



# **Rocket Cart User Manual**

**Version 1.3**

**Rocket Cart 1.3.0 Pro Edition**

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## 1 Logging In

To login to the administration area of Rocket Cart, you will need an email address and password authenticated by Rocket Cart. Once you have these, you should:

- Open your browser window (Internet Explorer or Mozilla Firefox)
- Type in your Rocket Cart URL, for example, <http://rocketcart.avatar.co.nz/admin>
- Enter your Email Address (e.g. steph@avatar.co.nz)
- Enter your Password
- Click on 'Login'

If you have any problems logging into your Rocket Cart administration area, please contact us on 03 365 2336.

### 1.1 Forgotten passwords

If you have forgotten your password, you can have a new password sent to your email address.

- Simply click on 'Forgotten Your Password?'
- Enter your email address

After entering your email address, you will be sent instructions on how to have a new password created.

***Hint: If the email hasn't arrived and your email has spam-protection (e.g. hotmail, gmail, xtra), check it hasn't been flagged as a spam mail.***

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## 2 Getting Started

When you login to Rocket Cart, you will see either the introductory page for the Administration section or the last page you visited.

On the left hand navigation bar, you will see the following sections: Products, Orders, Reports, Content, Settings and User Manual.

### 2.1 Products

In the products section you can add / edit products and product categories and sub-categories. You can create 'Featured Products' (or specials) and add different sizes and colours for products should you need this facility.

- Products
- Deleted Products
- Categories
- Featured Products
- Product Options

View the ['Products'](#) section for more instructions.

### 2.2 Orders

In the orders section, you can check what orders you have received and once you have fulfilled orders, you can notify your customers that their order is on its way.

- Orders Awaiting Shipping
- Order History

View the ['Orders'](#) section for more instructions.

### 2.3 Reports

In the reports section, you can download or view reports for specific time periods, which show you specific data relating to your cart usage.

- Orders
- Products
- Customers

View the ['Reports'](#) section for more instructions.

## 2.4 Content

In the content section, you can add, edit or delete static pages. These pages may give your customer more information about your company. For example, you may wish to add content pages about your company history, terms and conditions, your privacy policy, your copyright policy and maintain a links page.

From 'Static Pages', you can:

- Add new pages
- Edit existing pages
- Delete pages

View the ['Content'](#) section for more instructions.

## 2.5 Settings

In the settings section, you can define shipping options, change application settings (such as your email addresses), add your payment module, and create default or alternative currency details for payments.

- Shipping zones
- Application settings
- Payment gateways
- Currencies

View the ['Settings'](#) section for more instructions.

## 2.6 User Manual

This is a link to the PDF version of the User Manual – the document you are reading now.

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## 3 Products

In the products administration area, you can add / edit products and product categories and sub-categories. You can create 'Featured Products' (or specials) and add options for products. On the menu, you will see the following sections:

- Products
- Deleted Products
- Categories
- Featured Products
- Product Options

### 3.1 Before Adding A New Product

- Check to see if there is a suitable product category available for the new product by viewing 'Categories'.
- If there is a suitable category, then proceed to 'Adding New Products' 3.3.
- If there is not a suitable category, proceed to 'Creating Product Categories' 3.2 to create either a main category or sub-category.

### 3.2 Creating Product Categories

First decide whether your product category is a main category or a sub-category of an existing category. Then follow the appropriate steps below:

#### 3.2.1 Creating a new main category

- In the box under the 'Create a New Category' heading, enter the name of your product category.
- If your product is a main category, leave the second box as 'top-level' and click 'Create'.
- Go to 'Setting up category details' 3.2.3

#### 3.2.2 Creating a new sub-category

- In the box under the 'Create a New Category' heading, enter the name of your product sub-category.
- Click on the arrow and view the drop down list. Click on the main category that your sub-category belongs to and click 'Create'.

