



EasyStoreMaker 4.2 **User Guide**

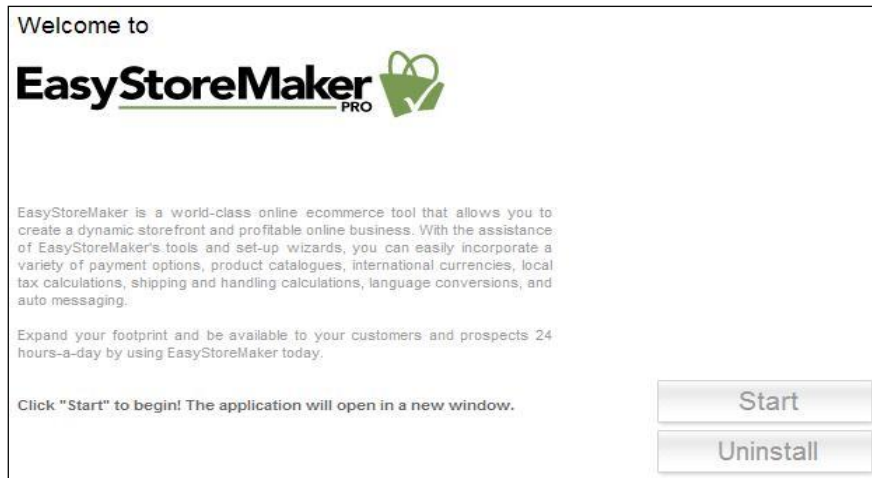


Table of Contents

1	Introduction	3
2	Navigation	4
2.1	Main Menu	4
2.2	Sub Menu	4
3	Configuration Wizard	5
3.1	Step 1: Contact Details	5
3.2	Step 2: Store Details	6
3.3	Step 3: Message Details	6
3.4	Step 4: Store Setting Details	7
3.5	Step 5: Order Configuration Details	8
3.6	Step 6: Payment Type Details	9
3.7	Step 7: Currency Details	10
3.8	Step 8: Payment Gateways	10
3.9	Step 9: Shipping Methods	11
3.10	Step 10: Templates	12
4	Add Product Wizard	14
4.1	Step 1: Product Details	14
4.2	Step 2: Product Prompt	15
4.3	Step 3: Product Images	16
4.4	Step 4: Product Discount and Stock Level	16
4.5	Step 5: Assign to Catalogs	17
5	Store Configuration	19
5.1	Store Status	19
5.2	Company	19
5.3	Templates	20
5.4	Preferences	21
5.5	Catalogs	24
5.6	Product	26
5.7	Payments	29
5.8	Shipping Methods	33
5.9	Retail Settings	34
5.10	Customers	38
6	Order Management	39
6.1	Login	39
6.2	View Open Orders	40
6.3	View Details of Open Orders	40
6.4	View Filled Orders	41
7	View Store	41

1 Introduction

EasyStoreMaker Pro 4 is an online ecommerce tool that allows users to create a dynamic storefront. With EasyStoreMaker, users can easily incorporate various payment options, product catalogues, international currencies, local tax calculations, shipping/handling calculations, language conversions, and auto messaging.



Click “Start” to begin building the online store (the application will open in a new window).

To Uninstall EasyStoreMaker click “Uninstall”. This action will disable EasyStoreMaker and the online store.

Upgrade an existing version of EasyStoreMaker Pro

Users will be prompted to “Upgrade” their EasyStoreMaker Pro version if using an older version. To upgrade a version simply click “Upgrade”.



2 Navigation

Users can navigate EasyStoreMaker Pro via:

- The Main Menu
- The Sub Menu

2.1 Main Menu

Order Management View Store Support Feedback Tutorial

EasyStoreMaker PRO

Main Menu Configuration Wizard Store Configuration Add Product Wizard

Main Menu
An easy way to sell your products online.

Configuration Wizard
The Configuration Wizard will take you through the mandatory steps in order to setup an online store.

Store Configuration
View and change all store settings. This section includes both basic and advanced settings.

Add Product Wizard
Add Product Wizard assists in adding products to your online store.

Order Management
View, process and reconcile your store orders.

View Store
Go to your live store.

Menu Option	Description
Configuration Wizard	The Configuration Wizard will take you through the 10 mandatory steps in order to setup an online store.
Store Configuration	View and change all store settings. This section includes both basic and advanced settings.
Add Product Wizard	Add Product Wizard assists in adding products to your online store.
Order Management	View, process and reconcile your store orders.
View Store	Link to your live store.

2.2 Sub Menu

Order Management View Store Support Feedback Tutorial

Menu Option	Description
Order Management	View, process and reconcile your store orders.
View Store	Link to your live store.
Support	Launches WebsiteOS Help (it will open in a new window).
Feedback	Allows you to send feedback back to the program developers.
Tutorial	Will take you to the screen that contains tips concerning the usage of the EasyStoreMaker Pro 4 tool.

3 Configuration Wizard

The **Configuration Wizard** is a 10 step guide through the store setup process. To start the wizard, begin by clicking on the “Configuration Wizard” link or the Configuration tab on the top right of the screen:



The Configuration Wizard includes an option for U.S. customers to setup a First Data merchant account and payment gateway. Only United States residents have the option to setup a First Data merchant account, residents outside of the U.S. are not able to see this step in the Configuration Wizard.

To manually configure the store select the “Store Configuration,” link from the main menu.

3.1 Step 1: Contact Details

The **Contact Details** will allow the store’s customers to browse the contact information of the store owner. Contact details (details marked with an asterisk (*) are required: *i.e. *Country, * State/Province.*

1. Company Name
2. Address
3. City
4. Country *

Please note: If a store owner selects “Country: United States” from the drop-down, they will then have the option to setup a First Data merchant account in step 8.

If customer selects a country other than United States, they will not have the option to setup a Merchant Account and will proceed to the next step in the wizard (Shipping Methods).

5. Phone
6. State/Province*
7. Hide Address/ Phone in Footer {Enable/Disable}:
 - You may hide your mailing address from the storefront by enabling "Hide address/Phone in footer.
8. Email

Contact Details

Company Name:	<input type="text"/>		
Address:	<input type="text"/>		
City:	<input type="text"/>	State/Province:*	<input type="text" value="FL"/>
Country:*	<input type="text" value="United States"/>	Zip/Postal Code:	<input type="text"/>
Phone:	<input type="text"/>	Hide Address/Phone in Footer:	<input checked="" type="radio"/> Enable <input type="radio"/> Disable
Email:	<input type="text"/>		

*Mandatory

Once the Contact Details have been filled in, click "Next".

3.2 Step 2: Store Details

The **Store Details** interface provides users with the option to name the store and to upload or link to a store logo.

Uploading an image from a computer


1. Click the "Browse" button.
2. Use the window that opens to locate the image on computer
3. Select the desired image and click "Okay".
4. Click the "Upload" button to upload the image to your store.
5. To link to an image which has already been uploaded or is on a website, enter the URL in the "image path" text box.

When finished, click "Next" to proceed to the next step.
To modify the previous step, click "Go Back"

Store Details

Store Name:	<input type="text" value="Store Name"/>	
Image Path:	<input type="text" value="http://domain.com/folder/image.jpg"/>	<input type="button" value="Preview"/>
Image Upload:	<input type="text" value="C:\Documents and Settings\My Documents\My Pictures\76255.jpg"/> <input type="button" value="Browse..."/>	<input type="button" value="Upload"/>

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. http://domain.com/images/example.gif).
Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.



3.3 Step 3: Message Details

Customize the notification messages which are displayed to customers in specific situations. If you decide to leave the messages blank, EasyStoreMaker Pro 4 will not display any notification message.

