CloneForest 2.0 installation and setup guide

Includes social networks app setup guide

The marketplace you are about to operate has several very particular features:

- exclusive sellers,
- extended license (and the related extended price),
- the referral program,
- the deposit system.

We will start with these special features as they are mentioned on multiple occasions further in the manual.

Exclusive sellers

Some of the authors selling through your marketplace would prefer to offer certain products only through your store. These exclusive sellers can be attracted by higher commission, which you can set up through the **System settings**.

Extended license

Some of the clients purchasing though your store will want the items they bought to only be available to them. E.g. if they purchased a website template and want to make sure that it's unique to their webpage. This is where the extended license comes in – at a special price the end user will be the only one (or the last one) able to use the product. Once the product is sold as an exclusive one and the sale is confirmed – it will be taken off the store and not be available for sale anymore.

Deposits

The deposit system that is a part of your marketplace allows any registered member to deposit money from their PayPal accounts to a virtual account on your website. The amount deposited can be used for purchasing items from your marketplace and will be particularly useful to returning customers.

The good news for you is that when the customer is depositing money to his virtual account, he is sending actual money to your own. E.g. if a user is depositing $50 to his marketplace account you will instantly receive $50 on our PayPal account. The more deposits are made – the more money you get!

The good news for the prepaid users is that you can create a discount for them by adjusting the percentages in your **System settings**. You can advertise the discount to increase your customer's incentive to purchase items from the store using the deposit method.

When your customers are making one-off purchases you can encourage them to pay directly.

Referral program

Referring new users to your marketplace gives a particular user a fraction of the new member's purchases. Every user automatically receives a referral code, and they can post a link or an image button on their websites using that code.

If a new user clicks a referrer link, and then proceeds to create an account and purchase an the owner of the particular referral link will receive 10% of the actual purchase price paid. E.g. if the referred user purchased an $20 item, the referring user receives $6; if the purchase is worth $100 – the link owner receives $30; for an $200 purchase the referrer receives $60.

How it Works

Here are a few important points about how the referral system works:

- Cookies are used to track people who have clicked on a user's link, so they need to be using cookies for your store's system to track the new users.
- If a person clears their cookies then they can't be tracked any more.
- If a person clicks on a certain user's referral link and then later they click on a link of a different user – the first link is the one that counts
- If a person clicks a link, they have three months before the cookie expires. If they sign-up and make a purchase, then the referrer earns the commission. There is no time limit on the referral program.
- Commissions appear in the referrer's cash account just like item sales.
- Linking from your marketplace to itself in order to gain referrals will not earn money to your users. This includes bouncing links of other domains in order to add a referral.
- If a user has visited one your marketplace before, and clicks a referral link later on, it doesn't count.

Referral Links

These are created by simply substituting the username in URLs as shown below:

http://yourstore.com?ref=username

where **yourstore.com** is the address of your marketplace, and **username** is the sign-in name of your client.

Adding Referral Codes to Other Pages

Referral links can be created from the address of any of other pages besides the homepage. For most URLs the users need to simply append the code just as in the example above. This way the URL below

http://yourstore.com /item/example/23

becomes

http://yourstore.com /item/example/23?ref=username

In case the URL already contains a question mark character as well as some code at the end, then the referral part must be added at the end of the URL, replacing the question mark (**?**) with the ampersand symbol (**&**). Here's an example:

http://yourstore.com /searches?term=XML&type=files

becomes:

http://yourstore.com /searches?term=XML&type=files&ref=username

Referral codes can also be added to full-screen previews as long as the preview bar is showing. E.g. the template **Bill's template**'s preview has the following URL:

http://yourstore.com /item/bills_template/full_screen_preview/9121

The users can add the referral code to it. However if they clicked **Close** on the preview bar so that only the preview remained, then the URL changes to something quite similar to this:

http://yourstore.com /files/9121/index.html

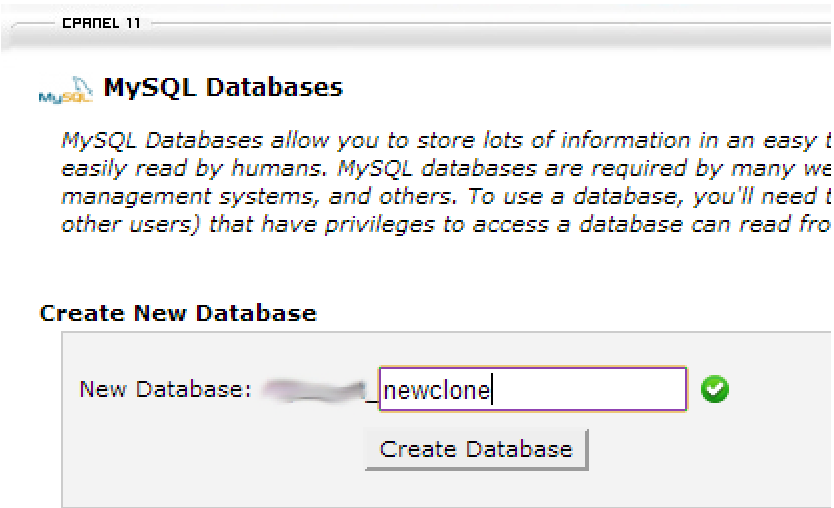
adding the referral code will NOT work.

1. Creating the database.

Before you can actually start installing your CloneForest marketplace script you will need to create a database on your server. CloneForest is a PHP/MySQL-based script and it requires a MySQL database to keep all the records about users, items, etc.

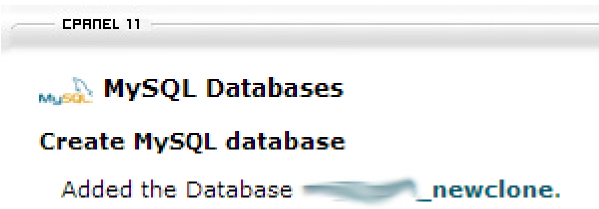
First thing to do is log in to your server's cPanel and look for this icon:

Click that, and you will be directed to a new page. Locate the **Create New Database** box (it's usually at the top of the new page) and fill in the name of your new database:



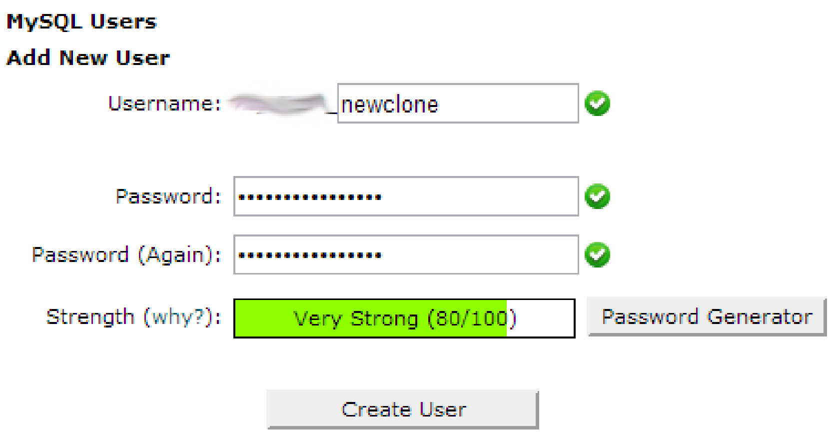
When done please click the **Create Database** button.

The following information will appear on a new page.



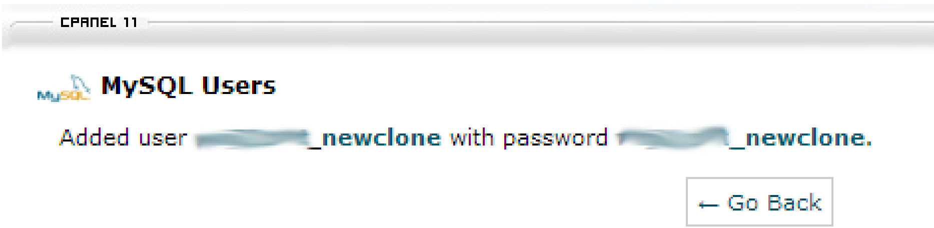
Please copy the full name of your database (including the prefix and the underscore) to a separate text file on your computer, as you will need it later on. Click the **Go Back** button.

You will need to create a database user – locate the MySQL Users section and fill in the details – username and password (reenter password to confirm):



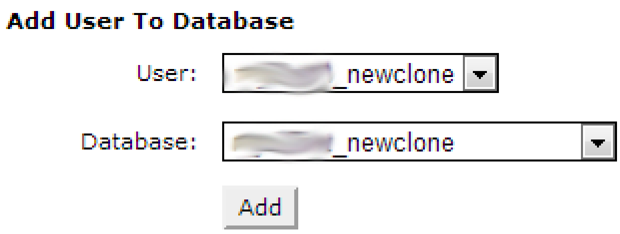
Click **Create User**.

The confirmation screen should appear shortly.

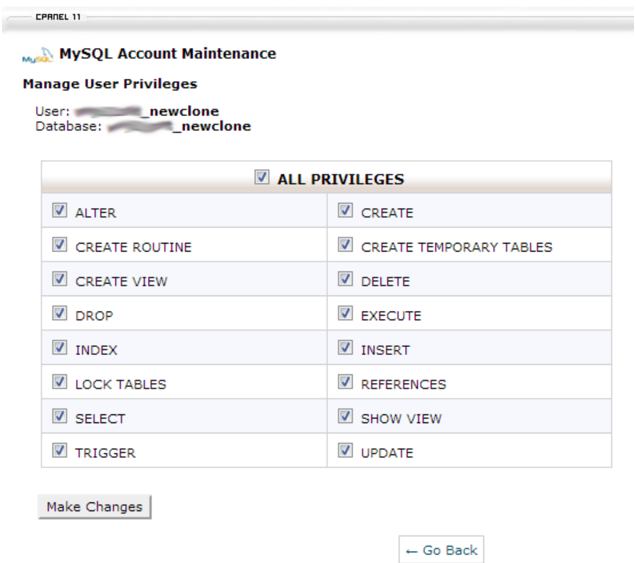


Select **Go Back**.

Find the **Add User To Database** section, select the newly created user and database and click the **Add** button:

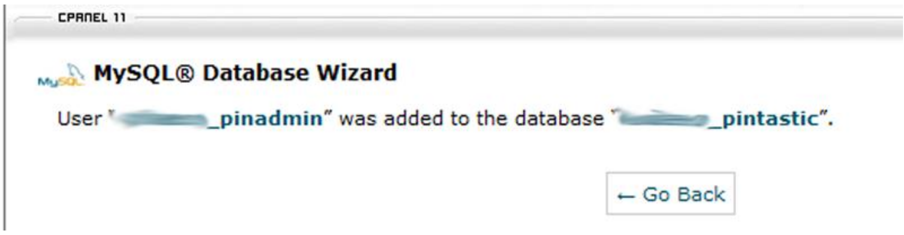


You will be directed to a page that looks like this:



Check the **ALL PRIVILEGES** box up top and then click the **Make Changes** button.

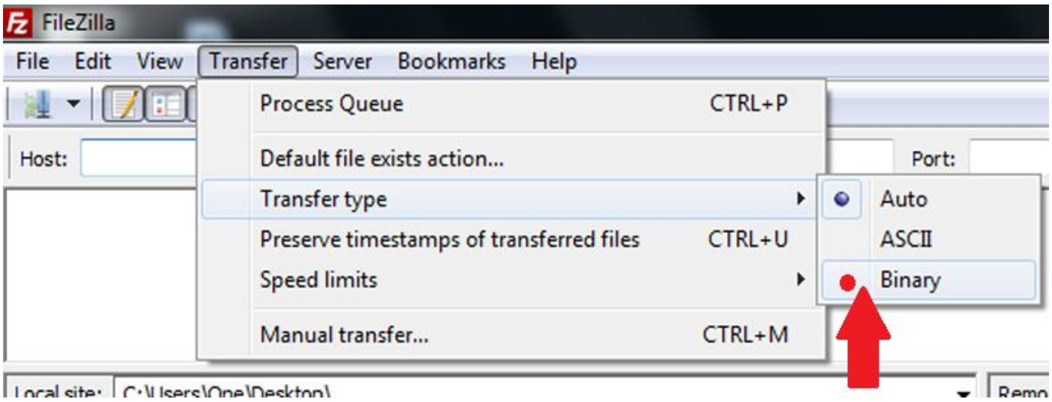
When the action is complete the confirmation screen will appear.



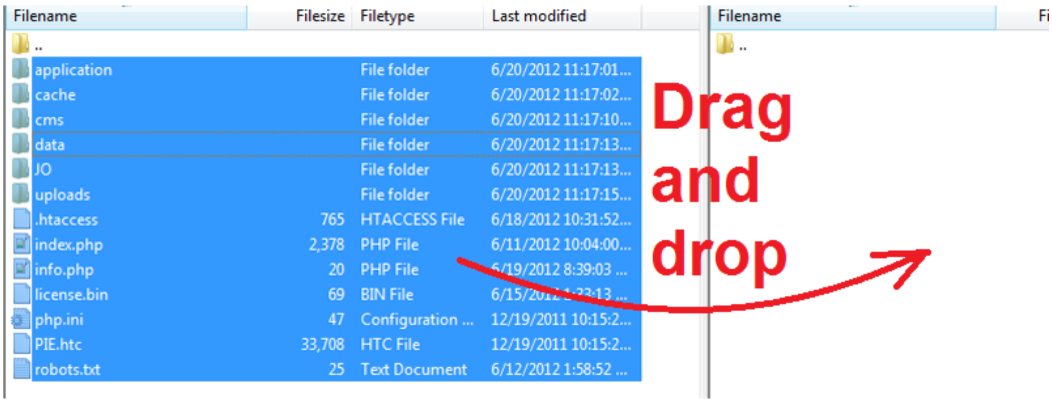
2. Uploading and configuring the files

After you've downloaded the installation package you need to open the archive, select all files and extract them to a folder on your computer.

The next thing to do is open the FTP client program. We recommend FileZilla, as it is free and easy to use. Start the program, and then go to the **Transfer** menu. Select **Transfer type**, and then set that to **Binary**.

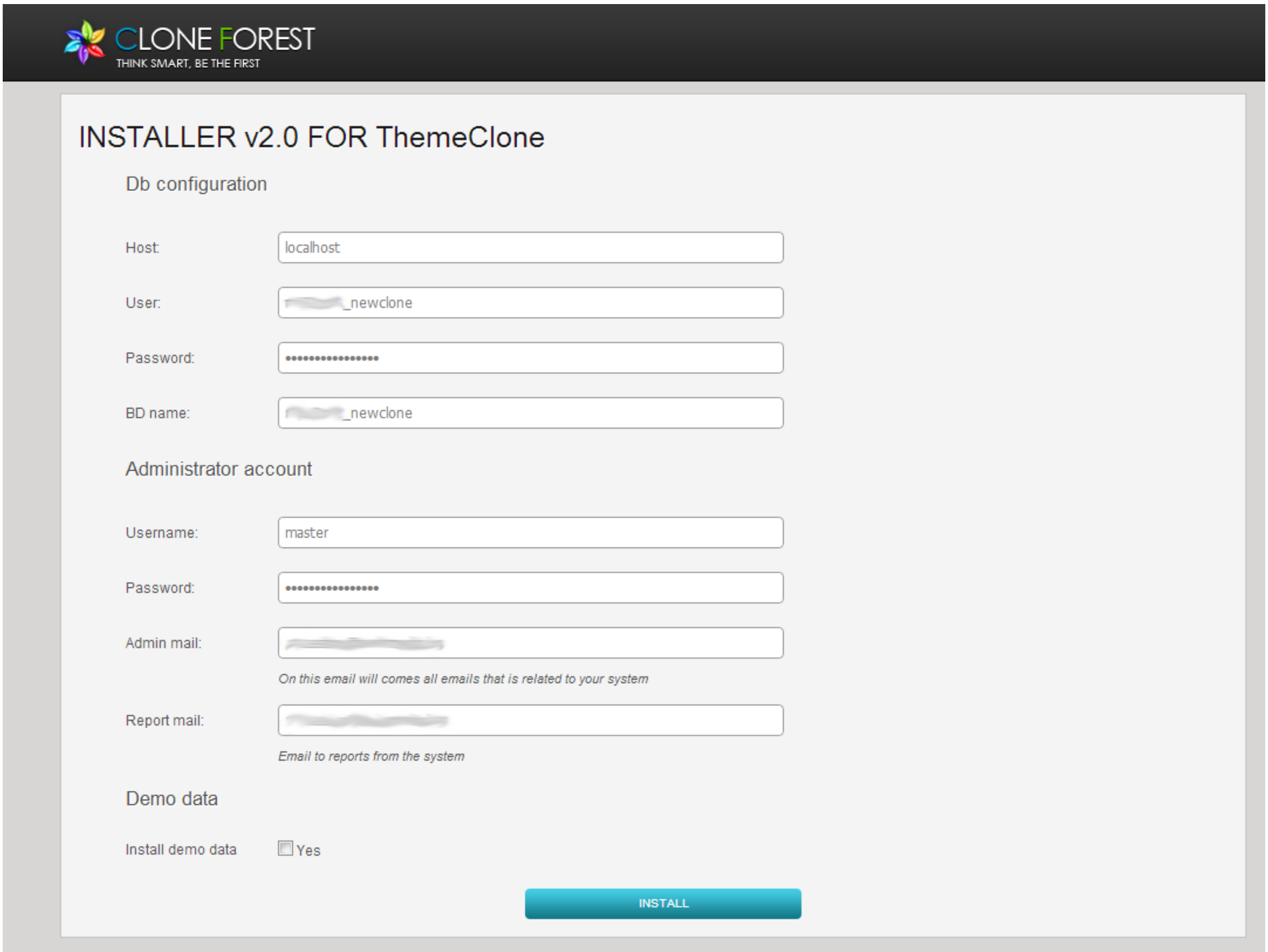


Next – connect to your server using the FTP credentials your host provided you with. Go to the folder you'd like to install **CloneForest** to – it will show up in the right pane. In the left one locate the folder with the installation files. Select all files, drag them to the right panel and drop them there. The upload should start automatically.



3. Configuring the installer

Open your browser and type the full address where you uploaded the CloneForest script to (domain and folder/subdomain – if any). The installer interface will appear.



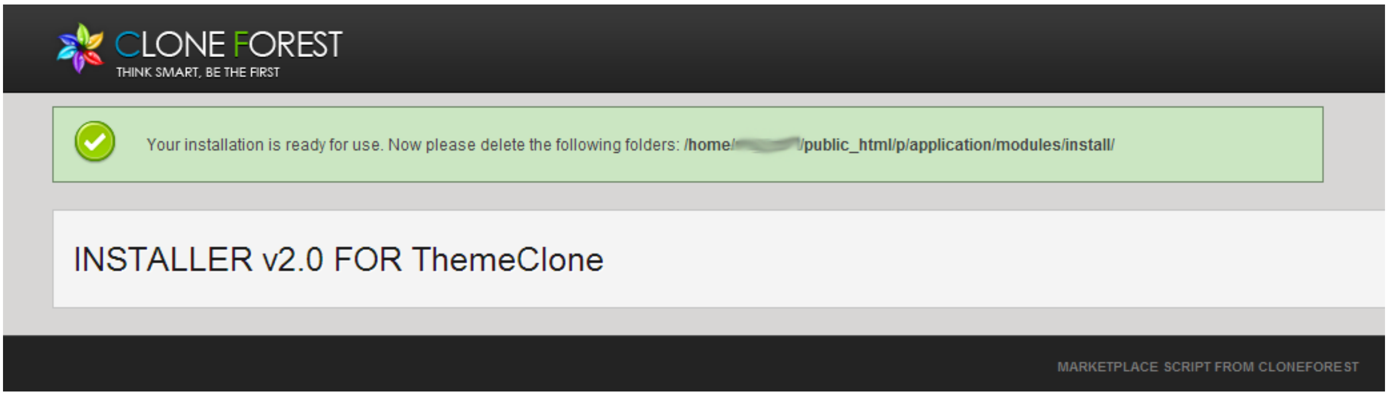
Type **localhost** in the **Host** field. The rest of the fields are your **database user**, his **password** and the **database name** itself (you created these in step 1 and copied them to a text file, remember?).

In the **Administrator account** fields fill in the details of the admin user – his **username**, **password** and **e-mail**, as well as **the address you will receive any system reports on**.

If you'd like to test-run the system first check the **Install demo data** box – this will add sample items and a user accounts to your installation. They will be helpful to get used to the system, and you can remove them through the admin panel at any time.

Click **Install** to complete.

If the installation is successful you will see the confirmation screen:



As shown in the image, for security reasons you are requested to remove the **install** folder. Its location on your installation is mentioned in the confirmation screen. After this is done – you can again type in the domain name for your installation to see the home page of your marketplace.

Once you're done deleting the install folder you can start administering your CloneForest. The admin panel is accessible at the following address:

http://your-domain-name.com/admin

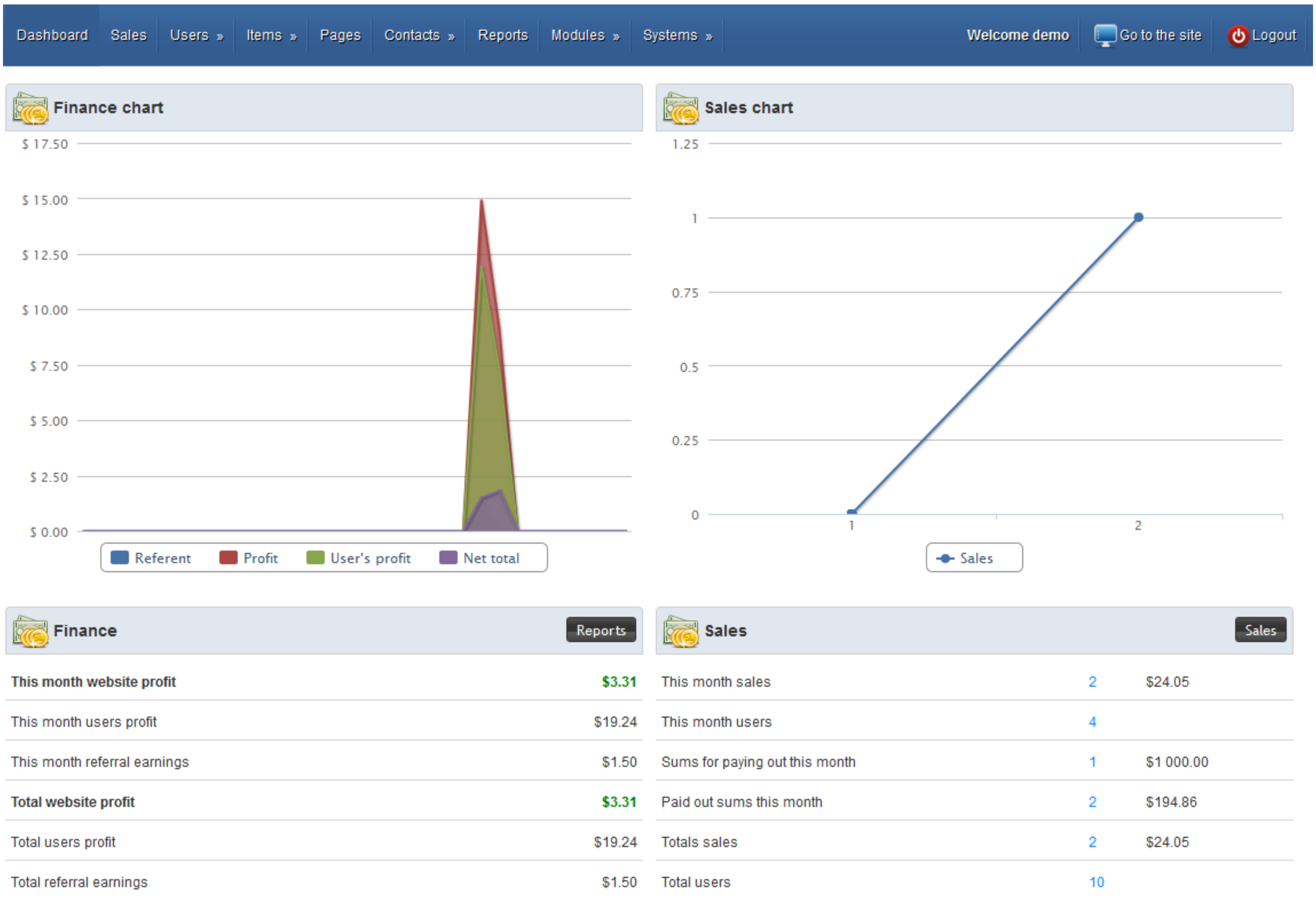
where you need to replace **your-domain-name.com** with the domain name which you purchased the license for.

Administering CloneForest

The Dashboard

The Dashboard is the administrator's home page. Here you can follow the vital statistics of you marketplace. There are also links to each and every section of your marketplace's backend.

First, let's talk money. The top half of the dashboard is occupied with financial summaries – sales, profit and due for the current month. They are represented both numerically and with charts.



Finance – The finance section shows the most important statistics for your site – the revenue! To make the reports clearer the information has been subdivided in the following categories:

This month website profit – your store's profit for the current month.

This month users profit – the profit your users made for the current month (combined).

This month referral earnings – earnings made via referral links.

Total website profit – the combined profit for your Marketplace since it has been activated.

Total users profit – the combined profit all the users made since your Marketplace has been activated.

Total referral earnings – total earnings made through the referral program.

Sales – This is a brief sales report, that contains the sales figures, dues and sums paid out for the month.

This month sales – total sales for the current month.

This month users – the number of users registered during the current month.

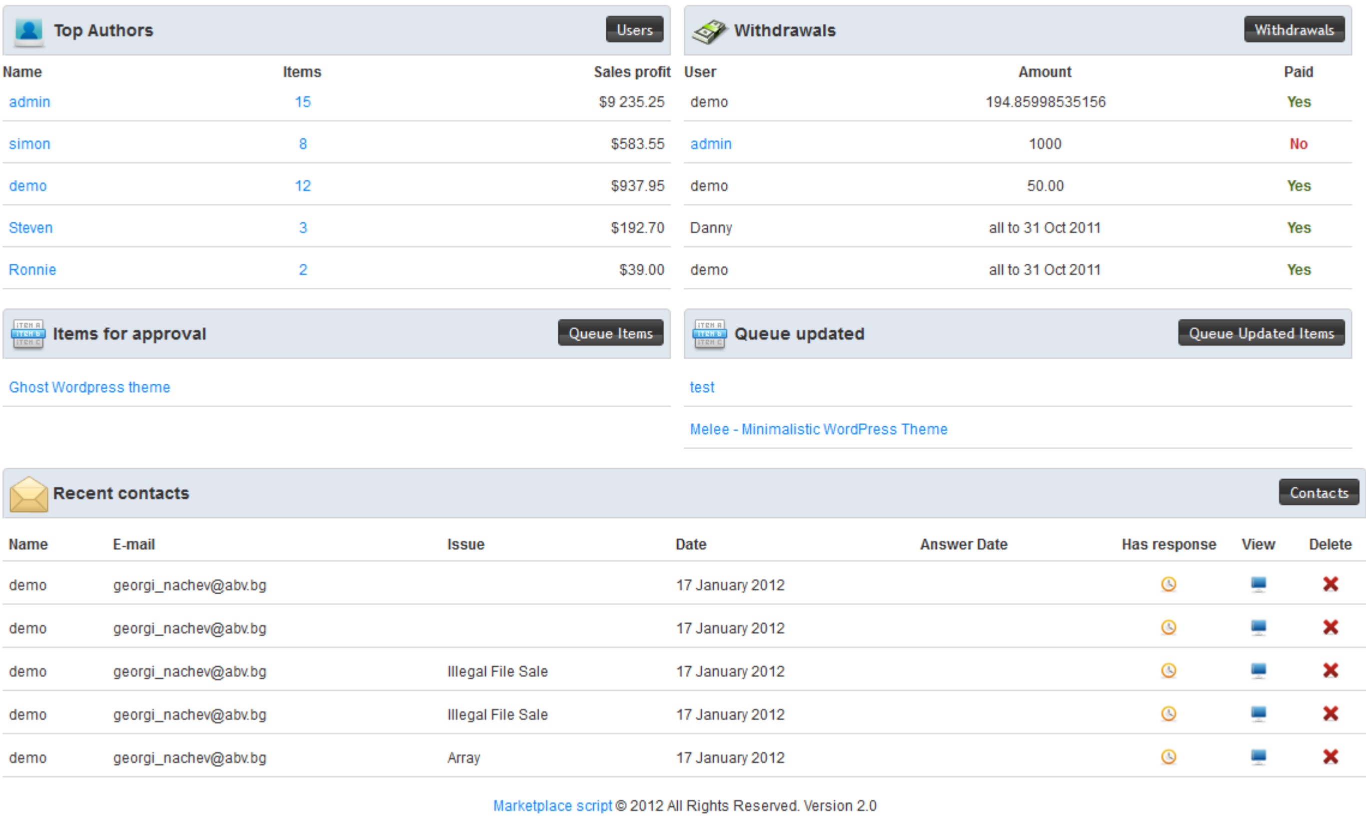
Sums for paying out this month – dues to pay to your users.

Paid out sums this month – amount already paid during this month.

Totals sales – grand total for all sales made since the activation of your marketplace.

Total users – the number of registered users.

The lower half of the dashboard contains information that is more system-oriented.



Top Authors – the top 5 members that have sold the most items through your marketplace for the past month.

Withdrawals – the 5 last amounts due you have to pay to your users, including amount and status (paid or not). A button will take you to the Withdrawals management panel.

The lower half of the Dashboard contains summary of administrative notifications.

Items for approval – a list with the 5 latest NEW submissions that require administrator approval. There is a button that will take you to the Item manager.

