



Module 03

Settings

Module 03: Settings

Introduction

BigCommerce offers more out-of-the-box functionality than Shopify and Magento, helping reduce the number of apps and logins merchants have to maintain. Store settings are located in your store's control panel and provide the flexibility needed to customize BigCommerce features and functionality for your specific business needs.

In this module, you will create and modify user account permissions, explore various settings available in the control panel, and launch the store.

Learning Objectives

After completing this module, you should be able to:

- Create multiple user accounts on a store
- Restrict a user's permissions
- Complete the Store Profile
- Differentiate between Administrator Email and Store Profile email
- Set a store's time zone
- Display or hide fields like SKU, weight, and brand from product pages
- Set the default product sort order for category pages
- Enable or disable social media sharing buttons on product pages and blog posts
- Enable or disable guest checkout
- Enable or disable automatic account creation for shoppers that check out as guests
- Enable or disable terms and conditions during checkout
- Enable or disable shipping orders to multiple addresses
- Differentiate between the Short, Long, Category, and Custom URL formats
- Change the URL structure for products, categories, and web pages
- Automatically send emails to shoppers asking them to review products they have purchased
- Use a preview code to view a store pre-launch
- Launch a store
- Hide a storefront from visitors using Down for Maintenance

Lessons

This module includes the following lessons:

| Lessons |
|--|
| Lesson 1: User Accounts |
| Lesson 2: Basic Administrative Settings |
| Lesson 3: Display and Sharing Settings |
| Lesson 4: Checkout Settings |
| Lesson 5: Additional Administrative Settings |
| Lesson 6: Launch the Store |

Settings Lesson 01:

User Accounts

❏ Introduction

A user role is a built-in collection of user permissions specific to a particular job. User roles help optimize efficiency and reduce the risk of human error by enabling you to delegate certain responsibilities and permissions to individual users.

With our control panel you can support multiple users with individual permission sets. This flexibility helps you streamline operations by letting staff focus only on what is most important for their role.

In this lesson you create user accounts and restrict user permissions.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Create multiple user accounts on a store
- Restrict a user's permissions

❏ Content

This lesson includes the following content:

| Content |
|-----------------------------|
| Lab Activity: User Accounts |

❏ Reference

This lesson may reference the following content

| Reference |
|---|
| KB Article: Users https://support.bigcommerce.com/articles/Public/Users/ |
| KB Article: User Roles and Permissions https://support.bigcommerce.com/articles/Public/User-Permissions/ |

Build-A-Store: User Accounts

Duration: 5 minutes

In this lab you will...

- Add a new user with restricted permissions

Prerequisites

1. *Build-A-Store: Create & Explore a Trial Store*

Complete These Steps

1. **Add** a new user with restricted permissions

- a. **Navigate** to *Account Settings > Users*
- b. **Click** the *Create a User Account* button
- c. **Type** an email address you can access in the *Email* field



If you do not have any additional email addresses, you can use the auto-provisioned forwarding address found in *Store Setup > Store Profile*. The address will be `info@[store-name].mybigcommerce.com` and will forward messages to the email address used to set up the store.

Example:

- d. **Configure** permissions
 - i. **Select** *Sales Staff* from the *User Role* dropdown
 - ii. **Enable** *Manage Products* and *Create Products* in the *Sales Manager Permissions* list
- e. **Click** the *Save* button
- f. **Log out** of the store
- g. **Confirm** the account
 - i. **Open** the email message with the subject *Confirm your BigCommerce account* that should be delivered to the email address
 - ii. **Click** the *Confirm Account* button in the message
 - iii. On the *Create a password* page, **type** a password and **confirm** it
 - iv. **Click** the *Complete Signup* button

At this point, you should be logged into the store with the new user account. What differences do you see between the original user with full permissions and the new user with restricted permissions? (Hint: Look at the navigation menu)

Settings Lesson 02:

Basic Administrative Settings

❏ Introduction

You can control the many aspects of your store both behind the scenes and live on your storefront. In this lesson, you will fill out the store profile, set the administrator email address, and configure the store's timezone.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Complete the Store Profile
- Differentiate between Administrator Email and Store Profile email
- Set a store's time zone

❏ Content

This lesson includes the following content:

| Content |
|---|
| Video: Store Settings |
| Lab Activity: Basic Administration Settings |

