



WEBSITE USER MANUAL & Instruction Guide

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NOTICES

Home Business Websites - Website User Manual & Instruction Guide
By Home Business Websites Pty Ltd.

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Congratulations on purchasing a website package from Home Business Websites!

Following are the instructions for using and maintaining your website, promoting your store and operating your business.

Also included in your Website Instruction Package are many different eBook guides that will give you general advice about running and operating a home business and website.

Please browse the contents of your Website Instruction Package and take the time to read through the reference material included. The more you know – the more successful your business is likely to be!

The instructions in this guide are specific to the website and Shopping Cart that you have purchased from [Home Business Websites](#).

If you have any questions or require any assistance with your website, please don't hesitate to contact our support centre - support@homebusinesswebsites.com.au.

Please provide a detailed description of your problem and the name of your website so that we can assist you.

ALL inquiries, problems, questions etc. need to be logged through our Support Centre via email in order to provide you with the fastest possible assistance.

PLEASE ENSURE THAT YOU READ THE TROUBLESHOOTING GUIDELINES SECTION OF THIS MANUAL BEFORE YOU START! This information outlines the most common problems that are encountered and how you can avoid them. Making sure you understand a few simple guidelines prior to commencing setup of your Website is a MUST!

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ABOUT THE SHOWME GUIDE

EVERYTHING YOU NEED TO KNOW

Your Website User Manual covers everything that a new, non-technical store owner needs to know to operate an online store.

ICONS USED IN THIS BOOK



TIP/NOTE: Helpful information eg. A menu or icon that is hard to see, or an unexpected name etc.



CAUTION: Follow directions exactly, this is easy to mess up!



SUMMARY/CHECKLIST: The process shown in step by step format.



INTRODUCTION

HOSTING

Hosting - this is the place on the internet where your website files are stored. Without hosting your website would not operate / would not be live on the internet.

Your website hosting service is provided by a third party company (not by Home Business Websites.) They control and run the server where your website is stored and also the services attached to your hosting such as server backups, security, cPanel password resets and access to cPanel functions.

Your hosting is an entirely separate entity to your website and as mentioned it is provided by a third party. If you are for any reason not happy with your hosting service - you are free to change / choose your own provider.

Any problems with your website hosting, including the following - you will need to contact your hosting provider for assistance:

- Access to cPanel
- cPanel Password Reset
- Problems with Webmail
- Unable to view your website on the internet

Your current Hosting Support details are as follows;

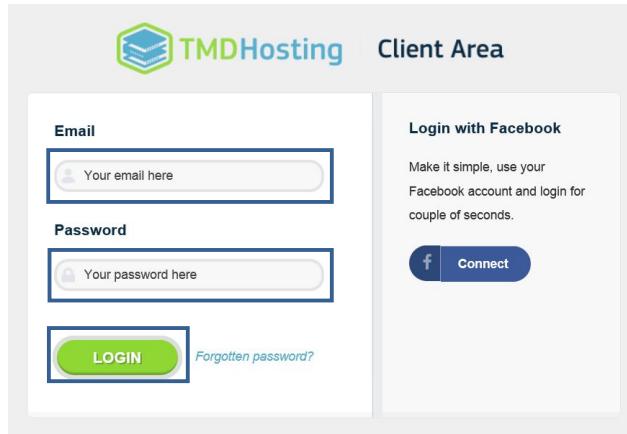
Provider: TMD Hosting

To access support for your Hosting Service, login at: <https://my.tmdhosting.com/>

Your TMD Hosting account login and password are:

Email: robertina152@gmail.com

Password: 78BcHsf-z4



From here you can click Support in the top menu, and select Submit Ticket from the list for any problem that you may have.

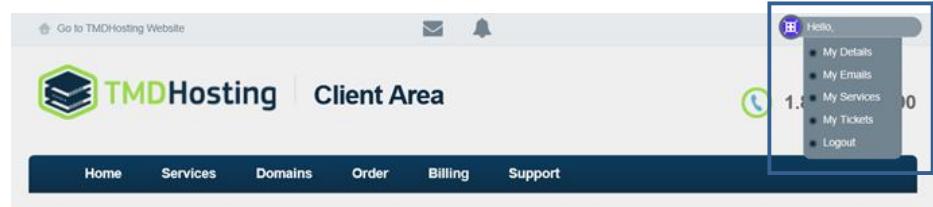
You can also update your personal / contact details. Please note: it is important that you keep your details up to date.

CHANGING PASSWORDS

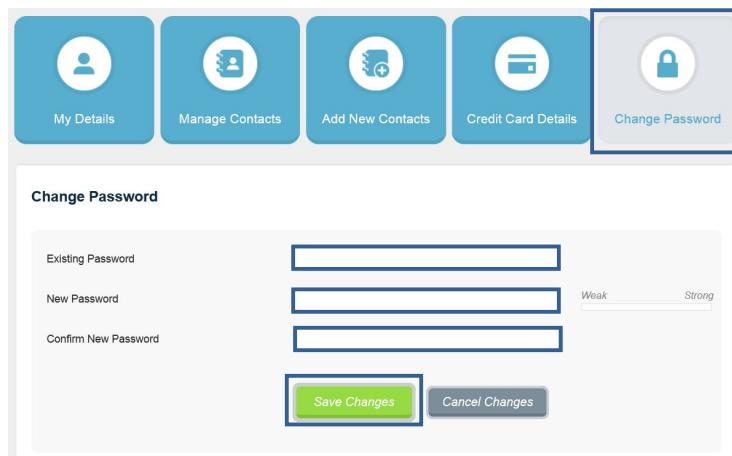
It is very important to regularly change passwords to maintain the security of your website.

Your TMD Hosting login password can be updated as below.

Click on your account menu, then My Details



Click the Change Password tab



Existing Password:

New Password:

Confirm New Password:

Enter your current TMD Hosting login password

Type in your new password

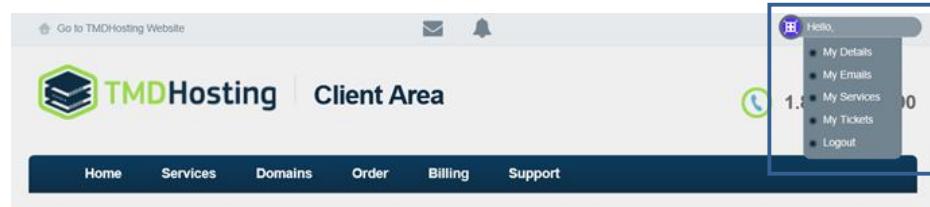
Reenter your new password

Click Save Changes

UPDATING CONTACT INFORMATION

You need to keep your contact details up-to-date as this information is used by the hosting company to contact you and to renew your hosting account.

Click on your account menu, then My Details



Click the My Details tab

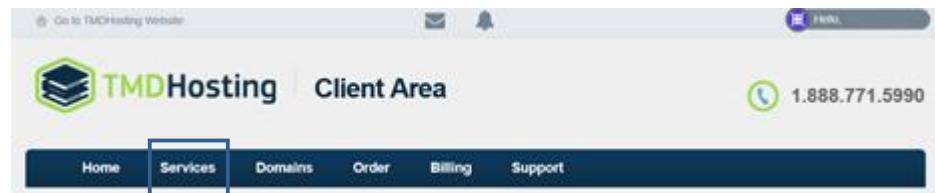
A screenshot of the "My Details" tab in the TMDHosting Client Area. The page has a header with five blue buttons: "My Details" (highlighted with a blue box), "Manage Contacts," "Add New Contacts," "Credit Card Details," and "Change Password." Below the header is a section titled "My Details" containing various input fields and dropdown menus. The fields include: First Name, Last Name, Company Name, Email Address, Address 1, City, State/Region, Zip Code, Phone Number, Country (set to Australia), Default billing contact (set to "Use Default Contact (Details Above)"), Account Credit Balance (\$0.00 USD), and a "Link Your Profile with Facebook" button with a "Connect" button. There is also a "Picture" section with a placeholder image and a "Browse..." button. At the bottom are two buttons: "Save Changes" (highlighted with a blue box) and "Cancel Changes".

Update your details
Click Save Changes

CPANEL

cPanel is part of your hosting account. From cPanel you can access webmail (your website email system), check your website statistics, view daily visitors and more.

To access cPanel from within TMD Hosting - click Services



Under Hosting Accounts, click the cPanel button

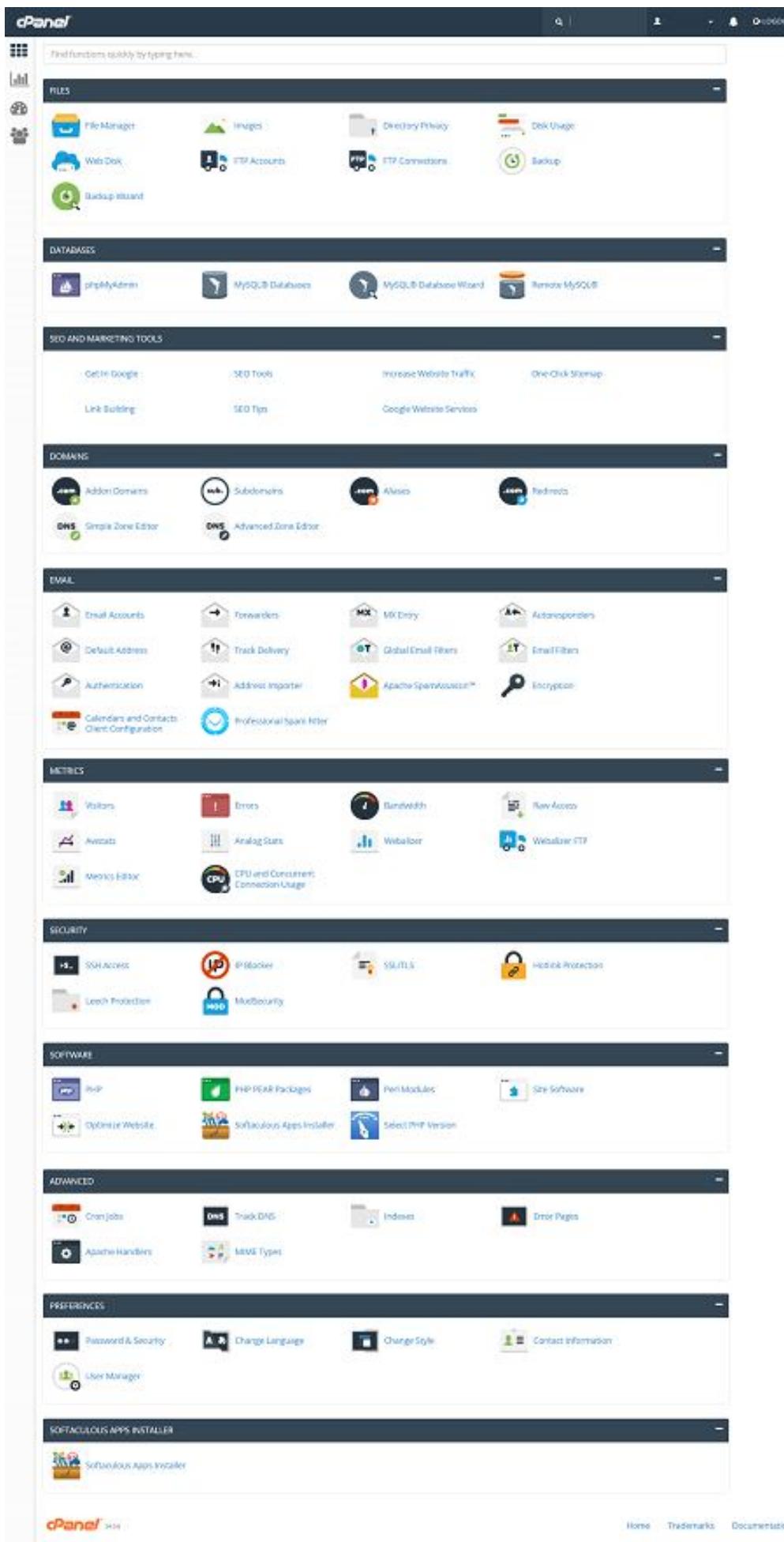
A screenshot of the TMD Hosting Client Area under the "Hosting Accounts" section. It shows a table with columns for Domain, Options, and Actions. One row in the table is highlighted with a green background and contains the domain ".com". In the "Options" column for this row, there are two buttons: "cPanel" and "WebMail". The "cPanel" button is highlighted with a blue border.

Refer to the following page for a full screen shot of cPanel.

From here you can:

- Add additional email accounts
- Get daily website statistics, visits, check your webmail etc.
- and much more

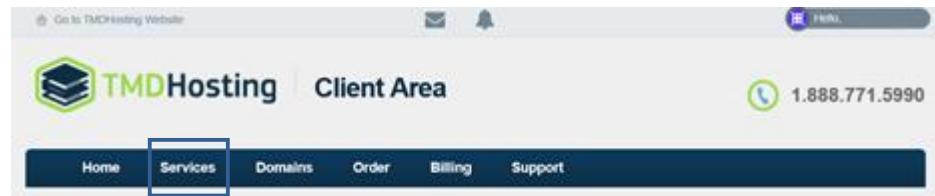
You will see a cPanel screen similar to the following:-



WEBMAIL

WebMail is your website email system. This is where you will send and receive all emails.

To access WebMail - click Services



Under Hosting Accounts, click the WebMail button

Two screenshots of the TMDHosting interface. The top screenshot shows the "My Products & Services" page with a single hosting account listed: "Shared Hosting - Assuring Package" with a price of "\$46.00 USD" and a billing cycle of "Annually". A "View / Edit" button is also visible. Below this is a status filter section with four categories: Active (green), Expired (blue), Pending (grey), and Terminated (red). The bottom screenshot shows the "Hosting Accounts" page, which lists a ".com" domain. To the right of the domain name are two buttons: "cPanel" and "WebMail", with "WebMail" being highlighted with a blue border.

A screenshot of the Webmail login page. It features a large "Webmail" logo at the top. Below it are two input fields: "Email Address" and "Password". The "Email Address" field contains a placeholder icon of a person. The "Password" field has a lock icon and a placeholder text "Enter your email password.". Below these fields is a large blue "Log in" button. Underneath the button is a horizontal line with the word "OR" in the center. At the bottom of the page is an orange button labeled "cP Log in via cPanelID".

Your WebMail account login and password are:

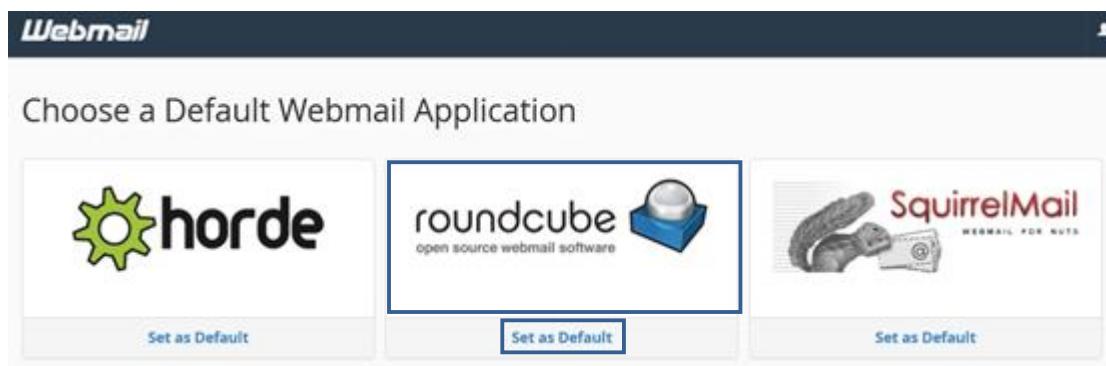
Email Address: sales@beachandchic.com

Password: 78BcHsf-z4

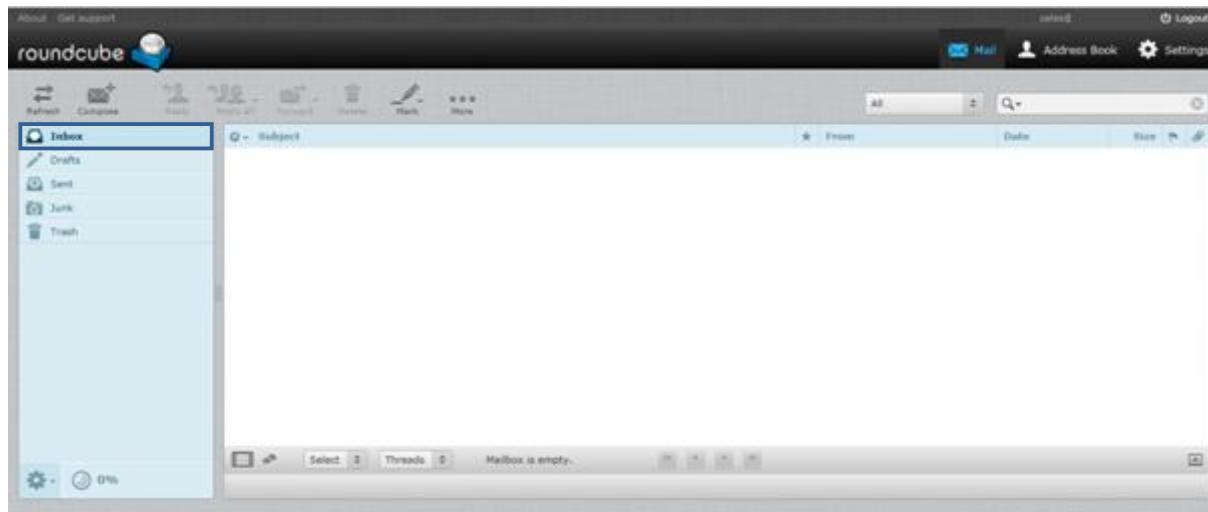
Click Log in

Click Set as Default under roundcube

Then click roundcube



roundcube is just like using any other online email system such as Hotmail or Gmail. Please refer to the instructions below for further details. If you have any problems with webmail, please contact TMD Hosting via your support panel for assistance.



Mail Folders:

The menu at the left hand side of the screen shows all of the mail folders in your email account.

Inbox: This is where new emails arrive

Drafts: This is where your draft messages are stored

Sent: A copy of all emails sent from this account

Junk: For spam emails

Trash: All emails deleted from this account

The Action Bar:

This part of the screen contains a number of icons that allow you to perform different applications.



Refresh - Check for new messages in the folder



Compose - Create a new email message



Back - Back to message list



Reply - Reply to sender



Reply all – Reply to a list or to the sender and all recipients



Forward - Forward the email to another person



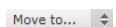
Delete – Delete a selected message. This will move it to the Trash folder



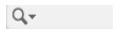
Mark - Allows you to mark an email message as Read, Unread, Flagged or Unflagged



More - Further options such as print, download/save, edit as new, show source and open email in a new window



Move to - Allows you to move an open email message to another mail folder eg. Drafts, Junk, Sent, Trash



Search - This field allows you to search all messages in the current folder, much like a search engine on the web. Enter the search terms and press Enter. To return to the original message list, click on the (x) symbol to the right of the search field.

The Message List:

This part of the screen displays all of the messages in the Mail Folder eg. Inbox. To view the contents of a different folder such as Sent, select in the Mail Folder list.

New emails are always listed in your Inbox with bold text. Any email that has a paper clip icon to its right contains an attachment such as a document or photo.

- To open an email message, double click on it.
- Click on a message once to apply an application from the Action Bar such as Reply.
- For the selection of more than one message, hold the <Ctrl> key and then click other messages in succession.
- For the selection of a range of messages click the first message, then hold the Shift key and click on the last message – all of the messages listed in between will then be selected.
- To drag and drop messages to another Mail Folder, click on the email message to select and then drag it over to the Mail Folders list by holding the mouse button. This also provides another way of deleting messages, just drag them into the Trash folder.

If you require any further assistance or have any problems using roundcube / WebMail please contact TMD Hosting, as it is part of your hosting package.

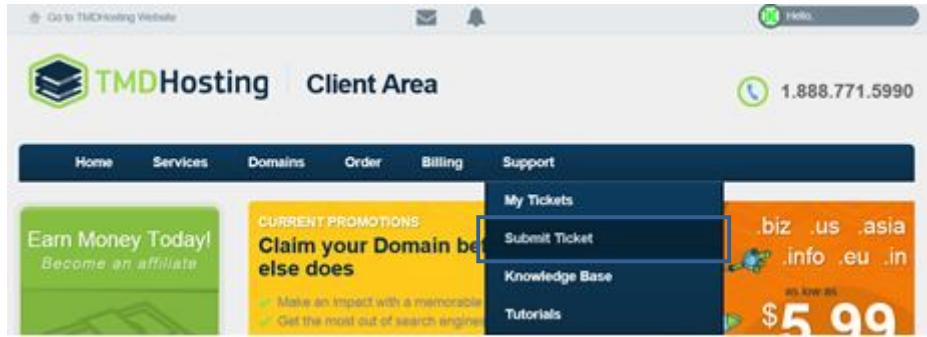
CPANEL BACKUP

The server is backed up automatically by your hosting provider. You can however request a backup of your website/hosting account at any time.

To do this, submit a support ticket to TMD requesting 'a full cPanel/website backup'. They will provide a link for the backup file, allowing you to download it directly to your own computer.

There is also a full backup of your website (as it was at the time of purchase) included in the Backup folder of your website instruction package.

If you have any changes or modifications made to your website, such as installation of additional features etc., it is recommended that you download an updated backup.



OTHER CPANEL FEATURES

Apart from using WebMail and creating backups, you will not need to spend very much time in cPanel. You may like to visit AWSTATS once your website is live, to check and view your website statistics.

AwStats & Webalizer:

This shows usage statistics for your website, visitors, hits and more. Monitor your website traffic and visitors to see where they are coming from and how many visitors/hits you are getting. Very useful!

DOMAIN NAME

Please refer to the 'Domain Name' document for further details regarding your domain name registration. This includes your domain name account login and password, and your domain name renewal date.

Domain Name registrations are handled by a Certified Domain Name Registrar. This is a third party company authorised to sell and administer domain names. (Home Business Websites is not your Domain Name Registrar.)

Renewing your domain name is your responsibility. You will be contacted by your Domain Name Registrar when it is time to renew your domain name.

You can choose to change your Domain Name Registrar at any time.

You can logon to your domain name account at any time to check or update your registration details and personal information.

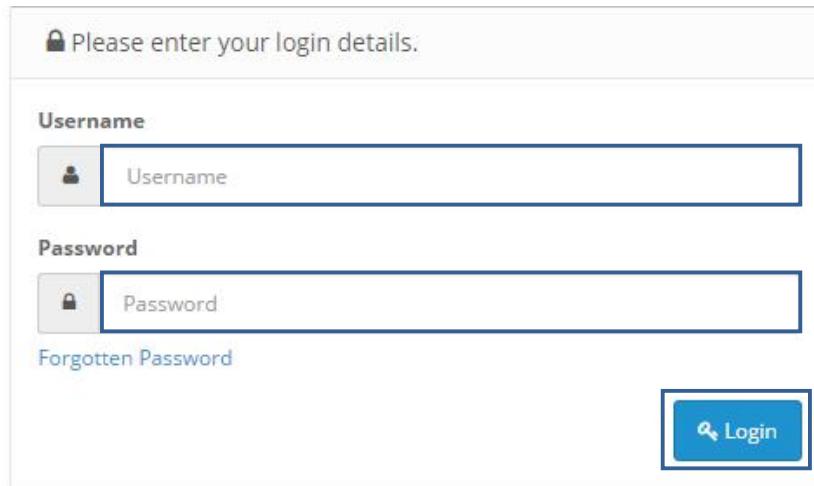
It is important that you keep your details and email address up to date with the Registrar. If your details aren't current, the Registrar will be unable to contact you to arrange renewal and your domain name could be registered by someone else.

WEBSITE ADMINISTRATION

LOG INTO YOUR WEBSITE 'ADMIN' FOR THE FIRST TIME

Using your web browser such as Google Chrome, go to the following address:
<http://www.beachandchic.com/admin>

This brings you to your new Website Administration Login Panel:



The form consists of a header 'Please enter your login details.' with a lock icon. Below it is a 'Username' field with a user icon and a placeholder 'Username'. Next is a 'Password' field with a lock icon and a placeholder 'Password'. Below the password field is a blue link 'Forgotten Password'. At the bottom right is a blue 'Login' button with a key icon.

Login with the following Username and Password:

Username: **adminsharon**
Password: **78BcHsf-z4**
Click Login



TIP: If you forget your password, click 'Forgotten Password' to have a new password sent to you via email.



TIP: If you haven't already, 'Bookmark' your new Admin page or add it to your browser's 'Favourites' list. You will be going here every day from now on.



TIP: We recommend *always* using Google Chrome for your Website administration. Google Chrome can be downloaded for free from: <https://www.google.com.au/chrome> Other browsers can be used, however you may experience problems with editing text and uploading images etc.

ADMINISTRATION DASHBOARD

Your new Administration Dashboard is shown below.

The main function of the Dashboard is to provide an overview of how the store is performing.

The screenshot shows the Home Business Websites Administration Dashboard. On the left is a dark sidebar menu with the following items:

- Administrator
- Dashboard
- Catalog
- Extensions
- Design
- Sales
- Customers
- Marketing
- System
- Reports

Below the sidebar are four summary cards:

- TOTAL ORDERS**: 0% (Icon: Shopping Cart)
- TOTAL SALES**: 0% (Icon: Credit Card)
- TOTAL CUSTOMERS**: 0% (Icon: Person)
- PEOPLE ONLINE**: 0 (Icon: Group)

Below the summary cards are two main sections:

- World Map**: A world map showing order locations.
- Sales Analytics**: A line graph showing the number of orders (yellow) and customers (blue) over time (01 to 30).

At the bottom are two more sections:

- Recent Activity**: No results!
- Latest Orders**: No results!

- **Overview:** There are four charts showing the status of your website. They are; Total Orders, Total Sales, Total Customers and People Online. These help you to easily know the analytics.
- **World Map:** A world map to show where the orders from your website were coming from.
- **Sales Analytics:** A graph is provided to track the chronological progress of the store relative to the amount of orders and customers over time. The 'x' value is time; which can be hours, days, or months depending on the range selected. The 'y' value displays the number of total orders (yellow) and total customers (blue).
- **Recent Activity:** A section to check the recent activity of any customer from your store such as login, creating account or placing new orders.
- **Latest Orders:** A list that displays recent orders and its details ('Order ID', 'Customer', 'Status', 'Date Added', 'Total' and 'Action')

In the left hand side column of the dashboard is the *Administration Navigation Menu*. You can navigate between; 'Catalog', 'Extensions', 'Sales', 'System', 'Reports', and 'Help'. These are explained in further detail in the following sections of the User Guide.



TIP: Click the Menu icon of the Administration Navigation Menu to expand and show headings.

The screenshot shows the Home Business Websites Admin Dashboard. On the left is a vertical sidebar with a 'Menu icon' (three horizontal lines with a vertical bar) highlighted by a blue box and a callout. The sidebar also contains icons for Home, Business, Websites, and other admin functions. The main area is titled 'Dashboard' and shows two summary cards: 'TOTAL ORDERS' (1) and 'TOTAL CUSTOMERS' (1). Both cards have a 'View more...' link at the bottom.



TIP: When working on your setup, it's easiest to open two browser windows - one for your Admin, and the other displaying your website. This is so you can quickly view the changes you make and see what your customers will see.



