E-commerce user guide

This document is a user guide for EMS Internet Ultimate E-commerce (information: http://ems-internet.co.uk/ecommerce-website-design) administration for web shops, e-commerce websites. It explains how to access, view, modify, add items (products) to your web shop.

Access

You can find your administration panel on **yourdomain.co.uk/admin** where **yourdomain** is your domain name.

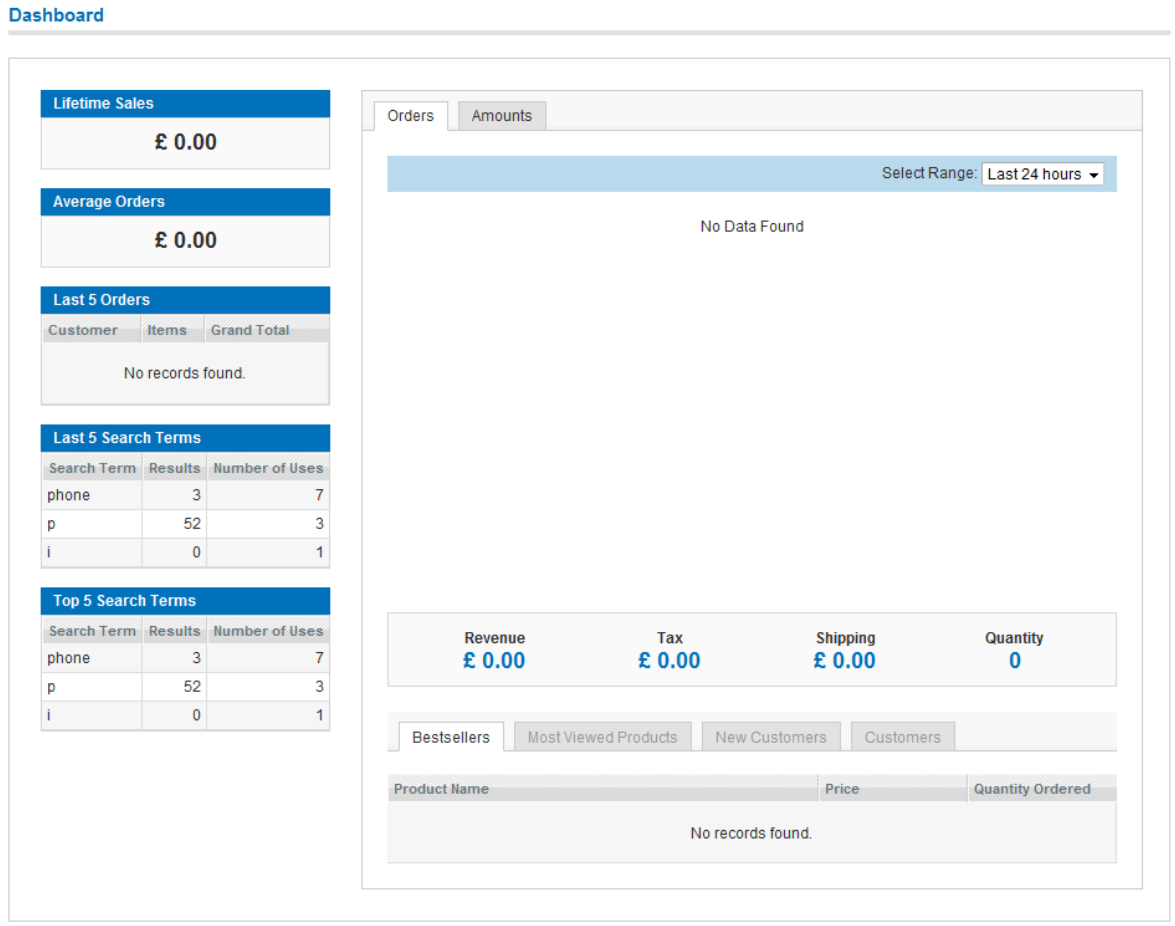
Remember, if you have any difficulty you can call our technical support team who will be happy to help on:

Tel: 0905 105 0895.

Lines are open 9:30am – 5:30pm.

Calls cost £1 per minute at all times.

Dashboard



This is the main screen when a user log in.

Statistics for the site, left side tables are self explanatory.

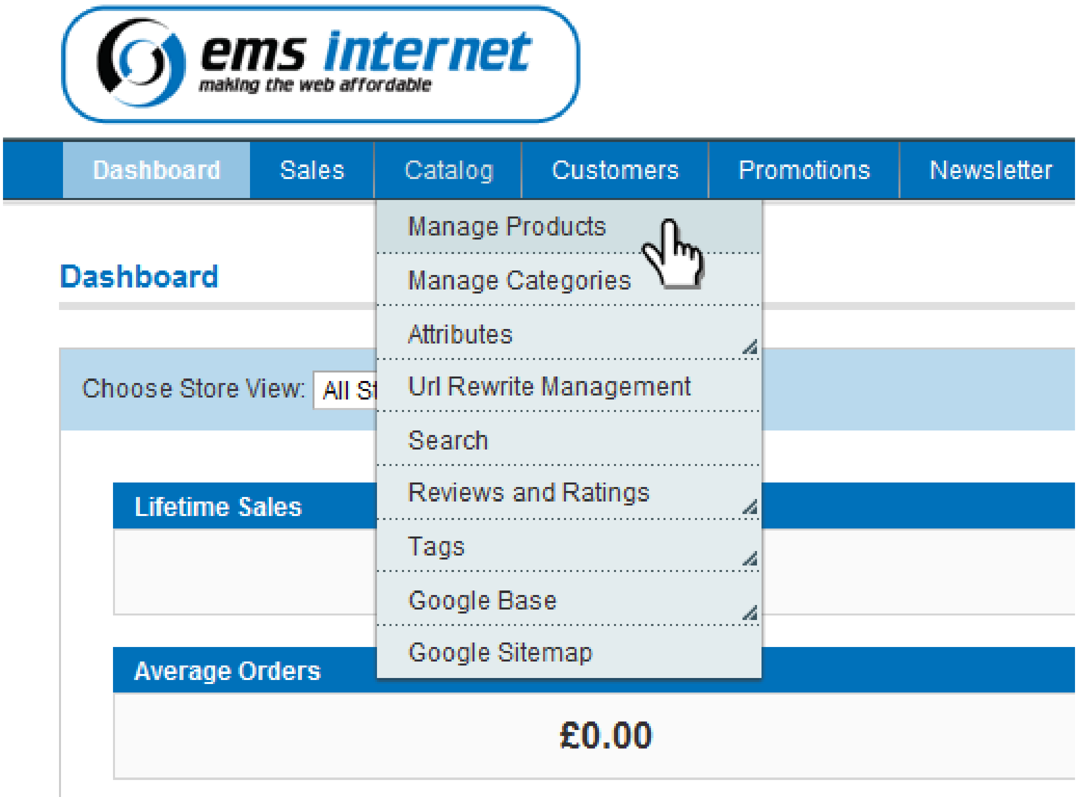
The graph on the right shows the number of orders in the last 24 hours, this can be set to last 7 days, last month, year to date, 2 years to date.

The second tab shows the amount of money spent on the site during the last 24 hours, this can be set to last 7 days, last month, year to date, 2 years to date, same as the previous tab.

Below the graph is a numerical report of Revenue, Tax, Shipping and Quantity for the selected date interval.

Underneath this section are four tabs, each containing links to various pages of the admin. The **Bestsellers** tab contains links to the five most purchased products. The **Most Viewed Products** tab contains links to the five most viewed products. The **New Customers** tab contains links to the five most recently created customer accounts. Finally, the **Customers** tab contains links to the five customers with the highest Total Order Amount.

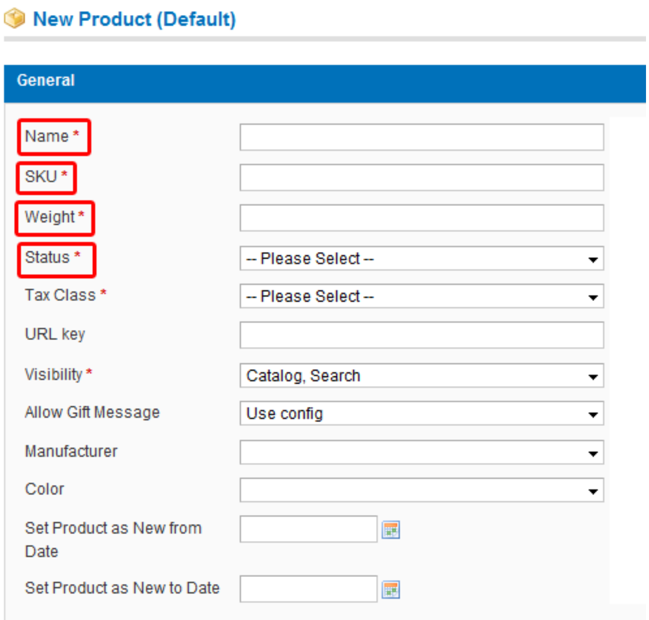
MANAGE PRODUCTS



Navigate to Catalog > Manage Products.

Click “Add Product”. For a simple product, accept the default Attribute Set and set the Product type to Simple Product. Click Continue.

General Tab



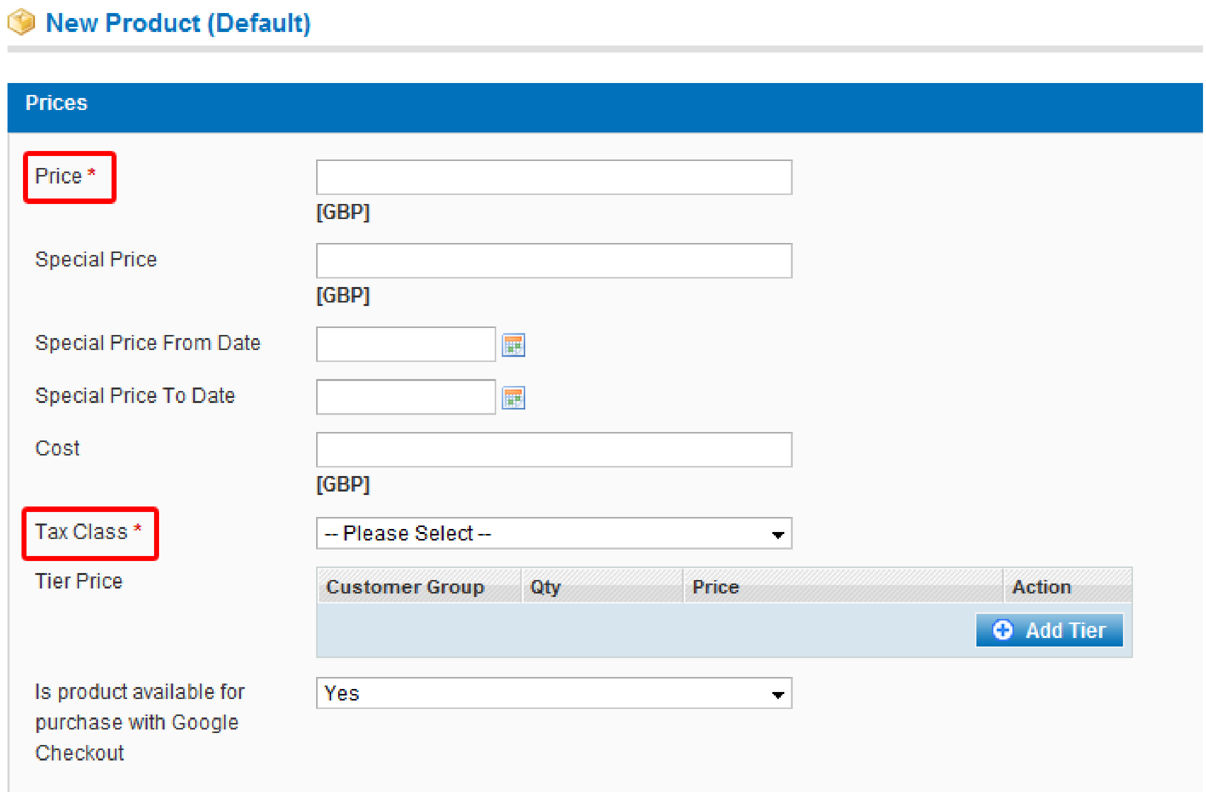
Enter the full product name. If you have several similar products. you need to differentiate their product names: “Large boxes”, “Medium boxes” etc. If you sell the same product in different packages, you may want to include the quantity in the product name, e.g. “Large boxes, 10-pack”.

In the SKU field enter the unique SKU for this product.

The Weight field is mandatory. If you don't know the weight for this product, just enter 1.

Set the Status field to Enabled to ensure that the product is visible in the catalog. If a product runs out of stock, it will be assigned an Out-of-stock status until stock has been replenished. Use the Disabled status before introducing a new product, or after you've phased it out.

Prices tab



Enter your ordinary selling price for the product. Use the Tier Price list to specify volume discounts.
Use the Special Price setting for campaigns. The Special Price is insensitive to volume and is used within the dates set by Special Price From Date and Special Price To Date.

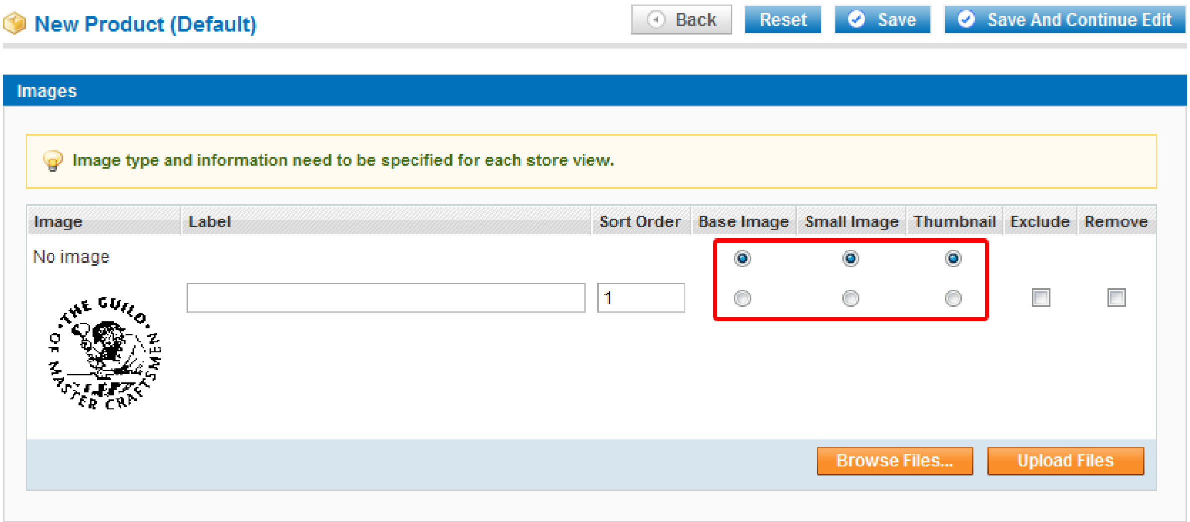
Images tab

Specify the location of the thumbnail image, small image and main image for this product. These images have the following sizes:

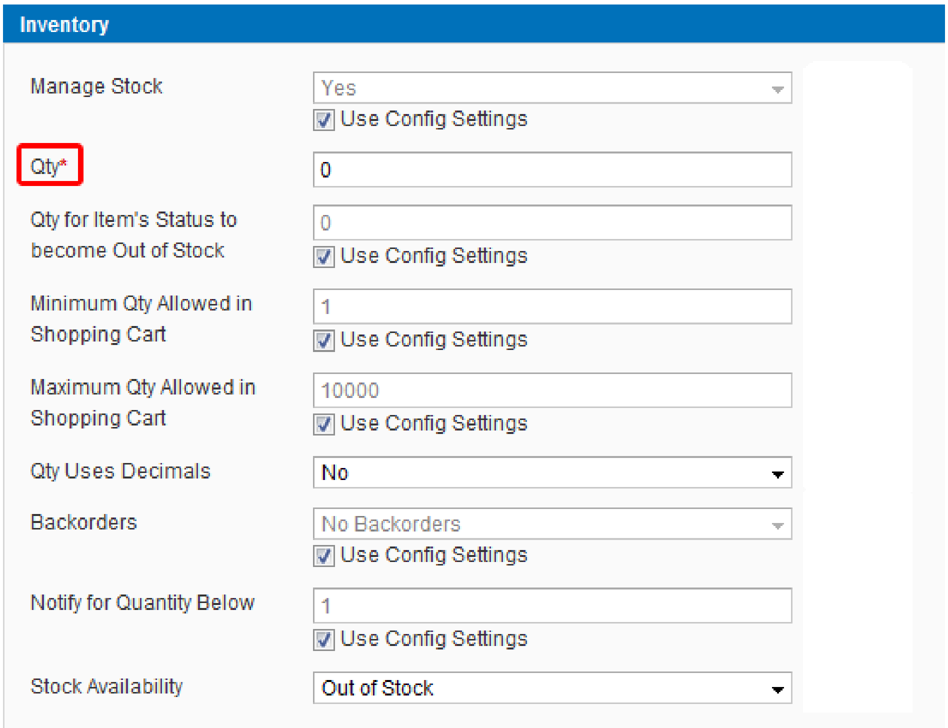
- thumbnail: 50 x 50 pixels
- small image 135 x 135 pixels
- main image 1100 x 1100 pixels

Any images you upload will be scaled to the correct size, so you can use the same image in all three fields. However, if the template requires a particular aspect ratio, you should convert your images to this aspect ratio before you upload them, since they may become distorted otherwise. The aspect ratio is 1:1, i.e. your product images should be square.

