User Manual

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CHAPTER 1
1 INTRODUCTION

Thank you for purchasing this software, which has been specially designed to help users quickly and easily build a customized website through which they can communicate and do business with their customers. With its simplified e-mail and online form management procedures, this software provides easy access to customer queries and feedback from anywhere and at any time. Features like the Store Manager, Ecommerce Reports, View/Process Orders, Customer Database, Setup Products, Guestbook, Referral Booster and more have simplified the entire concept of e-store creation and management.

Let’s get started!

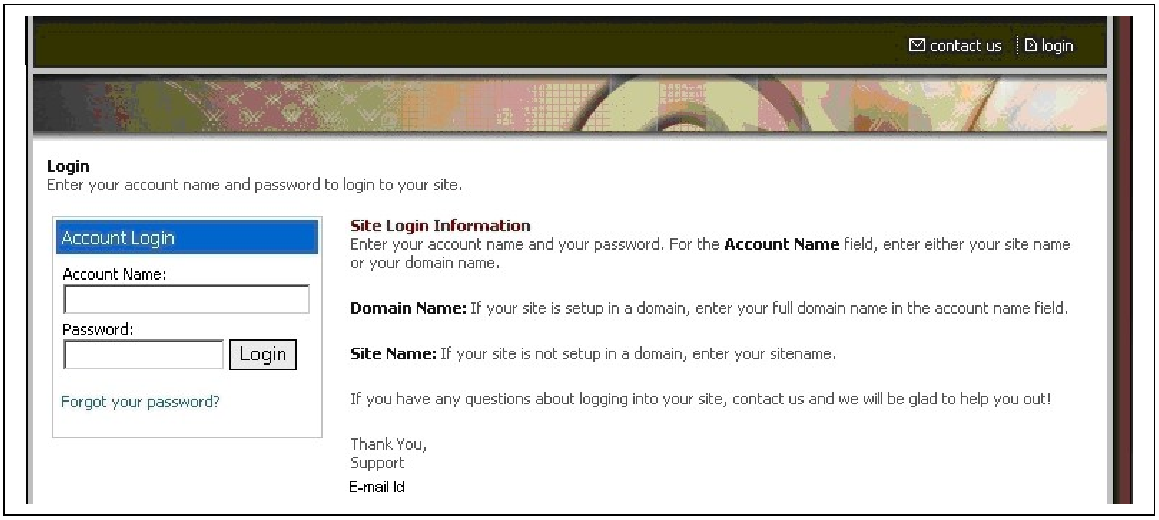
CHAPTER 2
2 ABOUT THE USER MANUAL

This user manual is designed to familiarize users with the software's many features. The topics that are listed in the Table of Contents cover all the tasks that the site administrator may perform in building and managing a site.

You may wish to read this manual from beginning to end. However, if you are looking for information on a particular topic, you may click on an individual topic listed in the Table of Contents. This will direct you to the corresponding section of the user manual where the topic is discussed in detail. You can find all the help you need there.

CHAPTER 3
3 Login

To begin creating or maintaining your website, the first step is to enter the site administration domain by logging into the system. The first page that appears (shown below) requests your login information to validate your identity as the authorized site administrator.



Login Page

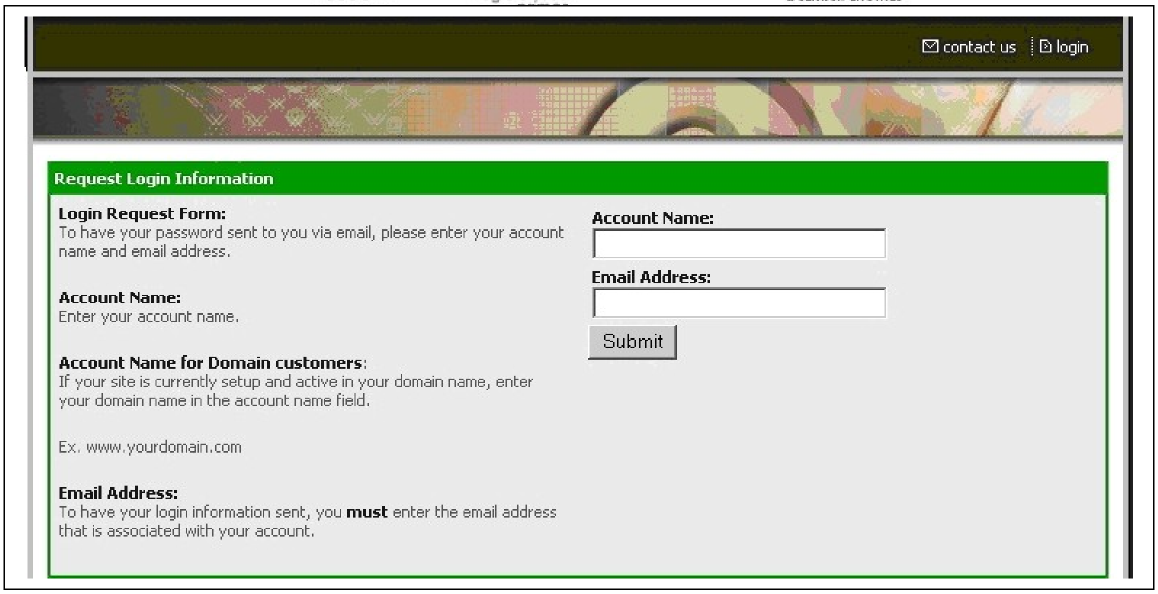
In the Account Login box, type the site or domain name under Account Name. If the site has been set up under a specific domain name, then the full domain name must be typed under Account Name. If the site was not set up under a specific domain name, you may enter the site name in the Account Name section.

Next, type the corresponding password under Password. To submit the login information, click Login Login.

If you have trouble logging in and need technical assistance, you may send an e-mail inquiry to the contact e-mail address displayed on the page or complete the contact form that appears after clicking Contact Us contact us on the upper right corner of the page.

3.1 Forgot Your Password?

If you have forgotten or misplaced your password, click Forgot Your Password link. This will send you to the following page.



Request Login Information

On this page, you are requested to provide the Account Name and E-mail Address.

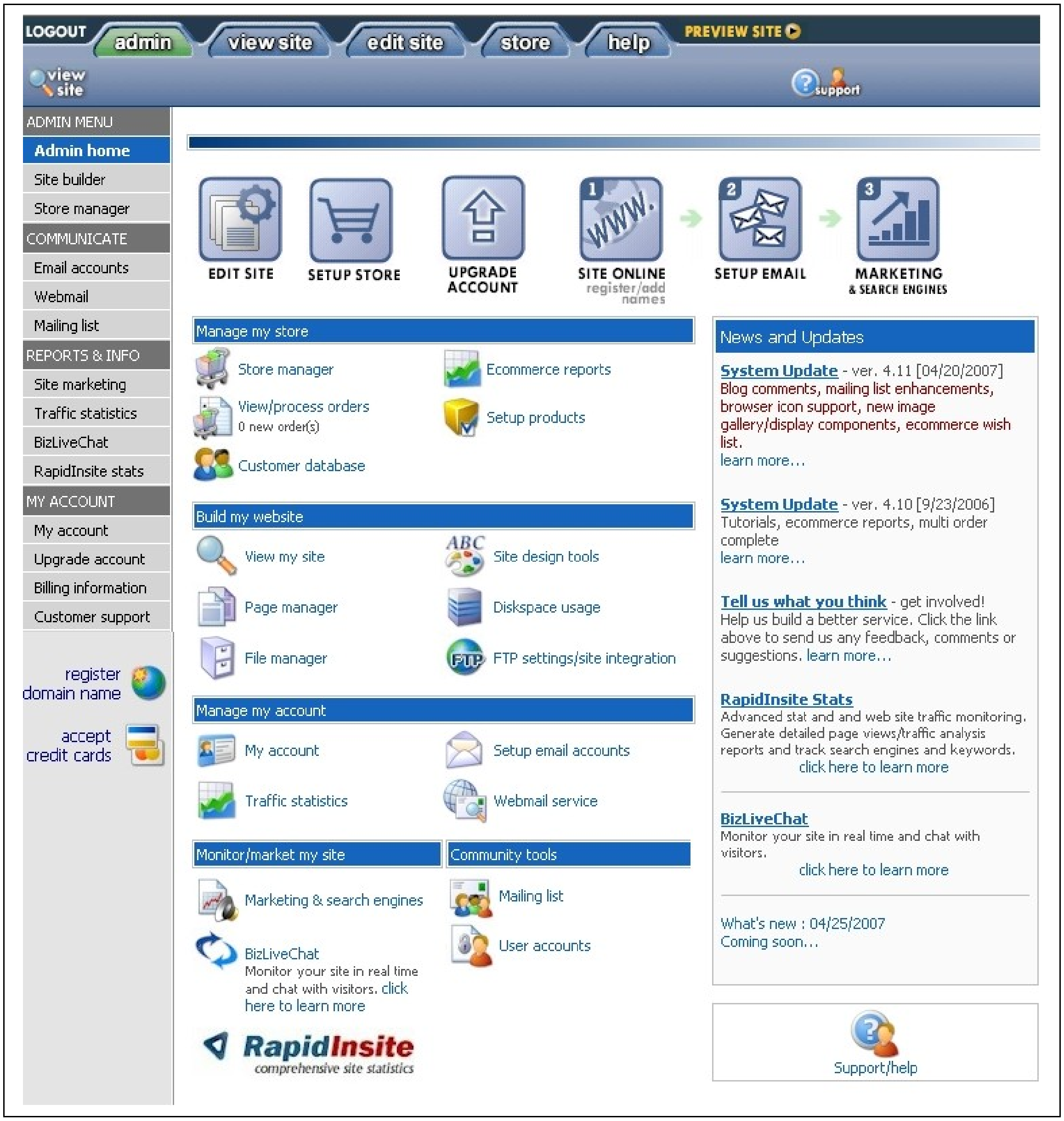
If your site has been set up and is active under a domain name, enter that domain name under Account Name. If your account has not been set up under a domain name, simply enter your account name.

The E-mail Address section is mandatory. Enter the e-mail address that is associated with your account. Your password will be sent to that e-mail address.

Click Submit Submit.

CHAPTER 4
4 ADMIN PAGE

Once you have successfully logged in, the site administrative module opens in the Admin Page. This page has links to all the applications that you will need to design and manage your site, monitor your e-store, and update your account. You can return to this page at any time, from any of the applications.



Admin Page

The Admin page is laid out with several vertical and horizontal menus that contain links to the software's many applications and functionalities. Let's look at these menus one at a time.

The vertical menu on the left-hand side of the Admin page contains a comprehensive list of the administrative functions. The topmost horizontal menu (which looks like tabs with text labels) contains links to the features that are used most frequently. Under this menu, there is another horizontal menu (a series of large icons) that contains shortcut buttons to many of the site management and monitoring tools. The column on the right-hand side of the page contains News and Updates.

The central area of the Admin page contains shortcuts, links, and buttons that are listed under specific categories (the long blue bars), as follows.

Under Manage My Store, you will find the following shortcut buttons:

- Store manager
- View/process orders
- Customer database
- Ecommerce reports
- Setup products

Under Build My Website, you will find the following shortcut buttons:

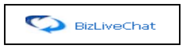
- View my site
- Page manager, which directs you to the Page List section.
- File manager, which directs you to the File Manager section.
- Site design tools, which directs you to the Design section.
- Diskspace usage, which opens the diskspace usage pop-up window.
- FTP settings/site integration, which directs you to the FTP Site Upload/Integration page that contains advanced site integration information.

Under Manage My Account, you will find the following shortcut buttons:

- My account
- Traffic statistics
- Setup e-mail accounts
- Webmail service

Under Monitor/Market My Site, you will find the following shortcut buttons:

- Marketing & search engines 

, which directs you to the Site Marketing section.
- BizLiveChat 

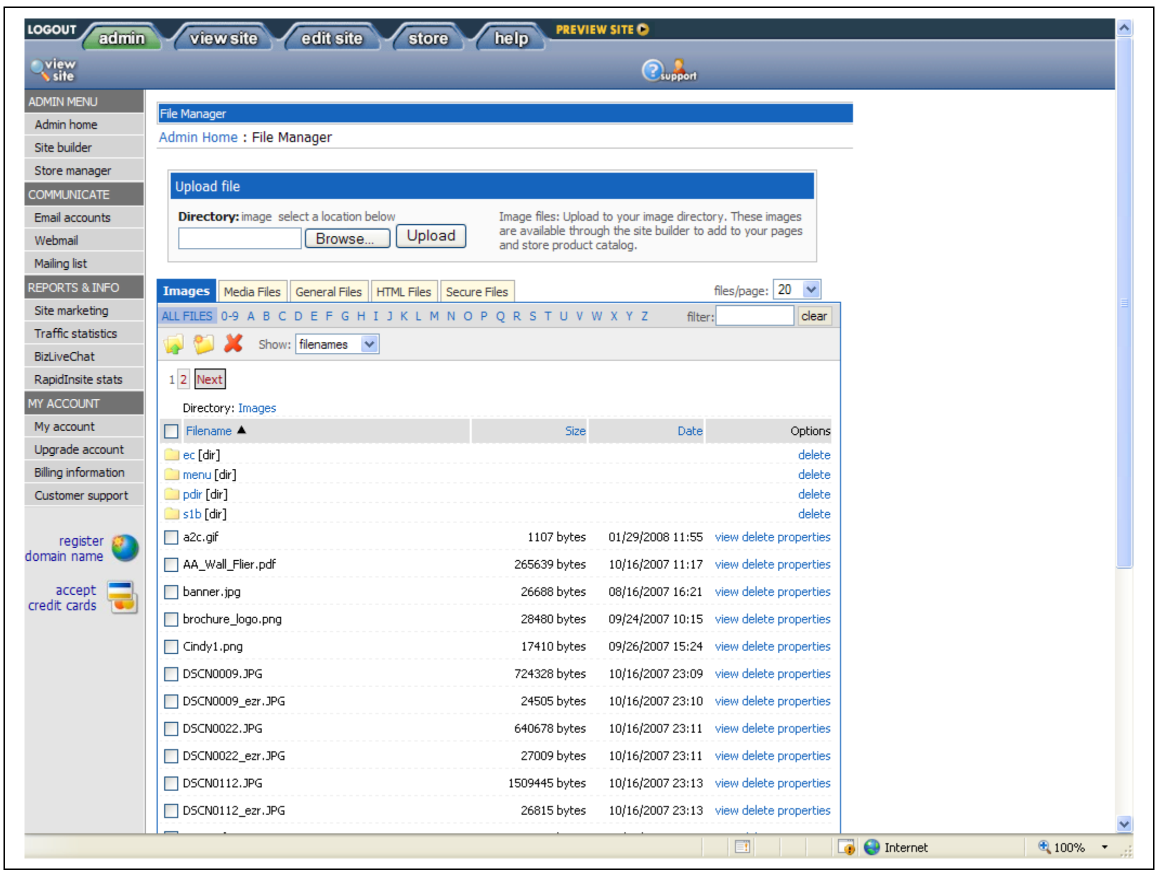
Under Community Tools, you will find the following shortcut buttons:

- Mailing list 

- User accounts 

4.1 File Manager

Clicking on File Manager directs you to the File Manager section on a separate page, as shown here. The File Manager is a user-friendly interface that allows you to manage all of the files on your website. You can easily upload, move, rename, and delete files at the click of a button.



File Upload Page

To upload a file to your website, click Browse 

to select the file you wish to upload. Once you have found it, click Upload 

, and it will be copied to your website directory.

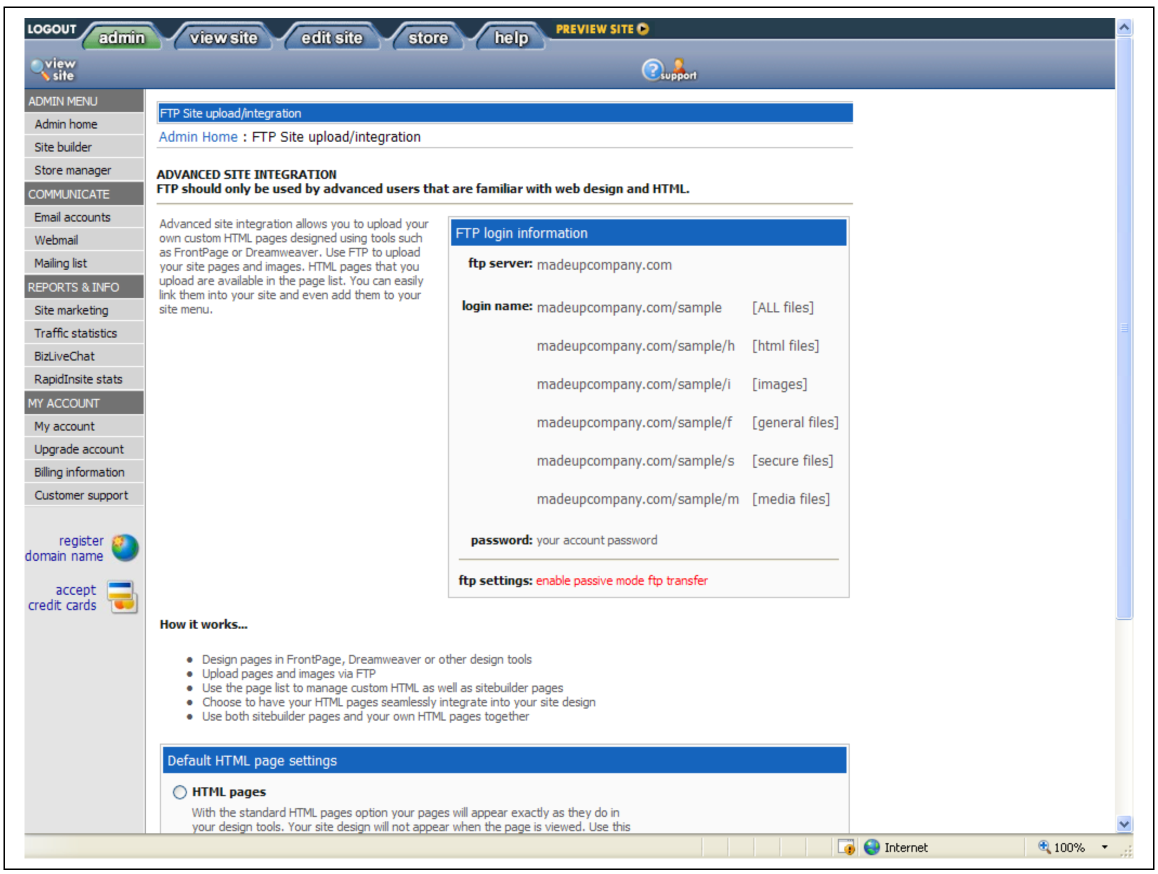
The main File Manager page lists all of your website's directories (folders and subfolders) and the files in them. When you click on one of the directories, all of the files within that directory are displayed as small icons below. You may limit what types of files are shown by selecting items from the Show drop-down menu. You may view the file properties, such as the size and date of the file. You can also delete files if you no longer want them to be part of your website.

If you wish to create a new directory to better organization your files, type a new directory name into the Create Directory field and then click Create Directory create directory.

Clicking File Upload Utility in the lower right corner of the screen directs you to the Configure File Upload Utility.

4.2 FTP Settings/Site

Clicking FTP Settings/Site Integration link on the Admin page directs you to the FTP Site Upload/Integration page (shown below), which contains advanced site integration information.

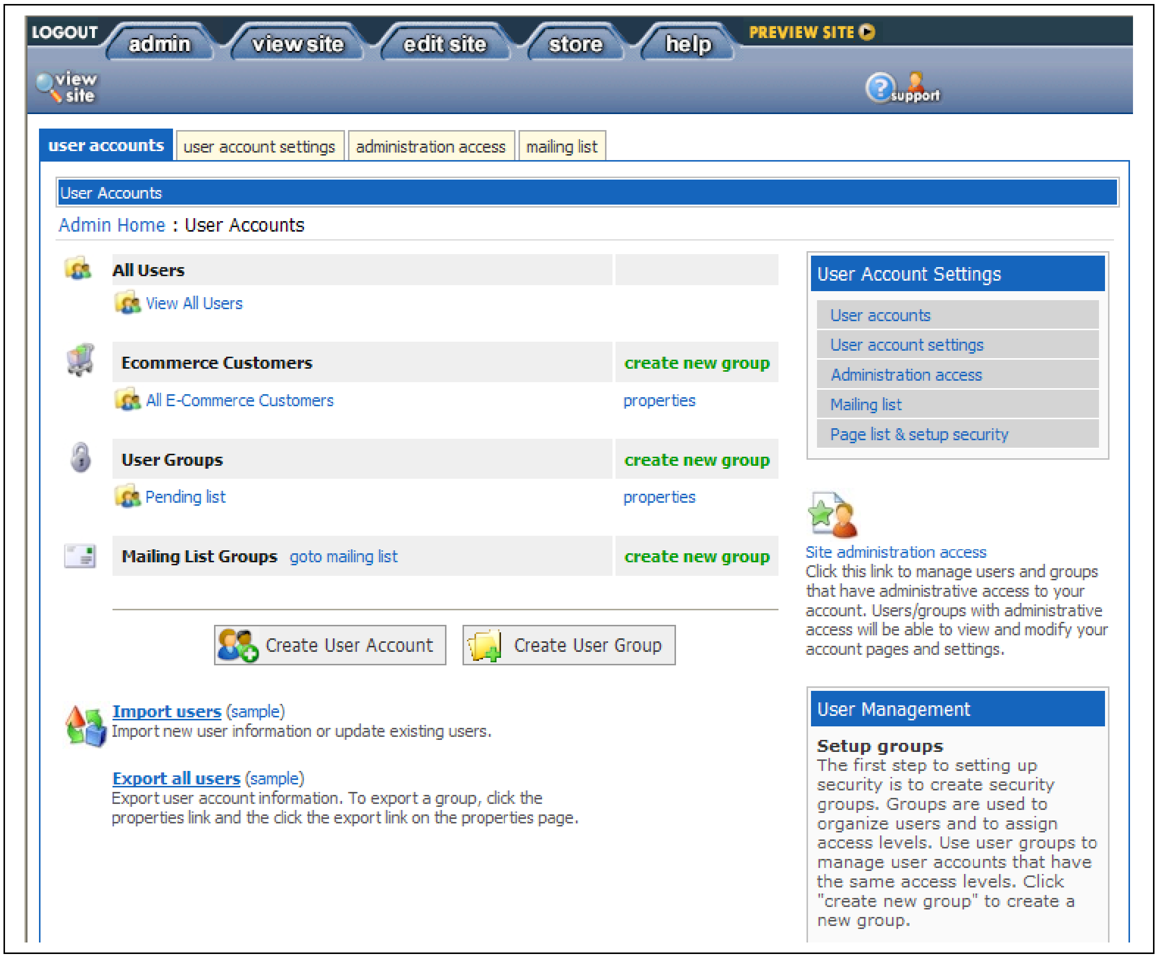


FTP Site Upload/Integration

Advanced site integration allows you to upload customized HTML pages that are designed with tools such as FrontPage and Dreamweaver. This page should be used only by advanced users who are familiar with web design and HTML.

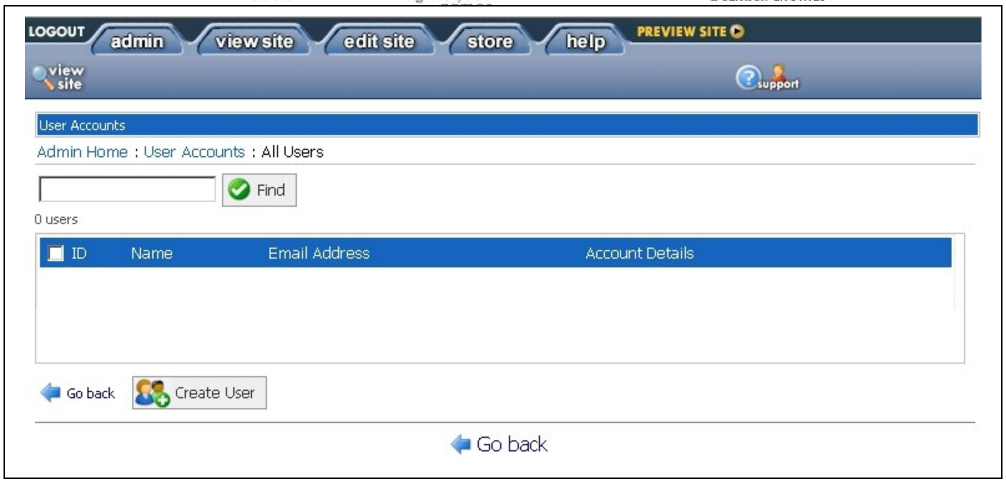
4.3 User Accounts

Clicking on the User Accounts link on the Admin page section takes you to the following page, where you can view, create, manage, and delete user accounts.



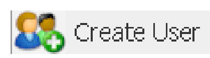
User Accounts List Page

This User Accounts List Page lists all users and user groups, along with mailing list groups and the pending list. Clicking View All Users  will direct you to the following page.



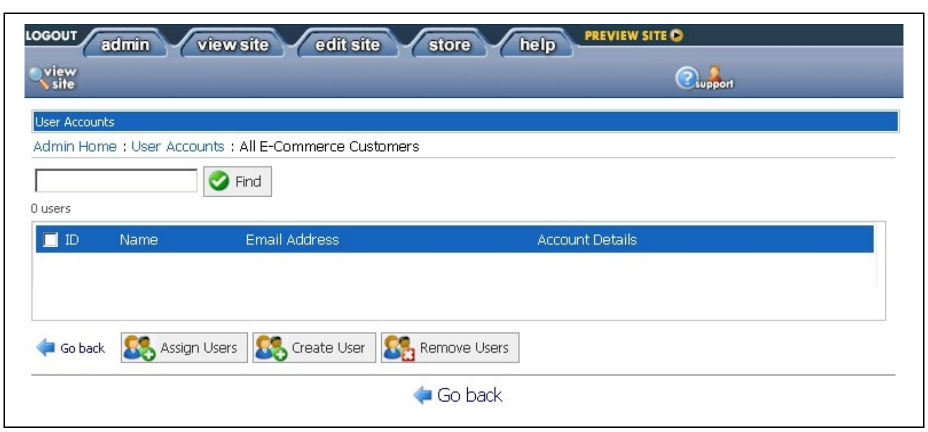
View All Users Page

This page lists all the current users with their ID, name, e-mail address, and account details. A search box is provided to help you find individual users quickly and easily. To search for a specific user, type in the user's name, e-mail address or mailing address, and then click Find  to display the search results.

You can also use this page to create a new user. Click Create User  at the bottom of the page. The Create User Account pop-up window will appear. Here you can enter the account login information and personal details. Once you have finished, you may click Create User to register the new user or Close to cancel the action and close the pop-up window.

From the View All Users page, clicking Go Back will let you return to the User Accounts List Page.

From the User Accounts List Page, you can click All E-Commerce Customers  under the Ecommerce Customers heading. This will take you to the following page, where you can view all of your site's current e-commerce customers.



All E-Commerce Customers Page

On this All E-Commerce Customers Page, all the e-commerce customers are listed with their ID, name, e-mail address, and account details. A search box is provided to help you find individual e-commerce customers quickly and easily. To search for a specific e-commerce customer, type in the customer's name and then click Find 

to display the search results. At the bottom of the page, you will find options to Assign Users, Create User, or Remove Users.

If you click Assign Users 

, a Select Users pop-up window will appear showing all users. You can find users with the Find option, or mark users and click Select to select specific users. Click Close to close the window.

The Create User 

option functions in the same way as that described above.

The Remove User 

option allows you to remove users from the list of all e-commerce customers. Select users for removal by marking the user ID box and clicking Remove User.

You may click Go Back at any time to return to the User Accounts List page.

From that page, clicking Properties directs you to the E-Commerce Properties Page.

E-Commerce Properties Page

The E-Commerce Properties Page allows you to export an entire group to another program. You can create a comma-separated file (.CSV) by clicking Export Group  link, which directs you to the Export Users page where you'll find step-by-step instructions for exporting the information.

The User Accounts List Page also allows you to create a new user group for various categories. To do so, click on the adjacent Create New Group option to make a new group in a category. You will be taken to the following Create User Group Page.

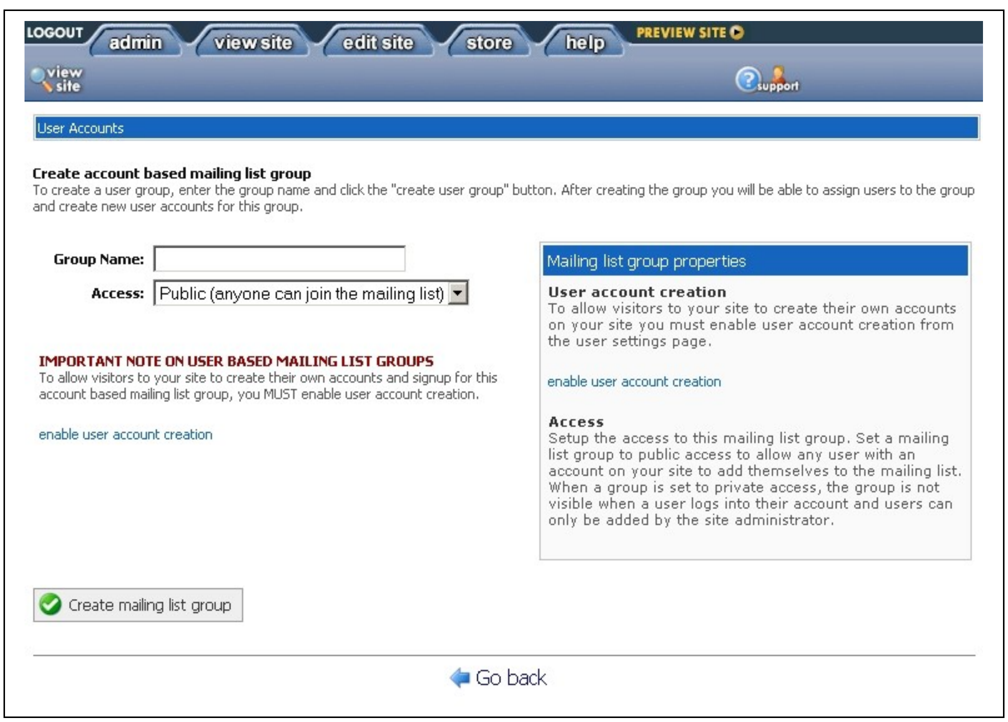
Create User Group Page

To create a new user group, simply type an appropriate name into the Group Name field and then click Create user group. Once you have finished, you may click Go Back to return to the User Accounts List page.

Going back to the User Accounts List Page, by clicking Pending List under the User Groups heading, you can view a list of all the users who have yet to be assigned to any particular group. The page that opens to display this information is similar to the other e-commerce customer pages and contains similar features.

Clicking Go to Mailing List will direct you to the Mailing List page.

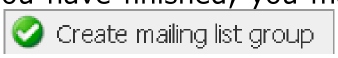
Back on the User Accounts List Page, if you wish to make a new mailing list group, click the Create New Group link to reach the following page.



Create Mailing List Group Page

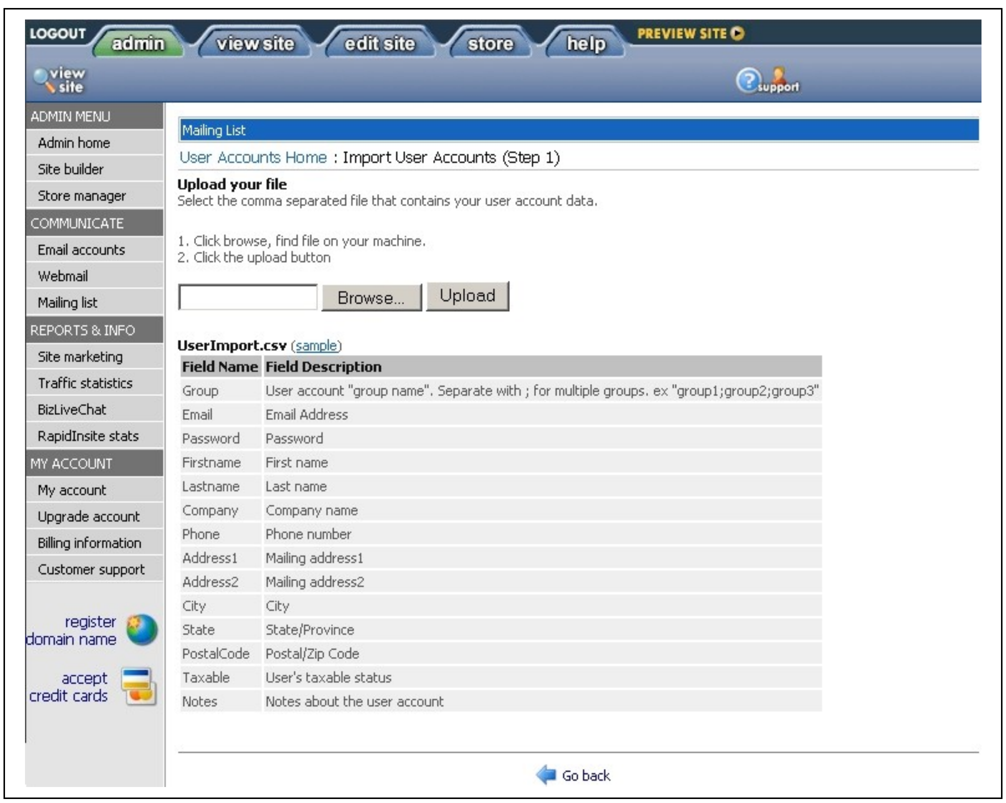
On this page, enter the new name for the new mailing list group in the Group Name field. The Access drop-down menu allows you to specific who should have access to the mailing list group. If you select Public from the Access drop-down menu, then any user who has an account on your site will be able to be added to this group. If you instead select Private from the Access drop-down menu, then only the site administrator will have the ability to add new users to this mailing list group.

Note: If you select Public from the Access drop-down menu, you must Enable User Account Creation in order to allow visitors to create accounts of their own. To do so, click on the enable user account creation link. This will direct you to the [Global User Account Settings Page](#).

Once you have finished, you may save your changes by clicking Create Mailing List Group 

at the bottom of the page. To undo your changes, click Go Back to be returned to the User Accounts List page without saving your new mailing list group.

Back on the User Accounts List Page, the Import Users option allows you to upload files that contain detailed user information. To access this section, click Import Users to reach the following page.

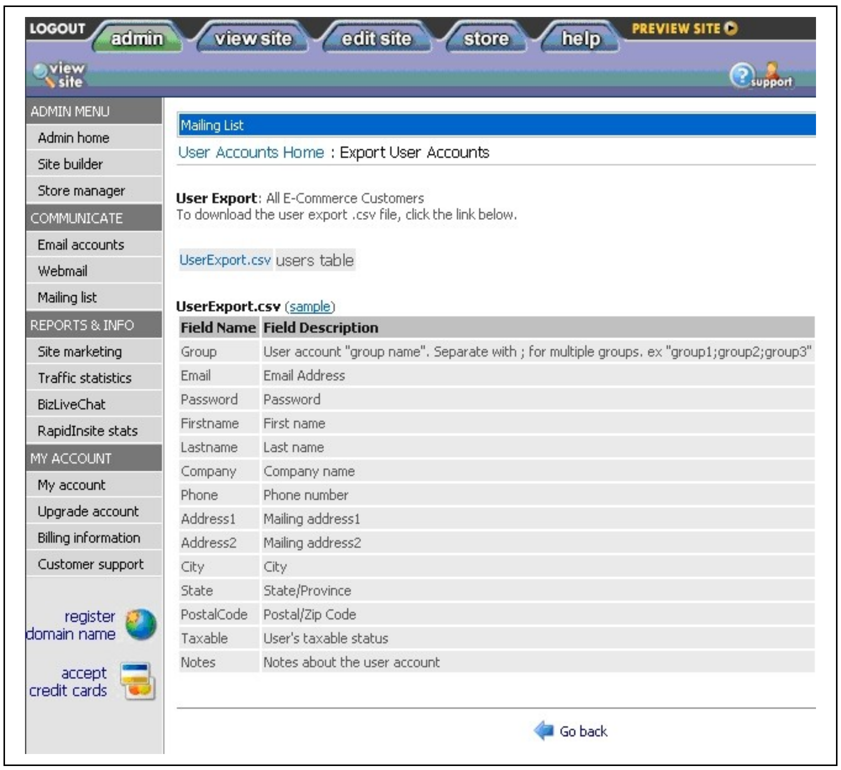


Import Users Page

On this page, you can type the file name into the box, or click on Browse to locate the file on your computer. Select a file and then click Upload to upload the file to the website.

The file you upload should follow the format shown on the Import Users Page, or use the sample UserImport.csv spreadsheet for import, which you can download by clicking Sample. Delete the sample data and enter your user information into the spreadsheet, using the existing format. At any time, you may click Go Back to return to the User Accounts List page.

Once you have uploaded user information to the website, the Export All Users option allows you to export files containing the user information so that you can view and manipulate it within other applications. If you click Export All Users, you will reach the following page.



Export User Accounts Page

On this page, you can generate and download a .csv file that contains information about all of your users. To do so, click UserExport.csv and save the file on your computer.

Back on the User Accounts List Page, clicking on the Site Administration Access link will bring up the following page.

Site Administration Access Page

Enabling this feature will allow you to give administration access to certain users or groups. These users will be able to edit different areas of your website.

Back on the User Accounts List Page, the right-hand side of the User Management Bar contains helpful tips for setting up groups, creating and assigning users, and configuring page access. To configure the access permission settings, click Goto Page List & Setup Security, which directs you to the Page List page.

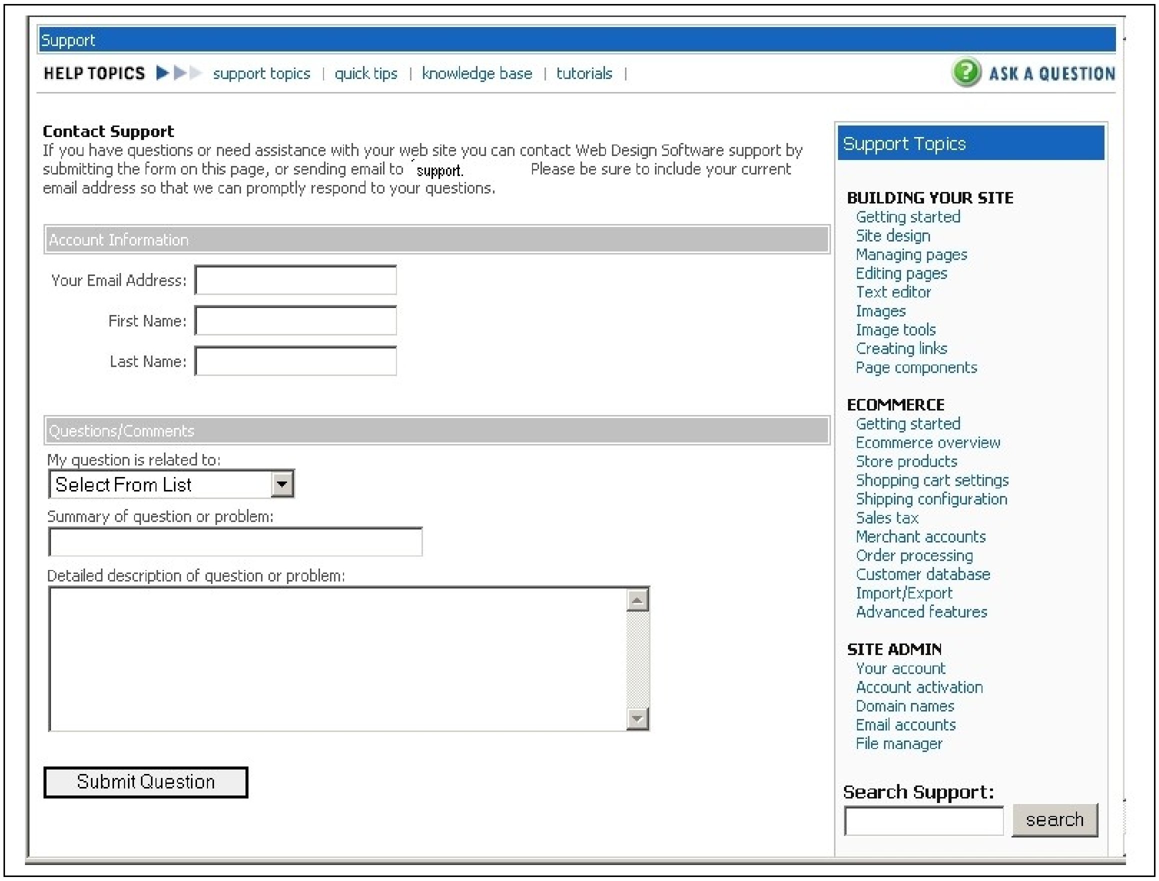
You can access the Security User's Guide by clicking Security User's Guide.

At any time, you may click Go Back to return to the Admin Page.

The upper left-hand corner on the screen displays a Preview Site  icon. Clicking on this icon allows you to preview your site as your website visitors will see it.

The upper right-hand corner of the screen displays a Support 

icon. Clicking on this icon directs you to the Online Help Form (shown below) which lets you send technical questions or comments to support services.



Online Help Form

To use the Online Help Form, simply fill out the Account Information section and then type your message into the Questions/Comments section. Submit your inquiry by clicking Submit Question [Submit Question].

The lower right-hand corner of the Admin page has another Support/Help 

icon. Clicking on this icon directs you to a Help page, as described in the Customer Support section.

CHAPTER 5

5 Site Builder

The Site Builder application allows you to create, design, and modify your website quickly and easily. Click Site Builder to access the Site Builder Page.

The Site Builder application opens with a preview of your site, letting you see what visitors to your site will see.

The Site Builder application is divided into the following sections.

- Settings
- Design
- Page List
- Add Page
- Page Properties
- Edit Page

For easy access, each of these five sections is listed in the horizontal shortcut menu (shown below) on the Site Builder Page.

Site Builder Menu

5.1 Settings

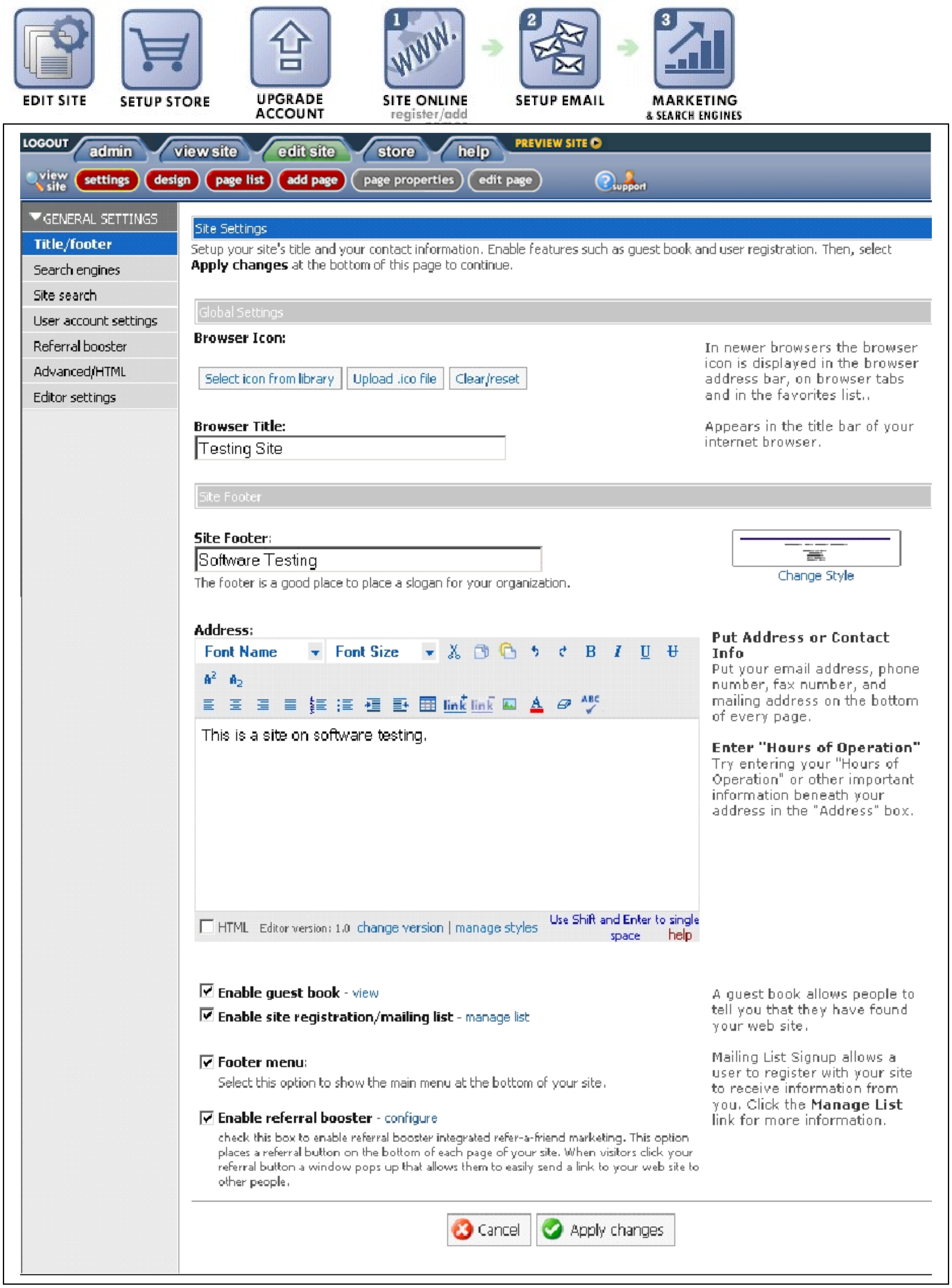
Under the Settings section of the Site Builder application, you will find the following options.

- Title/footer
- Search engines
- Site search
- User account settings
- Social Networking Links
- Referral booster
- Advanced/HTML
- Editor settings

In the following sections we will look at each of these options individually.

5.1.1 Title/Footer

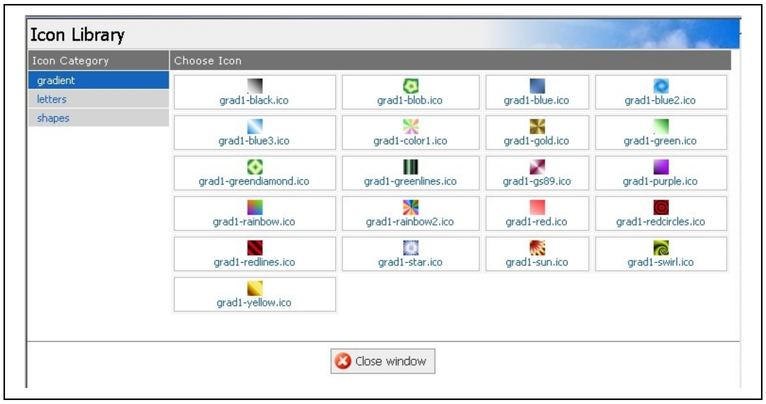
Title/Footer is the first section under Settings within the Site Builder application. Here you can create the title of your site and provide your contact information.



Title/Footer Page

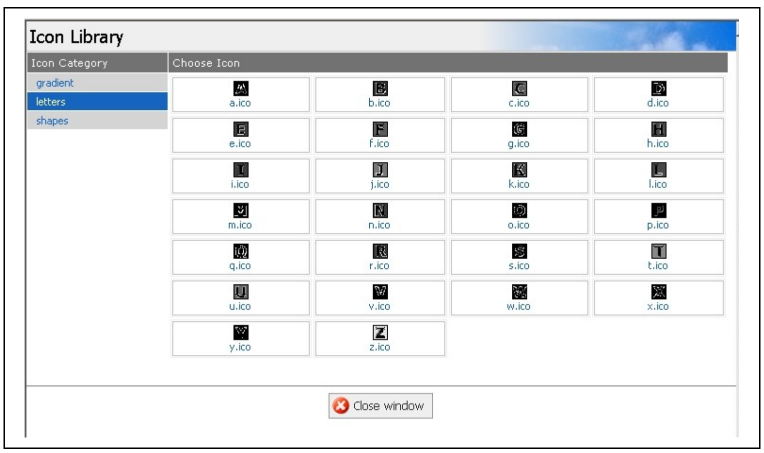
5.1.1.1 Browser Icon

You can create a browser icon for your site. Visitors can see the browser icon in their browser address bar, tabs, and favorites list. To select an icon from the icon library, click Select Icon from Library Select icon from library to open the pop-up window shown below.

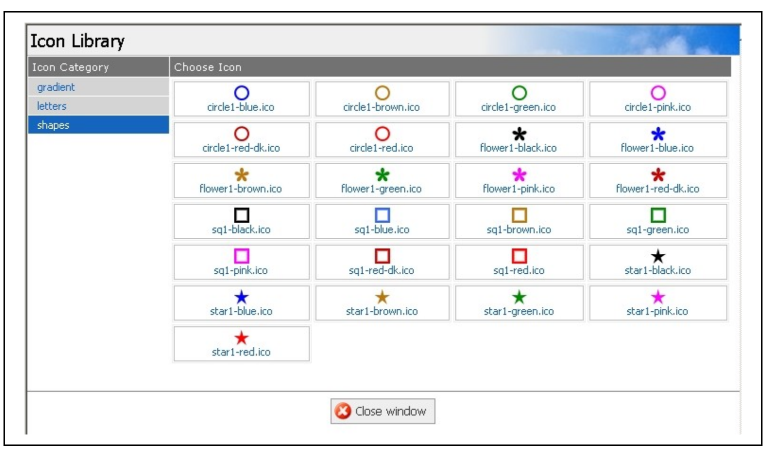


Icon Library: Gradient

You will first see the Gradient Icon Library. If you prefer to view other icons, simply click one of the other categories in the menu on the left-hand side of the screen. These options will display the other available icons. Examples are shown below.



Icon Library: Letters

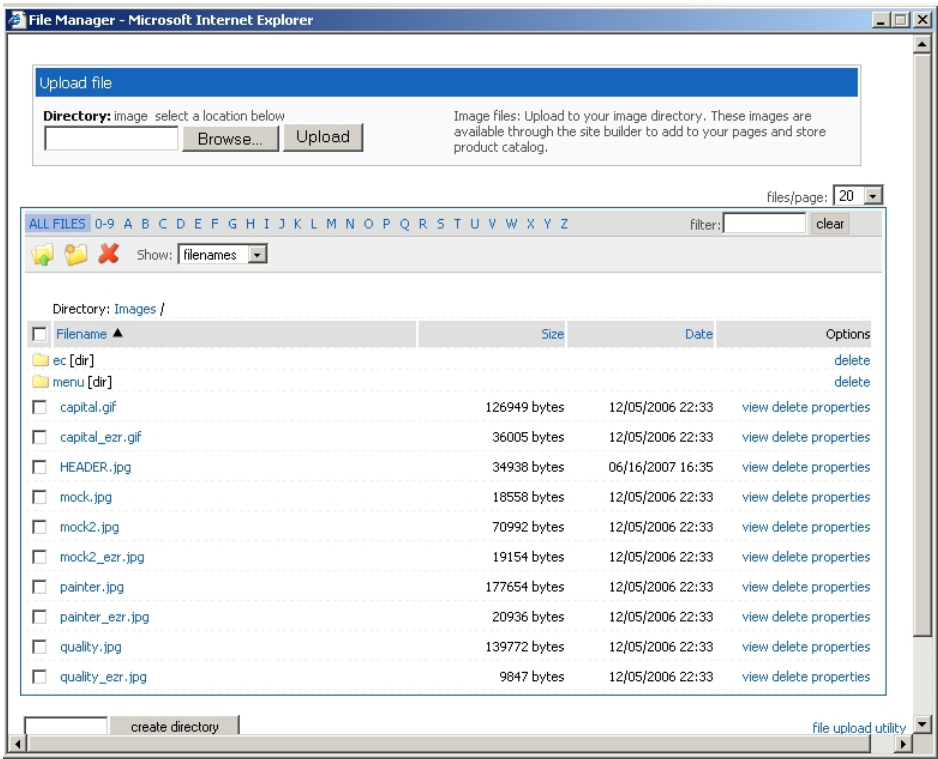


Icon Library: Shapes

Once you find the icon you would like to use, simply click on your selection to make it your browser icon.

If you have a pre-existing icon that you would like to upload as a browser icon, rather than using an icon from the icon library, simply click Upload.ico file 

to open the following pop-up window.



Upload File Pop-Up Window

Type the file name for your icon in the Directory field and click Upload 

, or click Browse 

to search for the file on your computer.

If you wish to clear out the current browser icon, click Clear/Reset 

.

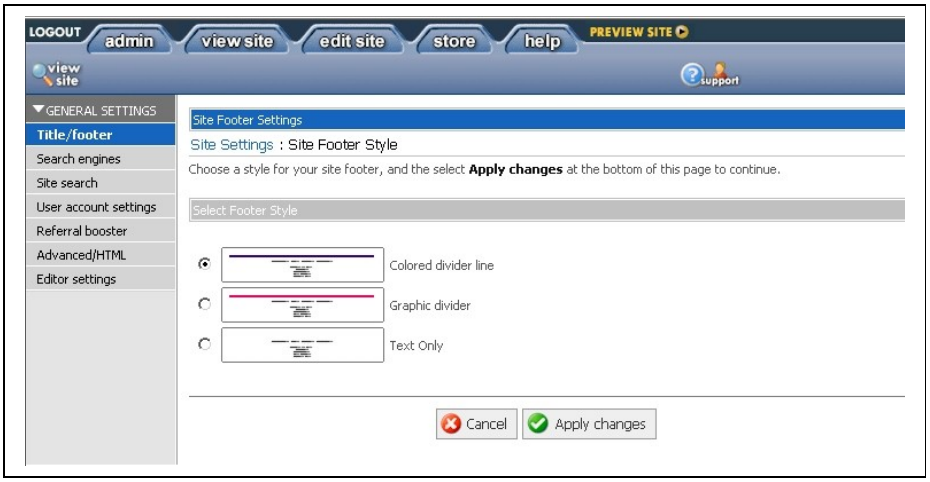
5.1.1.2 Browser Title

Your website visitors will see a website title in the title bar of their internet browsers. Type your text for this title in the Browser Title field.

5.1.1.3 Site Footer

The site footer is information that appears at the bottom of every page on your website. You may wish to use the site footer to publicize your company's slogan. Enter your chosen text in the Site Footer box.

You can choose one of three styles for the footer. Do so by clicking Change Style, selecting your favorite style, and then clicking Apply Changes. You may click Cancel to cancel the changes you have made.



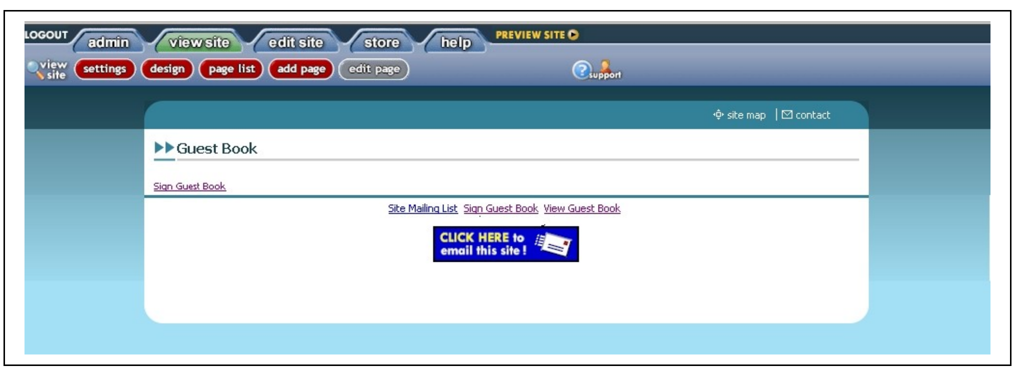
Change Footer Style

5.1.1.4 Address

Enter any information that you want to appear at the bottom of every page. For example, this information could be your e-mail address, mailing address, phone number, and fax number. You may also include contact information or working hours and other important information in the address bar.

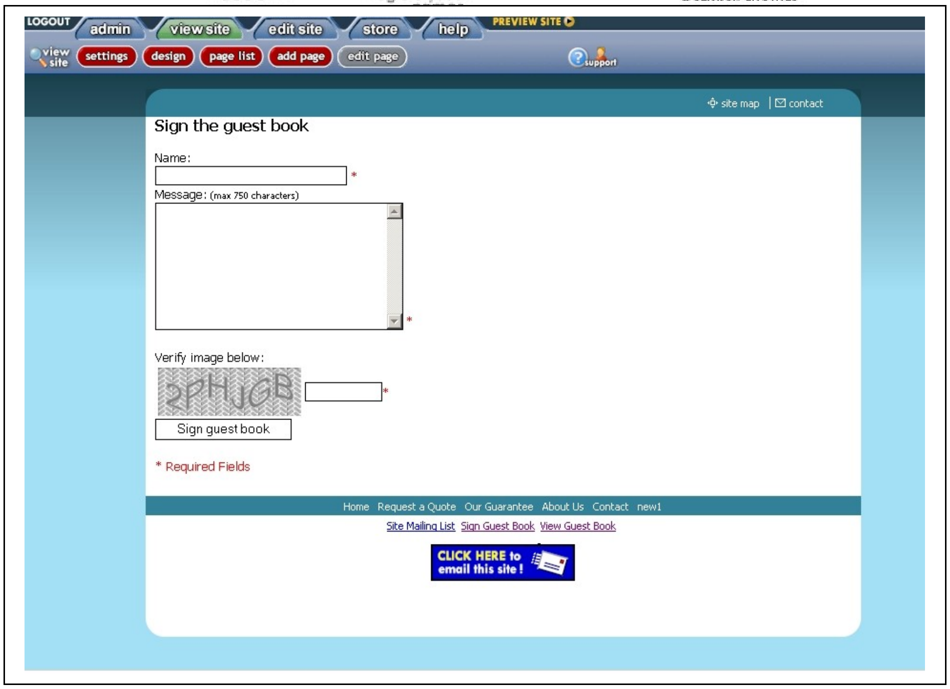
5.1.1.5 Guest Book

If you wish to have a guest book for your website, mark the box titled Enable Guest Book. Click View to see the guest book at any time.



Guest Book Page

Click Sign Guest Book to access the following online form.



Sign Guest Book

Your site visitors can use this form to leave their names and messages.

5.1.1.6 Site Registration/Mailing List

You may wish to activate your site mailing list, so that site visitors can register on your site to receive information. You may do so my marking the box titled Enable Site Registration/Mailing List. Click Manage List to go to the Mailing List area.

5.1.1.7 Footer Menu

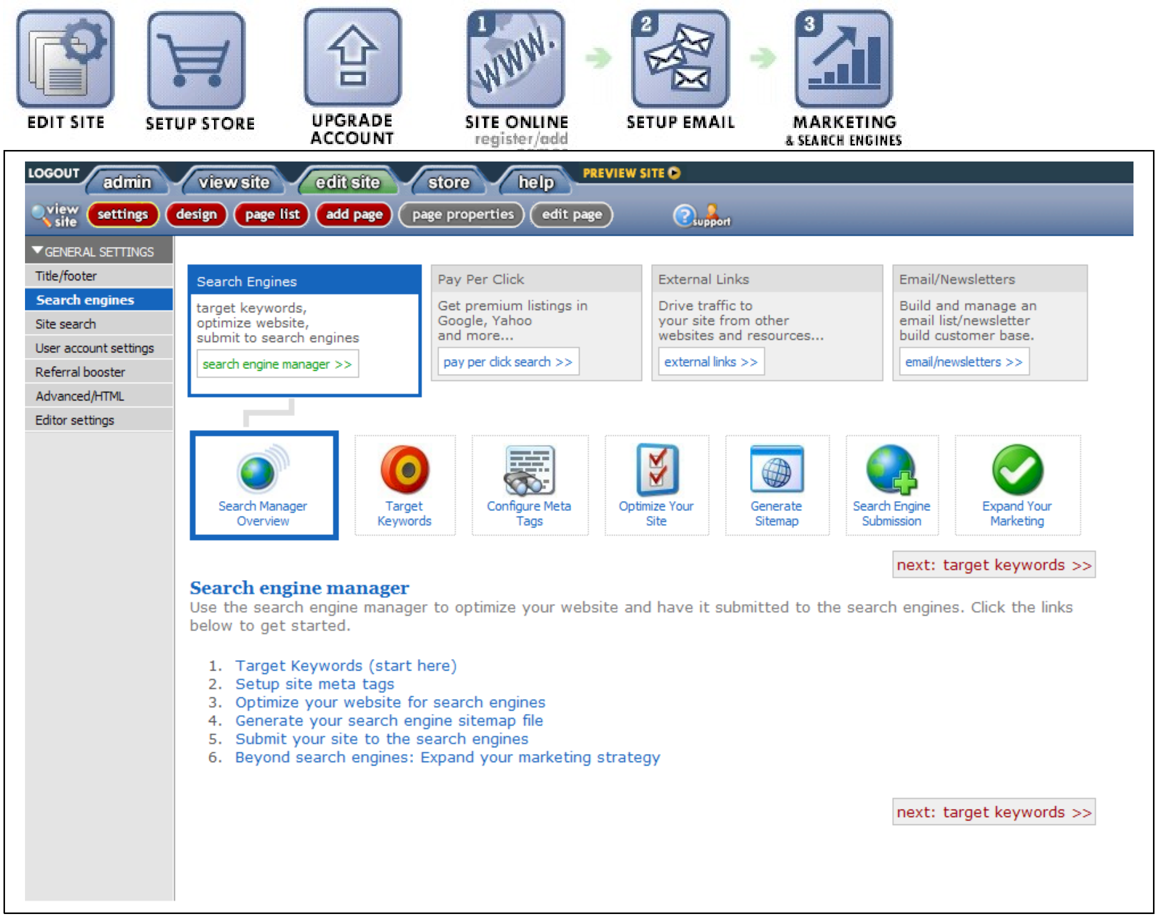
If you wish to display the main menu at the bottom of each page on your site, mark the Footer Menu box.

5.1.1.8 Referral Booster

If you wish to give your visitors the option of sending a link to your site to other people, mark the box titled Enable Referral Booster. This can be a great way to increase the number of visitors that your site receives. Click Configure to get more information about the Referral Booster and how to configure it.

5.1.2 Search Engines

In the Search Engines section of the Site Builder application, you can optimize your site with keywords and descriptive meta tags. This will help your site get better rankings in the search engine results and thereby attract more visitors. Click Search Engines in the General Settings drop-down list to access the Search Engine Settings page.

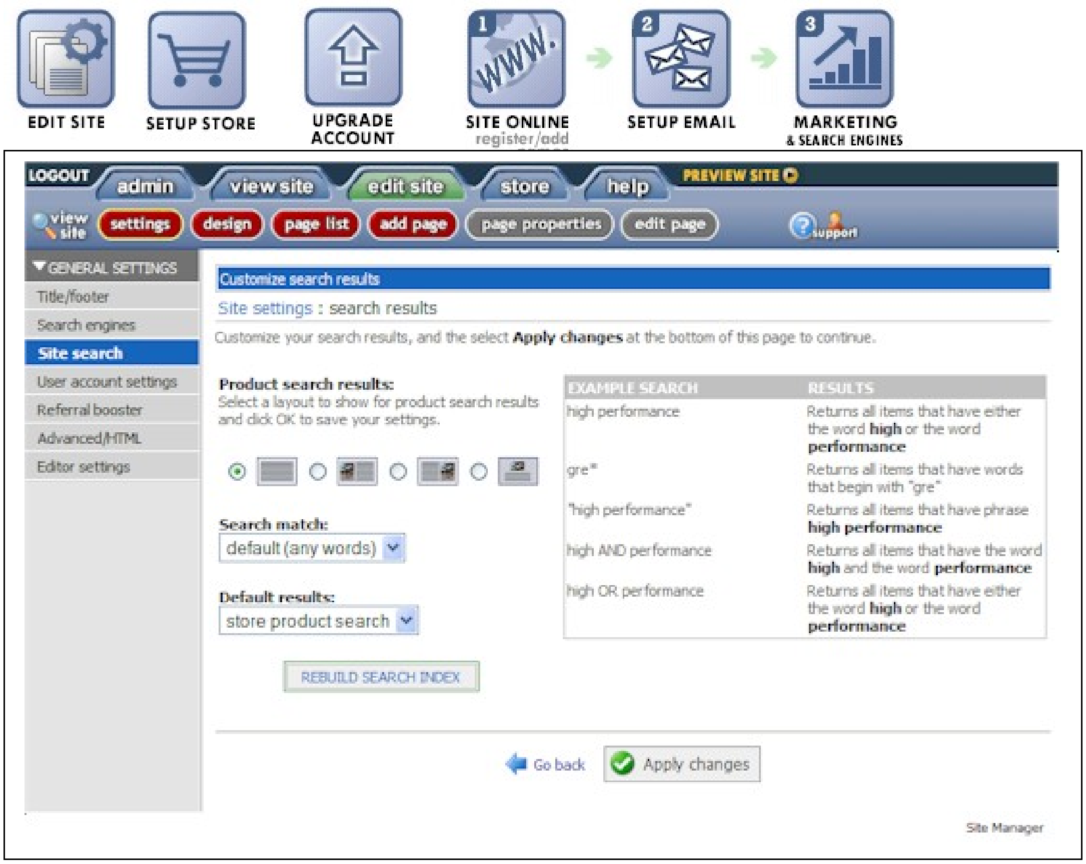


Search Engine Settings Page

This section will not be covered in detail here. The various sections of the search engines area are covered in detail on the website builder. Just click on each section to get a walkthrough on that specific section.

5.1.3 Site Search

In this section of the Site Builder application, you can customize your site search settings, thereby helping visitors find what they are looking for more easily. To do so, click Site Search in the General Settings vertical menu. This directs you to the following page.

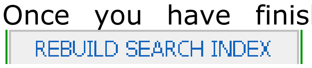


Site Search Page

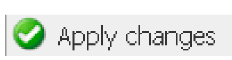
Under the Product Search Results header, you can choose one of four layouts for the product search results.

Use the Search Match drop-down menu to define the matching requirements. You can either use the default setting, or set the search engine to look for either All Words or an Exact Match.

Use the Default Results drop-down menu to select whether the default search will be for store products or for pages on your site.

Once you have finished making your selections, click Rebuild Search Index 

to start rebuilding your search index. This process might take up to 15 minutes.

Click Apply Changes 

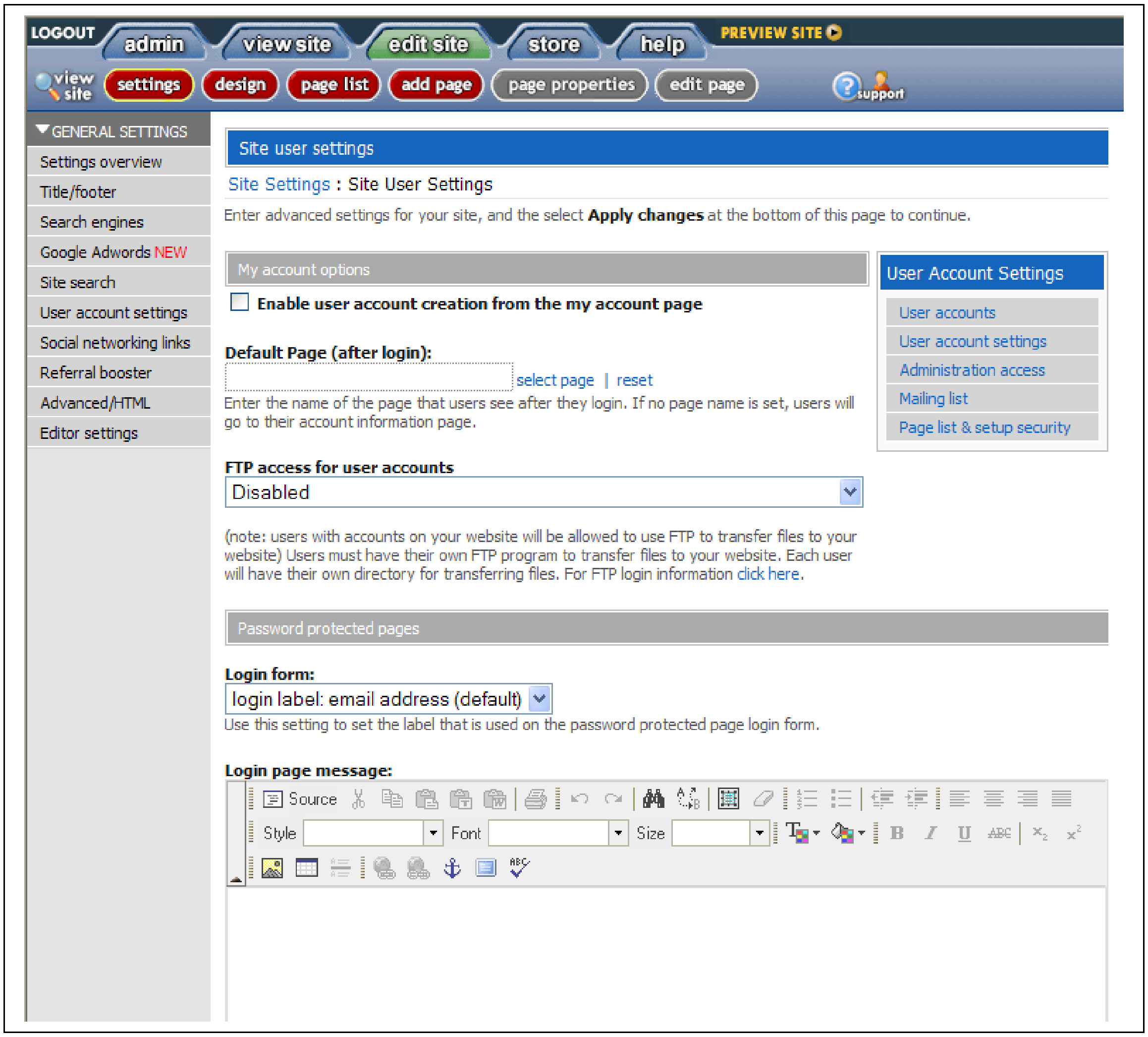
to save and apply your changes. At any time, you make click Go Back to undo your changes and return to the General Settings page.

5.1.4 User Account Settings

This section within the Site Builder application allows you to set advanced user settings. When you click User Account Settings in the vertical Settings menu, you are directed to the Global User Account Settings page, shown below.

5.1.4.1 User Account Settings

You can use the following User Account Settings page to select general user account settings.



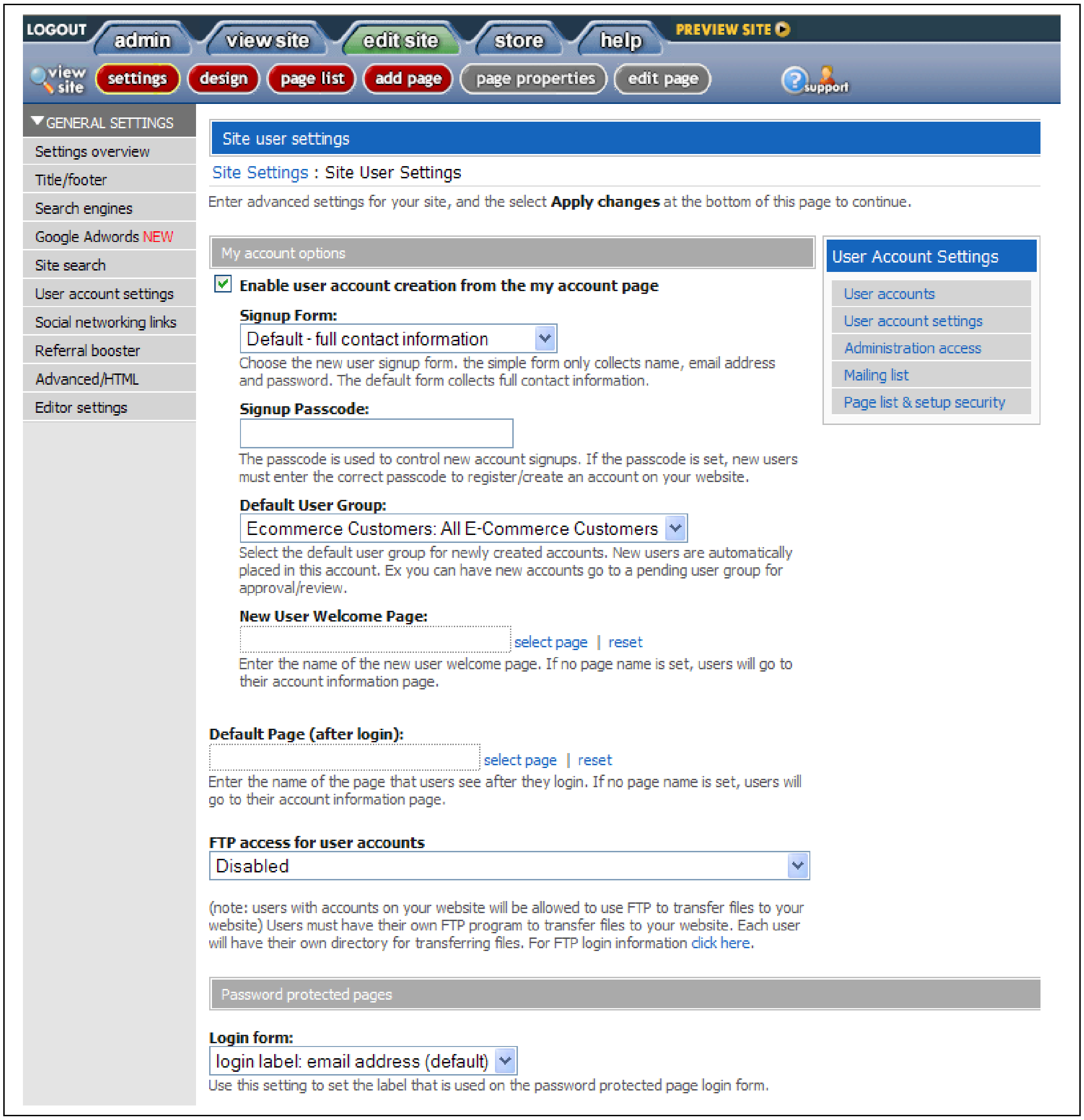
Global User Account Settings Page

Use the Default Page field to determine which page a user will be directed to immediately after logging into your site. Click Select Page to open a pop-up window with a full list of all the available page options so that you may select one. Once a page has been selected, its name will appear in the box. Click Reset to undo your entry. If you do not enter a page name, users will be directed automatically to their account information page after registering.

The drop-down menu titled FTP Access for User Accounts allows you to either disable or enable FTP access for users. You may choose to allow access to individual users or to all users. If you wish to learn more about FTP login information, select Click Here to be directed to the FTP Site Upload/Integration page.

For the Login Form option, choose the login label that is used on the login form for password protected pages. Under the Login Page Message heading, type the message that will appear on the user login page.

If you check the box titled Enable User Account Creation from My Account Page, you will have access to options for more advanced settings, as shown on the screenshot below. Specifically, you can use this page to configure the user signup form settings.



Signup Form Settings Page

Use the Signup Form drop-down menu to select a default or simple signup form. The Default form collects detailed contact information, whereas the Simple form gathers only the user name, password, and e-mail address.

If desired, type a passcode into the Signup Passcode field. Users will have to enter this password correctly in order to register/create an account on your website.

From the Default User Group drop-down menu, select a user group under which all new users will be registered for further review and approval.

Use the New User Welcome Page field to determine which page a new user will be directed to immediately after registering on your site for the first time. Click Select Page to open a pop-up window with a full list of all the available page options so that you may select one. Once a page has been selected, its name will appear in the box. Click Reset to undo your entry. If you do not enter a page name, users will be directed automatically to their account information page after registering.

The options for Default Page, FTP Access For User Accounts, and Login Page Message settings are similar to those described under User Accounts Settings.

5.1.4.2 User Accounts
From the vertical User Account Settings menu, click User Accounts to be directed to the User Accounts page. Here you can view a full list of all the user accounts.

5.1.4.3 Administration Access
From the vertical User Account Settings menu, click Administration Access to be directed to the Administration Access section. Here you can give users the ability to edit areas of your site.

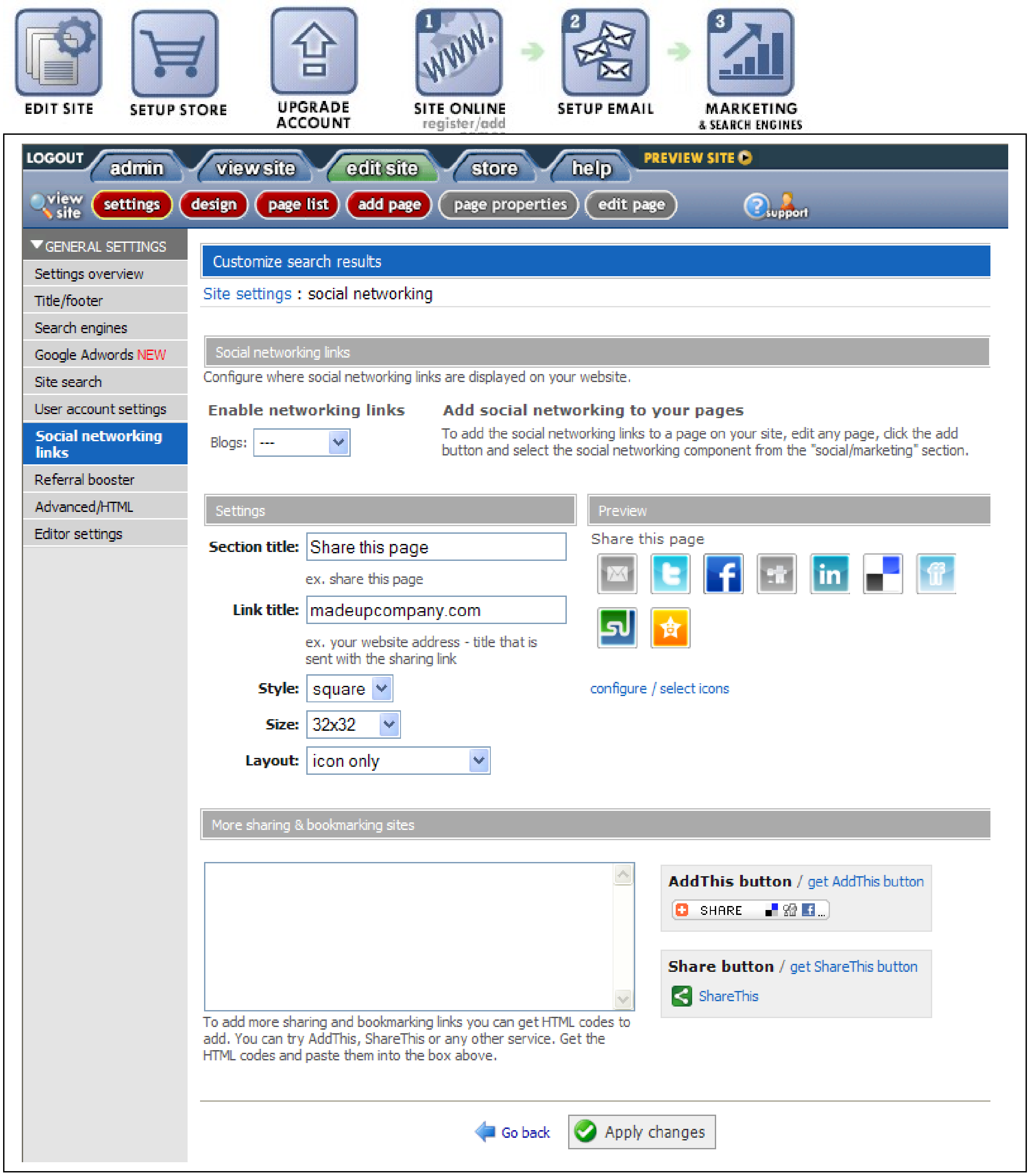
5.1.4.4 Mailing List
From the vertical User Account Settings menu, click Mailing List to be directed to the Mailing List section. Here you can track and manage your site visitors.

To save your changes, click Apply Changes 

. At any time, you may click Go Back to return to the General Settings page without saving your changes.

5.1.4.5 Page List and Setup Security
From the vertical User Account Settings menu, click Page List & Set Security to be directed to the Page List section. Here you can view a full list of all the pages on your site.

5.1.5 Social Networking Links
From the vertical User Account Settings menu, click Social Networking Links to be directed to the following page.

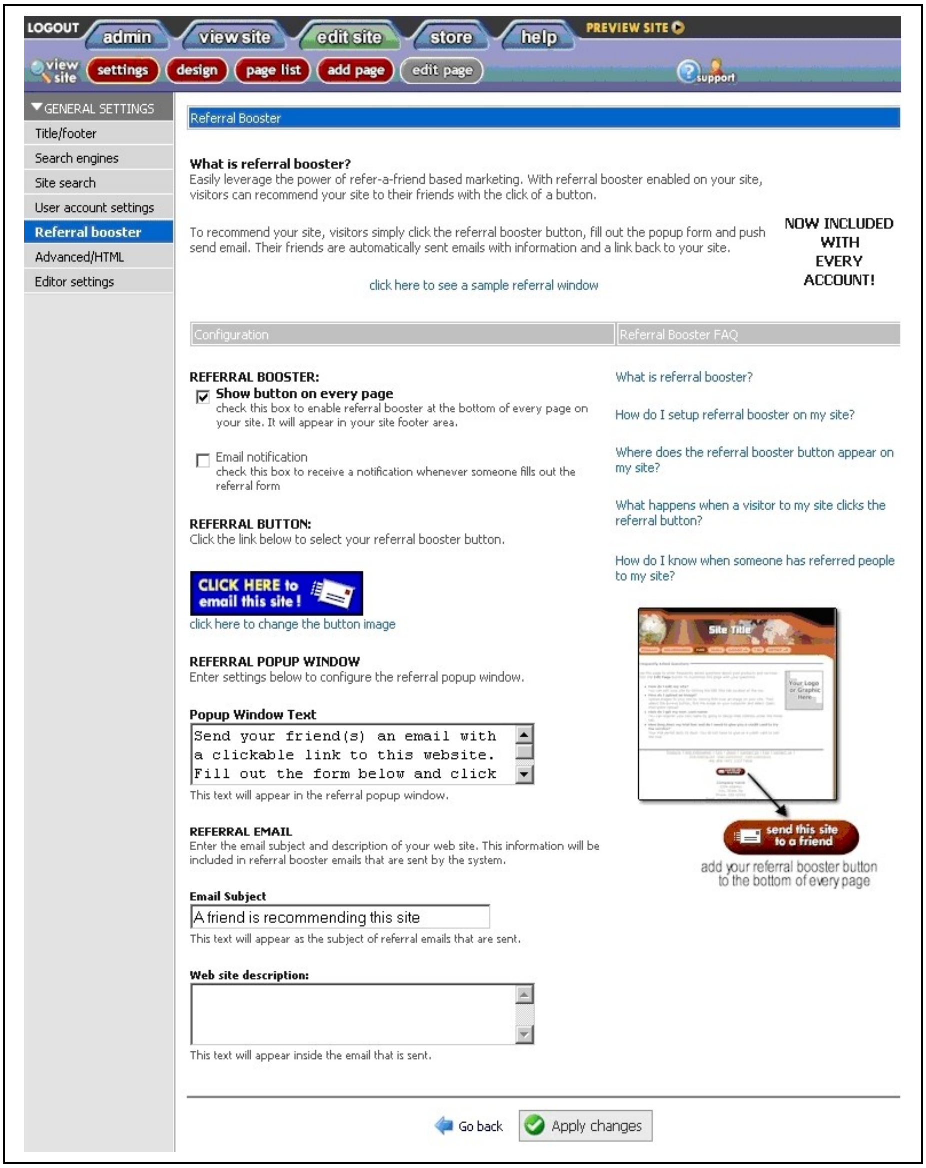


Social Networking Settings Page

If you want social networking links to automatically be enabled on your blog pages, then select that option from the drop down box. You can customize the Section Title, Link Title, Style, Size and Layout of the Social Networking Links. You can also configure the social networking icons that are displayed. If you want to add additional sharing and bookmarking links, you can these by entering the appropriate HTML codes.

5.1.6 Referral Booster

The Referral Booster lets users recommend your site to their friends with a simple click. To access the section where you can activate the Referral Booster, click Referral Booster from the vertical General Settings menu. You will be directed to the following page.



Referral Booster Settings Page

To learn more about Referral Booster, click any one of the Referral Booster FAQs (frequently asked questions) on the right-hand side of the page, and the answer will appear in a pop-up window.

When you activate the Referral Booster, users will have the option of filling out a form that appears in a pop-up window when they click the Referral Booster button. Select Click Here to See a Sample Referral Window to get a preview of the referral form, which will open in the following pop-up window.

Referral Form Pop-Up Window

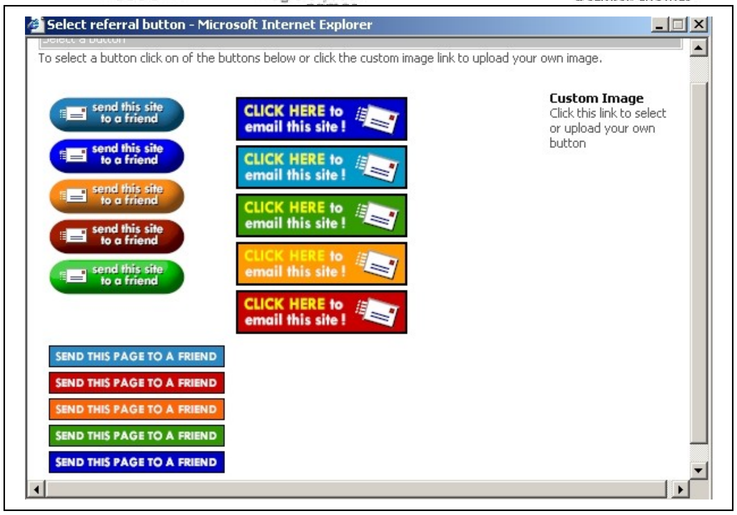
Users can fill out the form and click Send E-mail  to recommend your site to their friends.

You may select your Referral Booster settings under the Configuration heading as follows.

Check the box titled Show Button on Every Page to place a Referral Booster link at the bottom (in the footer area) of every page on your site.

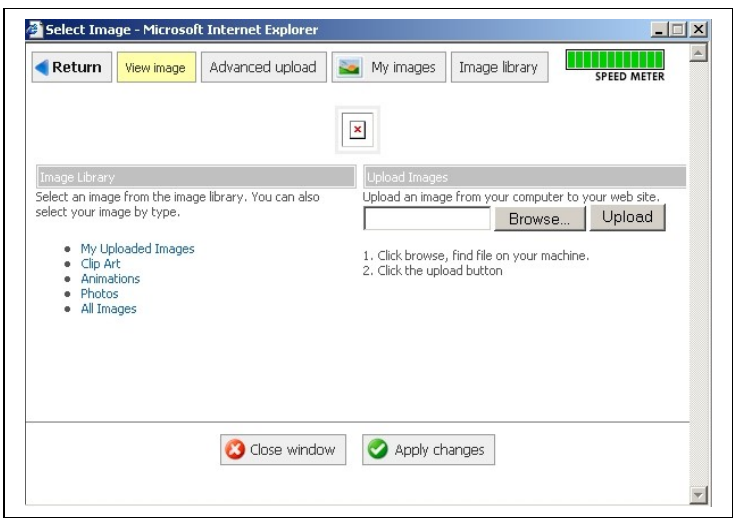
If you check the E-mail Notification box, you will receive an e-mail notification each time someone sends a referral form to a friend.

Under the Referral Button heading, you may select an image for your referral button. To use an image other than the one that is currently displayed, select Click Here to Change the Button Image to open the following pop-up window.

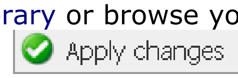


Referral Booster Image Pop-Up Window

Select your favorite image within the pop-up window by clicking on it. If you would prefer to use a pre-existing image stored on your computer, click Custom Image to select and upload a button image, using the following pop-up window.



Customize Referral Booster Image Pop-Up Window

Use this page to select an image from the Image Library or browse your computer to locate and upload an image. Click Apply Changes 

to save your changes, or select Close Window to close the window without saving your changes.

On the Referral Booster Settings Page, under the Referral Pop-Up Window heading, you can select options for the referral form settings. In the field titled Pop-Up Window Text, type the header message. This message should contain clear instructions for the users.