TIP: Please remember that everything here is a learning curve and it will take a little bit of practice and patience. We suggest trying everything and playing around with your website to make sure you understand how things work before you start advertising and promoting your business. That way if you do make a mistake it won't affect your sales or customers.

HOW TO USE YOUR ADMINISTRATION PANEL OR 'ADMIN'

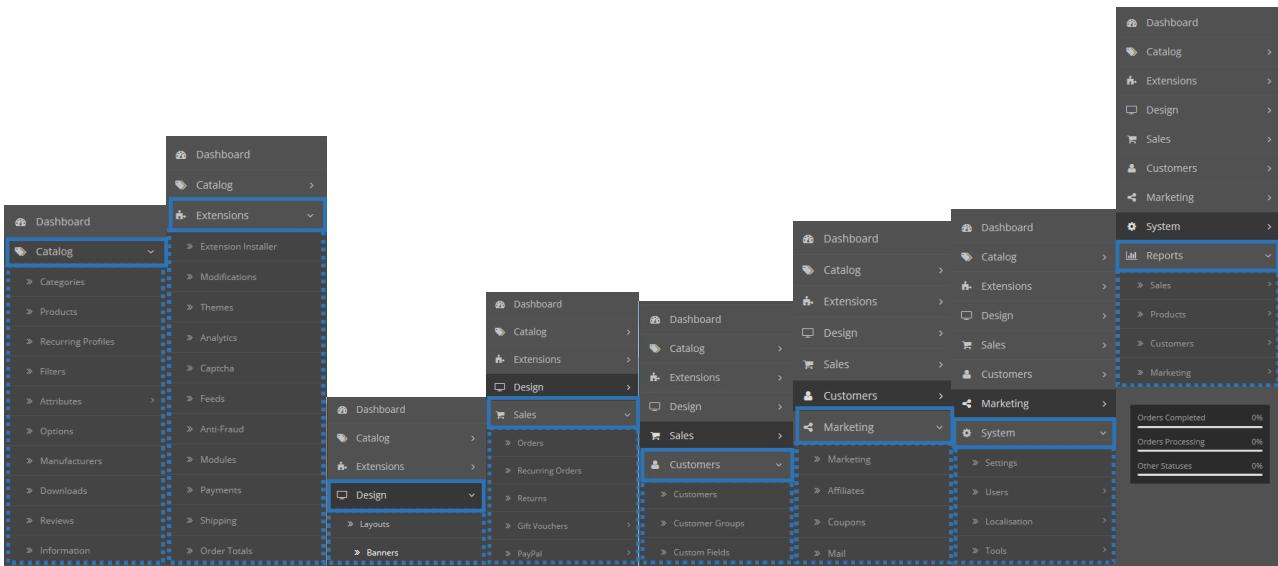
To make changes to your website in Admin, you will use the Administration Navigation Menu to select the section of your store that you want to update or add to.

Example:

Catalogue - to setup products and categories

Sales - to view sales and manage orders

ADMIN OVERVIEW



CATALOG Menu:

Used to setup categories and products in your store. You can also add or edit information pages such as About Us, Privacy and Terms & Conditions as well as manage Reviews.

EXTENSIONS Menu:

Used to setup your store Shipping and Payment information.

DESIGN Menu:

Used to setup store banners.

SALES Menu:

Used to process and manage orders.

CUSTOMERS Menu:

Used to view customer details.

MARKETING Menu:

Used to create discount coupons and to send mail.

SYSTEM Menu:

Used for store settings.

REPORTS Menu:

Reports that provide you with summaries of your sales, products, customers and marketing.

ICONS used in Admin:

	Edit an item		Send Email
	Delete		Install
	Save		Approve Customers
	Add New		Login to the Store
	Remove item		View
	Cancel		Print Shipping List
	Copy an item		Print Invoice
	Parent Category		Generate Invoice
	Refresh screen		Export
	Upload		Import
	New Folder		

CHANGING YOUR ADMIN PASSWORD

You should do this REGULARLY. It is very easy to change the password for your Admin logon. If you do this on a regular basis it will improve the security of your online store.
To change your Admin password, login to your Admin panel.

Admin > System > Users > Users

Click the Edit icon beside your admin username (e.g.: adminfirstname)

The screenshot shows the Admin panel interface. On the left is a sidebar with various menu items: Dashboard, Catalog, Extensions, Design, Sales, Customers, Marketing, System (which is selected), Settings, Users (selected under System), and User Groups. The main content area is titled 'Users' and shows a 'User List'. The list contains one item: 'admin'. The columns are 'Username' (with a checkbox), 'Status' (Enabled), and 'Date Added' (02/06/2016). To the right of the list is an 'Action' column with an edit icon. At the bottom of the page, it says 'Showing 1 to 1 of 1 (1 Pages)' and 'Home Business Websites © 2009-2016 All Rights Reserved.'

Users

[Home](#) / [Users](#)



Edit User

* Username	admin
User Group	Administrator
* First Name	First
* Last Name	Last
E-Mail	sales@homebusinesssolutions.com.au
Image	
* Password	Password
* Confirm	Confirm
Status	Enabled

Username: adminsharon – *do not change*
 First Name: Given name
 Last Name: Surname
 Email: Email address
 User Group: Top Administrator – *do not change*
 Password: New password
 Confirm: Retype new password
 Status: Set to Enabled
 Click the Save icon in the top right of the screen



Your new password has been saved (please write it down somewhere safe for future reference.)

STORE SETTINGS – CONTACT DETAILS

This is where you change your store details such as postal address, phone number or email address.



TIP: This has been setup for you, using the details provided at the time of purchase.

Admin > System > Settings

Click the Edit icon beside your store name

The screenshot shows the 'Stores' section of the admin dashboard. On the left is a sidebar with various menu items: Dashboard, Catalog, Extensions, Design, Sales, Customers, Marketing, System (which is selected), and Users. Under 'System', 'Settings' is also visible. The main area is titled 'Stores' and shows a 'Store List'. It contains a table with one row, 'Store 1', which has a URL of 'http://hbwdesigns.com/OP1/'. There are edit and delete icons in the 'Action' column. At the top right of the main area are a blue plus sign icon and a red trash can icon.

Store Name	Store URL	Action
Store 1	http://hbwdesigns.com/OP1/	

Settings > General tab:

Meta Title:	The name of your store
Meta Tag Description:	Optional. Describe the content of your store. This is used by search engines when indexing your site for example; Biggest range of mobile phones at the lowest prices.
Meta Tag Keywords:	Include keywords related to your business. These may be used by customers when searching for online stores and products. Keywords should be separated using a comma e.g.: Ladies Fashion, Accessories, Handbags, Ladies Shoes
Theme:	Do not change
Default Layout:	Do not change

Edit information and save by clicking on the Save icon in the top right of the screen.



TIP: Anytime you perform an action or change in Admin, you need to click the Save icon.

Settings > Store tab:

Settings [Home](#) / [Stores](#) / [Settings](#)

 Edit Setting

General **Store** Local Option Image FTP Mail Server

* Store Name Your Store

* Store Owner Your Name

* Address Address 1

Geocode ? 2000

* E-Mail sales@domainname.com

* Contact sales@yourdomain.com

Fax Fax

Image 

Opening Times ? Opening Times

Comment ? Comment

Edit the information



NOTE: 'Contact' field can have either your phone number or website email address - whichever you would like displayed on the contact page of your website.

Click the Save icon



Use CAUTION when accessing any of the other tabs within your System Menu. Changes in these tabs can affect the operation of your store!

MAINTENANCE MODE

During the setup of your store, you may like to put your website on 'maintenance'. This ensures that your website is still visible to search engines, however your products are not accessible to customers.

When your store is 'on maintenance' a message is displayed advising that scheduled maintenance is being performed and that the store will be back as soon as possible.

Once you have setup your store e.g. added all products and categories etc., you can then take your website 'off maintenance'. It will then be 'live' and ready for customers to start purchasing.

To put your store on maintenance:

Admin > System > Settings

Click the Edit icon beside your store name, to edit

The screenshot shows the 'Stores' section of the admin interface. On the left is a sidebar with various menu items: Dashboard, Catalog, Extensions, Design, Sales, Customers, Marketing, System (which is currently selected), and Settings. Under 'System', there are sub-options: Users, Localisation, and Tools. The main content area is titled 'Store List' and contains a table with one row. The table has columns for 'Store Name' (containing 'Store 1') and 'Store URL' (containing 'http://hbwdesigns.com/OP1/'). To the right of the URL column is an 'Action' column with an edit icon (pencil). At the top right of the content area are two small icons: a blue plus sign and a red trash can.

Click the Server tab

The screenshot shows the 'Settings' page. At the top, there is a breadcrumb navigation: Home / Stores / Settings. Below this is a header with an edit icon and a back arrow. The main content area has a title 'Edit Setting' with a pencil icon. Below the title is a navigation bar with tabs: General, Store, Local, Option, Image, FTP, Mail, and Server (which is highlighted with a blue border). Under the 'General' heading, there are two settings: 'Maintenance Mode' (with radio buttons for Yes and No, where 'Yes' is selected) and 'Use SEO URLs' (with radio buttons for Yes and No, where 'Yes' is selected). At the bottom right of the content area is a large blue 'Save' button.

Maintenance Mode: set to Yes

Click the Save icon



TIP: Maintenance Mode should be off anytime you are working on your website. This is so you can check the changes made are being displayed correctly e.g. when adding products, categories etc. Once you have completed your work for the day return the Maintenance Mode to on. When you are ready to launch and have your store 'go live' the Maintenance Mode function will no longer be required unless you are planning to take a break or holiday.

DELETE DEMONSTRATION CATEGORIES, PRODUCTS & MANUFACTURERS/BRANDS

The first thing that we recommend doing is deleting all the existing demo products and manufacturers from your store. You can also delete any categories that you don't want. You can then 'start fresh' based on the suppliers that you choose to use, and the products that you choose to sell.



TIP: Keeping some or all of the existing store categories and sub-categories can really help you to determine how you would like your store to be setup. You can use the existing store categories and sub-categories as a guide, and simply add any new categories or sub-categories required, as you go. Being able to look at an existing category and how it is setup can be very helpful!

Delete Unwanted Categories

Admin > Catalog > Categories

Select any category that you want to remove by clicking on the check box, then the red Delete icon.

Category Name	Sort Order	Action
Cameras	6	
Components	3	
Components > Mice and Trackballs	1	
Components > Monitors	1	
Components > Monitors > test 1	0	
Components > Monitors > test 2	0	

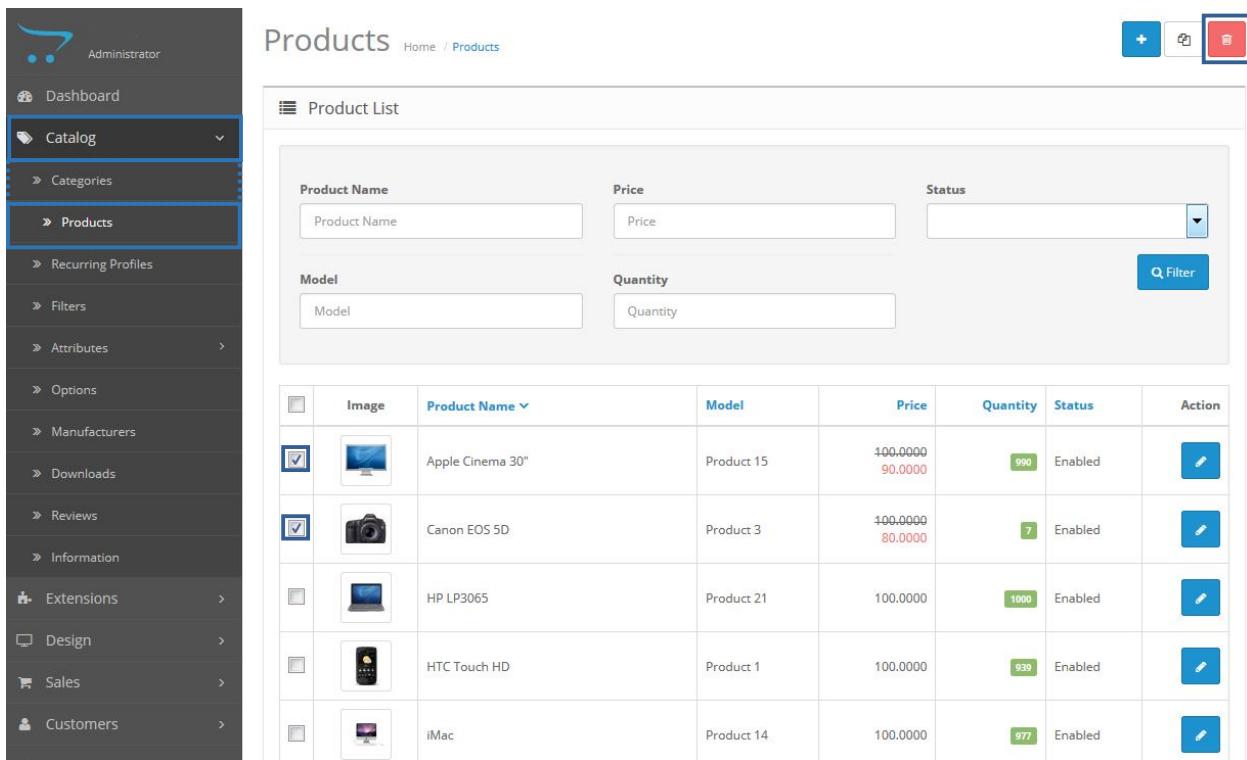
You will see the warning message 'are you sure?' Click Ok to confirm.

Delete Demonstration Products

We recommend removing the Demonstration Products from your store as it gives you a 'blank slate' to work with.

Admin > Catalog > Products

Select each product by clicking on the check box
Click the Delete icon



The screenshot shows the 'Products' section of the Admin interface. On the left is a sidebar with 'Catalog' selected. The main area shows a 'Product List' with columns for Product Name, Model, Price, Quantity, Status, and Action. Five products are listed: Apple Cinema 30" (checked), Canon EOS 5D (checked), HP LP3065 (unchecked), HTC Touch HD (unchecked), and iMac (unchecked). The 'Delete' icon (a red square with a white trash can) is located at the top right of the table header.

	Image	Product Name	Model	Price	Quantity	Status	Action
<input checked="" type="checkbox"/>		Apple Cinema 30"	Product 15	100.0000 90.0000	990	Enabled	
<input checked="" type="checkbox"/>		Canon EOS 5D	Product 3	100.0000 80.0000	7	Enabled	
<input type="checkbox"/>		HP LP3065	Product 21	100.0000	1000	Enabled	
<input type="checkbox"/>		HTC Touch HD	Product 1	100.0000	999	Enabled	
<input type="checkbox"/>		iMac	Product 14	100.0000	977	Enabled	



TIP: To select all products at once, click on the Product check box in the column heading.

<input checked="" type="checkbox"/>	Image	Product Name	Model	Price	Quantity	Status	Action
<input checked="" type="checkbox"/>		Apple Cinema 30"	Product 15	100.0000 90.0000	990	Enabled	
<input checked="" type="checkbox"/>		Canon EOS 5D	Product 3	100.0000 80.0000	7	Enabled	

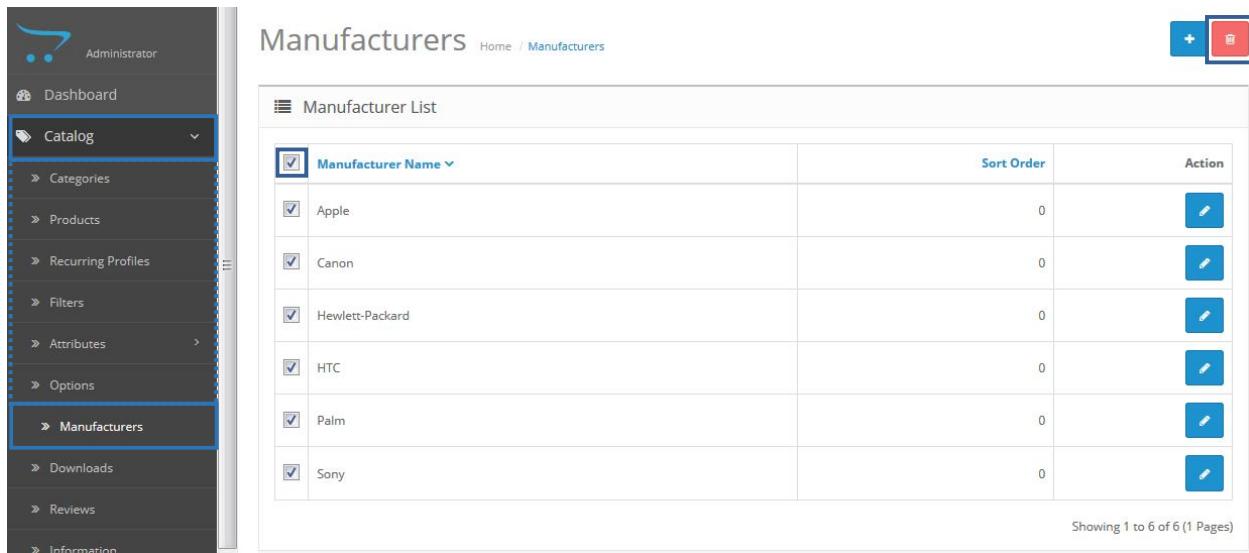
You will see the warning message 'are you sure?' click OK to confirm

All existing Demo Products have now been deleted.

Delete Demonstration Manufacturers/Brands

We recommend deleting all Demo Manufacturers/Brands.

Admin > Catalog > Manufacturers



<input checked="" type="checkbox"/> Manufacturer Name	Sort Order	Action
<input checked="" type="checkbox"/> Apple	0	
<input checked="" type="checkbox"/> Canon	0	
<input checked="" type="checkbox"/> Hewlett-Packard	0	
<input checked="" type="checkbox"/> HTC	0	
<input checked="" type="checkbox"/> Palm	0	
<input checked="" type="checkbox"/> Sony	0	

Showing 1 to 6 of 6 (1 Pages)

To select all Manufacturers, click on the Manufacturers check box in the column heading.

You will see the warning message 'are you sure?' click Ok to confirm

All existing Manufacturers/Brands will now have been deleted.

You are now ready to 'start fresh' adding your own Manufacturers, Categories and Products to your website. You should setup your Manufacturers/Brands first, followed by Categories and finally Products.

ADDING MANUFACTURERS/BRANDS, CATEGORIES & PRODUCTS

Adding Manufacturers or Brands (Optional)

If you would like your customers to have the option to 'shop by manufacturer or brand name' e.g. only Apple products, you can have them listed in 'Brands' which is located in the footer of your store (see below).



NOTE: Setup of Manufacturers/Brands is optional. If you do not want to include these in your store, you can skip this step.

FIND YOUR FAVORITE BRAND

Brand Index: A C H P S

A	Apple
C	Canon
H	Hewlett-Packard HTC
P	Palm
S	Sony

LINKS	HELP & MORE	INFORMATION	CUSTOMER SERVICE	EXTRAS	MY ACCOUNT
Link 1	Ours Story	About Us	Contact Us	Brands	My Account
Link 2	Shipping Policy	Delivery Information	Site Map	Gift Certificates	Order History
Link 3	Secure Payment	Privacy Policy		Specials	Wish List
		Terms & Conditions			Newsletter

Go to Admin > Catalog > Manufacturers

In the top right, click the Add icon

Enter details

Manufacturers

Home / Manufacturers



Edit Manufacturer

* Manufacturer Name	Apple
Stores	<input checked="" type="checkbox"/> Default
SEO URL ?	apple
Image	A small thumbnail image of the Apple logo.
Sort Order	0

Manufacturer Name:

Enter the name of the Manufacturer e.g. Apple

Stores:

This should always be ticked to select 'Default'

SEO URL:

Enter the SEO URL (keyword). You could use the Manufacturer name e.g. Apple

Image:

Note: Manufacturer images are not generally used or displayed on websites

Sort Order:

Enter 1 to appear first in the list of Manufacturers, 2 to appear second and so on. It is recommended to leave the Sort Order set to 0 - order of Manufacturers is then determined by your website automatically.

Click the Save icon

Repeat for each Manufacturer or Brand and then continue to the next section.



Every SEO URL (keyword) used on your website must be unique. Duplicate SEO URLs (keyword fields) are not allowed anywhere on your website.

Add Your First Category

Before your products can be displayed in Categories, you must firstly add the categories to your store.

The categories that you create are what your customers see when they visit your store.



You can think of categories as being like the departments in a retail 'bricks and mortar' store.

To create a new store category, go to Admin > Catalog > Categories

Click the Add icon



NOTE: From the Category List you can also delete and edit existing categories. Delete one or more categories by ticking the checkbox and clicking the Delete icon. Edit an individual category by clicking the far right Edit icon. From here you may also move the category to a new parent category, change the category photo or change the sort order.

This brings you to a new Category form. Be sure to start at the General Tab:

Edit Category

General Data Design

English

*** Category Name** Laptops

Description
A range of laptops and notebooks suitable for all budgets.

*** Meta Tag Title** Laptops & Notebooks

Meta Tag Description laptop and notebook computers

Meta Tag Keywords laptops, notebooks, laptops for sale

Category Name:

The name you want to display at the top of the Category page and in your store's Category info box.

Description:

Optional. A description of the category. This may be displayed on your website.

Meta Tag Title:

The title of your page used by search engines.

Meta Tag Description:

Optional. A summary describing the Category page to search engines.

Meta Tag Keywords:

Optional. Words your customers may use in search engines to try to find this category.



NOTE: There is no 'right or wrong' when it comes to Meta Tag Title, Meta Tag Description or Meta Tag Keywords. You can use any text you like in these fields. Meta Tag Title is the only compulsory Meta field.

Category > Data tab:

Fill in the form details

Categories

Home / Categories

Edit Category

Data

General	Data	Design
Parent	Parent	
Filters	Filters	
Stores	<input checked="" type="checkbox"/> Default	
SEO URL	laptop-notebook	
Image		
Top	<input checked="" type="checkbox"/>	
Columns	0	
Sort Order	2	
Status	<input checked="" type="checkbox"/> Enabled	

- Parent: If you want this category to be listed as a sub category, choose the parent category under which you want it to be found. If the category you are creating will be a top level / main store category leave this field set at 'Parent'.
 Stores: This should always be ticked to select 'Default'
 SEO URL: This field is **very important** and will help search engines to find and index the category. Enter a keyword here that describes the category. e.g.; laptops.
 If you are using more than one word, the words must be separated with a dash (-) e.g.; laptop-notebook
 Image: Optional. Click the Camera icon and then the Edit icon to upload an image.
[For further instructions refer to using Image Manager on page 41.](#)
 Top: Click the check box to display the category in the top menu of your website. If not selected the category will not be visible in your store menu.
 Columns: This number controls how many sub-categories are displayed when selecting the parent category. *Do not change this – leave as is.*

Sort Order: Leave the Sort Order as 0 - the order is then determined automatically by your website.

Status: Set to Enabled. By default it's set to Disabled or Hidden, however if this isn't changed it won't be displayed and visible in your store.

Click the Save icon



TIP: View your website to check the new category in your store before continuing. To look at your new category, open another window in your browser e.g.; Google Chrome and type the address of your store (www.yourdomain.com). You should see the new category visible on your website.



Enter one category and assign a product to it to test your store. Enter the remaining products when you know you have done it correctly.



It is recommended to break your categories down into a small number of broad 'main categories' with many different sub categories underneath. We would recommend around 7 or 8 main categories with unlimited sub-categories underneath.



Each product in your store must be linked to a category.



SEO URL (keyword) cannot contain spaces. If using more than one keyword, keywords must be separated by a dash e.g.: ladies-shoes



SEO URL (keyword) cannot contain special or illegal characters
e.g.: / & * % - these types of characters should never be used in SEO URL keyword fields.

Add a Sub Category

Sub categories can be setup by following the steps outlined above.
The 'Parent' field should include the name of the 'top category'

In the example below we show a sub category called 'Accessories' that has been created and added to the main category 'Laptops'.

Categories > General tab:

The screenshot shows a web-based administration interface for managing website categories. At the top, there's a header with a 'Categories' title, a 'Home' link, and a 'Categories' link. To the right are two small blue icons: a square with a document and a square with a left arrow. Below the header, a navigation bar has three tabs: 'General' (which is selected and highlighted in blue), 'Data', and 'Design'. Under the 'General' tab, there's a language selector showing 'English'. A form area contains a red asterisk next to the label 'Category Name' and a text input field containing 'Accessories'. Below this is a 'Description' section with a rich text editor toolbar featuring various icons for bold, italic, underline, and other text styling options. The overall layout is clean and modern, typical of a CMS like WordPress or similar.

Categories > Data tab:

The screenshot shows the 'Categories' page with the 'Data' tab selected. The interface includes sections for 'General', 'Data' (which is active), and 'Design'. Under 'Data', there are fields for 'Parent' (set to 'Laptops'), 'Filters' (empty), 'Stores' (checkbox for 'Default' checked), 'SEO URL' (set to 'laptop-accessories'), 'Image' (a placeholder camera icon), 'Top' (checkbox checked), 'Columns' (set to 1), 'Sort Order' (set to 0), and 'Status' (set to 'Enabled'). The 'SEO URL' field is highlighted with a blue border.



SEO URL (keyword) cannot contain spaces. If using more than one keyword, keywords must be separated by a dash e.g.: ladies-shoes



SEO URL (keyword) cannot contain special or illegal characters e.g.: / & * % - these types of characters should never be used in SEO URL keyword fields.

The sub-category shown below as it appears on the website.

A screenshot of a website's navigation bar. The categories listed are Desktops, Laptops, Components, Tablets, Software, Phones & PDAs, and MP3 Players. The 'Laptops' category is highlighted with a blue background and white text. Below the navigation bar, a sub-menu for 'Laptops' is shown with a single item: 'Accessories (0)', which is also highlighted with a blue background and white text.

Image Manager

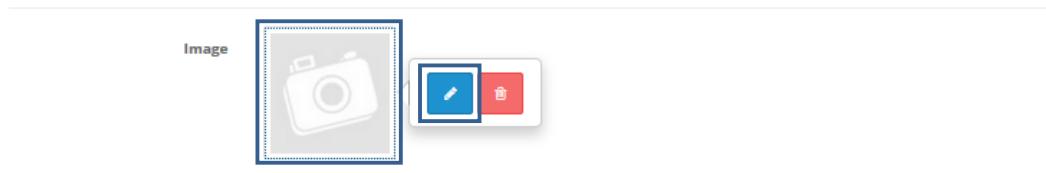
You use Image Manager to upload and manage your store images.

The instructions are the same for adding an image to a category, a sub-category, a manufacturer or a product.

