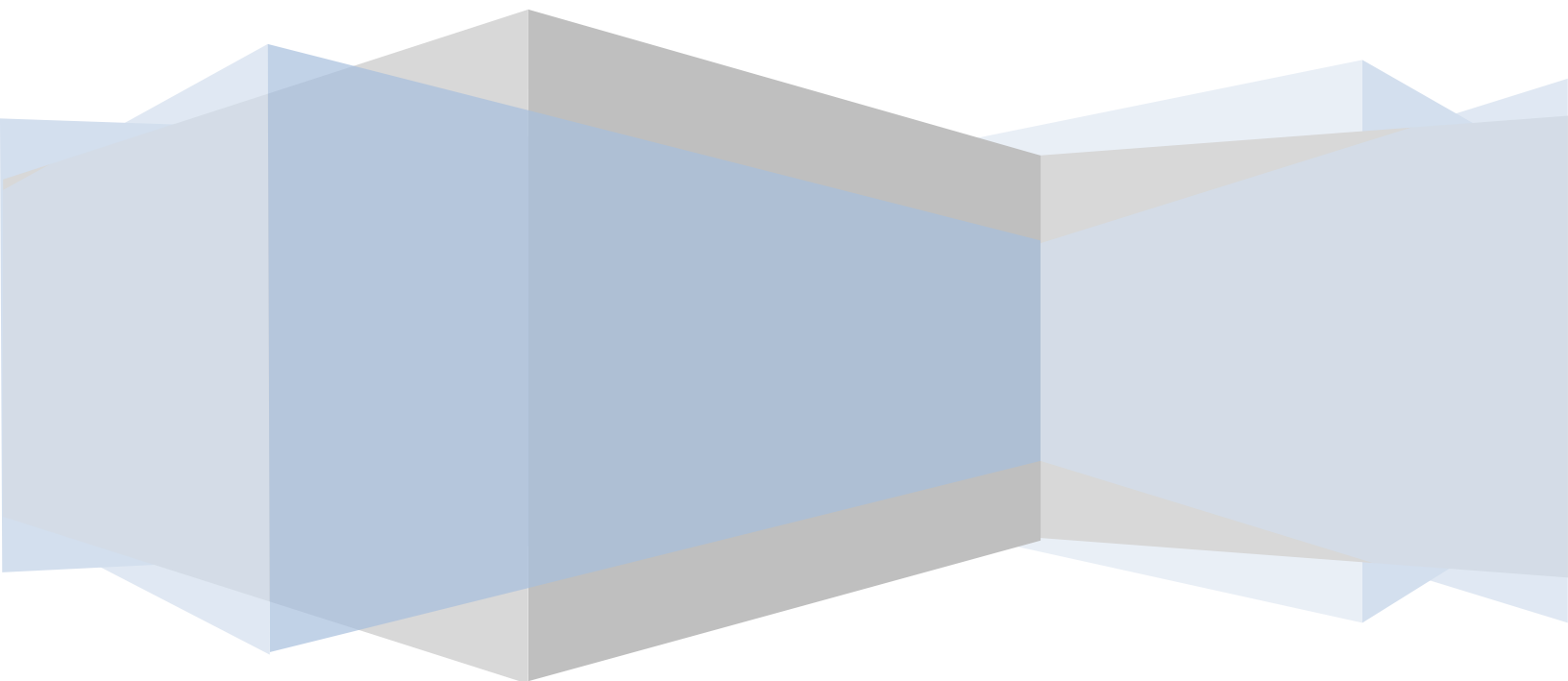


Shop builder

User's Guide

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About Shop Builder

Shop builder is a sophisticated ecommerce solution chosen by the over 1000 entrepreneurs in Australia and all over the world. This is an online system that can be use by any company to setup their on line store easily and quickly. The primary purpose of this manual is to new merchants to guide them through the store setup process. It'll cover the basics of configuring shopbuilder software from default setting to product creation.

What do you do first?

1. If you haven't done so we recommend login to Demo store and build your own store. You can do so [here](#) at no cost and no obligations.
2. Once you choose the monthly hosted solution that meets your needs you can make a purchase here. If you not satisfied with software we'll give you monthly money back guarantee.
3. You can use your own domain name registration. However we can guide you in getting your domain name if you don't have already one.

