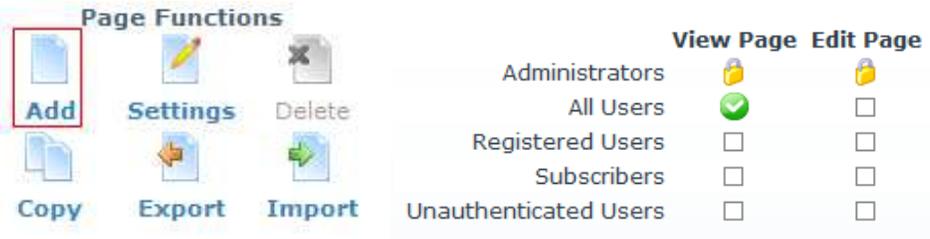


Chapter 1: Configuring the Store

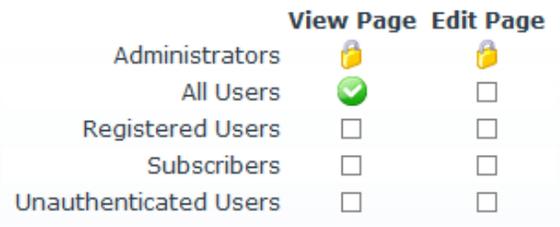
First: Creating Pages and Setting Permissions

NOTE: DO NOT PLACE ALL MODULES ON ONE PAGE!

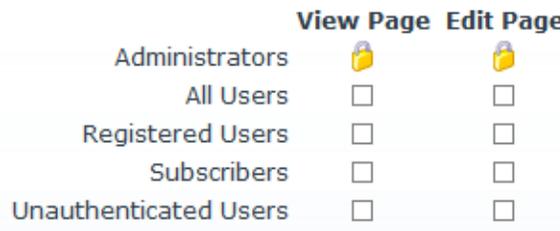
1. Create a new page for the Storefront, name it as you want (suggest Storefront, Catalog, Products, Buy, etc), and allow access to “All Users”.



2. Create a new page for My Account, name it as you want, and allow access to everybody.



3. Create a new page for the Store Admin, name it as you want, and restrict access to Admin Group only.



Second: Adding the Store Modules

NOTE: DO NOT PLACE ALL MODULES ON ONE PAGE!

1. On the Storefront page add the following modules

a. “Store Catalog” (suggest the ContentPane)

Add New Module Add Existing Module

Module: Store Catalog Pane: ContentPane
Title: Insert: Bottom
Visibility: Same As Page



b. “Store Menu” (suggest LeftPane)

Add New Module Add Existing Module

Module: Store Menu Pane: LeftPane
Title: Insert: Bottom
Visibility: Same As Page



c. “Store Mini Cart” (suggest ContentPane or RightPane)

Add New Module Add Existing Module

Module: Store Mini Cart Pane: ContentPane
Title: Insert: Bottom
Visibility: Same As Page



2. On the My Account page add the “Store Account” module

Add New Module Add Existing Module

Module: Store Account Pane: ContentPane
Title: Insert: Bottom
Visibility: Same As Page



3. On the Store Admin page add the “Store Admin” module

Add New Module Add Existing Module

Module: Store Admin Pane: ContentPane
Title: Insert: Bottom
Visibility: Same As Page



Third: Configuring the Store Modules

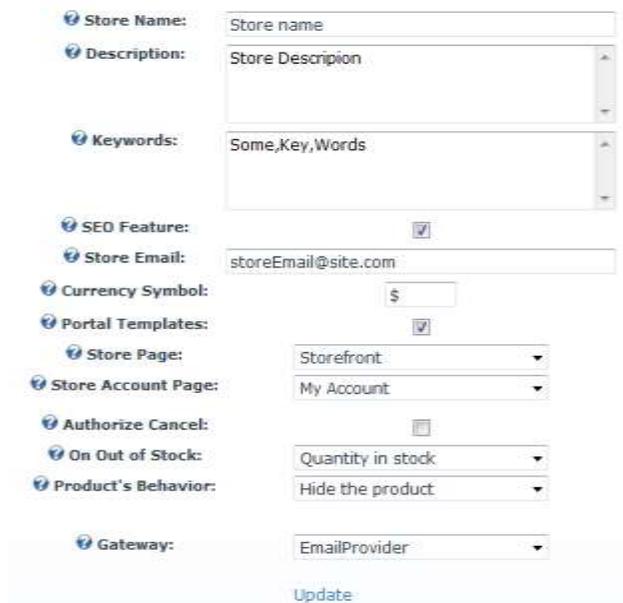
Configuring the various Store modules is fairly simple to do. Until you do configure the Store module settings you will see a message stating the Store is not configured and needs to be.

Store Catalog

 Store settings are not defined.
You can't use this module because the Store doesn't exist yet!
First define Store settings inside the Store Admin module.

Below we will walk you through each module's settings.

1. The Store Admin is the first module you must configure
 - a. Main Store Information



The screenshot shows the 'Main Store Information' configuration page. It includes the following fields and options:

- Store Name:** Text input field with the value 'Store name'.
- Description:** Text area with the value 'Store Description'.
- Keywords:** Text area with the value 'Some,Key,Words'.
- SEO Feature:** Checkmark box, currently checked.
- Store Email:** Text input field with the value 'storeEmail@site.com'.
- Currency Symbol:** Text input field with the value '\$'.
- Portal Templates:** Checkmark box, currently checked.
- Store Page:** Dropdown menu with 'Storefront' selected.
- Store Account Page:** Dropdown menu with 'My Account' selected.
- Authorize Cancel:** Checkmark box, currently unchecked.
- On Out of Stock:** Dropdown menu with 'Quantity in stock' selected.
- Product's Behavior:** Dropdown menu with 'Hide the product' selected.
- Gateway:** Dropdown menu with 'EmailProvider' selected.

