



Getting Started Guide

# Getting Started With Web Store Design

# Getting Started with Web Store Design

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<b>1</b>	<b>Introduction</b>	<b>1</b>
<b>2</b>	<b>Configuring Your Storefront</b>	<b>1</b>
	Taxes	2
	Shipping	3
	Payment	4
	Products	5
	Publish	8
<b>3</b>	<b>Working with the Product Catalog</b>	<b>9</b>
	Working with Categories	9
	Working with Products	12
	Working with Product Images	14
	Working with the Media Gallery	17
<b>4</b>	<b>Setting Up Your Storefront to Process Orders</b>	<b>19</b>
	Configuring Tax Options	19
	Configuring Shipping Options	21
	Configuring Payment Options	28

# 1. Introduction

## **Welcome to Web Store Design.**

Compete with large, established online retailers! If you're like most small business owners, you're simply too busy to design and build the eCommerce system you need to compete on the Web.

But with Web Store Design, you don't have to worry — we do the hard part for you, quickly and professionally!

The Design Team knows what it takes to sell on the Web. Our designers will create an eye-catching Web store that provides a compelling shopping experience for your customers — all for less than you think. Once you stock your store and put the finishing touches on your setup, you'll be selling your products online in no time with a professional Web store.

Once you have completed the interview process and sent in your content, the Design Team will begin building your site. After your initial site build, you will be able to process orders, manage customers and monitor the inventory of your products.

# 2. Configuring Your Storefront

## USING THE QUICK-ACCESS BUTTONS TO CONFIGURE YOUR STOREFRONT

When you log in to your Web store, you are taken directly to the Home Page, where you can configure your online store and publish it to the Internet. Before you publish your store, Web Store provides quick-access buttons to help you set up the fundamentals of your storefront.



Each button helps you define key components of your storefront. You can go back at any time and add more products, categories, pictures, and other features.

### Before you Begin

You can save some time by collecting the following information.

#### Content Worksheet

Keep the content worksheet you completed handy for reference when completing the configuration.

#### Taxes

Know the tax rate applicable for your state. Most stores apply a state-based tax at the percentage determined by the state where the business is physically located.

#### Shipping

Have ready your UPS Online Tools account information. If you don't have one, you can quickly register or continue without an account.

#### Payment

Your PayPal Business email address. If you don't have a PayPal account, you can apply for one here. Also, you will need your merchant payment gateway account information. Again, if you don't have a payment gateway established, you can sign up for one here.

#### Product Catalog

This is where you will spend most of your time in building your storefront. It helps if you

have a list of your products, product categories, pictures of your products, and some marketing copy describing each product.

### **Publish**

Preview your site and confirm the accuracy of the content. When finished, your storefront will be live on the Internet.

Each time you make changes or update your Web store, you will need to publish it to make the new or updated information live. During the design phase of your Web Store build, you will not be able to publish your site. After the design is complete, you will be able to edit and publish your storefront as needed.

## **TAXES**

On the Establish Tax Options page, configure how to collect tax payments in your store. In most cases, this option only needs to be set once. When a shopper purchases an item, he or she is presented with a charge labeled *Taxes* as a line item in the order. Select a tax option, and then go to the **Store** tab to return to the Home Page.

### **No Tax**

Disables tax calculations on the storefront. Using this option, customers are not charged tax on orders. If you select No Tax, then the sub-total does not include a charge for tax.

### **Flat Tax**

Sets a single tax rate for all purchases. Using this option, customers are charged a flat tax rate based on a percentage rate you set. It is not necessary to include the "%" symbol.

### **VAT**

Sets a value added tax (VAT) percentage to each product sold in the storefront. Using this option, customers are charged a tax rate based on an amount you set for each product.



NOTE

If you select VAT, you must establish the VAT percentage on a product-by-product basis in the Product Editor page.

### **State-based Tax**

Sets a tax rate for orders varying by State or Postal Code. Using this option, the customer is charged the tax rate based on the shipping address associated with the order. For each State added, enter the valid two-letter State abbreviation. It is not necessary to include the "%" symbol when setting the Tax rate.



NOTE

Ask your attorney or accountant to verify the rules for collecting taxes based on online sales, since each state may have unique rules.

Click **Home** to return to the Home Page and select another option.

## SHIPPING

The Shipping Manager is where you configure the shipping options available to your customers. In most cases, this option only needs to be set one time. When the shopper purchases an item, he or she is presented with the shipping options you define on this page, and a charge labeled *Shipping* is included as a line item in the order.

It is important to accurately define the weight and dimensions of each product in the product catalog because those settings are used to determine the precise shipping fee to charge your customers.

Click **Enable** next to the shipping option(s) you want to offer, and then go to the next configuration page to define a handling fee, specific shipping options, and prices. Alternatively, click **Next** to move to the next step without selecting shipping options.



If you do not select a shipping option, then the sub-total does not include a shipping charge. To offer more than one shipping option, you can select both U.S. Postal Service and UPS.

### United States Postal Service

Selecting U.S. Postal Service (USPS) lets you provide your Web Store customers with shipping options from USPS, as well as include a handling fee to each order shipped via this method. You do not need to establish an account or register to use this option, and you can select this option in combination with other options.

Rates are determined by weight and are calculated in real-time, based on current shipping rates published by the USPS, with a minimum weight of 0.01 pounds. If the weight is less than the minimum, then the shipping charge is calculated using the minimum weight.

### UPS

Selecting UPS lets you provide your Web Store customers with shipping options using the UPS OnLine® Tools service. You must register to use this service, however, you do not need to actually establish an account. If you have an existing account or would like to take advantage of the UPS OnLine Tools service, you can do so in the registration process. You can select this option and other options.

Rates are determined by weight, with a minimum weight of 0.1 pounds. If the weight is less than the minimum, then the shipping charge is calculated using the minimum weight.

### Custom

The Custom option lets you charge shipping based on fixed or weight-based prices that you determine. Use this option when you want to collect a shipping fee but want to be

able to arrange the exact shipping method yourself. If you select the Fixed or Weight-based option, you cannot use any other carrier.

### Determine Shipping Options

**United States Postal Service** **ENABLE**

Provide shipping options from the United States Postal Service. Rates are determined by weight and are calculated in real-time, based on the most current shipping rate tables published by the USPS. The minimum weight is 0.01 pounds (lbs.). If the weight is less than the minimum, then the shipping charge is calculated using the minimum.

