

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.

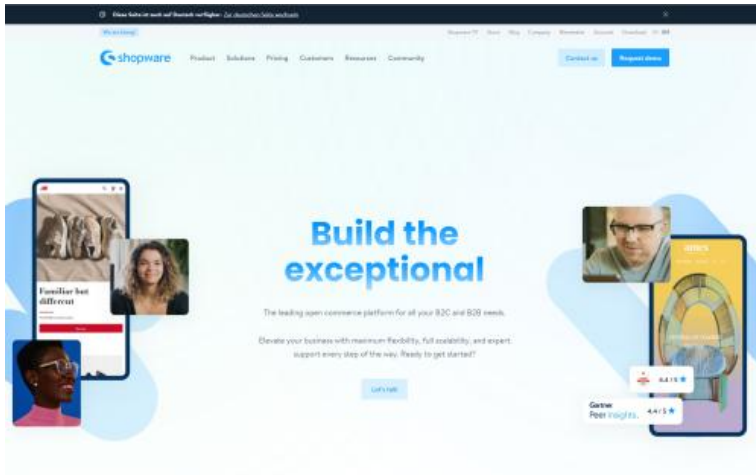
In addition, we will also highlight all the important points about installing Shopware and which things are the first challenges for you after the installation.

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

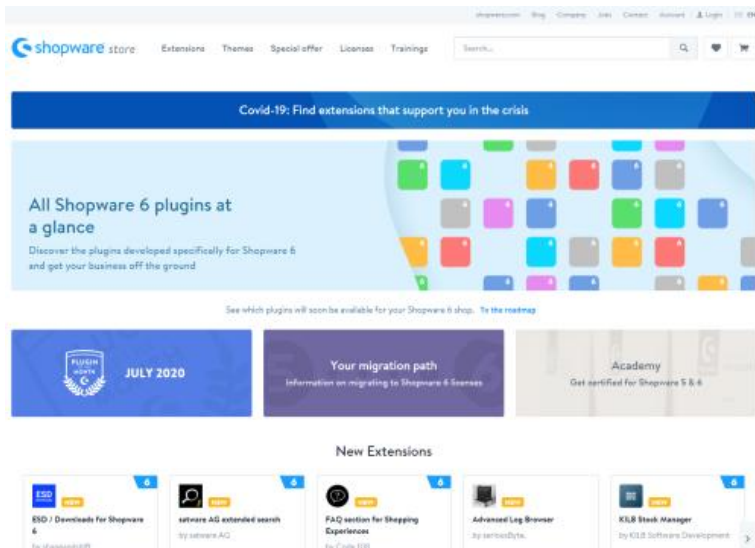
On our website you will find all important information about our product, version comparisons and contact information. In addition to the partner listing, which allows you to easily find an agency that supports you with your requirements, you will also find an overview of Shopware's further education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

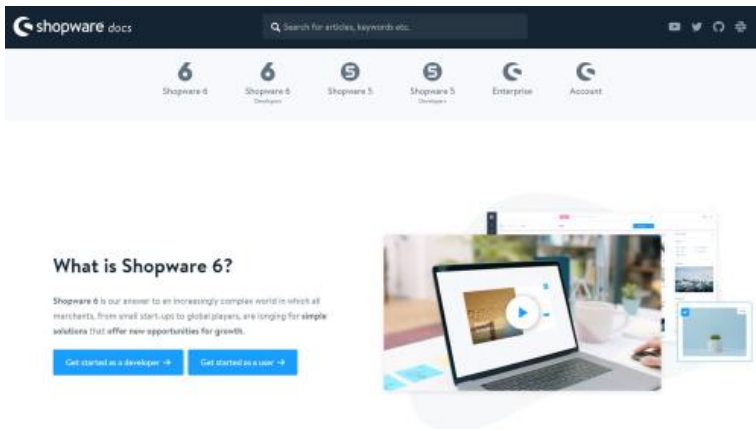
The Shopware account is the cornerstone of the shopware universe. Here you can view your bookings and invoices, change your stored data or ask questions to the official shopware support. The plan overview offers you a compact summary of all your plans/extensions that you have purchased from us.



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

Shopware Docs - our knowledge database

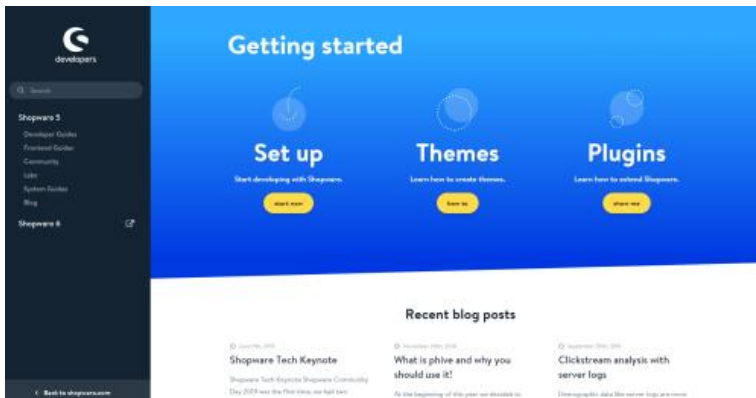
Here you will find contributions that help you to create articles, configure your shop, etc.



[Visit the Shopware Docs](#)

Shopware 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 Product Feedback Portal

Your feedback makes a difference! With the Shopware Feedback Portal, our primary goal is to create a user-friendly platform for your valuable input. Open source platforms like Shopware are based on a collaborative culture, which means that our e-commerce solution is completely open to your feedback on problems, ideas, solutions and use cases related to our product. This way, you can have a say in what features and solutions are implemented in Shopware 6.

[Visit the Product Feedback Portal](#)

Shopware forum

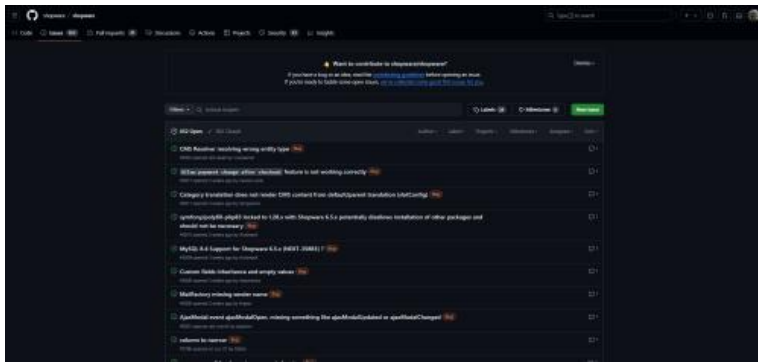
As the heart of the community, our Shopware Web site is also home to the forum. There you can exchange ideas and share experiences with other shop owners.

Category	Topics
Shopware 5 Programmierung Administration Allgemein 2 neu Sonstiges 1 neu Plugins 1 neu Themes & Design 1 neu Installation/Erstling International (English Only)	186 / month 10 neu
Shopware 6 (German) Administration 8 neu Allgemein 3 neu Programmierung 1 neu Themes & Design Installation / Erstling Sonstiges Shopware Playground - API First Sandbox	301 / month 27 neu
Shopware 6 (English) General Questions (EN) Programming (EN) 1 neu Installation / Getting Started (EN) Themes & Design (EN) Administration (EN) Other Questions (EN) Shopware Playground - API First Sandbox (EN)	25 / month 3 neu
Shopware Cloud Allgemein General Questions (EN) Pläne und Kosten Shopware Payments powered by Mollie (EN) Shopware Payments powered by Mollie Plans & Fees (EN) Sendcloud Integration Sendcloud Integration (EN)	4 / month
Sonstiges Job Posting Showroom / Veranstaltung Off Topic eCommerce Marketing eCommerce Recht Shopware Account, Store und Newsletter User Group Treffen Shopware Academy	9 / month
shopware AG Ankündigungen und News	259
Archive Shopware 3.5	26.1k

[Visit the Shopware Forum](#)

Github Issues

We hope that you will not have to visit this page too often. The Github issues page 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 github issue page. The tickets will then be checked and prioritized by our developers to create a product that is as bug-free as possible.



[Visit the Github Issues](#)

Shopware Account

What is the Shopware Account?

The account is the central hub for all services related to the use of Shopware. Here you will find various functions and options, such as an overview of your shop plans, information about support (commercial versions), offering and placing extensions in the store and managing software and extension subscriptions.

With the login ID of your Shopware account, you can log in to all Shopware portals, such as the forum or the store. In addition, you can log in to your Shopware shop with these details.

The former Shopware ID is replaced by the [user administration](#). If you still have a Shopware ID, log in with it and switch to a personal user account.

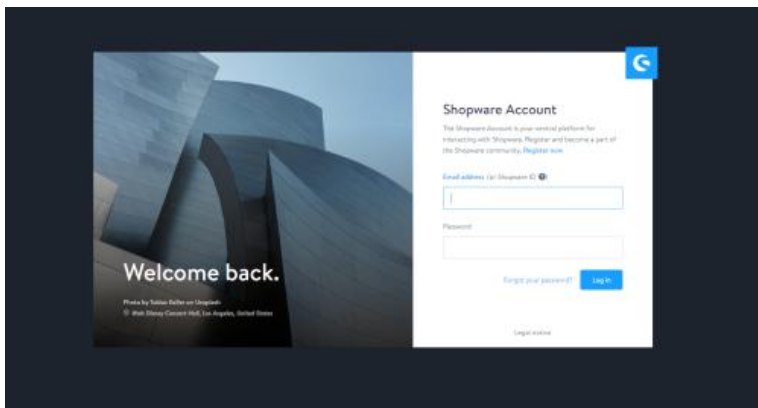
First steps

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

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")..

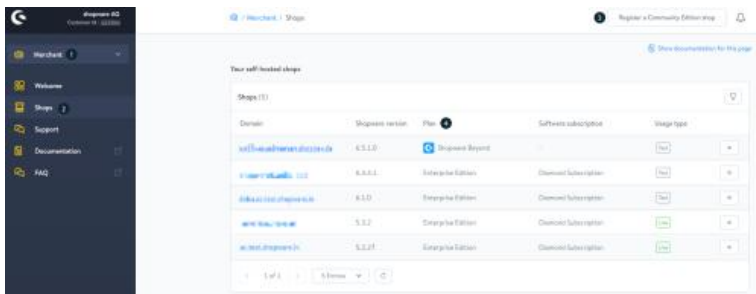
We ask agencies to bear in mind that client and agency data must not be mixed.

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,...)

