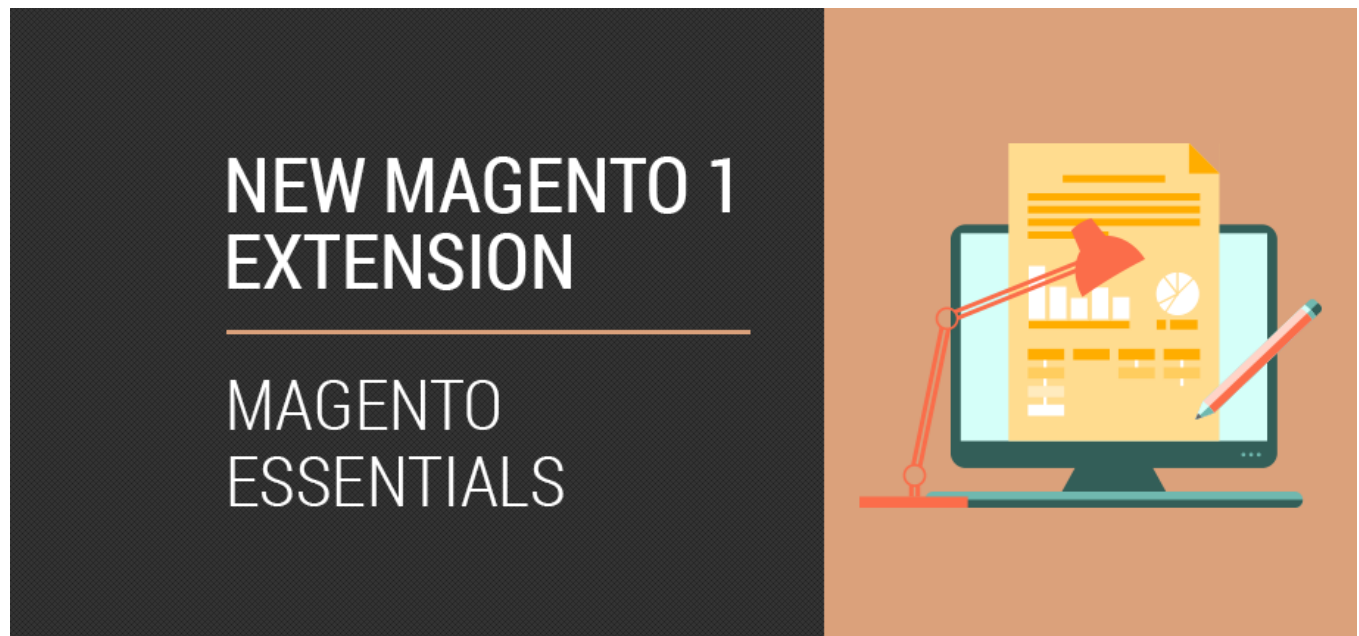


Magento 1 Essentials – new Amasty extensions set

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Amasty goes an extra mile to offer even more useful solutions to Magento 1 users. And now we are happy to provide you with a pack of useful tools – [Magento 1 Essentials](#).

Apply the set of essential Magento extensions to manage your newly-built online store productively from the off. Improve your website navigation, customize product grid, optimize product data processing and attract customers with tempting promotions at a time.

NEW MAGENTO 1 EXTENSIONS



MAGENTO ESSENTIALS

Useful for: **BASIC SETTINGS**

Features:

- Multiple navigation filters and SEO-friendly URLs
- Customizable expanded product grid
- Possibility to modify product data in bulk
- 20+ additional discount rules for stunning promotions

Launching a new Magento 1 store? We'd love to help you with a quick-start package of features.

Sometimes, it's hard to decide which features you should add first when opening a new online shop. Based on customers' activity, we built Magento Essentials, a tool that has all the basic and important features under the hood. Getting all of these as a one will immediately make your store ready for essential e-commerce operations and management.