### 3.2.3 Setting up category details

You will now see the 'Edit Category' page, including the following fields:

- Name:
- Path:
- Description:  
Search Engine Optimisation Options
- Page Title:
- Keywords (<meta>):
- Description (<meta>):

**Name:**

- Enter the name of your category or sub-category.

**Path:**

- The path is the URL for your category / sub-category page. The path is automatically generated by Rocket Cart and is designed to be search engine friendly.

**Description:**

- Enter text that will be viewed on your category / sub-category landing page by your shoppers. You can use the text editor (similar to a Word editor) to format the text with headings, sub-headings, bullet-pointed or numbered lists, bold, italicised and coloured text etc.

**Search Engine Optimisation Options**

**Page Title:**

- Enter a name for your category / sub-category.

Note: The page title is an important location for keywords phrases. If you want to enhance your catalogue with specific phrases, this is a location you should use. For example, if you are selling 'sheepskin slippers', you may decide to add a page title that is both specific and relevant to your market, such as "New Zealand Sheepskin Slippers".

To find the keyword phrases used by your target market on search engines, we suggest you use Google's Keyword Tool (which is freely available on the Internet). By adding a 'new zealand', 'nz' or local prefix (e.g. christchurch) you can refine your keywords, aim for keywords with less competition and promote your site towards a smaller, more targeted audience.

**Keywords (<meta>):**

- Add words that are relevant to your category / sub-category in this field.
- Start with geographic regions first (e.g. new zealand, nz, auckland, ellerslie) in lower case, with commas separating each word.
- Include pluralisations and misspellings and aim for about 250 characters (40-50 words) including spaces.



**Description (<meta>):**

- Aim to write two grammatically correct sentences, with up to 250 characters (40-50 words) including spaces. These sentences should encourage people to shop from your site.

The page description may be displayed on search engine results pages (SERPS) and is used by search engines and directories to help them index sites. In terms of search engine optimisation the page description is another very important location for keyword phrases. Typically, one or two “keyword phrases” relevant to the page are located in the page description.

### 3.3 Adding New Products

To add new products click on 'Products'. This leads you to a list of your products. From here you can add new products, find existing ones by their code, name, description or ID, view your products and edit product listings / display.

- To add a new product, click on 'Create a New Product'

You will see:

- Product Code:
- Name:
- Description:
- Price:
- Discount:
- Weight:
- Available:
- Categories:
- Image:
- Search Engine Optimisation Options

**Product Code:**

- Enter the product code (this should be a unique number clearly identifying your product for you and your reports).

**Name:**

- Enter the product name.

The product name is very important as Rocket Cart will use it as your main page heading (your H1) and your page title. As both of these locations help search engines to index your page, *you may want to consider* giving your product name a keyword rich slant and make it very specific.

For example, if you are offering a Lanolin night cream weighing 250g, rather than calling your product name simply 'Lanolin 250g', you could call your product 'New Zealand Lanolin Night Cream'.

***Hint: Make sure you are consistent with the way you type in your products. Are you using lower-case or Title Case for example?***

**Description:**

- Enter details about your product that will really convince people to buy from you (This may include your sales speak, materials, washing instructions, guarantees, warranties etc.)
- Format your description text (see 'Formatting Page Text' 6.3) to make this page look as attractive as possible. Remember, the product name will already be formatted as the H1 (main heading).

**Price:**

- Enter the product price.

**Discount:**

- Enter any discounts on the product price, either as a percentage or dollar value.

**Weight:**

- Enter the product weight in kilograms.

**Available:**

- If the product is currently available, make sure there is a tick in the box to the right.

If this is unchecked, the product will appear as currently unavailable, so remember to update this section of the site accordingly.

**Categories:**

- Select the appropriate category or sub-category for your new product.

**Image:**

- To add an image of your new product, click on the 'Browse' button to the right of the box. (Images should be in jpeg, gif or png formats)
- Click through to the location on your computer where your image file is stored.
- When you have found your image, click on the image and click 'Open'.
- This will automatically upload your image into Rocket Cart.
- Click 'Save' to save all of your changes.

