

When you start working on your on-line store, sort your tasks to benefit from their order. On this page, you can find useful tips for configuring the E-commerce Solution.

Before working on the site

- Set which global [objects and settings](#) you want to use.
 - If you do not plan to use a [multi-site store](#) running on one Kentico instance, it is recommended to use only site objects and settings.
- Create at least one [currency](#) and select it as the main currency.
 - You also probably need an [exchange table](#).



Generally, there are only two cases when you do not need to create an exchange table:

- You use only one global currency (and no site currencies).
-OR-
- You use only one site currency and you do not use any global object (for example, global [product](#) or [tax class](#)).

- [Set the type of rounding](#) that the system uses for price values when calculating taxes or discounts, converting currencies, etc.
- Set up the [mass unit](#) and its format.
 - If you do not set up the mass unit, store managers can then set weight of products in a wrong unit (as they will not see any unit by the field) and shipping options may work incorrectly.
- Create at least one [order status](#) to be able to create orders.
- When creating [transformations](#) with listing of products, use a shared transformation in a site [page type container](#) to use the same code among transformations.
 - For example, see the transformations in the [sample Dancing Goat and E-commerce Site](#).
- Create at least one [shipping option](#) to be able to ship products.
- Create at least one [payment method](#) and assign it to at least one [shipping option](#) to allow payment for orders.
- Configure the [settings](#) related to [tax matters](#):
 - Set the **Default country** for tax calculations
 - Choose whether **Prices include tax** – this determines how store managers set the prices of products.



Note: Changing the value of the *Prices include tax* setting at a later point may require you to update the prices of all existing [products](#), [options](#), [variants](#), etc. The system does not automatically recalculate prices or any existing [orders](#).

- Configure the [invoice](#).

Before creating page types

- When creating form controls of page types, use the [explanation text](#) for fields that could be unclear.
 - The explanation text is displayed directly below the field.
- Set up a [page type scope](#) to ensure order and clarity of your products.
 - The page type scope allows users to create only specified page types inside the currently edited page section. For example, in the *Books* section of your on-line store, you can set the scope only for *Books* page type.

Before adding products

- Enter the [default product image](#).
 - If you do not enter any default product image URL, products in product listings could be displayed incorrectly.
- Create [departments](#) with defined taxes.
 - The system then automatically adds taxes to new products.
- Enter the [relationship name](#) of products for related products, if you plan to allow only one relationship.
 - The system then forbids to create relationships between products and unwanted pages.
- When [adding a product options category](#) to products, it is recommended to manually select the options and not use the **Allow all options** property.
 - If you select **Allow all options**, any new option added to the option category will be also offered for the already created products.

Using on-line marketing features in on-line stores

- Purchasing of products or putting them into the shopping cart can be an action tracked in on-line marketing campaigns.
 - See more in [Campaigns](#).
- You can send an email notification to your customers when they leave your website while their shopping cart contains some products.
 - See more in [Walkthrough - Sending an automated reminder of an abandoned shopping cart](#).
- Different actions in your on-line store can be logged as custom conversions.
 - See more in [Logging custom conversions on your website](#).