

Manual for your shop (version Base)



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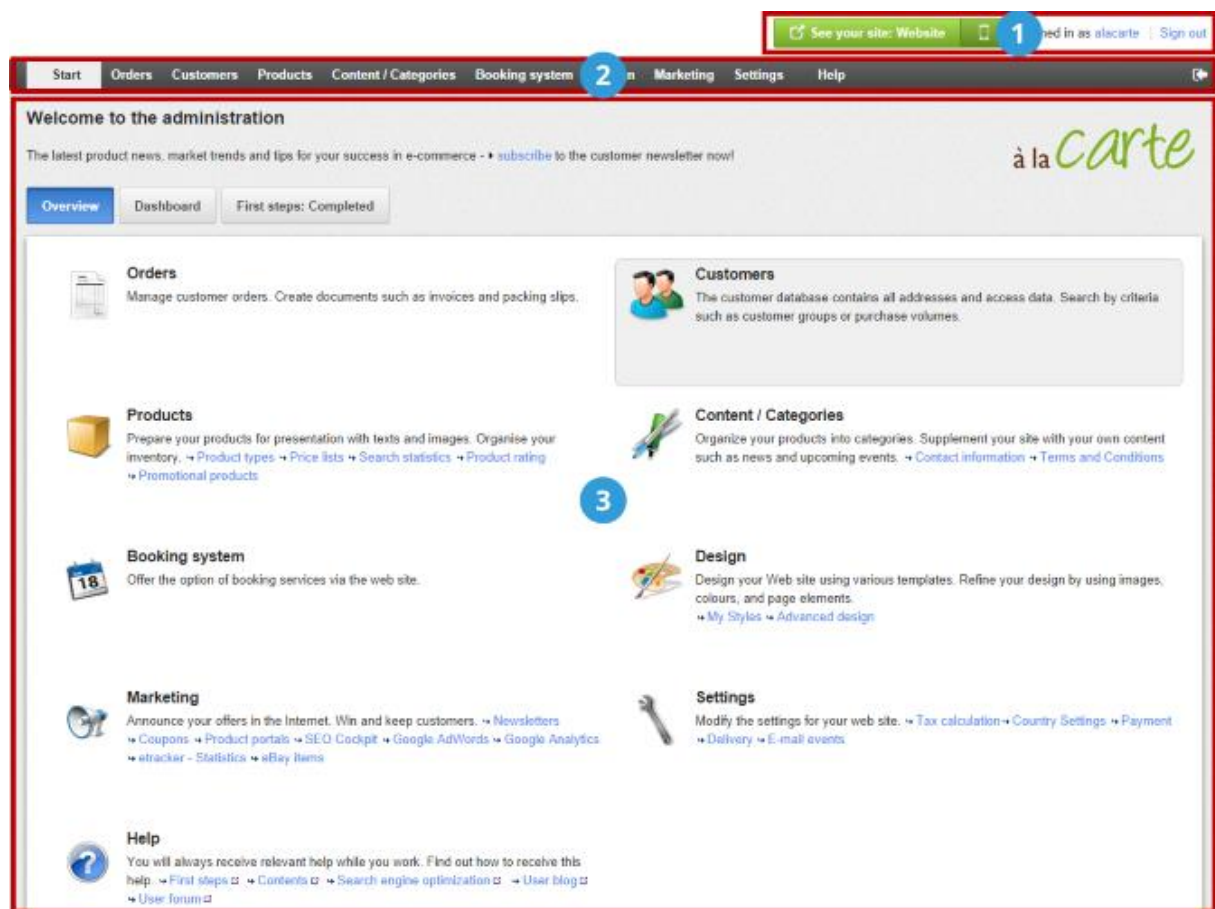
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Getting started: The administration area



1

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

2

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

3

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

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

How do I use the setup assistant?

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

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

How can I view my website?

Previewing your website in a browser

In the administration area of your website, click at the top right on **See your site**.
A preview of your website opens on a new tab in your browser.

Previewing your website for smartphones

In the administration area of your website, click on the phone symbol at the top right.
You can now view how your website displays on standard smartphones.



The website is displayed as standard in the currently selected theme. If you choose to see your site while you are using the Quick design or Advanced design, it will be displayed in the theme that you are currently editing.

How do I use HTML code in my online shop?

You can use your own HTML code in some parts of your shop. There are some options:

- Adding HTML code in text fields
- Adding an HTML element as a page element
- Adding HTML code to the HTML head area of your shop



It is recommended that only experienced users carry out HTML edits. The inclusion of code containing errors can impact the functionality of your website. Test the functionality of your website carefully after every change. New versions offer additional and improved system functionality. These changes affect the underlying HTML code on your website. Therefore always check the functionality of your own incorporated code after introducing new versions.

Adding HTML code in text fields

When you edit a text field - for instance a product description or the text of your imprint - you can switch to source code mode to edit the HTML code of this field. To do this, select the source code icon in the menu bar above the text field. Here you have full control of the HTML code of this field.

Adding an HTML element as a page element

1. In your shop's administration area, select **Design** in the main menu and then **Quick Design**.
2. Click on one of the blue plus icons in the area where you want to add a page element.
3. A window opens. Under Topic area, select **User-defined** page elements.
4. Select **Text (HTML)** for a simple text element or **Text with heading (box with HTML)** to create a text box with a heading.
5. Select **Insert**.
6. If you chose the page element **Text with heading (box with HTML)**, you now can enter a heading for the box.

7. Now you can edit the page element. Select the source code icon in the menu bar above the text field to edit the HTML code.

8. If you chose the page element **Text (HTML)**, you can take care of further settings under **Box**.

9. Select **Apply**.

Your page element has been added to your shop. You do not even need to save the changes.

Please check in your shop afterwards if everything looks as planned.

Adding HTML code to the HTML head area of your shop

You can add HTML code to the head area of your shop. This code is then implemented in every subpage of your shop.

1. In your shop's administration area, select **Settings** in the main menu and then **Advanced settings**.

2. Here you can add HTML code either in the **HTML Head area** or in the **HTML Head area for mobile shop**.

3. Save the changes.

What is the page cache and how do I use it?

The loading speed of your website is an important factor in terms of your success. Many of your customers are impatient – they don't want to wait for your website to load onto the browser. If the load time is too long, some customers disappear immediately. Google and other search engines also record how quickly a page loads and this may be taken into account when positioning your website in the search results.

The page cache is a practical way of reducing the load time. The principle is simple: The subpages of your website are temporarily stored by the page cache. When a customer calls up one of these pages, they see the cached version. This has the advantage of avoiding time-consuming database queries and other operations having to be performed. The customer therefore sees the page a lot more quickly.

If the page cache is enabled on your website, the individual subpages of your website are cached at specific intervals as defined by you. For example, you can specify that the page cache of the homepage is updated once daily. If you then make a change to the homepage, your customers will see this change only when the page cache is automatically updated after one day or when you update it manually.

How to get to the page cache settings

1. In the Administration area in the main menu, select **Settings** and then **General settings**.
2. Then select **Page cache**.

How to enable/disable the page cache

Use the option **Activate page cache and use the following...** in the page cache settings and save the changes.

How to determine the interval for updating the page cache

You can determine the update interval for the following types of pages:

| Pages | Caching includes... |
|------------------------|--|
| Homepage | The homepage of your shop |
| Categories | New categories, new pages, pages such as legal notice and T&C etc. |
| Product detail view | New products, price changes, stock levels, new product images etc. |
| Text pages detail view | New product descriptions, category texts etc. |

Select a validity period on the page with the settings for the page cache for each type of page (homepage, categories etc.) and save the changes.

How to update the entire page cache of your website

You can also manually update the entire page cache. This is always a sensible thing to do if you have made large-scale changes or have added new products for example.

In the administration area of your website at the top select the button **See your site**. A preview of your site opens in a new window and the page cache is fully updated.

You can also use the button **Page cache: Update now**, but this is displayed only under certain conditions.

How do I find the right interval?

The general rule of thumb is that the longer the interval the shorter the load time for your customers.

To help you find the right interval for the different types of pages (homepage, categories etc.), think about how often you update your site. For example, if you change the prices of your products once a week, you can set the interval for categories and detail view of the products to *1 week*.

If you have made changes to your website, but they are not visible, select the button **See your site** in the administration area of your website at the top. The page cache is automatically updated. You can also use the button **Page cache: Update now**, but this is displayed only under certain conditions.



The page cache does not apply to the shopping basket or "My account" because for this the latest data always has to be called up from the database.

The page cache does not apply to logged-in customers. These customers always see the latest version of all pages.

Bear in mind that in the case of product pages the stock level is cached. The situation can arise that customers see a cached version of product pages where the stock level is not up to date.

It is recommended that while you are setting up your website, you initially disable the page cache so that all changes can be seen immediately.

How do I open or close my online shop?

1. In the Administration area in the main menu, select **Settings** and then **General settings**.
2. Next, select **Status**.
3. Next to **The website is**, select the option **Open** or **closed**.
4. Save the changes.

How do I use the search function in the administration area?

The search function is displayed in the administration area in different places, for example in the product or customer overview. There is a Quick search and an Advanced search.

How to switch between Quick search and Advanced search

To open the Advanced search, select the arrow symbol to the left of the search field.

To close the Advanced search, select the close symbol.

Advanced search

The advanced search offers you more input fields and therefore more precise search options.

Tips for advanced search

- If you use multiple input fields for the search, the only results that will be displayed are those that match *all* your search criteria.
- You use the **Language** selection field to determine the language of the text that you are searching for.
- It does not matter whether upper or lower case letters are used.



If you offer products with variations that have the same name and price, these products will be displayed more than once in the search. However, these are merely different variations of this product.

How do I sort list entries and change their order?

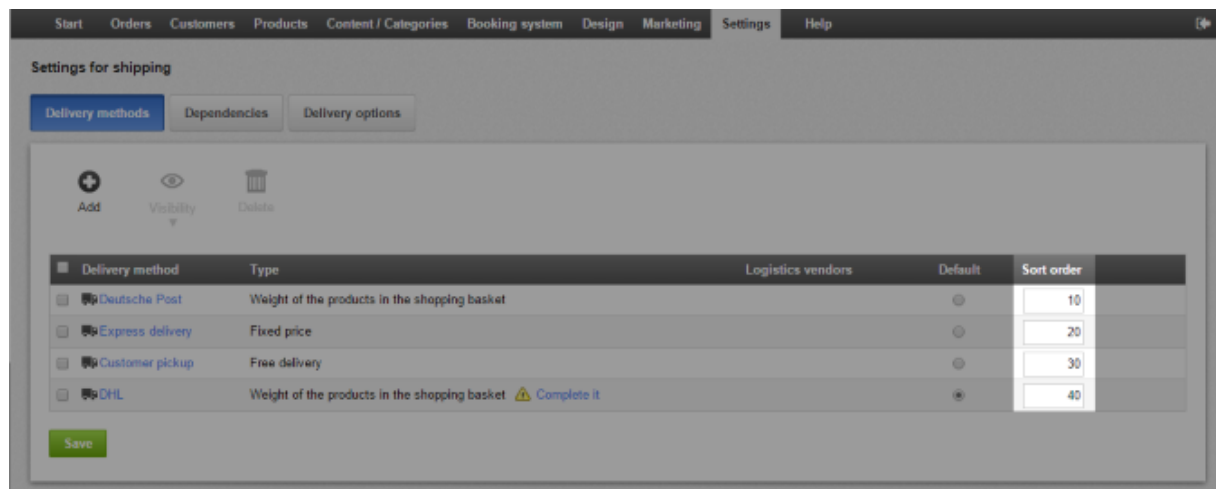
How to change the order of list entries

You can change the order in which certain types of list entries are displayed to your customers on your website – for example in the case of promotional products. Whenever this is possible, a column called **Sort order** is displayed in the table concerned.

Changing the sequence using the *Sort order* column

1. In the **Sort order** column, enter the lowest value to be displayed at position one for the list entry - for instance "10".
2. In the **Sort order** column, enter the second lowest value to be displayed at position two for the list entry - for instance "20".
3. Continue in this way until you are happy with the order.

An example:



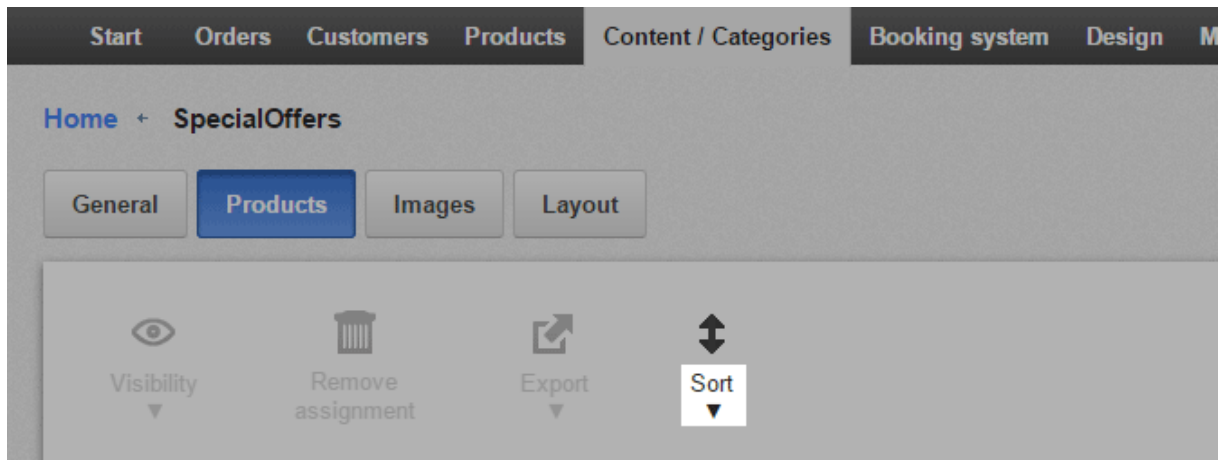
4. Save the changes.

The list entries are now permanently displayed in the desired order both to you in the administration area and to your customers in the online shop.

Changing the order using the Sort button

For some list entries, a button called **Sort** is also available above the table in question.

1. Select the lower part of the **Sort** button.



2. Specify the order in which the list entries are to be displayed.

The list entries are now permanently displayed in the desired order both to you in the administration area and to your customers in the online shop.

How to sort the list entries in tables (only visible for you)

If, in the administration area, you view tables with a lot of entries (e.g. lists with products or customers) you can determine how these should be sorted.

In the header line of the table, select the name of the column by which sorting is to take place. For example, in the list of your customers, select the **Customer no.** to display the information in the table sorted by customer number:

| <input type="checkbox"/> | Customer no. ↑ | Name ↑ | Country ↑ |
|--------------------------|----------------|-----------|-------------|
| <input type="checkbox"/> | 1035 | Doe, Jane | Deutschland |
| <input type="checkbox"/> | 1034 | Doe, Jane | Deutschland |
| <input type="checkbox"/> | 1033 | Doe, Jane | |

The list entries are sorted in ascending order as standard, e.g. from A to Z. To display the list entries in descending order, click again on the name of the column in the header line.

This sorting applies only to you and is not stored.

How does the file manager work?

The file manager lets you upload and manage your website files.

To open the file manager, in the administration area in the main menu, select **Content / Categories** and then **File manager**.

The file manager also opens automatically at different points in the administration area, for example when you want to select a logo or background image in Quick design.

How to upload one or more files

You can only upload files to the **Your files** folder and its subfolders (if created).

1. On the left under **Folder** select the desired folder.
2. At the top of the screen, select **Upload files**.
3. On your computer select the file(s) that you wish to upload. To select multiple files simultaneously, press and hold the CTRL key.
4. Confirm the selection of files.

The files have been uploaded to the desired folder and you can now select them.

How to select a file

1. On the left-hand side, select the folder containing the file.
2. Select the file in the centre of the screen.
3. Select **Apply**.

How to create a new folder

You can only create other folders within the folder, **Your files**, and its subfolders.

1. On the left-hand side, select the **Folder** in which the new folder is to be created.
2. In file manager, select **New folder** at the top.
3. Enter a name for the new folder.

The new folder has now been created.

How to delete a file

You can only delete files within the folder **Your files** and its subfolders.

1. On the left-hand side, select the folder containing the file.
2. Select the file in the centre of the screen.
3. Under **Preview** select the link **Delete** and confirm it.

How to download a file

You can only download files from the folder, **Your files**, and its subfolders.


1. On the left-hand side, select the folder containing the file.
2. Select the file in the centre of the screen.
3. Under **Preview** select the link **Download**.
4. Save the file on your computer.

How do I check the utilisation of my online shop?

Depending on the product package that you have purchased, the resources available to your online shop may be limited. These resources include:

- The functions available
- The number of products in your online shop
- The number of pages that you can create

Check the resources of your online shop

1. In the Administration area in the main menu, select **Settings** and then **General settings**.
2. Next, select **Utilisation**.
3. Here you see the utilisation of the resources of your online shop. Additional information will appear if you move your cursor over the icon .

Where can I see what people are searching for on my website?

You can view which search terms were used by visitors to your website.

To do so, in the administration area in the main menu select **Products** and then **Search statistics**.

You can also get an overview of the most frequently used search terms on the Dashboard on the home page of the administration area. To do so, add the widget "Most common search terms" to your Dashboard.



You can assign alternative names and keywords to the "Keywords for search engines" field to allow your customers to find products using the keywords and search terms they expect.

Present products that are searched for often on the start page or in main categories so that your customers can find them immediately.

Include products in your assortment that customers cannot yet find in your shop.

How do I find out which version my shop is running on?

We regularly update your shop software. Sometimes it might be helpful to know the version of the software that your shop is currently running on.

To see the version number, go to your shop's administration area and select **Help** in the main menu. At the bottom of the help page, you can see the version your shop is running on.

How do I manually create a customer account?

Sometimes it's necessary to manually create a customer account. For example, if a new customer wishes to order by phone, you first need to create a customer account for them before you can take the order.

How to manually create an account for a customer

1. In the administration area in the main menu, select **Customers** and then **Create new customer**.
2. Enter the customer's address data on this page. The fields marked with (*) are mandatory fields for the invoice address.
3. If you have entered all address data, you can manage other data such as customer number, account data and customer attributes on the subpages **Customer account** and **Attributes**.
4. Save the changes.

The customer account is now created and you can enter an order for this customer. However, the customer cannot yet log in to your online shop to manage their data. To do this they need a 'user account' that they have to create first. See the following paragraph for more information.


How to enable the customer to log in to your online shop

1. In the administration area in the main menu, select **Customers** and then **Customers**.
2. In the table, select the Customer no. of the customer that you wish to edit.
3. Select **User data**.
4. Select the button **Create user account**.

The customer now receives an e-mail to help them set a password for their user account.

How do I edit the data of a customer?

1. In the administration area in the main menu, select **Customers** and then **Customers**.
2. The table displays all the customers of your online shop. Select the customer number of the customer whose data you want to edit.

Or you can select the icon  to the left of the customer number to open a new browser window with the customer's details.

3. You can now edit the customer's data.
4. Save the changes.

How do I use my own domain for my website?

A domain is a web address such as www.myonlineshop.com. We strongly recommend you to run your website under your own domain. This is the standard today and online shops without their own domain may not be considered trustworthy by customers.

The registration of a domain name and a link to your website must be made on the part of your provider. So please direct all inquiries concerning this directly to your provider.

What are customer groups and how do I use them?

What are customer groups?

Customer groups enable you to offer a variety of benefits to selected customers. For example, you can offer individual customer groups special prices or payment methods, or send a newsletter only to a certain group.

Customer groups are particularly useful for differentiating between new and existing customers.

How do I create a new customer group?

1. In the administration area in the main menu, select **Customers** and then **Customer groups**.
2. The table shows the customer groups that currently exist. At the foot of the table in the **Customer group** column, enter the name for the new customer group.
3. Save your data.
4. In the columns **Default for new registration** and **Default for ordering without registration**, specify whether customers are automatically assigned to this customer group for the case in question.
5. Save your data.

How do I edit the settings of a customer group?

1. In the administration area in the main menu, select **Customers** and then **Customer groups**.
2. The table shows the customer groups that currently exist. Select the name of the customer group that you want to edit.
3. You do not normally need to change the **ID**. It is not displayed anywhere to your customers.
4. Under **Name** specify the name of the customer group in your shop.

5. Under **Display additional info** specify whether registered customers see the following additional information under "My Account":

- Customer group
- Customer number
- Tax model (gross/net)

How do I determine the customer group for an individual customer?

1. In the administration area in the main menu, select **Customers** and then **Customers**.
2. Select the **Customer no.** of the customer whose customer group you wish to change.
3. Select **Customer account**.
4. Select the desired group under **Customer group**.
5. Save your data.

How do I determine the customer group for multiple customers simultaneously?

1. In the administration area in the main menu, select **Customers** and then **Customers**.
2. In the left-hand column, select the customers that you wish to add to the customer group.
3. Select **Customer group**.
4. Select the desired group under **Customer group**.
5. Select **Assign**.

How can I display all customers of a customer group?

1. In the administration area in the main menu, select **Customers** and then **Customer groups**.
2. The table shows the customer groups that currently exist. Select the magnifying glass symbol next to the ID of a customer group. The system displays all customers assigned to this customer group.



When you create a new customer group, a user group with the same name is also created.



If you offer your website in multiple languages, you should enter the content in all these languages.

What is an (internal) ID?

You have to specify an ID for various elements in the administration area of your shop. For example, each payment method and each product type has its own ID.

The ID is only for internal purposes – it is not displayed to your customers anywhere in the shop.

Import and export of data – overview

You can import and export various types of data associated with your website, such as products, orders and customers.

Importing and exporting are especially suitable for adding a large quantity of data in one go. If, for instance, you want to add a high number of new products, you can do this using the import and export function in conjunction with a program such as OpenOffice Calc, thereby avoiding the need to enter each product separately in the administration area. In addition, exporting can also be very useful for processes such as moving data to another system, for example an enterprise resource planning (ERP) system.

In what format is the data exported?

Depending on the type of data involved, a variety of file formats can be exported.

- **CSV:** A CSV file is a simple text file in which individual words are separated by a pre-set delimiter (such as a semi-colon). Each entry is shown as one line in the file.
- **TXT:** This is a simple text file that can, for example, be edited with the aid of a word processing system.
- **XML:** This is the standard file type used for processing data within ERP systems.

How do I re-import an exported file into my website?

You can re-import exported and edited CSV files into your website. During this process any changed data is transferred into the database associated with your website.



Before you import a file containing a large number of data records, we recommend that you run a test import using a file containing just one data record or only a few data records.

Any imports are carried out at your own risk. If you import a defective file, you could potentially destroy the data of your website.

How do I import an export file?

1. Within the administration area navigate to the **Import and export** page – for example by selecting **Products** within the main menu and then **Import and export**.
2. From the **Object Type** menu, select the file type you want to import.
3. From the **Formatting, Encoding, Delimiter** and **Languages** options, select the same settings you had selected when exporting the file.
4. Next to the **CSV import file** box, click on the **Select file...** button. The maximum file size for the import file is shown underneath the button.
5. Select the file from your computer and upload it.
6. Select **Import**.

The file will now be imported. You will then see a message on the progress of the import, including any error messages. A maximum 100 error messages will be shown.



Exported orders cannot be re-imported.

What are short URLs and how do I use them?

Your online shop lets you create short URLs for the subpages of your shop.

What exactly is a URL?

URL stands for Uniform Resource Locator and refers to a unique Internet address. Not only does the homepage of your online shop have a URL (e.g. www.myalacarteshop.com), so too does each individual subpage of the shop. This includes the individual categories, product pages and the contact information or the page with your general terms and conditions. Your customers generally reach your website either by following a link to a URL of your shop or by entering the URL in the address bar of their browser. Either way, the URL of the website that you are currently browsing is always visible in the address bar.

Why can URLs be complicated?

If you ever stop to look at URLs as you browse the web, you will notice that there are both complicated and simple URLs. The URLs of our shops consist of a range of parameters, which for a category page can look as follows:

```
http://www.myalacarteshop.com/provider/alacarte3.sf/en_EN/?ObjectPath=/Shops/alacarte3/Categories/Coffee
```

In this example, the most important part is "www.myalacarteshop.com". This is the domain under which your shop is found. `"/provider/alacarte3.sf"` points to the internal database number of the shop, `"/en_EN"` references the language (in this case English) and so on. URLs therefore contain a lot of internal information.

What are short URLs?

Although the URLs of your shop normally look complicated, as described above, by using short URLs this is easy to change. As the name suggests, short URLs are short, meaningful addresses for the subpages of your shop. You can define these URLs yourself and therefore adapt them to your exact preferences.

With short URLs, you can configure the category page of our example shop so that from now on it can also be found under the following address:

```
http://www.myalacarteshop.com/coffee
```

Please note that you require your own domain (e.g. www.yourshop.com) to be able to use short URLs.

How do I assign short URLs in my online shop?

In the administration area of your shop you can generate short URLs for all the relevant pages of your shop with just a few clicks – entirely automatically. Should you wish to make more precise settings, the short URLs can be individually edited later on.

The old, longer URL continues to exist, meaning that old links to your shop remain valid.

You can set short URLs for the following page types:

- Product pages
- Category pages
- Information pages (e.g. contact information)

How do I set up short URLs for all pages?

1. Visit the start page of your shop's administration area.
2. Select **Generate short URLs**.
3. Take note of the message that is displayed and select **Generate short URLs**.

The short URLs have been created.

What are the benefits of short URLs?

For your customers, short URLs are much easier to manage than conventional, long URLs and offer a range of benefits:

- Your customers can read and understand them faster.
- You and your customers can remember the URL easily and therefore pass it on, for example over the telephone.
- Your customers can work out the content of the page just from the URL, which is why short URLs are often referred to as "speaking URLs".
- The URLs alone give your customers an idea of the structure of your shop. For example: www.yourshop.com/shoes/nike/airjordan
- Short URLs are particularly well-suited to promotions. If, for example, you launch a Christmas promotion and want to advertise it via different channels, you simply create a page with a short URL such as www.myalacarteshop.com/christmas. You can circulate this address and have it printed on flyers and other advertising materials. Customers are more likely to remember a short URL and come and visit your shop later on.
- You can create separate pages with different short URLs for each of your advertising campaigns. For example, on flyers you would print the address www.myalacarteshop.com/christmas, and on posters www.myalacarteshop.com/xmas and so on. An analysis tool such as Google Analytics will let you track how many visitors were generated by the individual campaigns and which were the most successful.

How do I add code snippets to my website?


You can use the services of third party providers, who offer additional features or other services related to your website. For some of those services you need to add a code snippet to your website.

The code snippets are provided to you by the third party company. You then add the snippet into your website's HTML head or body area - depending on the third party service you want to use. The code you add is integrated into every single subpage of your website.

How to add a code snippet in the head area.

1. In the administration area in the main menu, select **Settings** and then **General settings**.
2. Select **Advanced settings**.
3. Enter the code snippet into the **HTML head area** field.
4. Save the changes.

How to add a code snippet in the body area

1. In the administration area in the main menu, select **Design** and then **Advanced design**.
2. Click the plus sign  to insert the page element in the area of your choice.
3. On the left below **Topic area**, select the link **User-defined page elements**.
4. On the right, select **Text (HTML)**.
5. Select **Insert**.
6. Select the Source button.
7. Paste the code snippet.
8. Select **Apply**.
9. Save the changes.



Please always check if the implementation was successful and make sure that your website's design was not affected by it.

How do I export customers?

You can export either all of your shop's customers or only selected customers.

How do I export all of my shop's customers?

1. Within the administration area, select **Customers** from the main menu and then **Import and export**.
2. On this page you can specify the various export settings and then start the export process. Take a note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

| Option | Description |
|-------------|--|
| Object type | Here you can select what kind of data you want to export. |
| Formatting | Use this selection to set country-specific formats, such as decimal and thousands separators, and date or time, within the import and export file. |
| Encoding | Select "Unicode" if you use characters that are not contained in the standard character set. Otherwise, these will be exported as "?" characters. (Example: ™) |
| Delimiter | Here you can select the character that should be used as a delimiter within the export file. The data within the file is then separated by this character. In most cases, we recommend using the semi-colon as delimiter. Since commas are often used within the data sets (for instance in product descriptions), using commas as a delimiter can cause problems when you edit the file with an external program such as OpenOffice Calc. |
| Languages | Here you can select if you want to export all languages or only one. |

3. Select **Export**.
4. The export process is started. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.

How do I export selected customers from my shop?

1. Within the administration area, select **Customers** from the main menu and then select **Customers** again.
2. In the left-hand column select all the customers you want to export. Use the search function if necessary to find the customers you require.
3. Select **Export**.
4. On this page you can specify the various export settings (see the table above) and then start the export process. Take a note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.
5. Select **Export**.
6. The export process is started. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.



During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

How do I edit exported data with an external program?

You can edit exported data from your shop with an external program. Usually you edit the export files in the file format CSV.



Editing exported files with an external program can create errors. Please read this article carefully before editing a file and importing it in your shop.

We recommend the freely available program Open Office Calc for editing CSV files. Microsoft Excel can change the formatting of the files, which can damage them.

How are CSV files structured?

CSV files always have the same structure, independently from the type of data they contain (products, orders etc.).

The first line contains the column names. Starting with the second line, the actual content starts. Each record (for example, each customer or product) is shown in a new line.

If you open a CSV file using an external application such as OpenOffice Calc, the data is automatically sorted into columns. For product export files, these are, for example, "Product name" or "List price". The rows contain the individual data records, for example individual products.

Please note the following concerning CSV files

- If you change an existing line and then import the file back to your shop, the corresponding values in the database of your site will be replaced by the values from the import file.
- You should delete columns only in exceptional cases, as this can quickly lead to errors. If you delete a column and import the file back to your shop, the values of the deleted column in the database of your site will not be changed.
- Under no circumstances you should change the headings in the first line. All other lines may be changed by you.
- Do not add new columns.
- You can add new lines (and thus new objects such as products or customers).
- You may change the order of columns.

- Because some export files contain many columns, they can be quite confusing. With Calc and similar programs you can hide columns which are not relevant. These columns are still there, but are no longer displayed.
- You cannot delete data records using export files. You must always do this in the administration area of your shop.

How do I edit CSV files with Calc (OpenOffice)?

1. Export a CSV file in the administration area of your site and save it on your computer.
2. Create a backup copy of the file.
3. Start OpenOffice Calc or open a new Open Office spreadsheet.
4. Open the exported file in Calc.
5. Now you need to make some adjustments to the formatting of the file.

| Option | Description |
|-------------------|---|
| Character set | When you exported the file from your shop's administration area, you chose a certain Encoding – e.g. "Standard (UTF-8)". For Character set, select the matching option. |
| Language | Choose the language that you selected when exporting the file in your shop's administration area. |
| From row | This value should remain „1“. |
| Separator options | Select Separated by and then the delimiter that you chose when exporting the file in your shop's administration area. For Text delimiter, the quotation marks should remain selected. |
| Fields | Here you can see a preview of the table. Select any field and then hit CTRL and A on your computer's keyboard to select all of the fields. Then select the Column type "Text". |

6. Choose **Ok**.
7. The file has been opened. You can now edit it.
8. When you are done, select **Files** and then **Save under**.
9. Save the file in CSV format.

The file has been saved on your computer and you can import it back in your shop.

How do I add a new data record?

Importing and exporting files is especially useful to add lots of new data records without having to enter each of them in your shop's administration area.

Each data record (e.g. each product or each customer) is displayed in an own line. The best way to add a new record is to copy one of the existing lines and to add it at the end of the table. If possible, choose a data record that is similar to the one you want to add. Then you already have a good blueprint for the new record.

The most important column is the identifier „[Alias]“: Each data record (each line) needs to have an individual identifier. This identifier is used to check if a data record already exists or not.

What do I need to know about editing certain kinds of data?

Products

- Please note that during the import of products the stock level is also imported. In order to avoid that, simply delete that column from the file.
- You can also add file names and links to product images. If you only enter a file name, you must upload a picture with this name beforehand in the administration area. If you enter a link, the image needs to be available under that URL.

Content / categories / pages

- For adding new categories / pages, the following columns are mandatory:
 - "[Alias]"
 - "[Class]"
- If there is no entry in the column „[Parent]“, *the elements can be found directly below the start page.*

Category / product assignments

- This file only contains information on which products are assigned to which categories.
- The products and categories mentioned in this file need to exist in your shop. If you add new products or categories within the file and then import it, those are not added.

Product types

- This file not only includes the product types, but also the attributes and their values.

Customers

- If you add a new customer but do not add the customer data (e.g. the user name) in the file, the customer is not registered. If you enter this customer data in the file, the customer is automatically registered and can log in to your shop.
- When you add a new customer he receives his user name and an automatically created password by email – if this e-mail event is switched on.
- In the import file you can select a default language and currency for the user in the columns „*[User.LocaleID]*“ and „*[User.CurrencyID]*“.
- In the columns „*[BillingAddress.Country]*“ and „*[ShippingAddress.Country]*“ the countries are defined by country codes (e.g. DE for Germany and GB for the UK). You can find a list of all country codes here:
https://www.w3schools.com/tags/ref_country_codes.asp

Cross-Selling

- The file contains information on which products are assigned to which cross-selling products.
- All of the products mentioned in this file need to exist in your shop. If you add products which do not exist already, they are not created during the import.
- For adding new cross-selling assignments these columns are mandatory:
 - *[Class]*
 - *[Product]*
 - *[TargetProduct]*
 - *[Position]*

How do I display pre-tax prices?

You can determine if the prices in your online shop should be calculated and displayed as net prices or gross prices.

Selecting the tax model

1. In your shop's administration area, select **Settings >> Tax calculation > Tax model**.
2. Under **Prices are calculated and displayed in the shop based on** you can determine if the prices should be based on net prices (excluding VAT) or gross prices (including VAT).
3. Save the changes.

How do I use apps and the App Store?

In our App Store you can find a variety of apps which help you to boost your business.

The apps help you with all aspects of your online shop - for instance marketing, SEO or design.

How to use the app store

In the administration area in the main menu, select **Apps & Themes** and then **App Store**.

Here you can find all available apps.

Click on one of the apps to get more information.

To use one of the apps, click the button **Open** or **Install** on the right.

How to get an overview of your installed apps

To see a list of all apps currently installed in your shop, select **Apps & Themes**, then **App Store** and then **My apps**.

How to add a code snippet to your website

Some of the apps require you to add a code snippet to your website.

How do I get support for an app?

To get help for one specific app, please contact the app's developer. In the App Store you can find contact information and links for every app.

How do I make a backup of my online shop?

To back up elements of your shop like your products, customers or theme, you can use the export function of your shop.

How can I use a notification about cookies?

You can determine that visitors of your shop are notified about the use of cookies when they visit the shop for the first time.

1. In the administration area in the main menu, select **Settings** and then **General settings**.
2. Under **Tell visitors about the use of cookies** you can determine if a notification should be displayed or not.
3. Under **Message about the use of cookies** you can edit the text which is shown in the notification.
4. Save the changes.

What is the tray and how do I use it?

What is the tray?

The tray is an area for temporarily storing elements. These elements may be products, customers, or even delivery methods. You can add an element to the tray at one place in the administration area and use it at another place.

An example is sending newsletters containing product information. You select the products from the product list and add these to the tray. When you create the newsletter, you can take the products from the tray and insert them into the newsletter.

In some versions of the shop software the tray is not available.

How do I view the tray?

To view the tray, open the sidebar in the administration area by clicking on the arrow icon on the right side of the screen.

Then select the tray icon:



How do I add elements to the tray?

Adding a single element from its detail view.

When you are in the detail view of an element which can be added to the tray, its name will appear as the second-to-last entry in the tray.

This element has not yet been added to the tray. To do this, click on it in the tray.

Adding a number of elements from a table

Sometimes elements can be added to the tray when you view them in a table – for instance on the page **Products >> Products**.

To add elements to the tray, select them in the first column of the table and then select the button **Add to tray**.

How do I insert elements from the tray?

On certain pages, you have the option to insert elements. Click on the corresponding button and then select **Tray**. You are then able to insert elements from the tray.

How do I create a new category?

Categories help you organise the products of your shop. For instance you can create categories such as "Jackets" or "Shoes".

How to create a new category

1. In your shop's administration area, select **Content / Categories** and then **New**.
2. Select **Page / Category** and enter a name for the new category. Leave the **Visible** option on **No**, so you can edit the category first before your website's visitors can see it.
3. Click **Insert**.
4. Check on the left-hand side whether the category was inserted in the correct place in the structure. If not, use the functions under **Move page** in the multifunction bar to move the category to the correct place.
5. Click on the text fields in the preview section and enter the content which you want to be displayed on this page.
6. Select the correct **Layout** options for the category. Test multiple variations until you have found the optimal page display.
7. Click **Visibility** on the multifunction bar, select the **Visibility** option to **Yes** and click **Apply**.

Now the new category will be visible to anyone who visits your website.

How do I use a visitor counter?

In the past, many websites used a visitor counter on their website. This is not a common practice anymore. Instead, we recommend to use Google Analytics to track the number and behaviour of your shop's visitors.

SSL / TLS encryption of your shop

SSL (also known as TLS) is the abbreviation for Secure Sockets Layer and refers to an encryption method on the Internet. SSL encryption ensures that data exchanged between the user's browser and a server cannot be read by third parties. With SSL, data transmitted on the Internet is therefore protected from the access of others.

When shopping online, sensitive data such as credit card numbers are transmitted between browser and server. That is why it is particularly important here that SSL encryption is available.

SSL encryption brings several other benefits. For example, many Internet users today pay attention to whether a website offers encryption or not. Furthermore, SSL encryption is a ranking signal for Google and can have a positive effect on the search engine optimization of your shop.

What do I need to know about the SSL encryption of my shop?

The order process of your shop is SSL encrypted by default. This is also indicated by the fact that the address of the pages of the order process start with *https://* and not with *http://*.

How do I edit the HTML head?

You can add HTML code to the head area of your shop. This code is then implemented in every subpage of your shop.



It is recommended that only experienced users carry out HTML edits. The inclusion of code containing errors can impact the functionality of your website. Test the functionality of your website carefully after every change. New versions offer additional and improved system functionality. These changes affect the underlying HTML code on your website. Therefore always check the functionality of your own incorporated code after introducing new versions.

1. In the administration area in the main menu, select **Settings** and then **General settings**.
2. Select **Advanced settings**.
3. Enter the code into the **HTML head area** field.
4. Save the changes.

How do I delete customers?

1. In the administration area in the main menu select **Customers** and then **Customers**.
2. Select the Customer no. of one of the customers. You can use the search field at the top to search for specific customers.
3. Select **Delete** at the bottom of the page.
4. Select **Delete** at the bottom of the page to confirm that you would like to delete this customer.



When you delete customers, all orders that have been placed by those customers will also be deleted. Therefore before taking this action, if you wish to retain documentation on those customers' orders you can download the customer invoices in the form of PDF files.

The GDPR and your shop

On 25 May 2018, the European Union's new General Data Protection Regulation (GDPR) came into effect. It specifies topics and actions that organisations need to consider regarding data protection. Online retailers are also affected by the changes and need to take active steps to comply with the new provisions.

At the moment, the public is becoming increasingly aware of the issue of data protection. Many consumers are asking themselves who actually is collecting their data; why is their data being stored; and what exactly happens to it?

With the GDPR, the European Union intends to harmonise Europe-wide laws. Among other things, it specifies the requirements governing the inquiry and protection of personal data within the EU. Since 25 May 2018, organisations need to ensure that they are working in compliance with the GDPR.

Where can I find more information on the GDPR?

Competent support and legally secure statements can be obtained for instance from [Trusted Shops](#). Trusted Shops is a specialist in legal advice for shop owners and knows exactly what is involved. To sign up for Trusted Shops, within your shop administration area you should select in the main menu **Marketing** and then **Trusted Shops**. If you then use the registration link shown there, you will receive discounted rates.



While this article contains initial legal information, it makes no claim to completeness or accuracy. It may not under any circumstances replace legal advice in individual cases.

Getting started: Create your own design

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

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

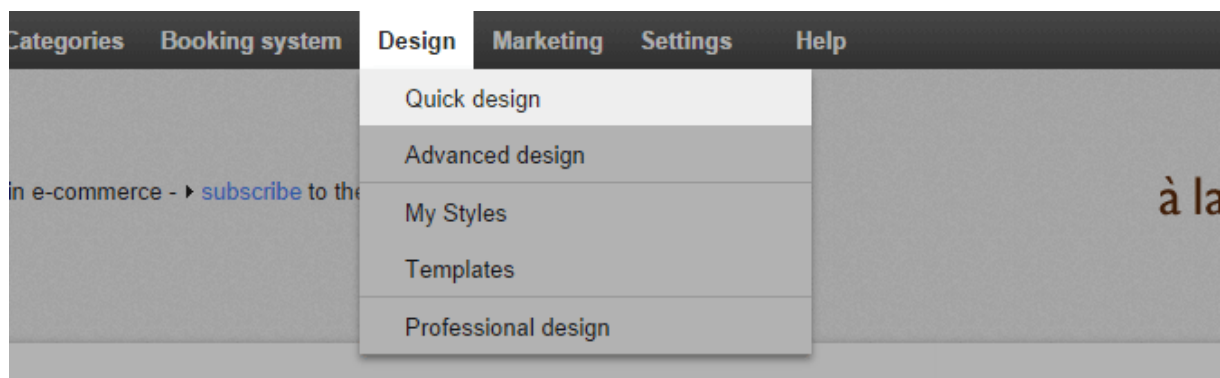
For the theme currently in use, click **Create backup copy**.

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

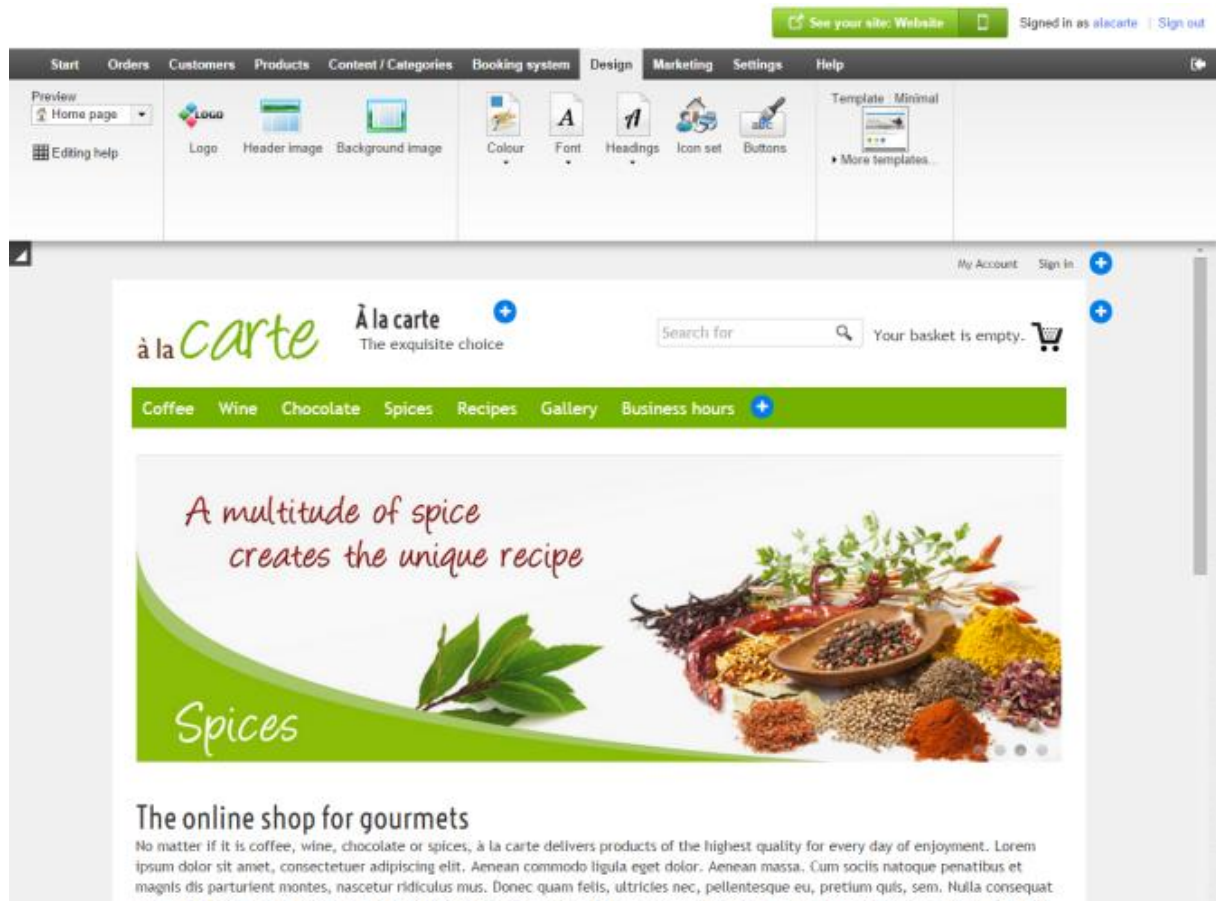
You have two options for editing: Quick design and Advanced design.

Quick design

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



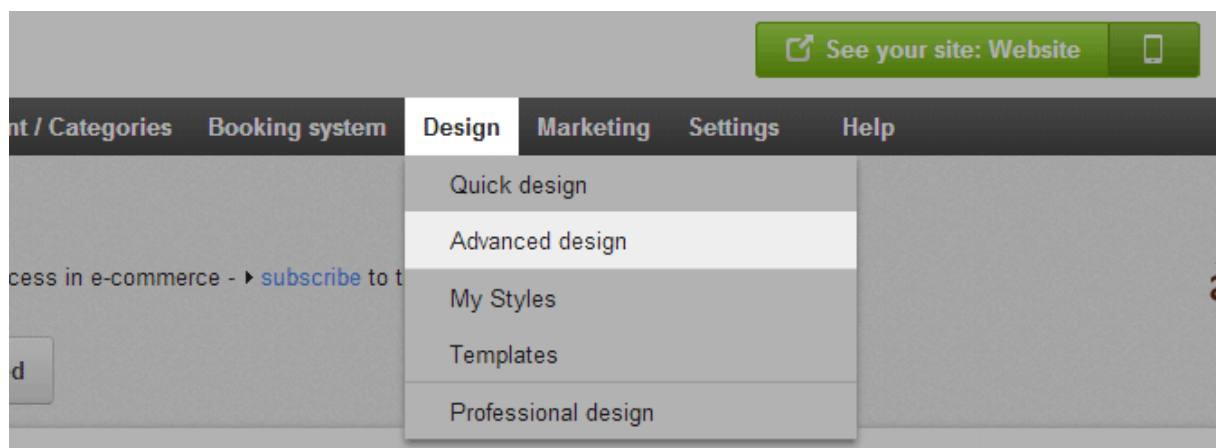
At the top, you will see the Multifunction bar, from which you can select various options. Beneath it, there is a preview where you can see all changes instantly. In the **Preview** menu, you can select which elements of your website you would like to have displayed, such as the **Home page** or **Text and links**. You can use the options **Logo**, **Header image** and **Background image** to change these corresponding images, and you can also specify the colours and then the font. The item **Icon set** lets you choose a group of icons to be used on your website. Finally, under **Theme**, you can also select another design template.



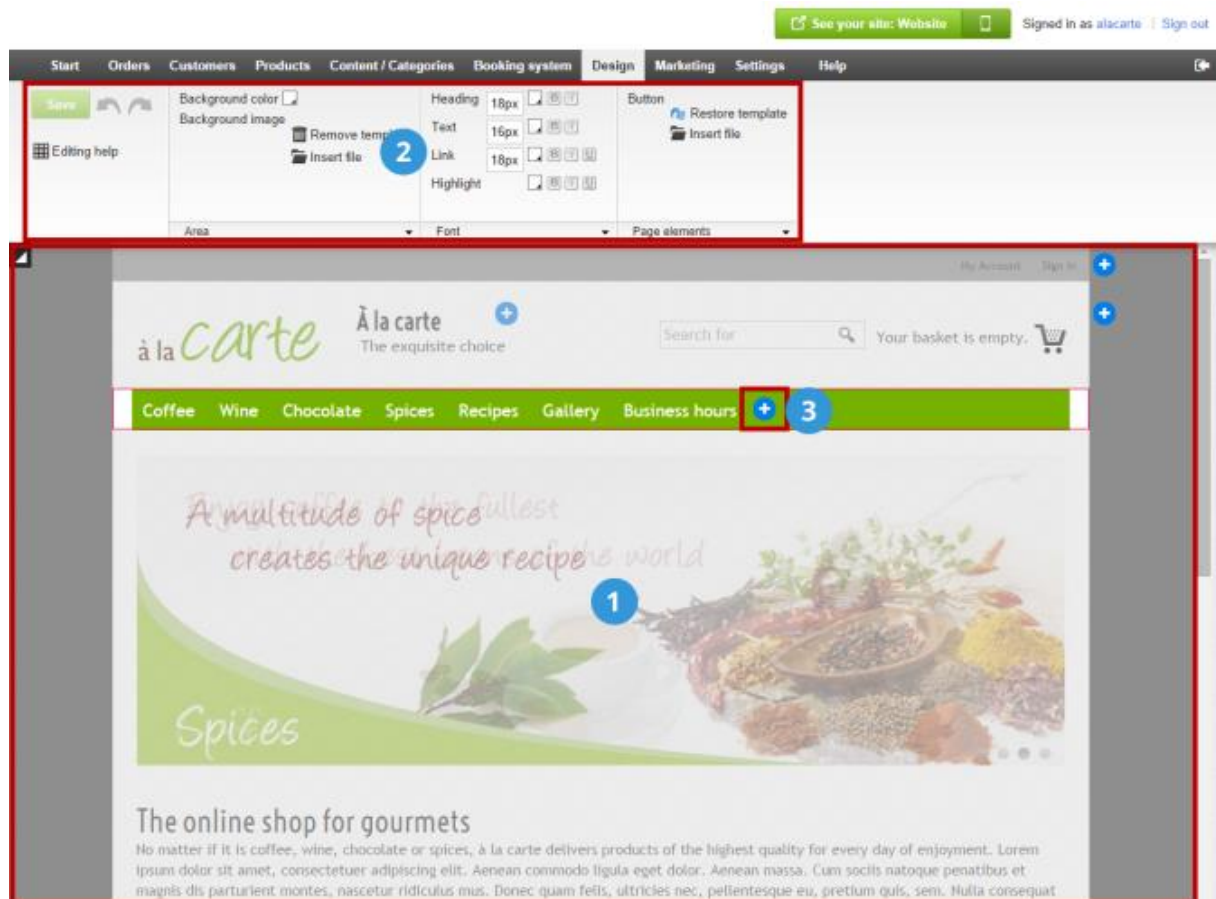
The preview allows you to see all the changes you make instantly.


Advanced design

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



Here you can see the Advanced Design:



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

How do I change the theme / template of my website?

You have the choice of a wide range of design themes, allowing you to create a unique design for your website. You can then adapt these themes.

You chose a design themes when you used the setup assistant, but you can change this theme at any time.

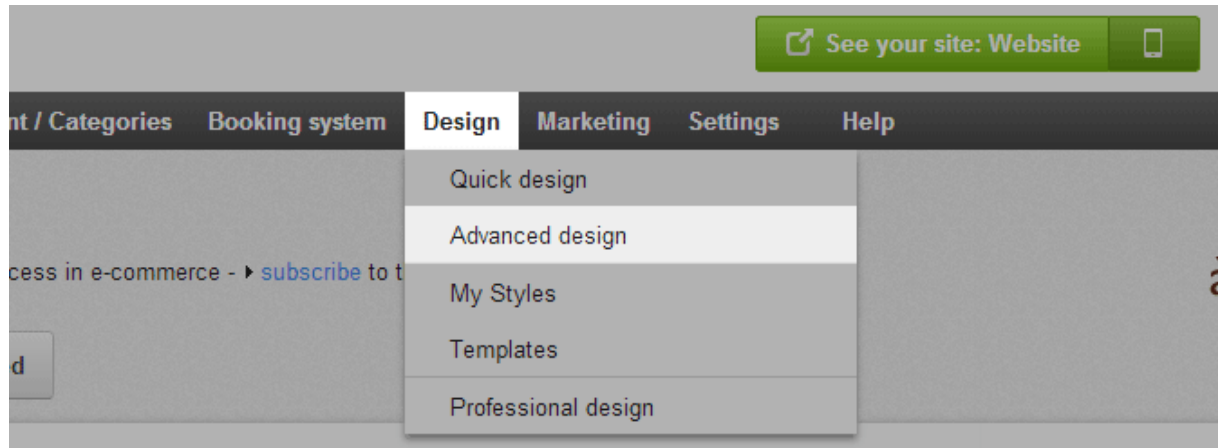
How to change the theme of your website

1. In the administration area in the main menu, select **Design** and then **My themes**.
2. At the bottom of the page, select **Add new theme**.
3. In the left-hand column you can select where the navigation bars will be located on your website: top, top and left or top and right. You can remove or re-add these navigation bars later on.
4. Then you can choose from a series of design themes that fit this pattern on the right.
5. Select **Apply**.
6. The new design theme now appears in the list of styles right at the bottom.
7. If you want, you can adapt the design now using the Quick Design or Advanced Design.
8. To activate the design for your website, select **Activate now** for the new theme.

Visitors to your website will now see the new design.

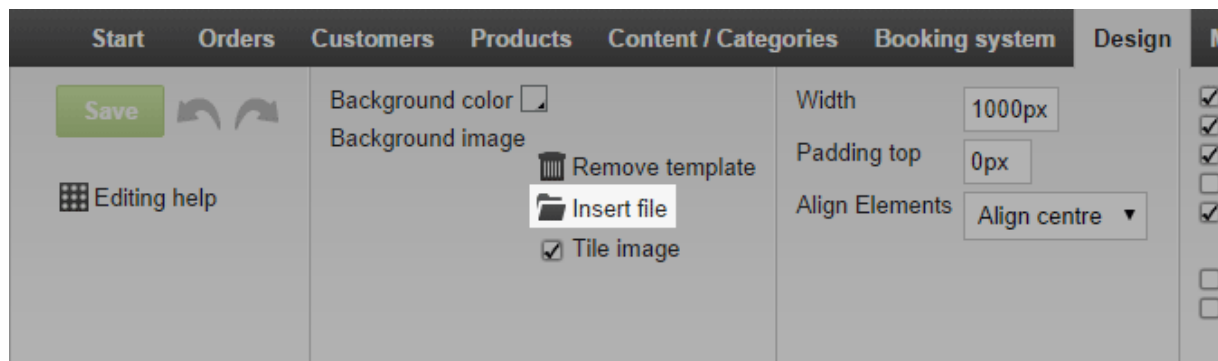
How do I change the background image of a page area?

1. In the administration area in the main menu, select **Design** and then **Advanced design**.

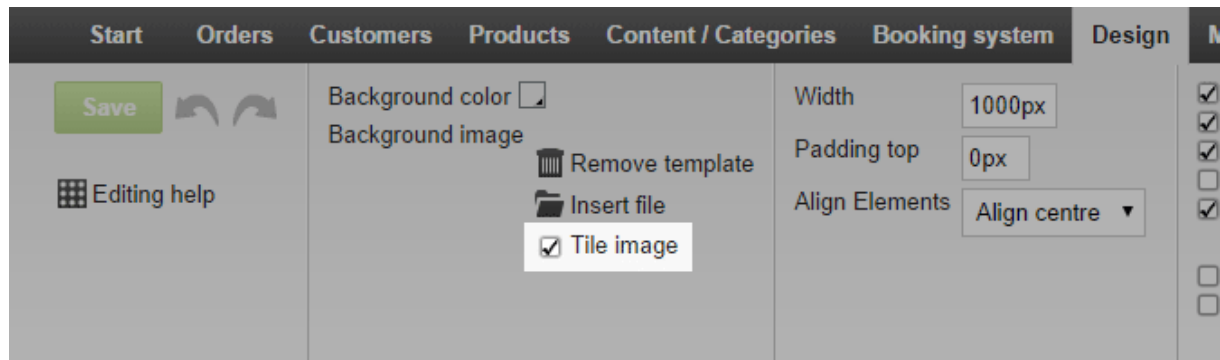


2. Select the page area where you wish to change the background image.

3. Under **Background image** select **Insert file**.



4. Select the desired background image. For more information, see How does the File manager work?
5. Select **Ok**.
6. Under the point **Tile image**, select whether the image should be tiled or displayed once only.

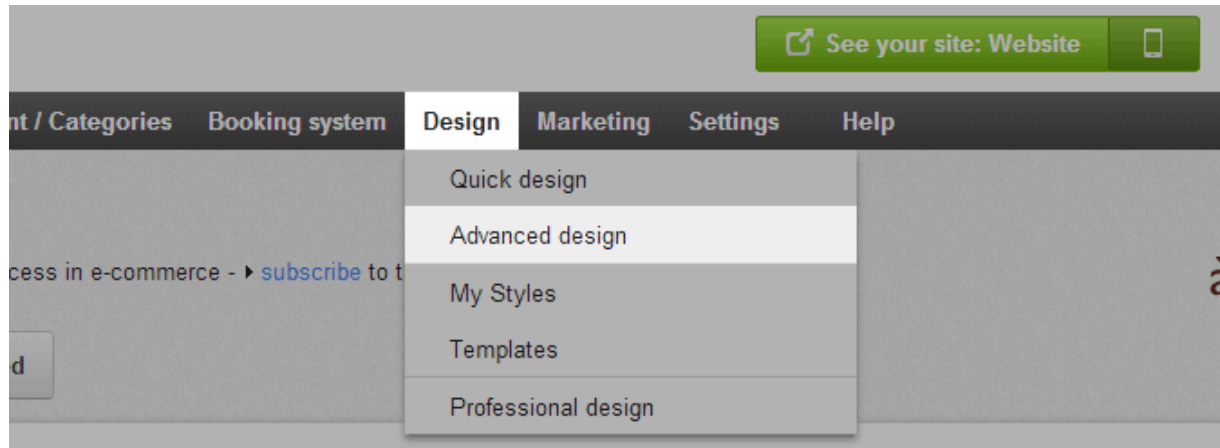


7. Save the changes.

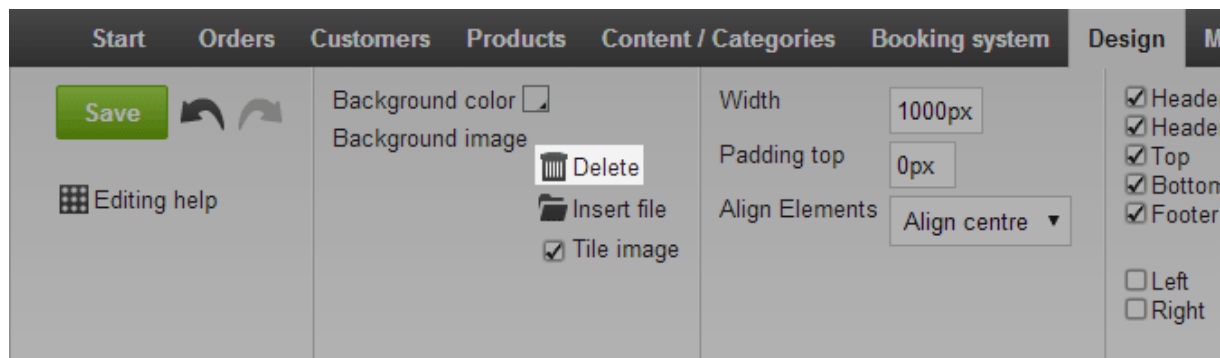
You have now changed the background image of the page area.

How do I remove the background image of a page area?

1. In the administration area in the main menu, select **Design** and then **Advanced design**.

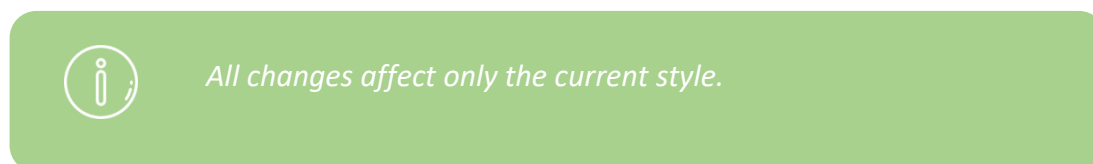


2. Select the page area that has the background colour you wish to remove.
3. Select the **Delete** link under **Background image**.



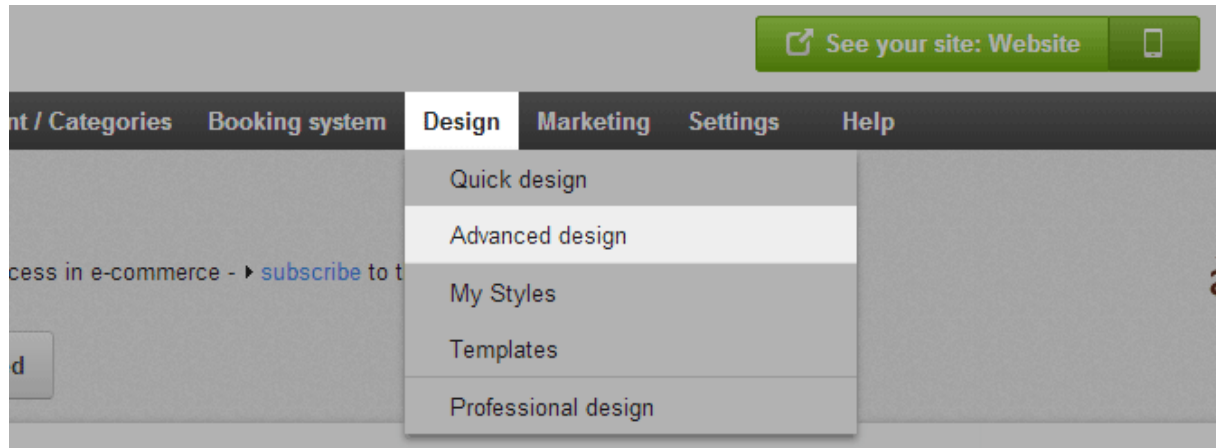
4. Save the changes.

You have now removed the background image of the page area.

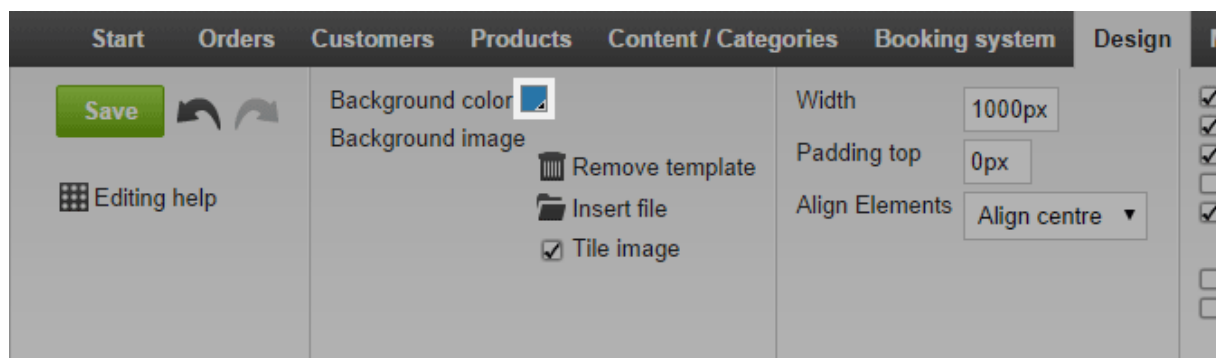


How do I change the background colour of a page area?

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Select the page area where you wish to change the background colour.
3. Select the colour field on the right next to **Background colour**



4. Select the desired colour.
5. Select **Apply**.
6. Save the changes.

You have now modified the background colour of the page area.



Background images always have priority over background colours. Therefore, if you specify both a background image and a background colour for an area, the background image will overlay the colour. For more information, see [How do I remove the background image of a page area?](#) and [How do I change the background image of a page area?](#)

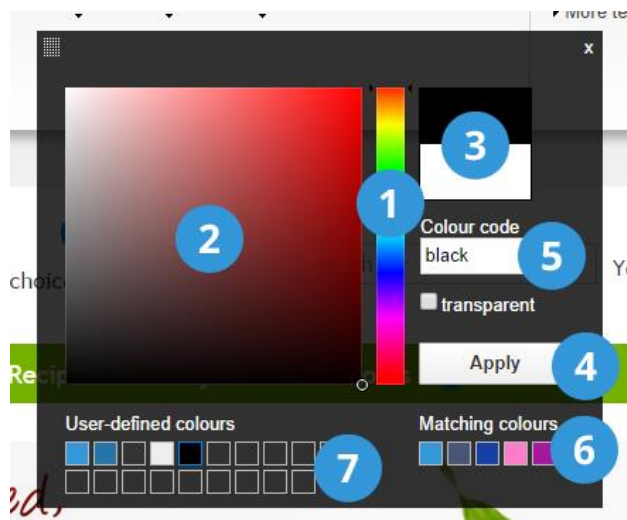
All changes only affect the current style.

How does the colour selector work?

The colour selector lets you select colours, e.g. font and background colours, at a variety of places in the administration area.

The colour selector opens when you click on a colour field. The colour field always displays the colour currently selected.

How to select a colour



- 1 Select the hue here.
- 2 Select the saturation here (the colour shade).
- 3 Here you see the selected colour.
- 4 When you are happy, **apply** the change.

The desired colour is now selected.

