

Ecommerce Templates

ECT Hosted Store User Manual

August 2018

Thank you for your interest in the ECT Hosted Store Solution.

The user manual contains all the important explanations, settings and tips to get your hosted store set up in no time.

If you have any questions, our developers will be more than happy to address them at our support site

<https://www.ecommercetemplates.com/support/>

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Table of Contents

Chapter 1

The ECT Hosted Store Control Panel **3**

Chapter 2

How to Create a New Page **13**

Chapter 3

How to Get Started **18**

Chapter 4

Admin Parameters **24**

Chapter 5

Cross Selling **28**

Chapter 1

The ECT Hosted Store Control Panel

The store control panel is where you will administer all the functions of your store and we recommend reading through the summary here of each page and how it works before diving into the individual pages to make changes.

Store admin

The default login for the store control panel is...

User: mystore

Password: changeme

You can change that at any time under Store Admin > Change Password

Dashboard

The dashboard provides a summary of the sales and sign ups on your store. It will highlight the number of sales in the current day as well as new gift certificate purchases, affiliate sign ups, reviews submitted, new client login accounts created and mailing list sign up from the past two weeks. There is also a summary of the last 30 days of order stats, best sellers in that time period and highest spending customers.

Main settings

This is one of the key admin pages where you can stipulate some key information regarding the functionality of the store.

The country setting will also correspond to the currency used on the store so UK users for example choosing United Kingdom will automatically show pricing in Pounds Sterling. You can set the number of products per page on your product store display as well as choosing a default ordering. Sect when you would like to receive email notifications and which email these should be sent to.

The product filter bar at the top of the products page is optional. Choose your shipping and handling preferences and whether you want to enable stock

management. If you want to display alternative currencies as a guide to exchange rate prices, choose those here and if you want to turn off your store, use the Vacation setting.

More information is available in the [main settings help page](#).

Store design

The store design admin page is where you can set the theme that you want to use on the store, this can be changed at any time. You can also add your own logo here as well as formatting the menus and colors to be used in the design. There is also the opportunity to add a mini cart and / or mini login box in the left hand sidebar. You can define which elements and in which order you want items to appear on the product, detail, quick buy and cross selling displays. This is also where you can add new non-store pages as well as editing ones that already exist.

More information is available in the [admin design help page](#).

Store parameters

This is the page you would want to visit to fine tune the settings on your store. From design and display tweaks to shipping and tax settings, check through all the available features here to get the most out of your store.

More information is available in the [admin parameters help page](#).

Change password

If you need to change the password to the store admin, this is where you would carry that out. You can also set up extra store admin user accounts by clicking on the button "New Secondary Login". Provide the user with a user name and password and then grant permissions for which admin pages that user will be able to view and make changes to.

Affiliates

The affiliate program allows your affiliates to link to your store and receive commission on the sales generated. To turn on the feature first of all you will need to enable the affiliate page in the [admin parameters area](#). This will enable the affiliate page on your site where people can sign in, create an account and view their affiliate generated sales. The amount you decide to pay out as commission is completely up to you as is the payment method.

The affiliate would need to set up a link pointing to any of your store pages in the format <https://www.yourstoreurl.com/products/?PARTNER=AFFILIATEID>

When somebody clicks on the link a cookie is set which is valid for thirty days. If a purchase is made within that time period the affiliate will receive notification and the sale amount is recorded in the admin affiliate page and there will be an affiliate id registered in the orders admin page.

You may want to set up an extra page outlining the benefits, terms and procedures for setting up an affiliate account on your store.

Email messages

All emails automatically sent out by the store are editable here. You can also edit the header and footer of the confirmation thanks page and the packing slip and invoice footers and headers.

The fields will accept HTML so you can format the displays how you like. There is also dynamic replacement text so you can choose to show things like the customer name, order id, order date etc depending on the type of email.

More information is available in the [admin email messages help page](#).

Mailing list

This is the admin page for the store mailing list feature. To turn on the ability for customers to sign up to your newsletter go to the [admin parameters](#) page and make sure the box is unchecked for "Remove the mailing list option from checkout and new account signups.". When a new customer signs up you will see that highlighted in the dashboard. If you have a [Mailchimp](#) account you can synch the mailing lists between your store database and MailChimp.

More information is available in the [admin mailing list help page](#).

IP blocking

If you need to block someone using a particular or range of IP numbers then you can set them up here. Use this function sparingly so as not to block legitimate users. Visitors who are blocked will not be able to complete the checkout process.

