eShop Quick Start Guide

The eShop Quick Start guide takes you through the basic steps needed to get an eShop up and running.

Contents

Introduction

The eShop Quick Start guide takes you through the basic steps needed to get an eShop up and running.

Setting up your eShop for the first time

The first time that you log in to the Administration area of your eShop, you will be prompted to set up some basic options.
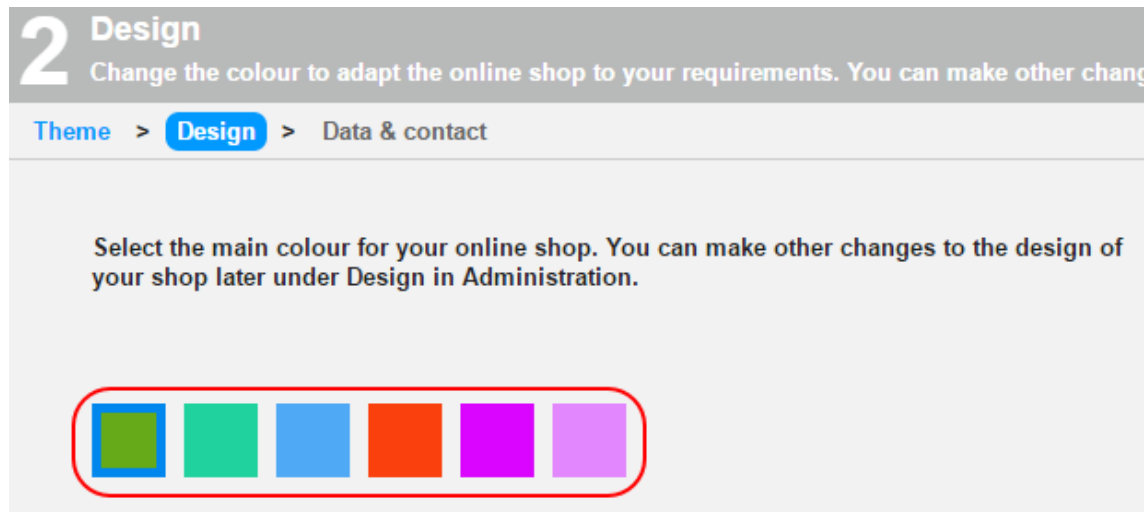
Step 1

The first thing you will need to do is to select one of the premade themes. Click on the one that you want to use and click **Next**.
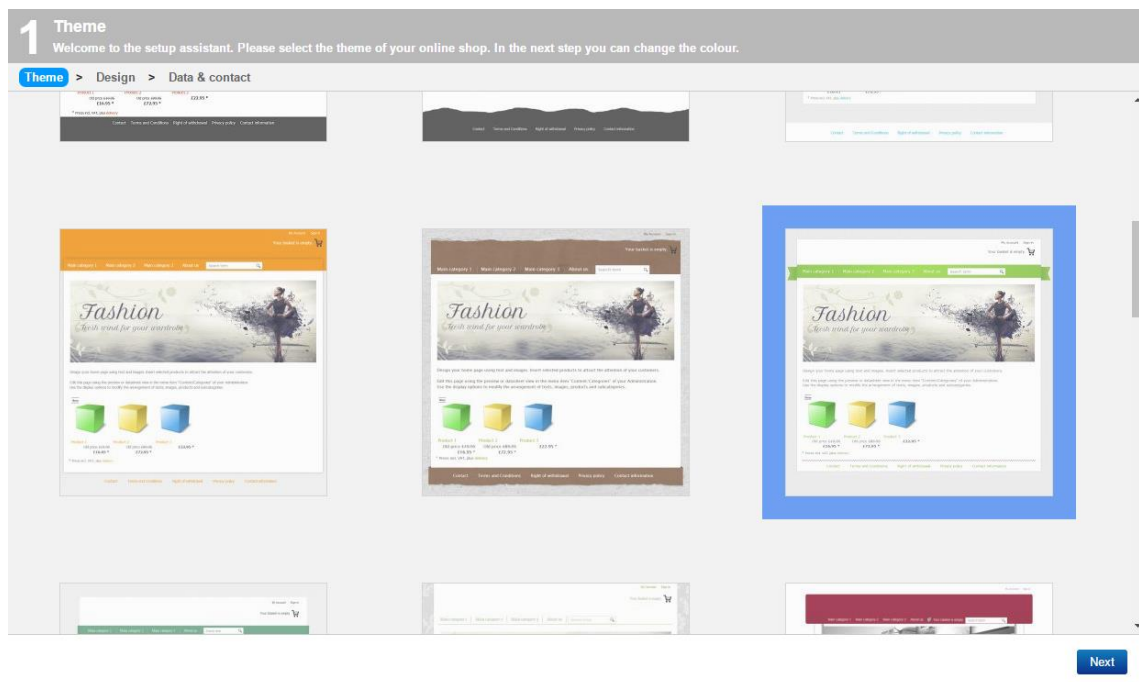
Step 2

Next, select the main colour that you want to use, this will be used as the colour for menus and headings.

Step 3

On the left hand side, enter the details for your shop.

- **Company name**: Enter your company name.
- **Name of website**: Enter the name of your website that you want to display in the header of your shop.
- **Slogan**: Enter a slogan, this will be displayed under your header.
- **Logo**: Use this to upload a logo, this will be displayed with your website name and slogan.