Press Browse to locate and select each of the image files for this product. Press Upload Files to upload the selected files to the server. Select which image to use in each situation (Thumbnail, Small image, Base image). Give each image a label, which will also be used as the Alt text for the image.



Inventory tab



The system keeps track of inventory by automatically maintaining the Quantity in Stock for each product.

In the Qty field for the product, enter the exact current quantity in stock, or a high value if you don’t keep track of inventory.

Use the Minimum Qty for Item’s Status to be Out of Stock setting to define when the product enters an Out of Stock status and no longer can be ordered. If you sell the same products both online and in a regular store, you may want to set a certain threshold where online orders are no longer accepted even though you still have a minimal quantity in stock.

The Minimum and Maximum Qty Allowed in Shopping Cart setting prevents customers from ordering less than a designated minimum quantity, or more than a maximum quantity.

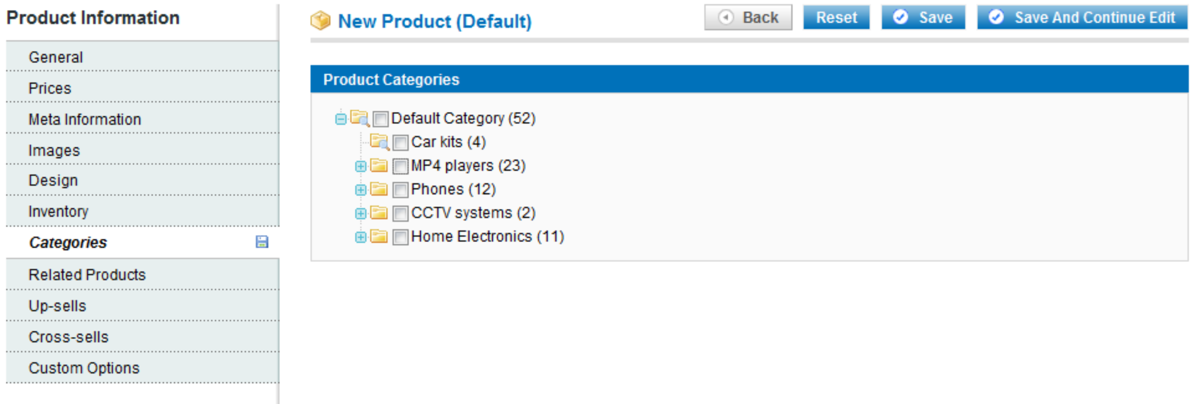
The Qty Uses Decimals setting determines whether decimals will be used in the quantity field for the product (e.g. “3.5 yards”) or not.

A nearly-out-of-stock e-mail will be sent when the quantity in stock falls below the Notify for Quantity Below value. Note that the default of 0 disables out-of-stock emails.

The Stock Availability setting shows you whether the system considers the product in stock or not. If the Qty value is higher than the Minimum Qty for Item’s Status to be Out of Stock, you should ensure that Stock Availability is set to “In Stock”.

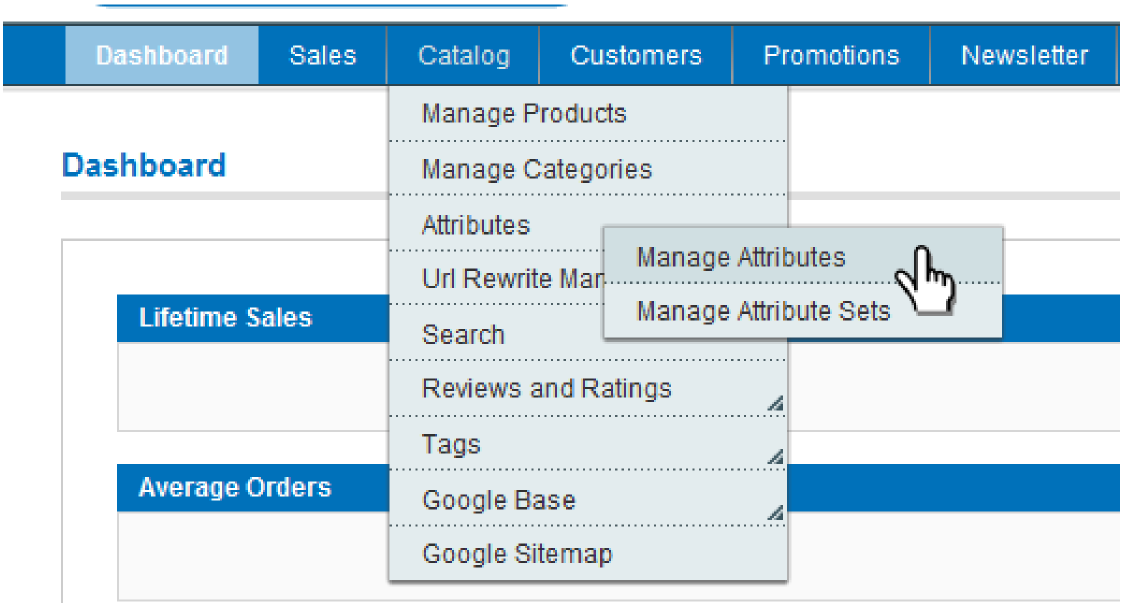
Categories tab

Select in what categories the product will appear. Click on “Save And Continue Edit”. The product should now be visible in the stores and catalogs you have selected.

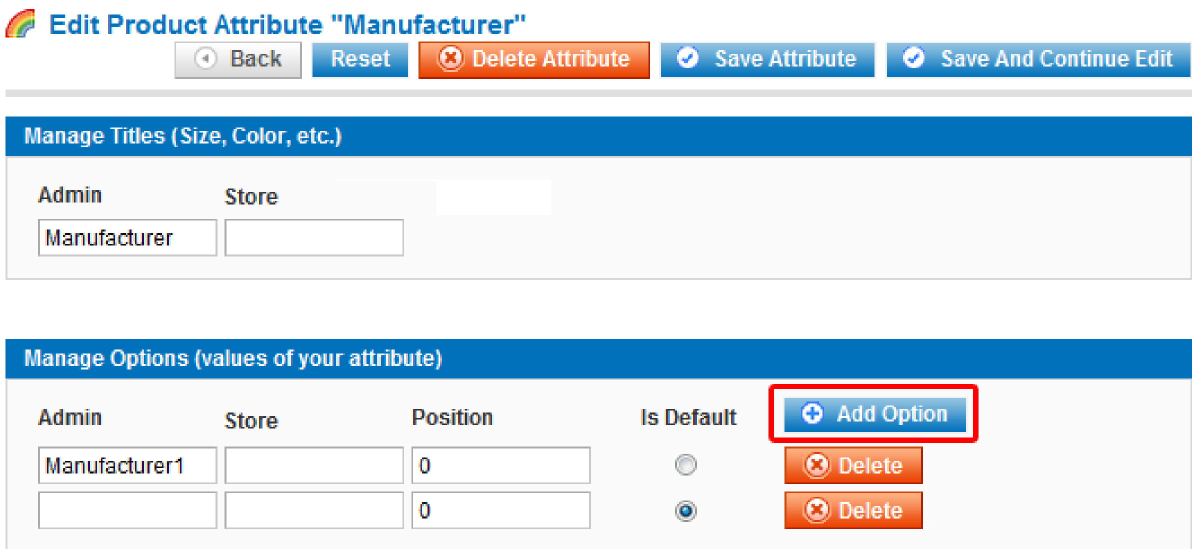


Add manufacturers

The system got a set of pre built attributes to characterize your products. One attribute is manufacturer. You can add a new manufacturer in the **Catalog => Attributes => Manage Attributes** menu



Here you need to find and click the Attribute labelled: “Manufacturer”. Then on the next screen press **Manage Label/Options**. Here add another option with the **Add Option** button and write in your new manufacturer. Save and you can use this manufacturer when adding or modifying products.



Advanced Products

Advanced products are a way to put product variants onto a single product info page .The variants themselves have their own SKUs and stock management. This is very powerful - it allows you to let customers search for the individual variants, but browse only to the consolidated product pages. (If that's the implementation you want - you could also let customers browse the individual SKUs.)

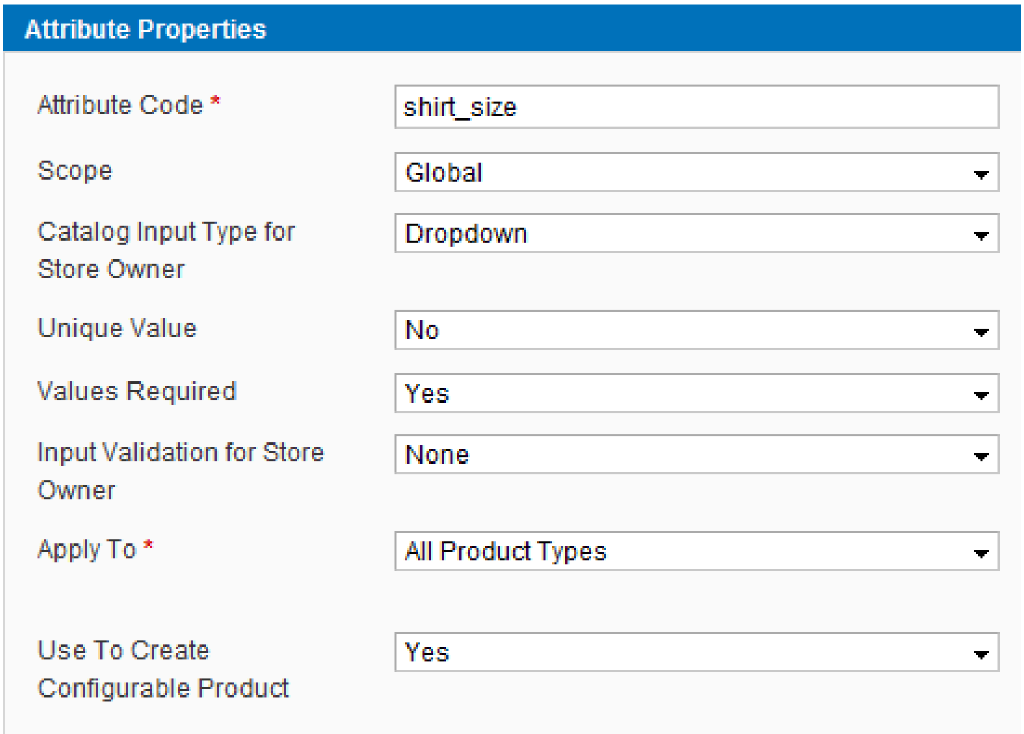
Configurable Products let your customers select the variant they desire by choosing options. For example, you sell t-shirts in three sizes. You'd create the three variants as individual products (with their own skus) and then add these three to a **configurable product** from where customers can choose size and then add to cart. If desired you could also have customers search for "medium t-shirt" and land on the specific page for this variant.

Creating a Configurable Product

There are a few steps involved:

1. Create the attributes that will be configurable by the user – in this example they will be Size and Colour
2. Create the attribute set that will be assigned to the variant products – in this example, we'll call it "T-shirt"
3. Create the individual variant products
4. Create the configurable product, and add the "T-shirt" attribute set
5. Add the individual variants to this configurable product

Creating Attributes

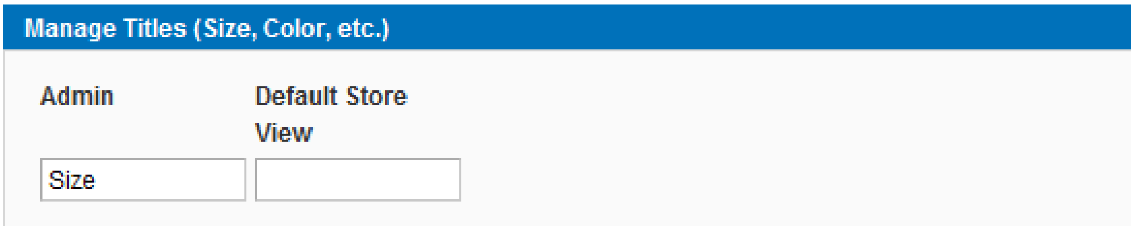


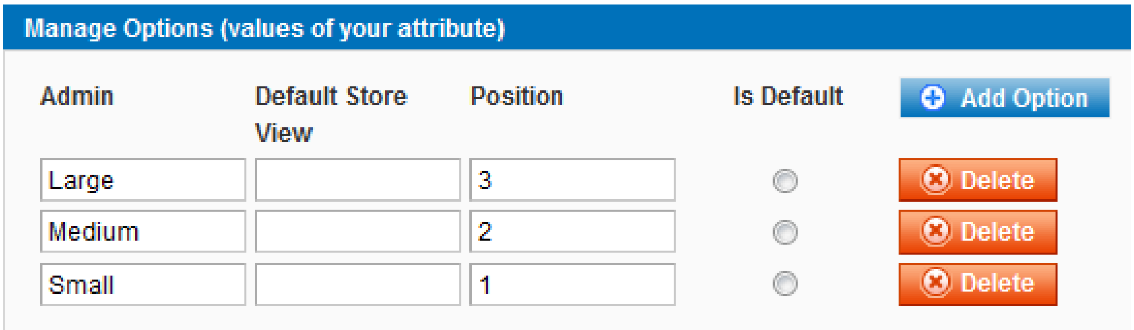
Notice the "Catalog Input Type" is set to dropdown - this is required for the attribute to be compatible with configurable products. The Scope is also set to Global. When both of these settings are configured in this manner, the Use To

Create Configurable Product drop-down will appear. This must be set to Yes. Required is also set to “Yes”.

In order for a Simple Product to be associated to a Configurable Product, it must have a value for all configurable attributes, so making it required ensures that you will remember to add a value for this attribute for all Simple Products.