In the field titled E-mail Subject, enter the subject that will be used for all the referral e-mails sent by your users. In the field titled Web Site Description, enter a

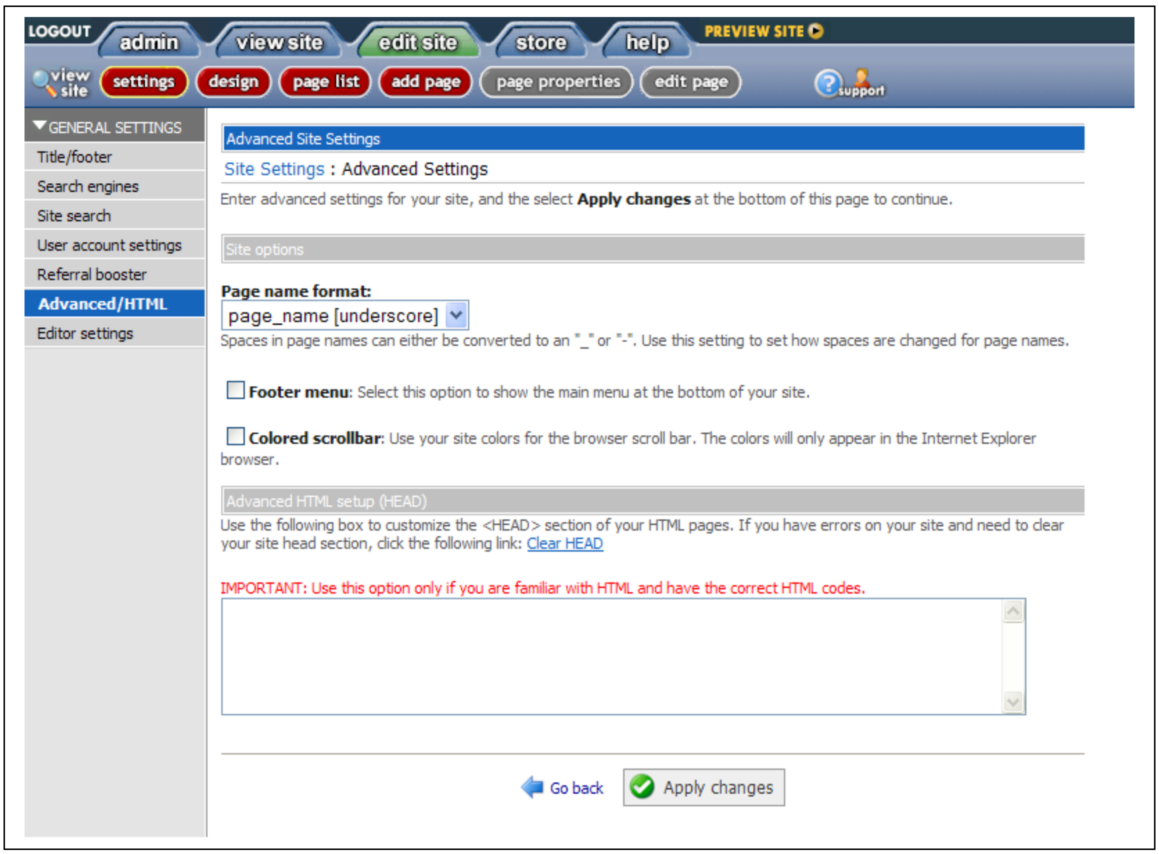
brief description of your site. This description will appear in all of the referral e-mails sent by your users.

Click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the General Settings page.

5.1.7 Advanced/HTML

If you would like to configure advanced settings for your site, click Advanced/HTML in the vertical General Settings menu to be directed to the following page.



Advanced/HTML Page

Spaces in page names can be converted to either an underscore "_" or a dash "-". Select between these two options by using the Page name format drop down menu.

Check the box titled Footer Menu box to place a footer menu at the bottom of all the pages in your site.

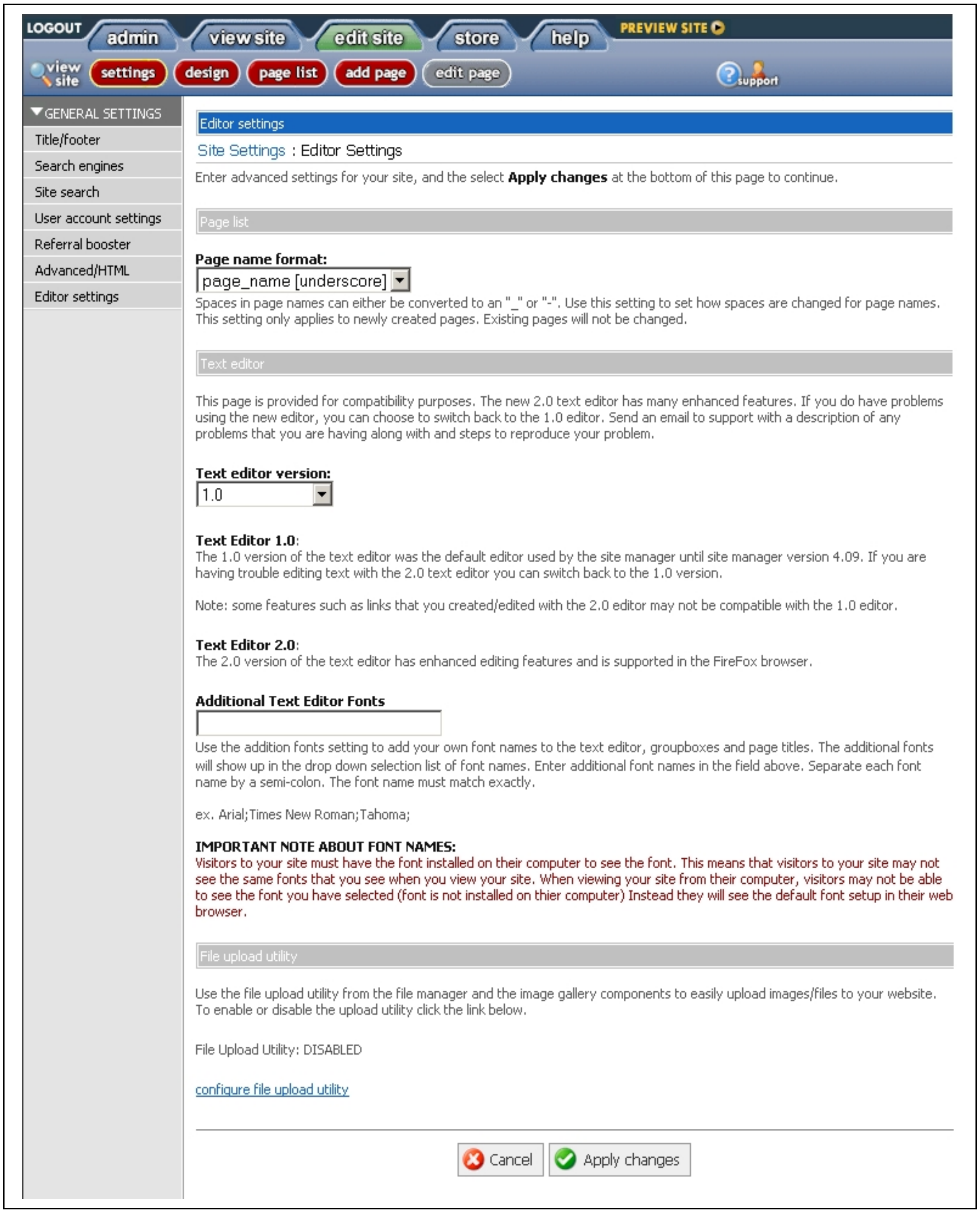
Check the box titled Colored Scrollbar to customize your scrollbar by using site colors. Please note that the colored scrollbar appears only in the Internet Explorer browser.

Under the Advanced HTML Setup (HEAD) heading, you can customize the <HEAD> section of your pages. If you are not familiar with HTML and its codes, do not alter

the text. If you believe there are errors in your site header, select Clear HEAD .

5.1.8 Editor Settings

You can configure additional advanced settings for your site by clicking Editor Settings in the vertical General Settings menu to be directed to the following page.



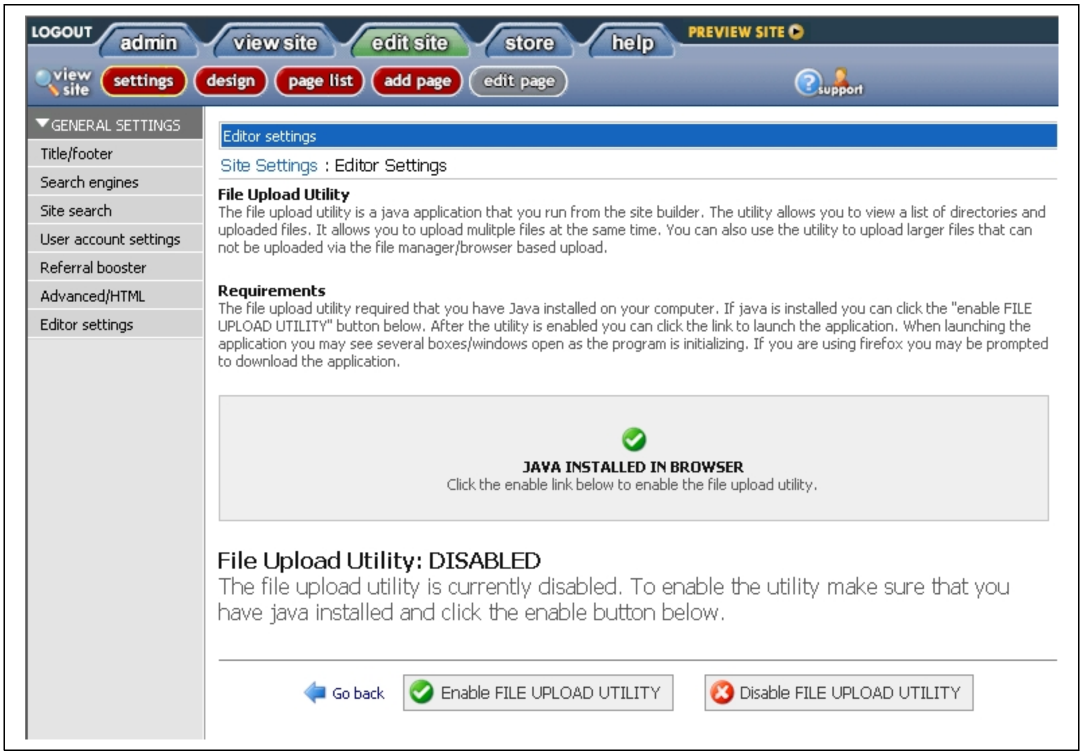
Editor Settings Page

On the Editor Settings page, use the Page Name Format drop-down box to select the format of your page names, choosing either "_" or "-" by selecting the corresponding option in the drop-down menu.

In the Text Editor Version drop-down menu, you can choose to use either the default text editor version 1.0 or the enhanced version 2.0.

Use the Additional Text Editor Fonts field to list additional font names, separating each entry with a semicolon. Doing so allows you to use additional fonts in page titles, group boxes, and the text editor.

You may click Configure File Upload Utility  to enable the file upload utility. This directs you to the following page.



File Upload Utility Page

Please note that you can use this feature only if you have Java installed on your computer. If you have Java, click Enable FILE UPLOAD UTILITY to enable the feature. If you wish to disable the feature, click Disable FILE UPLOAD UTILITY.

At any time, you may click Go Back to return to the Editor Settings page.

On the Editor Settings page, click Apply Changes 

at the bottom of the page to save your changes, or click Cancel 

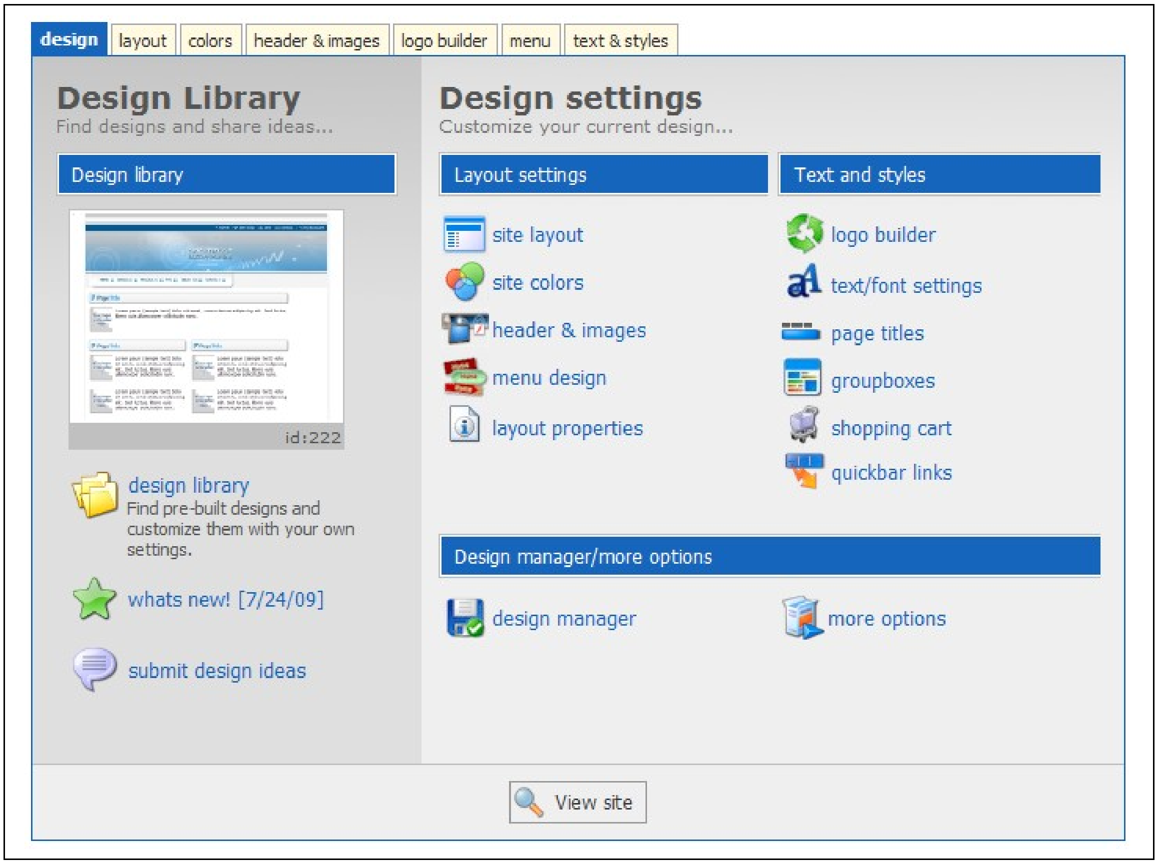
to undo your changes.

5.2 Design

The Design section of the Site Builder application allows you to customize the design of your website. To access this section, click Design in the Site Builder horizontal menu to be directed to the Design page.

5.2.1 Design

On the Site Design page (shown below), you can select a design for your site by choosing among various options.



Site Design Page

The Site Design page provides links to many design options. The horizontal menu has tabs that direct you to the primary design elements, listed below.

- Design
- Layout
- Colors
- Header & images
- Logo builder
- Menu
- Text & styles

Under the Layout Settings, Text and Styles and Design Manager/More Options, headings, you will find shortcut links to some of the most frequently used design applications.

- Site Layout 

- Site Colors 

- Header & Images 

- Menu Design 

- Layout Properties 

- Logo Builder 

- Fonts Settings 

- Page Titles 

- Groupboxes 

- Shopping Cart 

- Quickbar Links 

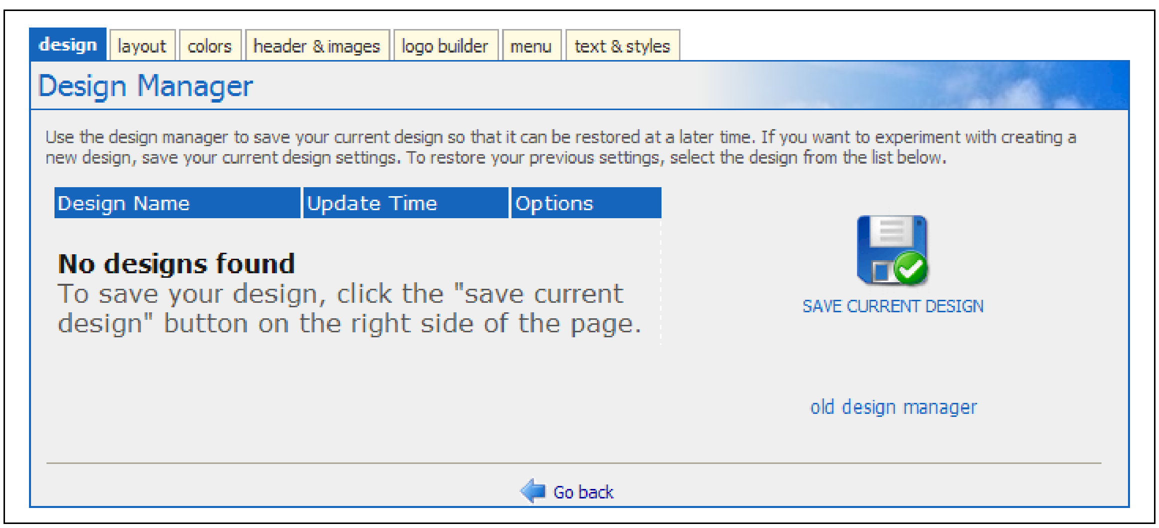
- Design Manager 

- More Options 

- Submit Design Ideas 

5.2.2 Design Manager

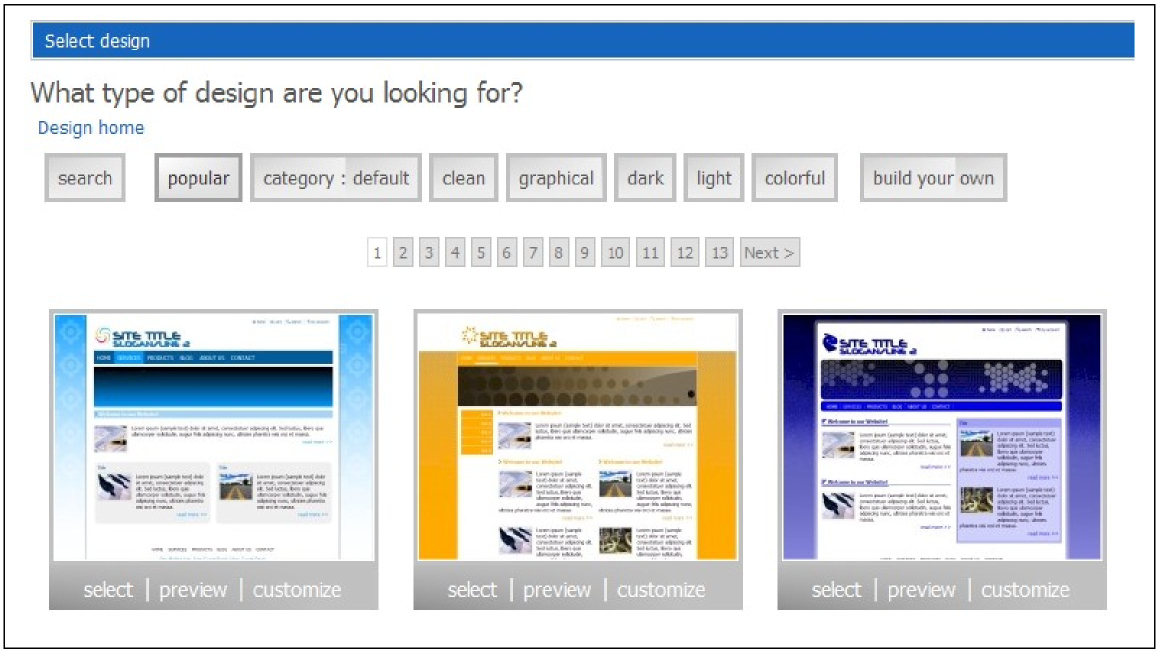
The Design Manager feature allows you to save your current design so that it can be restored at a later time. That way, you can experiment by creating a new design, while still having the ability to restore your current design. To do so, click Design Manager under the Advanced Design Options heading to be directed to the following page.



Design Manager Page

You can use the Design Manager page to copy the existing design settings by clicking the Save Current Design link. Enter a name for the design that is being saved and click on the Save button. The design name can only contain letters and numbers and must start with a letter. Also, do not include any spaces in the design name.

Once you have saved your design, you can use the Site Design page to set the design of your site. Click the Design Library link to be directed to the following page.

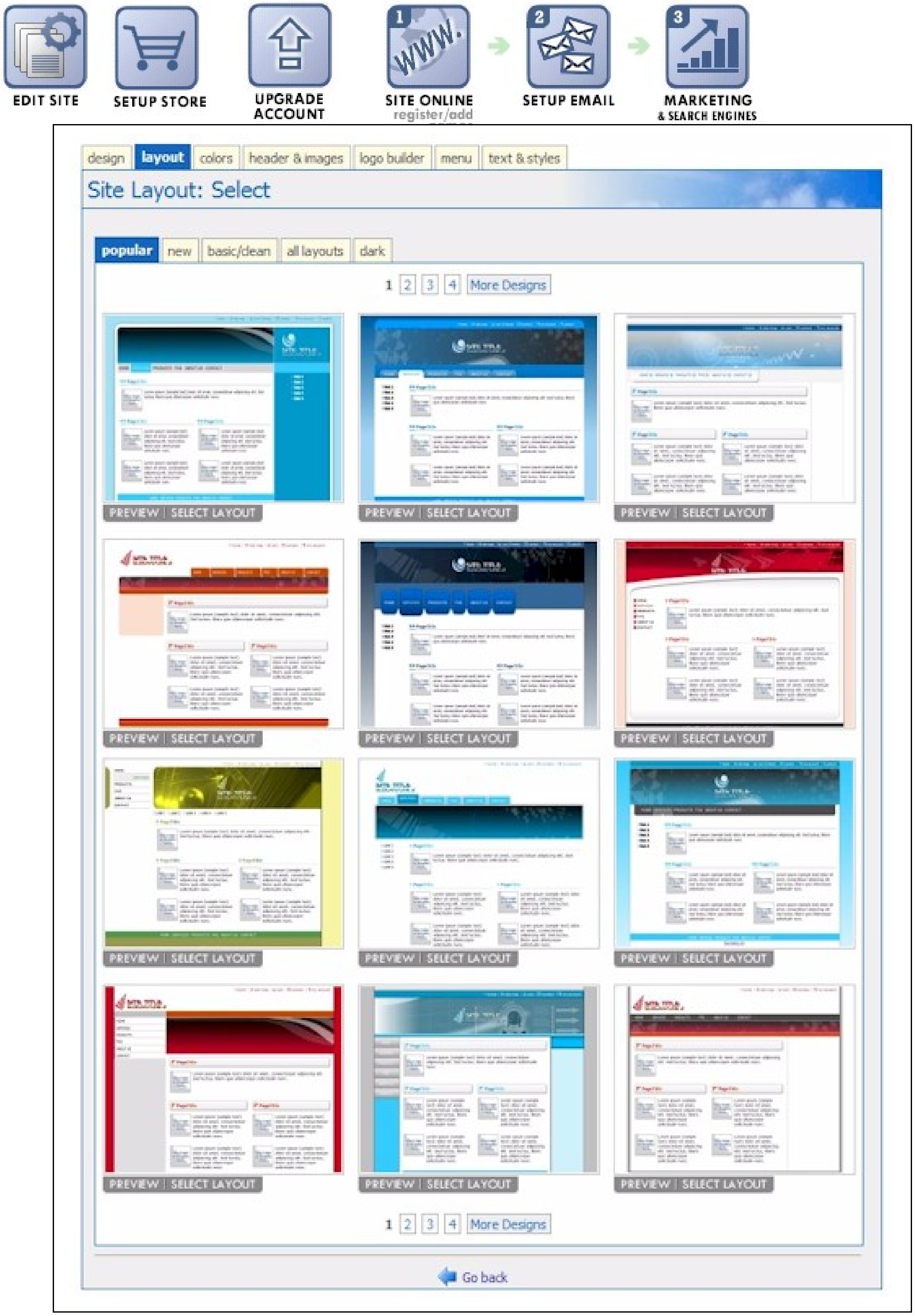


Select Design Page

You can click on any of the categories to see the designs for that particular category. To select one of the displayed layouts, simply click on the design of your choice. Please note that selecting a new design will also change the menu buttons.

5.2.3 Layout

The Layout section of the Site Design page allows you to select a layout for your site. Click Layout on the horizontal Design menu to be directed to the following page.



Layout Page

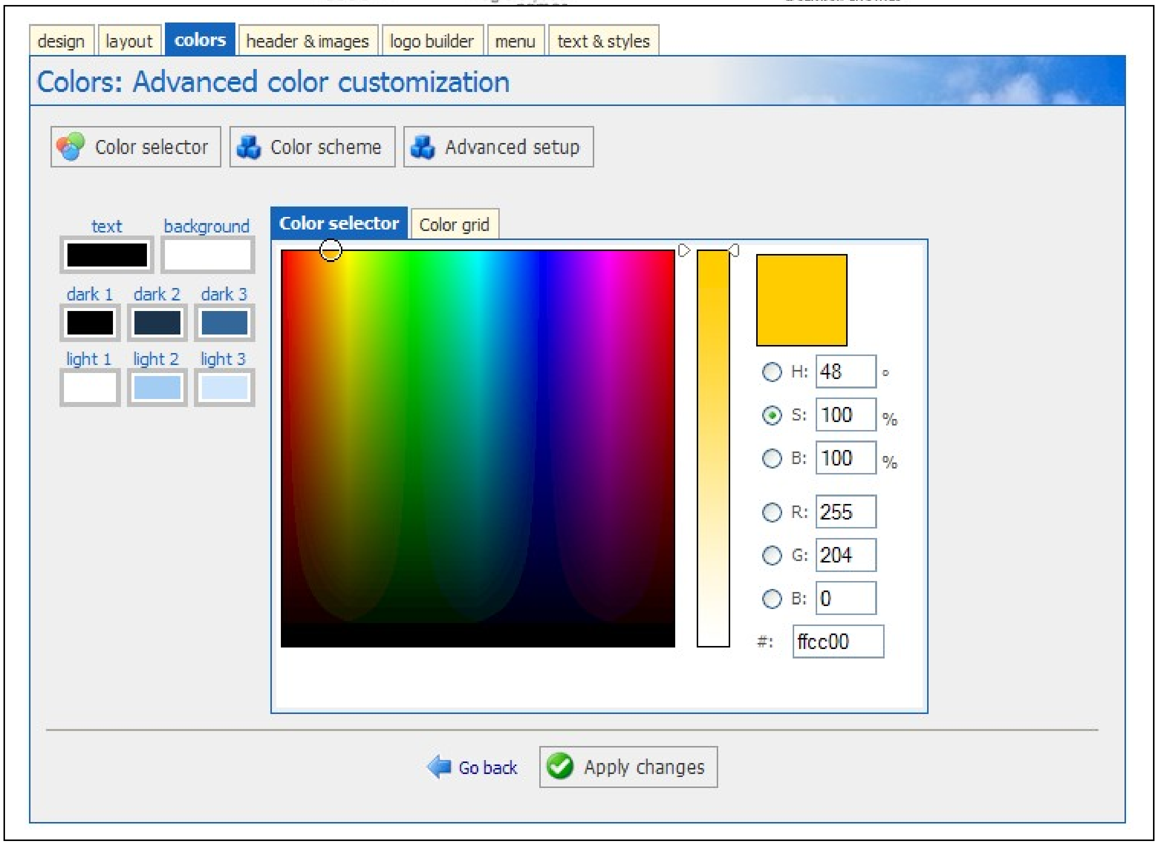
The Layout page displays many layout options. To view each layout in greater detail, click the PREVIEW PREVIEW option that appears below each image. The preview will appear in a pop-up window.

Layout Preview Pop-Up Window

Once you have opened a Layout Preview pop-up window, you may click Prev or Next to preview the previous or next layout, respectively. Click Select Layout  to select the layout for your site. You may also select a layout simply by clicking on the chosen image.

5.2.4 Colors

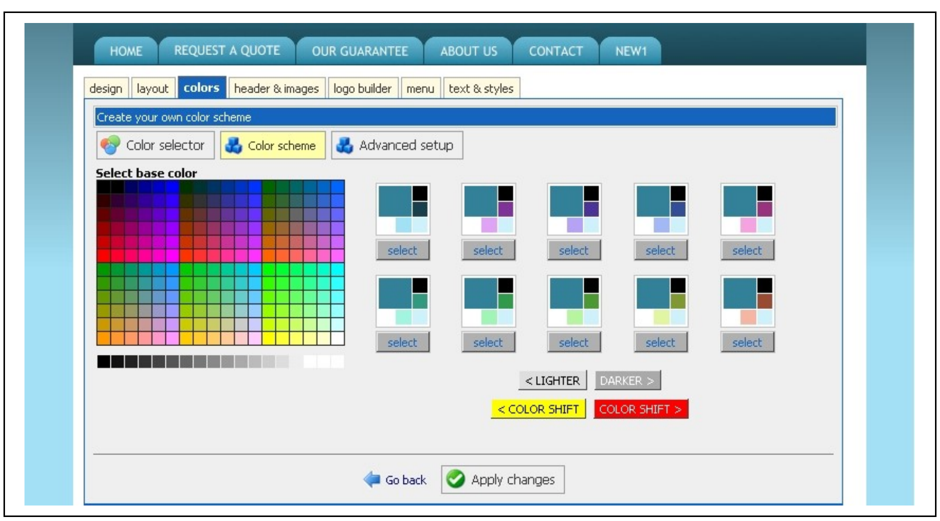
The Colors section of the Site Design page allows you to select colors for your site. Click the site colors link to be directed to the following page.



Color Selector Page

Choose what you want to change the color of from the left hand side of the screen and use the color selector to change the color. You can also click on the Color Grid tab and pick the color you want.

To define a new color scheme for your site, click Color Scheme  to be directed to the following page.



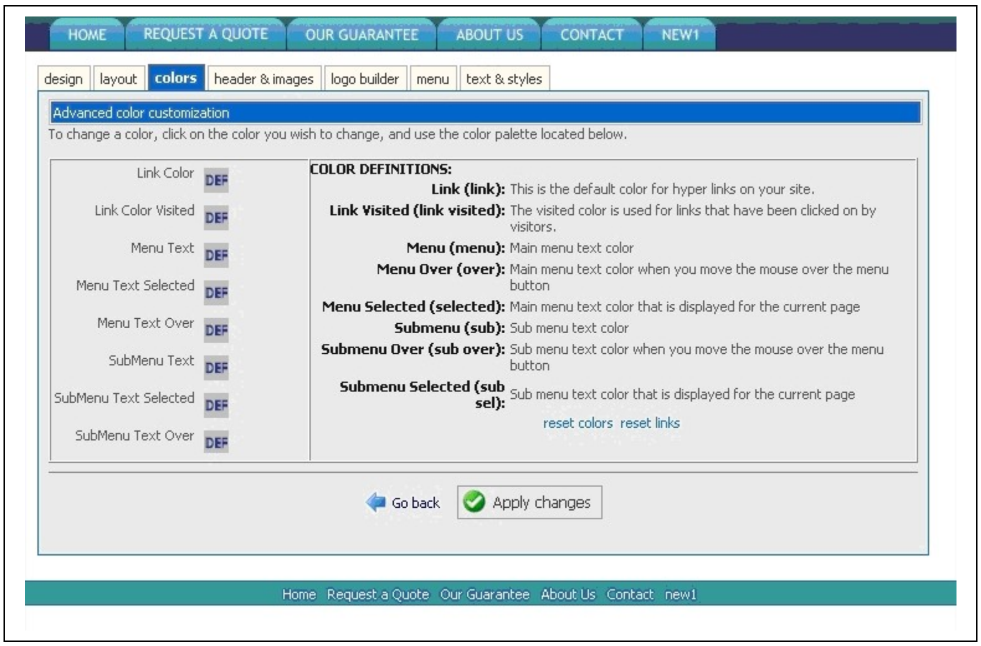
Color Selector Page

On the Color Selector page, you can select the base color of your site pages and a color scheme for your site. Click on any of the color cubes and then select any of the schemes. Click <LIGHTER OR DARKER> to adjust color shades slightly. Click <COLOR or COLOR> to view more shades to choose among.

Once you are finished, click Apply Changes to save your changes. At any time, you may click Go Back to undo your changes and return to the Color Selector page.

Clicking on Advanced Setup 

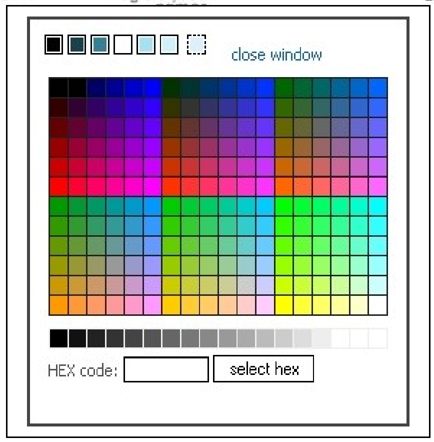
allows you to define advanced color settings on the following page.



Advanced Color Settings Page

On the Advanced Color Settings page, you can define colors for Link Text, Menu Text and Sub-Menu Text, both before and after a user has clicked on the text.

Click on any of the options listed in the left-hand side column and then choose a color from the color palette that appears in the following pop-up window.



Color Palette

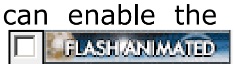
If you are displeased with your selection, you may click Reset Colors or Reset Links to undo the changes you have made. Once you are finished selecting colors, click Apply Changes 

to save your changes. At any time, you may click Go Back to undo your changes and return back to the Color Selector page.

5.2.5 Header & Images

The Header & Images section within Site Design allows you to select and customize the header image on your site. Click Header & Images on the horizontal Design menu to be directed to the following page.

Header & Images Page

On the Header & Images page, you can enable the animated flash banner by checking the box titled FLASHANIMATED .

Click any of the color icons displayed below the header image to change the base color. The small black arrow indicates the color that is currently selected.

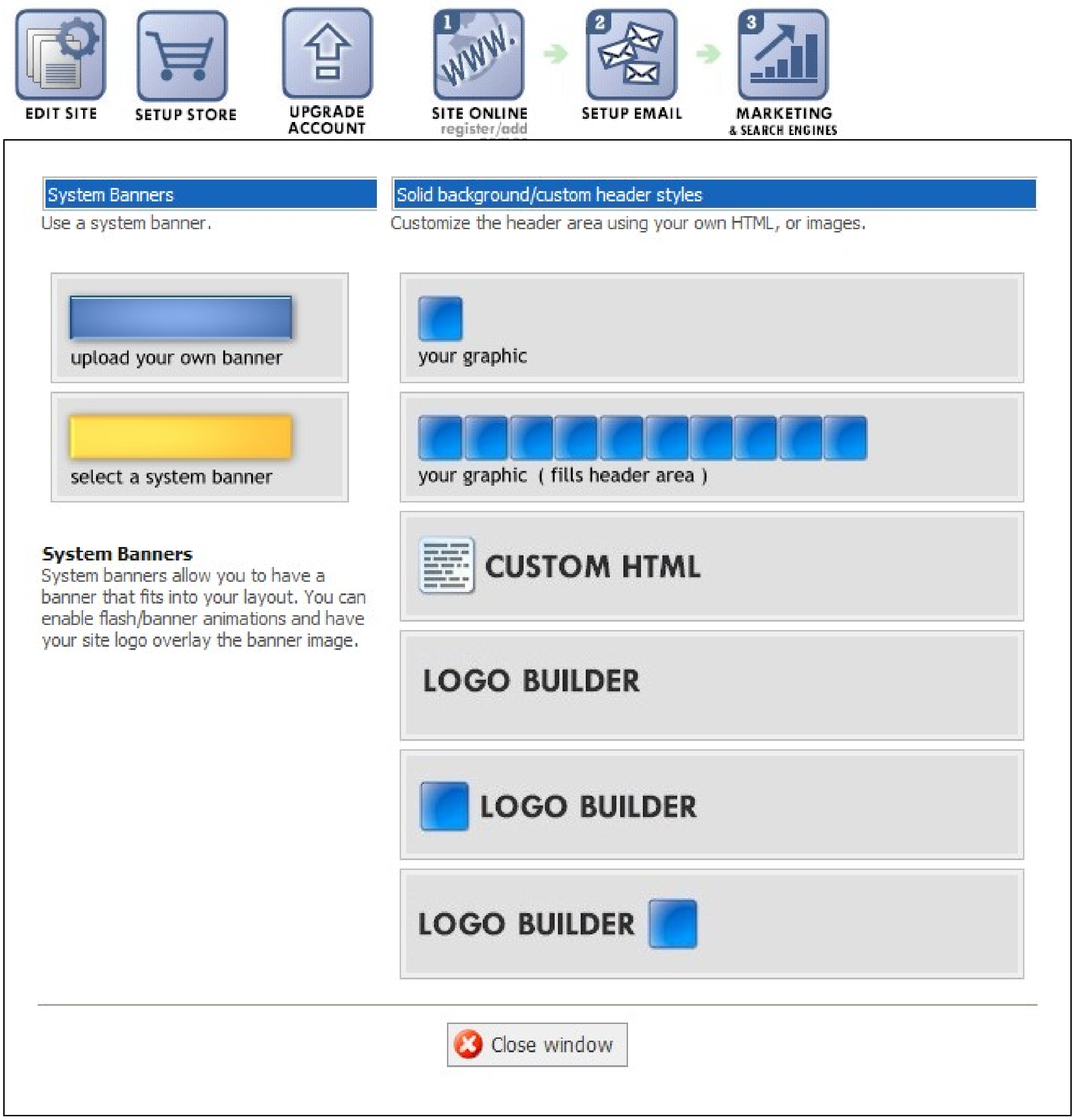
To view other banners, click Select Banner . This will open the following pop-up window that offers many banner options.

Banner Pop-Up Window

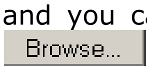
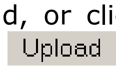
Within the Banner pop-up window, you can use the search option to browse banners in each category listed on the left-hand side of the page. To select a banner as your header image, simply click on the chosen banner. It will automatically be set as your header image. Click Close Window to close the window.

If you wish to a different header image, click Custom Header 

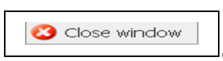
. This will open the Theme Header Selector pop-up window, where you can locate and upload the header image of your choice.



Theme Header Selector Pop-Up Window

Within the Theme Header Selector pop-up window, click on upload your own banner and you can type the file path of the desired image in the field, or click Browse  to locate the file on your computer. Then click Upload  to upload the selected file.

You can also use the Theme Header Selector pop-up window to customize the header by using logos or by using custom HTML.

To close the window, click Close Window .

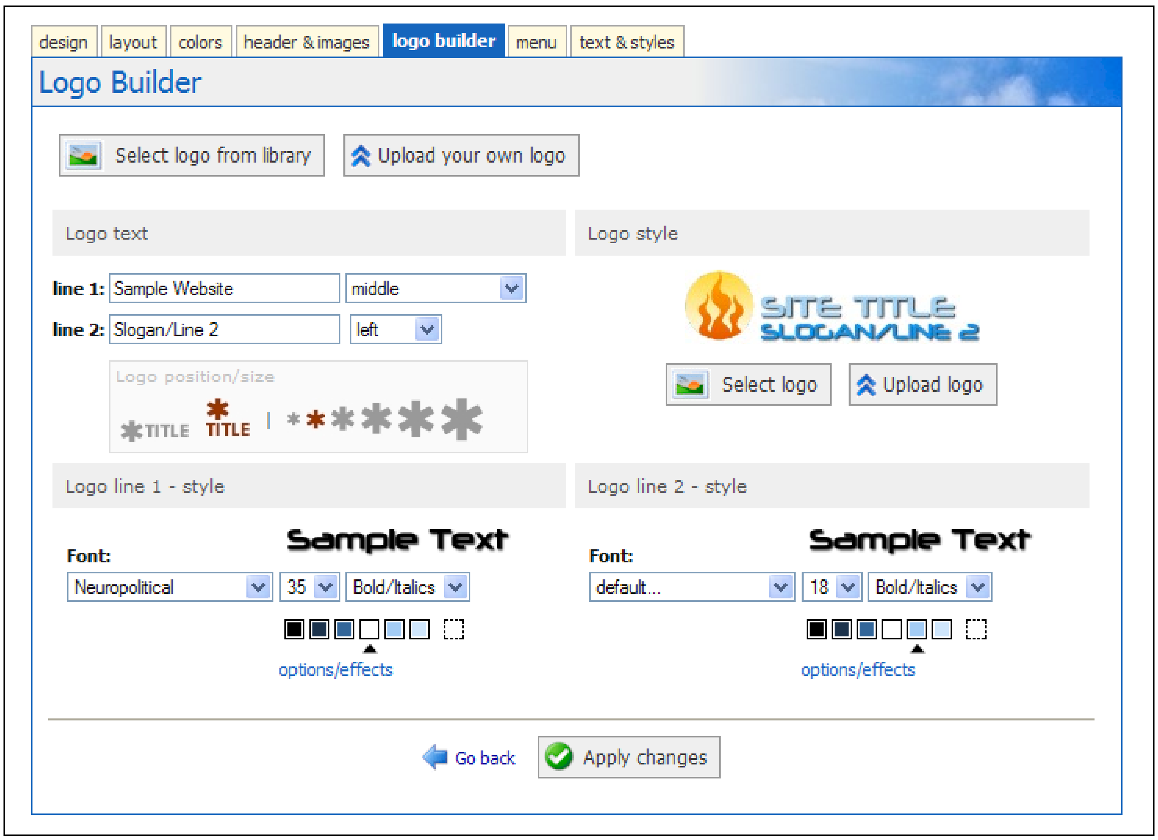
If you want to have an image in the custom banner, then click on the Image link under the Customize Banner/Images section. The Select Image window will open that will allow you to select the image that you want to appear in the banner. See the [Image Upload](#) section to learn how to upload an image. After an image has been selected, a thumbnail of the image will appear under the Customize Banner/Images heading on the Header & Images page. You may customize the banner further by

setting its Height and Width. This is done by choosing an appropriate option from the corresponding drop-down menus. The Fill drop-down menu allows you to specify the pattern that will fill the right-hand side of the banner if the pages are wider than the banner.

When you are finished, click Apply Changes  to save your changes. At any time, you may click Go Back to undo your changes and return to the Design page.

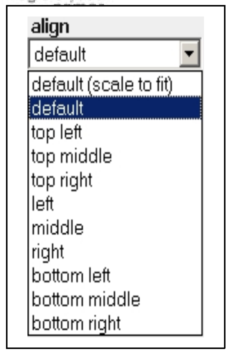
5.2.6 Logo Builder

In this Logo Builder section of the Site Design page, you can change the style of your site's title text and logo. To access this section, click Logo Builder on the horizontal Design menu to be directed to the following page.



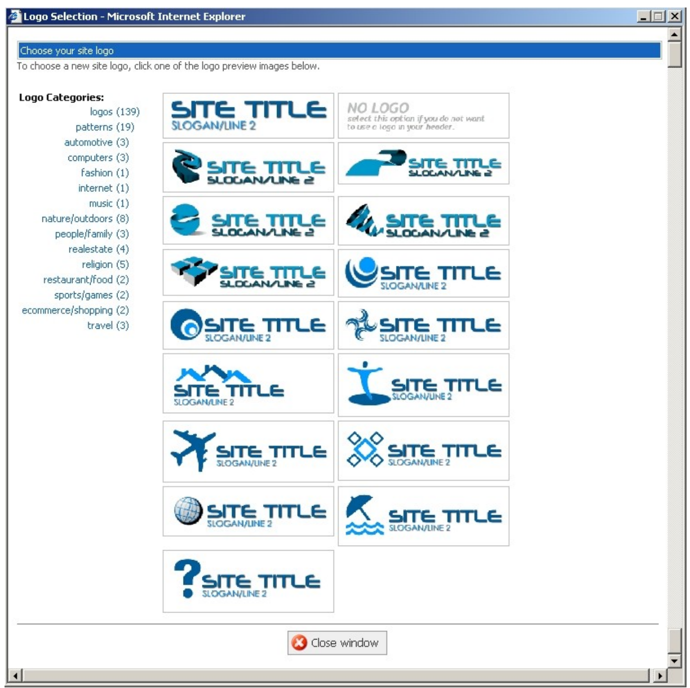
Logo Builder Page

Type your desired site title in the Line 1 and Line 2 fields under the Title Text heading. You can adjust the alignment of the two lines by selecting one of the options provided in the Align drop-down menu, as shown below.



Align Drop-Down Menu

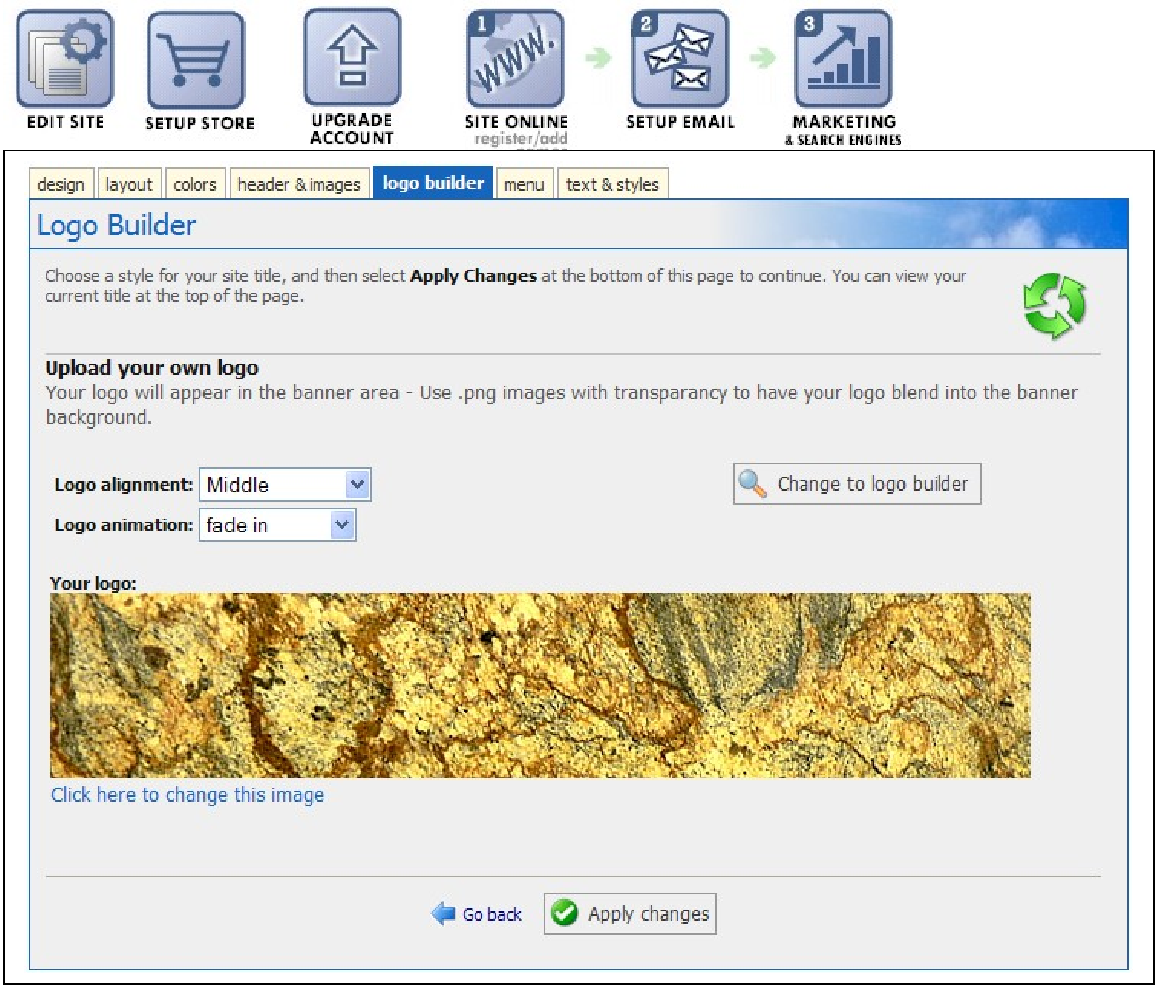
You may change the appearance of your logo by using the Logo Style options on the right-hand side of the page. To change the current logo style, click Select Logo to open the Logo Selector pop-up window.



Logo Selector Pop-Up Window

Within the Logo Selector pop-up window, select a new logo style by clicking one of the displayed images. Click Close Window to close the pop-up window. Once you have chosen a logo, you can change the position and size of it by selecting from the Logo Position/Size box.

If you prefer to use you own logo image, click Upload Logo to be directed to the following page.

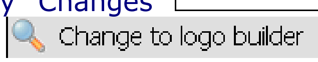


Your Own Logo Image Page

On the Your Own Logo Image page, you can select the logo of your choice. You may also customize your chosen logo, setting the Logo Alignment and Logo Animation options by using the corresponding drop-down menus.

To change the logo image, select Click Here to Change This Image. This will direct you to the Select Image section.

When you are finished, select Apply Changes 

to save your changes. Click Change to Logo Builder 

to return to the Logo Builder page. At any time, you may click Go Back to return back to the Design page.

When working with the Logo Builder, you can use the Logo Position and Size box in the middle of the screen to select your logo's position on the page and its size.

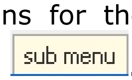
You can also change the formatting of the title text for both logo lines. Select your desired font from the Font drop-down menu. The Sample Text area displays how text will appear in the selected font. You can also change the size and style of the text by selecting them from the appropriate drop down boxes. Click the options/effects link to reveal additional options for the logo text. You can change the Fill, Draw Style and Text Effect on the logo text.

Once you are finished, select Apply Changes  to save your changes. At any time, you may click Go Back to return to the Site Design page.

5.2.7 Menu

The Menu section of the Site Design page allows you to customize the menu settings on your site. Click Menu on the horizontal Design menu to be directed to the following page.

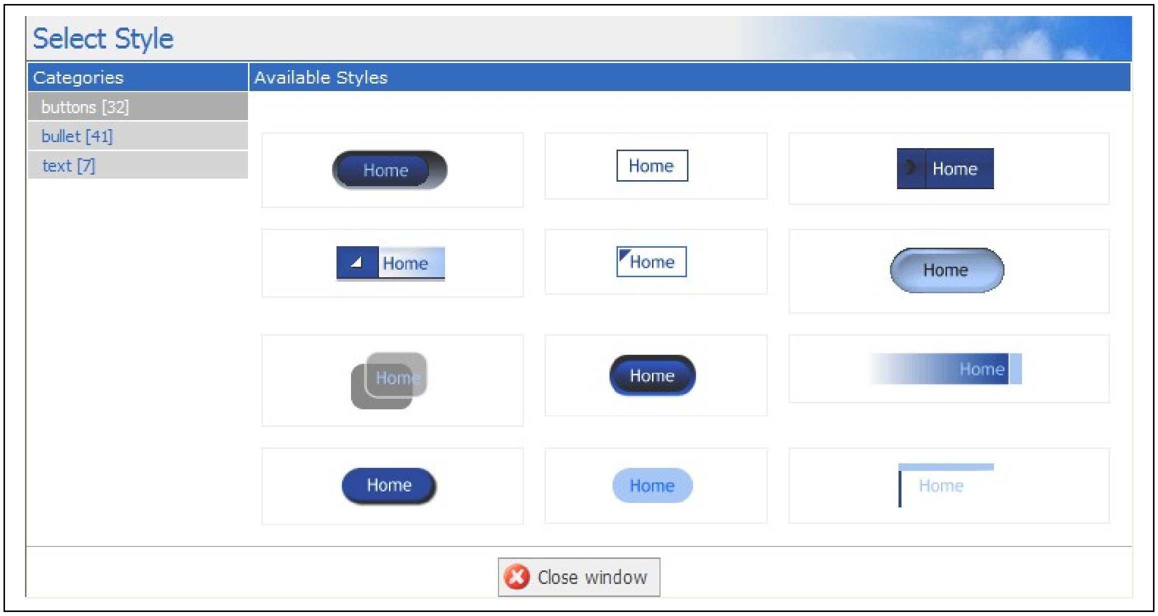
Menu Page

On the Menu page, you can adjust settings for the main menu and the sub-menu. By clicking Main Menu , you can access the options for the main menu settings. Similar options will appear when you click Sub Menu .

You can change the menu style by selecting either the Select GRAPHIC menu button 

or the Select TEXT menu button 

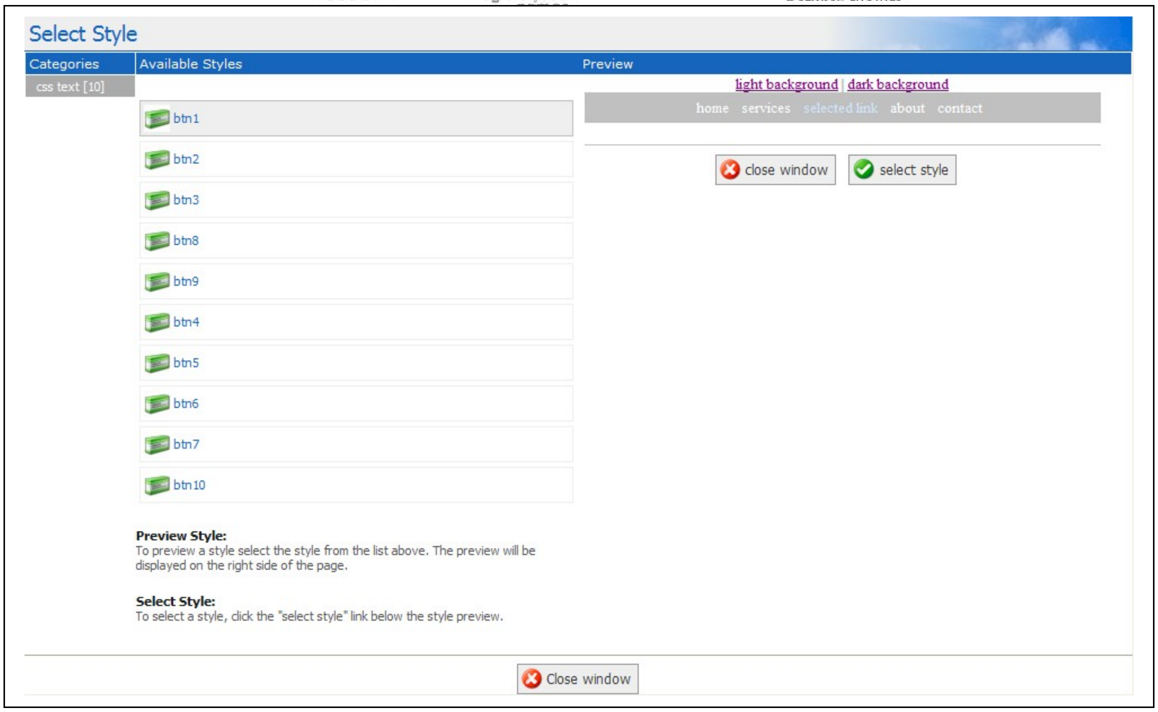
. Clicking on the Select GRAPHIC menu button will open up the following pop-up window.



Graphic Menu Style Pop-Up Window

Click on the desired button style to make it the style that will be used on the menu. The graphic menu buttons are sorted by three categories: buttons, bullets and text. Click on each category to see the available buttons.

Clicking on the Select TEXT menu button will open up the following pop-up window.



Text Menu Style Pop-Up Window

The available button styles are on the left hand side of the page. Click on a button style and a preview of the style will show up on the right hand side of the screen. Click the Select Style button to load the desired style.

On the Menu page, the Font Family drop-down menu allows you to select a font for your menu text. The Sample Text below this drop-down menu shows how the text will appear. Select the Font Size, Style, and Shadow from the corresponding drop-down menus below the Sample Text.

The Site Menu box on the right-hand side of the page gives you three options; Invert Colors, Show Main Menu in Upper Case, and Show Sub Menu in Upper Case. Check the appropriate box(es) to specify your preferences.

To select colors for the menu text, click Customize Menu Text Colors. You will be directed to the Advanced Setup section under Colors.

In the Pop-Up Menu Settings Box, you may either enable or disable the pop-up menu functionality by selecting Click Here to Enable Pop-Up Submenus.

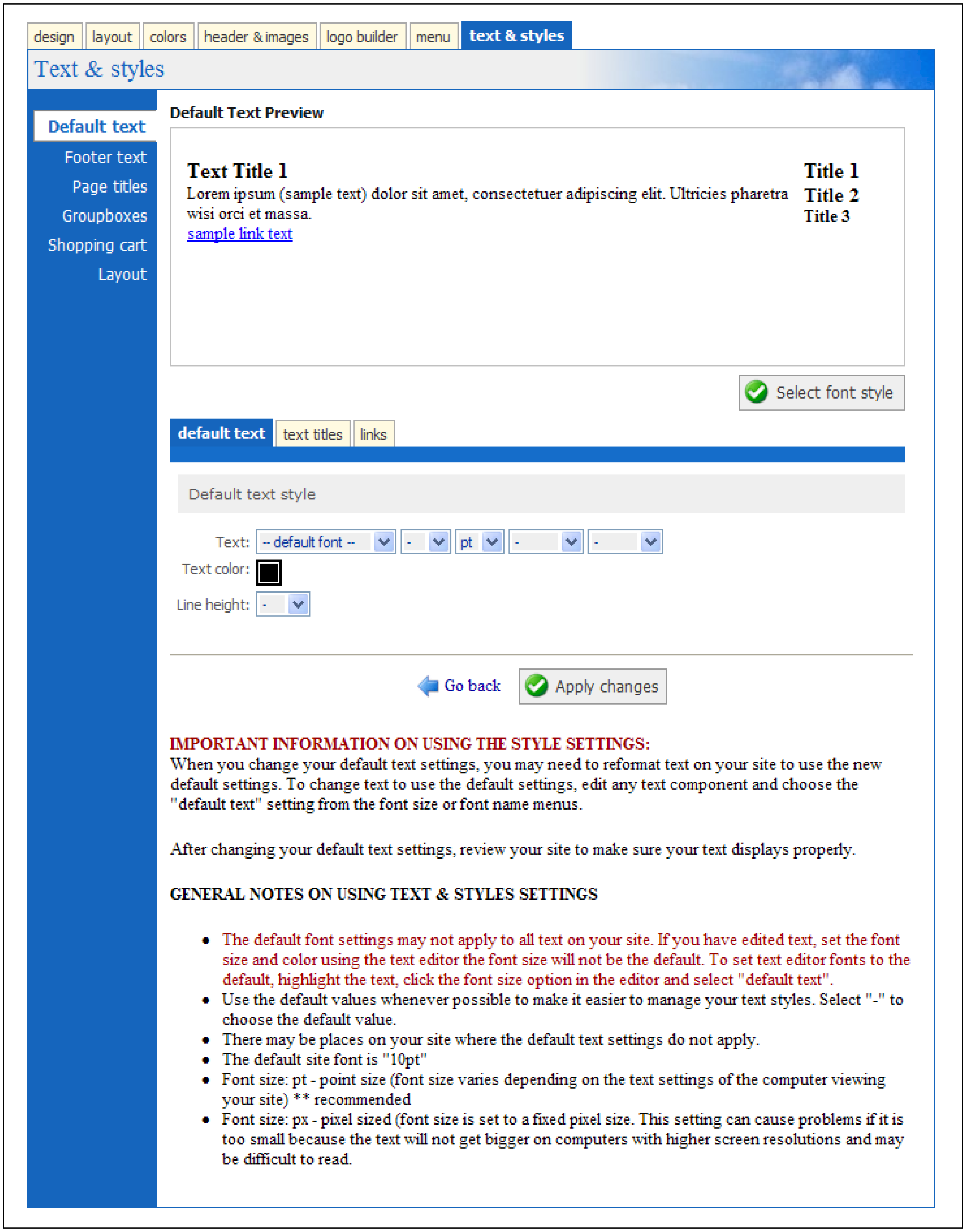
Once you are finished, select Apply Changes 

to save your changes. At any time, you may click Go Back to return back to the Site Design page.

5.2.8 Text & Styles

The Text & Styles section of the Site Design page allows you to determine how text will appear on your site. When you click Text & Styles on the horizontal Design

menu, you will be directed the following page, which opens to the Default Text **default text** tab.



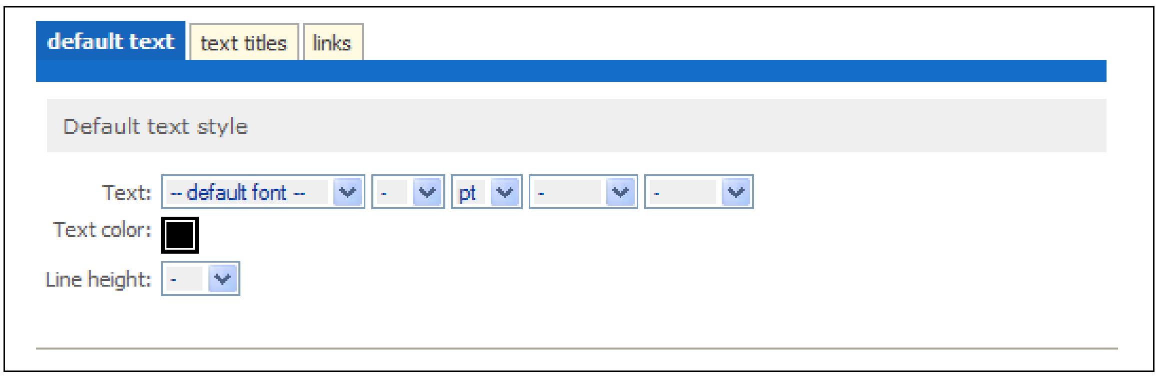
Text and Styles Page

As you can see, the menu on the left-hand side of the Text and Styles page presents five tabs:

- Default text
- Footer text
- Page titles
- Groupboxes
- Shopping cart
- Layout

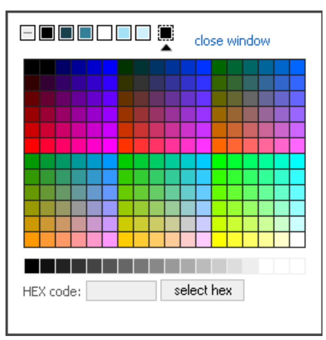
5.2.8.1 Default Text

Within the Default Text tab, you can define the default text, text titles and link style settings. To change the text style, click Default Text to access the options shown below.



Default Text Settings Options

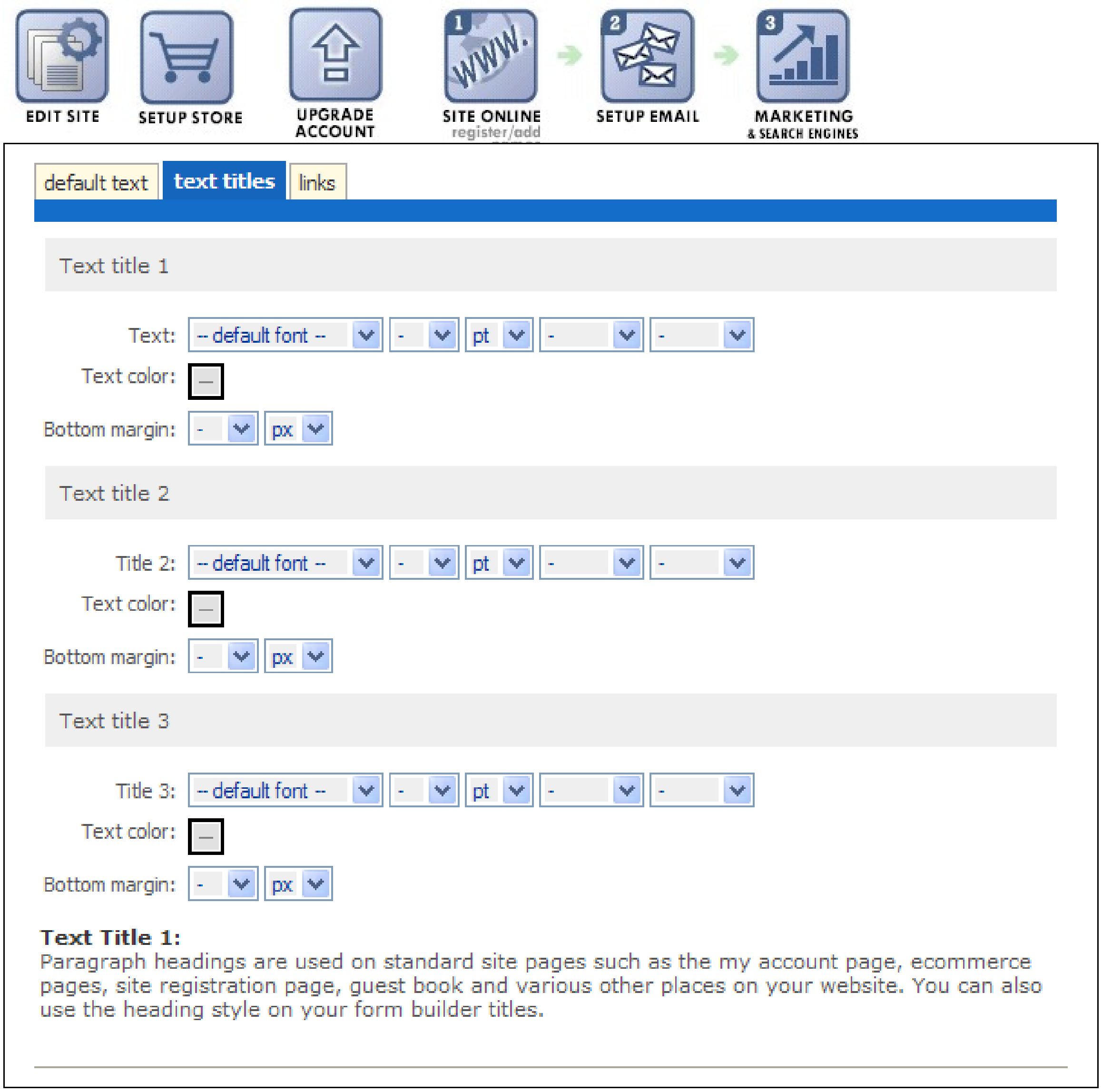
Within the Default Text Settings Options, you can select the font, size, and style of text by choosing options from the corresponding drop-down menus. To select the text color, click on the color icon and choose an appropriate text color from the color pop-up window that opens.



Color Pop-Up Window

Select a text color by clicking on the color of your choice. To close the window, click Close Window. You can also choose the line height of the text.

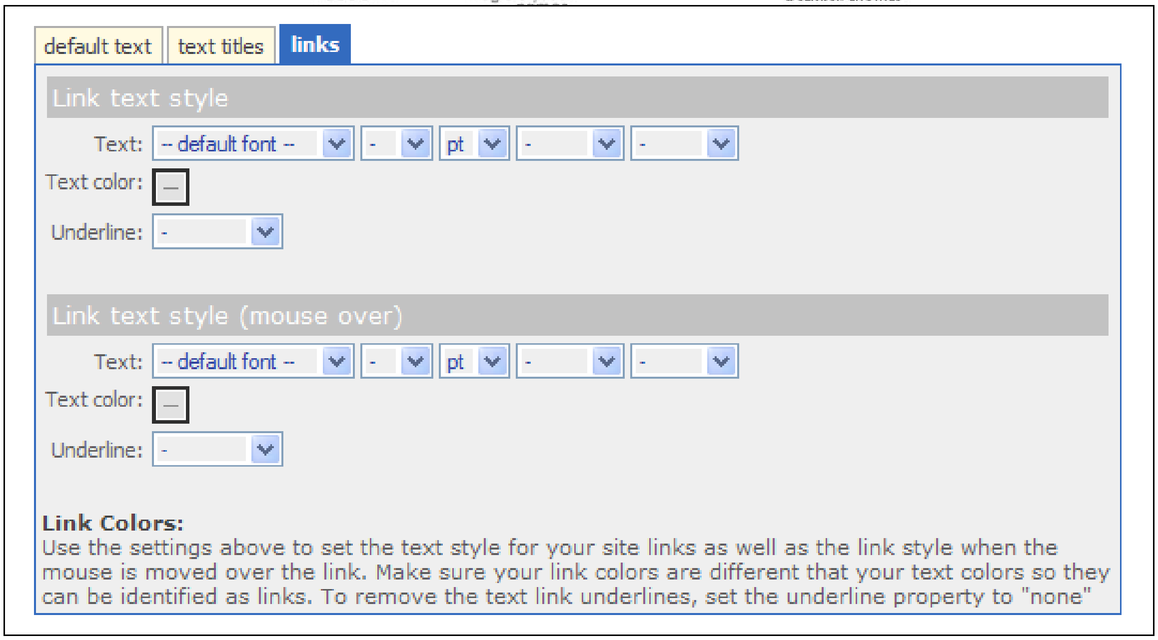
To change the text title style click Text Titles to access the options shown below.



Text Titles Settings Options

Within the Text Titles Settings Options, you can select the font, size, and style of text titles by choosing options from the corresponding drop-down menus. You can select text title font colors through a process similar to that used to change the default text color. You can also change the bottom margin by choosing from the drop down box.

To configure settings for link text, click Links to access the options shown below.



Links Settings Options

The Default Links Settings Options allow you to set the style for normal links and for links when the user's cursor is placed over them. The options under the Link Text Style heading lets you select the font, size, style, and color for the links through a process similar to that used to change the default text and text titles styles. The Underline drop-down menu allows you to remove or place lines under the text for your links.

The options under the Link Text Style (Mouse Over) heading let you change the style of links when the user's cursor is placed over them. You may select the font, size, style, and color from the corresponding drop-down menus. The Underline drop-down menu allows you to remove or place lines under the text for your links.

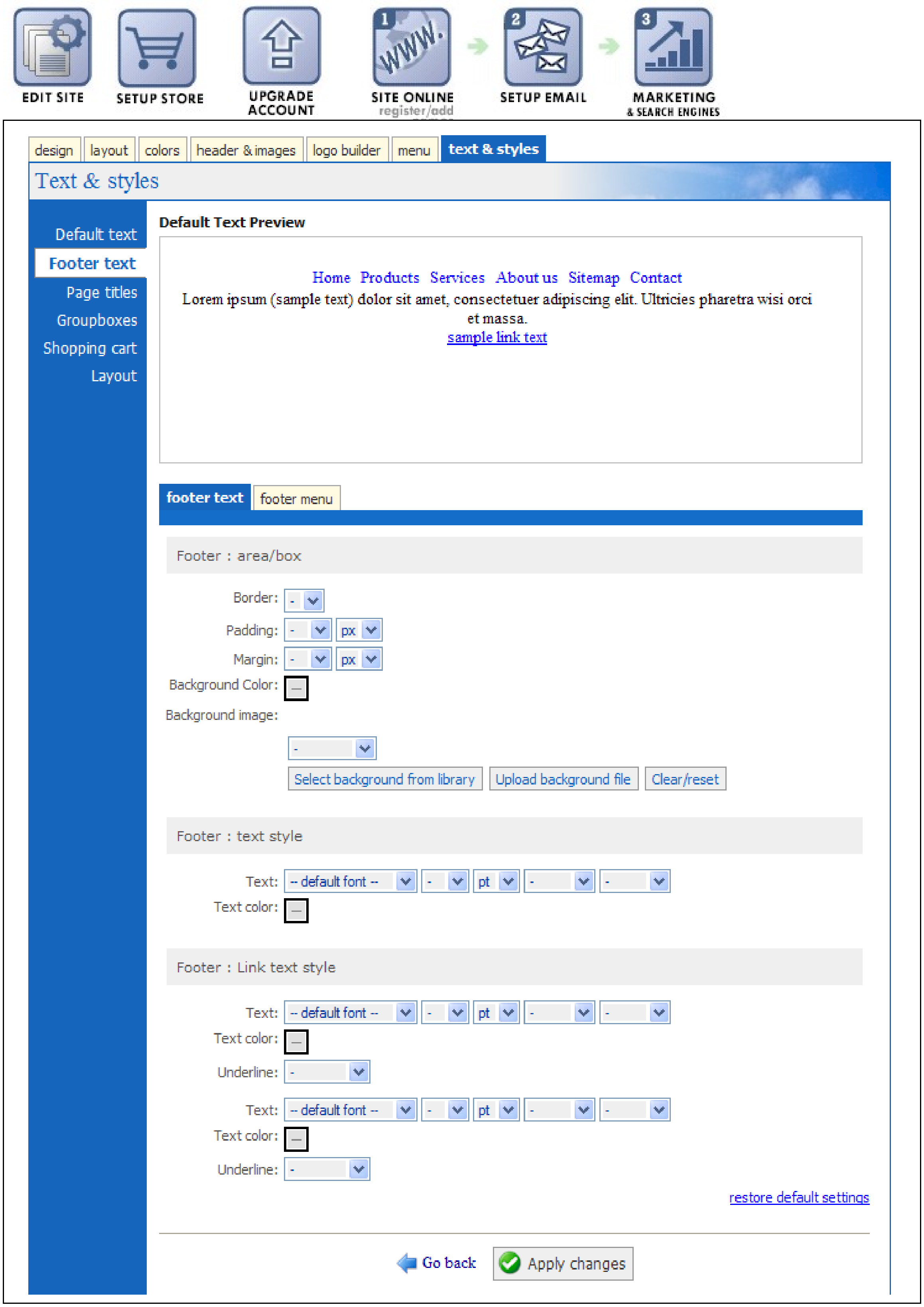
Please note that links and default text should have different text colors, so that links stand out and can be easily identified.

Once you are finished, select Apply Changes 

to save your changes. At any time, you may click Go Back to return back to the Site Design page.

5.2.8.2 Footer Text

The Footer Text tab will allow you to change the text of your Footer Menu. Click Footer Text in the vertical Text & Styles menu to be directed to the following page.



Footer Text Page

For the footer box area, you can put a border around it by selecting from the drop down box. You can also change the padding and margin of the area. If you want to change the background color of the footer box area, just click on the Background

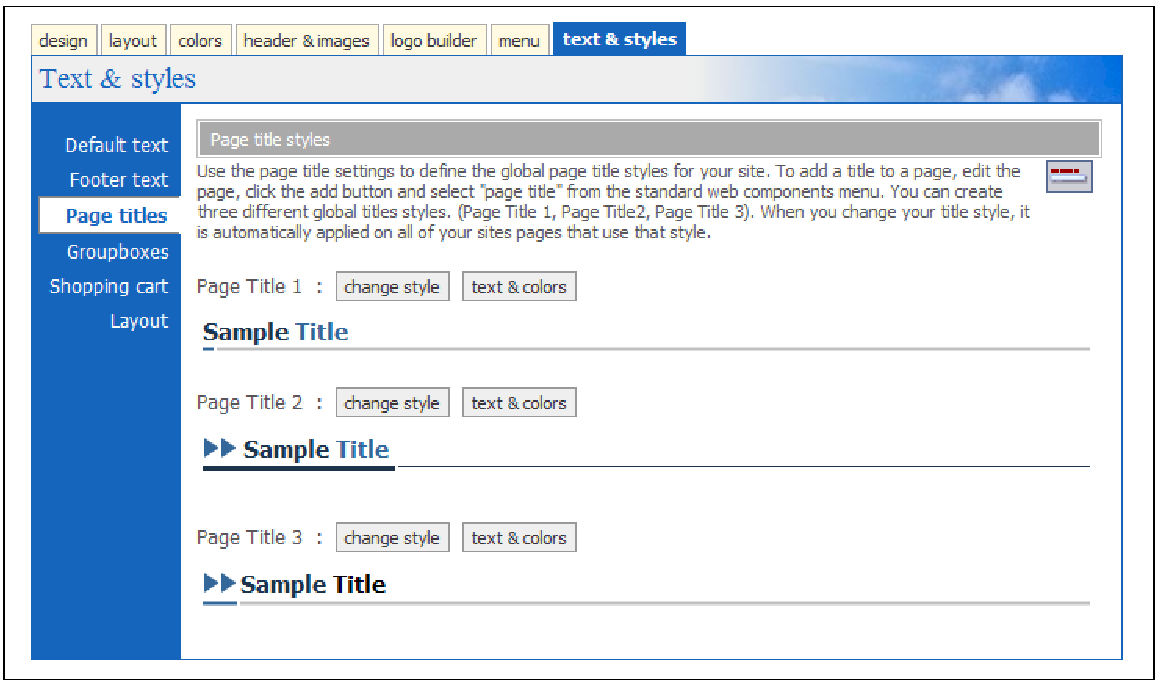
Color option and select the desired color. You can also upload your own background image or select a background from the library by selecting the appropriate button.

For the footer links, you can change the font of the text as well as the size, color and whether or not you want the link underlined. You can do the same thing for mouse over footer links.

You can click on the Footer Menu tab to make similar changes to your footer menu.

5.2.8.3 Page Titles

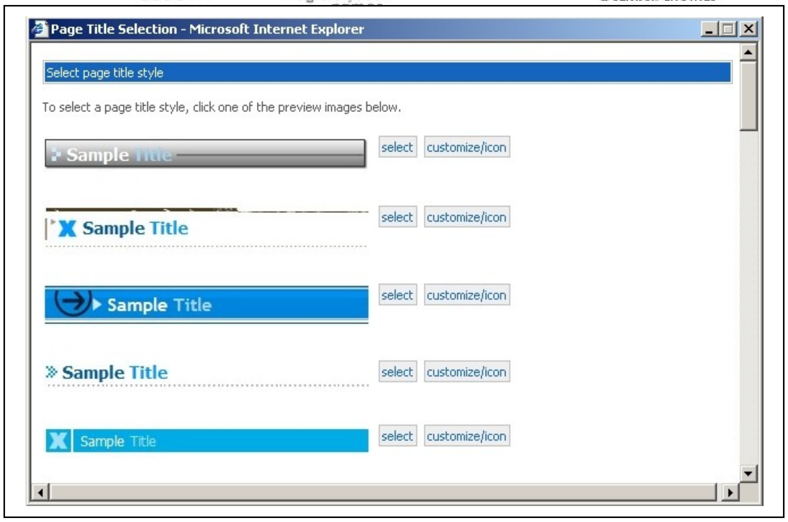
The Page Titles tab of the Text & Styles section allows you to define the styles for the global site page titles. Click Page Titles in the vertical Text & Styles menu to be directed to the following page.



Site Titles Settings Page

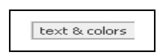
The Site Titles Settings page provides options to create three different global page title styles. To configure a title style, click Change Style 

to open the following pop-up window.



Page Title Selection Pop-Up Window

The Page Title Selection pop-up window provides page title options for you to choose among. To choose one, click on the corresponding Select button. You may customize the style with the use of different icons. To do this, click Customize/Icon to view the icon options in the same window. Click your favorite displayed icon to select it and click Go Back to return to the Title Selection page. To close the window, click Close Window.

To modify the appearance of page title text, click Text & Colors  on the Site Titles Settings page to display the following options.

Text & Colors Options

You can use the Text & Colors Options to select the font, size, and style of the text from the corresponding drop-down menus. The sample text in the Font field shows you how the text will appear with current selections.

You may choose two different title text colors by clicking on the individual color icons displayed to the right of Text Color 1 and Text Color 2.

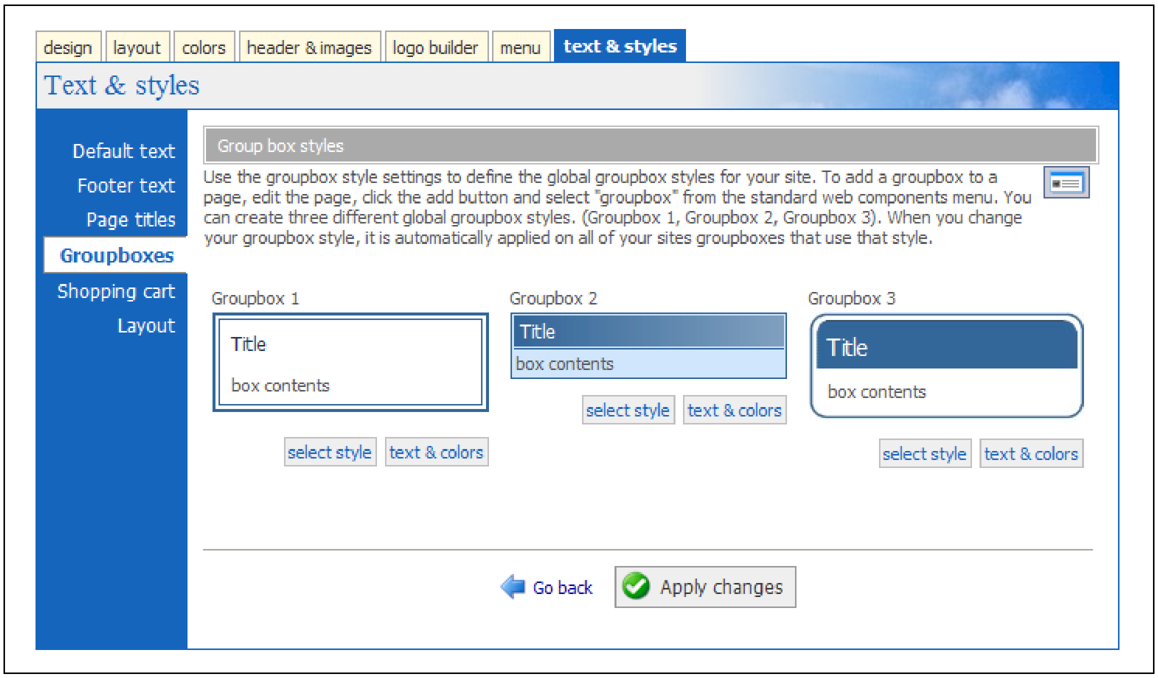
Once you are finished, click Apply Changes  to save your changes. Click Close to close the options section.

The Sample Title section on the Site Titles Settings page shows how titles will appear with the current selections.

You may configure style settings for all the three global page titles by following the steps described above.

5.2.8.4 Groupboxes

The Groupboxes tab of the Text & Style page allows you to define the style for your site's global groupboxes. Click Groupboxes on the vertical Text & Styles menu to be directed to the following page.

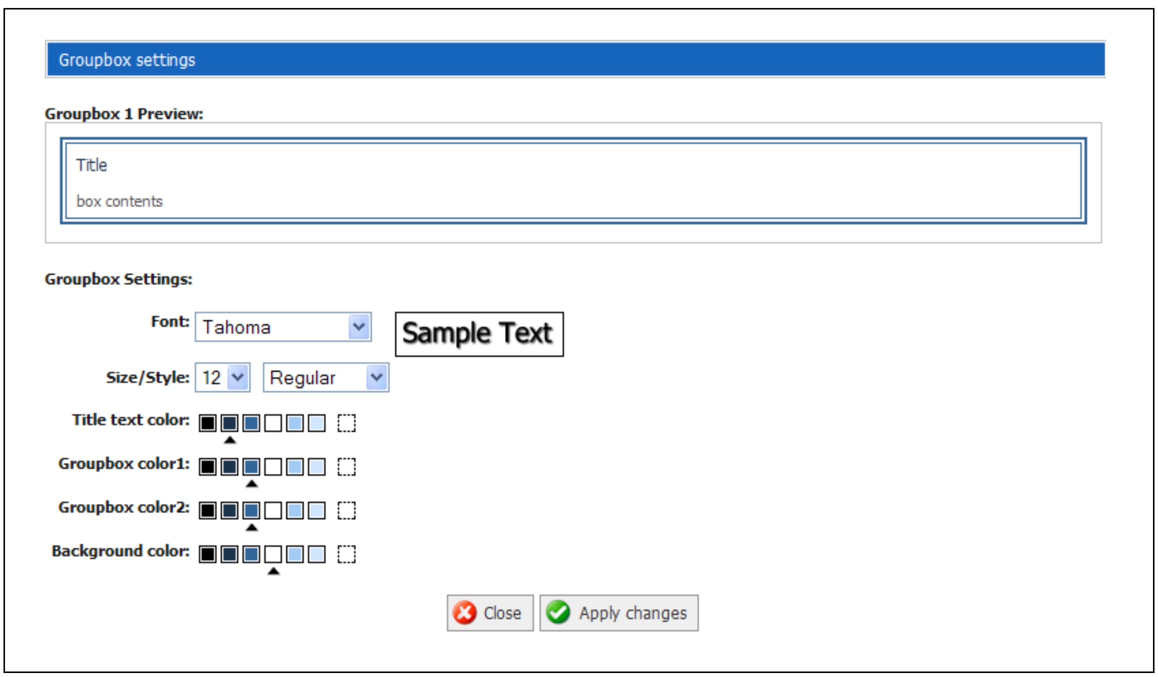


Groupboxes Styles Page

The Groupboxes Styles page lets you define three different groupbox styles. The current groupbox styles are displayed below the Groupbox 1, Groupbox 2 and Groupbox 3 headings. Click Select Style under each groupbox to define a new style for the corresponding groupbox. This will direct you to the following page.

Groupbox Selection Pop-Up Window

Choose from the available groupboxes to change the groupbox. On the Groupbox Styles page, click on Text & Colors under each groupbox to change the settings for that groupbox. This will direct you to the following page.



Groupbox Settings Window

You can select the font, color, and style for a groupbox from the corresponding drop-down menus. The color icons below these drop-down menus allow you to select the Title Text Color, Groupbox Color1, Groupbox Color2, and Background Color. Click on any of the color boxes to select it. The small black arrow indicates which color is currently selected.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Groupboxes Styles page.

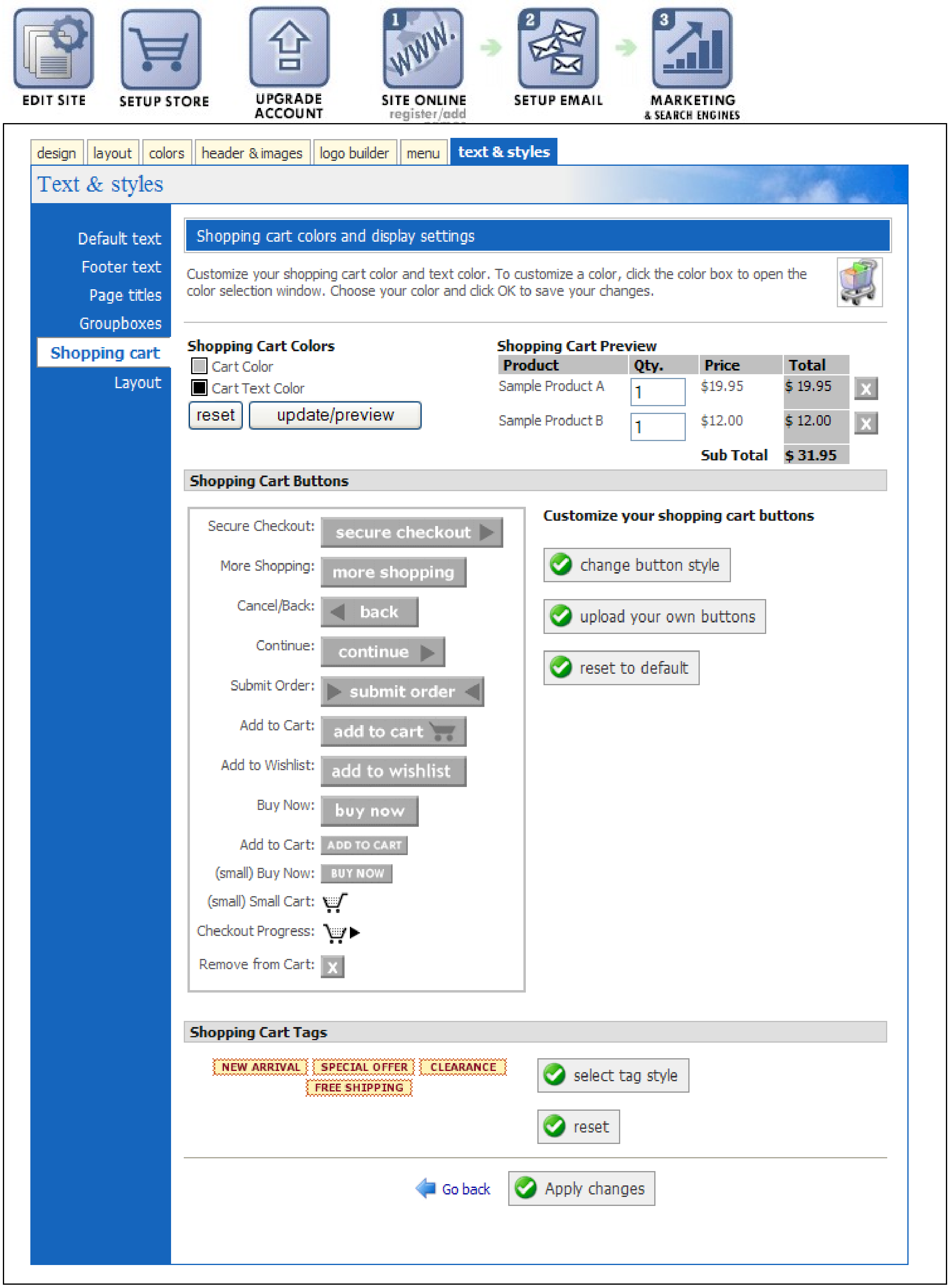
You may use the Groupboxes Styles page to configure style settings for all the three types of groupboxes by following the steps described above.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Site Design page.

