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# **eShop Manual**

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## Basics

### Getting Started: The administration area

The administration area is where you configure, update and manage your store. From here you can create your products, manage your customers, change your store layout, process orders and define settings such as your payment methods, delivery options and the currencies you trade in.

There are 3 primary sections to the administration area.

#### 1. Banner

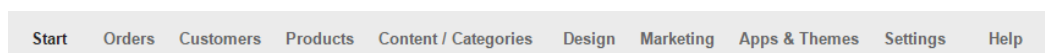
At the very top you will find the banner.



Here you will be able to preview your website using the **See your site** option. You can also modify some personal settings such as your e-mail or the default language your eShop uses. You can also **Sign out** of your eShop. Lastly, whenever you make changes to the design of your store, or make changes to any of your products, you will also see an **Update website** option.

#### 2. Menu

The second area is your primary menu.



Through this you can access the various options and tools you will need to manage your store.

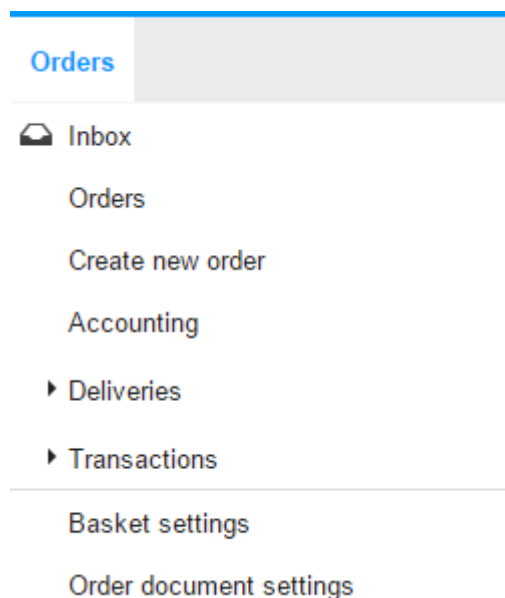
## Start

There are 3 main sections to the Start menu.

1. **First steps** will guide you through the primary settings you should complete to get a working store. The first two of these steps will have been completed when you first accessed your store, and will include the initial theme you chose and the personal information you entered. Each of these steps also has a quick video tutorial on what you are setting up.
2. **Overview** provides you with an alternative way of accessing many of your store functions.
3. **Dashboard** allows you to use a variety of widgets such as the file manager for uploading your own files, SEO checker with quick access to the SEO cockpit, a view of the search queries your customers are using in your store the find products, product ratings, your own notes and other site statistics.

## Orders

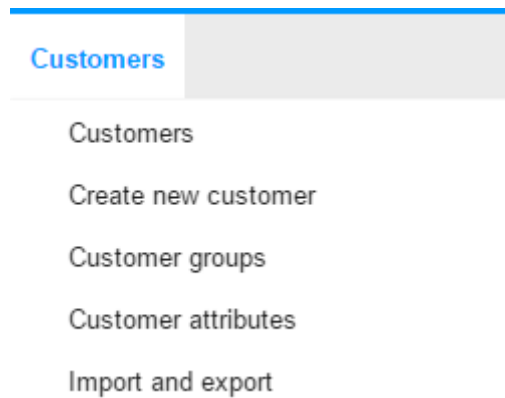
The Orders menu is where you can manage new orders, manually create new ones and connect with order specific settings.



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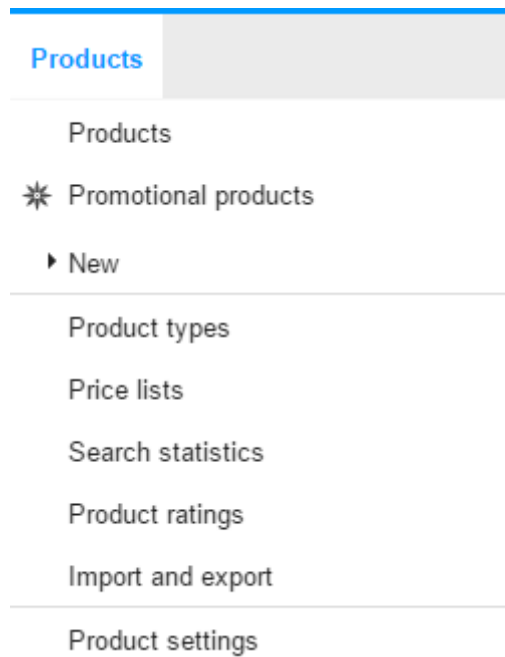
## Customers

The Customers menu is where you will be able to manually create new customers, manage existing customers, define groups of customers and access customer specific settings.



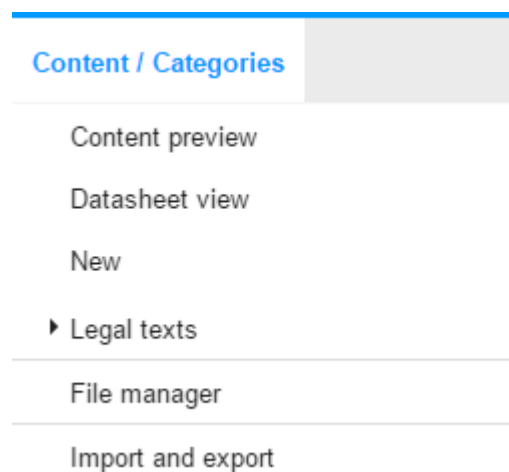
## Products

Through the products menu you can create new products and logically group them. You can also use this menu to promote certain products allowing them to appear more prominently on your store.



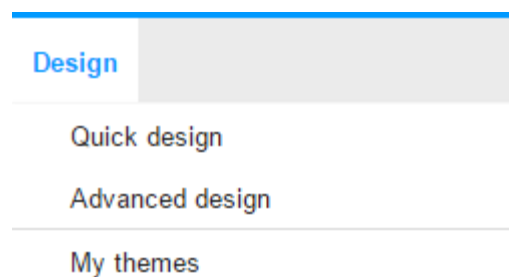
## *Content/Categories*

This will allow you to organise the structure of your store.



## *Design*

The Design menu will allow you to change the appearance of your individual store pages such as the colours being used, fonts, text size and images being used.






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## Marketing

Promoting and monitoring the reach of your store is important to its success. The Marketing menu allows you to create newsletters, vouchers, connect to social media, eBay, Google AdWords and Google Analytics.

Marketing	
Overview	
Newsletters	
Coupons	
Product recommendations	
Product enquiries	
etracker - Statistics	
Google Analytics	
Product portals	
Social Web	
Google AdWords	
Search Engine Optimization (SEO)	
 eBay items	
Trusted Shops	
SafeBuy	

## Apps & Themes

The App & Theme Store offers additional functions and design templates with which you can make your shop even more successful.

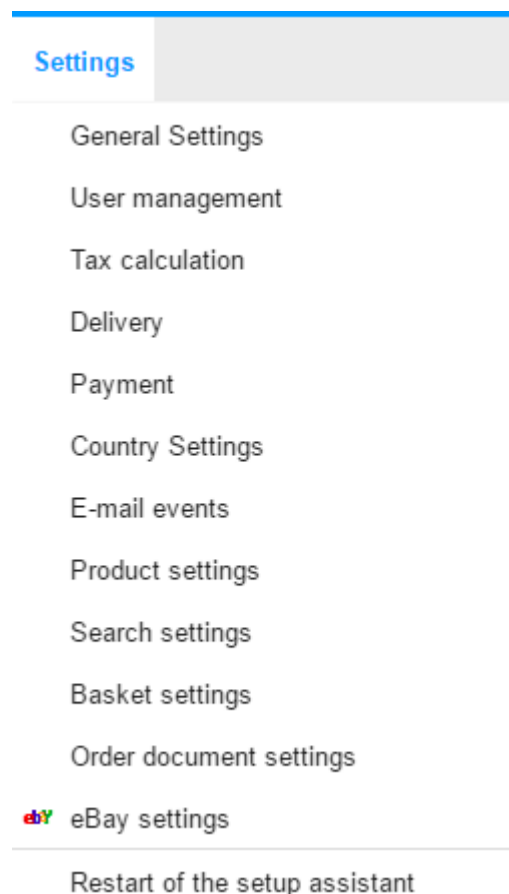
Apps & Themes	
App Store	
Theme Store	

When using apps and themes you will be forwarded to products offered by third-parties. There you may incur further costs for which you will be billed separately. The support for apps and themes is provided solely by the relevant third-party provider.

## Settings

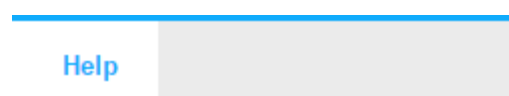
Many settings can also be accessed from their relevant menu already mentioned. The Settings menu puts them all in one place.

Restarting the setup assistant will walk you through your initial decisions. The basic theme, brand colour and setup information. None of your customers / orders will be lost.



## Help

If you get stuck at any point, the Help menu will connect you to the Fasthosts support site, and the many Guided tours available.

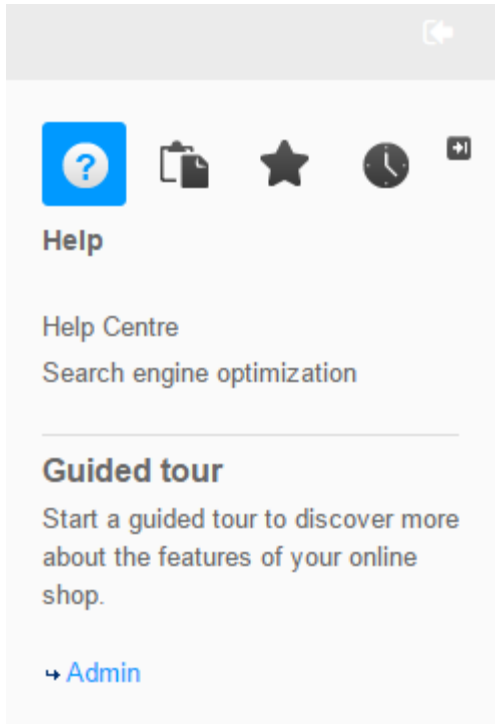


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## Sidebar

The side bar can be popped in and out to give you access to:

- The Help centre and Guided tours.
- Your Tray onto which you can store an item for use later.
- Your Favourite pages.
- A History of your activity.



## 3. Work area

The working area occupies the rest of the page. This will present the various screens and options where you will perform the majority of your work.

As well as the primary work area, there are three additional sections that can appear, depending on what you are doing.

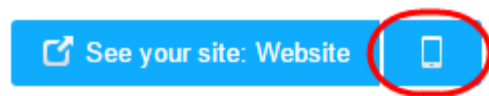
1. The Side bar will appear on the right of the work area when selected.
2. When changes are made, the Save / Update / Apply / Cancel options will float at the bottom of the page.
3. Some pages will also feature Related topics which provide you quick access to related settings, screens or information.

## Previewing your eShop

To preview your store in a browser select the *website* preview button in the Administration area of your website:



To preview how your store will look on a smartphone, select the *mobile* preview button in the Administration area of your website:



## eShop page cache

### What is page cache?

The loading speed of your website is an important success factor. If your website takes too long to load, customers can be put off and may look elsewhere.

How quickly your website loads is also an influencer for SEO. Google and other search engines bias their rankings according to how quickly a site loads.

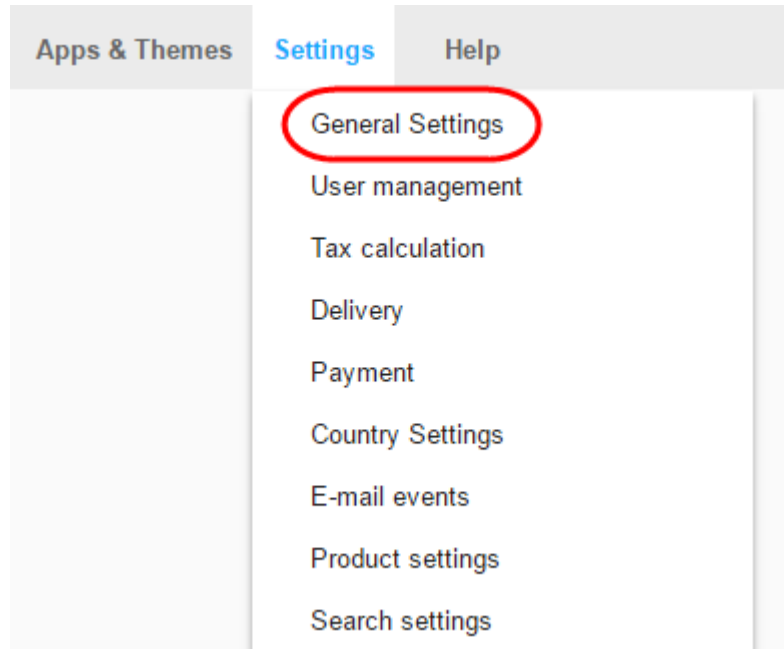
The page cache is a practical way of reducing the load time of your site. You can select certain pages of your website to be temporarily cached. These cached pages are displayed faster, however they cannot display live information. If a cached page requires information from a database, then it will display that information from the point in time it was cached. Another consideration is that should you update a cached page, it will not automatically update until the page cache is updated.

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## How to enable or disable page cache settings

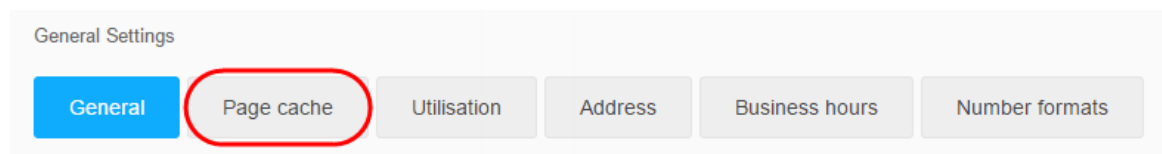
### Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



### Step 2

Then select **Page cache**.



### Step 3

Enable the option **Activate page cache...**

☒ Activate page cache and use the following settings for the validity period of pages

Pages	Validity
Home page	1 day ▼
Categories	1 week ▼
Product detail view	1 day ▼
Text pages detail view	1 week ▼

SaveUpdate immediately

### Step 4

**Save** the changes.

## What types of pages can I cache?

Pages	Caching includes
Home page	The homepage of your shop
Categories	New categories, new pages, pages such as legal notice and T&C.
Product detail view	New products, price changes, stock levels, new product images.
Text pages detail view	New product descriptions and category texts.

## How do I find the right interval?

The general rule of thumb is that the longer the interval, the faster a page will load.

To help you find the right interval for the different types of pages, think about how often you update your site. If you change the prices of your products once a week, you could set the interval for Categories and Product detail view to 1 week.

---

## How to update the entire page cache of your website

You can also manually force all cached pages to update. This is always a sensible thing to do if you have made large-scale changes or have added new products.

In the Administration area select **See your site: Website**. A preview of your site will open in a new window and the page cache will be fully updated automatically.



### Things to consider

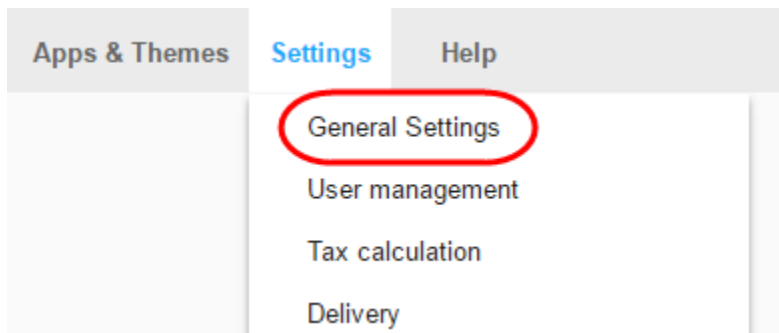
- **The page cache does not apply** to the shopping basket or "My account" as these pages require real time data.
- **The page cache does not apply** to logged-in customers. These customers always see the latest version of all pages.
- Caching of the product detail page can lead to potential customers seeing cached stock levels.
- It is recommended that while you are setting up your website, you initially disable the page cache so that all changes can be seen immediately.

# Making your eShop live

Once you are happy with your store and are ready to make it live, its always a good idea to preview how it will look before you publish it. You can see how to preview your store in this previous section of the document.

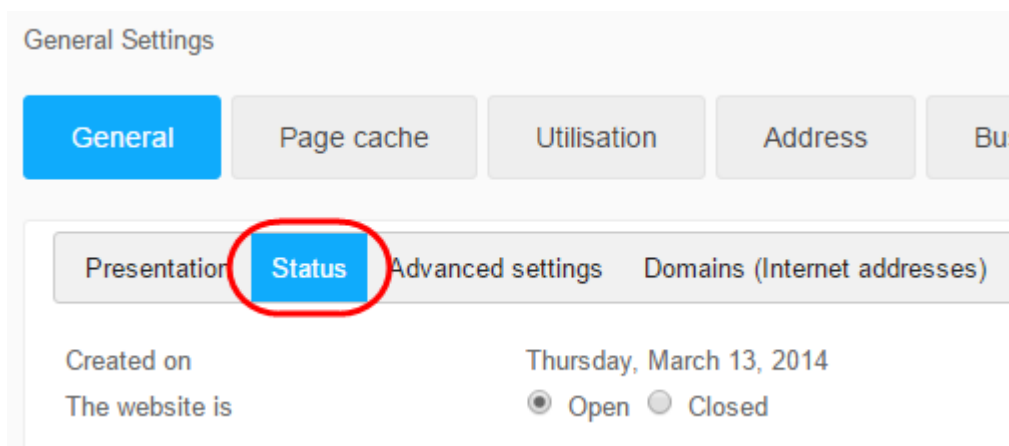
## Step 1

When you are ready to launch your store or any changes you have made, select **Settings** from the Administration area in the main menu and then **General settings**.



## Step 2

Select **Status**.

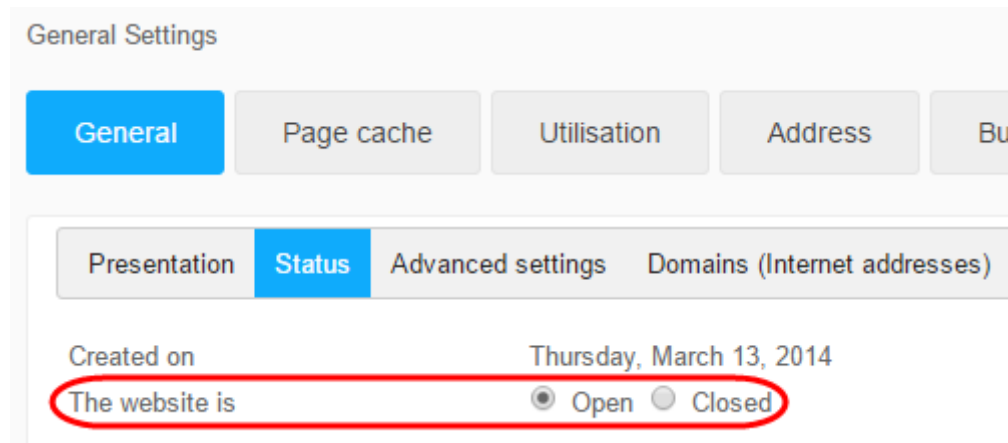




---

### Step 3

Next to *The website is*, select the option **Open**.



General Settings

General Page cache Utilisation Address Bu

Presentation **Status** Advanced settings Domains (Internet addresses)

Created on Thursday, March 13, 2014

The website is ☒ Open ☐ Closed

### Step 4

Click **Save** to save the changes. Your eShop will now be live.

## Searching within the eShop administration area

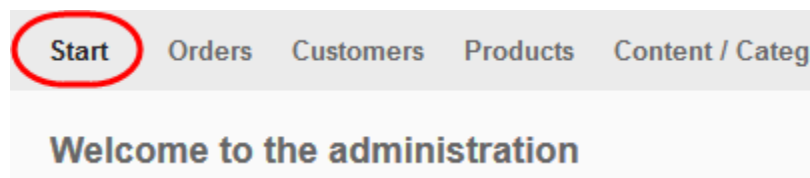
There are several ways to locate a specific Order, Customer or Product. You can use the search widget available on your Dashboard, or use the more advanced search features.

### Searching from the Dashboard

Your eShop dashboard allows you to add several useful widgets. One of the default widgets will provide a search tool to quickly locate Products, Customers and Orders.

### Step 1

In the Administration area, click **Start** from the main menu.

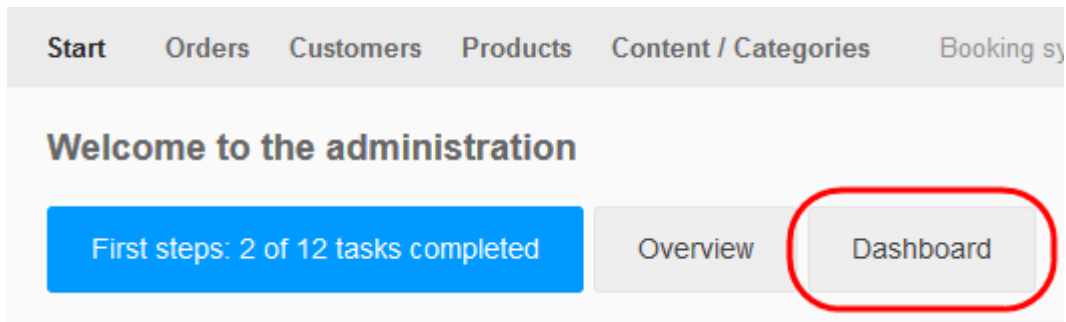


**Start** Orders Customers Products Content / Categ

Welcome to the administration

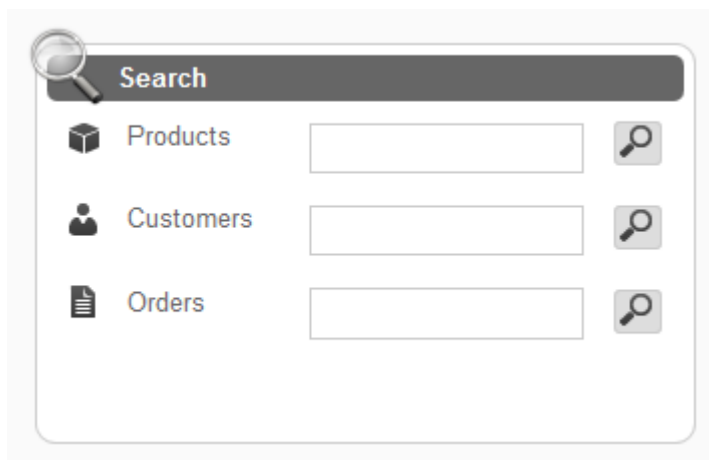
## Step 2

Select **Dashboard**.



## Step 3

Use the widget to locate your specific Product, Customer or Order.



## Step 4

If you then click search in the widget, the advanced search feature will appear allowing you to fine tune your results.

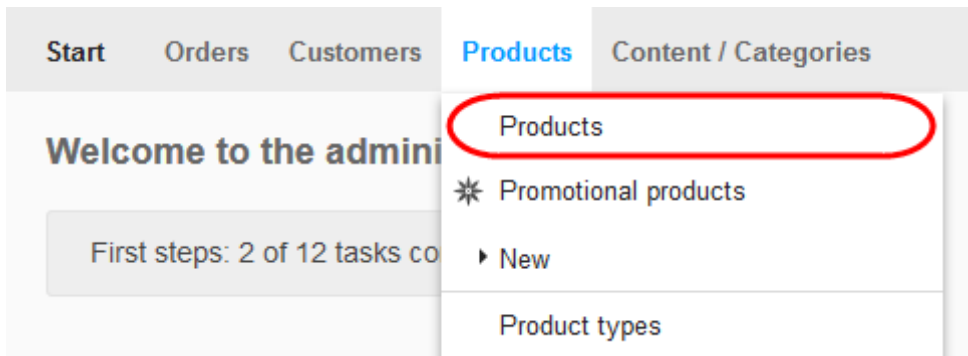
## Using advanced search features

Advanced searches offer more search criteria and will therefore yield more precise search results.

Advanced searched can be accessed from the specific area you want to search.

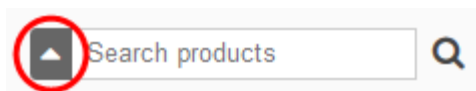
### Step 1

Select which area you wish to search. For Products, this would be **Products** from the **Products** menu.

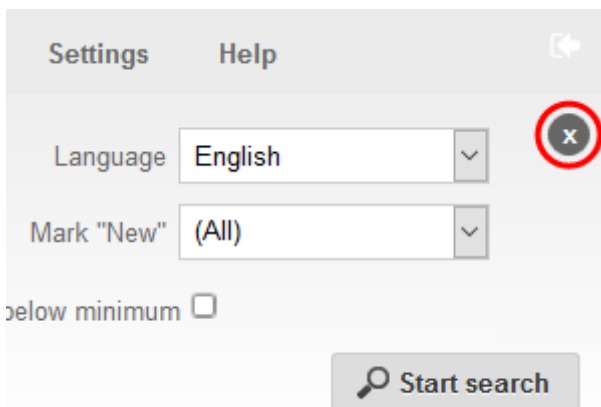


### Step 2

Switch from a quick search to advanced by selecting the arrow symbol to the left of the search field:



To close the Advanced search and revert back to a quick search, select the close symbol.



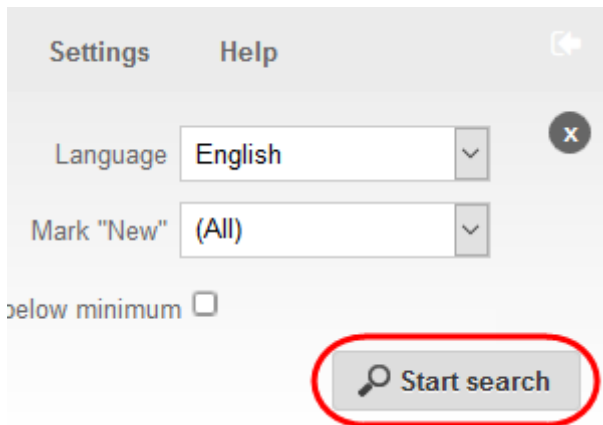
### Step 3

Fine tune your search criteria by defining the various search parameters.

Products, Customers and Orders will each have different search options.

## Step 4

Click **Start search**.



The screenshot shows a search settings panel with a light gray background. At the top, there are two tabs: 'Settings' and 'Help', with a back arrow icon to the right. Below the tabs, there are two dropdown menus. The first is labeled 'Language' and has 'English' selected. The second is labeled 'Mark "New"' and has '(All)' selected. To the right of these dropdowns is a circular close button with an 'x' icon. Below the dropdowns, there is a checkbox labeled 'below minimum' which is currently unchecked. At the bottom of the panel, there is a button labeled 'Start search' with a magnifying glass icon to its left. This button is highlighted with a red oval.

## Tips for advanced search

- If you use multiple input fields for the search, the only results that will be displayed are those that match all your search criteria.
- You can use the Language selection field to determine the language of the text that you are searching for.
- It does not matter whether upper or lower case letters are used.
- If you offer products with variations that have the same name and price, these products will be displayed more than once in the search. However, these are merely different variations of this product.

---

## Sorting and ordering lists

You can change the order in which items that appear in a list on your shop are displayed. Your eShop provides a Sort Order that will appear when you can manually configure a list, and will define the order in which they are presented in your shop.

The most likely place where you could encounter ordering is with Promotional Products. You can use ordering to then control the order in which your products are promoted. You could, force a "new" product to appear at the top of this list and a loss leader can be configured to be displayed second.

### Step 1

In the **Sort order** column, you will see the display order currently given to the items in the list. The lower the value, the nearer the top of the list it will appear.

### Step 2

In our example below there are 3 items in our list and their **Sort order** values are incrementing by 10.

Sort order
10
20
30

### Step 3

If you then added an additional item, it would default to the bottom of the list and have a **Sort order** value of 40.

Sort order
10
20
30
40

### Step 4

If you wanted to then move this new item into the 2nd position in the list, you can simply give it a value between 10 and 20.

Because 15 is between 10 and 20, your eShop will know where you want to reposition the item.

Sort order	
	10
	20
	30
	15

### Step 5

**Save** the changes.

### Step 6

The Sort order will then reorder itself, and your items will be in your defined order.

## Using the file manager

The **File manager** lets you manage your website files and will open automatically at different points in the Administration area.

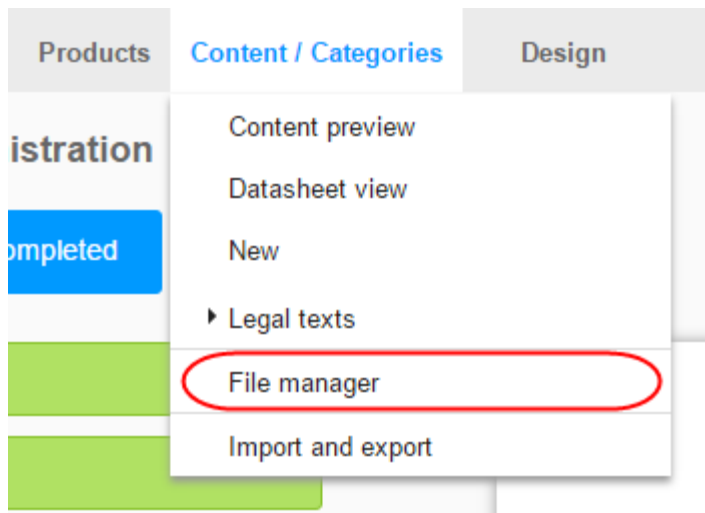
Not only will it appear in specific location such as selecting a new logo or background image, you can also open the file manager manually. Once you have access to the file manager you can use it to manage and maintain your files.

---

## Access the File manager

### Step 1

Select **Content / Categories** in the Administration area in the main menu and then select **File manager**.

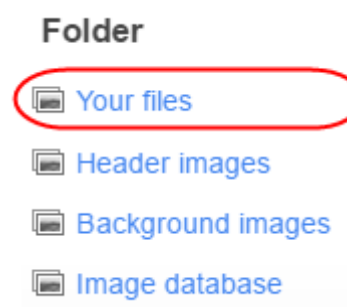


## Uploading one or more files

You can only upload files to the *Your files* folder, and its sub folders.

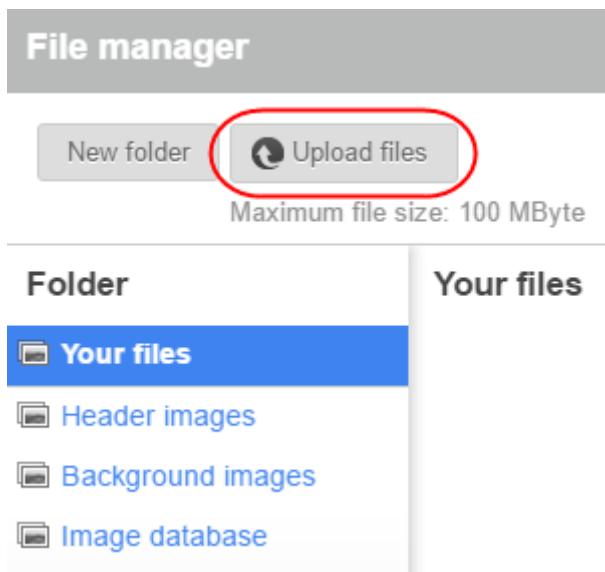
### Step 1

On the left under *Folder* select the desired folder into which you want to upload the file



## Step 2

At the top of the screen, select **Upload files**.



## Step 3

On your computer select the file(s) that you wish to upload.

To select multiple files simultaneously, press and hold the **CTRL** key.

## Step 4

Confirm the selection of files.

The files have been uploaded to the desired folder and you can now select them.



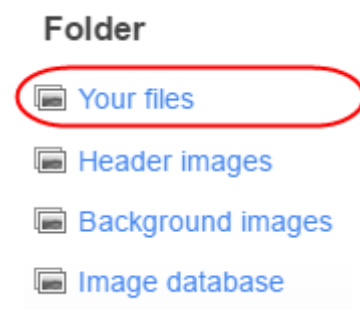
---

## How to create a new folder

You can only create other folders within the folder, **Your files**, and its sub folders.

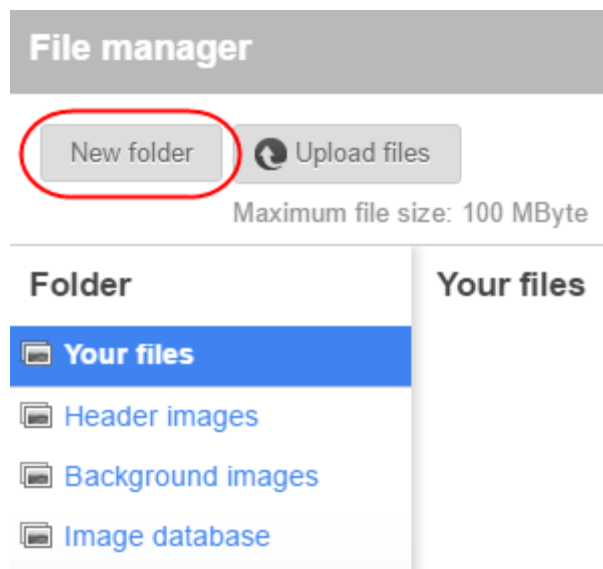
### Step 1

On the left-hand side, select the Folder in which the new folder is to be created.



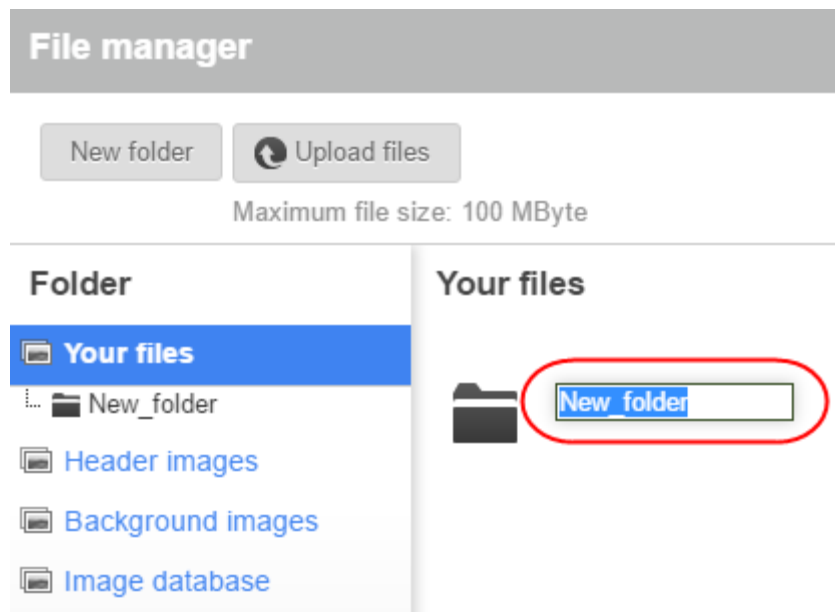
### Step 2

In file manager, select **New folder** at the top.



### Step 3

Enter a name for the new folder.

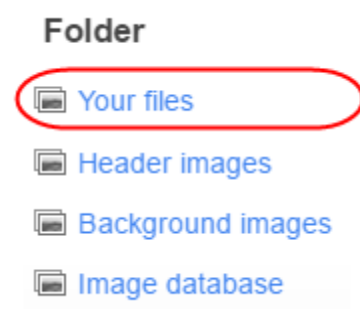


## How to delete a file

You can only delete files within the folder **Your files** and its sub folders.

### Step 1

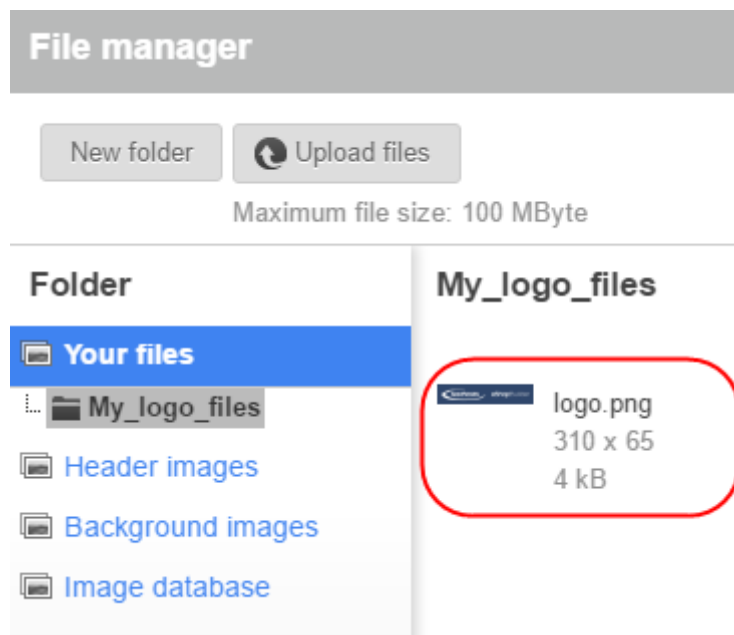
On the left-hand side, select the folder containing the file.



---

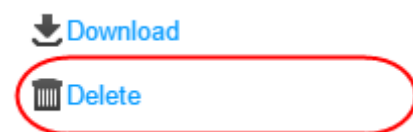
## Step 2

Select the file you want to delete.



## Step 3

Under **Preview** select the link **Delete** and confirm it.

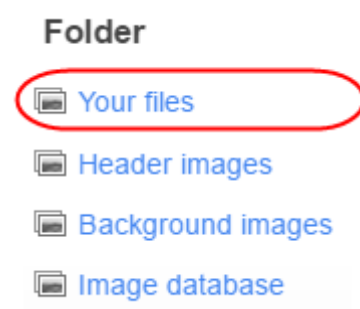


## How to download a file

You can only download files from the folder, **Your files**, and its sub folders.

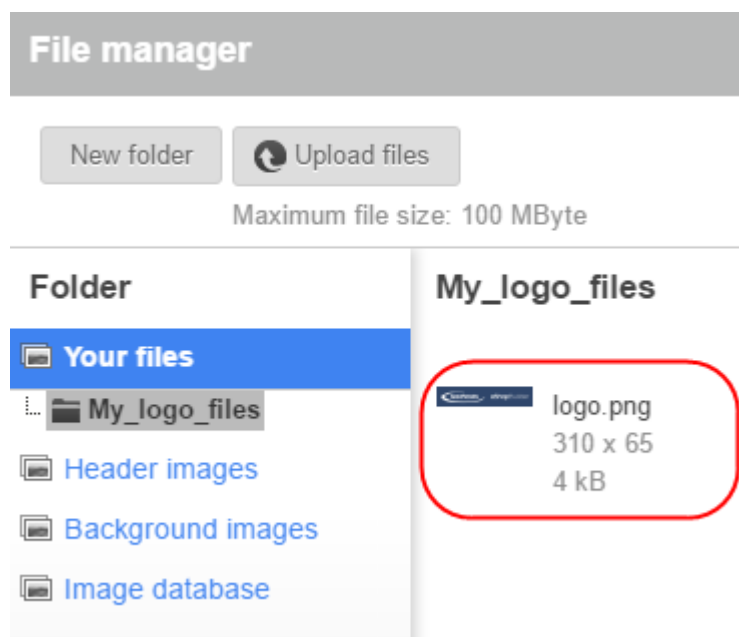
## Step 1

On the left-hand side, select the folder containing the file.



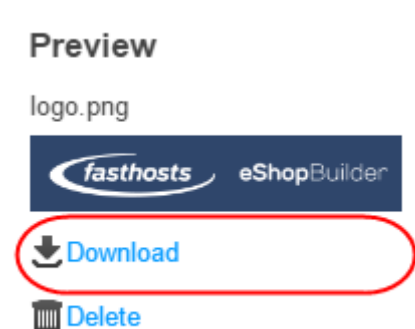
## Step 2

Select the file in the centre of the screen.



## Step 3

Under **Preview** select the link **Download**.



## Step 4

Save the file on your computer.

---

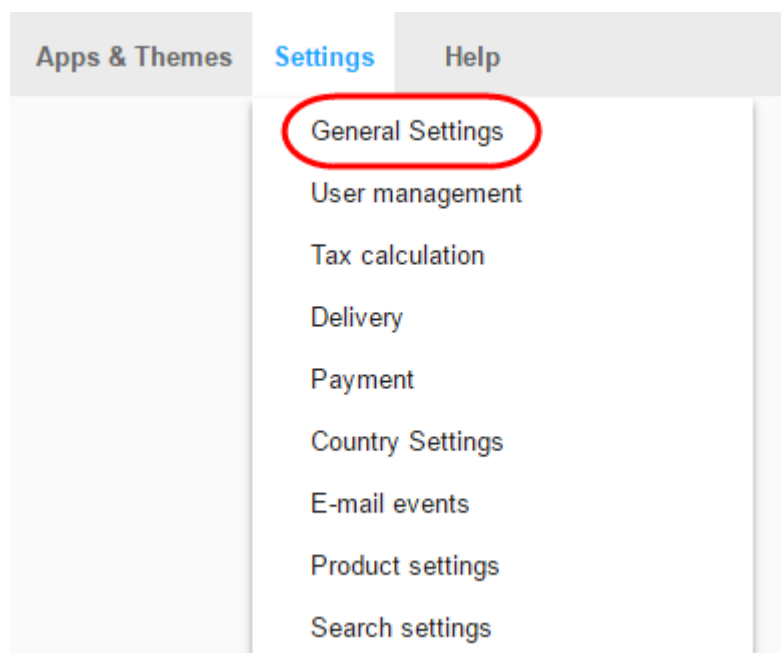
## Checking your eShop utilisation

Depending on the product package that you have purchased, the resources available to your online shop may be limited. These resources include:

- The functions available.
- The number of products in your online shop.
- The number of pages that you can create.
- Storage space available to your store.
- The size of the Gallery.

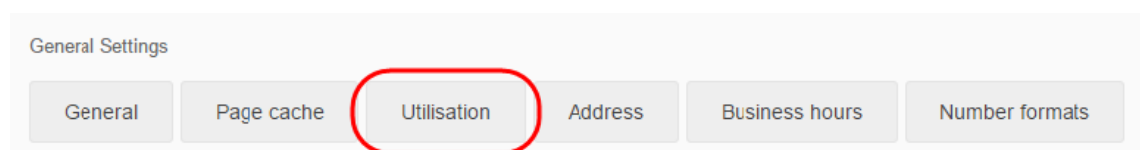
### Step 1

In the Administration area, select **Settings** and then **General settings**.

















### Step 2

Select **Utilisation**.



### Step 3

Here you see the utilisation of the resources of your online shop. Additional information will appear if you move your cursor over the icon.

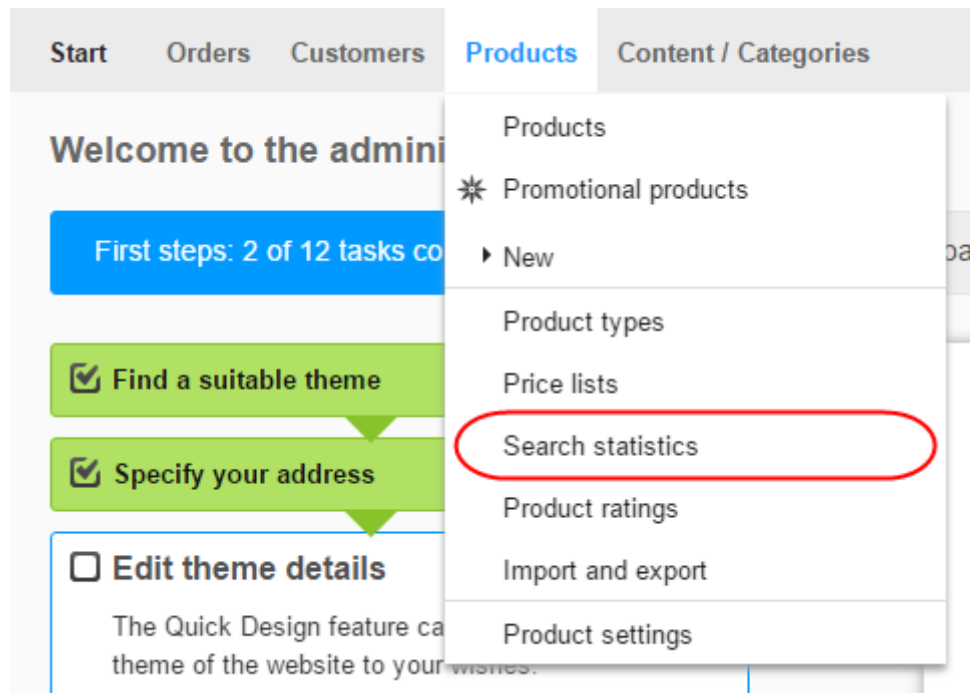
Resource	Utilisation
Storage space for your files	  0 kByte of 2,097,152 kByte
Subcategories	 
Pages	  6 of 1,000
Mobile view for Smartphones	 
Sitemap	  0 of 1
Image galleries	  0 of 1,000
User-defined forms	 

---

## Viewing customer's search history

### Step 1

From the Administration area, select **Products** and then **Search statistics**.



### Step 2

You will now see an overview of the most frequently used search terms.

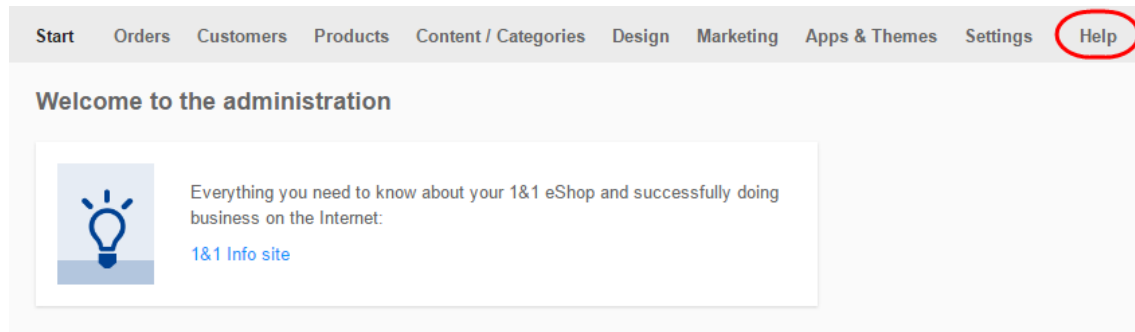
By regularly keeping a track of what is being searched for, you can consider adding new products to your store or reorder lists of products to make the more popular items appear nearer the top.

# Finding the version of your eShop

We regularly update your ePages shop software. Sometimes it might be helpful to know the version of the software that your shop is currently running on.

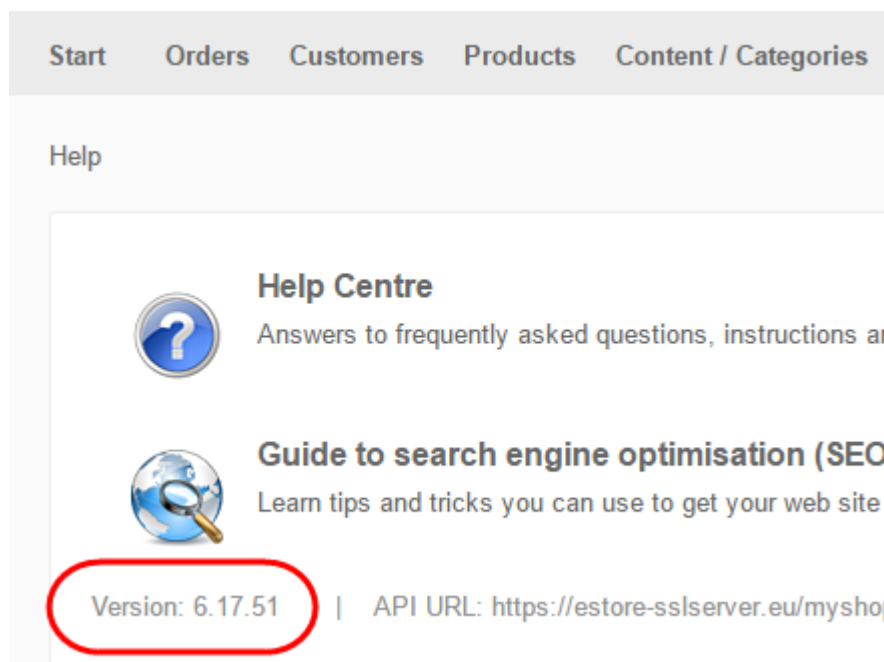
## Step 1

Select **Help** in the Administration area.



## Step 2

At the bottom of the Help page, you can see the version your shop is running on.



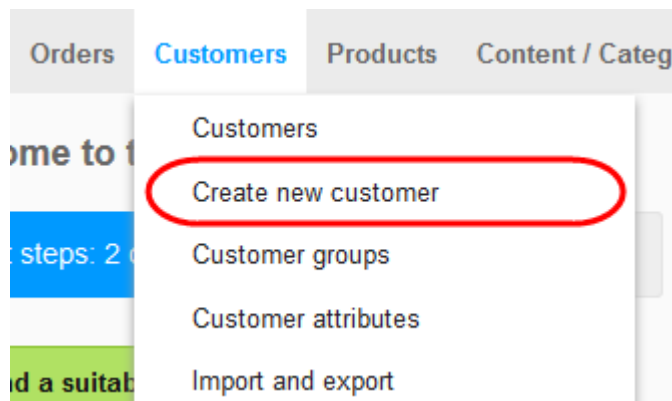
# Manually creating a customer account

When new customers make a purchase through your eShop, they will create their own accounts. If you accept orders over the phone, then it may be necessary to manually create a customer account before accepting an order.



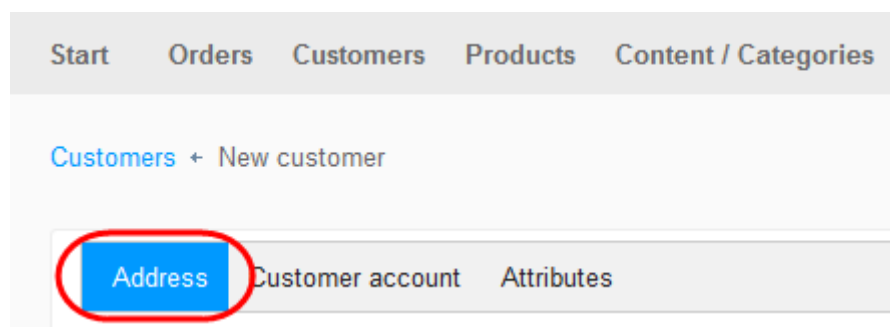
### Step 1

In the Administration area in the main menu, select **Customers** and then **Create new customer**.



### Step 2

Enter the personal details of the new customer via the Address tab.



**Important:** Fields marked with ( \* ) are mandatory.

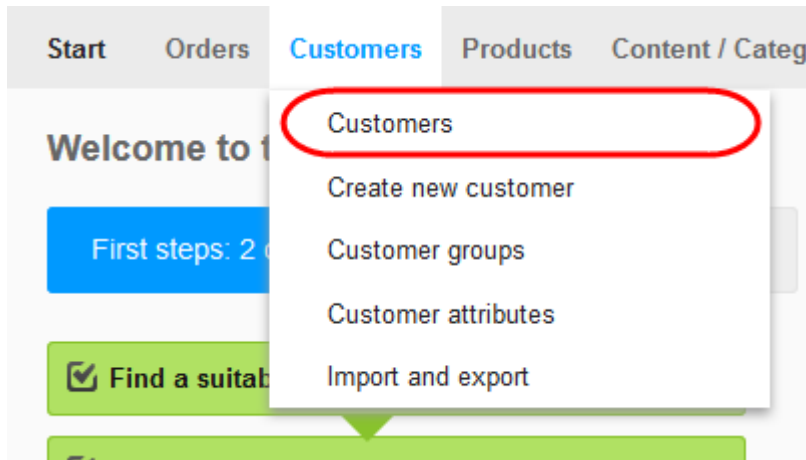
### Step 3

**Save** the changes. The customer account is now created.

## Enable the customer to log in to your online shop

### Step 1

In the Administration area in the main menu, select **Customers** and then **Customers**.

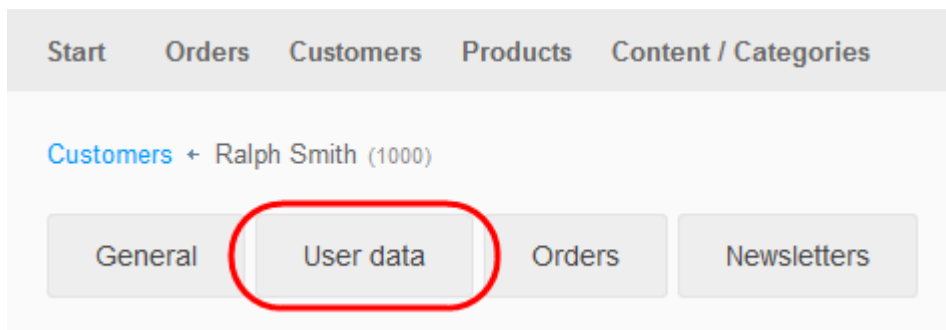


### Step 2

In the table, select the **Customer no.** of the customer that you wish to edit.

### Step 3

Select **User data**.



---

## Step 4

Select the button **Create user account**.

E-mail address *	<input type="text" value="ralph@ralphsdomainname.com"/>
Name *	<input type="text" value="Ralph Smith"/>
Allow sign in	<input checked="" type="radio"/> Yes <input type="radio"/> No
HTML e-mails	<input checked="" type="radio"/> Yes <input type="radio"/> No
Language	<input type="text" value="English (United Kingdom)"/> ▼
Currency	<input type="text" value="£ Pound Sterling"/> ▼
<input checked="" type="checkbox"/> Send user a request to enter a password by e-mail	
<input type="button" value="Create user account"/>	

## Step 5

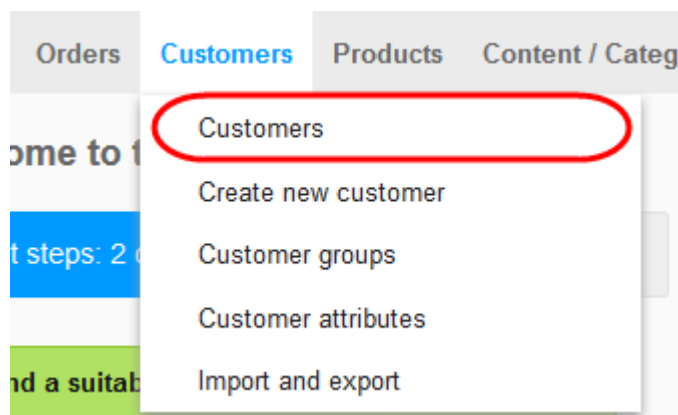
The customer will now receive an e-mail to help them set a password for their user account.

The customer can now login to your shop to edit their details and place orders.

# Editing customer data

## Step 1

In the Administration area in the main menu, select **Customers** and then **Customers**.



## Step 2

The table displays all the customers of your online shop. Select the customer whose data you want to edit.

## Step 3

You can now edit the selected customer's data and **Save** your changes.

The screenshot shows a web interface for editing a customer's data. At the top, there is a navigation bar with tabs: Start, Orders, Customers, Products, and Content / Categories. Below this, the breadcrumb path is 'Customers + Ralph Smith (1000)'. There are four main tabs: General (highlighted in blue), User data, Orders, and Newsletters. Under the General tab, there are three sub-tabs: Address (highlighted with a red circle), Customer account, and Attributes. The Address sub-tab contains the following form fields:

Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female
Salutation	<input type="text" value="Ralph"/>
Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Ralph"/>
Middle name(s)	<input type="text"/>
Surname	<input type="text" value="Smith"/>

---

# Customer groups

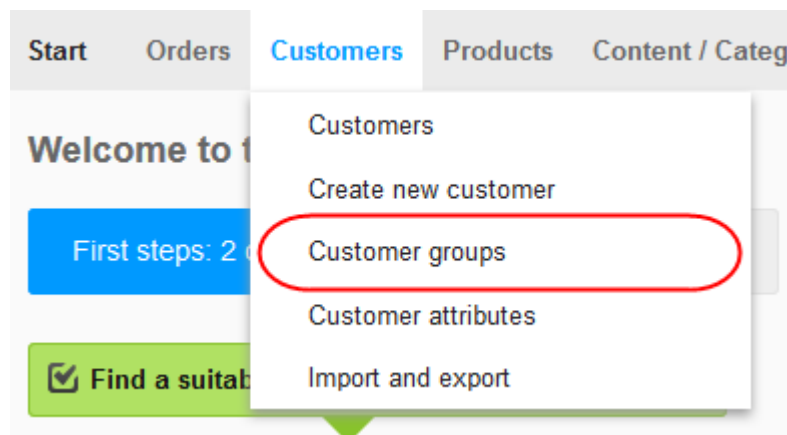
Customer groups enable you to offer a variety of benefits to selected customers.

You could offer individual customer groups special prices, payment methods, or use them to send a specific newsletter.

## Creating a customer group

### Step 1

In the Administration area in the main menu, select **Customers** and then **Customer groups**.



### Step 2

The table shows the customer groups that currently exist. At the foot of the table in the **Customer group** column, enter the name for the new customer group.

### Step 3

**Save** your data.

## Step 4

In the columns *Default for new registration* and *Default for ordering without registration*, specify whether customers are automatically assigned to this customer group for the case in question.

<input type="checkbox"/> Customer group	Default selection for new registration	Default selection for ordering without registration
<input type="checkbox"/> New customer	<input checked="" type="radio"/>	<input checked="" type="radio"/>
<input type="checkbox"/> Regular customer	<input type="radio"/>	<input type="radio"/>
<input style="border: 1px solid #ccc; width: 100px; height: 20px; display: inline-block; vertical-align: middle;" type="button" value="+"/> <input style="border: 1px solid #ccc; width: 100px; height: 20px; display: inline-block; vertical-align: middle;"/>		

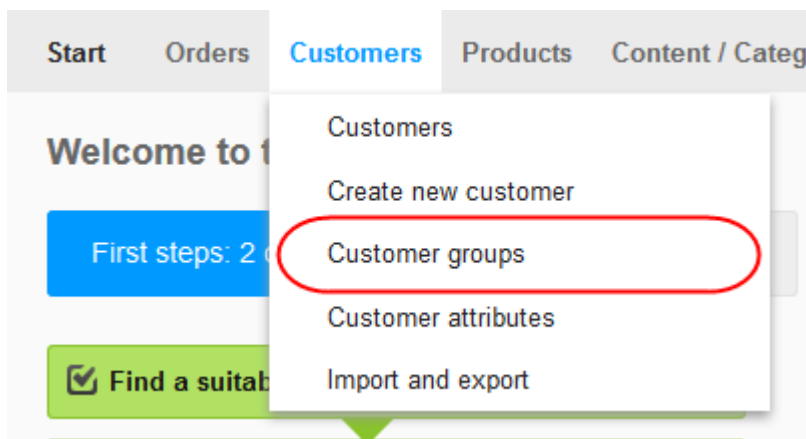
## Step 5

**Save** your data.

## Display the customers in a customer group

### Step 1

In the Administration area in the main menu, select **Customers** and then **Customer groups**.



### Step 2

Select the magnifying glass symbol next to the ID of a customer group. The system displays all customers assigned to this customer group.

---

## Importing and exporting data

You can import and export various types of data associated with your website. This feature is useful for moving data to between shops, or into ERP systems. It can also be used to take a quick point in time snapshot of your shop data for backup.

- [Export products.](#)
- [Export content/categories/pages.](#)
- [Export category product assignments.](#)
- [Export product types.](#)
- [Export cross-selling assignments.](#)
- [Export price lists and product discounts.](#)
- [Export customers.](#)
- [Export orders.](#)
- [Modify exported data.](#)
- [Import data.](#)



**Important:** Exported orders cannot be re-imported.

## What format can the data be imported or exported in?

Depending on the type of data involved, a variety of file formats can be imported or exported.

- **CSV:** A CSV file is a simple text file in which individual words are separated by a pre-set delimiter (such as a semi-colon). Each entry is shown as one line in the file. This is a popular format for editing data in applications such as Microsoft Excel or Open Office Calc.
- **TXT:** This is a simple text file that can be edited with the aid of a text editor or word processing system. **You can only Export this type of data.**
- **XML:** This is the standard file type used for processing data within ERP systems. **You can only Export this type of data.**

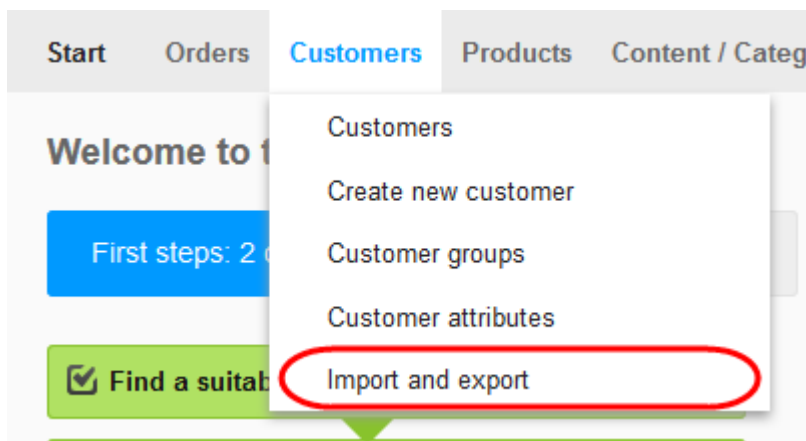
# Re-importing data

You can re-import exported and edited CSV files into your shop. During this process any changed data is transferred into the database associated with your website.

## Step 1

Within the Administration area navigate to the appropriate *Import and export* page.

- Select **Customers** within the main menu and then **Import and export**.
- Select **Products** within the main menu and then **Import and export**.
- Select **Content/Categories** within the main menu and then **Import and export**.



## Step 2

The Import and Export tool will display and allow you to configure your file.

A screenshot of the 'Import and export' configuration page. The page has a header with tabs: 'Start', 'Orders', 'Customers', 'Products', and 'Content / Categories'. The 'Customers' tab is active. Below the header, the title 'Import and export' is displayed. The main content area contains several configuration options, each with a dropdown menu and an information icon (i):

- Object Type: Customers
- Formatting: English / United Kingdom
- Encoding: Standard (ISO-8859-1)
- Delimiter: comma (,)
- Languages: All

Below these options is a 'CSV import file' section with a text input field and a 'Select file...' button. Below the input field, it says 'Maximum file size: 100 MByte'. At the bottom of the form are two buttons: 'Import' and 'Export'.

## Step 3



---

From the *Object Type* menu, select the type of data you want to import.

#### Step 4

From the *Formatting*, *Encoding*, *Delimiter* and *Languages* options, select the same settings you had selected when exporting the file. This will likely be the default settings.

#### Step 5

Next to the *CSV import file* box, click on the **Select file...** button. The maximum file size for the import file is shown underneath the button.

#### Step 6

Select the file from your computer and open it.

#### Step 7

Only once you have chosen your input file will the Import button become selectable. Select **Import**. The file will now be imported and you will see the progress of the import.



**Important:** Exported orders cannot be re-imported.

## Adding custom code

You can use the services of third party providers who offer additional features or other services related to your website. For some of those services such as Google Analytics, you need to add a code snippet to your website.

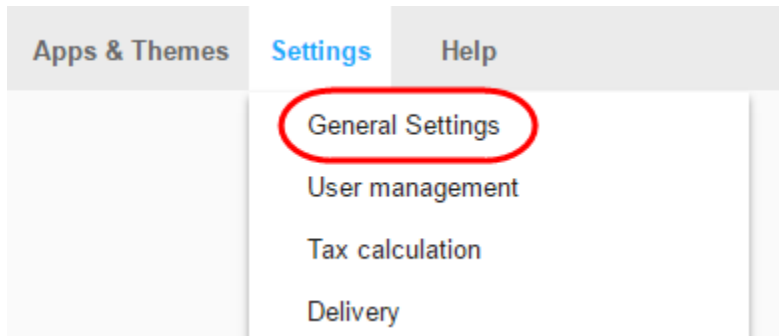
This guide will show you how to add a snippet into your website's HTML <HEAD> or <BODY> tags.

The code you add will be integrated into every single subpage of your website.

## Adding custom code in the HEAD area

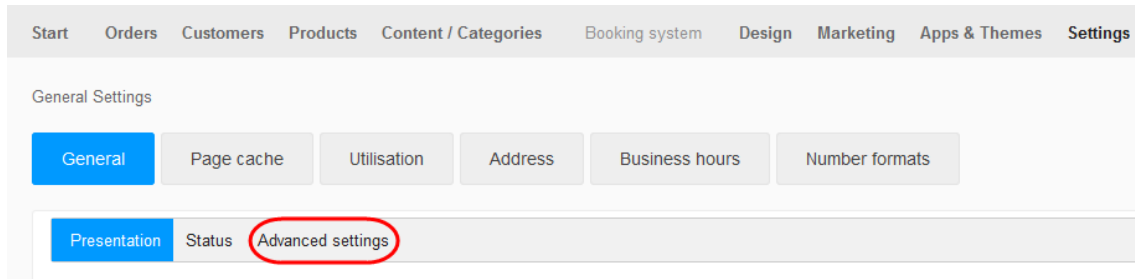
### Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



### Step 2

Select **Advanced settings**.



### Step 3

Enter the code snippet into the **HTML head area** field.

### Step 4

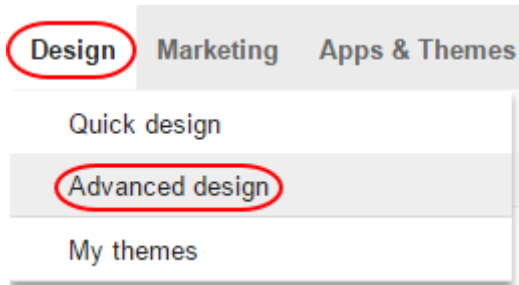
**Save** the changes.

---

## Adding custom code in the BODY area

### Step 1

In the Administration area in the main menu, select **Design** and then **Advanced design**.



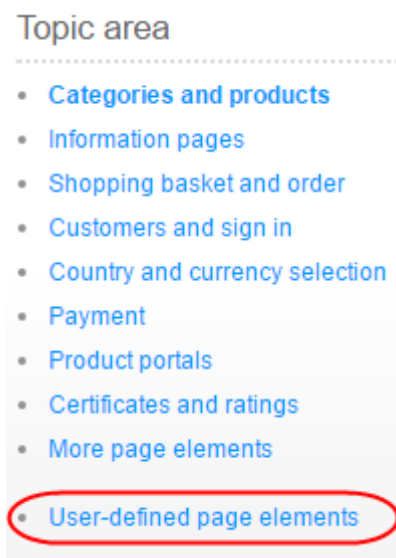
### Step 2

Click the plus sign to insert the page element in the area of your choice.



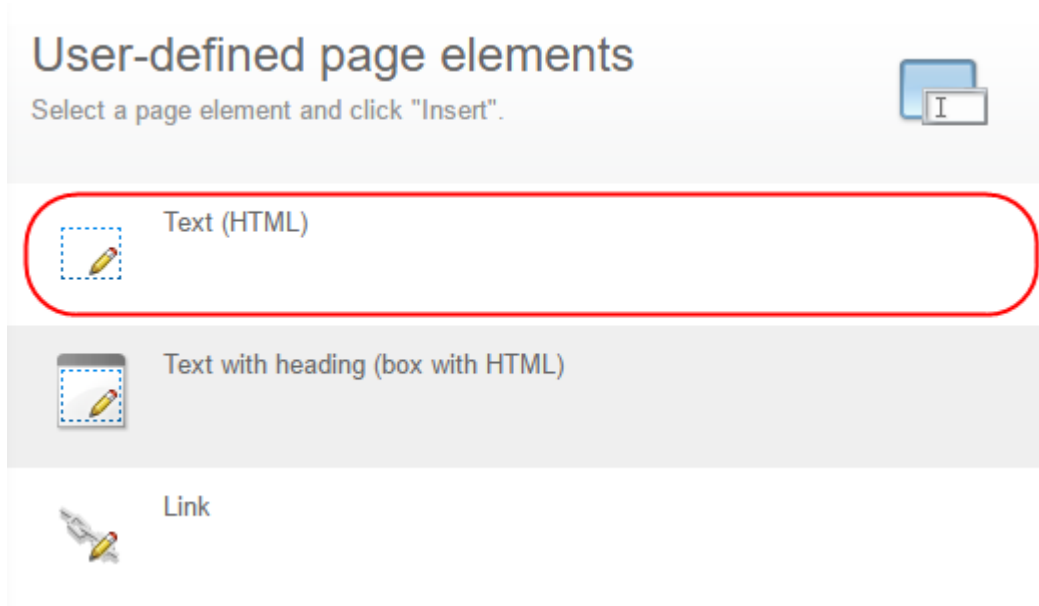
### Step 3

On the left below **Topic area**, select the link **User-defined page elements**.



#### Step 4

On the right, select **Text (HTML)**.

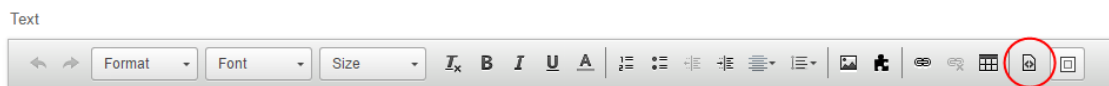


#### Step 5

Select **Insert**.

#### Step 6

Select the **Source** button.



#### Step 7

Paste the code snippet.

#### Step 8

Select **Apply**.

---

## Step 9

**Save** the changes to your design.



**Quick tip:** Always check if the implementation was successful and make sure that your website's design was not affected by it.

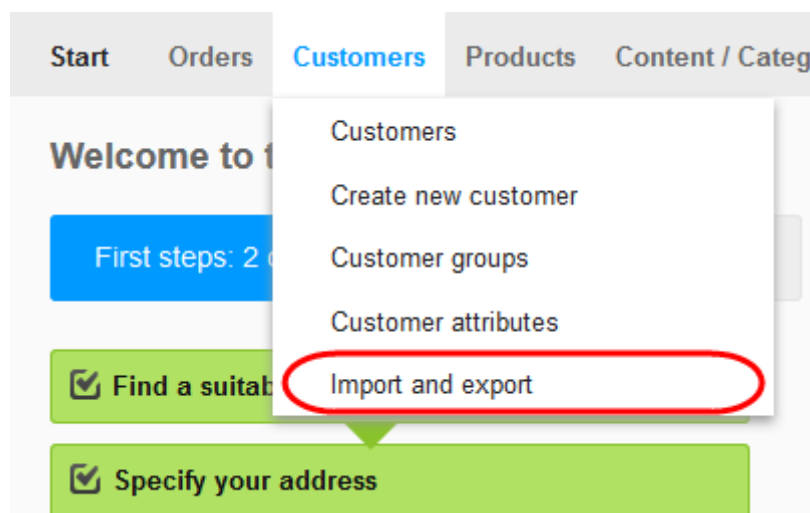
You can preview your site before you make your changes live.

## Exporting customers

You can export a list of your customers which you can then modify and re-import.

### Step 1

In the Administration area in the main menu **Customer** and then **Import and Export**.



## Step 2

On this page you can specify the various export settings and then start the export process.

Start Orders Customers Products Content / Categories

Import and export

Object Type Customers

Formatting English / United Kingdom

Encoding Standard (ISO-8859-1)

Delimiter comma (,)

Languages All

CSV import file

Select file...

Maximum file size: 100 MByte

Import Export

Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

We recommend not changing these.

Option	Description
Object type	Here you can determine what kind of data you want to export.
Formatting	Lets you specify country-specific formatting for the export file.
Encoding	The encoding determined by the character set used. This will be set to the default character set of the current language. If the data to be exported contains special characters, select the formatting Unicode (UTF-8).
Delimiter	This determines what character is used to separate the data in the export file. You should preferably use the comma (,) as a delimiter.
Languages	This will determine the language in which the data will be exported.

---

### Step 3

Choose **Export** . .

### Step 4

The export will begin. Depending on how many customers you have, this may take a few minutes.

## Editing exported data

You can edit exported data from your site including products and customers with an external application.



**Important:** Editing exported files using an external application is rather complicated and error prone. Therefore, read this article carefully before you edit a file and import it back.

We recommend for editing exported files in the CSV format, the freely available OpenOffice Calc program or Microsoft Excel.

## How are CSV files structured?

CSV stands for Comma Separated Values. It's a file format that describes a table of information, separating its cells with commas.

The first line will always contains the column names which are also separated by commas. The rest of the file is the actual data with each record being shown on a new line.

If you open a CSV file using an external application such as OpenOffice Calc or Microsoft Excel, the data will automatically be sorted into rows and columns.

## Editing CSV files

### Step 1

Export your data.

### Step 2

Open the exported file using an application such as OpenOffice Calc or Microsoft Excel.

### Step 3

If asked, you may need to make some adjustments to the settings when opening the file.

Setting	Description
Charset/Encoding	Select the character set with which you previously exported the file.
Language	Select the language with which you have previously exported the file.
From line	Leave the value here 1 set.
Separating options	Select Separated and the separator, with which you have previously exported the file in the administration area of your site (usually semicolon ). Also select summarized field separator . The text should separator to " stay tuned.
Fields	Here you can see a preview of the table. Select any field in the preview and press on your keyboard simultaneously Ctrl and A to select all fields in the table. Then select the column type text from.

### Step 4

Once you have finished making your changes you will need to save the file.

### Step 5

Save the file in **CSV format**. You can now import your updates.



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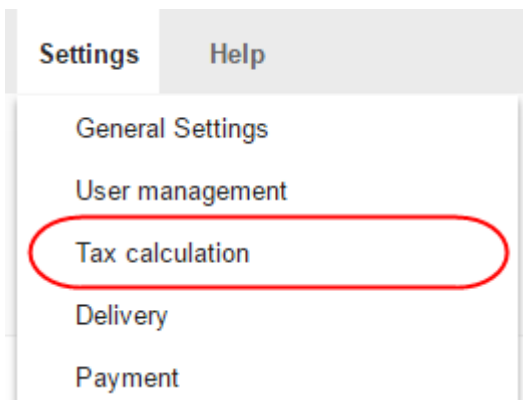
## Displaying pre-tax prices

If you sell to businesses, you can view your prices excluding VAT. If you sell direct to customers, you can also display your prices inclusive of VAT.

### Show prices excluding VAT

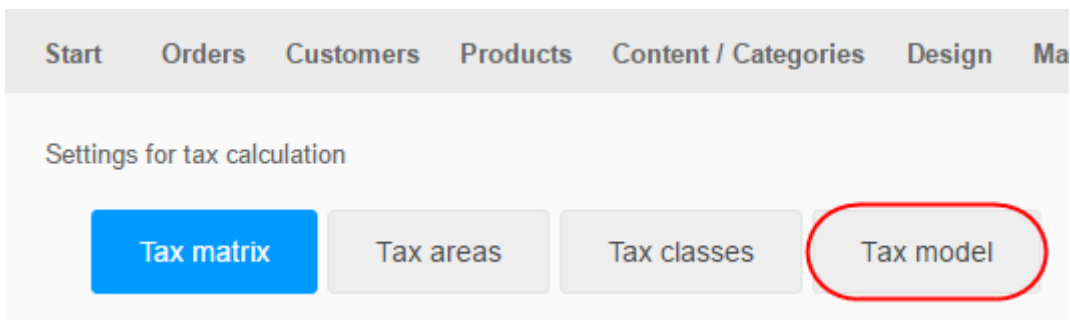
#### Step 1

Select **Settings** in the Administration area in the main menu and then select **Tax calculation**.



#### Step 2

Select **Tax model**.



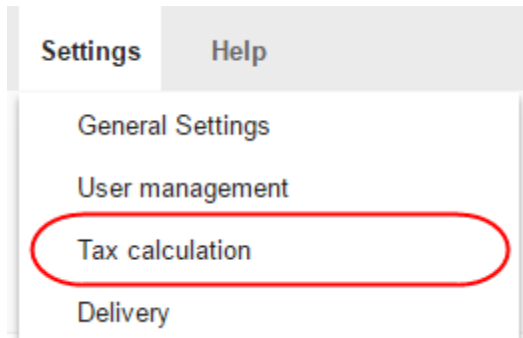
#### Step 3

Under the section *Prices are calculated and displayed in the shop based on* choose the **net prices (Prices exclude VAT)**.

## Show prices inclusive of VAT

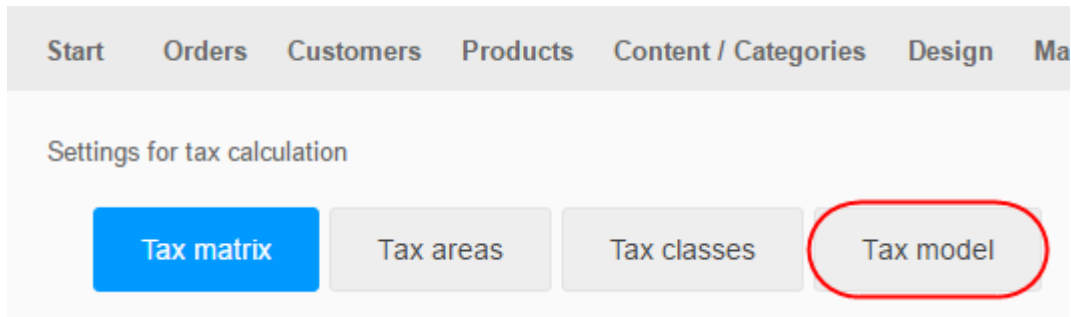
### Step 1

Select **Settings** in the Administration area in the main menu and then select **Tax calculation**.



### Step 2

Select **Tax model**



### Step 3

Under the section *Prices are calculated and displayed in the shop based on* choose **gross prices**  
(Prices include VAT)

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## Using the App store

The App & Theme stores offers additional functions and design templates with which you can make your shop even more successful.

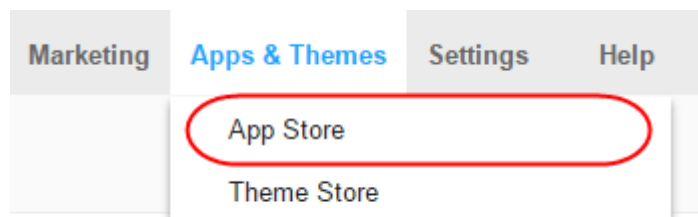
There are various apps which can enrich your content and design, help with marketing, sales, customer service and social media, and others to help you keep on top your our accounting, reporting, shipping, statistics and SEO.