❏ Reference

This lesson may reference the following content

| Reference |
|---|
| KB Article: Store Profile Settings https://support.bigcommerce.com/articles/Public/Store-Profile-Settings/ |
| KB Article: Store Settings > Website Settings https://support.bigcommerce.com/articles/Public/Store-Settings#website |
| KB Article: Store Settings > Date & Timezone https://support.bigcommerce.com/articles/Public/Store-Settings#date-time |

Video: Store Settings

Video

Watch the *Store Settings* video on YouTube: https://youtu.be/A6y_U8iKuCI

Notes

Use the area below for writing down any notes or key takeaways from the video:

Build-A-Store: Basic Administrative Settings

Duration: 5 minutes

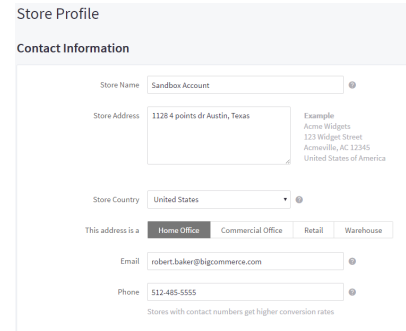
In this lab you will...

- Complete Store Profile
- Select Units
- Setup Time Zone

Complete These Steps

1. Complete Store Profile

- a. **Navigate** to *Store Setup > Store Profile*
- b. Within the *store profile* **complete** the information
- c. **Click Save**



The screenshot shows the 'Store Profile' section with a 'Contact Information' sub-header. Fields include: Store Name (Sandbox Account), Store Address (1128 4 points dr Austin, Texas), Store Country (United States), a dropdown for 'This address is a' (Home Office selected), Email (robert.baker@bigcommerce.com), and Phone (512-485-5555). An example address is shown in a tooltip. A note at the bottom states: 'Stores with contact numbers get higher conversion rates'.



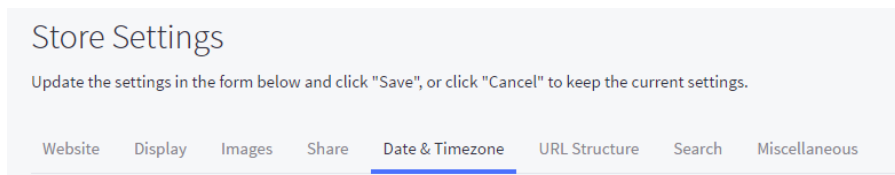
The phone number field is optional, but displaying a phone number on the storefront is a trust signal for shoppers. Stores that display a phone number generally have higher conversion rates than stores that do not.

2. Select Units

- a. **Navigate** to *Store Setup > Store Settings*
- b. **Select** your preferred units for *Weight Measurement* and *Length Measurement*
- c. **Click Save**

3. Set Time Zone

- a. **Click** *Date & Timezone* tab along the top



The screenshot shows the 'Store Settings' section with a message: 'Update the settings in the form below and click "Save", or click "Cancel" to keep the current settings.' Below the message are tabs: Website, Display, Images, Share, Date & Timezone (selected), URL Structure, Search, and Miscellaneous.

- b. **Select** your preferred timezone in the *Your Timezone* dropdown



Changing the timezone will change the timestamps for orders and store logs.

- c. If you are currently observing daylight savings time and need to add an hour to your timestamps, **check** *Enable DST Correction?*
- d. **Click Save**

Settings Lesson 03:

Display & Sharing Settings

❏ Introduction

Some visual aspects of the storefront can be configured from the control panel without the need to edit template files or customize the theme. Display and sharing settings can make it easier to manage the way products, categories, and more are presented to shoppers, especially for those merchants with larger catalogs. In this lesson you will determine which attributes are visible on product pages, change the sort order of products on category pages, and add social media sharing buttons to the storefront.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Display or hide fields like SKU, weight, and brand from product pages
- Set the default product sort order for category pages
- Enable or disable social media sharing buttons on product pages and blog posts

❏ Content

This lesson includes the following content:

| Content |
|--|
| Lab Activity: Display and Sharing Settings |

❏ Reference

This lesson may reference the following content

| Reference |
|---|
| KB Article: Display Settings https://support.bigcommerce.com/articles/Public/Store-Settings#display |
| KB Article: Share Settings https://support.bigcommerce.com/articles/Public/Store-Settings#share-settings |

Build-A-Store: Display and Sharing Settings

Duration: 5 minutes

In this lab you will...

- Hide weight
- Display SKU
- Set Default Sort
- Enable Social Media Share Buttons

Complete These Steps

1. **Hide** weight

- a. **Navigate** to *Store Setup > Store Settings*



Along the top you will have another set of tabs you can click on

Store Settings

Update the settings in the form below and click "Save", or click "Cancel" to keep the current settings.