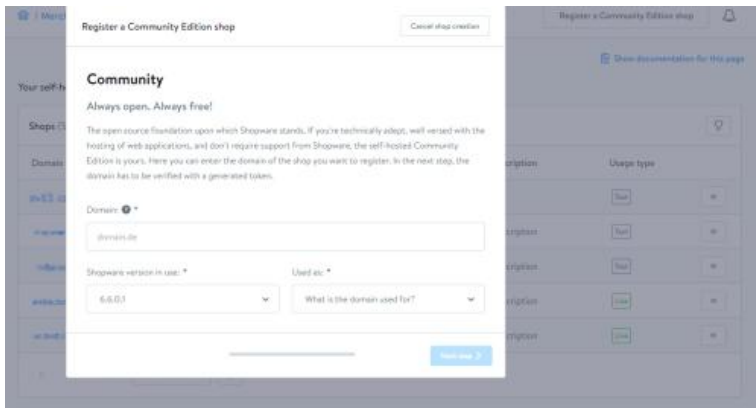
Add shop

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

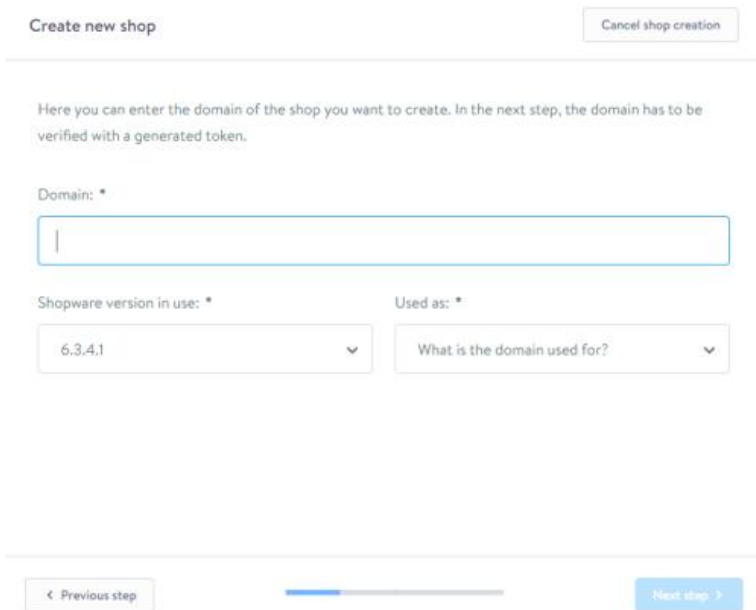


First select Merchant **(1)** in the dropdown at the top left and then Shops **(2)**. In the overview you will see all existing stores. On the right side you can see which plan is assigned to the store **(4)**.

Create a new shop: Click on Register a Community Edition Shop on the top **(3)**. Now the following window will open:



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



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

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

[redacted] 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 **Merchant > Shops > Shop details > Account details**.

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

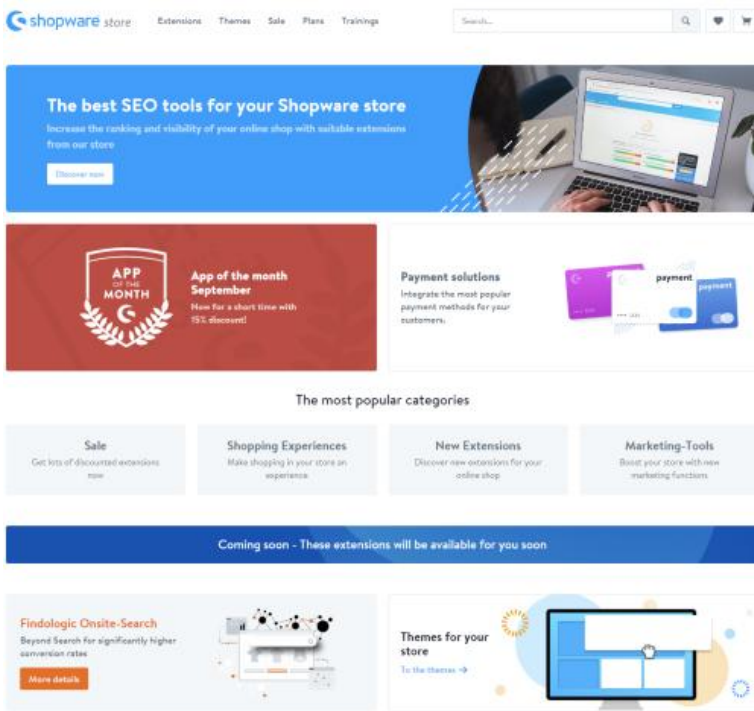
Alternatively, it is also possible to make a PayPal payment to the PayPal account "**financial.services@shopware.com**". Please always state your customer number and domain.

Make purchases

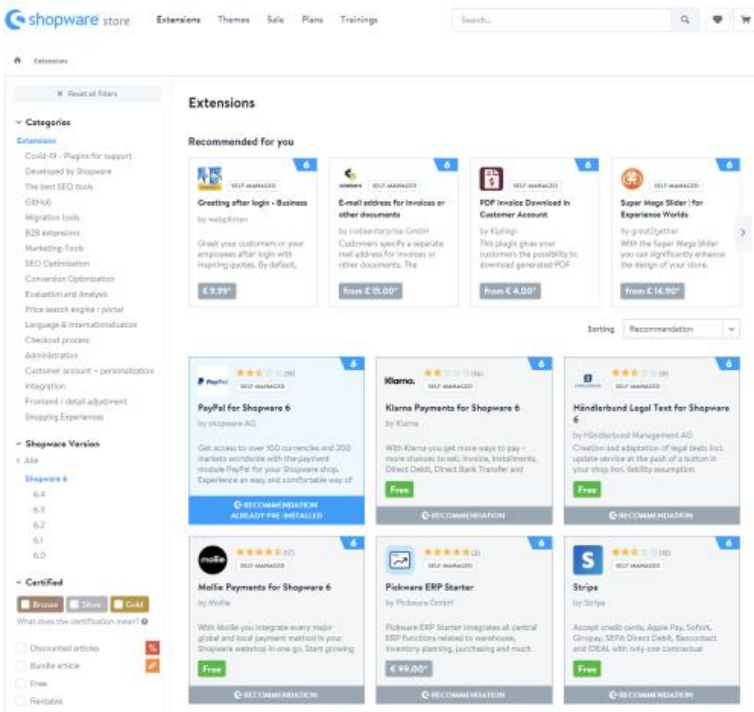
Purchasing in the Store

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](#).

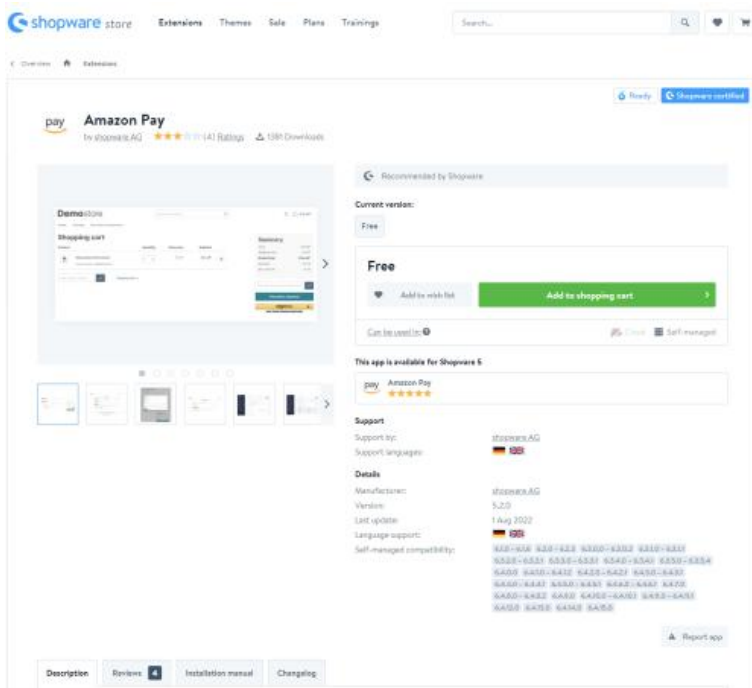
Open the [Shopware Community Store](#):



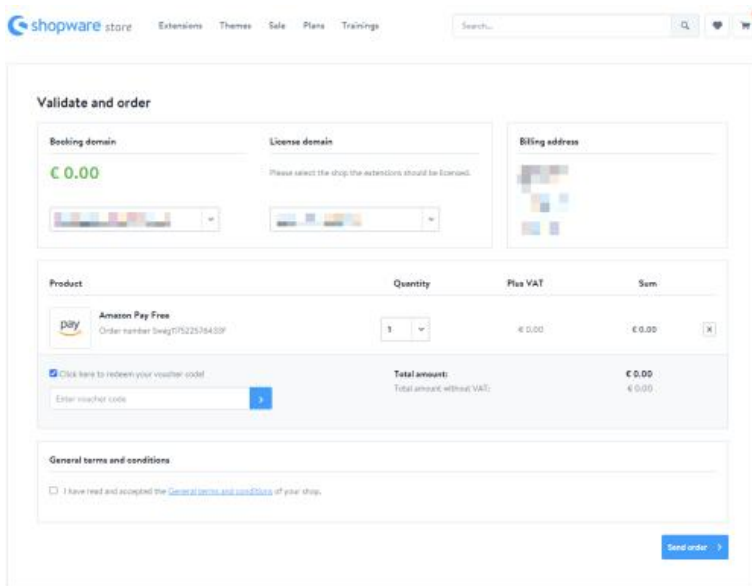
You can quickly reach the extensions you are looking for by using the navigation, alternatively you can also work with the search. The image below shows you what the corresponding listing looks like.



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:



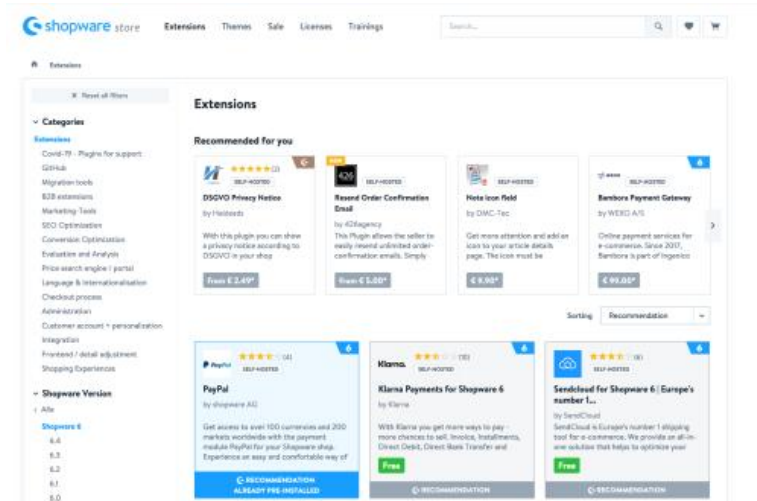
Once you are in the checkout, make sure that both the booking domain and the shop domain are correct! Otherwise there may be problems with billing or the extension may not run in the intended shop because it was booked for an incorrect domain.