When using *Apps or Themes* you will be forwarded to products offered by third-parties where you may incur further costs for which you will be billed separately. The support for any apps and themes is provided solely by the relevant third-party provider.

## How to use the App store

### Step 1

In the Administration area in the main menu, select **Apps & Themes** and then **App Store**.



### Step 2

Click on one of the Apps to get more information including videos, features, support information and any prerequisites required.

### Step 3

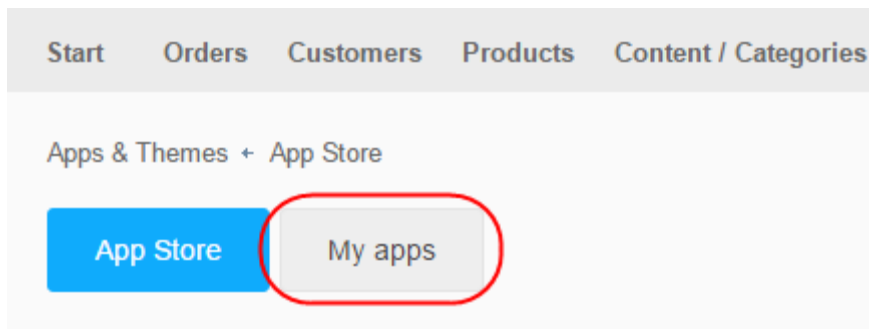
To use one of the Apps, click the **Open** or **Install** button on the right.

### Step 4

For assistance installing and configuring your App, please refer to the support provided by the App developer.

## How to get an overview of your installed apps

To see a list of all apps currently installed, select **Apps & Themes**, then **App Store** and then **My apps**.



## How to add a code snippet to your website

Some of the apps require you to add a code snippet to your website.

## How do I get support for an app?

To get help for one specific app, please contact the app's developer. In the App Store you can find contact information and links for every app.

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# Design

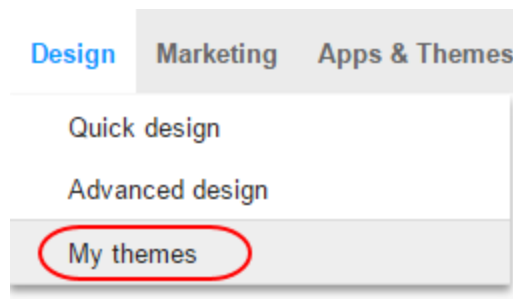
## Customising themes

You can customise any of the premade themes available. Before you customise a theme it is recommended that you create a backup first.

### Create a Backup theme

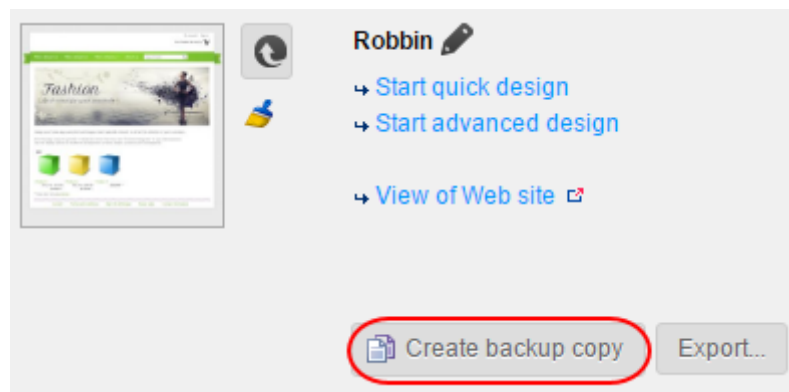
#### Step 1

In the Administration area in the main menu, select **Design** then **My themes**.



#### Step 2

Click **Create backup copy** under the theme that is currently in use.

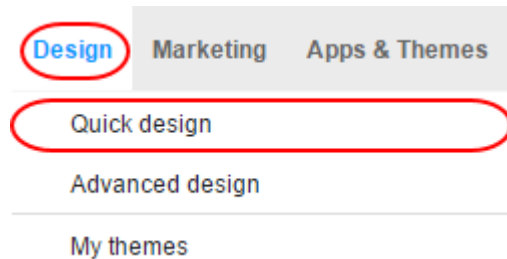


The backup copy will appear in the list under *Other themes*. All the changes you make now only apply to this new theme and not directly to your website's current design.

## Quick design

### Step 1

Under *Design* click **Quick design**.

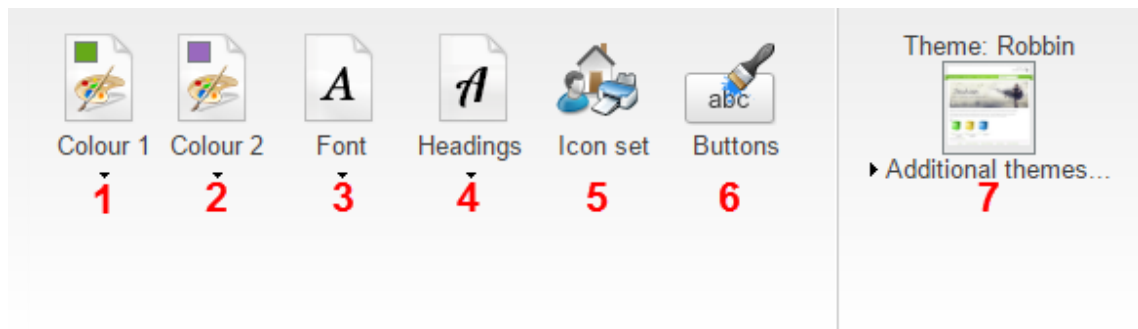


### Step 2

At the top of the *Quick Design* page, you will see the Multifunction bar, from which you can select various options. We've broken up the left and right sections of the bar and covered the options available:



1. The *Preview* drop down menu allows you to select various aspects of your theme from how your home page looks to how links and the shopping basket looks.
2. *Editing help* allows you to toggle the tool tips that appear on and off.
3. *Logo* allows you to change the main logo used in your eShop.
4. *Header image* allows you to change the header image of your eShop pages.
5. *Background image* allows you to change the background image of your eShop pages.



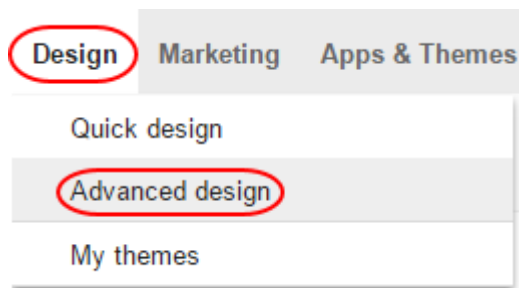
1. **Colour 1** - Change the main colour of your theme. Colour 2 - Change the secondary colour of your theme.
2. **Font** - Change the font of your shops text.
3. **Headings** - Change the font of your shops headings.
4. **Icon set** - Change the icon set that your shop uses, such as the basket and search icons.
5. **Buttons** - Change the design of the buttons used in your shop.
6. **Theme** - Switch to a different theme.

## Advanced design

Advanced design gives you complete control over the design.

### Step 1

From the *Design* menu, click **Advanced design**.



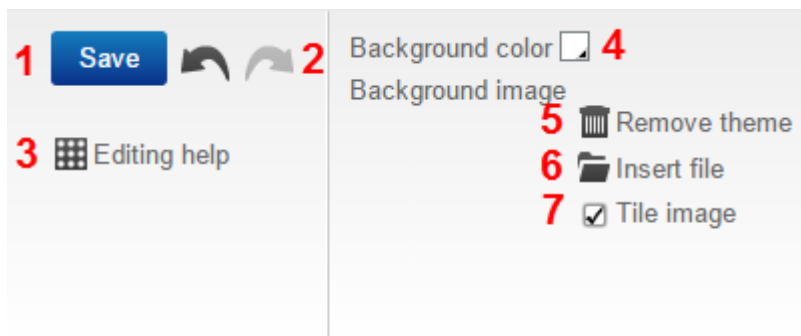
## Step 2

You will be taken to the advanced design page. Click on the area of the page that you want to edit, the selected area will be surrounded by a red border.



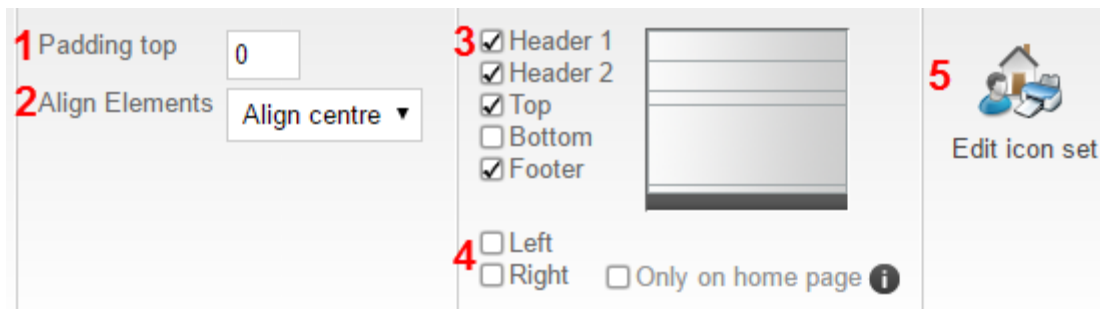
## Step 3

The multifunction bar will display all of the options available for the selected page area. The available options in the multifunction bar are:



1. Use the **Save** button when you want to save any changes.
2. Undo or Re-do any changes you make.
3. Editing help allows you to toggle the tool tips that appear on and off.
4. Choose a background colour for your selected page area.
5. Remove the current theme or background image of your selected page area.
6. Insert a background image.
7. Select to tile a background image.





1. Set the amount of padding that you want to have at the top of the page area.
2. Align the elements in the page area.
3. Show or hide different sections of the page.
4. Show or hide left and right menu sections.
5. Change the icon set your shop uses.

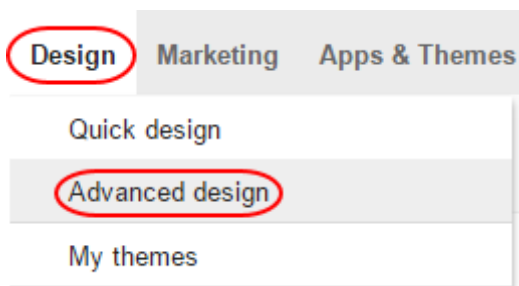


1. Choose the size, colour and style of your text elements.
2. Restore the theme for your website's buttons or insert an image.

## Changing a background image

### Step 1

From the main menu, select **Design** and then **Advanced design**.

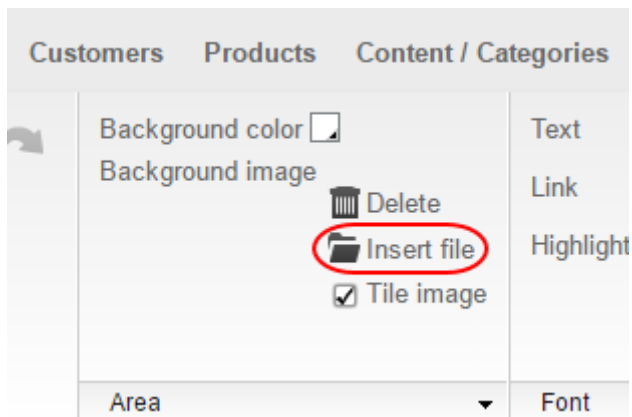


## Step 2

Select the page area where you wish to change the background image.

## Step 3

Under *Background image* select **Insert file**.

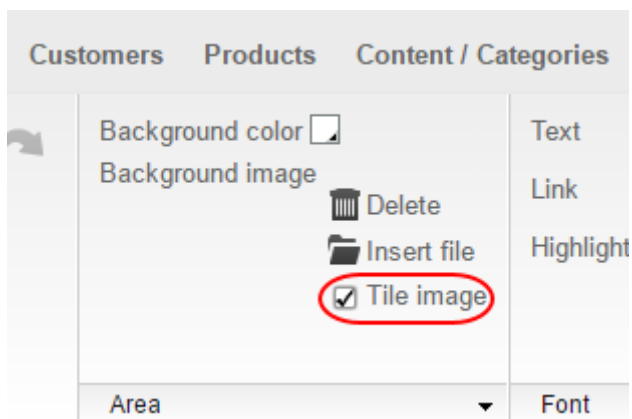


## Step 4

Select the desired background image and click **OK**.

## Step 5

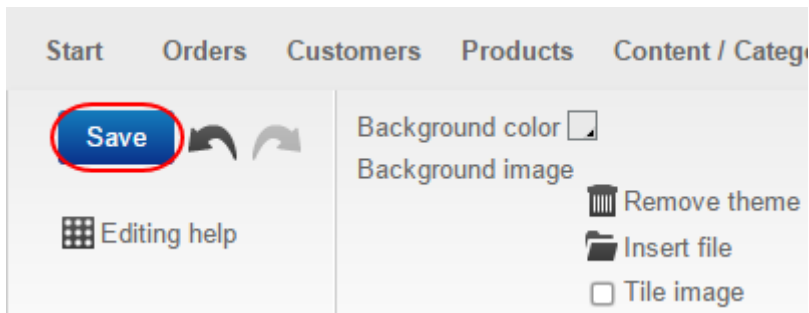
If you want to tile your image, tick the **Tile image** checkbox.



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## Step 6

Click the **Save** button to save your changes.

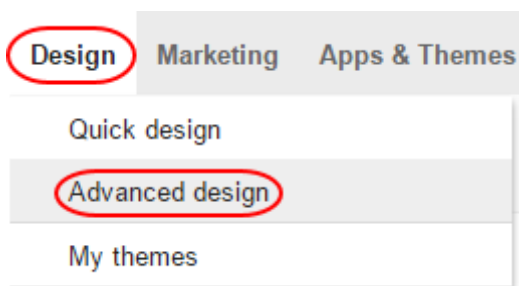


**Note:** Background images have priority over background colours. Therefore, if you set both a background image and a background colour for an area, the background image will be displayed.

## Removing a background image

### Step 1

From the main menu, select **Design** and then **Advanced design**.

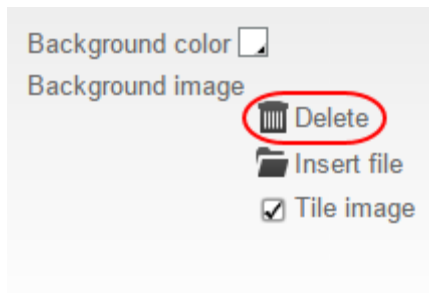


### Step 2

Select the page area that has the background colour you wish to remove.

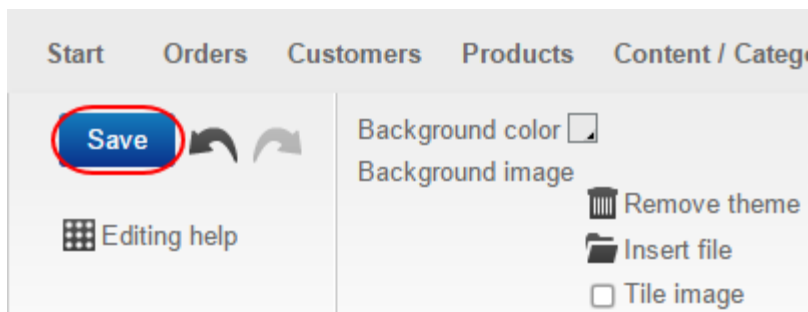
### Step 3

Select the **Delete** icon under *Background image*.



### Step 4

Click the **Save** button to save your changes. The background image of your selected page area will now be removed.



**Note:** Background images have priority over background colours. Therefore, if you set both a background image and a background colour for an area, the background image will be displayed.

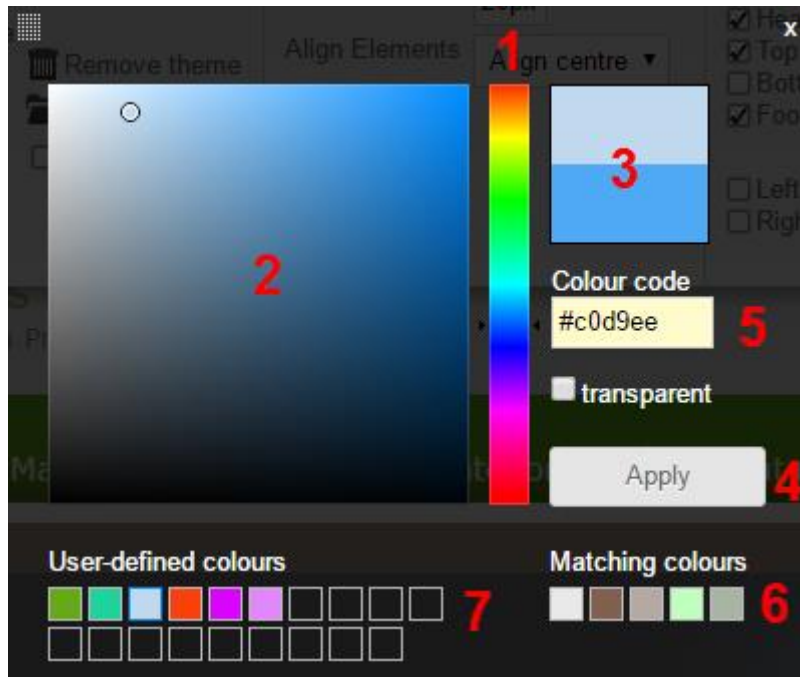
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## Using the colour picker

The colour picker lets you select colours, e.g. font and background colours, in a variety of places in the eShop administration area.

The colour picker opens when you click on a colour picker icon.

### How to select a colour

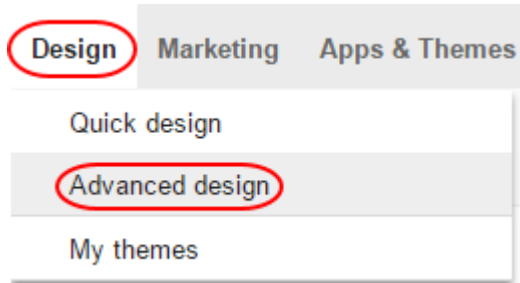


1. Select the hue.
2. Select the saturation (the colour shade).
3. Here you see the selected colour.
4. Apply your changes.
5. Enter a colour code in hexadecimal format or a colour name.
6. This area shows colours that go well with the current main colour of your theme.
7. Save colours for later use. To save a colour, first select one of the user-defined colours that you wish to replace. Next, select a colour that you want to save as described above.

# Changing your eShop icons

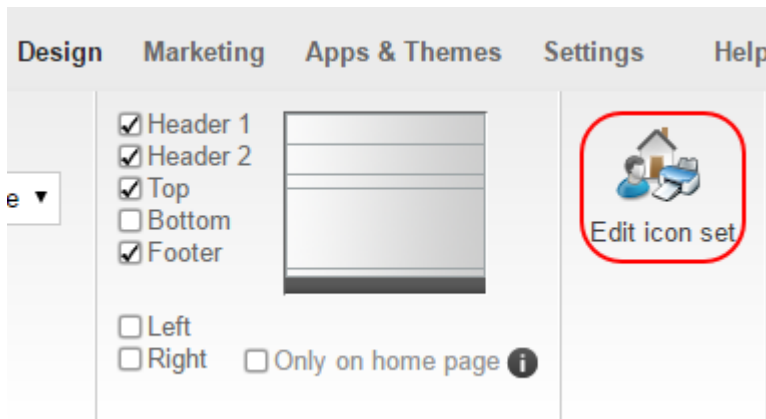
## Step 1

From the main menu, select **Design** and then **Advanced design**.



## Step 2

Click **Edit icon set**.



### Step 3

Select the icon set that best matches the design of your website and click **Apply**.

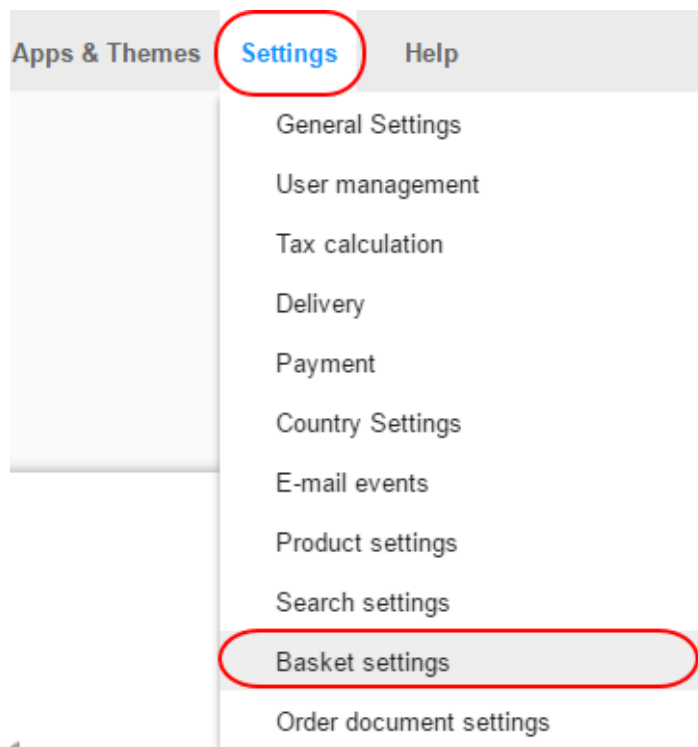


The new icon set will now be displayed on your website.

## Customising the “Add to basket” button









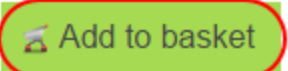
### Step 1

In the administration area in the main menu, select **Settings** and then **Basket settings**.



## Step 2

Under **Display of the "Add to basket" function**, select the link **Adjust button**.

Display of the "Add to basket" function	<input checked="" type="radio"/>	 Add to ...	Button	
	<input type="radio"/>	 Add t...	Entry field for quantity	
	<input type="radio"/>	 Add ...	Entry field for quantity with +/- function	
	<input type="radio"/>	 Add ...	Quantity selection field	
		<a href="#">Adjust button</a>		

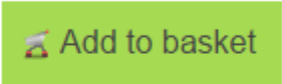
## Step 3


If you want to use your own image for the "Add to basket" button, select **Upload own image**.



Otherwise, design the button using the options available below it.


### Adjust "Add to basket" button



[Upload own image](#) [Remove image](#)





**Frame colour**  



☐ **Colour gradient**   


**Font colour**  


**Frame radius**  0 px  


**Width** 12 px  


**Font size** 16 px  


**Height** 9 px  


[Reset to standard](#)

[Apply](#) [Cancel](#)

Once finished, click **Apply** and then **Save**.

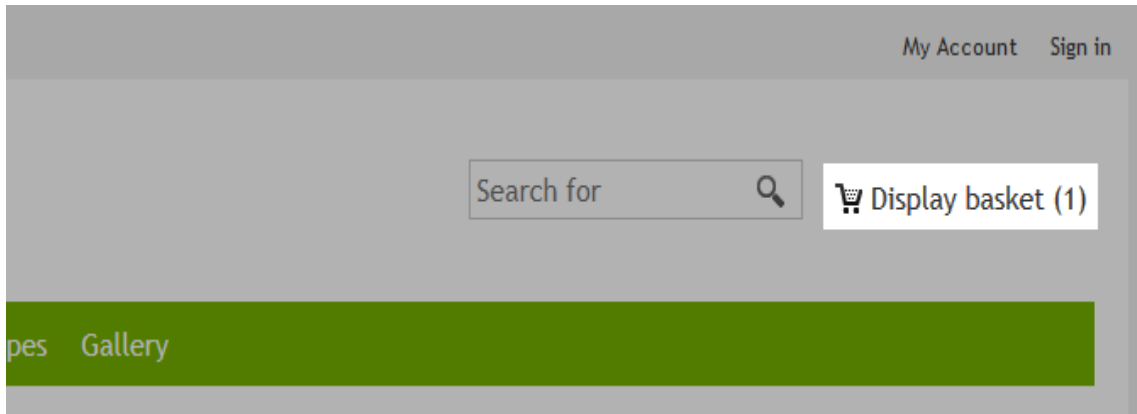


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## Customising your eShop basket page

The basket page element is the button or icon that customers can click to see what is currently in their shopping basket. You can easily customise the design of this through the eShop administration area.

Here's an example what the page element might look like in your shop:

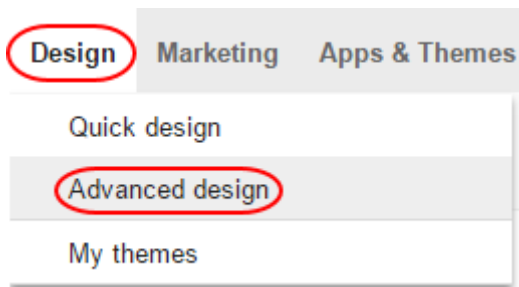


The basket page element is part of the set of icons used for your online shop.

## Define additional settings for the basket page element

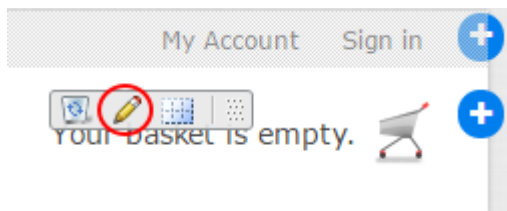
### Step 1

From the main menu, select **Design** and then **Advanced design**.



## Step 2

In the preview, move the cursor over the basket page element and click on the *pencil* icon to edit this page element.



## Step 3

You will be given a selection of customisation options, customise the element's text options.

1 Display "Display basket" text ☒ Yes ☐ No 2 → [Change text](#)

3 Show number of items ☒ Yes ☐ No

1. Choose if you want to display the text ("Display basket" by default).
2. Click this to customise the text that will be displayed.
3. Choose if you want the number of items currently in a basket to be displayed.

## Step 4

Customise the *Basket icon* options.





**Basket icon**

1 Show icon ☒ Yes ☐ No

2 Position ☐ Left ☒ Right

Size

3

			
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

1. Choose if you want to show the icon.
2. Choose where you want to align the icon.
3. Choose the size of the icon.

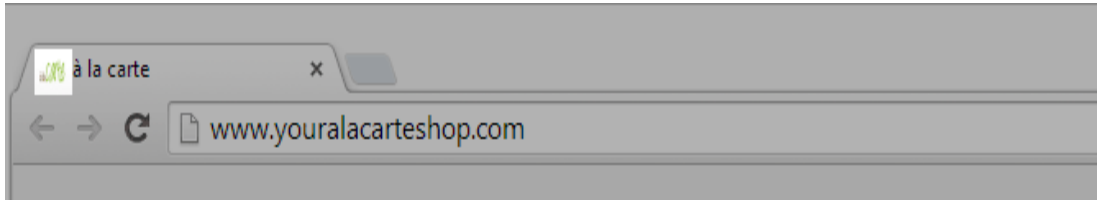
---

### Step 5

Once you have customised your basket element, click **Apply**, then **Save** to save the changes.

## Changing your eShop favicon

Here is an example of what a favicon looks like, it can be seen in tabs next to the website's title:



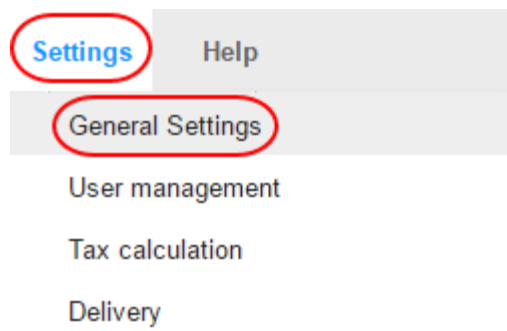
The Favicon for instance helps users find a website again quickly when they have several tabs open.

You can either create the Favicon from your website's logo or upload your own.

## Creating a Favicon from your website's logo

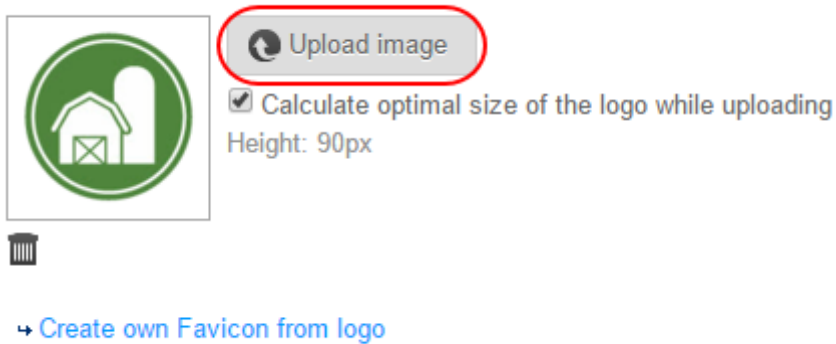
### Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



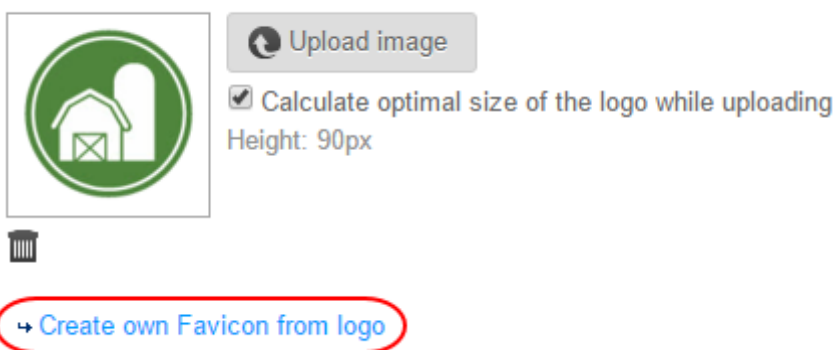
## Step 2

If you haven't yet uploaded a logo scroll down the page and select **Upload image** to upload your logo.



## Step 3

Click the link **Create new favicon from logo**. Your new Favicon will be shown on the right.



## Step 4

Click the **Save** button to save the changes.

## How to upload your own Favicon

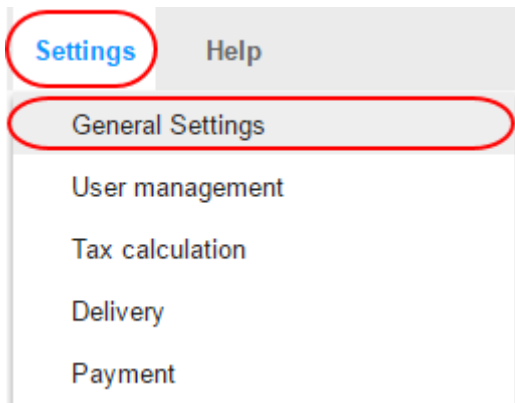
### Step 1

Create own Favicon. It should be either 16x16 pixels or 32x32 pixels and the file format should be .ico.

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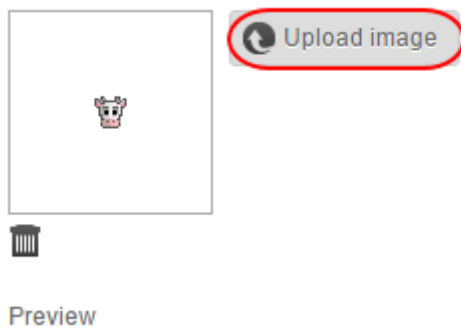
## Step 2

In the main menu, select **Settings** and then **General settings**.



## Step 3

Under *Favicon*, select the **Upload image** button.



## Step 4

Select your Favicon file from your computer and click **Open**. Your favicon will now be uploaded.

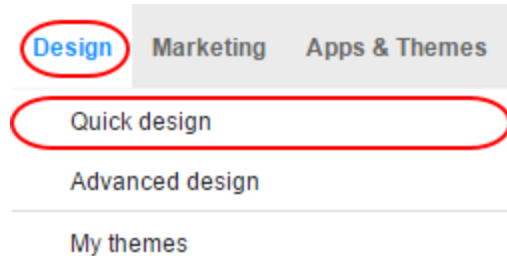
## Step 5

Once finished click the **Save** button to save the changes.

# Changing your eShop logo

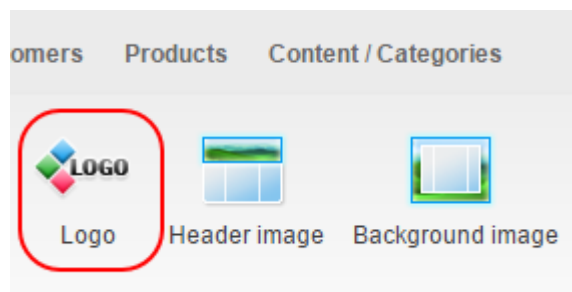
## Step 1

In the administration area in the main menu, select **Design** and then **Quick design**.



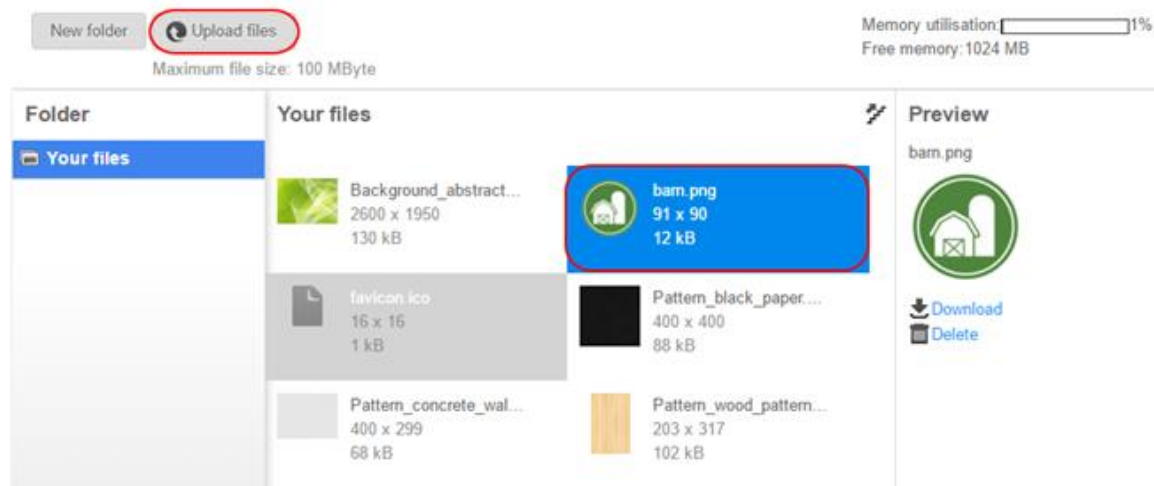
## Step 2

Click **Logo**.



## Step 3

Select a logo from your existing files, or click **Upload files** to upload a new one.



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## Step 4

Click the **Apply** button, your logo will now be changed.



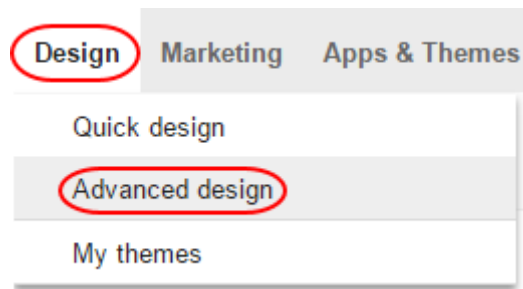
**Note:** On your website, the logo is displayed as default in the **Header 1** page area.

## Adding a payment provider logo

In your online shop, you may incorporate the logos of those payment providers that are available for your customers. They can then immediately see which payment methods they can use.

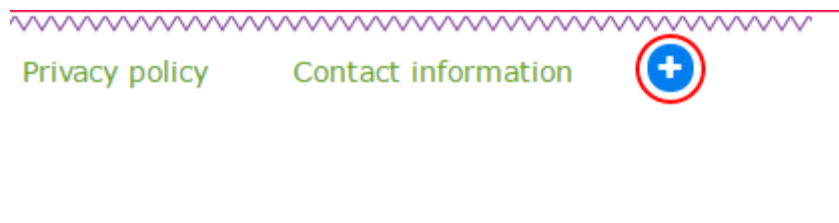
### Step 1

In the administration area in the main menu, select **Design** and then **Advanced design**.



### Step 2

Select the plus sign to insert a page element in the area of your choice.



### Step 3

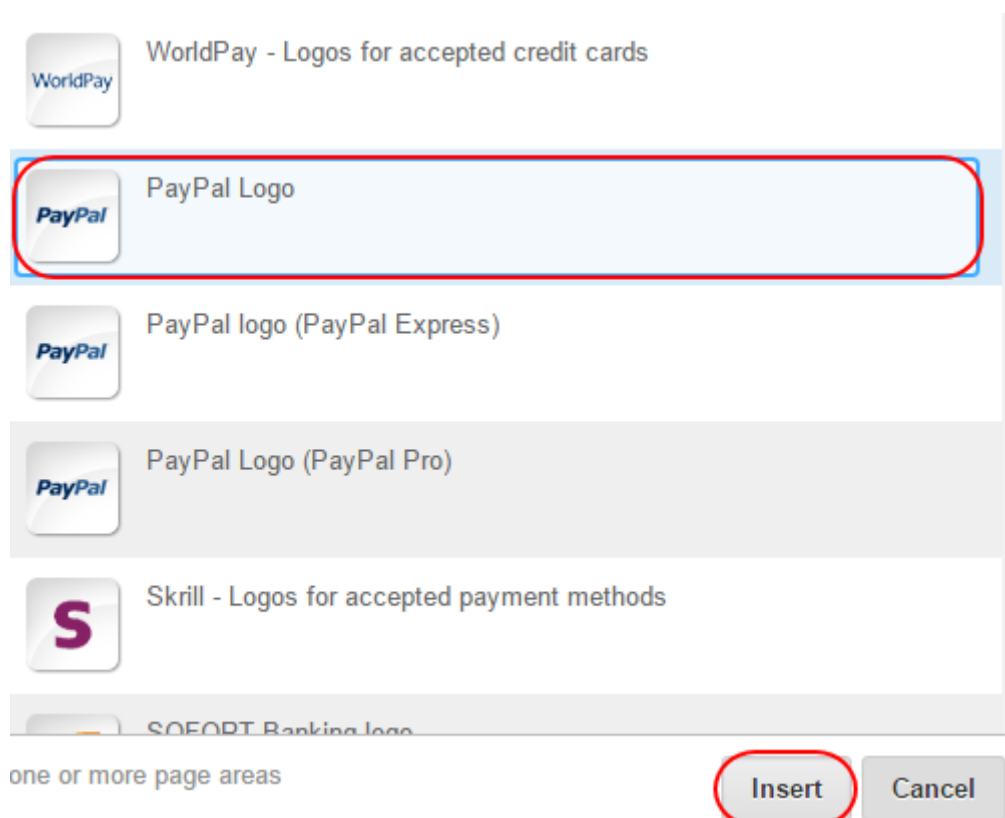
Under *Topic area*, select the link **Payment**.

#### Topic area

- [Categories and products](#)
- [Information pages](#)
- [Shopping basket and order](#)
- [Customers and sign in](#)
- [Country and currency selection](#)
- **[Payment](#)**
- [Product portals](#)
- [Certificates and ratings](#)
- [More page elements](#)
- [User-defined page elements](#)

### Step 4

Select the logo of one of the payment providers that you want to have in your online shop and click **Insert**.





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### Step 5

You will now see the newly inserted page element in the preview. You can also click the *Align Elements* icon to position the logo how you want it.



### Step 6

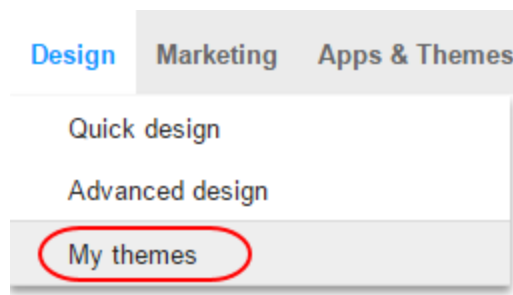
Click the **Save** button at the top of the page to save the changes. The logo will now be displayed at the desired location on each page of your online shop.

## Exporting your eShop theme

You can easily save a backup copy of your shop's themes to your local computer. These can be imported back into your eShop at a later date.

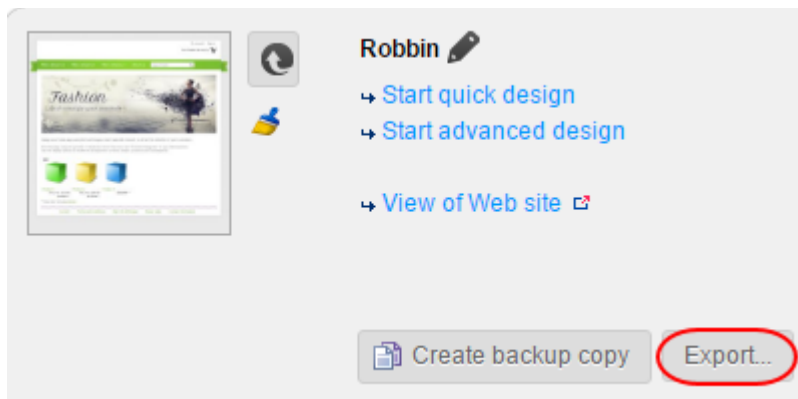
### Step 1

In the main menu select **Design** and then **My themes**.



## Step 2

You will now see a list of themes that have been created for your shop. Click the **Export** button for the theme that you want to export.



## Step 3

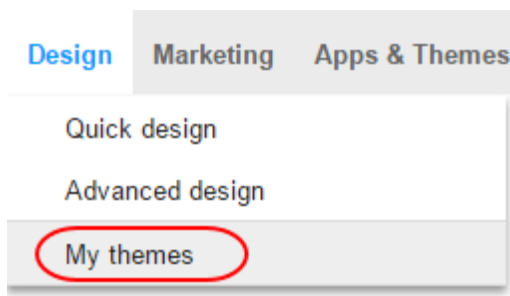
The file will now be downloaded to your computer, click **Close** on the prompt that appears.

# Importing a eShop theme

If you have previously exported a theme from your eShop administration area, you can import it for use once again easily.

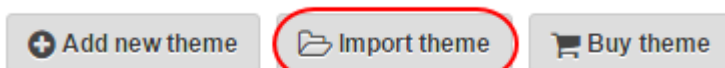
## Step 1

In the main menu, select **Design** and then **My themes**.



## Step 2

Select **Import theme** at the bottom of the page and use the **Select file** button to select the theme file from your computer.



---

### Step 3

Use the option **Overwrite the start page during import** to choose if text and embedded images should also be transferred from the imported design.

### Step 4

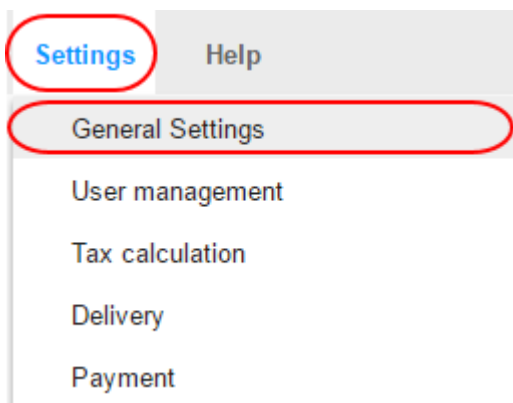
Click the **Import** button, the theme will now be imported and displayed in the list of themes.

## Adding your own CSS

**i Important:** Only experienced users should enter their own CSS code. Each modification can affect the design and functionality of your website. Check your website carefully after all modifications. Please also note that the automatically applied updates of your shop may affect your website's program code. Therefore, after every update, check whether the CSS code you have entered still fulfills its purpose and whether the design or functionality has been affected by the update.

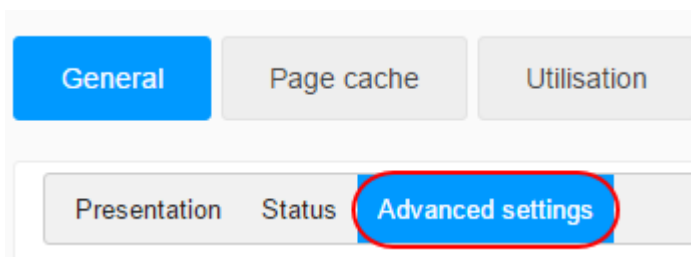
### Step 1

In the main menu, select **Settings** and then **General settings**.



### Step 2

Select **Advanced settings**.



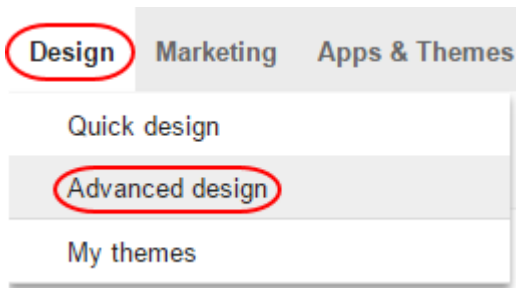
### Step 3

Enter your code into the HTML head area field and click **Save** to save the changes.

## Setting your eShop alignment

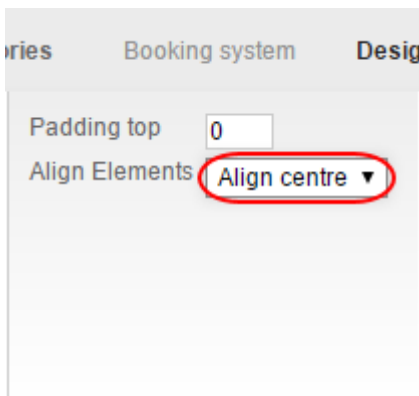
### Step 1

In the main menu, select **Design** and then **Advanced design**.



### Step 2

On the multifunction bar use the *Align Elements* dropdown menu to select whether your website should be left-aligned, centred or right-aligned.



### Step 3

Click the **Save** button to save your changes.



**Quick tip:** The majority of modern websites are centred. Right-aligned websites are very rare.

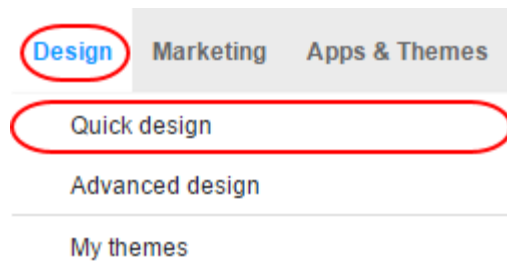
---

## Changing your eShop fonts

If you change the general fonts, all text on your website will be displayed in the chosen fonts – except for certain text passages for which you may have already picked a different font (see below).

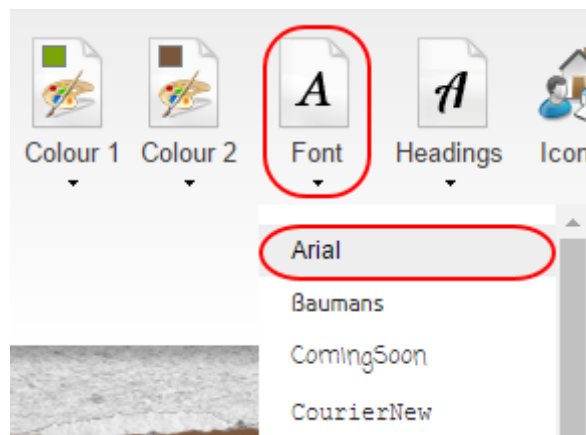
### Step 1

From the main menu, select **Design** and then **Quick design**.



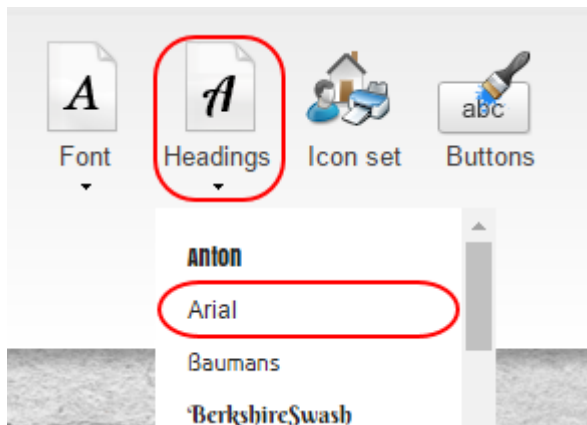
### Step 2

Select **Font** and pick a font from the list. This will be used for general text such as links or product descriptions.



### Step 3

Select **Headings** and pick a font from the list.



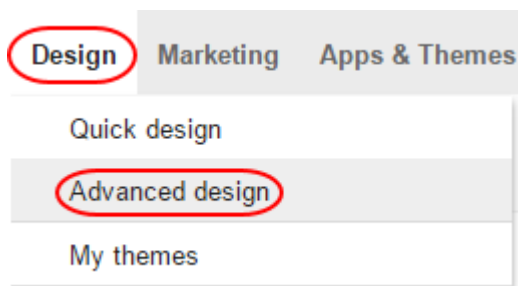
The font you choose will be used for such things as headings, the "Add to basket" button and menu tabs, among others.

## Change the font for individual page sections

Your website consists of different page sections such as the header or the footer. You can select a different font for each section.

### Step 1

From the main menu, select **Design** and then **Advanced design**.



---

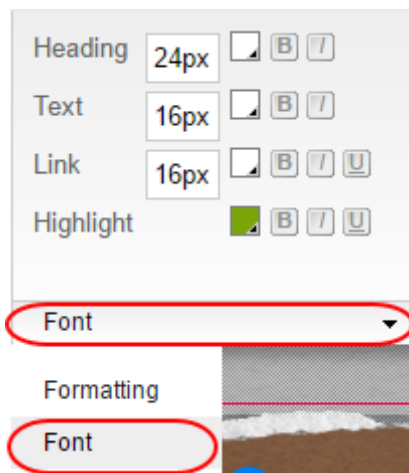
## Step 2

You will preview of your website below. In the preview, select the page section you want to edit. The selected section will then be displayed in a red border.



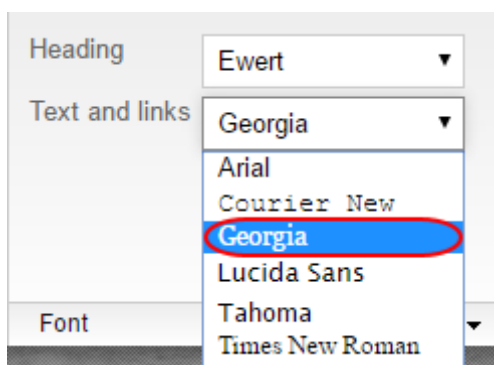
## Step 3

In the multifunction bar at the top, click the **Font** dropdown menu and select **Font**.



#### Step 4

From the dropdown menus you can select a font for *Heading* and *Text and links*.



#### Step 5

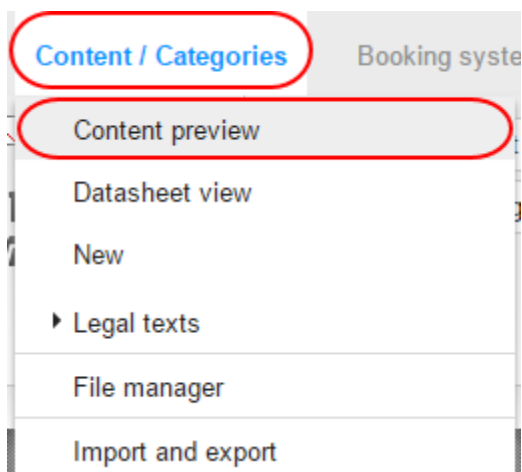
Click the **Save** button to save your changes.

### How to edit the font of individual text passages

For some text passages, you can pick the font individually.

#### Step 1

In the administration area in the main menu, select **Content/Categories** and then **Content preview**.

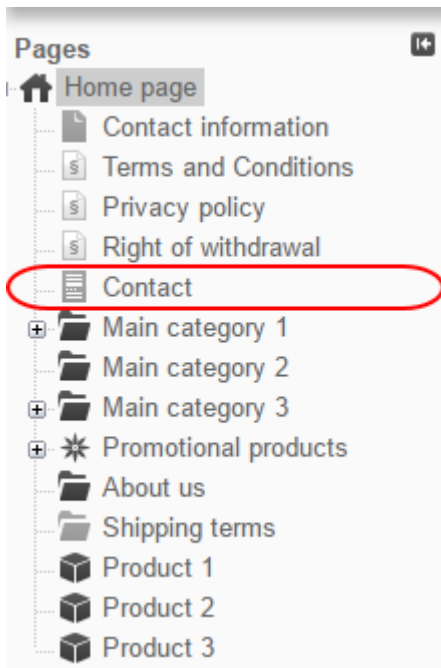




---

## Step 2

Select the page of your website that you want to edit from the page tree on the left.



## Step 3

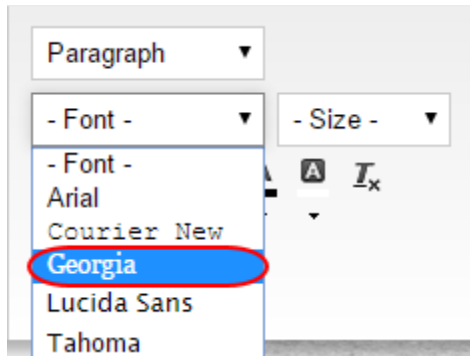
In the preview, highlight the text whose font you want to change.



This does not work for all types of text. For example, the fonts of your website title or product names can only be changed via the quick design and advanced design (see previous sections).

#### Step 4

Click the **Font** dropdown menu in the multifunction bar and then pick the font that you want to use from the list.



You will see your changes applied in the preview.

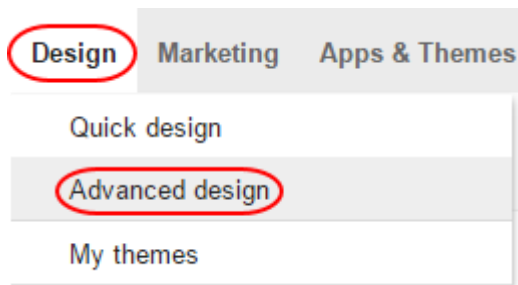
#### Step 5

Click the **Save** button to save your changes.

## Changing your eShop page width

#### Step 1

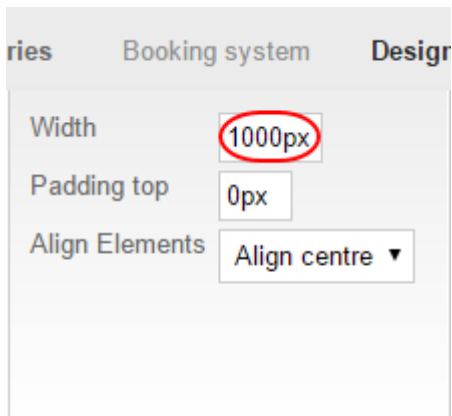
In the main menu, select **Design** and then **Advanced design**.



---

## Step 2

Enter the width you want into the **Width** box. This should be a number of px or %.



The screenshot shows a settings panel with three tabs: 'ries', 'Booking system', and 'Design'. The 'Design' tab is active. It contains three input fields: 'Width' with the value '1000px' (circled in red), 'Padding top' with the value '0px', and 'Align Elements' with a dropdown menu showing 'Align centre'.

- By entering the width in **px** (pixels) you can define the exact width of your website. As a general rule, the width should not exceed 1000 pixels. For example, enter "1000px".
- By entering the width in **%** (percent), the width is adjusted relative to the size of the browser window. For example, enter "80%" if you want your website to fill 80 percent of the browser window.

## Step 3

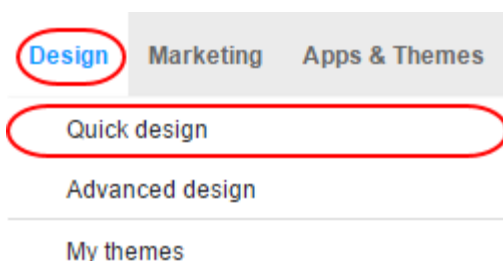
Click the **Save** button to save your changes.

# Designing your own buttons

There are buttons in various places across your eShop such as the "Send" button at the bottom of a contact form and the button which takes the customer from the shopping basket to the order process. You can change the design of these buttons.

## Step 1

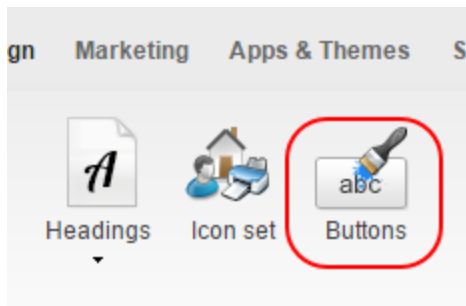
In the main menu, select **Design** and then **Quick design**.



The screenshot shows a main menu with three tabs: 'Design' (circled in red), 'Marketing', and 'Apps & Themes'. Below the tabs, there are two options: 'Quick design' (circled in red) and 'Advanced design'. At the bottom, there is a link for 'My themes'.

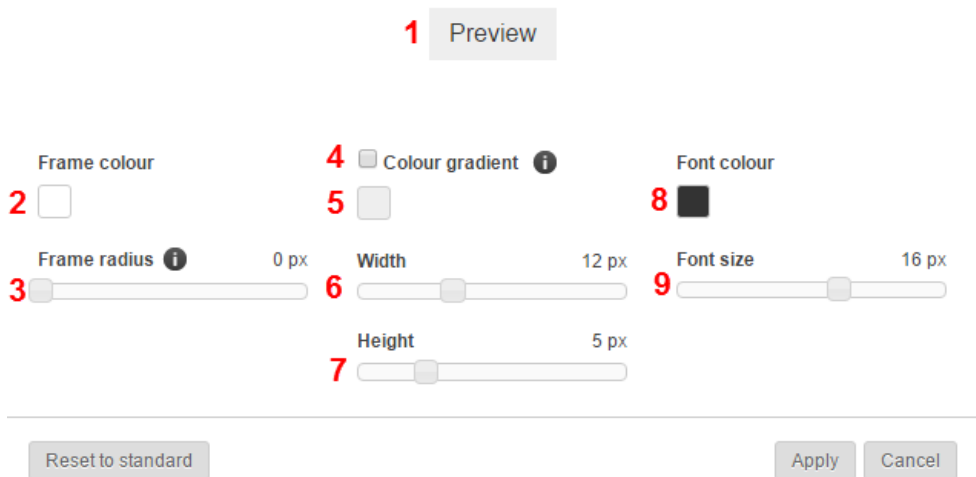
## Step 2

In the multifunction bar, select **Buttons**.



## Step 3

A dialogue opens in which you can edit the buttons' design. Above it, there is a preview where you can see the changes instantly.



1. A live preview of your button's design.
2. Choose the colour of your button's border.
3. Set the radius of your button's border.
4. Tick the box if you want your button's colour to have a gradient.
5. Choose the colour of your button's main body.
6. Set the width of your button.
7. Set the height of your button.
8. Choose the colour of the text on your button.
9. Set the size of the text on your button.

---

### Step 4

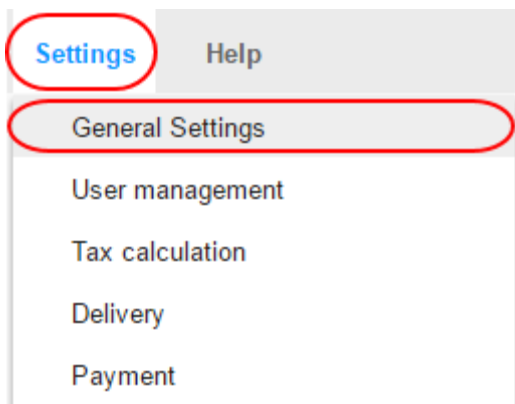
When you are happy with the result, click the **Apply** button.

## Optimising your eShop for mobile devices

Internet users are increasingly going online with their smartphones. You can determine whether your website is displayed to smartphone users in a simplified version that is optimised for mobile devices.

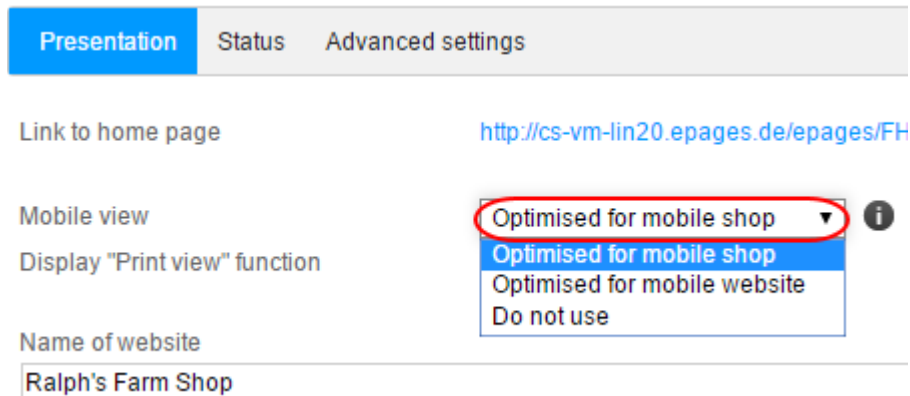
### Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



## Step 2

From the *Mobile view* dropdown menu, select how you want your website to be viewed on a mobile device.



The screenshot shows a configuration interface with three tabs: 'Presentation' (active), 'Status', and 'Advanced settings'. Under 'Presentation', there is a 'Link to home page' field with the URL 'http://cs-vm-lin20.epages.de/epages/FH'. Below this is the 'Mobile view' dropdown menu, which is open and shows three options: 'Optimised for mobile shop' (highlighted with a red circle), 'Optimised for mobile website', and 'Do not use'. To the right of the dropdown is an information icon. Below the dropdown is a 'Display "Print view" function' checkbox. At the bottom, there is a 'Name of website' field containing 'Ralph's Farm Shop'.

- **Optimised for mobile shop** - Recommended for online shops. Products are displayed in a slider on the homepage. The shopping basket icon is located in the header.
- **Optimised for mobile websites** - Recommended for websites that do not include an online shop.
- **Do not use** - Smartphone users see the standard version, which is not optimised for mobile devices

## Step 3

Click the **Save** button to save your changes.

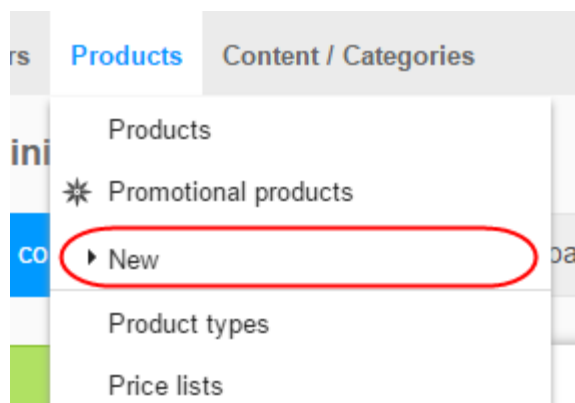
---

# Products

## Adding a new product

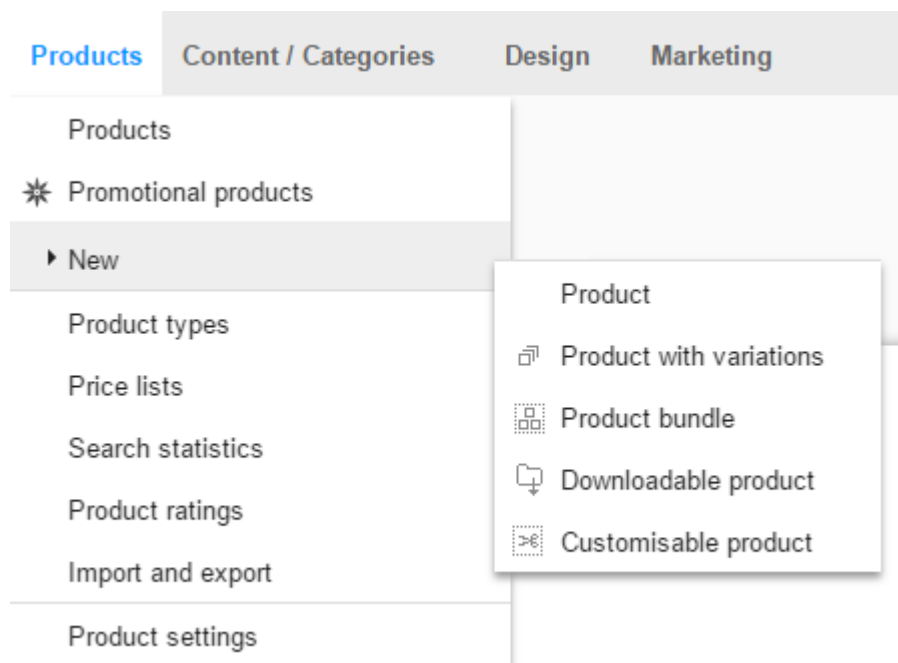
### Step 1

In the Administration area in the main menu, select **Products** then **New**.



### Step 2

Select which type of product you want to add.



- **Product:** A simple, individual product.
- **Product with variations:** A product that can be available in different variations such as colour and/or sizes.
- **Product bundle:** A set of products on offer for a single price. This could be a bundle of related books.
- **Downloadable product:** Non-physical, digital products that customers can download after purchase. This could be music in the form of an MP3 file or an e-Book.
- **Customisable product:** A product that can be customised by customers with their own texts or pictures. For example, a coffee mug or T-shirt with a design chosen by the customer.

### Step 3

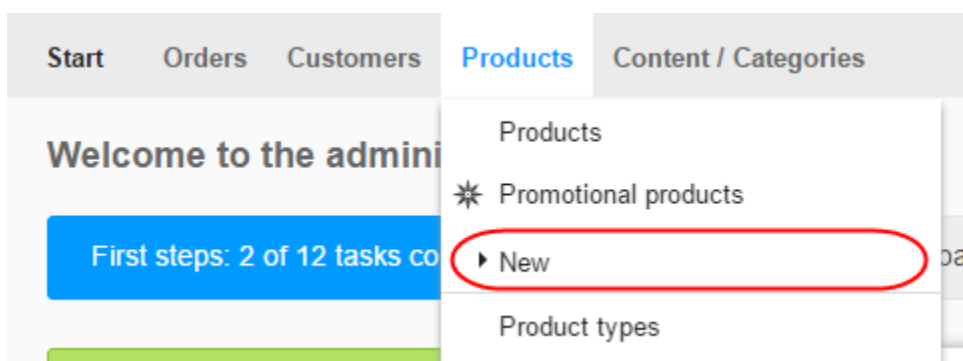
Enter all the basic information about the product on the page. These will be different depending on the type of product that you have chosen to add. Once done click **Save** to save your changes.

## Adding individual products

An individual product is the simplest form of product. It has no variations such as size or colour, isn't a collection of other products, isn't available for download and can't be customised.

### Step 1

In the Administration area in the main menu, select **Products** then **New**.

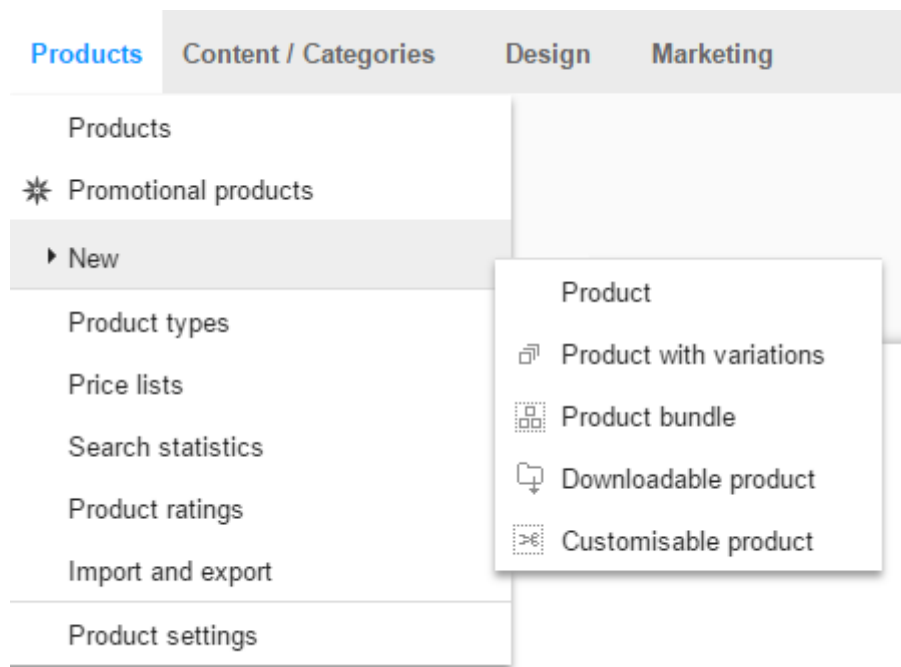




---

## Step 2

You will then be able to select from the five different product types.



## Step 3

Select **Product**.

## Step 4

Enter all the basic information about the product on this page. You do not have to fill in all the information, but you should enter these minimum settings:

- **Product number:** This is the unique product number.
- **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures. Only visible products will be listed and found using the search function. Hidden products can also be accessed directly using their URL, but they cannot be ordered.
- **Product name:** This is the name the product will be listed under in your shop.
- **List price:** This is the price that the product will be offered for in your shop. Here you can enter a price in the currencies allowed in your shop.
- **Original price:** If the item is on offer, you can enter the original price here and your store will show the saving to your customers.
- **Tax class:** Select the right tax category for the product for the calculation of Tax.
- **Description:** This description is shown in the list view.

- **Long description:** This description is shown on the product page.
- **Stock level:** State how many of these products you have in stock.

## Step 5

**Save** the changes.

You have now provided the most important information about the product.

## Step 6

Before finally making your product visible to your customers, you can compliment it by adding product images and organise the product by assigning it to a category to make it easier to find.

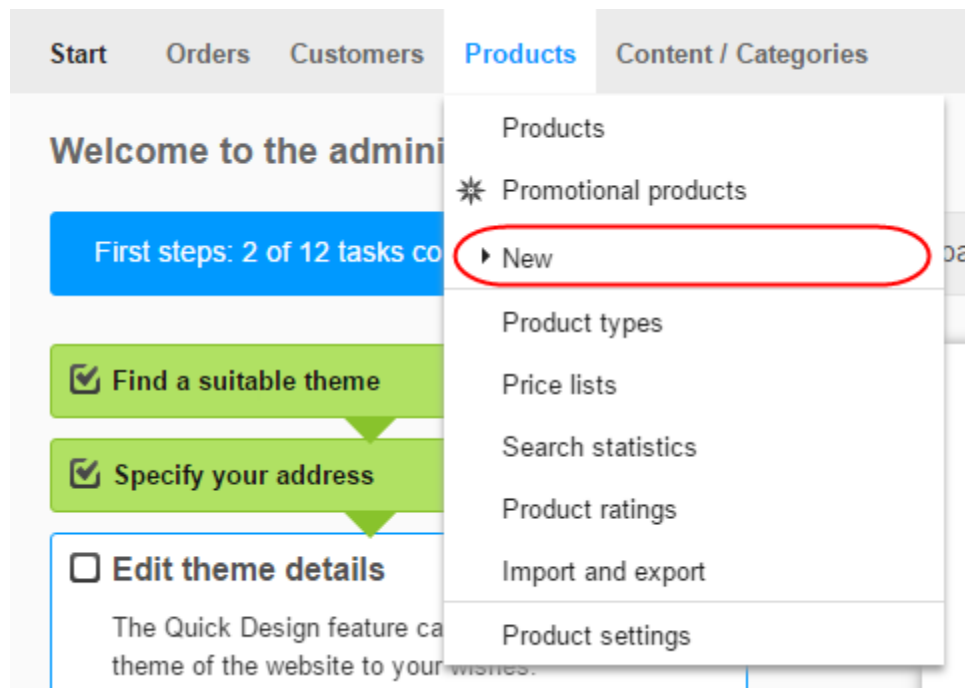
## Step 7

When you are ready to launch your product, change the *Product visible in shop* option to **Yes**, and **Save** your product.

# Adding a customisable product

## Step 1

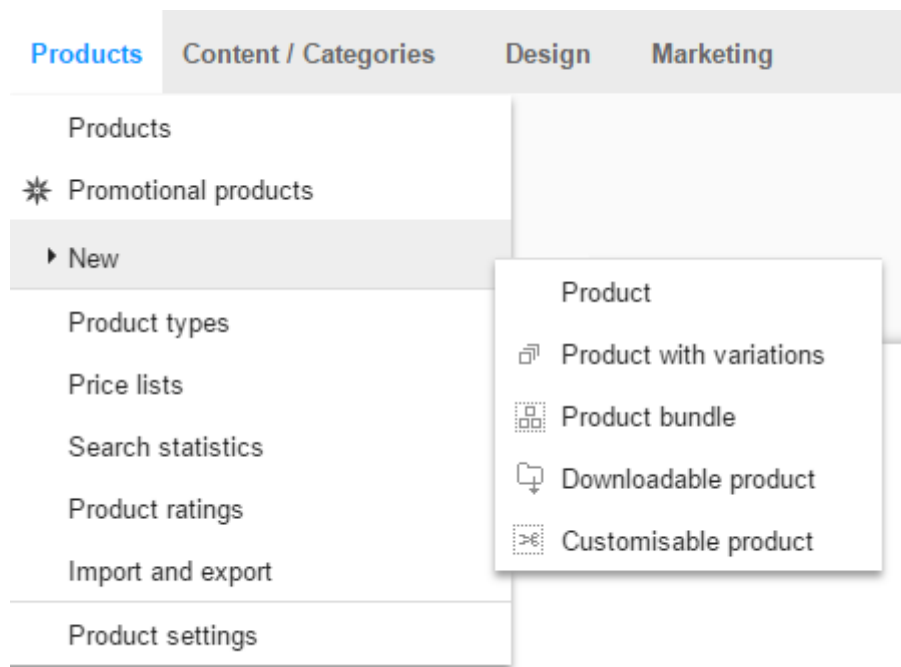
In the Administration area in the main menu, select **Products** then **New**.



---

## Step 2

You will then be able to select from the five different product types.



## Step 3

Select **Customisable product**.

## Step 4

Enter all the basic information about the product on this page. You do not have to fill in all the information, but you should enter these minimum settings:

- **Product number:** This is the product number in your shop.
- **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures. Only visible products will be listed in the assigned categories and found using the search function. Invisible products can also be accessed directly using their URL, but they cannot be ordered.
- **Product name:** This is the name the product will be listed under in your shop.
- **List price:** This is the price that the product will be offered for in your shop. Here you can enter a price in the currencies allowed in your shop.
- **Tax class:** Select the right tax category for the product.
- **Description:** This description is shown in the list view.
- **Long description:** This description is shown on the product page.
- **Stock level:** State how many of these products you have in stock.

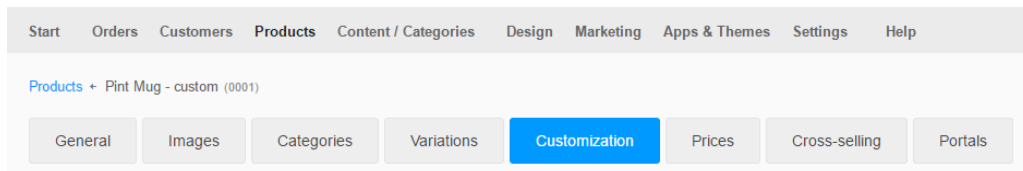
## Step 5

**Save** the changes.

You have now provided the most important information about the product.

## Step 6

You will now be on the *Customisation* subpage where you can define the customisation settings.



## Step 7

In the Instructions box, enter instructions for your customers on how to customise the product.

Product type Basic [↔ Change](#)

Instructions ⓘ

A screenshot of the 'Instructions' box in the Magento 2 product customization interface. The box has a header bar with three dropdown menus: 'Format', 'Font', and 'Size'. Below the header is a large, empty text area for entering instructions. The box is styled with a light gray border and a subtle shadow.

---

## Step 8

Using the option *Display preview image*, you can define whether your customers are shown a preview during customisation or not.

The preview is necessary for customers to be able to position text and pictures on the product. Not displaying the preview makes sense for products for which the customer already knows the customisable areas, such as on ballpoint pens. If you are not going to display a preview, skip to Step 12.

## Step 9

Select **Upload image** to upload your template.

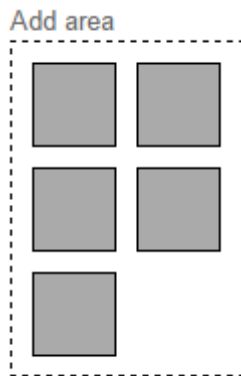
Display preview image ☒ Yes ☐ No

Customizable areas



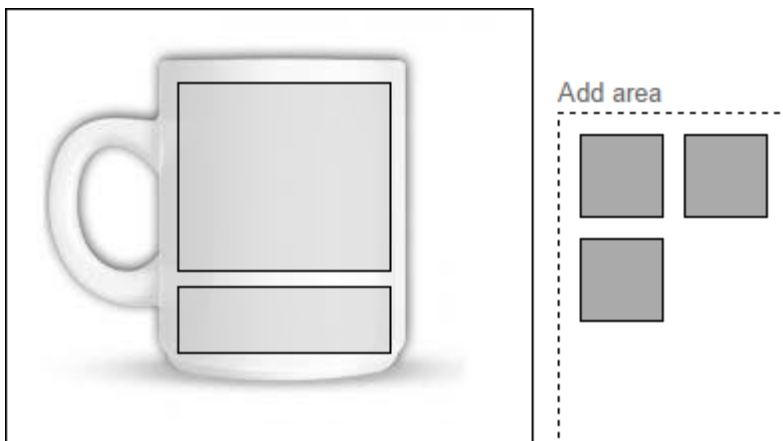
## Step 10

Now add customisable areas so that your customers can place text and images on the preview picture.



To add a new customisable area, drag & drop one of the grey squares from the *Add area* box onto the preview image. Then you can drag & drop the area to move it or click one of its edges while holding down the left mouse button to make it larger or smaller.

You can define a maximum of five customisable areas. Here we have used two to allow a customer to add an image and some text.



## Step 11

Go to the *Customisation options* area where you will see **Possible operations for text fields and image selection.**

Here you can define whether the customer can position, resize or rotate text and images.

## Step 12

Select **Add text field** or **Add image selection**. Then give the field a name and define your settings for this field.