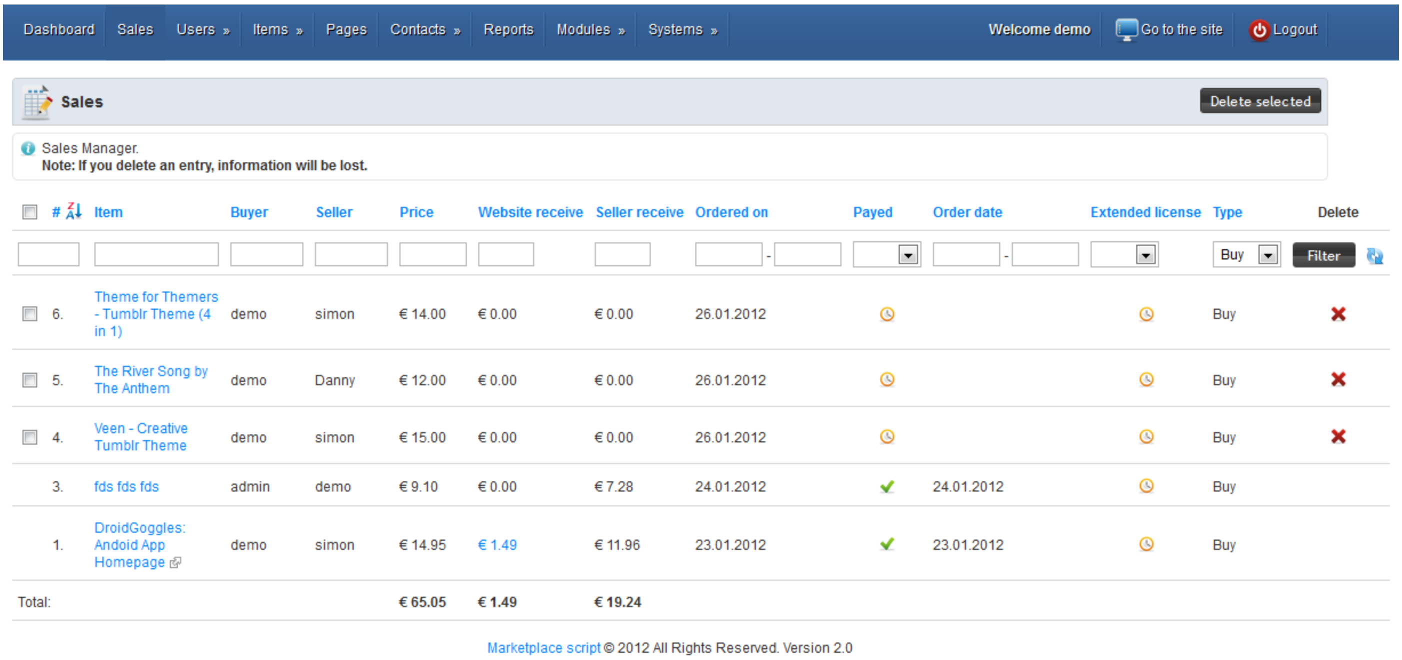
Updated Queue – this section lists the latest 5 packages that have been updated – whether files within those have been edited or new files added. There is a link to the **Updated Items Manager**.

Please note that each new version of a submission package that you approve overwrites earlier ones.

Recent contacts –shows a summary of the 5 latest contact forms with quick links for administrating them and a button that takes you to the full listing of contact forms.

Tabs

Sales – this is where you can view detailed statistics for each purchase made through your Marketplace.



#	Item	Buyer	Seller	Price	Website receive	Seller receive	Ordered on	Payed	Order date	Extended license	Type	Delete
6.	Theme for Themers - Tumblr Theme (4 in 1)	demo	simon	€ 14.00	€ 0.00	€ 0.00	26.01.2012				Buy	✖
5.	The River Song by The Anthem	demo	Danny	€ 12.00	€ 0.00	€ 0.00	26.01.2012				Buy	✖
4.	Veen - Creative Tumblr Theme	demo	simon	€ 15.00	€ 0.00	€ 0.00	26.01.2012				Buy	✖
3.	fds fds fds	admin	demo	€ 9.10	€ 0.00	€ 7.28	24.01.2012	✔	24.01.2012		Buy	
1.	DroidGoggles: Andoid App Homepage	demo	simon	€ 14.95	€ 1.49	€ 11.96	23.01.2012	✔	23.01.2012		Buy	
Total:				€ 65.05	€ 1.49	€ 19.24						

Details of each sale include:

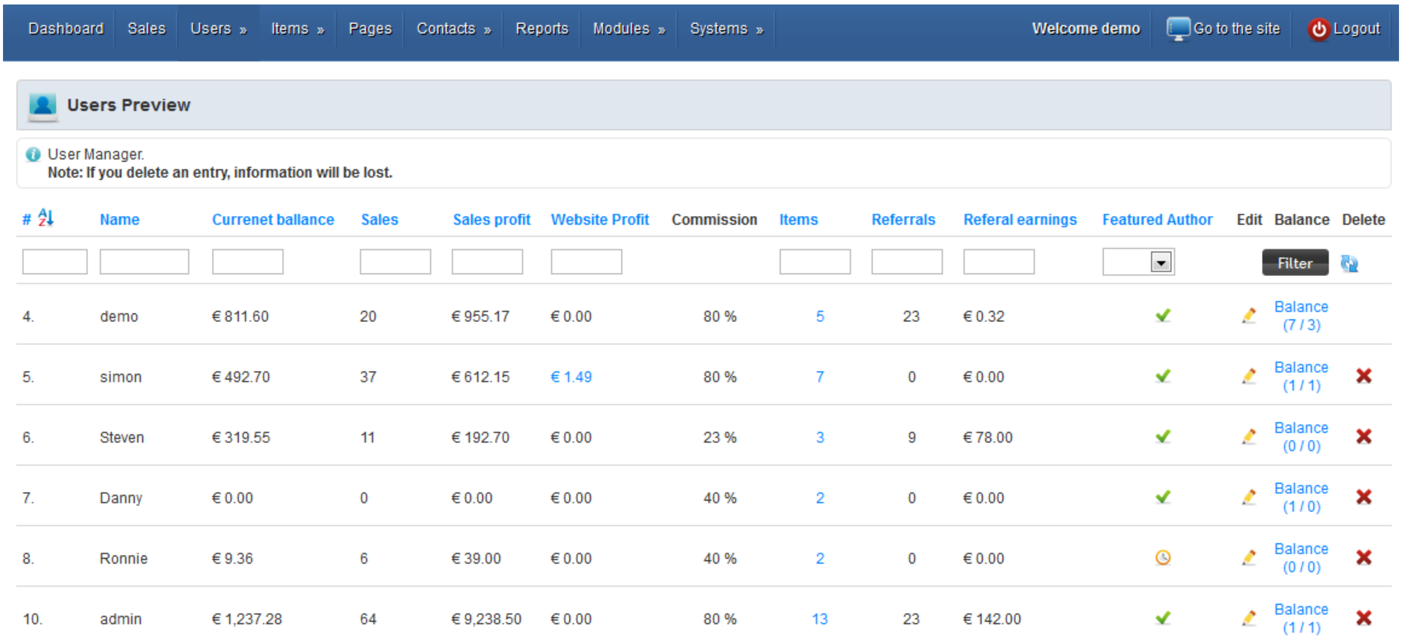
- **Item** – item name, which is also a link to the product details page.
- **Buyer** – username of the person that purchased the item.
- **Seller** – username of the seller
- **Price** – the price of the package purchased
- **Website received** – the amount that you will be receiving when the transaction is complete.
- **Seller received** – the sum that the seller would receive from the sale.
- **Ordered on** – date of the sale
- **Paid** – whether the ordered item has been paid for or not.
- **Payment date** – shows when the payment for the particular purchase has been made.
- **Extended license** – a Yes/No parameter that shows whether the item can only be sold once.
- **Type** – this shows whether the purchase has been done via referral link, or a standard purchase has been made.

You can also search for a particular purchase by filling in the boxes above each column with your criteria and clicking the **Filter** button. Alternatively, you can sort the sales by clicking the column labels – that will order table entries in ascending or descending order according to the parameter in the column you have selected.

If you need to remove a sales record for whatever reason from the database – you could do so by clicking the **red X** icon on the respective row. Once you have confirmed the action the record will be removed permanently.

Users tab – this is where you manage your clients.

User management – this page lists all of the registered users (as well as the administrator) and specific information about them.



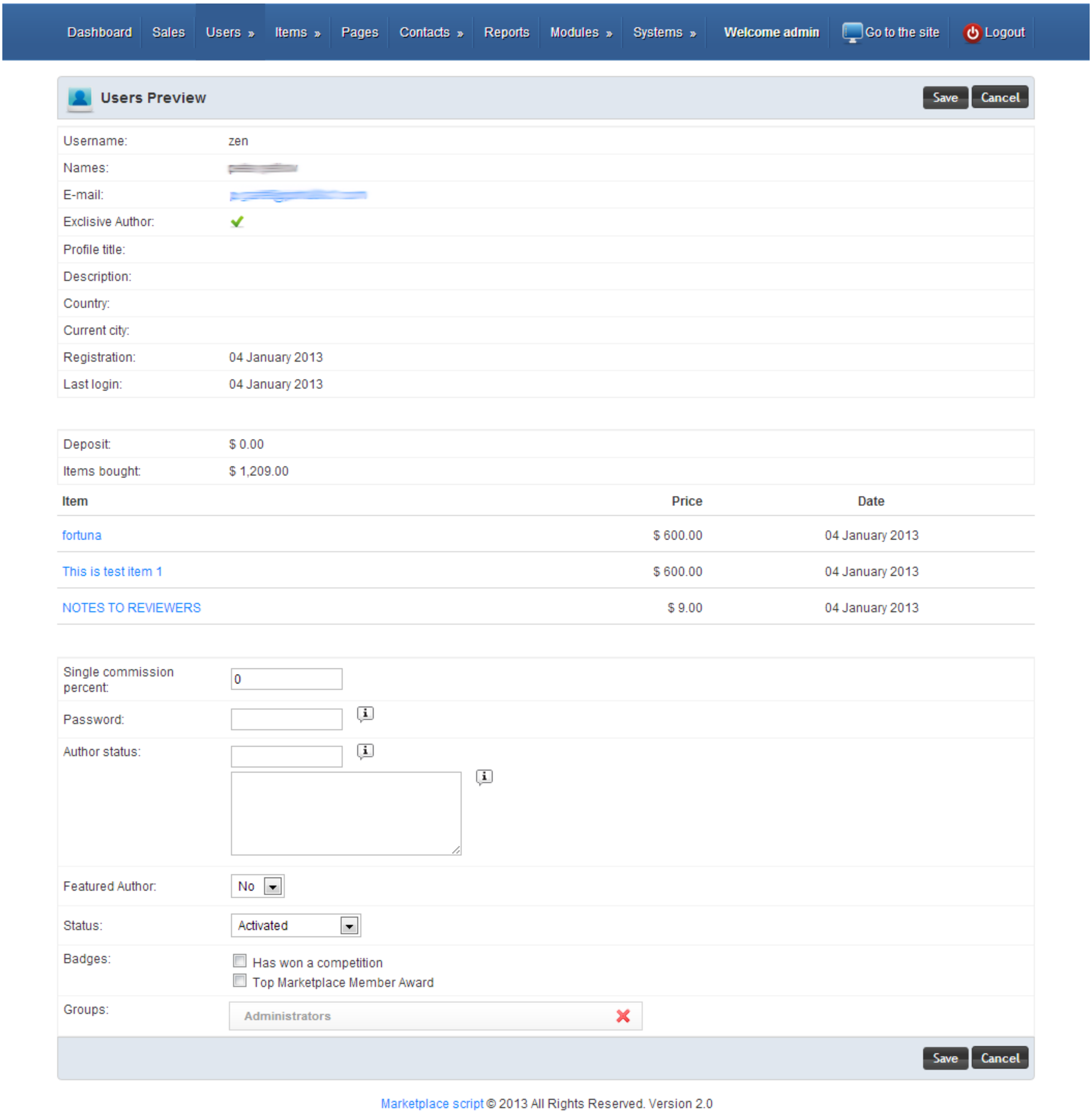
#	Name	Curenet ballance	Sales	Sales profit	Website Profit	Commission	Items	Referrals	Referal earnings	Featured Author	Edit	Balance	Delete
4.	demo	€ 811.60	20	€ 955.17	€ 0.00	80 %	5	23	€ 0.32	✔	✎	Balance (7 / 3)	
5.	simon	€ 492.70	37	€ 612.15	€ 1.49	80 %	7	0	€ 0.00	✔	✎	Balance (1 / 1)	✖
6.	Steven	€ 319.55	11	€ 192.70	€ 0.00	23 %	3	9	€ 78.00	✔	✎	Balance (0 / 0)	✖
7.	Danny	€ 0.00	0	€ 0.00	€ 0.00	40 %	2	0	€ 0.00	✔	✎	Balance (1 / 0)	✖
8.	Ronnie	€ 9.36	6	€ 39.00	€ 0.00	40 %	2	0	€ 0.00	◷	✎	Balance (0 / 0)	✖
10.	admin	€ 1,237.28	64	€ 9,238.50	€ 0.00	80 %	13	23	€ 142.00	✔	✎	Balance (1 / 1)	✖

The information shown in the table is as follows:

- **Name** – user name
- **Current balance** – this is the net balance of the user – the sum of his sales, deposits and referral earning minus the amount of purchases he has made.
- **Sales** – total number of sales of the user's submissions.
- **Sales total** – the net amount of money the user has earned through selling his files via your marketplace.
- **Website profit** - amount of money earned by the website through sales of the user's submissions (your marketplace's net commission).
- **Commission** – shows the percentage of the tag price of each item price the user receives from every sale of his submissions.
- **Items** – the number of items uploaded by the user. If you click on the number of items that a user has you will be taken to a list of all the user's submissions.
- **Referrals** – number of referral sales earned.
- **Referral earnings** – amount of money earned via the referral program.
- **Featured author** – this shows whether the user has been a featured author on the marketplace or not.
- **Balance** – a link to the user's transactions balance, including the ratio of paid vs. unpaid transactions.

Updating a user profiles

To update a user profile – click the pencil icon. You will be taken to such a page:



The following details are listed:

- **Username** – the user's login name.
- **Names** – the actual names of the registered user.
- **E-mail** – e-mail for contacts and notifications.
- **Exclusive Author** – denotes whether the user is only selling his content through your marketplace (green check symbol) or not.
- **Avatar** – a user-uploaded image.
- **Profile title** – a custom field (Mr./Ms./Prof. ,etc.)
- **Description** – a text field, filled-in by the user.

- **Country** – the user's country of residence.
- **Current city** – self-explanatory.
- **Registration** – date the client registered.
- **Last login** – date the user last logged in to your marketplace.

Financial information:

- **Deposit** – amount of money the client has deposited in his virtual account. This sum can be used to purchase packages without the need to charge the client's credit card/bank account. Depending on the setting you've made it can also give discount to the users
- **Items bought** – total amount of purchases made by the client.

Below this info you will be able to see a list of all items bought by this particular user, represented by the item name (and link to item page), price paid, and the date of purchase.

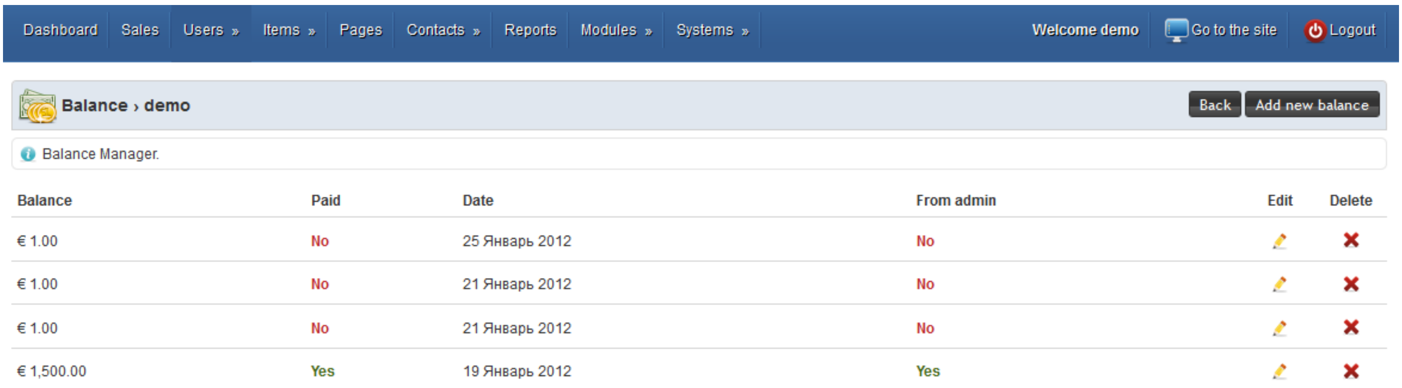
Additional user details:

- **Single commission percent** – the fraction of the price that will be paid to the client when any of his items is sold.
- **Password** – you can change the user's password by filling the new password in this field and clicking the **Save** button. Leave blank if you do not wish to change the password.
- **Featured Author** – this attribute shows whether this author is recommended on the front page (Yes) or not (No). Note: if there is more than one featured author – the system rotates their names on a random basis.
- **Status** – this shows whether the client currently has access to the functionality of the marketplace or not.
    - **Activated** – the user's account is fully functional.
    - **Waiting activation** – the account has been created, but the client hasn't followed the activation link in the message sent after registration.
    - **Inactive** – the account has been deactivated.
- **Badges** – these are custom signs used to honor the client's achievements.
- **Groups** – you can add or remove users from the special groups available in this pane. The **green check** icon means the user has the privileges of the respective group, while **red X** denotes he is not a member of the group (e.g. Administrators). Just click on the group's name to add the member to or remove him from the group. By default the new users are not members of any special group.

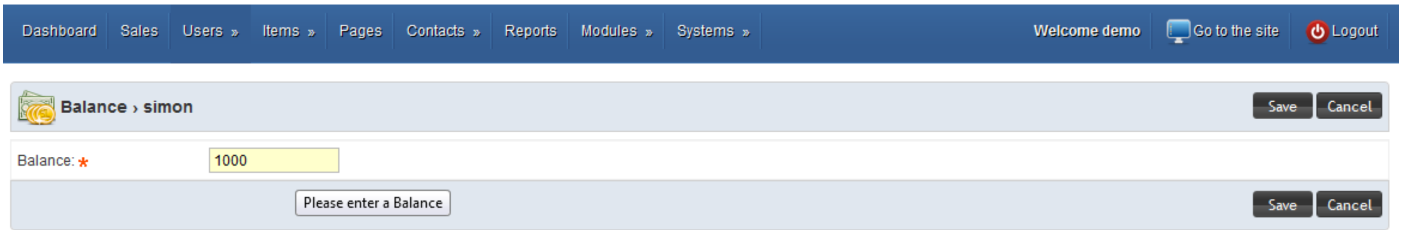
Click the **Save** button to apply you changes and **Cancel** to discard them.

Reviewing user's balance

Clicking the **Balance** link leads to the page where payments made and payments due for the particular user are listed.



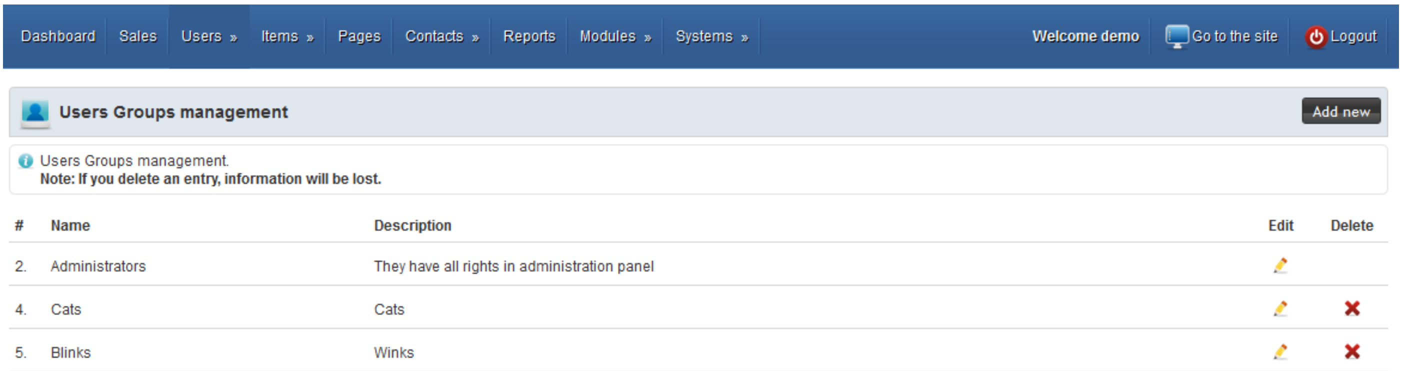
You can only change the amount of each payment by using the **Edit** feature (the pencil icon).



Clicking **Save** will apply the changes, and **Cancel** will discard them. You can also delete the payment from the list (use the **red X** icon, you will be asked to confirm deletion). Please note that deleting the payment cannot be undone.

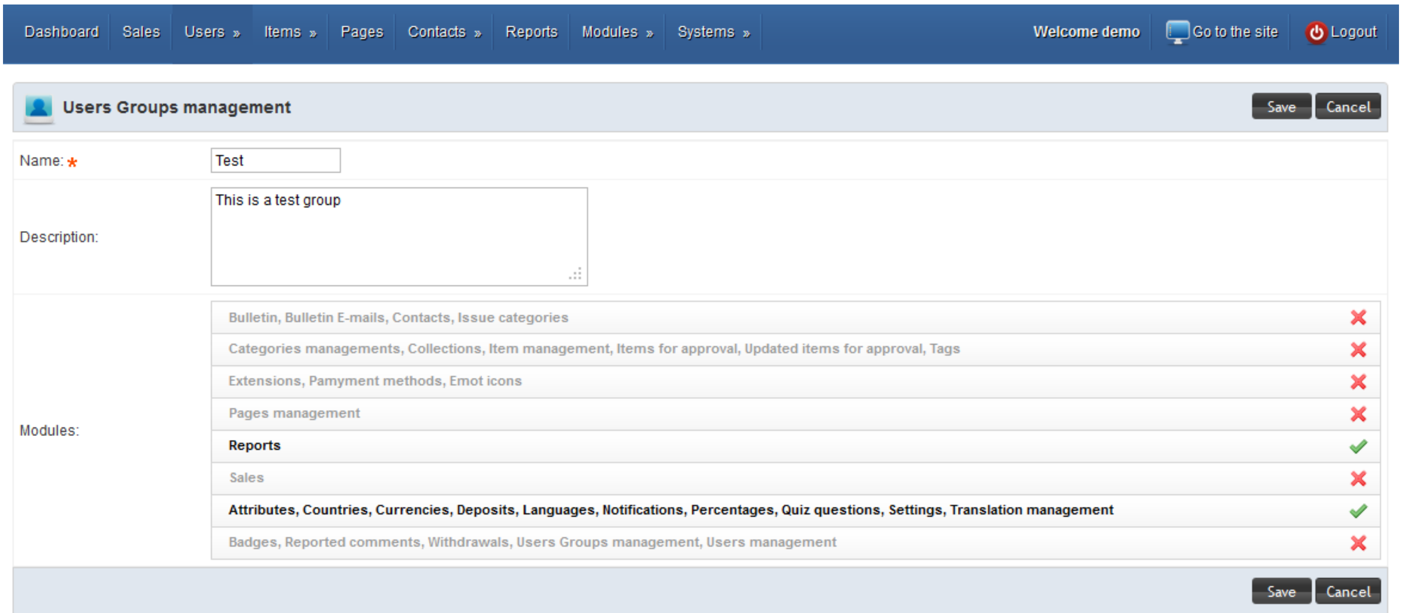
To change the properties of a user please click the **pencil** icon. You will be taken to the **User details page**.

User group management – this is where you create, manage and delete user groups with various privileges.



The list of existing groups includes the group's name, a short description, and **Edit** and **Delete** buttons.

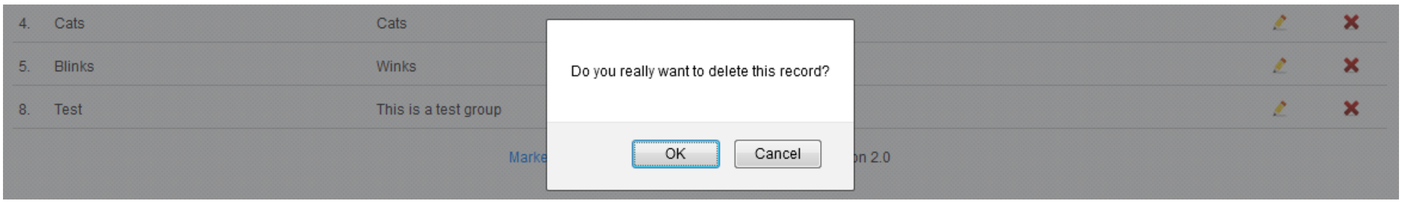
To create a new group please click the **Add new** button in the upper right corner. On the new page please enter a name and a short description to identify the group's role.



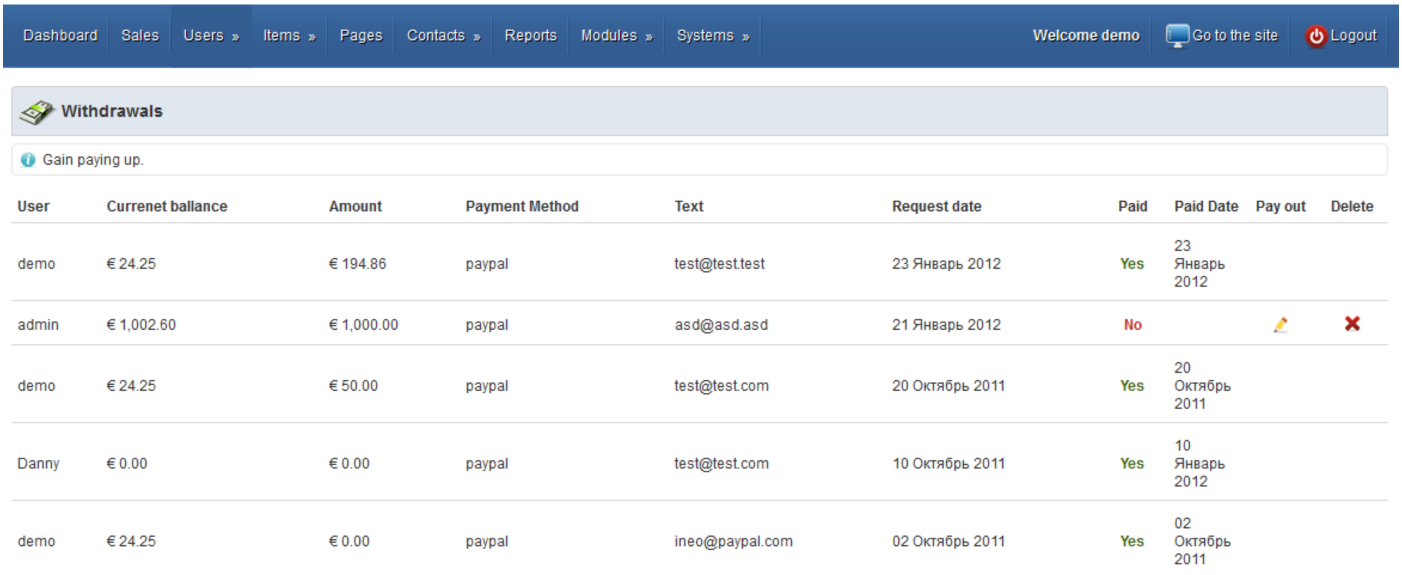
You can add administrative privileges to the group by clicking the particular module name – the **green check** means the module is active, while **red X** denotes an inactive one. Each new group has all the administrative functions disabled by default. Hit **Save** to create the new group, or **Cancel** to drop it.

To revise a group's settings press the **Edit** button. You will be taken to the group's detail page, where you can change the name, description, and the modules that are available to the group. Again, you can accept the changes made by clicking the **Save** button, or discard them by pressing the **Cancel** button.

To remove a group – click the Delete icon (**red X**). A confirmation dialog is shown, and if you select **OK** the group will be deleted. Please note that this action cannot be undone.



Withdrawals – this is where you can track dues to clients.

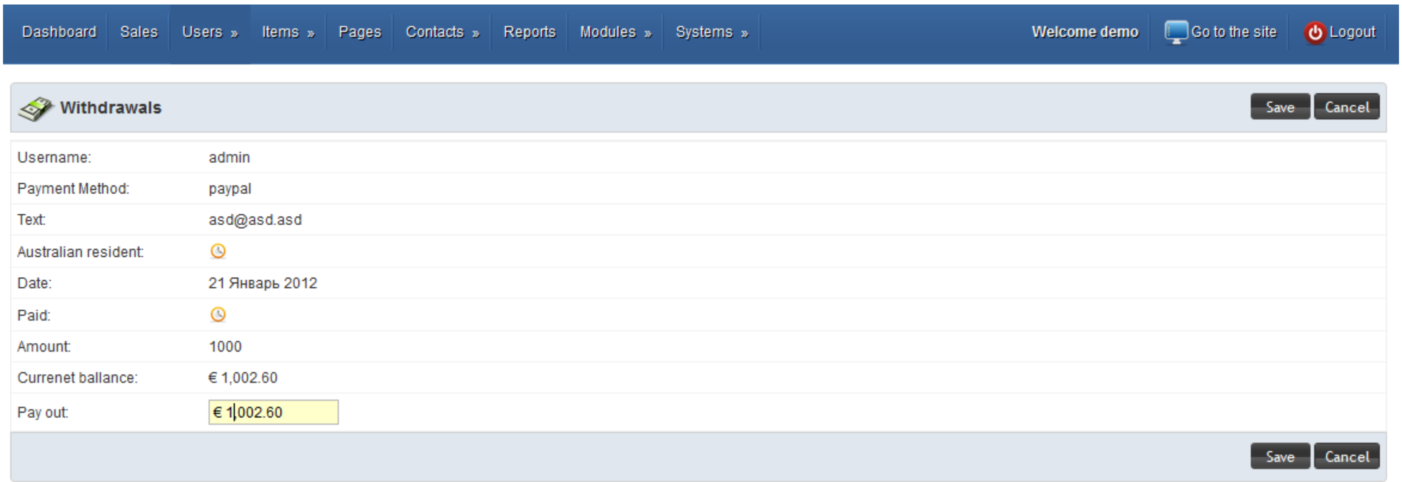


User	Curenet ballance	Amount	Payment Method	Text	Request date	Paid	Paid Date	Pay out	Delete
demo	€ 24.25	€ 194.86	paypal	test@test.test	23 Январь 2012	Yes	23 Январь 2012		
admin	€ 1,002.60	€ 1,000.00	paypal	asd@asd.asd	21 Январь 2012	No			
demo	€ 24.25	€ 50.00	paypal	test@test.com	20 Октябрь 2011	Yes	20 Октябрь 2011		
Danny	€ 0.00	€ 0.00	paypal	test@test.com	10 Октябрь 2011	Yes	10 Январь 2012		
demo	€ 24.25	€ 0.00	paypal	ineo@paypal.com	02 Октябрь 2011	Yes	02 Октябрь 2011		

- **User** – username of the person payment is owed to.
- **Current balance** – net current balance.
- **Amount** – amount due.
- **Payment Method** – depends on the module you have set up.
- **E-mail** – self-explanatory.
- **Request date** – date the withdrawal has been requested by client.
- **Paid** – this status shows whether the due has been paid or not.
- **Paid Date** – date the payment has been made.

You can honor the withdrawal request and complete the payment by click the **pencil** icon.

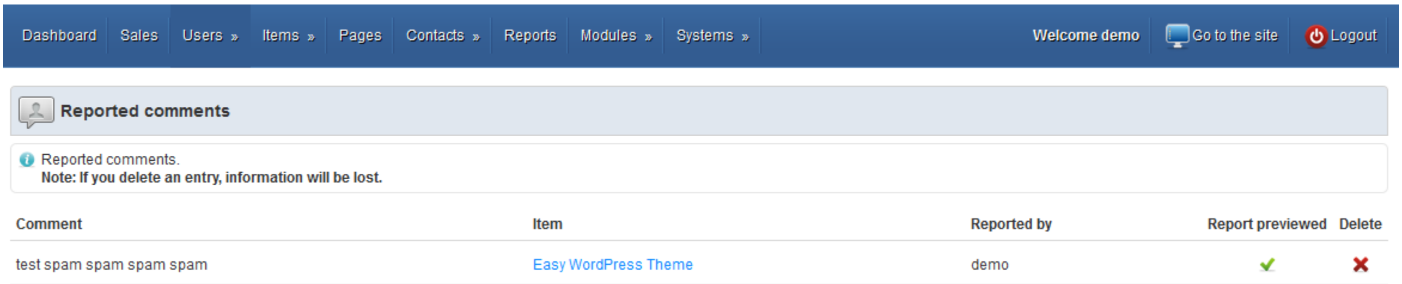
If you decide to transfer funds to a particular user you can change the amount or the payment method – hit the **Save** button to complete the payment.