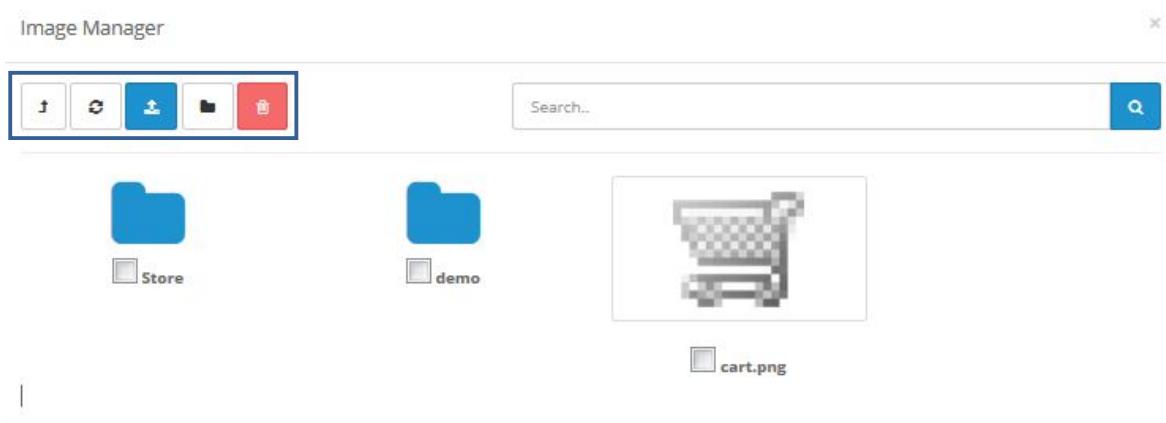


NOTE: Prior to adding images to your website you would need to have firstly saved the images to your own computer. You can copy images directly from the supplier websites. If you require further instruction for doing this please refer to [Copying Images And Text From Suppliers Websites](#) on page 140.

To start Image Manager from within a product, category, manufacturer or elsewhere in Admin, click on the Camera icon and then the Edit icon.



This will display Image Manager



Icons used in Image Manager

- Go up a folder to a parent folder or directory
- Refresh the screen (to view newly uploaded images etc.)
- Upload new images
- Create a new folder (for organising images in different folders)
- Delete images or folders

To upload an image to Image Manager, click on the blue Up Arrow icon
Locate the image on your own computer that you wish to upload
Double click the image to upload it to Image Manager
Click OK

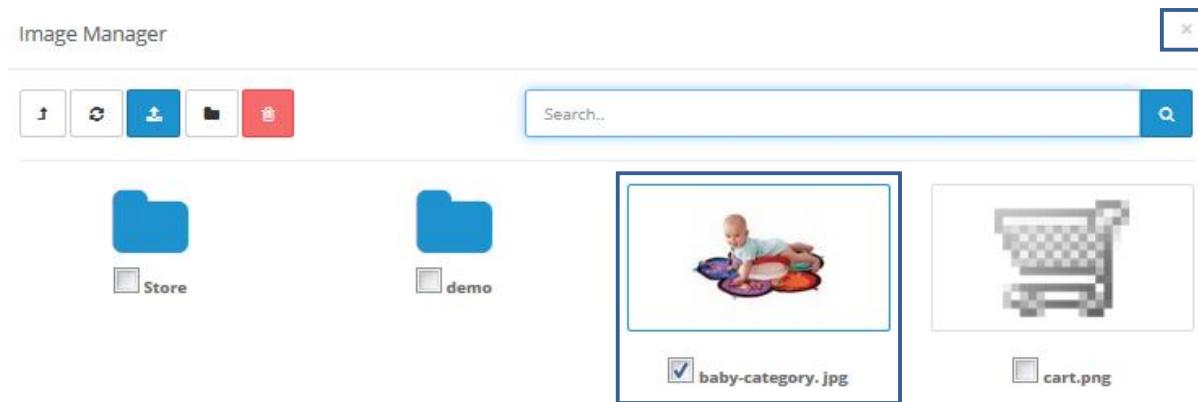
Success: Your file has been uploaded!

OK

Scroll through the Image Manager window to find and select the image you have just uploaded.

Double click the image to add it to your website

OR click to select the image checkbox, and then click on the Cross/Close icon to add it to your website.



Remember to click the Save icon to save any newly updated data, image or form.

Add Your First Product

When you create Products they are displayed within Categories in your store.

e.g.; HP LP3065, MacBook and MacBook Air, are all in the 'Laptops' Category as shown below.

The screenshot shows a website navigation bar with categories: Desktops, Laptops, Components, Tablets, Software, Phones & PDAs, and MP3 Players. The 'Laptops' category is selected and highlighted with a blue border. Below the navigation bar is a breadcrumb trail: Home > Laptops. The main content area is titled 'Laptops'. On the left, there's a sidebar with a list of categories: Desktops (13), Laptops (5) (selected), Accessories (0), Macs (0), Windows (0), Components (2), Tablets (1), Software (0), Phones & PDAs (3), and MP3 Players (4). The main content area displays three laptop models: HP LP3065, MacBook, and MacBook Air, each with a thumbnail image, product name, and a brief description.

To begin entering your products (after you have set up your Categories and any optional Manufacturers/Brands) go to: Admin > Catalog > Products

To add a product, click on the Add icon in the top right of the screen

The screenshot shows the Admin interface with a sidebar titled 'Administrator'. The sidebar has a 'Catalog' section with 'Products' selected. The main content area is titled 'Products' and shows a 'Product List'. It includes search and filter fields for Product Name, Price, Status, Model, and Quantity. There are also 'Add' and 'Edit' icons in the top right corner.

This brings you to the Product form where there are eleven tabs at the top. The following tabs are used for adding products; General, Data, Links, Attribute, Option, Discount, Special and Image.

The screenshot shows the Admin interface with a 'Products' page and an 'Add Product' form. The top navigation bar shows 'Products' and 'Add Product'. The main content area has tabs for General, Data, Links, Attribute, Option, Recurring, Discount, Special, Image, Reward Points, and Design. The 'General' tab is selected and highlighted with a blue border.

See the following instructions for each tab.

Products > General tab:

This is where basic details about the product are entered. Only the Product Name is required to get started; everything else can be added later.



NOTE: You can jump from tab to tab without saving until you are finished but it's recommended that you save periodically. For security reasons, some browsers will 'Time Out' or force you to re-log on after a specific period of time and you may lose your unsaved work.

Products

Home / Products



Add Product

General	Data	Links	Attribute	Option	Discount	Special	Image	Design
AU English								
* Product Name	Ladies Little Black Dress							
Description	<p>The little black dress, perfect for every occasion!</p> <p>Dress it up with accessories and high heels or wear it as a smart casual with flats.</p> <p>Black, elegant and stylish, the must have for every girls wardrobe.</p>							
* Meta Tag Title	Little Black Dress							
Meta Tag Description	Little Black Dress							
Meta Tag Keywords	ladies dress, dress, black dress, little black dress							
Product Tags	little black dress, black dress							

Product Name:

The product name displayed on your website (this can be copied from supplier's website)

Description:

The long product description that will appear on the Product Information page (copy and paste from supplier's website). For further details refer to [Copying Images And Text From Suppliers Websites](#) on page 140.

Meta Tag Title:	The title of your product used by search engines. This is usually a copy of 'product name' text.
Meta Tag Description:	Optional: Up to 25 words or 125 characters. A summary of the product that may be used by search engines.
Meta Tag Keywords:	Can use the same as the Meta Tag Title Optional: Words your customers may use in search engines to try to find this product. Keywords should be separated by a comma.
Product Tags:	Optional. The product tags that will appear at the bottom of the Product Information page to aid visitors in searching.
Click the Save icon	



TIP: We do recommend that you might like to change a few words, or change the order of sentences for product descriptions used on your website. If your product description text is not an exact match / not exactly the same as used on suppliers websites, this can improve and offer better SEO results in Google.



NOTE: There is no 'right or wrong' when it comes to Meta Tag Title, Meta Tag Description or Meta Tag Keywords. You can use any text you like in these fields. Meta Tag Title is the only compulsory Meta field.

Products > Data tab:

The Data tab consists of numeric and other information about the product. *Fields you should complete are:* Price, Quantity, and a unique SEO URL. Any other fields are optional.

Edit Product

Data (selected)

General	Links	Attribute	Option	Recurring	Discount	Special	Image	Reward Points	Design
Model	Product 17								
Location	Location								
Price	1000.0000								
Tax Class	--- None ---								
Quantity	1000								
Minimum Quantity	1								
Subtract Stock	Yes								
Out Of Stock Status	Out Of Stock								
Requires Shipping	<input checked="" type="radio"/> Yes <input type="radio"/> No								
SEO URL	macbook-air								
Date Available	2009-02-03		<input type="button" value=""/>						
Dimensions (L x W x H)	0.00000000			0.00000000			0.00000000		
Length Class	Millimeter								
Weight	0.00000000								
Weight Class	Kilogram								
Status	Enabled								
Sort Order	0								

Model:

Optional. Model name or number. If the product does not have a model number you can create your own model codes e.g.: Elec for electronics, Comp for computers and so on.

SKU, UPC, MPN etc.

Optional. Stock Keeping Unit, Universal Product Code, Manufacturer Part No. etc. are all optional identifying numbers that you can assign to identify your products. TIP: If you are using multiple drop shipping suppliers you can create and use a code in any of these fields to identify different suppliers e.g. FF-Factory Fast, BG-Bang Good etc.

Location:	Optional. Location or warehouse where the item is stored
Price:	Compulsory field. The price you want the customer to see (this is the suppliers price with your own mark-up added)
Tax Class:	Optional. Select 'None' if not registered for GST. If your business is registered (earning over \$75,000 per annum) you should select 'Taxable Goods'
Quantity:	Compulsory field. You must enter an amount - leaving this field blank or with a '0' quantity will mean the product is unavailable/not in stock. If you are holding all of your own stock, enter the quantity that you have to sell. If using Drop Shipping suppliers you can use any quantity, for example: 100.
Minimum Quantity:	Optional. Set a minimum number that has to be purchased e.g. entering '2' will mean they must order 2 or more of the item. Should be left at 1.
Subtract Stock:	Set to 'Yes' for the store to count down the stock each time an item is ordered. This works in conjunction with the Quantity field.
Out Of Stock Status:	Optional. The status that customers will see when the item is out of stock. Should be left at 'Out of Stock'
Requires Shipping:	Should remain as 'Yes'
SEO URL (Keyword):	Compulsory field. This is very important and will be used by search engines to find and index the product. SEO URL entries for each product and category on your website must be unique. You can never use exactly the same SEO URL anywhere on your website. NOTE: Your website will display a warning if you do use a duplicate SEO URL. Multiple words must be separated with a dash '-' and must not contain any spaces. For example, if the product was: Blue Levi Jeans Size 18, any of the following SEO URL entries could be used: ladies-blue-levi-jeans ladies-plus-size-jeans ladies-size-18-jeans blue-levi-ladies-jeans plus-size-jeans-ladies ladies-blue-jeans-levi-brand ladies-denim-levi-jeans ladies-levi-denim-jeans-size-18 ladies-bootleg-levi-jeans bootleg-levi-ladies-jeans-size-18 ladies-bootleg-levi-jeans ladies-dark-blue-bootleg-jeans
Date Available:	Optional. If the new product is not yet in stock, the store will begin to display it on the date you select.
Dimensions (L x W x H):	Optional. If you are using Australia Post Shipping (meaning you are using Wholesale Suppliers) and your own stock is of varying sizes, this information can be included.
Weight:	Optional. If you have pre purchased stock from Wholesale suppliers and are sending orders using Australia Post or using Weight Based Shipping, you will need to estimate and enter a weight for each product. E.g. Baby Shirt = .25 (kg), Ladies Jeans = .5 (kg), Men's Leather Jacket = 1 (kg). <i>If your products are sourced from Drop Shipping suppliers and you are using the 'Geo Zone (Per Item Based)' shipping method, the 'Weight' field is not required and can be left blank. A set amount for each item purchased is automatically charged at the checkout.</i>
Status:	Set to Enabled
Sort Order:	Leave as 0 for products to be sorted alphabetically by your website.
Click the Save icon	



IMPORTANT! If you are using Australia Post Shipping and fail to specify a product weight, a Warning message will come up in the Delivery Method section of the Checkout and your customer will not be able to continue with their purchase.



NOTE: For more detailed information on Shipping, refer to [Standard Shipping](#) on page 68.



The SEO URL (Keyword) is the most important field on your website! You must include a unique entry for every SEO URL field. Every SEO URL Keyword used on your website must be unique; duplicate SEO URL Keywords are not allowed and multiple keywords must be separated by a hyphen - spaces/blanks are not allowed. Improper use of SEO URL fields will result in your store not operating correctly; products and categories may not open and your website will not be indexed by search engines correctly.



There is no exact science or no 'right or wrong' when it comes to setup of SEO URLs. You can use any keywords you like, provided they are unique.

Products > Links tab:

Simple - what manufacturers or brands do you want this product linked to? What category should the product be displayed in?

The screenshot shows the 'Edit Product' interface with the 'Links' tab selected. The 'Links' tab is highlighted with a blue border. Below it, there are several sections: 'Manufacturer' (with a dropdown menu showing 'Apple'), 'Categories' (with a dropdown menu showing 'Categories' and sub-options 'Laptops & Notebooks' and 'Desktops'), 'Filters' (with a dropdown menu showing 'Filters'), 'Stores' (with a dropdown menu showing 'Stores' and a checked checkbox for 'Default'), 'Downloads' (with a dropdown menu showing 'Downloads'), and 'Related Products' (with a dropdown menu showing 'Related Products'). The top navigation bar shows 'Home / Products' and includes a blue square icon with a white arrow and a back arrow.

Manufacturer:

Optional. If you have previously added manufacturer / brands in Catalog > Manufacturers, start typing the manufacturers name and select from the list

Categories:

Start typing the Category name and select from the list. The category will then be listed in the box below. To remove the product from a category, click on the Minus icon beside the product. A product can be listed in multiple categories.

Note: if the product isn't linked to a category it won't be visible on your website.

Note: If you are adding a product to a sub-category, you need to type in the sub-category name e.g. if adding a product to 'Sheets' sub-category within 'Bedding' (Bedding > Sheets) start typing the sub-category name 'Sheets'.

Stores:

This should always be ticked to select 'Default'

Related Products:

Optional. To have similar products appear in the Related Products box on your website, start typing the product name and select it from the list.

Click the Save icon

Other Products Tabs

The following product tabs are optional and are used to offer customers choices on sizes, colours, product comparisons etc.

Products > Attribute tab:

Allow customers to compare the features and specifications of similar products.

Functions in the Attribute tab have been categorised as advanced. [Information and instructions can be found in the Attributes section on page 89.](#)

Products > Option tab:

Allow customers to make selections on a product, such as size or colour.

Functions in the Option tab have been categorised as advanced. [Information and instructions can be found in the Options section on page 96.](#)

Products > Discount tab:

Discount tab is not widely used. It may be used to offer discounts for purchase of large/wholesale quantities of the same product. For example; purchase a quantity of 10 or more of the same at a reduced price.

Products Home / Products

Edit Product

General	Data	Links	Attribute	Option	Recurring	Discount	Special	Image	Reward Points	Design
Customer Group	Quantity	Priority	Price	Date Start	Date End					
Defau <input checked="" type="checkbox"/>	10	1	129.00	Date Start <input type="button" value=""/>	Date End <input type="button" value=""/>					

Products > Special tab:

Offer a special price for a product to all of your store customers. This enables you to enter a sale price for a specific product with the option of adding a start and finish date.

In this example below, we have setup a special price of \$149.00 without a Start or End date. Leaving the Date fields blank will mean that the store owner manually needs to remove the special for the product to return to full price.

Customer Group	Priority	Price	Date Start	Date End
Default	1	149.00	Date Start	Date End
				<input type="button" value="+"/>

Click the Add icon

Customer Group:

Priority:

Price:

Date Start:

Date End:

Click the Save icon

Leave as Default

Should be set to 1

The special price you are offering to store customers. In this example, customers can purchase the product for \$149.00.

The date the discount will automatically begin.

The date the discount will automatically stop.



NOTE: By leaving the Start and End Dates blank, the product will remain at the special price until you remove it.

Products > Image tab:

Finally you need to upload and add an image to your product.

Click the Camera icon

For further details refer to [Image Manager](#) on page 41.

The screenshot shows the 'Add Product' interface. At the top, there's a header with 'Products' and a back arrow. Below it is a navigation bar with tabs: General, Data, Links, Attribute, Option, Recurring, Discount, Special, **Image**, Reward Points, and Design. The 'Image' tab is highlighted with a blue border. Below the tabs, there's a section labeled 'Image' containing a placeholder image of a camera. The entire interface has a clean, modern design with light colors and simple icons.

Should you wish to include more than one product image 'Additional Images' can be added. This is optional.

Click on Add Image icon to add additional images

The screenshot shows the 'Edit Product' interface. At the top, there's a header with 'Products' and a back arrow. Below it is a navigation bar with tabs: General, Data, Links, Attribute, Option, Recurring, Discount, Special, **Image**, Reward Points, and Design. The 'Image' tab is highlighted with a blue border. Below the tabs, there's a section labeled 'Image' containing a placeholder image of a laptop. Further down, there's a section labeled 'Additional Images'. On the right side of this section, there's a button labeled 'Add Image' with a plus sign icon, which is highlighted with a black box and a callout arrow pointing to it. The interface follows a similar clean design as the previous screenshot.

Click each Camera image to upload additional images using Image Manager.

Products

Home / Products



Edit Product

General Data Links Attribute Option Recurring Discount Special **Image** Reward Points Design

Image

--

Additional Images

	Sort Order	
	0	
	Sort Order	

Click the Save icon

Congratulations - you have just added your first product! The use of other product tabs is optional, while some tabs are not used at all. You may now choose to; add more products to your store, read through the advanced product option tabs on the following pages or continue with setup of your store by skipping to [Adding Products to Your Home Page](#) on page 54.



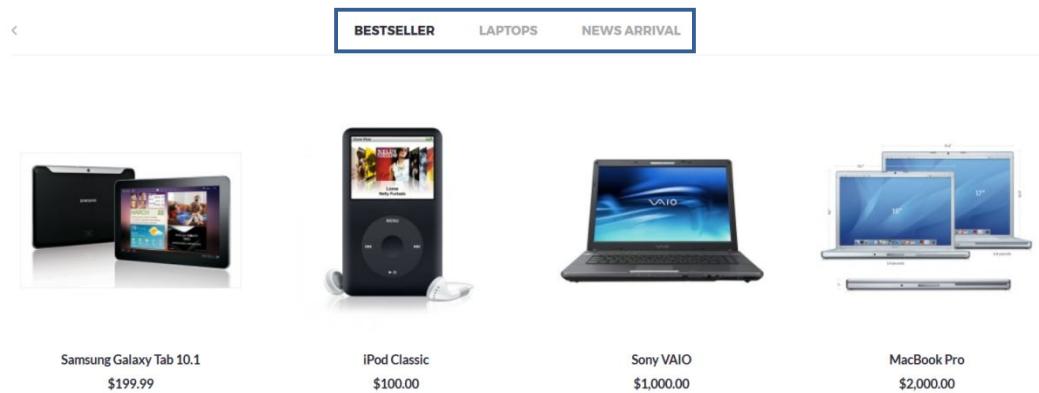
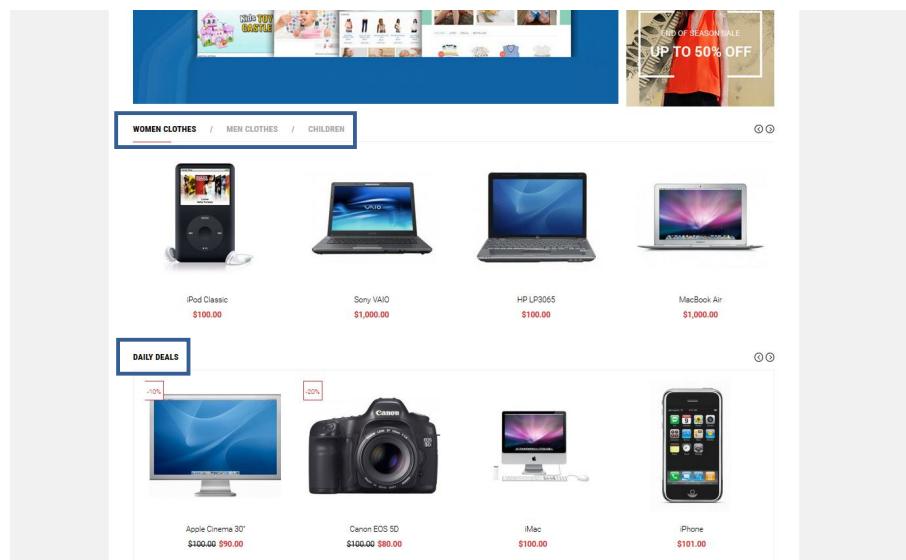
TIP: Look at the new product in your store to view what your customers see before continuing. Open another window in your browser e.g.; Google Chrome and type the address of your store (www.yourdomain.com.) You should see the new product listed on your website inside the category. If it's not visible try refreshing or reloading your browser page. If it's still not visible you should check the product setup - make sure that the product is set to 'Enabled' and that it is linked to a category.



NOTE: We recommend listing products in multiple categories. They can be listed in the main / top category, within sub-categories and also within other top level categories and sub-categories. You will find that many products fall under many different categories, and as such, they should be included in all relevant categories of your store.

ADDING PRODUCTS TO YOUR HOME PAGE

Products can be displayed on your website home page in sections with different text headings e.g. Daily Deals, New Arrivals, Bestseller etc.



NOTE: If your website is setup using animated sliding product banners, refer to the 'Additional Features Guide', Product Slider section for instructions.

An example of animated sliding product banners (using Advanced Product Slider) is shown below. This is an additional feature, not installed on all websites.

CANON POWERSHOT DIGITAL CAMERA

In addition to doubling SX30 IS zoom, the pixels are further upgraded to 1.410 million pixels, no matter when shooting or recording may have more perspective. The first video when you can zoom and focus, the use of USM and the Voice Coil (VCM) Mount ..

Only \$319.95

Add to Cart

Admin > Extensions > Modules

Locate Filter Product module and click the Edit icon

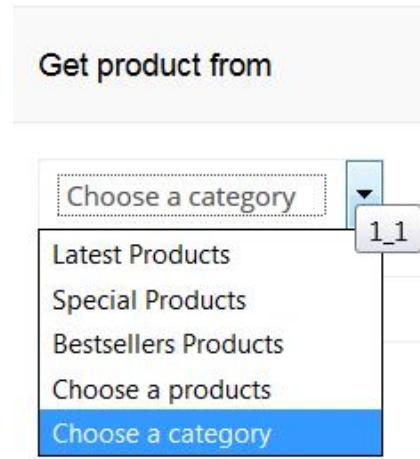
The screenshot shows the 'Modules' page in the administrator interface. On the left, there's a sidebar with 'Extensions' selected. In the main area, a table lists modules with one row for 'Filter Product'. To the right of the table is an 'Action' column containing a red delete icon and a blue edit icon.

Click to edit a Module e.g. Module 1, Module 2 etc.

The screenshot shows the 'Filter Product' configuration page. On the left, a sidebar lists 'Module 1', 'Module 2', 'Module 3', and an 'Add Module' button. The main area has tabs for 'Module tab' and 'Module setting'. Under 'Module tab', there are three rows for categories: 'Activewear' (selected), 'Exercise', and 'Lifestyle'. Each row includes a dropdown for 'Get product from', a 'Categories' field (with an 'Autocomplete' note), and a 'Remove' link. At the bottom are 'Add item' and 'Save' buttons.

Title: Edit the Heading Title to display on the website

Get product from: Edit the product source



Latest Products: automatically list new products added to your store

Special Products: automatically list Special products

Bestsellers: automatically list Bestselling products

Choose a product: choose which products to display

Choose a category: automatically display products from the chosen category



NOTE: If there are any blank products, blank categories or blank entries these will need to be deleted before you can add any new entries. Blanks will be displayed as 'just a minus sign' without an entry. An example is shown below. Click the minus sign to delete all of the blanks.

A screenshot of the "Filter Product" module settings interface. The top navigation bar shows "Home / Modules / Filter Product". The main area has tabs for "Module 1", "Module tab", and "Module setting". Under "Module setting", there are sections for "Title" and "Get product from". The "Get product from" section includes a dropdown menu with "Choose a products" and a "Products: (Autocomplete)" input field. A "Featured Products" button is also present. On the left, there is a sidebar with "Module 1", "Module 2", "Module 3", and an "Add Module" button. A vertical blue box highlights the "Get product from" dropdown menu.

You should start with clean form, as shown below

Filter Product Home / Modules / Filter Product

Module 1 -

Module 2 -

Module 3 -

Add Module +

Title	Get product from
Featured Products -	Choose a products ▼
	Products: (Autocomplete)

Choose a Product:

Start typing the name of the Product and make selection from the drop down list. Click to select the product and add it to the Products list.

Choose a products ▼

Exercise -

Products: (Autocomplete) e

- Eko Rich Organica Shampoo
- Electric Magnetic Eye Care Massager
- Elephant Garden Statue Foot Stool
- Ere Perez - Sunflower Oil Mascara

Choose a category

Continue adding Products

Choose a products ▼

Exercise -

Products: (Autocomplete) b

- Basketball Ring with Adjustable Height
- Bluetooth Smart Wrist Band Bracelet
- AB Push Up Abdominal Shaper -

Click the Save icon



NOTE: To remove an item from the list click the minus sign beside the product.

Choose a products ▼

Exercise -

Products: (Autocomplete) b

- Electric Magnetic Eye Care Massager -
- Ere Perez - Sunflower Oil Mascara -
- AB Push Up Abdominal Shaper -

Choose a Category:

Start typing the name of the Category and click to select from the drop down menu.



Click the Save icon

Check your website home page to view the changes.

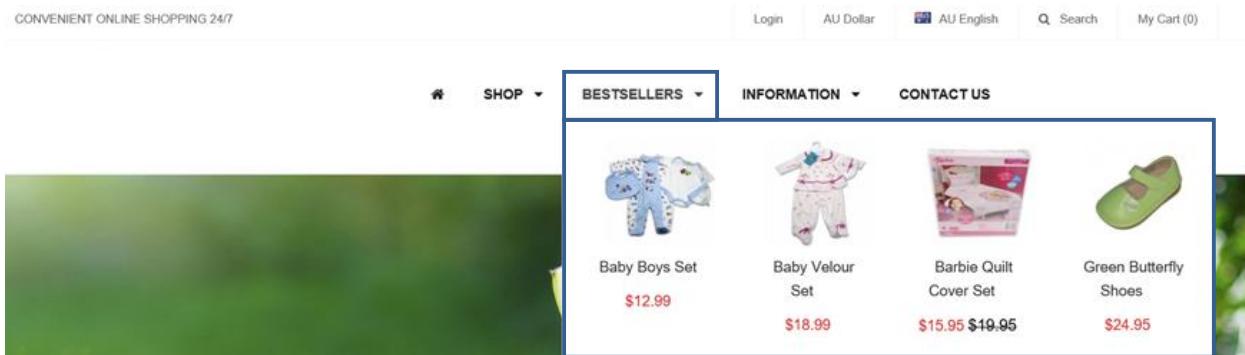
ADD PRODUCTS TO WEBSITE DROP DOWN MENU - (not setup on all websites)

Your website menu can display selected products in a drop down list.



NOTE: This feature is not installed or available on all websites.

Different headings can be created in the website menu to display selected products in the drop down list e.g. Bestsellers, Hot Products, Specials or similar.