Orders admin

View orders

The admin orders page allows you to view, filter and manage the orders as they come in. The main page will display the day's orders, and you can use the date picker to choose a different date range. You can also download the orders to a csv file which can be opened up in a program like Excel if you need to. Orders showing in red are incomplete orders and you shouldn't ship until at the very least you have checked with your payment provider just in case payment did go through but the customer experienced some sort of difficulty in getting back to your store. There is an abandoned cart feature where you can contact users who didn't complete the checkout process.

You can change the order status from the drop down menu on the right of the screen and choose to notify users by email when the status changes by checking the box next to the Update button and then changing the status. In that drop down you can also add a tracking number and / or invoice number rather than having to open up each order individually.

From this screen you can also manually create a new order or edit an existing one.

More information is available in the [admin orders help page](#).

Payment providers

You can enable one or more payment provider from the list here. Customers can choose on checkout how they want to pay. The Email and Email 2 options are typically used for methods such as bank transfer, cash on demand or account payments. No actual payment processing takes effect so it's up to you and the customer to decide how the payment will be made. Each payment provider has an editable header and footer so you can add any specific information to the mail email they receive from the store on purchase.

You can put most payment providers in demo mode and they will then show in red in the list. If you are offering multiple payment options you can set the order they should appear on checkout by using the drop down numbering under the Order column.

This is the list of available payment providers with a link to their respective help pages.

- [PayPal Payments Standard](#)
- [2Checkout](#)
- [Authorize.net \(SIM\)](#)
- Email
- [Worldpay](#)
- [Nochex](#)
- [PayPal Payflow Pro](#)

- [PayPal Payflow Link](#)
- [PayPoint](#)
- [PSiGate](#)
- [Authorize.net \(AIM\)](#)
- [Netbanx](#)
- Email 2
- [PayPal Direct Payments](#)
- [PayPal Express Payments](#)
- [Amazon Pay](#)
- [PayPal Payments Advanced](#)
- [Stripe](#)
- [SagePay](#)
- [Braintree](#)

Client login

To turn on the client login feature you will need to go to the [admin parameters](#) page and select "Do you want to enable the customer login system, enabling customers to create accounts." You can then choose in the same location whether you want to force people to log into their account to check out or whether they can create their own account or not.

The customer account mean that clients can log into their account to check their past orders, manage their address preferences and pass through checkout without having to enter their billing / shipping preferences. A store owner can optionally provide wholesale pricing for logged in customers, percentage discounts as well as free shipping or tax exempt options. It is also possible to restrict the viewing of particular categories depending on their login level or enable a particular payment provider.

Customers with an account can also use the wish list / gift registry feature if that has been enabled in the admin parameters page as well as the ability to redeem loyalty points accrued from previous purchases.

More information is available in the [admin client login help page](#).

Order status

When an order comes in it will logically be displayed with the status of "new order" in the admin orders page. As it goes through processing you can modify the order status, and optionally notify the customer of any changes in that status. The email sent to customers when the status changes can be edited in the [email messaging admin page](#). Customers can also view the status of their order online by visiting the orderstatus page and entering their order id and email address.

Gift certificates

To turn on the gift certificate feature you will need to go to the [admin parameters page](#) and that will enable the gift certificate form on your site for you to link to.

When a customer purchases a gift certificate the recipient receives an email with their unique code that can be redeemed on checkout. If the purchase amount is less than the value of the gift certificate, the remaining balance will be still be recorded and redeemable - if it greater they will only be charged the difference. It is also possible to set up gift certificates manually via the gift certificate admin page.

More information is available in the [admin gift certificate help page](#).

Order stats

The order stats page is where you can view and filter your store's performance over time. Choose to filter by time, category, payment method, product id, product name, affiliate, state and country. The results can be shown as raw totals or with graphical representations.

More information is available in the [admin order stats help page](#).

Product admin

Products

The product admin page is where you can add all the product information as well as the ability to download csv file of your inventory.

The initial install comes with some sample products so you can view how those are set up before getting started yourself. The only required fields are the product reference, product name, price and section. For that reason it's probably a good idea to set up some categories before adding products.

The product name will be used in the URL of the product detail page so choose that carefully and it is probably best to avoid non alpha-numeric characters. You can have as many product images per product as you like. The small image will appear on the product page, the large image on the detail page and the giant image in a gallery format linked from those pages.

