

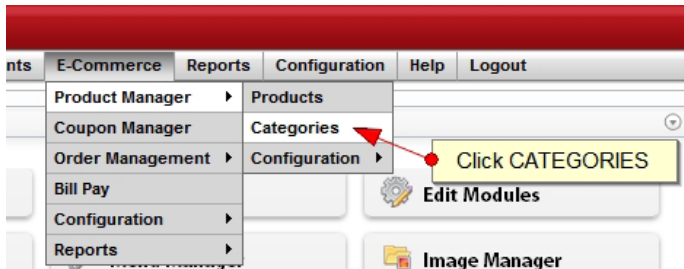
E-Commerce Manual

A brief overview of your website's E-commerce system with screenshots.

Contents

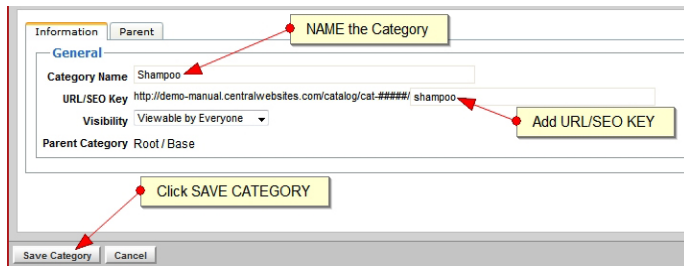
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Categories:



When setting up a new product, you will assign them to **Categories** so it is best to create those categories first.

- To add a new category, navigate to your CMS menu and select Categories under E-Commerce > Product Manager > **Categories**.
- Click **Add New Product Category** button.
- Name your category.
- Add a **URL/SEO Key**. This is essentially the file path for products in this category in your catalog. It should be the same as your Category Name, except all lowercase and all spaces should be removed and replaced with hyphens.
- Click **Save Category**.



Once you've added all of your categories, you can add products.

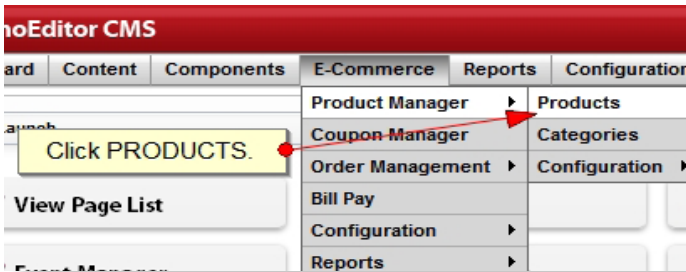
*Click images to see larger view. Click "Back to Section" in larger view to jump back to the section you were reading.

Products:

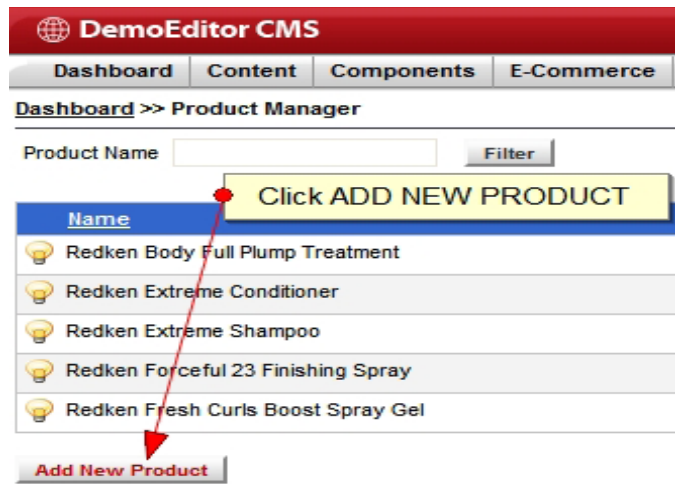


There are two parts of E-commerce: **Products** and **Orders**.

- To edit Products, return to the dashboard, select your E-commerce quick launch icon, and click **Products**.
- Or use the top menu by selecting E-commerce > Product Manager > **Products**.
- To edit Orders, return to the dashboard, select your E-commerce quick launch icon, and click **Orders**.
- Or use the top menu by selecting E-commerce > Order Management > **Invoices/Orders**.

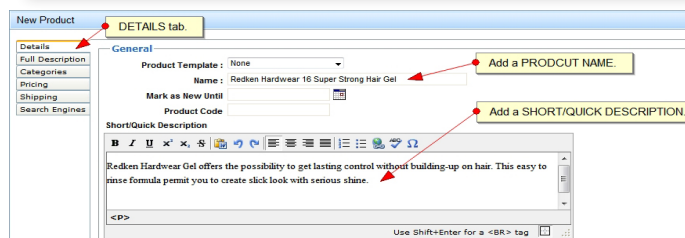


Adding a New Product:



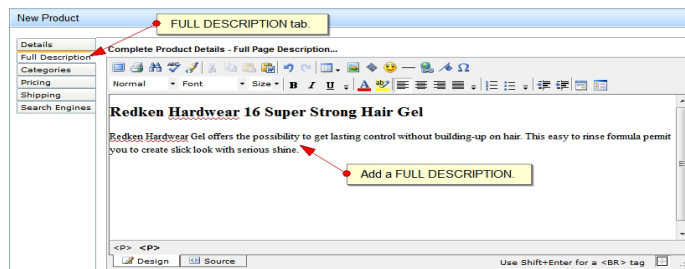
- From your Product List, click on the **Add New Product** button.

This will bring up your **New Product** window.



Details Tab

- Name your product and fill in a **quick description**. The quick description will display in the product list view.



Full Description Tab

- Fill in the **full details** of the product. This will display on the individual product view page along with the product's image, price, and attributes.



Categories Tab

- To assign your product to a **category**, check the corresponding check box.

Adding a New Product (Cont.):

The screenshot shows the 'New Product' form with the 'Pricing' tab selected. The 'Product Price' section includes fields for 'MSRP' and 'Price' (set to 15). There are radio buttons for 'Taxable' (Default, Yes, No) and 'Tax After Discounts' (Site Default(YES), Yes, No). A 'Handling Fees' section has a 'Handling' field. Red arrows point to the 'Price' field and the 'Yes' radio button for 'Taxable', with callouts 'Add a PRICE.' and 'Select YES for taxable items.' respectively.

Pricing Tab

- Type in a numerical value for the **Price** field. For example, if the price of the product is \$10.00, type “10” in the price field.
- If the item is taxable, check the Yes radio button.

The screenshot shows the 'New Product' form with the 'Shipping' tab selected. The 'General' section has a 'Requires Shipping?' radio button (Yes, No). The 'Dimensions' section has fields for 'Length', 'Width', and 'Height' (all set to 5), a 'Unit of Measure' (Default, Inches, Centimeters), and a 'Visual Box Representation' button. The 'Weight' section has a 'Weight' field (set to 1.20) and a 'Unit of Measure' (Default, Pounds, Kilograms). Red arrows point to the 'Length' field, the 'Visual Box Representation' button, and the 'Weight' field, with callouts 'Add Product DIMENSIONS.', 'Visual Box Representation...', and 'Add a WEIGHT.' respectively.

Shipping Tab

- If your product requires shipping, check the **Yes** radio button.

