iScripts eSwap Quick Start Guide

Welcome to the quick start guide for your purchase of iScripts eSwap, the online swap and bartering software!

Your iScripts eSwap is a feature-rich software with a powerful administrative area. Site administrators have the ability manage users, swap items, transactions and payments, as well as adjust the look of the site. While the administrator controls the main site, each individual also has his or her own administrative area to manage his or her items.

We have included many new features within this version for you to have the freedom to fully customize your own online bartering and swapping business. These features will also allow you to provide your clients and users with more options and ease of use.

This guide is intended to help you get your site up and running utilizing the main features. If you would like additional help, you can refer to the "Additional Support" section of this guide for support options. As with all of our software, iScripts eSwap is an open source standalone solution. You do not need to have any extras for a fully functional and appealing site. Since the script is open source, the code can be altered in the future to fulfill any needs that may arise within your new business.

If you would like to expand your site and add your own features to fit specific business needs, we also offer affordable customizations. You may contact our sales department by telephone: 800-569-5538 or email: sales@iscripts.com to discuss project possibilities and receive a personal quote.

*** Thank you for your purchase and please enjoy your copy of iScripts eSwap! ***

Installation

After your purchase is complete, you will be sent a link to download the software. You may install the software yourself following the "Read Me" file. If you have trouble or would like to avoid installing yourself, we have an optional installation service available to you for an additional cost of $50. If you would like us to install the software to a new or existing site, the process will take 1-2 business days with all communication exchanged via email.

If you already have a running website, we suggest allowing time for a beta period. All server environments are different and the quality of hosting accounts also varies. Conduct a smooth transition by allowing this time to ensure the optimal performance of your site.
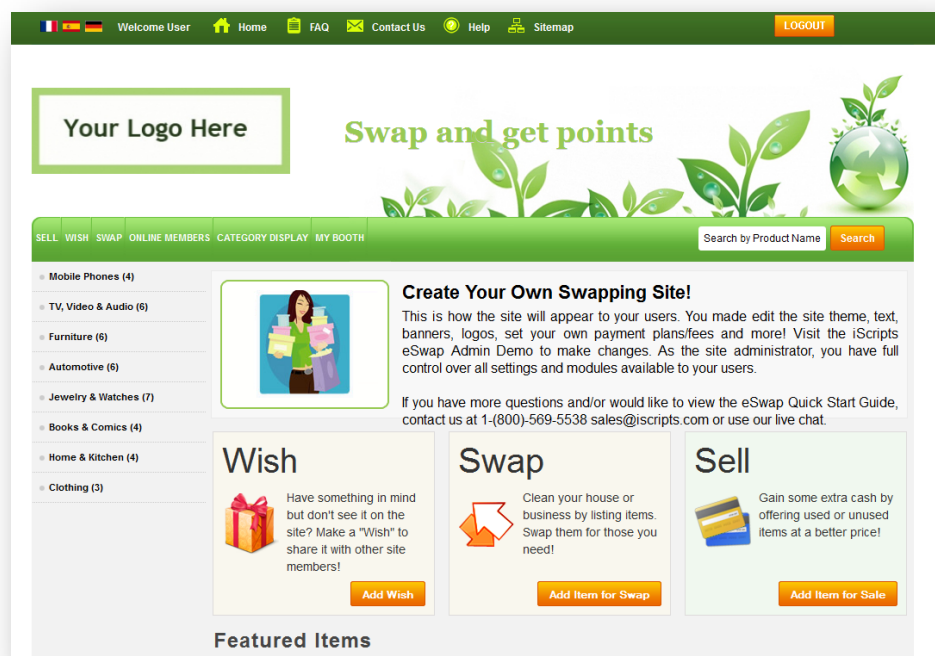
Admin Panel / Main Menu

After logging in, you will be directed to the Administration (Admin) Panel.

This is the Main Menu for the back-end of your website. There are 8 main sections of the Admin Panel: Site Settings, Miscellaneous, Account Summary, Content Management, User Management, Approvals, Reports and Help.