Website **Display** Share Language & Date URL Structure Search Miscellaneous

- b. **Click** the *Display* tab
- c. **Locate** the checkbox for *Show Product Weight*
- d. **Ensure** this box is unchecked

Product Settings

Show Product's Price? ☒ Yes, show the product's price in my store

Show Product's SKU? ☐ Yes, show the product's SKU in my store

Show Product's Weight? ☐ Yes, show the product's weight in my store

2. **Display** SKU

- a. **Locate** the checkbox for *Show Product's SKU*
- b. **Ensure** this box is checked

Show Product's Price? ☒ Yes, show the product's price in my store

Show Product's SKU? ☒ Yes, show the product's SKU in my store

Show Product's Weight? ☐ Yes, show the product's weight in my store

3. **Set** Default Sort

- a. **Locate** the *Category Settings* section of Display Settings
- b. **Select** the *Default Product Sort* you prefer

Category Settings

Category Product List ☐ Show products from the current category only ⓘ

☒ Show products from child categories if the current category is empty

☐ Show products from the current category and its children

Default Product Sort **Featured Items** ⓘ ←

- c. **Click** *Save*



Setting Default Product Sort to *Featured Items* will not actually display featured products first. Instead, it will display products in an order based on the *Sort Order* setting on the Other Details tab of the Add/Edit a Product page.

4. **Enable** Social Media Share buttons

- a. **Click** *Share* along the top next to *Display*

Store Settings

Update the settings in the form below and click "Save", or click "Cancel" to keep the current settings.

Website

Display

Share

Language & Date

URL Structure

Search

Miscellaneous

- b. **Click** any of the social media icon you would like to enable



Enabling a social media icon will create a button on product pages and blog posts that allow shoppers to share pages on the store to their social media accounts

- c. **Click** *Save*

Settings Lesson 04:

Checkout Settings

Introduction

The BigCommerce optimized one-page checkout experience converts your visitors to buyers with minimal friction on any device.

The settings in your control panel help you configure this experience to suit your business needs. In this lesson, you will configure settings for guest checkout, automatic account creation, and checkout terms and conditions.

Learning Objectives

After completing this lesson, you should be able to:

- Enable or disable guest checkout
- Enable or disable automatic account creation for shoppers that check out as guests
- Enable or disable terms and conditions during checkout
- Enable or disable shipping orders to multiple addresses

Content

This lesson includes the following content:

| Content |
|---------------------------------|
| Lab Activity: Checkout Settings |

Reference

This lesson may reference the following content

| Reference |
|--|
| KB Article: Checkout Settings https://support.bigcommerce.com/articles/Public/Checkout-Settings/ |
| Dev Documentation: https://github.com/bigcommerce/checkout-sdk-js |

Build-A-Store: Checkout Settings

Duration: 5 minutes


In this lab you will...


- Enable automatic account creation for guests
- Enable Terms and Conditions
- Enable shipping to multiple addresses

Complete These Steps

1. **Enable** automatic account creation for guests

- a. **Navigate** to *Advanced settings > Checkout*
- b. **Ensure** “Yes, enable guest checkout” is checked

Enable Guest Checkout? ☒ Yes, enable guest checkout 

☐ ☒ Create an account for customers who use guest checkout 



If you wish to create an account for every person that checks out as a guest, select the “Create an account for customers who use guest checkout” checkbox

2. **Enable** Terms and Conditions


- a. **Click** the “Yes, Enable terms and conditions” checkbox
- b. **Click** “Let me type in my terms and conditions:”
- c. **Type** the terms and conditions shoppers must agree to during checkout



If you already have a web page devoted to terms and conditions, you can alternatively select “Link to my terms and conditions page:” and enter the URL of the terms and conditions page

3. **Enable** shipping to multiple addresses

- a. **Check** the “Multiple Shipping Addresses” checkbox
- b. **Click** to place a check in the box to enable it
- c. **Click** Save

Multiple Shipping Addresses: ☒ Yes, allow customers to select multiple shipping addresses for orders 



The BigCommerce platform offers multiple Checkout Page options. The recommended option being Optimized One-Page Checkout. Other options can be found in Advanced Settings > Checkout > Checkout Type. For merchants with advanced checkout needs and a professional development team, refer to the [Checkout JS SDK developer documentation](#).

Settings Lesson 05:

Additional Administrative Settings

Introduction

All BigCommerce sites are designed to rank high in search results with optimized URL structures out of the box. You can control how these URL structures appear to fine tune your SEO strategy.