Admin - Extensions - Megamenu

Locate Megamenu module and click the Edit icon

The screenshot shows the Joomla administrator interface. On the left is a sidebar with various links: Dashboard, Catalog, Extensions (with sub-links like Extension Installer, Modifications, Themes, Analytics, Captcha, Feeds, VQMod Manager, Newsletter Subscribers, Anti-Fraud, and Modules), and a link to the current page, Modules. The main content area has a header 'Modules' and a breadcrumb 'Home / Modules'. A blue info bar at the top says: 'After you have installed and configured a module you can add it to a layout [here!](#)'. Below this is a table titled 'Module List' with columns for 'Module Name', 'Action', and 'SETTINGS'. The 'SETTINGS' column contains icons for edit and delete. The modules listed are Revolution Slider, Filter Product, Account, Banner, Bestsellers, and Megamenu. The 'Megamenu' row has an edit icon with a red border.

Module Name	Action
Filter Product	
Revolution Slider	
SETTINGS	
Account	
Banner	
Bestsellers	
Megamenu	

Scroll down to the Products heading

Products

Show Products	Yes
Product Title	 Bestsellers
Name	Yes
Image	Yes
Price	Yes
Rating	No
Products (autocomplete)	<input type="text"/> 4kg Medicine Ball AB Push Up Abdominal Shaper Antiaige Organics Night Cream Basketball Ring with Adjustable Height Bluetooth Smart Wrist Band Bracelet

Products (autocomplete):

Start typing the name of the product that you would like displayed in the drop down menu on your website. Click to select.

Continue adding Products

Click the Save icon

Check your website home page to view the changes.

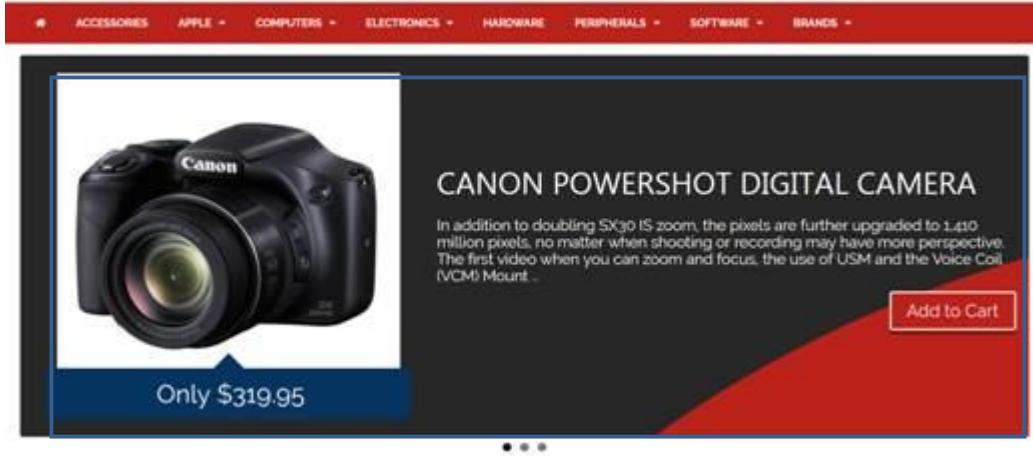


TIP: It is generally advisable to limit the number of products displayed in the drop down menu to a single row. The area is not designed to list a large number of products.

ADD PRODUCTS TO PRODUCT SLIDER - (not setup on all websites)

If your website is displaying 'Sliding Products' on the home page, in place of banner images you will see something similar to below.

Product Slider displays selected products from your website and animates them in a slideshow. It will display product images, the price and a description of the product.



To add products to the Product Slider or change the products being displayed, please refer to the Advanced Product Slider section in the Additional Features Guide.

ADD INFORMATION PAGES

Information Pages include things like: About Us, Privacy Policy, Terms & Conditions etc.

It is good business practice to also include a page for 'Shipping and Returns' with a brief explanation of your Shipping and any Return Policies that you have. Your customers may also find a Size Chart helpful. You can add any additional information that will assist them with purchasing.

Adding and Editing Information Pages

To add or edit Information pages such as About Us, Privacy or Terms & Conditions is as easy as typing an email.



TIP: There is information setup on your website in the footer (at the bottom of the screen) that is not listed in the Information Menu. To edit this information refer to the 'Instructions Specific to your Website' document.

Admin > Catalog > Information

Click the Add icon to insert a new Information page or the Edit icon to update a current one.

Information Title	Sort Order	Action
About Us	1	
Delivery Information	2	
Privacy Policy	3	
Terms & Conditions	4	

Showing 1 to 4 of 4 (1 Pages)

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Version 2.2.0.0

Information > General tab:

The screenshot shows the 'Edit Information' screen with the 'General' tab selected. It includes sections for 'Information Title' (About Us), 'Description' (Rich text editor with toolbar), 'Meta Tag Title' (About Us), 'Meta Tag Description' (Meta Tag Description), and 'Meta Tag Keywords' (Meta Tag Keywords). A blue border highlights the 'Description' section.

Information Title:

Type in the name of the Information page e.g. About Us

Description:

Type in the Information text

Meta Tag Title:

The title of your page used by search engines.

Meta Tag Description:

Optional. A summary of the page to describe the page to search engines.

Meta Tag Keywords:

Optional. Words your customers may use in search engines to find this page.

Click the Save icon



TIP: If you are creating Information pages for Shipping, Terms & Conditions etc. you should base the content on your suppliers Shipping, Terms & Conditions policies. For example, if the suppliers you choose to use are offering 30 day money back return or exchange, you can also offer the same to your own customers. If you are using Drop Shipping suppliers and their delivery time is 5-7 working days, you should use the same information on your website.



TIP: Take the time to read your supplier's About Us, Terms & Conditions and Shipping Information pages, and reword the pages to suit your own store. We have included at the end of this section an example of what you might like to include in your Privacy Policy.

Information > Data tab:

Edit Information

General Data Design

Stores Default

SEO URL about_us

Bottom

Status

Sort Order 1

Stores:

This should always be ticked to select 'Default'

SEO URL:

Must be unique. No spaces between keywords; use a dash '-' or underscore '_'

Bottom:

Tick to display in the bottom footer box

Status:

Set to Enabled

Sort Order:

Put 1 to display first, 2 to display second and so on.

Click the Save icon

By ticking the 'Bottom' box, the Information page will be linked into the footer as shown below. Any number of pages can be added here.

Information

- About Us
- Delivery Information
- Privacy Policy
- Terms & Conditions

Customer Service

- Contact Us
- Site Map

Extras

- Brands
- Gift Vouchers
- Specials

My Account

- My Account
- Order History
- Wish List
- Newsletter

Follow Us On

- [Facebook](#)
- [Twitter](#)



TIP: Don't delete a page unless you will never need it again. Instead, we recommend changing the status to 'Disabled' which will remove it from your website but remain in Admin for if you want to use it again later. In Catalog > Information, click the Edit icon of the page you want to hide and on the data tab, change the Status to 'Disabled'.



TIP: Don't forget to view your store as a customer and to navigate to your new category, product and Information pages.

Privacy Policy Example

An example of what you might like to include in your Privacy Policy follows:

Privacy Policy

Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

What personal information do we collect from people that visit our website?

When ordering or registering on our website, as appropriate, you will be asked to enter your name, email address, mailing address, phone number and other details. This information is required to create your account and to process your orders.

When do we collect information?

We collect information from you when you register for an account on our website, place an order or subscribe to our newsletter.

How do we use your information?

We use the information that we collect from you when you register for an account in the following ways:

- To quickly process your orders
- To communicate with you as our customer
- To provide store newsletters
- For email communication

How do we protect visitor information and transactions?

We never ask for personal or private information.

We do not store any credit card numbers or credit card details on our Website.

All payments are processed by PayPal - www.paypal.com.au. PayPal is the industry leader in online security. PayPal automatically encrypts confidential information using the Secure Sockets Layer protocol (SSL) with an encryption key length of 128-bits (the highest level commercially available).

All information is stored on the PayPal website and resides on a server that is heavily guarded both physically and electronically. PayPal servers sit behind an electronic firewall and are not directly connected to the internet, so your private information is available only to authorised computers.

WELCOME TEXT, SHIPPING AND PAYMENTS

All stores have been setup to use Geo Zone (Per Item Based) Shipping.

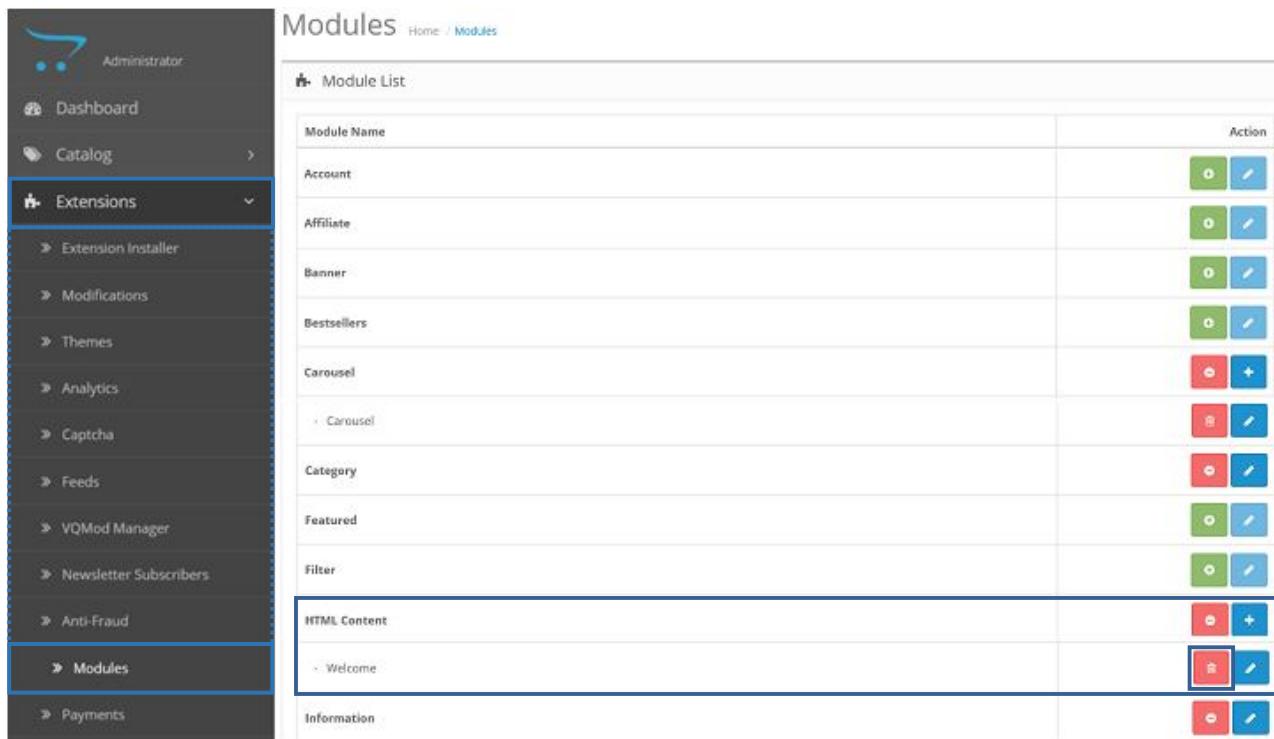
All stores are setup with PayPal which allows you to accept payments by PayPal, eCheque, bank transfer and also payments by credit card.

Welcome Text

Insert or edit the home page Welcome Text, 'Welcome to my store'. This text is optional and does not need to be installed unless you would like to include it.

Admin > Extensions > Modules

Under HTML Content, next to Welcome click the Edit icon



The screenshot shows the VQMod Manager interface. On the left is a dark sidebar with a shopping cart icon and the word 'Administrator'. Below are links: Dashboard, Catalog, Extensions (which is expanded to show Extension Installer, Modifications, Themes, Analytics, Captcha, Feeds, VQMod Manager, Newsletter Subscribers, Anti-Fraud, Modules, and Payments), and a link to 'Home / Modules'. The main area is titled 'Modules' and shows a 'Module List'. A table lists various modules: Account, Affiliate, Banner, Bestsellers, Carousel, Category, Featured, Filter, HTML Content, and Information. The 'HTML Content' row is highlighted with a blue border. Within this row, the 'Welcome' module is selected, indicated by a red square with a white edit icon. The table has columns for 'Module Name' and 'Action' (with icons for edit, delete, and preview).

Module Name	Action
Account	[Edit] [Delete]
Affiliate	[Edit] [Delete]
Banner	[Edit] [Delete]
Bestsellers	[Edit] [Delete]
Carousel	[Edit] [Delete]
Category	[Edit] [Delete]
Featured	[Edit] [Delete]
Filter	[Edit] [Delete]
HTML Content	[Edit] [Delete]
- Welcome	[Edit]
Information	[Edit] [Delete]

HTML Content

Home / Modules / HTML Content



>Edit HTML Content Module

Module Name	Welcome
English	
Heading Title	Heading Title
Description	A toolbar with various icons for text formatting: bold (B), italic (I), underline (U), strikethrough (del), font (Open Sans), size (A), alignment (list), and other options like image, video, and code.
Welcome to our Online Store!	
Status	Enabled

Description: Enter your welcome message text

Status: Enabled

Click the Save icon



NOTE: Editing modules in Admin can affect your store operations. You should not change or edit any modules in Admin that are not covered in this guide. This can result in your store no longer functioning.

Standard Shipping

Your website already has Geo Zone (Per Item) Based Shipping setup.



TIP: You should choose a shipping method that best suits your store requirements. Shipping costs should be based around your suppliers shipping costs. Keep in mind, you can never 'copy' shipping rates exactly, you will be using an estimated shipping cost to cover the costs of shipping.

Geo Zone Per Item Based Shipping allows you to charge a set amount for each item purchased from your store. You can charge a different amount for each different country or zone setup on your website.

If you are happy to use the default shipping settings below, you don't need to do anything and can skip forward to the next section.

By default your store is setup to charge:

- \$6.00 for each item shipped within Australia
- \$15.00 for each item shipped to the US
- \$15.00 for each item shipped to the UK

There is also the option of setting individual state shipping costs. For example:
 NSW Zone - \$5.00 per item delivered anywhere in NSW
 WA Zone - \$6.00 per item delivered anywhere in WA

To edit the above shipping costs;

Admin > Extensions > Shipping

Locate Geo Zone (Per Item) Based Shipping in the list and click the Edit icon

Shipping List			
Shipping Method	Status	Sort Order	Action
Australia Post	Disabled		
AusPost (Postage Assesment Calculator)	Disabled		
Citylink	Disabled		
Fedex	Disabled		
Flat Rate	Disabled		
Free Shipping	Disabled		
Geo Zone (Per Item) Based Shipping	Enabled	1	
Per Item	Disabled		
Parcelforce 48	Disabled		
Pickup From Store	Disabled		
DHL Global Mail	Disabled		

Geo Zone (Per Item) Based Shipping



[Edit Geo Zone \(Per Item\) Based Shipping](#)

General	Per Item cost:	6.00
ACT Zone		
AU Zone	Status:	Enabled
NSW Zone		
NT Zone		
QLD Zone		
SA Zone		
TAS Zone		
UK Zone		
US Zone		
VIC Zone		
WA Zone		

By clicking on each of the different Zone tabs, you can edit the amount being charged for each item.

Per Item cost: Enter the postage amount charged for each item.
 Status: Set each zone that you are shipping to as Enabled. Any zone you are not shipping to, set to Disabled.



NOTE: If using country zone shipping cost, a 'per item cost' needs to be set for each country zone and the state zones set to Disabled. e.g.: AU Zone is set to charge \$6.00 shipping and all state zones; NSW Zone, NT Zone etc. are set to Disabled.



NOTE: If using individual state zone shipping costs, a 'per item cost' needs to be set for each state zone, and the country zone set to Disabled. e.g.: NSW Zone \$5.00 shipping, NT Zone \$6.00 shipping etc. and the AU Zone is set to Disabled.

If detailed and specific shipping costs need to be added for additional countries, you will firstly need to setup a Geo Zone for that country. Refer to [Geo Zones on page 87](#) for further instructions. We would suggest that setup of Geo Zones is an advanced feature - only recommended for advanced users.

You may prefer to setup a simple flat rate shipping amount for 'all zones' as this would cover all orders of any size to every international country & location. This amount could be set at \$25 per order, or any other amount that you choose. Further details on setup for Flat Rate Shipping follow.

To Setup A Different Method of Shipping

Other Available Shipping Options include:

- Australia Post Shipping: Weight based shipping using Australia Post shipping costs.
- Geo Zone Per Item Shipping: This is the default setup on all websites.
- Free Shipping: Free shipping for all orders.
- Flat Rate: A flat rate for all orders, for example; \$10.00 per order regardless of how many products are being purchased and where they are shipped to.
- Per Item: The same item cost is applied to all products regardless of where they are being shipped to. For example; \$4.00 per item - 4 x products ordered = a total of \$16.00 shipping.
- Weight Based: A weight based shipping method where you set the costs of shipping based on product weights. For example; 3kg and under charge \$10.00, from 3kg to 5kg charge \$15.00, over 5kg charge \$20.00 and so on. Weight based shipping costs can be set individually for each different zone.

Admin > Extensions > Shipping

Here you can choose to setup any of the above shipping options by simply clicking the Install icon (the plus sign) then click the Edit icon. Included below are instructions on how to setup Free Shipping, Flat Rate and Weight Based Shipping.

Shipping Method	Status	Sort Order	Action
Australia Post	Disabled		
AusPost (Postage Assessment Calculator)	Disabled		
Citylink	Disabled		
Fedex	Disabled		
Flat Rate	Disabled		
Free Shipping	Disabled		
Geo Zone (Per Item) Based Shipping	Enabled	1	
Per Item	Disabled		
Parcelforce 48	Disabled		
Pickup From Store	Disabled		
Royal Mail	Disabled		
UPS	Disabled		
United States Postal Service	Disabled		
Weight Based Shipping	Disabled		

Free Shipping

Free Shipping [Home](#) / [Shipping](#) / [Free Shipping](#)

Edit Free Shipping	
Total <small>?</small>	10.00
Geo Zone	AU Zone <input checked="" type="checkbox"/>
Status	Enabled <input checked="" type="checkbox"/>
Sort Order	1

Total: The total amount of the order before 'Free Shipping' will be offered (i.e.; 10.00 = \$10.00). Free Shipping would then be applied to every order over \$10.00. Leave blank to apply Free Shipping to all orders.

Geo Zone: Select AU Zone (Free shipping will only be applied to orders in Australia)

Status: Set to Enabled

Sort Order: If you are offering customers the choice from multiple shipping methods and wish this method to be displayed first, enter 1. To display second, enter 2, and so on.

Click the Save icon

Check your website to ensure that Free Shipping has been added as a shipping option. Using \$10.00 in the example above would provide all Australian orders over \$10.00 with Free Shipping. If you used \$150.00 in the Total field, Free Shipping would only be applied to orders over \$150.00.

Flat Rate

Flat Rate [Home](#) / [Shipping](#) / [Flat Rate](#)

Edit Flat Rate Shipping	
Cost	5.00
Tax Class	--- None ---
Geo Zone	All Zones
Status	Enabled
Sort Order	2

- Cost: This is the flat rate that will be charged to each order e.g. \$5.00
- Tax Class: None (unless you are registered for GST)
- Geo Zone: Select which zone the Flat Rate cost will be charged to. In the example above it is 'All Zones' meaning that a flat-rate of \$5.00 will be charged to every order, in all countries and locations.
- Status: If you want this shipping method to be active on your store, select Enabled. To hide it, select Disabled.
- Sort Order: If you are offering customers the choice from multiple shipping methods and wish this method to be displayed first, enter 1. To display second, enter 2, and so on.
- Click the Save icon when you are finished setting up Shipping vendor information.

Weight Based Shipping

Weight Based Shipping > General tab:

Edit Weight Based Shipping	
General	Tax Class --- None ---
ACT Zone	Status Enabled
AU Zone	
NSW Zone	
NT Zone	Sort Order 1

- Tax Class: Select 'None', unless you are registered for GST.
 Status: If you want this shipping method to be active on your store, select 'Enabled'. To hide it, select 'Disabled'
 Sort Order: If you are offering customers the choice from multiple shipping methods and wish this method to be displayed first, enter 1. To display second, enter 2, and so on.

Click to select the tab for each zone and add the shipping cost

In the example below we will setup shipping costs for AU Zone.

Weight Based Shipping > AU Zone tab:

Edit Weight Based Shipping	
General	Rates ? 2:6.00,3:7.00,5:10.00,999999:20.00
ACT Zone	
AU Zone	
NSW Zone	
NT Zone	Status Enabled
QLD Zone	
SA Zone	

- Rates: Enter values for weight and price eg:- weight:price, weight:price etc.
 Using the example above: '2:6.00, 3:7.00, 5:10.00, 999999:20.00' it will charge:
 2kg or less, \$6.00
 Over 2kg - up to 3kg, \$7.00
 Over 3kg - up to 5kg, \$10.00
 Over 5kg, \$20.00
 Status: If you want this shipping method to be active on your store, select Enabled. To hide it, select Disabled.

Click Save icon



NOTE: When using Weight based Shipping and Australia Post Shipping, you must enter the weight for each product that you setup on your website. Please refer to [Add Your First Product – Data tab](#) on page 46 for further details on entering a product weight.

Australia Post Shipping

Australia Post Shipping calculates the cost by the weight of the product and the customer's postcode. Shipping charges are based on actual Australia Post shipping rates. You must enter the weight for each product that you setup on your website.

Australia Post automatically calculates shipping costs within Australia (domestic), as well as to other countries (international.)



NOTE: If you are using Weight Based Shipping or Australia Post Shipping and do not include a weight field for every product in your store - your checkout and shipping costs will not work/will not be calculated correctly.



NOTE: You should not use Australia Post Shipping module unless you are sending items using Australia Post postage service.

Payment

PayPal is the payment gateway setup by default on all websites.

Website Payments - PayPal Standard

All payments received from customers on your website are processed via PayPal. PayPal allows you to accept credit card payments; Visa, Mastercard etc. and also direct bank deposits and eCheque payments. Every order that is placed on your website will be processed by PayPal and the money deposited into your PayPal account. From there you can transfer the money directly to your bank account.



NOTE: Customers don't need to have a PayPal account to pay using credit card, PayPal is just the 'processor' of the transactions.

A default email address has been setup on your website to accept PayPal payments.
sales@beachandchic.com



VERY IMPORTANT – YOU NEED TO DO THIS NOW. Setup a new PayPal Business Account, which is free. You will require a [PayPal Business Account](#) to be able to accept credit card payments on your website.

You cannot use an existing personal PayPal account as you are limited to accepting a total of only 6 credit card payments or transactions. The credit card fees charged by PayPal are also much higher on a personal account.

You will need to sign up for your new PayPal account using your new website email address:
sales@beachandchic.com

Before doing this please ensure you have access to your website email address and can receive email messages.

Click the following link to sign up for PayPal:

https://www.paypal.com/au/merchantsignup/applicationChecklist?signupType=CREATE_NEW_ACCOUNT&productIntentId=wp_standard



NOTE: If you are located in New Zealand, you need to sign up for PayPal at:
https://www.paypal.com/nz/merchantsignup/applicationChecklist?signupType=CREATE_NEW_ACCOUNT&productIntentId=wp_standard

Step 1:

The screenshot shows the initial step of creating a PayPal business account. At the top left is the PayPal logo. Below it is a large blue button with the text "Start your application". Underneath the button, a text box contains the placeholder "sales@yourdomain.com". To the right of the text box is a blue "Get Started" button. A small explanatory text at the bottom states: "To create your PayPal account, we'll ask for detailed information about your business and individuals associated with it. This helps keep PayPal a safer place to transact and ensures we comply with Australian Anti-Money Laundering and Counter-Terrorism Financing laws."

Enter your website email address and click Get Started

Step 2: Enter basic business information

The screenshot shows a user interface for entering basic business information. On the left, a vertical sidebar lists steps: 'Get started' (selected), 'Business information', 'Business contacts', and 'Review and submit'. The main area is titled 'Let's get started' and contains sections for 'Login credentials' (email: sales@yourdomain.com, password: masked) and 'Basic business information'. The 'Basic business information' section includes fields for 'REG'D Business Name OR Your Personal Name' (containing 'ABC Pty Ltd'), 'Trading name same as legal business name' (checked), 'Business type' (set to 'Sole trader'), 'Are you opening this account on behalf of a trust?' (radio buttons for 'Yes' and 'No' - 'Yes' is selected), 'How can we reach you with account related issues?' (dropdown set to 'Australia' and phone number '99999999'), and a note about privacy. A large orange arrow points to the 'REG'D Business Name OR Your Personal Name' input field.

Let's get started

Login credentials

sales@yourdomain.com

Business information

Business contacts

Review and submit

Basic business information

REG'D Business Name OR Your Personal Name

Trading name same as legal business name

Sole trader

Are you opening this account on behalf of a trust?

Yes No

How can we reach you with account related issues?

Australia 99999999

When you click **Create Application**, we'll collect your information in accordance with our [Privacy Policy](#). If you don't complete your application now, you can log in with the email address and password you've provided above to complete it later.

Please note, you'll need to complete your application within 90 days. If you don't submit it within that time, you'll need to start again.

Create Application

If you have registered a business name with ASIC - enter your registered business name
<http://asic.gov.au/for-business/registering-a-business-name/steps-to-register-your-business-name/>

If you have not registered a business name with ASIC - enter your own personal name

Click Create Application

Step 3: Enter business information (your address etc.)

The screenshot shows the 'Business information' step of a PayPal setup process. On the left, a vertical sidebar lists steps: 'Get started' (grey), 'Business information' (blue, currently selected), 'Business contacts' (grey), and 'Review and submit' (grey). The main area has a light grey background. At the top right, the title 'Business information' is displayed in blue. Below it, a message reads: 'Tell us a little about your business. This will help us provide you with a more tailored PayPal experience.' The 'Business details' section contains a field for 'ABN (if applicable)'. The 'Principal place of business' section includes fields for 'Address line 1' and 'Address line 2 (optional)'. Below these are dropdowns for 'Suburb', 'State/Territory', and 'Postcode', all set to 'Australia'. The 'Business history' section has a dropdown set to 'Less than 3 months'. The 'What type of goods/services do you sell?' section has two dropdowns: 'Category' and 'Subcategory', both currently expanded. The 'Do you have a website or Facebook page?' section shows radio buttons for 'Yes' (selected) and 'No'. A text input field contains the URL 'www.yourdomain.com'. At the bottom is a large blue button labeled 'Save and Continue'.

Business information

Tell us a little about your business. This will help us provide you with a more tailored PayPal experience.

Business details

ABN (if applicable)

Principal place of business

Address line 1

Address line 2 (optional)

Suburb State/Territory Postcode

Australia

Business history

Less than 3 months

What type of goods/services do you sell?

Category

Subcategory

Do you have a website or Facebook page?