**UPS** **ENABLE**

Offer United Parcel Service (UPS) shipping services to your customers. You can use an existing account, create a new account, or proceed without opening an account. This program integrates with the UPS OnLine® Tools service offered by UPS. Rates are determined by weight, with a minimum weight of 1.0 pounds (lbs.). If the weight is less than the minimum, then the shipping charge is calculated using the minimum weight.

**Custom** **ENABLE**

Provide flat-rate, weight-based, or price-based shipping charges. You can charge your customers a flat rate for all shipping, charge a weight-based fee, or charge a fee based on the total order price. This option lets you collect fees for shipping costs without having to specify a particular shipping service. You can also use this option to specify a surcharge for shipping to Canada or APO/FPO locations.

**<< BACK** **NEXT >>**

Fig. 2.1 - Shipping Options.

## PAYMENT

The Payment Manager is where you configure the payment methods available to your customers. Generally, this option only needs to be set once. When the shopper purchases an item, he or she is presented with the payment options you define on this page.

To accept credit cards through your store, you must have an SSL certificate attached to your account. If your account is not secure (meaning you do not have an SSL certificate), you cannot select any of the payment gateway or POS credit card options.

Click **Enable** next to the payment methods you want to offer. You may need to enter account setup or configuration information for options that require additional information, and then click Save.



NOTE

You can select only one option from each section. When you enable a given payment method, all other payment methods within that section are disabled.

**Enable Payment Options** ?

Select the payment types you accept. You can select only one payment type from each category.

### PayPal

**PayPal Express™**

Pay fees only when you accept a payment. Your customers can use a new or existing PayPal account and keep their credit card information on PayPal's Web site.

**NOTE: Your customers must have a PayPal account to use this payment method.**

[Learn more](#)

**ENABLE**

**PayPal™**

Accept credit card, e-check, and Wallet transactions through PayPal. Avoid monthly charges and setup, cancellation, and gateway fees. Supports PayPal Instant Payment Notification (IPN). No merchant account is necessary and payments can easily be swept from your PayPal Premier or Business account to your bank account.

**NOTE: Your customers do not require a PayPal account to use this payment method.**

[Learn more](#)

**ENABLE**

**COD**

**COD**

Accept payment in cash, money order or certified check at the time the product is delivered to the customer.

**ENABLE**

**Print and Call**

**Print and Call**

**DISABLE**

Fig. 2.2 - Payment Options.

Click **Home** to return to the Home Page and select another option.

## PRODUCTS

Add products and build your product catalog in this section. Here, you can detail each product and define how it is presented on the storefront. You have many options when adding products to your catalog.



NOTE

Part Number, Title, and Short and Full Description information are required. Other options are set to a default of No and you can leave the list price at \$0.00 if you want.

**Manufacturer**

Select the manufacturer of the product you are adding. Click **Add Manufacturer** to add new manufacturers to the list.

**Part Number (SKU)**

Enter the part number for the product you are adding.

**Title**

Enter the product name as you would like it to display on your storefront.

**Short Description**

Enter a brief description (up to 250 characters) of the product.

**Full Description**

Enter the full, detailed description of the product.

**Taxable**

Select whether this is a taxable item.

**Featured**

Select whether this is a featured item, which displays on your storefront home page.

**Discontinued**

Select whether this is a discontinued item.

**Add to Google Product Search**

Select whether you would like this item to appear in a Google Product search.

**Inventoried**

Select whether this is an inventoried item. This option allows you to track your available inventory and to be alerted when it becomes low.

**Charge for Shipping**

Select whether you want to charge shipping on this item.

**Product Type**

Select whether this is a Standard, Downloadable, or Bundled item.

**List Price**

Enter the list price for this item. You can leave the list price at \$0.00.

**Category**

Select the category of the product you're adding. Click **Add Category** to add new categories to the list. You can group products into a single category, or in multiple categories.

**Images**

Upload images for each product using the new Media Gallery. For each product, you can display one image at a time using the One-Image option, or you can display up to five images per product with the new Multi-Image option.

### ► To Add Images to the Media Gallery

This feature also allows you to add titles and searchable keyword tags to your images.

1. From the Media Gallery, select the **Add Images** tab.
2. Click **Browse**.
3. On your local drive, locate the image(s) you want to upload, and click **Open**.



Select up to 20 images by holding the **CMD** key (Mac) or **CTRL** key (PC).

NOTE

4. (Optional) Update each image Title and add keyword Tags.
5. Click **Upload**.

### ► To Assign Images Using the One-Image Option

This option allows you to assign one image to each of the different display locations.

1. From the Media Gallery, select the **One-Image** tab.
2. For each of the three display options, click an image from the list of images, and then drag and drop it to the appropriate location.
3. Click **Save**.

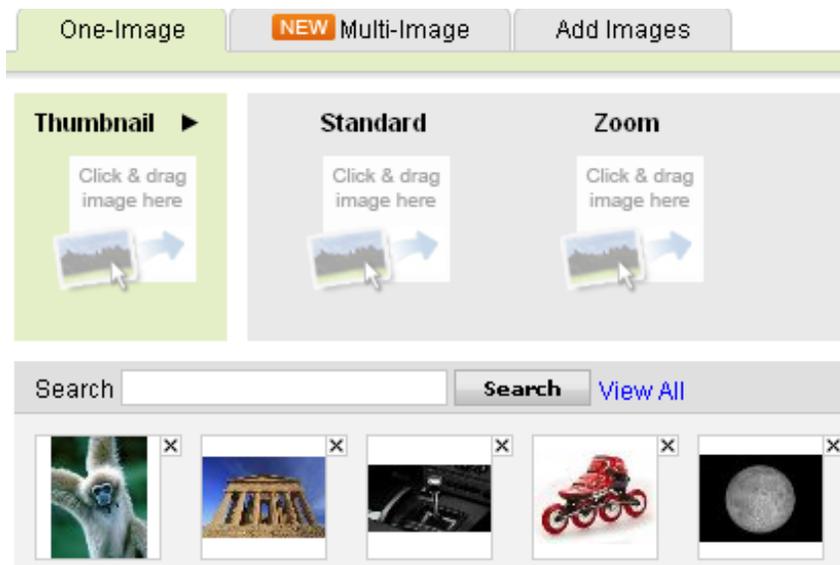


Fig. 2.3 - Media Gallery - One Image Option.