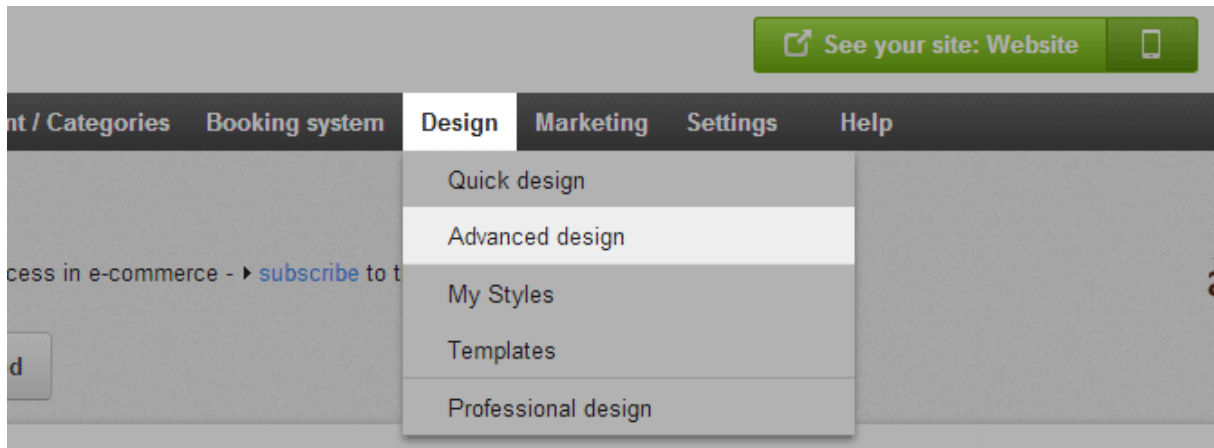
As further options:

- 5 **Colour code:** Here you can enter a colour code in hexadecimal format.
- 6 **Matching colours:** Here the system proposes colours that go well with the current main colour of your style.
- 7 **User-defined colours:** Here you can save colours so as to use them again later. To save a colour, first select one of the user-defined colours that you wish to replace. Next, select a colour that you wish to save as described above.

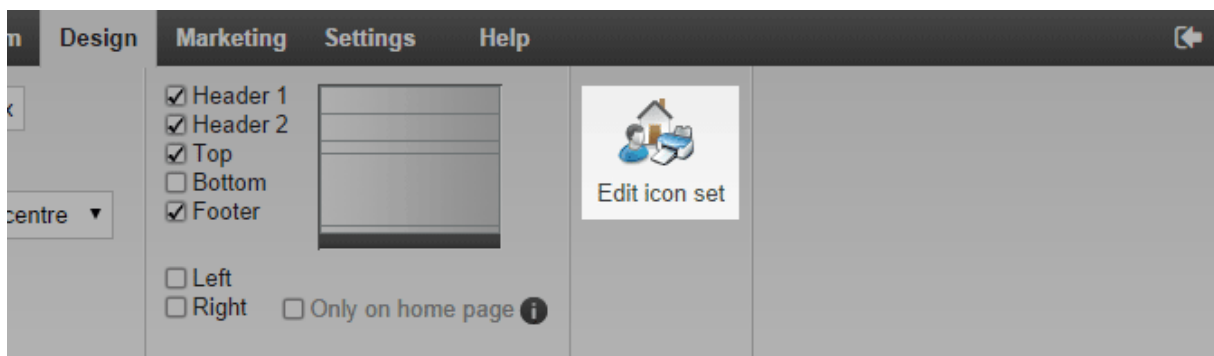
How do I change the icons on my website?

Different icons are displayed on your website, e.g. a magnifying glass for searching or a shopping cart for the basket. You can choose from a variety of different icon sets.

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Select **Edit icon set**.



3. Select the icon set that best matches the design of your website.
4. Select **Apply**.

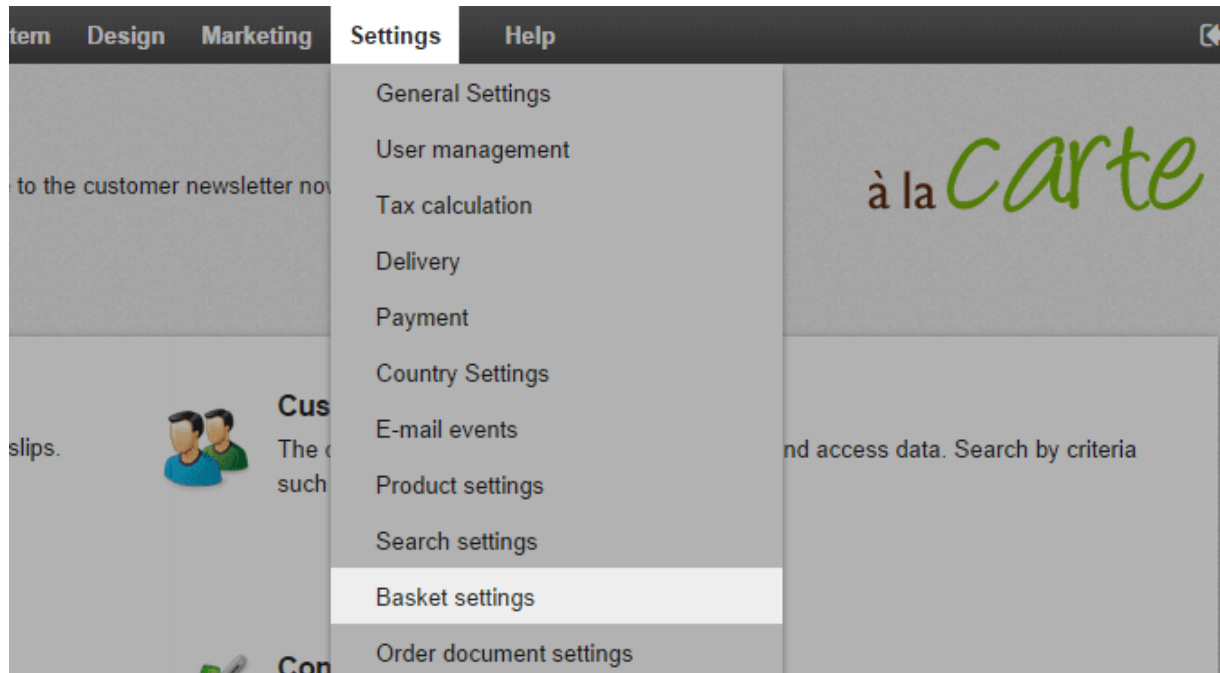
The new icon set will now be displayed on your website.

How do I design the "Add to basket" button?

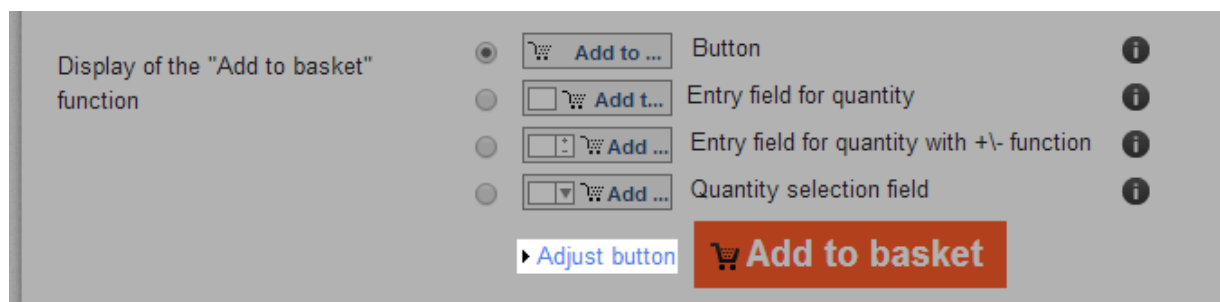
Customers use the "Add to basket" button to add products to their basket. This button is not to be confused with the basket element via which they access the basket and therefore the order process.

How to design the "Add to basket" button

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.



2. Under **Display of the "Add to basket" function**, select the link **Adjust button**.



3. If you wish to upload your own picture for the "Add to basket" button, select **Upload own image**. Otherwise you design the button using the options available below it.

4. When you are happy with the result, click **Apply**.

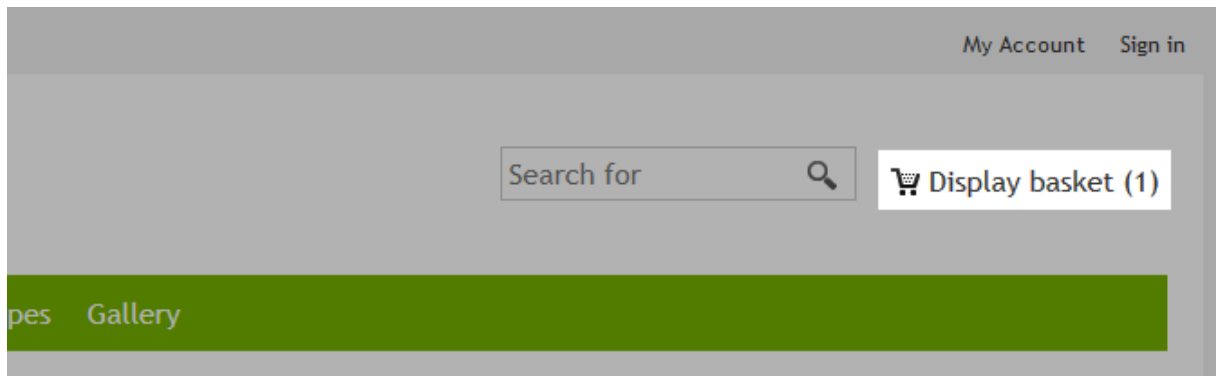
5. Save the changes.

Your changes have now been applied.

How do I design the basket page element?

Your customers access the basket and therefore the order via the basket page element. This element is not to be confused with the "Add to basket" button with which they add products to their basket.

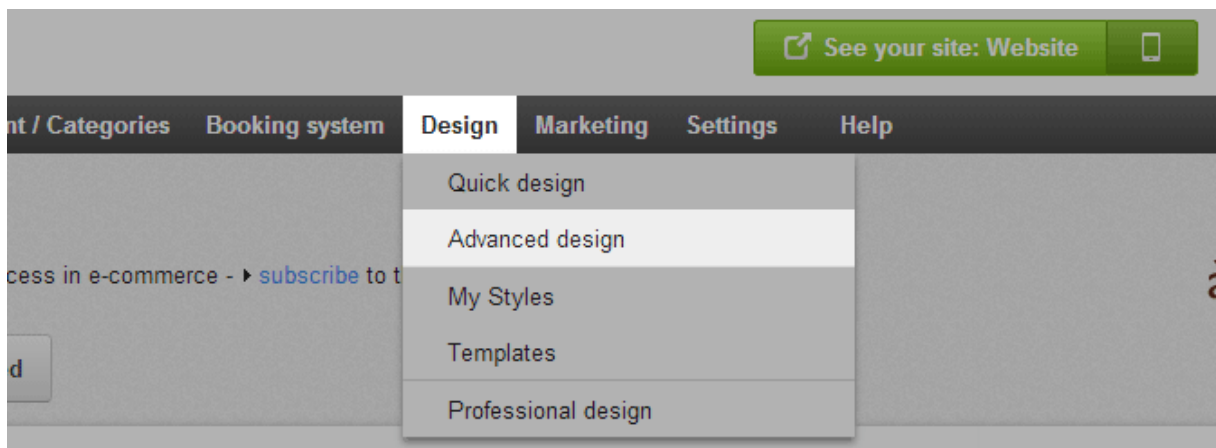
Here's an example what the page element might look like in your shop:



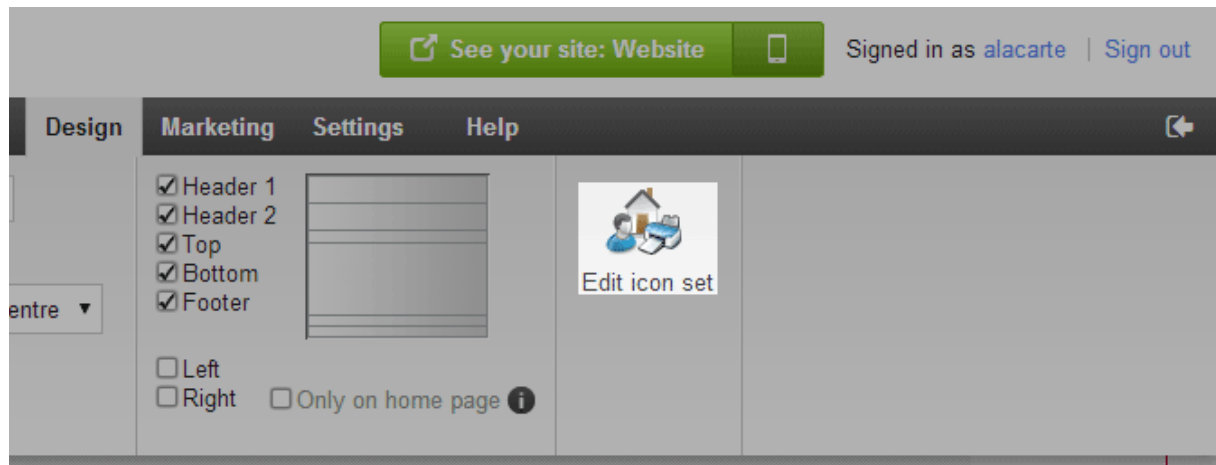
The basket page element is part of the set of icons used for your online shop.

How to change the icon set of your online shop

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Select **Edit icon set**.



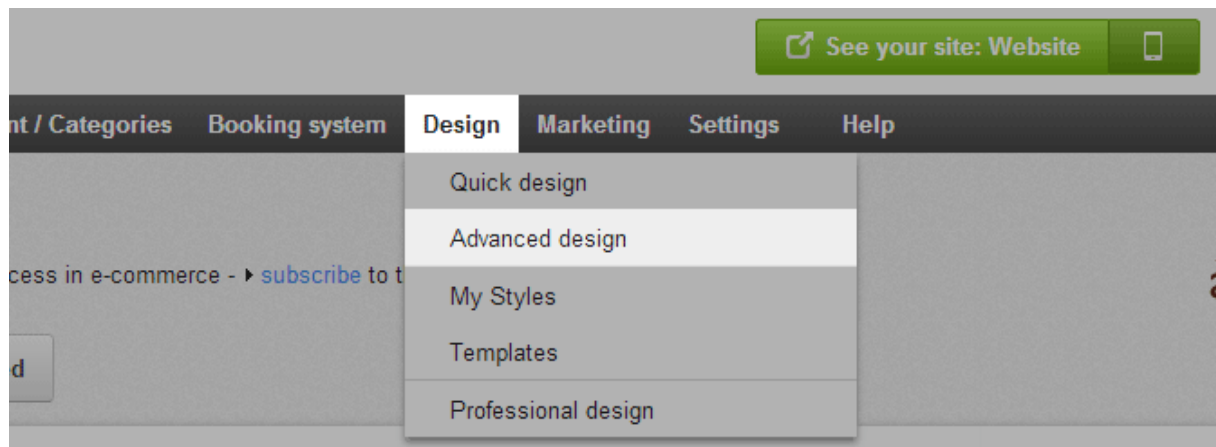
3. Select the set of icons that best matches the design of your online shop.

4. Select **Apply**.

The new icon set will now be displayed on your online shop.

How to define additional settings for the basket page element

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. In the preview, move the cursor over the basket page element and click on the pencil symbol to edit this page element.



3. Specify how the basket page element should be displayed.

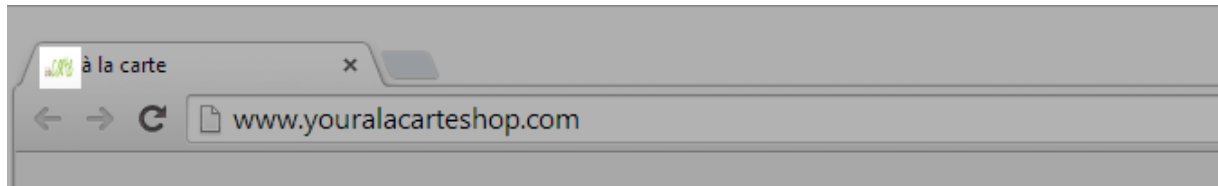
4. Select **Apply**.

5. Save the changes.

Your changes have now been applied.

How do I change the Favicon of my website?

A Favicon is a small image that is displayed to your website's visitors in various places in the browser. For example, it can be seen in tabs next to the website's title:

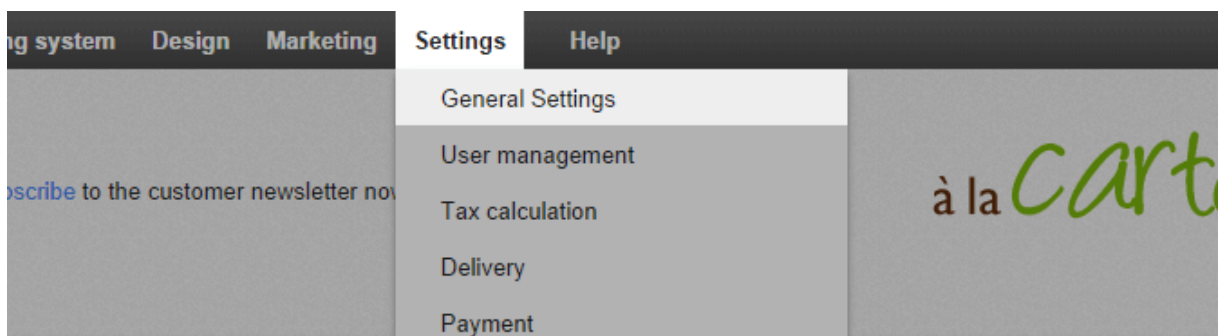


The Favicon for instance helps users find a website again quickly when they have several tabs open.

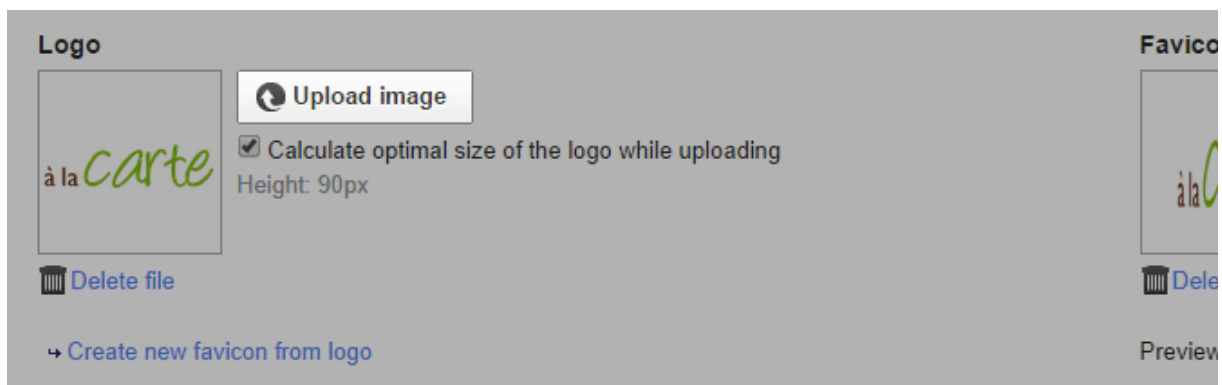
You can either create the Favicon from your website's logo or upload your own.

How to create a Favicon from your website's logo

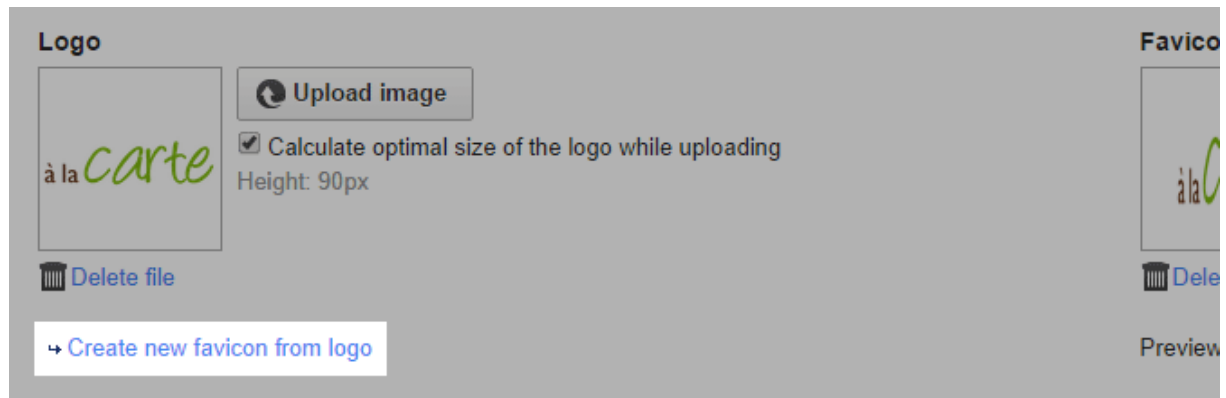
1. In the Administration area in the main menu, select **Settings** and then **General settings**.



2. If you haven't yet uploaded a logo, under **Logo** select **Upload image** and upload your logo.



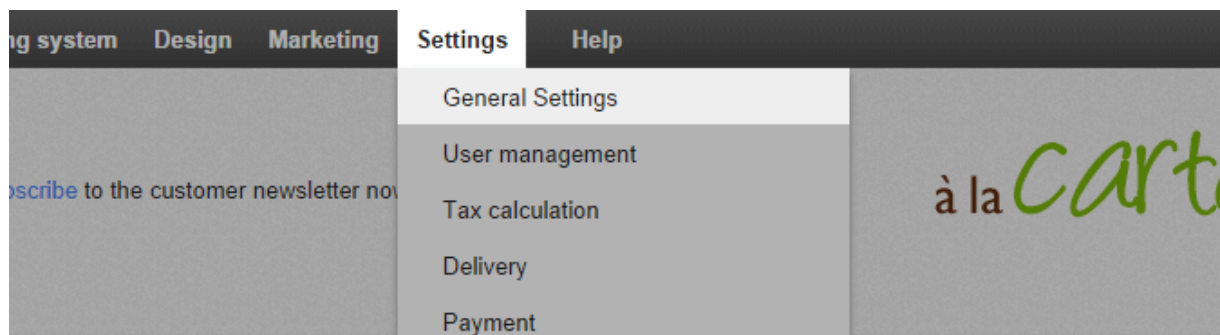
3. Under **Logo**, select the link **Create new favicon from logo**. Your own Favicon is shown on the right.



4. Save the changes.

How to upload your own Favicon

1. Prepare your own Favicon. It should be either 16x16 pixels or 32x32 pixels and the file format should be .ico.
2. In the Administration area in the main menu, select **Settings** and then **General settings**.



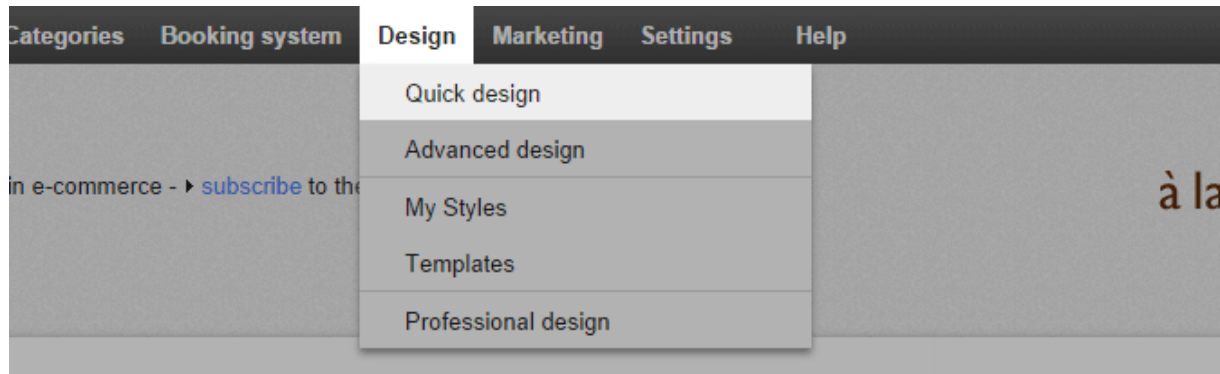
3. Under **Favicon**, select the **Upload image** button.



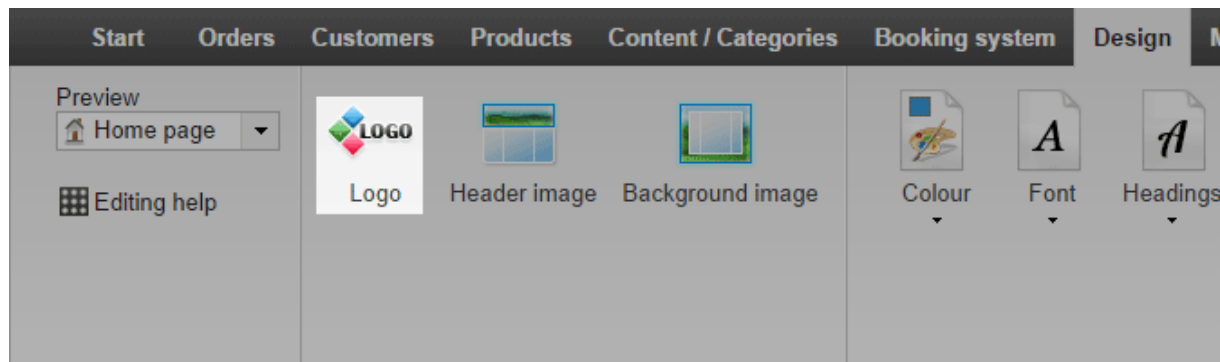
4. Select your Favicon file from your computer.
5. Save the changes.

How do I change the logo of my website?

1. In the administration area in the main menu, select **Design** and then **Quick design**.



2. Select **Logo**.



3. Select a graphic file that you wish to use as logo.

4. Select **Apply**.

You have now modified your logo.



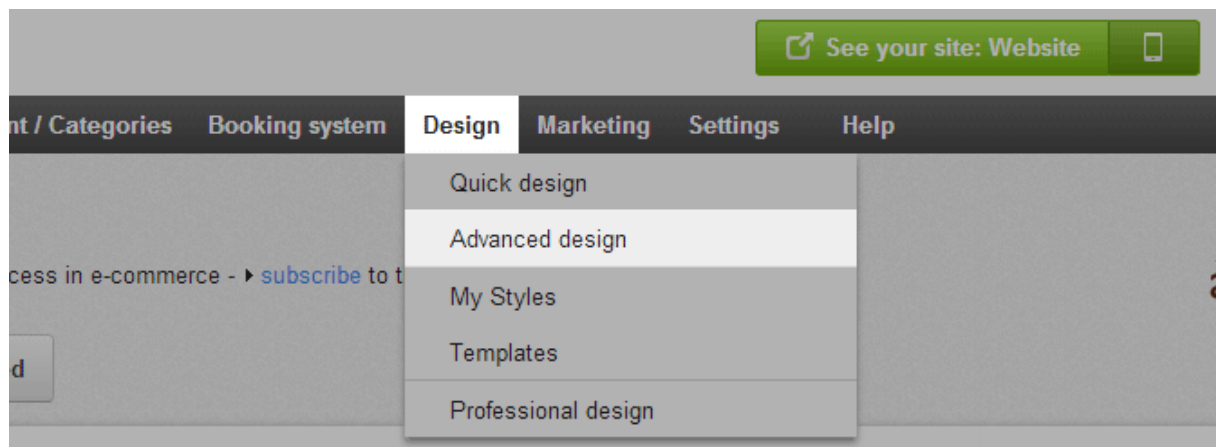
On your website, the logo is displayed as default in the Header 1 page area.

How do I incorporate the logo of a logistics provider?

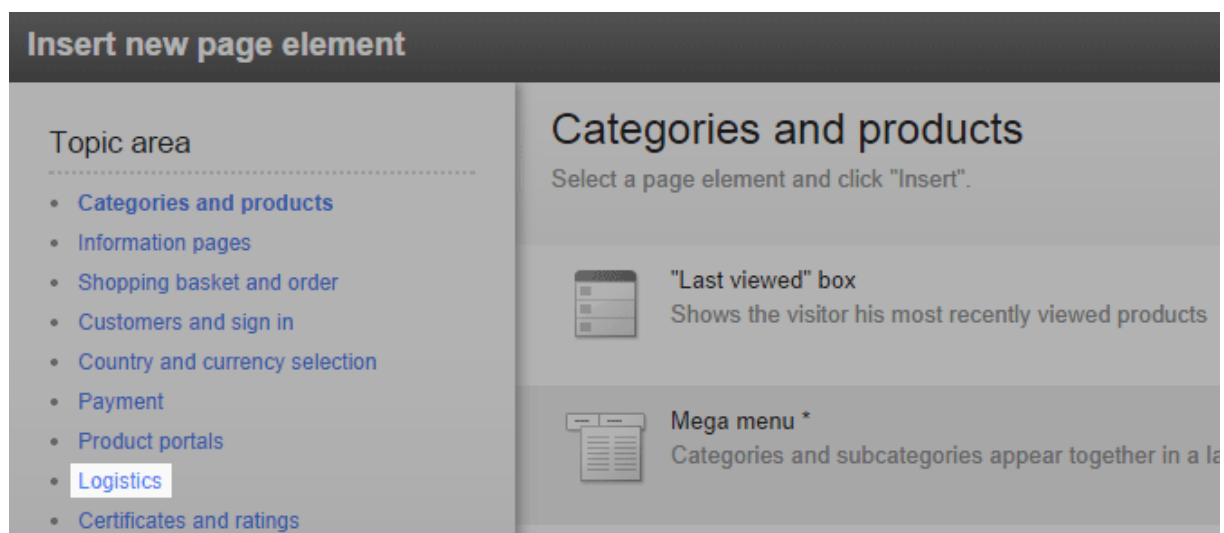
In your online shop you may incorporate the logos of logistics providers that are available for your customers. They can then immediately see which logistics providers they can use.

How to insert the logo

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Select the plus sign to insert a page element in the area of your choice.
3. On the left below **Topic area**, select the link **Logistics**.



4. On the right, select the logo of the logistics provider that you have integrated into your online shop.
5. Select **Insert**.

6. In the preview, you now see the newly inserted page element. You can position it with pixel precision. For more information, watch our tutorial video on this topic.

7. Save the changes.

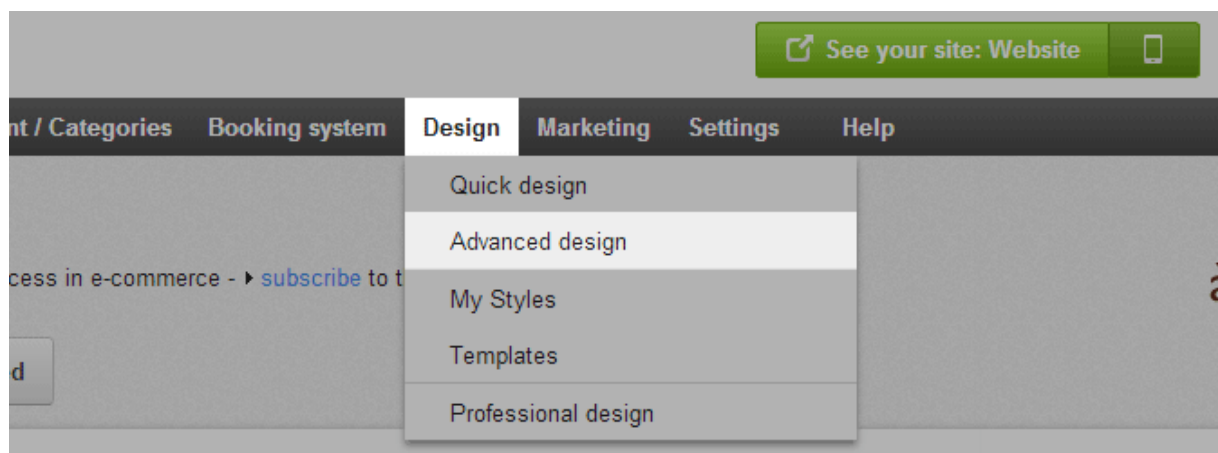
The logo will now be displayed at the desired location on every subpage of your online shop.


How do I incorporate the logo of a payment provider?

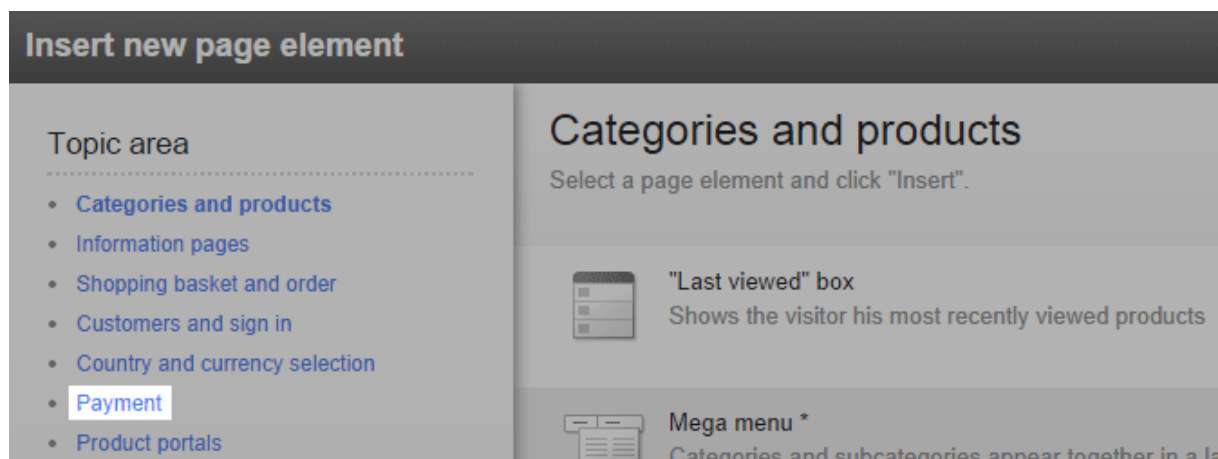
In your online shop, you may incorporate the logos of those payment providers that are available for your customers. They can then immediately see which payment methods they can use.

How to insert the logo

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Select the plus sign  to insert a page element in the area of your choice.
3. On the left below **Topic area**, select the link **Payment**.



4. On the right, select the logo of one of the payment providers that you have integrated in your online shop.

5. Select **Insert**.

6. In the preview, you now see the newly inserted page element. You can position it with pixel precision. For more information, watch our tutorial video on this topic.

7. Save the changes.

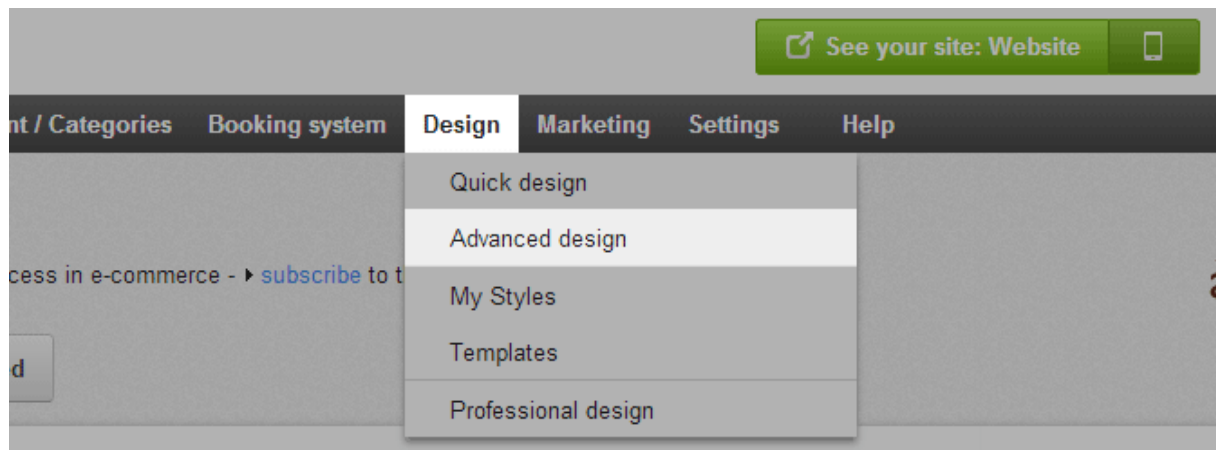
The logo will now be displayed at the desired location on every subpage of your online shop.


How do I incorporate the logo of a product portal?

In your online shop you may incorporate the logos of product portals available to your customers. They can then immediately see the product portals which they can use.

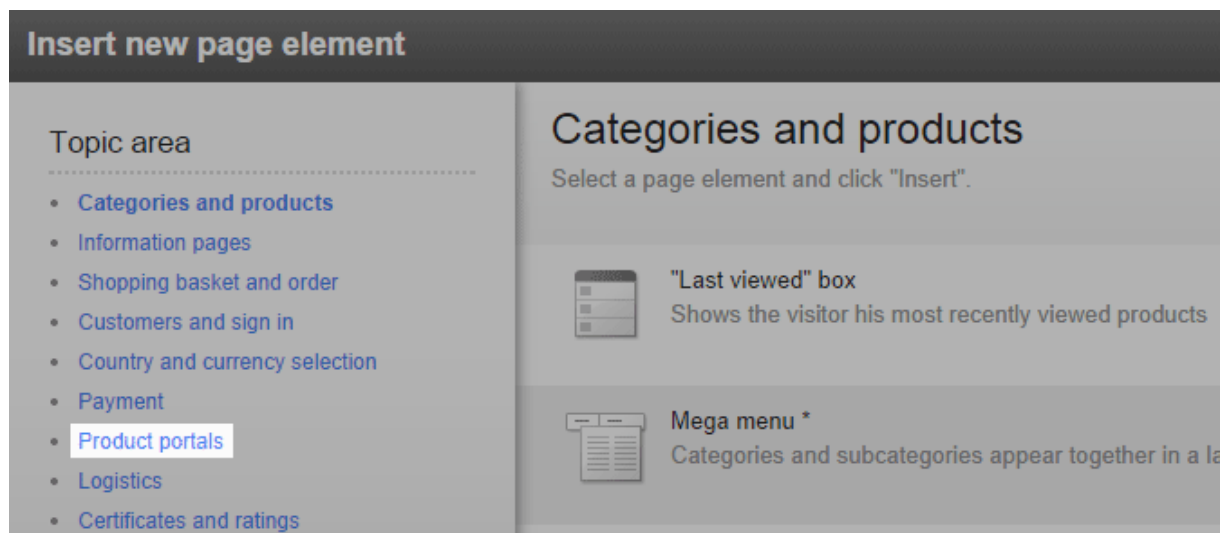
How to insert the logo

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Select the plus sign  to insert a page element in the area of your choice.

3. On the left below **Topic area**, select the link **Product portals**.



4. On the right, select the logo of the product portal that you wish to display.

5. Select **Insert**.

6. In the preview, you now see the newly inserted page element. You can position it with pixel precision. For more information, watch our tutorial video on this topic.

7. Save the changes.

The logo will now be displayed at the desired location on every subpage of your online shop.

How can I export a design / theme for my website?

1. In the administration area, in the main menu select **Design** and then **My themes**.
2. You will now see a list of designs created for your shop, which are also called Themes. The theme that is currently in use and displayed to visitors to your website is shown at the top. Click the **Export** button for the theme that you want to export.
3. If you have enabled several languages for your website, you can now select whether all of your website's languages should be exported in the export or just the language that is currently displayed.
4. Select **Export**.
5. Save the file on your computer.

The theme is now saved on your computer. Some more tips for importing might be displayed.

How can I import a design/theme for my website?

To import a design (also called a theme), you must have a previously exported theme with the file extension.style saved on your computer.

How to import a theme

1. In the administration area in the main menu, select **Design** and then **My themes**.
2. Select **Import theme** at the bottom of the page.
3. Select **Select file** in order to choose the file you want to import from your computer.
4. Use the option **Overwrite the start page during import** to determine whether text and embedded images should also be transferred from the imported design.
5. Select **Import**.

The design has been imported and is now displayed on the page.

How can I use my own CSS code for designing my website?

You can quickly and easily change the design of your website with quick design and advanced design. To make highly customised adjustments and serious changes, you can also use CSS code. CSS is a design language that is used on the majority of websites.

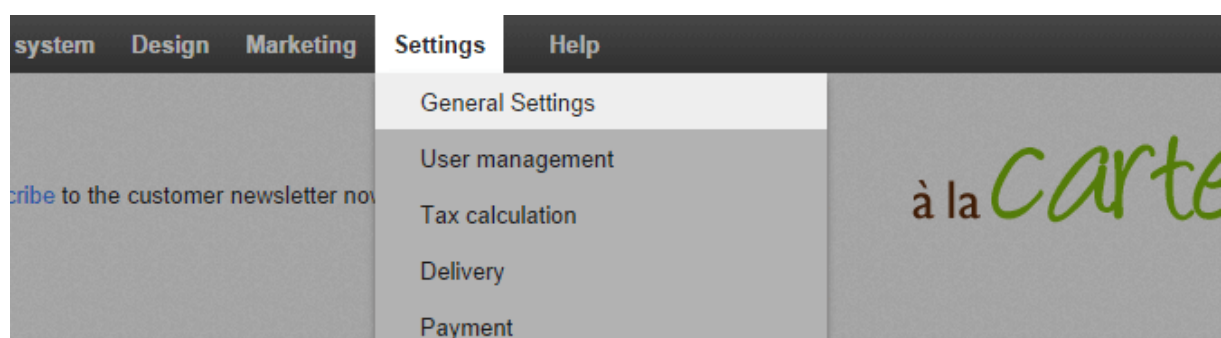


Only experienced users should enter their own CSS code. Each modification can affect the design and functionality of your website. Check your website carefully after all modifications. Please also note that the automatically applied updates of your shop may affect your website's program code. Therefore, after every update, check whether the CSS code you have entered still fulfils its purpose and whether the design or functionality has been affected by the update.

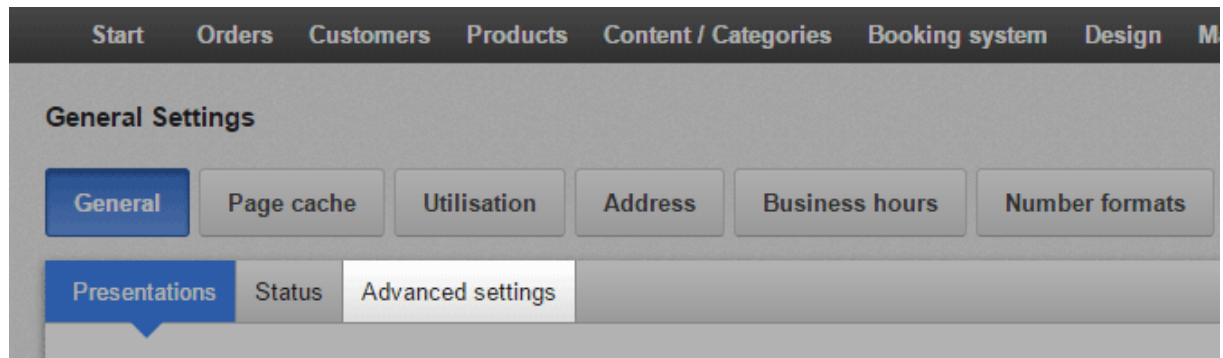
How to enter your own CSS code on your own website

Enter CSS code in the so-called HTML head area. Any code entered here is incorporated onto every individual subpage of your website.

1. In the administration area in the main menu, select **Settings** and then **General settings**.



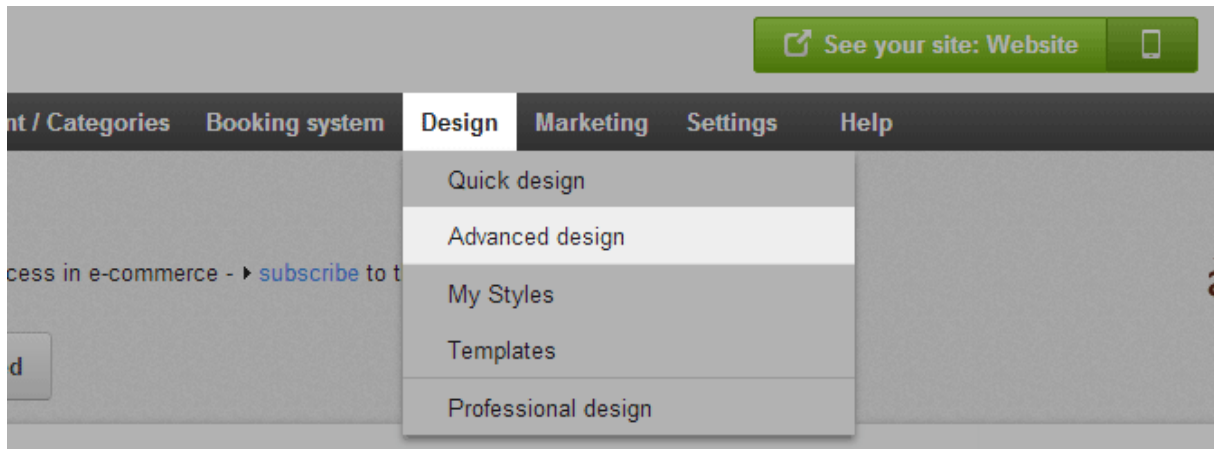
2. Select **Advanced settings**.



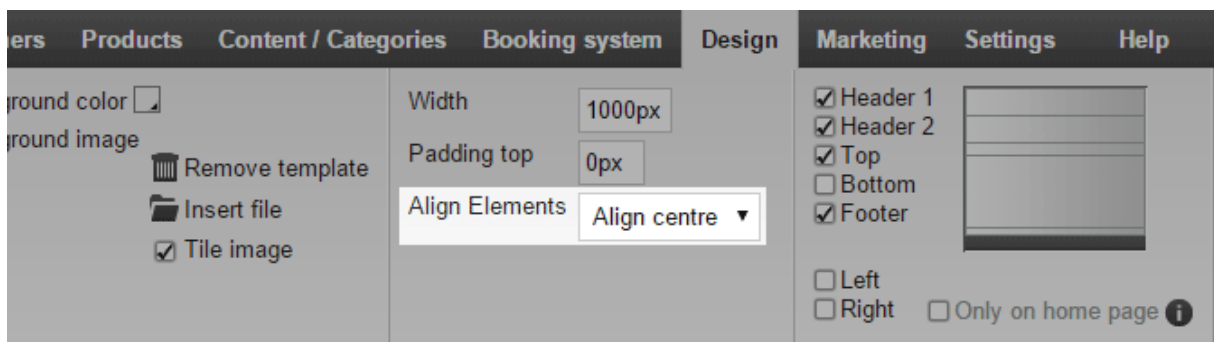
3. Enter the code into the **HTML head area** field.
4. Save the changes.

How do I change the alignment of my website?

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. On the multifunction bar above under **Align Elements**, select whether your website should be left-aligned, centred or right-aligned.



3. Save the changes.

Your website will now be displayed with the selected alignment.



Most websites nowadays are centred. Right-aligned websites are very rare.

How do I change the fonts on my website?

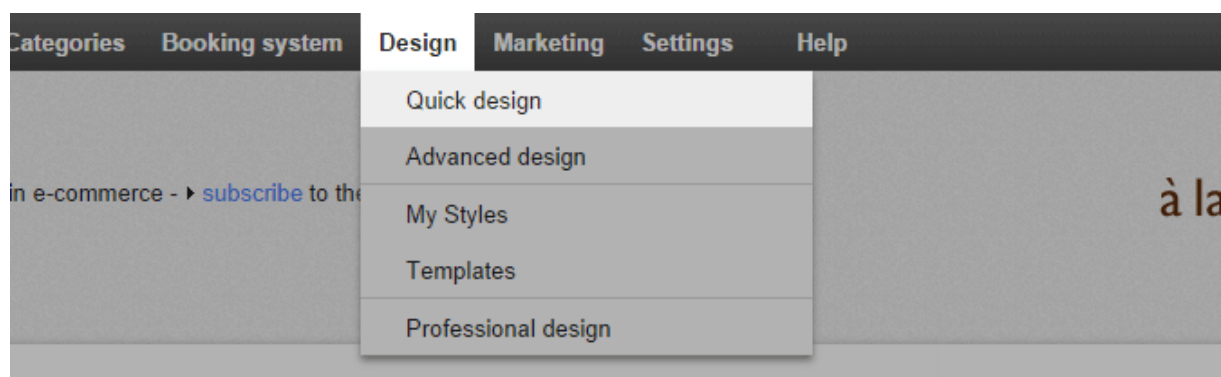
Many different fonts are available for your website. You can select fonts in several places in the administration area.

You should first pick the general fonts and then go into more detail.

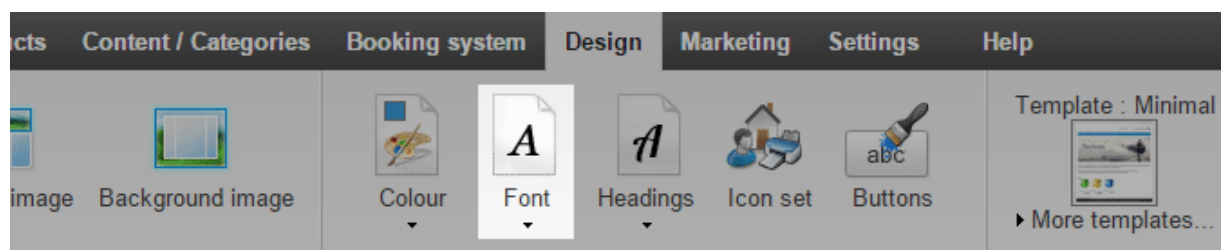
How to change the general fonts

If you change the general fonts, all text on your website will be displayed in the chosen fonts – except for certain text passages for which you may have already picked a different font (see below).

1. In the administration area in the main menu, select **Design** and then **Quick design**.



2. Select **Font** and pick a font from the list. This will be used for general text passages or product descriptions, for example.



3. Select **Headings** and pick a font from the list.



Here you have a wider choice of fonts, because some fonts are only suitable for headings. The font you choose will be used for the following elements, among others:

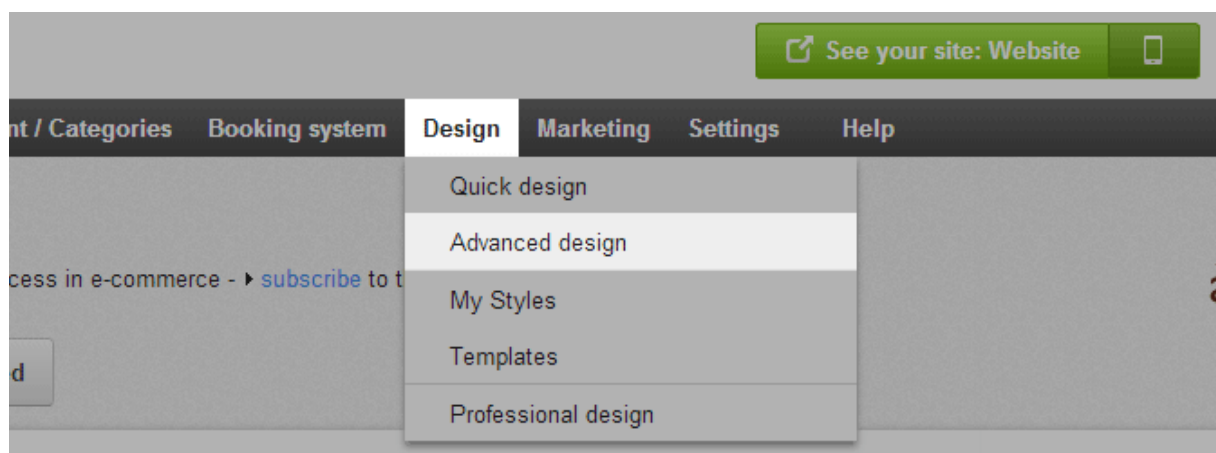
- Headings
- "Add to basket" button
- Tabs

The changes are now immediately visible on your website.

How to change the font for individual page sections

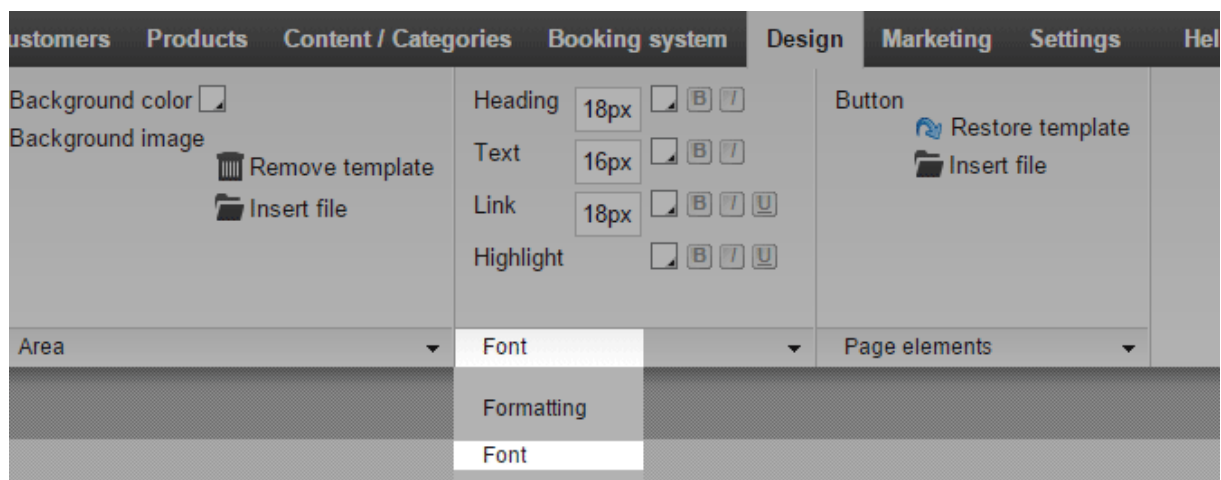
Your website consists of different page sections such as the header or the footer. You can select a different font for each section.

1. In the administration area in the main menu, select **Design** and then **Advanced design**.

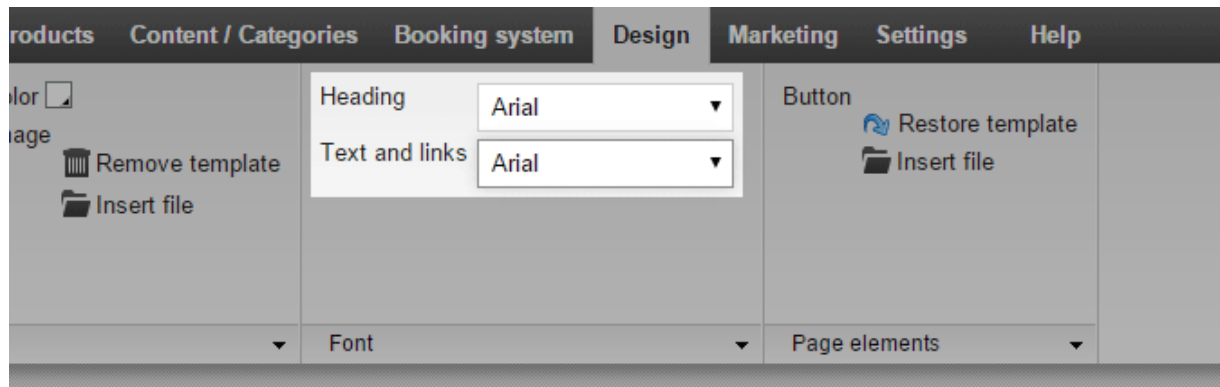


2. You will see a large preview of your website below. In the preview, select the page section you wish to edit. The page section will then be displayed with a red border.

3. In the multifunction bar above, select **Font** and then **Font**.



4. You can now select a font for **Heading** and **Text** and **links**.



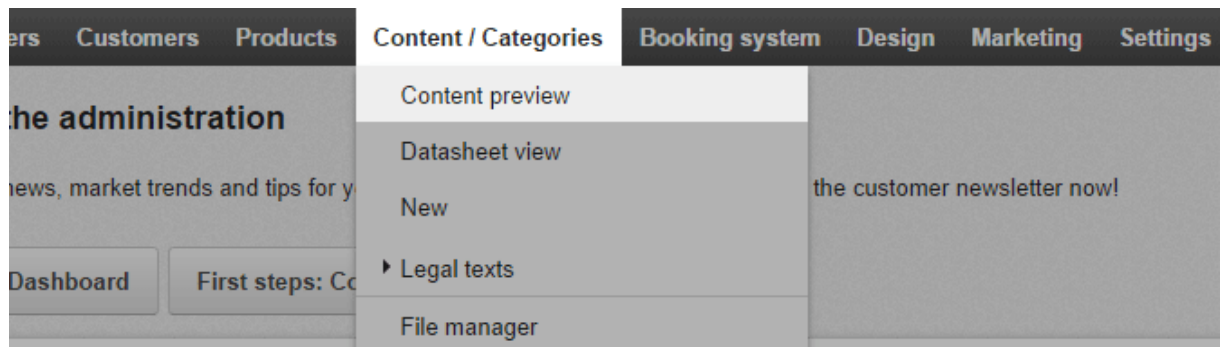
In the preview below you will immediately see the changes. Please note that the advanced design offers you fewer fonts than the quick design.

5. Save the changes.

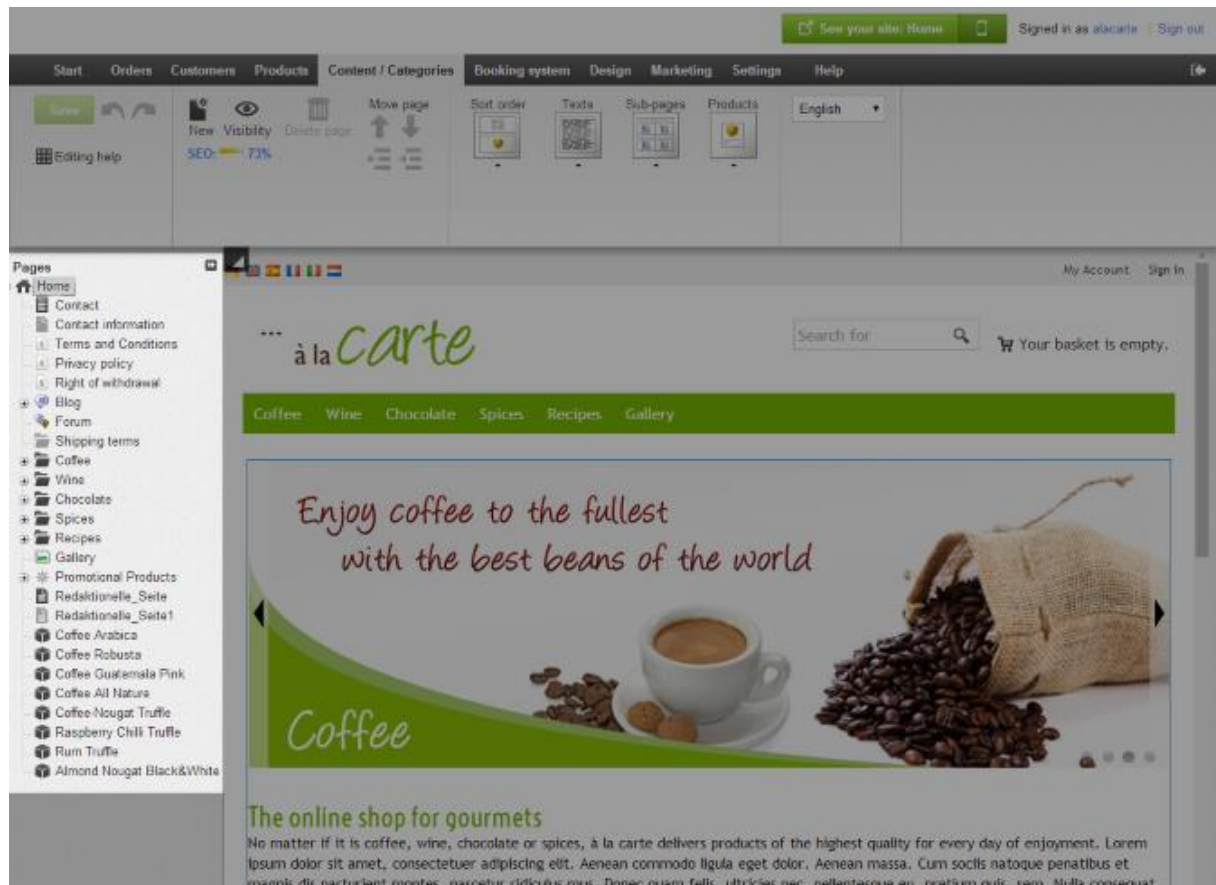
How to edit the font of individual text passages

For some text passages, you can pick the font individually.

1. In the administration area in the main menu, select **Content/Categories** and then **Content preview**.

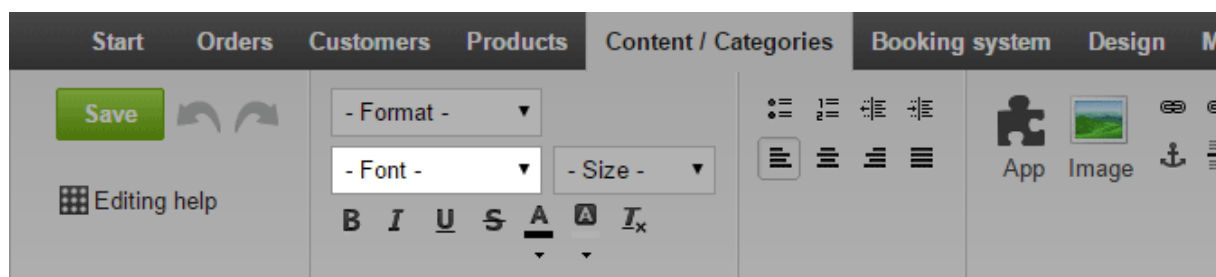


2. Select the subpage of your website that you want to edit from the page tree on the left.



3. In the preview, mark the text whose font you want to change. This does not work for all types of text. For example, the fonts of your website title or product names can only be changed via the quick design and advanced design (see previous sections).

4. Select **Font** in the multifunction bar and then pick the font.



In the preview below you will immediately see the changes. Please note that the content preview offers you fewer fonts than the quick design.

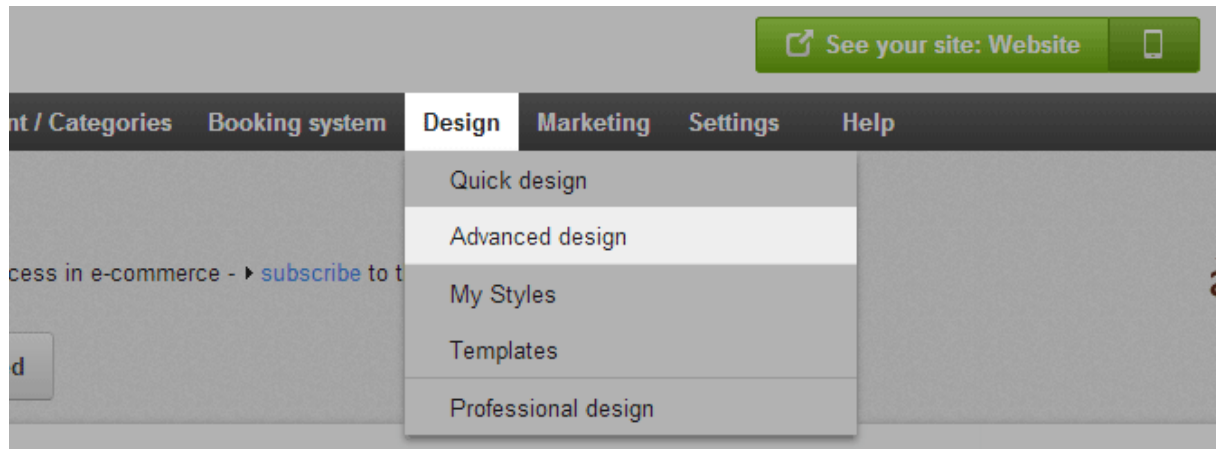
5. Save the changes.



When choosing a font, make sure all text on your website is easy to read.

How do I change the width of my website?

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. In the multifunction bar above under **Width**, enter the desired width of your website including the relevant unit of measurement.



Do not leave a space between the figure and the unit of measurement. You should enter the width in pixels or percent:

- By entering the width in **px** (pixels) you can define the exact width of your website. As a general rule, the width should not exceed 1000 pixels. For example, enter "1000px".
- By entering the width in **%** (percent), the width is adjusted relative to the size of the browser window. For example, enter "80%" if you want your website to fill 80 percent of the browser window.

3. Save the changes.

Your website now has the chosen width.

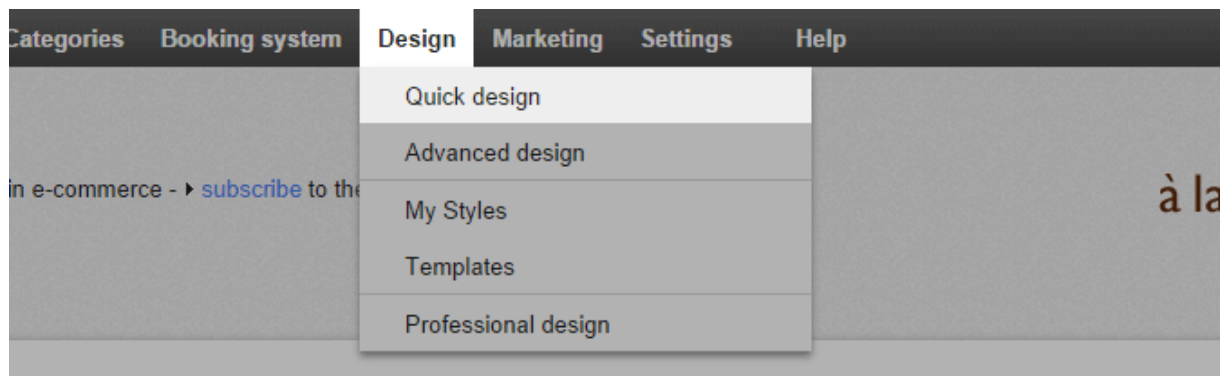
How do I design the buttons of my website?