Type of Message	Description
Introduction	This message is displayed on your storefront main page.
Thank You	This message is displayed whenever a customer successfully places an order at your store. You may also include the thank you message in any email confirmations the store sends to customers by selecting the "yes" radio button directly beneath the "Thank You" message text area.
Download File	This message is displayed to customers who purchase a downloadable product from your store.
Disclaimer Notice and Privacy Statement	If you wish to have links at the bottom of your store's pages which will display a "Disclaimer Notice and/or Privacy Statement", check the box beside the applicable message areas and enter your text.

When finished, click "Next" to proceed to the next step.
To modify the previous step, click "Go back."

Message Details

Introduction Message:

Thank You Message:

Apply "Thank You Message" to completed order email?: Yes No

Download File Message:

Maintenance Message:

Disclaimer Notice: Apply Disclaimer

Privacy Statement: Apply Privacy

3.4 Step 4: Store Setting Details

Store setting details include the following:

- **Custom or Automatic SKU generation.**
- Unit of measurement for **Product Weight** (if specified in the product information)
- **Product Sort and Group** allows users to specify the order in which the catalog items will be displayed. To use product sorting and product grouping, place checkmarks beside "Apply sort" and/or "Apply product".

When you are finished, click "Next" to proceed to the next step.
If you wish to modify the previous step, click "Go Back."

Store Setting Details

Product SKU
When creating a new product, you have the choice of using a custom SKU number or an automatically generated SKU number.
SKU Generation:* Custom Automatic

Product Weight
The weight unit will be implied when setting a product weight attribute.
Weight Unit:* lbs kg oz g

Product Sort and Group
Products may be sorted and/or grouped when displayed on the storefront page.

Sort Products: Apply Sort

Sort All Products by: In:

Group Products: Apply Group

Group Products Marked as: On: In:

*Mandatory

3.5 Step 5: Order Configuration Details

The **Order Configuration Details** interface allows users to view filled and unfilled orders; it is accessible from a separate URL and requires a login username and password.

- The login URL and username is displayed at the top of this section.
- The username is the domain name. i.e. "domain.net."
- Select a password for login using the **Password** and **Confirm Password** text boxes.
- To receive **Email Notifications** when orders have been made through the store, select "enable" and provide an email address where the notifications are to be sent. Sensitive information, such as credit card numbers, will not be transmitted by email.
- Select the **Language** that you would like your order processing interface to use. This setting is separate from whatever language has been set for your storefront.

When you are finished, click "Next" to proceed to the next step.
If you wish to modify the previous step, click "Go Back."

Order Configuration Details

Login Information

URL: <https://secure1.securewebexchange.com/screenshots.hostopia.com/cgi-bin/online/orderspro.php>

User Name: screenshots.hostopia.com

Password:*

Confirm Password:*

Email Notification

You will be notified via Email whenever an order is placed.

Email Notification: Enable Disable

Email Address:

Language

Select the language the order management interface will appear in.

Language:

*Mandatory

3.6 Step 6: Payment Type Details

In this section, you may indicate what payment methods your store will accept.

- Place checkmarks beside the various payment methods you would like to accept.
- For money orders and **C.O.D** (Cash on Delivery), you may wish to fill out the applicable **Instructions** section. This will provide details to your customers on **Check/Cheque** payee specifications and other notable details for payment.
- Credit cards may only be processed automatically by your store if you have an existing merchant account. Once you have completed the **Configuration Wizard** go to **Store Configuration** to set up merchant accounts.






When you are finished, click "Next" to proceed to the next step.

If you wish to modify the previous step, click "Go Back."

Payment Types

Please choose the payment types that your store will accept.
You must select at least one payment type.

Payment Type Details

<input checked="" type="checkbox"/>	Credit Card
<input checked="" type="checkbox"/>	 Visa
<input checked="" type="checkbox"/>	 MasterCard
<input type="checkbox"/>	 American Express
<input type="checkbox"/>	 Discover
<input type="checkbox"/>	Other <input type="text"/>
<input type="checkbox"/>	Check / Cheque
<input type="checkbox"/>	Personal
<input checked="" type="checkbox"/>	Certified / Money Order
	Instructions: <input type="text"/>
<input type="checkbox"/>	C.O.D.
	Instructions: <input type="text"/>
<input checked="" type="checkbox"/>	 <input type="text"/>
What is PayPal?	<small>Please enter your PayPal email address. If you do not have a PayPal account, start accepting payments now. Just enter a valid email address you would like associated to your new PayPal account. Once you receive your first payment, PayPal will email you further instructions. At the appropriate time you will need to use the following API username: paypal_api1.24hourwebhostingsupport.com</small>

3.7 Step 7: Currency Details

The **Currency Details** interface allows you to indicate which currency you wish to utilize for your store.

Enable Currency

1. To enable a currency, click on the circle to the right of the currency type you would like to enable.
2. If you do not want to display the currency's symbol, remove the checkmark beside "Include the currency symbol on all store pages".

When you are finished, click "Next" to proceed to the next step. If you wish to modify the previous step, click "Go Back."

Currency Details

Include the currency symbol on all store pages.

Code	Symbol	Currency Name	
AUD	\$	Australian Dollar	<input type="radio"/>
CAD	\$	Canadian Dollar	<input type="radio"/>
EUR	€	Euro	<input type="radio"/>
GBP	£	Pound Sterling	<input type="radio"/>
USD	\$	US Dollar	<input checked="" type="radio"/>
ZAR	R	Rand	<input type="radio"/>

3.8 Step 8: Payment Gateways

Payment Gateways allow you to accept real-time credit card payments. Transactions can only be processed if your store currency matches the currency selected in your payment gateway.

Merchant Account Setup

This page contains the options to setup an account or proceed to configuring "Shipping Methods"

Merchant Account Setup

I will set up a payment gateway later:

I would like to register for a merchant account :

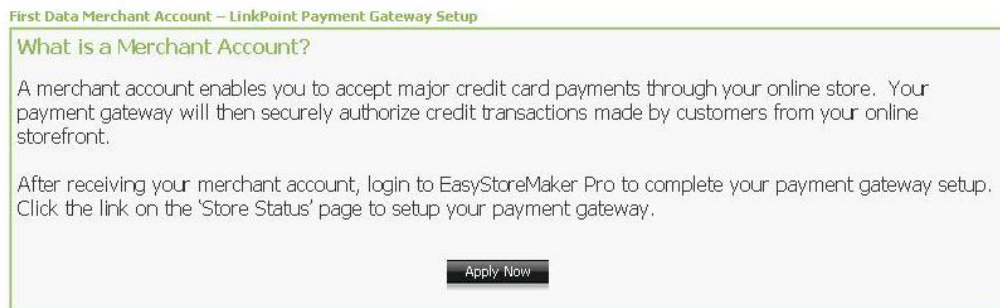
I already have a merchant account and would like like to configure my payment gateway:

I have already entered my details for PayPal and only want to use this:

If you choose option "I already have a merchant account..." you will be prompted to enter payment gateway details and options. You will then be directed to the Shipping Methods page after clicking "**Next**".

If you are using only PayPal to accept payments, then select “I have already entered my details for PayPal and only want to use this.”

If you chose option “I would like to setup a merchant account now”, you will be directed to go to the new “Merchant Account Setup” page:



This page contains the text explanation of a merchant account and steps on how to proceed with the configuration after acquiring an account.

24 hours after completing the merchant account setup, the first page after logging into EasyStoreMaker Pro will show a link for “Complete Your Payment Gateway Setup [Here!](#)” This will link to the Payment Gateways page in EasyStoreMaker.

Clicking the “Here” link on the Store Status page links to the Payment Gateways page.

When you are finished, click "Next" to proceed to the next step.
If you wish to modify the previous step, click “Go Back.”

3.9 Step 9: Shipping Methods

There are various shipping methods which customers may select from.

There are 3 main categories:

1. Regional
2. National
3. International

Each category may have subcategories, such as standard delivery, overnight, etc. By default only one shipping method is provided per category.

Create New Shipping Method

You may create a new shipping method under a specific shipping category by clicking the "+" symbol beside the applicable category. Next, fill in all applicable information on the right and click "Apply".