You can delete the payment request (the **red X**). Please note that the deleted withdrawal entries cannot be restored.

Reported comments

This page lists all comments considered inappropriate by the users of your marketplace.



The following information is shown:

Comment – the text of the reported comment.

Item – shows which item the comment is about.

Reported by – the user that reported the comment.

Report previewed – if you click the icon in that column the report will be deleted and the comment will not be changed (you will be prompted to confirm deletion). Note that the report cannot be restored.

Delete – clicking this icon removes the comment altogether (confirmation required). Please note that this action cannot be undone.

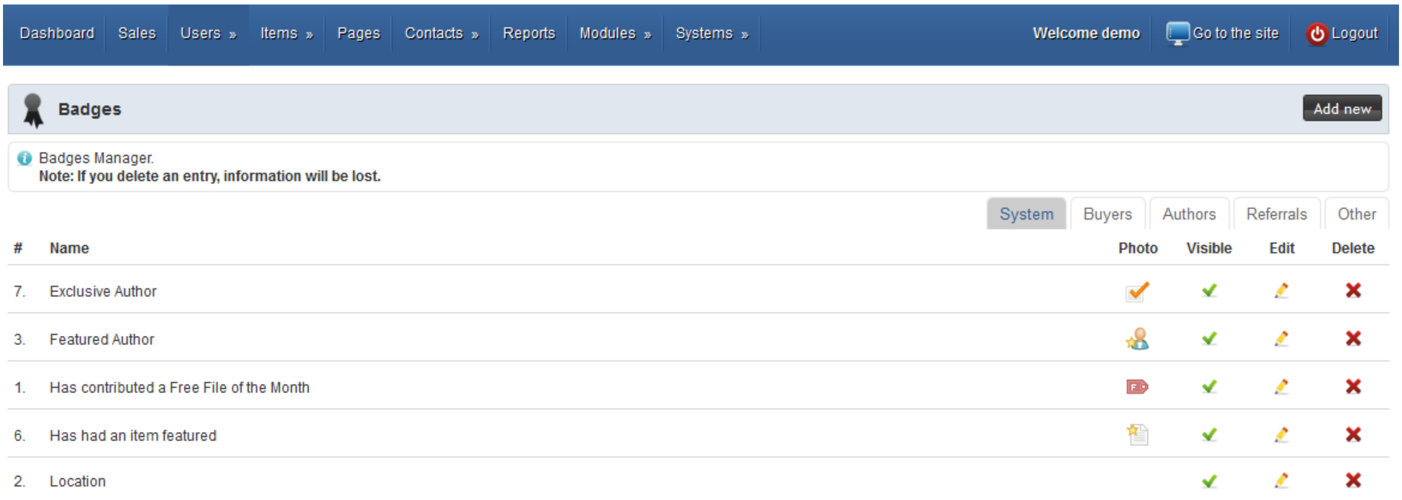
Badges

The **Badge Manager** is the place where you add, edit and remove the badges that denote various characteristics and achievements of your clients. There are 5 groups of badges:

- **System** – the badges in this group are related to the author's characteristics and history – whether his work has been featured on your marketplace, if he's uploaded a free file, etc.
- **Buyers** – history as a buyer. Ranks depend on the number of items purchased.
- **Authors** – badge denotes value of products sold.
- **Referrals** – shows number of members referred by this client.
- **Other** – custom badges.

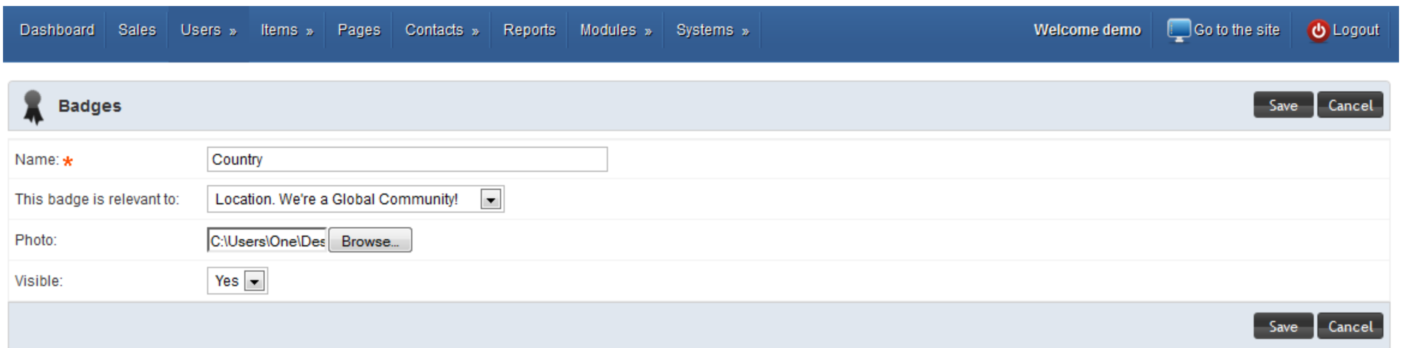
Please note that the badges in the first 4 categories are assigned automatically by your marketplace's system. The badges in the **Other** category should be assigned manually by the administrators by editing each user's profile.

There are 5 columns in the **Badge Manager** table.



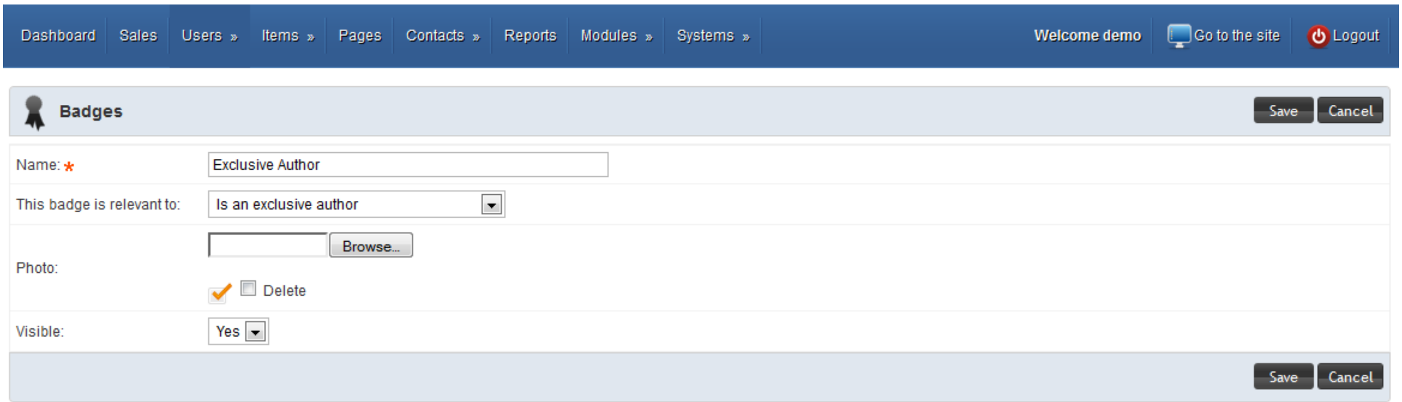
- **Name** – a descriptive name of the badge.
- **Photo** – this is the image that shows up next to the user's name.
- **Visible** – shows whether the badge is displayed in the user profile.
- **Edit** – manage the badge by clicking on the **pencil** icon.
- **Delete** – remove the badge by clicking on the **red X** icon. Requires confirmation. Please note that this action cannot be undone.

You can also add new badges via the respective button in the upper right corner of the screen. The new badge will have the attributes of the category it is created in – e.g. if you create a new badge in the Buyers category you will be prompted to enter the number of products purchased the badge is awarded for.



Enter a name for the badge and select what is it awarded for – depending on the category it is in the reason would be different. You can also upload a custom icon that will be shown next to the user's name. When done – please click **Save** to create the badge, or **Cancel** to discard. You will then be redirected back to the badge list.

To modify a badge please click **the pencil icon**.

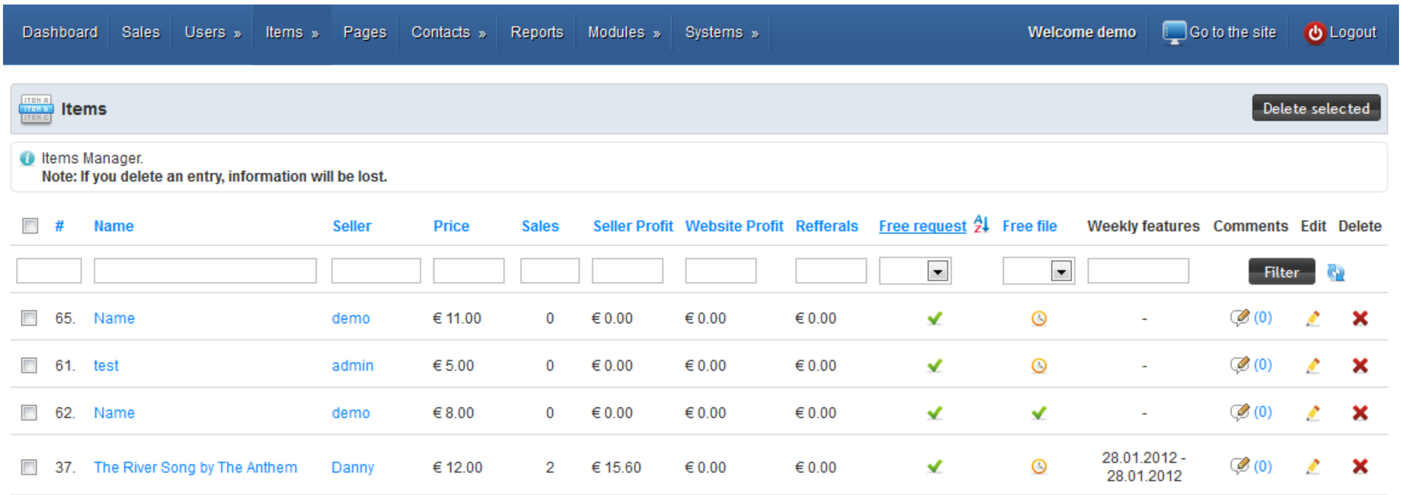


You can modify the name of the badge and the reason it is awarded for. There is also a preview of the existing badge icon – you will be able to delete the current image and upload a new one if you so wish. Please note that the deleted image cannot be restored unless you re-upload it from your hard drive. Select **Yes** for the **Visible** option to make the badge appear in the client's profile, then **Save** or **Cancel** to finish the changes.

Items tab

Items manager

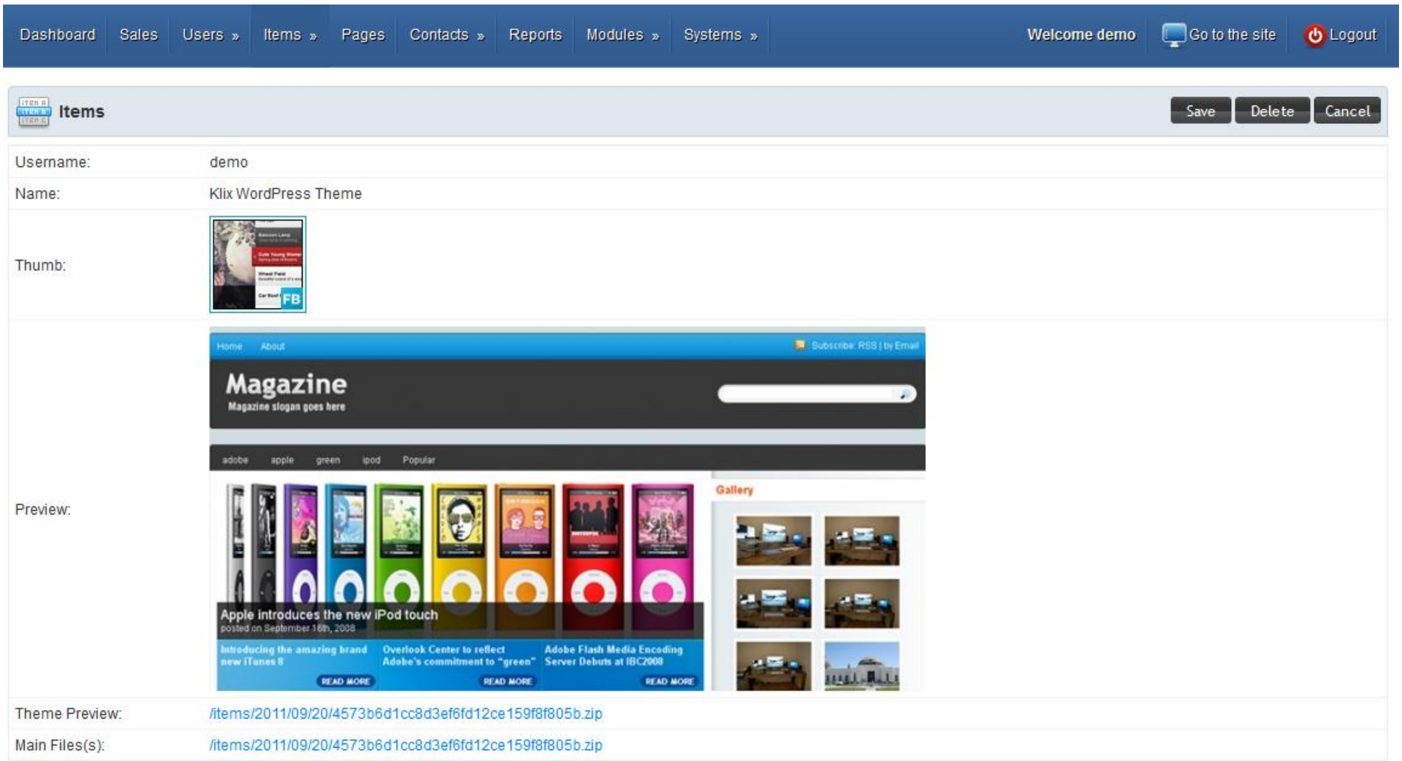
The Item manager allows you to review and edit information regarding all the packages that have been submitted to and approved by the administrator of your marketplace.



That information includes ownership details, sales information and comments. You can also edit details or delete a package from the database.

- **Name** – name of the package as it appears in the marketplace. Clicking on the name will take you to the public product detail page.
- **Seller** – username of the author. Clicking the username will take you to list of the user's items.
- **Price** – the price shown on thewebsite.
- **Sales** – number of times the particular product has been purchased.
- **Seller Profit** – amount of money the seller has accrued via selling his product.
- **Website Profit** – money accumulated by the website from sales of the particular product.
- **Referrals** – referral earnings from the particular item.
- **Free request** – this shows whether the uploader has requested that his package is available for free.
- **Free file** – this field shows whether the administrator has approved the free file request from the previous column. Please note that no item can be turned to a Free one unless there is a "free file" request from the item owner himself (this is done at the time of upload).
- **Weekly features** – shows the period during which this product has been featured on the website.
- **Comments** – number of comments left by users for the package and a link to the comment listing.
- **Edit** – click on the **pencil** icon to review and update this submission.
- **Delete** – click the **red X** icon to delete this package from your marketplace. You will be prompted to confirm this action. Please note that this action cannot be undone.

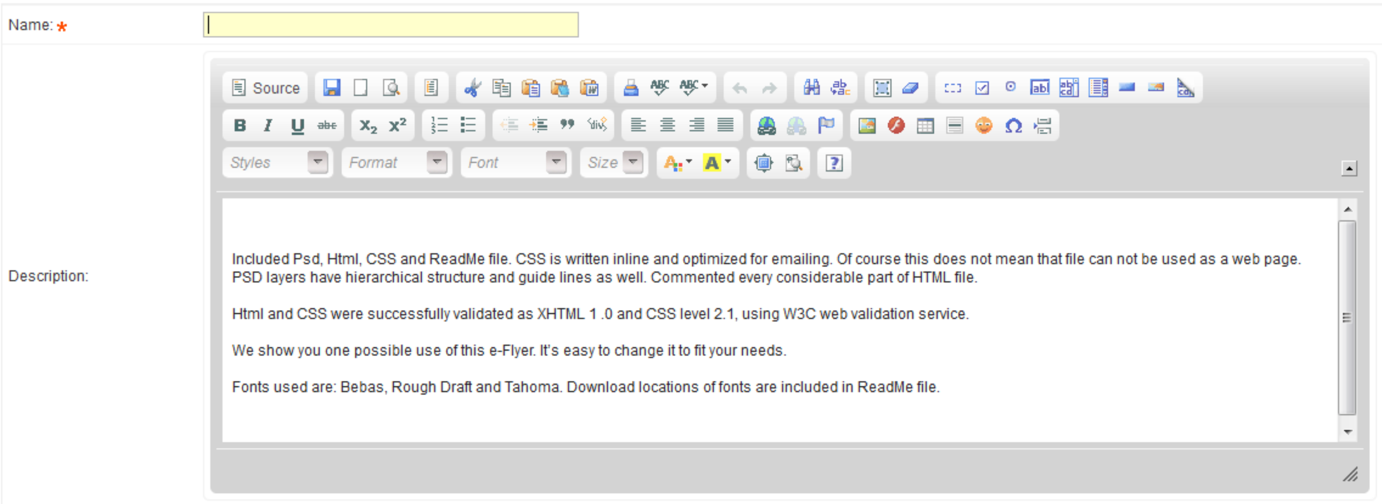
When you click the **pencil** button to edit the package you will be taken to the **product detail administration page**.



The upper part of the screen is a preview of the current submission details:

- **Name** – the name it will show up in the listings with.
- **Thumb** – a thumbnail image that will be displayed in the category pages and search results for the product.
- **Preview** – a larger preview image that will show up on the product detail page and when a visitor points his mouse at the thumbnail.
- **Theme Preview** – the address for the preview file archive,
- **Main File(s)** – the address for the complete package file .

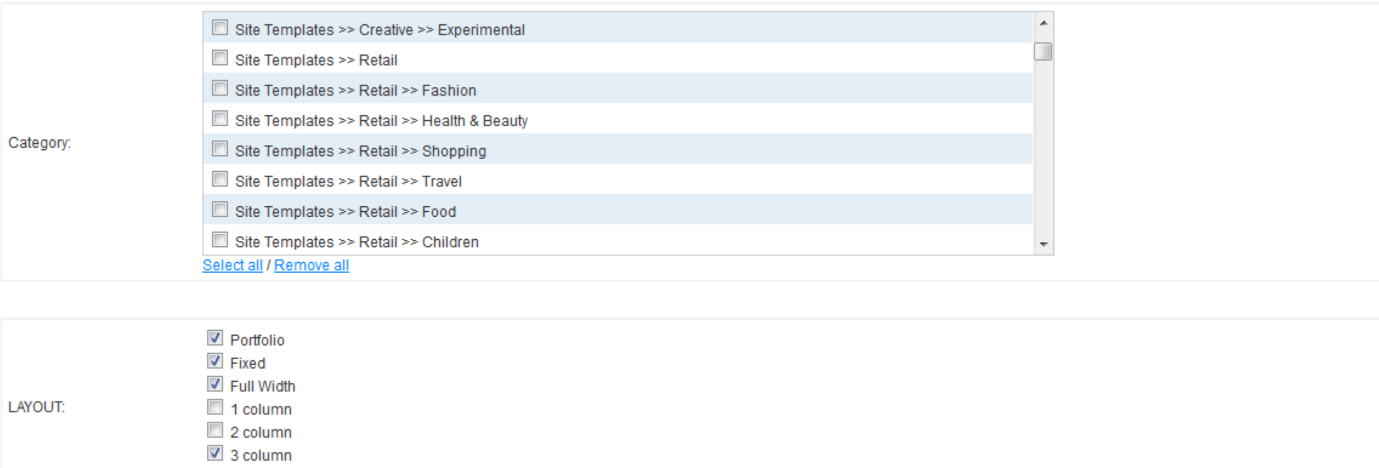
Below the links for the file packages is the area where you can edit all the attributes of a submission.



Name – this is the name of the submission as it will appear in the marketplace.

Description – a WYSIWYG editor that allows you to enter detailed information about the submission, e.g. features, technologies used, contents of the file package, copyrights (if applicable), etc.

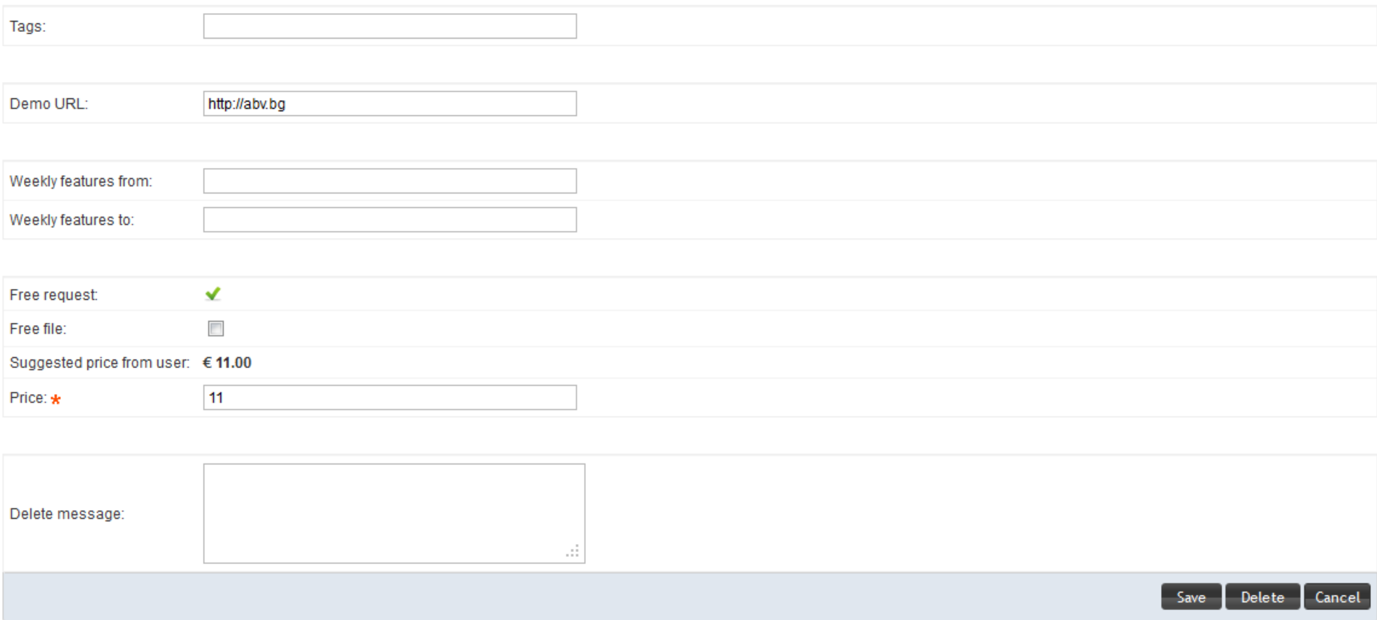
Further details are specific to the types of files that you are selling: the categories that you have created and the attributes specific to your market.



Category – click the checkbox in front of any category/subcategory to add the package to the respective hierarchical level.

Next is a section of admin-defined attributes that will be dependent on the files you are selling. In our sample marketplace the website templates we are offering will be characterized by their layout, software and web browser compatibility, types of files included in the packages, etc.

More fields are present at the bottom of the page.



Tags – these are keywords that briefly describe the submission.

Demo URL – a direct link to a sample file (or a website).

The fields **Weekly features from** and **Weekly features to** are used to determine the start and the end of the period during which the product will be featured on the front page. Please note that you can make more than one product featured at the same time. They will be rotated randomly.

If the uploader has requested that his package is distributed for free there will be a row, labeled **Free request** and a green check icon next to it. A **Free file** checkbox will be displayed on the next row – you can decide whether to honor the uploader's request (check the box) or not (leave as it is – default choice). Please note that if there is no **Free file** request these two rows will not show up on the page at all.

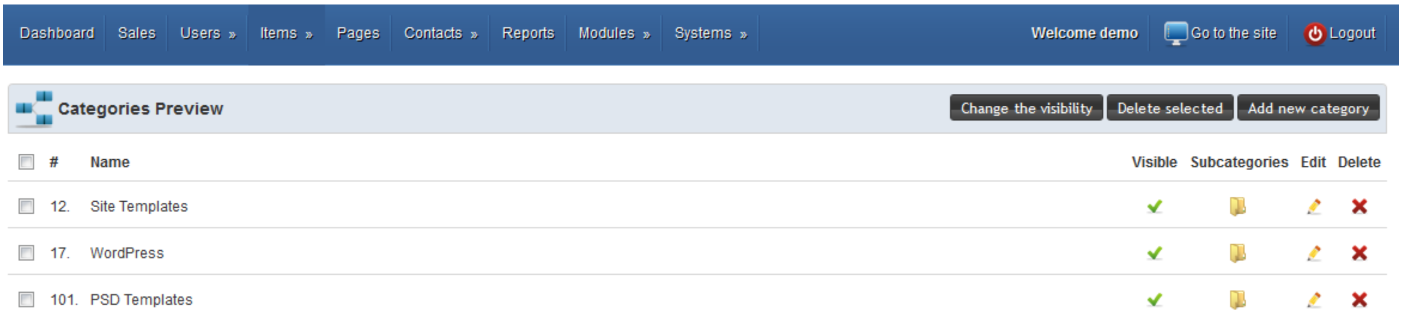
The **Suggested price from user** field is a hint from the uploader. It is displayed in the default currency for the website. You can honor the owner's suggestion or put a price of your own in the **Price** field below.

Delete message – this is a text field in which you can type a message to the package owner in case you decide to remove the submission from your marketplace.

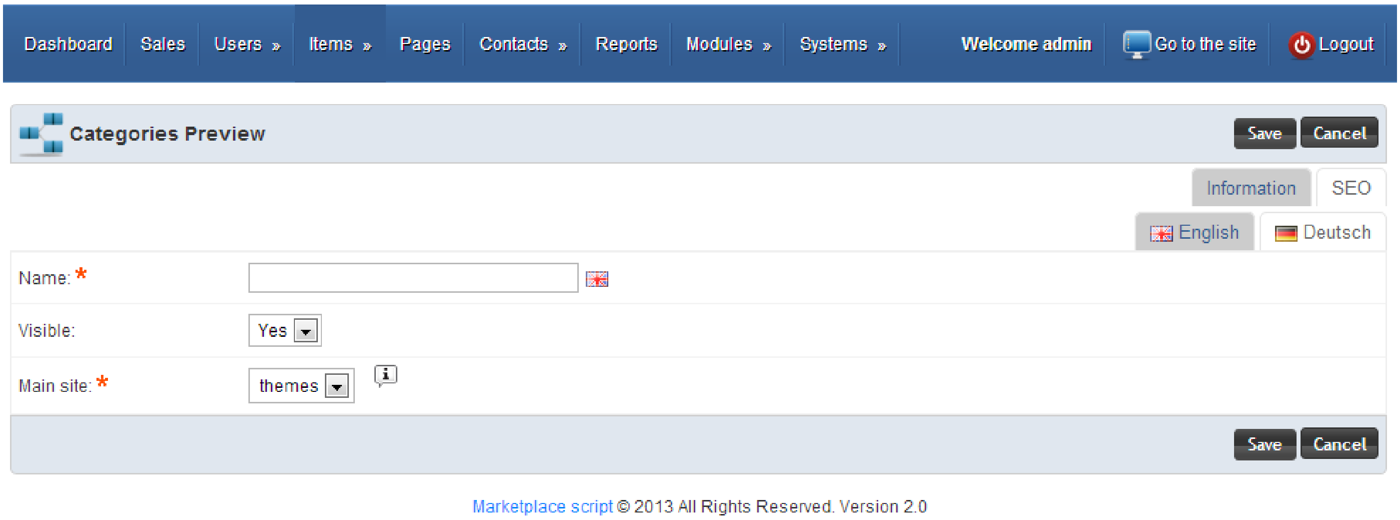
When done you can decide to save the updated package details, delete the submission altogether, or discard the changes you've made to it.

Category Manager

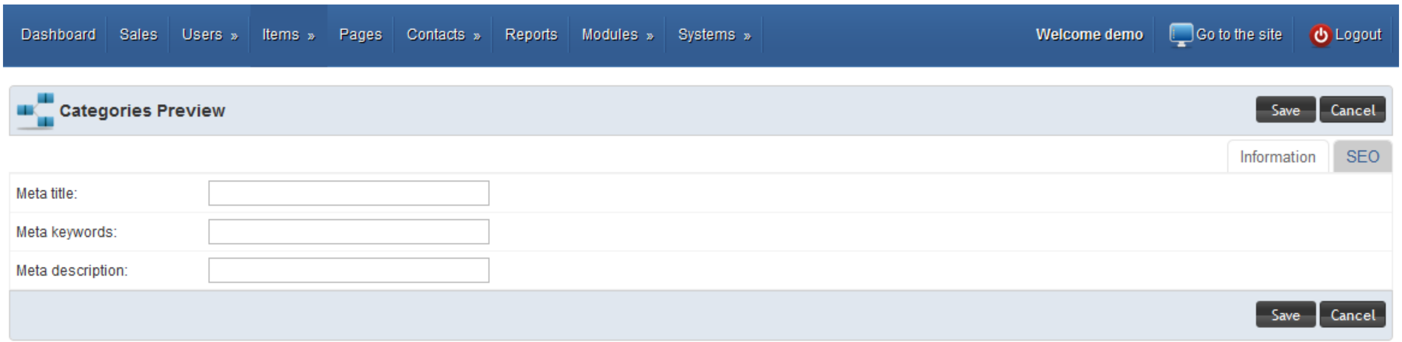
This is the place where you can arrange the categories and the subcategories within your store. On the initial page you can see the list of top level categories and whether they are visible in the store or not. You can add new categories, edit the existing ones, change their visibility, delete them or add subcategories to each of them.



To create a new category please press the **Add new category** button. You will be taken to the category details page, where in the **Information tab** you enter the category title, change the category's visibility and set which website will the category be used for.



You can also enter a **Meta title**, **Meta keywords** and **Meta description** from the **SEO tab**.



