iScripts GoStores Quick Start Guide

Welcome to the quick start guide for your purchase of iScripts GoStores, the ecommerce website builder!

Your iScripts GoStores is feature-rich software possessing an administrative area which allows the owner to manage plans, templates, users, and payments, while also adjusting the look and feel of the site. While the administrator controls the main site, each individual user can build an ecommerce store and host it on your server. This unique software includes integration with major domain registrars like eNom and GoDaddy, as well as a live help desk to provide customer support.

We have included many new features within this version for you to have the freedom to fully customize your own ecommerce website building business. These features will also allow you to provide your clients and users with more options and ease of use.

This guide is intended to help you get your site up and running utilizing the main features. If you would like additional help, you can refer to the "Additional Support" section of this guide for support options. As with all of our software, iScripts GoStores is an open source standalone solution. You do not need any extras to have a functional and appealing site, but as the software is open source, the code can be altered in the future for any needs that may arise within your new business.

If you would like to expand your site and add your own features to fit specific business needs, we also offer affordable customizations. You may contact our sales department by telephone: 800-569-5538 or email: sales@iscripts.com to discuss project possibilities and receive a personal quote.

Thank you for your purchase and please enjoy your copy of iScripts GoStores!

Installation

After your purchase is complete, you will be sent a link to download the software. You may install the software yourself following the "Read Me" file. If you have trouble or would like to avoid installing yourself, we have installation available to you for an additional $50. If you would like us to install the software to a new or existing site, the process will take 1-2 business days with all communication exchanged via email.

If you already have a running website, we suggest allowing time for a beta period. All server environments are different and the quality of hosting accounts also varies. Conduct a smooth transition by allowing this time to ensure the optimal performance of your site.

Admin Panel / Main Menu

After logging in, you will be directed to the Administration (Admin) Panel. This is the Main Menu for the back-end of your website. There are 3 main contents of the Admin Panel: General, Setup, and Contents.

You should take note that within the dashboard, you have a statistics table listing the total number of domain registrations, users, stores created and free trials within the last 7 days.

This is how users will see your home page.

You may enter your own logo and content.

You also have multiple themes to choose from.

If none of the available site designs match your idea, iScripts can customize the software based upon your idea or a template you have found elsewhere. Simply contact us for more information and a quote.
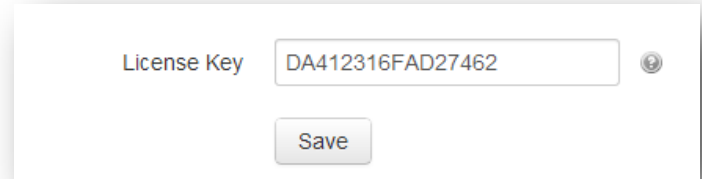
Site Settings

The first step in creating your site is to locate the "Settings" area within Admin dashboard. This can be found under the "Setup" menu.
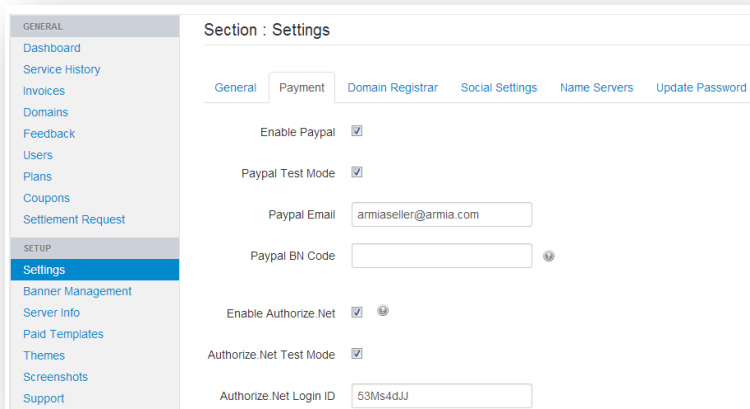
The Settings Manager contains the major settings which control your site. Within this area, you may set your password and emails, payment types, logo, theme and name of your site.

- **Site Name**: What is the name of your site? Add it here. This will display to users on the browser tab. Remember to choose helpful keywords so your site can be discovered and recognized quickly.

