

# Cardigan Basket User Guide:

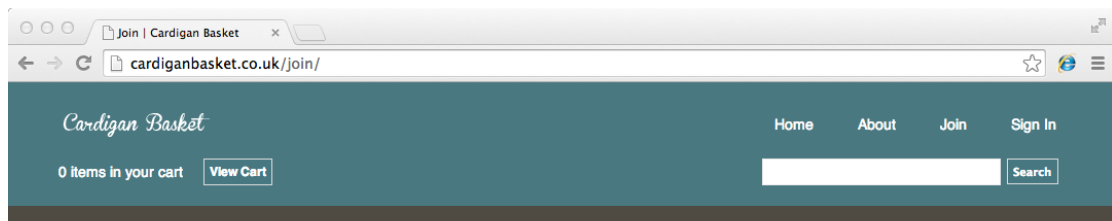
## Part 1. Creating an Account and Setting up a Store

### Introduction

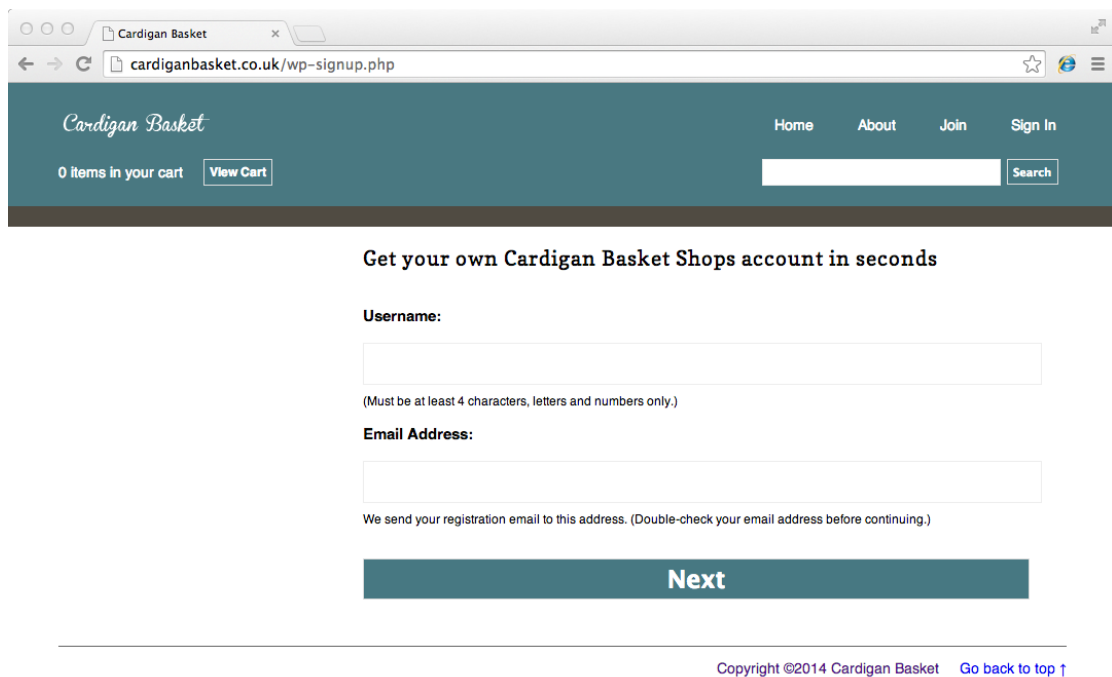
This is a user guide for the sellers of Cardigan who want to set up an online store and be part of the Cardigan Basket (<http://www.cardiganbasket.co.uk>)

### Creating a User Account and Site (Cardigan Basket Homepage)

From the navigation bar (top right), click 'Join', then on the Join page click the button "Create a Shop".



Choose a username, enter your email address and click next.



The screenshot shows a web browser window with the URL `cardiganbasket.co.uk/wp-signup.php`. The header features the 'Cardigan Basket' logo, a cart icon showing '0 items in your cart', and navigation links for 'Home', 'About', 'Join', and 'Sign In'. A search bar is also present. The main content area is titled 'Get your own Cardigan Basket Shops account in seconds'. It contains two input fields: 'Username:' and 'Email Address:'. Below the username field is a note: '(Must be at least 4 characters, letters and numbers only.)'. Below the email field is a note: 'We send your registration email to this address. (Double-check your email address before continuing.)'. A large teal 'Next' button is at the bottom of the form. The footer includes 'Copyright ©2014 Cardigan Basket' and a 'Go back to top ↑' link.