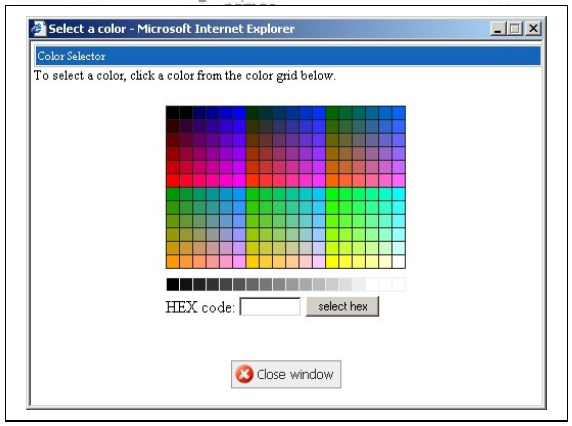
5.2.8.5 Shopping Cart

A shopping cart displays all the products that you offer for sale and gives customers a way to select their purchases. Clicking the Shopping Cart tab of the Text & Styles section opens the following page, where you can select the style and color of text for your site's shopping cart.



Shopping Cart Settings Page

The Shopping Cart Colors section of the Shopping Cart Settings page allows you to customize the text and body color for your site’s shopping cart. Click on the color icon to open the Color Selector pop-up window (shown below) where you can select a color for your shopping cart’s body and text color.



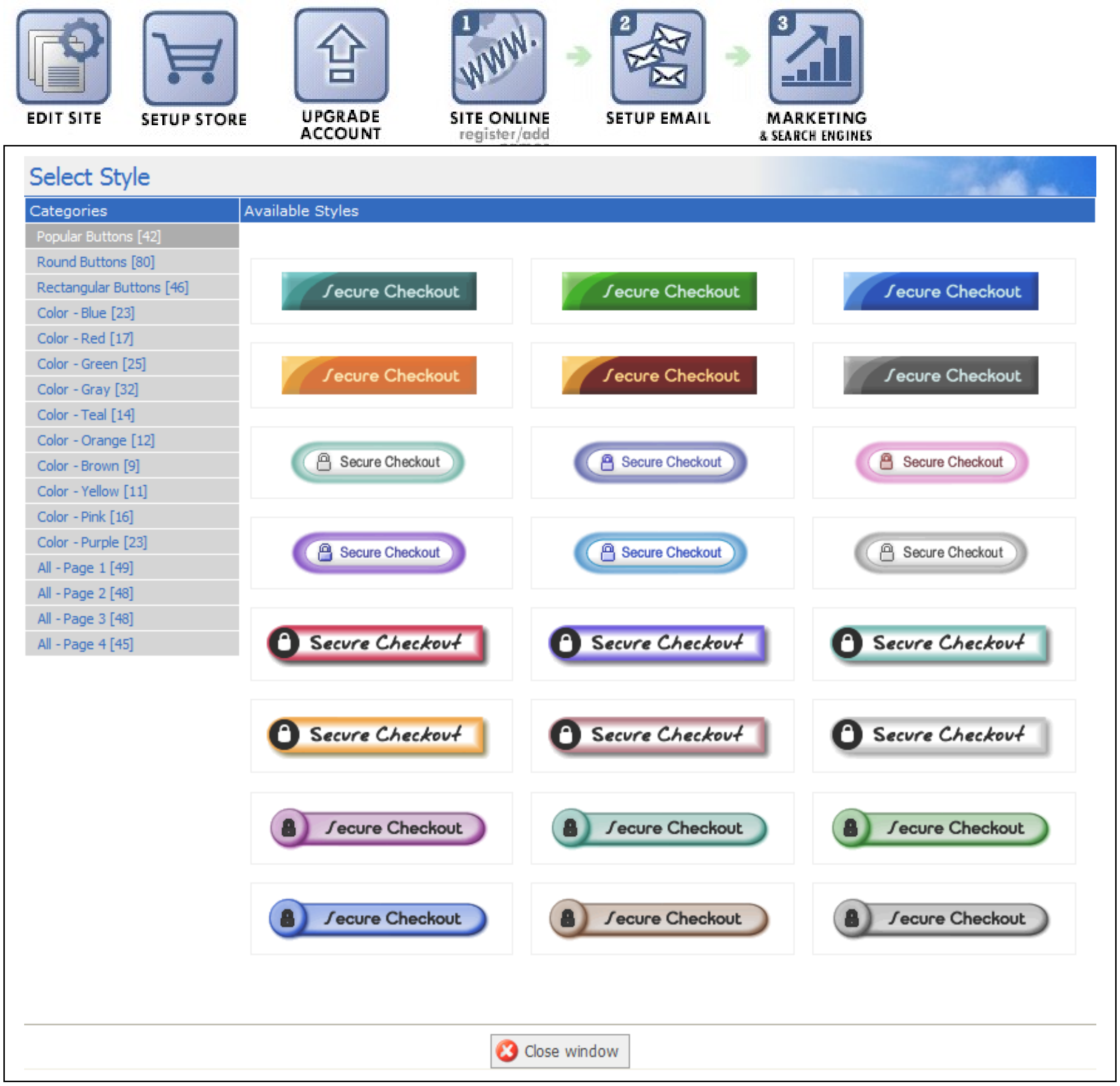
Color Selector Pop-Up Window

To select a color, simply click on one of the color cubes in the Color Selector pop-up window. Click Close Window to close the window. On the Shopping Cart Settings page, you may click Reset to cancel your selection and revert to the previous colors. To save your changes, click Update/Preview.

The Shopping Cart Preview section shows how your site will appear with the current selections.

The left-hand side of the Shopping Cart Settings page displays all the buttons that are used in your site's shopping cart. Under the heading titled Customize Your Shopping Cart Buttons, you will find options to change the button style, upload your own buttons or reset to the default buttons.

To select a new style for your site's shopping cart buttons, click Change Button Style to open the following pop-up window.

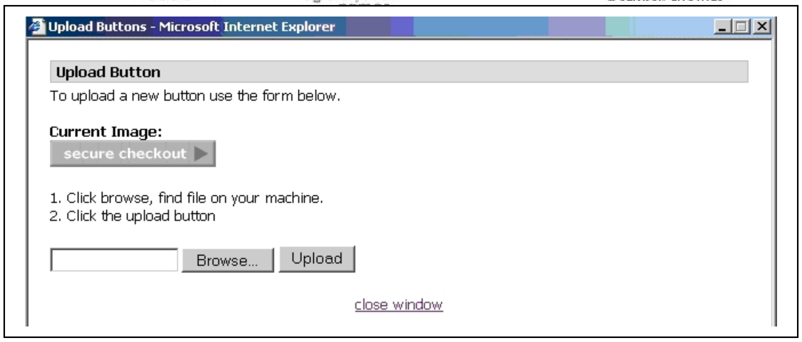


Change Button Style Pop-Up Window

Click on any of the displayed options to select a button style.

The Shopping Cart Buttons column on the left-hand side of the Shopping Cart Settings page will automatically display a preview of the buttons that you have changed. If you are displeased with your changes, click Reset to Default Buttons to revert to the default button style.

To upload your own button style, click on the Upload Your Own Buttons and then click on the button you intend to replace. This will open the following pop-up window.



Upload Buttons Pop-Up Window

Click Browse 

to locate the button image file on your computer. Click Upload 

to copy the file from your computer to the website. Then click Close Window to close the window.

As stated above, the Shopping Cart Buttons column on the left-hand side of the Shopping Cart Settings page will automatically display a preview of the buttons that you have changed.

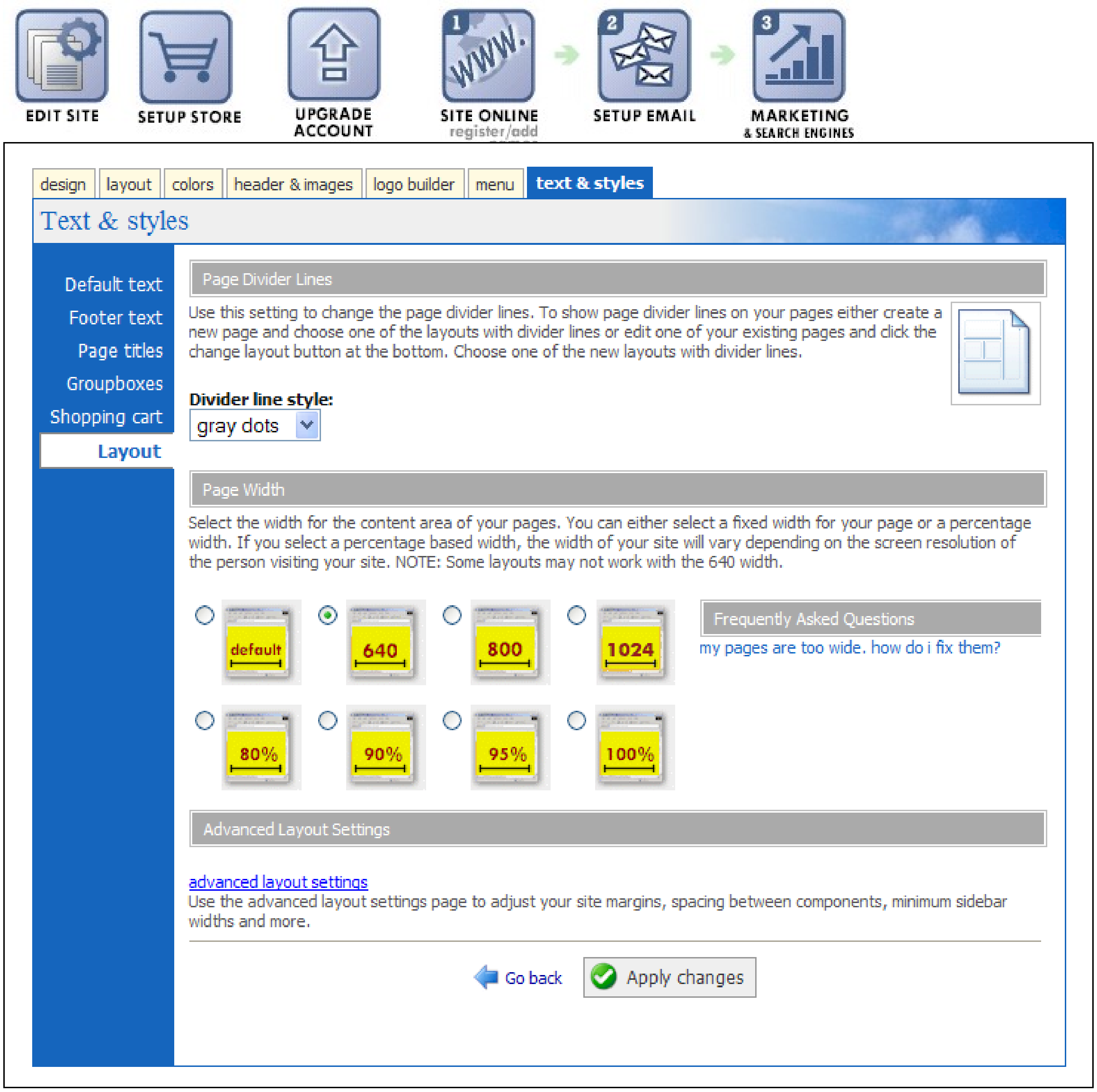
You can also change the Shopping Cart Tags by clicking the Select Tag Style button. If you are displeased with the changes, click the Reset button to revert to the default shopping cart tags.

To save your changes, click Apply Changes 

. At any time, you may click Go Back to return to the Site Design page.

5.2.8.6 Layout

The Layout tab in the Text & Styles section lets you define page layout settings. Clicking on the Layout tab will direct you to the following page.

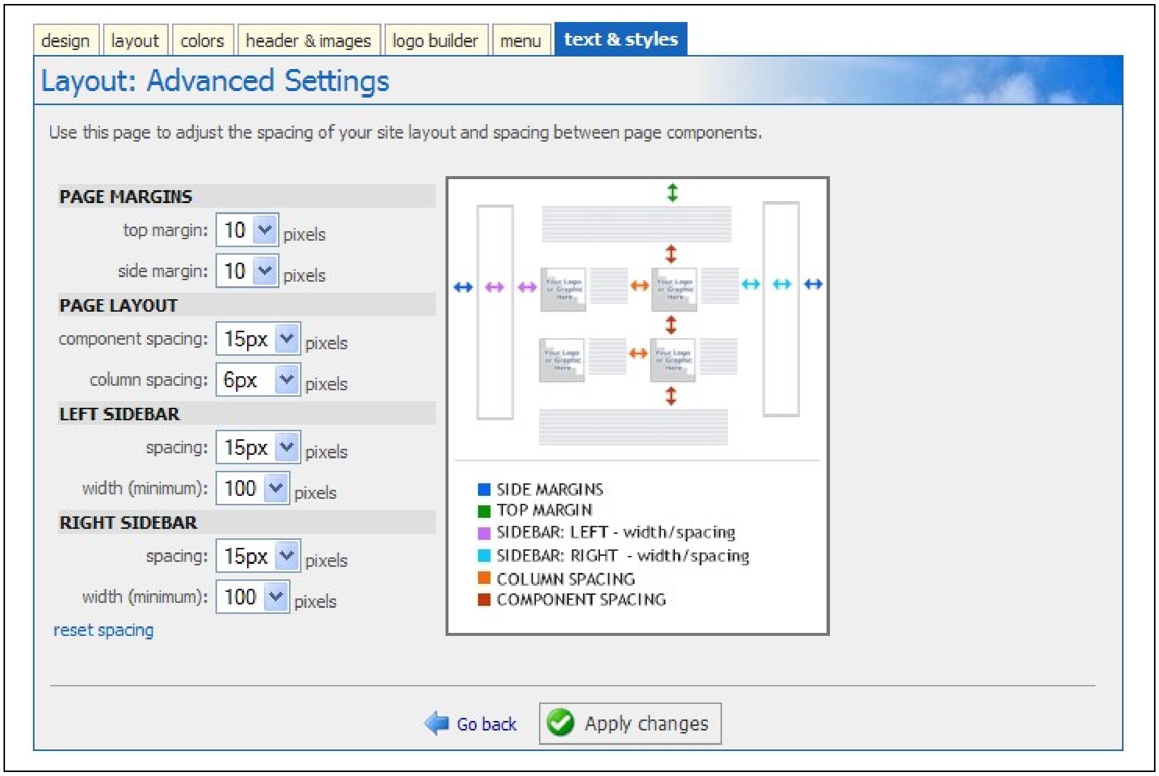


Page Divider Line Settings Page

A page divider line is the line that appears between sections of your website. To change the style of your site's page divider lines, choose one of the four options listed in the Divider Line Style drop-down menu.

The options under the Page Width heading allow you to select the width of the content area on your site. You may select either a fixed or percentage width by checking one of the boxes. If you would like additional information about page widths, click on one of the questions displayed under the Frequently Asked Questions heading. The answers will appear in a pop-up window.

The options under the Advanced Layout Settings heading allow you to alter the page margins, spacing, and sidebar settings. To do so, click on Advanced Layout Settings advanced layout settings to be directed to the following page.



Advanced Layout Settings

Under the Page Margins heading on the Advanced Layout Settings page, you can select the top and side margin measurements from the corresponding drop-down menus.

Under the Page Layout heading, you may specify that columns and other page elements should maintain a certain distance from one another. Select your preferred options from the Component Spacing and Column Spacing drop-down menus.

Under the Left Sidebar and Right Sidebar headings, you can define the sidebar Spacing and Width. Select your preferred measurements from the corresponding drop-down menus provided under each heading.

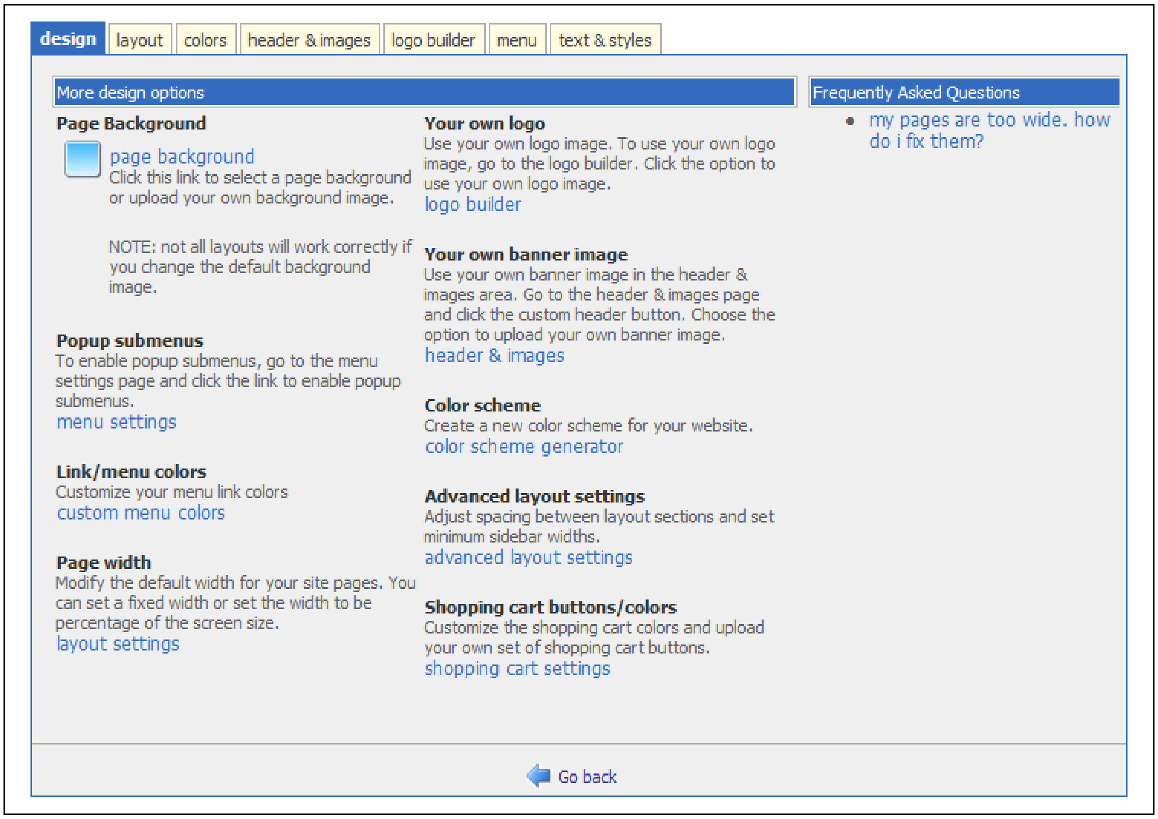
The Advanced Layout Settings page also contains a picture guide, which shows how columns and other page elements are spaced on your site. The colored arrows correspond to the measurement options provided under the various headings on the left-hand side of the page.

If you are dissatisfied with your changes, you may click Reset Spacing to discard your changes and revert to the previous settings. Once you have finished, click Apply Changes Apply changes to save your changes. At any time, you may click Go Back to return to the previous page.

On the Site Design page, you will find some of the most frequently used design options grouped under the More Design Options heading.

5.2.9 More Design Options

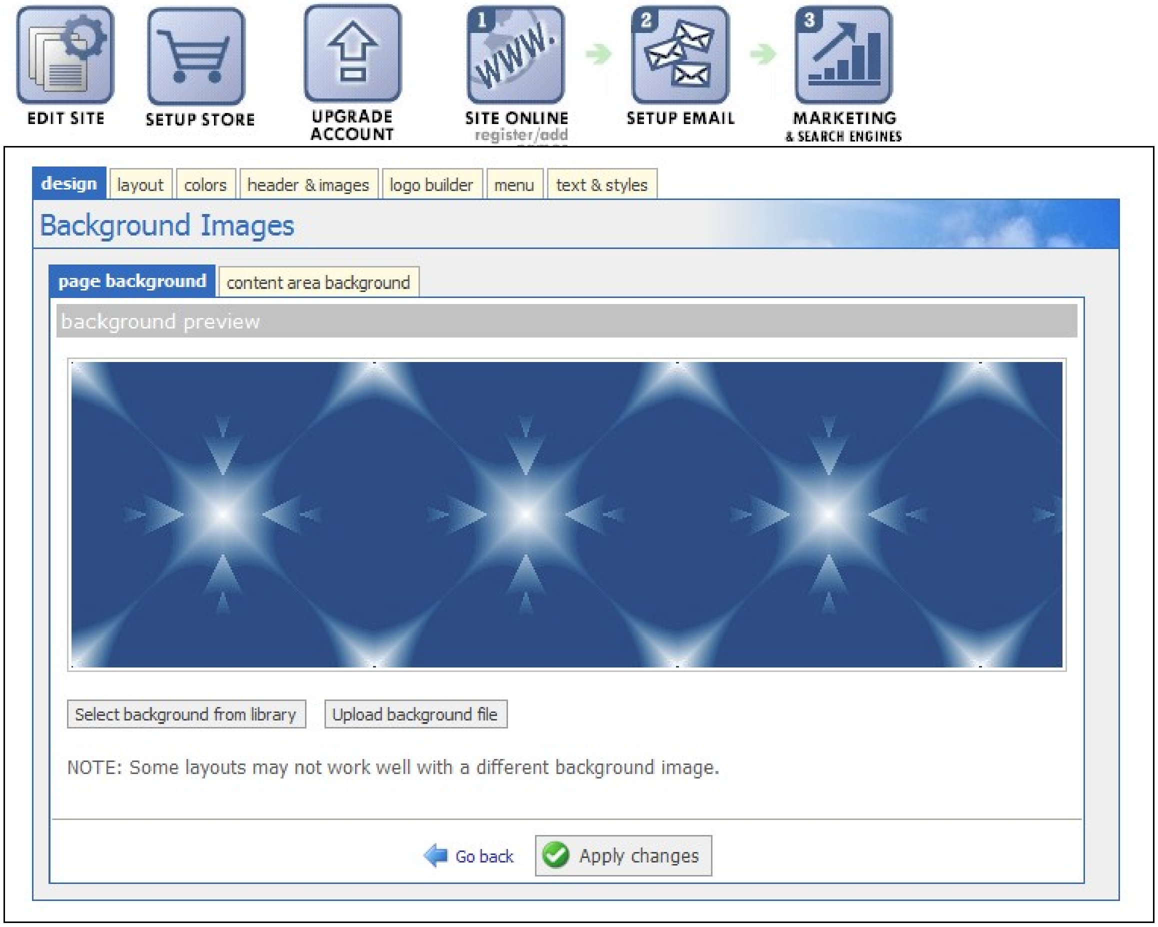
Clicking More Options under the Design Manager/More Options heading on the Site Design page directs you to the following page.



Design Options Page

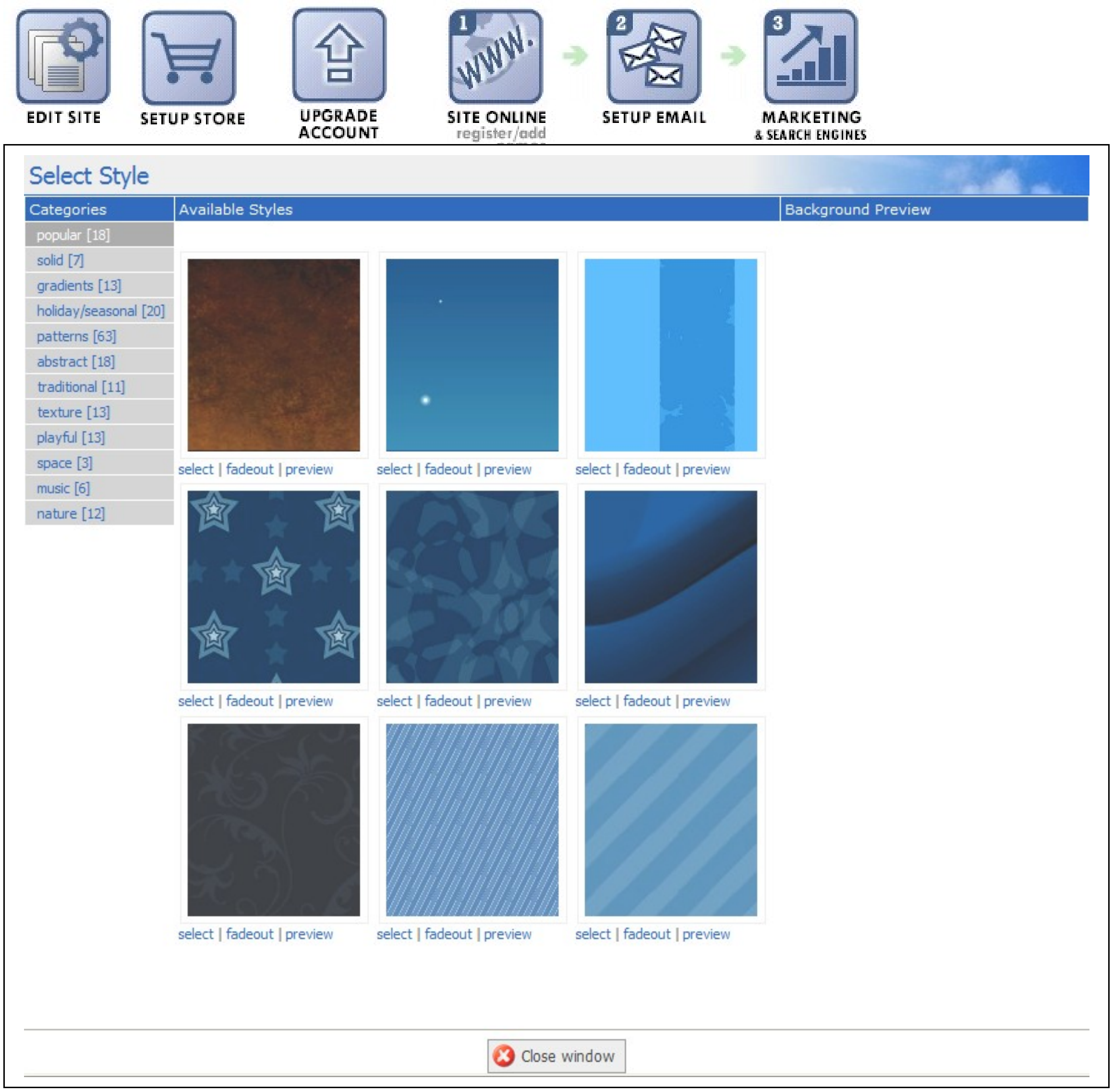
5.2.9.1 Page Background

The Page Background option takes you to the following page, where you can modify the background image of your site.



Modify Background Page

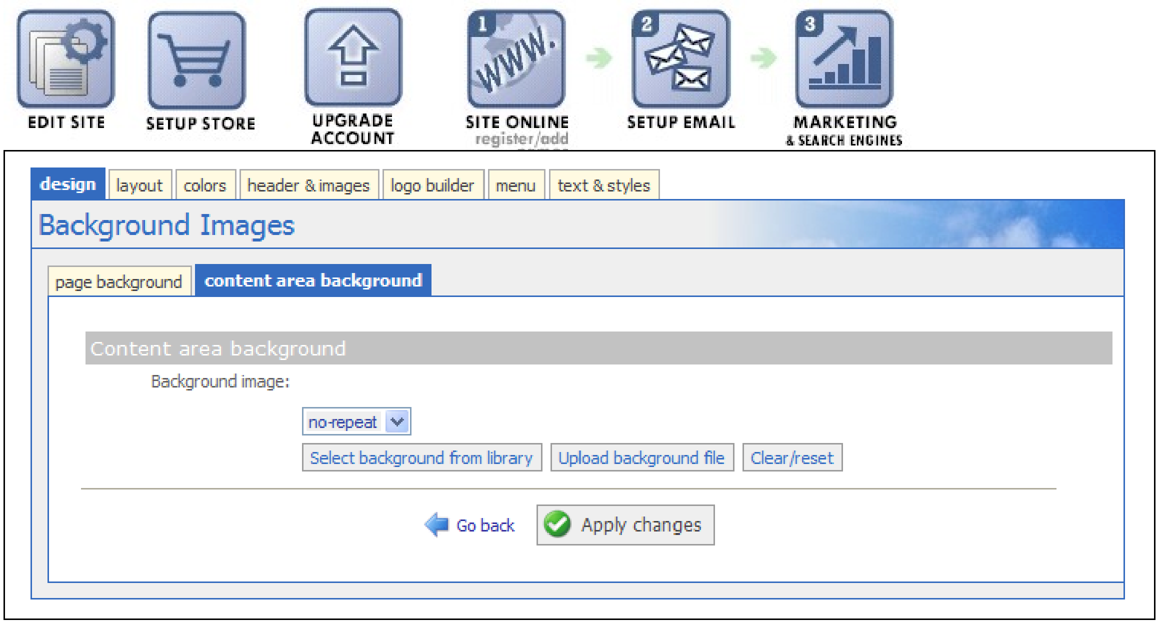
The background preview area shows the current page background. You can either choose a background from a library of background images or upload your own background file. Clicking on Upload background file will open the File Manager showing a list of your file images. Just choose the image that you want to be your background image. Clicking on Select background from library will bring up the following page.



Background Library

The available background images are grouped by categories. Click on a category to see the available backgrounds in that category. To choose a background image, click on select for that background or click on the background itself.

You can also modify the background of the content area of your site by clicking on the content area background tab on the Page Background page. Doing so will take you to the following page.



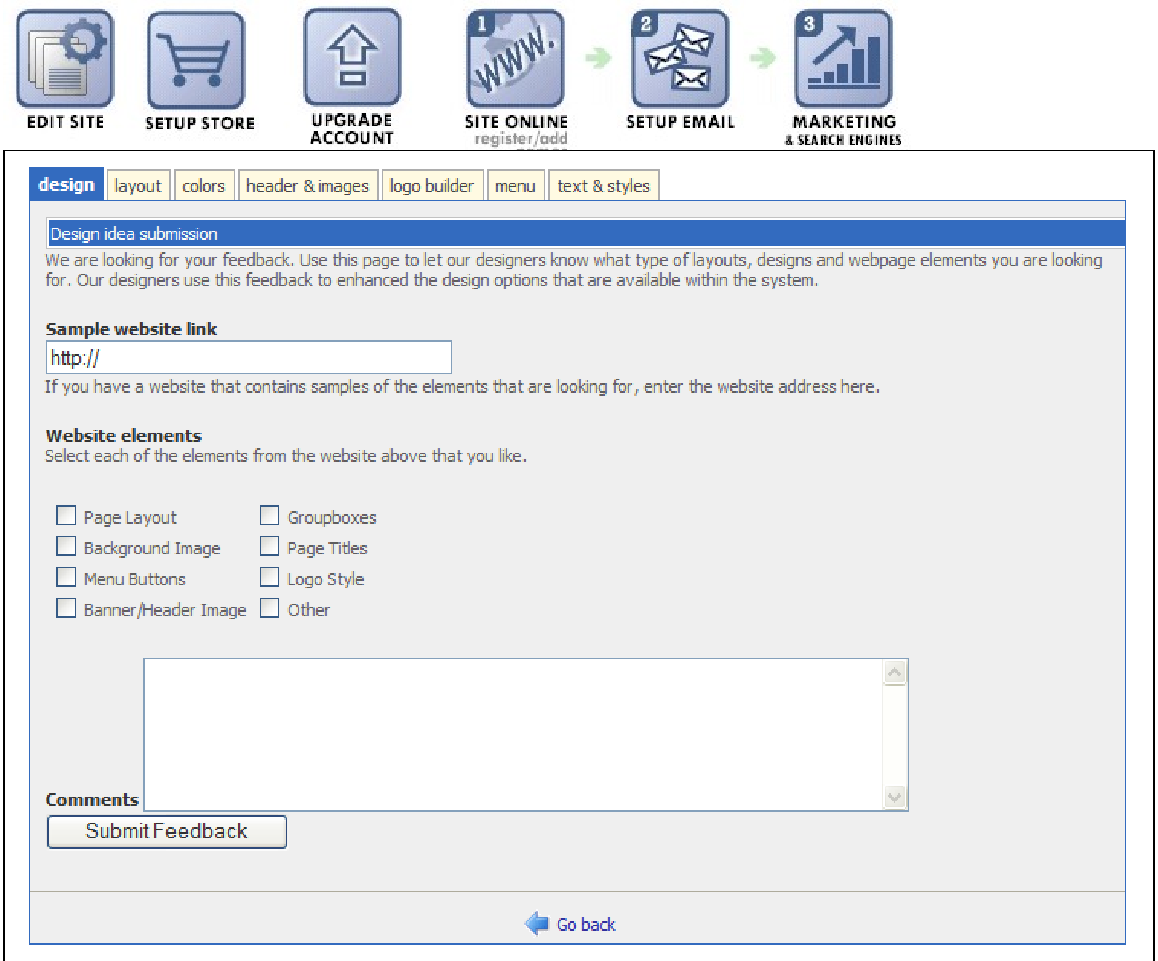
Content Area Background

Clicking on the Select background from library button will bring up the Background Library page. You can choose a background from the available selections. You can also upload your own background by clicking on the Upload background file button. Once you have selected the content area background image, you can choose how you want that image to repeat from the drop down box. If you choose repeat, then the image will repeat itself throughout the content area background. If you choose the repeat-x option, then the image will only repeat horizontally across the top of the content area. If you choose the repeat-y option, then the image will only repeat vertically across the left side of the content area. If you choose the no-repeat option, then the image will only appear once at the top left hand area of the content area.

Clicking on the Clear/reset button will delete the background image from the content area.

5.2.10 Submit Design Ideas

The Submit Design Ideas option takes you to the following page, where you can make design idea submissions.



Design Idea Submission

If there is a website that contains samples of the elements that you are looking for, enter the website address in the Sample website link box. Use the checkboxes to indicate which elements of the sample website that you like. You can also enter text into the Comments dialog box.

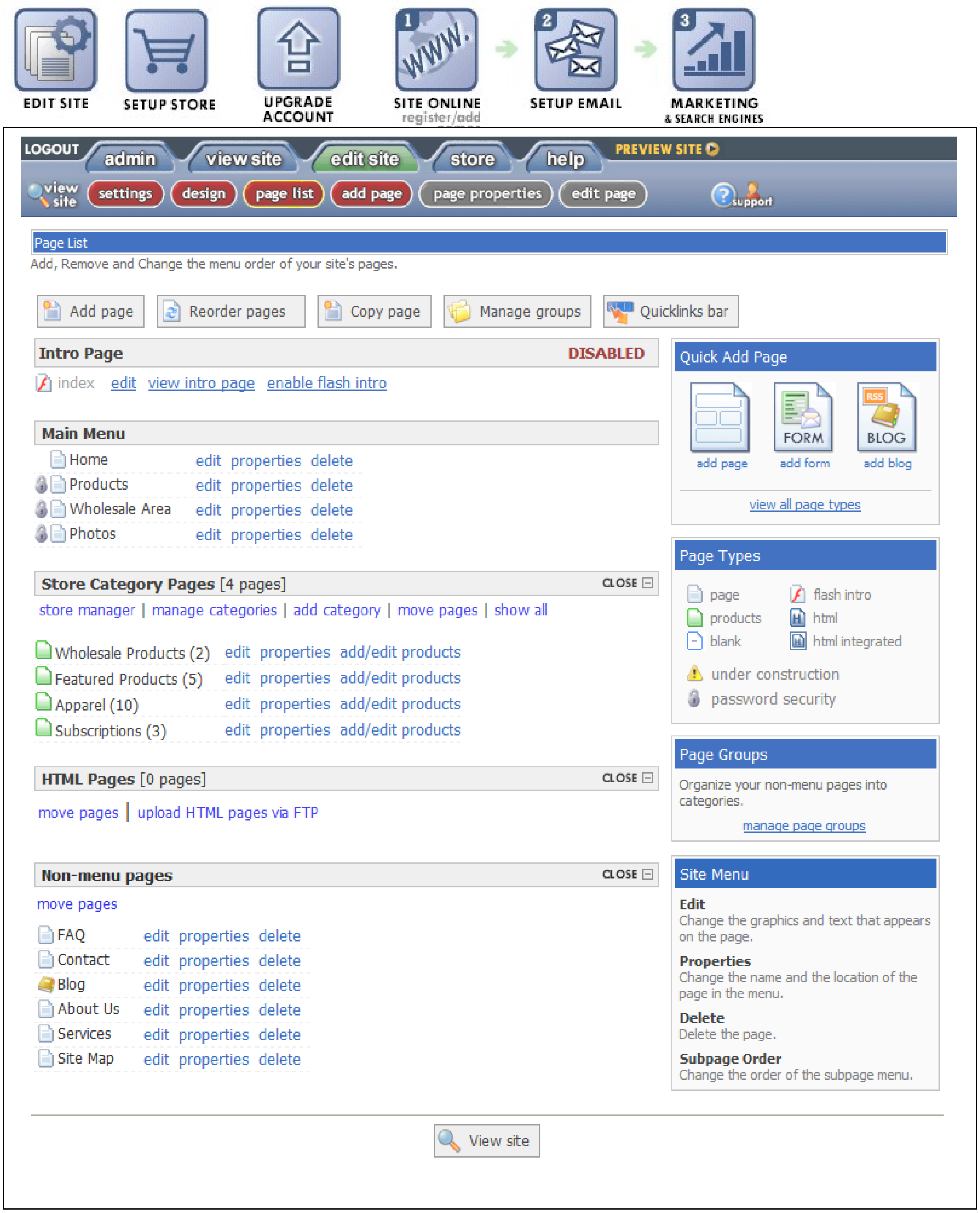
5.3 Page List

The Page List section of the Site Builder application allows you to add, remove, reorder, or edit your site's pages. You can reach this section by clicking Page List in the horizontal menu on the Site Builder page. The Page List main page provides the following options, which we will consider one at a time.

- Add page
- Reorder page
- Copy page
- Manage groups
- Quicklinks bar

5.3.1 Page List Main Page

The Page List main page is shown below.



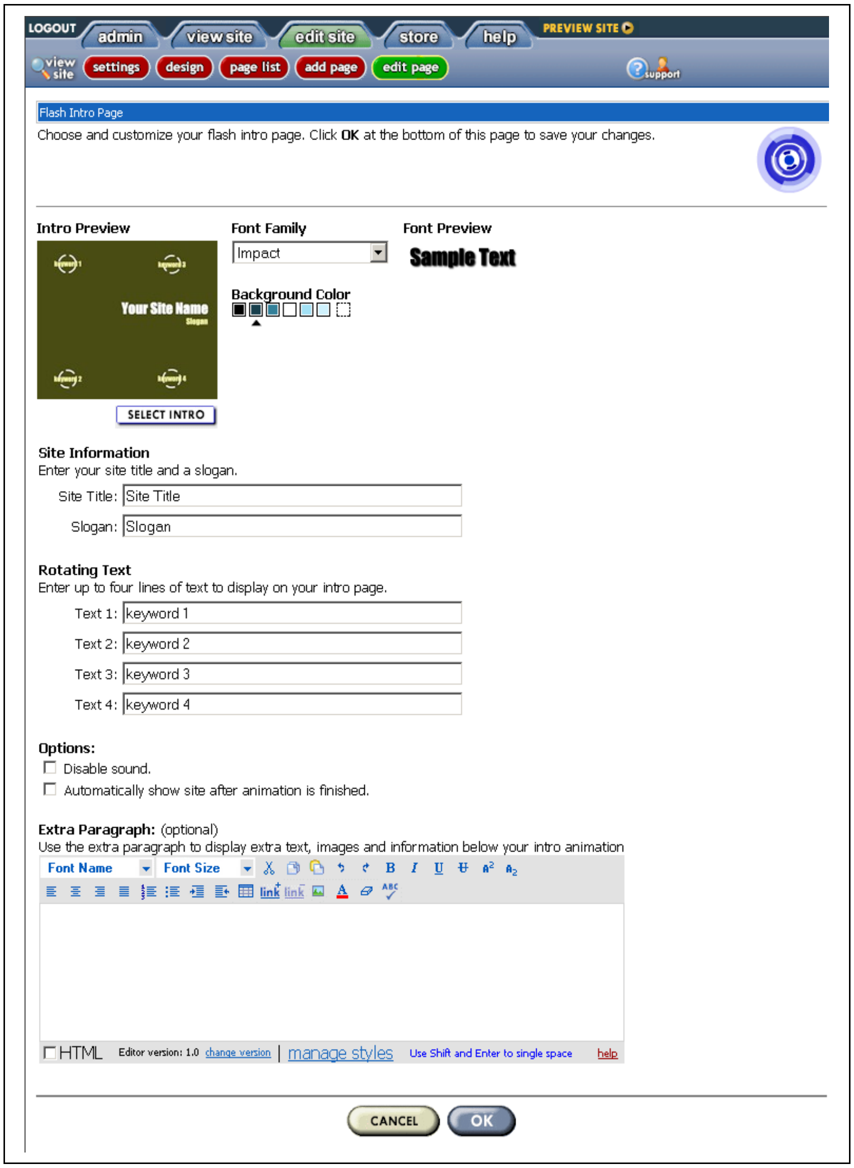
Page List Page

On this page, you will find a list of all your site's pages, grouped under the following headings: Intro Page, Main Menu, HTML Pages, Store Category Pages, and Non-Menu Pages.

5.3.1.1 Intro Page

The Intro Page heading lists the intro page. Clicking View Intro Page  gives you a preview of your site's intro page. To enable a flash intro, click Enable Flash Intro . If the flash intro is being enabled for the first time, you

will need to customize your animation. To do this, click Edit to be directed to the following page.



Edit Page

On this page, you can select and customize the visual and textual content of your flash intro page.

Under the Intro Preview heading, you will see a preview of your flash image. You can choose a different flash image by clicking SELECT INTRO to open the Flash Selector pop-up window (shown below).

Flash Selector Pop-Up Window

Clicking PREVIEW  below any of the flash images will show you a preview of the corresponding flash intro page. Click SELECT  if you wish to use that image.

You may customize the text in your flash image by selecting a font from the Font Family drop-down menu. The Sample Text  under the Font Preview heading shows how your text will appear with the current selections.

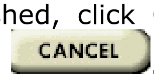
You may select a background color for the intro page by clicking on any of the color boxes displayed under the Background Color heading. The small black arrow indicates the color that is currently selected.

Under the Site Information heading, type your Site Title and Slogan in the corresponding fields.

You are allowed to place up to four lines of text on your site's flash intro page. Under the Rotation Text heading, you may type these four lines of text in the Text 1, Text 2, Text 3 and Text 4 fields, respectively.

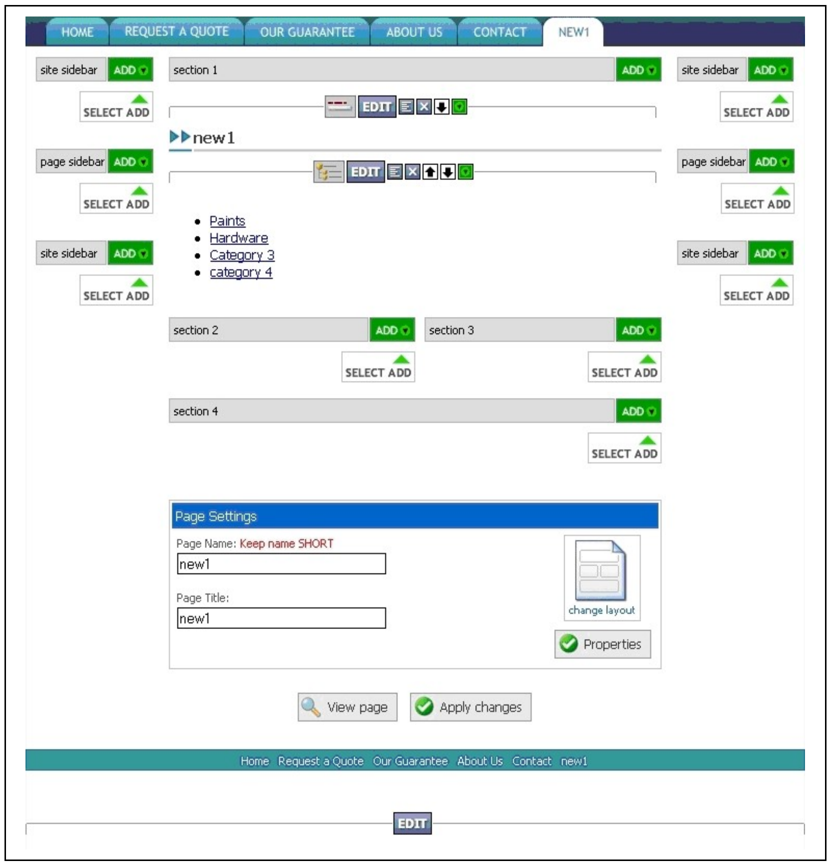
Under the Options heading, you may check the Disable Sound box to opt not to have sound accompany your animation. (Note that not all flash intro pages have sound.) If you check the box titled Automatically Show Site After Animation is Finished, your site will appear immediately after the animation ends.

You may opt to display paragraphs or images below the animation. Use the text editor provided under the Extra Paragraph heading to display text below the animation. Click Insert/Update image to insert an image under the animation.

Once you have finished, click OK  to save your changes. To undo your changes, click Cancel .

5.3.1.2 Main Menu

Many pages are listed below the Main Menu heading on the Page List main page. You may edit these pages, view their properties, or delete them. To edit a page under the Main Menu heading, click Edit next to the corresponding page name to be directed to the following page.



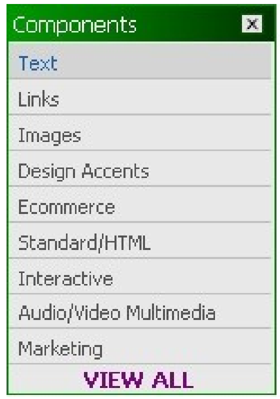
Edit Page

On this page, you may add a site sidebar and/or a page sidebar to create columns on the right- or left-hand sides of the page. To select a site or page sidebar, click ADD  next to the desired position. The sidebar will appear in the chosen position on the page. Note that material entered into a site sidebar will appear on every page on the site, while material entered into a page sidebar will only appear on that particular page.

You can also add material to the different sections in the central part of the page. Click ADD  to add material to the corresponding sections to the page. These sections can be edited separately. You may change the alignment and/or remove or reorder the sections. For additional editing features, click Edit to modify section components.

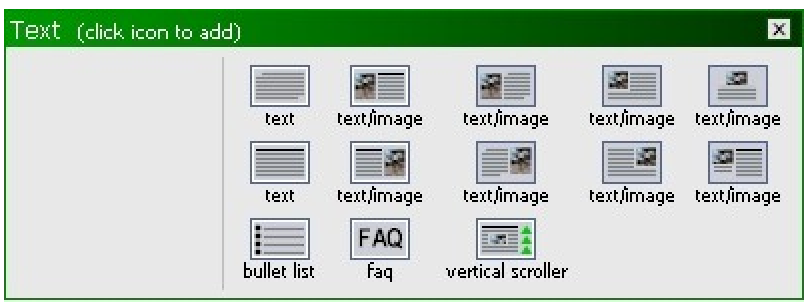
5.3.1.2.1 Add Components

Each ADD  drop-down menu offers several options, as shown below.



Add Drop-Down Menu

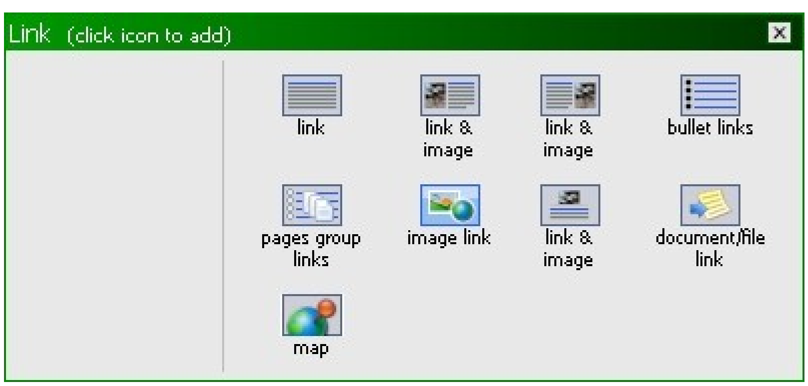
The Text option in the Add drop-down menu allows you to add text and image components in different layouts. Placing your cursor over the Text option displays the following icon options:



Text Components

Click on any one of the displayed options to select it.

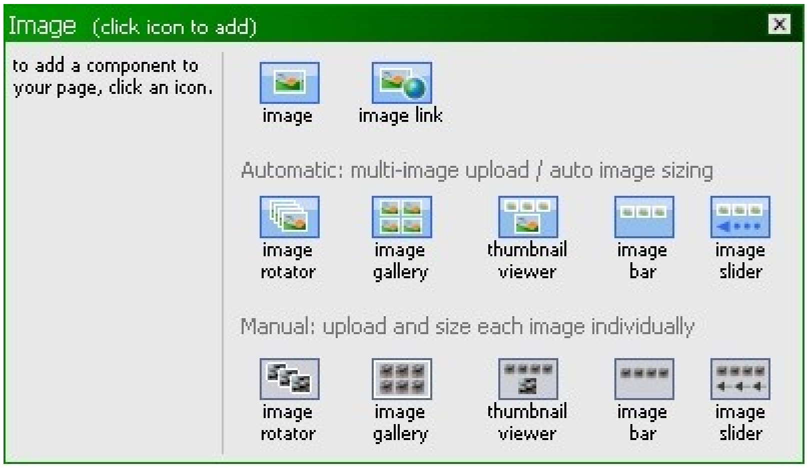
The Links option in the Add drop-down menu allows you to control the placement of links on the page. Placing your cursor over the Links option displays the following icon options:



Link Components

Click on any one of the displayed options to select it.

The Images option in the Add drop-down menu allows you to upload one or more images, which can be sized manually or automatically. Placing your cursor over the Images option displays the following icon options:



Images Components

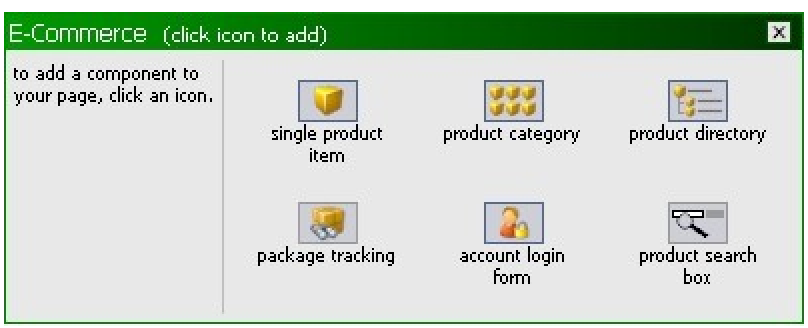
Click on any one of the displayed options to select it.

The Design Accents option in the Add drop-down menu allows you to add page titles, group boxes, tabbed content, and a content rotator to the page. Placing your cursor over the Design Accents option displays the following icon options:

Design Accents Components

Click on any one of the displayed options to select it.

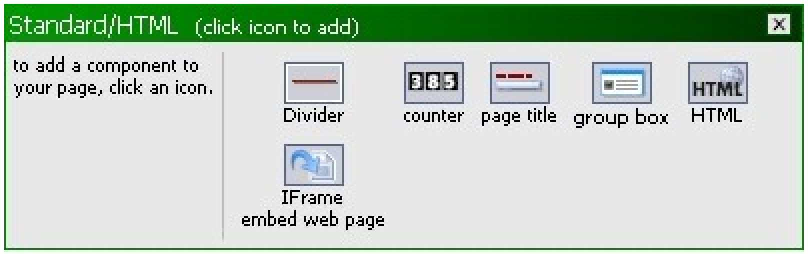
The E-commerce option in the Add drop-down menu allows you to add an e-commerce icon to the page. Placing your cursor over the E-commerce option displays the following icon options:



E-Commerce Components

Click on any one of the displayed options to select it.

The Standard/HTML option in the Add drop-down menu allows you to add HTML components to the page. Placing your cursor over the Standard/HTML option displays the following icon options:



Standard/HTML Components

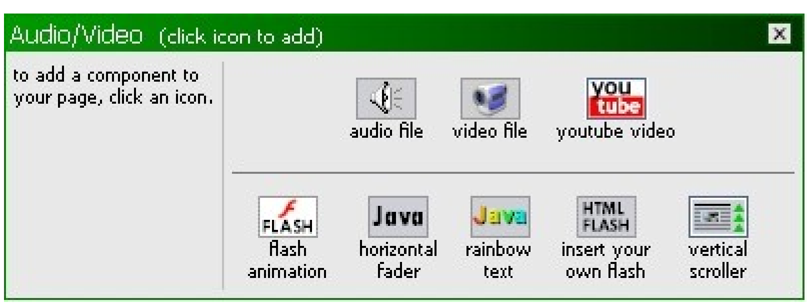
Click on any one of the displayed options to select it.

The Interactive option in the Add drop-down menu allows you to add interactive icons to your page. Placing your cursor over the Interactive option displays the following icon options:

Interactive Components

Click on any one of the displayed options to select it.

The Audio/Video option in the Add drop-down menu allows you to add various audio and/or video components to your page. Placing your cursor over the Audio/Video option displays the following icon options:



Audio/Video Components

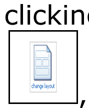
Click on any one of the displayed options to select it.

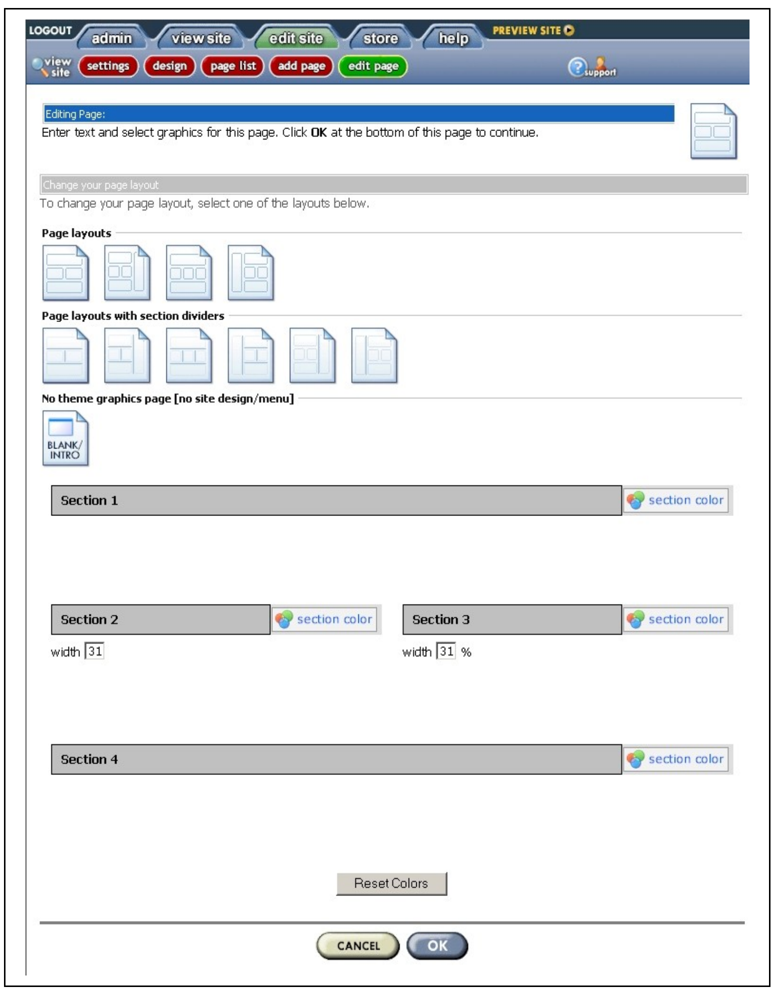
The Marketing option in the Add drop-down menu allows you to add a referral booster button to your page. Placing your cursor over the Marketing option displays the following icon option:

Marketing Components

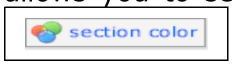
Click on the displayed option to select it.

Use the Page Settings box on the Edit page to enter the Page Name and Page Title. You can also see/change the properties of the page by clicking on the Properties link.

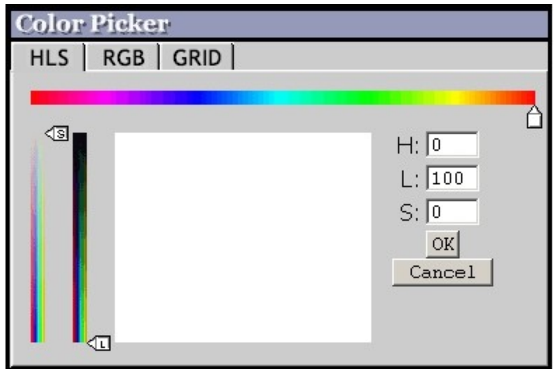
To change the layout of the page, click Change Layout , which will direct you to the following page.



Change Layout Page

To change your layout, just select one of the optional page layouts that appear. The Change Layout page also allows you to select colors for different sections of your page. Click Section Color 

for the section you wish to change, and you will see the following Color Picker where you can select the color of your choice.



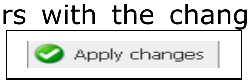
Color Picker

To revert to the previous colors, click the Reset Colors button. The Change Layout page will also allow you to change the widths for those sections that do not span the entire width of the page. To save the changes you have made to the page, click OK 

. To undo your changes, click Cancel 

.

The View Page 

option at the bottom of the page allows you to preview the page as it will appear to visitors with the changes you have made. Once you have finished, click Apply Changes 

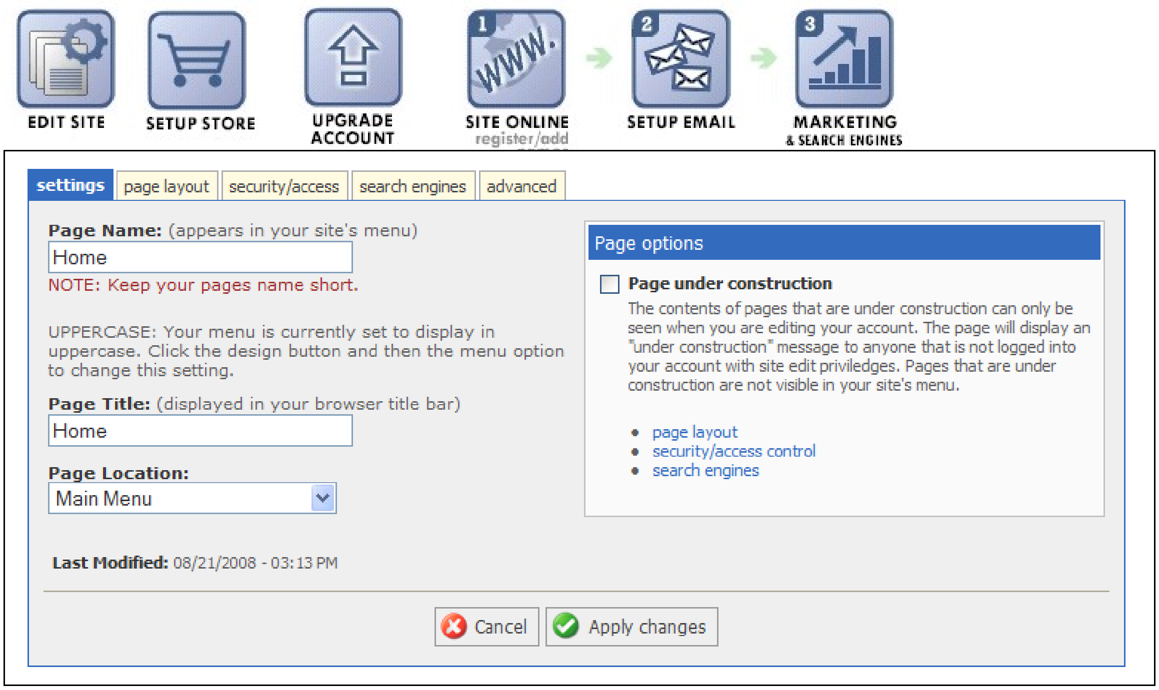
to save and apply all of your changes.

For additional editing options, click Edit 

at the bottom of the page to be directed to the Title/Footer section of the Settings page.

On the Page List page, clicking Properties 

takes you to the following page, where you can view and edit page properties.

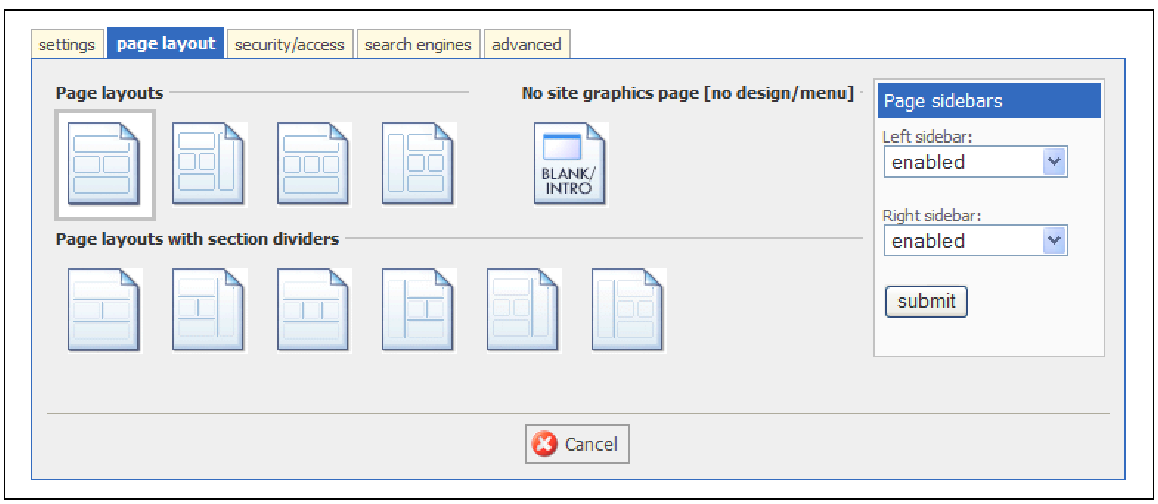


Page Properties Page - Settings

The settings tab on the Page Properties page will allow you to specify the page name, title and location. Enter the Page Name and Page Title in their corresponding boxes. You can place this page in any of the locations displayed in the Page Location drop-down menu.

If you check the box titled Page Under Construction, visitors will see a "page under construction" announcement instead of the page's elements.

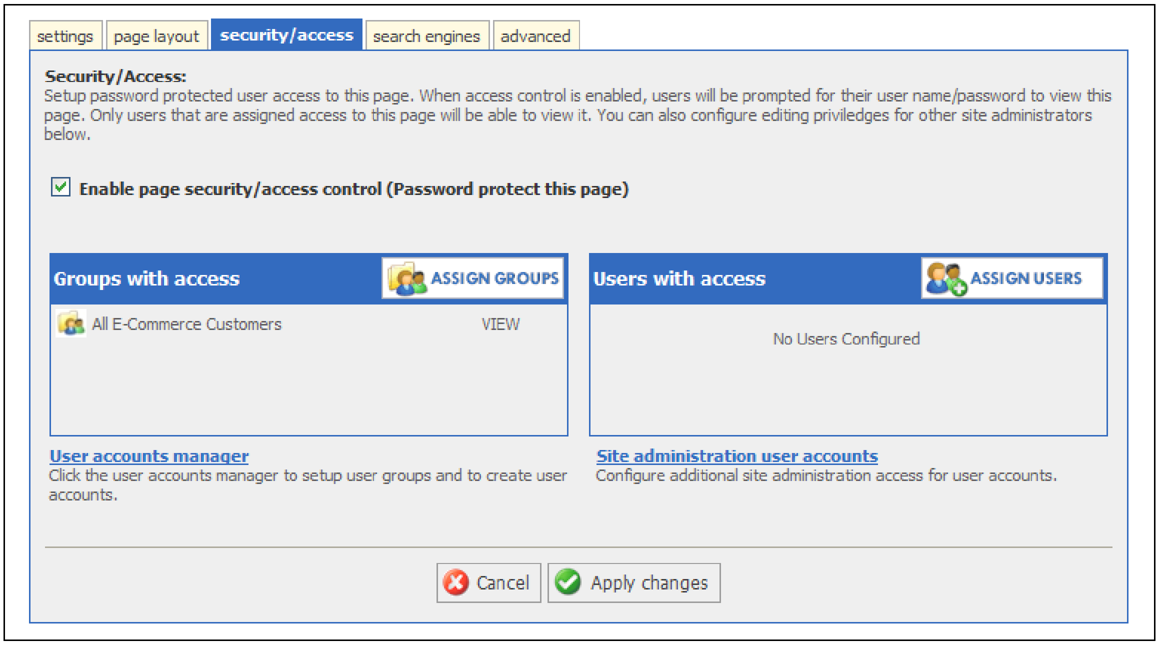
Clicking on the page layout tab will bring up the following page.



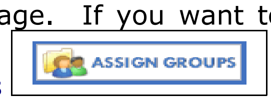
Page Properties Page – Page Layout

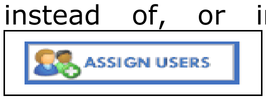
The current layout of the page will be highlighted. If you want to change the physical layout of the page, just choose one of the other layouts. On the right hand part of the page, there is an option to disable the left and right page sidebars.

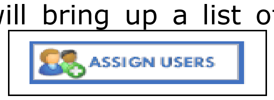
Clicking on the security/access tab will bring up the following page.



Page Properties Page – Security/Access

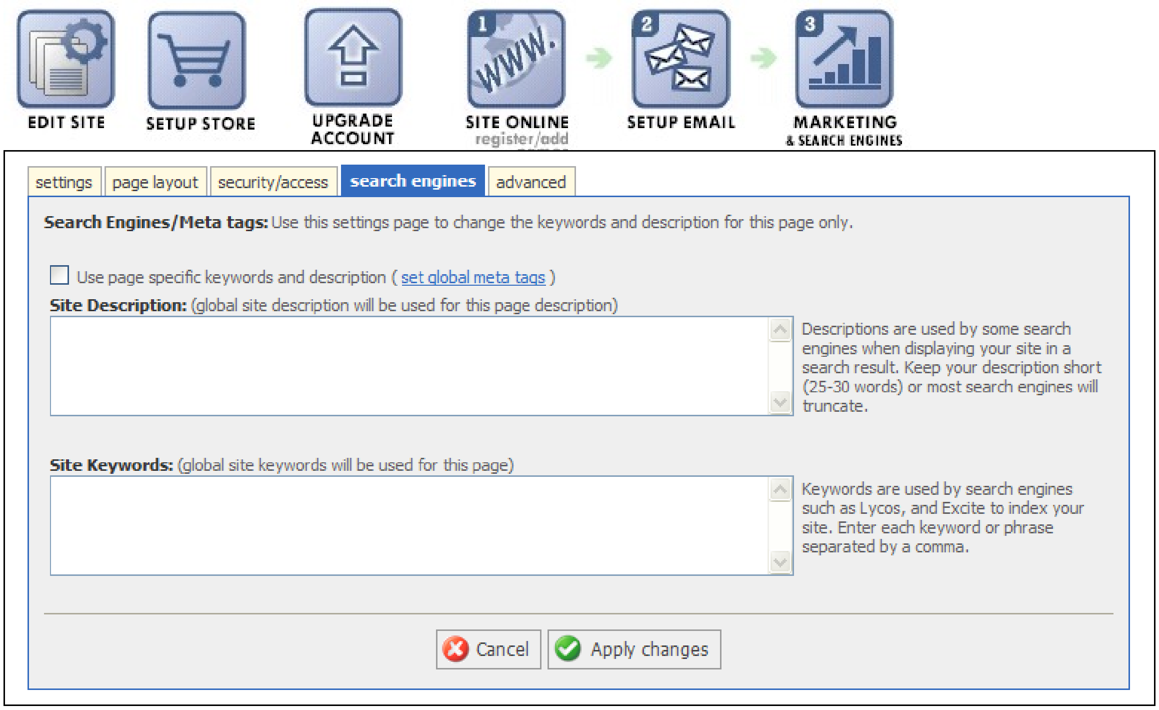
This section will allow you to password protect the page. Click on the Enable page security/access control checkbox to enable this feature. After this has been enabled, you will then need to give users access to this page. If you want to give groups access to the page, then click on the Assign Groups 

link. This will bring up a list of all the groups set up on the site. Just choose which ones you want to give access to the page. If you want to give access to the page to individuals instead of, or in addition to, groups, then click on the Assign Users 

link. This will bring up a list of all the assigned users for the page. Click on the Assign Users 

link again to get a list of all the users on your site. You will then be able to select which users have access to the page.

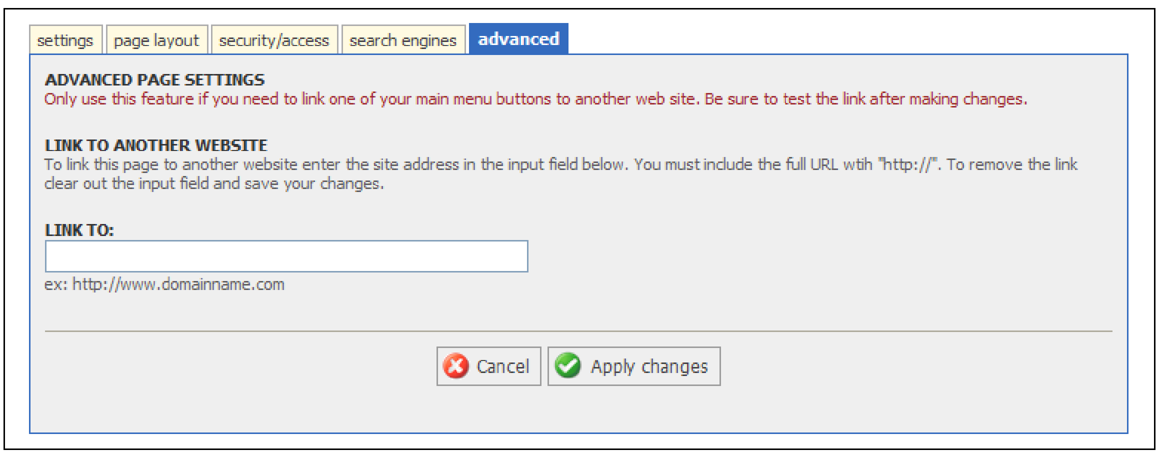
Clicking on the search engines tab will bring up the following page.



Page Properties Page – Search Engines

In order to set up page specific descriptions and keywords, click on the checkbox and then enter the page description and keywords.

Clicking on Advanced Properties will direct you to the following page.



Page Properties Page – Advanced Properties

On the Advanced Properties page, you can link your site's page to another website by typing the full URL of the destination website into the Link To field. Click Apply Changes to save the changes. At any time, you many click Cancel to return to the Page List page.

Back on the Page List page, if you no longer wish to have a particular page on your site, click the corresponding Delete option on the Page List page.

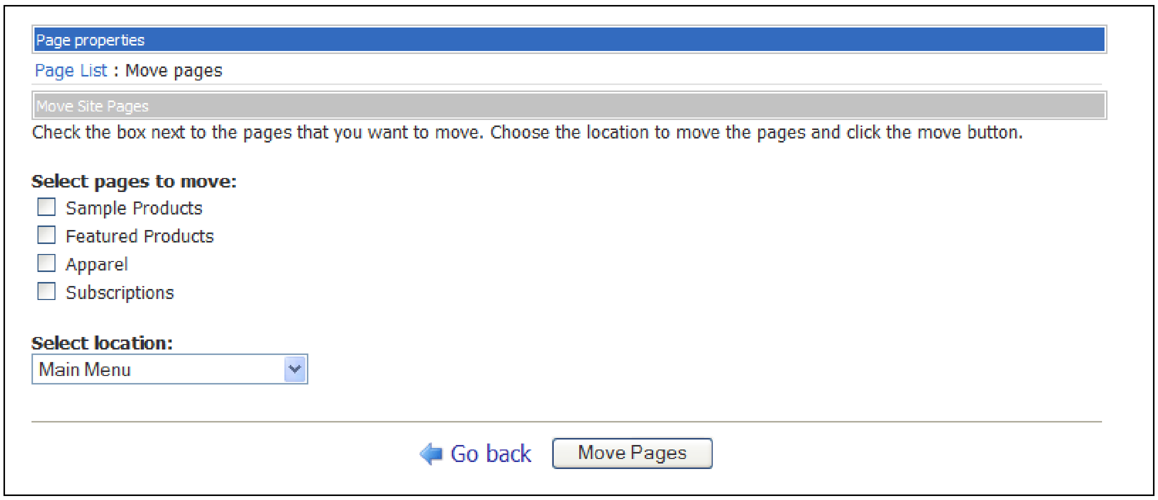
5.3.1.3 HTML Pages

The HTML Pages section of the Page List page lists all the HTML pages that have been uploaded to the HTML files directory in the file manager. As described in the previous section, to view and edit page properties, click Properties and you will be directed to the Page Properties section.

5.3.1.4 Store Category Pages

The Store Category Pages section of the Page List page lists site pages that comprise the store category section. You can edit or view the properties of these pages in the same way as described above for the pages under the Main Menu heading.

On this page, you also have the option of moving pages from one location to another. Click Move Pages move pages to be directed to the following page.



Move Pages

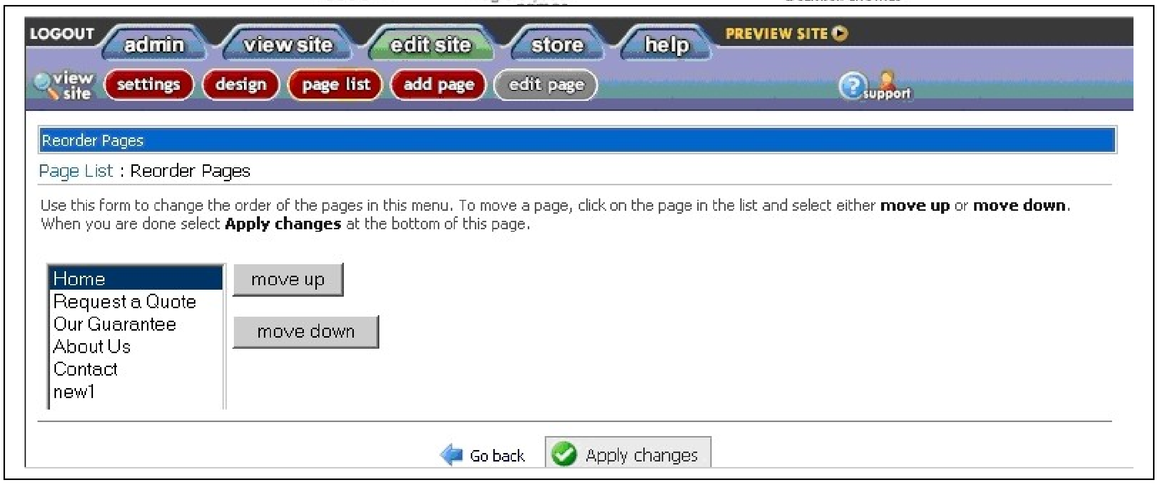
Under the heading titled Select Pages to Move, you must check the box next to the page you wish to move and then select the destination page location from the Select Location drop-down menu. Click Move Pages Move Pages to move the page location accordingly. At any time, you may click Go Back to return to the Page List page.

5.3.2 Add Page

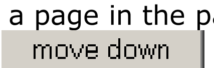
In this section, you may create a new page by selecting the desired page type and name. Click Add Page in the horizontal Page List menu to be directed to the Add Page section.

5.3.3 Reorder Pages

This section allows you to change the order in which the Main Menu pages appear on the site. Click Reorder Pages in the horizontal Page List menu to be directed to the following page.



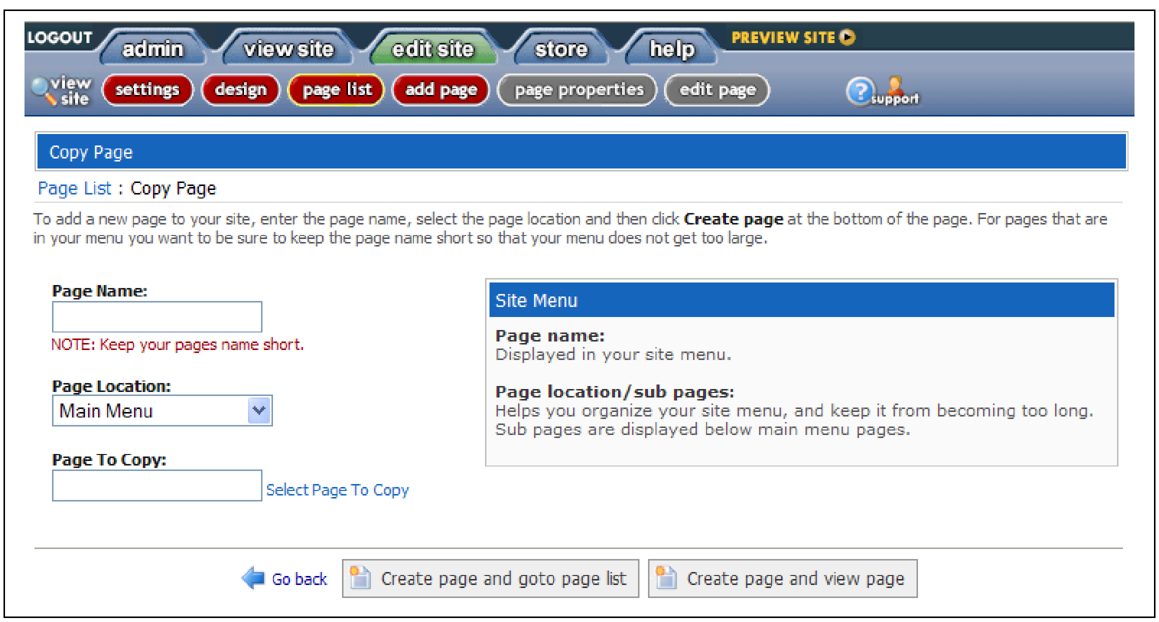
Reorder Pages

Select a page in the page list and then click either Move Up  or Move Down  to move that page up or down in the list.

Once you have finished, click Apply Changes to save the changes. You may click Go Back at any time to return to the Page List page.

5.3.4 Copy Page

This section allows you to add new pages that are based on your site's existing pages. Click Copy Page in the horizontal Page List menu to be directed to the following page.

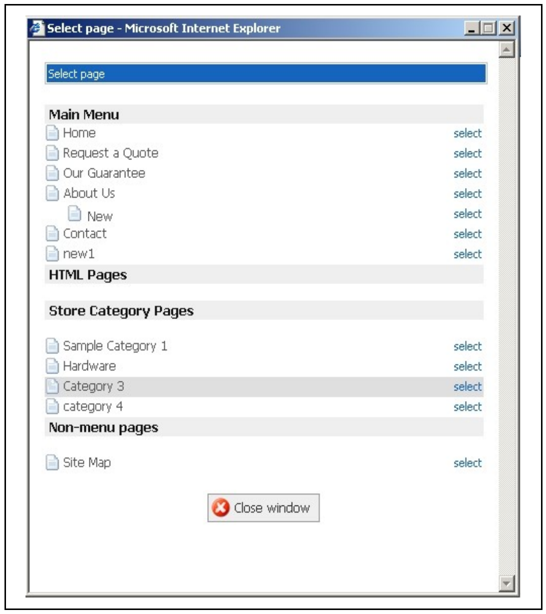


Copy Page

Type the name of your new page into the Page Name field and select the destination location from the Page Location drop-down menu. Next, choose the existing page

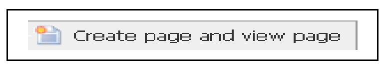
that is being copied by clicking on the Select Page to Copy 

and select the appropriate page from the list of pages displayed in the pop-up window that appears.



Select Page Pop-Up Window

To choose one of the listed pages, simply click the corresponding Select option.

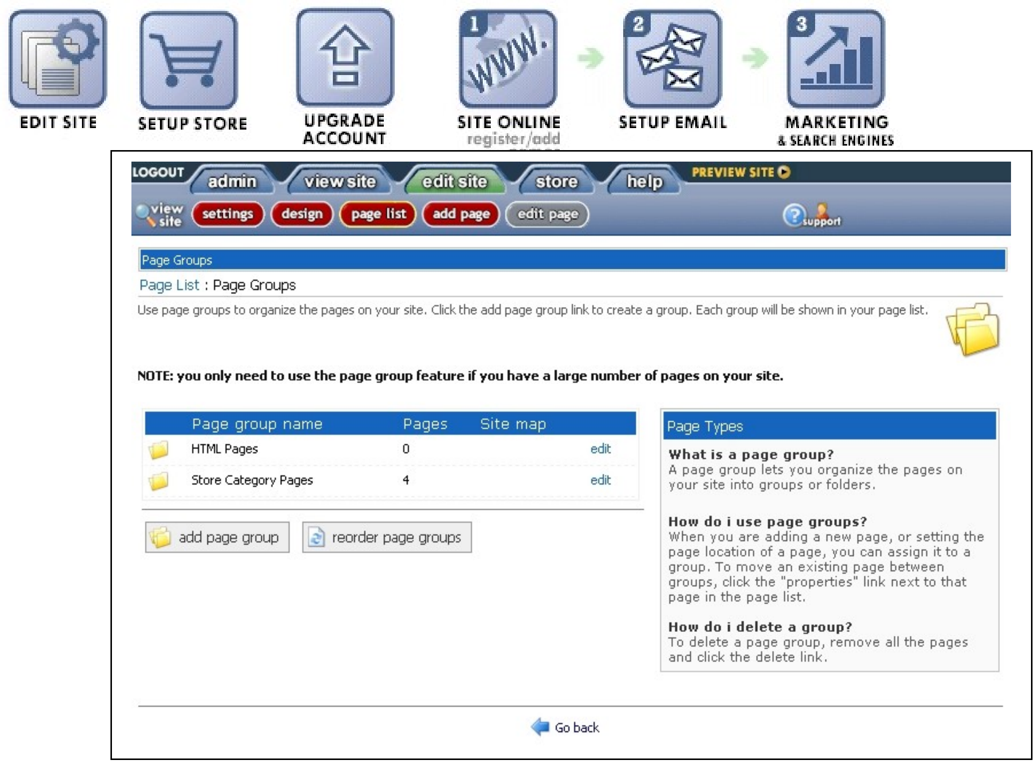
Click Create Page and View Page 

to view the newly created page. Alternatively, click Create Page and Goto Page List 

to create the page and return to the Page List page.

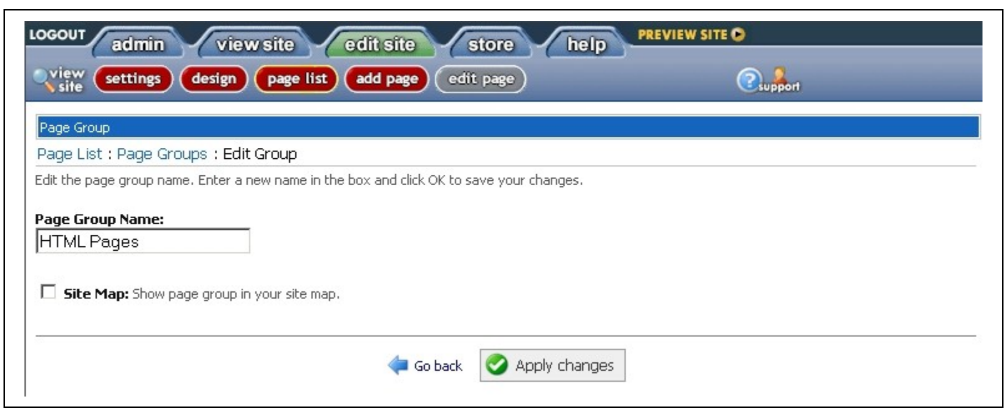
5.3.5 Manage Groups

In this section, you can create and/or rearrange page groups. Click Manage Groups in the horizontal Page List menu to be directed to the following page.



Manage Groups Page

The Manage Groups page lists the existing page groups under the Page Group Name heading. To edit a page group, click Edit next to the name of the group you wish to edit, and you will be directed to the following page.

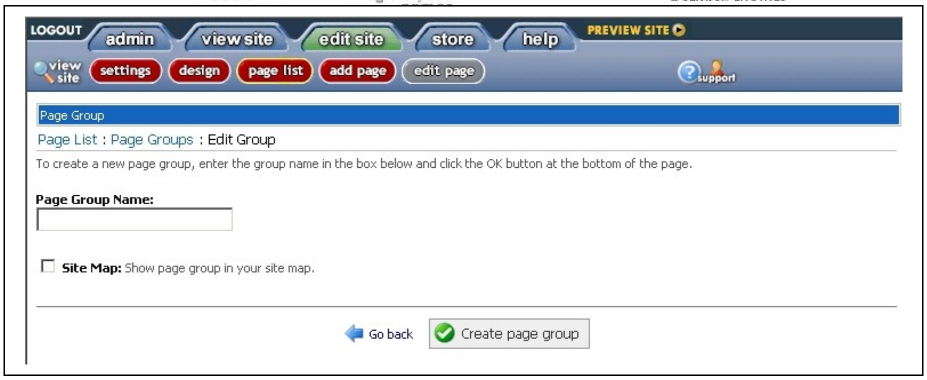


Edit Page Group Page

On this page, you can edit the name of the page group. Enter the new page group name in the Page Group Name field. Check the Site Map box if you wish to have the page group appear in the sitemap. Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Manage Groups page.

To add a new page group, click Add Page Group to be directed to the Add Page Group page.

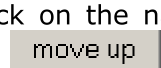


Add Page Group Page

To add a new page group, type the name for the new page group in the Page Group Name field. Check the Site Map box if you wish to have the new group name appear in the sitemap. Click the Create Page Group button to add the page group to your site. At any time, you may click Go Back to return to the Manage Groups page.

To rearrange your site's page groups, click Reorder Page Groups to be directed to the following page.

Reorder Page Groups

The site's page groups are listed on the left-hand side of the page. To change the order of the page groups, click on the name of the page group you would like to move and then click Move Up 

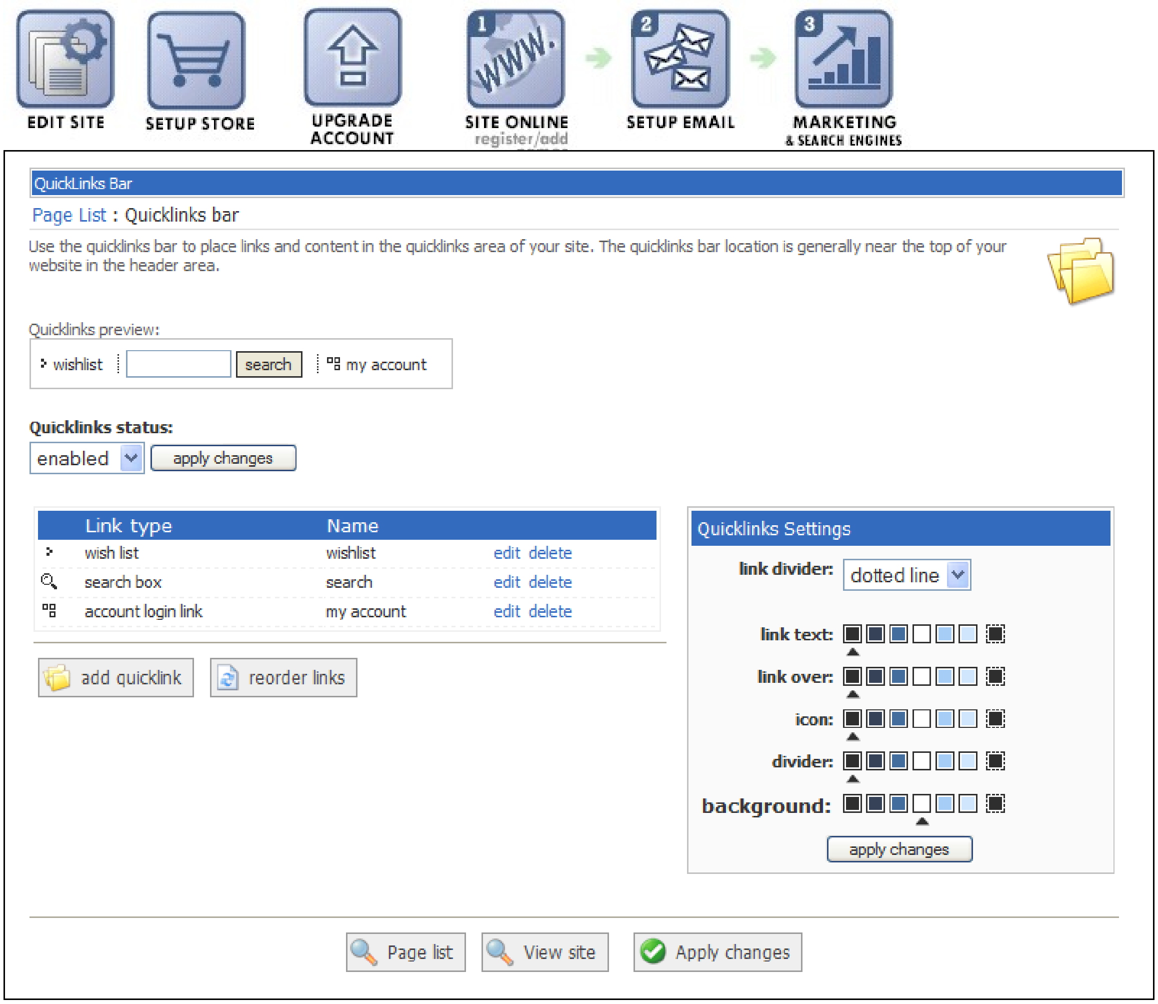
or Move Down 

to move it up or down in the list.

Once you have finished, click Apply Changes to save your changes. At any time, you may click Go Back to return to the Manage Groups page.