- **Site Secure URL**: Include your site URL here. If you have SSL enabled, be sure to include https:// within your site URL. Example: https://www.iscripts.com

- **Administrator Email**: All communication pertaining to the site will be sent to this email address. Specify the email you would like to use to receive site updates and alerts.

- **Enable Google AdSense:** Do you have a Google AdSense account? Enable this feature if you do and enter your code in the next field. If you interested in Google AdSense but do not yet have an account, visit www.google.com/adsense/ for more information.

- **Site Logo**: This is where you can change the logo of the site. Click "Choose File" to upload a jpg, jpeg, gif or png file saved on your computer. The best size for display is 375 pixels wide and 75 pixels high.

- **Google Analytics:** If you have a Google Analytics code, enter it here. This is a free and easy tool for accessing detailed reports about your website's visibility on Google. You will be able to see what keywords direct users to your site, what other sites have links to yours, how many visitors you are gaining from each keyword or link and more. Knowing this information will allow you to direct your efforts towards specific needs. For more information on setting up your account, visit www.google.com/analytics.

- o **Enable Streamsend:** You have the option to enable Streamsend on your site. This is an email and newsletter tool. For more information, visit www.streamsend.com.

- o **Company Name/Email/Website/Phone:** Enter all your company information within these provided fields. This information will be displayed to your users.

- o **License Key:** After adding the License Key provided by iScripts, there are a few immediate changes you can make to the site. Please note that any changes you make will not be saved unless you click the "Save" button.

Enable Payment

Choose how you would like users to submit payment on your site.

Set your payment settings by selecting which payment gateways you would like to utilize. Your payment options are:

PayPal (regular, Pro, Express, Advanced, Flow, Flow Link), Authorize.net, Two Checkout, Ogone, Moneybookers, Braintree, Google Checkout, YourPay and Quickbooks.
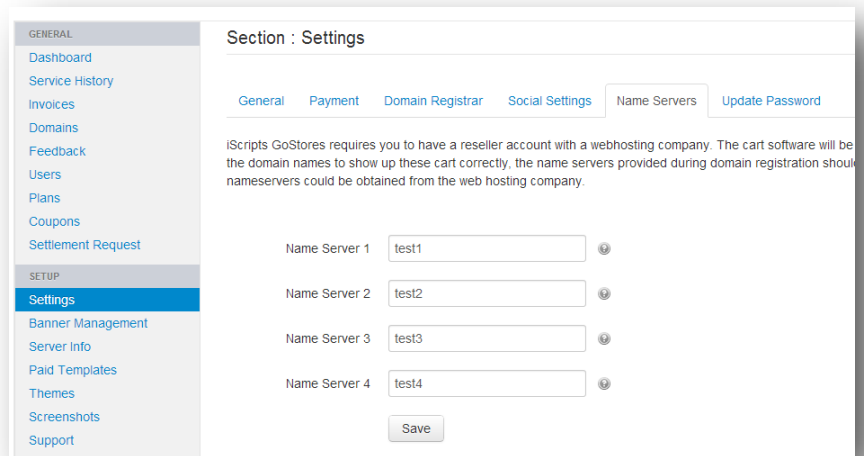
If you would like to enable any of these payment gateways, you may check the enable boxes, as well as set up an account for each method.