Dimensions - You can enter **dimensions** for your package that will display a “visual box representation” for your reference. *This is just an estimate however, and your shipping agent will determine the exact dimensions of your package.

Weight - **Weight** will play an important role when shipping your package. It’s important that you put as accurate a measurement as possible. Your weight estimate will be sent to your preferred shipping agent for a shipping cost estimate. Once the shipping is calculated, a price will be sent back to your system.

- Enter a **weight** for your item.

The screenshot shows the 'New Product' form with the 'Search Engines' tab selected. The 'Meta Keywords' field contains 'Redken Hardwear 16 Super Strong Hair Gel, hair gel, gel, Redken Hardwear'. The 'Meta Description' field contains 'Redken Hardwear 16 Super Strong Hair Gel available exclusively at Eleganza Salon and Spa.'. The 'Internal Search' section has a 'Keywords' field containing 'Redken Hardwear 16 Super Strong Hair Gel, gel, hair gel'. The 'INTERNAL SEARCH terms.' field is empty. Red arrows point to the 'Meta Keywords', 'Meta Description', and 'Keywords' fields, with callouts 'KEYWORDS.', 'META DESCRIPTION.', and 'INTERNAL SEARCH terms.' respectively.

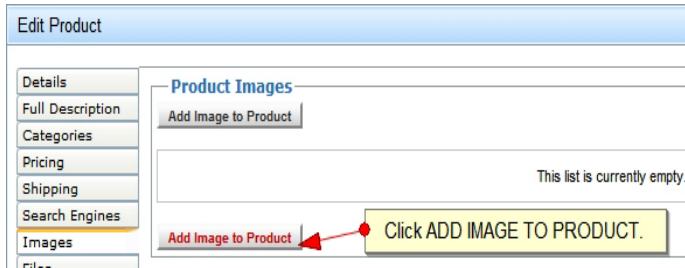
Search Engines

- You can optimize each of your products for the web with **keywords and meta descriptions**.
- Enter **Internal Keywords** for in-site searches.

The screenshot shows the bottom of the 'New Product' form. A yellow callout box says 'Click SAVE & EDIT.' with a red arrow pointing to the 'Save & Edit' button. Below the callout are three buttons: 'Save', 'Save & Edit', and 'Cancel'.

When you’re finished, click **Save & Edit**. More tabs will appear in your Edit Product window.

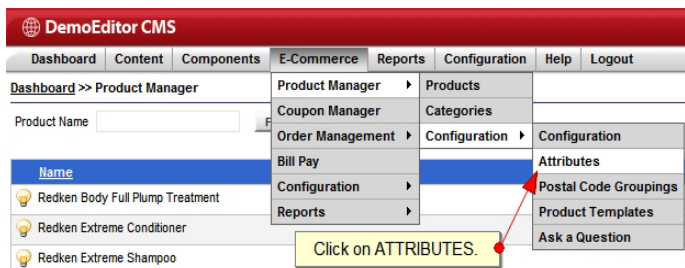
Adding an Image to a Product:



Images Tab

Adding an image to your product is just like adding an image to one of your pages.

- First, click **Add Image to Product**.
- Give your product a **Caption**. The caption will display below the product image in the lightbox view.
- Under the **File tab**, click the **Select Image** button to the right of the dialogue box.
- Select your image from your director or upload a new image, and then click **Insert**.
- Click **Refresh Preview** to see a thumbnail preview of that image. When you're satisfied, click **Save Image**.

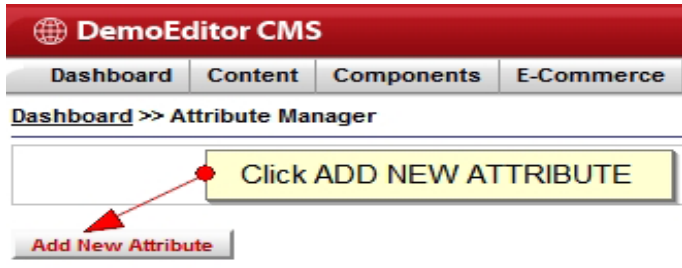


Attributes Tab

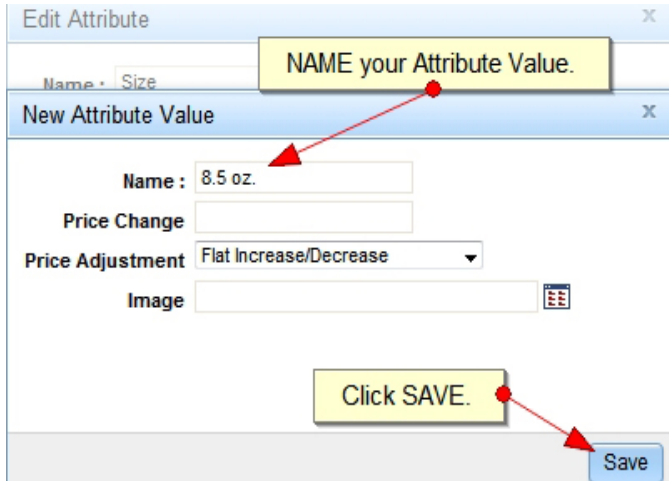
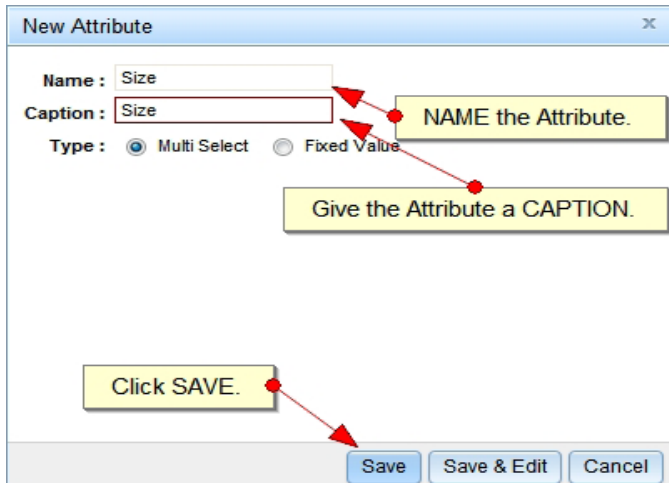
Attributes are properties that a product may possess, i.e. size, color, classification, type, etc.

- *First you will need to add attributes. From your top menu, go to E-commerce > Product Manager > Configuration > **Attributes**.

Creating a New Attribute:

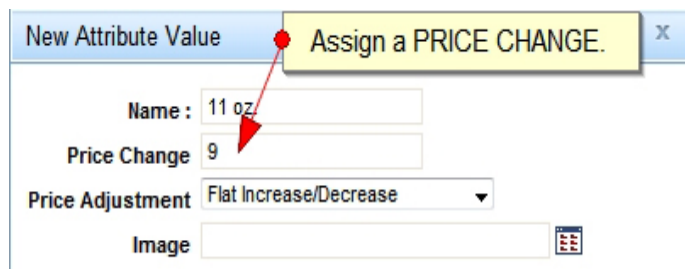


- Click the **Add New Attribute** button.
- **Name** your attribute (e.g. "Size").
- Give your attribute a **caption**. The caption will display on the front end of your product.
- Click **Save & Edit**.