You should take note that within the dashboard, you have a statistics table listing the total number of users, sale, swap and wish items. "Pending Lists" displays the registration, item additions, sale, swap and wish inquiries requiring your approval action in order to be processed.

Welcome To Admin Panel

Need help for the admin control panel

Statistics

Total Number of Swap Item(s)	»	30
Total Number of Sale Item(s)	»	11
Total Number of Wish Item(s)	»	1
Total Number of Users	»	29

Pending Lists

Registration	»	7
Sale Approvals	»	0
Swap/Wish Approvals	»	0
Item Addition Approvals	»	0

This is how users will see your home page.
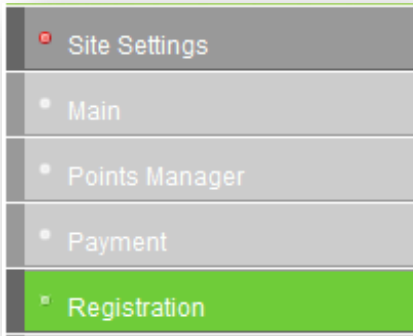
You may enter your own logo and content.

You also have multiple themes to choose from.

If none of the available site designs match your idea, iScripts can customize the software based upon your idea or a template you have found elsewhere. Simply contact us for more information and a quote.

Getting Started

You should first consider your business plan and how you intend on profiting from your website.

With eSwap, you have the ability to run your site on currency only, points only, or points and currency. If you would like a completely free site, you may do so. If not, there are many options available which are as follows:

Registration Charges: If the plans system is disabled, users may charge a registration fee. This method is more successful when used only for local users and niche markets. If there is an elite sense of community associated with your site and your market, this would be the ideal option for you.

To set the registration mode for your site, locate "Site Settings" within the main menu and click the subcategory titled "Registration". Choose "No" to enable a fee for registration.

Next, go to the "Main" subcategory to specify your registration amount.

Plan System: This option allows you to charge sellers usage fees on a monthly or yearly basis.

To set the plans for your site:

Settings > Main > General Settings
Enable the option "Plan System"

In Site Settings > Registration > Change Enable Free Registration to "No"

A new option will be displayed in the left Menu as "Plans". Click on "Plans" to add or edit them.

Listing Fees for Sale Item: You may charge users listing fees for posting a sale. This feature applies to sales only (not swaps). Sellers will be charged a fee once an item is listed on your site. This fee is charged regardless if an item is sold or not. Where to activate this setting: Site Settings > Main

Edit the fee range by clicking the "Listing Fee Range" tab within the Main General Settings menu.

Success Fees (for Transactions): After a sale is approved and conducted by both parties, the seller will have to pay a success fee to the Admin. Sellers only pay a success fee if an item is sold.

Where to activate this setting: Site Settings > Main

Featured Item Fee:
Charge users to make an item featured on your site. Featured items will display on the home page of the site.

Fees for Making a Listing Featured($)	0 ?
Enable Listing Fee for Sale Item	● Yes ○ No ?
Enable Escrow Payments	○ Fixed ○ Percentage ● Range ○ No ?

Where to activate this setting: Site Settings > Main

Escrow Payments: In this option, the Admin offers to temporarily fund a transaction for the overall sale. This is typically done for high-priced items and gives the buyer more assurance. The buyer will pay the Admin the amount of the sale plus an added fee. You can choose whether or not this fee is a fixed price, a percentage of the sale, or determined through a custom price range. Once the buyer receives the product from the seller, Admin releases the payment to the seller and keeps the escrow fee.