Cardigan Basket

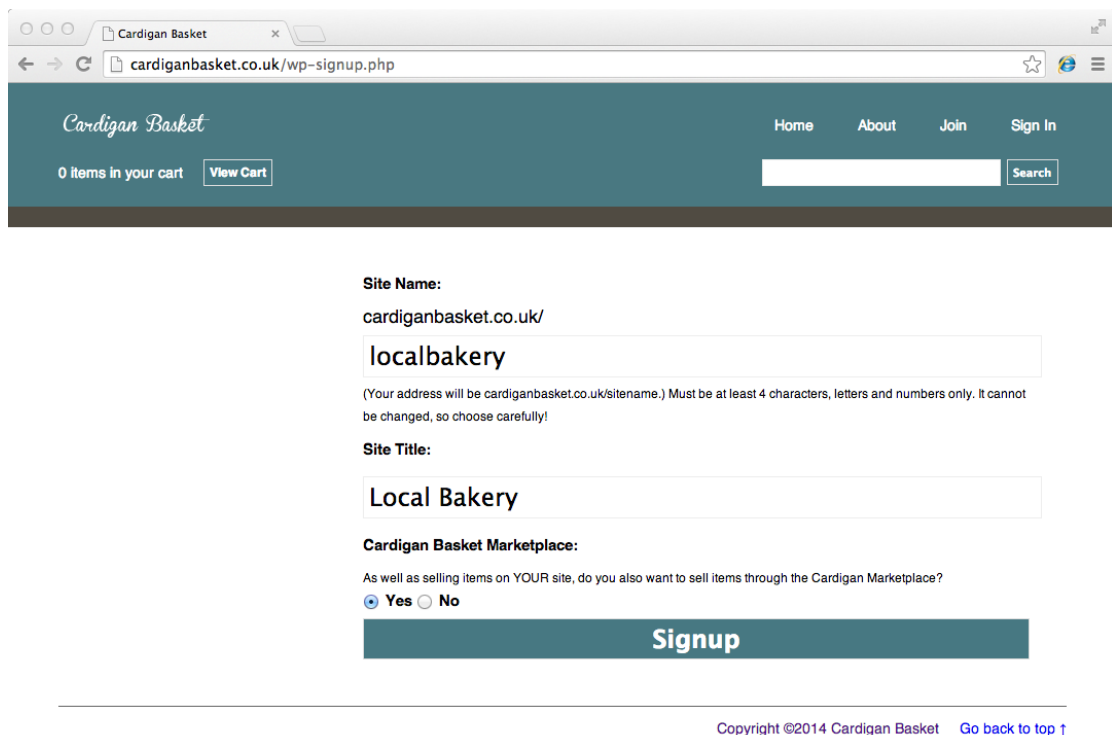
0 items in your cart [View Cart](#)

[Home](#) [About](#) [Join](#) [Sign In](#)

[Next](#)

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Now on the next screen, enter a site name. The site name will be the name of your online store that will appear as a subfolder in the url (e.g., `cardiganbasket.co.uk/localbakery`). Choose a site title (name of your store) and tick “yes” to be part of the Cardigan Basket Marketplace. Finish your registration by clicking on “Signup”.



The screenshot shows the same web browser window as the previous one, but the form is now on the second step. The 'Site Name:' field is pre-filled with 'cardiganbasket.co.uk/' and the user has entered 'localbakery'. Below this is a note: '(Your address will be cardiganbasket.co.uk/username.) Must be at least 4 characters, letters and numbers only. It cannot be changed, so choose carefully!'. The 'Site Title:' field contains 'Local Bakery'. The 'Cardigan Basket Marketplace:' section has a question: 'As well as selling items on YOUR site, do you also want to sell items through the Cardigan Marketplace?' with radio buttons for 'Yes' (selected) and 'No'. A large teal 'Signup' button is at the bottom of the form. The footer is identical to the previous screenshot.