- When the window refreshes, click **Add New Attribute Value**.
- Name the attribute value (e.g. if the Attribute is "Size", appropriate values would be "small", "medium", "large").

Creating a New Attribute (Cont.):




New Attribute Value

Assign a PRICE CHANGE.

Name : 11 oz.

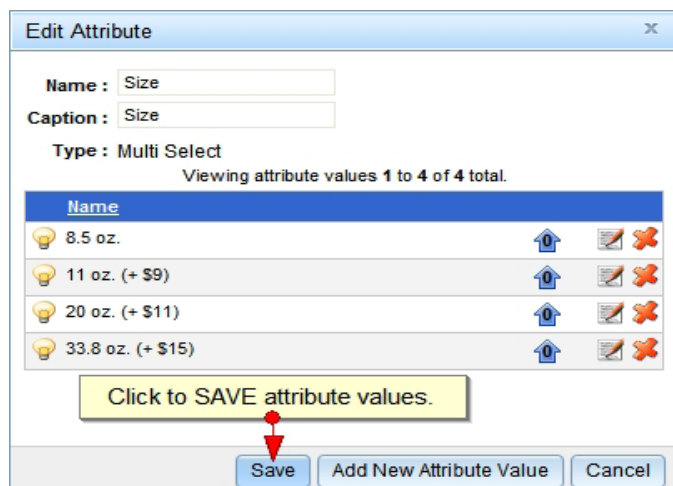
Price Change : 9

Price Adjustment : Flat Increase/Decrease

Image : 

Attribute Price Change

- If you desire your attribute to require a price increase or decrease, you can add a numerical value to the **Price Change** field. The price change will be added or subtracted from the original price of the item, specified under the **Pricing** tab.
- When you are finished, click the **Save** button.
- Once you've finished adding all of your attributes and attribute values, click **Save**.















Edit Attribute

Name : Size

Caption : Size

Type : Multi Select

Viewing attribute values 1 to 4 of 4 total.

Name	
8.5 oz.	  
11 oz. (+ \$9)	  
20 oz. (+ \$11)	  
33.8 oz. (+ \$15)	  

Click to SAVE attribute values.

Save Add New Attribute Value Cancel



DemoEditor CMS

Dashboard Content Components E-Commerce Reports Configuration

Dashboard >> Product Category Manager

Root / Base

- Shampoo
- Conditioner
- Hairspray
- Gel
- Treatment

Add New Product Category

Product Manager

- Coupon Manager
- Order Management
- Bill Pay
- Configuration
- Reports

Products

Categories

Configuration

Click on PRODUCTS

When you've added all of your attributes, navigate back to your **Products**.

Adding an Attribute to a Product:

Edit Product

Details

Full Description

Categories

Pricing

Shipping

Search Engines

Images

Files

Attributes

Inventory

Related Products

Ask a Question

Availability

Multiple Choice Attributes

Allow Purchase of All Combination of Attributes/Values?

☒ Yes ☐ Only Allow Product SKUs to be Purchased.

Click ADD NEW ATTRIBUTE. This list is currently empty.

Add New Attribute

Fixed Value Attributes

Include Fixed Attribute Table

☐ Yes ☒ No

ATTRIBUTES tab. This list is currently empty.

Add an Attribute to a Product

- Navigate to the **Attributes** tab and click on the **Add New Attribute** button.

New Product Attribute

Attribute Size

Select an ATTRIBUTE.

Include all values by default? ☐ Yes ☒ No

Select NO.

Click SAVE. Save

- Select an attribute from the **Attribute** dropdown. Select the “No” radio button for the “Include all values by default?” field.
- Click **Save**.

The “value count” will be “0” for that attribute until you assign them.

Adding a New Attribute Value:

Adding a New Attribute Value

- Click **Edit this Attribute**.
- Click the **Add New Attribute Value** button.
- Select the desired value from the **Attribute Value** dropdown. Select the “**Include**” radio button. Click **Save**.
- When you’re finished assigning values to your attribute, click **Save**.
- When you’re completely finished editing your product, click **Save**.

Your product will display in your catalog in the order they are displayed in the backend.

Multiple Choice Attributes

Allow Purchase of All Combination of Attributes/Values?

☒ Yes ☐ Only Allow Product SKUs to be Purchased.

Viewing attributes 1 to 1 of 1 total.

Attribute Name	Value Type	Value Count
Size	Exclude	0

Click EDIT ATTRIBUTE.

Edit this Attribute

Fixed Value Attributes

Include Fixed Attribute Table

☐ Yes ☒ No

This list is currently empty.

Edit Product Attribute

Attribute Size

Include all values by default? ☐ Yes ☒ No

This list is currently empty.

Click ADD NEW ATTRIBUTE VALUE.

Save Add New Attribute Value Bulk Add Attribute Values

New Product Attribute Value

Add From : ☒ Pre-Existing ☐ Add New

Attribute Value 8.5 oz.

Include or Exclude ☒ Include ☐ Exclude

Price Change

Price Adjustment Default

Use Default Image ☒ Yes ☐ No

Image

Click SAVE.

Save

Edit Product

Details

Full Description

Categories

Pricing

Shipping

Search Engines

Images

Files

Attributes

Inventory

Product SKUs

Related Products

Ask a Question

Availability

Multiple Choice Attributes

Allow Purchase of All Combination of Attributes/Values?

☒ Yes ☐ Only Allow Product SKUs to be Purchased.

Viewing attributes 1 to 1 of 1 total.

Attribute Name	Value Type	Value Count
Size	Exclude	4

Attribute VALUE COUNT.

Attribute Values

8.5 oz.

11 oz. (+ \$9)

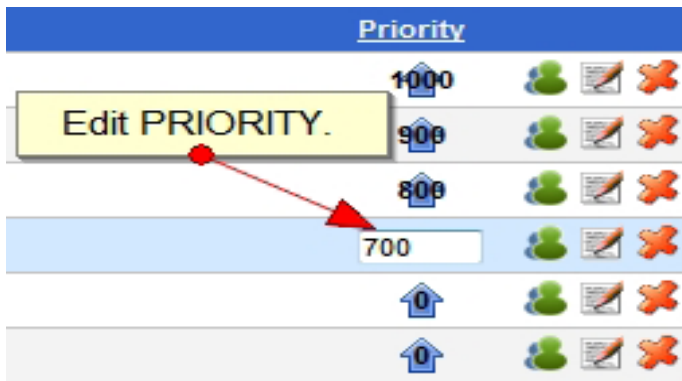
20 oz. (+ \$11)

33.8 oz. (+ \$15)

Click SAVE.

