The CuteConglomerate Administrator's Guide

Everything you need to know about posting your product online

August 1, 2013

Version 1.0

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1. Introduction

Thanks for being a part of CuteConglomerate.com! The website is designed to help sell the products of yours and our client's hobbies. It’s designed to list and sell various creative pieces made from a varying craft projects. This guide is here to help you post products on the website. This document will also include the pricing and payment policies and the current Fee Schedule.

1.1 About the Website

CuteConglomerate.com uses Wordpress with a ecommerce add-on called WooCommerce. The add-on is a powerful one, allowing you to control many different aspects to the products you post. You can add a variation of size, color, type, etc. You can have multiples, giving you inventory options. You can even cross-promote items.

While WooCommerce is a powerful tool, it isn’t always the easiest to navigate. This guide will help you, showing and explaining the different options when posting an item.

1.2 Getting Started

Clients are encouraged to build an inventory before filling out forms. It costs less for them and is less work for us to maintain there listings. The forms they have to fill out are located at http://cuteconglomerate.com/?page_id=130. The link can be found in the footer labeled “Clients”.

Without any further ado, here is the guide.

2. The Website

2.1 Logging into the Website

Logging in is the first step to do anything on the site. Duh! That being said, it may not be super easy to find the login window.

Like most WordPress logins, the login page is the site's URL followed by "/wp-admin". So for this website, go to cuteconglomerate.com/wp-admin to log in. There may also be a toolbox labeled either "Admin Stuffs" or "Meta" somewhere on the site that has a "Log In" option. Either method of finding the login page will work. Once you've been directed to the login page, you should see the box below.

If you've already been registered, go ahead and log in. If not, please contact a site admin. Once you've logged in, you will be redirected to the website's dashboard. It is at this point, that we ask you to stick to the "WooCommerce" and "Products" options of the tool bar (on left) and leave the rest of the site alone.

Now it's time to add your product to the site!

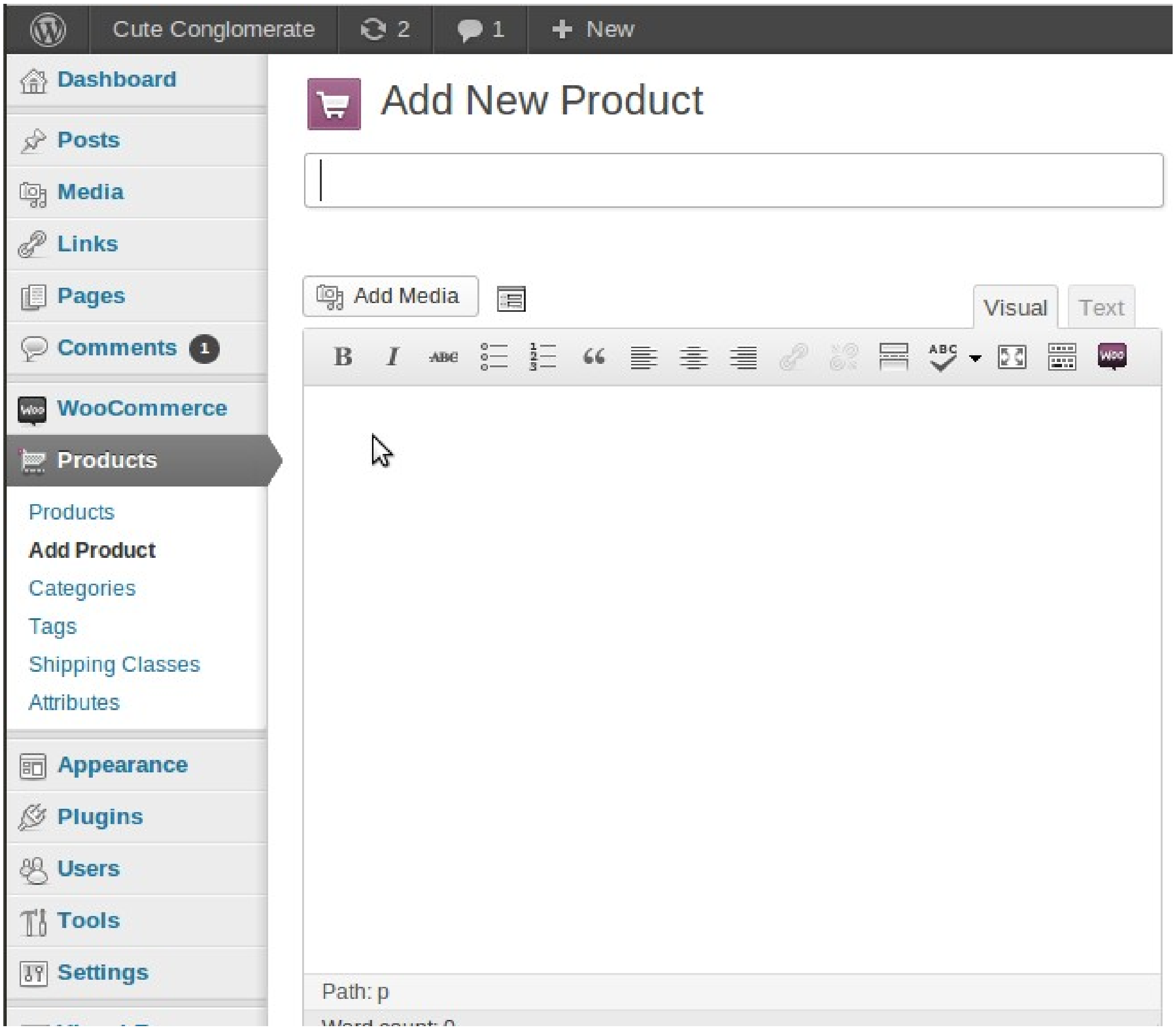
2.2 The Basics to Listing a Product

These instructions are for all types of products. You will go through these steps no matter what product you are listing, whether it is a simple product (2.3), a variable product (2.5), or a downloadable product (2.4)

No matter what type of product you are selling, you must gather all the details of your product or products. That means you should have your photos already on your computer and edited. You should also have weighed and measured your product. Once you have all the information you need, you can start to make a listing.

2.2.1 Adding a New Product

In the Dashboard sidebar, you can hold your mouse over “Products” or click it to get more options. The second option should be “Add Product”. Once you’ve clicked this option, you will see an editing page that looks like you are posting a blog entry (shown below). If, for whatever reason, you need to go back to edit your product later, it will be under the “Products” section and should be labeled draft.



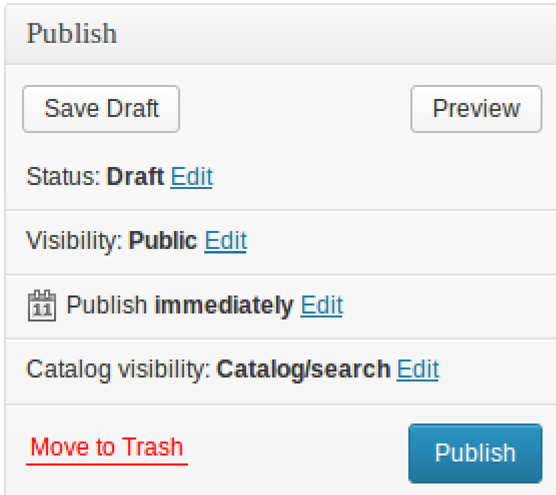
Fill in the “Product Name” text box and give a brief description about the product in the text field. **Do not** include photos in the description box. You will add the photos through the “Featured Image” section later. This text box is for describing the motivations and incentives for buying the product.

Tip!

- Click “Visual” above the text box if you want a user-friendly editor.
- Click “Text” if you want to be able to alter the formatting with HTML.

