

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'.

9. Changing the design of your site

To change the design of your site including the logo, theme colour, homepage layouts and more:

1. Go to the 'tools menu' and select 'templates settings'.

Instructions for changing the design of your site can be found at:

<https://www.avantmarketing.com.au/documentation>

5. Adding a slideshow to the homepage

A powerful slideshow editor called 'Slider Revolution' is included free with your ecommerce website.

To edit the slideshows:

1. Go to the 'tools' menu and select 'template settings'.
2. Click 'Revolution Slider' in the top left corner.
3. Login with the same details as for your admin area.
4. You will see that we have included example slideshows for each different homepage version. Click on the slideshow that corresponds to the homepage version that you are using.
5. To edit the main image of the slide, select 'media library' > upload file > insert > save slide
6. To edit the text of the slide, scroll down to the visual editor and double click on the text that you want to edit, then click 'save slide'.

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.

Congratulations!

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

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