***Note: "Test Mode" is used to test the checkout. Under sandbox mode, you may add to a cart and purchase just as a customer would, but no payments would actually be transacted. When you are ready to accept payments, you may uncheck the option for test mode and it will be disabled.   If you have questions regarding these accounts or information needed, you may contact the payment gateway of your choice for obtaining required information. Technically, payments are handled by these third parties – not the software itself.
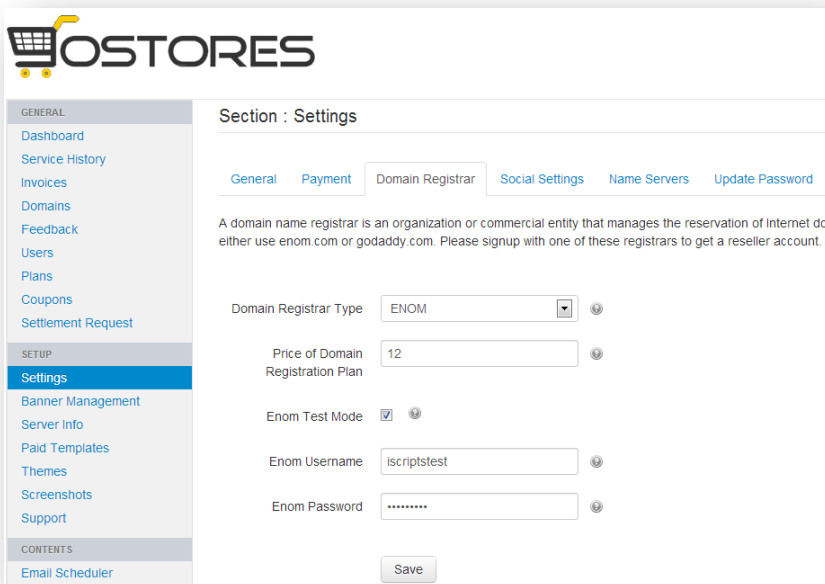
Set Up Name Servers

To use the software, iScripts GoStores requires you to have a reseller account with a web hosting company. The cart software will be automatically installed on this reseller account for your customers. For the domain names to display correctly, the name servers must be provided during domain registration and should match the reseller account's name server. The details of the name servers can be obtained from the web hosting company.

Enable Your Reseller Account

Signup with GoDaddy or eNom to provide domain registration on your site.

Once you have a reseller account, go to Settings > Domain Registrar, which is located under "Setup".

Choose the correct registrar type, price of domain registration for your customers, and enter your reseller account information.

Plan System

Consider your business plan and how you intend on profiting from your website.

With iScripts GoStores, you have the ability to customize your own plans, invoices and trials. If you would like a completely free site, you may offer this also.

This option allows you to charge your customers fees on a one-time, monthly or yearly basis. To set the plans for your site, locate the "General" within the main menu and click the option titled "Plans".

Next, you may add or modify the plans using the available options. Add a plan by clicking "Add Record". Your plans will need a title, description and amount. Once this is complete, add specific features for each plan by selecting "Manage Plan Features" and naming all features that apply to all plans.

Once a user selects a plan and submits payment, you can view the generated invoice within the "Invoices" section. View subscription type, transaction dates and statuses. If needed, you can also export this information as a CSV file to Excel or another program.

Site Themes

Locate "Themes" under the "Setup" category.

Select the color scheme of your site here. Choose one of the preloaded templates by clicking the "Active/Inactive" button to instantly change the look and feel of your site.

Banner Management

If you do not wish to display banners on your site, you may skip this step. If you would like to display banners on your homepage and subpages, click "Add Record" and proceed with setup by completing the fields. Note that banner sizes are as follows:

Home page sliding banner: 1250 x 400

Footer: 468 x 60

Your banners will display in this area for easy future management. You have the option to make the banners inactive, change URL's, images, or delete them altogether.

Paid Templates

When your customers create their own websites, they will have the ability to choose from built-in templates. In order to give your users a wide variety of templates to choose from, you can add your own paid templates to the system.

To add templates, click "Paid Templates" under "Setup". Select

"Add Record" and proceed by defining a template name, description, file, screenshot and price. The ideal screenshot size is 295 x 235. If at any time you would like to hide a template, you can deselect the "Enable Template" checkbox. This can be used for promotional purposes as the template will not be available to customers, but stay within the system for future use.

Support

Under "Setup" you will notice the selection titled "Support". This will direct you to the support desk, which you or other employees can manage. To go back to the previous Admin panel, click "Main Site" located within the top horizontal navigation.

