

Quick Start Guide

Creating Your Online Shop



Do you want to start your own online shop? It's now easier than ever. Just follow this quick start guide and you'll be good to go.

What you should prepare in advance...

- ... the logo of your company
- ... your contact information (address, phone number etc.)
- ... the VAT ID of your company or organisation

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0 Access to your shop's Back Office

The first step to creating your online shop is to get to the Admin Panel for your shop's Back Office.

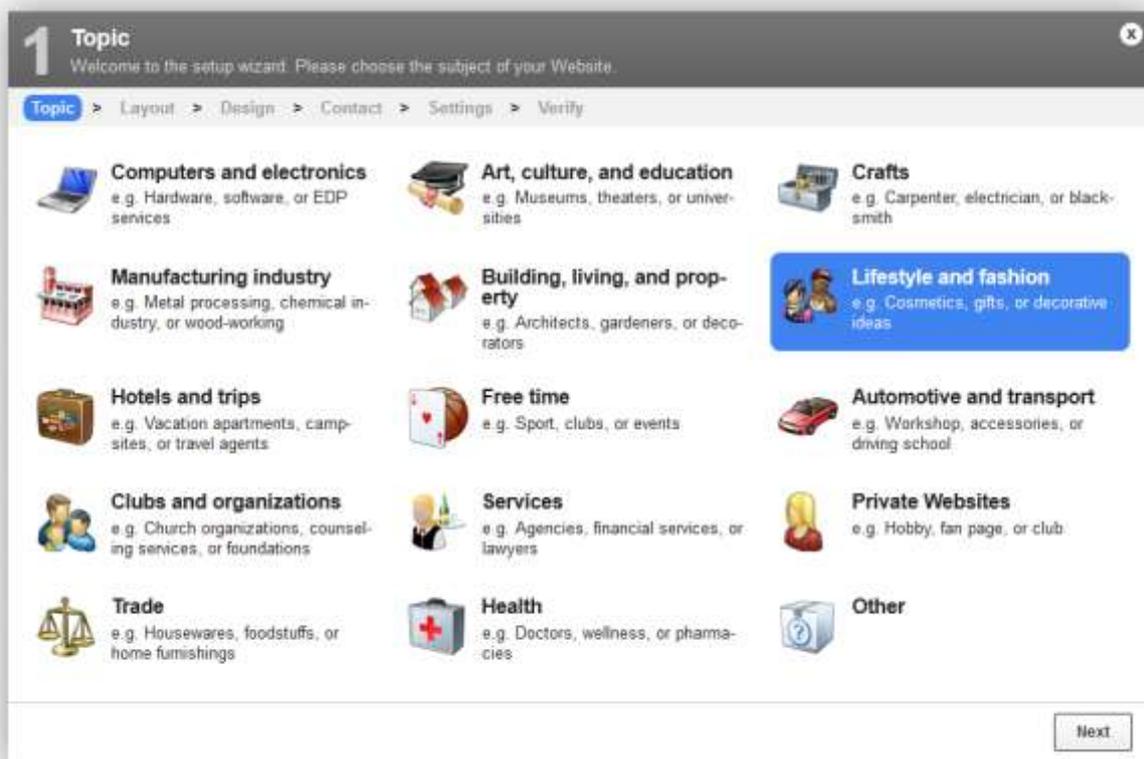
1. Log into your names.co.uk Online Control Panel <https://admin.names.co.uk>
2. Select 'Manage Hosting/Ecommerce' and then from the drop down list select the domain that has your shop on it
3. Next click on 'Ecommerce' in the left hand menu
4. The link 'Manage your Ecommerce shop' will launch the Admin Panel for the Back Office of your Ecommerce shop