The **Instructions** text area may be used to indicate the specifics of the shipping method, i.e. "Delivery by regular mail, allow one week for delivery".

When you are finished, click "Next" to proceed to the next step.
If you wish to modify the previous step, click “Go Back.”

Shipping Method List

Global Shipping Settings
You can set a maximum shipping value based on the Quantity or the Weight of the order.

Maximum to Ship: Unlimited

Based On: Quantity Weight

<input checked="" type="radio"/> Regional	
Regional	<input type="radio"/> <input type="button" value="-"/>
<input checked="" type="radio"/> National	
National	<input type="radio"/> <input type="button" value="-"/>
<input checked="" type="radio"/> International	
International	<input type="radio"/> <input type="button" value="-"/>

Shipping Method Details

Status: Enable Disable

Method Name:

Instructions:

Charge Taxes: Yes No

Type: Regional

Rate:

Rate Cost
From: Zero To: Unlimited Add:

3.10 Step 10: Templates

Store templates determine the overall theme and graphics and specific layout of your store. You may search through the templates by category, by using the drop-down list above the template thumbnails on the left. Select a template for your store.

Selecting a Template

1. To select a template, scroll through the list provided.
2. Click on the template of your choice.
3. When selected, your template will be marked with a blue checkmark.

Some templates will require you to indicate the size of your product images and thumbnails; this is located to the right of the template. This information will be used to ensure that your product images will not appear distorted or stretched.

When you are finished, click "Next" to proceed to the next step.
If you wish to modify the previous step, click "Go Back."

Template List

Category:

Template Details

Template ID: 0079

Product Showcase: Yes

Random Products: 1

Supported Languages: English

After all the aforementioned steps have been taken, the following screen will appear:



Your store has now been configured for use.

If this is your first initial use of the **Configuration Wizard**, you will need to add products to your store.

You may click the “**Click here to add products to your store**” link provided in the centre of the screen to begin adding products.

Or if you are finished with this session of EasyStoreMaker Pro click "**Close.**"

4 Add Product Wizard

The **Add Product Wizard** allows you to enter product details in 5 steps.

4.1 Step 1: Product Details

By supplying **Product Details** product information will be displayed in depth to your customers. **Product Details** marked with an asterisk (*) are mandatory fields.

Product Details

Enter the Product Details.
Please pick a product type and then fill out the required product details.

Product Details

Product Type: <input type="text" value="Physical"/>	SKU Number: <input checked="" type="radio"/> Auto-gen
Product Name:* <input type="text"/>	<input type="radio"/> Custom:* <input type="text"/>
Description: <input type="text"/>	Hide: <input type="checkbox"/> On Main Page
	<input type="checkbox"/> In Catalogs
	<input type="checkbox"/> On Random
	Taxes: <input type="checkbox"/> Disable Taxes (Tax Exempt)
Price:* <input type="text"/>	Mark As: <input type="checkbox"/> <input type="text" value="Sold Out"/>
Weight: <input type="text"/>	PayPal: <input type="checkbox"/> Enable a PayPal "Buy Now" button for this item. You must have an active PayPal "Business" account in order to use this facility, and grant the appropriate API permissions to "paypal_api1.24hourwebhostingsupport.com".
Apply Sale Price: <input type="checkbox"/>	
Max Quantity/Order: <input type="text"/>	

*Mandatory

Specify the "Product Details" includes:

1. Product Type
 - Physical
 - Non-Physical
 - Donation
 - Downloadable
2. Product Name *
3. SKU Number* (Automatically-Generate / Custom)
4. Description
5. Price *
6. Weight
7. Apply Sale Price
8. Max Quantity/Order
9. Hide (On Main Page/ In Catalogs/ On Random)
10. Taxes (Disable Taxes (Tax Exempt))
11. Mark As (Sold Out/Backordered/Discontinued/New/On Sale)
12. PayPal

When you are finished, click "Next" to proceed to the next step.

4.2 Step 2: Product Prompt

Product Prompts allows you to fill in additional options for your item; such as size or color.

Add a Prompt

1. To add a prompt, click on the "Prompt 1" or "Prompt 2" if you have already added one, and fill in the applicable options (i.e. Small, Medium, and Large).
2. Click "Update" to apply your prompt settings.
 - You may enable and disable product prompts by clicking on the circle immediately to the right of the prompt. A grey circle indicates disabled; a green circle indicates the prompt is enabled.

When you are finished, click "Next" to proceed to the next step.
If you wish to modify the previous step, click "Go Back."

Product Prompt

Ask the customer questions about the configuration of the product they would like to purchase.

Prompts	
Prompt 1	<input type="radio"/>
Prompt 2	<input type="radio"/>
<input type="text"/>	

Product Prompt Info

Ask For:
e.g. Choose Size

Values:
e.g. SMALL, MEDIUM, LARGE, XLARGE

4.3 Step 3: Product Images

Product Images allows you to specify images of your product, which will be displayed in your store. You may have multiple images set up for a single product: Thumbnail Image, Default Image, Image 2, etc. A product may have up to 5 images displayed in the product gallery. The Thumbnail Image and Default Image will be displayed on the storefront.

Uploading an Image

1. To upload an image, click on the image placeholder (Thumbnail Image, Default Image, Image 2, etc) you wish to configure.
2. Click the "Browse" button to locate the image on your computer,
3. Once you have found the desired image you wish to use click "Upload."
4. To accept the uploaded image click "Update."
 - Click "Cancel," to revert all modifications.

When you are finished, click "Next" to proceed to the next step.
If you wish to modify the previous step, click "Go Back."

Product Images

Add a thumbnail image and default for your product. You may also add multiple product images to be displayed within the product gallery.

Images	
Thumbnail Image	<input type="radio"/>
Default Image	<input type="radio"/>
Image 2	<input type="radio"/>
Image 3	<input type="radio"/>
Image 4	<input type="radio"/>
Image 5	<input type="radio"/>

Image Info

Name:

Image Path:

Upload:

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. http://domain.com/images/example.gif).

Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

4.4 Step 4: Product Discount and Stock Level

The **Product Discount** allows you to set a discount on a product on orders exceeding a specified quantity. The **Product Stock** when enabled allows tracking of your products through running totals of current stock levels. When the product **Stock Level** reaches the given warning level, an email notification will be sent to your store email address.

Product Discount

Apply Discount: Enable Disable

Orders Exceeding:

Receive a Discount of: % Funds

Discount Message: Apply Discount Message

Product Stock Level

Keep track of your products through running totals of current stock levels. When a stock reaches the given warning level, an email notification will be sent to your store email address. If Stock Check is enabled, the product will be marked as "Sold Out" when the stock reaches zero.

Apply Stock Counter: Enable Disable

Current Stock Level:

Stock Warning Level:

Apply Stock Check: Enable Disable

Set Product Discount

1. Apply Discount by selecting either "Enable," or "Disable."
2. Specify quantity for "Order Exceeding."
3. Specify the type of discount for "Receive a discount of %(percent) /Funds"
4. Click on the check box to include a "Discount Message."

Enable Product Stock Level

1. Apply Stock Counter by selecting “Enable,” or “Disable.”
2. Specify “Current Stock Level.”
3. Specify quantity for “Stock Warning Level.”
4. Apply a “Stock Check” and “When out of stock mark as “Sold Out,”” by selecting “Enable” or “Disable.”

When you are finished, click "Next" to proceed to the next step.

If you wish to modify the previous step, click “Go Back.”

4.5 Step 5: Assign to Catalogs

Assign your product to a specific Catalog. You may assign your product to one or more catalogs. Products with no assigned catalog will only be displayed on the storefront.

Assign To Catalogs

1. Select from “Choose From all Available Catalogs,” section.
2. Click on the arrow of the specified catalog.
3. It should now be found in “Assigned Catalogs.”

Remove from an Assigned Catalog

1. Select from “Assigned Catalogs,” section.
2. Click on the arrow of the specified catalog.
3. It should now be found in “Choose from all Available Catalogs.”