Labels/Options



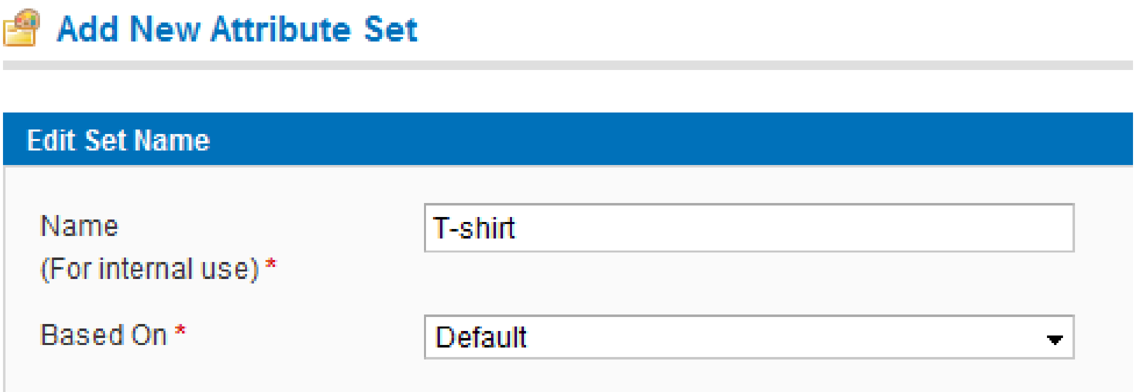


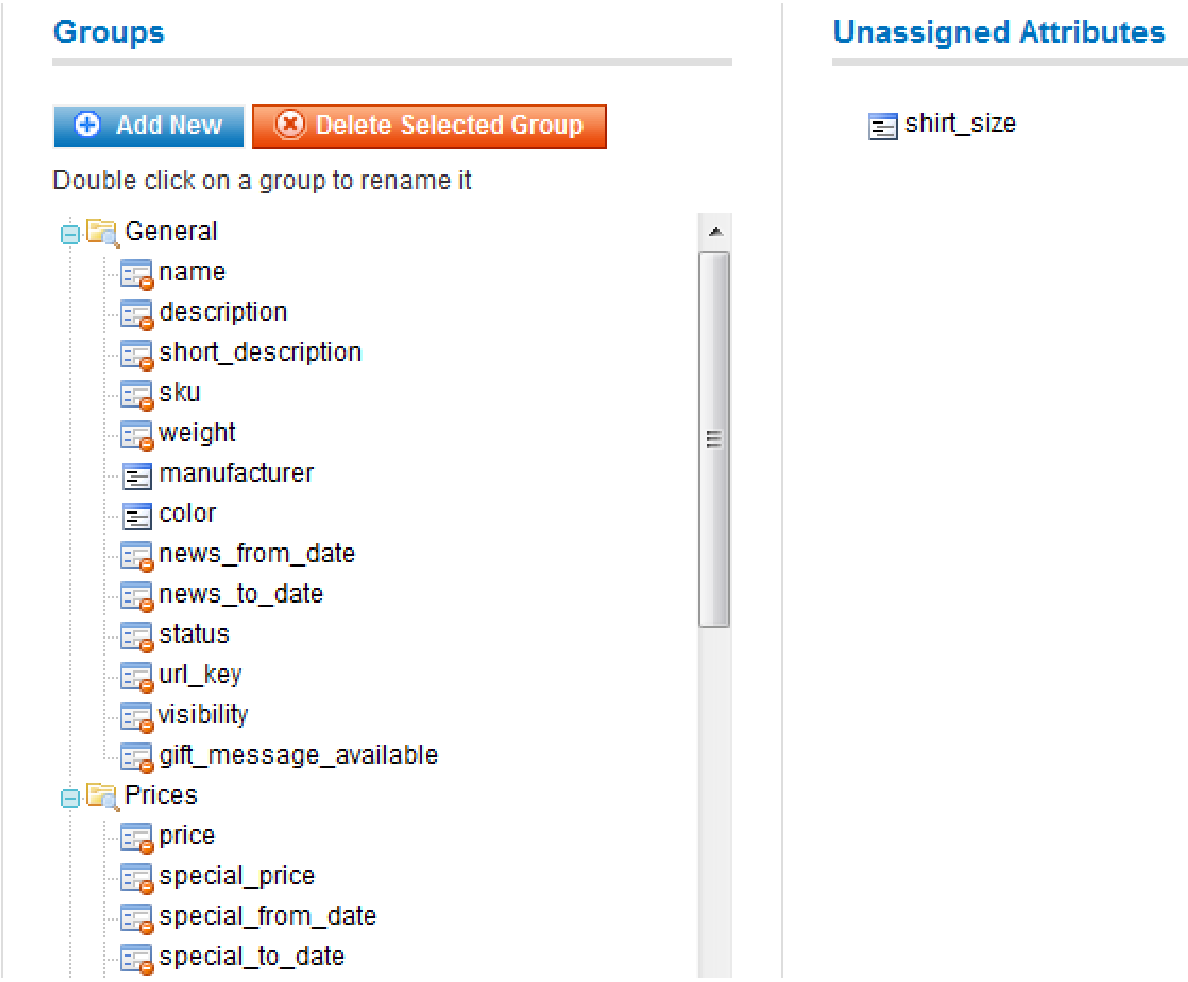
In “Manage Titles” you should type in the name of the attribute as you want the customer to see it. With the “Add Option” button add a new option and Type in the name of it, and “Position” as a display order.

Creating the attribute set

Now we’re ready to create an attribute set called “T-shirt” to start using for this product. Go to “Catalog -> Attributes -> Manage Attribute Sets” and press “Add New Set”.

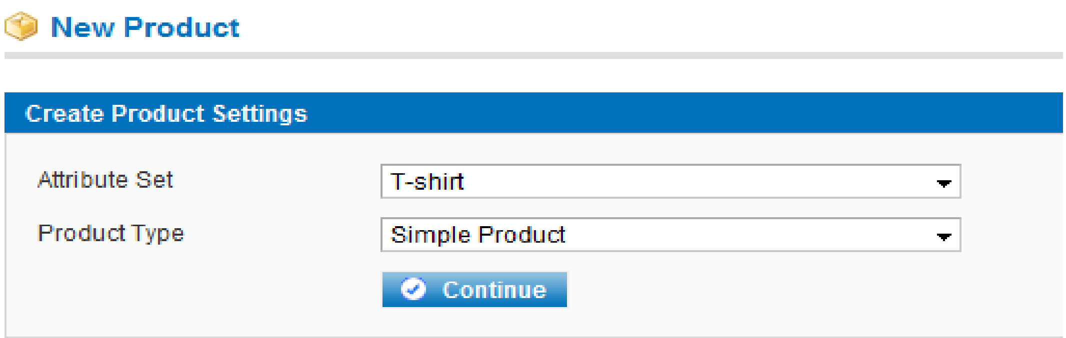
In our example, the name is “T-shirt” and we’re basing it on the default set:



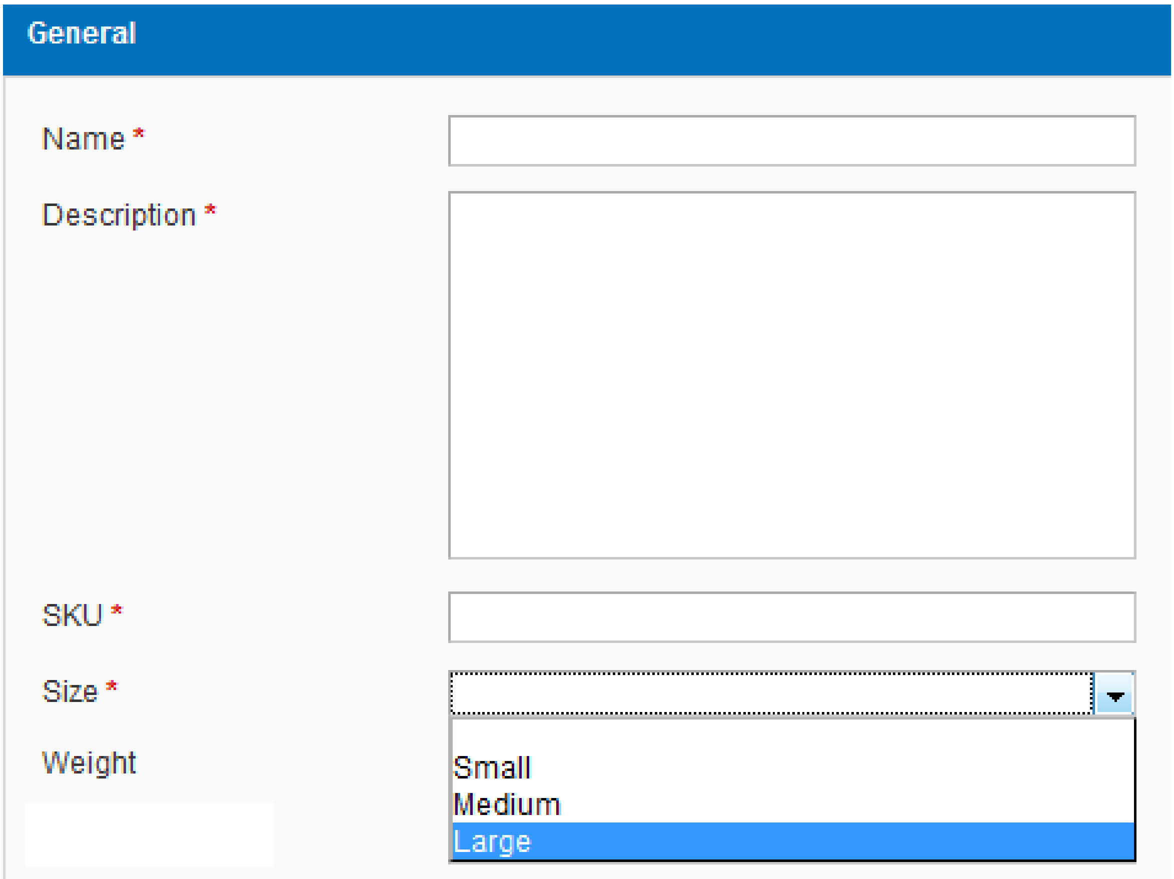


You should drag&drop the new attribute calls “shirt_size” to the one of the groups on the left, e.g. “General”.

Now you should create all products with the different attributes (Small, Medium, Large). Remember you need to select the “T-shirt” as the attribute set:

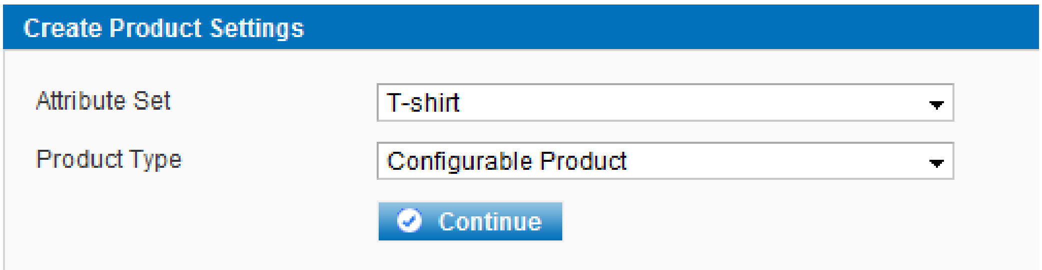


Next you need to select the attribute from a drop-down list:



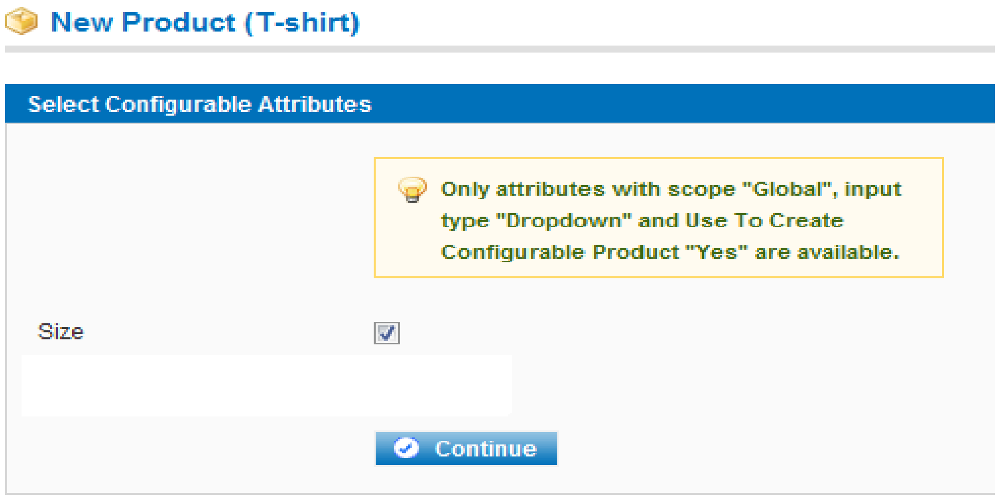
Remember you need to do this as many times as many attributes you have set, otherwise the attributes won't be available from the drop-down list at the product page.

Creating a Configurable Product:



This is the product what your customers can see and select the size (or any other attribute) from a drop-down list. Again it is imperative to select the right Attribute set (T-shirt in this example).

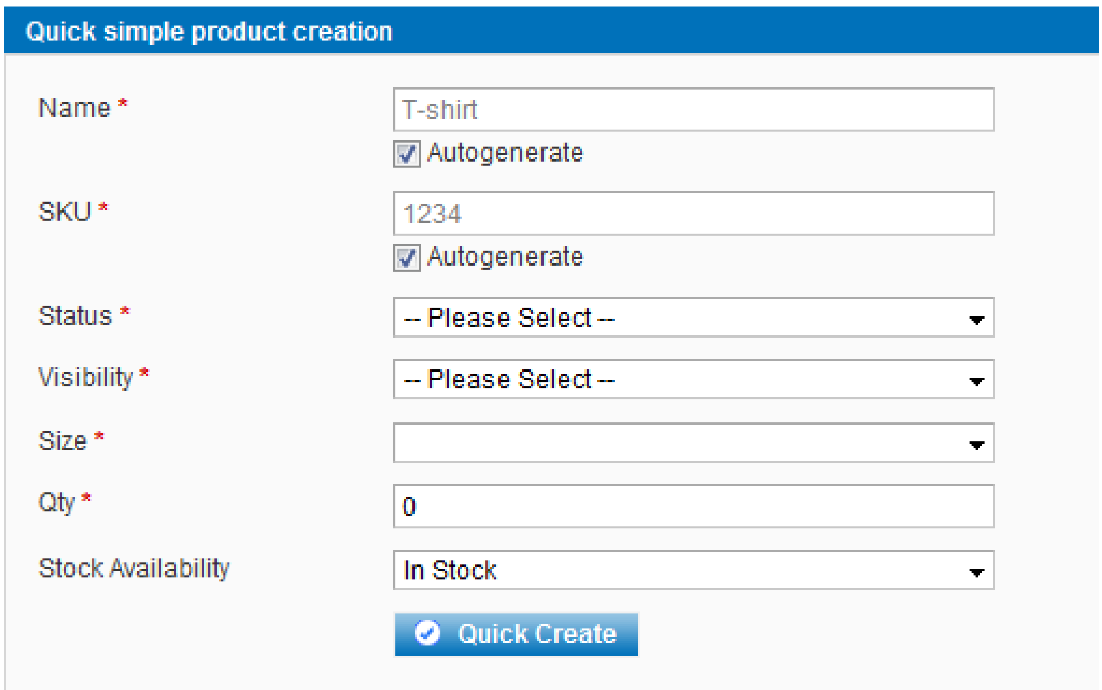
Next you should select the attributes you want to be configurable, in this case “Size”:



You should get a page, very similar to the “Add Product” page, where you should set all the attributes to your product (price, description, name etc.).

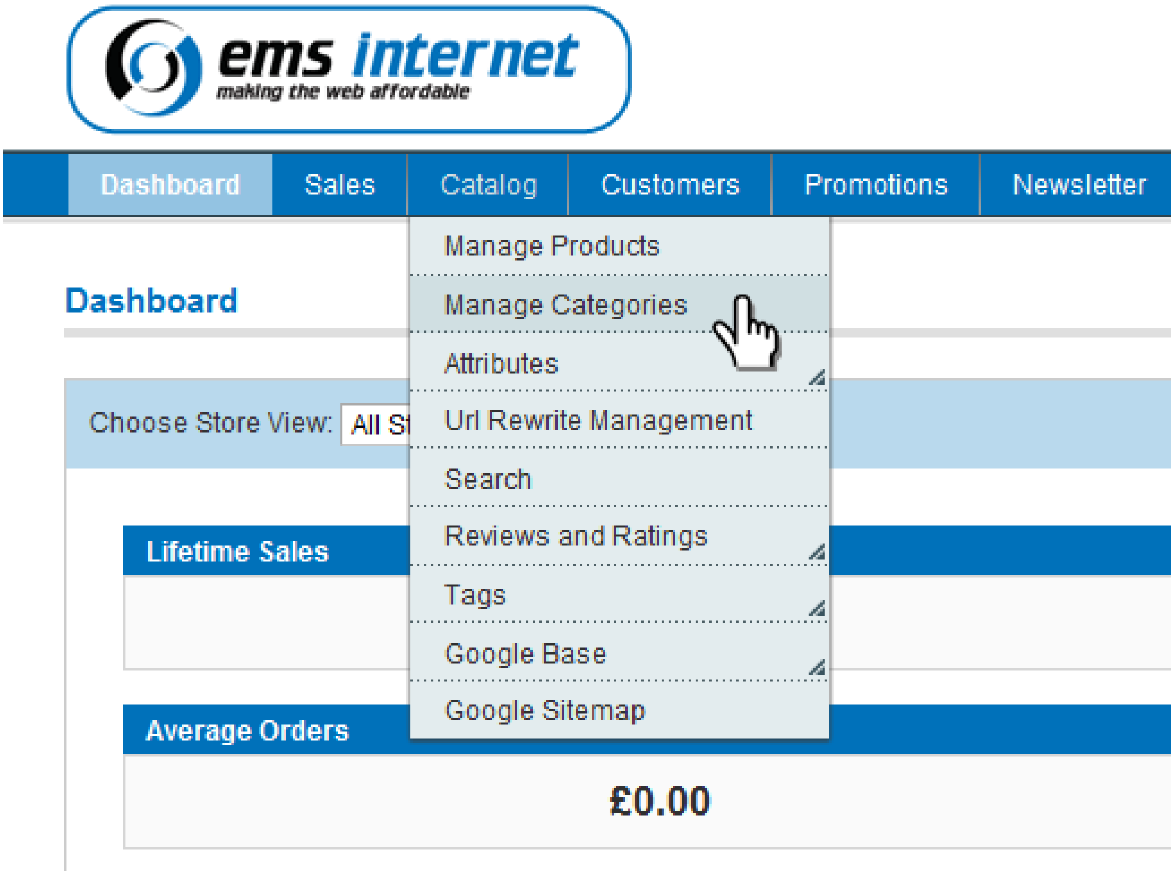
You should manage the simple products added to this configurable product on the “Associated Products” tab. If you have created products with the attribute you want to configure, then you should see them listed on the bottom of the page. You should select the thick box near every product you want to be attached to this configurable product.