Yes No

www.yourdomain.com

Save and Continue

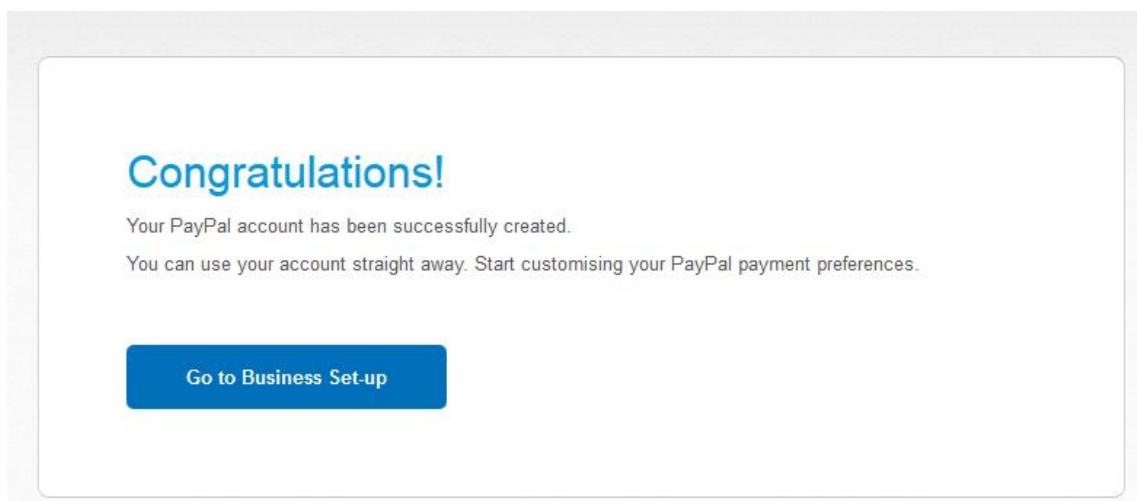
Click Save and Continue

Step 4: Enter business contacts (your personal details)

The screenshot shows a vertical navigation bar on the left with five icons: 'Get started' (person), 'Business information' (briefcase), 'Business contacts' (blue square with a white icon), and 'Review and submit' (magnifying glass). The 'Business contacts' icon is highlighted with a blue background. The main content area is titled 'Business contacts' and includes a note about collecting information for AML/CFT purposes. It asks for the primary authorised user's details: title, first name, middle name, and last name. It also asks for date of birth (dd/mm/yyyy) and residential address, with an option to use the principal place of business. The address fields include 'Address line 1', 'Address line 2 (optional)', 'Suburb', 'State/Territory' (with a dropdown menu showing 'Australia'), and a 'Postcode' field. A 'Save and Continue' button is at the bottom.

Click Save and Continue

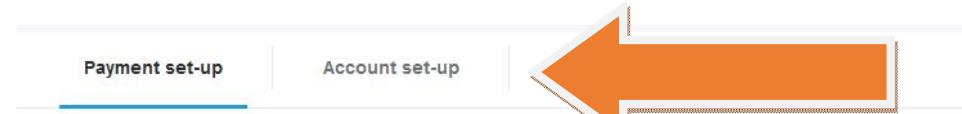
Step 5: Review your application



Agree and create account
Click Go to Business Set-up

PayPal is already setup on your website, you can skip all of the Learn More selections below

Click Account set-up tab



How would you like to start getting paid?

Choose one, or choose them all. We'll help you get set up.
Don't worry, you can always add more ways to get paid later.



On your website

Accept credit card, debit card and PayPal payments on your site.
[Learn More](#)



With online invoicing

Create and email invoices in minutes.
[Learn More](#)



On eBay

Sell on eBay with PayPal built right in.
[Learn More](#)



In person

Take credit cards with a card reader.
[Learn More](#)



Your PayPal account is now setup.

Continue to follow the on-screen links to confirm your email address, link your bank account, make your business name clear and raise limits.

Welcome to your PayPal business account Need help? Call 1800 073 263

[Payment set-up](#) [Account set-up](#)

 **First, let's confirm your email address**
You'll need to do this to accept payments.

 **Link your bank account**
Transfer money from your PayPal account to your bank account.

 **Make your business name clear for customers**
Make sure your customers will recognise your business name on their credit card statements.

 **Raise limits to move money more easily**
We may initially limit the amount of money you can transfer from your PayPal account until you've verified your linked bank account or card.

If you have any problems with creating or using your PayPal account, you can contact PayPal directly via the Help link in your PayPal account. You can also contact PayPal Australia directly on 1800 073 263.



NOTE: Just the same as when you open a bank account, PayPal may request further identification and/or proof of your identity. Home Business Websites is not able to legally assist you with verifying your PayPal account and/or with providing proof of your identity, this can only be done by the account owner. Please contact PayPal directly should you require any further assistance.

PayPal provides built-in buyer and seller protection, more details available on their website!

More About Your PayPal Payments

When a customer pays for an order using PayPal they are automatically taken to the PayPal website to complete their payment. This ensures that their payment is secure. They can choose to pay using their PayPal balance, using a Credit Card or via their bank account.

Payment notifications from PayPal are sent automatically to your website email address: sales@beachandchic.com (and the money automatically deposited into your PayPal account.)

After completing the PayPal payment, the customer will be returned to your website. This is an automated process.



TIP: If using Drop Shipping suppliers - you will receive notifications from PayPal (via email) that you have received a payment. You will then need to logon to the Drop Shipper's website and place the order. Remember to put your customers address in the 'ship to' field. The order is then taken over by the Drop Shippers and they deliver the goods directly to your customer.



TIP: If using Wholesale Suppliers and keeping your own stock - you will receive notification from PayPal (via email) that you have received a payment. You will then need to package and send the goods directly to your customer.

Setup PayPal Standard on Your Website

This has already been done for you. Please do not make any changes to your PayPal settings.

PayPal Express - available as a paid additional feature

To arrange installation contact support@homebusinesswebsites.com.au

Refer to Additional Features guide for further instruction.

Other Payment Options

Your website can also accept payments by; Bank Transfer, Cheque, Money Order and Cash on Delivery.

To view all payment methods, go to: Admin > Extensions > Payments. This brings you to the Payment screen:

Payment Method	Status	Sort Order	Action
Bank Transfer	Disabled		
Cheque / Money Order	Disabled		
Cash On Delivery	Disabled		
Free Checkout	Disabled		
PayPal Payments Standard	Disabled		

Please note that we only provide support for; PayPal Standard, Bank Transfer, Cheque, Money Order and Cash on Delivery payment methods.

Should you wish to install other payment options such as 'Bank Transfer' simply click 'Install', then 'Edit' and fill in the form.

Other merchants and payment providers require you to have a merchant bank account and additional security settings to use their payment gateways.

If there is another payment gateway that you would like to use, please contact our support centre for further information.

Congratulations - you have now completed all of the tasks that are required to start selling products from your store!

You can now start advertising and promoting your business using the Advertising document included in your Website Instruction Package.

If you are wanting to know about changing any of the following elements of your website, these instructions can be found in your 'Instructions Specific to Your Website' document.

Edit or Add Social Media Links
Edit Home Page Banners
Change Website Colours
Edit Home Page Content
Change Header & Footer Text

.... but there is more that you can learn!

In the following chapters you will learn more about your website operations and how to complete and setup more advanced tasks and functions.

Do you need to know all of the advanced tasks and functions? The answer for many people will be - probably not. You may be more than happy with your products/categories setup and your store just as it is. The need for using advanced features such as 'Product Attributes' and the use of 'Gift Vouchers' or 'Coupon Codes' is certainly not a necessity, particularly when you are just starting out. You can choose to learn more about using some of the advanced features later on in your own time by simply returning to this guide.

We do however recommend that you spend some time reading about orders, managing customers and how the order process works. This will prepare you for when you receive your first real order!

ADVANCED FEATURES

SETTINGS, LOCALISATION AND OTHER IMPORTANT OPTIONS

Settings

Store settings relate to your general store information.



Website settings have already been setup for you. Please do not make any changes to these settings unless you are updating or adding information to your store details.

Admin > System > Settings

Click the Edit icon next to your Store Name

Store Name	Store URL	Action
Your Store (Default)	http://www.hbwdesigns.com/open2/	

Settings > General tab:

The screenshot shows the 'General' tab selected in a 'Edit Setting' interface. The top navigation bar includes 'Home / Stores / Settings'. The 'General' tab is active, indicated by a blue border. Below the tabs, there are several configuration sections:

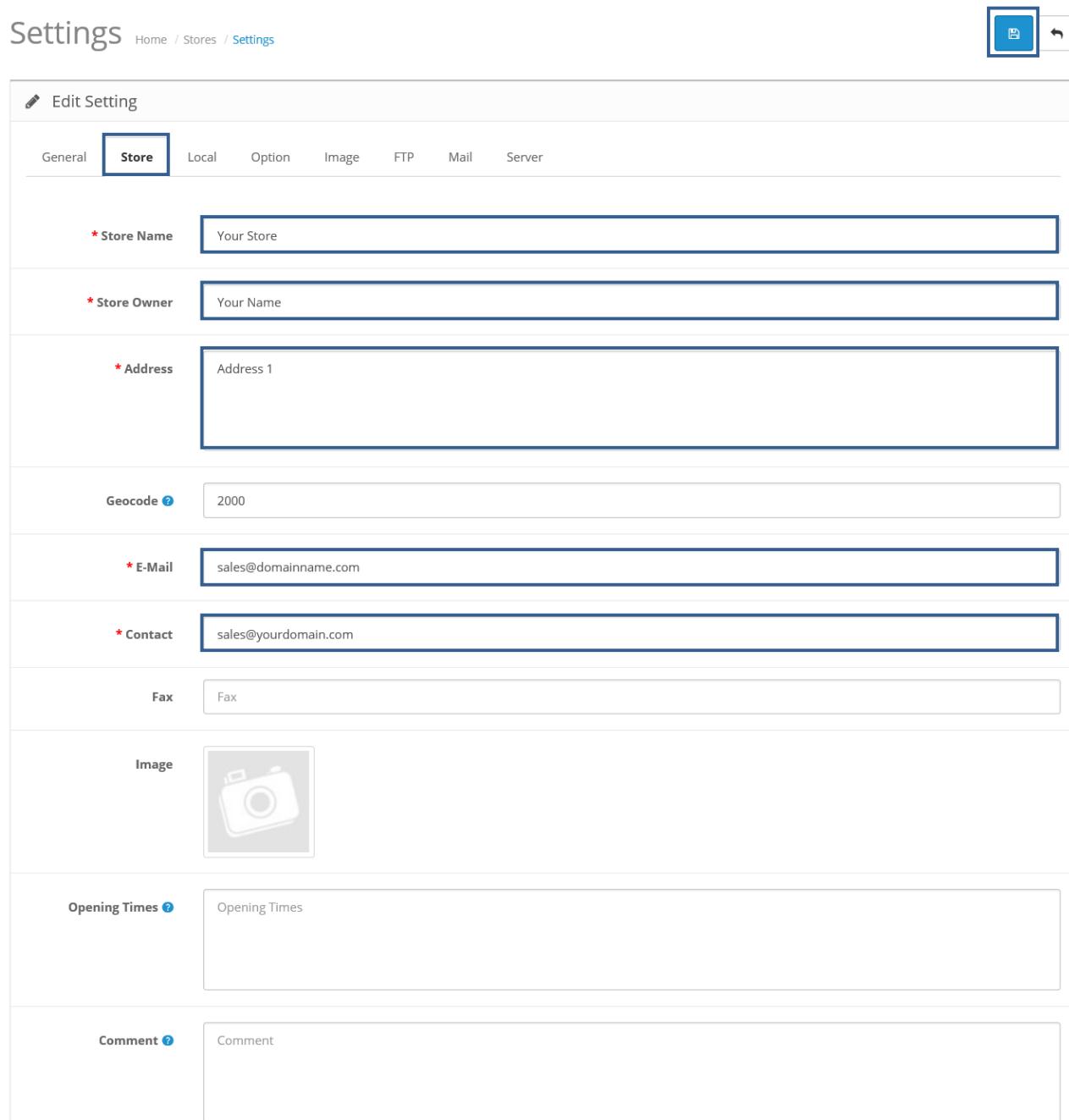
- * Meta Title:** Your Store Name
- Meta Tag Description:** Online Retail Store
- Meta Tag Keywords:** your store name
- Theme:** Default Store Theme (with a camera icon)
- Default Layout:** Default

This tab allows you to edit or change your store details that appear on your Contact Us page such as; address, email, telephone etc.

Meta Title:	The name of your store
Meta Tag Description:	Optional. Describe the content of your store. This is used by search engines when indexing your site for example; Biggest range of mobile phones at the lowest prices.
Meta Tag Keywords:	Include keywords related to your business. These may be used by customers when searching for online stores and products. Keywords should be separated using a comma e.g.: Ladies Fashion, Accessories, Handbags, Ladies Shoes
Theme:	Do not change
Default Layout:	Do not change

Settings > Store tab:

Only the items marked with the red asterisk are mandatory / used by your store.



Edit Setting

General **Store** Local Option Image FTP Mail Server

* Store Name: Your Store

* Store Owner: Your Name

* Address: Address 1

Geocode: 2000

* E-Mail: sales@domainname.com

* Contact: sales@yourdomain.com

Fax: Fax

Image: 

Opening Times: Opening Times

Comment: Comment



NOTE: 'Contact' field can have either your phone number or website email address - whichever you would like displayed on the contact page of your website.

Settings > Image tab:

The screenshot shows the 'Settings' page with the 'Image' tab selected. At the top, there's a navigation bar with links for Home, Stores, and Settings. On the right, there are icons for saving changes and canceling. Below the navigation, there's a section titled 'Edit Setting' with tabs for General, Store, Local, Option, Image (which is highlighted with a blue border), FTP, Mail, and Server. Under the 'Image' tab, there are two sections: 'Store Logo' and 'Icon'. Each section contains a preview image of a blue house icon with an orange swoosh and the text 'Home Business WEBSITES' or just the icon. There are also small edit icons next to each image.

Change your store logo - click Store Logo image to bring up Image Manager and select the new logo for your store.

Your new store logo will need to be exactly the same size as the original logo and will need to be in a valid picture format such as .JPG or .PNG.

Icon - change or add a Favicon. Click the icon/camera image to bring up Image Manager and select an icon for your store. This is the small icon displayed by some browsers, in the top browser tab.

Click the Save icon

Geo Zones

You should not need to change any settings within your System, Localisation menu except if you wish to add additional Geo Zones.

Geo Zones are used for shipping and tax purposes. They pre-define countries (example AU = all states in Australia, US = all states in the US). Individual states can also be setup as Geo Zones (example NSW = all suburbs within NSW).



TIP: Always take a full backup of your website prior to making any 'System' changes. In the event that something stops working, you can then have your hosting provider restore your website to its prior working condition.

Admin > System > Localisation > Geo Zones

Locate the Geo Zone you want to change, and click the Edit icon

Alternatively click the Plus icon in the top right of the screen to create a new Geo Zone.

Action	Description	Geo Zone Name
	ACT - Australia	ACT Zone
	AU Zone	AU Zone
	NSW - Australia	NSW Zone
	NT - Australia	NT Zone
	QLD - Australia	QLD Zone
	SA - Australia	SA Zone
	TAS - Australia	TAS Zone
	UK Zone	UK Zone
	US Zone	US Zone
	VIC - Australia	VIC Zone
	WA - Australia	WA Zone

Showing 1 to 11 of 11 (1 Pages)

Fill in the form details

Geo Zones Home / Geo Zones

Edit Geo Zone

* Geo Zone Name	NSW Zone
* Description	NSW
Country	Zone

Geo Zone Name: Enter the name of the Geo Zone e.g. NSW Zone
Description: Enter a description of the Geo Zone e.g. NSW

Click the Plus icon

Geo Zones Home / Geo Zones

Edit Geo Zone

* Geo Zone Name	NSW Zone
* Description	NSW
Country	Zone
Australia	New South Wales

Country: Select the country from the list e.g. Australia
Zone: Select the State name from the list e.g. 'New South Wales' or 'All Zones' if adding a country

Click the Save icon

ATTRIBUTES (optional)

Attributes allow customers to compare side by side, the features/specifications of similar products. For example, if you were selling electronic products and had a range of digital cameras it would be extremely useful for a customer to be able to compare the different brands and models by e.g. the size of the monitor or pixels.

The use of Attributes would be recommended for 'advanced' users only.

As you can see in the example below; columns for each product are listed across the page and the Attributes that have been linked to these products (Memory and Processor) are at the bottom.

/ PRODUCT COMPARISON

PRODUCT COMPARISON

Product Details		
Product	Sony VAIO	HP LP3065
Image		
Price	\$1,000.00	\$1,000.00
Model	Product 19	Product 21
Brand	Sony	Hewlett-Packard
Availability	In Stock	In Stock
Rating	☆ ☆ ☆ ☆ ☆ Based on 0 reviews.	☆ ☆ ☆ ☆ ☆ Based on 0 reviews.
Summary	Unprecedented power. The next generation of processing technology has arrived. Built into the newest VAIO notebooks lies Intel's latest, most powerful innovation yet: Intel® Centrino® 2 processor t..	
Weight	0.00kg	1.00kg
Dimensions (L x W x H)	0.00mm x 0.00mm x 0.00mm	0.00cm x 0.00cm x 0.00cm
Memory		
test 1	16GB	16GB
Processor		
No. of Cores	4	4
	ADD TO CART	REMOVE
	ADD TO CART	REMOVE

Attributes Summary



Attributes are created in three steps:
Create the Attribute Group
Create the Attributes
Link/Add Attributes to a product



TIP: Write a list and create all of the attributes you wish to use in your store before entering any products onto your site. If Attributes have been created before entering products, you can then allocate them at the same time as entering the other product information. If products have already been setup it simply means that once you've created the Attributes you will then have to go back into each relevant product and link/add the Attribute to it.

Create the Attribute Group

An Attribute Group is much like its name implies - a heading for all relevant Attributes to sit within. For example, if you were selling computer products you may choose to create an Attribute Group called 'Processors' and then allocate all Attributes that relate to the Processor such as Number of Cores and Clockspeed.

Go to: Admin > Catalog > Attributes > Attribute Groups

Attribute Group Name	Sort Order	Action
Memory	2	
Motherboard	3	
Processor	4	
Technical	1	

This brings you to the Attributes Group list. To insert a new Attribute Group, click the top right Add icon.

You will now see the Attribute Group form:

Add Attribute Group	
* Attribute Group Name	<input type="text" value="Processor"/>
Sort Order	<input type="text" value="4"/>

Attribute Group Name:
Sort Order:

Click the Save icon

Give your Attribute Group a name e.g. Processor
If you have multiple Attribute Groups and want this one to be displayed first enter 1, to display it second enter 2 and so on.

Create the Attributes

Now that you have created an Attribute Group, next you can create as many Attributes as you like to go within that group.

Admin > Catalog > Attributes > Attributes

The screenshot shows the 'Attributes' list page. On the left is a sidebar with 'Catalog' selected. The main area has a title 'Attributes' and a sub-section 'Attribute List'. A table lists six attributes:

Attribute Name	Attribute Group	Sort Order	Action
Clockspeed	Processor	3	
Description	Processor	1	
No. of Cores	Processor	5	
test 1	Memory	1	
test 2	Memory	2	

This brings you to the Attributes list. To insert a new Attribute, click the top right Add icon.

You will now see the Attribute form:

The screenshot shows the 'Add Attribute' form. It has a header 'Attributes' and a sub-section 'Add Attribute'. The form contains three fields:

- * Attribute Name:** A text input field containing 'Clock Speed'.
- Attribute Group:** A dropdown menu set to 'Processor'.
- Sort Order:** A text input field containing '3'.

Attribute Name:

Give your Attribute a name e.g. Clock Speed

Attribute Group:

Allocate the Attribute to an Attribute Group by selecting from the drop down menu. e.g.; Processor

Sort Order:

If you have multiple Attributes and want this one displayed first enter 1, to display it second enter 2 and so on.

Click the Save icon

Link/Add the Attributes to a Product

Admin > Catalog > Products

From the Product list, click Edit on the product you wish to add the Attribute to.

	Image	Product Name	Model	Price	Quantity	Status	Action
<input type="checkbox"/>		Apple Cinema 30"	Product 15	100.0000 90.0000	990	Enabled	
<input type="checkbox"/>		Canon EOS 5D	Product 3	100.0000 80.0000	7	Enabled	
<input type="checkbox"/>		HP LP3065	Product 21	100.0000	1000	Enabled	

Products > Attribute tab:

Attribute	Text
Clockspeed	1600mhz
No. of Cores	quad

Click the Add icon

Attribute:

Start typing the name of the already created Attribute and select the correct name from the drop down menu.

Text:

Type in the product specification for this Attribute e.g. 1600mhz

Repeat steps 1 and 2 for each additional Attribute.

Click the Save icon



TIP: Allocating Attributes is generally done at the time of adding a product to your store. It is however possible to go back and link an Attribute to a current product at any time by following the instructions above.

When an Attribute has been linked to a product it can be viewed by the customer in the product information page under the Specification tab.

HP LP3065



Brand: Hewlett-Packard
Product Code: Product 21
Reward Points: 300
Availability: In Stock

\$1,000.00
Price in reward points: 400

AVAILABLE OPTIONS

* Delivery Date
2011-04-22 

Qty **ADD TO CART**  

★★★★★ 0 reviews | Write a review
[Tweet](#) [Pin it](#) [Share](#)

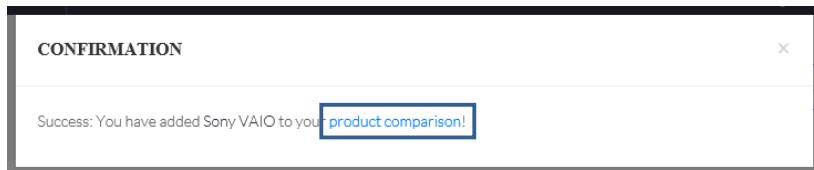
DESCRIPTION **SPECIFICATION** **REVIEWS (0)**

Memory	
test 1	16GB

Processor	
No. of Cores	4

For customers to compare, they need to click on the 'Compare this Product' icon on all similar products. Each time this is done, a success message will show at the top of the screen.

Once all of the products have been selected, the customer can then click the Product Comparison text in the success message, and compare each product's details, prices and any attributes.



[Home](#) / PRODUCT COMPARISON**PRODUCT COMPARISON**

Product Details		
Product	Sony VAIO	HP LP3065
Image		
Price	\$1,000.00	\$1,000.00
Model	Product 19	Product 21
Brand	Sony	Hewlett-Packard
Availability	In Stock	In Stock
Rating	☆ ☆ ☆ ☆ ☆	☆ ☆ ☆ ☆ ☆
	Based on 0 reviews.	Based on 0 reviews.
Summary	Unprecedented power. The next generation of processing technology has arrived. Built into the newest VAIO notebooks lies Intel's latest, most powerful innovation yet: Intel® Centrino® 2 processor t..	Stop your co-workers in their tracks with the stunning new 30-inch diagonal HP LP3065 Flat Panel Monitor. This flagship monitor features best-in-class performance and presentation features on a hug..
Weight	0.00kg	1.00kg
Dimensions (L x W x H)	0.00mm x 0.00mm x 0.00mm	0.00cm x 0.00cm x 0.00cm
Memory		
test 1	16GB	16GB
Processor		
No. of Cores	4	4
	ADD TO CART REMOVE	ADD TO CART REMOVE

OPTIONS

Options is a feature available on all websites. It allows customers to make different selections of a product e.g. size or colour.

Many people get confused between Options and Option Values, but it's easy if you take it step by step.

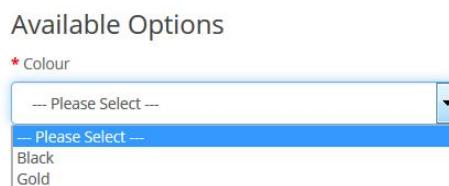
An Option is the group name e.g. Colour or Size, and the Option Values are the choices available in the Option such as Black or Gold.

The screenshot shows a product page for an iPhone. On the left, there's a sidebar with categories: Test1, Desktops, Laptops, Tablets, Software, Phones & PDAs, and Cameras. The main content area is titled 'IPHONE' and features a large image of an iPhone. To the right of the image, product details are listed: Brand: Apple, Product Code: product 11, Availability: In Stock. Below this is the price '\$101.00'. A 'AVAILABLE OPTIONS' section contains a dropdown menu with the label 'Colour' above it. The dropdown menu has two items: 'Black' and 'Gold'. Arrows from the text 'Option' and 'Option Value' point to the label and the menu items respectively. Below the dropdown are buttons for 'Qty' (set to 1), 'ADD TO CART', and other shopping cart icons. At the bottom of the page are social sharing links for Twitter, Pinterest, and Facebook, along with a review section that says '0 reviews | Write a review'.

There are different types of Options that can be used on your website. These are listed below:

Select (Drop Down List)

The 'Select' Option allows customers to select a single item from a drop down list.



Radio Button

The 'Radio Button' Option allows only one choice from a list. It's similar to the 'Select' Option except you can see all the choices without having to click the box.

Available Options

*** Girls Size 3 to 7:**

- Size 3
- Size 4
- Size 5 (+\$5.00)
- Size 6 (+\$5.00)



TIP: Select and Radio Button are the two most commonly used Options. They are both suitable for displaying selectable Sizes and Colours.

Other Types of Options

Checkbox

The Checkbox Option allows multiple choices to be selected from a list. You can charge additional (or less) for certain Options.

Available Options

*** Toppings:**

- Pepperoni
- Cheese
- Italian sausage
- Ham (+\$1.00)

Optional Text Field

An Optional Text Field allows one line of text to be typed by the customer.

Available Options

*** Inscription:**

4 letters max

As an example, a customer could specify their initials to be inscribed on a ring or bracelet.

Textarea

The Textarea Option is identical to an Optional Text Field, except it allows for multiple lines of text to be entered instead of a single line.

Please refer and use the Optional Text Field instructions above.

Available Options

* Customization Desired:

Date, Time or Date & Time

Date & Time allows the customer to select a date and time from a drop-down box that appears when the customer clicks inside the box.

You can select to have either the date or time only or to have both date and time together as in the example below.

Available Options

* Date & Time:

June 2011

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Time
0:0
Hour
Minute
Now Done

Image

Gives a Radio selection next to a small uploaded image.



TIP: If you are not confident setting up product Options, you can list products as individual items in your store. For example rather than having a shirt available with selectable options of black, red and white, you can list each of these products separately e.g. Black Shirt, Red Shirt, White Shirt.

Creating Options

Go to Admin > Catalog > Options

Click the Add icon to add a new Option

Option Name	Sort Order	Action
Checkbox	2	
Date	7	
Date & Time	9	
Delivery Date	11	
File	6	
Radio	1	
Select	4	



CAUTION: You cannot create options directly on the product's option tab, even though it looks like you can. You must first create the options and option values in Catalog > Options, then use them on the product option page.



CAUTION: Your option will not appear *unless* you give it a quantity larger than zero!

Fill in the Option details

Options

Home / Options

Add Option

* Option Name	 Colour	
Type	Select	
Sort Order	1	
* Option Value Name	Image	Sort Order
		

Option Name: Give the Option a name; this will be the heading shown on your website's product page

Type: Choose how to display the options on your website. In this example we will choose 'Select'.

Sort Order: If you have multiple Options and want this one displayed first enter 1, to display it second enter 2 and so on.

To create the Option Values, click on the Add icon

Fill in the form details. In this example, 'Black' and 'Gold' are being added as Option Values.

Options

Home / Options

Add Option

* Option Name	 Colour	
Type	Image	
Sort Order	1	
* Option Value Name	Image	Sort Order
 Black		1 
 Gold		2 
		

You can choose to upload an optional image using Image Manager.

Repeat for each Option Value, then click the Save icon. Continue onto the next step.

Now create or edit the product that will use the Options.

Go to: Admin > Catalog > Products

From the Product list, click the Edit icon on the product you wish to add the Option to.