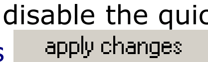
5.3.6 Quicklinks Bar

The Quicklinks Bar on the Page List page allows you to add, rearrange, and/or edit links in the quicklinks section of your site. Click the Quicklinks Bar button on the horizontal Page List menu to be directed to the following page.



Quicklinks Page

Under the Quicklinks Preview heading, you can preview the quicklinks bar as it will appear to the visitors browsing to your site.

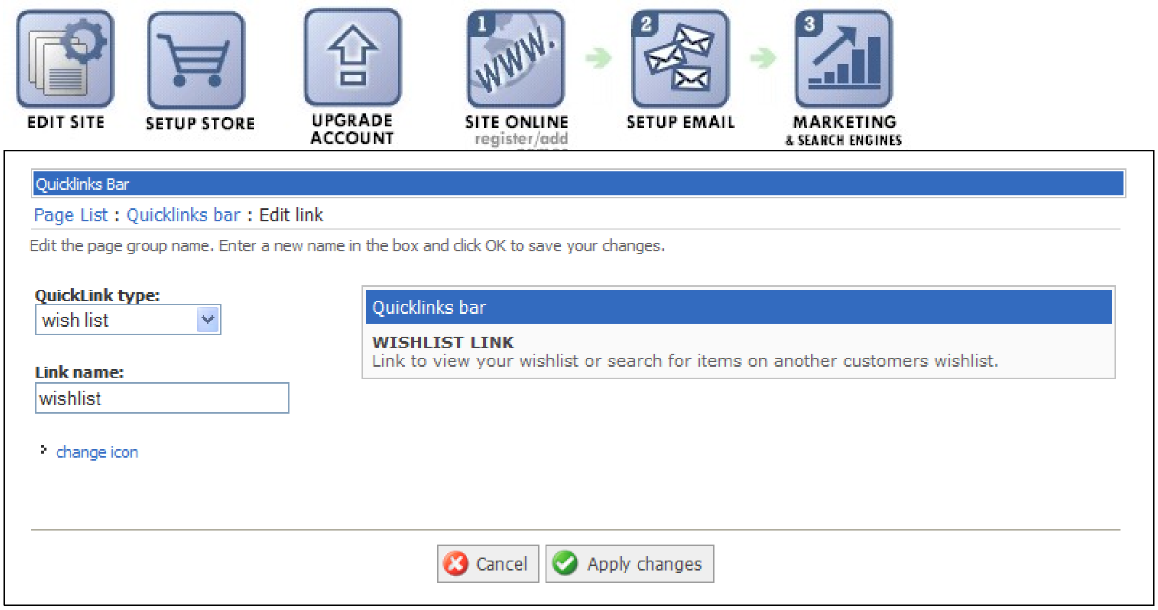
The Quicklinks Status drop-down menu allows you to enable or disable the quicklinks bar. Choose your preferred option and then click Apply Changes 

to save your changes.

Under the Quicklinks Settings heading, you can select the style of the link divider line and define the color settings. Select a link divider line style from the Link Divider drop-down menu. To select a color for Link Text, Link Over, Icon, Divider and Background, click the corresponding color boxes. The small black arrow indicates the color that is currently selected. Click Apply Changes 

to save your changes.

Under the Link Type heading, you will see a list of the existing links in the quicklinks bar. To edit one of these links, click the corresponding Edit option to be directed to the following page.

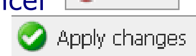


Edit Link Page

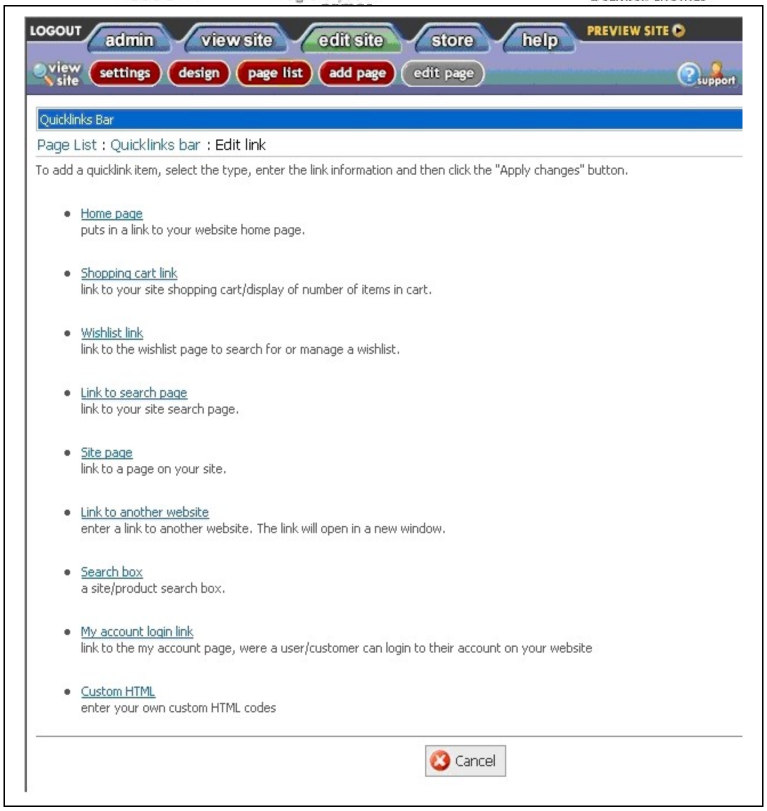
To change the link type, select a link from the QuickLink Type drop-down menu. Then enter the link's new name in the Link Name field. To change the link icon, click Change Icon  to display the following options.

Change Link Icon Options

To select a link icon, click on the desired icon and then click Close to close the options window.

If you are dissatisfied with your changes, click Cancel  to undo your changes. Once you have finished, click Apply Changes  to save your changes.

To place a new link on your site, click Add Quicklink to be directed to the following page.

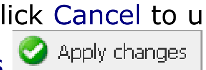


Select Page

On this page, you must select the type of link that you want to add. Clicking on any of the page links will direct you to the following page.

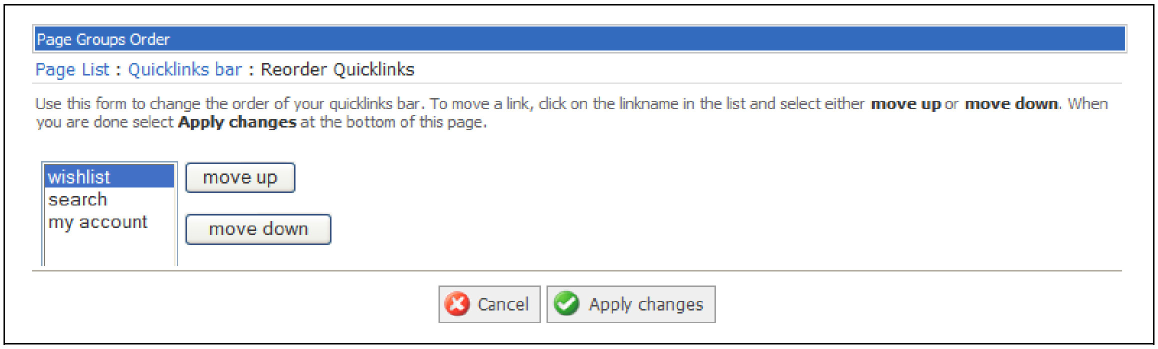
Add Links Page

On this page, you must type the name of the link in the Link Name field. You can choose a new icon by using the Change Icon option as described above.

If you are dissatisfied with your changes, you may click Cancel to undo your changes. Once you are finished, click Apply Changes  to save your

changes. Once you have returned to the Select Page section, you may click Cancel to undo your changes again.

To rearrange the order of links in your site's quicklink bar, click Reorder Links to be directed to the following page.



Reorder Links Page

The column on the left-hand side of the page displays the order in which links appear in the quicklinks bar. To rearrange the links, select the link that you would like to move and then click Move Up or Move Down to move it up or down within the list.

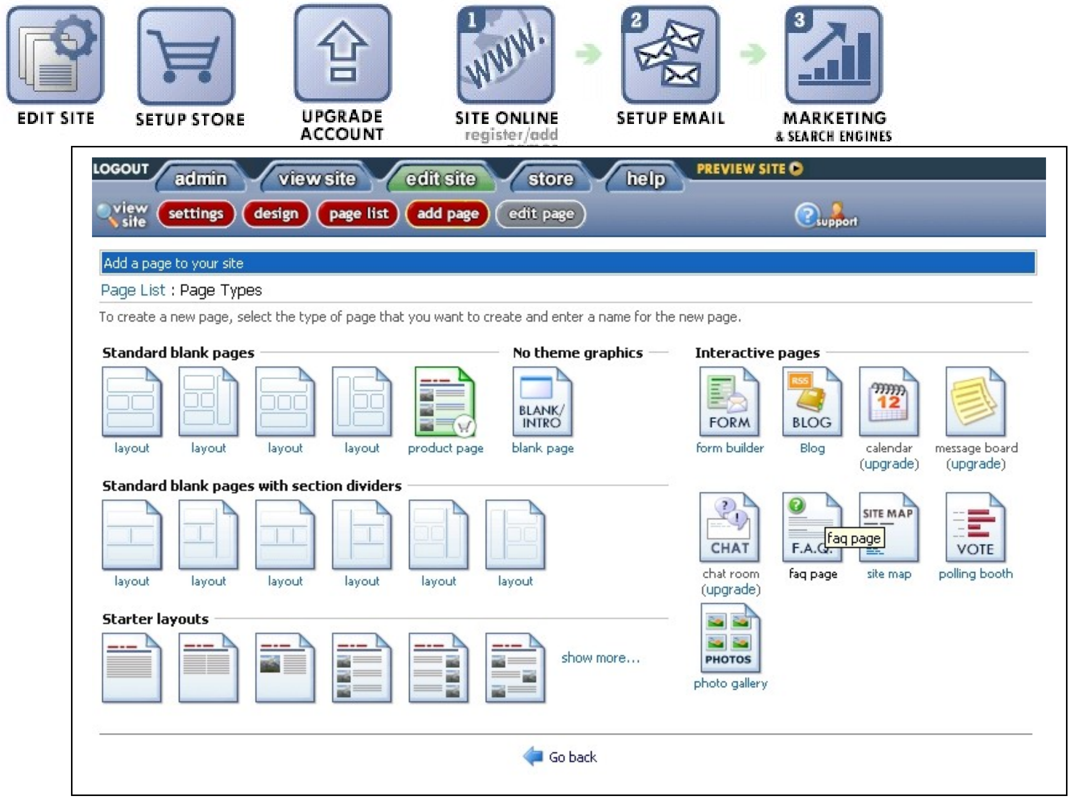
If you are dissatisfied, you may click Cancel to undo your changes. Once you have finished, click Apply Changes 

to save your changes.

Click Page List to return to the Page Lists page. Clicking View Site allows you to view your website as it will appear to site visitors. Once you have finished, click Apply Changes to save your changes.

5.4 Add Page

The Add Page section allows you to create a new page by selecting the desired page type and name. Select Add Page in the horizontal Site Builder menu to be directed to the following page.



Add Page

The left-hand side of the page displays standard page layout options. To choose one, click on the desired layout image. The right-hand side of the page displays more interactive page layouts, such as form builder, blog, calendar, chat room and many others. Click on any one of them to make it your new page layout.

Click Go Back to return to the Page List page.

5.5 Image Upload

In this section, you may modify an existing image or upload a new image. Click Modify Image to be directed to the following page.

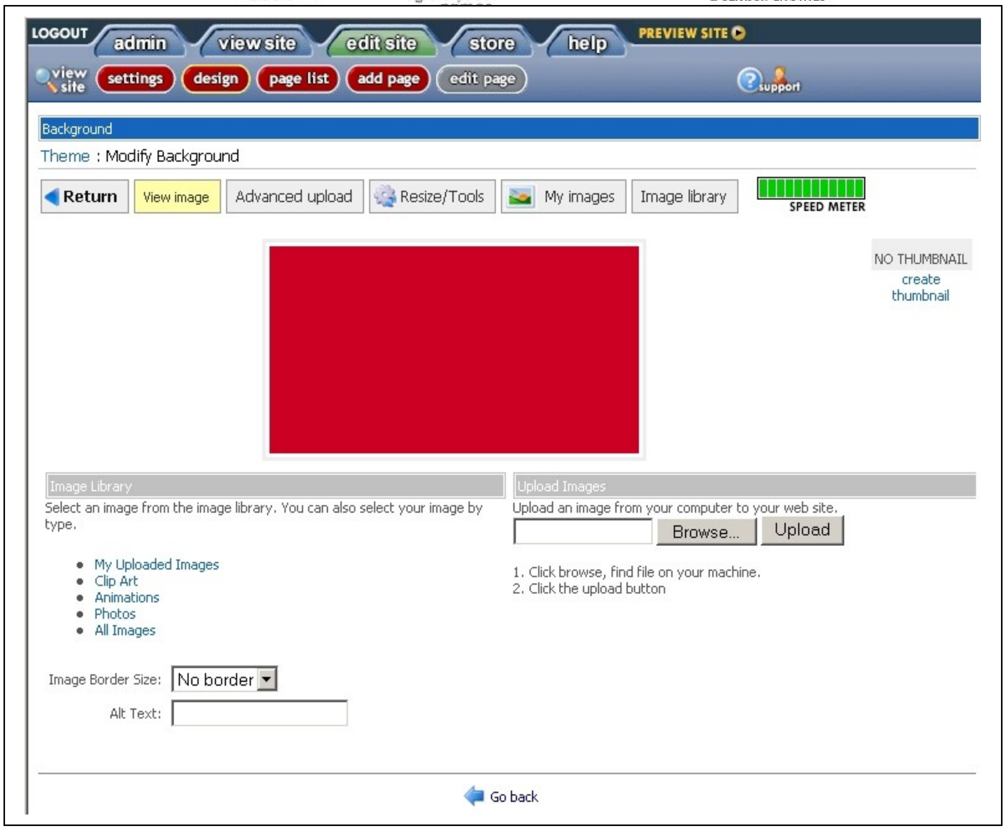


Image Upload Page

On the Image Upload page, you have many options to modify an image.

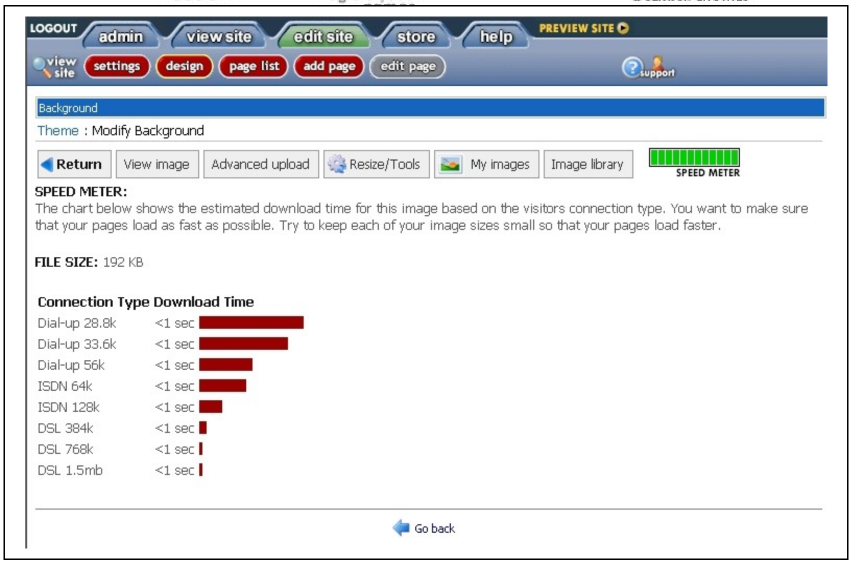
5.5.1 View Image

Under the View Image tab, the upper half of the page displays the currently selected background image. You can upload an image from your computer or choose one from the Image Library or from the My Images section. Under the Image Library tab in the upper right-hand corner of the page, you can find many links that direct you to different sections of the Image Library.

Use the Image Border Size drop-down menu to select a border size for your image. Type in the alt text (text that appears when the cursor is placed over the image) for your image in the Alt Text field.

The Create Thumbnail option allows you to create a thumbnail of your image.

The speed meter estimates the amount of time users will need to download your page with the current image settings. Clicking SPEED METER will direct you to the following page.

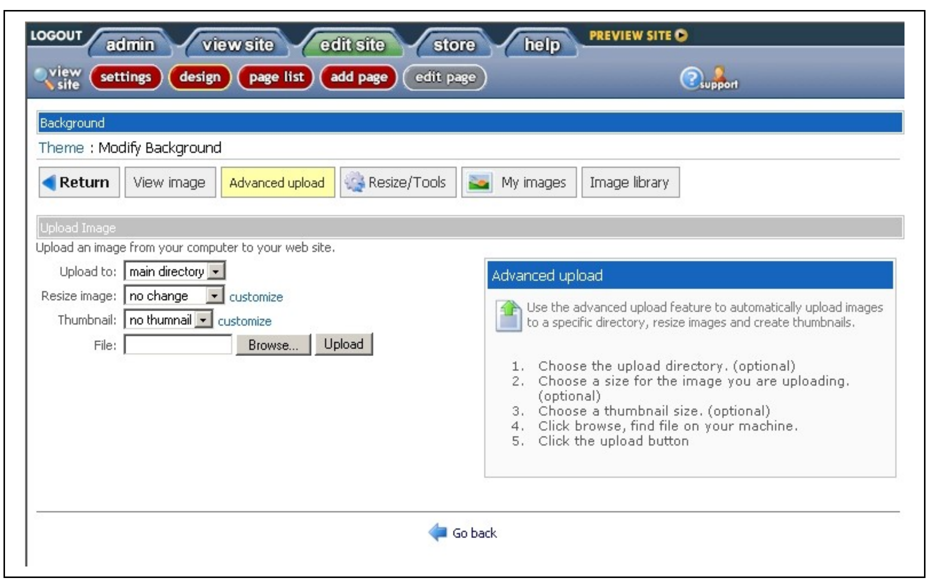


Speed Meter Page

The Speed Meter page displays a chart that shows the amount of time required for the download through different Internet connections. The page also displays the size of your image file.

5.5.2 Advanced Upload

To upload an image from your computer, click Advanced Upload to reach the following page.



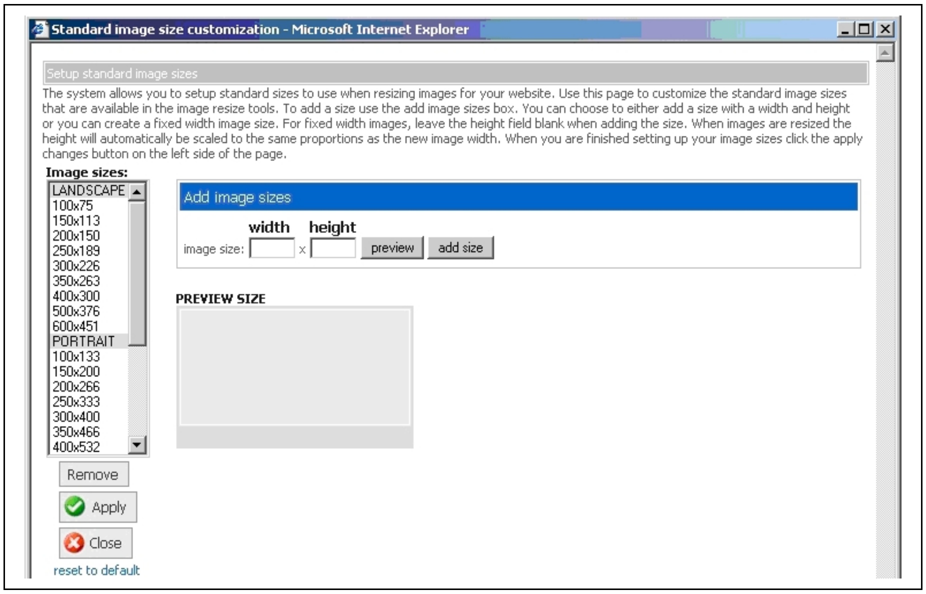
Advanced Upload Page

On this page, you can upload images to specific directories, resize them, and create thumbnails. Type the path of the filename of the image into the File field and click Upload 

, or click Browse 

to locate the file on your computer and click Upload. To resize the image, select an appropriate option from the Resize

Image drop-down menu. For more options, click Customize to open the following pop-up window.



Customize Image Pop-Up Window

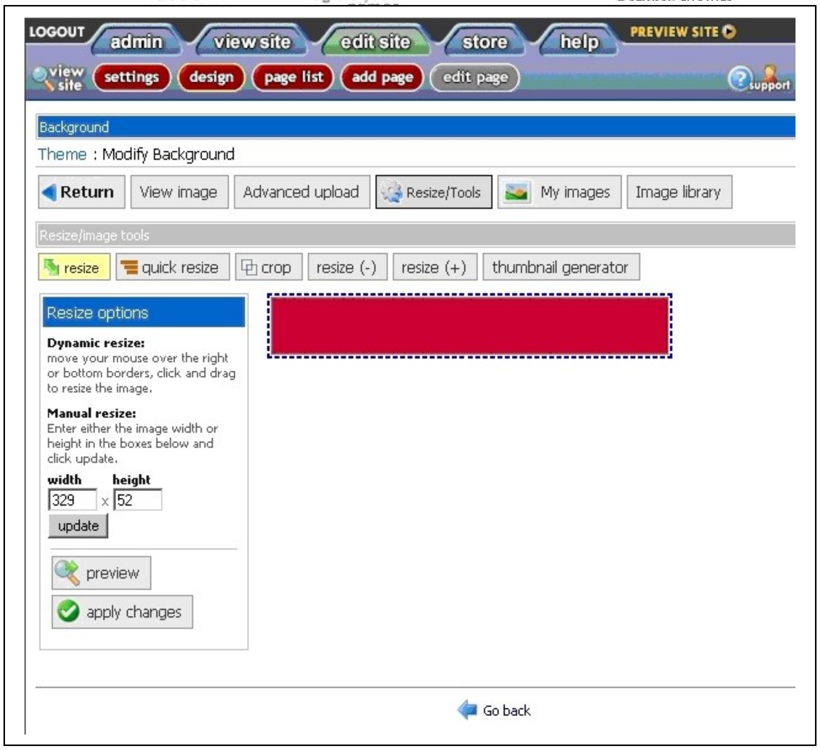
On this page, you may define a standard size for all of your site's images. You can choose either a fixed size from the Image Sizes drop-down menu, or submit image Width and Height specifications under the Add Image Sizes heading. With either method, you can preview the image size in the space under the PREVIEW SIZE heading. Click Add Size under the Add Image Sizes heading to set the indicated size as the standard image size.

If you have chosen one of the fixed image sizes, you may click Remove [Remove] to undo your selection, or Apply [Apply] to save your selected image size. If you are dissatisfied with your changes, you may click Reset to Default to undo your changes. Click Close [Close] to close the window.

On the Advanced Upload page, you can create image thumbnails by setting the size specifications under the Thumbnail heading. For additional options, click Customize to open a window that is similar to the Customize Image pop-up window for image resizing. You can select a fixed or customized thumbnail image size as the standard thumbnail image size by following the procedure described above.

5.5.3 Resize/Tools

To access more dynamic and faster resizing options, click Resize/Tools to be directed to the following page.



Resize/Tools Page

The Resize/Tools page provides the following options:

- Resize
- Quick resize
- Crop
- Resize(-)
- Resize(+)
- Thumbnail generator

The Resize/Tools page automatically opens to the Resize tab. Here you can access both dynamic and manual resizing options. The dynamic option requires clicking on and dragging the dotted border to resize the image. The manual option requires submitting Width and Height specifications in the corresponding fields and then clicking Update 

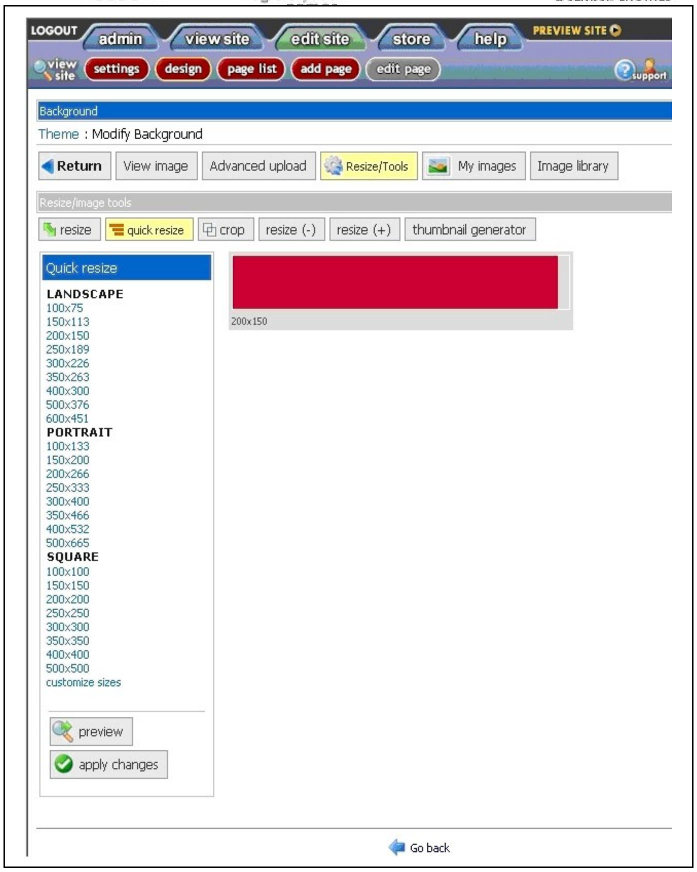
to save your changes. Click Preview 

to view the image as it will appear to your site visitors. Once you have finished, click Apply Changes 

to save your changes.

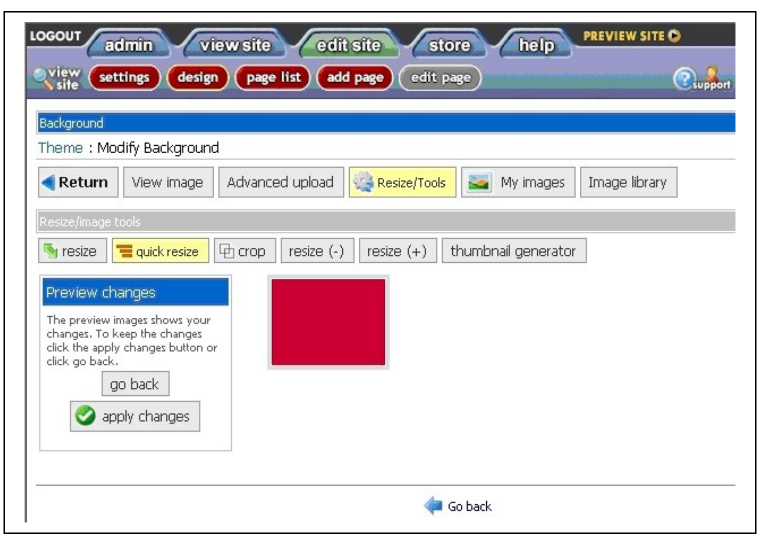
To resize an image more quickly, click Quick Resize 

to be directed to the following page.



Quick Resize Page

Here you can select the appropriate image type and size from the options under the Quick Resize heading. The selected image size will be displayed on the right-hand side of the page. Clicking Preview  will direct you to the following page.



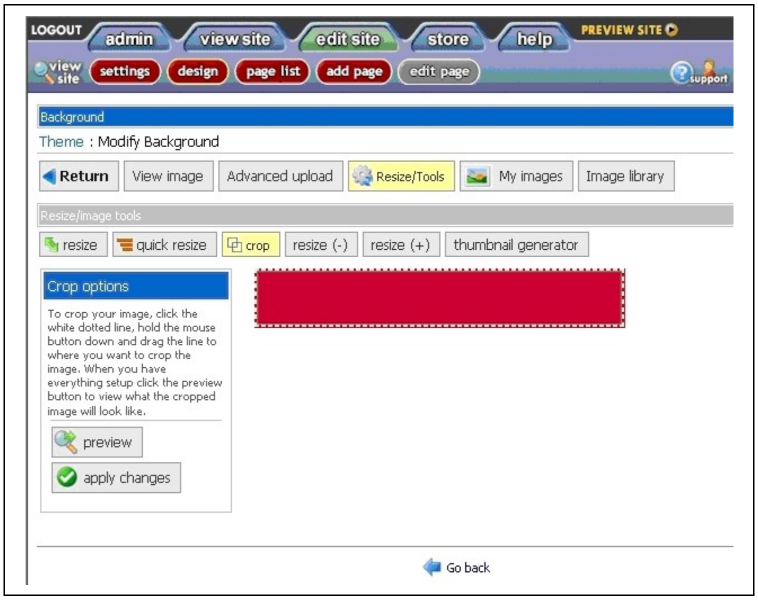
Preview Changes Page

On this page, you can preview how the image will appear with the changes you have made. If you are satisfied with the image, click Apply Changes. Otherwise, click Go Back to return to the Quick Resize page. On that page, click Apply Changes 

to save your changes.

To crop images, click Crop 

to be directed to the following page.

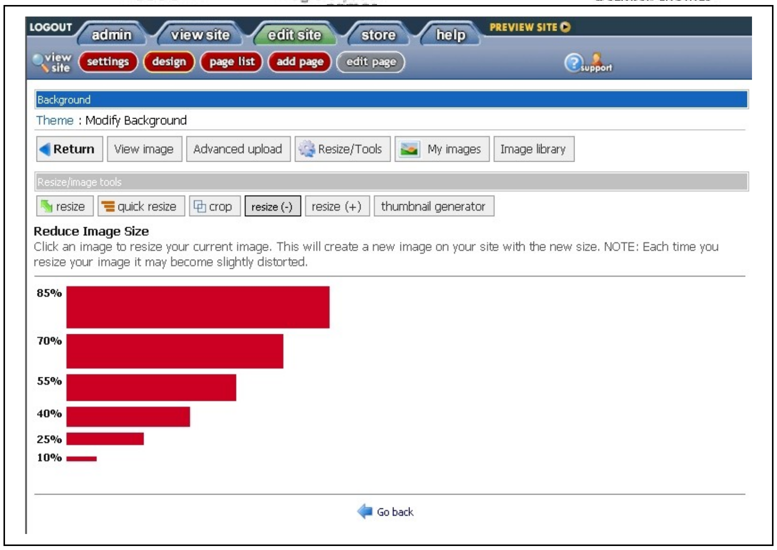


Crop Image Page

To crop the image, click on and drag the white dotted border to the desired image edges. Then click Preview 

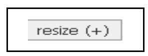
to view the image as it will appear to site visitors.

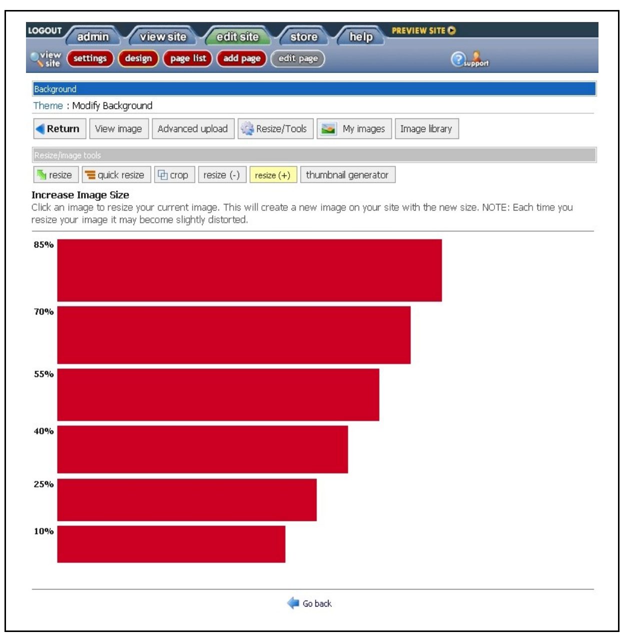
To make an image smaller, click Resize (-) and you will be directed to the following page.



Resize (-) Page

To make an image smaller, click on one of the options in the displayed image size scale. Click Go Back to return to the Modify Background page.

To make an image larger, click Resize (+)  and you will be directed to the following page.

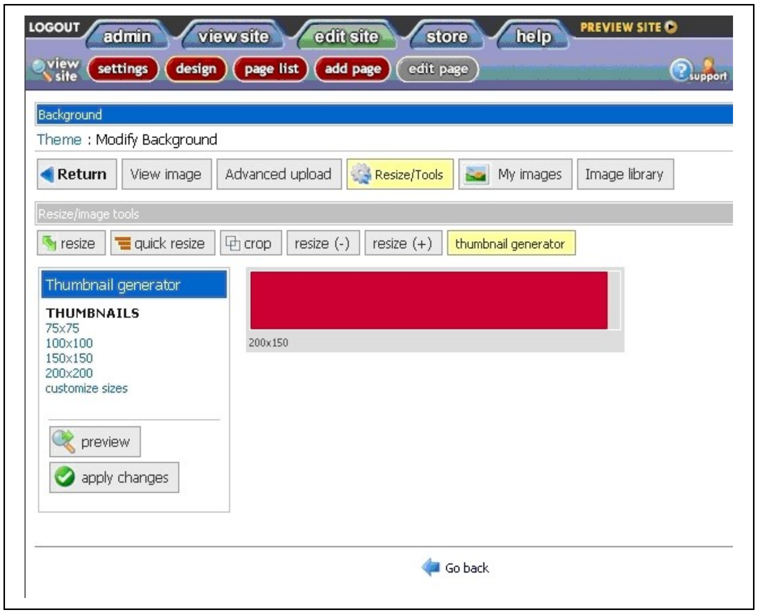


Resize (+) Page

To make an image larger, click on one of the options in the displayed image size scale. Click Go Back to return to the Modify Background page.

The Thumbnail Generator option allows you to produce a thumbnail image. Click Thumbnail Generator 

to be directed to the following page.

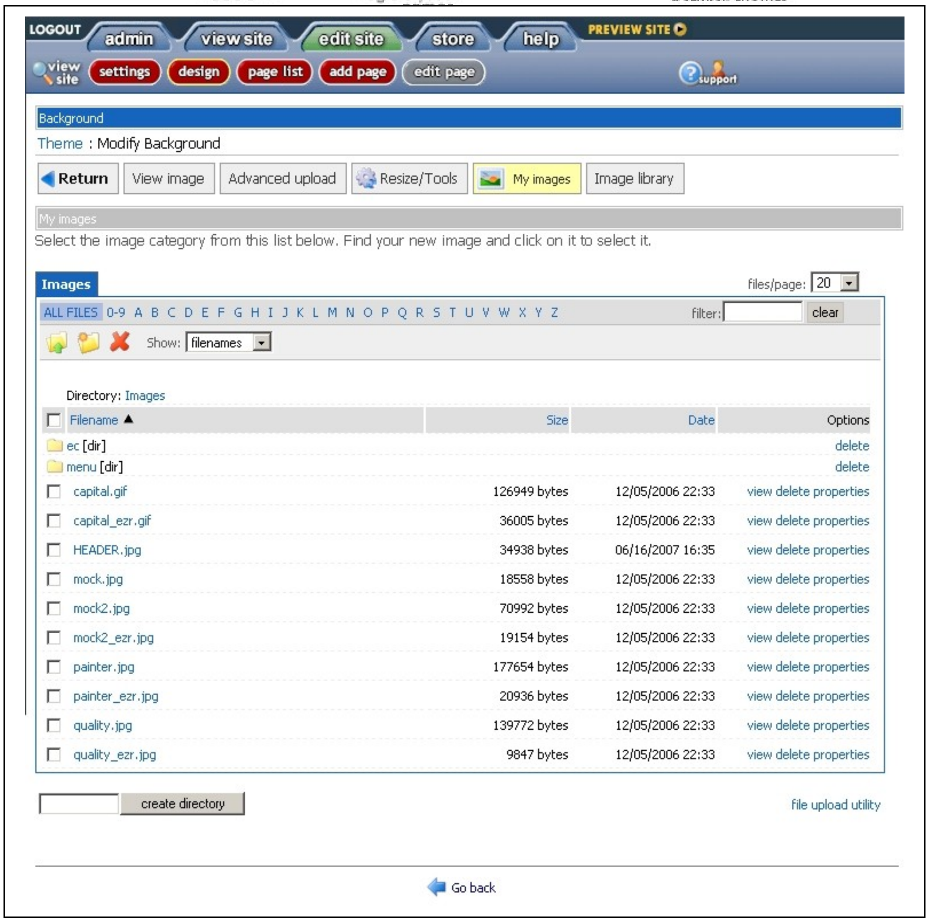


Create Thumbnail Page

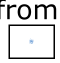
Under the Thumbnail Generator heading, you may select a specific size for the thumbnail image. The Preview option allows you to view and save the changes you have made.

5.5.4 My Images

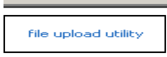
Clicking My Images provides access to the images directory by opening the following page.



My Images Page

On this page, you can select an image category from the alphabetical list. You can also choose to display the image files by their filenames, small icons, or images. To select an image from the displayed list, simply click on the image. To preview the image, click View  and the image will appear in a pop-up window. To view image property details, click Properties  and the details will appear in a pop-up window. Click Delete  if you wish to delete the corresponding image.

To create a new directory, type the name of the new directory in the Create Directory field at the bottom of the page and then click Create Directory 

. The new directory will appear in the list. Clicking File Upload Utility 

directs you to the Configure File Upload Utility section of Settings.

5.5.5 Image Library

You may also select an image from the image library by clicking Image Library to be directed to the following page.

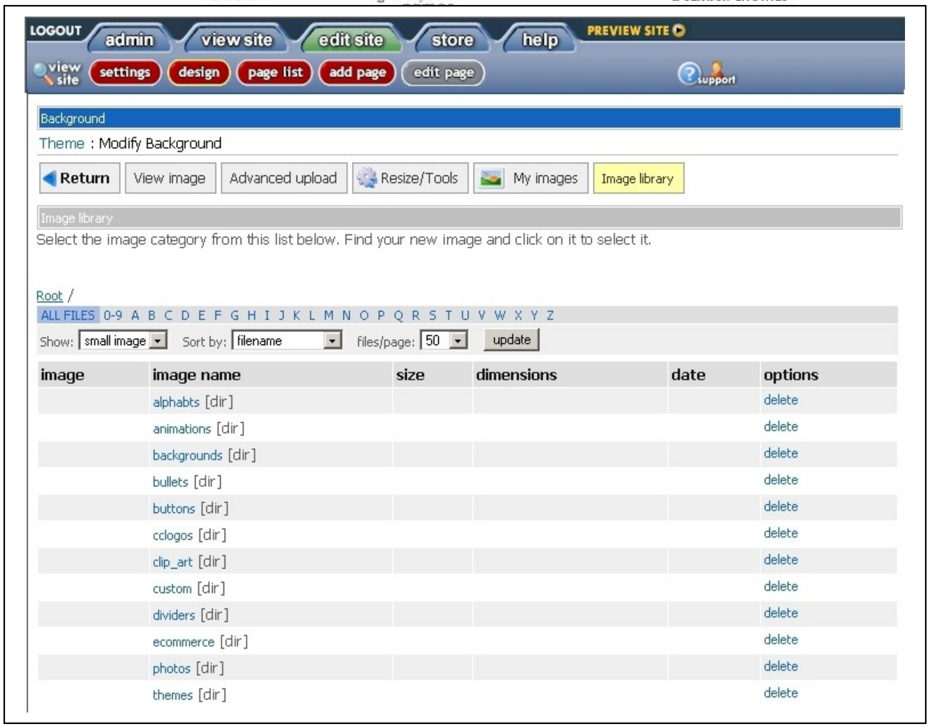


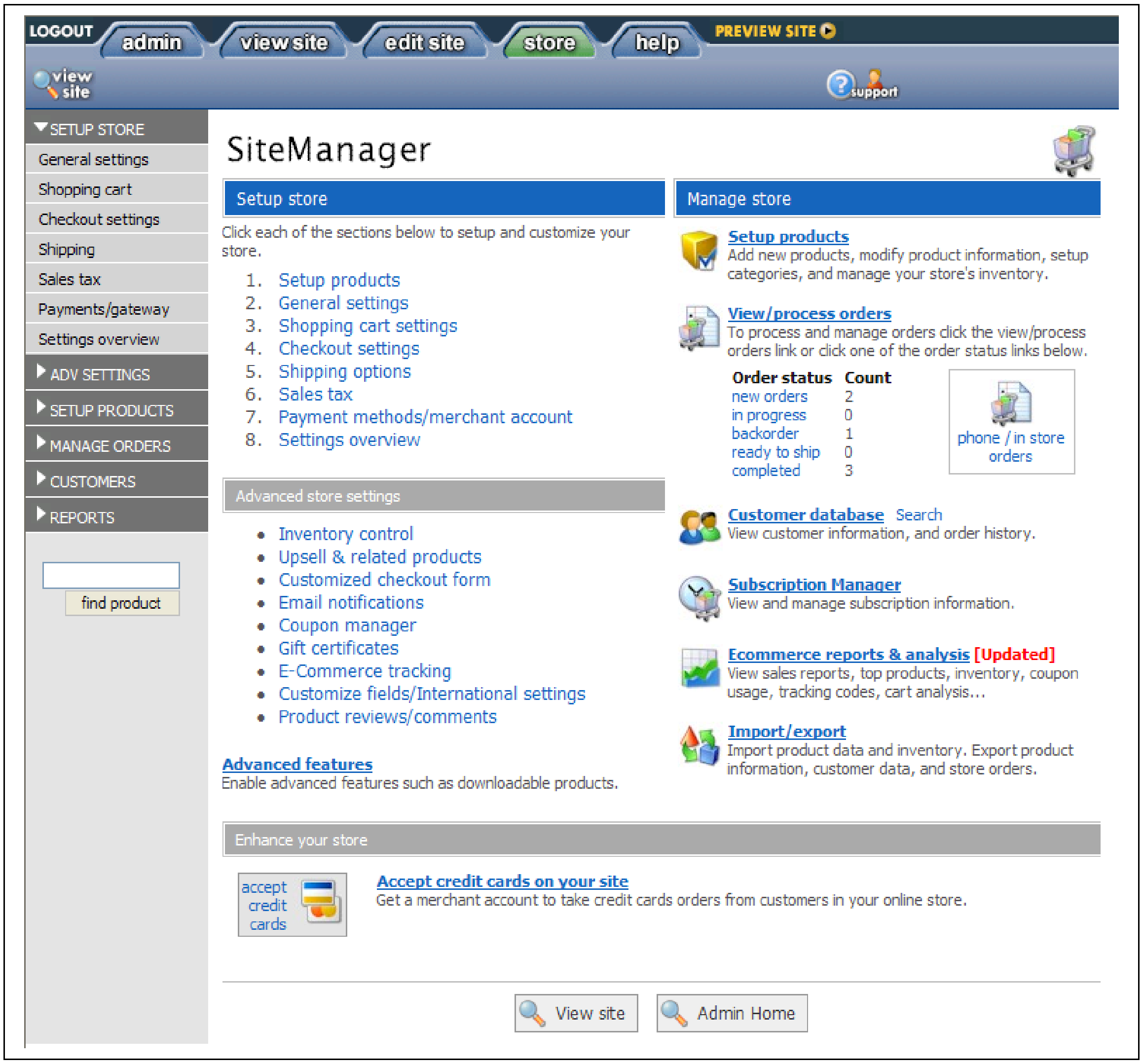
Image Library Page

On this page, you can select an image category from the alphabetical list, or you may choose to view a list of all the image files by their filename, small icons, or images. The images can be sorted according to their filename, size, or date. Choose your preferred option from the Sort by drop-down menu. To select an image from the displayed list, click on the image. Click Go Back to return to the Image Upload page.

CHAPTER 6

6 Store Manager

The Store Manager section allows you to setup and customize your e-store and manage your products, orders, and customers. Click Store Manager in the vertical Admin Menu to open the following page.



Store Manager Page

The Store Manager page has six sections (listed on the left-hand side of the page) that organize different elements of your e-store:

- Setup Store
- Advanced Settings
- Setup Products
- Manage Orders
- Customers
- Reports

The Store Manager page also provides access to some of the most frequently used features, along with a few advanced features.

6.1 Setup Store

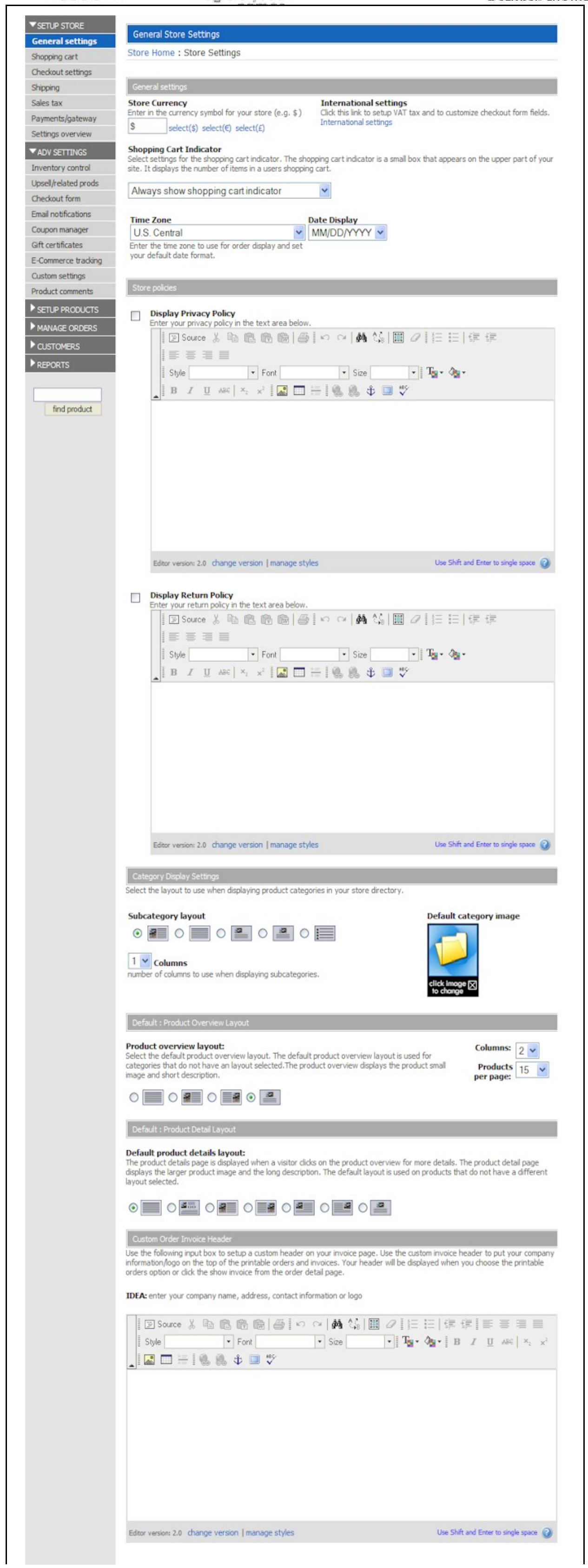
Under the Setup Store heading, you can access many e-store setup and customization functionalities.

- General settings
- Shopping cart
- Checkout settings
- Shipping
- Sales tax
- Payments/gateway

6.1.1 General Settings

Click General Settings to be directed to the following page, where you can define the general settings for your e-store.


EDIT SITE
SETUP STORE
UPGRADE ACCOUNT
SITE ONLINE
register/add
SETUP EMAIL
MARKETING
& SEARCH ENGINES


SETUP STORE
General settings
Shopping cart
Checkout settings
Shipping
Sales tax
Payments/gateway
Settings overview
ADV SETTINGS
Inventory control
Upsell/related prods
Checkout form
Email notifications
Coupon manager
Gift certificates
E-Commerce tracking
Custom settings
Product comments
SETUP PRODUCTS
MANAGE ORDERS
CUSTOMERS
REPORTS
find product
General Store Settings
Store Home : Store Settings
General settings
Store Currency
Enter in the currency symbol for your store (e.g. $)
select($) select(€) select(£)
International settings
Click this link to setup VAT tax and to customize checkout form fields.
International settings
Shopping Cart Indicator
Select settings for the shopping cart indicator. The shopping cart indicator is a small box that appears on the upper part of your site. It displays the number of items in a users shopping cart.
Always show shopping cart indicator
Time Zone
U.S. Central
Enter the time zone to use for order display and set your default date format.
Date Display
MM/DD/YYYY
Store policies
Display Privacy Policy
Enter your privacy policy in the text area below.
Display Return Policy
Enter your return policy in the text area below.
Category Display Settings
Select the layout to use when displaying product categories in your store directory.
Subcategory layout
Columns
number of columns to use when displaying subcategories.
Default category image
click image to change
Default : Product Overview Layout
Product overview layout:
Select the default product overview layout. The default product overview layout is used for categories that do not have an layout selected. The product overview displays the product small image and short description.
Columns:
Products per page:
Default : Product Detail Layout
Default product details layout:
The product details page is displayed when a visitor clicks on the product overview for more details. The product detail page displays the larger product image and the long description. The default layout is used on products that do not have a different layout selected.
Custom Order Invoice Header
Use the following input box to setup a custom header on your invoice page. Use the custom invoice header to put your company information/logo on the top of the printable orders and invoices. Your header will be displayed when you choose the printable orders option or click the show invoice from the order detail page.
IDEA: enter your company name, address, contact information or logo

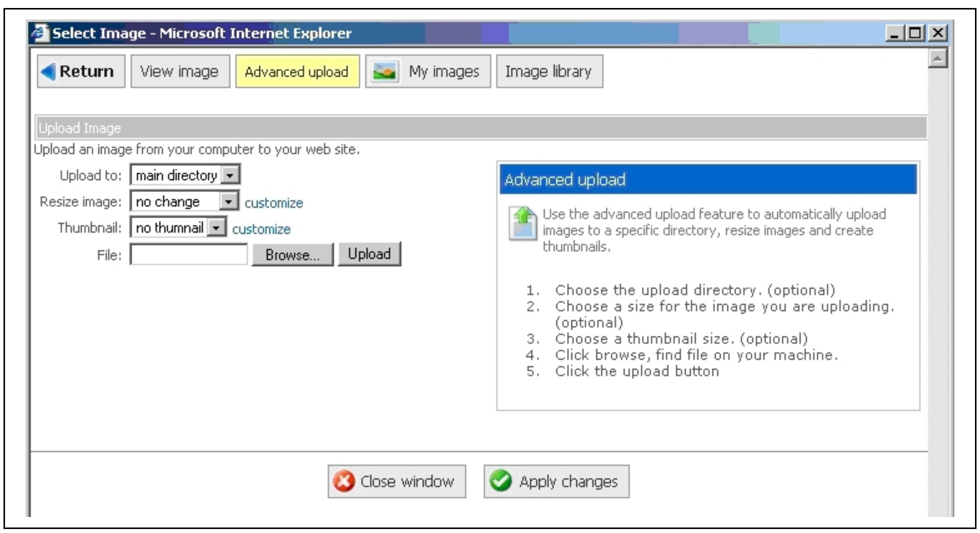
Use the Store Currency field to select a currency symbol for your e-store. Choose one of the options by clicking Select next to your preferred currency symbol.

Under the Shopping Cart Indicator heading, you can adjust your shopping cart display settings by selecting an appropriate option from the Shopping Cart Indicator drop-down menu.

Next, select your time zone from the Time Zone drop-down menu. Select the default date format from the Date Display drop-down menu.

Under the Store Policies heading, you may opt to display privacy and return policies in your e-store. To display an e-store privacy policy, check the Display Privacy Policy box and enter the text of the privacy policy content in the corresponding text editor. Similarly, to display an e-store return policy, check the Display Return Policy box and enter the text of the return policy in the corresponding text editor.

Under the Category Display Settings heading, you can select a layout for your product categories. Mark the circle next to your preferred layout option. Then use the Columns drop-down menu to select the number of columns that should be used to display product subcategories. Under the Default Category Image, you can see the logo that is currently in use. To replace it with another image, click on the logo image to open the following pop-up window.



Select Image Pop-Up Window

You may choose an image either from My Images or from the Image Library. You can also upload an image from your computer. To choose an image from My Images or the Image Library, click on the corresponding option and choose an image from the displayed list, following the same procedure that was described in the My Images and Image Library section. To upload an image from your computer, follow the same procedure as described in the Advanced Upload section.

Once you have finished, click Apply Changes 

to save your changes. Then click Close to close the window.

Under the Default: Product Overview Layout and Default: Product Detail Layout headings, choose the default layouts for the product overviews and product details. These defaults will be used on products whose layouts are not specifically selected.

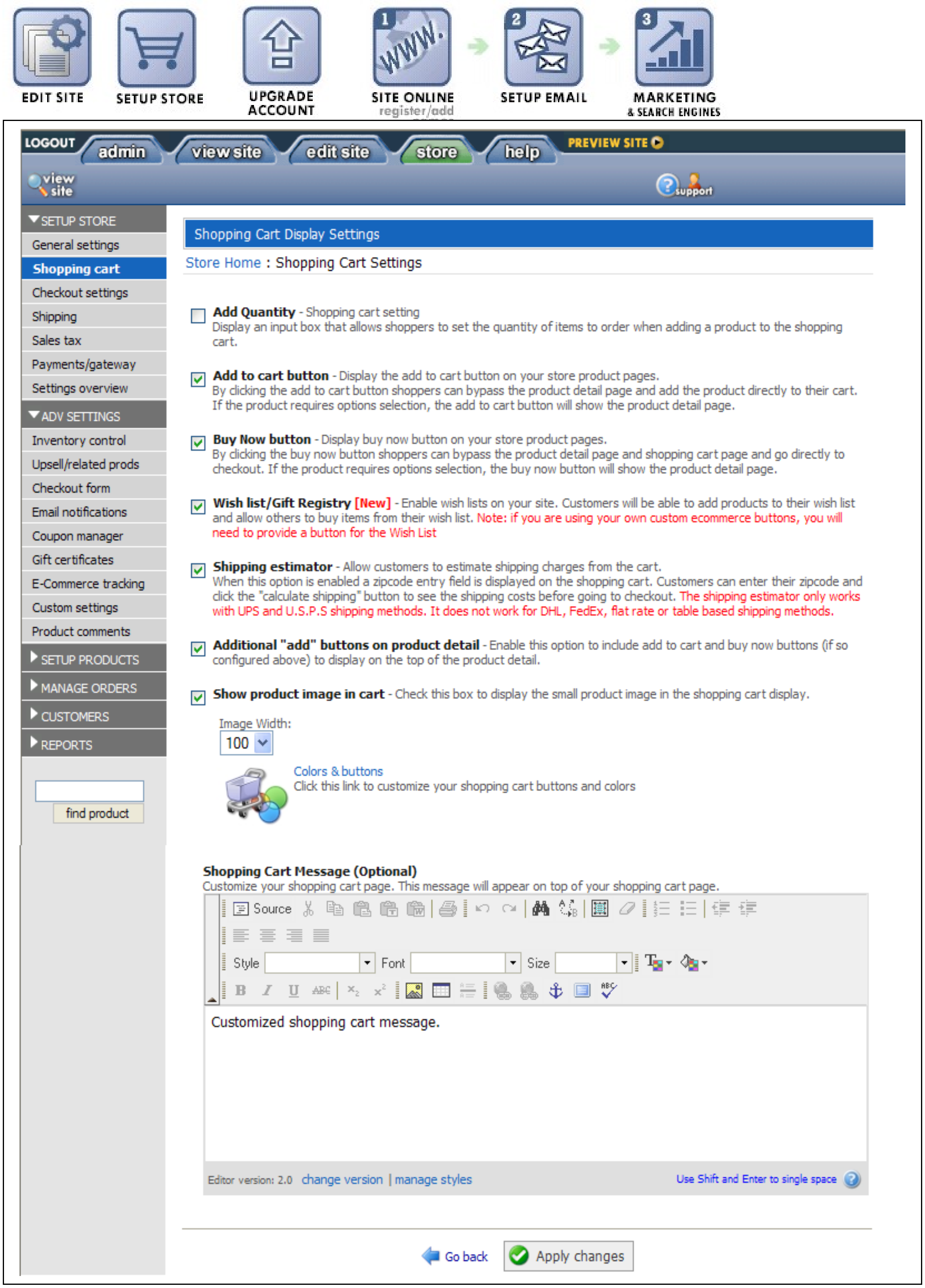
The Custom Order Invoice Header section allows you to create the header for your invoice page. Create your custom header in the corresponding text editor box.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Store Manager page.

6.1.2 Shopping Cart

Click Shopping Cart under Setup Store to open the following page, where you can select your shopping cart settings.



Shopping Cart Settings Page

This page presents options to enable the following store features:

- Add quantity
- Add to cart button

- Buy now button
- Wish list/gift registry
- Shipping estimator
- Additional "add" buttons on product detail
- Show product image in cart

To enable any of these features, simply check the corresponding box(es). If you wish to display a product image in the shopping cart, select an image width in the Image Width drop-down menu.

You may customize the color of your shopping cart buttons and images by clicking Colors & Buttons , which will direct you to the Shopping Cart section of Text & Styles.

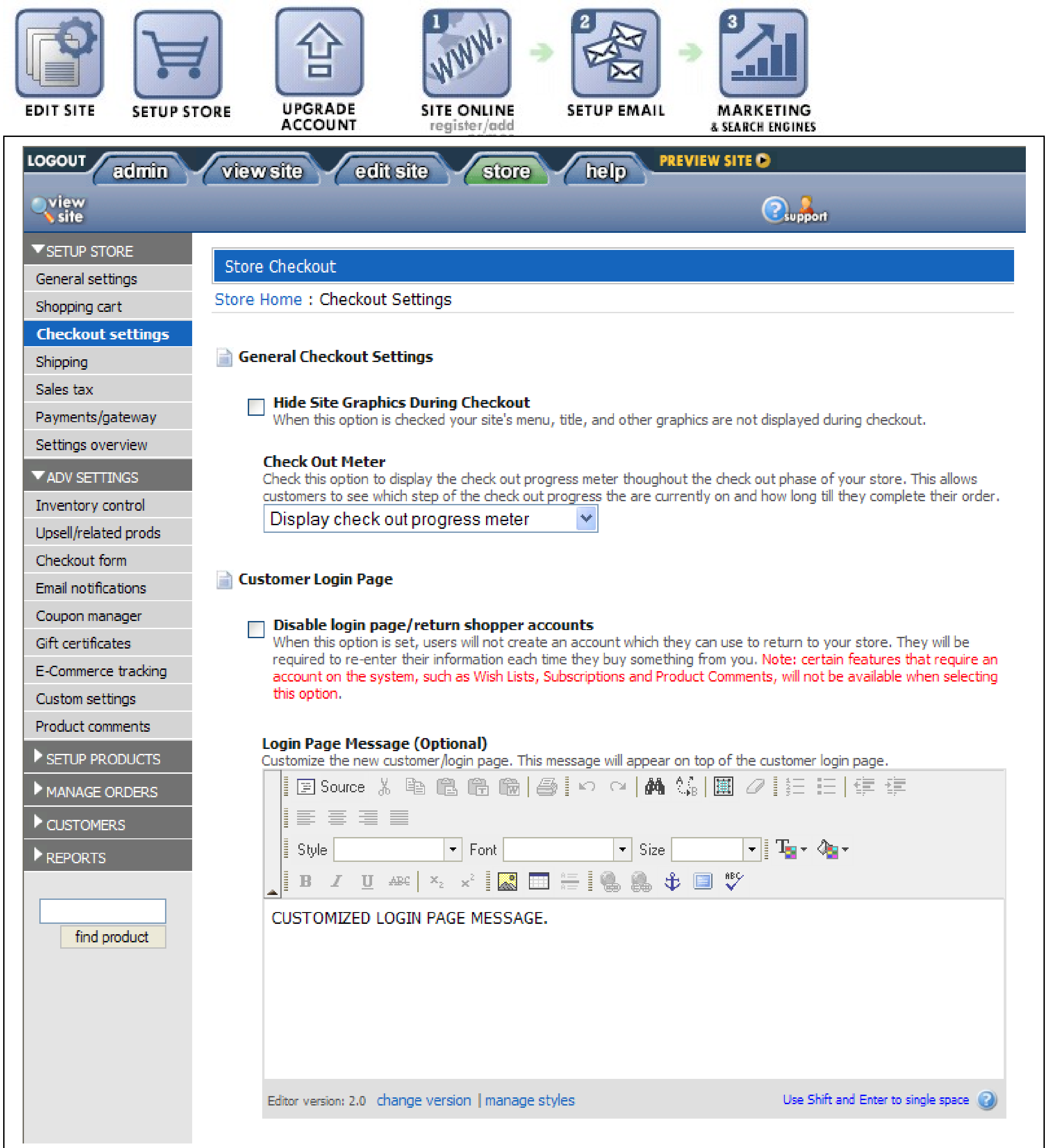
Under the Shopping Cart Message heading, you may use the text editor to write an optional introductory paragraph for your shopping cart page.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Store Manager page.

6.1.3 Checkout Settings

The Checkout Settings option under Store Settings allows you to adjust the checkout settings for your e-store. Click Checkout Settings to open the following page.

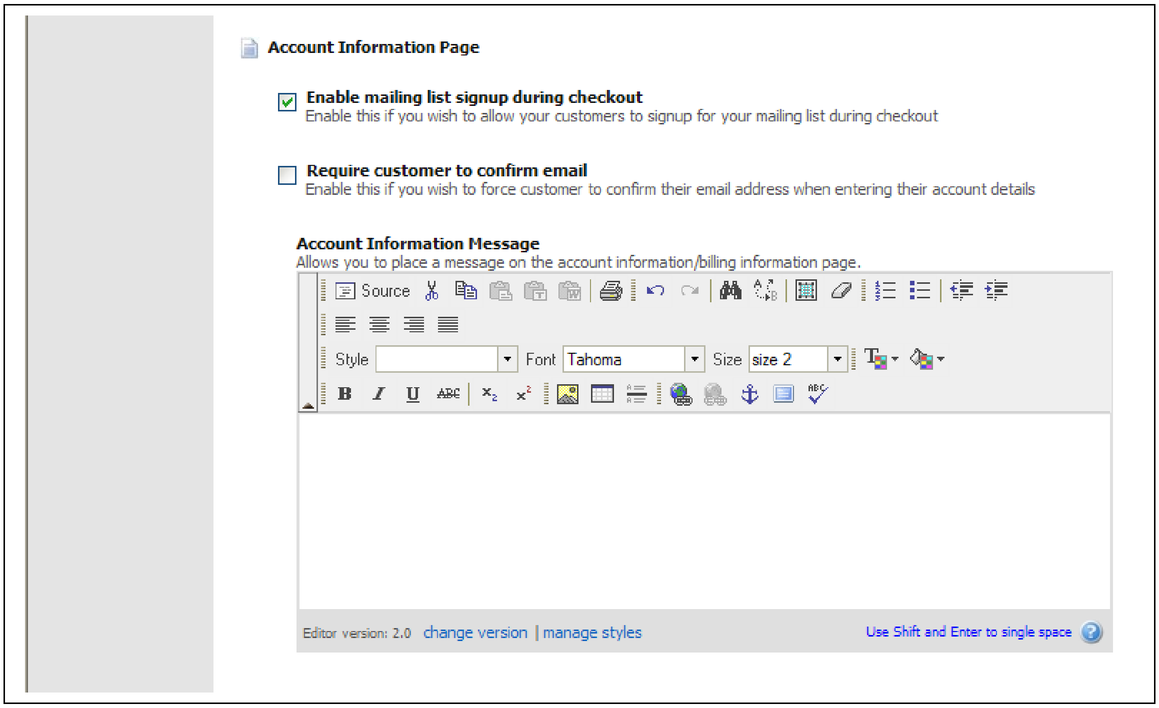


Checkout Settings Page (cont….)

Under the General Checkout Settings heading, you can choose to Hide Site Graphics During Checkout by marking the corresponding box. Use the Check Out Meter drop-down menu to display or hide the check out progress meter.

Under the Customer Login Page heading, you can control the customer login page details. If you mark the Disable Login Page/Return Shopper Accounts box, then customers will not be able to create an account to facilitate frequent visits to your e-store. Instead, they will have to re-enter their information each time they buy something from your e-store. Note that when the login page is disabled, certain features that require an account on the system, such as wish lists, subscriptions and product comments, will not be available.

Use the text editor under the Login Page Message heading to create an optional message for your customer login page.

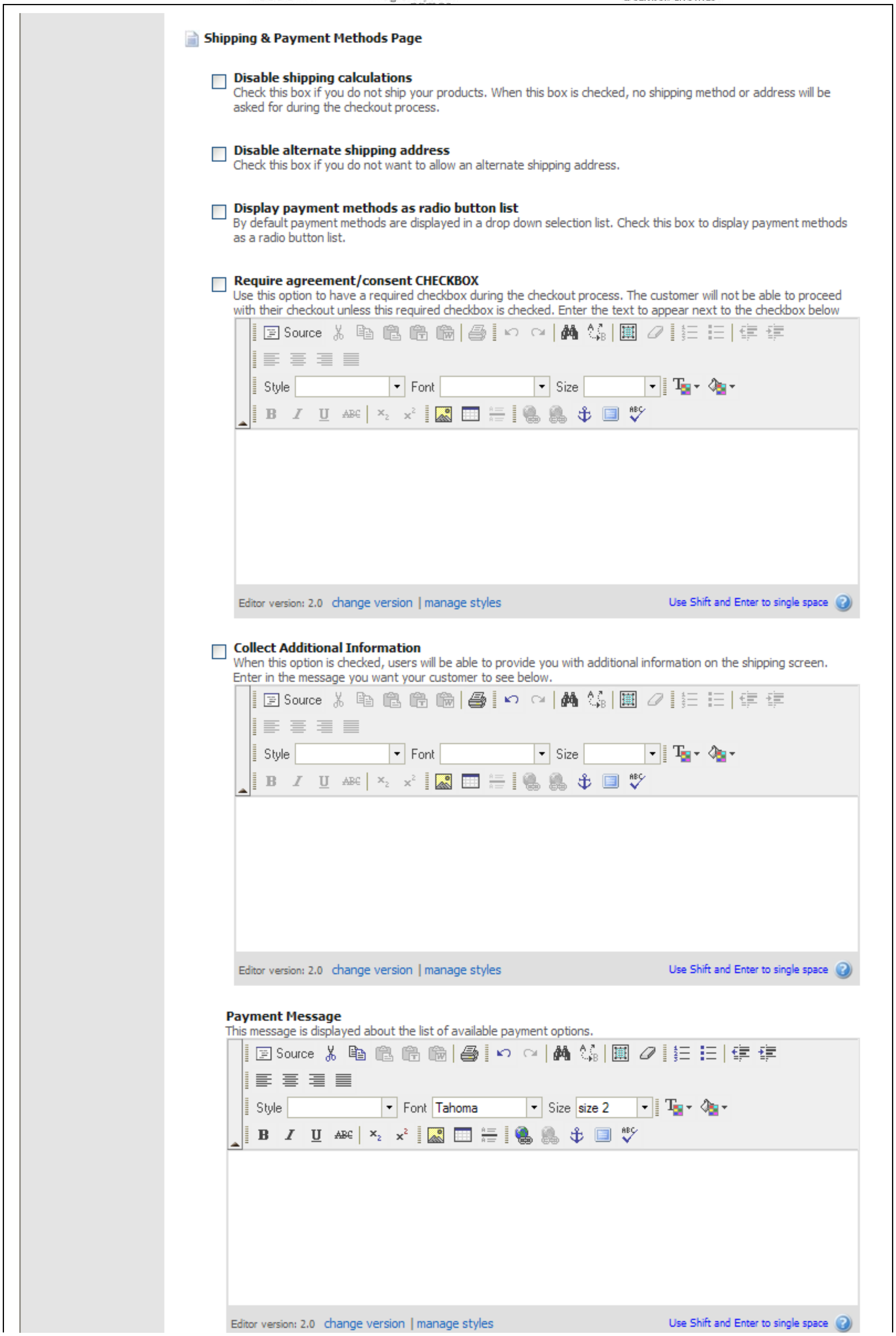


Checkout Settings Page (….cont….)

Under the Account Information Page heading, you may adjust the customer account settings. If you wish to let your visitors sign up for your mailing list, mark the box titled Enable Mailing List Signup During Checkout. If you want to force customers to confirm their email addresses when entering account details, then mark the box titled Require Customer To Confirm Email.

Use the text editor under the Account Information Message heading to create a message for display on the account/billing information page.


EDIT SITE
SETUP STORE
UPGRADE ACCOUNT
SITE ONLINE
register/add
SETUP EMAIL
MARKETING
& SEARCH ENGINES


Shipping & Payment Methods Page
Disable shipping calculations
Check this box if you do not ship your products. When this box is checked, no shipping method or address will be asked for during the checkout process.
Disable alternate shipping address
Check this box if you do not want to allow an alternate shipping address.
Display payment methods as radio button list
By default payment methods are displayed in a drop down selection list. Check this box to display payment methods as a radio button list.
Require agreement/consent CHECKBOX
Use this option to have a required checkbox during the checkout process. The customer will not be able to proceed with their checkout unless this required checkbox is checked. Enter the text to appear next to the checkbox below
Source
Style
Font
Size
Editor version: 2.0
change version | manage styles
Use Shift and Enter to single space
Collect Additional Information
When this option is checked, users will be able to provide you with additional information on the shipping screen. Enter in the message you want your customer to see below.
Source
Style
Font
Size
Editor version: 2.0
change version | manage styles
Use Shift and Enter to single space
Payment Message
This message is displayed about the list of available payment options.
Source
Style
Font
Tahoma
Size
size 2
Editor version: 2.0
change version | manage styles
Use Shift and Enter to single space

Under the Shipping & Payment Methods Page heading, you will find options to modify the shipping and payment method features:

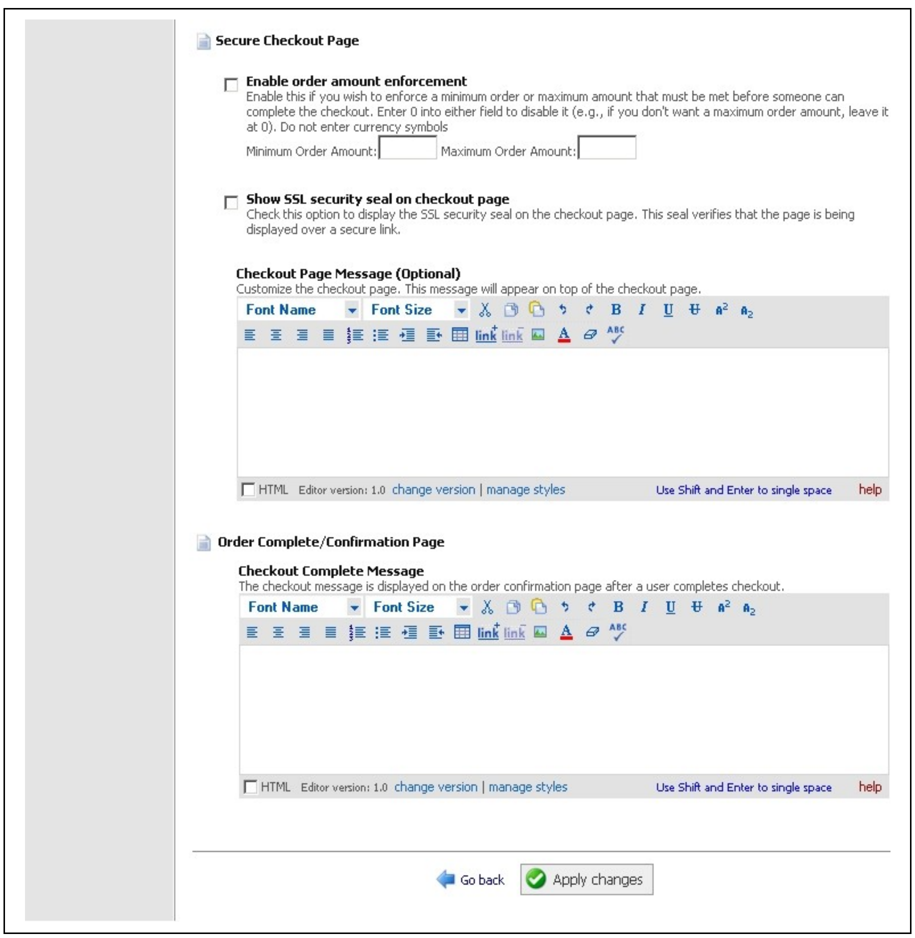
- Disable shipping calculations
- Disable alternate shipping address
- Display payment methods as radio button list

To select any of these features, simply check the corresponding box(es).

To require the customer to agree to certain terms, check the box titled Require agreement/consent Checkbox. A customer will not be able to proceed with a checkout unless the box is checked. Use the corresponding text editor to enter the text that will appear next to the checkbox.

If you check the box titled Collect Additional Information, you will be able to collect the additional information that users leave on the shipping page. Use the corresponding text editor to create a message that invites your customers to leave additional information.

Under the Payment Message heading, use the text editor to create a message that will appear above the list of available payment options.



Checkout Settings Page (….cont)

Under the Secure Checkout Page heading, you can adjust the settings for the checkout page. Mark the Enable Order Amount Enforcement if you wish to establish a minimum or maximum purchases amount that a customer must make before the checkout process can be completed. To disable the feature, set the Minimum Order Amount and Maximum Order Amount fields to zero.

If you mark the box titled Show SSL Security Seal on Checkout Page, then all of your checkout pages will have the SSL security seal, which indicates that the page is being accessed over a secured link.

Use the text editor under the Checkout Page Message heading to create a message for display at the top of the checkout page.

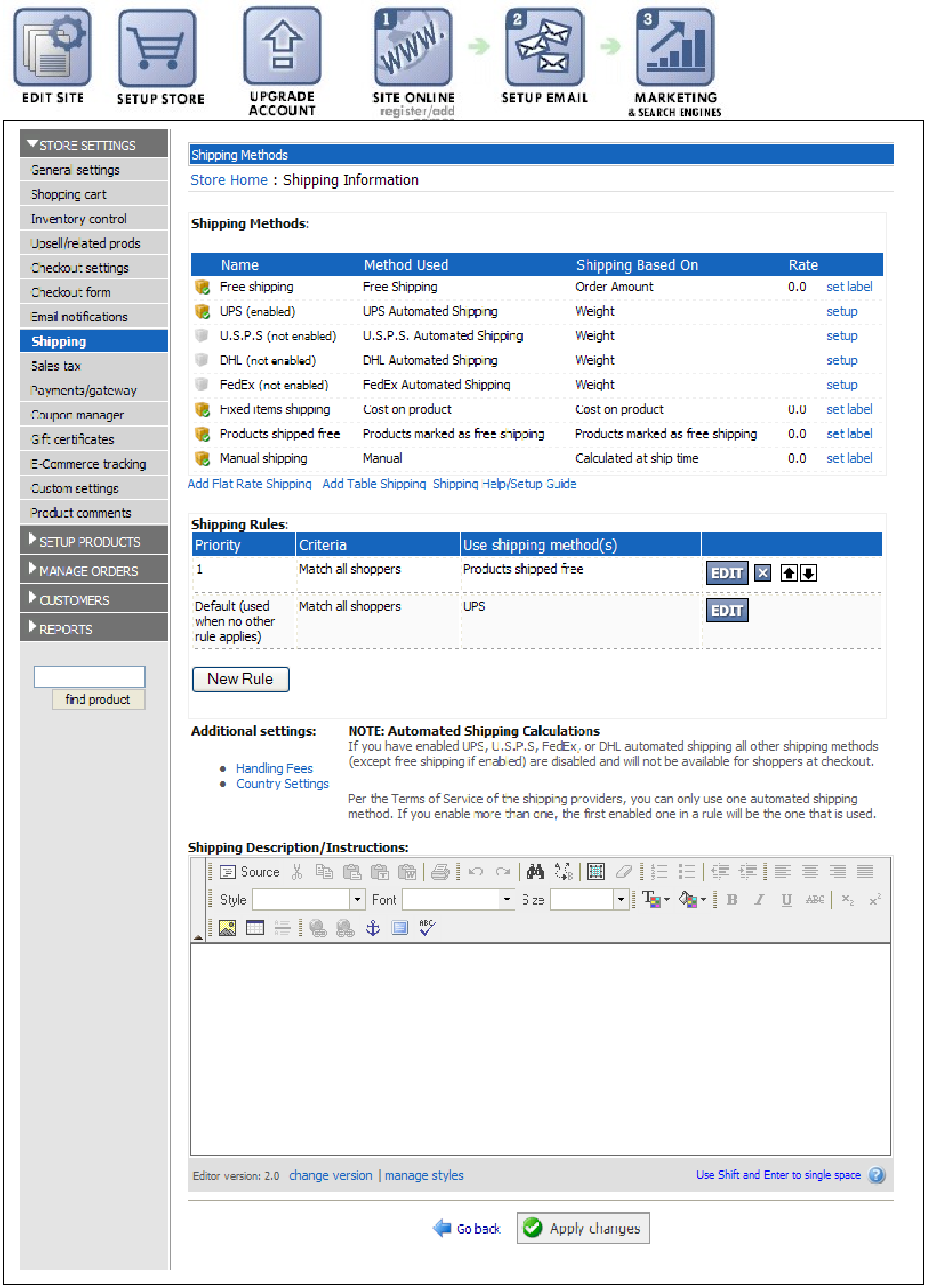
Use the text editor under the Order Complete/Confirmation Page heading to create a message for display when the checkout process has been completed. This message should confirm that the customer's order has been received.

Once you are finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Store Manager page.

6.1.4 Shipping

The Shipping option under Store Settings allows you to enter shipping information for your e-store. Click Shipping to be directed to the following page.

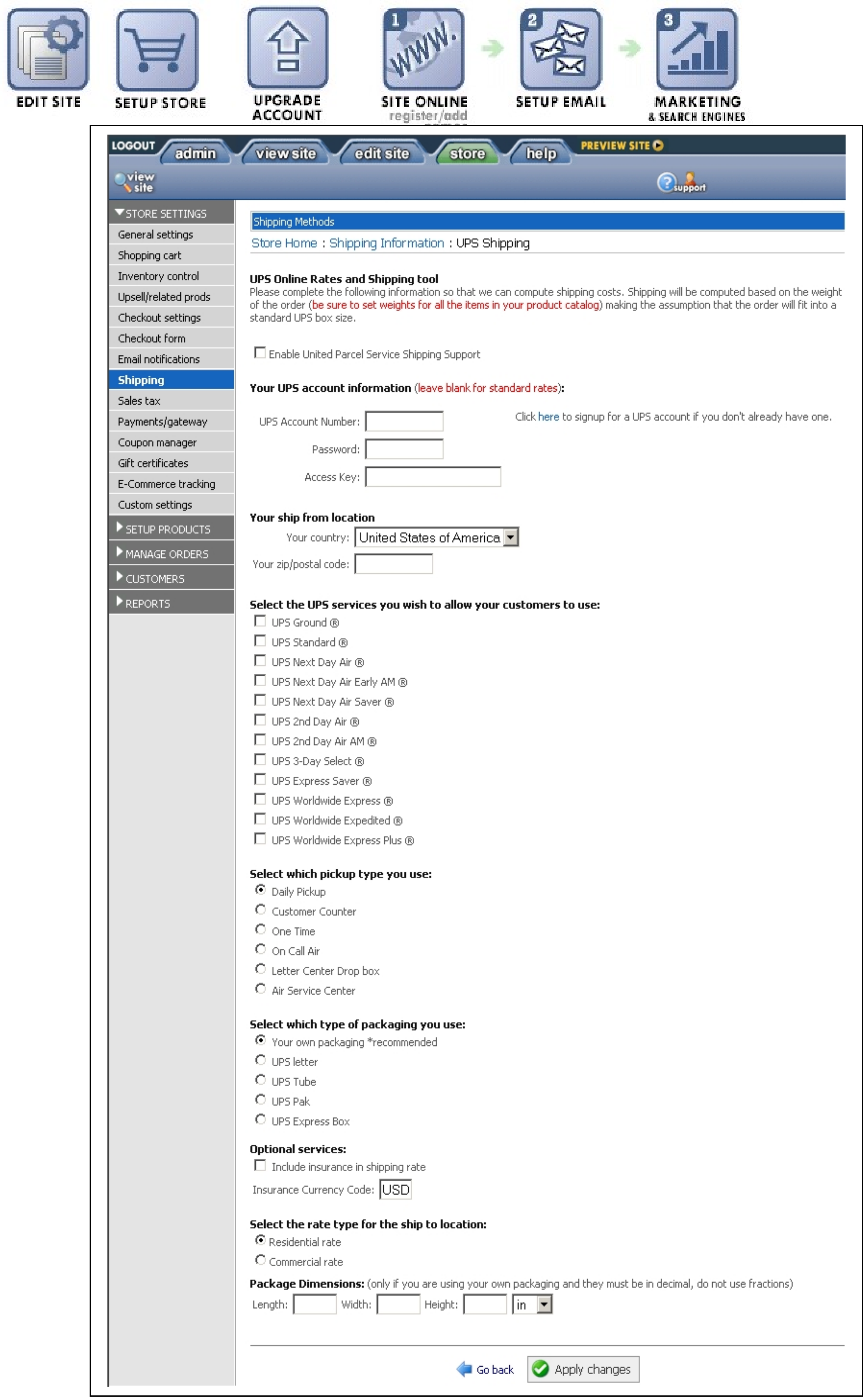


Shipping Page

The Shipping page lists some of the most frequently used shipping services, along with options for free shipping, fixed item shipping, products shipped free and manual shipping. The free shipping, fixed item shipping, products shipped free and manual shipping are options that are automatically enabled in order to be used when setting

up the shipping rules. To activate any of the other options, simply click on it to open the corresponding settings page. The options on each of these pages are described in detail below.

To offer UPS shipping services, click UPS on the Shipping page, and you will be directed to the UPS Shipping page.



UPS Shipping Page

On this page, you may activate an automated shipping price calculator. The automated shipping calculator uses the package weight and the zip codes of the shipper and buyer to determine the total shipping cost.

To activate UPS shipping services, click Enable United Parcel Service Shipping Service. If you do not have a UPS account, click the Here link to create a new account. Provide the requested UPS Account Number, Password and Access Key to access your account. For standard UPS rates, leave these fields blank.

In the Your Ship-From Location field, select your country from the Your Country drop-down menu. Then enter your zip or postal code in the Your Zip/Postal Code field.

The page lists all of the shipping services offered by UPS. Select the type(s) of services that you wish to offer to your customers.

You may select a pickup type from the list displayed under Select Which Pickup Type You Use.

To specify your packaging preferences, select one of the packaging options listed under Select Which Type of Packaging You Use.

If you send valuable products, you may wish to provide insurance coverage for the shipped goods. You may do so by checking the box next to Include Insurance in Shipping Rate.

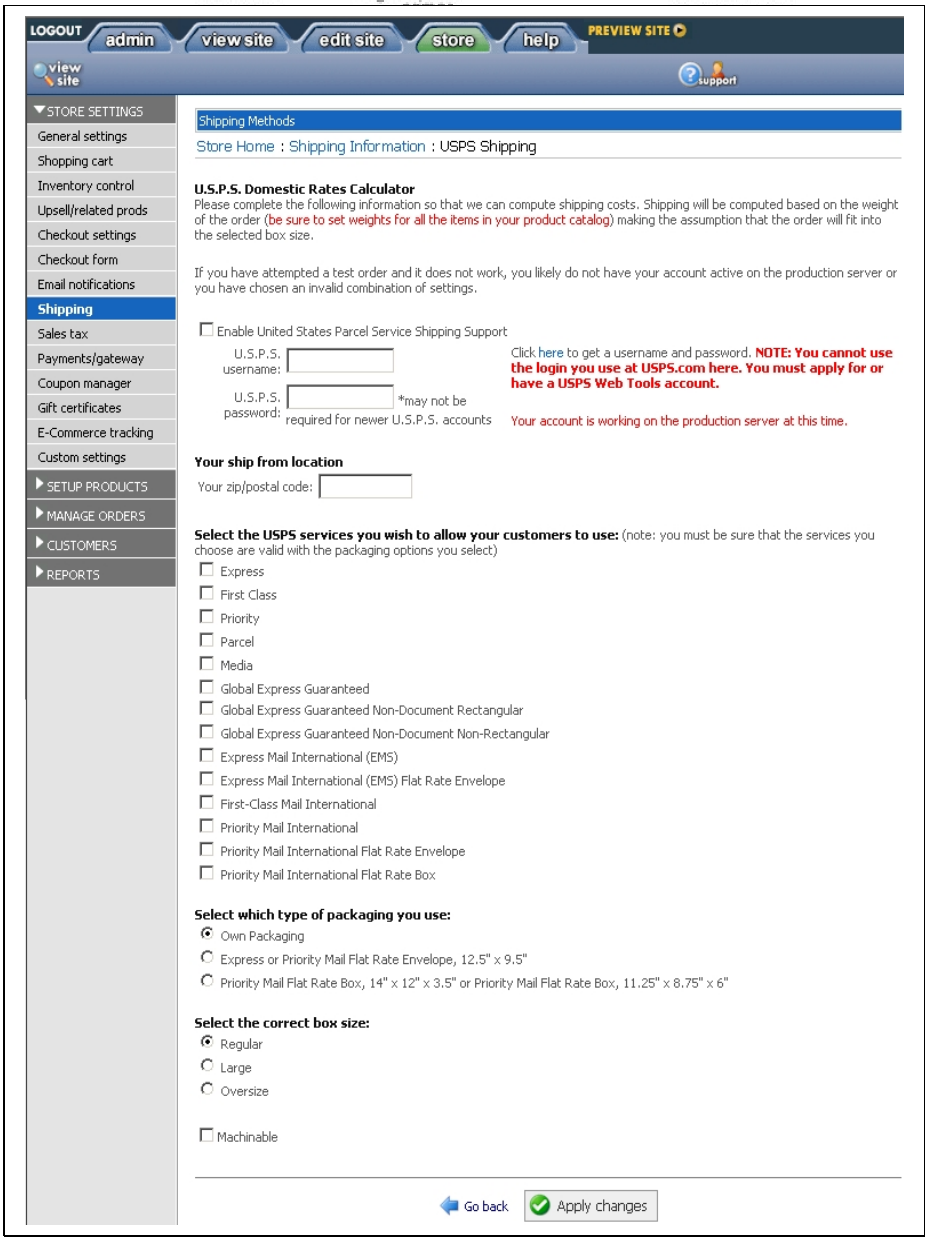
In the field labeled Select the Rate Type for the Ship-To Location, you may select either Residential Rate or Commercial Rate.

If your company uses its own packaging, UPS needs to know the size. Enter the size specifications of your package in the Length, Width and Height fields and then select the appropriate measurement unit from the adjacent drop-down menu.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may clicking on the Go Back option to return to the Shipping Information page.

To offer USPS shipping services settings, click USPS on the Shipping page, and you will be directed to the USPS Shipping page.



U.S.P.S Shipping Page

On this page, you may activate an automated shipping price calculator. The automated shipping calculator uses the package weight and the zip codes of the shipper and buyer to determine the total shipping cost.

To activate USPS shipping services, click Enable United States Postal Service Shipping Support. If you do not have a USPS account, click the Here link to create one. Provide the requested USPS username to access your account.

Enter your area zip or postal code in the Your Zip/Postal Code field under Your Ship-From Location.

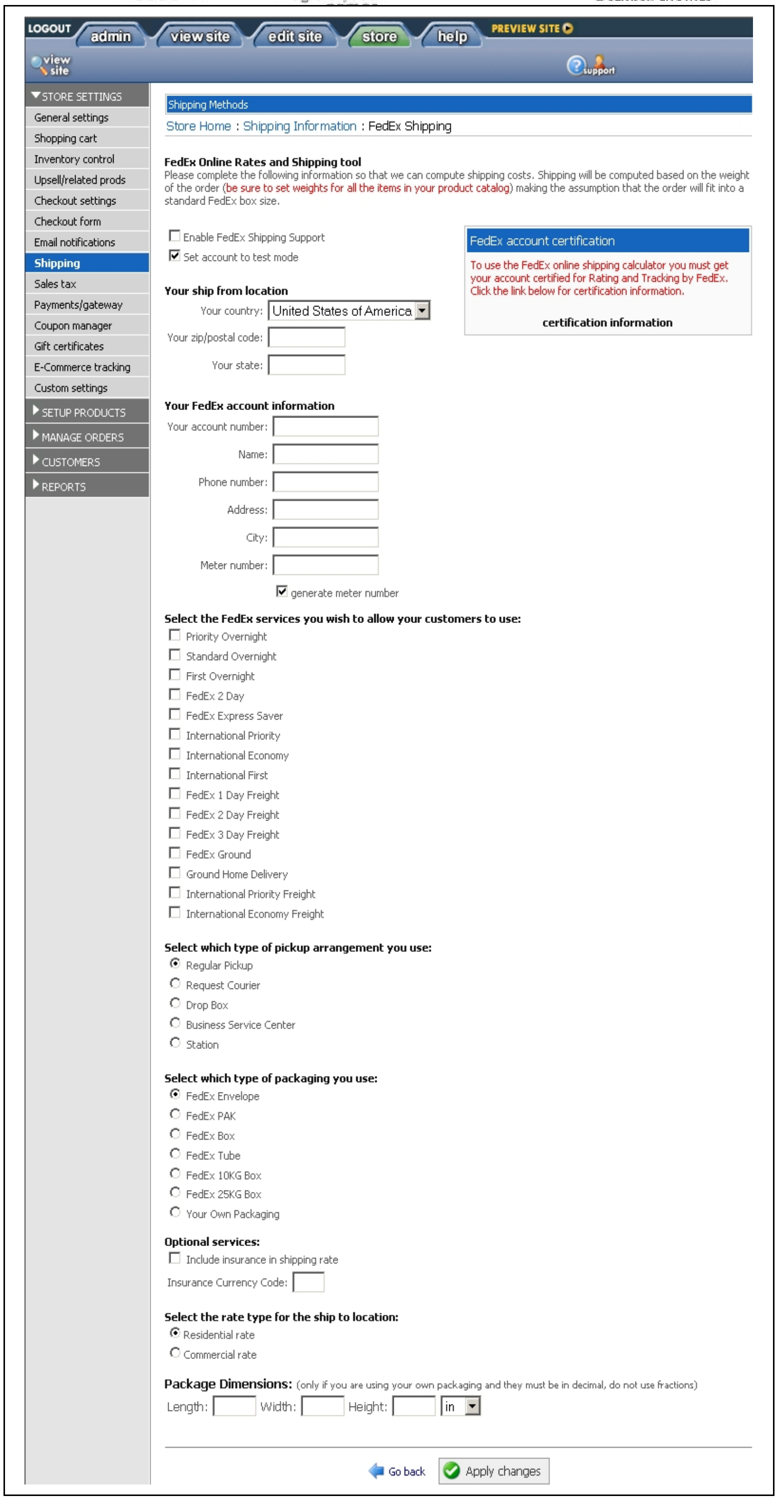
The page lists all of the shipping services offered by USPS. Select the type(s) of services that you wish to offer to your customers.