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

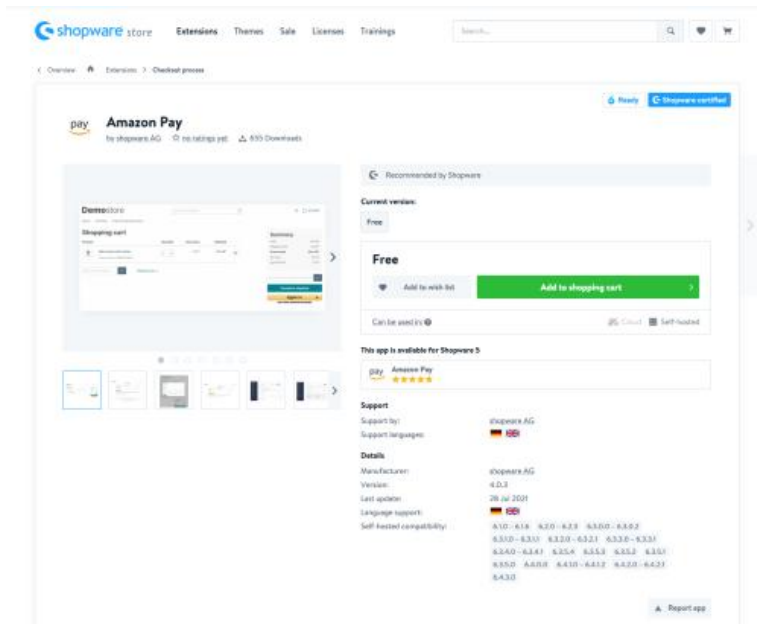
The purchased extension will later be used on the **shop domain**. Select the shop domain here on which you would like to use the extension afterwards.

Purchase through the administration

Extensions in Shopware 6 can also be easily purchased and added using the administration. To do this, simply navigate to the Extensions section in your administration. There you can click on the menu item **Store**.



The extensions are divided into apps and themes. You can easily search for an extension using **search (1)**. Additionally, the filters offer you further possibilities to find certain extensions. By clicking on the desired extension you will get to its detail page.



With **Add extension (1)** you can purchase the extension.

You can find a detailed video tutorial under [Extensions](#) in our documentation.

I have questions and need support

If you have any questions about our plans & products, please contact our sales team at 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 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?](#)"

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 plan 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.

Plan differences

Basically we differ between two plan 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 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 chargeable plans (Shopware Rise, Shopware Evolve, Shopware Beyond). Besides the advanced features (features of shopware that are only available in a certain plan), you can also only get official support from shopware with this version. The price of the plans is always based on the size of your shop. You can inform yourself about this [here](#).

Shopware support

The shopware support is the first contact point for all those who have bought a plan. 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.

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](#).

System requirements

Before you install Shopware 6, you should check that your server meets the system requirements. In this article, we will show you what requirements your server should have.

System requirements

Operating system

Shopware generally supports most Unix-based operating systems. From experience, we recommend installing Shopware 6 on Linux (e.g. Ubuntu).

Please note that Shopware is not designed to run on a Windows server.

Please note that the requirements listed below are the minimum system requirements. Depending on how the shop is used (extensions, number of products, etc.), it is advisable to increase these accordingly.

Environment

PHP

- Version ≥ 8.2 - ≤ 8.3
memory_limit 512M or higher
max_execution_time 30 seconds or higher

Extensions:

- ext-curl
- ext-dom
- ext-fileinfo
- ext-gd

- ext-iconv
- ext-intl
- ext-json
- ext-libxml
- ext-mbstring
- ext-openssl
- ext-pcre
- ext-pdo
- ext-pdo_mysql
- ext-phar
- ext-simplexml
- ext-xml
- ext-zip
- ext-zlib

SQL

- MySQL 8.0 or higher
MySQL versions 8.0.20 and 8.0.21 are not compatible due to technical problems in these versions.

or

- MariaDB 10.11 or higher
MariaDB versions 10.11.5 and 11.0.3 are not compatible due to technical problems in these versions.

For optimal MySQL performance, it is advisable to set ``max_allowed_packet`` to a minimum of 32 MB.

Please note that the database user used for the Shopware installation has all privileges for the tables and the database. Privileges on the server level are not required.

GIT

For version 6.5.0.0 or if you want to update from version 6.4 to version 6.5.0.0 and above, a git client must be installed on the server and a connection to our git repository has to be possible.

An update will fail without the git client and connection to the repository.

Other

- Apache 2.4 or higher with active *mod-rewrite*
- NGINX can also be used as a web server.
Further details can be found in the [developer docs](#).

Recommended

- Zend Opcache 256M or higher
- APCu 128M or higher
- Webserver with HTTP2 support
- For database administration, we recommend Adminer (<https://www.adminer.org/>) because it has better support for binary data types.

Further compatibilities

- Opensearch 1.0 or higher
- Elasticsearch 7.8 or higher
- Redis 7.0 or higher
- Varnish version 6 or higher
- node-js version 20.x.x or higher

Install Shopware 6

These instructions will explain what you need to consider before installing Shopware 6 and guide you through the installation process.

Prior to installation

Before you install Shopware, you should pay attention to some requirements. Below we explain to you which ones they are.

You can generally run Shopware on a self-hosted server, but for optimal performance we recommend installing Shopware on a server of one of [our hosting partners](#).

Htaccess adjustments

The htaccess file is a configuration file on your web server. Among other things, it specifies which users have access to the shared files and folders. With a htaccess file you have the possibility to allow access to your store only for selected users.

During the installation you should do without the htaccess protection or use the following solution.

Note that a .htaccess protection may result in the admin not being able to open it.
A short term solution is to not authenticate requests to the URL "/api" in the .htaccess:

```
AuthType Basic
AuthName "Please login."
AuthUserFile /path/to/.htpasswd

<RequireAny>
  Require expr %{THE_REQUEST} =~ m#.*?\s+\s+\/api.*?#
  Require valid-user
</RequireAny>
```

System requirements

Prior to installing, you should make sure that your system meets the [system requirements](#) for Shopware 6.

If you are unsure about any of the requirements, we recommend that you consult with the server hoster to ensure these requirements are met.

Routing settings

In addition, it is recommended to adjust the routing settings of your web server if necessary.
A corresponding example in the form of a vHost for Apache2 is listed below.

```
<VirtualHost *:80>
  ServerName "_HOST_NAME_"
  DocumentRoot _SHOPWARE_DIR_

  <Directory _SHOPWARE_DIR_>
    Options Indexes FollowSymLinks MultiViews
    AllowOverride All
    Order allow,deny
    allow from all
  </Directory>

  ErrorLog ${APACHE_LOG_DIR}/shopware-platform.error.log
  CustomLog ${APACHE_LOG_DIR}/shopware-platform.access.log combined
  LogLevel debug
</VirtualHost>
```

Please keep in mind to replace **_SHOPWARE_DIR_** and **_HOST_NAME_** with your settings.

You may also notice that the DocumentRoot in the above example does not point to the /public folder in the Shopware 6 installation directory. Behind the public folder is the storefront and the admin interface, but these are only available **after** installation. So after the installation you have to route to DocumentRoot `_SHOPWARE_DIR_/public`. This is necessary so that your customers do not have to call the store via `https://shopware-shop.de/public` for example.

Shopware 6 will point this out to you after the installation.

Contact your hosting partner if you have any questions about routing.

Shopware Installer

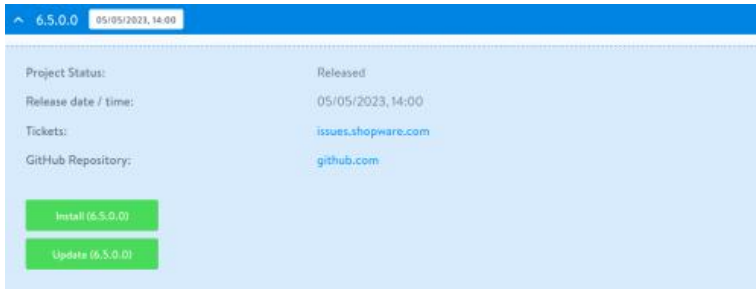
With the [Shopware Installer](#) you can install and update Shopware in a few steps. The same PHP file is used for both. This way an automated installation or update is performed.

If the file is saved in an empty public directory and called, the installation process is started.

For an already existing Shopware installation, the update process is started.

Download Shopware

After you have made sure that the system requirements for Shopware 6 are met and the routing settings of your web server are configured correctly, you can download Shopware 6. Also make sure that the unzipped files and directories have write permissions.



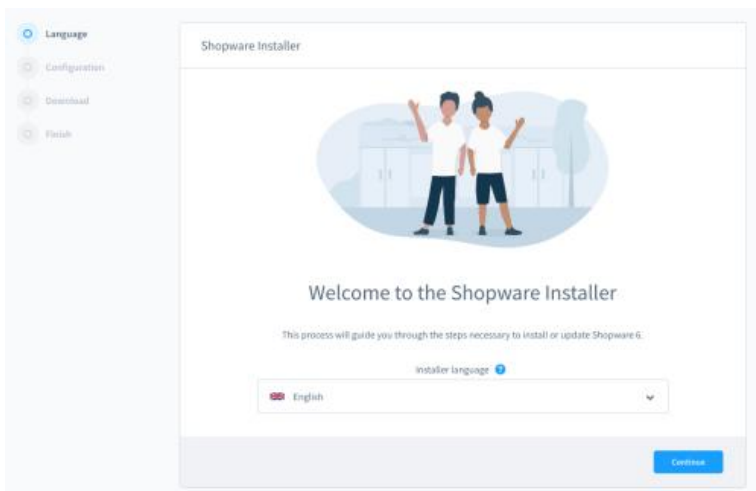
Step 1: Download the PHP file from the download area.

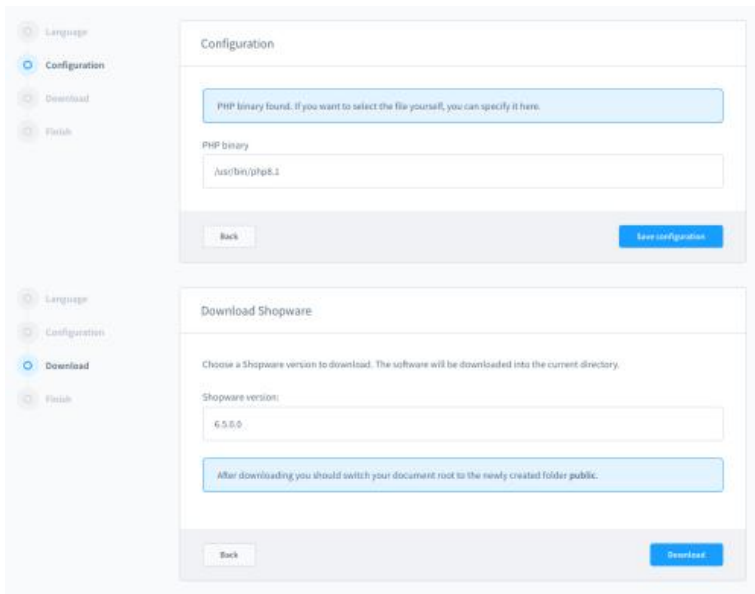
Step 2: Afterwards you create a folder on your webserver for your Shopware installation and move the PHP file into this folder.