### ► To Assign Images Using the Multi-Image Option

This option allows you to assign up to five images to display with a single product.

1. From the Media Gallery, select the **Multi-Image** tab.

2. For each display location in the **Thumbnail** and the **Product Images** sections, click an image from the list of images, and then drag and drop it to the appropriate location.
3. Click **Save Product** to save the new product and add another.

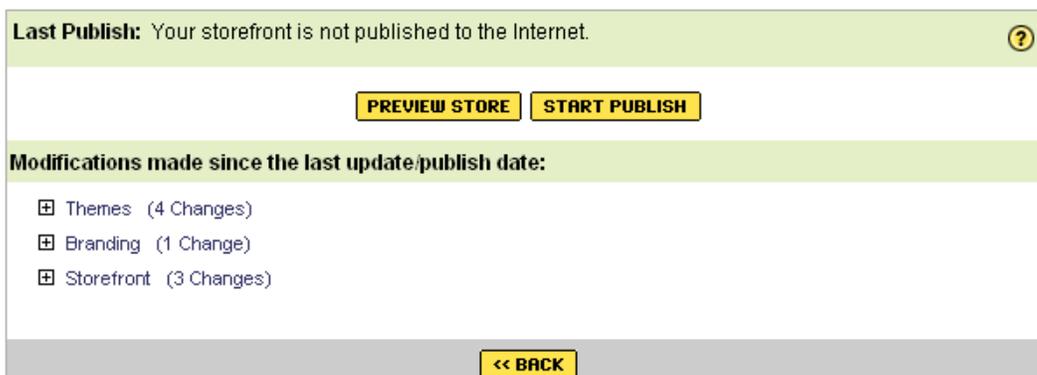
Once created, you can edit products at any time. You can further define each product and add more features using the advanced product form. From the Catalog menu, select **Products** to access the product editor page.

4. Click **Home** to return to the Home Page.

## PUBLISH

Publish is where you preview and publish your store. When you publish your store, it becomes available on the World Wide Web. However, it can take between 24-48 hours for the updated Web pages to be completely distributed over the Internet. This is simply a result of Domain Name Server (DNS) propagation and the amount of time it takes for any Web page to be made fully accessible on the Internet.

Click **Preview Store** to view a sample of your store before publishing. Click **Start Publish** to upload and publish your store. A status indicator displays the publishing progress. Once the publishing process is complete, click the link to your storefront shown on the bottom of the page to view your site.



The screenshot shows a status bar with a green background. On the left, it says "Last Publish: Your storefront is not published to the Internet." On the right, there is a yellow question mark icon. Below this bar are two yellow buttons: "PREVIEW STORE" and "START PUBLISH". Underneath these buttons is a section titled "Modifications made since the last update/publish date:" with a light green background. This section contains three items, each with a plus icon in a square: "Themes (4 Changes)", "Branding (1 Change)", and "Storefront (3 Changes)". At the bottom of the screenshot is a grey bar with a yellow button labeled "<< BACK".

Fig. 2.4 - End User License Agreement.

# 4 • Working with the Product Catalog

Detail your products and categories in the Product Catalog, including uploading pictures. To prepare for this process, it helps to have a list of your products and product categories, pictures of your products, and some marketing copy describing each product.

## WORKING WITH CATEGORIES

Categories are a means to organize the products in your product catalog. The Category page displays all the products assigned to the category and provides access to editing tools. You can create as many categories as you'd like and create subcategories within each category. Category tools are available in the Tasks menu



Fig. 4.1 - Tasks.

### ► To Add a Category

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** from the **Edit Site** column.
4. From the **Catalog** menu, select **Categories**.
5. From the **Tasks** menu, click **Add Product**.
6. In the **Category Information** section, complete the following information.

#### **Name**

Enter a name for the category (for example, Sale or Clearance).

#### **Parent Category**

If applicable, select a parent category under which to categorize this item.

#### **Short Description**

Add a short description to display below the product.

**Sort Order**

Select an order ranking for this item.

**Active**

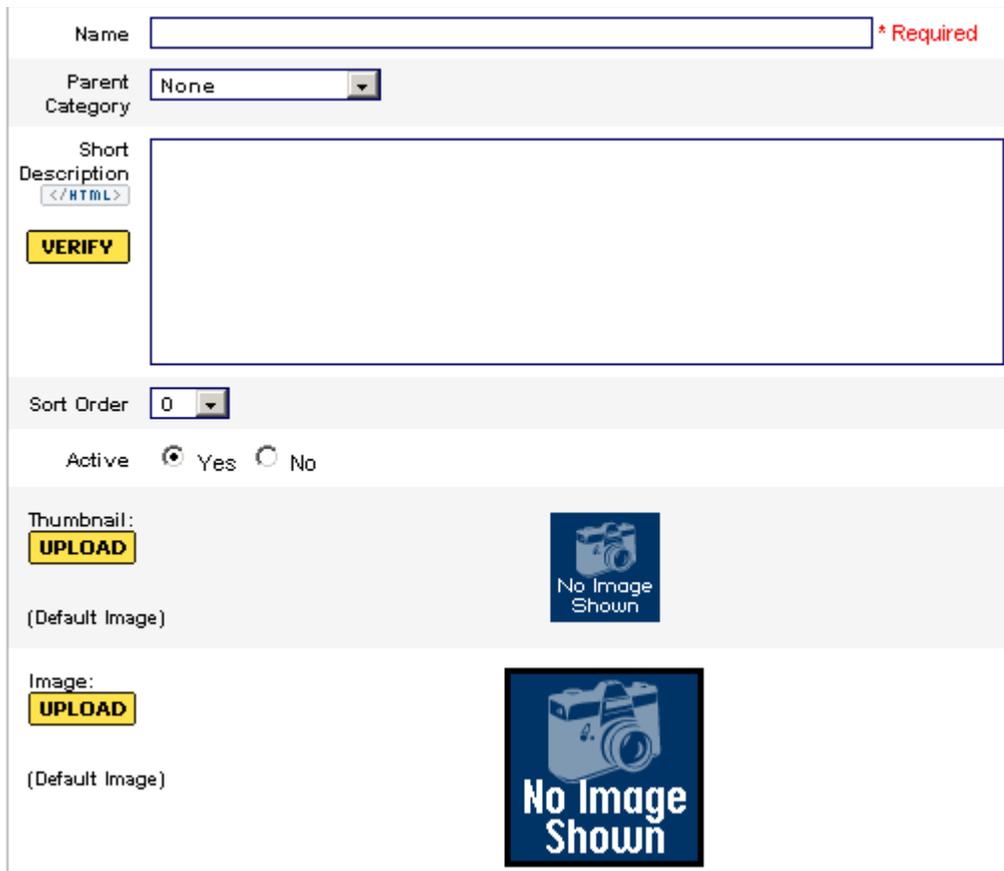
Select whether to display the item or not.