There are buttons in different areas of your website. Examples include the "Send" button at the bottom of a contact form and the button which takes the customer from the shopping basket to the order process.

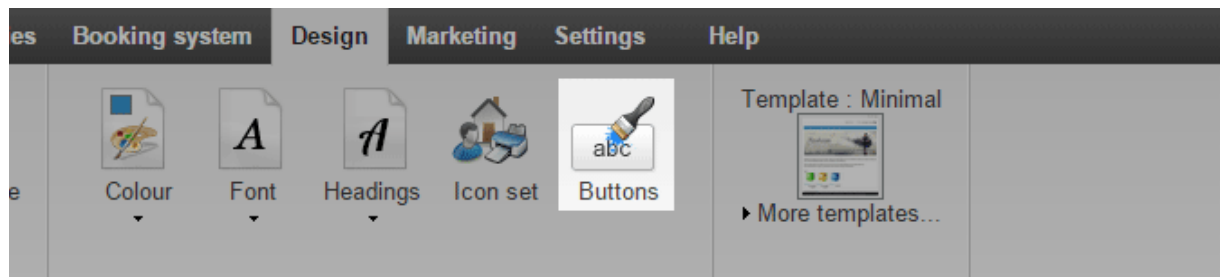
You can change the design of these buttons. Please note that the design of the "Add to basket" button should be changed separately. For more information, see How do I design the "Add to basket" button?

How to design the buttons on your website

1. In the administration area in the main menu, select **Design** and then **Quick design**.



2. In the multifunction bar, select **Buttons**.



3. A dialogue opens in which you can edit the buttons' design. Above it, there is a preview where you can see the changes instantly.

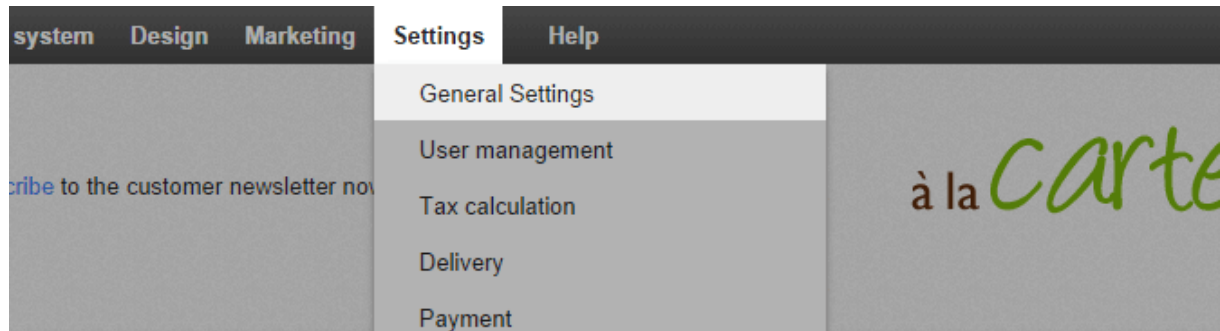
4. When you are happy with the result, select **Apply**.

Your changes have now been applied.

How do I optimise my website for mobile devices/smartphones?

Internet users are increasingly going online with their smartphones. You can determine whether your website is displayed to smartphone users in a simplified version that is optimised for mobile devices.

1. In the Administration area in the main menu, select **Settings** and then **General settings**.



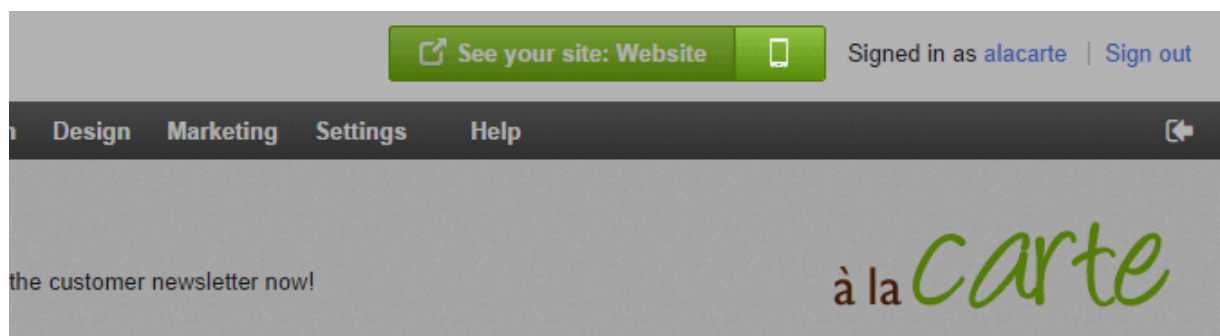
2. Under **Mobile view**, select how your website should be displayed to owners of smartphones:

| Option | Description |
|------------------------------|--|
| Optimised for mobile shop | Recommended for online shops. Products are displayed in a slider on the homepage. The shopping basket icon is located in the header. |
| Optimised for mobile website | Recommended for other websites. |
| Do not use | Smartphone users see the standard version, which is not optimised for mobile devices. |

3. Save the changes.

Previewing your website for smartphones

In the administration area of your website, click on the phone symbol at the top right.



You can now view how your website displays on standard smartphones.



Tablet users will always see the standard version of your website.

If a smartphone user deactivates the mobile view for websites in their browser, they will see the standard version.

It is worth activating the mobile version also in terms of search engine optimisation.

The right typography for your online shop

Designers often say that the text makes up 90% of a website's design. Whether or not that's true, textual aspects certainly contribute to the user experience. In this article you can read about the things to watch for with regard to text and learn how effective typography can improve your shop's conversion rate.

Appealing design, good-quality product images and user-friendly navigation: all these and many other factors can affect a user's experience of an online shop. When optimising their shops, however, many merchants tend to forget the major role played by text in the site design. Apart from enhancing the actual content of the copy, it's also very important that we consider the visual impression made by the text.

There are two main objectives to bear in mind concerning text design: firstly, it should contribute to the shop's overall visual style and, secondly, it should provide visitors with a straightforward, pleasant reading experience. This second aspect – readability – should always be prioritised.

Selection of fonts

When choosing fonts, there are several factors to consider.

Content

Not every typeface is suitable for every type of content. Certain fonts, for instance, have been explicitly developed for use in headings and can therefore only be used in limited ways for other types of content such as body copy or button labels.

Style

Some typefaces are very generic and neutral, whereas others project a distinctive, individual style. Important issues here are the target audience and the branding. For example, you wouldn't expect to see a clumsy, old-fashioned typewriter-style font used for an elegant bridal wear shop.

Font combinations

Typically, if two fonts are to be used, we distinguish between one typeface for headings and another for the body copy.

We'd recommend that you avoid using more than two different typefaces on your website. There's a simple reason for this: the more fonts you use, the harder it will be to combine the fonts effectively.

In any event, when selecting your typefaces you should aim to achieve a good level of contrast between the two styles, which should therefore not be too similar. Very often, a distinctive typeface, such as a serif font, works well in combination with a more neutral, generic font.

Of course there's no rule that says you have to mix two different typefaces. It can often be effective simply to use different styles of the same font – such as "Normal" and "Bold".

Other factors to consider

When designing text, you should follow certain basic rules:

- The text should be correctly formatted from a semantic point of view. In the ePages WYSIWYG editor, you can choose between different formatting options. For the body copy, you should always select the "Normal" font style. Top-level headings should be formatted as "Heading 1", the second-level headings one level down as "Heading 2", and so forth.
- If key words are emphasised (by being shown in bold, for example), they will not only stand out more for the reader, but search engines will also be able to capture the website content more easily and classify it correctly.
- The contrast between the type and the background should always be sufficiently clear. On a white background, for instance, light-grey text can be difficult to read.

Things to avoid

Even if modern tools offer us all kinds of options for manipulating text online, they should be used with caution. When aiming for legibility, the well-known rule applies: less is more. Below we've compiled a list of various options you should probably avoid:

- Changing the pre-set text colour and background colour for your shop theme
- Justifying or centering your body copy
- Modifying the predefined line spacing for your shop theme
- Mixing different font sizes within the body copy
- Using more than one alignment option
- Using too many format styles together (such as bold and italic)
- Strikethrough text (except to show where a higher price is no longer valid)
- Underlining text (apart from in links)
- Using upper and lower-case formatting in an unusual way

Getting started: Add products to your online shop

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

Adding a new product

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

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

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

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

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

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

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

Product settings

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

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

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

How do I add a new product?

You can offer various types of product in your online shop. Select the type of product you want to add in order to read the corresponding instructions.

- **Individual product:** A simple product
- **Product with variations:** A product available in different variations. For example, a T-shirt that comes in different colours and sizes.
- **Product bundle:** A set of related products on offer for a single price. For example, a blackboard sold together with a packet of chalk.
- **Downloadable product:** Non-physical products that customers can download after purchase. For example, music in the form of an MP3 file or an e-book as a PDF file.
- **Customisable product:** A product that can be customised by customers with their own texts or pictures. For example, a coffee mug with a design chosen by the customer.

Which ways can I add a new product?

There are three different ways to add a new product in the administration area of your online shop. Try them out for yourself to see which way you prefer.

Option 1

1. In the administration area in the main menu, select **Products** then **Products**.
2. Select the lower part of the **Add** button.
3. Select the type of new product.
4. Give further details of the new product.

Option 2

1. In the administration area in the main menu, select **Products** then **New** and then the type of new product. *Note: If you are in the datasheet view of a category, the new product is automatically assigned to that category.*
2. Give further details of the new product.

Option 3 (not suitable for product bundles or downloadable products)

1. In the administration area in the main menu, select **Products** then **Products**.
2. At the bottom of the table, enter the desired product number and other details if applicable such as the product name, list price and number in stock.
3. Save the changes.
4. The new product is now shown in the table. Select the product number to add further details to it.

How do I add a new individual product?

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. To add a new product, select the lower part of the **Add** button.
3. Select the type of new product – in this case, simply **Product**.
4. Enter all the basic information about the product on this page. You do not have to fill in all the boxes, but we recommend using the following settings:
 - **Product number (required field):** This is the product number in your shop.
 - **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures.
 - **Product name:** This is the name the product will be listed under in your shop.
 - **List price:** This is the price that the product will be offered for in your shop. Here you can enter a price in the currencies allowed in your shop.
 - **Tax class:** Select the right tax category for the product.
 - **Description:** This description is shown in the list view.
 - **Long description:** This description is shown on the product page.
 - **Stock level:** State how many of these products you have in stock.
5. Save the changes. You have now provided the most important information about the product. Now you can define other settings for this product on the subpages.
6. Select **Images**, upload images for the product and save your data.
7. Select **Categories**, pick the product category/categories and save your data.
8. Define other settings on the other subpages if necessary and save them.
9. When you have finished, select **General** and under **Product visible in shop** select the option **Yes** and then save.

The product is now available in the shop for your customers.

How do I add a new customisable product?

1. In the administration area in the main menu, select **Products** then **Products**.

2. The table shows an overview of all products in your online shop. To add a new product, select the lower part of the **Add** button and select the type of new product – in this case, a **Customisable product**.

3. Enter all the basic information about the product on this page. You do not have to fill in all the boxes. But you should make these settings:

- **Product number (required field):** This is the product number in your shop.
- **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures.
- **Product name:** This is the name the product will be listed under in your shop.
- **List price:** This is the price that the product will be offered for in your shop. Here you can enter a price in the currencies allowed in your shop.
- **Tax class:** Select the right tax class for the product.
- **Description:** This description is shown in the list view.
- **Long description:** This description is shown on the product page.
- **Stock level:** State how many of these products you have in stock.

4. Save the changes. You have now provided the most important information about the product.

5. You are now on the **Customisation** subpage. Here you can define the customisation settings. In the **Instructions** box, enter instructions for your customers on how to customise the product.

6. Using the option **Display preview image**, you can define whether your customers are shown a preview during customisation or not. The preview is necessary for customers themselves to be able to position text and pictures on the product. Not displaying the preview makes sense for products for which the customer already knows the customisable areas, such as on ballpoint pens. If you are not going to display a preview, skip to step No. 10.

7. Select **Upload image** to add an image to this product if you have not already done so. Otherwise the image displayed will be the one you find on the Images subpage under *Zoom function, Two columns*. Make sure the image is suitable as a template for customisation.

8. Now add customisable areas so that your customers can place text and images on the preview picture. This is how you define which areas of the product can be customised. To add a new customisable area, drag & drop one of the grey squares onto the preview image. Then you can drag & drop the area to move it or click one of

its edges while holding down the left mouse button to make it larger or smaller. You can define a maximum of five customisable areas.

9. Go to **Possible operations for text fields and image selection** to define whether the customer can position, resize or rotate text and images.

10. To allow a product to be customised, there must be at least one text box or image selection. The customer can then use these to define the text or images to be displayed on the product. There can be a maximum of five text boxes and images for selection.

Select **Add text field** or **Add image selection**. Then give the field a name and create settings for this field on the right.

Settings for text boxes: You can define whether text boxes have one or more lines. In **Length limit**, define how many characters the customer can enter in this text box. Select **Define fonts** to change the fonts for all customisable products of this product type.

Settings for image selection: You can define the minimum image size that the customer can upload. Please note that small pictures are often unsuitable as for printing. Select **Define file formats** to change the permitted file formats for all customisable products of this product type.

11. Save the changes.

12. Select **Categories**, pick the product category/categories and save your data.

13. Define other settings on the other subpages if necessary and save them.

14. When you have finished, select **General** and under **Product visible in shop** select the option **Yes** and then save.

The product is now available in the shop for your customers.

How do I edit product descriptions?

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table shows an overview of all products in your online shop. Select a product from the table or create a new one.
3. Now you can edit the product. Under **Description** you can edit the description that is shown in the list view. Under **Long description** you can edit the description that is shown on the product page.
4. Save the changes.



If you offer your website in multiple languages, you should enter the content in all these languages.

How do I add a new downloadable product?

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. To add a new product, select the lower part of the **Add** button and select the type of new product – in this case, a **Downloadable product**.
3. Enter all the basic information about the product on this page. You do not have to fill in all the boxes, but we recommend using the following settings:
 - **Product number (required field):** This is the product number in your shop.
 - **Product visible in shop:** Switch your product to visible only after you have completed all settings and uploaded pictures.
 - **Product name:** This is the name the product will be listed under in your shop.
 - **List price:** This is the price that the product will be offered for in your shop. Here you can enter a price in the currencies allowed in your shop.
 - **Tax class:** Select the right tax class for the product.
 - **Description:** This description is shown in the list view.
 - **Long description:** This description is shown on the product page.
4. Save the changes. You have now provided the most important information about the product.
5. You are now on the **Downloads** subpage. Here you can define which files the customer will receive upon buying this product. You can either upload files or link to a file already online at a particular URL.
 - To upload one or more files, select **Upload files**. Select the file(s) from your computer.
 - To link to a file that is already online, select **Attach file...** Enter the address of the file and select **Apply**.
6. If the file is to be available for downloading for a limited time after purchase, go to the **Maximum availability for download** option and enter the number of days the download should remain available for.
7. If you want to limit the number of downloads per purchase, go to the **Number of possible downloads** option and enter how many downloads should be possible. For example, if you enter 5 here, the buyer can download the file five times only. After that, the link will no longer work.
8. Save the changes
9. Select **Images**, upload images for the product and save your data.

10. Select **Categories**, pick the product category/categories and save your data.
11. Define other settings on the other subpages if necessary and save them.
12. When you have finished, select **General** and under **Product visible in shop** select the option **Yes** and then save.

The product is now available in the shop for your customers.



If the file on offer is an MP3 file, a brief listening preview will be created which your customers can listen to before buying. You can also create a preview for other types of files.

How to define when the customer can download the file(s)

You can define when the customer receives the download link by email: either whether the order status is "paid" or right after completing the order.

1. In the Administration area in the main menu, select **Settings** and then **Product settings**.
2. Select **Downloadable products**.
3. Select when the customer should receive the link.
4. Save the changes

How do I add a preview for a downloadable product?

If you are selling certain kinds of downloadable products in your shop (like e-books or MP3s), you can offer your customers a preview of these products. This gives them an idea of the product quality before purchase.

For MP3s, your shop system automatically creates a sample for your customers to listen to. You have to create a preview yourself for all other types of file. For example, if you want to sell an e-book as a PDF file, you can create a PDF preview file of a few sample pages from the e-book.

Setting up a preview for the product type

To be able to upload preview files, first you must set a product attribute for the desired product type.

An example: You sell e-books in your shop. In the administration section of your shop, these are always allocated to a product type also called "e-books". To be able to upload preview files for these products, first you must create a product attribute for the "e-books" product type.

1. In the administration area in the main menu, select **Products** then **Product types**.
2. The table displays all product types currently set up in your online shop. Select the ID of the product type you want to enable a preview of.
3. Select **Attributes**.
4. The table displays all attributes currently set up for these product types in your online shop. In the last line of the table, enter the ID "Preview" and the name "Preview".
5. Select the **File** option in **Type**.
6. Save the changes.

You can now upload preview files for products of this product type.

How to upload a preview file for a downloadable product

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.
3. In the **Attributes** section, check whether the **Product type** has been set for the product you have created a preview for. If not, select the right product type and save the changes.
4. You will now find the "Preview" attribute you created in the **Attributes** section. Pick **Select file** to upload the preview file for this product.
5. Save the changes.

Your customers will now see the preview file on the corresponding product page.

How do I set a product to visible?

By default, newly created products are not visible in your shop. This means that you can make all the settings for the product before you make it visible.

How to set a product to visible

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table displays all the products of your online shop. Select the product that you want to set to visible in the left-hand column of the table.
3. Select the lower part of the **Visibility** button at the top and select **Set visible**.

The product is now set to visible.



If visitors to your online shop enter the exact address for an invisible product or follow an old link to this product, they can see the product, but cannot order it.

How can I duplicate a product?

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table displays all the products of your online shop. Select the product that you want to duplicate in the left-hand column of the table.
3. Select the **Duplicate** button at the top.

The product is now duplicated. The new product is not initially visible in your online shop.

What are reference units and how do I use them?

Reference units enable your customers to easily compare the price of products with different quantities. You can specify a reference unit for each product.

In the following example, we will set the reference price for a bottle of wine. The bottle contains 700 ml. To help customers make an easy price comparison, the converted price for a litre of the wine is shown on the product page as a reference.

The result then looks like this:



How to set the reference unit for a product

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.
3. In the **Detailed quantity and price information** section, enter a number in the field besides **Reference unit** – in our example "1".
4. Besides that field, select the unit – in our example "litre(s)".
5. In the **Amount in product** field, enter the quantity contained in the product – in the example, 0.7 litres.
6. Save the changes.

The reference price is now displayed on the product page in your online shop.

What are shopping lists and how do customers use them?

Registered customers can use shopping lists to bookmark products, orders or the current contents of the shopping basket for later. For example, if a customer finds a product they like in your online shop, they can put it on one of their shopping lists using the link **Add to shopping list** on the product page.

If the customer logs in again later, they can find their shopping lists under **My Account**.

This is particularly convenient for customers who often order the same products. By putting these products on a shopping list, they can put them all in the shopping basket together later with one click.

Shopping lists are enabled in your shop by default.

How to set whether customers can use shopping lists

1. In the Administration area in the main menu, select **Settings** and then **Product settings**.
2. Select **Shopping lists**.
3. Under **Offer shopping list functionality**, specify whether customers can use shopping lists.
4. Save the changes.

How do I add product images?

Appropriate product images are important for the success of your online shop. The product images are displayed at different points in your shop – for example on the product pages or in product lists. You can provide several images in different sizes for each product.

Generally, the greater the resolution of the uploaded images, the better the images looks when enlarged or viewed on high-definition devices.

How to add product images

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.
3. Now select **Images**.

On this **Product image** subpage and the **Gallery/Slideshow** subpage you can now upload images.

Below the different kinds of images that you can use will be explained.

The standard image

On the subpage **Product image** select the button **Upload image** to upload a standard image for this product. It is automatically applied to all other views (see next section). Any existing images for other views are overwritten.

Images for different views

On the **Product image** subpage click the link **Advanced settings** to upload images for other views. If you have uploaded a standard image for this product, this image is automatically applied to the different views so that normally you do not have to make any changes here.

In the following table you can see at what point in your shop which image is displayed.

| Image | Where is it displayed? | Notes |
|---|---|---|
| One column, Small boxes | <ul style="list-style-type: none"> In product lists when the Single column or Small boxes layout is selected | |
| Detail page, Magnified view, Three columns, Four columns | <ul style="list-style-type: none"> On the product page as the main image In product lists when the Three column, Four column, Cover flow effect product layout is selected | <ul style="list-style-type: none"> From a certain size, this image is displayed to your customers in smaller format. It is therefore optimised for retina displays (e.g. on iPhones). You can set the maximum image size for the magnified view in the Administration area under Settings >> Product settings. |
| Zoom function, Two columns | <ul style="list-style-type: none"> On the product page when the customer clicks on the product image In product lists when the Two column product layout is selected On the product page when the zoom function is activated and the user moves the cursor over the image | <ul style="list-style-type: none"> You can switch the zoom function on and off under Settings >> Product settings. You can also define the size of the zoom window here. |
| Large boxes, Promotional products box | <ul style="list-style-type: none"> In product lists when the Large boxes product layout is selected In the Promotional products box page element | |

Images for the gallery/slideshow on the product page

On the product page you can display several images in a gallery or slideshow.

You upload the images for this on the **Gallery/Slideshow** subpage.

1. Select **Upload image** to upload an image. Repeat this step until all images are uploaded.
2. In the **Visible** column, select which images should be displayed in the Gallery/Slideshow and save the changes.

3. In the **Sort order** column, specify in which order the images should be displayed.

The gallery/slideshow is now set up.



The first image in the gallery/slideshow is displayed on the product page as the main image, instead of the *Detail page, Magnified view, Three columns, Four columns* image.



Define the layout of images on the product detail page using product types.

What are promotional products and how do I use them?

Customers love to save money. Take advantage of this by offering special offers or launching seasonal campaigns regularly. The products that you offer as part of these promotions are called promotional products. You can display your promotional products on every page of your online shop or on a separate page.

How to determine the promotional products in your shop

1. In the administration area in the main menu, select **Products** and then **Promotional products**.
2. The table shows an overview of the promotional products in your shop. Select the button **Assign products** in order to add products.
3. A dialog opens with the products of your shop. In the table, select in the first column the products that you wish to use as promotional products. Where necessary, use the search at the top right in order to find the desired products.
4. To view all selected products, select **Selected elements**.
5. **Apply** the changes.

How to remove products from the list of promotional products


1. In the administration area in the main menu, select **Products** and then **Promotional products**.
2. The table shows an overview of the promotional products in your shop. In the first column of the table, select the products that you wish to remove from the list of promotional products.
3. Select the button **Remove assignment**.

The selected products are now no longer promotional products. However, they have not been deleted.

How do I display my promotional products in my online shop?

You can define promotional products for your online shop – for example products that are currently on special offer. You can either display promotional products on every subpage of your shop, or just on an individual page.

How to display your promotional products on every page

1. In the administration area in the main menu, select **Design** and then **Advanced design**.
2. In the page area where you want the promotional products to appear, select the plus icon .
3. Under **Categories and products** on the right select one of these two options:
 - **Promotional products box:** A box is added in which the promotional products are displayed.
 - **Link to the promotional products:** A link to your promotional products is added.
4. Select **Insert**.
5. If you have selected **Promotional products box**, now define the settings, such as font or background colours, for this page element and select **Apply**.
6. In the preview, you now see the newly inserted page element. You can position it with pixel precision. For more information, see our [tutorial video](#).
7. Save the changes.

Your promotional products or the link will now be displayed at the desired location.

How to display your promotional products on an individual page

1. In the administration area in the main menu, select **Content/Categories** and then **New**.
2. Under **Type**, select the option **Promotional products**.
3. If necessary, specify another name under **Name**.
4. Leave the option **No** selected under **Visible**. This lets you edit the page before visitors can see your website.
5. Select **Insert**.
6. Check on the left in the page tree whether the page has been inserted in the correct location. If not, use the **Move page** buttons in the multifunction bar.
7. Determine how the page is to be displayed with the **Sort order**, **Texts**, **Subpages** and **Products** options.
8. In the Preview you can edit the framed areas of the page if you wish – for example, to add your own text. Save the changes.
9. Once you have finished editing your page, select **Visibility** in the multifunction bar.
10. For **Visible** select the option **Yes**.
11. Under **Visible in the menu**, choose whether the page is to be visible in the menu.
12. Apply the changes.
13. Save the changes.

The promotional products page is now visible on your website.

How do I display product information on tabs?

One of the basic principles of eCommerce is: Provide your customers with all the information they need about your products. But the more information you include, the more confusing your product pages can become. To provide more of an overview, you can display product information on tabs.

Here one example of a product page where product information is displayed on tabs:



How to determine what product information is displayed on tabs

You define what product information is displayed on tabs using product types.

1. In the administration area in the main menu, select **Products** and then **Product types**.
2. The table shows an overview of all product types created in your shop. Select the ID of the product type you want to edit.

Or create a new product type at the bottom of the table by entering an ID and a name for it and then saving it. Then select its ID.

3. Select **Attributes**.

4. The table displays all the attributes associated with this product type. An example: For t-shirts, possible attributes would be "Description", "Sizes" and "Care instructions". Please note that only attributes of the type "Text" or "Language-dependent text" can be displayed on tabs. Select the ID of the attribute that should be displayed on a tab.

Or create a new attribute at the bottom of the table by entering an ID and a Name for it and choosing a Type. Then save it and select its ID.

5. For the option **Display on own tab**, select **Yes**.
6. Do you want to display specially formatted text or elements such as images and videos? Then for **Support HTML formatting** select the option **Yes**.
7. Save the changes.
8. To display other attributes on tabs, at the top under the main menu select the ID of the

product type and repeat steps 4-7.

9. If the product type contains several attributes, you can define the order in which they are displayed to the customer.

The required attribute is now shown in a tab on the product page.

How to add text to a tab

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table displays all the products of your online shop. Select the product number of the product for which you want to add text to a tab.
3. Does the product already have the right product type? If not, under **Attributes** select the right product type and save the changes.
4. Now under **Attributes** you can see a field for the tab. Enter the text here.
5. Save the changes.

The text entered here is now displayed on the product page on the tab.



If you offer your website in multiple languages, you should enter the content in all these languages.

How do I assign a product to a category?

How to assign an individual product to a category

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.
3. Select **Categories**.
4. Select **Assign categories**.
5. On the right you can see all categories and subpages of your online shop. Tick each category/subpage you wish to assign the product to.
6. Use the option **List the current product in the selected categories first** if necessary.
7. Select **Apply**.
8. If you have assigned the product to several categories, you can sort them. Sorting is done for the following reasons:
 - The first category is shown in the navigation history (breadcrumb) of the product page if the product is not called up via a category page.
 - The function "Also search this category:" on the product page uses the order you have determined.
9. Save the changes.

The product is now added to the desired categories.

How to assign several products to the same category

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table shows an overview of all products in your online shop. In the left-hand column, select the products that you wish to assign to the category.
3. Select the lower part of the **Assign** button and then **Assign to category...**
4. Select the desired category from the **Category** option.
5. Select **Assign**.

The products are now added to the desired category.

How do I insert coupon codes into a newsletter?

If you want to send your customers' individual coupon codes by newsletter, you can get your shop software to automatically generate and insert these codes.

1. In the administration area in the main menu, select **Marketing** and then **Newsletters**.
2. In the table, select the ID for the newsletter campaign that you wish to edit.
3. In the table, select the ID for the newsletter that you wish to edit.
4. Make sure that the most important basic settings for the newsletter (marked with a red *) are filled in.
5. At the bottom, in the **Coupon campaign** option, select the campaign for which you want to insert the coupon codes into the newsletter. I
6. You now have two options for inserting the coupon codes:
 - Enter *#CouponCode* into the **Text** box as a placeholder in the desired place. An individual coupon code for each recipient will later be inserted into this space.
 - Move the cursor in the **Text** box to the desired place and select the **Insert coupon template** button. The following data will be automatically inserted:
 - The name of the coupon campaign
 - The description
 - The discount offered in the coupon
 - The individual coupon code
7. Save the changes.

Now when you send the newsletter to your customers, each recipient will receive their own individual coupon code.

What is the original price and how do I change it?

The original price lets you compare the current selling price of a product with a previous price. This lets you highlight price reductions or special offers. Here is an example of what an original price could look like in your online shop:



How to enter an original price for a product

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.
3. In the **List price, Order unit, Tax class** section, next to the list price enter the original prices in the **Original price** column for the individual currencies.
4. Save the changes.

How to define how original prices are displayed

1. In the administration area in the main menu, select **Settings** and then **Product settings**.
2. Now select **Texts**.
3. At the bottom in **Text in front of original price**, enter the text to be displayed before the original price.
4. Using the option **Strike out original price**, determines whether the original price should be

shown as crossed out.

5. In **Display saving**, select whether the customer should see the saving as an amount, a percentage or not at all.

6. Check the preview at the bottom.

7. Save the changes.

How do I record the weight of a product?

You make this setting for the relevant product on the subpage **General**. To get there, select **Products** in the administration area in the main menu and then **Products**. Then select the product number of the product you want to edit.

1. In the **Delivery details** section, enter a number in the **Delivery weight** field and select a unit of measurement (e.g. "kilogram"). Remember that the delivery weight is the weight of the product and the packaging.

2. Save the changes.



You can determine whether the delivery weight is displayed to your customers on the product page. In the administration area in the main menu, select **Settings** and then **Product settings** and use the option **Display shipping weight in shop**.

If you have set up a delivery method in your shop where the delivery costs depend on the weight of the order, the delivery weight you have entered will be used as a basis for calculating the delivery costs.

How do I mark products as "New"?

You can mark individual products in your online shop as "New". All products marked in this way will then have the word "New" next to the product name throughout your shop.

For example:



You make this setting for the relevant product on the subpage **General**. To get there, select **Products** in the administration area in the main menu and then **Products**. Then select the product number of the product you want to edit.

How to mark a product as "New"

1. In the **Purchasability** section you have the following options with the **Mark as "New"** option:

- **Mark product for an indefinite time:** Select **Yes** for this.
- **Mark product until a specific date:** Select **until** and enter a date next to this, or choose the calendar icon to specify a date. When this date expires, the product will no longer be marked as "New".
- **Do not mark product:** Select **No**.

2. Save the changes.

How to mark several products as "New" at the same time

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. In the left-hand column, select all the products you want to mark as "New".
3. Select the lower part of the button **Mark "New"** via the table and then **Set "New" mark**.
4. To remove the marking "New", select the products, select the lower part of the button **Mark "New"** via the table and then **Delete "New" mark**.

The selected products are marked as "New" until you remove the marking again.



If the filter search is enabled in your shop, your customers can, if they wish, display only those products marked as "New" on the search results page.

What is the stock level / minimum stock level and how do I use it?

What is the stock level?

The stock level indicates how many items of a product you still have in stock. You can determine an individual stock level for each individual product in your shop (with the exception of product bundles and downloadable products).

When orders come in, the stock level is automatically updated by your shop system. An example: You have specified the stock level of 15 pieces for a product. If the product is ordered three times, the stock level is now 12 pieces.

The stock level not only gives you an overview of your stock, but is also used for the availability indicator in your shop. If, for example, the stock level of a product is 0, this means that it is sold out.

What is the minimum stock level?

You can also define a minimum stock level for each product (except for product bundles and downloadable products). This is the level from which a product needs to be re-ordered. The minimum stock level should not be less than the minimum order quantity.

How do I set the stock level/minimum stock level for a product?

You make this setting for the relevant product on the subpage **General**. To get there, select **Products** in the administration area in the main menu and then **Products**. Then select the product number of the product you want to edit.

Enter the relevant values in the **Stock and delivery time** section into the **Stock level** and **Minimum stock level** fields and save the changes.

Special cases

- **Product bundles:** You cannot specify any stock level or minimum stock level for these (see note above on product bundles).
- **Downloadable products:** You cannot specify any stock level or minimum stock level for these either.
- **Variation products:** If you create the stock level and minimum stock level for a new product with variations, they are applied to all variations. You must, however, maintain the stock level separately for each individual variation product. You do this by calling up the main product in the administration area, then selecting the subpage Variations and then selecting the item number of the variation product. Now you can enter the relevant values here in the Stock and delivery time section into the Stock level and Minimum stock level fields.

How do I make availability settings?

Under **Settings >> Product settings >> Availability** you can make various settings for product availability in your shop – for example, what message should be shown to customers if a product is sold out and whether customers can still order the product.



The stock level and minimum stock level in the case of product bundles is based on the smallest values of the individual products. For example, if you sell a bundle with a PC (stock level: 15) and a mouse (stock level: 9), the stock level for this bundle is 9.

Downloadable products have no stock level or minimum stock level.

In the case of products with variations, you must maintain the stock level separately for each individual variation product.

If you give an order the order status Rejected, the stock level is automatically adjusted for the affected products.

If you change the quantity of the products ordered on order documents, this has no effect on the stock level.

Depending on how your page cache is set for your shop, it is possible that your customers may not see your current stock level.

When you import products, consider importing the stock level too. Therefore, delete the *Stock level* column, if necessary, from the import file.

How do I enter the general details of a product?

The general details (e.g. product number, price or name) are determined for every product on the **General** subpage.

How to get to the general details of a product

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table lists all products in your online shop. Select the product number of the product you want to edit.
3. You are now in the general details of the selected product and can edit them. Required fields are marked with a red *.

Product number and name, Visibility

Product number

Every one of the products in your shop must have a unique product number. The product number is therefore required. It can consist of numbers, letters, special characters and spaces.

Under **Settings >> Product settings** you can use the option **Display product numbers in shop** to determine whether product numbers are visible for your customers in the shop.

Product visible in shop

Here you specify whether the product should be displayed in the shop. Only visible products are listed in the assigned categories and found via the search. Non-visible products can also be accessed directly via their URL but cannot be ordered.

Product name

Enter a meaningful product name here.

Page title

The page title appears in the title page of the browser. It also appears as a link text on the result pages of search engines such as Google and is often used by external websites which link to them. The page title should therefore contain keywords which match this product and your online shop. Make sure that the page title is not too long. Experts in search engine optimisation recommend that the title is no longer than 55 characters.

Select **Edit** to edit the page title. The number of characters used is displayed next to it.

List price, order unit, tax class

List price

The list price is the standard price at which the product is sold in your online shop.

You can decide whether to enter gross or net prices here. To modify this setting, in the main menu select **Settings**, then **Tax calculation** and then **Tax model**, then use the option **Entry of prices in administration section is done based on** and save your data.

Original price

The original price enables you to show your customers how the current selling price of a product compares with a previous price.

Tax class

Select the tax class that is correct for the product.

Order unit

Select the order unit for the product, e.g. *piece(s)*, *kilogram(s)* or *days(s)*.

Detailed quantity and price information

Price refers to

Enter here the quantity to which the list price applies.

Minimum order quantity

Enter here the minimum number of units, of the product, that must be ordered. The minimum order quantity is automatically entered on the product page. If a customer attempts to place a lower quantity of the product in the basket, the minimum order quantity is placed in the basket instead and a message to this effect displayed. Please remember that the minimum order quantity should not exceed the minimum stock level.

Increment

You can use increments to define intervals for order quantities, based on the minimum order quantity. Example: If the minimum order quantity is 10 and the increment is 5, the product can only be ordered in lots of 10, 15, 20, 25, etc.

Reference unit

Reference units enable your customers to compare the price of different quantities of a product more easily.

Daily price dependent

Here you specify whether the product is subject to frequent price fluctuations. If it is, a message to this effect is displayed in your shop.

Set deposit

Select whether a deposit is charged for the product and if yes, how high it should be.

Eco-participation

Eco-participation is a tax on electrical and electronic products levied only in some countries, e.g. France. This tax is displayed on the product page and added to the total amount of the basket.

Description

Description

This description is shown in the list view. It should be concise and meaningful.

Long description

This description is shown on the product page. It should be as detailed as possible. Enter here all of the product information including the most important key words for this product. Remember that the product information on the product page can also be spread across multiple tabs.

Keywords for search

Enter the keywords that match the product, separated by commas. When a customer searches in your shop for one of the keywords, this product will be displayed.

Essential features

Here you have the option to mention important product features that must be mentioned for legal reasons. In the final stage of the order process, this text is also displayed in addition to the product name and manufacturer. The precondition for this is that under **Show product information in the Check & Order step** (to be found under **Settings >> Basket settings**) Field "Essential features" is selected.

Purchasability

Mark as "New"

You can mark products in your online shop as "New". All products marked in this way will then have the word "New" next to the product name throughout your shop.

For sale

Here you select whether or not the product is purchasable. Only purchasable products can be ordered. Non-purchasable products are displayed in the shop but cannot be ordered.

The options **from** and **until** enable you to specify a period in which the product can be purchased. Example: You want to sell a CD in your shop that is not released until 1st August. Under **from** set the date to 1st August. Your customers can then view the product page for the CD before this date but can only order it on 1st August or later.

Notification, if not available

Enter text that is displayed on the product page if the product cannot be purchased.

Manufacturer information

Manufacturer

Enter here the name of the manufacturer. When a customer searches in your shop for the name of the manufacturer, this product will be displayed. If the filter search is enabled in your shop, the search results can be filtered by manufacturer. The manufacturer is also displayed in the last step of the order process.

Manufacturer product no.

Enter here the product number assigned by the manufacturer. It is not displayed in the shop. When you order additional quantities of the product from your supplier, you can look up the product number here.

Product code (e.g. EAN)

Product codes are standard product numbers such as the EAN number or the ISBN number. The product code is not displayed in your shop. If however a customer searches in your shop for the product code, this product will be displayed. The code is also used by associated third parties such as product portals, in order to clearly identify products.

Product data sheet

Upload the product data sheet here if the product is required by law to have a product data sheet.

Energy label

Upload the energy label here if the product is required by law to have an energy label. Next, you can select the energy efficiency class.

Stock and delivery period

Stock level

The stock level indicates how many items of a product you still have in stock.

Minimum stock level

The minimum stock level is the value as of which a product must be re-ordered.

Delivery period

Enter here the number of days it will take for the customer to receive the product after ordering. The delivery period is displayed together with product availability in the shop.

Delivery details

Delivery weight

Enter here the weight of the product plus packaging. If a customer selects a weight-dependent delivery method when ordering, the delivery weight is used to calculate the delivery costs.

You can stipulate whether the delivery weight is displayed in your shop. To do so, select **Settings** and then **Product settings**, and use the option **Display shipping weight in shop**.

Dimensions

Specify the dimensions of the product.

Possible delivery methods

Select here the delivery methods by which the product can be delivered.

Attributes

Product type

Select here the product types.

Product attributes

The product attributes belonging to the product types are displayed here. If you have just changed the product type, you must first save the data before the correct attributes are displayed.

What is a product bundle and how do I add a new one?

A product bundle is a set of associated products offered together for one total price. For example, if you sell PCs, you can sell product bundles comprising of a computer, mouse and keyboard. Simply consider which products in your shop would sell well together and put them together into a product bundle.

In order to create additional incentive, you can make the product bundle less expensive than purchasing the items individually. On the product page, the customer is shown the total price of the individual items under the price of the bundle.

How to add a new product bundle

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. To add a new product, select the lower part of the **Add** button.
3. Select the type of new product – in this case, simply **Product bundle**.
4. Enter all the basic information about the product bundle on this page. You do not have to fill in all the boxes. But we recommend using the following settings:
 - **Product number (required field):** This is the internal product number in your shop.
 - **Product visible in shop:** Switch your product bundle to visible only after you have completed all settings and uploaded pictures.
 - **Product name:** This is the name the product bundle will be listed under in your shop.
 - **List price:** This is the price the product bundle will be on offer for in your shop. Here you can enter a price in the currencies allowed in your shop.
 - **Tax class:** Select the right tax class for the product bundle.
 - **Description:** This description is shown in the list view.
 - **Long description:** This description is shown on the product page.

Please note that the following settings cannot be implemented for product bundles:

- **Stock level** and **Minimum stock level**: Both are based on the smallest values of the individual products. For example, if you sell a bundle with a PC (stock level: 15) and a mouse (stock level: 9), the stock level for this bundle is 9.
- **Reference unit** and **Amount in product**: You will not be able to define these specifications for product bundles because the combination of individual items makes them fundamentally different from other products.

5. Save your data. You have now provided the most important information about the product bundle.

6. You have now reached the **Bundle products** subpage, where you can define the products to be bundled. Select **Assign products**.

7. In the table you can see all of your shop's products. In the left-hand column, select the products that you wish to add to the bundle.

8. Select **Apply**.

9. The products have been added to the bundle. If you would like the bundle to contain multiples of one or more of the products, provide the corresponding quantity in the **Quantity** column.

10. Specify the order in which the products in the bundle should be shown in the **Sort order** column.

11. The total of the individual product prices, the price of the bundle and the corresponding price difference are shown under the product list. Verify this information. Set the price of the bundle on the **General** subpage under **List price** as described above.

12. If you would like to remove a product from the bundle, mark it in the left-hand column and select **Remove assignment**. This way, the product itself is not deleted.

13. Select **Images**, upload images for the bundle and save your data.

14. Select **Categories**, pick the category/categories for the product bundle and save your data.

15. Define other settings on the other subpages if necessary and save them.

16. When you have finished, select **General**, and under **Product visible in shop** select the option **Yes** and then save.

The product bundle is now available in the shop for your customers.



You can only add products to a bundle that are in the same tax class as the bundle.

If one of the bundle products is set to *not available*, the entire bundle cannot be ordered.

The stock level and minimum stock level of the bundle are determined by the smallest respective value of the individual products.

If a bundle is ordered, the individual stock level of all the associated products is updated.

The respective list prices of the individual products are used to tally up the individual prices. Any set discounts in the price lists are not taken into account.

If you import a product bundle in the administration area, the assignment of the products contained in the bundle is not imported.

How do I add a new product with variations?

What are products with variations?

Products with variations are products of the same kind that only differ in terms of specific attributes. For example, a T-shirt that comes in different colours and sizes.

For products with variations, first specify a main product from which the other variation products are derived. To do this, determine the attributes that differentiate the variations – for example colours and sizes.

Each combination of main product and attributes form a variation product with its own product number that can be individually ordered.

An example: Create a T-shirt as a main product. The relevant attributes for the variations are colours (white, black) and sizes (S, M, L). This way, you can sell the following products:

- T-shirt in White, Size S
- T-shirt in White, Size M
- T-shirt in White, Size L
- T-shirt in Black, Size S
- T-shirt in Black, Size M
- T-shirt in Black, Size L

You should familiarise yourself with how product types and attributes work before creating the first product with variations.

How do I create a new product with variations?

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. To add a new product, select the lower part of the **Add** button and select the type of new product – in this case, a **Product with variations**.
3. Enter all the basic information about the product on this page. All data that you add here will be applied to the individual variation products. However, you can change this again later.

You do not have to fill in all the boxes. But we recommend using the following settings:

- **Product number (required field):** This is the internal product number in your shop.
- **Product visible in shop:** Switch your product to visible only after you have finished implementing all settings and uploading pictures.
- **Product name:** This is the name the product will be listed under in your shop.
- **List price:** This is the price the product will be on offer for in your shop. Here you can enter a price in the currencies allowed in your shop.

- **Tax class:** Select the right tax class for the product.
- **Description:** This description is shown in the list view.
- **Long description:** This description is shown on the product page.

4. Save the changes.

5. You can now use the product variation assistant to define individual variations for the product. Select the type for this product under **Product type**. To add a new **Product type**, select **New product type** and enter a name for it. If you have selected an existing product type, you will then be shown the attributes that already exist for this product type.

6. Select **New attribute** to create a new attribute for this product type. Then specify a name for it.

7. You can add new values for each attribute in the table under it. You can generate a maximum of ten values per attribute. If you would like to add more values, you can do so using the product types.

Use the option **Create language-dependent attributes** to determine whether the attributes should be language-dependent. This makes sense if you have your shop in multiple languages. For example, if you have created an attribute with the name "Colour", you can later define the German version of "rot" for the value "red" under the product type settings.

8. Use the option **Create variations with this attribute** to select whether variation products should be created using this attribute.

9. Once you have defined all attributes and associated values, select **Next >>**.

10. The table displays all the possible variation products based on the attributes you have specified. In the left-hand column, select all the variations you want to generate. Products shown in grey have already been added to the shop. These cannot be deactivated.

11. You can change the attributes for each variation product later on (e.g. price, stock level and images). Select the option **Make existing variation product visible** to set the variation products to visible without additional changes.

12. Select **Next >>**.

13. On this page, determine how the selection of variation products of this product type should take place in your shop. You can see a preview on the right-hand side.

14. Select **Finish**.

15. The variation products have been added and are displayed in a table. Specify the order in which the variations are to be displayed to your customers in the **Sort order** column.

16. Select **Upload images**. Here you can upload a common image for all variations which have a common attribute (e.g. the same colour). First select a value on the left-hand side and upload a corresponding image using the button **Upload image**. If the image of the main product is to be used for the variations, select **Use image**. Select **Close** when you are

finished.

17. Now define other attributes for the individual variations, for example price and stock level. Because the variation products are independent products, you can change each attribute if needed. To do this, select the product number of the variation product that you would like to edit.

18. Specify the general settings for this variation product here. For example, you can define whether the variation product should have the same prices as the main product or its own price under **Own price**.

19. If you would like to upload additional images for the variation product, select **Images**, upload the images and save your data.

20. If the variation product should be displayed in other categories (than the category of the main product), select **Categories**. Here you can specify additional categories for the product and save your data.

21. Define other settings on the other subpages if necessary and save them.

22. When you have finished, select **General**, and under **Product visible in shop** select the option **Yes** and then save.

23. To apply the settings for other variations of this product, repeat steps 17 through 22.



If you delete the main product, the variation products are also deleted.

Variation products cannot be assigned their own variation products.

If attributes are deleted, all product data that has been defined for these attributes can no longer be changed.

As soon as variations for a product exist, the product type assignment can no longer be changed.

How do I determine how the price of the variation products are displayed?

If the individual variations of a product have different prices, you can put a short preliminary text like "From" in front of the price. So, "€19.95" becomes "From €19.95".

1. In the administration area in the main menu, select **Products** then **Product settings**.
2. In the section **Variations with different prices**, determine the text that should be placed in front of the prices of these variations, for example "From".
3. Save your data.

How do I set the least expensive variation product as the default?

You can specify the least expensive product as "Default" so that your customers are shown the lowest variation price for this product in the product overview.

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. Select the product number of the main product of the product with variations that you would like to edit.
3. Select **Variations**.
4. Select **Define the default selection of a variation**.
5. In the **Default selection** column of the table, select the variation with the lowest price.
6. Save your data.



If you offer your website in multiple languages, you should enter the content in all these languages.

What are product types/attributes and how do I use them?

What are product types?

You can define various product types in the administration area of your shop – for example, "Jacket", "Trousers" or "Sweater". For each product type you can define attributes. Possible attributes for the product type "Jacket" would be "Size", "Colour" and "Material".

These attributes then supplement each product's default attributes (e.g. product number, name and description).

After you have assigned a product to a product type, you can specify the corresponding attributes for this product.

Product types and attributes serve the following purposes and more:

- The attributes can be displayed in your shop on the product pages in addition to the description. This way you can provide your customers with more precise information on the product in a clearly arranged manner.
- Product types and attributes are the basis for products with variations. For example, if you sell a t-shirt in various sizes and colours, define these variations using the product type and attributes.
- If you offer the filter search in your shop, some attributes can also be used as search filters. This allows customers to only see jackets in blue with the size L, for example.

Please do not confuse the product types with categories, even if they are similar. Categories are visible in your shop and serve to display your products in a structured manner. Product types, on the other hand, are merely an aid in managing product attributes and are not shown in the shop.

One special feature: The "Default" product type

The "Default" has a special role. All products are first automatically assigned to this product type. In addition, it is the basic product type for all other product types. All its attributes are automatically applied to new product types that are created. You can define attributes for the "Default" product type that should apply for all product types.

How do I create a new product type?

1. In the administration area in the main menu, select **Products** and then **Product types**.
2. The table displays all product types available. Enter an internal ID for the new product type at the foot of the **ID** column of the table and a name in the **Name** column.
3. Save your data.

The product type is now created. You can now apply its settings. To do this, read the next section.

How do I edit the settings for a product type?

1. In the administration area in the main menu, select **Products** and then **Product types**.
2. The table displays all product types available. Select the ID of the product type you want to edit.
3. On this page (**General**), you can enter and save the name of the product types in the various languages set in your shop.
4. Select **Layout**.
5. You can specify how you want the product pages for this product type to look. Hover the cursor over one of the options to have the name displayed. Select the desired layout options and save your data.

You can find more precise information on the options in the following table.

| Layout | Description |
|-----------------|---|
| Product details | <p>Here you can specify how the product image and product description should be displayed. The following options are available:</p> <ul style="list-style-type: none">• Product image on the left• Product image on the right• Product image in landscape format• Product image with cover flow effect (black background / grey background)• Tall product image on the left• Tall product image on the right <p>The old layout options are also available. However, these are no longer actively supported and therefore should not be used.</p> |
| Variations | <p>Here you specify how the variations should be displayed for the variation products of this product type. The following options are available:</p> |

| Layout | Description |
|-----------------|--|
| | <ul style="list-style-type: none"> • List: The variation products are displayed in a table. This is a suitable layout if there are only a few variations that should be shown in text form. • Drop-down menu: The variations are displayed in a drop-down menu. This is a suitable layout for when there are a lot of variations. • Images: Each variation product is displayed with its own image. This is a suitable layout if there are only a few variations that should be shown with images. Please note that in this case you have to upload an image for each variation (One column, Small boxes). • Cover flow effect: This is a suitable layout if there are only a few variations that should be shown with images. Please note that in this case you have to upload an image for each variation (One column, Small boxes). |
| Bundle products | <p>Here you specify how the individual products in a bundle should be displayed for bundled products of this product type. The following options are available:</p> <ul style="list-style-type: none"> • Compact list: Products contained in the bundle are displayed in compact form. • Table: Products contained in the bundle are displayed as a table. • List: Products contained in the bundle are displayed as a list. |

7. Save the changes.

8. If you sell customisable products of this product type, select **Customisation**, apply the settings and save your data.

9. Select **Attributes** and edit the attributes for this product type. You can find more information about this in the next section.

How do I edit the attributes of a product type?

1. In the administration area in the main menu, select **Products** and then **Product types**.

2. The table displays all product types available. Select the ID of the product type whose attributes you want to edit.

3. Select **Attributes**.

4. The table displays all attributes of this product type. If you would like to add a new attribute, go to the bottom of the table, specify an ID in the column ID, enter a name, select a type and save your data.

The following attribute types are available:

| Type | Application | Example |
|--|--|--|
| Text | All kinds of text: Names, addresses, descriptions, etc. | Attribute "Author name" for the product type "Book" |
| Language-dependent text | Similar to the "Text" type, but different text can be entered for each language of your shop. | Attribute "Colour" for the product type "Sweater" ("red"/"rot") |
| Text with value selection | Similar to the "Text" type, but a series of possible values are defined for this attribute. For example, if you specify the attributes of a new product of this product type, you can select one of these values. | Attribute "Author name" for the product type "Book", if there is only a limited number of authors |
| Language-dependent text with value selection | Similar to the "Text with value selection" type, but different texts can be entered for each language of your shop. | Attribute "Colour" for the product type "Pullover", if there is only a limited number of colours. |
| Options | There is a series of available options that you can define. You can select several of these options at the same time. | Attribute "Music genre" for the product type "CD" if several music genres can be selected ("Rock" and "Pop") |
| Language-dependent options | Similar to the "Option" type, but different options can be entered for each language of your shop. | Attribute "Genre" for the product type "Book" if several genres can be selected ("Crime" and "Humour") |
| Customer options | Only relevant for products for which you use your shop software booking system. You can use this to offer options for services the customer can select with the respective booking. You can enter customised options for each language in your shop. | Attribute "Table decoration" for the product type "Gala dinner" ("Flower arrangement", "Christmas decoration") |
| Integer | An integer without a decimal point | Attribute "Number of pages" for the product type "Book" |

| Type | Application | Example |
|-------------------------|--|--|
| Decimal number | A number that is allowed to contain a decimal point. | Attribute "Display size in cm" for the product type "Smartphone" |
| Yes/No | The options "Yes" and "No" are available. | Attribute "Charging device included" for the product type "Smartphone" |
| Currency | Money sums | Attribute "Recommended retail price" |
| Date and time | Combination of date and time | Attribute "Date and time of the event" for the product type "Concert tickets" |
| Date | Date | Attribute "Date of publication" for the product type "Book" |
| Time | Time | Attribute "Starting time" for the product type "Musical ticket" |
| File | You can use this to upload a file for products. | Attribute "MP3 listening sample" for the product type "Music CD" |
| Language-dependent file | Similar to the "File" type, but a different file can be uploaded for each language of your shop. | Attribute "Operator's manual as PDF file" for the product type "Coffee machine" if the operator's manual is in different languages |

5. In the **Visible** column, specify which attributes should be visible on the product page. The visibility cannot be changed for attributes that have been taken from the "Default" product type. Open the "Default" product type and change the visibility there.

6. If you offer search filters in your shop, specify which attributes should be used as search filters in the **Search filter** column.

Please note that only the following attribute types can be used for the filter search:

- Text with value selection
- Language-dependent text with value selection
- Options
- Language-dependent options
- Integer
- Decimal number
- Yes/No

7. Specify the order in which the visible attributes should be shown in your shop in the **Sort order** column. The sort order cannot be changed for attributes that have been taken from the "Default" product type. Open the "Default" product type and change the sort order there.

8. Save the changes.

9. If there are attributes with value selection for the selected product type, you now have to enter the possible values for this – otherwise the attribute setup is finalised.

For example, if you have added the attribute "Colour" for the product type "Sweater", you now define individual values like "red", "green" and "blue". To do this, select the name of the attribute you would like to edit.

This applies to all attributes of the following types:

- Text with value selection
- Language-dependent text with value selection
- Options
- Language-dependent options
- Customer options

10. Select **Value selection**.

11. Enter an internal ID and a value – for example "red" and "rot". You can enter a separate value for each language of your shop for language-dependent attributes.

12. Save your data.

13. Repeat steps 11 and 12 until all values have been entered.

14. Specify the order in which the values should be shown in the **Sort order** column.

15. Select the name of the product type at the top to specify values for other attributes.

How do I assign a product to a product type and edit the attributes of the product?

1. You make these settings for the relevant product on the subpage **General**. To get there, select **Products** in the administration area in the main menu and then **Products**. Then select the product number of the product you want to edit.
2. In the **Attributes** section under the option **Product type** you can select the desired product type.
3. Save the changes.
4. Now the attributes of the desired product type are available in the **Attributes** section. Make all specifications here.
5. Save your data.



If you offer your website in multiple languages, you should enter the content in all these languages.



To make attributes that have been taken over from the "Default" product type visible, delete them, or change their sort order, you have to open the "Default" product type and perform the changes there.

As soon as variations for a product exist, the product type of this product can no longer be changed.

A product type can only be deleted if it is not assigned any products.

What are price lists and how do I use them?

What are price lists?

You can use price lists to specify special prices that apply for customer groups or individual customers. For example, you have the following options with price lists:

- Guaranteeing better prices for regular customers than for other customers.
- Customers that order a certain number of products pay a lower price or receive a bulk discount as a percentage.
- Start a temporary promotion for all your customers during which selected products are offered for a special price.

How do I create a new price list?

1. In the administration area in the main menu, select **Products** then **Price lists**.
2. The table displays all price lists already added. Enter an internal ID for the new price list in the **ID** column at the bottom of the table and a name in the **Name** column – for example, "Regular customer discount". Specify a **Currency** for which the price list applies and a validity period under **Valid from** and **Valid until**.
3. Save the changes.
4. Select the ID of the new price list.
5. On this page (**General**), you can enter and save the name of the price list in the various languages set in your shop.
6. If the price list should apply for one or more customer groups, select **Customer groups**. Otherwise, skip to step 9 of these instructions.
7. Select a **Customer group** for which this price list applies here and save your data.
8. If you want to add more customer groups, repeat step 7.
9. If the price list is to apply for certain individual customers of your shop, select **Customers**. Otherwise, the creation of the price list is now finalised.
10. Select **Assign customers**.
11. In the left-hand column of the table, mark the customers for which the price list should apply.
12. Select **Apply**.

The price list has now been created and can be used to define discounts, for example.



A price list must always contain at least one customer group or one customer.

Customer groups and customers can only be assigned to one price list at a time. It is impossible to assign the same customer groups or customers to different price lists with overlapping validity periods.

How do I define whether price lists are taken into account when displaying prices in my shop?

1. In the administration area in the main menu, select **Products** then **Price lists**.
2. Select **Advanced settings**.
3. Specify here whether the list price should always be shown in your shop or if prices should take into account quantity and value discounts when being displayed. Please note that the last option may negatively impact the display speed of your shop.

How do I export products?

When you import and export products, all of the data associated with the products is also transferred directly. The following data is not included in the transfer and will need to be imported or exported separately if necessary:

- Allocation to product category
- Product types
- Cross selling information
- Price lists / product discounts

You can export either all the products in your shop or only selected products.

How do I export all of the products in my shop?

1. Within the administration area, select **Products** from the main menu and then **Import and export**.

2. On this page you can specify the various export settings and then start the export process. Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

| Option | Description |
|-------------|--|
| Object type | Here you can select what kind of data you want to export. |
| Formatting | Use this selection to set country-specific formats, such as decimal and thousands separators, and date or time, within the import and export file. |
| Encoding | Select "Unicode" if you use characters that are not contained in the standard character set. Otherwise, these will be exported as "?" characters. (Example: ™) |
| Delimiter | Here you can select the character that should be used as a delimiter within the export file. The data within the file is then separated by this character. In most cases, we recommend using the semi-colon as delimiter. Since commas are often used within the data sets (for instance in product descriptions), using commas as a delimiter can cause problems when you edit the file with an external program such as OpenOffice Calc. |
| Languages | Here you can select if you want to export all languages or only one. |

3. Select **Export**.

4. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.

How do I export selected products from my shop?

1. Within the administration area, select **Products** from the main menu and then select **Products** again.

2. In the left-hand column select all of the products you want to export. Use the search function if necessary to find the orders you require.

3. Select **Export** and then **Export products**

4. On this page you can specify the various export settings (see the table above) and then start the export process. Take note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

5. Select **Export**.

6. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.



During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

How do I delete a product?

Generally it is not recommended to delete products in your store. One of the reasons for this is that external links to the deleted products no longer function. Instead, you should set these products to "not for sale".

To do this, go to **Products >> Products**. Select a product, go to **Purchasability** and under **For Sale** select the option **No**. Then go to **Product number and name, Visibility** and under **Product visible in shop** select **No**. This way the product won't be shown to customers browsing your shop any more. Then save the changes.

Additionally, you can use the product description of the product to link to appropriate replacement products in your shop. You can also display alternative offers via the cross-selling function of your shop.

How to delete a product

1. In the administration area in the main menu, select **Products** and then **Products**.
2. The table displays all the products in your online shop. Select the product that you want to delete in the left-hand column of the table. You can select multiple products simultaneously.
3. Select **Delete**.
4. Select **Delete** to confirm that you want to delete the product.

The product has been deleted.

How do I export product types and attributes?

You can export the product types of your shop. This includes the attributes and their values.

How do I export the product types and attributes of my shop?

1. Within the administration area, select **Products** from the main menu and then **Import and export**.
2. On this page you can specify the various export settings and then start the export process. Take a note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

| Option | Description |
|-------------|--|
| Object type | Here you can select what kind of data you want to export. |
| Formatting | Use this selection to set country-specific formats, such as decimal and thousands separators, and date or time, within the import and export file. |
| Encoding | Select "Unicode" if you use characters that are not contained in the standard character set. Otherwise, these will be exported as "?" characters. (Example: ™) |
| Delimiter | Here you can select the character that should be used as a delimiter within the export file. The data within the file is then separated by this character. In most cases, we recommend using the semi-colon as delimiter. Since commas are often used within the data sets (for instance in product descriptions), using commas as a delimiter can cause problems when you edit the file with an external program such as OpenOffice Calc. |
| Languages | Here you can select if you want to export all languages or only one. |

3. Select **Export**.

4. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.



During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

It is not possible to export single product types or attributes. You can only export all of them.

How do I export price lists and product discounts?

How do I export price lists and product discounts?

1. Within the administration area, select **Products** from the main menu and then **Import and export**.
2. On this page you can specify the various export settings and then start the export process. Take a note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

| Option | Description |
|-------------|--|
| Object type | Here you can select what kind of data you want to export. |
| Formatting | Use this selection to set country-specific formats, such as decimal and thousands separators, and date or time, within the import and export file. |
| Encoding | Select "Unicode" if you use characters that are not contained in the standard character set. Otherwise, these will be exported as "?" characters. (Example: ™) |
| Delimiter | Here you can select the character that should be used as a delimiter within the export file. The data within the file is then separated by this character. In most cases, we recommend using the semi-colon as delimiter. Since commas are often used within the data sets (for instance in product descriptions), using commas as a delimiter can cause problems when you edit the file with an external program such as OpenOffice Calc. |
| Languages | Here you can select if you want to export all languages or only one. |

3. Select **Export**.
4. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.



During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

How do I export cross-selling assignments?

You can export the cross-selling assignments of your shop. These define which products are assigned to which cross-selling products.

How do I export cross-selling assignments of my shop?

1. Within the administration area, select **Products** from the main menu and then **Import and export**.
2. On this page you can specify the various export settings and then start the export process. Take a note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

| Option | Description |
|-------------|--|
| Object type | Here you can select what kind of data you want to export. |
| Formatting | Use this selection to set country-specific formats, such as decimal and thousands separators, and date or time, within the import and export file. |
| Encoding | Select "Unicode" if you use characters that are not contained in the standard character set. Otherwise, these will be exported as "?" characters. (Example: ™) |
| Delimiter | Here you can select the character that should be used as a delimiter within the export file. The data within the file is then separated by this character. In most cases, we recommend using the semi-colon as delimiter. Since commas are often used within the data sets (for instance in product descriptions), using commas as a delimiter can cause problems when you edit the file with an external program such as OpenOffice Calc. |
| Languages | Here you can select if you want to export all languages or only one. |

3. Select **Export**.

4. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.



During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

How do I export category / product assignments?

You can export the category / product assignments of your shop. These define which products are assigned to which category.

How do I export all category / product assignments of my shop?

1. Within the administration area, select **Products** from the main menu and then **Import and export**.
2. On this page you can specify the various export settings and then start the export process. Take a note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

| Option | Description |
|-------------|--|
| Object type | Here you can select what kind of data you want to export. |
| Formatting | Use this selection to set country-specific formats, such as decimal and thousands separators, and date or time, within the import and export file. |
| Encoding | Select "Unicode" if you use characters that are not contained in the standard character set. Otherwise, these will be exported as "?" characters. (Example: ™) |
| Delimiter | Here you can select the character that should be used as a delimiter within the export file. The data within the file is then separated by this character. In most cases, we recommend using the semi-colon as delimiter. Since commas are often used within the data sets (for instance in product descriptions), using commas as a delimiter can cause problems when you edit the file with an external program such as OpenOffice Calc. |
| Languages | Here you can select if you want to export all languages or only one. |

3. Select **Export**.

4. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.



During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

It is not possible to export single category / product assignments. You can only export all of them.

How do I show products on the start page of my shop?

You can define yourself which of your products should be displayed on the homepage of your shop.

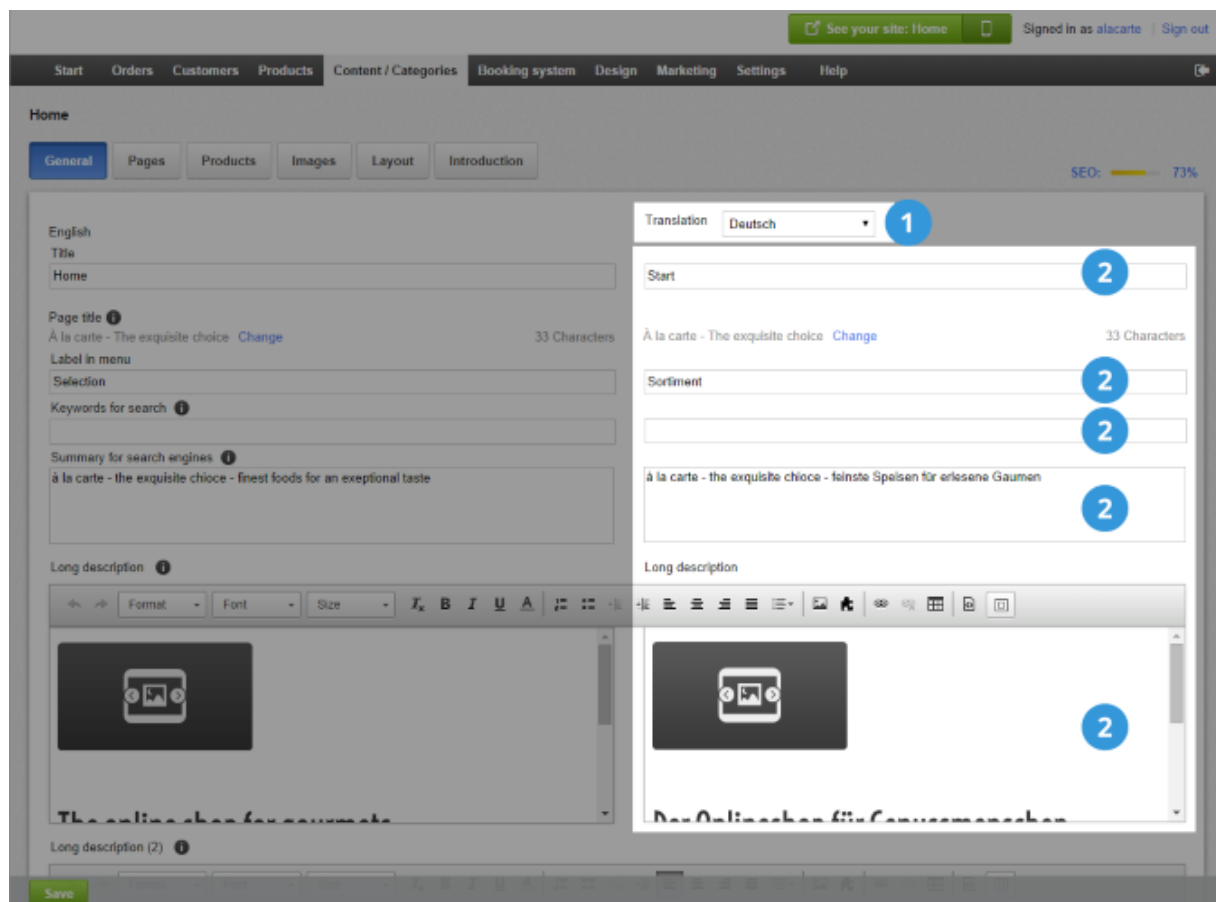
How to specify the products for the home page

1. In the administration area in the main menu, select **Content / categories** and then **Datasheet view**.
2. If you are not editing the home page already, select it in the table.
3. Select **Products**.
4. In the table you can see all products that are currently displayed on the start page. You can edit them now:
 - **Adding products:** Select the button **Assign products**, select the products and select **Apply**.
 - **Removing products:** Check the checkbox in front of a product in the table and select the button **Remove assignment**.
 - **Sorting the order of products:** Select the button **Sort** to determine the sorting order. You can also create your own sorting.
5. Save the changes.

