

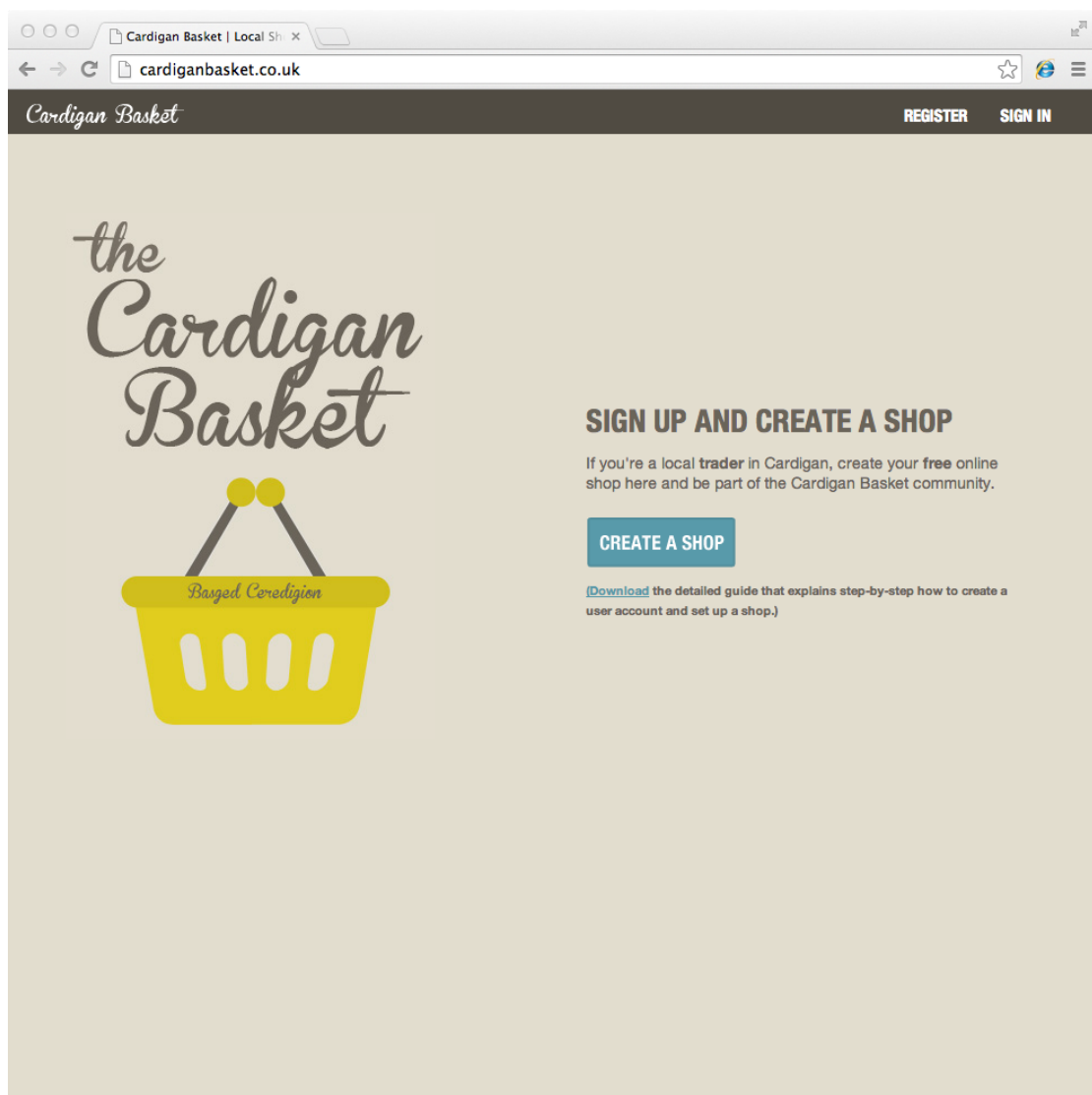
Cardigan Basket User Guide to Creating an Account and Setting up a Store

