



Building your e-business

## **User's Guide**

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# 1 Introduction

## 1.1 Overview of Eshop-Systems

*Eshop-Systems* is an e-commerce store builder software that let you create fully functional stores using our web-based control panel. The software platform includes a fully integrated content management system, an online shopping cart and a long list of useful features that helps you sell online.

The *Eshop-Systems* software is simple to use, you can manage your store at anytime wherever there is an internet connection, and on your mobile phone. You can create multiple stores under one account as your business grows and add multiple users to login with different levels of access. You can turn on the "Holiday setting" when you need a short break, or you can create discount vouchers to boost your sale.

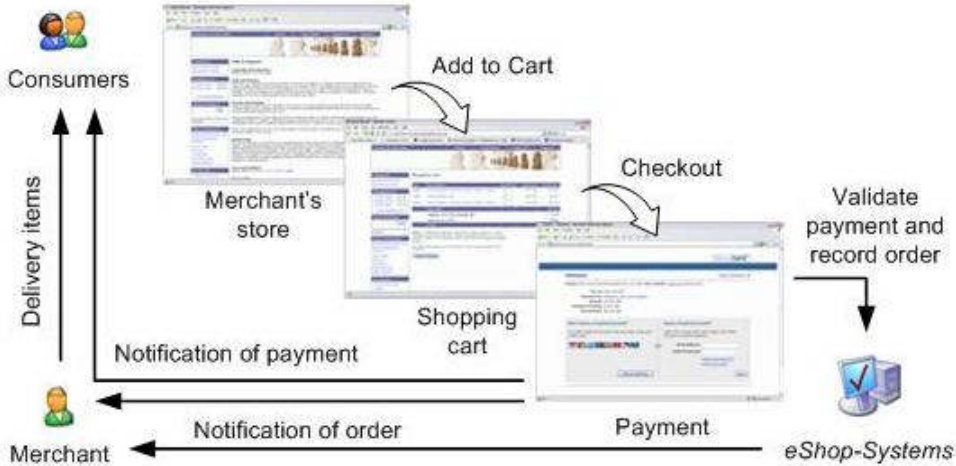
Signing up an account is free, using the free trial period you can familiar yourself with the software. Once your account is verified, building a store is straightforward. Just pick a store template, upload your products and enter your store information, customise it to fit your needs and finally, launch it. You'll have a professional e-commerce store in hours. All information you upload and edit in the control panel is updated in real time.



Here is how your store works:

When your customer visits your online store and adds goods to the shopping cart, he/she can checkout through the payment gateway you offer, such as PayPal and Worldpay, and pay for all the items in the shopping cart, using a Credit or Debit card, in one payment.

You and your customer will then receive an automatic generated payment notification email from the payment service provider and an order notification email from *Eshop-Systems*. The order is recorded in your sales history which you can review it in the control panel. You can print an invoice and change the order status so that your customer can track the progress of their order from your store.



Eshop-Systems is a complete scalable solution for small to medium sized businesses to set up an e-commerce store with the flexibility of upgrading to expand your online business.

### 1.2 Using the Control Panel

We provide web-based control panel so that there is no software to install on your PC and you can log in the control panel at anytime wherever you have an Internet connection. You can administer the back-office control panel and view the storefront in real time.

We have installed a WYSIWYG (What You See Is What You Get) HTML editor so that you can create your web pages just like you are typing into a Microsoft Word™ document. What you see as you type resembles how the page will be displayed in a web browser. For more information, visit [TinyMCE HTML editor website](#).

To access to the control panel, click the link provided in the account verification email, or access from our partner website where you registered your account from. Bookmark the URL when you are at the control panel. If you cannot remember your login password, click the “Forgotten your password?” link. There is also links to the Knowledgebase and Sign-up page at the bottom right corner.



**Control Panel Login**

Email Address:

Password:

Remember my login details:

[Forgotten your password?](#)

Powered by Eshop Systems

[Knowledgebase](#)

[Sign-up](#)

## 2 Store Management

### 2.1 Building Your First Store

When login to the control panel for the first time, you will see the “Manage Store” interface shown below. You can browse to different pages using the links at the side menu or on the top navigation bar. To return to this first page, click the “e-Shops Management” link at the side menu or “e-Shop” link on the top bar.

To build your first store, click the “Add new store” link to create a store. You can create up to 99 stores under a single account.

Account ID: 90001

Profile e-Shop Domains Contact Us Sign Out

Control Panel

- e-Shops Management
- Domain Configuration
- Access to Mailbox

Account Profile

Authorised Users

| Shop ID                           | Trading Address  | Web Address  | Status | Action |
|-----------------------------------|--|--|--------|--------|
| eshopsys<br>Created On 2017-06-28 | Eshop Systems Demo<br>Menta Business Centre, 21-27 Hollands Road,<br>Haverhill, Suffolk,<br>CB9 8PU, United Kingdom. | eshop-systems.net/eshopsys<br>[ Configure Domain ] | Active |        |

Add new store

To add new a store, enter a unique Shop ID for your e-commerce store. You cannot change the Shop ID once you have set-up the store. The Shop ID will become part of the test URL (web address) of your store, before you pointing a domain name to your store. See Chapter 4 for more information about pointing a domain name to your store.

The business contact details will be used to generate your sales invoices, and communications with your customers. The Contact Email you use here is independent to your account login email address and email addresses used in other stores you may have. You can change these information at any time.

### Add New Store Back

|                    |   |  |
|--------------------|---|--|
| Shop ID:           | <input type="text"/>                        | <b>Shop ID &amp; Test URL</b><br>Shop ID is used simply for your identification of the ecommerce store you have created. A Shop ID should be 3-15 alphacharacters long and in lower case only. You cannot change the Shop ID once you have set-up the store.<br><br>The other use of a Shop ID is become part of the test URL (web address) of your store, before you assigning a domain name to your store. Once you have point a domain to your store, the test URL will no longer active. |
| Test URL:          | www.eshop-systems.net/ <input type="text"/> |  |
| Trading Name:      | <input type="text"/>                        | <b>Contact Details</b><br>The contact details will be used in generating invoices for your sales, and other relevant interface to your customers.<br><br>The Contact Email you enter here is independent to your account login email address and email addresses used in other stores you may have. You can use the same email address for all your account and stores, but we recommend you use a unique email address for each store.  |
| Street Line 1:     | <input type="text"/>                        |  |
| Street Line 2:     | <input type="text"/>                        |  |
| City:              | <input type="text"/>                        |  |
| State/Province:    | <input type="text"/>                        |  |
| Post Code:         | <input type="text"/>                        |  |
| Country:           | -- Select Country --                        |  |
| Telephone:         | <input type="text"/>                        |  |
| Contact Email:     | <input type="text"/>                        |  |
| Alternative Email: | <input type="text"/>                        |  |
| Time Zone:         | GMT+0:00 Dublin, London, Lisbo              |  |

Click the “Submit” button once you have entered the required information.

Back to Manage Store, you will find the test URL or, if you have pointed a domain name to your store, your domain name, listed under the Web Address column. You can view your live store by clicking the web address link.

There are four icons under the Actions column:

- Store Configuration - To configure the store layout, check your sales record and manage your store content and product information. See Section 3 for further information.
- Edit Store – To change the contact details.
- Duplicate Store – To duplicate all the data and configuration from one store to another, see Section 2.2.
- Delete Store – To remove the store from your account. The delete action is not reversible. This function will permanently remove the selected store and all its content from our database, see Section 2.3.

## 2.2 Duplicating Stores

The store duplication feature is designed to help you multiply your store with a single click. This is particularly useful if you have many domain names targeting at different audience or geographical regions. This function also let you clone your stores for reselling while keeping them under your management, or for your drop-shippers to sell your products. See Chapter 5 to learn more about adding authorised users to your account with different levels of access.

To duplicate store, first create a second store as shown in Section 2.1. The primary or main store is the store where data will be copied from; and the secondary or clone store is an empty store which data will be copied to. If the secondary store is not empty, then all data in the secondary store will be wiped and replaced with data copied from the primary store.

**Duplicate Store**
[Back](#)

**Warning! All data in the secondary store will be deleted and replaced with data from the primary store.**

Sales record and customer data will not clone into the secondary store.

Select primary store which data will copy from:

Select secondary store which data will copy to:

Enter your login password:

## 2.3 Deleting a Store

You can remove the unwanted store from your account, by clicking the delete icon. A dialog box will prompt you to confirm the deletion of the selected store.

All data and files associated with the selected store will be permanently removed from our server. This action is not reversible.

### 3 Store Configuration

#### 3.1 Store Overview

Clicking the Store Configuration icon (see Section 2.1) will take you to Store Overview. This page summarises the information about your store and the disk usage by your store. Navigation links to configure store are on the left-hand side menus. You can return to this Store Overview page by clicking the navigation links at the top navigation bar. You will also find the web address of your store here.