Only products that are set to visible are displayed on the start page.

If you offer your website in multiple languages, you should enter the content in all these languages, e.g. the texts on the home page, product names and product descriptions. If you do not do so, no texts will be displayed at the relevant places for these languages.

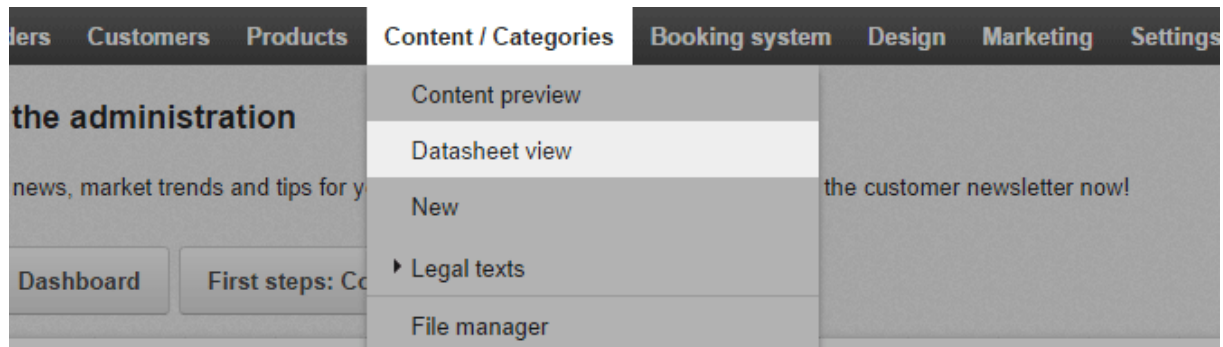
Whenever it is possible to enter texts in different languages, one language selection field ¹ and one or more translation fields ² will be displayed:



In the language selection field, select the language in which you wish to edit the text, enter the text into the translation fields and then save your data.

How do I edit the contact information?

1. From the home page of the administration area, in the main menu select **Content/Categories** and then **Datasheet view**.



2. In the table, select the page **Contact information**.
3. Enter all information on this page.
4. Save the changes.

The changes have now been applied.

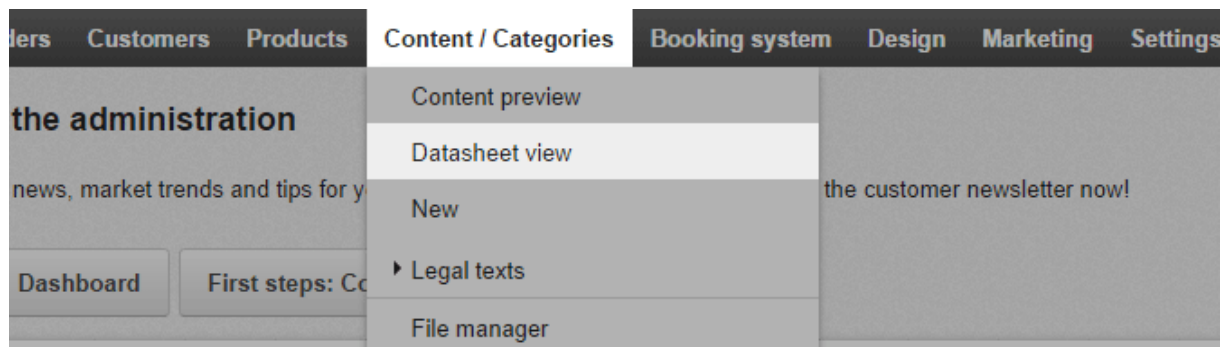


In many countries, websites are required by law to provide contact information. You must ensure that your contact information complies with current laws. Help is available from Trusted Shops.

If your website is available in multiple languages, you should enter the content in all these languages. For more information, see [How do I create content in more than one language?](#)

How do I edit my Terms and Conditions?

1. From the home page of the administration area, in the main menu select **Content/Categories** and then **Datasheet view**.



2. In the table, select **Terms and Conditions**.
3. Under **Text**, change the text of your Terms and Conditions.
4. Save the changes.

The changes have now been applied.

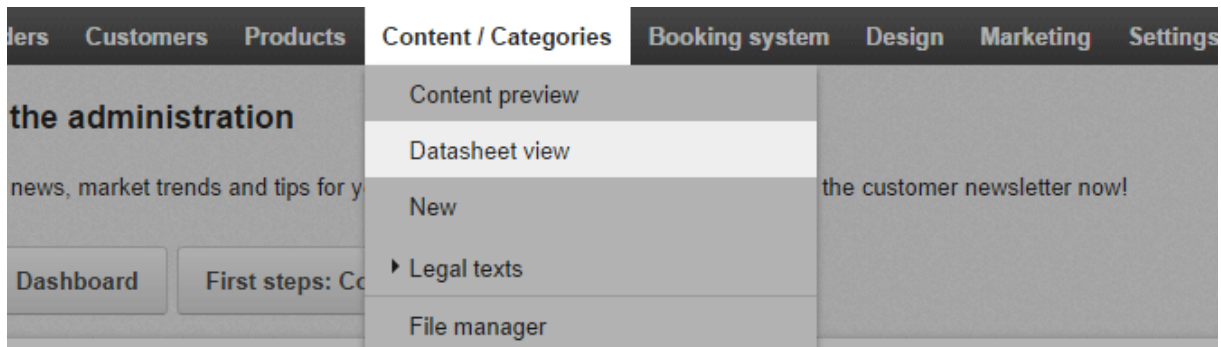


You must ensure that the Terms and Conditions are in accordance with current laws. Help is available from Trusted Shops.

If your website is available in multiple languages, you should enter the content in all these languages. For more information, see [How do I create content in more than one language?](#)

How do I edit the privacy policy?

1. From the home page of the administration area, in the main menu select **Content/Categories** and then **Datasheet view**.



2. In the table, select the page with the privacy policy.
3. Under **Long description** change the text of your privacy policy.
4. Save the changes.



You must ensure that your privacy policy complies with current laws. Help is available for instance from Trusted Shops.

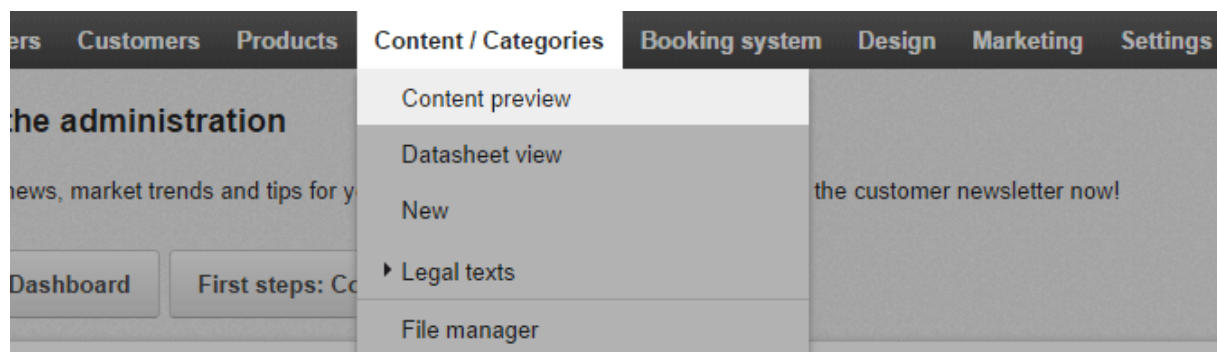
While this article contains initial legal information, it makes no claim to completeness or accuracy. It may not under any circumstances replace legal advice in individual cases.

How do I create a table of contents on a page?

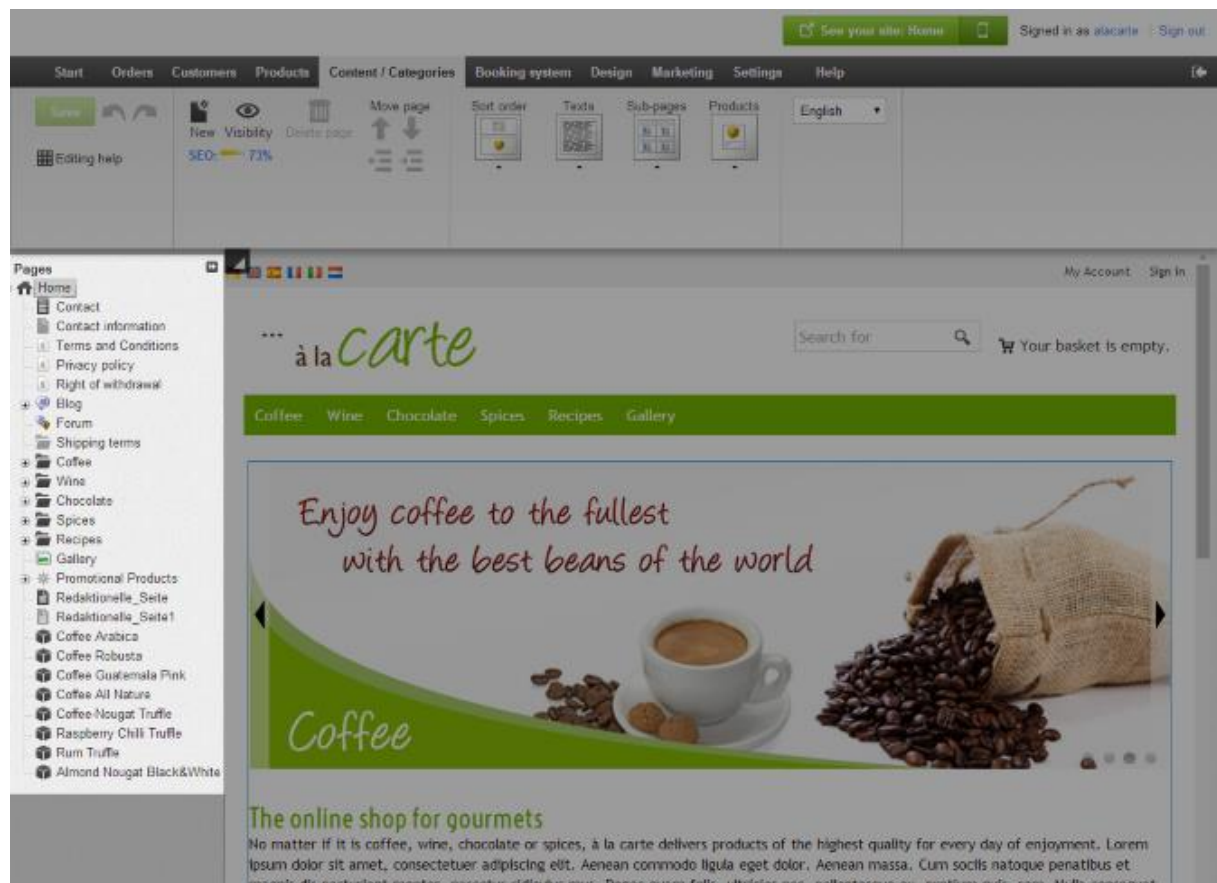
You can easily create a table of contents for a page of your website. If someone clicks on one of the headlines in the table of contents, they jump to the paragraph in question. For instance, you can use this on your page on withdrawal making it easier for customers to find the information which is relevant to them.

How to create a table of contents on a page

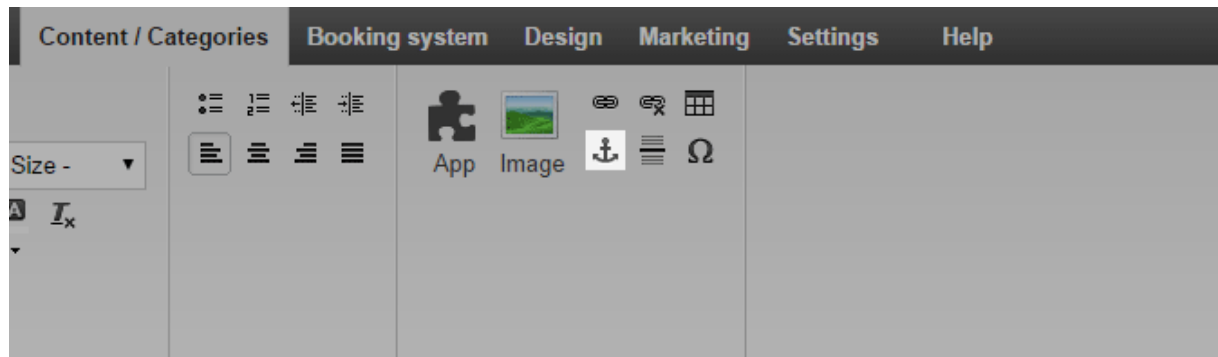
1. In the administration area in the main menu, select **Content / Categories** and then **Content preview**.



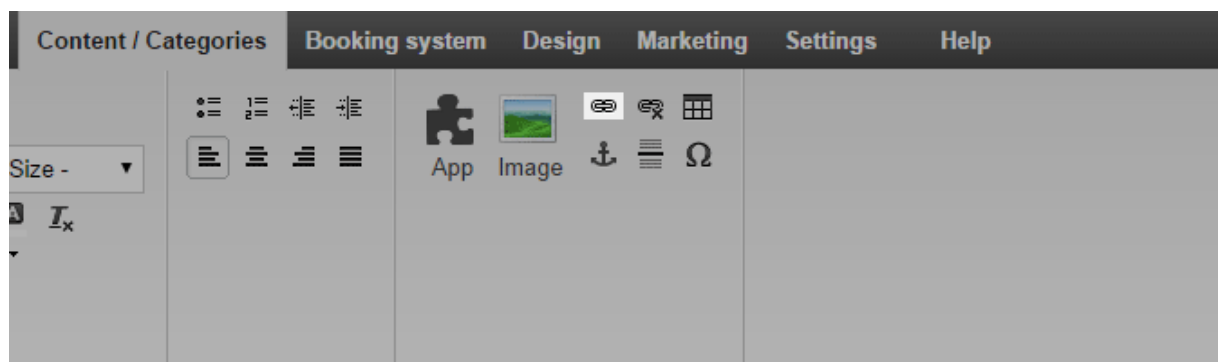
2. In the page tree on the left, select the page you want to edit.



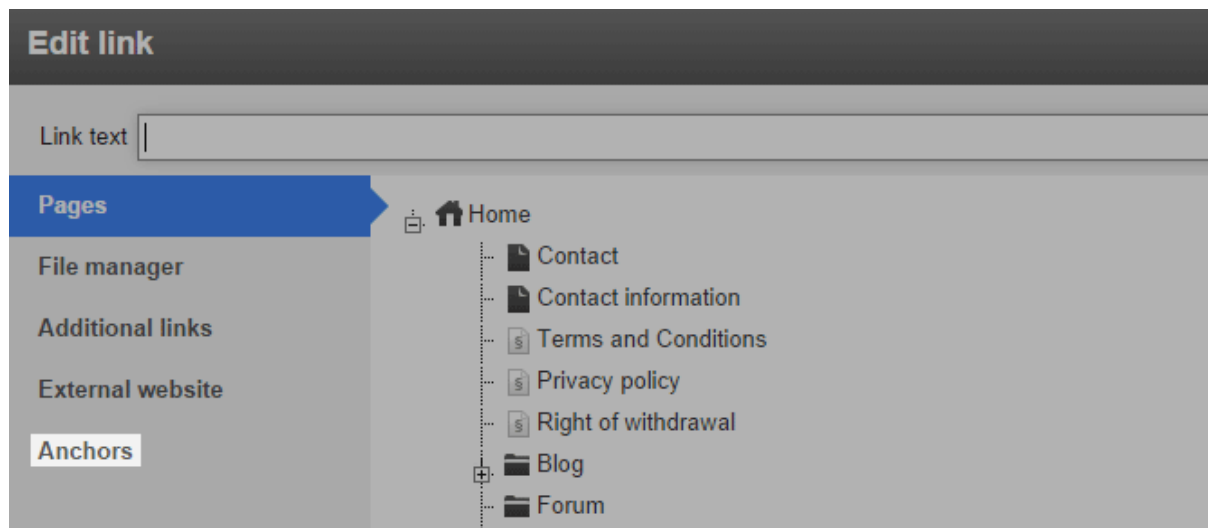
3. Now you can see an editable preview of the page. At the top of the page enter a title for the table of contents.
4. Mark a headline which should appear in the table of contents.
5. Select the anchor icon.



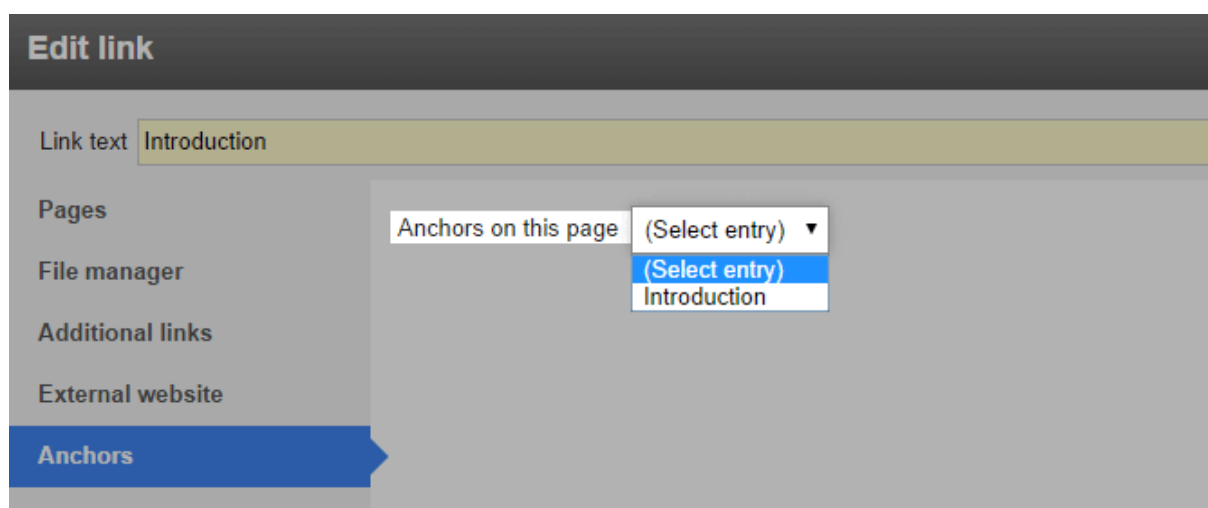
6. Enter any name for this anchor and select **Ok**.
7. Place the cursor below the title of the table of contents.
8. Enter the headline you want to link to.
9. Mark this text.
10. Select the link icon.



11. Select **Anchors** on the left side.



12. Select under **Anchors on this page** the anchor that it should be linked to and apply the changes.



13. Repeat steps 4-12 until all headlines appear in the table of contents.

14. Save the changes.



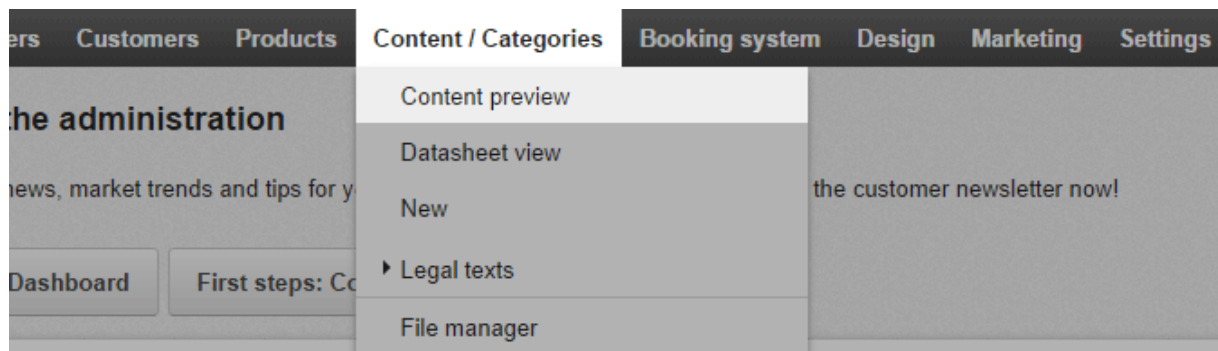
If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to How do I create content in more than one language?

How do I add a video to a subpage on my website?

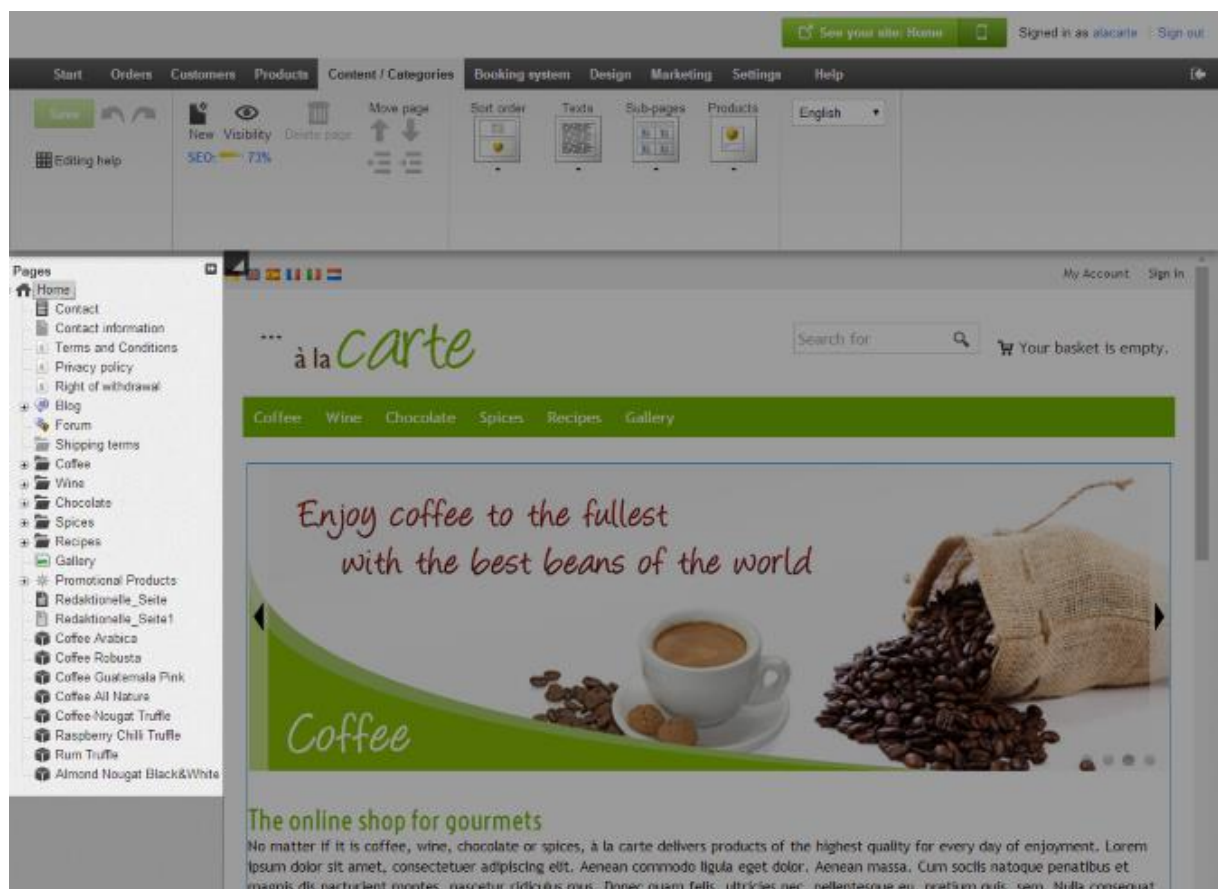
You can add videos from video portals such as YouTube to the subpages on your website.

How to add a video

1. In the administration area in the main menu, select **Content/Categories** and then **Content preview**.

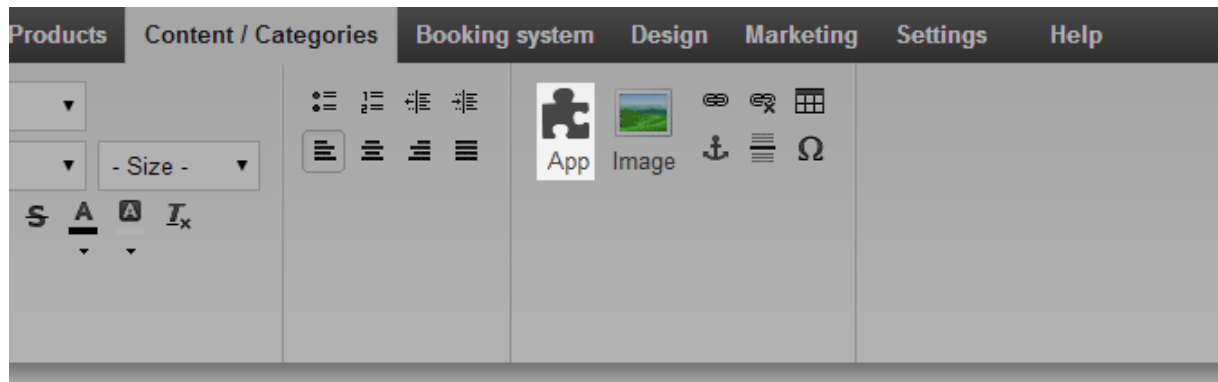


2. From the page tree on the left, select the subpage of your website that you want to edit.



3. Select one of the framed areas in the preview to edit it.

4. If necessary, move the cursor to the place where you want to add the video.
5. In the multifunction bar, select **App**.



6. Select **Video – Youtube & Co.**
7. In the **Video address** field, add the address of the video.
8. Use the **Width** and **Height** fields to define the size the video is displayed in.
9. Select **Apply**.
10. Save the changes.

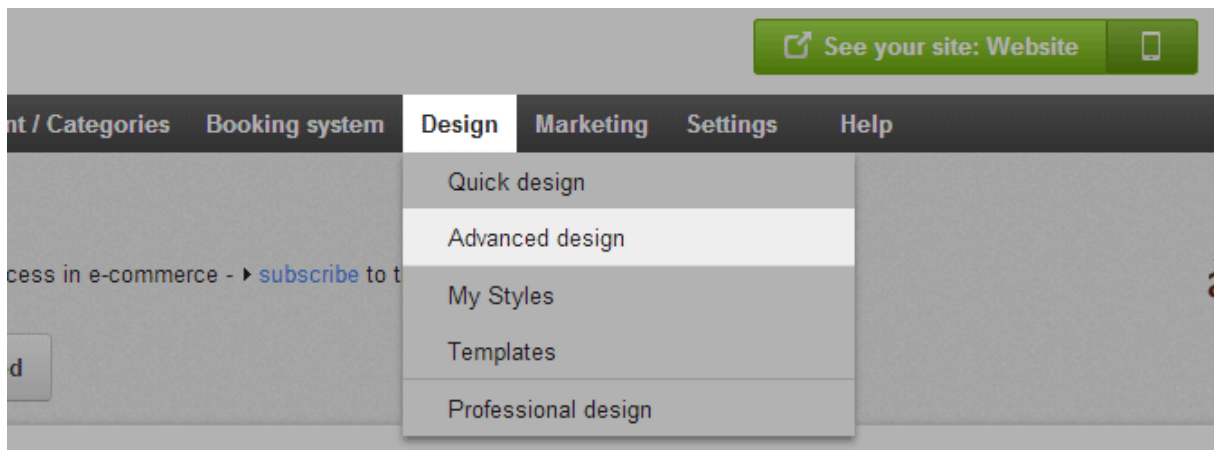
The video is now displayed on your website on the desired page.


How do I set up a currency selection on my website?

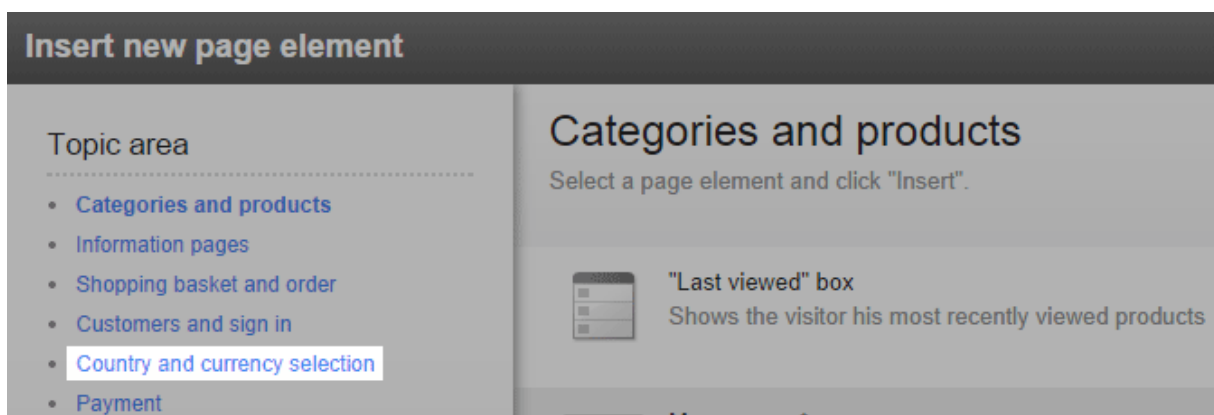
A currency selection allows users to select their preferred currency.

How to set up a currency selection

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Click the plus sign  to insert the page element in the area of your choice.
3. On the left below **Topic area**, select the link **Country and currency selection**.



4. On the right, select the option **Select currencies from list** or **Select currencies using icons**.
5. Select **Insert**.
6. If you selected the option **Select currencies from list**, define the settings such as font or background colours, and select **Apply**.
7. In the preview, you now see the newly inserted page element. You can position it with pixel precision. For more information, watch our tutorial video on this topic.

8. Save the changes.

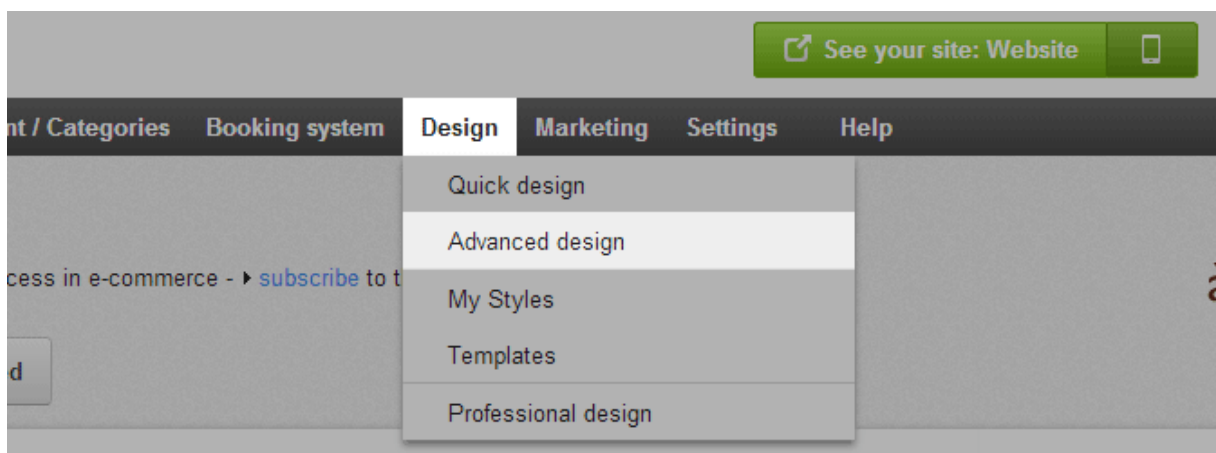
The currency selection is now displayed on every subpage of your website.


How do I set up a country selection on my website?

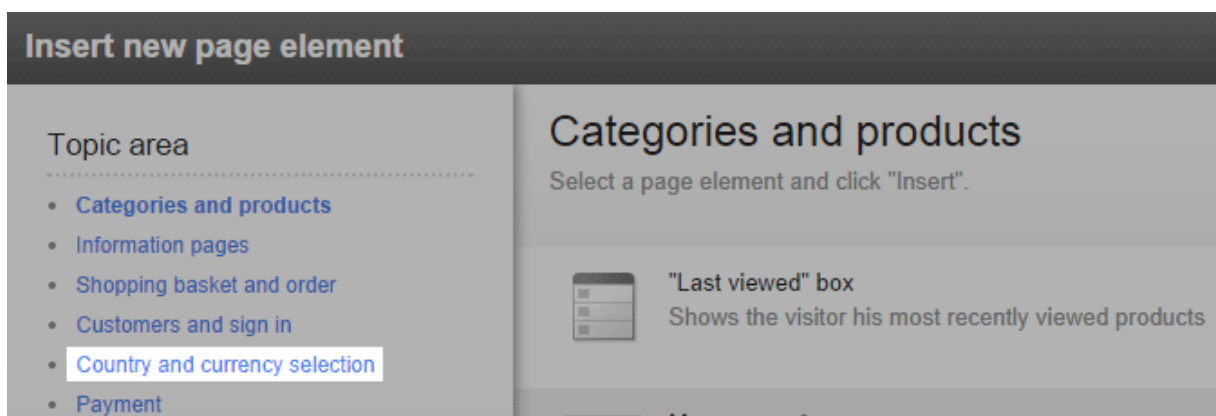
A country selection lets visitors select their preferred country and define the language in which your website is displayed. The country selection is displayed on every subpage of your website.

How to set up a country selection

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. Click the plus sign  to insert a page element in the area of your choice.
3. On the left below **Topic area**, select the link **Country and currency selection**.



4. On the right, select the option **Select country from list** or **Select country using flags**.
5. Select **Insert**.
6. Select the option **Select country from list**, define the settings such as font or background colours, and select **Apply**.

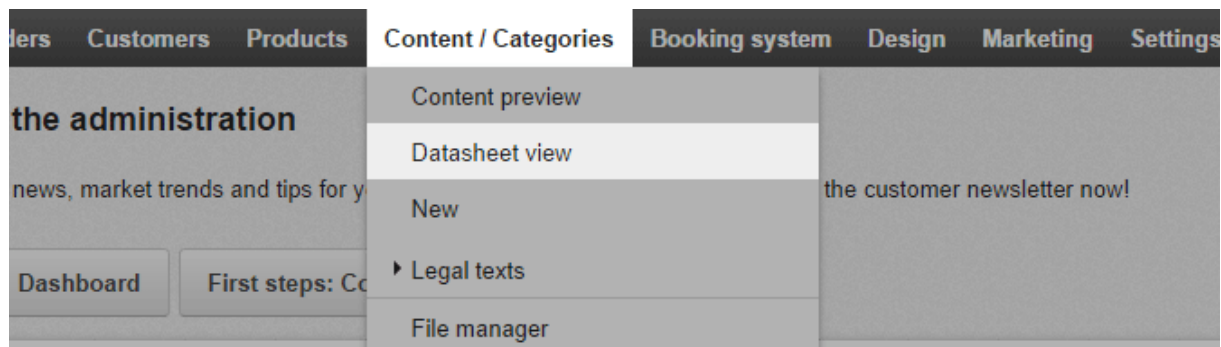
7. In the preview, you now see the newly inserted page element. You can now position it with pixel precision. For more information, watch our tutorial video on this topic.

8. Save the changes.

The country selection is now included on your website.

How do I edit the right of withdrawal page?

1. From the home page of the administration area, select in the main menu **Content/Categories** and then **Datasheet view**.



2. In the table, select **Right of withdrawal**.
3. Under **Long description** change the text.
4. Save the changes.

The changes have now been applied.



You must ensure that your information, concerning the right of cancellation, is in accordance with current laws. Help is available from Trusted Shops.

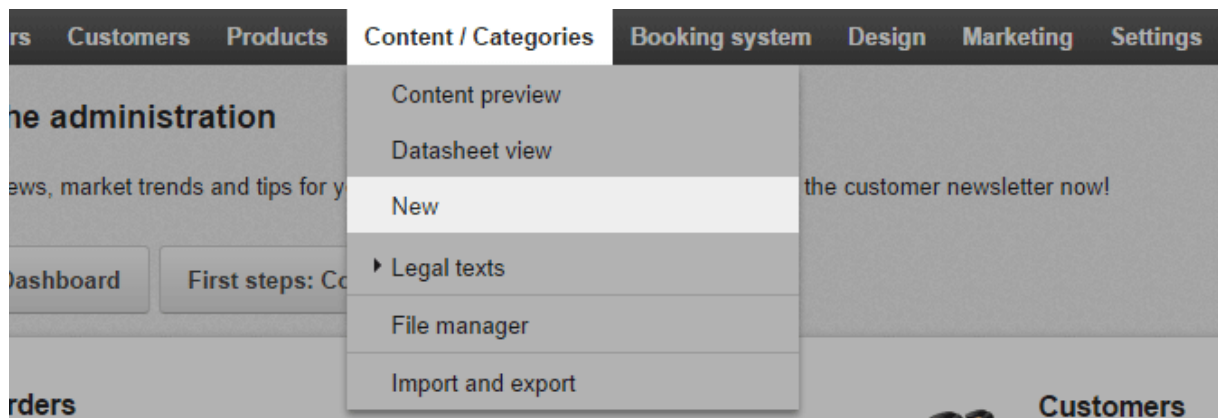
If your website is in a number of languages, you should enter the content in all these languages. For more information, see How do I create content in more than one language?

How do I create a sitemap for visitors to my website?

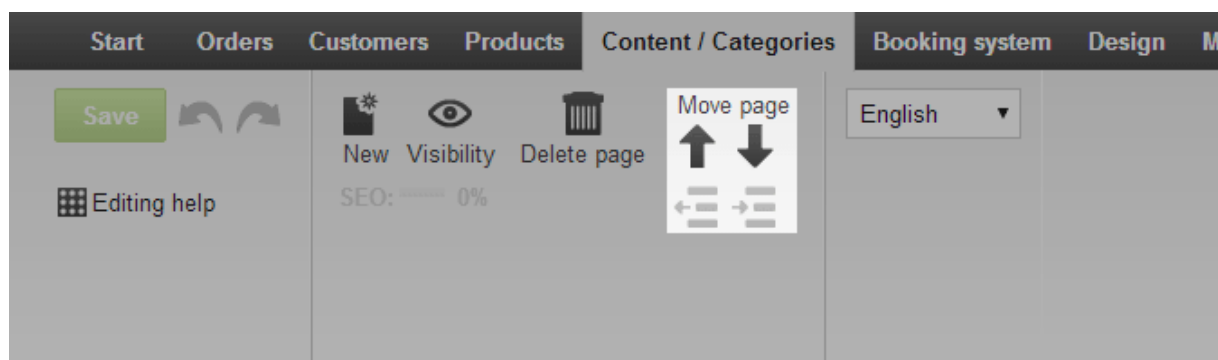
The sitemap is a subpage of your website. It shows your visitors an overview of the individual pages and categories of the website.

How to create a sitemap

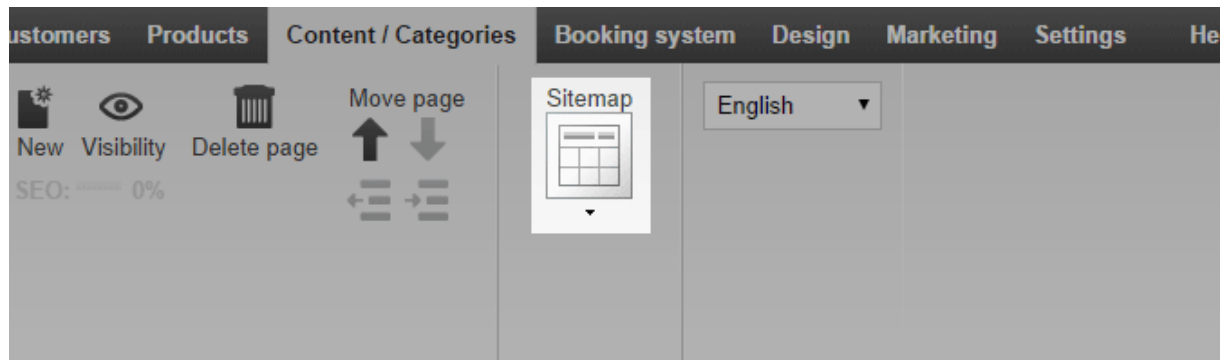
1. In the administration area in the main menu, select **Content/Categories** and then **New**.



2. Under **Type**, select the option **Sitemap**.
3. If necessary, specify another name under **Name**.
4. Leave the option **No** selected under **Visible**. This lets you edit the page before visitors can see your website.
5. Select **Insert**.
6. Check on the left in the page tree whether the page has been inserted in the correct location. If not, use the **Move page** buttons in the multifunction bar.



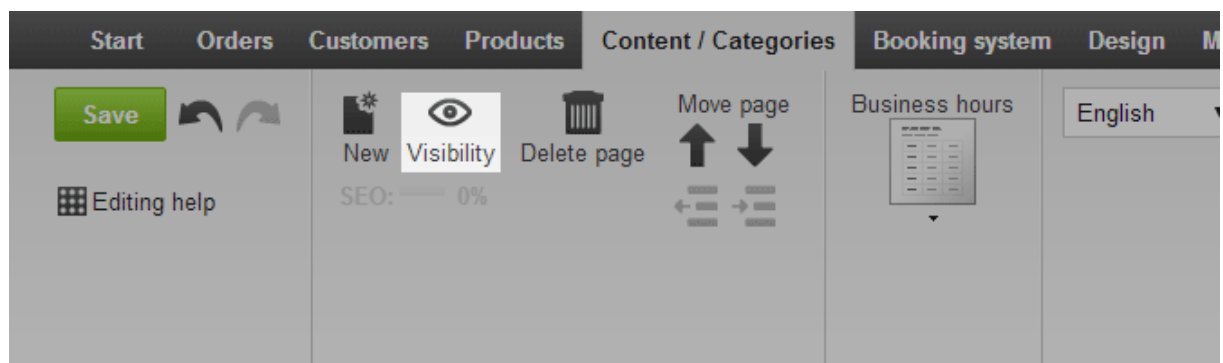
7. In the multifunction bar, select **Sitemap** to choose whether the sitemap is displayed in a block view or tree view.



The first three levels of your page hierarchy are displayed in the block view, and the first four in the tree view.

8. In the Preview you can edit the framed areas of the page if you wish – for example, to add your own text. Then save the changes.

9. Once you have finished editing your page, select **Visibility** in the multifunction bar.



10. For **Visible** select the option **Yes**.

11. Under **Visible in the menu**, select whether a link to the sitemap should be automatically added to page elements such as your site's menu, for example.

12. Apply the changes.

13. Save the changes.

The sitemap is now visible on your website.

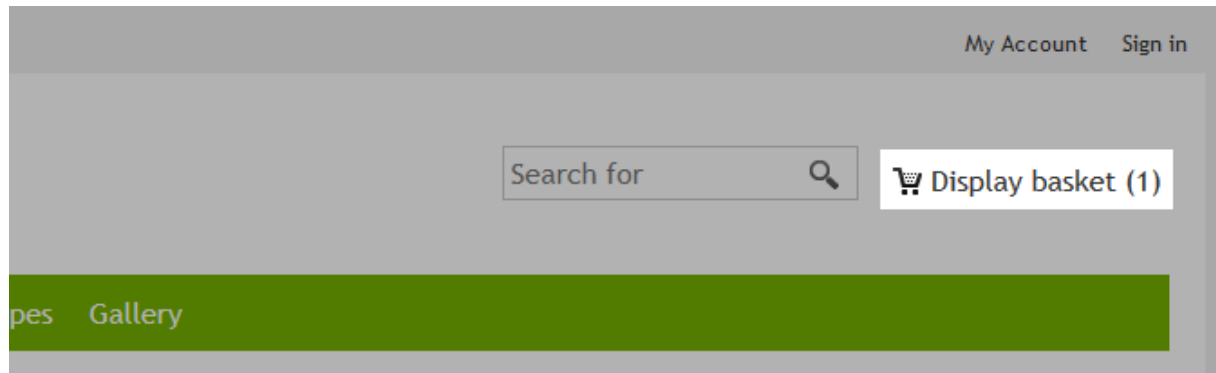


If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)

How do I change the text next to the basket page element?

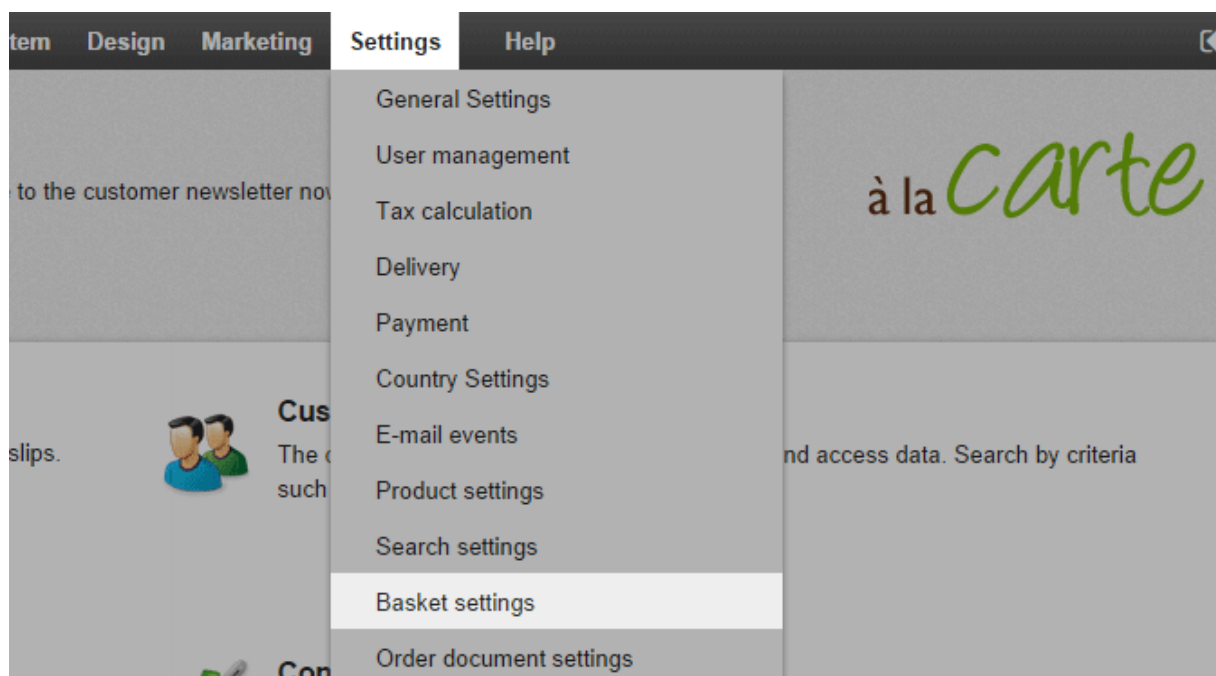
Your customers access the basket and therefore the order via the basket page element. This element is not to be confused with the "Add to basket" button with which they add products to their basket.

Here's an example what the page element might look like in your shop:



How to change the text of the basket page element

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.



2. Now select **Texts**.

Basket and order settings

Basket Texts Registration

Command "Add to basket" ☐ does not change the current view
☒ opens the basket

3. Under **Text for action "Display basket"** enter the text to be displayed next to the basket page element when a customer has placed at least one product in the basket.

Basket and order settings

Basket **Texts** Registration

| English | Translation |
|----------------------------------|--------------------|
| Text for action "Add to basket" | |
| Add to basket | In den Warenkorb |
| Text for action "Display basket" | |
| Display basket | Warenkorb anzeigen |

4. Save the changes.

The text next to the basket page element has now been changed. You can also modify the design of the element. For more information, see [How do I design the basket page element?](#)



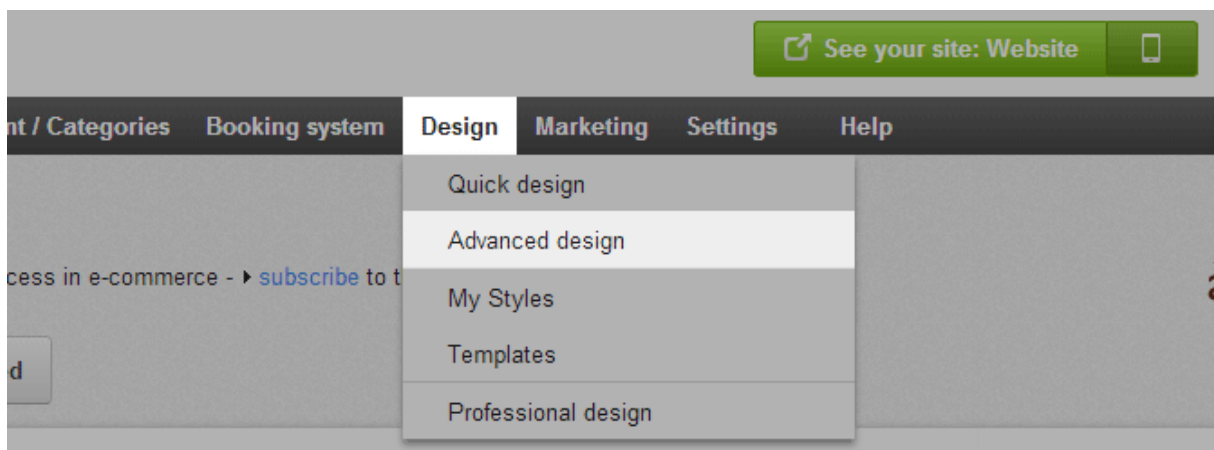
If your website is available in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)


How do I display my business hours on my website?

You can either display your business hours on every subpage of your website, or just on one dedicated page. If you want to edit the business hours, read [How do I edit my business hours?](#)

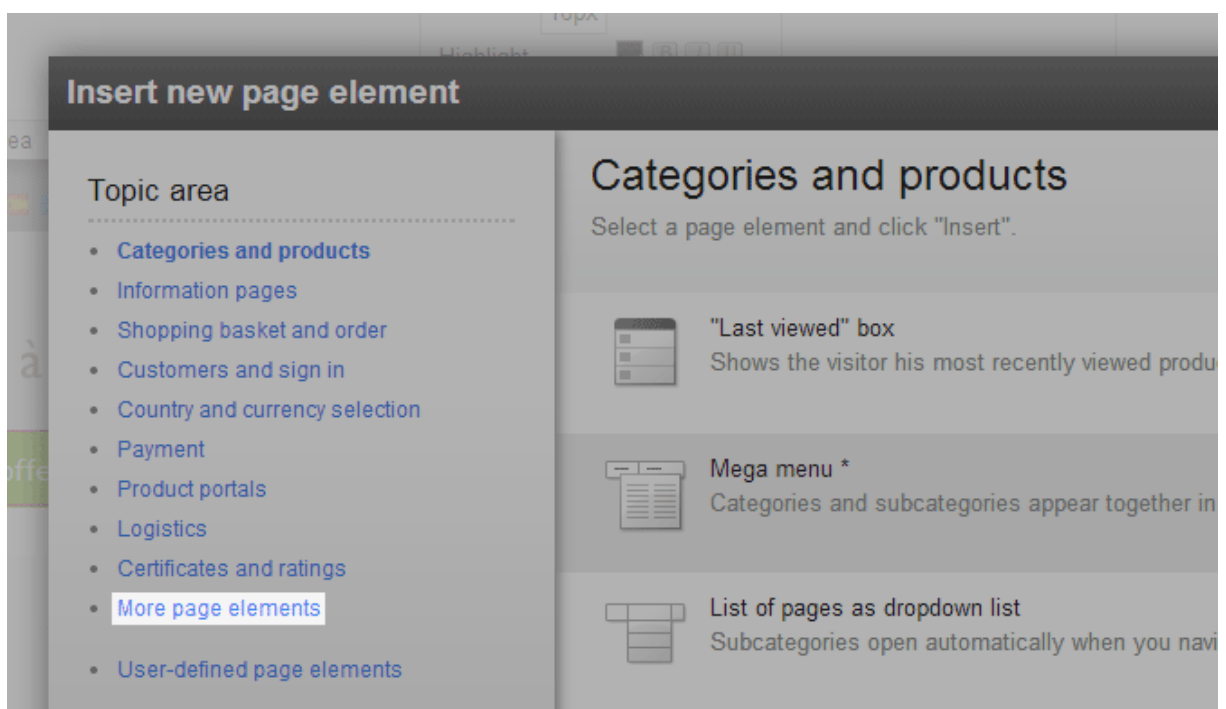
How to display your business hours on every page

1. In the administration area in the main menu, select **Design** and then **Advanced design**.



2. In the page area where you want the business hours to appear, select the  symbol .

3. On the left below **Topic area**, select the link **More page elements**.



4. On the right, select **Business hours**.

5. Select **Insert**.

6. Define the settings such as font and background colours for this page element and select **Apply**.

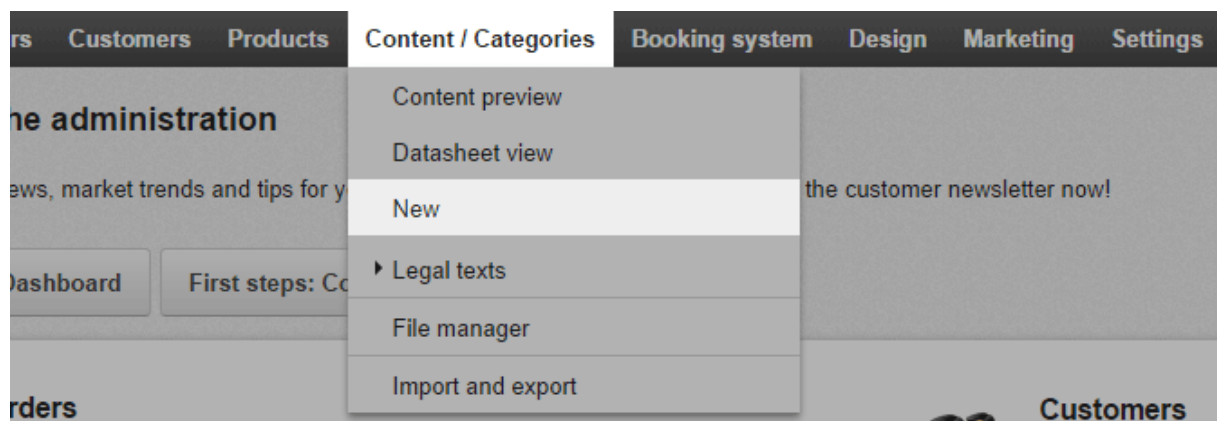
7. In the preview, you now see the newly inserted page element. You can position it with pixel precision. For more information, watch our tutorial video on this topic.

8. Save the changes.

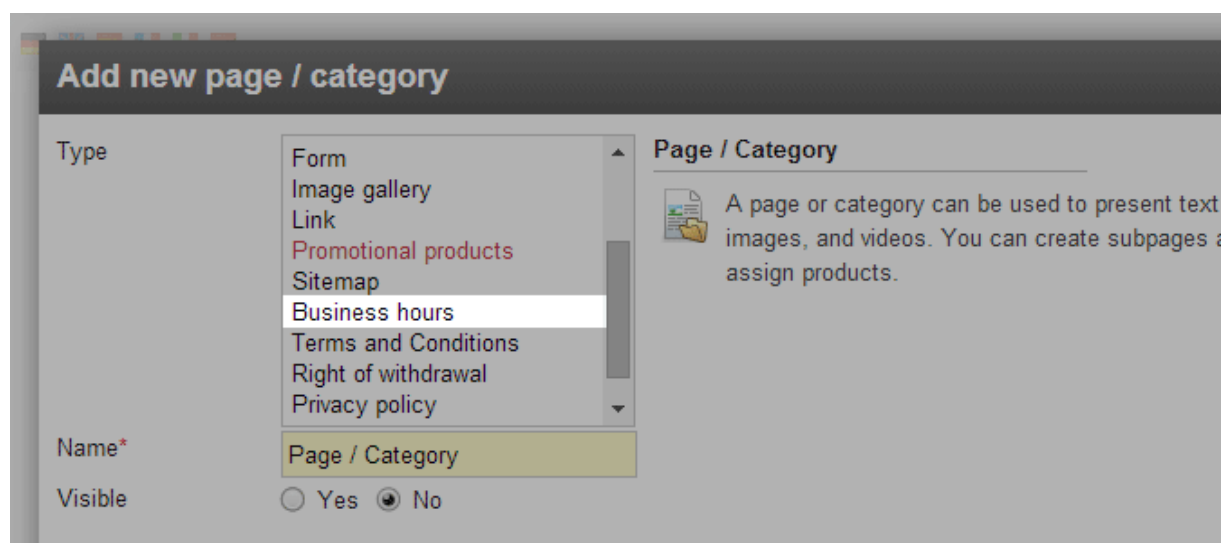
Your business hours will now be displayed at the desired location.

How to display your business hours on one dedicated page

1. In the administration area in the main menu, select **Content/Categories** and then **New**.



2. Under **Type**, select the option **Business hours**.

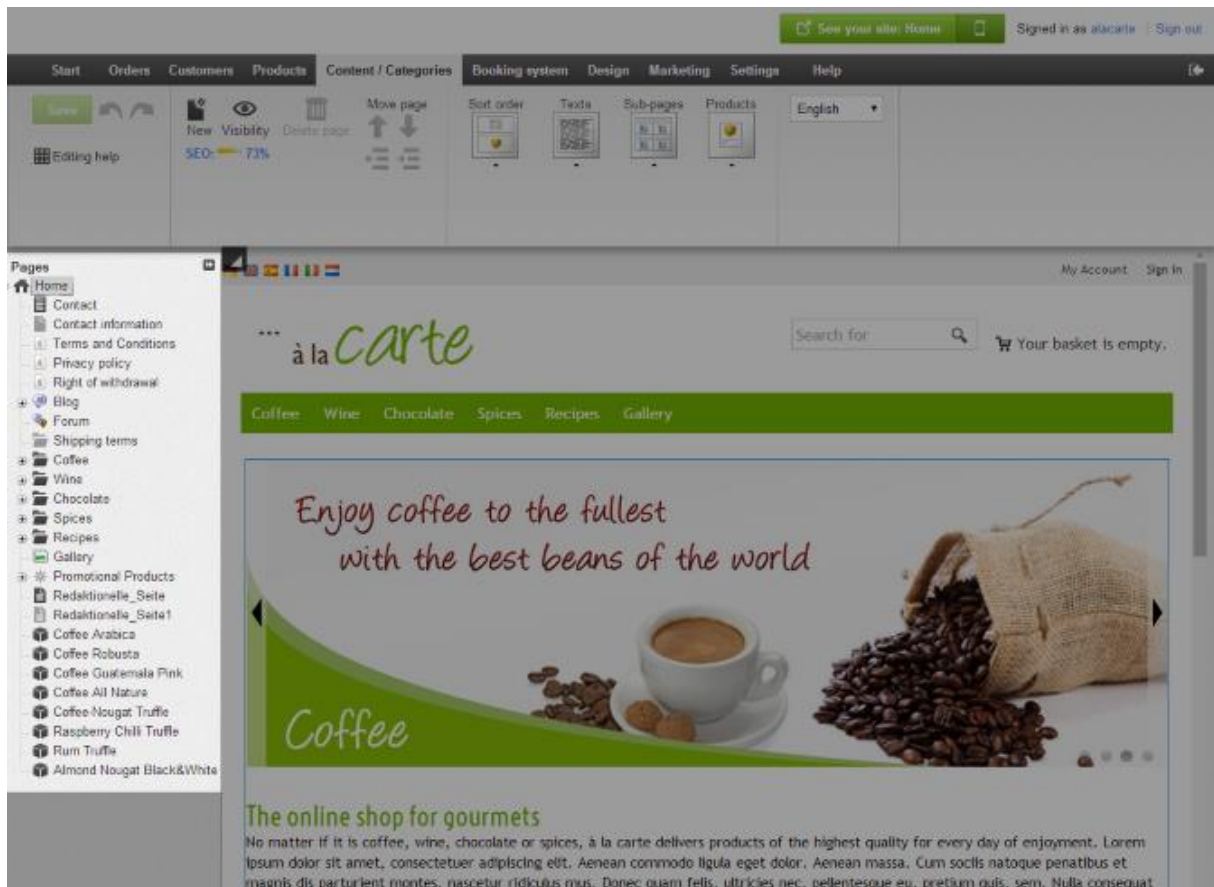


3. If necessary, specify another name under **Name**.

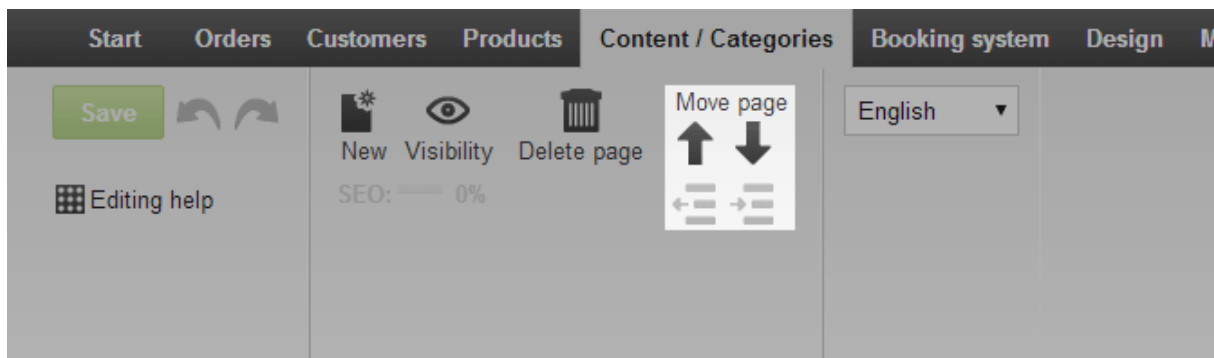
4. Leave the option **No** selected under **Visible**. This lets you edit the page before visitors can see your website.

5. Select **Insert**.

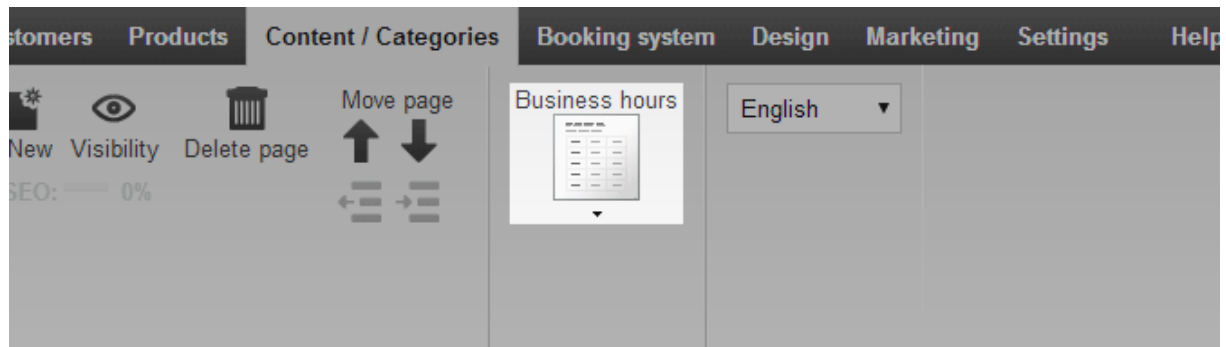
6. Check on the left in the page tree whether the page has been inserted in the correct location.



If not, use the **Move page** buttons in the multifunction bar.

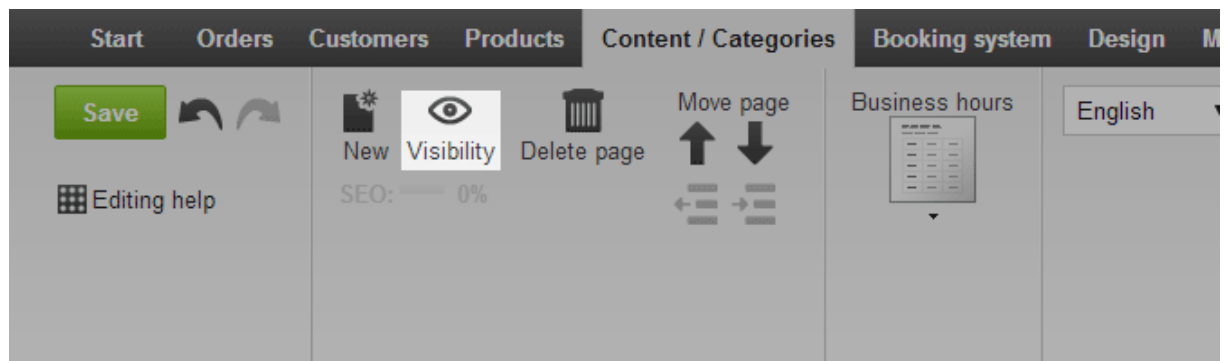


7. In the multifunction bar select **Business hours** to choose whether the times are displayed in a table or as an image.