The screenshot shows the 'Products' list page in the Admin interface. The left sidebar is titled 'Administrator' and includes links for Dashboard, Catalog (which is selected), Categories, Products (highlighted with a blue border), Recurring Profiles, Filters, Attributes, Options, Manufacturers, Downloads, Reviews, Information, Extensions, Design, Sales, Customers, Marketing, and System. The main area is titled 'Product List' and contains a table with the following data:

	Image	Product Name	Model	Price	Quantity	Status	Action
<input type="checkbox"/>		Apple Cinema 30"	Product 15	100.0000 90.0000	999	Enabled	
<input type="checkbox"/>		Canon EOS 5D	Product 3	400.0000 80.0000	7	Enabled	
<input type="checkbox"/>		HP LP3065	Product 21	100.0000	1000	Enabled	
<input type="checkbox"/>		HTC Touch HD	Product 1	100.0000	999	Enabled	
<input type="checkbox"/>		iMac	Product 14	100.0000	977	Enabled	
<input type="checkbox"/>		iPhone	product 11	101.0000	976	Enabled	

Products > Option tab:

The screenshot shows the 'Edit Product' page in the Admin interface. The top navigation bar includes 'Edit Product', 'Home / Products', and icons for back, forward, and search. Below the navigation is a tabs menu with 'General', 'Data', 'Links', 'Attribute', 'Option' (which is selected and highlighted in blue), 'Recurring', 'Discount', 'Special', 'Image', 'Reward Points', and 'Design'. The main content area has two sections: a dropdown menu for 'Colour' where 'Col' is typed and 'Colour' is selected from the list, and a table for defining option values. The table has columns for 'Required' (set to 'Yes'), 'Option Value', 'Quantity', 'Subtract Stock', 'Price', 'Points', and 'Weight'. A large blue '+' button is located at the bottom right of the table.

In the box, begin typing the name of the Option e.g. Colour
Select the Option from the drop-down menu

To add the Option Values, click on the Add icon at the bottom right

Click to select the Option Values from the drop down list e.g.: Black

Option Value	Quantity	Subtract Stock	Price	Points	Weight
Black	10	Yes	+ Price	+ Rewards Points System ava	+ Weight
Gold	15	Yes	+ Price	+ Rewards Points System ava	+ Weight

Be sure to enter Quantity for each Option Value

Repeat the steps for each option value e.g.: Gold

Click the Save icon

Other Option Values:

Price: Select '+' to add an extra cost or '-' to discount the price of this option e.g. \$5 more or \$5 less. Enter the amount in the 'Price' field. In the [Radio Button example on page 97](#) you will see that Sizes 5 and 6 cost \$5.00 more. The '+\$5.00' will appear in the Option box of your store.

Weight: Enter the weight of this option **IF** it is significantly heavier or lighter than the normal option. This will add an extra charge (or deduction) in shipping. Select '+' to specify that this option will add extra weight or '-' to specify the option will have less weight. Enter the weight in the 'Weight' field.



TIP: Options can become very complex and complicated. We recommend only using one or two product options with any product wherever possible. We also recommend *not using* the price field to vary product prices, as this can become confusing for customers.



TIP: If you do need to include several different product options for an item, and to also vary the price, consider setting up products as individual items e.g. if you have a product available in red and black and the price of the black differs to that of the red, we would recommend that you list these two products as individual items rather than using product options.

REVIEWS

Reviews is a feature that is available on all websites. *The choice of using reviews is optional.* Customers can write a review about your products that they either love or hate by navigating to the product's page and clicking the Reviews link. Reviews are displayed in your store on the product's Reviews tab as shown below.

Reviews are not visible on your website until they have been approved by you.

The screenshot shows a web form for writing a review. At the top, there are three tabs: 'Description' (blue), 'Specification' (light blue), and 'Reviews (0)' (white with a blue border). Below the tabs, a message says 'There are no reviews for this product.' The main section is titled 'Write a review'. It contains the following fields:

- * Your Name:** Jackie Davies
- * Your Review:** What a great product, love it! Super fast delivery from an 'A Grade' retailer!
Thanks so much.
- Note:** HTML is not translated!
- * Rating:** Bad (radio button) Good (radio button)
- Continue:** A blue button at the bottom right.

To view and approve customer reviews, go to: Admin > Catalog > Reviews

The screenshot shows the 'Reviews' section of the admin dashboard. The left sidebar has a 'Catalog' menu with 'Reviews' selected. The main area is titled 'Review List' and includes filters for 'Product', 'Author', and 'Date Added'. A table lists one review:

Product	Author	Rating	Status	Date Added	Action
MacBook	Jackie Davies	5	Disabled	12/07/2016	

At the bottom, it says 'Showing 1 to 1 of 1 (1 Pages)'.

This brings you to the Reviews List:

Click the Edit icon on the selected Review

Reviews Home / Reviews

Edit Review	
* Author	Jackie Davies
* Product	MacBook
* Text	What a great product, love it! Super fast delivery from an 'A Grade' retailer! Thanks so much.
* Rating	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5
Status	Enabled

Status: Set to 'Enabled' for review to be published to the website.

Click the Save icon

The product review is then published and visible to other customers, see below.



MacBook

Brand: Apple
Product Code: Product 16
Reward Points: 600
Availability: In Stock

\$550.00

Ex Tax: \$500.00
Price in reward points: 400

Qty

Add to Cart

Description Specification **Reviews (1)**

Jackie Davies	12/07/2016
What a great product, love it! Super fast delivery from an 'A Grade' retailer! Thanks so much.	
 1 reviews / Write a review	
   	

TESTING AND MAKING CHANGES

After you have finished setting up your store it's important to test. For example, create a customer account, login and add items to the shopping cart to be sure you have completed each step before adding your remaining products!

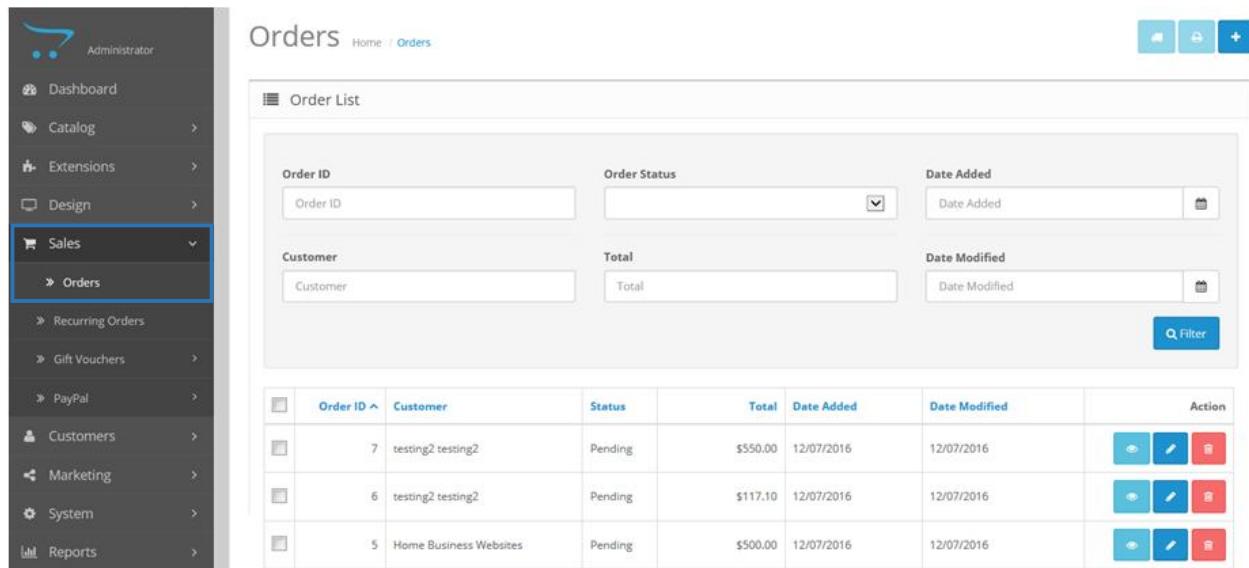
It's not necessary to pay for the order :-)



ORDERS

When your store is setup, this is where you will spend most of your time managing, processing and controlling your orders.

To access your store orders go to: Admin > Sales > Orders



The screenshot shows the 'Orders' page in the Admin interface. On the left is a sidebar with navigation links: Dashboard, Catalog, Extensions, Design, Sales (selected), Recurring Orders, Gift Vouchers, PayPal, Customers, Marketing, System, and Reports. The main area is titled 'Order List' and contains search and filter fields for Order ID, Order Status, Date Added, Customer, Total, and Date Modified. Below is a table with columns: Order ID, Customer, Status, Total, Date Added, Date Modified, and Action. Three rows of order data are listed:

Order ID	Customer	Status	Total	Date Added	Date Modified	Action
7	testing2 testing2	Pending	\$550.00	12/07/2016	12/07/2016	
6	testing2 testing2	Pending	\$117.10	12/07/2016	12/07/2016	
5	Home Business Websites	Pending	\$500.00	12/07/2016	12/07/2016	

From here you can view/process new and existing orders.

Processing New Orders

When purchasing from your website, customers are required to register for an account and then must be logged in to finalise any orders. Their personal details supplied at the time of registration (which can be modified during the checkout) all form part of the order process.

When an account is created, your customer will be emailed an automated 'Thank you for registering' message. Further to this, whenever orders are placed, an email is automatically sent to customers outlining their order details (product/price) and billing/shipping addresses etc.

Your website will also automatically send a confirmation order email to you, as the store owner. When the customer makes payment through PayPal (or using a credit card via PayPal), you will also receive an instant payment notification from PayPal, confirming that the payment has been received by your PayPal account.

At this point you will need to take over the processing of the order which includes:

- Sort and view orders
- Editing the order (if necessary)
- Updating the Order status



NOTE: Printing an invoice is not necessary. Customers can access and print invoices via their account. Invoices and receipts are also automatically sent by PayPal.

View and Sort Orders

The status for Orders when placed is set as follows:

- | | |
|------------|--|
| Pending: | If the payment is pending e.g. Bank deposit, COD, Money Order |
| Completed: | If the payment was completed and paid instantly e.g. PayPal or Credit Card |

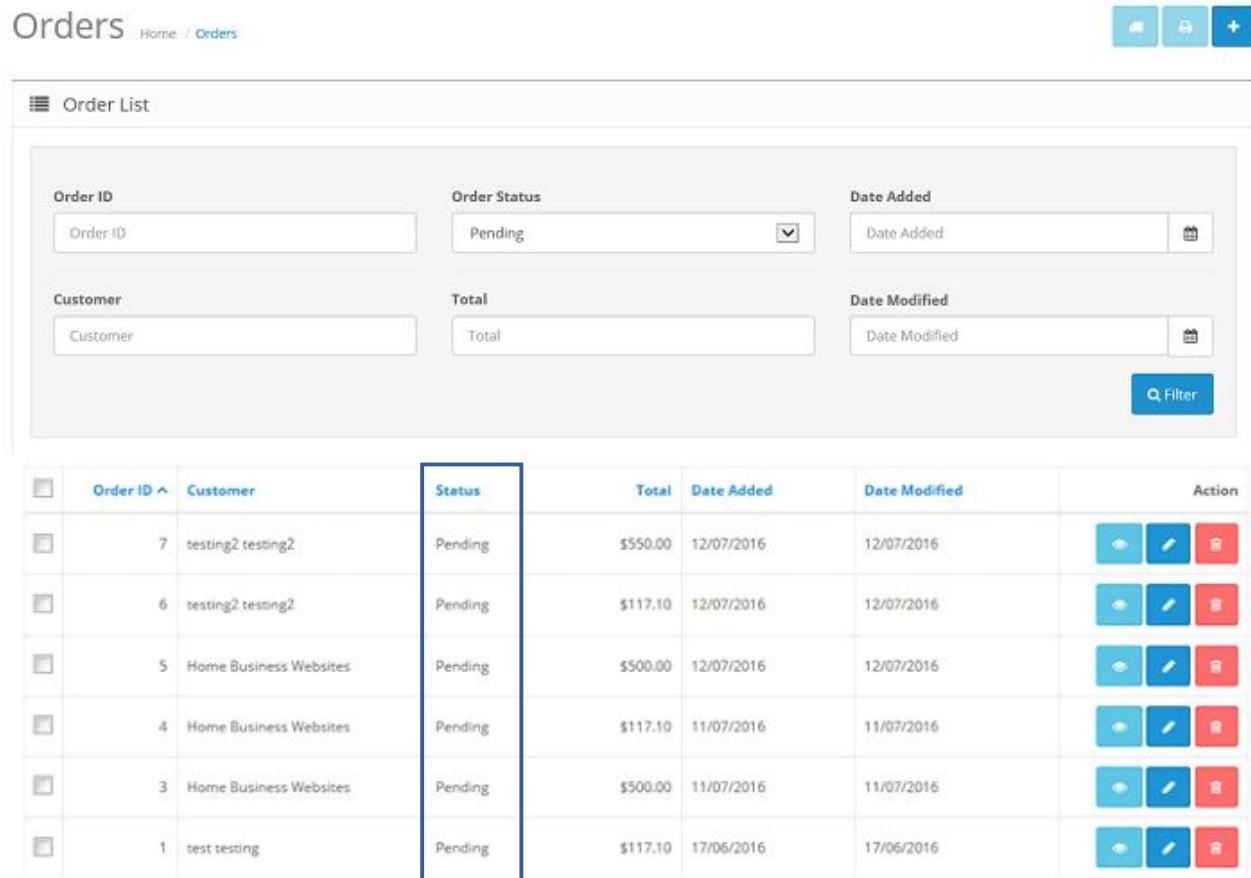
To view only Pending orders go to Sales > Orders
In the Order Status drop-down menu, select 'Pending' and click the 'Filter' button.

Orders
Home / Orders
+ Add

Order List

Order ID	Order Status	Date Added
<input type="text" value="Order ID"/>	<input style="border: 1px solid #0070C0; color: #0070C0; padding: 2px 5px;" type="button" value="Pending"/> <input style="border: 1px solid #ccc; padding: 2px 5px;" type="button" value="All"/>	<input type="text" value="Date Added"/> <input style="border: 1px solid #ccc; padding: 2px 5px;" type="button" value="Calendar"/>
Customer	Total	Date Modified
<input type="text" value="Customer"/>	<input type="text" value="Total"/>	<input type="text" value="Date Modified"/> <input style="border: 1px solid #ccc; padding: 2px 5px;" type="button" value="Calendar"/>

All 'Pending' orders are then displayed as shown below.



The screenshot shows the 'Orders' section of a website. At the top, there are search and filter icons. Below is a search bar with placeholder text 'Order ID' and a dropdown menu set to 'Pending'. There are also fields for 'Date Added' and 'Date Modified' with calendar icons. The main area is titled 'Order List' and contains a table of pending orders. The columns are: Order ID, Customer, Status, Total, Date Added, Date Modified, and Action. The 'Status' column is highlighted with a blue border. The table data is as follows:

	Order ID ^	Customer	Status	Total	Date Added	Date Modified	Action
<input type="checkbox"/>	7	testing2 testing2	Pending	\$550.00	12/07/2016	12/07/2016	
<input type="checkbox"/>	6	testing2 testing2	Pending	\$117.10	12/07/2016	12/07/2016	
<input type="checkbox"/>	5	Home Business Websites	Pending	\$500.00	12/07/2016	12/07/2016	
<input type="checkbox"/>	4	Home Business Websites	Pending	\$117.10	11/07/2016	11/07/2016	
<input type="checkbox"/>	3	Home Business Websites	Pending	\$500.00	11/07/2016	11/07/2016	
<input type="checkbox"/>	1	test testing	Pending	\$117.10	17/06/2016	17/06/2016	

Pending orders have been placed and are awaiting the payment to be received. Completed orders, are complete with the payment having been made. You could change the status to 'Shipped' once you have posted the order or have placed the order with the drop shipper.

You should change and update the order status accordingly.



TIP: It is always good practice to check payment has been received for products before placing the order with the Drop Shipping supplier or posting the item if you've already purchased your stock from a Wholesale supplier.

You can login and check your PayPal account to confirm and monitor payments received.

Printing Invoices (optional)

PayPal and your website, automatically both send invoices and order confirmations to your customer (via email), so it really isn't necessary to send a printed copy.

Customers can also view and print copies of their own orders and invoices through their account login.

Should you wish to still send your customer a printed/paper invoice click View next to the order

	Order ID ^	Customer	Status	Total	Date Added	Date Modified	Action
<input type="checkbox"/>	7	testing2 testing2	Pending	\$550.00	12/07/2016	12/07/2016	  
<input type="checkbox"/>	6	testing2 testing2	Pending	\$117.10	12/07/2016	12/07/2016	  
<input type="checkbox"/>	5	Home Business Websites	Pending	\$500.00	12/07/2016	12/07/2016	  
<input type="checkbox"/>	4	Home Business Websites	Pending	\$117.10	11/07/2016	11/07/2016	  
<input type="checkbox"/>	3	Home Business Websites	Pending	\$500.00	11/07/2016	11/07/2016	  
<input type="checkbox"/>	1	test testing	Pending	\$117.10	17/06/2016	17/06/2016	  

In the top right of the screen click on the 'Print Invoice' icon

Orders Home / Orders
  

Order Details

-  Your Store
-  20/07/2016
-  Cash On Delivery
-  AU Zone Shipping Rate

Customer Details

-  test testing
-  Default
-  sales@homebusinesswebsites.com.au
-  99999

Options

-  Invoice
- Reward Points 600
- Affiliate (Home Business Websites) \$25.00

Order (#1)				
Payment Address	Shipping Address			
test testing 77 test street sydney 2000 New South Wales Australia	test testing 77 test street sydney 2000 New South Wales Australia			
Product	Model	Quantity	Unit Price	Total
HP LP3065 - Delivery Date: 2011-04-22	Product 21	1	\$100.00	\$100.00
			Sub-Total	\$100.00
			AU Zone Shipping Rate	\$6.00
			Total	\$106.00

The invoice is then displayed on screen and ready to print

Invoice #1

Order Details				
Demo Store 1 - Home Business Websites Demo Store 1 - Home Business Websites	Date Added 20/07/2016 Order ID: 1 Payment Method Cash On Delivery Shipping Method AU Zone Shipping Rate			
Telephone 1300 655 970 E-Mail sales@homebusinesswebsites.com.au Web Site: http://hbwdesigns.com				
Payment Address	Shipping Address			
test testing 77 test street sydney 2000 New South Wales Australia	test testing 77 test street sydney 2000 New South Wales Australia			
Product	Model	Quantity	Unit Price	Total
HP LP3065 - Delivery Date: 2011-04-22	Product 21	1	\$100.00	\$100.00
			Sub-Total	\$100.00
			AU Zone Shipping Rate	\$6.00
			Total	\$106.00

Edit an Order

Orders may need to be edited at times, for example if the customer has used an incorrect address or wants to change the method of payment.

It's very easy to edit orders on your website.

Go to Admin > Sales > Orders

Beside the order click the Edit icon. From here you can access and update any necessary changes to the order.

	Order ID ^	Customer	Status	Total	Date Added	Date Modified	Action
<input type="checkbox"/>	7	testing2 testing2	Pending	\$550.00	12/07/2016	12/07/2016	
<input type="checkbox"/>	6	testing2 testing2	Pending	\$117.10	12/07/2016	12/07/2016	
<input type="checkbox"/>	5	Home Business Websites	Pending	\$500.00	12/07/2016	12/07/2016	
<input type="checkbox"/>	4	Home Business Websites	Pending	\$117.10	11/07/2016	11/07/2016	
<input type="checkbox"/>	3	Home Business Websites	Pending	\$500.00	11/07/2016	11/07/2016	
<input type="checkbox"/>	1	test testing	Pending	\$117.10	17/06/2016	17/06/2016	

Orders > 1. Customer Details tab:

Edit the customer's name, email address and phone number.

Orders Home / Orders Cancel

Edit Order

1. Customer Details 2. Products 3. Payment Details 4. Shipping Details 5. Totals

Store	Default	<input checked="" type="checkbox"/>
Currency	US Dollar	<input checked="" type="checkbox"/>
Customer	test testing	
Customer Group	Default	<input checked="" type="checkbox"/>
* First Name	test	
* Last Name	testing	
* E-Mail	sales@homebusinesswebsites.com.au	
* Telephone	99999	
Fax		

→ Continue

Orders > 2. Products tab:

Edit the product details, add new products etc.

Orders > 3. Payment Details tab:

Edit the customer's personal payment information.

Orders > 4. Shipping Details tab:

Edit the customer's shipping address.

Orders > 5. Totals tab:

Change the order status, edit customer's shipping and payment method

Click the Save icon

Changing the Order Status and Notifying the Customer

Updating the Order Status not only helps you keep track of each order as it progresses, but it keeps your customers updated as well.

Like sorting for 'Pending' orders, if you modify the status of each order as it progresses you can then use the sorting option to view; for example all 'Shipped' orders.

As mentioned earlier you should change the status of your orders to reflect what stage they are at. You can select and choose your own order statuses including; - 'Processing', 'Processed', 'Complete' or 'Shipped'. You may however choose to use only some of these, it's entirely up to you to select the status terms that best describe your own store orders.

Customers can check on their order details including the Status by logging into their account on your website.

Updating the Status of an order can be done in the Order view screen.

Go to Admin > Sales > Orders, click the View icon beside the order

	Order ID ^	Customer	Status	Total	Date Added	Date Modified	Action
<input type="checkbox"/>	7	testing2 testing2	Pending	\$550.00	12/07/2016	12/07/2016	  
<input type="checkbox"/>	6	testing2 testing2	Pending	\$117.10	12/07/2016	12/07/2016	  
<input type="checkbox"/>	5	Home Business Websites	Pending	\$500.00	12/07/2016	12/07/2016	  
<input type="checkbox"/>	4	Home Business Websites	Pending	\$117.10	11/07/2016	11/07/2016	  
<input type="checkbox"/>	3	Home Business Websites	Pending	\$500.00	11/07/2016	11/07/2016	  
<input type="checkbox"/>	1	test testing	Pending	\$117.10	17/06/2016	17/06/2016	  

The order details will then be displayed:

The screenshot shows the 'Orders' section of the website. At the top, there are three tabs: 'Home', 'Orders', and 'Orders'. To the right are four small icons: a trash can, a magnifying glass, a pencil, and a refresh symbol.

Order Details:

- Your Store
- 20/07/2016
- Cash On Delivery
- AU Zone Shipping Rate

Customer Details:

- test testing
- Default
- sales@homebusinesswebsites.com.au
- 99999

Options:

- Invoice
- Reward Points: 600
- Affiliate (Home Business Websites): \$25.00

Order (#1):

Payment Address	Shipping Address
test testing 77 test street sydney 2000 New South Wales Australia	test testing 77 test street sydney 2000 New South Wales Australia

Product:

Product	Model	Quantity	Unit Price	Total
HP LP3065 - Delivery Date: 2011-04-22	Product 21	1	\$100.00	\$100.00
			Sub-Total	\$100.00
			AU Zone Shipping Rate	\$6.00
			Total	\$106.00

Scroll down to 'Add Order History' at the bottom of the screen

Add Order History

Order Status	Complete
Override <small>(i)</small>	<input type="checkbox"/>
Notify Customer	<input checked="" type="checkbox"/>
Comment	Thank you for shopping with us.

Add History

Order Status: Select the Order Status from the drop down menu eg: Complete
 Notify Customer: Tick to notify the customer of the change to the Order Status
 Comment: Optional, include a comment e.g. Thanks for shopping with us.

Click Add History button to save the Order History

If you have ticked 'Notify Customer' - the customer will receive an email notification confirming the change of order status.

Copy of email sent to the customer:

Order ID: 1

Date Ordered: 20/07/2016

Your order has been updated to the following status:

Complete

To view your order click on the link below:

http://hbwdesigns.com/xxx/index.php?route=account/order/info&order_id=7

Thank you for shopping with us.

Please reply to this email if you have any questions.

Orders Checklist



1. Check for new orders in Sales > Orders.
2. For new orders, check payment has been received.
3. Place the order with the supplier (or package the item if keeping your own stock)
4. Update the Order Status e.g. Shipped, Processed, Complete, Cancelled etc. (You can select the status to best describe the status of your own orders.)

CUSTOMERS

To begin managing your customers go to: Admin > Customers > Customers

Customer Name	Customer Group	Approved	Date Added	E-Mail	Status	IP	Action
test testing	sales@homebusinesswebsites.com.au	Default	Enabled	125.161.181.148	20/07/2016		

Customers Summary



From the Customers List screen you can:

Approve Customers:



Click the Approve icon next to the customer's name. Note: This is generally not necessary as when a new customer creates an account, by default 'Approved' is automatically set to Yes.

Login to the store (as the customer):



Click the login Lock icon to login to the store as the customer. From here, you can access their account details, view orders etc.

Edit a customer record:



Click Edit icon next to the customer.

Add a new customer account:



Click on the Plus icon in the top right of the screen and complete the form.

Delete a customer account:



Click to select a customer and click the Delete icon in the top right of the screen.

View a List of Customers or Find a Customer Record

In the top (blank) row of the Customer List screen, select the box you want to sort by and enter the data required, then click the Filter button.

In the example below we are searching for customers with 'Home' as part of the customer name.

The screenshot shows the 'Customers' section of the website's admin interface. On the left, there's a sidebar with links like Dashboard, Catalog, Extensions, Design, Sales, Customers (which is selected), Customer Groups, Custom Fields, and Marketing. The main area is titled 'Customer List' and contains a search form with fields for Customer Name, Customer Group, Approved, Date Added, E-Mail, Status, and IP. A 'Filter' button is at the bottom right of the form. Below the form is a table with columns for Customer Name, E-Mail, Customer Group, Status, IP, Date Added, and Action. One row in the table has 'test testing' in the Customer Name field and 'sales@homebusinesswebsites.com.au' in the E-Mail field.

Edit or View a Customer Record

You may need to edit a customer record for example if a customer has changed their email address then forgotten their password. As they can no longer access the email account to receive/create a new password you would need to find the customer record using the Filter and update the email address in their account. The customer should then be able to login/receive system emails again.

From the Customer List, click on the Edit icon beside the selected customer.

Customers > General tab:

The screenshot shows the 'Edit Customer' screen under the 'General' tab. It includes tabs for General, History, Transactions, Reward Points, and IP Addresses. The General tab is active. The form fields include: Customer Group (Default), Address 1 (First Name: Home Business, Last Name: Websites), E-Mail (sales@homebusinesswebsites.com.au), Telephone (99999), Fax (Fax), Password (Password), Confirm (Confirm), Newsletter (Disabled), and Status (Enabled). There are also buttons for Add Address and Save.

Update the changes
Click the Save icon

COUPONS

Many people get confused between Coupons and Gift Vouchers. This is the difference:

- A coupon is issued by you (the store owner), often in an email to a customer or to all customers. Anyone who has the coupon code can use it. Coupons are usually for a small amount to provide a discount off an order total. This could be a set amount e.g. \$5.00 discount or a percentage based discount, such as 5%.
- A Gift Voucher is actually a product, like a paper gift certificate that customers can buy. When purchased, you then create a Gift Voucher code and email it to the one recipient specified by the purchaser. Gift Vouchers are usually for a larger amount, \$20 - \$200 and are used to purchase items from your store.