- **Settings for text field:** You can define whether text boxes have one or more lines and how many characters the customer can enter. Select **Define fonts** to change the fonts for all customisable products of this product.
- **Settings for image selection:** You can define the minimum image size that the customer can upload. Please note that small pictures are often unsuitable for printing. Select **Define file formats** to specify the permitted file formats the customer can upload.

**Customization options**

Possible operations for text fields and image selection ☒ Position ☒ Scale ☒ Rotate

Type	Name	Settings	Customization required
Text field	English <input type="text" value="Text"/>	Text field <input checked="" type="radio"/> single line <input type="radio"/> multi line Length limit <input type="text" value="100"/> Characters <a href="#">Define fonts</a>	<input type="checkbox"/>
Image selection	English <input type="text" value="Image"/>	Minimum size Width <input type="text" value="200"/> px Height <input type="text" value="200"/> px <a href="#">Define file formats</a>	<input type="checkbox"/>

## Step 13

**Save** the changes.

## Step 14

Select **Categories**, pick the product category/categories and save your data.

## Step 15

Define other settings on the other subpages if necessary and **Save** them.

When you have finished configuring your product, select **General** and under *Product visible in shop* select the option **Yes** and then **Save**.

Your customisable product is now available in the shop for your customers to configure and purchase.



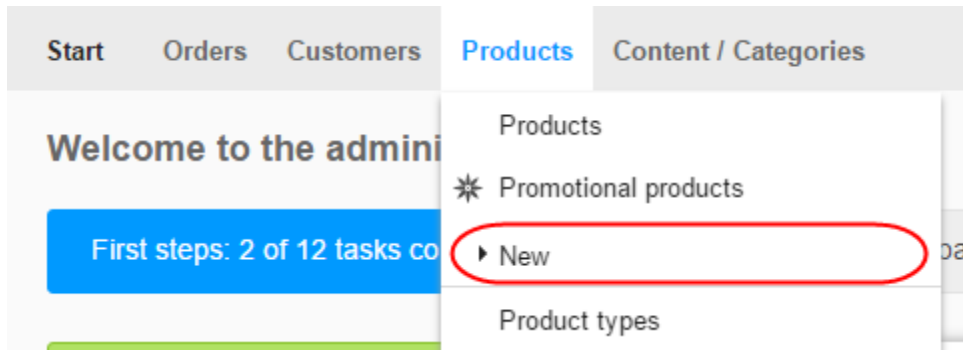
**Note:** Product bundles and downloadable products cannot be customised.  
For products with variations, customisation only applies to the main product.

# Adding a downloadable product

A downloadable product is a non-physical product that customers can download after purchase. This could be music in the form of an MP3 an e-Book or any other digital media.

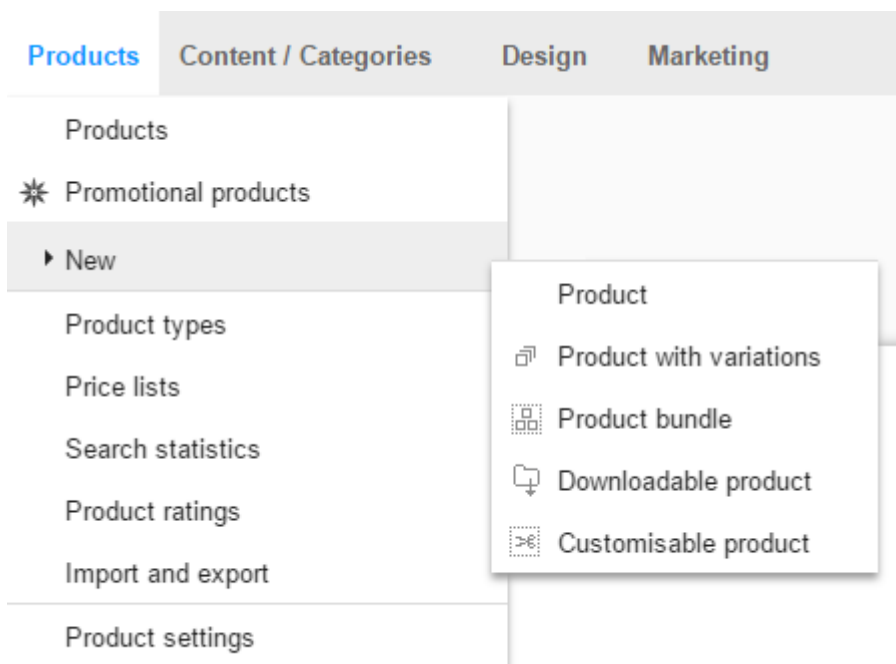
## Step 1

In the Administration area in the main menu, select **Products** then **New**.



## Step 2

You will then be able to select from the five different product types.



## Step 3

Select **Downloadable product**.



---

## Step 4

Enter all the basic information about the product on this page. You do not have to fill in all the information, but you should enter these minimum settings:

- **Product number:** This is the product number in your shop.
- **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures. Only visible products will be listed in the assigned categories and found using the search function. Invisible products can also be accessed directly using their URL, but they cannot be ordered.
- **Product name:** This is the name the product will be listed under in your shop.
- **List price:** This is the price that the product will be offered for in your shop. Here you can enter a price in the currencies allowed in your shop.
- **Tax class:** Will default to "Digital products and services"
- **Description:** This description is shown in the list view.
- **Long description:** This description is shown on the product page.

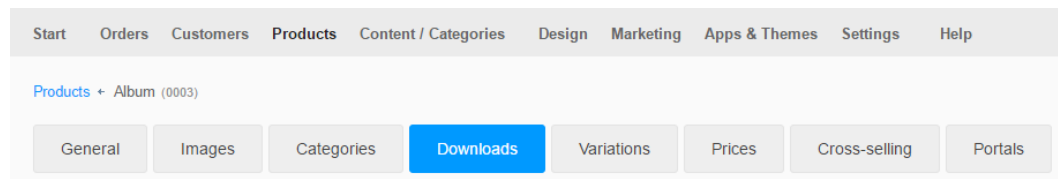
## Step 5

**Save** the changes.

You have now provided the most important information about the product.

## Step 6

You are now on the *Downloads* subpage where you can define which files the customer will receive upon buying this product.




## Step 7

You can now either upload files or link to a file already online at a particular URL.

- To upload one or more files, select **Upload files** and select the file(s) from your computer.
- To link to a file that is already online, select **Attach file...** Enter the address of the file and select **Apply**.

☐ **File**

No files are connected to this downloadable product.

 Upload files

Maximum file size: 100 MByte

or


Attach file...

Link to files located on another server


## Step 8

If the file is to be available for downloading for a limited time after purchase, go to the *Maximum availability for download* option and enter the number of days the download should remain available for.

Maximum availability for download

days 

Number of possible downloads




Saved


Delete

---

### Step 9

If you want to limit the number of downloads per purchase, go to the **Number of possible downloads** option and enter how many downloads should be possible. For example, if you enter 5 here, the buyer can download the file five times only. After that, the link will no longer work.

Maximum availability for download  days 

**Number of possible downloads**  

### Step 10

**Save** the changes.

### Step 11

Select **Images**, upload images for the product and save your data.

### Step 12

Select **Categories**, pick the product category/categories and save your data.

### Step 13

Define other settings on the other subpages if necessary and **Save** them.

### Step 14

When you have finished configuring your product, select **General** and under *Product visible in shop* select the option **Yes** and then **Save**.

Your product is now available in the shop for your customers to purchase and download.



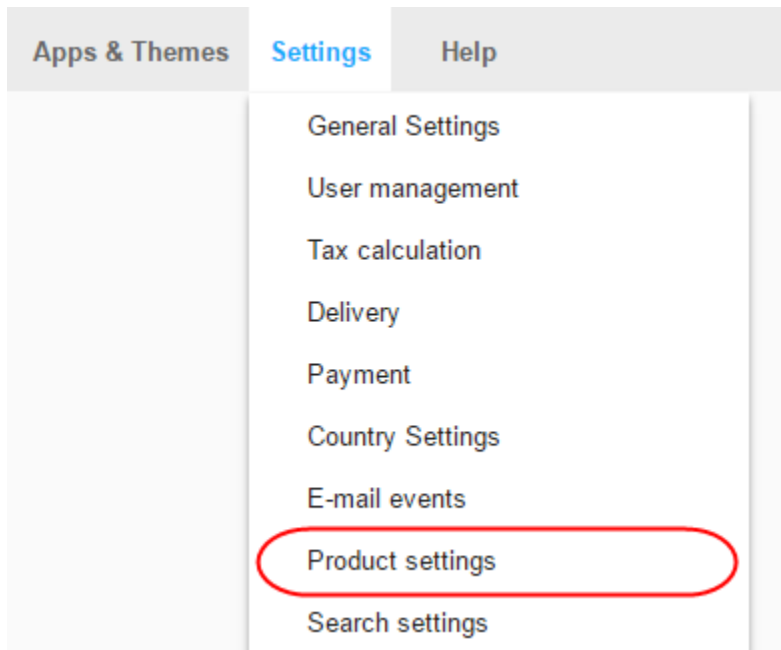
**Quick tip:** If the file on offer is an MP3 file, a brief listening preview will be created which your customers can listen to before buying.

## Defining when a customer can download a file

You can define when the customer receives the download link by email: either when the order status is "paid" or immediately after completing the order.

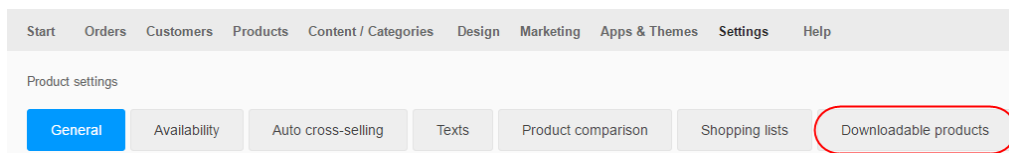
### Step 1

In the Administration area in the main menu, select **Settings** and then **Product settings**.



### Step 2

Select **Downloadable products**.



---

### Step 3

Select when the customer should receive the link.

Activation of the file download for the customer

☒ Only for orders whose status is set to "Paid"  
The download is activated as soon as the status for the order is set to "Paid". When using electronic payment methods, this status is automatically set after payment. The customer can then download all files immediately. When using other payment methods, the status "Paid" must be set by the merchant.

☐ For all new orders  
The download is activated immediately after the order, even if the merchant has not yet marked the order as "Paid".

[Save](#)

### Step 4

**Save** the changes.

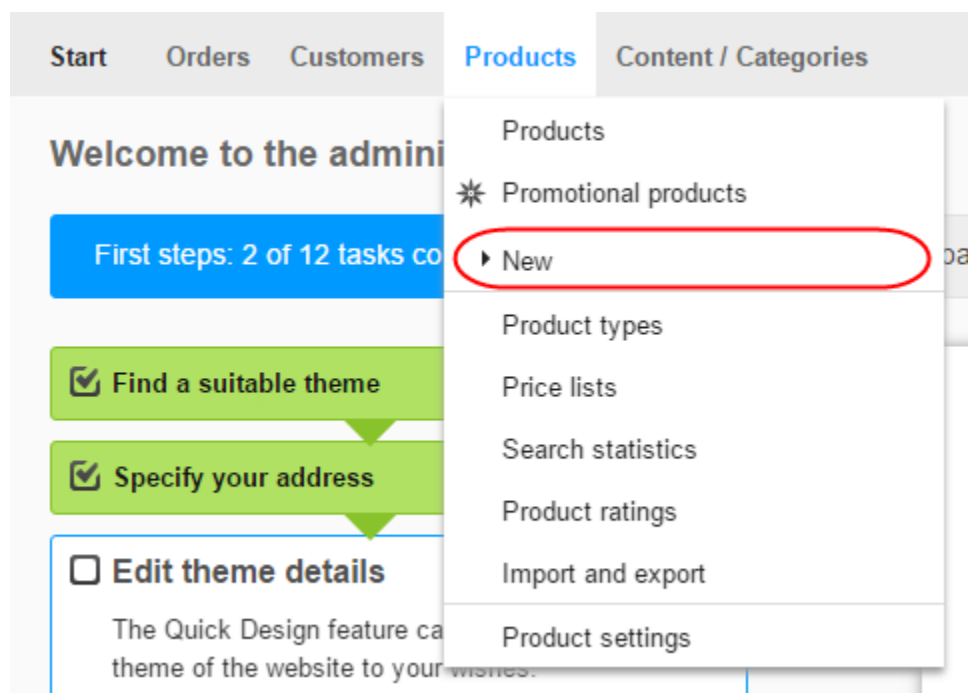
## Adding a product bundle

A product bundle is a set of associated products offered together for one total price. For example, if you sell PCs, you can sell product bundles comprising of a computer, monitor, mouse and keyboard.

In order to create additional incentive, you can make the product bundle less expensive than purchasing the items individually. On the product page, the customer is shown the total price of the individual items under the price of the bundle.

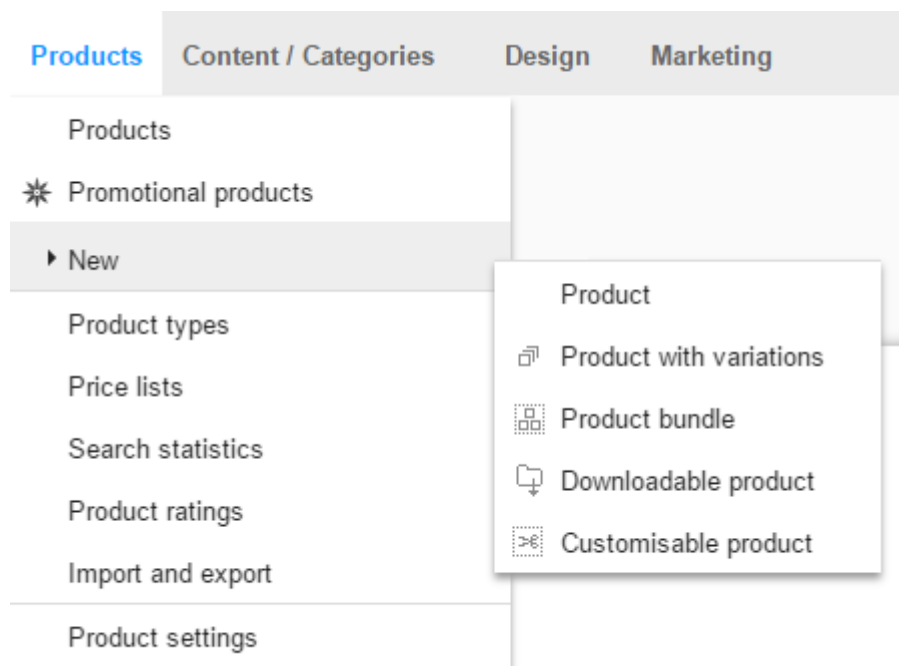
## Step 1

In the Administration area in the main menu, select **Products** then **New**.



## Step 2

You will then be able to select from the five different product types.



## Step 3

Select **Product bundle**.

---

## Step 4

Enter all the basic information about the product on this page. You do not have to fill in all the information, but you should enter these minimum settings:

- **Product number:** This is the product number in your shop.
- **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures. Only visible products will be listed in the assigned categories and found using the search function. Invisible products can also be accessed directly using their URL, but they cannot be ordered.
- **Product name:** This is the name the product bundle will be listed under in your shop.
- **List price:** This is the price the product bundle will be on offer for in your shop. Here you can enter a price in the currencies allowed in your shop.
- **Tax class:** Select the right tax class for the product bundle.
- **Description:** This description is shown in the list view.
- **Long description:** This description is shown on the product page.

Please note that the following settings cannot be implemented for product bundles

- **Stock level and Minimum stock level:** Both are based on the smallest values of the individual products. For example, if you sell a bundle with a PC (stock level: 15) and a mouse (stock level: 9), the stock level for this bundle is 9.
- **Reference unit and Amount in product:** You will not be able to define these specifications for product bundles because the combination of individual items makes them fundamentally different from other products.

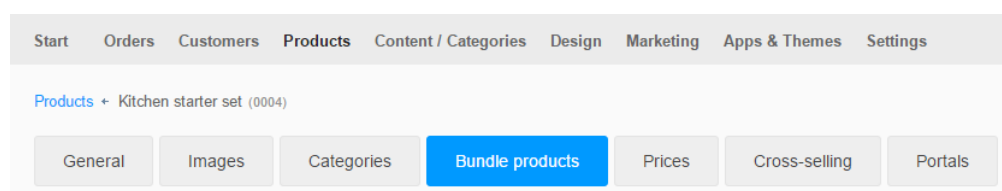
## Step 5

**Save** the changes.

You have now provided the most important information about the product bundle.

## Step 6

You are now on the *Bundle products* subpage where you can select the products to be bundled.



## Step 7

Select **Assign products** to display all your products.

☐ Quantity

Product number

No products are assigned to this bundle.

+

Quantity

1

Search product no.

Assign products

Saved

## Step 8

In the table you can see all of your shop's products.

In the left-hand column, select the products that you wish to add to the bundle.

Assign products				
Products	Products			
Tray				
Selected elements				
	<input type="checkbox"/>	Product number ↑	Name ↗	List price ↑
	<input type="checkbox"/>	0003	Album	Stock level
	<input type="checkbox"/>	0002	Mug - custom	
	<input type="checkbox"/>	0001	Pint Mug - custom	
	<input type="checkbox"/>	demo1	Product 1	£17.09 12
	<input type="checkbox"/>	demo2	Product 2	£73.56 4
	<input type="checkbox"/>	demo3	Product 3	£23.14 0
	Page 1 of 1			Number: 6

## Step 9

Select **Apply**.

## Step 10

The chosen products will have been added to your bundle. If you would like the bundle to contain multiples of one or more of the products, provide the corresponding quantity in the *Quantity* column.



---

### Step 11

Specify the order in which the products in the bundle should be shown in the *Sort order* column.

### Step 12

The total of the individual product prices, the price of the bundle and the corresponding price difference are shown below the list of bundled products.

Verify this information. If it is incorrect, you can set the price of the bundle on the *General* subpage under *List price*.

### Step 13

If you would like to remove a product from the bundle, mark it in the left-hand column and select **Remove assignment**.

### Step 14

Select **Images**, upload images for the bundle and save your data.

### Step 15

Select **Categories**, pick the category/categories for the product bundle and save your data.

### Step 16

Define other settings on the other subpages if necessary and **Save** them.

When you have finished configuring your product, select **General**, and under *Product visible in shop* select the option **Yes** and then save.

The bundle is now available in the shop for your customers to purchase.



**Note:** You can only add products to a bundle that are in the same tax class as the bundle.

If one of the bundled products is set to not available, the entire bundle cannot be ordered.

The stock level and minimum stock level of the bundle are determined by the smallest respective value of the individual products.

If a bundle is ordered, the individual stock level of all the associated products is updated.

The respective list prices of the individual products are used to tally up the individual prices. Any set discounts in the price lists are not taken into account.

If you import a product bundle in the administration area, the assignment of the products contained in the bundle is not imported.

## Adding a product with variations

Products with variations are simply products that differ in terms of specific attributes. For example, you can sell your T-shirt in a range of colours and sizes.

### What are products with variations?

Products with variations are simply products that differ in terms of specific attributes. For example, you can sell your T-shirt in a range of colours and sizes.

The main product the customer is purchasing is a T-shirt but the variation will be combination of your specified attributes *colour* and *size*.

If you define these two attributes to have the options:

- colour (White, Red, Green)
- size (Large, Medium, Small)

You will be able to sell the following T-shirts:

- T-shirt in White, Size Large
- T-shirt in White, Size Medium
- T-shirt in White, Size Small
- T-shirt in Red, Size Large
- T-shirt in Red, Size Medium
- T-shirt in Red, Size Small
- T-shirt in Green, Size Large

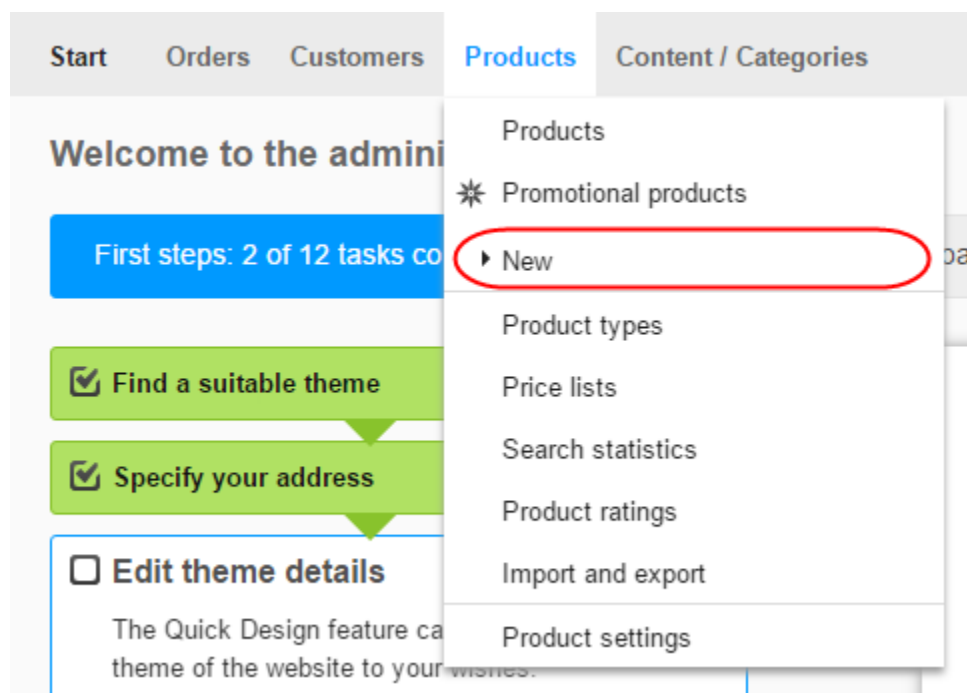
- T-shirt in Green, Size Medium
- T-shirt in Green, Size Small



## How do I create a new product with variations?

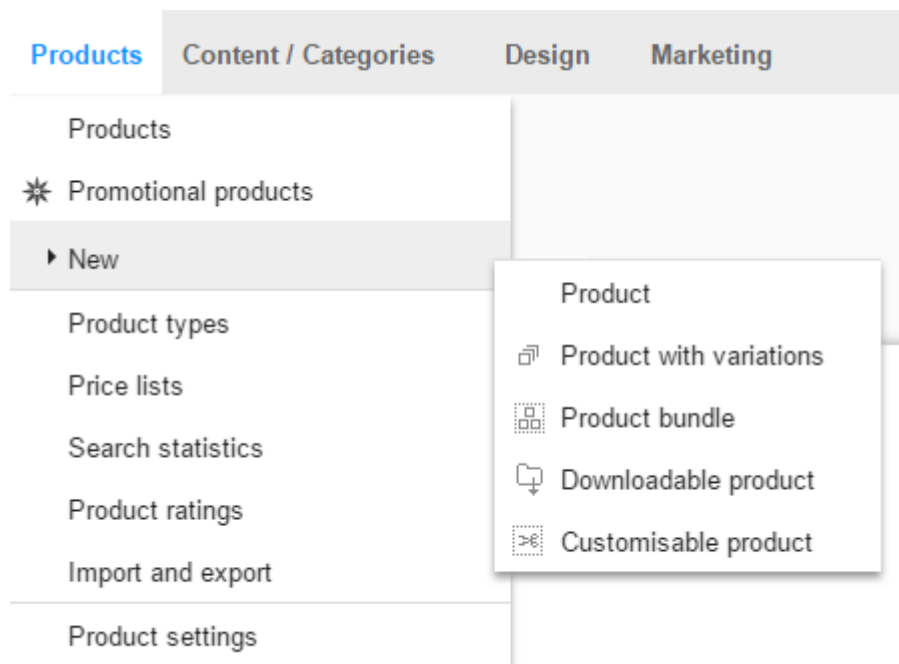
### Step 1

In the Administration area in the main menu, select **Products** then **New**.



## Step 2

You will then be able to select from the five different product types.



## Step 3

Select **Product with variations**.

## Step 4

Enter all the basic information about the product on this page. You do not have to fill in all the information, but you should enter these minimum settings:

- **Product number:** This is the product number in your shop.
- **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures. Only visible products will be listed in the assigned categories and found using the search function. Invisible products can also be accessed directly using their URL, but they cannot be ordered.
- **Product name:** This is the name the product will be listed under in your shop.
- **List price:** This is the price that the product will be offered for in your shop. Here you can enter a price in the currencies allowed in your shop.
- **Tax class:** Will default to "Digital products and services"
- **Description:** This description is shown in the list view.
- **Long description:** This description is shown on the product page.

## Step 5

---

**Save** the changes.

You have now provided the most important information about the product and will now create the variations using the product variation assistant.

If you have not already done so, it's a good idea to familiarise yourself with product types and attributes.

## Step 6

Select the **Product type**.

To add a new *Product type*, select **New product type** and enter a name for it. If you have selected an existing product type, you will then be shown the attributes that already exist for this product type.

## Step 7

Select **New attribute** to create a new attribute for this product type. Then specify a name for it.





## Step 8

With our T-shirt example we have created two attributes Size and Colour

We have then given the Size attribute the values Large, Medium and Small.

We then gave the Colour attribute the values White, Red and Green.

## 1. Attribute

Size	<input checked="" type="checkbox"/> Create language-dependent attributes 	 <a href="#">Delete attribute</a>
Value		
Large		
Medium		
Small		
Example: red		

## 2. Attribute

Colour	<input checked="" type="checkbox"/> Create language-dependent attributes 	 <a href="#">Delete attribute</a>
Value		
White		
Red		
Green		
Example: red		

## Step 9

Once you have defined all attributes and values, select **Next**.

## Step 10










A table will now display all the possible product variations based on the attributes and values you have specified.

As you will see, each variant will have been given its own unique Product number based on your initial product number. You can edit these if you wish to be a more meaningful representation of the product variant or to match your suppliers information.

In the left-hand column, select all the variations you want to generate. All are selected by default.

Products + T-Shirt (0005) + Product variation assistant

Attributes and values > Variation products > Finish

<input checked="" type="checkbox"/> Product no.	Size	Colour
<input checked="" type="checkbox"/>  0005-0001	Large	White
<input checked="" type="checkbox"/>  0005-0002	Large	Red
<input checked="" type="checkbox"/>  0005-0003	Large	Green
<input checked="" type="checkbox"/>  0005-0004	Medium	White
<input checked="" type="checkbox"/>  0005-0005	Medium	Red
<input checked="" type="checkbox"/>  0005-0006	Medium	Green
<input checked="" type="checkbox"/>  0005-0007	Small	White
<input checked="" type="checkbox"/>  0005-0008	Small	Red
<input checked="" type="checkbox"/>  0005-0009	Small	Green

☐ Set the generated variation products to visible

### Step 11



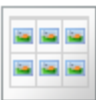


The option *Set the generated variation products to visible* will make all these variations visible on your shop when you generate them. We recommend you don't yet do this until you have uploaded images and allocated these products to a category.

### Step 12

Select **Next** when you are ready to generate the variations.

## Step 13

You will now be asked how to display your products.



















Layout	Description
<input type="radio"/> 	Variations in a list (overview table of all variation products)
<input checked="" type="radio"/> 	Variations in drop-down menus (recommended for a large number of variation products)
<input type="radio"/> 	Variations displayed with images (note: to do this, you will need to upload a different image for every variation product for the list view.)
<input type="radio"/> 	Images of the variations displayed with cover-flow effect in front of a black background (Note: Create different list view images for each variation product for this).
<input type="radio"/> 	Images of the variations displayed with cover-flow effect in front of a grey background (Note: Create different list view images for each variation product for this).

## Step 14

Select **Finish**.

## Step 15

Your products have now been added and are now displayed in a table. Here you can specify an order in which the variations are to be displayed to your customers.

<input type="checkbox"/>	Product no. ↑	Name ↑	Size ↑	Colour ↑	List price ↑	Stock level ↑	Sort order ↑
<input type="checkbox"/>	 0005-0001	T-Shirt	 Large	White			<input type="text" value="10"/>
<input type="checkbox"/>	 0005-0002	T-Shirt	 Large	Red			<input type="text" value="20"/>
<input type="checkbox"/>	 0005-0003	T-Shirt	 Large	Green			<input type="text" value="30"/>
<input type="checkbox"/>	 0005-0004	T-Shirt	 Medium	White			<input type="text" value="40"/>
<input type="checkbox"/>	 0005-0005	T-Shirt	 Medium	Red			<input type="text" value="50"/>
<input type="checkbox"/>	 0005-0006	T-Shirt	 Medium	Green			<input type="text" value="60"/>
<input type="checkbox"/>	 0005-0007	T-Shirt	 Small	White			<input type="text" value="70"/>
<input type="checkbox"/>	 0005-0008	T-Shirt	 Small	Red			<input type="text" value="80"/>
<input type="checkbox"/>	 0005-0009	T-Shirt	 Small	Green			<input type="text" value="90"/>
<input checked="" type="checkbox"/>	<input type="text" value=""/>		(Selection) ▼	(Selection) ▼			<input type="text" value="9999"/>
							Number: 9



---

## Step 16

Select **Upload images**.



Here you can upload a images for each of your variations.

1. Select a value on the left-hand side
2. Upload a corresponding image using the button **Upload image**.
3. If you want to use the original image used by the main product, select **Use image**.
4. Select **Close** when you are finished.

## Step 17

Because variants of products are independent products, you can change the settings for each independently such as its description, stock levels etc.

## Step 18

Specify the general settings for this variation product here. For example, you can define whether the variation product should have the same prices as the main product or wether it should have its own price.

## Step 19

You can also upload additional images for the variant.

## Step 20

You can also upload additional images for the variant.

## Step 21

If the variation product should be displayed in other categories (other than the category of the main product), select **Categories**. Here you can specify additional categories for the variant and save your data.

## Step 22

Define other settings on the other subpages if necessary and **Save** them.

## Step 23

When you have finished configuring your variant, select **General**, and under *Product visible in shop* select the option **Yes** and then save.

The selected variant will now be available in the shop for your customers to purchase.



**Note:** If you delete the main product, the variants are also deleted.

Variation products cannot be assigned their own sub-variation products.

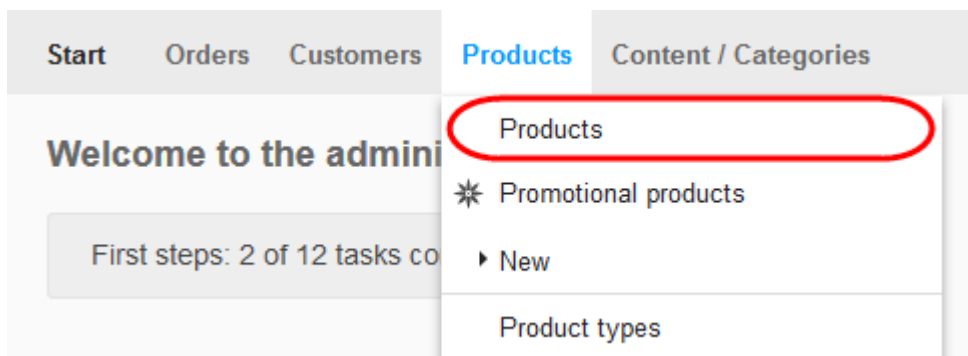
If attributes are deleted, all product data that has been defined for these attributes can no longer be changed.

As soon as variations for a product exist, the product type assignment can no longer be changed.

## Assigning products to categories

### Step 1

In the Administration area in the main menu, select **Products** and then **Products**.

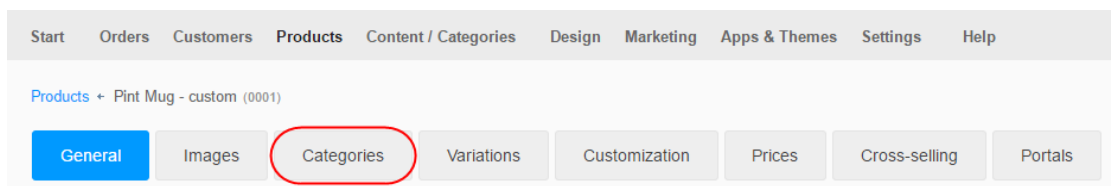


### Step 2

Select the product want to assign to a category.

### Step 3

Select **Categories**.



---

## Step 4

Select **Assign categories**.

<input type="checkbox"/> Assigned categories	Sort order
This product has not yet been assigned to a category and therefore will not be displayed in the shop.	
<div>Assign categories</div>	

## Step 5

You will now see all categories and pages of your online shop. Tick each category/subpage you wish to assign the product to.

## Step 6

Select **Apply**.

## Step 7

If you have assigned the product to several categories, you can sort them.

Sorting is done for the following reasons:

- The first category is shown in the navigation history (breadcrumb) of the product page.
- The function "Also search this category:" on the product page uses the order you have determined.

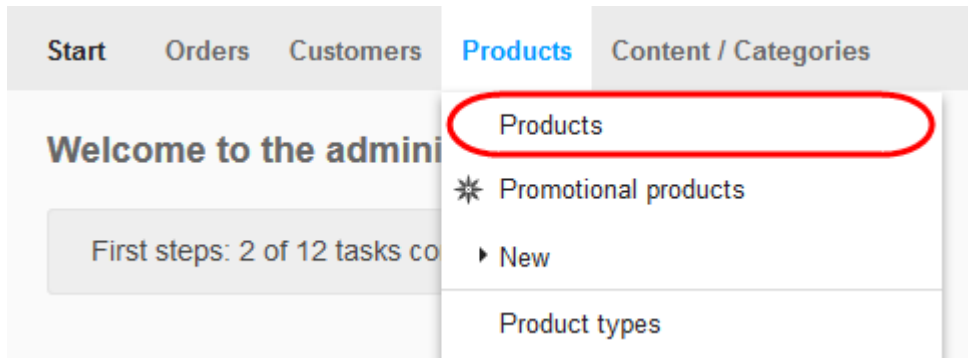
## Step 8

**Save** the changes. The product is now added to the desired categories.

# How to assign multiple products to the same category

## Step 1

In the Administration area in the main menu, select **Products** and then **Products**.

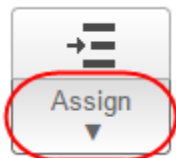


## Step 2

In the left-hand column, select the products that you wish to assign to the category.

## Step 3

Select the lower part of the *Assign* button and then **Assign to category...**



## Step 4

Select the desired category from the *Category* option.

## Step 5

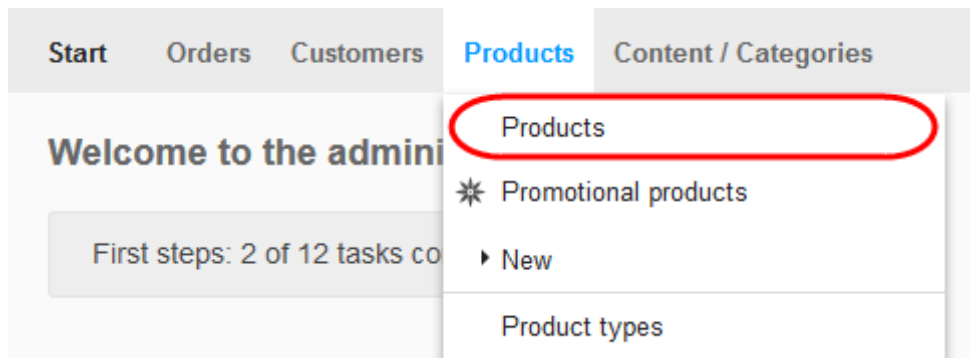
Select **Assign**. The products are now added to the desired category.

---

# Adding images to products

## Step 1

In the Administration area in the main menu, select **Products** and then **Products**.

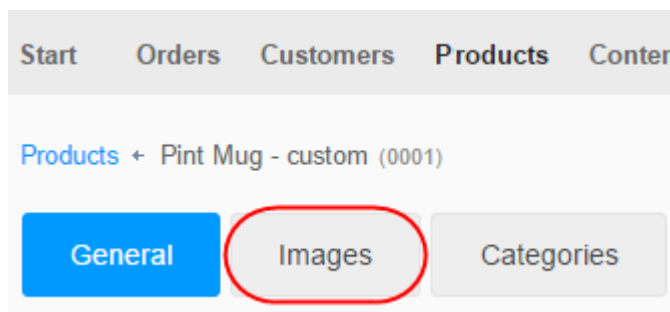


## Step 2

The table shows an overview of all products in your online shop. Select the product you want to add an image to.

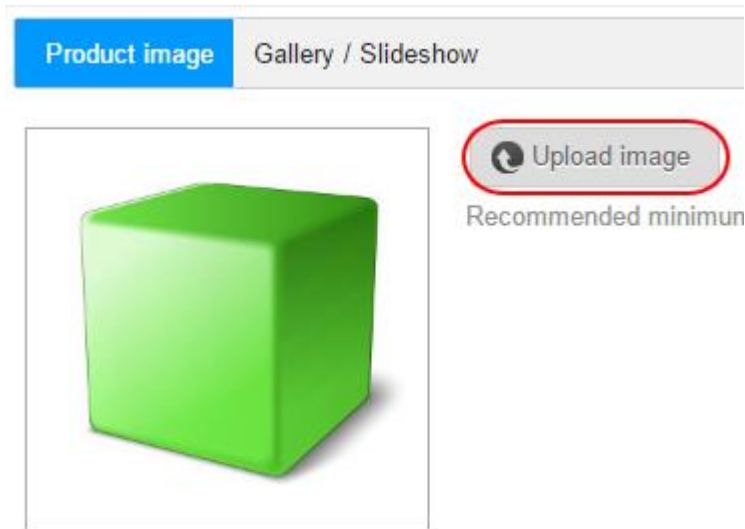
## Step 3

Click **Images** in the *Product* menu.



## Step 4

Click the **Upload image** button and upload your image.



## Adding a preview of a downloadable product

If you are selling certain kinds of downloadable products in your shop (like e-books or MP3s), you can offer your customers a preview of these products.

### Setting up a product type

To be able to upload preview files, first you must set a product attribute for the desired product type.

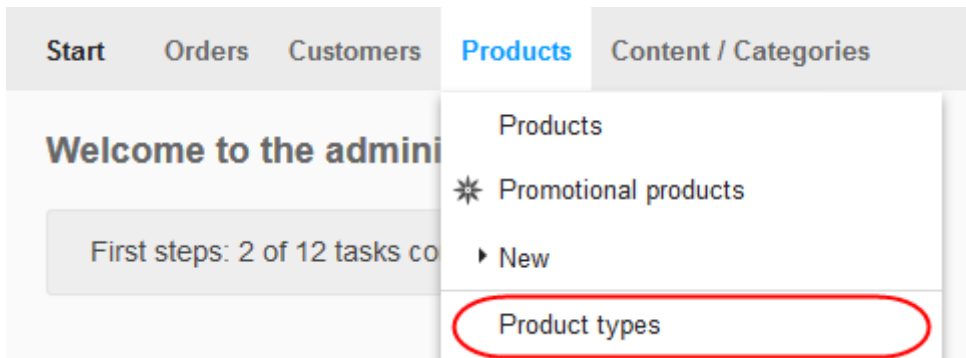
An example: You sell e-books in your shop. In the administration section of your shop, these are always allocated to a product type called "e-books". To be able to upload preview files for these products, first you must create a product attribute for the "e-books" product type.

If you want to only provide a preview for some of your e-Books, you would need to group your downloadable products into two separate product types. One could be then called "e-books" and the other "e-books with preview".

---

### Step 1

In the Administration area in the main menu, select **Products** then **Product types**.

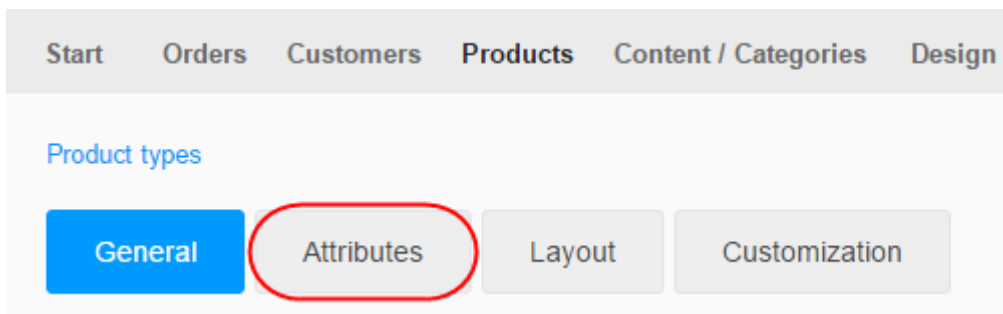


### Step 2

Select the product type you want to create previews for.

### Step 3

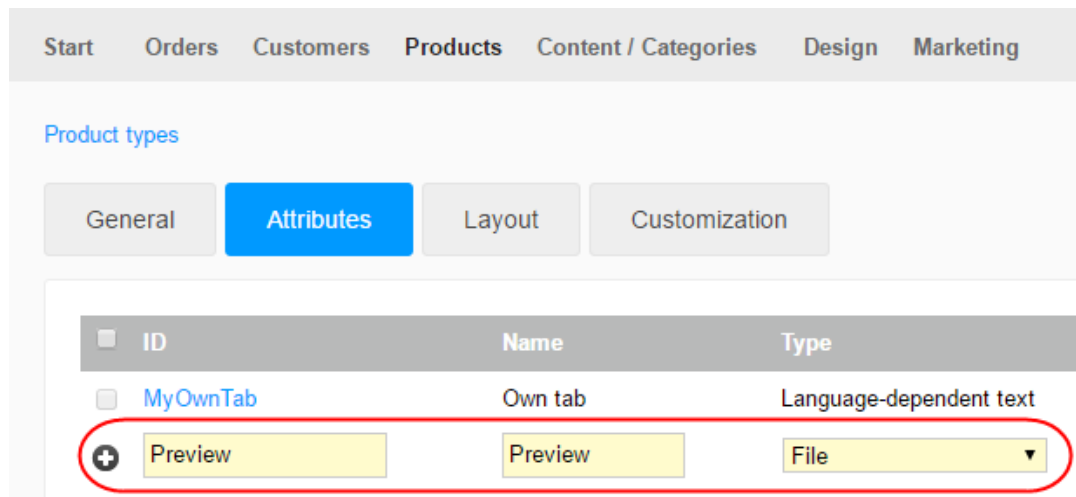
Select **Attributes**.



## Step 4

In the last line of the table, set the:

- **ID** : "Preview"
- **Name** : "Preview"
- **Type** : File



Start Orders Customers **Products** Content / Categories Design Marketing

Product types

General **Attributes** Layout Customization

ID	Name	Type
<input type="checkbox"/> MyOwnTab	Own tab	Language-dependent text
<input checked="" type="checkbox"/> Preview	Preview	File

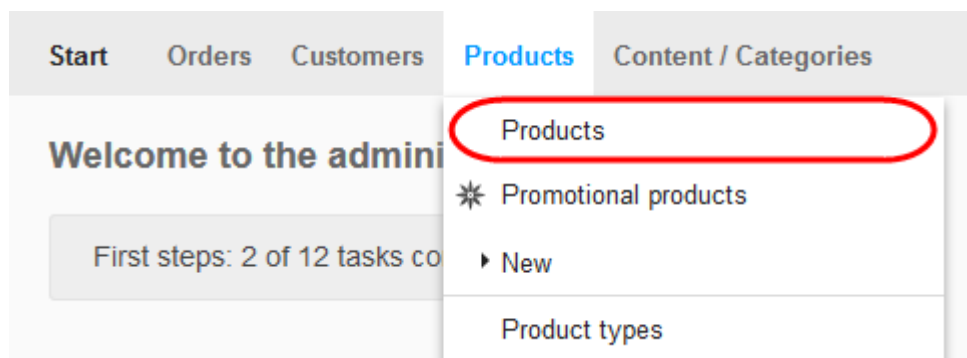
## Step 5

**Save** the changes.

## Uploading a preview file

### Step 1

In the Administration area in the main menu, select **Products** then **Products**.





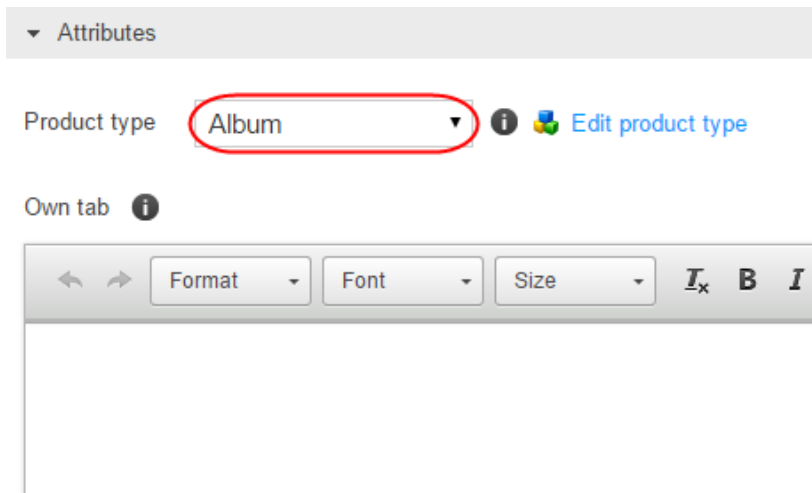
---

## Step 2

Select the product you want upload a preview for.

## Step 3

In the *Attributes* section near the bottom of the page, select the *Product type* in which you created the new "Preview" attribute.



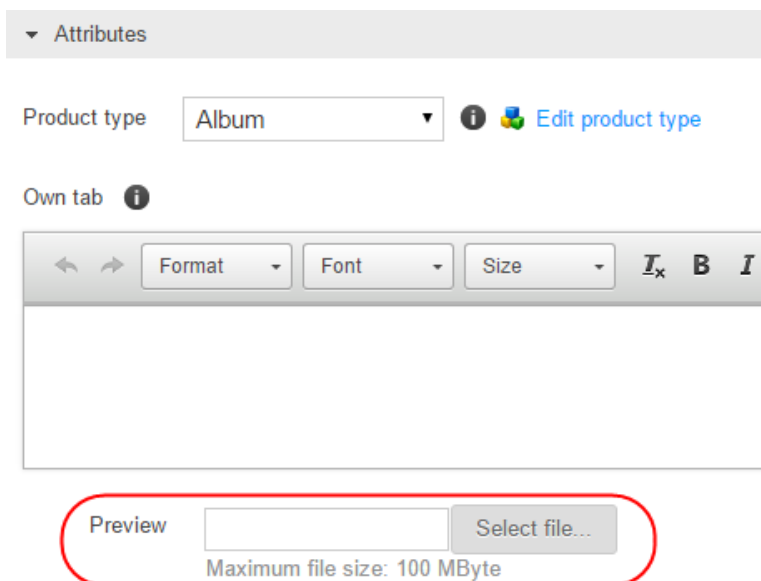
The screenshot shows the 'Attributes' section of a user interface. At the top, there is a grey bar with a downward arrow and the text 'Attributes'. Below this, the 'Product type' is displayed as a dropdown menu with 'Album' selected. To the right of the dropdown is an information icon (i) and a link that says 'Edit product type' with a small icon. Below the 'Product type' section, there is a section labeled 'Own tab' with an information icon (i). Underneath this is a rich text editor toolbar with buttons for undo, redo, Format, Font, Size, and bold/italic/underline icons. The editor area below the toolbar is empty.

## Step 4

**Save** the changes.

## Step 5

You will now find the "Preview" attribute you created earlier in the *Attributes* section.



The screenshot shows the 'Attributes' section of a user interface. At the top, there is a grey bar with a downward arrow and the text 'Attributes'. Below this, the 'Product type' is displayed as a dropdown menu with 'Album' selected. To the right of the dropdown is an information icon (i) and a link that says 'Edit product type' with a small icon. Below the 'Product type' section, there is a section labeled 'Own tab' with an information icon (i). Underneath this is a rich text editor toolbar with buttons for undo, redo, Format, Font, Size, and bold/italic/underline icons. The editor area below the toolbar is empty. At the bottom of the section, there is a 'Preview' attribute. It consists of a text input field, a 'Select file...' button, and a note below it that says 'Maximum file size: 100 MByte'. The entire 'Preview' attribute section is highlighted with a red rounded rectangle.

Click **Select file** to upload the preview file.

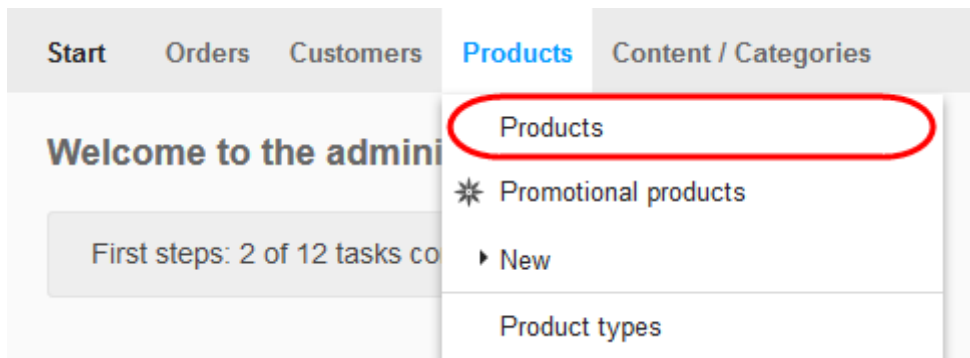
## Step 6

**Save** the changes. Your customers will now see the preview file on the corresponding product page.


# Making a product visible in your eShop

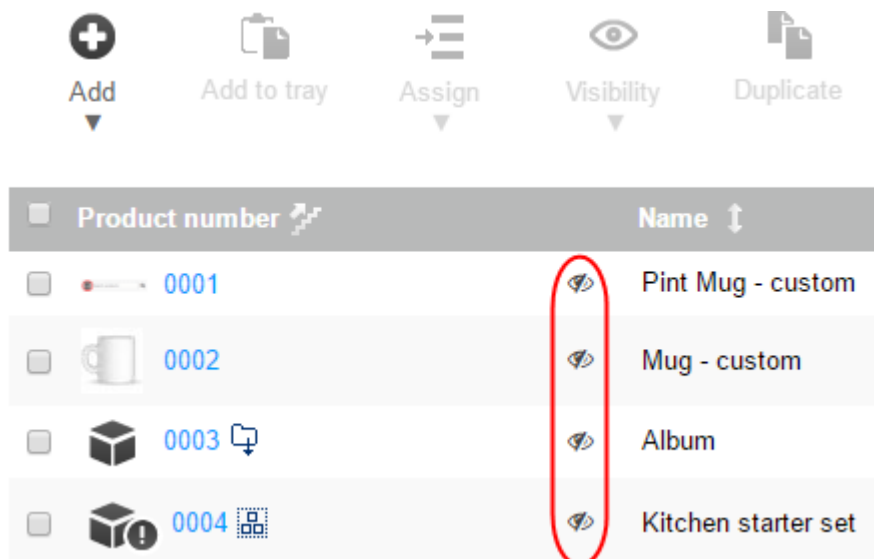
## Step 1

In the Administration area in the main menu, select **Products** and then **Products**.



## Step 2

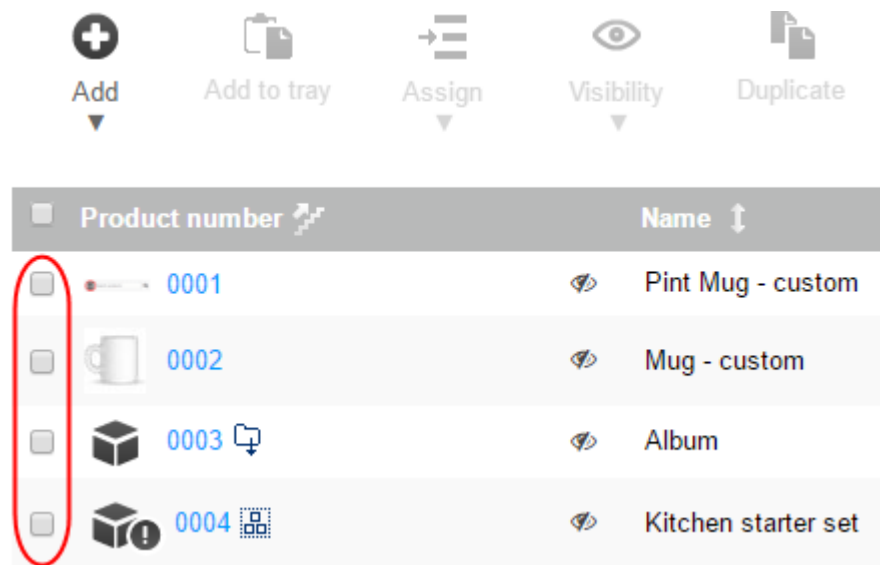
The table displays all the products of your online shop. You can quickly see which products are hidden from your customers as they will display the following icon next to the product: 



---

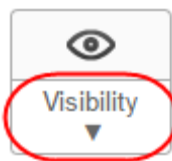
### Step 3

Select the product that you want to set to visible in the left-hand column of the table.



### Step 4

Select the **Visibility** button.



### Step 5

Select **Set visible**. The selected products will now be visible in your eShop.

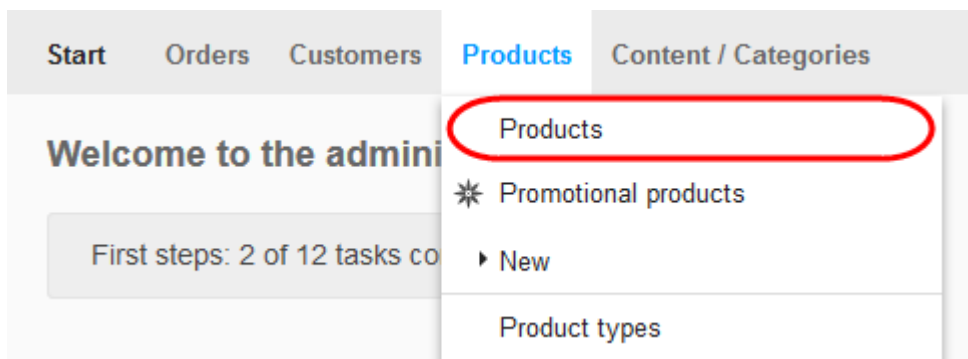
## Duplicating products

Rather than creating a new product from scratch, you can select an existing product and duplicate it.

All of its settings will be the same as the original, but will be created with a new Product number and will initially be hidden from your customers allowing you the opportunity to make alterations before it becomes available for purchase.

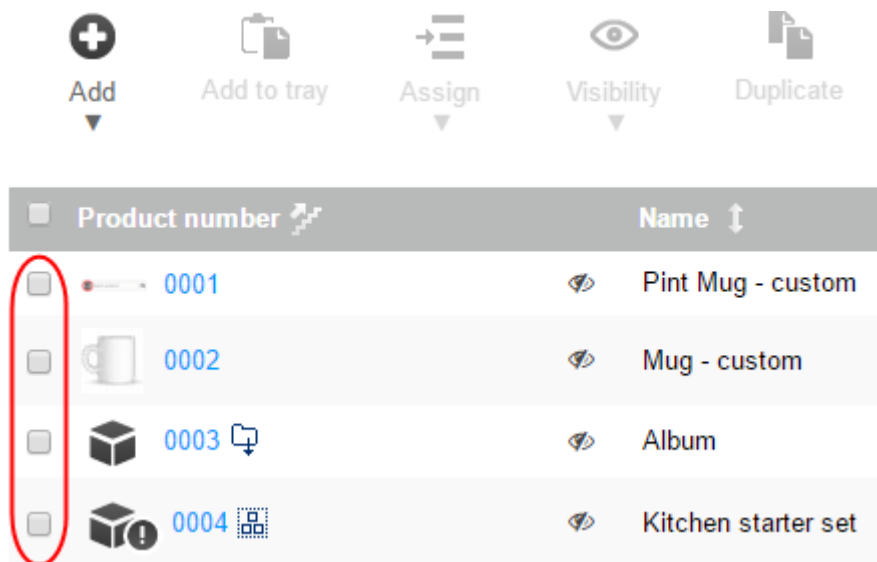
## Step 1

In the Administration area in the main menu, select **Products** and then **Products**.



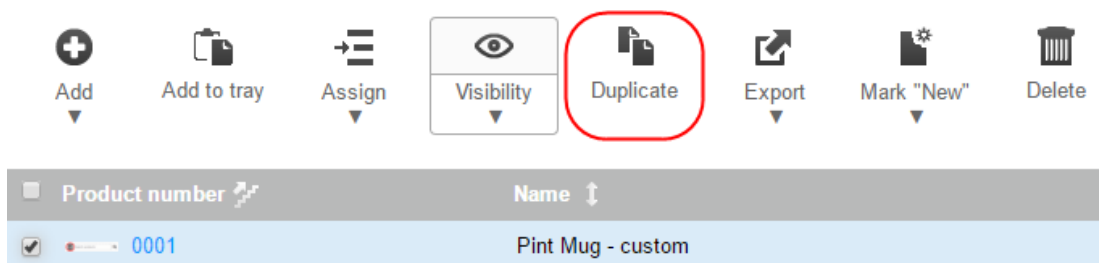
## Step 2

Select the product that you want to duplicate in the left-hand column of the table.



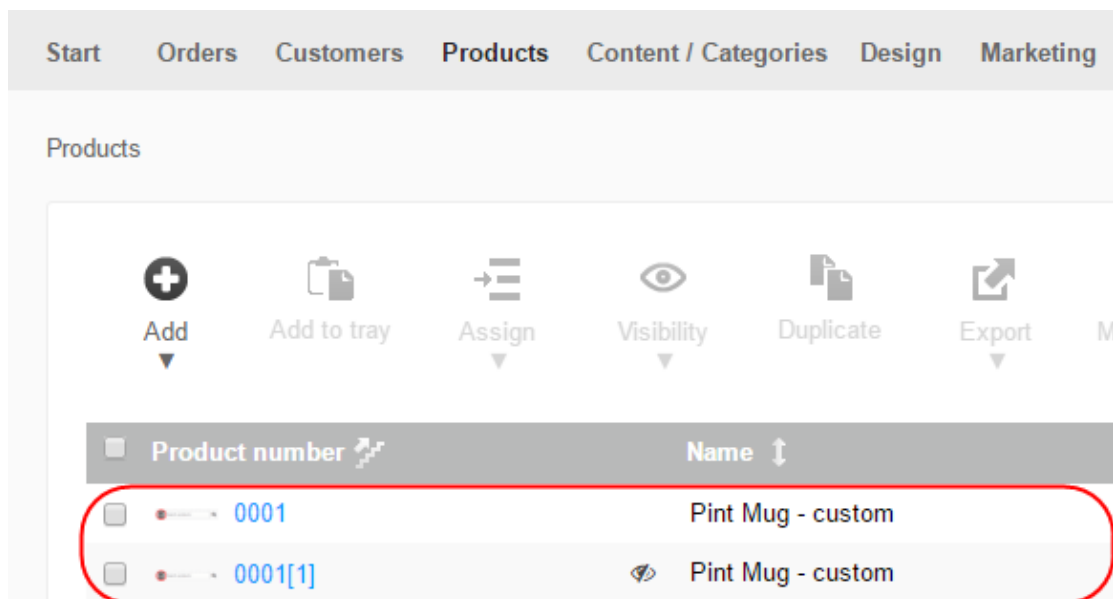
## Step 3

Select the **Duplicate** button at the top.



The product is now duplicated. It will now appear in your list of products and will mirror your original product.

The new product will have a unique product number which will be based on the original and will not initially be visible in your online shop.



## Using reference units

For instance, you could set a reference unit for a bottle of wine. A standard bottle of wine is usually 75cl. But you can also purchase smaller "Split" (187ml) or "Half" (37.5cl) size bottles and larger Magnums (1.5l), Jeroboams (3.0l) etc.

As you may have noticed, these are interchangeably using ml (millilitres), cl (centilitres) and l (litres).

To help customers make an easy price comparison, you can set a uniform unit of measure against which each sized bottle can then be compared.

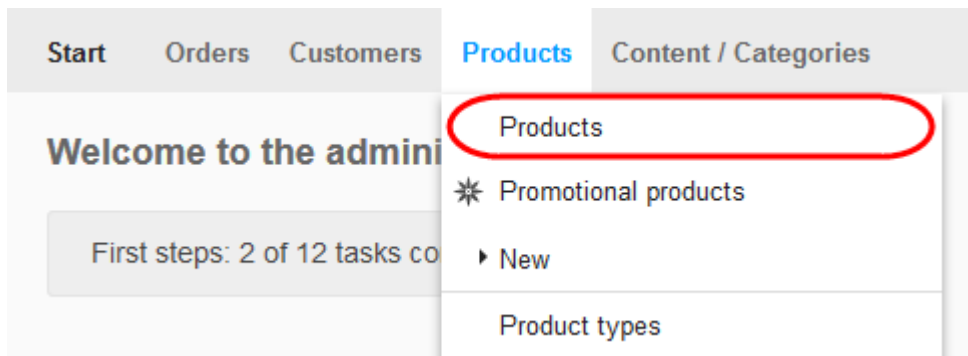
We could set a reference unit to be 1 litre and the price for each bottle size will then be compared so that:

- A Split bottle (187.5ml) priced at £2.50 will also display "£13.33 per litre"
- A Half bottle (37.5cl) priced at £4.50 will also display "£12 per litre"
- A Standard bottle (75cl) priced at £8.50 will also display "£11.33 per litre"
- A Magnum (1.5l) priced at £22 will also display "£14.66 per litre"

## Setting reference units for a product

### Step 1

In the Administration area in the main menu, select **Products** and then **Products**.

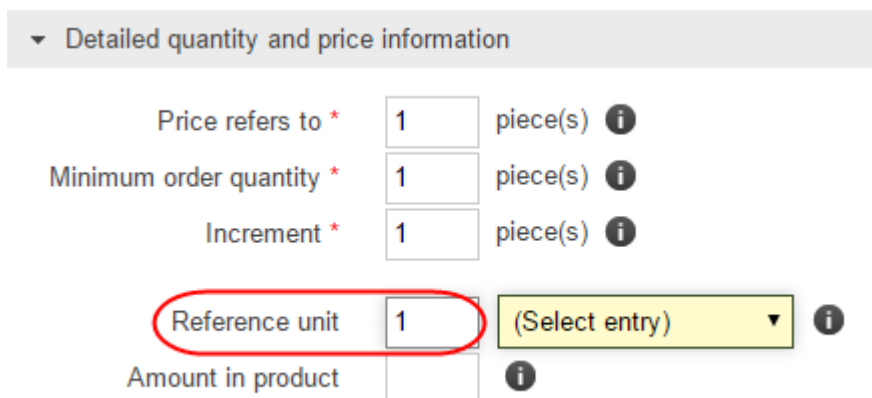


### Step 2

Select the product you want to edit.

### Step 3

In the *Detailed quantity and price information* section, enter a number in the field besides *Reference unit* – in our example "1". This is the unit the calculations will be compared against.

A screenshot of the 'Detailed quantity and price information' section in the administration interface. The section is titled 'Detailed quantity and price information' with a downward arrow. It contains several input fields: 'Price refers to \*' with value '1', 'Minimum order quantity \*' with value '1', and 'Increment \*' with value '1'. Each of these fields is followed by 'piece(s)' and an information icon. The 'Reference unit' field is highlighted with a red circle and contains the value '1'. To its right is a dropdown menu with '(Select entry)' and a downward arrow, followed by an information icon. Below these is the 'Amount in product' field, which is empty and followed by an information icon.

## Step 4

Besides that field, select the unit, in our example "litre(s)".

▼ Detailed quantity and price information

Price refers to \*

1

piece(s) ⓘ

Minimum order quantity \*

1

piece(s) ⓘ

Increment \*

1

piece(s) ⓘ

Reference unit

1

(Select entry) ▼ ⓘ

Amount in product

ⓘ

## Step 5

In the **Amount in product field**, enter the quantity contained in the product. As we chose to compare the quantity to 1 litre, we need to convert the product contents from 75cl into litres.

- 1 litre = 1000ml
- 1 litre = 100cl
- 1 litre = 10dl
- 1 litre = 1l

So 75cl is the same as 750ml or 0.75 litre(s).

▼ Detailed quantity and price information

Price refers to \*

1

piece(s) ⓘ

Minimum order quantity \*

1

piece(s) ⓘ

Increment \*

1

piece(s) ⓘ

Reference unit

1

litre(s) ▼ ⓘ

Amount in product

0.75

litre(s) ⓘ

## Step 6

**Save** the changes. The reference price is now displayed on the product page in your online shop.

# Setting up shopping lists

Registered customers can use shopping lists to bookmark products, orders or the current contents of the shopping basket for later.

For example, if a customer finds a product they like in your online shop, they can put it on one of their shopping lists using the link **Add to shopping list** on the product page.

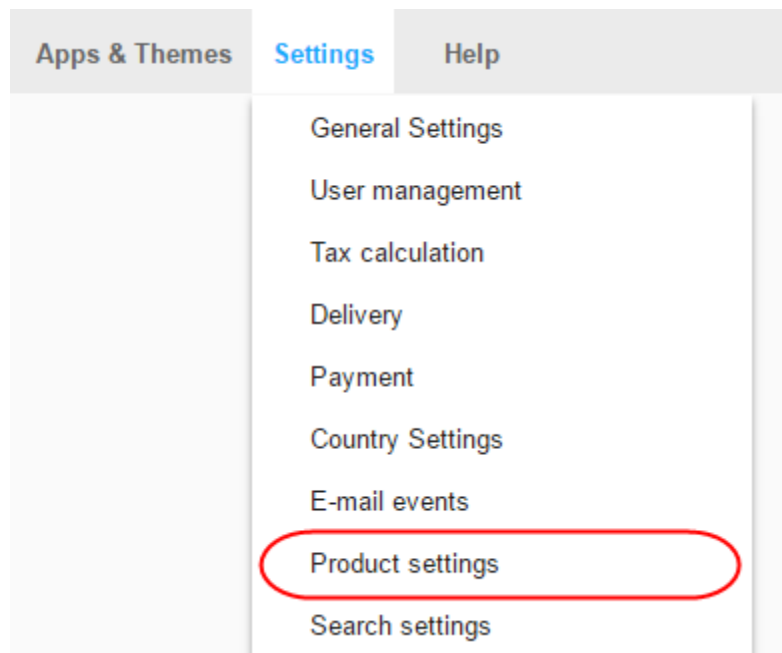
If the customer logs in again later, they can find their shopping lists under *My Account*.

This is particularly convenient for customers who often order the same products. By putting these products on a shopping list, they can put them all in the shopping basket together later with one click.

Shopping lists are enabled in your shop by default.

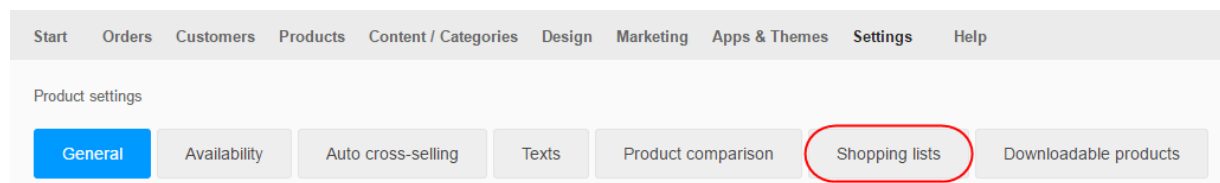
## Step 1

In the Administration area in the main menu, select **Settings** and then **Product settings**.



## Step 2

Select **Shopping lists**.





---

### Step 3

Under *Offer shopping list functionality*, specify whether customers can use shopping lists. Shopping lists are enabled in your shop by default.

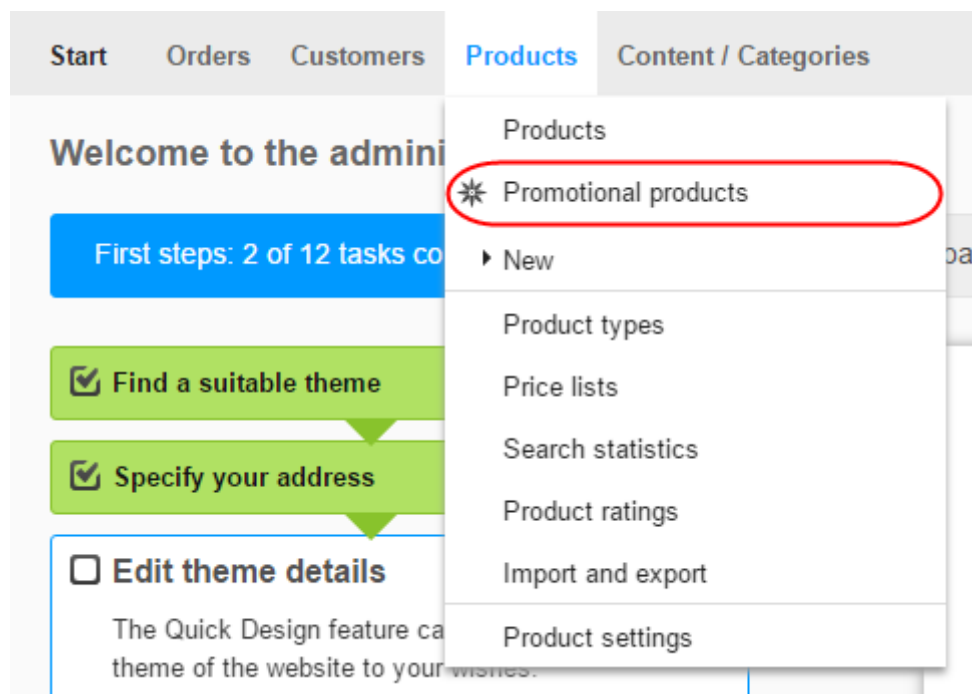
### Step 4

**Save** the changes.

## Setting promotional products

### Step 1

In the Administration area in the main menu, select **Products** and then **Promotional products**.



### Step 2

The table shows an overview of the promotional products in your shop. Select the button **Assign products** in order to add products.



### Step 3

A dialog opens with the products of your shop. In the table, select in the first column the products that you wish to use as promotional products. Where necessary, use the search at the top right in order to find the desired products.

## Step 4

To view all currently selected products, select **Selected elements**.

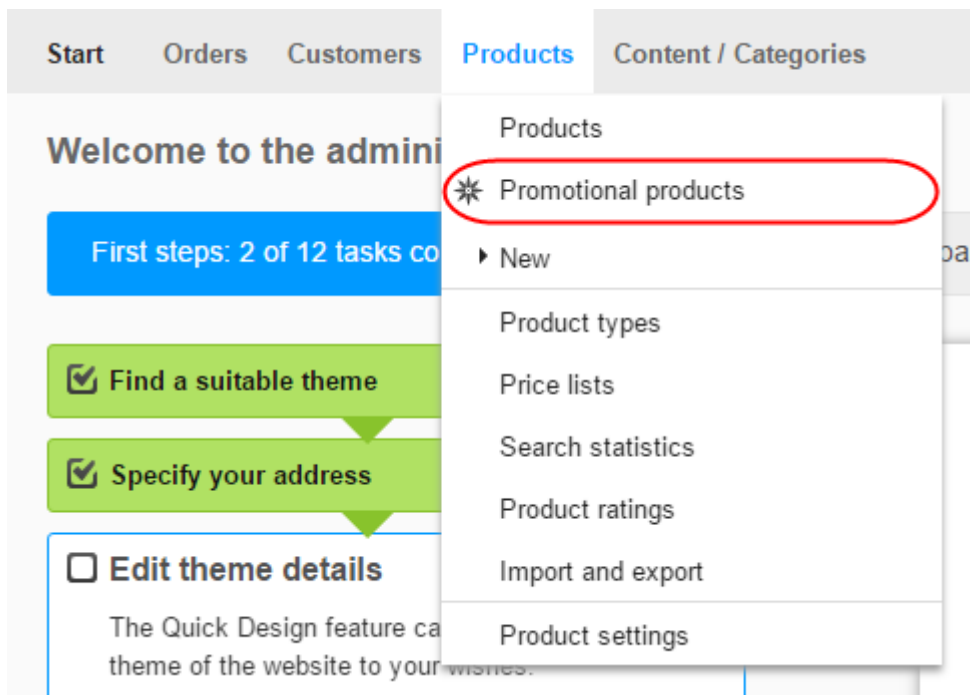
## Step 5

**Apply** the changes.

# Remove products from the promotional list

## Step 1

In the administration area in the main menu, select **Products** and then **Promotional products**.



## Step 2

The table shows an overview of the promotional products in your shop. In the first column of the table, select the products that you wish to remove from the list of promotional products.

## Step 3

Select the button **Remove assignment**. The selected products are now no longer promotional products. However, they have not been deleted.

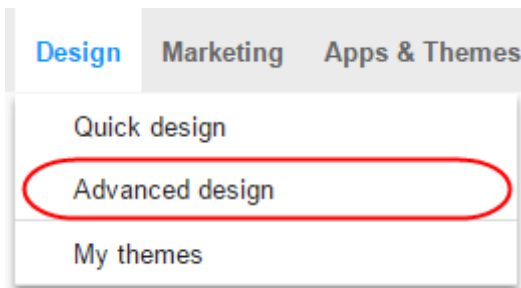
---

## Displaying promotional products

You can define promotional products for your online shop – for example products that are currently on special offer. You can either display promotional products on every subpage of your shop, or just on an individual page. If you want to edit the promotional products, read [What are promotional products and how do I use them?](#)

### Step 1

In the Administration area in the main menu, select **Design** and then **Advanced design**.



### Step 2

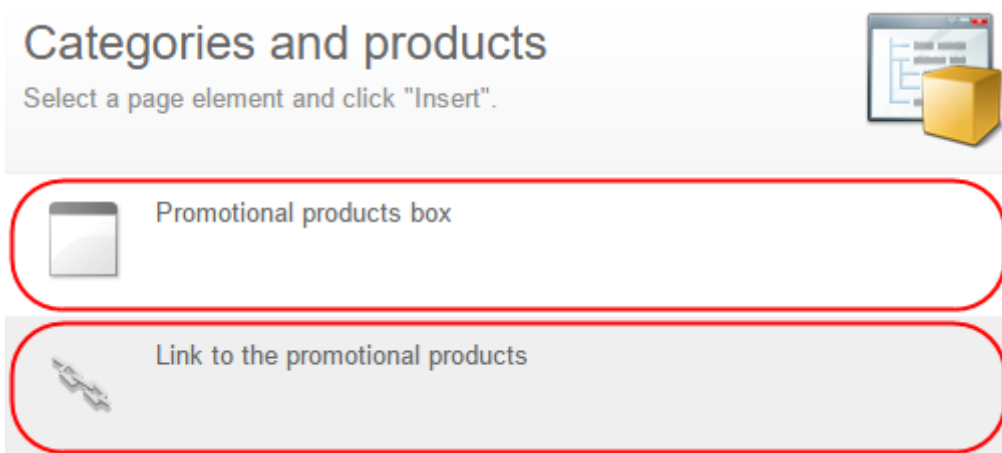
In the page area where you want the promotional products to appear, select the plus icon.



### Step 3

Under *Categories and products* on the right select one of these two options:

- **Promotional products box:** A box is added in which the promotional products are displayed.
- **Link to the promotional products:** A link to your promotional products is added.



## Step 4

Select **Insert**.

## Step 5

If you have selected *Promotional products box*, define the settings such as the font or background colours and images for this page element, and select **Apply**.

## Step 6

In the preview, you now see the newly inserted page element.

## Step 7

**Save** the changes. Your promotional products or a link to a dedicated promotional products page will now be displayed at the desired location.

# Displaying product information

One of the basic principles of eCommerce is to "Provide your customers with all the information they need about your products". But the more information you include, the more confusing your product pages could become. To provide more of an overview, you can display product information on tabs.

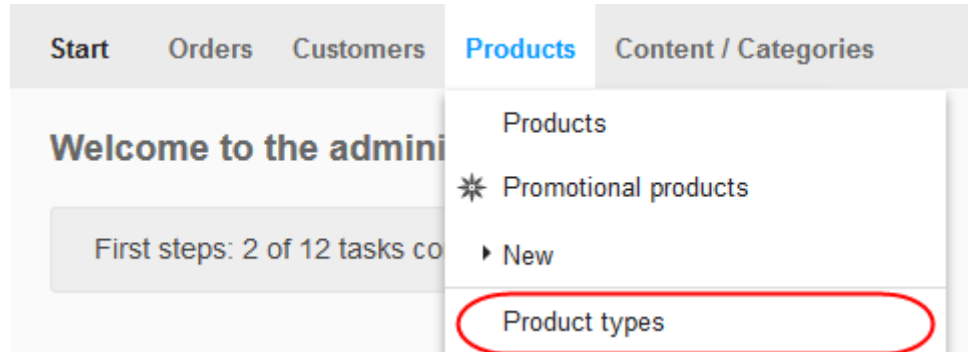


---

## Determine what information is displayed on tabs

### Step 1

In the Administration area in the main menu, select **Products** and then **Product types**.

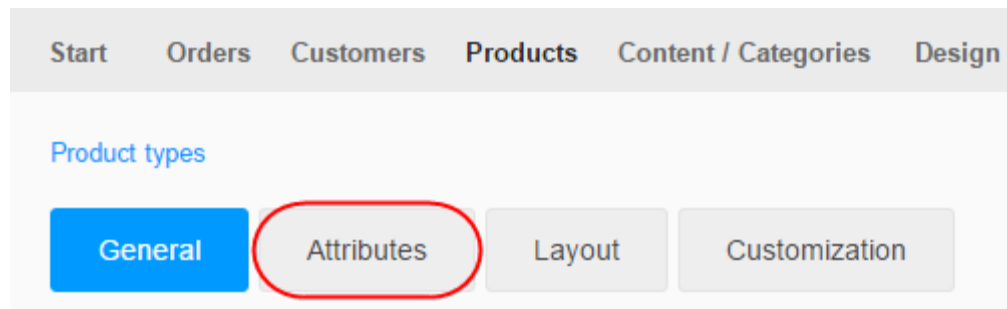


### Step 2

The table shows an overview of all product types created in your shop. Select the product type you want to edit.

### Step 3

Select **Attributes**.



### Step 4

Select the attribute that you want to be displayed on its own tab.



**Important:** Only attributes of the type "Text" or "Language-dependent text" can be displayed on tabs.

### Step 5

For the option *Display on own tab*, select **Yes**.

