

## Quick Start Guide

There are just a few steps you need to complete before your shop can be used to sell online. We will show you how to quickly and simply create your online shop and enter the world of Ecommerce.

**Note:** The below instructions describe the quickest way to open a functional shop. Please keep in mind that there are many options and features to make your shop even more user-friendly and appealing. For more information, please consult relevant chapters in the user guide.

How to open your online shop:

- Sign-in
- Open the Setup Assistant (wizard)
  - Select a design
  - Specify the initial pages/categories
  - Enter contact information and define the presentation (logo, name of your shop, etc.)
  - Select settings (tax model, collection of statistics, etc.)
  - Confirm and your shop setup is complete
- Create categories
- Integrate products
- Set languages and currencies
- Activate delivery and payment methods
- Activate email events
- Test your shop
- Open your shop

### Sign-in

- Log into your SimplyHosting Online Control Panel <https://admin.simplyhosting.com/>
- Select the domain that has your shop on it
- Click on the Ecommerce link
- Click on 'Manage your Ecommerce Shop'

When you first sign in, the Setup Assistant will help you with the most important default settings in just a few steps.

## Open the Setup Assistant

If the Setup Assistant does not automatically open after you sign in, please access it as follows: click on Settings in the main navigation bar to open the drop-down menu, then click on Setup Assistant.

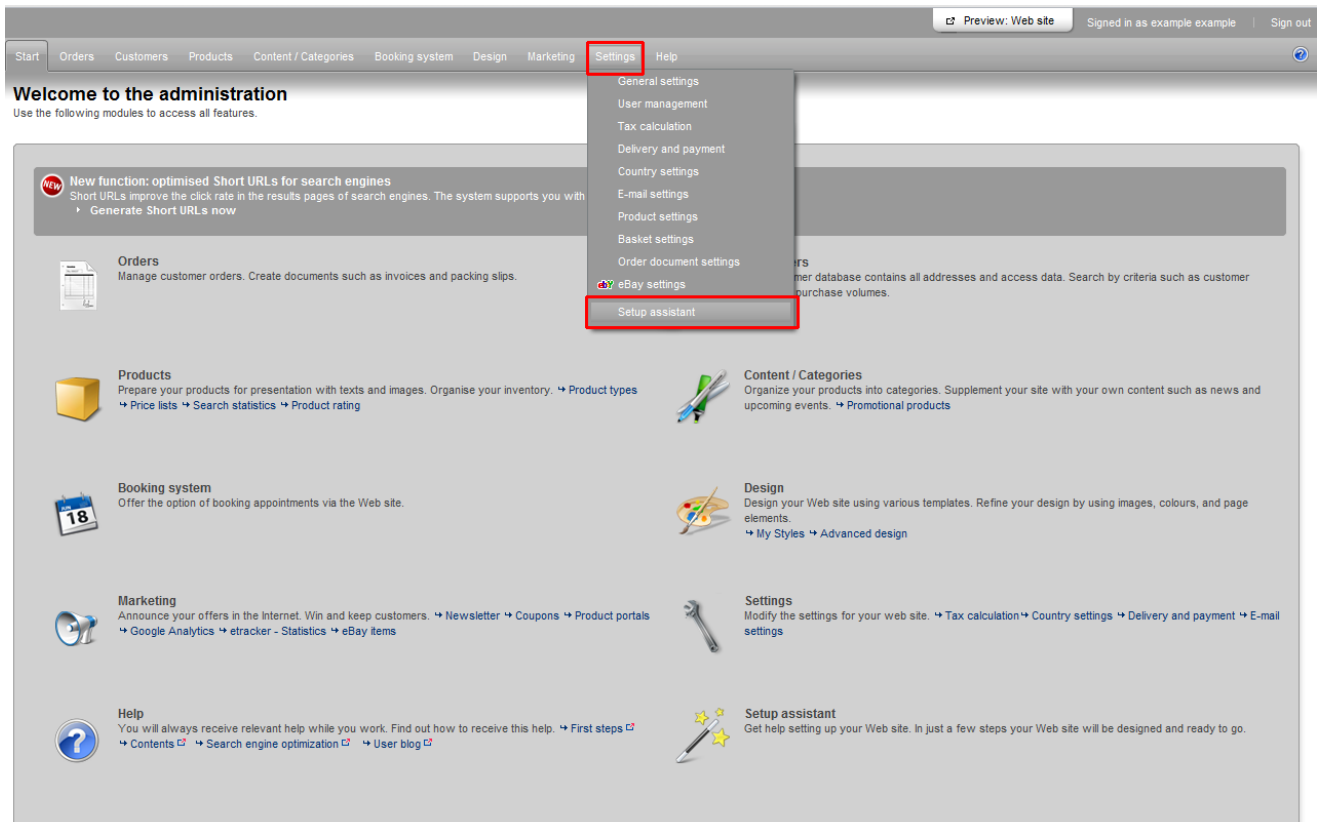


Figure 1 Opening the Setup Assistant

On the first page of the Setup Assistant, choose the basic properties of your shop's appearance. Then select that design which best suits your industry, your products and your preferences. (see Figure 2)