#### 3.2 Content Management

Content Management is divided into four sections – Page Content, Categories, Products and Images & Files.

##### 3.2.1 Page Content

Two content pages are created by default when your store is added - “Homepage” and “Contact Us” pages. Both are grouped under Content Group 1. You can move them to another group, either by using the drop-down “Move” function or by clicking the “Edit” icon to change the group for individual content. Grouping content pages is important when it comes to configure store’s navigation menus, see Section 3.5.2 - Look & Feel. Each group will be displayed as a menu block in your store.

| ID    | Title      | Summary  | Sort    | Action |
|-------|------------|--|---------|--------|
| 10001 | Homepage   | Welcome to Eshop Systems DemoThis is your hom... | ↑ ↓ ↶ ↷ | 🔗 🌐 ✕  |
| 10002 | Contact Us | Please refer to User Guide for information ...   | ↑ ↓ ↶ ↷ | 🔗 🌐 ✕  |

Within a Content group, you can sort the order of the content pages using the four arrow icons under the “Sort” column. The content will be listed in the same order in your store’s navigation menu.





### 3.2.2 Categories

A category page is similar to a content page, except that you can attach products to a category, set a password protection and offer discount to all products within the category.

Adding a new category is similar to creating a content page:

- In the “Manage Category” page, click the “Add New Category” link at the top right-hand corner.
- Enter Title, page content, Titlebar caption, Meta description and keywords and choose a group.
- If necessary, enable password protection and Category Discount to the category.

**Add New Category**
[Back](#)

Select Language: 🇬🇧

Title:   Do not show title in category page

Special Tags: {sub\_categories} - Display all sub-categories grouped under this category.

FileEditInsertViewFormatTableTools

👁<>↶↷Formats11pt↕AA🔗🗑🖼📄😊📄

Powered by TinyMCE  
 Words: 0

Titlebar Caption:

Meta Description:

Meta Keywords:

Group and display in: Category Group 1

Password Protected?  Yes  No

Category Discount  % (Note: only products grouped in this category will be affected.)

You do not add products to a category here. This is done when you create a product (see section 3.2.3).

You can set or move category group, including to the “Ungrouped” group to hide it from display. For example, you may want to hide “Christmas Gifts” category after Christmas.

Password protection is used when you want to control who can access a category and products associated with it. Only registered users who you have granted access can login to see the content of a password protected category. It is useful when you want to prevent public to see your trade prices, or to control different group of customers to see different prices/products.

Category Discount takes a percentage off usual product prices. By default, Category Discount is set to 0.0%, i.e. no discount. This feature is designed for promotion or, when use together with Password Protection, to offer discount to trade/loyal customers. For products listed in multiple categories, only prices accessed from this category will receive a discount.

### 3.2.3 Products

In a Product page, you can add, edit, duplicate, move (change category) and delete products. You can also upload and download product information to spreadsheet, and bulk edit multiple products listed within a category.

**Manage Product Inventory**
[Add New Product](#)

Select product category:

[Upload products from spreadsheet](#) | [Download products to spreadsheet](#) | [Download products for Google Merchant Centre](#)  
[Bulk edit this category](#) | [Product sorting preference](#) | [Global Settings](#) | [Backup](#) | [Knowledgebase Articles](#)

| Code ▲                   | Product Name ▲                    | Stock ▲ | Price ▲ | Status ▲  | Last Updated | Action  |
|--------------------------|-----------------------------------|---------|---------|-----------|--------------|---|
| <input type="checkbox"/> | EBB Eat Better Slow Feed Dog Bowl | 16      | £ 12.49 | Available | 28-Jul-2017  | <a href="#">Download</a> <a href="#">URL</a> <a href="#">Delete</a> |

Check All | Uncheck All Move selected to

#### Add new product individually

To add a new product, click the “Add New Product” link on the top right corner.

Not all fields are required, but you’ll need to fill in the product title, inventory (stock you hold), category and selling price.

Select the product status from the drop-down menu:

- “Available” – product is available for sale
- “Featured Product”
- “View Only” – read only, customer cannot purchase this
- “Out of Stock” – no stock, customer cannot purchase this
- “Do not Display” - hide from storefront
- “Coming soon” - product can be pre-order

Check or uncheck the “Show Price Inclusive of Tax” and “Show Price Excluding Tax” to show/hide prices. For non-VAT registered business, both prices will be the same. For business registered for VAT, click the ‘Edit Lookup Tax Table’ link to enter your VAT rates. You can also show/hide the level of your inventory using the “Show Quantity” checkbox.

Categories that you have created previously will be appear in the category textbox in which you can select for the products. You can list each and every product in multiple categories.


To add images to a product, you will first need to upload images to the control panel (see Section 3.2.4). Alternatively, you can use external images using URLs. Click the ‘Select from image gallery’ link to open the image gallery, from which you can select images by clicking the images. The image file name will be added to the “Product Image” textbox on each click. The first image is the default image to be shown automatically in the category.

If needed, you can add product variant, such as size, colour or pattern, using one of the two options offered. The first option creates product variants using global price and quantity you have entered above. The second allows you to define the price and quantity for each variant you may have. For example, you can have 3 “Red colour size S” t-shirt at £8.99 and 5 “Blue colour size L” t-shirt at £9.99 as product variant.

You can also let your customer to enter personalised text or upload file or image when they order a product. Simply enter the text or title in the text fields provided.











## Add New product

[Back](#)

Select Language: 

Product Name:  Product Code:

File ▾ Edit ▾ Insert ▾ View ▾ Format ▾ Table ▾ Tools ▾

   Formats ▾ 11pt ▾       

Powered by TinyMCE

Words: 0

Titlebar Caption:

Meta Description:

Meta Keywords:

Unit Price excl. tax: €   Show Price Inclusive of Tax  Show Price Excluding Tax

Sales Tax:  [Edit Lookup Tax Table](#) Status:

Inventory (Stock):   Show Quantity Unit Weight:  g

Category: Click Ctrl + select on the category. Select up to 9 categories only.

Product Image: Select from image gallery Enter one image (filename or external URL) per line. Maximum 8 images.

| Product Variants:<br>(Global price & quantity) | Option Name          | Option Values (separate values by commas) |  |  |
|--|----------------------|---|--|--|
|  | <input type="text"/> | <input type="text"/>                      |  |  |
|  | <input type="text"/> | <input type="text"/>                      |  |  |
|  | <input type="text"/> | <input type="text"/>                      |  |  |

| Product Variants:<br>(Individual price & quantity) | Option               | Stock                | Unit Price excl. tax   | Unit Weight            |
|--|----------------------|----------------------|------------------------|------------------------|
|  | <input type="text"/> | <input type="text"/> | £ <input type="text"/> | <input type="text"/> g |
|  | <input type="text"/> | <input type="text"/> | £ <input type="text"/> | <input type="text"/> g |

Add additional product variation

Allow Personalised Message Title:

Allow File Upload Title:  (Format: pdf, doc, xls, ppt, jpg, gif, png, eps)

Related Products: Click Ctrl + select on the product. Select up to 9 products only.

Note (Hidden to customer):  
 Maximum up to 250 characters

Hit Counter:   Reset?

The layout of your product page is configured in the "Look & Feel" page (see Section 3.5.2).

### Edit product

From the product list (Manage Product Inventory), click the Edit icon of product you would like to make changes. Edit the information, and click Submit to save changes.

### Duplicate product

Duplicating a product is similar to edit product, except that all information is copied from the original product. Once you have made necessary changes to the duplicated product, save the changes.

You do not have to create two identical products for two categories, you can have one product listed in two or more categories.

### Upload and download products information

If you have your product information in a spreadsheet, extracted from a database, then you can upload your products using our CSV spreadsheet template. The CSV template can be downloaded from the "Upload products from spreadsheet" page.

Equally, you can download the product information from our database into a spreadsheet. To download product information, click the "Download products to spreadsheet" link. If you are submitting your products to Google shopping site, then you can download the product information using the "Download products for Google Merchant Centre" function.

To backup product and other information in SQL (database) format, click the "Backup" link on left-hand side navigation menu, see Section 3.5.6 – Backup & Restore.

### Bulk edit product in a category

Bulk Edit lets you quickly make changes to selected details of a number of products allocated within the same category. This function is only works on products with no product variant. You can change the product code (SKU), stock quantity, selling price, product weight and its status.

| Product Name           | Code    | Stock | Price   | Weight | Status    |
|------------------------|---------|-------|---------|--------|-----------|
| Plain Vee Neck T-shirt | VeeT123 | 99    | £ 15.99 | 35     | Available |

## 3.2.4 Files & Images

This is the folder or directory that keep all product images and other files. To avoid abuse to the file system and to protect the server from virus attack, only selected file format is accepted. File format accepted including PDF (pdf), MS Word (doc/docx), spreadsheet (xls/xlsx), presentation (ppt/pptx), text (txt), compressed file (zip), image (jpg, gif, png), icon (ico), flash movie (swf), web page (htm, html, xml), stylesheet (css) JavaScript (js) and htaccess.