2.2.2 Saving and Previewing Your Work

One of the post important boxes in the posting is the *Publish* box (shown below). If at any point you need to leave the page and come back, be sure to hit “Save Draft” in the upper left corner of the box.



At any point while you are writing or editing your post you can preview what you are doing before you publish with the “Preview” button. This will show you what the post will look like once you've hit the “Publish” button.

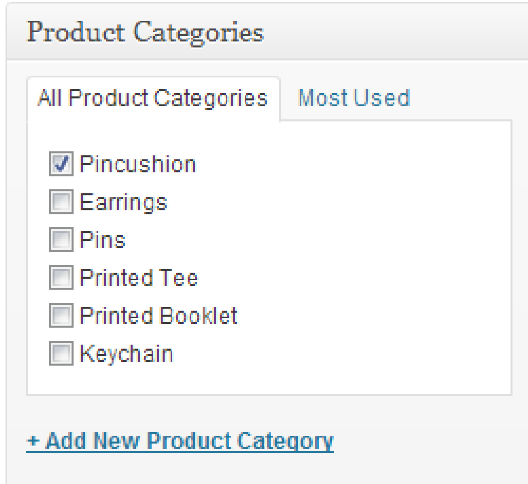
You can change the visibility, allowing you to create a private order with the “Visibility” option. You can also change when you want to publish the post, allowing you to put a product on sale in the future. Just edit them with the “Publish” option. Finally, this is where you will go to publish the posting with the giant blue “Publish” button in the bottom right corner.

Tip!

- Remember, until you click “Publish” in the “Publish” box, your work will be a draft.

2.2.3 Add Product Category

Once you’ve written your title and description, you need to select which category of product you’re listing. Under the *Product Categories* box, found on the right underneath the *Publish* box, there should already be a few items listed.



Select one from the list or add your own with the "+ Add New Product Category" option. This will allow visitors to search for specific items by type. Therefore, it is highly encouraged that you pick a category.

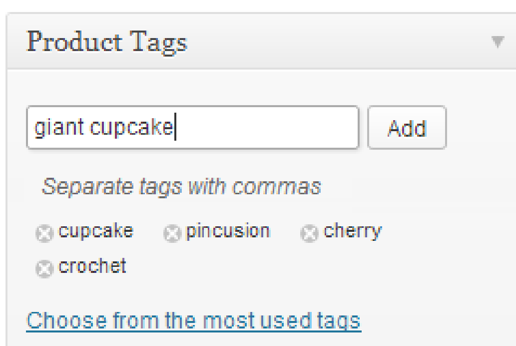
The categories can also be added or edited in the "Categories" section under the "Products" tab in the left sidebar. Although, if you click this while editing, you may lose what you have written. You can either "Save Draft" in the *Publish* box (on right) or change it later.

Tip!

- Remember to save periodically. Your work will be autosaved regularly, but be sure to save anyway after making some big changes or adding big additions.

2.2.4 Add Tags

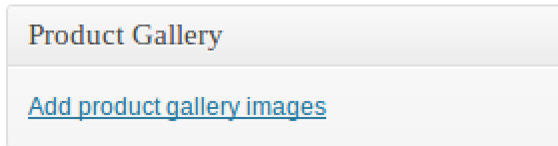
Under the *Product Category* Box is the *Product Tags* Box. You can add tags that make items more easy to search. While the category describes the item in a broad sense, tags really let you get to describe the work. Is the item cute? What about blue? The tags make your product more searchable.



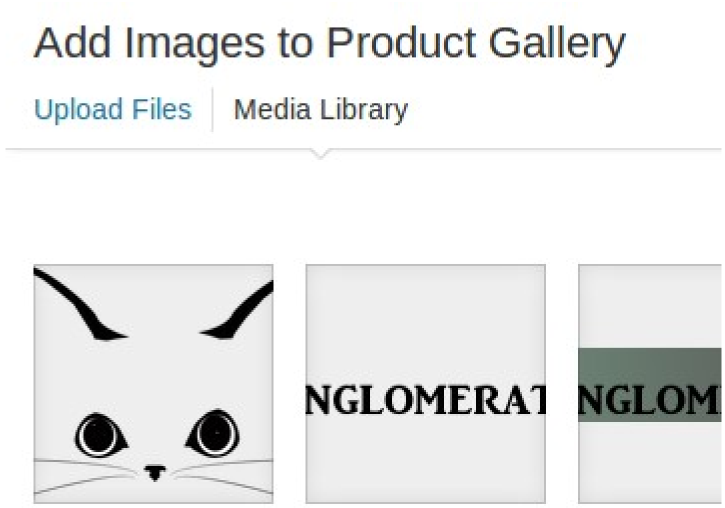
You can add a whole bunch of descriptions at once, just use a comma to separate each tag, or you can add them one at a time. Write in the description and click "Add". It's that simple.

2.2.5 Add Photos to Your Product

You have a name, a description, a few tags, and a category. Now it's time to add some photos of your work! Fortunately, with the newest updates, adding photos is much easier. To simply add photos, go to the *Product Gallery* box located below the *Product Tags* box. Without images it will look like this:

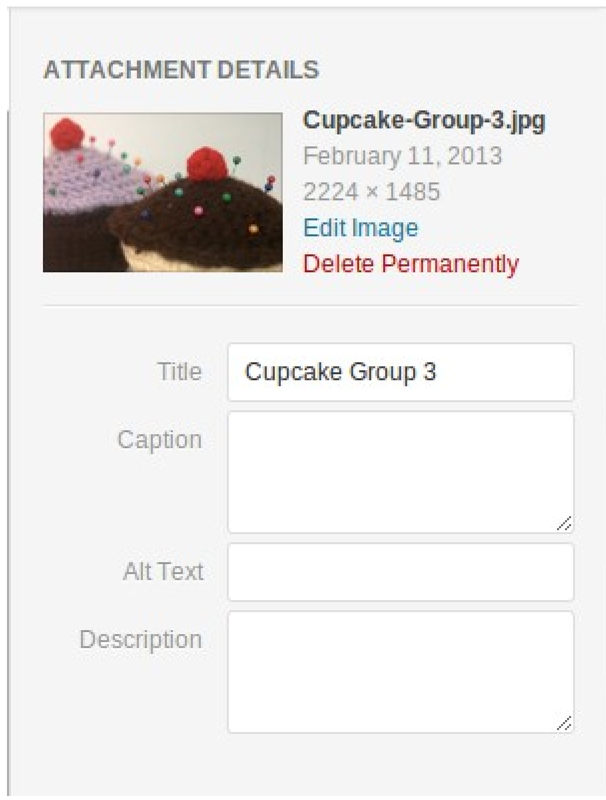


Click on "Add product gallery images" to bring up the WordPress media window (shown below). You have two links in the upper left corner. Images already uploaded and "Upload" which will allow you to add your images to the site and product page. Now you can upload photos (128MB maximum in size) to the website.



The "Media Library" is filled with the images already uploaded to the site. They can be edited at any time in "Media" Tab in the Dashboard. Click the "Upload Files" link to go to the Upload Files section. There you will see a button labeled "Upload Files". Click the button and start adding images from your computer. You can upload many different file types from .jpeg to .png.

Now that you've uploaded the image, you do have access a basic editor. You can go back in at any time to edit photos. Just select the photo you want and in the sidebar on the right (shown below), edit and add a caption or title. You can also select "Edit Image" to scale the photo.



Once you like what you see, click “Add to Gallery”. You are going to need to do this for every image you want to add to the gallery. Click the “X” in the upper right corner or anywhere outside the white media library box to exit the media library.

Once you have your photos selected, the *Product Gallery* box should be updated to reflect the images you've just added (shown below).

To add a featured image, go to the Featured Image box located below the *Product Gallery* box.