Save Cancel

Priority:

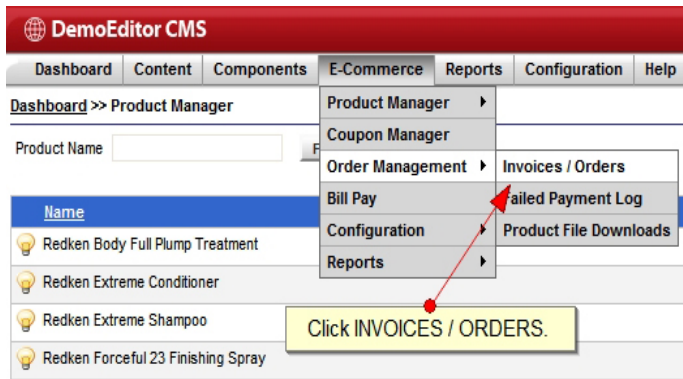


You can edit the order that your products display by clicking on the blue **Priority arrow** in the product list. Priority is a “weighted” system so depending on the number of items in your system, the item you want to display at the top of your list should be assigned a very high numerical value, e.g. “5,000”.

- To change the priority of an item, click the **blue priority arrow**, change the value, and hit enter.

Once you’re done, you can view your product on the front end of your site in product catalog.

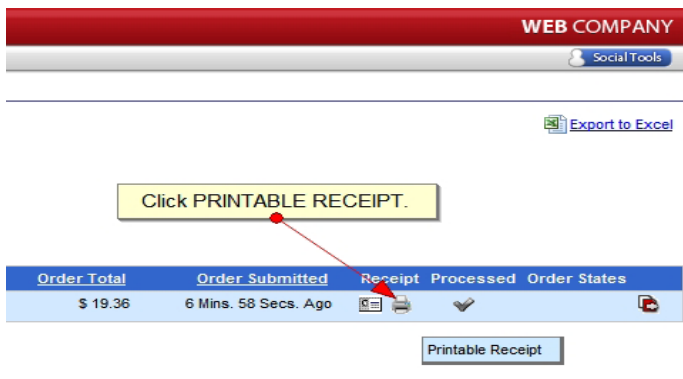
Part 2, Orders:



To view and process your orders, navigate to E-commerce > Order Management > **Invoices / Orders** on your top menu.

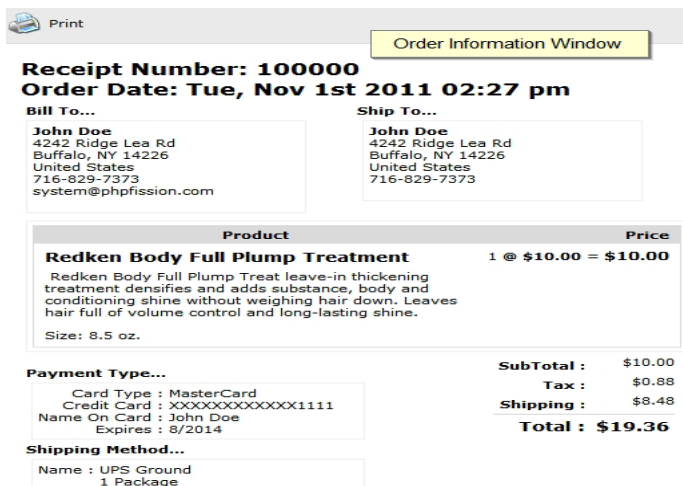
Orders List

On your **Orders List** screen you will see an index of pending orders.



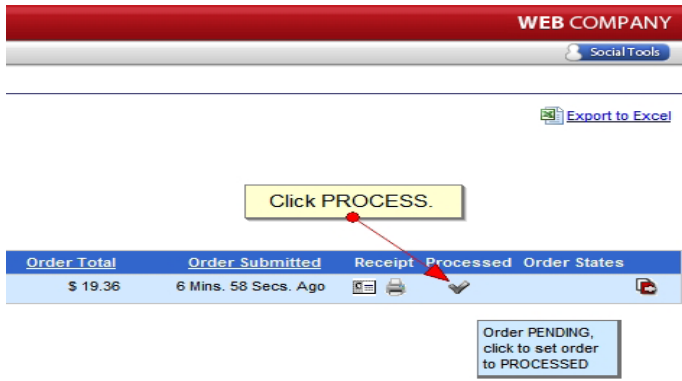
Printable Receipt

- You can view shipping and billing info as well as order information by clicking the **Printable Receipt** button.



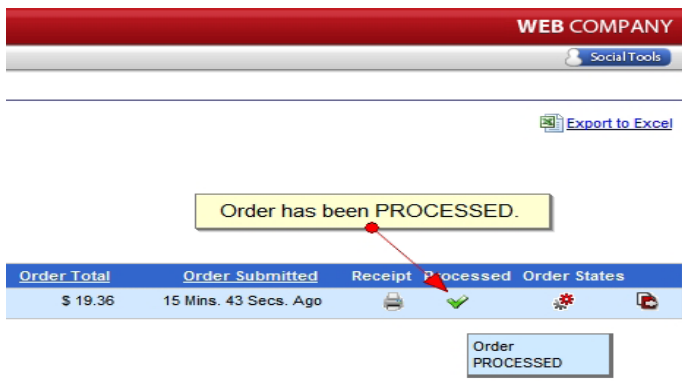
Orders (Cont.):

- Once the order has been processed, click the **Process Order** check mark.



The check mark will turn green and a dialogue box informing you that all credit card information for that order will be deleted.

*In order to protect personal information, our system does not store credit card numbers once an order has been processed.

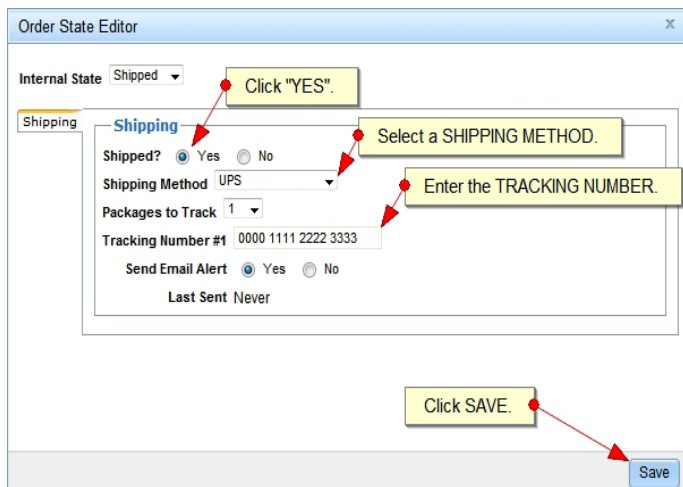


Order States:



Order States

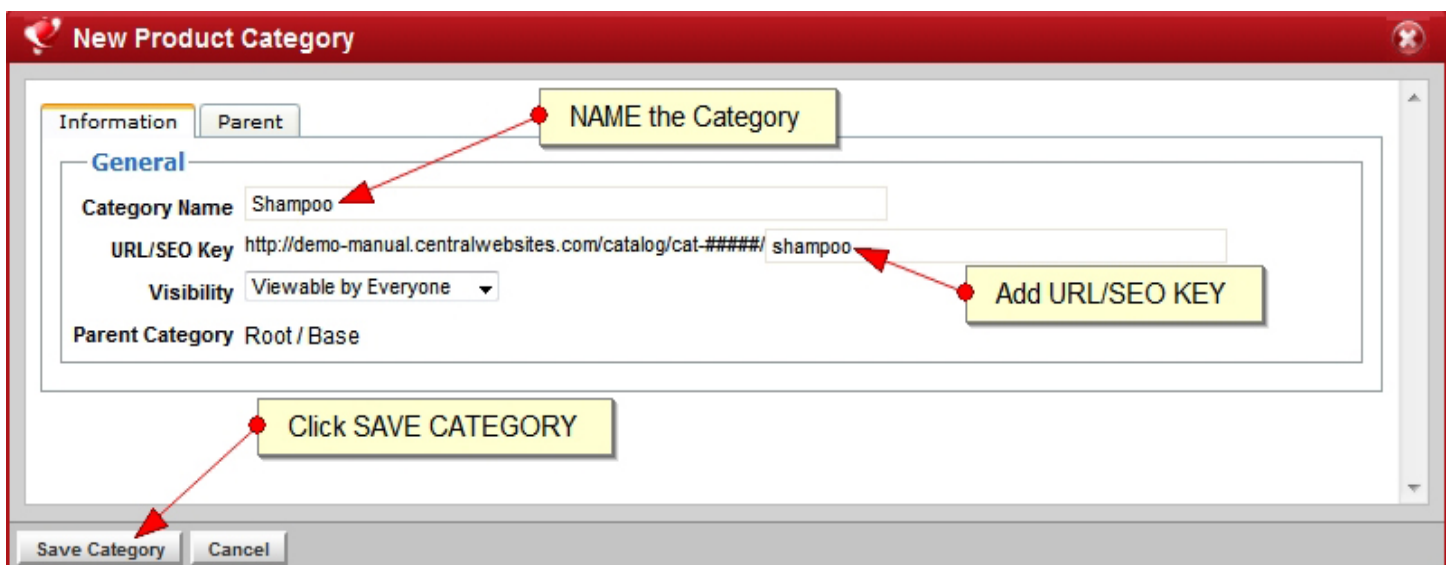
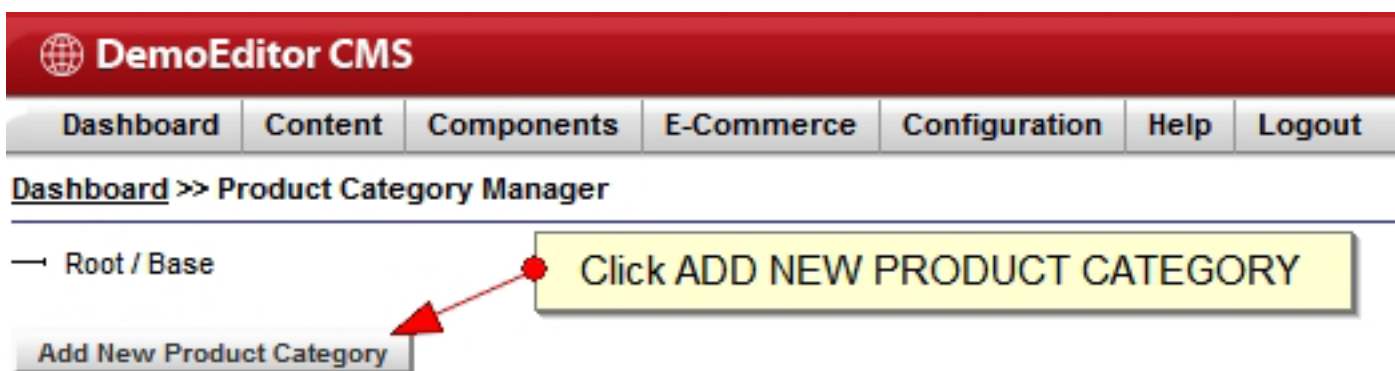
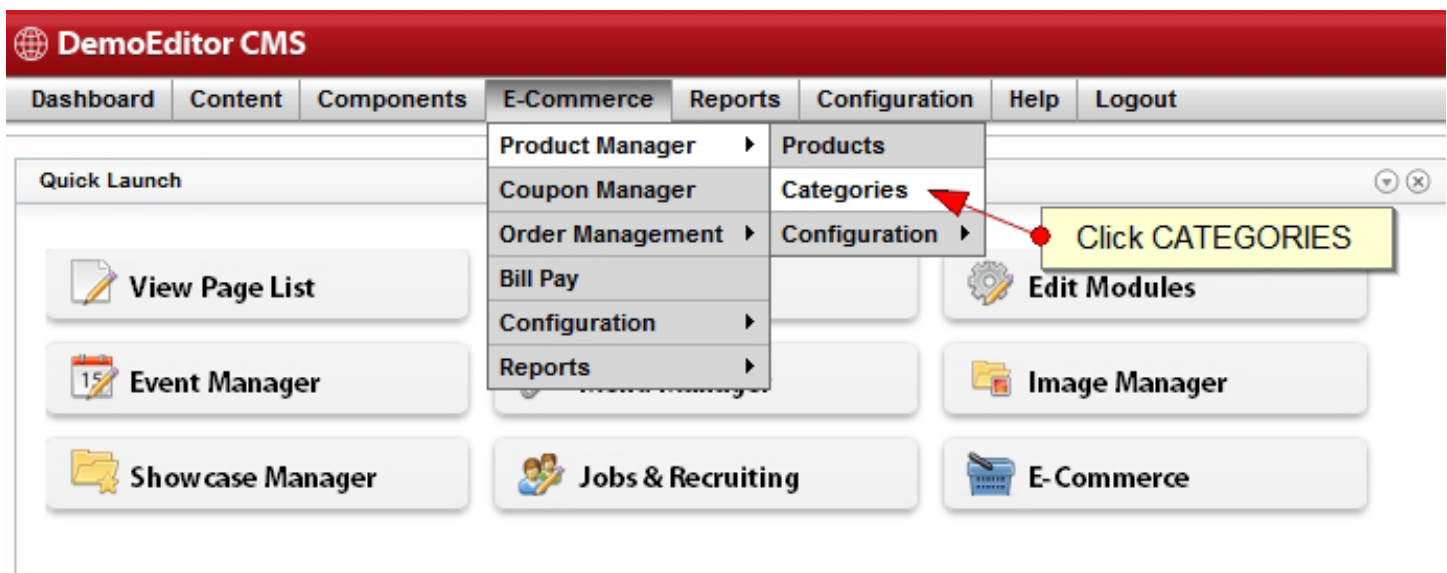
- Click on the **Order States** button to specify whether or not the order has been shipped.