Step 3: Then open the file in your web browser:

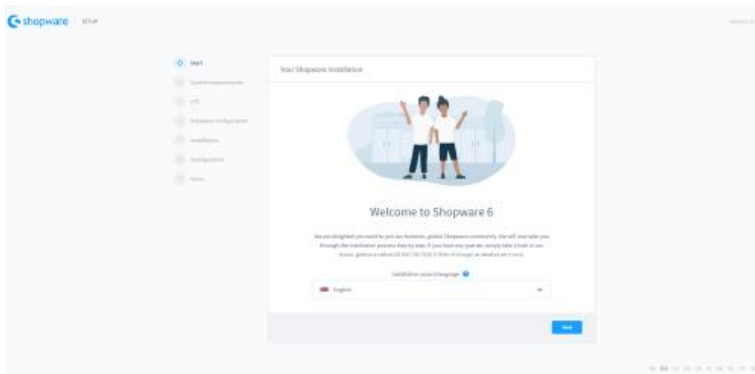
`www.my-url.com/ShopwareFolder/shopware-installer.phar.php`

The installation will now start.



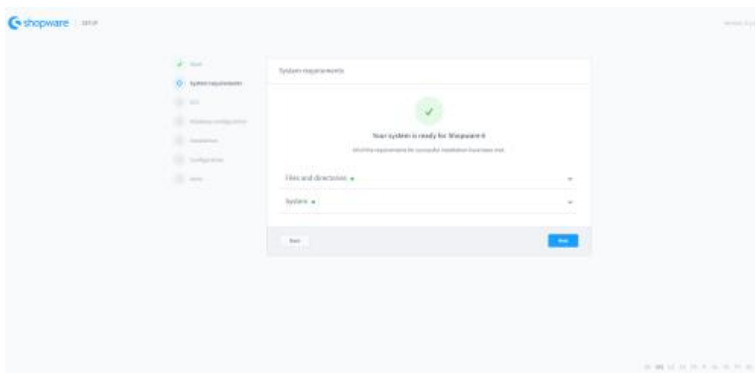


You will then be guided through the installation wizard, where you can enter some information.



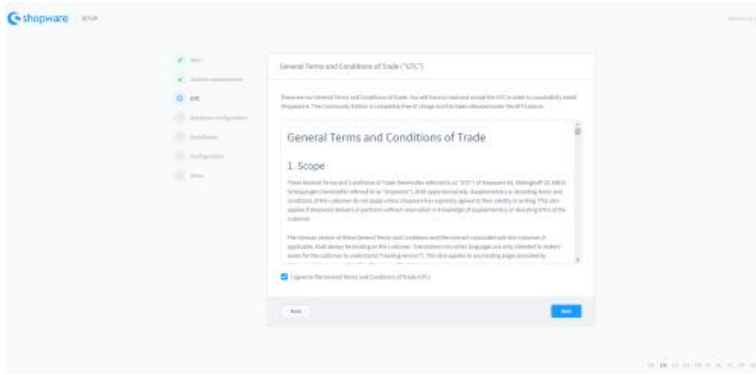
Checking the system requirements

In the second step of the installation, the system requirements are checked to see if they are met. The **arrow buttons** list the requirements, the folded out menu show which requirements are not met or which settings can be optimized.



General terms and conditions

In the next step you can read the license under which Shopware is licensed. In order to continue the installer, you must agree to the license terms.



Database configuration

In this step it is time to configure the database.

Under point **(1)** you define the server. In most cases the database is located on the same server, so you enter localhost or 127.0.0.1 here. Sometimes there are problems with the translation with the Unix socket, so you might prefer to enter an IP address, because it uses a TCP connection.

Under point **(2)** the user name of the database is entered.

Under point **(3)** the password of the database is entered.

Under point **(4)** the port of the database is entered.

Under point **(5)** the file path of the SSL certification authority (CA) is entered. It is important to enter an SSL certificate if an external database server is defined and this requires a secure connection.

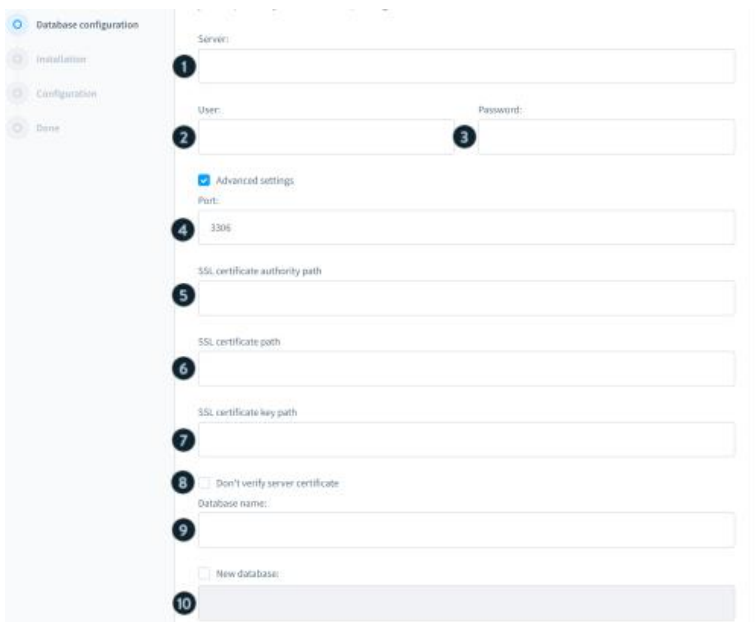
Under point **(6)** the file path of the SSL certificate is entered.

Under point **(7)** the file path of the SSL certificate key is entered.

Under point **(8)** it can be defined whether a check of the certificate should take place. This is important in cases where, for example, self-signed SSL certificates are used that do not have an authorized certification authority.

Under point **(9)** the name of the database is entered.

Under point **(10)** you can create a database.

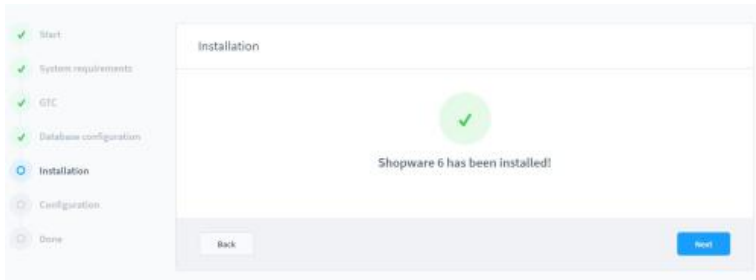


Database import

In this step the Shopware database is imported. Click on **Start installation** to initiate the database import.



The installation wizard will inform you that the installation is completed. Click next to proceed to the configuration.

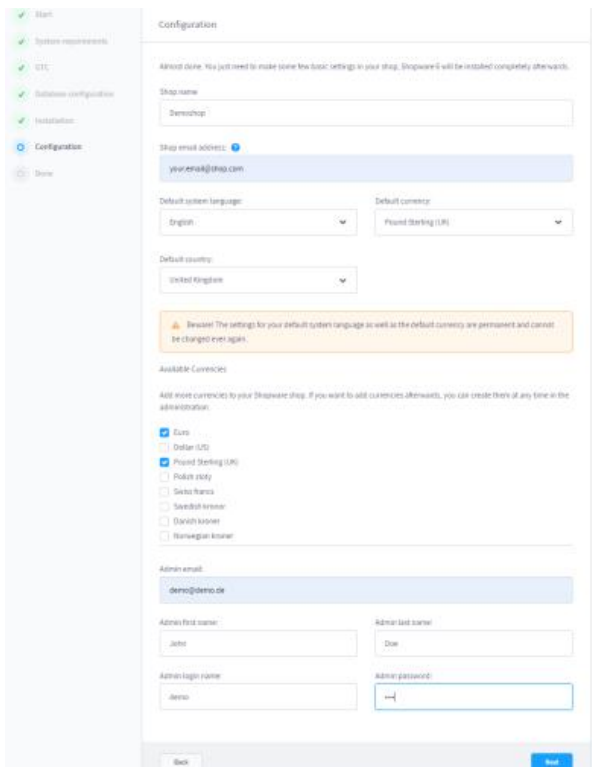


Configuration

In the last step you specify the basic settings for your shop:

- The **shop email address** will later be the global email address from which all emails are sent.
- The **default system language** specifies which language this installation will use as default. This affects both the frontend and the administration area.
- You have the following **default currencies** to choose from: Euro, British Pound, US Dollar, Polish zloty, Swiss francs, Swedish kronor, Danish kronor, Norwegian kronor and czech kronor. The currency you choose here will be entered as default in the shop with the currency factor 1. You can add more currencies directly or add more currencies with corresponding conversion factors afterwards.
- The area starting from the **admin email** address field defines the administrator user for the administration interface of Shopware 6. Enter his or her relevant data here. If necessary, you can create and manage additional users in the admin interface after installation.

Please bear in mind that the default language and the default currency cannot be changed at a later date.



Done

The installation is now complete and the installer will automatically redirect you to the admin interface. To login use the admin user you have just created to set up your Shopware 6 shop.

Installation via Composer

As an alternative to the installation with the installer, Shopware 6 can also be installed via Composer. You can find information about this in our [developer documentation](#).

First Run Wizard

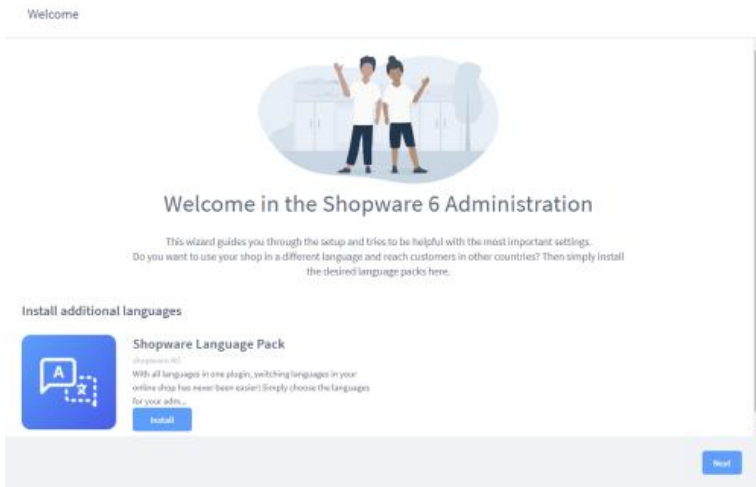
The First Run Wizard is launched automatically as soon as the installer logs you into the admin interface for the first time after the successful installation.