The only link available is “Set Featured Image”. Using this link, you can access the media window again. This time to select which image you want as the main image for your product. This image will appear on the front page and shop pages once the item is posted. Select one image you've already uploaded and exit the media editor. Once you've made your choice, the *Featured Image* box will show you which image is set as the featured image.

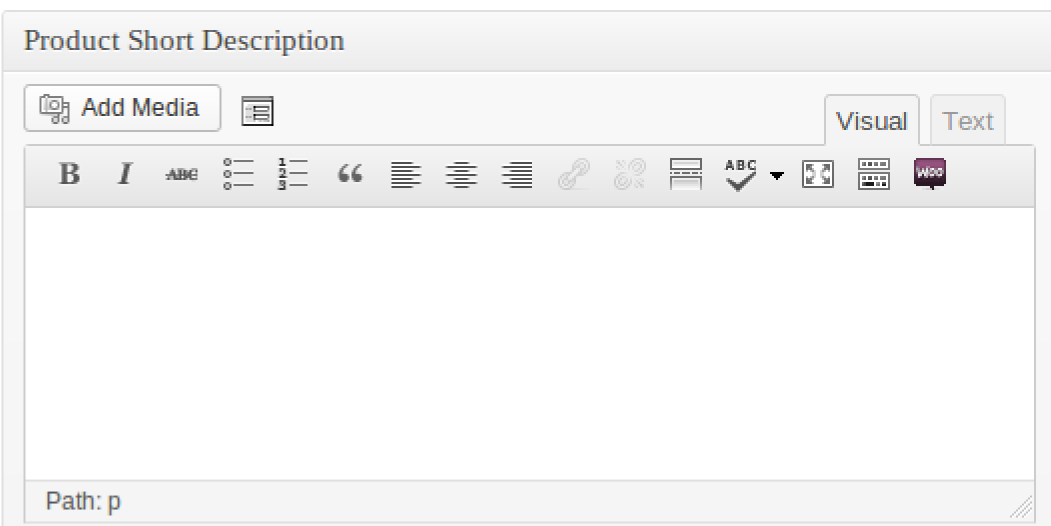
Tip!

- If you see a photo that doesn't belong to the set, select it and under the right "Attachment Details" sidebar, select the "Exclude Image" box.
- Click "Preview" at any time in the *Publish* box to see what the post will look like. Just remember to hit "Save Draft" before you do so to make sure you see the current changes in the preview.

2.2.6 Add a Short Description

It is an additional description box, located at the bottom of the page (shown below).

This box will provide a short snippet of words that will go under the "Product Description" box when you publish this post.



This is a great place to describe what the product is made from.

2.2.7 The *Custom Fields* Box

For the purposes of our listings, please keep the *Custom Fields* box as is. It will help us gather information on sales. Otherwise, it will have no effect to your site.

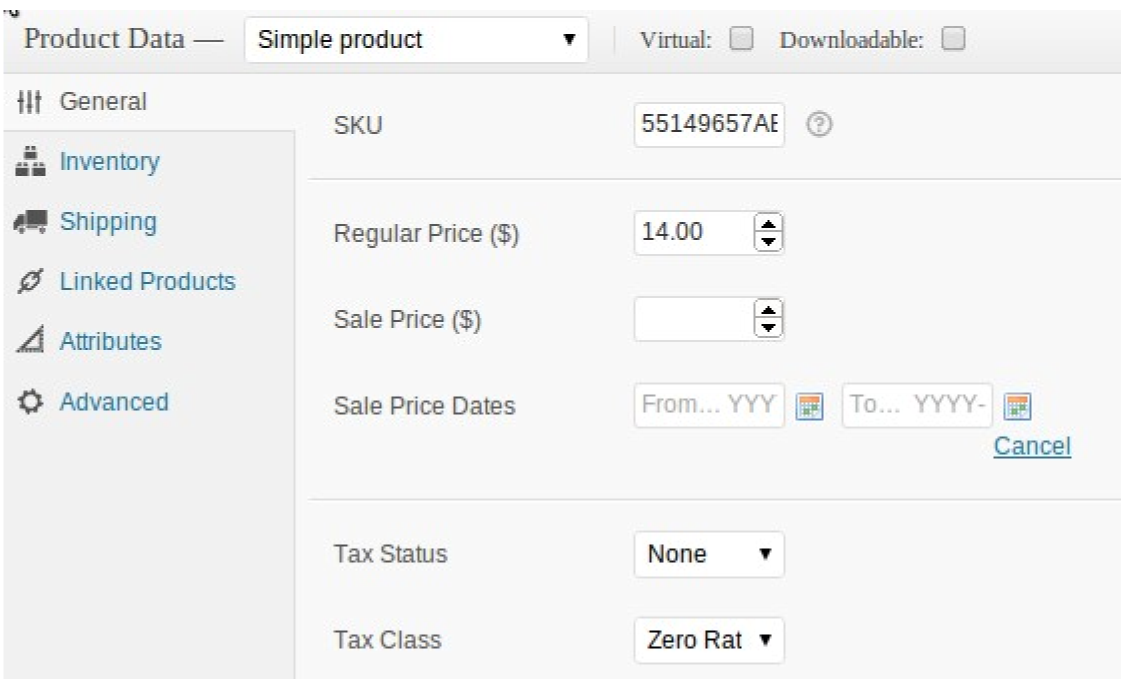
2.3 Simple Product Listings

Now its time to start adding product data. This section will go over simple product listings that only have one type and/or may be a unique item.

2.3.1 Add Product Pricing and Tax Information

This next part is important. You've described the product in multiple ways and added photos. Now its time to add all the important product selling information.

In the "Product Data" box, located below the main body of text you will see a drop down menu option labeled "Simple product" (shown below). This section is the bulk of the WooCommerce add-on. This is the section where you get to add price, ship, describe, cross promote, etc.



Under the "General" tab we can find pricing, tax, and SKU fields. Please refer to Section 2.4.2 to learn about SKUs. Fill in the "Regular Price ($)" option. Please only add a "Sale Price ($)" if the client has filled out and submitted the "Scheduling a Sale" form. If a form has been submitted, you can fill in the sale price and the corresponding sale window.

The tax Status should be changed to "None" and Tax Class should be changed to "Zero Rate" for now. In the future, if CuteConglomerate decides to apply for a vendors license, the tax options may change.

2.3.2 Adding a SKU

SKU stands for stock-keeping unit. It allows us to inventory, track sales, and create barcodes for street fairs and other venues. There is a simple system put in place for determining which SKU number you should use.

At CuteConglomerate, we use an 16 character SKU. The first eight digits are 55149657. The next two characters will be letters, they are likely going to be the initials of the client unless we have a repeat. The second two values will denote the type of project created this product. Look at the table below for what two numbers you should use. That last four characters are the count. If this is the clients third crocheted item, the last four numbers will be 0003. See the example below.