Step 4

On the right hand side, enter your contact details:

- **First name**: Enter your first name.
- **Surname**: Enter your surname.
- **E-mail**: Enter your email address.
- **Phone**: Enter your phone number.
- **Fax**: Enter your fax number.
- **Country**: Select your country from the dropdown menu.
- **Address**: Enter your address.
- **Postcode**: Enter your postcode.
- **Town**: Enter your town.
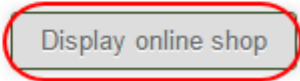
How can your customers reach you?

First name *	Ralph
Surname *	Smith
E-mail *	ralph@ralphsdomainname.com
Phone	01189998819991197253
Fax	01189998819991197253
Country *	United Kingdom ▼
Address *	1 Farm Lane
Postcode *	GL11AB
Town *	Gloucester

Step 5

Once you have finished filling in the details click **Apply**. A preview will appear, click **Display online shop**.

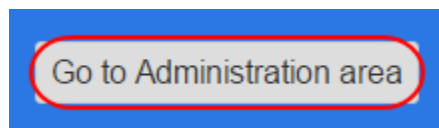**Preview**   ⊗

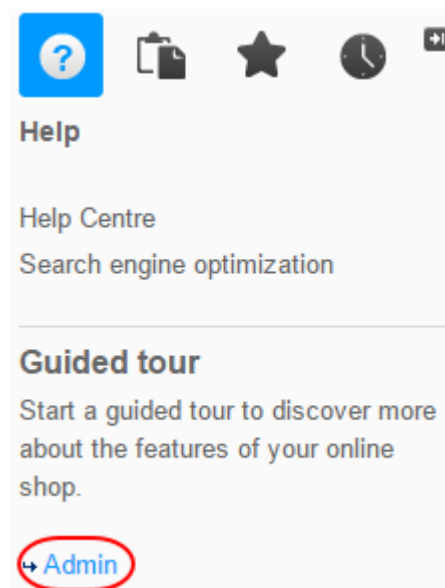Well done, your online shop is finished!

Display online shop

Step 6

Now your shop is set up with the basic configuration, to start customising and building your shop click the **Go to Administration area** button in the top right corner of the preview page.

Go to Administration area

Once you are in the *Administration area* you can take a guided tour by clicking the **Admin** link in the *Guided tour* section on the right side of the page.

Help

Help Centre
Search engine optimization

Guided tour

Start a guided tour to discover more about the features of your online shop.
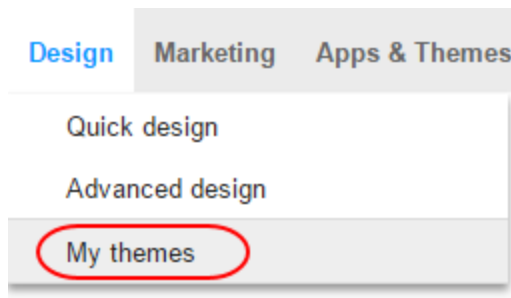
Admin

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.
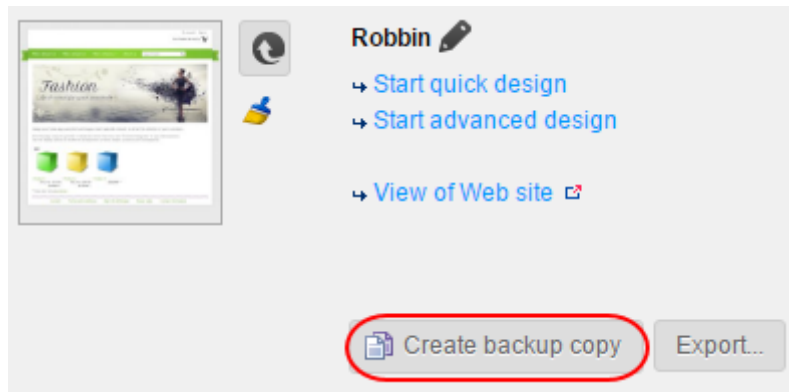
Create a Backup theme

Step 1

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

Step 2

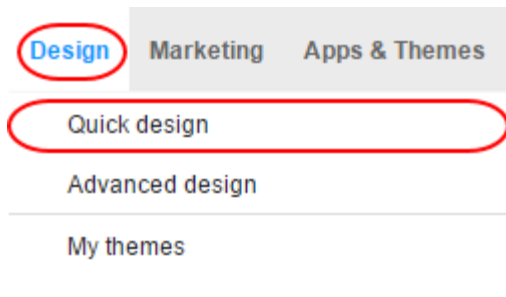Click **Create backup copy** under the theme that is currently in use.

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.
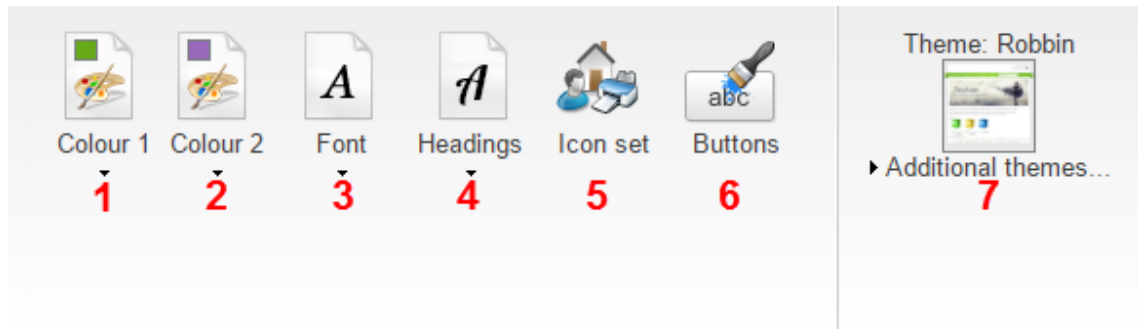
1. **Colour 1** - Change the main colour of your theme. Colour 2 - Change the secondary colour of your theme.