**Search Engine Optimisation Options:**

- Enter information to help search engines index your shop. For more instructions, please refer to Search Engine Optimisation.

**Note: If you do not fill out essential fields (such as product code and product name) Rocket Cart will ask you to complete these details.**

### 3.4 Product Options

You can also add 'Size', 'Colour', or any other options to your product, as applicable. Options must first be set up and available via 'Product Options'. If your option or values for your option are not already in the 'Product Options' area, you will need to amend create options or add values before assigning them to a particular product.

#### 3.4.1 Adding product options

- First, click on 'Products'.
- Choose which product you wish to add options to.
- Then click 'Edit' on the right of that product name.
- Select the option you wish to add or edit. If a product option is not available, you will need to [Create a New Product Option](#).
- Select the values you wish to 'Show' or 'Hide' for that particular option.
- You can also choose to delete any assigned options, by clicking on 'Delete'.

#### 3.4.2 Creating a new product option

- To change existing options or create a new product option, click on 'Product Options' within the Products tab.
- Specify its name at the top of the page under the 'Create a New Option' heading, and click the 'Create' button.

The types are:

- **Drop-Down List**
  - Choose this type for an option that a product can only have one of (e.g. sizes for a shirt), and which you want the user to chose from a drop-down list.
- **Multiple Buy-Line**
  - For an option which a product can only have one of. This type will make Rocket Cart draw a separate 'Buy Now' line for each value the option has. So if you were to put 'Colour' here with 'Red', 'Green' and 'Blue' as option values, Rocket Cart would draw 3 call to action 'Add to Cart' lines, one for each colour.
- **Multiple Checkboxes**
  - For an option which a product can have multiple of (e.g. optional extras for a car). Rocket Cart will draw a checkbox for each option value, and users can tick any number of the option's values.
- **Multiple Select Box**
  - For an option which a product can have multiple of, but with Rocket Cart drawing a select-box (rather than checkboxes) in which people can choose more than one option.

- **Radio Buttons**

- For an option which a product can only have one of, and where you want the user to be able to see all the option values all the time. Rocket Cart will draw a set of radio buttons for this option.

- **Single Checkbox**

- For an option with only one value, which is either chosen or not (e.g. gift-wrapped for a present). Rocket Cart will draw a single checkbox for the user to choose this option with.

- **Text**

- For an option where you want the user to be able to add their own text (e.g. message for a card). Rocket Cart will draw a text entry box into which users can type anything.

### 3.4.3 Adding values to a product option

Once you have created an option, you can add different values to it (unless it's a 'Single Checkbox' or 'Text' type).

- To do so, bring up the option editor with the [+] button to the left of the option's name. You will notice the following areas down the left side of the option editor:
  - The name of the option
  - An optional comment field for the option (used to help you tell options apart, if you have to give them similar or identical names)
  - A preview of how the option will look on the Web site
  - The option values editor
  - The 'Add a New Option Value' editor
- Enter a name for your option value in the 'Name' box down the bottom of the option editor. If this option value changes the price and/or weight of your product, you can enter the extra cost or weight in the boxes to the right.
- Click on the 'Add' button once you're happy with that option value. This will add that value to the option - users looking at a product with this option will now be able to select this value.
- Click on 'Save' to save your changes. If successful, you will see a message saying, 'Option successfully saved'.

### 3.4.4 Editing product option values

Once you have added a set of values to the option, you can edit the order they appear in, delete values you don't want anymore, set one value as the default value and edit the extra cost/weight associated with each value.

- To change a value for an option, enter the new name, extra cost or weight into the appropriate boxes and hit the 'Save' button at the bottom.