When you are finished, click "Next" to proceed to the next step.

If you wish to modify the previous step, click “Go back.”

Assign To Catalogs

Choose From All Available Catalogs:	Assigned Catalogs:
<p>▶ catalog 1</p>	

The **Product Configuration Completed** page confirms that you have successfully added a product to your store. To modify these settings or access advanced options, go to **Store Configuration** on the main menu.

Click “Close.”



You may click the “**Click here to add products to your store**” link provided in the centre of the screen to begin adding products.

5 Store Configuration

5.1 Store Status

Store Status will display store statistics upon selecting **Store Configuration**. These statistics summarize the following:

- Order Information (Number of Orders Open/Filled)
- Product Information (Product Counts/ Catalog Counts)
- Customer Information (Number of Registered Customers)
- Store Information (Store Status)

The screenshot shows a dashboard titled "Store Status" with a sidebar menu on the left. The sidebar menu includes: Store Status, Company, Templates, Preferences, Catalogs, Products, Payments, Shipping Methods, Retail Settings, and Customers. The main content area is titled "Store Status" and includes a subtitle "Overview of your store." Below this are four data boxes:

- Order Information:** Orders Open: 0, Orders Filled: 0
- Product Information:** Product Count: 1, Catalog Count: 0
- Customer Information:** Registered Customers: 0
- Store Information:** Store Status: Ok

5.2 Company

5.2.1 Contact

The **Contact Details** allow the customers to browse contact information of the store owner. Enter all contact details (details marked with an asterisk are required). Enter your company contact information. You may choose to display this information in the footer of your store:

1. Company Name
2. Address
3. City
4. Country *
5. Phone
6. State/Province*
7. Hide Address/ Phone in Footer {Enable/Disable}:
 - You may hide your mailing address from the storefront by enabling "Hide address/phone in footer".
8. Email

5.2.2 Store

The **Store Details** interface allows you to provide a name for your store and upload or link to a store logo. Your Store information will be displayed in the header portion of your online store.

Uploading an image from your computer

1. Click the "Browse" button.
2. Use the window that opens to locate the image on your computer

3. Select the desired image and click "Okay".
4. Click the "Upload" button to upload the image to your store.
5. To link to an image which has already been uploaded or is on a website, enter the URL in the "image path" text box.

Store Status

Company ▾

Contact

Store

Templates

Preferences <

Catalogs

Products <

Payments <

Shipping Methods

Retail Settings <

Customers

Store

Your Store information will be displayed in the header portion of your online store.

Store Details

Store Name:

Image Path: Preview

Image Upload: Browse Upload

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. http://domain.com/images/example.gif).
 Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

Cancel Apply

5.3 Templates

Store templates determine the overall theme and graphics and specific layout of your store. You may search through the templates by category, by using the drop-down list above the template thumbnails on the left.

Selecting a Template

1. To select a template, select a category or thumbnail list.
2. Click on the template of your choice.
3. When selected, your template will be marked with a blue checkmark.

Some templates will require you to indicate the size of your product images and thumbnails to ensure that your product images will not appear distorted; this is located to the right of the template. This information will be used to ensure that your product images will not appear distorted or stretched.

Store Status

Company <

Templates

Preferences <

Catalogs

Products <

Payments <

Shipping Methods

Retail Settings <

Customers

Templates

Select a style for your store.

Template List

Category: All Templates ▾

Template Details

Template ID: 0010

Product Showcase: No

Random Products: 0

Supported Languages: English

Cancel Apply

5.4 Preferences

5.4.1 Store Languages

Enable the languages you wish to make available on the storefront. At least one language must be enabled and one language must be selected to appear by default.

Note: Only languages supported by your selected template will be available on your storefront.

Set Languages

1. Select from the list of “Available Languages” by clicking on the green arrow next to the language type.
2. Specify “Default Language” from the drop down menu.
3. Click “Apply,” to accept the changes.
 - Click “Cancel,” to revert all modifications.

Available Languages	
English	<input checked="" type="radio"/>
Français	<input checked="" type="radio"/>
Deutsch	<input type="radio"/>
Español	<input type="radio"/>
Portuguese	<input type="radio"/>
Italiano	<input type="radio"/>
Română	<input type="radio"/>

Default Language:

5.4.2 Messages

Introduction Message:

Thank You Message:

Apply "Thank You Message" to completed order email?: Yes No

Download File Message:

Maintenance Message:

Disclaimer Notice: Apply Disclaimer

Privacy Statement: Apply Privacy

Customize the notification messages which are displayed to customers in specific situations. If you decide to leave the messages blank, EasyStoreMaker Pro 4 will not display any notification message.

When you are finished, click "Apply" to save your changes. Click "Cancel," if you wish to revert all modifications.

Type of Message	Description
Introduction	This message is displayed on your storefront main page.
Thank You	This message is displayed whenever a customer successfully places an order at your store. You may also include the thank you message in any email confirmations the store sends to customers by selecting the "yes" radio button directly beneath the Thank You message text area.
Download File	This message is displayed to customers who purchase a downloadable product from your store.
Maintenance	You may use this type of message in order to let the users know that your store is currently unavailable due to maintenance.
Disclaimer Notice and Privacy Statement	If you wish to have links at the bottom of your store's pages which will display a Disclaimer Notice and/or Privacy Statement, check the box beside the applicable message areas and enter your text.

5.4.3 Order Configuration

You will need to set up login information for your **Order Management** interface. The **Order Management** interface allows you to view filled and unfilled orders; it is accessed from a separate URL.

Enter in Order Configuration Details

1. Login Information
 - URL and User Name are displayed at the top by default.
 - Password
 - Confirm Password
2. Email Notification
 - Email Notification Enable Disable
 - Email Address
3. Select the language Order Management will appear in.
4. Click “Apply,” to accept the modifications.
 - Click “Cancel,” to revert all modifications.

The screenshot displays the 'Order Configuration' page. On the left is a navigation menu with items like 'Store Status', 'Company', 'Templates', 'Preferences', 'Store Languages', 'Messages', 'Order Configuration', 'Store Settings', 'SSL', 'Catalogs', 'Products', 'Payments', 'Shipping Methods', 'Retail Settings', and 'Customers'. The main content area is titled 'Order Configuration' and includes a sub-section 'Order Configuration Details'. This section contains a 'Login Information' form with fields for URL, User Name, Password, and Confirm Password. Below that is an 'Email Notification' section with radio buttons for 'Enable' and 'Disable', and an 'Email Address' field. A 'Language' section has a dropdown menu set to 'English'. At the bottom right are 'Cancel' and 'Apply' buttons. A note at the bottom right states '*Mandatory'.

5.4.4 Store Settings

Store Settings allows you to control global settings for your products such as SKUs, weight, sorting and grouping.

Enter in Store Settings

1. Product SKU
 - Select SKU Generation; specify Custom (Custom SKU number created by you) or Automatic.
2. Product Weight
 - Specify the product weight in lbs, kg, oz or g.
3. Product Sort and Group
 - Click on the checkbox to “Sort Products” by “Product Name”, “SKU Number” or “Price;” specify in the drop down menu if you prefer “Ascending Order” or “Descending Order.”

- Click on the checkbox to “Group Products by “Sold Out,” “Backordered,” “Discontinued,” “New” or “On Sale;” specify in the drop down menu if you wish to list these items to be listed on the top or the bottom. And select from the next drop down menu if you prefer “Ascending Order” or “Descending Order.”
4. Click “Apply,” to accept the modifications.
- Click “Cancel,” to revert all modifications.

Store Status

Company <

Templates

Preferences ▾

Store Languages

Messages

Order Configuration

Store Settings

SSL

Catalogs

Products <

Payments <

Shipping Methods

Retail Settings <

Customers

Store Settings

Global settings for your product SKUs, product weight unit, product sorting and product grouping.