To add new file (including images), click the “Add new files” link at the top right-hand corner. To enlarge the image, click the thumbnail.

Files and images can be uploaded to your store individually or using a zip file. A zip file contains a folder where all files and images are kept and compressed into a smaller data file for easy transfer. Upon uploaded to the server space, all files and images within the zip folder will be automatically extracted into individual files/images. Images will be resized, unless a "Do not resize" option is selected.

### Add Files/Images Back

---

**Upload Individual File and Image**

|    |   |                            |
|----|---|----------------------------|
| 1: | <input type="button" value="Choose file"/> No file chosen | Resize: 800 x 600 pixels ▼ |
| 2: | <input type="button" value="Choose file"/> No file chosen | Resize: 800 x 600 pixels ▼ |
| 3: | <input type="button" value="Choose file"/> No file chosen | Resize: 800 x 600 pixels ▼ |
| 4: | <input type="button" value="Choose file"/> No file chosen | Resize: 800 x 600 pixels ▼ |
| 5: | <input type="button" value="Choose file"/> No file chosen | Resize: 800 x 600 pixels ▼ |
| 6: | <input type="button" value="Choose file"/> No file chosen | Resize: 800 x 600 pixels ▼ |

Files and images can be uploaded to your server space using either the individual file upload method, or the zip file upload method. A zip file contains of a folder which all files and images are keep and compressed into a smaller data file for easy transfer. Upon uploaded to the server space, all files and images within the zip folder will be automatically extracted into individual files/images. Images will be resized, unless a "Do not resize" option is selected.

When resizing an image, undsize image will be skipped, and oversize image will be resized so that the longest side is reduced to the file size selected. For example, if uploading a banner of 900 x 150 pixels, and you have choose to resize it to 800 x 600 pixels, the final banner size will be 800 x 133 pixels.

File format accepted: PDF (pdf), MS Word (doc), spreadsheet (xls, csv), presentation (ppt), text (txt), zip, image (jpg, gif, png), flash movie (swf), web page (htm, html, xml). Maximum file size allowed: individual file - 3MB, zip file - 10MB.

**Upload Multiple files and images using Zip**

|                |   |                                   |
|----------------|---|-----------------------------------|
| Open Zip file: | <input type="button" value="Choose file"/> No file chosen | Resize all to: 800 x 600 pixels ▼ |
|----------------|---|-----------------------------------|

When resizing an image, undsize image will be skipped, and oversize image will be resized so that the longest side is reduced to the file size selected. For example, a banner of 900 x 150 pixels will be resized to 800 x 133 pixels if you choose to resize it to 800 x 600 pixels.

To improve the page loading of your store, try to use small image size no larger than 1000 by 750 pixels. Instead of uploading a large image, it is better, from practical point of view, to use multiple close-up images of your product. When uploading files, make sure the file name contains only alphabets and numbers only. Do not use symbols or quotes.

### 3.3 Sales and Customers

The Sales and Customers section is divided into five sub-sections – Sales Record, Trade Customers, Thank You Page, Order & Dispatch Notification, and Invoice & Packing Slip.

#### 3.3.1 Sales Record

Sales record page keeps the history of your sales activities for the last 18 months. Sales activities recorded include successful sales orders, transactions that were cancelled by the customer during checkout, pending offline orders and chargeback or refunded transactions. It is advised that you keep a record of your sales activities, using our “Back-up” function (See Section 3.5.6). Sales activities older than 18 months will be removed from our database.

In the Manage Sales Order page, we use traffic light to indicate the transactions status (see the far-left column):

- Red – unknown (such as customer cancelled transaction at payment gateway), refunded, cancelled (by the merchant), and chargeback (unable to collect buyer's payment).
- Amber – awaiting payment, processing (order being processed by you).
- Green – completed transaction.

**Manage Sales Order**
Find an Order

Display sales between  and

[Download Sales Record including shopping cart \(csv\)](#) | 
 [Download Sales Record \(csv\)](#)

Total transactions during this period: £ 1,227.80  
 Successful transactions during this period: £ 1,162.21 (94.7%)

|                          | Order Number  | Buyer           | Cart Content   | Amount  | Actions |
|--------------------------|---|-----------------|--|---------|---------|
| <input type="checkbox"/> | 15046305312417<br><small>On 2017-09-05 17:57:43</small> | Bob Black       | 1 Leopard Padded Collar Lead - Red [ LIO-RD-45 / Red / Large ] | £ 10.13 |         |
| <input type="checkbox"/> | 15046226171234<br><small>On 2017-09-05 15:57:13</small> | Alan Marston    | 2 Fusion Leather Collar Lead - White [ CF-WH-80 / Large ]      | £ 16.78 |         |
| <input type="checkbox"/> | 15040830191531<br><small>On 2017-09-05 13:59:37</small> | Michael Parsons | 1 Sherpa Leather Dog Coat - Black [ DG-115BL / 15" ]           | £ 25.37 |         |
| <input type="checkbox"/> | 15039919836315<br><small>On 2017-09-04 09:34:02</small> | Bob Black       | 1 Fusion Leather Collar Lead - Pink [ CF-PK-40 / Small ]       | £ 7.55  |         |
| <input type="checkbox"/> | 15043370827800  | Alan            | 1 Wool Collar Lead - Maroon [ LC-2MB / Small collar ]          | £ 10.70 |         |

### Update sales order

To update the sales order, click the edit icon (first icon under the “Actions” column). A typical sales record is shown in the screenshot below. You can change the payment status to reflect the actual status of the sales order. If you want to add the buyer to become a trade customer, then click the “Add buyer to trade customer list” link. This will create a new user to your trade customer, and assign a Customer ID to the user. You can also attach the sales record to an existing customer from the drop-down list.

You can provide extra information to your buyer by entering message into the “Message to Customer” text field. The message will be shown in the order tracking page when your buyer check for his/her purchase. In the “Merchant Note” text field, there may be some information regarding the transaction recorded. This is the communication between our server and the payment gateway during the transaction. You may add other information for your own record.

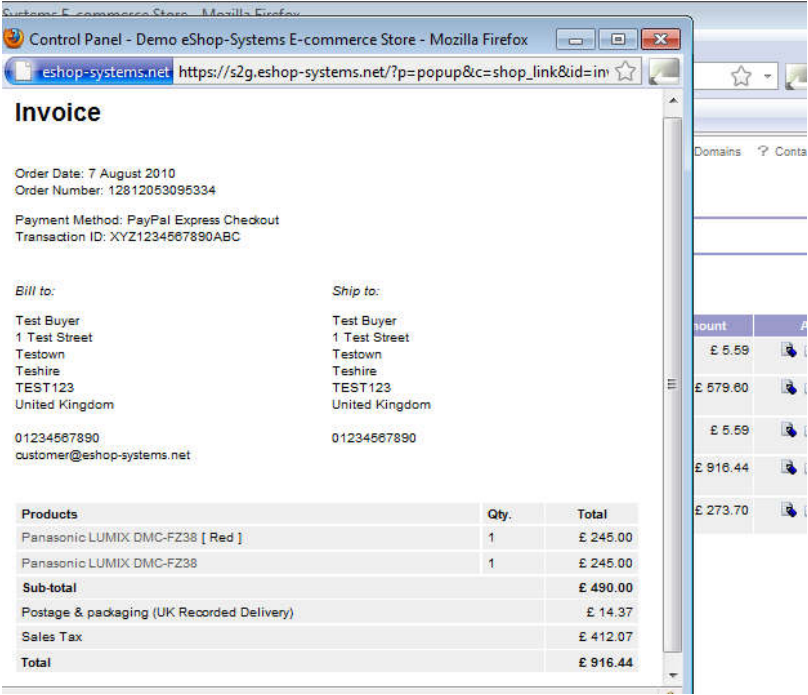
### Contact buyer

To contact the buyer, click the send mail icon (second icon). A send mail form will pop-up where the recipient details and the subject line are pre-filled for you.

In addition, you can create email templates so that you don't have to type the same letter every time. Using template, the software will pre-fill order details including order number, transaction ID, shipping and billing addresses etc.

### Printing invoice and packing slip

From the Sales Record page, you can print invoice and Packing Slip by clicking the printer and packaging icons respectively. A new page will pop-up which will print the details of the transaction. You can change the layout of the invoice in the “Invoice Template” and “Packing Slip Template” page (see Section 3.3.5). If no template is created, standard templates will be used, as shown below. The standard templates assume a letterhead is used for printing the invoice and therefore your address is not included.



### 3.3.2 Trade Customers

A "Trade Customer" is a user with access permission to view your password protected categories and to buy products that are grouped under the password protected categories. There are three ways to add users to your trade customer list:

- Add buyer from the sales order (see Section 3.3.1).
- Manually add new user in the control panel.
- User registers from your store's password protected category.