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

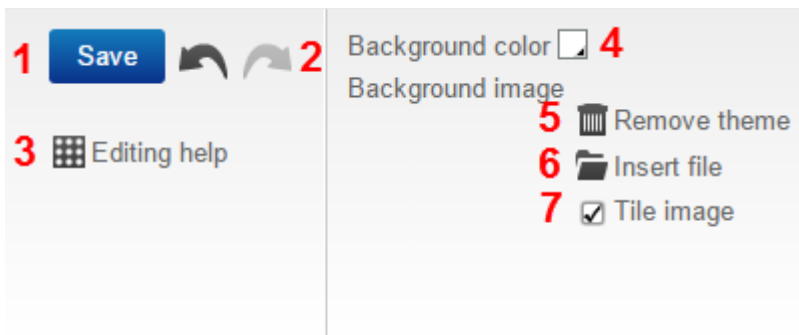From the *Design* menu, click **Advanced design**.
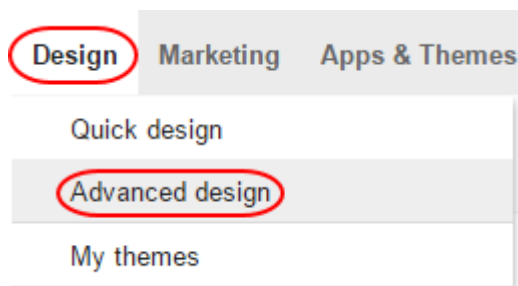
Step 2

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.
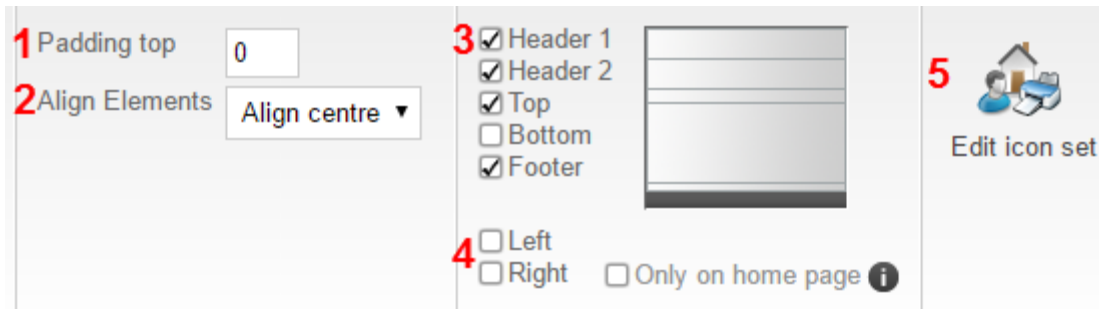
1. Set the amount of padding that you want to have at the top of the page area.

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.
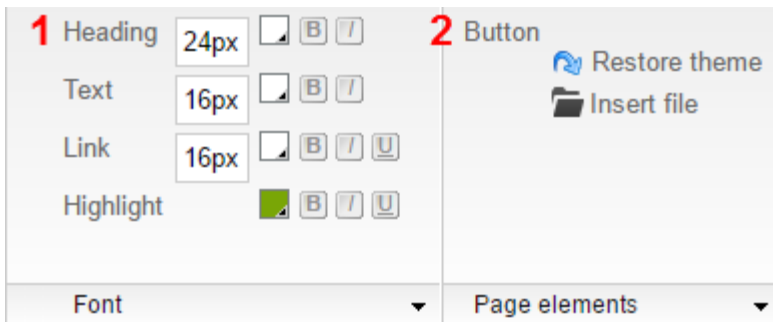
1. Choose the size, colour and style of your text elements.

2. Restore the theme for your website's buttons or insert an image.

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:
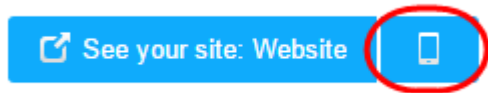
Adding pages and categories

Step 1

In the Administration area in the main menu, select **Content / Categories** then **Content preview**.
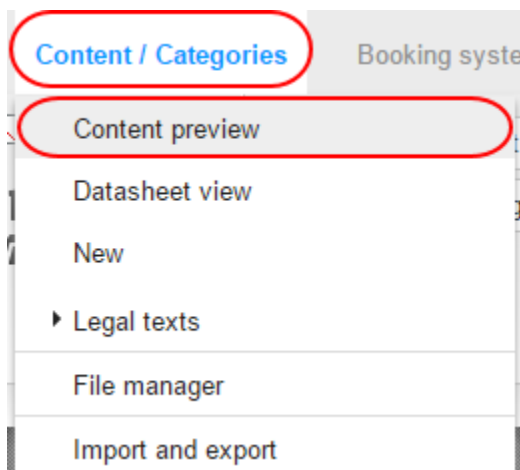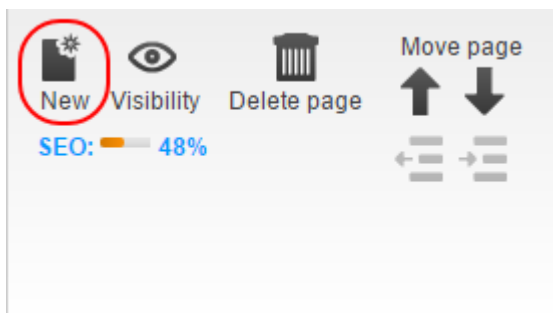
Step 2