Cardigan Basket

0 items in your cart [View Cart](#)

[Home](#) [About](#) [Join](#) [Sign In](#)

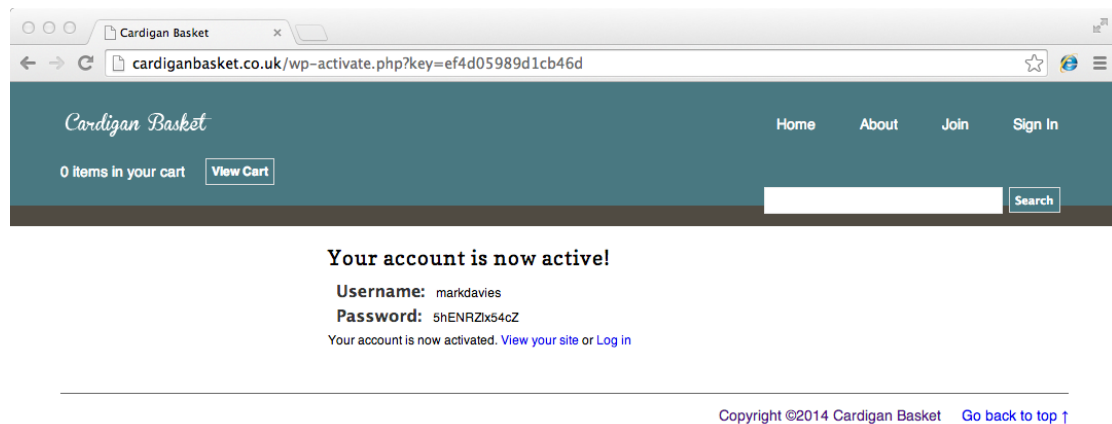
☒ Yes ☐ No

[Signup](#)

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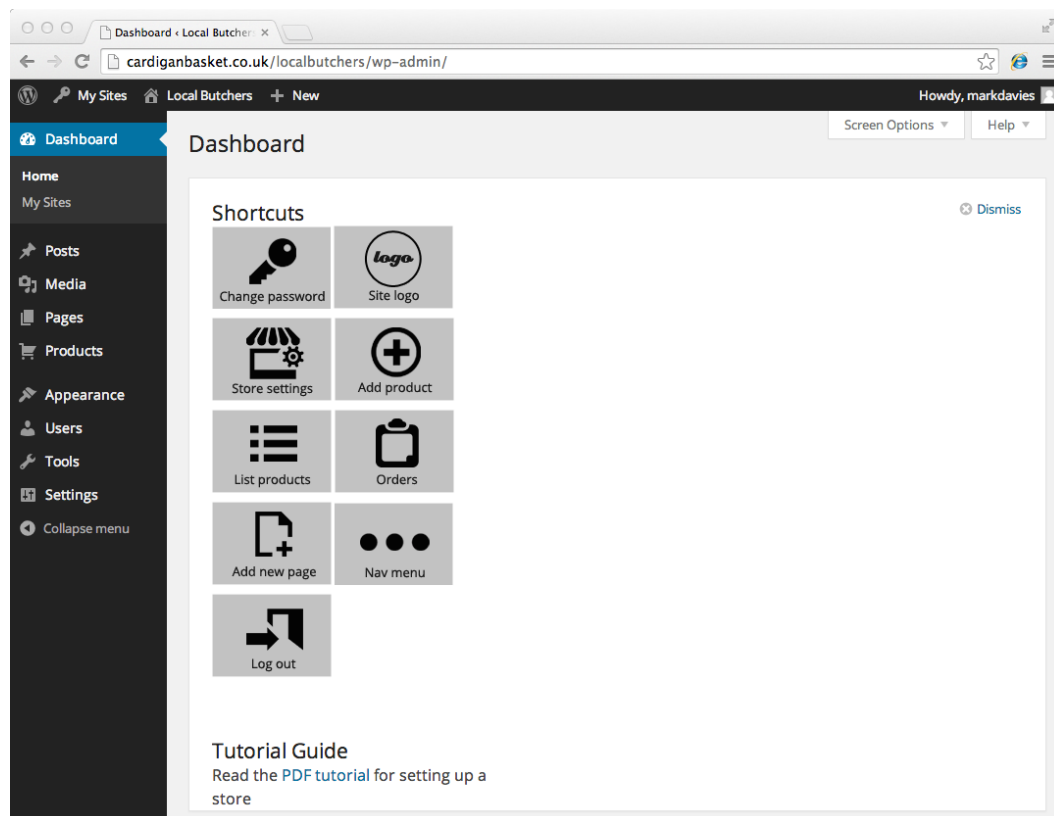
You should now have a screen telling you to check your emails for the confirmation email of your registration. In order for the registration to be complete, you need to click the activation link in the email. Note: If you do not see an email in your Inbox, please check your “Spam Folder”, as it could be there.