Choose one of the three packaging box types under the heading titled Select the Correct Box Size. Please note that packages that are not machinable cost more due to special handling requirements. If your packages are machinable, check the Machinable option.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Shipping page.

To offer FedEx shipping services, click FedEx on the Shipping page, and you will be directed to the FedEx Shipping page.



FedEx Shipping Page

On this page, you may activate an automated shipping price calculator. The automated shipping calculator uses the package weight and the zip codes of the shipper and buyer to determine the total shipping cost.

To activate FedEx shipping services, click Enable FedEx Shipping Support. If you wish, you may choose to activate the account on a trial basis by checking the box next to Set Account to Test Mode.

In the Your Ship-From Location field, select your country from the Your Country drop-down menu. Then enter your zip or postal code in the Your Zip/Postal Code field, and the name of your state in the Your State field.

Under the Your FedEx Account Information heading, enter Your Account Number, Name, Phone Number, Address, City and Meter Number in the corresponding fields. Once a meter number is generated, it is remembered by the system and used for internal FedEx operations. If you do not have an existing meter number, check the Generate Meter Number box to generate a meter number. The Generate Meter Number box is automatically checked if no meter number is entered for the account.

The page lists all of the shipping services offered by FedEx. Select the type(s) of services that you wish to offer to your customers.

You may select a pickup type from the list displayed under Select Which Pickup Arrangement You Use.

To specify your packaging preferences, select one of the packaging options listed under Select Which Type of Packaging You Use.

If you send valuable products, you may wish to provide insurance coverage for the shipped goods. You may do so by checking the box next to Include Insurance in Shipping Rate. Then enter a currency code in the Insurance Currency Code field.

In the field labeled Select the Rate Type for the Ship-To Location, you may select either Residential Rate or Commercial Rate.

Enter the size specifications of your package in the Length, Width and Height fields under the Package Dimensions heading. Then select a measurement unit from the adjacent drop-down menu.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Shipping page.

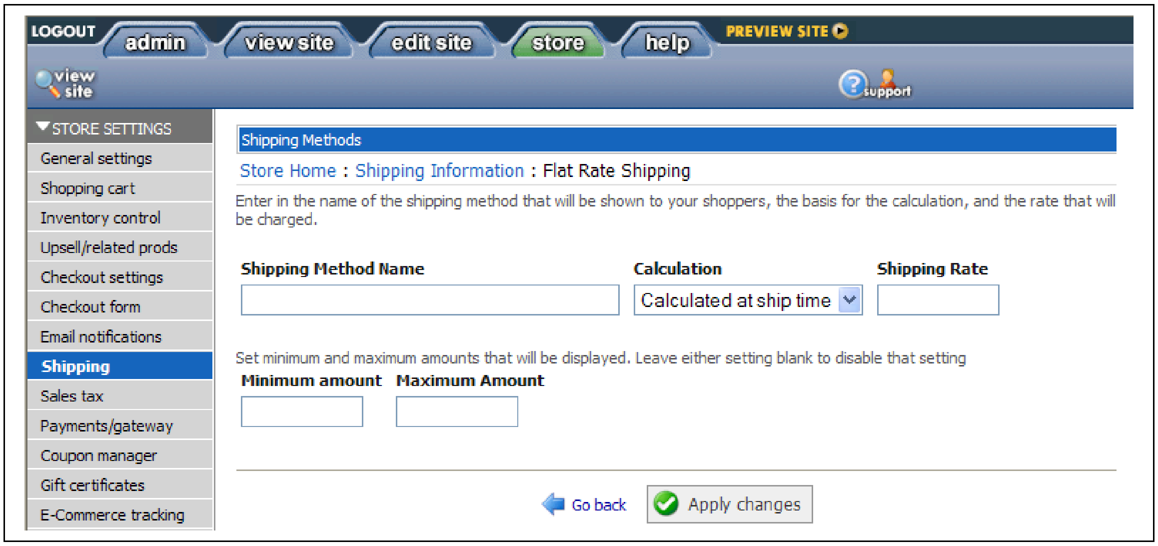
On the Shipping page, under the Shipping Methods and the Additional Settings headings, you can access the following options:

- Add Flat Rate Shipping
- Add Table Shipping
- Handling Fees
- Country Settings

Each of these options is described in detail in the following sections.

6.1.4.1 Add Flat Rate Shipping

Clicking Add Flat Rate Shipping under the Shipping Options heading on the Shipping page directs you to the following page.



Flat Rate Shipping Page

Type the name of your shipping method into the Shipping Method Name field. Then select the method that will be used to calculate shipping costs from the Calculation drop-down menu. In the Shipping Rate field, enter the shipping rate that will be charged. If there are any minimum or maximum shipping amounts, enter them into the appropriate fields.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Shipping page.

6.1.4.2 Add Table Shipping

Clicking Add Table Shipping under the Shipping Options heading on the Shipping page directs you to the following page.

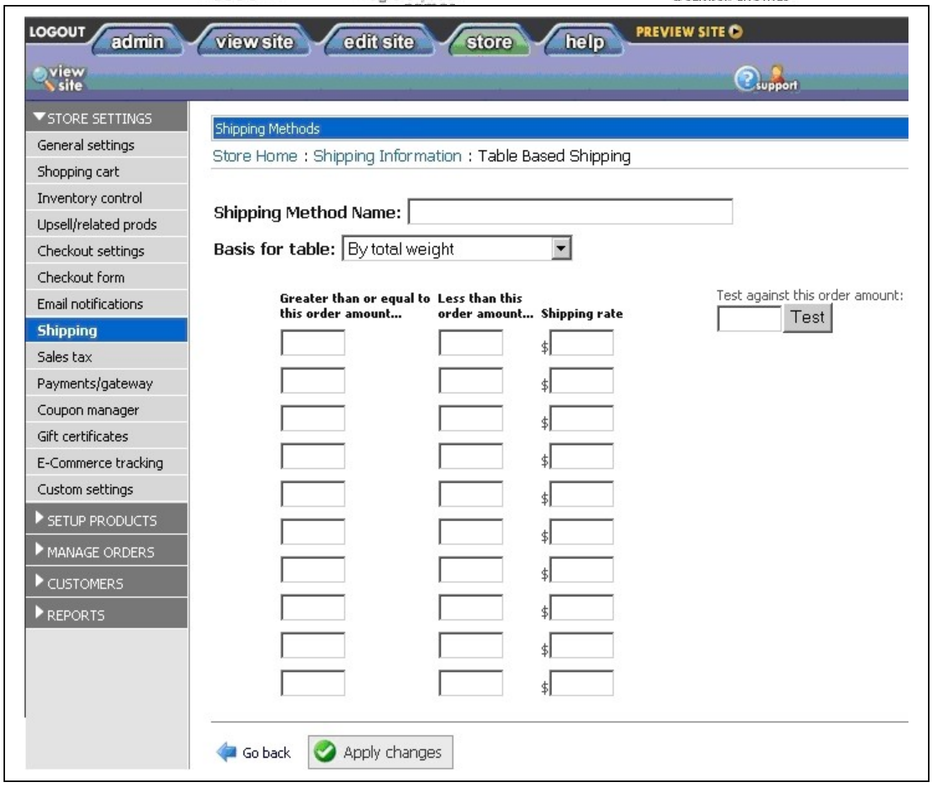


Table Shipping Page

Your customers might prefer to use local delivery services, drop shipping, or a shipping service that does not offer an automated shipping calculation. For these customers, you may wish to set up table-based shipping, which allows you to predefine the shipping costs based on the total order weight, the order subtotal, or the number of items purchased. Select your preferred option from the Basis for Table drop-down menu.

Use the table to define the shipping price parameters. Under Greater Than or Equal to This Order Amount and Less Than This Order Amount, enter the range for which a fixed shipping price will be charged. Enter the corresponding shipping charge in the Shipping Rate field. Under the Test Against This Order Amount heading, you may calculate the shipping price for any order amount given the current settings. Simply enter the hypothetical order amount into the field and then click Test 
.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Shipping page.

6.1.4.3 Handling Fees

Clicking Handling Fees under the Additional Settings heading on the Shipping page directs you to the Advanced Settings page.

Advanced Settings Page

On this page, you may enter details about additional handling charges, which will appear to visitors on the shipping selection screen. Enter the additional charge amount in the Handling Charge field. Then enter an explanatory message in the Text Message field.

Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Shipping page.

6.1.4.4 Shipping Countries

Clicking Country Settings under the Additional Settings heading on the Shipping page allows you to select countries for inclusion in the shipping list displayed during checkout. The Country Settings option directs you to the Shipping Countries page.

Shipping Countries Page

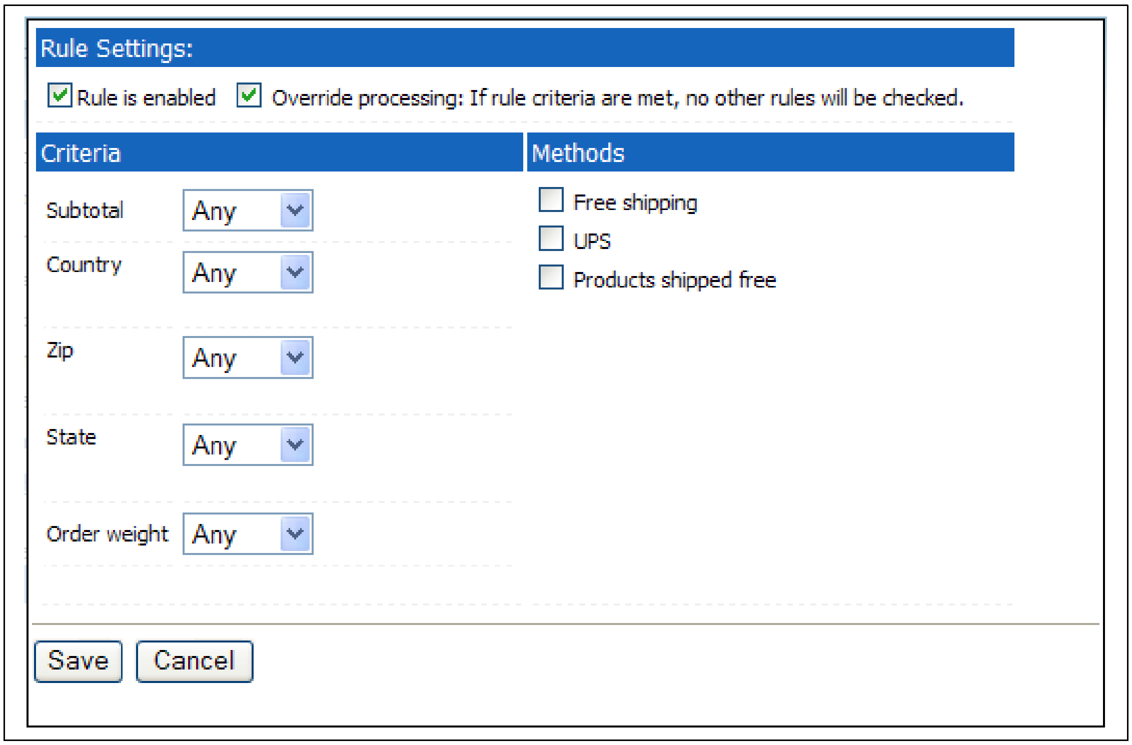
To select all countries, check the box labeled All Countries. If you wish to include only selected countries in the shipping list, then check the box labeled Custom Country List and then select individual countries in the list.

Once you have finished, click Apply Changes  to save your changes. At any time, you may click Go Back to return to the Shipping page.

On the Shipping page, use the text editor under the Shipping Description/Instructions heading to create an introductory message with shipping information and/or instructions for your customers.

6.1.4.5 Shipping Rules

Once you have all of your shipping methods set up, you can then set up your shipping rules. Use the shipping rules section to define when and how different shipping methods will be displayed to users at checkout. You can define which shipping methods are available based on the shipping location, order subtotal as well as overall weight. To set up a shipping rule, click on the New Rule button. This will open the Rule Settings Page.



Rule Settings Page

In order to enable the rule you are setting up, make sure that the Rule is enabled box is checked. If you do not want to check any other rule when the rule criteria you are setting up is met, then make sure that the Override processing box is checked. Under the Methods area, choose the method for the rule you are setting up. Finally, set up criteria for the shipping method in question by selecting one of the options under the Criteria area.

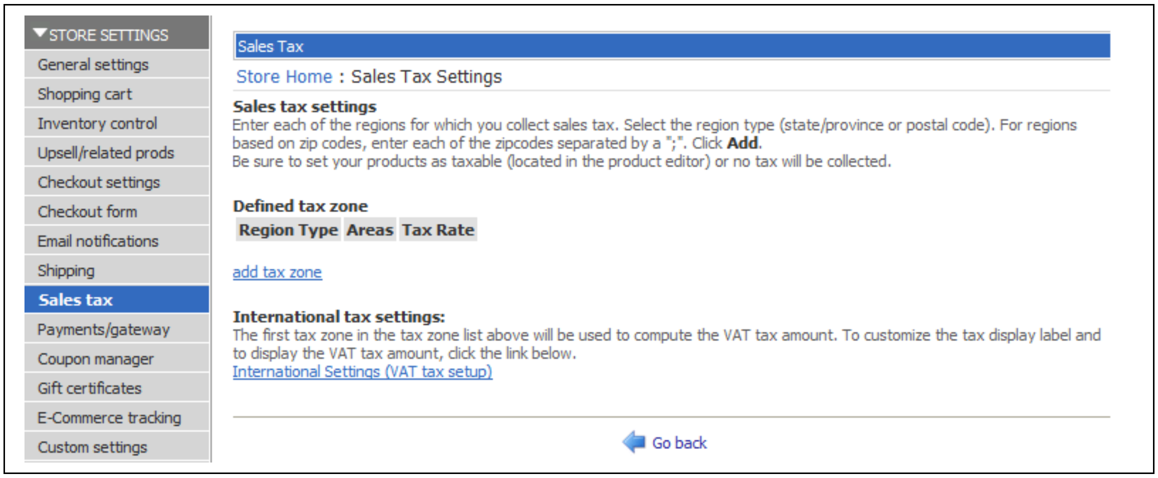
As an example, let's look at offering free shipping to any customer who orders $100 or more. First, select the Free Shipping method. Then, use the dropdown box for the subtotal criteria and choose the greater than or equal to sign (>=). A box will appear that will allow you to enter a value. Type 100 into this box and hit the Save button.

The default shipping rule is located at the bottom of the rules list. If no other rules apply to the order, then the shipping methods in the default shipping rule will be displayed to customers. You will also need to set up the priority on the shipping rules. Rules that are higher on the rules list will be checked first. You can use the arrows to move rules up and down.

You can override the standard shipping process by setting specific shipping settings directly on a product. See the Shipping section of the Advanced Settings when editing a product.

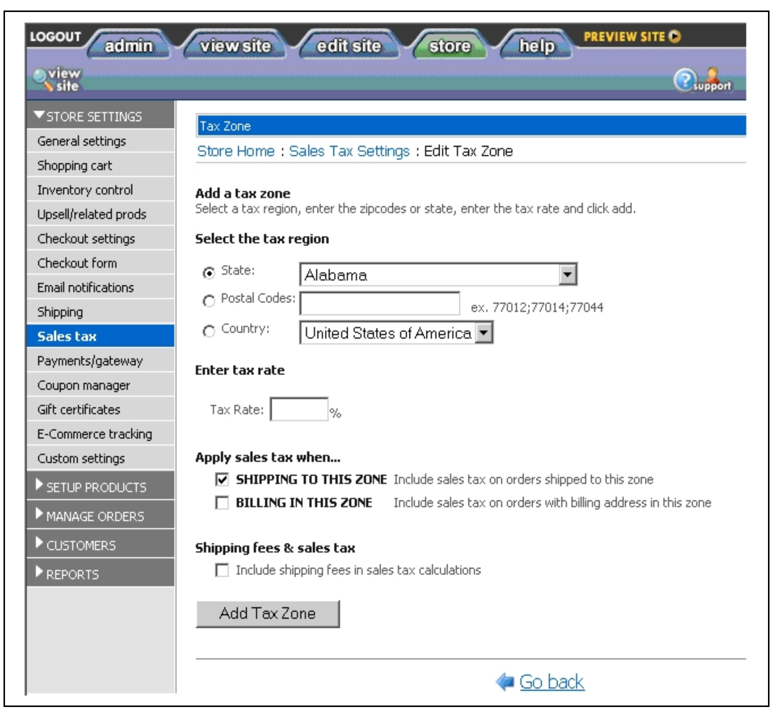
6.1.5 Sales Tax

The Sales Tax option under Store Settings allows you to enter sales tax specifications for different regions and product types. Click Sales Tax to be directed to the following page.



Sales Tax Settings Page

To include a region as a tax zone, click Add Tax Zone  to be directed to the following page.



Add Tax Zone Page

Under the Select the Tax Region heading, select a state from the State drop-down menu and enter the corresponding zip code in the Postal Code field. Use the Country drop-down menu specify the country that the tax region is in.

Next, enter the Tax Rate for that region as a percentage.

Under the Apply Sales Tax When… heading, you can choose to levy the sales tax either on products shipped to the region (check the box next to Shipping to This Zone) and/or on sales that are billed to addresses in the region. (check the box next to Billing in This Zone).

If shipping fees should be included as part of the order total for calculating the sales tax, select Include Shipping Fees in Sales Tax Calculations.

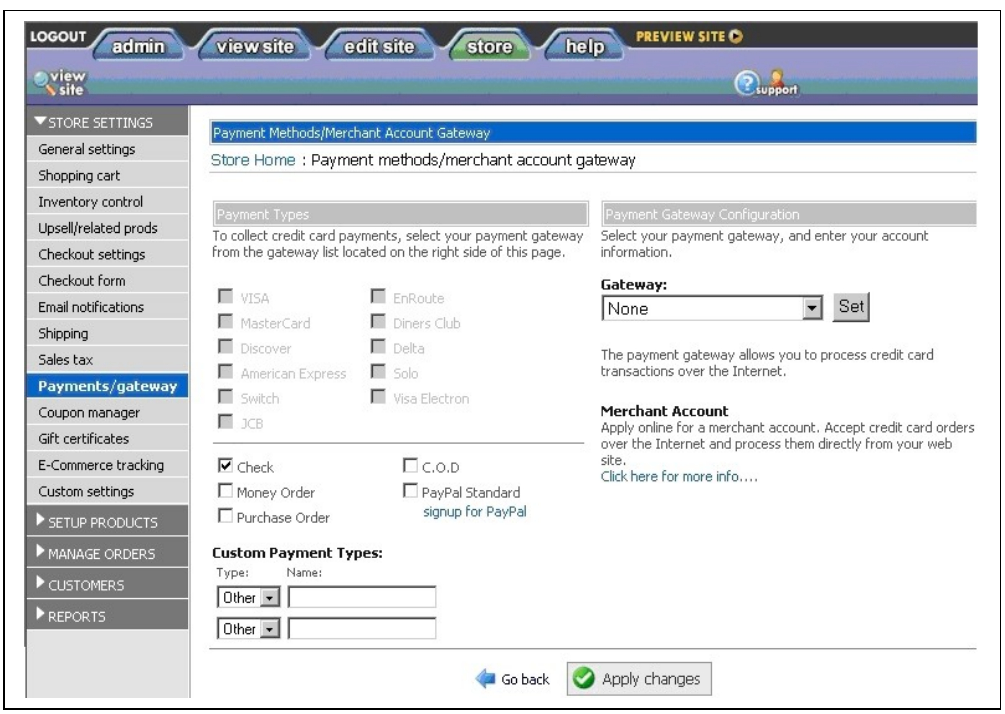
Once you have finished, click Add Tax Zone 

to save your changes.

You can also set up the International tax settings. The first tax zone in the tax zone list will be used to compute the VAT tax amount. To customize the tax display label and to display the VAT tax amount, click on the International Settings (VAT tax setup) link and you will be taken to the Custom settings section.

6.1.6 Payments/Gateway

The Payment/Gateway option under Store Settings lets you set specifications for the payment methods that your clients may use. Click Payments/Gateway to be directed to the following page.



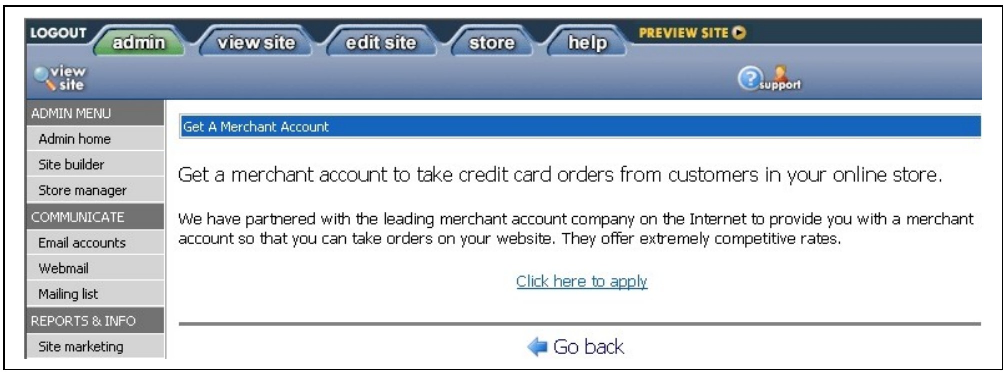
Payments/Gateway Settings Page

On the Payments/Gateway Settings page, you can select additional payment methods other than credit cards. To select one of the payment options listed under the Payment Types heading, simply check the box(es) beside your preferred option(s). You may click Signup for PayPal to create a new PayPal account, through which you can accept payments from your customers.

Under the Custom Payment Type heading, you may choose to accept payment methods that are not listed on the page. Enter the name of the custom payment type in the Name field.

In order to accept credit card payments online, you must select a payment gateway from the Gateway drop-down menu under the Payment Gateway Configuration heading and click on the Set button Set. Once this has been selected, you will need to configure the gateway that was selected.

In order to use a payment gateway, you will need to have a merchant account. To learn about creating a Merchant Account, select Click Here for More Info Click here for more info.... to be directed to the following page.



Create Merchant Account Page

You may use this page to apply for a merchant account by selecting Click Here to Apply Click here to apply. At any time, you may click Go Back to return to the Payments/Gateway Settings page.

Once you have finished using to the Payments/Gateway Settings page, click Apply Changes Apply changes to save your changes. At any time you may click Go Back to return to the Store Manager page.

6.2 Advanced Settings

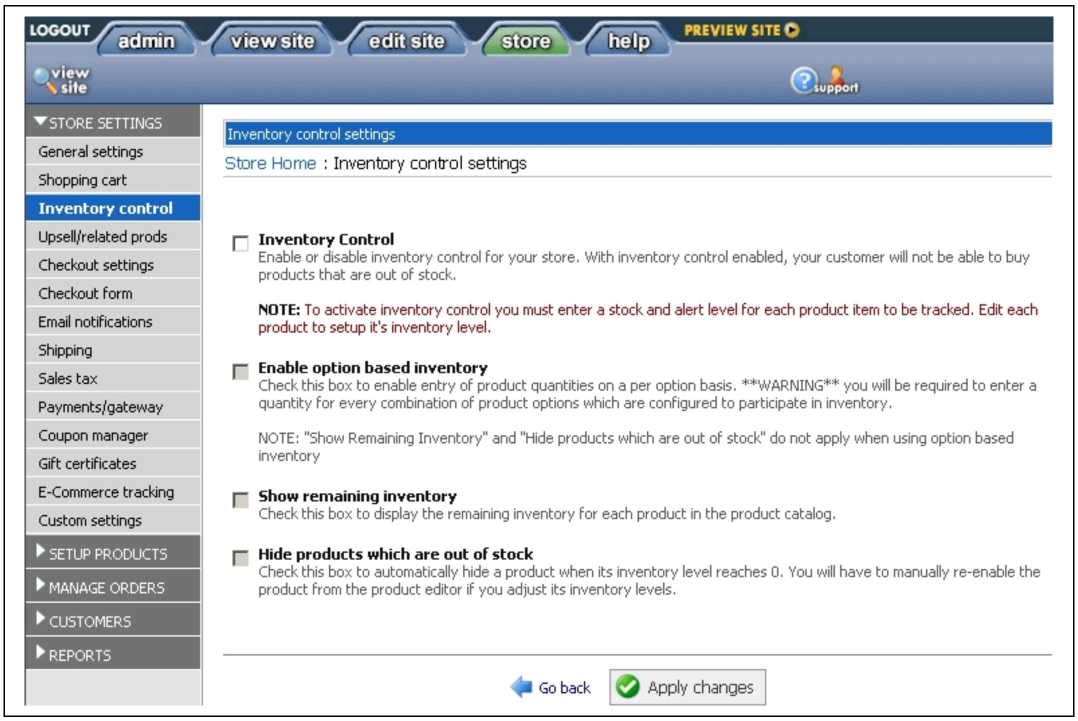
Under the Advanced Settings heading, you can access many e-store setup and customization functionalities.

- Inventory control
- Upsell & related products
- Customized checkout form
- Email notifications

- Coupon manager
- Gift certificates
- E-Commerce tracking
- Custom settings/International settings
- Product comments

6.2.1 Inventory Control

The Inventory Control option under Store Settings lets you adjust the inventory control settings. Click Inventory Control to be directed to the following page.



Inventory Control Settings Page

This page displays options to enable the following store features
- Inventory control
- Enable option based inventory
- Show remaining inventory
- Hide products which are out of stock

To enable any of these features, simply check the corresponding box(es).

Please note that if the Inventory Control feature is activated, customers will be unable to buy products that are not in stock.

The Enable Option Based Inventory feature permits tracking the inventory level of each variation of products that have multiple combinations.

The Show Remaining Inventory feature will display the inventory remaining for each product.

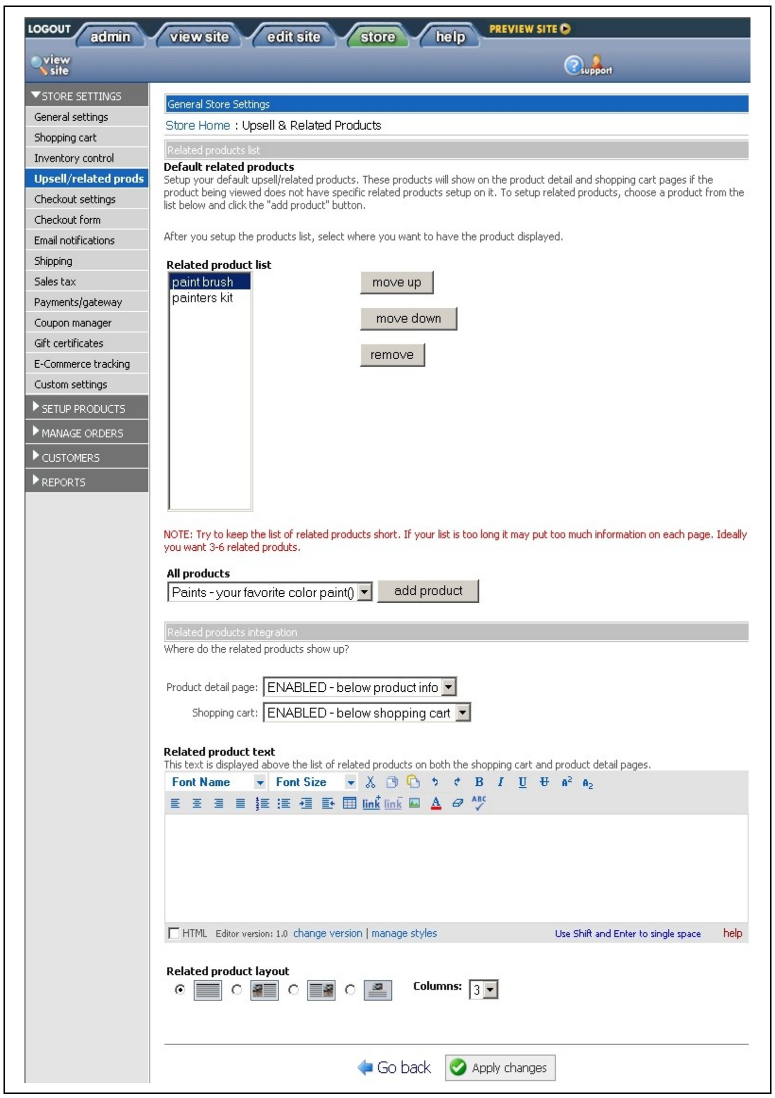
If you check Hide Products Which Are Out of Stock, then a product is automatically hidden from display when its stock reaches zero. Once the inventory is re-adjusted, the product has to be enabled for display manually.

Once you are finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Store Manager page.

6.2.2 Upsell/Related Prods

The Upsell/Related Prods option under Store Settings allows you to set up setup default related products. Click Upsell/Related Prods to be directed to the following page.



Upsell/Related Products Page

The Upsell/Related Products page displays a list of related products under the Related Product List heading. Select a product from the All Products drop-down menu

and then click Add Product. Click Move Up [move up], Move Down [move down], or Remove [remove] to move the items up or down in the list, or to remove them from the list altogether.

Under the Related Products Integration heading, you may specify where the related products should appear. You may choose to have the related products appear on the Product Detail Page and/or in the Shopping Cart by selecting your preferred options from the corresponding drop-down menus. The Product Detail Page drop-down menu lets you choose to display the related products below the product information or on the right-hand side of the page, or you can disable the feature. The Shopping cart drop-down menu lets you choose to display the related products above or below the shopping cart, or you can disable the feature.

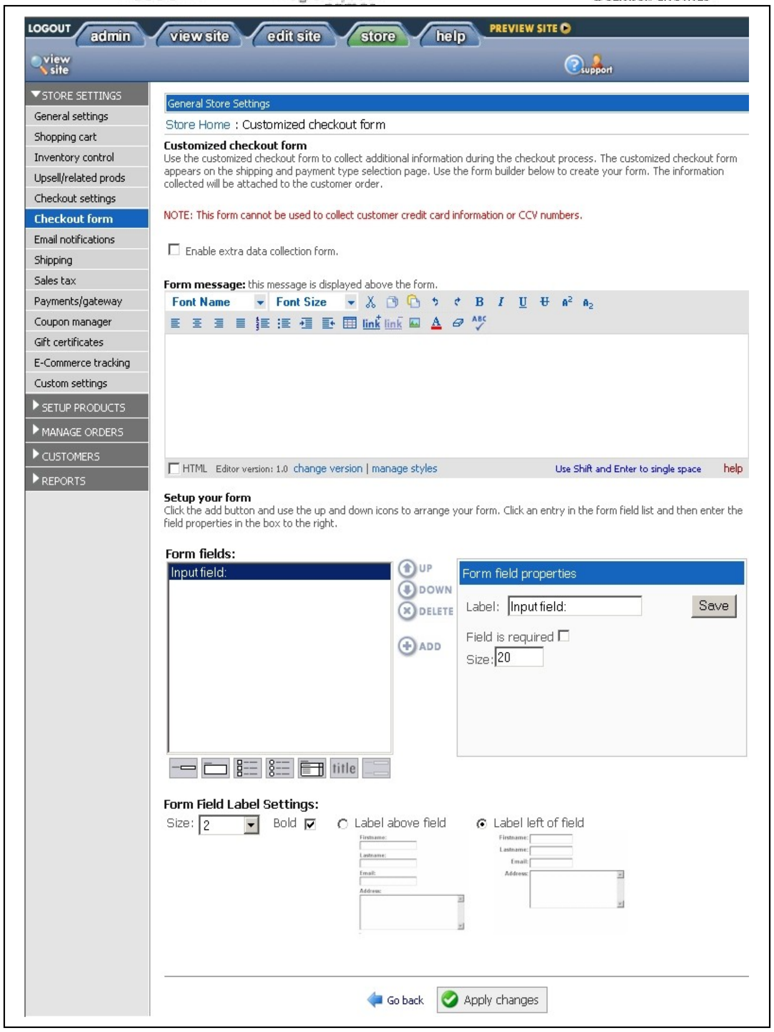
Use the text editor under the Related Product Text heading to enter text about the related products, which will appear above the list of related products, either on the product detail page or in the shopping cart.

Under the Related Product Layout heading, you may select a layout for the related products. Mark your preferred layout option. Then, use the Columns drop-down menu to select the number of columns that should be used to display product subcategories.

Once you have finished, click Apply Changes [Apply changes] to save your changes. At any time, you may click Go Back to return to the Store Manager page.

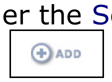
6.2.3 Checkout Form

The Checkout Form option under Store Settings allows you to create and customize your checkout form, which is designed to collect additional information about the customer. Click Checkout Form to open the following page.

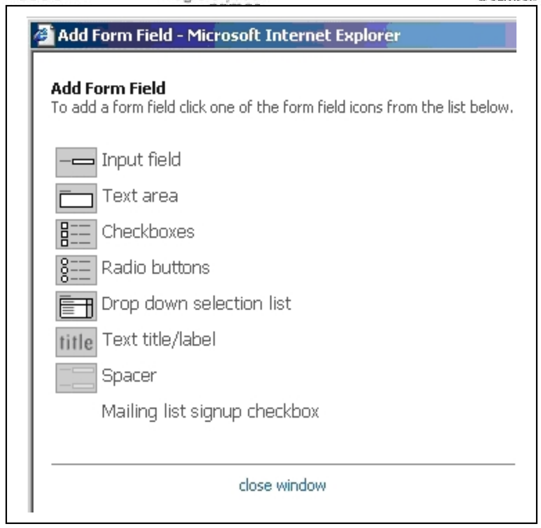


Checkout Form Page

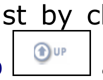
Mark the box titled Enable Extra Data Collection Form to begin creating your checkout form. Use the text editor under the Form Message heading to create an introductory message that will appear above the form.

Under the Setup Your Form heading, you can add items to your checkout form. Click Add 

to open the following pop-up window.



Add Form Field Pop-Up Window

Select a form item from the displayed list by clicking on it. The selected item will appear in the Form Fields list. Use the Up  and Down  icons to change the order of the Form Fields items. For every item that you have chosen to add to the Form Fields list, you will need to enter a corresponding label name in the Label field under the Form Field Properties heading. Check the box titled Field Is Required if you wish it to make it a mandatory item in the form, meaning that visitors must enter the information before they can submit the form. Specify the field size by typing a number in the Size field.

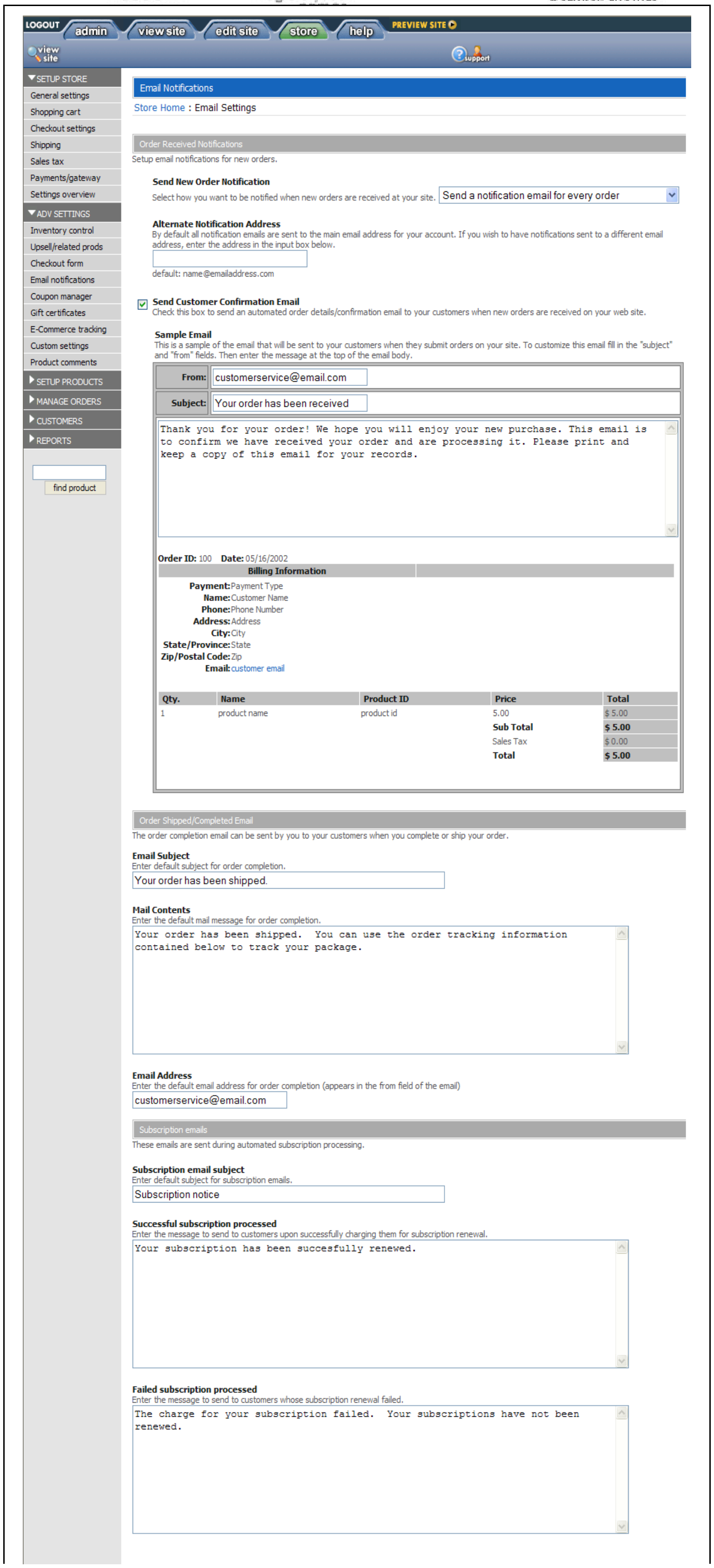
Under the Form Field Label Settings heading, select a size for the labels from the Size drop-down menu. Check the Bold box to make the label text appear in the bold format. You may choose to place the labels above or to the left of the fields by marking the box titled Label Above Field or Label Left of Field.

Once you have finished, click Apply Changes  to save your changes.

6.2.4 E-mail Notifications

The E-mail Notifications option under Store Settings lets you adjust your e-mail settings. Click E-mail Notifications to be directed to the following page.


EDIT SITE
SETUP STORE
UPGRADE ACCOUNT
SITE ONLINE
register/add
SETUP EMAIL
MARKETING
& SEARCH ENGINES


LOGOUT
admin
view site
edit site
store
help
PREVIEW SITE
view site
SETUP STORE
General settings
Shopping cart
Checkout settings
Shipping
Sales tax
Payments/gateway
Settings overview
ADV SETTINGS
Inventory control
Upsell/related prods
Checkout form
Email notifications
Coupon manager
Gift certificates
E-Commerce tracking
Custom settings
Product comments
SETUP PRODUCTS
MANAGE ORDERS
CUSTOMERS
REPORTS
find product
Email Notifications
Store Home : Email Settings
Order Received Notifications
Setup email notifications for new orders.
Send New Order Notification
Select how you want to be notified when new orders are received at your site.
Send a notification email for every order
Alternate Notification Address
By default all notification emails are sent to the main email address for your account. If you wish to have notifications sent to a different email address, enter the address in the input box below.
default: name@emailaddress.com
Send Customer Confirmation Email
Check this box to send an automated order details/confirmation email to your customers when new orders are received on your web site.
Sample Email
This is a sample of the email that will be sent to your customers when they submit orders on your site. To customize this email fill in the "subject" and "from" fields. Then enter the message at the top of the email body.
From: customerservice@email.com
Subject: Your order has been received
Thank you for your order! We hope you will enjoy your new purchase. This email is to confirm we have received your order and are processing it. Please print and keep a copy of this email for your records.
Order ID: 100 Date: 05/16/2002
Billing Information
Payment: Payment Type
Name: Customer Name
Phone: Phone Number
Address: Address
City: City
State/Province: State
Zip/Postal Code: Zip
Email: customer email
Qty. Name Product ID Price Total
1 product name product id 5.00 $ 5.00
Sub Total $ 5.00
Sales Tax $ 0.00
Total $ 5.00
Order Shipped/Completed Email
The order completion email can be sent by you to your customers when you complete or ship your order.
Email Subject
Enter default subject for order completion.
Your order has been shipped.
Mail Contents
Enter the default mail message for order completion.
Your order has been shipped. You can use the order tracking information contained below to track your package.
Email Address
Enter the default email address for order completion (appears in the from field of the email)
customerservice@email.com
Subscription emails
These emails are sent during automated subscription processing.
Subscription email subject
Enter default subject for subscription emails.
Subscription notice
Successful subscription processed
Enter the message to send to customers upon successfully charging them for subscription renewal.
Your subscription has been succesfully renewed.
Failed subscription processed
Enter the message to send to customers whose subscription renewal failed.
The charge for your subscription failed. Your subscriptions have not been renewed.

E-mail Settings Page

Under the Order Received Notifications header you can adjust e-mail notifications settings for new orders placed on your website. Use the Send New Order Notification drop-down menu to select the type of e-mail notification that you wish to receive about orders placed in your e-store. If you wish to receive order notification mails at an e-mail address other than the one registered as your main e-mail address, then enter the alternative e-mail address in the Alternate Notification Address field.

If you check the box titled Send Customer Confirmation E-mail, then an order confirmation e-mail will be sent automatically to your customers whenever they place a new order in your e-store.

To customize the order confirmation e-mail, enter your e-mail address in the From field, an e-mail subject in the Subject field, and an e-mail confirmation message in the text editor under the Sample E-mail heading. The rest of the sample order confirmation e-mail will display the customer's order details.

Under the Order Shipped/Completed E-mail header, you can customize the order completion e-mails that your customers will receive when the order is shipped or otherwise completed. Enter a subject in the E-mail Subject field and create the order completion message in the Mail Contents text editor. Enter your e-mail address in the E-mail Address field. This e-mail address will appear as the sender's e-mail address in the order completion e-mail.

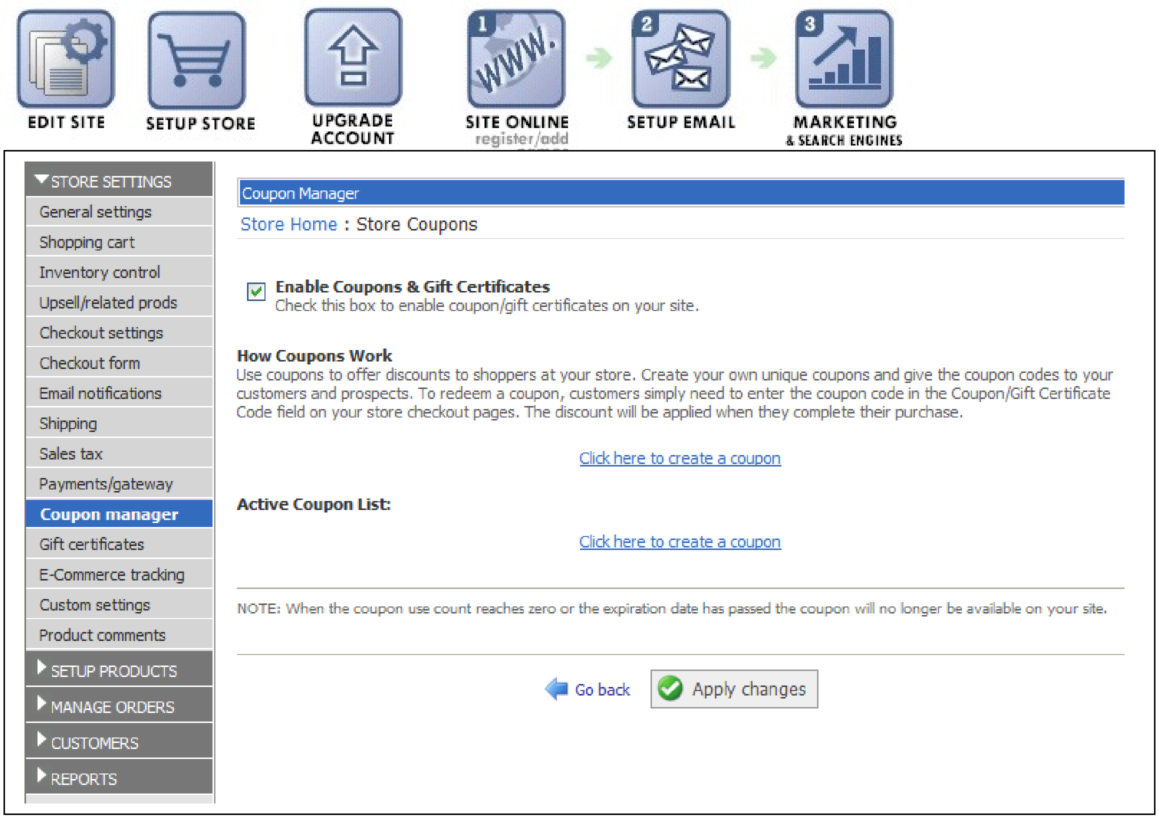
Under the Subscription emails header, you can customize the emails that are sent out for subscription services. In the Subscription email subject field, enter the default subject for subscription emails. In the Successful subscription processed field, enter the message that will be sent to customers when they are successfully charged for subscription renewal. In the Failed subscription processed field, enter the message that will be sent to customers when subscription renewals fail.

Once you have finished, click Apply Changes 

to save your changes.

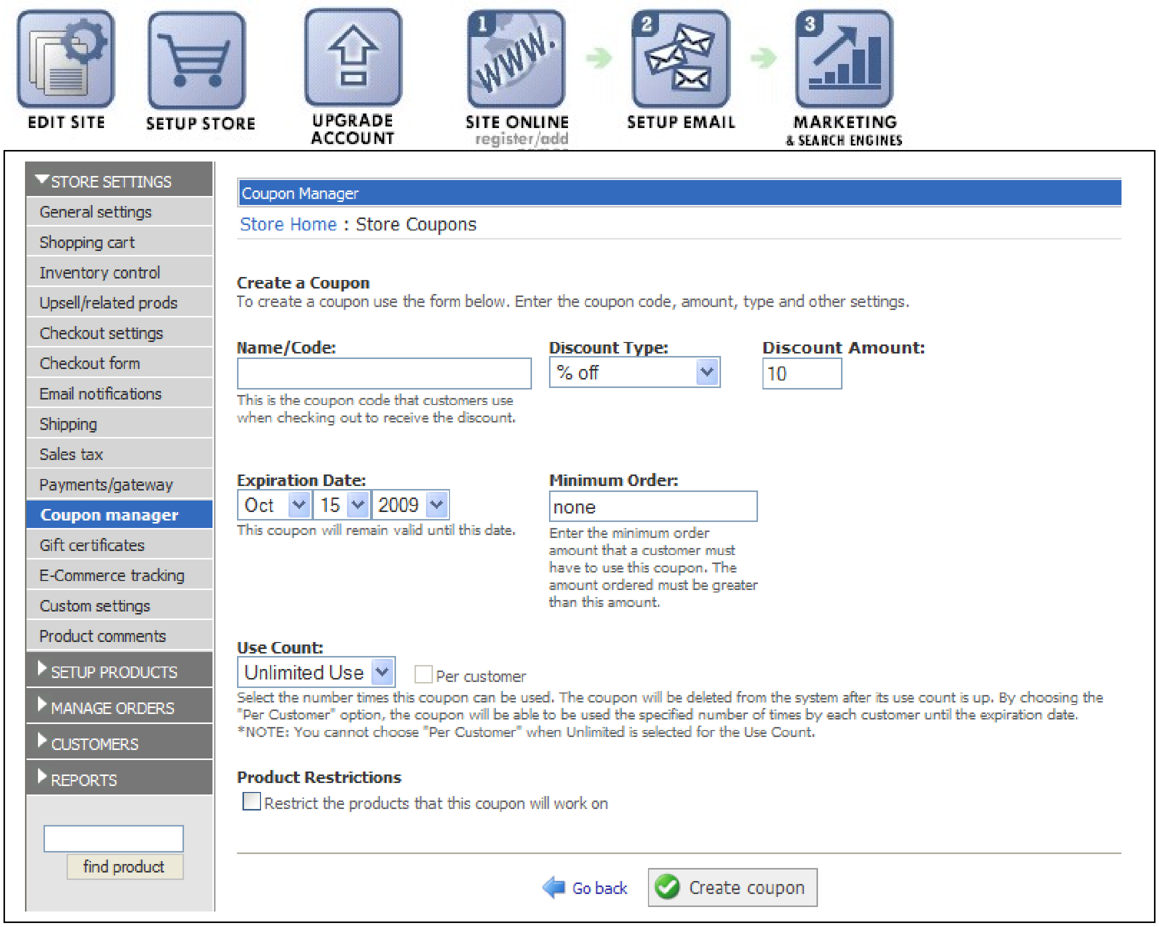
6.2.5 Coupon Manager

The Coupon Manager option under Store Settings allows you to manage coupons that you may offer to your customers. Click Coupon Manager to be directed to the following page.



Coupon Manager Page

You can use this page to create a coupon that offers discounts to your e-store customers. To activate the gift certificate and coupon options, check the box next to Enable Coupons and Gift Certificates. To create a coupon, select Click Here to Create a Coupon , which will direct you to the following page.

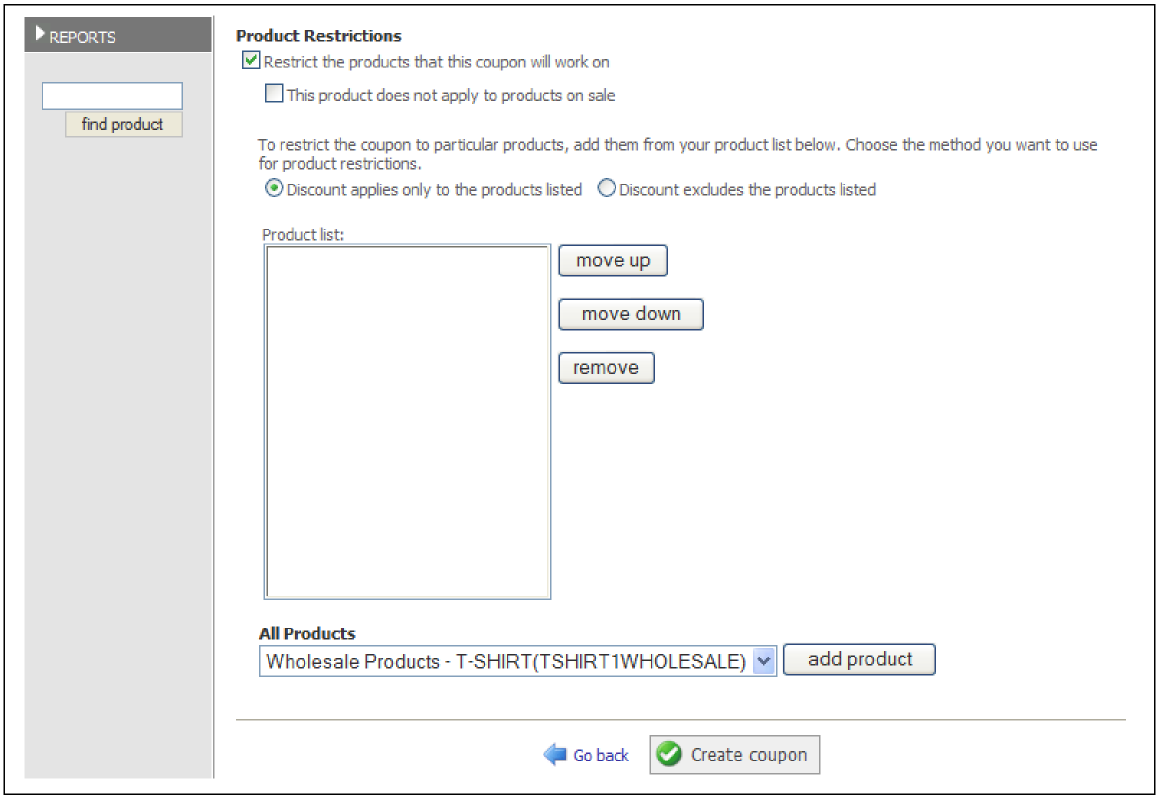


Store Coupons Page

The Store Coupons Page requests all the information needed to create a coupon. First, enter the coupon name or code in the Name/Code field. Then select the Discount Type field from the corresponding drop-down menu. There are four different types of discounts: % off, $ discount, free shipping and buy X and get Y free. If you choose % off, then enter the percent of the discount in the Discount Amount field. If you choose $ discount, then enter the dollar amount of the discount in the Discount Amount field. If you choose the buy X and get Y free discount type, then enter the quantity that must be purchased (X), as well as how many of the product will be free (Y) after the X quantity is purchased. For example, if you want to create a coupon that gives one free item for every nine that are purchased, then enter 9 into the Buy X field and 1 into the Get Y field. Also, enter the limit of how many free products the customer will get into the Limit field. For example, if you enter 3 into the Limit field, then the maximum number of free products the customer can get is three. In this example, the customer will have to order 27 pieces and will get an additional 3 for free. However, if the customer orders 36 pieces, he or she will still only get 3 free pieces.

Set an expiration date for the coupon by using the month/date/year drop-down boxes under the Expiration Date heading. In the Minimum Order field, enter the minimum order amount that makes the customer eligible for the coupon, if applicable. Finally, use the Use Count drop-down menu to select the number of times that the coupon can be used. If the use count is going to be per customer, then click on the Per customer checkbox.

If there are going to be product restrictions on the coupon, then click on the Product Restrictions checkbox. When this is enabled, the following appears on the Store Coupons page.



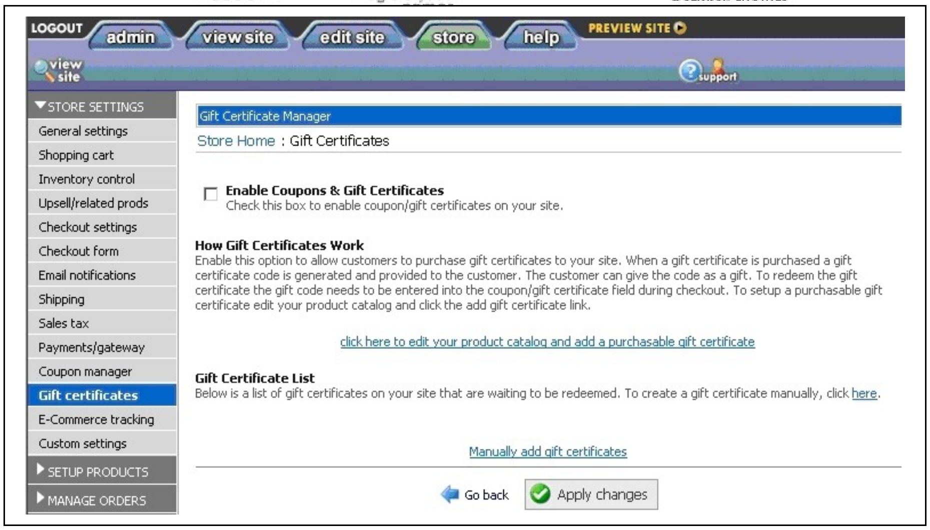
Coupon Restrictions

If you do not want the coupon to be applied to products that are currently on sale, then check the corresponding checkbox. The next step is to choose the method you want to use for the product restrictions. You can apply the coupon discount only to certain products, or you can apply the discount to all products except for certain ones. After you choose the method, you then have to populate the product list section. To do so, use the All Products drop-down box to see all the products on your site. Highlight the appropriate product and click on the add product button. You will see that product appear on the product list. Repeat this process for any other product you want added to the list. If you chose the method that applies the discount only to the products listed, then the coupon can only be used with products that appear in the product list. If you chose the method that excludes the products listed, then the coupon can be used with any product on your site except for the ones that appear in the product list.

Once you have finished, click Create Coupon  to save your changes.

6.2.6 Gift Certificates

The Gift Certificates option under Store Settings allows you to configure your gift certificate settings. Click Gift Certificates to be directed to the following page.



Gift Certificates Page

Check the box titled Enable Coupons & Gift Certificates to activate coupons and gift certificates in your e-store.

To create a gift certificate, select Click Here to Edit Your Product Catalog and Add a Purchasable Gift Certificate. This will direct you to the Products Home page. Once there, click Add/Edit Products to open the product editing page. Then click Add Gift Certificate to be directed to the Add Gift Certificate section.

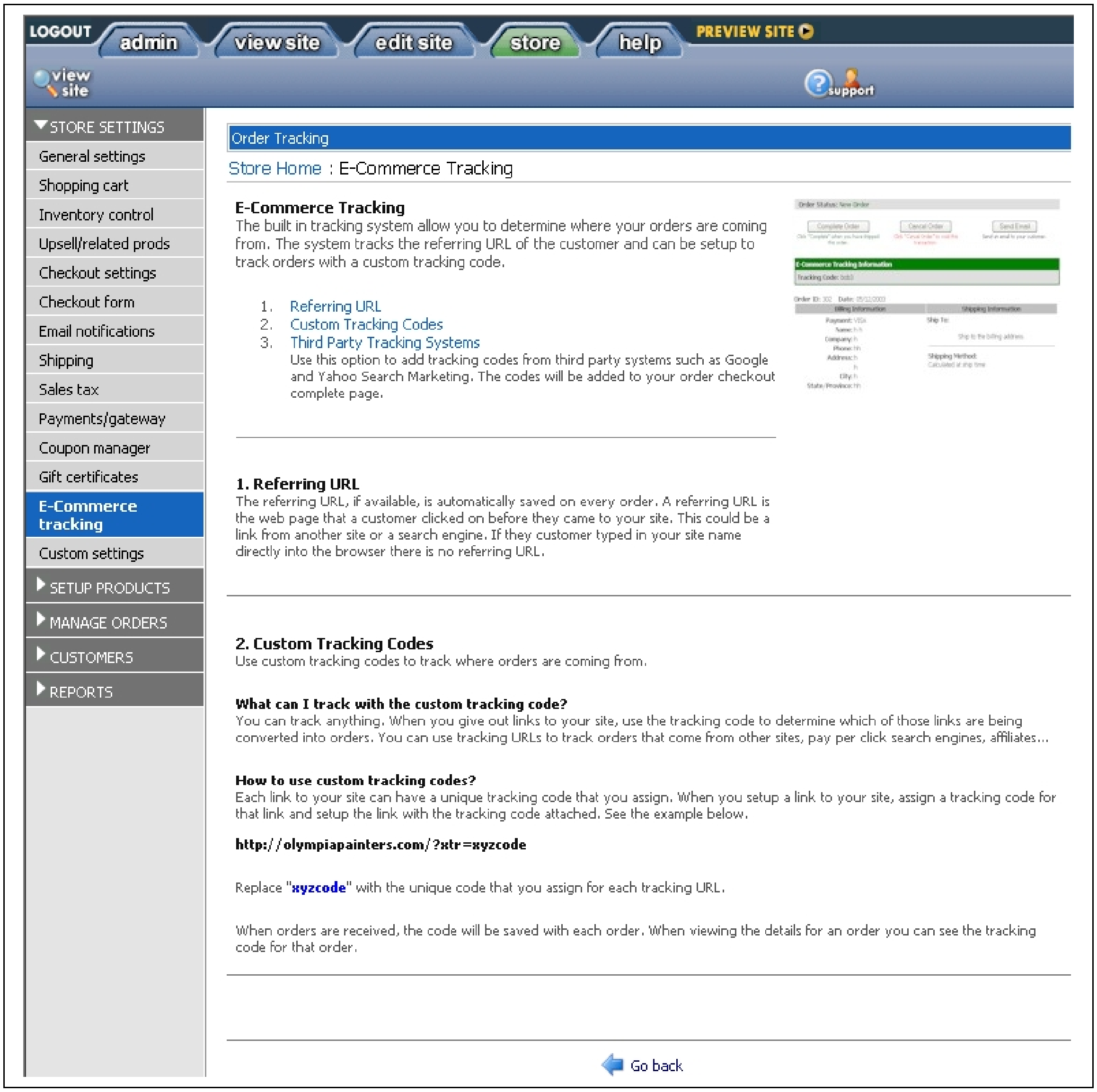
On the Gift Certificate page you can create gift certificates manually. Under the Gift Certificate List heading, click Here or click Manually Add Gift Certificates  to be directed to the following page.

Create Gift Certificates Manually

To create a gift certificate, complete the fields for Number to Create and Gift Certificate Value. Then click Create Certificate to have the new gift certificate appear automatically in the Gift Certificate List along with its Gift Certificate Code, Amount Left, Expiration date and Order ID. To delete a gift certificate, click the corresponding Delete option.

6.2.7 E-Commerce Tracking

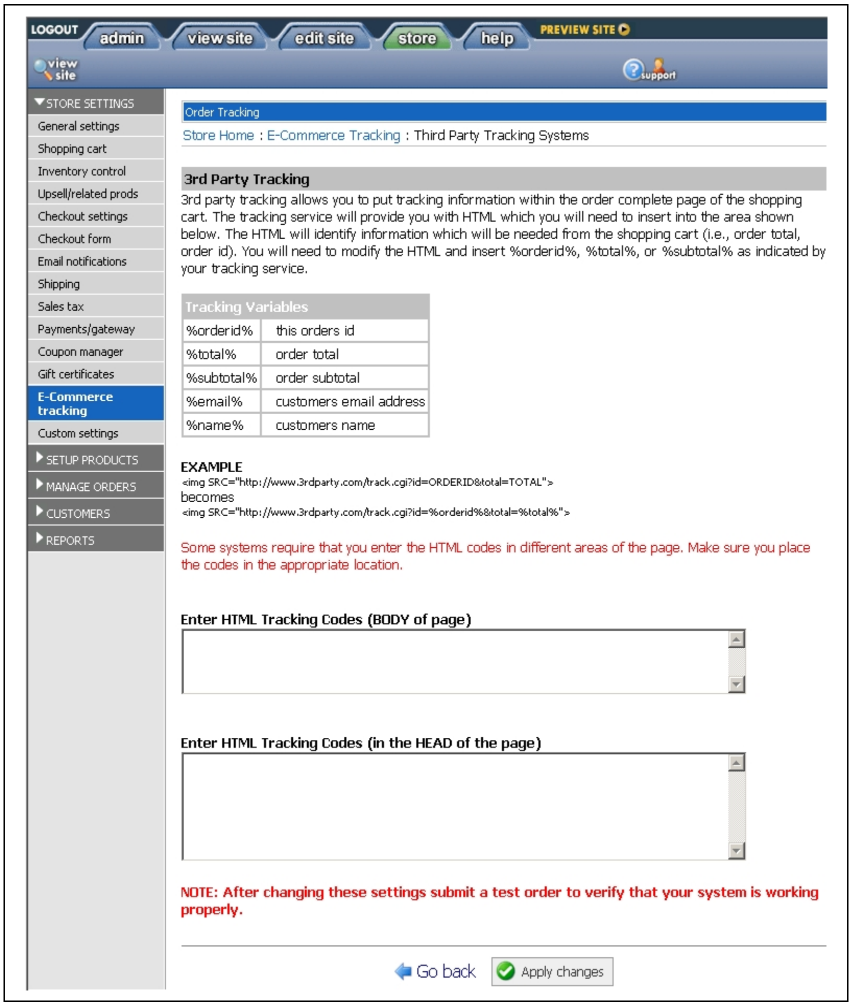
The E-Commerce Tracking option under Store Settings allows you to configure the settings that will help you track customer traffic to your site. Click E-Commerce Tracking to be directed to the following page.



E-commerce Tracking Page

This page allows you to track the referring URL, which indicates the page that customers are coming from when they land on your site. The e-commerce tracking tools also use custom tracking codes to help you determine which of the links pointing back toward your site are recruiting the most customers. To learn more about referring URLs and/or custom tracking codes, click Referring URL and/or Custom Tracking Codes to be directed to places in the same page that discuss these topics in detail.

The e-commerce tracking tools also include third-party tracking systems that let you add tracking codes from third-party systems. Click Third Party Tracking Systems to be directed to the following page.



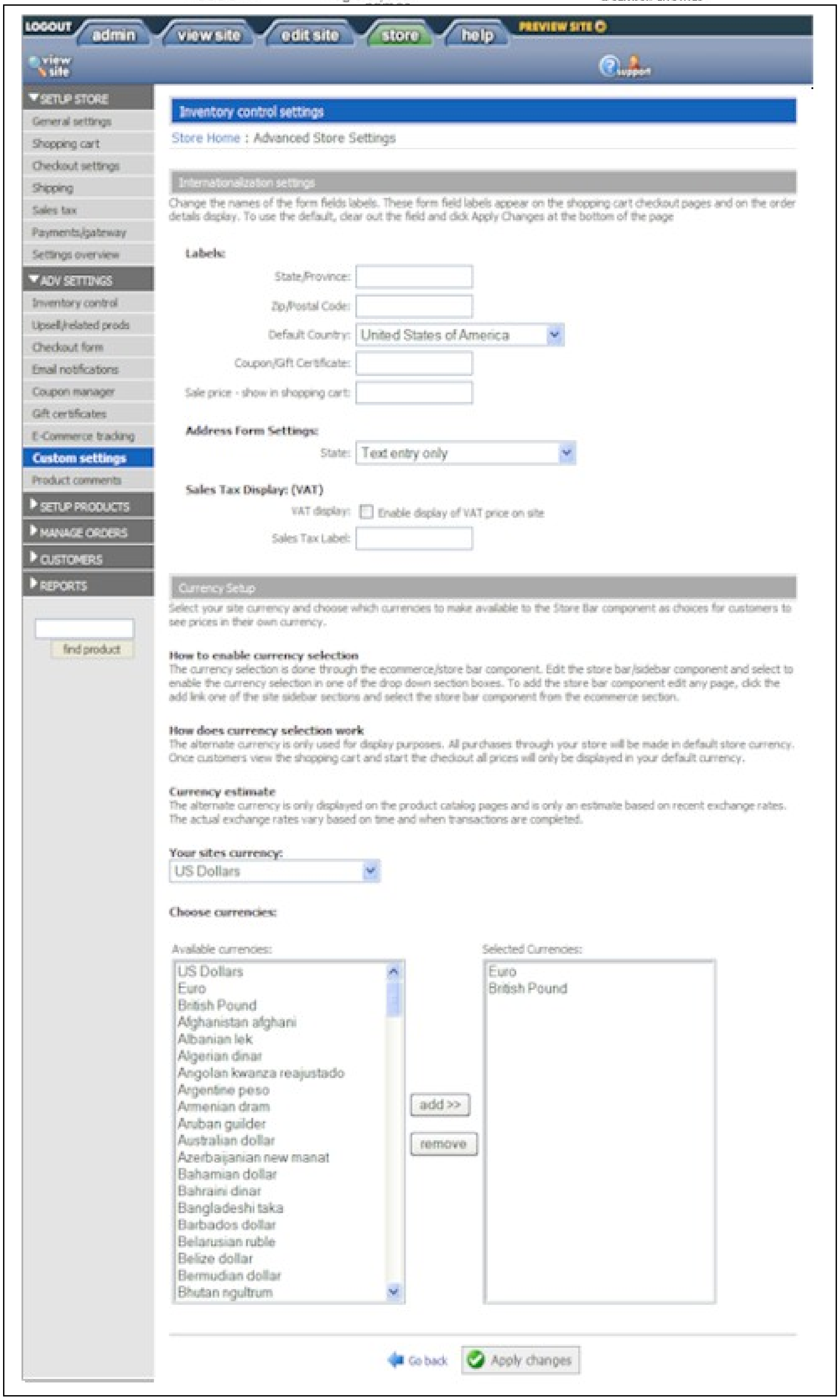
Third Party Tracking Systems Page

On this page, you can enter the HTML code provided by a third-party tracking service to the shopping cart page that appears when an order is completed. You can add the HTML code either to the body or head of the page by pasting the code into the corresponding text boxes.

Once you have finished, click Apply Changes  to save your changes. At any time, you may click Go Back to return to the E-Commerce Tracking page. Once you are finished with the E-Commerce Tracking page, you may click Go Back to return to the Store Manager page.

6.2.8 Custom Settings

The Custom Settings option under Store Settings lets you configure more advanced store settings. Click Custom Settings to be directed to the following page.



Custom Settings Page

On this page, you can rename the labels for the form fields that appear on the shopping cart checkout page and the order details page. To do so, enter the new names in the boxes beside the existing label names. For example, if you wish to rename the State/Province label, enter your new label name in the corresponding box. If you wish a label name to remain unchanged, do not type anything in the corresponding empty box. If you wish to set a new country as the default country, select your choice from the Default Country drop-down menu.

Under the Address Form Settings heading, choose an option from the State drop-down menu to control what types of entries are permitted.

If you want your site to display the VAT price, click on the VAT display checkbox. You can also type in the name of the label that you want to use for the Sales Tax Display.

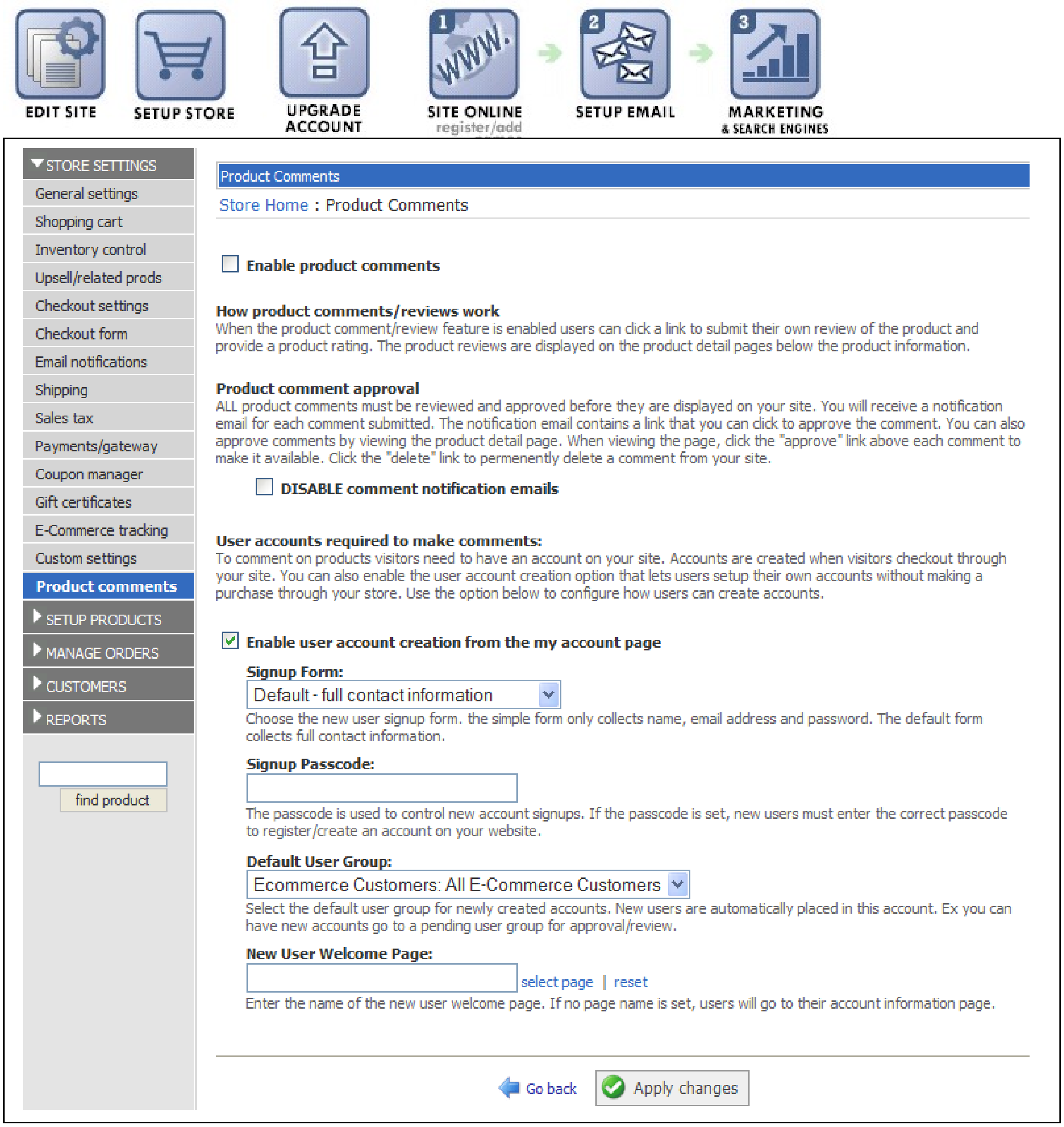
You can use the Currency Setup area to show customers pricing in their own currencies. Select your site's currency from the drop down box. Then, highlight the currencies you want to make available and click on the Add button. The selected currencies will appear in the Selected Currencies box. To remove a currency, highlight it and click on the Remove button. Please note that the alternate currency is only used for display purposes. All purchases through your store will be made in the default currency.

Once you have finished, click Apply Changes 

to save your changes.

6.2.9 Product Comments

This feature allows customers to submit product reviews/ratings. Click Product Comments to be directed to the following page.



Product Comments Page

To enable this feature, click on the Enable Product Comments checkbox. When this feature has been enabled, users can click a link to submit their own review of the product and provide a product rating. The product reviews are displayed on the product detail pages below the product information. All product comments must be reviewed and approved before they are displayed on your site. After a comment is submitted, an email is sent to the default email address on the site. This notification email contains a link that you can click in order to approve the comment. You can also approve comments by viewing the product detail page while logged into the site. When viewing the page, click the approve link above each comment to make it available. If you don't want to approve a comment, or want to delete a comment that was previously approved, click on the delete button that is available when viewing the page. If you do not want to receive an email notification when a comment is submitted, check the Disable Comment Notification Emails checkbox.

Please note that in order for customers to make product comments, they must have user accounts. User accounts are created when visitors checkout through your site.

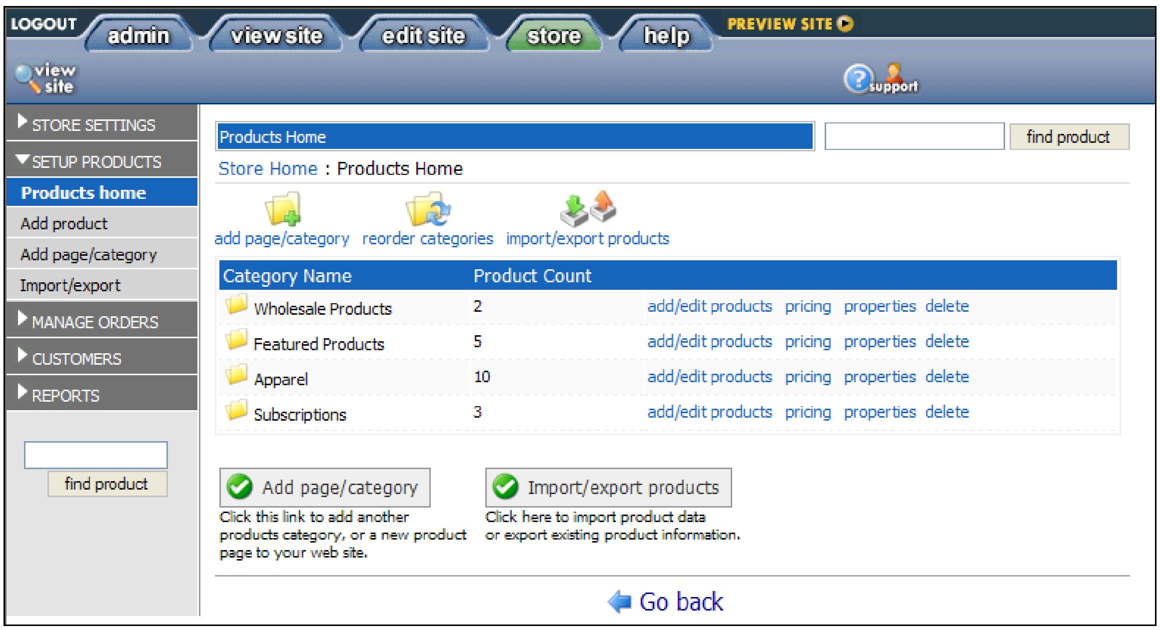
You can also enable the user account creation option that allows users to setup their own accounts without making a purchase through the store. This was covered in the User Account Settings section.

6.3 Setup Products

The Setup Products section of the Store Manager page presents many options to help you create product catalogs and add products and other related data. Clicking Setup Products will direct you to the Products Home Page.

6.3.1 Products Home

Clicking Products Home option under Setup Products will direct you to the following page.

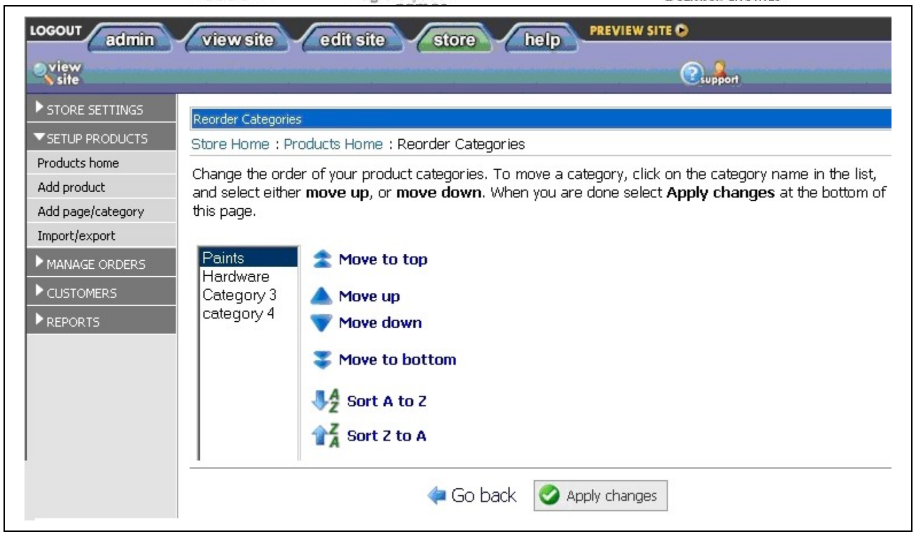


Products Home Page

On this page you can change the product category settings for your e-store. The top of the page displays three shortcut links. Clicking Add Page/Category

directs you to the Add Page/Category section. Clicking Reorder Categories

directs you to the following page.



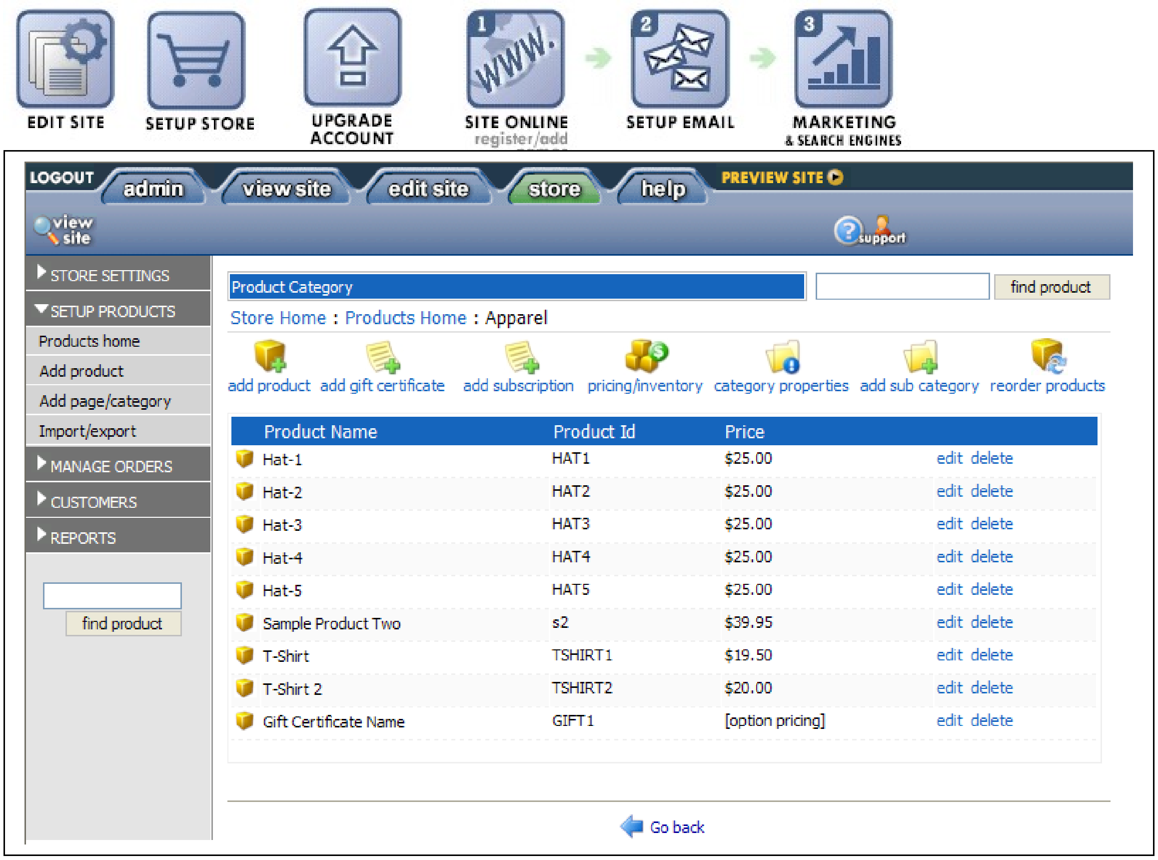
Reorder Categories Page

On this page you may adjust the order in which the product categories are listed. All of the existing product categories are listed in the column on the left-hand side of the page. Select a product category in the list and click Move Up or Move Down to move it up or down in the list. To place the selected product category at the very top of the list, click Move to Top. Likewise, to move the selected product category to the very bottom of the list, click Move to Bottom. If you wish to have the categories listed in alphabetical or reverse alphabetical order, click Sort A to Z or Sort Z to A, respectively.

Once you have finished, click Apply Changes to save your changes. At any time, you may click Go Back to return to the Products Home Page.

Clicking Import/Export Products on the Products Home Page directs you to the Import/Export section. This allows you to upload many products to your e-store at once, or to download them from your e-store to another computer application.

The Products Homepage lists all of the existing product categories. To view products, add products, or view product properties for a particularly category, click the corresponding Add/Edit Products option to be directed to the following page.



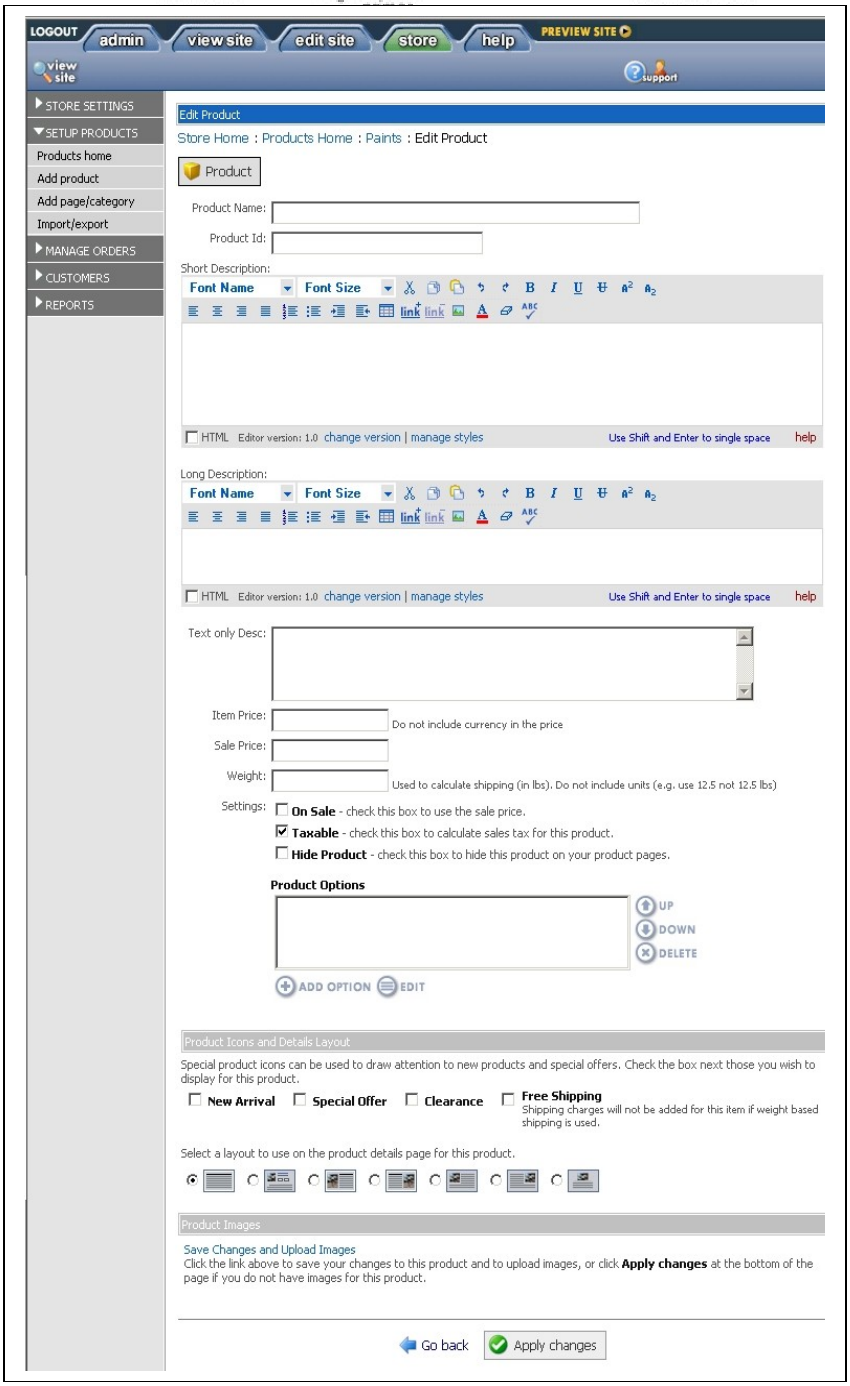
Add/Edit Page

This page presents the following options, which are described in detail in subsequent sections.

- Add product
- Add gift certificate
- Add subscription
- Pricing/inventory
- Category properties
- Add sub category
- Reorder products

6.3.1.1 Add Product

Clicking the Add Product option on the Add/Edit page directs you to the following page, where you can enter product specifications following the process described in the Edit Product section.