The wizard will help you to set up your shop step by step.

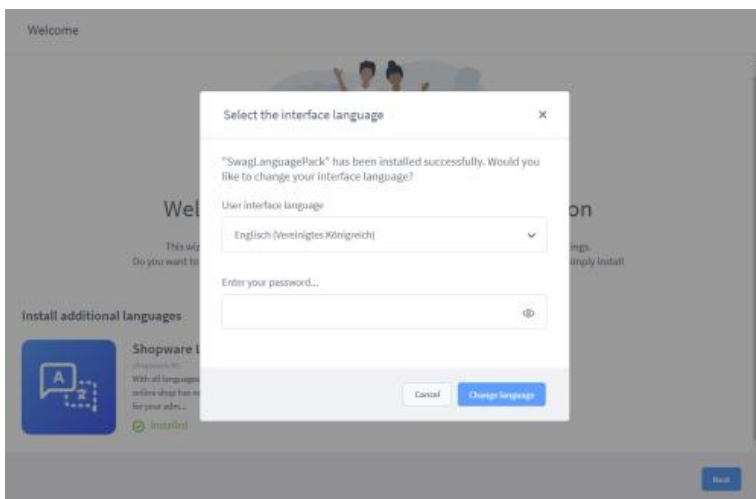
You can also access the First Run Wizard at any time after setup. To do this, navigate to **Settings > System > First Run Wizard**. If you open this, you can make or change the initial settings explained below.

Installing the language pack

The first step, the wizard offers you to install a language pack containing multiple languages. Click on the **Install** button to add the language pack.



After completing the installation you can change the language of the administration interface by selecting the desired language from the drop down menu.

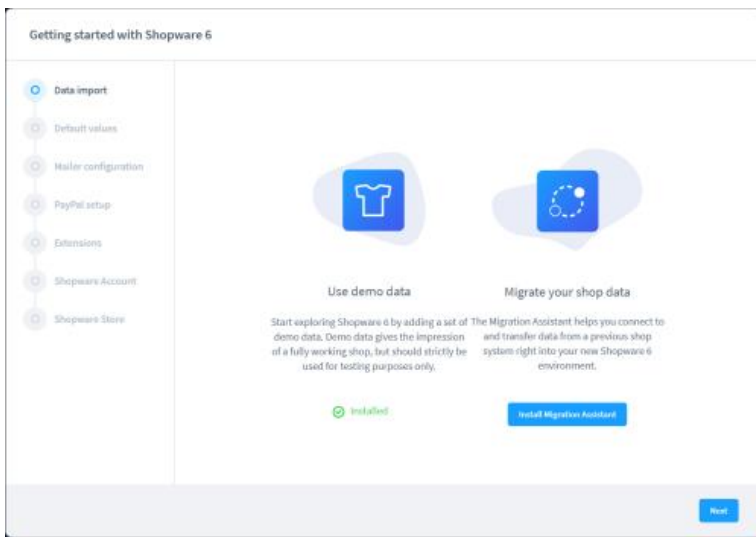


If you change the language at this point, it will only affect the language within the administration interface and only for the currently logged in user. You define the languages of your sales channels (such as the storefront) in the configuration of the respective sales channel. Once you have installed the language pack, click the **Next** button to proceed to the next step.

Data import

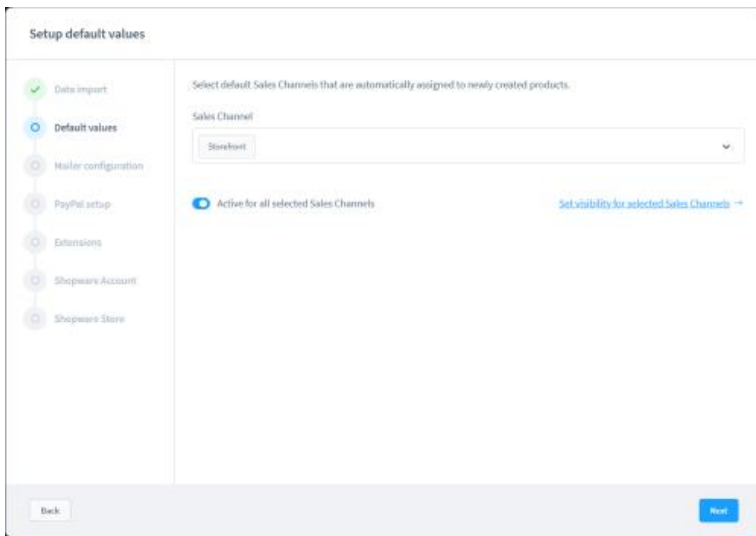
The next step gives you the opportunity to add some demo data such as first products, categories and manufacturers. Click **Next** if you want to use the demo data. Alternatively, you have the option to install the [migration wizard](#).

The demo data is for testing purposes only. You should not use it in a production environment. Click Skip if you don't want to use the demo data.



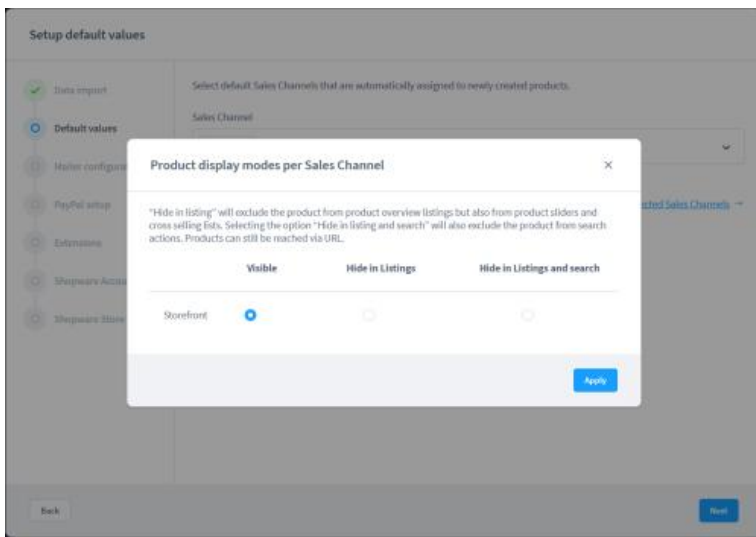
Default values

You can later create several sales channels in your Shopadmin. All sales channels that you set up as default on this page are automatically linked to newly created products. This will save you the work of having to do this manually later in a new product. You exclude shops in which you do not want to offer all your products.



If you have several sales channels, you can open this window via the **Set visibility for selected sales channels** link. These three setting options are available:

- **Visible** (default) - with this selection, the product is always visible to customers in the shop.
- **Hide in listings** - Your customer will not see the product in your shop, but if they have placed the specific product in the shopping basket in one of your other sales channels, it will remain and can be purchased. In addition, your customer can use the search function to select the product directly.
- **Hide in listings and search** - the product is neither visible in the storefront nor can it be found via the search.

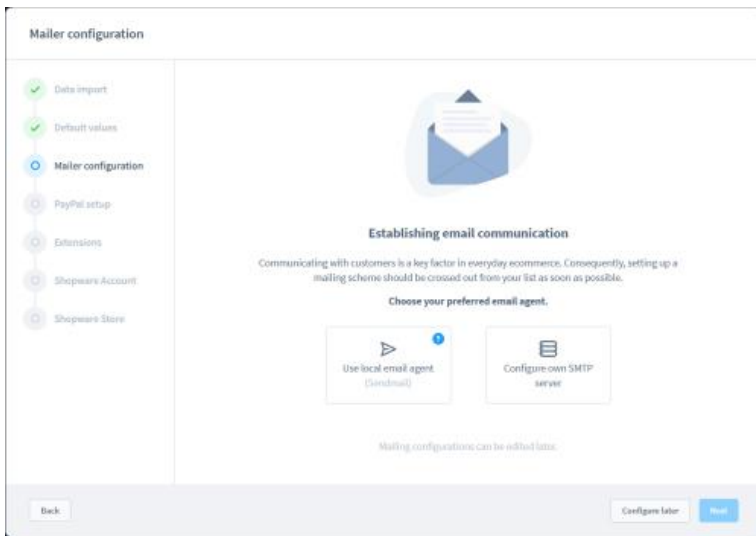


Mailer configuration

Here you have the possibility to configure the mailer settings for receiving and sending e-mails.

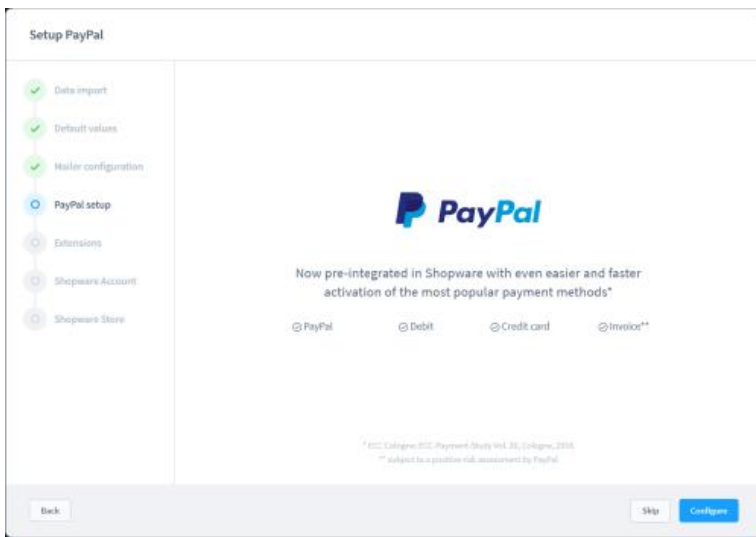
If you want to configure the mailer settings at a later time, click on **Set later**.

A more detailed explanation about setting up the mailer can be found the documentation, located [here](#).

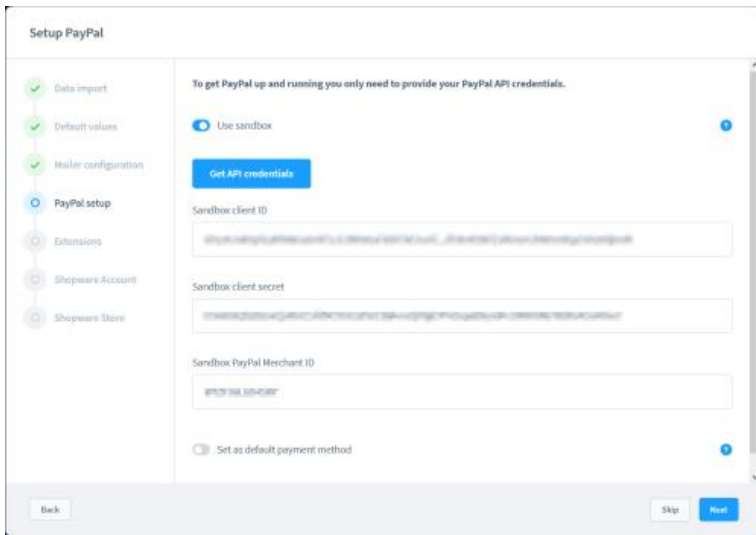


PayPal Configuration

In the third step of the first run wizard you can enter your PayPal API access data, which will then be saved in the plugin.