Use the Quick Entry drop down menu to update the product characteristics without having to go page by page.

You can add title and meta description content on a page by page basis or use the dynamic feature in the [admin parameters](#) page.

More information is available in the [admin products help page](#).

Product options

These are like product modifiers so typically where a product has various variables like color, size or whatever they can be defined here and then assigned to the product via the product admin page.

Product options can be displayed as drop down menus or radio buttons. You can also have a text entry input, including a calendar pop up as well as a multiple purchase options where you can specify the number of each option that should be bought as part of the product.

Options can vary the price or weight of the final product. You can also charge per character or as a multiplier if you are selling by the length of an item for example..

More information is available in the [admin product options help page](#).

Categories

Categories or sections allow you to classify or group your products together. There are basically two types of category, those that can contain sub-categories and those that can contain products. You can assign an image and description to each category as well as defining a header to introduce the section.

You can add title and meta description content on a category by category basis or use the dynamic feature in the [admin parameters page](#).

More information is available in the [admin categories help page](#).

Discounts

This is where you can define the discounts and coupons you want to share with your orders. Discounts or coupons can be set globally, per product / category and with an optional threshold of amount spent or quantity purchased. They can be a fixed rate or a percentage and can be set to repeat with every "x" bought. You can set how many are available and how many

days the offer is available for. They can be set only for customers with a particular log in level from the customer account feature.

Please note that free shipping is also a discount (or coupon) and it would need setting up here before defining which countries / shipping methods it should apply to. It is a global setting but individual products can be made free shipping exempt.

More information is available in the [admin discounts help page](#).

Product attributes

Product attributes are a way of grouping products together depending on the criteria you define. These attributes are available in the product filter bar and search page so customers can choose to filter by the attribute they are interested in. You may for example want to group products by their condition - used, new etc or by color. This is also where you can set up the manufacturers or brands.

The attributes are assigned to products in the product admin page and you can turn on the filtering in the main admin settings page.

Quantity pricing

Quantity or tiered pricing allows you to provide special pricing depending on the number of the same item purchased. So for example you might offer widgets for sale at \$10 each but if they buy five or more the price drops to \$8 each. You can set a fixed price for quantity or a percentage price.

If you want to display this special pricing on the product or detail pages, select Quantity Pricing in the Page Elements section of the admin design page.

You can also enter the quantity pricing in the admin products page.

Ratings & reviews

You can display customer reviews by selecting that option in the Product Detail section of the Page Elements in the admin design page. It is also possible to show the ratings on the product page. In the admin parameters page you can stipulate that only logged in customers can leave a review and rating.

Once a review has been submitted it will need to be approved (or deleted) via the admin page.

More information is available in the [admin reviews help page](#).

CSV file upload

On this page you can upload a comma delimited file of your products and product images. Choose "Add to database" if you are adding new products or "Modify database" if you are uploading existing products which have been changed. Don't mix the two. The only required field is the product id and to obtain a full list of all the columns available go to the product admin page and choose "Product Inventory" from the Select Action drop down menu. This will give you a csv file of all the products on your store which can be opened up in Excel or similar programs.

It is advisable to keep the csv files relatively small ie up to around 5000 products

More information is available in the [admin csv file upload help page](#).

Shipping admin

States

If you open the admin states page you'll see the list of states / counties / provinces that correspond to the country in your main admin settings page. You can disable any states that you don't want to ship to. You can also set a tax rate per state if applicable. The FSA column is for free shipping (FSA = Free Shipping Applies) and is used in conjunction with the free shipping discount in the admin discounts page.

You can choose to display states from other countries you ship to when that country is selected on checkout. Choose yes to "Load States" to enable that feature.

More information is available in the [admin states help page](#).

Countries

This is where you can define which countries you ship to and will therefore be those that appear on checkout. Again you can set any tax rates here that apply to particular countries as well as if free shipping is available (FSA). The Postal Zones column is used in conjunction with weight / price based shipping - it can be ignored if you are using online carriers like USPS, UPS, FedEx, DHL, Canada Post or Australia Post. If using weight / price based shipping assign the zones you defined in the admin zones page to the countries in the list.

More information is available in the [admin countries help page](#).