Once you have clicked the activation link in the email, you will be taken back to the Cardigan Basket where it will confirm your account as active. You will be shown your username and randomly generated password (Copy/Save this for now), which you will both need to log in.



## Logging in to your New Site

Log in to your new site using the username and password that has been given to you. Once logged in, you will see the dashboard (back-end) of your new site. This is where all the menus and controls are for you to administer your site. Only you will be able to access this part of your site.



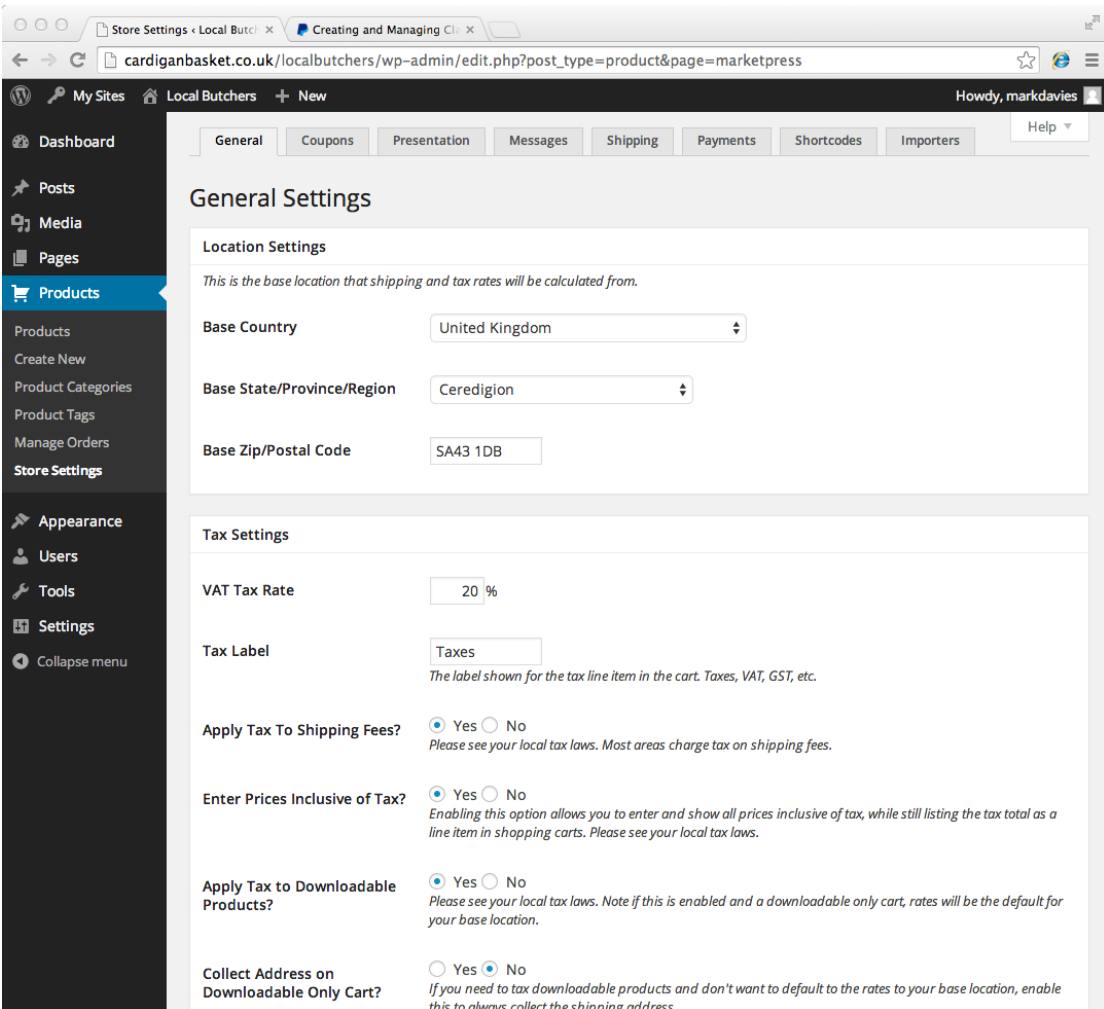
## Changing your Password

The first thing you will want to do is set a new password (something that you will remember). To do this, navigate your mouse pointer to the top right hand corner, where it says “Howdy <username>” and click on it. This will give you a drop down menu. Click on “Edit my profile”. This will show you information about your account. Navigate down to where it says “New Password”, enter a new password and then navigate down to the bottom and click “Update Profile”. You should see a printed message on the screen confirming that your profile was updated.