As soon as you click on the Configure button, a new window appears in which you can enter your PayPal API access data. Here you can also select whether **PayPal** should be saved as the default payment method. If you select this option, PayPal will be saved as the default payment method in all existing sales channels. This setting can be changed again later for each sales channel.

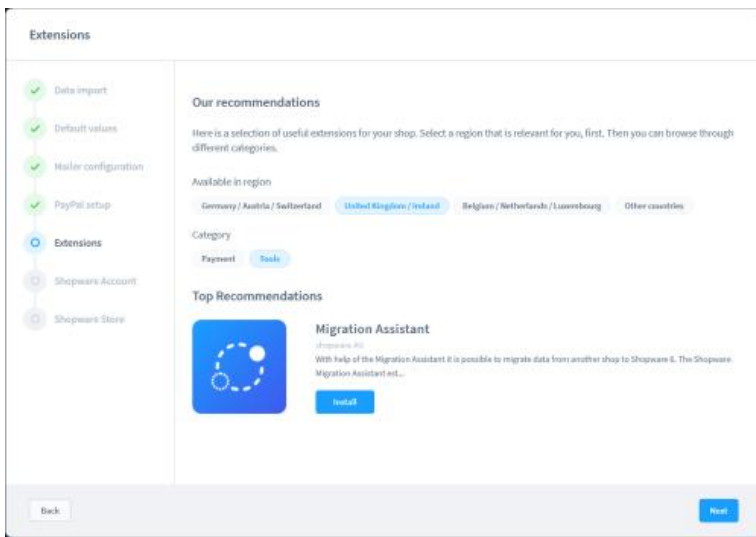


Extensions

In the second to last step of the first run wizard you have the possibility to install a selection of useful plugins for your shop. To do this, first select the region that is relevant for you. Afterwards you can browse through different categories.

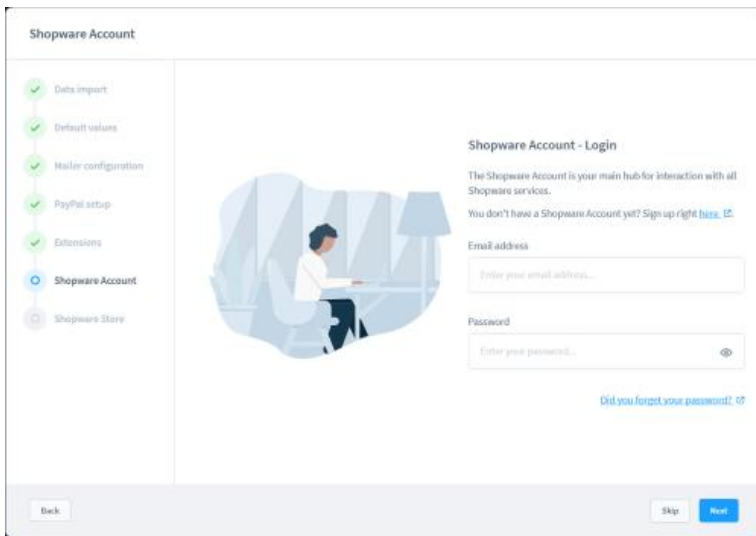
In the Tools category, for example, you'll find our **Migration Assistant** to make the transition from Shopware 5 to Shopware 6 easier.

Click on **Next** when you have installed all the plug-ins you are interested in to get to the final step of the setup.



Your Shopware account

In the last section you are able to set your Shopware account. This will give you access to your purchased plugins and licenses. You can also use it to access other Shopware platforms such as the [Community Store](#) or the [forum](#). If you don't have a Shopware ID yet, you can register [here](#).

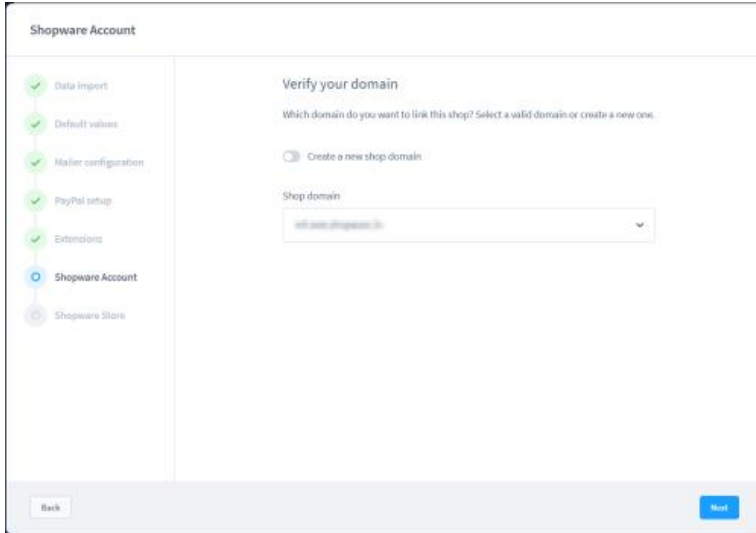


Once you have entered your Shopware ID and password, click on the **Next** button to link your Shopware 6 verified domain to this shop. Select your preferred domain from the list of verified domains and click **Next**.

The domain link is used to ensure that the domain is uniquely assigned to a Shopware account. This is necessary in order to be able to obtain extensions for your shop. The Shopware account is your central platform for interacting with Shopware AG. You can use it, for example, to manage the rental of extensions or support subscriptions. You can find more information about the Shopware account in this [documentation](#).

With the help of the button **create a new shop domain** you can also create a new domain. If this is a **Test environment**, you can indicate this by clicking in the checkbox.

It should be noted that the domain entered here must already be externally accessible and that the web server must refer to the public-Directory within the Shopware 6 installation. Domains created via the First Run Wizard are stored as a Community Edition in your Shopware account.



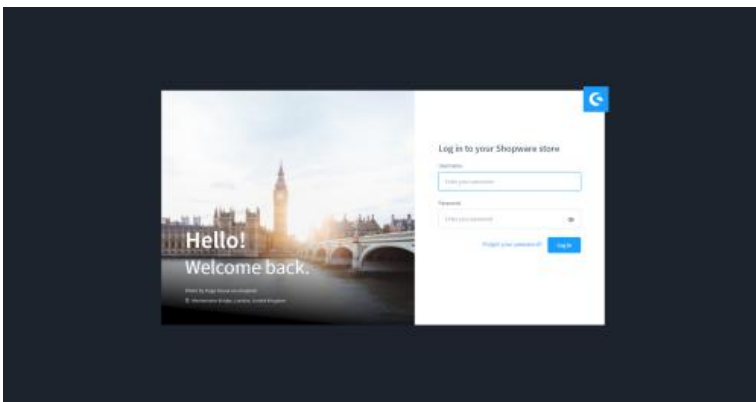
The screenshot shows the 'Shopware Account' step of the First Run Wizard. On the left, a vertical list of steps is shown with green checkmarks for 'Data import', 'Default values', 'Mailer configuration', 'PayPal setup', and 'Extensions'. 'Shopware Account' is highlighted with a blue circle, and 'Shopware Store' is below it. The main content area is titled 'Verify your domain' and contains the text 'Which domain do you want to link this shop? Select a valid domain or create a new one.' Below this is a radio button labeled 'Create a new shop domain' which is selected. Underneath is a 'Shop domain' label and a dropdown menu with 'my-shop.shopware.io' selected. At the bottom, there are 'Back' and 'Next' buttons.

This completes the initial setup by the First Run Wizard. Click the **Finish** button to end the First Run Wizard.

Administration overview

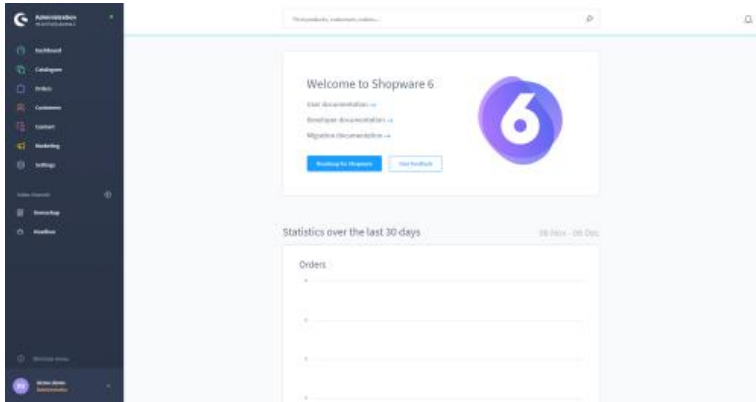
Here you get a first overview of the structure and functions of Shopware 6 Administration.

Access and Login



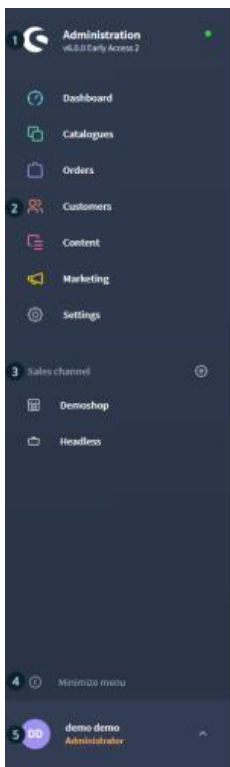
You can reach the Shopware 6 administration by adding a "/admin" behind the shop domain.
So for example www.myshop.com/admin
Sending the request will bring up the login page.
Use your login credentials to login (user name and password).
The general administration overview will show after a successful login.

General



The administration of Shopware 6 is no longer divided into individual windows, this central location shows multiple settings in a clean overview.
To avoid having to switch back and forth between the individual menu items, it is possible to open the administration in parallel in several browser tabs.
Useful tips on how to use the Admin and information on this can be found [here in the documentation](#).

Menu bar



On the left side is the menu bar, this is divided into several areas

Shopware-Version

Above you will first find the information which shopware version is used **(1)**.

Configuration

Below that are the individual areas in which you can configure Shopware **(2)**.

Here it is possible, for example, to view the orders received, manage the customers and create Shopping Experiences.

Detailed information on the individual areas can be found in the documentation under [Configuration](#).

Sales Channel

The existing sales channels are listed in the section under **sales channel** (3).

You can add more channels by clicking the plus symbol.

More information can be found under [sales channel](#).

Minimize menu (4) offers you the possibility to fold the menu to the left edge.

This view only shows the symbols of the individual menu items and thus you have more space in the editing area.