8. In the Preview you can edit the framed areas of the page if you wish – for example to add your own text. Then save the changes.

9. Once you have finished editing your page, in the multifunction bar select **Visibility**.



10. For **Visible** select the option **Yes**.

11. Under **Visible in the menu**, choose whether the page should be visible in the menu.

12. Apply the changes.

13. Save the changes.

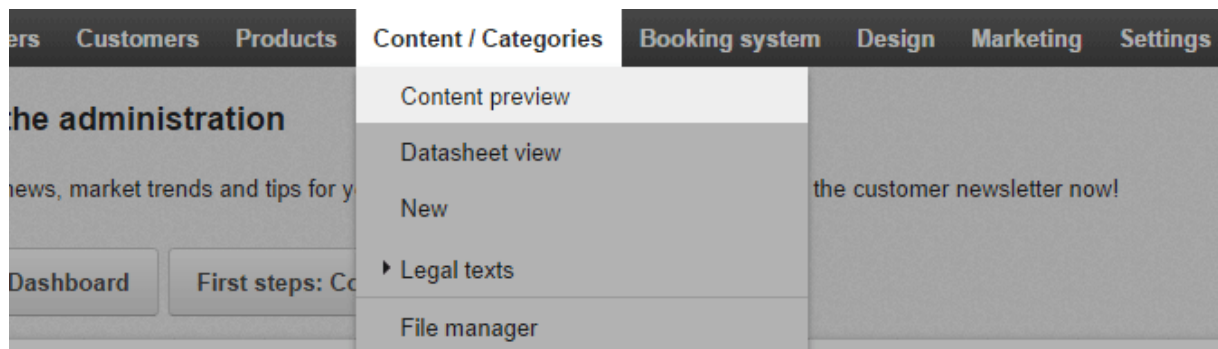
The business hours page is now visible on your website.

How do I add an RSS feed to a subpage on my website?

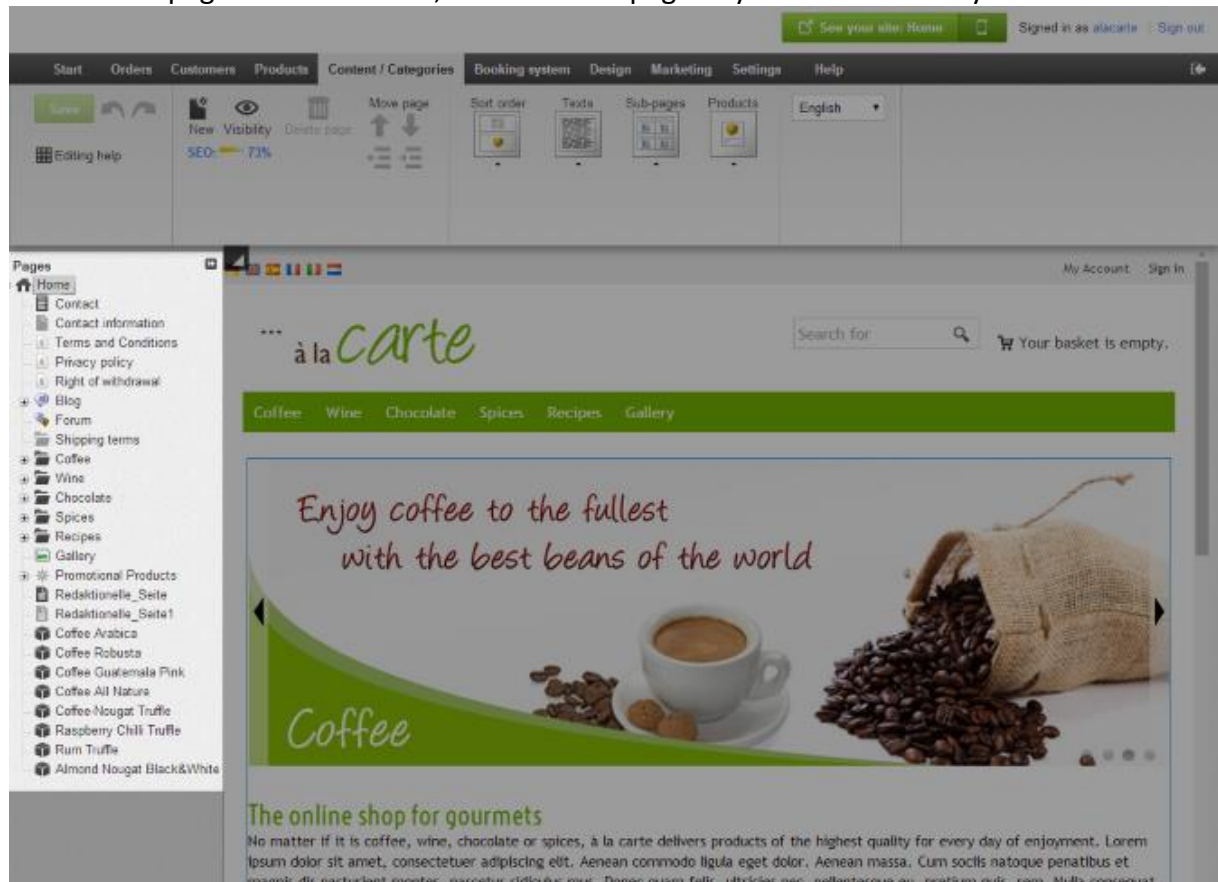
You can use an RSS feed to embed news from other websites on your website.

How to add an RSS feed

1. In the administration area in the main menu, select **Content/Categories** and then **Content preview**.



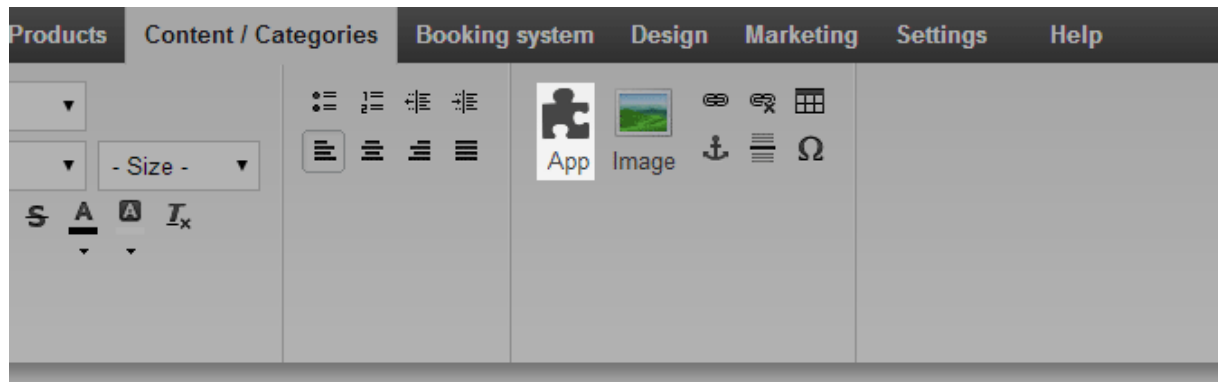
2. From the page tree on the left, select the subpage of your website that you want to edit.



3. Select one of the framed areas in the preview to edit it.

4. If necessary, move the cursor to the place where you want to add the RSS feed.

5. In the multifunction bar, select **App**.



6. Select **RSS feed**.

7. Enter the address of the RSS feed in the **URL of the RSS feed** field.

8. Make the settings required below.

9. Select **Apply**.

10. Save the changes.

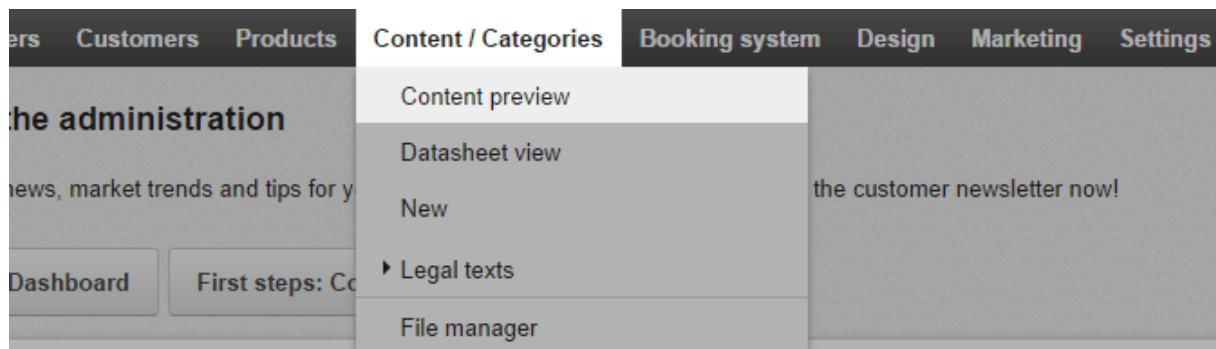
News from the RSS feed are now displayed on this subpage of your website.

How do I include a map?

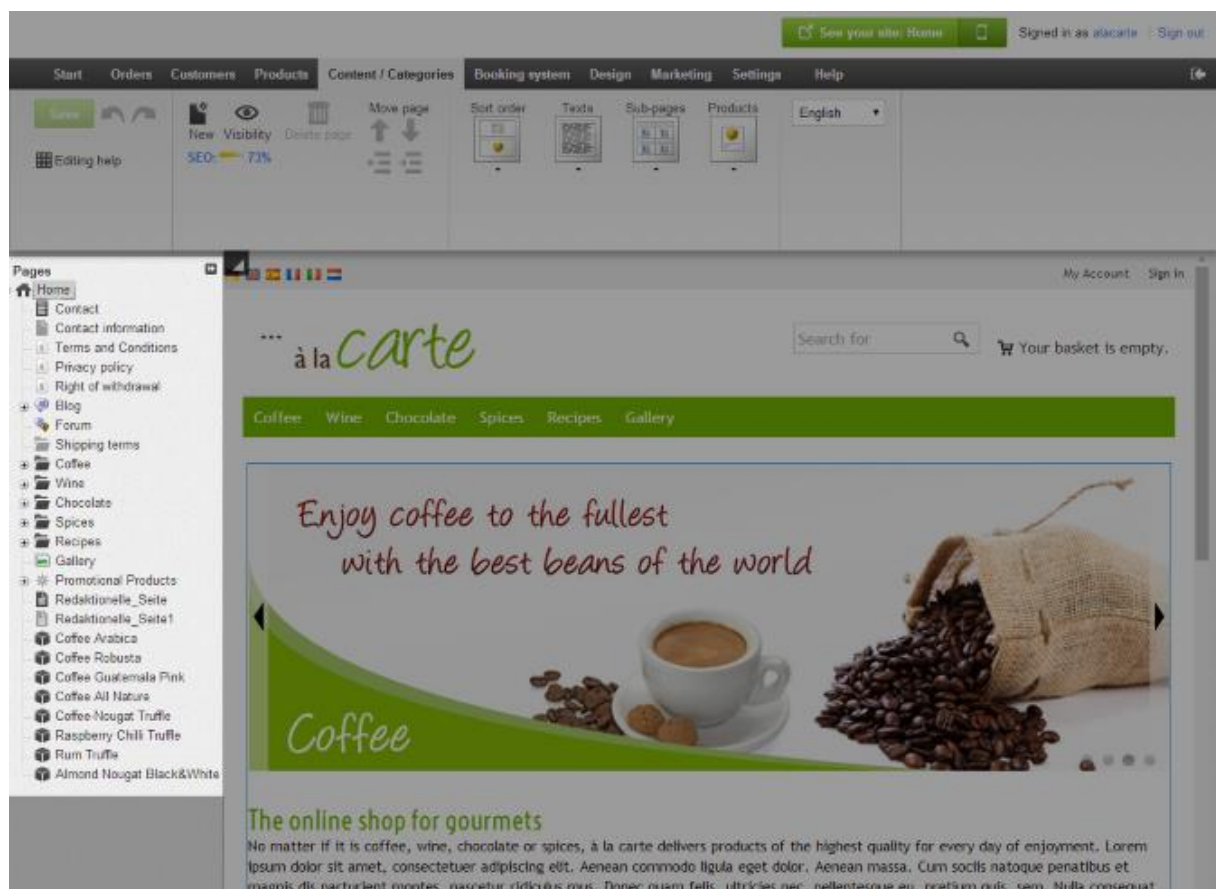
You can display a map on your website – for example, to show your customers where your shop is located.

How to include a map

1. In the administration area in the main menu, select **Content/Categories** and then **Content preview**.

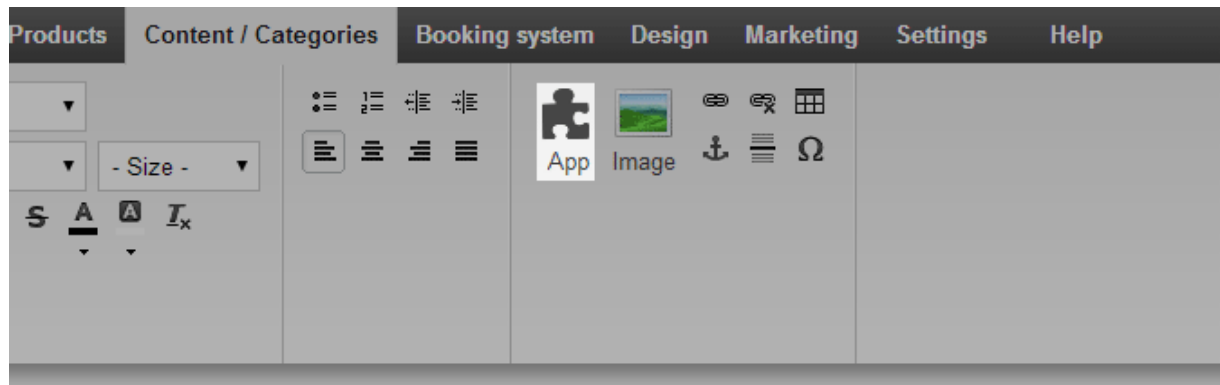


2. Select the subpage of your website that you want to edit from the page tree on the left.



3. Select one of the framed areas in the preview to add a map there.

4. In the multifunction bar, select **App**.



5. Select **Map**.

6. At the top, select a map service, such as Google Maps, for example.

7. Make the settings required below. For example, here you can change the address for which the map should be displayed.

8. Select **Apply**.

9. Save the changes.

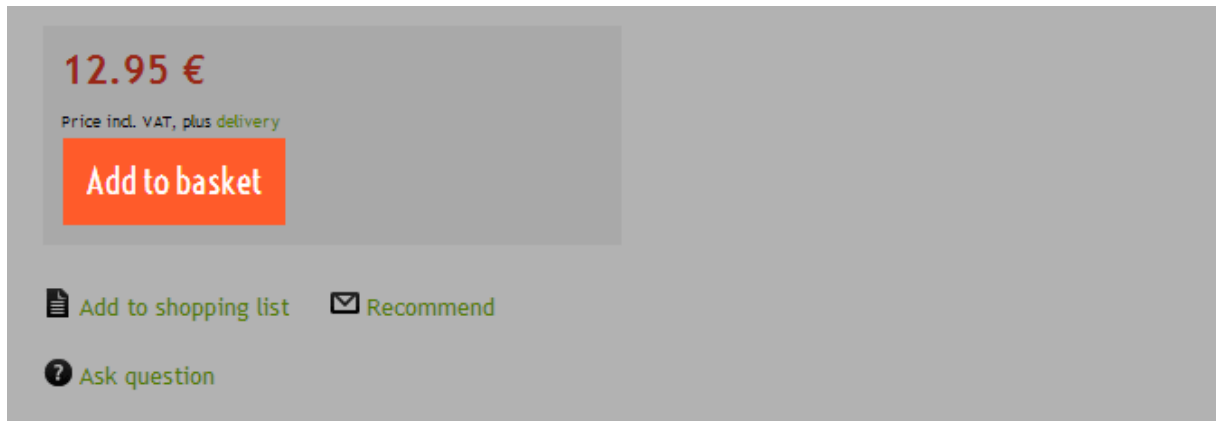
The map is now displayed on your website on the desired page.



If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to How do I create content in more than one language?

How do I edit the text of the "Add to basket" button?

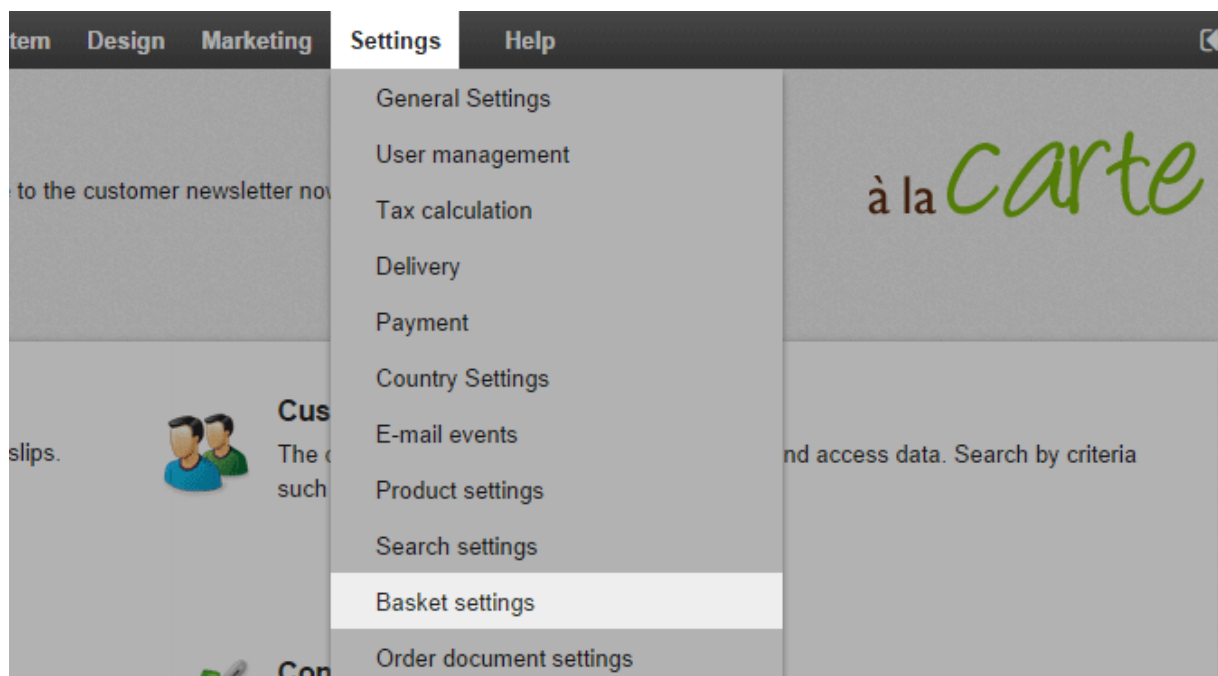
Your customers use the "Add to basket" button to add products to the shopping basket – for example on the product pages:



You can change the text of the button.

How to change the text

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.



2. Now select **Texts**.

Start Orders Customers Products Content / Categories Booking system Design Ma

Basket and order settings

Basket Texts Registration

Command "Add to basket" ☐ does not change the current view ☒ opens the basket

3. Under **Text for action "Add to basket"**, enter the new text.

Start Orders Customers Products Content / Categories Booking system Design M

Basket and order settings

Basket Texts Registration

| English | Translation |
|----------------------------------|--------------------|
| Text for action "Add to basket" | |
| Add to basket | In den Warenkorb |
| Text for action "Display basket" | |
| Display basket | Warenkorb anzeigen |

4. Save the changes.

The "Add to basket" button now displays the new text.



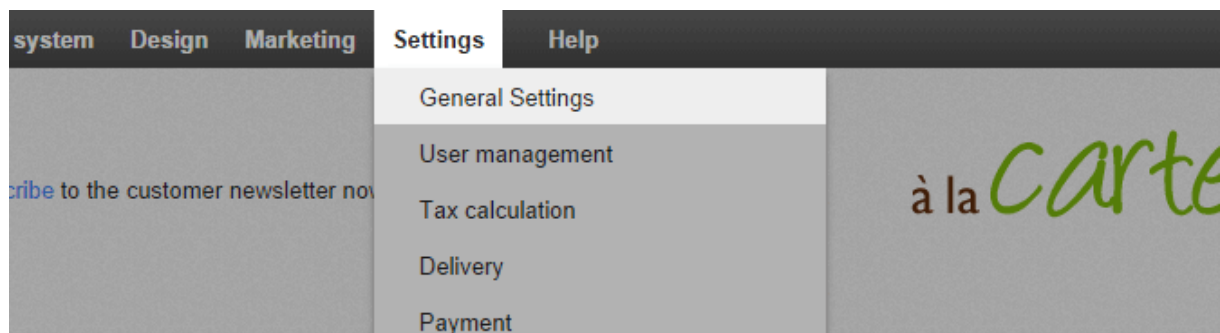
If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)

How do I change the message text for my closed website?

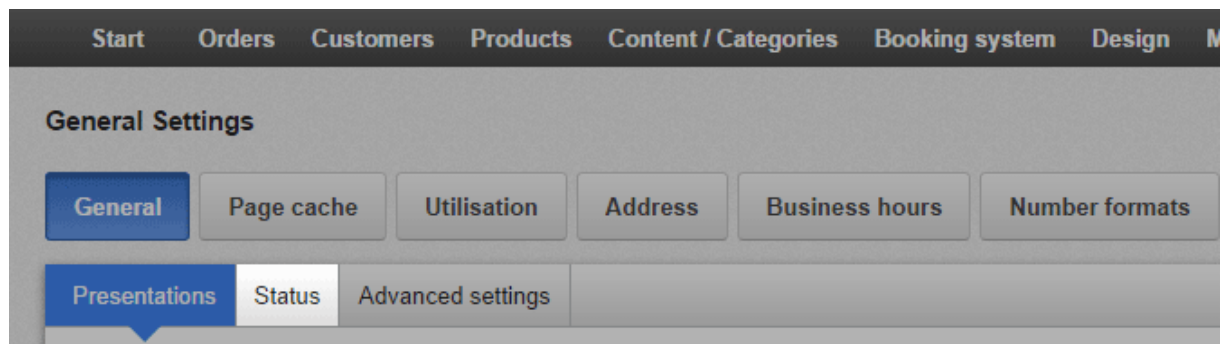
You can close your website to the public (see How do I close my website to the public?) and enter an individual message to be displayed in its place.

How to change the message text for your closed website

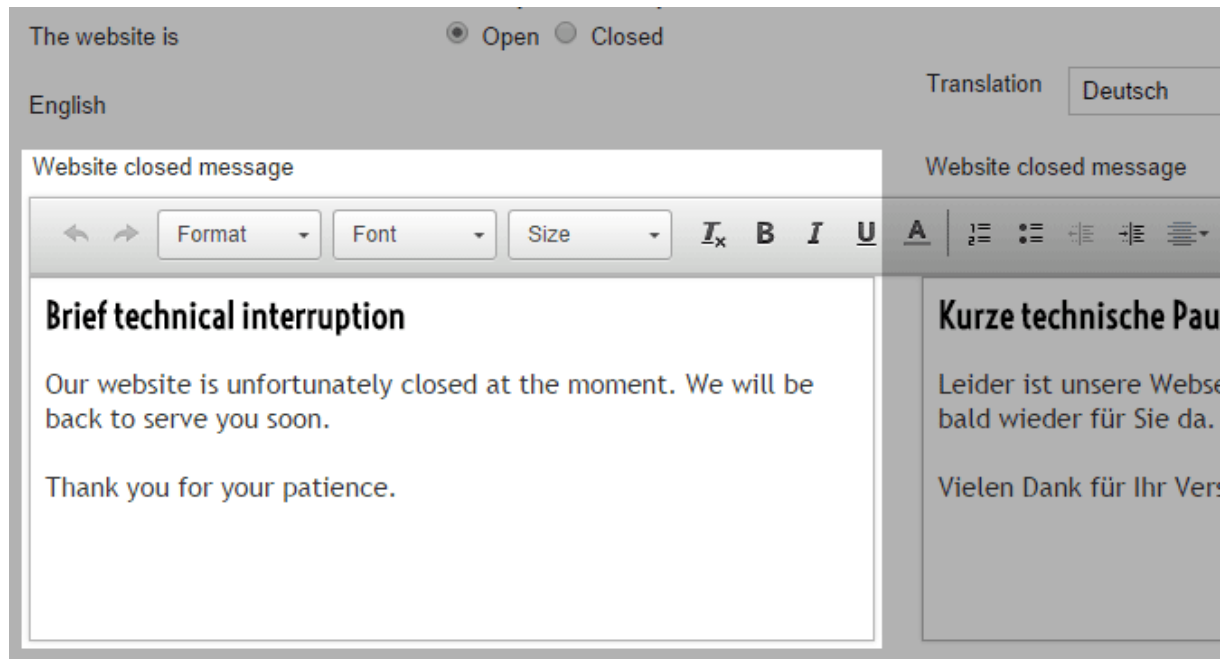
1. In the Administration area in the main menu, select **Settings** and then **General settings**.



2. Next, select **Status**.



3. Enter the text under **Website closed message**.



4. Save the changes.

If you have closed your website, the new message will now be displayed.

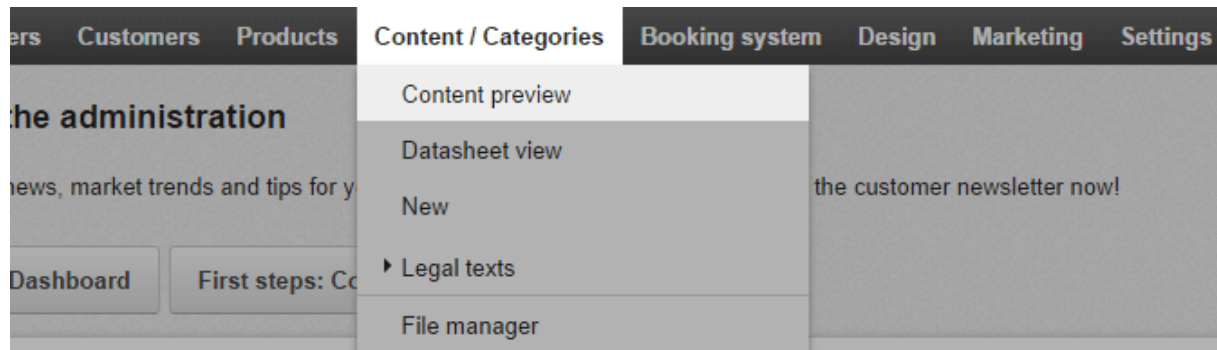


If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to How do I create content in more than one language?

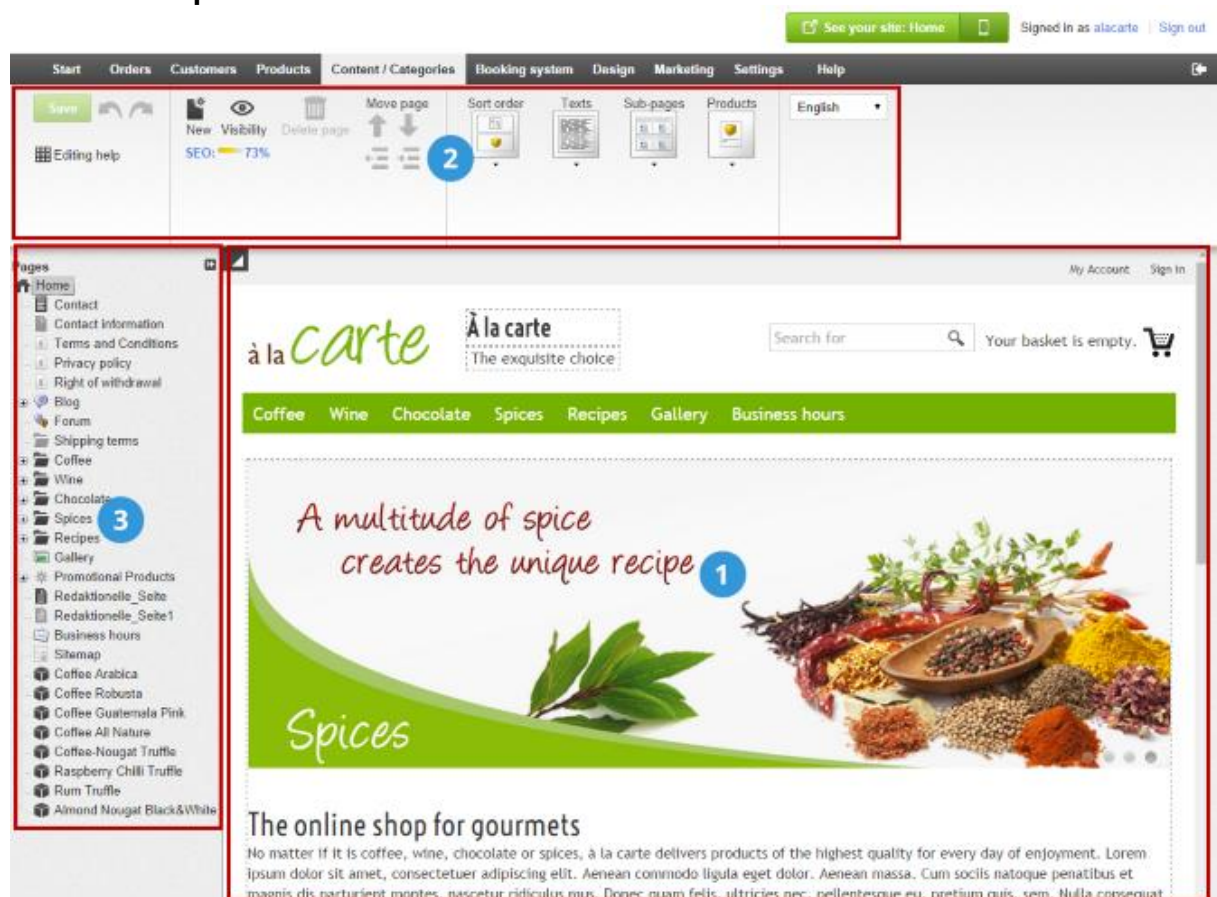
Getting started: Creating pages and categories

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

In order to add a new page or category to your website, simply use the Content preview mode. In the **Content / Categories** menu, click **Content preview**.



Content preview



1

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

2

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

3

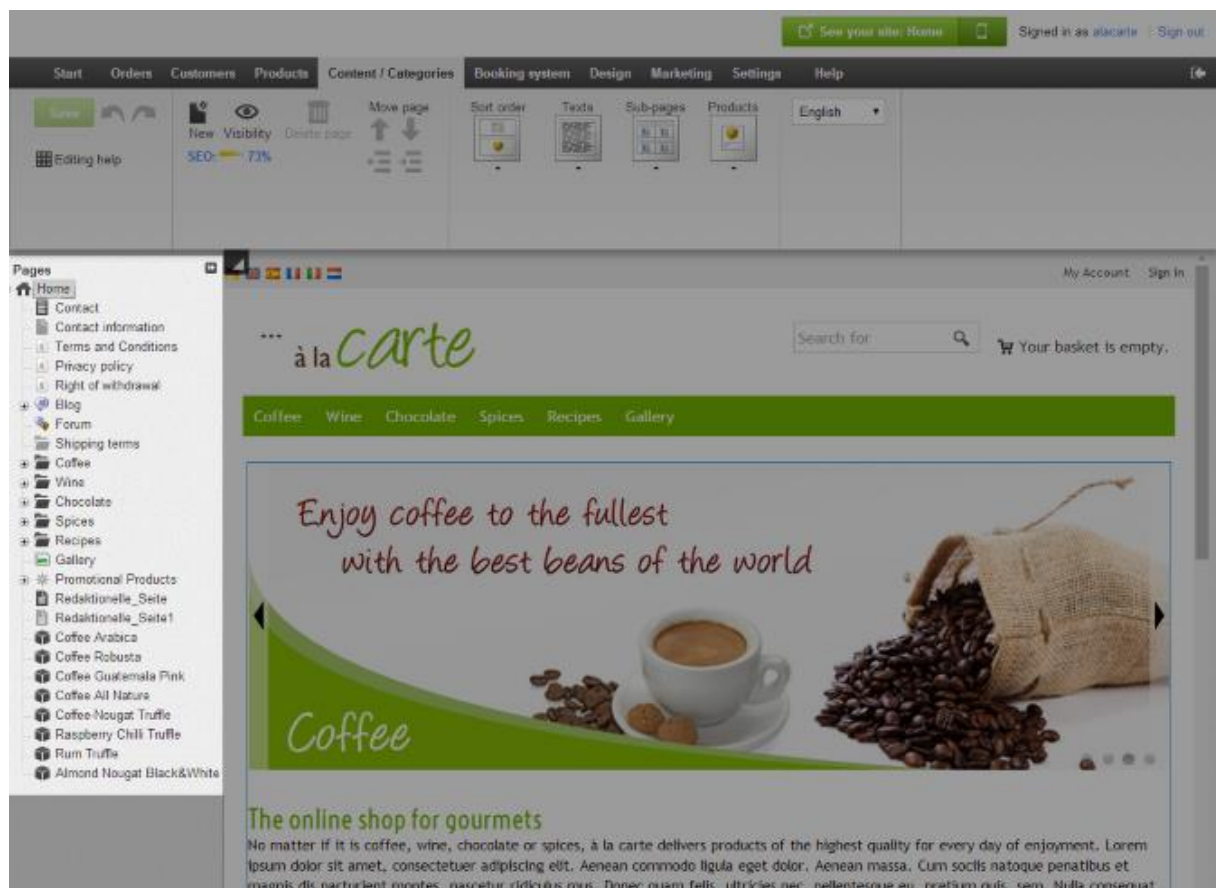
The left hand side of the page shows the page browser, which displays the structure of your website. You can use the page browser to create, move, and delete the various pages of your site.

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

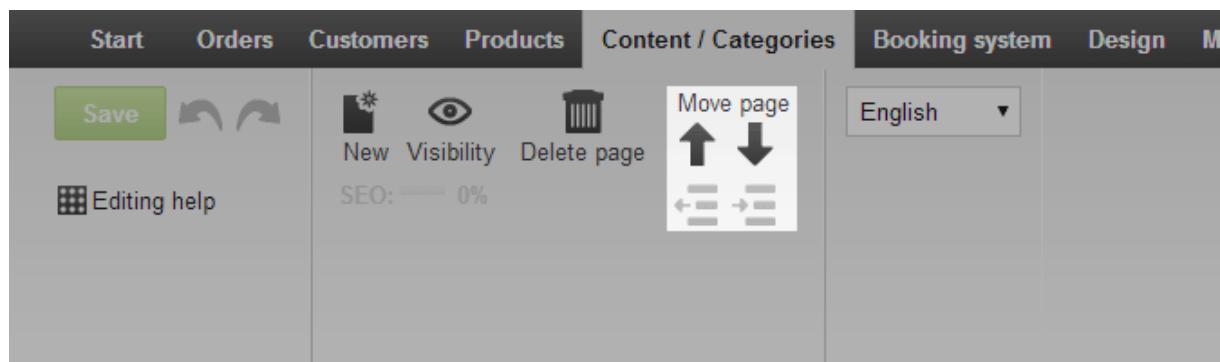
Creating a new page or category

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

1. Select where the new page/category should be created in the page browser on the left-hand side.



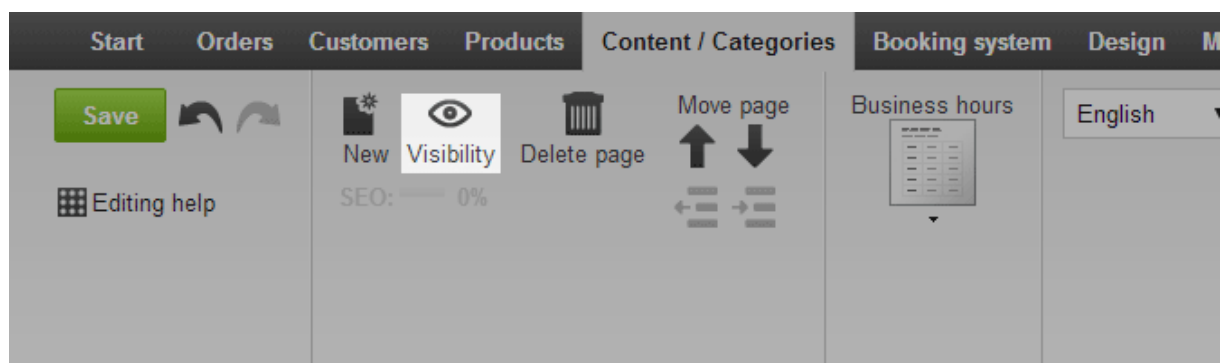
2. Click **New** on the multifunction bar at the top.
3. Select **Page / Category** and enter a name for the new page/category. Leave the **Visible** option on **No**, so you can edit the page/category first before your website's visitors can see it.
4. Click **Insert**.
5. Check whether the page/category was inserted in the correct place in the structure. If not, use the functions under **Move page** in the multifunction bar to move the page/category to the correct place.



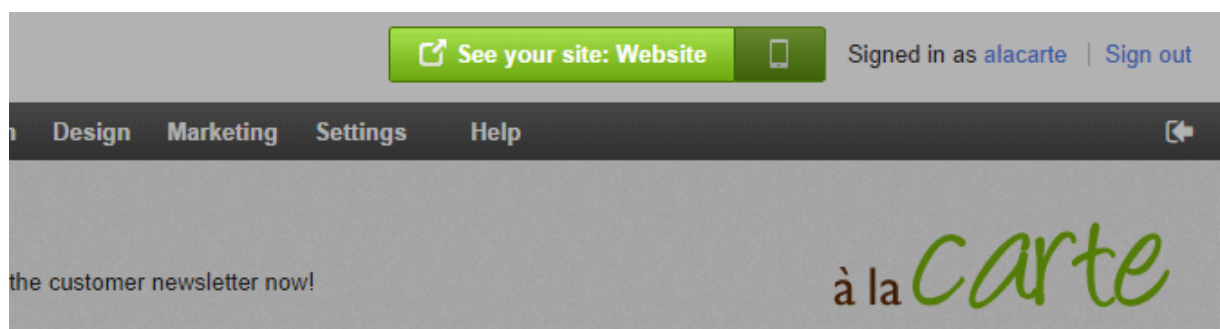
6. Click on the text fields in the preview section and enter the content which you want to be displayed on this page/category.

7. Select the correct **Layout** options for the page/category. Test multiple variations until you have found the optimal page display.

8. Click **Visibility** on the multifunction bar, select the **Visibility** option to **Yes** and click **Apply**. Now the new page/category will be visible to anyone who visits your website.



9. Click the link **See your site** in the back office to view the page/category again on your website and check everything is in order.



How do I link to my withdrawal form on every page of my online shop?

The European Consumer Rights Directive may make it necessary that you link to your withdrawal form on every page of your online shop. In the following instructions we assume that you have inserted the withdrawal form on your page covering withdrawal and already created a table of contents for this page.

1. Open your online shop in the browser and open the page on withdrawal.
2. Click with your right mouse button in the table of contents on the link to the withdrawal form and copy the address (URL) to the tray.
3. In the administration area in the main menu, select **Design** and then **Quick design**.
4. Click the plus sign to insert the page element in the area of your choice.
5. On the left below **Topic area**, select the link **User defined page elements**.
6. On the right, select the option **Link**.
7. Select **Insert**.
8. Under **Link destination** select the option **External**.
9. Under **Name** enter the text of the link, for instance "Withdrawal form".
10. Paste the link from your tray into the field **Link**.
11. If the link you just pasted says „http“ instead of „https“, add the „s“ after „http“ yourself.
12. Apply the changes.

The link to your withdrawal form is now inserted on every page of your online shop.

How do I export content / categories / pages?

You can export all of the content, categories and pages of your shop in one single file. Not included are the product pages including the product information as well as the category / product assignments. You can read more about those in our article [How do I assign a product to a category?](#)

How do I export all of the categories or pages?

1. Within the administration area, select **Content / Categories** from the main menu and then **Import and export**.

2. On this page you can specify the various export settings and then start the export process. Take a note of all the settings you select as you'll need to enter them again both when editing the file and when importing it.

| Option | Description |
|-------------|--|
| Object type | Here you can select what kind of data you want to export. |
| Formatting | Use this selection to set country-specific formats, such as decimal and thousands separators, and date or time, within the import and export file. |
| Encoding | Select "Unicode" if you use characters that are not contained in the standard character set. Otherwise, these will be exported as "?" characters. (Example: ™) |
| Delimiter | Here you can select the character that should be used as a delimiter within the export file. The data within the file is then separated by this character. In most cases, we recommend using the semi-colon as delimiter. Since commas are often used within the data sets (for instance in product descriptions), using commas as a delimiter can cause problems when you edit the file with an external program such as OpenOffice Calc. |
| Languages | Here you can select if you want to export all languages or only one. |

3. Select **Export**.

4. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.

How do I export certain categories or pages?

1. Within the administration area, select **Content / Categories** from the main menu and then **Datasheet view**.

2. In the left column of the table select all pages / categories that you want to export.
3. Select **Export**.
4. On this page you can specify the various export settings (see the table above) and then start the export process.
5. Select **Export**.
6. The export process is launched. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.



During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

How do I create and manage my own blog?

What is a blog?

A blog is a webpage on the internet where an internet user (also called “blogger”) can publish editorial articles.

Originally, blogs were used by individuals to have a private diary on the internet. It is now common for companies to have a blog as another medium to provide current information.

Your shop software offers you the possibility to create an own blog for your online shop. It also contains a commenting function, which enables readers to leave a note or comment concerning the article and thereby enter into dialogue with you.

How do I create my own blog?

1. In the administration area in the main menu, select **Content / Categories** and then **New**.
2. Under **Type** select **Blog**.
3. Under **Name** you can enter a name for the blog page.
4. Under **Visible** you can determine if the blog should be visible immediately.
5. Select **Insert**.

Your blog has been created.

How can I add the settings of my blog and add posts?

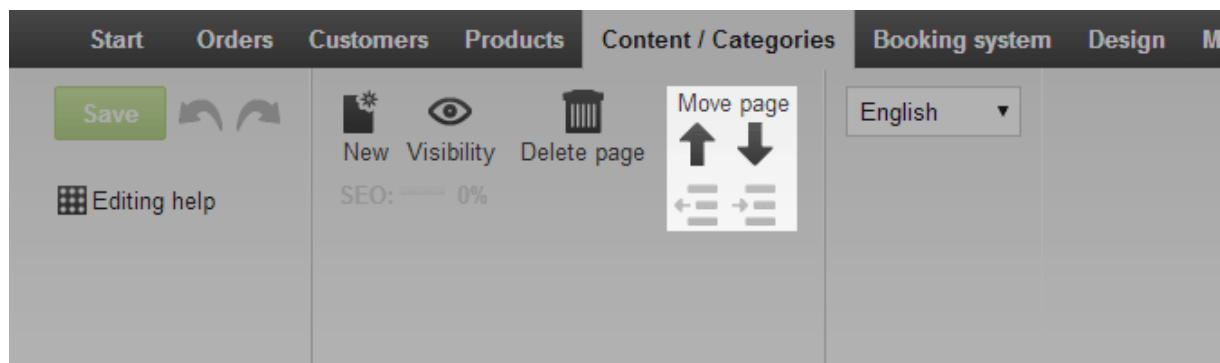
1. In the administration area in the main menu, select **Content / Categories** and then **Data sheet view**.
2. Select your blog in the table.
3. Here and on the corresponding pages you can take care of all of the settings for your blog. For instance you can determine that it is only visible for certain user groups.
4. To add a post, select **Posts**. Here you can create a new post and manage the comments of your users.

How do I create a new page?

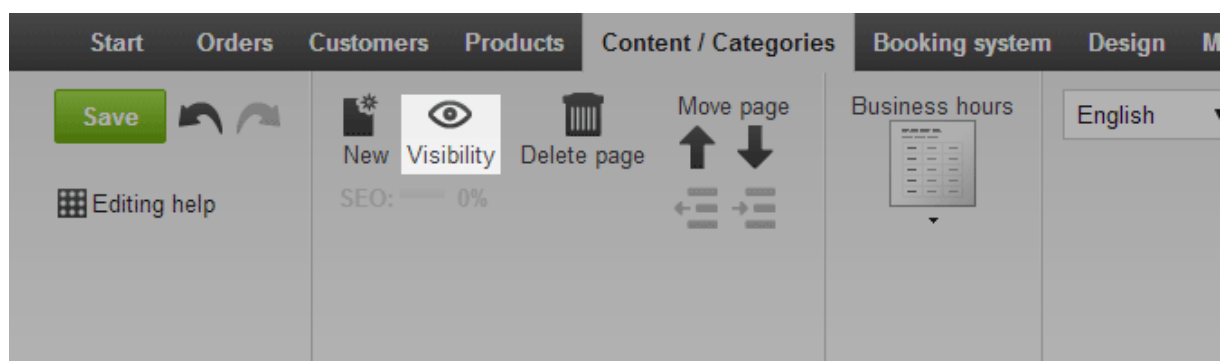
You can add subpages to your shop - for instance an "About us" page or a page about delivery costs.

How to create a new page

1. In your shop's administration area, select **Content / Categories** and then **New**.
2. Select **Page / Category** and enter a name for the new page. Leave the **Visible** option on **No**, so you can edit the page first before your website's visitors can see it.
3. Click **Insert**.
4. Check on the left-hand side whether the page was inserted in the correct place in the structure. If not, use the functions under **Move page** in the multifunction bar to move the page to the correct place.



5. Click on the text fields in the preview section and enter the content which you want to be displayed on this page.
6. Select the correct **Layout** options for the page. Test multiple variations until you have found the optimal page display.
7. Click **Visibility** on the multifunction bar, select the **Visibility** option to **Yes** and click **Apply**.



Now the new page will be visible to anyone who visits your website.

How do I adapt my contact form?

You can adapt the contact form of your shop - for instance by deleting fields, adding a checkbox that the user has to check or adding a text above the contact form.

1. In the administration area of your shop in the main menu select **Content / Categories** and then **Content preview**.
2. On the left side under **Pages** select the contact form that you would like to edit.
3. In the preview on the right side you can see the contact form. If you would like to delete one of the fields of the form, hover the mouse pointer over that field and select the trash can icon. Confirm that you would like to delete the field. The field for the email address cannot be deleted.
4. Fields that must be filled out by the user are marked with a *. If one of those fields should not be mandatory any more, hover the mouse pointer over that field and select the pencil icon. For the option **Must be specified by the user** select **No**. Select **Apply**. The field for the email address is always mandatory.
5. You can insert a checkbox that needs to be checked in order to submit the form. To do this, select **+ Add form field**. For **Type**, select *Check box*. Enter a heading as the **Field name** and under **Additional note text below the form field** the text that should be displayed there. Under **Must be specified by the user**, select **Yes**. Select **Apply**.
6. To insert a reference text above your contact form - for instance with a link to the privacy policy - select in the main menu **Content / Categories** and then **Datasheet view**. Then select **Texts**. Enter the text in the **Long description** field. To add a link to your privacy policy, mark the word(s) you would like to link and select the link icon in the multifunction bar above it. Then select your privacy policy page on the right and select **Apply**. Save the changes.



While this article contains basic advice, it makes no claim to completeness or accuracy. It may not under any circumstances replace legal advice in individual cases.

Getting started: Create payment methods

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

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

We distinguish between internal and external payment methods.

Internal payment methods

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

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

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

Further, on the **Customer groups** subpage, you can specify that the current payment method is only available for regular customers.

External payment methods

External payment methods, by contrast, use services from a third-party provider, for example PayPal or Skrill, which process the entire payment on your behalf.

At the bottom, in the table of payment methods, select the desired provider and click **Save**.

Next to the provider's name, click **Complete it**.

Now follow the steps explained in the back office to link your shop with the payment provider. Finally, you just need to switch this payment method to Visible on the **General** subpage and your customers will be able to use it in your shop.

How do payment methods work and how do I edit them?

You can offer your customers various payment methods. They can be divided into two types:

- Usual payment methods like payment in advance, invoice or direct debit where you handle the billing.
- Payment through a third-party provider, like PayPal or BillSAFE, which handles the entire payment process on your behalf and then passes the money on to you. Please note: You have to register with the payment provider first before you can set up that payment method in your shop.

You should ideally offer your customers several payment methods. This will reduce the chances of customers cancelling their order because you do not offer their preferred payment method.

How to create a new payment method

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table you can see all the payment methods already created in your shop. As you can see, some payment methods are already pre-set and all you need to do is adjust and enable them. If the payment method you require is already in the table, please skip to the section *How to edit a payment method*.

If the payment method you require is not there, select the kind of payment method you want to add at the bottom of the table in the **Payment method** column. If the payment method is to go through a third party like PayPal, select the name of the third-party provider. Otherwise the following types of payment method are available:

| Payment method | Description |
|-----------------|---|
| Free | The customer incurs no additional costs using this method. |
| Fixed price | The customer must pay a fixed fee for using this payment method. |
| Exemption limit | The customer must pay a fixed fee up to a certain order value. The customer incurs no additional fees above the order value. |
| Direct debit | The customer must give their bank details during the order process. This information is checked by your shop system to make sure that it is complete but not if it is correct. The bank details are not checked for accuracy or whether the account has sufficient funds. The customer incurs no additional costs using this method. |

| Payment method | Description |
|----------------------|---|
| Direct debit via fax | The customer is shown a fax form during the order process and can use this form to send you their bank details. The customer incurs no additional costs using this method. |

3. Under **Name in shop**, enter a name for the payment method, which will then be displayed later on in your shop. No two payment methods can share the same name.

4. Save the changes. The payment method is now created, but it is not available to your customers yet. You now need to edit it. More on this in the following section.

How to edit a payment method

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table you can see all the payment methods already created in your shop. Select the name of the payment method you want to edit.
3. On this page you make the general settings for the payment method. Please note that there are various options available depending on the payment method.

| Option | Description |
|----------------------------|--|
| Internal ID | This internal name for the payment method is not displayed anywhere to your customers. |
| Type | The type indicates the kind of payment method. It cannot be altered once the payment method has been created. |
| Visible | This is where you determine whether the payment method is available or not to your customers in the shop. Leave this option set to No until the payment method has been fully set up. |
| Default | Specify whether this should be the standard payment method for your shop. |
| Deferred payment available | Determine whether payment by instalment is a potential payment method. For this you need to have made the appropriate settings under Settings >> Payment >> Deferred payment . |
| Availability restriction | Here you can determine whether there needs to be a minimum and/or maximum order value for this payment method. If a customer order does not meet the minimum order value and/or exceeds the maximum order value, the customer will not be offered this payment method. You can also determine a general minimum order value. |
| Discount or fee | Determine whether customers using this payment method get a discount or have to pay a fee. Select the kind of discount/fee |

| Option | Description |
|---|--|
| | the customer should get (for example, Percentage discount) and enter the required value. |
| Order creation occurs | Here is where you determine whether the order should be created before payment (recommended) or after payment. The first option has the advantage of giving you access to the order details even if payment fails. This allows you to clarify the problem with the customer. |
| Allow usage for the following billing addresses | Determine whether the payment method should be available for all customers or only for specific regions. |
| Name in shop | The payment method is displayed in the shop with this name. |
| Comment | Here you can enter further information about this payment method for your customers. This information will be displayed to your customers during the order process when payment methods are selected. It will also appear on the order documents. |
| Logo | Here you can upload a logo for the payment method. This will be displayed in the order process if you use the order process in individual steps. You can select whether to display the logo or not. |

4. Save the changes.

5. Select **Settings**. **Note:** One exception are payment methods of the type *Free*. If you process this kind of payment method, please skip to step 7.

6. On this page you make additional settings for this payment method. If it is a payment method with a third-party provider (for example PayPal or BillSAFE), you can find instructions at the top of the page with the additional steps needed to set up this method. Please follow these instructions, make all the additional settings on this page and save the changes.

7. If the payment method is intended only for particular customer groups – for example regular customers – select **Customer groups**, select the desired customer group and save the changes. If you want to add more customer groups, select them and save the changes.

8. Have you finished setting up the payment method? Then select **General**.

9. For **Visible** select the option **Yes**.

10. Save the changes.

The payment method is now available in the shop for your customers. You should always firstly test payment methods with third-party providers. See the following section.

How to test a payment method

Most payment providers have a test mode at your disposal. Even if there is no test mode, you should still test the payment method when your shop is live. Please note that your shop must be online for the test.

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table you can see all the payment methods already created in your shop. Select the name of the payment method you want to test.
3. Select **Settings**.
4. If you have the option **Operational mode** here at your disposal, select **Test** and save the changes. If not, simply carry out the test order in live mode.
5. Go to your online shop and make a test order in which you select the payment method.
6. If everything has worked, change the operating mode to **Live** if necessary.
7. Save the changes.



External payment providers offer you the following advantages:

- Many of your customers already have an account with PayPal or a similar provider.
- Major payment providers enjoy customer confidence.
- You won't need to worry about payment processing.
- Paid orders are automatically flagged and all you need to do is dispatch them.

In the case of external payment methods, the transactions are processed on the provider's platforms. The customer is therefore directed to the provider's system for the payment process where all the necessary information is recorded, checked and processed. The customer is then redirected back to your shop. The corresponding orders can be allocated by means of transaction numbers. There is a transaction list for each provider, which you can find in the administration area under **Orders >> Transactions**.

In the administration area under **Settings >> Payment**, you can specify the sequence in which the payment methods are displayed to your customers.

How do I define a fee for a payment method?

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table select the payment method that you wish to edit.
3. Under **Discount or fee** select either **Percentage fee** or **Fixed fee**.
4. Enter the desired fee next to it.
5. Save the changes.

From now on this fee will apply to all orders with this payment method.



During the order process you can indicate the fee for the payment method to your customers.

How do I define a discount for a payment method?

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table select the payment method that you wish to edit.
3. Under **Discount or fee** select either **Percentage discount** or **Fixed discount**.
4. Then enter the desired discount.
5. Save the changes.

From now on the discount will apply for all payments with this payment method.



During the order process you can indicate to your customers the discount for the payment method.

How do I define the minimum or maximum order value for a payment method?

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table select the payment method that you wish to edit.
3. Under **Availability restriction** enter the desired minimum order value and/or maximum order value.
4. Save the changes.

If an order does not meet the minimum order value and/or exceeds the maximum order value, the customer will not see this payment method.



You can also specify a general minimum order value.

How do I limit a payment method to specific countries or regions?

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table select the payment method that you wish to edit.
3. Under **Allow usage for the following billing addresses** select the region for which this payment method is to be available.
4. Save the changes.

The payment method will now only be displayed to your customers when the billing address is in the region selected by you.

How do I define a comment for a payment method?

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table select the payment method that you wish to edit.
3. Enter your comment in the **Comment** field.
4. Save the changes.

The comment will now be displayed to your customers here:

- During the order process below the payment method
- On the invoice, provided the order status **Paid** is not set.



If you offer your website in multiple languages, you should enter the content in all these languages.

How do I set up Ingenico / Ogone in my online shop?

Ingenico is a payment method which previously was called Ogone.

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table you can see all the payment methods already created in your shop. At the bottom of the table in the **Payment method** column select **Ingenico**.
3. Under **Name in shop**, enter a name for the payment method, which will then be displayed later on in your shop. No two payment methods can share the same name.
4. Save the changes. The payment method is now created, but it is not available to your customers yet. You now need to edit it. More on this in the following section.
5. Select **Complete it** next to **Ingenico** in the table.
6. Follow the steps listed in the administration area.

How do I use Amazon Payments?

Amazon Payments allows your customers to pay in your shop using the payment and address information from their Amazon account.

Your customers stay in your shop throughout the payment process. After the transaction, you receive the e-mail address of the customer as well as their address to process the order.

The pricing model is transaction-based, so there are no monthly fee or payments in advance.

Setting up Amazon Payments for your online shop

To be able to setup Amazon Payments, your shop needs to run on version 6.17.45 or later of our software and Amazon Payments has to be part of your shop package.

Visit the administration area of your shop and select **Settings >> Payment** in the main menu.

At the bottom of the table, select **Amazon Payments**.

Save and proceed with the activation by selecting **Complete it** for Amazon Payments.

On this page, you can find 7 steps you need to follow.

Step 1

Select the country in which you would like to use Amazon Payments.

Step 2

Register your company to use Amazon Payments by clicking on [Register for Amazon Payments](#).

You are now redirected to Amazon Payments.

By answering the following three questions you can find out whether Amazon Payments is available for your business.

Please read the [Acceptable Use Policy](#) carefully and be aware that for some products Amazon Payments is not available. Additionally to the mentioned items, Amazon Payments is also not available for digital goods.

You can then create an account by selecting **Sign up**.

Enter your e-mail address and select **Create a new account**.

Step 3

Activate Amazon Marketplace Web Services (Amazon MWS) by clicking on the link **Activate Amazon MWS** in your shop's administration area.

Select **Sign up for MWS** and sign in to Amazon seller central with your e-mail address.

Choose the second option to activate Amazon MWS.

You can find the Application Name and Account Number in your shop's administration area under Settings >> Payments >> Amazon Payments >> Settings.

Click **Next** to complete the activation.

Step 4

In your shop's administration area enter your Seller ID that you received from Amazon in the third step.

Save the changes and you will receive a notification if the connection is established.

Step 5

Activate immediate notifications for updating the order status by entering the merchant URL in Amazon Seller Central under **Settings >> Integration Settings**. You can find the merchant URL in your shop's administration area under step 5.

Step 6

Select a colour for the "Pay using Amazon" button to be shown in your shop.

Step 7

Click on the link Set Amazon Payments to visible.

Select **Yes** for the option **Visible** to make Amazon Payments visible for the visitors to your shop.

Save the changes.

Go back to the page **Settings**.

Under **Operational Mode** select the option **Test (Sandbox)** if you want to test the new payment method first.

You can also directly select **Live** if you want Amazon Payments activated for the customers to your shop immediately. Please note that your account has to be activated for live transactions before. Otherwise the widget cannot be displayed correctly. You can find more information on this at Seller Central.

Save the changes.

The setup is now complete.

Do you want Amazon Payments only to be displayed for selected customer groups? Then visit the page **Customer groups** for Amazon Payments.

Testing in Sandbox Mode

With Sandbox Mode, you can test Amazon Payments.

Create a test buyer account in Seller Central. You need a valid e-mail address for this account.

Then create a test customer in your shop's administration area for ordering in your shop.

The test account from Amazon Seller Central is needed later when you choose the option "Pay with Amazon".

Where is Amazon Payments integrated in the shop?

After the installation, the button "Pay with Amazon" is displayed in the basket.

If you use the page element **Shopping basket overview with all line items as box** in your shop, the "Pay with Amazon" Button also appears on every page as soon as the customer adds an item to the basket.

How does the order process work for the customer?

By selecting the button "Pay with Amazon", the familiar Amazon Sign In is opened.

The customer can choose an address from their Address Book.

They select their preferred delivery method.

Afterwards the customer can select a payment method from one of the methods which they already used at Amazon.

An overview is displayed and the customer can confirm the order.

During the payment process, no data about the basket's content is transferred to Amazon.

How does payment work for merchants?

When a customer places an order, it is automatically authorised by Amazon. The payment is guaranteed for 7 days. Within these 7 days, you should dispatch the ordered products and change the order status in the administration area of your shop to **Dispatched**.

The actual transfer from the customer's account to Amazon, the so-called capture, is conducted automatically.

If the order is not dispatched within 7 days, the payment is not guaranteed anymore. Then it has to be captured manually before dispatch.

Standard order dispatched within 7 days

Orders that were paid with Amazon Payments are processed like others.

In the administration area of your shop, go to **Orders >> Inbox** to see new orders.

The order status is **Viewed** and the payment status is **Authorised**. This means that the payment is guaranteed by Amazon Payments within the next 7 days.

If the products which the customer ordered are in stock, you can prepare the shipping and change the order status to **Ready for dispatch**.

When you save this status, the capture is carried out automatically. You receive the payment and the payment status is changed to **Debited**.

The customer receives a confirmation e-mail from Amazon.

Order dispatched after more than 7 days

After 7 days the payment is not guaranteed by Amazon Payments any more. To make sure that you receive the payment you should open the order in your shop's administration area and then select **Capture Now**. Afterwards you change the order status to **Ready for dispatch**.

The payment status automatically changes to **Debited** and you receive the payment. Now you can dispatch the articles and change the order status.

Authorisation failed

If an order paid with Amazon Payments is not authorised, you get a notification in your shop's administration area.

In this case you have to get in contact with your customer e. g. via e-mail to agree on a different payment method.

You can use this e-mail template:

Valued customer,

Unfortunately Amazon Payments declined the payment for your order in our online shop SHOPNAME. Please contact us.

Kind regards

Cancelling an order

As long as you have not set the order status to **Ready for dispatch** the payment has not been captured.

At this point you can still cancel orders by setting the order status to **Rejected** and saving.

The payment status automatically changes to **Cancelled**.

Refunds

If the payment status is **Debited**, which means the capture has been proceeded, there is no possibility to refund the payment in your shop's administration area. Please visit Amazon Seller Central and go to **Orders >> Manage Transactions**.

How do I use PayPal?

You can use PayPal as a payment method, if this is available in your shop package. To learn how to set up this payment method, please read „How do payment methods work and how do I edit them?“

How do I offer deferred payment?

You can offer deferred payment to the customers of your shop.

1. In the administration area in the main menu, select **Settings** and then **Payment**.
2. In the table select the payment method that you wish to edit.
3. Under **Deferred payment available** select **Yes**.
4. Save the changes.

From now on, customers who use this payment method can use deferred payment.

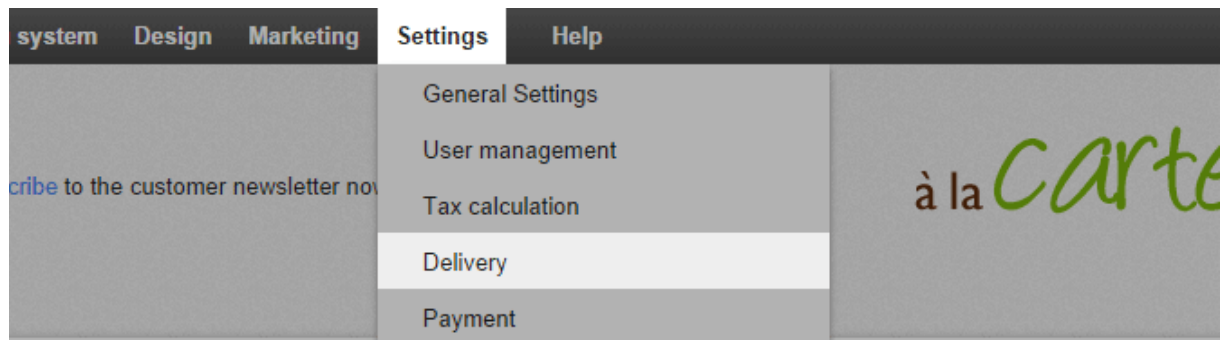
How to switch from PayPal Standard to PayPal Express

1. Log into your shop's administration area.
2. In the main menu, select **Settings** and then **Payment**.
3. At the bottom of the table in the **Payment method** column, select **Paypal Express checkout**.
4. Under **Name in shop**, enter a name for the payment method, which will then be displayed later on in your shop.
5. Save the changes.
6. Select **Complete it** for the newly created payment method.
7. Follow the set up guide which is displayed at the top of the page, starting with the second step "Request the access data from PayPal."
8. Paste the credentials into the corresponding fields in the administration area.
9. Under **Display PayPal Express button** in the shopping basket, select **Yes**.
10. Save the changes.
11. Select **General**.
12. Under **Visible**, select **Yes**.
13. Save the changes.
14. In the main menu, select **Settings** and then **Payment**.
15. In the table, select **Website Payments Standard (Paypal Standard)**.
16. Under **Visible**, select **No** to make this payment method invisible.
17. Save the changes.

Getting started: Creating new delivery methods

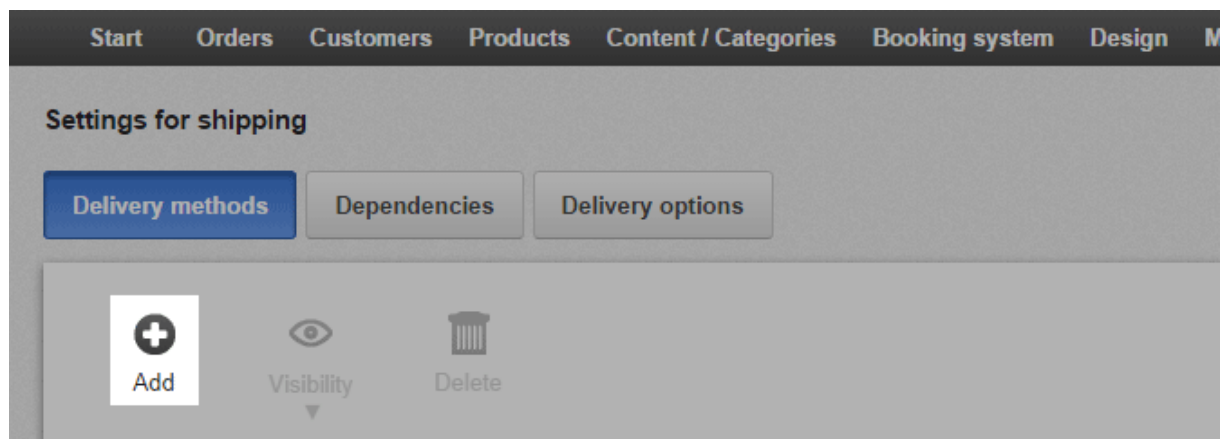
You can offer various delivery methods to your customers.

