Create Region-Specific Promotions through Magento SEO by Jesse

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Some scripts for ecommerce need expensive add-ons and support to obtain SEO, whereas others can easily attain SEO. Magento SEO just needs a bit support. Where Magento manages well out of the box, with an expert, your Magento SEO can help your store to gain higher listings, a high rank in search engines, as a result bringing more and more customers and traffic to you. Magento customization plays a lead role when it comes to an ecommerce web development. This is touted to be the most reliable tool as it offers a lot of amazing feats and specs as well as is quite easy-to-operate. The latest and greatest open source platform allows a web developer to serve their client in the best possible way and meet their all the specific needs and requirements.

The recently launched Magento Go is a robust ecommerce platform that allows for flexibility and tools. It allows users to generate distinct promotional campaign. The Price Rule promotions work as Magento Goâ€™s promotional toolset. It allows the online merchants to generate customizable as well as personalized promotional offerings. So, if you want to build brand presence locally, or in a particular region or state, Magento Go helps you perform it with specific Price Rule conditions that are given below:

Set Shopping Cart Price Rule Conditions

1-Select Promotions > Shopping Cart Price Rules, from the Admin Panel,

2-From the table list, select the price rule to be managed (or just generate a new one by clicking [Add New Rule]).

3-Click Conditions from the left side panel to manage and create your Price Rule conditions. This page looks a lot like this.

4-Thereafter, you will generate a new TRUE condition by clicking the green plus symbol (image).

5-Here, you will see a drop down menu. And right from, you have to select one of the following:

*Shipping State/Province

*Shipping Postcode

*Shipping Country

*Shipping Region

6- A new condition row will appear, it will look similar to this: image

7-Click the â€¦ and specify the province or state that this Price Rule is to be applied.

8-In order to include more states, just click the green plus symbol (image) again, and repeat steps 5-7.

1-Set Shopping Cart Price Rule Actions

As soon as you have identified the region, state, country applicable, click the Action tab in the left

panel to define a discount.

2-In the Apply field, you are provided with the following four options:

Percent of product price discount

Fixed amount discount

Fixed amount discount

Fixed amount discount for whole cart

Buy X get Y free (discount amount is Y) Discounts are applied on the â€œYâ€• item,

3. Enter the required amount in the Discount Amount field.

4. Limit the maximum number of products by entering an amount.

5. Enter an amount to identify how many times the discount is applicable to.

6. In the Free Shipping field, state if the coupon amount is to be combined with a free shipping offer, for just the products where for the coupon is applicable or for the whole Order, while any of these products remains in the shopping cart.

7. Opt for â€œYesâ€• if it is for Stop Further Rules Processing field to prevent the process of other created rules.

8. These rules can further be specified or defined to be valid to specific or all products. Let the conditions field be blank so that this rule can be applied to all products. The first rule comes by default: If All these Conditions remain TRUE. It signifies if the rules that can be defined by you should be addressed and all of them remain true.

9.Now, hit a click on the icon of () in order to show a selection field. The available condition options include: Product attribute and Cart Item Attribute.

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