Where to activate this setting: Site Settings > Main To define your Escrow Commission Range

Swap Listing Fee Range

General Settings | **Listing Fee Range** | **Escrow Commission Range** | **Set Language Contents**

You would be allowed to add a new escrow fee range only if the 'Above $xxx' range entry is removed

SL NO.	RANGE	LISTING PRICE (%)	SET ORDER	ACTIVE	ACTION
1	$0 - $1000	8	▲ ▼	Yes	Edit | Delete
2	$1000.01 - $2000	12	▲ ▼	Yes	Edit | Delete
3	$2000.01 - $5000	11	▲ ▼	Yes	Edit | Delete
4	Above $5000	8	▲ ▼	Yes	Edit | Delete

| 1 | | Listing 1 - 4 of 4 results. |

The most common method for current bartering sites to turn a profit is a combination of Success Fees and Featured Listings Fees. If you are looking to create a site similar to eBay, this would be the best combination for you. However, you can create any type of business plan you would like for your business idea with the options provided by the software.

If you would like to explore your options for setting up a points system, continue to the "Points Manager" section of this manual.
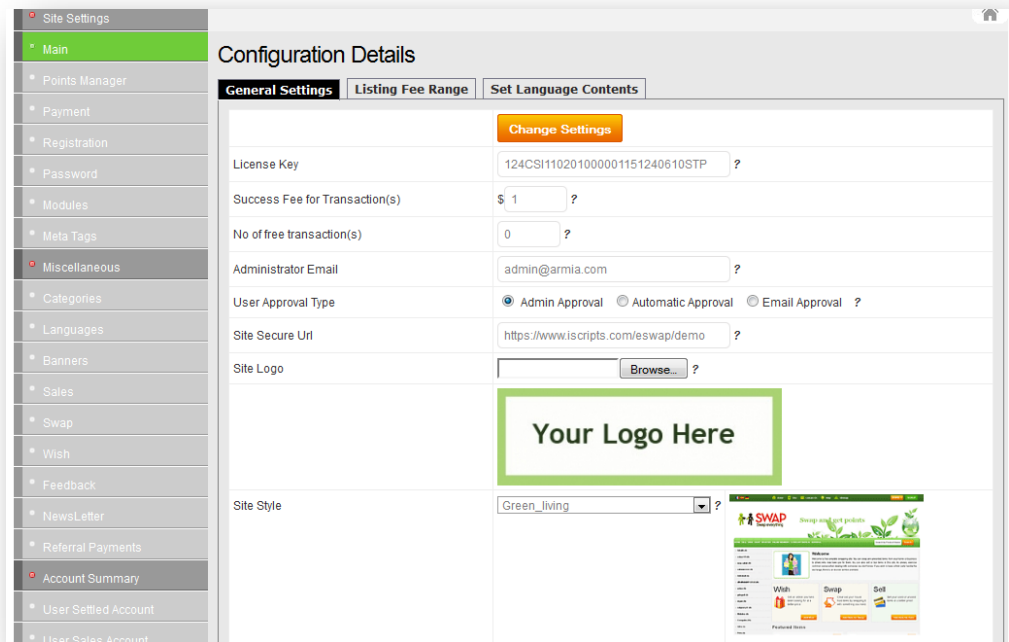
Site Settings Section

The first step in creating your site is to locate the Main area within the Site Settings menu.

Site Settings > Main

The Settings Manager contains the major settings which control your site. Within this area, you may set your password and emails, user fees, logo, theme and name of your site.

After adding the License Key provided by iScripts, there are a few immediate changes you can make to the site. Please note that any changes you make will not be saved unless you click the "Change Settings" button.

- o **Administrator Email**: All communication pertaining to the site will be sent to this email address. Specify the email you would like to use to receive site updates and alerts.

- o **User Approval Type**: When visitors sign up to the site or when users add items to sell or swap, how would you like this to be approved?
  - Admin Approval: The site administrator must manually approve all pending users.
  - Automatic Approval: Any visitor can sign up as a user and be automatically approved.
  - Email Approval: Visitors that sign up to your site will have to verify an email before approval.