- To change the order of the values, you can use the 'Move Up' and 'Move Down' buttons to the right.
- You can remove a value you don't want any more with the 'Delete' button on the right.
- Clicking the 'Default' link to the far right will make the corresponding value be the first value selected when customers look at products that use this option.

### 3.4.5 Dealing with lots of product options

You may need more than one option with the same name, or you may need more than one product with the same option, but different option values.

For example, you may have a t-shirt with 'Size' option values of 'XL', 'L' and 'M', but have a pair of shorts with 'size' option values of 'L', 'M' and 'S'. Furthermore, the 'L' option for a t-shirt may only increase the price by \$5, while the 'L' option for the shorts may increase the price by \$10.

In situations such as this, it is best to create two 'Size' options, one for your t-shirts and one for your shorts. **Because they're both called 'Size', and have similar option values, give them different comments, so you can tell them apart.**

### 3.4.6 Deleting a product option

To remove an option you no longer want, click the 'Delete' link next to its name.

## 3.5 Editing Products

- When you click on 'Products', you will see a list of all the products in your shop.
- If you click on 'View' you will see the product page as displayed to shoppers. It includes the product name, description and price and offers options to shoppers such as quantity and 'add to cart'.
- If you want to edit any of these details, return to the product list and click on button on the right of the product name, 'Edit'.

You will now see the *Product Details page*

- Product Code:
- Name:
- Description:
- Price: (NZ)
- Discount:
- Weight:
- Available:
- Categories:

- Image:
- Search Engine Optimisation Options
- Product Options:
- Make your changes to the product details page as required and **hit 'Save' to save your updates.**

### 3.6 Creating Featured Products

Featured products appear at the top of selected categories of Rocket Cart (Pro Edition only). They appear in rotation depending on the weighting you assign them.

- To view your featured products, click on 'Featured Products' under the Products tab on the left hand navigation.
- To create a new featured product, click on 'Create a New Featured Product'.

You will see the following fields:

- Product Code:
- Product:
- Base Price:
- Discount:
- Description:
- Category:
- Weighting:
- Featured Until:

#### Product Code:

- Enter the product code (this can be a unique number clearly identifying your product as a featured product for you and your reports).

#### Product:

- Enter the product name.

#### Base Price:

- Enter the price of your product. If you leave this at \$0.00, the product will be featured with its original price of the product. If you wish to make this a 'Specials' price, enter the new price here.

#### Discount:

- Enter the amount of discount offered, if applicable. You can choose between a percentage or dollar value.

**Description:**

- Enter a few sentences about your offer that will really convince people to buy your featured product.
- Format your description text (see 6.3) to make this page look as attractive as possible.

**Category:**

- Select the appropriate category for your featured product.

**Weighting:**

- Give your featured product a weighting. You can choose on a scale whether a featured product shows more or less often.

**Featured Until:**

- Choose the date to which you want your featured product to display by clicking on the calendar button.

**Remember to save all of your changes by clicking on 'Save'.**

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## 4 Orders

In the orders section, you can check what orders you have received and once you have fulfilled orders, you can notify your customers that their order is on its way.

- Orders Awaiting Shipping
- Order History

**Hint:** You should visit the Orders Awaiting Shipping page as soon as an order has been processed, to let your customers know you've shipped their order.

### 4.1 Viewing Pending Orders

- To view pending orders, click on 'Orders Awaiting Shipping' underneath 'Orders'.
- This page will let you know which orders are waiting to be shipped. If you have shipped orders, **you will need to update this page accordingly.**
- When an order is marked as shipped, a shipping notification email will be sent automatically to your customer.

### 4.2 Viewing Order History

- To view your order history, click on 'Order History' underneath 'Orders'.

You will view details for all the orders found including:

- Order number
- Date and time the order was placed
- Customer name
- Total sale
- Status of order

You can change and update the status of each individual order and manage your orders according to your shopping policy. You can choose to mark each one as either: Complete, Awaiting shipping, In progress or Failed.