**Thumbnail**

Click **Upload** to select and upload an image to display as a clickable thumbnail to open the larger image.

**Image**

Click **Upload** to select and upload an image to display with the sale product listing, our products and categories



Name  \* Required

Parent Category

Short Description   
</HTML>

**VERIFY**

Sort Order

Active  Yes  No

Thumbnail: **UPLOAD**   
(Default Image)

Image: **UPLOAD**   
(Default Image)

Fig. 4.2 - Add a Product.

7. Click **Submit**.



NOTE

**NOTE:** You can add new categories and assign them from the **New Product** page as you are creating products.

### ► To Copy a Category

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** from the **Edit Site** column.
4. From the **Catalog** menu, select **Categories**.
5. Click the name of the category you want to copy.
6. From the **Tasks** menu, click **Copy Category**.
7. On the **Category Information** page, enter a new name for the copied category.
8. Click **Submit**.



**NOTE:** Copying a category lets you create a new category based on information from an existing one - all you have to do is change the name.

### ► To Edit a Category

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** from the **Edit Site** column.
4. From the **Catalog** menu, select **Categories**.
5. From the **Tasks** menu, click **Add Product**.
6. Click the name of the category you want to edit.
7. From the **Tasks** menu, click **Edit Category**.
8. In the **Category Information** section, edit the category as described on the page.
9. Click **Submit**.

### ► To Move a Category

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Catalog** menu, select **Categories**.
5. Click the name of the category you want to move.
6. From the **Tasks** menu, click **Move Category**.

7. On the **Select Category to Move** page, select the category to which you want the current one to be moved.
8. Click **Move Category**.

### ► To Delete a Category

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Catalog** menu, select **Categories**.
5. Click the name of the category you want to move.
6. From the **Tasks** menu, click **Delete Category**.
7. Click **Yes** to confirm.

## WORKING WITH PRODUCTS

Products are defined as the individual items you offer on your storefront and may include physical goods, digital downloads, and groups of products (called bundles). Defining products is the single most important, and time consuming, part of creating an online store.

You can add, edit, copy, or delete products and group them into single or multiple categories.

### ► To Add a Product

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Catalog** menu, select **Products**.
5. From the **Tasks** menu, click **Add Product**.
6. On the **Product** page, define the new product as described on the page.

#### **Category**

Select the Category with which you want to associate the product.

#### **Title**

Specify a title for the product.

#### **Part Number (SKU)**

Specify the product's part number. This number must be unique from all products.

Category: Any

Title:

Part Number(SKU):

Short Description:

Full Description:

Type: Any

Inventoried: Any

Featured Only: No

Status: Any

SEARCH CLEAR

Results Per Page 20 Showing 0 of 0

Title ▲	Part Number(SKU)	Type	Inventory	Actions
---------	------------------	------	-----------	---------

Fig. 4.3 - Add a Product.

**Short Description**

Enter a brief description (up to 250 characters) of the product.

**Full Description**

Enter the full, detailed description of the product.

**Type**

Select whether this is a Standard, Downloadable, or Bundled item.

**Inventoried**

Specify whether or not you are tracking the inventory for this product.

**Featured Only**

Select whether this is a featured item, which displays on your storefront home page.

**Status**

Select whether this is an Active or Discontinued item.

7. Click **Save Product** to add the product to your catalog, or click **Cancel** to exit without saving.

► **To Copy a Product**

1. From the **Catalog** menu, select **Products**.
2. Click **Copy** next to the product you want to copy.
3. On the **Product** page, add a new **Part Number (SKU)** to the product information.
4. Make any other changes to the product information.
5. Click **Save Product**.



NOTE

**NOTE:** You can also copy a product directly from the **Tasks** menu in the **Product** page.

► **To Edit a Product**

1. From the **Catalog** menu, select **Products**.

2. Click the **Edit** icon next to the product you want to modify, or double-click the product name.
3. On the **Product** page, edit the product accordingly.
4. Click **Save Product**.

#### ► To Delete a Product

1. From the **Catalog** menu, select **Products**.
2. Click **Delete** next to the product you want to remove.
3. Click **Yes** to confirm.



**NOTE:** An alternative to deleting products is to select Yes for the Discontinued option on the Product page.

## WORKING WITH PRODUCT IMAGES

Using the Media Gallery, you can upload and display up to five images with each product in your catalog.

You can display one image at a time using the **One-Image** option, or you can display up to five images per product with the new **Multi-Image** option. Upload images in the **Add Images** section when you are assigning images to a specific product.

### Assigning Images to a Product

You can assign different images to display with each product. On a product's Media Gallery page, you can assign images to the product using either the **One-Image** or the **Multi-Image** option. There are three locations where product images display: Thumbnail, Standard, and Zoom.

#### Thumbnail

Displays the thumbnail image next to the product on your **Products** page and also when the product is presented as a Featured Item. Click the arrow in the Thumbnail setting section to set the thumbnail Display Options as **Scale to fit** or **Full size**.

**Scale to fit** - Displays a 60x60 version of the image.

**Full size** - Displays a full-size version of the image. An original image cannot be larger than 1024x768 pixels. If it exceeds this size, we scale it down. Additionally, the size that the image displays on the storefront is affected by the containing element. For example, if the storefront section in which the image displays has a maximum size of 256x256 pixels, the original image will be constrained to fit into that 256x256 box.



**NOTE:** When the Category Page Style 3 is selected, the Standard Image (175x175) is used if the product is in One-Image mode; if the product is in Multi-Image mode, a 175x175 version of the Thumbnail is used.

### **Standard**

Displays the image no larger than 175x175 pixels on the product detail page.

### **Zoom**

Displays the full-size image in a new window when the Standard image is clicked.



**NOTE:** The system does not automatically increase the displayed size of the image. To effectively use the Zoom feature, you must upload a larger version of the image.

## ► **Using the One-Image Option**

This option allows you to assign one image to each of the different display locations.

