

# Recommended Initial Magento Configuration Settings

This is a list of configuration settings that should be reviewed and updated on an initial Magento installation.

## System > Configuration

### General

Section	Group	Setting	Recommended Value
General	Countries Options	Allow Countries	Set to United States only, unless expecting international
General	Locale Options	Timezone	Update to client HQ's timezone
General	Store Information	Store Name	Store name
General	Store Information	Store Contact Telephone	Store customer server number
General	Store Information	Store Contact Address	Store main customer service contact address
Web	Search Engines Optimization	Use Web Server Rewrites	Yes
Web	Secure	Use Secure URLs in Frontend	Yes
Web	Secure	Use Secure URLs in Admin	Yes
Design	HTML Head	Favicon Icon	Favicon ico file with multiple size if possible, including 16x16, 32x32, and 64x64
Design	HTML Head	Default Title	Store name
Design	HTML Head	Title Suffix	Space, Pipe, Space, Store name e.g. "   Example Store"
Design	HTML Head	Default Description	Site description
Design	HTML Head	Default Keywords	Site keywords list
Design	HTML Head	Default Robots	"INDEX,FOLLOW". Dev instances should be password protected and this is not a setting you want to forget to enable later.
Design	Header	Logo Image Src	Default is a gif, but you probably want a png instead
Design	Header	Logo Image Alt	Store name
Design	Header	Small Logo Image Src	Default is a gif, but you probably want a png instead
Design	Header	Welcome Text	Welcome to {Store name}!
Design	Footer	Copyright	&copy; 2014 {Store name} Edition Demo Store. All Rights Reserved.
Design	Transactional Emails	Logo Image	Store logo as intended for display on a white background. Preferably a png
Design	Transactional Emails	Logo Image Alt	Store Name
Store Email Addresses	General Contact / Sales Representative / Customer Support / Custom Email 1 / Customer Email 2	Sender Name	Customer Service

Store Email Addresses	General Contact / Sales Representative / Customer Support / Custom Email 1 / Customer Email 2	Sender Email	support@example.com
Contacts	Email Options	Send Emails To	support@example.com
Content Management	WYSIWYG Options	Enable WYSIWYG Editor	Disabled by Default

## Catalog

Section	Group	Setting	Recommended Value
Catalog	Frontend	Use Flat Catalog Category	Yes
Catalog	Frontend	Use Flat Catalog Product	Yes
Catalog	Product Image Placeholders	Base Image/Small Image/Thumbnail	Upload a store specific product placeholder image for when images are missing. Otherwise, the default magento placeholder is displayed.
Catalog	Catalog Search	Search Engine	MySQL Fulltext (or Combined. Do not use MySQL LIKE)
Catalog	Catalog Events	Enable Catalog Events Functionality	No
Catalog	Catalog Events	Catalog Event Widget on the Frontend	No
Catalog	Search Engine Optimizations	Use Canonical Link Meta Tag For Categories	Yes
Catalog	Search Engine Optimizations	Use Canonical Link Meta Tag For Products	Yes
Inventory	Product Stock Options	Minimum Qty	1 (This makes the PDP show 1 as the default qty rather than 0. 0 qty tends to confuse clients and customers. <a href="http://www.unchi.co.uk/2012/03/07/set-default-quantity-to-1-in-magento/">http://www.unchi.co.uk/2012/03/07/set-default-quantity-to-1-in-magento/</a> )
Google Sitemap	Generation Settings	Enabled	Yes
Google Sitemap	Generation Settings	Error Email Recipient	Your email until another person is delegated

## Customers

Section	Group	Setting	Recommended Value
Customer Configuration	Account Sharing Options	Share Customer Accounts	Set to global if customers are expected to share a single sign on across all websites
Customer Configuration	Customer Segments	Enable Customer Segment Functionality	No
Persistent Shopping Cart	General Options	Enable Persistence	Yes

## Sales

Section	Group	Setting	Recommended Value
Checkout	Shopping Cart	Configurable Product Image	Product Thumbnail Itself
Shipping Settings	Origin	ALL	Set store shipping origin address

## Services

Section	Group	Setting	Recommended Value
Magento Core API	General Settings	WS-I Compliance	Yes

## Admin

Section	Group	Setting	Recommended Value
Admin	Security	Session Lifetime	Bump up to at least 3600. 900 is annoyingly short while working in the admin
Admin	Security	Password Change	Recommended; Unless it is a high security client, then leave as Forced
System	Log Cleaning	Save Log, Days	1; These logs are not very useful and bloat the database. However, they are required in order for the "Online Customers" functionality to work
System	Log Cleaning	Enable Log Cleaning	Yes
System	Log Cleaning	Error Email Recipient	Your email until another person is delegated
Developer	Log Settings	Enabled	Yes
Developer	Javascript Settings	Merge Javascript Files	Yes
Developer	CSS Settings	Merge CSS Files	Yes
Index Management	Index Options	ALL	Update when Scheduled
Index Management	Index Clean Schedule	Enable Scheduled Cleanup	Yes

## Google Sitemap

A google sitemap is not automatically generated. You have to create one first.

1. Go to Catalog > Google Sitemap.
2. Click "Add Sitemap".
3. Use "sitemap.xml" as the filename and / as the base path.
4. Click "Save & Generate"

The code regarding the filename and path is broken. I have run into issues when attempting to set custom filenames and I remember diving into the code and finding a logic error.