## Setting Up your Store

In the left hand side of your Dashboard (back-end) you will see “Products” – click on it. This will be where you add products, set prices, set up payments, set up your store settings and everything else to control your shop.

### Store Settings > General Settings



The screenshot shows the WordPress admin dashboard for a store named 'Local Butchers'. The left sidebar contains navigation links: Dashboard, Posts, Media, Pages, Products (highlighted), Appearance, Users, Tools, Settings, and Collapse menu. The 'Products' menu is expanded, showing 'Products', 'Create New', 'Product Categories', 'Product Tags', 'Manage Orders', and 'Store Settings'. The 'Store Settings' page is active, displaying the 'General Settings' tab. The 'Location Settings' section includes fields for 'Base Country' (United Kingdom), 'Base State/Province/Region' (Ceredigion), and 'Base Zip/Postal Code' (SA43 1DB). The 'Tax Settings' section includes fields for 'VAT Tax Rate' (20 %), 'Tax Label' (Taxes), and radio buttons for 'Apply Tax To Shipping Fees?' (Yes), 'Enter Prices Inclusive of Tax?' (Yes), 'Apply Tax to Downloadable Products?' (Yes), and 'Collect Address on Downloadable Only Cart?' (No).

Store Settings > Local Butchers > Creating and Managing Cl...  
cardiganbasket.co.uk/wp-admin/edit.php?post\_type=product&page=marketpress

My Sites Local Butchers + New Howdy, markdavies Help

Dashboard Posts Media Pages Products Products Create New Product Categories Product Tags Manage Orders Store Settings Appearance Users Tools Settings Collapse menu

General Coupons Presentation Messages Shipping Payments Shortcodes Importers Help

### General Settings

**Location Settings**  
This is the base location that shipping and tax rates will be calculated from.

Base Country United Kingdom

Base State/Province/Region Ceredigion

Base Zip/Postal Code SA43 1DB

**Tax Settings**

VAT Tax Rate 20 %

Tax Label Taxes  
The label shown for the tax line item in the cart. Taxes, VAT, GST, etc.

Apply Tax To Shipping Fees? ☒ Yes ☐ No  
Please see your local tax laws. Most areas charge tax on shipping fees.

Enter Prices Inclusive of Tax? ☒ Yes ☐ No  
Enabling this option allows you to enter and show all prices inclusive of tax, while still listing the tax total as a line item in shopping carts. Please see your local tax laws.

Apply Tax to Downloadable Products? ☒ Yes ☐ No  
Please see your local tax laws. Note if this is enabled and a downloadable only cart, rates will be the default for your base location.

Collect Address on Downloadable Only Cart? ☐ Yes ☒ No  
If you need to tax downloadable products and don't want to default to the rates to your base location, enable this to always collect the shipping address.

First, lets go to “store settings”. Under the “General Settings” tab (the first tab that is presented), make sure the following information is set to:

*Base Country:* United Kingdom

*Base State/Province/Region:* Ceredigion

*Base Zip/Postal Code:* (set this to whatever your post code is)

#### Tax Settings

*VAT Tax Rate:* 20%

*Apply Tax to Shipping Fees:* Yes

*Enter Prices Inclusive of Tax:* (this is optional to you - however you wish to enter the prices)

*Store Currency:* United Kingdom, Pounds - £

*Currency Symbol:* £100

*Show Decimal in Prices:* Yes

#### **Store Settings > Shipping Settings**

Under the “shipping settings”, make sure the following is set:

*Choose Target Countries:* United Kingdom (make sure that this is the only country set. By default Canada and USA might be set. If they are uncheck them).