#### 4.2.1 Changing the status of an order

- Select the order you want to change the status for by clicking in the tick box on the left hand side of the order details.
- From the drop down list, select the status you want to assign to the order.
- Click on 'Save' to save your update.

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## 5 Reports

In the reports section, you can download and view reports for specific time periods, which show you specific data relating to your shop:

- Orders
- Products
- Customers

### 5.1 Viewing Orders Information

- To view information about your orders for a specific period, click on 'Orders'.
- Select the time frame you wish to review using the drop downs.

If you click on 'Download' you will now be offered the choice of saving or opening the report (which is generated as an Excel spreadsheet). If you click on 'View Below', the selected orders will be displayed immediately below.

The report will show you:

- Dates to which the data relates
- ID: *Order ID number*
- Date: *Date of order*
- User: *User (customer) name*
- Country: *Country from where the order has come from*
- Items: *Items ordered*
- Total: *Total value of order*

### 5.2 Viewing Product Sales

- To view information about your product sales, click on 'Products'.
- Select the time frame you wish to review using the calendar buttons.
- Select which product category you wish to review.
- If you wish to select specific or multiple product categories, hold down the CONTROL key and click on the categories you want to view sales for.
- If you wish to view all product sales, do not select any categories.

As above, if you click on 'Download' you will now be offered the choice of saving or opening the report (which is generated as an Excel spreadsheet). If you click on 'View Below', the selected orders will be displayed immediately below.

The report will show you:

- Dates to which the data relates

- Categories to which the data relates
- ID: *Order ID number*
- Code: *Product code*
- Units: *Number of units sold*
- Price: *Price*
- Total: *Total sales*

### 5.3 Viewing Customer Information

- To view information about your customers, click on 'Customers'.
- Click on 'Download' or 'View Download'.

Again, if you click on 'Download' you will now be offered the choice of saving or opening the report (which is generated as an Excel spreadsheet). If you click on 'View Below', the selected orders will be displayed immediately below.

The report will show you:

- ID: *Customer ID*
- Name: *Customer name*
- Email: *Customer's email address*
- Orders: *Number of orders placed*
- Items: *Number of items ordered*
- Total: *Total value of their orders placed*

***Hint:*** This information is invaluable when you are creating a mailing list. You can view our more information about email marketing using Rocket Mailing at:

<http://www.rocketmailing.com/>

**It is highly advisable to state on your Web site (on a privacy policy for example) whether or not you will use people's email addresses for promotional mailings. Non-permission based emailing may be regarded as spam.**

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## 6 Content

Static pages can be used to give your customer more information about your company, your history, your terms and conditions, privacy policy, site disclaimer, services and products etc.

If you are using Rocket Cart as a plug-in to an existing Web site, you may not need to create many static pages to help promote your Web site. However, if you are using Rocket Cart as your 'whole' Web site, creating static content pages can also be beneficial in helping to establish coverage with search engines for your Web site. Search engines like content rich pages, so it's a good idea to spend some time creating static pages that have interesting and useful content on them.

***Hint: Do not forget to fill in the optimisation tags provided throughout your Rocket Cart shop – they are extremely important to search engines.***

- To administrate static pages, click on 'Static Pages' on the left hand navigation bar.

The first page you will see shows all the static pages you have created in Rocket Cart.

- Name
- Path
- View
- Edit

### 6.1 Deleting Static Pages

If you wish to delete a static page, select the page via the appropriate checkbox and clicking delete. Rocket Cart will ask you to confirm if this is the page you want to delete.

***Hint: If you delete any static pages, check your other pages to see if they were linking to the deleted page. You will have to edit the link on these pages to ensure that users are not clicking through to an empty area.***

### 6.2 Adding New Static Pages

- Click on 'Create a New Static Page'.

You are now on the 'edit static page' page, and you will see the following fields:

- Name:
- Path:
- Body:
- Search Engine Optimisation Options

No knowledge of HTML is required, but you must follow instructions carefully to ensure page formatting is consistent, links between pages are created correctly and links to old / new pages are kept intact.