An 'Update' button is located at the bottom right of the form.

Notes :

Set 'Store Page' and 'Store Account Page' settings to the names you gave these pages them.

The field 'Description' is a short text about what you sell and the field 'Keywords' should contain some comma-separated keywords. Both fields are aimed at the search engines.

'SEO feature' is a powerful feature that enables an auto-generation of the hidden code that is looked at by search engines to index the website (the Meta tags). In a later chapter you will learn how to configure the SEO template, in order to get the most efficient recognition of your products by search engines.

b. Store Tax Admin

Tax Administration

Enable Tax:

Tax Rate:

[Update Tax Settings](#)

Note :

If set, the tax rate is common to all products. In the current Store 2.2, it is not possible to set a tax per product or category.

c. Shipping Admin

Shipping Administration

Description	Min. Weight	Max. Weight	Cost	Delete
<input type="text" value="Small Item"/>	<input type="text" value="0.00"/>	<input type="text" value="10.00"/>	<input type="text" value="10.00"/>	<input type="checkbox"/>
<input type="text" value="Medium Item"/>	<input type="text" value="10.01"/>	<input type="text" value="20.00"/>	<input type="text" value="14.00"/>	<input type="checkbox"/>
<input type="text" value="Large Item"/>	<input type="text" value="20.01"/>	<input type="text" value="1,000.00"/>	<input type="text" value="20.00"/>	<input type="checkbox"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Add

[Update Shipping Rates](#)

Note :

You must configure at least one line in the shipping administration panel. If you don't want to charge for shipping costs, just set a minimum weight to zero, a max. weight to 9999 and the cost to zero.

d. Store Category Admin

Add Category

Name:

SEO Keywords:

Description:

Display Order:

Parent:

Archived:

Message:

Editor: Basic Text Box Rich Text Editor

Source

B *I* U abc x₂ x² | | | |

Style Format

Font Size

This is the first Category

Show custom editor options | Refresh Editor

Update Cancel

e. Product Admin

Here you can select the initial Category for the product, enter the name, manufacturer, set pricing, etc.

Category:

Manufacturer:

Model Number:

Model Name:

SEO Keywords:

Summary:

Unit Price:

Shipping Weight:

Shipping Height:

Shipping Length:

Shipping Width:

Stock Management

Quantity:

Low Threshold:

High Threshold:

Delivery Time:

Purchase Price:

Archived:

As you scroll down you will see the following section where you can set

2. The Store Catalog module has the following settings which can be configured to customize the way your storefront looks (template selection), default display options, what items are shown, etc.

Catalog Settings

General Settings

Catalog Template:

Use Default Category:

Default Category:

Show Category Message:

Show New Products:

Show Featured Products:

Show Popular Products:

Show Category Products:

Show Product Detail:

Enable Content Indexing:

New Product Settings

Featured Product Settings

Popular Product Settings

Category Product Settings

Product Details Settings

 **Update**  **Delete**  **Cancel**

3. The Store Menu settings allow you to configure the number of columns to use when displaying categories and what page to direct the links to (where you are sent when you click a category link). This allows you to place this module on any page in your site and have them direct the buyer to the catalog page with the selected category selected.

Category Menu Settings

Column Count:

Catalog Page:

 **Update**  **Delete**  **Cancel**

4. The Mini Cart module settings allow you to configure how it is displayed.

The screenshot shows the 'Mini Cart Settings' configuration panel. It includes four settings: 'Show Thumbnail' (checkbox), 'Thumbnail Width' (input field with value 50), 'Product Column' (dropdown menu with 'ProductTitle' selected), and 'Include VAT' (checkbox). At the bottom, there are three buttons: 'Update' (blue), 'Delete' (red with an X), and 'Cancel' (orange with a left arrow).

Notes :

'Include VAT' will display prices all taxes included. This is something you may want to set up for a shop that sells products to the consumers. This is mandatory in European countries anyway.

If the shop sells to professionals (b2b), you may skip this option and display prices that do not include the VAT.

The problem with VAT included is that it displays higher prices that what a foreign customer may actually pay after his country is known. In fact, it is not possible to calculate the VAT for a given product before the delivery place is known. As the customers may choose between several addresses at checkout, this implies that the catalog pages cannot know for sure if a VAT should apply. It is your choice to opt for the most common or the safest case.

5. The Store Account (My Account) modules settings allow you to configure SSL settings and view options.

The screenshot shows the 'Account Settings' configuration panel. It includes a 'Force SSL at Checkout' checkbox, a 'NOTE' section with explanatory text, and a 'Main Cart Settings' sub-panel. The sub-panel includes 'Show Thumbnail' (checkbox), 'Thumbnail Width' (input field with value 100), 'Product Column' (dropdown menu with 'Product Title' selected), and 'Include VAT' (checkbox). At the bottom, there are three buttons: 'Update' (blue), 'Delete' (red with an X), and 'Cancel' (orange with a left arrow).