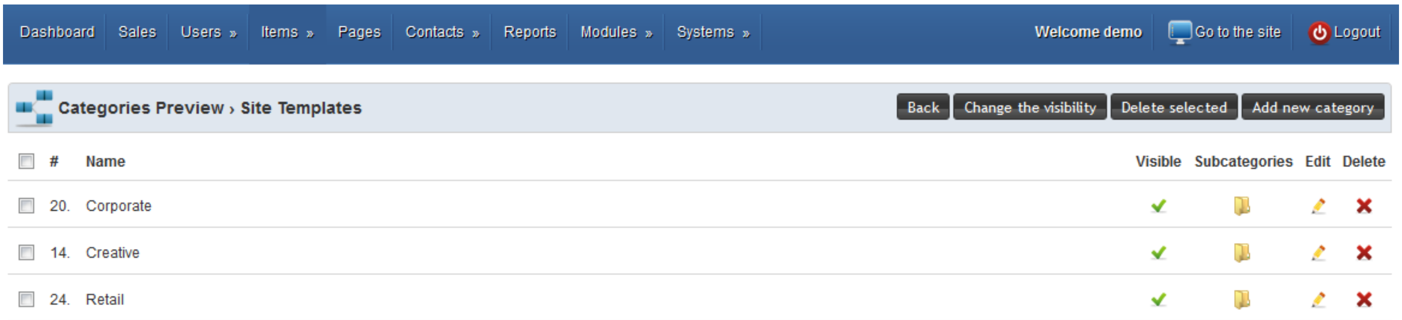
To create the new category please hit the **Save** button, or hit **Cancel** to discard.

The **visibility** attribute determines whether the category is displayed in the store navigation or not. A product can be attached to multiple categories, so making a category invisible does not necessary hide all the packages attached to it. A visible category is denoted by a green checkmark.

You can **change the visibility** or **delete** multiple categories by selecting the checkboxes in front of their name, and then click the respective button (**Change the visibility** or **Delete selected)** in the upper right corner of the screen. You will be asked to confirm the action.

Editing a category is done by clicking the **pencil** icon on the respective row. You will be taken to the same kind of page that you used to create a new category and will be able to update both basic information and visibility, as well as the Meta categories.

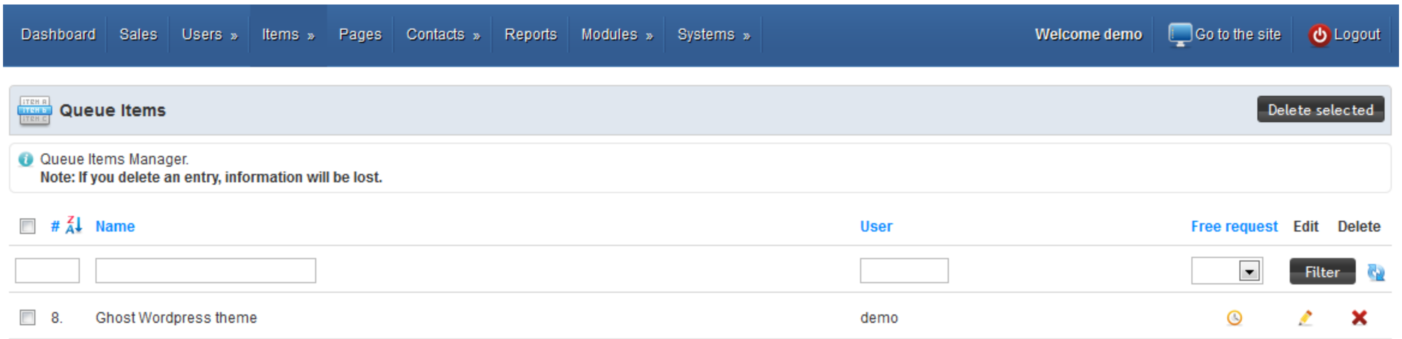
To view or edit subcategories of a category please click the folder icon. You will be taken to a listing of all the subcategories.



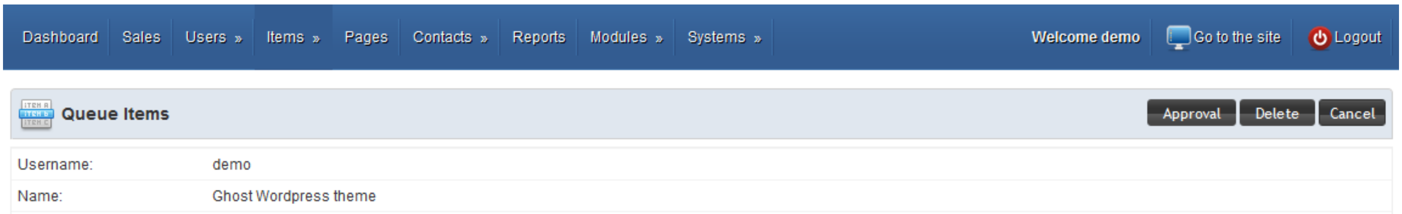
Note that the path to the parent category will be shown in the upper left corner of the listing. This way you will always know which hierarchy level you are on. There is an extra **Back** button in the upper right that will take you one level higher in the category hierarchy. Managing the subcategories and categories is done the same way, regardless of the hierarchical level.

Items for approval

The **Queue Items Manager** is where you administer the items pending approval. Each package is listed with its name and owner. A request for free distribution may also be present if the uploader has filled one.



You can **delete** the submission directly from the listing page using the **red X** icon, or you can **edit** it by clicking on the **pencil** icon on the respective row. If you decide to review the package you will be taken to the standard **product detail administration page** that you have already seen in the Items manager**.** It will give you access to the files uploaded and all the attributes of the submission. There is one small difference – the **Approve** button in the upper right corner.



Clicking it turns the package into a regular item for sale and removes it from the approval queue.

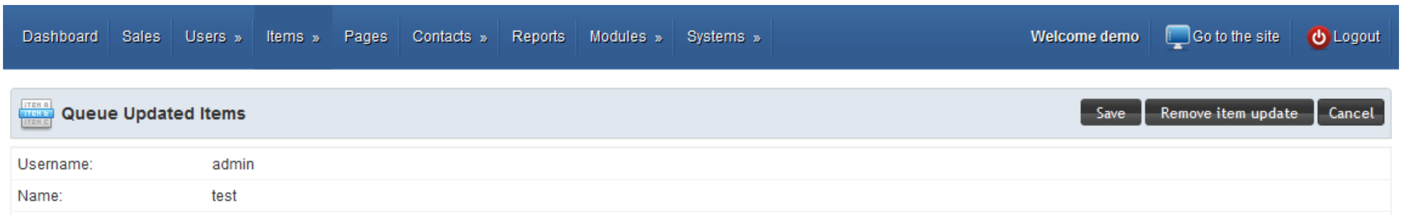
Again, should you elect to delete the submission you have the option to enter a message to its owner in the box at the bottom of the page.

Updated Items Queue

This is a list of all the packages that have a had a file or files replaced or added due to various reasons – be it an error or a new version release. Please note that each approved new versions overwrites the previous one!

In the Updated Items Manager you can see the list of all packages that had changes made to them. As with the list of items pending initial approval these are shown with their names, the username of the owner, as well as a free file request (if present). You can discard the update by clicking the **red X** icon, or you can edit the submission by clicking the **pencil** icon.

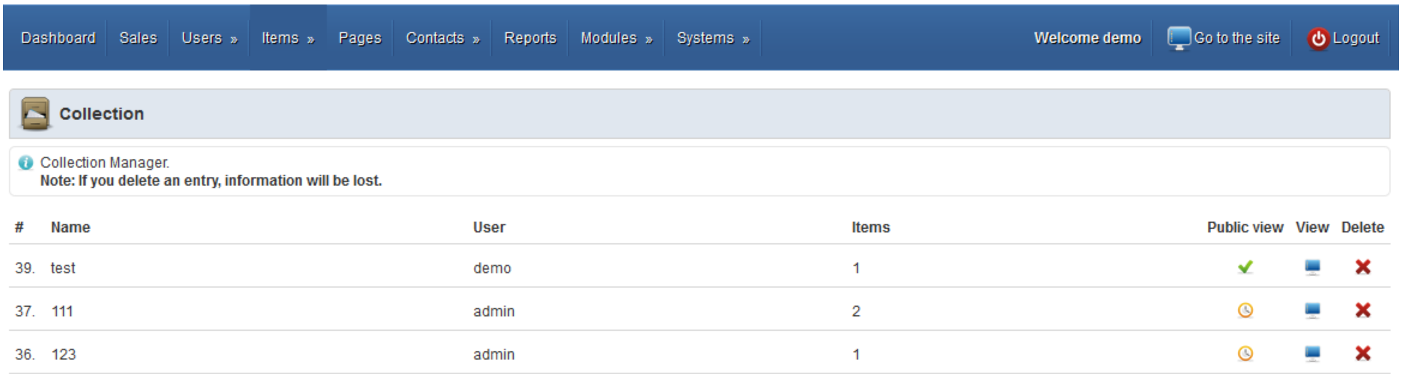
Managing the updated packages is done much the same way as with the newly uploaded submissions.



You can approve the update by hitting the **Save** button, discard the update through clicking the **Reject update** button, or keep the item in the queue by hitting **Cancel**.

Collections Manager

The **Collections Manager** allows you to view the private collections of items, compiled and owned by various users.

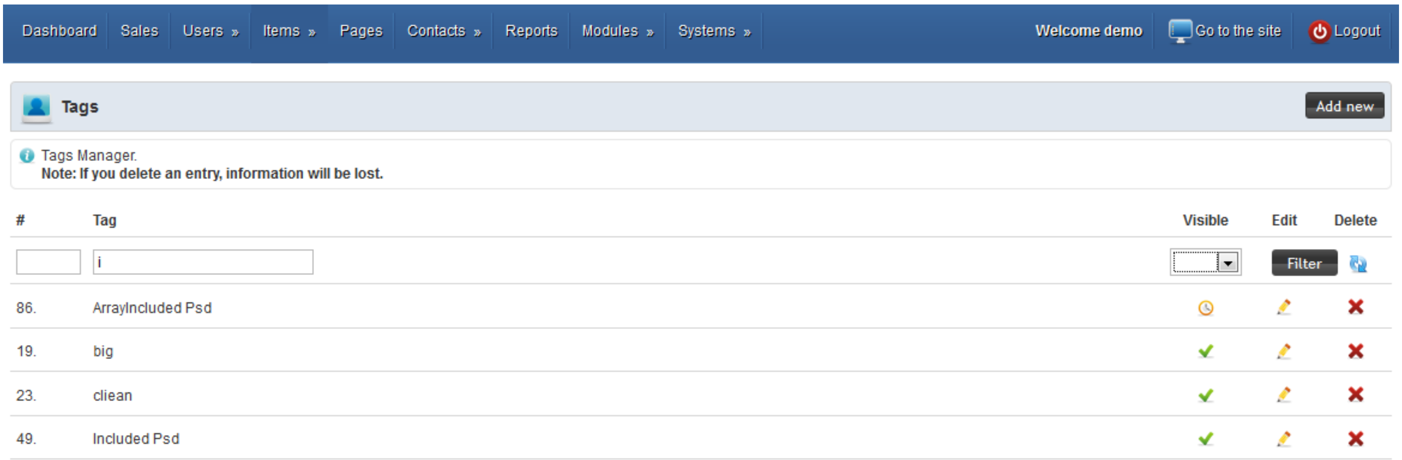


The list of attributes for each collection in the list includes:

- **Name** – name of the collection.
- **User** – owner's name.
- **Items** – number of items in the collection.
- **Public view** – denotes whether the collection is visible by other users (green checkmark) or not.
- **View** – clicking the **monitor icon** opens the page of the collection in a new tab.
- **Delete** – deletes the collection (confirmation required). Please note this cannot be undone.

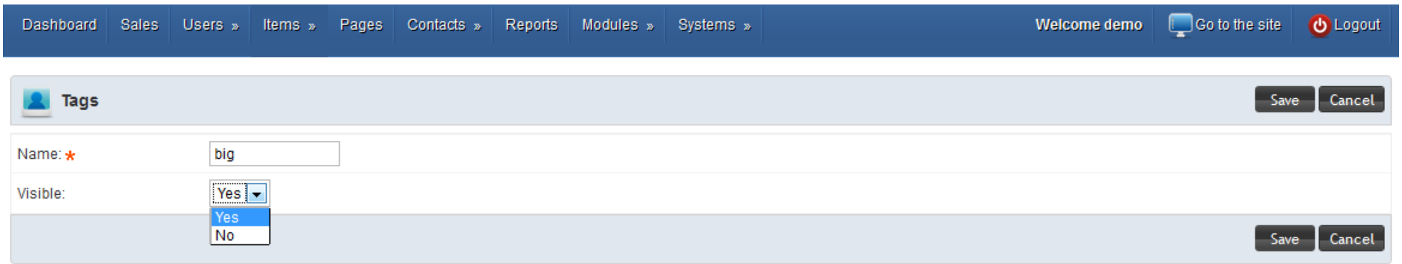
Tag Manager

You can review and manage all the tags in your store through the **Tag Manager**.



The tags are listed in alphabetical order, their visibility represented by an icon in the **Visible** column. You can edit each tag (**pencil** icon) or delete it (**red X** icon).

Editing a tag involves changing the tag itself, as well as its visibility.

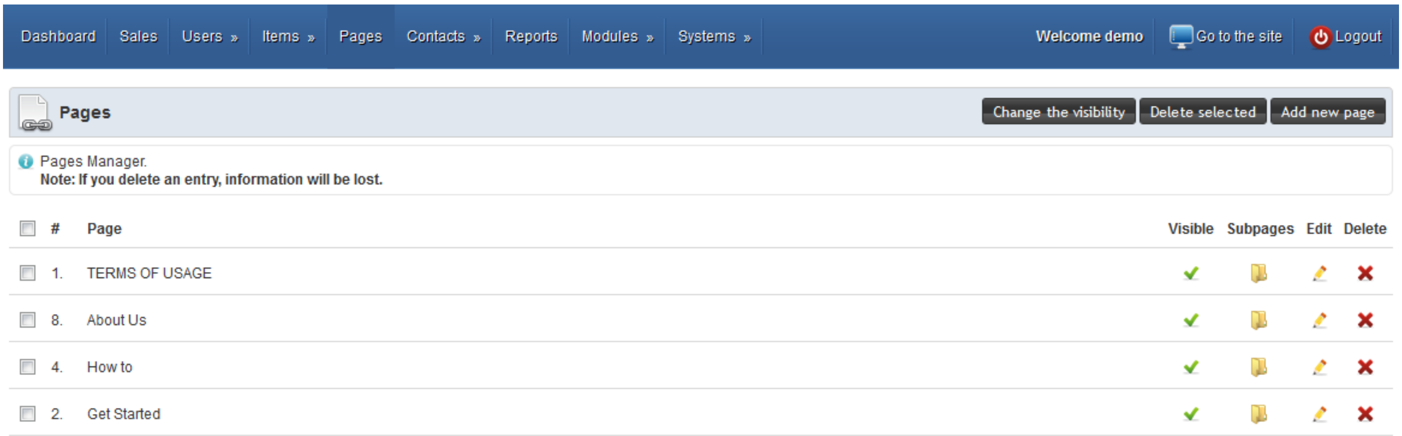


Use the **Save** button to apply the changes made, or **Cancel** to discard them.

Pages tab

Page manager

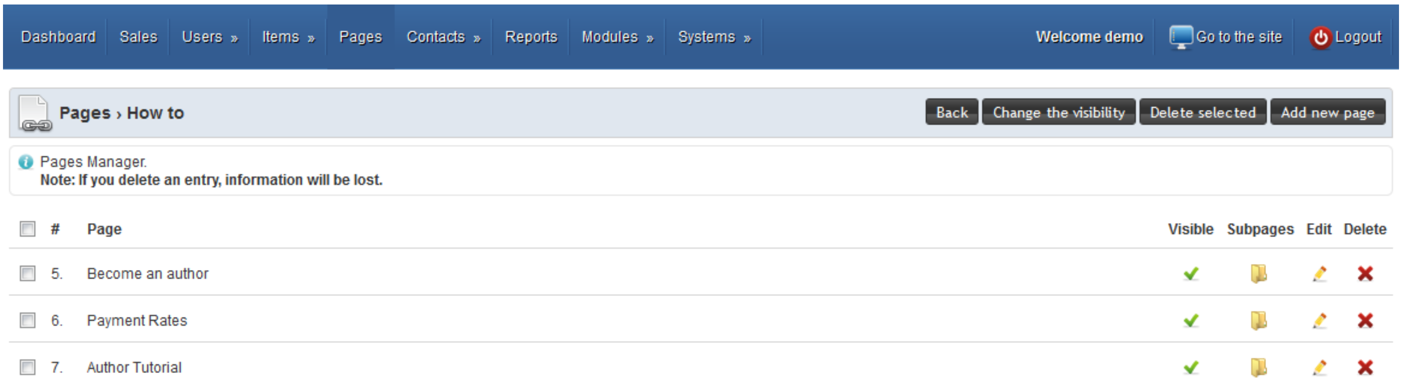
Some of the information in your website (About us, Terms of usage, etc.) is kept on the so called **static pages**. They are pretty similar to the categories and subcategories – each page can have one or more subpages, and the hierarchy can be several pages deep. The publishing interface for the static pages is the **Page manager**.



The columns in the page listing are as follows:

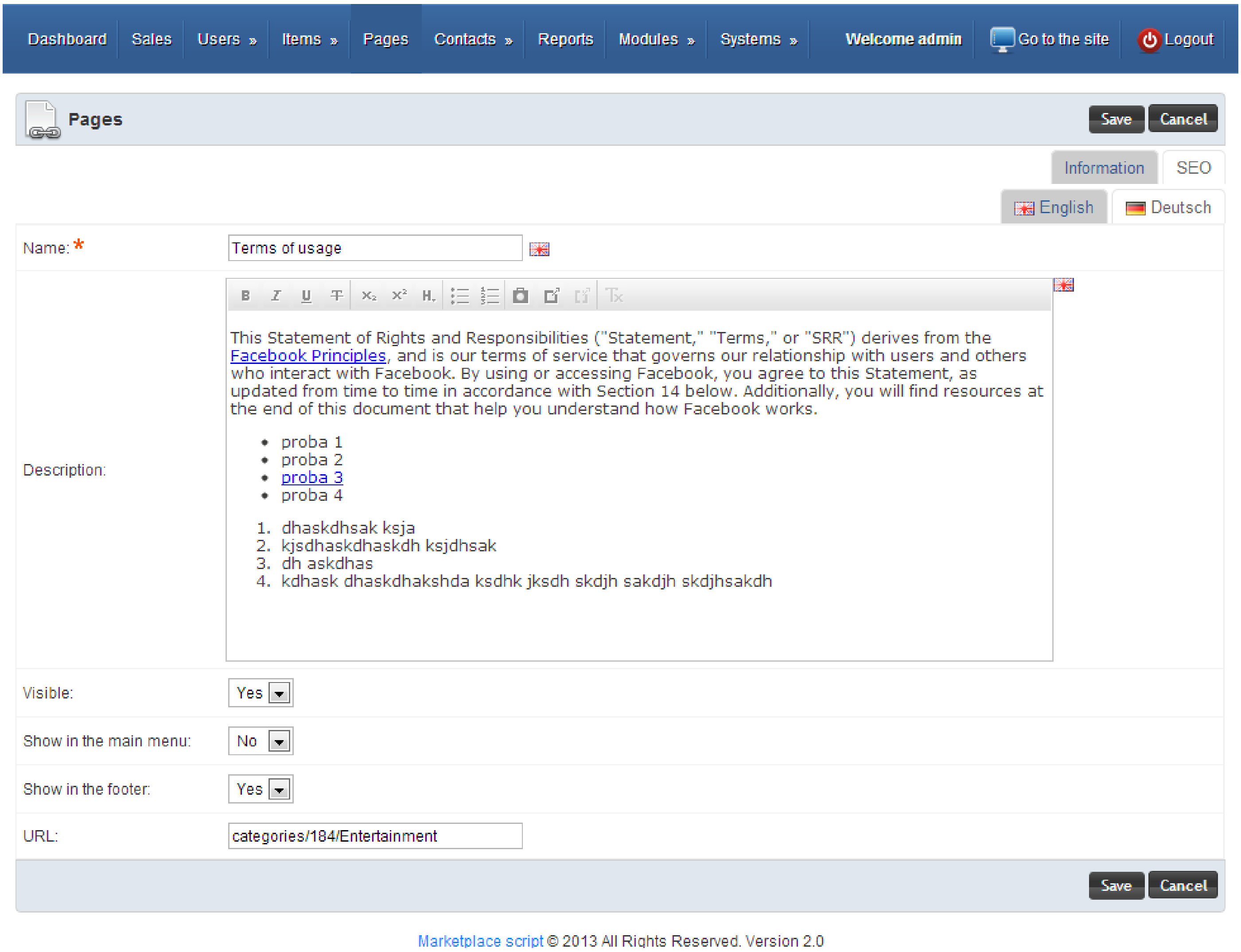
- **Page** – name of the page.
- **Visible** – whether it is visible or hidden.
- **Subpages** – links to the subpages, if any.
- **Edit** – link to the page editor.
- **Delete** – remove the page.

When you go to the subpage list for each page you will notice it is the same as the page list. The difference is that in the top left you have the hierarchy level, and on the right there is an extra **Back** button that will take you one level higher.



We will now publish a new page. That is done by clicking **the pencil icon**.

You will be taken to the publishing interface.

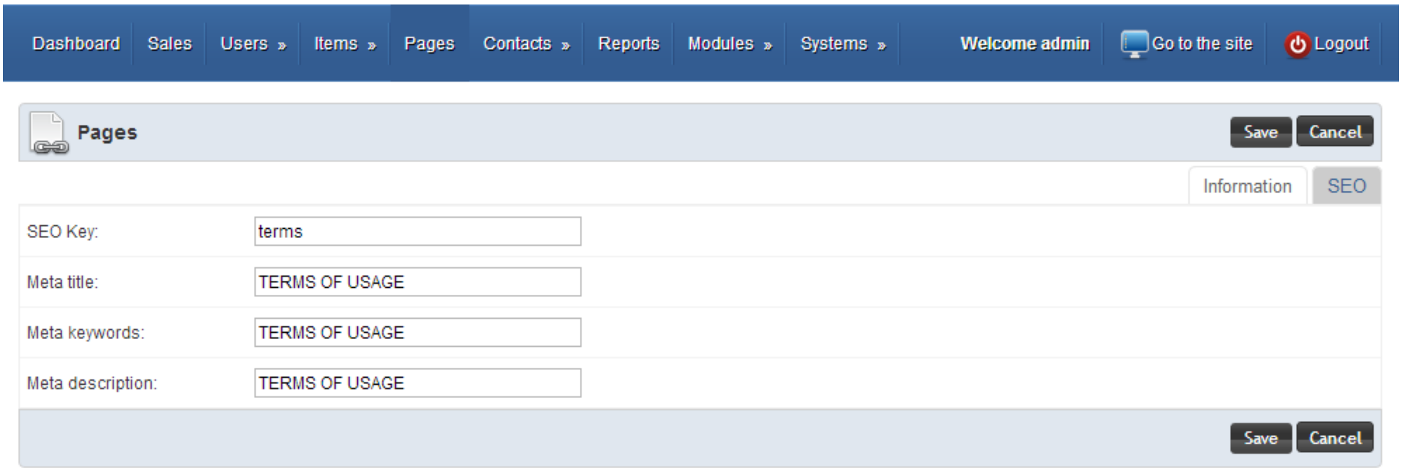


There are several fields displayed in the **Information** tab:

- **Name** – this is the page title.
- **Description** – a WYSIWYG editor though which you can publish content, including text and multimedia.
- **Visible** – a dropdown menu where you can select whether the page is visible (**Yes**) or hidden (**No**).
- **Show in the main menu** – self-explanatory, again a **Yes/No** option.
- **Show in the footer** – determines whether a link to this content will be visible at the bottom of every single page in the marketplace (**Yes/No** option).
- **URL** – the page may be set to redirect to a specific location, in this case it's set to the existing Entertainment category. If you insert a complete address with http:// at the front it can redirect to a different web address.

After setting all the attributes here, select the **SEO tab** from the upper right corner of the publishing interface.

Here you can set the meta tags and the SEO slug filling in the **SEO Key**, **Meta title**, **Meta keywords** and **Meta description** fields as seen below.



When done – hit **Save** to apply changes made, or **Cancel** to discard them.

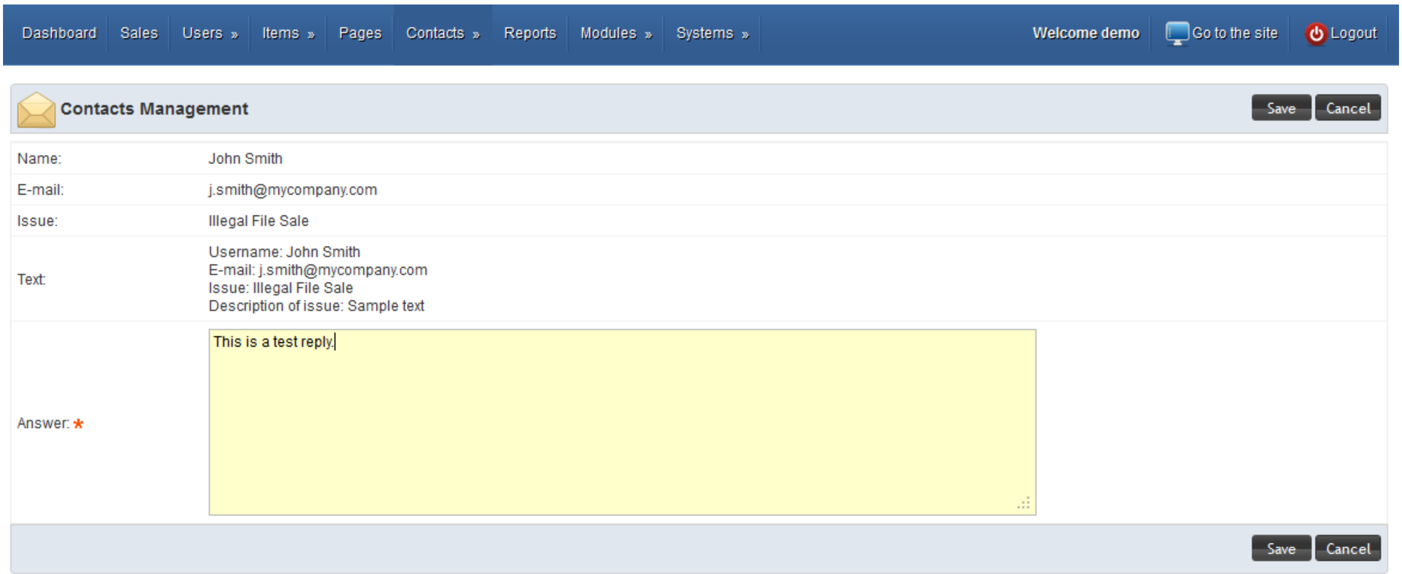
Contacts tab

Contacts Management page

The **Contacts Manager** is where from the **Contact us** form are listed.

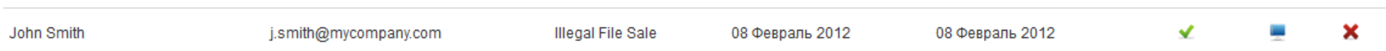
- **Name** – the name of the person making the enquiry.
- **E-mail** – an electronic address to send the reply to.
- **Issue** – type of problem; these can be pre-defined from the **Issue categories Manager.**
- **Date** – date the enquiry has been received.
- **Answer Date** – date a reply has been posted.
- **Has response** – shows whether the note has been replied to or not.
- **View** – an icon with a link to the **Enquiry details and reply page** for the respective message.
- **Delete** – remove the inquiry from the records.

Clicking the **View** icon will take you to the **Enquiry details and reply page**, where you can read the message. If you decide to reply to the message you can type the text in the **Answer** box.



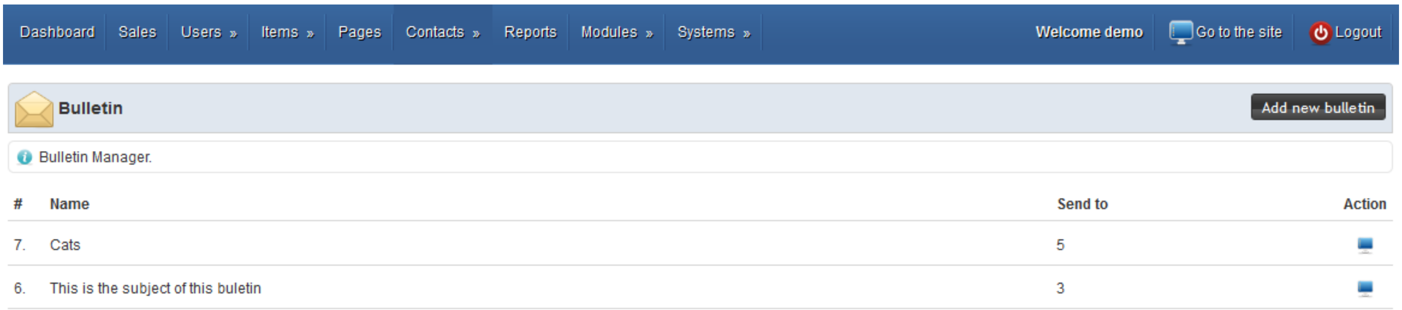
Click the **Save** button to send the reply to the e-mail address provided in the contact form. Click **Cancel** to go back to the **Contacts Management page**.

If you reply the **Answer Date** and **Has response** column on the **Contacts Management page** will be updated with the reply date and the green check symbol as shown below.



Bulletin

The Bulletin Manager is where you create and send newsletters. The main page of the manager is the past bulletin listing.