By following the instructions below for each field, you will be able to create a new static content page for your Rocket Cart shop.

**Name:**

- In the box to the right of 'Name', enter the page name.
- For example, for a page about your copyright policy, your page name may simply be 'Copyright' (or you may choose to use keyword phrases specific to that page content).

**Path:**

- In the box to the right of Path, enter the path or folder names, where you are going to locate the page.
- You may want to keep all of your pages in an 'About' folder (i.e. `‘/about/new-page’`)
- This needs to be entered in this particular format: `‘/about/new-page’`. **The folder name is preceded by a slash; the page name where it is made up of multiple words is separated by hyphens.**

**Body:**

- In the box to the right of Body, enter the page text. Refer to 'Formatting Page Text' 6.3 for advice on how to format your page text.
- **You need to click on 'Save Changes' to keep the changes you have made to your page.** This will return you to the main static pages area. To add / edit the search engine optimisation options, click on 'Edit'.

**Page Title:**

The page title is viewed at the top of a browser window. In terms of search engine optimisation, the page title is a very important location for keyword phrases.

- Typically, a 'Keyword Phrase' is located in the page title. For example, if your page is about 'Sheepskin Slippers', your page title may be 'New Zealand Sheepskin Slippers' or another appropriate keyword phrase.
- To find the keyword phrases used by your target market on search engines, we suggest you use Google's Keyword Tool (which is freely available on the Internet). By adding a 'new zealand', 'nz' or local prefix (e.g. Christchurch) you can refine your keywords, aim for keywords with less competition and promote your site towards a smaller, more targeted audience.
- Aim for a maximum of around 65 characters (about 12 words) including spaces.

**Keywords (<meta>):**

- Add words that are relevant to your page in this field. Start with geographic regions first (e.g. new zealand, nz, auckland, ellerslie) in lower case, with commas separating each word. Include pluralisations and misspellings and aim for about 250 characters (40-50 words) including spaces.

**Description (<meta>):**

The page description may be displayed on search engine results pages (SERPS) and is used by search engines and directories to help them index sites. In terms of search engine optimisation the page description is another very important location for keyword phrases. Typically, one or two “Keyword Phrases” relevant to the page are located in the page description.

- Aim to write two grammatically correct sentences, with up to 250 characters (40-50 words) including spaces.
- **Click on 'Save Changes' to save your work.**
- *Note:* Your saved page is live instantly (but as yet, there are no links pointing to it from other sections of your Web site, so it is not viewable).
- Double-check the page, by clicking on 'View'.
- Use the back button (usually a big green arrow) in the browser to go back to the admin section.
- **You need to click on 'Save Changes' to keep the changes you have made to your page.**

**6.3 Formatting Page Text**

You can format all of your page text using the editor provided in Rocket Cart.

**6.3.1 WYSIWYG editor (What You See Is What You Get)**

- What you see in the text area is what will display on your shop page. You can find out what all of the buttons in the editor mean by hovering over them with your mouse.
- Try finding the key formatting buttons: bold, italic, unordered lists (bullet points), ordered lists (numbered), headings and paragraph text styles (under format drop down) and insert / edit links (picture of chain links).

**6.4 Creating Links**

To create links between pages and sections of your shop, **you first need to know the path of the pages/ sections** you are linking to.

- View pages/ sections either through your browser or pages via your list of 'Static Pages'.
- In the text area of your WYSIWYG editor, using your mouse, highlight the text you wish to become the linking text (or hyperlink text).
- Click on the link button.
- You then see a link dialogue box. Enter the path or URL of the page you wish to link to in the 'Link URL' field (box).
- If you wish to give your link a description, e.g. text that will be seen when someone hovers over the link with their mouse, you can add text into the 'Title' field.