ESSENTIALS TOOLKIT COMPONENTS:

The toolkit includes four different extensions using which you can easily configure basic online store features. The pack of essential extensions will help you manage your new store primary settings more effectively.

IMPROVED LAYERED NAVIGATION

- Apply **vertical and horizontal navigation blocks**;
- Allow customers to **filter products by product attributes** (price, color, size, etc.);

- Use **numeric** and **ranging filters**;
- Implement alphabetical brand blocks and filters to let customers **shop by brand**;
- Run **AJAX filtering** to refresh info without page reloading;
- Use **any menu mode display** you like;
- Generate **SEO-friendly URLs**;
- Specify **custom meta tags** and try **advanced SEO settings**.

EXTENDED PRODUCT GRID WITH EDITOR

- Extend your product grid with any **additional attribute columns**;
- **Edit product data and quantity** right on the grid with AJAX;
- **Filter products** by necessary attributes;
- Create **diverse custom grid templates** for different admin users;
- Show **product thumbnails** and product **creation date** on the grid;
- **Set a required columns order** with the drag-and-drop option.

SPECIAL PROMOTIONS PRO

- Use **20+ promotion types** for outstanding deals;
- Apply **new rules for promotions** and hot deals based on customer attributes, order history, order subselection;
- Display detailed discount breakdowns for users;
- Run **promotions for the cheapest/ most expensive** items;
- Use special **promotions for bundle and virtual products**;
- Launch **'Get each 2-nd, 3-d' etc.** with a discount or for free and many other types of campaigns.

MASS PRODUCT ACTIONS

- **Edit product prices in bulk**;
- **Assign categories to multiple products** in two clicks;
- **Delete products** and product images **in bulk**;
- Easily **relate products** and **create up-sells, cross-sells**;

- **Copy** product attributes, images, custom options **to multiple products conveniently**.

Advanced Features

Navigation

- 'Noindex' and 'nofollow' tags
- Products filter by star ratings
- 'Featured' brand pages with unique URLs

Product Grid

- Quick links to the frontend
- Particular templates visible to all admin users
- Products availability display depending on quantity

Mass Product Actions

- 'Fast Delete' option
- 'Remove Relations' option
- User role permissions for each action

Special Promotions Pro

- Promotions for product sets
- Discounted items exceptions for promotions
- Custom product options for specific rule conditions

Manage Products

Add Product

Choose Store View: All Store Views

Page 1 of 6 pages | View 20 per page | Total 119 records found | Notify Low Stock RSS

Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

ID	Name	Type	Attrib. Set Name	SKU	Price	Qty	Actions
Any	From: To:				From: To: In: USD		
<input type="checkbox"/>	166 HTC Touch Diamond	Simple Product	Computer	HTC Touch Diamond	\$100.00		Delete Change status Update Attributes ----- Assign Category Remove Category Replace Categories ----- Update Cost Update Price Update Special Price Update All Types of Price Modify Special Price using Price Modify Price using Cost Modify Special Price using Cost ----- Relate Up-sell
<input type="checkbox"/>	165 My Laptop computer	Bundle Product	Computer	mycomputer			Edit
<input type="checkbox"/>	164 Gaming Computer	Bundle Product	Default	computer_fixed	\$4,999.95		Edit
<input type="checkbox"/>	163 Laptop	Bundle Product	Default	computer			Edit
<input type="checkbox"/>	162 Microsoft Wireless Optical Mouse 5000	Simple Product	Default	micronmouse5000	\$150.00		Edit
<input type="checkbox"/>	161 Logitech diNovo Edge Keyboard	Simple Product	Default	logidinovo	\$175.00		Edit
<input type="checkbox"/>	160 Logitech Cordless Optical Trackman	Simple Product	Default	logitechcord	\$175.00	618	Catalog, Search Edit
<input type="checkbox"/>	159 Microsoft	Simple	Default	microsoftnatural	\$99.99	275	Catalog, Search Edit

See the full list of actions you can apply to your products