- o **Site Secure URL**: Include your site URL here. If you have SSL enabled, be sure to include https:// within your site URL. Example: https://www.iscripts.com/eswap/demo

- o **Site Logo**: This is where you can change the logo of the site. Click "Browse" to upload a file saved on your computer.

o **Site Style**: You may select the color scheme of your site here. Choose one of the preloaded templates to change the look and feel of your site instantly.

o **Site Welcome Picture**: This picture is displayed on the homepage of your website. Create your own welcome picture by clicking "Browse" to upload a file saved on your computer.

o **Select Currency**: Select the currency to be used for your site. You are allowed to enable one form of currency.

o **Max Images Allowed for a Swap/Sale**: This is the maximum amount of images users are allowed to upload per listing.

o **Enable Banner Display**: If you do not wish to display banners on your site, select "No". If you would like to display banners on your homepage and subpages, select "Yes".

o **Enable IP Based Language Display**: By enabling this feature, your site will automatically detect the language to display based on the location of the user.

o **Item Details Tool Tip in Listing Page**: Would you like users to view tips during set up? Tool tips are questions marks displayed next to fields. Users mouseover these question marks to view more information or details regarding an action.

o **Enable Google AdSense**: Select "Yes" if you have a Google AdSense account. If not, you can find out more information and sign up at www.google.com/adsense

o **Enable Bookmark**: By enabling this feature, users can bookmark your site. Users use social bookmarking to save links to web pages that they wish to remember or share.

o **Enable RSS Feed**: Users use RSS feeds to retrieve the latest information and content of websites without having to visit these websites individually.

Points Manager

Will your site run on points, currency or a points and currency system? Once you have decided, select your option and the corresponding conversion rate you wish the site to operate on. Once defined, points will be used as another form of currency on your site.

Points Manager	
Point Mode	⦿ Points & Currency ◯ Points Only ◯ Currency Only ?
Point Conversion Rate	Points 1 = $ 1 ?
Allow Point Transfer Between Users	◯ Yes ⦿ No ?

Payment

Set your payment settings by selecting which payment gateways you would like to utilize. Your payment options are: PayPal, Authorize.net, FirstData, WorldPay, BluePay, Google Checkout and Other (Cashiers/Business/Personal Check/Money Order/Wire Transfer). Please note that all seller funds will be transferred immediately upon visitor purchase.

 An "identity token" is not necessary when setting up your PayPal payments, but it will provide added security.

Enabling Your Payment Gateway(s)

If you would like to enable any of these payment gateways, you may check the enable boxes, as well as set up an account for each method. Click on the PayPal and/or Google logo provided to begin the set up. Follow the steps listed within the software.

***Note: "Test Mode" is used to test the checkout. Under sandbox mode, you may add to a cart and purchase just as a customer would, but no payments would actually be transacted. When you are ready to accept payments, you may uncheck the option for test mode and it will be disabled.   If you have questions regarding these accounts or information needed, you may contact the payment gateway of your choice for obtaining required information. Technically, payments are handled by these third parties – not the software itself.

Registration

Maybe you would like to run a free site or maybe you would like to have free registration as a promotional offer. this is where you may set that offer and define the specific time period.

Modules

This is where you may select the modules that will be visible, or "active" to users. You may modify this to fit your own personal and business needs. The modules that are checked will display

Meta Tags

Meta tags are HTML codes that are inserted into the header on a web page, after the title tag. In the context of search engine optimization, when people refer to meta tags, they are usually referring to the meta description tag and the meta keywords tag. The meta description tag and the meta keywords tag are not seen by users. These tags are used to give web browsers and search engine spiders directions or data on various information. Choose words that pertain to your content and search terms users would use to find your website.

Miscellaneous Section

Categories

To create a category: Scroll to the bottom of this page. Enter the new category name in the corresponding site language(s) and click "Add New Category."

> You may also arrange the categories in whatever order you would like them to display to the user. To modify the order in which they are seen, click the small blue arrows on the far right of the category name. This allows you to move the category above or below the preceding and following categories.

You may delete a category by clicking directly on [delete] beside the corresponding category and then selecting "Ok" to confirm.