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Catalog** menu, select **Products**.
5. Click the **Assign Images** icon next to the product you want to update.
6. If necessary, click **Close** to continue to the Media Gallery.
7. Select the **One-Image** tab.
8. For each of the three display options, click an image from the list of images, and then drag and drop it to the appropriate location.
9. Click **Save**.

## ► **Using the Multi-Image Option**

This option allows you to assign up to five images to display with a single product. Log in to your Account Manager.

1. In the **My Products** section, click **Design Services**.
2. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
3. From the **Catalog** menu, select **Products**.
4. Click the Assign Images icon next to the product you want to update.
5. If necessary, click **Close** to continue to the Media Gallery.
6. Select the **Multi-Image** tab.

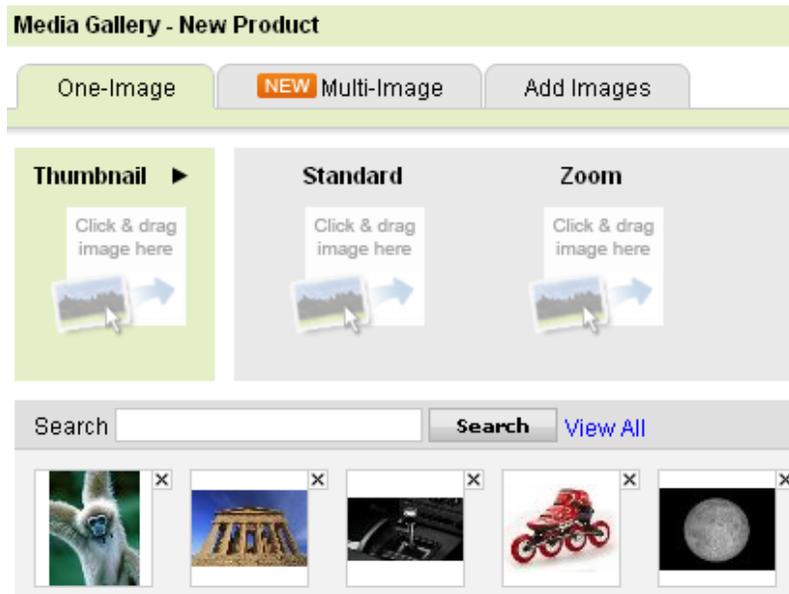


Fig. 4.4 - One-Image Option.

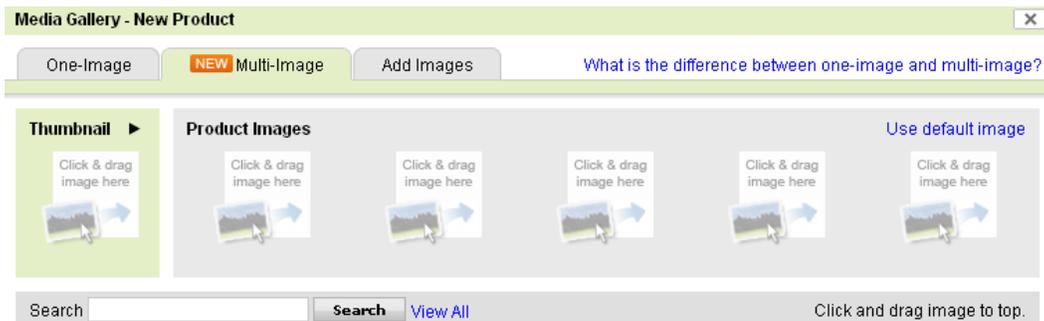


Fig. 4.5 - Multiple-Image Option.

7. For each display location in the **Thumbnail** and the **Product Images** sections, click an image from the list of images, and then drag and drop it to the appropriate location.
8. Click **Save**.

### ► Using the Add images Feature

While you can upload images directly to your Media Gallery from the Storefront menu, you can also add them to your Media Gallery when assigning images to a specific product. This feature also allows you to add titles and searchable keyword tags to your images.

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.

4. From the **Catalog** menu, select **Products**.
5. Click the **Assign Images** icon next to the product you want to update.
6. If necessary, click **Close** to continue to the Media Gallery.
7. Select the **Add Images** tab.
8. Click **Browse**.
9. On your local drive, locate and select the image(s) you want to upload, and click **Open**.



**NOTE:** You can select up to 20 images by holding the CMD key (Mac) or CTRL key (PC).

10. (Optional) Update each image **Title** and add keyword **Tags**.
11. Click **Upload**.

## WORKING WITH THE MEDIA GALLERY

Using the Media Gallery, you can display one image at a time using the **One-Image** option, or display up to five images per product with the **Multi-Image** option. Upload images directly to your **Media Gallery** under the **Storefront** menu.

### Uploading Images to Your Media Gallery

You can upload up to 20 images at a time directly to your Media Gallery. You also have the option to add to each image a title and searchable keyword tags.

#### ► To Upload Images to Your Media Gallery

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Storefront** menu, select **Media Gallery**.
5. Click **Upload Images**.
6. On your local drive, locate and select the image(s) you want to upload, and click **Open**. Select multiple images by holding the **CMD** key (Mac) or **CTRL** key (PC).
7. (Optional) Update each image **Title** and add keyword **Tags**.
8. Click **Save**.

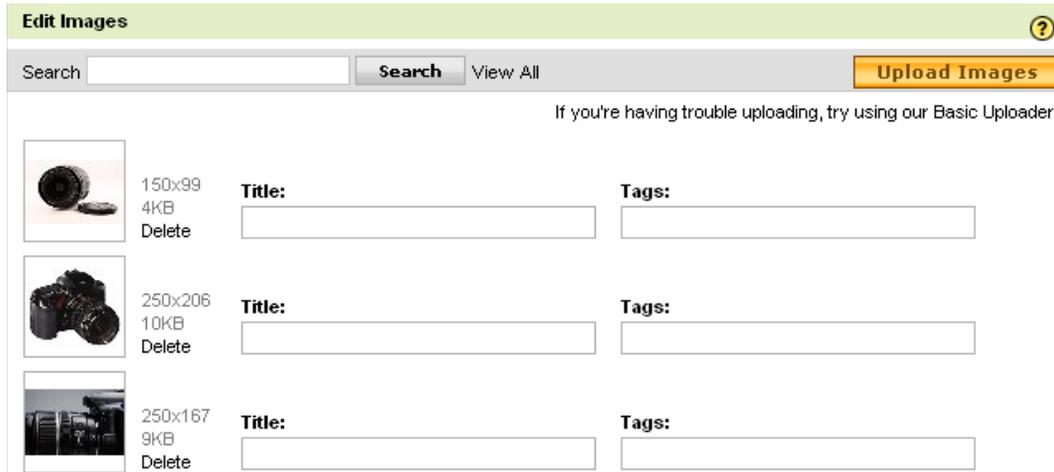


Fig. 4.6 - Media Gallery.