Postal zones

The settings in the postal zones admin page only apply to your own weight or price based shipping - they are not used by any of the online carriers. You can choose the split the zones by State if required. Define a zone, eg USA and then click on Edit Rules. Set the number of shipping methods you want to support eg Next Day, Standard, Express or whatever and then set values that correspond to the weight or price of the order and how much the shipping should cost. When you have finished setting up your rules, remember to go the admin countries / admin sates page and assign the zones there in the Postal Zones column.

More information is available in [the admin postal zones help page](#).

Shipping methods

This is where you can configure the shipping methods you defined for your store in the main admin settings page. If you are using one of the online carriers you will need to register with them and then choose Shipping Method to select which of their shipping services you want to support on your store.

Remember it is possible to support more than one shipping carrier and there are some settings and tweaks available in the [admin parameters page](#).

More information is available in the admin shipping help page.

Drop shippers

The drop shipper feature allows you to send email notification to a manufacturer, designer, dropshipper or whoever you need to notify of an order. The email is sent automatically for authorized orders and can be formatted in the email messaging page. Once you have set up your drop shippers you can assign them to particular products in the product admin page.

More information is available in the [admin drop shipping help page](#).

Chapter 2

How to create a new page

The store pages like the products page, categories, cart, search, tracking etc are dynamically generated for you by the shopping cart software so you won't have to do anything to make those pages display. Non-store pages like the home page, about, company info etc will need setting up and we'll deal with how to do that here.

Create your home page

The first page you'll probably want to set up, at least with a working framework is your home page. Go to the admin design page of your store control panel and choose Body Content. You'll see three sample pages already defined, home, privacy policy and terms and conditions.

Page URL	Modify	Delete
<input type="text" value="home"/>	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>
<input type="text" value="privacypolicy"/>	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>
<input type="text" value="termsandconditions"/>	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>

Click on the "Modify" button next to the home field and you will be presented with The Page URL field, the Page Title field and the Page Meta Description field followed by an editable section to add your content to.

In the Page Title field you already have the default, which is "home", and that should not be edited.

The Page Title field is used by search engines when indexing your site and users when they find your site in the search engine results pages therefore it's important to get this right. It should explain clearly what the site is about, probably include the company name and should read quite naturally (not just a list of keywords). You should try to keep it under about 60 characters in length as anything more is going to get cut off in the search listings.

Page URL:

Page Title:

Page Meta Description:

The Page Meta Description field is also used by search engines but not as a ranking feature but to accompany your title in the search engine listings. It is important therefore to write in plain language about the page content to entice users to click on your link - basically it should be a short summary of the page content, although for the home page this may be extended to include more general site content. You should aim for a meta description of fewer than 300 characters.

How you lay out your home page is completely up to you but here's a suggestion for getting things started. One common layout is to start with a large image at the top of the page so get an image ready that shows off what you do or what you sell. It should be at least 1200pixels wide and it will then adjust automatically to the screen size it is being viewed on (even on mobile devices). Make sure the image is optimized for the web - if you don't have a graphics program there are numerous online sites where you can upload an image and have it done automatically for you. Once it's ready click on the picture icon in the editor toolbar to insert the image. You can either drag it from your hard drive to the image field or click to upload. Once it appears, click on the Alternate Text icon and give it a short meaningful title - this helps search engines and is good for accessibility too. Finally click on the button Modify Page Body to save your work so far.

The next thing you might want to do is add some text, an introduction to the site, product line, company or whatever. To do that just click in the editor and start typing. If you want to add some header text, click on the code icon and just before the text you just entered add the HTML like this `<h1>My title text</h1>` - for a smaller heading use `<h2>` or `<h3>` tags. Save the page again so as not to lose any of your work.

Add the cross sell feature to the home page.

Yes

Set the features and order for the cross sell features on the home page.

Recommended Items
 Best Selling Items

Finally you might want to display some of your products on the home page and you can do that via the cross selling feature. In the admin parameters page under the section [Design / Layout Parameters](#) make sure you have checked the option "Add the cross sell feature to the home page." and then choose Recommended Items or Best Sellers (or both) from the "Set the features and order for the cross sell features on the home page". Recommended products are ones which have the checkbox for "Recommended" checked in the admin products page so you can select which ones you want to appear by just checking that option. You can choose which elements to display in the cross selling display and in which order they should appear in the admin design page. We have more information on setting up the cross selling feature in the [cross sell help page](#).

This is just a suggestion for adding home page content but can be used as a guide for getting things started.

Create a new page

You can set up as many non-store pages as you like but here's a guide to setting up an about page.