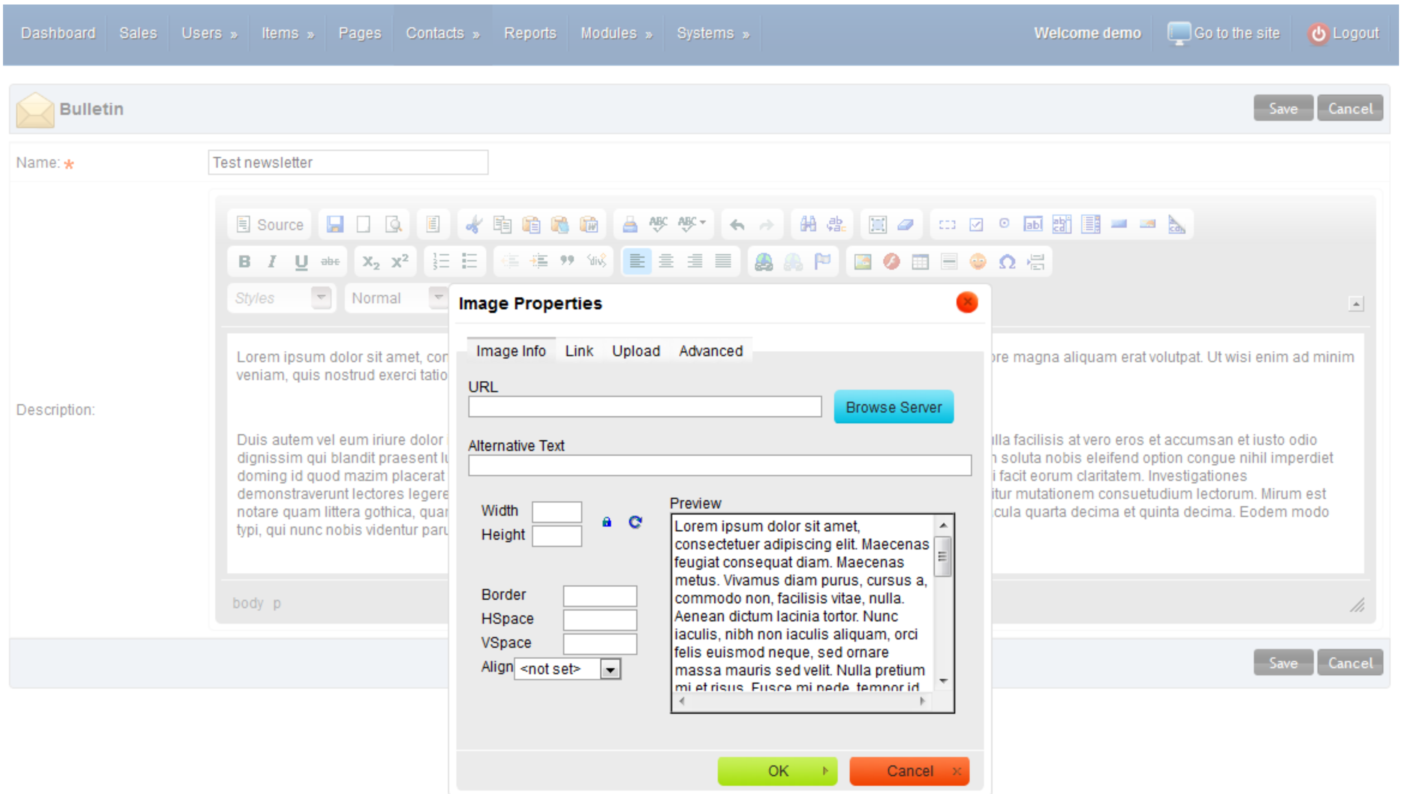


Name – this is the message title.

Sent to – the number of recipients.

View – see additional details about the newsletter sent.

You can also see the **Add new bulletin** button in the upper right corner. Let's use it and send a newsletter.



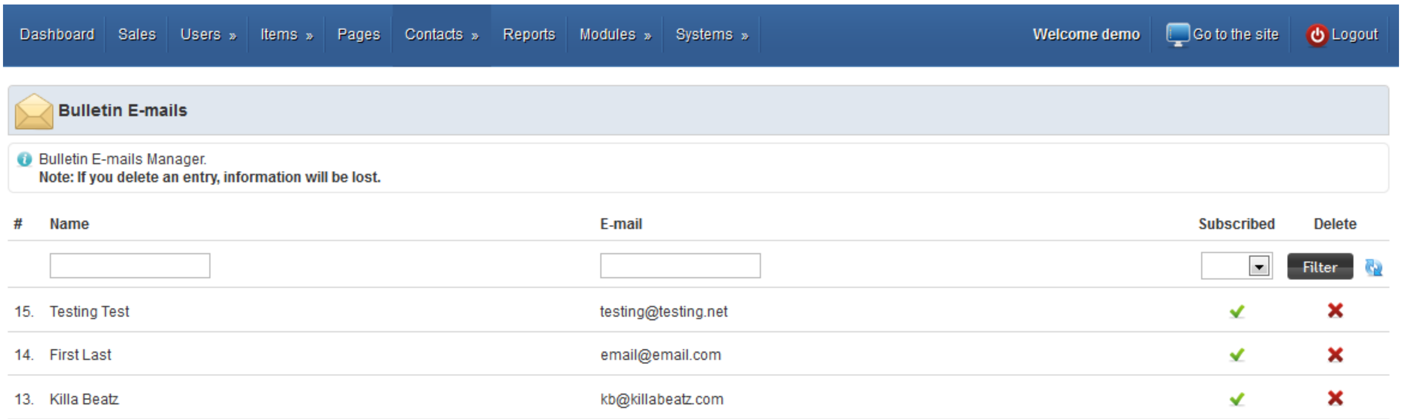
There is a text field in which you can fill the message subject. You can enter and format text and images in the WYSIWYG editor below (the images must be uploaded on the server).

When done – click the **Save** button. That will automatically send the newsletter to the list of recipientsyou can see in the **Bulletin E-mails Manager**. When messages are sent to all users on this list you will be taken back to the list of previously dispatched newsletters.

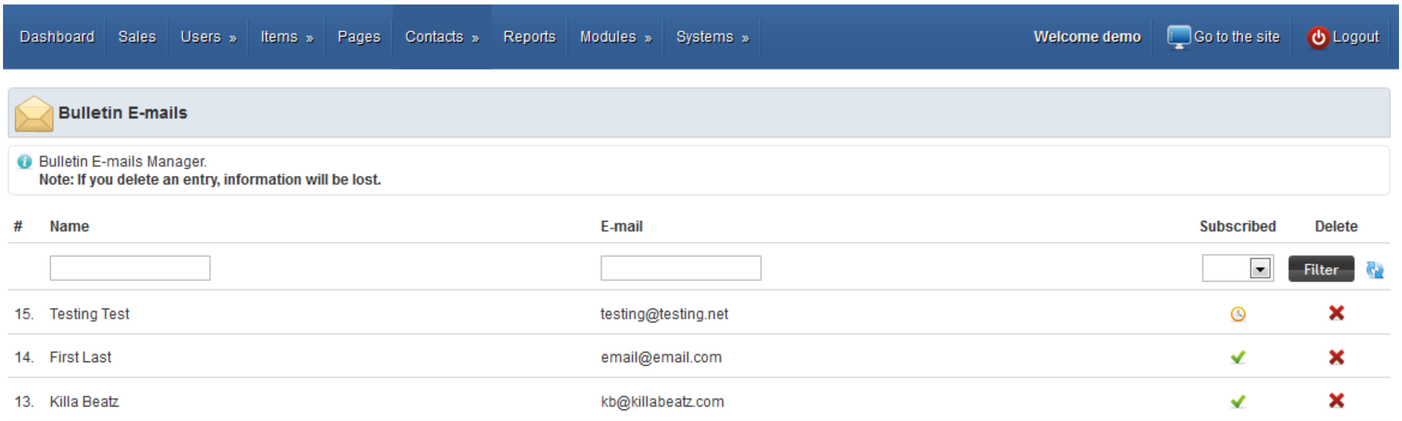
The details of each newsletter consist of the message subject, the date it was sent, the number of recipients, and a preview of the message body.

Bulletin E-mails Manager

To administer the recipients of your store's newsletter please visit the **Bulletin E-mails Manager** page.

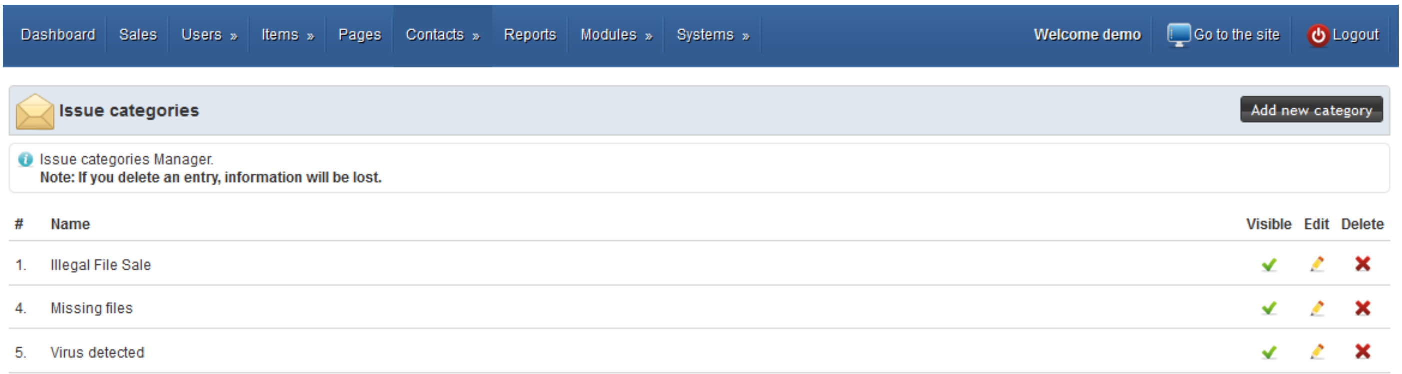


Everyone who has signed up to receive the newsletter – be it a registered member or a visitor – have their names and e-mail listed here. You can remove anyone of them from the list of recipients at any given time, or sign them back in for the newsletter by simply clicking the Subscribed icon.



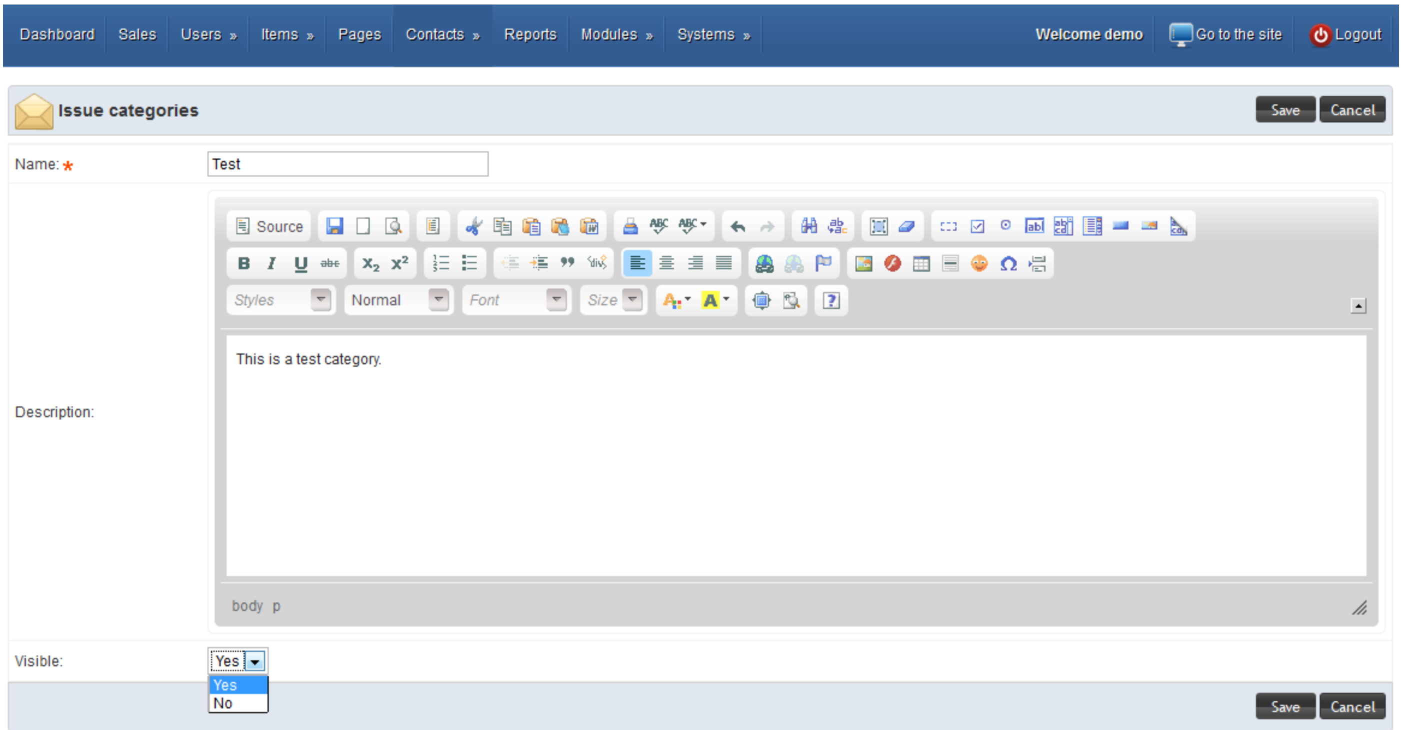
Issue categories Manager

This is the page where you can administer the categories of reasons for a visitor to contact the marketplace administration. To add an issue category, selectable from your contact form, please visit the **Issue categories Manager**.



Like with most other items in the marketplace you can see a list with all existing categories in the main page of the **Issue categories Manager,** as well as change their visibility, edit or delete them, or add new ones from the respective buttons.

Click the **Add new category** button to create a new issue category.

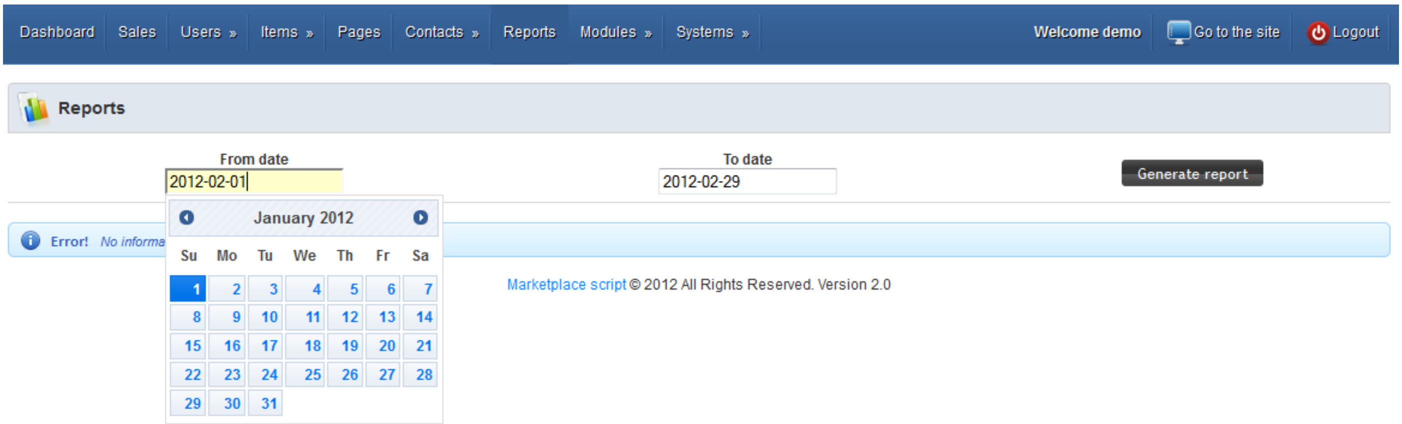


You will be prompted to enter a name for the category, a short description of it, and select whether the issue category will be visible in the contact form or not (default choice is **Visible**). Click **Save** to create the new category, or select **Cancel** to discard the changes made.

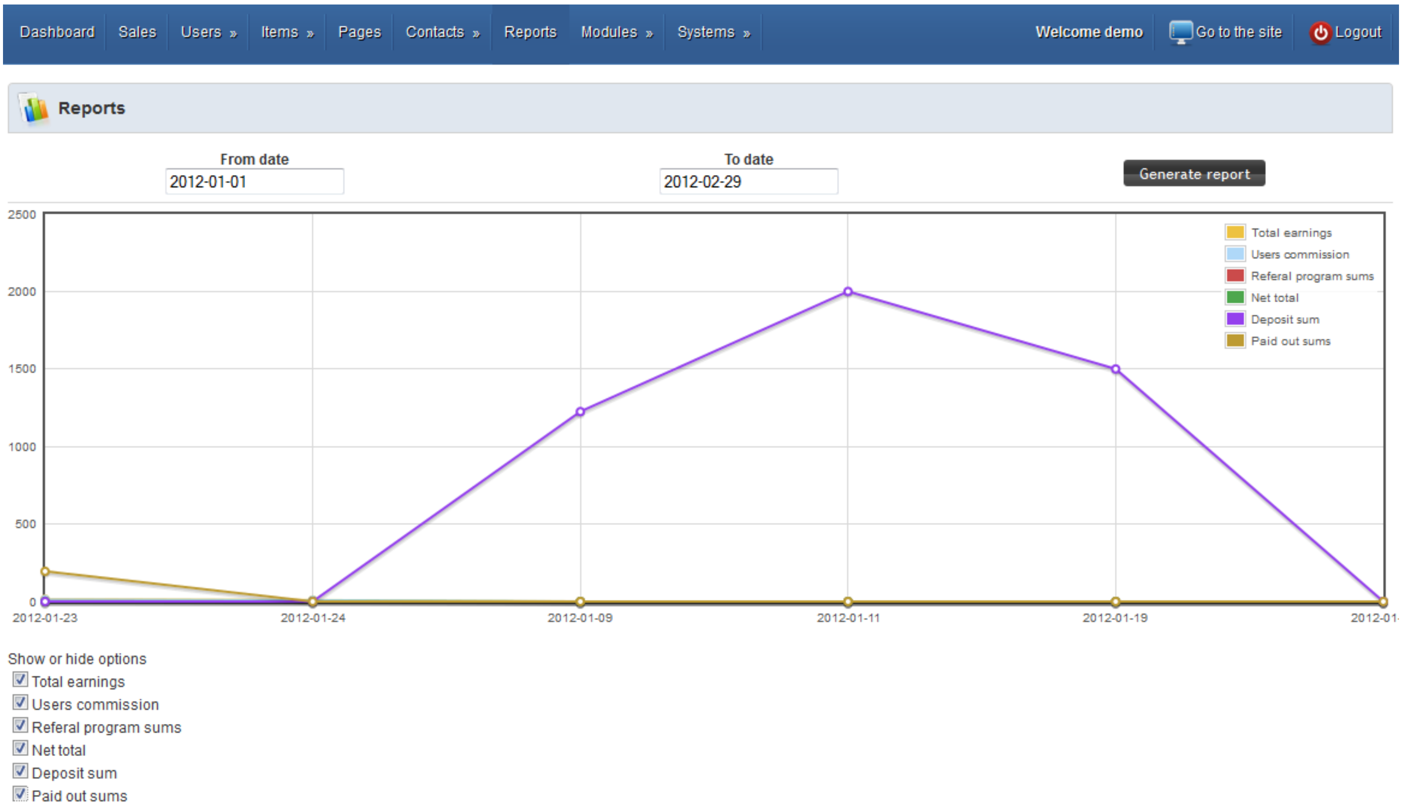
Editing an issue category is done through the same interface – you need to click **the pencil icon** from the category listing.

Reports tab

Here you can define periods of time for your sales figures to be reported.



Click in the **From date** and **To date** fields to select the beginning and the end of the period, and then press the **Generate report** button. The resulting report page will look similar to this one:



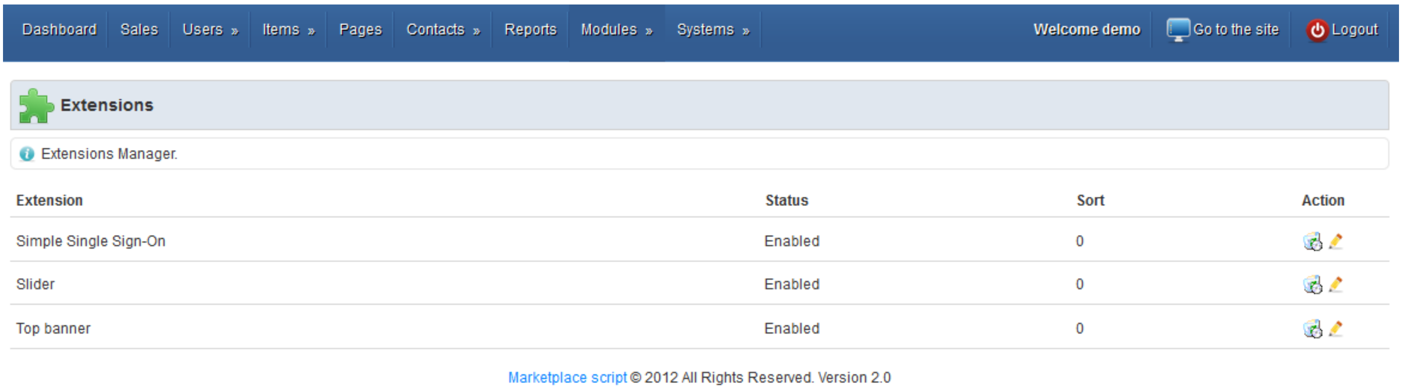
You can also select what kind of information to be displayed in the graphical report by clicking in the checkboxes under the report window. The lines for the various financial indicators are color-coded – you can see a guide in the upper right corner of the window.

If you deselect an option from its checkbox the line will instantly disappear from the graphical report. Select the option's checkbox again to restore the line.

Modules tab

Extensions Manager

This is where you control your extensions from.



Extension – extension name

Status – shows whether the extension has been enabled or disabled

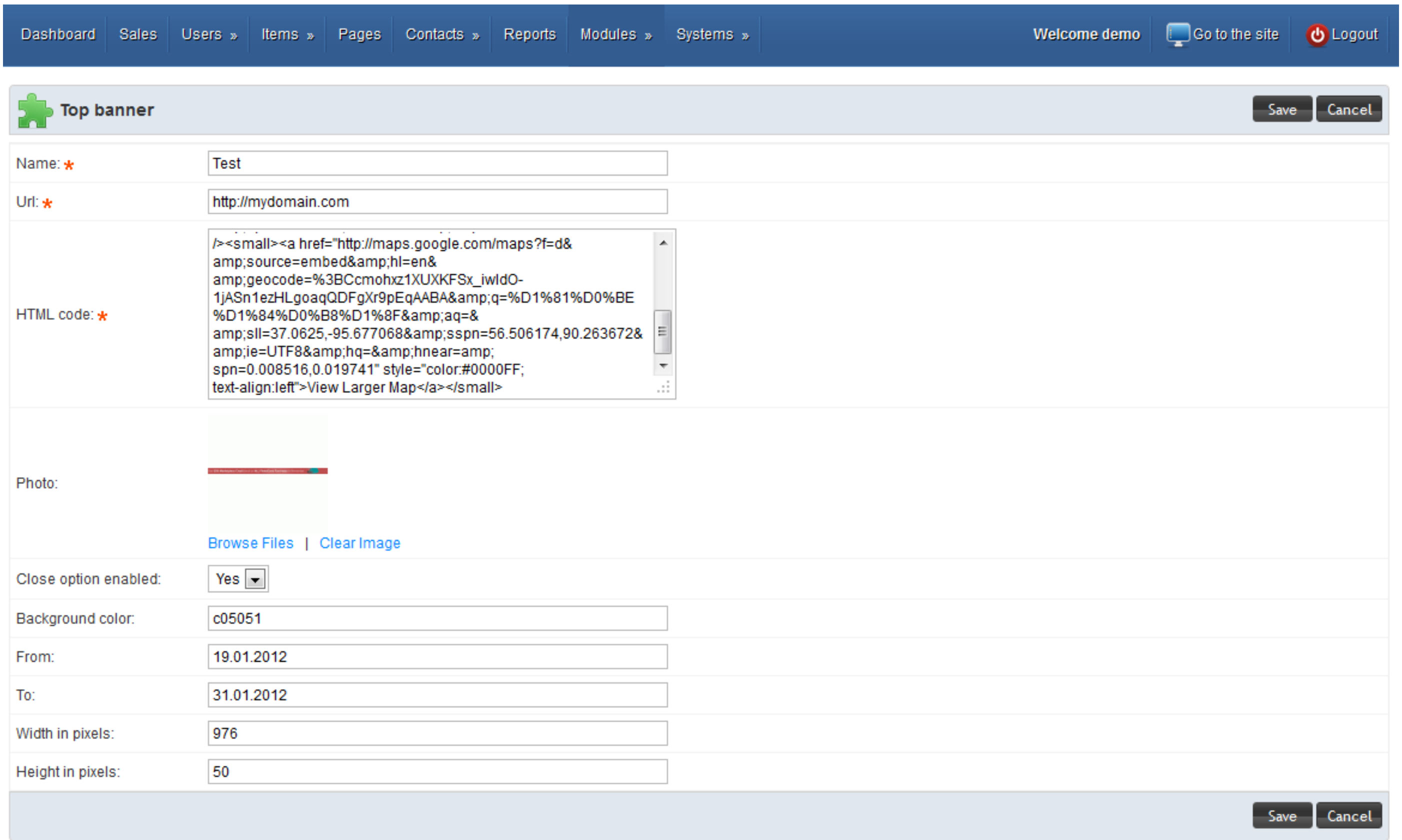
Sort – this columns shows the order in which the modules are shown if they are on the same page.

Action – you can uninstall or customize the module.

Let's review the modules one by one.

Top banner

This extension allows you to add a promotional banner that appears at the top of every page of your marketplace.



Name – the banner name.

URL – the address the banner links to.

HTML code – this field is where you insert the code when running a third-party script, e.g. Google Ads, etc.

Photo – image of the banner itself.

Close option enabled – whether the visitors can close the banner or not (default choice is Yes).

The **From** and **To** fields determine the period this banner is active.

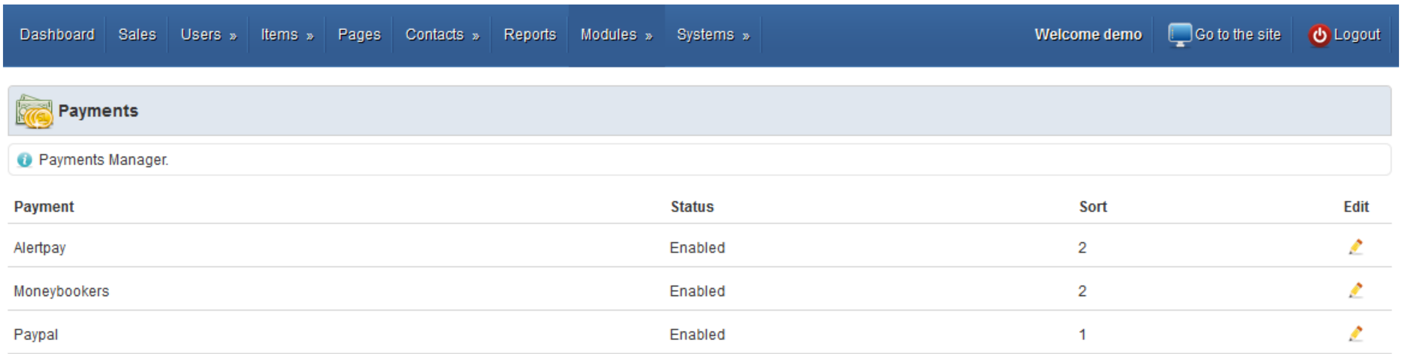
Background color – should the banner narrower than the visitor screen you can enter the hex value of a color to "pad" the banner up to the visitor's screen resolution.

Width in pixels and **Height in pixels** are the dimensions of the banner image.

Click **Save** to accept changes or **Cancel** to discard them.

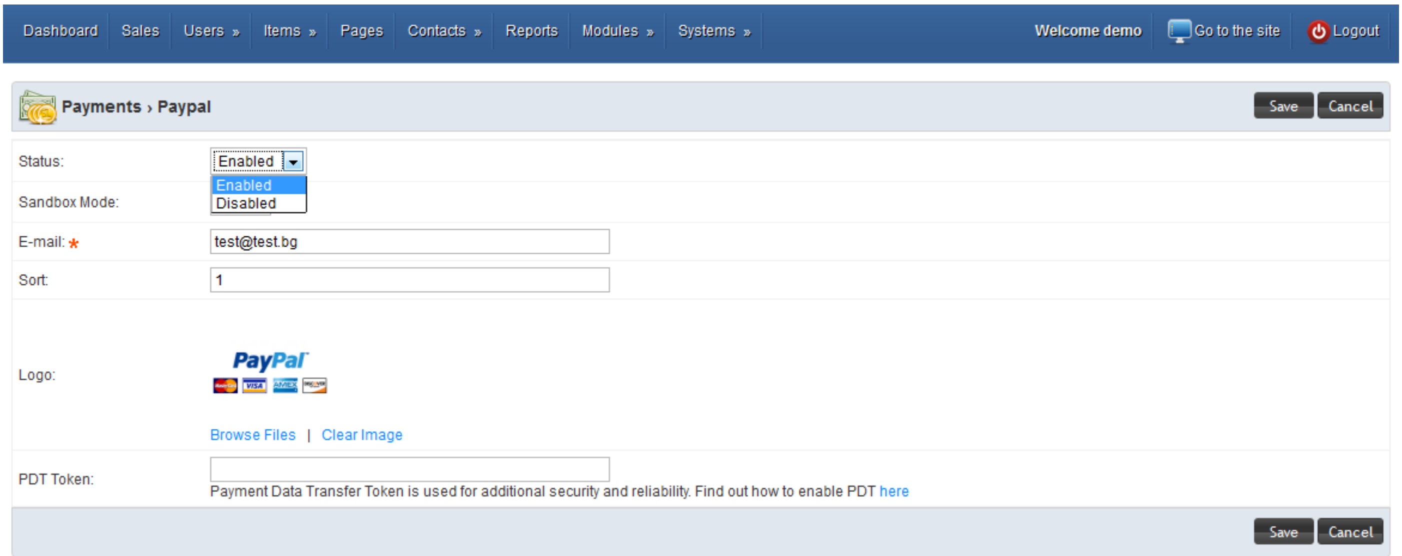
Payment Methods Manager

To be able to sell online you would need to configure payment modules – **Payment Methods Manager** is where you adjust their settings. This is how the module listing looks like:



The modules are listed with their **name**, **status** (enabled or disabled), **the priority number** (the smaller the number – the higher the module is in the list), and the **edit icon**.

If you decide to customize the settings of a module you will be taken to the module details page.



Although each and every payment module has its specific fields, there are characteristics that are common to all of them. When editing an existing module, you have to **enable** it for payments to become possible. Certain modules also have a **Sandbox mode** – please switch that to **No** when you are ready to start selling.

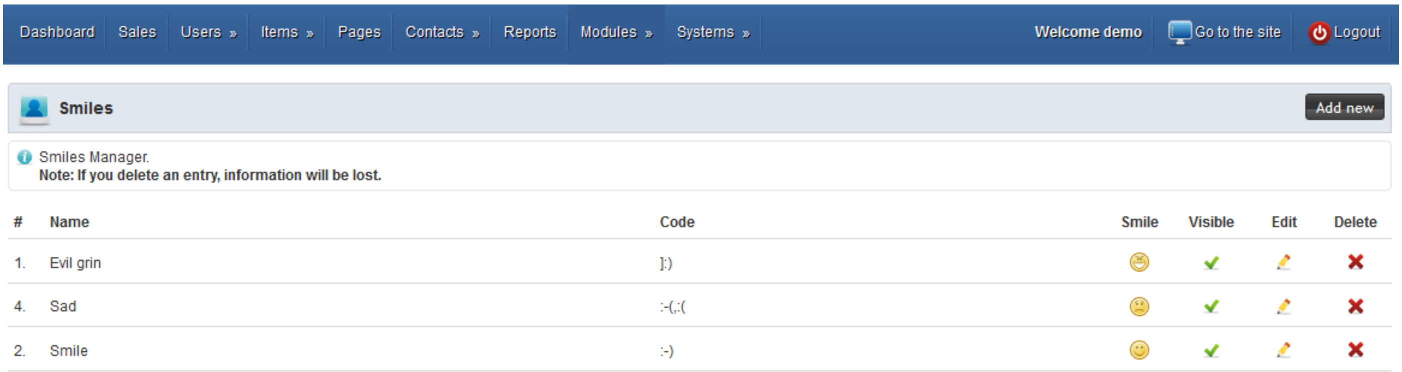
The order of preference (when you have multiple payment methods) is set through filling in the **Sort** field – lower number puts it higher on the list. E.g. if you have three methods and fill in 1 for PayPal it will show up first on the list. You can also upload a logo image.