Introduction

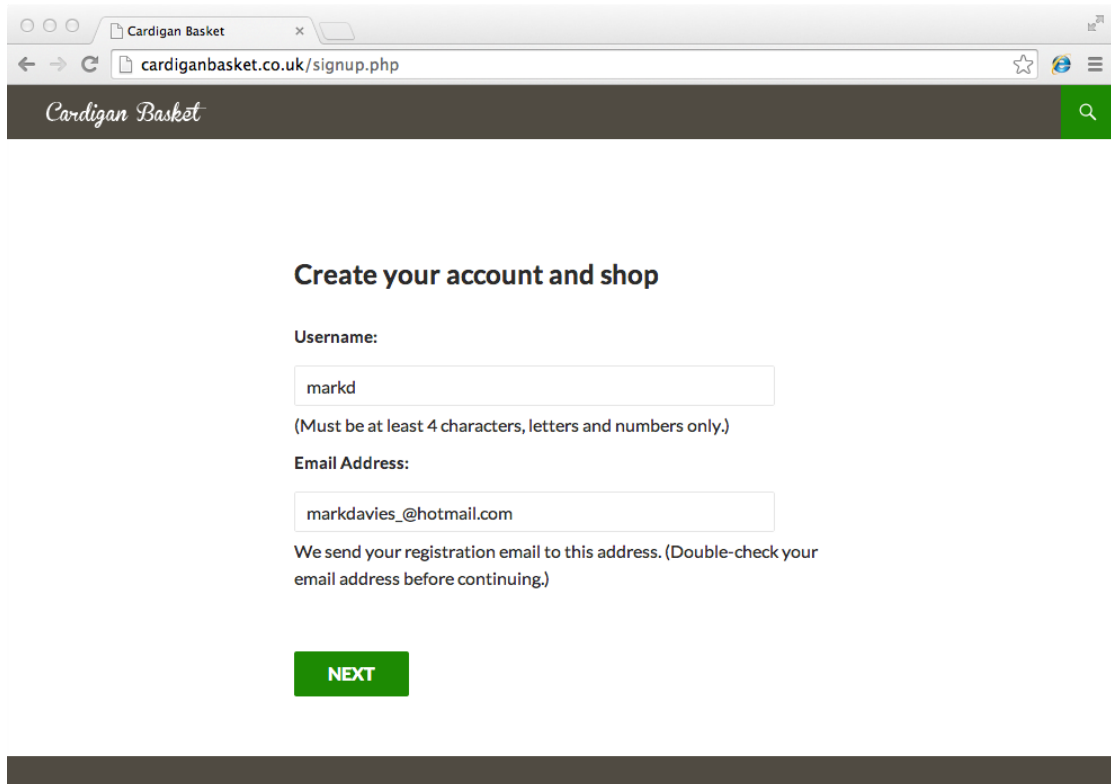
This is a user guide for local traders/business in Cardigan to use, who are intending to set up an online store using the Cardigan Basket (<http://www.cardiganbasket.co.uk>)

Creating a User Account (Cardigan Basket Homepage)

Click on the button “Create a Shop” on the homepage or click “Register” in the navigation bar in the header.



Clicking on “Create a shop” or “Register” will take you to the next screen, which will ask you to enter some details about yourself and the site that you want to create for the online store.



Cardigan Basket

cardiganbasket.co.uk/signup.php

Create your account and shop

Username:

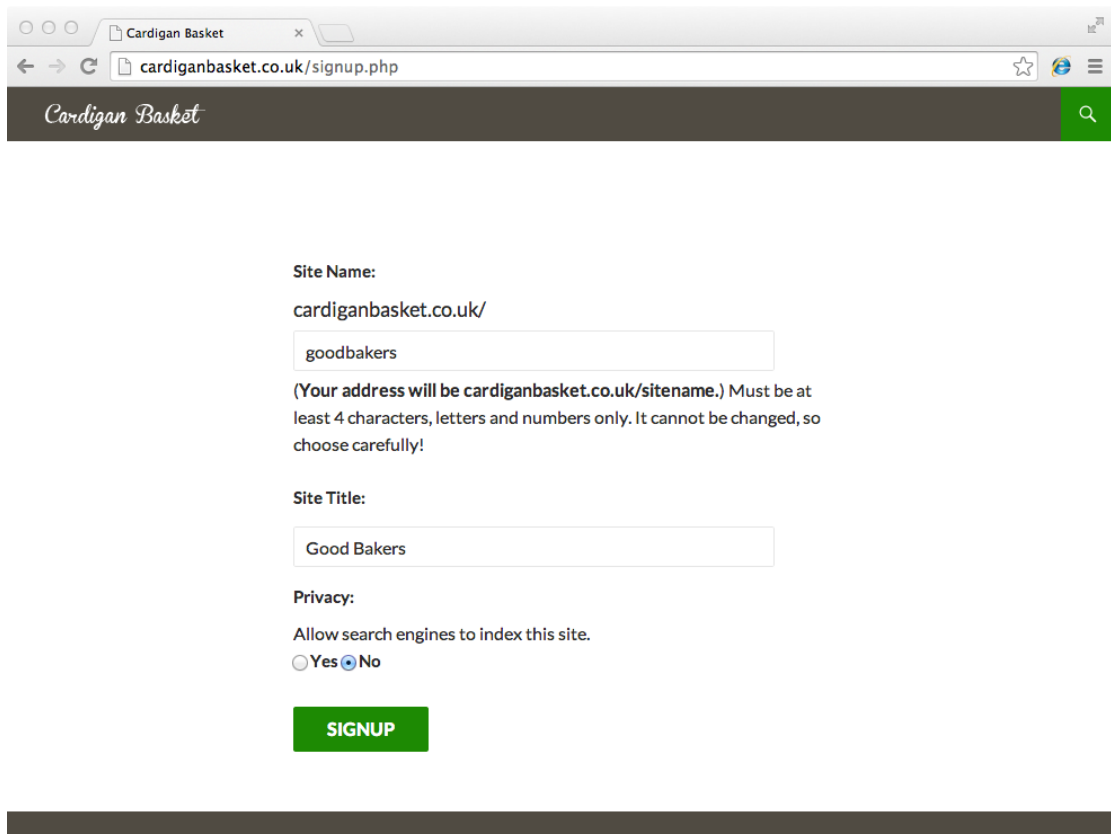
(Must be at least 4 characters, letters and numbers only.)