Select where the new page/category should be created in the page browser on the left-hand side.
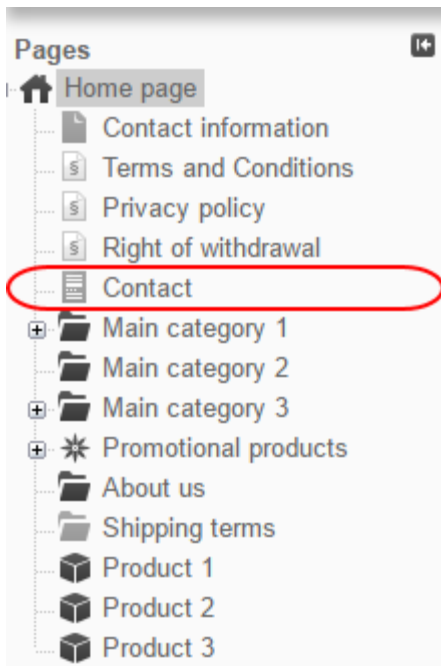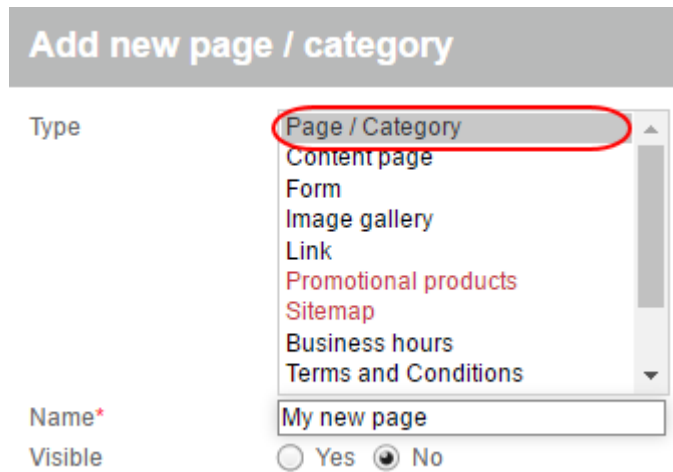
Step 3

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.

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.
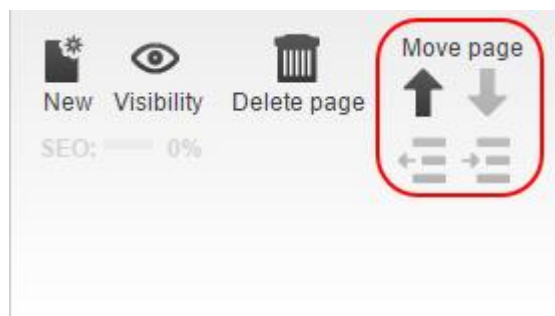
Step 7

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.
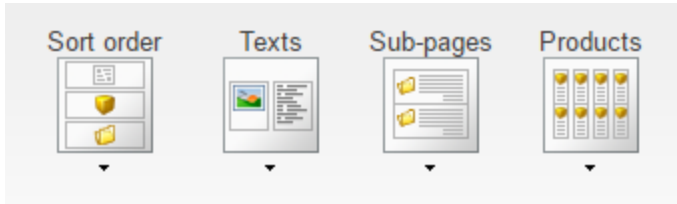
- **Sort order**: Select the order that text, products and sub-pages should be displayed.
- **Texts**: Choose how texts should align in relation to images, videos etc.
- **Sub-pages**: Select how many columns sub-pages should be displayed in.
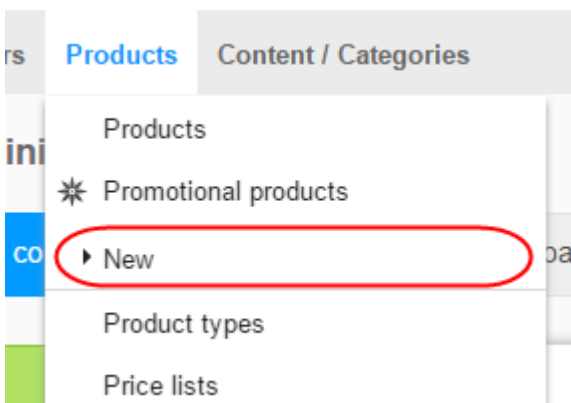- **Products**: Choose how you want to display products.

Step 8

Click **Visibility** in the toolbar, change the *Visibility* option to **Yes** and click **Apply**.
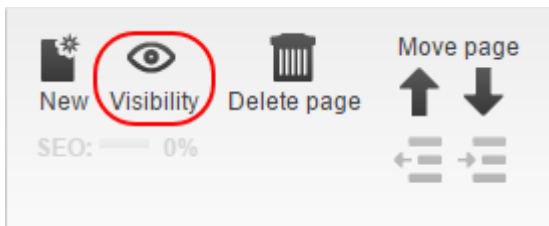
Adding a new product