Profile settings

At the bottom left you will find the [profile settings \(5\)](#).

Here you can change the display language of the administration and log out of the administration.

Search

The central search function is located at the top.

This allows you to search for products, categories, customers, orders and media from any menu and call them up directly.

Notifications

At the top right you can call up the notifications stored by the system through the bell symbol. These can be information about available system or plug-in updates, for example.

Profile settings

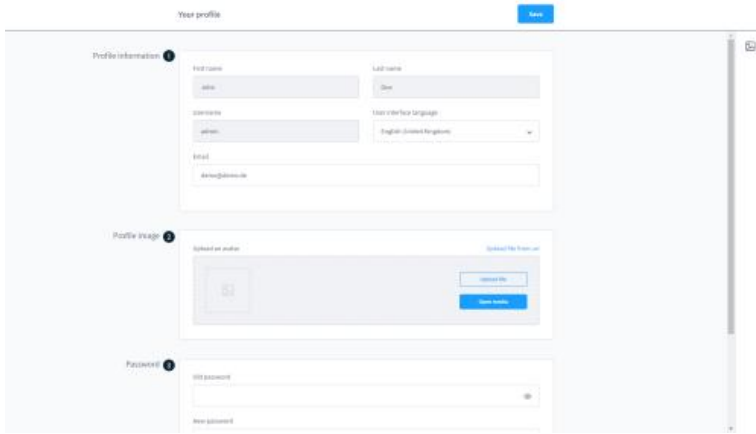
Overview

In the Shopware Administration you will find your personal profile settings in the lower left corner. Every user of your Shopware 6 installation can store his personal profile settings here. The Admin log out and an overview of the keyboard shortcuts are located here.



Your Profile

General



Profile informationen (1)

Your **First name**, **Last name** and **Username** are stored in the profile information. If you want to change these, navigate to **Settings > System > Users & permissions**. There you can select and edit the corresponding user. You can find more information on this under [User](#).

You can change your **Email address** and **User interface language** for the administration directly here in your profile. In the profile information.

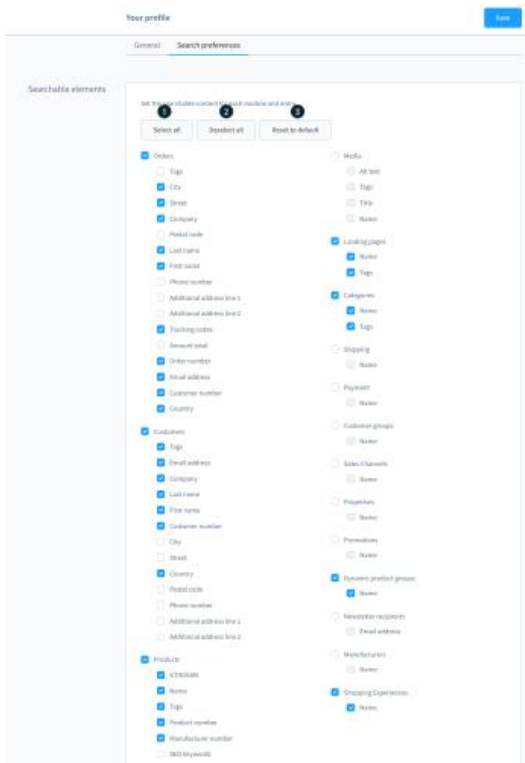
Profile image (2)

Here you can upload your own profile picture to distinguish it from other administrators. Pictures that you upload here will be automatically uploaded to the media manager.

Password (3)

Here you can change your personal password.

Search preferences



In this section you can configure which entities will be indexed from the administration search. At the top you also have the option to make a easy selection. **Select all (1)**, **Deselect all (2)** or **Reset to default (3)**.

Keyboard shortcuts

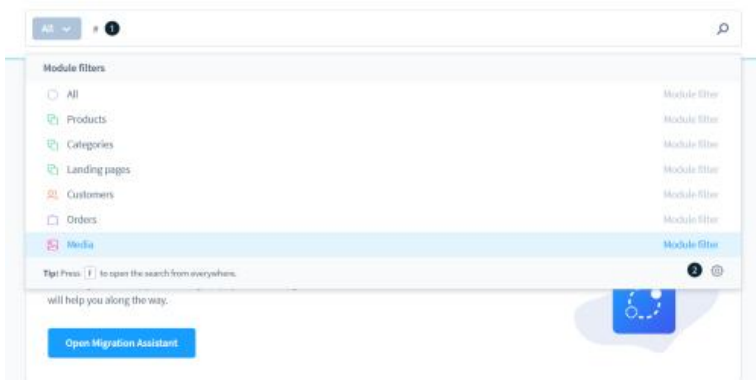
The keyboard shortcuts allow you to perform frequently used functions more quickly. To get an overview of the available shortcuts click the button.

You can also find the overview and further tips for using the Admin in the documentation at <https://docs.shopware.com/en/shopware-6-en/tutorials-and-faq/tipsforusingtheadmin>

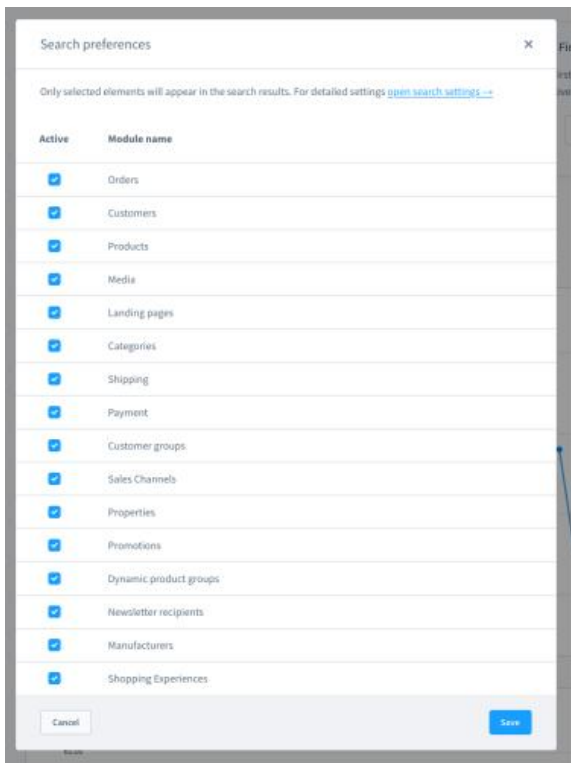
Search (Administration)

The search of the administration is always displayed at the top.

You can click on the dropdown **(1)** to see the searchable modules.

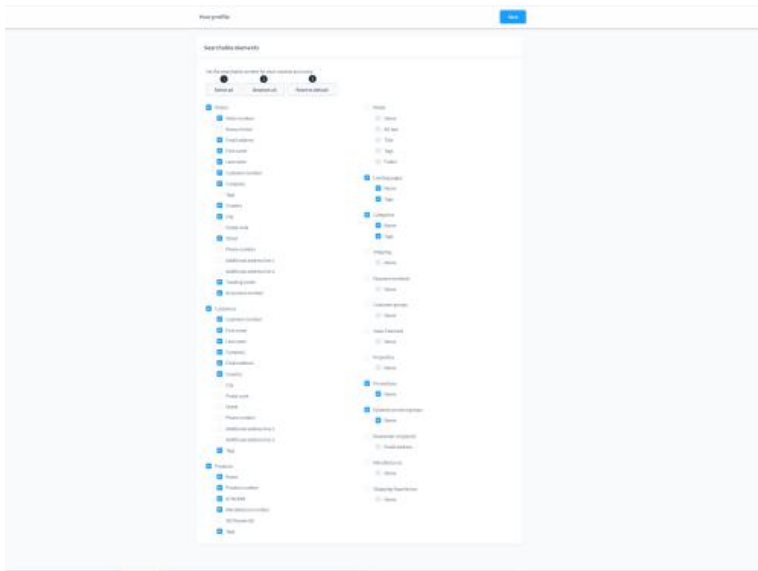


You can activate or deactivate the search for these modules by typing in a '#' **(1)**. After that you can open the search setting **(2)**.



Search preferences

For a more detailed search configuration you can navigate to the profile section under **Your profile > Search preferences**.



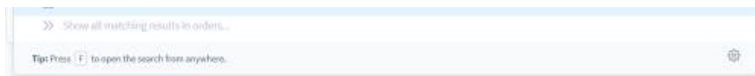
In the search settings you can configure index of the search. You can individually choose which entities will be searchable. At the top you can also select the options **Select All (1)**, **Deselect All (2)** or **Restore Defaults (3)** for faster processing.

Examples of use

1. Lookup up an invoice number

A customer gives you his invoice number and wants to ask you a question about it.

The admin search finds the invoice number if you have ticked **Document number** in searchable elements in your profile. To make the results clearer, it is a good idea to set the module filter to orders. In the list of results, the name of the customer and the order number are displayed.



If you want to have all results displayed, click on >> **Show all matching results in orders.**

2. search for a part of a name in products

You are looking for a product whose name contains a certain word.

Enter the part of the name in the search bar. If you do not set a module filter, all active modules are searched and the first results are displayed in the list. If the search term is found in several modules, the results are presented sorted.

3. an existing EAN is not found

You are searching for a product with an existing EAN, but the product is not displayed.

To keep the search results clear according to your needs, you can deactivate elements in your profile. Check whether **EAN/GTIN** is ticked as a searchable element.

Activate AND/OR search

To use the full power of the search, you can activate the AND/OR search. This allows you to enter the search parameters "AND" and "OR" in the administration, for example, to search for multiple products,

properties, etc. simultaneously and with only one query.

To activate this function, an adjustment in the env. file is necessary, which you can find in the Shopware directory on the server.