Email Address:

We send your registration email to this address. (Double-check your email address before continuing.)

NEXT

Choose a username and enter your email address. Click next and 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/goodbakers). Choose a site title (name of your store), decide if you want to be search for in Google (in this test example we will choose no) and then click “signup” to finish your registration.



Cardigan Basket

cardiganbasket.co.uk/signup.php

Site Name:

cardiganbasket.co.uk/

(Your address will be cardiganbasket.co.uk/sitename.) Must be at least 4 characters, letters and numbers only. It cannot be changed, so choose carefully!

Site Title:

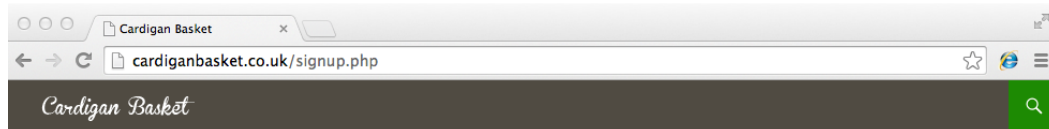
Privacy:

Allow search engines to index this site.

☐ Yes ☒ No

SIGNUP

Once you've finished the steps and clicked "signup" you will be presented with 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.



Congratulations! Your new site, **Good Bakers, is almost ready.**

But, before you can start using your site, **you must activate it.**

Check your inbox at **markdaves_@hotmail.com** and click the link given.

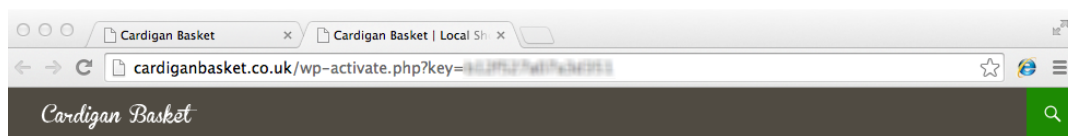
If you do not activate your site within two days, you will have to sign up again.

Still waiting for your email?

If you haven't received your email yet, there are a number of things you can do:

- **Wait a little longer.** Sometimes delivery of email can be delayed by processes outside of our control.
- Check the junk or spam folder of your email client. Sometime emails wind up there by mistake.
- Have you entered your email correctly? You have entered markdaves_@hotmail.com, if it's incorrect, you will not receive your email.

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.



Your account is now active!