In the admin design page, click on the Body Content section then choose "Create New Page".

In the Page URL field, enter the text "about" so the address of this page will be <http://www.yourstoreurl.com/about> - the software is set up to use [extensionless URLs](#) so you shouldn't add .php or .html or whatever after the text. Use the guidelines above for the Page Title and Page Meta Description.



In the Page Body Content field enter the content of your about page and save. You can add your own formatting via the icons in the toolbar as well as

uploading any images. For more advanced formatting see our notes here. Once saved you may want to add the new page to one or more of your menus and you can do that in the admin design page for the header, left navigation and / or footer.

Extensionless URLs

Extensionless URLs are search friendly and clean URL formatting. As the name suggests they are URLs with no extension so no worrying about whether to add .php, .html, .htm or whatever. All the pages on the store are formed with no extension so your cart page is <http://www.yourstoreurl.com/cart/> a product detail page would be in the form of <http://www.yourstoreurl.com/my-product-name> and any new pages you set up should be without an extension.

Special Cases

There are a couple of special cases when it comes to creating new pages. If you go to the Body Content section of the admin design page you'll see pages for Privacy Policy and Terms And Conditions. We have set these up for you with some sample content, where you can change the text in bold to reflect your company details and policies. You are of course free to delete our sample text and use your own. On the design you will find links to the privacy policy page and terms and conditions right at the bottom of the footer.

The terms and conditions content is also optionally used on checkout. In the admin parameters page under "Checkout Parameters" you'll see the option to choose "Show a terms and conditions acceptance checkbox on checkout." If selected customers will be forced to agree to the terms which will appear in a pop-up window in the checkout process. If you are going to use this feature make sure you don't edit the Page URL "termsandconditions" in the admin design body content section.

STORE FEATURES

Allow affiliates to signup on your store. You will need to provide a link to the page "/affiliate".	<input checked="" type="checkbox"/>
Use a contact page on the site so your customers can contact you. You will need to provide a link to the page "/contact".	<input checked="" type="checkbox"/>
Allow customers to make donations on your store. You will need to provide a link to the page "/donation".	<input checked="" type="checkbox"/>
Allow customers to purchase gift certificates on your store. You will need to provide a link to the page "/giftcertificate".	<input checked="" type="checkbox"/>

There are also four optional store pages, affiliates, contact, donations and gift certificates. To enable any of those pages go to the admin parameters page and under Store Features select the ones you want to show. If you choose to

use any of these pages you will probably want to add them to one or more of your menus, and the link to each will be as follows (note they have no file extension)

Affiliates: /affiliate

Contact form: /contact

Donations: /donation

Gift certificates: /giftcertificate

Formatting & Tips

When you add content to the home page or any of the non-store pages you are free to lay things out as you like. To make things simpler for people who prefer to get their hands dirty with some HTML and CSS we have provided some sample css classes you can use across the site.

First of all we have provided some css classes for a container and multiple columns - these are the available classes

- div.ectcont - a container div set at 100% width
- div.ect4col - used for 4 columns of content
- div.ect3col - used for 3 columns of content
- div.ect2col - used for 2 columns of content
- div.ect1col - used for 1 column of content

For example if you wanted three equal columns on a page that degrade nicely on smaller screen sizes you would use the following in the code editor of the page.

```
<div class="ectcont">  
<div class="ect3col">3 column content goes here.</div>  
<div class="ect3col">3 column content goes here.</div>  
<div class="ect3col">3 column content goes here.</div>  
</div>
```

If you plan on using Google Maps or YouTube videos we also have some sample css so they will display nicely on smaller devices. Once you get the embed code from Google, YouTube or wherever, place them inside the following div tags

```
<div class="ect-iframe">  
Embed code goes here  
</div>
```

Chapter 3

How to get started with the ECT Hosted Store

Log into your store admin and go to the Store Design page where you will find the following options for setting up your design choices and content.

Choose Theme

There are a number of themes to choose from and you can select the one here that best suits your design needs. You can switch theme at any time and your settings, such as products you have added or content pages will stay intact - only the design framework will change.

Header

All the elements in the header section are editable here. You'll see a default logo has been provided but that should be replaced by your own. Think carefully about your logo image, you may want to use a PNG file with a transparent background so it blends into the header section. Also think about the width and height so the image doesn't force your header to be too "high". You can of course test with different versions until you get the one you are happy with.