You can create your simple products right here, if you press “Save and Continue Edit” button, you should get a new window “Quick simple product creation”:



Here you can create your product dealing with only the essential attributes (Qty, Size) the Status should be “Enabled” and the Visibility should be “Catalog, Search” if you want user to see and search through the simple products, and “Nowhere” if you don't want to allow users to see your simple products. All the other attributes (e.g. description) will be copied from the configurable product in this case T-shirt. This way you can easily create all your products with all the necessary attributes.

Manage Categories



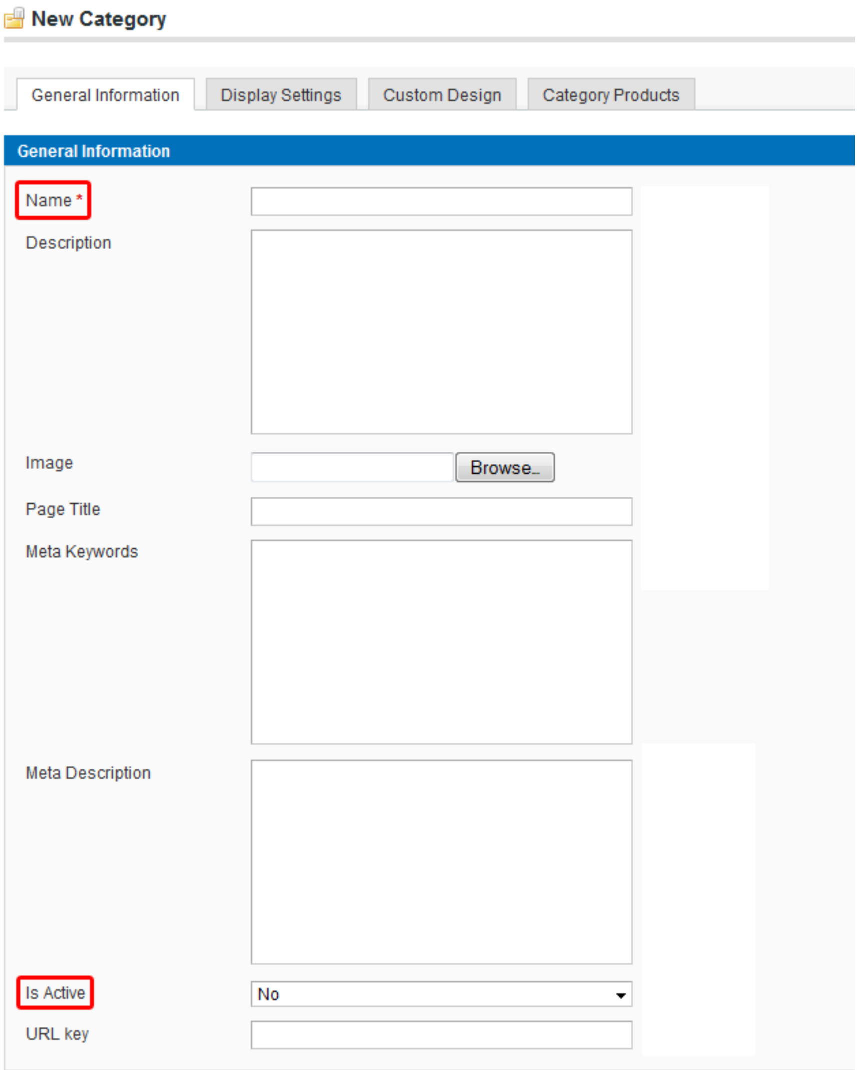
You can access this menu item though: Catalog=>Manage Categories

This admin page allows you to create, edit, delete and rearrange the hierarchical navigation for your stores.

The left sidebar displays all your categories. In this sidebar, you can click-and-drag any category (except Root Categories) to rearrange their order or nesting.

Click any category in the left sidebar to edit its details in the main section of the page:

The “General Information” tab allows editing how the category displays in your site(s). Essential fields are the “Name”, and the “Is Active” where you activate or deactivate the visibility of the category.



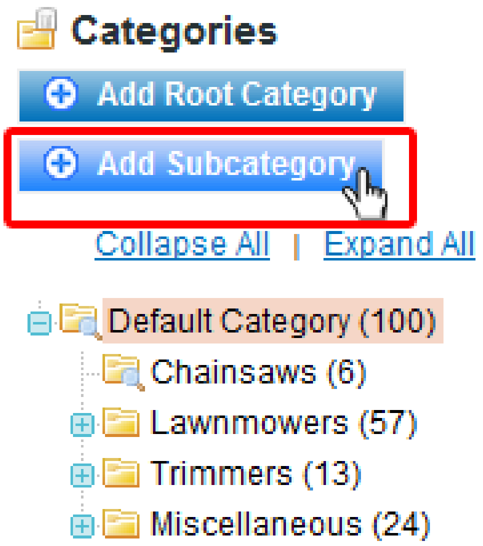
“Description”. This is for internal use only, and will not appear on the webpage. Select an “Image” by clicking the **Browse...** button and locating the image on your computer. This image will appear on the web page of each category’s page between the category name and content. Once a category has been saved with an image, a “Delete Image” checkbox will appear to the right.

In the “Category Products” tab you can view and remove products from the category.

The first level of categories are used for the **STORE ROOTS** only, and will not be shown in the top navigation. Only categories starting from the 2nd level will be shown in the navigation.

Creating Categories

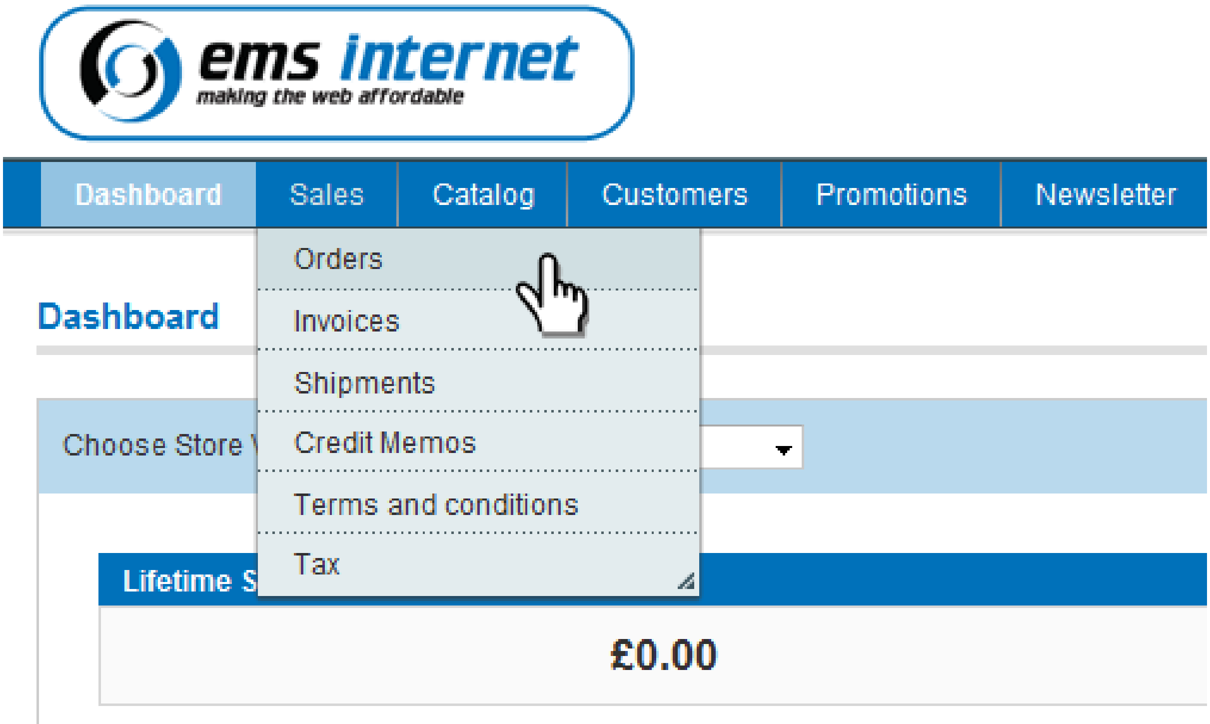
To create sub categories for your webshop, press the “Add Subcategory” button, in the **Catalog => Manage Categories** menu.



And Fill out the mandatory fields similar to when editing categories.

Sales

Orders, Shipments, Invoices



Here you'll see an overview of placed orders, you can manage every order individually by clicking on them.

There are detailed information about every order regarding the product, quantity, amount, billing address, shipping address, payment information etc.

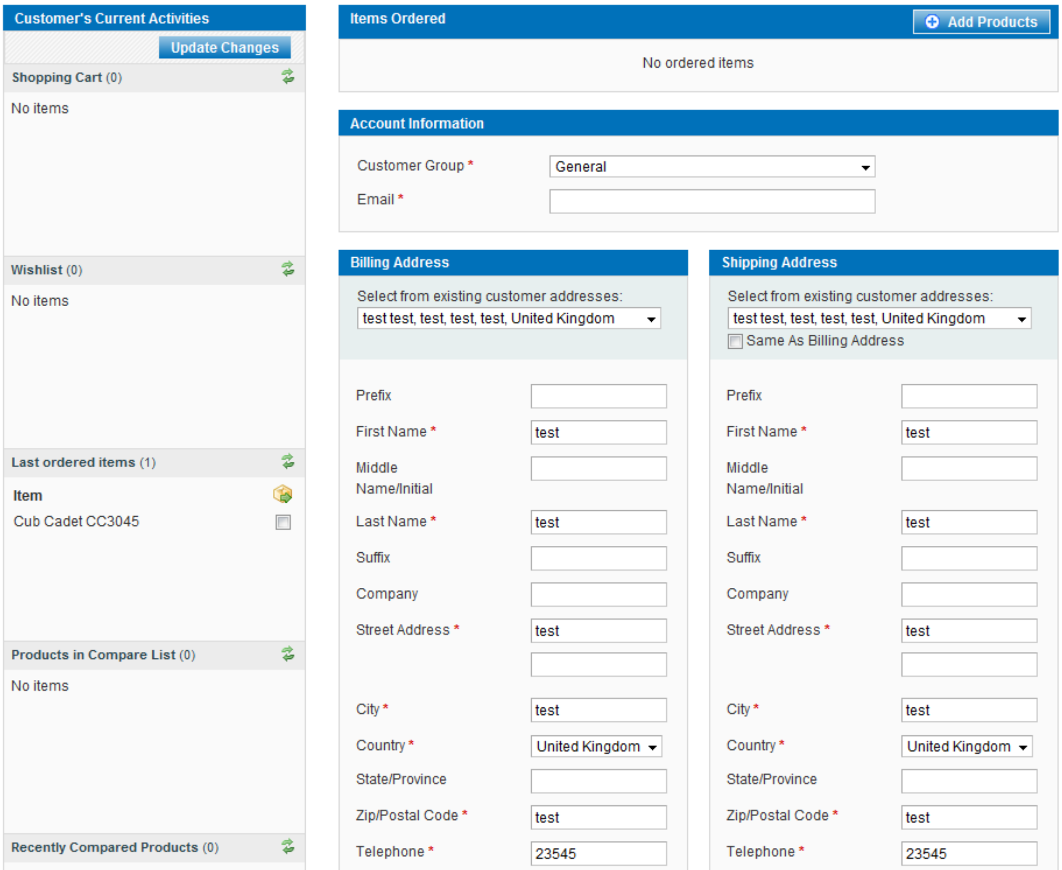
You are able to issue a shipment manually by clicking on the “Ship” button at the top right corner of the page. By setting a shipment the status of the order is automatically set to “Processing”. The default value is “Pending”.

You are able to issue an invoice manually by clicking on the “Invoice” button at the top right corner of the page. By setting an invoice the status of the order is automatically set to “Paid”.

Manually create an order

You can create manually a new order by clicking “Create New Order” button at the top right corner of the Sales=>Orders menu.

You have to choose a user, then on the left side of your screen, you’ll see the user’s recent activity, and on the right you can add a product to the order, use the saved address for the user, add other billing or shipping address, and place the order.



Invoices

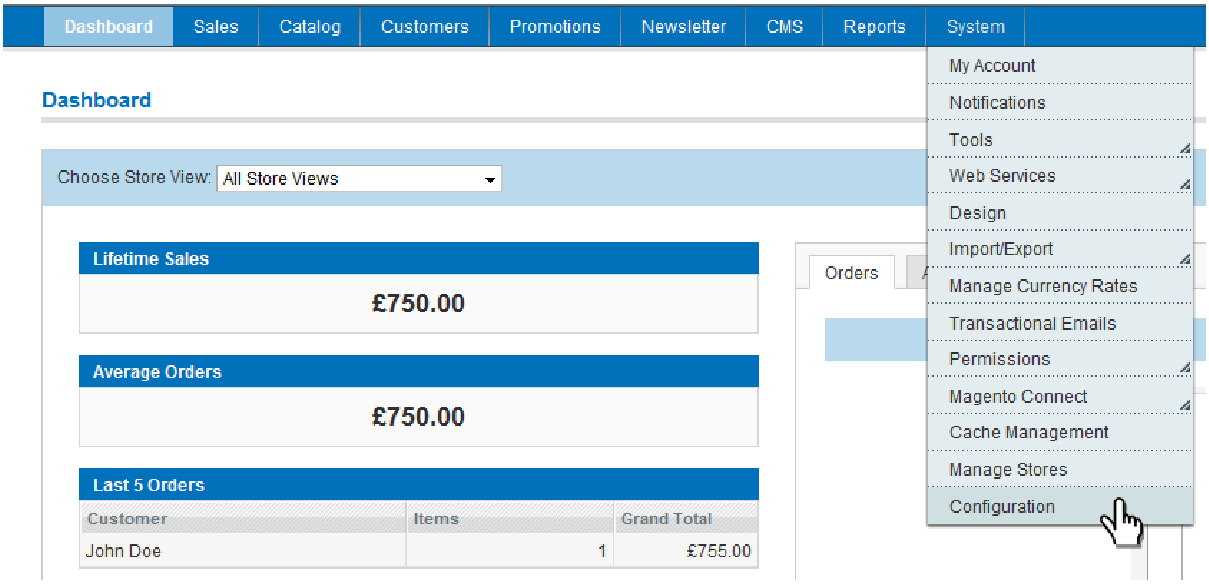
You can view all invoices in the **Sales => Invoices** menu