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.
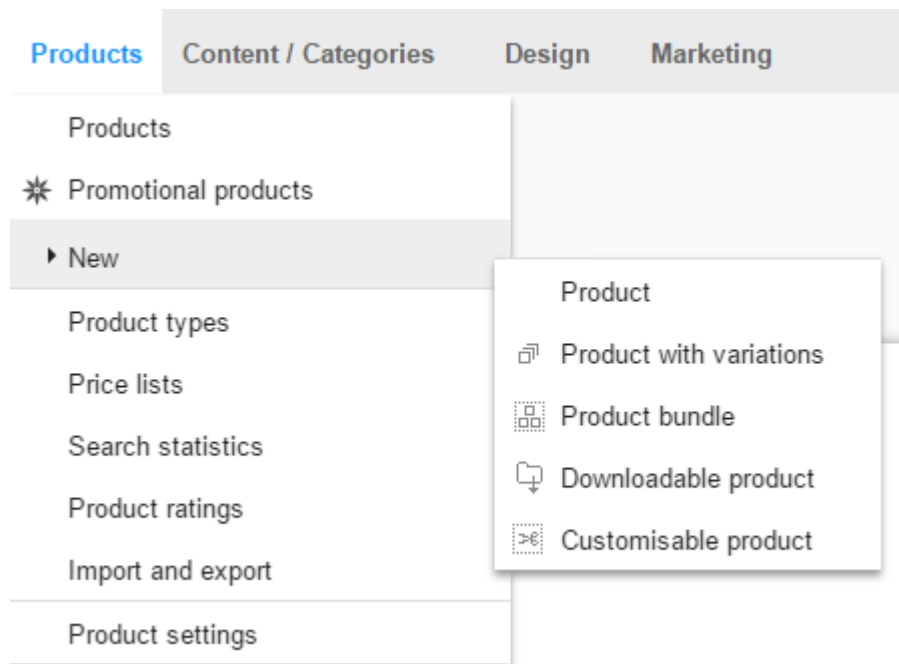
- **Product:** A simple, individual product.
- **Product with variations**: A product that can be available in different variations such as colour and/or sizes.
- **Product bundle:** A set of products on offer for a single price. This could be a bundle of related books.
- **Downloadable product:** Non-physical, 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 images to products

Step 1

In the Administration area in the main menu, select **Products** and then **Products**.
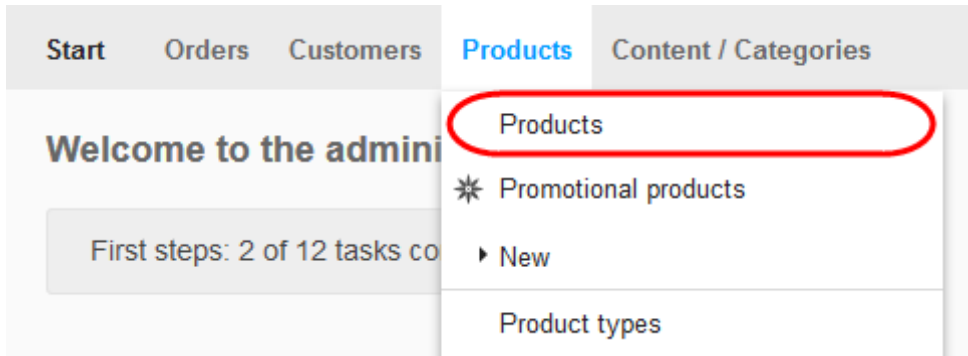
Step 2

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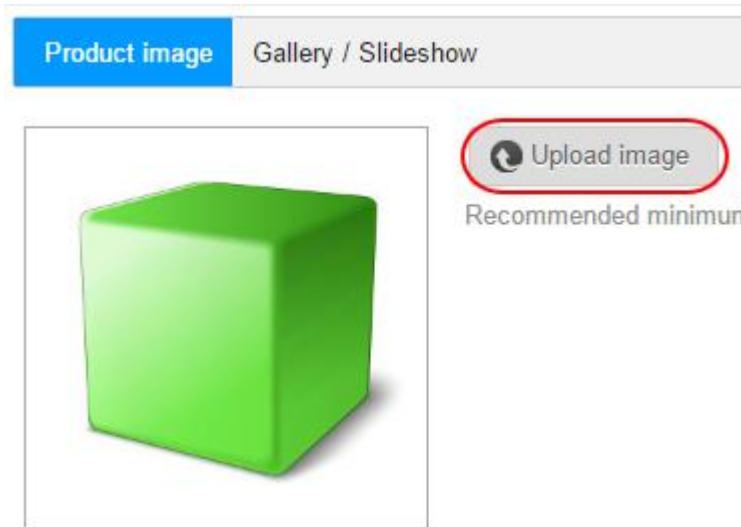
to add an image to.

Step 3

Click **Images** in the *Product* menu.
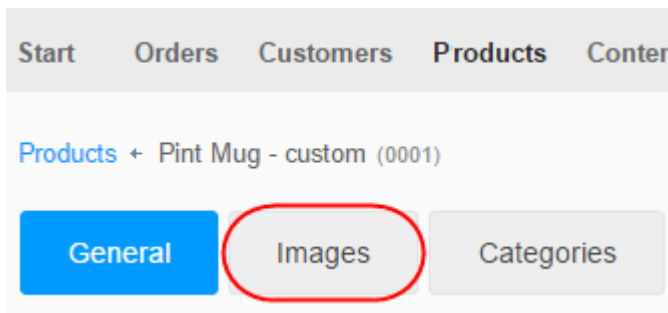
Step 4

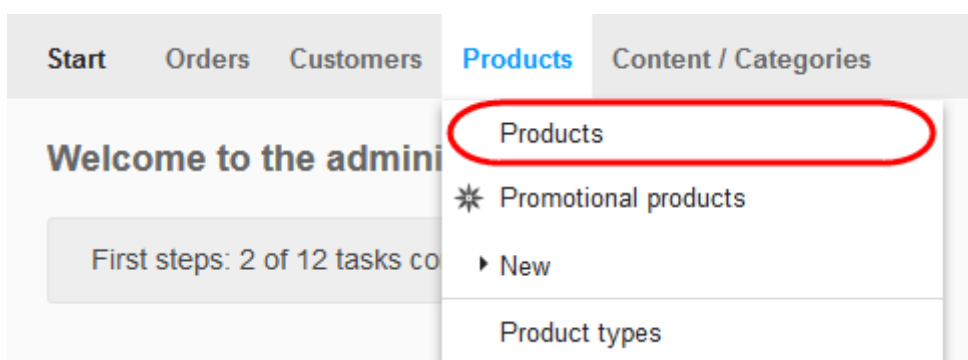Click the **Upload image** button and upload your image.