Before adding trade customers, you will need to create password protected category (see Section 3.2.2). There will be a padlock icon shown next to the category name to indicate it is a password protected category.

At storefront, when user access to any of the password protected categories, a login form will be shown, see example below. Unregister user can register from your store, where you can decide whether to grant access permission to the user. You can also decide which password protect category or categories are allow for the user.

**Trade Zone**

Wholesale

Dropshipping

Trade Application

Download

**Registered Customer**

[New customers please click here to register.](#)

Email Address

Password

In the control panel, you can add new trade customer by clicking the "Add New Customer" link. Below shows the record sheet of your trade customer, including his/her purchase history. If a user registered from your store, you can set permission here or remove the user from your list.

| Edit Customer Profile  |  | Back              |                            |
|--|--|-------------------|----------------------------|
| <b>Customer Details:</b>                                     |  |                   |                            |
| Customer ID:   | 13680429                                       | Date Added:       | 2010-06-17                 |
| Customer Name:   | My Trademan                                    |                   |                            |
| Password:  | •••••  | Confirm Password: | •••••                      |
| Address Line 1:  | 1 Demo Road                                    | Address Line 2:   |                            |
| City/Town:   | Demo   | State/Province:   | Demo                       |
| Postcode:  | DEMO123  | Country:          | United Kingdom             |
| Telephone:   | 01234567890                                    | Email Address:    | customer@eshop-systems.net |
| Note:<br>(hidden to customer)                                | test   |                   |                            |
| <b>Permission to access password protected categories:</b>   |  |                   |                            |
| <input type="checkbox"/> Promotion Zone                      | <input checked="" type="checkbox"/> Trade Zone |                   |                            |
| <b>Order History (Last 25 orders over 12 months period):</b> |  |                   |                            |
| Order Date   | Order Number                                   | Status            | Total Amount               |
| No record found.   |  |                   |                            |
| <input type="button" value="Submit"/>                        |  |                   |                            |

### 3.3.3 Thank You Page

Thank you page is shown to your customer after a successful transaction and the customer return to your store from payment gateway. If the textbox is left empty, a default template will be used. Below is information shown in a default template:

Thank you for your custom. Please find the below order details of your purchase. If you have question about this transaction, or tracking of your purchased item, please contact us via email.

Order number: {order\_number}  
 Order Date: {order\_date}  
 Payment method: {payment\_method}  
 Total Amount: {order\_amount}  
 Current Status: {order\_status}

Shopping cart content:  
 {shopping\_cart}

As shown above, a number of special tags can be used for automatic insertion of the transaction details. These include the following:

- Transaction date {order\_date}
- Order or invoice number generated by shopping cart {order\_number}
- Payment method used in the transaction {payment\_method}
- Transaction ID generated by the payment gateway {transaction\_id}
- Total transaction amount {order\_amount}
- Shopping cart content {shopping\_cart}

You may use the "Thank You" page to tell your customer about your delivery schedule, shipping and return policy etc. You can also use this page to track lead-to-sale conversion rate.



### 3.3.4 Order & Dispatch Notification

An order notification is the email message send to your customer automatically after a successful transaction. Similarly, a dispatch notification is email send to your customer after you have dispatched the purchase. You can disable dispatch notification.

If the textboxes are left empty, default templates, as shown below, will be used. Similar to the “Thank You” page, a number of special tags can be used for automatic insertion of the transaction details. These include the following:

- Transaction date {order\_date}
- Order or invoice number generated by shopping cart {order\_number}
- Total transaction amount {order\_amount}
- Current status of the purchase {order\_status}
- Payment method used in the transaction {payment\_method}
- Transaction ID generated by the payment gateway {transaction\_id}
- Shopping cart content in text {shopping\_cart}
- Shopping cart content in table format {shopping\_cart\_html\_table}
- Customer billing name {billing\_name}
- Customer billing address {billing\_address}
- Customer ship-to name {shipping\_name}
- Customer shipping address {shipping\_address}
- Shipping method {ship\_method}
- Message to your customer {seller\_message}
- Message from your customer {buyer\_message}

Dear {billing\_name},

Thank you for your purchase at your\_shop\_name. This email confirms that your order has been processed. If you have question about this transaction, or tracking of your purchased item, please contact you@yourdomain.com.

-----  
Transaction Details:  
-----

Order Number: {order\_number}  
Payment Method: {payment\_method}  
Transaction ID: {transaction\_id}  
Transaction Date: {order\_date}  
Total Paid: {order\_amount}  
Current Status: {order\_status}

{shopping\_cart}

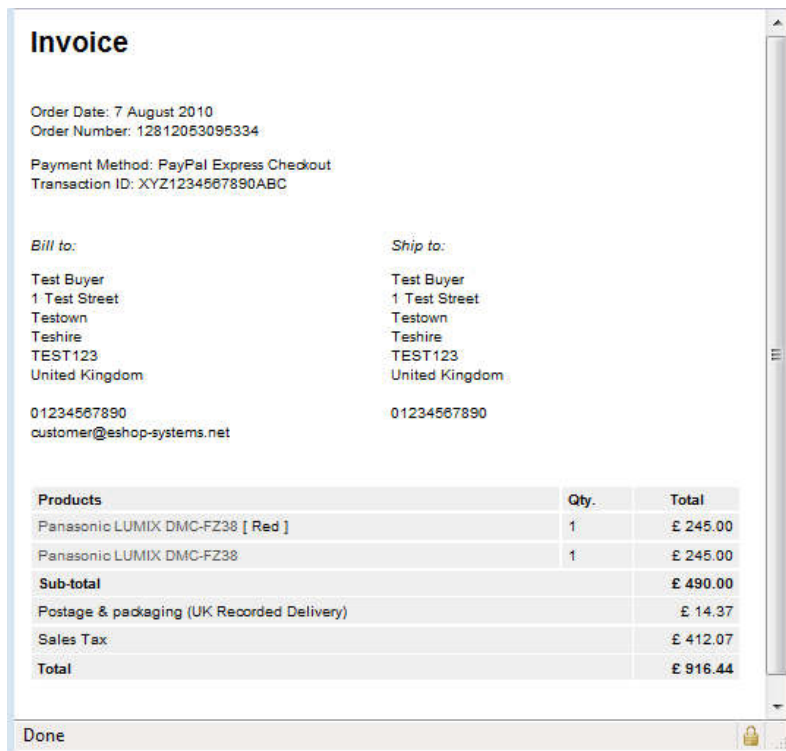
### 3.3.5 Invoice & Packing Slip

These pages let you design your sale invoice and packing slip, which can be printed from the Sales Record (see section 3.3.1). Similar to the “Thank You” page, if these sections are left empty, default template will be used. The default template below is the HTML code of the sales invoice using HTML table to align the information.

The default templates assume a letterhead is used to print your sales invoice or packing slip, and therefore no information about your business is presented. If you do not print the invoice on a letterhead, then you may copy and modify the default template below to include your logo and business details in the invoice/packing slip. Refer to section 3.3.4 for special tags available.

```
<table width="100%" border="0" cellpadding="5">
<tr><td colspan="2"><h1>Invoice</h1><p>&nbsp;</p></td></tr>
<tr><td colspan="2" height="100">
<p>Order Date: {order_date} <br />Order Number: {order_number}</p>
<p>Payment Method: {payment_method}<br />Transaction ID: {transaction_id} </p>
<p><br /></p></td></tr>
<tr valign="top">
<td width="50%"><p><i>Bill to:</i></p><p>{billing_name}<br />{billing_address}</p></td>
<td width="50%"><p><i>Ship to:</i></p><p>{shipping_name}<br />{shipping_address}</p></td>
</tr>
<tr><td colspan="2"><p>&nbsp;</p><p>{shopping_cart}</p></td></tr>
</table>
```

Screenshot below shows an example invoice generated using the default template:



You can print this invoice or convert it into a PDF file and send it to your customer. To print a PDF file, you can download PDFCreator for free from the Internet.

## 3.4 Shopping Cart Settings

### 3.4.1 Shipping Calculations

The function defines your shipping details and how the shipping fees are calculated. The shipping options created here will appear in your shopping cart automatically. Your customer will see the amount of shipping charge instantly when they select the shipping options you have offered.

Definition of the terms used when adding new shipping option:

- Base charge per order – A single fee for the whole order, in addition to other fees. For example, you can charge an admin or handling fee to each transaction.
- Shipping tax – Tax on shipping fee.
- Free shipping threshold – Amount of order above which the shipping fee is waived. If you decided not to offer free shipping on any order amount, enter a large value here (Default value is 9999.99).
- Calculation type – You can define the shipping fee based on (i) number of items in the order (2 units of the same product is considered as 2 items), (ii) total price of the purchase, (iii) total weight of the order (you will need to specify product weight for each product), and (iv) total size or volume of products (you will need to specify product volume for each product).
- Calculation method – Absolute or increment values from shipping charge listing.
- Shipping fee range – range of unit defined in the calculation type. The shipping fee is the sum of all inclusive range. See example in table below.
- Shipping destination – Checkboxes of destination for the shipping option. This function let you define the shipping fee for each zone (continent). For example, you can define to use FedEx Domestic for 'Domestic only' and FedEx International Priority for 'Europe' and 'North America' only.