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

1 Setup assistant guides you through the first steps

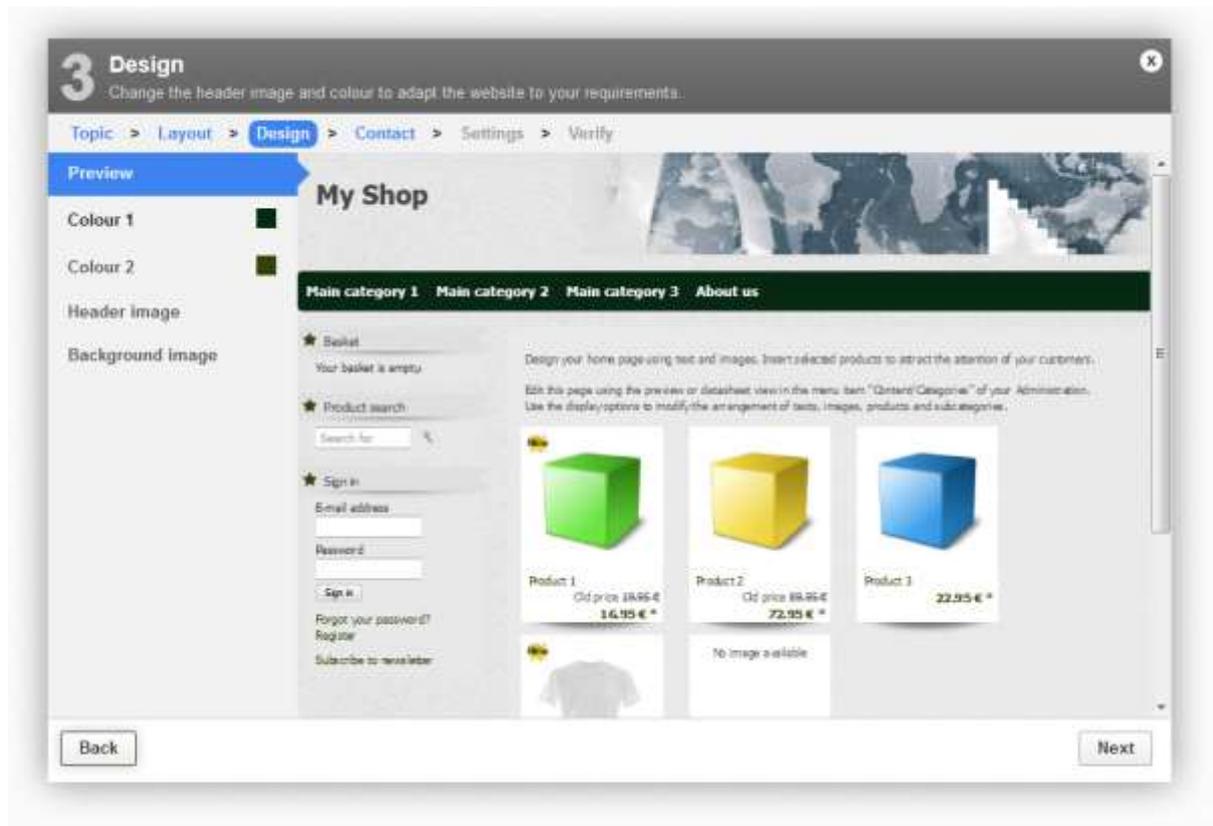
The setup assistant starts automatically the first time you access your back office. Here you will specify the key settings of your website. All settings can be modified again later.

The setup process involves six steps. In the **first step**, you specify the topic of your website, such as *Lifestyle and fashion*.





The **second step** lets you choose the basic layout. In the left-hand column you can select where the navigation bars will be located. This then allows you to choose from a series of design templates that fit that pattern.



In the **third step**, *Design*, you can preview your website and make some design adjustments. For instance, click *Colour 1* to choose the main colour of your site. Next you can select a header image or upload your own. Then, choose a background image, which again can be one of your own.

4 Logo & contact information

Enter the most important data for your website and your contact information.

Topic > Layout > Design > **Contact** > Settings > Verify

What is the name of your company or organisation?

Company name

What do you want to call your website?

Name of website

Slogan

Logo

Preview



How can your customers reach you?

First name *

Surname *

E-mail *

Phone

Fax

House no. / Street *

Postcode / Town *

Country *

* Required fields

In the **fourth step**, enter the key company data: your company's name and the title of your website, which may be whatever you wish. Next you should write a slogan and upload a logo, which will then be shown on your website. Also provide your contact information, including your address.

5 Shop settings

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

Topic > Layout > Design > Contact > **Settings** > Verify

What tax model do you want to use for your shop?

Net (Display prices minus VAT)

Gross (Display prices with VAT)

What is the VAT ID of your company or organisation?

VAT ID

Example: DE 123456789

Would you like to activate collection of statistics for your shop?

Collect statistics for your shop to have access to current information about visitor behaviour. To do so, your address data will be sent to etracker and an [Read more](#)