The Main Top Menu is the principal navigation bar. We would suggest a maximum of eight to ten links there.

The Secondary Top Menu resides the top left of the header and is ideal for two to three links, possibly links to the account page, tracking and / or order status page.


The Design Tweaks here only corresponds to the header section of the layout. Use the color picker to choose the colors for the links, borders and backgrounds. If you want to keep the default settings you can ignore this section.

Left Navigation

This is where you can choose the elements you want to appear in the left hand sidebar as well as providing your own colors.

You have a choice for the main left hand menu, the options include using the accordion menu, which like the pop-out menu, is dynamically populated by the categories and sub-categories you add through the admin categories page. The accordion menu will drop down to show the sub-categories whilst the pop-out menu will show them to the right of the main categories. You could also create your own custom menu where you will have to enter the link text and link location manually. These will appear in a simple styled list.

YOUR CART

 [Shopping cart](#)
1 Product(s) in cart
1 Flatbed scanner
Total \$89.00
[» Checkout](#)

The left mini cart will show a summary of the shopping cart contents, estimated shipping costs and applicable discounts as well as providing a link to the shopping cart itself. Select "No left mini cart" if you don't want to display this feature in the sidebar.

The left links menu allows you to offer a secondary left hand menu. These may be links to store pages like the gift certificate, donation or affiliate page. It can also be used to link to your own non-store based pages you have set up or will set up through the "Body Content" section.

CUSTOMER ACCOUNT

 [Login Status](#)
Not logged in
[» Login](#)

If you are using the customer account feature you may want to display a login box in the left hand sidebar. The customer account and its settings can be turned on via the admin parameters page and this widget will show the login

status with the ability to log in or log out as well as providing a link to the customer's account.

RECENTLY VIEWED

✓ Recently Viewed



Professional Scanner

Scanners



Flatbed scanner

Scanners

The Recently Viewed Widget can be enabled and will appear in the left hand side bar on the product detail pages once a customer has visited more than one detail page. It will provide a product image, product link and category link to the products they have viewed. They can also click on the top "recently viewed" link which will display a list of all the recently viewed products on one page.

The Contact section will appear at the bottom of the left hand side bar. You would need to enter your own contact details but if you prefer not to display this section, remove the default content. Using it as a Contact section is only a suggestion and you could of course use it for other purposes and display other content.

Finally you have the option to select the colors for the sidebar text color, heading text and background. The background you choose will also be used as the background color for the footer section.

Body Content

The Body Content Region is where you can define the layouts of the product and detail pages as well as confectioning the optional cross selling and quick buy features. It is also the place where you can set up the non-store generated pages, like your home page, about page or any other non-store content.

PRODUCT / DETAIL PAGE LAYOUT

Product Page Columns	Three Column layout	▼
Quick Buy Layout	Centered layout	▼
Cross Sell Layout	2 Column Layout	▼
Detail Page Layout	Image on top	▼

Select if you would like to display your products on the product page in two or three columns. You may want to experiment with this and the other related settings to get the look you are after.

The Quick Buy feature is optional and can be added to your products page under Page Elements > Product Page. It means that customers can see more information about the product and add to cart without having to go to the product or detail page itself. The display will be in a pop-up window and you can define the elements you want to appear here and if you want the elements centered or image to the left and details to the right.

The Cross Sell feature is also optional and if you choose to do so in the admin parameters page it can appear on the home page and / or the cart page. This is where you can define how many columns of cross selling items you want to appear on either.

There are two options for the display of the product detail page, you can have the image at the top of the page with the elements below - this lends itself well to display larger images, or the image the left and elements to the right / below the image which is more suited to smaller product images.

PAGE ELEMENTS

Product Page	Detail Page
Quick Buy	Cross Sell

Submit

Under Page Elements you can select which elements should appear on each of the screens as well as defining the order on the page. Use the up arrow to define position and the checkbox to display the element. If you choose to show one or more custom fields they can be populated in the product admin page and you can set a label for these as well as the SKU, manufacturer and date added in the [admin parameters](#) page.

Page URL	Modify	Delete
home	Modify	Delete
privacypolicy	Modify	Delete
termsandconditions	Modify	Delete

Create New Page

The final section is the Body Content and this is where you can set up your non-store pages. There are some default pages we have defined but which you will have to add your own content to. The home page, your privacy page and the terms and conditions. This last page will appear in a pop-up window to be agreed to on checkout. It's an optional feature that can be turned on or off in the admin parameters page. You can create as many non-store pages as you like and we have compiled some specific help on setting those up on our [help page](#).