- In the 'Target' field, you can choose how the new Web page will open when link text is clicked. Typically, the default, 'Opens in this window' is used. However, if you wish a Web page to 'Open in a *New Window*', you must select this option.
- Click 'Insert' to save the link you have created.

***Hint: If you delete any static pages, check your other pages/ sections of your shop to see if they were linking to the deleted page. You will have to edit the link on these pages to ensure that users are not clicking through to an empty area.***

*The maximum number of pages you can create depends on the edition of Rocket Cart you are leasing.*

## 6.5 Deleting Links

- To delete or edit links that you have created, highlight the link text with your mouse.
- Click on the button showing a broken link.
- The link will now be removed.

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## 7 Search Engine Optimisation

Rocket Cart was designed to be search engine friendly, which means that it enables certain page content and elements that search engines like to be included and created in the shop, such as search engine friendly URLs, unique page titles, descriptions, headings and alt image tags.

You will find search engine optimisation settings in the following parts of the administration area:

- Adding / editing a new category or product
- Adding / editing a content page
- Application settings – for site-wide default settings (keywords and description only)

Options can be utilised in a 'Search Engine Optimisation Options' section at the bottom of the page.

### 7.1 Page Title:

The page title is viewed at the top of a browser window. In terms of search engine optimisation, the page title is a very important location for keyword phrases.

- Typically, a 'Keyword Phrase' is located in the page title. For example, if your page is about 'Sheepskin Slippers', your page title may be 'New Zealand Sheepskin Slippers' or another appropriate keyword phrase.
- To find the keyword phrases used by your target market on search engines, we suggest you use Google's Keyword Tool (which is freely available on the Internet). By adding a 'new zealand', 'nz' or local prefix (e.g. Christchurch) you can refine your keywords, aim for keywords with less competition and promote your site towards a smaller, more targeted audience.
- Aim for a maximum of around 65 characters (about 12 words) including spaces.

### 7.2 Keywords (<meta>):

- Add words that are relevant to your page in this field. Start with geographic regions first (e.g. new zealand, nz, auckland, ellerslie) in lower case, with commas separating each word. Include pluralisations and misspellings and aim to include about 250 characters (40-50 words) including spaces.

### 7.3 Description (<meta>):

The page description may be displayed on search engine results pages (SERPS) and is used by search engines and directories to help them index sites. In terms of search engine optimisation the page description is another very important location for keyword phrases. Typically, one or two "Keyword Phrases" relevant to the page are located in the page description.

- Aim to write two grammatically correct sentences, with up to 250 characters (40-50 words) including spaces.

## 7.4 H1

- An 'H1' (or heading 1) is usually the main heading on a page. It is a useful location for placing a keyword phrase, where it makes sense to do so. For example, if a page relates to 'Sheepskin Slippers', your page H1 may simply be 'New Zealand Sheepskin Slippers'.

## 7.5 Image Alt Tag

This text may appear if a picture is slow to load and should describe the picture. It is also a useful location for a keyword phrase.

- For example, if your product picture is of 'Sheepskin Slippers', add 'New Zealand Sheepskin Slippers' into this field.

***Hint: If you do not have time to enter unique text into all of these fields, we suggest you focus on Page Titles and Descriptions, which are typically viewed as more important indicators of what is in a page than Keywords, H1 and alt tags.***

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## 8 Settings

In the application settings section, you can define shipping options, change administrative settings (such as your email addresses), add your payment gateway and create default or alternative currency details for payments.

- Shipping options
- Application settings
- Payment gateways
- Currencies

### 8.1 Creating New Shipping Options

- First click on 'Shipping Options' under the 'Settings' tab on the left hand navigation.
- The first page you will see lists all the shipping options that you have created / or not created. To view the full details of any shipping option, click on the + button.
- To create a new shipping option, enter a name for the option in the box provided and click on 'Create'.
- You can add countries to your shipping option by selecting each country and clicking on the < arrow.
- To select multiple countries at once, depress the CONTROL key while selecting the countries.
- To remove countries from your shipping option, select the countries you no longer wish to keep in the shipping option and click on the > arrow.
- To select multiple countries at once, depress the CONTROL key while selecting the countries.