Set up etracker account and activate shop statistics

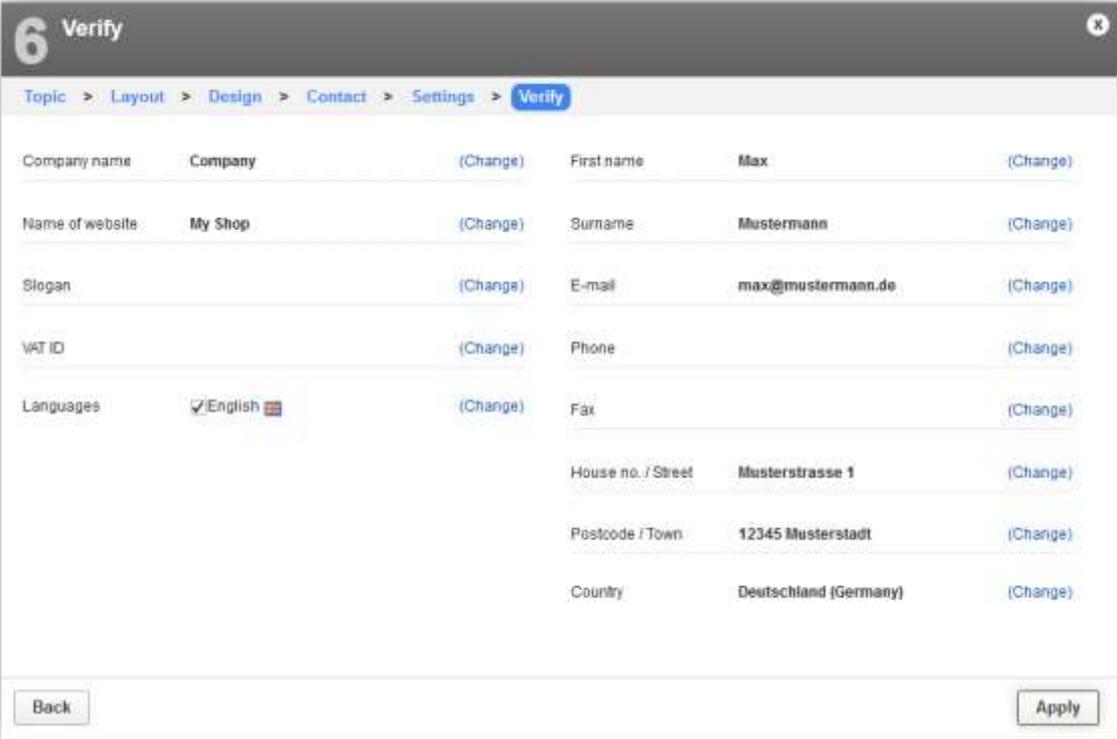
Secure access to your shop statistics using a password and keep the password in a safe place.

Password

Password confirmation



For the **fifth step**, you will need to enter some other basic information such as the tax model you wish to use and your company's VAT ID. You can also choose whether or not to activate etracker, which will track and collect statistics on your shop. If so, type in a password that you would like to use for etracker in the future (you will need to set up an account later).



The screenshot shows a web interface titled "6 Verify" with a breadcrumb trail: Topic > Layout > Design > Contact > Settings > Verify. The form contains the following fields:

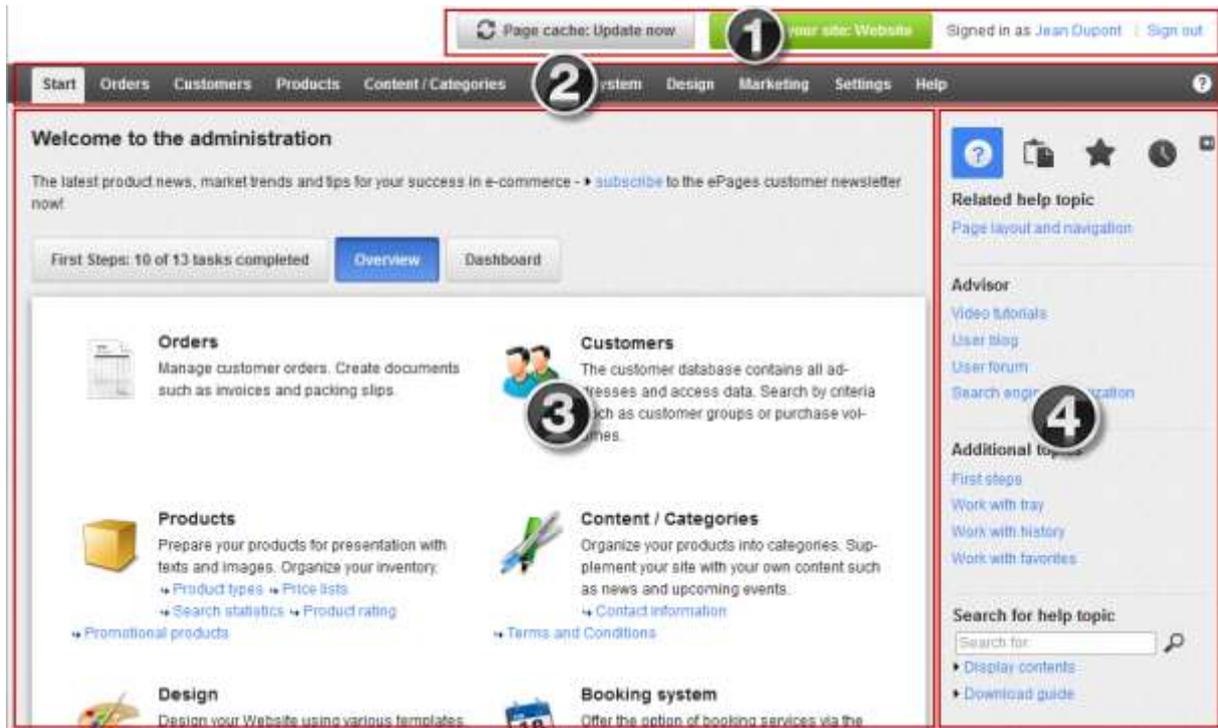
Company name	Company	(Change)	First name	Max	(Change)
Name of website	My Shop	(Change)	Surname	Mustermann	(Change)
Slogan		(Change)	E-mail	max@mustermann.de	(Change)
VAT ID		(Change)	Phone		(Change)
Languages	<input checked="" type="checkbox"/> English 	(Change)	Fax		(Change)
			House no. / Street	Musterstrasse 1	(Change)
			Postcode / Town	12345 Musterstadt	(Change)
			Country	Deutschland (Germany)	(Change)