For additional information on the payment method module please refer to the documentation link at the bottom of the page. When done please click the **Save** button to preserve your changes, or **Cancel** to discard them.

Note that the default payment method in your marketplace is PayPal.

Emoticon manager

A page where you can administer the emoticons available to the users for the FAQ section of each package, or in the comments they make on the product pages.

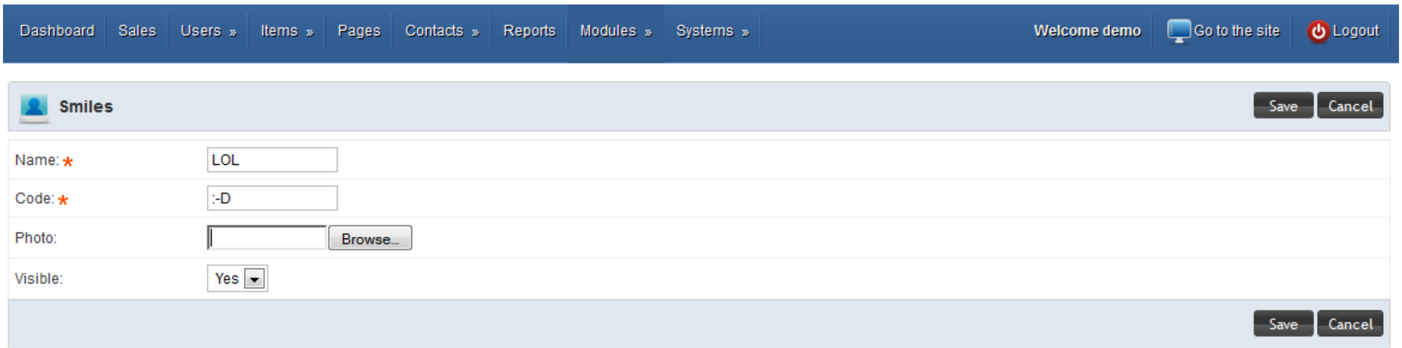


The listing has 4 informational columns:

- **Name** – this is how the emoticon is called. The name shows up if you point your mouse to the icon.
- **Code** – this is the combination of symbols that when typed in the comment field will translate to the emoticon image when the comment is actually posted.
- **Image** – this is the picture file that you will be uploading and that will be seen in the comments.
- **Visible** – if set to **Yes** (default option) the new emoticon will be available for insertion in the Comments field. To hide the emoticon – select **No**.

Again, you can edit the emoticons via the **pencil icon**, or delete them by clicking the **red X icon**.

To create a new emoticon – please click the **Add New** button in the top right corner.



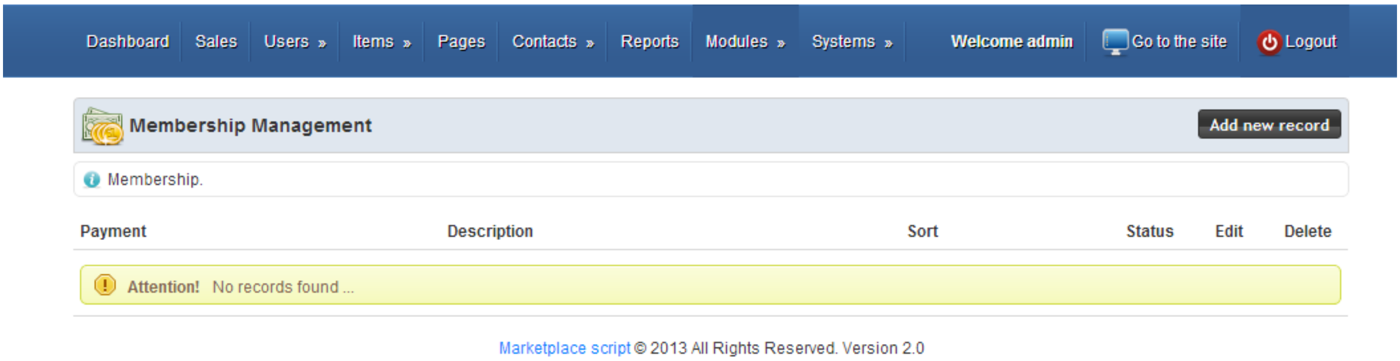
A new page will open with 4 fields: enter the name of the emoticon, the combination of symbols that translates to the image shown (**Code**), select the image you would like to see, and update the **Visible** attribute.

When done editing – please click the **Save** button to add the new emoticon or **Cancel** to discard the changes.

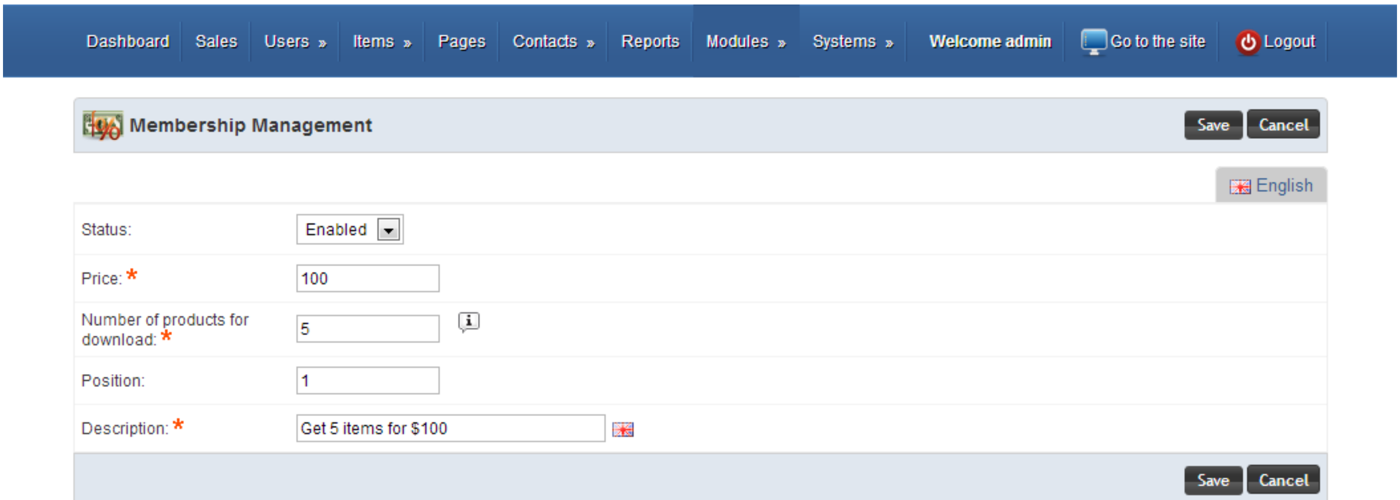
Membership Management

In this section you can create pre-paid membership – something like a gift card.

When a user purchases such a fixed-price membership he will be allowed to download a certain number of items **over a period of one month after the payment is complete.**



Click **Add new record** to create membership.



Status – set to Enabled for the membership to be available.

Price – how much does the user pay.

Number of products for download – how many products can be downloaded over one month under the membership.

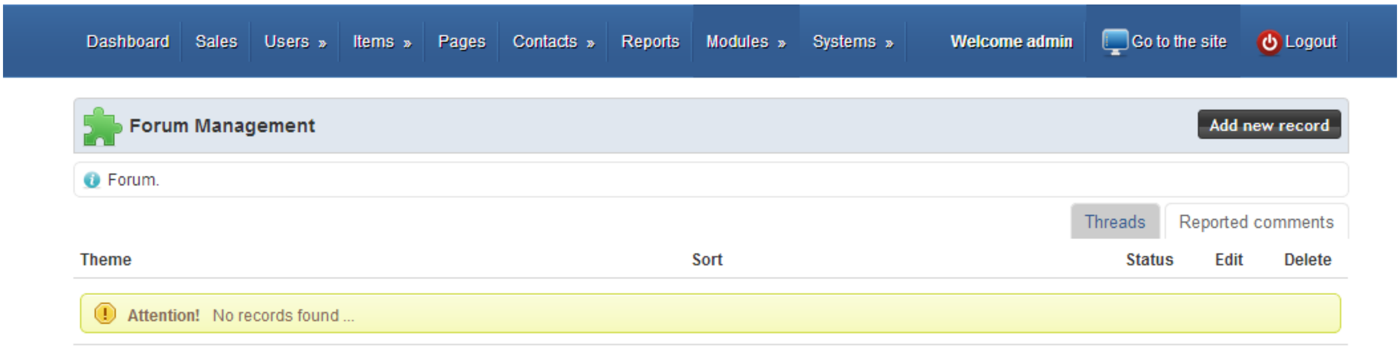
Position – order of precedence in the list of membership types.

Description – lets your users know what they are paying for!

Click **Save** when done to create the membership.

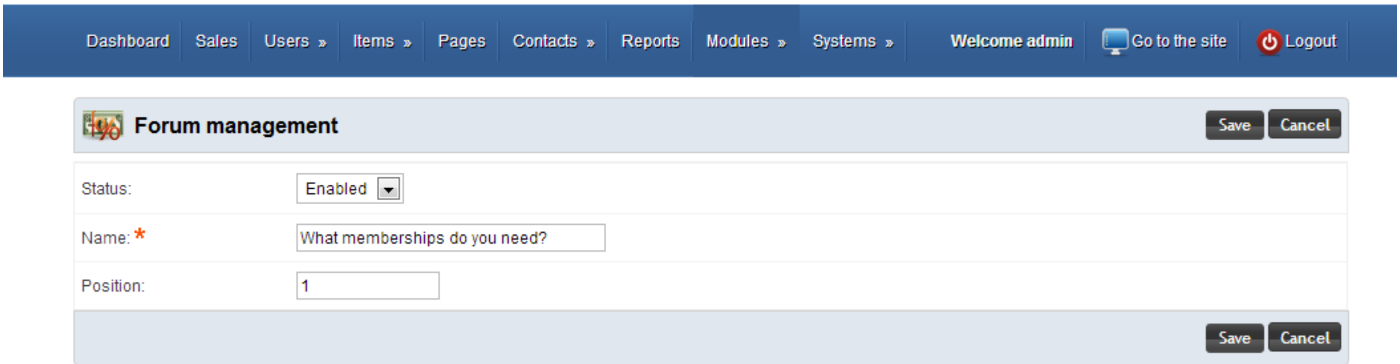
Forum management

In this section you can create questions/threads your users can comment on. They will appear in a pop-up menu (**Forum**) in the header of your website – hover over the menu title to see the list of topics available, and click to see the full list of replies for each one.



Please note that by default there are NO topics set, so the forum will be invisible until you create a visible thread.

Click **Add new record** to create a topic.



Status – set to **Enabled** to make the topic public. Setting the first topic to **Enabled** will make the **Forum** link visible. Switching to **Disabled** will hide the threads. Disabling the last topic will hide the **Forum** link.

Name – Type in the question you'd like to discuss.

Position – this number determines the order of precedence in the topic list.

Click **Save** and a **Forum** link will appear to the left the **How to** page link. Hover over it to see the list of threads.

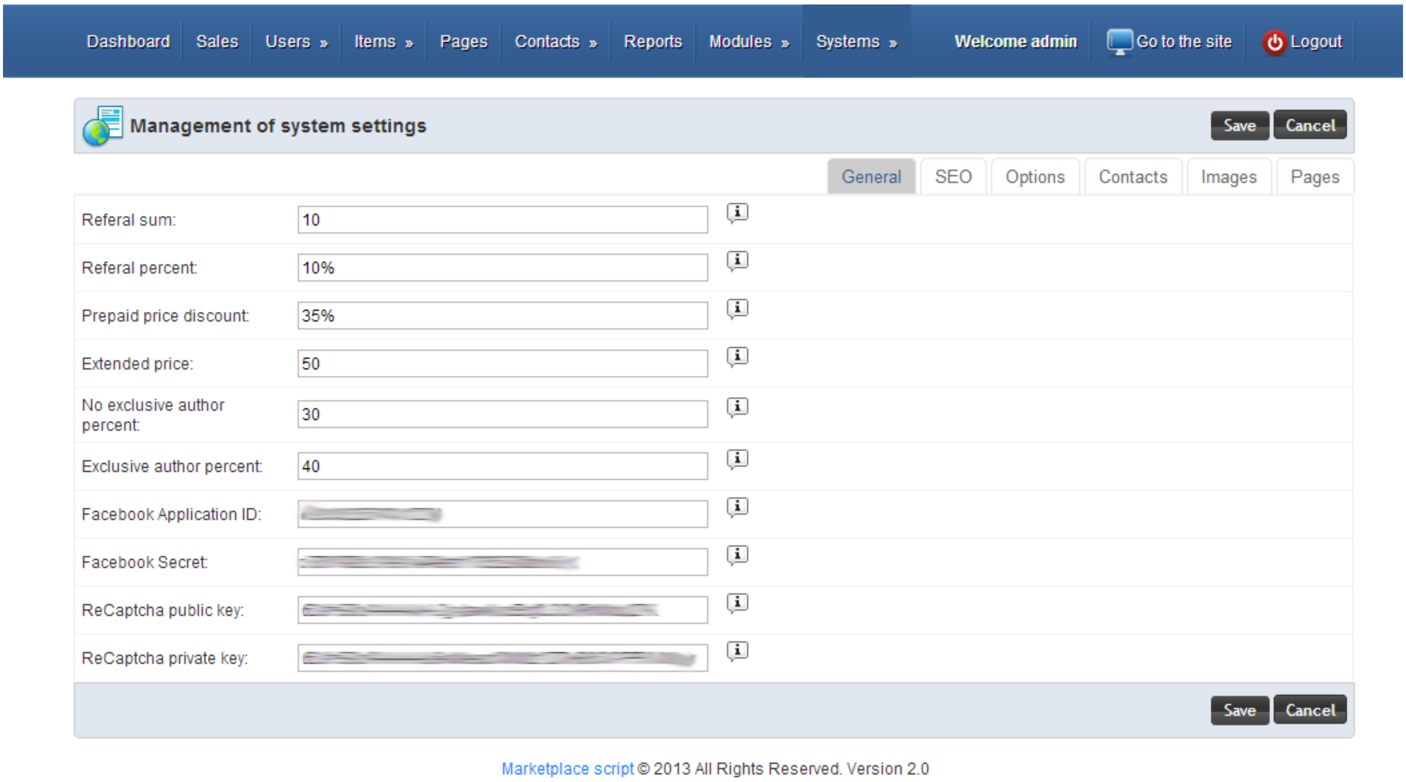
System tab

Settings

System settings manager

This is where you adjust the main settings of your store. These are divided in the following categories:

General system settings



- **Referral sum** – the maximum number of items purchased that earn commission to a referrer.
- **Referral percent** – the fraction of the price that the referrer receives as a commission.
- **Prepaid price discount** – this is the discount percentage if a customer pays using his virtual account at your marketplace (that is filled up via the deposits that users make).
- **Extended price** – multiplier for the item price when the end customer is purchasing an extended license. This is a premium price your client pays for being the only one that will ever use the product. In this example the price will be 50 times higher. After such a license is purchased the item will no longer be available for purchase.
- **Non-exclusive author percent** – the percentage of price received by authors that are selling the same files through both your store and other outlets.
- **Exclusive author percent** – the percentage of price received by authors that are selling their files through your store only.
- **Facebook Application ID** – the ID for the Facebook application you've created to allow users to register and log in to your store using their Facebook profiles. Please see next page for instructions on creating one.
- **Facebook Secret** – the secret for the said Facebook app.
- **ReCaptcha public key, ReCaptcha private key** – these two fields activate the **reCAPTCHA** anti-spam/bot-protection module. Sign up for this free module to prevent fake registrations and automated advertisement messages from clogging up your website. Learn more and create a free account here: http://www.google.com/recaptcha

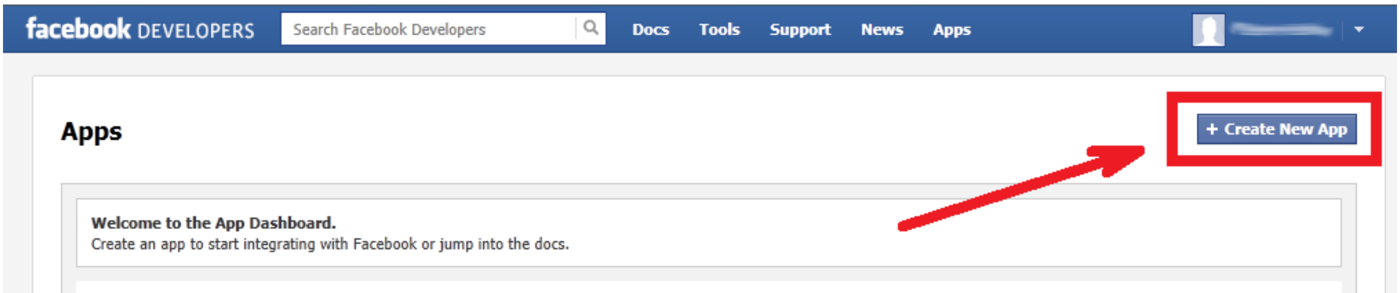
Please note that the system comes with some pre-set values and it is up to you to change them.

Setting up Facebook connect (creating a Facebook app)

To setup Facebook connect for your website (allow the users to log in using their Facebook accounts) you will need to create a Facebook application first. You must have a Facebook account AND sign up as a developer at the following address (identity verification could be required): https://developers.facebook.com/apps

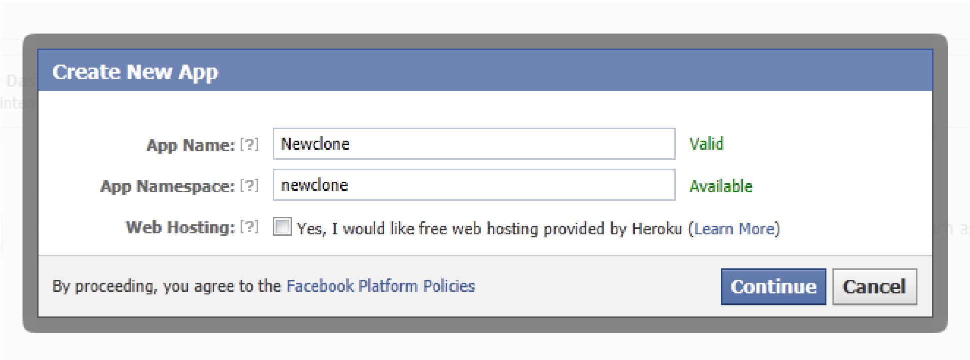
After your account has been verified you will be taken to the following page:

Click on **Apps** (see red arrow above) to continue. On the next page choose **Create New App** as shown below:



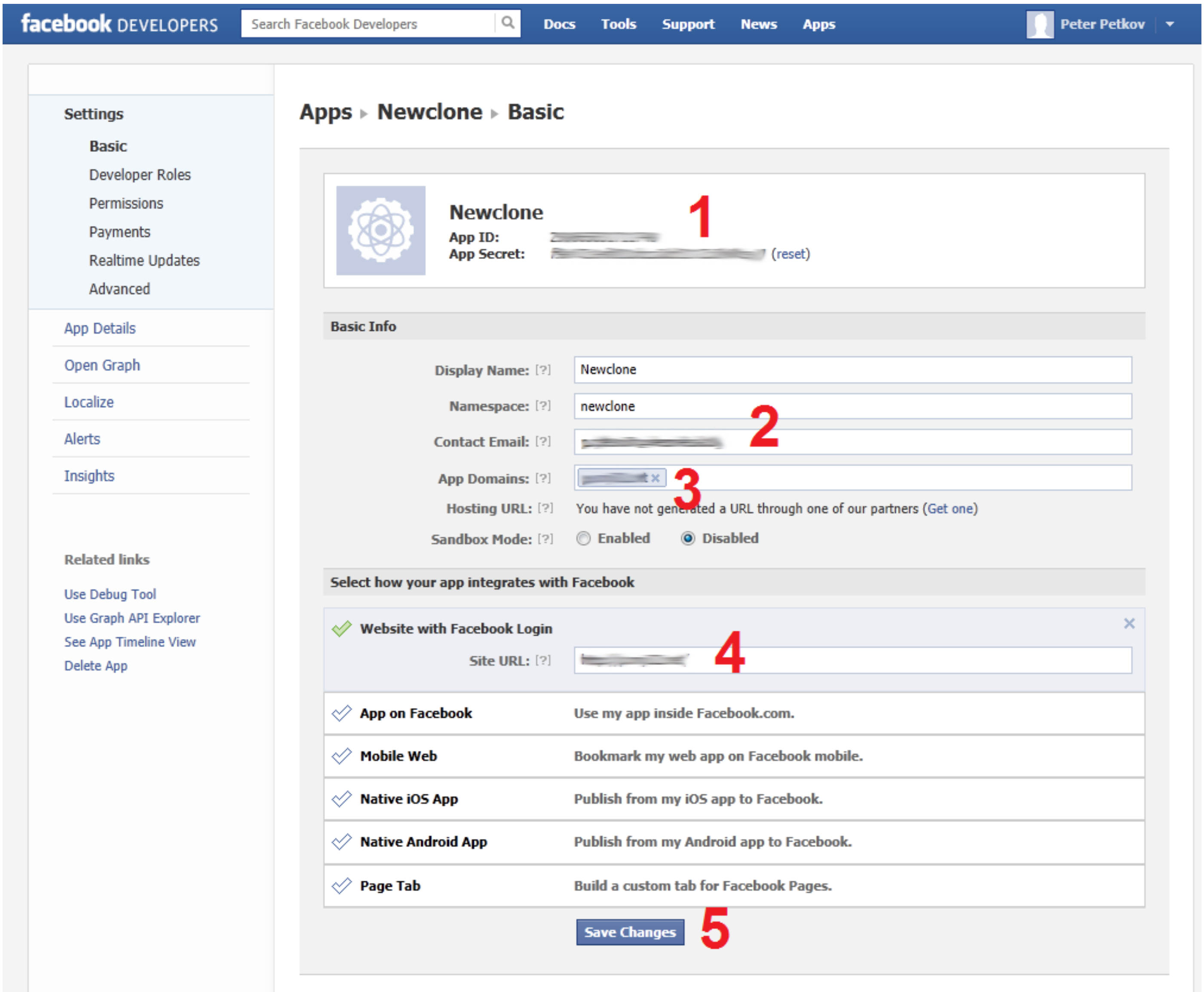
A pop-up window will appear. Enter the app name – pick something meaningful and descriptive, as it will be publicly visible. The namespace is usually same as your app name, entered in lowercase letters **only**. Make sure your app name is valid, and that your name space is available. Read Facebook's policies before continuing.

Please note that the names entered here are only examples to illustrate setup.



Click the **Continue** button. For security reasons you will be prompted to fill in a visual code.

If you filled in the capcha properly you will be redirected to **Application Basic Info** page.



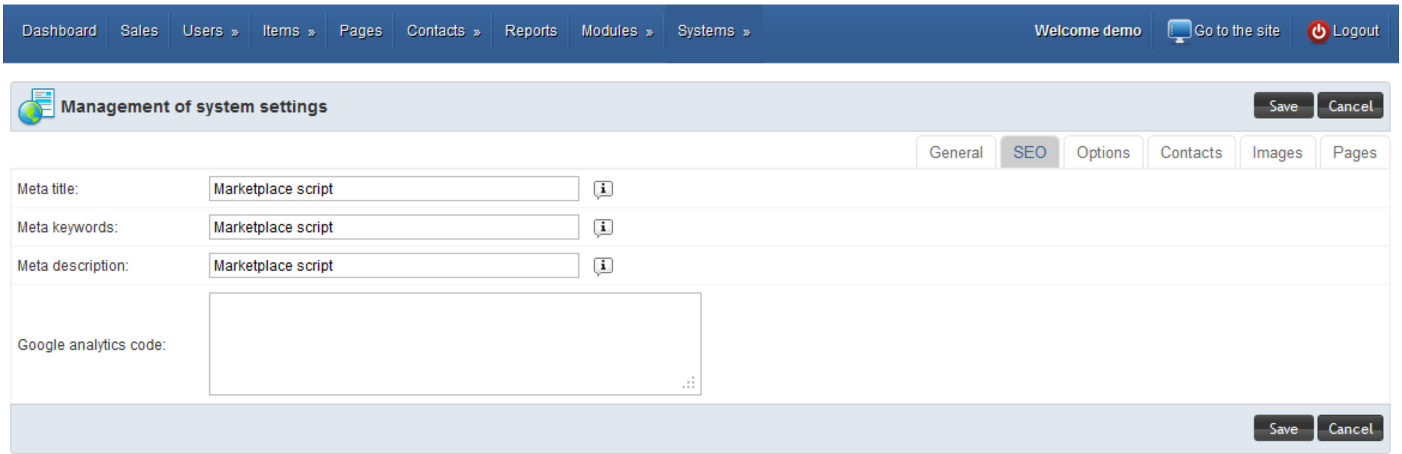
1. Copy the **App ID** and **App Secret** to the respective boxes in the **Admin panel > System > Settings > General** of your CloneForest installation. Please note that the **App ID** and **App Secret** are generated automatically.
2. Type in your contact e-mail. (You've already entered the app name and namespace in the previous step, but if need be you can update them here anytime.)
3. Fill-in the domain name of your CloneForest installation.
4. Scroll down to the **Select how your app integrates with Facebook** section. Click **Website with Facebook Login**, and enter your domain name again, this time including **http://** at the front.
5. Click **Save Changes** to complete setting up the app.

If everything is OK you will see a confirmation message.

Note: It may take anywhere between a few minutes and an hour for your application to be active on all Facebook servers.

SEO system settings

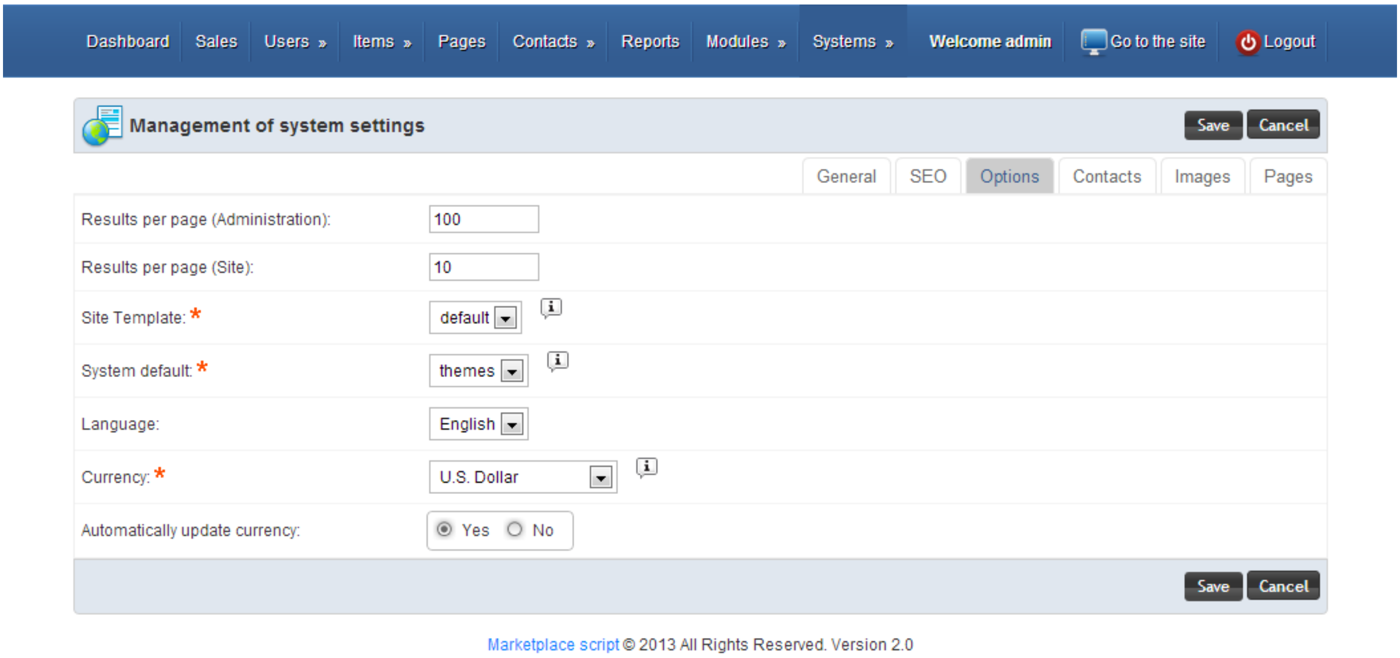
The settings here include descriptive keywords and Google statistics code.



- **Meta title**- a concise summary that will show up when your website appears in a search engine result page. Anywhere between 10 and 60 symbols.
- **Meta keywords -** between 4 and 10 keywords separated by a comma, that are often met within the content of your website.
- **Meta description** – a short sentence, describing what your website is about.
- **Google Analytics code** – insert your Google Analytics account code here. This will give you a better perspective over the visitors' actions.

Options

A number of visual and interface options, including the marketplace template, language and default currency.

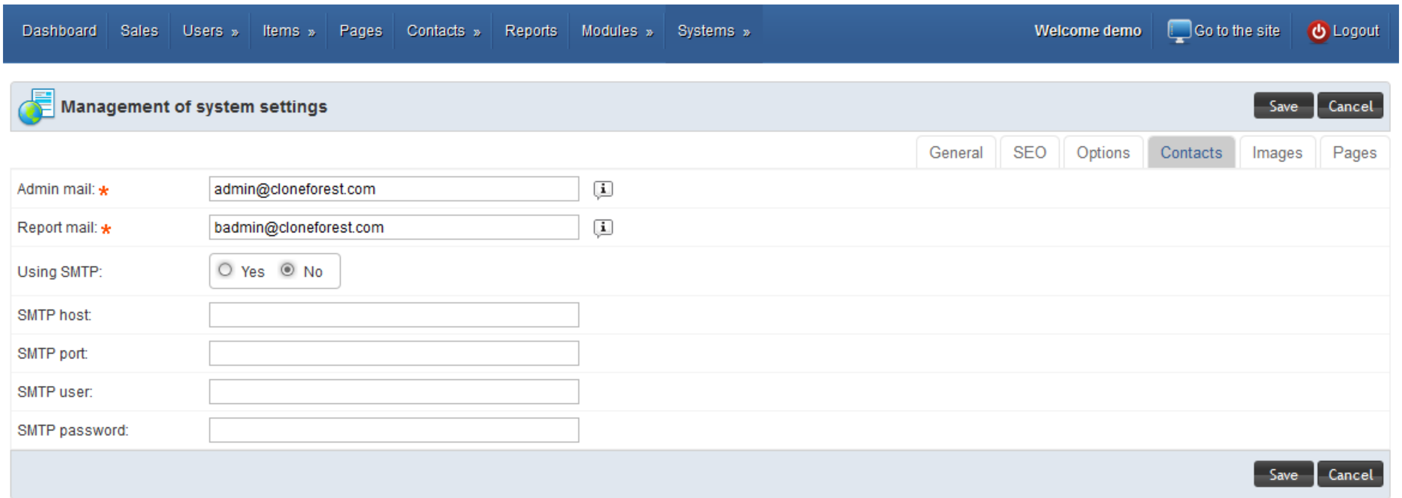


- **Results per page (Administration)** – number of items listed per page in the administration panel.
- **Results per page (Site)** – number of items listed per page in the website.
- **Site Template** – if you have more than one template installed for your store this option allows you to switch among them.