You can also send invitations to your customers to review the products they purchased to keep them engaged with your brand.

In this lesson, you will configure your store’s URL structure and settings to email shoppers invitations to review products.

Learning Objectives

After completing this lesson, you should be able to:

- Differentiate between the Short, Long, Category, and Custom URL formats
- Change the URL structure for products, categories, and web pages
- Automatically send emails to shoppers asking them to review products they have purchased

Content

This lesson includes the following content:

| Content |
|--|
| Lab Activity: Additional Administrative Settings |

Reference

This lesson may reference the following content

| Reference |
|---|
| KB Article: Store Settings > URL Structure https://support.bigcommerce.com/articles/Public/Store-Settings#url-structure |
| KB Article: Managing Reviews https://support.bigcommerce.com/articles/Public/Managing-Reviews/ |

Build-A-Store: Additional Administrative Settings

Duration: 5 minutes

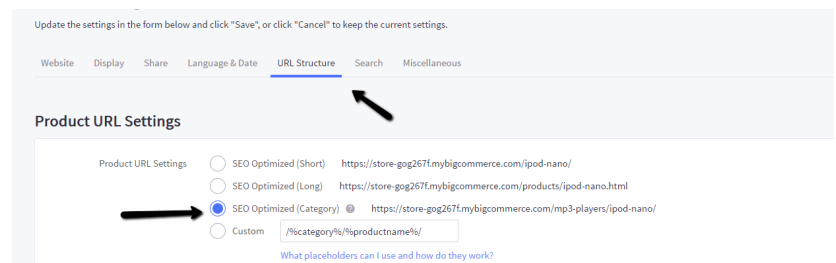
In this lab you will...

- Choose a new Product URL setting
- Update URL Structure while automatically creating 301 redirects
- Enable product reviews
- Enable & configure product review emails

Complete These Steps

1. Choose a new Product URL setting

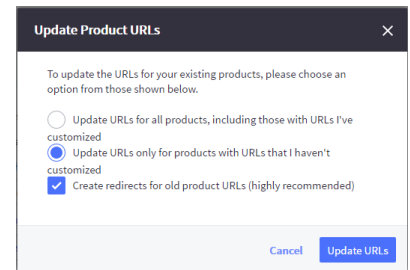
- Navigate** to *Store Setup > Store Settings*
- Click** the *URL Structure* Tab
- Select** a new setting for *Product URL Settings*



2. Update URL Structure while automatically creating 301 redirects

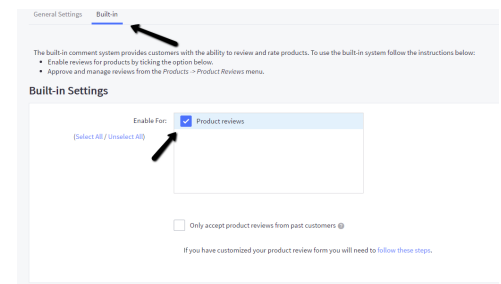
- Click** the *Update Product URLs* button
- Select** *Update URLs for all products...* or *Update URLs only for products with URLs that I haven't customized*
- Ensure** *Create redirects for old product URLs (highly recommended)* is selected
- Click** *Save*

Update Product URLs...



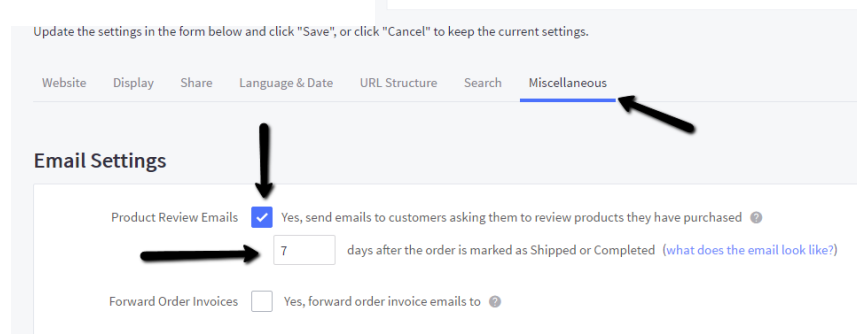
3. Enable product reviews

- Navigate** to *Advanced Settings > Comments*
- Click** Built-In Tab
- Ensure** *Product Reviews* is enabled
- Click** *Save*



4. Enable & configure product review emails

- Navigate** to *Store Setup > Store Settings*
- Click** *Miscellaneous*
- Ensure** *Product Review Emails* is checked
- Type** the desired number of days in the *days after...* text box
- Click** *Save*



Settings Lesson 06:

Launch the Store

❏ Introduction

All BigCommerce stores are set to private when first created. This keeps search engines from finding and listing your store in search results while it is still in development. It also prevents the public from browsing your store before it is ready to launch.

