new to Shopware, we recommend that you read the relevant articles on the function or form here in the documentation. In the articles you will find a detailed description as well as helpful tips.

In the Shopware backend there is a blue circled question mark next to many input fields. Move your mouse over it and you will see a short note about the meaning of the field.

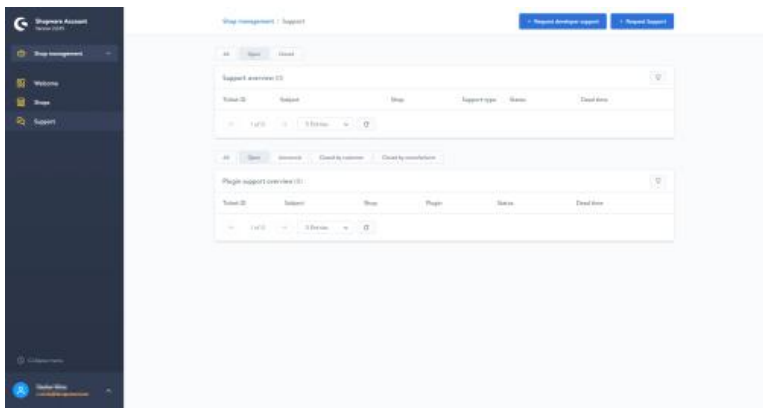
## Shopware support

The shopware support is the first contact point for all those who have bought a Professional Edition (PE). The technical support of shopware aids you with setting up your shop and with all questions regarding the configuration and handling of the shopware frontend and backend. Based on the subscription you booked Shopware guarantees you a reaction within defined reaction times.

Also some subscriptions offer you the possibility of a callback.

Bigger subscriptions also allow you to use the developer-support. While the developer-support does not provide you complete individual solutions they will answer you any specific questions regarding the implementation of your individual requirements. Of course you can also ask specific questions about your implemented plugins.

Last but not least some subscriptions offer you an "emergency-support" which allows you to contact us outside of the normal support working-times because of serious issues in your shop.



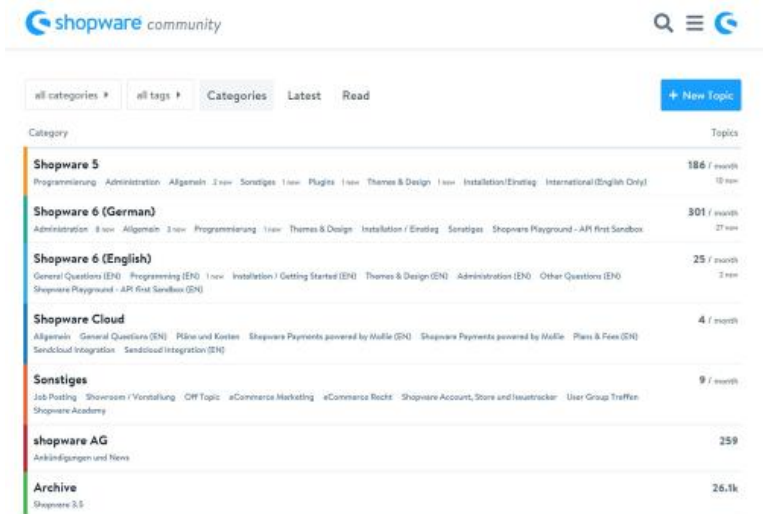
You can find further information about the shopware-support on our [homepage](#) and in our [documentation](#).

## Community forum

The community forum is meant for all different user types from the shopware universe and also is the contact point for all shop owners with a Community Edition. Based on the slogan "shop owners help shop owners" the forum lives from mutual help between the users.

Of course it might happen that nobody there knows the answer to your question so we would ask you to share it with the community if you find it yourself, because the forum need the users to share their own experiences and solutions.

The forum is unrelated to your shopware-account so you can register completely anonymously and without any relation to your shop to participate on the discussions of the community. When creating a post it is important to describe your problem as detailed as possible so the community can understand your issue and support you as best as they can.



You can find the forum at <https://forum.shopware.com/>

## Shopware partners

We have a wide ranged net of shopware-partners, meaning agencies that have been checked by us on their quality and service and gotten a certificate for that. The shopware-partner is a solution for everything - he can implement you individual functions, take over setting up your online-shop completely or answer you those questions that have not been answered by the community. Of course the services of our partners have to be paid. If you search for someone who can support you perfectly with setting up your online-shop you can look for a partner at our [partner overview](#).

## Welcome to shopware

You have chosen Shopware: Congratulations! We are happy to welcome you as part of the community. There is an incredible amount to discover here and besides your own shop, there are also many Shopware pages that we would like to introduce to you here!

## Shopware website

On our website you will find all important information about our product, version comparisons and contact information. In addition to the partner listing, which allows you to easily find an agency that supports you with your requirements, you will also find an overview of Shopware's further education offer, as well as a blog with all news, case studies and a lot of important information.

[Visit the shopware website](#)

## Shopware community store

If you would like to expand your shop with features that are not available in the standard scope, our Community Store is the right place for you! Various software manufacturers offer their individual extensions for the shop software here. Besides payment provider interfaces, you will also find many other useful tools to get the most out of your online shop. If you have a great extension yourself that you want to offer to other customers, you've come to the right place!