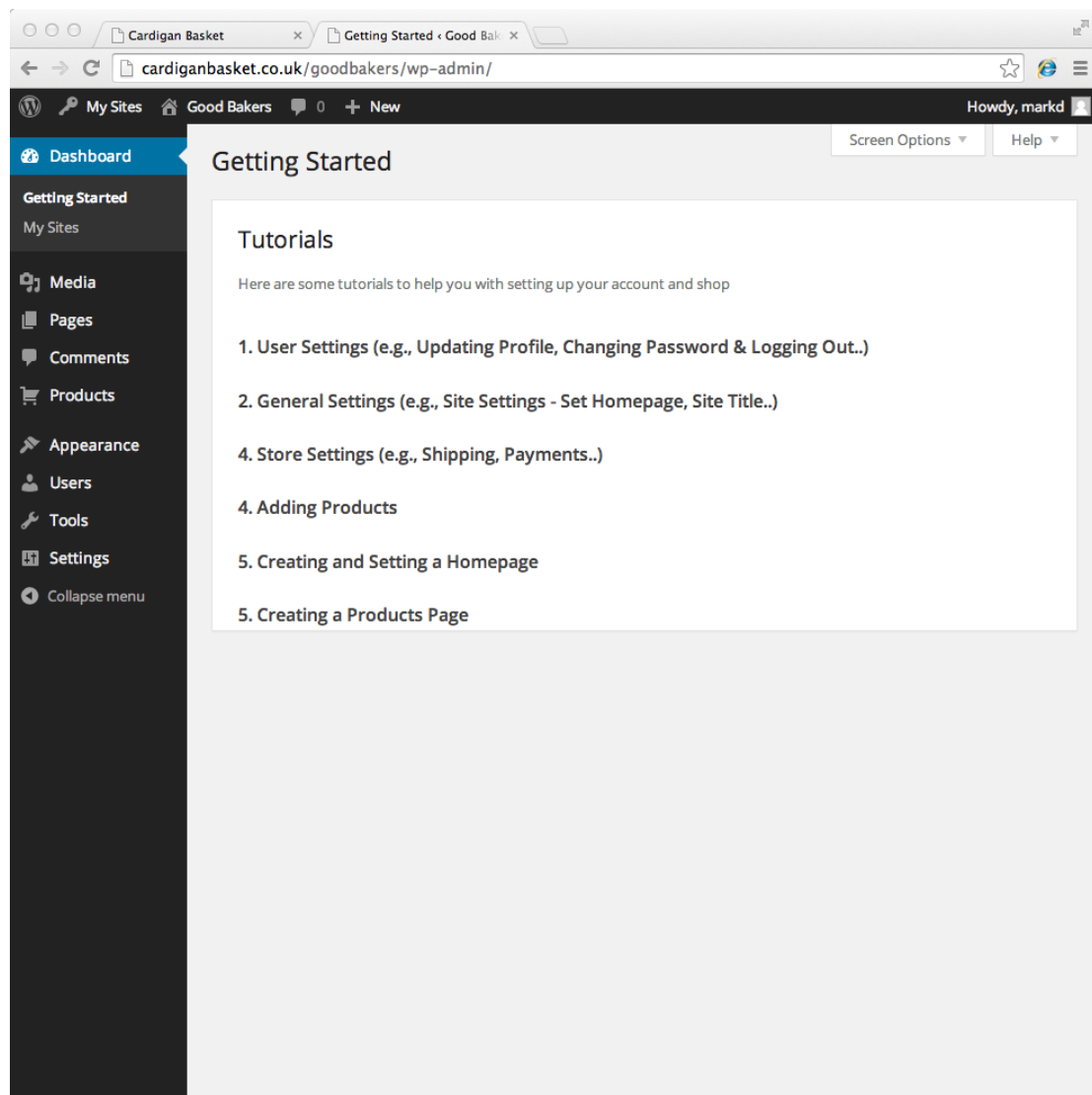
Username: markd

Password: 1234567890

Your account is now activated. [View your site](#) or [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 “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.



User Settings (e.g., Updating Profile, Changing Password & Logging Out)

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.

Understanding the Back-End Menu

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.

Comments

- Lets you control comments on your site (if you have enabled it). We recommend not to use this and to keep comments/discussions off.

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).
- **Checkout recommendation:** Recommend products to customers.
- **Floating Cart:** Lets you enable an additional “shopping cart” that floats on the page.

Appearance

- **Themes:** **FlexMarket** 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.
- **Page Builder:** Lets you create templates for your web pages. This is where we will be creating our homepage.

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.

Check that the Correct Theme is Active

Go to “Themes” and make sure “FlexMarket” theme is active.

Store Settings

Lets start setting up our store by making sure all of the store settings are in place.

Go to Products -> Store Settings.

In the “General Settings”:

- Select the “Base Country” to the “United Kingdom” and region to the region you are based in (e.g., Ceredigion) and enter the postcode.
- Set the “Tax Rate” to “20%”.
- Set the “Store Currency” to “United Kingdom”, Pounds, -£”.

Click “Save Changes” at the bottom, when finished.

In the “Shipping Settings”:

- “Choose Target Countries”: Unselect “Canada” and “USA” if they are selected and select “United Kingdom”

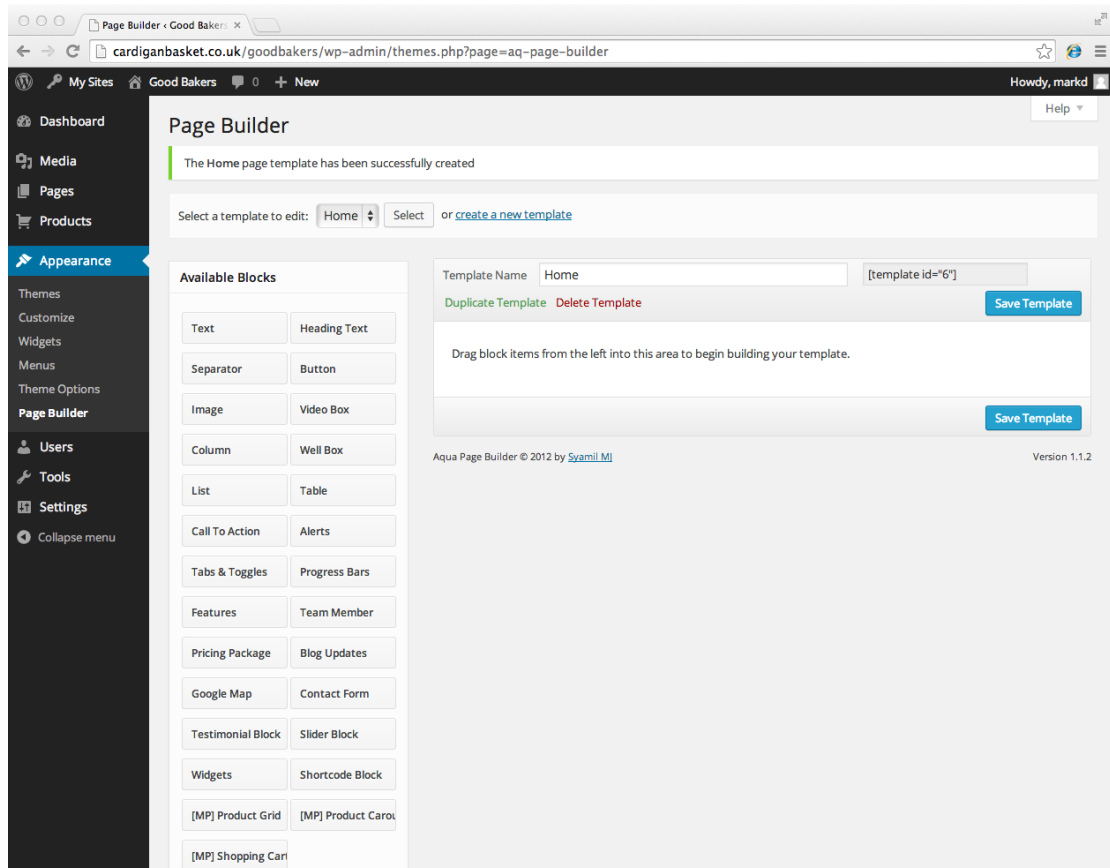
Click “Save Changes”.