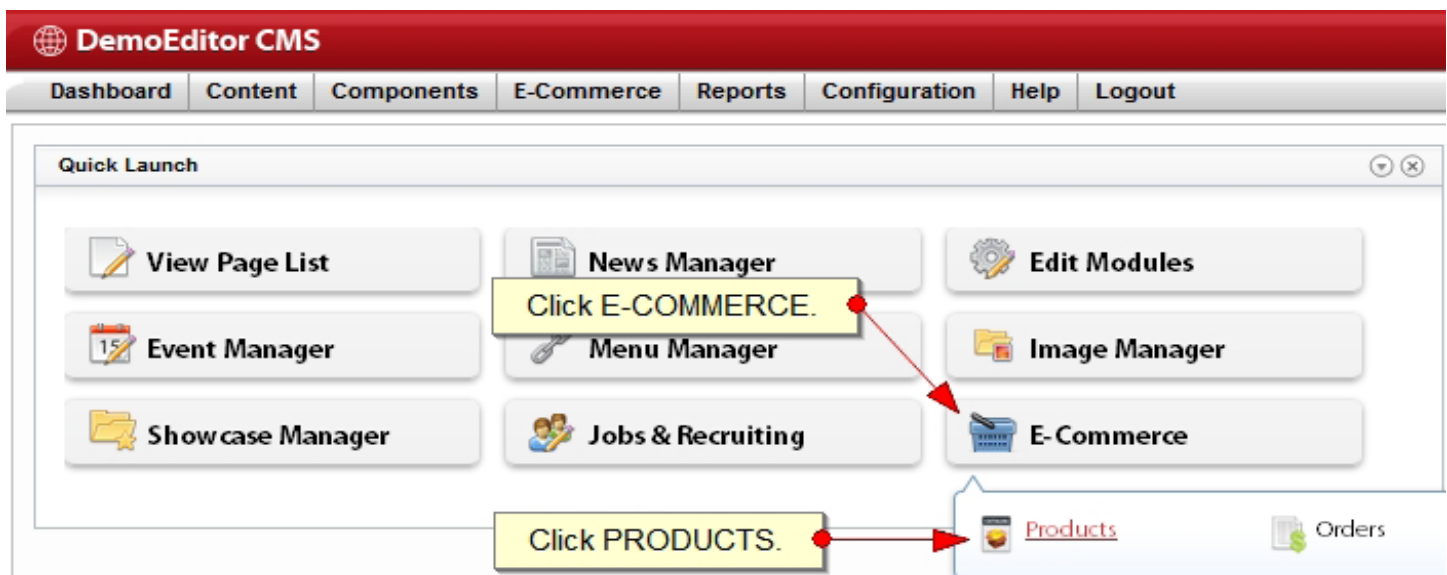
- Mark **"Yes"** if the order has been shipped.
- Select a **Shipping Method** from the dropdown.
- Add a **Tracking Number**, which should be provided by the shipper.
- Check **Send Email Alert** to notify the customer that their order has been shipped. The message will include the tracking number for their reference as well.

Your order is complete.

Categories:



Products:



Adding a New Product:

DemoEditor CMS

Dashboard | Content | Components | E-Commerce

Dashboard >> Product Manager

Product Name

Name
Redken Body Full Plump Treatment
Redken Extreme Conditioner
Redken Extreme Shampoo
Redken Forceful 23 Finishing Spray
Redken Fresh Curls Boost Spray Gel

New Product

DETAILS tab.

Details | Full Description | Categories | Pricing | Shipping | Search Engines

General

Product Template :

Name :

Mark as New Until

Product Code

Short/Quick Description

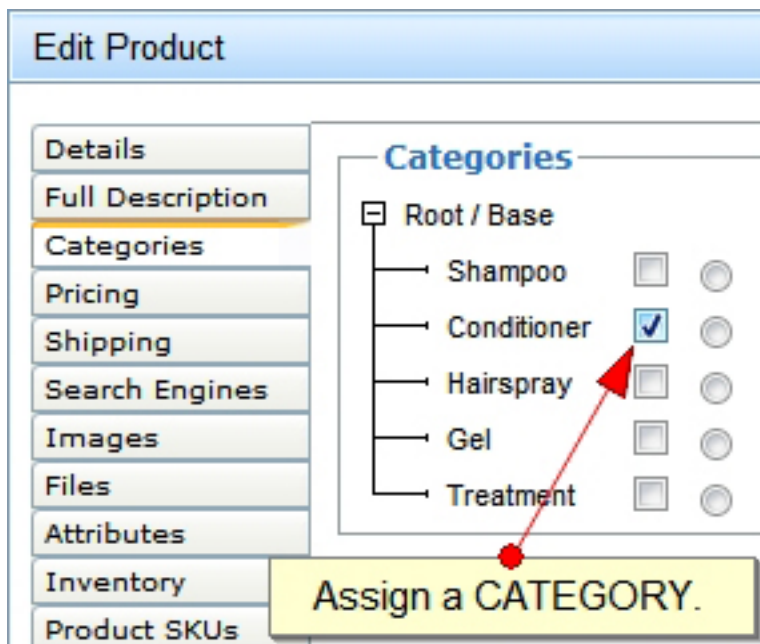
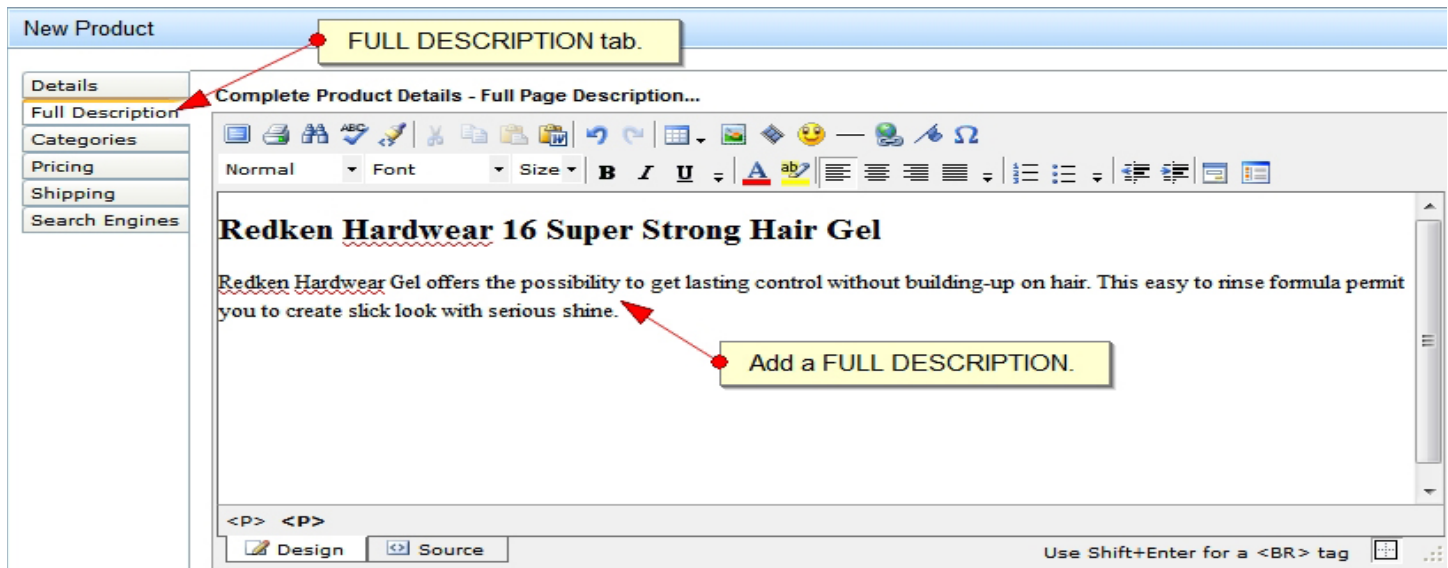
B I U x² x, \$

Redken Hardwear Gel offers the possibility to get lasting control without building-up on hair. This easy to rinse formula permit you to create slick look with serious shine.