Shipments

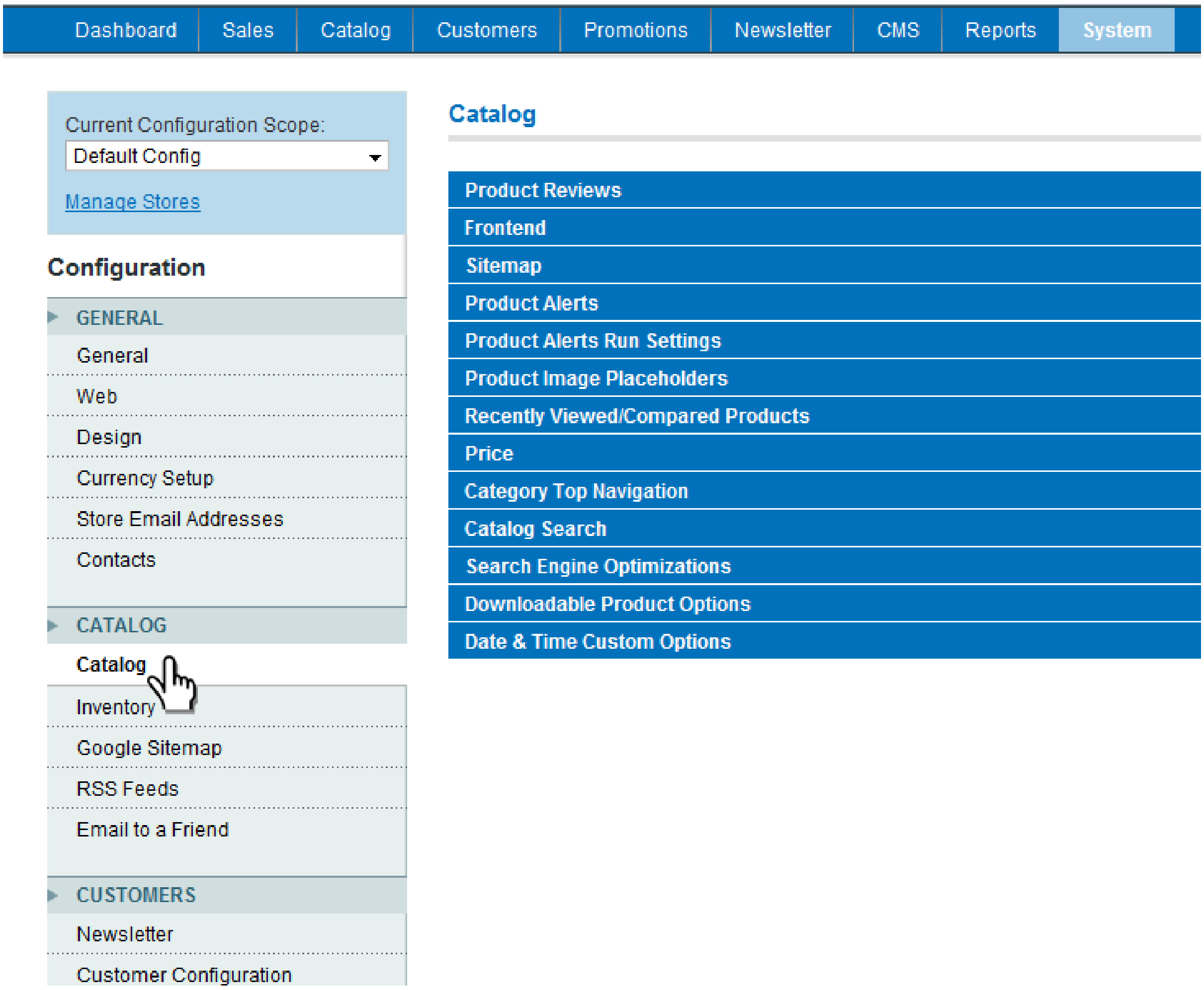
You can view all shipments in the **Sales => Shipments** menu

Configure the catalog system settings

To do this, navigate to System > Configuration:



and there select the Catalog tab from the left menu:

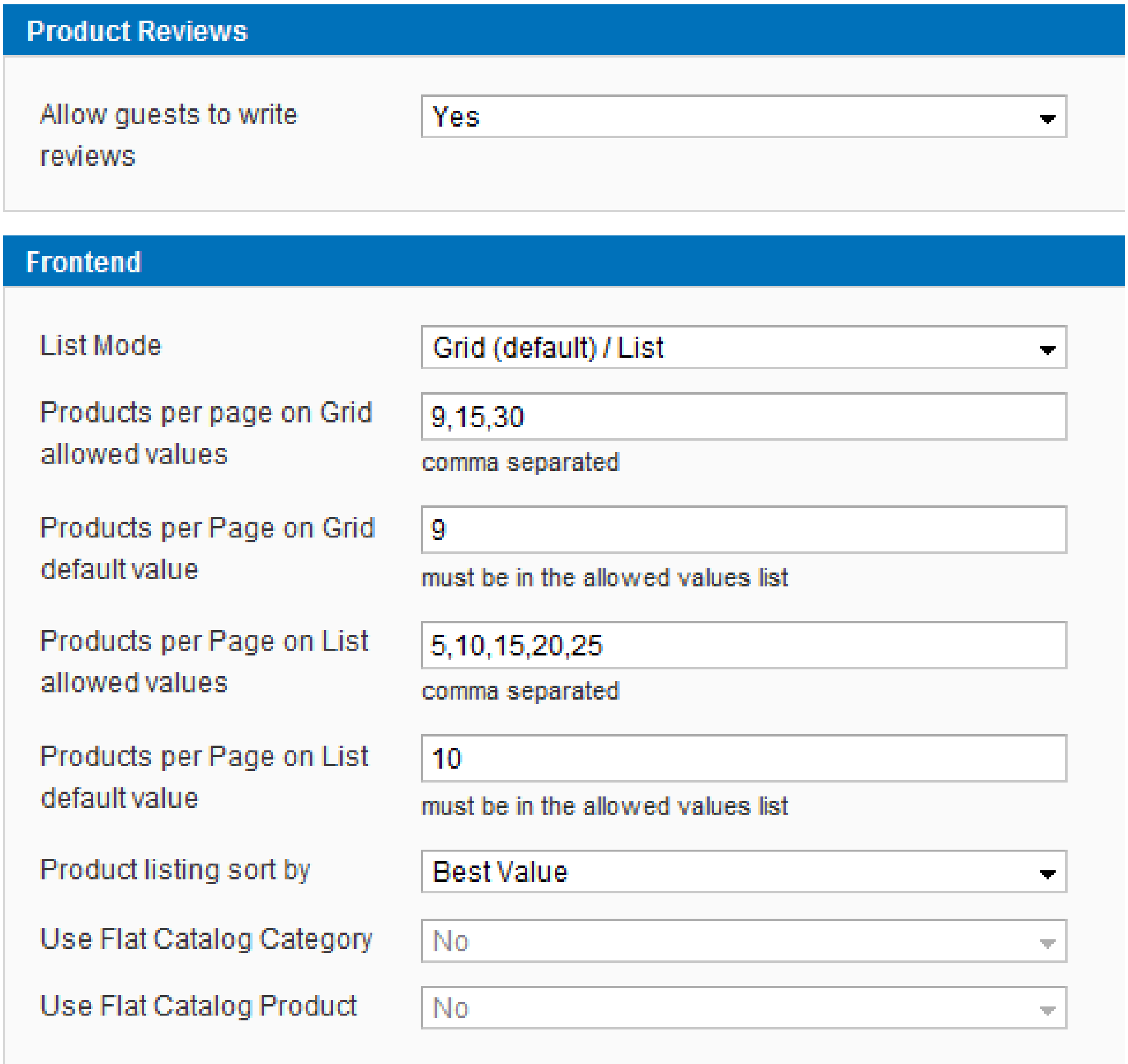


Frontend

- **Products per Page** - Choose whether the category pages will display 9, 15, or 30 products by default. Your customers will be able to change this, or to display All products.
- **List Mode**
    - **Grid Only** - The products will display in a grid structure and your customers will not have the option to change this.
    - **List Only** - The products will display in a list structure and your customers will not have the option to change this.
    - **Grid (Default)/List** - The products will display in a grid structure by default but your customers will be able to switch to list.
    - **List (Default)/Grid** - The products will display in a list structure by default but your customers will be able to switch to grid.

Product Reviews

Here you can allow / disable the ability for customers to write reviews to products



Promotions

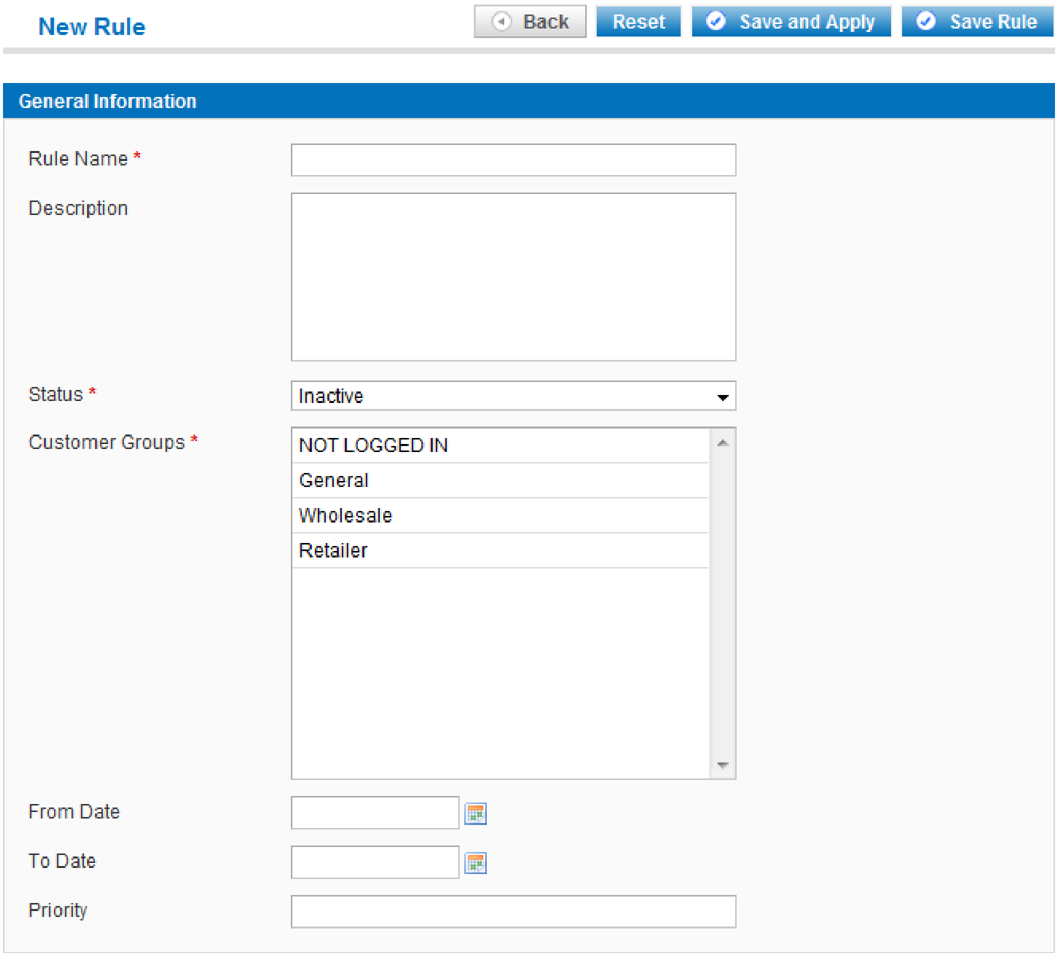
You can set promotions to some or all of your products for a period of time (e.g. during Christmas).

There are two type of Promotions in the system. Catalog Price Rules are implemented into product price before they are added to the cart, while Shopping Cart Price Rules are applied in the shopping cart. The creation of these is similar, we'll go through creating a Catalog Price Rule:

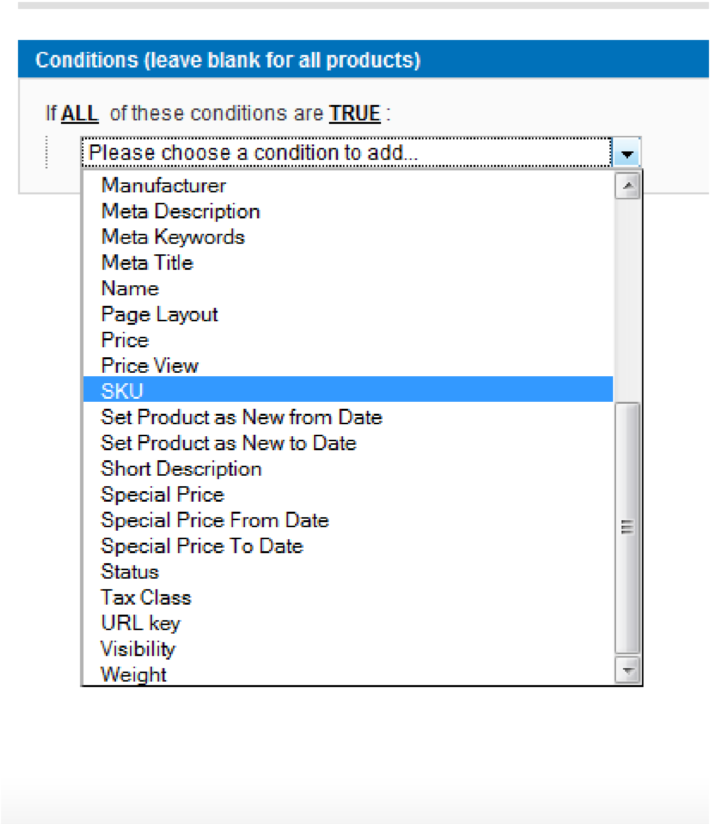
New Promotion

Go to "Promotions => Catalog Price Rules" and click "Add New Rule"

1. Enter a **Rule Name** and **Description** for the price rule.
2. Enable it by selecting **Active** from the **Status** dropdown.
3. Select the **Customer Groups** to which you want the rule to apply.
4. Define the date range for the promotion to be in effect. If you leave the date range empty the rule will be enabled as soon as it is created.
5. Set the promotion's priority. This is useful if you have two catalog price rules enabled at once.



Conditions



Once you have set up the information for the price rule you can set the Rule's Conditions.

If you're creating a rule which requires two conditions (for example, the product must be manufactured by Sony **AND** the price **must** be over £100), select "If **ALL** of these Conditions are TRUE". If you wanted the discount to take effect if the product is manufactured by Sony **OR** if the product is over £100, you would select "If **ANY** of these conditions are TRUE." Additionally, you can change **TRUE** to **FALSE**, which will make the rule apply to the exact opposite situation. For example, "If ALL of these conditions are **FALSE**" would mean that the rule would apply to all products where the manufacturer is NOT Sony, and the price is LESS THAN £100.

When you click the green + button, a drop-down will appear. You can select either Conditions Combination (see below for more details about this), or one **Product Attribute** from the list of all existing Attributes. The middle rule ('is,' 'is not, 'equals or greater than,' etc.) defines the relation between the attribute and the option. Finally, enter the value of the attribute option. Different attributes will require you to enter the option value in a different manner. For example, Manufacturer will produce a drop-down, contained all the existing options that you previously defined when you created the Manufacturer attribute. Price, however, will have an open text field where you can manually enter the price.

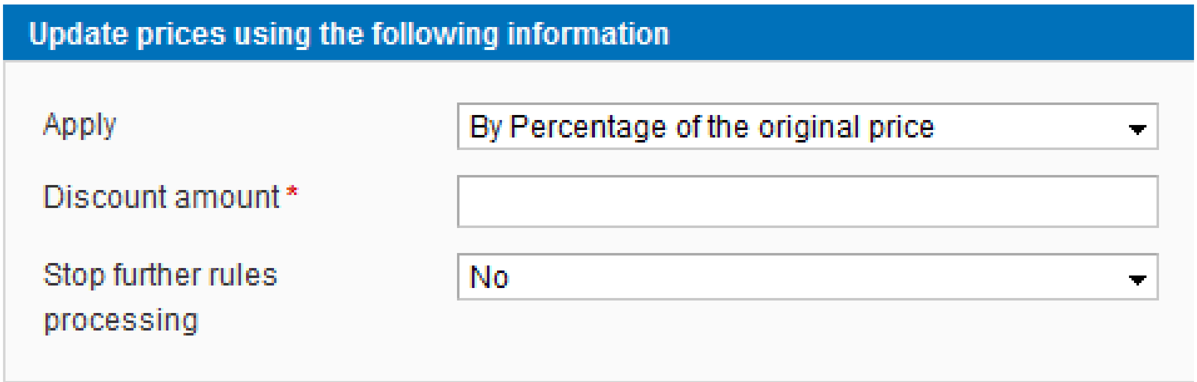
To add more rules, keep pressing the green + button. Each condition further limits the number products to which this discount applies. To remove a condition, click the red X button.

If you select **Conditions Combination** instead of one of the Product Attributes, you can create and different set of ALL/ANY and TRUE/FALSE conditions within the overall condition. For example, in the first condition you can establish that the Manufacturer is Sony. In the second condition, you can create a Conditions Combination, where you change ALL to ANY. Within this "subcondition" you set the Price equal or greater than £100, and the Weight equal or less than 5 lbs. With this

Conditions Combination, the rule will apply if the Manufacturer is Sony, AND either the Price is £100 or more OR the weight is 5 lbs or less.