SKU Code	Description
01	Crochet Project
02	Knit Project
03	Sewing Project
04	Downloadable Instructions/Patterns
05	Print, Clothing
06	Print, Other
07	Jewelry, Beads
08	Jewelry, Upcycle
09	Jewelry, Sculpted
10	Miscellaneous

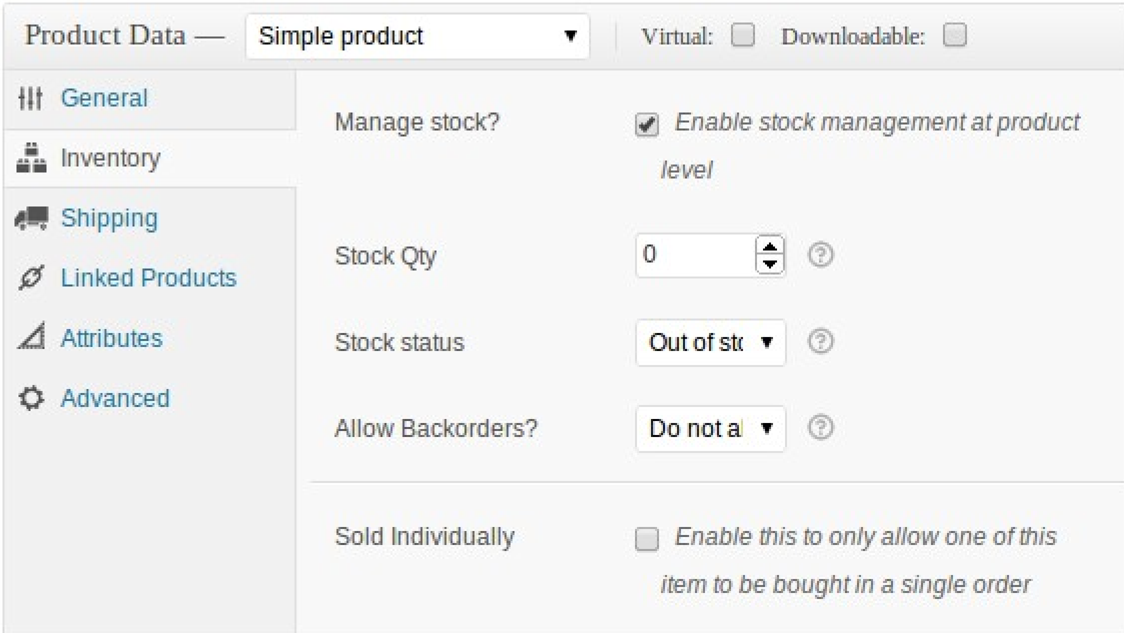
Example SKU:

55149657AB010003

The gray portion is the CuteConglomerate prefix. This is here so that we will minimize the chance of overlaps with other SKU systems. The red portion denotes the creator, AB. The green portion indicates that the product was crocheted. And the last, blue, underlined portion refers to a particular crochet item, in this case a crocheted, cupcake pincushion.

2.3.3 Add Inventory

To access the Inventory, select the “Inventory” tab. If this is a unique item, simply check the “Sold Individually” box.

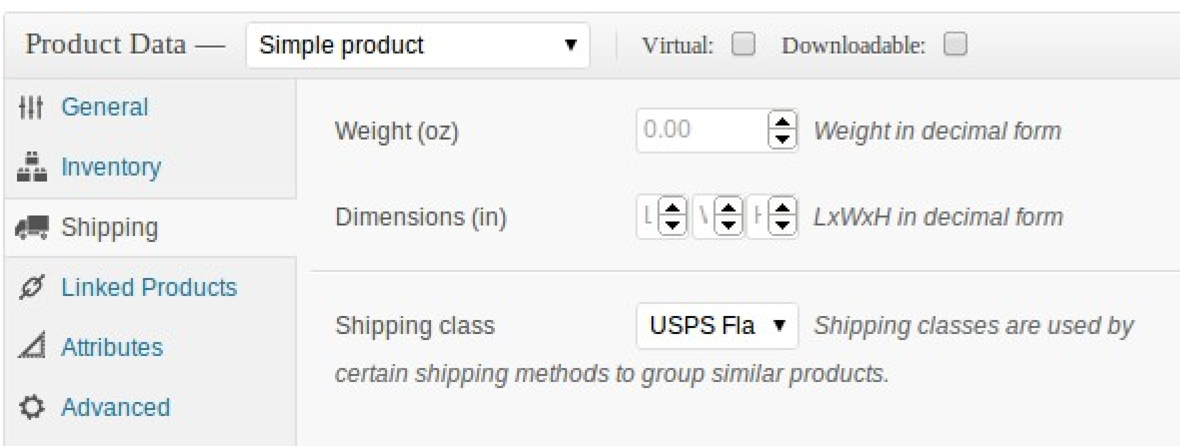


If you have multiple products for this listing, check the “Manage stock?” check box. This will open up the “Stock Qty” option. Here you can fill in the number you want to list. If you are restocking, please update the “Stock Qty” and make sure the “Stock status” is listed again as “In Stock.”

PLEASE NOTE: As a general rule we do not allow backorders. Please make sure the “Allow Backorders?” option is set at “Do not allow backorders.” Only preapproved items and clients will be allowed to allow backorders.

2.3.4 Add Shipping and Product Dimensions

Now its time to add shipping and product dimensions. Click the “Shipping” tab and you will see the box below.



Go ahead and fill in the Weight (oz) and Dimension (in). The last option is “Shipping Class”. There are five options to choose from. USPS flat rate small, medium, and large boxes and two envelope sizes. The pricing is already worked out for the USPS options. The prices reflect the online discount.

The USPS rates (as of March 4, 2013) are as follows:

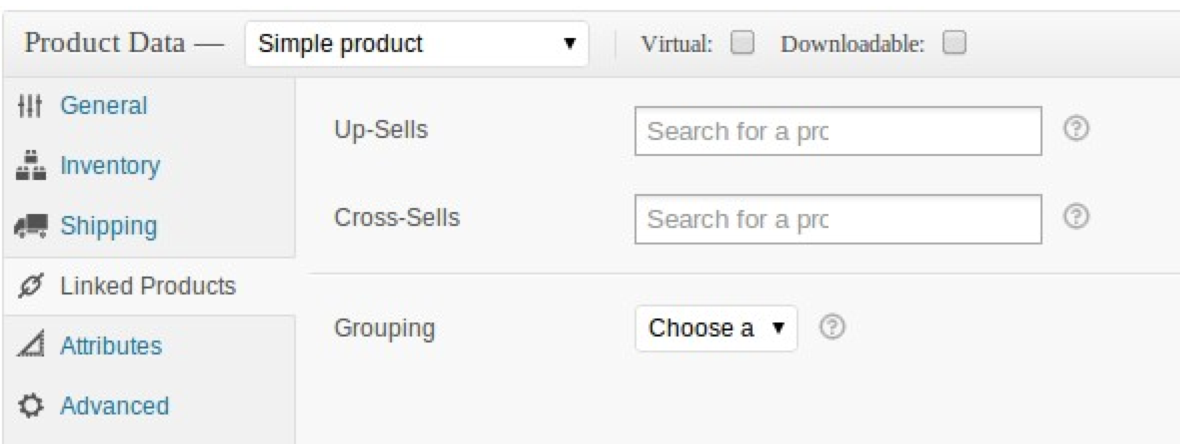
Package Type	Dimensions	Rate (online pricing)
USPS small box	5-3/8” x 8-5/8” x 1-5/8”	$5.15
USPS medium box	11" x 8-1/2" x 5-1/2”, 13-5/8" x 11-7/8" x 3-3/8"	$11.30
USPS large box	12" x 12" x 5-1/2”	$15.30
USPS padded envelope	15” x 9.5”	$5.70
USPS envelope	12-1/2" x 9-1/2", 6" x 10", 10" x 7"	$5.05

Since we group items to ship using the largest box/envelope size for our flat-rate shipping, we ask that you only use the USPS Flat Rate options.

Please refer to section 2.6 on how to update the shipping classes and prices.

2.3.5 Cross-Sells and Up-Sells

The next section of note for the product information portion is the cross-sell and up-sell options located under the “Linked Products” tab (shown below).



The “Up-sells” option allows you to recommend a related product that is of a higher quality and/or a higher value. So if you have a larger, “better” alternative, you can suggest such a product.

The “Cross-sells” option allows you to recommend additional products related to the one they are currently viewing. So if you sell a pincushion, selling other sewing materials may be suggested here.

Both of these options are useful if you want to try and sell a related product. You can do this across clients.