To create a new delivery method, click **Add delivery methods** in the “First steps” list or click **Settings** in the menu bar, followed by **Delivery**.



On this subpage, you will find an overview of the delivery methods activated in your shop.

To create a new delivery method, click **Add**.



A window will now open in which you can specify the basic settings.

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

Next, specify the type of delivery method.

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

Click **Add** to save the delivery method.

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

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

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

How do I create a new delivery method?



Depending on your shop package, there may be additional shipping apps available for you in your shop's App Store.

You can create different delivery methods in your shop. Every method can be optionally linked to a logistics provider. You can also set the delivery method to be available only for certain products or for customers in specific countries. For example, it might be the case that you create two different delivery methods for one and the same logistics provider: one for domestic deliveries and the other for international deliveries.

How to create a new delivery method

1. In the administration area in the main menu, select **Settings** and then **Delivery**.
2. In the table you can see all the delivery methods already created in your shop. Select the button **Add**.
3. If you *do not* wish to link your new delivery method to a logistics provider, under **Logistics vendors** select the option **User-defined delivery method**. Otherwise, select the desired provider from the list. Linking to a logistics provider has the advantage of enabling you to create franked shipping labels.
4. Under **Type**, determine how the delivery costs are to be calculated for this delivery method. For more information, see [How do I determine the delivery costs?](#)
5. Under **Name in shop**, enter a name for the delivery method, which will then be displayed later on in your shop. No two delivery methods can share the same name.
6. Select **Add**.
7. If you have linked the delivery method in step 3 to a logistics provider, select the **Complete it** button, follow the steps as specified and save the changes.
8. On this page (**Settings**), you can now define the settings for delivery costs and save the changes. For more information, see [How do I determine the delivery costs?](#) One exception is delivery methods of the *Free delivery* type: This step is unnecessary for these delivery methods because there are no delivery costs incurred.
9. Select **General**.
10. Make the general settings for this delivery method here.

| Option | Description |
|--|---|
| Internal ID | This internal name for the delivery method is not displayed anywhere to your customers. |
| Type | The type specifies how the delivery costs are calculated for this delivery method. It cannot be altered once the delivery method has been created. |
| Visible | This is where you determine whether the delivery method is available or not to your customers in the shop. Leave this option set to No until the delivery method has been fully set up. |
| Default selection | Specify whether this should be the standard delivery method for your shop. |
| Allow for all products | Determine whether this delivery method can be used for all products or only for specific ones. For more information, see How can I make a delivery method available for certain products only? |
| Allow usage for the following delivery addresses | Determine whether the delivery method should be available for all countries of the shop or only for specific ones. For more information, see How do I limit a delivery method to specific countries or regions? |
| Name in shop | The delivery method in your shop has this name. |
| Comment | Here you can enter further information about this delivery method for your customers. This information will be displayed to your customers during the order process when delivery methods are selected. It will also appear on the delivery note. |
| Logo | Here you can upload a logo for the delivery method. This will be displayed in the order process if you use the order process in individual steps. You can select whether to display the logo or not. |

11. Save the changes.



*In the administration area under **Settings >> Delivery**, you can specify the sequence in which the delivery methods are displayed to your customers. For more information, see [How do I sort list entries and change their order?](#)*



If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)

How do I determine the delivery costs?

You determine the delivery costs that your customers must pay for each delivery method.

You can decide how high the delivery costs ought to be for the individual delivery methods. You do not have to reflect the delivery costs you are invoiced by your delivery agents. Carefully consider whether you want the actual costs precisely represented in the delivery cost or whether it might be better to find an average cost. The latter tends to be better understood and is more convenient for customers.

You should consider other cost factors in the delivery costs, such as packaging material.

The general rule of thumb is that the delivery costs of your shop should be as clear and easy to understand as possible. Also consider offering free delivery – at least for orders above a certain value.

How to determine the delivery costs for a delivery method

Select type

You make the most important decision in terms of delivery costs when you create a delivery method and select its type. The type determines how the delivery costs are calculated later. For more information on creating a delivery method, see [How do I create a new delivery method?](#)

Therefore, it's important to select the right type when creating the delivery method:

| Type | Description |
|---|--|
| Free delivery | Delivery is free of charge for the customer. |
| Fixed price | Delivery costs are always the same. |
| Exemption limit | Delivery is free for orders above a certain value. Delivery costs are always the same for all orders below this value. |
| Shopping basket total | Delivery costs depend on the order value. |
| Weight of the products in the shopping basket | Delivery costs depend on the weight of the products ordered. |
| Number of products in the shopping basket | Delivery costs depend on the number of products ordered. |

If the delivery method is linked to a logistics provider, there may be other types available.

Determine delivery costs

Once you have created a delivery method, you can then determine delivery costs for this method. Please note that there may be differences with some logistics providers in terms of the steps specified below.

1. In the administration area in the main menu, select **Settings** and then **Delivery**.
2. In the table select the delivery method you want to edit.
3. Select **Settings** and depending on the type of delivery method follow the other steps in the following table.

| Type | Steps |
|-----------------------|--|
| Free delivery | <p>Since charge for delivery methods of this type is always free, you cannot change any further settings here.</p> <p>4. Select the Tax class for this delivery method.</p> |
| Fixed price | <p>5. Enter the Delivery price.</p> <p>6. Save the changes.</p> <p>4. Select the Tax class for this delivery method.</p> <p>5. Enter the Delivery price in the Base price column for orders where the limit for free delivery has not been reached.</p> |
| Exemption limit | <p>6. Enter the order value in the Free above an order value of column above which delivery is free of charge.</p> <p>7. Determine under Price "Free above an order value of" refers to total of whether the order value for free delivery should include only products or also include coupons and a potential shopping basket discount.</p> <p>8. Save the changes.</p> <p>4. Select the Tax class for this delivery method.</p> <p>5. Determine under Price of the shopping basket refers to total of whether the order value should include only products or should also include coupons and a potential shopping basket discount.</p> |
| Shopping basket total | <p>6. You will find a table for delivery costs for each of the currencies set up in your shop – for example Delivery costs for orders in €. Enter the delivery costs into these tables for the various order values.</p> <p>For the range <i>0 to unlimited</i>, enter the Multiplier and the Base price for the first limit (e.g. €50). The multiplier determines the variable amount of the delivery price and the basic price determines the constant amount.</p> <p>The delivery costs are then calculated according to the following formula:</p> <p>Delivery costs = shopping basket price x multiplier + base price</p> |

| Type | Steps |
|---|---|
| | <p>An example: You enter a multiplier of 0.5 and a base price of €3 for the order value range of €0 to €20. If a customer places an order with an order value of €5, they must pay €5.50 delivery costs.</p> $\text{Delivery costs} = 5 \times 0.5 + 3 = 5.5$ <p>7. Save the changes.</p> <p>8. A new line has been added at the bottom of the table. In the column Price of the shopping basket from, enter the limit (e.g. €20).</p> <p>9. In the same line enter a Multiplier and a Base price. These values then apply from the specified limit to unlimited.</p> <p>10. Save the changes.</p> <p>11. If you want to enter other order values and associated delivery costs, repeat steps 8 to 10.</p> <p>4. Select the Tax class for this delivery method.</p> <p>5. Select the weight unit under Calculation of the weight of the products is performed in Weight unit.</p> <p>6. If the order is meant to have free delivery above a certain value, enter the corresponding value at Free delivery as of the following order value.</p> <p>7. Below you will find a table for delivery costs for each of the currencies set up in your shop – for example Delivery costs for orders in €. Enter the delivery costs into these tables for the various weight categories.</p> <p>For the range 0 to <i>unlimited</i>, enter the Multiplier and the Base price for the first limit (e.g. 5 kg). The multiplier determines the variable amount of the delivery price and the basic price determines the constant amount. The delivery costs are then calculated according to the following formula:</p> $\text{Delivery costs} = \text{weight} \times \text{multiplier} + \text{base price}$ <p>An example: You enter a multiplier of €2 per kg and a base price of €5 for the weight range of 0 to 5 kg. If a customer places an order with a weight of 3 kg, they must pay €11 delivery costs.</p> $\text{Delivery costs} = 3 \times 2 + 5 = 11$ <p>8. Save the changes.</p> <p>9. A new line has been added at the bottom of the table. In the column Weight from, enter the limit (e.g. 5 kg).</p> |
| Weight of the products in the shopping basket | |

| Type | Steps |
|---|--|
| | <p>10. In the same line enter a Multiplier and a Base price. These values then apply from the specified limit to unlimited.</p> <p>11. Save the changes.</p> <p>12. If you want to enter other order values and associated delivery costs, repeat steps 9 to 11.</p> <p>13. If you want to define a maximum permitted weight for this delivery method, enter it at Permitted maximum weight for this delivery method and save the changes. If a customer order exceeds the maximum permitted weight, this delivery method will not be displayed to the customer in the order process.</p> |
| | <p>Caution</p> <ul style="list-style-type: none"> If you offer a delivery method of this type, you should enter the weight of each product. For more information, see How do I record the weight of a product? <p>If a customer places a product in the shopping basket for which you have not entered a weight, the delivery price does not increase. If the customer only places products without any weight indication in the shopping basket, the delivery costs incurred will be the base price for the smallest unit of weight without additional surcharges.</p> |
| | <p>4. Select the Tax class for this delivery method.</p> <p>5. If the order is meant to have free delivery above a certain value, enter the corresponding value at Free delivery as of the following order value.</p> <p>6. Below you will find a table for delivery costs for each of the currencies set up in your shop – for example Delivery costs for orders in €. Enter the delivery costs into these tables.</p> |
| Number of products in the shopping basket | <p>Enter the Multiplier and the Base price for each currency. The multiplier determines the variable amount of the delivery price and the base price determines the constant amount. The delivery costs are then calculated according to the following formula:</p> <p>Delivery costs = product quantity x multiplier + base price</p> <p>An example: You enter a multiplier of €2 per product and a base price of €5. If a customer places an order for 3 products, they must pay €11 delivery costs.</p> <p>Delivery costs = 3 x 2 + 5= 11</p> <p>7. Save the changes.</p> |

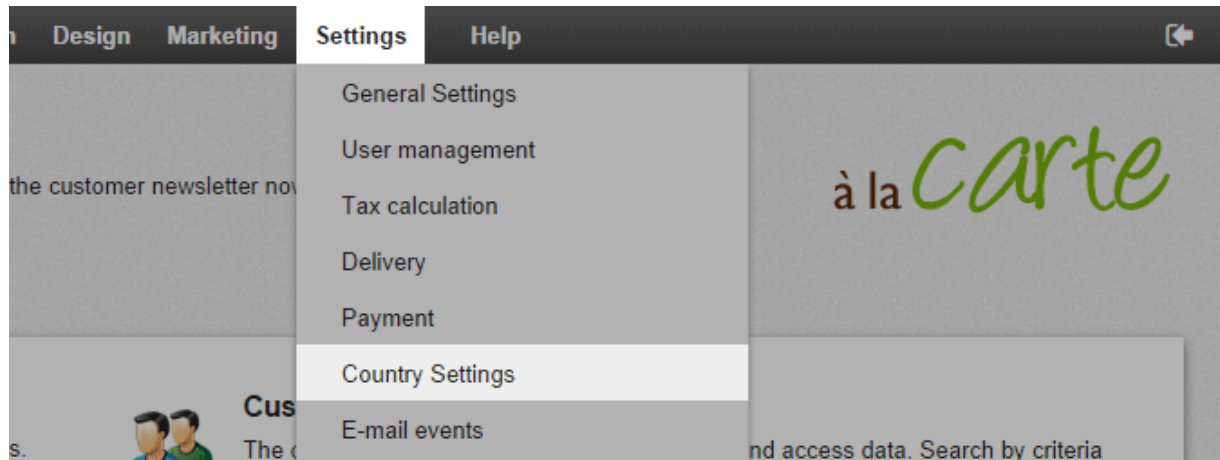


You can restrict a delivery method to certain countries or regions. For more information, see [How do I limit a delivery method to specific countries or regions?](#)

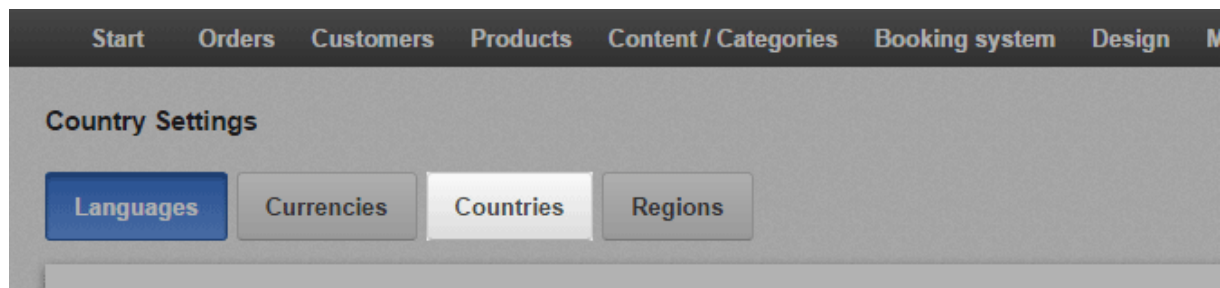
You can determine that a particular delivery method may only be used for certain products. For more information, see [How can I make a delivery method available for certain products only?](#)

How do I add a new country I want to ship to?

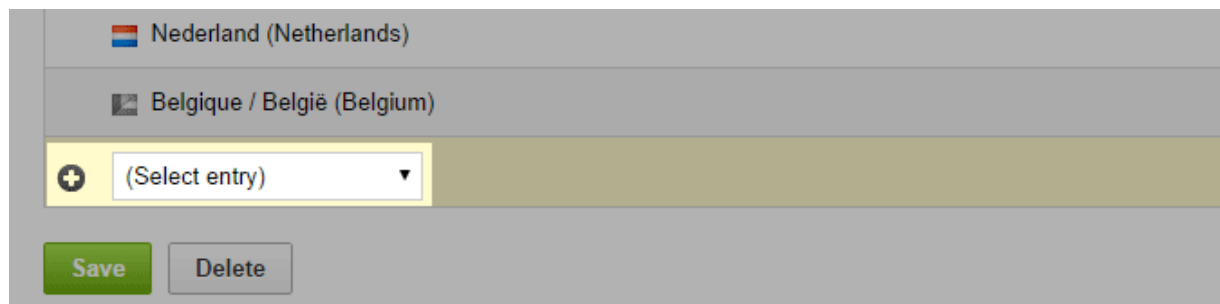
1. In the administration area in the main menu, select **Settings** and then **Country settings**.



2. Now select **Countries**.



3. Select the new country from the drop-down menu at the end of the table.



4. Save the changes.

Your customers can now select this country when they register or enter their address elsewhere. Customers can only order from the countries listed in the table.



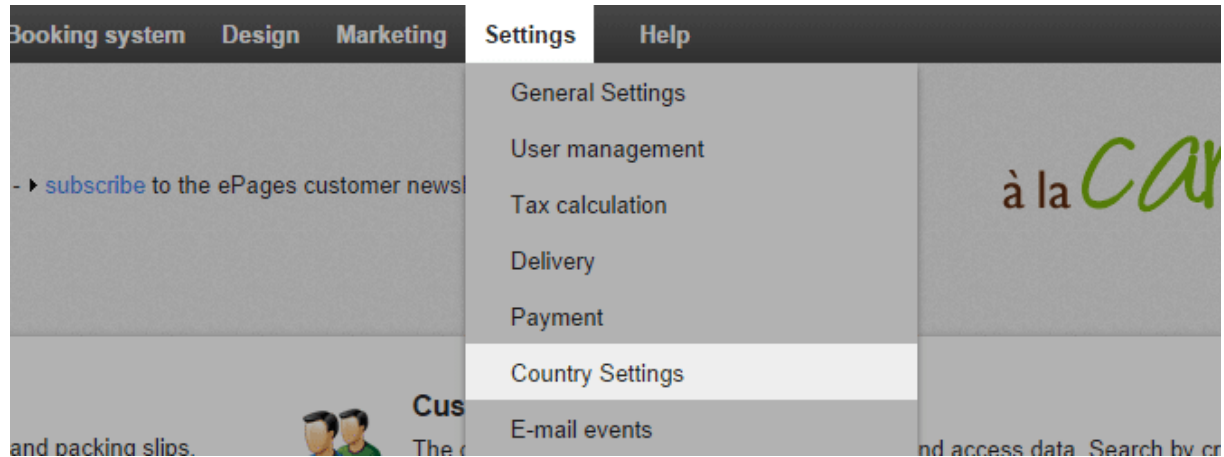
Ensure that the correct language and the correct currency are available for the new country in your online shop. For more information, see [How do I add a new language to my website?](#) and [How do I add a new currency to my online shop?](#) You must also offer suitable payment and dispatch methods for this country.



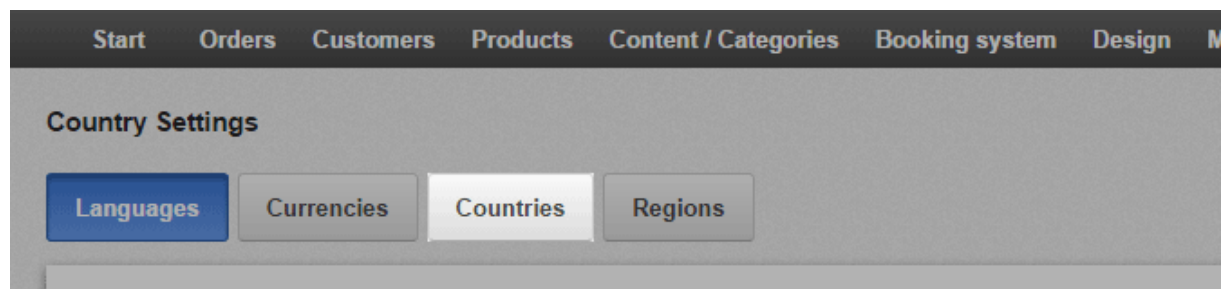
You can restrict the use of certain payment and delivery methods to specific countries or regions. For more information, see [How do I limit a payment method to specific countries or regions?](#) and [How do I limit a delivery method to specific countries or regions?](#)

How do I remove a country from the list of countries I'm delivering to?

1. In the administration area in the main menu, select **Settings** and then **Country settings**.



2. Now select **Countries**.



3. Select the country that you wish to remove in the left-hand column of the table.

See your site: Website Signed in as alacarta | Sign out

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

Country Settings

Languages Currencies **Countries** Regions

This option allows you to stipulate which countries your customers can select in the address form (registration and ordering). Note that you must be able to handle orders (delivery and payment) for these countries. Use regions if you want to limit usage of delivery and payment methods for specific countries.

| <input type="checkbox"/> Country | Tax area | Default | Sort order |
|---|----------------|-----------------------|------------|
| <input type="checkbox"/> Argentina | Non-EU country | <input type="radio"/> | 10 |
| <input type="checkbox"/> Australia | Non-EU country | <input type="radio"/> | 20 |
| <input type="checkbox"/> Belgique / België (Belgium) | EU country | <input type="radio"/> | 30 |
| <input type="checkbox"/> Brasil (Brazil) | Non-EU country | <input type="radio"/> | 40 |
| <input type="checkbox"/> Canada | Non-EU country | <input type="radio"/> | 50 |
| <input type="checkbox"/> Česká republika (Czech Republic) | EU country | <input type="radio"/> | 60 |
| <input type="checkbox"/> Chile | Non-EU country | <input type="radio"/> | 70 |
| <input type="checkbox"/> Cyprus | EU country | <input type="radio"/> | 80 |
| <input type="checkbox"/> Danmark (Denmark) | EU country | <input type="radio"/> | 90 |
| <input type="checkbox"/> Deutschland (Germany) | EU country | <input type="radio"/> | 100 |
| <input type="checkbox"/> Eesti (Estonia) | EU country | <input type="radio"/> | 110 |
| <input type="checkbox"/> España (Spain) | EU country | <input type="radio"/> | 120 |
| <input type="checkbox"/> France | EU country | <input type="radio"/> | 130 |
| <input type="checkbox"/> India | Non-EU country | <input type="radio"/> | 140 |
| <input type="checkbox"/> Ireland | EU country | <input type="radio"/> | 150 |
| <input type="checkbox"/> Italia (Italy) | EU country | <input type="radio"/> | 160 |
| <input type="checkbox"/> Latvija (Latvia) | EU country | <input type="radio"/> | 170 |
| <input type="checkbox"/> Lietuva (Lithuania) | EU country | <input type="radio"/> | 180 |

Save Delete

4. Select **Delete** at the end of the table.

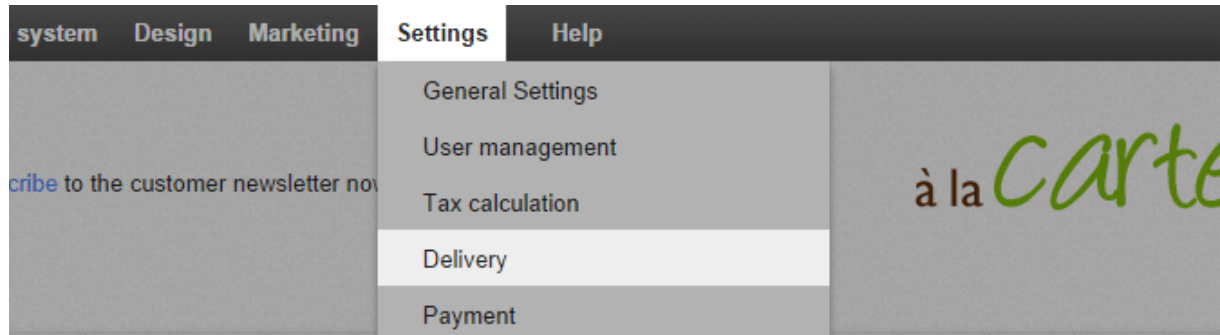
| | |
|--|------------|
| <input type="checkbox"/> Italia (Italy) | EU country |
| <input type="checkbox"/> Latvija (Latvia) | EU country |
| <input type="checkbox"/> Lietuva (Lithuania) | EU country |

Save Delete

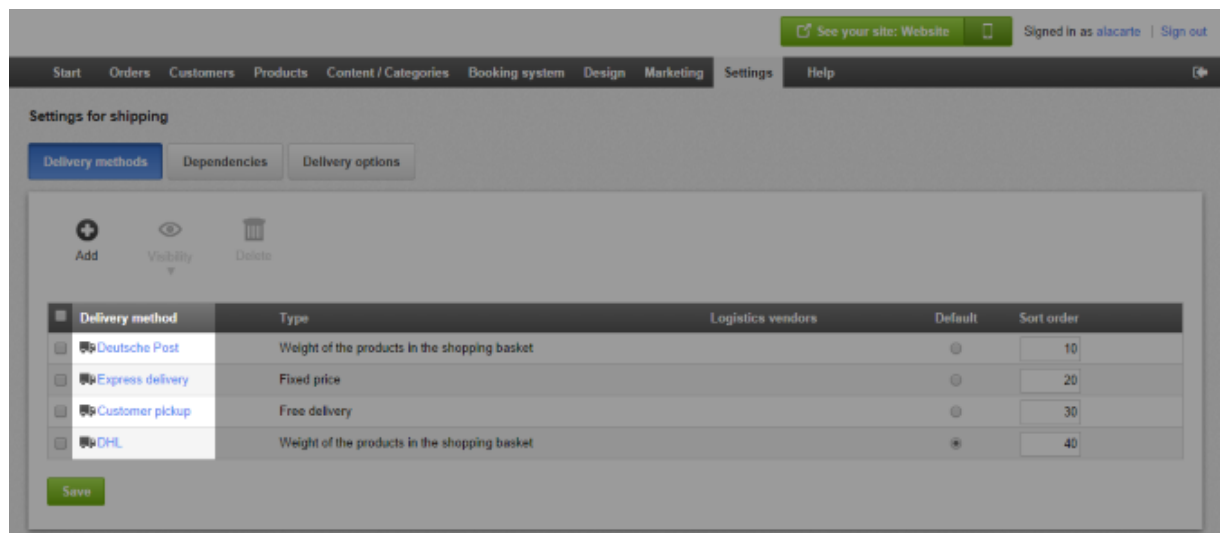
Your customers will now no longer be able to select this country during registration or when entering address data.

How do I limit a delivery method to specific countries or regions?

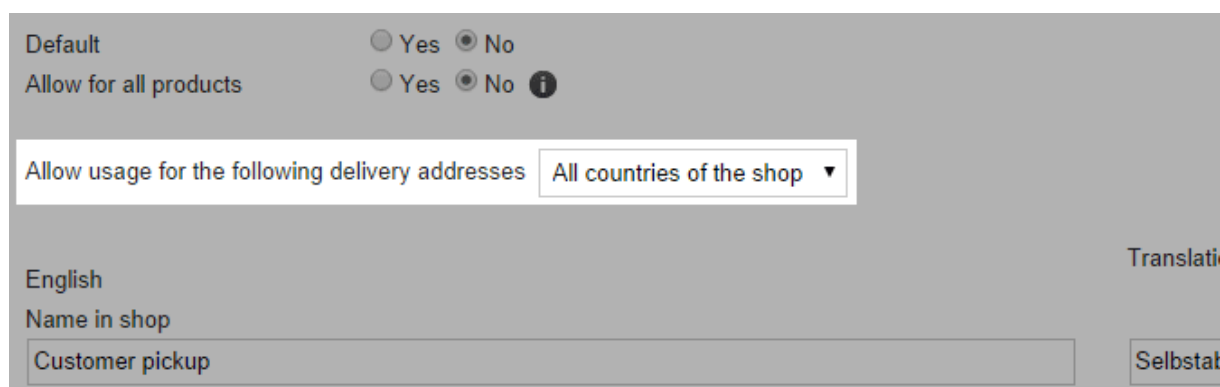
1. In the administration area in the main menu, select **Settings** and then **Delivery**.



2. In the table select the delivery method that you wish to edit.



3. Under **Allow usage for the following delivery addresses** select the region for which this delivery method is to be available.



4. Save the changes.

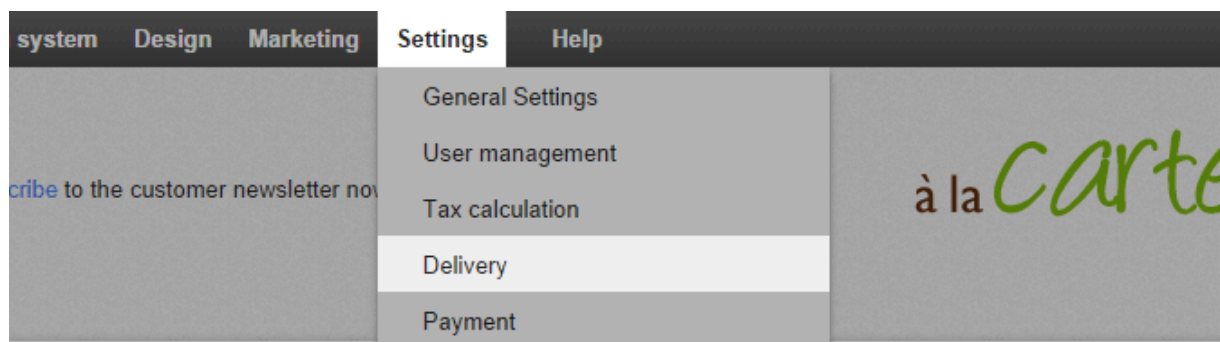
The delivery method will now only be displayed to your customers when the delivery address is in the region selected by you.

How can I make a delivery method available for certain products only?

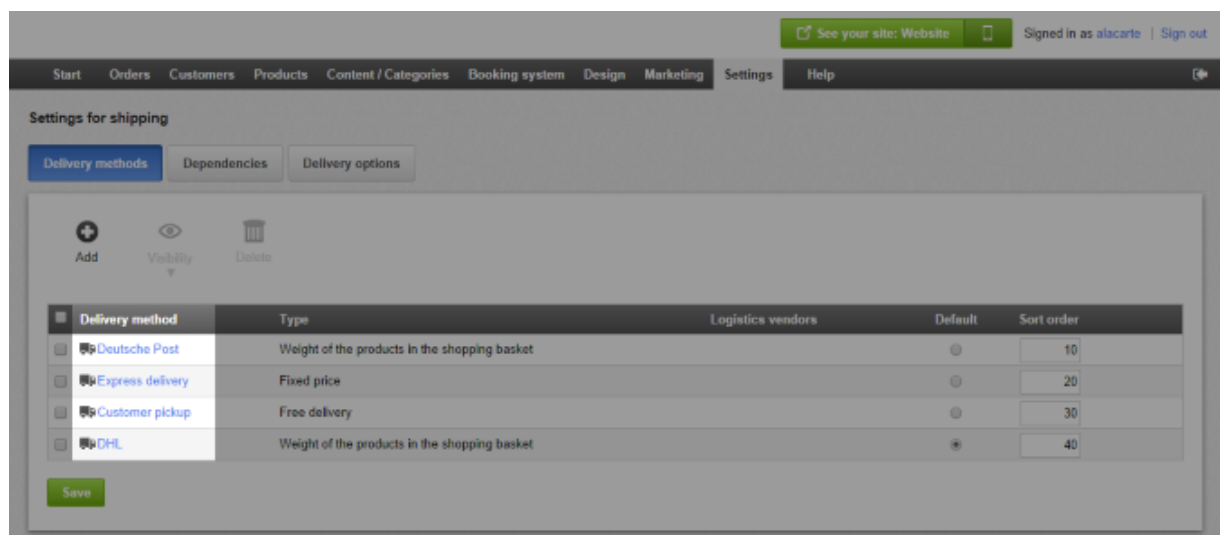
As standard, your customers can choose any kind of delivery method for each order. But you can define whether or not each delivery method is available for all products.

How to make a delivery method available for certain products only

1. In the Administration area in the main menu, select **Settings** and then **Delivery**.



2. In the table select the name of the delivery method you want to edit.



3. Under **Allow for all products** select the option **No**.



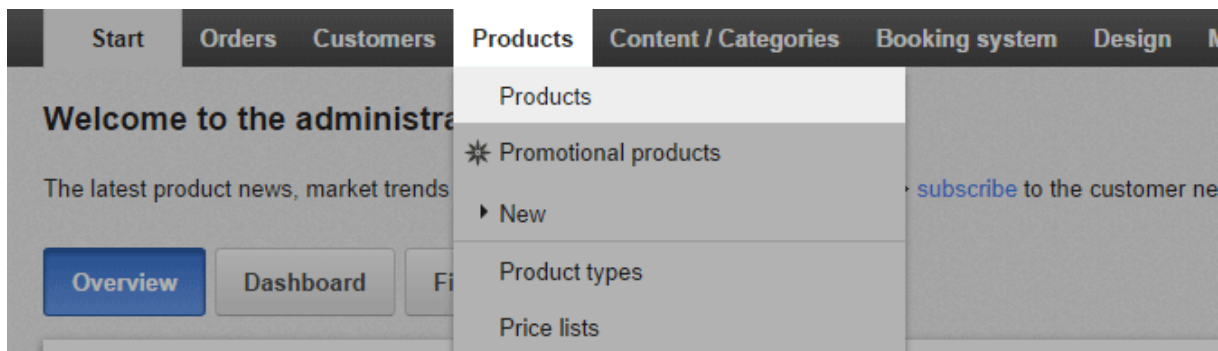
4. A dialog window opens in which you specify whether the change applies to all products or only to newly created products.

5. Save the changes.

Then you must separately activate the delivery method for each product for which the delivery method is available (see following section).

How to set which products the delivery method is available for

1. In the administration area in the main menu, select **Products** and then **Products**.

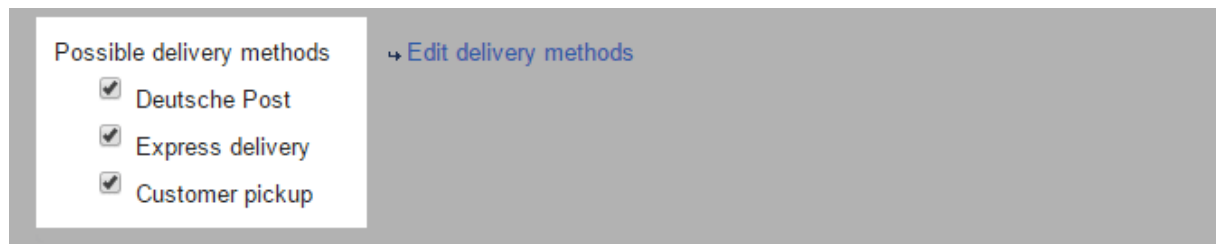


2. The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.

The screenshot shows the 'Products' overview page. At the top, there's a navigation bar with 'Start', 'Orders', 'Customers', 'Products' (selected), 'Content / Categories', 'Booking system', 'Design', 'Marketing', 'Settings', and 'Help'. Below the navigation bar, there's a search bar and a table of products. The table has columns for 'Product number', 'Name', 'List price', and 'Stock level'. The table is sorted by 'List price' in descending order. The first product is 'Mixed Truffles' (BuCho001) with a price of 3.99 € and stock of 447. The last product is 'Raspberry Chili Truffle' (choc004) with a price of 1.00 € and stock of 500. At the bottom, there's a 'Save' button and a status bar showing 'Strawberry Chocolate Truffle' with a price of 2.00 € and stock of 447.

| Product number | Name | List price | Stock level |
|----------------|-------------------------|------------|-------------|
| BuCho001 | Mixed Truffles | 3.99 € | 447 |
| cat001 | Coffee Arabica | 12.95 € | 57 |
| cat002 | Coffee Arabica Mild | 12.95 € | 230 |
| cat003 | Coffee Robusta | 11.95 € | 245 |
| cat004 | Coffee Guatemala Pink | 12.95 € | 247 |
| cat005 | Coffee All Nature | 16.95 € | 242 |
| cho001 | Dark Chocolate 250g | 7.90 € | 0 |
| cho002 | White Chocolate 250g | 7.95 € | 225 |
| cho003 | Milk Chocolate 250g | 5.95 € | 248 |
| choc001 | Coffee-Nougat Truffle | 1.00 € | 500 |
| choc002 | Vanilla-Orange Truffle | 1.00 € | 497 |
| choc003 | Baileys Truffle | 1.00 € | 498 |
| choc004 | Raspberry Chili Truffle | 1.00 € | 500 |

3. In the **Delivery details** section under **Possible delivery methods** select the delivery methods you want to have available for this product.



The screenshot shows a user interface for selecting delivery methods. It features a light gray background with a white rectangular box on the left containing the title 'Possible delivery methods' and three checked items: 'Deutsche Post', 'Express delivery', and 'Customer pickup'. To the right of this box is a blue link with a right-pointing arrow that says 'Edit delivery methods'.

Possible delivery methods → [Edit delivery methods](#)

- ☒ Deutsche Post
- ☒ Express delivery
- ☒ Customer pickup

4. Save the changes.

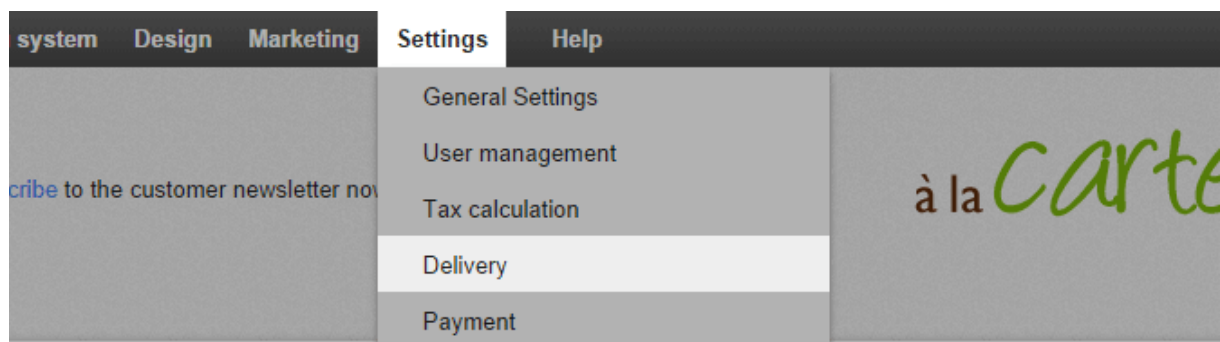
5. Repeat the steps for all the products that you want to define possible delivery methods for.

What are delivery options and how do I use them?

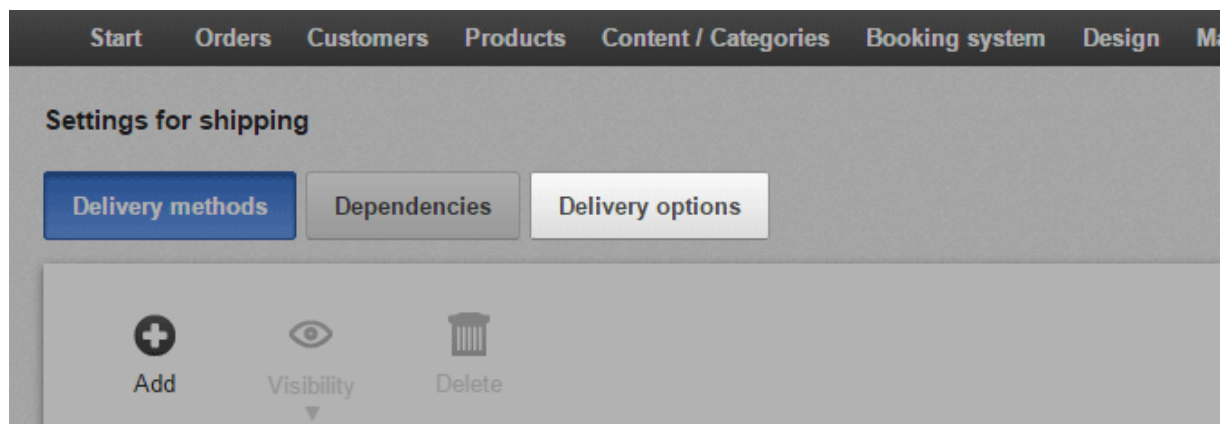
Delivery options enable you to offer your customers additional services in connection with a delivery, e.g. greeting cards or gift wrapping. Your customers can select the delivery options using a link in the shopping basket.

How to edit the delivery options

1. In the administration area in the main menu, select **Settings** and then **Delivery**.

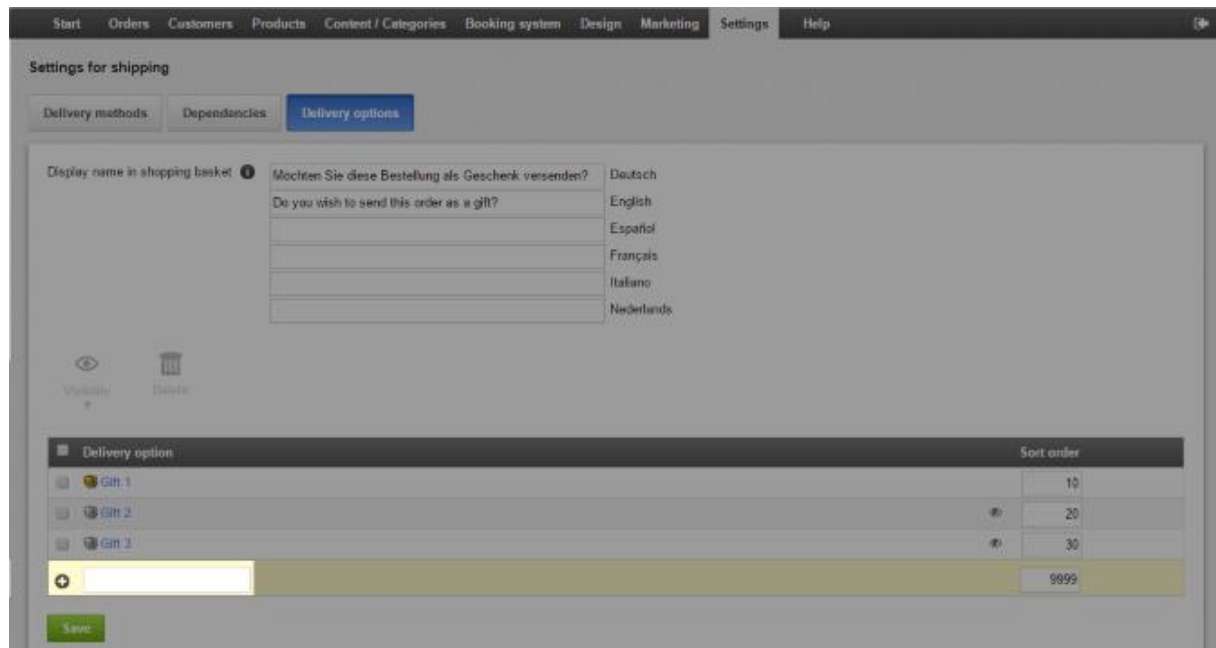


2. Next, select **Delivery options**.

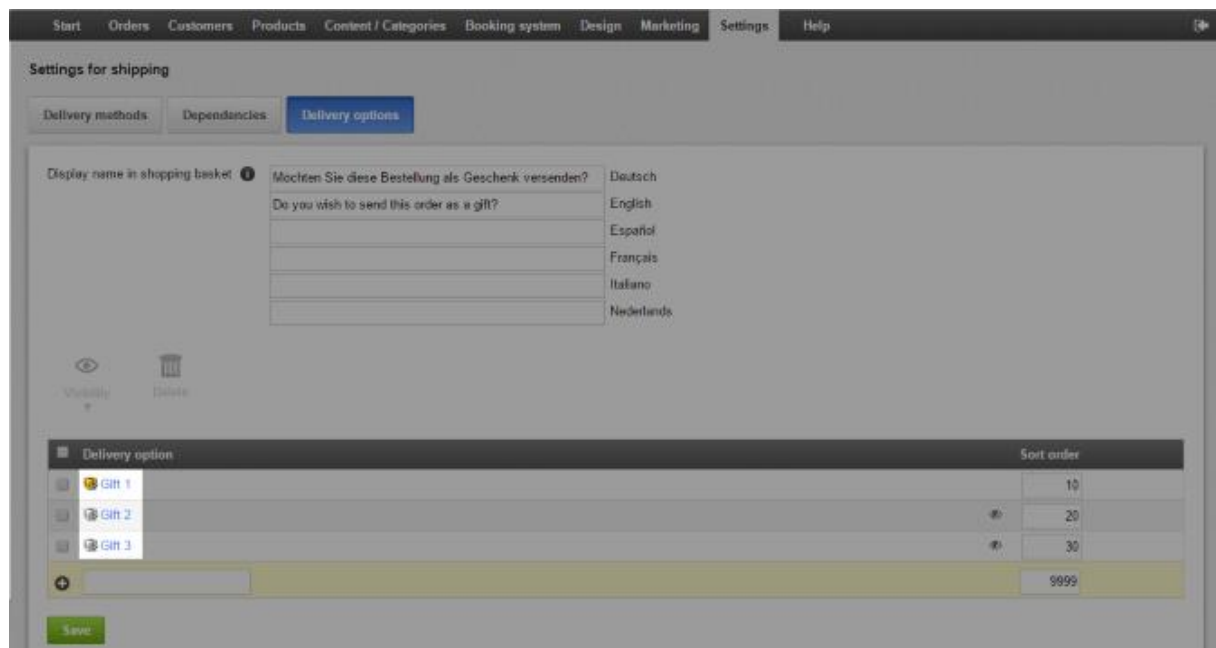


3. Under **Display name in shopping basket** you can enter a text for the link in the shopping basket that leads to the delivery options.

4. The table below shows the delivery options that are currently in place. To create a new delivery option, enter an ID in the field at the end of the table and save it.



5. In the table, select the ID for the delivery option that you wish to edit.



6. On this page, specify all the details for this delivery option. Under **ID** enter an internal name for it. The ID is only the internal name and will not be seen by your customers.

7. Use the option **Visible** to specify whether or not the delivery option should be available for your customers in the shop.

8. Enter a **name** for the delivery option. This will be displayed to your customers.

9. Enter a **description** to be displayed to your customers when selecting delivery options.

10. Enter the **price**, if customers will be charged extra for this delivery option.

11. Specify the **tax class** that is to apply for this delivery option.

12. Under **Display entry field** specify whether customers can enter text for the order, e.g. for greetings cards.

13. Save the changes.

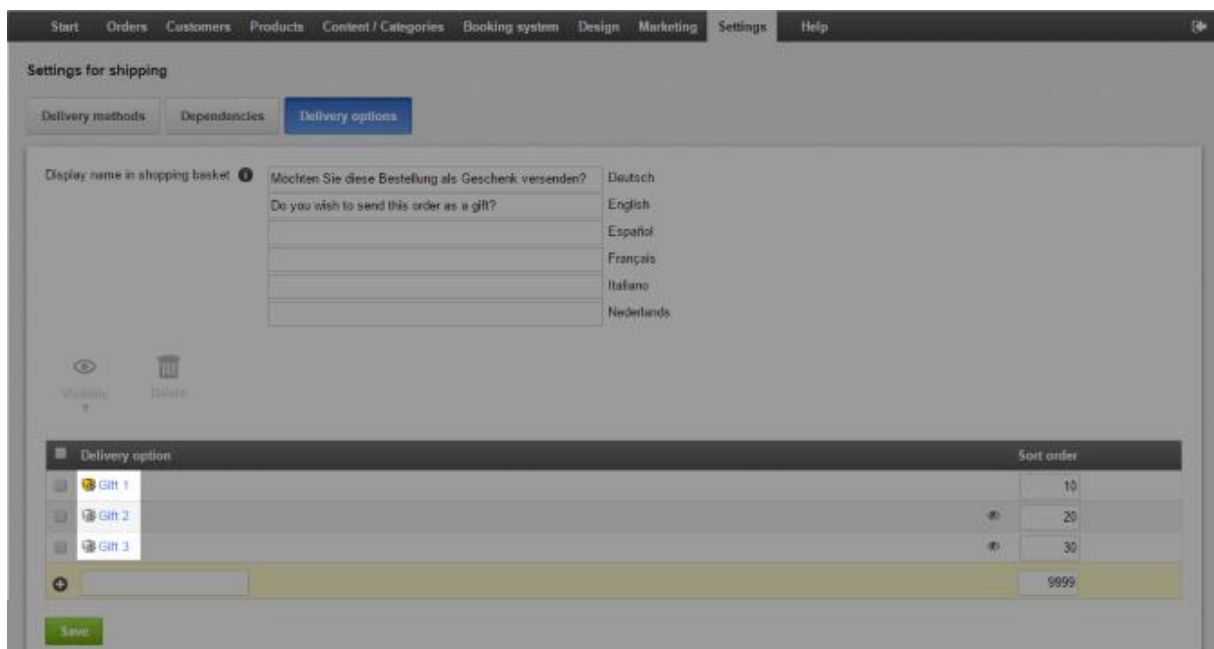
How to offer different variants for a delivery option

You can offer your customers different variants of a delivery option, e.g. gift wrap in different colours.

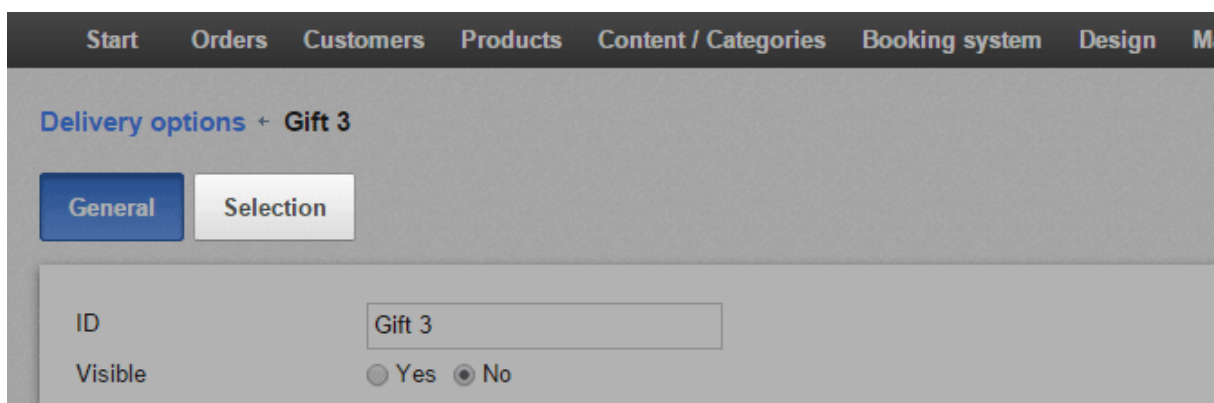
1. In the administration area in the main menu, select **Settings** and then **Delivery**.

2. Next, select **Delivery options**.

3. In the table, select the ID for the delivery method that you wish to edit.



4. Choose **Selection**.



5. Enter a name for the variant – e.g. "green gift wrap".

6. If you wish to upload an image for this variant, click **Upload images** and select an image on your computer.
7. Save the changes.
8. To create further variants, repeat the steps 5-7.



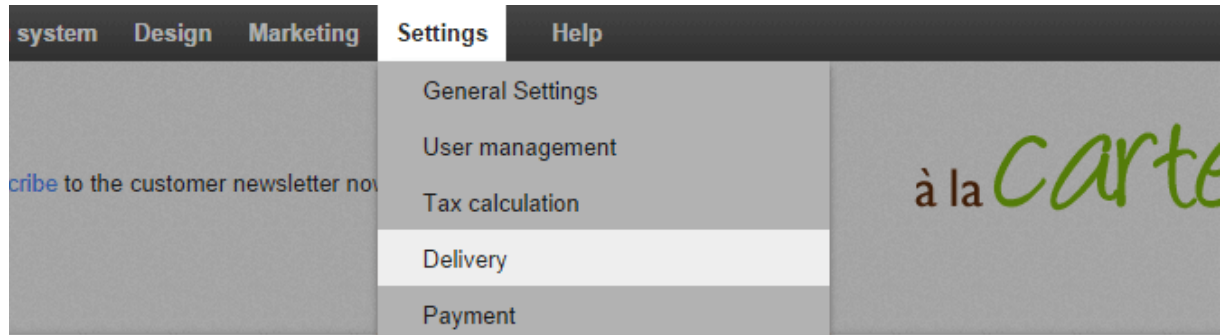
If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)



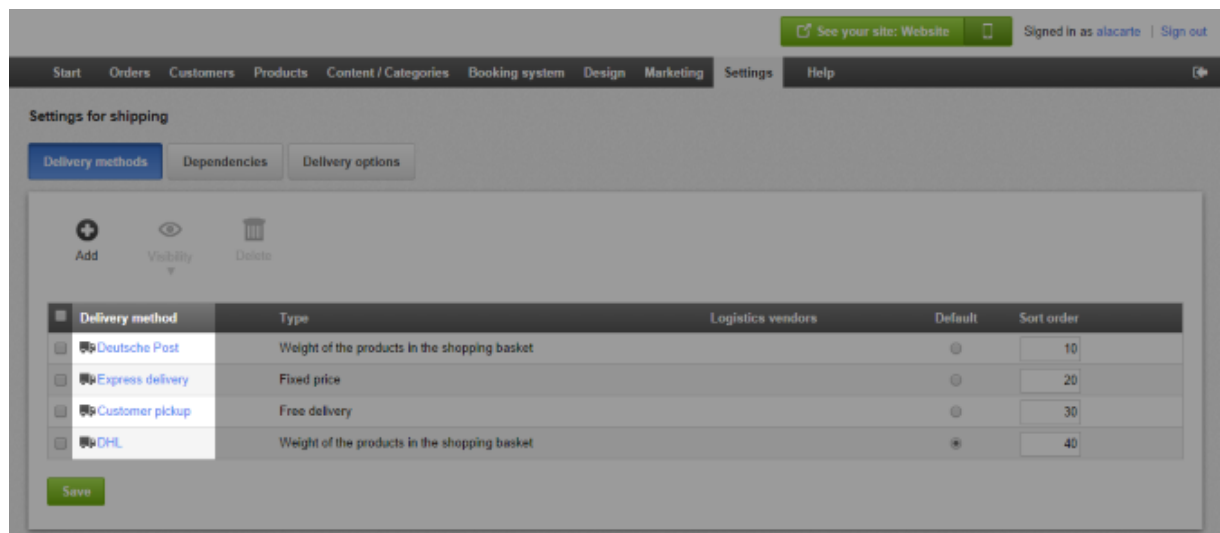
You can specify the order in which delivery options and variants are displayed to your customers. For more information, see [How do I sort list entries and change their order?](#)

How do I define a comment for a delivery method?

1. In the administration area in the main menu, select **Settings** and then **Delivery**.



2. In the table select the delivery method that you wish to edit.



3. Enter your comment in the **Comment** field.

4. Save the changes.

The comment will now be displayed to your customers under the delivery method during the ordering process.



If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to How do I create content in more than one language?

How do I set up and use Shippo?

What is Shippo?

Shippo is a third-party service, which helps you create shipping labels simply and streamlined. It is integrated with a variety of logistics providers like UPS and FedEx and lets you benefit from cheaper shipping rates for them.

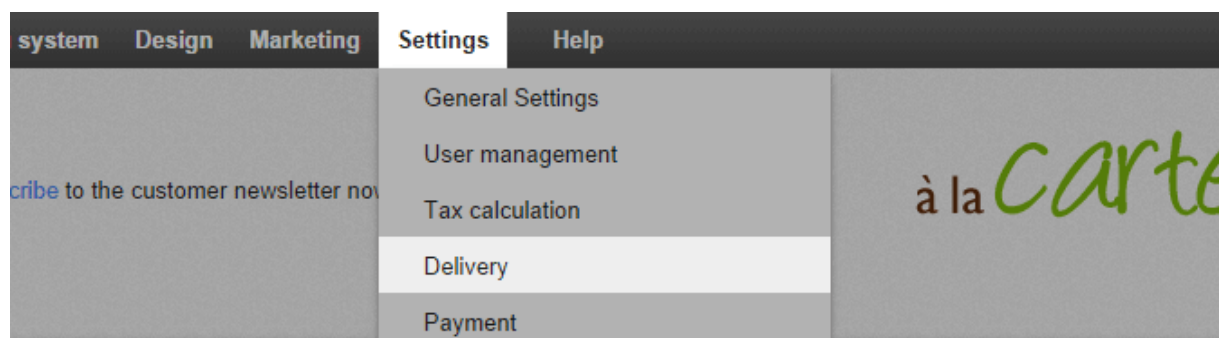
Shippo enables you to do the following:

- Manage orders and track shipments
- Create shipping labels for different carriers in a few steps
- Print packing slips and return labels
- Send mass email notifications with tracking information to your customers
- Shippo creates the right customs forms for international shipments

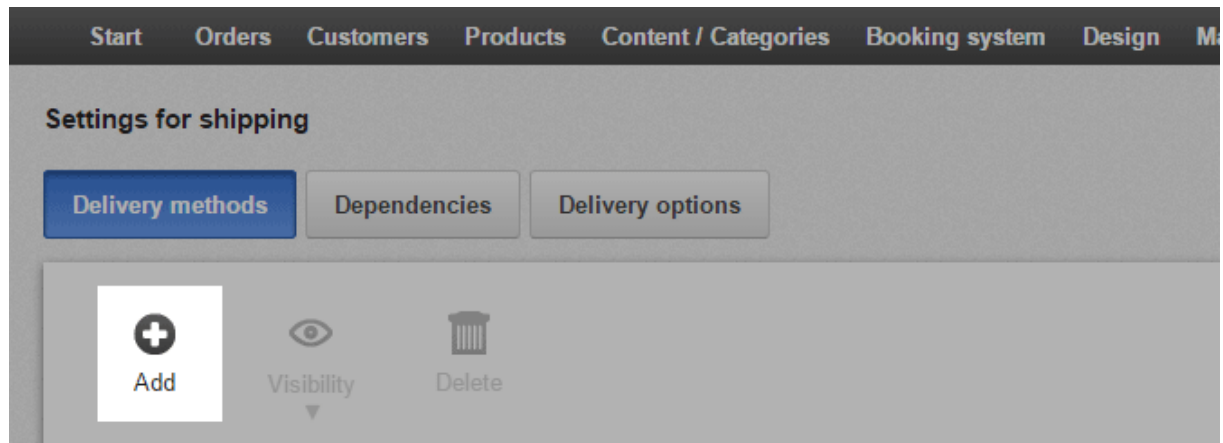
After setting Shippo up as a delivery method in your shop's administration area, ALL of your orders are automatically transferred to Shippo – no matter which delivery method your customers selected. You can then log in on the Shippo website and select the orders that you want to create shipping labels for etc.

How do I set up Shippo in my shop?

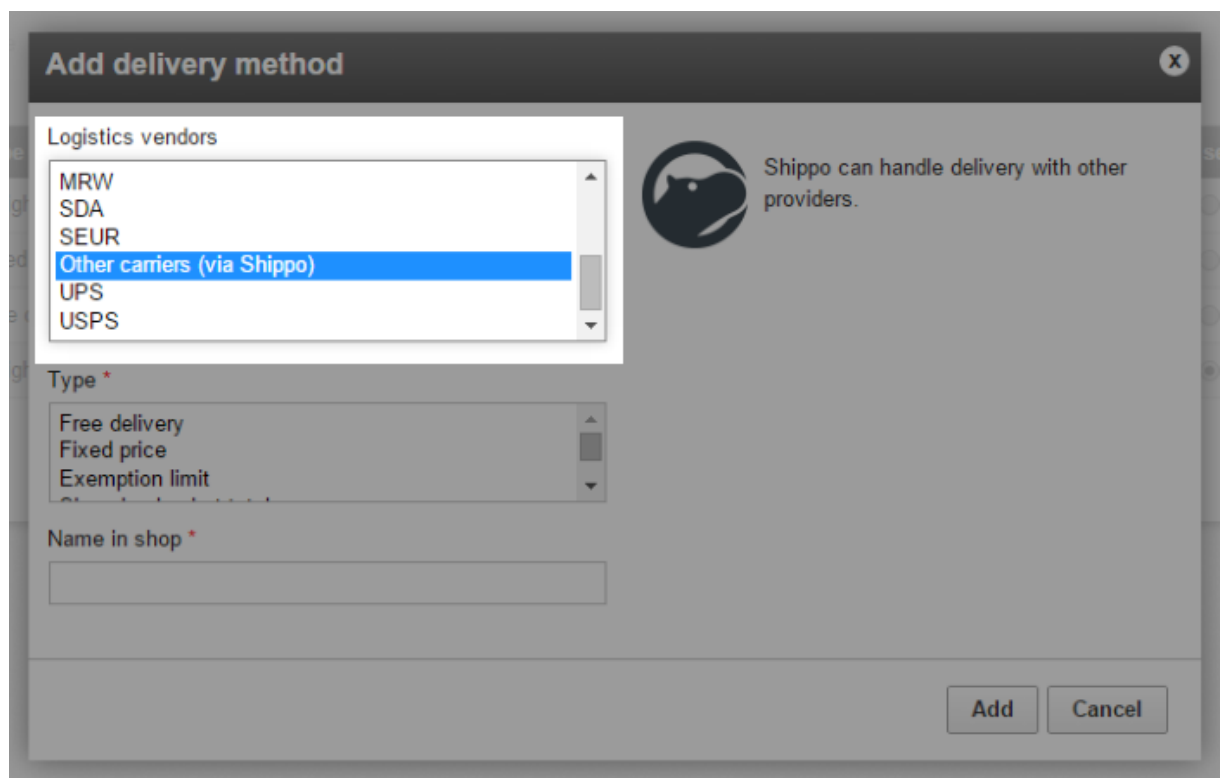
1. Shippo is integrated with various logistics providers. Before setting up Shippo in your shop, you should therefore consider which of these logistic providers you want to offer to your customers. For each of these providers, you need to set up a dedicated delivery method in your shop. So if you want to offer UPS and FedEx via Shippo, you should set up two different delivery methods, so your customers are able to choose their preferred carrier.
2. In the administration area in the main menu, select **Settings** and then **Delivery**.



3. In the table you can see all the delivery methods already created in your shop. Select the button **Add**.



4. Under **Logistics vendors** select **Other carriers (via Shippo)**.



5. Under **Type**, determine how the delivery costs are to be calculated for this delivery method. For more information, see [How do I determine the delivery costs?](#)

Add delivery method [X]

Logistics vendors

- MRW
- SDA
- SEUR
- Other carriers (via Shippo)**
- UPS
- USPS

Type *

- Free delivery
- Fixed price
- Exemption limit

Name in shop *

[Empty text field]

[Add] [Cancel]

Shippo can handle delivery with other providers.

6. Under **Name in shop**, enter a name for the delivery method, which will then be displayed later on in your shop. We suggest to name the delivery method according to the logistics provider you want to use – for instance “FedEx (via Shippo)”. Please note that no two delivery methods can share the same name.

Add delivery method [X]

Logistics vendors

- MRW
- SDA
- SEUR
- Other carriers (via Shippo)**
- UPS
- USPS

Type *

- Free delivery
- Fixed price
- Exemption limit

Name in shop *

[Empty text field]

[Add] [Cancel]

Shippo can handle delivery with other providers.

7. Select **Add**.

Add delivery method

Logistics vendors

- MRW
- SDA
- SEUR
- Other carriers (via Shippo)**
- UPS
- USPS

Type *

- Free delivery
- Fixed price
- Exemption limit

Name in shop *

Shippo can handle delivery with other providers.

Add Cancel

8. Select the **Complete it** button and follow the steps as specified. This includes creating a Shippo account and authorising Shippo to connect to your store.

Start Orders Customers Products Content / Categories Booking system Design M

Delivery methods + UPS

General **Settings** Customer groups

Settings for dispatch processing

Shippo: ⚠ Complete it

You have now successfully set up Shippo in your shop. All of your shop's orders are now automatically being transferred to Shippo.

How do I use Shippo after setting it up?

In order to use Shippo you can visit <https://goshippo.com/user/orders/> directly. Or in the administration area in the main menu, select **Orders**, then **Orders** and then the button **Transfer to Shippo**.

When you logged in at the Shippo website, you can choose orders and create labels for them there. Shippo will guide you through the process of creating labels. When finished, the label can be downloaded as a PDF or printed out directly.

How do I offer DHL as a delivery method?

You can create different delivery methods in your shop. Every method can be optionally linked to a logistics provider. You can also set the delivery method to be available only for certain products or for customers in specific countries. For example, it might be the case that you create two different delivery methods for one and the same logistics provider: one for domestic deliveries and the other for international deliveries.

One of the logistics providers that you can use (depending on the shop package you booked at your provider) is DHL.

Shipping labels for packages can be easily created and franked online for occasional shipping with DHL. Registration with DHL is not required for this. You can monitor the delivery status of your deliveries via package tracking.

How to add DHL as a delivery method

1. In the administration area in the main menu, select **Settings** and then **Delivery**.
2. In the table you can see all the delivery methods already created in your shop. Select the button **Add**.
3. Under **Logistics vendors** select the option **DHL**.
4. Under **Type**, determine how the delivery costs are to be calculated for this delivery method. For more information, see [How do I determine the delivery costs?](#)
5. Under **Name in shop**, enter a name for the delivery method, which will then be displayed later on in your shop. No two delivery methods can share the same name. We recommend using the name *DHL*.
6. Select **Add**.
7. Select the **DHL: Update** button, follow the steps as specified and save the changes.
8. On this page (**Settings**), you can now define the settings for delivery costs and save the changes. For more information, see [How do I determine the delivery costs?](#) One exception is delivery methods of the *Free delivery* type: This step is unnecessary for these delivery methods because there are no delivery costs incurred.
9. Select **General**.
10. Make the general settings for this delivery method here.

| Option | Description |
|-------------|---|
| Internal ID | This internal name for the delivery method is not displayed anywhere to your customers. |

| Option | Description |
|--|---|
| Type | The type specifies how the delivery costs are calculated for this delivery method. It cannot be altered once the delivery method has been created. |
| Visible | This is where you determine whether the delivery method is available or not to your customers in the shop. Leave this option set to No until the delivery method has been fully set up. |
| Default selection | Specify whether this should be the standard delivery method for your shop. |
| Allow for all products | Determine whether this delivery method can be used for all products or only for specific ones. For more information, see How can I make a delivery method available for certain products only? |
| Allow usage for the following delivery addresses | Determine whether the delivery method should be available for all countries of the shop or only for specific ones. For more information, see How do I limit a delivery method to specific countries or regions? |
| Name in shop | The delivery method in your shop has this name. |
| Comment | Here you can enter further information about this delivery method for your customers. This information will be displayed to your customers during the order process when delivery methods are selected. It will also appear on the delivery note. |
| Logo | Here you can upload a logo for the delivery method. This will be displayed in the order process if you use the order process in individual steps. You can select whether to display the logo or not. |

11. Save the changes.



If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)



*In the administration area under **Settings >> Delivery**, you can specify the sequence in which the delivery methods are displayed to your customers. For more information, see [How do I sort list entries and change their order?](#)*

How do I change my e-mail address?

1. In the administration area of your website, click on your name in the top right corner.
2. Enter the new e-mail address in the **E-mail address** field.
3. Save the changes.

You have now changed your e-mail address.



All notifications to your website, for example orders received, will now be sent to the new e-mail address. When the system sends e-mails (e.g. order confirmations) to your customers, this address is displayed to customers as the sender.

How do I change my address?

1. In the administration area in the main menu, select **Settings** and then **General settings**.
2. Now select **Address**.
3. Enter your address. All fields marked with an asterisk must contain an entry.
4. Save the changes.

You have now changed your address.



Ensure that you also change your address in the Contact Information, if necessary.



The address is also used as sender address on invoices and for registering with third-party providers (e.g. eBay or Amazon).

How do I change the default currency of my online shop?

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Now select **Currencies**.
3. Ensure that the currency that you wish to specify as default currency is marked as **Visible** in the table. If this is not the case, mark the checkbox in the **Visible** column and save the changes.
4. In the **Default selection** column, select the new default currency for your online shop.
5. Save the changes.