To add a new Coupon, go to: Admin > Marketing > Coupons

At the top right of the Coupons list, click the Insert icon

<input type="checkbox"/>	Coupon Name	Code	Discount	Date Start	Date End	Status	Action
<input type="checkbox"/>	-10% Discount	2222	10.0000	01/01/2014	01/01/2020	Disabled	
<input type="checkbox"/>	-10.00 Discount	1111	10.0000	01/01/2014	01/01/2020	Disabled	
<input type="checkbox"/>	Free Shipping	3333	0.0000	01/01/2014	01/02/2014	Disabled	

Showing 1 to 3 of 3 (1 Pages)

This brings you to the Coupons list:

Coupons [Home](#) / [Coupons](#)

Add Coupon

General

* Coupon Name: -10% Discount

* Code: discount10

Type: Percentage

Discount: 10.0000

Total Amount: 0.0000

Customer Login: Yes No

Free Shipping: Yes No

Products

Category: Products

Date Start: 2016-09-05

Date End: 2016-10-05

Uses Per Coupon: 10

Uses Per Customer: 10

Status: Enabled

Coupon Name:	Give the Coupon a unique name so you can identify it later in your Admin e.g. -10% Discount
Code:	Give a unique code that cannot be easily guessed. Customers must type this code exactly into the Coupon box as they check out. The code should only contain letters and numbers (no spaces or characters).
Type:	Select either 'Percentage' or 'Fixed Amount' from the drop-down menu. This applies to the following 'Discount' field.
Discount:	The amount of the discount in numbers. If you selected 'Percentage' in the 'Type' field, entering 10 you will give a 10% discount. Alternatively, if you selected 'Fixed Amount' in the 'Type' field, entering 10 you will give a \$10 discount.
Total Amount:	The total amount that must be reached before the coupon is valid. If there is no minimum for the coupon to be active, leave blank.
Customer Login:	Must always be set to 'No'
Free Shipping:	Tick 'Yes' if the customer is not to be charged shipping if they use this coupon and meet all other requirements (such as minimum purchase). Leave blank if you want the coupon to apply to all products or start typing product name(s) to select products from the drop-down list that the coupon will apply to.
Products:	Leave blank if you want the coupon to apply to all categories or start typing category name(s) to select the categories from the drop-down list that the coupon will apply to.
Category:	Leave blank if you want the coupon to apply to all categories or start typing category name(s) to select the categories from the drop-down list that the coupon will apply to.
Date Start:	If the coupon will have a time limit, enter a start date here.
Date End:	If the coupon will have a time limit, enter the end date here.
Uses Per Coupon:	If you enter a number, the discount will no longer apply after so many customers have used it. Leave blank for unlimited. In the example above, the coupon is limited to the first 10 customers.
Uses Per Customer:	If you enter a number, the discount will no longer apply after each customer has used it this many times. Leave blank for unlimited. In the example above, each customer can only use the coupon 10 times. Note: this is limited by account, so a customer could open more than one account to use the coupon code multiple times.
Status:	Select 'Enabled' to turn on or 'Disabled' to turn off
Click the Save icon	



TIP: We recommend that you keep your coupons simple! Offer a single discount amount (or %) on one coupon. Offer Free Shipping as a separate coupon, leaving the amount blank.

GIFT VOUCHERS

Customers can purchase a non-refundable Gift Voucher of any amount between \$1.00 and \$250.00 by clicking the footer link 'Gift Vouchers':



This brings the customer to the Gift Certificate form for them to complete and purchase:

Purchase a Gift Certificate

This gift certificate will be emailed to the recipient after your order has been paid for.

* Recipient's Name	Sally Smith
* Recipient's e-mail	sallysmith@gmail.com
* Your Name	Jenny Bennett
* Your e-mail	jennybennett@gmail.com
* Gift Certificate Theme	<input checked="" type="radio"/> Birthday <input type="radio"/> Christmas <input type="radio"/> General
Message	I hope you enjoy selecting something special for yourself from this fantastic store! All the best on your special day Love Jenny XOXO
Amount	100.00
<p>I understand that gift certificates are non-refundable. <input checked="" type="checkbox"/></p> <p style="text-align: right;">Continue</p>	

About Gift Vouchers

- Gift Vouchers like paper gift certificates are virtual products that can be purchased by clicking the 'Gift Certificate' link in the footer of your store.
- After verifying that you have received the full payment from the purchaser, you release the email to the recipient telling them about their gift. This email contains a Gift Voucher code.
- The recipient enters the code in the Gift Voucher box during checkout.
- If the recipient's purchase is larger than the Gift Voucher amount, they will be taken through the normal payment screens during checkout. For example, the total cost of an order is \$47 and they have a Gift Voucher for \$25. The recipient will pay the remaining \$22.
- If the recipient's purchase is smaller than the Gift Voucher amount, the recipient will not see any payment screens during checkout. The remaining balance can be applied to future orders. For example, the total cost of an order is \$15 and they have a Gift Voucher for \$25. The recipient will still have \$10 remaining on the voucher.

Each time you see an order for a Gift Voucher in Sales > Orders, first verify that payment has been received (e.g.; check your PayPal account or that you have received an instant payment notification email from PayPal), then manually release the Gift Voucher to the recipient as shown in the following instructions.

Gift Vouchers Checklist



Setting up Gift Vouchers is done in three easy steps:

- Setup the Gift Voucher themes (optional)
- Create the Gift Vouchers as they're purchased
- Send the Gift Voucher to the recipient

Setup the Gift Voucher Themes (optional)

You can upload your own images that will be included in Gift Voucher emails. After you have uploaded the images, you can then select them as you create each Gift Voucher.



Start by finding and saving suitable voucher themed images to your computer. These could include; Birthday, Christmas, General, Wedding, Anniversary etc.

To create new Gift Voucher themes, go to: Admin > Sales > Gift Vouchers > Voucher Themes

The screenshot shows the 'Voucher Themes' page. On the left is a sidebar with 'Sales' selected. The main area shows a table titled 'Voucher Theme List' with columns for 'Voucher Theme Name' and 'Action'. It lists three themes: 'Birthday', 'Christmas', and 'General'. Each theme has an edit icon in the 'Action' column. At the top right are a blue plus icon and a red delete icon. Below the table, it says 'Showing 1 to 3 of 3 (1 Pages)'.

Click the Plus icon to add a new Voucher Theme or the Edit icon to edit an existing theme.

The screenshot shows the 'Add Voucher Theme' page. At the top is a header with 'Voucher Themes' and a back arrow. Below it is a form with fields: 'Add Voucher Theme' (button), 'Voucher Theme Name' (text input with 'Anniversary' typed), and 'Image' (file input with a camera icon). At the top right are a blue plus icon and a red delete icon.

Voucher Theme Name:
Image:

Give the voucher theme a name e.g. Anniversary
Click Browse to upload an image. For further instructions refer to [Image Manager on page 41](#).

Click the Save icon

Create the Gift Voucher

The purchase of a Gift Voucher is the same as any other product on your website. When a voucher is purchased by a customer, it will appear as an order in Sales > Orders.

When a Gift Voucher order is received, rather than placing the order with the supplier or packaging up a parcel, the transaction needs to be completed in a different way.

Go to: Admin > Sales > Gift Vouchers

From the list, find the newly purchased Gift Voucher and click the Edit icon.

The screenshot shows a table titled 'Gift Voucher List' with columns: Code, From, To, Amount, Theme, Status, Date Added, and Action. One row is visible, showing 'bGf-DAY-16' as the code, 'Jenny Bennett' as the from name, 'Sally Smith' as the to name, '\$100.00' as the amount, 'Birthday' as the theme, 'Enabled' as the status, and '13/07/2016' as the date added. The 'Action' column contains a blue edit icon. At the bottom right of the table, it says 'Showing 1 to 1 of 1 (1 Pages)'.

Check that the information is correct and that the Status is set to 'Enabled'

The screenshot shows the 'Edit Gift Voucher' form with the 'General' tab selected. The fields are as follows:

- Code:** bGf-DAY-16
- From Name:** Jenny Bennett
- From E-Mail:** jennybennett@gmail.com
- To Name:** Sally Smith
- To E-Mail:** sallysmith@gmail.com
- Theme:** Birthday (checkbox checked)
- Message:** A scrollable text area containing "Happy Birthday Sally, I hope you enjoy selecting something special for yourself from this fantastic store! All the best on your special day. Love Jenny"
- Amount:** 100.00
- Status:** Enabled (checkbox checked)

To send the Gift Voucher, click the Email icon in the top right



NOTE: The Gift Voucher code is automatically generated. It can be changed however we wouldn't recommend this as the more random the code, the harder it is to hack or guess.

Gift Voucher Email Sent to the Recipient

Below is a copy of the Gift Voucher email sent to the recipient:



Congratulations, You have received a Gift Certificate worth \$100.00

This Gift Certificate has been sent to you by Jenny Bennett

With a message saying

Happy Birthday Sally,
I hope you enjoy selecting something special for yourself from this fantastic store!

All the best on your special day.

Love Jenny
xoxo

To redeem this Gift Certificate, write down the redemption code which is **abcd1234** then click on the link below and purchase the product you wish to use this gift certificate on. You can enter the gift certificate code on the shopping cart page before you click checkout.

<http://www.domainname.com>

Please reply to this email if you have any questions.

MARKETING (Optional)

Your website has a built-in module for creating tracking links for marketing campaigns.

Marketing tracking links will only ever be used in specific situations.

Tracking links are links to your store which include a special tracking code. Any visit to your website, via your tracking links will be recorded in the Admin dashboard so you can monitor your marketing campaigns traffic and conversion rate.

Example of use:

You might provide a tracking link to an individual to use on their blog or Facebook page, or to another website that was referring traffic to your store. You could also use the link to advertise on classifieds or directory listings.

The tracking code is attached to the link to your website and any traffic coming from this link is recorded in Admin. This would allow you to monitor how much traffic was being generated through advertising on that particular media platform.

To create a Marketing Tracking Link

Admin > Marketing > Marketing

The screenshot shows the Marketing Tracking list page. On the left is a dark sidebar with navigation links: Dashboard, Catalog, Extensions, Design, Sales, Customers, Marketing (which is expanded to show Marketing and Coupons), and Coupons. The main area has a title 'Marketing Tracking' with a 'Home / Marketing Tracking' breadcrumb. It features a search bar and two filter fields: 'Campaign Name' and 'Tracking Code'. A blue 'Filter' button is located to the right of the tracking code field. Below these is a table header with columns: Campaign Name, Code, Clicks, Orders, Date Added, and Action. A note 'No results!' is displayed at the bottom of the table. In the top right corner of the main area, there are two buttons: a blue '+' icon and a red square icon.

On the Marketing Tracking list, click the Add icon in the top right of the screen.

Marketing Tracking

[Home](#) / [Marketing Tracking](#)



[Add Marketing Tracking](#)

* Campaign Name	Test Affiliate
Campaign Description	Test Affiliate
* Tracking Code ?	57cdd204dc7
Examples ?	http://hbwdesigns.com/OP1/?tracking=57cdd204dc7 http://hbwdesigns.com/OP1/index.php?route=common/home&tracking=57cdd204dc7

Complete the Campaign Name and Description fields only - the 'Tracking Code' and 'Examples' fields will be generated automatically.

Campaign Name: A name to help you recognise the campaign
 Campaign Description: An internal note to help you distinguish your tracking link from other campaign links

Click the Save icon

Your Tracking Code is now ready to use. Return to the newly created Campaign by selecting it from the list and clicking the Edit icon.

From here you can copy the Tracking Code. For ease of use rather than manually pasting the Tracking Code after your URL, we would recommend copying one of the generated 'Examples'.

e.g.: <http://mydomain.com/?tracking=ID>

You now have your website and Tracking Code link ready to provide to other websites or individuals. Once this is done, whenever the link is used the click will automatically be recorded in the number of 'Clicks' in your Marketing Tracking records.

Marketing Tracking

[Home](#) / [Marketing Tracking](#)



[Marketing Tracking List](#)

Campaign Name		Date Added				
Campaign Name	Date Added	Filter				
Tracking Code	Tracking Code					
<input type="checkbox"/>	Campaign Name	Code	Clicks	Orders	Date Added	Action
<input type="checkbox"/>	Test Affiliate	57833eb353616	1	0	12/07/2016	

MAIL & NEWSLETTERS

Send emails or newsletters to customers from Admin. You can send rich emails using special fonts, colours or images that look just like a web page.

Your email messages can be sent to any of the following:

- All Newsletter Subscribers
- All Customers
- Customer Group
- Customer
- Products (allows you to send to customers who have ordered a certain product)



NOTE: The email system does not save a copy of the message in your store. You can always save a copy of the email/text in an external program such as Word.



NOTE: Your website automatically manages and maintains Newsletter Subscribers. Customers can subscribe and un-subscribe to store newsletters through their user account/user login. Subscriber settings are saved within the customer's account.

To send an email, go to; Admin > Marketing > Mail

The screenshot shows the 'Mail' section of the admin interface. The left sidebar has a dark theme with various menu items like Dashboard, Catalog, Extensions, Design, Sales, Customers, Marketing (selected), Coupons, Mail, System, and Reports. Below the sidebar are three progress bars: Orders Completed (0%), Orders Processing (100%), and Other Statuses (0%). The main area is titled 'Mail' and shows a form with 'From' set to 'Default', 'To' set to 'All Newsletter Subscribers', and 'Subject' set to 'This Weeks Specials'. The message area contains the text: 'Attention Customers', 'We have a special offer this week - available to all Newsletter Subscribers', '10% OFF Your Next ORDER!!', 'Use the discount code 10-OFF at checkout', and 'Be quick only valid for 5 days!'. There are also rich text editor icons above the message area.

From: Always leave as 'Default'

To: Select the group from the drop down menu that the email is being sent to

Note: Additional text fields need to be completed when selecting Customers or Products. Customers: select the customer/s to create a list. Products: select the product/s that have been purchased. To remove a customer from the list, click on the red 'Minus' icon next to their name.

Subject: Enter the subject name you want to appear in the email.

Message: Type your message or copy and paste from your email program.

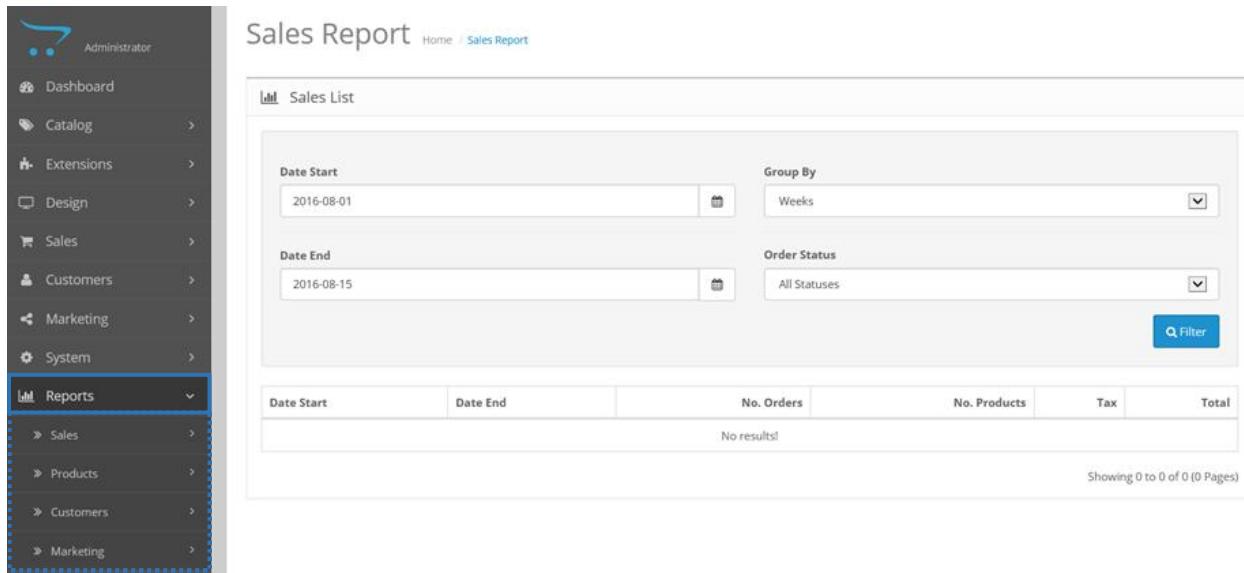
Click the Send icon



REPORTS

These are strategic reports that provide you with a summary of your sales, shipping details, orders and more.

Admin > Reports



The screenshot shows the 'Sales Report' page. On the left, there's a sidebar with a logo and navigation links: Dashboard, Catalog, Extensions, Design, Sales, Customers, Marketing, System, and Reports. The 'Reports' link is highlighted with a blue box. Under 'Reports', there are four sub-links: Sales, Products, Customers, and Marketing. The main content area is titled 'Sales Report' and shows a 'Sales List'. It has two filter sections: 'Date Start' (set to 2016-08-01) and 'Group By' (set to Weeks), and 'Date End' (set to 2016-08-15) and 'Order Status' (set to All Statuses). A 'Filter' button is at the bottom of these filters. Below the filters is a table with columns: Date Start, Date End, No. Orders, No. Products, Tax, and Total. The table currently displays 'No results!' and indicates 'Showing 0 to 0 of 0 (0 Pages)'.

Reports are broken down into different sub-categories:

Sales
Products
Customers
Marketing

To view a report it's just a matter of selecting a report from the sub-category that you wish to view. The report data is then displayed on the screen.

Sales Reports

The Sales reports can provide you with information on: Orders, Tax, Shipping, Coupons

Products Report

Product reports can provide you with information on: Products Viewed, Products Purchased

Customers Report

Customer reports can provide you with information on: Customers Online, Customer Activity and Orders

Marketing Report

Marketing reports can provide you with information on: Marketing, Affiliates and Affiliate Activity

Products Purchased Report

This report lists products that have actually been purchased, ranked by the total sales revenue not by the number of items sold. This helps you track sale trends.

To view the Products Purchased Report go to Admin > Reports > Products > Purchased



TIP: The 'Filter' button can be used on certain report screens, to further identify specific records. e.g.: Filter by date, by customer etc.

Website Statistics

We recommend using AWSTATS in cPanel or Google Analytics to view accurate customer and visitor data (website traffic).

AWSTATS is already setup and tracks customers, hits, traffic etc. automatically.

Google Analytics will require you to create an account and add tracking code to your website.

Google Analytics (optional)

Use of Google Analytics is optional. Should you wish to use Google Analytics, further setup is required on your website. Google Analytics also requires you to setup a Google Analytics account.

You may prefer instead to use AWSTATS which performs the same/similar reporting functions as Google Analytics - it is already setup and ready to use in cPanel (accessible through your hosting account).

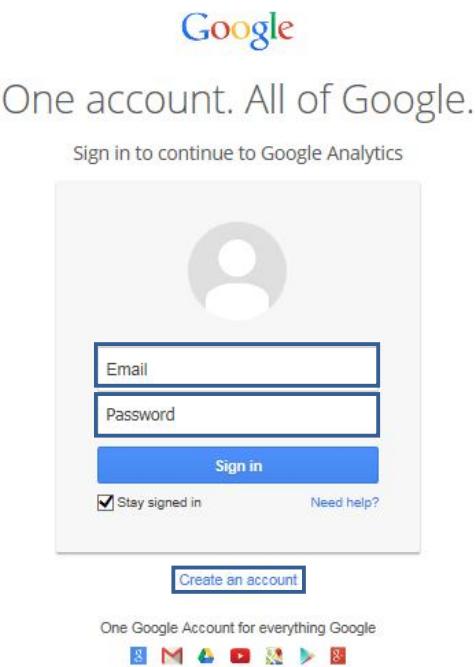
One of the keys to a successful online business is getting traffic to your store. To help keep track of the number of visitors you have, you can use a tool created by Google known as Google Analytics. It has been designed specifically to generate statistics about the visitors to your website. Google Analytics can give you details such as how visitors found your website, where they navigate to after they leave your home page, how many times each page of your website has been viewed and how much time an average visitor stays there. Using the information that it provides can be a strong marketing tool which can help attract more traffic to your site.

For step by step instructions on creating a Google Analytics account, click on the following YouTube link: <https://www.youtube.com/watch?v=uyrKu-yb05c>

To register for Google Analytics:

<https://www.google.com/accounts/ServiceLogin?service=analytics&userexp=signup&hl=en>

If you have a current Google Account, sign in using your email address and password, otherwise click Create an Account



To create an account you will need to complete the online form and accept the account.

For security purposes, Google will send a verification code by SMS to the nominated mobile phone. This code will need to be entered to activate your new account.

When the account has been verified and you have access to Google, select Products from the left column menu.

The screenshot shows the Google Accounts interface. On the left, there's a sidebar with 'Account' (Account Activity, Dashboard, Download your data, Me on the Web), 'Security' (Security), and 'Products' (highlighted with a blue border). The main area has sections for Email (Edit), Phone numbers (Edit), and Language. To the right, there are three boxes: 'Edit' (with a 'Edit' button), 'Google+' (Create a public Google+ profile), and 'Account Activity'.

Click on Analytics

The screenshot shows the Google Accounts interface again. The 'Products' menu item in the sidebar is highlighted. In the main area, under 'Your products', the 'Analytics' icon is highlighted with a blue border. Other products shown are Gmail, Talk, and Web History. To the right, there's a 'Dashboard' box with a 'Sign in to Dashboard' button.

To sign up for Google Analytics, click Sign Up

The screenshot shows the Google Analytics sign-up page. At the top, it says 'Start analyzing your site's traffic in 3 steps'. Below are three steps: 1. Sign up for Google Analytics (illustrated with a notepad icon), 2. Add tracking code (illustrated with a computer monitor and wrench icon), and 3. Learn about your audience (illustrated with a bar chart icon). To the right, there's a 'Start using Google Analytics' box with a 'Sign up' button. Below the button, it says 'Sign up now, it's easy and free!' and 'Still have questions? Help Center'.

New Account

What would you like to track?

Website	Mobile app
---------	------------

Select a tracking method

Features	<input type="radio"/> Universal Analytics <small>BETA</small>	<input checked="" type="radio"/> Classic Analytics
Basic GA features (Visitor acquisition, behavior, and conversion data)	✓	✓
Event tracking	✓	✓
AdWords account linking	✓	✓
Custom variables	Upgrade to custom dimensions & metrics	✓
Custom dimensions & metrics	✓	
Online/offline data sync	✓	
Multi-platform tracking	✓	
Simplified configuration controls	✓	
Select new feature releases	✓	
Advanced advertisement tools (DFA, Remarketing)	Coming soon	✓

Setting up your account

Account Name

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name

Website URL

Industry Category (?)

Reporting Time Zone

Data Sharing Settings (?)

Data that is collected, processed, and stored in your Google Analytics account ("Google Analytics data") is secure and kept confidential. Google Analytics data is used to provide and improve service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

With other Google products only optional

Enable enhanced ad features, and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services, and develop better Google services by sharing non-personal data. *Only Google services (no third parties) will be able to access your data.* [Show example](#)

Account specialists optional

Give Google marketing specialists and my Google sales specialists access to my Google Analytics data and account so they can find ways to improve my implementation and analysis, and share optimization tips with me. If I don't have dedicated sales specialists, give this access to authorized Google representatives.

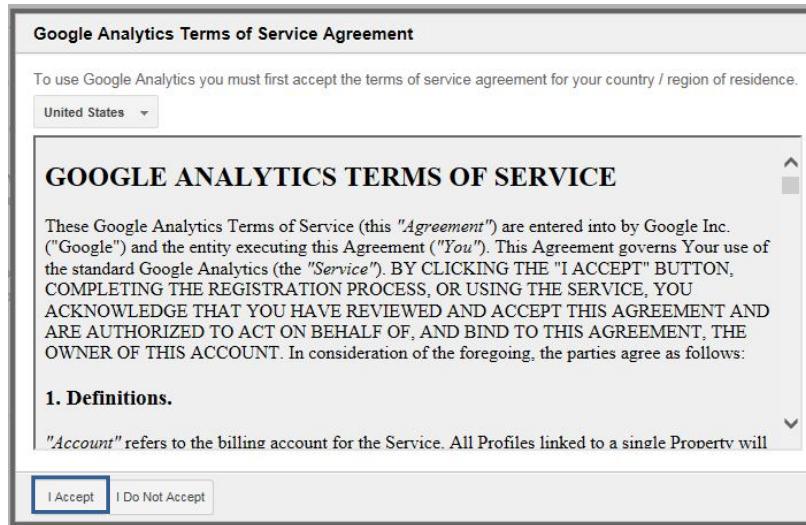
[Learn how Google Analytics safeguards your data](#).

Continued next page

What would you like to Track: select 'Website'

Select a Tracking Method, tick Classic Analytics

Account Name: This can be whatever you like, perhaps your website name
Website Name: Enter the website name; e.g. Home Business Websites
Website URL: Your website address, www.yourdomain.com
Industry Category: Select a category from the list relevant to your website
Reporting Time Zone: Select Australia, then your time zone
Click Get Tracking ID



Google Analytics Terms of Service Agreement, click I Accept.

PROPERTY
HBW Designs Store8

Tracking ID
UA-46391890-1

Website tracking

Subdomains of hbwdesigns ?
Examples: www.hbwdesigns.com -and- apps.hbwdesigns.com -and- store.hbwdesigns.com

Multiple top-level domains of hbwdesigns ?
Examples: hbwdesigns.uk -and- hbwdesigns.cn -and- hbwdesigns.fr

Display Advertiser Support
Learn more about [this support here](#).

Custom campaign tags
Override tags with **custom campaigns**, e.g., define a search term with keyword in place of "utm_term".

Save **Reset**

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-46391890-1']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```

PHP Implementation OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page immediately after the opening <body> tag:

```
<?php include_once ("analyticstracking.php") ?>
```

Dynamic Content Implementation OPTIONAL

Use a common include or template to paste the code above instead of manually adding it to every page.

WAP site - for older feature phones OPTIONAL

If you have a site built for older feature phones with no JavaScript support, or if you cannot use JavaScript for some other reason, you can download the server-side code libraries from [here](#).

© 2013 Google | Analytics Home | Terms of Service | Privacy Policy | Contact us | Send Feedback

Highlight the text in 'This is your tracking code. Right click your mouse on the code and select Copy.'

A copy of the code is now on your clipboard ready to be pasted into your website Admin.

Keep the Google Analytics browser window open until you have successfully pasted the code into Admin.

Open a second browser window and login to Admin

Admin > Extensions > Analytics

Click the Plus icon, this will install Analytics

Analytics Name	Status	Action
Google Analytics		

Click the Edit icon beside 'Your Store' name

Analytics Name	Status	Action
Google Analytics		
- Store 1	Disabled	

Google Analytics Code:

```
<script type="text/javascript">
// <![CDATA[
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-00000000-1']);
_gaq.push(['_setAllowLinker', true]);
_gaq.push(['_trackPageview']);
</![CDATA]>
</script>
```

Status:

Enabled

Google Analytics Code:

Click inside the field and paste the Google Analytics Code by holding down the **<Ctrl>** key on your keyboard and pressing the letter 'V' or mouse clicking 'Paste'.

Status:

Set to 'Enabled'

Click the Save icon

Google Analytics is now setup. It will take up to 48 hours for Google Analytics to fully register.

This is an overview of your website profile, when you login to Analytics.