At the bottom of the form, there are "Back" and "Apply" buttons.

In the **sixth and final step**, verify all the information given and select your website's languages. Then simply click *Apply* to complete the setup.

If you would like to run the setup assistant again later, click on *Settings* and then *Restart the setup assistant*.

2 The back office: your online shop's control centre



1 In the top right corner, you will find several important functions. If you would like to view your website click *See your site*, and your website will open in a new browser window. This will allow you to immediately check any changes you have made. If you would like to edit your user settings, for example your e-mail address, click on your name. Click *Sign out* to quit the administration session.

2 What would you like to do next? You can use the menu bar to switch between individual pages of the back office. Click on a menu item like *Contents/Categories*, *Design* or *Marketing* and a list of all the subpages in this category will be displayed.

3 The working area occupies the most space within the back office. This is where the majority of the work for your website is carried out. Depending on which page you have called up, you might find forms or charts that you can use to manage your website.

4 In the sidebar you will find the help area, tray, your favourites and the history. In the help area you can download the complete documentation for your website.

In the back office, you may occasionally see this information symbol: **i**. Hover your cursor over this symbol at any point to view a short help text about the associated field.

3 Create your own design

You can change the design of your website and achieve a great result in only a few clicks.

To start off, save a backup copy of your current design that you can use as the basis for your changes. To do this, select the *Design* item on the menu bar and then select *My styles*. For the style currently in use, click *Create backup copy*.

The backup copy will appear under *Additional created styles*. All the changes you make now only apply to this new style and not directly to your website's current design.

You have two options for editing: Quick design and Advanced design.

Quick design



To start the Quick design, click *Edit design details* in the First steps list, or select *Design* from the menu bar, followed by *Quick design*.

At the top, you will see the Multifunction bar, from which you can select various options. Beneath it, there is a preview where you can see all changes instantly. In the *Preview* menu, you can select which elements of your website you would like to