The currency selected by you is now the default currency of your online shop.



If you have not specified a price for one product in a currency, customers that use this currency cannot add the product to the basket.

How do I change the title of my website?

1. In the administration area in the main menu, select **Settings** and then **General settings**.
2. Under **Name of the website** enter the new title.
3. Save your data.

You have now modified the title of your website.



If you offer your website in multiple languages, you should enter the content in all these languages.



The title is the name of your website. On your website it is displayed as default in the page area **Header 2**. In addition, it also appears in the title page of the browser.

How do I add a new language to my website?

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Select the new language from the selection field at the end of the table.
3. Save the changes.
4. Ensure that all content is present in the relevant language.
5. Next, in the **Visible** column in the table select the desired countries for the new language.
6. Save the changes.

The new language is now available to your visitors.



If you offer your website in multiple languages, you should set up a language selection for your visitors.

Ensure that in your online shop the relevant currencies are present for the languages you selected. If, for example, you added the language German (Swiss), you must offer Swiss Francs as the currency.



The language added can also be selected as language for the administration area.

How do I change the default language of my website?

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Ensure that the language that you wish to specify as default language is marked as **Visible** in the table. If this is not the case, mark the checkbox in the **Visible** column and save the changes.
3. In the **Default selection** column, select the new default language for your website.
4. Save the changes.

The language selected by you is now the default language of your website.

How do I delete a language?

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Ensure that the language you wish to delete is not marked as **Visible** in the table. If it is visible, remove the checkbox in the **Visible** column and save the changes.
3. Ensure that the language you wish to delete is not marked as **Default selection** in the table. If it is visible, select a different language from the **Default selection** column and save the changes.
4. Select the language in the left-hand column of the table.
5. Select **Delete** at the end of the table.
6. Confirm again that the language is to be deleted.

You have now deleted the language.

How do I change the language in the administration area?

1. In the administration area of your website, click on your name at the top right.
2. Under **Language** select the desired language.
3. Save the changes.

How do I change the slogan of my website?

1. In the administration area in the main menu, select **Settings** and then **General settings**.
2. Under **Slogan** enter your new slogan.
3. Save the changes.

You have now modified the slogan.



If you offer your website in multiple languages, you should enter the content in all these languages.



The slogan is displayed as default below the title of your website.

How do I define a general minimum order value?

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.
2. Under **Minimum order value** enter the desired minimum order value.
3. Under **Minimum order value refers to total of**, define to what the minimum order value refers.
4. Save your data.

If a customer has not yet reached the minimum order value, it will be mentioned on the basket page.



You can also define a minimum order value for certain payment methods.

You cannot make different minimum order value settings for different tax models.

How do I remove a currency from my online shop?

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Now select **Currencies**.
3. Ensure that the currency you wish to remove is not marked as **Default selection**. If it is set as default, select a different currency in the **Default selection** column and save the changes.
4. Mark the language in the left-hand column of the table.
5. Select **Delete** at the end of the table.
6. Confirm again that the currency is to be deleted.

The currency is now no longer available to your visitors.



If you have not specified a price for a product in a given currency, customers that use this currency can see this product but cannot add it to their basket.

How do I close my website to the public?

1. In the Administration area in the main menu, select **Settings** and then **General settings**.
2. Next, select **Status**.
3. Next to **The website is**, select the option **Closed**.
4. Save the changes.

When a visitor now tries to access your website, a message appears. As administrator you can continue to view your website via **Display your site**.

How do I ensure that only registered users can access my website?

1. In the administration area in the main menu, select **Settings** and then **User management**.
2. Next, select **Sign in**.
3. Under **Sign in required** select the option **Yes**.
4. Save the changes.

When a user who has not registered or is not signed in now tries to access your website, they will see a message instead of the content of your website. You can modify this message.



If you have selected this option, users can no longer register themselves. Users can however use the contact form to request access to your website. You must then register the customer.

How do I attach the information on withdrawal to certain e-mails from my shop?

Depending on customer actions, your shop will send out an e-mail automatically triggered by certain events. For instance, whenever a customer orders something, he will get an order confirmation via e-mail. It is possible to ensure that your withdrawal information is attached to selected e-mails as a PDF file.

How to attach the information on withdrawal

1. In the administration area in the main menu, select **Settings** and then **Order document settings**.

*Note: If this menu item is not available for you, you can make these changes under **Settings >> E-mail events**.*

2. Next, select **Right of withdrawal in emails**. Here you can see a list of all automatically sent e-mails, to which you can attach the information on withdrawal.

3. In the column **Attach right of withdrawal as a PDF file**, select all the e-mails you wish to attach the information about withdrawal to.

4. Save the changes.

The current version of your information on withdrawal will now be attached to these e-mails. You can change the text under **Content / Categories >> Datasheet view >> Right of withdrawal** in the field **Long description**.

How do I determine, for which events my shop is sending e-mails automatically to customers?

1. In the administration area in the main menu, select **Settings** and then **E-mail events**.
2. Here you can see an overview of all e-mail events. They are divided into e-mails to the user (your customers) and e-mails to the administrator (you). To activate an e-mail event, check the event in the column **Active**.
3. Save the changes.

Whenever one of those e-mail events occurs, your shop is now automatically sending an e-mail to the customer or you.



Some of the e-mail events cannot be deactivated, for instance the e-mail for new registrations.

How do I edit the texts that are shown during the order process?

At each step of the order process you can show different texts to your customers – for example "Thank you for your order" on the confirmation page.

Please note you have the choice between two different order processes ("In individual steps" and "Classic") and can change the texts in both.

How to edit the texts

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.
2. Now select **Texts**.
3. On this page you enter the texts.
4. Save the changes.



If your website is available in multiple languages, you should enter the content in all of these languages.

How do I add a new currency to my online shop?

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Now select **Currencies**.
3. Select the new currency from the selection field at the bottom of the table.
4. Save the changes.
5. Make sure that there is a price in the new currency for all products and delivery methods in your shop, otherwise they won't be available to your customers.
6. Next, in the **Visible** column in the table, select the new currency.
7. Save the changes.

The new currency is now available to your visitors.



Special case for Swiss francs

In Switzerland, 5 rappen is the smallest currency unit. All prices must therefore be rounded to 5 rappen. If your prices differ, they will be automatically rounded up or down

How do I change the default country for visitors to my website?

When customers enter their address data on your website, the default country selected by you is preselected. You can also modify the default language of your website.

How to change the default country

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Now select **Countries**.
3. In the **Default selection** column of the table, select the new default country.
4. Save the changes.

How do I edit my business hours?

You can edit your business hours and also display them on your website for customers.

How to edit your business hours

1. In the Administration area in the main menu, select **Settings** and then **General settings**.
2. Now select **Business hours**.
3. On the right, define whether you want to create a break time and whether you want to specify different business hours for even and uneven weeks.
4. Enter your business hours in the table on the left.
5. Save the changes.



If you use your website's booking system, your business hours will be used as a template for the system.

How do I determine what happens after a customer adds a product to the basket?

You can decide yourself what happens after a customer adds a product to the basket. Either the current view does not change, or the customer is sent to the shopping basket page from where he can go to the checkout.

How to make these settings

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.
2. At **Command "Add to basket"**, select the appropriate option.
3. Save the changes.

How do I implement a check box in the order process with which customers can confirm that their right of withdrawal disappears?

The new consumer rights directive in the EU contains many legal implications. In some cases the customer should confirm during the order process that they know that the right of withdrawal disappears in some cases. Thanks to a new feature, this is now possible in your shop.

How to implement the check box

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.
2. Under **Accept right of withdrawal waiver** select **Yes**.
3. Save the changes.

In the last step of the order process there is now the checkbox.

How to change the example text besides the checkbox

1. In the administration area in the main menu, select **Settings** and then **Basket settings**.
2. Next, select **Texts**.
3. Under **Text for the right of withdrawal waiver** change the example text.
4. Save the changes.

How do I add and edit regions for delivery and payment methods?

Regions are the basis for delivery and payment methods that you want to offer in certain countries only.

How to create a new region

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Now select **Regions**.
3. The table shows an overview of all regions currently available. Enter an ID for the new region in the field at the bottom of the table.
4. Save the changes.

Then you have to assign countries to the region. For more information, read the next section.

How to assign countries to a region

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Now select **Regions**.
3. In the table select the ID of the region you want to edit.
4. The table displays all countries currently set up in your online shop. In the **Assigned** column, select the countries for this region.
5. Save the changes.



If all countries in a region are deleted, the associated delivery and payment methods are available again for all countries in the shop.

How do I edit the credit note which my customers receive from me?

1. In the administration area in the main menu, select **Settings** and then **Order document settings**.
2. Select **Credit note**.
3. Under **Language** select the language for which you would like to edit the document.
4. You now see a preview of the document. It consists of different elements that you can edit. These are the header, the footer and two elements - one before the order overview and one after:

The image shows a preview of a credit note document layout. It includes a header section, a section for buyer address and additional information, a section for invoice details, a thank you message, a table with order data, a section for payment information, and a footer section. Each section is enclosed in a dashed border, indicating it is editable.

Header
(Text for all document types)

Mr. Mustermann
Bismarck 123
11234 Hamburg
Deutschland (Germany)

Additional information
Phone: 0123 456 789

Invoice
Invoice no.: 1234-1 Customer no.: 1234

Thanks for purchasing at our online shop!

| No. | Quantity | Product no. | Name | UP | VAT | TP |
|--------------|----------|-------------|-------------|---------|---------|---------|
| 1 | 1 | 123 | Product ABC | € xx,xx | xx% | € xx,xx |
| ... | | | | | | |
| Total amount | | | | | € xx,xx | |

À la carte
Pilatuspool 2
20355 Hamburg

Footer
(Text for all document types)

The table with the order data is automatically inserted by your shop software and so too is the address data of the buyer.

5. To edit, select one of the editable areas.
6. A window opens in which you can insert texts, images, etc. which can then be displayed later in the selected area. When you are finished, select the icon at the top right to close the window.

7. If necessary, repeat steps 5 and 6 in order to edit other areas.
8. Under **Other settings**, specify whether the header and footer are to be displayed on all documents or only on PDF documents and whether it is to be displayed on all pages of documents or only on the first page.
9. Select **Preview in print view** or **Preview of PDF file** to check the display.
10. If you are happy, save your data.

How do I edit the invoice which my customers receive from me?

1. In the administration area in the main menu, select **Settings** and then **Order document settings**.
2. Under **Language** select the language for which you would like to edit the invoice.
3. You now see a preview of the invoice. It consists of different elements that you can edit. These are the header, the footer and two elements - one before the order overview and one after it:

The image shows a preview of an invoice form. It is divided into several sections, each with a dashed border indicating it is editable. The sections are: a 'Header' section at the top with the text '(Text for all document types)'; a section for company details including 'Mr. Mustermann', 'Bismarck 123', '12345 Berlin', and 'Deutschland (Germany)'; an 'Additional information' section with 'Phone: 0123 456 789'; an 'Invoice' section with 'Invoice no.: 1234-1' and 'Customer no.: 1234'; a 'Text' section; a table with columns 'No.', 'Quantity', 'Product no.', 'Name', 'UP', 'VAT', and 'TP'; a 'Total amount' row; another 'Text' section; and a 'Footer' section at the bottom with the text '(Text for all document types)'.

| No. | Quantity | Product no. | Name | UP | VAT | TP |
|--------------|----------|-------------|-------------|---------|---------|---------|
| 1 | 1 | 123 | Product ABC | € xx,xx | xx% | € xx,xx |
| ... | | | | | | |
| Total amount | | | | | € xx,xx | |

The table with the order data is automatically inserted by your shop software and so too is the address data of the buyer.

4. To edit, select one of the editable areas.
5. A window opens in which you can insert texts, images, etc. which can then be displayed later in the selected area. When you are finished, select the icon at the top right to close the window.
6. If necessary, repeat steps 4 and 5 in order to edit other areas.
7. Under **Other settings**, specify whether the header and footer are to be displayed on all documents or only on PDF documents and whether it is to be displayed on all pages of documents or only on the first page.
8. Select **Preview in print view** or **Preview of PDF file** to check the display.
9. If you are happy, save your data.

How do I edit the packing slip which my customers receive from me?

1. In the administration area in the main menu, select **Settings** and then **Order document settings**.
2. Select **Packing slip**.
3. Under **Language** select the language for which you would like to edit the packing slip.
4. You now see a preview of the packing slip. The packing slip consists of different elements that you can edit. These are the header, the footer and two elements - one before the order overview and one after it:

The image shows a preview of a packing slip layout. It consists of several sections:

- Header:** A dashed box at the top containing the text "Header" and "(Text for all document types)".
- Company Address:** Below the header, the address "Max Mustermann, Bornweg 123, 91234 Neustadt, Deutschland (Germany)" is displayed.
- Additional Information:** A box containing "Additional information" and "Phone: 0123 456 789".
- Packing slip details:** A box containing "Packing slip" and "Packing slip no.: 1234-1 Customer no.: 1234".
- Text:** A dashed box containing the text "Text".
- Table:** A table with 4 columns: "No.", "Quantity", "Product no.", and "Name". It contains 3 rows of data:

| No. | Quantity | Product no. | Name |
|-----|----------|-------------|-------------|
| 1 | 1 | 123 | Product ABC |
| 2 | 1 | 124 | Product DEF |
| 3 | 1 | 125 | Product GHI |
- Text:** A dashed box containing the text "Text".
- Footer:** A dashed box at the bottom containing the text "Footer" and "(Text for all document types)".

The table with the order data is automatically inserted by your shop software and so too is the address data of the buyer.

5. To edit, select one of the editable areas.
6. A window opens in which you can insert texts, images, etc. which can then be displayed later in the selected area. When you are finished, select the icon at the top right to close the window.

7. If necessary, repeat steps 5 and 6 in order to edit other areas.
8. Under **Other settings**, specify whether the header and footer are to be displayed on all documents or only on PDF documents and whether it is to be displayed on all pages of documents or only on the first page.
9. Select **Preview in print view** or **Preview of PDF file** to check the display.
10. If you are happy, save your data.

How do I define tax rates for digital products and services in the EU?

From 2015, a new regulation applies to online retailers who sell downloadable products and services in other EU countries. Retailers must pay the VAT due in the EU country in which the buyer is located.

The changes only affect you if you sell digital products or services electronically to private consumers in other EU countries.

What changes are there in the administration area?

There's a new subpage in the administration area of your shop where you can manage the tax matrix for digital products and services.

Here you can manage the two new tax classes "Digital products and services" and "eBooks", which you can also select when creating and editing your products.

What do I need to do?

- The current VAT rates for all EU countries are already pre-set in your shop system. However, you should check these rates regularly and adjust them as necessary. As a merchant, you are responsible for ensuring that the correct VAT rates are used in your shop.
- If you already offer digital products or services in your shop, you must determine the new tax class for all these products and services.
- If you create new digital products or services, "Digital products and services" is always pre-set as a tax class. Check that it is the right tax class for this case. In particular, you must change the tax class when selling eBooks.
- When you set prices for your products, bear in mind that the gross prices you have entered are applicable for the home country of your shop. The gross price in some other countries may be higher or lower because of the different tax rates across EU countries.

How do I check and edit the VAT rates for digital products and services for different EU countries?

1. In the administration area in the main menu, select **Settings** then **Tax calculation**.
2. Select **Digital products and services**.
3. The table shows the different tax rates for all EU countries. Check the relevant values for the "Digital products and services" and "eBooks" tax classes.
4. If you want to amend the values, select **Adjust**. Confirm again. Amend the values and save.

How do I set which VAT rate applies to which product?

1. In the administration area in the main menu, select **Products** then **Products**.
2. The table shows an overview of all products in your online shop. Select the item number of the product you want to edit.
3. Select the tax class for this product in the section **List price, order unit, tax class** under **Tax class**.
4. Save the changes.

How do I attach invoices to e-mails that my customers receive from me?

Your website sends e-mails to your customers for certain events.

For certain e-mails that your customers receive as a result of an order, you can add an invoice in PDF format.

How do I determine which e-mails include a PDF invoice?

1. In the administration area in the main menu, select **Settings** and then **Order document settings**.
2. Select **Invoices in e-mails**.
3. The table displays all e-mail events that you can attach an invoice to. E-mail events that are currently deactivated in your shop are greyed out. Mark the affected e-mail events in the column **Attach invoice as PDF file**.
4. Save the changes.
5. Now, if one of the selected e-mail events appears for an order, the e-mail to the customer includes the PDF invoice.



You can also attach information on the right of withdrawal to certain e-mails.

How do I manage and edit the e-mails my shop sends out?

What are e-mail events?

For certain events your website sends e-mails either to you or to your customers.

For example, your customers can receive the following automatic e-mails:

- Order receipt confirmation for an order
- An order has been shipped
- A sold-out product that the customer is interested in is available again

Here are some examples of e-mails that you can receive automatically as an administrator:

- A customer has a question about a product
- A customer has left a new product rating
- A product in your shop has sold out

In most cases, you can specify yourself the events for which e-mails are sent. In addition, you can edit the text of these e-mails, as well as determine who is to receive them and what the sender address should be.

For most e-mails, there is already a default text set up that you do not need to change. An important exception is the order confirmation e-mail that your customers receive. You must add your general terms and conditions and information on the right of withdrawal to these.

How do I specify for which events my website sends e-mails?

1. In the administration area in the main menu, select **Settings** and then **E-mail events**.
2. Select above whether you would like to edit the **E-mails to the user** (your website's visitors) or the **E-mails to the administrator** (to you yourself).
3. The table below displays the e-mail events organised according to categories like *Registration and user data*, *Products* or *Order status*. To allow more information about the individual event to be displayed, select the *i* symbol.

4. In the **Active** column on the right, you can select whether your website should send an email when this event occurs. Some e-mail events (for example "New registration") cannot be deactivated.

5. Save your data.

How do I edit the text, sender, recipient and signature of e-mails that my website sends?

1. In the administration area in the main menu, select **Settings** and then **E-mail events**.

2. Select above whether you would like to edit the **E-mails to the user** (your website's visitors) or the **E-mails to the administrator** (to you yourself).

3. The table below displays the e-mail events organised according to categories like *Registration and user data*, *Products* or *Order status*. To allow more information about the individual event to be displayed, select the **i** symbol. Select the e-mail event that you would like to edit.

4. If multiple languages are set for your website, select the language for which you would like to edit the e-mail on the right-hand side under **Translation**.

5. To change the sender for this e-mail event, select the link **Edit** next to **From**. Enter the desired sender address and name here under which the e-mail should be sent. You can also choose to have the specified address used for e-mail events in future. Next select **Apply**.



Do not use any e-mail addresses from e-mail services such as Google Mail, AOL or Yahoo here, because this may cause problems delivering your messages. We recommend that you use an e-mail address that matches the domain of your website. Example:
info@mywebsite.com

6. For e-mails that are to be sent to your visitors, you cannot change the recipient e-mail address – the user's most recent e-mail address will always be used. However, for e-mails that are sent to you, you can change the recipient by selecting the link **Edit** next to **To**. Enter the desired recipient address and name here. Next select **Apply**.

7. Should the e-mail be sent to the specified recipient, as well as additional addresses? If yes, you can then specify additional recipients under **CC** and **BCC**. The recipients specified under **BCC** are not visible to other recipients.

8. If you would like to change the subject of the e-mail, edit the field **Subject**.

9. The text of the e-mail is shown below the **Subject** field. Every e-mail has a main text that you cannot edit. However, you can edit the other, bordered areas of the e-mail. To do this, select one of these areas. A window opens in which you can edit the text and insert images and links among other items. When you are finished editing the area, select the icon at the top right.

The signature at the very bottom is a special feature. If you change the signature, this change applies for all e-mail events in the selected language.

10. To edit any additional areas of the e-mail, repeat step 9.

11. Save the changes.

12. If needed, you can send a test e-mail to yourself to verify how the e-mail is displayed. To do this, select **Send test e-mail**.

13. If you want to edit for other languages, repeat steps 4 through 12.

You have successfully edited the e-mail event.



The system must know the visitor's e-mail address to be able to send them an e-mail. You can specify yourself whether it is mandatory for users to enter an e-mail address when placing an order.

How do I attach information on the right of withdrawal to e-mails my customers receive from me?

Your website sends e-mails to your customers for certain events.

For certain e-mails that your customers receive as a result of an order, you can attach the information on the right of withdrawal in PDF format. In this case, the text found on the right of withdrawal page in your shop is used.

How do I determine which e-mails include the PDF right of withdrawal?

1. In the administration area in the main menu, select **Settings** and then **Order document settings**.
2. Select **Right of withdrawal in e-mails**.
3. The table displays all e-mail events that you can attach the information on the right of withdrawal to. E-mail events that are currently deactivated in your shop are greyed out. Mark the affected e-mail events in the column **Attach right of withdrawal as a PDF file**.
4. Save the changes.
5. Now, if one of the selected e-mail events appears for an order, the e-mail to the customer includes the information on the right of withdrawal as a PDF file.



You can also attach the invoice to certain e-mails.

How do I use AvaTax / Avalara for tax calculation?

This document explains step by step how to set up Avalara's service, AvaTax, within your shop. All steps need to be considered to ensure that the AvaTax integration is working properly.

1. Country and currency settings

There are two settings within your shop that need to be consistent for AvaTax to calculate the right tax rates: The shop's address needs to be located within the USA and US Dollar has to be the only visible currency in the shop.

Editing the shop address

If the shop address is already located within the USA, this step can be skipped.

1. In the administration area in the main menu, select **Settings** and then **General settings**.
2. Select **Address**.
3. Change the shop's address to an address located within the USA.
4. Save the changes.

Currency settings

1. In the administration area in the main menu, select **Settings** and then **Country settings**.
2. Select **Currencies**.
3. Set the currency **US Dollar** to **Visible** and **Default**.
4. If other currencies are listed in the table, deselect their status **Visible**.
5. Save the changes.

2. Tax settings in your shop's administration area

Tax matrix

1. In the administration area in the main menu, select **Settings** and then **Tax calculation**.
2. If you already edited your tax matrix some time before, you can jump to step 5. Otherwise select **Customise**.
3. An alert message appears. Select again **Customise**.
4. Select **Tax model**.
5. For **Prices are calculated and displayed in the shop based on**, select **net prices (Prices exclude VAT)**.
6. For **Calculation of the tax due occurs after address entry**, select **Yes**.
7. For **Entry of prices in administration section is done based on**, any option can be selected.
8. Save the changes.
9. Select **Automatic tax calculation**.
10. In the left column, select **AvaTax**.
11. Select **Activate**.
12. Select **AvaTax** in the column **Default selection**.
13. Save the changes.
14. Select **Complete it**.
15. If you are not already registered with AvaTax, register under <http://www.avalara.com/products/avatax>.
16. After registering with AvaTax, the respective settings within the shop can be conducted. Under **Access data**, enter your Avatax account number, your license key and your company code.
17. Under **Settings**, for **Commit sales invoice to AvaTax**, select **Yes**.
18. For **Use address validation**, select **Yes**.

19. For **Operational mode**, you can select **Test** or **Live**. We strongly recommend to first select **Test**. This way you can test the integration before activating it. The settings can be changed to **Live** at any moment in the future.

20. Save the changes.

3. How AvaTax works

This part explains how the AvaTax integration works with your shop after a successful activation.

Tax calculation within the shop

The calculation of the tax rate happens after the customer has entered his address. Therefore, the shop displays net prices to the customer first. That means that prices within the shop are displayed without VAT until the customer enters his address during the checkout.

For the customer, it works like this:

- The customer enters his address during the checkout.
- A pop up window appears and lets the customer choose if he wants to change his address or not. This address check from AvaTax will always appear since it serves to crosscheck the address within AvaTax.
- The customer follows the steps until they come to the last step of the checkout. There the full price with the right tax rate calculated by AvaTax is displayed.

Order status

The orders within the shop administration are synchronised with AvaTax in dependence to the order status.

- If the order status is set to **Paid**, the order data is transferred to AvaTax and added as a document of the type “sales invoice” to the AvaTax console.
- If the order status is set to **Returned**, the order data is transferred to AvaTax and added as a document of the type “return invoice” to the AvaTax console. Only if the orders status has been set to **Paid** before, and thus a sales invoice has been created.
- If the order status is set to **Rejected**, the existing sales invoice for this order is set to “void” in the AvaTax console. Only if the orders status has been set to **Paid** before, and thus a sales invoice has been created.

Other order statuses are not considered by AvaTax.

Adjusting an existing order / AvaTax sales invoice

If you edit an existing order in your shop's administration area (e.g. adding or deleting products from the order), the taxes for this order are recalculated. When the order's status has already been set to **Paid**, the changes are transferred to AvaTax and this order's sales invoice is updated.

Tax exceptions

For parties that are exempt from taxation such as governmental authorities and tribes, tax settings can be adapted in the shop.

1. In the administration area in the main menu, select **Customers** and then **Customers**.
2. In the table you can see your shop's customers. Select the customer no. of a customer that requires different tax settings.
3. Select **Attributes**.
4. Under **Customer tax rate Avatax**, select the respective tax rate to the customers' requirements. For example: If the customer is a governmental authority, select **Governmental Authority**.
5. Save the changes.

With these settings, the shop will calculate net prices for each order this customer places. If the customer already placed an order with the tax rate included but the order status has not yet been set to Paid, AvaTax will consider the changes and calculate net prices.

How do I set up my tax settings in the USA?

Your shop software automatically takes care of the basic tax settings if you are selling within the US. The settings are based on your shop's location. For the customers of your shop, the sales tax is then calculated during the checkout process.

Since the tax settings are not trivial and you might need to adjust them, please read this article carefully.

Please note that you can also use the paid service AvaTax, which can take care of all the tax settings for you and also helps you filing your tax reports.

What do I need to know about taxes within the USA?

In the USA, sales tax is not collected federally, but via states and other local authorities. US states, counties, cities and even some special communities can have their own tax rates, which are summed up to a combined tax rate. Some states do not have a sales tax at all. All these special cases make tax calculation more complex than in most other countries, which often have just one set of sales taxes nationwide.

What are destination based and origin based taxes?

Some US states have a destination based tax model and others have an origin based one. For destination based states, the destination of the order is relevant for tax calculation. In origin based states, the taxes depend on the location where the shop resides.

What is a Nexus or physical presence?

As an online merchant who is selling within the USA, you only have to collect sales tax in states where you have a so-called Nexus.

You have a Nexus in a certain state, if you have some kind of physical presence there:

- You automatically have a Nexus in the state where your business resides.
- Additionally, if you have for instance storing facilities or offices in other states, then you have a Nexus in each of these states.

An example: Your business resides in Florida, you have a second office in California and a storehouse in Texas. That means that you have a Nexus in the states Florida, California and Texas. Therefore, if you ship an order to a person or company in one of these three states, you have to collect sales tax there.

The percentage of sales tax you have to collect in your Nexus states depends on the state.

For more information on this topic and to find out what qualifies a Nexus for a certain state, please contact the Department of Revenue of this state.

How do I view and edit the tax settings?

When you enter your shop's address during the setup and the address is located in the USA, the correct tax matrix is automatically created for your shop – based on the state where your business resides. The tax matrix will also be updated if you change your shop's location under **Settings >> General Settings >> Address**.

To view and edit the tax settings in the administration area, select **Settings** in the main menu and then **Tax calculation**. On this page, you can see the tax matrix. It includes a row for the state your shop resides in and a row for the rest of the world. In the column **Combined tax rate** you can see the combined rate for the state, county and city of your shop. If your shop is residing in a state with destination based tax rates (see explanation above), the combined tax rate is not a simple percentage, but a range of taxes: the lowest to highest possible tax rates.

If necessary, you can edit the combined tax rate directly in the table and save the changes. In order to restore the default value, select the back-arrow button on the right side of a tax rate field and save the changes.

Which changes to the tax settings might be necessary?

There are two main cases when it is necessary for you to edit the tax matrix:

- You have another nexus in one or more US states (see explanation above)
- Some of your products fall under tax holiday regulations. This means, that different taxes apply to these products during certain tax holidays. An example: If you sell equipment for school children, there might be a tax holiday for these products before a new school year starts, and there are no taxes for these products during that time.

How do I enter a new Nexus / physical presence?

1. In the administration area in the main menu, select **Settings** and then **US tax calculation**.
2. Under **Add nexus** enter the zip code of the physical presence and select an entry from the drop-down menu.
3. Save the changes.

Your new physical presence has now been set up, and you can now also edit the tax rate of this location.

How do I handle tax holidays?

If tax holidays apply to some of your products, we suggest the following way of handling this. In our example we assume that you sell school supplies which have a tax rate of 0 % during a

certain tax holiday.

1. In the administration area in the main menu, select **Settings** and then **US tax calculation**.

2. Select **Tax class**.

3. In the last row of the table in the column **ID** enter an ID for this tax class. The ID is only used for internal purposes and is never visible to your customers. In our example, we name the ID "School supplies".

4. In the column **Name** enter a name for the tax class for every language of your shop. The name can be the same as the ID. In our example, we name the tax class "School supplies".

5. Save the changes.

6. Select **Tax matrix**.

7. In the table you can see the newly created tax class. In its column, you can enter the tax rate for it. Since the tax rate for school supplies during the tax holiday is 0 %, we enter a 0 for every tax area.

8. Save the changes. You successfully have set up the tax class for the tax holiday.

9. Now you need to determine, which products belong to this tax class. In the main menu, select **Products** and then **Products**.

10. The table displays all the products of your online shop. Select the product number of the product for which you want to update the tax class.

11. Under **List price, Order unit, Tax class** select the **Tax class** you just created.

12. Save the changes.

13. Repeat steps 9-12 for all products to which the tax holidays apply.

When the tax holidays are over, we suggest to just change the tax rate for the particular tax class to the standard one under **Settings >> US tax calculation**. That way you can change the tax rate again when the tax holidays are in effect again.

How does the tax calculation work in my shop?

The prices in your shop are displayed as net prices. When a customer goes through the checkout and enters his or her address, the correct taxes are calculated. In the last step of the order process ("Check & Order") the tax area and tax rate are displayed then to the customer, as well as the final price the customer has to pay (including taxes).



You are responsible to take care of the correct tax settings of your shop. Even though we update the tax settings regularly, you should always check if everything is correct.

For any questions concerning taxes, please ask the Department of Revenue of your state for more information and consult a tax accountant.

While this article contains basic advice, it makes no claim to completeness or accuracy. It may not under any circumstances replace legal advice in individual cases.

How do I handle taxes?

To view the tax settings, select **Settings** and then **Tax calculation** in the main menu of your shop's administration area.

The tax matrix

The tax matrix supplies you with a table with the most widely used tax classes in the main tax areas. The default tax class and the default tax area are marked with a * in the table. In the table you can edit the percentages for tax areas/classes.

Tax areas

Here you can view the different tax areas available. You can change their names, delete them and set a tax area as default. Save the changes.

Select **Assignment of countries** to find out which countries are assigned to which tax area. In the column **Tax area** you can then change the tax area for a country. By selecting **Add exception** you can add regions/towns or postcodes that should not be part of this tax area. Save the changes.

When an order is placed, your shop system automatically determines the tax area of the customer based on the delivery address.

Tax classes

Here you can view the different tax classes available and add a new one by entering an ID and a name in the last line at the bottom of the table and save.

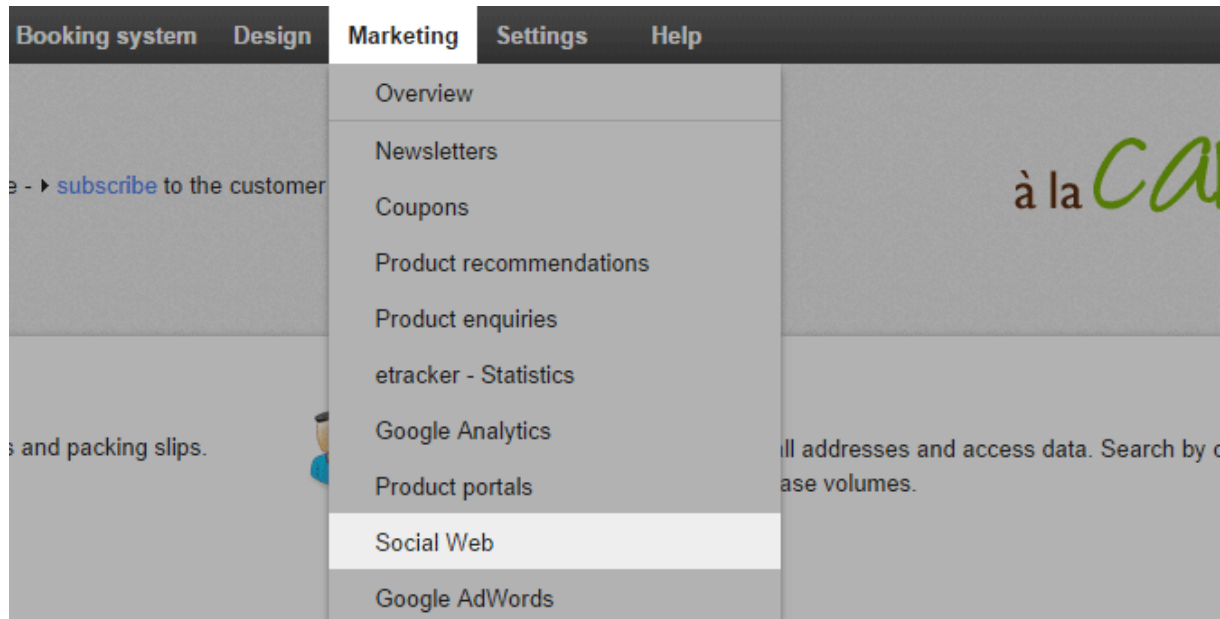
Tax model

Here you can take care of various settings concerning the tax model:

- Should prices be calculated and displayed in the shop based on net prices (excluding VAT) or gross prices (including VAT)?
- Should tax be included in the shopping basket, e-mails, and order documents? Before setting this option, you should therefore check whether the tax laws in your country allow this setting.
- Should the entry of prices in the administration area be based on net prices or gross prices?

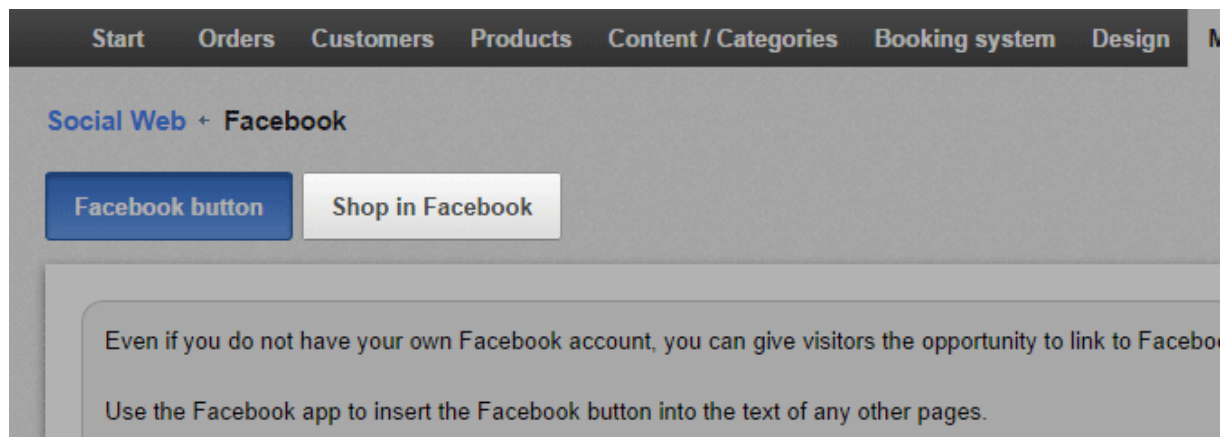
How do I create my own Facebook shop?

1. In the administration area in the main menu, select **Marketing** and then **Social Web**.



2. Select **Facebook**.

3. Select **Shop in Facebook**.



4. Follow the instructions on the page. You need your own Facebook page to be able to offer a shop in Facebook.

5. Save the changes.

What is cross-selling?

This article contains general information about cross-selling. The following articles contain instructions on how to use cross-selling in your online shop:

How cross-selling works

Cross-selling is a simple way of increasing profit. The idea behind it is straightforward: when visitors to your shop view a product, they are also shown other articles that are related to it. These can be complementary or alternative products specified by you. Or you can let your shop do this work for you and have it automatically display articles that were also purchased by other customers.

One of the major advantages of cross-selling is that it addresses visitors who have already decided to order something from your shop. The important decision to buy something has already been made by these customers. Now they only need to be persuaded to add other products to their basket or to select a product that you would prefer to sell in place of the one they originally chose.

Cross-selling as customer service

Many customers view marketing material such as e-mail newsletters or online advertising as intrusive but cross-selling is not usually viewed so critically. Instead of bombarding users with advertising messages that are not always very appropriate, they simply receive product proposals instead. Ideally, the cross-selling function performs at least some of the tasks of a well-trained sales assistant in a shop who is able to point out potential additional products or to recommend similar articles that might meet the customer's needs better. In such cases, customers perceive cross-selling as a useful service rather than as simply another means by which to make them spend more. This is exactly the situation in conventional stores, for example at petrol stations: in addition to their core products they almost always sell confectionery, drinks, etc. which are generally viewed positively as an additional service.

What is auto-cross-selling and how does it work?

If auto cross-selling is enabled in your shop, on product pages there is an area called "Customers who bought this product also bought these products":



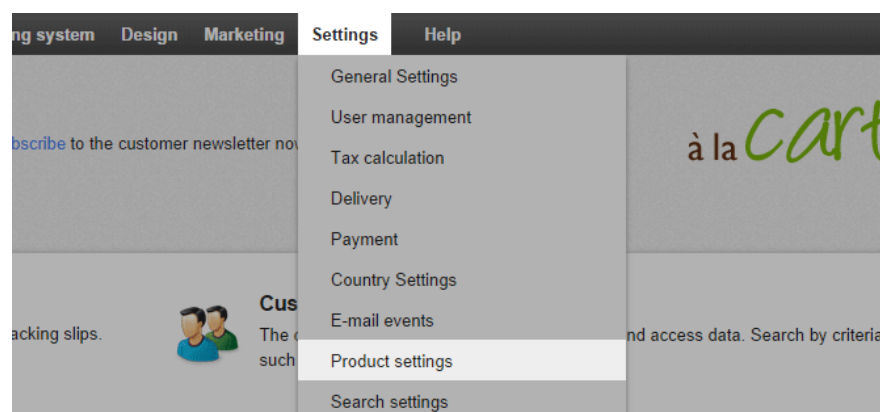
The articles displayed here are based on the internal statistics of your shop: Which products are frequently bought together? This can reveal links between products that both you – and your customers – may never have thought of.

Your shop software enables you to determine how many products should be displayed under auto-cross-selling (maximum 20). In addition you can define the "minimum match": This is the number of times two products need to be sold together to be displayed as cross-selling products.

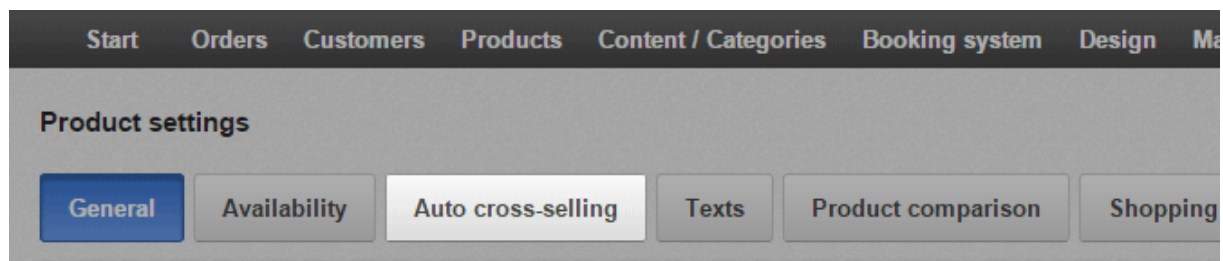
The practical thing about auto-cross-selling is that it involves no work at all for you. Once you have made the appropriate settings you never need to worry about it again. And the more people buy from you, the more accurate your product proposals will be.

How do I create settings for auto-cross-selling?

1. In the administration area in the main menu, select **Settings** and then **Product settings**.



2. Select **Auto Cross-Selling**.



3. The option **Collect statistics** lets you select whether data is to be recorded for auto cross-selling capturing which products were frequently sold together.
4. Use the **Visible** option to select whether or not auto-cross-selling should be enabled in your shop.
5. Under **Number of product recommendations** select how many product recommendations should be displayed to your customers under auto-cross-selling.
6. Under **Minimum match** enter the number of times two products need to be sold together to be displayed as auto-cross-selling products.
7. Save your data.

What is individual cross-selling and how does it work?

Cross-selling is a simple way of increasing sales: when visitors to your shop view a product, they are also shown other items that are related to it. These can be complementary or alternative products specified by you.

With individual cross-selling you can assign your own cross-selling products to each individual product in your shop. Here a distinction is made between accessories, related products and alternative offers.

What are accessory products?

Accessories are usually articles that are useful or indeed necessary in order to use the main product. For every accessory product you can enter a short comment that is displayed to the customer.

Accessory products are displayed like this in your shop:

| Accessories | | | |
|---|------|---|------------------|
| Product | Note | Status | Price |
|  Juniper Berries (dried) | |  | 2.95 € / 50 g * |
|  Rosemary | |  | 1.88 € / 75 g * |
|  Rose Hip | |  | 2.85 € / 100 g * |

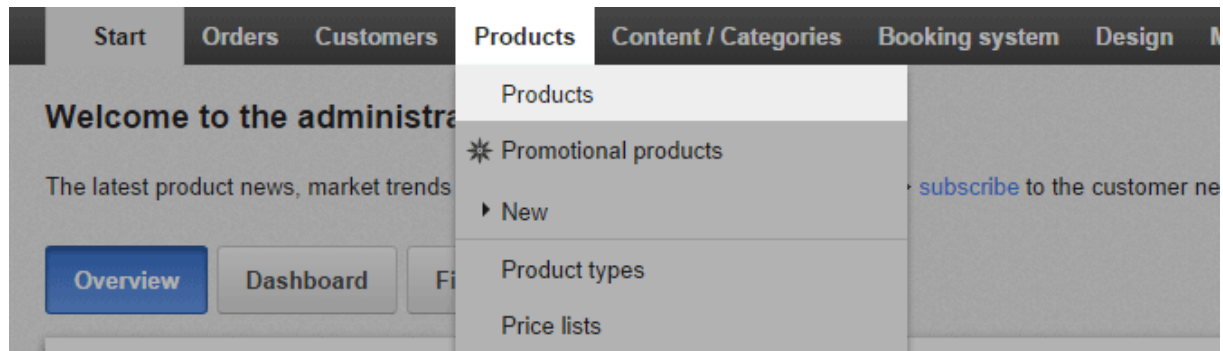
* Prices incl. VAT, plus delivery
→ [Display accessory details](#)

By defining sensible accessories for your products you can also prevent potential frustration for the customer: there's nothing worse than buying a new television, only to find when you unpack it that a vital cable is missing.

Example of an accessory: If a customer is interested in buying a torch in your shop you can have the required batteries displayed as accessories.

How do I specify accessories for cross-selling?

1. In the administration area in the main menu, select **Products** then **Products**.

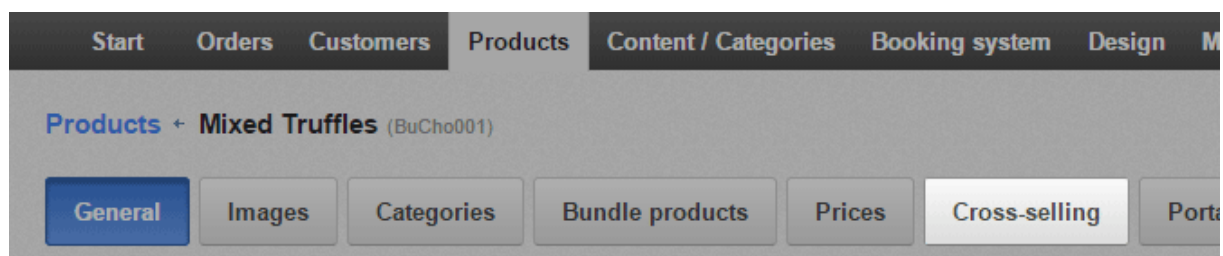


2. The table shows an overview of all products in your online shop. Select the product number of the product you want to edit.

The screenshot shows the 'Products' overview table in the admin interface. The table has columns for Product number, Name, List price, and Stock level. The table is sorted by List price in descending order. The first product is 'Mixed Truffles' (BuCho001) with a list price of 3.99 € and a stock level of 447. The table also includes a 'Search products' search bar and a 'Lines' dropdown menu set to 50.

| Product number | Name | List price | Stock level |
|----------------|-------------------------|------------|-------------|
| BuCho001 | Mixed Truffles | 3.99 € | 447 |
| caf001 | Coffee Arabica | 12.95 € | 57 |
| caf002 | Coffee Arabica Mild | 12.95 € | 230 |
| caf003 | Coffee Robusta | 11.95 € | 245 |
| caf004 | Coffee Guatemala Pink | 12.95 € | 247 |
| caf005 | Coffee All Nature | 16.95 € | 242 |
| cho001 | Dark Chocolate 250g | 7.90 € | 0 |
| cho002 | White Chocolate 250g | 7.95 € | 225 |
| cho003 | Milk Chocolate 250g | 5.95 € | 248 |
| choc001 | Coffee-Nougat Truffle | 1.00 € | 500 |
| choc002 | Vanilla-Orange Truffle | 1.00 € | 497 |
| choc003 | Baileys Truffle | 1.00 € | 498 |
| choc004 | Raspberry Chili Truffle | 1.00 € | 500 |


3. Select **Cross-selling**.



4. The table displays the products that are currently set as accessories for this product. Select **Assign products** at the bottom of the table.

| Product number | Name | Comment |
|--|---|---------|
| No accessories are assigned. | | |
| <input type="button" value="+"/> <input type="text" value="Search product no."/> <input type="button" value="Assign products..."/> | <input type="checkbox"/> Create reciprocal assign | |
| <input type="button" value="Save"/> <input type="button" value="Remove assignment"/> | | |

- In the left-hand column, select the products that you wish to assign as accessories.
- Select **Apply**.
- If necessary, in the **Comment** column enter information text to be displayed for the cross-selling product in question.
- Under **Create reciprocal assignments**, select whether the main product, for which you have just defined cross-selling products, should also be displayed as an accessory for these products.

| Product number | Name | Comment |
|---|--|---------|
| No accessories are assigned. | | |
| <input type="text" value="Search product no."/> <input type="button" value="Assign products..."/> | <input type="checkbox"/> Create reciprocal assignments  | |
| <input type="button" value="Remove assignment"/> | | |

- Save your data.

What are related products?

As the name suggests, these products are a sensible complement for the item itself.

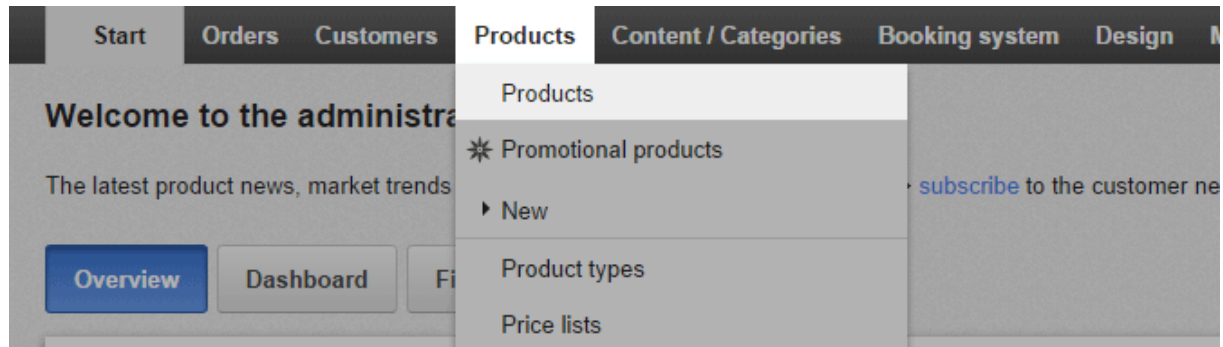
Related products are displayed like this in your shop:



Example: If you are selling brown shoes, you can offer a brown belt as a related product.

How do I specify related products for cross-selling?

1. In the administration area in the main menu, select **Products** then **Products**.

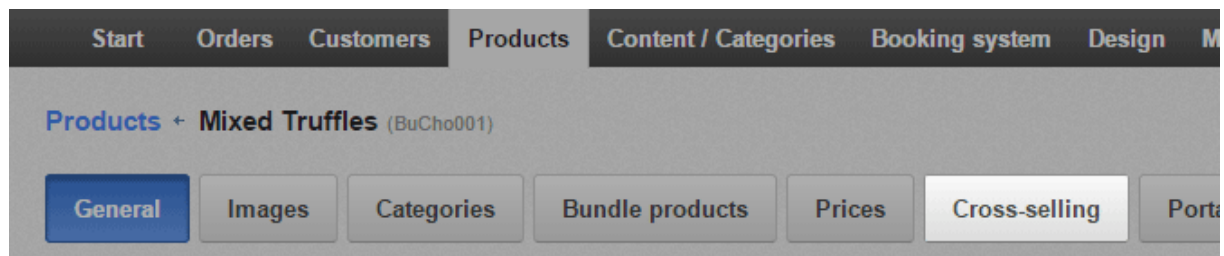


2. The table shows an overview of all products in your online shop. Select the item number of the product you want to edit.

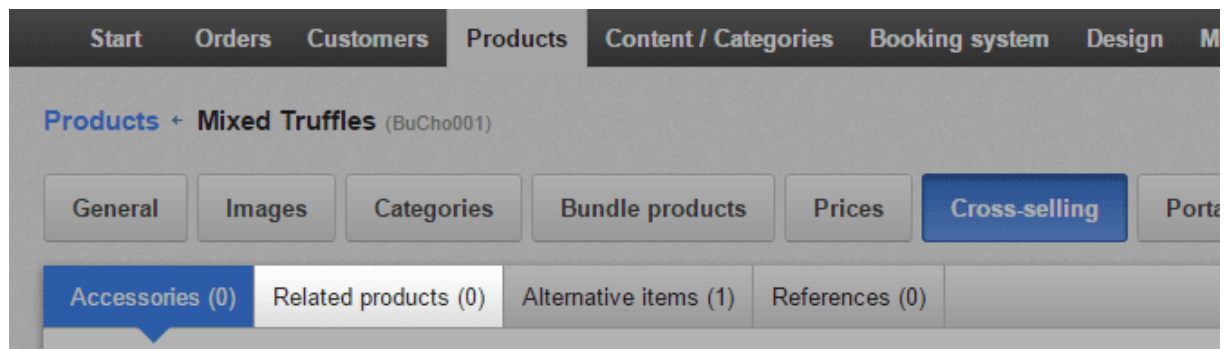
A screenshot of the 'Products' overview table in the administration area. The table has columns for 'Product number', 'Name', 'List price', and 'Stock level'. It lists various products like 'Mixed Truffles', 'Coffee Arabica', and 'Dark Chocolate'. A 'Save' button is visible at the bottom left.

| Product number | Name | List price | Stock level |
|----------------|-------------------------|------------|-------------|
| BuCho001 | Mixed Truffles | 3.99 € | 447 |
| caf001 | Coffee Arabica | 12.95 € | 57 |
| caf002 | Coffee Arabica Mild | 12.95 € | 230 |
| caf003 | Coffee Robusta | 11.95 € | 245 |
| caf004 | Coffee Guatemala Pink | 12.95 € | 247 |
| caf005 | Coffee All Nature | 16.95 € | 242 |
| cho001 | Dark Chocolate 250g | 7.90 € | 0 |
| cho002 | White Chocolate 250g | 7.95 € | 225 |
| cho003 | Milk Chocolate 250g | 5.95 € | 248 |
| choc001 | Coffee-Nougat Truffle | 1.00 € | 500 |
| choc002 | Vanilla-Orange Truffle | 1.00 € | 497 |
| choc003 | Baileys Truffle | 1.00 € | 498 |
| choc004 | Raspberry Chili Truffle | 1.00 € | 500 |

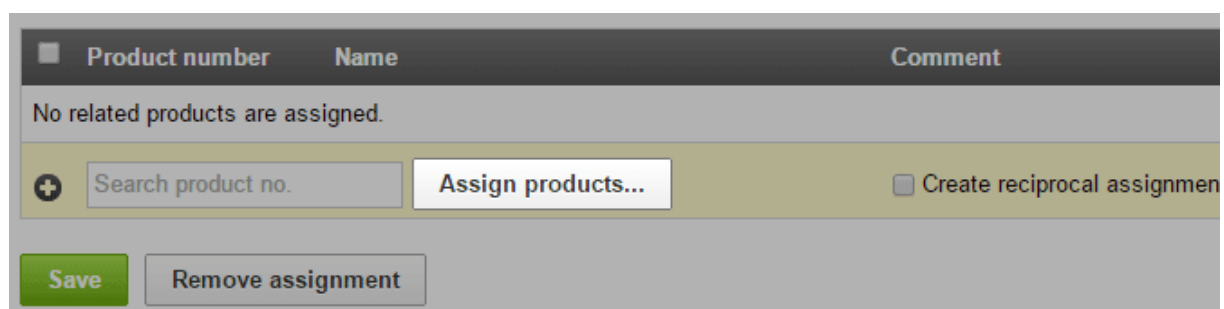
3. Select **Cross-selling**.



4. Select **Related products**.



5. The table displays the products that are currently set as related products for this product. Select **Assign products** at the bottom of the table.

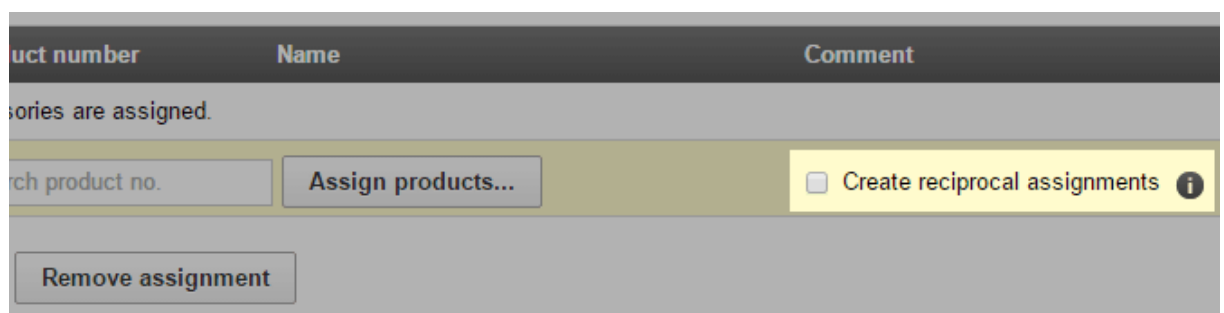


6. In the left-hand column, select the products that you wish to assign as related products.

7. Select **Apply**.

8. If necessary, in the **Comment** column enter an information text to be displayed for the cross-selling product in question.

9. Under **Create reciprocal assignments** select whether the main product, for which you have just defined cross-selling products, should also be displayed as a related product for these products.



10. Save your data.

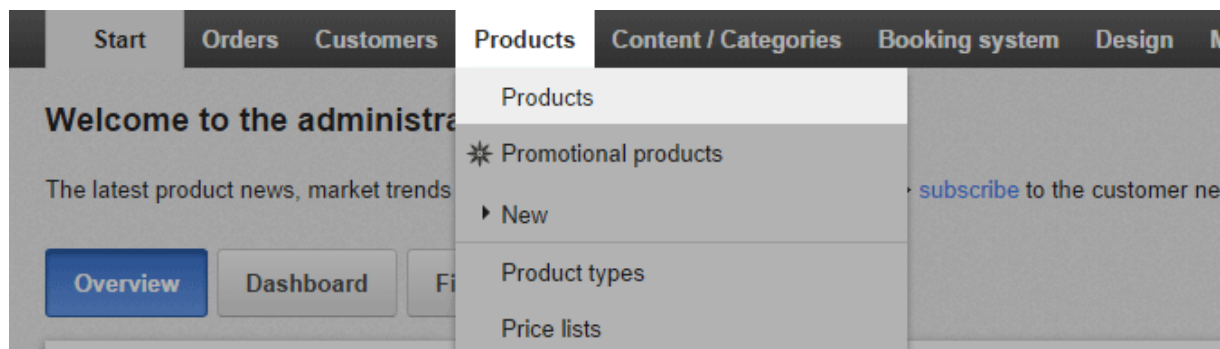
What are alternative items?

Alternative items are a particularly interesting type of cross-selling. Here you are not speculating that the customer will purchase *additional articles* over and above the actual product. Instead, here you present products to the customer that he or she should purchase *instead*. Logically, it follows that here you can only offer products that you would prefer to sell in place of the one the customer actually chose. Since alternative products are often more expensive than the original product, this marketing method is also called up-selling. Alternative items do not necessarily have to be more expensive however – you can advertise items with a higher profit margin or products that you want to sell as quickly as possible.

Unlike all other cross-selling offers, alternative items are not displayed directly on the product page. Instead, on the product page there is a link to an overview page where customers can compare the items in their own time and find out which product best meets their needs.

How do I specify alternative items for cross-selling?

1. In the administration area in the main menu, select **Products** then **Products**.



2. The table shows an overview of all products in your online shop. Select the item number of the product you want to edit.

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

Products

Search products

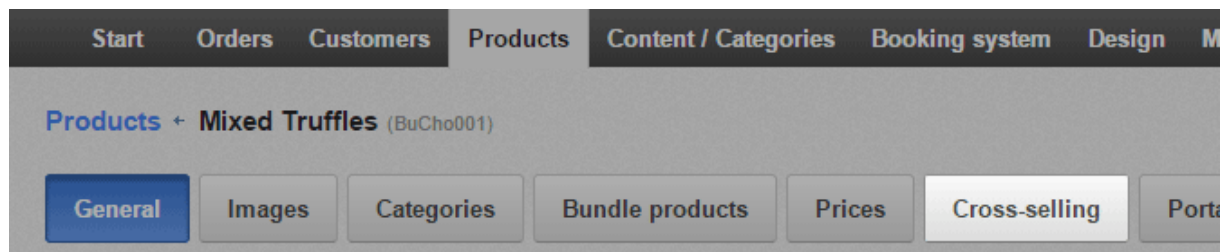
Add Assign Visibility Duplicate Export Mark "New" Delete

Lines 50

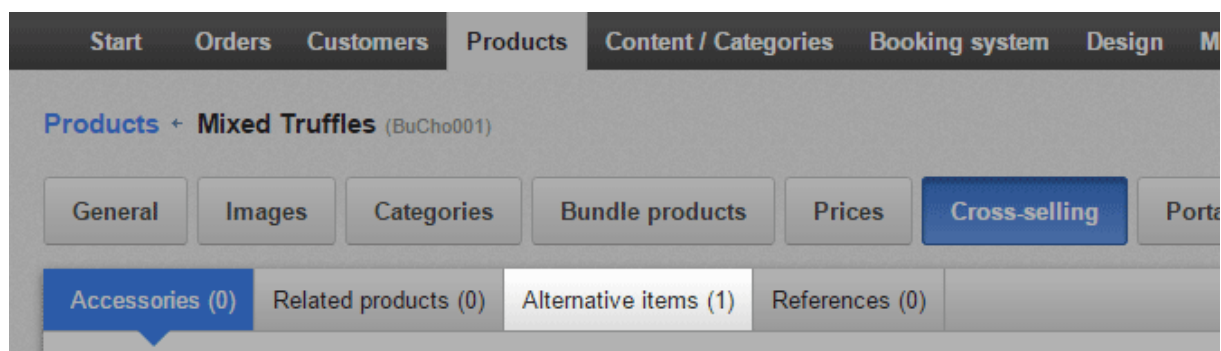
| Product number | Name | List price | Stock level |
|----------------|-------------------------|------------|-------------|
| BuCho001 | Mixed Truffles | 3.99 € | 447 |
| cat001 | Coffee Arabica | 12.95 € | 57 |
| cat002 | Coffee Arabica Mild | 12.95 € | 230 |
| cat003 | Coffee Robusta | 11.95 € | 245 |
| cat004 | Coffee Guatemala Pink | 12.95 € | 247 |
| cat005 | Coffee All Nature | 16.95 € | 242 |
| cho001 | Dark Chocolate 250g | 7.90 € | 0 |
| cho002 | White Chocolate 250g | 7.95 € | 225 |
| cho003 | Milk Chocolate 250g | 5.95 € | 248 |
| choc001 | Coffee-Nougat Truffle | 1.00 € | 500 |
| choc002 | Vanilla-Orange Truffle | 1.00 € | 497 |
| choc003 | Baileys Truffle | 1.00 € | 496 |
| choc004 | Raspberry Chili Truffle | 1.00 € | 500 |

Save

3. Select **Cross-selling**.



4. Select **Alternative items**.



5. The table displays the products that are currently set as alternative items for this product. Select **Assign products** at the bottom of the table.

| Product number | Name | Product type |
|----------------------------------|------------------------|--------------|
| <input type="checkbox"/> choc002 | Vanilla-Orange Truffle | alacarte |

☐ Create reciprocal assignments

6. In the left-hand column, select the products that you wish to assign as alternative items.

7. Select **Apply**.

8. Under **Create reciprocal assignments**, select whether the main product, for which you have just defined cross-selling products, should also be displayed as an alternative item for these products.

| Product number | Name | Comment |
|------------------------|------|---------|
| Products are assigned. | | |

☐ Create reciprocal assignments ⓘ

9. Save your data.



You can specify the order in which cross-selling products are displayed to your customers. For more information, refer to [How do I sort list entries and change their order?](#)



If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)

What are coupons and how do I use them?

Coupons let you grant your customers lump-sum or percentage discounts. You can also limit coupons to orders for certain products or the usage of certain shipping and payment methods.

Follow these steps to offer coupons. The steps are explained in detail below.

1. Create a new coupon campaign.
2. Define the campaign settings.
3. If necessary, define whether the coupon is to be used only for certain products or when using certain shipping and payment methods.
4. Generate coupon codes.
5. Distribute the coupon codes to your customers.

How to create a new campaign

1. In the administration area in the main menu, select **Marketing** and then **Coupons**.
2. In the **ID** column of the table, enter an internal ID for the new coupon campaign.
3. Enter a **name** for the campaign in the **Name** column. ID and name can be identical.
4. In the **Currency** column, select which currency the coupon is valid for. This setting is only relevant if the coupon is to have a fixed value (e.g. €10). The currency cannot be changed later. Leave the **Value** field blank for the time being.
5. Save the changes.

The new campaign is now created. Next, define the campaign details.

How to define the campaign details

1. In the administration area in the main menu, select **Marketing** and then **Coupons**.
2. In the table, select the **ID** for the coupon campaign that you wish to edit.
3. On this page you can define the settings for this campaign. If you want to send coupon codes to your customers by newsletter, enter all coupon information that could be of interest to your customer in the **Description** field. This applies in particular to coupons with specific conditions attached. The description will be displayed later in your newsletter.
4. Define the coupon type under **Type**:
 - **Absolute value:** Your customer receives a fixed price reduction – €10 off, for example. If the coupon value can be redeemed against delivery costs, select the

option **also valid for delivery costs**. If the coupon is meant to be a gift coupon, select **Yes** under **Gift coupon**. If a customer then redeems a gift certificate in your shop, the tax is calculated correctly.

- **Percentage value:** Your customer receives a fixed price reduction – 5% off, for example. If the percentage value can be redeemed against delivery costs, select the option **also valid for delivery costs**.
- **Waive delivery costs:** The customer receives free delivery upon redeeming the coupon.

5. In **Minimum order value**, define whether the coupon can be redeemed from only a certain order value.

6. In **Coupon code length**, define how many characters a coupon code should contain. Generally, short coupon codes are easier to remember than longer ones, but can also theoretically be guessed by unauthorised persons more easily.

7. In **Time frame**, you can specify that the coupon must be redeemed within a particular period. If you do not fill in these fields, the coupon is valid for an unlimited period.

8. Set how many coupon codes can be redeemed for this campaign in **Number of valid coupon codes**. For example, if you enter 20 here, only 20 customers can use the coupon – even if you distributed 100 coupons. This setting can be useful for promotions such as "The first 100 customers who order product X save €10."

9. In **Redemption voids the coupon code**, you determine whether a coupon can be used several times (**No** option) or only once (**Yes** option). For example, if you publish a coupon in a newspaper advertisement, it should be able to be used more than once.

10. Save the changes.

The settings have been saved. Next, you can limit the validity of coupons to certain products, delivery and payment methods.

How to limit the validity of coupons to certain products, delivery and payment methods

You can limit the validity of coupons to certain products, delivery and payment methods. This lets you market certain products or reward customers for using your preferred payment and delivery methods (e.g. advance payment).

1. In the administration area in the main menu, select **Marketing** and then **Coupons**.

2. In the table, select the **ID** for the coupon campaign that you wish to edit.

3. Select **Validity**.

4. Select the button **Assign conditions**.

5. On the left, select whether to limit the validity of coupons to certain products, delivery or

payment methods.

6. On the right, in the first column of the table, mark the elements you want to limit the coupon to.

7. To define even more conditions, repeat steps 5 and 6.

8. **Apply** the changes.



Conditions of the same kind are linked with OR, while conditions of different kinds are linked with AND. This means: If you limit the use of the coupon to five products, the coupon is also valid if the customer orders just one of these five products. However, if you have defined as a condition that a certain product and a certain payment method must be used, the customer must fulfil both of these conditions to be able to use the coupon.

How to generate coupon codes

Now you still have to create the coupon codes to pass on to your customers. If you want to send coupon codes to your customers by newsletter, see [How do I insert coupon codes into a newsletter?](#)

1. In the administration area in the main menu, select **Marketing** and then **Coupons**.

2. In the table, select the **ID** for the coupon campaign that you wish to edit.

3. Select **Coupon codes**.

4. On this page you can generate the coupon codes. To define coupon codes yourself, enter the corresponding code in the **Coupon code** column and save your data. To have codes generated automatically, enter the number of coupon codes in **Number** and then select **Generate codes automatically**.



If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)



Coupon campaigns are always valid for just one currency.

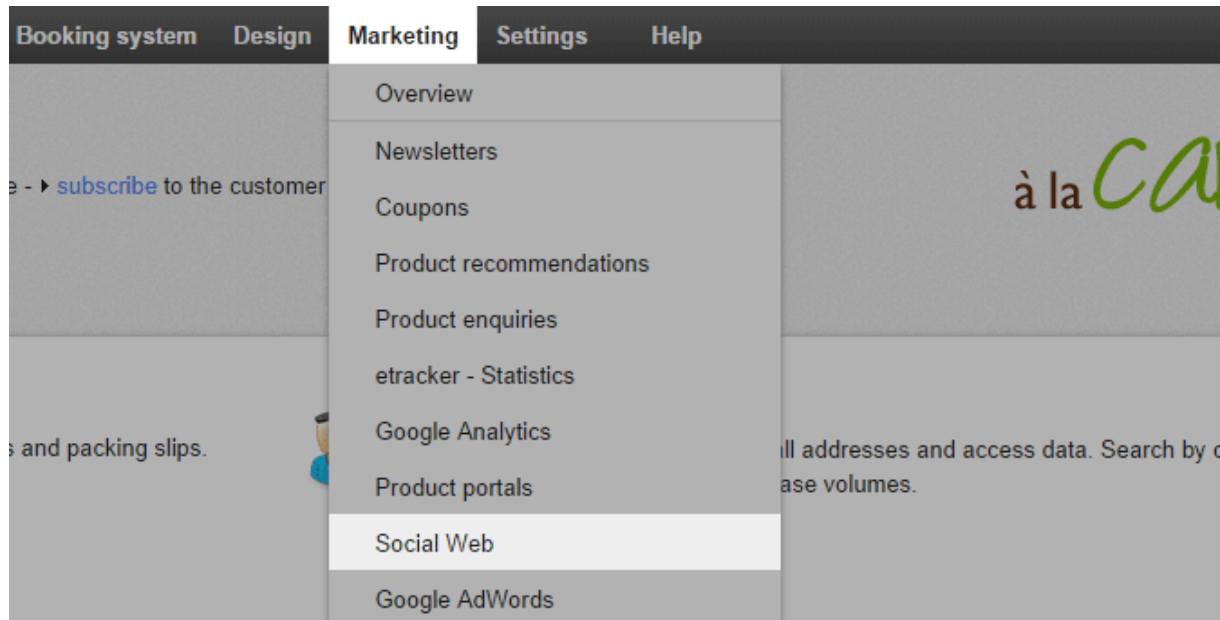
If you delete a campaign, all related coupon codes lose their validity.

If you define the period of validity for coupons, take note of any statutory provisions on the period of validity for coupons.

How do I add a Facebook button?

How to add a Facebook button on product and blog pages

1. In the administration area in the main menu, select **Marketing** and then **Social Web**.

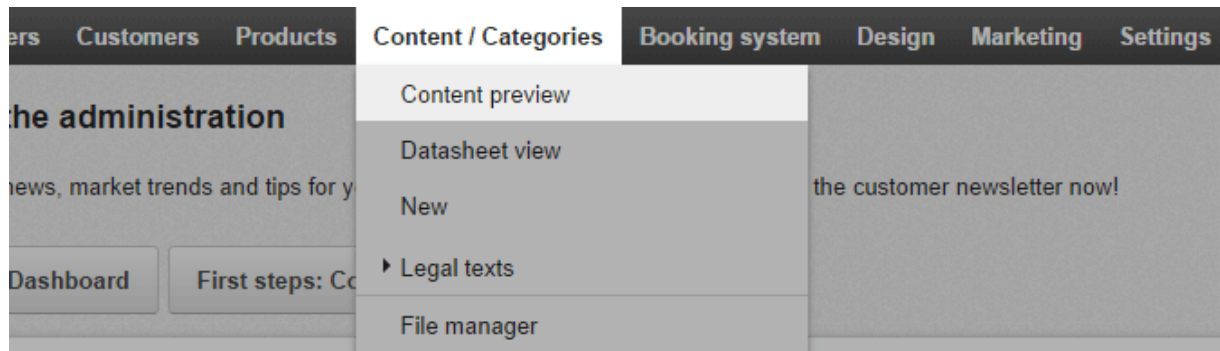


2. Select **Facebook**.
3. Under **Display Facebook button**, select whether a Facebook button should be displayed on product pages and/or in blog posts.
4. Specify the button design under **Which Facebook button should be displayed?**
5. Under **Display faces on the Facebook button**, specify whether to display the faces of people who like your website on Facebook.
6. Save the changes.

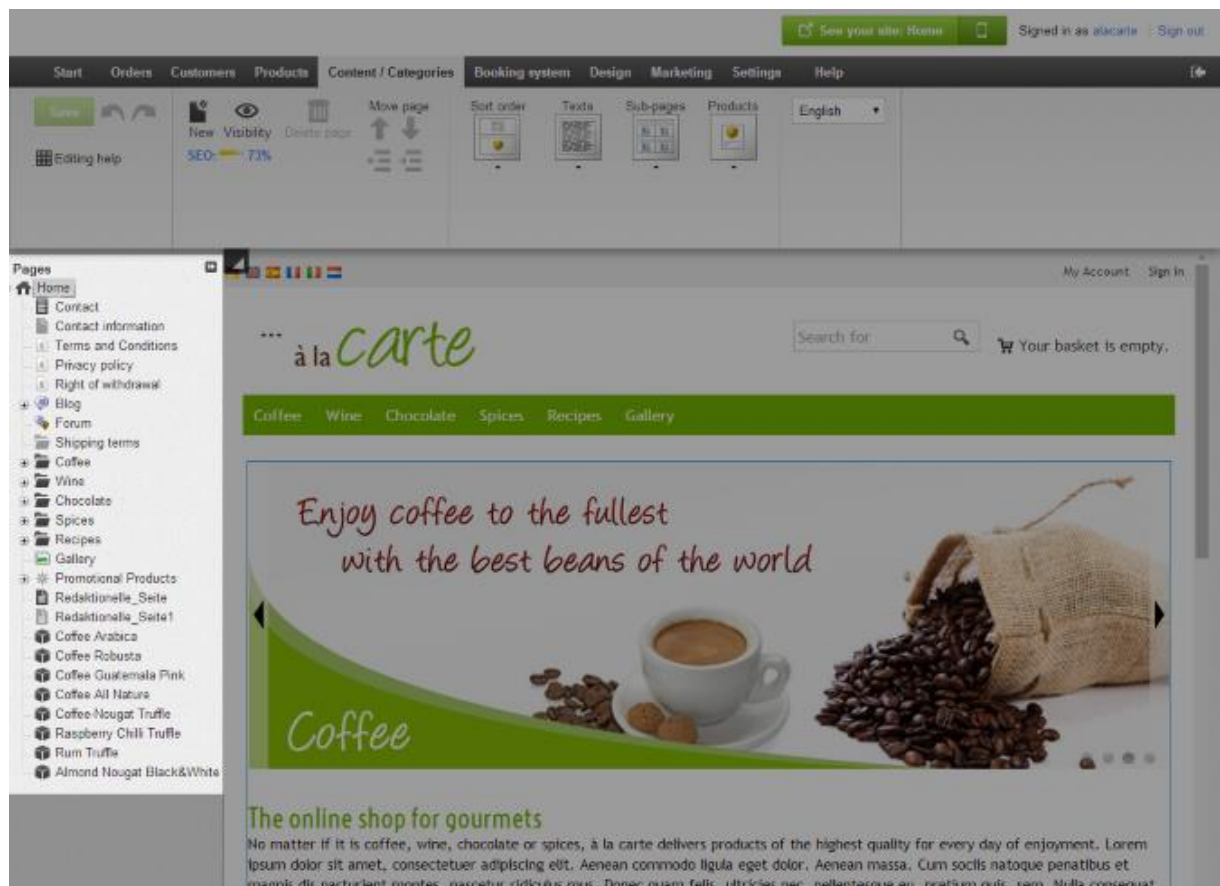
The Facebook button is now displayed on product pages and/or in blog posts the way you want it.

How to add a Facebook button on a different page

1. In the administration area in the main menu, select **Content/Categories** and then **Content preview**.

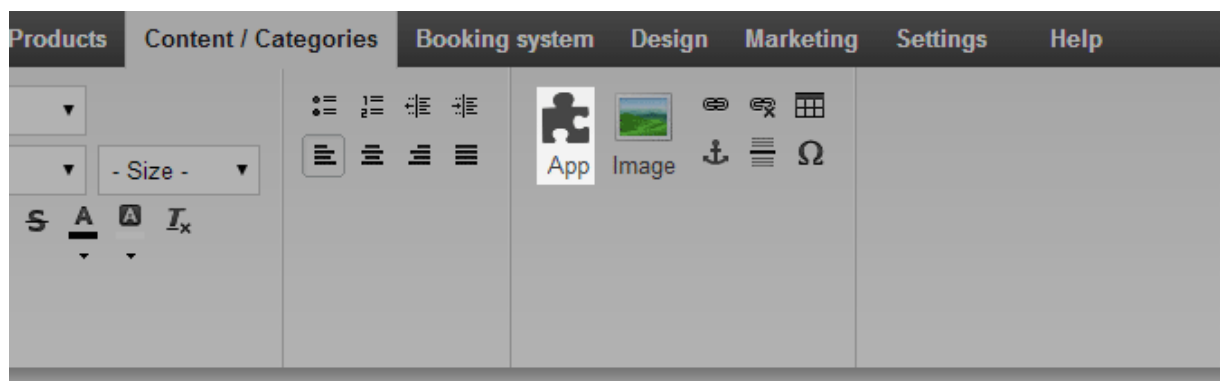


2. Select the subpage of your website that you want to edit from the page tree on the left.



3. Select one of the framed areas in the preview to edit it.

4. In the multifunction bar, select **App**.



5. Select **Facebook**.

6. Make the required settings.

7. Select **Apply**.

8. Save the changes

The Facebook button is now displayed on the desired page.

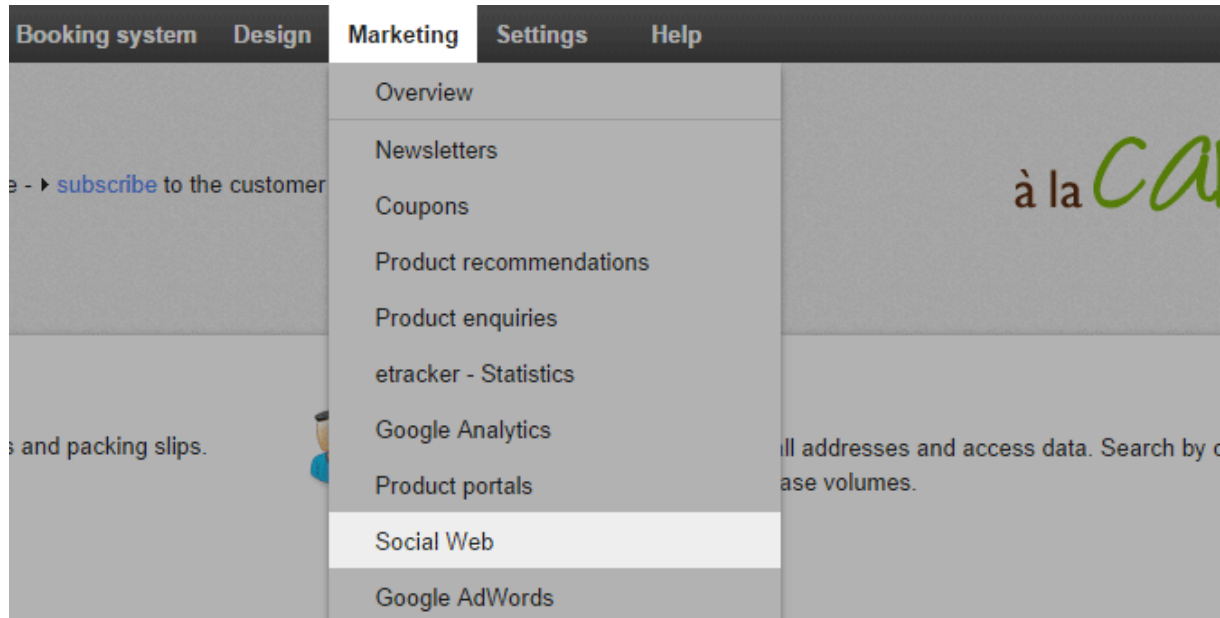


If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)

How do I add a Twitter button?

How to add a Twitter button on product and blog pages

1. In the administration area in the main menu, select **Marketing** and then **Social Web**.



2. Select **Twitter**.

3. Under **Display the "Tweet this" button**, select whether a Twitter button should be displayed on product pages and/or in blog posts.

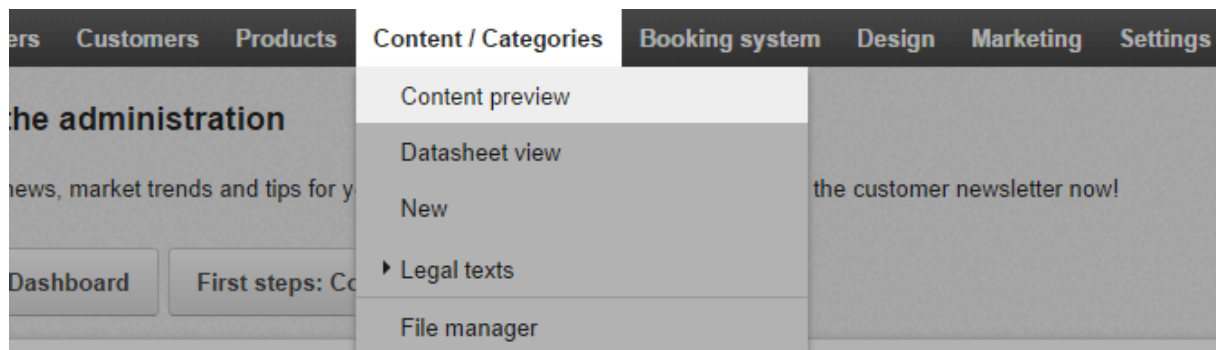
4. Specify the design of the button under **Which button should be shown?**

5. Save the changes.

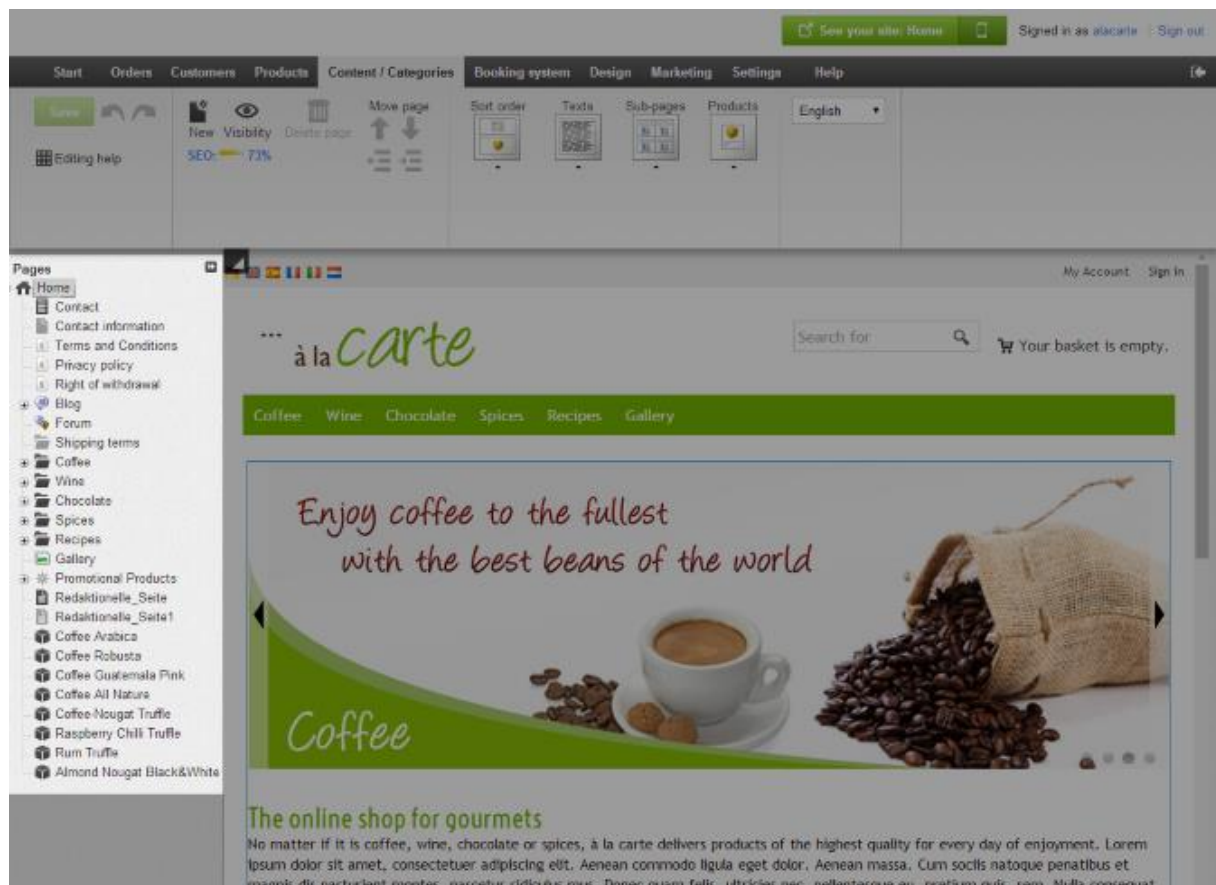
The Twitter button is now displayed on all product pages and/or in all blog posts the way you want it.

How to add a Twitter button on a different page

1. In the administration area in the main menu, select **Content/Categories** and then **Content preview**.



2. Select the subpage of your website that you want to edit from the page tree on the left.



3. Select one of the framed areas in the preview to edit it.

4. In the multifunction bar, select **App**.

5. Select **Twitter**.

6. At the top, specify which type of button you want to add:

- Your visitors can recommend your website on Twitter using the **Share** button. You don't need your own Twitter account for this.

- Your visitors can follow you on Twitter with the **Follow** button. You *do* need your own Twitter account for this.

7. Enter the other settings.

8. Select **Apply**.

9. Save the changes.

The Twitter button is now displayed on the desired page.



If you offer your website in multiple languages, you should enter the content in all these languages. For more information, refer to [How do I create content in more than one language?](#)

Newsletters - Overview

Newsletters are emails with which you can inform your customers, for example, about new products or special promotions. You can send newsletters directly from the administration area of your online shop.

A distinction is made between newsletter campaigns and actual newsletters. A campaign would be, for example, "Monthly customer newsletters". A single newsletter from this campaign could be, for example, "Customer newsletter October 2014".

Which steps are necessary in order to send out a newsletter?

- First you create a new newsletter campaign and take care of the general settings. Please read, [How do I create a newsletter campaign?](#)
- Then determine the addressees of the newsletter campaign. Please read, [How do I edit the addressees \(recipients\) of a newsletter campaign?](#)
- Then you can create and send out a new newsletter for this campaign.

How do I create a newsletter campaign?

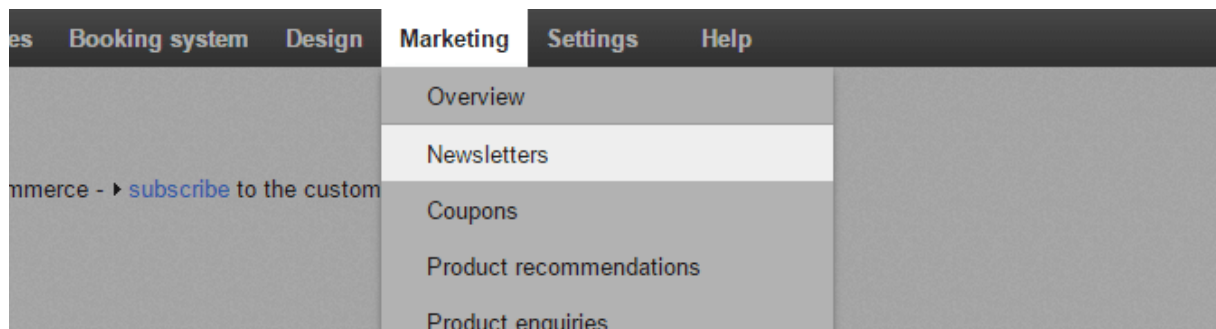
For introductory information about newsletters, see Newsletters – Overview.

In order to send out newsletters to your customers, you must first create a newsletter campaign. A campaign would be, for example, "Monthly customer newsletter". A single newsletter from this campaign would be, for example, "Customer newsletter October 2014".

Each campaign has certain basic settings that are applied to all of its newsletters. The recipients of newsletters are managed by campaign. So when a customer signs up for one of your newsletters, they always subscribes to a certain campaign.

How to create a newsletter campaign

1. In the administration area in the main menu, select **Marketing** and then **Newsletters**.



2. In the table you can see an overview of the currently established newsletter campaigns. At the bottom of the table, enter an internal identifier and a name for the new newsletter campaign - for example, "Monthly customer newsletter".
3. Save the changes.
4. Select the ID of your new newsletter campaign.
5. Select **General**.
6. On this page you can determine the basic settings for this newsletter campaign. Select **Yes** in the **Visible** option and edit the other settings. **Name** and **Description** later appear in your store where customers can subscribe to the newsletter.
7. Save the changes.

You successfully created a newsletter campaign. Next, you determine the addressees of the campaign. Please read, How do I edit the addressees (recipients) of a newsletter campaign?

How do I edit the addressees (recipients) of a newsletter campaign?

For introductory information about newsletters, see Newsletters – Overview.

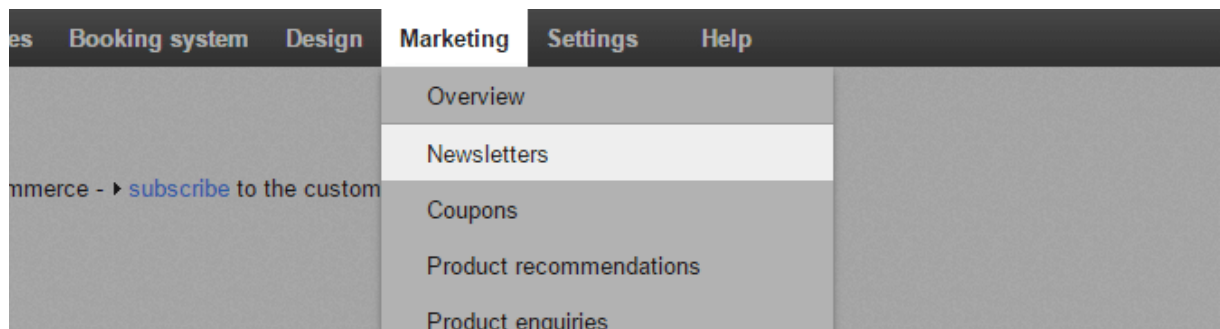
For each of your newsletter campaigns you can enter addressees.



Legally, you are only allowed to send newsletters to customers who signed up for it and have confirmed their email address.

Where can I edit the addressees?

1. In the administration area in the main menu, select **Marketing** and then **Newsletters**.



2. In the table, select **Display** for the newsletter campaign you want to edit.
3. In the table you can see the current addressees of this newsletter campaign. Here you can also see the customers who signed up for your newsletter via your website.

How do I add new addressees?

Direct entry

In the line **Direct entry** enter the name and e-mail address of a new addressee and save the changes. This option is ideal for users that are not registered in your online shop.

Customer group

Select a customer group and save the changes in order to add all customers of this customer group as addressees.

Selecting customers

1. Select the button **Enter addressees**.
2. Now you can see an overview of all customers registered to your shop. In the left column, select all customers that you want to add as addressees.
3. **Apply** the changes.

How do I ensure that certain addressees no longer receive the newsletter?

There are two possibilities: Unsubscribing or deleting the addressee. If you unsubscribe an addressee, they will still appear in the list. However, they no longer receive the newsletter. When you delete the addressee, they will be removed from the list.

How to unsubscribe the newsletter for addressees

1. In the left column of the table, select the addressees you want to unsubscribe.
2. Select **Unsubscribe**.

How to delete addressees from the list

1. In the left column of the table, select the addressees you want to delete from the list.
2. Select **Delete**.
3. Confirm that you want to delete the addressees from the list.

Selling on eBay - Overview

Your shop system offers you the opportunity to sell your products directly from your shop on eBay. eBay is the largest auction house in the world and has over 150 million active users.

Why should I sell on eBay?

Selling on eBay offers a number of advantages:

- For your online shop, you need to take care of marketing. On eBay you can immediately reach millions of customers worldwide.
- You can see and edit all relevant information to your eBay listings (for example, the status of offers or the orders) directly in the administration area of your shop.
- eBay offers seller protection.
- You can take advantage of the trustworthiness of eBay.
- Many of the product properties, which already exist in your shop, can be automatically used for eBay listings. Therefore, you do not need to enter this information twice.

What do I need to do in order to sell on eBay?

1. If you do not have an eBay account yet, you should visit the eBay site for your country (for example www.ebay.co.uk) and set up a free account.
2. If you do not have a PayPal account, you should set this up in the course of your registration on eBay. Then your customers can pay via Paypal. If you already have a PayPal account, you link it on the eBay website with your eBay account.
3. Link your eBay account with your online store and authenticate your account. Please read, [How do I connect my online shop to my eBay account?](#)
4. Take care of the basic settings under **Settings >> eBay Setting**.
5. Edit the e-mail that your eBay customers receive from your online shop. Please read, [How do I edit the e-mail which eBay customers get from me?](#)
6. Enable one or more templates for your eBay listings. Please read, [How do I design eBay offers and use templates?](#)

When you are done, you can put your products on eBay.

Where can I find more information about selling on eBay?

- eBay seller center (on ebay.com)

How do I implement the Trustbadge from Trusted Shops?

What is the Trustbadge?

The Trustbadge is a seal of quality that is permanently displayed to your customers at the right hand side of your shop. When they move the mouse over the Trustbadge, the trustcard opens. This is a small window with additional information that promotes trust, such as customer evaluations for your shop.

Please note that you must be a member of Trusted Shops to be able to use this function.

Where can I see how the Trustbadge is displayed in an online shop?

Visit this page to view an example shop with the Trustbadge already integrated. At the top of the browser window you can experiment with different view options.

How do I incorporate the Trustbadge in my online shop?

1. In the administration area of your shop, select **Marketing** and then **Trusted Shops certification**.
2. Follow the instructions under **This is how to integrate Trusted Shops in your shop**.
3. Under the fifth point, select **Display trustbadge**.
4. Save the changes.

The Trustbadge will now appear in your shop.

Where can I find further information about the Trustbadge?

Further information is available on the Trusted Shops website.

How do I design eBay offers and use templates?

For introductory information about selling on eBay, see [Selling on eBay – Overview](#).

You can specify how your eBay offers are displayed on the eBay website. For this, your shop system provides a number of templates. You may edit these templates to suit your preferences.

To use a template for an eBay offer, you must first activate it. Whenever you put a product on eBay, you can select one of your activated templates.

How to activate a template

1. In the administration area in the main menu, select **Settings** and then **eBay settings**.
2. Select **Templates** and then **Select sample templates**.
3. Select one of the templates.
4. Select **Apply** at the bottom of the page.

How to edit a template

1. Activate a template as described above.
2. In the table, select the name of the template.
3. Now you can edit the template and customise it.
4. When you are satisfied, save the changes.



Make sure that you do not delete the placeholder as #Name, #Description or #Text. At these locations, the product name and description of the product will be inserted later.

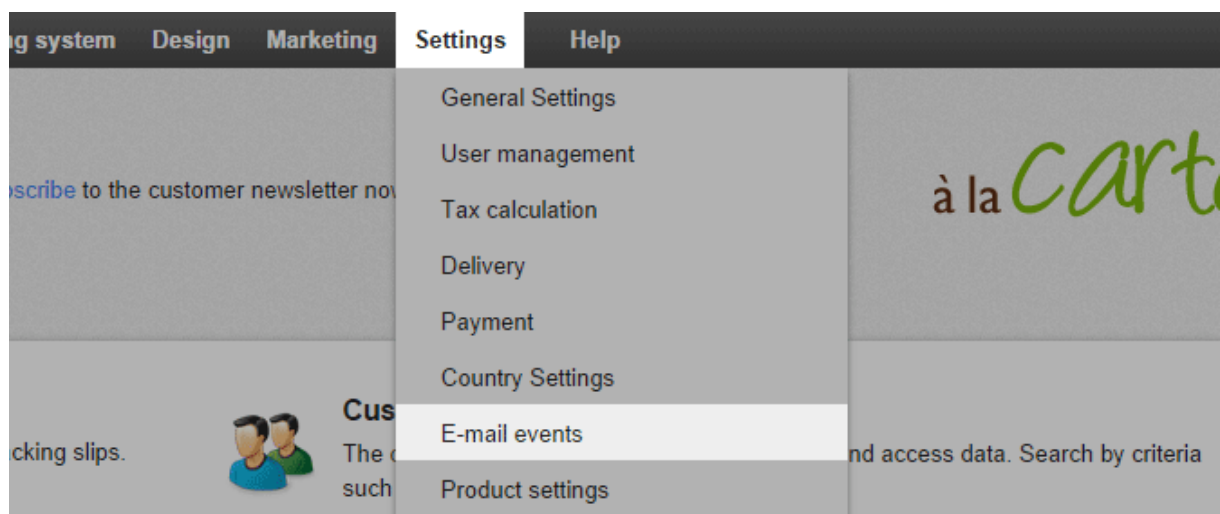
How do I edit the e-mail which eBay customers get from me?

*For introductory information about selling on eBay, see **Selling on eBay – Overview**.*

When a customer orders a product from you via eBay and they do not complete the order immediately, they will receive an automatic e-mail from your shop. In this e-mail, the customer is requested to pay.

How to edit the e-mail

1. In the administration area in the main menu, select **Settings** and then **E-mail events**.



2. Select **Others** and then **eBay - Request to finalise item**.

3. Here you can edit the sender address, Bcc addresses as well as the subject and the body of the e-mail.

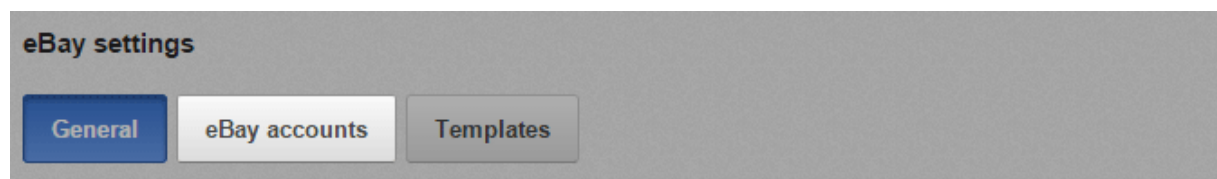
4. Save the changes.

How do I connect my online shop to my eBay account?


For introductory information about selling on eBay, see [Selling on eBay – Overview](#).

How to connect your online shop to your eBay account

1. In the administration area in the main menu, select **Settings** and then **eBay settings**.
2. Select **eBay accounts**.



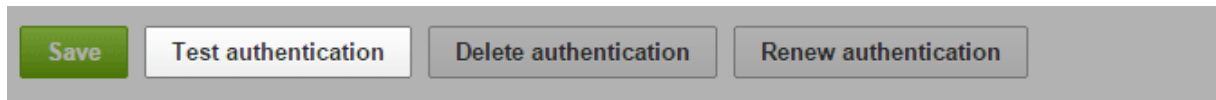
3. In the table, you can see which eBay accounts are currently connected to your shop.
4. In the column **Name**, enter your eBay user name in the input field.
5. In the column **Sales platform**, select the country for which you want to use this account.
6. Save the changes.
7. Select **Complete it** beside the newly created eBay account.

| Name | | Sales platform | Currency |
|--------------------------|---|---|----------|
| <input type="checkbox"/> | Testaccount_1 ! Complete it |  Deutschland (Germany) | Euro |
| <input type="text"/> | | (Select entry) ▼ | |

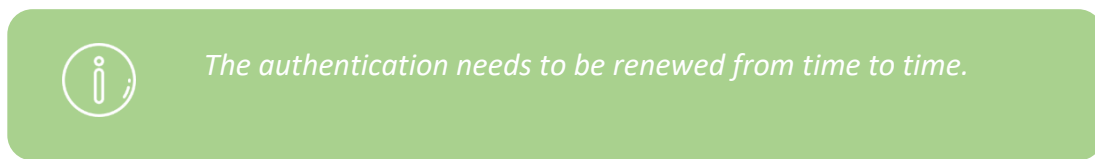
8. Enter **Country**, **Region** and **Town**.
9. If you want to use PayPal as the payment method for your eBay offers, enter the e-mail address of your PayPal account under **E-mail address of your PayPal account**.
10. Save the changes.
11. Select **Request authentication**.

| | |
|-------------------------------------|---|
| Status | Authentication not yet requested. |
| User account | No user account |
| <input type="button" value="Save"/> | <input type="button" value="Request authentication"/> |

12. You are forwarded to the eBay website. Log in here with your eBay credentials.
13. Confirm that you want to connect your eBay account to your online shop.
14. You get taken back to the administration area of your shop. Select **Test authentication** to make sure that the authentication was successful.



15. If you see the message “The authentication is valid.”, the connection between your online shop and eBay is established.



What is an XML sitemap and how do I use it?

The XML sitemap automatically created by your website is a list in XML format of all of your website's subpages. It helps search engines such as Google, Bing and Yahoo index all subpages of your website.

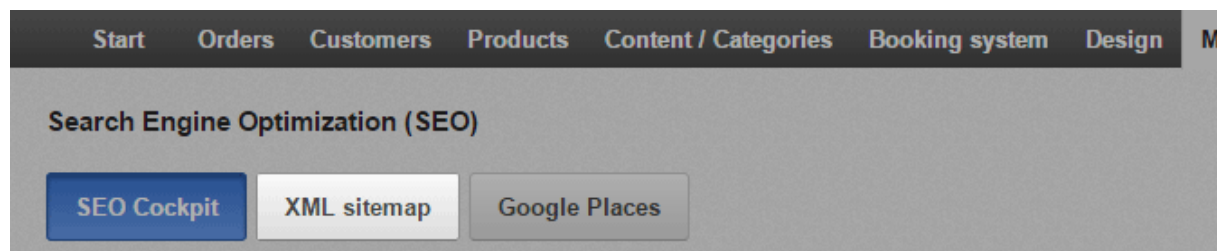
Google and other search engines will most likely find your XML sitemap themselves sooner or later. You can still notify the search engines that the sitemap exists. This only needs to be done once – the search machines then call up the XML sitemap themselves.

The XML sitemap is updated regularly so that newly added subpages are included.

How to make the search engines aware of your XML sitemap

1. In the administration area in the main menu, select **Marketing** and then **Search engine optimisation (SEO)**.

2. Select **XML sitemap**.



3. Select the button **Submit XML sitemap**.

Your XML sitemap has now been submitted to Google, Bing and Yahoo.



To create an XML sitemap, your website must have its own domain, for example www.your-onlineshop.co.uk

Sign in to Google for the free Google webmaster tools to control and optimise the activation of you website.

What is Google Analytics and how do I use this service?

What is Google Analytics?

Google Analytics is a free service that lets website operators view statistics on the use of their site, e.g. user numbers, frequently accessed pages or the origin of visitors. These statistics help you to better understand the behaviour and the needs of your customers and to optimise your website accordingly.

How do I use Google Analytics?

To use Google Analytics for your website, you first need to log in to Google and specify some basic information about your site on the Analytics website. You receive a tracking ID which you then enter in the administration area of your website. You then determine which subpages of your website are to be recorded by Google Analytics. From this moment on, use of your website is statistically recorded and you can view all statistics on the Analytics website.

How to incorporate Google Analytics on your website

1. Under www.google.com/analytics create a new user account or log in to an existing Google account.
2. ***This step only needs to be performed if you have already linked other websites to Google Analytics:*** Select **Manage**, then the dropdown menu under **Account** and then **Create new account**.
3. Fill in the registration form and select **Get Tracking ID**.
4. Accept the usage conditions of Google Analytics.
5. The **Tracking ID** will now be displayed. Copy these.
6. Enter the administration area of your website and in the main menu select **Marketing** and then **Google Analytics**.
7. In the **Web Property ID** field enter the tracking ID.
8. Save your data.
9. Select the **Page cache: Update now** button at the top.

Google Analytics now enters the statistics for your website. You can log in to the Google Analytics site and view the statistics.



To be able to use Google Analytics, your website must have its own domain.

Check yourself whether the use of Google Analytics is permitted by data privacy laws in your country.

On your data privacy page, indicate that your website uses Google Analytics. For more information, see [How do I edit the privacy information?](#)

What is etracker and how do I use this service?

What is etracker?

etracker is a service that lets website operators view statistics on the use of their site, e.g. user numbers, frequently accessed pages or the origin of visitors. These statistics help you to better understand the behaviour and the needs of your customers and to optimise your website accordingly.

How do I use etracker?

To use etracker for your website, you create an etracker account directly in the administration area of your website.

How to start recording user data with etracker

1. In the administration area in the main menu, select **Marketing** and then **etracker statistics**.
2. If you already created an etracker account during the setup assistant, please jump to step 5.
3. In the **password** field, enter a password that you would like to use in future for etracker and enter the same password a second time in the **Password confirmation** field.
4. Select **Set up account**. When your account is set up, your address data is passed to etracker.
5. Select **Pages**.
6. Here you can select which subpages of your website are to be tracked by etracker. Select these pages in the **Activate tracking** column.
7. In addition, for each subpage you can enter a value between 1 and 10 in the **Importance** column as to how important it is for you that your customers access this subpage, whereby 1 is "not important at all" and 10 is "extremely important". The etracker statistics can then be used to analyse the pages you consider to be important.
8. Save your data.
9. Select the **Page cache: Update now** button at the top.
etracker will now record the statistics for your website. You can log in on the etracker website and view the statistics.



Check yourself whether the use of etracker is permitted by data privacy laws.

On your data privacy page, state that your website uses etracker. For more information, see [How do I edit the privacy information?](#)

What is Google Ads and how do I use this service?

What is Google Ads?

Google Ads enables you to display an advert quickly and easily in the Google search results. The adverts appear either on the right-hand side of the page or directly above the search results and are discreetly marked as adverts. Ads adverts are also displayed in partner advertising networks (in other search engines with Google technology and on websites with advertising featuring Ads advertisers).

You can define keywords for search result pages on which your adverts are to be included. If, for example, you sell notebook PCs, you can have your adverts displayed to users who searched on Google for "notebook", "laptop", or "portable computer". This way you always reach the right users.

Billing is according to number of clicks. In other words, you only pay if someone actually clicked on your advert.

Other benefits of Google Ads:

- You can define that your adverts are only visible for users at specific locations and in specific languages.
- You determine your advertising budget.
- Your advertising costs are always transparent.
- You see how many users have viewed and clicked on your advertisements.

How do I use Google Ads?

To use Google Ads for your shop, you need to log in to Google and create an Ads campaign. If you want to measure the success of your campaign more precisely, you can link it with your shop. You can then see how many users who accessed your shop via Ads actually placed an order.

How do I create a campaign?

1. Under www.google.com/Ads create a new Google user account or log in to an existing Google account.

2. Select **Create first campaign** and follow the steps specified. More information is available in the Google Ads help, in the Ads tutorials and in the official community.

How can I record how many orders I received as a result of Ads?

You can track the number of visitors, who reached your shop via Ads, who went on to actually place an order. This number is the basis for the conversion rate which indicates how many users performed a certain action (conversion). In this case, the action is an order.

First, set up a conversion action on the Google Ads website and then incorporate the conversion tracking code in your shop:

1. Log in to your Google account at www.google.com/Ads
2. In the menu at the top, select **Tools** and then **Conversions**.
3. Select the button **+ CONVERSION**.
4. Enter a **conversion name**, e.g. *Orders via Ads*.
5. Under **Source** leave the option **Website** selected.
6. Select **Save and continue**.
7. For the **Value**, select the option **The value of this conversion action may vary**.
8. For **Count**, leave the option **All conversions** selected.
9. Under **Conversion window**, select for how long after clicking on an advert a customer order is evaluated as a conversion.
10. Under **Category** select the option **Purchase/Sale**.
11. Under **Markup language** select the option **HTML**.
12. Under **Tracking display**, select the option **Don't add a notification to the code generated for my page**.
13. Select **Save and continue**.
14. Select **I make changes to code**.
15. A text field appears with program code. Copy the entire code.
16. Select **Finished**.
17. Enter the administration area of your shop and in the main menu select **Marketing** and then **Google Ads**.
18. Enter the code in the **Conversion tracking code** field.
19. Save your data.

20. Select the **Page cache: Update now** button at the top.

When a customer reaches your shop via Google Ads and enters an order, this will now be recorded by Ads. To display the corresponding statistics, go to the Ads website, select **Tools** and then **Conversions** and select the name of the conversion you created.

Helpful links for Google Ads

To get the best from Google Ads you need to take some time to get to grips with the subject in detail. The best sources of information are the Google Ads help, the Ads tutorials and the official community.



If you have incorporated the conversion tracking code, make sure you make your visitors aware of this on your data privacy page. For more information, see [How do I edit the privacy information?](#)

How do I use SEO to optimise my shop for search engines like Google?

What is SEO?

Search Engine Optimisation (also called SEO) is one of the most important marketing activities for your shop. Through SEO you can improve your search engine rankings for certain search terms (keywords).

In general, we differentiate between onpage SEO and offpage SEO. All SEO activities that take place directly in your shop are onpage - for example the optimisation of texts. Offpage measures include getting links from other websites.

What is the SEO Cockpit?

The SEO Cockpit in your shops's administration area helps you with optimising your shop. To open it, select **Marketing** in the main menu and then **Search engine optimisation (SEO)**. The SEO Cockpit analyses the settings and content of your shop in terms of search engine optimisation. The bar at the top of the page shows you how much optimisation potential is left. The checklist on the left side shows you useful tips on how you can further optimise your shop.

5 essentials factors for SEO

- Make sure that other websites with similar content link to your online shop.
- The texts on your pages must contain keywords that are relevant for your business. Always ask yourself: What would your customers use as a search keyword while doing a Google search? You can make use of keywords with meaningful names for pages and products as well as extensive description texts. Please note: Texts in graphics and flash movies cannot be indexed by search engines.
- By updating your content often, especially your home page, search engines will index your site more often. Regular changes improve the ranking.
- You should use an XML sitemap for your shop. This is an automatically created list in XML format of all of your website's subpages. It helps search engines such as Google, Bing and Yahoo index all subpages of your website. For more information on this, read [What is an XML sitemap and how do I use it?](#)
- The navigation within your shop should be simple and intuitive. Pages, categories and sub-categories should be well organised. This allows users to quickly find what they are looking for, and crawlers are able to scan your shop without problems. If your shop has many categories and pages, you should consider to use a mega menu. For more information on this, watch our tutorial video.

Why is SEO important?

The vast majority of Internet users only view the first search result page of search engines like Google or Bing. Therefore, you gain much visibility if you can position your online shop on the first page – preferably as one of the top results. A good ranking is important to get more visitors and buyers via search engines.

How do search engines rank the results?

The ranking of search engines is a very complex process that makes sure that only the most relevant results are ranked highly.

Google uses powerful software – so-called crawlers – to scan all the data on the web. Web pages are then indexed by Google's database. Crawlers use links to navigate from page to page. They scan every page for keywords and synonyms. They also assess the quality of content. For instance they quantify the number of links that point to that page and the relevance of links, among many other factors.

How to write search engine optimised content

When writing the texts for your online shop – like product descriptions or FAQ pages for instance – you should always have some rules in mind:

1. Offer quality content

Even though SEO is a useful technique to promote your online shop, you still must keep in mind that you are writing your content not for Google, but for visitors to your shop. Your texts should always have a high level of quality and authenticity. You should always ask yourself this question: Is this content relevant and helpful for my customers? If users spend time in your shop, this is good for your ranking: In its indexing algorithm, Google takes into account the bounce rate and time spent on each page.

2. Unique and original content

To rank highly on Google, you should always use unique content that is not available anywhere else on the web.

3. Formatting and tags

When you write a text for the web, there are some technical rules to follow regarding the HTML layout of your content. It is preferable in particular to use titles, headings, bulleted lists and keywords in bold. You should only have one headline that is formatted as "Heading 1".

Links and your online shop

As you already learned, Google crawlers search the web for links from one website to another. To improve your ranking, it is very important that other websites link to your shop.

Here are some tips on how to get more links.

1. Content is king

As mentioned, you should always strive to deliver quality content. If it is interesting and unique, there is a bigger chance that internet users, bloggers and others share your content via links.

2. Sharing on social networks

In order to have links pointing to your shop, you can begin by sharing your own content on your social network pages. But do not spam the web with too many links to your shop. Google punishes spam and your ranking could be damaged. Your communication on social networks should be authentic and tailored to your target group. Engage with your customers via Facebook, Twitter, Pinterest or Google+. In this context, it is highly advisable to use the social network features of your shop software: In your shop's administration area, click on **Marketing** and then on **Social Web**.

3. Internal links

You can create links between the pages of your shop. If these links are relevant and justified, it can only add value to your site. Your visitors can navigate more easily and Google also regards this as positive.

4. Cross-selling

With cross-selling, you can offer complementary and alternative products to your visitors. This way you also strengthen the internal links of your shop. For more information on cross-selling, read [What is cross-selling?](#)

Keywords and phrases

When web pages are crawled by search engines, every word is taken in consideration to determine the top keywords of this page. Thus, it is advisable to think about the keywords related to your industry. Make a list of these keywords and look for synonyms. Consider also the principle of the long tail: You can use many different niche keywords.

What is a good keyword?

In most cases it is advisable to choose keywords that are not too technical or special. Most people use common words when they are searching the web. Your keywords must also be adapted to your target group. If you are targeting teenagers, you might have to use different keywords than for older people.

A good keyword should be able to generate traffic to your site, be highly competitive and be relevant to bring you qualified visitors that are more likely to buy something. You can also use keyword phrases with a combination of 3 or 4 words for which there is little competition. This principle has been called the long tail.

Tools to find the right keywords

Google Suggest

This trick reveals some of the keywords that people use most often. Simply type a word into

the Google search bar and you can see a list of expressions which are searched often.

Associated keywords from Google

When you do a search on Google, you can see a list of associated keywords at the very bottom of the page.

Google Ads Keyword Planner

The Keyword Planner is one of the most useful tools in terms of SEO. You can look up keywords and see how often they are used by Google users. You can also find great suggestions for related keywords.

Tips for images

As mentioned before, Google does not index text within images. However, you can use images to improve your ranking. You can give them meaningful and keyword-rich file names. So instead of using file names like “IMG2415.jpg”, you can use “chicago-bulls-basketball-jersey.jpg”.

Google indexes only images in the following formats: GIF, JPEG, PNG, WebP, SVG and BMP. Even if it is supported, avoid the BMP format because the files are usually quite big. In summary, JPEG, PNG and GIF (for animated images) are the most popular image formats.

How can I list my Shop on Google and other search engines?

Google and Co. will probably sooner or later find your shop by themselves. You can accelerate the process by submitting a sitemap of your shop to search engines. For more information, read [What is an XML sitemap and how do I use it?](#).

For information on how to optimise your shop for search engines, read [How do I use SEO to optimise my shop for search engines like Google?](#)

How do I sell on product portals and market places?

You can also sell your products via eBay. For more information on this read *Selling on eBay - Overview*.

With your shop system it is possible to sell your products on product portals or market places like Amazon.

What are product portals and market places?

Product portals are internet platforms where products by different merchants are displayed. Often they are used by customers like search engines for products: As a visitor, you can search for a particular product and then you are able to see, which online shops offer this product – including the prices in these shops and links to them.

Market places are portals, where merchants can offer their products directly. The order process is taken care of by the market place. One example for this is Amazon Marketplace.

For you as a merchant, these portals are a very good opportunity to acquire new customers and benefit from the fact, that many of these portals have millions of visitors each month.

In order to sell via one of these portals, you have to do the following:

- Activate the portal in your shop's administration area
- Take care of the settings for this portal in the administration area
- Register as a merchant for the portal
- Export your products to the portal



To be able to sell via a product portal, there are certain requirements:

- *The standard currency of the portal needs to be available in your shop. For more information on this, read [How do I add a new currency to my online shop?](#)*
- *The standard language of the portal needs to be available in your shop and you need to provide your product texts in this language. For more information on this, read [How do I add a new language to my website?](#) and [How do I create content in more than one language?](#)*

How to activate a portal and take care of its settings

1. In your shop's administration area in the menu bar select **Marketing** and then **Product portals**.
2. In the table you can see all predefined portals. Below the logo of each portal you can see the countries which are available for each portal.
3. In the column Active you can select the portals/countries you wish to activate.
4. Save the changes.
5. The portal has now been activated. Now you need to take care of its settings. Select a country of the portal in the column **Portal / Country**.
6. Follow the instructions at the top of the page. Depending on the portal you need to take care of several steps. For most portals, you need to register at the portal as a merchant.
7. Take care of the other settings of this portal. Depending on the portal you have several options.

| Option | Description |
|--|--|
| Export all products | Here you can select if all products of your online shop should be exported to this portal or if you want to select the products yourself. If you choose Yes , the subpage Products (where you determine the products) is not available. |
| Export variation products individually | Here you can determine for variation products if only the main product or also its variations should be exported. This option is only available if you select Yes under Export all products . |
| Delivery method | In the product portals visitors can see a delivery method for your products. Here you can select which delivery method should be displayed. For more information on delivery methods read How do I create a new delivery method? |
| Image | Determine which product image should be displayed in the portal. For more information read How do I add product images? |
| Description | Select which information should be displayed as product description in the portal – for instance the Long description. You can also determine here, that one of the product attributes of the product type Basic should be used as description (if the attribute is a Text or Language-dependent text). For more |

| Option | Description |
|---------------------|--|
| Export - Repetition | information read What are product types/attributes and how do I use them? You can determine that your products are exported to the portal in specific intervals. This is especially helpful for portals where products are deleted after a while. |

8. Save the changes.

9. If you selected **Yes** under **Export all products**, select **Export** to export all products to the portal. If you selected **No**, please continue with the following paragraph.

How do I select the products which should be available at the portal?

If you want to determine yourself, which products should be available at the portal, you have to select **No** under **Export all products**.

1. In your shop's administration area in the menu bar select **Marketing** and then **Product portals**.
2. In the table you can see all predefined portals. Below the logo of each portal you can see the countries which are available for each portal.
3. Check if under **Export all products** the option **No** is selected. If not, select it and save the changes.
4. Select **Products**.
5. In the table you can see all products which are assigned to this portal at the moment. Select **Assign products**.
6. In the left column of the table select the products you want to assign to this portal.
7. Select **Apply**.
8. Select **General**.
9. Select the button **Export** at the bottom of the page to export the products to the portal.



After important changes to the products (especially price changes) you need to export the products again to the portal.



Portals don't support product descriptions which are written in HTML. All HTML tags will be deleted during the export.

Products can only be exported if they use the same tax model as the portal.

How do I sell on Amazon?

You can sell your products on Amazon Marketplace. For you as a merchant, Amazon is a very good opportunity to acquire new customers and benefit from the fact that this website has millions of visitors each month.

The help at amazon.com is a great resource for information regarding selling on Amazon. Please note that the instructions provided there are valid for amazon.com and might not be valid for other country versions of Amazon.

How to set up selling on Amazon

1. In your shop's administration area in the main menu select **Marketing** and then **Product portals**.
2. In the table, you can see all predefined portals, sorted by countries. In the column **Active** select **Amazon** for the country you would like to sell in.
3. Save the changes.
4. The portal has now been activated. Select **Amazon** in the table for the country you would like to sell in.
5. Follow the instructions at the top of the page. For instance, you need to create a merchant account with Amazon.
6. When you followed all the steps, you need to take care of several settings. Under **Email settings**, select if order status emails for Amazon orders should be send.
7. Save the changes.
8. Select the page **Default values**.
9. Here you can define settings that are used as default values during the assignment of products – for instance the delivery period or the condition of products. Under **Default delivery period** you can determine if there should be a default delivery period for your products at Amazon. Choose *No* to use the delivery period defined at the product. If no delivery period is defined at the product, the value from the field **Delivery period** on this page is valid.
10. Save the changes.

How to define the products that you would like to sell on Amazon

1. In your shop's administration area in the main menu select **Marketing** and then **Product portals**.
2. In the table you can see all predefined portals, sorted by countries. Select **Amazon** for the country you would like to sell in.
3. Select **Products**.
4. Here you can define which products you want to sell on Amazon.

How do I sell on Google Shopping?

You can sell your products via Google Shopping. For you as a merchant, Google Shopping is a very good opportunity to acquire new customers and benefit from the fact that Google has millions of visitors each month. Before you can sell via Google Shopping you need to register in the Google Merchant Center as a merchant. You can get support for Google Shopping (including a beginner's guide) on their website.

For information on how to set up Google Shopping for your shop, read the article [How do I sell on product portals and market places?](#)

Getting started: Processing orders

After you have set up, launched and publicised your shop, it won't be long before the first orders come in. The **Orders** menu is the central place for processing orders.

Under the **Inbox** menu item, you will find all newly arrived orders that you have not yet processed.

To view the details of an order, click on the **Order number**.

Use the **Status** option to constantly keep track of an order's status.

On the **Documents** subpage, you can generate an invoice or a packing slip with just a few clicks.

Under the **Orders** menu item, you can see an overview of all orders ever processed.

Use the search function to find specific orders quickly.

If you use a logistics provider such as DHL for delivery services, you can have the associated jobs shown under the **Deliveries** menu item.

Under the **Transactions** item, you can monitor the receipt of payment via providers such as PayPal or Skrill.

Under **Order document settings**, you can edit templates for invoices and packing slips.

How do I manually create an order?

Sometimes it can be necessary to manually create an order – for example, if someone wants to order by phone.

How to manually create an order

1. In the administration area in the main menu, select **Customers** and then **Customers**.
2. In the table select the customer no. for whom you want to create an order.
3. Select **Orders**.
4. At the end of the table, select **Create and manage new order**.
5. You can enter all of the order details here. Further down the page, use the **Assign products** button to select the products that you want to add to the order.
6. You may also have to update the order in the meantime using the **Update** button.
7. If you have already finished the order, select **Apply**.

The order is now created. Send an order confirmation to the customer by e-mail using the link **Send order confirmation e-mail**.

How do I export orders?

You can export orders from your online shop. You can do this, for example, for further processing in an enterprise resource planning system.

How do I export orders?

1. Within the administration area, select **Orders** from the main menu and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).
2. In the table you'll see a list of the orders. In the left-hand column select all the orders you want to export. Use the search function if necessary to find the orders you require.
3. Select the lower part of the **Export** button.
4. Choose whether you want to export the orders as an XML file or as a text file.
5. The export process is started. In certain cases this can take some time. Save the export file on your computer.

You can now edit the saved export file.




During the export process, the data associated with your shop is only copied and not deleted. Your shop will therefore continue to be fully functional after the export process.

It is not possible to export all of your orders directly. You'll always need to first select the orders you want to export.

Orders cannot be re-imported.

Where can I see customer comments about orders?

While ordering something in your shop, customers can submit order and delivery comments. This allows customers to let you know about any special wishes regarding their order.




If you look at a list of orders in the administration area – for example under **Orders >> Inbox** – all orders with a customer comment are marked with the icon . Hover the cursor over the icon to display the customer's comment.

If you open one of the orders by selecting its order no. in the table, you will also find the customer's comment in the field **Order and delivery comments**. You can also enter information for the customer in this field.

How do I process orders with customised products?

You can offer customised products to your customers– for example, t-shirts with a logo that customers can design themselves.

How to process orders that include customised products

1. In the administration area in the main menu, select **Orders** and then **Orders**.
2. In the table select the order no. of the order you want to edit.
3. If the customer has customised one of the ordered products, you will find more information on customisation below in the overview of ordered products.
 - If the customer has included text in their customisation, you will see the icon . Move the cursor over this icon to see only the most important customisation information.
 - Select the icon , to download a PDF document with all the customisation details.
 - Select the icon  to send the customisation details as a PDF file to a recipient determined by you. The recipient receives an e-mail with the PDF document as attachment. If the customer has uploaded images, these will be attached to the e-mail. If, for example, an external provider customises the product for you, you can send them the customisation details in this way.



Do not rely on the size information of texts and images specified by the customer. If, for example, the customer selected 12 point as font size, this does not mean that you have to select 12 point as font size when printing onto the product. Use the preview customised by the customer as a template.

How do I manage orders with the WorldPay payment method?

Next to the normal overview of the orders under **Orders >> Inbox** and **Orders >> Orders**, you can view all transactions where WorldPay has been selected as the payment provider separately.

1. In the administration area in the main menu, select **Orders**, then **Transactions** and then **WorldPay**.

2. The table displays all WorldPay transactions. The columns in the table have the following meanings.

| Column | Description |
|-------------------|---|
| Date | Order date |
| Order no. | The order number of the relevant order in your shop |
| Transaction no. | The WorldPay transaction number |
| Amount | Value of the basket for this order |
| Authorised amount | Value of the basket for this order in the currency the customer has used for WorldPay |
| AVS | <p>In most cases, WorldPay automatically verifies the payment data and address that customers enter when paying. This is meant to avoid any possible cases of fraud. The four-digit AVS code displays the result of this verification.</p> <ul style="list-style-type: none">• The first digit of the AVS code shows the result of the card verification.• The second digit is the result of the postcode verification.• The third digit is the result of the address verification.• The fourth digit is the result of the country comparison. |

The values have the following meanings:

- 0: The verification is not supported.
- 1: Verification of the data was not completed
- 2: The specified data agree with the data stored in the system of the card issuer.
- 4: The specified data **does not agree** with the data stored in the system of the card issuer. **CAUTION:** This does not necessarily mean that there is a case of fraud. However, an additional verification of the buyer is required before the transaction can continue to be processed.
- 8: The specified data **partially** agree with the data stored in the system of the card issuer.

| Column | Description |
|--------|---|
| Status | <p>An example: If the first digit of the AVS code is a 4, it means that the card data specified by the customer does not match the data stored in the card issuer's system. Not all WorldPay access data support the AVS code. It depends on the customer's bank and the type of contract they have with WorldPay.</p> <p>This column displays which orders require manual debiting. Use the link Open WorldPay administration to view and edit the transaction on the WorldPay website.</p> |

What is the status of an order and how do I use this function?

To simplify editing orders, you can define a different status for each individual order. For example, you can very easily determine which of the orders you have sent and which ones have already been paid for.

Which different order statuses are there?

The following statuses are available:

| Order status | Description |
|----------------------|---|
| Viewed | You have opened this order in the administration area. Read the section "A special feature: the 'Viewed' order status" below. |
| Rejected | You have rejected the order so it has been cancelled. The stock level is automatically adjusted for the relevant products. |
| In process | You have started editing the order. |
| Pending | Editing of the order is currently paused. |
| Ready for dispatch | The order is ready but has not yet been sent. |
| Partially dispatched | Parts of the order have been sent to the customer, but some have not. |
| Dispatched | You have sent the complete order to the customer. |
| Delivered | The delivery has been completed. |
| Partially invoiced | You have partially invoiced the customer. |
| Invoiced | You have invoiced the customer. |
| Partially paid | The customer has partially paid the invoice. |
| Paid | The customer has paid the invoice. |
| Returned | The customer has returned the order. |
| Closed | The order has been completed. |
| Archived | Archived |



















A special feature: the "Viewed" order status

The **Viewed** order status has a special role:

- It is automatically set for each order as soon as they have been opened.
- Under **Orders >> Inbox**, only those orders are shown that are not yet marked as **Viewed**.
- The order number of an order that has not yet been marked as **Viewed** is shown in bold text in the table on the page **Orders >> Orders**.

How to manage an order's status

1. In the administration area in the main menu, select **Orders** and then either **Inbox** (to see new orders only) or **Orders** (to see all orders).
2. The table shows a list of all orders. The **Status** column provides an initial overview of the most important order statuses:

| Icon | Description |
|---|---------------------------------|
|  | In process |
|  | Pending |
|  | Not yet Invoiced |
|  | Partially invoiced |
|  | Invoiced |
|  | Not yet Paid |
|  | Partially paid |
|  | Paid |
|  | Not yet Dispatched |
|  | Ready for dispatch |
|  | Partially dispatched |
|  | Dispatched |
|  | Returned |
|  | Delivered |
|  | Not yet Closed |
|  | Closed |
|  | Rejected |
|  | Archived |

If you move the cursor over one of the symbols, you will usually see the date and time that this status was set.

3. To edit the status of an order, select its order number.

4. You can directly change the status of an order without editing the order itself. At the top of the page, you will see different statuses that you can set using check boxes. As soon as you have ticked something off, the current date and time are inserted. You will then later be able to retrace when you made which editing step.

5. When you have specified the current status of the order, save your data.



You can set it so that your shop automatically sends an e-mail to the customer when you have set a certain order status. For example, your customer will immediately receive an e-mail as soon as an order is marked as **Sent**.

E-mails that are automatically sent when an order status is set can also include the invoice and/or information on the right of withdrawal as a PDF file if desired.

Orders cannot be edited if they have the status **Rejected**, **Closed** or **Archived**.

Orders can only be deleted if they have the status **Rejected**, **Closed** or **Archived**.

Registered customers can view the status of their orders in the online shop under the area "My Account". They are shown the most recently set order status.

In the overview of the orders (under **Orders >> Inbox** and **Orders >> Orders**), you can also make a targeted search for orders with a specific status. To do this, use the expanded search.



If you would like to filter your orders by status, e.g. by unpaid orders, select the filter "Status", "Paid" and then "No". Only those orders that have not yet been paid will be displayed. On the other hand, a selection of "Yes" will show you all orders that have already been paid for. Filtering by other statuses works on the same principle.

~~Your shop system does not check whether the individual status of an order makes logical sense.~~ For example, you may give an order both the status **Rejected** and **Sent**, or both **Partially invoiced** and **Invoiced**.

How do I work with invoices?

You can generate invoices for every order, then email them, print them out and save them.

How do I generate an invoice for a specific order?

1. Within the administration area, select **Orders** from the main menu and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).
2. In the table you'll see a list of the orders. Select the order number ("Order no.") of the order you want to generate an invoice for.
3. Select **Documents**. This link is not available if the order is in edit mode. If this is the case, select **Cancel** at the bottom of the page to exit the editing mode.
4. In the table you'll see an overview of all the order-related documents created so far for this order. Click on the lower part of the **Add** button and then select **Invoice**.

The invoice is then generated.




How do I generate invoices for multiple orders at the same time?

1. Within the administration area, select **Orders** from the main menu and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).
2. In the table you'll see a list of the orders. In the left-hand column select all the orders you want to generate invoices for.
3. Select **Generate documents**.
4. Here you can choose whether the documents should be printed immediately, select the documents you want to generate and also enter any additional settings.
5. Select **Create**.

The documents are generated.

How do I edit an invoice, download it as a PDF document, or print it out?

1. Within the administration area, select **Orders** from the main menu and then either **Inbox** (to see only new orders) or **Orders** (to see all orders).
2. In the table you'll see a list of the orders. Select the order number ("Order no.") of the order that you want to edit.
3. Select **Documents**. This link is not available if the order is in edit mode. If this is the case, select **Cancel** at the bottom of the page to exit the editing mode.
4. In the table you'll see an overview of all the order-related documents created so far for this order. The following options are available:

| Option | Description |
|----------------------|--|
| Edit invoice | In the table select an invoice, edit it and save the changes. |
| Display print view | Do you want to make changes that affect every invoice? On the right-hand side of the table, select the  symbol in the Commands column. A new window will open with the print view. Select Print to print out the invoice. Headers and footers that obstruct the contents might be included in the printout. Alternatively, you can download the invoice as a PDF file and then print that out. |
| Download as PDF file | On the right-hand side of the table, select the  symbol in the Commands column. You can now either open the invoice as a PDF file or download it onto your computer. |
| Send as PDF file | On the right-hand side of the table, select the  symbol in the Commands column. Here you enter the recipient(s), subject and text of the email and select Send . |



Within the administration area, if you want to save an order-related document in an unchangeable, tamper-proof state, you should open it and select the **Finalise** button at the bottom of the page. The document can then still be viewed and printed but can no longer be edited or deleted. For any additions or corrections you will then need to create a new document.

The address you entered in the administration area will be used as the sender's address for the order-related documents.

By checking the order status, you will have an overview of which orders have already been invoiced and which ones haven't.

If you delete ordered products or change the order within an invoice, this will only affect the document itself and not the order or the stock levels.

If you modify an order, those changes will not affect any documents already created.

Any existing comments on the payment method will only be included in printouts if you have set the payment status as *Paid*.

How do I use Sage One?

With Sage One you can synchronise your online orders with your accounts in Sage. At the moment Sage One is available at selected providers for the UK.

The connection with Sage One is activated directly from the administration area of your online shop. Click on **Orders**, then **Accounting** and you will directly be able to connect your online shop with Sage One.

How do I download invoices as PDF files?

You can download invoices as PDF files, for instance if you would like to keep them for your records.

1. In the administration area in the main menu select **Orders** and then **Orders**.
2. Select an order.
3. Select **Documents**.
4. Select an invoice.
5. Select **Download as PDF file**.