*Select Shipping Method:* Flat Rate

#### Flat Rate Settings

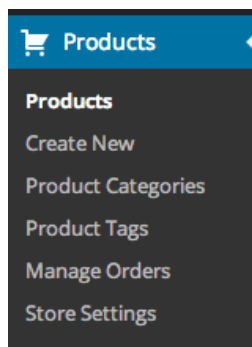
*In County:* £(set the cost of deliveries)

#### **Store Settings > Payment Settings**

Currently, this system only allows sellers to receive payments using their Paypal account. If you have a Paypal account, all you need to do is enter the email address that you use for Paypal into the “Paypal Merchant Email” field, and that’s it. You can now receive payments in your shop.

*PayPal Merchant E-mail:* (enter the email address that you use for your Paypal account).

## Products > Create New



Now we need to add products that we sell to our shop. Click on “Products” (the first link in the menu on the left) and then click “Create New”.

Give your item a name, a description and then set its details – SKU, Price, Sale Price (if there is one), Inventory (how many you want to show as ‘in stock’). Create a product category for the item e.g. Beef for Steak and set its “featured image” – upload a picture from your computer of the item. When you are finished, click “publish” to save your item. Add more items to your store to populate your product list.

A screenshot of the WordPress 'Create New Product' form. The form is titled 'Create New Product' and shows the product name 'Sirloin Steak'. The permalink is 'http://cardiganbasket.co.uk/localbutchers/store/products/sirloin-steak/'. The description is '8oz Sirloin Steak' followed by a paragraph: 'We source locally, which we then hang for a minimum of 14 days. Probably our most popular steak, carrying a covering of fat, this steak gives maximum flavour and succulence. It's also versatile either grill, fry or stir-fry.' The 'Product Details' section shows the SKU 'Sirloin8oz', Price '£ 4', Sale Price '£ 0.00', and Inventory '15'. The 'Product Categories' section shows 'Beef' selected. The 'Product Tags' section is empty. The 'Publish' section shows 'Status: Draft', 'Visibility: Public', and a 'Publish' button. The 'Product Image' section has a 'Set featured image' link. The 'Product Details' section also includes a table for variations and an 'Add Variation' button. The 'External Link' section is at the bottom.

## **Creating a Homepage**

Now that you've set up your store settings, set the payment and deliveries, and added your products to sell, you will now want to display all of this in the form of an online shop for customers to use.

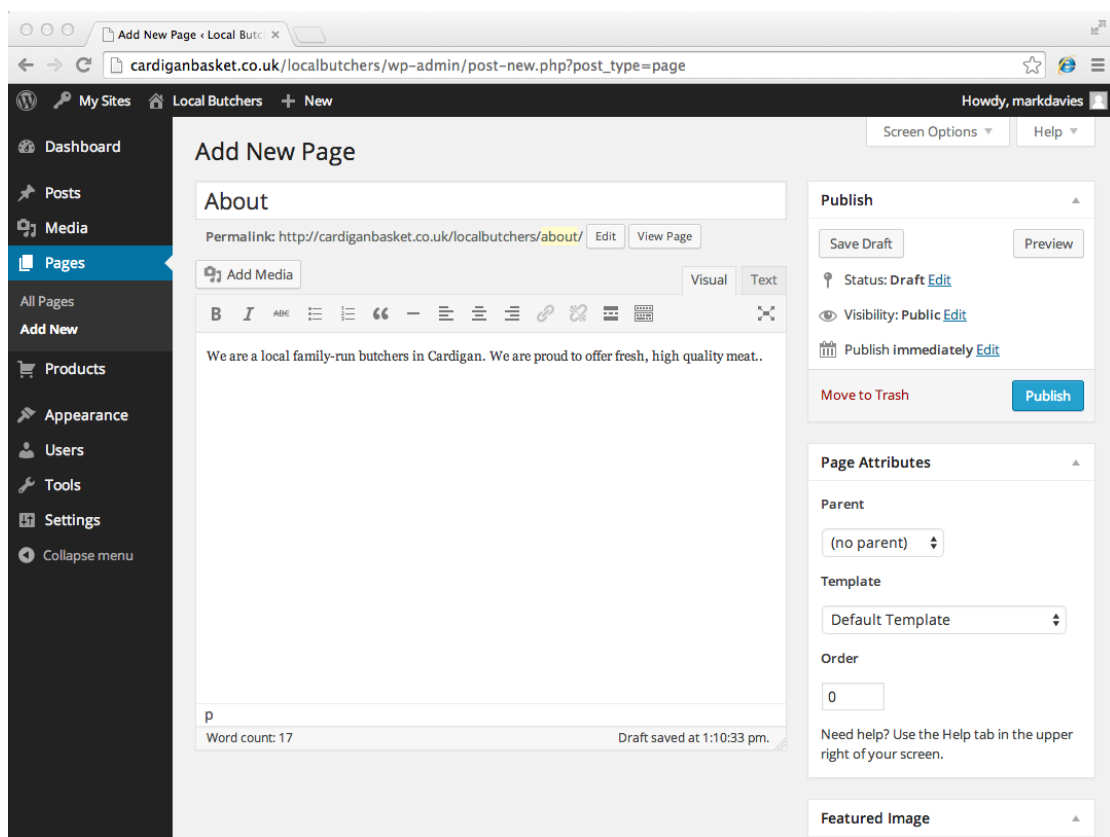
You do not need to do anything to create a homepage. It's already done for you. If you visit your site, you will see all your products and be able to add them to the shopping cart and check out. You now have a basic store set up and working!