## Step 6

**Save** the changes.

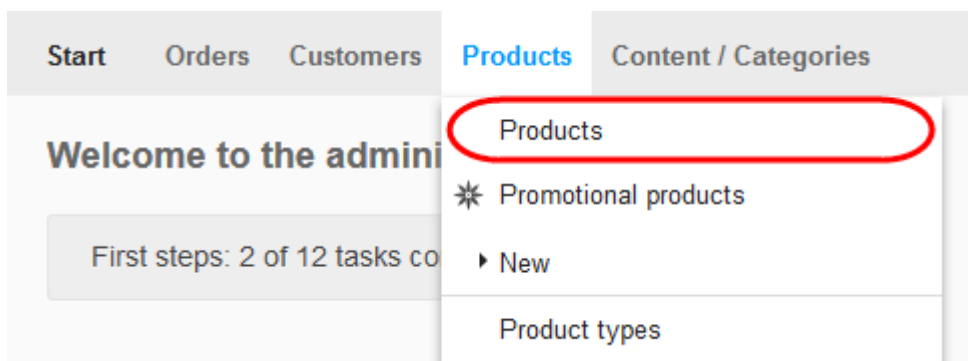
## Step 7

If the product type contains several attributes, you can define the order in which they are displayed to the customer.

## Adding your own text into a tab

### Step 1

In the Administration area in the main menu, select **Products** and then **Products**.



### Step 2

The table displays all the products of your online shop. Select the product you want to add text for.

### Step 3

Now under *Attributes* at the bottom of the screen, you can see a field for the *Own tab*. Enter your descriptive text here.

### Step 4

**Save** the changes. The text entered here is now displayed on the product page on the tab.

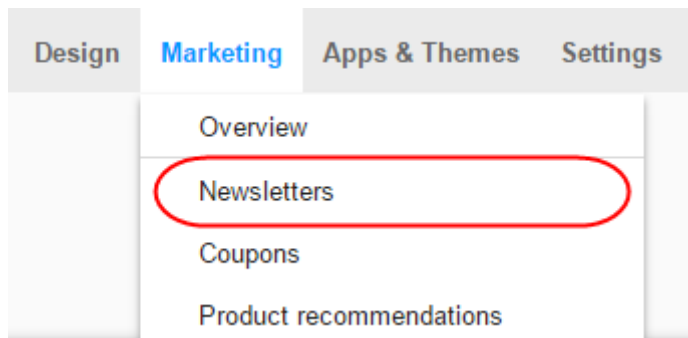
---

## Adding coupon codes to newsletters

If you want to send your customers individual coupon codes by newsletter, you can get your ePages shop to automatically generate and insert these codes.

### Step 1

In the Administration area in the main menu, select **Marketing** and then **Newsletters**.



### Step 2

Select the newsletter campaign that contains the newsletter to which you want to add a coupon.

### Step 3

Select the newsletter into which you want to include a coupon.

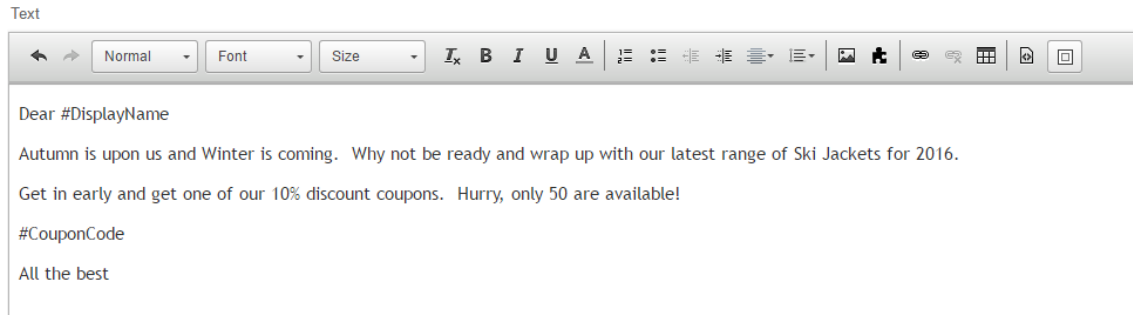
### Step 4

Near the bottom of the page, select your *Coupon campaign*.

## Step 5

You now have two options for inserting the coupon codes:

- You can use the Coupon Code placeholder, or type "#CouponCode" into the *Text* box as a placeholder in the desired location. An individual coupon code for each recipient will be inserted into this space when the Newsletter is sent out.

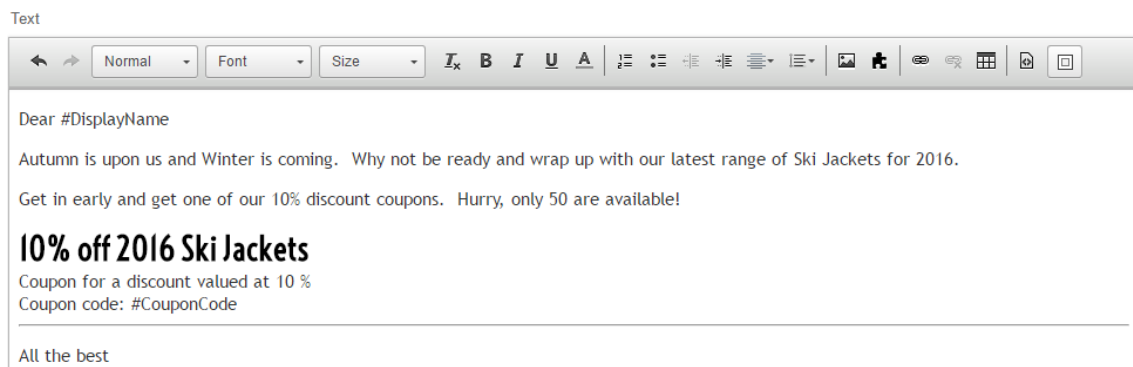


- Move the cursor in the *Text* box to the desired location and select the **Insert coupon template** button.



The following data will be automatically inserted:

- The name of the coupon campaign.
- The description.
- The discount offered in the coupon.
- The individual coupon code.



## Step 6

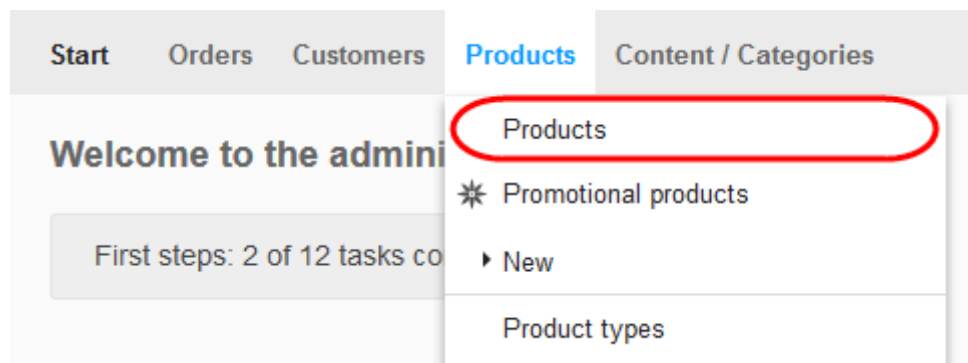
**Save** the changes. Now when you send the newsletter to your customers, each recipient will receive their own individual coupon code.

# Displaying the original price of a product

## Step 1



In the Administration area in the main menu, select **Products** then **Products**.



## Step 2

Select the product whose price you want to change.

## Step 3

In the *List price, Order unit, Tax class* section, enter the original price in the *Original price* column for the individual currencies.

▼ List price, Order unit, Tax class

Original price ⓘ

List price (Gross) £9.99 £  £  
(Net £8.325)

## Step 4

In the *List price, Order unit, Tax class* section, enter the new price.

▼ List price, Order unit, Tax class

Original price ⓘ

List price (Gross) £8.99 £ £9.99 £  
(Net £7.492) (Net £8.325)

## Step 5

**Save** the changes. You will now see in your shop that the original price has remained and is now promoted.

# Pint Mug - custom



★ Be the first to rate this product


Old price ~~£9.99~~

**£8.99**

Price incl. VAT, plus delivery

Customize now

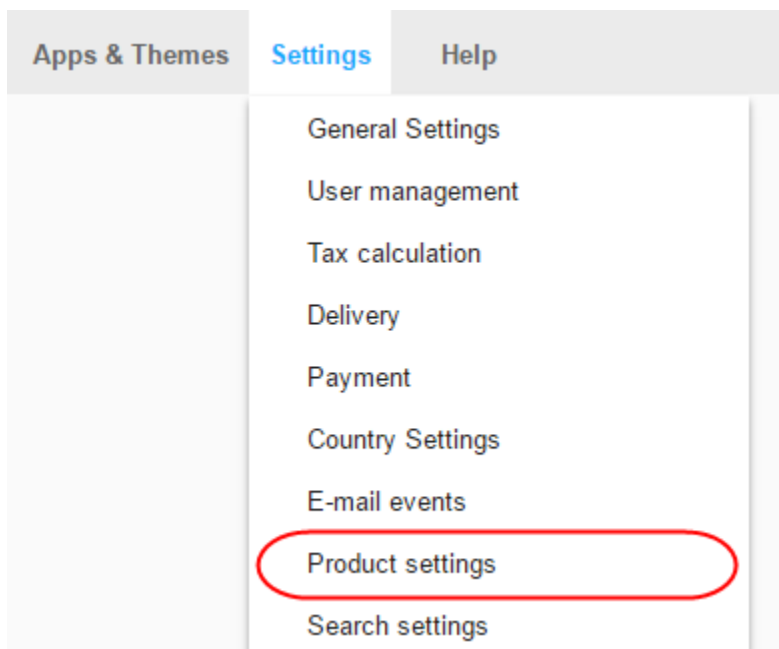
 Add to shopping list    Recommend

 Ask question

## Choose how original prices are displayed

## Step 1

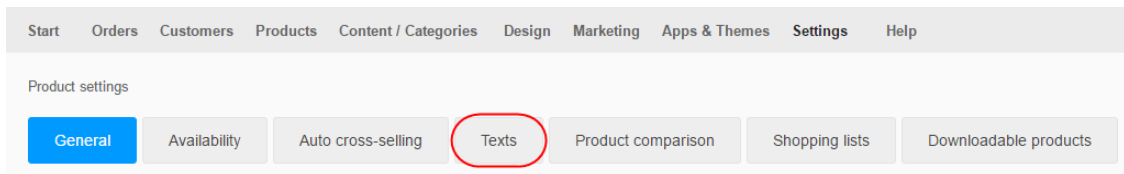
In the Administration area in the main menu, select **Settings** and then **Product settings**.



---

## Step 2

Select **Texts**.



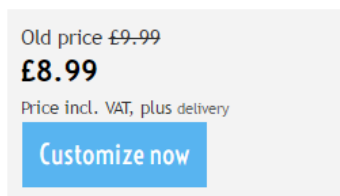
## Step 3



At the bottom in the *Text in front of original price* section, enter the text to be displayed before the original price.


In our earlier example this is "Old price"

Pint Mug - custom

★ Be the first to rate this product



 Add to shopping list  Recommend

 Ask question

## Step 4

Using the option *Strike out original price*, determines whether the original price should be shown as crossed out.

## Step 5

In *Display saving*, select whether the customer should see the saving as an amount, a percentage, or not at all.

## Step 6

Check the preview at the bottom.

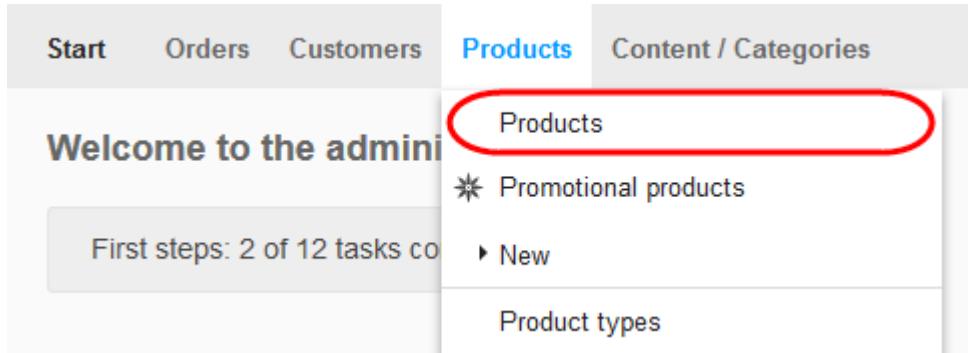
## Step 7

**Save** the changes.

# Entering the weight and size of a product

## Step 1

In the Administration area in the main menu, select **Products** then **Products**.



## Step 2

Select the product you want to edit.

## Step 3

In the *Delivery details* section, enter a number in the *Delivery weight* field and select a unit of measurement (e.g. "kilogram").

- The total weight should include the product and its shipping packaging.

## Step 4

In the *Delivery details* section, enter the dimensions of the product.

- The total dimensions should be the external dimensions of the product within its shipping packaging.
- The dimensions should be given in millimetres (mm)

## Step 5

**Save** the changes.



**Quick tip:** You can determine whether the delivery weight is displayed to your customers on the product page. To define this select **Settings** and then **Product settings** and use the option **Display shipping weight in shop**.

If you have set up a delivery method in your shop where the delivery costs depend on the weight of the order, the delivery weight you have entered will be used as a basis for calculating the delivery costs.

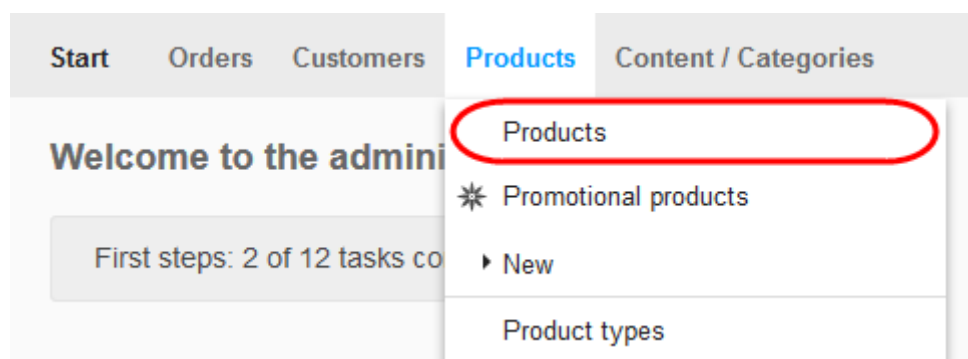
## Marking a product as new

You can mark individual products in your online shop as "New". All products marked in this way will then have the word "New" next to the product name throughout your shop.



### Step 1

In the Administration area in the main menu, select **Products** then **Products**.

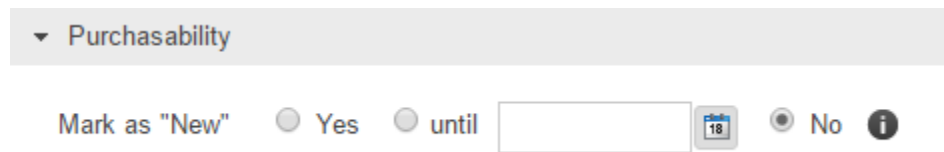


### Step 2

Select the product you want to mark as "New".

### Step 3

In the *Purchasability* section you have the ability to mark a product as "New" for a configurable length of time:



- **An indefinite amount of time:** Simply select **Yes**. This will be marked as "New" until you manually select **No**.
- **Until a specific date:** Select **until** and either manually enter a date, or use the calendar.
- **Do not mark product:** Select **No**.

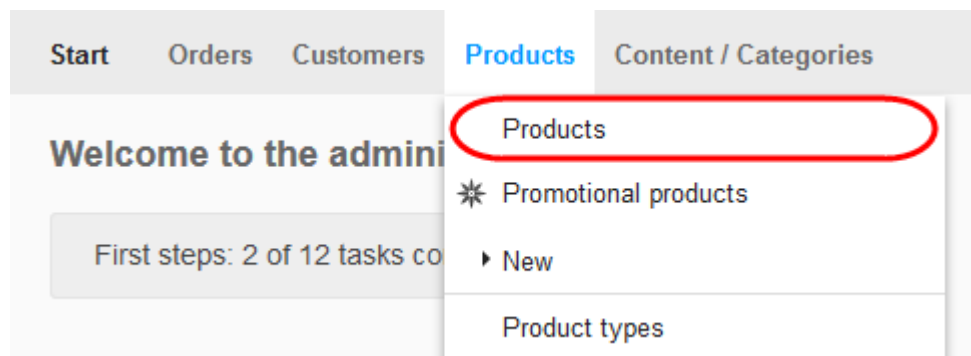
### Step 4

**Save** the changes. Any products marked as "New" will be highlighted in your Product list with the symbol 🌟.

## Setting stock levels

### Step 1

In the Administration area in the main menu, select **Products** then **Products**.



### Step 2

Select the product you want to edit.

---

### Step 3

Enter the relevant values in the *Stock and delivery period* section into the *Stock level* and *Minimum stock level* fields.

- *Stock level* refers to the quantity you currently have in stock.
- *Minimum stock level* is the lowest quantity you reach before needing to reorder more.
- *Delivery period* covers the lead time for more stock to arrive.

#### ▼ Stock and delivery period

Stock level	<input type="text"/>	piece(s)	<a href="#">→ Adjust display of availability</a>
Minimum stock level	<input type="text"/>	piece(s)	
Delivery period	<input type="text"/>	day(s)	

### Step 4

**Save** the changes.

## Considerations



### Note:

- The stock level and minimum stock level in the case of product bundles is based on the product with the lowest available quantity. For example, if you sell a bundle with a PC (stock level: 15) and a mouse (stock level: 9), the stock level for the bundle will be 9.
- Downloadable products are digital products and don't have physical stock that needs recording or reordering. They therefore don't have stock levels
- If you create the stock level and minimum stock level for a new product with variations, the stock levels are applied to all variations by default. You must maintain the stock level for each variant separately once you create a product variant.
- Once an order is placed, the stock will be automatically allocated to it and your stock levels will decrease.
- If you give an order the order status of Rejected, the stock level will automatically be readjusted and the allocated stock will be made available to other orders.
- Depending on how your page cache is set for your shop, it is possible that your customers may not see your current stock level. [What is the page cache and how do I use it?](#)
- If you import products, consider your stock levels. The stock level data in your import may no longer reflect how much stock you actually hold since orders may have been fulfilled since you exported the product data. You may want to consider deleting the Stock level column from the import file so the stock information in the database remains unchanged.



---

## Entering product information

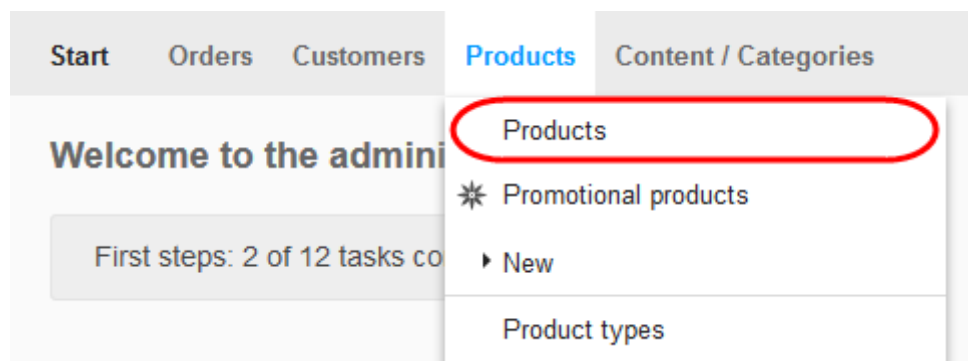
1. How to get to the general details of a product.
2. Product number and name, Visibility.
3. List price, order unit, tax class.
4. Detailed quantity and price information.
5. Description.
6. Purchasability.
7. Manufacturer information.
8. Stock and delivery period.
9. Delivery details.
10. Attributes.

### How to get to the general details of a product

The general details (e.g. product number, price or name) are determined for every product on the *General* subpage.

#### Step 1

In the Administration area in the main menu, select **Products** then **Products**.



#### Step 2

The table lists all products in your online shop. Select the product want to edit.

#### Step 3

You are now in the general details of the selected product and can edit them. Required fields are marked with a red \*.

## Product number and name, Visibility

- **Product number**

Every one of the products in your shop must have a unique product number. The product number is therefore required. It can consist of numbers, letters, special characters and spaces.

Under **Settings >> Product settings** you can use the option **Display product numbers in shop** to determine whether product numbers are visible for your customers in the shop.

- **Product visible in shop**

Here you specify whether the product should be displayed in the shop. Only visible products are listed in the assigned categories and found via search. Non-visible products can also be accessed directly via their URL but cannot be ordered.

- **Product name**

Product names should be meaningful.

- **Page title**

The page title appears in the title page of the browser. It also appears as a link text on the result pages of search engines such as Google and is often used by external websites which link to them. The page title should therefore contain keywords which match this product and your online shop. Make sure that the page title is not too long. Experts in search engine optimisation recommend that the title is no longer than 55 characters.

Select **Edit** to edit the page title. The number of characters used will be displayed.

## List price, order unit, tax class

- **List price**

The list price is the standard price at which the product will be sold in your online shop.

You can decide whether to enter gross or net prices here. To modify this setting, in the main menu select **Settings**, then **Tax calculation** and then **Tax model**, then use the option **Entry of prices in administration section is done based on** and save your data.

- **Original price**

The original price enables you to show your customers how the current selling price of a product compares with a previous price. [What is the original price and how do I change it?](#)

- **Tax class**

Select the tax class that is correct for the product.

---

- **Order unit**

Select the order unit for the product, e.g. piece(s), kilogram(s) or days(s).

## Detailed quantity and price information

- **Price refers to**

This is the quantity to which the list price applies.

- **Minimum order quantity**

Enter the minimum number of units that must be ordered. The minimum order quantity is automatically entered on the product page. If a customer attempts to place an order for a quantity lower than this, a message will be displayed and the minimum order quantity will override their entry.

- **Increment**

You can use increments to define intervals for order quantities which will be based on the minimum order quantity. Example: If the minimum order quantity is 10 and the increment is 5, the product can only be ordered in lots of 10, 15, 20, 25 etc.

- **Reference unit**

Reference units enable your customers to compare the price of different quantities of a product more easily. [What are reference units and how do I use them?](#)

- **Daily price dependent**

Here you specify whether the product is subject to frequent price fluctuations. If it is, a message to this effect is displayed in your shop.

- **Set deposit**

Select whether a deposit is charged for the product and if yes, how high it should be.

- **Eco-participation**

Eco-participation is a tax on electrical and electronic products levied only in some countries, e.g. France. This tax is displayed on the product page and added to the total amount of the basket.

## Description

- **Description**

This description is shown in the list view. It should be concise and meaningful.

- **Long description**

This description is shown on the product page. It should be as detailed as possible. Enter here all of the product information including the most important key words for this product. Remember that the product information on the product page can also be spread across multiple tabs. [How do I display product information on tabs?](#)

- **Keywords for search**

Enter the keywords that match the product, separated by commas. When a customer searches in your shop for one of the keywords, this product will be displayed.

- **Essential features**

Here you have the option to mention important product features that must be mentioned for legal reasons. In the final stage of the order process, this text is also displayed in addition to the product name and manufacturer. The precondition for this is that under **Show product information in the Check & Order step** (to be found under **Settings >> Basket settings**) Field "Essential features" is selected.

## Purchasability

- **Mark as "New"**

You can mark products in your online shop as "New". All products marked in this way will then have the word "New" next to the product name throughout your shop.

- **For sale**

Here you select whether or not the product is purchasable. Only purchasable products can be ordered. Non-purchasable products are displayed in the shop but cannot be ordered.

The options **from** and **until** enable you to specify a period in which the product can be purchased. Example: You want to sell a CD in your shop that is not released until 1st August. Under **from** set the date to 1st August. Your customers can then view the product page for the CD before this date but can only order it on 1st August or later.

- **Notification, if not available**

The information you enter here will be displayed on the product page if the product cannot be purchased.

---

## Manufacturer

- **Manufacturer**

Enter the name of the manufacturer. When a customer searches in your shop for the name of the manufacturer, this product will be displayed. If the filter search is enabled in your shop, the search results can be filtered by manufacturer. The manufacturer is also displayed in the last step of the order process.

- **Manufacturer product no.**

Enter here the product number assigned by the manufacturer. It is not displayed in the shop. When you order additional quantities of the product from your supplier, you can look up the product number here.

- **Product code (e.g. EAN)**

Product codes are standard product numbers such as the EAN number or the ISBN number. The product code is not displayed in your shop. If however a customer searches in your shop for the product code, this product will be displayed. The code is also used by associated third parties such as product portals, in order to clearly identify products.

- **Product data sheet**

Upload the product data sheet here if the product is required by law to have a product data sheet.

- **Energy label**

Upload the energy label here if the product is required by law to have an energy label.

## Stock and delivery period

- **Stock level**

The stock level indicates how many items of a product you still have in stock.

- **Minimum stock level**

The minimum stock level is the value as of which a product must be re-ordered.

- **Delivery period**

Enter here the number of days it will take for the customer to receive the product after ordering. The delivery period is displayed together with product availability in the shop.

## Delivery details

- **Delivery weight**

This records the weight of the product plus any packaging. If a customer selects a weight-dependent delivery method when ordering, the delivery weight is used to calculate the delivery costs.

You can stipulate whether the delivery weight is displayed in your shop. To do so, select **Settings** and then **Product settings**, and use the option **Display shipping weight in shop**.

- **Dimensions**

Specify the dimensions of the product. This should include all packaging.

- **Possible delivery methods**

Select here the delivery methods by which the product can be delivered.

## Attributes

- **Product type**

Select the product types appropriate for the product.

- **Product attributes**

The product attributes belonging to the product types are displayed here. If you have just changed the product type, you must first save the data before the correct attributes are displayed.

---

## Product types and attributes

For example you may sell a variety of clothing, which falls into these types:

- Trousers
- Shirts
- Shoes

When adding your products you find that you actually want to record and display more specific information about these products and display this information on your shop:

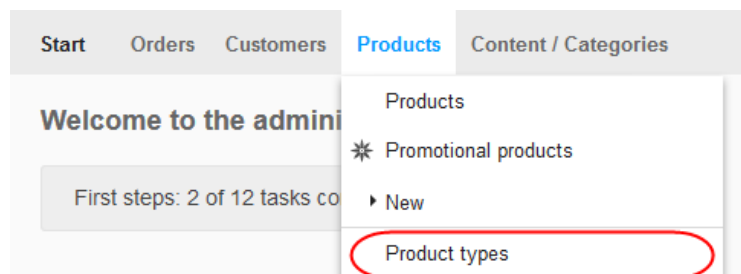
- Trousers: "Waist", "Leg"
- Shirts: "Neck", "Chest", "Sleeves"
- Shoes: "Size", "Eyes"

Focusing on Trousers, you could create a product type called "Trousers" and create extra attributes called "Waist" and "Leg". When you now create a product with a product type of "Trousers" you will now have these extra fields available.

## Creating a new product type

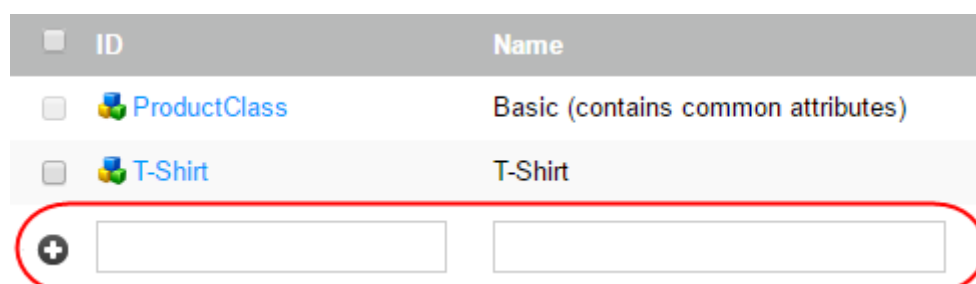
### Step 1

In the Administration area in the main menu, select **Products** and then **Product types**.



### Step 2

Enter an internal ID for the new product type and enter a descriptive name in the *Name* column.



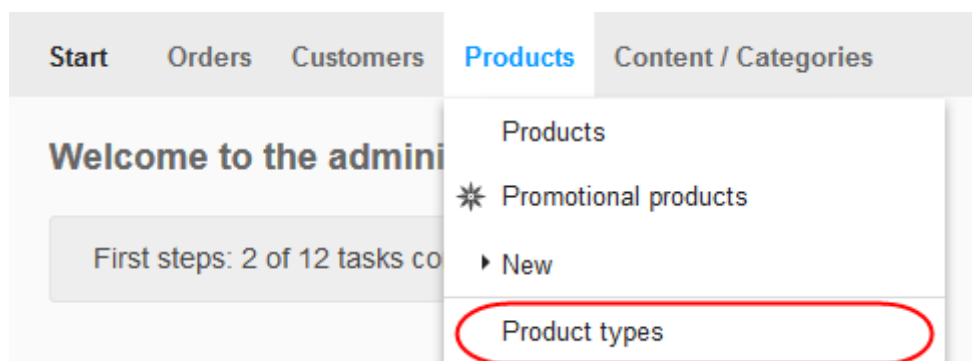
### Step 3

**Save** your data. The basic product type is now created. You can now create attributes and edit its settings.

## General settings

### Step 1

In the Administration area in the main menu, select **Products** and then **Product types**.



### Step 2

Select the ID of the product type you want to edit.

### Step 3

Select **General**

### Step 4

On the General settings page, you can modify the ID and Name of the product type in the various languages set in your shop.

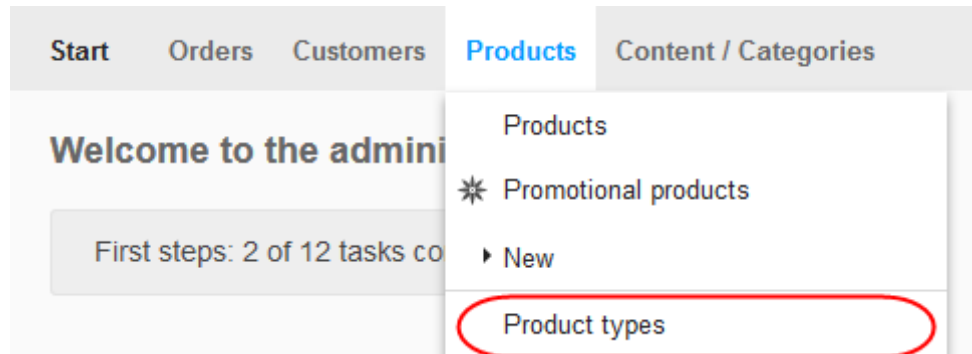


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## Layout settings

### Step 1

In the Administration area in the main menu, select **Products** and then **Product types**.



### Step 2

Select the ID of the product type you want to edit.

### Step 3

Select **Layout**.

### Step 4

You can specify how you want the product pages for this product type to look. Hover the cursor over one of the options to have the name displayed. Select the desired layout options and save your data.

You can find more precise information on the options in the following table.

Layout	Description
Product details	Here you can specify how the product information, image and description should be layed out.
Each option is represented by its icon.	
The old layout options are also available. However, these are no longer actively supported and therefore should not be used.	
Variations	Here you specify how product variations should be displayed. The following options are available:

- List: The variations are displayed in a table. This is a suitable layout if there are only a few variations that should be shown in text form.
- Drop-down menu: The variations are displayed in a drop-down menu. This is a suitable layout for when there are a lot of variations.
- Images: Each variation product is displayed with its own image. This is a suitable layout if there are only a few variations that should be shown with images. Please note that in this case you have to upload an image for each variation (One column, Small boxes).

Cover flow effect: This is a suitable layout if there are only a few variations that should be shown with images. Please note that in this case you have to upload an image for each variation (One column, Small boxes).

#### **Bundle productions**

Here you specify how the individual products in a bundle should be displayed for bundled products of this product type. The following options are available:

- Compact list: Products contained in the bundle are displayed in a compacted form.
- Table: Products contained in the bundle are displayed as a table.

List: Products contained in the bundle are displayed as a list.

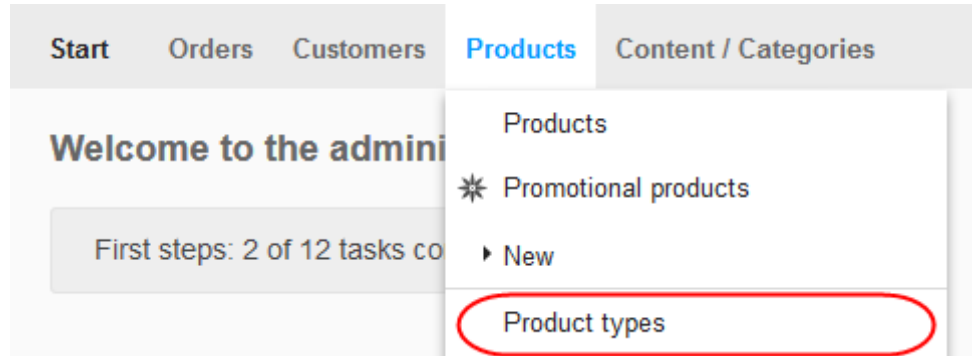
## **Step 5**

**Save** the changes.

## Attributes of a product type

### Step 1

In the Administration area in the main menu, select **Products** and then **Product types**.



### Step 2

Select the ID of the product type whose attributes you want to edit.

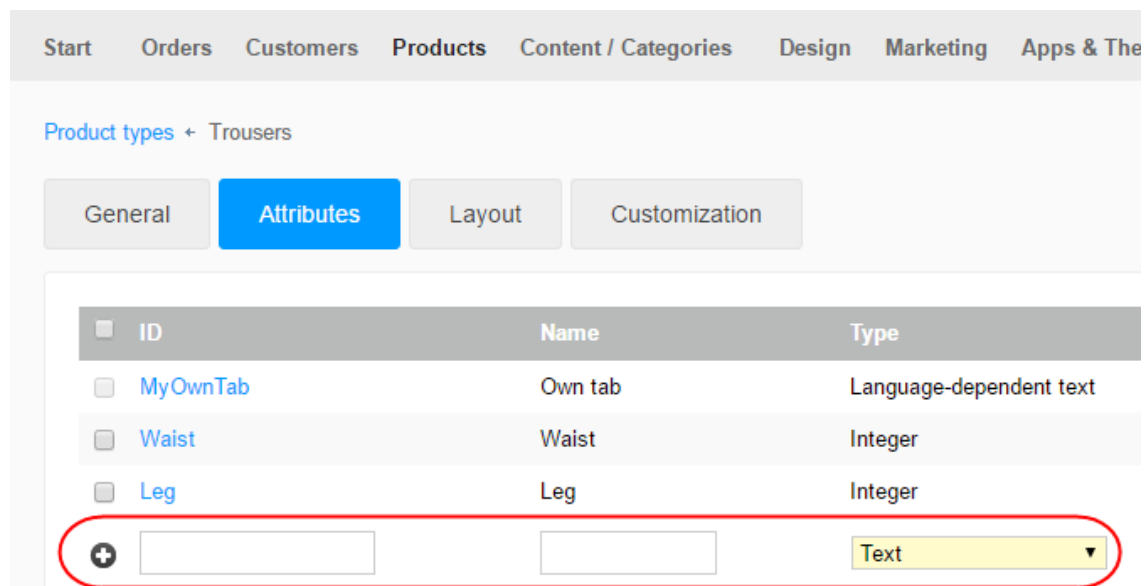
### Step 3

Select **Attributes**.

### Step 4

The table displays all attributes of this product type. If you would like to add a new attribute, go to the bottom of the table, specify an ID, enter a name, select a type and save your data.

In this example we have already added the Waist and Leg attributes.



The following attribute types are available:

Type	Application	Example
Text	All kinds of text: Names, addresses, descriptions, etc.	Attribute "Author name" for the product type "Book"
Language-dependent text	Similar to the "Text" type, but different text can be entered for each language of your shop.	Attribute "Colour" for the product type "Sweater" ("red"/"rot")
Text with value selection	Similar to the "Text" type, but a series of possible values are defined for this attribute. For example, if you specify the attributes of a new product of this product type, you can select one of these values.	Attribute "Author name" for the product type "Book", if there is only a limited number of authors.
Language-dependent text with value selection	Similar to the "Text with value selection" type, but different texts can be entered for each language of your shop.	Attribute "Colour" for the product type "Pullover", if there is only a limited number of colours.
Options	There is a series of available options that you can define. You can select several of these options at the same time.	Attribute "Music genre" for the product type "CD" if several music genres can be selected ("Rock" and "Pop").
Language-dependent options	Similar to the "Option" type, but different options can be entered for each language of your shop.	Attribute "Genre" for the product type "Book" if several genres can be selected ("Crime" and "Humour").
Customer options	Only relevant for products for which you use your shop software booking system. You can use this to offer options for services the customer can select with the respective booking. You can enter customised options for each language in your shop.	Attribute "Table decoration" for the product type "Gala dinner" ("Flower arrangement", "Christmas decoration").
Integer	An integer without a decimal point.	Attribute "Number of pages" for the product type "Book".

Decimal number	A number that is allowed to contain a decimal point.	Attribute "Display size in cm" for the product type "Smartphone".
Yes/No	The options "Yes" and "No" are available.	Attribute "Charging device included" for the product type "Smartphone".
Currency	Money sums.	Attribute "Recommended retail price".
Date and time	Combination of date and time.	Attribute "Date and time of the event" for the product type "Concert tickets".
Date	Date	Attribute "Date of publication" for the product type "Book".
Time	Time	Attribute "Starting time" for the product type "Musical ticket".
File	You can use this to upload a file for products.	Attribute "MP3 listening sample" for the product type "Music CD".
Language-dependent file	Similar to the "File" type, but a different file can be uploaded for each language of your shop.	Attribute "Operator's manual as PDF file" for the product type "Coffee machine" if the operator's manual is in different languages.

## Step 5

In the *Visible* column, specify which attributes should be visible on the product page.

They will be visible by default.

ID	Name	Type	Visible	Search filter	Sort order
<input type="checkbox"/> MyOwnTab	Own tab	Language-dependent text	<input checked="" type="checkbox"/>		
<input type="checkbox"/> Waist	Waist	Integer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10
<input type="checkbox"/> Leg	Leg	Integer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20
<input type="button" value="+"/> <input type="text"/>	<input type="text"/>	<input type="text" value="Text"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	9999

## Step 6

If you offer search filters in your shop, specify which attributes can be used as search filters in the *Search filter* column.

They will be searchable by default.

<input type="checkbox"/> ID	Name	Type	Visible ⓘ	Search filter ⓘ	Sort order
<input type="checkbox"/> MyOwnTab	Own tab	Language-dependent text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input type="checkbox"/> Waist	Waist	Integer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10
<input type="checkbox"/> Leg	Leg	Integer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20
<input type="checkbox"/> +	<input type="text"/>	<input type="text"/> Text ▼	<input checked="" type="checkbox"/>	<input type="checkbox"/>	9999

Please note that only the following attribute types can be used for the filter search:

- Text with value selection.
- Language-dependent text with value selection .
- Options.
- Language-dependent options.
- Integer.
- Decimal number.
- Yes/No.

## Step 7

Specify the order in which the visible attributes should be shown in your shop in the *Sort order* column.

## Step 8

**Save** the changes.

## Step 9

If there are attributes with value selection for the selected product type, you now have to enter the possible values for this – otherwise the attribute setup is finalised.

1. Select the product attribute
2. Click **Value selection** button
3. Give the value an ID
4. Define the value

For example, if you have added the attribute "Waist" for the product type "Trousers", you can now define individual values like 30, 32, 34, 36 etc. To do this, select the name of the attribute you would like to edit.

The screenshot shows the 'Value selection' tab for the 'Waist' attribute of 'Trousers'. It features a table with columns for ID, Value, Language, and Sort order. The first four rows are highlighted with a red rounded rectangle, showing values 30, 32, 34, and 36 inches. A fifth row with a plus icon and empty fields is at the bottom.

ID	Value	Language	Sort order
<input type="checkbox"/>	30inch	English	10
<input type="checkbox"/>	32inch	English	20
<input type="checkbox"/>	34inch	English	30
<input type="checkbox"/>	36inch	English	40
<input type="checkbox"/>		English	9999

This only applies to the following types of attributes:

- Text with value selection.
- Language-dependent text with value selection.
- Options.
- Language-dependent options.
- Customer options.

## Step 10

**Save** your data.

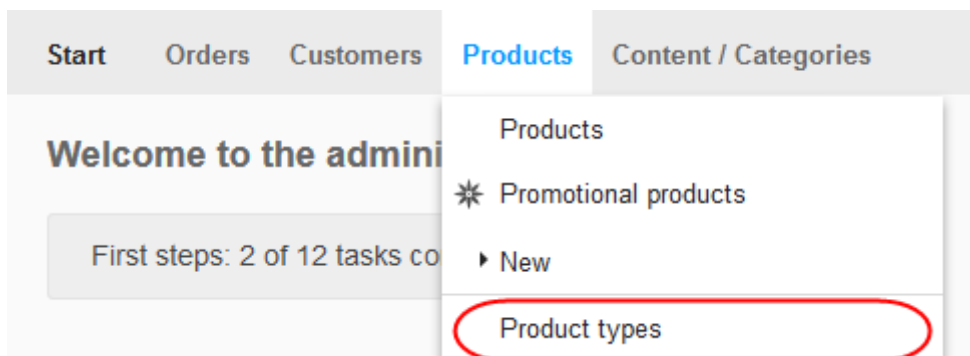
## Step 11

Specify the order in which the values should be shown in the *Sort order* column.

## Assigning a product type and edit the attributes

### Step 1

In the Administration area in the main menu, select **Products** and then **Products**.



### Step 2

Select the product you want to assign.

### Step 3

In the *Attributes* section at the bottom of the page select the desired product type.

### Step 4

**Save** the changes.

### Step 5

The attributes of the desired product type are now available to you in the *Attributes* section.

### Step 6

Once you have made any changes, **Save** your data.



**Quick tip:** To make attributes that have been taken over from the "Default" product type visible, delete them, or change their sort order, you have to open the "Default" product type and perform the changes there.

As soon as variations for a product exist, the product type of this product can no longer be changed.

A product type can only be deleted if it is not assigned any products.



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## eShop price lists

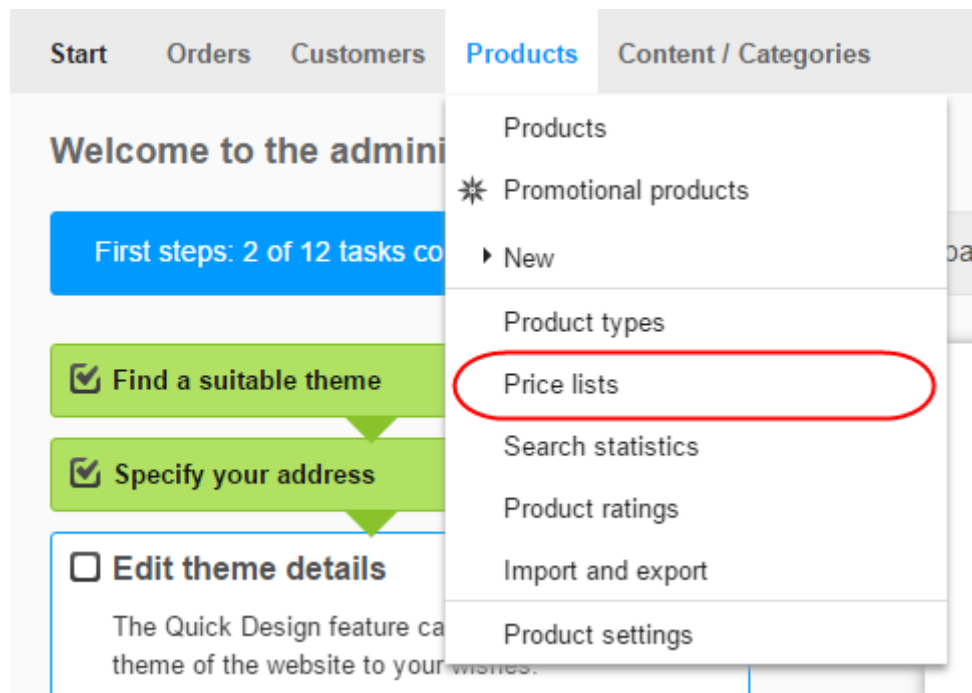
You can use price lists to specify special prices that apply for certain customer groups or individual customers. With price lists you could offer:

- Better prices for regular customers.
- Price breaks for bulk buying.
- Seasonal Sale.

## Create a new price list

### Step 1

In the Administration area in the main menu, select **Products** then **Price lists**.



### Step 2

Enter the new price list details:

1. Enter an *ID*.
2. Give it a *Name*.
3. Specify a *Currency* for which the price list applies .
4. Define the window until the offer is valid using the *Valid from* and *Valid until* columns.

### Step 3

**Save** the changes.

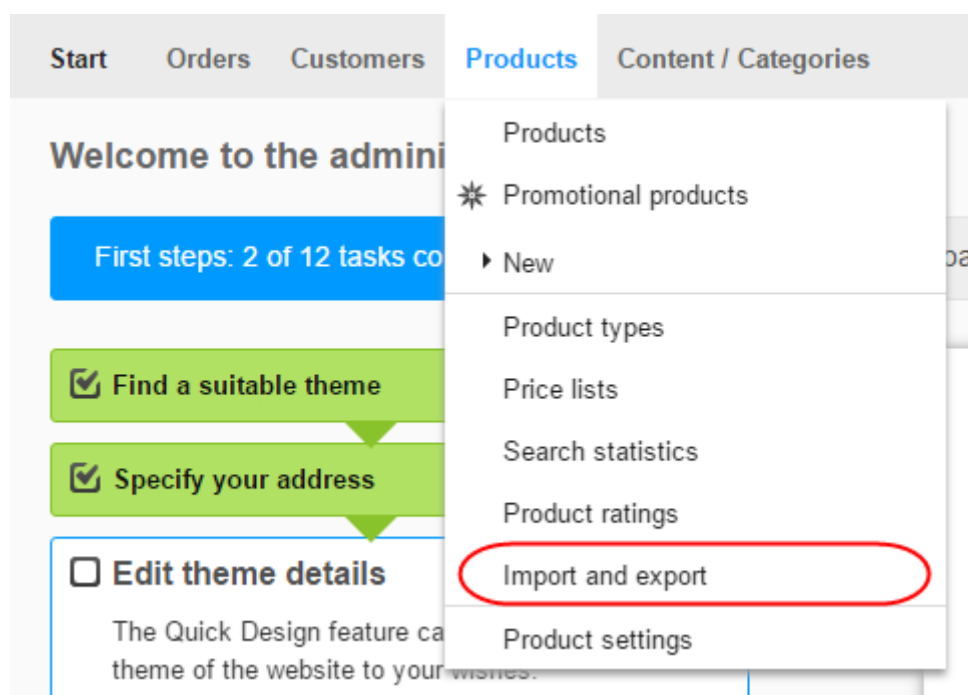
## Exporting products to a file

You can import and export various types of data associated with your website. This feature is useful for moving data to between shops, or into ERP systems. It can also be used to take a quick point in time snapshot of your shop data for backup.

### Exporting all products

#### Step 1

Within the Administration area, select **Products** from the main menu and then **Import and export**.



---

## Step 2

On this page you can specify the various export settings and then start the export process.

Take note of all the settings you select, as you'll need to enter them again both when editing the file and when importing it.

We recommend not changing these.

Option	Description
Object type	Here you can determine what kind of data you want to export.
Formatting	Lets you specify country-specific formatting for the export file.
Encoding	The encoding determined by the character set used. This will be set to the default character set of the current language. If the data to be exported contains special characters, select the formatting Unicode (UTF-8).
Delimiter	This determines what character is used to separate the data in the export file. You should preferably use the comma (,) as a delimiter.
Languages	This will determine the language in which the data will be exported.

## Step 3

Select **Export**.

## Step 4

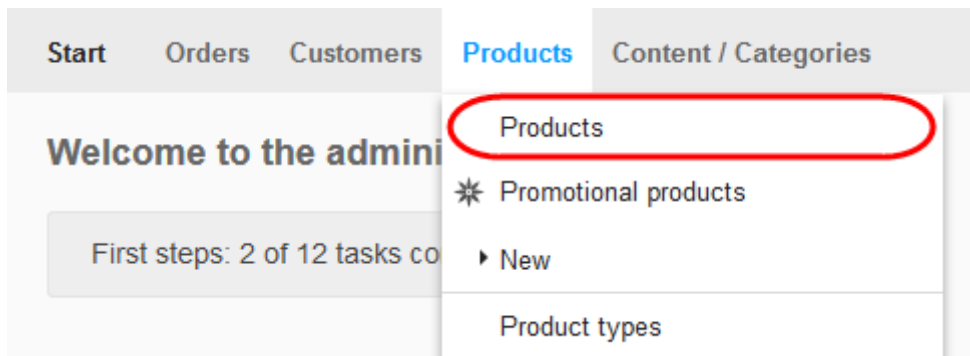
The export process is launched. In certain cases this can take some time.

Save the export file on your computer where you can then edit it.

## Exporting specific products

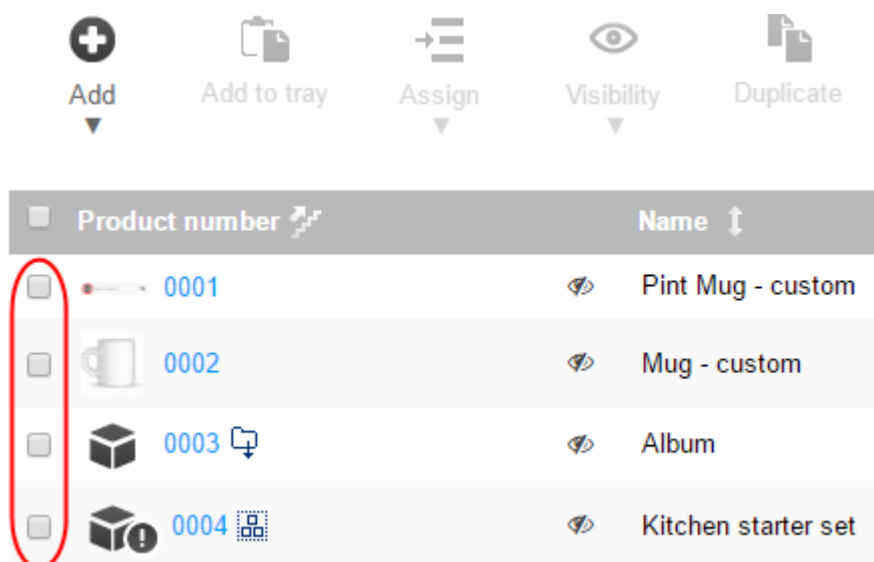
### Step 1

In the Administration area in the main menu, select **Products** and then **Products..**



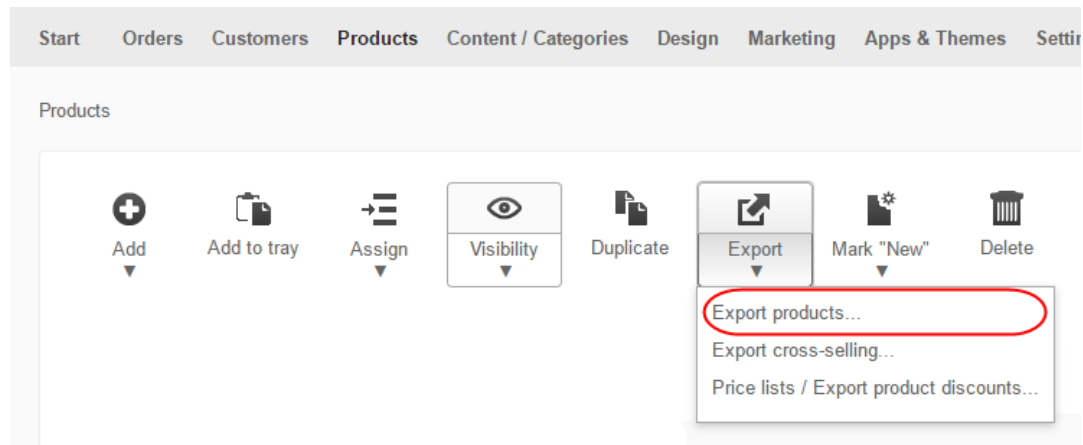
### Step 2

In the left-hand column select all of the products you want to export. Use the search function if necessary to find specific orders.



### Step 3

Select **Export** and then **Export products**.

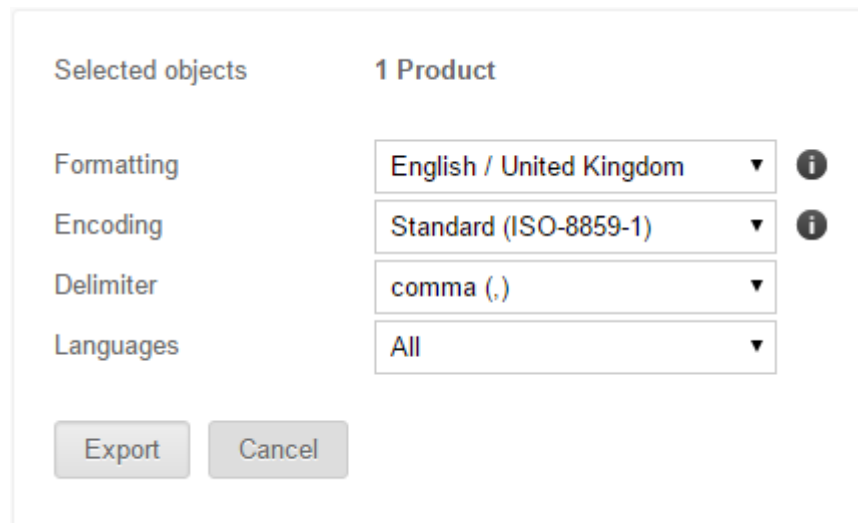


### Step 4

On this page you can specify the various export settings and then start the export process.

Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

We recommend not changing these.

A screenshot of an export settings dialog box. It has a title bar with 'Selected objects' and '1 Product'. The dialog contains four settings, each with a dropdown menu and an information icon (i):

- Formatting: English / United Kingdom
- Encoding: Standard (ISO-8859-1)
- Delimiter: comma (,)
- Languages: All

At the bottom of the dialog are two buttons: 'Export' and 'Cancel'.

### Step 5

Select **Export**.

## Step 6

The export process is launched. Depending on the volume of data, this can take some time.

Save the export file on your computer where you can then edit it.



**Important:** During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

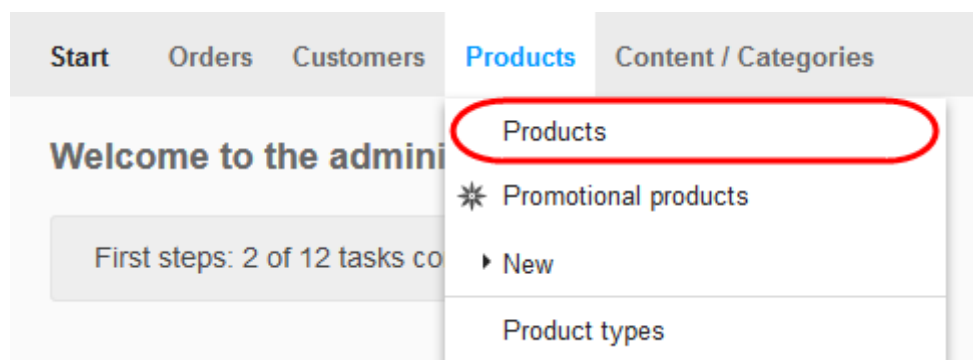
## Deleting products

Generally it is not recommended to delete products in your store as external links to the deleted products will no longer function.

Instead, we recommend that you should set these products to "Not for sale".

## Step 1

In the Administration area in the main menu, select **Products** then **Products**.



## Step 2

Select the product you want to discontinue.

---

### Step 3

Navigate down to the *Purchasability* section and set the *For Sale* option to **No**.

▼ Purchasability

Mark as "New" ☐ Yes ☐ until

For sale ☒ Yes ☐ from   ☐ No

until

### Step 4

Go to the *Product number and name, Visibility* section and set the *Product visible in shop* option to **No**.

This way the product won't be shown to customers browsing your shop any more.

▼ Product number and name, Visibility

Product number \*

Product visible in shop ☒ Yes ☐ No

### Step 5

**Save** the changes. Additionally, you can use the product description of the product to link to appropriate replacement products in your shop. You can also display alternative offers via the cross-selling function of your shop.

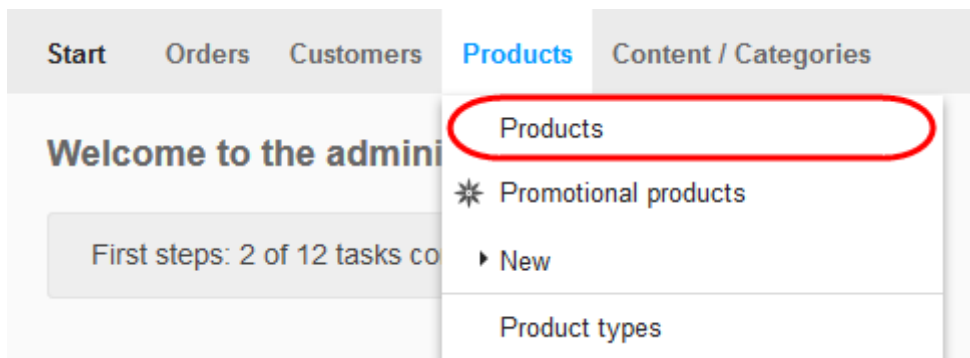
## Deleting a product



**Important:** Deleting a product is **irreversible**, consider marking the product as "Not for sale".

### Step 1

In the Administration area in the main menu, select **Products** and then **Products**.

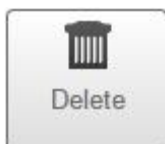


### Step 2

Select the product that you want to delete in the left-hand column of the table.

### Step 3

Select **Delete**.



### Step 4

A warning will appear confirming that you wish to delete the product(s). It will also advise you to consider the "Not for sale" option first.

If you are happy that the listed product(s) can be deleted, click **Delete**.



**Do you really want to delete these products?**

If these products are deleted, their variation products may also be deleted.

**Does an alternative exist for these products?**

Do not delete these products if there is an alternative for them in your range. Instead, use a link in the description of these products to point to the alternative and set the "For sale" setting to "No". Existing references to other websites, index entries of search engines and browser bookmarks will then remain valid for your customers.

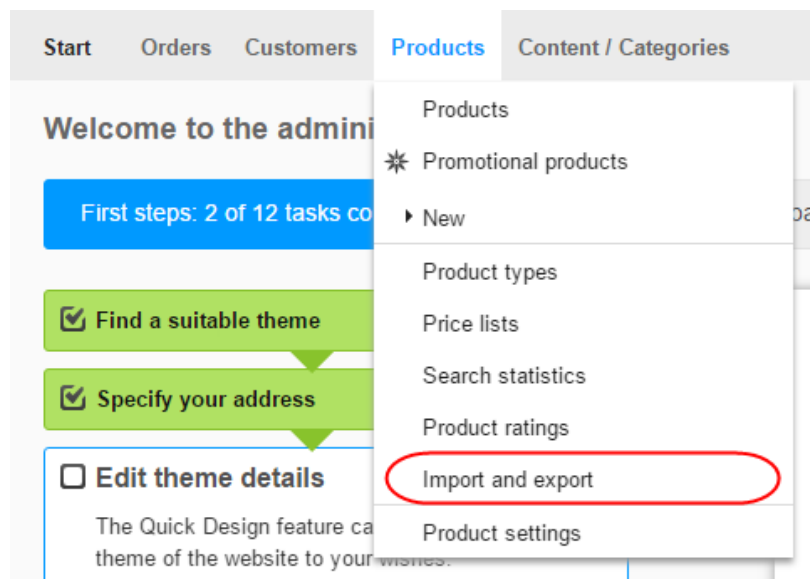
<input type="checkbox"/>	Product number	Name	List price	Stock level
<input checked="" type="checkbox"/>	0001	Pint Mug - custom		

The product has now been **permanently** deleted.

## Exporting product types

### Step 1

Within the Administration area, select **Products** from the main menu and then **Import and export**.



## Step 2

On this page you can specify the various export settings and then start the export process. Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

We recommend not changing these.

Option	Description
Object type	Here you can determine what kind of data you want to export.
Formatting	Lets you specify country-specific formatting for the export file.
Encoding	The encoding determined by the character set used. This will be set to the default character set of the current language. If the data to be exported contains special characters, select the formatting Unicode (UTF-8).
Delimiter	This determines what character is used to separate the data in the export file. You should preferably use the comma (,) as a delimiter.
Languages	This will determine the language in which the data will be exported.

## Step 3

Change the *Object Type* to **Product types**.

## Step 4

Choose **Export**.

## Step 5

The export process is launched. Depending on the volume of data, this can take some time. Save the export file on your computer where you can then edit it.

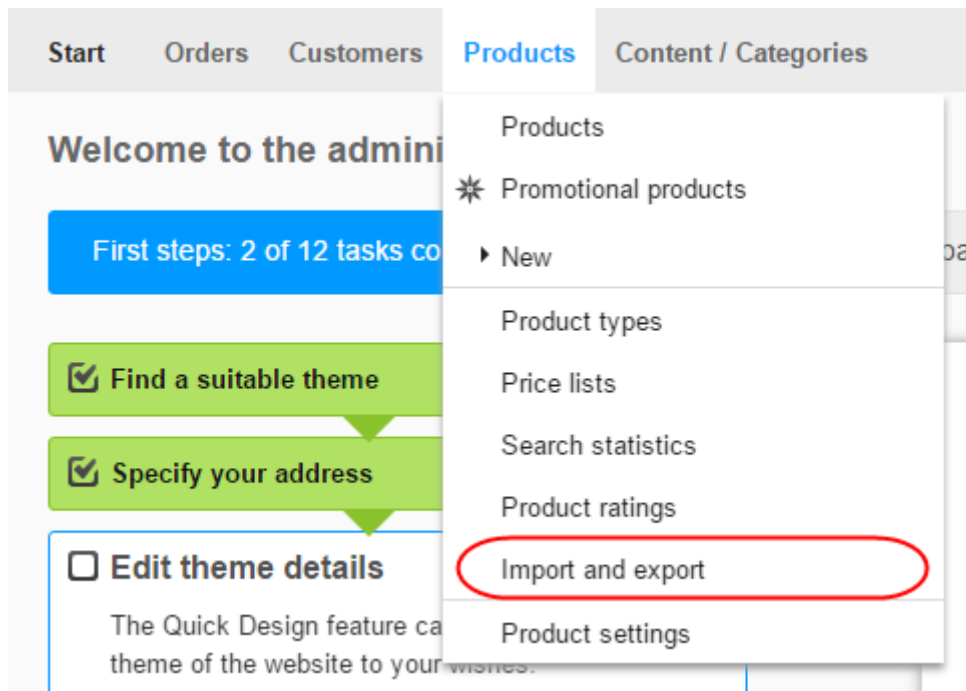


**Important:** Deleting a product is **irreversible**, consider marking the product as "Not for sale".

# Exporting price lists and discounts

## Step 1

Within the Administration area, select **Products** from the main menu and then **Import and export**.



## Step 2

On this page you can specify the various export settings and then start the export process. Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

We recommend not changing these.

Option	Description
Object type	Here you can determine what kind of data you want to export.
Formatting	Lets you specify country-specific formatting for the export file.
Encoding	The encoding determined by the character set used. This will be set to the default character set of the current language. If the data to be exported contains special characters, select the formatting Unicode (UTF-8).
Delimiter	This determines what character is used to separate the data in the export file. You should preferably use the comma (,) as a delimiter.
Languages	This will determine the language in which the data will be exported.

### Step 3

Change the *Object Type* to **Cross-selling**.

### Step 4

Choose **Export**.

### Step 5

The export process is launched. Depending on the volume of data, this can take some time.

Save the export file on your computer where you can then edit it.

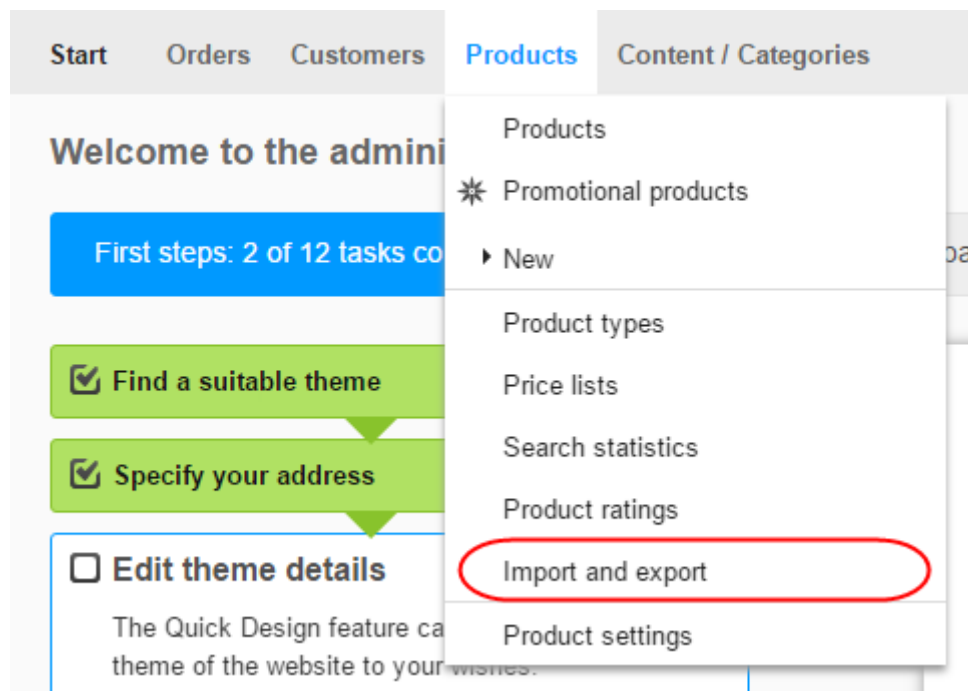


**Important:** Deleting a product is **irreversible**, consider marking the product as "Not for sale".

## Exporting cross-selling assignments

### Step 1

Within the Administration area, select **Products** from the main menu and then **Import and export**.



---

## Step 2

On this page you can specify the various export settings and then start the export process.

Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

We recommend not changing these.

Option	Description
Object type	Here you can determine what kind of data you want to export.
Formatting	Lets you specify country-specific formatting for the export file.
Encoding	The encoding determined by the character set used. This will be set to the default character set of the current language. If the data to be exported contains special characters, select the formatting Unicode (UTF-8).
Delimiter	This determines what character is used to separate the data in the export file. You should preferably use the comma (,) as a delimiter.
Languages	This will determine the language in which the data will be exported.

## Step 3

Change the *Object Type* to **Cross-selling**

## Step 4

Choose **Export**.

## Step 5

The export process is launched. Depending on the volume of data, this can take some time.

Save the export file on your computer where you can then edit it.

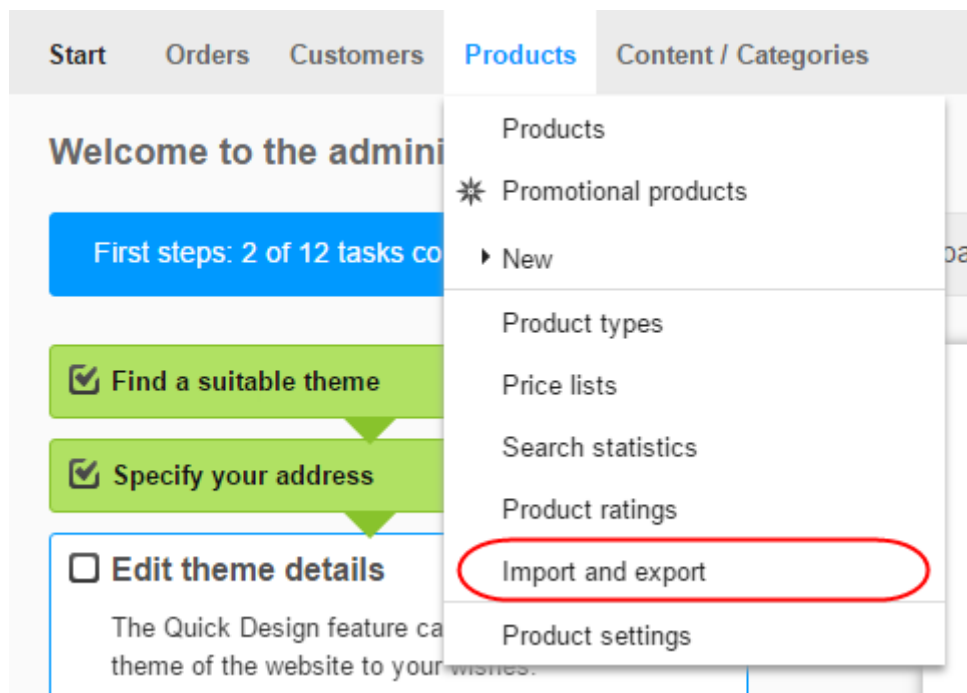


**Important:** Deleting a product is **irreversible**, consider marking the product as "Not for sale".

# Exporting category-product assignments

## Step 1

Within the Administration area, select **Products** from the main menu and then **Import and export**.



## Step 2

On this page you can specify the various export settings and then start the export process. Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it. We recommend not changing these.

Option	Description
Object type	Here you can determine what kind of data you want to export.
Formatting	Lets you specify country-specific formatting for the export file.
Encoding	The encoding determined by the character set used. This will be set to the default character set of the current language. If the data to be exported contains special characters, select the formatting Unicode (UTF-8).
Delimiter	This determines what character is used to separate the data in the export file. You should preferably use the comma (,) as a delimiter.
Languages	This will determine the language in which the data will be exported.

---

### Step 3

Change the *Object Type* to **Category product assignment**

### Step 4

Choose **Export**.

### Step 5

The export process is launched. Depending on the volume of data, this can take some time.

Save the export file on your computer where you can then edit it.



**Important:** Deleting a product is **irreversible**, consider marking the product as "Not for sale".

## Content

### Supporting multiple languages

If you offer your website in multiple languages, you should enter the content in all these languages. This can include information on the home page, product names and product descriptions. If you opt to provide an alternative language and do not add translated information, no text will be displayed at the relevant places for these languages.

Whenever it is possible to enter texts in different languages, one language selection field and one or more translation fields will be displayed:

The screenshot displays a content management interface. On the left, there is a sidebar with fields for 'English', 'Title', 'Page title', 'Label in menu', 'Categories', 'Keywords for search', 'Summary for search engines', and 'Long description'. The main area on the right features a 'Translation' dropdown menu set to 'Français'. Below this, there are several input fields for translating the content. A red box highlights the 'Translation' dropdown and the first three translation input fields. At the bottom, there is a rich text editor with a toolbar and a placeholder image.

In the language selection field, select the language in which you wish to edit the text, enter the text into the translation fields and then save your data.

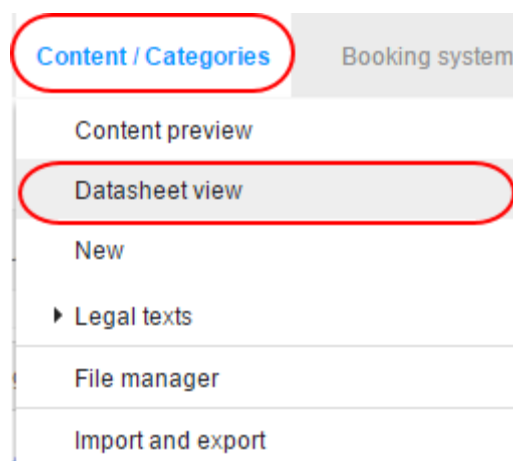


**Important:** Always enter date and time information and currencies in the format of the language that is set for the administration area. On your website this information will then automatically appear in the appropriate format for the language selected by the visitor.

## Editing your contact information

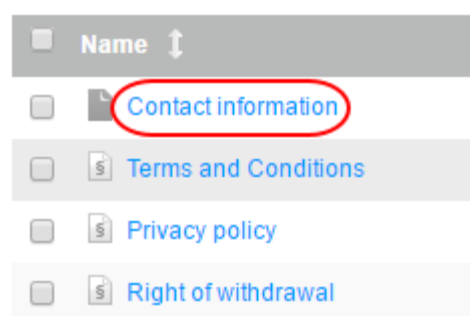
### Step 1

In the main menu select Content/Categories and then Datasheet view.



### Step 2

In the table, select the page *Contact information*.





---

### Step 3

Enter your new contact information in the form provided and click **Save** to save the changes.

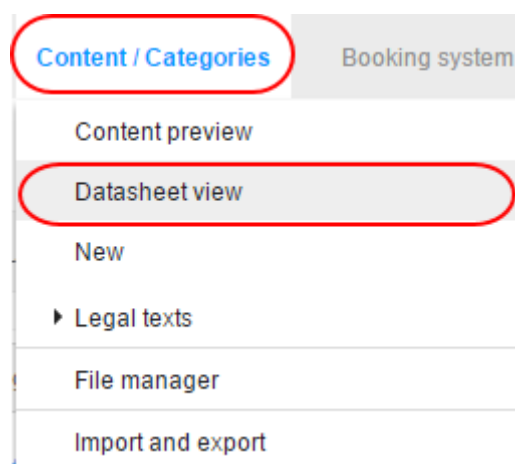


**Important:** In many countries, websites are required by law to provide contact information. You must ensure that your contact information complies with current laws. Help is available from Trusted Shops.

## Editing your terms and conditions

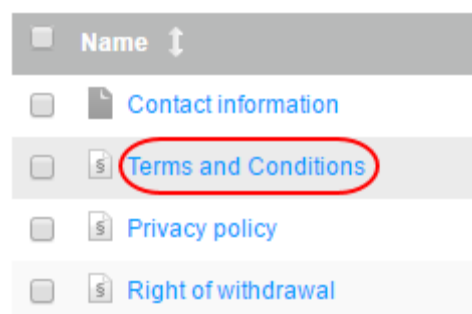
### Step 1

From the home page of the administration area, in the main menu select **Content/Categories** and then **Datasheet view**.



### Step 2

In the table, select **Terms and Conditions**.



### Step 3

In the *Text* field enter your Terms and Conditions.

### Step 4

Click the **Save** button to save the changes.

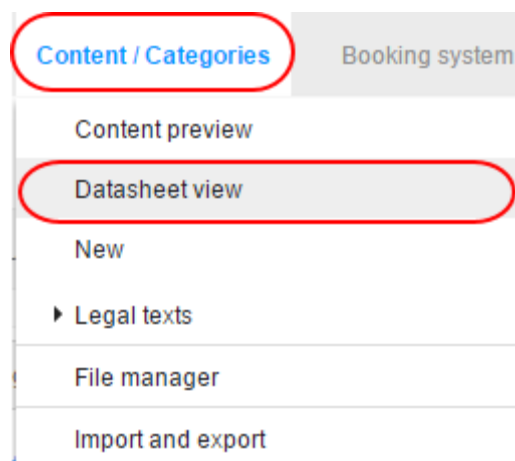


**Important:** You must ensure that the Terms and Conditions are in accordance with current laws. Help is available from Trusted Shops.

## Editing your privacy information

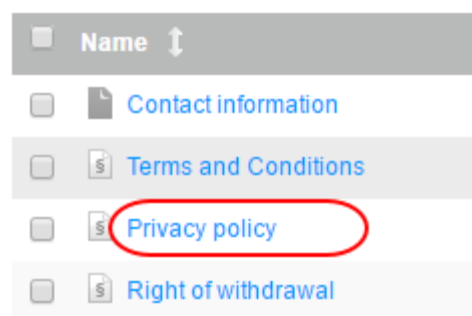
### Step 1

From the main menu select **Content/Categories** and then **Datasheet view**.



### Step 2

In the table, select **Privacy policy**.



---

### Step 3

Under **Long description** change the text of your privacy policy.

### Step 4

Click the **Save** button to save your changes.



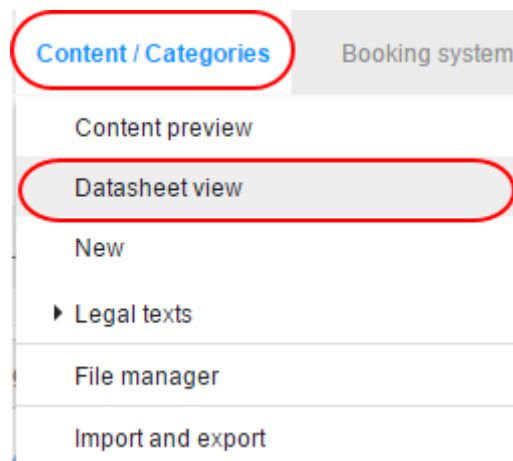
**Important:** You must ensure that the Terms and Conditions are in accordance with current laws. Help is available from Trusted Shops.

## Creating a table of contents

You can easily create a table of contents for a page of your website. If someone clicks on one of the headlines in the table of contents, they jump to the paragraph in question. For instance, you can use this on your page on withdrawal making it easier for customers to find the information which is relevant to them

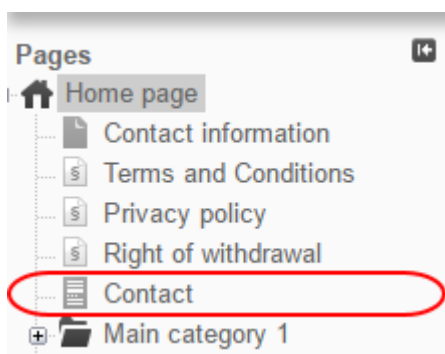
### Step 1

In the administration area in the main menu, select **Content / Categories** and then **Content preview**.



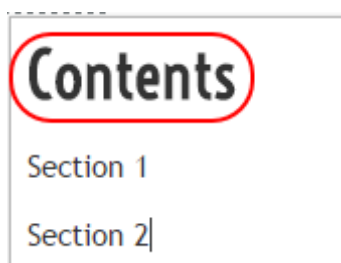
## Step 2

In the page tree on the left, select the page you want to edit.



## Step 3

You will see an editable preview of the selected page. Add a title for your table of contents.