Footer

The Footer section resides at the bottom of the page and is divided up into four main columns.

The first section is the main footer menu and you have a choice here of what type of contents you would like to display in the menu. You can choose to show a list (with links) of your top ten best sellers, your top ten most popular products (calculated by product detail page visits) or you can choose to set up your own menu links.

The Footer About section is typically used to write a few lines about your company and / or product line. You could however use it for other purposes like showing third party trust seals.

The Footer Help section is ideal for placing contact information, help links, telephone number but again you can choose the content of your choice.

FOOTER CONNECT

Heading

Facebook Account

LinkedIn Account

Twitter Account

The last section is devoted to social media icons. To enable an icon, enter the name of your account for each you want to display. For example if the URL of your Facebook page is <https://www.facebook.com/EcommerceTemplates/> you would enter EcommerceTemplates in the Facebook field if you twitter page is at <https://twitter.com/etemplates> you would enter etemplates in the twitter field to enable the icon and link.

Below those four columns you can enter your copyright notice and right at the bottom, links that would typically go to your terms and privacy pages.

Finally you can define the color of the links in the footer via the color picker. Remember the footer background color is set in the left navigation section as it shares the same value.

Chapter 4

The Admin Parameters Page

The parameters page is where you can set values and choices for your store. These can be changed at any time and if you swap themes the values will remain so you won't have to go back and make the same changes again. Most of the switches are self-explanatory but we will go over the major points below.

Design / Layout parameters

The choices here are all related to design display options so for example if you want the brand name to appear on the product / and or detail pages you can select that choice to display in the admin design page and then give it a label here, the same logic applies to the SKU and Date Added fields. The display after the label will depend on what you have entered for the manufacturer / sku in the product admin page.

If you want user definable custom fields to display you can enter the labels to accompany them here. The fields are populated in the admin products page and their display is defined in the Page Elements section for the products, detail, cross selling and quick buy interfaces. They will be enabled once you choose to display them in the Page Elements section of the admin design page. Custom fields are used typically used for displaying special information about a product, that might be its dimensions, shipping weight or whatever you want it to be.

Please note these labels for the sku, manufacturer, date added and custom fields will accept HTML so if you want to make a label bold for example use `Custom Label: `

If you wanted to change the color to red add something like this `ISBN: `

There is also the option to use the MagicToolbox image effects on the product and detail pages. We have included trial versions here for you to view and test out as they do require an additional license purchase. You can read all about MagicToolbox and view our demos on our dedicated [MagicToolbox](#) help page.

Shipping parameters

The shipping methods to be used on the store are defined in the main admin settings page and then fine tuned in the shipping admin page. The parameters here can be used once those shipping methods have been set up like defining shipping insurance or adding a value to the initial package weight. A neat feature in this section is if you want to allow customers to pick up the package from your location and therefore override shipping costs - you can set the text to display, any costs involved as well as removing any handling charges.

Extra checkout parameters

In this section you can add extra fields to the billing / shipping screen on checkout as well as defining whether these fields should be obligatory or not. Their uses are completely up to you but can be used to collect extra information like the company name, tax number, customer codes or whatever.

Tax and handling parameters

Tax values are set in the admin countries and / or admin states page and these parameters allow you to fine tune those main settings. You can choose if you want to add tax to shipping / handling as well as defining how tax should be displayed. One important override here is the ability to set tax per product - if you choose this option the tax rate will be set in the product admin page rather than taking the values from the admin countries / states pages.

Checkout parameters

This is a very important section as it governs the display elements in the shopping cart and checkout screens.

You can choose to show a shipping estimate in the first cart screen - the lowest shipping cost available depending on the methods you have chosen will be displayed. If there are other methods available these can be viewed and selected on checkout.

If you want to force customer to view and accept your company's terms and conditions that can be turned on here. The content of the terms and conditions is set in the [admin design](#) page.

Another important option here is if you want to employ a minimum order amount or quantity. If this value isn't met the customer will receive a message

in the cart to purchase more. It is also possible to include text on the product and detail pages warning customers there is a minimum quantity policy for specific products. That can be displayed via the Page Elements for the product and detail pages in the admin design page. If you need to set minimum quantity per product rather than a global setting this can be defined in the product admin page, selecting Minimum Quantity from the Quick Entry drop down.