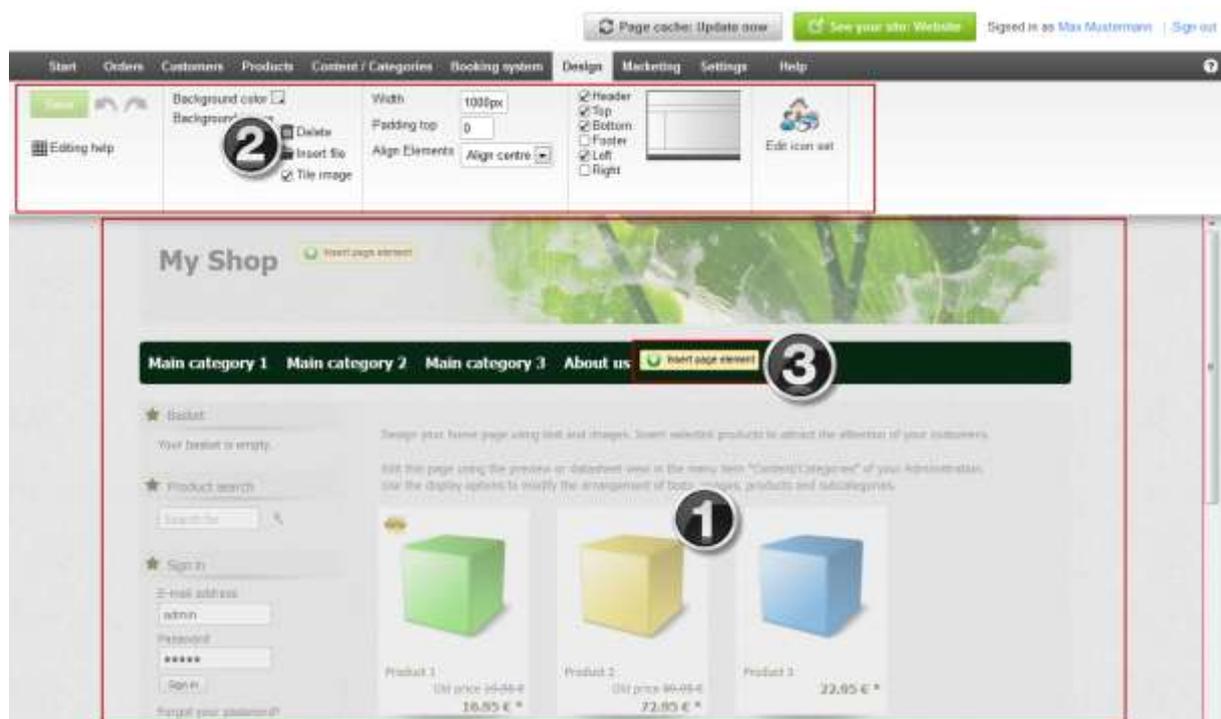


have displayed, such as the *Home page* or *Text and links*. You can use the options *Logo*, *Header image* and *Background image* to change these corresponding images, and you can also specify the colours and then the font. The item *Icon set* lets you choose a group of icons to be used on your website. Finally, under *Template*, you can also select another design template.

The preview allows you to see all the changes you make instantly.

Advanced design

The Advanced design gives you complete control over the design. To start the Advanced design, select *Design* from the menu bar, followed by *Advanced design*.



- 1 Simply click on the area you would like to edit in the preview.
- 2 The multifunction bar instantly displays the design options available for the selected area. Editing an area's background colour, for example, is quite simple and can be done with just a few clicks. Changing the font size is equally easy. Click *Area*, *Font* or *Page elements* to display additional options as needed.
- 3 You can add new elements, such as an overview of the shopping basket or the logo of a payment services provider, quickly and conveniently by clicking *Insert page element*. You can also easily position page elements with the mouse. To do so, simply move your cursor over one of the elements, click on the "move" symbol and drag the element into the desired position while holding down the left mouse button.

4 Creating pages and categories

You can easily add pages, such as “About us”, and categories, for example “Jackets” or “Backpacks” to your online shop.

In order to add a new page or category to your website, simply use the Preview mode.

Preview



In the *Content / Categories* menu, click *Preview*.

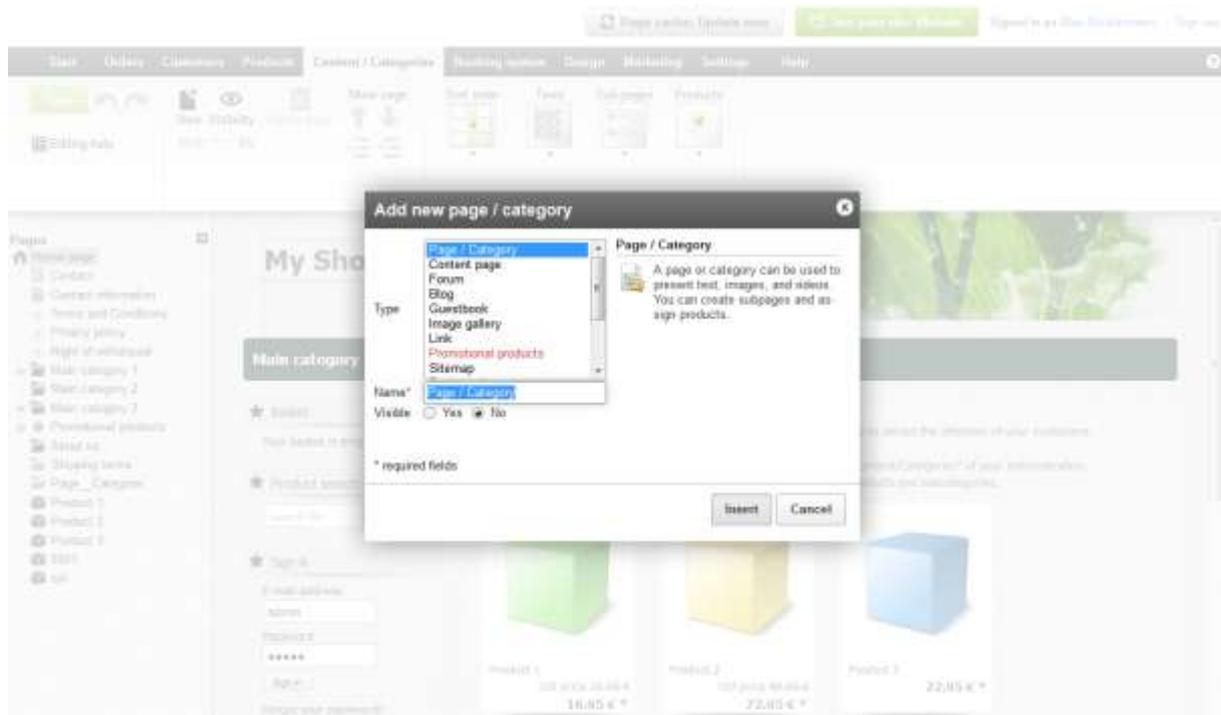
1 The right hand side of the page shows a page preview. Some areas of the page shown are marked by a dotted border. These are text fields, or areas to upload images, that can be edited directly by clicking on them.