**Edit Shipping Calculation**
[Back](#)

**Shipping Details**

Shipping name:

**Shipping Calculation**

Base charge per order:  Shipping tax:  [Edit](#)  
 Free shipping threshold:  Calculation type:   
 Calculation Method:

Fill-in the options you need, and leave the remaining empty.

| From (do not include unit)        |           | To (do not include unit)          | Shipping Charge                     |
|-----------------------------------|-----------|-----------------------------------|-------------------------------------|
| <input type="text" value="0"/>    | < range ≤ | <input type="text" value="1000"/> | <input type="text" value="£ 3.50"/> |
| <input type="text" value="1000"/> | < range ≤ | <input type="text" value="2000"/> | <input type="text" value="£ 4.50"/> |
| <input type="text" value="2000"/> | < range ≤ | <input type="text"/>              | <input type="text" value="£ 5.50"/> |
| <input type="text"/>              | < range ≤ | <input type="text"/>              | <input type="text" value="£ 0.00"/> |
| <input type="text"/>              | < range ≤ | <input type="text"/>              | <input type="text" value="£ 0.00"/> |
| <input type="text"/>              | < range ≤ | <input type="text"/>              | <input type="text" value="£ 0.00"/> |
| <input type="text"/>              | < range ≤ | <input type="text"/>              | <input type="text" value="£ 0.00"/> |
| <input type="text"/>              | < range ≤ | <input type="text"/>              | <input type="text" value="£ 0.00"/> |
| <input type="text"/>              | < range ≤ | <input type="text"/>              | <input type="text" value="£ 0.00"/> |
| <input type="text"/>              | < range ≤ | <input type="text"/>              | <input type="text" value="£ 0.00"/> |

**Shipping Destination**

|  |   |
|--|---|
| <input checked="" type="checkbox"/> Domestic Only                              | <input type="checkbox"/> Africa: <input type="text" value="Algeria"/>               |
| <input type="checkbox"/> Asia: <input type="text" value="Afghanistan"/>        | <input type="checkbox"/> Caribbean: <input type="text" value="Anguilla"/>           |
| <input type="checkbox"/> Europe: <input type="text" value="Albania"/>          | <input type="checkbox"/> Europe Other: <input type="text" value="Andorra"/>         |
| <input type="checkbox"/> Central America: <input type="text" value="Belize"/>  | <input type="checkbox"/> North America: <input type="text" value="Antarctica"/>     |
| <input type="checkbox"/> South America: <input type="text" value="Argentina"/> | <input type="checkbox"/> South Pacific: <input type="text" value="American Samoa"/> |
| <input type="checkbox"/> South America: <input type="text" value="Bahrain"/>   |   |

Example of range of shipping fee based on product weight and incremental calculation:

| From (greater than) | To (equal or less than) | Shipping Charge |
|---------------------|-------------------------|-----------------|
| 0                   | 50                      | 1.50            |
| 50                  | 200                     | 1.20            |
| 200                 | 500                     | 1.00            |
| 500                 | 2000                    | 2.00            |

If a customer buys an item of 35g, he will pay £1.50 shipping fee plus base charge per order (if any). If he buys 5 items of total weight of 475g, then he will pay a shipping fee of £3.70 (£1.50 + £1.20 + £1.00) plus base charge per order (if any).

If a customer selects a domestic shipping option, he/she cannot enter an overseas shipping address during checkout. However, the software cannot prevent your customer from providing a false address.

### 3.4.2 Payment Methods

We have integrated a number of popular payment gateways and services to our system, so that you can accept online payment from your e-commerce store. To activate a payment method, simply provide your payment account details in the control panel. Your payment account is provided by the payment service provider, not us. You can have multiple payment methods for your store.

Among the payment gateways/services available include PayPal Standard, PayPal Website Payment Pro, Skrill (Moneybookers), Nochex, Sage Pay (for using with your merchant account), Barclays ePDQ, Worldpay, Cardsave (Streamline) and Total Web Solutions. You can also set up offline payment methods to accept cheque/postal order, bank transfer, offline card payment, invoicing and cash on delivery (COD).

| Payment Gateway            |                                    |         |      |         | <a href="#">Add New Payment Option</a> |
|----------------------------|------------------------------------|---------|------|---------|--|
| Payment Method             | Checkout Name                      | Enable? | Sort | Actions |  |
| Barclaycard ePDQ Essential | Credit/Debit Card                  | Yes     | ▲ ▼  |         |  |
| PayPal Standard            | PayPal                             | Yes     | ▲ ▼  |         |  |
| Bank Transfer              | Invoice (Credit Account User Only) | Yes     | ▲ ▼  |         |  |

Learn more about our [supported payment gateways](#).

### Site Security via SSL Certificates

SSL (Secure Socket Layer) certificates protect the data being transmitted and also help against malware infections. SSL is a must have for e-commerce website to offer a peace of mind to your customers. It is also a requirement for any form submitted which contains private information. If you use PayPal Website Payments Pro and the card payments are taken on your site, then you will need to comply to PCI requirements. PayPal has put together a [PCI Compliance website](#) on this matter.

We offer the below SSL certificates, including a dedicated IP address. The fee inclusive of certificate installation.

|  |  |
|--|--|
| <p>GlobalSign Alpha SSL (Basic SSL Certificate) - £49 pa</p> <ul style="list-style-type: none"> <li>\$1,000 underwritten warranty.</li> <li>Encrypted strength up to 256 bits.</li> <li>Dedicated IP address included.</li> </ul> <p><a href="#">Order Alpha SSL</a></p> | <p>GlobalSign Domain SSL - £60 pa</p> <ul style="list-style-type: none"> <li>\$10,000 underwritten warranty.</li> <li>Encrypted strength 128 to 256 bits.</li> <li>Dedicated IP address included.</li> </ul> <p><a href="#">Order Domain SSL</a></p> |
|--|--|

While it is not mandatory, you are advised to subscribed to SSL certificate. SSL protects data transmitting from your store to the payment gateway. Subscribed to SSL certificate will see a padlock symbol displayed next to your web address.

### 3.4.3 Discount Voucher

You can create unlimited discount vouchers in the control panel and email them to your prospective customers. You may also provide the discount code (Voucher ID) in sale invoices so that you customer will return for future purchase.

You can either create the Voucher ID yourself, or generate random Voucher IDs by clicking the 'Generate random voucher number' link at the bottom of the form. If you prefer cash discount, fill in the "Discount Amount" box and leave the "Percentage" box empty. The software deducts the quantity when a successful transaction takes place. If the quantity is set to 1, then the Voucher ID can only use once.

| Add Discount Vouchers <span style="float: right;">Back</span> |                   |                 |            |          |             |
|---|-------------------|-----------------|------------|----------|-------------|
| Voucher ID#   | Voucher Name      | Discount Amount | Percentage | Quantity | Expiry Date |
| Test1   | Testing Voucher 1 | £ 3.00          | %          | 10       | 2020-12-31  |
| Test2   | Testing Voucher 2 | £               | 15 %       | 8        | 2030-12-31  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |
|   |                   | £               | %          |          | yyyy-mm-dc  |

Submit [Generate random voucher number](#)

### 3.4.4 Shopping Cart Message

You can add some text, images or scripts, such as the sales conversion tracking code from Google, at the bottom of the shopping cart. Below highlighted shows an example of shopping cart message.

#### Shopping Cart

| Products               | Qty. | Total |
|------------------------|------|-------|
| Shopping Cart is Empty |      |       |

[Continue Shopping](#)

**UPDATE [16/4/2017]: New pricelist effective from 1 May 2017 is now available to download from Trade sections.**

To ensure maximum payment security, we have now integrated Barclaycard payment gateway to process credit/debit card transaction.

### 3.4.5 Checkout Form Fields

You can add additional form fields at checkout to prompt the buyer to enter specific information. For example, asking how the buyer hear about your store, or special delivery/packaging instructions. Example HTML codes for form field can be found in Knowledgebase.

## 3.5 General Configuration

### 3.5.1 Global Settings

#### *EU Cookie Law*

To comply with EU directives, you will need to ask each and every visitor to your store to accept your Cookie/Privacy Policy. We have installed a cookie acceptance button on your website, all you need to do is to create your Cookie Policy page and then activate the cookie bar. The cookie bar will appear at the bottom of the web browser. Learn more about Cookie Law at <https://www.cookie-law.org/the-cookie-law/>

#### *Mobile compatibility*

As much as 40% of internet users are now browsing internet and online shopping using smartphones, phablets and tablets. Activate Mobile Compatible function will adapt your website to the smaller screen of a mobile device that your potential customers are using. Note that not all templates are mobile compatible. Please check using a mobile device when changing to a new template.