<P>

Use Shift+Enter for a
 tag

Adding a New Product (Cont.):



Adding a New Product (Cont. 2):

New Product

Details
Full Description
Categories
Pricing
Shipping
Search Engines

Product Price

MSRP: \$

Price: \$ **Add a PRICE.**

Taxable: ☐ Default ☒ Yes ☐ No **Select YES for taxable items.**

Tax After Discounts ☐ Site Default(YES) ☐ Yes ☐ No

Handling Fees

Handling :

New Product

Details
Full Description
Categories
Pricing
Shipping
Search Engines

General

Requires Shipping? ☒ Yes ☐ No

Dimensions

Length : **Add Product DIMENSIONS.**

Width : **Visual Box Representation...**

Height :

Unit of Measure : ☒ Default ☐ Inches ☐ Centimeters

Weight

Weight : **Add a WEIGHT.**

Unit of Measure : ☒ Default ☐ Pounds ☐ Kilograms

Adding a New Product (Cont. 3):

New Product

Details
Full Description
Categories
Pricing
Shipping
Search Engines

Search Engines

Meta Keywords: Redken Hardwear 16 Super Strong Hair Gel, hair gel, gel, Redken Hardwear

KEYWORDS. →

Meta Description: Redken Hardwear 16 Super Strong Hair Gel available exclusively at Florenzia Salon and Spa.

META DESCRIPTION. →

Internal Search

Keywords: Redken Hardwear 16 Super Strong Hair Gel, gel, hair gel

INTERNAL SEARCH terms. →

Comma-seperated list of keywords

Click SAVE & EDIT. →

Save Save & Edit Cancel

Adding an Image to a Product:

Edit Product

Details
Full Description
Categories
Pricing
Shipping
Search Engines
Images

Product Images

Add Image to Product

This list is currently empty.

Add Image to Product

Click ADD IMAGE TO PRODUCT.

DemoEditor CMS

Dashboard Content Components **E-Commerce** Reports Configuration Help Logout

Dashboard >> Product Manager

Product Name

Name

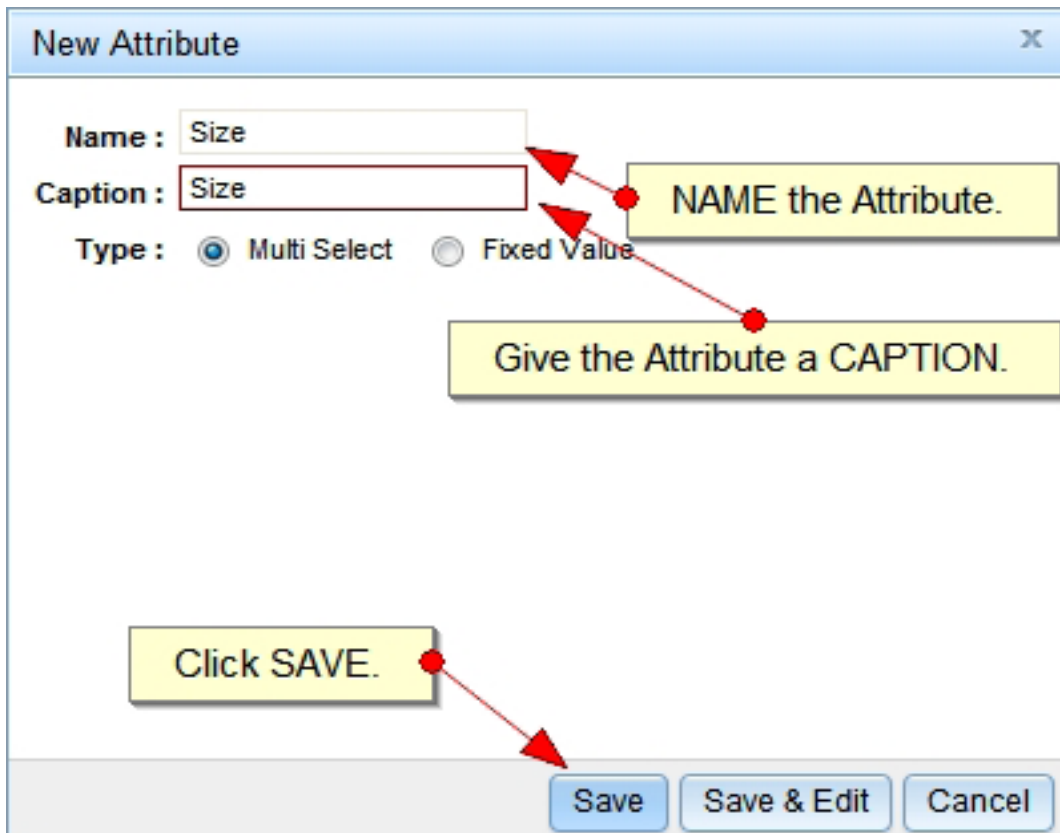
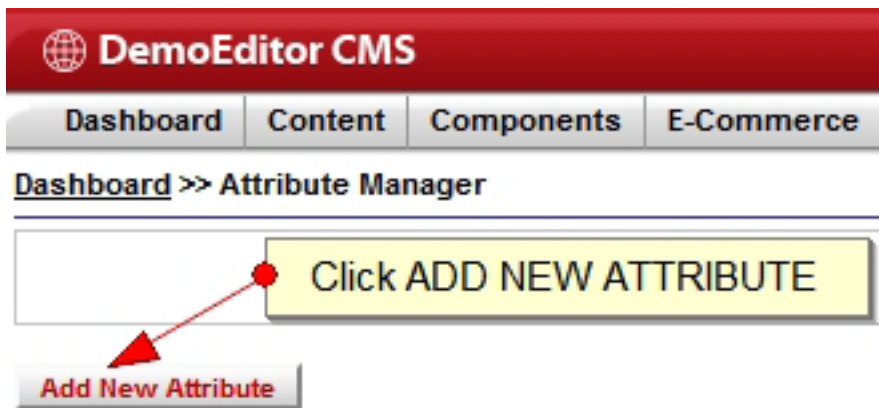
- Redken Body Full Plump Treatment
- Redken Extreme Conditioner
- Redken Extreme Shampoo

Product Manager
Coupon Manager
Order Management
Bill Pay
Configuration
Reports

Products
Categories
Configuration
Attributes
Postal Code Groupings
Product Templates
Ask a Question

Click on ATTRIBUTES.

Creating a New Attribute:



Creating a New Attribute (Cont.):

The 'New Attribute' dialog box contains the following fields and controls:

- Name :** Text input field containing 'Size'.
- Caption :** Text input field containing 'Size'.
- Type :** Radio button group with 'Multi Select' selected and 'Fixed Value' unselected.
- Buttons:** 'Save', 'Save & Edit', and 'Cancel' at the bottom.

Instructional callouts (yellow boxes with red arrows) are present:

- 'NAME the Attribute.' points to the 'Name' and 'Caption' fields.
- 'Give the Attribute a CAPTION.' points to the 'Caption' field.
- 'Click SAVE.' points to the 'Save' button.