2 The multifunction bar at the top lets you choose between different options, depending on the area you click on.

3 The left hand side of the page shows the page browser, which displays the structure of your website. You can use the page browser to create, move, and delete the various pages of your site.

Don't forget to save all the changes you have made by clicking the *Save* button in the upper left corner.

Creating a new page or category



This is how you can create a new page or category:

1. Select where the new page/category should be created in the page browser on the left-hand side.
2. Click *New* on the multifunction bar at the top.
3. Select “Page / Category” and enter a name for the new page/category. Leave the *Visible* option on *No*, so you can edit the page/category first before your website’s visitors can see it.
4. Click *Insert*.
5. Check whether the page/category was inserted in the correct place in the structure. If not, use the functions under *Move page* in the multifunction bar to move the page/category to the correct place.
6. Click on the text fields in the preview section and enter the content which you want to be displayed on this page/category.
7. Select the correct *Layout* options for the page/category. Test multiple variations until you have found the optimal page display.
8. Click *Visibility* on the multifunction bar, select the *Visibility* option to *Yes* and click *Apply*. Now the new page/category will be visible to anyone who visits your website.
9. Click the link *See your site* in the back office to view the page/category again on your website and check everything is in order.

5 Add products to your online shop

Your shop system makes selling products over the internet easier than ever. You can add new products in a few simple steps.

Adding a new product

The screenshot shows a web interface for adding a new product. At the top, there are utility buttons: 'Page cache: Update now', 'See your site: Home page', and 'Signed in as Jean Dupont | Sign out'. Below is a navigation menu with 'Start', 'Orders', 'Customers', 'Products', 'Content / Categories', 'Booking system', 'Design', 'Marketing', 'Settings', and 'Help'. The main heading is 'Home page + New product'. The form is organized into two main sections, each with a collapse icon on the right. The first section, 'Product number and name, Visibility', contains: 'Product number *' (0001), 'Product visible in shop' (radio buttons for 'Yes' and 'No', with 'No' selected), 'English (US)' product name (White T-Shirt), and 'Deutsch' translation (Weißes T-Shirt). The second section, 'List price, Order unit, Tax class', contains: 'List price (Gross)' (25 €) and a 'Price comparison' field. A green 'Save' button is located at the bottom left of the form.

There are various ways to add a new product. Here we will only describe one of them. In the "First steps" list, click on *Add products* or click *Products* in the main menu, and then the sub-item *Products*. You will see an overall view of all the products in your shop.

On the top left of the page you will see the *Add* button, which is split into two parts. By clicking the bottom of the button you will be able to select the type of the new product, for example *Product with variations* or *Downloadable Product*. A product with variations could be a T-shirt that comes in different colours, for example. A downloadable product could be a PDF e-book.

In our example, we will add a simple product. Now you can summarise the new product's key information. First provide a number and a name for the product. Specify the price and the current stock level. You can also enter a lot more product information on this page, such as a description or the delivery weight.

After saving all the information, you can continue onto additional subpages to apply various settings and upload images of the product.

Does the product have multiple variations, like different sizes or colours? Then click on the *Variations* subpage and start the Product variation assistant. This is a quick and easy way to adapt a general product to make products with variations.

Have you filled in all the key information and uploaded images of the item? Then it's time to assign the product to a category. To do so, click on the *Categories* subpage and select the desired category. By the way: Products can be assigned to more than one category.