Store Setting Details

Product SKU
When creating a new product, you have the choice of using a custom SKU number or an automatically generated SKU number.

SKU Generation: Custom Automatic

Product Weight
The weight unit will be implied when setting a product weight attribute.

Weight Unit: lbs kg oz g

Product Sort and Group
Products may be sorted and/or grouped when displayed on the storefront page.

Sort Products: Apply Sort

Sort All Products by: In:

Group Products: Apply Group

Group Products Marked as: On: In:

*Mandatory

5.4.5 SSL

SSL displays the URL path of your SSL (Secure Socket Layer). This link ensures that your store is secure with 128-bit encryption. It will be automatically used when customers place orders through your store

Store Status

Company <

Templates

Preferences ▾

Store Languages

Messages

Order Configuration

Store Settings

SSL

Catalogs

Products <

Payments <

Shipping Methods

Retail Settings <

Customers

SSL

Your SSL will be automatically set to the following link.

SSL Details

Secure Socket Layer: <https://secure1.securewebexchange.com/esm41test.hostopia.com>

5.5 Catalogs

Create the catalogs you would like to use in your store, i.e. Sporting Goods, Women's Apparel, Electronics, etc. Catalogs may be used to group products. When editing a product, you may assign it to one or more catalog(s).

Catalog List and Catalog Details

Add a Catalog

1. Click the Add (+) button at the top of the catalog list.
2. Enter in all applicable information in the fields in “Catalog Details” to the right.
 - o Name
 - o Descriptions
 - o Image Path
 - o Image Upload
 - o Apply Catalog Product Sort
 - o Apply Group
 - o Status (Enable/Disable)
3. Click “Apply,” to accept the modifications.
4. Click “Cancel,” to revert all modifications.

Edit a Catalog

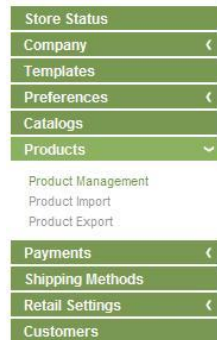
1. Click on the inspection button beside the catalog you want to edit.
2. You may edit your catalog information to the right.
3. Click “Apply,” to accept the modifications.
 - o Click “Cancel,” to revert all modifications.

Delete a Catalog

1. Click on the red circle
2. The catalog you have selected has been queued for deletion.
3. Click “Apply,” to accept deletion
 - o Click “Cancel,” to remove catalog from deletion queue.

The screenshot displays the 'Catalogs' management interface. On the left is a vertical navigation menu with items: Store Status, Company, Templates, Preferences, Catalogs (highlighted), Products, Payments, Shipping Methods, Retail Settings, and Customers. The main content area is titled 'Catalogs' and includes the subtitle 'Create catalogs to organize your products.' Below this are two panels: 'Catalog List' and 'Catalog Details'. The 'Catalog List' panel shows a 'Default Catalog' dropdown set to 'None Specified', an '+ Add Catalog' button, and an empty 'Catalogs' list. At the bottom of this panel are 'Sort in:' dropdown, 'Cancel', and 'Apply' buttons. The 'Catalog Details' panel contains fields for 'Catalog ID: N/A', 'Name', 'Description', 'Image Path' (with a 'Preview' button), and 'Image Upload' (with 'Browse' and 'Upload' buttons). Below these fields is explanatory text about image paths and two checkboxes: 'Apply Catalog Product Sort' and 'Apply Group'. At the bottom are radio buttons for 'Status' (selected 'Enable', 'Disable') and 'Cancel'/'Apply' buttons.

5.6 Product



Product Management

This area allows for full management of store products. Products can be created, edited and removed. All changes made in this area will be updated in your storefront.

Product List

Products	SKU Number
temp	1261491757

Product Management allows you to manage, create, and edit your store products. All changes to your products will be updated in your storefront.

The **Product List** displays products in catalogs and show orders by product name or SKU number.

To **add a new product**, click the “Add,” button (+) located at the top of the list.

By supplying **Product Details** product information will be displayed in depth to your customers. **Product Details** marked with an asterisk (*) are mandatory fields.

Specify the “Product Details.”

1. Product Type
 - Physical
 - Non-Physical
 - Donation
 - Downloadable
2. Product Name *
3. SKU Number* (Automatically-Generate / Custom)
4. Description
5. Price *
6. Weight
7. Apply Sale Price
8. Max Quantity/Order
9. Hide (On Main Page/ In Catalogs/ On Random)
10. Taxes (Tax Exempt)
11. Mark As (Sold Out/Backordered/Discontinued/New/On Sale)

Product Prompts allows you to fill in additional options for your item; such as size or color.

Adding a Prompt

1. To add a prompt, click on the inspection tool beside the “Prompt 1” or “Prompt 2” if you have already added one, and fill in the applicable options (i.e. Small, Medium, Large).

2. Click "Update" to apply your prompt settings.
 - You may enable and disable product prompts by clicking on the circle immediately to the right of the prompt. A grey circle indicates disabled; a green circle indicates the prompt is enabled.

Product Images allows you to specify images of your product, which will be displayed in your store. You may have multiple images set up for a single product: Thumbnail Image, Default Image, Image 2, etc. A product may have up to 5 images displayed in the product gallery. The Thumbnail Image and Default Image will be displayed on the storefront.

Upload an Image

1. To upload an image, click on the inspection button beside the image placeholder (Thumbnail Image, Default Image, Image 2, etc) you wish to configure.
2. Click the "Browse" button to locate the image on your computer,
3. Once you have found the desired image you wish to use click "Upload."
4. To accept the uploaded image click "Update."
 - Click "Cancel" to if you use the uploaded image.

Product Discount and Stock Level

The **Product Discount** allows you to set a discount on a product on orders exceeding a specified quantity. The **Product Stock** when enabled allows tracking of your products through running totals of current stock levels. When the product **Stock Level** reaches the given warning level, an email notification will be sent to your store email address.

Set Product Discount

1. Apply Discount by selecting either "Enable," or "Disable."
2. Specify quantity for "Order Exceeding."
3. Specify the type of discount for "Receive a discount of % (percent)/Funds"
4. Click on the check box to include a "Discount Message."

Enable Product Stock Level

1. Apply Stock Counter by selecting "Enable," or "Disable."
2. Specify "Current Stock Level."
3. Specify quantity for "Stock Warning Level."
4. Apply a "Stock Check" and "When out of stock mark as "Sold Out,"" by selecting "Enable" or "Disable."

Assign to Catalogs

Assign your product to a specific catalog. You may assign your product to one or more catalogs. Products with no assigned catalog will only be displayed on the storefront.

Assign To Catalogs

1. Select from "Choose From all Available Catalogs," section.
2. Click on the arrow of the specified catalog.
3. It should now be found in "Assigned Catalogs."

Remove from an Assigned Catalog

1. Select from "Assigned Catalogs," section.
2. Click on the arrow of the specified catalog.
3. It should now be found in "Choose from all Available Catalogs."

Click "Apply," to accept the modifications. Click "Cancel," to revert all modifications.

5.6.1 Product Import

Import multiple products from a CSV (Comma Separated Values) file into your store. In order to fill in the CSV file correctly you may wish to view a sample file by clicking on the link "Click to download a sample CSV file." You may open and edit CSV files in most spreadsheet programs, such as Open Office and Microsoft Excel.

Before you upload your CSV file, please ensure to specify if you wish to "replace all products in your store," by selecting "No" or "Yes."

Upload your CSV File

1. Click the "Browse..." button
2. Locate your CSV file on your computer.
3. Click "Upload" to upload your CSV file.

The screenshot shows a web application interface for product import. On the left is a navigation menu with items: Store Status, Company, Templates, Preferences, Catalogs, Products (expanded to show Product Management, Product Import, Product Export), Payments, Shipping Methods, Retail Settings, and Customers. The main content area is titled "Product Import" and contains the following text: "This section will allow you to import multiple products from a CSV (comma separated values) file into your store." Below this is a section titled "Product Import Instructions" with a help icon. It states: "If you do not have a CSV file to upload, a sample file is provided below." and includes a link: "Click to download a sample CSV file. This file also contains some product examples." It then explains: "There are two types of imports: The first type is to append (add) products to your store. The second is to replace all products in your store. If you select 'yes' to replacing all products in your store, all current store products will be erased and replaced by the imported data." A form field asks: "Do you want to replace all products in your store?" with radio buttons for "No" (selected) and "Yes". Below this is a text input field with a "Browse..." button and an "Upload" button.