If you have any questions regarding the purchase of an online store hosting plan, domain name please feel free to contact one of our expert consultants at

Phone: (10AM - 6PM EST)

AU Customers: +61 2 9211 9966 (Sydney, NSW, AU)
UK Customers: +44 20 8099 6266 (London, England, UK)
US Customers: +1 323 908 4700 (Los Angeles, CA, USA)

Email: support@shopbuilder.com.au
Post: PO Box A156, Sydney South, NSW 1235, Australia

We will now guide you six basic steps to build your own on line store.

- Step 1 - Design your online store
- Step 2 - Add content to your online store
- Step 3 - Add categories to your online store
- Step 4 - Add items to your online store
- Step 5 - Payment Details
- Step 6 - System

Following figure 1 shows sample online store, develop by using Shopbuilder software.



Figure 1

By Using default website and configuring Administration, 'Manage your store' and 'Order and reports' modules user can easily set up his/her online store.

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Manage your Store

Log on to 'Admin area' then you can see the 'Control Panel'. Control Panel consists of several modules such as 'View your store', 'Manage your store', 'Order and reports etc.' Figure 2



Figure 2

Click on 'Manage your store' image. You will immediately follow following page. As you can see there are eight configuration tabs on the top, and three buttons right side of the page. By default you're in the 'Design' tab. Under Design tab you can select mode of the design. See Figure 3

- Basic developer(Simple site layout)
- Intermediate developer(Intermediate site layout)
- Advanced developer(Advanced site layout)

If you are new to web development and HTML we recommend you to build the site using 'Basic Developer' mode. We will now guide you, how to setup your online store on 'Basic developer' mode