Customer login

This is where you can turn on the customer account feature. Creating an account means that customers can view their order history and maintain saved addresses making subsequent check outs more streamlined. They can also set up wish lists / gift registries as well as redeeming loyalty points if enabled. From a store owner's point of view it means that customers with an account can be given wholesale pricing, free shipping, tax exclusion or percentage discounts.

Store features

These are optional store pages that you can enable and add to your menus. The set up is discussed in the [admin design](#) page.

Miscellaneous parameters

These are some important options in this section. If you have a Google Analytics account and want to track users on your site, enter your Google Analytics ID. This will turn on the feature so that the Google tracking code is added automatically to all your pages.

If you want to display social media icons on the product detail page, this is where you can define which ones and in which order they should be shown. The feature itself and the location of the icons on the page are defined in the admin design page.

For users employing the stock management feature you can choose how to handle out of stock products and if you want to display stock levels on the product pages. The positioning of the stock level message is handled in the admin design page under Page Elements.

You can also turn on the wish list / gift registry feature for logged in users and enable the loyalty point system.

SEO parameters

Many search engine friendly features have been added by default, things like structured data, rich snippets, alt information for product images for example are already included. The code is also light weight and pages fast loading. For individual page tweaks you can add titles and meta description tags to your pages here. Alternatively you can add the titles / meta description content on a page by page basis in the product and category admin pages.

If you choose to use the global setting here for the category / product pages you might want to use something like this as the title

Online sales of %categoryname% from XYZ company

...and this for the meta description tag (assuming you have entered a category description in the category admin page).

XYX Company | %categorydescription%

For the detail page that might be the following for the title

Buy %productname% (%productid%) online at XYZ store

..and this for the meta description tag

Purchase %productname% from XYZ Store. %productdescription%

As we said before though you can enter your own titles and meta description details on a category by category / product/ by product basis in the corresponding admin pages.

Remember the titles should really be a maximum of 60 characters in length or it will be truncated in the search engine listings, the meta description tag a maximum of around 300 characters and both should read well, avoiding keyword stuffing.

Chapter 5

Cross selling

Cross selling or upselling generally means tempting customers to buy extra items from your store depending on what products they are viewing or have added to cart. We have taken this a step further by allowing products to dynamically appear on the home page too.

Cross selling introduction

In the admin design page under "Body Content" you'll see that you can lay out cross selling items in 2 columns, 3 columns or 4 columns and then below that choose which elements you want to appear and in which order. Use the Up Arrow to position the element in the display and the checkbox to define which ones you want to show. In the admin parameters page you can choose if you want the display on the home page and / or cart page and also which type of cross selling product you want to present.

Cross selling on the home page

There are two available options for the cross selling on the home page. You can choose to show your best selling products and / or products which have been marked as "Recommended" in the admin products page. Go to the admin parameters page to turn this feature on. - under the Design / Layout Parameters select, "Add the cross sell feature to the home page." and then below that choose if you want to show Recommended and / or Best Selling items. Your selection will now display on the home page below the last content you added to that page. You can't have content below the cross selling display as it will be the last display on the page.

In the admin design page you can choose the number of columns you want displaying per row along with the order of elements.

Best selling items are obviously those with the most sales on your store. Recommended items are those where you have checked the box "Recommended" in the product admin page. You can do this in two ways, the quickest is to go to the products admin page and list all products. The on the right hand side on the drop down menu labelled "Quick Entry" select "Recommended". You can then check all the products you want to display

and save. Alternatively you can click on the "Modify" button for individual products and in the section "Flags", check the recommended box and save.

Cross selling on the cart page

There are more cross selling / upselling possibilities on the cart page as apart from the best sellers and recommended items mentioned above you can also choose to show related products and / or also bought products. The set up of best sellers and recommended items are discussed above and it's the same for the cart page display.

Also bought items are ones that previous customers purchased in conjunction with the item in the cart. For example if a previous customer purchased a torch and battery and you have a torch in your cart, the battery will appear as an also bought item below the first cart display.

Product relations are set up in the product admin page. List all your products in the product admin and then on the right hand side click on the "Rel" button under the Related column. From there search for the products you want to relate this one to or simply list all products and check the box for each in the Related column. When you are finished click on the button labelled "Update Relations". Now when somebody adds an item to cart, any products which you have just flagged as related will appear below the cart contents display.

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