> 💡 **Quick tip:** Under *Gallery / Slideshow* you can upload multiple images for your product to create an image gallery or slideshow.

Assigning products to categories

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...**
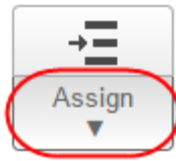
Step 4

Select the desired category from the *Category* option.

Step 5

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

Making a product visible in your eShop

Step 1

In the Administration area in the main menu, select **Products** and then **Products**.
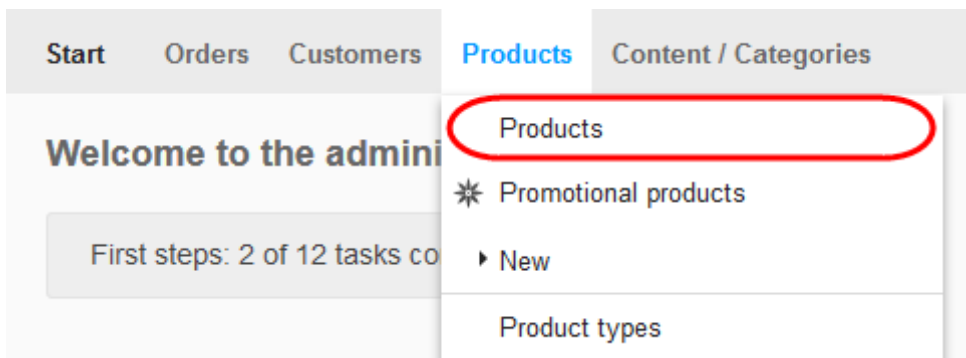
Step 2

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.
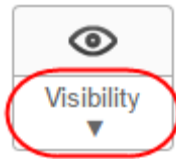
Step 5

Select **Set visible**. The selected products will now be visible in your eShop.
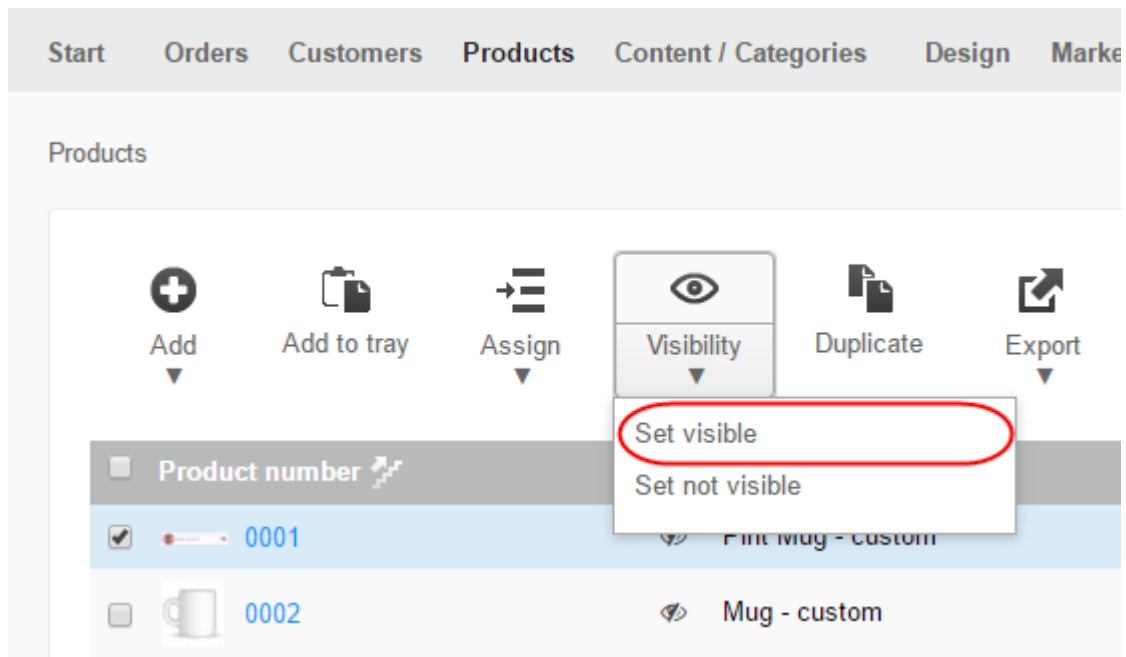
Setting up payment methods

Step 1

Select a new payment method from the *Select entry* list and click the **Plus** icon.
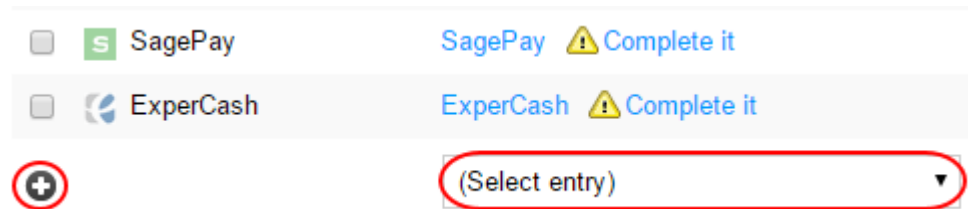
Step 2

If you want to, you can edit the name of the payment in the *Name in shop* column.