Actions

Now that you have the Conditions set, you can create the **Actions**. This defines what the system does to the product matching your conditions. This is where the discount is defined.



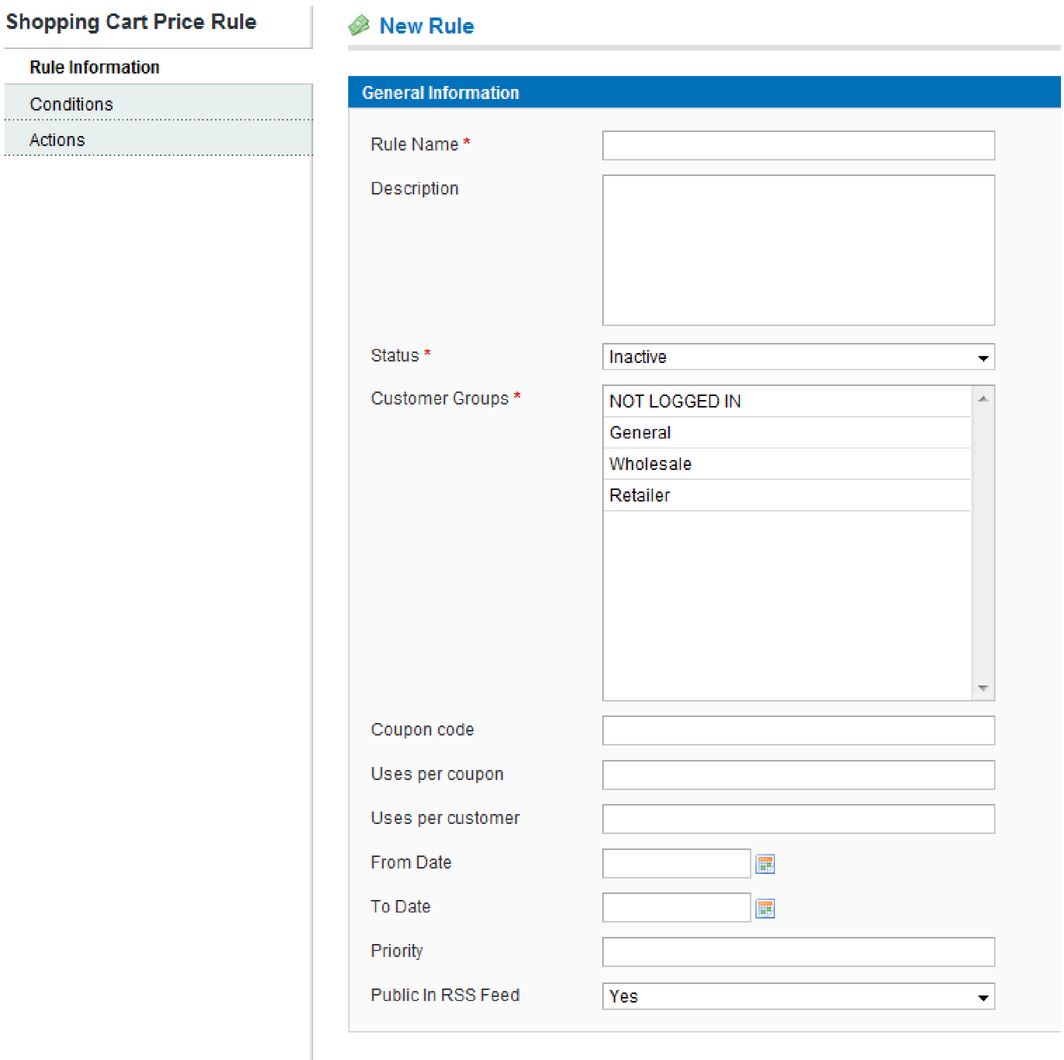
Apply - Select how you want the discount applied to the product (**By Percentage of the original price**, **By Fixed Amount**, **To Percentage of the original price**, or **To Fixed Amount**). The difference between By and To is that By subtracts the Discount amount from the original price, whereas To sets the final discounted price to the Discount amount. For example, if a product costs £100, and a discount amount of 15 is applied By Percentage of the original price, the final price would be £85. If the discount amount of 15 was applied To Percentage of the original price, the final price would be £15 (in this example, you would choose By Percentage).

Discount amount - Enter the numerical value of the discount, which will be either a percentage or fixed monetary amount, depending on what you selected in the drop-down above.

Stop further rules processing - If you have multiple promotions active on the same products at once, and you don't want another rule to interfere with this one, you would select Yes here. This will cause for the system to ignore any other existing rules with a lower priority once this rules has been calculated. For example, if you have a storewide discount of £5 that you don't want to apply to products in this promotion, you would select Yes here, set the priority of this rule higher than that of the other existing rule, and any products matching the conditions established in your new rule would no longer receive the £5 discount from the other existing rule.

When you are finished, you can click either **Save and Apply** or **Save Rule**. Save and Apply activates the rule immediately after creating it, so that the price change will be displayed on eligible products in the front-end. Save Rule saves without activating. If you click this, you can go back and apply the rule later by clicking on it in the Catalog Price Rules grid and clicking Save and Apply, or by clicking the **Apply Rules** button on the Catalog Price Rules page, which will activate all existing rules.

The other kind of price rule – **Shopping Cart Price Rules** – is applied when the customer reaches the shopping cart. They can be enacted either with or without a coupon code, and include features not found in traditional coupon tools. Shopping Cart Price Rules are very similar to Catalog Price Rules (CPRs), with a few changes and additions. For those aspects which are the same as Catalog Price Rules, please refer back to that section for a more detailed description. To create Shopping cart Price Rules, navigate to Promotions > Shopping Cart Price Rules and select **Add New Rule**.



Rule Name - Same as CPRs

- **Description** - Same as CPRs
- **Status** - Same as CPRs
- **Customer Groups** - Same as CPRs
- **Coupon Code** - If a code is not entered the rule will take effect once the customer reaches the cart without any action taken. If a code is entered, the customer will have to enter that code to receive the discount.
- **Uses per coupon** - This is the maximum amount of times the Rule can be used total. This limit will apply whether or not you require a coupon code. If it is left blank, there will be no limit.
- **Uses per customer** - This is the maximum amount of times the Rule can be used per customer. This limit will apply whether or not you require a coupon code. If it is left blank, there will be no limit.
- **From/To Date** - Same as CPRs
- **Priority** - Same as CPRs
- **Public In** RSS **Feed** - If you wish, you can allow customers to be alerted of new Shopping Cart Price Rules via RSS feeds. If you have enabled this feature, you can

determine here whether or not users who subscribe to the RSS Feed will be alerted about this particular Rule.

Conditions

This is very different from CPRs, however there is some overlap. To begin with, the overall condition is in the same structure: If ALL/ANY of these conditions are TRUE/FALSE. However, clicking the green + button presents you will a different set of options.

Actions

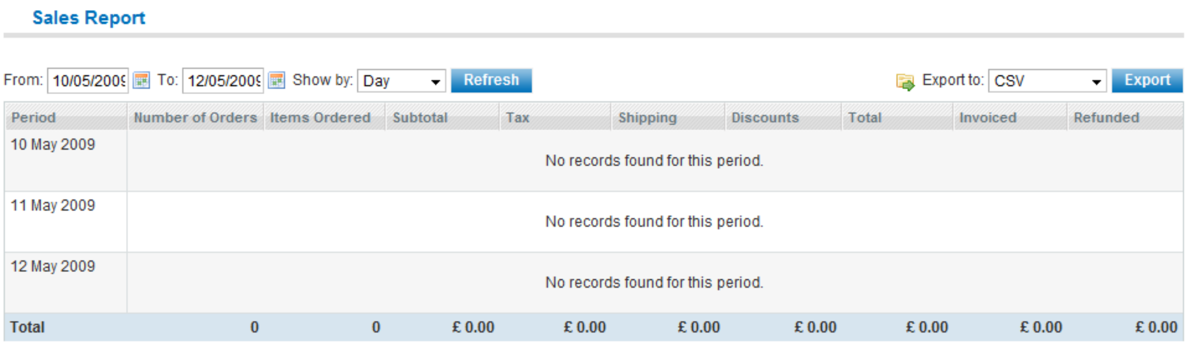
- Apply - Select how you want the discount applied to the product (**Percentage of product price discount**, **Fixed amount discount**, **Fixed amount discount for whole cart**, or **Buy X get Y free**).
- **Discount amount** - Same as CPRs
- **Maximum Qty Discount is Applied to -** You can limit how many units of each line item will receive this discount. If you select 5, each line item with a quantity greater than 5 will only receive a discount for five of the items, and the remaining quantity will be calculated at the normal rate.
- **Discount Qty Step (Buy X) -** This field only works depending on which option you selected from the Apply drop-down. This field is not applicable to the 3-piece suit example, so it will be discussed using different examples.
- **Percent of product price discount -** If you selected this option, the Buy X field determines the quantities that your customers will have to purchase in order to receive a percentage discount. For example, if you sell an item at whatever quantity the customer prefers, but you receive the item in packs of six, and would like to offer a discount to the customer for every factor of 6 items that they buy, you would enter 6 into this field. The product costs £5, and the discount percentage is 10. If the customer buys 1-5 items, they will receive no discount. If they buy 6-11 items, they will receive a 10% of £5×6 discount (£3). If they buy 12-17 items, they will receive a 10% of £5×12 discount (£6), and so on. This way, they are encouraged to buy items in a factor of 6, ans they are allowed to buy additional quantity, but they just won't receive any discount for that additional quantity.
- **Buy X get Y free -** If you selected this option, the Buy X field determines the quantity that your customers will have to purchase in order to receive free item(s). These quantities will be a factor of the number entered into this field. The amount of free items they receive is determined in the Discount amount field. For example, if you want to give your customer 2 free items for every 5 that they buy, you would enter 5 in this field and 2 in the Discount amount field. If the customer buys 1-5 items they will receive no free items. The 6th and 7th items that they add to the cart will be free. The next 5 items that they buy must be paid for, and the 13th and 14th items that they add to the cart will be free, and so on.
- **Free ground shipping -** Select whether you want to combine the coupon amount with a free shipping offer. You can select **For matching items only** to offer free shipping only to specific items in the cart, or **For shipment with matching items** to offer free shipping for the entire order when the designated items are present.
- **Stop further rules processing** - Same as CPRs
- **Apply the rule only to cart items matching the following conditions -** This is similar to the Product Attribute Combination option that you can set in the Conditions tab. You can select from the same list of Cart Item Attributes and Product Attributes. This determines which items in the cart will receive the discount defined above when

the conditions defined in the Conditions tab are met. If you leave this section blank, the discount will apply to the entire cart.

Reports

The system includes several useful Reports to keep updated on anything from your customer's Shopping Cart to their Tags. All of the reports can be accessed by navigating to the Reports tab, and then locating the name of the desired report. Every report can be downloaded in CSV or Excel format. To do so, navigate to the appropriate report, select the desired format from the **Export to** drop-down, and click **Export**. It is imperative to set the time frame and press the **Refresh** button to see the report.

Sales



Sales Report

This report summarizes sales information for the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. For each Period, you can see the total number of Orders placed, total number of items ordered, and the total monetary amount for the Subtotal, Tax, Shipping, Discount, Total, Invoices, and Credit Memos of each order. There will also be a row that totals the amounts of all Periods displayed in the report.

Tax Report

This report summarizes tax information for Orders placed within the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. Each Period will further be divided by the Tax Rates. For each Tax Rate, you can see the total number of Orders placed using that Tax Rate, and the total amount of tax charged using that Tax Rate. There will also be a row that totals the amounts of all Periods displayed in the report.

Shipping Report
This report summarizes shipping information for Orders placed within the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. Each Period will further be divided by the Shipping Carrier/Method. For each Carrier/Method, you can see the total number of Orders placed using that Carrier/Method, and the total amount of shipping charged using that Carrier/Method. There will also be a row that totals the amounts of all Periods displayed in the report.

Total invoiced
This report summarizes Invoice information for the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. For each Period, you can see the total number of Orders placed that have Invoices associated to them, and the total monetary amount invoiced, including how much of this amount was captured and how much was not. There will also be a row that totals the amounts of all Periods displayed in the report.

Total refunded
This report summarizes Credit Memo information for the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. For each Period, you can see the total number of Orders placed that have Credit Memos associated to them, and the total monetary amount refunded, including how much of this amount was refunded online and how much was offline. There will also be a row that totals the amounts of all Periods displayed in the report.

Coupons Report
This report summarizes coupon information for Orders placed within the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. Each Period will further be divided by the Coupon Code. For each Coupon Code, you can see the total number of Orders placed using that Coupon Code, and the total monetary amounts for the Subtotal, Discount, and Total of Orders placed using that Coupon Code. There will also be a row that totals the amounts of all Periods displayed in the report.

Shopping Cart Report

Products in carts
This report lists all products in your store, including the price, the amount of Shopping Carts currently containing that product, and the amount of Orders placed containing that product.

Abandoned carts
This reports lists all registered customers who added products to their Shopping Cart, and then logged out with the items still in the cart. For each customer, you can see the number of line items in the cart, total quantity, total monetary amount of the products, any coupon code the customer may have applied, and the timestamps for when the first item was added to the cart and the most recent cart activity.

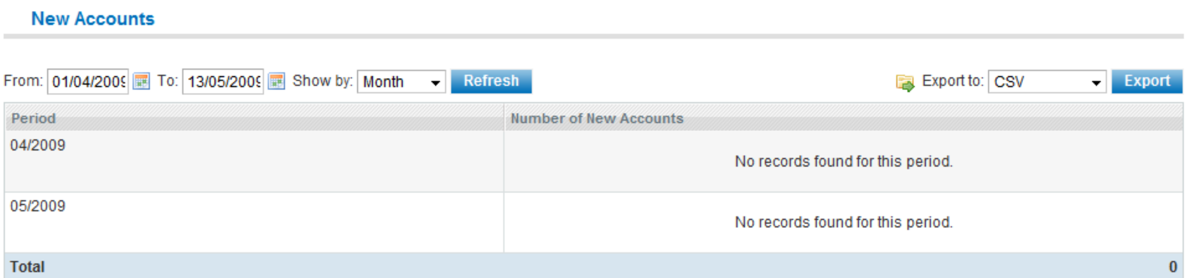
Products

Bestsellers
This report summarizes product information for products ordered within the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. Each Period will further be divided by the product name. For each product name, you can see the product price and total quantity of that product which has been ordered. There will also be a row that totals the amounts of all Periods displayed in the report.

Most Viewed
This report summarizes product information for products viewed within the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. Each Period will further be divided by the product name. For each product name, you can see the product price and total number of times a customer has navigated to that product's page. There will also be a row that totals the amounts of all Periods displayed in the report.

Low stock
This report lists all products in your store, including the SKU and remaining quantity in stock. The products are listed from lowest quantity to highest quantity.

Customers

New Accounts


Period	Number of New Accounts
04/2009	No records found for this period.
05/2009	No records found for this period.
Total	0

This report summarizes new customer accounts the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each Period. A **Period** can be a Day, Month, or Year, and is defined in the

Show by drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. For each Period, you can see the total number of new customer accounts created. There will also be a row that totals the amounts of all Periods displayed in the report.

Customers by orders total

This report summarizes customer order information for Orders placed within the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. Each Period will further be divided by the customer name. For each customer name, you can see the total number of Orders they placed, the average monetary amount of those Orders, and the total monetary amount of those Orders. The customers will be listed from highest to lowest by the total monetary amount of their Orders. There will also be a row that totals the amounts of all Periods displayed in the report.

Customers by number of orders

This report summarizes customer order information for Orders placed within the designated scope and period of time. The scope can be defined in the **Show Report for** drop-down at the top of the page. There will be one line for each **Period**. A Period can be a Day, Month, or Year, and is defined in the **Show by** drop-down at the top of the page. The number of periods in the report depends on the date range designated at the top of the page. Each Period will further be divided by the customer name. For each customer name, you can see the total number of Orders they placed, the average monetary amount of those Orders, and the total monetary amount of those Orders. The customers will be listed from highest to lowest by the number of Orders placed. There will also be a row that totals the amounts of all Periods displayed in the report.

Review Reports

Customers Reviews

Lists all registered customers who have placed a review, and the number of total reviews that they have placed.

Products Reviews

Lists all products that have received a review, the number of total reviews received, the average rating, and the time and date of the most recent review. Clicking on a product will redirect to a list of each review placed for that product, including the Nickname, Summary, the content of the review, and the timestamp.