[Visit the Shopware community store](#)  
[Community store help](#)

## Shopware Account

The Shopware account is the cornerstone of the shopware universe. Here you can view your bookings and invoices, change your stored data or ask questions to the official shopware support. The license overview offers you a compact summary of all your licenses/extensions that you have purchased from us.

[Visit the Shopware Account](#)  
[Shopware Account help](#)

## Shopware Docs - our knowledge database

Here you will find contributions that help you to create articles, configure your shop, etc.

[Visit the Shopware Docs](#)

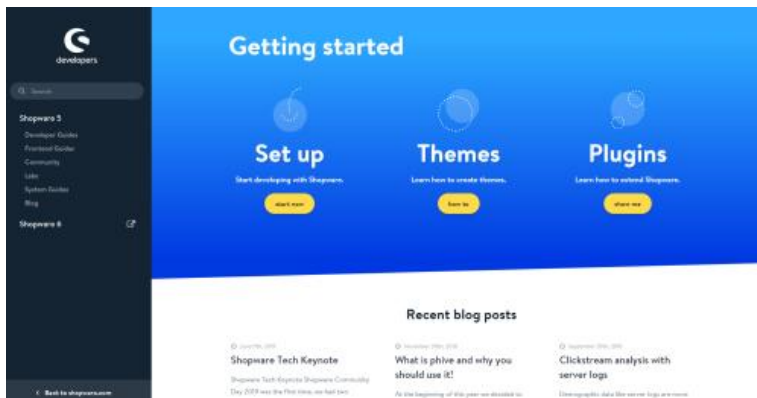
## Shopware forum

As the heart of the community, our Shopware Web site is also home to the forum. There you can exchange ideas and share experiences with other shop owners.

[Visit the Shopware Forum](#)

## Shopware devdocs

If you are a developer or web designer, you have come to the right place. This page contains all information about the technology behind Shopware and how it can be extended. Whether you want to program your own plugin or simply customize the design, you will find numerous examples in our developer documentation that will help you with your project. In addition, there is also a blog there, which makes further information from the shopware universe directly accessible.



[Visit the developer documentation](#)

## Shopware issuetracker

We hope that you will not have to visit this page too often. Our issue tracker is there to report general bugs in our software. So if you have a problem, which you can also reproduce in one of our demo shops, you have the possibility to report this problem to us through the issue tracker. The tickets will then be checked and prioritized by our developers to create a product that is as bug-free as possible.

shopware Issuetracker

Account Language

0 Credits left today

### Issues Overview

1,20 / 1000

Filter settings

Search

Shopware version

Issue type

Issue Subject

Issue

Type	ID	Version	Subject	Issue	Author	Status	Created	Last updated	
✖	ISSUE-9658	Shopware 5.7.0	Core	Lightbox für Adminbereich funktioniert nicht	Thomas Thiele	In Progress	16.07.2019	16.07.2019 16:05	
✖	ISSUE-9654	Shopware 5.7.0	Core	Die Versandkosten werden nicht richtig berechnet	Stefan	Open	16.07.2019	16.07.2019 16:06	
✖	ISSUE-9653	Shopware 5.7.0	Core	Bei aktiviertem "Themen - Plugin" wird folgende Fehlermeldung für den Kunden angezeigt: "Die angegebenen Versandkosten sind nicht möglich. Bitte wählen Sie ein anderes Versandplugin." (siehe Screenshot)	Thomas Thiele	Open	16.07.2019	16.07.2019 16:03	
✖	ISSUE-9652	Shopware 5.7.0	Core	Die Buttons sind über die ganze Seite verteilt	Stefan von Troisdorf	Open	16.07.2019	16.07.2019 16:04	
✖	ISSUE-9651	Shopware 5.7.0	Core	Das Theme "Shopware 5.7.0" ist nicht mehr verfügbar	Stefan von Troisdorf	Open	16.07.2019	16.07.2019 16:07	
✖	ISSUE-9650	Shopware 5.7.0	Core	Die Versandkosten werden nicht richtig berechnet	Stefan von Troisdorf	Open	16.07.2019	16.07.2019 16:04	
✖	ISSUE-9649	Shopware 5.7.0	Core	Die Versandkosten werden nicht richtig berechnet	Stefan von Troisdorf	Open	16.07.2019	16.07.2019 16:04	
✖	ISSUE-9648	Shopware 5.7.0	Core	Die Versandkosten werden nicht richtig berechnet	Stefan von Troisdorf	Open	16.07.2019	16.07.2019 16:04	
✖	ISSUE-9647	Shopware 5.7.0	Core	Die Versandkosten werden nicht richtig berechnet	Stefan von Troisdorf	Open	16.07.2019	16.07.2019 16:04	
✖	ISSUE-9646	Shopware 5.7.0	Core	Die Versandkosten werden nicht richtig berechnet	Stefan von Troisdorf	Open	16.07.2019	16.07.2019 16:04	

Visit the Shopware issuetracker