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Step 1

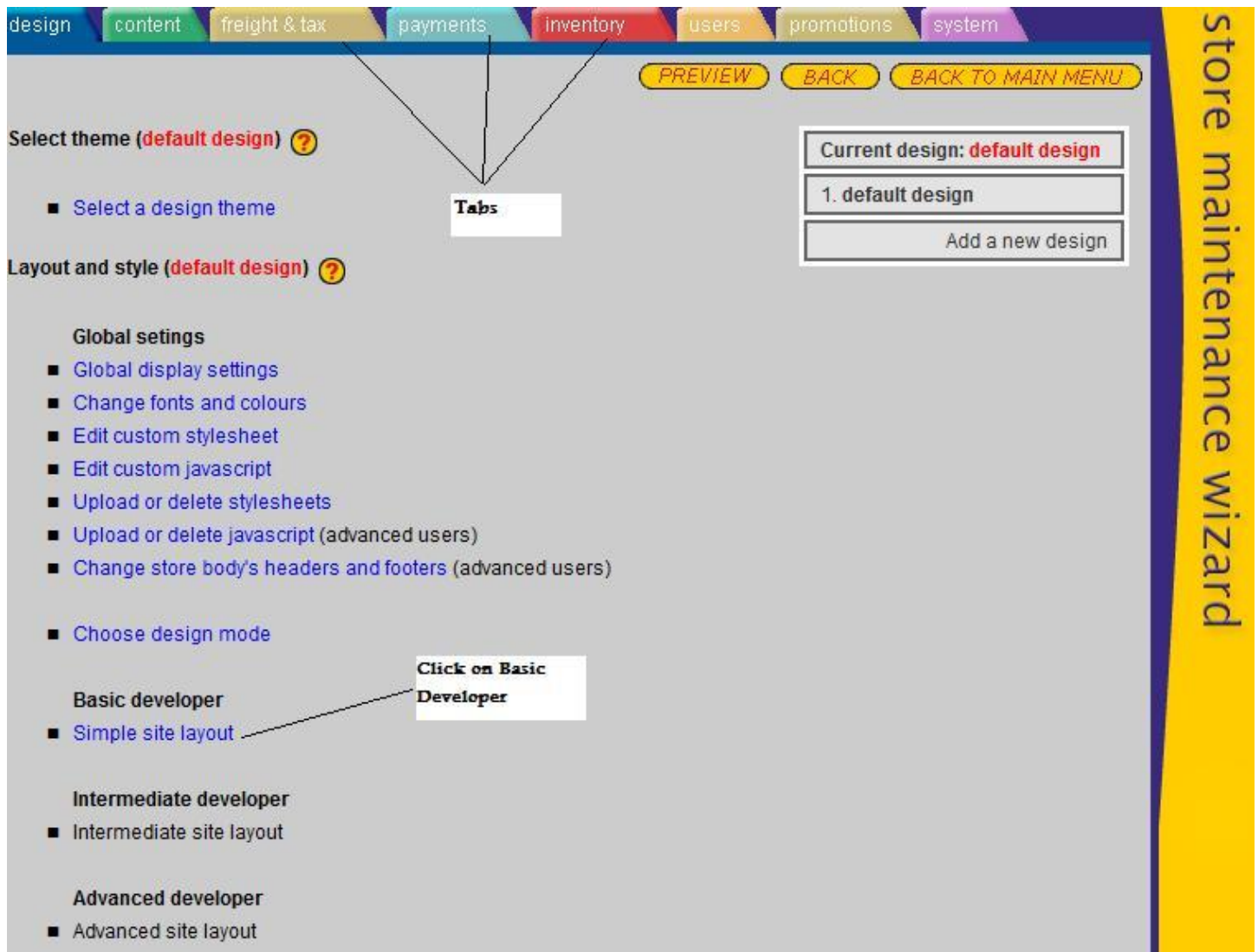


Figure 3

In following sections we will add information's to 'Design', 'Content', 'Inventory', 'Payments' and 'System' tabs.

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Design Tab

Following figure 4 shows simple site (default design) design options. Simply select each option and modify the site for your preferences.

- Set the search engine facility for customers on your site
- Set the navigation position of the site
- Site position of the webpage
- Set the display of new arrivals on front page
- Set the display on special items on front page
- Set the display best seller items on front page and item numbers(0-10)
- Set the method of display Main Categories in front page(Ex Hyperlink, Buttons.. etc)
- Set the display of your company logo

Complete each option and Click 'Save' button.

The screenshot shows the 'design' tab selected in a navigation bar with other tabs: content, freight & tax, payments, inventory, users, promotions, and system. Below the navigation bar are three buttons: PREVIEW, BACK, and BACK TO MAIN. The main content area is titled 'Simple site layout setup (default design)'. It contains several sections with radio button options:

- How would you like your customers to be able to search your site?**
 - Display a simple search box
 - Display none
- Where would you like to display the main navigation buttons?**
 - On the left side of the screen
 - On the top of the screen
 - Don't show them
- Would you like to center this site?**
 - Yes, center it
 - No, don't center it
- Do you want to display new arrival on front page?**
if yes, please select number of items you want to display:
 Display new arrival
 Do not display new arrival
- Do you want to display on special item**

Figure 4

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Step 2- Add content to your online store Content Tab

1) Menu Management (Edit web site pages)