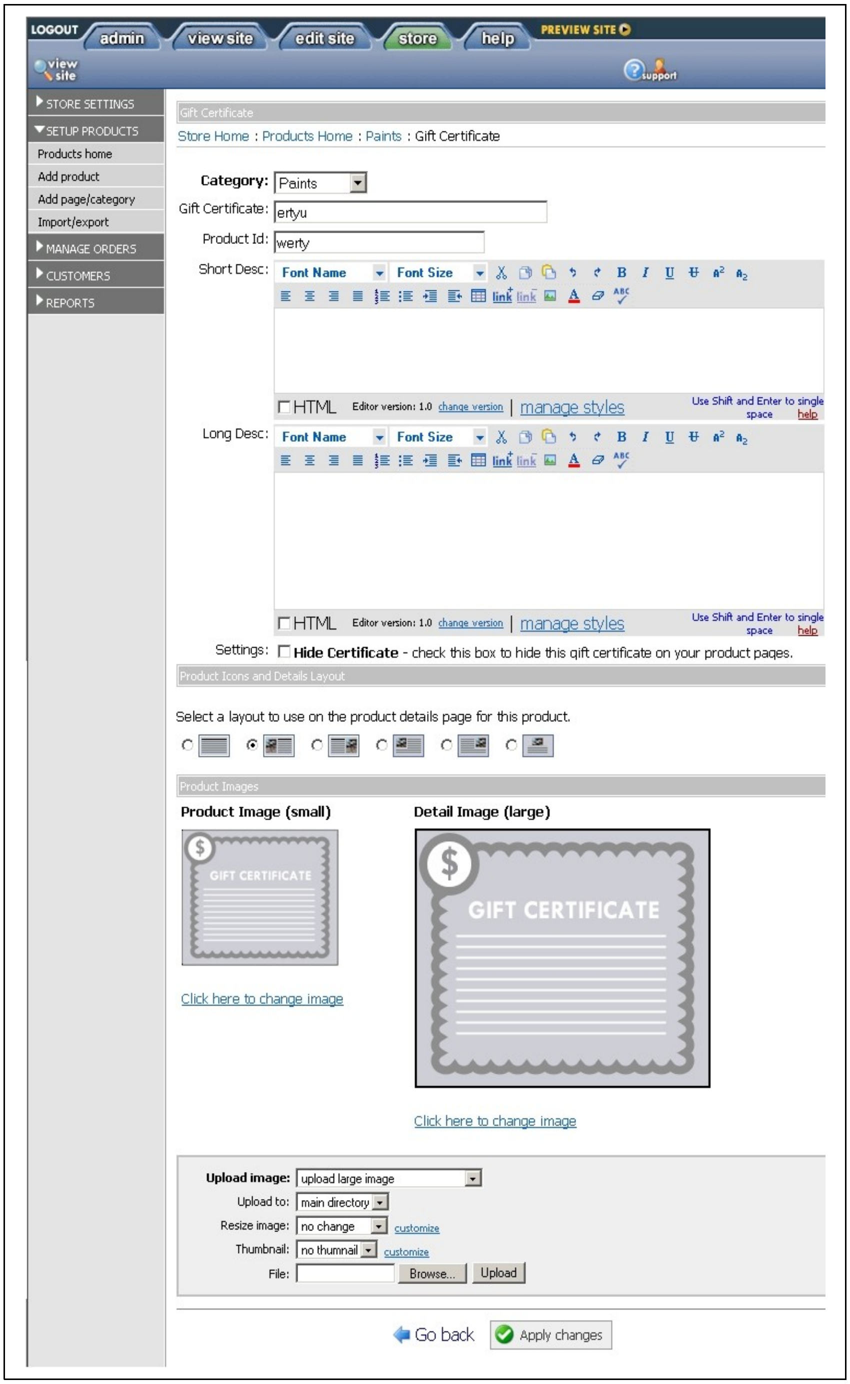


Add Product Page

To upload an image for the selected product, click Save Changes and Upload Images  to be directed to the Product Image section on the Edit Product page.

6.3.1.2 Add Gift Certificate

The Add Gift Certificate option on the Add/Edit page lets you select your e-store gift certificate settings on the following page.



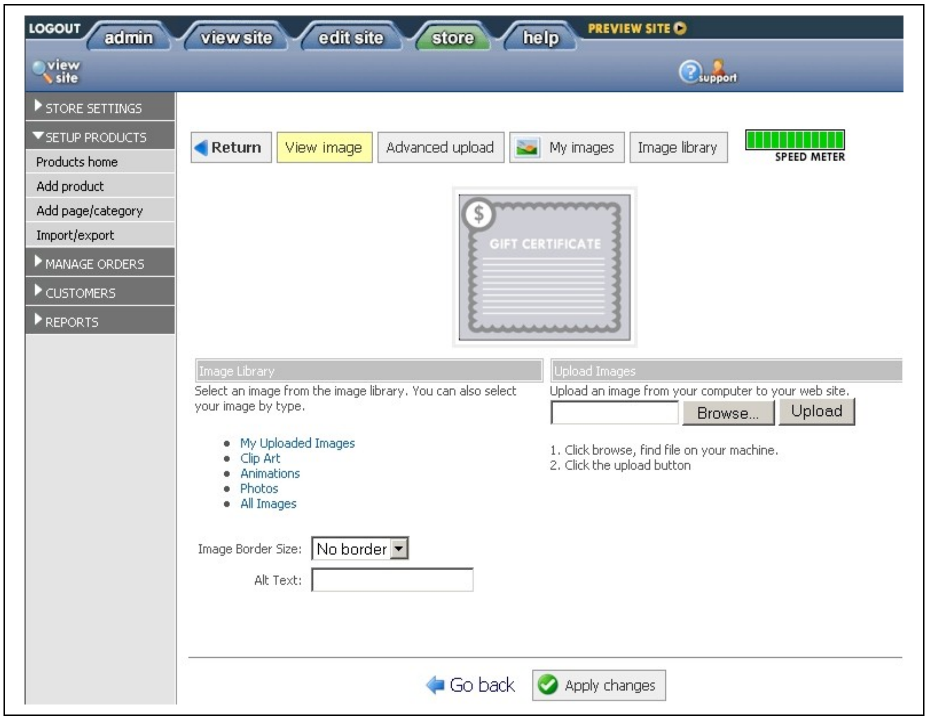
Gift Certificate

First, enter a name for the new gift certificate in the Gift Certificate field. Then enter the product ID number in the Product ID field. You can enter either a short or long description of the gift certificate in the Short Desc and Long Desc text editor boxes, respectively.

If you wish to hide the gift certificate from display on your product details page, check the box labeled Hide Certificate.

Next, select one of the six layouts that may be used to display the product on the product details page.

Under the Product Images heading, you can customize either the small or large product images by selecting Click Here to Change Image under the image size of your choice. This will direct you to the following page.



Customize Gift Images Page

On this page, you can customize the gift certificate by choosing an image from the Image Library or My Images section, or by uploading an image that is stored on your computer, as described in the Image Upload section of the Design page. Toward the bottom of the page, there is an image upload option that you can use to upload and customize an image as described in Advanced Upload section of the Design page.

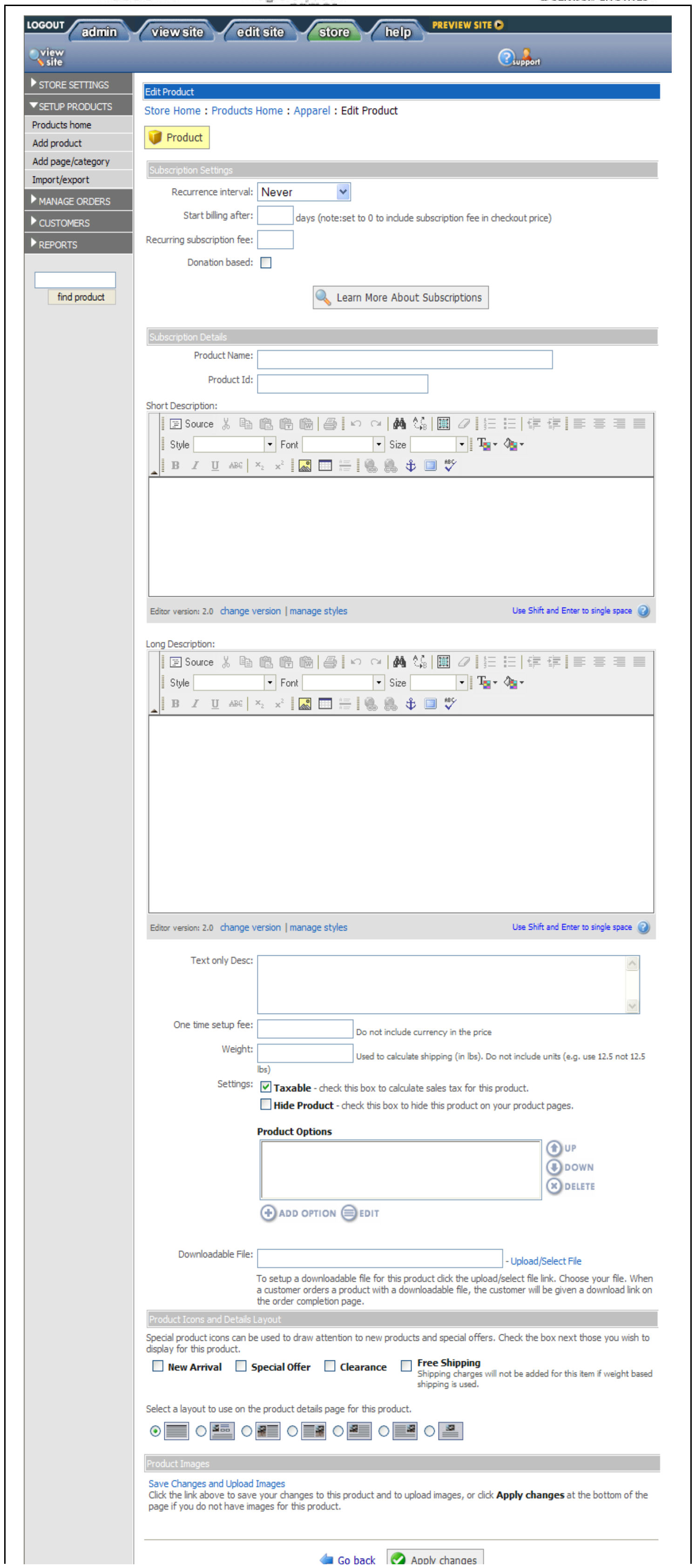
Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Go Back to return to the Products Home page.

6.3.1.3 Add Subscription

The Add Subscription option on the Add/Edit page allows you to add a special type of product with fees that recur at a specified interval. Clicking Add Subscription directs you to the following page.


EDIT SITE
SETUP STORE
UPGRADE ACCOUNT
SITE ONLINE
register/add
SETUP EMAIL
MARKETING & SEARCH ENGINES

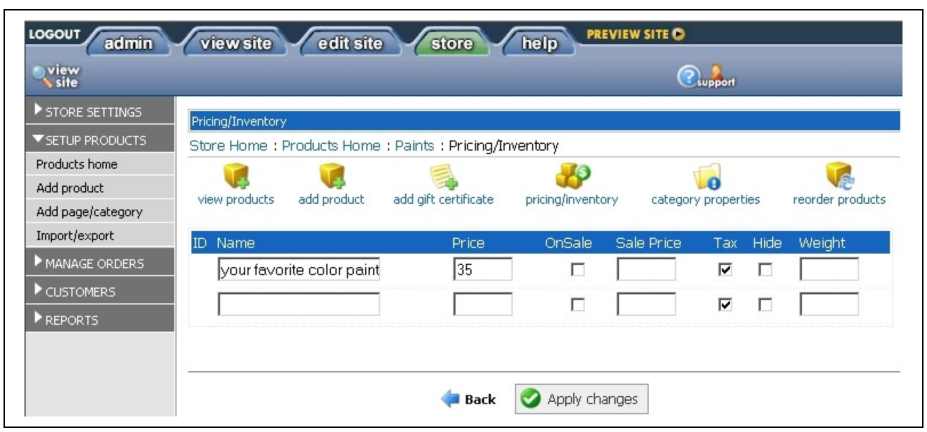

LOGOUT
admin
view site
edit site
store
help
PREVIEW SITE
STORE SETTINGS
SETUP PRODUCTS
Products home
Add product
Add page/category
Import/export
MANAGE ORDERS
CUSTOMERS
REPORTS
find product
Edit Product
Store Home : Products Home : Apparel : Edit Product
Product
Subscription Settings
Recurrence interval: Never
Start billing after: days (note:set to 0 to include subscription fee in checkout price)
Recurring subscription fee:
Donation based:
Learn More About Subscriptions
Subscription Details
Product Name:
Product Id:
Short Description:
Source
Style
Font
Size
Editor version: 2.0 change version | manage styles
Use Shift and Enter to single space
Long Description:
Source
Style
Font
Size
Editor version: 2.0 change version | manage styles
Use Shift and Enter to single space
Text only Desc:
One time setup fee: Do not include currency in the price
Weight: Used to calculate shipping (in lbs). Do not include units (e.g. use 12.5 not 12.5 lbs)
Settings: Taxable - check this box to calculate sales tax for this product.
Hide Product - check this box to hide this product on your product pages.
Product Options
UP
DOWN
DELETE
ADD OPTION
EDIT
Downloadable File: - Upload/Select File
To setup a downloadable file for this product click the upload/select file link. Choose your file. When a customer orders a product with a downloadable file, the customer will be given a download link on the order completion page.
Product Icons and Details Layout
Special product icons can be used to draw attention to new products and special offers. Check the box next those you wish to display for this product.
New Arrival
Special Offer
Clearance
Free Shipping
Shipping charges will not be added for this item if weight based shipping is used.
Select a layout to use on the product details page for this product.
Product Images
Save Changes and Upload Images
Click the link above to save your changes to this product and to upload images, or click Apply changes at the bottom of the page if you do not have images for this product.
Go back
Apply changes

The first step is to set the Recurrence Interval using the drop down box. The Recurrence Interval is how often the customer will be charged for the subscription. Next, in the Start Billing After field, enter the number of days that billing for the subscription will start. For example, if you want to give customer's a 10 day trial period for the subscription, enter 11 into the Start Billing After field. Enter 0 if you want the subscription fee to be included in the checkout price. Next, enter the subscription amount into the Recurring Subscription Fee field. If you are setting up a way for customer's to make a donation, then check the Donation Based box. With this option, people will be able to enter the amount they want to donate every interval. If this option is chosen, it does not matter what you set up for the recurring subscription fee as the customer will be able to enter the amount desired.

Setting up the rest of the subscription product is similar to the process described in the Edit Product section with one exception. For subscriptions, there is a field titled One Time Setup Fee. This fee is only charged once when the subscription is purchased. For example, if there is a special introductory price for the subscription, that price would be entered into the One Time Setup Fee field.

6.3.1.4 Pricing/Inventory

The Pricing/Inventory option on the Add/Edit page lets you control the pricing, weights, and inventory of all e-store products in a category quickly and easily. Clicking Pricing/Inventory directs you to the following page.



Pricing/Inventory Page

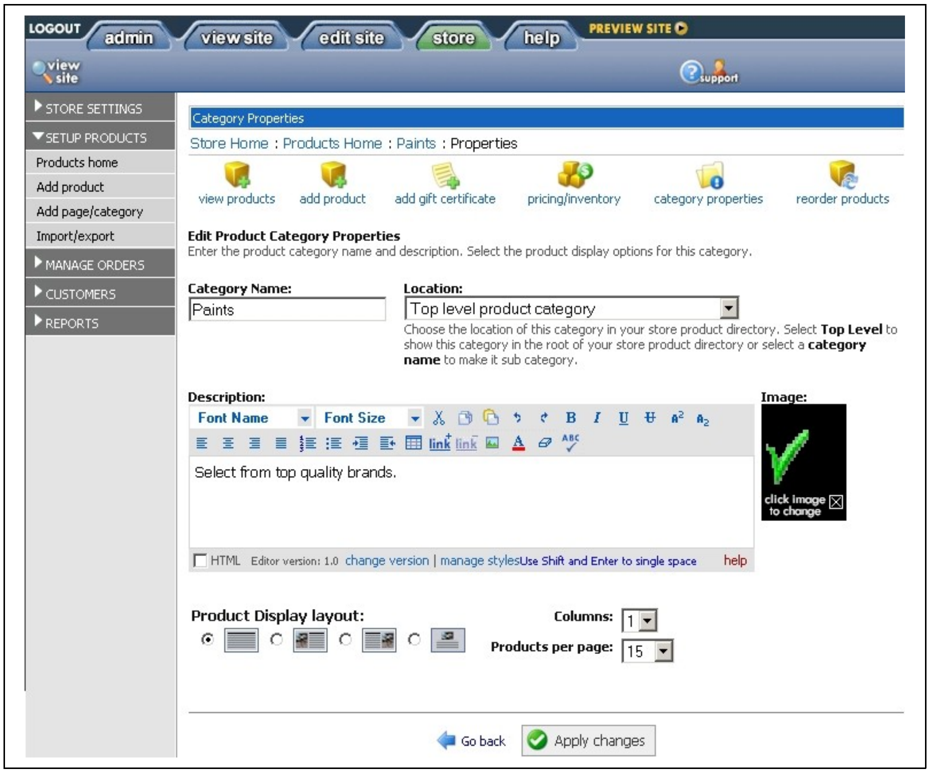
You can change the name of your product by typing it into Name field. Enter a product price in the Price field. Check the On Sale box if you wish to make a product available for sale. Enter the sale price of a product in the Sale Price field. If the product is taxable, check the Tax box. To hide a product, check the Hide box. Finally, enter the product's weight in the Weight field.

Note: all of these fields can be used only to change information for existing products. You cannot create new products in this way, nor can you change the ID through this process.

Once you have finished, click Apply Changes  to save your changes. At any time, you may click Back to return back to the Add/Edit page.

6.3.1.5 Category Properties

Clicking Category Properties in the Add/Edit page directs you to the following page, where you can edit product category properties.



Product Category Properties Page

Change the name of the product category by typing it in the Category Name field. Change the location of the category by selecting a location for it from the Location drop-down menu.

Type a brief description of the product category in the text editor under the Description heading. To the right of the text editor, an image is displayed for the product category. To change the image, click on it to open a pop-up window where you can upload an alternate image as described in the Advanced Upload section of the Design page.

Next, select one of the four display layouts for the product category under the Product Display Layout heading. Select the appropriate number of columns from the Columns drop-down menu. Finally, use the Product Per Page drop-down menu to select the maximum number of products that should appear on a single page under each category.

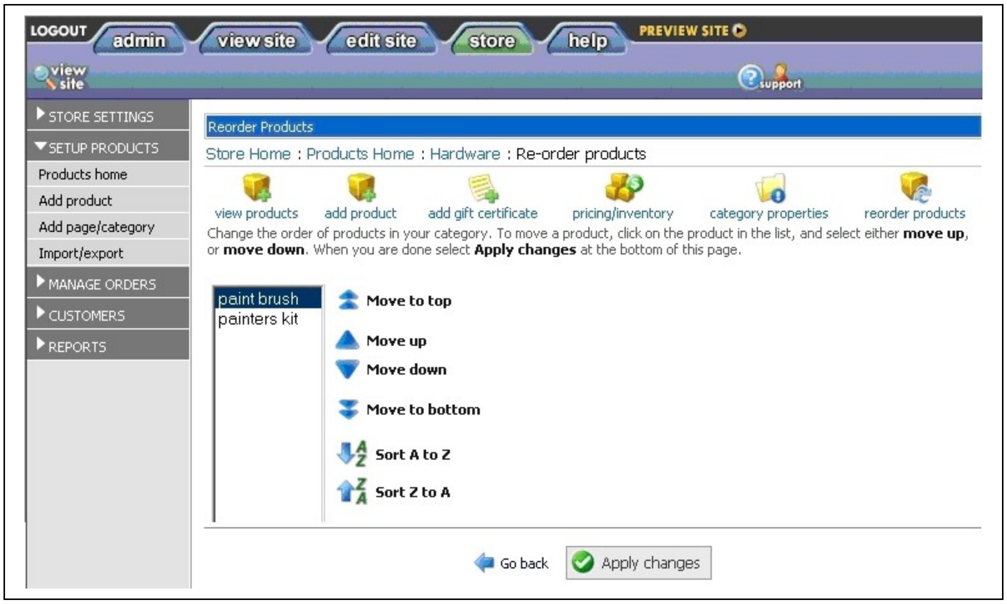
Once you have finished, click Apply Changes  to save your changes. At any time, you may click Back to return to the Add/Edit page.

6.3.1.6 Add Sub Category

The Add Sub Category option on the Add/Edit page allows you to set up a sub category to a top level product category. Adding a sub category is similar to adding a category. See the Add Page/Category section for an explanation on this feature.

6.3.1.7 Reorder Products

The Reorder Products option on the Add/Edit page allows you to define and change the order in which products appear in a product category. Click Reorder Products to be directed to the following page.



Reorder Products Page

On this page, your e-store products are listed in the column on the left-hand side of the page. To adjust the position of a product in the list, select the product and click the Move Up [Move up] or Move Down [Move down] to move it up or down the list. To place the product at the very top of the list, click Move to Top [Move to top]. Likewise, to place the product at the very bottom of the list, click Move to Bottom [Move to bottom]. If you wish to have products listed in alphabetical or reverse alphabetical order, click Sort A to Z [Sort A to Z] or Sort Z to A [Sort Z to A], respectively.

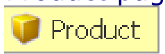
Once you have finished, click Apply Changes [Apply changes] to save your changes. At any time, you may click Go Back to return to the Add/Edit page. Once you are finished with the Add/Edit page, click Go Back to return to the Products Homepage.

To view the pricing details of a product category, click Pricing to be directed to the Pricing/Inventory page. Likewise, to view the properties of a product category, click Properties to be directed to the Category Properties page.

To delete a product category from your e-store, click Delete.

6.3.2 Edit Product

Every product listed in a category has an Edit option next to it. Clicking Edit will take you to the Edit Product page, which presents the following options:

- Product 

- Images 

- Related Products 

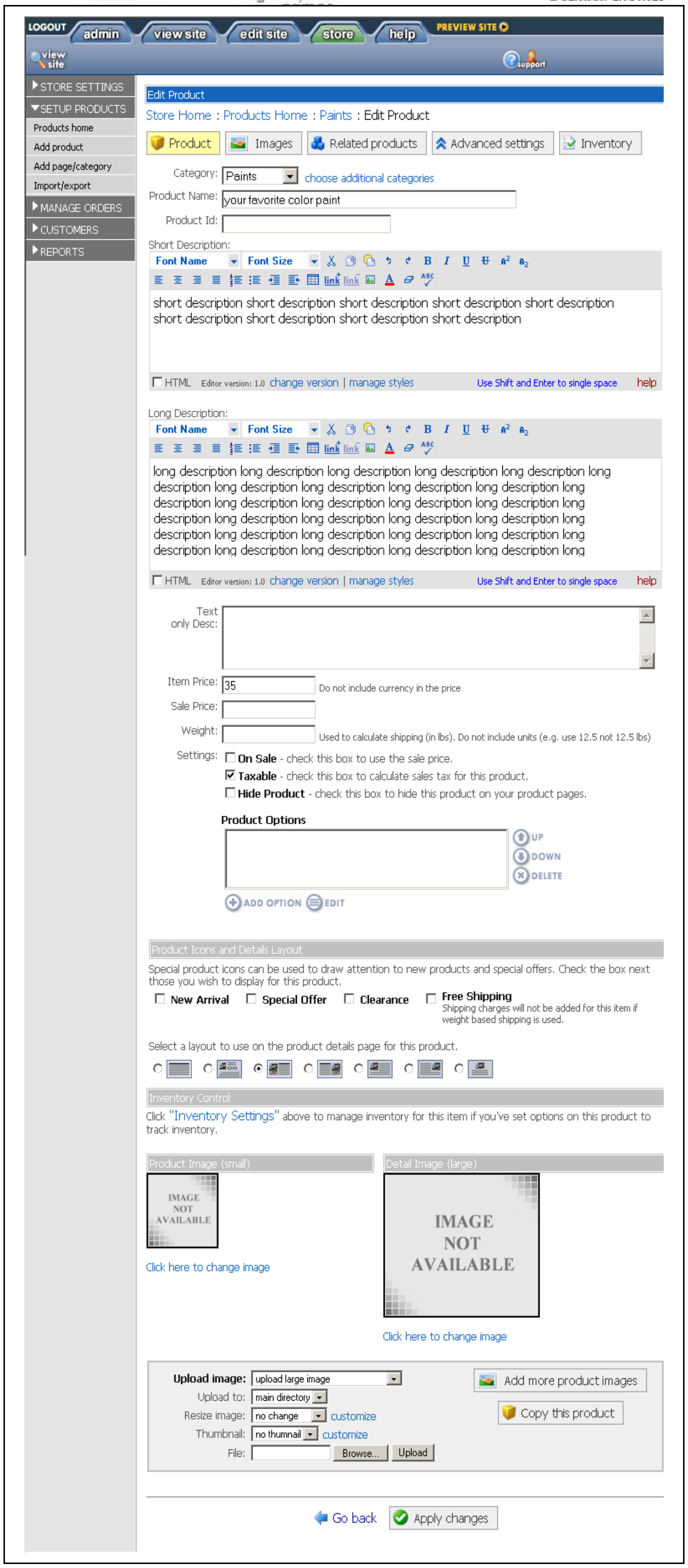
- Advanced Setting 

- Inventory 

Each of these products is described in detail below.

6.3.2.1 Product

Clicking the Product option on the Edit Product page directs you to the following page.

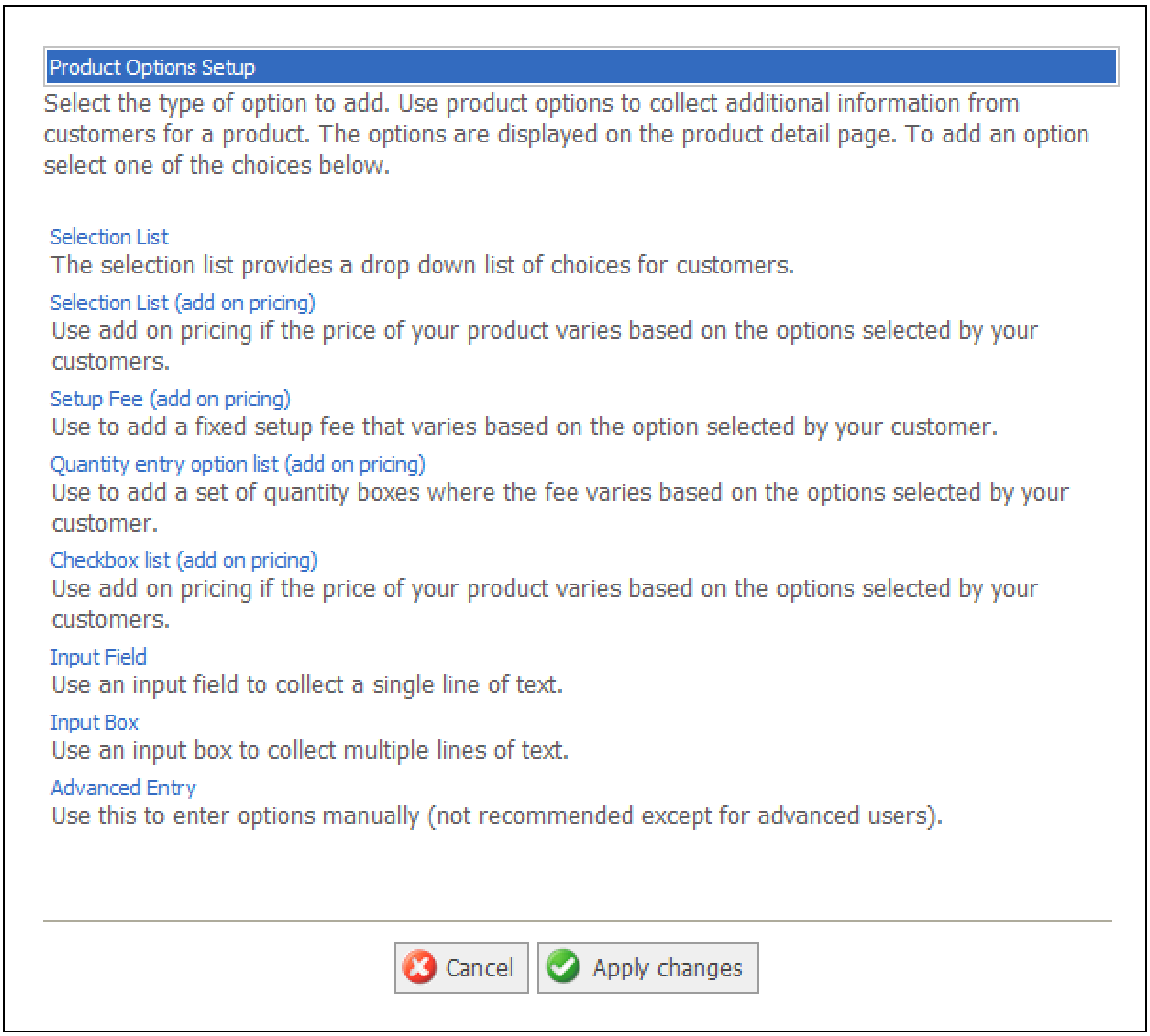


Edit Product Page

On this page, you can enter specifications for your e-store products. Type the name of your product in the Product Name field and enter the product ID in the Product ID field. You can choose to write a short or long product description in the Short Description or Long Description text editor boxes, respectively. Use the Text Only Desc box to enter a few lines of text describing the product. Complete the Item Price, Sale Price and Weight fields with your product's specifications.

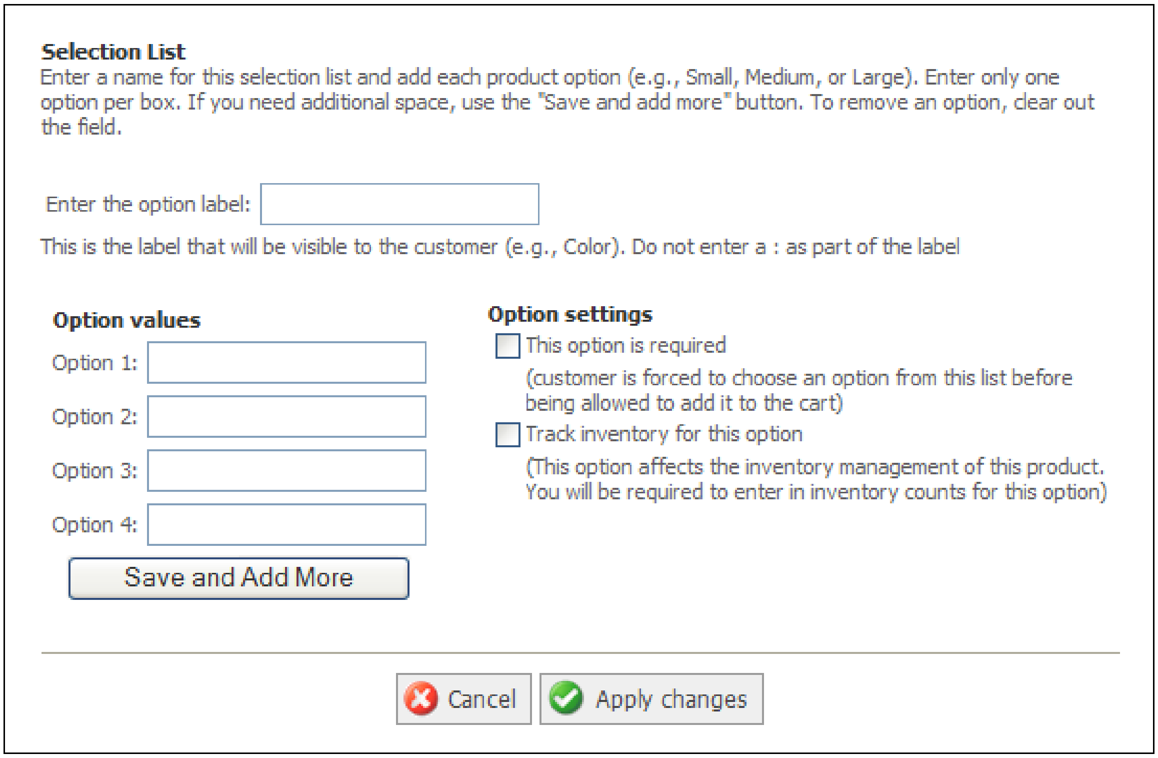
Under the Settings heading, you may opt to offer the product at its sale price by checking the On Sale box. If your product is taxable, check the box labeled Taxable. To hide this product so that it is not displayed on your products page, check the Hide Product box.

Sometimes products are available in a variety of sizes, colors, and other options. For these products, use the Product Options box to list all of the product options, so that you can accept the customer's detailed order. To add a product option, click +ADD OPTION, which will open the following pop-up window.



Products Option Pop-Up Window

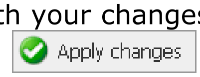
The first option on this pop-up window, Selection List, allows you to create a drop-down menu that customers can use to choose options for the products they wish to purchase. Click Selection List  to be directed to the following window.



Selection List Window

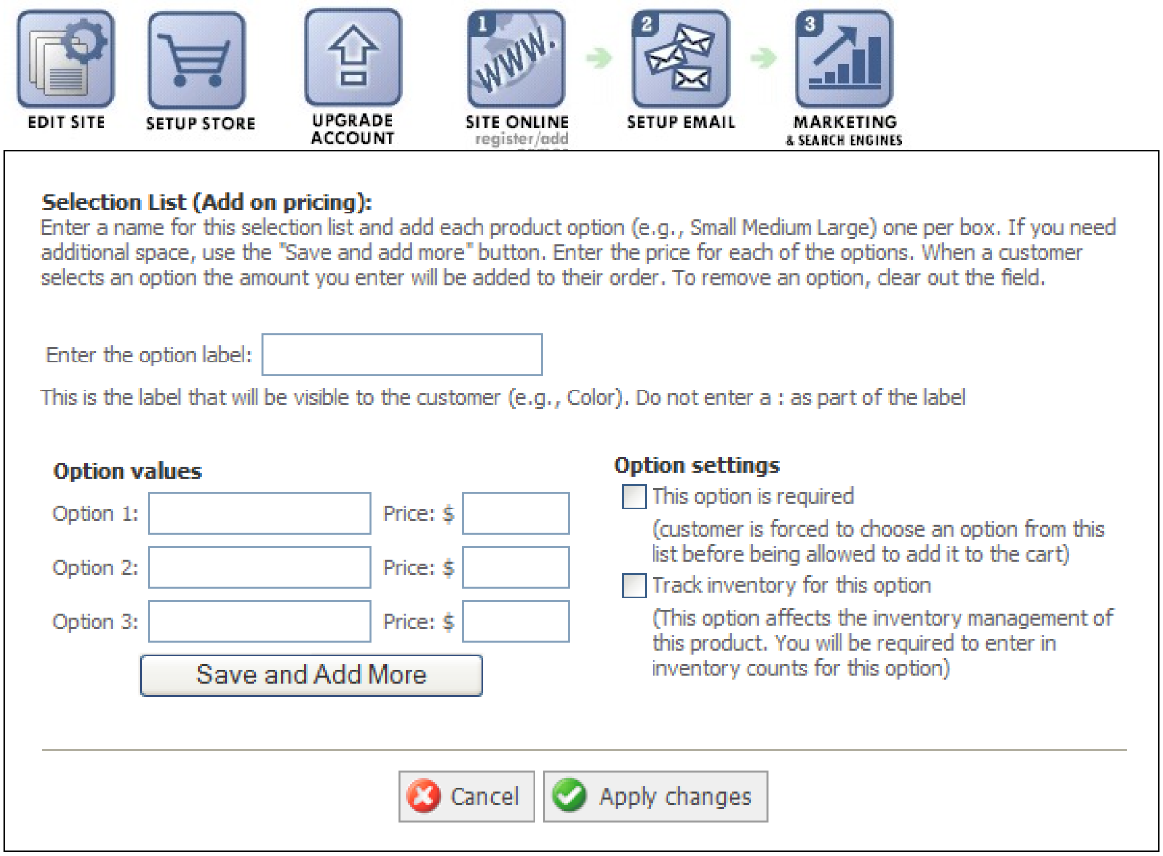
Enter a name for the list in the Enter the Option Label field. Under the Option Values heading, enter the options that should appear in the drop-down menu. Check the box labeled This Option Is Required if you want to make it mandatory for customers to choose an option from the drop-down menu before the product can be added to the shopping cart. If you are tracking the product's inventory, click on the Track Inventory For This Option checkbox. To add more than four options, click Save and Add More 

. If you are dissatisfied with your changes, click Cancel 

. Once you have finished, click Apply Changes 

to save your changes.

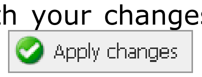
The second option in the Products Option Pop-Up Window is Selection List (Add On Pricing), which allows you to enter price specifications if the product price varies when different options are selected. Click Selection List (add on pricing) to be directed to the following window.



Selection List (Add On Pricing) Window

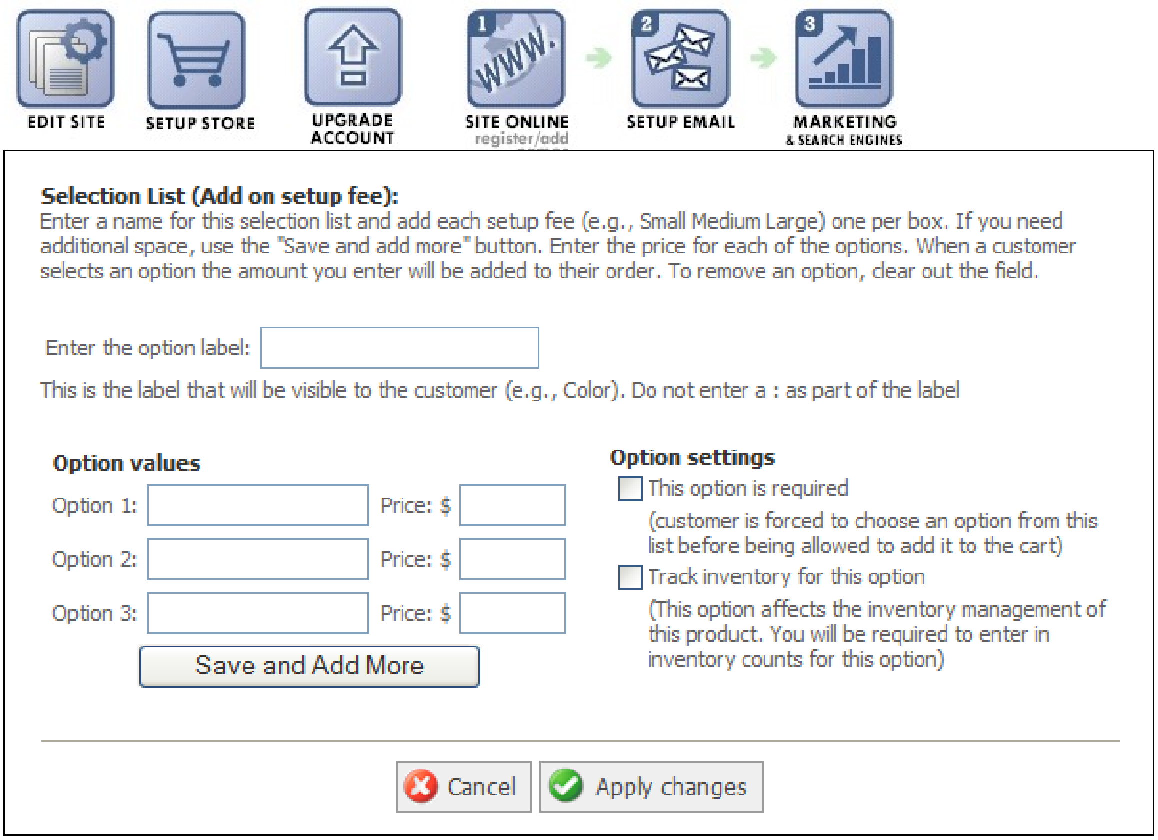
Enter product information into the fields in this window as described for the Select List section, except that this time you must enter a price for each option. To add more than three options, click Save and Add More 

. If you are dissatisfied with your changes, click Cancel 

. Once you have finished, click Apply Changes 

to save your changes.

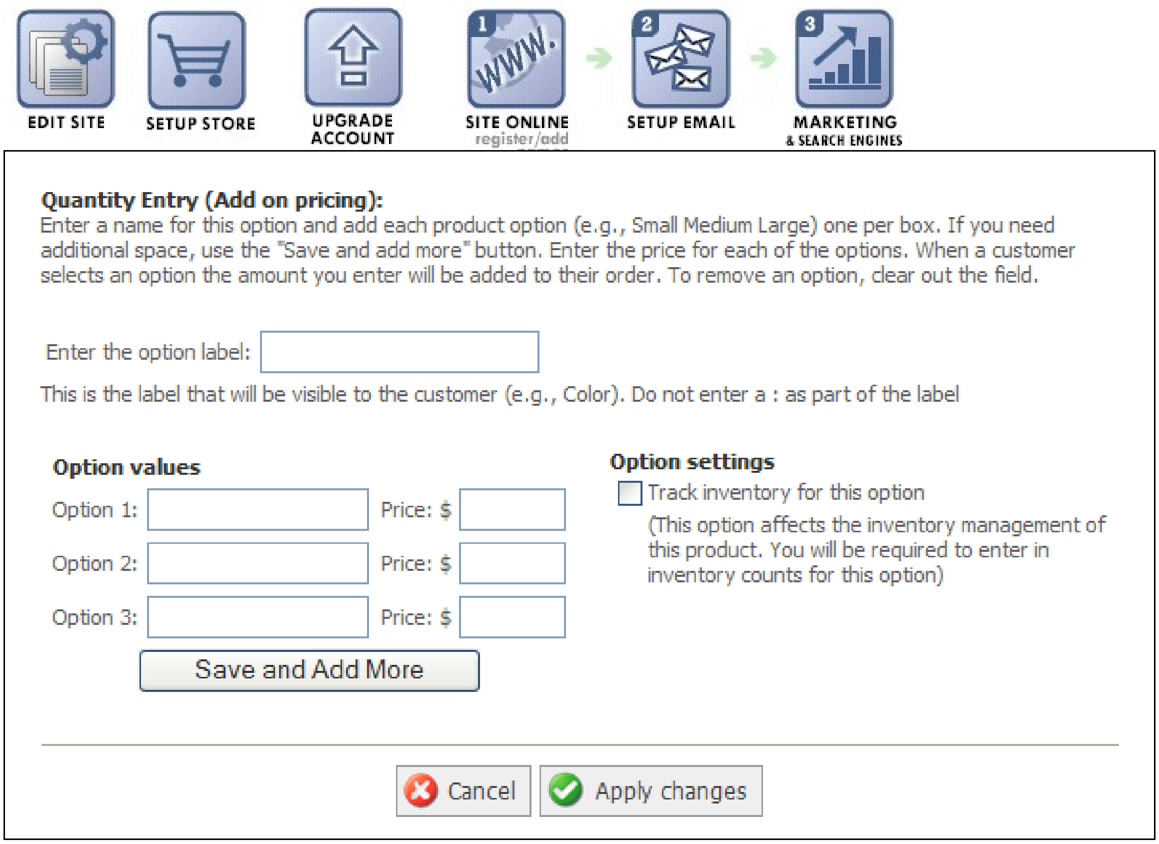
The third option in the Products Option Pop-Up Window is Setup Fee (add on pricing), which allows you to add a fixed setup fee that varies based on the option selected by your customer. Click Setup Fee (add on pricing) to be directed to the following window.



Selection List (Add On Setup Fee) Window

Enter product information into the fields in this window as described for the Selection List (Add On Pricing) section. However, note that the setup fee is for the option, independent of the quantity ordered.

The fourth option in the Products Option Pop-Up Window is Quantity Entry Option List (Add On Pricing), which adds a set of quantity boxes where the fee varies based on the options selected by your customer. Click Quantity Entry Option List (Add On Pricing) to be directed to the following window.

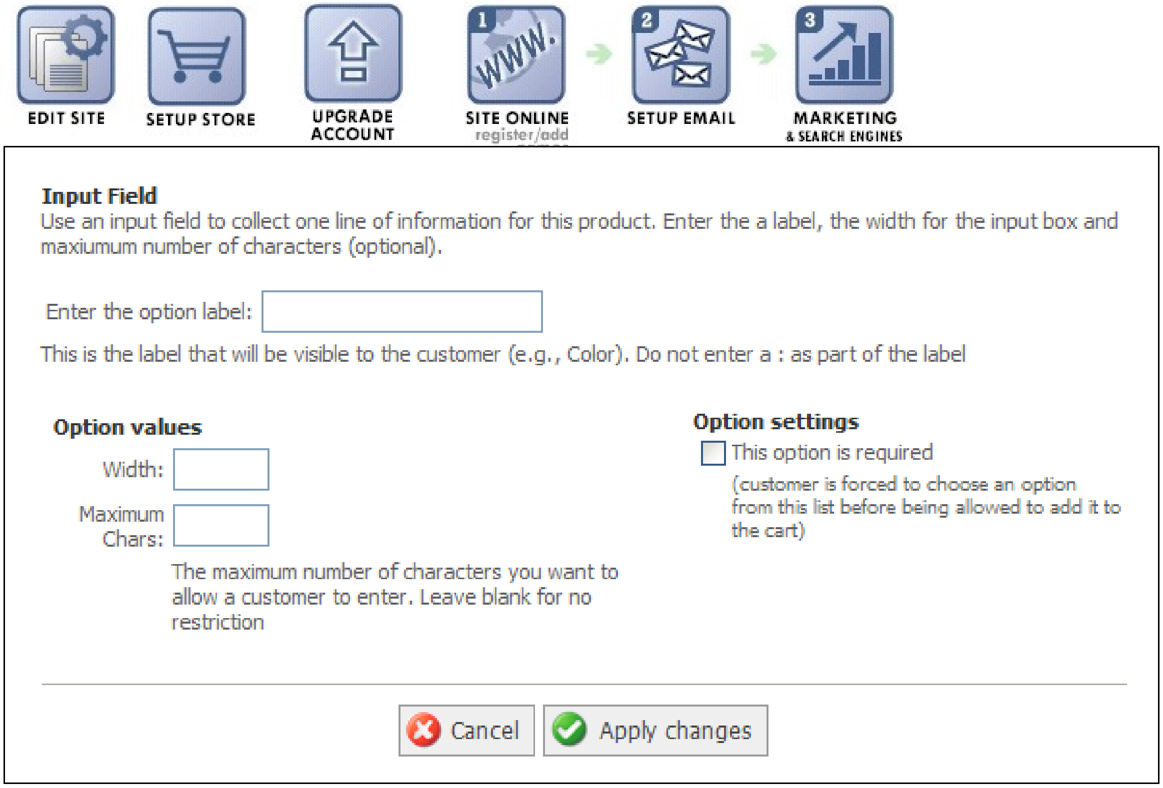


Quantity Entry (Add On Pricing) Window

Enter product information into the fields in this window as described for the Selection List (Add On Pricing) section.

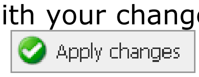
The fifth option in the Products Option Pop-Up Window is Checkbox List (Add On Pricing), which lets you display the product options in checkbox lists. Click Checkbox List (Add On Pricing) to be directed to a window that is very similar to the Selection List (Add On Pricing) window. Add options and their corresponding prices as described for the Selection List (Add On Pricing) section.

The Input Field option in the Products Option Pop-Up Window lets your customers provide a single line of information about the product (e.g., they're desired text for customization, such as engraving). Click on Input Field to be directed to the following window.



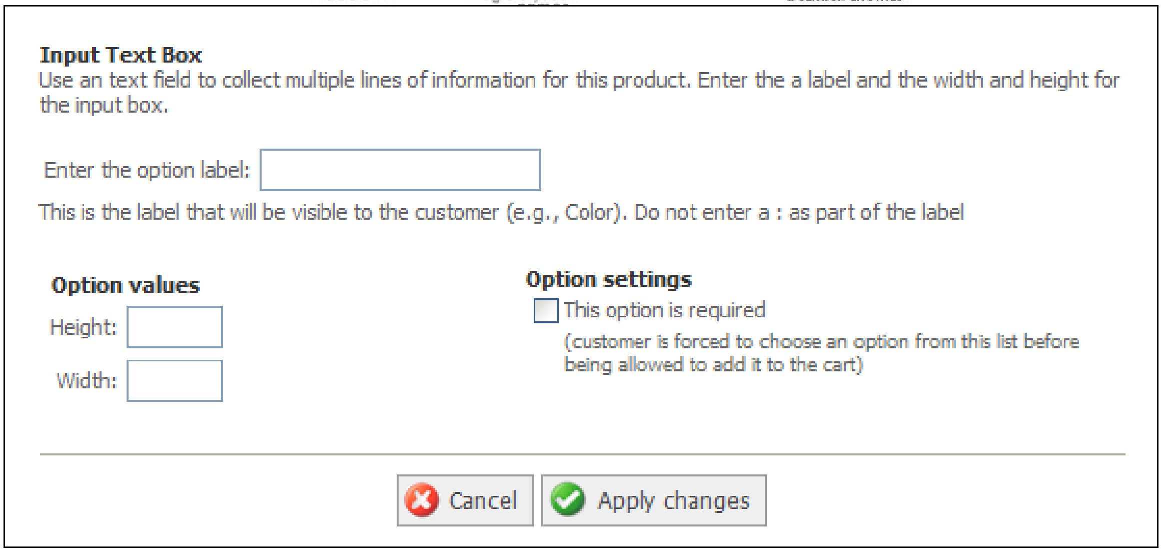
Input Field Window

Type a label name in the Enter the Option Label field. Under the Option Values heading, enter the Width of the input field in the corresponding box. Use the Maximum Chars field to enter the maximum number of characters that your customers may type into the field. Check the box labeled This Option Is Required if you want to make it mandatory for the customer to choose an option before the product can be added to the shopping cart. If you are dissatisfied with your changes, click Cancel 

. Once you have finished, click Apply Changes 

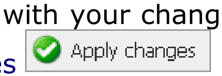
to save your changes.

To collect multiple lines of product information from your e-store customers, click Input Box in the Products Option Pop-Up Window, which will direct you to the following window.



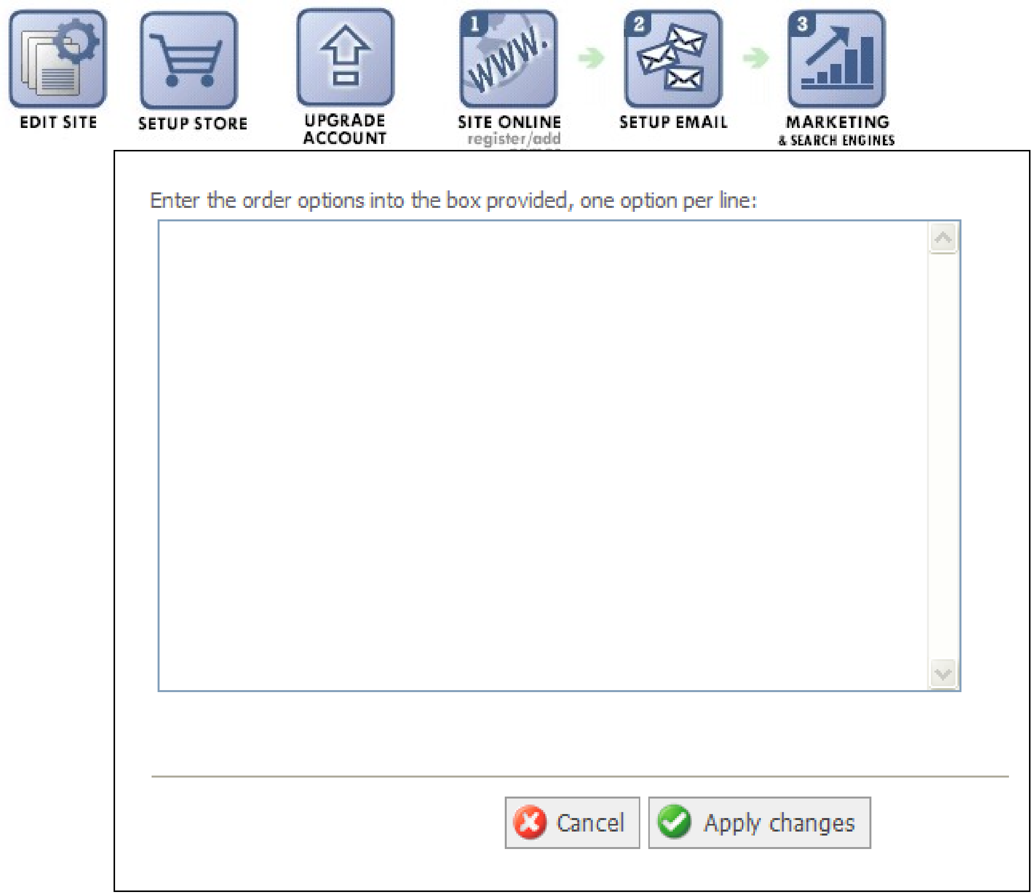
Input Box Window

Enter a label name in the Enter the Option Label field. Under the Option values heading, enter the Height and Width of the input field in the corresponding fields. Check the box labeled This Option Is Required if you want to make it mandatory for the customer to choose an option before the product can be added to the shopping cart. If you are dissatisfied with your changes, click Cancel 

. Once you have finished, click Apply Changes 

to save your changes.

The Advanced Entry option in the Products Option Pop-Up Window allows you to enter product options manually. Click Advanced Entry to be directed to the following window.



Advanced Entry Window

On this page, you can enter the product options of your choice in the box provided, placing one option on each line. If you are dissatisfied with your changes, click Cancel Cancel. Once you have finished, click Apply Changes Apply changes to save your changes.

You can edit, rearrange, or delete the product options that appear in the Product Options box. To edit a product option, select the option and click EDIT, which will open the Product Options pop-up window. Use the UP and DOWN options to rearrange product options within the list. To remove a particular option from the list, select the option and then click DELETE.

Under the Product Icons and Details Layout heading, select your preferred icons and layout for the product as it will appear on the product details page.

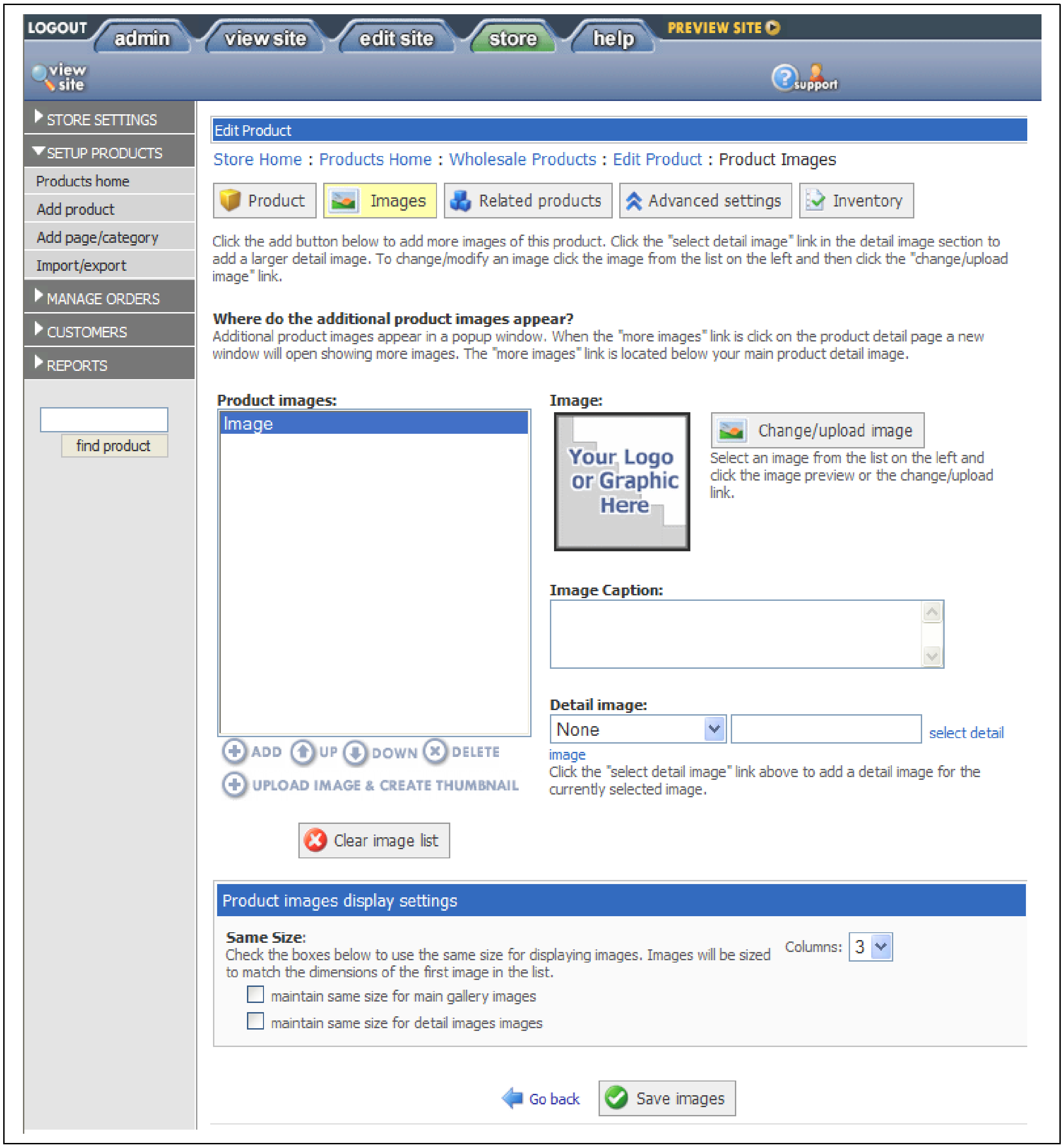
Clicking Inventory Settings will direct you to the Inventory page.

Under the Product Image heading, you may upload the product image of your choice, as described in the Product Images section in the Gift Certificate page.

Clicking Add More Product Images Add more product images you direct you to the Images section, which is described in the following section.

6.3.2.2 Images

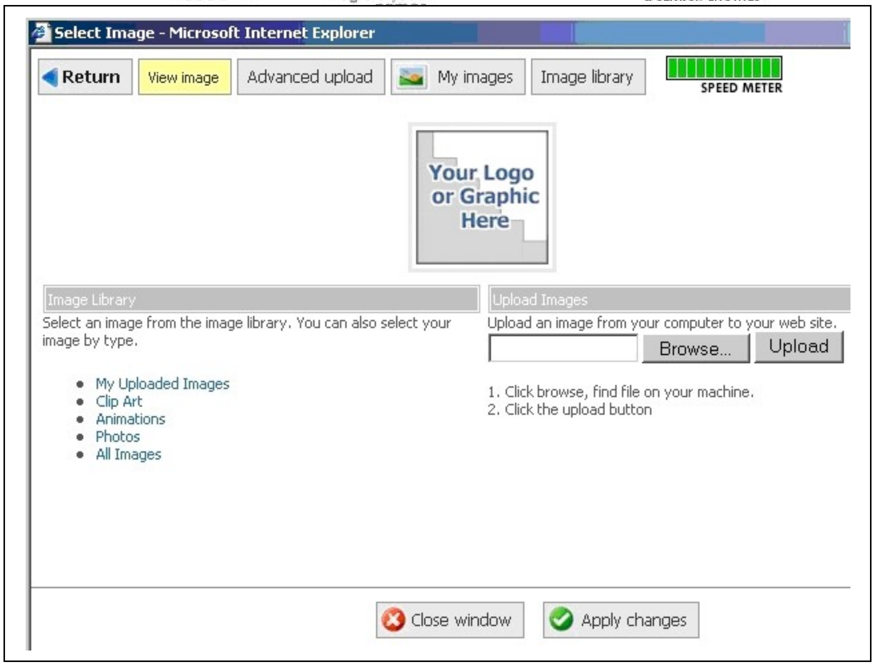
Clicking the Images option on the Edit Product page displays the Product Images page, where you can add additional images to your product, as shown below.



Product Images Page

To add an image, either click Change/Upload Image 

or click on the image itself. This will open the following pop-up window.

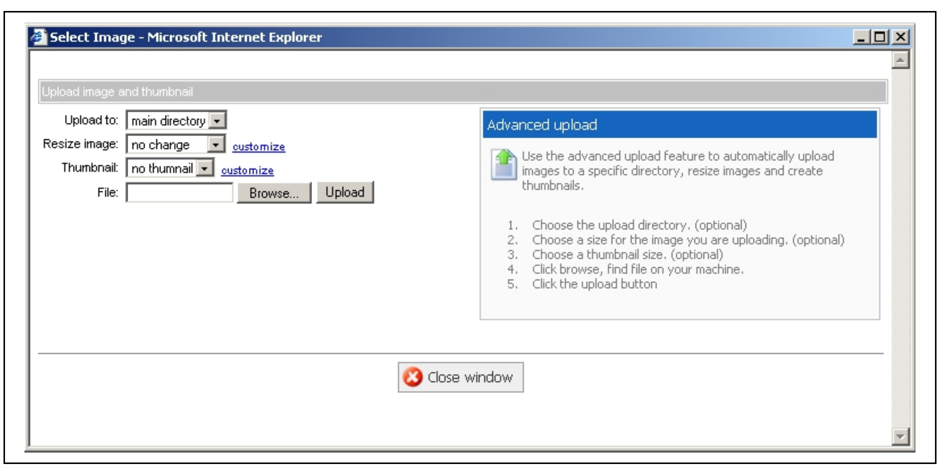


Upload Image Pop-Up Window

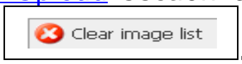
On this page, you can select or upload an image as described in the Image Upload section of the Design page.

On the Products Image page, enter a caption for the selected image in the Image Caption field. To view a larger, more detailed version of the selected image, click Select Detail Image.

To add an image, click Add , which will open a pop-up window similar to the Upload Image pop-up window. You can use the Up and Down options to reorder the items in the images list with the help of Up and Down options. To delete an image, click Delete . To upload an image and generate a thumbnail of it, click Upload Image & Create Thumbnail , which will direct you to the following page.



Upload Image and Create Thumbnail Page

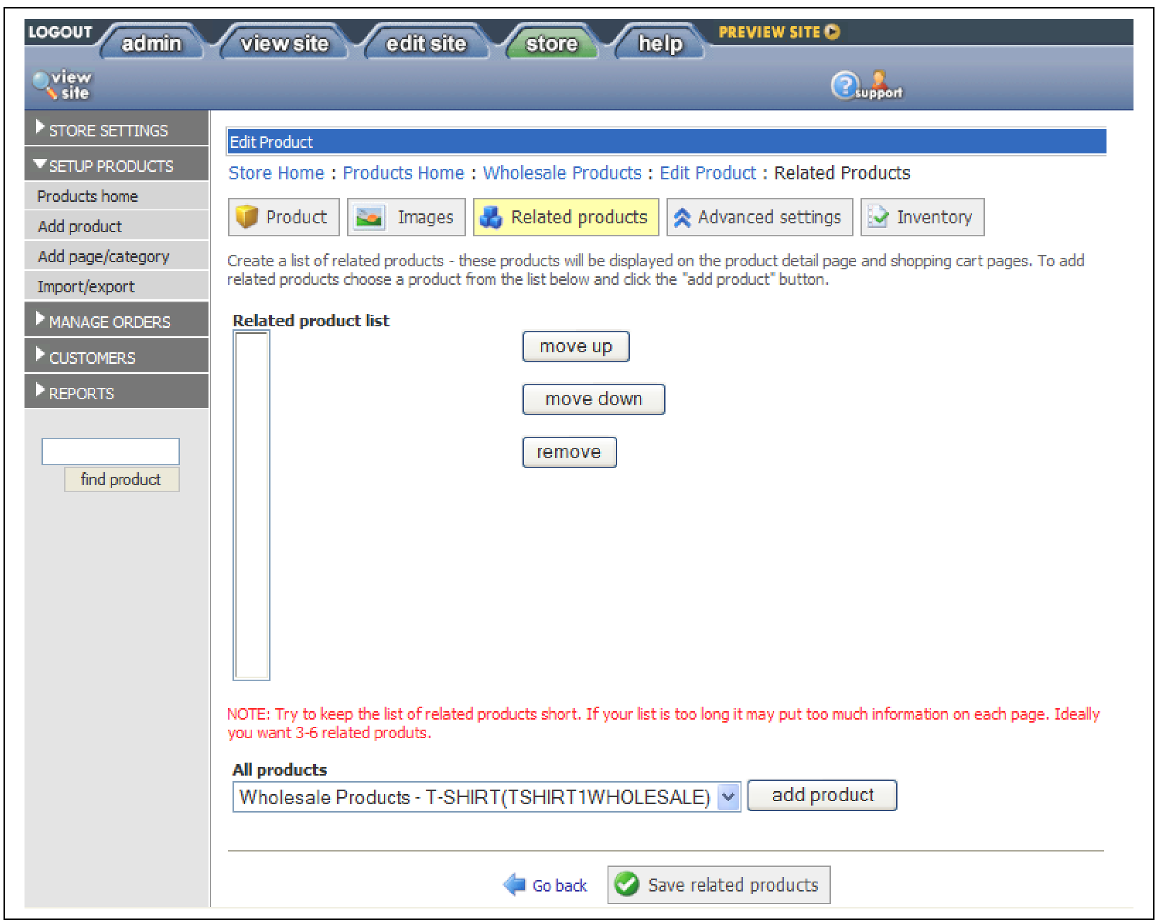
On this page, you can upload an image and generate a thumbnail of it as described in the Advanced Upload section of the Design page. To clear the image list, click Clear Image List .

Under the Product Image Display Settings heading you can adjust the settings for your product image. Select the desired number of columns from the Columns drop-down menu. To have all images be sized like the first image in the list, check the boxes labeled Maintain Same Size for Main Gallery Images and Maintain Same Size for Detail Images.

Once you have finished, click Save Images to save your changes. At any time, you may click Go Back to return to the Edit Product page.

6.3.2.3 Related Products

Clicking the Related Products option on the Edit Product page directs you to the following page.



Related Products Page

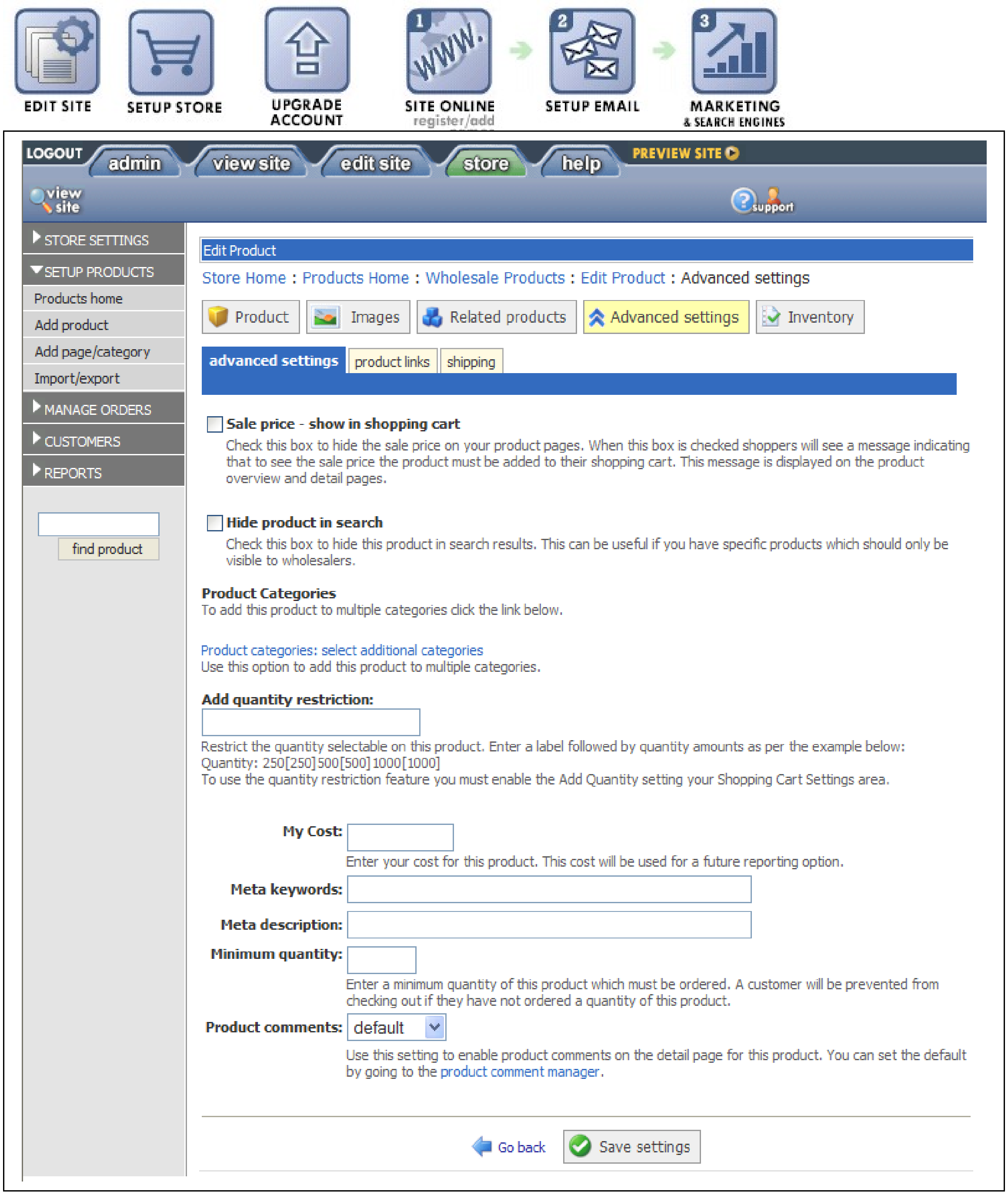
The page displays a Related Product List. You can reorder the products shown in the list by clicking on an item to select it and then clicking Move Up or Move Down. To remove a product from the list, select the product and then click Remove.

To add a product to the Related Product List, select an existing product from the All Product drop-down menu and then click Add Product. The new product will then appear in the Related Product List and you can change its position in the list as described above.

Once you have finished, click Save Related Products to save your changes. At any time, you may click Go Back to return to the Edit Product page.

6.3.2.4 Advanced Settings

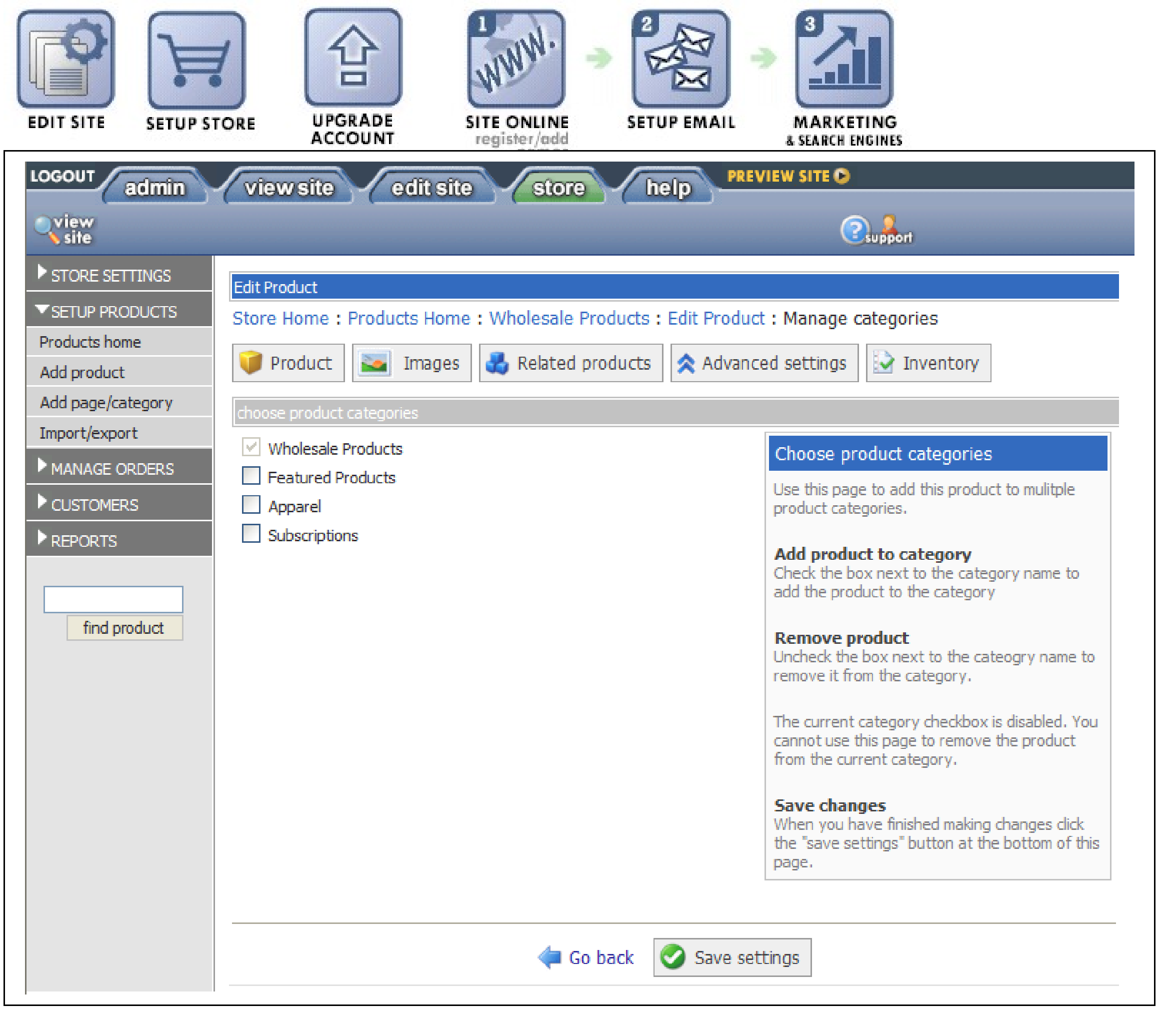
Clicking the Advanced Settings option on the Edit Product page will direct you to the following page, where you will find advanced settings for many e-store features.



Advanced Settings Page

Checking the box next to Sale Price – Show in Shopping Cart will hide the sale price of an item on the product page. In order to see the sale price, a customer will need to put it into the shopping cart. Checking the box next to Hide Product in Search will hide the product in a search only. The product will still show up on the product page.

To add a product to multiple categories, click Product Categories: Select Additional Categories. This will direct you to the following page.



Manage Categories Page

On this page, you can assign a single product to multiple categories. The page lists all of your existing e-store product categories under the Choose Product Categories heading. To select multiple product categories for the product, check the boxes next to the desired categories.

Once you have finished, click Save Settings  to save your changes.

On the Advanced Settings page, use the Add Quantity Restriction field to enter quantity specifications as described in the example given.

Enter the cost of the product in the My Cost field.

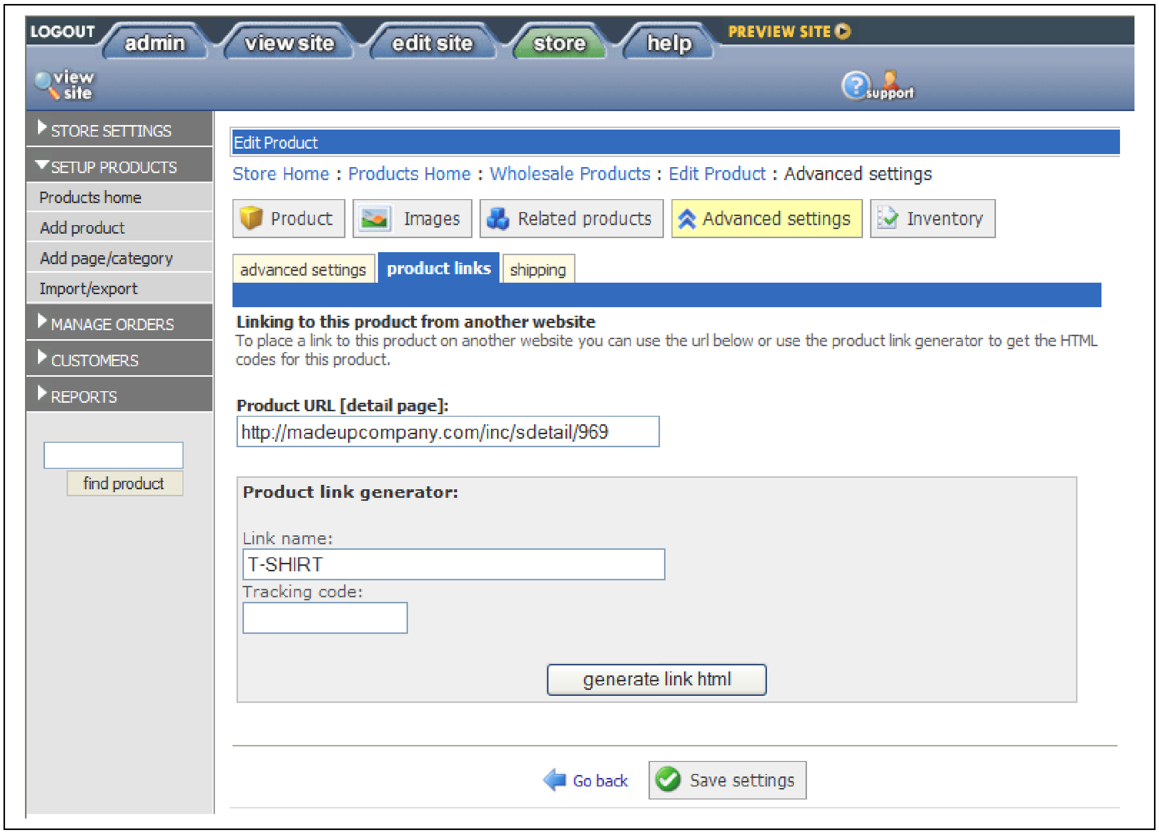
Enter keywords that describe the product in the Meta Keywords field.

Enter the meta description of the product in the Meta Description field.

If there is a minimum quantity that must be ordered for this product, enter that amount into the Minimum Quantity field. Customers will be prevented from checking out if they have not ordered at least the minimum quantity that is required.

If you want customers to be able to comment on the product, enable the feature by using the Product Comments dropdown box.

Clicking the Product Links tab will direct you to the following page.



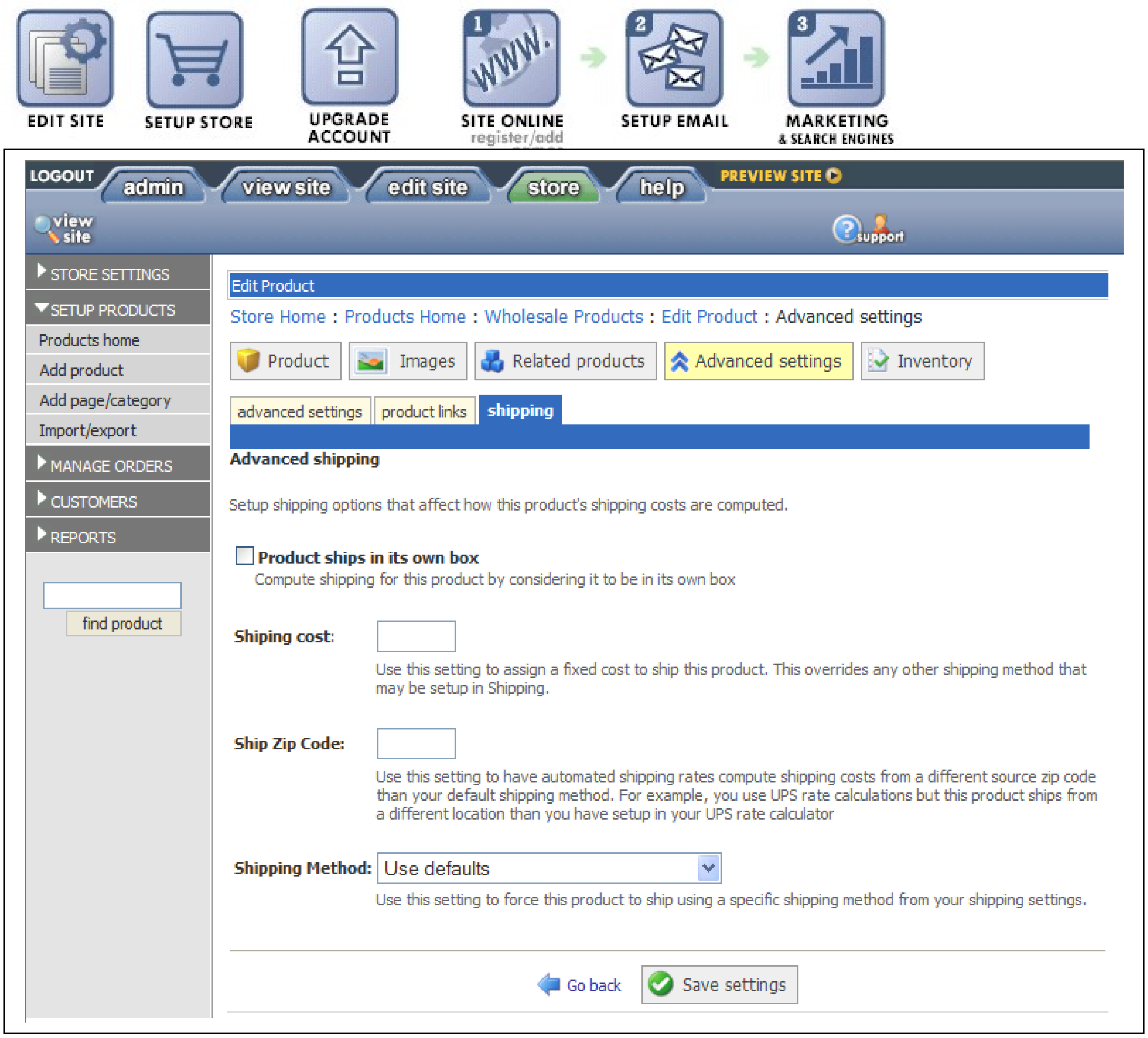
Product Links Page

This page allows you to place a link to this product on another website. The URL for the product detail page will appear in the Product URL (Detail Page) field. You can give this URL to the other website so a link can be setup on that site to this particular product. You can also use the Product Link Generator section in order to generate the HTML that can be given to the other website so a link can be setup on that site to this particular product. To do so, enter a Link Name and Tracking Code in the corresponding fields under the Product Link Generator heading and click Generate Link HTML. This will show the HTML code that can be used to display a link to this product.

Once you have finished, click Save Settings 

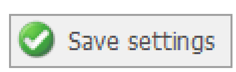
to save your changes.

Clicking the Shipping tab will direct you to the Advanced Shipping page, shown below.



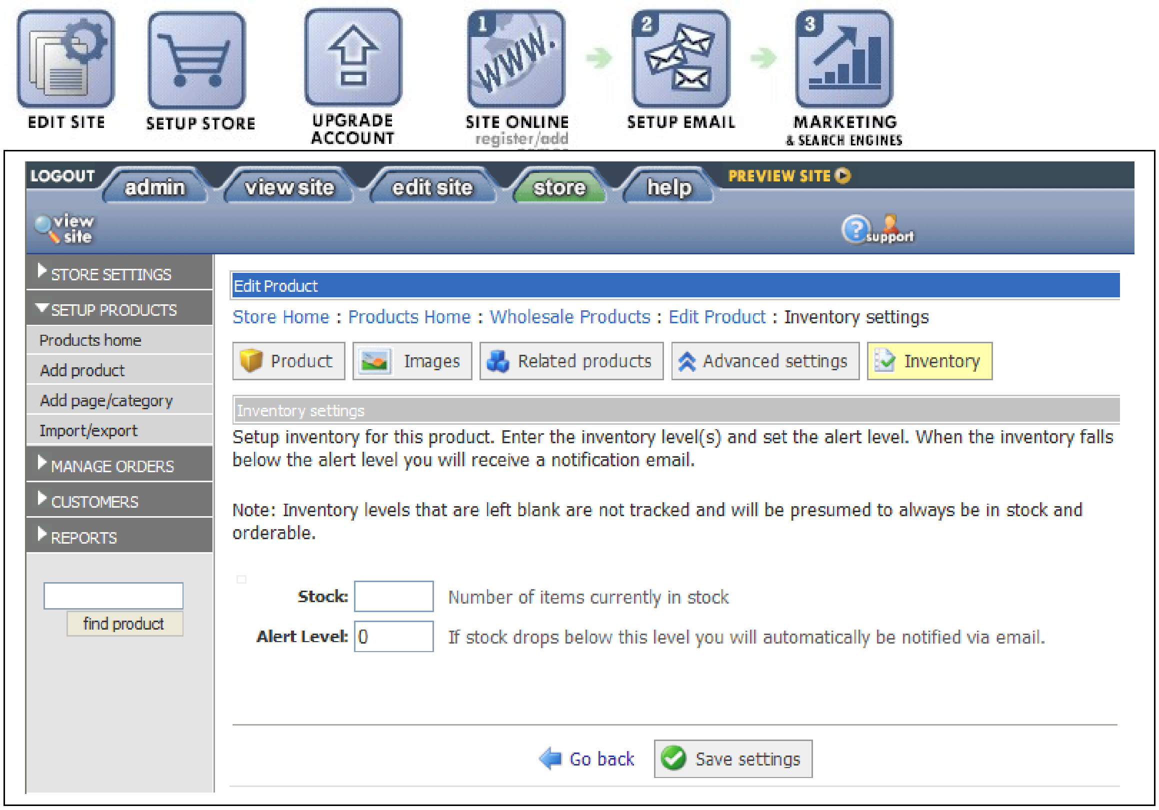
Advanced Shipping Page

This page allows you to setup shipping options that affect how this particular product's shipping costs are computed. If this product ships in its own box, separate from the balance of the order, click on the Product Ships In Its Own Box checkbox. If this product has a fixed shipping cost, enter that cost into the Shipping Cost field. This overrides any other shipping method that may be setup. If this product ships from a different zip code, then enter the zip code it ships from in the Ship Zip Code field. If the product must ship using a specific shipping method (i.e. next day air), then select the method from the Shipping Method dropdown box.

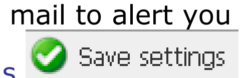
Once you have finished, click Save Settings  to save your changes.

6.3.2.5 Inventory

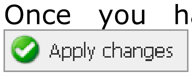
Clicking on the last option on the Edit Product page, Inventory, leads you to the following page, where you can define inventory settings for the product.



Inventory Settings Page

Enter the number of product items that are currently in stock in the Stock field. Then enter the stock margin in the Alert Levels field. If the number of product items in stock drops below the stock margin, you will receive a notification mail to alert you to reorder the product. Once you have finished, click Save Settings 

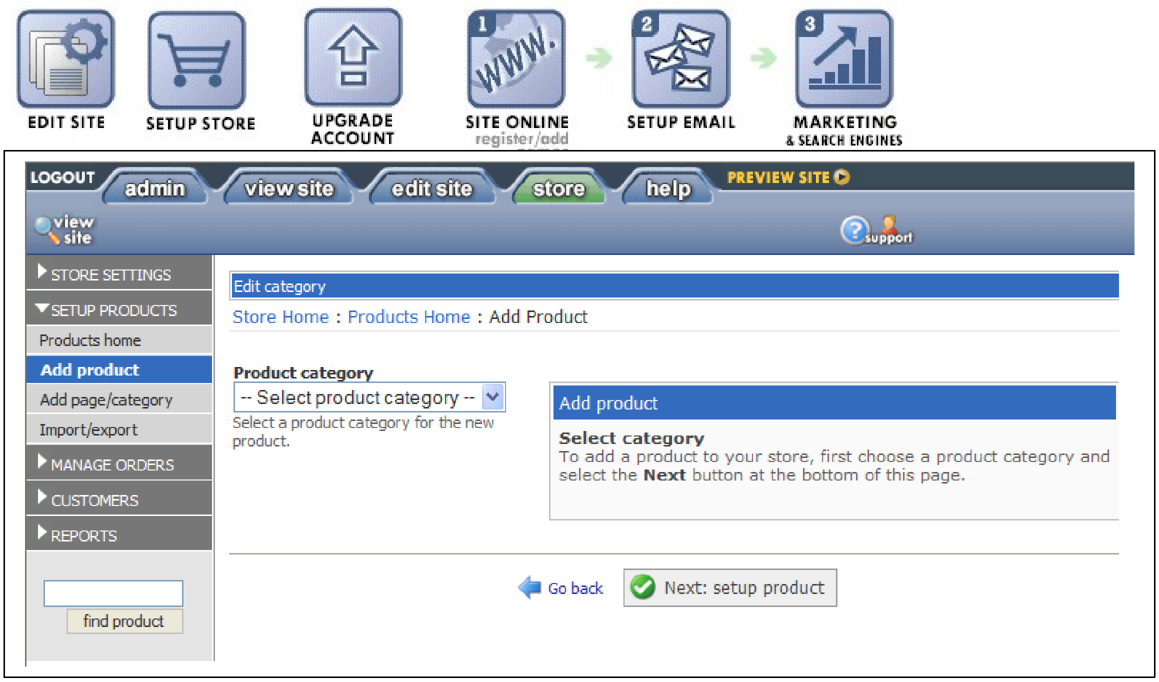
to save your changes.

Once you have finished with the Edit Product page, click Apply Changes 

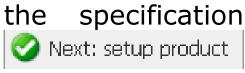
to save your changes.

6.3.3 Add Product

Clicking Add Product under Setup Products will direct you to the following page, where you can add a product to an existing product category.