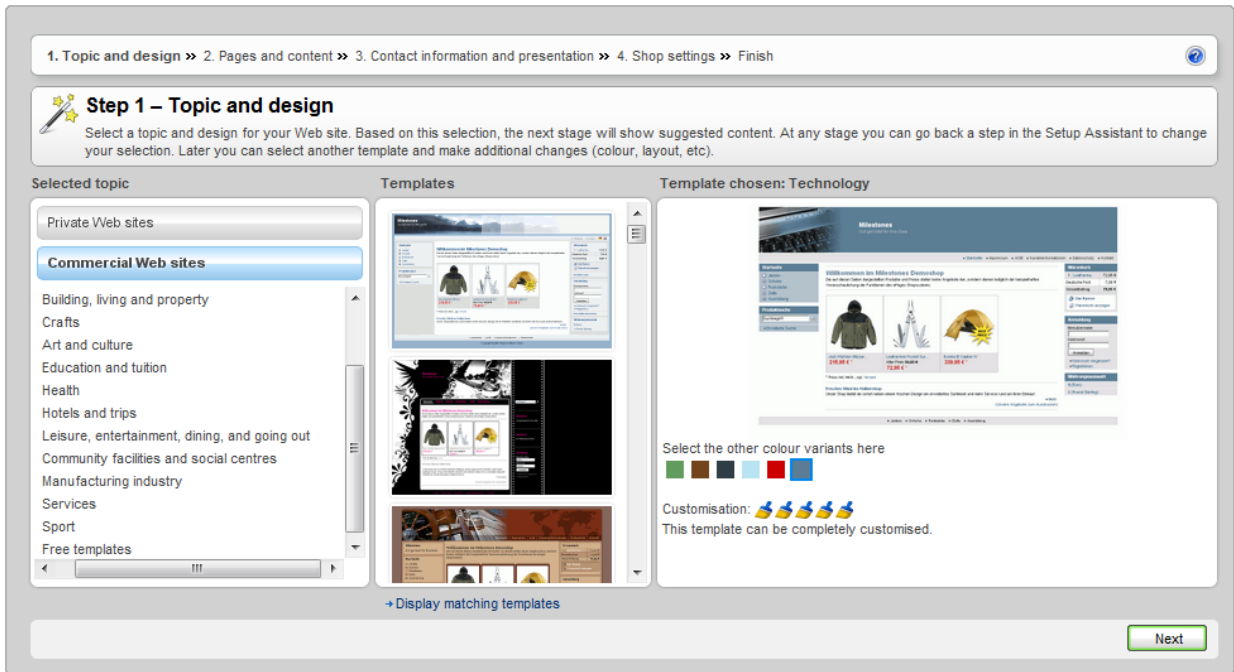


Figure 2 Selecting a design

Click on Next to proceed.

Create your shop's initial pages. You will see suggestions for various pages (e.g. company pages, product-type pages). Pages required by law are labelled with green exclamation marks. (see Figure 3)

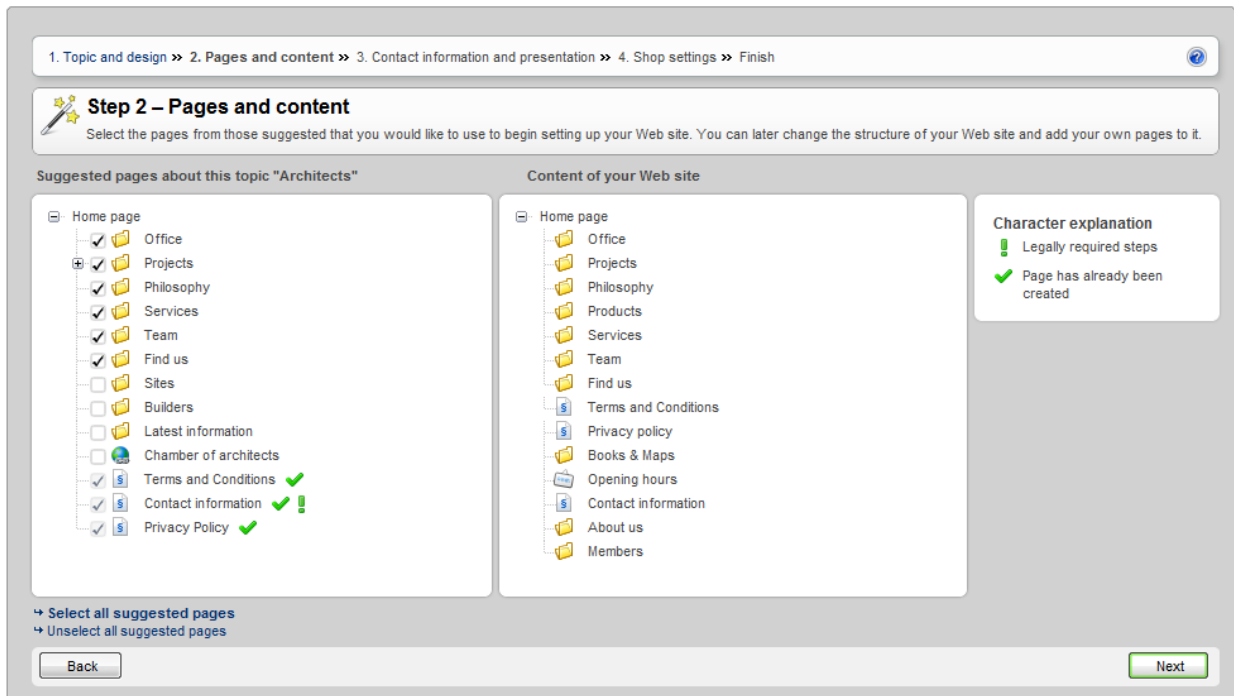


Figure 3 Pages and content

Click on Next to view the following page.

In the next step, you will be asked to specify your contact information, your shop's name and slogan, and required languages. You can upload if you wish and its size will be optimised automatically. (see Figure 4)

The screenshot shows a web form titled "Step 3 – Contact information and presentation". At the top, a progress bar indicates the current step: "1. Topic and design >> 2. Pages and content >> 3. Contact information and presentation >> 4. Shop settings >> Finish". Below the title, a note says: "Enter your contact data. Use the name, a slogan, and a logo to make your Web site unique. All entries can be changed later. Note that all fields marked with an asterisk (\*) must be filled out." The form is divided into several sections:

- What is the name of your company or organisation?**
  - Company name:
- How can your customers reach you?**
  - First name / Surname \*:  /
  - E-mail \*:
  - Phone / Fax:  /
- What is the postal address for your company or organisation?**
  - House no. / Street \*:
  - Postcode / Town \*:
  - Country \*:
- In which languages would you like to display your Web site?**
  - Languages \*:  Català (Catalan),  Deutsch (German),  English,  Español (Spanish),  Français (French),  Italiano (Italian),  Nederlands (Dutch),  Português (Portuguese),  Suomi (Finnish),  Svenska (Swedish),  Русский язык (Russian)
- What do you want to call your Web site?**
  - Name of Web site:  (Example: *Idea club*)
- Do you already have a company logo you want to use?**
  - Image file with logo:
  - Modify the size of the selected design
- Do you want to display a slogan with your Web site name?**
  - Slogan:  (Example: *Big ideas for small prices*)

At the bottom, there is a note "\* required fields" and two buttons: "Back" and "Next".

Figure 4 Contact information and presentation

The Assistant now requires that you choose a tax model for your shop, specify the commercial register in which your company is listed, and choose whether you want your shop's statistics (Web analytics) to be collected. (see Figure 5)

The screenshot shows a web form titled "Step 4 – Shop settings". At the top, a progress bar indicates the current step: "1. Topic and design >> 2. Pages and content >> 3. Contact information and presentation >> 4. Shop settings >> Finish". Below the title, a note says: "Use the following to make basic settings for your shop. All entries can be changed later." The form contains the following sections:

- What tax model do you want to use for your shop?**
  - Tax model:  Net (Display prices without VAT),  Gross (Display prices with VAT included)
- What is the EU VAT ID of your company or organisation?**
  - VAT ID:  (Example: *GB 1234 56 78 90*)
- In what commercial register is your company or organisation listed?**
  - Commercial register:  (Example: *Companies House, Company No 12345*)

At the bottom, there are two buttons: "Back" and "Next".

Figure 5 Shop settings

Your shop setup is almost complete. Check you have entered all of your information correctly; you can modify your settings via the Back button. Now click to Confirm and your shop will be created.

Once your shop is created, its name appears as a link in the Admin Panel's uppermost menu bar. (see Figure 6) If you click on this link, you can view your shop just as customers will see it.

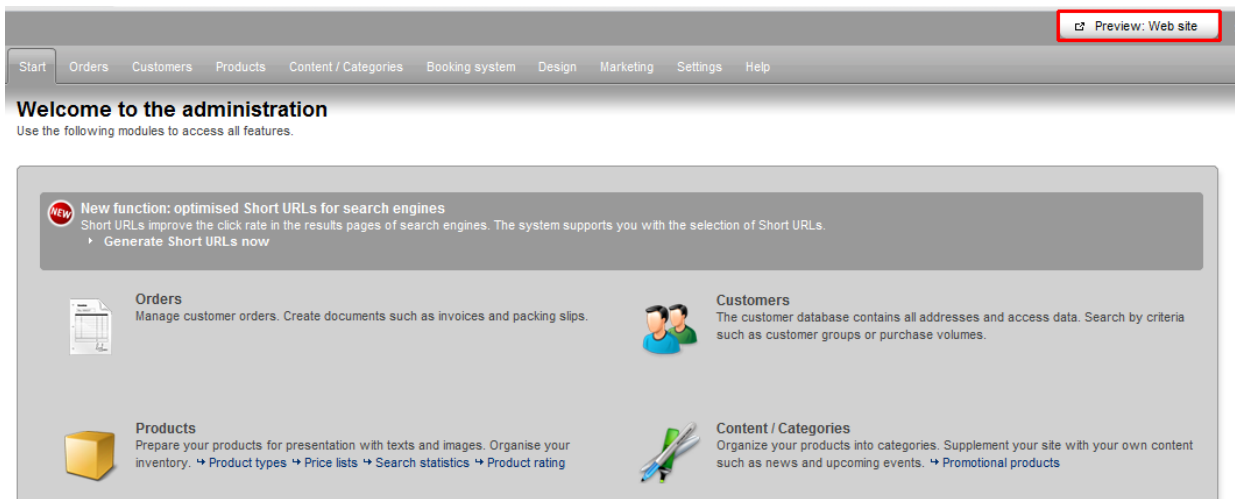


Figure 6 Accessing the shop view

## Create Categories

After completing the Setup Assistant, it is advisable to set up the layout of categories and pages. If you selected the pages recommended to you in the Assistant, data will be available as a starting point for you.



Figure 7 Selecting Content / Categories

Click on Content/Categories in the upper navigation bar. Make your selections either in the visually oriented Preview mode (see Figure 7 and 8), or in the Data Sheet mode.

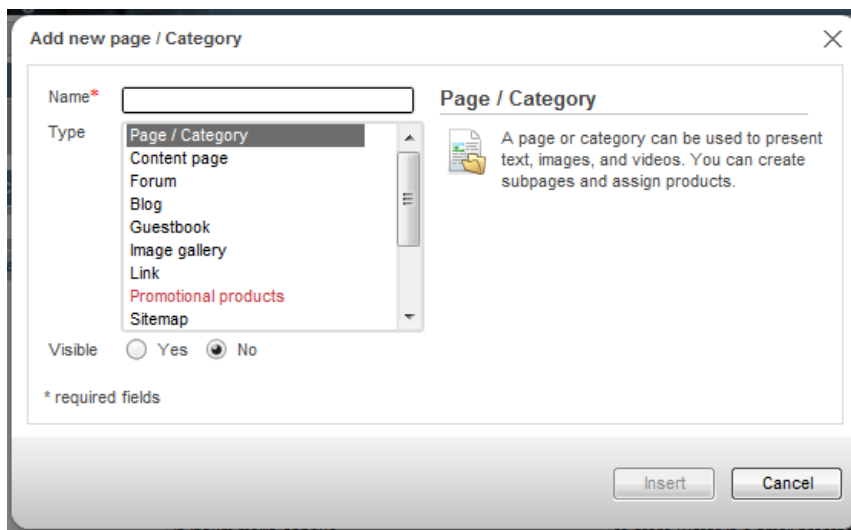


Figure 8 Creating a category in the Preview mode

The Data Sheet mode displays your data in a list. (see Figure 9)

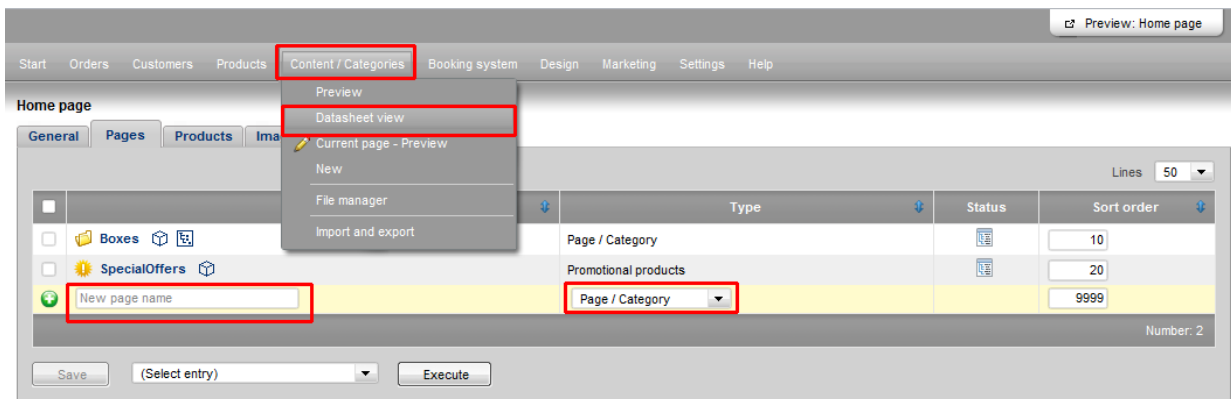


Figure 9 Creating a category in the Data Sheet mode

If it does not yet exist, you should create a Products category into which you will later place your products. Click on the New symbol in Preview mode and enter the name of your category. In Data Sheet mode, use the text field and the drop-down menu as portrayed in Image 9. Save your entries. The category now appears in the list of pages.

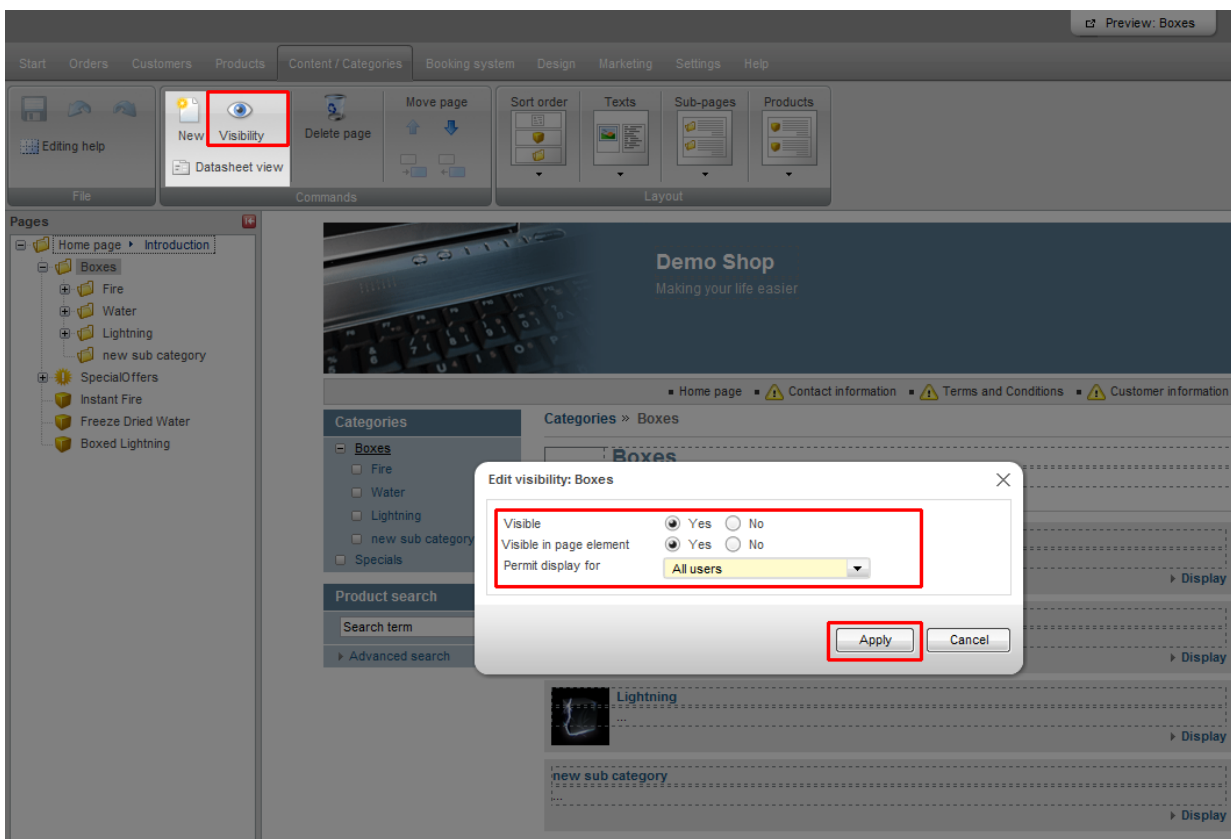


Figure 10 Making the Products category visible in Preview mode

You should make the category visible so that it appears in your shop. To do so, click on the Visibility symbol in Preview mode (see Figure 10).

In Data Sheet mode, activate the category above the checkbox and select Set visible in the drop-down menu beneath it (see Figure 11).

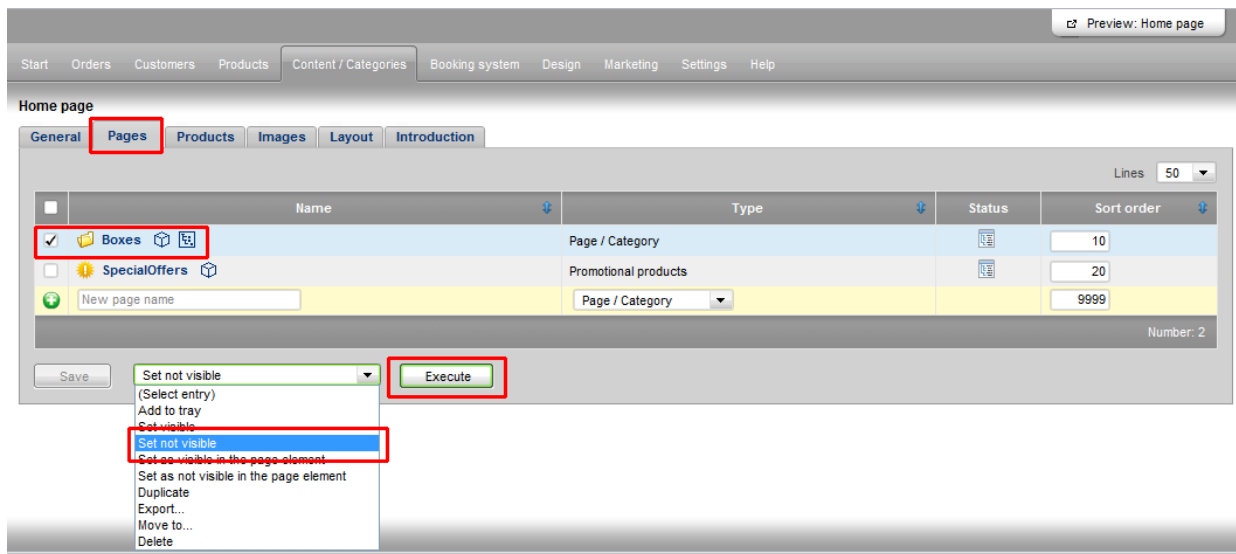


Figure 11 Making the Products category visible in Data Sheet mode

Finally, click on the Execute button so that your adjustments are visible in your shop.

Information on creating additional categories and complex structures is available in the user guide.

## Create Products

You can now create a product and assign it to a category. To do so, click on Products in the upper navigation bar, then on New and finally on Product. You will then be taken to the Product editing page. (see Figure 12)

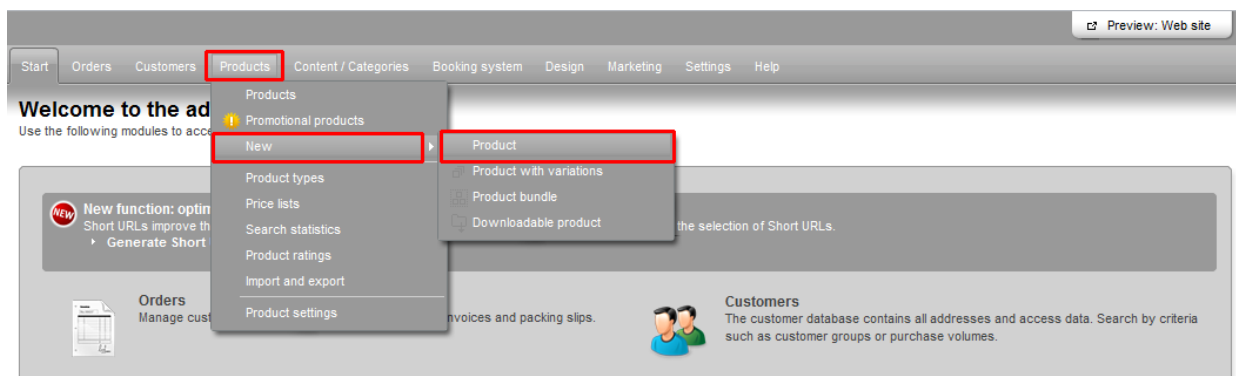


Figure 129 Creating a new product

Enter at least one product number and its price (you can use dummy product data at this stage if you wish), specify the tax class, and set Product visible status to Yes. These settings make the product visible in your shop.

Afterwards, click on the Description link and enter the product's name as well as a thorough description into the text fields. You have the option of marking the product as New.

Texts are edited either in HTML or WYSIWYG mode. We advise beginners to use the WYSIWYG editor (“What You See Is What You Get”) (see Figure 13), because it allows you to process text and images without needing to understand HTML code. To do so, click on the Edit text button above the text fields.

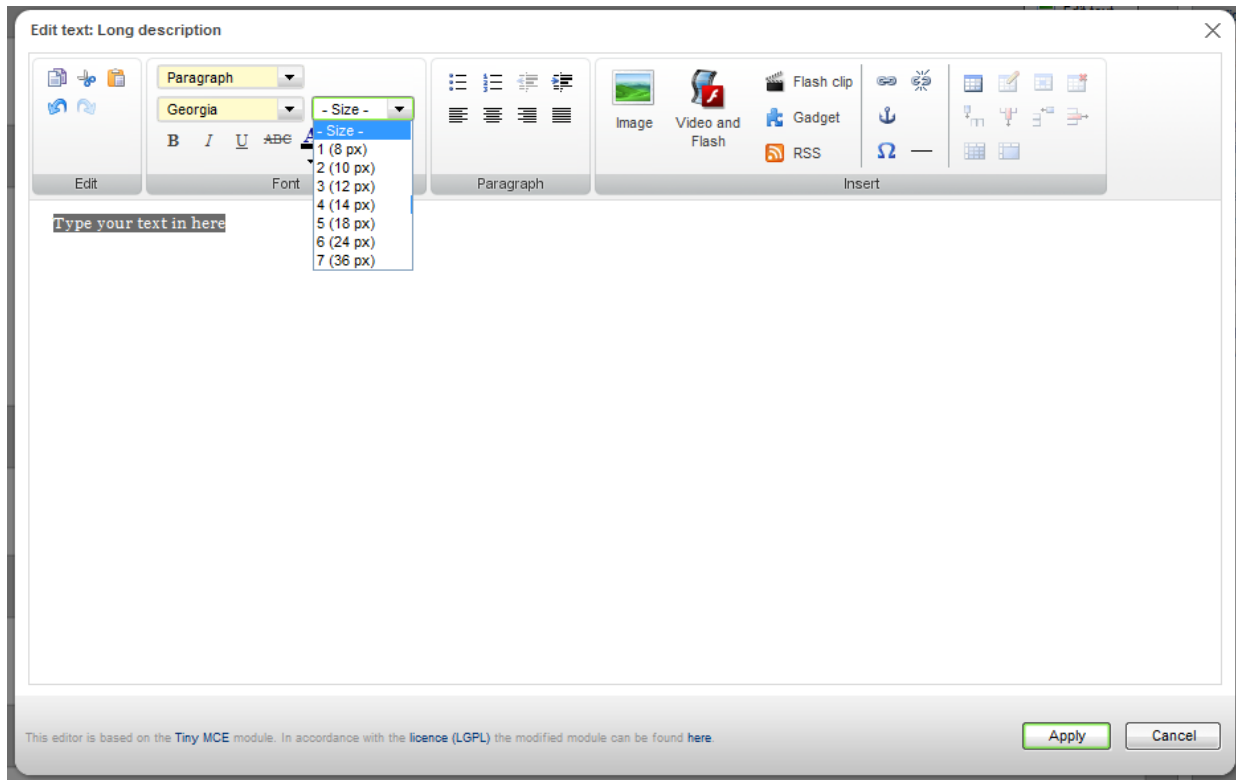


Figure 13 Entering a product description in the WYSIWYG editor

After you have entered your information, click on Apply.

Finally, you must place the product into a category — in this case, the newly created Products category. Click on the Categories tab, select Categories/Products in the drop-down menu (see Figure 14), and then save your selection.

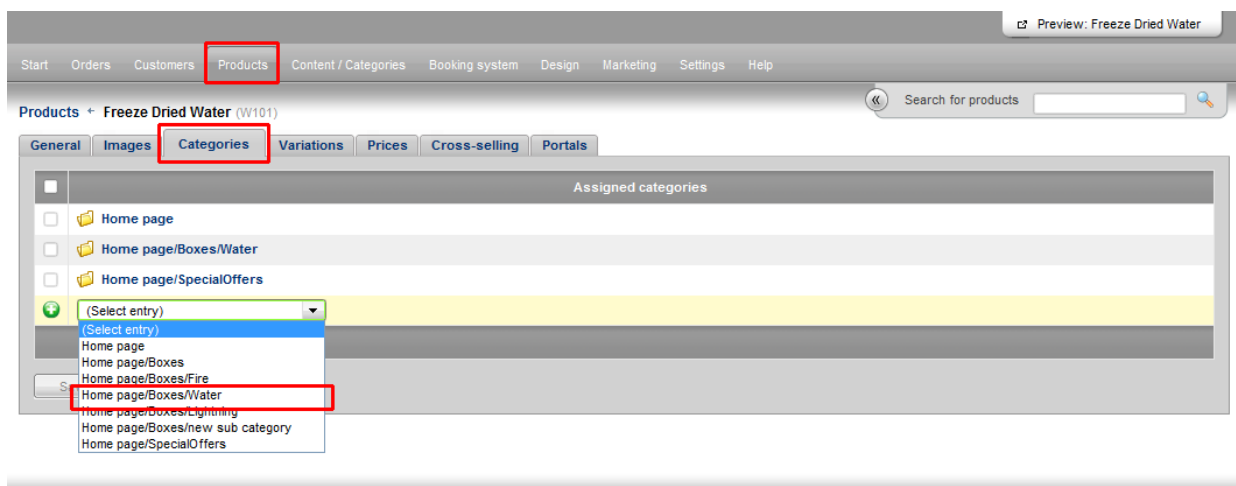


Figure 1410 Assigning a product to the Products category

Follow this same procedure for all additional products.

Please consult your shop's user guide for descriptions of additional product-related functions, such as the creation of product variations, product attributes and product bundles.

You can also upload multiple products at the same time using the Import / Export function. For more information on this you should consult your shop's user guide.

## Set Languages and Currencies

If you want your shop to handle multiple languages and currencies, click on Settings in the upper navigation bar and then on Country settings. You will then see a list of available languages. Depending on the options available with your particular Ecommerce package, you can select additional languages or modify which languages are available — in addition to the default language. (see Figure 15). You can see at the right of the list which language is the default.

Based on how you defined the page element for languages — under Design in the main navigation bar (e.g. drop-down menu, clickable flags) — languages can be chosen accordingly in your shop.

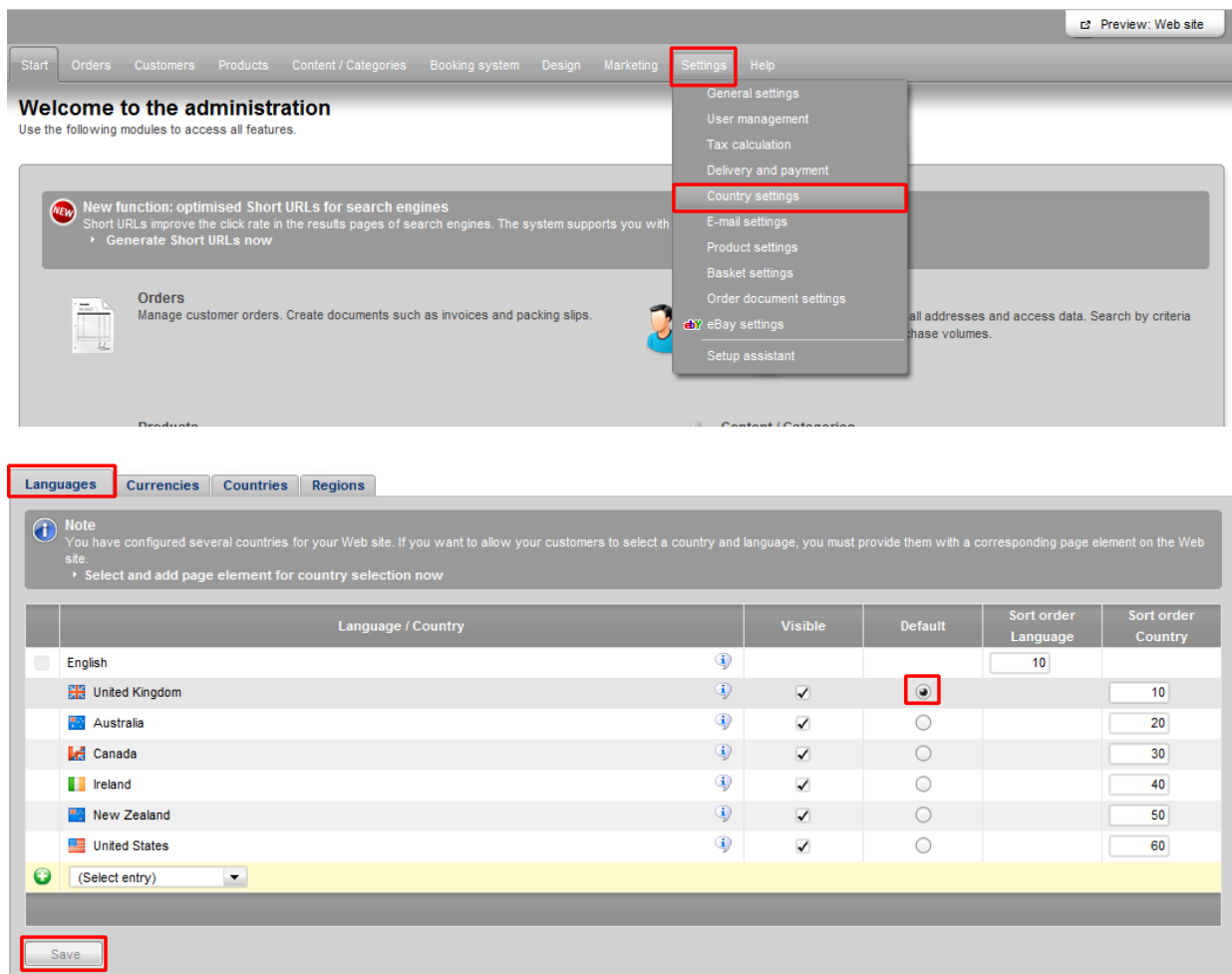


Figure 15 Choosing languages and setting a default language

The activation of different countries for a common language (e.g. United Kingdom and Ireland for English) will affect the portrayal of numbers (date, currency, etc.).

Click on the Currencies tab to display your default currencies. Use the drop-down Name menu beneath the Currencies tab to activate additional currencies. (see Figure 16)

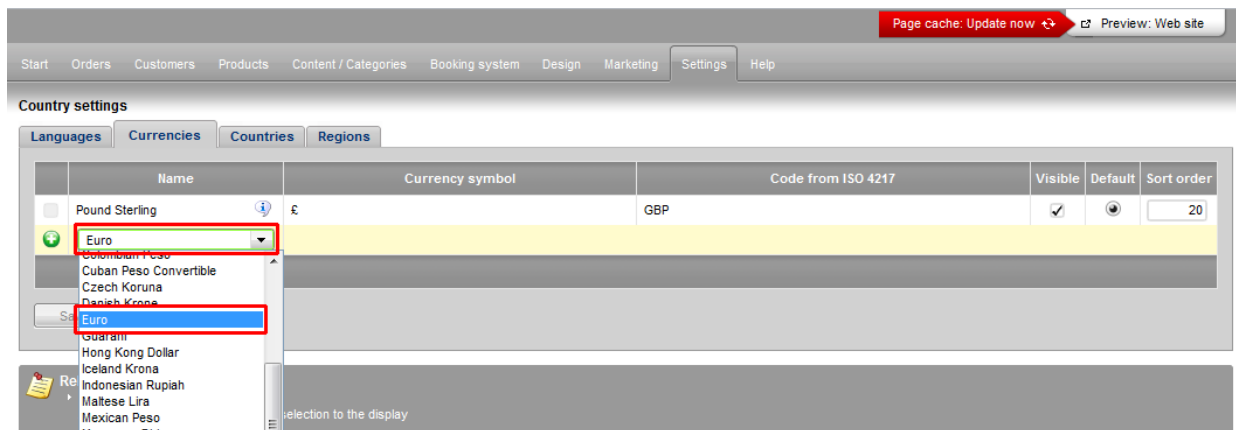


Figure 16 Setting the default currency

Please consult the corresponding chapter in your shop's user guide for a detailed description of working with the country settings.

## Activate Delivery and Payment Methods

You must now create at least one delivery method and one payment method. Click on Settings, and then on Delivery and Payment.

Click on the Delivery methods tab to display all delivery methods which have already been created. (see Figure 17)

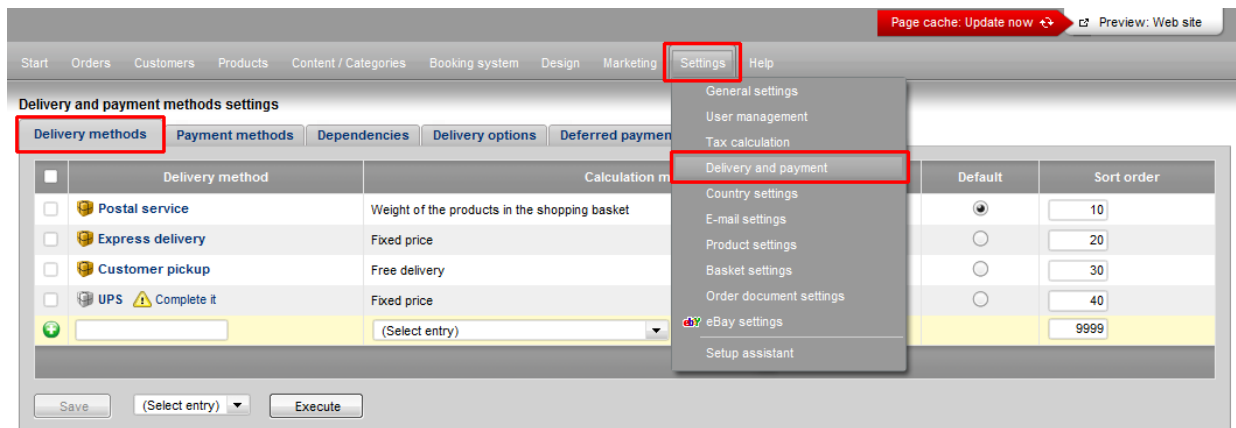


Figure 17 Delivery methods

Please consult the shop's user guide to modify settings for delivery methods or to create new delivery methods.

Similarly, click on the Payment methods tab to display all payment methods which already exist. As soon as payment methods are specified, your online shop is functional. Please consult the user guide if you wish to make modifications or create new payment methods.

You have now completed all of the key steps required to start selling online.

## Activate Email Events

If you wish to continuously update customers on the status of their order or registration you can use any number of email events; select and modify them via Settings > Email settings.

An email should be sent automatically every time one of the following events occurs: new registration, password is changed, email address is changed, access data is transmitted, order is received, order is dispatched. (See Figure 18)

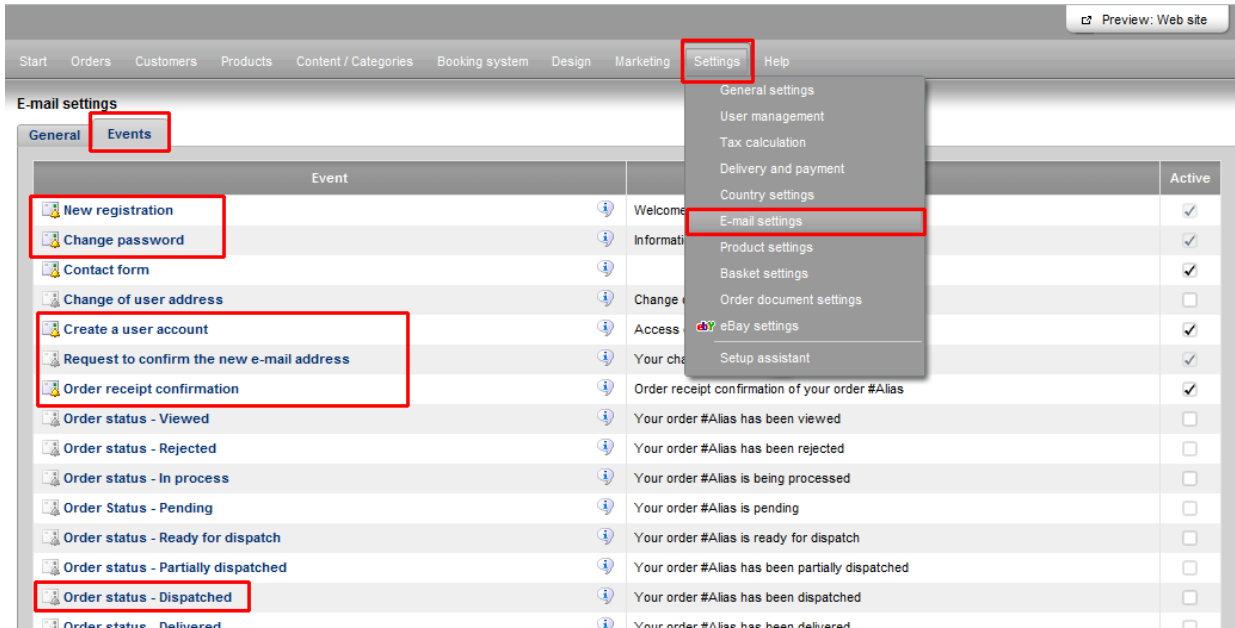


Figure 18 Activate e-mail events Image

Activate your email events, then click on one of the activated events, enter informative texts into the corresponding fields and enter a sender's address. Save your entries.

## Test Your Shop

You should fully test your shop before you publicise your online shop's Internet address (URL). This is so you can verify whether or not your settings and any modifications (logo, design, products, etc.) function properly and appear as intended. Click on several of your pages and products; place an order as a test; register as a customer and verify that everything functions smoothly without any issues and that emails contain the right information.

Note: If emails cannot be sent — even though all addresses have been entered correctly — contact your email provider and request that system settings be checked.

## Open Your Shop

Following satisfactory testing, if you have used any dummy data in the setup process (products, customers etc.) you can now delete this and enter genuine data into your shop. After you have entered all data and specified all settings, you can open your online shop for business. To do so, click on Settings -> General settings -> Status -> Status -> Open. (see Figure 19)

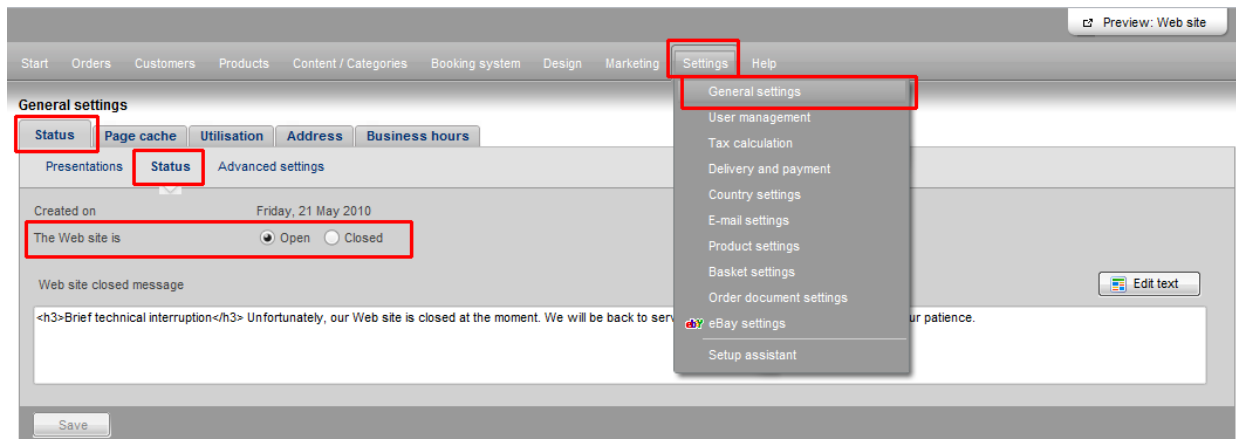


Figure 19 Open your shop