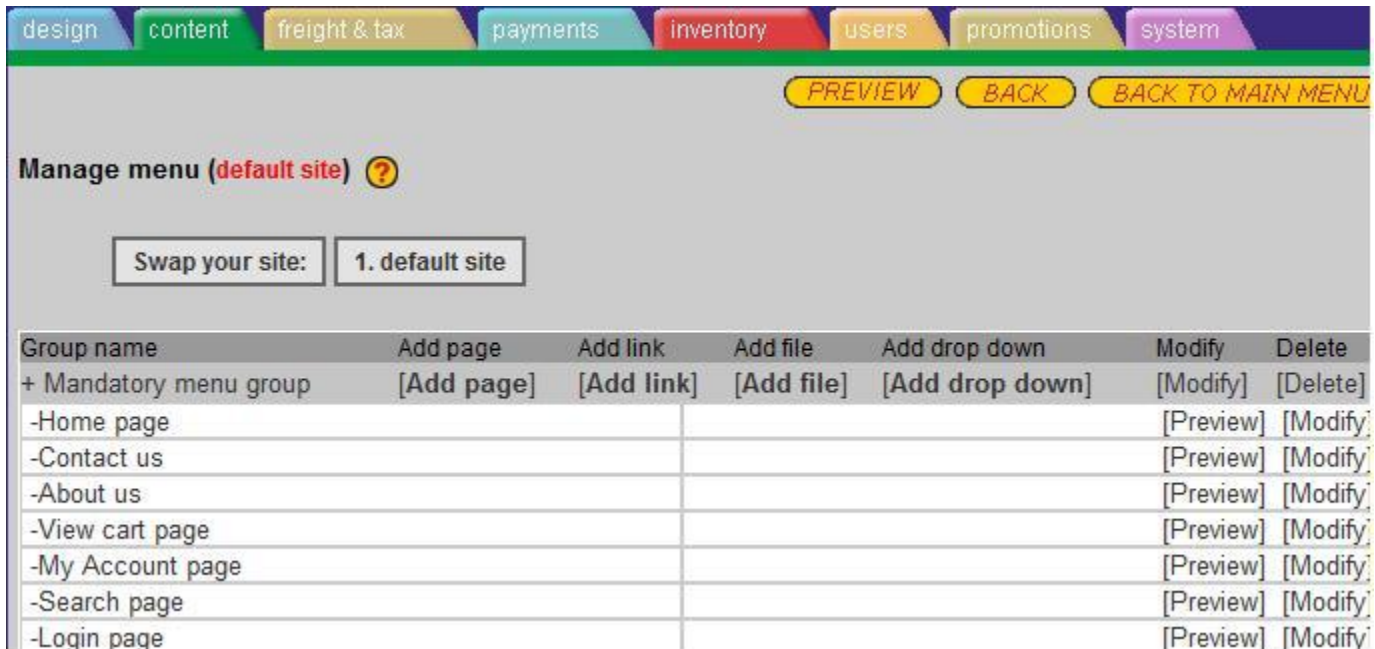


Figure 5

As shown in the above figure 5 you can add/modify content each web page. In addition to that, you can add your own content pages to store.

- Add content to home page
Click on Modify button right side of the 'Manage menu' page. It appears Home page HTML content editor. User can type home page details to the editor. Using basic HTML tags there is a facility to change font's sizes and fonts.
- Similarly you can Add content to Contact Us page
- About us page
- View Cart page
- My Account Page
- Search Page
- Login Page

After complete each page he/she can view the page.

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2) System Pages

Click on 'Company details' to add company information's to system. See figure 6

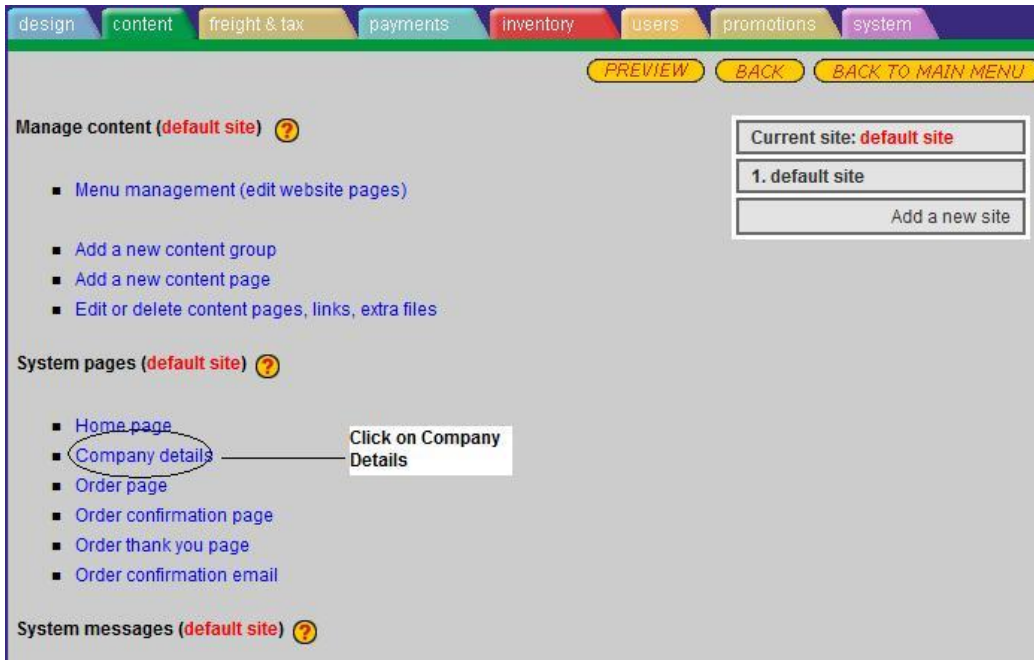


Figure 6

Add content to company Details Page.