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.

Step 4

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

Step 5

Next to the payment method that you want to set up click the **Complete it** link.

Step 6

You will be presented with a form to fill in. The details that you need to include will vary depending on the payment method you are setting up. Once you have completed the form click the **Save** button.

Setting up delivery methods

Step 1

In the Administration area in the main menu, select **Settings** and then **Delivery**.
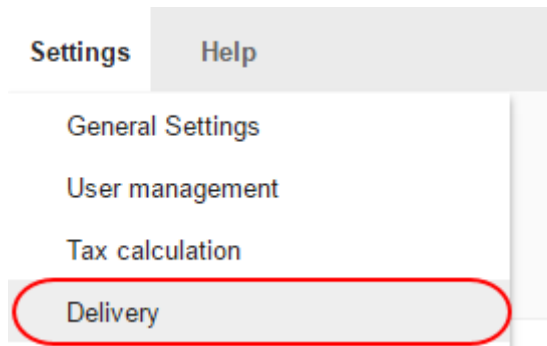
Step 2

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*.

- **User-defined delivery method**: Select this option if you do not want to link your delivery method to a logistics provider.

- **Other carriers (via Shippo)**: Select this option if you want to link your delivery method to a logistics provider. Linking to a logistics vendor has the advantage of enabling you to create validated shipping labels.

Logistics vendors

User-defined delivery method
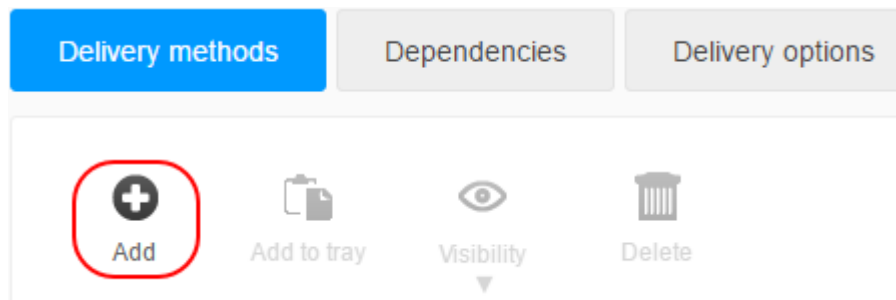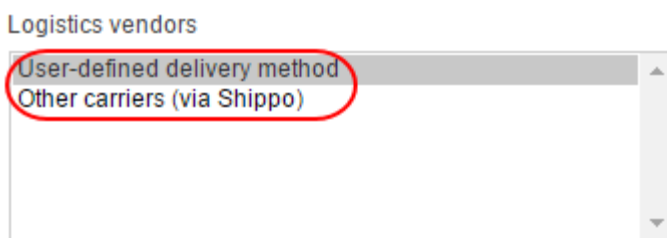Other carriers (via Shippo)

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.

Type *

Free delivery
Fixed price
Exemption limit

Step 5

Enter a name for the delivery method as you want it to be displayed in the shop.

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.

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**: 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.

Internal ID *   Snail Mail

Type   Fixed price
Visible   ○ Yes ● No
Default selection   ○ Yes ● No

Allow usage for the following delivery addresses   All countries of the shop ▾
Limits using regions are not available in this shop type

English
Name in shop

Snail Mail

Comment

↶ ↷   Format ▾   Font ▾   Size ▾   *I*ₓ **B** *I* U̲

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.
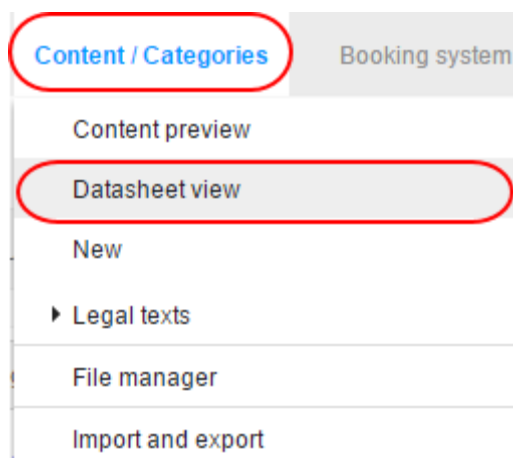

When you have configured all of the settings, under the *General* tab set the delivery method to *Visible* and click **Save** to save your data. The new delivery method is now available to your customers.
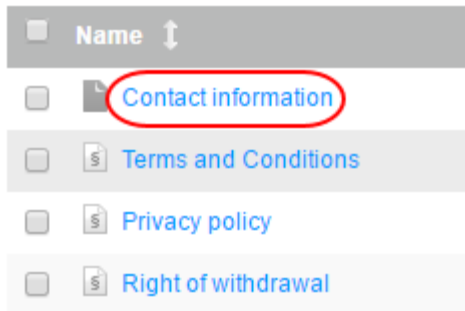
Editing your contact information

Step 1

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

Step 2

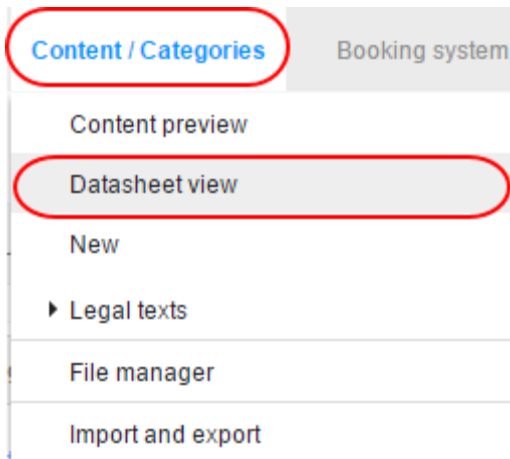In the table, select the page *Contact information*.