## Part 2: Creating Pages, Menus and Customising the Style

### Creating a Page (e.g. An ‘About Us’ Page)

If you wish to add more pages to your online shop, you can.

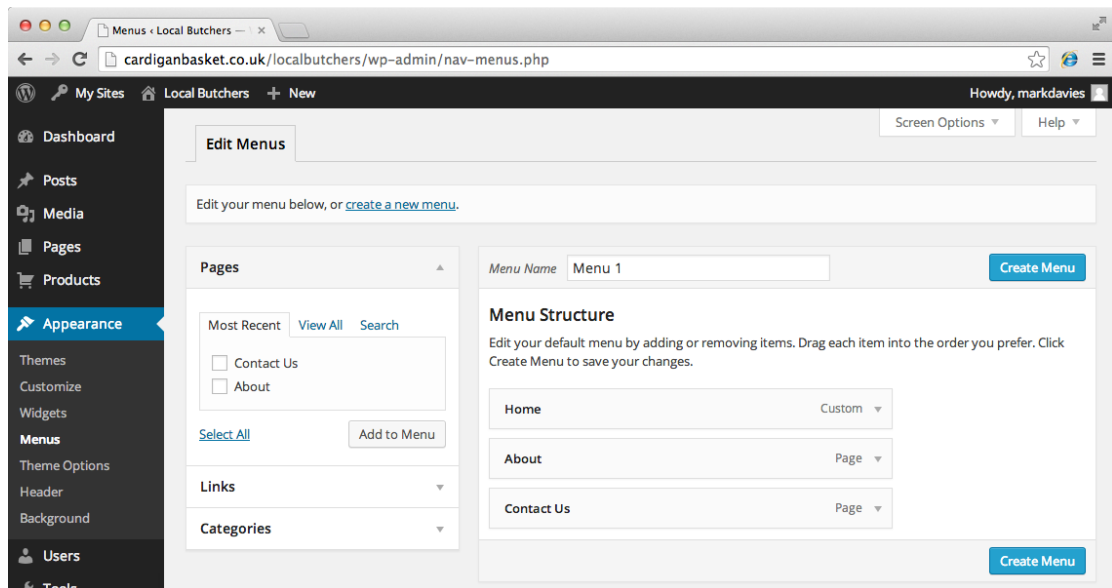
Go to Pages -> and click “Add New”. Give it a name, such as “About us”. In the large WYSIWYG white box, enter the text you want on your page. You can add images too by clicking on the “add media” button. You can click “preview changes” in the right-hand side menu to see a preview of what the page looks like. When you have finished creating your page, click “Update” or “Publish” to save the page and publish it. By default you will have a “Sample Page”, which you can delete as you won’t need it.