5.6.2 Product Export

This section will allow you to export your current products from your store to a CSV (comma separated values) file and download it.

Export your Products, Edit and Import back into EasyStoreMaker Pro 4

1. Click on the "Export" button.
2. Update content in the CSV file using spreadsheet application.
3. Save file.
4. Click on "Product Import."
5. Specify if you wish to replace all the products in your store by selecting "No" or "Yes."
6. Click the "Browse..." button
7. Locate your CSV file on your computer.
8. Click "Upload" to upload your CSV file.

The screenshot shows the 'Product Export' section of the EasyStoreMaker Pro 4 interface. On the left is a navigation menu with 'Products' selected. The main content area has a title 'Product Export' and a description: 'This section will allow you to export your current products from your store to a CSV (comma separated values) file and download it.' Below this is a 'Product Export Instructions' box with a question mark icon. The instructions state: 'The Export feature of Easy Store Maker collects all products that currently exist in your store and places them into a CSV (comma separated values) file. Exporting products allows users advance product management via spreadsheet. You can use Product Import to add new products or replace all products in your store. A link to the exported CSV file will be provided once the export is complete. Click Export to create the export file.' An 'Export' button is located at the bottom right of the instructions box.

5.7 Payments

The screenshot shows the 'Payment Types' section of the EasyStoreMaker Pro 4 interface. On the left is a navigation menu with 'Payments' selected. The main content area has a title 'Payment Types' and a description: 'Please choose the payment types that your store will accept. You must select at least one payment type.' Below this is a 'Payment Type Details' form. The form includes several payment methods with checkboxes: 'Credit Card' (checked), 'Check / Cheque' (unchecked), and 'C.O.D.' (unchecked). Under 'Credit Card', there are sub-options for 'Visa' (checked), 'MasterCard' (checked), 'American Express' (unchecked), and 'Discover' (unchecked). There is also an 'Other' field. Under 'Check / Cheque', there are sub-options for 'Personal' (unchecked) and 'Certified / Money Order' (checked). There are two 'Instructions:' text areas. At the bottom, there is a 'PayPal' section with a checked checkbox, a text input field containing 'gkuhne@yahoo.com', and a link 'What is PayPal?'. Below the PayPal section is a note: 'Please enter your PayPal email address. If you do not have a PayPal account, start accepting payments now. Just enter a valid email address you would like associated to your new PayPal account. Once you receive your first payment, PayPal will email you further instructions. At the appropriate time you will need to use the following API username: paypal_api1.24hourwebhostingsupport.com'. 'Cancel' and 'Apply' buttons are at the bottom right.

Payment Types allow you to specify the method of payment your customers may use in your store. Place checkmarks beside the various payment methods you would like to accept. For Checks/Cheques, Money Orders and C.O.D fill out the applicable

Instructions section. This is where you explain to customers who they should (for example) address their money orders to, mailing address and other important details necessary to complete payment.

Please note that credit cards may only be processed automatically by your store if you set up a merchant account. You will have an opportunity to do so in the **Payment Gateways** section.

Click “Apply,” to accept the modifications. Click “Cancel,” to revert all modifications.

5.7.1 Currency

Set the currency you wish to use for your store.

Enable a Currency

1. Click on the circle to the right of the currency you would like to apply to your store.
2. If you do not want to display the currency's symbol, remove the checkmark beside "Include the currency symbol on all store pages".

Click “Apply,” to accept the modifications. Click “Cancel,” to revert all modifications.

Currency
Set the currency to use for your store.

Currency Details

Include the currency symbol on all store pages.

Code	Symbol	Currency Name	
AUD	\$	Australian Dollar	<input type="radio"/>
CAD	\$	Canadian Dollar	<input type="radio"/>
EUR	€	Euro	<input type="radio"/>
GBP	£	Pound Sterling	<input type="radio"/>
USD	\$	US Dollar	<input checked="" type="radio"/>
ZAR	R	Rand	<input type="radio"/>

Cancel Apply

5.7.2 Payment Gateways

Payment Gateways allow you to accept real-time credit card payments. Transactions may only be processed if your store currency matches the currency selected in your payment gateway. To use a payment gateway, you must have already set up a merchant account with the gateway provider you would like to use. Visit the payment gateway provider's main website to set up a merchant account if you have not already done so.

Configure your Payment Gateway to your Store

1. Select the gateway you would like to use from the list by clicking on the inspection button.
2. Fill in your merchant account information on the right (required information will vary by gateway provider).
3. Set the gateway's status to "enable", either by selecting the "enable" radio button in the gateway details on the right or by clicking on the circle beside the gateway you want to enable in the gateway list. A green circle indicates enabled; a gray circle indicates the gateway is disabled.
4. You may have more than one payment gateway configured, but only one may be enabled at a time.

Please note that the currency used in your store must match the billing currency which will be used by your merchant provider.

Click "Apply," to accept the modifications. Click "Cancel," to revert all modifications.

Store Status

- Company
- Templates
- Preferences
- Catalogs
- Products
- Payments**
- Payment Types
- Currency
- Payment Gateways
- Store Discount

Shipping Methods

Retail Settings

Customers

Payment Gateways

Payment Gateways allow you to accept real-time credit card payments.
Transactions can only be processed if your store currency matches the currency selected in your payment gateway.

Payment Gateway List

Enable online credit card transactions using the gateway below.

Payment Gateways	Status
Authorize.net	●
CardService - LinkPoint	●
Cybersource	●
ECHO	●
eSelectplus	●
E-xact, Secure E-commerce Transactions	●
GoMerchant	●
IntelliPay	●
MerchantPartners	●
PayFlowPro	●
PayPal	●
Plug'n'Pay	●
PsiGate	●
QuickCommerce	●
SkipJack	●
Worldoav...Online Payment Provider	●

Cancel Apply

Payment Gateway Details

Gateway Name:

Currency:*

Status: Enable Disable

**Mandatory

Cancel Apply

5.7.3 Store Discount

You may provide a global discount for all orders placed on your store that exceed your selected threshold.

For example:

- Orders exceeding \$50 receive a 10% discount.
- Orders exceeding 5 items receive free shipping.

Applying Store Discount Details

1. Select “Enable.”
2. Specify when the discount applies for “Orders Exceeding,” and state either in “Funds” or “Quantity.”
3. Specify the value a customer would “Receive a Discount of,” and state either in “Funds,” “Quantity,” or “Free Shipping”
4. Check “Apply Message” to display a “Discount Message.”

Click “Apply,” to accept the modifications. Click “Cancel,” to revert all modifications.

The screenshot shows the 'Store Discount' configuration page. On the left is a navigation menu with categories like 'Store Status', 'Company', 'Templates', 'Preferences', 'Catalogs', 'Products', 'Payments', 'Shipping Methods', 'Retail Settings', and 'Customers'. The 'Store Discount' option is highlighted under 'Payments'. The main content area is titled 'Store Discount' and includes a sub-section 'Store Discount Details'. This section contains the following controls:

- Apply Discount:** Radio buttons for 'Enable' and 'Disable'. 'Disable' is selected.
- Orders Exceeding:** A text input field followed by radio buttons for 'Funds' and 'Quantity'. 'Quantity' is selected.
- Receive a Discount of:** A text input field followed by radio buttons for 'Funds', 'Percent', and 'Free Shipping'. 'Funds' is selected.
- Discount Message:** A checkbox for 'Apply Message' which is currently unchecked, followed by a large text area for entering the message.
- Buttons:** 'Cancel' and 'Apply' buttons at the bottom right.