In the “Payments Settings”:

- Select Payment Gateway: Select “PayPal Express Checkout” and follow the steps in setting it up as your method of receiving payment.

Creating a Homepage

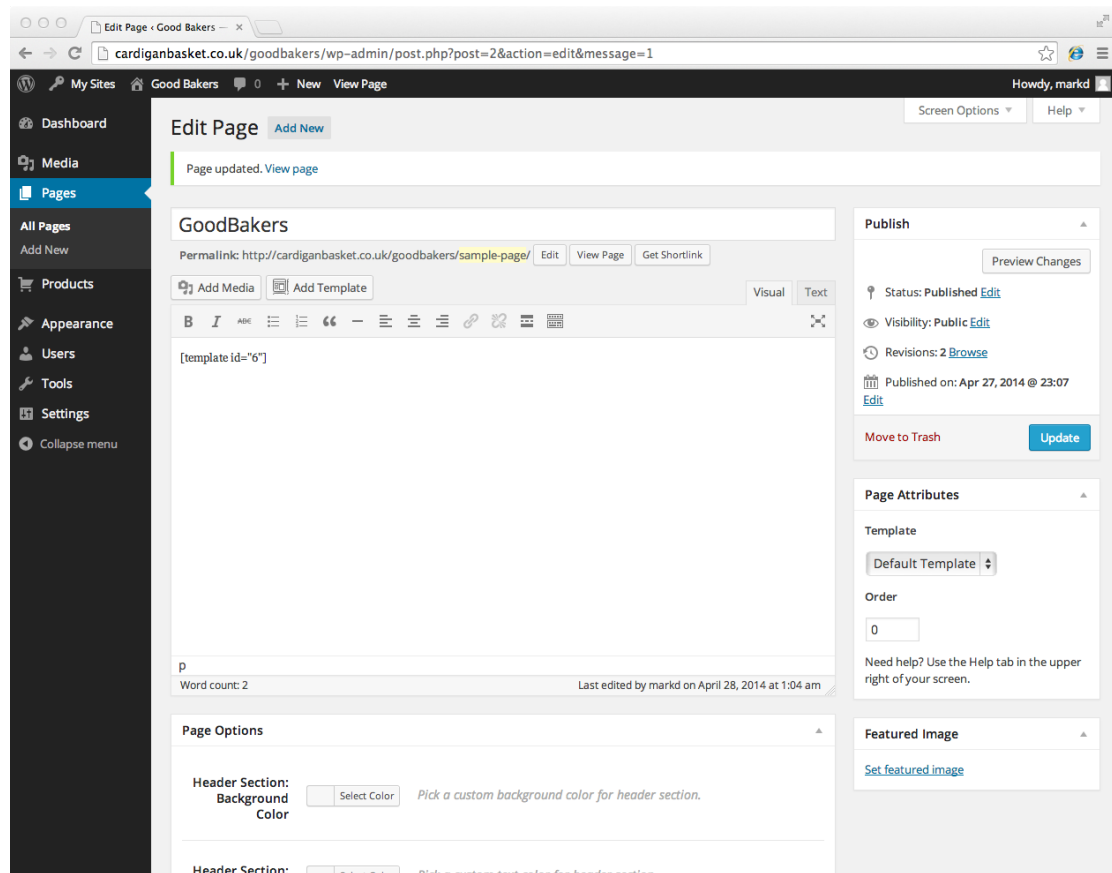
Go to Appearance -> Page Builder and Enter Template Name as “Home” for your homepage and click “Create Template”. Your screen should now look like the one in the picture below.



On the left hand side, you have “available blocks” which allow you to drag and drop UI elements on to the Template. Drag “Text” on to the template. Give it a title and text to introduce customers to your shop. Then drag “MP Product Grid” on to the template and click “Save template”.

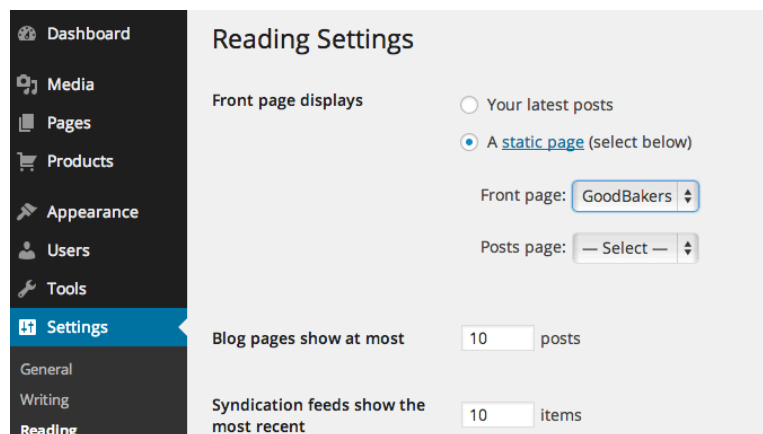
Now that we have created our home template, we now need to add it to a page.