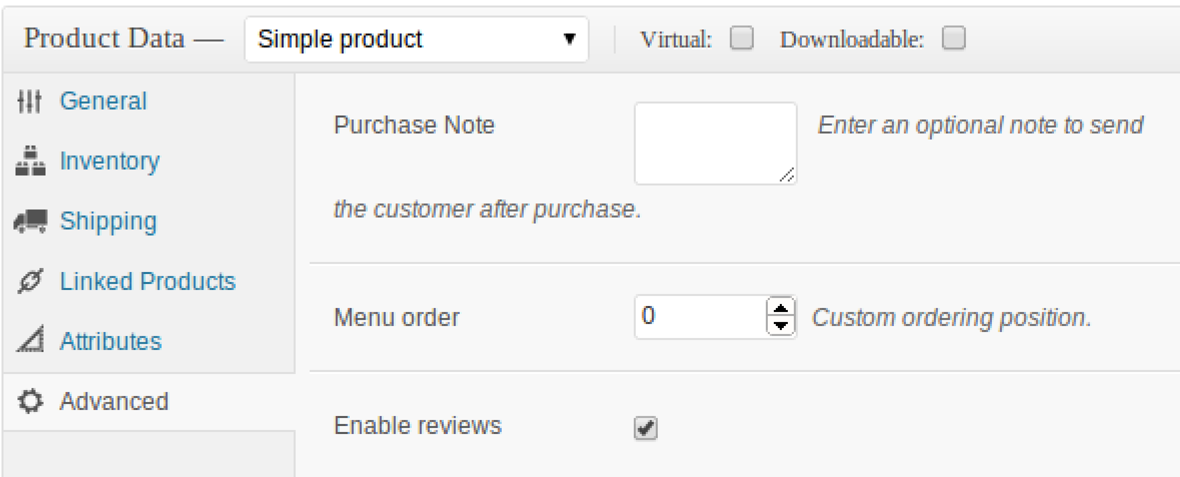
The last item is "Grouping." We do not really work with grouped items as we want each item to have its own SKU. The grouping option would allow us to group simple products under the same SKU.

2.3.6 Attributes

This section is really meant for Variable Products. Just skip this portion of product data for now.

2.3.7 Purchase note

The "Attributes" section is unimportant for this type of product. The last tab, "Advanced", however, will allow you to add a "Purchase Note" (shown below). It is recommended that you thank the customer here for there order.



2.3.8 Publish!

Now you should have everything ready to click the "Publish" button in the *Publish* box. You will want to spell check everything and preview your work before you hit that button. Also be sure to send you inventory and product details to the admin for shipping fulfillment.

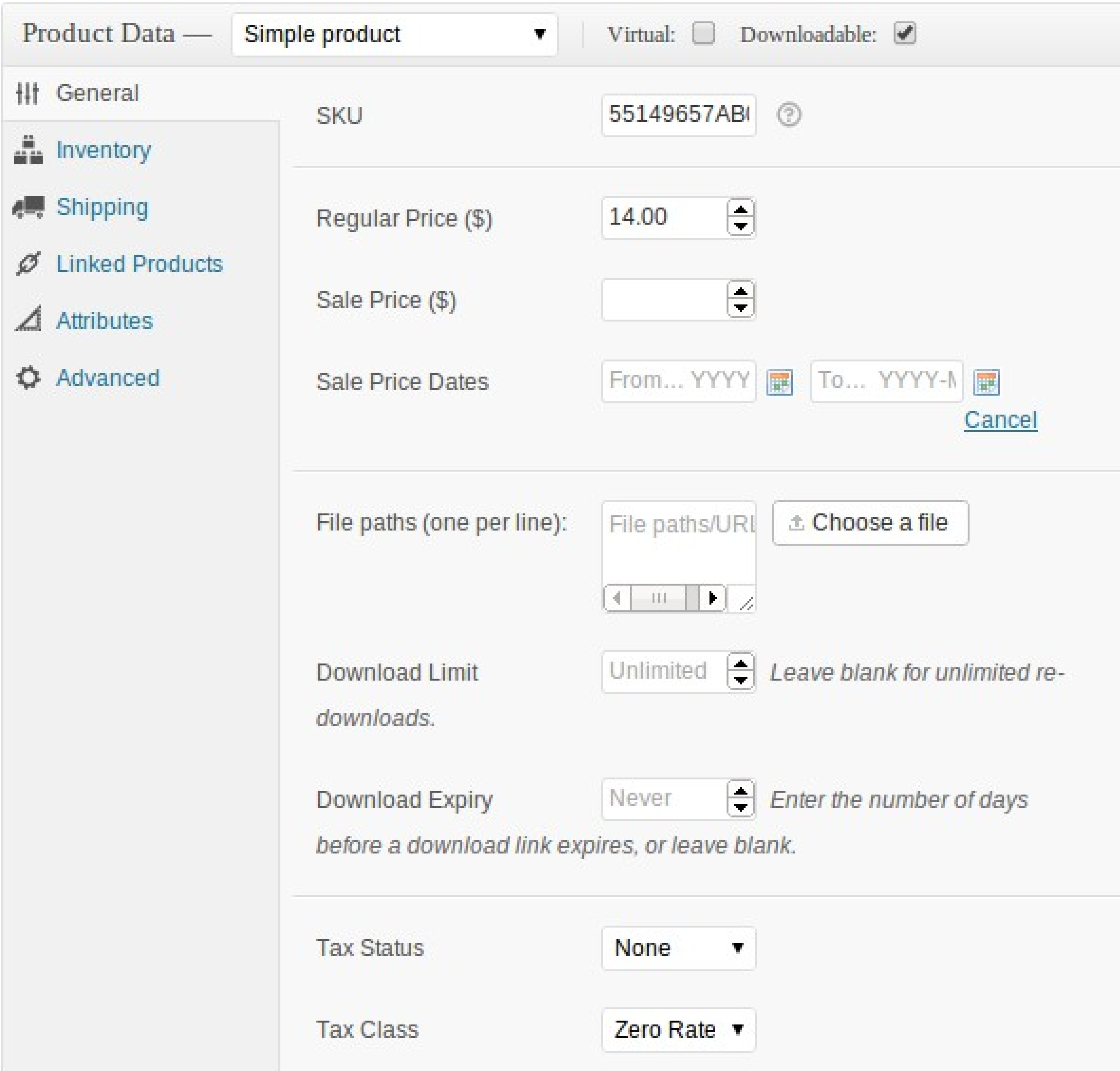
If you are stuck on anything else, please notify an admin to help you. Thanks again for choosing CuteConglomerate!

2.4 Listing a Downloadable Product

This section is much like section 2.4 as this is considered a "Simple product". It is designed for selling patterns or instructions.

2.4.1 Add Product Pricing

In the *Product Data* box, keep the product type as simple. Next to the type of product are two check boxes. Check the box to the right of "Downloadable:". Once you do that, the box will look like this:



The SKU, pricing, and tax information are the same from the simple listing in section 2.4. The part that is different is the "File paths", the "Download Limit", and the "Download Expiry" options.

By click "Choose a file," the WordPress media manager will open. There you can upload the pattern or instruction. For now we will host the instructions directly on our website. Please be sure to back up the file to Google Drive or Dropbox.

The "Download Limit" will affect how many times the buyer can download the pattern or instructions. For now, leave the number blank for unlimited re-downloads. The "Download Expiry" affects the expiration of a downloadable item. Leave this blank so that customers can redownload their product at any time.

2.4.2 Inventory and Shipping

Under the "Inventory" tab, make sure that the "Stock Status" is listed as "In Stock." Otherwise, leave the "Manage Stock?" and "Sold Individually" boxes unchecked.

Under the “Shipping” tab, leave the weight blank. Leave the dimensions blank unless the document was made for pages that are not standard 8.5 by 11. Also, please make sure that the “Shipping class” is set at no shipping class. Customers should not be charged shipping for a downloadable item.