## Step 4

Highlight the heading of the section of your page that you want to add into your table of contents.

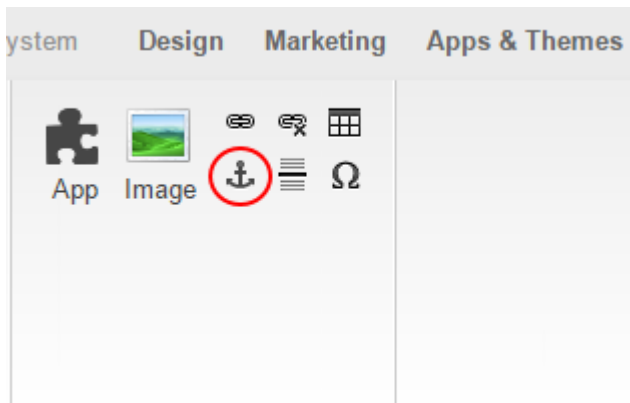


Lorem ipsum dolor sit amet, consectetur adipiscing  
Interdum et malesuada fames ac ante ipsum  
montes, nascetur ridiculus mus. Vivamus rhon  
in libero a nibh auctor vulputate. Praesent rutr  
dictum auctor libero vel tincidunt. Fusce sed ip  
torquent per conubia nostra, per inceptos him

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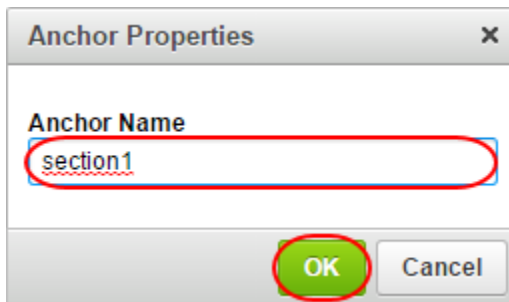
## Step 5

With the heading still highlighted, click the *anchor* icon in the toolbar.



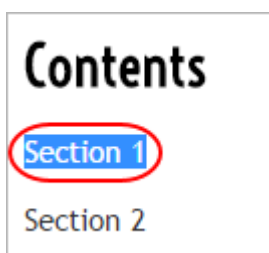
## Step 6

In the box that appears, enter a name for your anchor and click **OK**.



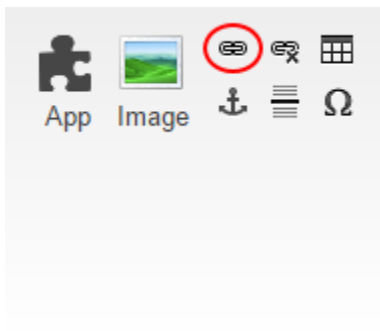
## Step 7

Under the table of contents, create a heading for the section you just created an anchor for and highlight it.



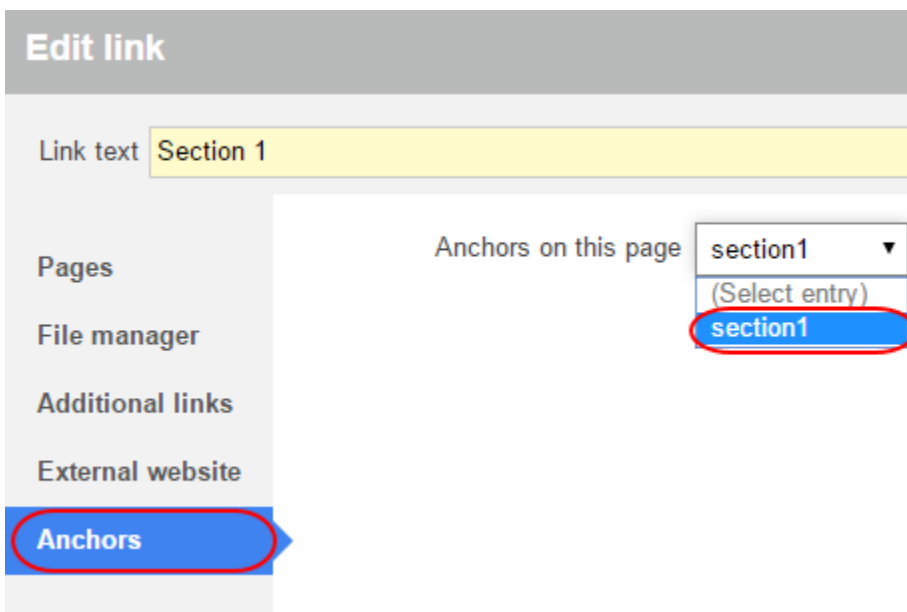
## Step 8

With your heading still highlighted, click the *link* icon in the toolbar



## Step 9

Click **Anchors** on the left side and from under the *Anchors on this page* dropdown menu select your anchor.



## Step 10

Once done, click **Apply**. Repeat steps 4-10 for each additional section you want to add into your table of contents.

## Step 11

Once you are happy with your table of content, click **Save** in the toolbar to save the changes.

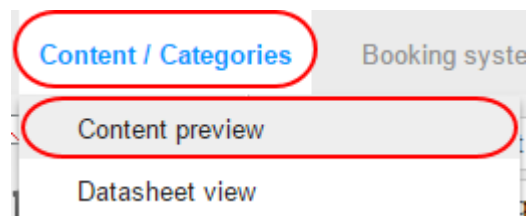
---

## Adding a video to a page

You can easily add videos from video portals such as YouTube to the pages on your eShop.

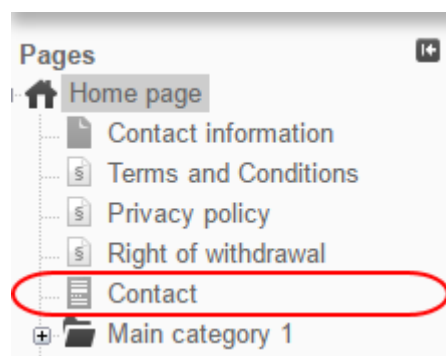
### Step 1

In the administration area in the main menu, select **Content/Categories** and then **Content preview**.



### Step 2

From the page tree on the left, select the subpage of your website that you want to edit.

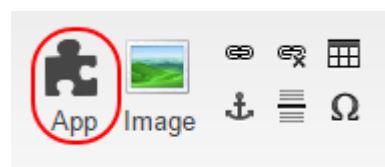


### Step 3

Select the area of the page where you want to add the video.

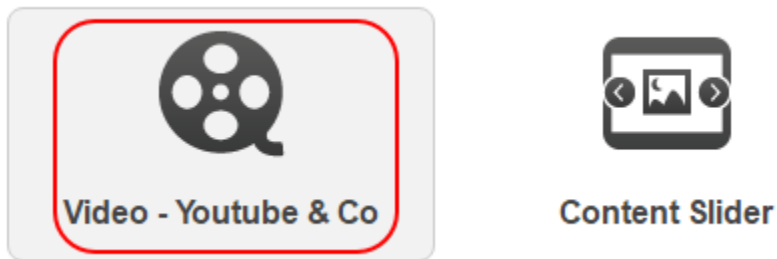
### Step 4

In the multifunction bar, select **App**.



## Step 5

Select Video – **Youtube & Co.**



## Step 6

In the *Video address* field, add the address of the video.

In the browser, access the desired video and copy the entire link from the address line. Enter this link into the "Video address" field.

Supported video portals: YouTube, MyVideo, Vimeo, Dailymotion, Wideo.fr, Metacafe

Video address

<https://www.youtube.com/watch?v=GRxofEmo3HA> ✓

Width  px

Height  px

## Step 7

Use the **Width** and **Height** fields to define the size the video is displayed in.

In the browser, access the desired video and copy the entire link from the address line. Enter this link into the "Video address" field.

Supported video portals: YouTube, MyVideo, Vimeo, Dailymotion, Wideo.fr, Metacafe

Video address

<https://www.youtube.com/watch?v=GRxofEmo3HA> ✓

Width  px

Height  px



---

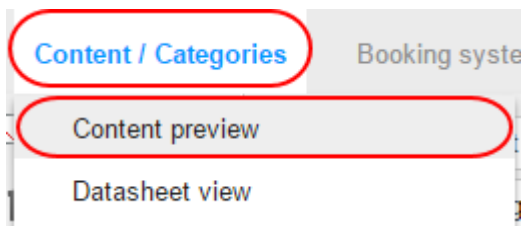
### Step 8

Once done click **Apply** and then, from the toolbar click **Save**. The video is now displayed will now be displayed on your page.

## Allowing customers to use different currencies

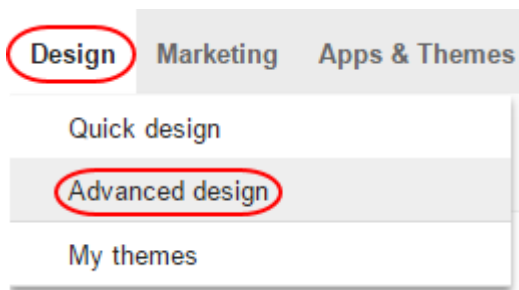
### Step 1

From the main menu, select **Content/Categories** and then **Content preview**.



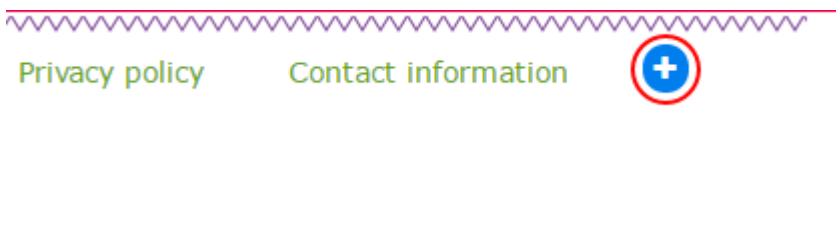
### Step 2

In the administration area in the main menu, select **Design** and then **Advanced design**.



### Step 3

Click the plus sign to insert the page element in the area of your choice.



## Step 4

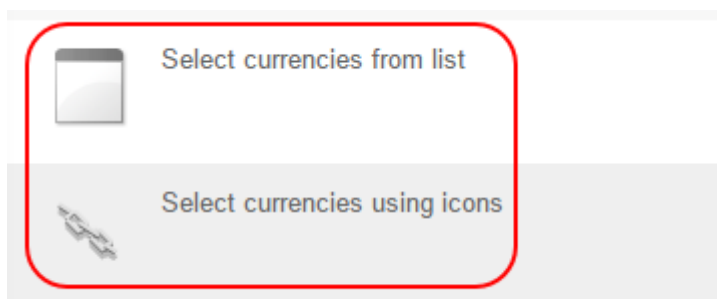
In *Topic area*, select the link **Country and currency selection**.

### Topic area

- [Categories and products](#)
- [Information pages](#)
- [Shopping basket and order](#)
- [Customers and sign in](#)
- [Country and currency selection](#)
- [Payment](#)

## Step 5

On the right, select the option **Select currencies from list** or **Select currencies using icons** and click **Insert**.



---

## Step 6 – Select currencies from list only

If you selected the option **Select currencies from list**, define how you would like the list to look using the provided tools.

**Header**  

1 Font colour ☐ (Not set)

2 Background image

Select file

**Box**  

3 Font colour ☐ (Not set)

4 Link ☐ (Not set)

5 Highlight ☐ (Not set)

6 Background image

7 Background color ☐ (Not set)

Select file

1. Change the font colour of the text in the heading.
2. Choose a background image for the heading.
3. Choose the font colour of the text in the box.
4. Choose what colours links should be in the box.
5. Choose a highlight colour for the text in the box.
6. Choose a background image for the box.
7. Choose a background colour for the box.

Once you have finished customising your list, click **Apply**.

## Step 7

The currency selection tool will now be added to the preview of your page. You can use the *Align Elements* icon to adjust the position.



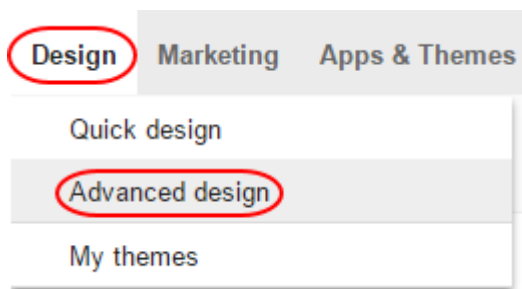
## Step 8

Click **Save** in the toolbar to save the changes.

# Allowing customers to use different languages

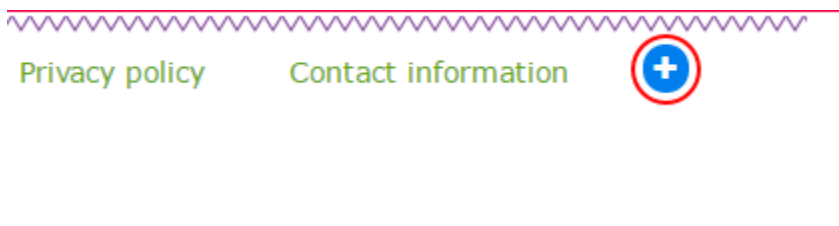
## Step 1

From the main menu, select **Design** and then **Advanced design**.



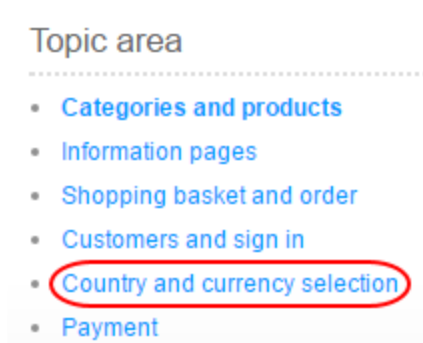
## Step 2

Click the plus sign to insert a page element in the area of your choice.



## Step 3

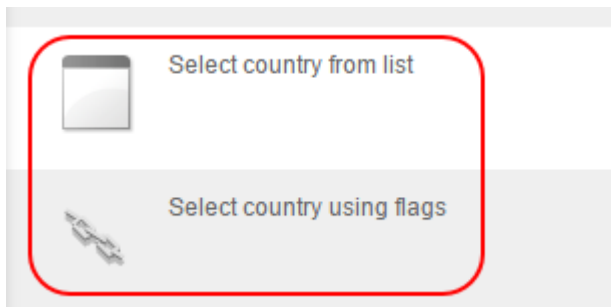
On the left below *Topic area*, select the link **Country and currency selection**.



---

## Step 4

On the right, select the option **Select country from list** or **Select country using flags** and select **Insert**.



## Step 5 – Select country from list only

If you choose the option **Select country from list**, define how you would like the list to look using the provided tools.

**Header**  

1

Font colour ☐ (Not set)

2

Background image

Select file

**Box**  

3

Font colour ☐ (Not set)

4

Link ☐ (Not set)

5

Highlight ☐ (Not set)

6

Background image

7

Background color ☐ (Not set)

Select file

1. Change the font colour of the text in the heading.
2. Choose a background image for the heading.
3. Choose the font colour of the text in the box.
4. Choose what colours links should be in the box.
5. Choose a highlight colour for the text in the box.
6. Choose a background image for the box.
7. Choose a background colour for the box.

Once you have finished customising your list, click **Apply**.

## Step 6

The currency selection tool will now be added to the preview of your page. You can use the *Align Elements* icon to adjust the position.



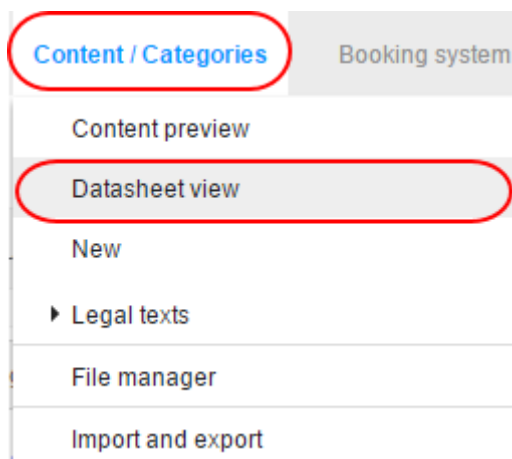
## Step 7

Click **Save** in the toolbar to save the changes.

# Editing your right of withdrawal page

## Step 1

From the home page of the administration area, select in the main menu **Content/Categories** and then **Datasheet view**.



## Step 2

In the table, select **Right of withdrawal**.



### Step 3

Under **Long description** alter the text how you want.

### Step 4

Click the **Save** button to save your changes.

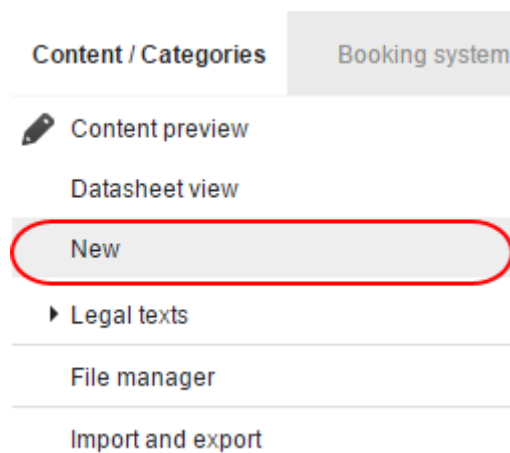


**Important:** You must ensure that the Terms and Conditions are in accordance with current laws. Help is available from Trusted Shops.

## Adding a sitemap

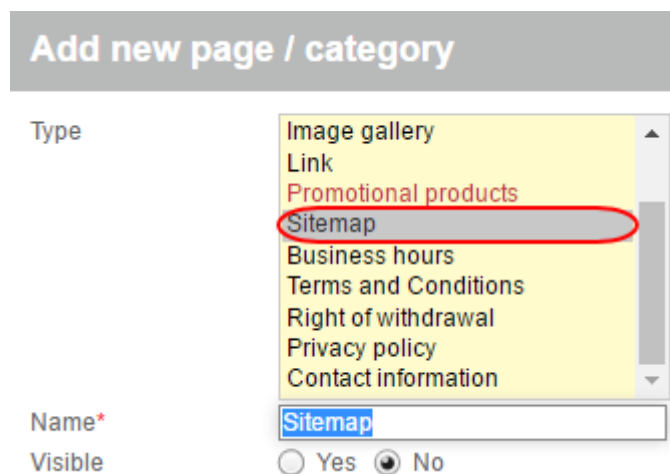
### Step 1

In the Administration area in the main menu, select *Content/Categories* and then *New*.



### Step 2

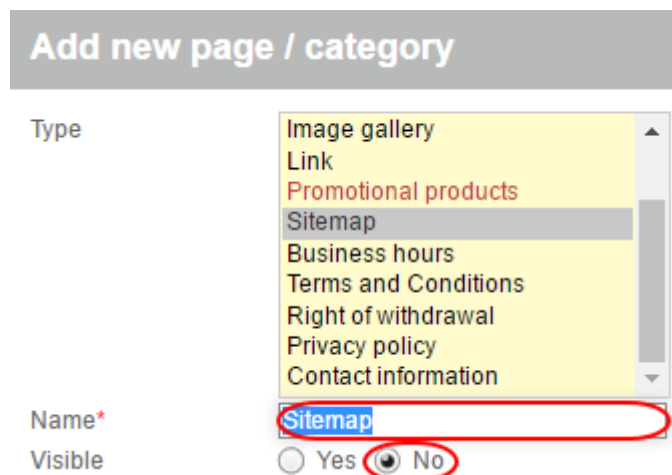
Under *Type*, select the option **Sitemap**.



The screenshot shows the 'Add new page / category' form. It has a 'Type' dropdown menu with a list of options: 'Image gallery', 'Link', 'Promotional products' (in red), 'Sitemap' (highlighted with a red rounded rectangle), 'Business hours', 'Terms and Conditions', 'Right of withdrawal', 'Privacy policy', and 'Contact information'. Below the dropdown, there is a 'Name\*' field with 'Sitemap' entered. At the bottom, there is a 'Visible' section with two radio buttons: 'Yes' and 'No' (selected).

### Step 3

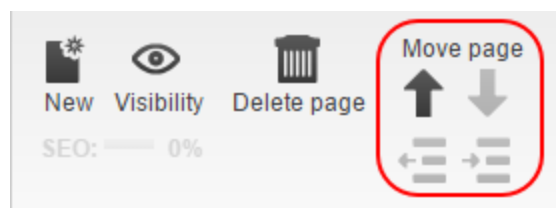
If you want to, specify another name in the *Name* field. Leave the *Visible* option set to **No** for now as this will allow you to edit the sitemap before visitors can see your website.



Once finished, click **Insert**.

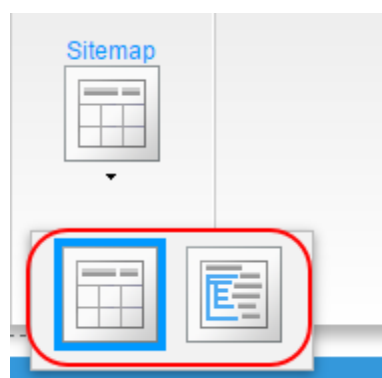
### Step 4

Using the **Move page** buttons, move your newly created *Sitemap* page up and down the page tree until it is situated in the location you want it.



### Step 5

In the multifunction bar, select **Sitemap** to choose whether the sitemap is displayed in a *block view* or *tree view*.



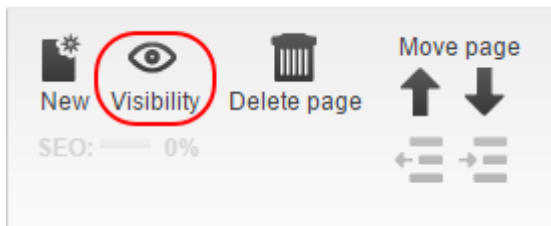
The first three levels of your page hierarchy are displayed in the block view, and the first four in the tree view.



---

## Step 6

In the Preview you can edit the page as you want to, once you have finished editing your page, select **Visibility** in the multifunction bar.



## Step 7

For *Visible* select the option **Yes**, if you want the sitemap to be available in your site menu select **Yes** for *Visible in the menu*.

A screenshot of a dialog box titled 'Edit visibility: Sitemap' with a close button (X) in the top right. It contains three settings: 'Visible' with radio buttons for 'Yes' (selected and circled in red) and 'No', and an information icon; 'Visible in the menu' with radio buttons for 'Yes' (selected and circled in red) and 'No', and an information icon; and 'Permit display for' with a dropdown menu currently showing 'All users'. At the bottom right are 'Apply' and 'Cancel' buttons.

---



**Quick tip:** You can also limit visibility to certain visitors using the *Permit display for* dropdown menu.

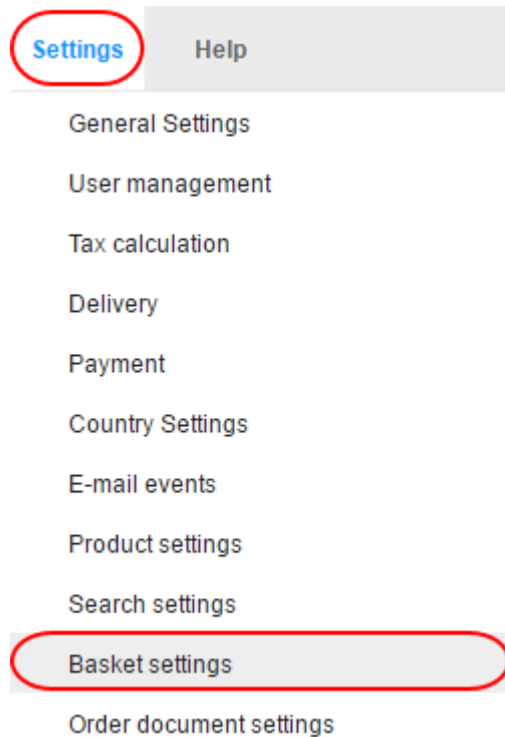
## Step 8

Once done click the **Apply** button and then click the **Save** button in the toolbar to save your changes.

# Changing the “display basket” text

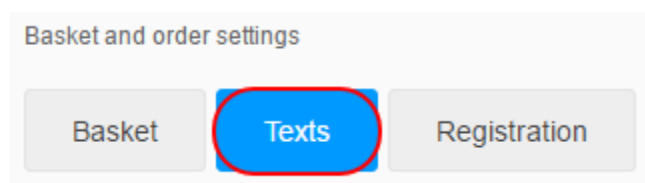
## Step 1

In the main menu, select **Settings** and then **Basket settings**.



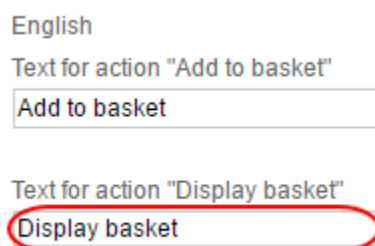
## Step 2

Click the **Texts** button at the top of the page.



## Step 3

Under *Text for action "Display basket"* enter the text to be displayed.



---

## Step 4

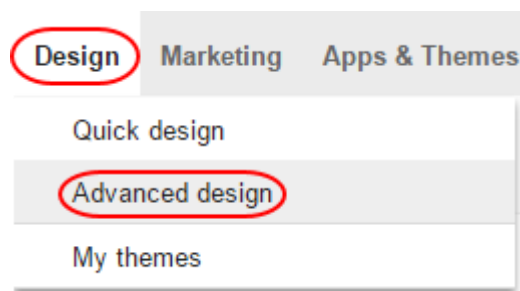
Click the **Save** button to save the changes.

The text next to the basket page element has now been changed.

# Displaying business hours

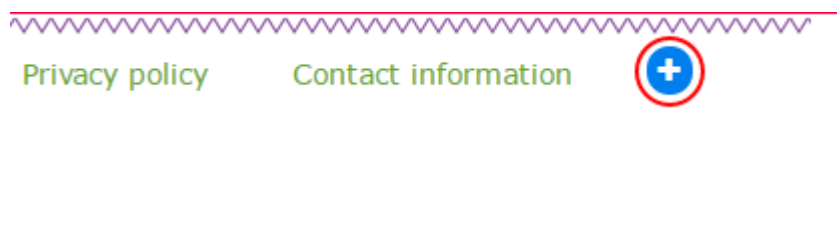
## Step 1

From the main menu, select **Design** and then **Advanced design**.



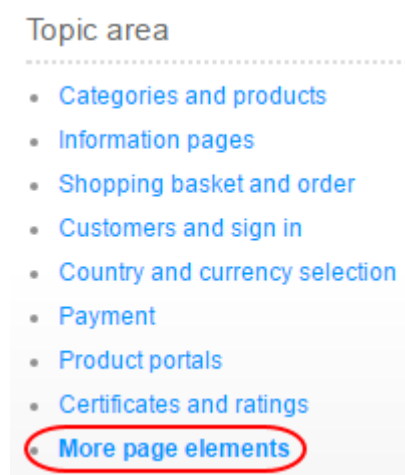
## Step 2

Click the *Plus* icon in the page area where you want your business hours to appear.



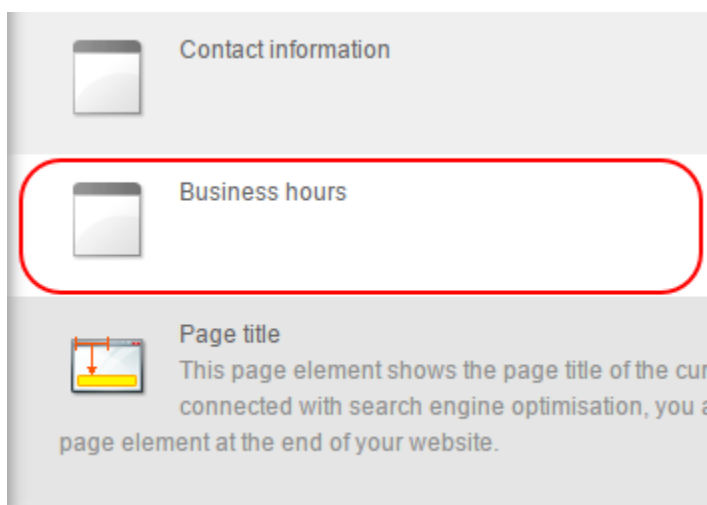
## Step 3

On the left below *Topic area*, select the link **More page elements**.



## Step 4

On the right, select **Business hours** and click **Insert**.



## Step 5

Choose how you would like the *Business Hours* element to look using these settings:

**Edit page element** x

**Header**  

1

Font colour

☐ (Not set)

2

Background image

Select file

**Box**  

3

Font colour

☐ (Not set)

Link

☐ (Not set)

Highlight

☐ (Not set)

4

Background image

Select file

5

Background color

☐ (Not set)

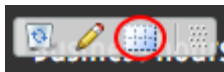
Apply

Cancel

- 
1. Choose the colour of the font for the text in the heading.
  2. Choose the background image for the heading.
  3. Choose the colour for the text, link and highlights.
  4. Choose the background image for the box.
  5. Choose a background colour for the box.

### Step 6

Your business hours will now be displayed in the preview. You can use the **Align Elements** icon to position the element how you want to.



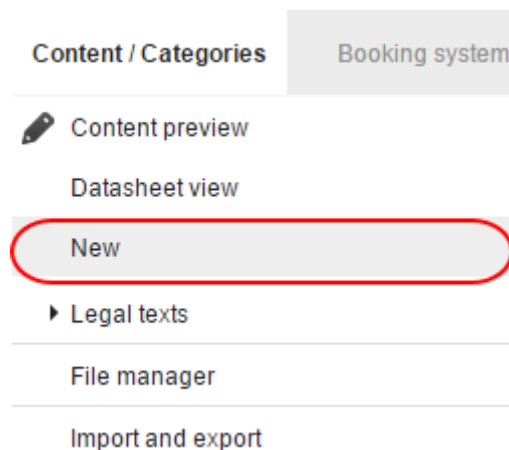
### Step 7

Once you are finished, click the **Save** button in the toolbar to save your changes.

## Displaying business hours on a dedicated page

### Step 1

In the main menu, select **Content/Categories** and then **New**.



## Step 2

Under *Type*, select the option **Business hours**.

**Add new page / category**

Type

Page / Category

Content page

Form

Image gallery

Link

Promotional products

Sitemap

**Business hours**

Terms and Conditions

Name\*

Business hours

Visible

☐ Yes ☒ No

## Step 3

If you want to, specify another name in the *Name* field. Leave the *Visible* option set to **No** for now as this will allow you to edit the business hours page before visitors can see your website.

**Add new page / category**

Type

Page / Category

Content page

Form

Image gallery

Link

Promotional products

Sitemap

**Business hours**

Terms and Conditions

Name\*

Business hours

Visible

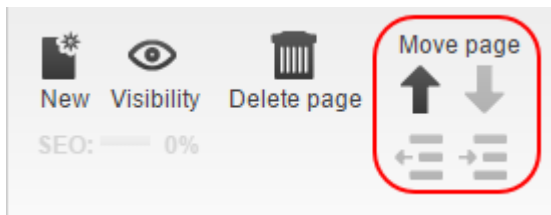
☐ Yes ☒ No

Once done click the **Insert** button.

---

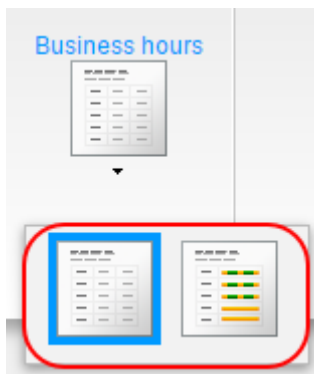
#### Step 4

Using the **Move page** buttons, move your newly created *Business Hours* page up and down the page tree until it is situated in the location you want it.



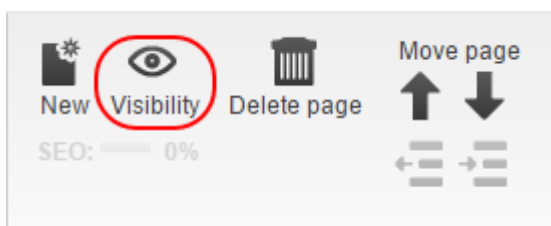
#### Step 5

In the multifunction bar select **Business hours** to choose whether the times are displayed in a table or as an image.



#### Step 6

In the Preview you can edit the page how you want it. Once you have finished editing your page select the **Visibility** icon from the toolbar.



## Step 7

For *Visible* select the option **Yes**, if you want the *Business hours* page to be available in your site menu select **Yes** for *Visible in the menu*.

**Edit visibility: Sitemap** ✕

Visible

☒ Yes ☐ No ?

Visible in the menu

☒ Yes ☐ No ?

Permit display for

All users ▼

Apply

Cancel



**Quick tip:** You can also limit visibility to certain visitors using the *Permit display for* dropdown menu.

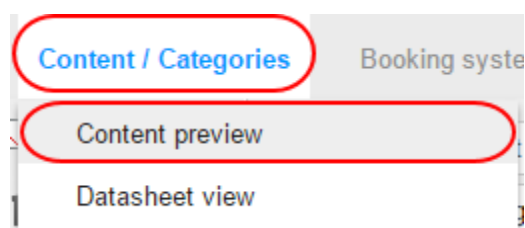
## Step 8

Once done, click **Apply** and then click the **Save** button in the toolbar to save your changes.

# Adding an RSS feed

## Step 1

In the Administration area in the main menu, select **Content/Categories** and then **Content preview**.

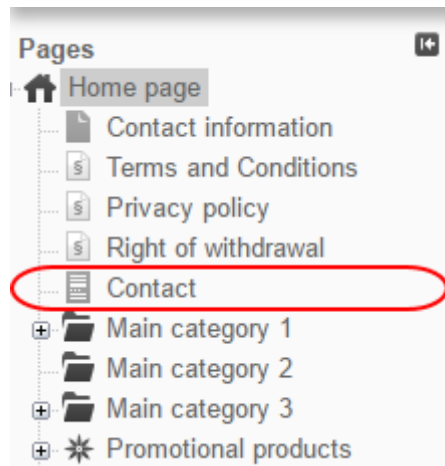




---

## Step 2

From the page tree on the left, select the subpage of your website that you want to edit.

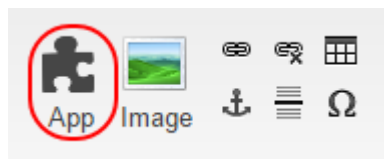


## Step 3

Select the area of the page where you want to add the RSS feed.

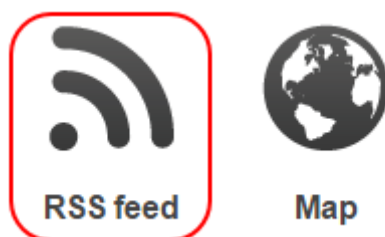
## Step 4

In the multifunction bar, select **App**.



## Step 5

Click the **RSS feed** icon.



## Step 6

Enter the settings for your RSS feed:

- **URL of the RSS feed:** Enter address of the RSS feed you want to use.
- **Entries:** Choose how many entries you want to include from the RSS feed.
- **Abbreviate text:** Choose if you want to abbreviate the text that is displayed from the RSS feed.
- **Only headlines:** Choose if you only want to display the headlines from the RSS feed.
- **Only images:** Choose if you only want to display the images in the RSS feed.
- **Layout:** Select the layout of your RSS feed.

URL of the RSS feed



Entries

☒ Abbreviate text

☒ Only headlines

☒ Display images

Layout

## Step 7

Click the **Apply** button.

## Step 8

Click the **Save** button to save the changes.

News from the RSS feed are now displayed on this subpage of your website.

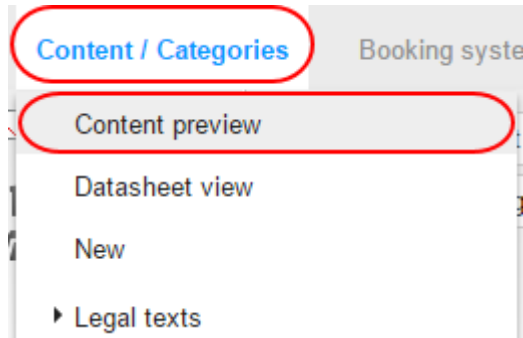
---

## Adding a map

You can display a Google or Bing map of your physical store location on your website.

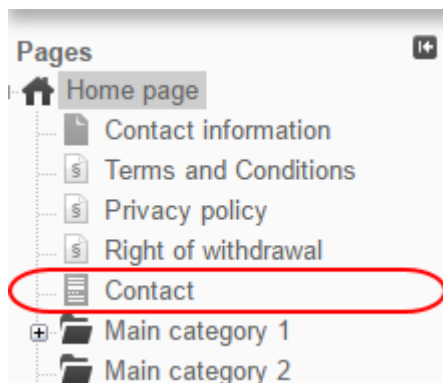
### Step 1

From the main menu, select **Content/Categories** and then **Content preview**.



### Step 2

Select the page that you want to edit from the page tree on the left.

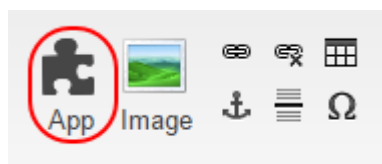


### Step 3

Select the area of the page where you want to add a map.

### Step 4

In toolbar, click the **App** icon.



## Step 5

Click the **Map** icon.



## Step 6

Select a map service, such as *Google Maps*.



## Step 7

Enter the settings for your map.

In the preview, you can use the "Move" function to specify the section to be displayed after the map has loaded.

<b>1</b> Address	<input type="text" value="1 Farm Lane, GL11AB Gloucester"/>
<b>2</b> Title	<input type="text" value="Ralph's Farm Shop, 1 Farm Lane, GL11AB Gloucester"/>
<b>3</b> Height	<input type="text" value="300"/> px
Width	<input type="text" value="500"/> px
<b>4</b> <input checked="" type="checkbox"/> Control elements	
<b>5</b> <input type="checkbox"/> Fix map view	

1. Enter the address that you want your map to display the location of.
2. Enter a title for your map.
3. Set the *Height* and *Width* of your map in pixels.
4. Tick this box if you want to map to include controls.
5. Tick this box if you want to fix the map to the current view.

---

### Step 8

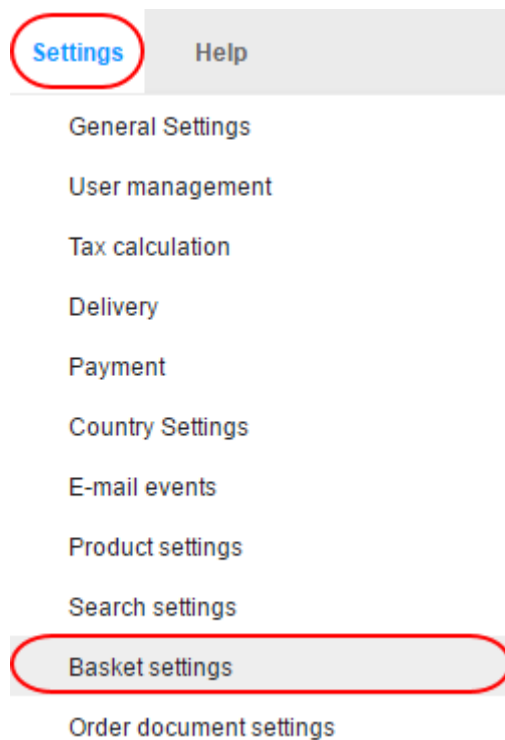
Once you have your map configured, click **Apply**. Then click the **Save** button in the toolbar to save your changes.

The map is now displayed on your website on the desired page.

## Changing the “Add to basket” button text

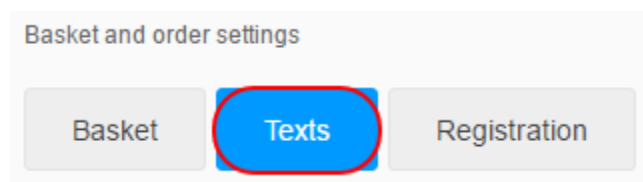
### Step 1

From the main menu, select **Settings** and then **Basket settings**.



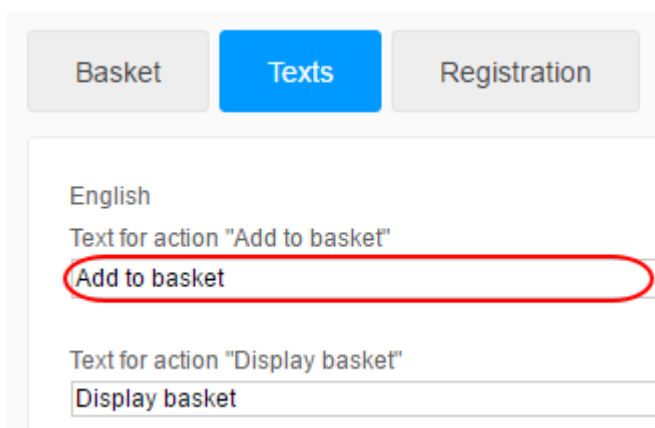
### Step 2

Click the **Texts** button at the top of the page.



### Step 3

Under Text for action "*Add to basket*", enter the new text.



The screenshot shows a configuration interface with three tabs: 'Basket', 'Texts' (selected), and 'Registration'. Under the 'Texts' tab, there are two text input fields. The first field is labeled 'Text for action "Add to basket"' and contains the text 'Add to basket', which is circled in red. The second field is labeled 'Text for action "Display basket"' and contains the text 'Display basket'.

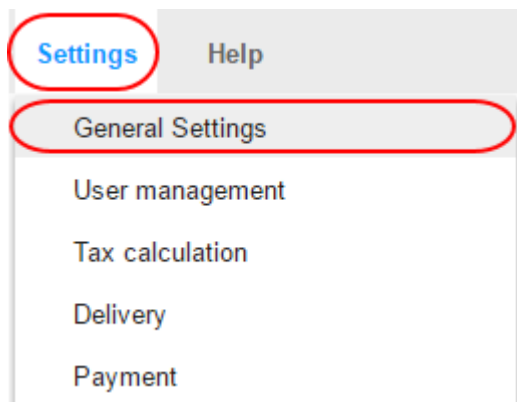
### Step 4

Click the **Save** button at the bottom. Your *Add to basket* button will now show your new text.

## Editing the maintenance message

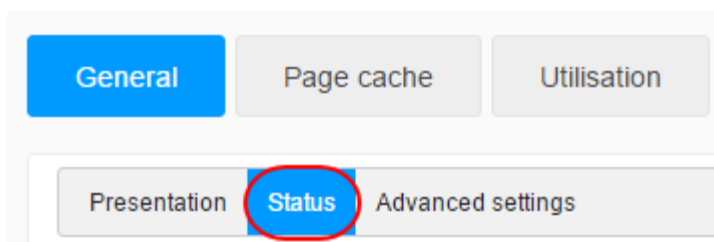
### Step 1

From the main menu, select **Settings** and then **General settings**.



### Step 2

Next, click **Status**.



---

### Step 3

Enter the text that you want to have displayed when your website is closed in the *Website closed message* text area.

Website closed message

**Brief technical interruption**

Our website is unfortunately closed at the moment. We will be back to serve you soon.

Thank you for your patience.

### Step 4

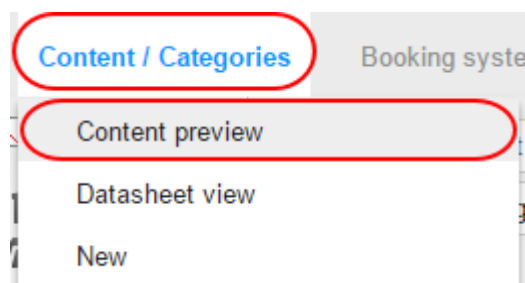
Click the **Save** button to save your changes. When you set your website to be closed, your message will be displayed.

## Creating pages and categories

You can easily add pages, such as “About us”, and categories, for example “Fashion”, “Technology” or “Home and Garden” to your eShop.

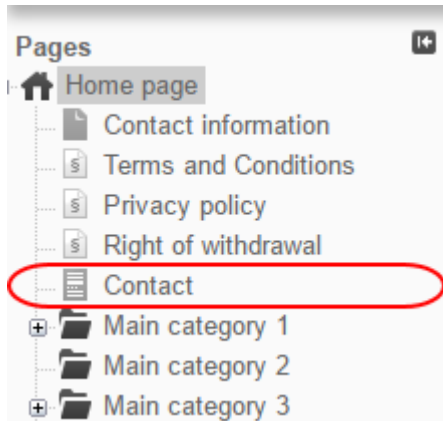
### Step 1

In the *Content / Categories* menu, click **Content preview**.



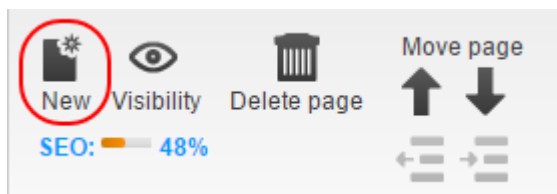
## Step 2

Select where the new page/category should be created in the page browser on the left-hand side.



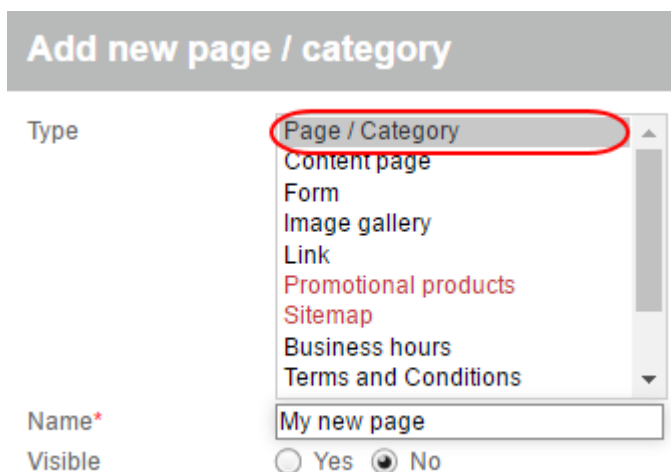
## Step 3

Click **New** in the toolbar at the top.



## Step 4

Select **Page / Category** and enter a name for the new page/category. Leave the *Visible* option on **No**, so you can edit the page/category first before your website's visitors can see it.

A screenshot of a form titled 'Add new page / category'. It has two main sections. The first section is labeled 'Type' and contains a dropdown menu. The dropdown is open, showing a list of options: 'Page / Category' (highlighted with a red oval), 'Content page', 'Form', 'Image gallery', 'Link', 'Promotional products', 'Sitemap', 'Business hours', and 'Terms and Conditions'. The second section is labeled 'Name\*' and has a text input field containing 'My new page'. Below the name field is a 'Visible' section with two radio buttons: 'Yes' and 'No'. The 'No' radio button is selected.



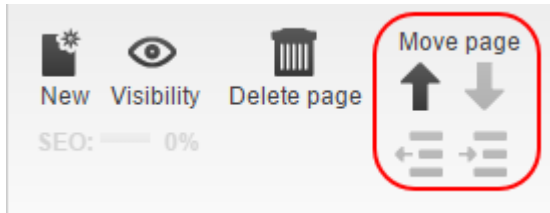
---

## Step 5

Once done, click **Insert**.

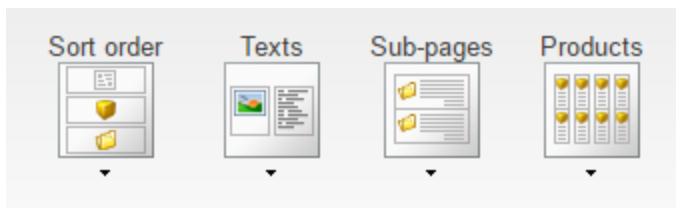
## Step 6

Use the *Move page* buttons in the toolbar to move your new page/category to where you want it in the page tree.



## Step 7

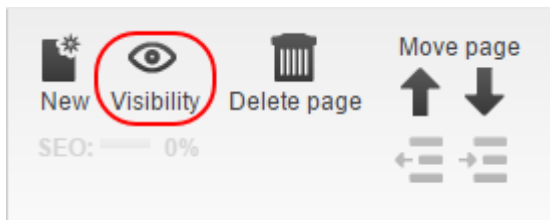
Enter the content on to your page/category. Once you have your content, you can experiment with the various layout options to find one that suits your needs.



- **Sort order:** Select the order that text, products and sub-pages should be displayed.
- **Texts:** Choose how texts should align in relation to images, videos etc.
- **Sub-pages:** Select how many columns sub-pages should be displayed in.
- **Products:** Choose how you want to display products.

## Step 8

Click **Visibility** in the toolbar, change the *Visibility* option to **Yes** and click **Apply**.



# Adding a Right of Withdrawal notice

The European Consumer Rights Directive may make it necessary that you link to your Right of Withdrawal form on every page of your online shop.

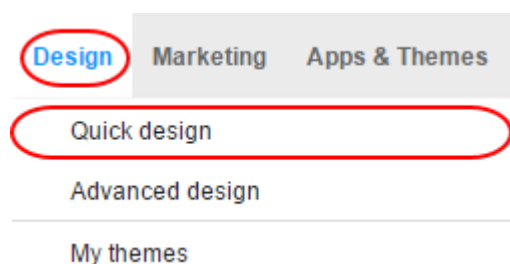
In the following guide we assume that you have inserted the withdrawal form on your page covering withdrawal and already created a table of contents for this page.

## Step 1

Open your online shop in a browser and navigate to the page containing your withdrawal form. Copy the full address to your withdrawal form from the browser.

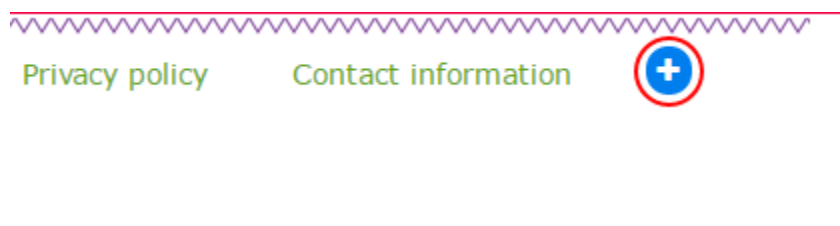
## Step 2

Log in to your administration area and from the main menu, select **Design** and then **Quick design**.



## Step 3

Click the plus icon in the area of the page where you want to add your withdrawal form.



## Step 4


Click **User-defined page elements**.


Topic area


- [Categories and products](#)
- [Information pages](#)
- [Shopping basket and order](#)
- [Customers and sign in](#)
- [Country and currency selection](#)
- [Payment](#)
- [Product portals](#)
- [Certificates and ratings](#)
- [More page elements](#)
- [User-defined page elements](#)

## Step 5

On the right, select the option **Link** and click **Insert**.

 Text (HTML)


 Text with heading (box with HTML)

 Link

## Step 6

Under *Link destination* select the option **External**.

**Edit page element**

Link destination ☐ Internal ☒ External 

## Step 7

Enter a name for your link in the *Name* box and the URL of your withdrawal form in the



English

Name Withdrawal Form

Link <http://www.ralphsfarmshop.com/withdrawal.html>

## Step 8

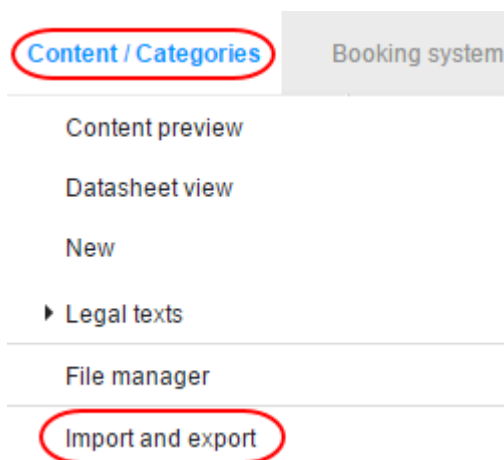
Click the **Apply** button to save your changes. The link to your withdrawal form will now be displayed on each page of your eShop website.

# Exporting content, categories and pages

## Export all content, categories and pages

## Step 1

From the main menu select **Content / Categories** and then **Import and Export**.



Content / Categories Booking system

Content preview

Datasheet view

New

► Legal texts

File manager

Import and export

---

## Step 2

On this page you can make all settings for export and then start exporting. You have the following options:

Object Type	Content / Categories / Pages ▼	
Formatting	English / United Kingdom ▼	i
Encoding	Standard (ISO-8859-1) ▼	i
Delimiter	comma (,.) ▼	
Languages	All ▼	

- **Object Type:** Choose what data you want to export.
- **Formatting:** Choose the country-specific format you would like to use.
- **Encoding:** Choose the type of encoding to use.
- **Delimiter:** Choose what character to use as a delimiter.
- **Languages:** Select what languages to include in your export.

**i Important:** Make a note of these settings as you will need to specify these again when editing the file and importing again.

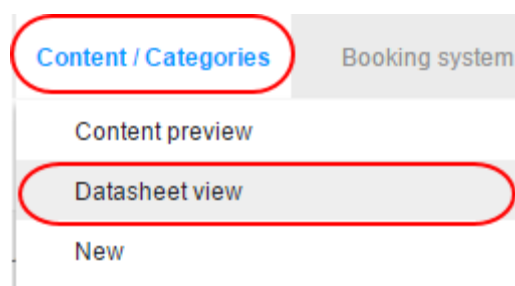
## Step 3

Click the **Export** button, the process will start and may take a while. Once done, save the export file to your computer.

## Export certain content, categories and pages

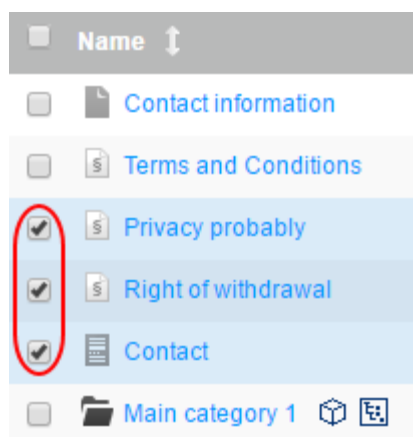
### Step 1

From the main menu select **Content / Categories** and click **Datasheet view**.



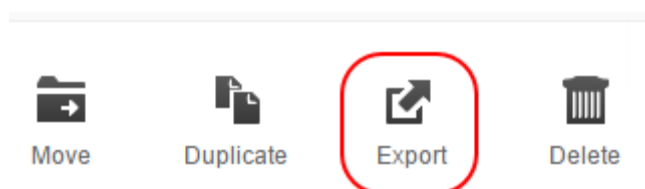
## Step 2

Select all the pages / categories that you want to export.



## Step 3

Click the **Export** icon at the top.



## Step 4

Select your export options:

Selected objects	3 Pages / Categories	
Formatting	English / United Kingdom ▼	i
Encoding	Standard (ISO-8859-1) ▼	i
Delimiter	comma (,.) ▼	
Languages	All ▼	

- **Formatting:** Choose the country-specific format you would like to use.
- **Encoding:** Choose the type of encoding to use.
- **Delimiter:** Choose what character to use as a delimiter.
- **Languages:** Select what languages to include in your export.

## Step 5

Click the **Export** button, the process will start and may take a while. Once done, save the export file to your computer.

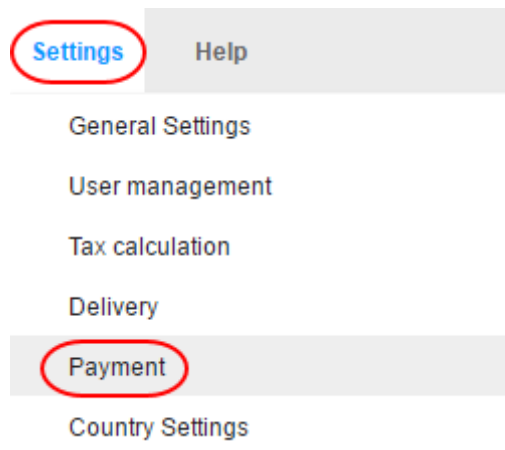
---

# Payments

## Setting up payment methods

### Step 1

From the main menu, select **Settings** and then **Payment**.



Once you are in the *Payment Settings* area follow one of the following sections of this guide:






- Internal payment methods
- External payment methods
- Adding new payment methods

### Internal payment Methods

The most important internal payment methods such as advance payment and payment by invoice have been pre configured for your shop.

### Step 1

To edit one of these methods, click on its name.

<input type="checkbox"/>	Provider	Payment method
<input type="checkbox"/>	 System standard	Payment in advance
<input type="checkbox"/>	 System standard	Invoice
<input type="checkbox"/>	 System standard	Cash on Delivery
<input type="checkbox"/>	 System standard	Cash
<input type="checkbox"/>	 System standard	Direct debit authorisation

## Step 2

Make any changes that you want to apply to the payment settings.

**1** Internal ID \*

Type ☐ Free

**2** Visible ☒ Yes ☐ No

**3** Default selection ☐ Yes ☒ No

**4** Availability restriction

Minimum order value  £

Maximum order value  £

**5** Discount or fee

**6** Allow usage for the following billing addresses

Limits using regions are not available in this shop type

- 1. Internal ID:** Set an ID for your payment method.
- 2. Visible:** Choose if this method should be visible.
- 3. Default selection:** Choose if this method should be set as default.
- 4. Availability restriction:** Set a minimum or maximum order value that the method is available for.
- 5. Discount or fee:** Choose if this method should have a discount.
- 6. Name in shop:** Set the name of this method to be displayed in your shop.



**Quick tip:** Using the **Customer groups** tab, you can also specify which groups of customers can use the selected payment method

General **Customer groups**

All customers can use this payment method.

☐ **Authorised customer groups**

+ (Select entry)

(Select entry)

New customer


Save Regular customer



---

## External payment Methods

External payment methods use services from a third-party providers such as PayPal or Skrill. Several third-party providers have been set up and simply need completing.

 **Important:** You have to register with the payment provider first before you can set up that payment method in your shop. Some providers may also take commission to handle the transactions.


### Step 1

Next to the payment method that you want to set up click the **Complete it** link.

<input type="checkbox"/>	 PayPal	PayPal Express Checkout  <a href="#">Complete it</a>
<input type="checkbox"/>	 Skrill	Skrill  <a href="#">Complete it</a>
<input type="checkbox"/>	 PayPal	PayPal Pro  <a href="#">Complete it</a>
<input type="checkbox"/>	 SOFORT AG	SOFORT Banking  <a href="#">Complete it</a>
<input type="checkbox"/>	 WorldPay	WorldPay  <a href="#">Complete it</a>

### Step 2

If you want to, you can edit the name of the payment in the *Name in shop* column.

	<div>Amazon Payments ▼</div>	<div>Amazon Payments</div>	<div>9999</div>
---	------------------------------	----------------------------	-----------------

### Step 3

You can also change the order that the payment method will appear to customers by changing the number in the *Sort order* column. The lowest number will be displayed first.

	<div>Amazon Payments ▼</div>	<div>Amazon Payments</div>	<div>9999</div>
---	------------------------------	----------------------------	-----------------






### Step 4

Click the **Save** button to save your changes, repeat the steps in the last section to complete the setup of your new payment method.

## Adding new payment methods

### Step 1

Select a new payment method from the *Select entry* list and click the **Plus** icon.

<input type="checkbox"/>	 SagePay	SagePay  Complete it
<input type="checkbox"/>	 ExperCash	ExperCash  Complete it
	<div>(Select entry) ▼</div>	

### Step 2

If you want to, you can edit the name of the payment in the *Name in shop* column.

	Amazon Payments ▼	Amazon Payments	9999
---	-------------------	-----------------	------

### Step 3

You can also change the order that the payment method will appear to customers by changing the number in the *Sort order* column. The lowest number will be displayed first.

	Amazon Payments ▼	Amazon Payments	9999
---	-------------------	-----------------	------

### Step 4

Click the **Save** button to save your changes, repeat the steps in the last section to complete the setup of your new payment method.

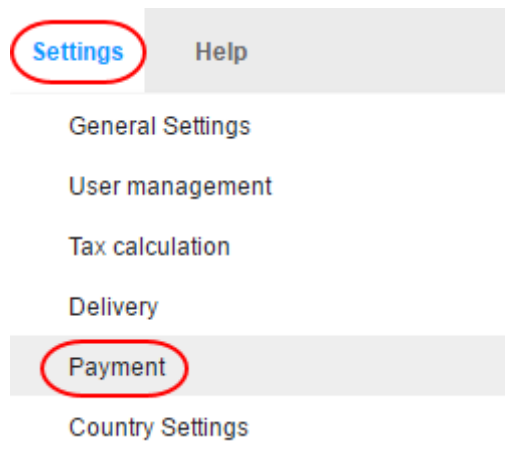
---

## Editing payment methods

If you need to change a payment method's settings or if you want to test a payment method in your eShop website, you can do this via the administration area.

### Step 1






From the main menu, select **Settings** and then **Payment**.



Once you are in the *Payment Settings* area follow one of the following sections of this guide:



### Step 2

In the table you can see all the payment methods already created in your shop. Click on the name of the payment method you want to edit.

<input type="checkbox"/>	Provider	Payment method
<input type="checkbox"/>	 System standard	<a href="#">Payment in advance</a>
<input type="checkbox"/>	 System standard	<a href="#">Invoice</a>
<input type="checkbox"/>	 System standard	<a href="#">Cash on Delivery</a>
<input type="checkbox"/>	 System standard	<a href="#">Cash</a>
<input type="checkbox"/>	 System standard	<a href="#">Direct debit authorisation</a>

### Step 3

On this page you make the general settings for the payment method. Make any changes that you need to. These settings will vary on the payment method being edited. Below is an example of the general settings for the *Cash* method.

1 Internal ID *	<input type="text" value="Cash"/>	
Type	Free	
2 Visible	<input checked="" type="radio"/> Yes <input type="radio"/> No	
3 Default selection	<input type="radio"/> Yes <input checked="" type="radio"/> No	
4 Availability restriction	Minimum order value 	Maximum order value 
	<input type="text"/> £	<input type="text"/> £
5 Discount or fee	<input type="text" value="Without"/> ▼	
6 Allow usage for the following billing addresses	All countries of the shop ▼	
Limits using regions are not available in this shop type		

1. **Internal ID:** Set an ID for your payment method.
2. **Visible:** Choose if this method should be visible.
3. **Default selection:** Choose if this method should be set as default.
4. **Availability restriction:** Set a minimum or maximum order value that the method is available for.
5. **Discount or fee:** Choose if this method should have a discount.
6. **Name in shop:** Set the name of this method to be displayed in your shop.

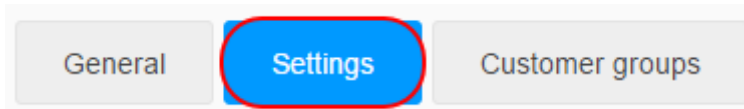
### Step 4

Click **Save** to save your changes.

---

## Step 5

Some payment methods have an additional **Settings** tab, click this to make any edits you need to.

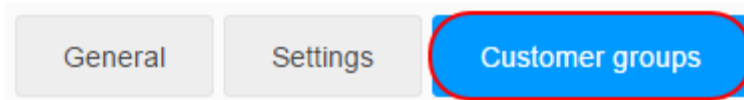


On this page you make additional settings for this payment method. If it is a payment method with a third-party provider such as PayPal, you can find configuration instructions at the top of the page with the additional steps needed to set up this method.

Follow these instructions, make all the additional settings on this page and **Save** the changes.

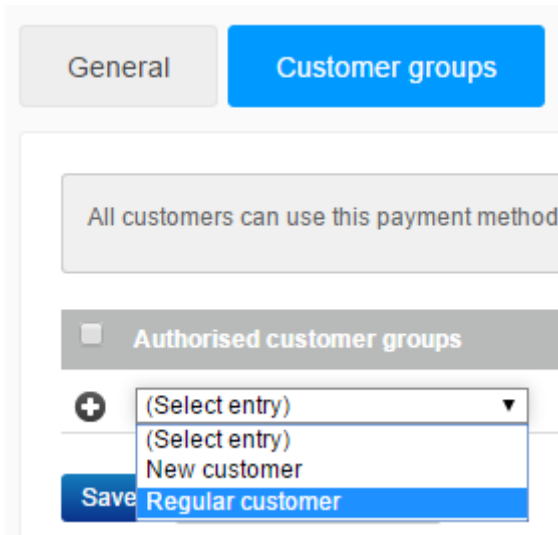
## Step 6

If the payment method is intended only for particular customer groups, select the **Customer groups** tab.



## Step 7

Select the customer group that you want to allow to use this payment method and click **Save**.



## Step 8

Once you have finished setting up your payment method, click the **General** tab and change the *Visible* option to **Yes**.

Internal ID *	PayPal Express Checkout
Type	PayPal Express Checkout
Visible	<input checked="" type="radio"/> Yes <input type="radio"/> No
Default selection	<input type="radio"/> Yes <input checked="" type="radio"/> No

## Step 9

Click the **Save** button to save the changes.

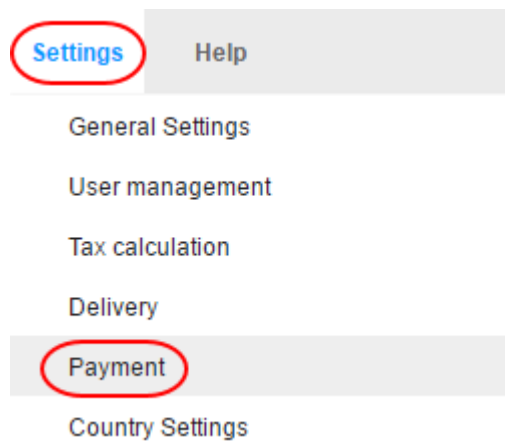
The payment method is now available in the shop for your customers. You should always firstly test payment methods with third-party providers.

## Testing a payment method

Most payment providers have a test mode for you to use. Even if there is no test mode, you should still test the payment method when your shop is live.

## Step 1






From the main menu, select **Settings** and then **Payment**.



The screenshot shows a main menu with two tabs at the top: 'Settings' and 'Help'. The 'Settings' tab is highlighted with a red circle. Below the tabs is a list of settings categories: 'General Settings', 'User management', 'Tax calculation', 'Delivery', 'Payment', and 'Country Settings'. The 'Payment' category is highlighted with a red circle.

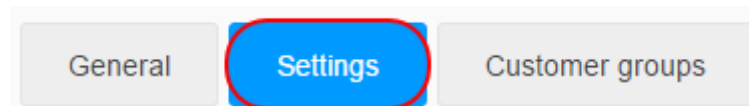
## Step 2

In the table you can see all the payment methods already created in your shop. Select the payment method you want to test.

<input type="checkbox"/>	Provider	Payment method
<input type="checkbox"/>	 System standard	Payment in advance
<input type="checkbox"/>	 System standard	Invoice
<input type="checkbox"/>	 System standard	Cash on Delivery
<input type="checkbox"/>	 System standard	Cash
<input type="checkbox"/>	 System standard	Direct debit authorisation

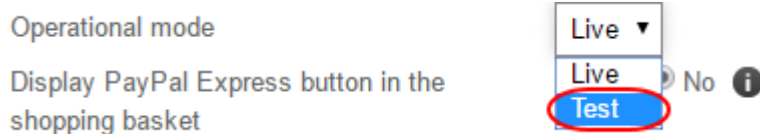
## Step 3


Click the **Settings** tab.



## Step 4

If the option is available change the *Operational mode* from **Live** to **Test** and click **Save** to save the changes.



 **Quick tip:** If you do not have this option available, you will need to test transactions on your live website.

## Step 5

Go to your online shop and place a test order in which you select the payment method you are testing.

## Step 6

If everything has worked, change the *Operational mode* back to **Live** when you are ready.

Operational mode

Display PayPal Express button in the shopping basket

Allow PayPal Guest Checkout

Live ▼  
Live  
Test

No ⓘ

☒ Yes ☐ No

## Step 7

Click the **Save** button to save the changes.



**Note:** External payment providers offer you the following advantages:

- Many of your customers already have an account with PayPal or a similar provider.
- Major payment providers enjoy customer confidence.
- You won't need to worry about payment processing.
- Paid orders are automatically flagged and all you need to do is dispatch them.

In the case of external payment methods, the transactions are processed on the provider's platforms. The customer is therefore directed to the provider's system for the payment process where all the necessary information is recorded, checked and processed. The customer is then redirected back to your shop. The corresponding orders can be allocated by means of transaction numbers. There is a transaction list for each provider, which you can find in the administration area under *Orders >> Transactions*.

In the administration area under *Settings >> Payment*, you can specify the sequence in which the payment methods are displayed to your customers.

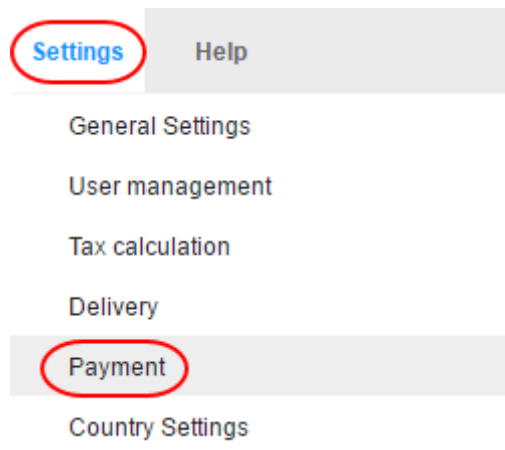


# Setting a fee for payment methods

You can set a fee that adds to a customer's total for using different payment methods. This can be used for payment methods that charge you to an amount to be used.






## Step 1

From the main menu, select **Settings** and then **Payment**.



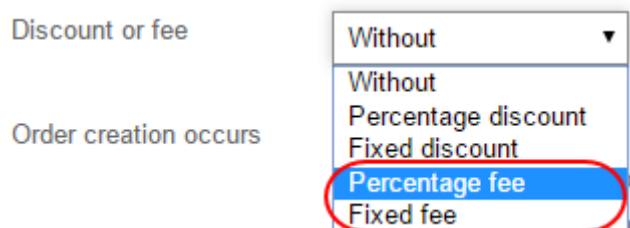
## Step 2

Select a payment method's name from the list that you want to add a fee to.

<input type="checkbox"/>	Provider	Payment method
<input type="checkbox"/>	 System standard	Payment in advance
<input type="checkbox"/>	 System standard	Invoice
<input type="checkbox"/>	 System standard	Cash on Delivery
<input type="checkbox"/>	 System standard	Cash
<input type="checkbox"/>	 System standard	Direct debit authorisation

## Step 3

In the *General* tab under *Discount or fee* select either **Percentage fee** or **Fixed fee**.



## Step 4

Enter the fee amount in the *Discount or free* box.

Discount or fee      Percentage fee ▼      1 %

## Step 5

Click the **Save** button to save the changes.

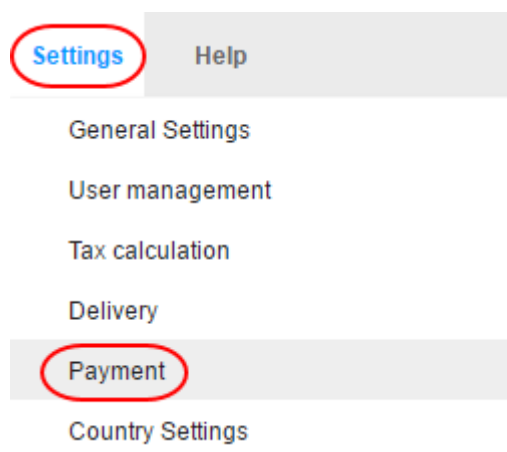
From now on this fee will apply to all orders using this payment method.

# Setting up discounts for payment methods

When a customer uses different payment methods, you can apply discounts. For instance, you can apply a discount if a customer pays cash.






## Step 1

From the main menu, select **Settings** and then **Payment**.



## Step 2

Select a payment method's name from the list that you want to add a discount to.

<input type="checkbox"/>	Provider	Payment method
<input type="checkbox"/>	 System standard	Payment in advance
<input type="checkbox"/>	 System standard	Invoice
<input type="checkbox"/>	 System standard	Cash on Delivery
<input type="checkbox"/>	 System standard	Cash
<input type="checkbox"/>	 System standard	Direct debit authorisation

### Step 3

Under *Discount or fee* select either **Percentage discount** or **Fixed discount**.

Discount or fee

Order creation occurs

Percentage fee

Without

Percentage discount

Fixed discount

Percentage fee

Fixed fee

1 %

mmended)

ave access t

### Step 4

Enter the amount of discount that you want to apply into the box.

Discount or fee

Percentage discount

5 %

### Step 5

Click the **Save** button to save the changes.

From now on the discount will apply for all payments with this payment method.

## Setting up country specific payment methods

You can limit what payment method a customer can use in you eShop by specific countries or region.

### Step 1

From the main menu, select **Settings** and then **Payment**.

Settings

Help

General Settings

User management

Tax calculation






Delivery

Payment

Country Settings

## Step 2

Select a payment method's name from the list that you want to set an country or region restriction for.

<input type="checkbox"/>	Provider	Payment method
<input type="checkbox"/>	 System standard	Payment in advance
<input type="checkbox"/>	 System standard	Invoice
<input type="checkbox"/>	 System standard	Cash on Delivery
<input type="checkbox"/>	 System standard	Cash
<input type="checkbox"/>	 System standard	Direct debit authorisation

## Step 3

Under *Allow usage for the following billing addresses* select the region for which this payment method is to be available.

Allow usage for the following billing addresses All countries of the shop ▼  
Limits using regions are not available in this shop type

## Step 4

Click the **Save** button to save the changes.

The payment method will now only be displayed to your customers when the billing address is in the region selected by you.

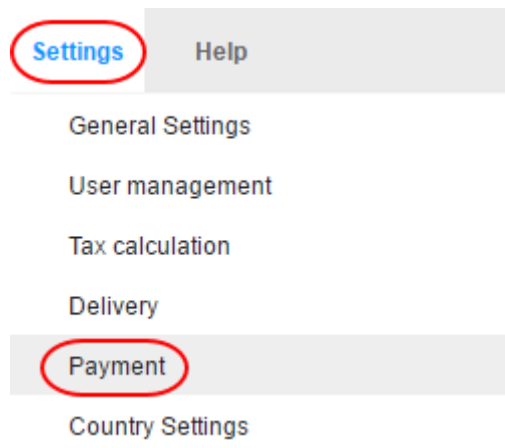
---

## Adding a comment to a payment method

You can add comments to payment methods in your eShop so that you can show more detail if it is needed. The comment you add will be shown during the order process, below the payment method and on the invoice, provided the order status *Paid* is not set.






### Step 1

From the main menu, select **Settings** and then **Payment**.



### Step 2

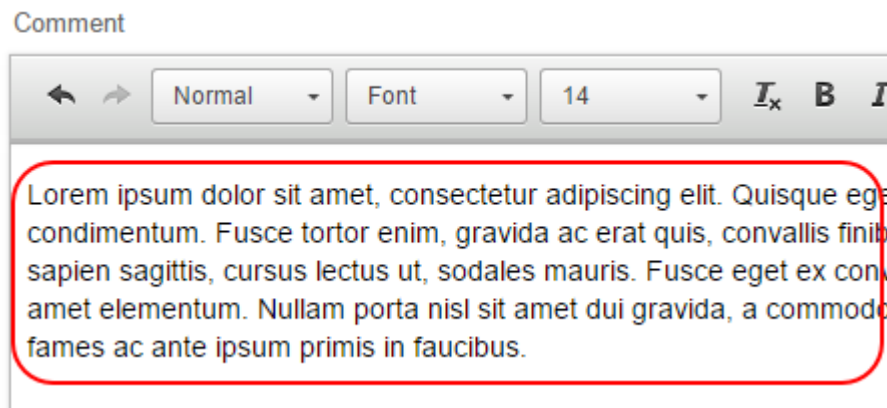
Select a payment method's name from the list that you want to add a comment to.

<input type="checkbox"/>	Provider	Payment method
<input type="checkbox"/>	 System standard	Payment in advance
<input type="checkbox"/>	 System standard	Invoice
<input type="checkbox"/>	 System standard	Cash on Delivery
<input type="checkbox"/>	 System standard	Cash
<input type="checkbox"/>	 System standard	Direct debit authorisation

### Step 3

Enter your comments in the *Comment* field.

Comment



Normal Font 14 **I** **B** **I**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ege  
condimentum. Fusce tortor enim, gravida ac erat quis, convallis finit  
sapien sagittis, cursus lectus ut, sodales mauris. Fusce eget ex conv  
amet elementum. Nullam porta nisl sit amet dui gravida, a commodo  
fames ac ante ipsum primis in faucibus.

### Step 4

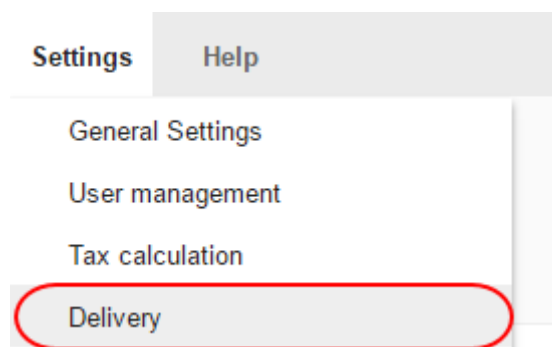
Click the **Save** button to save the changes.

## Delivery

### Creating delivery methods

#### Step 1

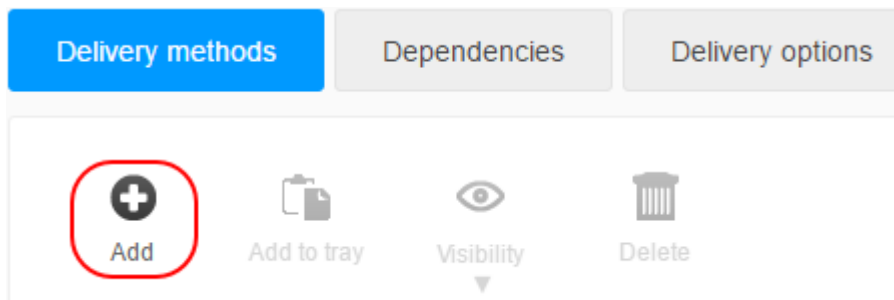
To create a new delivery method, click **Settings** in the menu bar, followed by **Delivery**.



---

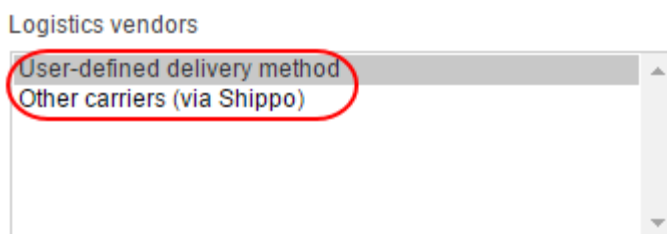
## Step 2

On the next page will be a list of your currently activated delivery methods. To create a new delivery method, click **Add**.