Go to Pages -> and click “Add New”. Give it a name, such as your business name (e.g., “GoodBakers”) or “Home”, click on “Add Template” and select the “Home” template that we just created. Then click “Update” or “Publish” (the blue button on the right hand side of the screen).



Great! We have now created our homepage. Now we need to set it as our default page for our shop.

In the menu on the left hand side, click on “Settings” (below “Tools”). Now select “Reading” and change the “Front page displays” value from your latest posts to “A Static Page” – choosing our “Home” page (or business name if you called it that) as the Front Page. Click “Save Changes” once you have done this to confirm Home as your new default front page.



Adding Products/Items to our Shop

We now need to add products to our shop.

In the menu on the left hand side, select “Products” and select “Create New”.

Enter a product title and give it a description.

The screenshot shows the 'Create New Product' page in a WordPress admin interface. The main content area has a title field with 'Classic Bread' and a text area with the description: 'Classic white sliced bread. Now even softer and better tasting. The ideal basis for hearty toasts, tasty sandwiches, or party snacks.' The right sidebar contains several sections: 'Publish' with 'Save Draft' and 'Preview' buttons, 'Status: Draft', 'Visibility: Public', and 'Publish immediately'; 'Product Image' with a 'Set featured image' link; 'Product Categories' with a 'Most Used' category and an '+ Add New Category' link; and 'Product Tags' with an 'Add' button and a 'Choose from the most used tags' link. The bottom of the page has 'Additional Product Images' section with 'Second Product Image' and 'Third Product Image' fields, each with an 'Upload File' button. The word count is 21, and the draft was saved at 1:18:33 am.

Next, you want to add a picture of your product. On the right hand side, under Product Image, click on “Set Featured Image”. A dialog box will open and will allow you to select files from your desktop to upload. Select the product photo to upload and once it has completed, click on the “Set featured image” button. The photo will then be saved to the product item.

Scroll down to “Product Details”, where you enter the amount in stock and cost. Give your product an SKU, a price (and sale price if it is currently on sale) and enter the amount in stock in the inventory field. If a product requires an extra shipping cost, you can specify its price under “Shipping” and “Extra Shipping Cost” below the “Product Details”.

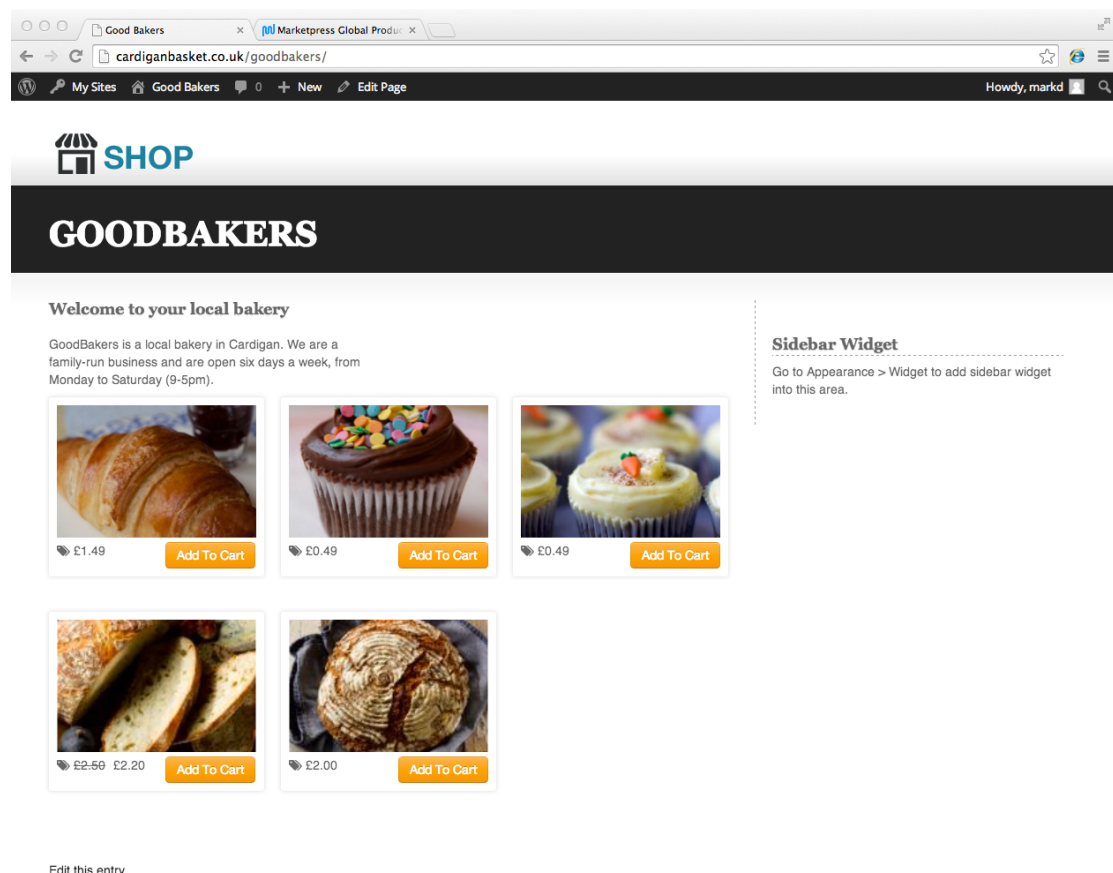
Click “Save” or “Update” when finished to save your product. Add a few products to your store.