The 'New Attribute Value' dialog box contains the following fields and controls:

- Name :** Text input field containing '11 oz'.
- Price Change :** Text input field containing '9'.
- Price Adjustment :** Dropdown menu showing 'Flat Increase/Decrease'.
- Image :** Text input field with an adjacent image icon button.

Instructional callouts (yellow boxes with red arrows) are present:

- 'Assign a PRICE CHANGE.' points to the 'Name' field.

Creating a New Attribute (Cont.):

Edit Attribute

Name : Size

Caption : Size

Type : Multi Select

Viewing attribute values 1 to 4 of 4 total.

Name		
8.5 oz.	0	
11 oz. (+ \$9)	0	
20 oz. (+ \$11)	0	
33.8 oz. (+ \$15)	0	

Click to SAVE attribute values.

SaveAdd New Attribute ValueCancel

DemoEditor CMS

DashboardContentComponentsE-CommerceReportsConfiguration

Dashboard >> Product Category Manager

Root / Base

Shampoo

Conditioner

Hairspray

Gel

Treatment

Add New Product Category

Product Manager

Coupon Manager

Order Management

Bill Pay

Configuration

Reports

Products

Categories

Configuration

Click on PRODUCTS

Back to Section

E-commerce | 25
Manual

Adding an Attribute to a Product:

Edit Product

Details
Full Description
Categories
Pricing
Shipping
Search Engines
Images
Files
Attributes
Inventory
Related Products
Ask a Question
Availability

Multiple Choice Attributes

Allow Purchase of All Combination of Attributes/Values?

☒ Yes ☐ Only Allow Product SKUs to be Purchased.

Click ADD NEW ATTRIBUTE. This list is current

Add New Attribute

Fixed Value Attributes

Include Fixed Attribute Table

☐ Yes ☒ No

ATTRIBUTES tab. This list is current

New Product Attribute x

Attribute Select an ATTRIBUTE.

Include all values by default? ☐ Yes ☒ No Select NO.

Click SAVE. Save



Adding a New Attribute Value:

Multiple Choice Attributes

Allow Purchase of All Combination of Attributes/Values?

☒ Yes ☐ Only Allow Product SKUs to be Purchased.

Viewing attributes 1 to 1 of 1 total.

Attribute Name	Value Type	Value Count	
Size	Exclude	0	 

Fixed Value Attributes

Include Fixed Attribute Table

☐ Yes ☒ No

This list is currently empty.

Click EDIT ATTRIBUTE.

Edit this Attribute

Edit Product Attribute

Attribute Size

Include all values by default? ☐ Yes ☒ No

This list is currently empty.

Click ADD NEW ATTRIBUTE VALUE.

Save Add New Attribute Value Bulk Add Attribute Values

Adding a New Attribute Value (Cont.):

New Product Attribute Value

Add From : ☒ Pre-Existing ☐ Add New

Attribute Value 8.5 oz.

Include or Exclude ☒ Include ☐ Exclude

Price Change

Price Adjustment Default

Use Default Image ☒ Yes ☐ No

Image

Annotations:

- Select VALUE.** points to the **Add New** radio button.
- INCLUDE value.** points to the **Include** radio button.
- Click SAVE.** points to the **Save** button.

Edit Product

Details

Multiple Choice Attributes

Allow Purchase of All Combination of Attributes/Values?

☒ Yes ☐ Only Allow Product SKUs to be Purchased.

Viewing attributes 1 to 1 of 1 total.

Attribute Name	Value Type	Value Count
Size	Exclude	4

Fixed Value Attributes

Include Fixed Attribute Table

☐ Yes ☒ No

Attribute VALUE COUNT. points to the **Value Count** column header.

Attribute Values



















- 8.5 oz.
- 11 oz. (+ \$9)
- 20 oz. (+ \$11)
- 33.8 oz. (+ \$15)

This list is currently empty.

Click SAVE. points to the **Save** button.

Save **Cancel**

Priority:

Priority		
	1000	  
Edit PRIORITY.	900	  
	800	  
	700	  
	0	  
	0	  

Part 2, Orders:

DemoEditor CMS

Dashboard | Content | Components | **E-Commerce** | Reports | Configuration | Help

Dashboard >> Product Manager

Product Name

Name

- Redken Body Full Plump Treatment
- Redken Extreme Conditioner
- Redken Extreme Shampoo
- Redken Forceful 23 Finishing Spray

E-Commerce Menu:

- Product Manager
- Coupon Manager
- Order Management
- Bill Pay
- Configuration
- Reports

Order Management Sub-menu:

- Invoices / Orders
- Failed Payment Log
- Product File Downloads





Click INVOICES / ORDERS.

WEB COMPANY

[Social Tools](#)

[Export to Excel](#)

Click PRINTABLE RECEIPT.

<u>Order Total</u>	<u>Order Submitted</u>	<u>Receipt</u>	Processed	Order States
\$ 19.36	6 Mins. 58 Secs. Ago	 		

Printable Receipt

Orders (Cont.):



Print

Order Information Window

Receipt Number: 100000

Order Date: Tue, Nov 1st 2011 02:27 pm

Bill To...

John Doe
4242 Ridge Lea Rd
Buffalo, NY 14226
United States
716-829-7373
system@phpfission.com

Ship To...

John Doe
4242 Ridge Lea Rd
Buffalo, NY 14226
United States
716-829-7373

Product	Price
Redken Body Full Plump Treatment	1 @ \$10.00 = \$10.00
Redken Body Full Plump Treat leave-in thickening treatment densifies and adds substance, body and conditioning shine without weighing hair down. Leaves hair full of volume control and long-lasting shine.	
Size: 8.5 oz.	

Payment Type...

Card Type : MasterCard
Credit Card : XXXXXXXXXXXXX1111
Name On Card : John Doe
Expires : 8/2014

SubTotal : \$10.00

Tax : \$0.88

Shipping : \$8.48

Total : \$19.36

Shipping Method...

Name : UPS Ground
1 Package





Orders (Cont. 2):

WEB COMPANY

Social Tools

 [Export to Excel](#)

Click PROCESS.

<u>Order Total</u>	<u>Order Submitted</u>	Receipt	Processed	Order States
\$ 19.36	6 Mins. 58 Secs. Ago	 		





Order PENDING,
click to set order
to PROCESSED

WEB COMPANY

Social Tools

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Order has been PROCESSED.

<u>Order Total</u>	<u>Order Submitted</u>	Receipt	Processed	Order States
\$ 19.36	15 Mins. 43 Secs. Ago			 

Order
PROCESSED





Order States:

WEB COMPANY

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Change the ORDER STATUS.

Order Total	Order Submitted	Receipt	Processed	Order States
\$ 19.36	15 Mins. 43 Secs. Ago			 

Edit Order State

Order State Editor ✕

Internal State Shipped ▾

Shipping

Shipping

Shipped? ☒ Yes ☐ No

Shipping Method UPS ▾

Packages to Track 1 ▾

Tracking Number #1 0000 1111 2222 3333

Send Email Alert ☒ Yes ☐ No

Last Sent Never

Click "YES".

Select a SHIPPING METHOD.

Enter the TRACKING NUMBER.

Click SAVE.

Save