Add Product Page

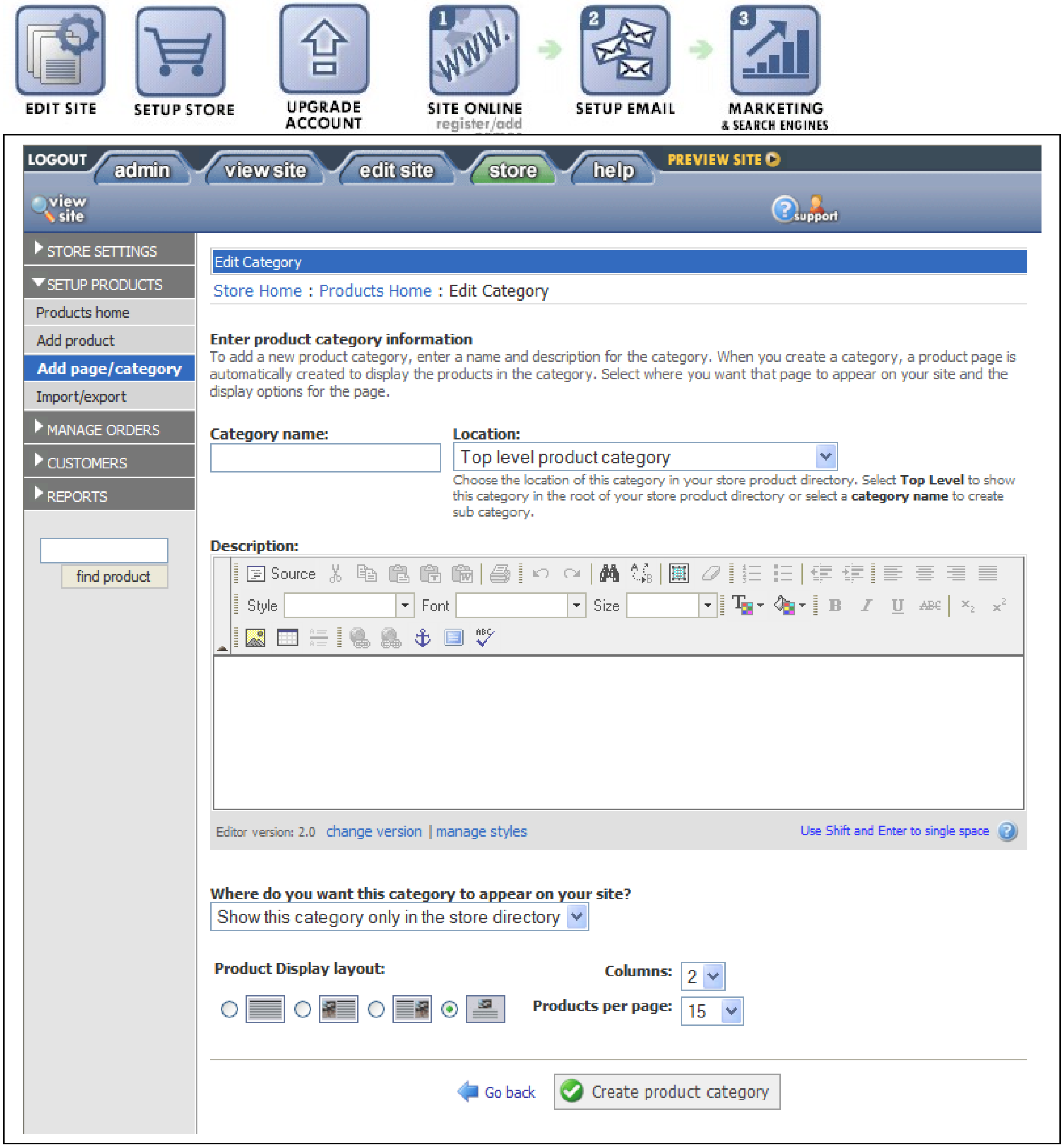
To add a product to an existing product category, first select the appropriate product category from the Product Category drop-down menu. Then you will need to enter the specifications of the new product by clicking Next: Setup Product 

, which will direct you to the Edit Product section under Add Product.

At any time, you may click Go Back to return to the previous page.

6.3.4 Add Page/Category

Clicking the Add Page/Category option under Setup Products will direct you to the following page, where you can add new product categories.



Add Page/Category Page

Enter the name of the new product category in the Category Name field. Then use the Location drop-down menu to choose a location for this category in your product directory.

Use the text editor under the Description heading to enter a brief description of the new product category.

Next, select a specific category location on your website by using the drop-down menu titled Where do You Want this Category to Appear on Your Site?

Select one of the four display layouts that are shown under the Product Display Layout heading.

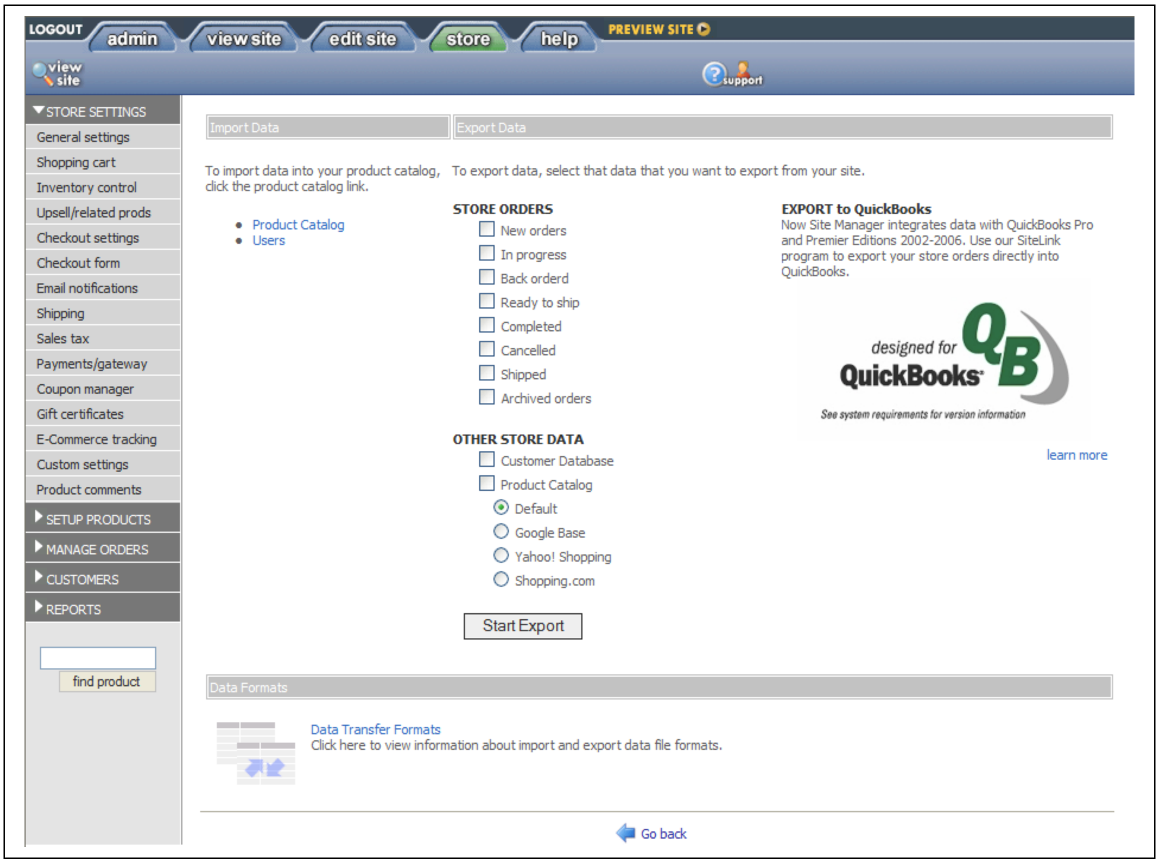
Finally, select the number of desired columns from the Columns drop-down menu and use the Products Per Page drop-down menu to select the maximum number of products that should appear on a single page under each product category.

Once you have finished, click Create Product Category 

to save your changes.

6.3.5 Import/Export

Clicking the Import/Export option under Setup Products will direct you to the following page, were you can import data to and export data from your e-store.



Import/Export Data Page

To import data into the e-store product catalog, click Product Catalog  to be directed to the following page.

Import Product Catalog Page

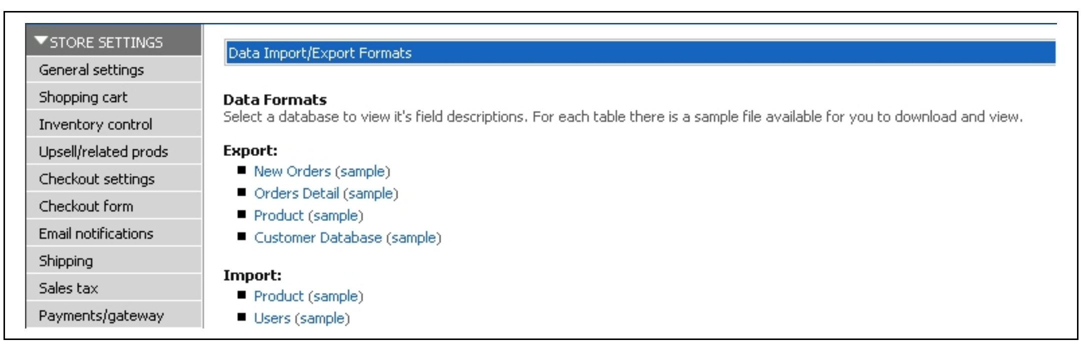
You can use this page to upload a file that contains your product catalog. Click Browse Browse... to locate the file on your computer and then click Upload Upload. At any time, you may click Go Back to return to the Import/Export page.

To import data about your site users, click Users to be directed to the User Accounts List under User Accounts Settings. On this page, just click the Import Users link. See the User Accounts section for instructions on how this is done.

To export data from your site to a file that you can use in other programs, select one of the data sources listed on the Import/Export page. Check the box that corresponds to the desired data source and then click Start Export to begin exporting the data.

This software program fully integrates data with QuickBooks Pro and Premier Editions 2002-2006. For more information about how this works, click Learn More learn more.

To learn more about the import and export file formats that are available to you, click Data Transfer Formats to be directed to the Data Import/Export Formats page, shown below.



Data Format Page

This page contains describes four export databases under the Export heading, and two import databases under the Import heading. The field descriptions appear in tables and are accompanied by Sample files that you can click on to download and view.

For example, if you click New Orders under the Export heading, you will be able to see the following table, which shows a full life of the field names and descriptions for those fields.

Gift certificates
E-Commerce tracking
Custom settings
SETUP PRODUCTS
MANAGE ORDERS
CUSTOMERS
REPORTS

Orders.csv (One entry for each order) (sample)

Field Name	Field Description
OrderID	Unique ID for this order
CustomerID	Unique ID for this customer
Status	Order Status
TransactionID	Unique transaction ID for this order
Date	Date the order was submitted
Firstname	Customer firstname
Lastname	Customer lastname
Company	Company name
Phone	Customer phone number
Address1	Customer address field 1
Address2	Customer address field 2
City	Customer city
State	Customer state
PostalCode	Customer zip/postal code
Country	Customer country code
Email	Customer email address
PaymentType	Payment type for this order
ShippingMethod	Name of the shipping method for this order
ShipToName	Shipping name - NOTE: Ship to information is only specified if different form billing info.
ShipToAddress1	Ship to address
ShipToAddress2	Ship to address 2
ShipToCity	Ship to city
ShipToState	Ship to state
ShipToPostalCode	Ship to zip/postal code
ShipToCountry	Ship to country
SubTotal	Sub total for this order
Shipping	Shipping total for this order
Shipper	Name of shipper entered on the order notes
ShippingDate	Ship date entered on the order notes
ShippingTrackingNumber	Tracking number of the shipment entered on the order notes
Tax	Total tax for this order
Total	Total order price
Coupon	Coupon for this order if one was used
Extra	Extra information collected with the order

Data Format Page

Click Sample to download and view a sample file of new orders.

Similarly, if you click Orders Detail, you will see the following table with field names and descriptions for order details.

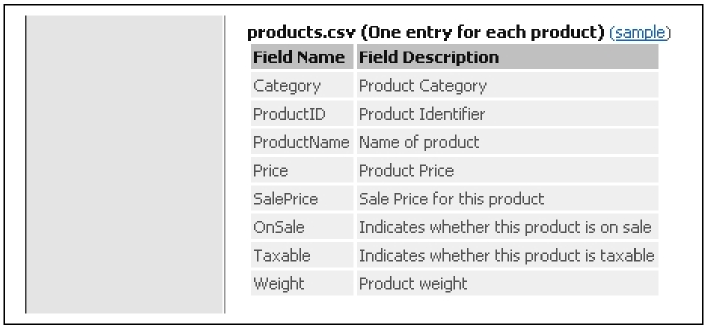
OrderItems.csv (One entry for each order product ordered) (sample)

Field Name	Field Description
OrderID	Unique ID for this order
ProductID	Product ID to be included in this order
ProductName	Product Name
Quantity	Number of products ordered
Options	Any options associated with the product
ItemPrice	Price per item ordered
Total	Total price for this item

Data Format Page

Click Sample  to download and view the sample file of details on your e-store orders.

If you click Product under the Export heading, you will see the following table with field names and descriptions for product information.



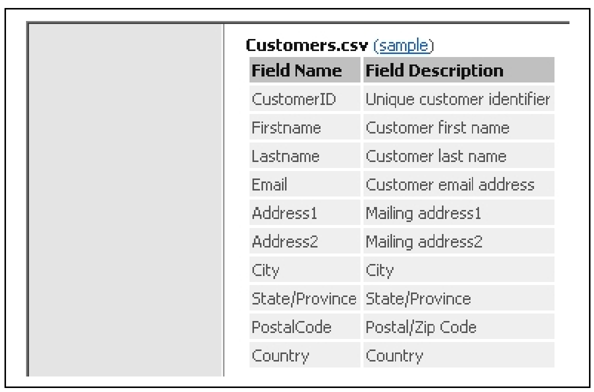
products.csv (One entry for each product) (sample)

Field Name	Field Description
Category	Product Category
ProductID	Product Identifier
ProductName	Name of product
Price	Product Price
SalePrice	Sale Price for this product
OnSale	Indicates whether this product is on sale
Taxable	Indicates whether this product is taxable
Weight	Product weight

Data Format Page

Click Sample  to download and view a sample file that contains e-store products.

Finally, if you click Customer Database under the Export heading, you will see the following table with field names and descriptions for customer information.



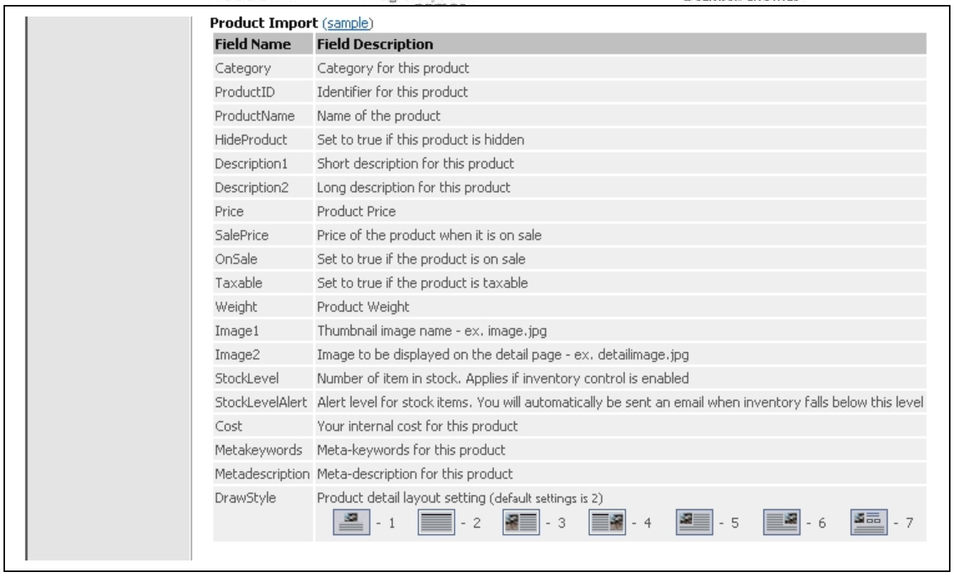
Customers.csv (sample)

Field Name	Field Description
CustomerID	Unique customer identifier
Firstname	Customer first name
Lastname	Customer last name
Email	Customer email address
Address1	Mailing address1
Address2	Mailing address2
City	City
State/Province	State/Province
PostalCode	Postal/Zip Code
Country	Country

Data Format Page

Click Sample  to download and view a sample file of customer information.

Under the Import heading, if you click Product, you will see the following table with field names and descriptions of product information.

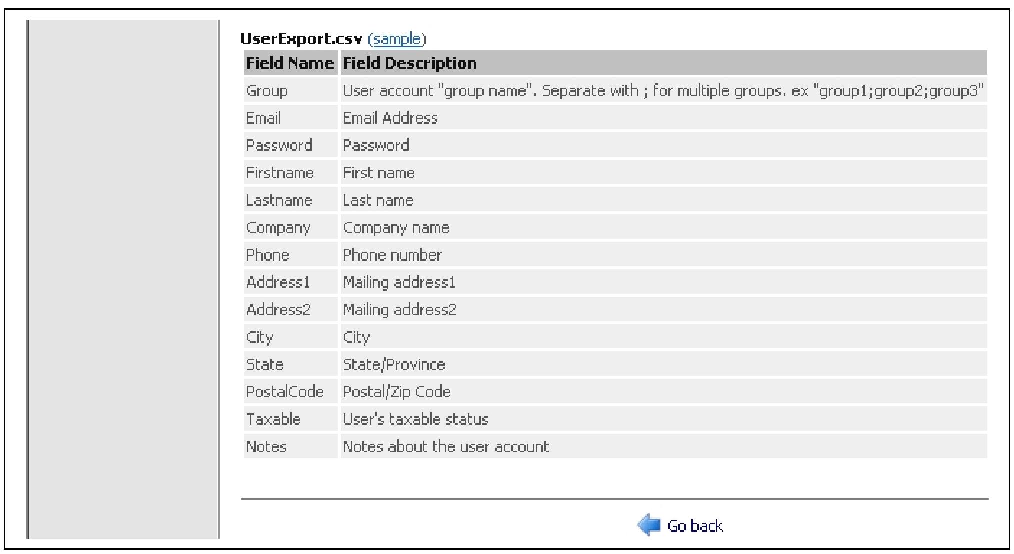

Product Import (sample)

Field Name	Field Description
Category	Category for this product
ProductID	Identifier for this product
ProductName	Name of the product
HideProduct	Set to true if this product is hidden
Description1	Short description for this product
Description2	Long description for this product
Price	Product Price
SalePrice	Price of the product when it is on sale
OnSale	Set to true if the product is on sale
Taxable	Set to true if the product is taxable
Weight	Product Weight
Image1	Thumbnail image name - ex. image.jpg
Image2	Image to be displayed on the detail page - ex. detailimage.jpg
StockLevel	Number of item in stock. Applies if inventory control is enabled
StockLevelAlert	Alert level for stock items. You will automatically be sent an email when inventory falls below this level
Cost	Your internal cost for this product
Metakeywords	Meta-keywords for this product
Metadescription	Meta-description for this product
DrawStyle	Product detail layout setting (default settings is 2) - 1 - 2 - 3 - 4 - 5 - 6 - 7

Data Format Page

Click Sample to download and view a sample file.

If you click Users under the Import heading, you will see the following table with field names and descriptions of user information.


UserExport.csv (sample)

Field Name	Field Description
Group	User account "group name". Separate with ; for multiple groups. ex "group1;group2;group3"
Email	Email Address
Password	Password
Firstname	First name
Lastname	Last name
Company	Company name
Phone	Phone number
Address1	Mailing address1
Address2	Mailing address2
City	City
State	State/Province
PostalCode	Postal/Zip Code
Taxable	User's taxable status
Notes	Notes about the user account

Go back

Data Format Page

Click Sample to download and view a sample file of user information.

From any of these pages, you may click Go Back to return to the Import/Export page.

6.4 Manage Orders

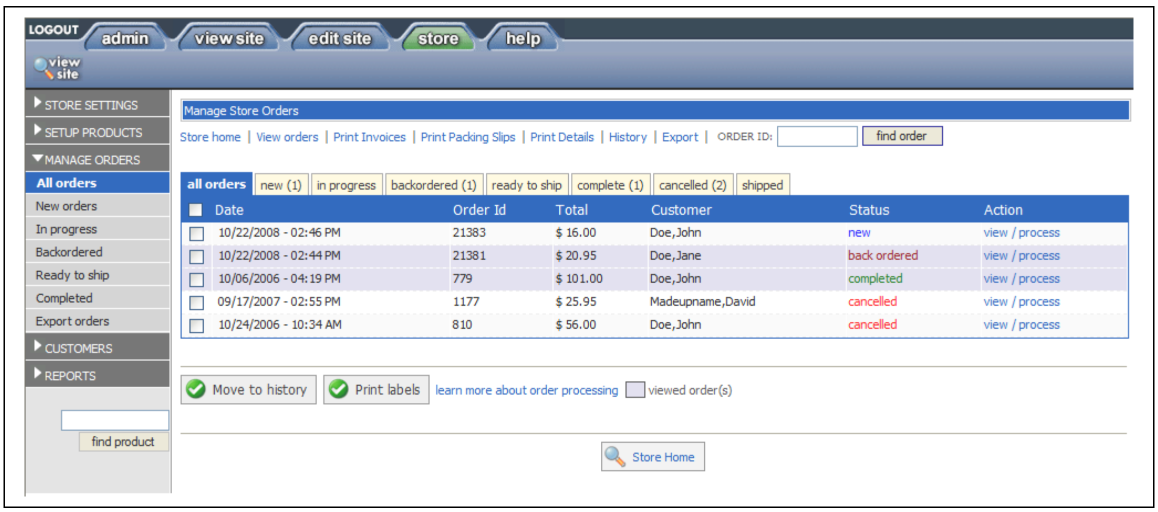
The Manage Orders section of the Store Manager page displays many features that you can use to view and manage the orders placed in your e-store, as listed below.

- All Orders
- New Orders
- In Progress
- Backordered
- Ready to Ship
- Completed
- Export Orders

The Manage Orders section opens automatically in the All Orders page. The following sections describe each option in detail.

6.4.1 All Orders

Click All Orders under Manage Orders to be directed to the following page.



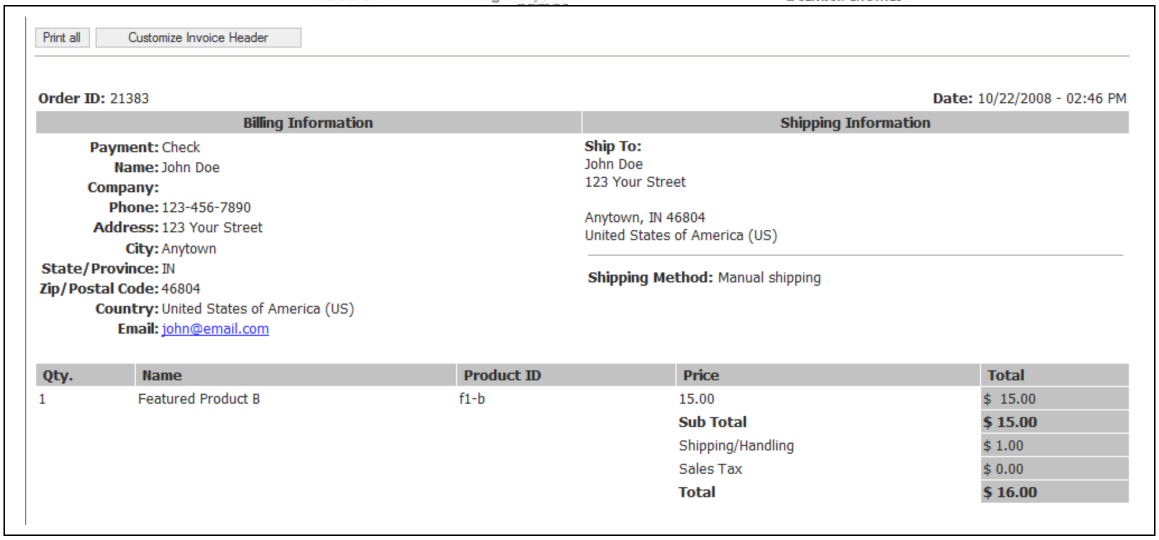
All Orders Page

The page contains many links at the top of the page.

Clicking Store Home  will redirect you to the Store Manager page.

Click View Orders  will show you a list of your e-store orders.

Click Print Invoices  to be directed to the Invoices window, shown below, where you can print invoices for your customers.



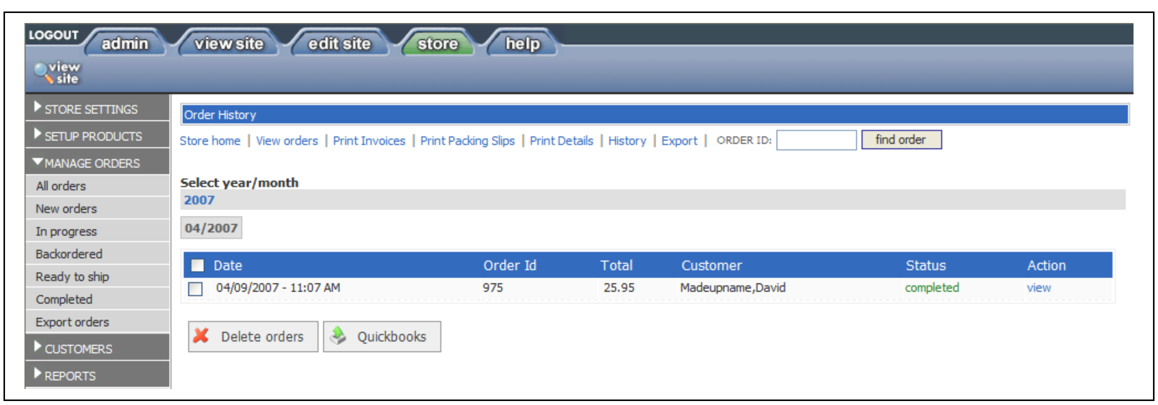
Print Invoices Page

The Print Invoices page displays the invoice for the selected order. To print it, click Print All. You may customize the invoice header by clicking Customize Invoice Header, which will direct you to the General Settings page. Click Close Window to close the window.

Once you are back on the All Orders page, click Print Packing Slips to be directed to a page that is very similar to the Print Invoices page and has identical functionalities.

Click Print Details to be directed to a page that is very similar to the Print Invoices page and has identical functionalities, allowing you to print the details of an order.

To view your e-store order history, click History to be directed to the following page.



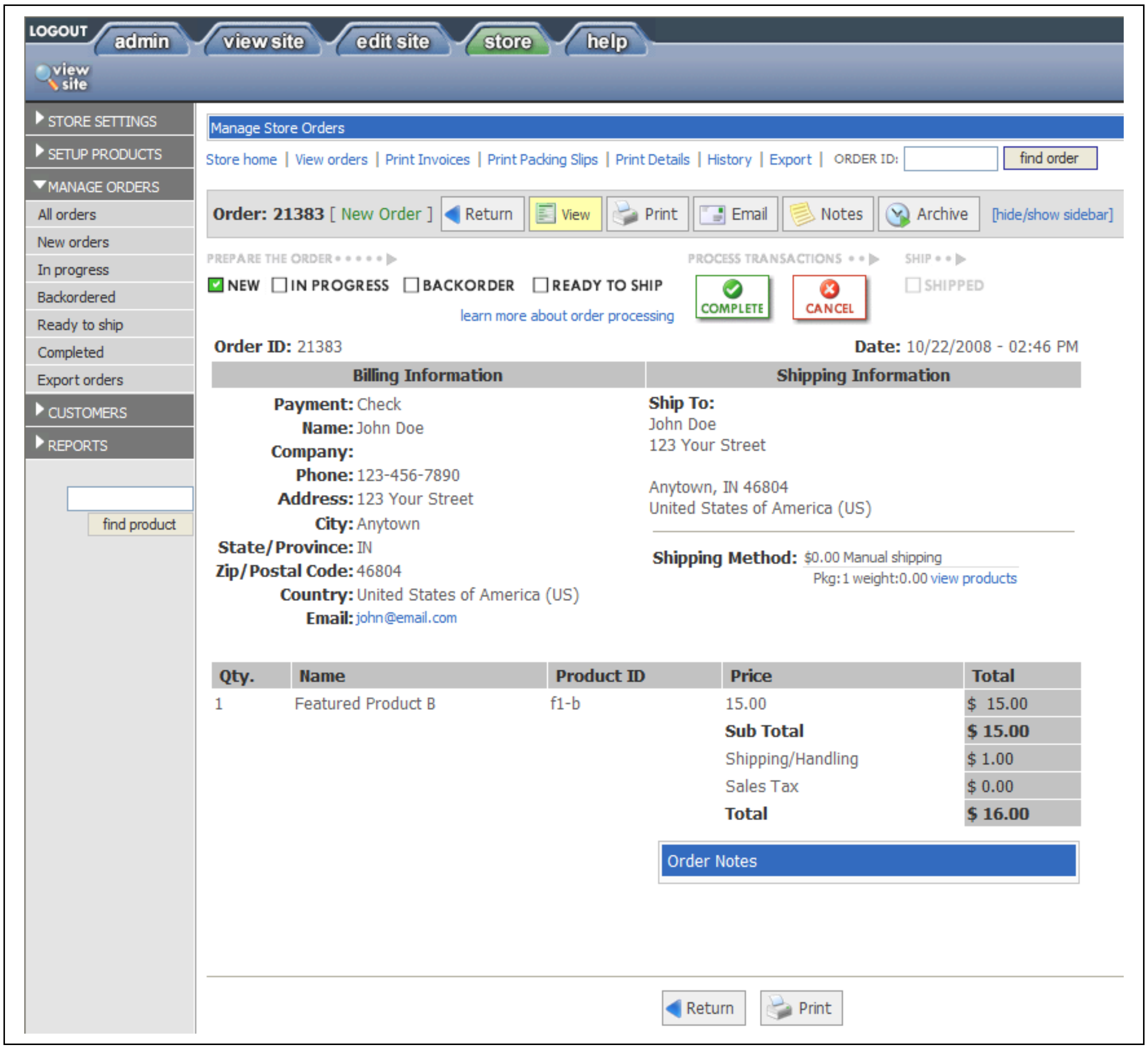
Order History Page

The Order History page lists all the orders that you have moved to the order history section. To view any single order in greater detail, click the corresponding View option.

Back on the All Orders page, clicking the Export option directs you to the Export Orders section.

You can find a specific order by using the Find Order search option. Enter the order identification number into the ORDER ID box and then click Find Order. The system will then display the order with that identification number.

On the All Orders page, you can view any of the orders by clicking the view/process link. This will open the View Order page.



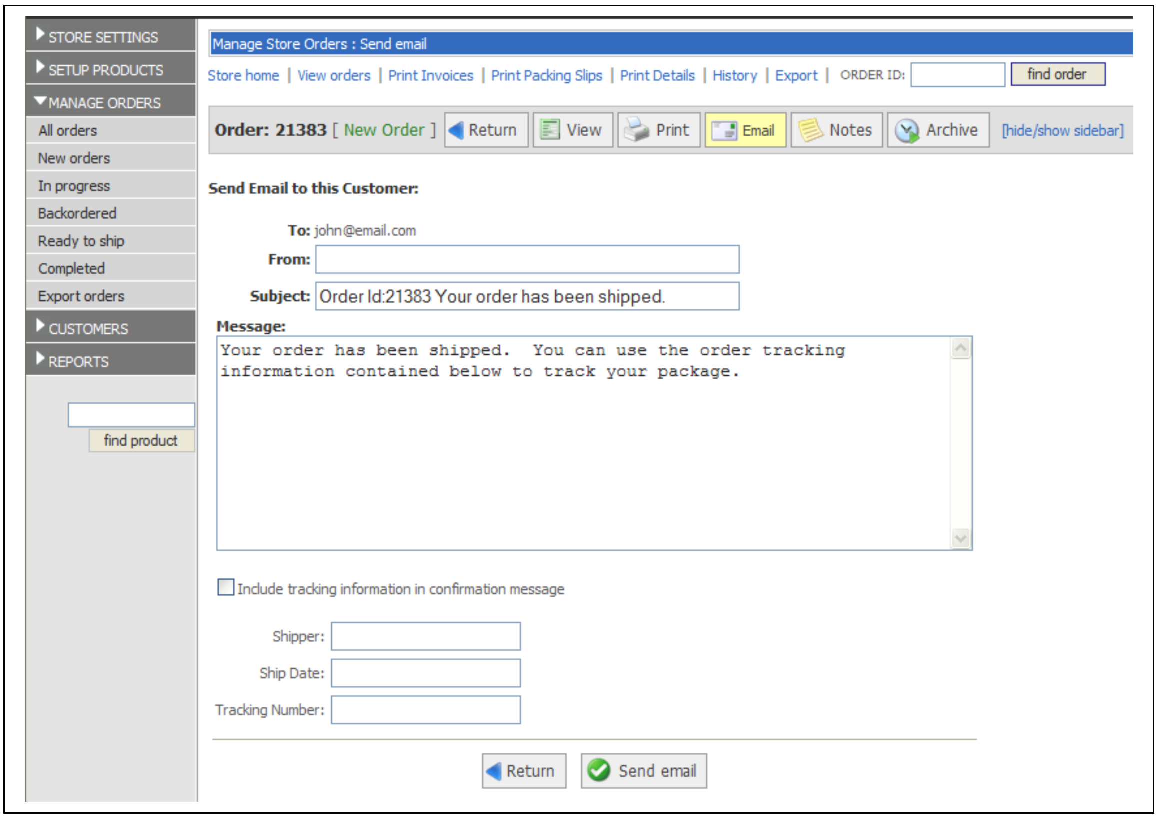
View Order Page

The View Order page displays the following options:

- Return
- View
- Print
- E-mail
- Notes
- Archive
- Hide/show sidebar

The View Order page opens automatically in the View section. This page displays detailed information about the e-store product order. To print the page, click Print to be directed to a page that is very similar to the Print Invoices page and has identical functionalities.

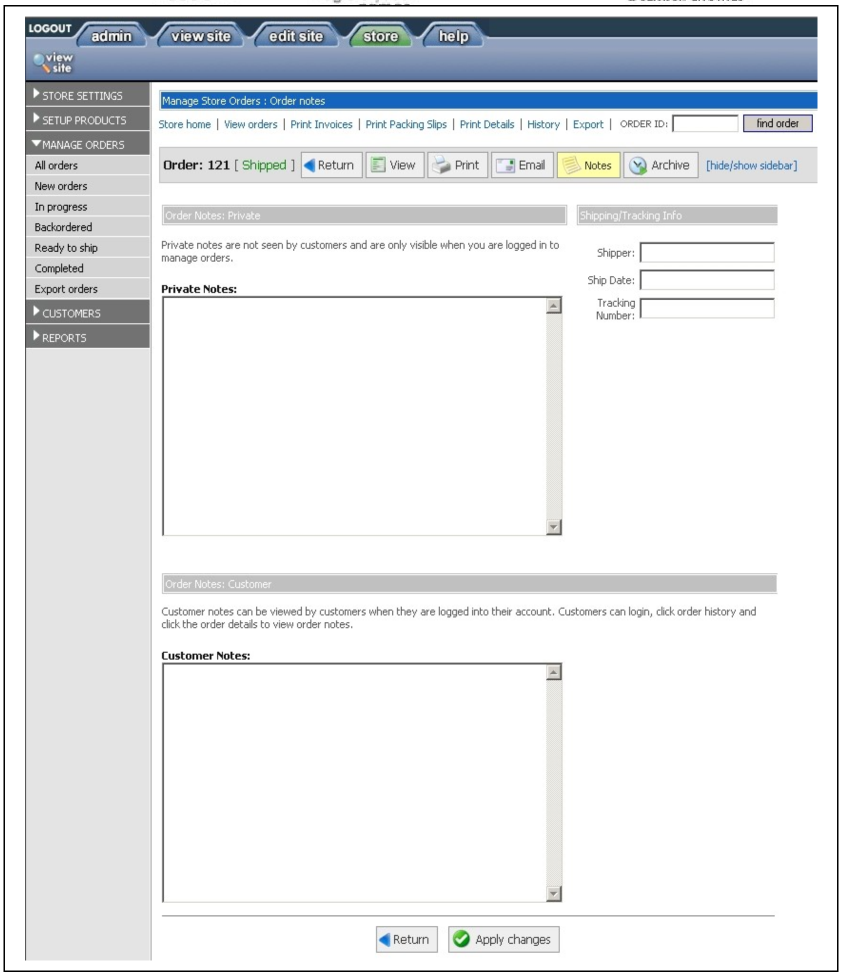
To send an e-mail to the customer who placed the order, click E-mail to be directed to the following page.



E-mail Page

On this page, you may create and send e-mail to the customer who placed the order. Enter your e-mail address in the From field. Then enter a subject in the Subject field. Use the Message box to type your e-mail message. If you wish to send order tracking information along with the e-mail, check the box labeled Include Tracking Information in Confirmation Message. Then enter the tracking information in the Shipper, Ship Date, and Tracking Number fields provided below that line. Once you have finished, click Send e-mail to send the e-mail.

The Notes option on the View Order page directs you to the following page, where you can record additional information or special observations about the order.



Notes Page

You may enter two types of notes: Private Notes that only you can see, and Customer Notes that your customer will see the next time he/she logs into the site. Type your notes into the appropriate text box.

Use the Shipping/Tracking Info section to enter order-tracking information. Enter the name of the shipping company in the Shipper field. Enter the date when the order was shipped in the Ship Date field. Finally, enter the order tracking number in the Tracking Number field.

Clicking Archive 

puts the order into the history area. The order can be viewed by clicking the History link.

To hide or reveal the sidebar, click Hide/Show Sidebar 

.

To complete an order, click COMPLETE 

. To cancel an order, click CANCEL 

.

To print the page, click Print.

Back on the All Orders page, clicking New directs you to the New Orders section.

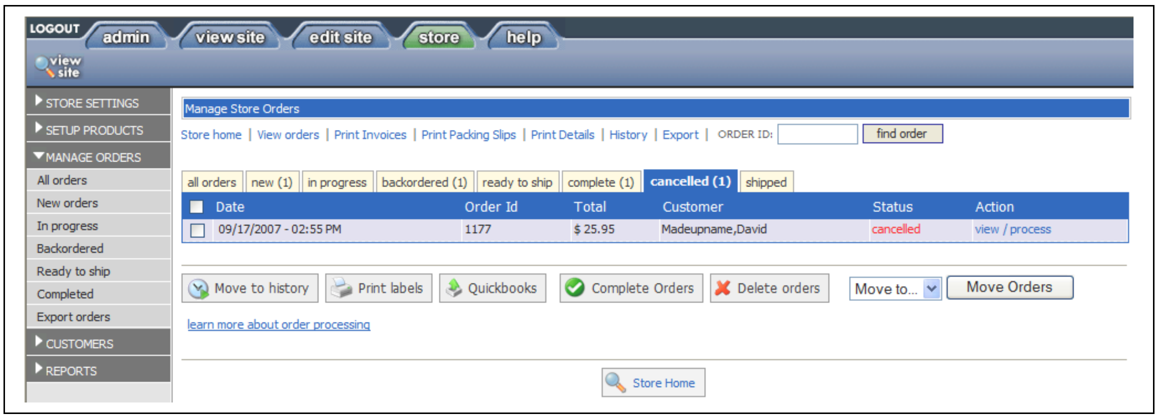
Clicking In Progress directs you to the In Progress section.

Clicking Backordered directs you to the Backordered section.

Clicking Ready to Ship directs you to the Ready to Ship section.

Clicking Completed directs you to the Completed section.

Clicking Cancelled directs you to the following page.



Cancelled Order Page

This page lists all the e-store orders that have been cancelled, including the order date, ID, amount, customer, and status. To view more details about a specific order, click View/Process to be directed to the View/Process Order section.

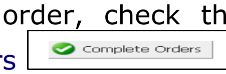
To move any of the orders to the Order History page, check the box next to the desired order(s) and then click Move to History 

. To print labels for the order, click Print Label 

to access the label options described in the Print Label section.

To send an order to Quickbooks 

, check the box next to the order of interest and then click Quickbooks.

To let the system know that you have finished fulfilling an order, check the appropriate box to select the order and then click Complete Orders 

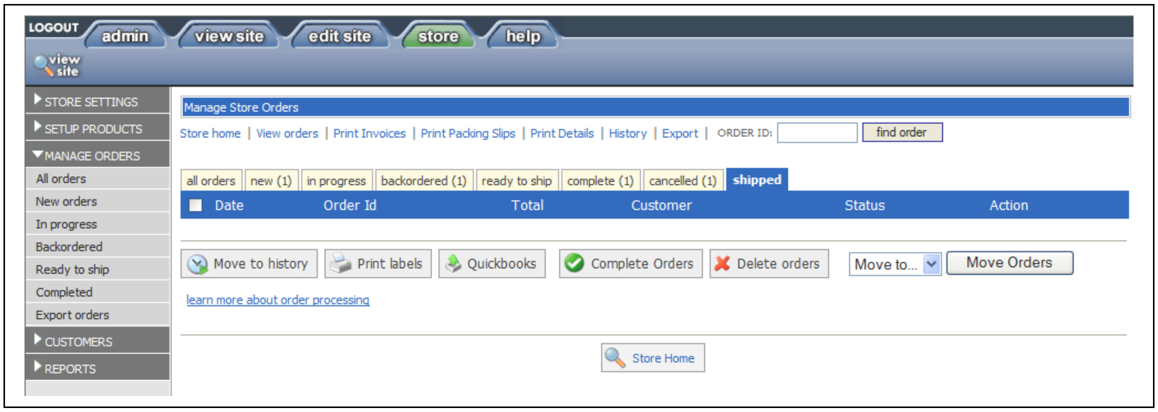
. To delete an order, check the appropriate box to select the order and then click Delete Orders 

.

Clicking Store Home 

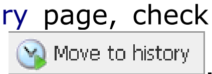
will redirect you to the Store Manager page.

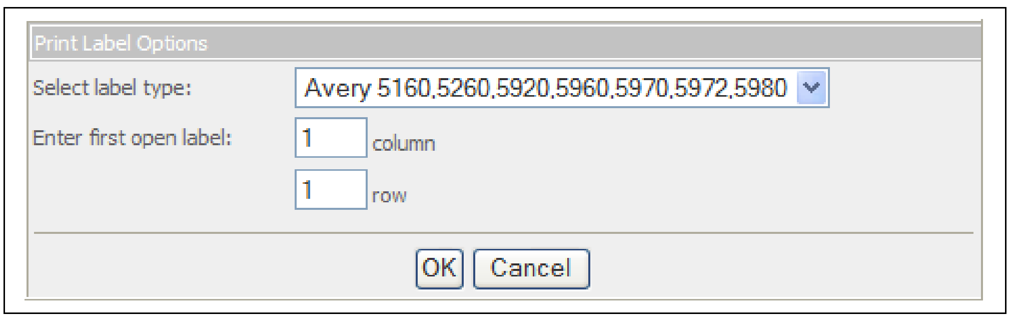
Clicking Shipped directs you to the following page.



Shipped Order Page

This page lists all of the e-store orders that have been shipped, including the order date, ID, amount, customer, and status. To view more details about a specific order, click View/Process to be directed to the View/Process Order section.

To move any of the orders to the Order History page, check the box next to the desired order(s) and then click Move to History . To print labels, click Print Label  to access the following option.



Print Label Options

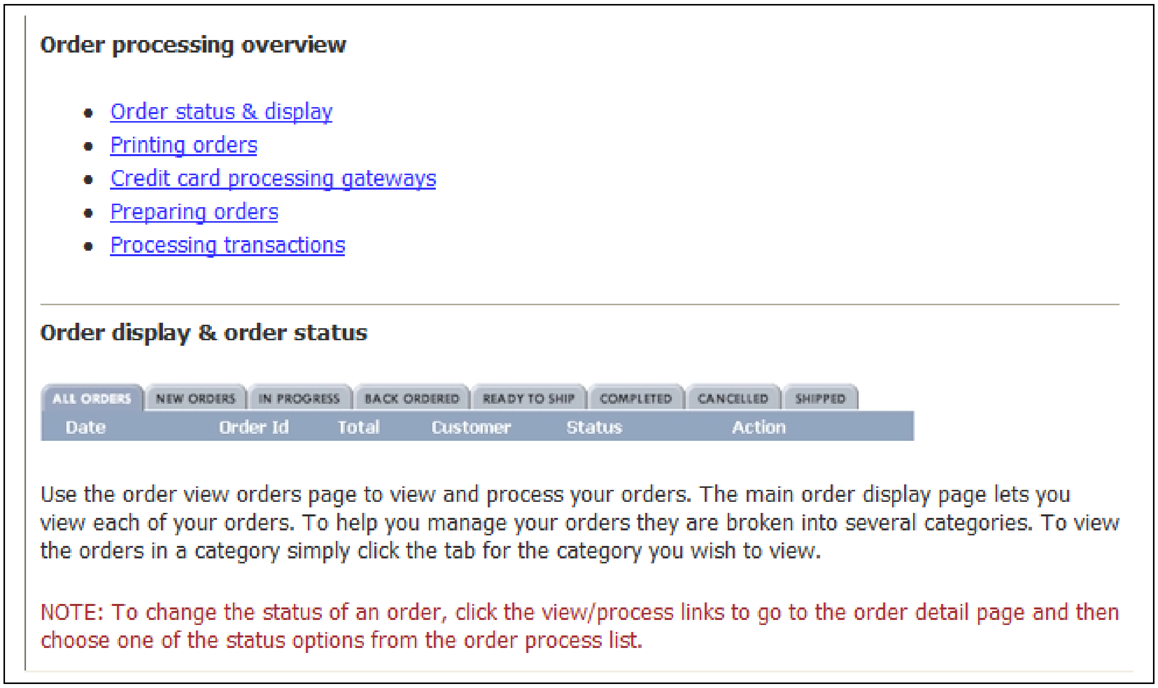
Use the Select Label Type drop-down menu to specify the type of label paper that you are using. Use the Column and Row fields to indicate which labels should be printed. Click OK to start printing, or click Cancel to cancel your printing request.

To send an order to Quickbooks , check the box next to the order of interest and then click Quickbooks.

To let the system know that you have finished fulfilling an order, check the appropriate box to select the order and then click Complete Orders . To delete an order, check the appropriate box to select the order and then click Delete Orders .

Clicking Store Home  will redirect you to the Store Manager page.

To learn more about how to process orders, click Learn More About Order Processing to open the following pop-up window.



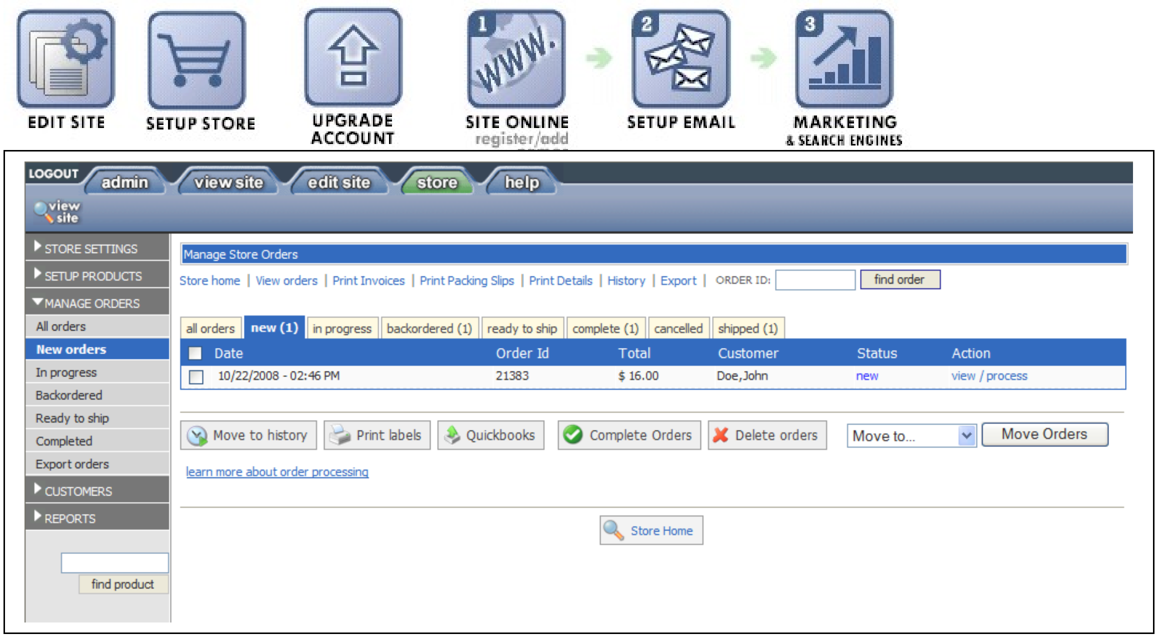
Order Processing Overview Window

The Order Processing Overview Window presents an overview of the steps involved in order processing. All the steps are listed at the top of the window for easy reference. To learn more about one of the topics, simply click on that topic to be directed to the section of the window where the topic is discussed in detail. To close the window, click Close Window.

Clicking Store Home will redirect you to the Store Manager page.

6.4.2 New Orders

Click New Orders on the Manage Orders vertical menu to be directed to the following page.



New Orders Page

This page lists all the new orders that have been placed in your e-store, including the order date, ID, amount, customer, and status. To view more details about a specific order, click View/Process to be directed to the View/Process Order section.

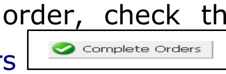
To move any of the orders to the Order History page, check the box next to the desired order(s) and then click Move to History 

. To print labels for the order(s), click Print Label 

to access the label options described in the Print Label section.

To send an order to Quickbooks 

, check the box next to the order of interest and then click Quickbooks.

To let the system know that you have finished fulfilling an order, check the appropriate box to select the order and then click Complete Orders 

. To delete an order, check the appropriate box to select the order and then click Delete Orders 

.

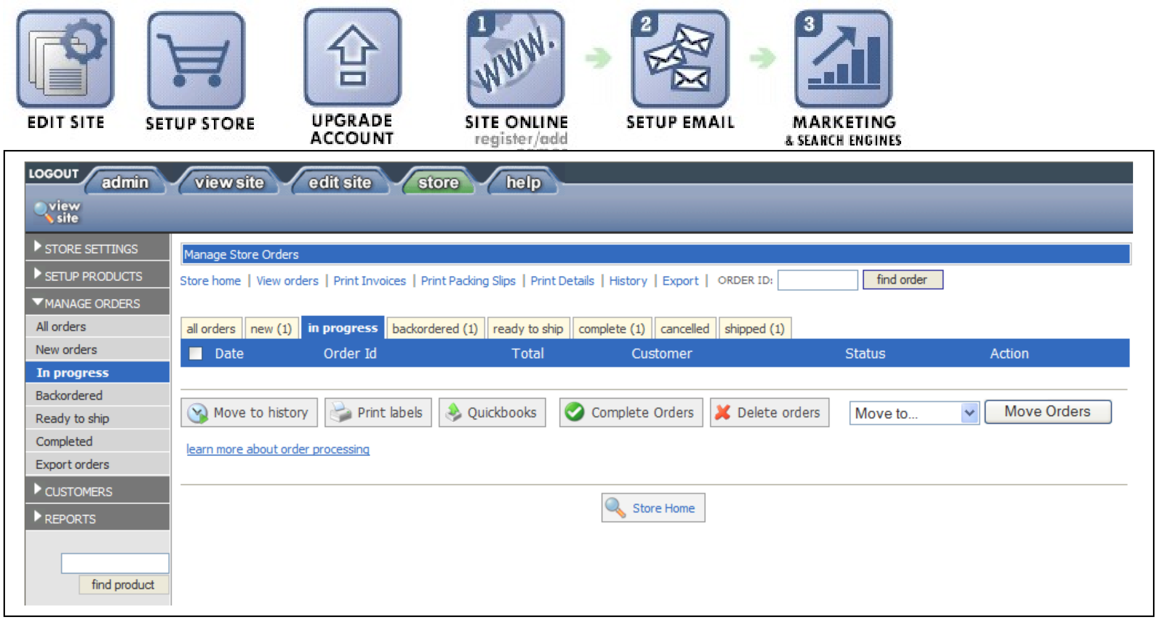
You can change the status of an order by checking the box next to the desired order, selecting the appropriate status from the Move To dropdown box and clicking on the Move Orders button.

Clicking Store Home 

will redirect you to the Store Manager page.

6.4.3 In Progress

Click In Progress on the Manage Orders vertical menu to be directed to the following page.



In Progress Orders Page

This page lists all of the e-store orders that are being processed, including the order date, ID, amount, customer, and status. To view more details about a specific order, click View/Process to be directed to the View/Process Order section.

To move any of the orders to the Order History page, check the box next to the desired order(s) and then click Move to History Move to history. To print labels for the order(s), click Print Label Print labels to access the label options described in the Print Label section.

To send an order to Quickbooks Quickbooks, check the box next to the order of interest and then click Quickbooks.

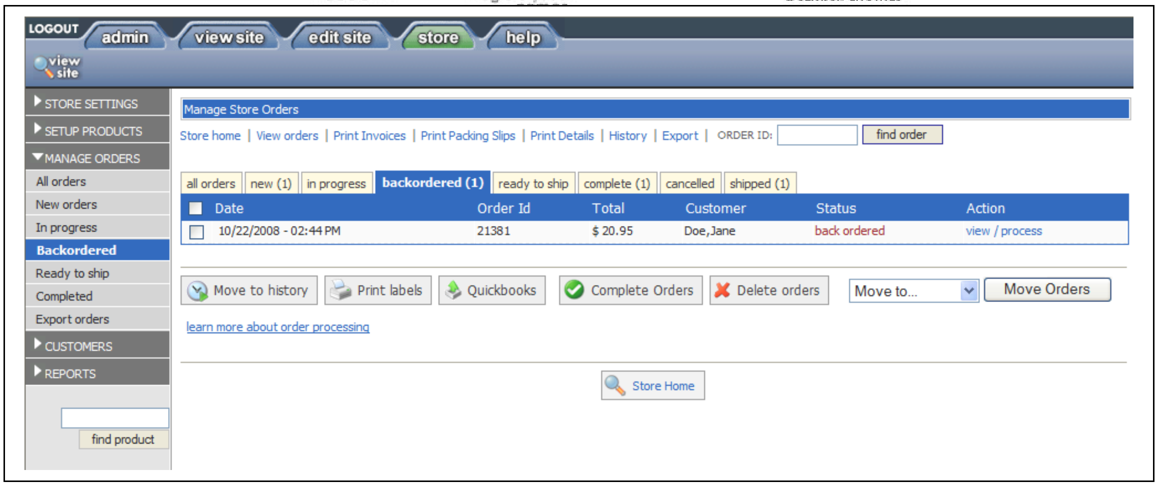
To let the system know that you have finished fulfilling an order, check the appropriate box to select the order and then click Complete Orders Complete Orders. To delete an order, check the appropriate box to select the order and then click Delete Orders Delete orders.

You can change the status of an order by checking the box next to the desired order, selecting the appropriate status from the Move To dropdown box and clicking on the Move Orders button.

Clicking Store Home Store Home will redirect you to the Store Manager page.

6.4.4 Backordered

Click Backordered on the Manage Orders vertical menu to be directed to the following page.



Backordered Orders Page

This page lists all of the e-store backorders. Backorders are the orders that could not be fulfilled at the time of the order, because the products were temporarily out of stock. The backorder list displays the order date, ID, amount, customer, and status. To view more details about a specific order, click View/Process to be directed to the View/Process Order section.

To move any of the orders to the Order History page, check the box next to the desired order(s) and then click Move to History [Move to history]. To print labels for the order(s), click Print Label [Print labels] to access the label options described in the Print Label section.

To send an order to Quickbooks [Quickbooks], check the box next to the order of interest and then click Quickbooks.

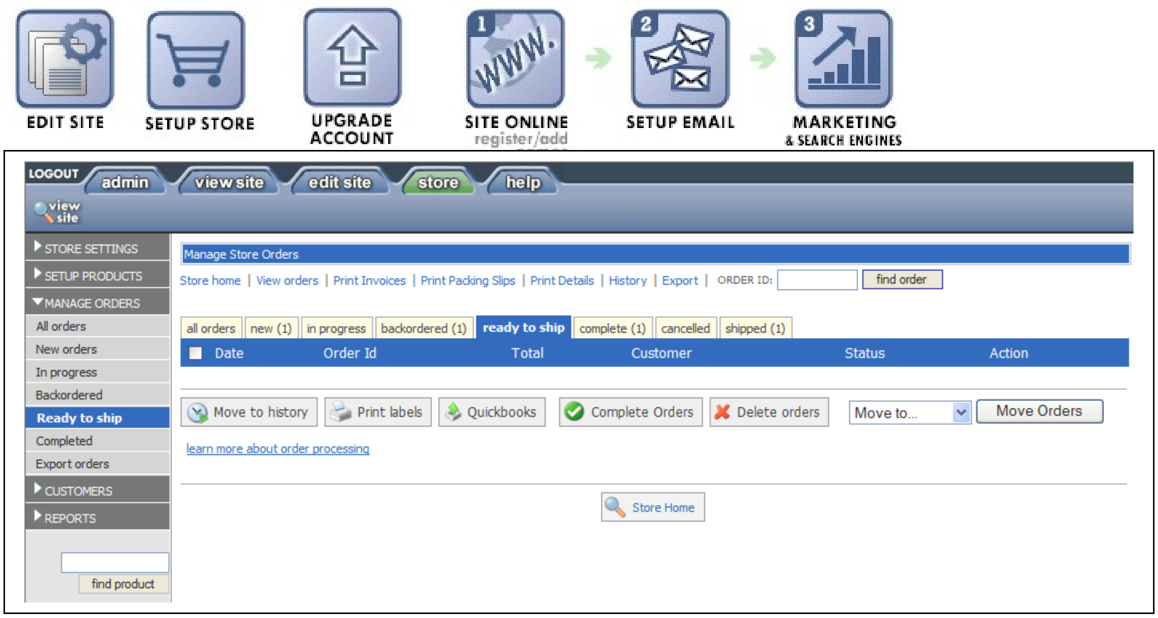
To let the system know that you have finished fulfilling a backorder, check the appropriate box to select the order and then click Complete Orders [Complete Orders]. To delete an order, check the appropriate box to select the order and then click Delete Orders [Delete orders].

You can change the status of an order by checking the box next to the desired order, selecting the appropriate status from the Move To dropdown box and clicking on the Move Orders button.

Clicking Store Home [Store Home] will redirect you to the Store Manager page.

6.4.5 Ready to Ship

Click Ready to Ship on the Manage Orders vertical menu to be directed to the following page.



Ready to Ship Orders Page

This page lists the orders that are ready to be shipped, including the order date, ID, amount, customer, and status. To view more details about a specific order, click View/Process to be directed to the View/Process Order section.

To move any of the orders to the Order History page, check the box next to the desired order(s) and then click Move to History Move to history. To print labels for the order, click Print Label Print labels to access the label options described in the Print Label section.

To send an order to Quickbooks Quickbooks, check the box next to the order of interest and then click Quickbooks.

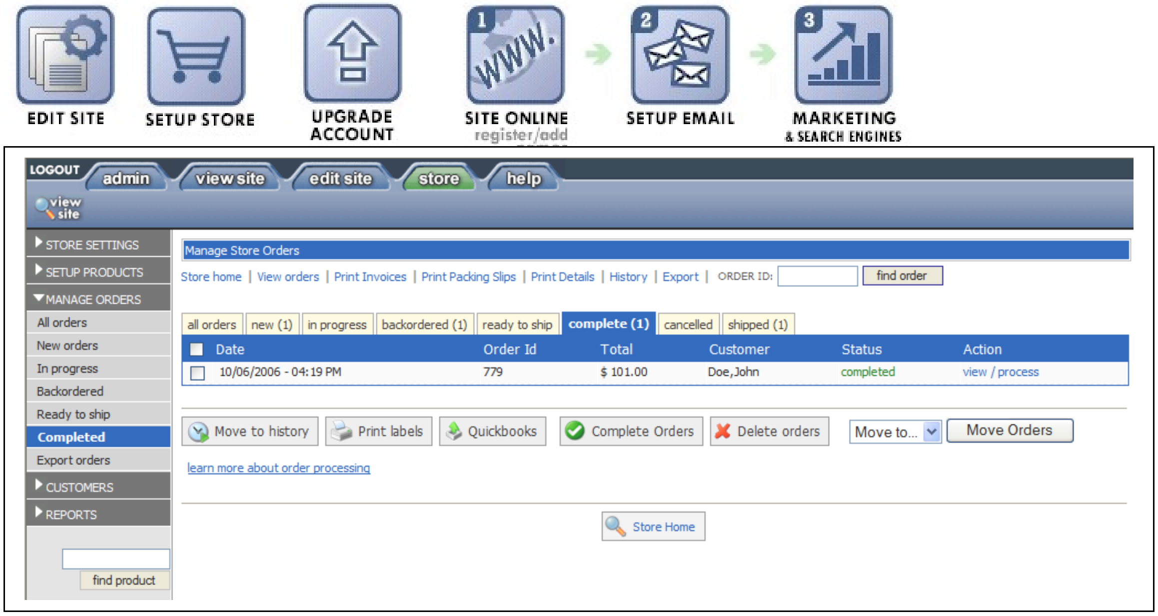
To let the system know that you have finished fulfilling an order, check the appropriate box to select the order and then click Complete Orders Complete Orders. To delete an order, check the appropriate box to select the order and then click Delete Orders Delete orders.

You can change the status of an order by checking the box next to the desired order, selecting the appropriate status from the Move To dropdown box and clicking on the Move Orders button.

Clicking Store Home Store Home will redirect you to the Store Manager page.

6.4.6 Completed

Click Completed on the Manage Orders vertical menu to be directed to the following page.



Completed Orders Page

This page lists all the e-store orders that have been processed and completed, including the order date, ID, amount, customer, and status. To view more details about a specific order, click View/Process to be directed to the View/Process Order section.

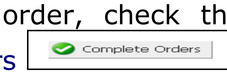
To move any of the orders to the Order History page, check the box next to the desired order(s) and then click Move to History 

. To print labels for the order, click Print Label 

to access the label options described in the Print Label section.

To send an order to Quickbooks 

, check the box next to the order of interest and then click Quickbooks.

To let the system know that you have finished fulfilling an order, check the appropriate box to select the order and then click Complete Orders 

. To delete an order, check the appropriate box to select the order and then click Delete Orders 

.

You can change the status of an order by checking the box next to the desired order, selecting the appropriate status from the Move To dropdown box and clicking on the Move Orders button.

Clicking Store Home 

will redirect you to the Store Manager page.

6.4.7 Export Orders

Click Export Orders on the Manage Orders vertical menu to open the Import/Export section.

6.5 Customers

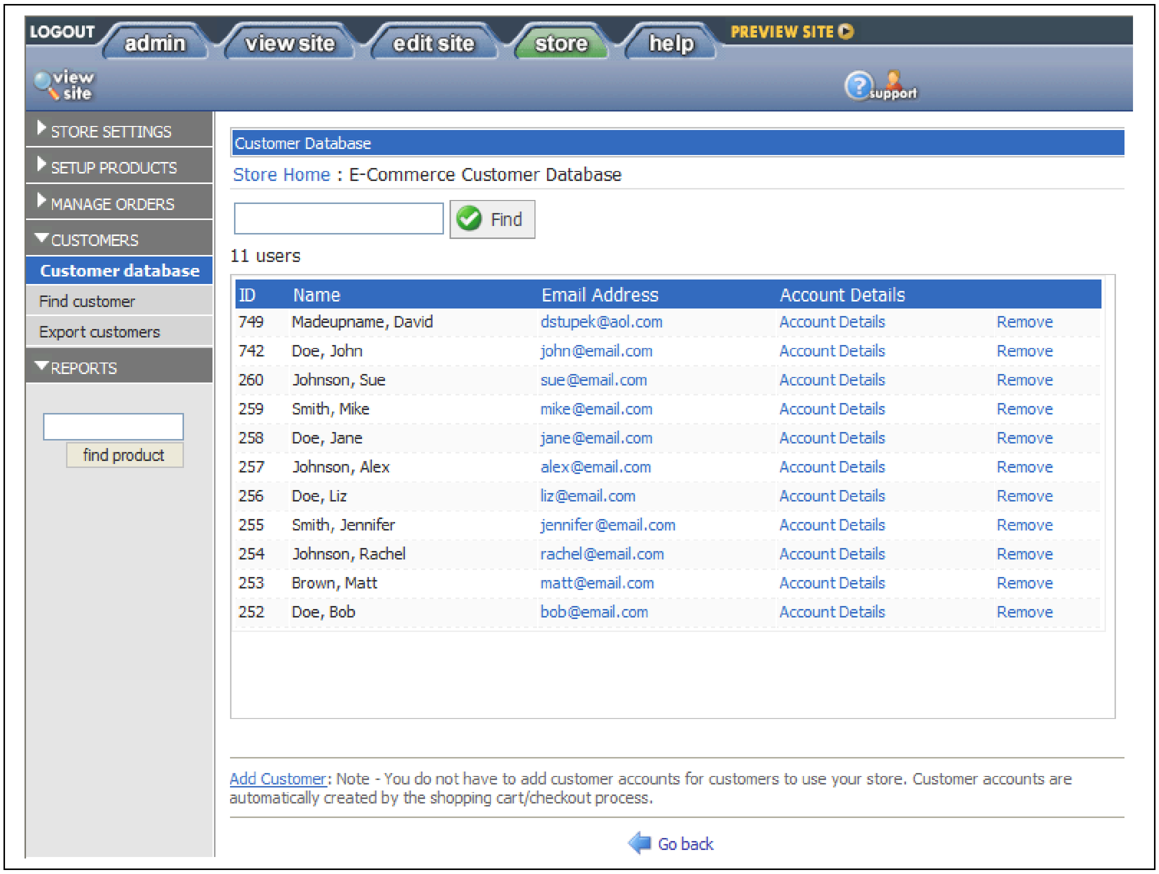
The Customers section of the Store Manager page presents three options for accessing customer information, as listed below.

- Customer Database
- Find Customer
- Export Customer

The following sections describe each of these options in detail.

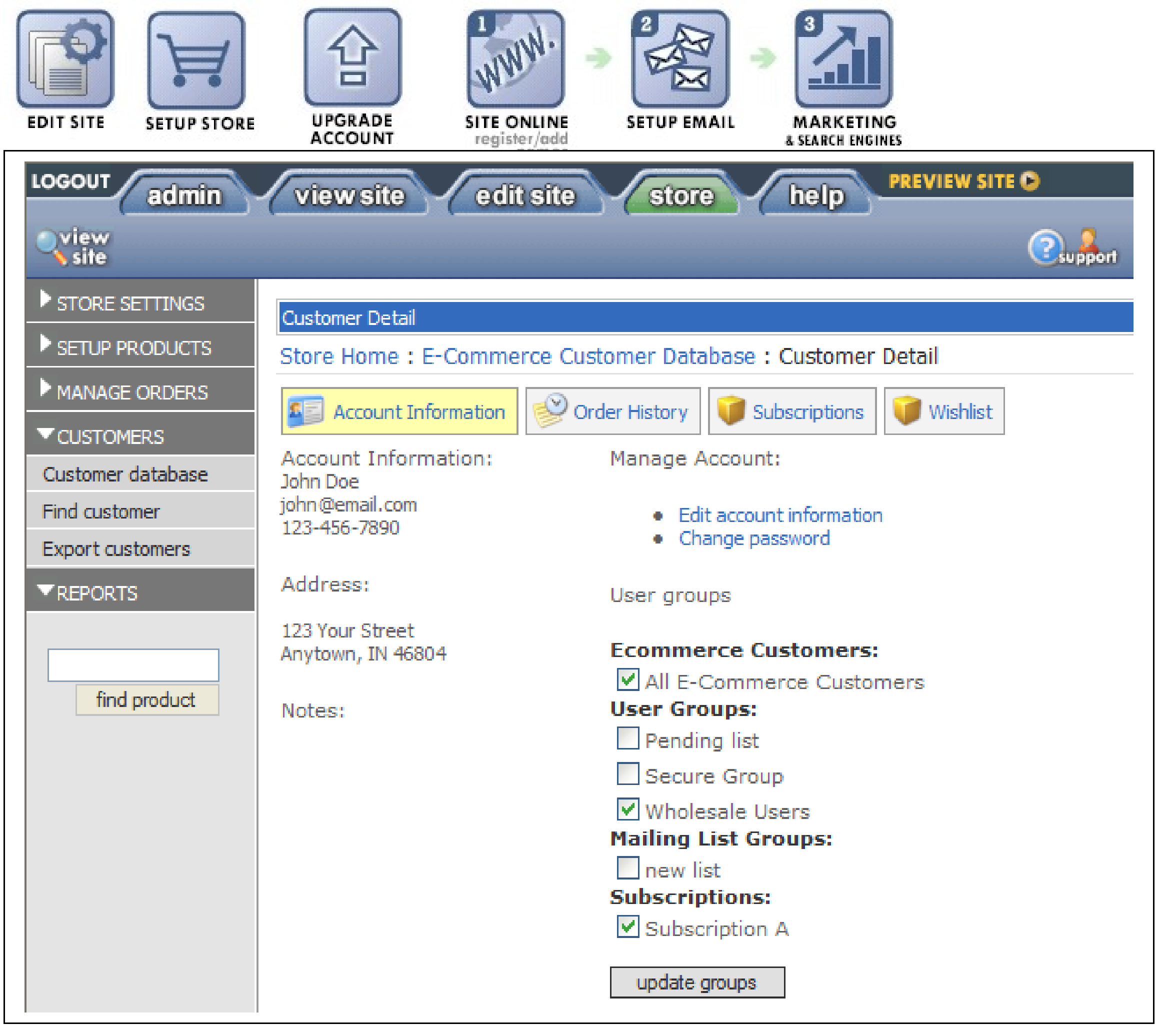
6.5.1 Customer Database

Clicking on Customer Database will direct you to the following page.



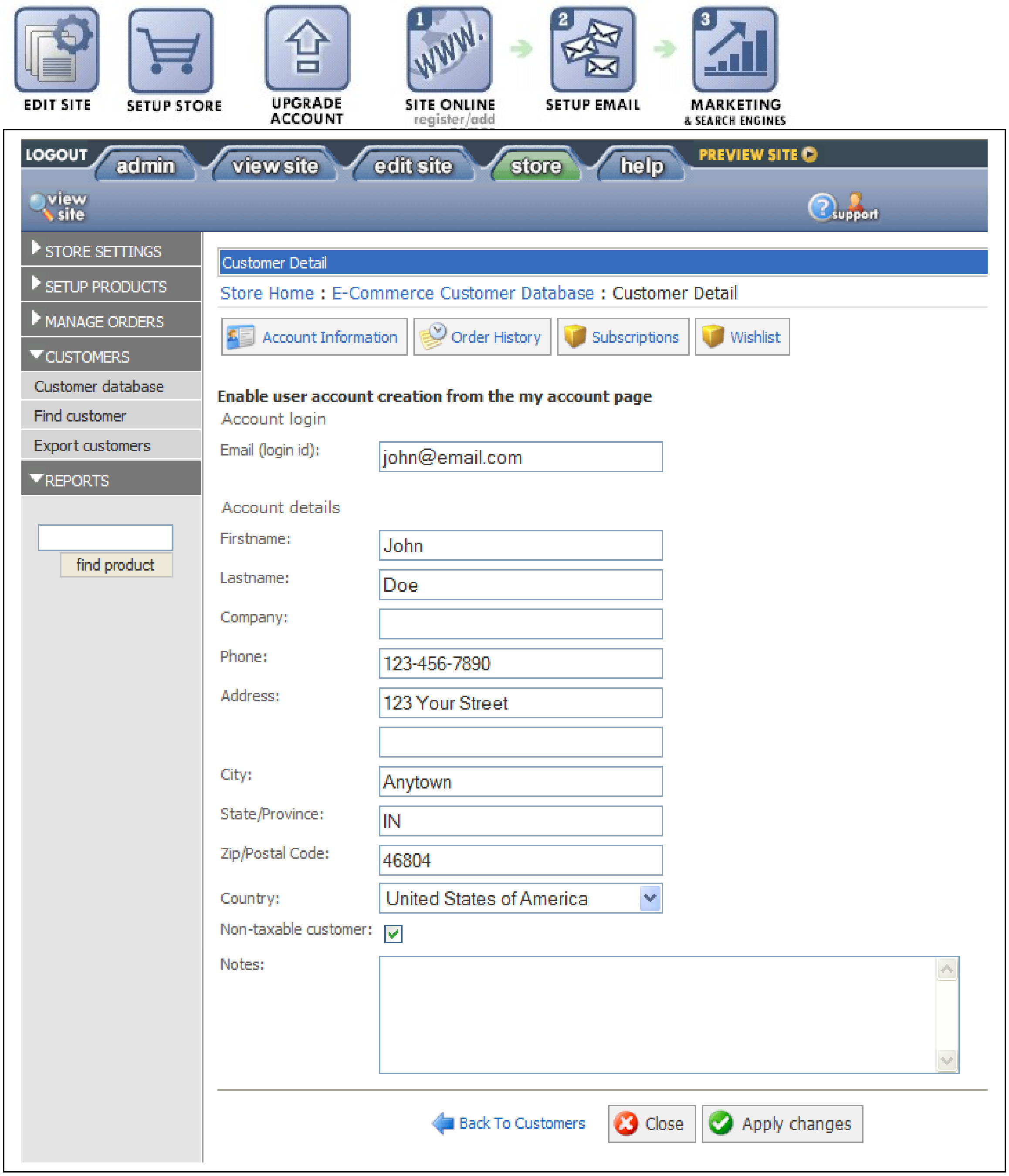
Customer Database Page

This page displays a database of customer information, including the customer ID, Name and E-mail Address. To view a customer account in greater detail, click Account Details for the customer of interest. You will be directed to the following page.



Customer Account Details Page

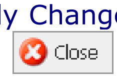
On this page, you can view and edit customer account details. To make changes, click Edit Account Information to be directed to the following page.

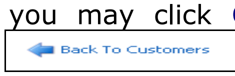


Edit Customer Account Page

The page contains the customer's account and address details. To change anything, simply delete the information currently shown and enter the new information in the chosen field. Check the box labeled Non-Taxable Customer if the customer's purchases are not subject to tax. You may use the Notes box to enter additional information about the customer.

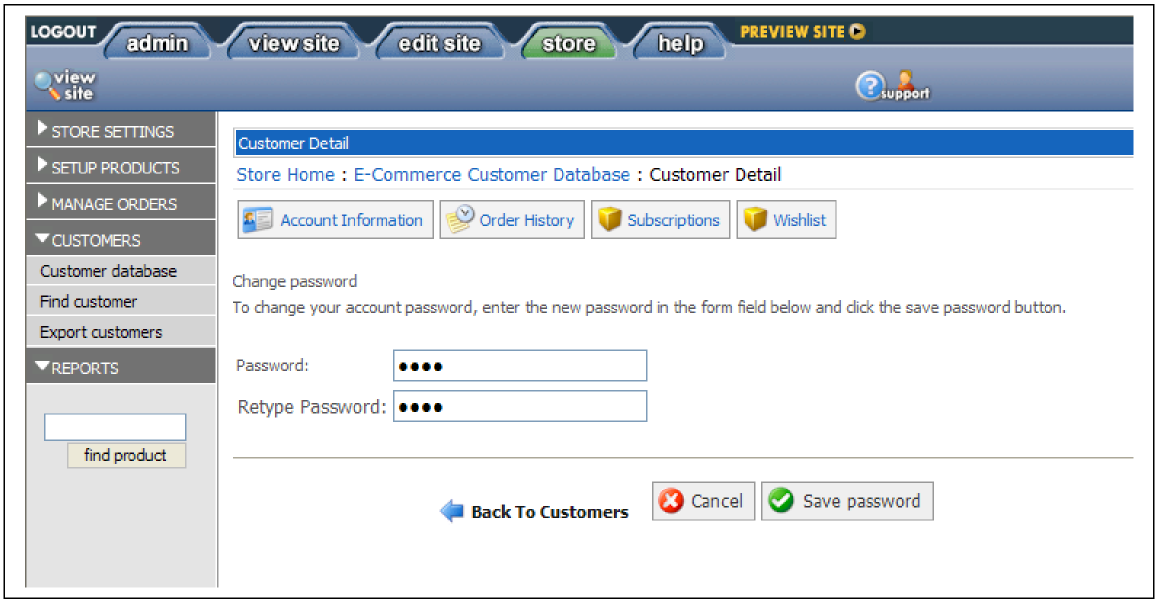
Once you have finished, click Apply Changes 

to save your changes. At any time, you may click Close 

to cancel your changes. Click Back to Customers 

to return to the Customer Database page.

To change the password for a customer account, click Change Password [Change password] to be directed to the following page.

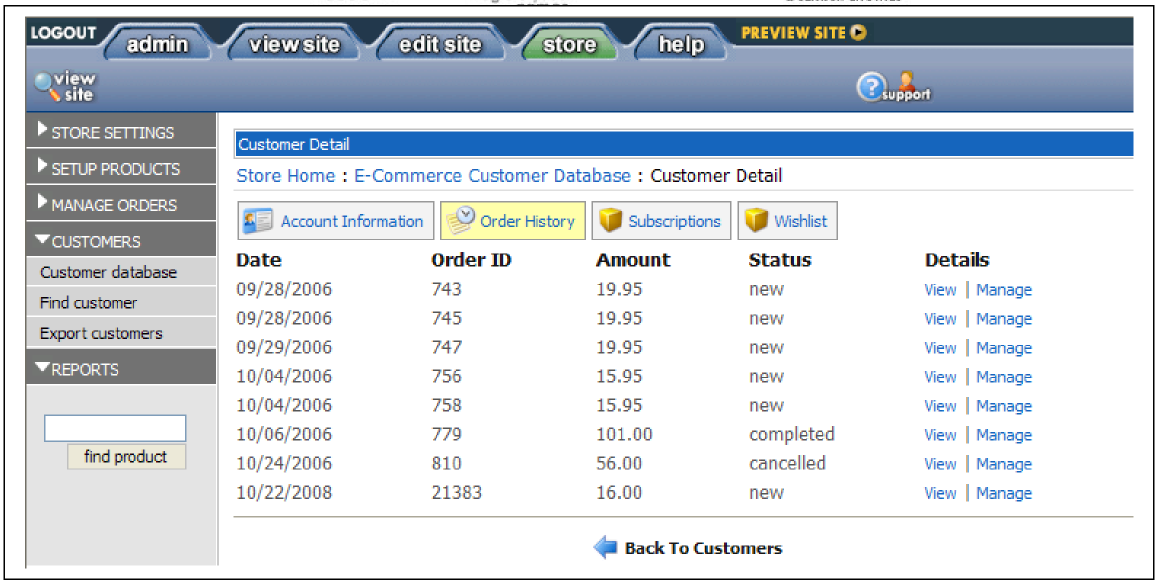


Change Customer Password Page

Enter the new password in the Password field and then retype the password in the Retype Password field. This ensures that you have typed the password the same way twice, to avoid typos that could lock you and your customer out of the account. Be sure to pick a password that you can remember, but that would be difficult for other people to guess. Once you have finished, click Save Password [Save password] to save your changes and create the new password. Click Cancel [Cancel] to undo your changes and retain the old password. Click Back to Customers [Back To Customers] to return to the Customer Database page.

Under the User Group heading on the Customer Account Details page, you can assign the customer to one or more user groups. Click Update Groups to save your changes.

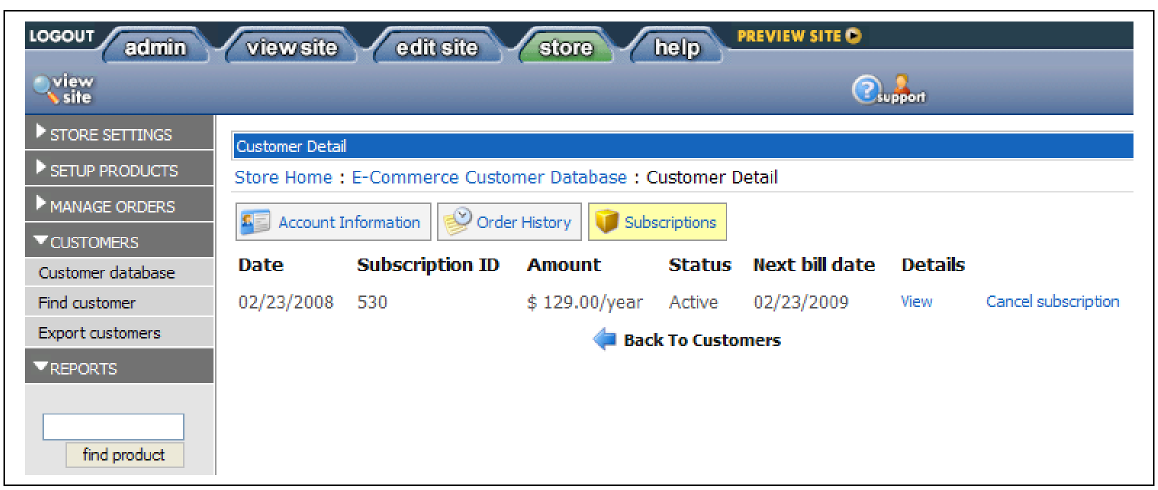
Clicking Order History on the Customer Account Details page allows you to view and manage the customer's order history on the following page.



Customer Order History Page

This page lists all the orders placed by the customer, including the order date, ID, Amount, Status, and Details. To view more details about an order, click View next to the order of interest to be directed to a page containing detailed order information. To manage the order, click Manage, which will direct you to the View Order page.

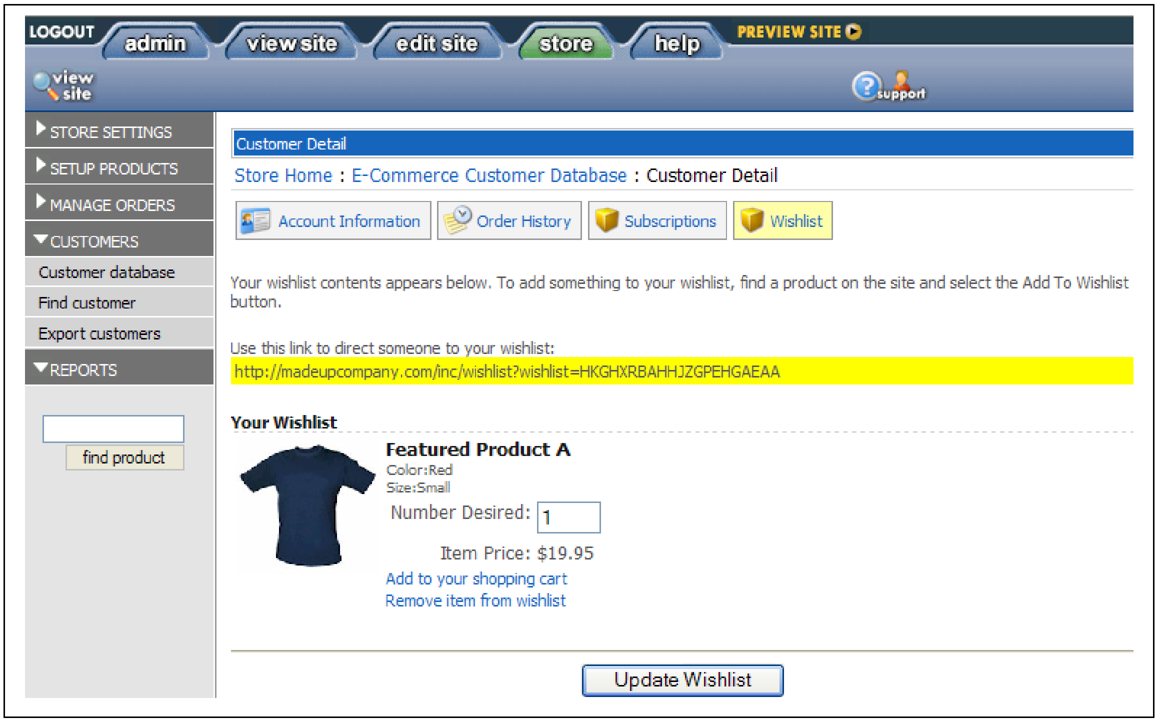
Clicking Subscriptions on the Customer Account Details page allows you to view and manage the customer's subscriptions.



Customer Subscription Page

To view more details about a subscription, click on the View link for the subscription in question. If you want to cancel a subscription, click on the Cancel Subscription link for the subscription in question. Please note that customers will be able to view and cancel subscriptions by logging into their accounts. For more information on subscriptions, see the Subscriptions section.

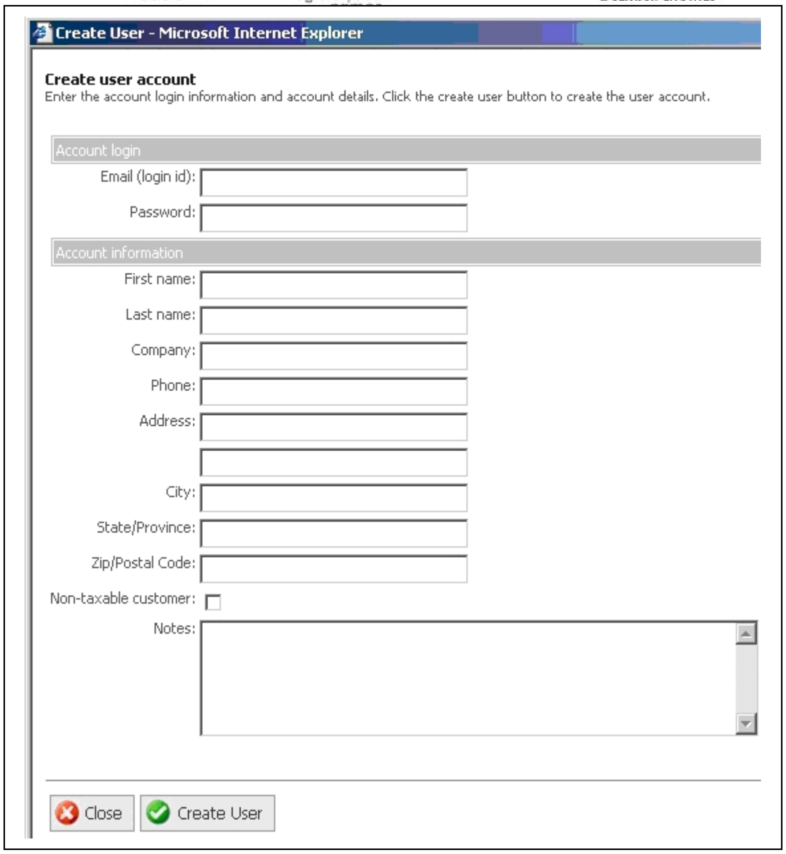
Clicking Wishlist on the Customer Account Details page allows you to view and manage the customer's wishlist.



Customer Wishlist Page

This page will list all of the items that are in a customer's wishlist. Note that customers will be able to see this page by logging into their sites.

The Customer Database page also allows you to create entries for new customers. Click Add Customer to be directed to the following page.


Create User - Microsoft Internet Explorer

Create user account
Enter the account login information and account details. Click the create user button to create the user account.

Account login
Email (login id):
Password:

Account information
First name:
Last name:
Company:
Phone:
Address:
City:
State/Province:
Zip/Postal Code:
Non-taxable customer:
Notes:

Close
Create User

Create User Accounts Page

Enter the customer E-mail (Login ID) and Password in the respective fields under the Account Login heading.

Under the Account Information heading, enter the customer's First Name, Last Name, Company, Phone Number, Address, City, State/Province and the Zip/Postal Code in their respective fields. Check the box labeled Non-Taxable Customer if the customer's purchases are not subject to tax. You may use the Notes box to enter additional information about the customer. To save your changes and create the new customer entry, click Create User 

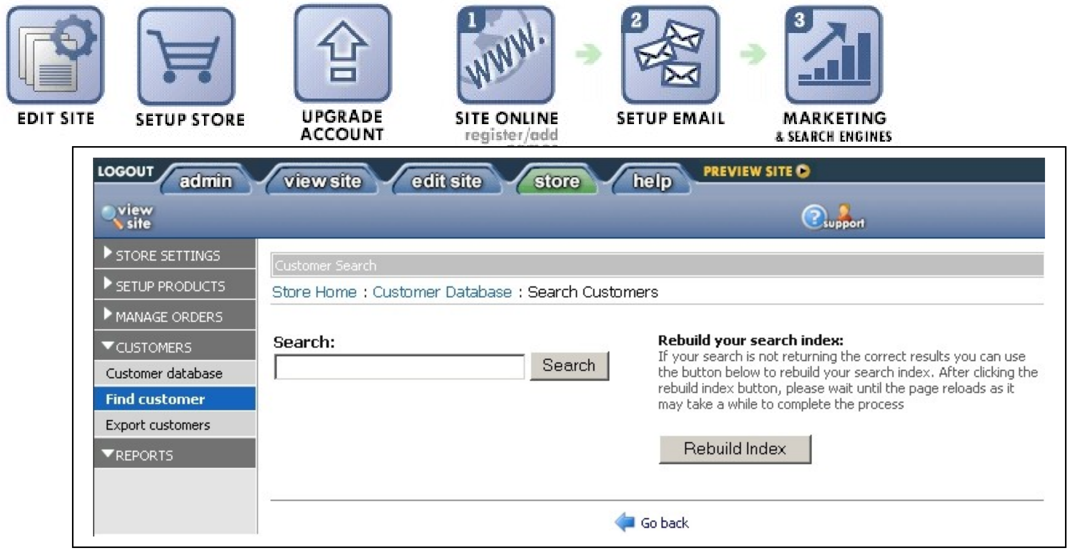
. To close the window, click Close 

.