- **System default** – if there are multiple CloneForest systems you can manage them through a single administrative interface. This option determines you to pick which of the CloneForets websites will appear when a visitor comes to your website.
- **Language** – the default language of your website. If you add multiple languages, this option sets which of them will show up by default.
- **Currency** – the default currency for the marketplace. Make your pick from the drop-down list of languages available. Please note that all prices entered before any change of this option will retain their numerical values. E.g. if there was an item uploaded with price of $100, and you later changed the default currency to Euro, item price will be displayed as 100 Euro.
- **Automatically update currency** – this is an automatic service that tracks the ratio between your default currency and the rest of the currencies you have activated on your website. Select **Yes** to activate the service, or select **No** to manually set up the ratios for each particular currency in the **Currency manager**.

Contacts

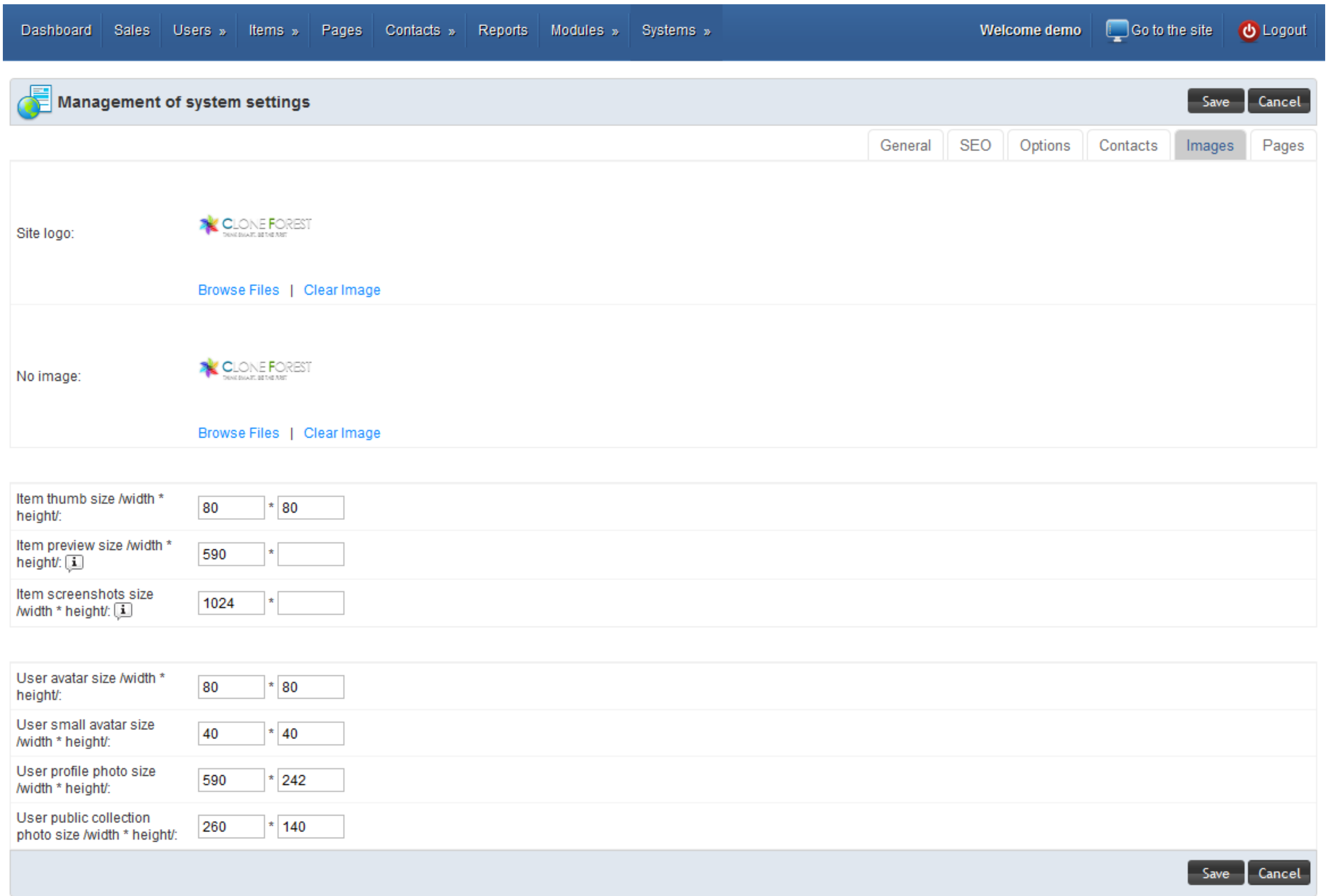
Contains admin contacts and E-mail options.



- **Admin mail** – e-mail for the administrator to receive alerts on.
- **Report mail** – address for all the system reports.
- **Using SMTP** – if you are using a specific e-mail server to send your newsletter and/or messages – set this option to **Yes**. If you'd like to use the default functionality of the website – please select **No**.
- **SMTP host, SMTP port, SMTP user, SMTP password** – these are only filled in if you selected **Yes** in the option above.

Images

Basic image settings, including marketplace logo, thumbnail size and default image, are managed here.



- **Site logo** – self-explanatory.
- **No image** – default image if there is no user-defined image present.
- **Item thumb size in pixels (width * height)** – default thumbnail size. Used in category pages, search results pages, etc.
- **Item preview size in pixels (width * height)** – used on the product page. Also seen when you point your mouse to a thumbnail in the product listing.
- **Item screenshots size in pixels (width * height)** – larger image of the whole page.

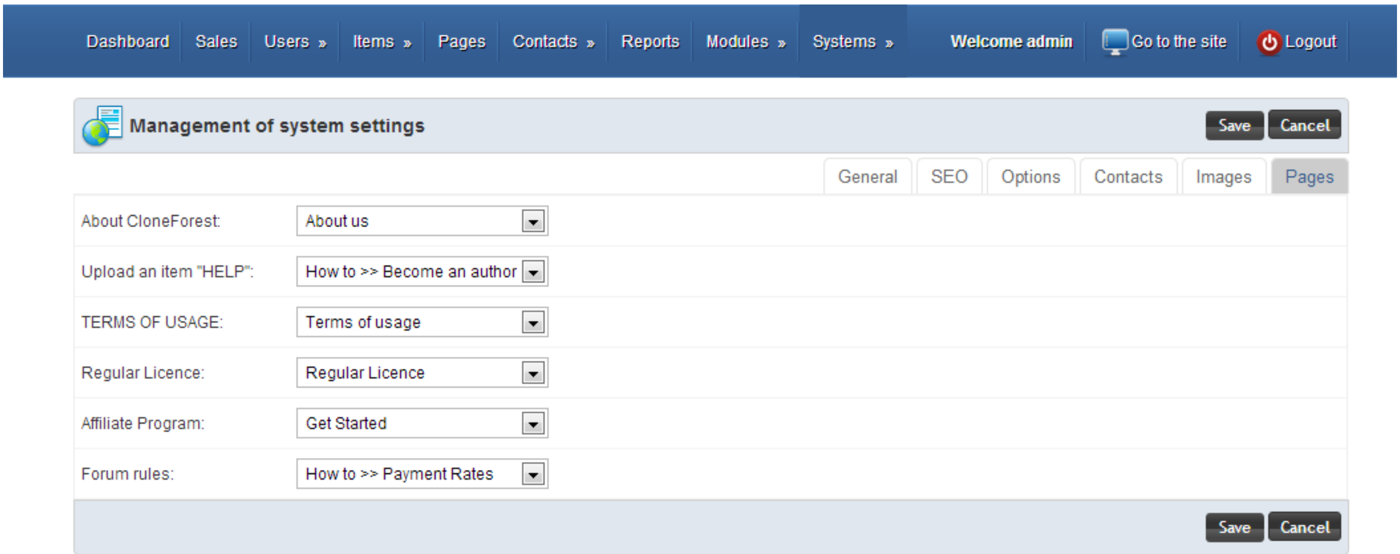
The next 4 parameters are settings for personal profile images.

- **User avatar size - in pixels (width * height)**
- **User small avatar size - in pixels (width * height)**
- **User profile photo size - in pixels (width * height)**
- **User public collection photo size - in pixels (width * height)**

Pages

Here you set the main informational pages in your website. You need to create the pages first (through the **Pages** interface) before you assign roles to each of them. As noted earlier you can create pages and subpages, and each of them can be assigned a role.

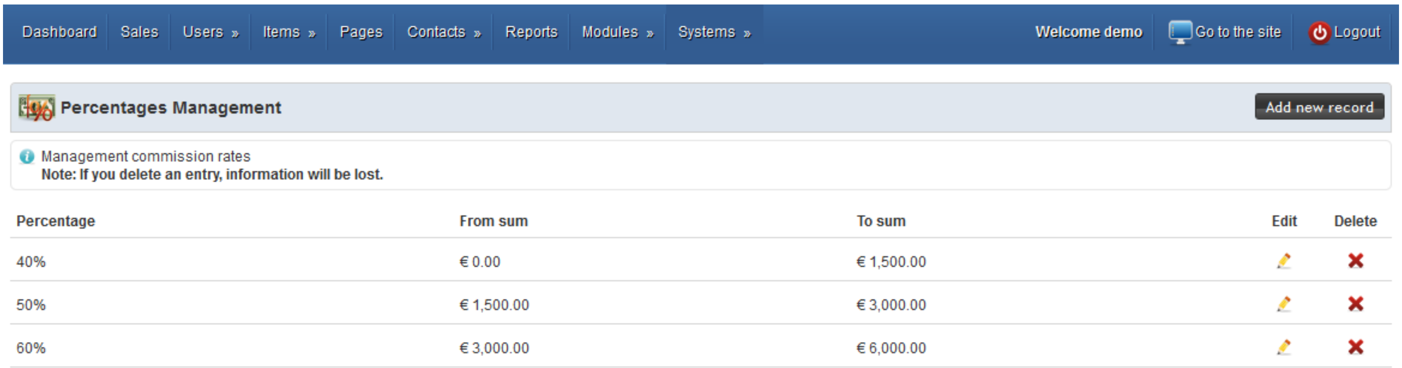
You will be able to select the corresponding page for each of the menu items from the drop down menu on the corresponding row. The menu contains ALL the pages created/preloaded – just pick which page corresponds to what link.



Click **Save** to update the pages, or **Cancel** to discard the changes.

Percentages manager

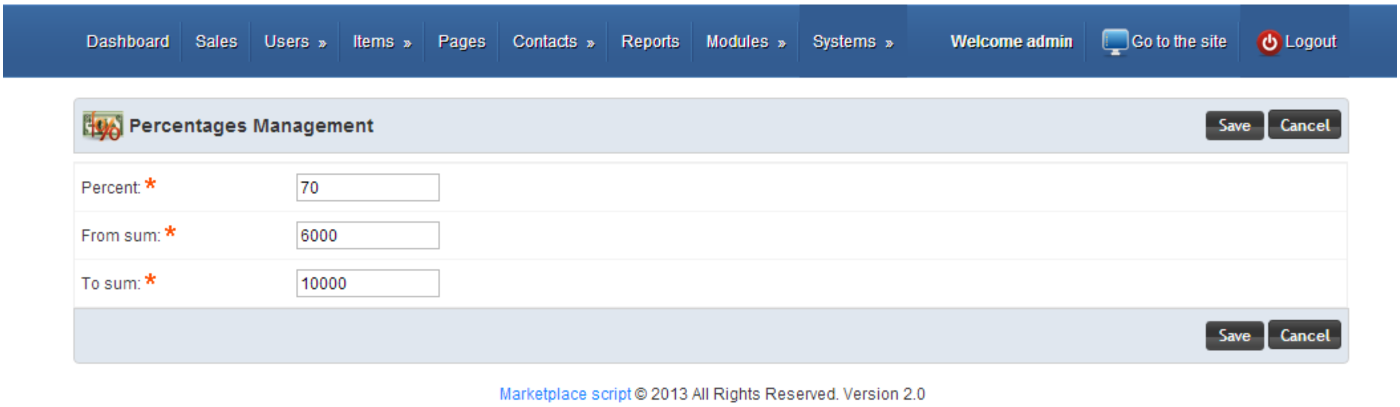
You can encourage your customers to more actively promote their product by setting higher commission percentages depending on the volume of sales made. This is where you manage the commission percentages.



The table contains the following columns:

- **Percentage** – the fraction of the price that goes back to the package author/uploader.
- **From sum** – minimal total sales amount for each user required for this commission to be awarded to the author/uploader.
- **To sum** – maximal total sales amount that awards this commission percentage.

Click **Add new record** to create a new commission percentage.

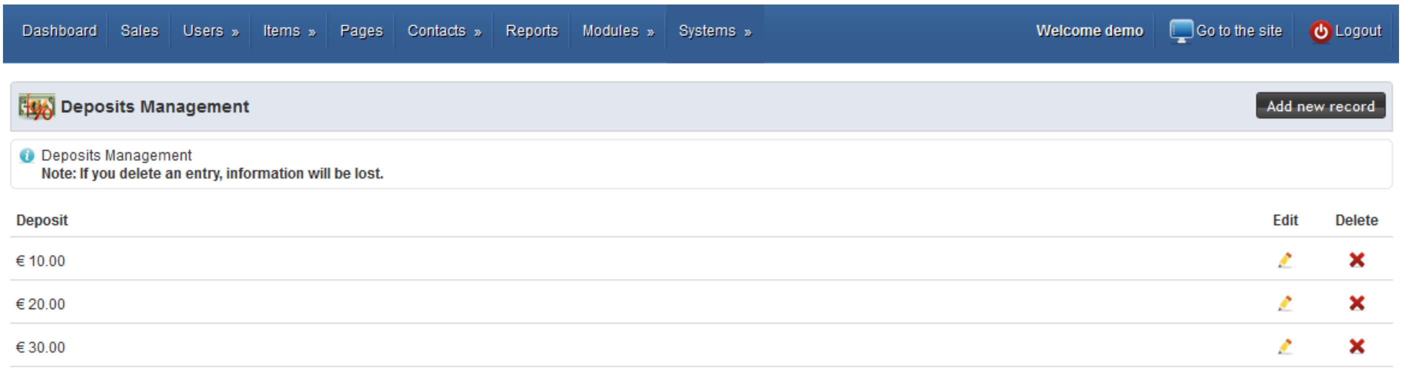


On the new page the three fields mentioned above will appear. You need to fill them in, and then click the **Save** button for the new percentage to be created.

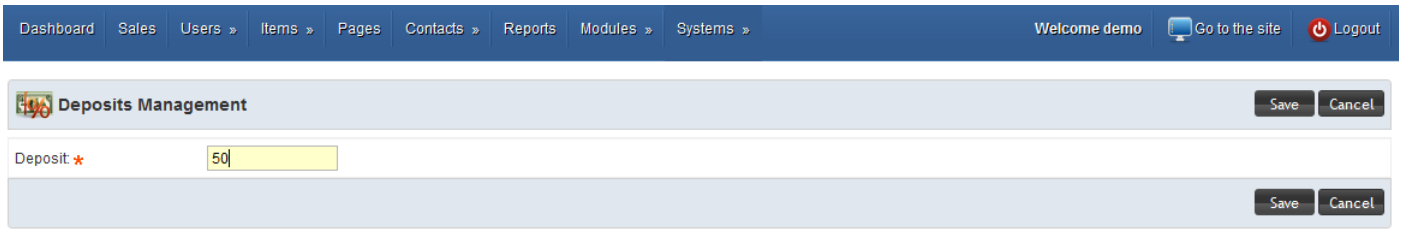
You can also update all three parameters for each existing commission percentage by clicking the **Edit** icon. As usual, please click **Save** to accept the changes made, or **Cancel** to discard them.

Deposits manager

The deposits are the pre-defined sums of money that any of your customers may pre-load his virtual account with. These can be used to purchase product of choice, and the users that prefer this option will receive a discount that you have already determined in the **System > Settings > General > Prepaid price discount** option.



Use **Add a new record** to create a new deposit value.

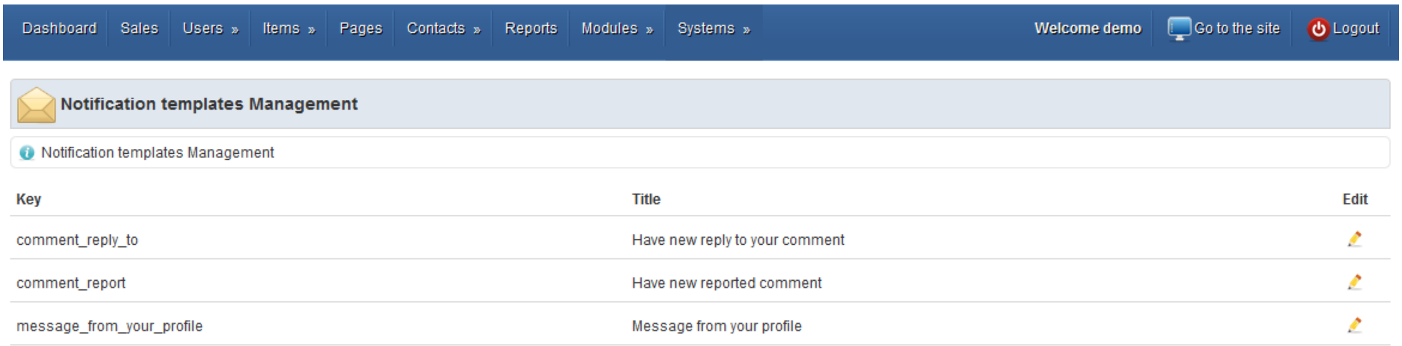


The value you are entering will be in the default currency of your store. Click **Save** to create the new deposit value.

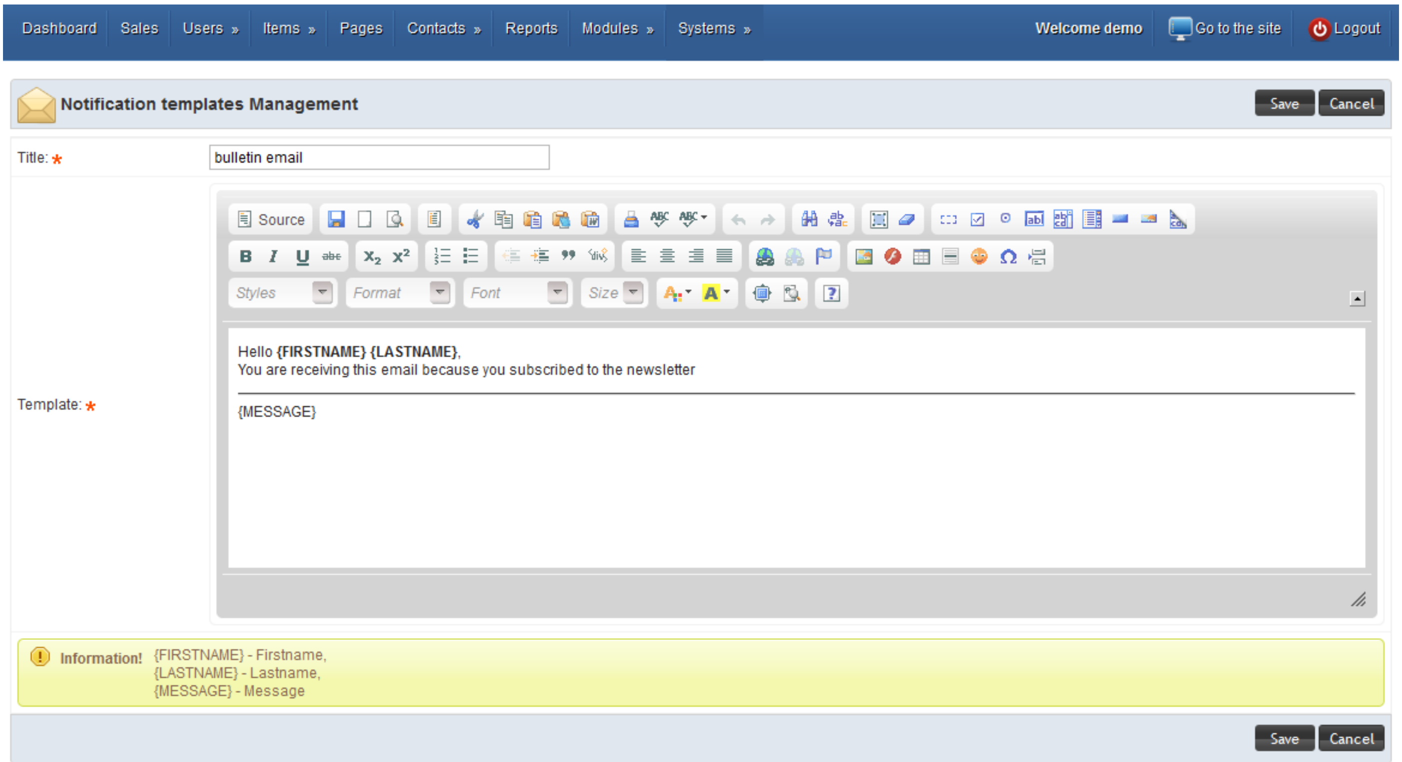
You can edit the existing deposit options at any time.

Notification templates manager

The users in your marketplace would appreciate if you keep them updated about certain events – e.g. their submission or update is approved, or if there are comments on their product's page. This is the place to create the templates for these notifications, as well as for the monthly newsletter.



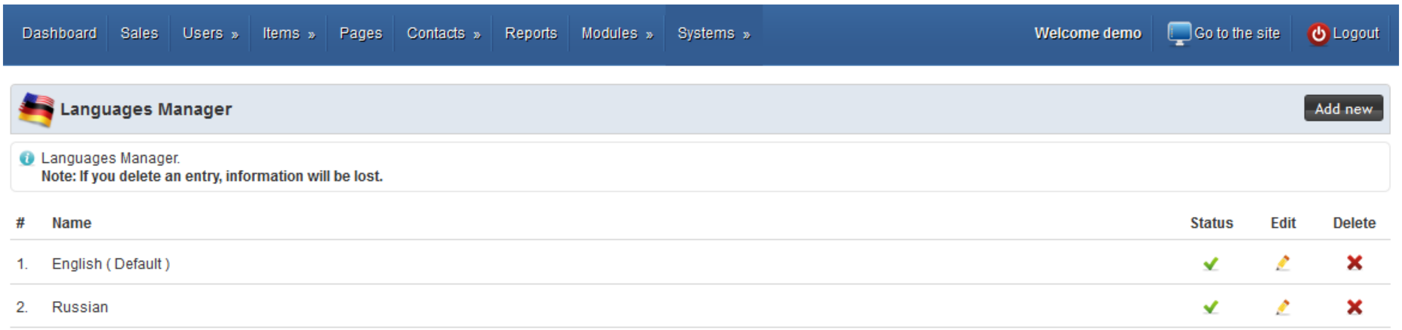
Click **the pencil icon** to edit a template.



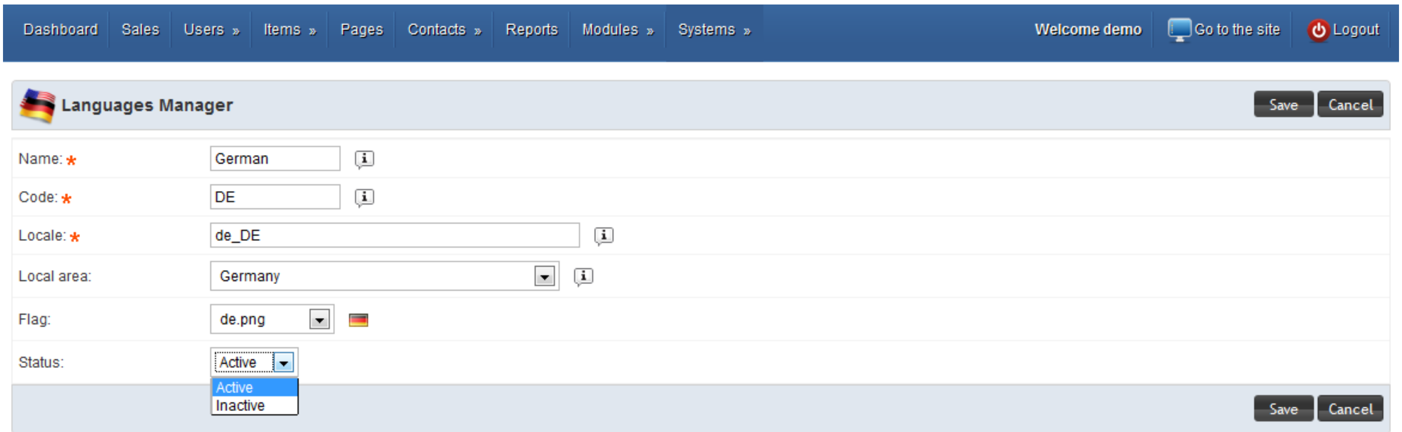
There are keys for the system variables at the bottom of each page. As always use **Save** to accept the changes made, or **Cancel** to discard the update.

Language manager

The tabs on this page allow you to update the texts on your website. Each of the languages has its own tab, and the administrative and the user interfaces have their own sub-tabs each (**admin** and **default**, respectively).



Use the **Add new** to insert an extra language for your store.



Name – what the language is called.

Code – the international ISO code for this language.

Locale - Locale is used to auto detect the language a customers browser is using. You can view the the different browser codes [here](). Must be comma separated.

Example:

en_US.UTF-8,en_US,en-gb,English

Local area – please choose a country from the dropdown list.

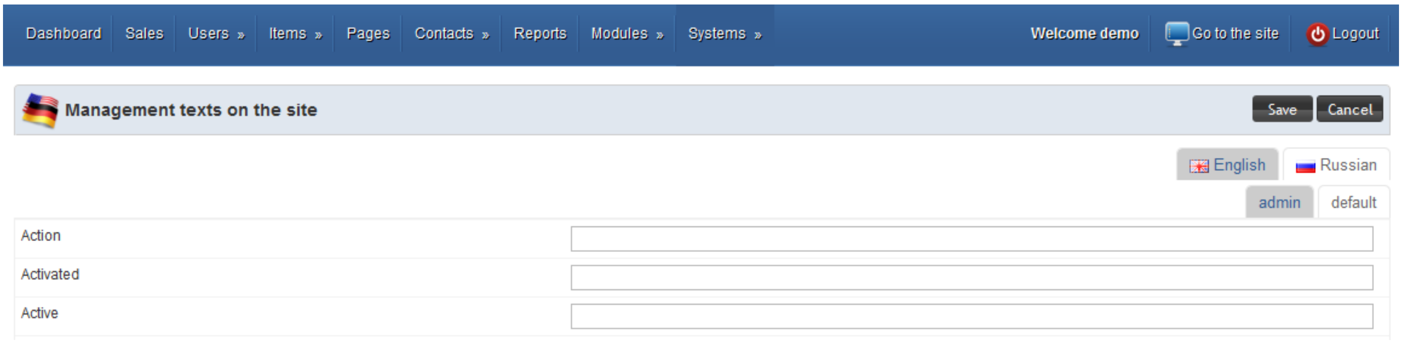
Flag – choose the flag for the language from the list.

Status – please set this to **Active** whenever you have the interface fully translated and ready to launch your site on it as well.

Don’t forget to click **Save** when done.

Translations manager

To change or translate a label/text in the interface on your website – please open the **Translations manager.**



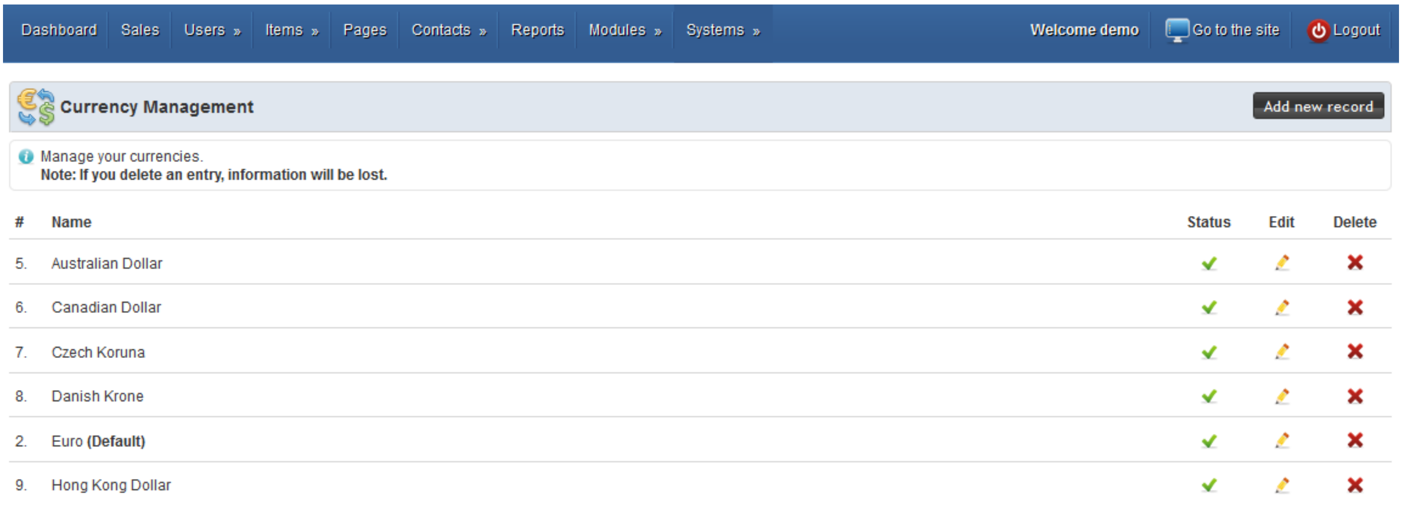
In this sample website there are two languages – English and Russian. You can see the language tabs in the upper right, just under the **Save** and **Cancel** buttons. Each translation is separate in two sub-tabs – one of them contains the texts for the administrative panel (**admin**), the other one – for the user interface (**default**).

Please locate the text that you would like to replace, and type the new text you would like to appear in the box on the respective row. To apply the change – click the **Save** button and then refresh the page the text is located on. If you don't want to update the text – please use the **Cancel** button.

To enter a translation in a different language – please select the language's tab. You will notice that the texts in the left column are in English. Just type in the translation in the respective boxes and click **Save** to apply. Visit the website, switch to your new language – the translation should already be there.