**NOTE:** Images uploaded on the Storefront Information page or on the Default Product Images page, are added to the Media Gallery.

## Locating Images in Your Media Gallery

If you want to update the information for a specific image, locate the image by scrolling through all uploaded images or search for an image by title or keyword.

### ► To Locate Images in Your Media Gallery

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Storefront** menu, select **Media Gallery**.
5. Click **Upload Images**.
6. On your local drive, locate and select the image(s) you want to upload, and click **Open**. Select multiple images by holding the **CMD** key (Mac) or **CTRL** key (PC).
7. (Optional) Update each image **Title** and add keyword **Tags**.
8. Click **Save**.



**NOTE:** Images uploaded on the Storefront Information page or on the Default Product Images page, are added to the Media Gallery.

# 5. Setting Up Your Storefront to Process Orders

Processing your orders in Web Store involves setting up payment methods, shipping options, and sales tax collection. In most cases, you need to configure these options only once. You can, however, edit these options at any time.

## CONFIGURING TAX OPTIONS

Use the Tax Manager to configure how you collect tax payments on your storefront. When a shopper purchases an item, he or she is presented with a "Taxes" charge as part of the total order charges. If you select No Tax, then the subtotal does not include a tax charge.

### ► To Configure Tax Options

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Processing** menu, select **Taxes**.
5. Select a tax option:

#### **No Tax**

Disables tax calculations on the storefront. Using this option, customers are not charged tax on orders.

#### **Flat Tax**

Sets a single tax rate for all purchases. Using this option, customers are charged a flat tax rate based on a percentage rate you set. It is not necessary to include the "%" symbol when setting the Tax rate.

#### **VAT**

Sets a value added tax (VAT) percentage to each product sold in the storefront. Using this option, customers are charged a tax rate based on an amount you set for each product.



**NOTE:** If you select **VAT**, you must establish the VAT percentage on a product-by-product basis in the **Product Editor** page.

### State-based Tax

Sets a tax rate for orders varying by Country, State, or Postal Code. Using this option, the customer is charged the tax rate based on the shipping address associated with the order. For each State added, enter the valid two-letter State abbreviation. It is not necessary to include the "%" symbol when setting the Tax rate.



**NOTE:** Ask your attorney or accountant to verify the rules for collecting taxes based on online sales, since each state may have unique rules.

- Click **Save** to save your tax settings.

Establish Tax Options <span style="float: right;">?</span>	
<input type="radio"/> <b>No Tax</b>	Select this option to disable tax calculations on the storefront. Using this option, the customer is not presented with tax charges for any purchase. Laws on e-Commerce change often, so be sure to get the advice of a tax accountant or attorney.
<input checked="" type="radio"/> <b>Flat Tax</b>	<p>Enter the Flat Tax rate (as a percentage), and check the Tax Shipping box if the tax should also be applied to any shipping charges included on the order.</p> <p>Flat Tax <input type="text" value="3"/> %      Tax Shipping <input type="checkbox"/></p>
<input type="radio"/> <b>VAT</b>	Select this option to specify a value added tax (VAT) percentage to each product sold in your storefront. Using this option, the customer is presented with tax charges based on the defined VAT rate. You assign the VAT percentage on a product by product basis in the product editor page for each product.
<input type="radio"/> <b>State-based Tax</b>	Select this option to specify the amount of tax to charge customers according to defined state-based tax rates. Using this option, the customer is charged the tax rate based on the shipping address associated with the order.

**<< BACK**

**NEXT >>**

Fig. 3.1 - Tax Options.

## CONFIGURING SHIPPING OPTIONS

You can provide your customers with a range of convenient shipping options. When a shopper purchases an item, he or she is presented with the shipping options you define, and a charge labeled *Shipping* is included as a line item in the order. If you do not select a shipping option, then the sub-total does not include a shipping charge.

Let your customers select from any number of options provided by USPS and UPS. If you prefer, you can offer free shipping with all orders by disabling all shipping methods, or calculate shipping charges on a weight-based or price-based means by enabling Custom shipping. Use this Custom option when you want to collect a shipping fee but want to be able to arrange the exact shipping method yourself. To offer more than one shipping option, you can select both U.S. Postal Service and UPS.

**Determine Shipping Options**

**United States Postal Service** **ENABLE**

Provide shipping options from the United States Postal Service. Rates are determined by weight and are calculated in real-time, based on the most current shipping rate tables published by the USPS. The minimum weight is 0.01 pounds (lbs.). If the weight is less than the minimum, then the shipping charge is calculated using the minimum.

**UPS** **ENABLE**

Offer United Parcel Service (UPS) shipping services to your customers. You can use an existing account, create a new account, or proceed without opening an account. This program integrates with the UPS OnLine® Tools service offered by UPS. Rates are determined by weight, with a minimum weight of 1.0 pounds (lbs.) If the weight is less than the minimum, then the shipping charge is calculated using the minimum weight.

**Custom** **ENABLE**

Provide flat-rate, weight-based, or price-based shipping charges. You can charge your customers a flat rate for all shipping, charge a weight-based fee, or charge a fee based on the total order price. This option lets you collect fees for shipping costs without having to specify a particular shipping service. You can also use this option to specify a surcharge for shipping to Canada or APO/FPO locations.

**<< BACK** **NEXT >>**

Fig. 3.2 - Shipping Options.

### Using U.S. Postal Service

Selecting U.S. Postal Service (USPS) lets you provide your Web Store customers with shipping options from USPS, as well as include a handling fee to each order shipped via this method. You do not need to establish an account or register to use this option, and you can select this option in combination with other options.

Rates are determined by weight and are calculated in real-time, based on the most current shipping rate tables published by the USPS. The minimum weight is 0.01 pounds. If the weight is less than the minimum, then the shipping charge is calculated using the minimum.