The screenshot shows the Google Analytics Audience Overview dashboard. At the top, there's a navigation bar with 'Home', 'Reporting', 'Customization', 'Admin', and 'Help'. The date range is set to 'Nov 12, 2013 - Dec 12, 2013'. On the left, a sidebar lists 'MY STUFF' (Dashboards, Shortcuts, Intelligence Events), 'STANDARD REPORTS' (Real-Time, Audience, Overview, Demographics, Interests, Geo, Behavior, Technology, Mobile, Custom, Visitors Flow), 'Acquisition', and 'Conversions'. The main content area has a title 'Audience Overview' and a sub-section 'ANALYTICS EDUCATION' with links to 'Introduction to Audience Analysis', 'Compare mobile conversion rates', 'Target profitable geographic areas', and 'Analytics Academy'. Below this is a video player titled 'Audience Reports' with a play button and a progress bar at 0:00 / 0:29. The 'Overview' section shows a chart for 'Visits' from Nov 15 to Dec 6. The '0 people visited this site' section displays metrics: Visits (0), Unique Visitors (0), Pageviews (0), Pages / Visit (0.00), Avg. Visit Duration (00:00:00), Bounce Rate (0.00%), and % New Visits (0.00%). The 'Demographics' section includes filters for Language, Country / Territory, City, System (Browser, Operating System, Service Provider), and Mobile (Operating System, Service Provider, Screen Resolution). The 'Language' section shows 'There is no data for this view.' and a 'view full report' link. The 'Visits % Visits' section also shows 'There is no data for this view.'

For further help with Google Analytics, go to the Google Analytics Help Centre
<https://support.google.com/analytics/?hl=en#topic=3544906>



NOTE: Home Business Websites does not provide support for Google Analytics. The system was developed by Google and is therefore supported by Google. Please contact their help centre for any questions or support issues. Free and paid support is available.



BACKUP

Admin allows you to create and restore backups of your store database with just a few clicks. A store backup saves your product and customer information.

Admin > System > Tools > Backup/Restore

The screenshot shows the Admin interface with the 'Backup & Restore' page selected. The left sidebar is open, showing the 'System' section with 'Backup / Restore' selected. The main area shows an 'Import' section with a 'Browse...' button and an 'Export' section listing several database tables with checkboxes. The 'oc_address' checkbox is checked. There are also 'Select All / Unselect All' buttons at the bottom of the export list.

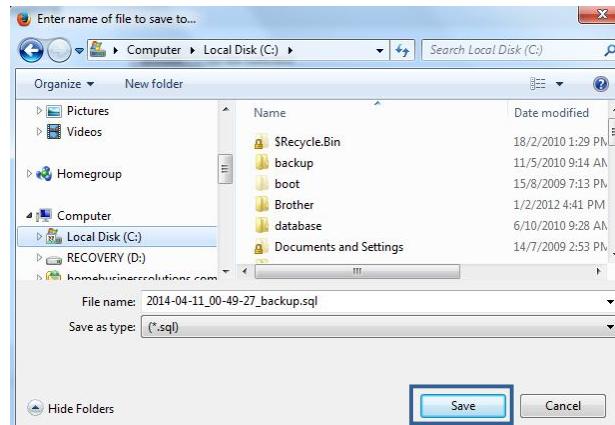
Backup

The screenshot shows the 'Backup & Restore' page. The right side of the interface has a toolbar with an 'Export' icon highlighted with a blue box. The main area shows the same 'Import' and 'Export' sections as the previous screenshot, with the 'oc_address' checkbox checked in the export list.

Click Select All

Click the Export icon in top right of screen

Choose a location on your computer to save the backup file.



Now you have a backup of your database's current state which you can restore later if there is a problem.

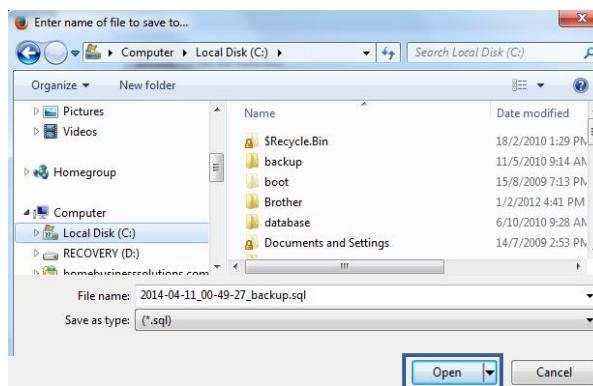
Please note that this is not a full backup of your website. It is a backup of your store database only, which includes customer, order and sales information. To create a full backup of your website, including the database and all files please refer to [cPanel Backup on page 16](#).

Restore

This allows you to restore a backup of your website databases made previously by you. *Please be very sure that you want to do this as once a Restore is done there is no way of undoing it.*

The screenshot shows the 'Backup & Restore' interface. In the top right corner, there are two small icons: a download icon and an import icon. Below them is a larger icon with a downward arrow. The main area has a title bar 'Backup & Restore'. Underneath, there's an 'Import' section with a 'Browse...' button. An 'Export' section is shown below, containing a list of checked checkboxes for tables: 'oc_address', 'oc_affiliate', 'oc_affiliate_activity', 'oc_affiliate_login', and 'oc_affiliate_transaction'. At the bottom of this section is a link 'Select All / Unselect All'.

Click Browse



Find the backup file on your computer (it will have a backup.sql extension) and click to select it
Then click the 'Open' button

The screenshot shows the 'Backup & Restore' interface again. The 'Import' section now has the path '2014-04-11-00-49-27_backup.sql' displayed next to the 'Browse...' button. The 'Import' icon in the top right corner is highlighted with a blue border. The 'Export' section and other parts of the interface remain the same.

The backup file name will be shown beside the Browse button
Click the Import icon in the top right of the screen

COPYING IMAGES AND TEXT FROM SUPPLIER'S WEBSITES

Before you can use images and photos from any of the supplier's websites - you will firstly need to save them to your own computer.

To do this, go to the supplier's website(s) and find the product you want to copy. Click to open it, then right click the product image with your mouse and select 'save picture as.'

Select the location/folder on your computer that you wish to save it to. We recommend something like pictures, my photos, website photos or similar – just somewhere that you will remember.

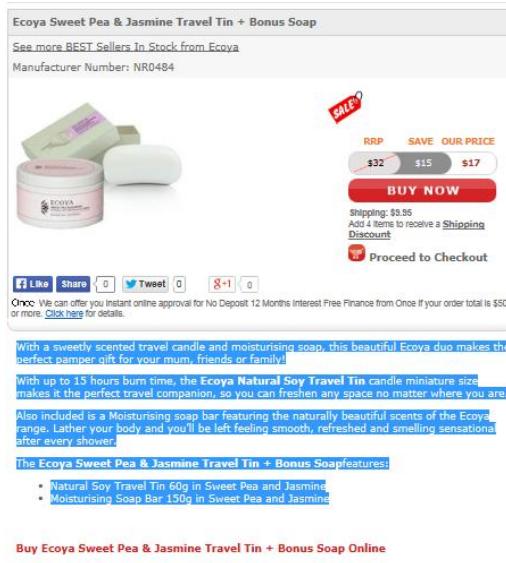
Give the file/picture a meaningful name e.g. EcoyaTravelTin or EcoyaSweetPeaandJasmine and click Save. The picture is now saved to your computer and ready to use on your own website.

Note: The picture should be saved with its own automatic extension such as EcoyaTravelTin.jpg or EcoyaSweetPeaandJasmine.png

To copy text:

Find the product that you want to copy and click to open it

Hold down the left button on your mouse and highlight the text/product description that you wish to copy.



On the highlighted text, right click your mouse and select 'Copy'. This will copy the text to your clipboard.



NOTE: You can also hold down your <Ctrl> key and press 'C' to copy. This will also copy the text to your clipboard.

Admin > Catalog > Products

Click the Add icon in the top right of the screen

The screenshot shows the 'Products' list page. On the left is a sidebar with 'Catalog' selected. The main area has a search bar with fields for 'Product Name', 'Price', 'Status', 'Model', and 'Quantity'. A blue 'Filter' button is at the bottom right. In the top right corner, there is a blue square icon with a white '+' sign, which is the 'Add' button.

Products > General tab:

The screenshot shows the 'Edit Product' page with the 'General' tab selected. It includes sections for 'Data', 'Links', 'Attribute', 'Option', 'Recurring', 'Discount', 'Special', 'Image', 'Reward Points', and 'Design'. Under 'General', there's a language dropdown set to 'English'. The 'Product Name' field contains 'MacBook Air'. The 'Description' field contains a rich text editor with a toolbar and the text: 'MacBook Air is ultrathin, ultraportable, and ultra unlike anything else. But you don't lose inches and pounds overnight. It's the result of rethinking conventions. Of multiple wireless innovations. And of breakthrough design. With MacBook Air, mobile computing suddenly has a new standard.' Below the description is a 'Meta Tag Title' field containing 'MacBook Air'.

Product Name:
Description:

Enter the product name
Click inside the field and paste the description copied from the suppliers website by holding down the <Ctrl> key on your keyboard and pressing the letter 'V' or mouse clicking 'Paste'. This product description can then be edited and formatted as required.

Click Save icon



TIP: We do recommend that you might like to change a few words, or change the order of sentences for product descriptions used on your website. If your product description text is not an exact match / not exactly the same as used on suppliers websites, this can improve and offer better SEO results in Google.

For full instructions on Adding Products; please refer to [Add Your First Product on page 43](#).

THE ORDER PROCESS

Below is an overview of the ordering process:

When a customer orders from your website you will receive an automatic email notification. This email notification is a copy of the order that has been placed, but is confirmation of the order only not payment received.

When an order has been paid for - you will receive an automatic email notification from PayPal. This email notification from PayPal confirms that the payment has been received into your PayPal account. However, to be sure you should also login to your PayPal account and check.

Once you have received payment, you can then login to your Website Admin and see the order that has been placed.

If you are using Wholesale suppliers - you will need to package and send the goods directly to your customer.

If you are using a Drop Shipping supplier - you will then login to the Drop Shipping supplier's website and place the order on behalf of your customer. This is done using your own login and the customer's name and address details. (Please refer to Drop Shipping instructions in your 'Suppliers' document for further details.)

As the order proceeds through the order process you should update the status accordingly in Admin. Please refer to [Changing the Order Status and Notifying the Customer on page 112.](#)



IMPORTANT: If you have decided to accept cheque/money order or bank deposit payments on your website – you should always wait to receive the payment before dispatching any goods or placing any orders with Drop Shipping suppliers.

TROUBLESHOOTING GUIDELINES

YOUR INTERNET BROWSER

You will need to use 'Google Chrome' as your default internet browser, when accessing your website Admin.

You can download Google Chrome for free from: <https://www.google.com.au/chrome>

If you choose to use another browser such as Internet Explorer, you may experience editing problems.

We cannot guarantee that you will have full functionality in Admin if you are using Internet Explorer or an alternate browser.

ADMIN PASSWORD

It is essential that you remember your Admin login and password. Please write it down and keep it somewhere safe. If you create a new Admin password always ensure that you keep a record of it.

SEO URL's (Keywords)

SEO URL's (keywords) are very important. They are used by search engines when indexing your website categories and products. They are also crucial to the operation of your website.

You must never use duplicate SEO URL's anywhere on your website. They must always be unique.

SEO URL keywords must always be separated by a hyphen '-' and cannot contain any spaces.

All products, categories, sub-categories, information pages etc. must have SEO URL (keywords) entered for your website to function correctly.

Always remember - every SEO URL keyword used on your website must be unique - no duplicates.

If you were selling 5 different products, all of which were blue dresses, they would all need to have their own unique SEO URL keyword, for example; blue-dress, blue-sequin-dress, mid-length-blue-dress, short-sleeve-blue-dress, long-blue-dress etc.

If your store also had a category for blue dresses it too would require its own unique SEO URL keyword, for example; blue-dresses or ladies-blue-dresses

VALID FILENAMES AND NAMING CONVENTIONS

Filenames

When saving product images/picture files to use on your website, you need to ensure that you always use valid filenames. The filename of the image should not contain spaces and must have a valid picture extension, such as .jpg or .png. Examples of invalid filenames include;

- boutique light cot.jpg (spaces are not recommended)
- toycart (filename does not have an extension)
- girls50%uv-swimsuit (do not use illegal characters e.g.: %)

We recommend using short and easy to remember filenames for your images such as;

cot3.jpg
cot4.jpg
lt-trike.jpg

Alpha Numeric Characters

You should only ever use alpha numeric characters on your website when naming picture files, creating categories or products, setting up SEO URL keywords and creating gift vouchers or coupons.

Some characters are reserved as 'special characters' and should never be used on your website, these include: \$, &, !, *, = and other symbols.

Examples of invalid filenames and category names;-

- Phones & Accessories (use of reserved character - &)
- phone accessories!.jpg (use of reserved character - !)

PRODUCT HEADINGS

Keep your product headings short to ensure the best display on your website. We recommend using under 40 characters for product headings whenever possible.

CATEGORIES & SUB CATEGORIES

It is recommended to use a small number of main categories with many different sub-categories. Break your categories down into general and broad 'main categories' with different sub categories underneath. By creating 20 or more main store categories will overcrowd your website and overwhelm your customer. We would recommend using approximately 7 to 8 main categories (which would be sufficient for any store) with unlimited sub-categories underneath.

List your products in multiple categories. They can be listed in the main/top category, within sub-categories and also within other top level categories. You will find that many products fall under different categories and as such should be included in all relevant category listings. For example, organic cosmetics would be listed in an Organic category but also in a Health and Beauty category.

PRODUCT WEIGHT

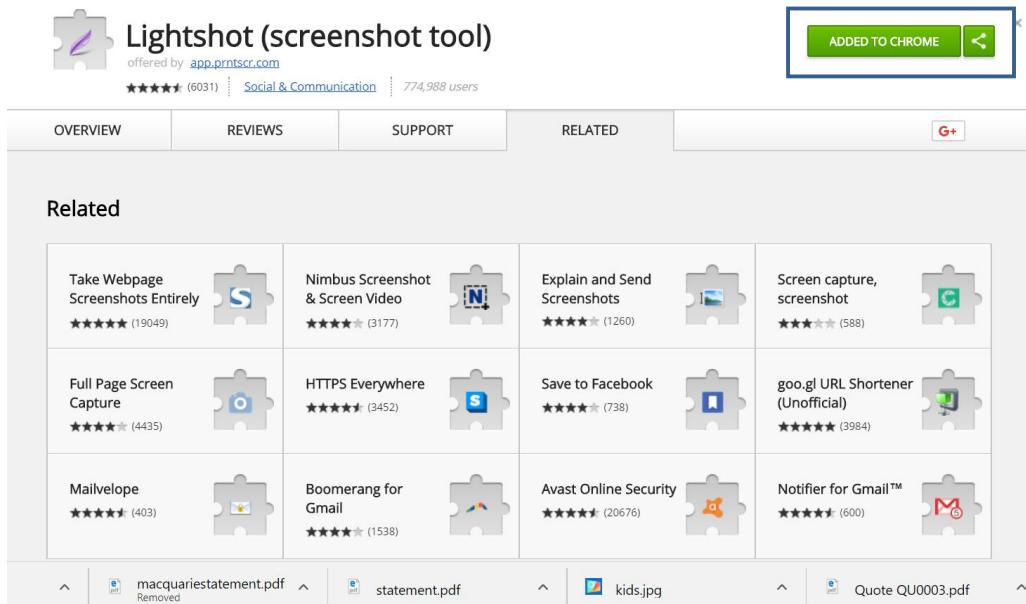
If you are using a Wholesale supplier and/or Australia Post shipping, you MUST include a product weight for all products on your website. Without a product weight your checkout will not calculate shipping correctly.

COPYING AND SAVING PRODUCT IMAGES - TIPS & TRICKS

There is an extension available for Google Chrome that makes it easy to capture and save images directly from your browser.

Using Google Chrome; click the link below to download Lightshot (screenshot) tool
<https://chrome.google.com/webstore/detail/lightshot-screenshot-tool/mbniclmhobmnbdlbpiphghaielnppgdp/related?hl=en>

Click Add to Chrome button in the top right
The extension is Added to Chrome



To use the tool, visit the page with the image that you wish to copy



Click the purple feather icon in the top right hand corner of the screen

With your mouse drag/draw a box around the image or content that you wish to copy

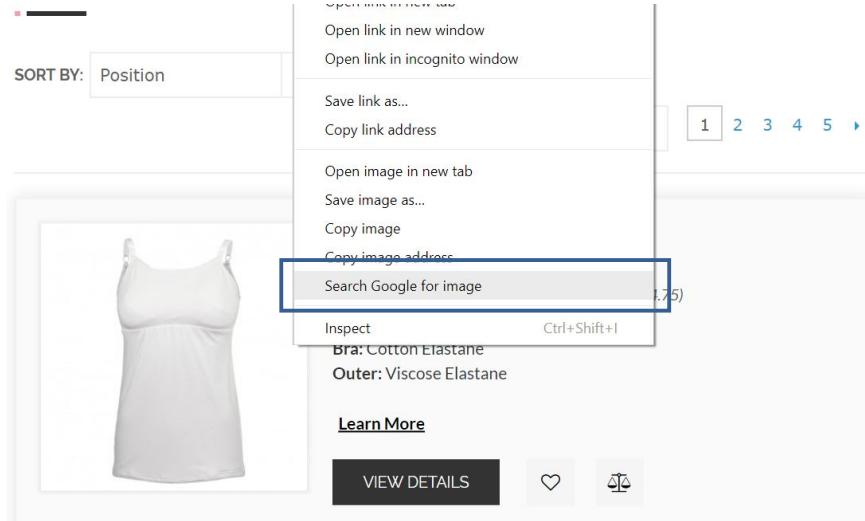


Click the Save icon to save the image to your computer.

Problems with Watermarked or Small Images

You can also use this to find alternative images of the same products.

In Google Chrome;
Right click on any image and choose 'Search Google for image'



This will display a list of other duplicate or similar images that you may prefer to use.

YOUR NEW BUSINESS

TAX/GST IN AUSTRALIA

By default your website is not setup to include or charge GST (Goods and Services Tax). You would generally only include and charge 'GST' if your business is registered for GST with the ATO (Australian Taxation Office.)

For more advice about GST etc. please consult your accountant or visit the ATO website.

Currently only businesses earning over \$75,000 per year are required to register for GST.

SMALL BUSINESS SUPPORT SERVICES

The following small business support services are available for anyone wanting further assistance with starting or operating a business in Australia.

A FREE Phone consultation and phone support are available, as well as webinars and further education about record keeping, taxation, deductions and more.

Visit the following links to schedule a phone appointment or to access business support information.

<https://www.ato.gov.au/About-ATO/About-us/Contact-us/Phone-us/>

<http://www.sba.ato.gov.au/Forms/Book-an-after-hours-call-back---small-business-support/>

<https://www.ato.gov.au/Business/Starting-your-own-business/Supporting-your-small-business>

ONLINE BUSINESS RESOURCES

business.gov.au

Information on starting a business:

<https://www.business.gov.au/Info/Plan-and-Start>

Home based business advice:

<http://www.business.gov.au/business-topics/starting-a-business/Pages/starting-a-home-based-business.aspx>

Australian Business Register

Registering a Business Name and ABN No.

Register a business name in Australia:

<http://asic.gov.au/for-business/registering-a-business-name/steps-to-register-your-business-name/>

Information on ABNs:

<https://abr.gov.au/>

Applying for an ABN:

<https://abr.gov.au/For-Business,-Super-funds---Charities/Applying-for-an-ABN/>

ATO (Australian Taxation Office)

Starting and registering your business - video:

<https://www.ato.gov.au/Business/Starting-your-own-business/Getting-up-and-running/>

Business Structures - video:

<https://www.ato.gov.au/Business/Starting-your-own-business/>

Operating a Home Based Business, Home Office Expenses – video:

<https://www.ato.gov.au/business/income-and-deductions-for-business/in-detail/home-based-business/>

Are You Operating a Business or a Hobby – video:

<https://www.ato.gov.au/Business/Starting-your-own-business/Before-you-get-started/Are-you-in-business-/>

Home Business Expenses, Claiming your Expenses – video:

https://www.ato.gov.au/business/income-and-deductions-for-business/in-detail/home-based-business/?page=14#Support_for_small_business

My Deductions - Free App to Help Claim your Expenses

<https://www.ato.gov.au/General/Online-services/In-detail/myDeductions/myDeductions/>

Australian Businesswomen's Network

Free eBooks to download and podcasts to listen to- inspirational business women and their stories and strategies for small business:

<https://herbusiness.com/freebies/>

<https://herbusiness.com/podcasts/>

SMALL BUSINESS ASSISTANCE CONTACT NUMBERS

Government funded help and assistance lines for small business in Australia. If you have any questions regarding your business, or operating a business in Australia you can contact any one of the following free small business assistance numbers.

National:

business.gov.au: call 13 28 46 and press option 1

Fair Work Ombudsman Small Business Helpline: call 13 13 94 and press option 3

Australian Capital Territory:

Canberra Business Point: call 1300 648 641

Lighthouse Business Innovation Centre: call 1300 365 514

New South Wales:

NSW Small Business Commissioner Assist Helpline: call 1300 795 534

Northern Territory:

Northern Territory Business Centres: call 1800 193 111

Queensland:

Brisbane City Council - 24 hour business hotline: call 133 263

South Australia:

Small Business Contact Service: call 1300 142 820

Tasmania:

Business Tasmania Team: call 1800 440 026

Victoria:

Business Victoria Help Line: call 13 22 15

Western Australia:

Small Business Development Corporation, Specialist Advisers: call 13 12 49

AUSTRALIAN WORK FROM HOME MICRO BUSINESS COMMUNITY

Get your free membership today:

<http://www.flyingsolo.com.au/join>

We recommend that you take the time to join the Flying Solo Micro Business Community. Not only will this provide you with free advertising (a link in their basic business directory) but it will put you in contact with other Australian's that work from home who operate their own micro businesses.

Other advantages include;

- Access to their library of specialist reports, articles, videos and podcasts
- 24/7 community support and forums
- 45,000+ Australian members
- Business events
- Learn about; trademarks, client relationships, transitioning from an employee to a business owner, tax deduction tips for home based business - expenses you can claim and much more.
- Read other small business success stories
- Sign up to receive special deals for small business owners including; training, other business discounts, discount office supplies and more.

BUSINESS STRUCTURE

In regards to general business structure, we do advise you to seek professional advice from your own accountant, or from any of the FREE business assistance services.

We also suggest visiting the ATO website for further information on starting a small business and taxation:

The ATO are best qualified to give you business advice and small business assistance.

<https://www.ato.gov.au/Business/Starting-your-own-business/>

FINAL CHECKLIST

Once you have setup your website, we recommend using the checklist below to make sure you have completed all of the necessary steps, before '*going live*' with your business.

You can also refer to the checklist below and use it as a Quick Reference Guide during setup.



IMPORTANT: You do need to complete all of the steps in the Website Instructions START HERE Guide.

The steps below are a final checklist before launching your business.

FINAL CHECKLIST PAGE REFERENCES: WEBSITE INSTRUCTIONS START HERE

Take Website On/Off Maintenance	page 28
Add Categories to your Website	page 35
Add Products to your Website.....	page 43
Setup Product Options e.g.: selectable sizes or colours	page 96
Add Products to your Website Home Page (Filtered Products).....	page 54
Add Products to Website Menu/Drop Down list (not setup on all websites)	page 59
Add Specials (Sale Items) to your Website.....	page 51
Edit Website Home Page/WELCOME text.....	page 66
Setup Website Information Pages	page 62
Check Shipping Setup.....	page 68
Setup PayPal Account	page 75
Access Website Email/Webmail.....	page 13
Troubleshooting Guide (if required)	page 143

FINAL CHECKLIST PAGE REFERENCES: INSTRUCTIONS SPECIFIC TO YOUR WEBSITE

Setup Social Media Links e.g.: Facebook, Twitter etc.:

Instructions Specific to Your Website OP1.....	page 11
Instructions Specific to Your Website OP2	page 12
Instructions Specific to Your Website OP3	page 13
Instructions Specific to Your Website OP4	page 14
Instructions Specific to Your Website OP5	page 13
Instructions Specific to Your Website OP6	page 9
Instructions Specific to Your Website OP8	page 12
Instructions Specific to Your Website OP9	page 12

SUPPORT

Included with your website is 12 months free website support, provided by our own support centre. This commences from the date you download your website instruction package. If you do have any problems, questions or concerns please contact our support centre by email using: support@homebusinesswebsites.com.au Please note: Support is available during business hours; Monday to Friday, 9am to 5pm. Limited support is available of a weekend, for critical / emergency situations only.

Hosting support is available 24/7. You can submit a support ticket at any time by logging in to your hosting account. Any problems with your website not loading, website email system, backups, restore of your website etc. - please contact your hosting provider via a support ticket.

Should you experience a problem we recommend always referring to the [Troubleshooting Guidelines section on page 143](#) of your instructions in the first instance, to make sure you have followed all of the recommendations.

All support inquiries and problems must be submitted to Home Business Websites via email. The query can then be logged into our system and referred to the correct department. This ensures that you receive the fastest possible assistance. Please include your website name (www.domainname.com) and a detailed description of the problem. A screen shot can be helpful too as this will make it easier for us to see exactly what you are seeing.

Our support centre provides support for 'using your website' as provided to you at the time of purchase. We cannot provide support for third party modules or software (that are not our own), any programming or design changes that you make, or any areas that are external to your website.

Always take a full backup of your website prior to making any changes, so that in the event that something goes wrong, your website can be restored.

We are also unable to provide personalised training or individual support services for specialised areas such as Graphic Design, Programming, Google Adwords and extended SEO services etc. These are all highly specialised areas that are external and separate to your website. We are unable to 'teach' these types of skills as they require further education through TAFE or University courses.

SUMMARY OF TRAINING & SUPPORT

Website Support: This includes any operational or technical questions related to using your website. Contact Home Business Websites: support@homebusinesswebsites.com.au

Don't forget that you can also watch the Video Tutorials that show you how to use different elements of your website, refer to 'Website Video Tutorials' in your instruction package.

Hosting Support: This includes any Hosting support issues, questions or problems. Also any problems related to your email service (website email is part of your hosting package). Contact TMD Hosting via a support ticket <https://my.tmdhosting.com/> or login to your hosting account and use the 'online chat'.

Small Business Support: Self paced education and training. Refer to the 'New Business' section in your Website Instructions. Take advantage of the Free Phone Support for Small Businesses and the other Free Business Services. Further business training is available through the 'Free Online Training Library' details included in your Instruction package.

Marketing & Advertising: Self paced learning. Refer to the 'Advertising' document in your Instruction package. You can also refer to the 'Website Marketing & Promotion' folder in your Instruction package. Further Marketing & Advertising training is also available through the 'Free Online Training Library' - details in your Instruction package.

Adwords: Self paced learning. Instructions for using Google Adwords, pay per click advertising is included on your Instruction package in the 'Advertising' document. This includes Google Adwords Support Centre and contact information.

Facebook & Social Media: Self paced learning. Refer to 'Facebook for Business' guide in your Instruction package. This document includes links to Video Tutorials and links to the Facebook help and support centre. You can also refer to the 'Facebook & Social Media folder' in your Instruction package.

If you are not sure where to direct your inquiry please contact Home Business Websites support centre.

We wish you the very best of luck and every success with your new Home Business and Website. Please remember that you do need to actively promote and advertise your website - this will be your key to success!

Home Business Websites Support Centre:

Email: support@homebusinesswebsites.com.au

www.facebook.com/homebusinesswebsites 'like and follow us' on Facebook to stay up to date on free conferences, free training programs and free webinars.

www.homebusinesswebsites.com.au
Home Business Websites Pty Ltd