You can determine the following shipping costs:

- Per item
- Per kg
- Flat rate

You can create as many different shipping options as you require. Or create one default shipping option, if preferred. A customer selects a shipping option during their checkout procedure, so it is helpful to them if you give each shipping option as meaningful a name as possible (i.e. Shipping to Europe Non-EU).

If your shipping scheme cannot be defined through simple per-item, per-kg or flat-rate charges, there is a 'Formula' option. Your Rocket Cart site administrator can create this formula for you.

## 8.2 Adding / Editing Application Settings

- Click on 'Application Settings' under the 'Settings' tab on the left hand navigation. You will see the following sections:

### Modules

- Num featured products: *The maximum number of featured products that can appear on a single page*
- Show country: *Select yes, if you expect to receive orders from multiple countries*
- Separate delivery address: *Offers customers choice of a separate delivery address for purchases*
- Others bought list length: *The maximum number of 'customers who bought X also bought Y' options to show on the products page*
- Hide weight options: *Choose whether or not to show weights to customers*

### Emails

- Password reset: *The 'from' address on password-reset emails*
- Default: *The default email address for the site if not specified otherwise*
- Contact: *The email address for all general correspondence*
- Shipping: *The email address your shipping emails come from*

### Application

- Team name: *The 'team name' you use in the signature of emails*
- Name: *The name of your Rocket Cart site*
- Items per page: *Choose the number of items displayed on each page*

### Search Engine Optimisation

- Default meta keywords: (please refer to Search Engine Optimisation)
- Default meta description:

In the 'Modules' section, you can change various options that affect the way your Web site appears. Enter the settings you prefer, then click on 'Save' to save your changes.

In the 'Emails' section, you can direct your emails to go to different addresses. (**Normally, you will not need to change anything in this section**).

- Enter revised email addresses as required.
- Click 'Save' to save your changes.

In the 'Application' section you will see several options, **which should not be changed unless advised by the system administrator**.

In the 'Search Engine Optimisation' section, you should set up default meta data that will be used site-wide, unless page search engine optimisation are utilised by you.

### 8.3 Setting Up Payment Gateways

- First click on 'Payment Gateways' under the 'Settings' tab on the left hand navigation.
- You will be asked to select a payment module.
- When you have selected a payment module, click 'Save' to save your changes.

**Note: Before activating a payment module, you must make sure it has been configured properly (your Web site administrator will be able to help you with this). It is important to set this up correctly or else you will not be able to process payments.**

### 8.4 Currencies

To add, delete or create a default currency, you must first click on 'Currencies' under the 'Settings' tab on the left hand navigation.

#### 8.4.1 Adding a new currency

- To add a new currency, enter information in the following boxes provided:
  - Abbr – this is the ISO currency code (e.g. 'NZD')
  - Name – this can be any descriptive name for the currency (e.g. 'New Zealand Dollars').
  - Symbol – this is what is shown as the symbol before numbers (e.g. \$, or NZ\$).  
Note that one of the currency characters (\$, €, ¥, £, etc) must be chosen.
- Click on 'Create'.
- The currency rate will be automatically updated.

**Hint:** If you wish to add a new currency, you will need the correct ISO currency codes. You can view ISO currency codes by visiting sites such as, <http://www.xe.com/iso4217.php>

#### 8.4.2 Deleting an existing currency

- To delete an existing currency, click in the box to the left of the abbreviated name of the currency you want to delete.
- Click on 'Delete'.

### 8.4.3 Creating a default currency

- To choose your default currency, click in the box to the left of the Abbreviated name of the currency you want to use as your default currency.
- Click on 'Make Default'.

*Note:* You can choose only one default currency.

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