## Step 3

A window will now open where you can specify the delivery method settings. Select one of the options under *Logistics vendors*.



## Step 4

Choose the type of delivery method from the *Type* menu.



- **Free delivery:** The delivery method is free of charge when chosen.
- **Fixed price:** The delivery method has a fixed price.
- **Exemption limit:** The delivery method is free when orders are above a specified price.
- **Shopping basket total:** The cost of delivery depends on the total order value.
- **Weight of the products in the shopping basket:** The cost of delivery depends on the total weight of the order.
- **Number of products in the shopping basket:** The cost of delivery depends on the number of products ordered.

### Step 5

Enter a name for the delivery method as you want it to be displayed in the shop.

Name in shop \*

Snail Mail


### Step 6

Click the **Add** button to save the delivery method.

### Step 7

If you have chosen the *Other carriers (via Shippo)* option, you will need to enter additional settings. Next to the provider's name, click **Complete it** and follow the specified steps.

#### Settings for dispatch processing

Shippo:  Complete it

Tax class

standard (20 %) ▼

### Step 8

Once finished click the **Save** button to save your changes.



---

## Delivery method settings

You can now specify settings for the delivery method, for example the delivery price. Other things you can specify on the *General* tab include whether this method should be set as default, or which countries it should be available to.

### General Settings

Under the *General* tab you can set the following settings:

Internal ID *	<input type="text" value="Snail Mail"/>
Type	Fixed price
Visible	<input type="radio"/> Yes <input checked="" type="radio"/> No
Default selection	<input type="radio"/> Yes <input checked="" type="radio"/> No
Allow usage for the following delivery addresses	<input type="text" value="All countries of the shop"/>
Limits using regions are not available in this shop type	
English	
Name in shop	<input type="text" value="Snail Mail"/>
Comment	<div><div><div>←</div><div>→</div><div>Format</div><div>Font</div><div>Size</div><div><i>I</i><sub>x</sub></div><div><b>B</b></div><div><i>I</i></div><div><u>U</u></div></div><div></div></div>

- **Internal ID:** Set an ID for your delivery method.
- **Visible:** Choose if you want the delivery method to be visible or not.
- **Default selection:** Choose if you want the delivery method to be set as default.
- **Allow usage for the following delivery addresses:** Limit your delivery method to certain countries or regions.
- **Name in shop:** Enter the name for your delivery method as you want it to be displayed in your shop.
- **Comment:** Enter a comment for your delivery method. This will displayed at checkout.
- **Logo:** Upload a logo for your delivery method.
- **Display logo:** Choose if you want the delivery method's logo to be displayed.

## Settings

Under the *Settings* tab you can configure the tax amount, prices and configure Shippo settings if required. These settings will differ depending on the delivery method *Type* that was set when it was added. Here is an example of the settings for a *Fixed price* delivery method.

### Settings for dispatch processing

Shippo: ⚠ Complete it

Tax class

Delivery price \*  
(Gross)  £

Saved

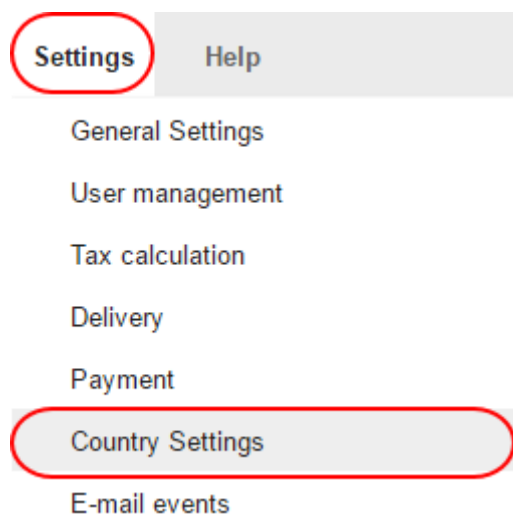
When you have configured all of the settings, under the *General* tab set the delivery method to *Visible* and click **Save** to save your data. The new delivery method is now available to your customers.

## Adding countries to your shipping options

You can add multiple countries that you want to ship to from your eShop website through the administration area.

### Step 1

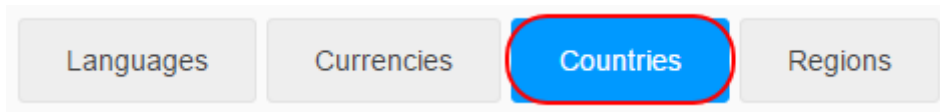
In the Administration area in the main menu, select **Settings** and then **Country settings**.



---

## Step 2

On the *Country Settings* page, click the **Countries** tab.



## Step 3

Select the new country from the drop-down menu at the end of the table.



## Step 4

Click the **Save** button to save the changes.

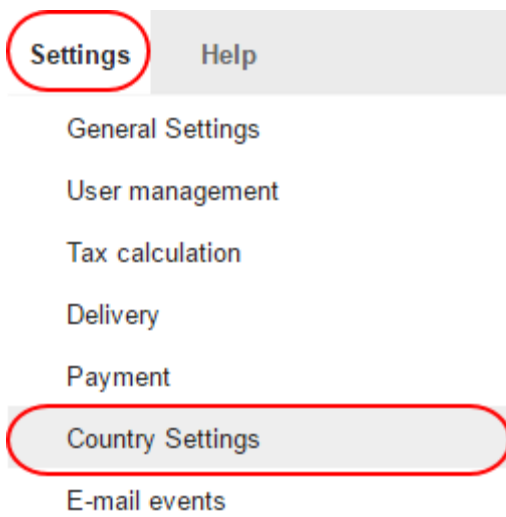
Your customers can now select this country when they register or enter their address elsewhere. Customers can only order from the countries listed in the table.

# Removing countries from your shipping options

If you no longer want to ship to a certain country from your eShop, you can remove it from your shipping options through the administration area.

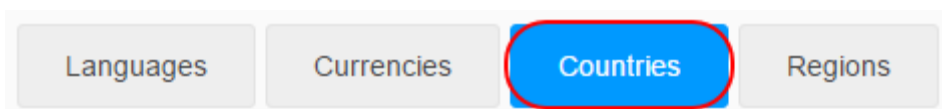
## Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.



## Step 2

Now select **Countries**.



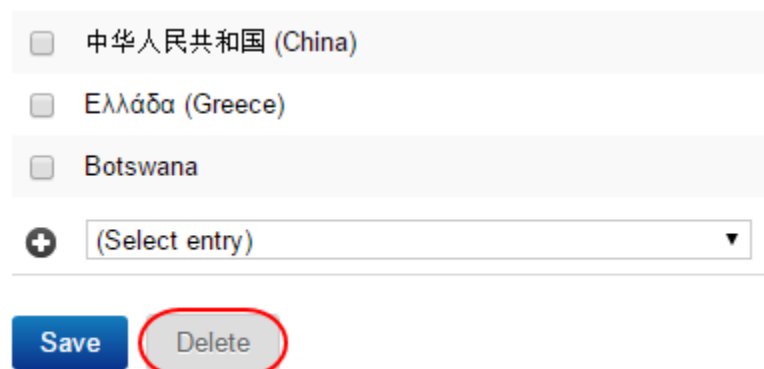
## Step 3

Check the box next to the countries that you want to remove in the left-hand column of the table.



## Step 4

At the bottom of the page, click the **Delete** button.



Your customers will no longer be able to select this country during registration or when entering address data.

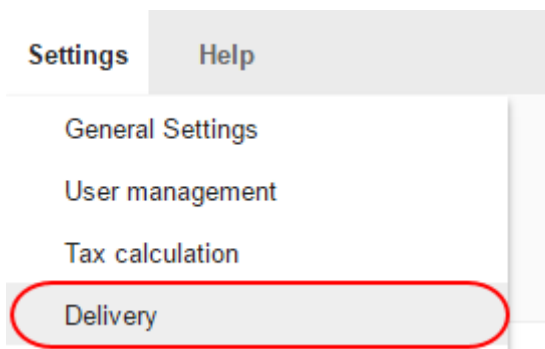
---

## Limiting delivery methods to specific countries or regions

If you want to only offer a delivery method to a specific country or region, you can set this limit within the eShop Administration area.

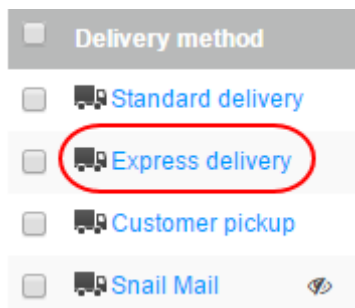
### Step 1

In the Administration area in the main menu, select **Settings** and then **Delivery**.



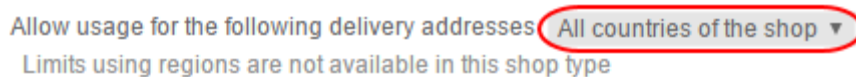
### Step 2

In the table select the delivery method that you want to edit.



### Step 3

Under *Allow usage for the following delivery addresses* select the region or country that you want to delivery method to be available to.



### Step 4

Click the **Save** button to save the changes.

The delivery method will now only be displayed to your customers when the delivery address matches the region or country allowed to use it.

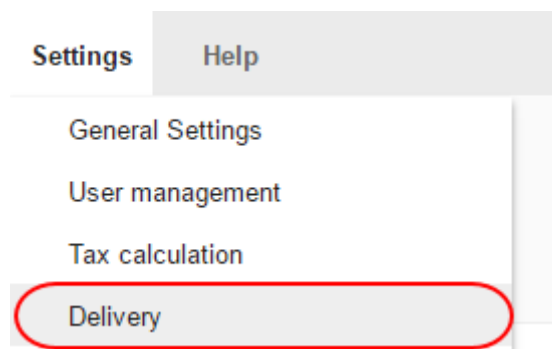
# Limiting delivery methods to certain products

By default, your customers can choose any kind of delivery method for each order. You can set a limit on your delivery methods so that they are only available for certain products.

## Make a delivery method available for all or new products only

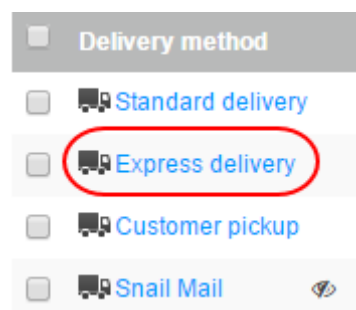
### Step 1

In the Administration area in the main menu, select **Settings** and then **Delivery**.



### Step 2

In the table select the delivery method that you want to edit.



### Step 3

Under *Allow for all products* select the option **No**.



---

### Step 4

A dialog window will open. Click **All products** to make the delivery method available or all products or click **Only new products** to limit the delivery method to only be available to newly created products.



Do you want to apply this change to all products or only to products that are newly created?

All products

Only new products

### Step 5

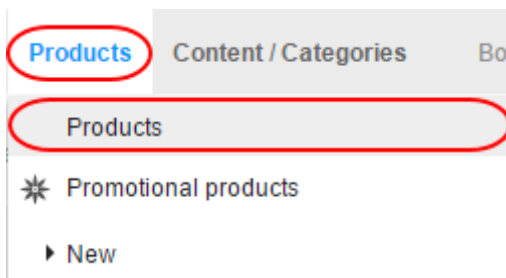
Click the **Save** button to save the changes.

To limit the delivery method to certain products you will need to activate the delivery method for each product individually. This is covered in the following section.

## Limit the delivery method to certain products





### Step 1

From the main menu, select **Products** and then **Products**.



## Step 2


The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.

<input type="checkbox"/> Product number ↗	Name ↕
<input type="checkbox"/>  demo1	 Product 1
<input type="checkbox"/>  demo2	Product 2
<input type="checkbox"/>  demo3	Product 3
<input data-bbox="204 660 563 701" type="button" value="New product number."/>	<input data-bbox="762 660 1152 701" type="text"/>

## Step 3

In the *Delivery details* section under *Possible delivery methods* select the delivery methods you want to have available for this product.

Delivery weight  
(for 1 piece(s))

(Select entry) 

Dimensions

Length

Height

Width

mm

mm

mm

Possible delivery methods

☒ Standard delivery

☒ Express delivery

☒ Customer pickup

[→ Edit delivery methods](#)

## Step 4

Click the **Save** button to save the changes.

## Step 5

Repeat the steps for all the products that you want to define possible delivery methods for.



---

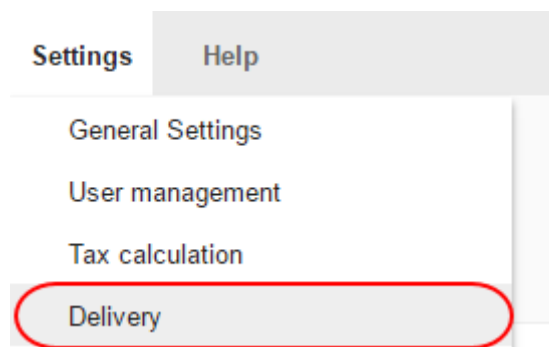
## Configuring additional delivery options

Delivery options enable you to offer your customers additional services in connection with a delivery, e.g. greeting cards or gift wrapping. Your customers can select the delivery options using a link in the shopping basket.

### Edit delivery options

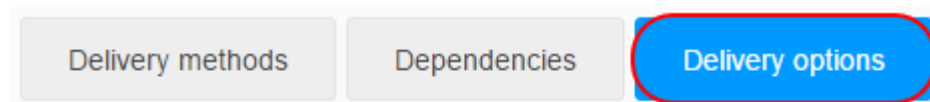
#### Step 1

In the Administration area in the main menu, select **Settings** and then **Delivery**.



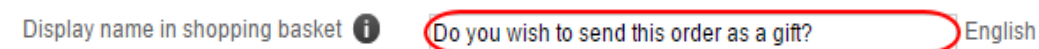
#### Step 2

Next, select **Delivery options**.



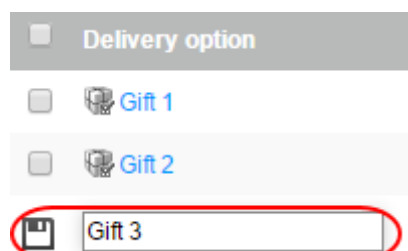
#### Step 3

Under *Display name in shopping basket* enter the text for the delivery option link.



#### Step 4

The table below shows the delivery options that are currently in place. To create a new delivery option, enter an ID in the field at the end of the table and click the **Save** icon to save it.



## Step 5


In the table, select the ID of the delivery option that you want to edit.

<input type="checkbox"/>	Delivery option
<input type="checkbox"/>	 Gift 1
<input type="checkbox"/>	 Gift 2
<input type="checkbox"/>	 Gift 3

## Step 6

On this page, specify all the details for this delivery option.

- **ID:** Enter an ID for your delivery. The ID is only the internal name and will not be seen by your customers.
- **Visible:** Choose whether the delivery option should be visible to your customers.
- **Name:** Enter a *name* for the delivery option. This will be displayed to your customers.
- **Description:** Enter a *description* to be displayed to your customers when selecting delivery options.
- **Price:** Enter a *price* if you want customers to be charged extra for this delivery option.
- **Tax Class:** Specify the *tax class* that is to apply for this delivery option.
- **Display entry field:** Under *Display entry field* choose if customers can enter text for the order, e.g. for greetings cards.

ID	<input type="text" value="Gift 1"/>
Visible	<input type="radio"/> Yes <input checked="" type="radio"/> No
English	
Name	<input type="text"/>
Description	<div><div>← →</div><div>Format</div><div>Font</div><div>Size</div></div> <div></div>
Price (Gross)	<input type="text" value="£0.00"/> £
Tax class	<input type="text" value="standard (20 %)"/>
Display entry field	<input type="radio"/> Yes <input checked="" type="radio"/> No 

## Step 7

Click the **Save** button to save your changes.

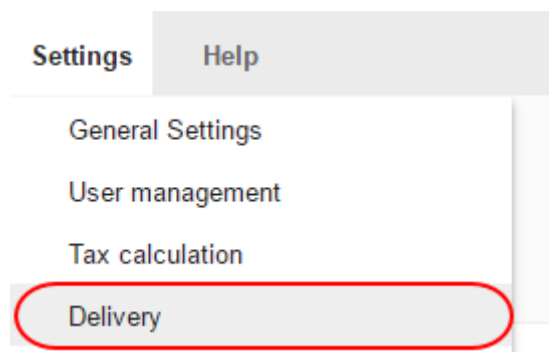
---

## How to offer different variants for a delivery option

You can offer your customers different variants of a delivery option, e.g. gift wrap in different colours.

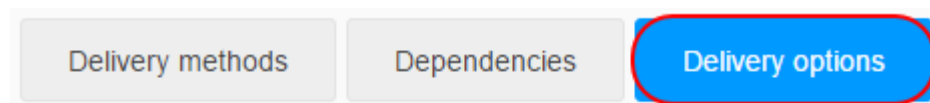
### Step 1

From main menu, select **Settings** and then **Delivery**.



### Step 2

Next, select **Delivery options**.



### Step 3

In the table, select the ID of the delivery method that you want to edit.



### Step 4

At the top, click the **Selection** button.



### Step 5

Enter a name for the variant – e.g. "green gift wrap".

☐ Name

Green gift wrap

English

### Step 6

If you wish to upload an image for this variant, click **Upload images** and select an image on your computer.

Image







### Step 7

Click the **Save** button to save your changes.

### Step 8

To create further variants, repeat the steps 5-7.



**Quick tip:** You can specify the order in which delivery options and variants are displayed to your customers.

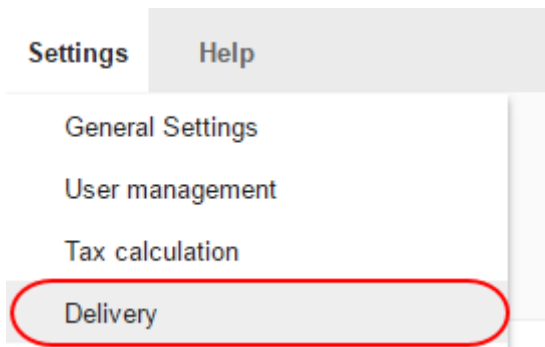
---

## Adding a comment to a delivery method

You can add comments to delivery methods so that you can display more detail about your delivery methods to your customers.

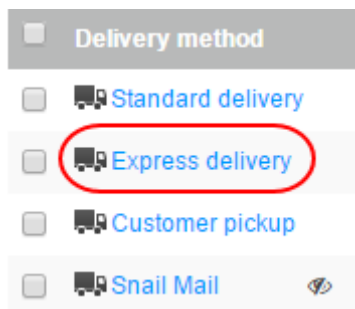
### Step 1

In the Administration area in the main menu, select **Settings** and then **Delivery**.



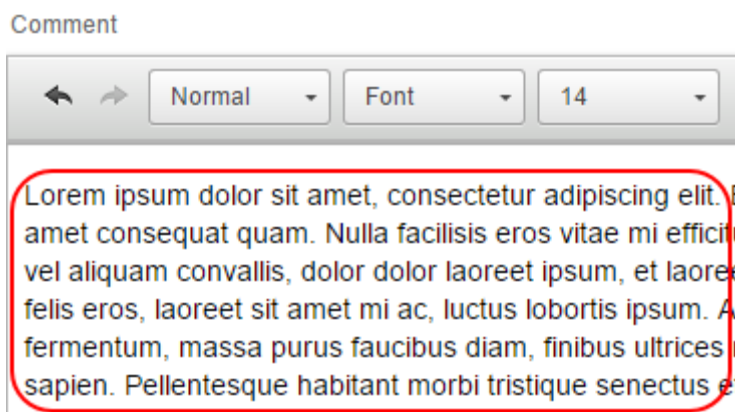
### Step 2

In the table select the delivery method that you wish to edit.



### Step 3

Enter your comment in the *Comment* field.



## Step 4

Click the **Save** button to save your changes.

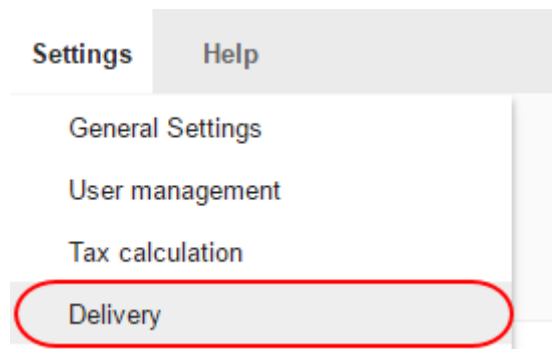
The comment will now be displayed to your customers under the delivery method during the ordering process.

# Setting delivery costs

You determine the delivery costs that your customers must pay for each delivery method.

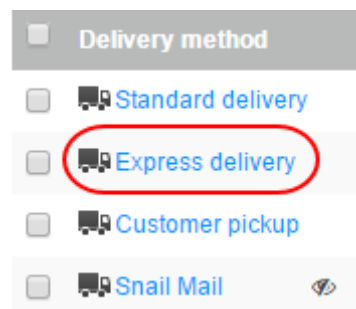
## Step 1

From the main menu, select **Settings** and then **Delivery**.



## Step 2

In the table select the delivery method you want to edit.



### Step 3

Select **Settings** and depending on the type of delivery method follow the other steps in the following table.

Type	Steps
Free delivery	Since charge for delivery methods of this type is always free, you cannot change any further settings here.
Fixed price	<ol style="list-style-type: none"><li>1. Select the <b>Tax class</b> for this delivery method.</li><li>2. Enter the <i>Delivery price</i>.</li><li>3. Save the changes.</li></ol>
Exemption limit	<ol style="list-style-type: none"><li>1. Select the <b>Tax class</b> for this delivery method.</li><li>2. Enter the <i>Delivery price</i> in the <i>Base price</i> column for orders where the limit for free delivery has not been reached.</li><li>3. Enter the order value in the <i>Free above an order value of</i> column above which delivery is free of charge.</li><li>4. Determine under <i>Price "Free above an order value of"</i> refers to total of whether the order value for free delivery should include only products or also include coupons and a potential shopping basket discount.</li><li>5. Save the changes.</li></ol>
Shopping basket total	<ol style="list-style-type: none"><li>1. Select the <i>Tax class</i> for this delivery method.</li><li>2. Determine under <i>Price of the shopping basket refers to total of</i> whether the order value should include only products or should also include coupons and a potential shopping basket discount.</li><li>3. You will find a table for delivery costs for each of the currencies set up in your shop – for example <i>Delivery costs for orders in €</i>. Enter the delivery costs into these tables for the various order values. For the range 0 to unlimited, enter the <i>Multiplier</i> and the <i>Base price</i> for the first limit (e.g. €50). The multiplier determines the variable amount of the delivery price and the basic price determines the constant amount.</li></ol> <p>The delivery costs are then calculated according to the following</p>

	<p>formula:</p> <p>Delivery costs = shopping basket price x multiplier + base price</p> <p>An example: You enter a multiplier of 0.5 and a base price of €3 for the order value range of €0 to €20. If a customer places an order with an order value of €5, they must pay €5.50 delivery costs.</p> <p>Delivery costs = 5 x 0.5 + 3 = 5.5</p> <p>4. Save the changes.</p> <p>5. A new line has been added at the bottom of the table. In the column <i>Price of the shopping basket from</i>, enter the limit (e.g. €20).</p> <p>6. In the same line enter a <i>Multiplier</i> and a <i>Base price</i>. These values then apply from the specified limit to unlimited.</p> <p>7. Save the changes.</p>
Weight of the products in the shopping basket	<p>1. Select the <i>Tax class</i> for this delivery method.</p> <p>2. Select the weight unit under <i>Calculation of the weight of the products is performed in Weight unit</i>.</p> <p>3. If the order is meant to have free delivery above a certain value, enter the corresponding value at <i>Free delivery as of the following order value</i>.</p> <p>4. Below you will find a table for delivery costs for each of the currencies set up in your shop – for example <i>Delivery costs for orders in €</i>. Enter the delivery costs into these tables for the various weight categories.</p> <p>For the range 0 to unlimited, enter the Multiplier and the Base price for the first limit (e.g. 5 kg). The multiplier determines the variable amount of the delivery price and the basic price determines the constant amount.</p> <p>The delivery costs are then calculated according to the following formula:</p> <p>Delivery costs = weight x multiplier + base price</p> <p>An example: You enter a multiplier of €2 per kg and a base price of €5 for the weight range of 0 to 5 kg. If a customer places an order with a weight of 3 kg, they must pay €11 delivery costs.</p>



	<p>Delivery costs = <math>3 \times 2 + 5 = 11</math></p> <p>5. Save the changes.</p> <p>6. A new line has been added at the bottom of the table. In the column Weight from, enter the limit (e.g. 5 kg).</p> <p>7. In the same line enter a Multiplier and a Base price. These values then apply from the specified limit to unlimited.</p> <p>8. Save the changes.</p> <p>9. If you want to define a maximum permitted weight for this delivery method, enter it at Permitted maximum weight for this delivery method and save the changes. If a customer order exceeds the maximum permitted weight, this delivery method will not be displayed to the customer in the order process.</p> <p>Caution</p> <p>If you offer a delivery method of this type, you should enter the weight of each product. <a href="#">How do I record the weight of a product?</a></p> <p>If a customer places a product in the shopping basket for which you have not entered a weight, the delivery price does not increase. If the customer only places products without any weight indication in the shopping basket, the delivery costs incurred will be the base price for the smallest unit of weight without additional surcharges.</p>
Number of products in the shopping basket	<p>1. Select the Tax class for this delivery method.</p> <p>2. If the order is meant to have free delivery above a certain value, enter the corresponding value at Free delivery as of the following order value.</p> <p>3. Below you will find a table for delivery costs for each of the currencies set up in your shop – for example Delivery costs for orders in €. Enter the delivery costs into these tables.</p> <p>Enter the Multiplier and the Base price for each currency. The multiplier determines the variable amount of the delivery price and the base price determines the constant amount. The delivery costs are then calculated according to the following formula:</p>

	<p>Delivery costs = product quantity x multiplier + base price</p> <p>An example: You enter a multiplier of €2 per product and a base price of €5. If a customer places an order for 3 products, they must pay €11 delivery costs.</p> <p>Delivery costs = <math>3 \times 2 + 5 = 11</math></p> <p>4. Save the changes.</p>
--	---



**Quick tip:**

You can restrict a delivery method to certain countries or regions.

- How do I limit a delivery method to specific countries or regions?

You can also make a particular delivery method only available for certain products.

- How can I make a delivery method available for certain products only?

---

## Setting up Shippo

Shippo is a third-party service, which helps you create shipping labels. It is integrated with a variety of logistics providers like UPS and FedEx and lets you benefit from cheaper shipping rates for them.

### What is shippo?

Shippo is a third-party service, which helps you create shipping labels simply and streamlined. It is integrated with a variety of logistics providers like UPS and FedEx and lets you benefit from cheaper shipping rates for them.

Shippo enables you to do the following:

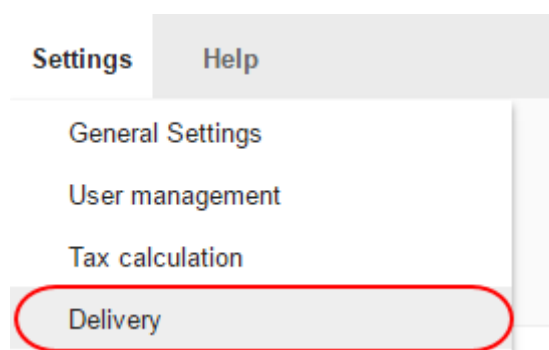
- Manage orders and track shipments.
- Create shipping labels for different carriers in a few steps.
- Print packing slips and return labels.
- Send mass email notifications with tracking information to your customers.
- Shippo creates the right customs forms for international shipments.

After setting Shippo up as a delivery method in your shop's administration area, ALL of your orders are automatically transferred to Shippo – no matter which delivery method your customers selected. You can then log in on the Shippo website and select the orders that you want to create shipping labels for etc.

### Set up Shippo

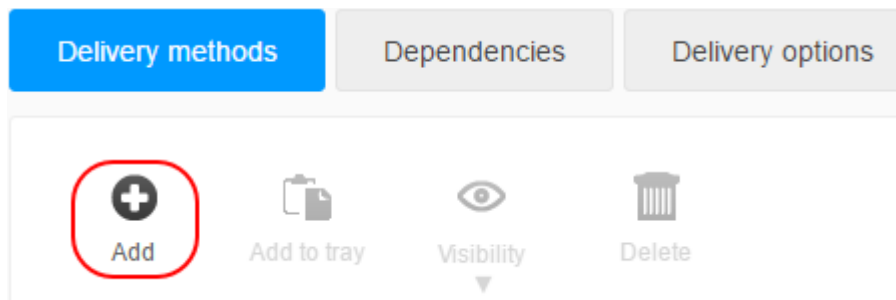
#### Step 1

From the main menu, select **Settings** and then **Delivery**.



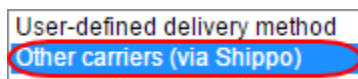
## Step 2

In the table you can see all the delivery methods already created in your shop. Select the button **Add**.



## Step 3

Under *Logistics vendors* select **Other carriers (via Shippo)**.



## Step 4

Under *Type*, determine how the delivery costs are to be calculated for this delivery method.



## Step 5

Under *Name in shop*, enter a name for the delivery method, which will be displayed to customers and click the **Add** button.

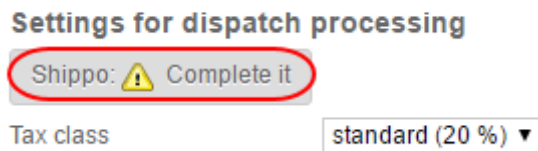


**Important:** Each delivery method will need to have a unique name.

---

## Step 6

Select the **Complete it** button and follow the steps as specified. This includes creating a Shippo account and authorising Shippo to connect to your store.



You have now successfully set up Shippo in your shop. All of your shop's orders are now automatically being transferred to Shippo.

## Using Shippo after setup

In order to use Shippo you can visit <https://goshippo.com/user/orders/> directly. Or in the administration area in the main menu, select **Orders**, then **Orders** and then the button

**Transfer to Shippo**.

When you logged in at the Shippo website, you can choose orders and create labels for them there. Shippo will guide you through the process of creating labels. When finished, the label can be downloaded as a PDF or printed out directly.

## Where can I get more help?

Shippo has a support centre, where frequently asked questions are answered.

# Settings

## Changing your email address

When your shop sends e-mails such as order confirmations or invoices to your customers, this email address is used.

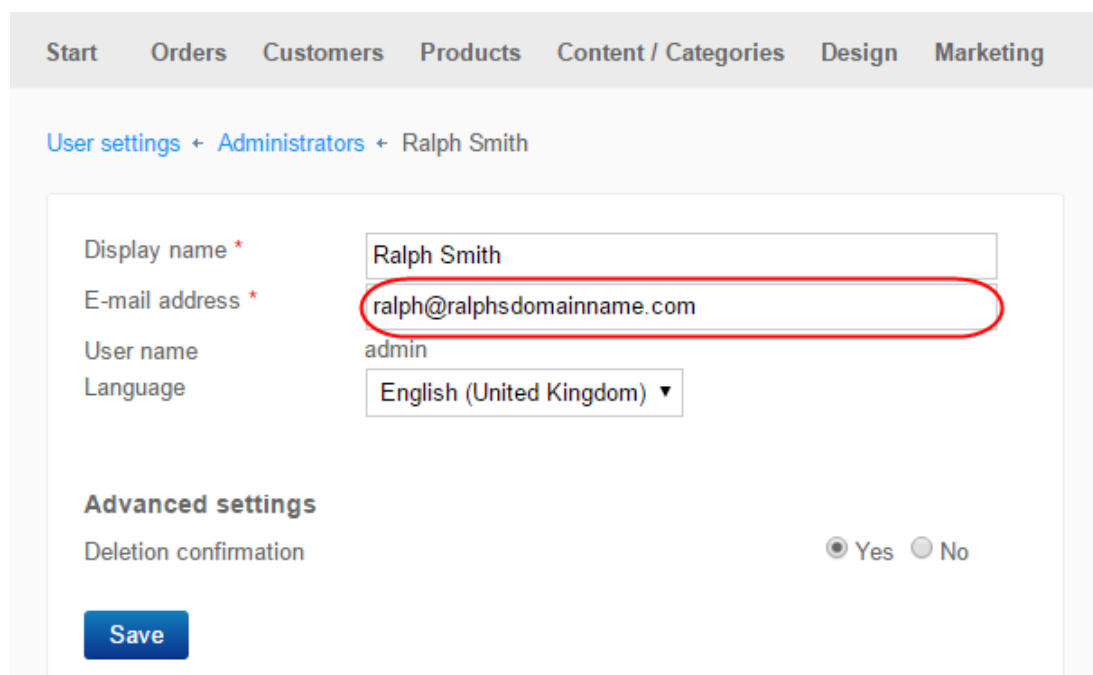
## Step 1

In the Administration area in the main menu, click on your name in the top right corner.



## Step 2

Enter the new e-mail address in the *E-mail address* field.



The screenshot shows a user settings interface. At the top is a navigation bar with links: Start, Orders, Customers, Products, Content / Categories, Design, and Marketing. Below this is a breadcrumb trail: User settings + Administrators + Ralph Smith. The main form contains the following fields:

- Display name \*: Ralph Smith
- E-mail address \*: **ralph@ralphsdomainname.com** (highlighted with a red oval)
- User name: admin
- Language: English (United Kingdom) ▼

Below these fields is a section titled "Advanced settings" with a "Deletion confirmation" option, which has two radio buttons: "Yes" (selected) and "No". At the bottom left of the form is a blue "Save" button.

## Step 3

**Save** the changes. You have now changed your e-mail address.



**Note:** All notifications to your website, for example orders received, will now be sent to the new e-mail address.

When the system sends e-mails (e.g. order confirmations) to your customers, this address is displayed to customers as the sender.

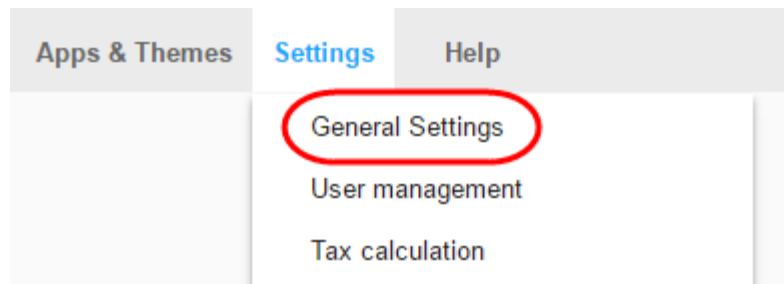
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## Changing your address

Your address is used as the senders address on invoices and for registering with third-party providers such as eBay or Amazon.

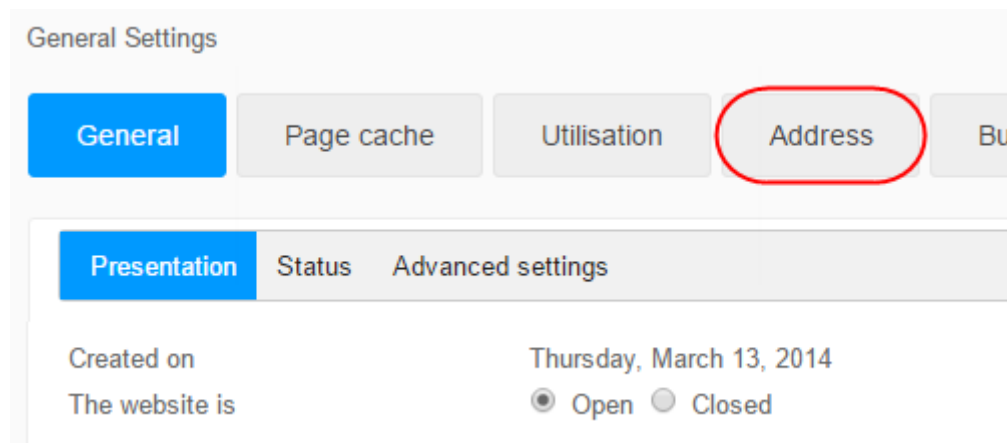
### Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



### Step 2

Now select **Address**.



### Step 3

Enter your address.

All fields marked with a red asterisk \* are mandatory.

### Step 4

**Save** the changes. You have now changed your address.



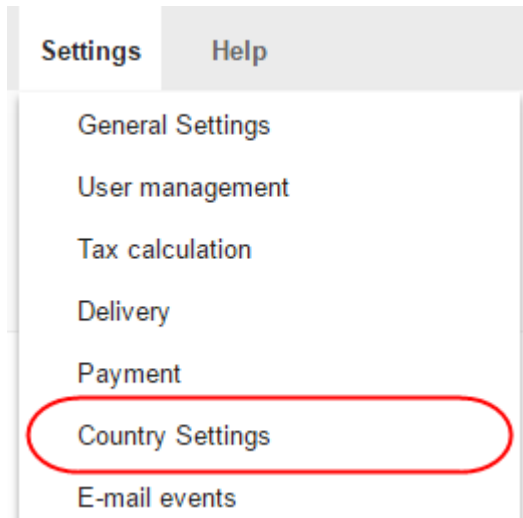
**Important:** Ensure that you also change your address in the Contact Information, if necessary. How do I edit the contact information?

# Setting your default currency

The default currency is the primary currency you trade in and will be determined by the initial information you provided when setting up your shop.

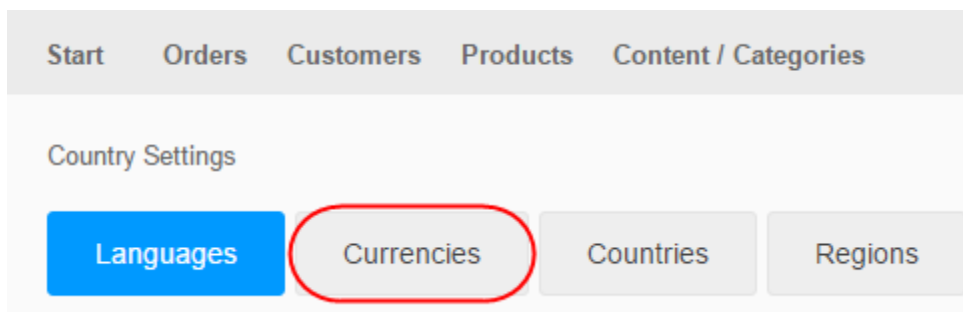
## Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.



## Step 2

Now select **Currencies**.





### Step 3

Add the currency and **Save** your change if it not currently visible.

Country Settings

Languages Currencies Countries Regions

Name	Currency symbol
<input type="checkbox"/> Pound Sterling	£
<input type="checkbox"/> US Dollar	\$
<input type="checkbox"/> (Select entry) ▼	
Euro ▲	
Falkland Islands Pound	
Fiji Dollar	
Forint	

Save

### Step 4

Ensure that the currency that you wish to specify as default currency is marked as *Visible* in the table. If this is not the case, mark the checkbox in the *Visible* column and **Save** the changes.

Name	Currency symbol	Code from ISO 4217	Visible
<input type="checkbox"/> Pound Sterling	£	GBP	<input checked="" type="checkbox"/>
<input type="checkbox"/> US Dollar	\$	USD	<input type="checkbox"/>
<input type="checkbox"/> Euro	€	EUR	<input type="checkbox"/>
<input type="checkbox"/> (Select entry) ▼			

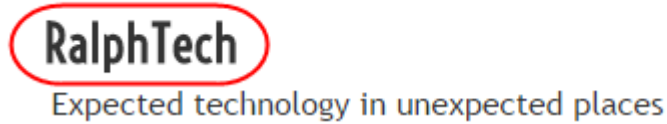
### Step 5

**Save** the changes. The currency selected by you is now the default currency of your online shop.

**Important:** If you have not specified a price for one product in a currency, customers that use this currency cannot add the product to the basket.

# Changing the title of your eShop

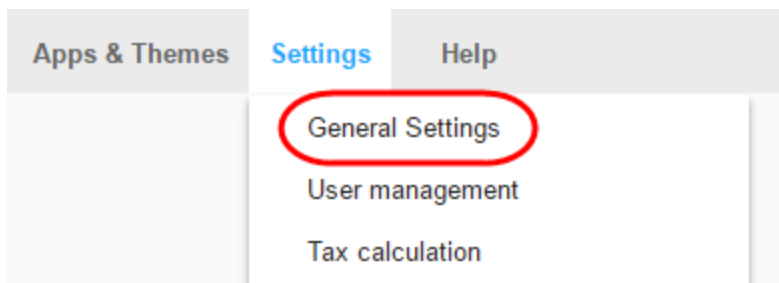
Your title will appear in a prominent place on your website. The look, and location of your title can be configured using the Advanced design mode.



Technology Fashion Home & Garden About us

## Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



## Step 2

Under *Name of the website* enter the new title.

Mobile view Optimised for mobile shop ▼ ⓘ

Display "Print view" function ☐ Yes ☒ No ⓘ

English

Name of website

## Step 3

**Save** your data. You have now modified the title of your website.



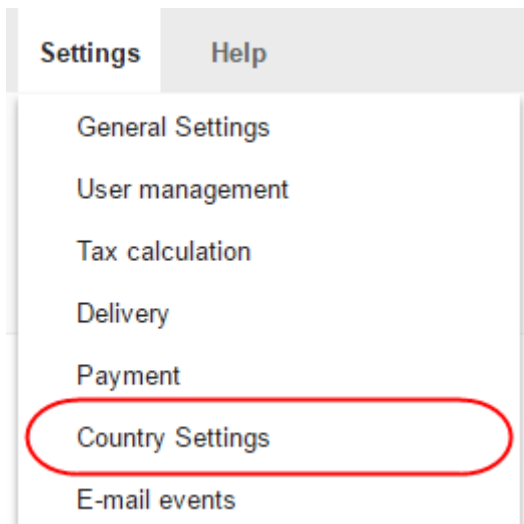
**Quick tip:** If you offer your website in multiple languages, you should enter the content in all these languages. How do I create content in more than one language?

## Adding a language

You can offer the customer the option of shopping in multiple languages. All default settings will automatically translate to the chosen language, and any customisations you add will provide you with options to enter a translated alternative.















### Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.



### Step 2

Select the new language from the selection field at the end of the table.

Language / Country	Visible	Default selection	Sort order Language	Sort order Country
<input type="checkbox"/> English 			<input type="text" value="10"/>	
 United Kingdom 	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>		<input type="text" value="10"/>
 Australia 	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
 Canada 	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
 Ireland 	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
 New Zealand 	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
 United States 	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
 (Select entry) ▼				

### Step 3

**Save** the changes.

### Step 4

Ensure that all content is present in the relevant language. How do I create content in more than one language?

### Step 5

Next, in the *Visible* column, select the desired countries for the language.

Language / Country	Visible	Default selection	Sort order Language	Sort order Country
<input type="checkbox"/> English			<input type="text" value="10"/>	
United Kingdom	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>		<input type="text" value="10"/>
Australia	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
Canada	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
Ireland	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
New Zealand	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
United States	<input type="checkbox"/>	<input type="radio"/>		<input type="text"/>
(Select entry) ▼				

### Step 6

**Save** the changes. You should now set up a language selector for your visitors so they can switch between languages. How do I set up a language selector on my website?



**Important:** Ensure that the relevant currencies are present for the languages you selected. Let say you added the language *German (Swiss)*, you should offer Swiss Francs as the currency. [How do I add a new currency?](#)

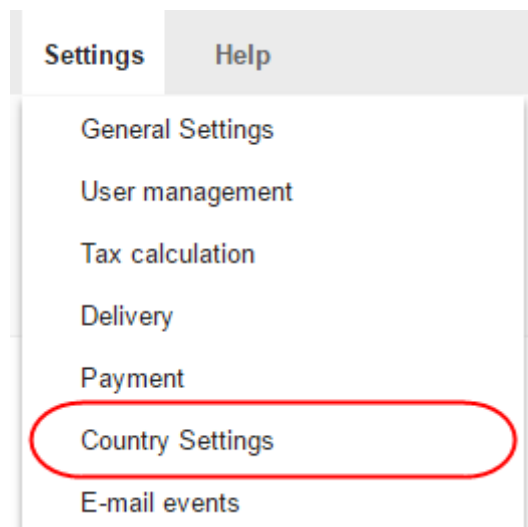
## Setting your eShop's default language

You can offer the customer the option of shopping in multiple languages. All default system settings will automatically translate to the chosen language, and any customisations you add will provide you with options to enter your own translated alternative.

When you initially set up your eShop, your default language will be determined by your settings.

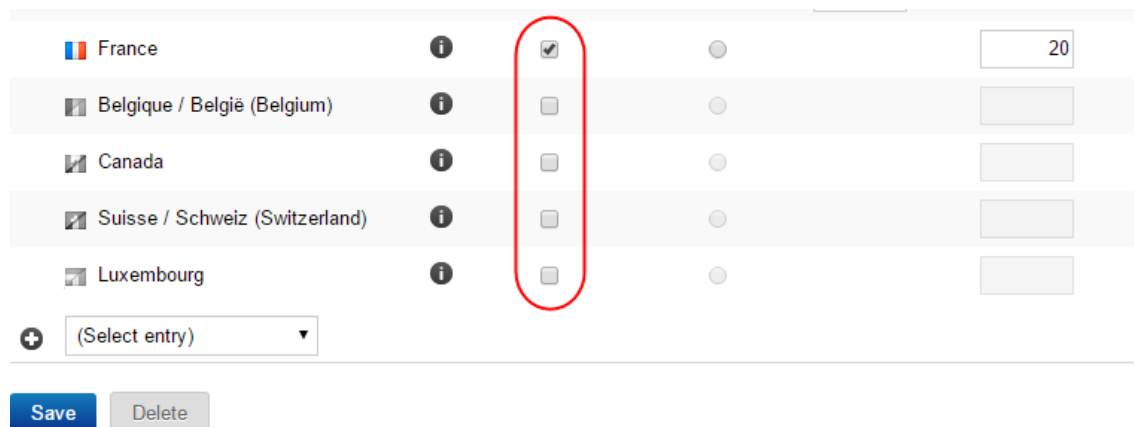
### Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.



### Step 2

Ensure that the language that you wish to specify as default language is marked as *Visible* in the table. If this is not the case, mark the checkbox in the *Visible* column and **Save** the changes.



### Step 3

In the *Default* column, select the new default language for your online shop.

<input type="checkbox"/> Français (French)				20
France		<input checked="" type="checkbox"/>		20
Belgique / België (Belgium)		<input type="checkbox"/>		
Canada		<input type="checkbox"/>		
Suisse / Schweiz (Switzerland)		<input type="checkbox"/>		
Luxembourg		<input type="checkbox"/>		

(Select entry) ▼

**Save** Delete

### Step 4

**Save** the changes. The language selected by you is now the default language of your website.

## Removing a language

### Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.

<b>Settings</b>	Help
General Settings	
User management	
Tax calculation	
Delivery	
Payment	
<b>Country Settings</b>	
E-mail events	

## Step 2

Ensure that the language you wish to delete is not marked as *Visible* in the table. If it is visible, remove the checkbox in the *Visible* column and **Save** the changes.

<input type="checkbox"/> Français (French)					20
France		<input checked="" type="checkbox"/>	<input type="radio"/>		20
Belgique / België (Belgium)		<input type="checkbox"/>	<input type="radio"/>		
Canada		<input type="checkbox"/>	<input type="radio"/>		
Suisse / Schweiz (Switzerland)		<input type="checkbox"/>	<input type="radio"/>		
Luxembourg		<input type="checkbox"/>	<input type="radio"/>		

(Select entry) ▼

Save

Delete

## Step 4

Select the language in the left-hand column of the table.

Language / Country		Visible	Default selection	Sort order Language	Sort order Country
<input type="checkbox"/> English				10	
United Kingdom		<input checked="" type="checkbox"/>	<input checked="" type="radio"/>		10
Australia		<input type="checkbox"/>	<input type="radio"/>		
Canada		<input type="checkbox"/>	<input type="radio"/>		
Ireland		<input type="checkbox"/>	<input type="radio"/>		
New Zealand		<input type="checkbox"/>	<input type="radio"/>		
United States		<input type="checkbox"/>	<input type="radio"/>		
<input type="checkbox"/> Français (French)				20	
France		<input checked="" type="checkbox"/>	<input type="radio"/>		20
Belgique / België (Belgium)		<input type="checkbox"/>	<input type="radio"/>		
Canada		<input type="checkbox"/>	<input type="radio"/>		
Suisse / Schweiz (Switzerland)		<input type="checkbox"/>	<input type="radio"/>		
Luxembourg		<input type="checkbox"/>	<input type="radio"/>		

(Select entry) ▼

Save

Delete

## Step 5

Select **Delete**.

## Step 6

Confirm again that the language is to be deleted. You have now deleted the selected language.

# Changing the language in the administration area

## Step 1

Click the *Signed in as* name in the top-right corner of the page.



## Step 2

Select the language you want to use from the *Language* drop-down menu.

A screenshot of the user profile settings form. The form has fields for 'Display name \*' (Ralph Smith), 'E-mail address \*' (ralph@ralphsdomainname.com), 'User name' (admin), and 'Language'. The 'Language' dropdown menu is open, showing a list of languages. 'English (United Kingdom)' is highlighted. To the right of the dropdown, there are radio buttons for 'Yes' and 'No'. At the bottom left, there is a 'Save' button. The 'Advanced settings' section is also visible, with a 'Deletion confirmation' label.

## Step 3

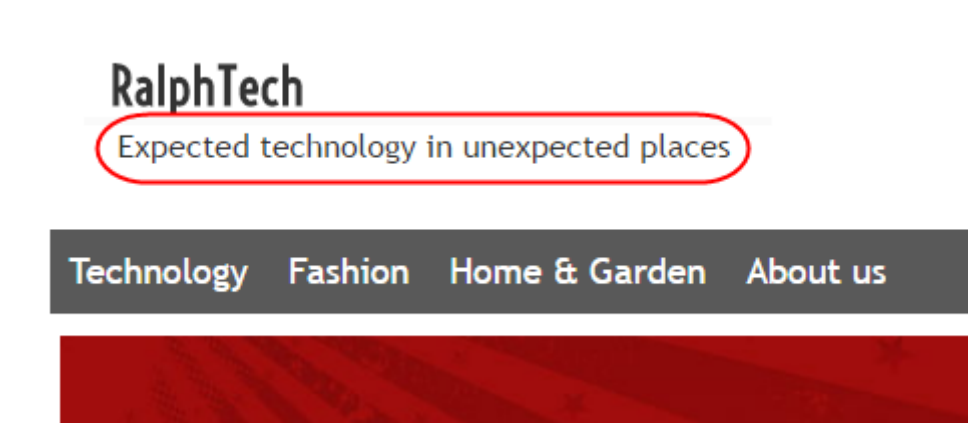
**Save** the changes.



---

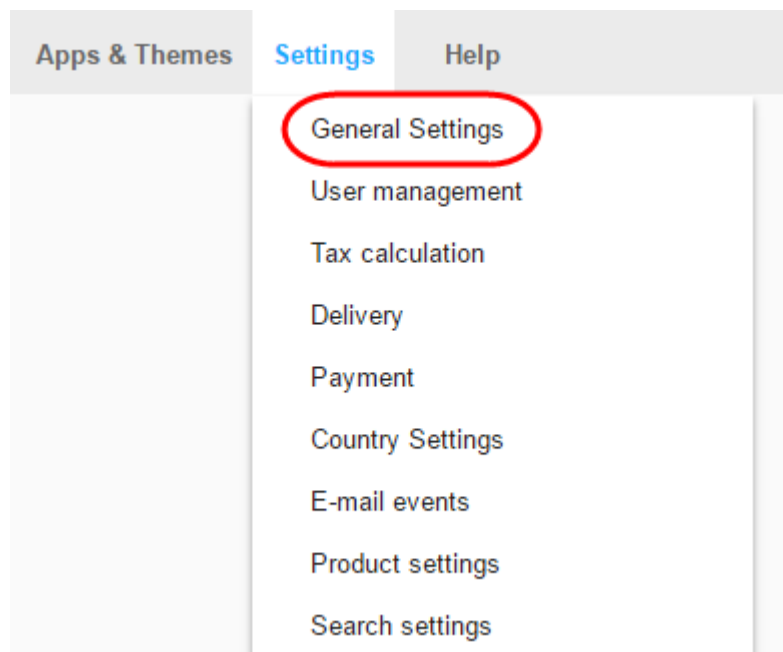
## Changing the slogan of your website

A slogan will display on your website beneath the title of your store. You can change the style and layout using the Advanced design mode.



### Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



## Step 2

Under *Slogan*, enter your new slogan.

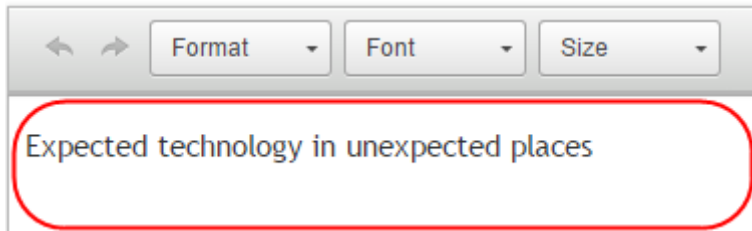
If you have setup one or more additional languages, you can enter your slogan in those languages.

English

Name of website

RalphTech

Slogan



← → Format Font Size

Expected technology in unexpected places

## Step 3

**Save** the changes. You have now modified the slogan.

---

## Setting minimum order values

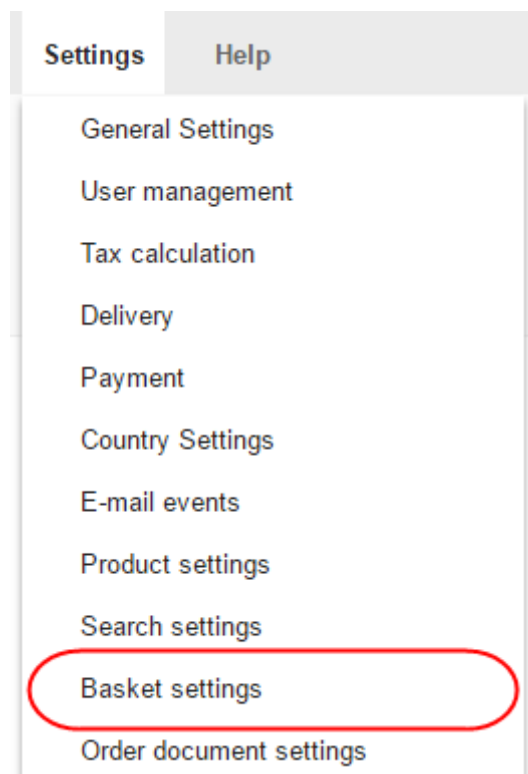
A minimum order value refers to the point at which the total cost of an order must exceed before a customer order to be accepted.

If this minimum value is not met, the customer will see a message in their shopping cart.

You can also define a minimum order value for certain payment methods.

### Step 1

In the Administration area in the main menu, select **Settings** and then **Basket settings**.



### Step 2

Under *Minimum order value* enter the desired minimum order value.

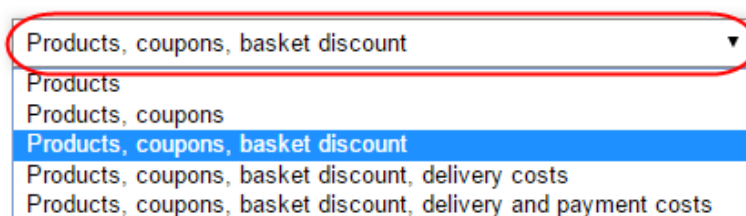
If you have added one or more additional currencies, the minimum order options will extend to cover these.

Minimum order value	<input type="text"/>	£
	<input type="text"/>	\$
	<input type="text"/>	€

### Step 3

Under *Minimum order value refers to total of*, define to what the minimum order value refers.

Minimum order value refers to  
Sum of



A dropdown menu is shown with a red circle around the top bar. The menu lists the following options: 'Products, coupons, basket discount' (highlighted in blue), 'Products', 'Products, coupons', 'Products, coupons, basket discount', 'Products, coupons, basket discount, delivery costs', and 'Products, coupons, basket discount, delivery and payment costs'.

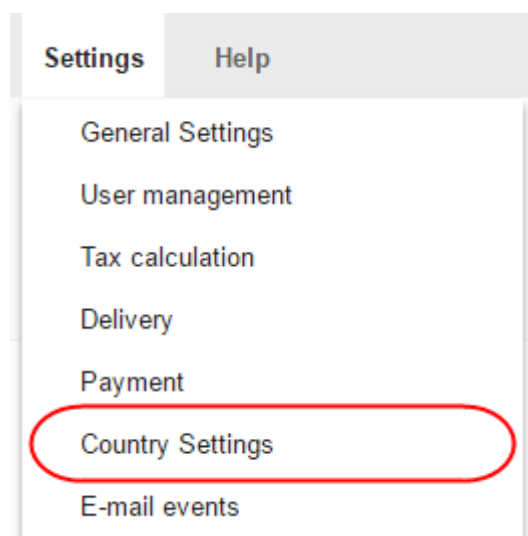
### Step 4

**Save** your data. If a customer has not yet reached the minimum order value, it will be mentioned on the basket page.

## Remove a currency from your eShop

### Step 1

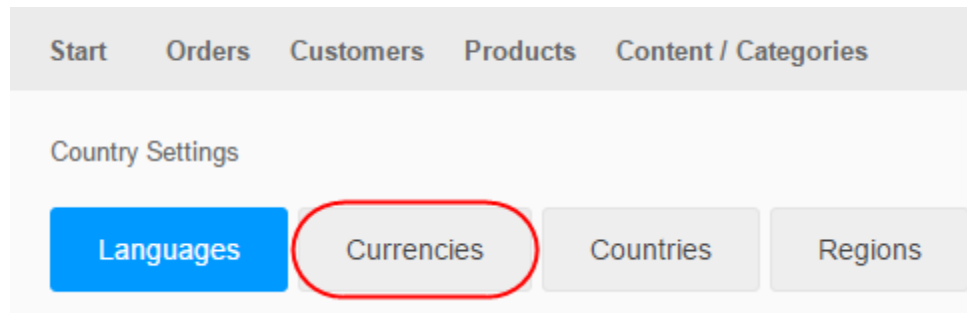
In the Administration area in the main menu, select **Settings** and then **Country settings**.



A screenshot of the administration menu. The 'Settings' tab is selected. The menu items are: 'General Settings', 'User management', 'Tax calculation', 'Delivery', 'Payment', 'Country Settings' (highlighted with a red circle), and 'E-mail events'.

## Step 2

New select **Currencies**.



## Step 3

Ensure that the currency you wish to remove is not marked as *Default selection*. If it is set as default, select a different currency in the *Default selection* column and save the changes.

Name	Currency symbol	Code from ISO 4217	Visible	Default selection	Sort order
<input type="checkbox"/> Pound Sterling	£	GBP	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	<input type="text" value="10"/>
<input type="checkbox"/> US Dollar	\$	USD	<input type="checkbox"/>	<input type="radio"/>	<input type="text" value="20"/>
<input type="checkbox"/> Euro	€	EUR	<input type="checkbox"/>	<input type="radio"/>	<input type="text" value="30"/>
<div> (Select entry) ▼</div>					
<div><input type="button" value="Saved"/> <input type="button" value="Delete"/></div>					

## Step 4

Select the currency you want to delete.

## Step 5

Select **Delete**.

## Step 6

Confirm again that the currency is to be deleted. The currency is now no longer available to your visitors.



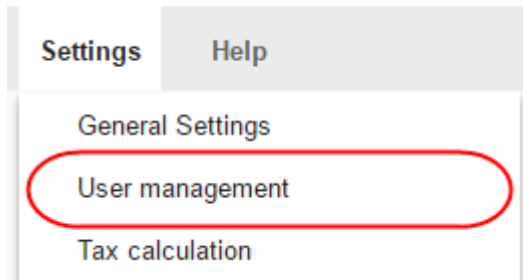
**Important:** If you have not specified a price for a product in a given currency, customers that use this currency can see this product but cannot add it to their basket.

# Limiting access to registered users

You can restrict access to your store to only registered customers. In doing so you will also prevent customers from being able to register themselves and must do this for them manually.

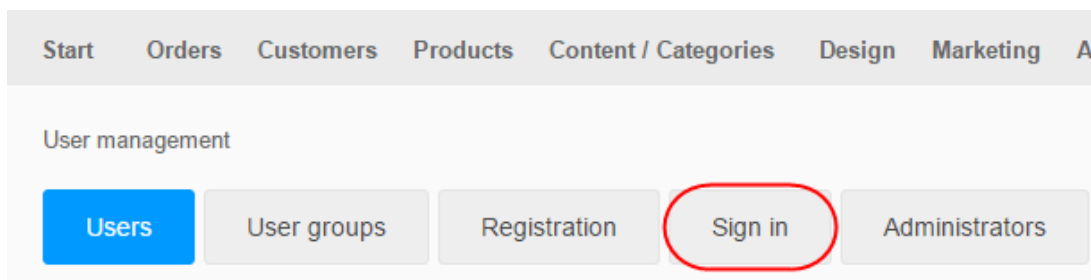
## Step 1

In the Administration area in the main menu, select **Settings** and then **User management**.



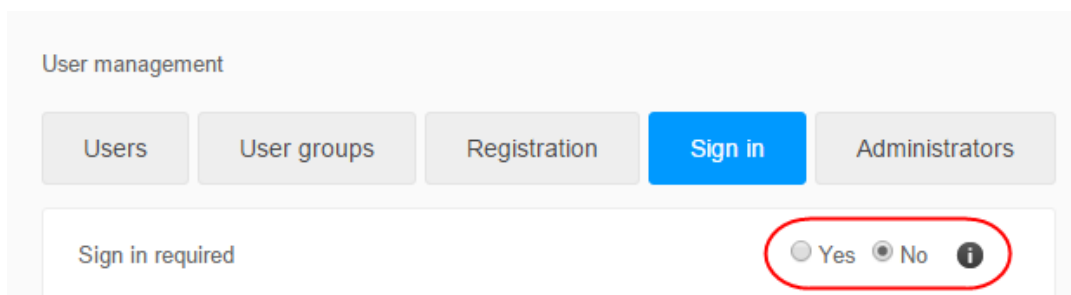
## Step 2

Next, select **Sign in**.



## Step 3

Under *Sign in required* select the option **Yes**.



## Step 4

You can now modify the message seen when someone tried to access the site.

---

## Step 5

**Save** the changes. When a user who has not registered or is not signed in now tries to access your website, they will see a message instead of the content of your website. You can modify this message. [How do I change the message text for my closed website?](#)



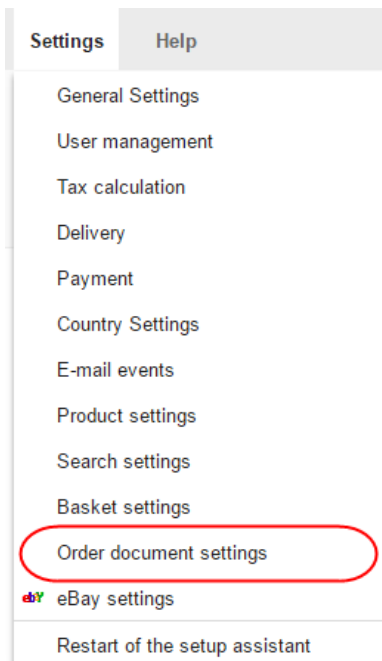
**Important:** If you have selected this option, users can no longer register themselves. Users can however use the contact form to request access to your website. You must then register the customer.

## Adding a right of withdrawal form to your eShop emails

Depending on customer actions, your shop will send out an e-mail automatically triggered by certain events. For instance, whenever a customer places an order, they will receive an order confirmation via e-mail. It is possible to ensure that your withdrawal information is attached to selected e-mails as a PDF file.

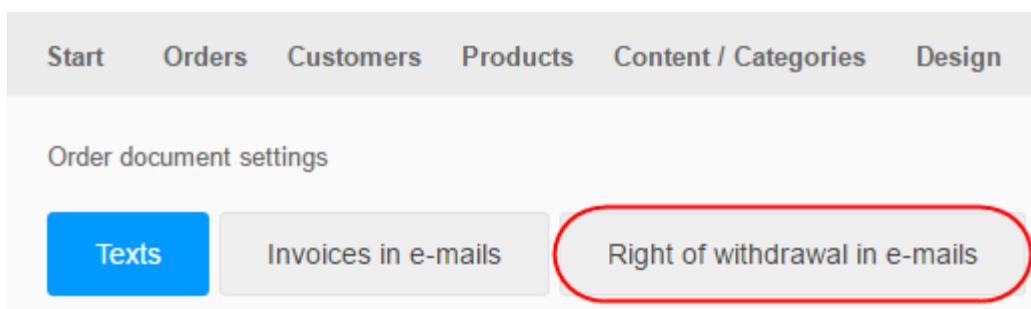
## Step 1

In the Administration area in the main menu, select **Settings** and then **Order document settings**.



## Step 2

Select **Right of withdrawal in e-mails**.



## Step 3

Here you can see a list of all automatically sent e-mails, to which you can attach the information on your customers right of withdrawal.

## Step 4

In the column *Attach right of withdrawal as a PDF file*, select all the e-mails you wish to attach the right of withdrawal information.

## Step 5

**Save** the changes. The current version of your information on withdrawal will now be attached to these e-mails.



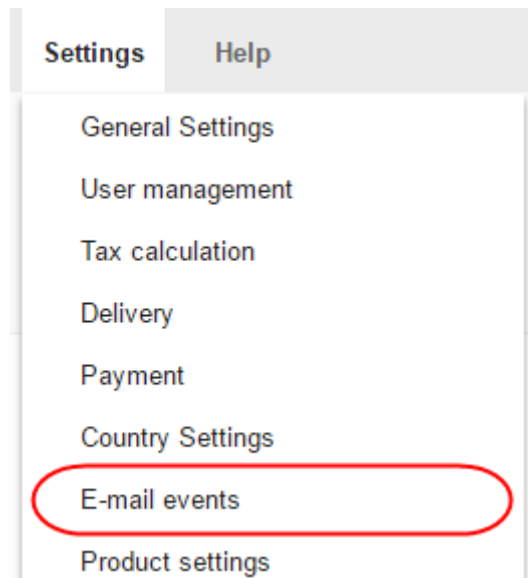
---

# Sending notifications to your customers

You can keep your customers informed when the status of their order changes and automatically send them emails.

## Step 1

In the Administration area in the main menu, select **Settings** and then **E-mail events**.



## Step 2

Here you can see an overview of all e-mail events. There are 6 sections:

1. Registration and user data
2. Order status
3. Products
4. Bookings
5. Newsletters
6. Other

## Step 3

To activate an e-mail event, check the event in the column *Active*.

## Step 4

**Save** the changes. Whenever one of those e-mail events occurs, your shop will now automatically send an e-mail.



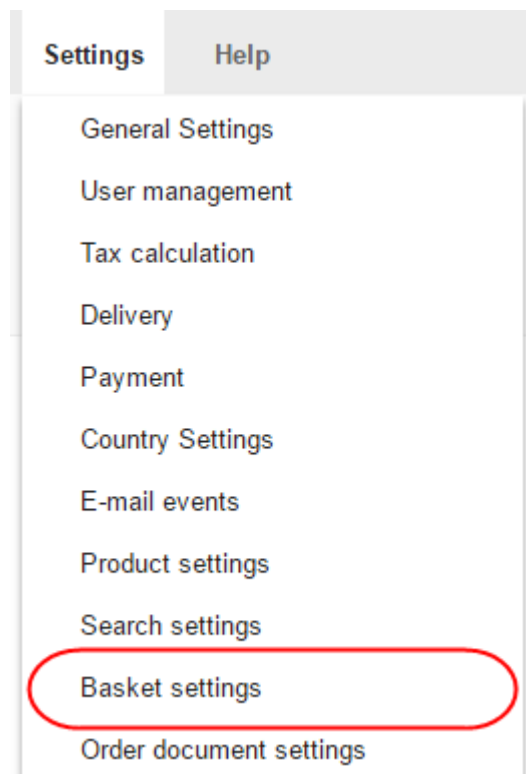
**Important:** Some of the e-mail events cannot be deactivated.

## Changing the order process texts

At each step of the order process you can show different texts to your customers such as "Thank you for your order" on the order confirmation page.

## Step 1

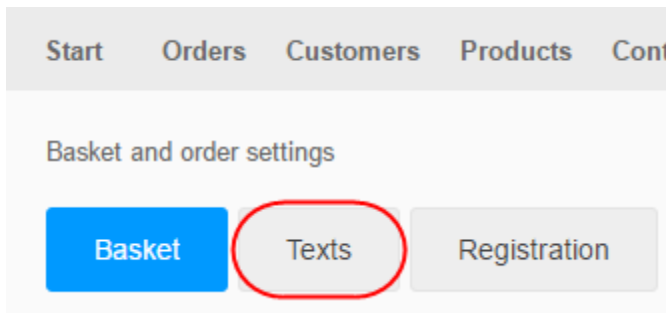
In the Administration area in the main menu, select **Settings** and then **Basket settings**.



---

## Step 2

Select **Texts**.



## Step 3

On this page you enter the text to display at each step of the ordering process.

## Step 4

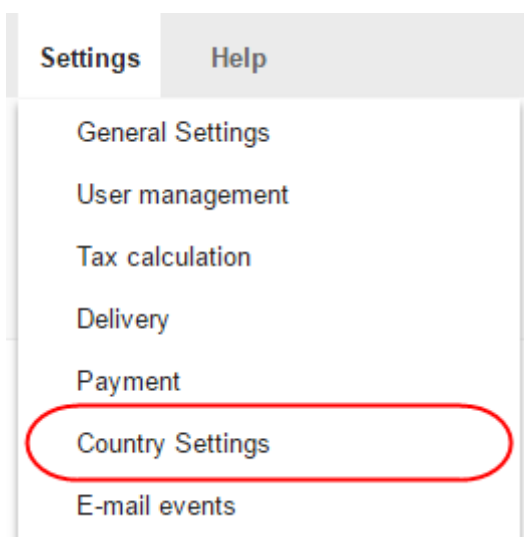
**Save** the changes.

# Adding a currency to your eShop

The default currency is the primary currency you trade in and will be determined by the initial information you provided when setting up your shop. If you need to you can add multiple additional currencies.

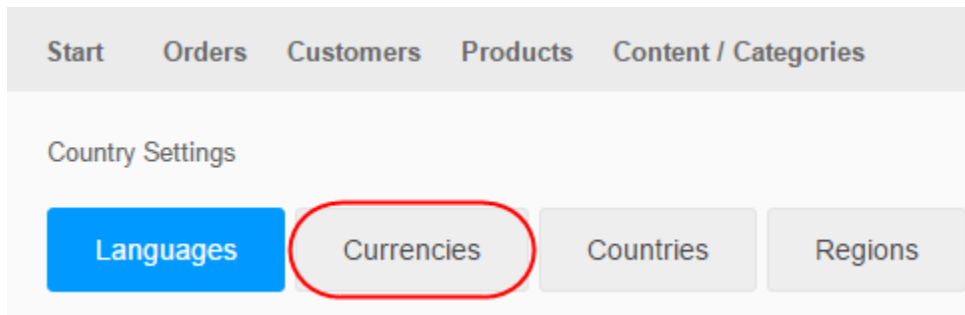
## Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.



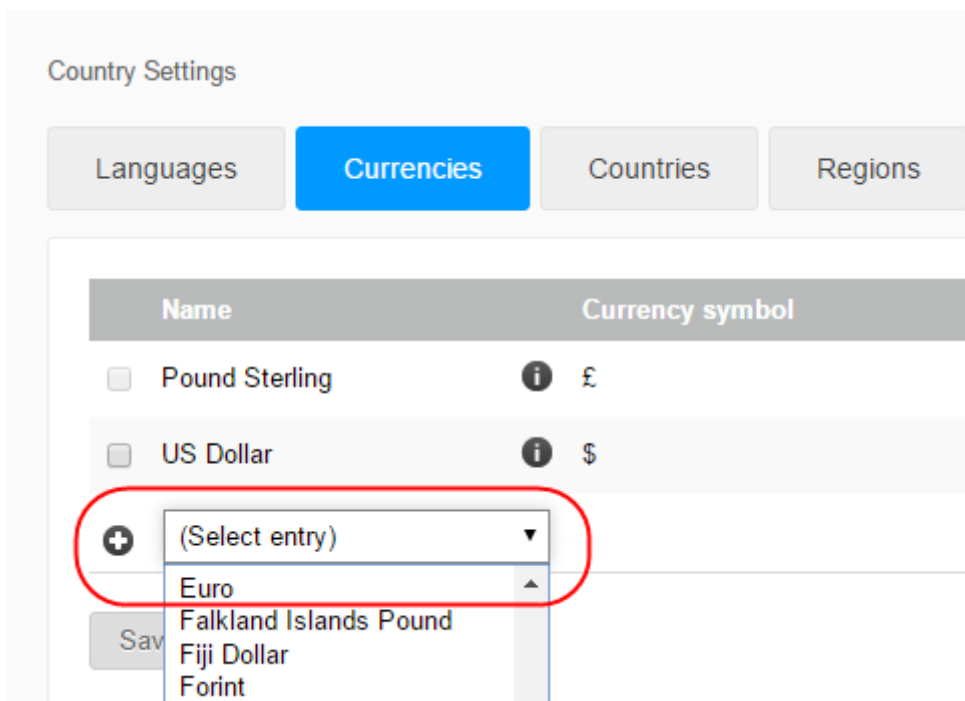
## Step 2

Now select **Currencies**.



## Step 3

Select the new currency from the selection field at the bottom of the table.



## Step 4

**Save** the changes.

## Step 5

Next, in the *Visible* column in the table, select the new currency.

Name	Currency symbol	Code from ISO 4217	Visible
<input type="checkbox"/> Pound Sterling	£	GBP	<input checked="" type="checkbox"/>
<input type="checkbox"/> US Dollar	\$	USD	<input type="checkbox"/>
<input type="checkbox"/> Euro	€	EUR	<input type="checkbox"/>
<div> (Select entry) ▼</div>			

Saved

Delete

## Step 6

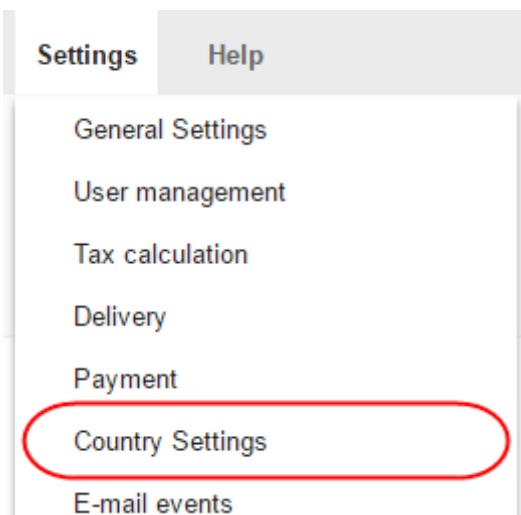
**Save** the changes. The new currency is now available to your visitors.

Make sure that you define a price in the new currency for all products and delivery methods in your shop, otherwise they won't be available to purchase in that currency.

# Changing the default country

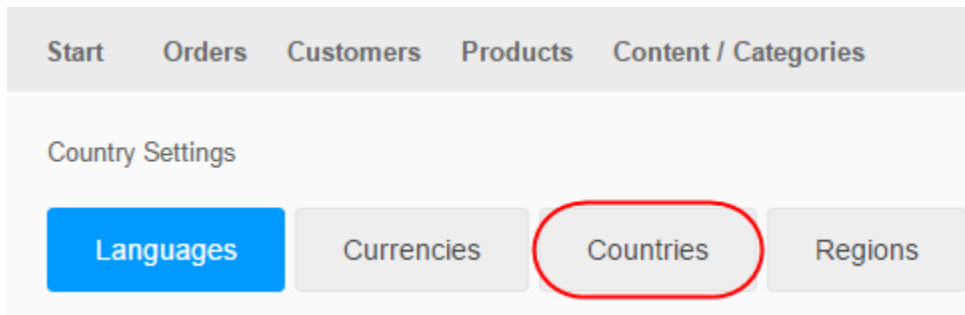
## Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.



## Step 2

Now select **Countries**.



## Step 3

In the *Default selection* column of the table, select the new default country.

## Step 4

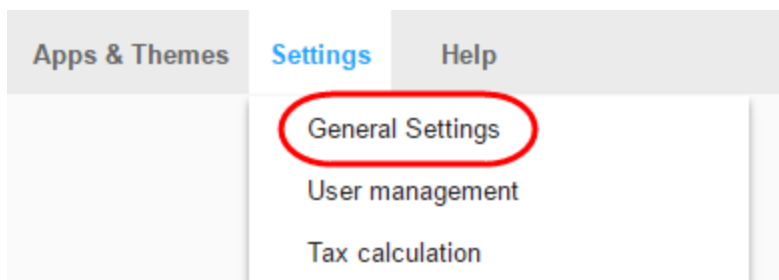
**Save** the changes.

# Changing your business hours

Business hours are your usual trading hours and when you can be contacted.. These can be then displayed on your website.

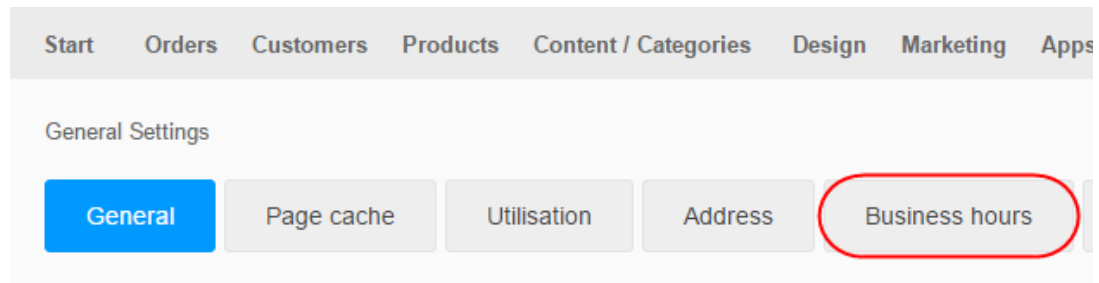
## Step 1

In the Administration area in the main menu, select **Settings** and then **General settings**.