5.8 Shipping Methods

Your customers may select various **Shipping Methods** configured by you. By default only one shipping method is provided per category: Regional, National and International. Each category may have subcategories, such as standard delivery, overnight, etc.

All 'Shipping Method Details' fields must be completed.

There are 3 main categories:

- Regional
- National
- International

Modifying a Shipping Method

1. Click on the method
2. Enter in appropriate information in the section to the right.
 - Select Status (Enable or Disable)
 - Method Name
 - Instructions
 - Change Taxes (Yes or No)
 - Type (Indicates if you are "Regional," "National" or "International")
 - Rate (Flat Rate or Range Rate)
3. Click "Apply" when you are finished.
4. Click "Apply," to accept the modifications.
 - Click "Cancel," to revert all modifications.

Shipping Methods

A minimum of 3 shipping methods are required: one Regional, one National and one International. However, in many cases you may want to offer multiple shipping choices to your customers. All 'Shipping Method Details' fields must be completed.

Shipping Method List

Global Shipping Settings
You can set a maximum shipping value based on the Quantity or the Weight of the order.

Maximum to Ship: Unlimited

Based On: Quantity Weight

Regional
Regional

National
National

International
International

Shipping Method Details

Status: Enable Disable

Method Name:

Instructions:

Charge Taxes: Yes No

Type:

Rate:

Rate Cost
From: Zero To: Unlimited Add:

Adding a Shipping Method to a Category

- Click the "+" symbol beside the applicable category.
- Fill in all applicable information on the right and click "apply".

The **Instructions** text area may be used to indicate the specifics of the shipping method, i.e. "Delivery by regular mail, allow one week for delivery".

5.9 Retail Settings

Retail Settings allows you to specify the countries you wish to do business with, set up all applicable sales taxes to specific zones and view summary of all tax rules you have set.

5.9.1 Countries

1. Specify how your store will do business with other countries.
2. Select from the following:
 - Do business with all countries
 - Do business with only the selected countries
 - Do business with all except the selected countries.

Select

To select a country, click on the circle to the right of the desired country from “Choose from all Available Countries.”

Remove

To remove a selected country, uncheck the mark to the right of the desired country from “Choose from all Available Countries.”

Click “Apply,” to accept the modifications. Click “Cancel,” to revert all modifications.

Store Status
Company <
Templates
Preferences <
Catalogs
Products <
Payments <
Shipping Methods <
Retail Settings ▾
Countries
Tax Rates
Tax Zones
Tax Summary
Customers

Countries

Select the countries with which you would like to do business.
Users from unselected countries will not be able to purchase from your store.

Country List

Choose how the store will do business with other countries.

Do business with All Available Countries
 Do business with Only the Selected Countries
 Do business with all Except the Selected Countries

Countries	
Afghanistan	<input type="radio"/>
Albania	<input type="radio"/>
Algeria	<input type="radio"/>
American Samoa	<input type="radio"/>
Andorra	<input type="radio"/>
Angola	<input type="radio"/>
Anguilla	<input type="radio"/>
Antigua and Barbuda	<input type="radio"/>

Cancel Apply

5.9.2 Tax Rates

Define tax rates to be mapped to one or more tax zone(s). A tax rate will be displayed on the storefront as the tax title

Tax Rate List

Add a Tax Rate

1. To add a tax, click the “Add (+)” button at the top of the list.
2. In “Tax Rate Details” will become available for modification, provide a “Name” and percent tax rate/
3. Click “Apply,” to accept the modifications.
 - Click “Cancel,” to revert all modifications.

Edit a Tax Rate

1. To edit an existing tax rate, click on the tax you want to modify.
2. In “Tax Rate Details,” enter in the new information.
3. Click “Apply,” to accept the modifications.
 - Click “Cancel,” to revert all modifications.

Delete a Tax Rate

1. Select a Tax Rate you wish to remove by clicking on the (-) button.
2. Click “Apply,” to accept deletion.
 - Click “Cancel,” to revert all deletion.

Store Status
Company <
Templates <
Preferences <
Catalogs <
Products <
Payments <
Shipping Methods <
Retail Settings ▾
Countries
Tax Rates
Tax Zones
Tax Summary
Customers

Tax Rates

Define tax rates to be mapped to one or more tax zone(s).
A tax rate will be displayed on the storefront as the tax title.

Tax Rate List

+ Add Tax Rates

Tax Rates

Cancel Apply

Tax Rate Details

Name:

Rate: %

Cancel Apply

5.9.3 Tax Zones

Define physical locations and assign them a tax rate. Customers checking out of your store from a defined location will be charged the selected tax rate

Add a Tax to a Specified Zone

1. To add a tax to a specified zone, select from "Tax Zone List."
2. Click on the region you want to apply taxes to (for example, to apply a federal tax, add it to your country zone, i.e. "United States")
3. In "Tax Zone Details," select from the drop down menu the "Tax Rate" you wish to apply.
4. Specify the Tax Calculation you wish to use:
 - Subtotal x (State/Prov tax + Federal tax)
 - (Subtotal x Federal tax) x State/Prov tax
5. You may wish to specify exemptions by placing a check mark beside the country that the "Tax Zone," does not apply to.
6. Click "Apply," to accept Modifications.
 - Click "Cancel," to revert all modifications.

Store Status
Company <
Templates
Preferences <
Catalogs
Products <
Payments <
Shipping Methods
Retail Settings ▾

Countries
Tax Rates
Tax Zones
Tax Summary

Customers

Tax Zones

Define physical locations and assign them a tax rate.
Users checking out from a defined location will be charged the selected tax rate.

Tax Zone List

+ Add New Country

Cancel Apply

Tax Zone Details

Add Zone In:

Name:

Tax Rate:

Tax Calculation: Subtotal x (State/Prov tax + Federal tax)
 (Subtotal x Federal tax) x State/Prov tax

You may disable related tax zones if they are not required for the final price calculation of the current tax zone.

Exempt:

Cancel Apply

5.9.4 Tax Summary

View a **Tax Summary** of all the tax rules you have created using **Tax Rates** and **Tax Zones**. This list will provide you with an overview of how EasyStoreMaker Pro will interpret how taxes will apply to customers based on regions they specify.

Store Status
Company <
Templates <
Preferences <
Catalogs <
Products <
Payments <
Shipping Methods <
Retail Settings ▾
Countries
Tax Rates
Tax Zones
Tax Summary
Customers

Tax Summary

Overview of the tax system that has been created.
Shows each tax zone's applied tax rate and what the final calculation for each tax zone.

Tax Zones and Tax Rates Summary

Tax Zones (Locations)	Applied Rate(s)	Tax Calculation
-----------------------	-----------------	-----------------

5.10 Customers

All customers who wish to make purchases in your store will have to register first. Their contact information will be available to you once the customer is registered.

View Customer Information

1. Select a Customer from the “Customer List.”
2. Their information will be displayed in “Customer Details”
3. To exit the Customer Details page click “Close.”

The screenshot displays a web application interface for managing customers. On the left is a vertical sidebar menu with items: Store Status, Company, Templates, Preferences, Catalogs, Products, Payments, Shipping Methods, Retail Settings, and Customers. The main content area has a title 'Customers' and a subtitle 'Customers are individuals who have created an account on your store. You may view customer profiles or delete them from your list.' Below this are two windows. The 'Customer List' window shows a table with the header 'Customers' and a 'Customer Count: 0' indicator, with 'Cancel' and 'Apply' buttons at the bottom. The 'Customer Details' window contains a form with fields for Customer ID, Login Email, Name, Address, City, State/Province, Country, Zip/Postal Code, Email, and Phone Number, and a 'Close' button at the bottom right.

6 Order Management

6.1 Login

Order Management allows you to manage your store orders. To do any administration you will need to login by clicking “Order Management” button.