Adding Subcategories

Add subcategories by clicking on the appropriate main category from the Categories menu. In the same menu, type a new category name and like "Add New Category". This will create a subcategory. Please note that you cannot create subcategories within categories containing products. Subcategories can only be created within empty categories that do not contain postings.

Banners

Visit this area to position and define the banners used on your site. Banners can be displayed on the homepage and subpages of your website. Click "Add Banners" in the gray box to add a new banner. Add your banner by selecting a file from your computer. For optimal display, use banners that are 468 pixels wide by 60 pixels high.

Sales, Swap & Wish Categories

This is where you may view, edit and delete sales, swap and/or wish listings added to your website. To manage these listings, simply click on

any of the fields. When scolling over these clickable fields, the text will be highlighted black.

***Note: Keep in mind that if you login as a user and try to add sales, swaps or wishes, you will not be able to view these on the main site while still logged in. You will either have to log out or sign is as a different user to view postings.

Under the Miscellaneous menu, you may also set the site language(s), send newsletters and view feedback.

Account Summary Section

The User Manager allows you to edit user info or delete a user entirely. Click a user name to proceed to the Site Manager functions.

Content Management Section

CMS

Here you may edit the content of your site using a WYSIWYG editor. Use this editor similarly to Microsoft Word or Wordpad.

FAQ

Create and edit your own FAQ section for your users. Add a help section by clicking "Add FAQ".

Mail Contents

Add automated emails to your site. These are coded to be very basic. They do not need to be edited. However, if you understand some basic HTML and would like to add more to these emails, you may. It would be a good idea to first sign up as a user to your own site and receive these emails yourself. Check to make sure the information is correct or appears properly.

User Management Section

This area displays user names, points, purchases, fees and users awaiting activation. As the site administrator, you can approve and edit these fields as you see fit.

Approvals Section

This is the area where you will approve sales, swaps, wishes and new listings added by your users. If you recall, there is an option within the "General Settings" located under the "Site Settings" category that allows you to choose how approvals are handled. These include "Admin Approval", "Automatic Approval" and "Email Approval". If you selected "Admin Approval", you will need to approve each individual user action within this section.

Reports Section

View recent sales, transaction dates, numbers, modes and points. If needed, you can also export this information as a CSV file to Excel or another program.

Help Section

This is where you may view or edit the Help sections for your users.

Additional Support

As a valued customer of iScripts, we provide you with many resources and avenues for support. If you have a question or an issue, there are many options within our support community available to you. Have questions answered, problems fixed, connect with programmers as well as other users, make suggestions and grow your business utilizing the following routes:

- **Check the FAQs** – **Frequently Asked Questions.** It's very likely that others have asked your question before! All FAQ's are updated frequently for your convenience. Please check this area first.

- You may also use the **Live Chat** to speak to an operator who may be able to answer your questions. Depending upon the issue you are experiencing, we may require more information.

- To reach the qualified programmers, iScripts has a **24 Hour Help Desk** where you can submit all technical issues. We respond to every ticket in the order it was received within 1 business day.

  o Please be clear and specific in your request for help. Entries like "Help! It doesn't work!" does not provide much information and tends to take longer to fix. Please thoroughly explain everything that led up to your problem while accurately explaining what your current problem is. Be clear about your concern and how we may be able to meet your expectations.

  o Email the Help Desk directly at support@iscripts.com. Within your request, please Include: Name, Email, Domain, Software Password, Your Hosting Control Panel Information and a description of your issue.

- Reach out to other software users through our HELP FORUM. Chat with other users, ask questions, give advice and connect.

Sales & Customizations

For purchasing decisions, business inquiries, customizations, quotes and sales information; contact (312)423-6728 or (800)-569-5538.

Make Suggestions & Connect

Gain free exposure! Submit your website so it can be featured on the iScripts Customer Showcase! http://www.iscripts.com/listshowcases.php

SUGGESTION FORUM – Include your great idea! iScripts IdeaLab

Join our social network pages! https://www.facebook.com/iscripts https://twitter.com/iscriptsdotcom