### ► To Offer USPS Shipping

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Processing** menu, click **Shipping**.
5. Select **Enable** for the **United States Postal Service** option.
6. In the **Handling Fee** field, enter a handling fee or enter 0.00 to not charge a handling fee.
7. In the **Shipper's Postal Code** field, enter your postal code.
8. From the **Rate Method** area, select an option for packaging your products.



**NOTE:** If you select to ship multiple products in the same package, you need to configure the maximum weight and size you use. Items are packed automatically based on declared item volume and declared box volume. Items exceeding max box weight or size ship separately.

9. Select the shipping options to provide your customers. You can select one or all available options. If you select USPS Priority Mail® Flat Rate shipping, Web Store combines the ordered items to be shipped in an official USPS Priority Flat-Rate shipping box.
10. Click **Save**.

#### Configure Shipping for United States Postal Service

##### Shipping Rules

<b>Handling Fee</b>	<input type="text" value="1.00"/>
<b>Shipper's Postal Code</b>	<input type="text" value="85555"/>
<b>Rate Method</b>	<input type="radio"/> Multiple products ship in the same package <input checked="" type="radio"/> Each product ships in a separate package

##### Shipping Options

<input checked="" type="checkbox"/>	Priority Mail®
<input type="checkbox"/>	Priority Mail® Flat Rate
<input checked="" type="checkbox"/>	Parcel Post®
<input checked="" type="checkbox"/>	Express Mail®
<input type="checkbox"/>	First-Class Mail®

Fig. 3.3 - U.S. Postal Service Shipping Options.

## Using UPS

Selecting UPS lets you provide your Web Store customers with shipping options using the UPS OnLine® Tools service. You must register to use this service, however, you do not need to actually establish an account. If you have an existing account or would like to take advantage of the UPS OnLine Tools service, you can do so in the registration process. You can select this option and other options.

Rates are determined by weight, with a minimum weight of 0.1 pounds. If the weight is less than the minimum, then the shipping charge is calculated using the minimum weight.

### ► To Offer UPS Shipping

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Processing** menu, click **Shipping**.
5. In the **UPS** area, click **Enable**. The UPS OnLine Tools Licensing & Registration Wizard displays.
6. Click **Next**.
7. Accept the license agreement by selecting **Yes, I Do Agree** at the bottom of the agreement, and then click **Next**.
8. Enter your contact information, and click **Next**.



**NOTE:** You can add your existing UPS customer number in the appropriate field or leave blank.

9. Click **Next**.
10. In the Shipping Rules section, enter the following information:
  - Handling Fee**  
Enter a handling fee or enter 0.00 to charge no handling fee.
  - Shipper's Postal Code**  
Enter your postal code.
  - Pickup Type**  
Select an option for picking up packages.
  - Primary Customer**  
Select the primary customer.
  - Rate Method**  
Select an option for packaging your products.

Shipping Rules	
Handling Fee	<input type="text" value="4.00"/>
Shipper's Postal Code	<input type="text" value="85207"/>
Pickup Type	<input type="text" value="Daily Pickup"/>
Primary Customer	<input type="text" value="Residential"/>
Rate Method	<input type="radio"/> Multiple products ship in the same package <input checked="" type="radio"/> Each product ships in a separate package
Shipping Options	
<input checked="" type="checkbox"/>	UPS Ground
<input checked="" type="checkbox"/>	UPS 2nd Day Air®
<input checked="" type="checkbox"/>	UPS 3 Day Select®
<input checked="" type="checkbox"/>	UPS Next Day Air®

Fig. 3.4 - UPS Shipping Options.



NOTE

**NOTE:** If you select to ship multiple products in the same package, you must configure the maximum weight and size you can use. Items are packed automatically based on declared item volume and declared box volume. Items exceeding max box weight or size ship separately.

11. Select the shipping options to provide your customers. You can select one or all available options.
12. Click **Save**.

## Setting Custom Options for Price-Based Shipping

Price-based shipping charges are included in the order sub-total. The shipping fee is calculated in Web Store by a combination of factors, such as whether there's a handling fee and the amount of the entire order.

### ► To Set Custom Options for Price-Based Shipping

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Processing** menu, click **Shipping**.
5. In the **Custom** area, click **Enable**.



NOTE

**NOTE:** This action disables other shipping options, such as USPS or UPS.

6. Select **Order Total** and then set the price limits and shipping charges.  
In the **Min. Amount** field, specify the minimum price for the shipping charge.  
In the **Max. Amount** field, specify the maximum price for the shipping charge  
In the **Fee** field, enter the shipping amount.  
To add another row, click **Add**.  
To delete a row, click **X** for the row you want to delete.
7. In the **Fees** area, specify the handling charges, if any.
8. In the **Postal-Code Surcharges** area, specify your surcharges by postal code.  
In the **Country field**, select the country you want to add a surcharge for.  
In the **Postal Code** field, enter the postal code you want to add a surcharge for.  
In the **Amount** field, specify the surcharge you want to charge.  
To add another row, click **Add**.  
To delete a row, click **X** for the row you want to delete.
9. In the **Region Surcharges** field, specify your surcharges by region.  
In the **Country** field, select the country you want to add a surcharge for.  
In the **State** field, select the state you want to add a surcharge for.  
In the **Amount** field, specify the surcharge you want to charge.  
To add another row, click **Add**.  
To delete a row, click **X** for the row you want to delete.
10. Click **Save**.

## Setting Custom Options for Weight-Based Shipping

Price-based shipping charges are included in the order sub-total. The shipping fee is calculated in Web Store by a combination of factors, such as whether there's a handling fee and the amount of the entire order.

### ► To Set Custom Options for Weight-Based Shipping

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Processing** menu, click **Shipping**.
5. In the **Custom** area, click **Enable**.

### Custom Shipping

Custom Shipping pricing lets you define the cost for shipping each product or multiple products in a single order. To establish fixed-rate shipping, calculate shipping based on order weight or order total and configure the minimum and maximum values to cover a broad range outside the likely range for any purchase (e.g. 1.0 to 1000 lbs.). Any order outside this range will generate a \$0 shipping charge. When defining the ranges, the minimum value is inclusive to the shipping charge and the maximum value is exclusive.

To establish weight-based shipping, calculate shipping based on order weight and define the charge to assess for each weight range. To establish price-based shipping, calculate shipping based on order total and define the charge to assess for each price range.