By using the tools provided within the support desk, you can respond to support tickets, offer live chat, and desktop sharing so that your customers can experience efficient and timely technical support, if needed.
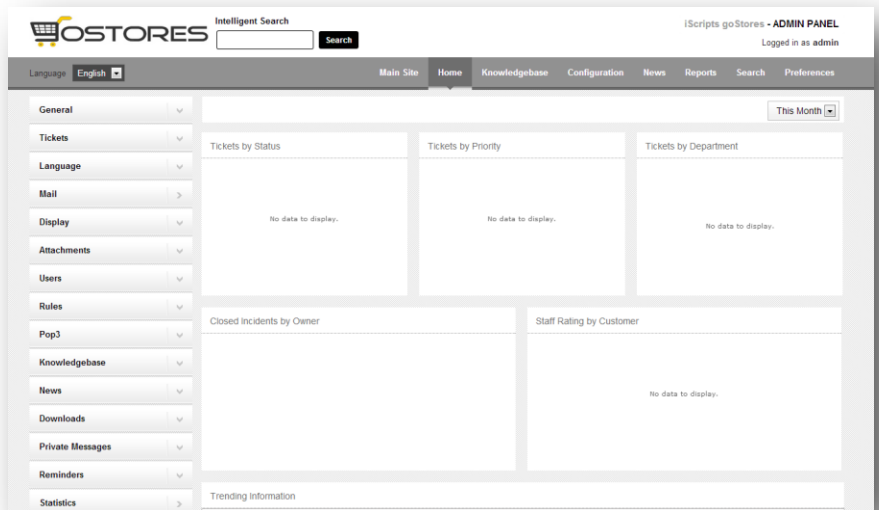
Meta Tags

Meta tags are HTML codes that are inserted into the header on a web page, after the title tag. In the context of search engine optimization, when people refer to meta tags, they are usually referring to the meta description tag and the meta keywords tag. The meta description tag and the meta keywords tag are not seen by users. These tags are used to give web browsers and search engine spiders directions or data. Choose words that pertain to your content and search terms users would use to find your website.

Content Management (CMS)

Within the "Contents" area, you may edit the content of your site using a WYSIWYG editor.

Use this editor similarly to Microsoft Word or Wordpad.

Edit pages by clicking "Edit" found within the last blue column titled "Operations". If at any time you would like to make one or more pages inactive, select "Inactive" from the dropdown menu located below the editor.

Email Template/Email Content

Add automated emails to your site. These are coded to be very basic. They do not need to be edited. However, if you understand some basic HTML and would like to add more to these emails, you may. It would be a good idea to first sign up as a user to your own site and receive these emails yourself. Check to make sure the information is correct or appears properly.

Additional Support

As a valued customer of iScripts, we provide you with many resources and avenues for support. If you have a question or an issue, there are many options within our support community available to you. Have questions answered, problems fixed, connect with programmers as well as other users, make suggestions and grow your business utilizing the following routes:

- **Check the FAQs** – **Frequently Asked Questions.** It's very likely that others have asked your question before! All FAQ's are updated frequently for your convenience. Please check this area first.

- You may also use the **Live Chat** to speak to an operator who may be able to answer your questions. Depending upon the issue you are experiencing, we may require more information.

- To reach the qualified programmers, iScripts has a **24 Hour Help Desk** where you can submit all technical issues. We respond to every ticket in the order it was received within 1 business day.

  - Please be clear and specific in your request for help. Entries like "Help! It doesn't work!" do not give much information and tend to take longer to fix. Explain everything that led up to your problem. Try to explain what your current problem is. Be clear about your concern and how we may be able to meet your expectations.

  - Email the Help Desk directly at support@iscripts.com. Within your request, please Include: Name, Email, Domain, Software Password, Your Hosting Control Panel Information and a description of your issue.

- Reach out to other software users through our HELP FORUM. Chat with other users, ask questions, give advice and connect.

Sales & Customizations

For purchasing decisions, business inquiries, customizations, quotes and sales information; contact (312)423-6728 or (800)-569-5538.

Make Suggestions & Connect

SUGGESTION FORUM – Include your great idea! iScripts IdeaLab

Join our social network pages! https://www.facebook.com/iscripts https://twitter.com/iscriptsdotcom

Gain free exposure! Submit your website so it can be featured on the iScripts Customer Showcase! http://www.iscripts.com/listshowcases.php