Step 3

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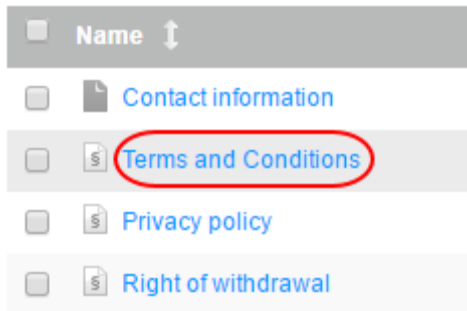
Editing your Terms and Conditions

Step 1

In 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

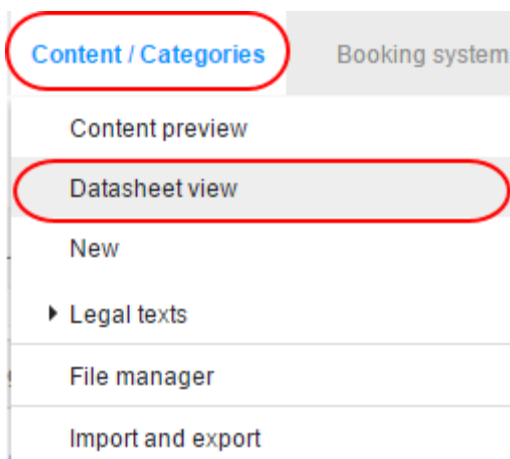In the *Text* field enter your Terms and Conditions.

Step 4

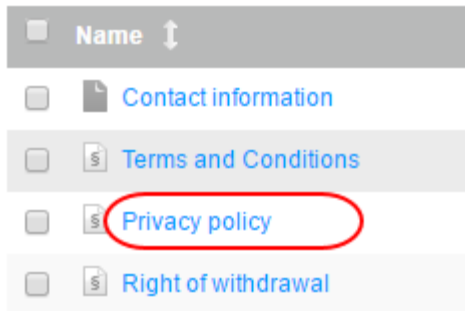Click the **Save** button to save the changes.

Editing your Privacy Policy

Step 1

In the Administration area in 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.
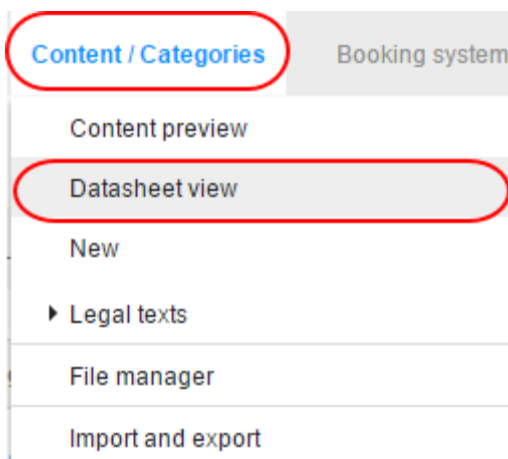
Step 4

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

Editing your Right of Withdrawal

Step 1

In the Administration area in the main menu, select **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

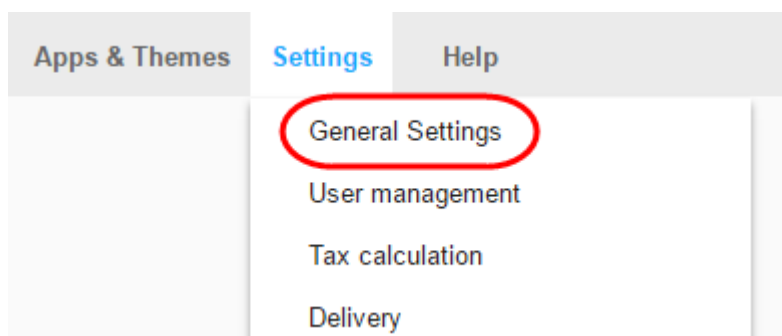Click the **Save** button to save your changes.

How do I go live with my online shop?

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.
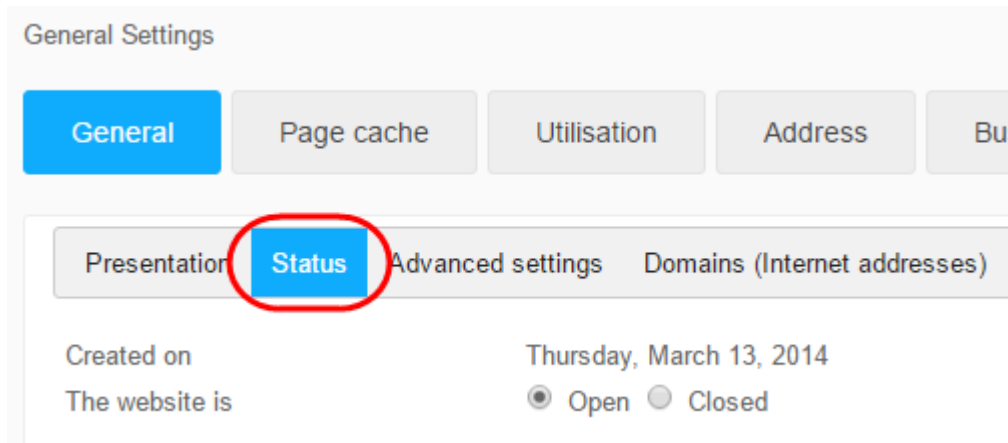
Step 1

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**.

Step 4

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