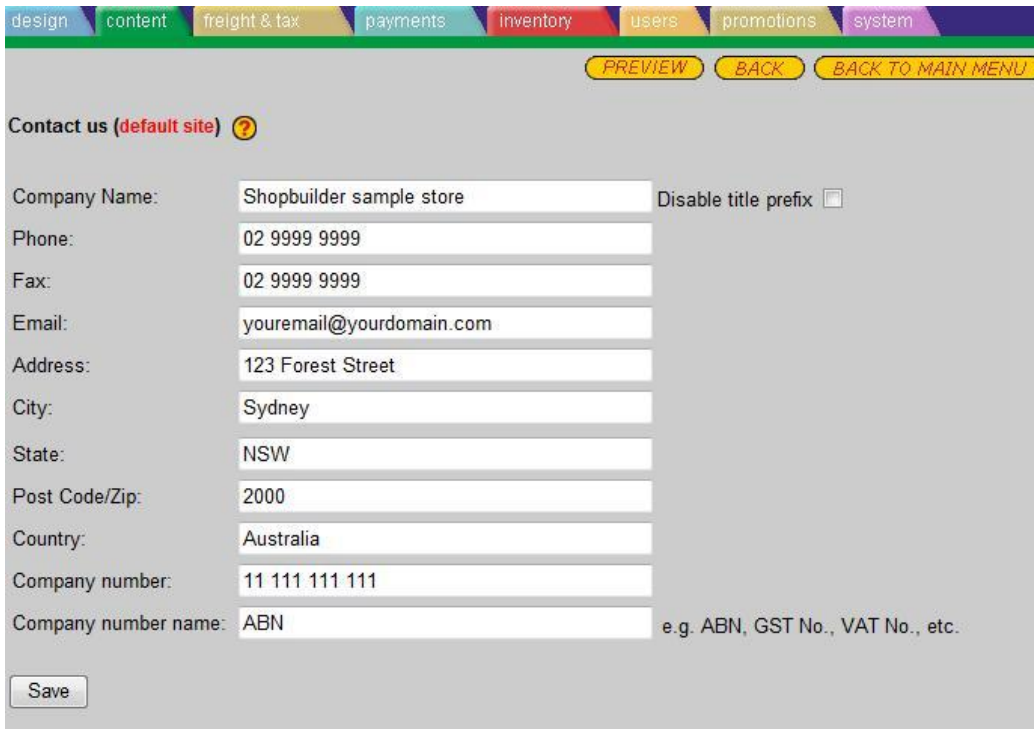


Figure 7

Inventory Tab

Click on 'Inventory' tab to add/delete/modify Item categories and Items to the store. See figure 8