Tags Reports

Customer

Lists all customers who have submitted tags that currently have a Status of Approved, and the number of approved tags submitted by the customer. Clicking on a customer will redirect to a list of each approved tag, including the product name, tag name, the site(s) where the tag is visible, the site where the tag was submitted, and the timestamp when it was submitted.

Products

Lists all products for which tags have been submitted that currently have a Status of Approved, and the number of unique approved and total approved tags. Clicking on a product will redirect to a list of each unique approved tag, including the tag name, the number of times the tag has been applied to this product, and the site(s) where the tag is visible.

Popular

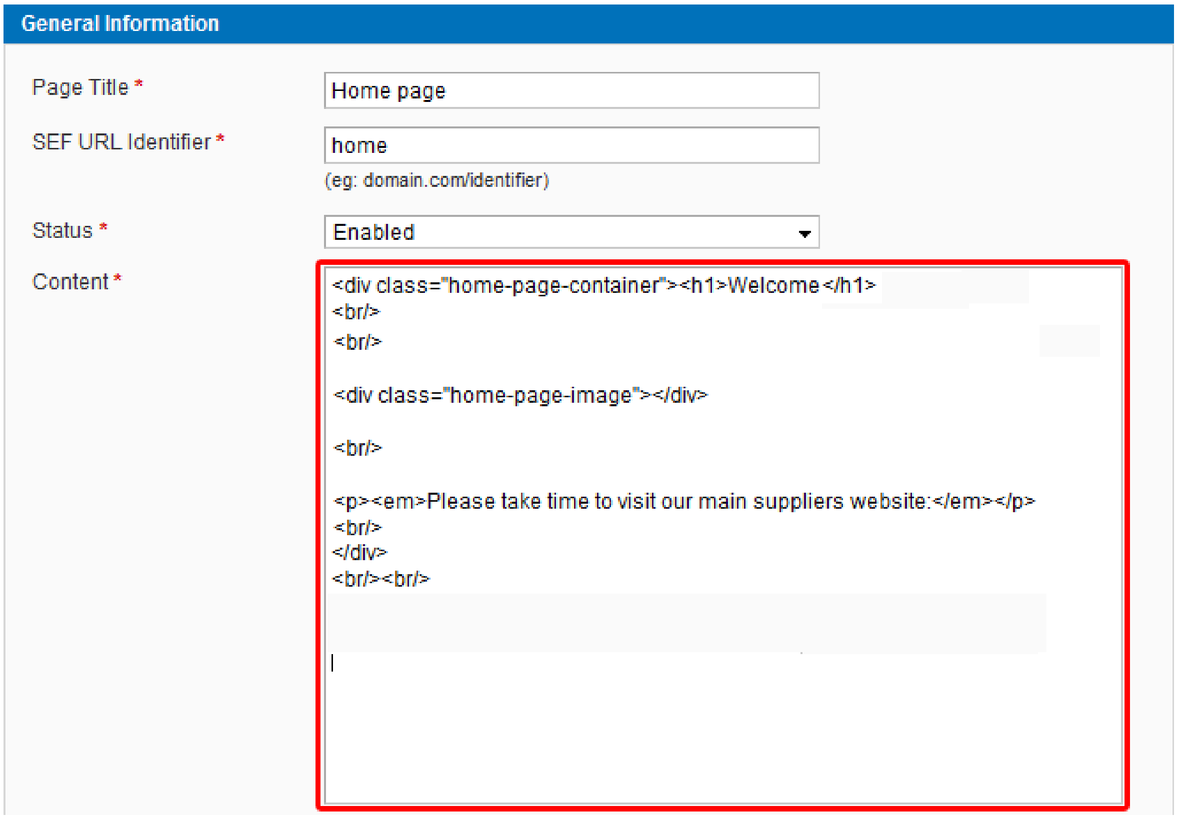
Lists all approved tags, and the number of times each tag has been used in your store. You can filter the tags by scope using the Show Report for drop-down at the top of the page.

Search Terms

Lists all existing search terms, including the number of results that displayed the last time the search term was used, and the number of times a search has been performed using that term. Both of those numbers, however, can be manipulated in the admin by navigating to Catalog > Search.

Manage text pages (CMS)

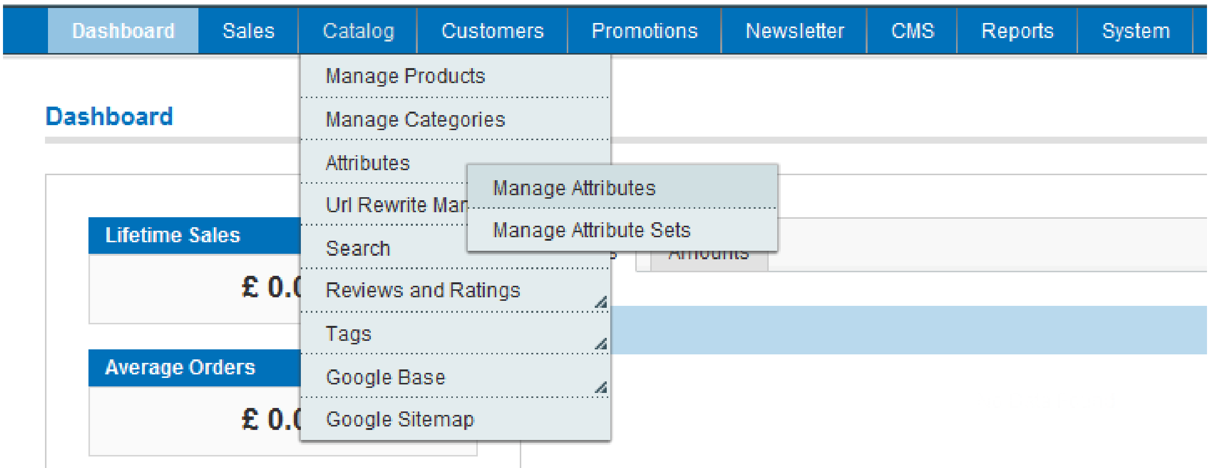
Got to menu **CMS => Manage Pages** click on the page you want to edit (i.e. Home Page) and edit the HTML in the “Content” field:



Attributes

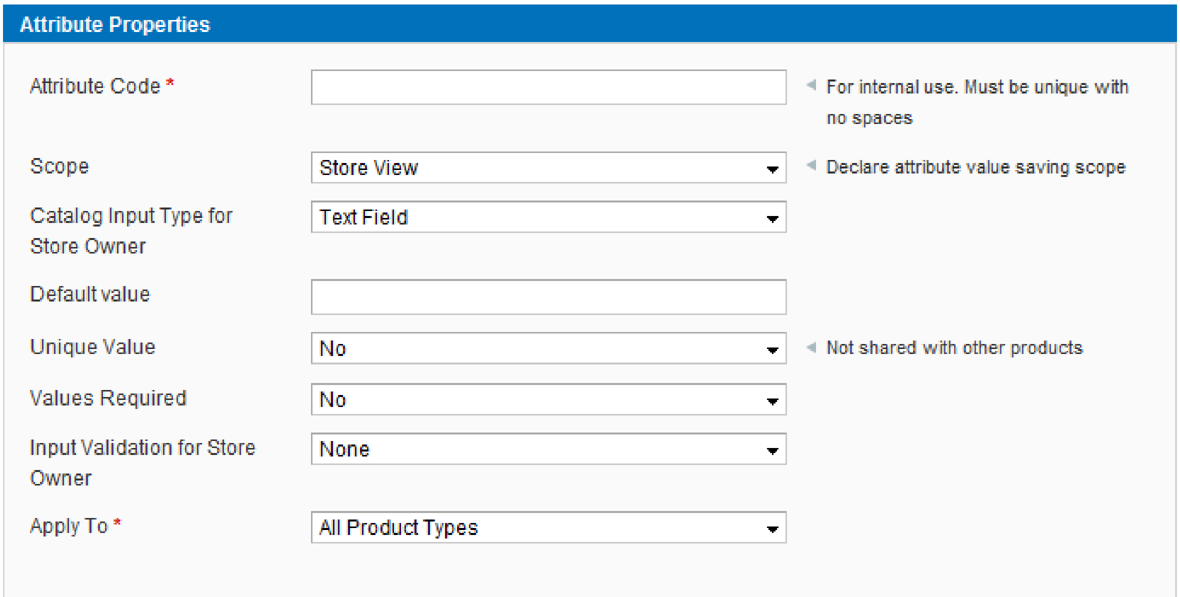
Creating an Attribute

Attributes are quantifiable or descriptive aspects of a product, from the color, to the manufacturer, to the SKU number. There are two kinds of attributes: Simple Attributes and System Attributes. By default, the software includes all the necessary System Attributes. These cannot be deleted, and every product must have each of these attributes. Therefore, all Attribute Sets must include these attributes (more on Attribute sets later). These type of attributes include Name, Price, and SKU, without which a product would not function. Simple Attributes, on the other hand, are attributes created by the Store Owner. These will likely be more specific for individual products, and therefore will not necessarily be included in every Attribute set. For example, if you were to create an attribute for color, with values of blue, green, yellow, etc., you may want to apply this attribute to an Attribute Set for shirts, which you sell in various colors, but you probably would not include it in an Attribute Set for DVDs, for which color is not really an applicable attribute. To create a Simple Attribute, navigate to Catalog > Attributes > Manage Attributes, and click **Add New Attribute** in the top right of the page.



Properties

Attribute Properties

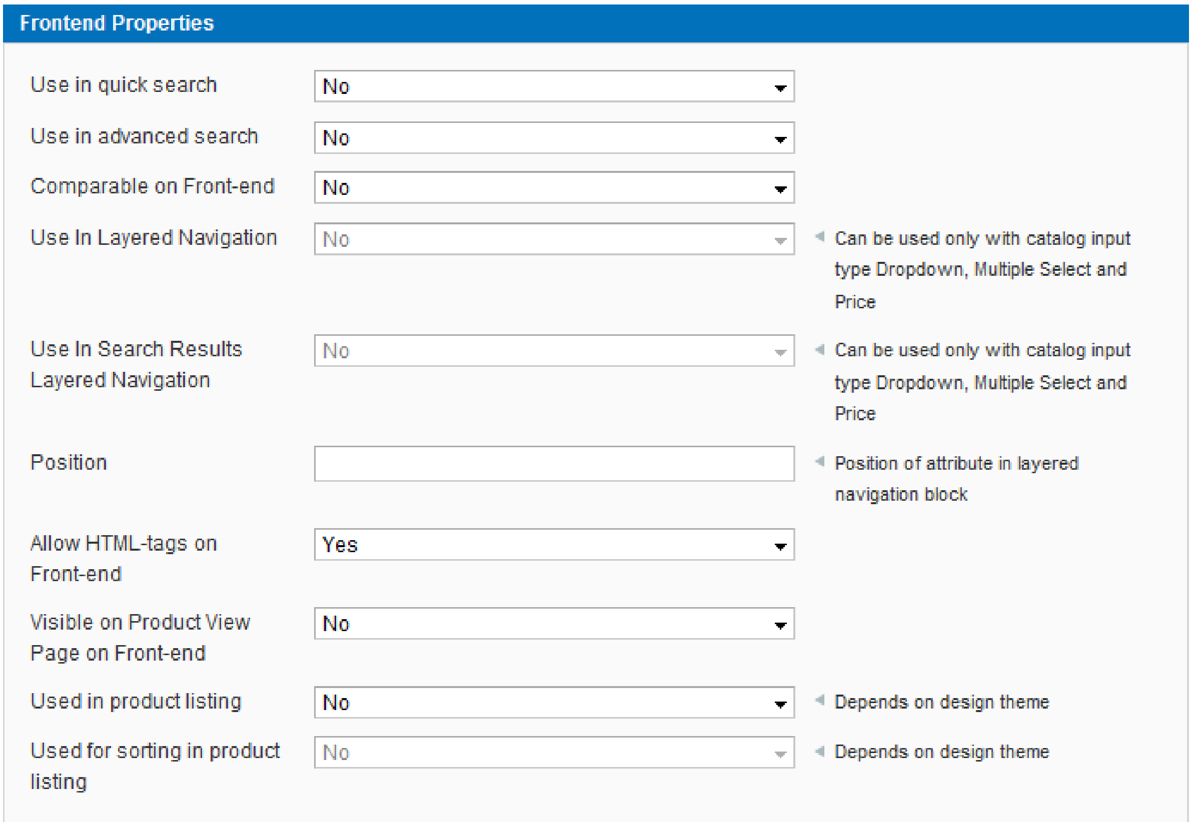


- **Attribute Identifier** - This is the name of the attribute used by the system. It will appear in the Attributes list in the Attribute Code column, and it will be used when managing Attribute Sets, however it will not appear on the Front-end. Each attribute you create must have a unique Attribute Identifier, and this value cannot contain spaces.
- **Scope** - This drop-down determines the level at which the values of this attribute are shared. When creating a product, you will be able to see the Scope to the right of each attribute. You can choose to make any attribute shared Globally, at the Website Level, or at the Store View Level. Global means that the value of this attribute for a given product must be the same throughout your site. Website means that the value of this attribute for a given product can differ in different Websites, however it cannot differ between Store Views contained under the same Website. Store View means the value of this attribute for a given product can differ in all Websites and all Store Views. For example, if you were creating an attribute called Color, with a Store View Scope, you would be able to set the color of a product to green in one Store View, and blue in another Store View.
- **Catalog Input Type for Store Owner** - This describes what kind of data the attribute will store. What's set here determines how data entry for this attribute

will take place. For example, a Description attribute would use a text field, so that you can manually enter a description for each product, whereas a Color attribute would use a drop-down, so that you choose the color of each product from a drop-down list (the values of which you will enter in the Manage Label / Options tab). Note that it appears that Attributes whose input type requires multiple predefined optionss, such as the Dropdown or Multiple Select types, cannot later be changed to direct input types like text boxes (and the reverse may also be true), so think hard before making an input type selection.

- **Default Value** - If you choose to enter a Default Value, each new product created with this attribute will automatically have this attribute prepopulated with the value you enter here. However, you will always be able to edit the prepopulated value. This field will not display if you have selected Multiple Select, Dropdown, or Media Image as your Input Type. If you have a Dropdown or Multiple Select Input Type, you will be able select the Default Value in the Manage Label / Options tab.
- **Unique Value** - If you designate an attribute to be a Unique Value, that means the value selected or entered for this attribute for each product must be different. If Color was a unique value, only one product could be green, one be blue, etc.
- **Values Required** - If you require values, you must select a value for this attribute for each product you create. You will not be able to save a product if this attribute is left blank.
- **Input Validation for Store Owner** - This controls the type of check the system places on the values entered for this attribute for each product. If you select None, you can enter any type of information as the value for this attribute. If you select Email, for example, the system will make sure that the value entered for each product resembles an email address. If it does not, you will receive a warning message.
- **Apply To** - Decide which Product Types will include this attribute. The three Product Types are Simple, Grouped, and Configurable Products. If you select **Selected Product Types**, a multiple select menu will appear where you can choose to which of the Products Types this attribute will be associated.
- **Use To Create Configurable Product** - This drop-down will only appear if the Scope is Global and the Input Type is Dropdown. If you select Yes, this attribute will be a Configurable Attribute. When creating a Configurable Product, the next step after selecting the Attribute Set and Product Type is to select the Configurable Attributes for this product. You will see a list of all the existing Configurable Attributes associated to the Attribute Set. If you select the checkbox, this attribute will be a Configurable Attribute for this product. If you leave the checkbox empty, this attribute (while still a Configurable Attribute in your attribute settings) will not be a Configurable Attribute for this product. If an attribute is a Configurable Attribute, this means that the customer will be able to select the value of the attribute from a drop-down in the front-end. It is customer configurable. *Note: This drop-down is not related to the Apply To menu above. An attribute can be a Configurable Attribute even if it is not applied to Configurable Products. If this is the case, you will be able to select the attribute as a Configurable Product when creating a product, but you will not be able to see this attribute among the product's other attributes in the New Product page.*

Frontend Properties

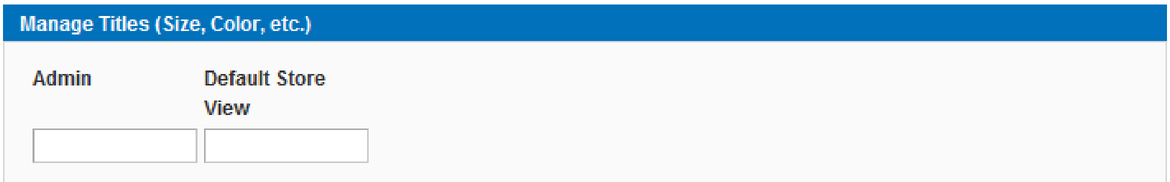


- **Use in quick search** - If you select Yes, the system will search all the product values for this attribute when your customer uses the search bar in the header. If you select to use Color in the quick search, your customers will be able to type in green or blue and find products that match that color.
- **Use in advanced search** - This is very similar to the quick search. However, in the Advanced Search, each attribute will have its own field, rather than there being one search field. If you select Yes, a field will be created for this attribute in the Advanced Search page.
- **Comparable on Front-end** - If you select Yes, a row will be created for this attribute in the Compare Products pop-up window.
- **Use in Layered Navigation** – the system's Layered Navigation allows your customers to filter down into a category's products using any attribute that is "filterable" for Layered Navigation. The Layered Navigation menu will display in the left column of your category pages, and will contain all of the attributes which are filterable. Under each attribute will display the various values of that attribute. Clicking one of these values will filter the list of products in that category page so that only products matching that attribute value will display. There are two types of filterable attributes, which you can select from this drop-down: **Filterable (with results)** and **Filterable (no results)**. This determines which values will display in the Layered Navigation menu. If you select Filterable (with results), only values that correspond to products in that category page will display in the menu (that is, only values that produce "results" when used as a filter). If you select Filterable (no results), all values that you've created in the Manage Label / Options tab will list, whether or not they correspond to any particular products in that category page (it includes values that do not produce "results" when used as a filter). If there are no filterable attributes in a particular category page, the Layered Navigation

menu will not display. In order to make an attribute filterable, the Input Type must be either Dropdown, Multiple Select, or Price.