Now all you have to do is set the product to visible and customers can begin ordering it from your shop straight away.

Product settings

The screenshot shows the 'Product settings' interface. At the top, there's a navigation bar with 'Settings' highlighted. Below it, the 'Product settings' section is open, with 'General' selected. The 'General' subpage contains several settings:

- Display product numbers in shop (Yes/No)
- Display shipping weight in shop (Yes/No)
- Use zoom function for product images (Yes/No)
- Change image in the gallery/slide show after: 0 seconds
- Magnified view with image selection (Yes/No)
- Maximum image size "Magnified view": 1280 x 1024 px
- Would you like to prepend an additional text to variations that have different prices?: English

A preview window shows a price of 19.95 € with the text 'Price incl. VAT plus delivery'. A green 'Save' button is at the bottom left.

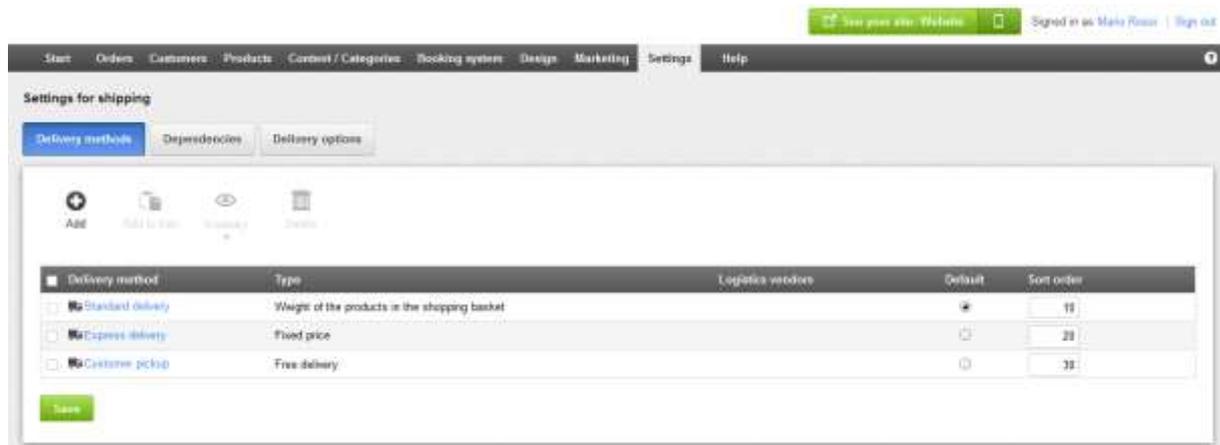
To navigate to the general Product settings, click *Products* in the menu bar, followed by *Product settings*.

On the *General* subpage, you can determine whether product numbers or the delivery weight should be displayed in the shop, for example.

Other subpages give you options such as adding text on products' availability or activating Product comparison for your shop.

6 Creating new delivery methods

You can offer various delivery methods to your customers.



To create a new delivery method, click *Add delivery methods* in the “First steps” list or click *Settings* in the menu bar, followed by *Delivery*. On this subpage, you will find an overview of the delivery methods activated in your shop.

To create a new delivery method, click *Add*. A window will now open in which you can specify the basic settings.

If you do not wish to link your new delivery method to a logistics provider, select the option *User-defined delivery method* under *Logistics vendors*. Otherwise, select the desired provider from the list. Linking to a logistics vendor has the advantage of enabling you to create validated shipping labels.

Next, specify the type of delivery method.

You must enter a name for the delivery method that will also be displayed in your shop.

Click *Add* to save the delivery method.