2.4.3 Linked Products

Refer to section 2.3.5 for more information about up-sells and cross-promotions.

Linking products is always helpful! Feel free to link related products, patterns, instructions, etc.

2.4.4 Attributes and Advanced Options

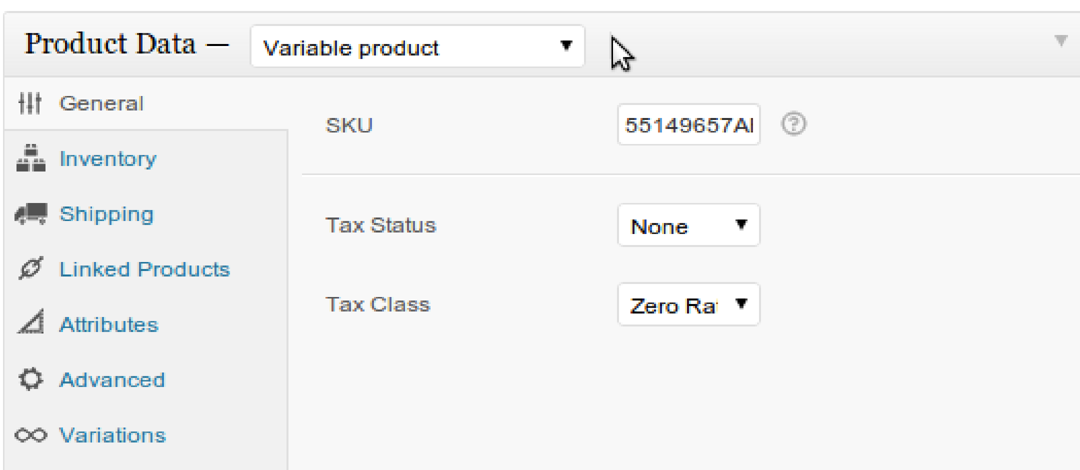
Again, attributes are related to variable products. Leave this tab alone. The “Advanced” tab on the other hand, is where you can add a thank you message to customers. This is particularly good if we are selling an item “as-is” to remind customers that certain items are not refundable.

2.4.5 Publish!

Once you have filled in all the information you can preview the post. Make sure to proofread everything before you hit publish. Once you hit the publish button, please email the client and provide them with a link to their product.

2.5 Listing a Variable Product

Variable products are for products that have a common shape or design, but have a variant. This variant could be color, size, etc. We denote we want a variable product by selecting “Variable product” from the dropdown menu next to “Product Data” (shown below).

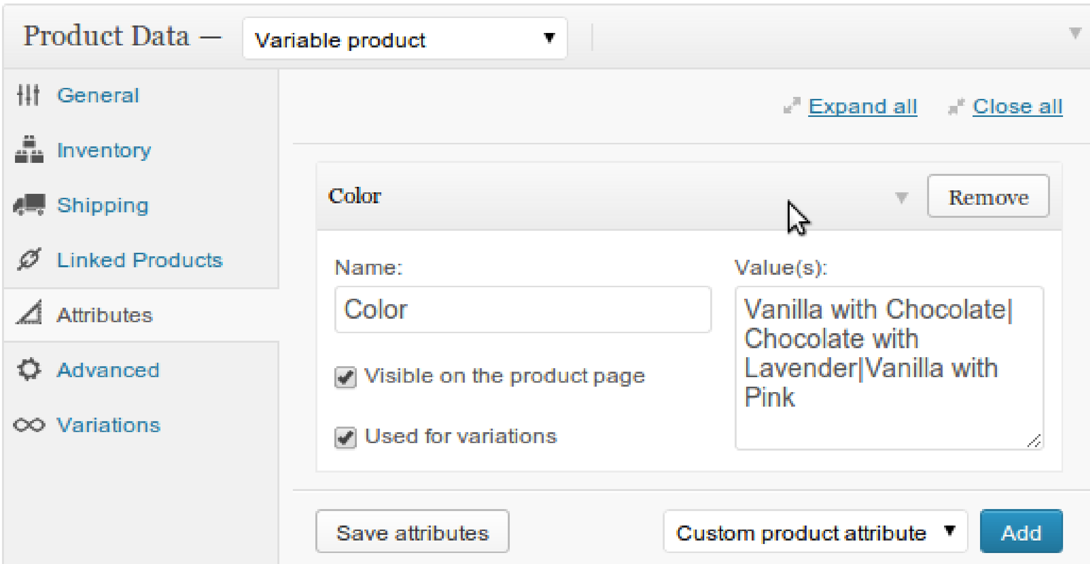


2.5.1 Attributes

Since each variant can have different prices, sizes, colors, and even shipping details, we have to first select an attribute that will be the varying attribute.

2.5.1.1 Custom Attributes

If the attributes are unique to this product, keep the "Custom product attribute" option selected and click "Add." This will give you the following box:



Type in the name you want the attribute to be called. We chose color for the example. Now you can fill in the different options for color. Separate each with a vertical bar.

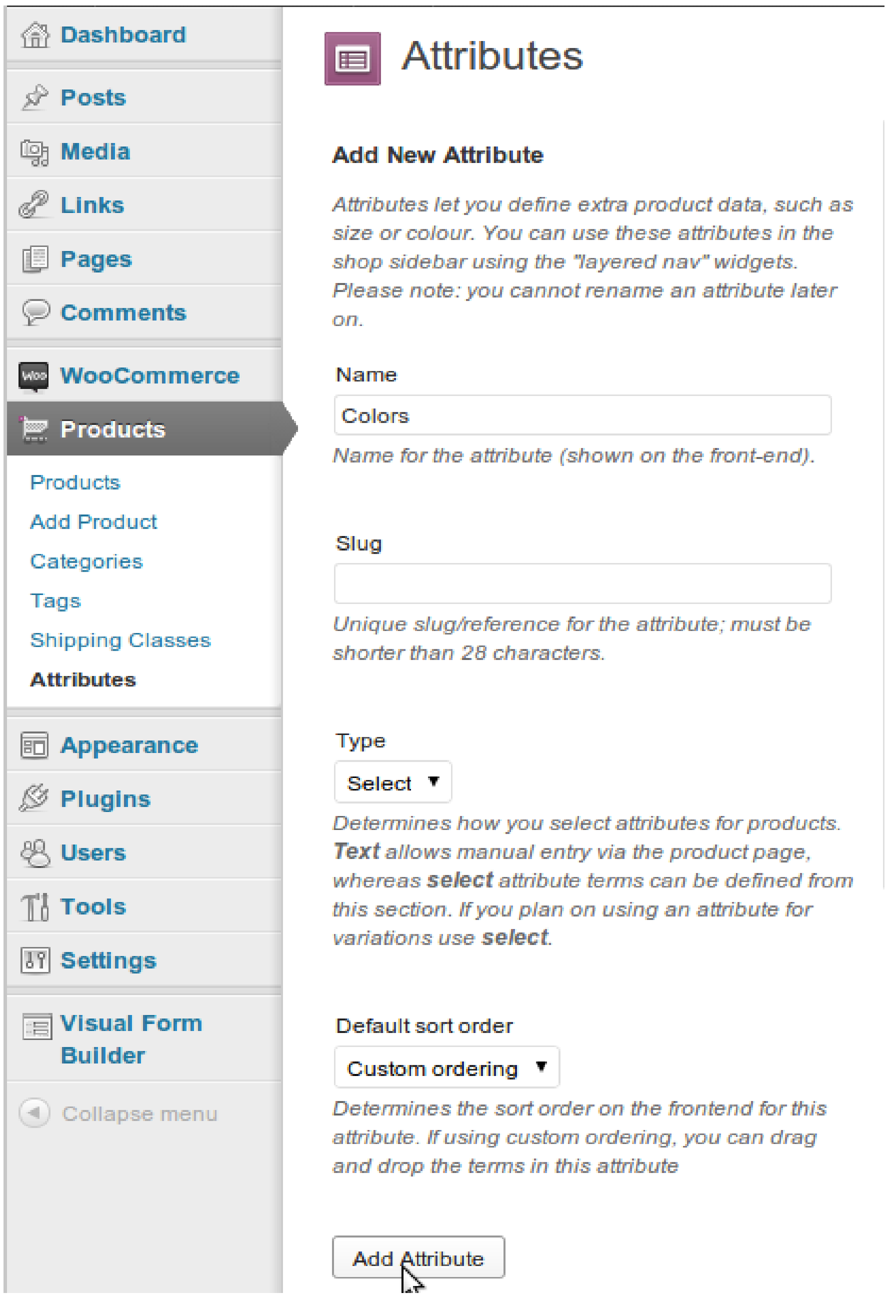
Click the "Save attributes" button to save the attributes you entered. If you need to delete the attribute, simply click the "Remove" button.