## Step 2

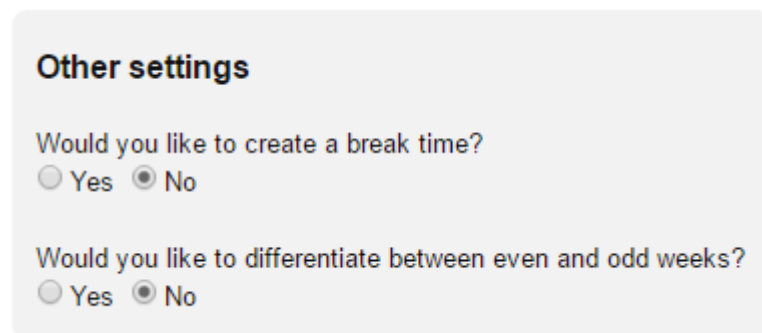
Now select **Business hours**.



The screenshot shows a navigation bar with tabs: Start, Orders, Customers, Products, Content / Categories, Design, Marketing, and Apps. Below this is a 'General Settings' section with buttons for General, Page cache, Utilisation, Address, and Business hours. The 'Business hours' button is circled in red.

## Step 3

On the right, define whether you want to create a break time and whether you want to specify different business hours for even and uneven weeks.



The 'Other settings' section contains two questions with radio button options:

- Would you like to create a break time?  
☐ Yes ☒ No
- Would you like to differentiate between even and odd weeks?  
☐ Yes ☒ No

## Step 4

Enter your business hours in the table on the left.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
from	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
until	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

[Copy times](#)

## Step 5

Use the **Copy times** option to copy the times to the next day.

	Mon	Tue	Wed		Mon	Tue	Wed
from	<input type="text" value="9"/>	<input type="text"/>	<input type="text"/>	from	<input type="text" value="9"/>	<input type="text" value="9"/>	<input type="text"/>
until	<input type="text" value="5:30"/>	<input type="text"/>	<input type="text"/>	until	<input type="text" value="5:30"/>	<input type="text" value="5:30"/>	<input type="text"/>

[Copy times](#) [Copy times](#)

## Step 6

**Save** the changes. Now that you have defined your business hours, you can now [display them on your website.](#)

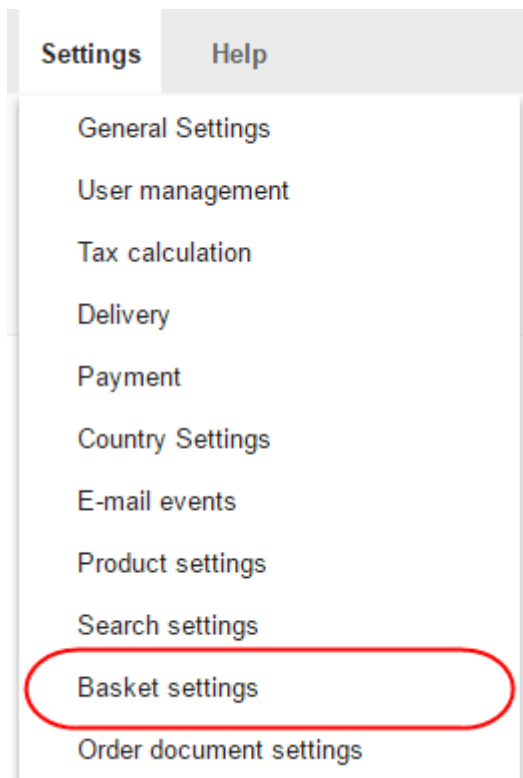
# Setting up a Right of Withdrawal checkbox

The consumer rights directive in the EU contains many legal implications. In some cases the customer should confirm during the order process that they know that the right of withdrawal does not apply in some cases.

## Activate the checkbox

### Step 1

In the Administration area in the main menu, select Settings and then **Basket settings**.





---

## Step 2

Under *Accept right of withdrawal waiver* select **Yes**.

Confirm Terms and Conditions before ordering ☒ Yes ☐ No ⓘ

Accept right of withdrawal waiver ☐ Yes ☒ No ⓘ

Request consent for rating e-mails ☐ Yes ☒ No ⓘ

## Step 3

**Save** the changes. When a customer now places an order the last step will now contain a checkbox where the customer can accept the right of withdrawal.

# Changing the checkbox text

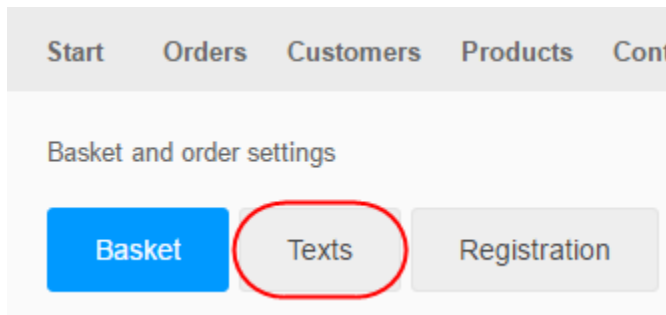
## Step 1

In the Administration area in the main menu, select **Settings** and then **Basket settings**.

Settings	Help
General Settings	
User management	
Tax calculation	
Delivery	
Payment	
Country Settings	
E-mail events	
Product settings	
Search settings	
Basket settings	
Order document settings	

## Step 2

Next, select **Texts**.



## Step 3

Under *Text for the right of withdrawal waiver* change the example text.

## Step 4

**Save** the changes.

# Defining regions for payment and delivery methods

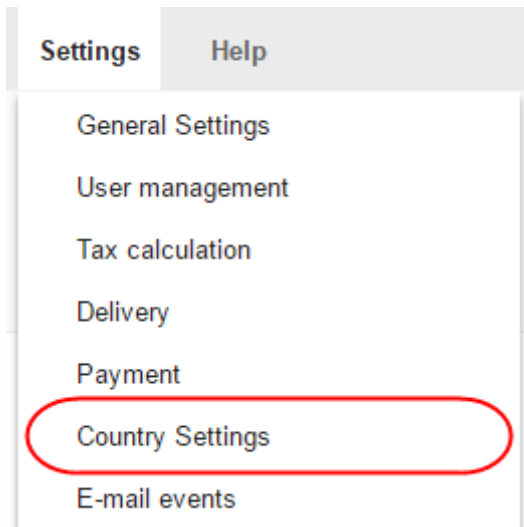
A region will group together delivery and payment options for your defined countries.

For instance, the "Domestic" region may simply include United Kingdom. You can then specify UK based delivery companies and payment options such as ParcelForce and Visa Debit.

If you also accept orders from the US and Canada, you could specify a "North America" region and include USA and Canada as countries. This Region can then have delivery companies defined that ship transatlantically, and could also offer American Express as a payment method.

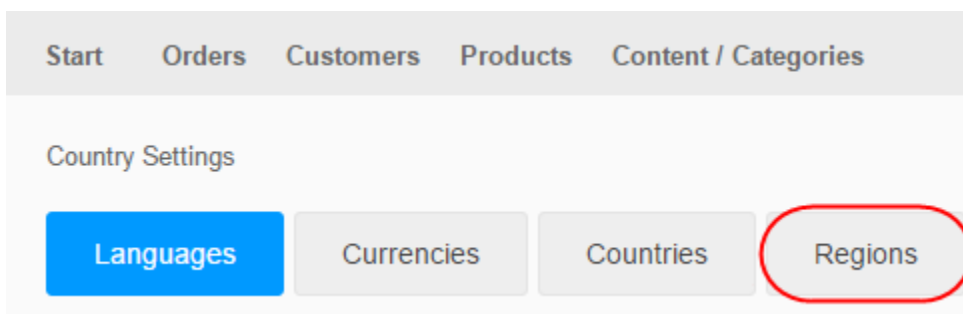
## Step 1

In the Administration area in the main menu, select **Settings** and then **Country settings**.



## Step 2

Now select **Regions**.



## Step 3

The table shows an overview of all regions currently available. Enter an ID for the new region in the field at the bottom of the table.



## Step 4

**Save** the changes.

You will now have created an empty region which you will now need to add countries.

<input type="checkbox"/>	Region
<input type="checkbox"/>	 Domestic (United Kingdom)
<input type="checkbox"/>	 EU (Österreich, Belgique / België, Cyprus, ...)
<input type="checkbox"/>	 North America No countries are assigned. The region cannot be used.
<input data-bbox="199 593 231 638" type="button" value="+"/>	<input data-bbox="263 582 614 638" type="text"/>

## Step 5




In the table select the ID of the region you want to add countries to.

## Step 6

In the Assigned column, select the countries for this region.

## Step 7

**Save** the changes. You have now added countries to your region.

<input type="checkbox"/>	Region
<input type="checkbox"/>	 Domestic (United Kingdom)
<input type="checkbox"/>	 EU (Österreich, Belgique / België, Cyprus, ...)
<input type="checkbox"/>	 North America (Canada, United States)
<input data-bbox="199 1400 231 1444" type="button" value="+"/>	<input data-bbox="263 1388 614 1444" type="text"/>

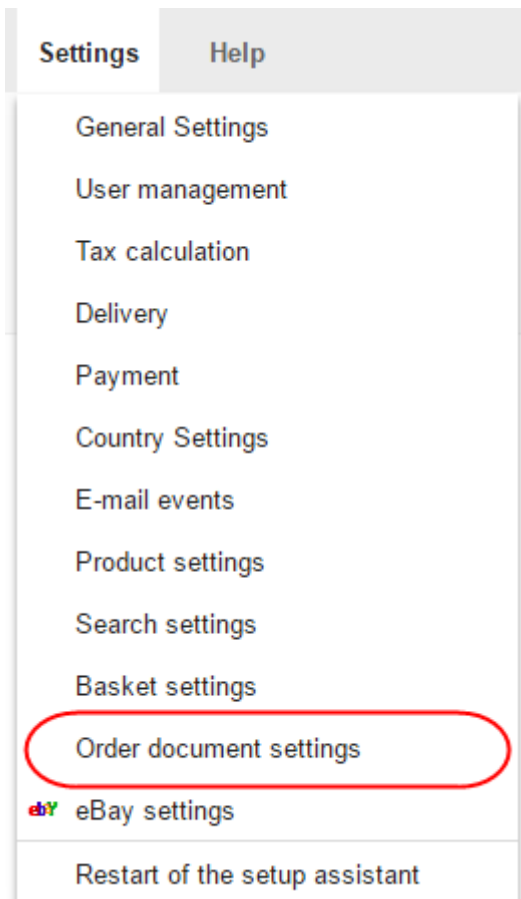
If all countries in a region are deleted, the associated delivery and payment methods are available again for all countries in the shop.

---

# Editing the credit note template

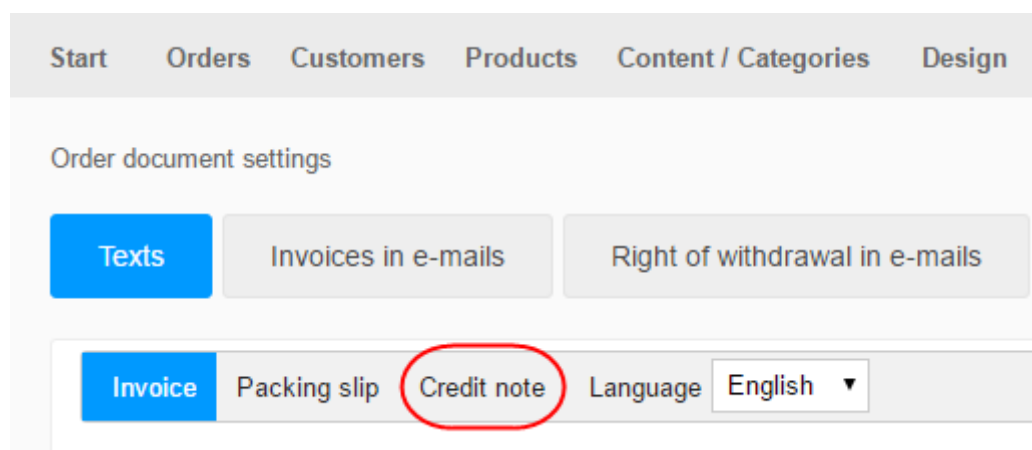
## Step 1

In the Administration area in the main menu, select **Settings** and then **Order document settings**.



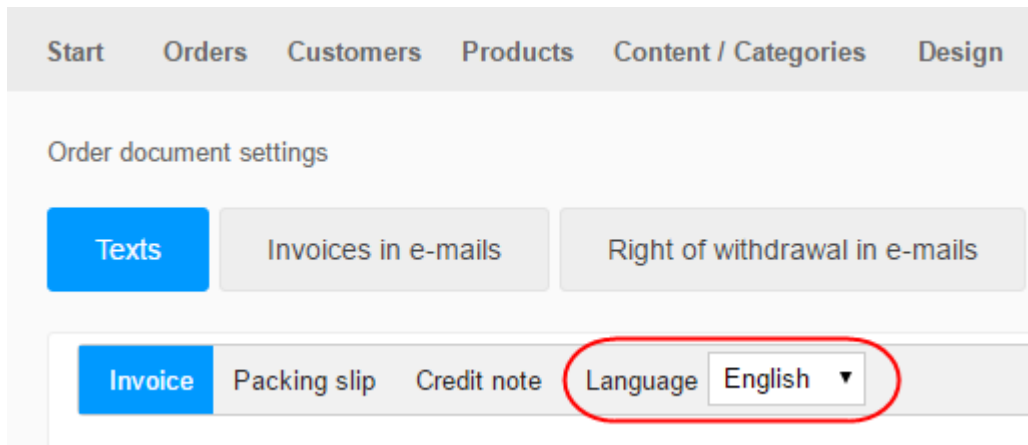
## Step 2

Select **Credit note**.



### Step 3

Under *Language* select the language for which you would like to edit the document.



Start Orders Customers Products Content / Categories Design

Order document settings

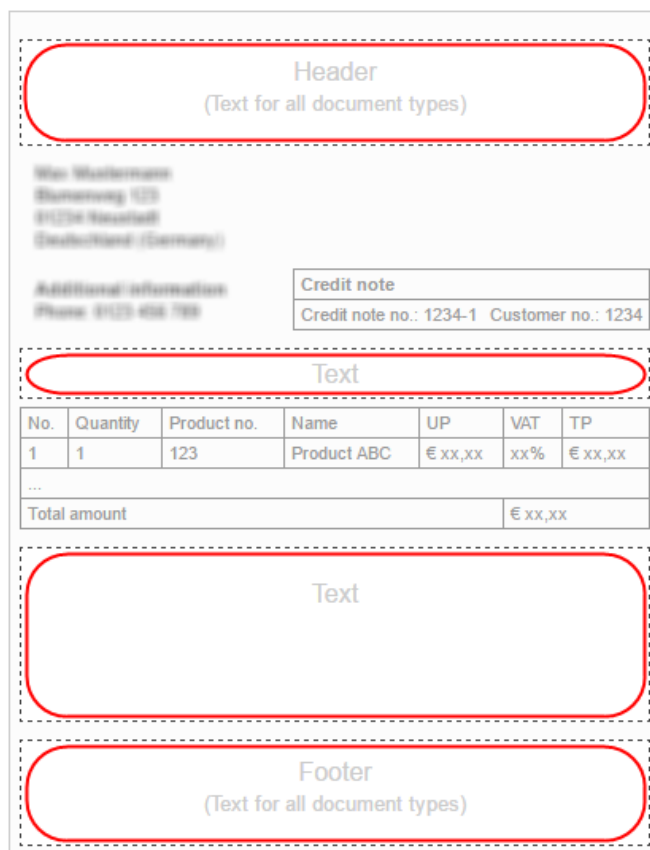
Texts Invoices in e-mails Right of withdrawal in e-mails

Invoice Packing slip Credit note **Language English ▼**

### Step 4

You now see a preview of the document. It consists of different elements that you can edit.

These are the header, the footer and two Text elements - one before the order overview and one after it:



Header  
(Text for all document types)

Mrs. Musterfrau  
Bismarck 123  
51129 Düsseldorf  
Deutschland (Germany)

Additional information  
Phone: 0123 456 789

Credit note						
Credit note no.: 1234-1 Customer no.: 1234						

Text

No.	Quantity	Product no.	Name	UP	VAT	TP
1	1	123	Product ABC	€ xx,xx	xx%	€ xx,xx
...						
Total amount					€ xx,xx	

Text

Footer  
(Text for all document types)

The table with the order data is automatically inserted by your shop software and so too is the address information of the customer.

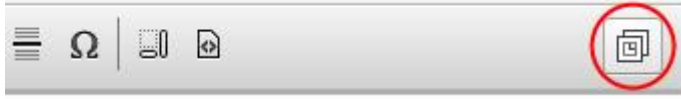
---

## Step 5

Select one of the editable areas.

## Step 6

A window opens in which you can insert texts, images, and styling. When you are finished, select the icon at the top right to close the window.



## Step 7

Under **Other settings**, specify whether the header and footer are to be displayed on all documents or only on PDF documents and whether it is to be displayed on all pages of documents or only on the first page.

### Other settings

Show header and footer

- ☐ On all documents
- ☒ Only on PDF documents
  
- ☐ On all pages of the document
- ☒ Only on the first page of the document

## Step 8

Select **Preview in print view** or **Preview of PDF file** to check the appearance of your document.

-  [Preview in print view](#)
-  [Preview of PDF file](#)

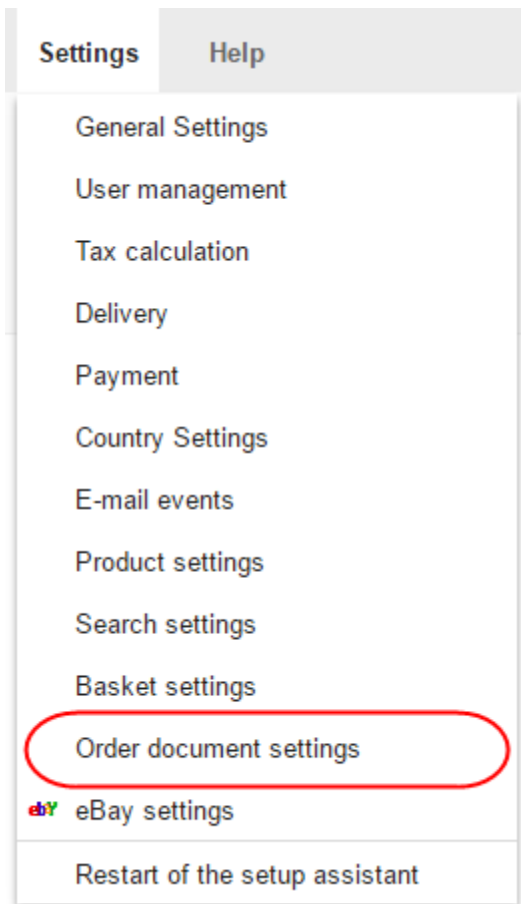
## Step 9

**Save** your data.

# Editing the invoice template

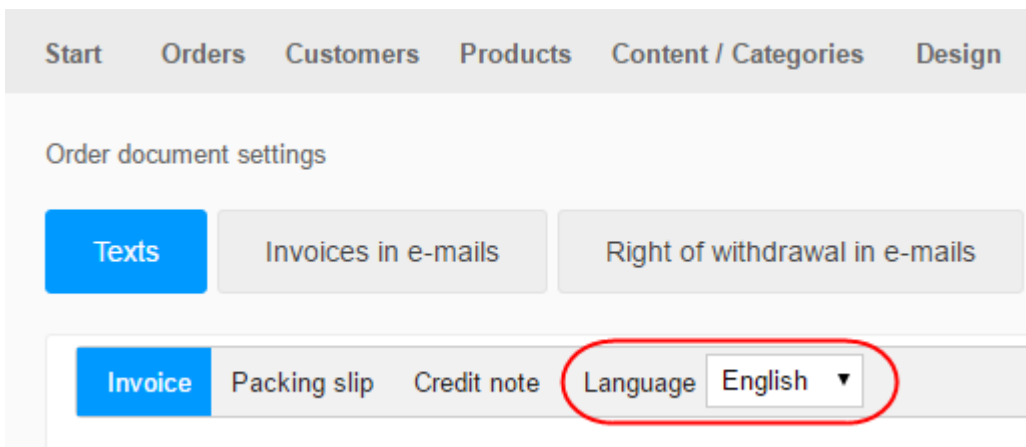
## Step 1

In the Administration area in the main menu, select **Settings** and then **Order document settings**.



## Step 2

Under *Language* select the language for which you would like to edit the invoice.





### Step 3

You now see a preview of the invoice. It consists of different elements that you can edit. These are the header, the footer and two elements - one before the order overview and one after it:

Header  
(Text for all document types)

Max Mustermann  
Bismarckstr. 123  
51234 Musterort  
(Deutschland - Germany)

Additional information  
Phone: 0123 456 789

Invoice  
Invoice no.: 1234-1 Customer no.: 1234

Text

No.	Quantity	Product no.	Name	UP	VAT	TP
1	1	123	Product ABC	€ xx,xx	xx%	€ xx,xx
...						
Total amount					€ xx,xx	

Text

Footer  
(Text for all document types)

The table with the order data is automatically inserted by your shop software and so too is the address data of the buyer.

### Step 4

Select one of the editable areas.

## Step 5

A window opens in which you can insert texts, images, etc. which can then be displayed later in the selected area. When you are finished, select the icon at the top right to close the window.



## Step 6

Under *Other settings*, specify whether the header and footer are to be displayed on all documents or only on PDF documents and whether it is to be displayed on all pages of documents or only on the first page.

### Other settings

Show header and footer

- ☐ On all documents
- ☒ Only on PDF documents
  
- ☐ On all pages of the document
- ☒ Only on the first page of the document

## Step 7

Select **Preview in print view** or **Preview of PDF file** to check the display.

-  [Preview in print view](#)
-  [Preview of PDF file](#)

## Step 8

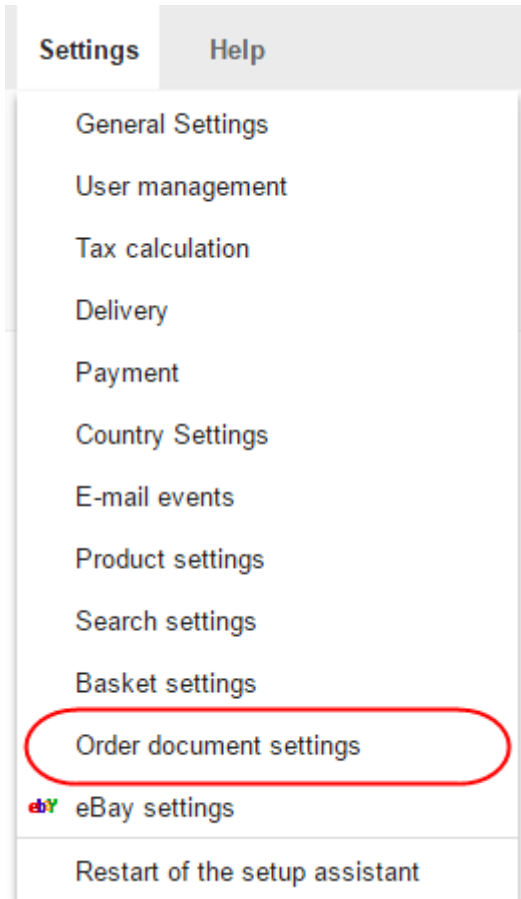
**Save** your data.

---

# Editing the packing slip template

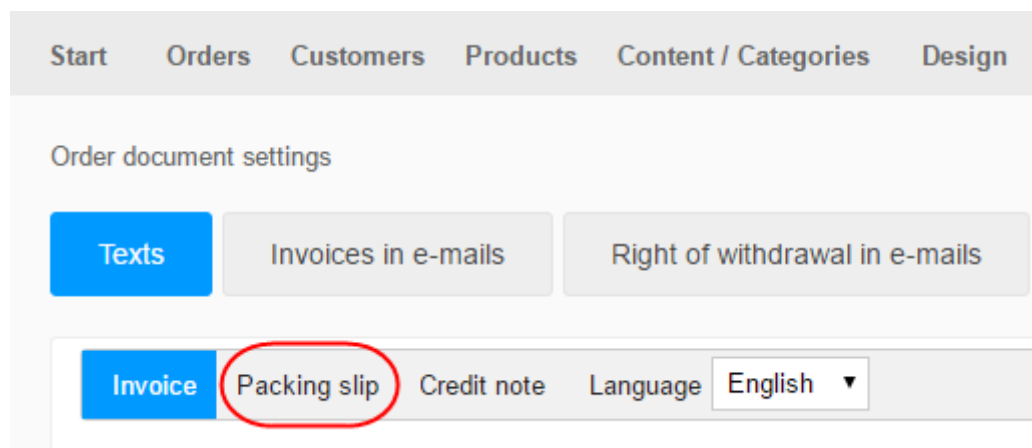
## Step 1

In the Administration area in the main menu, select **Settings** and then **Order document settings**.



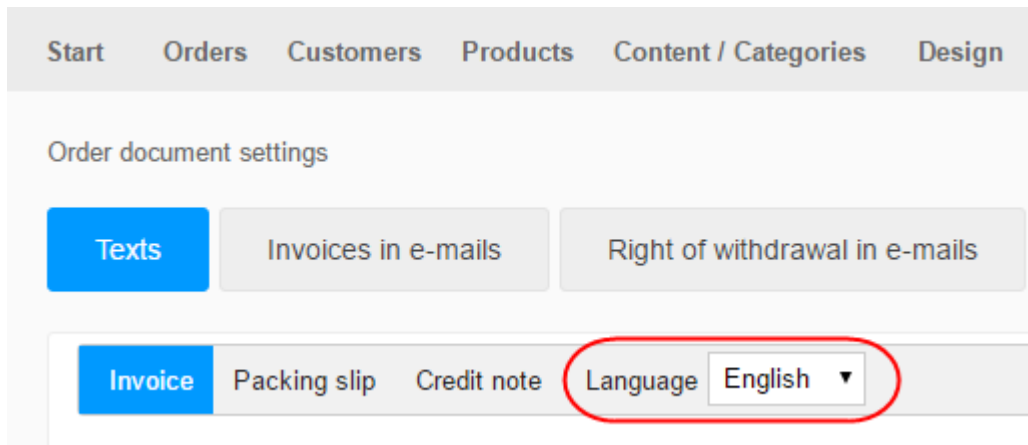
## Step 2

Select **Packing Slip**.



### Step 3

Under *Language* select the language for which you would like to edit the packing slip.



Start Orders Customers Products Content / Categories Design

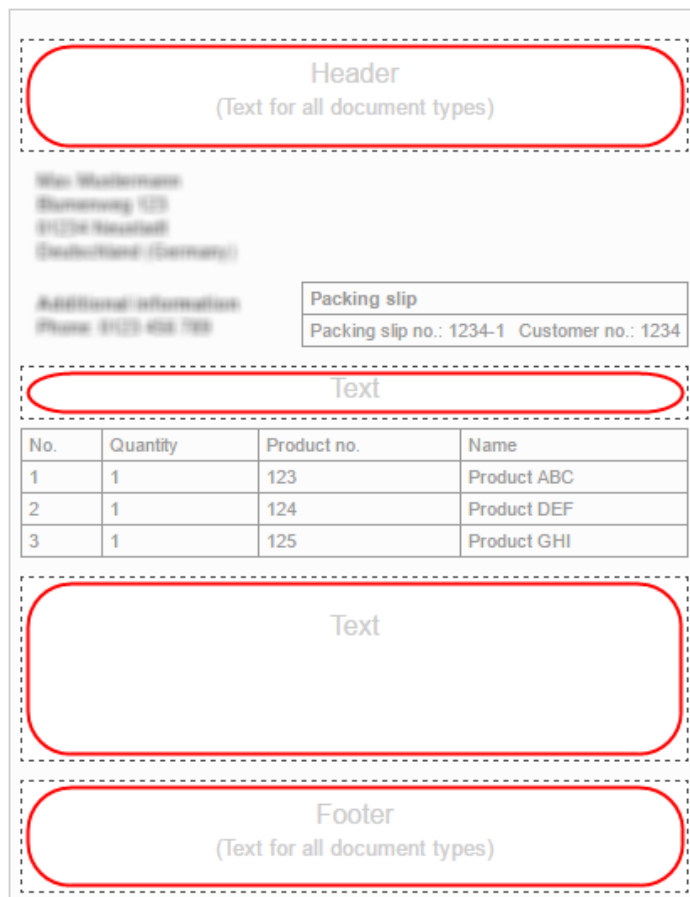
Order document settings

Texts Invoices in e-mails Right of withdrawal in e-mails

Invoice Packing slip Credit note Language English ▼

### Step 4

You now see a preview of the packing slip. The packing slip consists of different elements that you can edit. These are the header, the footer and two elements - one before the order overview and one after it:



Header  
(Text for all document types)

Mrs. Westermann  
Bismarck 123  
81234 Munich  
(Deutschland / Germany)

Additional information  
Phone: 0123 456 789

No.	Quantity	Product no.	Name
1	1	123	Product ABC
2	1	124	Product DEF
3	1	125	Product GHI

Text

Text

Footer  
(Text for all document types)

The table with the order data is automatically inserted by your shop software and so too is the address data of the buyer.

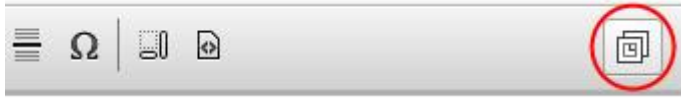
---

## Step 5

Select one of the editable areas.

## Step 6

A window opens in which you can insert texts, images, etc. which can then be displayed later in the selected area. When you are finished, select the icon at the top right to close the window.



## Step 7

Under **Other settings**, specify whether the header and footer are to be displayed on all documents or only on PDF documents and whether it is to be displayed on all pages of documents or only on the first page.


### Other settings

Show header and footer

- ☐ On all documents
- ☒ Only on PDF documents
  
- ☐ On all pages of the document
- ☒ Only on the first page of the document

## Step 8

Select **Preview in print view** or **Preview of PDF file** to check the display.

-  [Preview in print view](#)
-  [Preview of PDF file](#)

## Step 9

**Save** your data.

# Setting EU tax rates on digital products

From 2015, a new regulation applies to online retailers who sell downloadable products and services in other EU countries. Retailers must pay the VAT due in the EU country in which the **buyer** is located.

The changes only affects you if you sell digital products or services electronically to private consumers in other EU countries.

## What do I need to do?

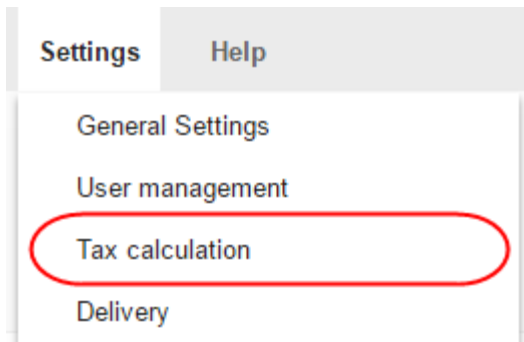
- The current VAT rates for all EU countries are already pre-set in your shop. However, you should check these rates regularly and adjust them as necessary. As a merchant, you are responsible for ensuring that the correct VAT rates are used in your shop.
- If you already offer digital products or services in your shop, you must determine the new tax class for all these products and services. How do I set which VAT rate applies to which product?
- If you create new digital products or services, "Digital products and services" is always pre-set as a tax class. Check that it is the right tax class. In particular, you must change the tax class when selling eBooks.
- When you set prices for your products, bear in mind that the gross prices you have entered are applicable for the home country of your shop. The gross price in some other countries may be higher or lower because of the different tax rates across EU countries.

---

## Check and edit VAT rates for digital products for different EU countries

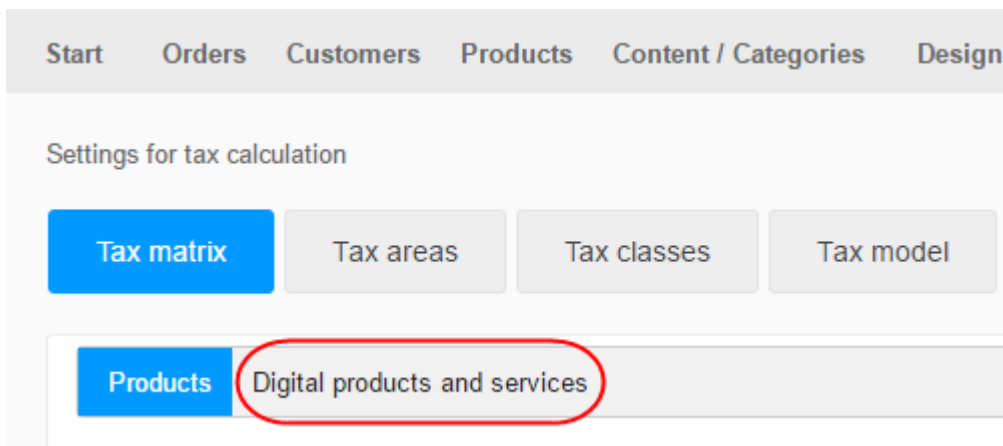
### Step 1

In the Administration area in the main menu, select **Settings** then **Tax calculation**.



### Step 2

Select **Digital products and services**.



### Step 3

The table shows the different tax rates for all EU countries. Check the relevant values for the "Digital products and services" and "eBooks" tax classes.

## Step 4

If you want to amend the values, select **Customise**.

Slovenská republika (Slovakia)	20 %	20 %
Slovenija (Slovenia)	22 %	22 %
España (Spain)	21 %	21 %
Sverige (Sweden)	25 %	25 %
United Kingdom *	20 %	20 %

\* default tax country for digital products and services

Customise

Cancel

## Step 5

You will be asked to confirm you want to override these values.



### Do you really want to edit this tax matrix?

The tax classes, tax areas and tax rates in this matrix are provided and updated by your provider. You can create a specific tax matrix for your shop which you can customise and update yourself. Click "Customise" to create a customised tax matrix.

**Note:** During this editing, your shop is temporarily unavailable.

## Step 6

If you are certain you want to override these tax values, confirm again by pressing **Customise**.

## Step 7

Amend the values.

## Step 8

Press **Save**.

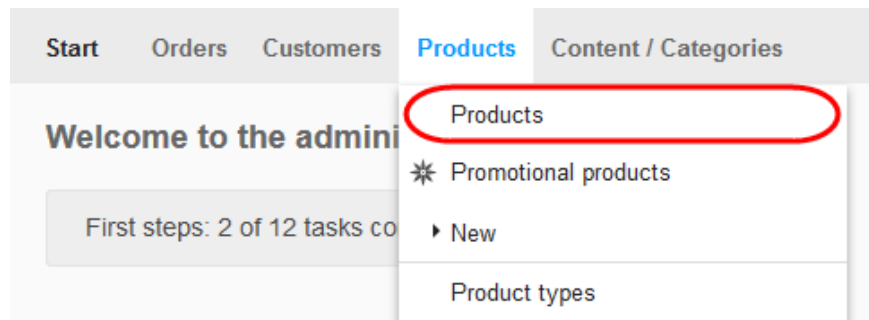


# Setting VAT rates per product

Some products may be exempt from VAT and others, such as digital products, may have a different rate.

## Step 1

In the Administration area in the main menu, select **Products** then **Products**.



## Step 2

Select the item number of the product you want to adjust.

## Step 3

Select the *Tax class* required for this product in the section **List price, order unit, tax class**.

▼ List price, Order unit, Tax class

Original price ⓘ

List price (Gross)	<input type="text" value="£8.99"/>	£	<input type="text" value="£9.99"/>	£
	(Net £7.492)		(Net £8.325)	
	<input type="text"/>	\$	<input type="text"/>	\$
	<input type="text"/>	€	<input type="text"/>	€

Tax class

Order unit

standard (20 %) ▼

no VAT (0 %)  
standard (20 %)  
reduced (5 %)  
Digital products and services  
eBooks

▼ Detailed quantity and price information

Price refers to \*  piece(s) ⓘ

## Step 4

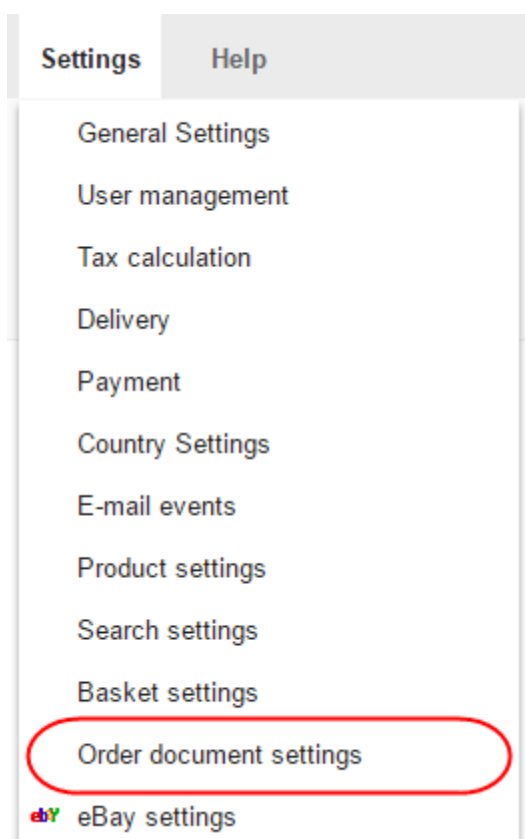
**Save** the changes.

# Attaching invoices to emails

When your website sends e-mails to your customers, you can optionally attach an invoice.

## Step 1

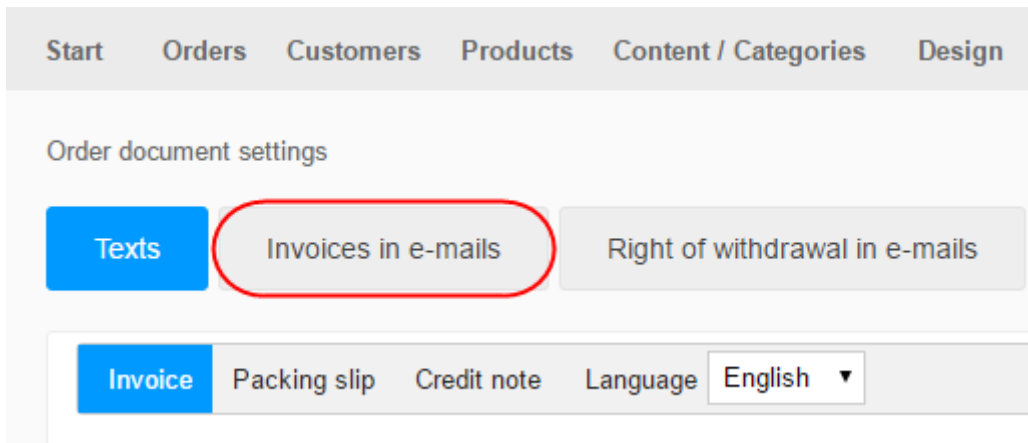
In the Administration area in the main menu, select **Settings** and then **Order document settings**.



---

## Step 2

Select **Invoices in e-mails**.



The screenshot shows a navigation bar with tabs: Start, Orders, Customers, Products, Content / Categories, and Design. Below this is the 'Order document settings' section. It contains three buttons: 'Texts' (blue), 'Invoices in e-mails' (highlighted with a red oval), and 'Right of withdrawal in e-mails' (gray). Below these buttons is a row with 'Invoice' (blue), 'Packing slip', 'Credit note', and 'Language' (with a dropdown menu showing 'English').

## Step 3

The table displays all e-mail events that you can attach an invoice to. E-mail events that are currently deactivated in your shop are grayed out. How do I manage and edit the e-mails my shop sends out? Mark the affected e-mail events in the column *Attach invoice as PDF file*.

## Step 4

**Save** the changes.

## Step 5

Now, if one of the selected e-mail events appears for an order, the e-mail to the customer includes the PDF invoice.



**Quick tip:** You can also attach information on the right of withdrawal to certain e-mails. How do I attach the information on withdrawal to certain e-mails from my shop?

# Configuring email events

Your store can be configured to send an e-mail to you or your customers when something occurs or changes.

For customers, this can include:

- An email confirmation of an order.
- Notification that an order has been shipped.
- Inform them that a previously sold-out product is back in stock.

Some emails can also be sent to you including:

- A customers question about a product.
- A product rating from a customer.
- A product in your shop has sold out.

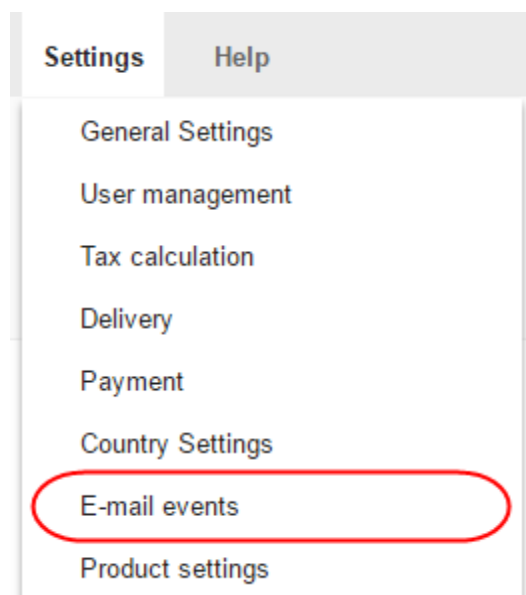


**Note:** For most e-mails, there is already a default text set up that you do not need to change. An important exception is the order confirmation e-mail that your customers receive. You must add your general terms and conditions, and information on the right of withdrawal to these.

## Specifying when to send emails

### Step 1

In the Administration area in the main menu, select **Settings** and then **E-mail events**.



---

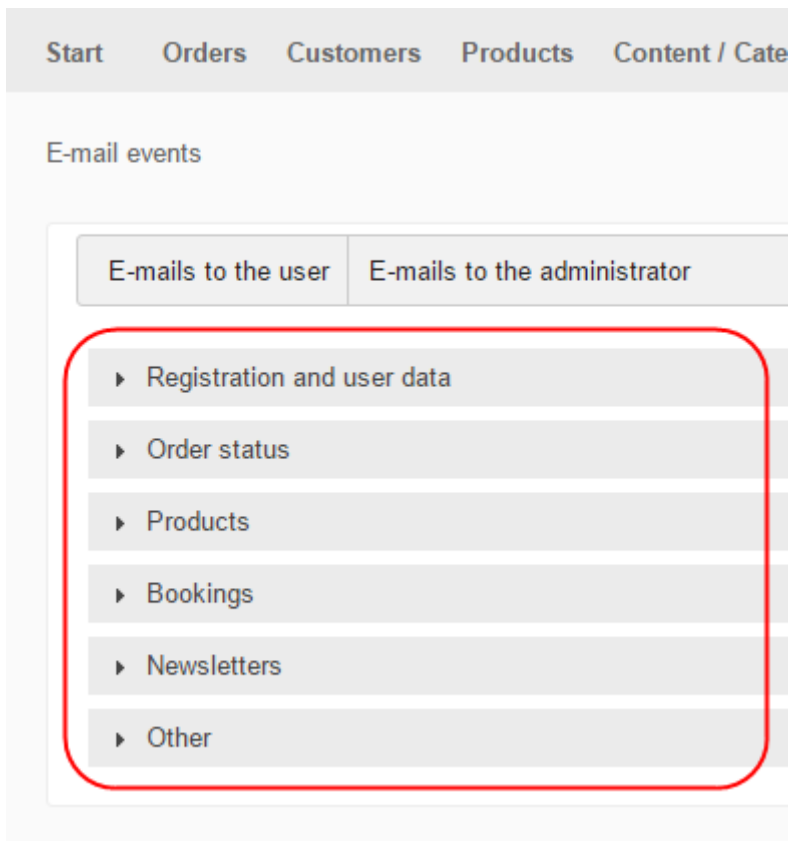
## Step 2

Select whether you would like to edit the *E-mails to the user* (your website's visitors), or the *E-mails to the administrator* (to you yourself).



## Step 3

The table displays the e-mail events organised according to categories like *Registration and user data*, *Products*, *Order status*, *Newsletters* or *Other*. To see more information about an individual event, select the ( i ) symbol.



## Step 4

In the Active column on the right, you can select whether your website should send an email when this event occurs. Some e-mail events (for example "New registration") cannot be deactivated.

E-mails to the user

E-mails to the administrator

▼ Registration and user data

Event	Subject	Active
✉ New registration	📘 Welcome to #Shop.Name	<input checked="" type="checkbox"/>
✉ Change password	📘 Information about your new password	<input checked="" type="checkbox"/>
✉ Create a user account	📘 Access data for your user account	<input checked="" type="checkbox"/>
✉ Request to confirm the new e-mail address	📘 Your changed e-mail address	<input checked="" type="checkbox"/>

► Order status

► Products

► Bookings

► Newsletters



► Other

## Step 5

To change the sender for this e-mail event, select the link **Edit** next to *From* and enter the desired sender address and name. You can also choose to have the specified address used for e-mail events in future.

From


Ralph smith <ralph@ralphsdomainname.com>

 Edit 

To


E-mail address of the user

Copy

 Edit

Blind copy

Sales <sales@ralphsdomainname.com>

 Edit

Subject

Welcome to #Shop.Name

## Step 6

For e-mails that are to be sent to your visitors, you cannot change the recipient e-mail address. However, for e-mails that are sent to you, you can change the recipient by selecting the link **Edit** next to *To* and enter the desired recipient address and name. Once done, select **Apply**.

---

## Step 7

Should the e-mail be sent to the specified recipient, as well as additional addresses, then you can then specify additional recipients under *CC* and *BCC*.

- *CC* or Carbon Copy will copy the email to the listed recipients. Each recipient will see who else has been copied in.
- *BCC* or Blind Carbon Copy will hide the included recipients so no one knows who else has been included.

## Step 8

If you would like to change the subject of the e-mail, edit the *Subject* field.

## Step 9

The text of the e-mail is shown below the *Subject* field.

Every e-mail has a main text that you cannot edit. However, you can edit the other, bordered areas of the e-mail. To do this, select one of these areas. A window opens in which you can edit the text and insert images and links among other items. When you are finished editing the area, select the icon at the top right.

The signature at the very bottom is a special feature. If you change the signature, this change applies for all e-mail events in the selected language.

## Step 10

**Save** the changes.

## Step 11

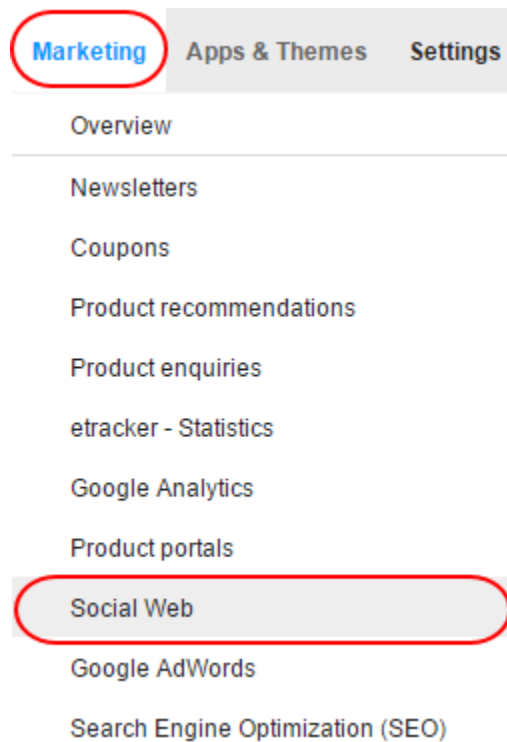
If needed, you can send a test e-mail to yourself to verify how the e-mail is displayed. To do this, select **Send test e-mail**.

# Marketing

## Creating a Facebook shop

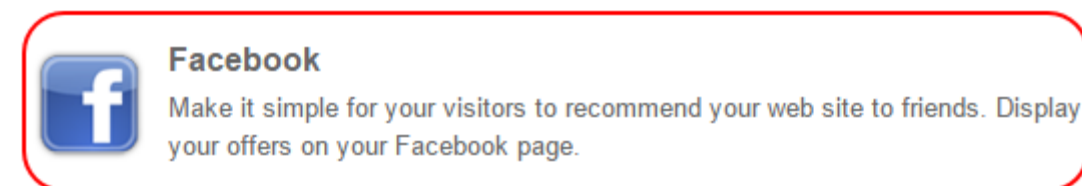
### Step 1

From the main menu, select **Marketing** and then **Social Web**.



### Step 2

From the list of social networks, click **Facebook**.



### Step 3

Select **Shop in Facebook**.





---

## Step 4

The page contains instructions on how to integrate your shop into your Facebook page. Follow these instructions.

## Step 5

Once done, click the **Save** button to save the changes.

# What is cross-selling?

This article contains general information about cross-selling. The following articles contain instructions on how to use cross-selling in your eShop:

- What is auto-cross-selling and how does it work?
- What is individual cross-selling and how does it work?

## How cross-selling works

Cross-selling is a simple way of increasing profit. The idea behind it is straightforward: when visitors to your shop view a product, they are also shown other articles that are related to it. These can be complementary or alternative products specified by you. Or you can let your shop do this work for you and have it automatically display articles that were also purchased by other customers.

One of the major advantages of cross-selling is that it addresses visitors who have already decided to order something from your shop. The important decision to buy something has already been made by these customers. Now they only need to be persuaded to add other products to their basket or to select a product that you would prefer to sell in place of the one they originally chose.

## Cross-selling as customer service

Many customers view marketing material such as e-mail newsletters or online advertising as intrusive but cross-selling is not usually viewed so critically. Instead of bombarding users with advertising messages that are not always very appropriate, they simply receive product proposals instead. Ideally, the cross-selling function performs at least some of the tasks of a well-trained sales assistant in a shop who is able to point out potential additional products or to recommend similar articles that might meet the customer's needs better. In such cases, customers perceive cross-selling as a useful service rather than as simply another means by which to make them spend more. This is exactly the situation in conventional stores, for

example at petrol stations: in addition to their core products they almost always sell confectionery, drinks, etc. which are generally viewed positively as an additional service.

## Setting up auto cross selling

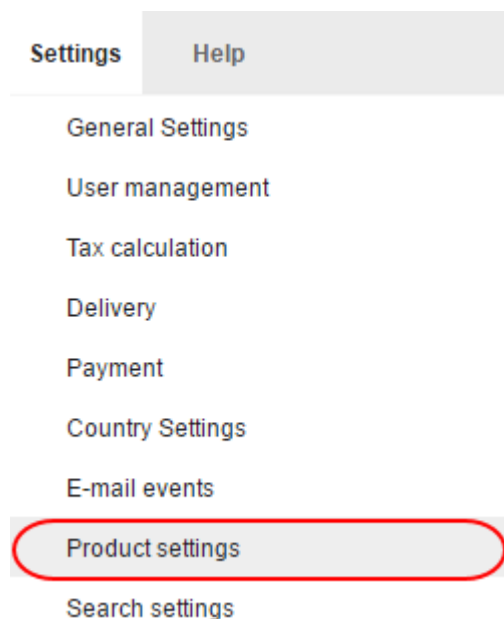
Enabling auto cross-selling in your eShop adds a section on your product pages that displays the other products that customers have also bought.

The products displayed are based on the purchase history of your shop showing which products are frequently bought together.



### Step 1

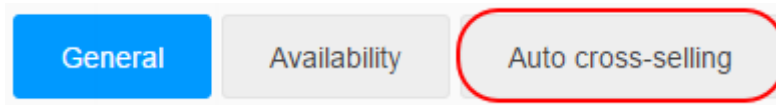
In the administration area in the main menu, select **Settings** and then **Product settings**.



---

## Step 2

Select **Auto Cross-Selling**.



## Step 3

Configure the options

- **Collect statistics:** Choose if you want to collect data on which products are being bought together.
- **Visible:** Enable or disable auto cross-selling.
- **Number of product recommendations:** Set how many recommended products should be shown.
- **Minimum match:** Set the minimum number of times two products need to be sold together in order to be included in auto cross-selling.

## Step 4

Click the **Save** button to save your data.





# Setting up individual cross-selling

Individual cross-selling allows you to set which products appear on the page of each individual product in your shop such as accessories, related products and alternative offers.

## Accessory products

Accessories are usually articles that are useful or indeed necessary in order to use the main product. For every accessory product you can enter a short comment that is displayed to the customer.

Accessory products are displayed like this in your shop:

Accessories			
Product	Note	Status	Price
 Juniper Berries (dried)			2.95 € / 50 g *
 Rosemary			1.88 € / 75 g *
 Rose Hip			2.85 € / 100 g *

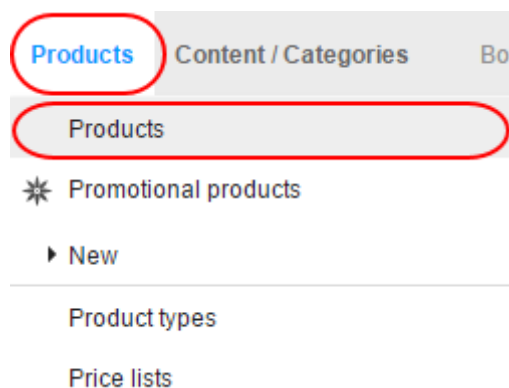
\* Prices incl. VAT, plus delivery  
[➔ Display accessory details](#)

**Example of an accessory:** If a customer is interested in buying a torch in your shop you can have the required batteries displayed as accessories.

## Assigning accessories to products





### Step 1

From the main menu, select **Products** then **Products**.



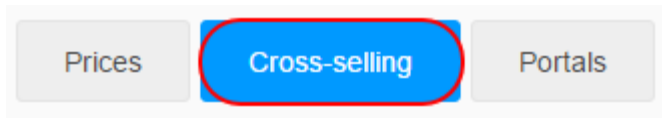
### Step 2

The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.

<input type="checkbox"/> Product number ↗	Name ↕
<input type="checkbox"/>  demo1	 Product 1
<input type="checkbox"/>  demo2	Product 2
<input type="checkbox"/>  demo3	Product 3
<input type="button" value="+"/> <input type="text" value="New product number."/>	<input type="text"/>

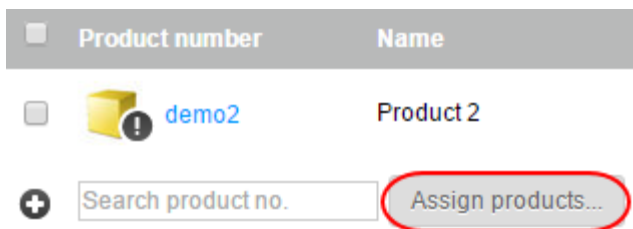
### Step 3

Click **Cross-selling** from the buttons at the top of the page.



### Step 4

The table displays the products that are currently set as accessories for this product. Select **Assign products** at the bottom of the table.



### Step 5

A new window will open, check the boxes next to the products that you want to assign as accessories and click **Apply**.

#### Products

<input type="checkbox"/>	Product number ↑	Name ↗
<input checked="" type="checkbox"/>	demo2	Product 2
<input checked="" type="checkbox"/>	demo3	Product 3
Page 1 of 1		



### Step 6


You can also enter a comment in the *Comment* field of the accessory products to be displayed to customers.

Product number	Name	Comment	
 demo2	Product 2	Using the "Cross-Selling" tab, link this product to potential ac	English
 demo3	Product 3		English

## Step 7

Tick the *Create reciprocal assignments* box if you want the parent product to also be shown as an accessory on the pages of it's accessory products.

<input type="checkbox"/>	Product number	Name	Comment
<input type="checkbox"/>	 demo2	Product 2	Using the "Cross-Selling" tab, link this p
<input type="checkbox"/>	 demo3	Product 3	

☐ Create reciprocal assignments 

## Step 8

Click the **Save** button to save your data.

## Related Products

Related products are a sensible complement for the item itself. For example, if you are selling brown shoes, you can offer a brown belt as a related product.

Related products are displayed like this in your shop:

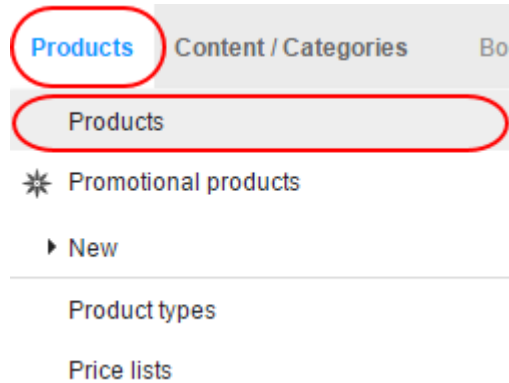


---

## Assigning related products






### Step 1

From the main menu, select **Products** then **Products**.



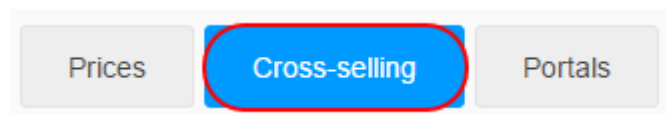
### Step 2

The table shows an overview of all products in your online shop. Select the item number of the product you want to edit.

<input type="checkbox"/>	Product number ↗	Name ↕
<input type="checkbox"/>	 demo1	 Product 1
<input type="checkbox"/>	 demo2	Product 2
<input type="checkbox"/>	 demo3	Product 3
<input type="checkbox"/>	 New product number.	

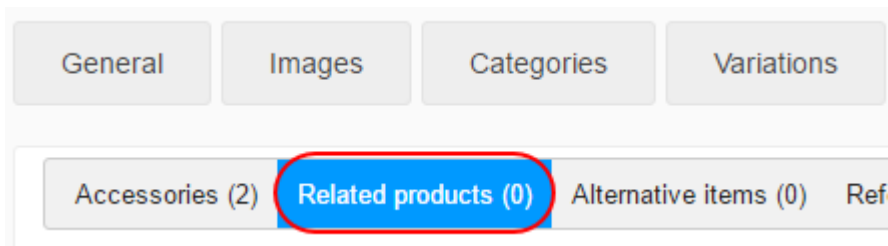
### Step 3

Click **Cross-selling** from the buttons at the top of the page.



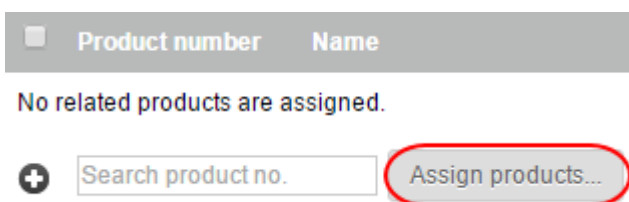
## Step 4

Click **Related products**.



## Step 5

The table displays the products that are currently set as related products for this product. Click **Assign products** at the bottom of the table.



## Step 6



Check the box next to the products you want to assign as related products and click **Apply**.

### Products

<input type="checkbox"/>	Product number	Name
<input checked="" type="checkbox"/>	demo2	Product 2
<input checked="" type="checkbox"/>	demo3	Product 3
Page 1 of 1		

## Step 7



You can also enter a comment in the *Comment* field of the related products to be displayed to customers.


Product number	Name	Comment
 demo2	Product 2	Using the "Cross-Selling" tab, link this product to potential ac English
 demo3	Product 3	<input type="text"/> English



## Step 8

Tick the *Create reciprocal assignments* box if you want the parent product to also be shown as a related products on the pages of it's related products.

<input type="checkbox"/>	Product number	Name	Comment
<input type="checkbox"/>	 demo2	Product 2	Using the "Cross-Selling" tab, link this p
<input type="checkbox"/>	 demo3	Product 3	

☐ Create reciprocal assignments 

## Step 9

Click the **Save** button to save your data.

## Alternative items

Alternative items allow you to offer an alternative product to the one the customer is looking at. Unlike all other cross-selling offers, alternative items are not displayed directly on the product page. Instead, on the product page there is a link to an overview page where customers can compare the items in their own time and find out which product best meets their needs.

## Specifying alternative items for cross-selling

### Step 1


From the main menu, select **Products** then **Products**.

Products

Content / Categories

Bo

Products

 Promotional products





► New

Product types

Price lists

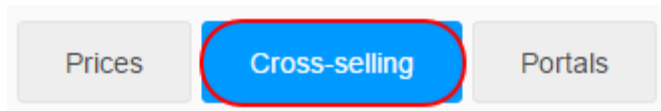
## Step 2

The table shows an overview of all products in your online shop. Select the product you want to edit.

<input type="checkbox"/> Product number ↗	Name ↕
<input type="checkbox"/>  demo1	 Product 1
<input type="checkbox"/>  demo2	Product 2
<input type="checkbox"/>  demo3	Product 3
<input type="button" value="+"/> New product number.	<input type="text"/>

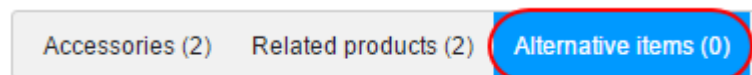
## Step 3

Click **Cross-selling** from the buttons at the top of the page.



## Step 4

Select **Alternative items**.



<input type="checkbox"/> Product number	Name
No products are assigned for comparison.	
<input type="button" value="+"/> Search product no.	<input data-bbox="590 1444 821 1489" type="button" value="Assign products..."/>

## Step 5

The table displays the products that are currently set as alternative items for this product.

Select **Assign products** at the bottom of the table.



<input type="checkbox"/> Product number	Name
No related products are assigned.	
<input type="button" value="+"/> Search product no.	<input data-bbox="566 1870 813 1915" type="button" value="Assign products..."/>

---

## Step 6





Check the box next to the products you want to assign as alternate products and click **Apply**.

### Products

<input type="checkbox"/>	Product number 	Name 
<input checked="" type="checkbox"/>	demo2	Product 2
<input checked="" type="checkbox"/>	demo3	Product 3
Page 1 of 1		

## Step 7

Tick the *Create reciprocal assignments* box if you want the parent product to also be shown as an alternate product on the pages of it's alternate products.

<input type="checkbox"/>	Product number	Name	Comment
<input type="checkbox"/>	 demo2	Product 2	Using the "Cross-Selling" tab, link this p
<input type="checkbox"/>	 demo3	Product 3	
<div><div> <input type="text" value="Search product no."/></div><div><input type="button" value="Assign products..."/></div><div><input checked="" type="checkbox"/> Create reciprocal assignments </div></div>			

## Step 8

Click the **Save** button to save your data.



**Quick tip:** You can specify the order in which cross-selling products are displayed to your customers. How do I sort list entries and change their order?

# Creating a coupon campaign

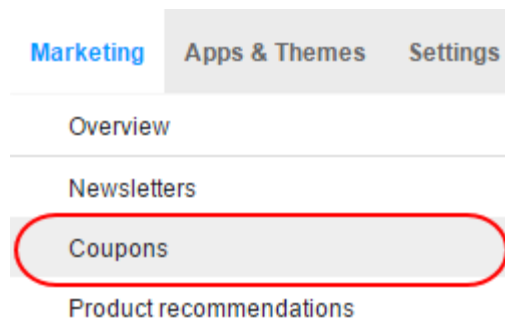
Coupons allow you to offer discounts to your customers. You can limit coupons to orders for certain products, the usage of certain shipping and payment methods and the amount of vouchers you distribute.

1. Create a new coupon campaign.
2. Define the campaign settings.
3. Limit the validity of coupons to certain products, delivery and payment methods.
4. Generate coupon codes.

## Create a new coupon campaign

### Step 1

From the main menu, select **Marketing** and then **Coupons**.



### Step 2

Enter the following details for your coupon campaign in fields provided:

ID	Name	Currency	Value
<input type="text" value="spring16"/>	<input type="text" value="Spring Sale"/>	<input type="text" value="£ ▼"/>	<input type="text" value="£"/>

- **ID:** Enter an internal ID for your coupon campaign.
- **Name:** Enter the name for your coupon campaign.
- **Currency:** Select the currency that your coupon campaign will be valid for.
- **Value:** Leave this blank for now.



**Quick tip:** This *Value* setting is only relevant if the coupon is to have a fixed value (e.g. £10). The currency cannot be changed later.

---

### Step 3

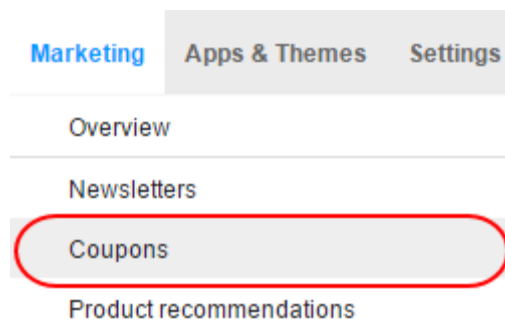
Click the **Save** button to save the changes.

Your new campaign will now be created. Follow the next section to define the campaign details.

## Define the campaign settings


### Step 1

From the main menu, select **Marketing** and then **Coupons**.



### Step 2

In the table, select the *ID* of the coupon campaign that you want to edit.

<input type="checkbox"/>	ID	Name
<input type="checkbox"/>	 spring16	Sping Sale
<input type="checkbox"/>		
<input type="checkbox"/>		

### Step 3

On this page you can define further settings for your campaign. If you want to send coupon codes to your customers by newsletter, enter the coupon information in the *Description* field.

ID

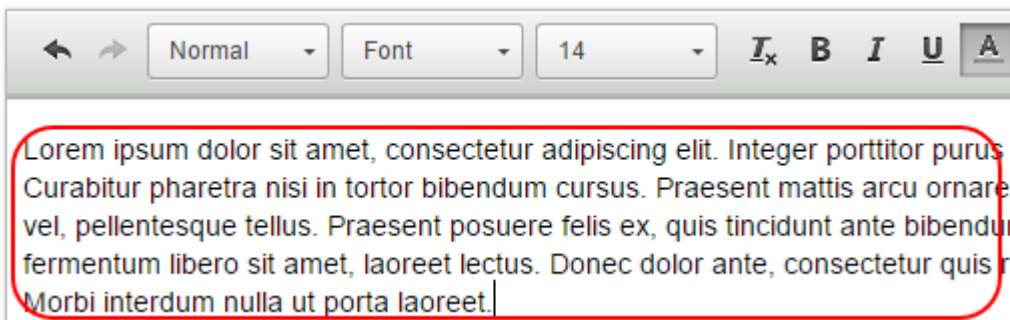
spring16

English

Name

Sping Sale

Description ⓘ



← → Normal Font 14 *I* **B** *I* U A

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer porttitor purus. Curabitur pharetra nisi in tortor bibendum cursus. Praesent mattis arcu ornare, vel, pellentesque tellus. Praesent posuere felis ex, quis tincidunt ante bibendum fermentum libero sit amet, laoreet lectus. Donec dolor ante, consectetur quis. Morbi interdum nulla ut porta laoreet.


### Step 4

Scroll down past the *Description* text box and choose a *Type*.

- **Absolute value:** A fixed price reduction, for example £10 off.
- - **also valid for delivery costs:** Allow the coupon value to be redeemed against delivery costs.
  - **Gift coupon:** Select **Yes** to set this as a gift coupon.
- **Percentage value:** A fixed price reduction, for example 5% off.
- - **also valid for delivery costs:** Allow the coupon value to be redeemed against delivery costs.
- **Waive delivery costs:** Free delivery when using the coupon.
- **Minimum order value:** Set a minimum order value for you coupon.

---

### Type

- ☒ Absolute value  £  
also valid for delivery costs ☐ Yes ☒ No  
Gift coupon (0% VAT) ☐ Yes ☒ No 
- ☐ Percentage value  %
- ☐ Waive delivery costs

Minimum order value  £

### Step 5

On the right hand side of the page set the following options:

- **Coupon code length:** Set how many characters a coupon code should contain.
- **Time frame:** Set a time frame that your coupon campaign should be valid for.
- **Number of valid coupon codes:** Set a limit for how many coupon codes can be redeemed in total.
- **Redemption voids the coupon codes:** Choose if the coupon can be used several times (No option) or only once (Yes option).

### Step 6

Click the **Save** button to save the changes.

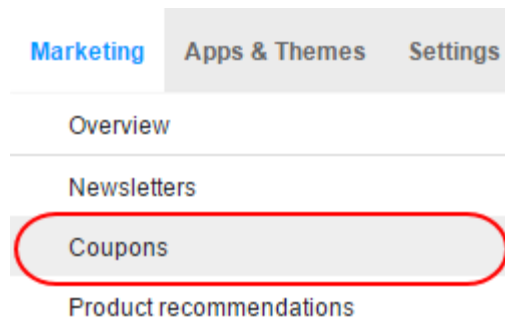
In the next section, you can limit the validity of coupons to certain products, delivery and payment methods.

## Limit the validity of coupons to certain products, delivery and payment methods

You can limit the validity of coupons to certain products, delivery and payment methods. This lets you market certain products or reward customers for using your preferred payment and delivery methods (e.g. advance payment).


### Step 1

From the main menu, select **Marketing** and then **Coupons**.



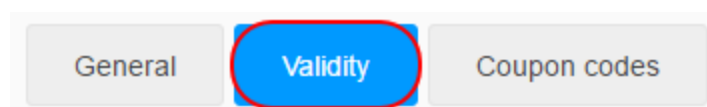
### Step 2

In the table, select the coupon campaign that you want to edit.

<input type="checkbox"/>	ID	Name
<input type="checkbox"/>	 spring16	Sping Sale
<input type="checkbox"/>		

### Step 3

Click the **Validity** tab.





#### Step 4

Click the button **Assign conditions**.

☐ Conditions

Valid for all products

with all delivery methods

with all payment methods

Assign conditions

#### Step 5

From the list on the left, depending on how you want to limit your campaign select either *Products*, *Delivery methods*, *Payment methods*.

Products

Delivery methods

Payment methods

Tray

#### Step 6

On the right, in the first column of the table, tick the check boxes next to the items you want to limit the coupon to.

<input type="checkbox"/>	Product number	Name	List price	Stock level
<input checked="" type="checkbox"/>	demo1	Product 1	£17.09	12
<input type="checkbox"/>	demo2	Product 2	£73.56	4
<input type="checkbox"/>	demo3	Product 3	£23.14	0
Page 1 of 1			Number: 3	

#### Step 7

To define additional conditions, repeat steps 5 and 6.

#### Step 8

Click **Apply** to save the changes.



**Note:** Conditions of the same kind are linked with OR, while conditions of different kinds are linked with AND. This means: If you limit the use of the coupon to five products, the coupon is also valid if the customer orders just one of these five products. However, if you have defined as a condition that a certain product and a certain payment method must be used, the customer must fulfil both of these conditions to be able to use the coupon.

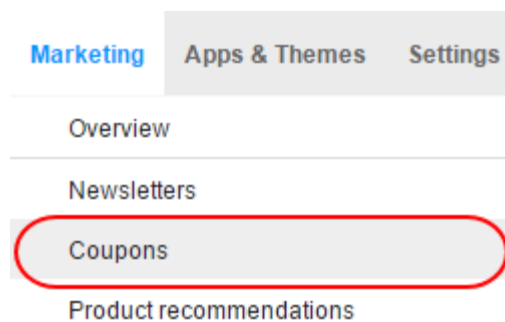
## Generate coupon codes

Now you still have to create the coupon codes to pass on to your customers.

If you want to send coupon codes to your customers by newsletter see Adding coupon codes in newsletters.


### Step 1

From the main menu, select **Marketing** and then **Coupons**.



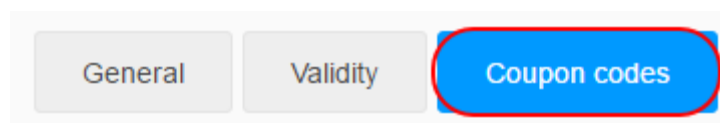
### Step 2

In the table, select the *ID* for the coupon campaign that you wish to edit.

<input type="checkbox"/>	ID	Name
<input type="checkbox"/>	 <b>spring16</b>	Sping Sale
<input data-bbox="196 1592 228 1626" type="button" value="+"/>	<input type="text"/>	<input type="text"/>

### Step 3

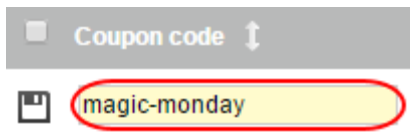
Click the **Coupon codes** tab



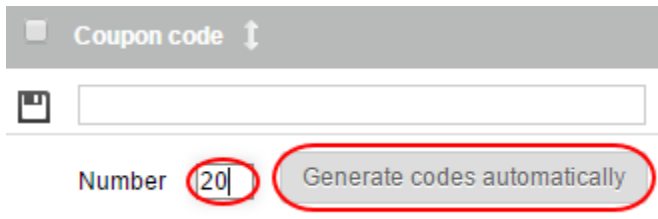
---

## Step 4

On this page you can generate the coupon codes. To define coupon codes yourself, enter the corresponding code in the *Coupon code* column and click the **Save** icon.



To generate codes automatically, enter the number of coupon codes in the *Number* field and click **Generate codes automatically**.



**Note:** Coupon campaigns are always valid for just one currency.

If you delete a campaign, all related coupon codes lose their validity.

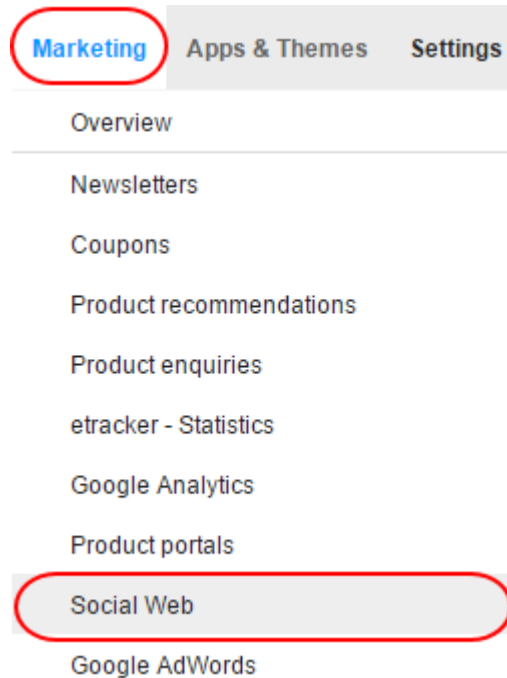
If you define the period of validity for coupons, take note of any statutory provisions on the period of validity for coupons.

# Adding a Facebook button

## Adding a Facebook button on product and blog pages

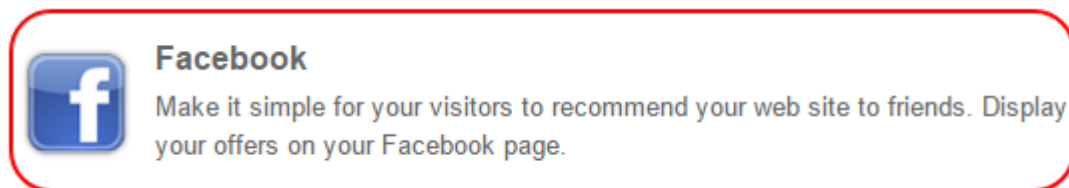
### Step 1

From the main menu, select **Marketing** and then **Social Web**.



### Step 2

From the list of social networks, click **Facebook**.



### Step 3

Under *Display Facebook button*, select whether a Facebook button should be displayed on product pages and/or in blog posts.

Display Facebook button  
On product pages ☒ Yes ☐ No

---

## Step 4

Choose the button design under *Which Facebook button should be displayed?*



## Step 5

Under *Display faces on the Facebook button*, choose if you want to display the faces of people who like your website on Facebook.



## Step 6

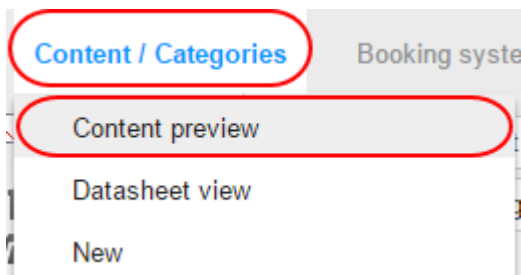
Click the **Save** button to save the changes.

The Facebook button is now displayed on product pages and/or in blog posts.

## Add a Facebook button on a different page

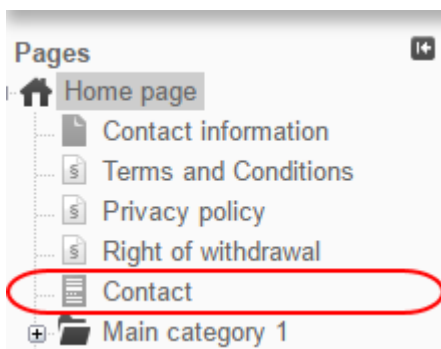
### Step 1

From the main menu, select **Content/Categories** and then **Content preview**.



### Step 2

Select the page that you want to edit from the page tree on the left.

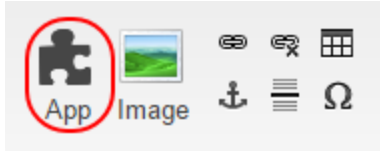


### Step 3

Select a page area in the preview to edit it.

### Step 4

In the toolbar, click the **App** icon.



### Step 5

From the *App* menu, click **Facebook** icon.



### Step 6

Choose to display a button or box on your page. The *button* option displays a standard button that a visitor can click to be taken to your Facebook page. The *box* option can display your Facebook page's header along with previews or recent posts.



### Step 7

Depending on the option you have chosen, the options you can choose will be different.

For the *button* option:

- **Command:** Choose what the button will do when a visitor clicks it.
- **Layout:** Choose how you want your button to look.
- **Show faces:** Choose if you want to show faces of users.

Command

Layout

☒ Show faces 

For the *box* option:

- 
- **Facebook page:** Enter the URL to your Facebook page.
  - **Show faces:** Choose if you want to show faces of users
  - **Show activities:** Choose if you want to show posts from your Facebook page.
  - **Show header:** Choose if you want to show the header of your Facebook page.
  - **Width:** Set the width of your box.
  - **Height:** Set the height of your box.

Facebook page\*

☒ Show faces

☒ Show activities

☒ Show header

Width  px

Height  px

Once finished, click **Apply**.

## Step 8

Click the **Save** button to save your changes.