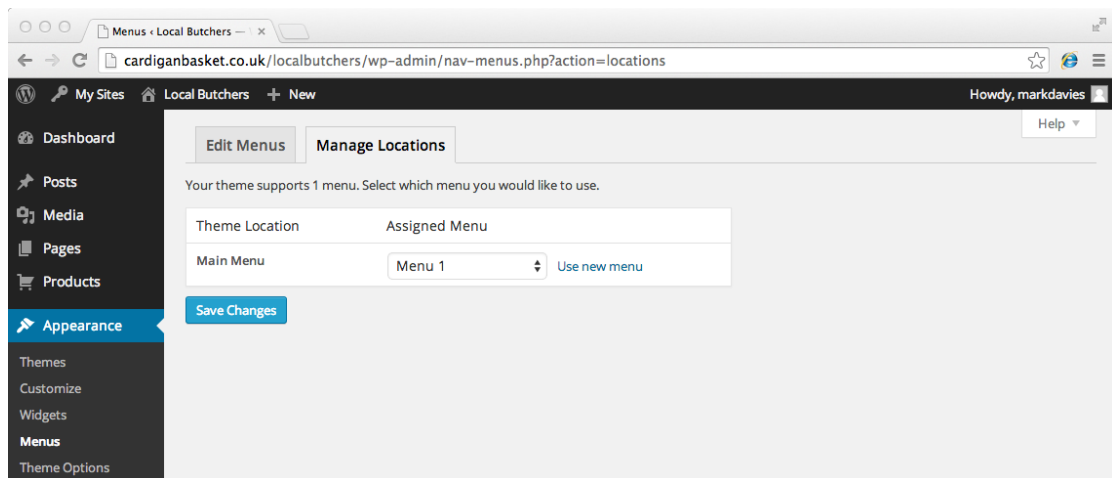
### Creating a Navigation Menu

If you’ve made additional pages for your shop, you might want to display links to these pages in a navigation menu. In the back-end, go to “Appearance” -> “Menus”. A menu will automatically load for you and it should include the homepage and any other pages that you have created. Click the “Create Menu” button to save your menu.





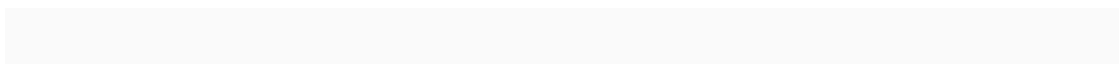
Finally, you will want to add your menu to your site. To do this, click on “Manage Locations” in the tab bar and under the “Main Menu” option, choose the menu that you just created from the drop down menu and click save changes. If you visit your shop page, you should now see that you have just added your menu.



## Adding your Logo to your Shop's Website

If you want to add your own logo to your shop..

// Coming Soon



## Part 3. Extra Information (if interested)

### Understanding the Back-End a Bit More

In the left hand column, you will see a list of options to choose from:

#### Dashboard

- **Getting Started:** Tutorials and Help to get started.
- **My Sites:** Displays your site and allows you to create new ones.

#### Media

- Lets you upload multimedia files (e.g., pictures, videos) for your site

#### Pages

- Lets you create web pages. Click “Add new” to make a new web page. By default, you will have a “Sample Page” included in your site, which you can use as your first page.

#### Products

- **Products:** Displays an inventory of products.
- **Create new:** Add a product.
- **Product Categories:** Create product categories.
- **Product Tags:** Create tags that can be associated with each product.
- **Manage Orders:** Manage all of the orders that customers have placed with you.
- **Store Settings:** Has all the settings for your shop (including shipping and payments).

#### Appearance

- **Themes:** **CardiganBasket** is the theme that we will be using; so make sure that it is active.
- **Customise:** customise the look (e.g., site title and tagline).
- **Widgets:** Lets you add widgets to your sidebar such as a shopping cart, which we will need to do later on.
- **Menus:** Lets you create a navigation menu, which we will do later when we create our navigation bar.
- **Theme options:** Lets you change the website logo, add a favicon (appears in the url) and footer text. General theme options about layout and styling.
- **Header:** Allows you to upload your own banner image for the header.
- **Background:** Allows you to customise theme colours.

#### Users

- Lets you see all the users that are associated with your site.

#### Tools

- Lets you delete your site.

## Settings

- **General:** Site title, Tagline, admin email address, time zone, date format and time format.
- **Writing:** Formatting, default post category, default post format.
- **Reading:** Lets you set your homepage (front page) from “your latest post” to a “static page”. This is something we will be doing later, once we create our homepage.
- **Discussion:** Settings that allow/disallow people to comment on pages. We do not need this, so it is recommended to switch these features off.
- **Media:** settings for image sizes
- **Permalinks:** Settings for how links are displayed. We want to change this to “Post Name” type.
- **Mail From:** Fields for sending emails.
- **Email:** More email options and settings.