2.5.1.2 Creating Preset Attributes

This option is good for attributes that will be similar across multiple listings. If there are several key chains made in the same colors, for example, a preset list of colors may be useful.

To create your own attributes list, you will need to save what you've done so far and select the "Attributes" tab under the "Products" tab of the main menu on the left (shown below).

Simply create a new name group and click "Add Attribute."

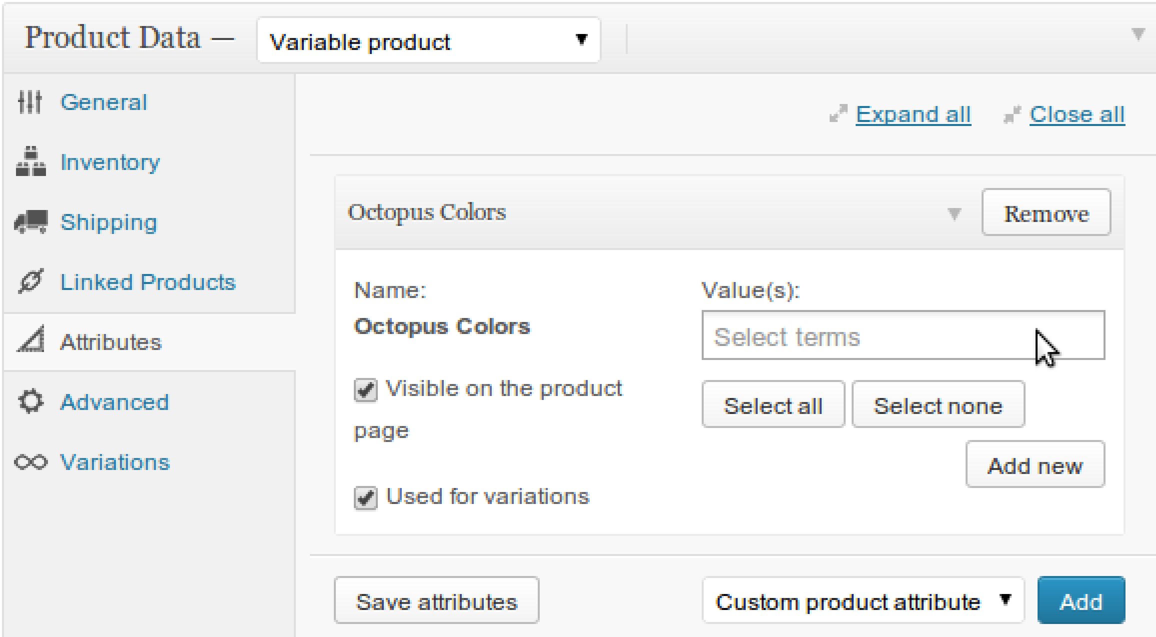


In the box on the right, click the “Configure terms” button next to the attribute type you just created. This will bring you to a page that will allow you to “Add New [Attribute Name].” Add the name and create a simple, self-explanatory description. Click the “Add New [Attribute Name]” button when you are done.

Now go back to your product and follow the instructions on the next step to add those attributes to the listing.

2.5.1.3 Using Preexisting Preset Attributes

There are a couple options besides “Custom product attribute” that have already been created. To select them click the dropdown box and select the attribute you want. Please make sure to select both “Visible on the product page” and “Used for variations” options.

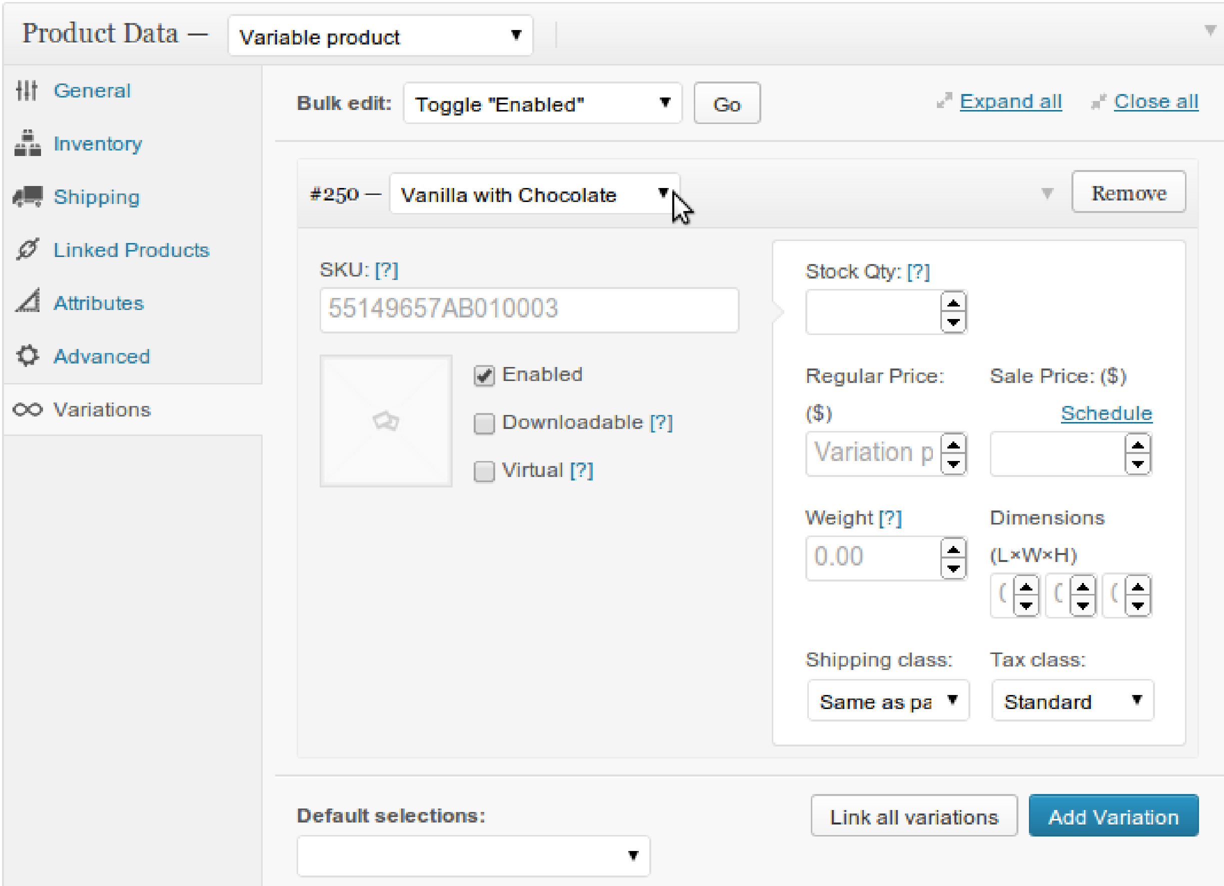


Clicking the “Select terms” box will allow you to select from the preexisting list. You can select all terms, choose to select none of them, or even add a new term. Simply type in the new term and click “Add new.” This will open a new box for you to add a new attribute.