But before you launch, you can preview your store or allow others to do so.

In this lesson you will preview your store before launching it, launch the store, then set the store's status to Down for Maintenance.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Use a preview code to view a store pre-launch
- Launch a store
- Hide a storefront from visitors using Down for Maintenance

❏ Content

This lesson includes the following content:

| Content |
|--------------------------------|
| Lab Activity: Launch the Store |

❏ Reference

This lesson may reference the following content

| Reference |
|---|
| KB Article: Previewing a Store Before Launch https://support.bigcommerce.com/articles/Public/Previewing-a-Store-Before-Launch/ |
| KB Article: Launching Your Store https://support.bigcommerce.com/articles/Public/Launching-Your-Store/ |
| KB Article: Setting Store as Down for Maintenance https://support.bigcommerce.com/articles/Public/Maintenance-Mode/ |

Build-A-Store: Launch The Store

Duration: 10 minutes

In this lab you will...

- Use a Preview Code to view a store pre-launch
- Configure robots.txt
- Launch a store
- Hide the storefront from visitors using Down for Maintenance

Prerequisites

1. *Build-A-Store: Create and Explore a Trial Store*

Background

Launching your trial store will make it public and remove the preview placeholder.

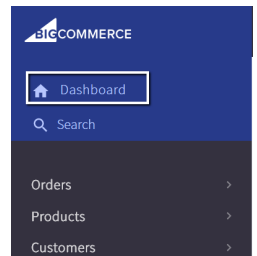
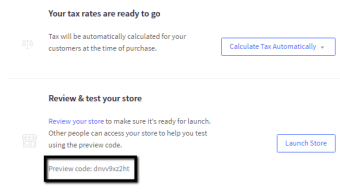
Complete These Steps

1. Use a Preview Code to view a store pre-launch

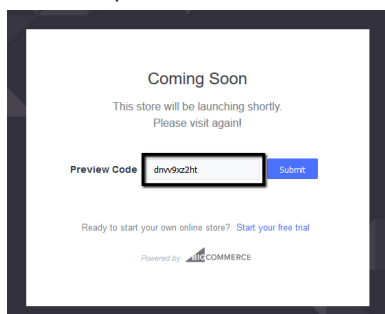


As the store owner, you can view the storefront at any time by clicking the View Store link in the lower left corner of the control panel. You can also provide others access to preview your unlaunched store by providing them with a preview code. You must be logged in as the Store Owner in order to view the preview code.

- a. **Navigate** to the *Dashboard* of the control panel
- b. **Scroll** down to the *Review & test your store* step and **copy** the *Preview code*



- c. **Open** a new browsing session using an alternate browser and **navigate** to the storefront
 - i. If using Chrome, open an alternate browser or an Incognito window
 - ii. If using Firefox, open an alternate browser or a Private Browsing window
 - iii. If using Edge or IE, open an alternate browser or an InPrivate window
- d. **Paste** the preview code into the text field



- e. **Click** the *Submit* button

2. Configure robots.txt



These steps will signal to search engines that the store should not be crawled. These steps should be performed on sandbox for stores that are not intended to be discovered or used by real shoppers. Taking the following steps for a real store would be catastrophic for SEO

- Navigate** to *Store Setup > Store Settings*
- Scroll** down to the *Search Engine Robots* section
- Replace** the content of both the *HTTP robots.txt* and *HTTPS robots.txt* text boxes with the following:

```
User-agent: *  
Disallow: /
```

- Click** the *Save* button

HTTP robots.txt

```
User-agent: *  
Disallow: /
```

HTTPS robots.txt

```
User-agent: *  
Disallow: /
```

3. Launch the store

- Navigate** to the *Dashboard* of the control panel
- Scroll** down to the *Review & test your store* step and **click** the *Launch Store* button

4. Hide the storefront from visitors using Down for Maintenance

- Navigate** to *Store Setup > Store Settings*
- Toggle** the switch in the *Store Status* section to the *Down for Maintenance* position
- Type a message indicating your store is down for maintenance

Store Status

Open ☐ **Down for Maintenance** ?

Message

We're closed! Come back later for more cool stuff!

<img



The Down for Maintenance Message text field accepts HTML