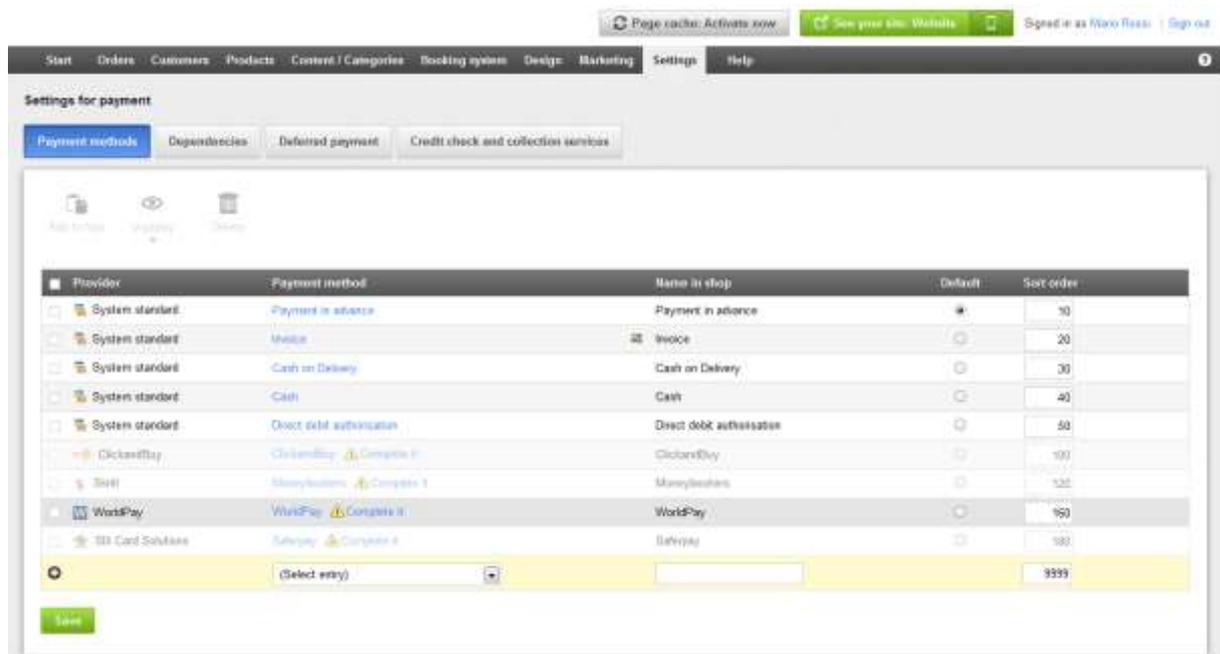
If you have linked to a logistics vendor, you must now enter your data for this provider. Next to the provider’s name, click *Complete it* and follow the specified steps.

You can now specify further settings for the delivery method, for example the delivery price. Other things you can specify on the *General* subpage include whether this method should be set as default, and for which countries it should be available.

When you have configured all of the settings, set the delivery method to *Visible* and save your data. The new delivery method is now available to your customers.

7 Create payment methods

You can offer your online shop customers a variety of common payment methods, such as advance payment, payment by invoice or cash on delivery.



To manage the payment methods available in your shop, click *Add payment methods* in the "First steps" list on the home page, or click *Settings* on the menu bar and then *Payment*.

We distinguish between internal and external payment methods.

Internal payment methods

The most important internal payment methods such as advance payment and payment by invoice have been preconfigured for your shop.

To edit one of these methods, click on its name.

Now you can edit all of the settings for this payment method: you can activate or deactivate it with the *Visible* option, enable *Deferred payment* or enter a minimum and maximum order value for this method. This allows you to ensure, for instance, that customers can only pay by invoice up to a specific order value. Further, on the *Customer groups* subpage, you can specify that the current payment method is only available for regular customers.

External payment methods

External payment methods, by contrast, use services from a third-party provider, for example PayPal or Skrill, which process the entire payment on your behalf. At the bottom, in the table of payment methods, select the desired provider and click *Save*. Next to the provider's name, click *Complete it*. Now follow the steps explained in the back office to link your shop with the payment provider. Finally, you just need to switch this payment method to Visible on the *General* subpage and your customers will be able to use it in your shop.

8 Processing orders

Order no.	Created on	Customer	Total amount	Delivery method	Payment method	Status
<input checked="" type="checkbox"/> Order 1002	08/11/2012 11:12	Peters, Rolf	22.95 €	Customer pickup	Cash	Viewed
<input type="checkbox"/> Order 1001	08/11/2012 11:11	Meier, Jens	16.95 €	Customer pickup	Cash	Viewed

After you have set up, launched and publicised your shop, it won't be long before the first orders come in. The *Orders* menu is the central place for processing orders. Under the *Inbox* menu item, you will find all newly arrived orders that you have not yet processed.

To view the details of an order, click on the *Order number*. Use the *Status* option to constantly keep track of an order's status. On the *Documents* subpage, you can generate an invoice or a packing slip with just a few clicks. Under the *Orders* menu item, you can see an overview of all orders ever processed.

Use the search function to find specific orders quickly.

If you use a logistics provider such as DHL for delivery services, you can have the associated jobs shown under the *Deliveries* menu item. Under the *Transactions* item, you can monitor the receipt of payment via providers such as PayPal or Skrill. Under *Order document settings*, you can edit templates for invoices and packing slips.

9 More Help

Need any more help? We have video tutorials, FAQs, Blogs, Forums and comprehensive guides - all available from the Help Link in the Admin Panel of your Shop - just dive in!