Delete an added attribute by selecting the little 'x' next to the attribute. Save what you've done with the “Save attributes” button.

2.5.2 Adding Pricing, Shipping, and Inventory by Variation

Select the “Variations” tab. Now select the blue “Add Variation” button. You should see this window.



The dropdown option will show you all the attributes you just added. The rest of the window allows you to adjust everything for this attribute: the SKU, the quantity, the Regular and Sale prices, the Weight, Dimensions, and finally the shipping class. The small box below the SKU is for the photo. Select this and you can choose one photo for this variation.

To add details to the rest of the variations, simply click the "Add Variation" button.

The last item in this window is the "Default Selections:" option. This will allow you to choose one variation to be listed for customers to see. This will allow customers to see how the products can vary.

2.5.3 Polish and Publish

Try and link to other products with variations as well. Other than that, you should be free to publish the post. Be sure to preview and proofread first!

2.6 Shipping Classes

Shipping methods were mentioned before. The shipping class helps us figure out how to ship products. To edit the shipping classes, select the "Shipping Class." There you can edit their name and description.

To edit the pricing of the shipping classes, select WooCommerce > Settings. In the tabs above, select "Shipping" and finally select "Flat Rate." The "Flat Rate" tab is beneath the large tabs. Scrolling down to “Additional Costs” are the shipping class costs and handling fee. The handling fee is set to $1.00.

2.7 Posted. Now what?

Now that the listing has been posted, we can contact the seller and let them know their listing has been created. This is part of the agreement when they send us their inventory. We create the listing and manage their things, we need to keep them updated.

The next section details our roll in CuteConglomerate and outlines the policies that we've put in place to manage clients and inventory.

3. Policies at CuteConglomerate

You know how to create a listing now and manage shipping, but what we've failed to go over is the client side.

3.1 Client Selection and Client IDs

Clients are selected. We choose and sign with someone we think is compatable with CuteConglomerate. We want them to profit from using our services. When a client signs with us they are give a Client ID. This ID allows them to fill out forms and get biweekly invoices. It also helps us track their sales and what we owe them.

3.2 Receiving Forms and Inventory

Clients fill out forms to order listings or changes to listings. There are five forms in total. We don't create their listing until we inspect their inventory. They should be sending a copy of their form when they send the inventory.

What we need to do is simple:

1. Inspect their inventory for defects
2. Create their listing
3. Notify client of listing creation

If their product has a defect we must email them and inform them. They are then given the option to either get it back or list it as an “as-is” product.

3.3 Order Fulfillment

Part of the arrangement with CuteConglomerate is that we fulfill your orders. As such, unless you purchase and request a special type of packaging we will package your order for you.

3.3.1 Shipping

We ship USPS flat rate. The USPS offers discounted shipping costs for postal purchases online. When an order is received, we will package the item or items, put all items ordered in a flat rate box, purchase postage online, receive a tracking number, and deliver the box to the post office.

We will notify the customer of their tracking number and package shipment. We will also notify clients when items have sold.

3.3.2 Invoices and Payment

In adherence with the payment schedule (section 3.3.3), we pay every other week, issuing an invoice if money is owed to us and a receipt if we owe money. Once a package has been shipped, the customer has two weeks to decide to want to return an item. Once those two weeks are up, we pay the client or clients who are owed.

Payments can happen in one of two ways: 1)we cut a check and mail it; or 2) we will paypal the money to the client.

3.3.3 The Fee Schedule

The fee schedule is designed to be simple. It details all the possible fees you will see. It is subject to change, but you will be notified 30 days before changes go into effect. Please see your contract for further details.

Item	Description	Fee
Listing and relisting	We create the listing for you, but we need some information from you in order to help us. Please refer to the *Listing a New Product* form on the clients page and the *CuteConglomerate Handbook*. You will need to know the measurements (in inches), the weight (in oz), and include the types of variations you have, if any. If you have photos include them with the form, if not, photos can be taken for you, refer to Photography section below.	$2.00 for creating a new listing (Good for three month listing). $1.50 for relisting (only valid if notified before listing expiration) 25% of sales price, when item(s) sell
Photography	If you don't have a photography set up, we can do that for you. There is a fee for us to shoot one round of photos. One round means that we will shoot any and all variations in a single listing at one time. If you add more variations later and need us to take photos, that counts as a second sitting. Photography also includes basic photo editing.	$5.00 per listing per sitting to be collected either upfront or when item(s) sells.

Listing Maintenance: Adding more Inventory	Adding inventory is simple and easy. Just fill out the *Updating Inventory, Price, and/or Photos* form on the Clients page and provide the site admin with the new inventory.	Update is free 25% of sales price, when item(s) sell
Listing Maintenance: Adding more Variations	Adding a new color or size? Updating a listing is free, just fill out the proper form on the Clients page and provide the admin with your new inventory. Please refer to the Photography section above if you need photos taken.	Update is free 25% of sales price, when item(s) sell
Listing Maintenance: Updating Listing	If you want to change an aspect to your listing (i.e. change a picture, update price, etc) please fill out the *Updating Inventory, Price, and/or Photos* form on the Clients page. Please refer to the Photography section above if you need photos taken.	Free
Listing Maintenance: Scheduling a Sale	If you want to put your product on sale, fill out the *Scheduling a Sale* form on the Clients page. An admin will contact you when the sale is scheduled.	Free
Listing Maintenance: Listing Removal	If you decide to remove a product, that's fine. Just keep in mind the cost of adding a new listing before you remove your product.	Free removal
Listing Maintenance: Listing Expiration	Listings expire three months from the listings creation, unless you notify us of your intent to relist. You will be notified before this happens. If you relist, the listing fee will be applied and your listing will be available for three more months.	See listing and relisting fees.
Checking	This is one option to get paid after selling an item or items. Once your item has been sold, we will notify you and once the item has been shipped, we will cut you a check.	$2.00 per check (paid if applicable on a bi-weekly schedule)
Paypal	Paypal is a second option to get paid after selling an item or items. Once your item has been sold, we will notify you and once the item has been ship, we will send the	Free (paid if applicable on a bi-weekly schedule)

	money to the previously specified email address.	

3.4 Store Policy on Returns

We do our best to inspect items and ship them securely, but occasionally items can still get damaged. We don’t expect to have many issues, but sometimes it is out of our hands.

Our policy is that the customer has fourteen (14) days (unless otherwise notified) once the item was delivered to see if they like the item. That is why there is a delay on your payment. If they don’t like the item or if it breaks, we will exchange it if possible or refund it if not. It’s that simple. If the returned item is fine, we will add it back to the the inventory, if not we will contact the client to see what they want to to with the item.

3.4.1. Exchanges

If an item is sent in for exchange, we will continue to put a hold on the money until the item for another fourteen (14) days. Once that expires, the client will receive their payment on the next invoice day.

3.4.2. As Is Items

We know items are handmade and unique. If the returned item is not too badly damaged, one option is to mark it “As Is” and reduce the price (10% is recommended).

3.5 Listing Expiration

We want our clients to sell, but it costs us time and money to post our clients' merchandise. As such, a listing can expire. The client's posts expire three months from creation. If a listing expires we can do one of two things: return the merchandise, or relist.

3.5.1 Return Inventory

The return fee is only the cost of giving the merchandise back to the client. There is no charge for delivery in person, but there will be a cheap, nominal fee for mailing items back.

3.5.2 Relisting Inventory

We only recommend re-listing a product if it has a selling history. It will be treated like a new listing.