Our Site/Shop Front-End (Customer View)

Now that we have set up our store settings, created and set our homepage and adding some products, we can now take a look and see what our shop currently looks like.

Go to the top horizontal menu on the screen and click on where it says the name of your site (next to the home/house icon), and then click “visit site”. This will show you the front-end (customer side) of your site/shop. To get back to the administration back-end just click on “My Sites” -> “Site Name” -> “Dashboard” in the top menu.

Our site/shop should look like the one, pictured below (depending on what products you added).



Notice how we have a sidebar widget with nothing in it. Next, we shall add a shopping cart to the sidebar menu. Also notice how it has a default shop logo. We will also be changing this to our own logo.

Adding a Shopping Cart

Go to the back-end of your site and select “Appearance” -> “Widgets”, from the left hand side menu. Then drag and drop the “Shopping Cart” widget in to the “Sidebar” window and click “Save”. Now re-visit your site and you should see a shopping cart in the sidebar. If you add items to buy, the cart should update and let you checkout.

Changing the Site Logo and adding a Tagline

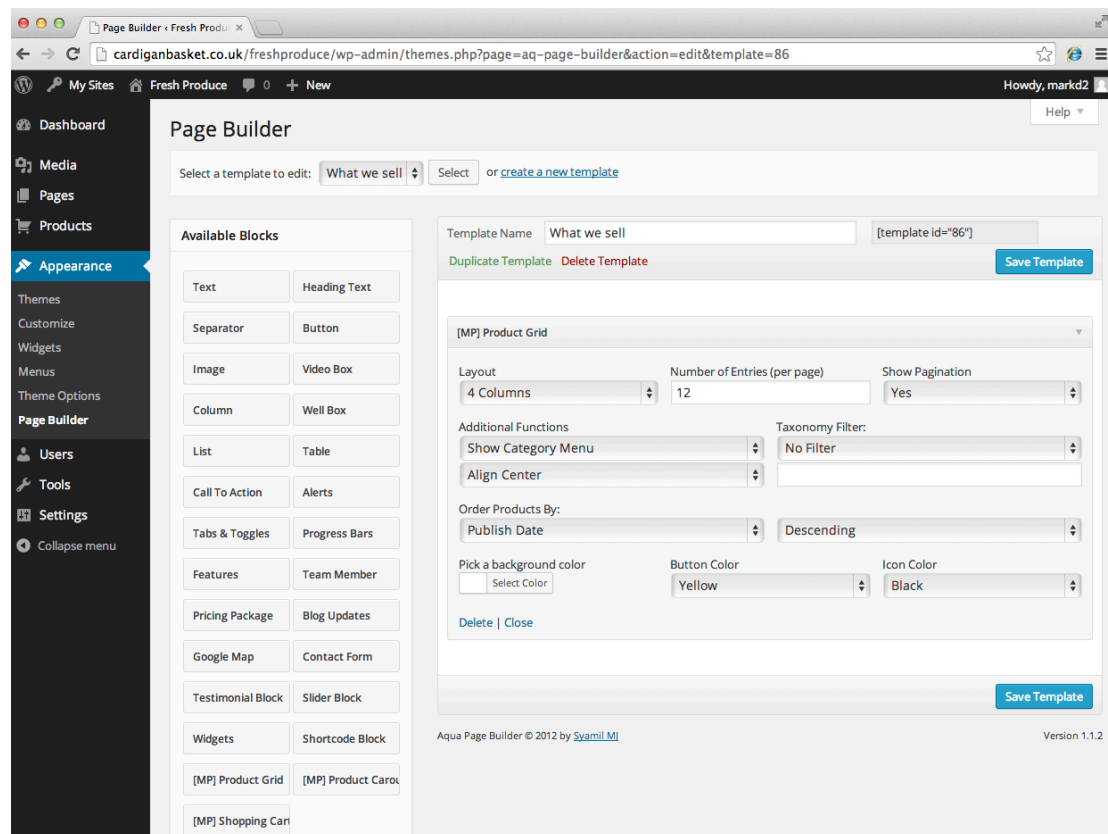
To change your site logo, go to “Appearance” -> “Theme Options” in the back-end menu. Under “General Settings” the first field is “Website Logo”. Click on “Upload Image”, select a logo from your desktop and click “Save All Changes”.

To change the tagline of your site, go to “Appearance” -> “Customize” and click on “Site Title & Tagline”. Enter the site title and tagline of your site here.