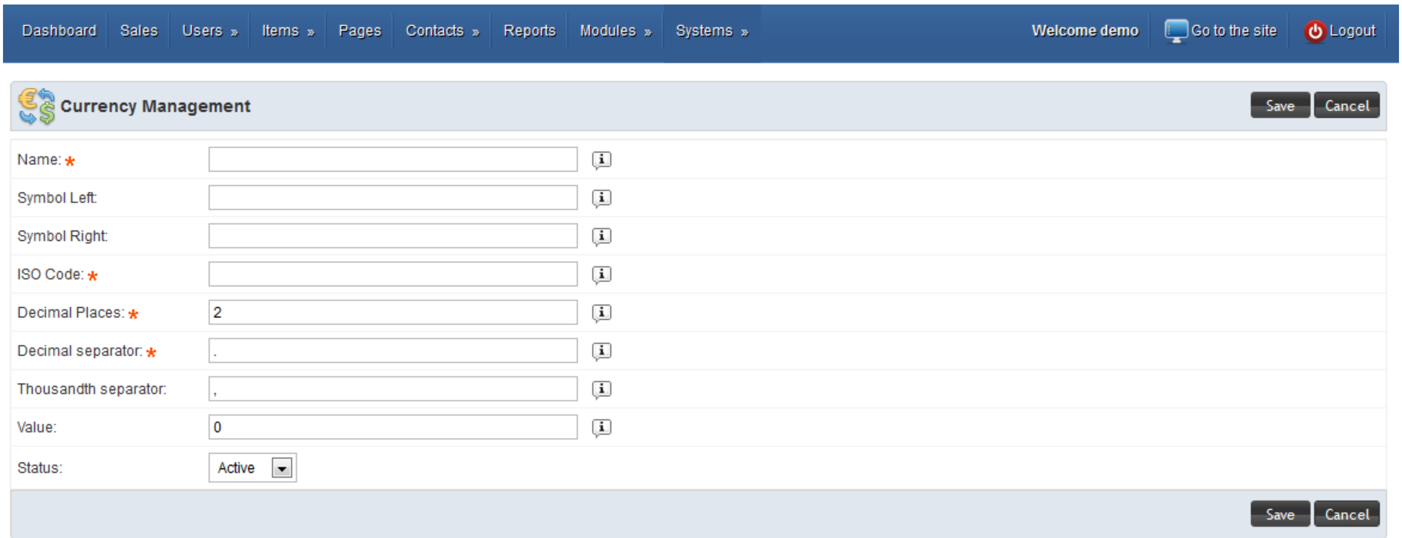
Currency manager

This is where all the currencies available are listed and you can control their ratio against the default currency. You can activate or deactivate currencies, add new ones or delete some.



The currencies are listed in alphabetical order according to their names. You can also see the status of each currency (whether they're active or not), as well as the **Edit** and **Delete** icons.

To create a new currency – please click the Add new record button in the upper right.



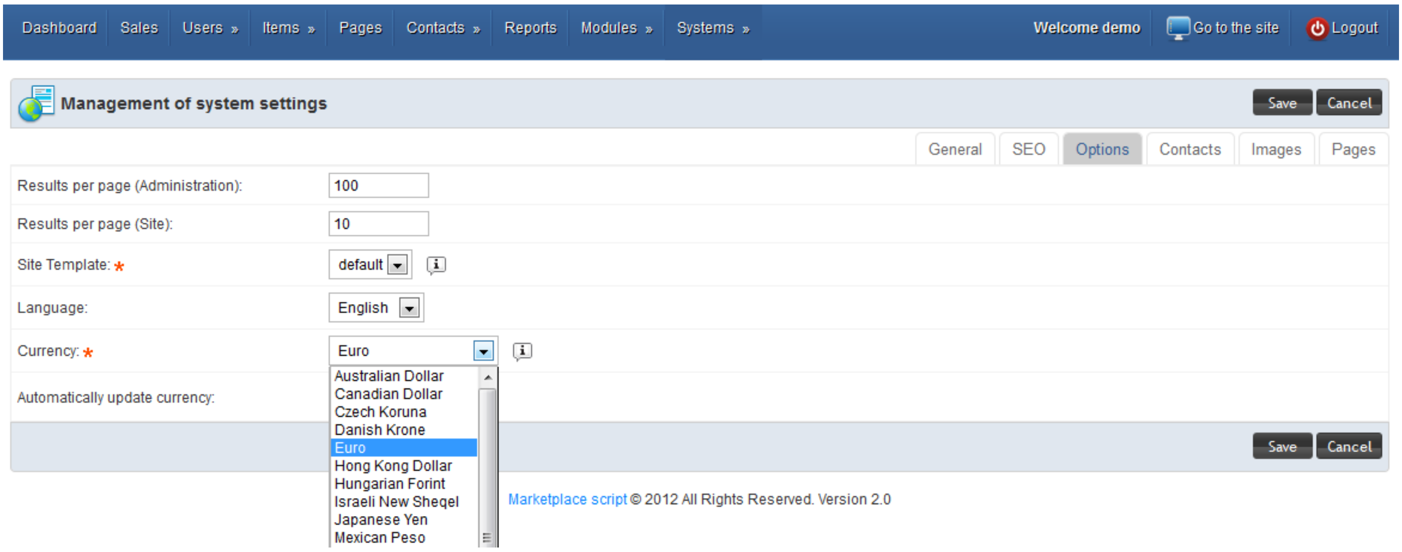
These are the fields you need to fill in and their meaning:

- **Name** – the full name of the currency, e.g. US Dollar.
- **Symbol Left** – use if you would like to have the currency code to the left of the amount shown, e.g. $30.
- **Symbol Right** – this will make the symbol show to the right of the amount displayed – e.g. 30$.
- **ISO Code** – three-letter currency code, e.g. USD.
- **Decimal Places** – number of decimal places after the decimal separator (usually 2).
- **Decimal separator** – the symbol that separates whole currency units from the fraction units.
- **Thousandth separator** – this symbol separates the thousands from the hundreds of currency units in the amount displayed.
- **Value** – this is the ratio related to the default currency.
- **Status** – shows whether the currency is active or unavailable.

Click **Save** to accept the changes, or **Cancel** to discard.

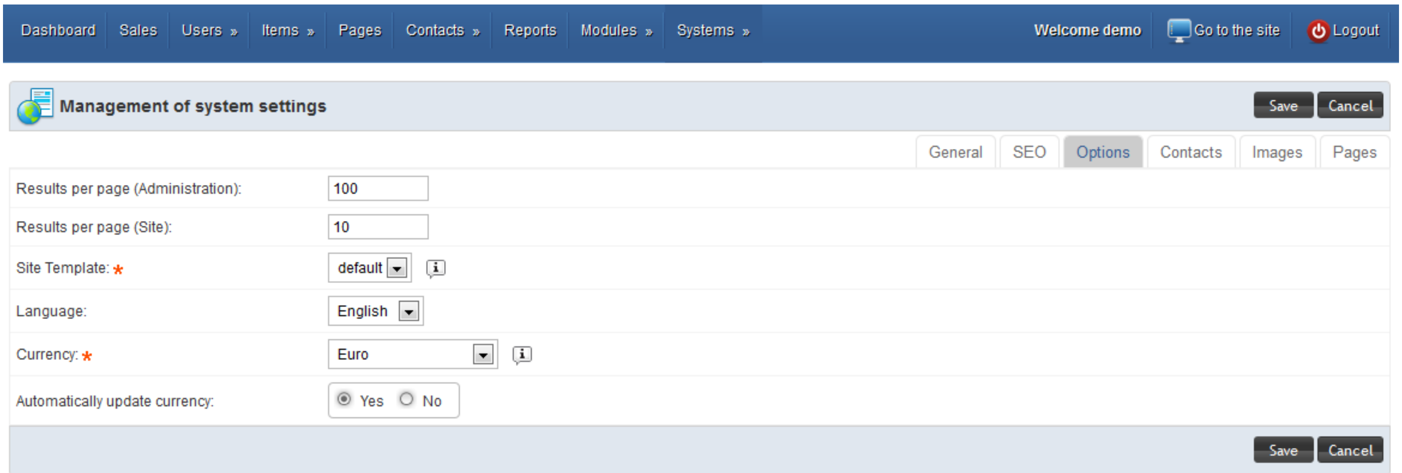
To edit an existing currency – please click the pencil icon. The interface for updating the currency will be the same as the creation one.

Note: the default currency for your store is determined in the **System > Settings > Options** > **Currency** option.



All the currencies available are listed in a drop down menu – just select the one you need and click **Save**.

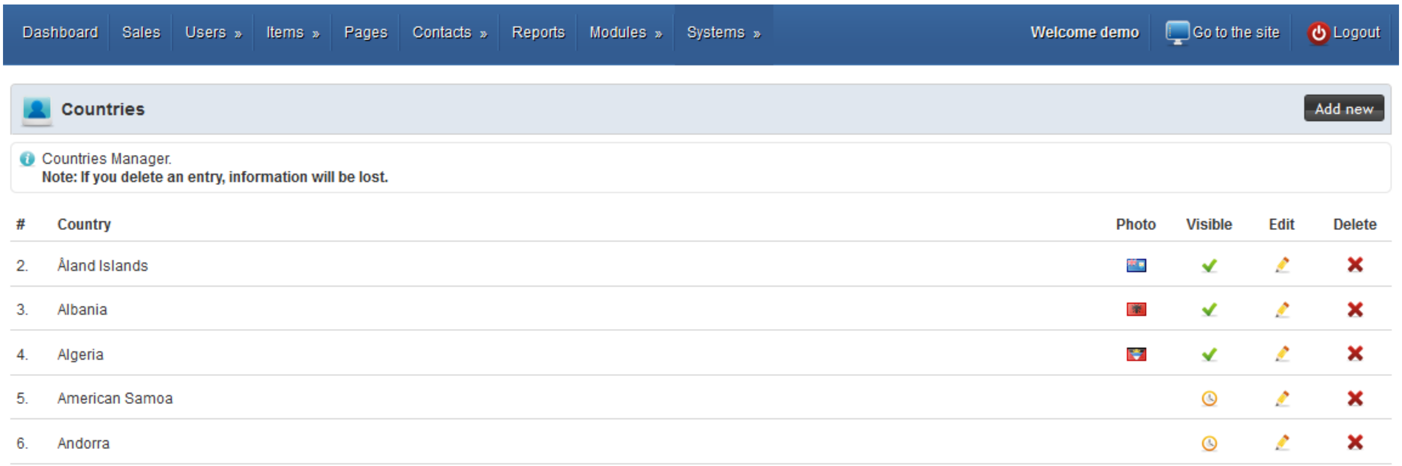
Note: the ratios will be set up and maintained automatically if you have selected to activate the built-in service from **System > Settings > Options** > **Automatically update currency**.



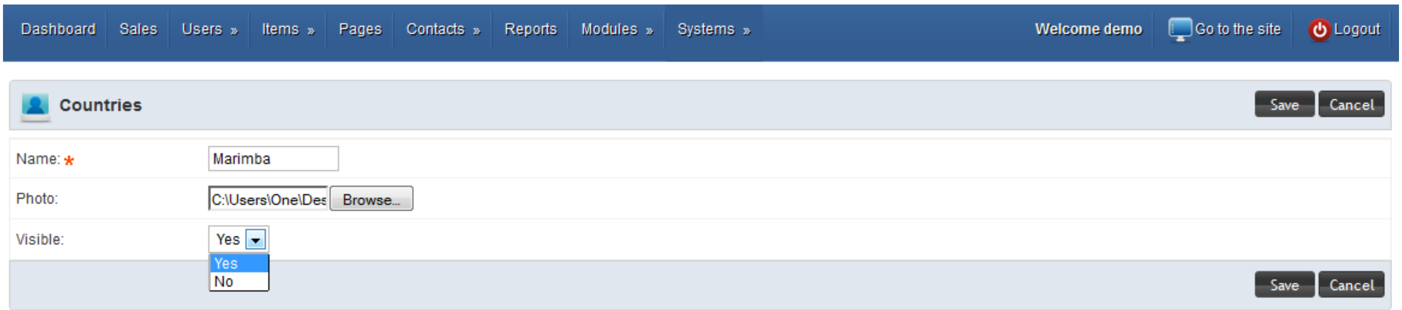
You will still need to fill in the three-letter **ISO Code** for all the currencies you want to use in your store in order for the service tow work properly.

Country Manager

The **Country manager** displays a list of all the countries that are available to your users. You can add and remove countries, edit the name and the flag image of each of them, make them visible or hide them.



Click **Add new** to create a new country.

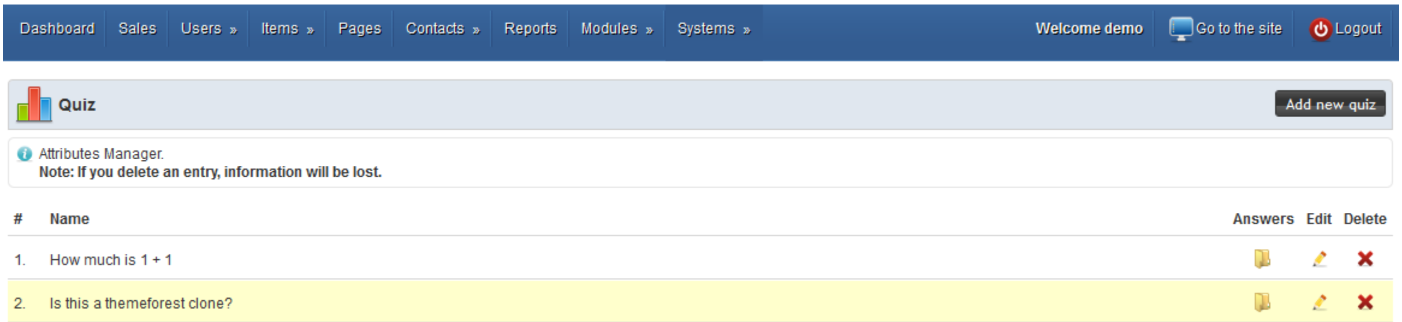


Type in the country name, choose an image of the flag to upload and determine the country's visibility. Hit Save to complete the process, or Cancel to return to the country list without adding a new country.

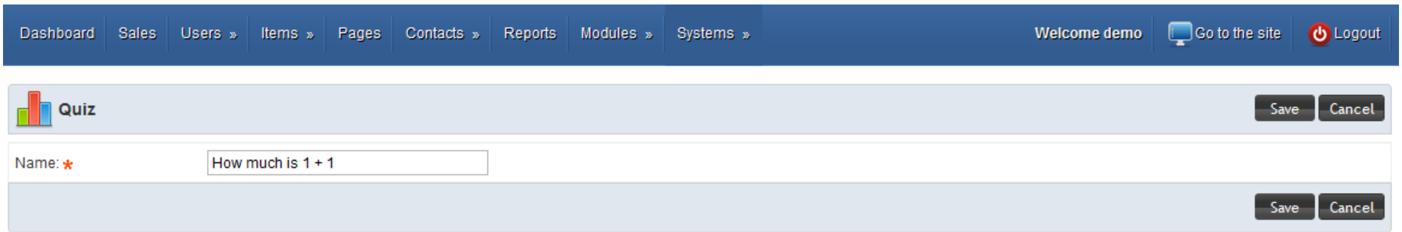
To edit a country from the list – please click on the pencil icon. You will be able to again update the country name, flag image and visibility.

Quiz questions manager

To become authors and be able to upload their packages, the members of your website must pass a short quiz with multiple choice questions. You can manage the questions and answers for the quiz through this interface.

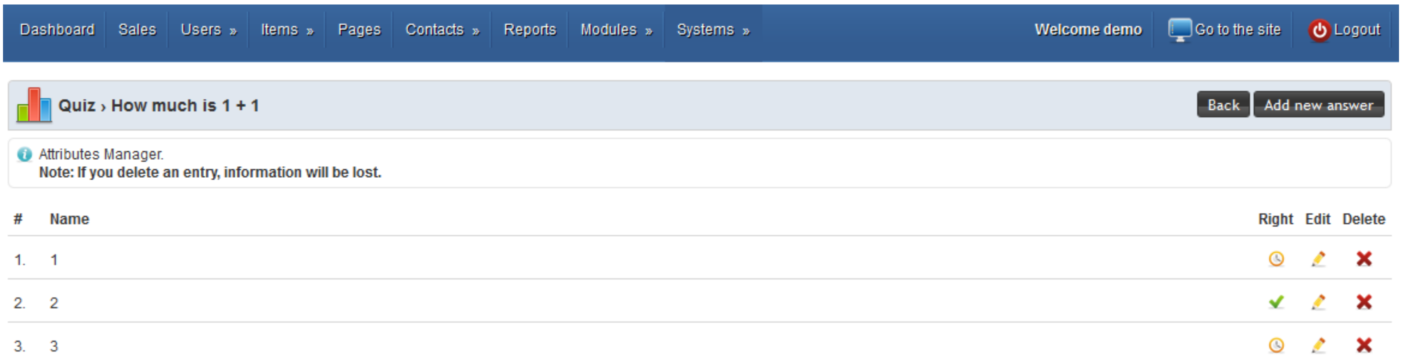


To create a question please click the **Add new** button.

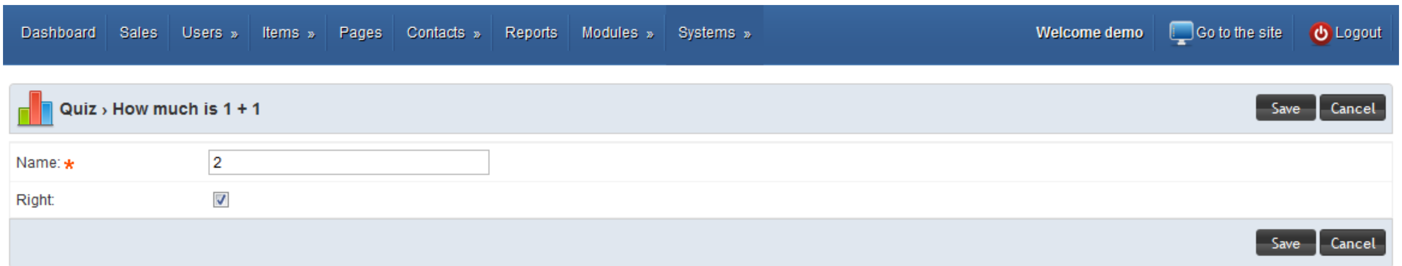


Enter the question in the text field provided and click **Save**. The new question is now on the list. You can edit the question using the same interface – just click the pencil icon on the respective row.

Time to create the answers and decide which of them will be the correct one. To add an answer – please click **the folder icon** on the same row as the question – you will be redirected to a new page.



Select **Add new answer** to create a new option.

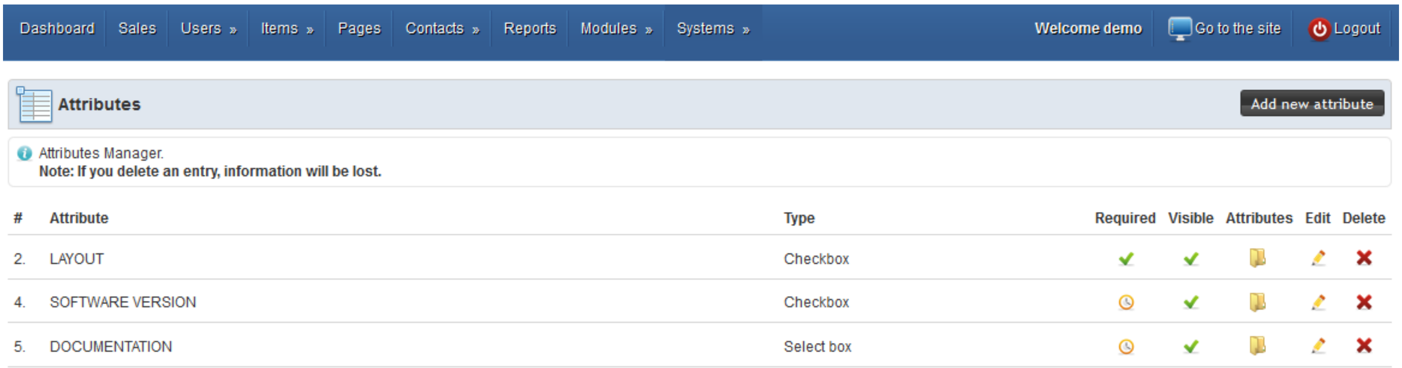


Enter the answer in the text box on the new page. If this is the correct answer – click the Right checkbox. Click **Save** to accept. You can edit the answers anytime by clicking the pencil button.

Note: there can only be **one** correct answer per question.

Attributes Manager

Depending on the type of product you are selling via your marketplace you will need to create attributes (product characteristics) that help the end users pick the best solutions for their needs.



Attribute – the name of the attribute created.

Type – shows what kind of selection for the attribute options will be available in the administrative interface.

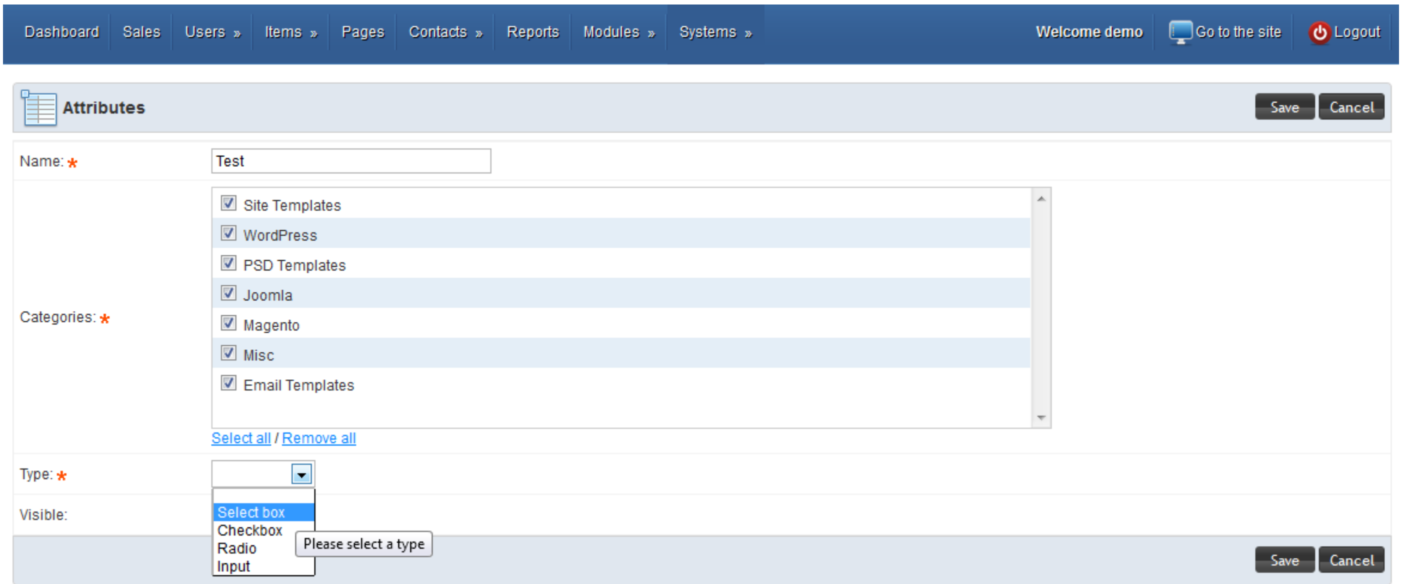
Required – denotes whether the user is required to fill in the attribute values (**green check icon**) or not.

Visible – whether the attribute is shown in the product listing (**green check icon**) or not.

Values – provides a link of the list of values for the attribute.

Next are the omnipresent **Edit** and **Delete** icons for each individual attribute.

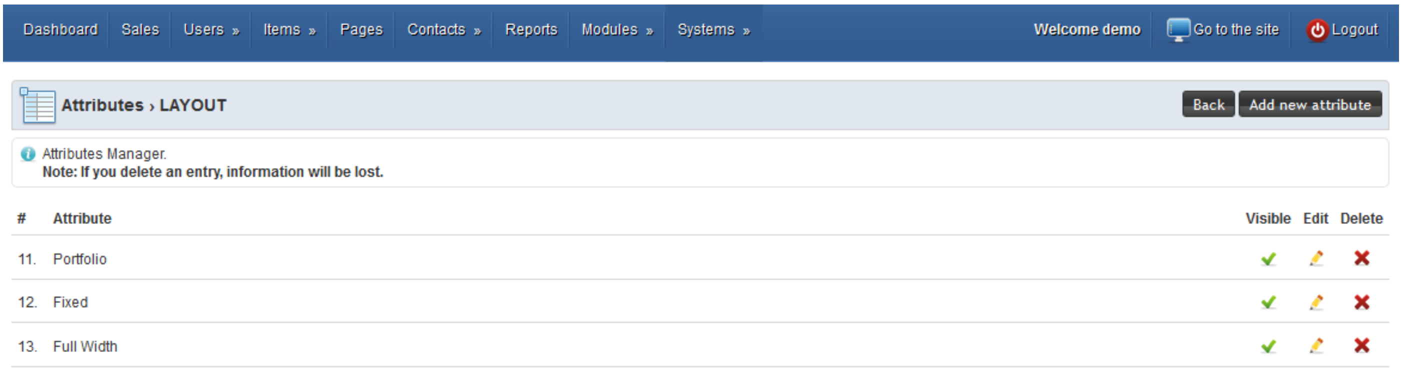
Create an attribute by clicking the **Add new** button.



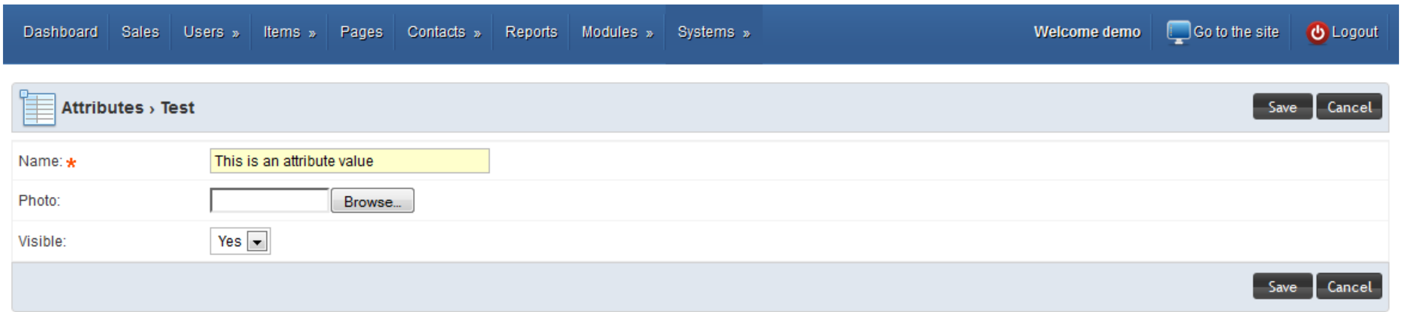
You will need to add the **attribute name**, and then **select the categories it will be available for**. Next, select the option input type and whether the attribute will be **visible** or not. Click **Save** to create the attribute. You will be taken back to the attribute listing.

To edit an attribute click the **pencil** icon.

To create **the values** for each of the attributes, please click the folder icon on the respective row. This is what you see for the **Layout** attribute:



The values are listed with their names and visibility. You can edit, delete or create new values for each attribute. Click the **Add new** button.

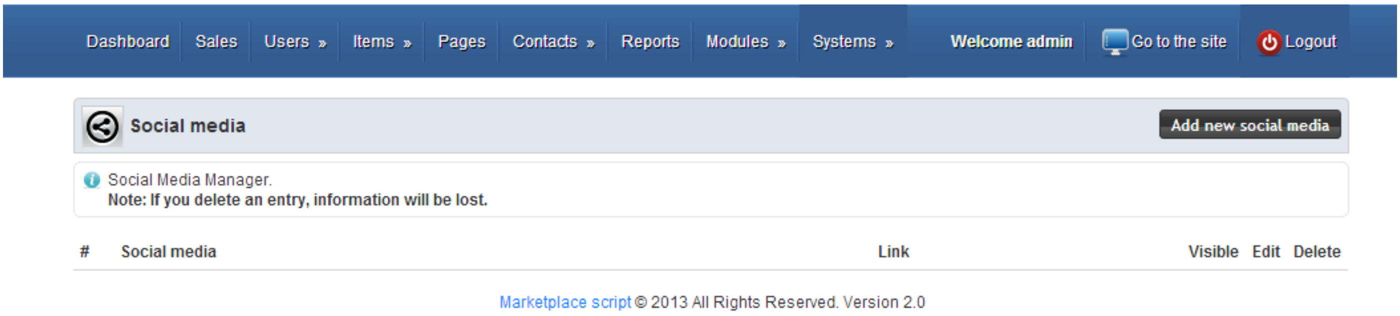


In the page that appears please type in the **name** of the value. You can also upload a **picture** to illustrate the option better, and change the value's **visibility**. When done – hit **Save**. That will take you back to the option list of the particular attribute.

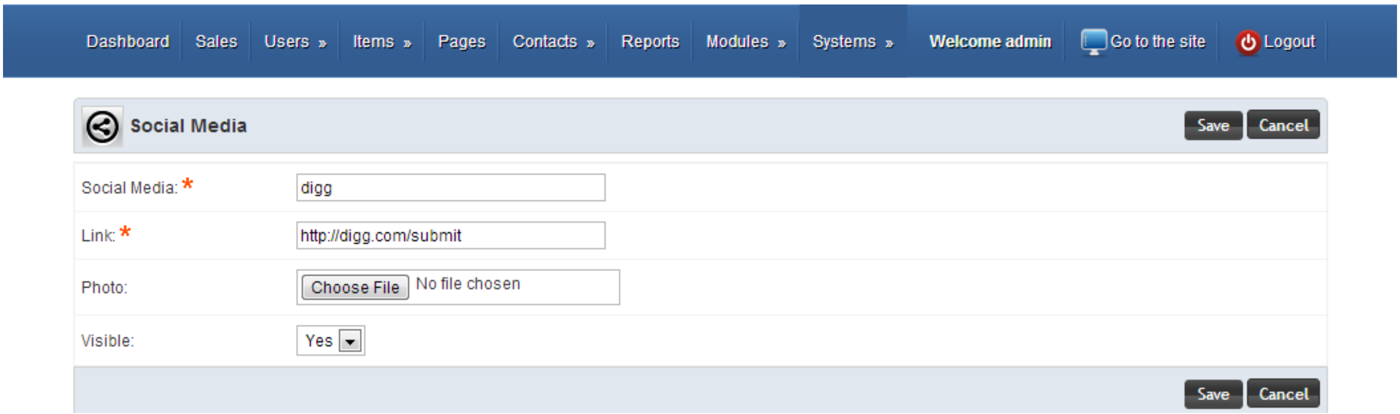
You can change any of the option's characteristics through editing it – this is done through the same interface as the creation – just click the **pencil** icon.

Social media

Here you can add various websites where your store can be shared by your visitors to become more popular.



Click the **Add new social media** button to add a website. Here's the interface:



Social media – the name of the website as it will appear in the footer of your website.

Link – the URL of the website.

Photo – website logo (uploads from your PC).

Visible – Yes/No option that displays or hides the link.

Click **Save** to create the link. All websites added via this interface will be displayed in the website's footer, just above the RSS feed link.