1. Enter in your Login Name (Enter in your entire domain name i.e. domain.com)
2. Enter in your EasyStoreMaker Pro password:
3. If you have forgotten your password you may click the “Forgot your password?” link, and an email will be sent to your email address.



Login Name:
(i.e. your_domain_name.com)

Password:

Login

[Forgot your password?](#)


Alternatively, you may reset your password by going into **EasyStoreMaker Pro > Store Configuration > Preferences > Order Configuration**.

Order Configuration Details

Login Information	
URL:	https://secure1.securewebexchange.com/testesmproc1.com/cgi-bin/online/orderspro.php
User Name:	testesmproc1.com
Password:*	<input type="password"/>
Confirm Password:*	<input type="password"/>
Email Notification	
You will be notified via Email whenever an order is placed.	
Email Notification:	<input type="radio"/> Enable <input checked="" type="radio"/> Disable
Email Address:	<input type="text"/>
Language	
Select the language the order management interface will appear in.	
Language:	<input type="text" value="English"/>
*Mandatory	
<input type="button" value="Cancel"/> <input type="button" value="Apply"/>	

6.2 View Open Orders

Once you login to the Order Management System, you will be presented with the open orders for your store. To view the details of an order, click on its order number under the Details column. To delete an order, select its checkbox and click on the “Delete Selected” button. To see what orders have been processed, click on the “Filled Orders” button.




Order Management System

Open Orders: 2								
Details	Received Date ↓	Card Type	Card Holder	Card Number	Expiry	Amount	Pay By	Status
10004	11-10-2010 14:19:39 EST					1.00	PAYPAL	<input type="checkbox"/>
10001	11-05-2010 12:19:43 EDT	VISA	ROMAN	411111111111111101/15		1.00	CCARD	APPROVED <input type="checkbox"/>

testesmproc1.com 2010-11-12

6.3 View Details of Open Orders

The details of an open order will be shown on the page below. To process the order, click on the “Order Filled” button. In the system popup prompt, click the “OK” button.



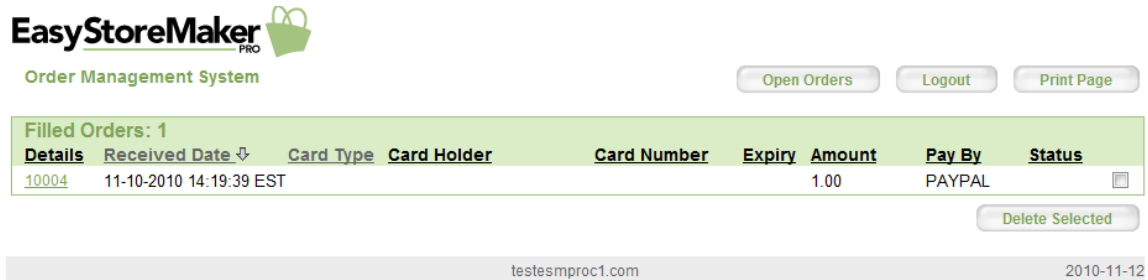
Order Management System

Open Orders: Details #10004																								
Received Date:	11-10-2010 14:19:39 EST	Filled Date:	11-12-2010 09:51 EST	<input type="button" value="Order Filled"/>																				
Ship To:	XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX postmaster@apolischuk.hostopia.com Phone: 1234567890	Payment By:	PayPal	Status:																				
Order:	<table border="1"> <thead> <tr> <th>SKU Name</th> <th>Product Name</th> <th>Quantity</th> <th>Price</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>1288973247</td> <td>Protest</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td colspan="4" style="text-align: right;">Subtotal:</td> <td>1.00</td> </tr> <tr> <td colspan="4" style="text-align: right;">Total Amount:</td> <td>1.00</td> </tr> </tbody> </table>	SKU Name	Product Name	Quantity	Price	Total	1288973247	Protest	1	1	1	Subtotal:				1.00	Total Amount:				1.00			
SKU Name	Product Name	Quantity	Price	Total																				
1288973247	Protest	1	1	1																				
Subtotal:				1.00																				
Total Amount:				1.00																				
Notes:																								

testesmproc1.com 2010-11-12

6.4 View Filled Orders

Orders for your store that have been processed will be shown on the page below. To go back to open orders, click on the “Open Orders” button. To delete an order, select its checkbox and click on the “Delete Selected” button. To exit the Order Management System, click on the “Logout” button.

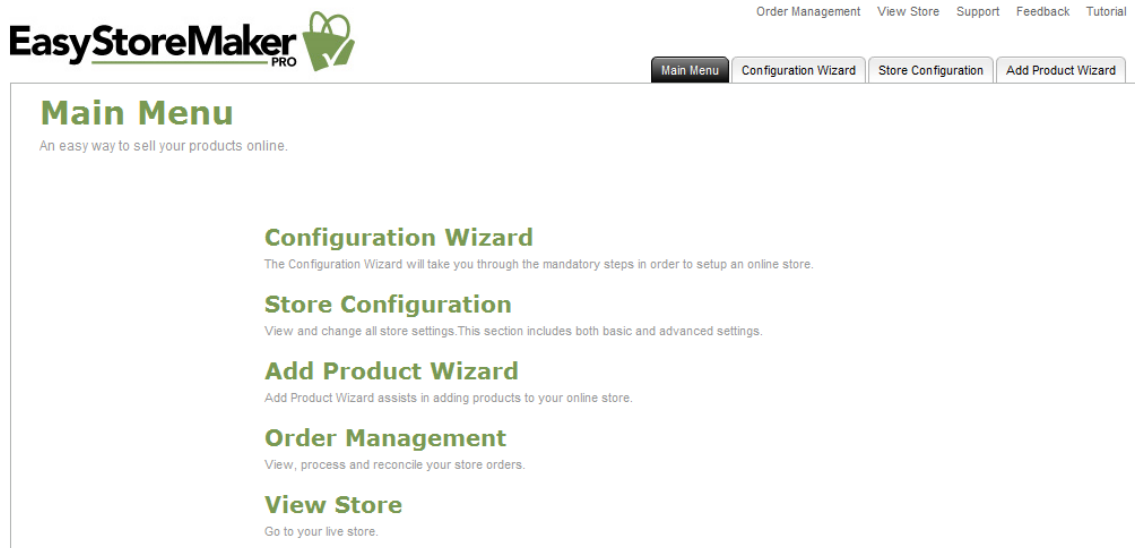


The screenshot shows the EasyStoreMaker PRO Order Management System interface. At the top, there are buttons for "Open Orders", "Logout", and "Print Page". Below this is a table titled "Filled Orders: 1". The table has columns for "Details", "Received Date", "Card Type", "Card Holder", "Card Number", "Expiry", "Amount", "Pay By", and "Status". A single order is listed with ID "10004", received on "11-10-2010 14:19:39 EST", for an amount of "1.00" via "PAYPAL". A "Delete Selected" button is located below the table. At the bottom of the page, the URL "testesmproc1.com" and the date "2010-11-12" are displayed.

Details	Received Date	Card Type	Card Holder	Card Number	Expiry	Amount	Pay By	Status
10004	11-10-2010 14:19:39 EST					1.00	PAYPAL	<input type="checkbox"/>

7 View Store

To go directly to your online store click on the “View Store” link in the Main Menu or Sub Menu, your store will be viewed in a new browser window.



The screenshot shows the EasyStoreMaker PRO Main Menu interface. At the top, there are navigation links for "Order Management", "View Store", "Support", "Feedback", and "Tutorial". Below this is a "Main Menu" section with the tagline "An easy way to sell your products online." The menu contains five items: "Configuration Wizard" (The Configuration Wizard will take you through the mandatory steps in order to setup an online store.), "Store Configuration" (View and change all store settings. This section includes both basic and advanced settings.), "Add Product Wizard" (Add Product Wizard assists in adding products to your online store.), "Order Management" (View, process and reconcile your store orders.), and "View Store" (Go to your live store.).