- **Position** - This determines the position of the attribute in the Layered Navigation menu with respect to the other filterable attributes.
- **Visible on Catalog Pages on Front-end** - This field only appears for Simple Attributes. On the product page in the front-end, there is a section called Additional Information, that displays below the Product Description section. The attribute name and value for all “visible” Simple Attributes will display in this section. If a product does not have any visible Simple Attributes (or if the product does not have any values selected for its Simple Attributes) there will be no Additional Information section on the front-end.

Manage Label / Options



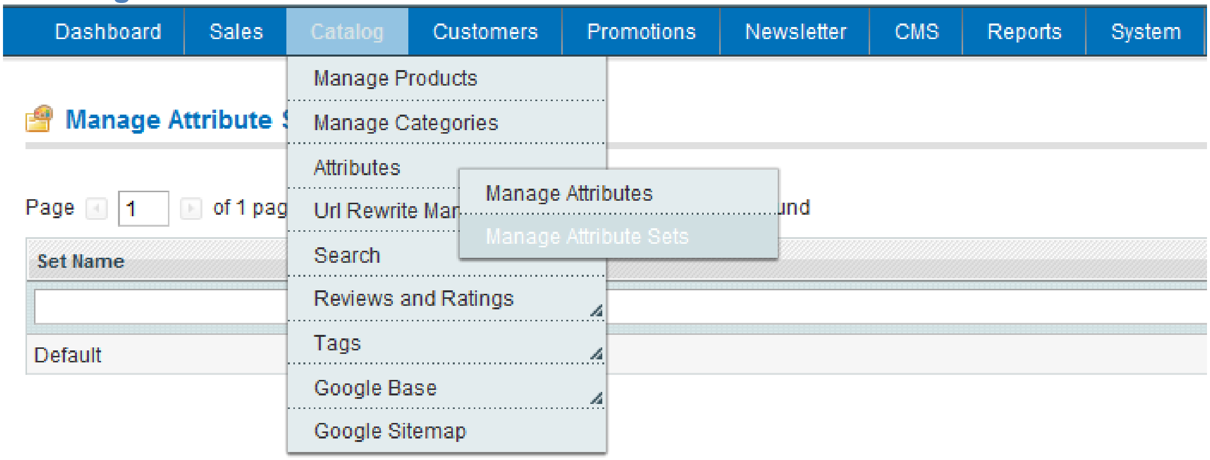
- **Manage Titles** - In the **Admin** field, you must enter the name of the attribute as it will appear in the admin. For each Store View, you can specify a different name for this attribute. This is useful if you manage multiple Store Views with different languages. For example, in the Admin field, type Color; in the UK Store View field, type Colour; in the French Store View field, type Couleur. If you leave the field blank for any of the Store Views, the Admin Label will be used.
- **Manage Options** - This section will only appear if the Input Type is Dropdown or Multiple Select. In order to have a drop-down or multiple select menu in the product page, you must have predetermined values to populate these menus. This is where the values for these menus are predetermined. This works very similar to the Manage Titles section above. For each value you wish to create, click **Add Option**. You can enter an unlimited number of values. For each value, you must enter a name in the Admin field, and you have the option to enter a different name for each Store view. For example, create two options. For the first option, enter Green in the Admin field; leave the UK Store View field blank, because it uses the same name; enter Vert in the French Store View field. For the second option, enter Blue in the Admin field; leave the UK Store View field blank; enter Bleu in the French Store View field. You will also have the option to select the position and which value(s) is the default. Enter a numerical value in the **Position** field, and this will determine the sort order of the values in the drop-down/multiple select menu relative to each other. For the Dropdown Input Type, you will have an **Is Default** radio button with which you can select one value. For the Multiple Select Input Type, you will have an Is Default checkbox with which you can select multiple values.

Managing Attribute Sets

An Attribute Set is a collection of attributes, customized to fit certain types of products. All Attribute Sets must contain all of System Attributes, but you can customize them to include different combinations of Simple Attributes. For example, if you sell several different kinds of T-shirts in your site, you would want to create a “T-shirts” Attribute Set, which includes the

Simple Attributes commonly shared by all of your T-shirts. This may include color, size, gender, and brand. Once you have created each of these Simple Attributes (refer back to the previous section for more details), you can associate them to an Attribute Set. A product is then associated to an Attribute Set during product creation, and the Attribute Set's Simple Attributes will appear in the New Product page so that you can set the various values.

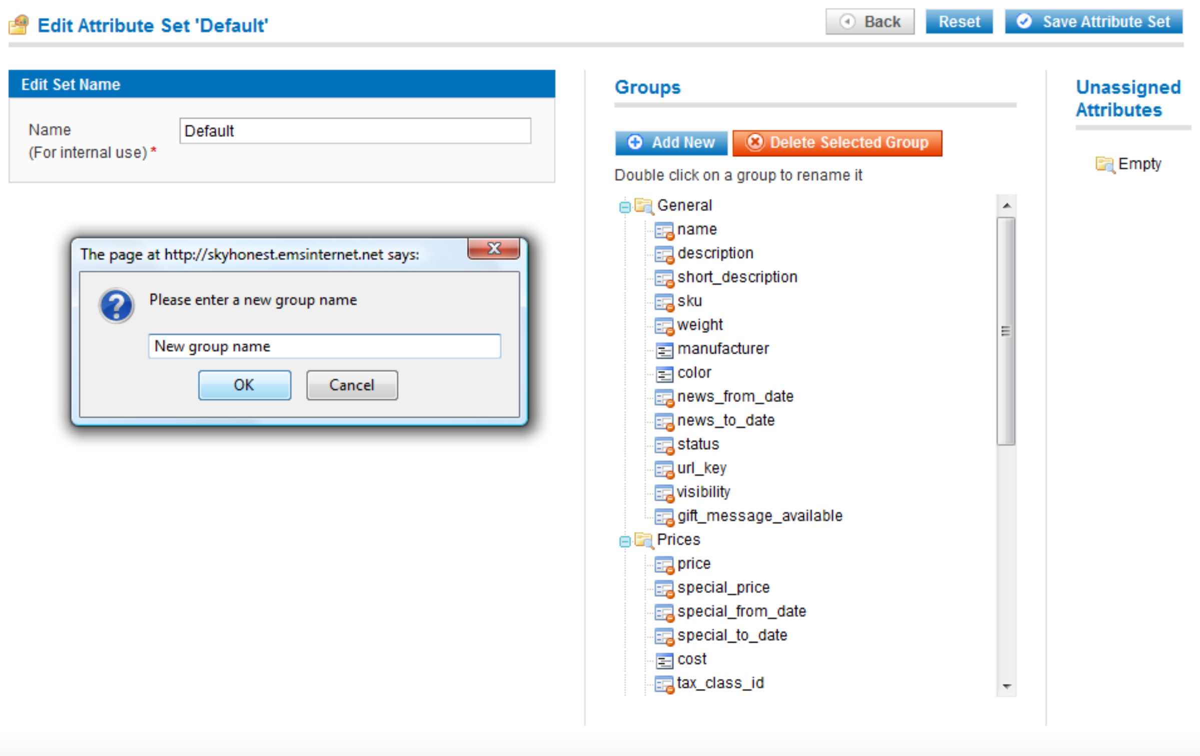
Creating an Attribute Set



To create an Attribute Set, navigate to Catalog > Attributes > Manage Attribute Sets and click **Add New Set** in the top right of the page. Before configuring the Attribute Set, you must enter a name and import Attributes from an existing Attribute Set. The **Name** will not be used anywhere on the front-end, and can be edited at any point. Even if you have not created any Attribute Sets previously, you can select the **Default** Attribute Set from the Based On drop-down, which comes by default, from which you will import Attributes. This includes all of the System Attributes, organized into Groups according to their function. The Default attribute can be customized just as any Attribute Set that you create. Once you have created additional Attribute Sets, you can choose any of these from the Based On drop-down, which will import the Simple Attributes and Groups from that Attribute Set, saving you time during the configuration process. When you are finished, click **Save Attribute Set**. The Attribute Set will be created, and you will be directed to the configuration section.

- **Edit Set Name** - This field will contain the name that you entered in the previous step. It can be edited at any point during the configuration, or later on by editing the Attribute Set.
- **Groups** - Groups are like folders which contain attributes. Each Group corresponds to a different tab in the New Product page. This helps organize the attributes by function so that you can edit them in the product page more efficiently. The software comes with five Groups by default: General, Prices, Meta Information, Images, and Design. These contain the various System Attributes, marked with a red circle 

on the attribute icon. System Attributes cannot be removed from an Attribute Set, however they can be moved to different Groups. Therefore, you can remove a Group as long as there are no System Attributes within it. The ordering of both the Groups and the attributes can be changed by clicking and dragging it. This affects the order of the tabs and attributes in the product page, respectively. You can also create a new Group, to which you can move System Attributes, or associate Simple Attributes. To do this, click Add New, and enter the name of the Group in the pop-up.

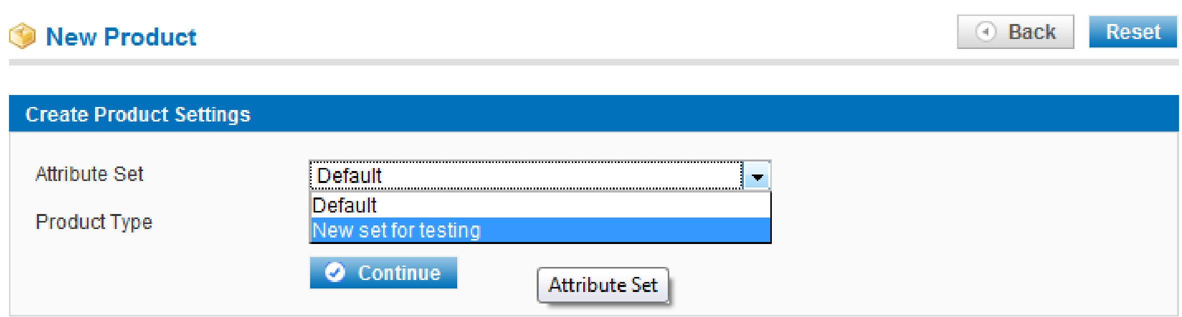


- **Unassigned Attributes** - This list contains all of the Simple Attributes which you have created. You can associate one of these attribute to your Attribute Set by clicking and dragging this attribute into the desired Group. Once it is associated to this Attribute Set, it will no longer appear in the Unassigned Attributes list. To disassociate an attribute, click and drag it back to the Unassigned Attributes list.

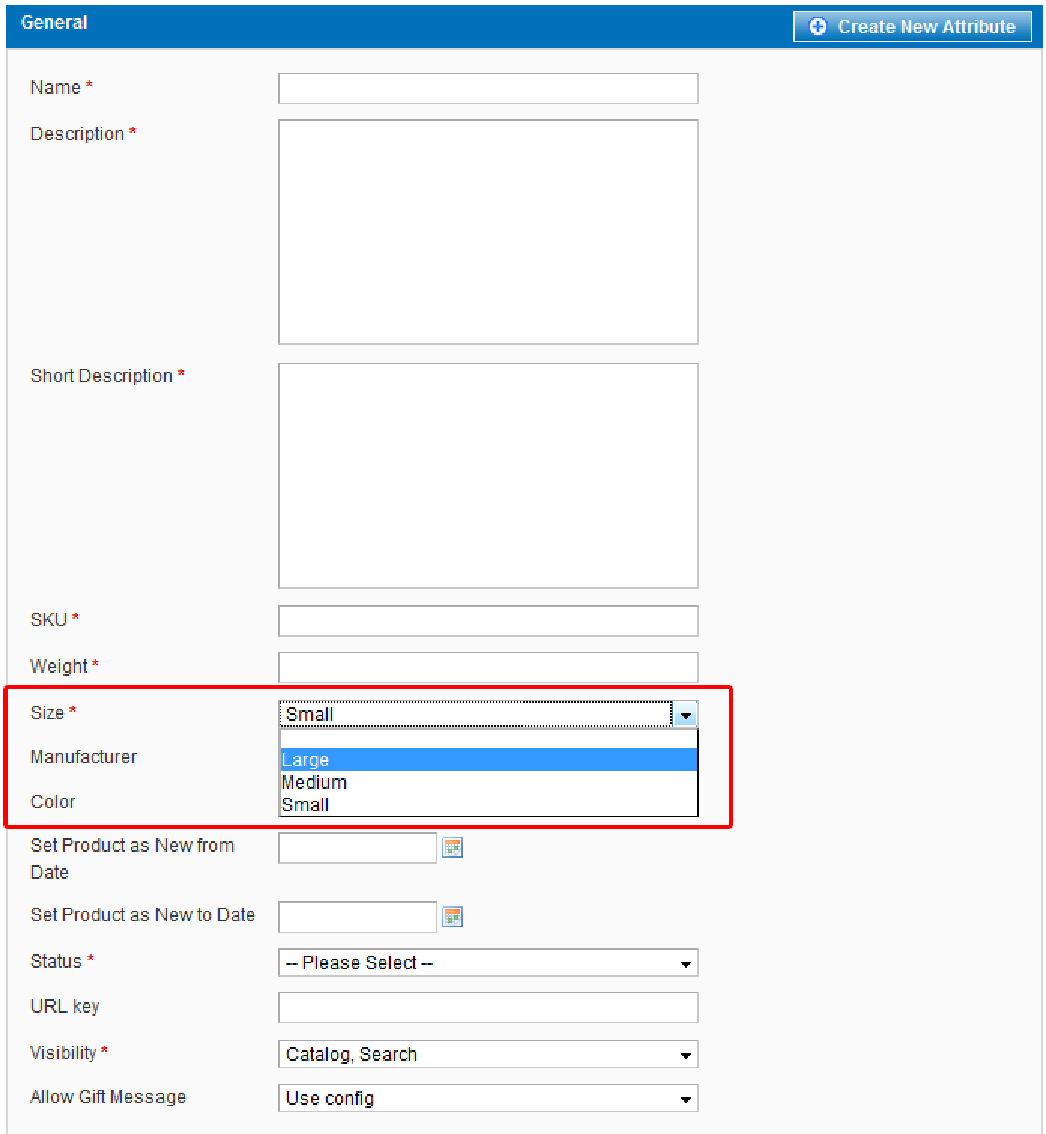
When you are finished, click Save Attribute Set again to save the configurations.

Assigning Attribute Sets to Products

When creating a new product, you must first select the product's Attribute Set. Navigate to Catalog > Manage Products and click **Add Product** in the top right of the page.



Selecting the Attribute Set will load all of the corresponding Groups (tabs) and attributes into the product creation page.



Note: Once the Attribute Set has been selected, it cannot be changed. You can change the attributes in a product by creating a new product and assigning a different Attribute Set. You can also edit the Attribute Set, and add or remove attributes, however this will affect all products associated to this Attribute Set.