Once you are finished with the Customer Database page, you may click Go Back to return to the Store Manager Page.

6.5.2 Find Customer

Sometimes you will need to search for a specific customer. Click Find Customer in the Customers vertical menu to be directed to the following page.



Find Customer Page

Enter the information you know about the customer (i.e., name, street address, city, state, zip, phone number or e-mail address) in the Search field and then click Search. You should be directed to that customer's account. If you do not receive satisfactory search results, you may need to rebuild your index by clicking Rebuild Index 

.

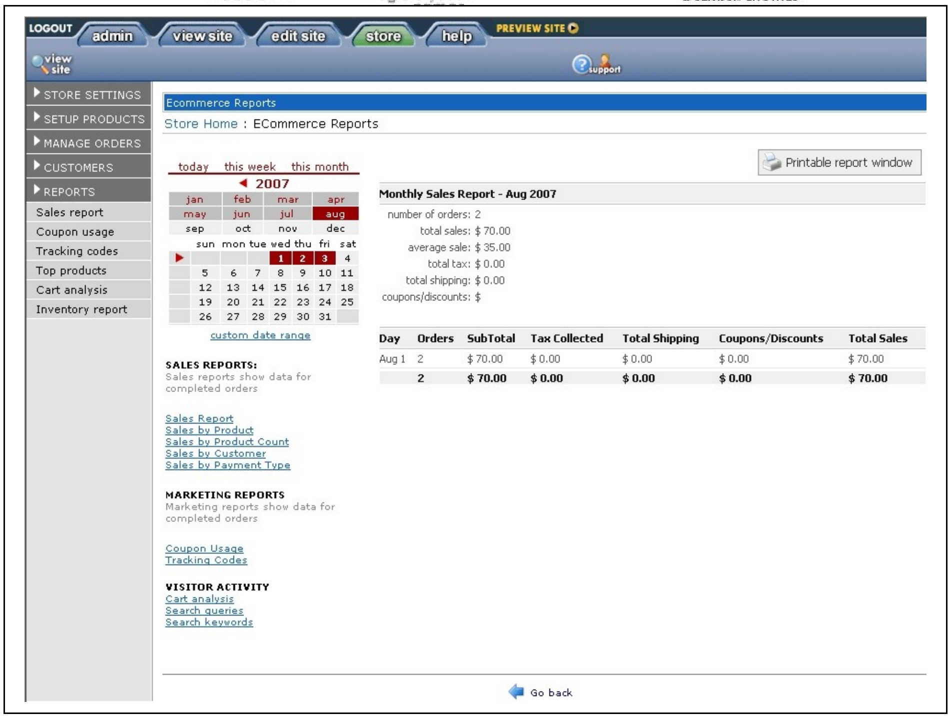
6.5.3 Export Customers
Click Export Customers in the Customers vertical menu to be directed to the Import/ Export page.

6.6 Reports
The Reports section of the Store Manager page allows you to create and view reports about the e-commerce activities in your e-store. This section presents the following options.

- Sales report
- Coupon usage
- Tracking codes
- Top products
- Cart analysis
- Inventory report

The following sections describe each of these options in detail.

6.6.1 Sales Report
Click Sales Report from the Reports vertical menu to be directed to the following page.



Sales Report Page

The page opens with a calendar. Clicking Custom Date Range opens the following page, where you can select the time frame for which data should be displayed in the report.

Custom Date Range Options

Set the date range by selecting the appropriate month, date and year from the corresponding From and To drop-down menus. Then click View to see the new report on the right-hand side of the page.

The Sales Report page presents the following report options, each of which presents information for the date range that you established in the previous step.

- Sales Report
- Sales by Product
- Sales by Product Count
- Sales by Customer
- Sales by Payment Type

Under the Marketing Reports heading, you will find the following report options, each of which presents information for the date range that you established in the previous step.

- Coupon Usage
- Tracking Codes

Under the Visitor Activity heading, you will find the following report options.

- Cart Analysis
- Search Queries
- Search Keywords

To view any one of these reports, simply click on it and the report will appear on the right-hand side of the page.

The Reports vertical menu also lists some frequently used report options. Excluding Inventory Reports, these reports have been mentioned already

Most reports have the following components.

- Number of Orders
- Total Sales
- Average Sales
- Total Tax
- Total Shipping
- Coupons/Discounts

The Cart Analysis report provides information about the shopping carts that have been created in your e-store.

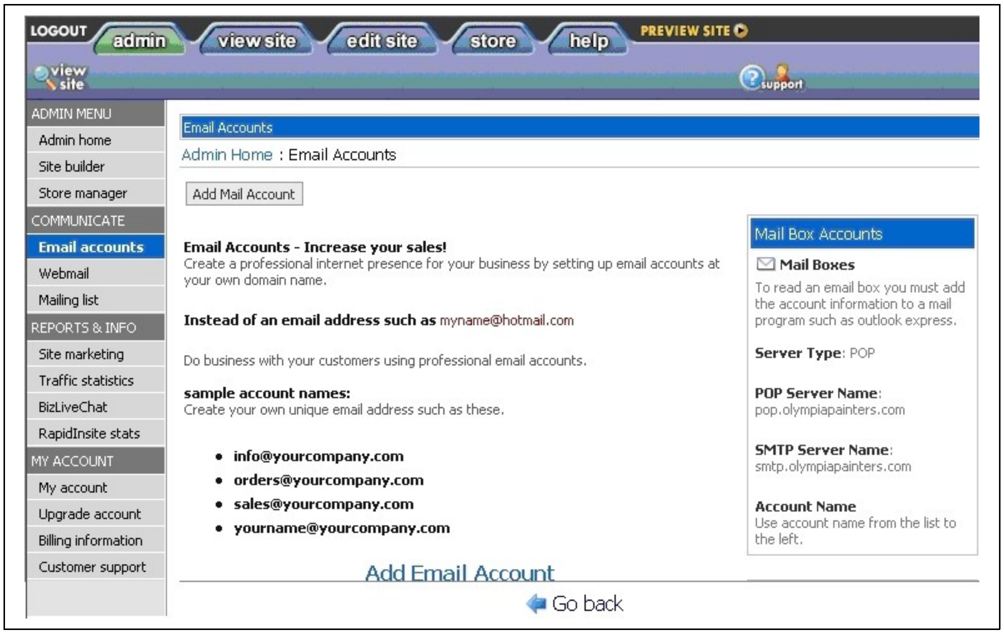
The Search Queries report provides information about the queries that site visitors make when using your site search option.

The Search Keywords report provides information about the keywords that visitors have used to search your website.

CHAPTER 7

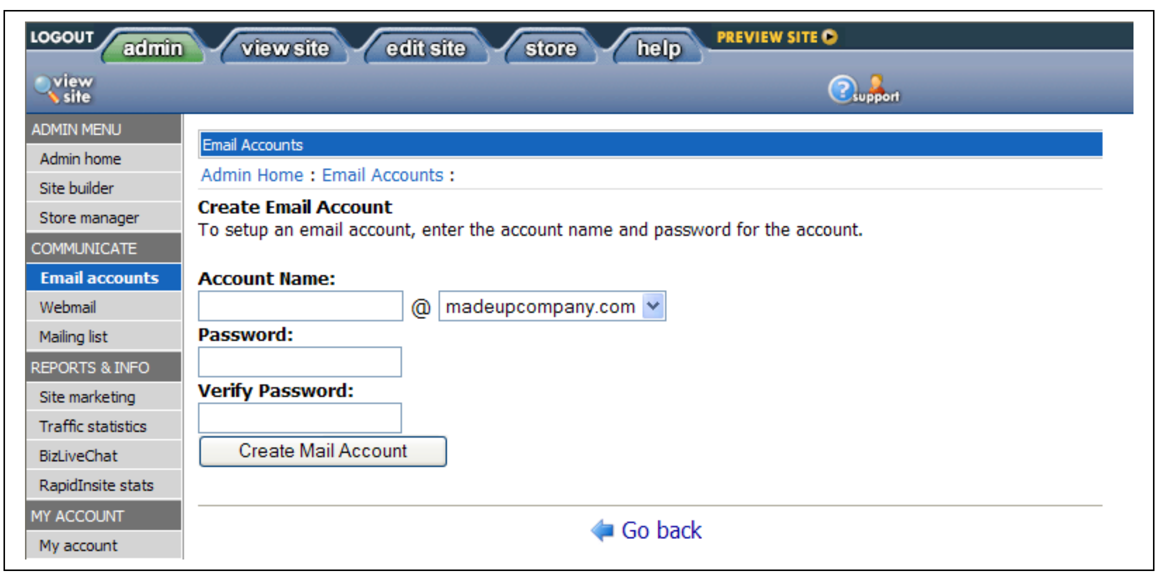
7 E-mail Accounts

This section allows you to create an e-mail account at your own domain name. The E-mail Accounts section opens in the following page.



E-mail Accounts Page

To create an e-mail account, click Add Mail Account. This will direct you to the following page.

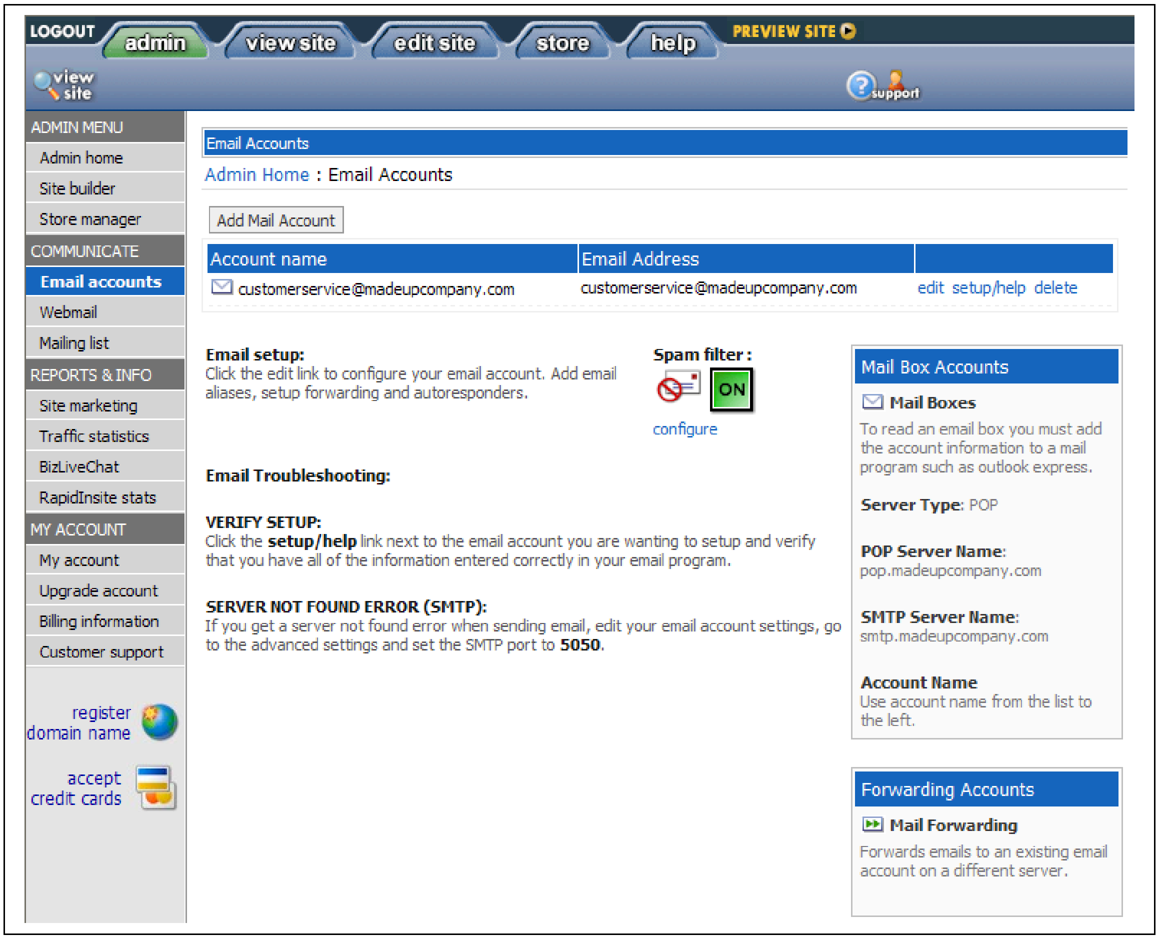


Create E-mail Account Page

Enter an account name in the Account Name field and select a domain name from the adjoining drop-down menu. Enter a password in the Password field and retype

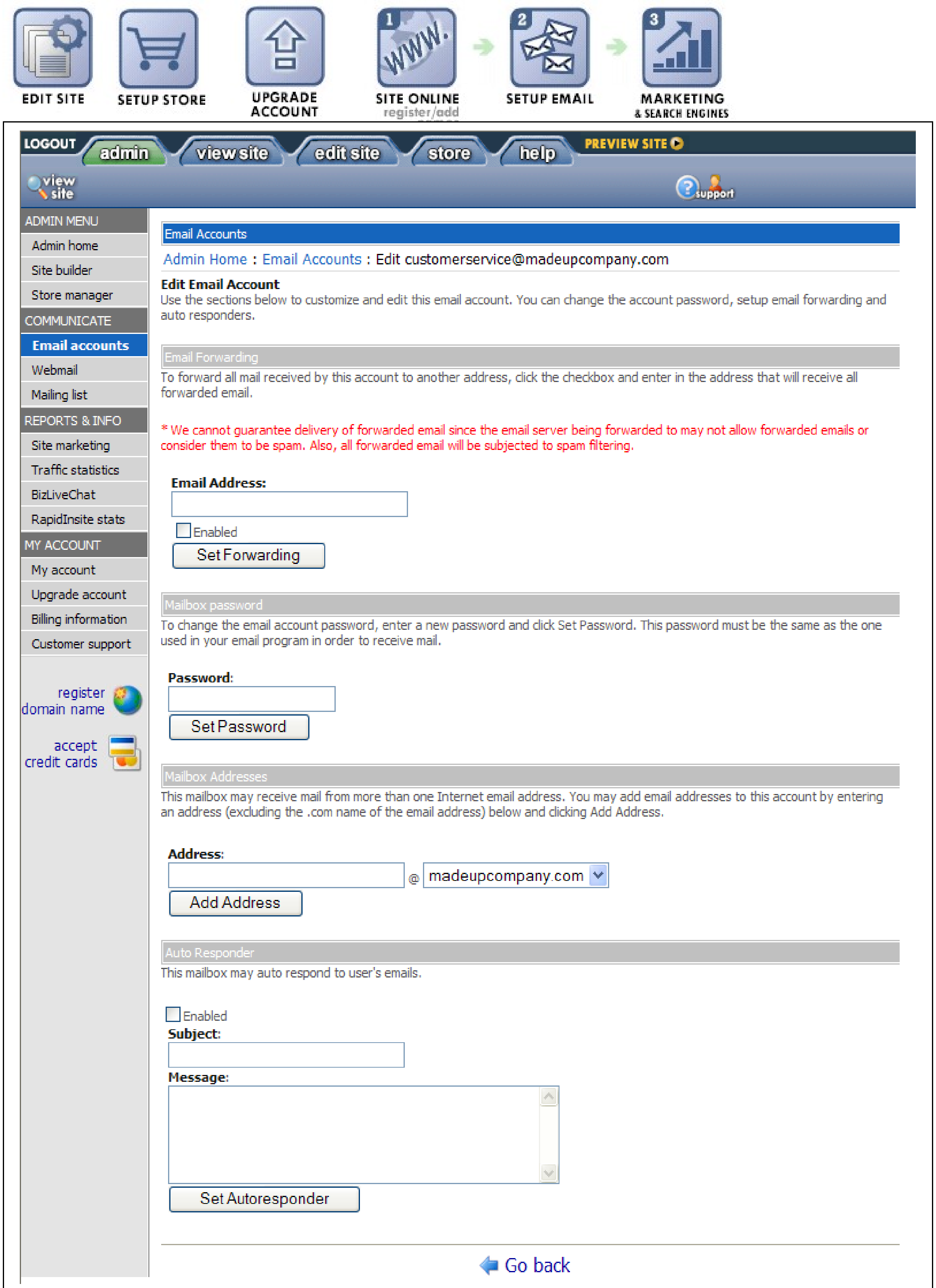
the same password in the Verify Password field. Be sure to choose a password that is easy for you to remember, but difficult for other people to guess. Finally, click Create Mail Account to create the e-mail account.

After you create an email address, the E-mail Accounts page (shown below) will have many new features.



E-mail Accounts Page

You can use this page to edit or delete your e-mail account. To edit the e-mail account, click Edit, which will direct you to the following page.



Edit E-mail Account Page

On this page, you can modify your e-mail account settings.

Under the E-mail Forwarding heading, use the E-mail Address field to enter the e-mail address where you would like to receive all the e-mails that are sent to this

account. Once you check the Enabled Box and click Set Forwarding, all emails sent to the account will be forwarded automatically to the e-mail address that you have specified.

To change your account password, enter the new password in the Password field under the Mailbox Password heading and then click Set Password.

Under the Mailbox Addresses heading, you can register a new e-mail account under the existing e-mail account. Enter the new account name in the Address field and then click Add Address.

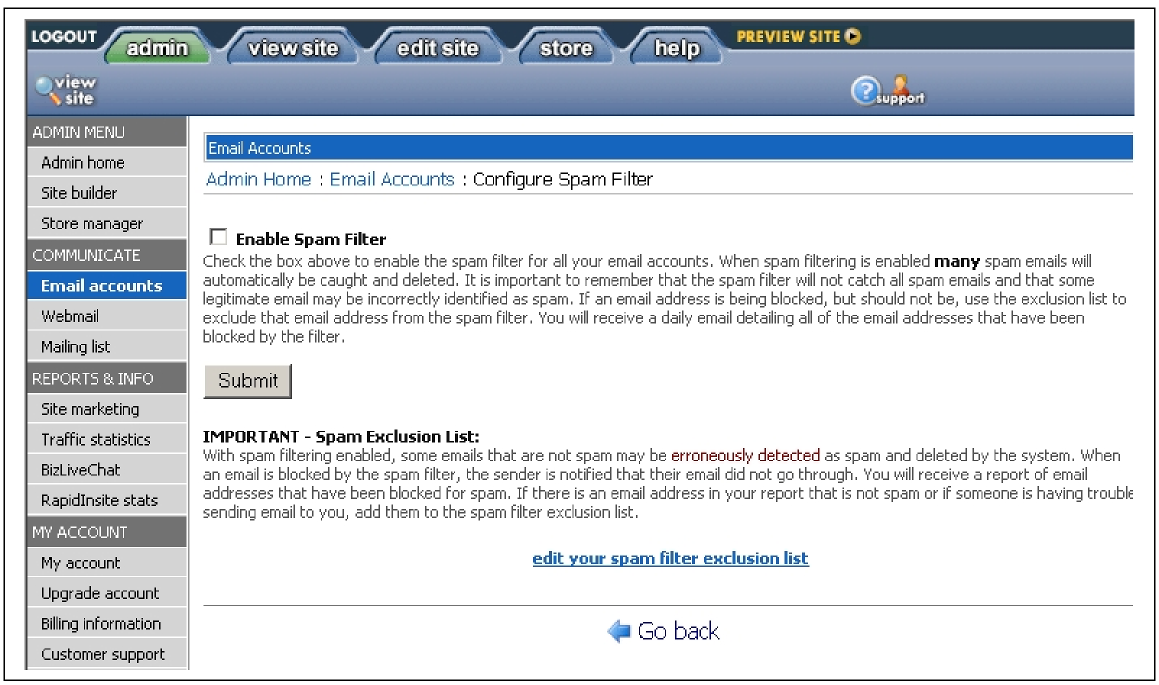
Under the Auto Responder heading, you can set up an automatic response to all the e-mails your receive by checking the Enabled box. Then enter an appropriate subject in the Subject field and type the automatic response in the Message box. You may want to use this feature when you are traveling and will be away from your e-mail for a certain period of time. Click Set Autoresponder to activate the autoresponder feature.

Click Go Back to return to the E-mail Accounts page.

To view additional account information, click Setup/Help, which will direct you to the E-mail account settings and instructions page.

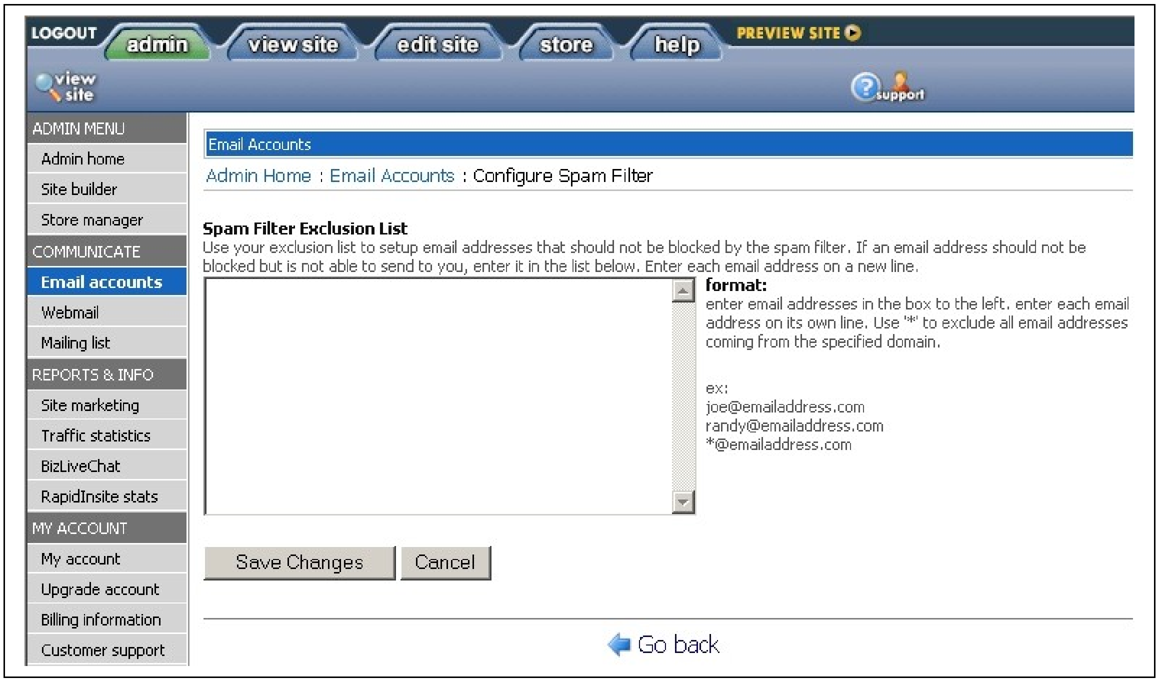
To delete the e-mail account, click Delete.

To activate the spam filter, which will prevent many (but not all) unwanted messages from reaching your e-mail inbox, click Configure. This will direct you to the following page.



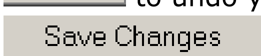
Configure Spam Filter Page

Enable the spam filter by checking the appropriate box. If your spam filter is erroneously identifying real messages as spam, click Edit Your Spam Filter Exclusion List to be directed to the following page.



Spam Filter Exclusion List Page

On this page, you can use the space provided to list e-mail address that should never be blocked by the spam filter. If you are displeased with your changes, Cancel 

to undo your changes. Once you have finished, click Save Changes 

to save your changes to the spam filter exclusion list. At any time, you may click Go Back to return to the E-mail Accounts page. Once there, clicking Go Back will redirect you to the Admin page.

CHAPTER 8

8 Webmail

This section allows you to configure you Webmail settings. Webmail allows you to access your e-mail account from anywhere, as long as you have an Internet connection. To access this section, click Webmail on the Admin vertical menu and you will be directed to the following page.

Webmail Settings Page

If you do not already have an e-mail account, you will need to create one. Select Click Here to Setup E-mail Accounts to be directed to the E-mail Accounts page.

If you have already created an e-mail account, then the following pop-up window will open when you click Webmail on the Admin vertical menu.

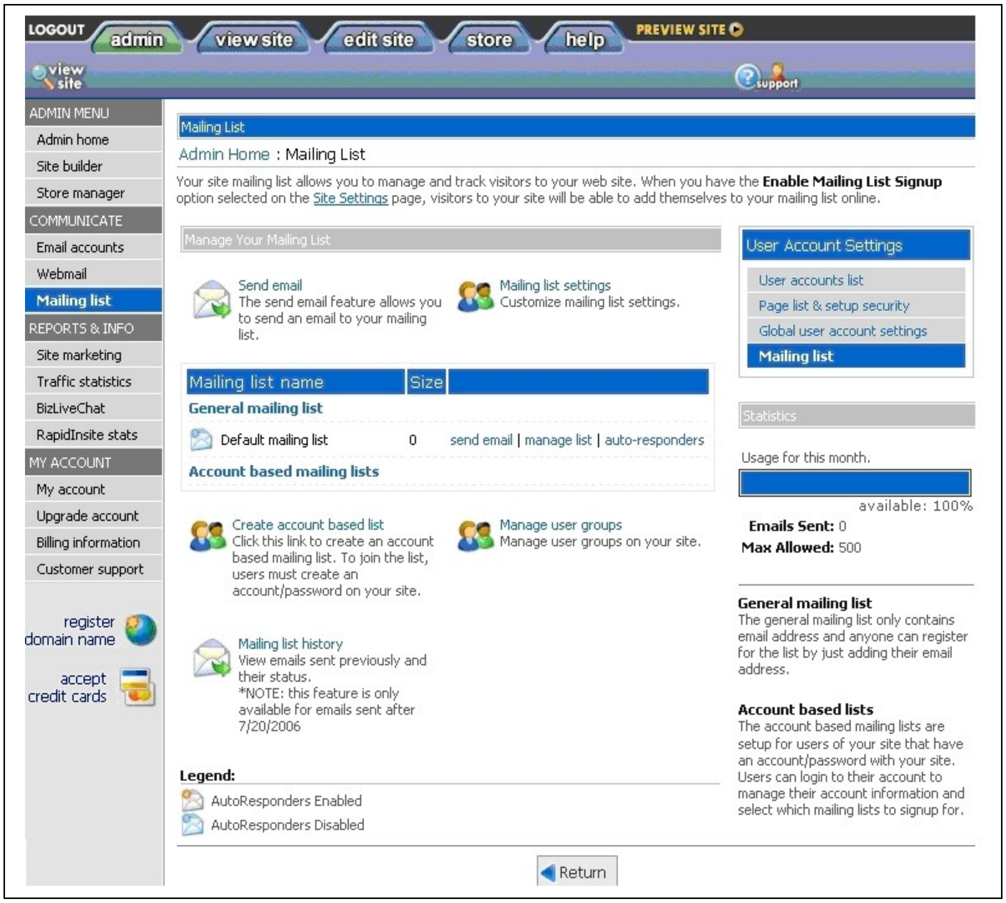
Webmail Pop-Up Window

Enter your email address and password where they are requested. Use the Interface drop-down menu to select an appropriate option, depending on the browser environment you are using. Then click Login to access your e-mail account online.

CHAPTER 9

9 Mailing List

This section lets you create and manage your mailing lists. Click Mailing List from the vertical User Account Settings menu to be directed to the following page.

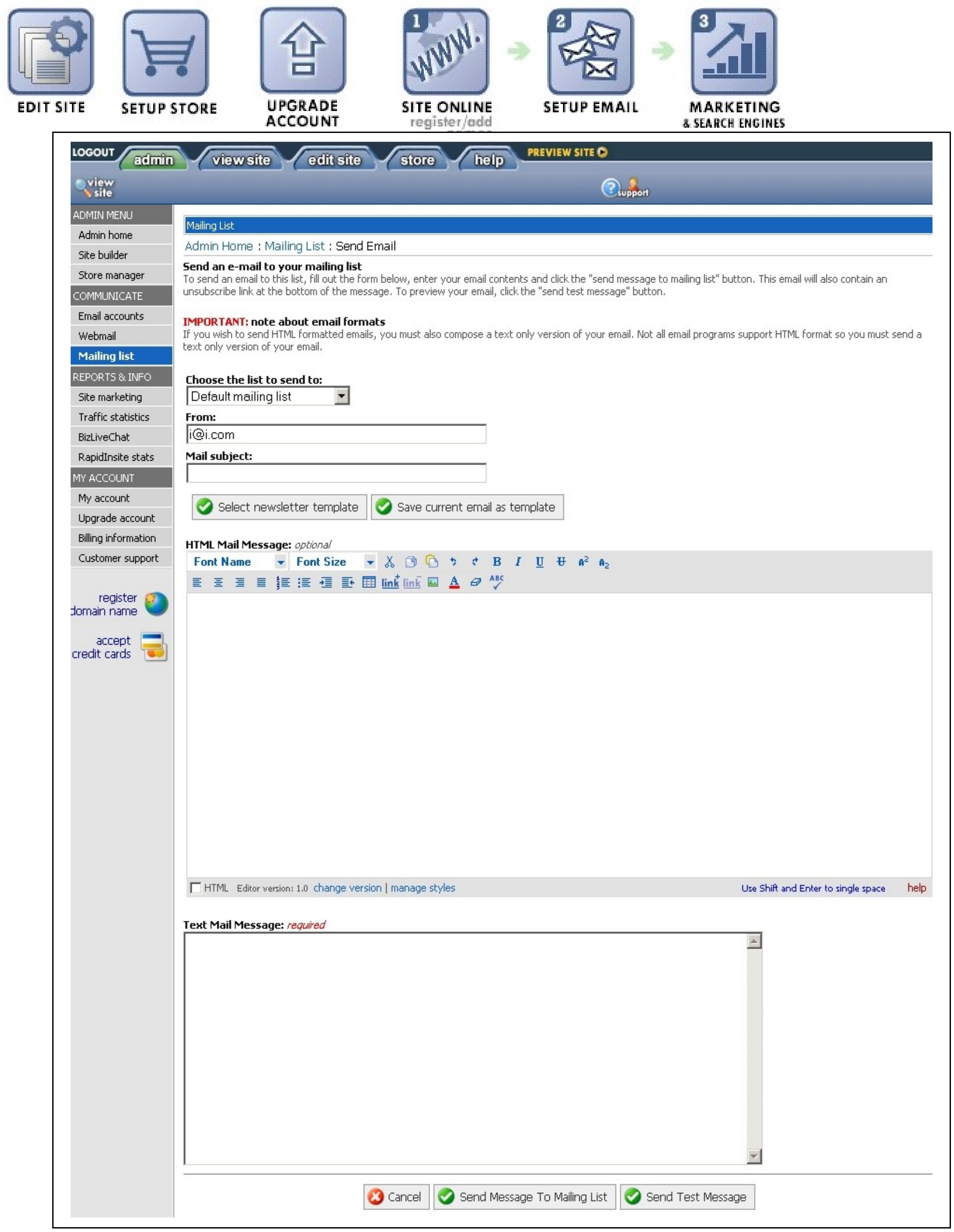


Mailing List Page

The Mailing List page lets you configure the settings for your site's mailing list so that you can track and manage your site visitors. Once you have selected Enable Mailing List Signup on the Site Settings page, site visitors will be able to sign up for your mailing list.

9.1 Send E-mail

Clicking Send E-mail under the Manage Your Mailing List heading directs you to the following page, where you can send an e-mail to all the addresses included in your mailing list.



Send E-mail Page

Select a mailing list from the Choose the List to Send to drop-down menu. All the users whose e-mail addresses are included in the list will receive this e-mail.

Use the From: field to enter any e-mail address that is hosted by your system. If you instead enter an e-mail address that is not hosted by the system, then your recipients' spam filter may block the e-mail so that they do not receive it.

Type the subject of your e-mail in the Mail Subject field.

If you are sending a newsletter, you may select a design template from the pop-up window that appears when you click Select Newsletter Template

. You can also save an e-mail that you create as a newsletter template by clicking Save Current E-mail as Template 

.

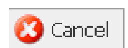
You can use both the HTML editor and text box to enter the e-mail message. The text message is mandatory, because many e-mail programs do not support HTML format.

To view the e-mail message as it will appear to recipients, click Send Test Message 

so that a sample of the message will be sent to your e-mail address. You can review the message and make changes as needed before sending it to the entire mailing list.

To send the message to everyone who is on the mailing list, click Send Message to Mailing List 

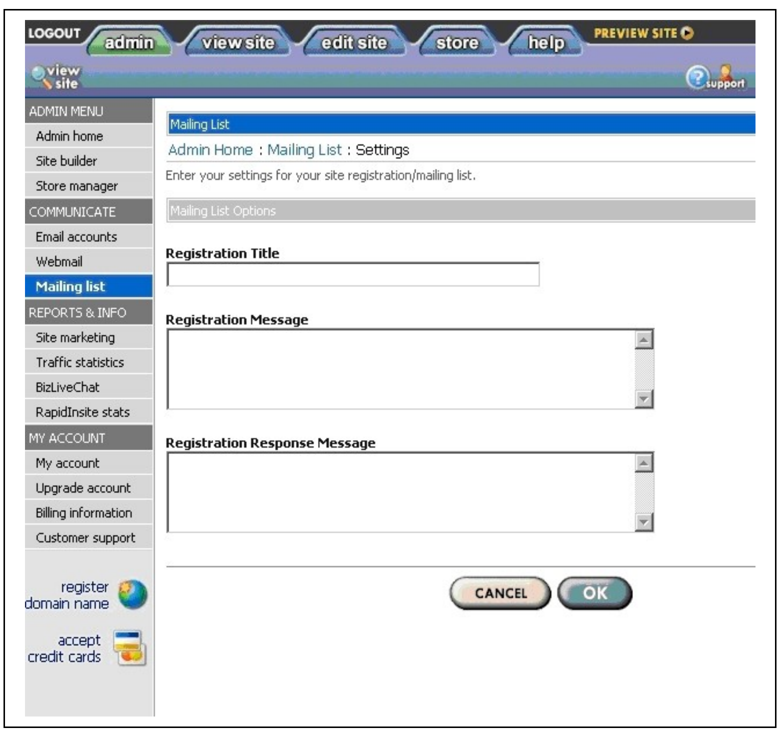
. The mail will include a link that will allow recipients to unsubscribe from the mailing list.

If you are dissatisfied with your changes, click Cancel 

to undo them and return to the Mailing List page.

9.2 Mailing List Settings

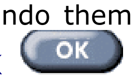
To configure the settings for your mailing lists, click Mailing List Settings on the Mailing List page to be directed to the following page.



Mailing List Settings Page

This page allows you to customize your mailing lists to better meet your needs. You may customize your registration form by entering a Registration Title, Registration

Message and Registration Response Message in the corresponding fields. If you are dissatisfied with your changes, click Cancel 

to undo them and return to the Mailing List page. Once you have finished, click OK 

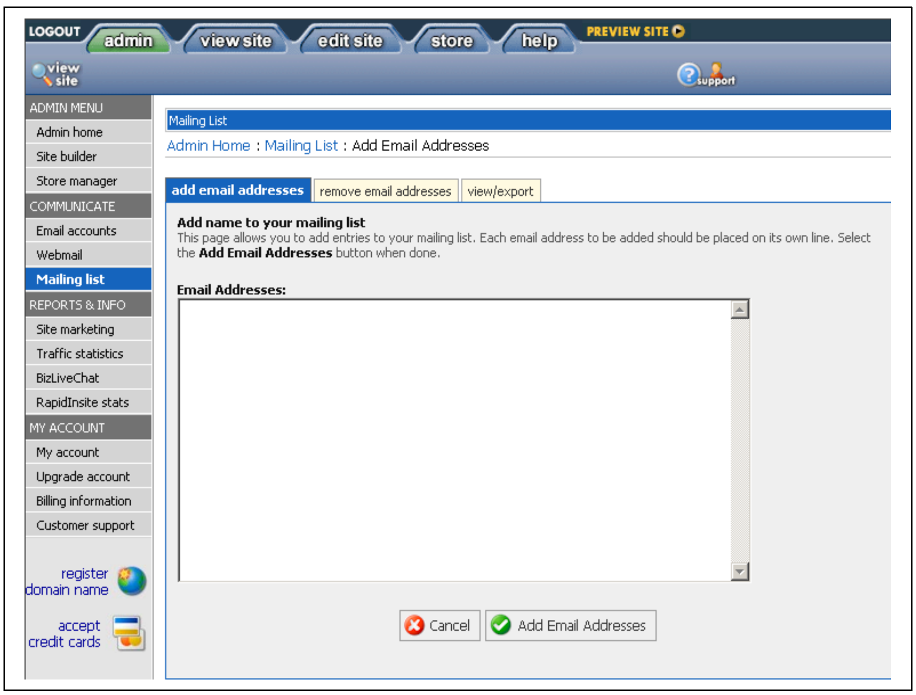
to save your changes.

All of your mailing lists are grouped under two broad categories: General Mailing List and Account-Based Mailing List. Any user can subscribe to the General Mailing List using his or her e-mail address. In contrast, the Account-Based Mailing Lists are restricted to users who have created accounts on your site.

Alongside each mailing list, you will see options to Send E-mail, Manage List, and set up Auto-Responders.

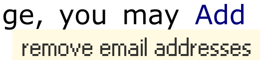
9.3 Manage List

Clicking the Manage List option will direct you to the following page.

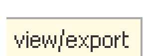


Manage Mailing List Page

On this page, you may Add E-mail Addresses 

and Remove E-mail Addresses 

by clicking the corresponding tabs. Each e-mail address that you wish to add or remove should be entered on a separate line in the E-mail Addresses field. When you are finished, click Add E-mail Addresses or Remove E-mail Addresses at the bottom of the page to save the changes to the mailing list.

Clicking the View/Export 

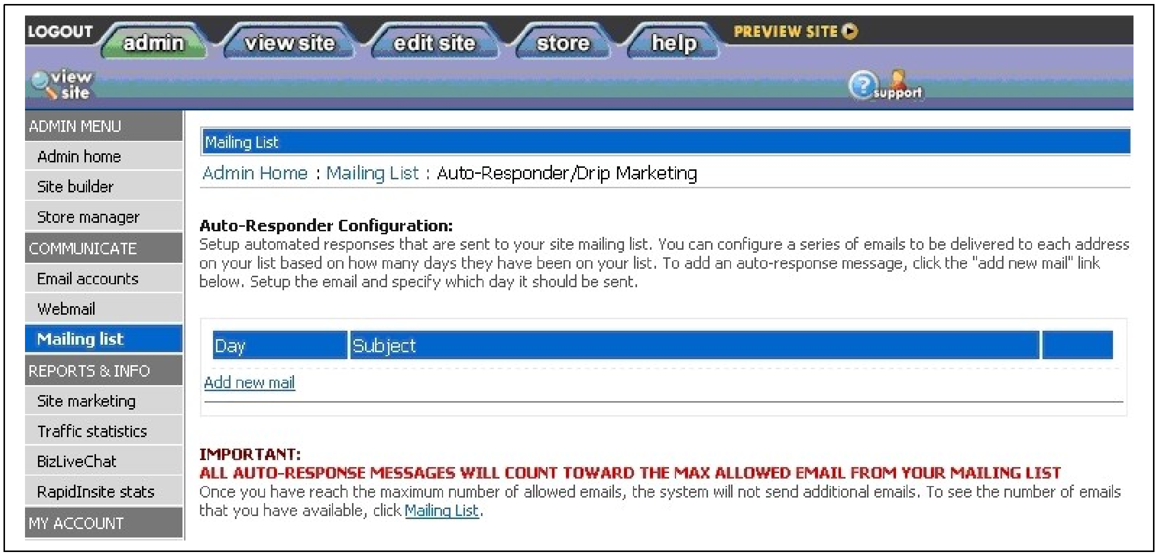
tab allows you to view all the e-mail addresses in a mailing list. These e-mail addresses are organized in a format that is very easy to copy to another program.

9.4 Statistics

The Statistics page displays the number of e-mails that have been sent as well as the percentage of e-mails available for the month.

9.5 Auto-Responders

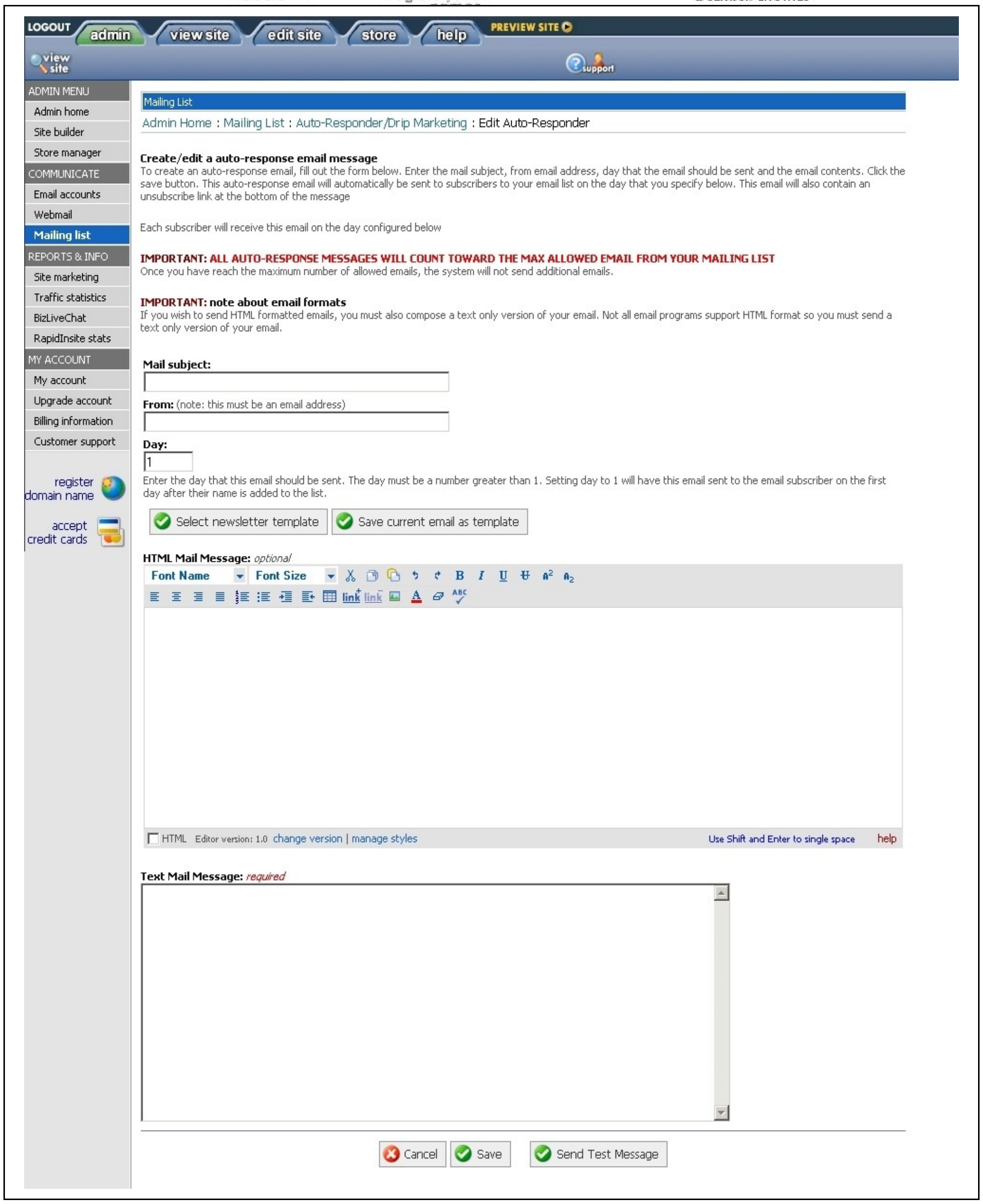
In this section, you can create automated e-mails that will be sent to your site mailing list based on how many days they have been on your list. To do so, click Auto-Responders to be directed to the following page.



Auto-Responder Configuration

Please note that once you have sent all of the e-mails that are available to you (your quota), the system will not send any more e-mails, including auto-responder e-mails. To see information about the number of e-mails that are available to you, click Statistics on the Mailing List page.

To define your auto-responder settings, click Add New Mail  to be directed to the following page.



Auto-Responder Create/Edit Page

This page is very similar to the Send E-mail page, except that it includes a Day option where you can enter the number of days for which the auto-responder e-mail should be sent. For example, if Day is set as 1, then a subscriber will receive the auto-responder e-mail only on the day that his or her name is added to the mailing list. If you are dissatisfied with your changes, click Cancel  to undo them and return to the Auto-Responder Configuration page. Once you have finished, click Save  to save your entries.

9.6 Create Mailing List

This section allows you to create an account-based mailing list. Users may subscribe to this mailing list only if they have already created an account in your site. To

access this section, click Create Account Based List and you will be directed to the Create New Group page in the User Accounts section.

9.7 Manage User Groups

This section allows you to create and manage user groups for your site. Clicking Manage User Groups will direct you to the User Account List section.

9.8 Mailing List History

This section allows you to view records of the e-mails sent from your account or from any other system account to the mailing lists. Clicking Mailing List History directs you to the following page.

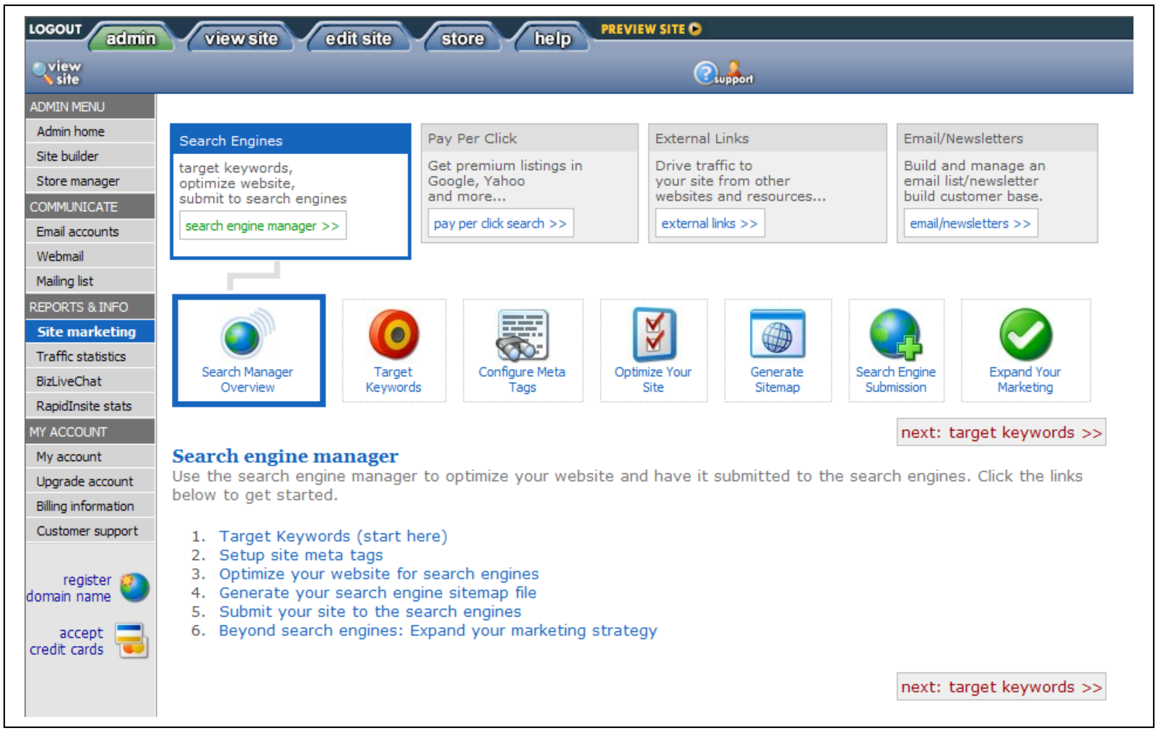
Mailing List History Page

This page presents a complete record of all the emails sent to mailing lists, their time of delivery, the sender and the recipient. You can also view the text or HTML version of the sent e-mail. The page also reports on mail delivery errors, if any.

CHAPTER 10

10 Site Marketing

This section provides marketing tips that can help you build and manage a more successful e-commerce website. Click Site Marketing on the Admin vertical menu to be directed to the following page.



Site Marketing Page

This page contains several sections to help you market your site. The main sections are Search Engines, Pay Per Click, External Links and Email/Newsletters. The Search Engines section is divided into several sections. They are Search Manager Overview, Target Keywords, Configure Meta Tags, Optimize Your Site, Generate Sitemap, Search Engine Submission and Expand Your Marketing. Click on each of these for detailed information on each section.

The Pay Per Click section is also divided into several sections. They are PayPerClick Overview, Google Adwords, Yahoo Search Marketing, More PayPerClick and Tracking. Click on each of these for detailed information on each section.

You can click on the External Links and Email/Newsletters sections to get detailed information on each section.

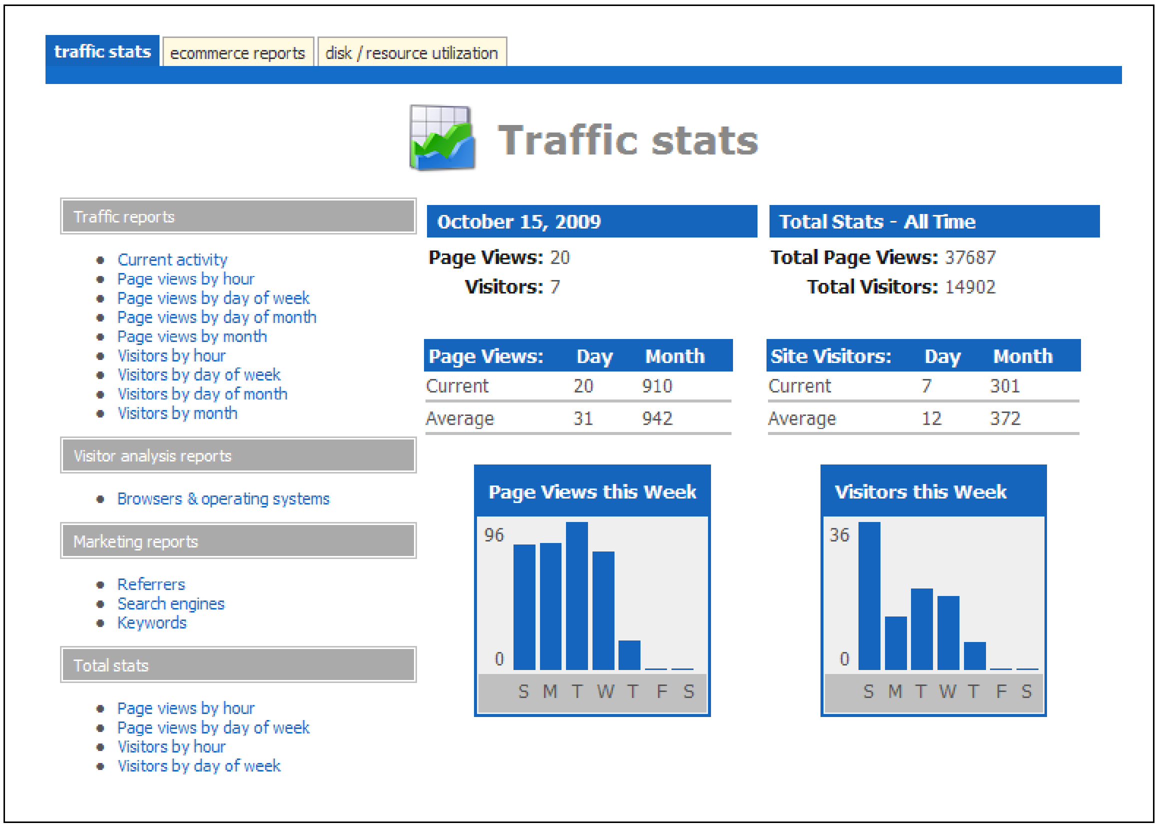
CHAPTER 11

11 Traffic Statistics

This section provides reports and analysis about your site traffic. The section provides three types of reports:

- Traffic Stats
- Ecommerce Reports
- Disk / Resource Utilization

The Traffic Stats tab is the default setting when opening the Traffic Statistics section.



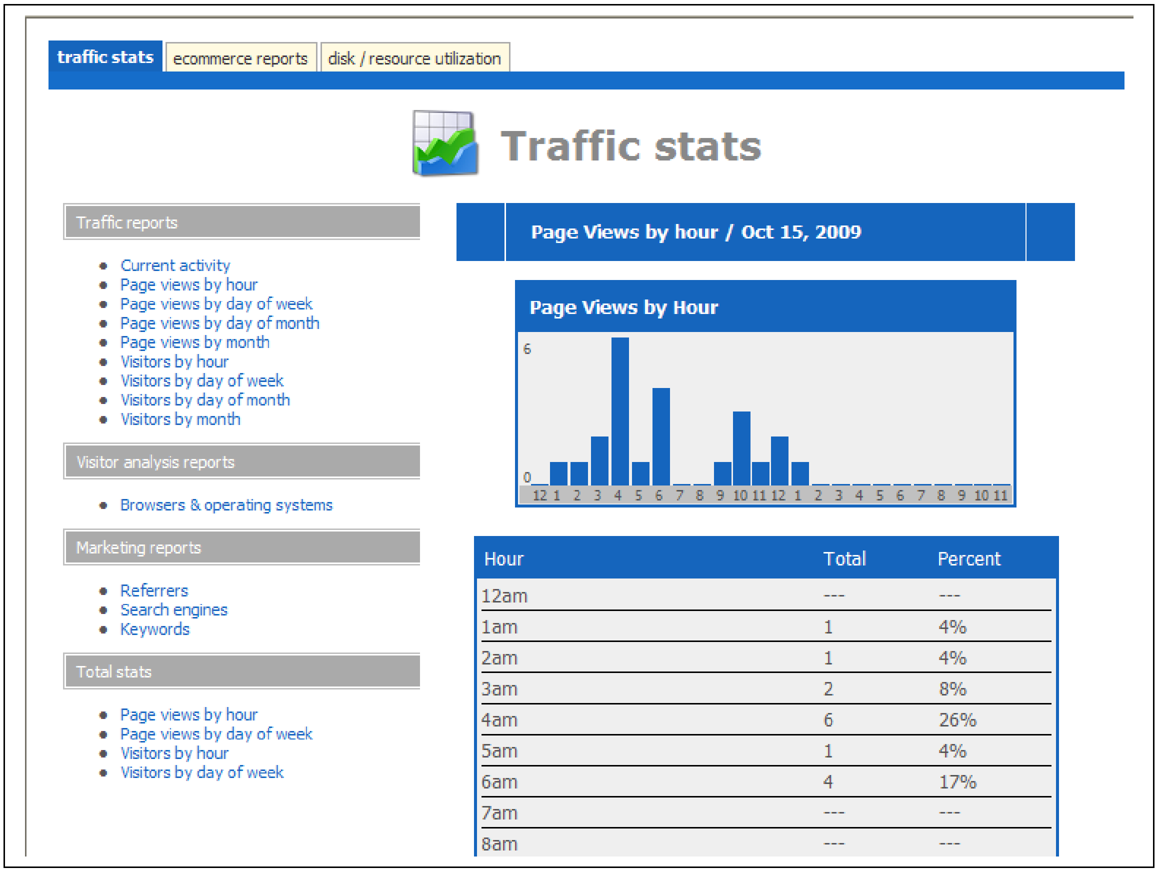
Current Activity Traffic Stats Window

The Current Activity section provides statistics about page views and site visitor statistics, both numerically and graphically.

The left-hand side of the window presents statistics for the current day. The Total Stats section on the right-hand side of the window presents the total number of page views and visitors since the creation of your site through the present date.

The next section presents the site visitor and page view statistics on a monthly and daily basis.

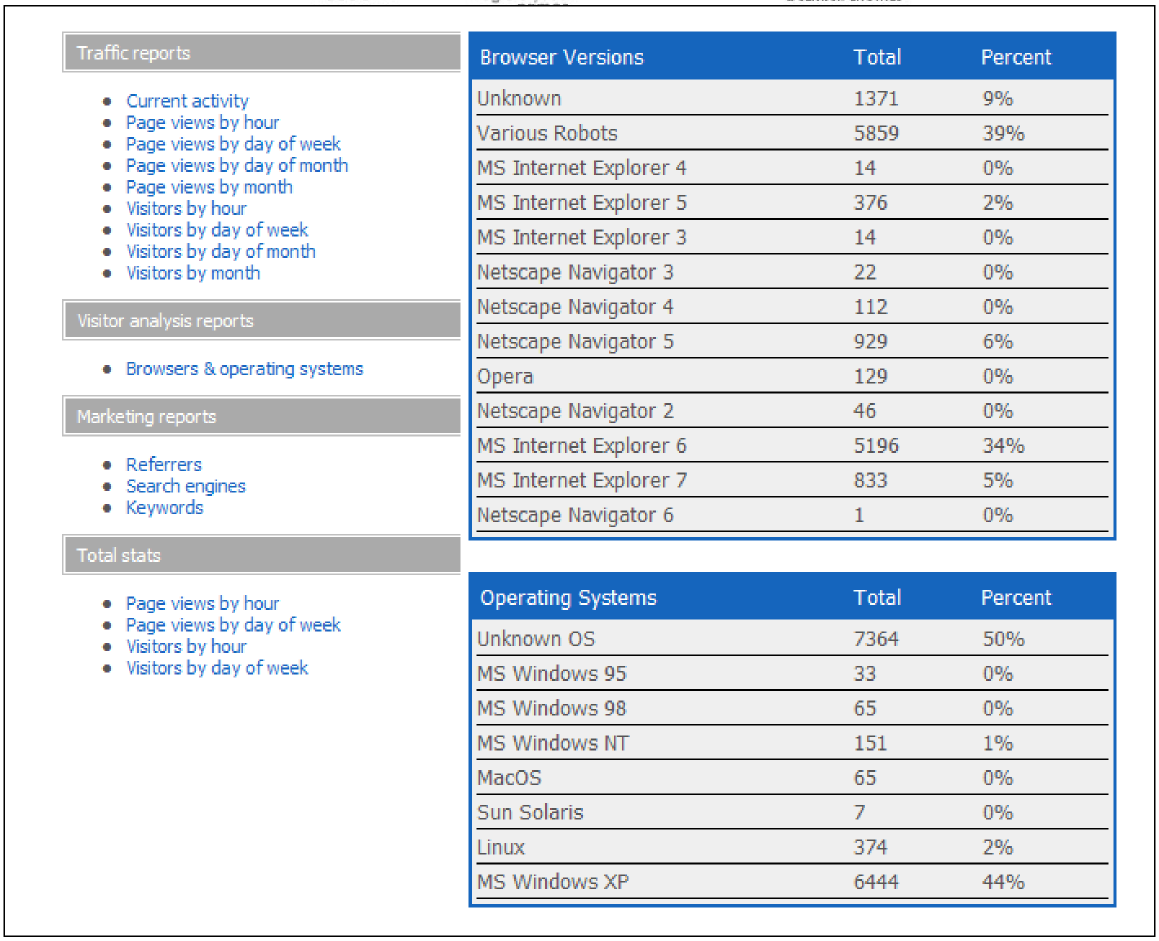
To view more detailed reports about your website traffic, click one of the links under Traffic Reports. For example, if you click the Page Views By Hour link, the following window opens.



Page Views By Hour Window

You can see stats on the number of page hits and visitor statistics by the Hour, Day of Week, Day of Month, and Month by clicking the corresponding links.

Clicking the link under Visitor Analysis Reports opens the following window.


Traffic reports

- Current activity
- Page views by hour
- Page views by day of week
- Page views by day of month
- Page views by month
- Visitors by hour
- Visitors by day of week
- Visitors by day of month
- Visitors by month

Visitor analysis reports

- Browsers & operating systems

Marketing reports

- Referrers
- Search engines
- Keywords

Total stats

- Page views by hour
- Page views by day of week
- Visitors by hour
- Visitors by day of week

Browser Versions	Total	Percent
Unknown	1371	9%
Various Robots	5859	39%
MS Internet Explorer 4	14	0%
MS Internet Explorer 5	376	2%
MS Internet Explorer 3	14	0%
Netscape Navigator 3	22	0%
Netscape Navigator 4	112	0%
Netscape Navigator 5	929	6%
Opera	129	0%
Netscape Navigator 2	46	0%
MS Internet Explorer 6	5196	34%
MS Internet Explorer 7	833	5%
Netscape Navigator 6	1	0%

Operating Systems	Total	Percent
Unknown OS	7364	50%
MS Windows 95	33	0%
MS Windows 98	65	0%
MS Windows NT	151	1%
MacOS	65	0%
Sun Solaris	7	0%
Linux	374	2%
MS Windows XP	6444	44%

Visitor Analysis Window

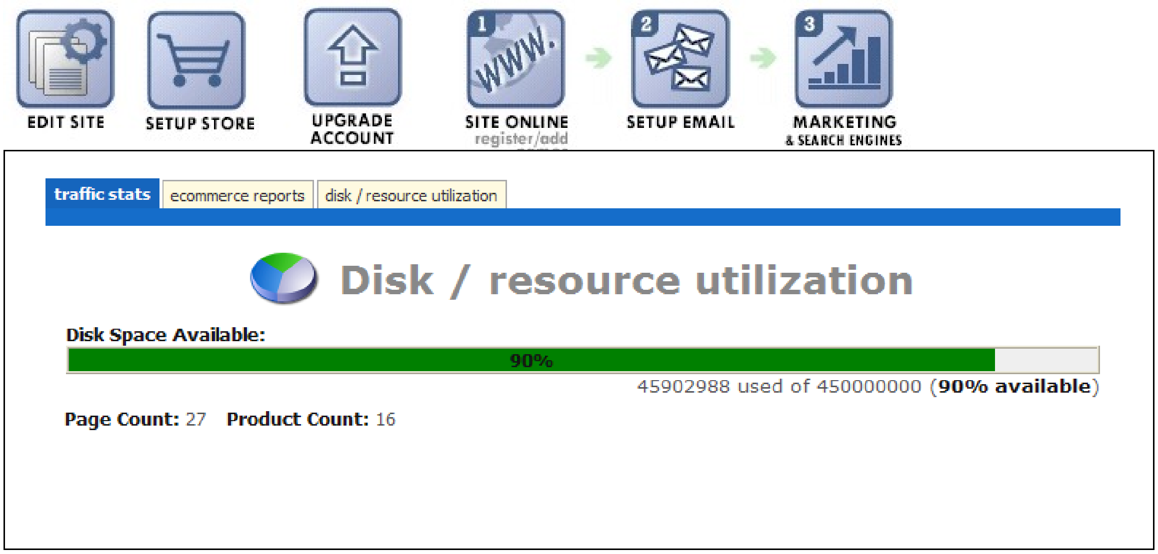
This page displays a list of the browsers and operating system that have been used by your site visitors.

Under the Marketing Reports section, there are three different options. Clicking on the Referrers link will display a list of the websites from which visitors have reached your site. The Search Engines option displays a list of the search engines that your site visitors have used to find your site. Finally, the Key Words option displays a list of the keywords that were used to find your site.

Under the Total Stats section, there are links that will show you the total stats for Page Views By Hour, Page Views By Day Of Week, Visitors By Hour and Visitors By Day Of Week.

Clicking on the Ecommerce Reports tab will direct you to the Sales Report section.

Clicking on the Disk / Resource Utilization tab will open the following window.



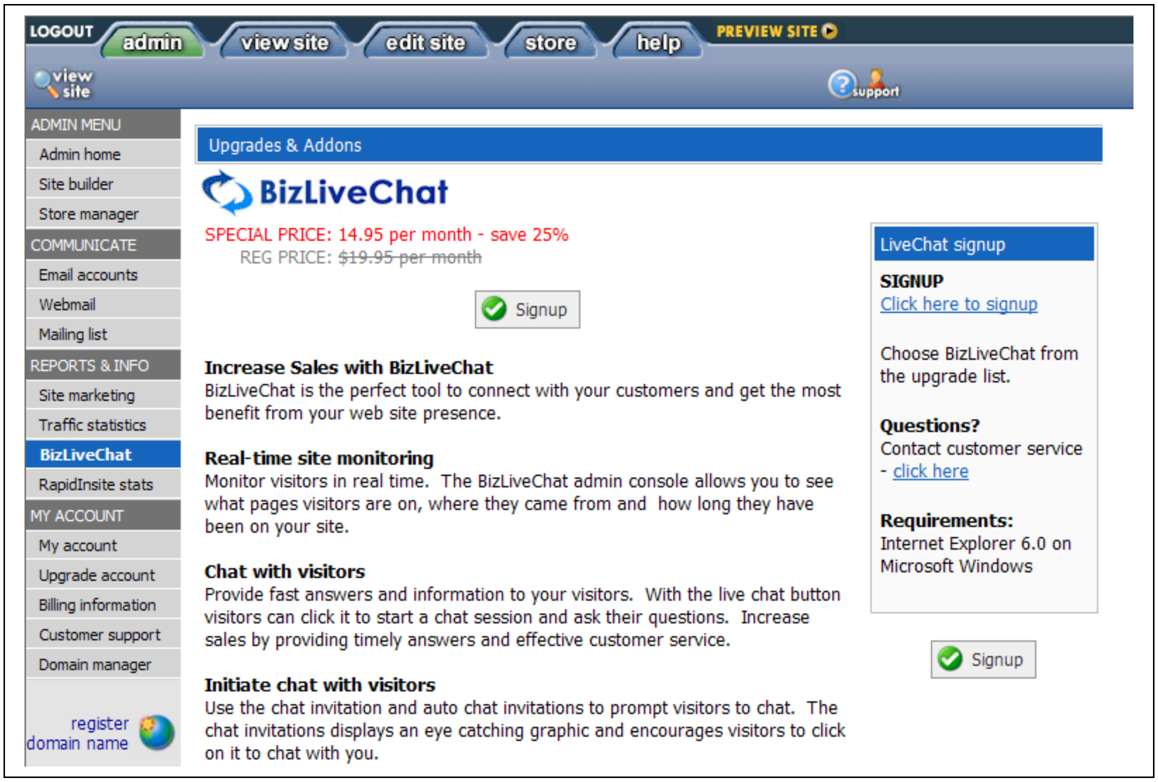
Disk / Resource Utilization Window

This window will show your disk space usage as well as the number of pages and products that are on your site.

CHAPTER 12

12 BizLiveChat

This section allows you to register for chat services provided by BizLiveChat and opens in the following page.



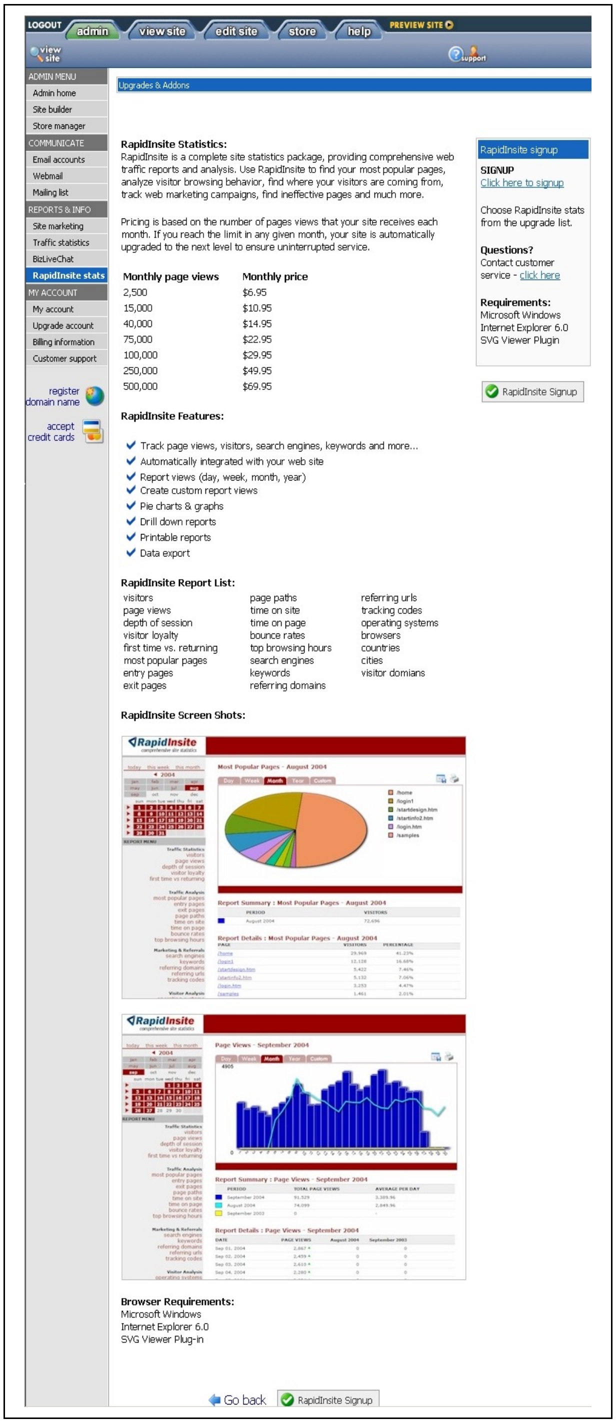
BizLiveChat Signup Page

To signup for BizLiveChat services, click Signup . You may click Go Back to return to the Admin page.

CHAPTER 13

13 RapidInsite Stats

In this section, you can register for site statistics analysis services provided by RapidInsite. The section opens in the following page.



RapidInsite Signup Page

To signup for RapidInsite services, click RapidInsite Signup 

. You may click Go Back to return to the Admin page.

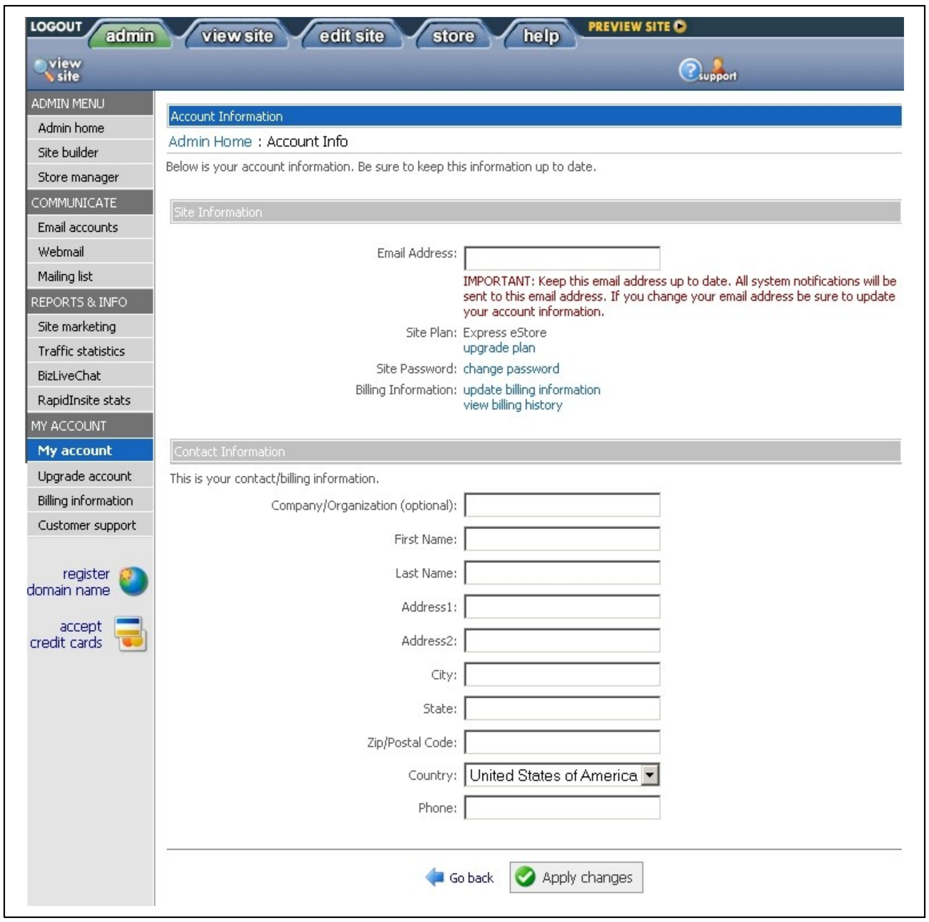
CHAPTER 14

14 My Account

You can use this section to update your account information. The section opens automatically in the My Account page.

14.1 My Account

Clicking My Account directs you to the following page.

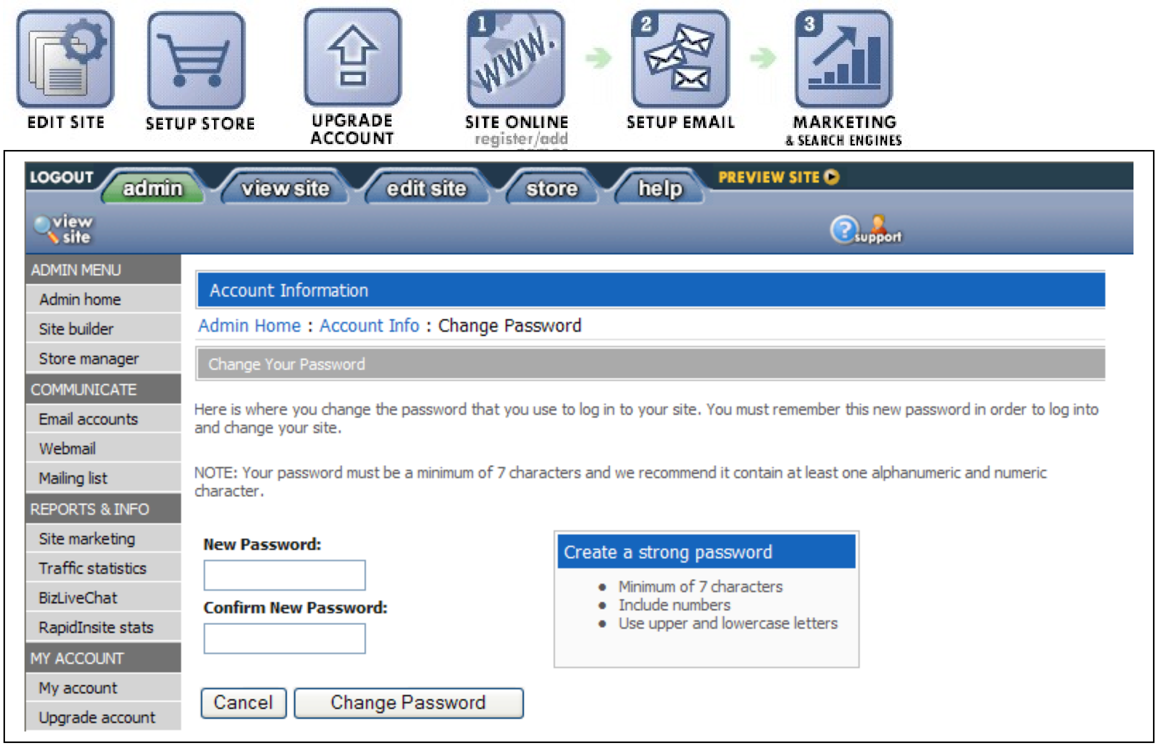


My Account Page

First, enter your current e-mail address in the E-mail Address field. It is important to keep this field updated whenever you change e-mail accounts.

The Site Plan label displays the current plan that you have purchased for your site. If you would like to have a site plan with more features, click Upgrade Plan to be directed to the Upgrade Account section.

To change your password, click Change Password, which will direct you to the following page.



Change Password page

To change your password, simply type your New Password where it is requested and then re-type it in the Confirm New Password field. Your password should be easy for you to remember, but difficult for other people to guess. Click Change Password [Change Password] to save your new password. You may click Cancel [Cancel] to undo your entries and retain your previous password.

Click Update Billing Information to reach the Billing Information page, where you can change your payment method and more.

To view your billing history, click View Billing History, which will direct you to the following page.

Billing History Page

This page displays your complete billing history. For a printer-friendly version, click Printable Statement on the right-hand side of the page. Clicking Return will redirect you to the My Account page.

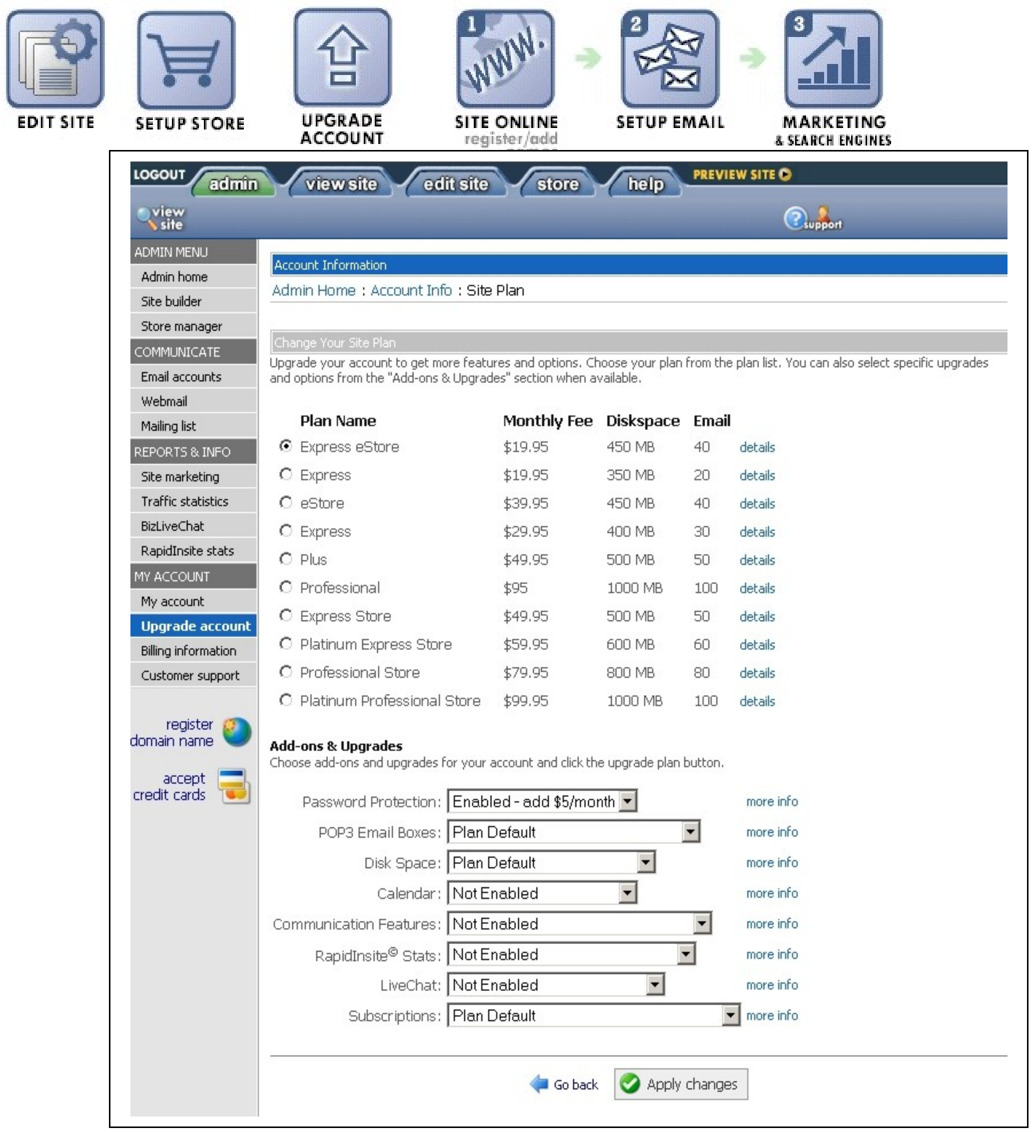
On the My Account page, you may enter your current contact information under the Contact Information heading. This information will also be used as part of your billing information. If you desire, you may enter the name of the company or organization that you represent in the optional Company/Organization field. Enter your First Name and Last Name field where they are requested. Then enter your primary mailing address in the Address 1 field. If you have a secondary address, you may enter it in the Address 2 field. Complete the City, State, and Zip/Postal fields and then select your country name from the Country drop-down menu. Finally, enter your phone number in the Phone field.

Once you have finished, click Apply Changes 

to save your changes and update your account information. You may click Go Back to return to the Admin page.

14.2 Upgrade Account

Click Upgrade Account to be directed to the following page, where you can upgrade your site plan.



Upgrade Account Page

This page lists the site plans that are available to you, including the associated monthly fee and the available disk space and number of e-mail accounts offered by each plan. For additional information about a plan, click Details next to the plan you would like to learn more about. This will open a pop-up window with plan details. To select a site plan, simply check the corresponding box.

To add advanced features to an existing site plan, use the options listed below the Add-Ons & Upgrades heading. The following add-ons and upgrades are available to you.

- Password Protection
- POP3 E-mail Boxes
- Disk Space
- Calendar
- Communication Features
- RapidInsite Stats
- LiveChat
- Subscriptions

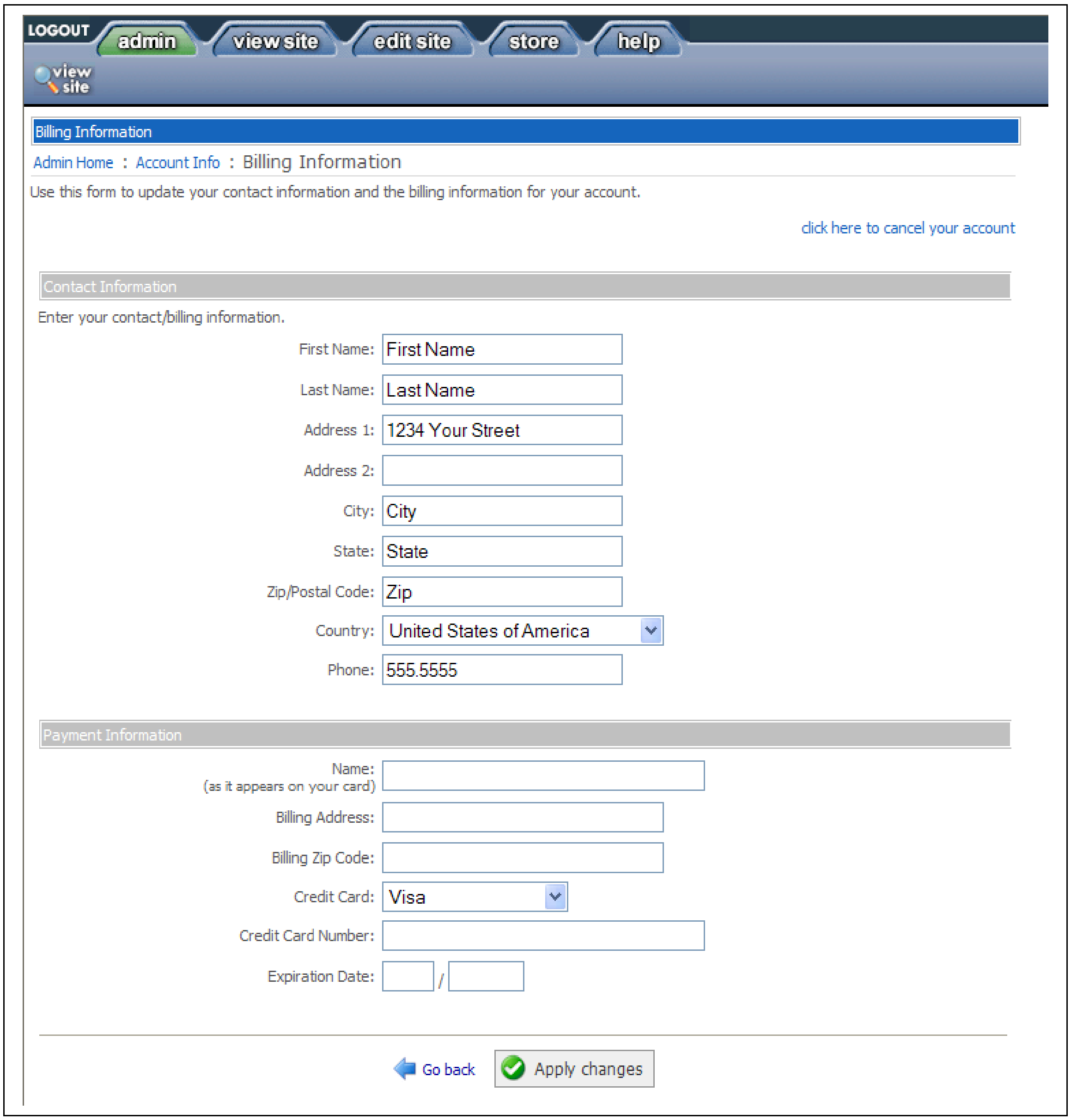
To add any of these features, select an appropriate option from the corresponding drop-down menu. For additional information about these options, click More Info to open a pop-up window.

Once you have finished, click Apply Changes 

to save your changes. You may click Go Back to return to the Admin page.

14.3 Billing Information

Use the Billing Information page (shown below) to update your contact and billing information.



Billing Information Page

Provide your Contact Information as described in the Contact Information section of the My Account page.

Use the Payment Information section to enter your billing information, which indicates where bills should be sent. Complete the Name, Billing Address, and Billing Zip Code fields. Then select a credit card option from the Credit Card drop-down menu. Enter your Credit Card Number and Expiration Date in the fields where they are requested.

Once you have finished, click Apply Changes 

to save your changes. You may click Go Back to return to the Admin page.

14.4 Customer Support

The Customer Support page (shown below) provides answers to many of the questions that may arise while designing a site.

Customer Support Page

This page lists many topics where you can find crucial insight into creating and managing a successful e-commerce site. Click any one of the topics to be directed to the page where the topic is discussed in detail.

Under the Quick Help heading, you will find the following four options:

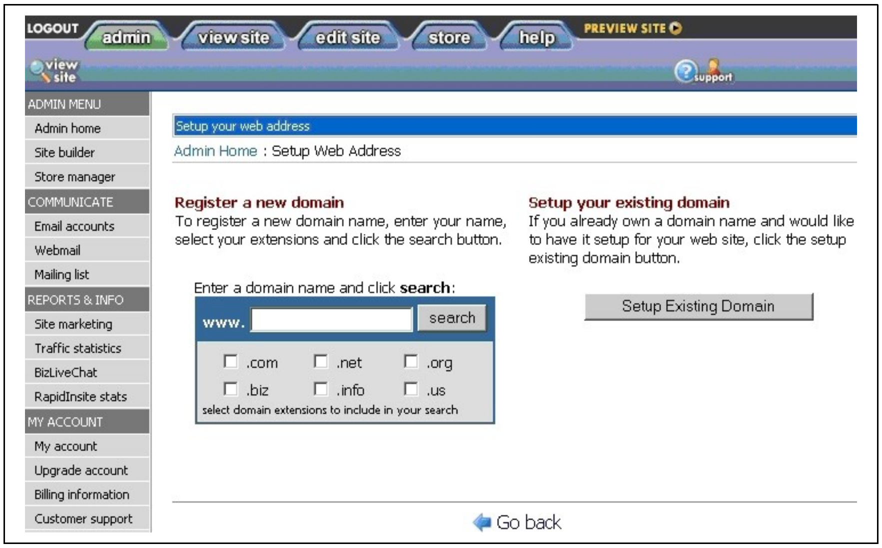
- Getting Started
- Quick Tips
- Ask a Question
- Tutorials

Clicking Getting Started directs you to a page with a brief overview of how to start designing your site. Quick Tips provides access to many useful tips about organizing a site. The Ask a Question option directs you to the Support page where you can

submit an inquiry. Tutorials is designed to acquaint you will the Site Manager features and help you use them to build and manage your site.

To search for assistance on a specific topic, use the Search Support feature. Enter words related to the topic of interest in the Search Support field and then click Search.

Clicking Register Domain Name directs you to the following page.

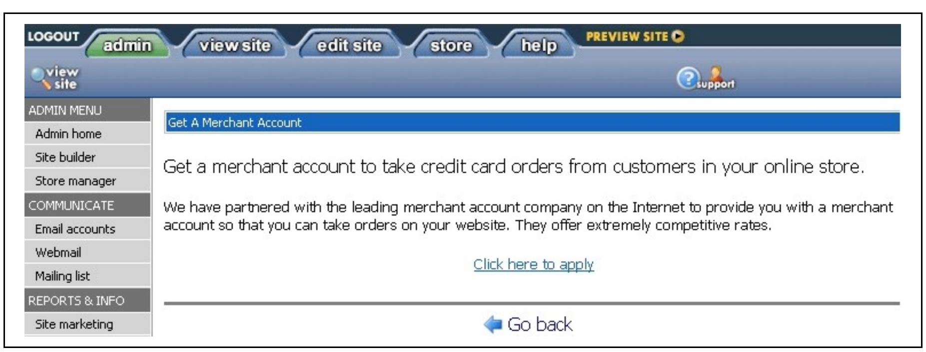


Register Domain Page

The Register Domain page allows you to obtain a new domain name or set up an existing domain name on your site. To register a new domain name, enter the desired domain name in the empty field and select one of the domain extensions by checking the adjacent box. Then click search to find out whether the desired domain name is available. To set up a domain you already own on the site, click on the Setup Existing Domain button and follow the instructions.

At any time, you may click Go Back to return to the Admin page.

Clicking Accept Credit Cards directs you to the following page.



Accept Credit Cards Page

You can use this page to apply for a merchant account. To begin the process, select Click Here to Apply.

When you are finished using this software, click Logout on the Admin page to leave the site administrative module.

We hope you enjoy using our product, and we wish you the best of success in building and managing your e-commerce site.

---------- [End of Document] ----------