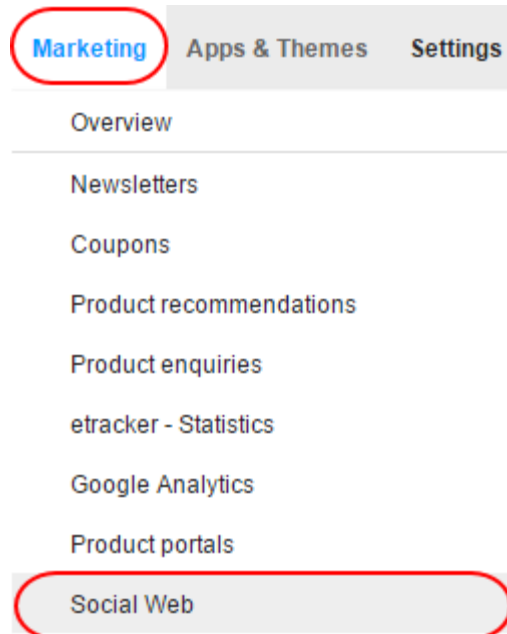
The Facebook button is now displayed on the desired page.

# Adding a Google+ button

## Adding a Google+ button on product and blog pages

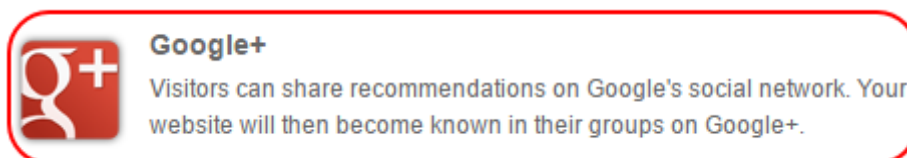
### Step 1

From the main menu, select **Marketing** and then **Social Web**.



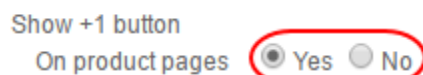
### Step 2

From the social web options, select **Google+**.



### Step 3

Under *Show +1 button*, select whether a Google+ button should be displayed on product pages and/or in blog posts.

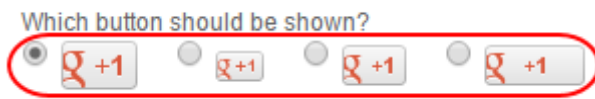




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### Step 4

Specify the design of the button under *Which button should be shown?*



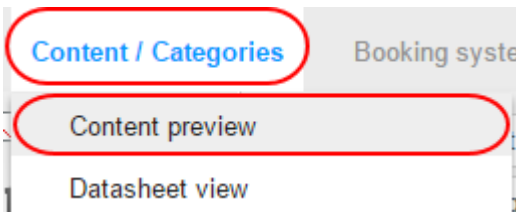
### Step 5

Click the **Save** button to save your changes.

## Adding a Google+ button on a different page

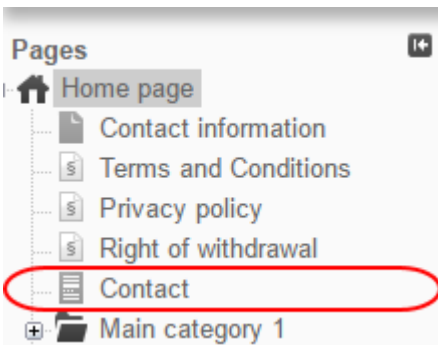
### Step 1

From the main menu, select **Content/Categories** and then **Content preview**.



### Step 2

Select the page that you want to edit from the page tree on the left.

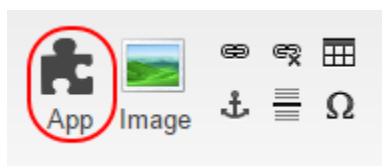


### Step 3

Select a page area in the preview to edit it.

## Step 4

In the toolbar, click the **App** icon.



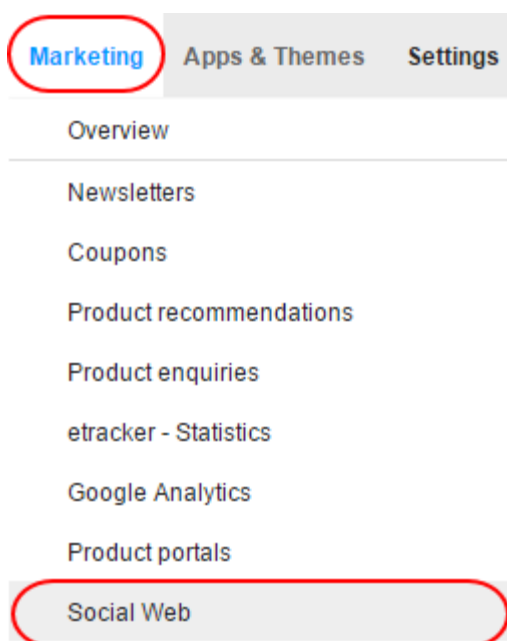
## Adding a Twitter button

You can add a Twitter button to your eShop, the button can allow your visitors to share your website on Twitter or follow your Twitter account if you have one.

### Adding a Twitter button on product and blog pages

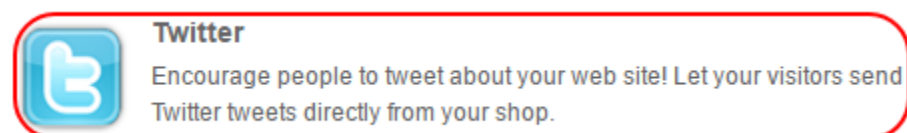
## Step 1

From the main menu, select **Marketing** and then **Social Web**.



## Step 2

From the social web options, select **Twitter**.



---

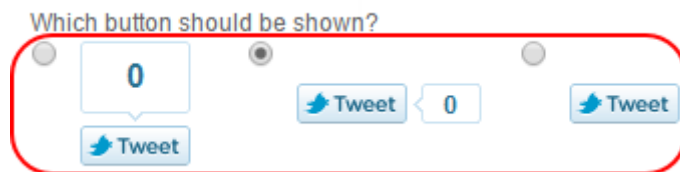
### Step 3

Under *Display the "Tweet this" button*, select whether a Twitter button should be displayed on product pages and/or in blog posts.

Display the "Tweet this" button  
On product pages ☒ Yes ☐ No

### Step 4

Specify the design of the button under *Which button should be shown?*



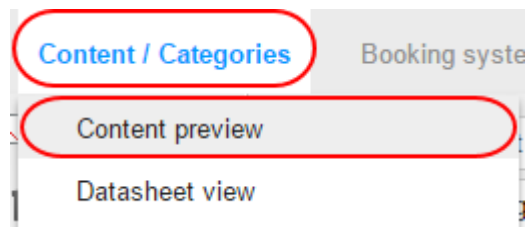
### Step 5

Click the **Save** button to save the changes.

## Adding a Twitter button on a different page

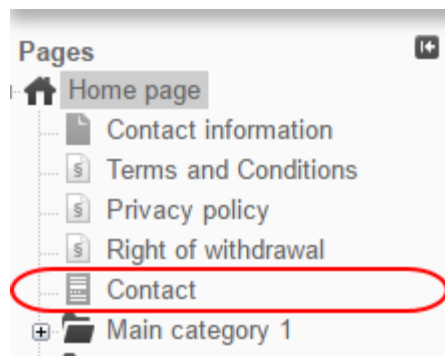
### Step 1

From the main menu, select **Content/Categories** and then **Content preview**.



### Step 2

Select the page of your website that you want to edit from the page tree on the left.

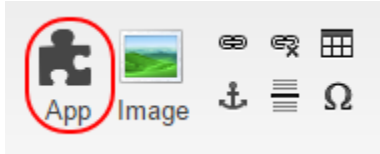


### Step 3

Select a page area in the preview to edit it.

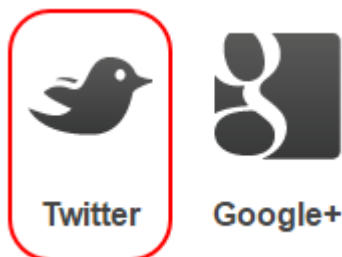
### Step 4

In the toolbar, click the **App** icon.



### Step 5

From the *App* menu, select **Twitter**.



### Step 6

Choose either the *share* or *follow* Twitter button.

- **share:** Your visitors can share your website on Twitter using the *Share* button. You **don't** need your own Twitter account for this.
- **follow:** Your visitors can follow you on Twitter with the *Follow* button. You **do** need your own Twitter account for this.



### Step 7

Enter the settings depending on the type of Twitter button you have chosen.

**share:**

- **Layout:** Choose if you want to display a counter alongside your button.
- **Displayed title:** Enter the title you would like displayed when users share your website.
- **Your Twitter username:** (Optional) You can choose to enter your Twitter username.
- **Own website:** This should automatically be set.

---

Layout	Large counter ▼
Displayed title	Ralph's Farm Shop
Your Twitter username	ralphsfarmshop
Own website	(Automatic: Address of current website)

follow:

- **Your Twitter username\***: Enter the Twitter username that you want visitors to follow.

Your Twitter username\* ralphsfarmshop

## Step 8

Once you have finished, click the **Apply** button.

## Step 9

Click the **Save** button to save your changes.

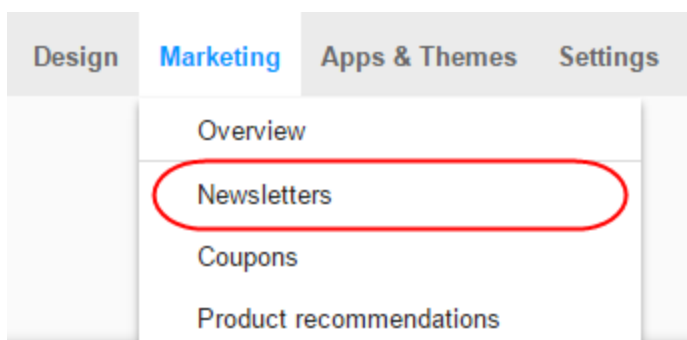
The twitter button will now displayed on the desired page.

# Creating Newsletter campaigns

In order to send out newsletters to your customers, you must first create a newsletter campaign. A campaign would be, for example, "Monthly customer newsletter". A single newsletter from this campaign would be, for example, "Customer newsletter October 2014". Each campaign has certain basic settings that are applied to all of its newsletters. The recipients of newsletters are managed by a campaign. So when a customer signs up for one of your newsletters, they always subscribed to a certain campaign.

## Step 1

In the Administration area in the main menu, select **Marketing** and then **Newsletters**.



## Step 2

In the table you can see an overview of the currently established newsletter campaigns. At the bottom of the table, enter an internal ID and a name for the new newsletter campaign.

ID	Name	Number of addressees	Sort order
<input type="checkbox"/> Monthly customer newsletter	Monthly customer newsletter	0 → Display	<input type="text" value="10"/>
<input type="text"/>	<input type="text"/>		<input type="text" value="9999"/>

## Step 3

**Save** the changes.

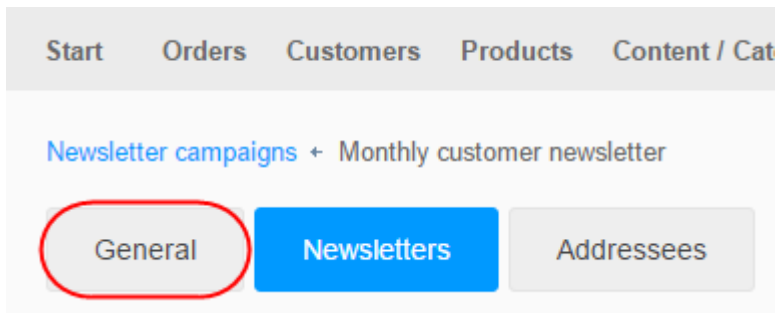
## Step 4

Select your new newsletter campaign.

---

## Step 5

Select **General**.



## Step 6

On this page you can determine the basic settings for this newsletter campaign.

## Step 7

**Save** the changes.

## Step 8

Next you will need to create the Newsletters that will form your campaign.

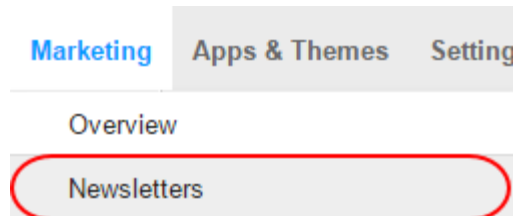
## Step 9

Finally you can determine the recipients for your newsletter campaign.

# Editing the recipients of your newsletter campaign

## Step 1

From the main menu, select **Marketing** and then **Newsletters**.



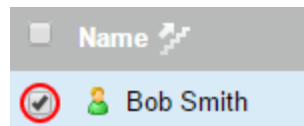
## Step 2

In the table, click **Display** in the *Number of addressees* column for the newsletter campaign you want to edit.

<input type="checkbox"/>	ID	Name	Number of addressees
<input type="checkbox"/>	Oct16	Harvest Festival	0 <b>Display</b>

## Step 3

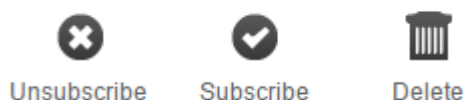
Check the box next to the customer you want to edit.



## Step 4

Select the action you want to perform on the selected customer from the icons at the top of the table.

- **Unsubscribe:** Unsubscribes the selected customer from your newsletter.
- **Subscribe:** Subscribes the selected customer to your newsletter.
- **Delete:** Removes the customer from the list.



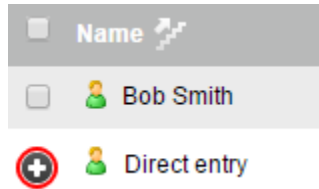


---

## Adding addressees individually

### Step 1

Click the **plus** icon next the *Direct entry* icon.



### Step 2

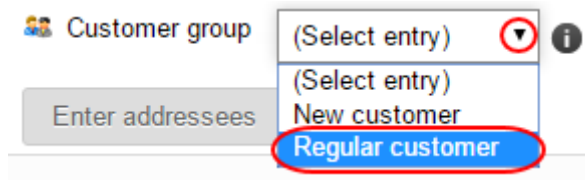
Enter the name and e-mail address of a new addressee and click the **Save** icon.



## Adding all addressees from a customer group

### Step 1

Select a customer group from the *Customer group* dropdown list.



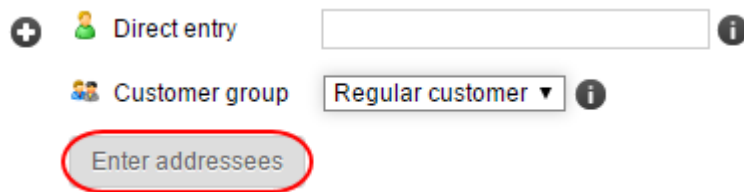
### Step 2

Click the **Save** button to add all customers of this customer group as addressees.

## Adding individual addressees from a customer group

### Step 1

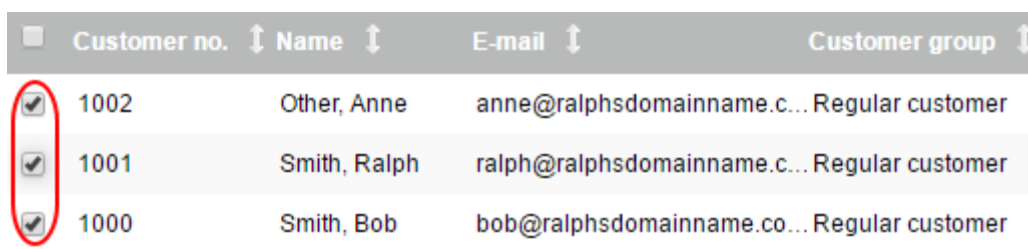
Click the **Enter addressees** button.



The form contains two input fields. The first is labeled 'Direct entry' with a person icon and an information icon. The second is labeled 'Customer group' with a group icon and a dropdown menu showing 'Regular customer' and an information icon. Below these fields is a button labeled 'Enter addressees' which is circled in red.

### Step 2

Select all the customers you want to add from the list and click the **Apply** button.



A table with four columns: 'Customer no.', 'Name', 'E-mail', and 'Customer group'. The first column has checkboxes for each row. The first three rows have their checkboxes selected and are circled in red. The fourth row is empty.

<input type="checkbox"/>	Customer no.	Name	E-mail	Customer group
<input checked="" type="checkbox"/>	1002	Other, Anne	anne@ralphsdomainname.c...	Regular customer
<input checked="" type="checkbox"/>	1001	Smith, Ralph	ralph@ralphsdomainname.c...	Regular customer
<input checked="" type="checkbox"/>	1000	Smith, Bob	bob@ralphsdomainname.co...	Regular customer
<input type="checkbox"/>				

### Step 3

Click the **Save** icon to save your changes.

## Selling on eBay – Overview

Your shop system offers you the opportunity to sell your products directly from your shop on eBay. eBay is the largest auction house in the world and has over 150 million active users.

### Why should I sell on eBay?

Selling on eBay offers a number of advantages:

- For your online shop, you need to take care of marketing. On eBay you can immediately reach millions of customers worldwide.
- You can see and edit all relevant information to your eBay listings (for example, the status of offers or the orders) directly in the administration area of your shop.
- eBay offers seller protection.
- You can take advantage of the trustworthiness of eBay.
- Many of the product properties, which already exist in your shop, can be automatically used for eBay listings. Therefore, you do not need to enter this information twice.

---

## What do I need to do in order to sell on eBay?

1. If you do not have an eBay account yet, you should visit the eBay site for your country (for example [www.ebay.co.uk](http://www.ebay.co.uk)) and set up a free account.
2. If you do not have a PayPal account, you should set this up in the course of your registration on eBay. Then your customers can pay via PayPal. If you already have a PayPal account, you link it on the eBay website with your eBay account.
3. Link your eBay account with your online store and authenticate your account. Please read, [How do I connect my online shop to my eBay account?](#)
4. Take care of the basic settings under **Settings >> eBay Setting**.
5. Edit the e-mail that your eBay customers receive from your online shop. Please read, [How do I edit the e-mail which eBay customers get from me?](#)
6. Enable one or more templates for your eBay listings. Please read, [How do I design eBay offers and use templates?](#)

When you are done, you can put your products on eBay.

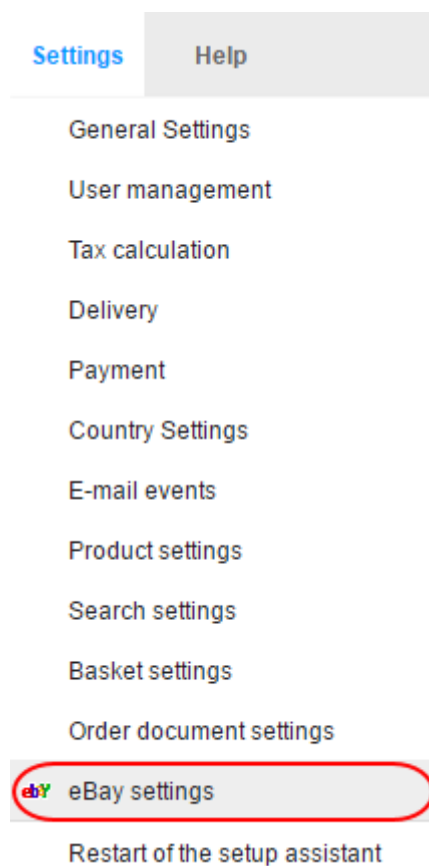
## Using and editing eBay templates

You can specify how your eBay offers are displayed on the eBay website. A number of templates are available within your eShop and you can edit these templates to suit your needs. To use a template for an eBay offer, you must first activate it. Whenever you put a product on eBay, you can select one of your activated templates.

## How to activate a template

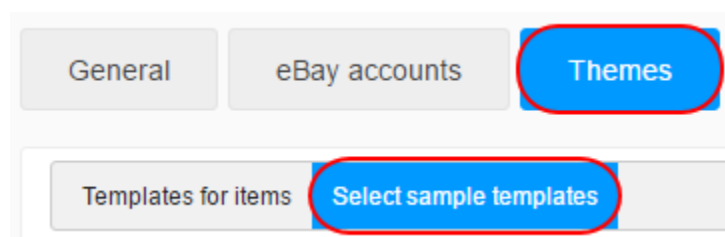
### Step 1

In the administration area in the main menu, select **Settings** and then **eBay settings**.



### Step 2

Select **Themes** and then **Select sample templates**.



### Step 3

Select one of the templates.



### Step 4

Once you have chosen a template, click **Apply** at the bottom of the page.

## How to edit a template

### Step 1

Activate a template as described in the section above.

### Step 2

In the table, select the name of the template.



### Step 3

Using the editor design your template how you want to, the toolbar includes standard text editing tools along with some extras:

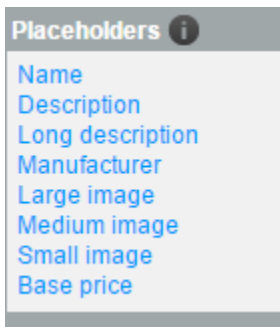


1. Insert an image
2. Add an app such as a Facebook or Twitter button.
3. Create or remove links.
4. Create a table.
5. Switch between design or source.

### Step 4

You can also add *Placeholders* which allow you to automatically fill in details of your product. For example you can use the *Name* placeholder and your template will automatically add your product's name.

To add a placeholder, simply place your cursor where you want to add a placeholder in the *Text* box and click the placeholder you want to add from the table.



### Step 5

Once finished, click the **Save** button.



**Important:** Make sure that you do not delete the placeholder as #Name, #Description or #Text. At these locations, the product name and description of the product will be inserted later.

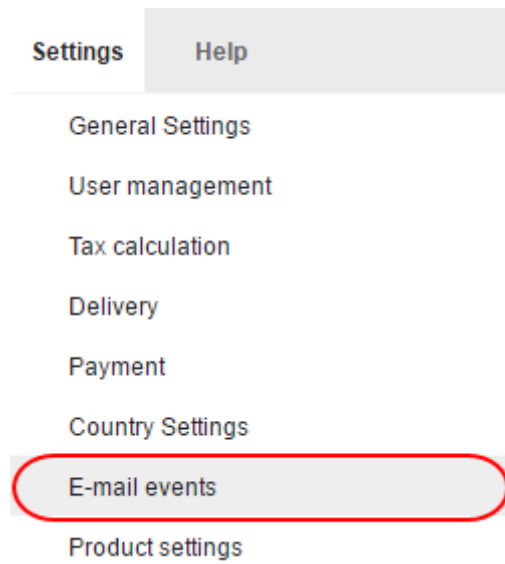
---

## Editing eBay emails

When a customer orders a product from you via eBay and they do not complete the order immediately, they will receive an automatic e-mail from your shop.

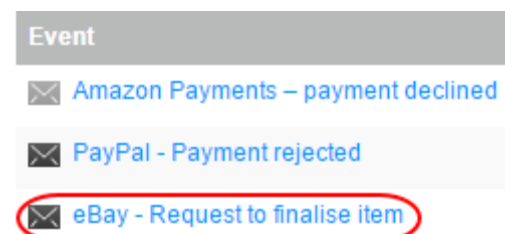
### Step 1

From the main menu, select **Settings** and then **E-mail events**.



### Step 2

Expand the **Other** section and click **eBay - Request to finalise item**.



### Step 3

Here you can edit the sender address, BCC addresses as well as the subject and the body of the e-mail.

### Step 4

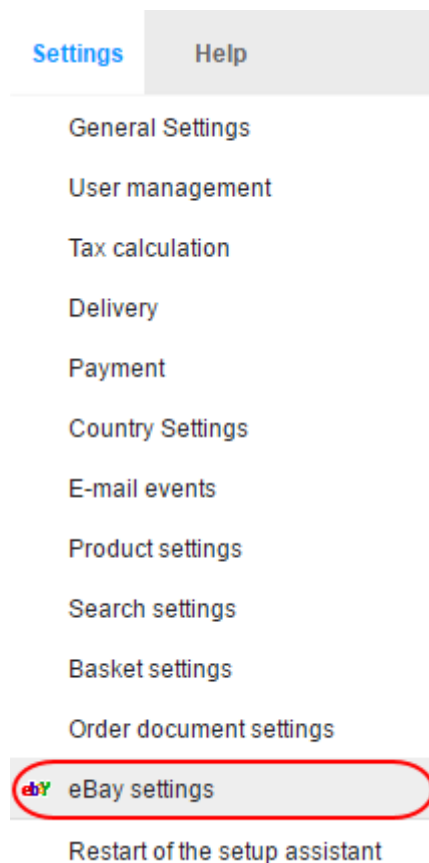
Once done, click the **Save** button.

# Connecting your shop to your eBay account

In order to be able to sell your products from your eShop on eBay you will need to connect your eBay account.

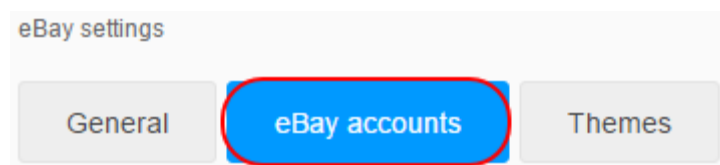
## Step 1

From the main menu, select **Settings** and then **eBay settings**.



## Step 2

Click the **eBay accounts** tab.





### Step 3

Enter your eBay username in the *Name* field and select your eBay account country from the *Sales Platform* dropdown menu.



Name	Sales platform
No eBay accounts exist.	
<input type="text" value="ralpsmith"/>	<input type="text" value="United Kingdom"/>

### Step 4

Click the **Save** button.

### Step 5



Click the **Complete it** icon next to the eBay account name.

Name	Sales platform
<input type="checkbox"/> ralpsmith  Complete it	 United Kingdom

### Step 6

Fill in your details on the form provided:

- **Country:** Select your country from the dropdown list.
- **Region:** Select the nearest major city from the dropdown list.
- **Town:** Enter the name of your town.
- **Post code:** Enter your post code.
- **Email address of your PayPal account:** Enter the email address of your PayPal account.

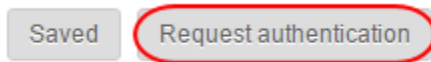
Name	<input type="text" value="ralpsmith"/>
Sales platform	 United Kingdom
Country *	<input type="text" value="United Kingdom (GB)"/>
Region *	<input type="text" value="Bristol"/>
Town *	<input type="text" value="Gloucester"/>
Postcode	<input type="text" value="GL11AB"/>
E-mail address of your PayPal account	<input type="text" value="ralph@ralphsdomainname.com"/> 

### Step 7

Click the **Save** button.

### Step 8

Click the **Request authentication** button.



### Step 9

You will be taken to the eBay website. Log in here using your eBay credentials and confirm that you want to connect your eBay account to your online shop.

### Step 10

You will be taken back to the administration area of your shop. Select **Test authentication** and make sure that the authentication was successful.

### Step 11

If you see the message “The authentication is valid.”, the connection between your online shop and eBay is established.



**Note:** You may need to repeat this process from time to time.

---

## Using an XML sitemap

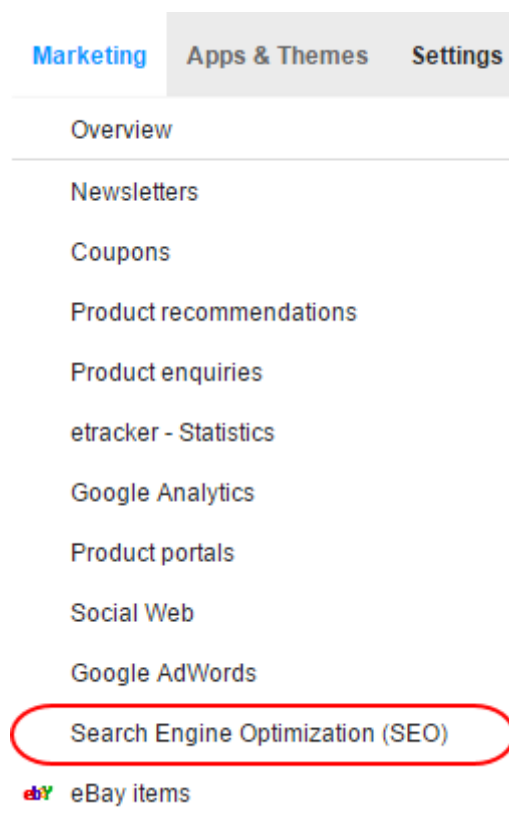
The XML sitemap automatically created by your website is a list in XML format of all of your website's pages. It helps search engines such as Google, Bing and Yahoo index all subpages of your website.

Google and other search engines will most likely find your XML sitemap themselves sooner or later. You can still notify the search engines that the sitemap exists. This only needs to be done once – the search machines then call up the XML sitemap themselves.

The XML sitemap is updated regularly so that newly added pages are included.

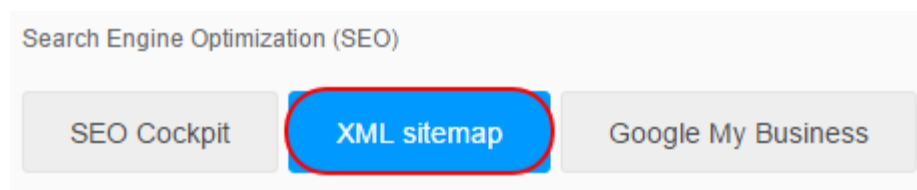
### Step 1

From the main menu, select **Marketing** and then **Search engine optimisation (SEO)**.



### Step 2

Select **XML sitemap**.



### Step 3

Click the **Submit XML sitemap** button.

Submit XML sitemap

Your XML sitemap has now been submitted to Google, Bing and Yahoo.



**Quick tip:** To create an XML sitemap, your website must have its own domain, for example [www.your-onlineshop.co.uk](http://www.your-onlineshop.co.uk).

Sign in to Google for the free Google webmaster tools to control and optimise the activation of you website.

## Using Google Analytics

Google Analytics is a free service that lets website operators view statistics on the use of their site, e.g. user numbers, frequently accessed pages or the origin of visitors. These statistics help you to better understand the behaviour and the needs of your customers and to optimise your website accordingly.

### How do I use Google Analytics?

To use Google Analytics for your website, you first need to log in to Google and specify some basic information about your site on the Analytics website. You receive a tracking ID which you then enter in the administration area of your website. You then determine which subpages of your website are to be recorded by Google Analytics. From this moment on, use of your website is statistically recorded and you can view all statistics on the Analytics website.

## Setting up Google Analytics for your eShop

### Step 1

Create a new user account or log in to an existing Google account via [www.google.com/analytics](http://www.google.com/analytics).

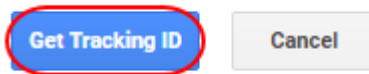


**Note:** If you have already set up other websites in Google Analytics, select **Manage**, then the dropdown menu under *Account* and then **Create new account**.

---

## Step 2

Fill in the Google Analytics registration form and select **Get Tracking ID**.



## Step 3

Accept the usage conditions of Google Analytics.

## Step 4

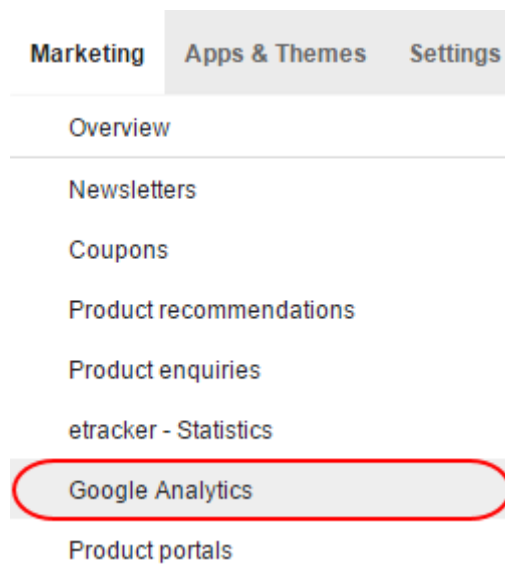
The *Tracking ID* will now be displayed. Copy this, it should look something like: UA-000000-01.

## Step 5

Log in to your eShop administration area.

## Step 6

From the main menu, select **Marketing** and then **Google Analytics**.



## Step 7

In the *Tracking-ID* field enter the tracking ID and click the **Save** button.

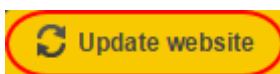
Tracking-ID   
Web Tracking Universal Analytics (analytics.js)

► [Show Google Analytics statistics](#)



## Step 8

Click the **Update website** button at the top.



Google Analytics now enters the statistics for your website. You can log in to the Google Analytics site and view the statistics.



**Important:** To be able to use Google Analytics, your website must have its own domain.

Make sure that the use of Google Analytics is permitted by data privacy laws in your country.

On your data privacy page, indicate that your website uses Google Analytics. [How do I edit my privacy information?](#)

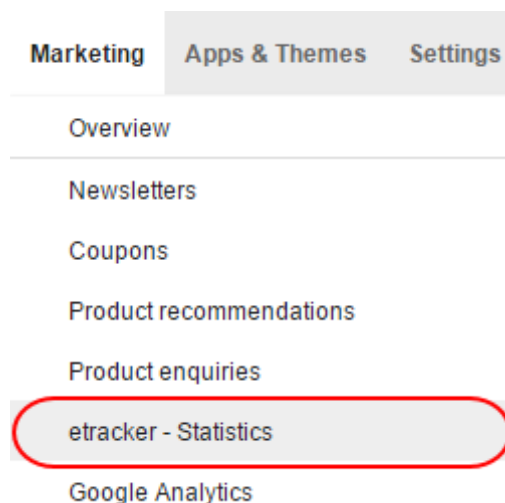
---

## Setting up etracker

etracker is a service that lets website operators view statistics on the use of their site, e.g. user numbers, frequently accessed pages or the origin of visitors. These statistics help you to better understand the behaviour and the needs of your customers and to optimise your website accordingly.

### Step 1

From the main menu, select **Marketing** and then **etracker statistics**.



### Step 2



**Quick tip:** If you have already created an etracker account, skip to step 4.

In the *password* field, enter a password that you would like to use for etracker, repeat the password in the *Password confirmation* field.

Secure access to your shop statistics using a password and keep the password in a safe place.

Password

.....

Password confirmation

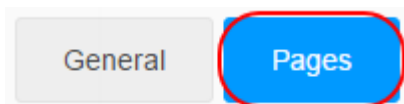
.....

**Set up account**

Once done, click the **Set up account** button.

### Step 3

Click the **Pages** button.



### Step 4

Select the pages that you want etracker to collect statistics for in the *Activate tracking* column.

Page	Importance	Activate tracking
		<input type="checkbox"/> Select all
Home page (open directly through the domain)	1 ▼	<input checked="" type="checkbox"/>
Home page - mobile view (open directly through the domain)	1 ▼	<input checked="" type="checkbox"/>
Home page (opening through internal link)	1 ▼	<input checked="" type="checkbox"/>
Home page - mobile view (opening through internal link)	1 ▼	<input checked="" type="checkbox"/>

### Step 5

For each page you can enter a value between 1 and 10 in the *Importance* column. 1 is "not important at all" and 10 is "extremely important". The etracker statistics can then be used to analyse the pages you consider to be important.

Page	Importance	Activate tracking
		<input type="checkbox"/> Select all
Home page (open directly through the domain)	1 ▼	<input checked="" type="checkbox"/>
Home page - mobile view (open directly through the domain)	1 ▼	<input checked="" type="checkbox"/>
Home page (opening through internal link)	1 ▼	<input checked="" type="checkbox"/>
Home page - mobile view (opening through internal link)	1 ▼	<input checked="" type="checkbox"/>

### Step 6

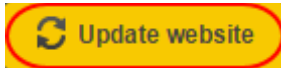
Click the **Save** button to save your data.



---

## Step 7

Click the **Update website** button at the top.



etracker will now record the statistics for your website. You can log in on the etracker website and view the statistics.



**Important:** Make sure that the use of etracker is permitted by data privacy laws in your country.

On your data privacy page, indicate that your website uses etracker.

[How do I edit my privacy information?](#)

## Using Google AdWords

### What is Google AdWords?

Google AdWords enables you to display an advert quickly and easily in the Google search results. The adverts appear either on the right-hand side of the page or directly above the search results and are discreetly marked as adverts. AdWords adverts are also displayed in partner advertising networks (in other search engines with Google technology and on websites with advertising featuring AdWords advertisers).

You can define keywords for search result pages on which your adverts are to be included. If, for example, you sell notebook PCs, you can have your adverts displayed to users who searched on Google for "notebook", "laptop", or "portable computer". This way you always reach the right users.

Billing is according to number of clicks. In other words, you only pay if someone actually clicked on your advert.

Other benefits of Google AdWords:

- You can define that your adverts are only visible for users at specific locations and in specific languages.
- You determine your advertising budget.
- Your advertising costs are always transparent.

## How do I use Google AdWords?

To use Google AdWords for your shop, you need to log in to Google and create an AdWords campaign. If you want to measure the success of your campaign more precisely, you can link it with your shop. You can then see how many users who accessed your shop via AdWords actually placed an order.

## Creating your first AdWords campaign

### Step 1

Create a new Google user account or log in to an existing Google account.

### Step 2

Select **Create first campaign** and follow the steps specified. More information is available in the Google AdWords help, in the AdWords tutorials and in the official community.

## How can I record how many orders I received as a result of AdWords?

You can track the number of visitors, who reached your shop via AdWords, who went on to actually place an order. This number is the basis for the conversion rate which indicates how many users performed a certain action (conversion). In this case, the action is an order.

First, set up a conversion action on the Google AdWords website and then incorporate the conversion tracking code in your shop:

### Step 1

Log in to your Google AdWords account.

### Step 2

In the menu at the top, select **Tools** and then **Conversions**.

### Step 3

Select the button + **CONVERSION**.

### Step 4

Enter a **conversion name**, e.g. *Orders via AdWords*.

---

### Step 5

Under *Source* leave the option **Website** selected.

### Step 6

Select **Save and continue**.

### Step 7

For the *Value*, select the option **The value of this conversion action may vary**.

### Step 8

For *Count*, leave the option **All conversions** selected.

### Step 9

Under *Conversion window*, select for how long after clicking on an advert a customer order is evaluated as a conversion.

### Step 10

Under *Category* select the option **Purchase/Sale**.

### Step 11

Under *Markup language* select the option **HTML**.

### Step 12

Under *Tracking display*, select the option **Don't add a notification to the code generated for my page**.

### Step 13

Select **Save and continue**.

### Step 14

Select **I make changes to code**.

### Step 15

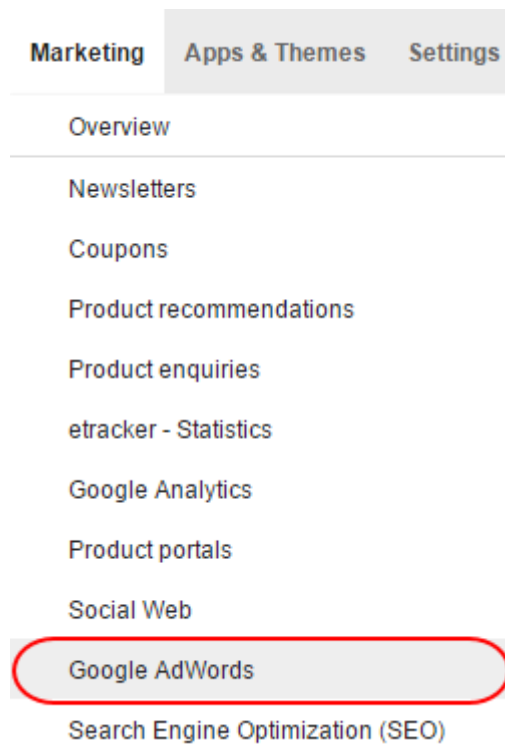
A text field appears with program code. Copy the entire code.

## Step 16

Select **Finished**.

## Step 17

Log in to your eShop administration area and in the main menu select **Marketing** and then **Google AdWords**.



## Step 18

Enter the code in the *Conversion tracking code* field.

Conversion tracking code

```
<!-- ADWORDS CONVERSION TRACKING: -->
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
//-->
if (5.0) {
var google_conversion_value = 5.0;
```

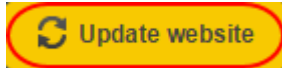
---

## Step 19

Click the **Save** button to save your changes.

## Step 20

Click the **Update website** button at the top.



When a customer reaches your shop via Google AdWords and enters an order, this will now be recorded by AdWords. To display the corresponding statistics, go to the AdWords website, select Tools and then Conversions and select the name of the conversion you created.

## Helpful links for Google AdWords

To get the best from Google AdWords you need to take some time to get to grips with the subject in detail. The best sources of information are the Google AdWords help, the AdWords tutorials and the official community.



**Important:** If you have incorporated the conversion tracking code, make sure you make your visitors aware of this on your data privacy page. How do I edit my privacy information?

## Selling products on portals and market places

It is possible to sell your products on product portals or market places like Amazon.

### What are product portals and market places?

Product portals are websites where products from sellers are displayed. Often they are used by customers using search engines to look for products. A visitor can search for a particular product and are able to see which online shops offer the product and how much they sell it for.

Market places are websites where sellers can offer their products directly. The order process is taken care of by the market place. One example for this is Amazon Marketplace.

For a seller, these portals are a very good opportunity to acquire new customers and benefit from the large amount of visitors these portals receive on a daily basis.

In order to sell via one of these portals, you have to do the following:

- Activate and set up a portal.

- Take care of the settings for this portal in the administration area.
- Register as a merchant for the portal.
- Export your products to the portal.



**Important:** To be able to sell via a product portal, there are certain requirements:

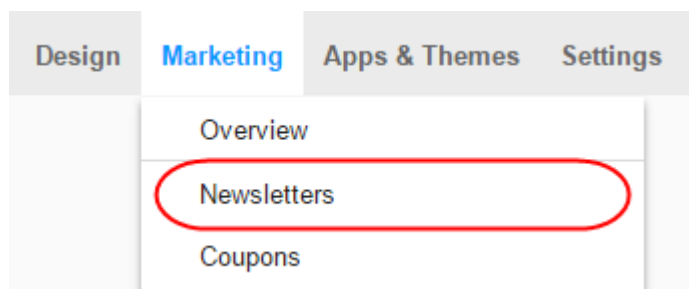
- The standard currency of the portal needs to be available in your shop.  
How do I add a new currency to my online shop?
- The standard language of the portal needs to be available in your shop and you need to provide your product texts in this language.
  - How do I add a new language to my website?
  - How do I create content in more than one language?

## Creating Newsletters

### Creating a newsletter

#### Step 1

Click **Marketing** and then **Newsletters**.



#### Step 2

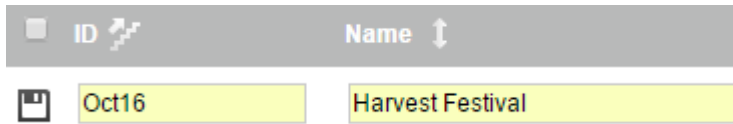
Select the ID of the newsletter campaign that you want to create your newsletter under.



---

### Step 3

Enter an *ID* and a *Name* for your newsletter in the fields provided, then click **Save**



A screenshot of a form with two input fields. The first field is labeled 'ID' with a small icon of a document and a lightning bolt. The second field is labeled 'Name' with a small icon of a double-headed arrow. Both fields contain text: 'Oct16' and 'Harvest Festival' respectively. A 'Save' button is visible at the bottom right of the form.

### Step 4

You have now created a blank newsletter, follow the next section on designing your newsletter.

## Designing your newsletter

### Step 1

Click the ID of the newsletter that you created in the previous section.



A screenshot of a table with two columns: 'ID' and 'Name'. The 'ID' column contains 'Oct16' and the 'Name' column contains 'Harvest Festival'. The 'Oct16' text is highlighted with a red circle.

### Step 2

Enter a subject for your newsletter in the *Subject* field.



A screenshot of a form with two input fields. The first field is labeled 'Subject' with a red asterisk. The second field is labeled 'Theme' and contains a dropdown menu with the text '(Select entry)'. A 'Load template' button is visible at the bottom right. The 'Subject' field contains the text 'Harvest festival deals' and is highlighted with a red circle.

### Step 3

Using the editor design your newsletter how you want to, the toolbar includes standard text editing tools along with some extras:

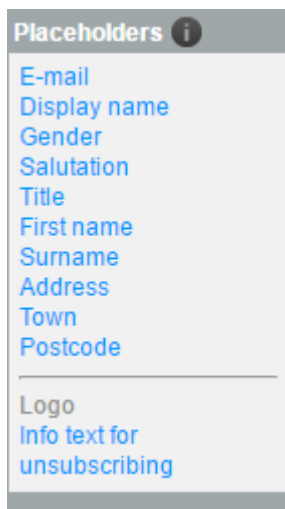


1. Insert an image
2. Add an app such as a Facebook or Twitter button.
3. Create or remove links.
4. Create a table.
5. Switch between design or source.

## Step 4

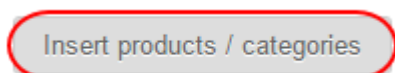
You can also add *Placeholders* which allow you to automatically fill in details when your emails are sent. For example you can use the *First name* placeholder, and when the email is sent it will fill in the customer's first name for you.

To add a placeholder, simply place your cursor where you want to add a placeholder in the *Text box* and click the placeholder you want to add from the table.



## Step 5

Using the **Insert products / categories** button below the text box you can add your products and categories into your newsletter.





---

## Step 6

Once you have finished designing your newsletter, set the following options below the *text* box.

- **Sender name:** Enter a name that you want your newsletter to be sent under.
- **Send date:** Set a date and time for the newsletter to be sent.
- **Coupon campaign:** Use this to add a coupon campaign to your newsletter.
- **Sender e-mail:** Enter the email address you want to send from. This must be a mailbox that is already set up with your domain.
- **Enter an e-mail address:** This is the email address that you want a test email of your newsletter to be sent to.

Once done, to test your newsletter, click the **Send test e-mail** button.

Sender name *	<input type="text" value="Ralph Smith"/>	Sender e-mail *	<input type="text" value="ralph@ralphsfarmshop.com"/> ⓘ
Send date	<input type="text" value="07/10/2016 08:00"/> ⓘ	Test e-mail	<input type="text" value="ralph@ralphsdomainname.com"/> ↕ <a href="#">Change</a>
Date sent	Not yet sent		
Coupon campaign	<input type="text" value="Spring Sale (£5.00)"/> ▼		
		<input type="button" value="Send test e-mail"/>	

## Step 7

Once you are happy with your newsletter, click the **Save** button to save your changes.

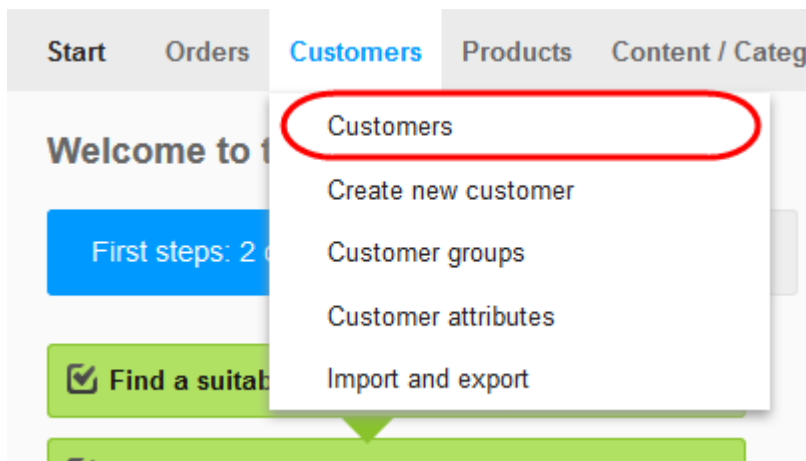
# Orders

## Manually creating an order

Orders placed through your online shop will be created for you automatically. If you accept order via phone, you can also create orders manually.

### Step 1

In the Administration area in the main menu, select **Customers** and then **Customers**.



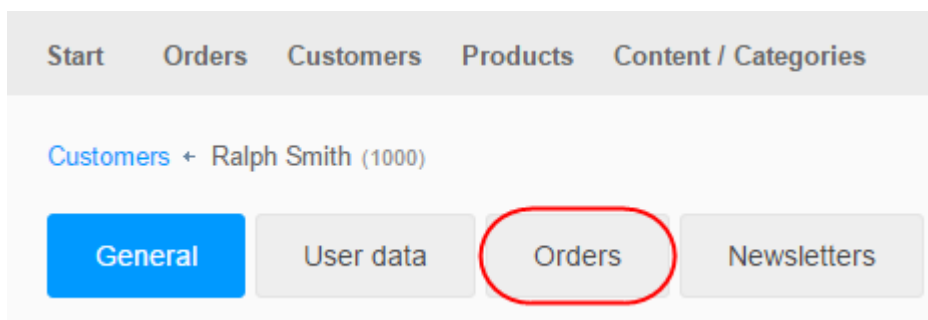
### Step 2

Select the customer for whom you want to create an order for.

If the customer has not yet been created, you can manually create a customer account?

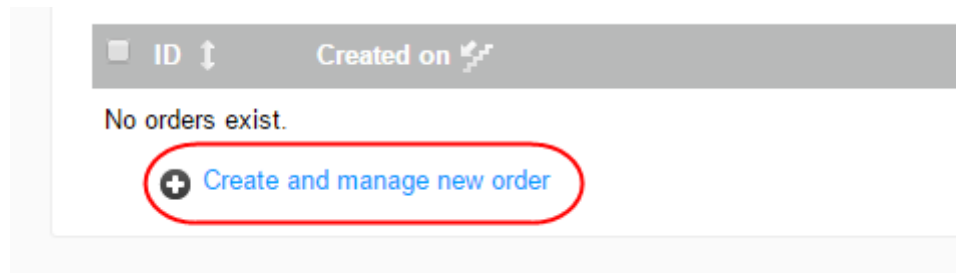
### Step 3

Select **Orders**.



## Step 4

At the end of the table, select **Create and manage new order**.



■ ID ↑ Created on ↗


No orders exist.

**+ Create and manage new order**

## Step 5

To allocate products to this new order select the **Assign products**.

No.	Quantity	Product no.	Name
1	Subtotal		
2	Payment method	Payment in advance ▼	
3	Tax area	EU country ▼	Tax model <input checked="" type="radio"/> Gross <input type="radio"/> Net
4	Total amount		
5	Total amount (without VAT)		

 Quantity   **Assign products**

## Step 6

When you have finished taking the order, select **Apply** to create it.

## Step 7

Send an order confirmation to the customer by e-mail using the link **Send order confirmation e-mail**.

### Status

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Viewed             | <input type="checkbox"/> Partially dispatched | <input type="checkbox"/> Partially paid |
| <input type="checkbox"/> Rejected           | <input type="checkbox"/> Dispatched           | <input type="checkbox"/> Paid           |
| <input type="checkbox"/> In process         | <input type="checkbox"/> Delivered            | <input type="checkbox"/> Returned       |
| <input type="checkbox"/> Pending            | <input type="checkbox"/> Partially invoiced   | <input type="checkbox"/> Closed         |
| <input type="checkbox"/> Ready for dispatch | <input type="checkbox"/> Invoiced             | <input type="checkbox"/> Archived       |

Customer **Ralph Smith (1000)**

Order number  

 **Send order confirmation e-mail**

 **Print order**

 **Generate and print documents**

 **Send invoice as PDF file**

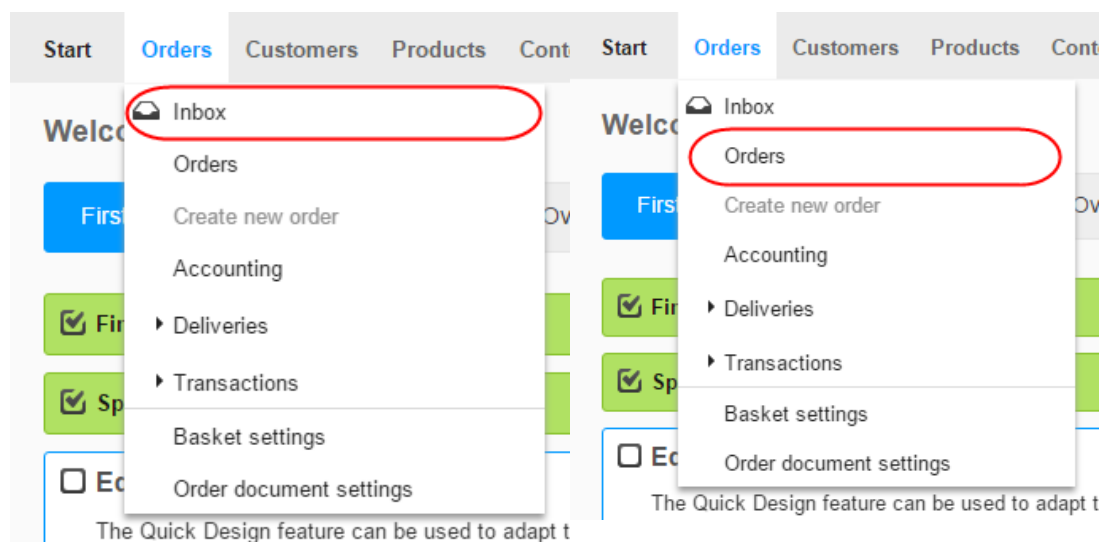
 **Export order**

## Exporting Orders

You can import and export various types of data associated with your website. This feature is useful for moving data to between shops, or into ERP systems. It can also be used to take a quick point in time snapshot of your shop data for backup.

## Step 1

Within the Administration area, select **Orders** and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).



---

## Step 2

Select all the orders you want to export.

Use the search function if necessary to find the orders you require. How do I use the search function in the administration area?

## Step 3

Select the lower part of the **Export** button.



## Step 4

Choose whether you want to export the orders as an XML file or as a text file.

## Step 5

The export will begin. Depending on how many Orders you have, this may take a few minutes.



**Note:** During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

It is not possible to export all of your orders directly. You'll always need to first select the orders you want to export.

Orders cannot be re-imported.

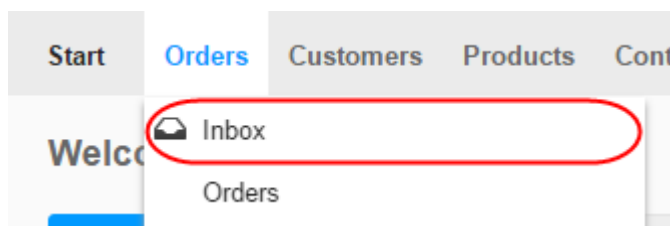
# Viewing order comments

While ordering something in your shop, customers can submit order and delivery comments.

This allows customers to let you know about any special wishes regarding their order.

## Step 1

In the Administration area in the main menu, select **Orders** and then **Inbox**.





## Step 2

In the table you will see all new Orders.

## Step 3

Hover the cursor over the icon to display the customer's comment.

Order no. ↑	Created on ↗	Customer ↑
 Order 1001	 30/09/2016 13:53	Smith, Ralph
<div>Order and delivery comments: Please gift wrap.</div>		

## Step 4

If you open one of the orders by selecting its Order no. you will also find the customer's comment in the field **Order and delivery comments**.

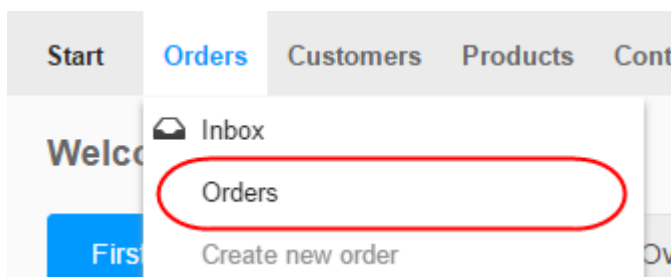
You can also enter information for the customer in this field.

# Processing customised orders

If you offer your customers customisable products such as t-shirts with a logo that they can design themselves and upload. You can view the details of the orders in the Administration area.

## Step 1

In the Administration area in the main menu, select **Orders** and then **Orders**.



## Step 2

In the table, select the order you want to process.

---

### Step 3

If the customer has customised one of the ordered products, you will find more information on customisation in the overview of ordered products.

No.	Quantity	Product no.	Name	UP	VAT	TP
1	1 piece(s)	 0001	Pint Mug - custom Customization:    → <a href="#">RalphTechLogo.png</a>	£8.99	20%	£8.99
2	Subtotal					£8.99

### Step 4

The 3 icons will allow you to see the text added when the product was customised by the customer. Any images uploaded will also be added. You can also download a PDF file which shows the layout of the customised product and details on the fonts and colours chosen.

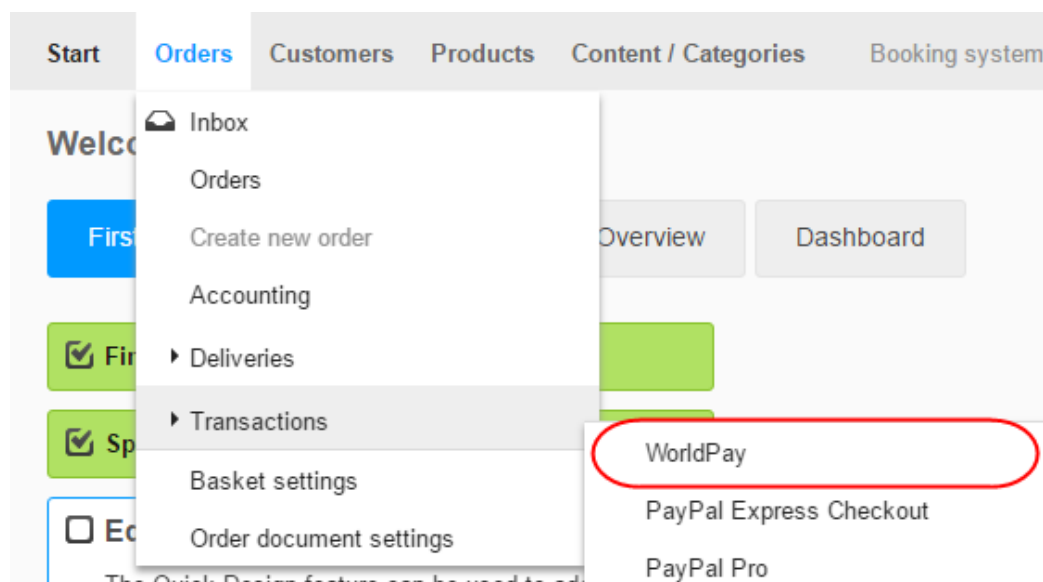
### Step 5

Select the icon to send the customisation details as a PDF file to a recipient determined by you. The recipient receives an e-mail with the PDF document as attachment. If the customer has uploaded images, these will be attached to the e-mail. If, for example, an external provider customises the product for you, you can send them the customisation details in this way.

# Managing WorldPay orders

## Step 1

In the Administration area in the main menu, select **Orders**, then **Transactions** and finally **WorldPay**.



## Step 2

The table displays all WorldPay transactions. The columns in the table have the following meanings.

Column	Description
Date	Date the order was placed.
Order no	The order number.
Transaction no	The WorldPay transaction number.
Amount	Value of the basket for this order.
Authorised amount	Value of the basket for this order in the currency the customer has used for WorldPay.
AVS	<p>In most cases, WorldPay automatically verifies the payment data and address that customers enter when paying. This is meant to avoid any possible cases of fraud. The four-digit AVS code displays the result of this verification.</p> <ul style="list-style-type: none"><li>• The first digit of the AVS code shows the result of the card verification.</li><li>• The second digit is the result of the post code verification.</li></ul>



- 
- The third digit is the result of the address verification.
  - The fourth digit is the result of the country comparison.

The values have the following meanings:

- 0: The verification is not supported.
- 1: Verification of the data was not completed.
- 2: The specified data agree with the data stored in the system of the card issuer.
- 4: The specified data does not agree with the data stored in the system of the card issuer. CAUTION: This does not necessarily mean that there is a case of fraud. However, an additional verification of the buyer is required before the transaction can continue to be processed.
- 8: The specified data partially agree with the data stored in the system of the card issuer.

An example: If the first digit of the AVS code is a 4, it means that the card data specified by the customer does not match the data stored in the card issuer's system. Not all WorldPay access data support the AVS code. It depends on the customer's bank and the type of contract they have with WorldPay.

#### Status

This column displays which orders require manual debiting. Use the link **Open WorldPay administration** to view and edit the transaction on the WorldPay website.

# Viewing the status of an order

To simplify editing orders, you can define a different status for each individual order. For example, you can very easily determine which of the orders you have sent and which ones have already been paid for.

## What are the different order statuses?

The following statuses are available:

Order status	Description
Viewed	You have opened this order in the administration area. Read the section "A special feature: the 'Viewed' order status" below.
Rejected	You have rejected the order so it has been cancelled. The stock level is automatically adjusted for the relevant products. <a href="#">What is the stock level / minimum stock level and how do I use it?</a>
In process	You have started editing the order.
Pending	Editing of the order is currently paused.
Ready for dispatch	The order is ready but has not yet been sent.
Partially dispatched	Parts of the order have been sent to the customer, but some have not.
Dispatched	You have sent the complete order to the customer.
Delivered	The delivery has been completed.
Partially invoiced	You have partially invoiced the customer.
Invoiced	You have invoiced the customer.
Partially paid	The customer has partially paid the invoice.
Paid	The customer has paid the invoice.
Returned	The customer has returned the order.
Closed	The order has been completed.
Archived	Archived.

---

## The “Viewed” order status

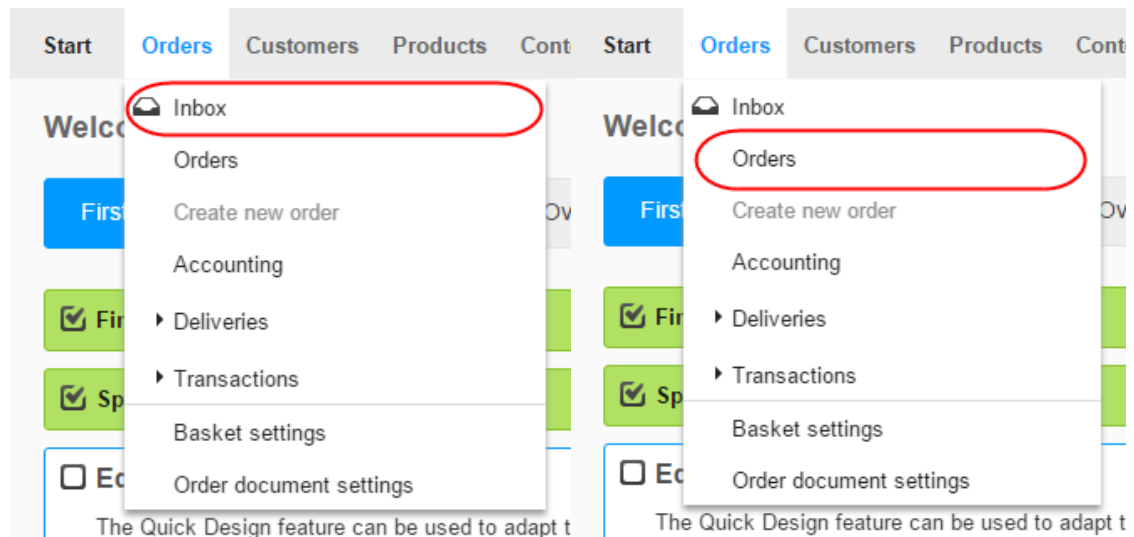
The *Viewed* order status has a special role:

- It is automatically set for each order as soon as they have been opened.
- Under *Orders >> Inbox*, only those orders are shown that are not yet marked as *Viewed*.
- The order number of an order that has not yet been marked as *Viewed* is shown in bold text in the table on the page *Orders >> Orders*.

## How to manage an order’s status



















### Step 1

Within the Administration area, select **Orders** and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).



## Step 2

The table shows a list of all orders. The Status column provides an initial overview of the most important order statuses:

Icon	Description
	In process
	Pending
	Not yet Invoiced
	Partially invoiced
	Invoiced
	Not yet Paid
	Partially paid
	Paid
	Not yet Dispatched
	Ready for dispatch
	Partially dispatched
	Dispatched
	Returned
	Delivered
	Not yet Closed
	Closed
	Rejected
	Archived

If you move the cursor over one of the symbols, you will usually see the date and time that this status was set.

## Step 3

To edit the status of an order, select its order number.

---

## Step 4

You can directly change the status of an order without editing the order itself.

At the top of the page, you will see different statuses that you can set using check boxes. As soon as you have ticked something off, the current date and time are inserted. You will then later be able to retrace when each status was set.

### Status

- |   |                  |   |   |
|---|------------------|---|---|
| <input checked="" type="checkbox"/> Viewed  | 30/09/2016 14:27 | <input type="checkbox"/> Partially dispatched | <input type="checkbox"/> Partially paid |
| <input type="checkbox"/> Rejected           |                  | <input type="checkbox"/> Dispatched           | <input type="checkbox"/> Paid           |
| <input type="checkbox"/> In process         |                  | <input type="checkbox"/> Delivered            | <input type="checkbox"/> Returned       |
| <input type="checkbox"/> Pending            |                  | <input type="checkbox"/> Partially invoiced   | <input type="checkbox"/> Closed         |
| <input type="checkbox"/> Ready for dispatch |                  | <input type="checkbox"/> Invoiced             | <input type="checkbox"/> Archived       |

## Step 5

**Save** your changes.



**Note:** You can set it so that your shop automatically sends an e-mail to the customer when you have set a certain order status. For example, your customer will immediately receive an e-mail as soon as an order is marked as *Sent*. How do I manage and edit the e-mails my shop sends out? Orders cannot be edited if they have the status *Rejected*, *Closed* or *Archived*.

Orders can only be deleted if they have the status *Rejected*, *Closed* or *Archived*.

Registered customers can view the status of their orders in the online shop under the area "My Account". They are shown the most recently set order status.

In the overview of the orders (under *Orders >> Inbox and Orders >> Orders*), you can also make a targeted search for orders with a specific status. To do this, use the expanded search. How do I use the search function in the administration area? Your shop system does not check whether the individual status of an order makes logical sense. For example, you may give an order both the status *Rejected* and *Sent*, or both *Partially invoiced* and *Invoiced*.

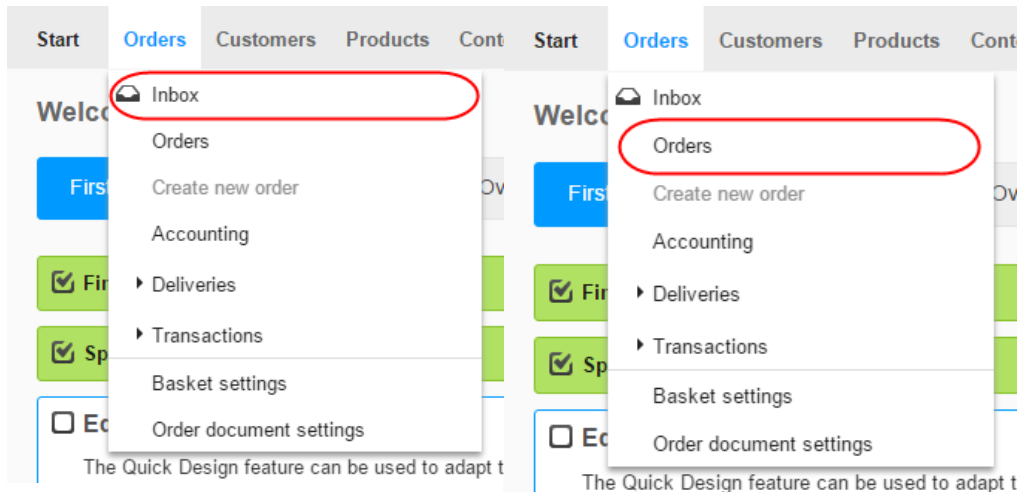
# Managing Invoices

You can generate invoices for every order and email them, print them out and save them.

## Generating an invoice for a specific order

### Step 1

Within the Administration area, select **Orders** and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).

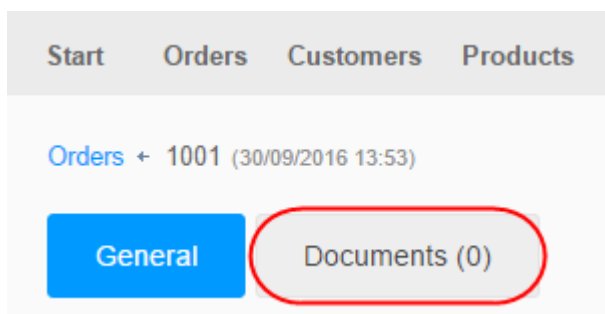


### Step 2

Select the order you want to generate an invoice for.

### Step 3

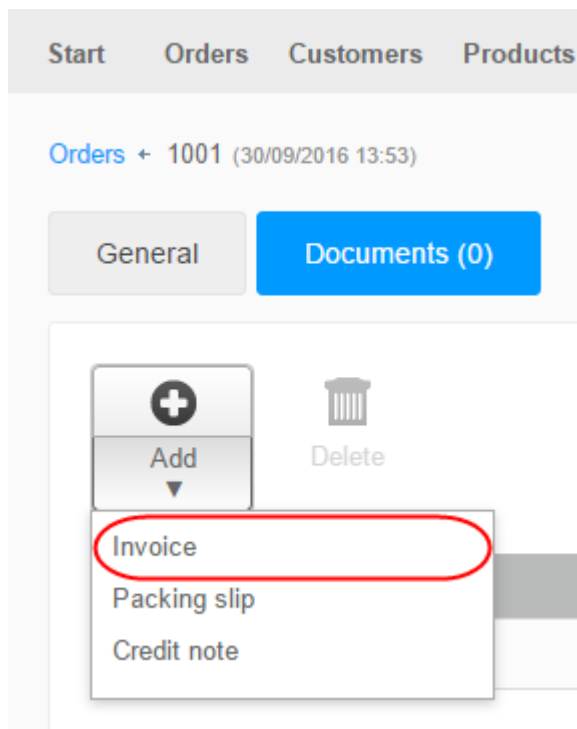
Select **Documents**. This link is not available if the order is in edit mode. If this is the case, select **Cancel** at the bottom of the page to exit the editing mode.



---

### Step 4

In the table you'll see an overview of all the order-related documents created so far for this order. Click on the lower part of the **Add** button and then select **Invoice**.



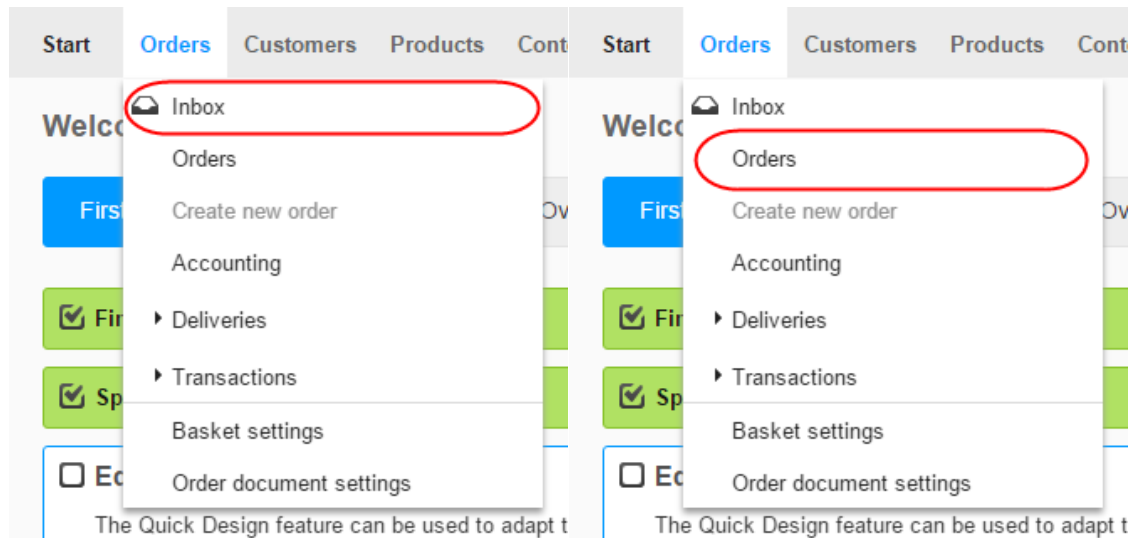
### Step 5

The invoice is then generated.

# Generating invoices for multiple orders

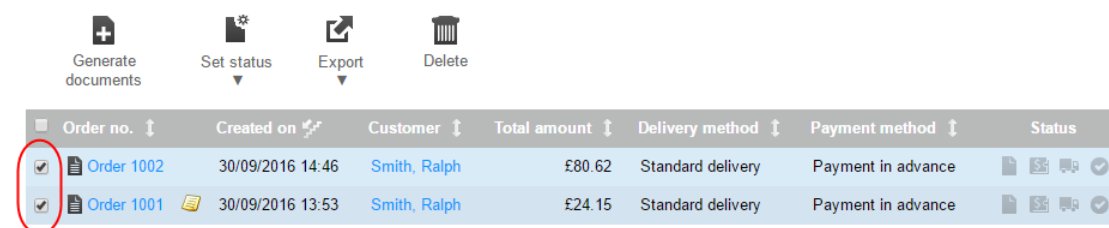
## Step 1

Within the Administration area, select **Orders** and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).



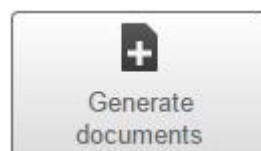
## Step 2

Select all the orders you want to generate invoices for.



## Step 3

Select **Generate documents**.



## Step 4

Here you can choose whether the documents should be printed immediately, select the documents you want to generate and enter any additional settings.




---


## Generate and print documents X

**Selected orders: 2**

Command ☒ Generate and print documents  
☐ Generate documents

Documents ☒ Packing slip  
☒ Invoice  
☒ Shipping label

Packing slip date / Invoice date  

Dispatch date  

☒ Set status to "Ready for dispatch"  
☐ Set status to "Dispatched"  
☐ Set status to "Invoiced"

---

Create

Cancel

### Step 5

Select **Create**.

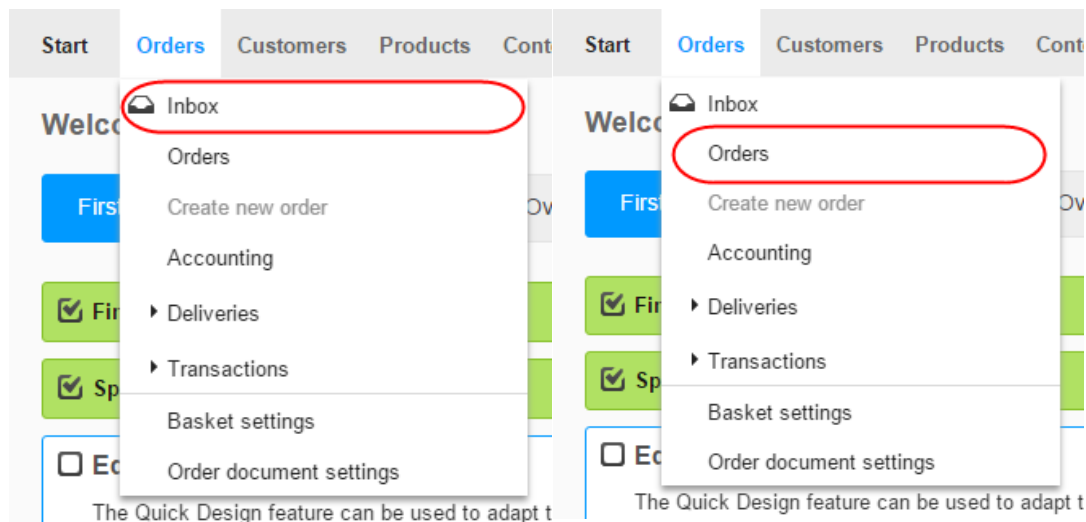
### Step 6

The documents are then generated.

## Editing, downloading or printing an Invoice

### Step 1

Within the Administration area, select **Orders** and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).

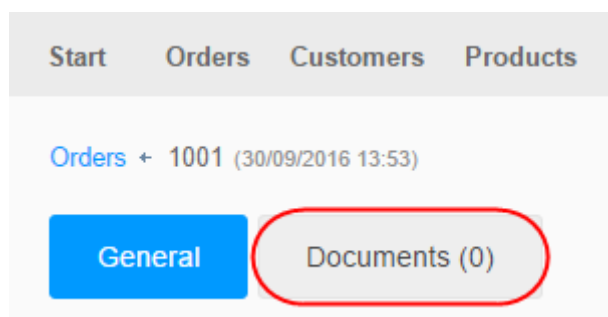


### Step 2

Select the order that you want to edit.

### Step 3




Select **Documents**. This link is not available if the order is in edit mode. If this is the case, select **Cancel** at the bottom of the page to exit the editing mode.



---

## Step 4

In the table you'll see an overview of all the order-related documents created so far for this order. The following options are available:

Option	Description
Edit invoice	In the table select an invoice, edit it and save the changes.  Do you want to make changes that affect every invoice? <a href="#">How do I edit the invoice which my customers receive from me?</a>
Display print view	On the right-hand side of the table, select the  symbol in the <i>Commands</i> column. A new window will open with the print view.  Select <b>Print</b> to print out the invoice. Headers and footers that obstruct the contents might be included in the printout.  Alternatively, you can download the invoice as a PDF file and then print that out.
Download as PDF file	On the right-hand side of the table, select the  symbol in the <i>Commands</i> column. You can now either open the invoice as a PDF file or download it onto your computer.
Send as PDF file	On the right-hand side of the table, select the  symbol in the <i>Commands</i> column. Here you enter the recipient(s), subject and text of the email and select <b>Send</b> .

## Automatically attaching invoices to emails

For more information, see [How do I attach invoices to e-mails that my customers receive from me?](#)

Within the administration area, if you want to save an order-related document in an unchangeable, tamper-proof state, you should open it and select the **Finalise** button at the bottom of the page. The document can then still be viewed and printed but can no longer be edited or deleted. For any additions or corrections you will then need to create a new document.

The address you entered in the administration area will be used as the sender's address for the order-related documents. [How do I change my address?](#)

By checking the order status, you will have an overview of which orders have already been invoiced and which ones haven't. [What is the status of an order?](#)

If you delete ordered products or change the order within an invoice, this will only affect the document itself and not the order or the stock levels.

If you modify an order, those changes will not affect any documents already created.

Any existing comments on the payment method will only be included in printouts if you have set the payment status as Paid. [How do I define a comment for a payment method?](#) and [What is the status of an order?](#)