



Quick Start Guide for Your Ecommerce Website

1. Organising your products

The first step is to organise your product data. You will need the following information for each of your products:

Product title – a 5-10 word description of your product.

Product description – a very detailed description of your product enticing people to buy.

Product image – your images must be in '.jpg' format and resized to around 1000 pixels wide.

Product price – the product price before tax (net price).

Product weight – the product weight in kgs. This is used to calculate postage costs.

Product model number – choose a unique code or model number for each product.

Product quantity – the number of units that you have in stock.

2. Setting up your product categories

Before you can add your products, you need to setup your categories and sub-categories.

To add a category:

1. Login to the admin area using the instructions from your 'new account information' email.
2. Go to the 'catalog' menu and choose 'categories/products'.
3. Click 'new category'.
4. Enter your category name.
5. Scroll down and click 'save'.

To add a sub-category

1. Click on the name of a main category, then click 'new category'.
2. Enter your sub-category name and click 'save'.

3. Adding your products

1. Go to the 'Catalog' menu and choose 'categories/products'.
2. Click on a category name where you want to add your product.
3. Click 'new product' and enter all the details that you compiled in section 1. (The other options on that page can be left as is.)

4. Adding information pages

1. Go to the 'tools' menu and select 'EZ-pages'.
2. Click on 'new file'.
3. Enter the title of your new page.
4. Enter a number in the 'sort order' box where you want the link to display (header, footer or both).
5. Enter the text and content of your page into the 'html content' box.
6. Click 'insert'.

5. Adding a slideshow to the homepage

To add a slideshow image:

1. Go to the 'tools' menu and select 'banner manager'.
2. Click 'new banner'.
3. Under 'banner title', give your banner image a name.
4. Under 'banner url', enter the web address that you want your image to link to. Otherwise leave blank.
5. Under 'banner group', select 'slider'.
6. Under 'image', click "choose file" and select an image from your computer.
7. Scroll down and click 'insert'.

6. Adding a featured product

When you add a featured product, it will automatically show up on the homepage in the animated featured products slider.

To add a featured product:

1. Go to the 'Catalog' menu and choose 'featured products'.
2. Click 'new product'.
3. Select the product you want to feature and click 'insert'.

7. Setting up postage options

By default, the Australia Post shipping module is installed on your site and will work automatically.

If you want to use a different shipping method, you can set them up at: modules > shipping.

8. Setting up the payment methods

By default, your website is setup to use the Paypal payment module to accept payments on your site.

Before you can accept payments through Paypal, you must follow the instructions for setting up your Paypal account that were sent to you in your 'new account information' email.

If you want to add another payment method such as bank deposit, you can set that up at: modules > payment.

9. Changing the logo image

1. Go to the 'tools' menu and click 'upload logo'.
2. Click 'choose file' and select a .jpg image from your computer.
3. Click 'submit'.

10. Changing the colours of your website

1. Go to the 'tools' menu and click 'edit colours'.
2. Follow the instructions on that page to edit the colours.

Congratulations!

You are now ready to start promoting your new ecommerce website!

If you have any other questions checkout our frequently asked questions at <http://www.avantmarketing.com.au/faq> or send us a support request at <http://www.avantmarketing.com.au/support.php> if you need help with anything.