#### *Short URL*

This function removes the trailing code of the web address of your store. For example, `http://www.demo.com/sample+product` is used instead of `http://www.democom/sample+product+PUIETXdBVE02a25jdmRXWjBGMlk`

As the Short URL is based on the title of your content, category and product pages, make sure your products, categories and contents do not use the same title. Otherwise, the software will pick the first page it finds on the database and may not be the correct page bearing the same web URL.

#### *Tax rates*

For businesses registered for VAT (value added tax) or GST (goods and services tax), you can use this function to set VAT/GST to your products. You can set up to four tax rates. This function make it easy for you to update the VAT/GST of all products when the rates change.

Once you have set up your tax rates, you can select the rate for your product, see Section 3.2.3.

#### *Currencies*

You can display up to 5 currencies, including the default trading currency, in your store. The default currency is the currency you will accept for your payment. Other currencies are for rate reference only. The exchange rates are updated daily from Google Finance and may not be accurate at the time your overseas customers pay you. You will continue to receive payment in your default currency even your customer has choose to view prices in another currency.

#### *Languages*

You can have up to five (5) languages for your store. Note that we only provide the facility but not the content in different languages. You will need to provide content in different languages you are using. For example, if you plan to have 5 languages in your store, you will have to write the description for each of your products in 5 different languages. Click the flag to enter language selected.

**Edit Content**
Back

Select Language:

Title:   Do not show title in page content

Special Tags: (sub-contents) Display all sub-contents grouped under this content page

### 3.5.2 Store Template































You can choose any e-commerce store template from our standard templates available for free. Simply select the template you want and click the submit button to save the template. You can change your store template from one to another at anytime without affecting your store information. The new layout may not work for the structure of your existing store template.

You can modify certain area of the standard template, for example increase the font size or add a background image, using CSS code in the "Look & feel" page. Please refer to Knowledgebase for example CSS code. However, if you need to change many things from the standard template, or you want to use a web designer to design your storefront layout, then use our custom template function.

The customise template function is intended for advanced user familiar with HTML and CSS scripting languages. To create a customise template, you can use a combination of HTML, CSS and Javascript. You will have to upload the CSS and JS files separately in the "Files & Images" page (see section 3.2.4). The customise template will not work in server-side programming languages, such as PHP, ASP and Phyton.

## Store Templates Customised Storefront Layout

Click thumbnail to view full size image.

|  |   |   |   |  |  |
|--|---|---|---|--|--|
| <br>Edit HTML code<br><input type="radio"/> Customised           | <br>View: HTML / CSS<br><input type="radio"/> abstract_blue     | <br>View: HTML / CSS<br><input type="radio"/> abstract_green    | <br>View: HTML / CSS<br><input type="radio"/> abstract_pink     | <br>View: HTML / CSS<br><input type="radio"/> circle_blue       | <br>View: HTML / CSS<br><input type="radio"/> circle_green     |
| <br>View: HTML / CSS<br><input type="radio"/> circle_pink       | <br>View: HTML / CSS<br><input type="radio"/> dimension_blood  | <br>View: HTML / CSS<br><input type="radio"/> dimension_coffee | <br>View: HTML / CSS<br><input type="radio"/> dimension_fog    | <br>View: HTML / CSS<br><input type="radio"/> dimension_forest | <br>View: HTML / CSS<br><input type="radio"/> dimension_navy  |
| <br>View: HTML / CSS<br><input type="radio"/> dimension_night   | <br>View: HTML / CSS<br><input type="radio"/> dimension_ocean  | <br>View: HTML / CSS<br><input type="radio"/> dimension_olive  | <br>View: HTML / CSS<br><input type="radio"/> dimension_orchid | <br>View: HTML / CSS<br><input type="radio"/> edge_aqualaris   | <br>View: HTML / CSS<br><input type="radio"/> edge_burningred |
| <br>View: HTML / CSS<br><input type="radio"/> edge_electrigreen | <br>View: HTML / CSS<br><input type="radio"/> edge_perfectpink | <br>View: HTML / CSS<br><input type="radio"/> edge_plushpurple | <br>View: HTML / CSS<br><input type="radio"/> edge_powderpink  | <br>View: HTML / CSS<br><input type="radio"/> edge_slimegreen  | <br>View: HTML / CSS<br><input type="radio"/> edge_sweetblue  |
| <br>View: HTML / CSS<br><input type="radio"/> explode_black     | <br>View: HTML / CSS<br><input type="radio"/> explode_grass    | <br>View: HTML / CSS<br><input type="radio"/> explode_roses    | <br>View: HTML / CSS<br><input type="radio"/> explode_sky      | <br>View: HTML / CSS<br><input type="radio"/> explode_steel    | <br>View: HTML / CSS<br><input type="radio"/> explode_wood    |

2 3 4 5 6 >

Submit

There are a number of special tags which you need to insert to the customise template to display information automatically. Special tags used in the header section (between <head> and </head> tags) of the HTML script are:

- {page\_title} – Title of the page, such as the product title.
- {meta\_description} – Meta property that summaries the web page.
- {meta\_keywords} – Meta property that lists unique keywords of the web page.
- {page\_script} – Additional header script as defined in the “Look & Feel” page (see Section 3.5.2)

Special tags used in the body (between <body> and </body> tags) of the HTML script are:

- {biz\_name} – Business name of your store
- {page\_header} – Page header as defined in the “Look & Feel” page (see Section 3.5.2)
- {top\_navigator} – Standard navigation links
- {menu\_left} – Left-hand-side menus as defined in the “Look & Feel” page (see Section 3.5.2)
- {menu\_right} – Right-hand-side menus as defined in the “Look & Feel” page (see Section 3.5.2)
- {page\_content} – Main content of the web page
- {page\_footer} – Page footer as defined in the “Look & Feel” page (see Section 3.5.2)

Please refer to the knowledgebase article for more information on customising or creating a store template.

If you are looking for someone to design your store, please contact us. We have a professional team that can create bespoke template for your business.

### 3.5.3 Look & Feel

The Look & Feel interface lets you configure the layout and structure of your store. The arrangement in the Look & Feel page is similar to your web store to help you plan your store layout. However, the end result is depends on the template you use.

‘Additional header script’ is for program script or HTML code only. It is not intended to place any text or picture here. Non-script content in the script section will affect the readability of your web pages in some browsers. You can enter third party JavaScript, such as Google Analytics, as well as inline CSS to customise your store.

‘Header, logo and banner’ is the top banner or header of your store. Use this to display your logo, text or banner. To use script here, click the <> icon to enter html, CSS or other browser-side script directly.

‘Top nagivation links’ are links appear above or below the header (banner/logo). By default, five navigation links are displayed – Homepage, Shopping Cart, Order Tracking, Sitemap and Contact Us. You can change these navigation links to different names and/or link to other pages.

‘Left-hand side menus’ and ‘Right-hand side menus’ are for displaying navigation links to content and category pages. You can also use the function to display images, visitor counter, social media links/scripts etc. By clicking the “Add new menu” link, you can add pre-installed menus, such as category listing (select Category Group 1-3), content listing (select Content Group 1-4), product search, mini shopping cart etc. If you are offering multi currencies and or multi languages in your store, add the currencies and languages menus here. You can sort the menus by moving the menu up and down, as well as across from left to right and vice versa (click Refresh link to see the changes).



'Main body – Product Listing Configuration' let you configure how you like to display your products. There is also a textbox in which you can place your social media script, eg. Facebook Like or Pinterst, to be displayed in each and every products in your store.

'Footer, copyright etc' is the footer of your store. Use this to display frequently used links, socil media etc.

## Storefront Look and Feel

Depending on the template you are using, the layout may not display as it should.


**Additional header script (script only between <head> and </head> tags)**

```
<style>
body { background: #372821; }
</style>
```

**Header, logo and banner**

File Edit Insert View Format Table Tools

Formats 11pt



Powered by TinyMCE

Words: 0

[Save All](#)

**Top Navigation Links**

Depending on template used, the top navigation links may appear above or below the header/banner. It is recommended to keep the navigation links to 5 as extra links will distort the layout of some templates. To change or add a navigation link, click the link and enter a link title and select the appropriate link to a page. To use an external link, select "External Link" from the list and enter link URL in text box provided. To remove a link, simply delete the link title and save changes.

[Homepage](#)
[Shopping Cart](#)
[Choc Creator](#)
[Sitemap](#)
[Contact Us](#)
[Add New Link](#)
[Add New Link](#)
[Add New Link](#)

Title:  Link to: --- Page Content ---

[Save All](#)

| Left-hand side menus  | Main body - Product Listing Configuration   | Right-hand side menus  |
|---|---|--|
| <p><b>Shop Information</b></p> <p>Homepage<br/>Contact Us</p> <p style="text-align: center;"> <span>↑</span> <span>↓</span> <span>↶</span> <span>↷</span> <span>✖</span> </p> <p>Add New Menu   Refresh</p> | <p>Number of Products Per Page: <input type="text" value="12"/></p> <p>Sort Product By: <span style="border: 1px solid #ccc; padding: 2px;">Popularity</span></p> <p>Allow user to sort products: <input checked="" type="radio"/> Yes <input type="radio"/> No</p> <p>Product Listing Layout:</p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; height: 60px;"> <!-- Type A layout --> </div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; height: 60px;"> <!-- Type B layout --> </div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; height: 60px;"> <!-- Type C layout --> </div> </div> <p><input checked="" type="radio"/> Type A <input type="radio"/> Type B <input type="radio"/> Type C</p> <p>Product Page Layout:</p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; height: 60px;"> <!-- Product Page Layout 1 --> </div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; height: 60px;"> <!-- Product Page Layout 2 --> </div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; height: 60px;"> <!-- Product Page Layout 3 --> </div> </div> | <p><b>Shopping Cart</b></p> <p>Shopping Cart is Empty.</p> <p style="text-align: center;"> <span>↑</span> <span>↓</span> <span>↶</span> <span>↷</span> <span>✖</span> </p> <p>Add New Menu   Refresh</p> |

### 3.5.4 Landing page

If activated, the “Landing page” will be the first page your customers will see. “Landing page” is useful for making special announcement, running a corporate video/flash, or filtering your visitors before they see your store content. The “Landing page” will only appear once for each browser session.

To activate the “Landing page”, tick the checkbox and enter relevant content to the text area. Don't forget also add a homepage link in the Landing page, so that your visitors can continue visiting your store.

### 3.5.5 Holiday setting

If activated, the “Holiday setting” page will be the only page your customers will see. “Holiday setting” is used when you are developing your store, or away for holiday etc. It acts as a holding page until you decide to let your visitors see more of your store content.

To activate the “Holiday setting”, tick the checkbox and enter relevant content to the text area.

### 3.5.6 Backup & Restore

You can backup your store information, including product information, category, content pages, sales record and customer record. Information is backed up in the database SQL format.

To restore your store information, or to copy information from a store in one account to another store in a separate account, simply upload the SQL file using the “Restore Data” function. If you would like to duplicate a store within the same account, use the duplicate function describes in section 2.2.

The “Reset Store” function will wipe out all information in your store and return it to the original state when you first create it. You are advised to backup all your store information before resetting your store. We may not able to restore your store after it has been reset.

---

#### Backup Database

---

Select database table you would like to backup:

---

#### Restore Data

---

Warning! Restore function will create new data/content to your database. If you have not delete the original content, the restore fuction will duplicate the content.

Please make sure you are using the SQL file you have previously backup from this server.

Select the SQL file you want to restore:  No file chosen

---

#### Reset Store

---

Warning! Reset function will delete all data/content from your database. You are advised to backup all your content before resetting. Once reset, your online store will revert to its initial state.

## 4 Domain Name and Mailboxes

### 4.1 Domain Configuration

A test URL will be issued when you added a new store, as shown below. It is for you to develop your store before you have your own domain name. A domain name serves as a human friendly name that identifies Internet Protocol (IP) resource.

`http://ww.eshop-systems.net/shop_id`

The shop\_id is the unique shop identity you used when you created your store.

You can use your own domain name, such as `www.yourstore.com` for your store. If you are not already having a domain name, you need to register one from domain name registrars, such as `123-reg.co.uk` or `names.co.uk` for UK users.

To use a domain name for your web store, make sure your domain name is active and both steps below are carried out.

1. Change the settings of your domain name pointing to our configuration. See below for further details.
2. Add the domain name to the control panel. Go to the "Domain Configuration" page and click the second icon under the "Actions" column to 'Park a domain'. See below for further details.

#### **Park a domain**

We are not a domain registrar and therefore unable to host your domain name on our system. You will have to host your domain name elsewhere by a domain registrar and change its setting to point your domain name to our server.

#### Domain Configuration

**Warning! Your store will cease working if you enter a domain name here without updating the domain name setting of your domain.**

Enter domain name: `http://`

Pointing Method:

- I have changed the name servers to ns1 and ns2.eshop-systems.net
- I have pointed an 'A record' to IP address 109.203.107.142

#### Domain Name

There are three ways to point your domain name to your store. If you opt for name servers option, please follow the steps below carefully:

##### Step 1.

Login to your domain control panel where you registered your domain name. Change the default name servers to the values below:

Primary name server: `ns1.eshop-systems.net`  
Secondary name server: `ns2.eshop-systems.net`

Wait for approx. 2 hours for the new setting to activate. This will take longer if you have just registered a new domain name. In some cases, the new setting can take up to 48 hours to propagate through the internet.

##### Step 2.

Enter your domain name in the text field provided here. If you are getting an error message saying your domain name servers is not pointing to this server. Please wait couple hours before trying again.

If you opt for an A record option, you can add a domain name here without previously set-up your domain DNS record. No mailbox will be provided in both A record pointing option. Recommended settings for A record:

@ A 109.203.107.142  
www A 109.203.107.142

There are two ways to point your domain name to your store:

- Change the name servers of your domain pointing to us. Use this option if you want us to host your domain emails. This is the most common method and you will be able to create multiple free mailboxes afterward.
- Add "A record" to your domain DNS to our IP address. Use this option if you want to use a sub-domain for your store or prefer to host your domain email elsewhere. For example, you can point `shop.yourdomain.com` to our IP address and let your customer access your store via [shop.yourdomain.com](http://shop.yourdomain.com) instead of [www.yourdomain.com](http://www.yourdomain.com). No mailbox will be provided with this option.

### Change domain setting

To change the domain's name servers. Login to your domain's control panel where you registered your domain name. Replace the default name servers with values below:

Primary name server: ***ns1.eshop-systems.net***

Secondary name server: ***ns2.eshop-systems.net***

It normally takes up to 2 hours for the new name servers to activate. This will take longer if you have just registered a new domain name. In some cases, the new setting can take up to 48 hours to propagate through the Internet. For more information, refer to Knowledgebase article.

You can check your domain's WHOIS record (public available information about your domain name) at <http://whois.domaintools.com>.

## 4.2 Mailbox Setup

You can add multiple mailboxes for each domain name you have parked on our server. To add a mailbox, click the 'Access to Mailbox' link at the side navigation menu, then click the 'Add New Email' link at the top right corner of the "Mailbox Configuration" page.

You will find the domain name you have already pointed to our system, as shown below. If no domain is presented, you cannot add any mailbox. A new mailbox will be activated within 2 hours, but sometimes it can take longer. Choose a mailbox size from 50MB to up to 500MB.

**Mailbox Configuration** Back

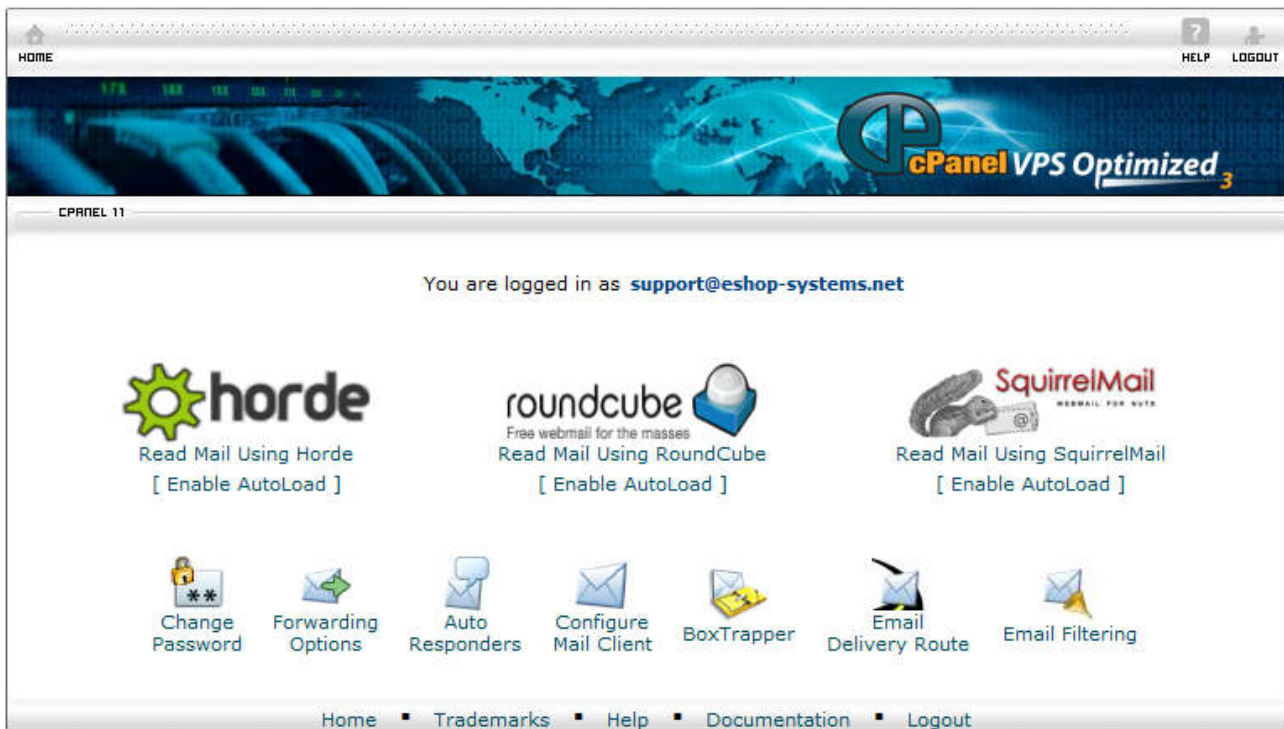
Email address:  @ shopeditor.com ▼

Login password:  (minimum 8 alpha-numeric characters)

Confirm password:

Mailbox size: 500 MB ▼

You can access to your email via our webmail at <https://www.eshop-systems.net/webmail>. The screenshot below shows the webmail interface which is powered by industrial leading cpanel software. There are 3 webmail services available, and a number of mail functions such as mail forwarding, auto responder and email filtering. To find out more, click the Help icon located at the top right corner.



Alternatively, you can setup email client on your desktop, such as Windows Live Mail, Microsoft Outlook, Thunderbird, Opera etc, as well as on your smart phone to send and receive emails. The following are settings for email clients:

*Mail Server Username:* Replacing @ sign in your email address with + sign. Example: test+test.com

*Incoming Mail Server:* mail.yourdomain.com

*Outgoing Mail Server:* mail.yourdomain.com (requires authentication) port 25

*Supported Incoming Mail Protocols:* POP3, POP3S (SSL/TLS), IMAP, IMAPS (SSL/TLS)

*Supported Outgoing Mail Protocols:* SMTP, SMTPS (SSL/TLS)

This information can be found in both the store control panel and the webmail.

# 5 Account Management

## 5.1 Account Profile

This page contains your business information, including phone and email address that we can contact you. The information here is used to generate invoice to you and is not shown to your customer. On the right-hand side column, 15 most recent invoices will be listed which you can print or download for your record.

| Account Profile                       |   | <a href="#">Upgrade Subscription</a> |
|---------------------------------------|---|--------------------------------------|
| Date Joined:                          | <input type="text" value="2009-08-28"/>                             | Recent Invoices                      |
| Account Status:                       | <input type="text" value="Active"/>                                 |                                      |
| Store Subscribed:                     | <input type="text" value="3"/> <a href="#">Upgrade Subscription</a> |                                      |
| Business Name:                        | <input type="text" value="Eshop Systems Demo"/>                     |                                      |
| Street Line 1:                        | <input type="text" value="123 Test Drive"/>                         |                                      |
| Street Line 2:                        | <input type="text"/>  |                                      |
| City:                                 | <input type="text" value="Test Town"/>                              |                                      |
| State/Province:                       | <input type="text" value="Testshire"/>                              |                                      |
| Post Code:                            | <input type="text" value="TE1 23ST"/>                               |                                      |
| Country:                              | <input type="text" value="United Kingdom"/>                         |                                      |
| Telephone:                            | <input type="text" value="01234567890"/>                            |                                      |
| Business Email:                       | <input type="text" value="support@eshop-systems.net"/>              |                                      |
| Alt. Contact:                         | <input type="text" value="eshop.apps@gmail.com"/>                   |                                      |
| <input type="button" value="Submit"/> |   |                                      |

## 5.2 Multiple Users Login

You can add multiple users, to login with different levels of access, to one or more websites created under the same account. While a moderator can access all web stores and perform account administration, a shopkeeper can manage only one or more stores he/she is permitted to. Shopkeeper and guest do not have access to the account profile.

| Update User Profile                   |  |   |
|---------------------------------------|--|---|
| Full Name:                            | <input type="text" value="Guest"/>   | <b>Email Address</b><br>Please make sure working email address is provided, and DO NOT use spam-protected email account, such as an AOL email account.<br><br><b>User Group</b><br>User group defined the level of access a user had within the control panel. Moderator can access to all shops and account profile including account renewal and termination; Shopkeeper and Guest do no have access to the account profile.<br><br><b>Permission</b><br>Permission is used to set the access of the selected user (Shopkeeper and Guest) to a particular shop or a number of shops. To set permission for more than one shop, press down the Ctrl key and select multiple shops. Shop-keeper can manage shop or a number of shops that he/she has permission to. Guest can only view the control panel of the selected shop or shops, but cannot edit any information. |
| Date of Birth:                        | <input type="text" value="01"/> <input type="text" value="Jan"/> <input type="text" value="2000"/>   |   |
| Login Email:                          | <input type="text" value="guest@store2go.net"/>  |   |
| Login Password:                       | <input type="password" value="....."/>   |   |
| Re-type Password:                     | <input type="password" value="....."/>   |   |
| User Group:                           | <input type="text" value="Guest (read only)"/> <ul style="list-style-type: none"> <li>Guest (read only)</li> <li>Moderator</li> <li>Shopkeeper</li> <li>Guest (read only)</li> </ul> |   |
| Permission:                           | <input type="text"/>   |   |
| <input type="button" value="Submit"/> |  |   |

### 5.3 Account Upgrade & Renewal

Our software calculates the remaining credit you may have on your account and carries it forward to the new subscription. The transaction will not proceed if the remaining credit in your account is more than the amount of the new subscription.

To renew your account, select the number of store you require before paying for the new subscription. If you want to reduce the number of store you have subscribed, first you need to delete the unwanted store from the store listing (see section 2.3). Inversely, if you need to add more stores to your account, subscribed to the number of stores required.

#### Upgrade Subscription

|                             |   |  |
|-----------------------------|---|--|
| Number of store subscribed: | <input type="text" value="2"/>          |  |
| Subscription expiry date:   | <input type="text" value="2017-09-07"/> |  |
| Remaining credit to-date:   | <input type="text" value="£ 0.00"/>     |  |

Select your options:

|                            |   |  |
|----------------------------|---|--|
| Number of stores required: | <input type="text" value="2"/>                |  |
| Subscription duration:     | <input type="text" value="12 months (-10%)"/> |  |
| New expiry date:           | <input type="text" value="2018-9-07"/>        |  |

Cost breakdown:

|                                |  |  |
|--------------------------------|--|--|
| Fee for the first store:       | £ <input type="text" value="8.99"/>          |  |
| Fee for each additional store: | £ <input type="text" value="6.99"/>          |  |
| Total subscription fees:       | £ <input type="text" value="172.58"/>        |  |
| Less credit brought forward:   | £ <input type="text" value="0.00"/>          |  |
| <b>Total payable today:</b>    | <b>£ <input type="text" value="172.58"/></b> |  |

Select payment option:

- PayPal Express Checkout
- Skrill (Credit Card)
- PayPal monthly subscription

**Remaining Credit**

Remaining credit from exiting subscription will be carried forward to the new subscription. If the remaining credit is more that the amount of the new subscription, only credit equals to the new subscription amount will be carried forward. No refund is available for any excess credit.

**Downgrading?**

If you want to reduce the number of store you have subscribed, first you need to delete the unwanted store from the store listing. Then, select the number of store your are required here, and pay for the new subscription.

**Checkout with PayPal**

We use PayPal as our payment processor so you can be sure that you are secured when you pay online. With PayPal, you can pay either using a credit or debit card, or from your PayPal account balance. If the total payable is less than £ 5.00 , the transaction will be aborted. **No refund after the initial 30 days free trial.**

**PayPal Subscription Service**

You can choose to pay the store subscription fee automatically on a monthly basis using the PayPal Subscription function. Simply click the "Subscribe" button, you will be redirected PayPal to set up the subscription service. The store subscription fee will be taken from your PayPal account every month, until you cancel it from your PayPal account.

We use PayPal and Skrill as our payment processor so you can be sure that you are secured when you pay online. With PayPal, you can pay using a credit/ debit card, or from your PayPal account balance. If the total amount is below a minimum threshold, the transaction will be terminated and no money will be taken from you. No refund is available for all payments.

PayPal monthly subscription will automatic take money from your PayPal account on monthly basis.

### 5.4 Account Termination

To terminate your account, please email us directly. There is no refund available for any remaining credit in your account. Your account and store information will be removed from our server 6 months after your subscription ends. During this time, you can at anytime login to your account and renew your subscription. Your new subscription will start from the day you make your payment. You will continue to receive our automatic renewal notification email on a monthly basis, unless you tell us to delete your account instantly.