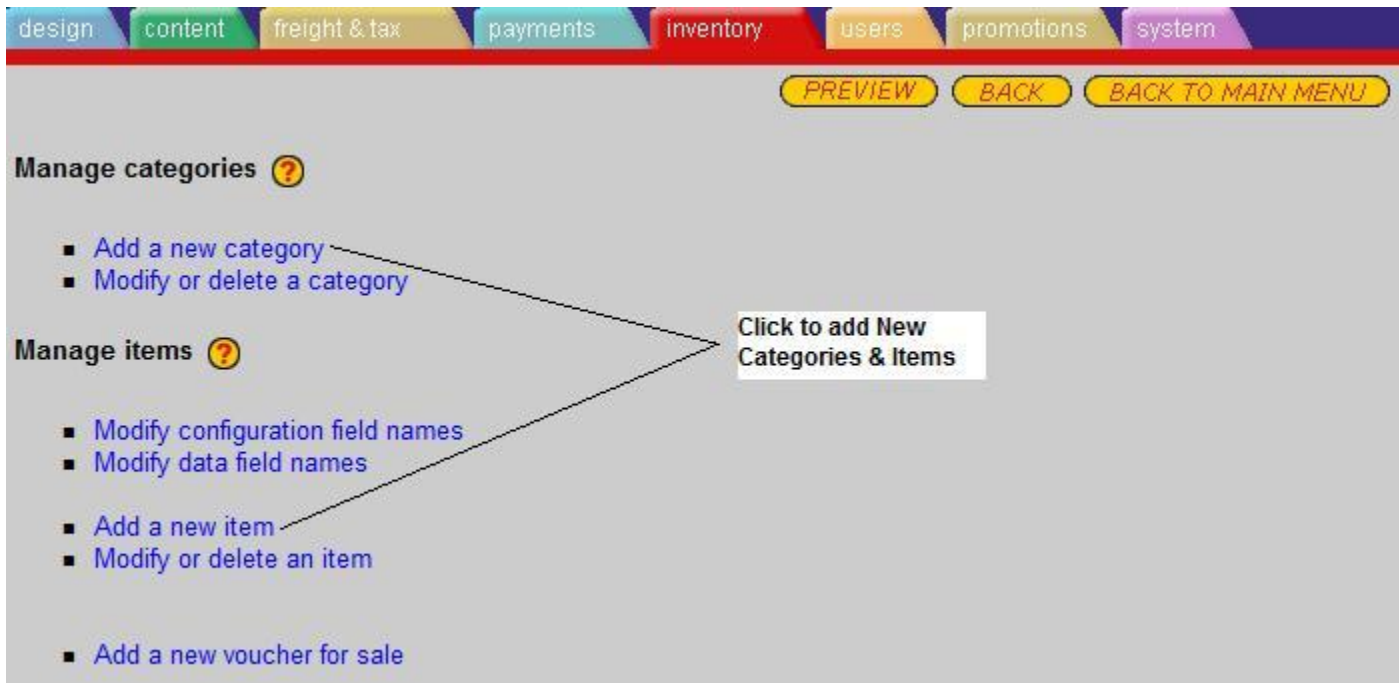


Figure 8

Step 3

Manage Categories (Add/Delete/Modify)

Using this page user can Add, Delete and Modify categories to online store. You can set following features here. See figure 9

- a) Set category name
- b) Set category description
- c) Set category availability
- d) Set category image
- e) Set thumbnail image

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[PREVIEW](#) [BACK](#) [BACK TO MAIN MENU](#)

Modify category ?

Modify category:

Category name: -

Make this category a sub category of: -

URL name:

Keywords:

Description:

Brief Description:

Order: (order in which categories are sorted)

Enable: yes no

Images:

Graphic: Delete existing graphic

Thumbnail: Delete existing thumbnail

Figure 9

Step 4- Add items to your online store

Manage Items (Add/Delete/Modify)

You can Add, Delete and Modify items to store. Following functionalities can be implementing in this page. See figure 10

- a) Select a category from drop down list box
- b) Set Item details and availability
- c) Upload Item image
- d) Upload Item graphic
- e) Set promotional details
- f) Set product code
- g) Set item price and tax details

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Item Category:
Category:

Item Details:

Name:

Keywords:

URL name:

Description:

Brief Description:

Product Code: Weight: grams
eg: EAN or ISBN number. used for weight based freight method.

Enable/Disable: Yes No Sort Order: determines the position on the list page.

Digital download url:

URL:

Download login: Download password:

Product Images

Images:

Thumbnail 1: Delete existing thumbnail

Graphic: Delete existing graphic

Thumbnail 2:

Graphic 2:

Thumbnail 3:

Graphic 3:

Picture continued..

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The screenshot displays a web form for configuring a product. It is organized into several sections:

- Up Sell Products:** Includes a 'Categories' dropdown menu (set to 'select category'), a 'Products' dropdown menu (set to 'select item'), and a 'same as above' button.
- Supplier Details:** Contains fields for 'Available stock' (75), 'On backorder' (0), 'Supplier' (not applicable), and 'Stock rule' (not applicable).
- Recommended Retail Price (optional):** Features 'Ex Tax\$ 75.00' and 'Inc Tax\$ 82.50' fields, with a checked 'Auto calculate Tax (at 10 %)' option.
- User group: [Public]:** Includes a 'Display Item?' section with 'Yes' selected, and 'Price' fields for 'Ex Tax\$ 75.00' and 'Inc Tax\$ 82.50'. A 'price & Tax Info' button is visible to the right.
- User group: [Supplier]:** Similar to the Public group, but with 'No' selected for 'Display Item?' and 'Ex Tax\$ 0.00' and 'Inc Tax\$ 0.00' for pricing.
- User group: [Affiliate]:** Similar to the Supplier group, with 'No' selected for 'Display Item?' and 'Ex Tax\$ 0.00' and 'Inc Tax\$ 0.00' for pricing.
- User group: [Admin]:** Similar to the Supplier group, with 'No' selected for 'Display Item?' and 'Ex Tax\$ 0.00' and 'Inc Tax\$ 0.00' for pricing.

A 'Save' button is located at the bottom left of the form.

Figure 10

Notes:

- a) You can't see the category in the webpage until you add items to particular category
- b) There are various Item price and Tax fields available in the Item page depending on your requirements. But you have to add at least one Item price and Tax for User Group Public.

Step 5- Add payment details

Payments Tab

User can configure payment options in this page

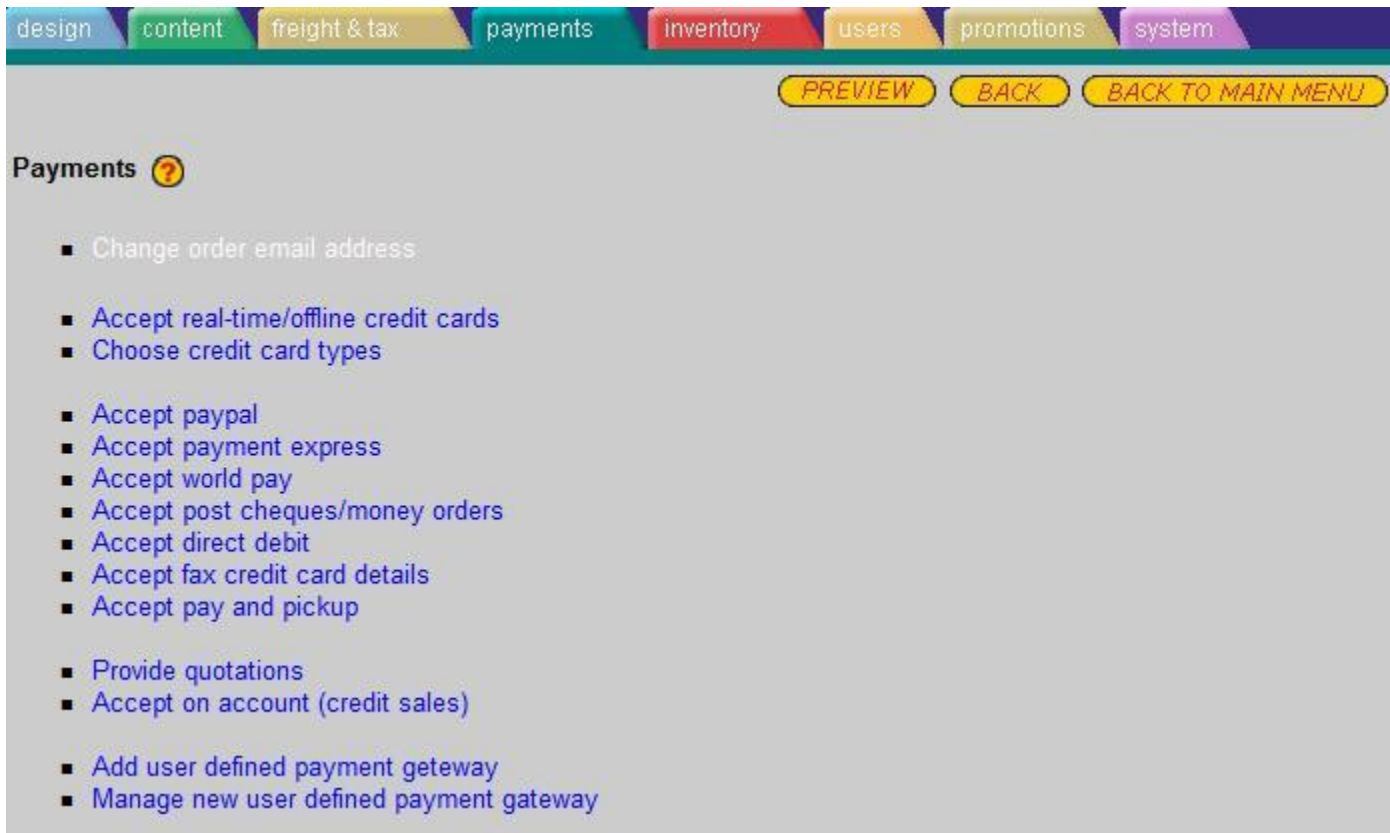


Figure 11

Step 6

System Tab

Under system tab users can managed Domain Administration. Users can use their own domain name registration. However we can guide you in getting your domain name. Clicking the 'Domain names' Button on the man switchboard in your control panel takes you to the window which enables you to register your own domain name, transfer or renew your domains. To point a domain to Shopbuilder you must have CNAME on your name servers.

After configuring above page, site is now complete with basic functionalities to run on your online store.