#### Shipping Rules

Calculate Shipping Based on:  Order Weight  Order Total

Calculate Shipping For:  Each Product  Entire Order

#### Shipping Options

Row:	Min. Amount (\$):	Max. Amount (\$):	Fee (\$):	
1	10.00	100.00	\$ 10.00	<input type="button" value="X"/>
<input type="button" value="ADD"/>				

Fig. 3.5 - Custom Shipping.



**NOTE:** This action disables other shipping options, such as USPS or UPS.

NOTE

6. Select **Order Weight** and then specify whether you want to charge for each product or for the entire order.
7. In the **Shipping Options** area, configure your shipping charges:
  - In the **Min. Weight** field, specify the minimum amount of weight for the shipping charge.
  - In the **Max. Weight** field, specify the maximum amount of weight for the shipping charge.
  - In the **Fee** field, enter the shipping amount.
  - To add another row, click **Add**.
  - To delete a row, click **X** for the row you want to delete.
8. In the **Fees** area, specify the handling charges, if any.
9. In the **Postal-Code Surcharges** area, specify your surcharges by postal code.

In the **Country field**, select the country you want to add a surcharge for.

In the **Postal Code** field, enter the postal code you want to add a surcharge for.

In the **Amount** field, specify the surcharge you want to charge.

To add another row, click **Add**.

To delete a row, click **X** for the row you want to delete.

10. In the **Region Surcharges** field, specify your surcharges by region.

In the **Country** field, select the country you want to add a surcharge for.

In the **State** field, select the state you want to add a surcharge for.

In the **Amount** field, specify the surcharge you want to charge.

To add another row, click **Add**.

To delete a row, click **X** for the row you want to delete.

11. Click **Save**.

## CONFIGURING PAYMENT OPTIONS

Providing your customers with a convenient and secure way to purchase your goods is a key ingredient in building an effective online store. Web Store supports a number of different payment methods, including credit cards, PayPal®, PayPal Express®, personal checks, cash, purchase orders, and cash on delivery (COD). Credit card processing is supported through online processing (through a payment gateway), as well as through point of sale (POS) processing through your existing processing account.



NOTE

**NOTE:** To accept credit cards through your store, you must have an SSL certificate attached to your account. If your account is not secure (meaning you do not have an SSL certificate), you cannot select any of the payment gateway or POS credit card options.

### Enabling Payment Options

Web Store allows you to collect payment from your storefront customers via a variety of methods.

#### ► To Enable Payment Options

1. Log in to your Account Manager.
2. In the **My Products** section, click **Design Services**.
3. In the account list, locate the account you want to use and click **Launch** in the **Edit Site** column.
4. From the **Processing** menu, select **Payments**.
5. Click **Enable** next to the payment types you accept. You can select only one payment type from each category.

### PayPal

#### **PayPal®**

Start accepting credit card payments instantly with a PayPal account. You are not required to have an SSL Certificate, payment gateway, or merchant account.

#### **PayPal Express®**

PayPal Express® is a payment solution that seamlessly integrates with your existing checkout process. Your customers proceed through your checkout path and are directed to the PayPal site to complete payment and are then returned to your site.

### COD

#### **Cash On Delivery (COD)**

Collecting money through the tried and true "Cash on Delivery" method is simple and a great option for customers who are unable, or unwilling, to provide credit card information online.

## Print and Call

### Print and Call

Web Store provides a "Print and Call" option that lets customers print their orders and then call you to arrange payment. You can then open the order and enter the payment method and terms that you and the customer have agreed to. This option is a convenient and flexible way to enable you to decide specific payment terms on a case-by-case basis with your customers.

## Credit Card Merchant Services

### Credit Cards with Online Processing

To process credit cards online so that the money is deposited automatically into your bank account, you need an SSL Certificate for your online store, a payment gateway, and a merchant account. Payment gateways authorize the transaction and handle how the funds move from a credit card account to your bank. A merchant account is essentially your business account where the money is deposited.

Web Store integrates with five popular payment gateway providers: **Chase Paymentech**, **Innovative**, **Authorize.net**, **VeloCT**, and **QuickBooks Merchant Services**.

When customers use a credit card to purchase items from your store, payments are pre-authorized. You must manually accept the payment from the Order Details screen by clicking Capture Funds.

### Point of Sale (POS) Credit Cards

To process credit cards offline (manually) through a Point of Sale (POS) credit card swipe or number entry terminal, you need an SSL Certificate for your online store along with the POS credit card terminal and an account with a card processing company.



NOTE

**NOTE:** Current credit card regulations do not allow us to store the Card Verification Value (CVV) codes with credit card information in our database for use with Point of Sale transactions. For more information, see [Why can't I capture the CVV code for credit cards for Point of Sale transactions?](#)

6. From the **Tasks** menu, click **Select Category Page Style**.
7. On the **Select Category Page Style** page, select a layout style.
8. Click **Save**.



NOTE

**NOTE:** To preview a particular category page style, click the style thumbnail. The current layout style is shown in the Current Selection menu.

**Enable Payment Options**
?

Select the payment types you accept. You can select only one payment type from each category.

## PayPal

**PayPal Express™**

Pay fees only when you accept a payment. Your customers can use a new or existing PayPal account and keep their credit card information on PayPal's Web site.

**NOTE: Your customers must have a PayPal account to use this payment method.**

[Learn more](#)

**ENABLE**

**PayPal™**

Accept credit card, e-check, and Wallet transactions through PayPal. Avoid monthly charges and setup, cancellation, and gateway fees. Supports PayPal Instant Payment Notification (IPN). No merchant account is necessary and payments can easily be swept from your PayPal Premier or Business account to your bank account.

**NOTE: Your customers do not require a PayPal account to use this payment method.**

[Learn more](#)

**ENABLE**

## COD

**COD**

Accept payment in cash, money order or certified check at the time the product is delivered to the customer.

**ENABLE**

## Print and Call

**Print and Call**

Lets the customer place his or her order, then print a receipt so they can provide you with payment information by telephone.

**DISABLE**

## Credit Card: Merchant Service

**Accept Credit Cards**

Secure data and transactions! Show customers they can do business with you safely. Keep transactions with your Web site secure. An SSL certificate is required to accept credit cards online (unless you only use PayPal for credit card transactions) and offline through your own credit card swipe machine.

**You have unused SSL Certificate credits.**  
[Attach an SSL to your storefront.](#)

After your SSL certificate has been successfully applied to your Quick Shopping Cart® storefront, return to this page to set up credit card options.

**<< BACK**

**NEXT >>**



Fig. 3.6 - Enable Payment Options.