Creating a Products/Items Page

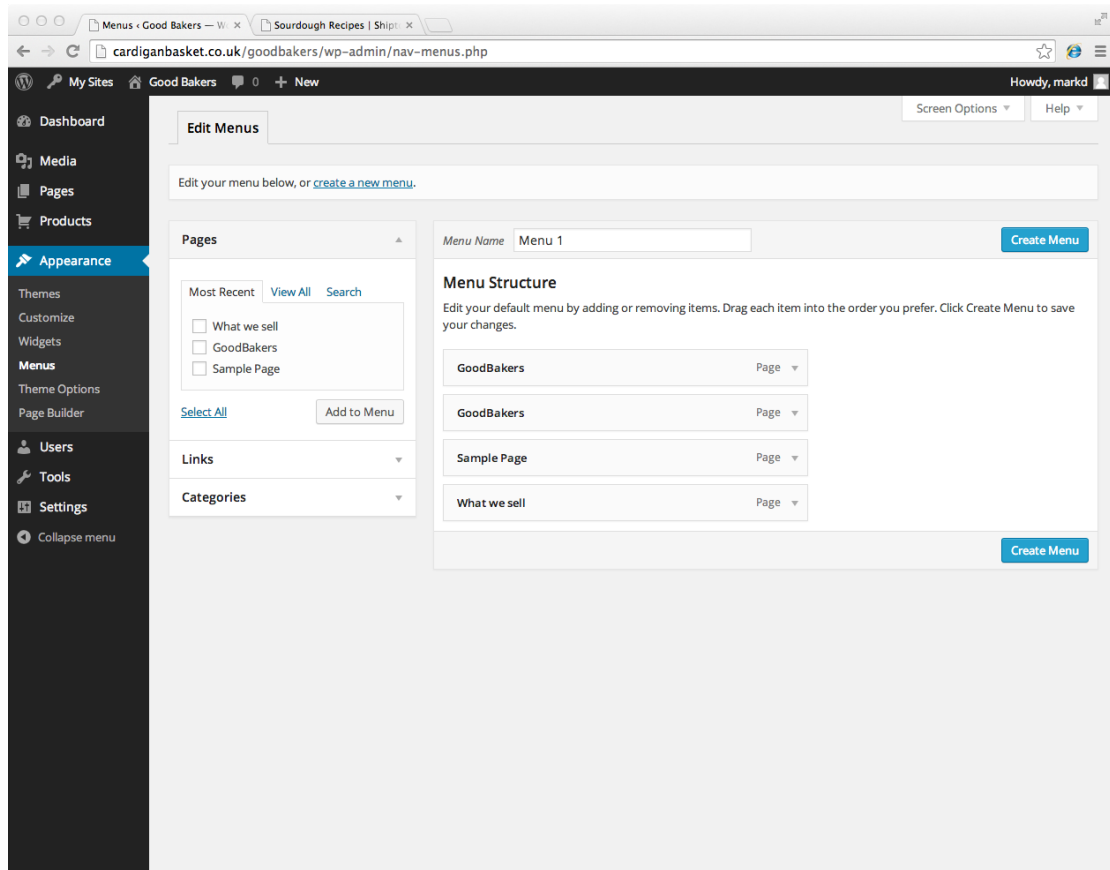
In the back-end, go to “Appearance -> Page Builder” and create a new template and give it a name (e.g., “product list” or “what we sell”). Drag and drop MP Product Grid from the available blocks section on to the template. Click on the arrow in the product grid widget to expand its options. Set its layout to 4 columns, set the number of entries to 12, show pagination and under ‘additional functions’ select show category menu. Save this template and then go to ‘Pages’. Create a new page and call it ‘what we sell’. Then click on ‘add template’ and choose the one that we just created. Click save and preview the new page that you created. It should display all your products.

Next, we want to create a navigation menu for our site and add our new product page to it.



Creating a Navigation Bar

In the back-end, go to “Appearance” -> “Menus”. Here you will see the Menu Structure. It will look something like this:



In the example above, we have two pages that are the same, so we can remove one of them. We can also remove the sample page (and can even delete it as a page under “Pages” in the side menu). When you have included all the pages that you want to display in the navigation bar, click “Create Menu”.

Next we need to go to “Manage Locations” in the tabs menu and select the new menu that we have created as our “Main Menu”. Click save when you have done this.

Now visit your site homepage and your menu should now be included in your site.

Creating an About Page

In the back-end, click on “Pages” -> “Add New Page” and call it “About Us”. In the page content window, enter the information “(e.g., text, photos) about your business and click save when finished. Go to “Appearance” -> “Menu” and add this new page to your menu so that it appears in your site menu.

Creating a Contact Page

There is already a template for a contact form, so in the back-end, go to “Appearance” -> Page Builder and “create a new template” based on the pre-built “Contact Us” template. Edit all of the data that is already filled in the fields for the template and click save when finished. Go to “Pages” and “Add New Page” and call it “Contact Us”. Select the template that you have just made and then save the page. Go to

“Appearance” -> “Menu” and add this new page to your menu so that it appears in your site menu.

Footer – Social Icons

The footer can have links to all of your social websites. If you have accounts to these social sites then you can add their links to these icons, otherwise we will remove them from the footer.

Go to “Appearance” -> “Theme Options” -> “Social Icon”

Here you can choose to add url links or remove the social icons.

Our Site Now

Looks something like this:

