

## Quick Start Guide

Just a few steps are required 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 online business.

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

Ten steps for opening your shop:

1. Sign-in
2. Open the setup assistant
  - 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.)
  - Finish creating your shop
3. Create categories
4. Integrate products
5. Set languages and currencies
6. Activate delivery and payment methods
7. Activate a shop design
8. Specify e-mail events
9. Test your shop
10. Open your shop

### 1. Sign-in

- Login to your Namesco control panel <https://admin.names.co.uk>
- Click Select the domain that has your shop on it
- Click on the ecommerce link
- Launch your ecommerce package

When you first sign in the Setup assistant will help you with the most important default settings in just four steps.

## 2. 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.

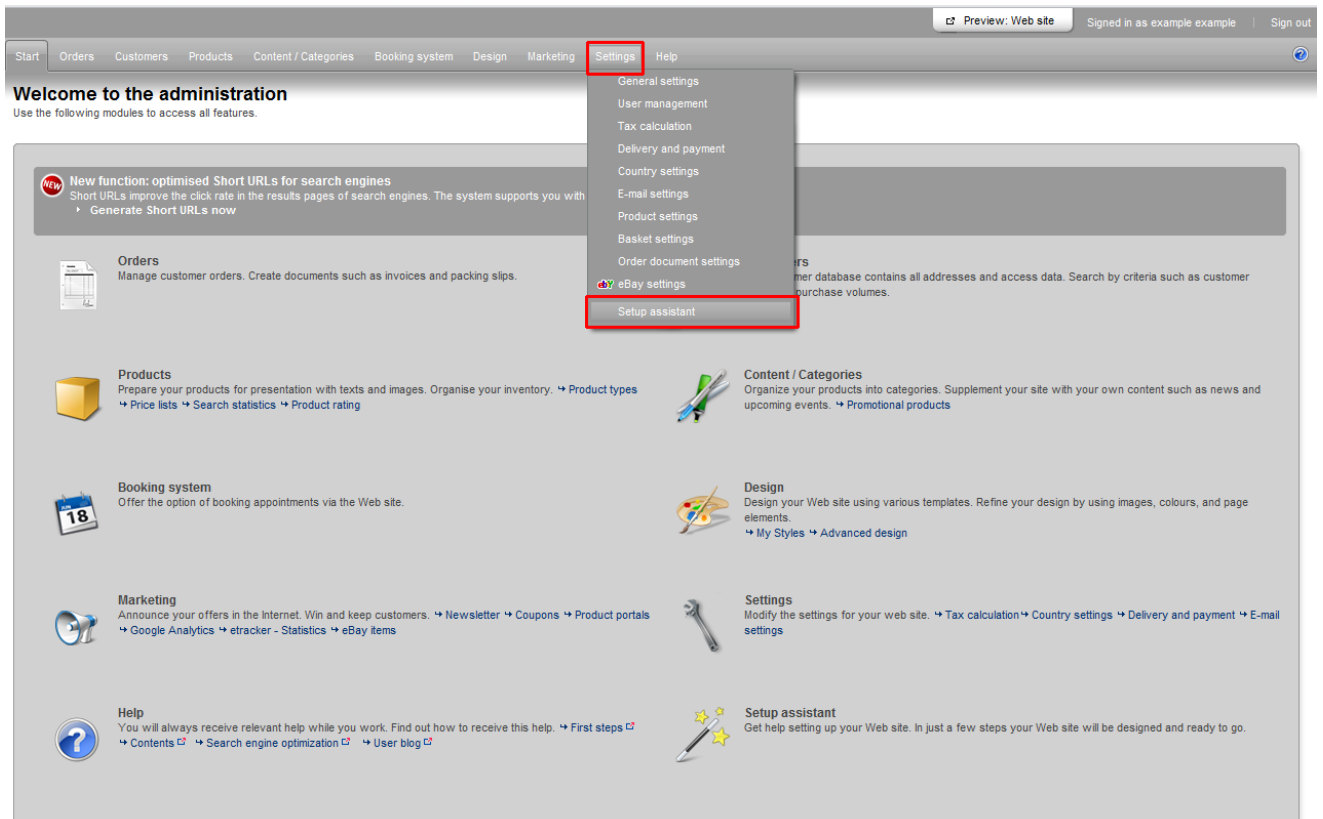


Figure 1 Opening the Setup assistant

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)

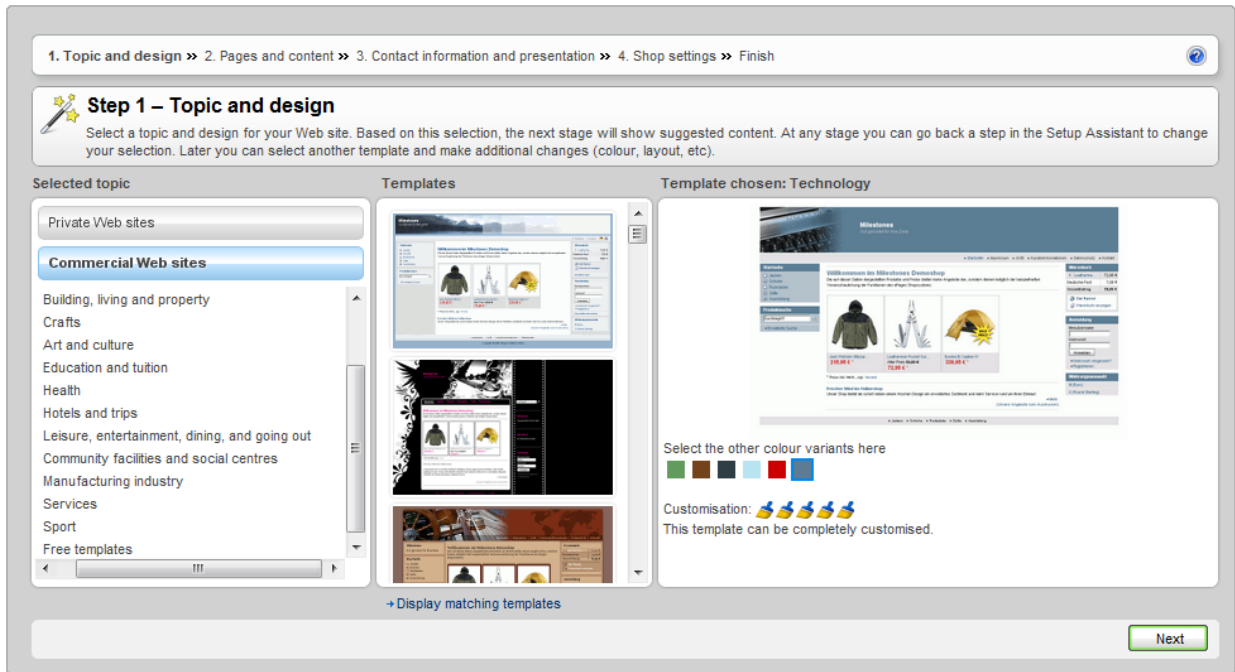


Figure 2 Selecting a design

Click on Next to proceed to the next step.

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 by means of green exclamation marks. (see Figure 3)

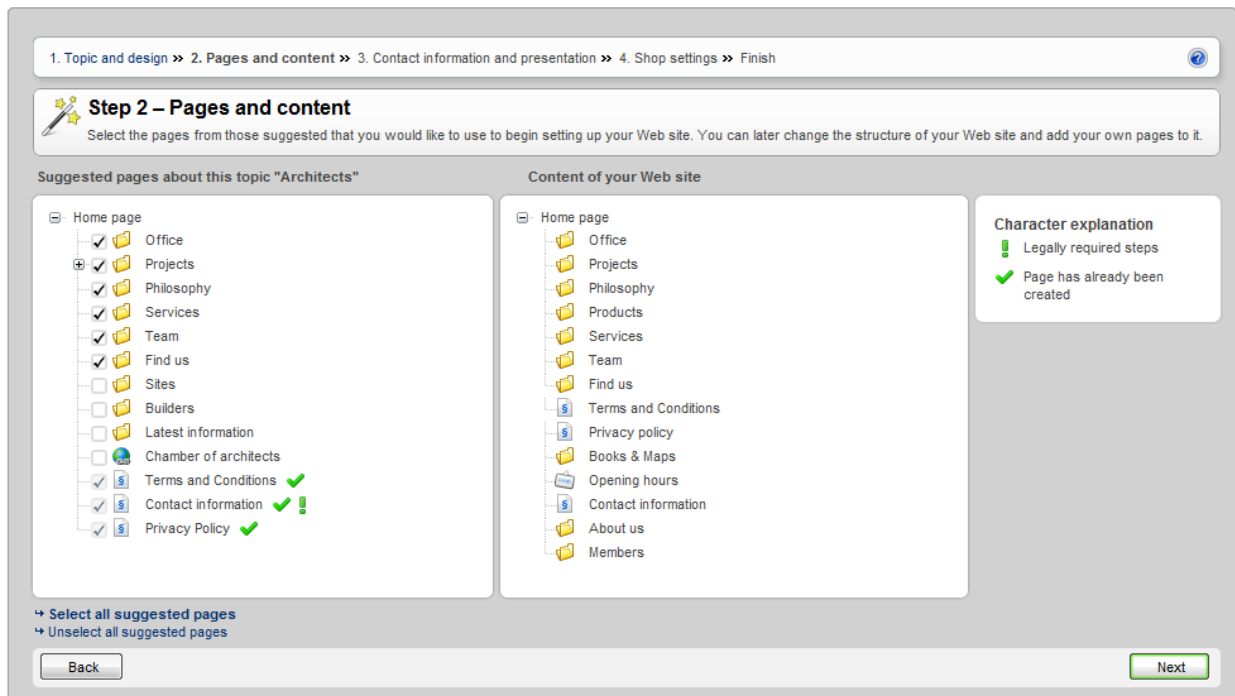


Figure 3 Pages and content

Click on Next to view the next page.

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

1. Topic and design » 2. Pages and content » 3. Contact information and presentation » 4. Shop settings » Finish

### Step 3 – Contact information and presentation

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.

**What is the name of your company or organisation?**  
 Company name:

**What is the postal address for your company or organisation?**  
 House no. / Street \*:   
 Postcode / Town \*:    
 Country \*:

**How can your customers reach you?**  
 First name / Surname \*:  /   
 E-mail \*:   
 Phone / Fax:  /

**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*

\* required fields

Figure 4 Contact information and presentation

The assistant's fourth step requires that you choose a tax model for your shop, specify the commercial register in which your company is listed, and opt for or against the collection of statistics (Web analytics) for your shop. (see Figure 5)

1. Topic and design » 2. Pages and content » 3. Contact information and presentation » 4. Shop settings » Finish

### Step 4 – Shop settings

Use the following to make basic settings for your shop. All entries can be changed later.

**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*

Figure 5 Shop settings

The assistant's last step shares all settings with the system and creates your shop. To do so, click on Finish. You can modify your settings via the Back button.

After you create your shop, its name appears as a link in the administration's uppermost menu bar. (see Figure 6) If you click on this link, you can view the shop as customers see it.

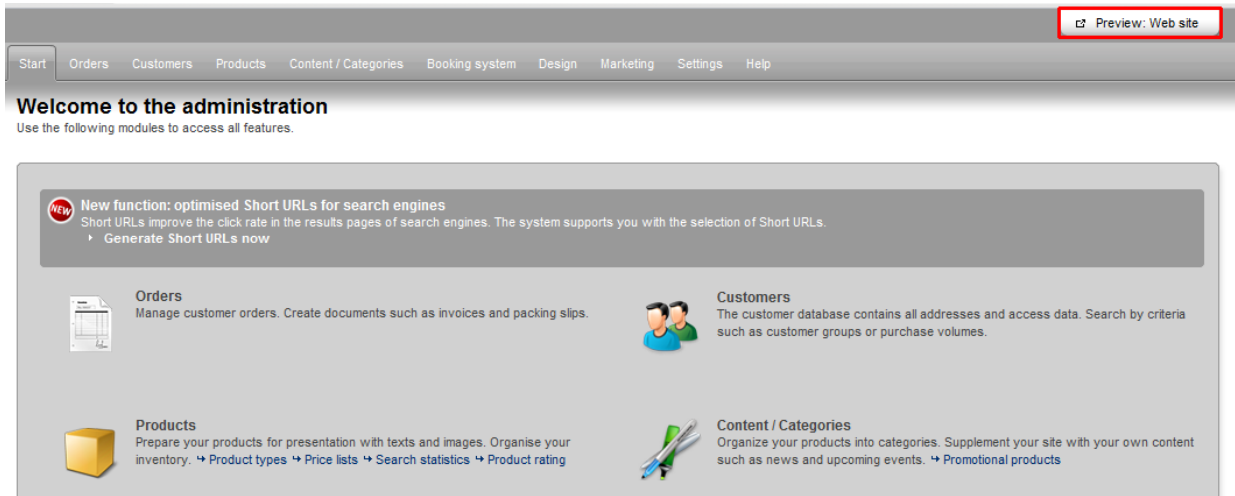
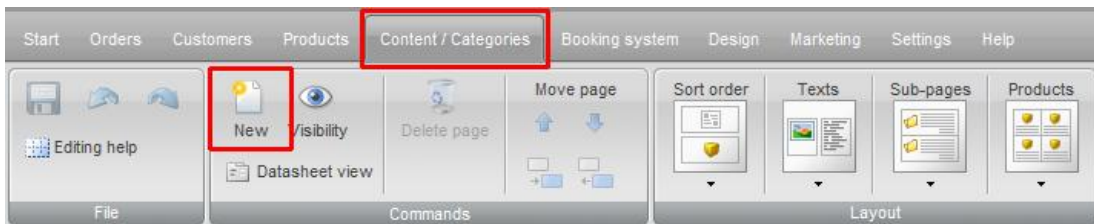


Figure 6 Accessing the shop view

### 3. Create Categories

After you complete the setup assistant, it is advisable to set up the layout of categories and pages. Depending on whether or not you have selected pages recommended to you, data will be available to serve as a foundation for you.



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

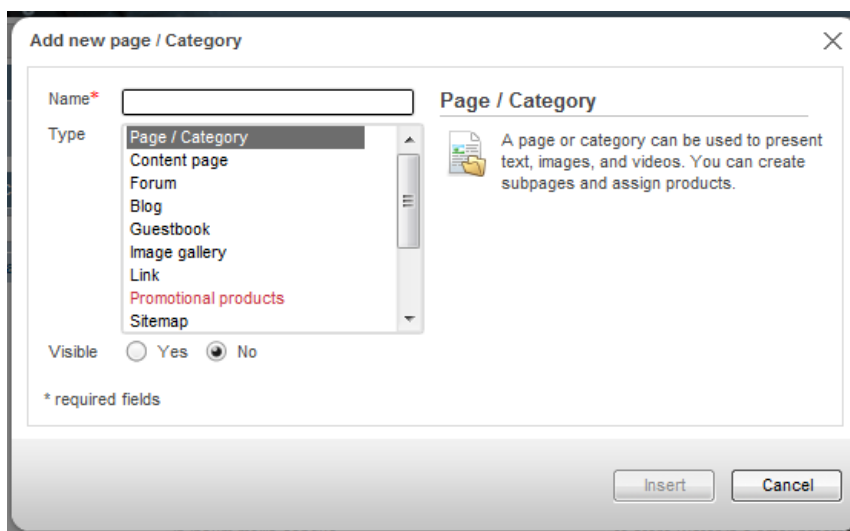


Figure 7 Creating a category in the Preview mode

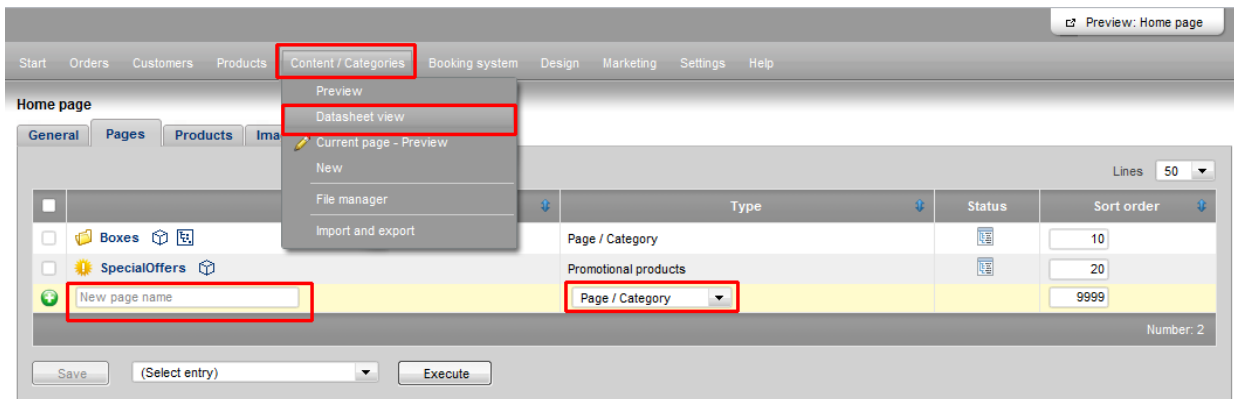


Figure 8 Creating a category in the Data Sheet mode

If it does not yet exist, please 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 8. Save your entries. The category now appears in the list of pages.

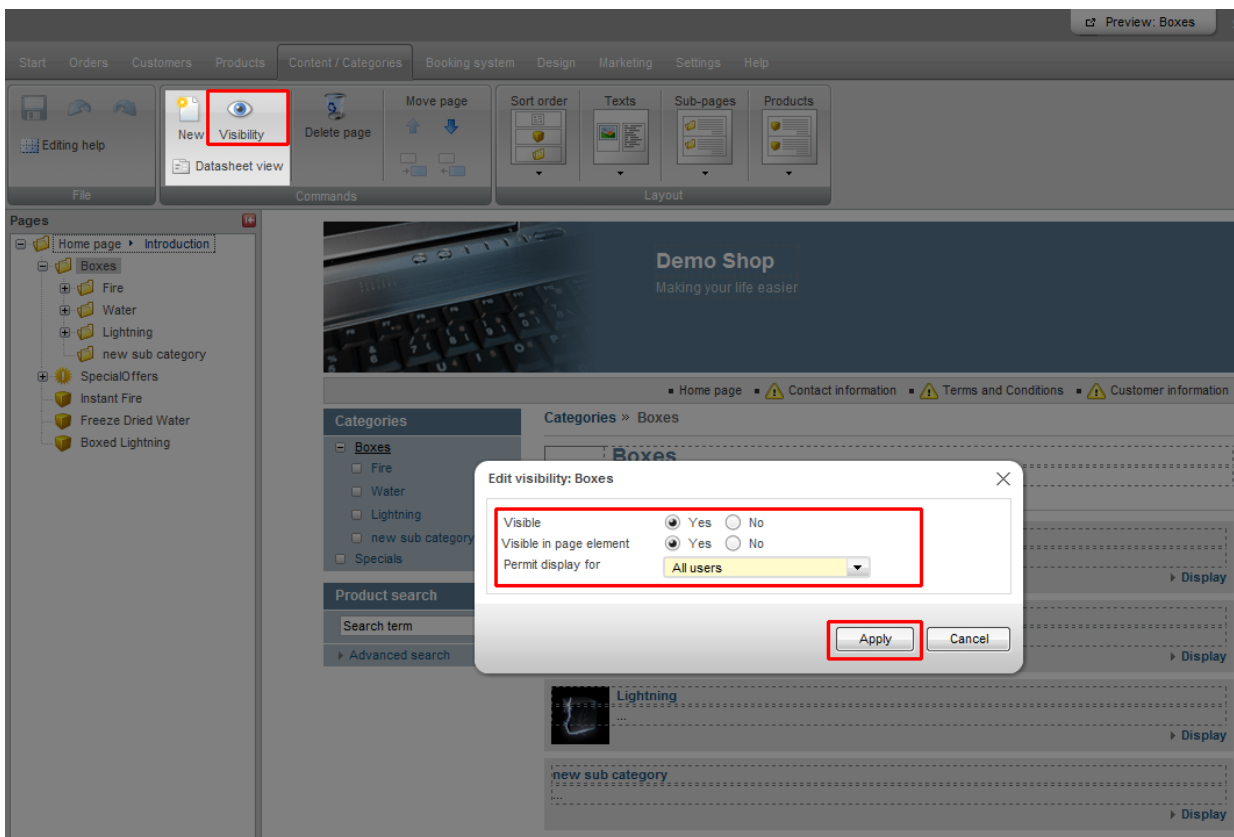


Figure 9 Making the Products category visible in Preview mode

Please make the category visible so that it appears in your shop. To do so, click on the Visibility symbol in Preview mode (see Figure 9).

In Data Sheet mode, activate the category above the checkbox and select Set visible in the drop-down menu beneath it (see Figure 10).

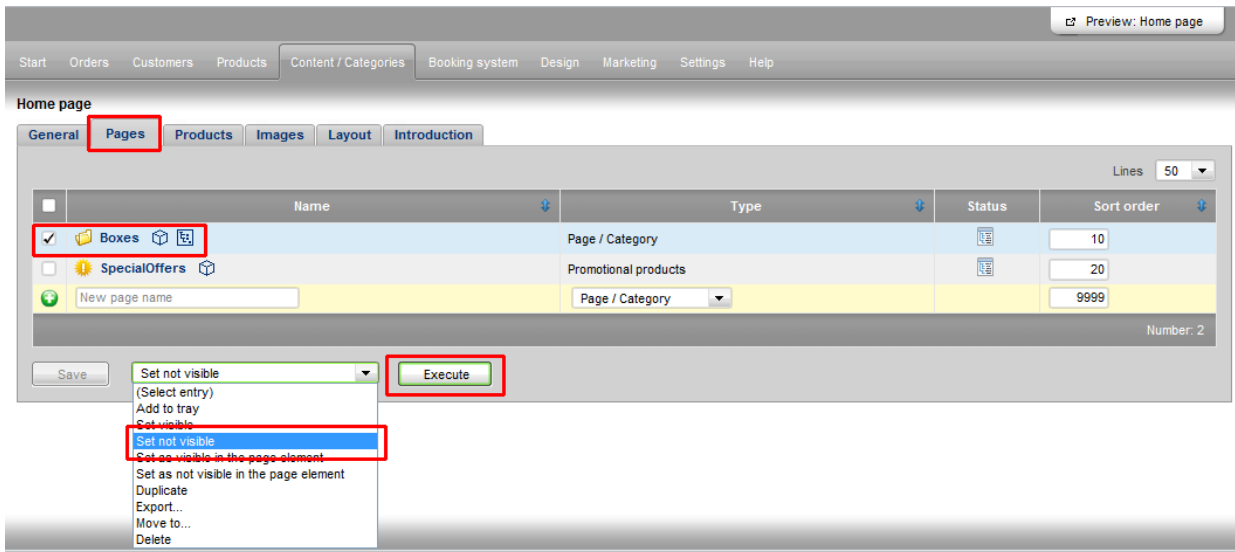


Figure 10 Making the Products category visible in Data Sheet mode

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.

#### 4. 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. Afterwards, you see the product editing page. (see Figure 11)

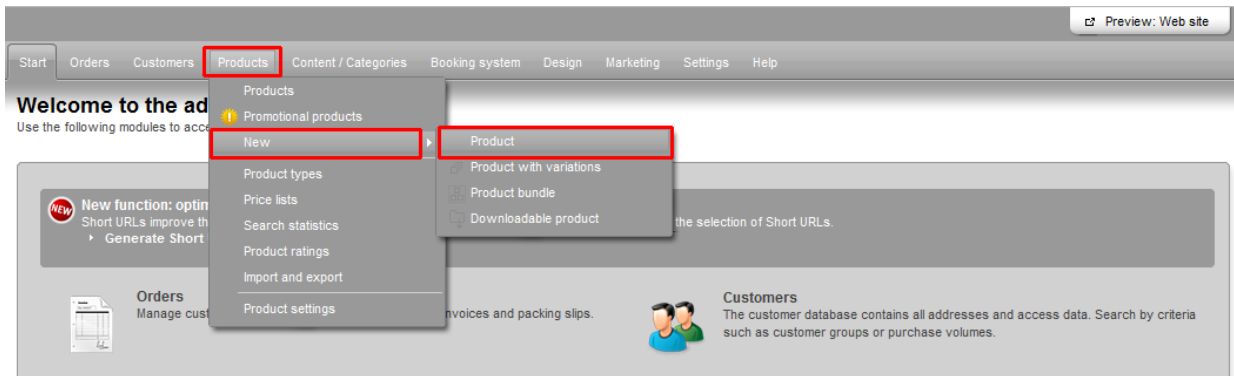


Figure 11 Creating a new product

Enter at least one product number and its price, 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 12), because it allows you to process text and images without relying on code. To do so, click on the Edit text button above the text fields.

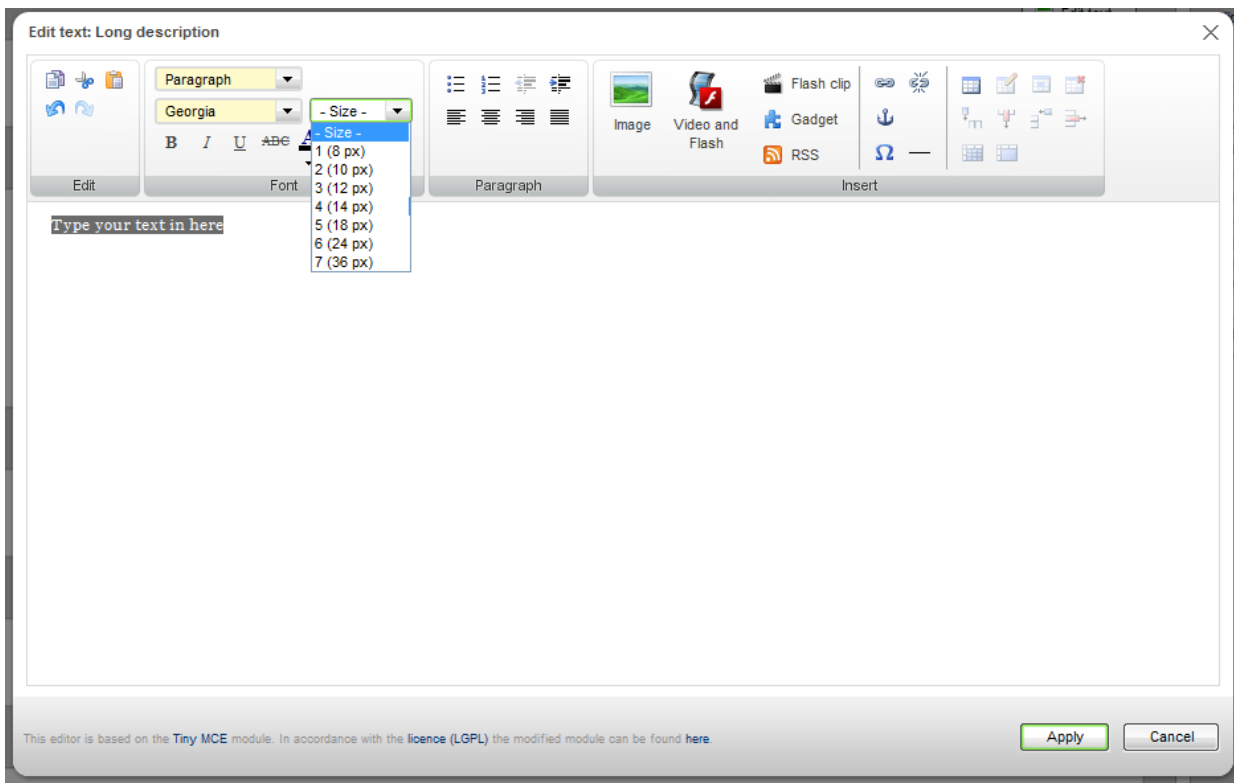


Figure 12 Entering a product description in the WYSIWYG editor

After you enter 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 13), and then save your selection.

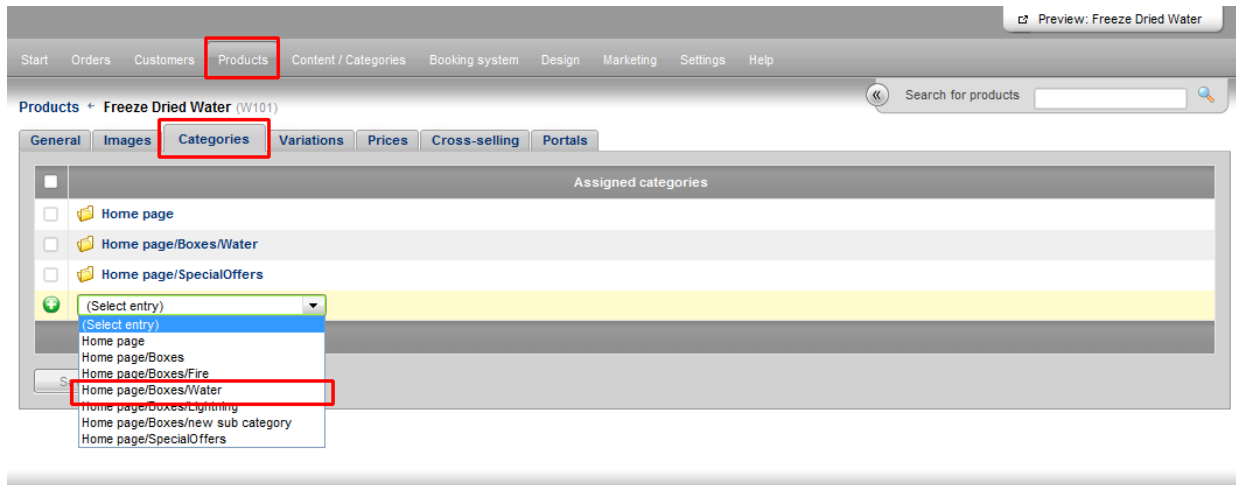


Figure 13 Assigning a product to the Products category

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 and product bundles (several products are offered together as a bundle).

## 5. 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 upon your shop type, you can select additional languages or modify which languages are available — in addition to the default language. (see Figure 14) 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.

The screenshot shows the administration interface. The top navigation bar includes 'Start', 'Orders', 'Customers', 'Products', 'Content / Categories', 'Booking system', 'Design', 'Marketing', 'Settings', and 'Help'. The 'Settings' menu is open, showing options like 'General settings', 'User management', 'Tax calculation', 'Delivery and payment', 'Country settings', 'E-mail settings', 'Product settings', 'Basket settings', 'Order document settings', 'eBay settings', and 'Setup assistant'. The 'Country settings' page is displayed, featuring a 'Languages' tab and a table of configurations.

Language / Country	Visible	Default	Sort order Language	Sort order Country
English	<input type="checkbox"/>	<input type="radio"/>	10	
United Kingdom	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>		10
Australia	<input checked="" type="checkbox"/>	<input type="radio"/>		20
Canada	<input checked="" type="checkbox"/>	<input type="radio"/>		30
Ireland	<input checked="" type="checkbox"/>	<input type="radio"/>		40
New Zealand	<input checked="" type="checkbox"/>	<input type="radio"/>		50
United States	<input checked="" type="checkbox"/>	<input type="radio"/>		60

The 'Save' button is located at the bottom of the page.

Figure 14 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 15)

Page cache: Update now ↔ Preview: Web site

Start Orders Customers Products Content / Categories Booking system Design Marketing Settings Help

### Country settings

Languages Currencies Countries Regions

	Name	Currency symbol	Code from ISO 4217	Visible	Default	Sort order
<input type="checkbox"/>	Pound Sterling	£	GBP	<input checked="" type="checkbox"/>	<input type="radio"/>	20
<input checked="" type="checkbox"/>	Euro			<input type="checkbox"/>	<input checked="" type="radio"/>	
<input type="checkbox"/>	Colombian Peso			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Cuban Peso Convertible			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Czech Koruna			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Danish Krone			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Guarani			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Hong Kong Dollar			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Iceland Krona			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Indonesian Rupiah			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Maltese Lira			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Mexican Peso			<input type="checkbox"/>	<input type="radio"/>	
<input type="checkbox"/>	Moroccan Dirham			<input type="checkbox"/>	<input type="radio"/>	

Figure 15 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.

## 6. 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 16)

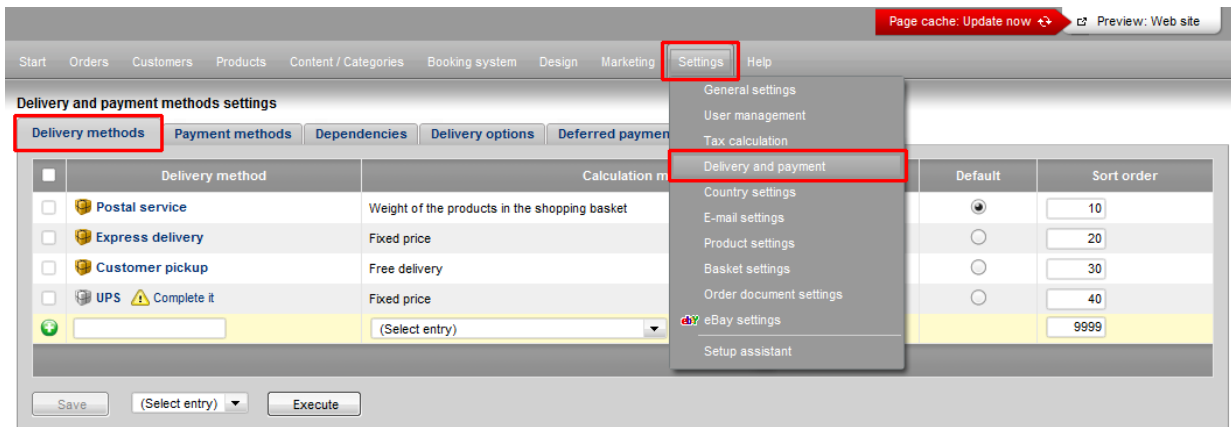


Figure 16 Delivery methods

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 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 operate your shop!

In the next step, you can adapt your shop's design to match your preferences.

## 7. Customise Shop Design

You have used the Setup assistant to specify your shop's basic design and to enter important data for identifying your shop. Ultimately, nothing more is required to impart an appealing design to your shop. There are, of course, many more ways of customising your shop in accordance with your personal needs. We have therefore provided you with appropriate design elements.

1	Feature	How to edit
2	Shop Name	Settings -> General settings -> Status -> Presentation or Setup assistant
3	Shop Logo	Settings -> General settings -> Status -> Presentation or Setup assistant
4	Shop Slogan	Settings -> General settings -> Status -> Presentation or Setup assistant
5	Link to home page	Design -> Advanced design <Style> -> Insert page element -> Link to home page
6	Link to masthead	Design -> Advanced design <Style> -> Insert page element -> Link to masthead
7	Link to the contact form	Design -> Advanced design <Style> -> Insert page element -> Link to the contact form
8	Link to Terms and Conditions	Design -> Advanced design <Style> -> Insert page element -> Link to Terms and Conditions
9	Link to customer information	Design -> Advanced design <Style> -> Insert page element -> Link to customer information
10	Link to information on privacy policy	Design -> Advanced design <Style> -> Insert page element -> Link to information on privacy policy
11	Flags for language selection	Design -> Advanced design <Style> -> Insert page element -> Country selection via flags
12	Categories as box	Design -> Advanced design <Style> -> Insert page element -> Tree view of pages as box
13	Shopping basket	Design -> Advanced design <Style> -> Insert page element -> Shopping basket summary as box
14	Full-text product search	Design -> Advanced design <Style> -> Insert page element -> Product search with link Advanced search
15	Home page text	Content/Categories -> General
16	Sign-in	Design -> Advanced design <Style> -> Insert page element -> Sign-in
17	Promotional products	Content/Categories -> Create a Promotional products category -> Assign products
18	Products on the home page	Content/Categories -> Products
19	Currency selection	Design -> Advanced design <Style> -> Insert page element -> Currency selection via list
20	Informational text (user-defined navigation element)	Design -> Advanced design <Style> -> Insert page element -> HTML
21	Messages on home page	Content/Categories -> Create Content page elements -> Settings (Define visibility) / Texts (Insert text)
22	Copyright (user-defined navigation element)	Design -> Advanced design <Style> -> Insert page element -> HTML

Have a look at the "Navigation" chapter in the user guide for details on the positioning of links and functions via navigation elements. In addition, there is a detailed explanation on how to customise layouts and designs in the user guide's "Design" chapter.

Note: All design changes become visible when the page cache is either deactivated or updated. To define cache settings click on the main menu item Settings, and then on General settings. Simply click on Page cache in the upper menu bar in order to delete the cache and actualise the page content during your design work. (see Figure 18)

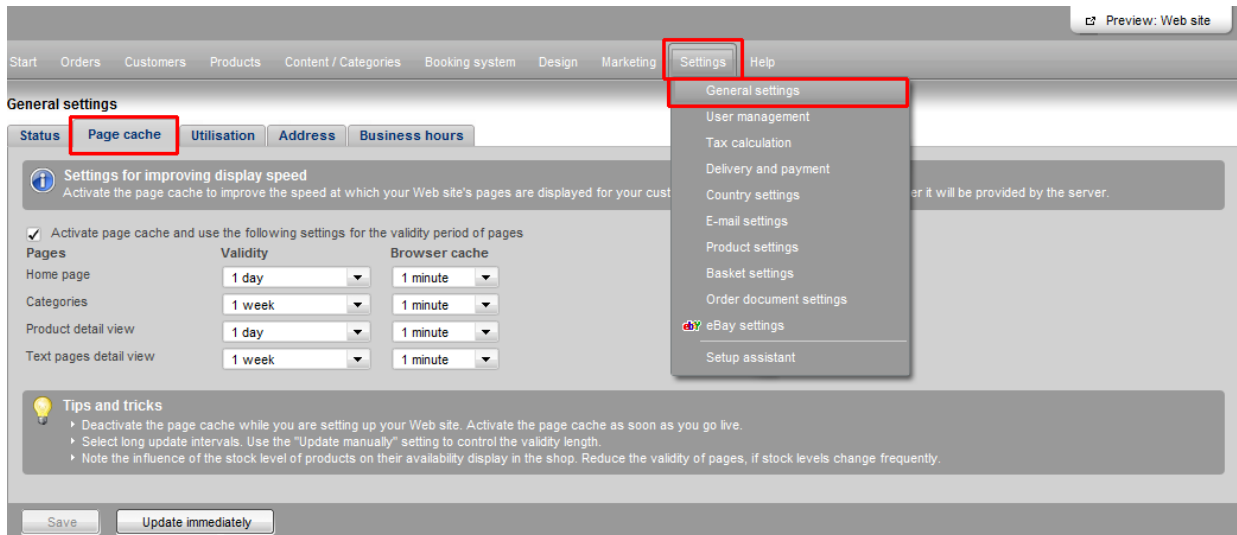


Figure 17 Define cache settings and actualise page content

## 8. Activate E-Mail Events

If you wish to continuously update customers on the status of their order or registration, use any number of e-mail events; you can select and modify them via Settings > E-mail settings. An e-mail should be sent automatically every time one of the following events occurs: new registration, password is changed, e-mail address is changed, access data is transmitted, order is received, order is dispatched. (see Figure 19)

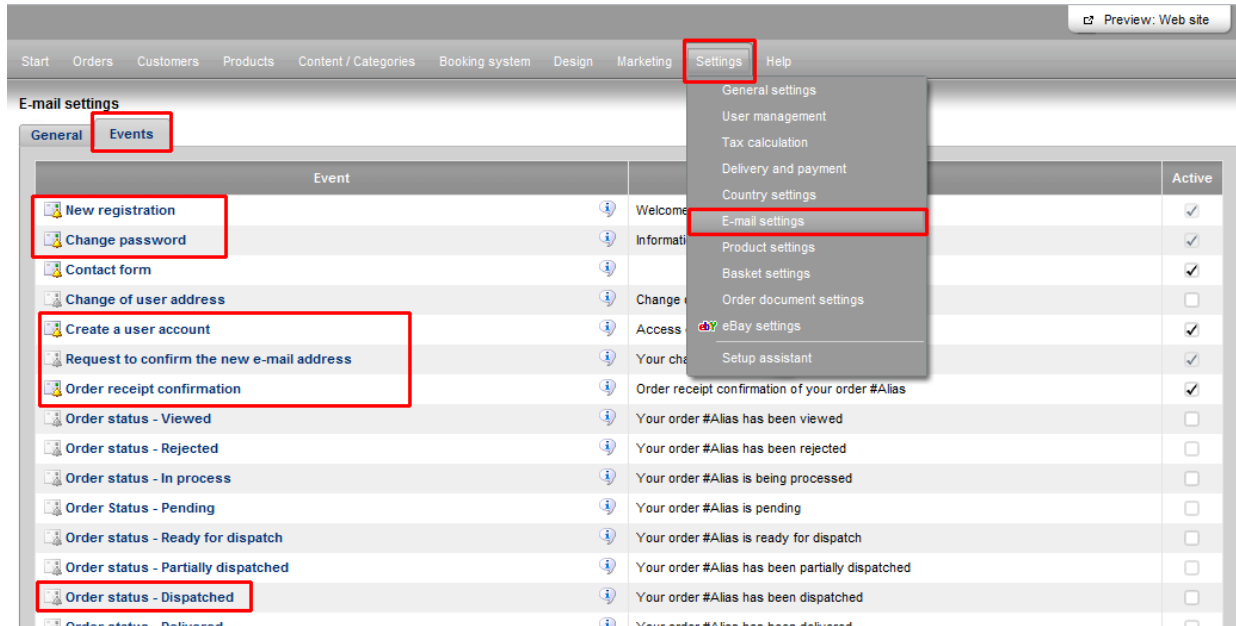


Figure 18 Activate e-mail events Image

Activate e-mail 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.

## 9. Test Your Shop

Please test your shop before you publicise your online shop's Internet address. You can thus 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 without any issues and that e-mails contain the right information.

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

## 10. Open Your Shop

If you are satisfied with the results of testing, you can delete the demo data (products, customers, etc.) and enter genuine data into your shop. After you enter all data and specify all settings, you can open your online shop for business. To do so, click on Settings -> General settings -> Status -> Status -> Open. (see Figure 20)

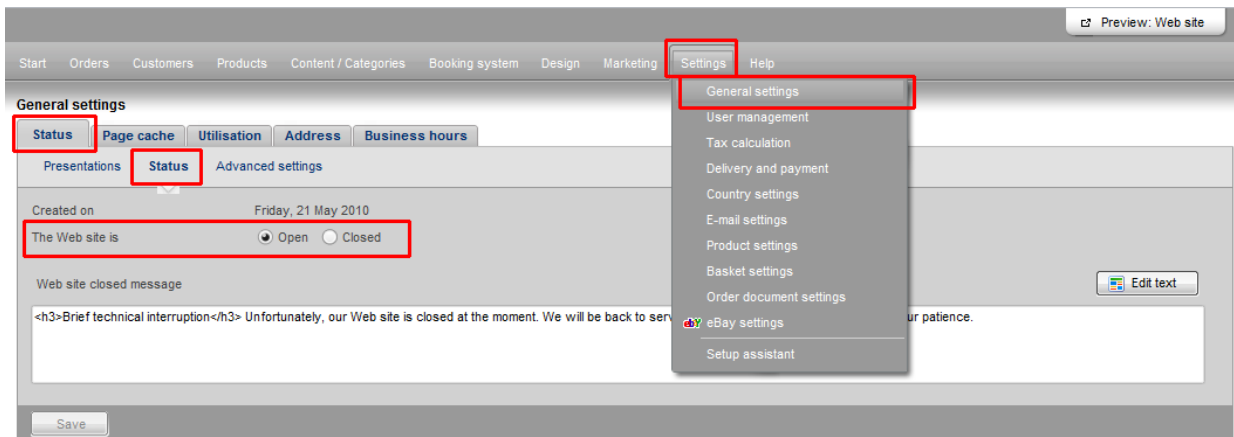


Figure 19 Open your shop

We wish you the best of luck!