Adjust the file as follows:

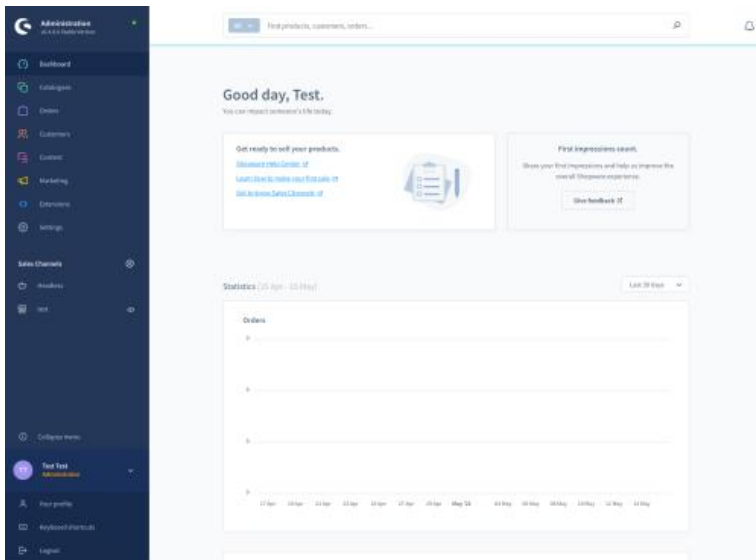
```
ADMIN_OPENSEARCH_URL=YOUR OPEN SEARCH URL"
SHOPWARE_ADMIN_ES_ENABLED=1
SHOPWARE_ADMIN_ES_REFRESH_INDICES=1
SHOPWARE_ADMIN_ES_INDEX_PREFIX=sw-admin
```

After you have saved the file, it is necessary to regenerate the search index. To do this, execute the following CLI command in the console:

```
bin/console es:admin:index
```

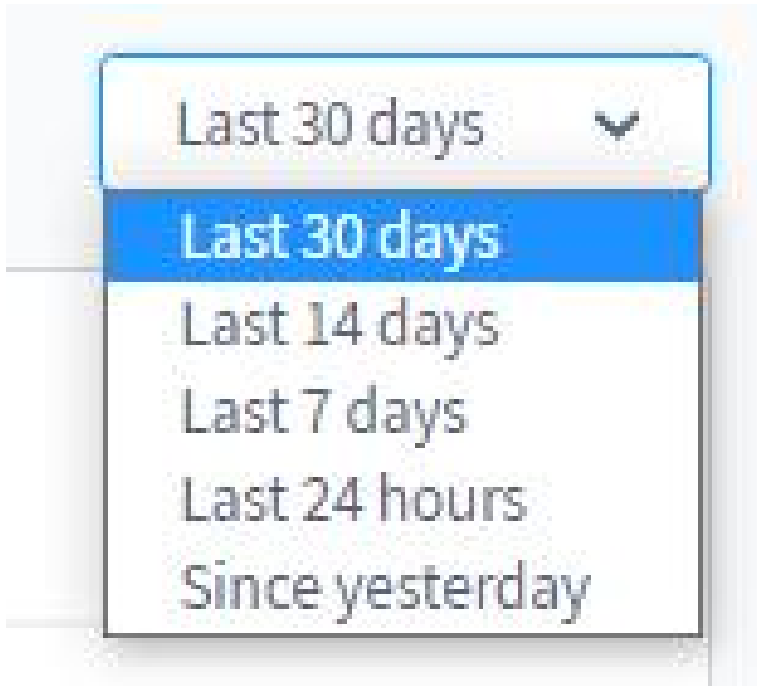
Dashboard

The dashboard is the initial page after you have logged into the administration and offers you a first overview of current topics.



First of all, you will get some information regarding current and relevant topics for Shopware 6. In addition, the top link will take you directly to the Shopware Help Center. In the area to the right you have the possibility to give your feedback about Shopware 6. The "Give feedback" button will take you directly to the [IssueTracker](#).

The two **statistics** always give you an overview of how the number of orders and sales have developed. Using the drop-down menu at the top right, you can specify the time frame for which orders should be displayed to you. The item **Since yesterday** describes all orders since midnight.



Internationalization

Internationalization is an important issue for serving target groups in other countries as well. This guide will help you internationalize your shop by showing you what you need to look out for if you want to be well prepared.

What is there to note?

Before you take the first steps of internationalization in Shopware, first think about which countries you want to set up Shopware for and what you need to consider there.

Here are some Examples:

- Which payment methods are preferred abroad, do I possibly need a new interface to process payments from abroad?
- What is the tax situation abroad, are there any special cases that need to be considered (e.g. is children's clothing tax-free in the UK)?
- Do I have to use different currencies and if so, are they supported by my previous payment providers?
- Translation: Are there finished translations or do I have to translate myself?
- Do I want to supply customers from abroad with my own prices?

- Can I deliver abroad or do I need new interfaces here?
- What are the delivery costs abroad?

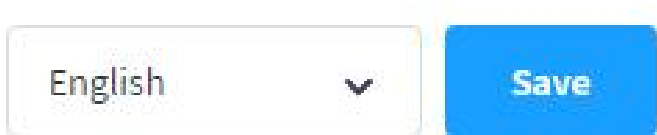
Let's go!

Add languages

The first step is to add the [languages](#) that the customer should be able to use in your shop. German and English are supplied as standard. But you can add more languages here. Alternatively, the [Shopware language pack](#) already includes numerous languages that you can install with this extension.

Translations

At all places in the Shopware Admin where a translation makes sense, you will find a drop-down menu at the top to select a language.



Here you can select all languages that were previously created under the item Language.

Activate countries

The next step is to enable the registration of customers from the respective countries by activating the countries in the [country administration](#).

To create translations of the country names, select the appropriate language from the Languages drop-down menu at the top.

Adding categories

After you have created your category tree as described [here](#), you can translate it by changing the language at the top.

Note that this way you can only translate the names of the categories.

Adding currencies

To sell abroad, you may also need other currencies, as you can configure them, we explain in the article [Currencies](#).

Taxes

Since there may be other taxes abroad, it is necessary for the countries that you want to accept in your shop, appropriate [tax rates](#).

Payment methods

If you want to accept payments from abroad, should you first think about which payment methods are primarily used in the target country? Do you already offer these payment methods or do you need further interfaces?

Further information can be found [here](#).

Shipping methods

If you send items abroad, you should think about which shipping methods you want to allow in which countries.

Adding Sales channels

If you want to use a language shop or a subshop for your international customers, you must first create a sales channel. You can find out how to do this [here](#).

Pay particular attention here to the correct indication of the countries and languages which you would like to allow in the respective shops.

Translations

Snippets

Shopware delivers the standard [snippets](#) in German and English. If required, you can of course extend them by either translating yourself or using a [language plugin](#).

Did you know that you can use Crowdin at any time to suggest changes to existing text modules and translate Shopware into other languages? Just drop by: [Shopware on Crowdin](#).

E-Mails

To be internationally successful, your e-mails must of course also be translated correctly. You can do this directly in your email templates under **Settings > Shop > Email templates** by opening the desired email template and changing the language at the top.

Here you can translate your e-mails as in all other modules.

Translate articles

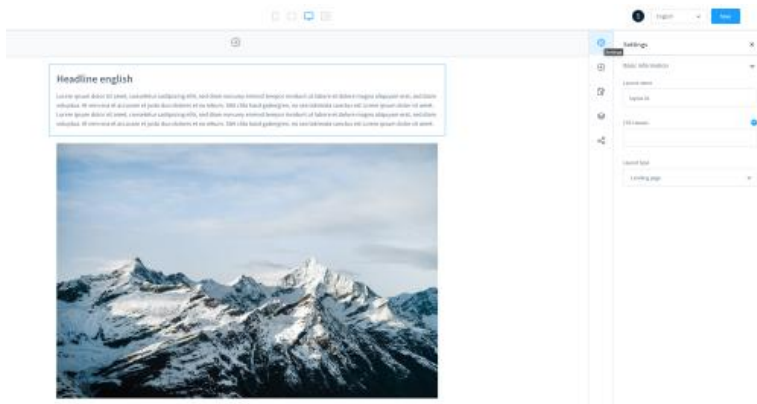
Of course, you also have to translate your articles in addition to your snippets. To do this, open the detailed view of the article under **Catalogues > Products > Edit** product and select the respective language at the top.

Shopping experience for categories

Of course, you can also translate your shopping experience into other languages and display them in any categories. Since in Shopware translations work by inheritance, the correct procedure is important right

from the start.

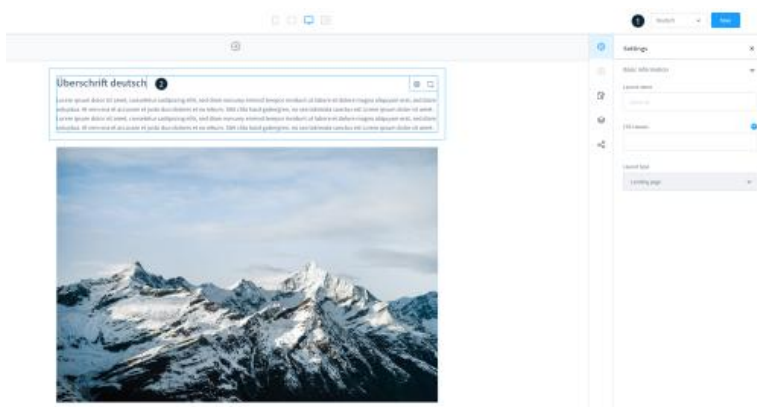
Step 1: Create a shopping experience in the default language



Even if you want to have a shopping experience for another language, you must first create a shopping experience in your default system language.

The dropdown at the top right **(1)** shows you whether you are in the default language.

Step 2: Translate content

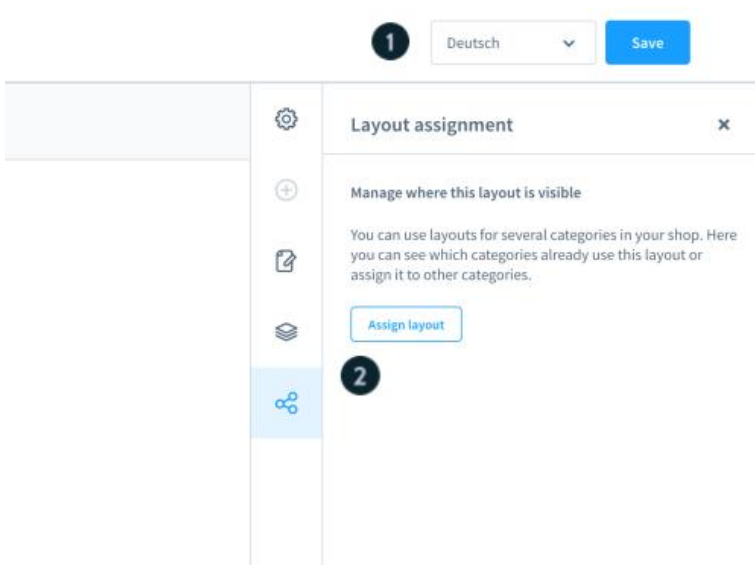


After you have saved the shopping experience, you can change the language via the dropdown **(1)** and translate the contents already created **(2)**.

It is important here: The layout and the elements are always created, saved and then translated in the default system language.

This means that if you want to add elements to the template in another language, you must first create them in the system default language. However, the translations of contents (texts, images, product selection, etc.) can be changed independently of the default language.

Step 3: Assign the shopping experience to the category



When you are in the translated language **(1)**, you can assign the layout to a category **(2)**. As described above, you should have translated the category beforehand.

Alternatively, you can go directly via the category module (**Catalogues > Categories**). After you have changed the language, you can add the previously created layout.

Testing

Once all the necessary things have been set up, you can thoroughly test your internationalized shop. Here you should check if all translations are loaded correctly, all text modules fit, all settings work and the shipping and payment rules work correctly. If everything works out, you have successfully internationalized your shop.