AdVantShop.NET

Online store

Store administrator’s guide

2013

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1 Configuring your online store

Start your browser (a program for web browsing) and enter http://<your_store_url> into the address bar. When you first start your online store, a "Configuring online store" page will open. Here you can specify most options required for proper operation of your store.

On the first page it is necessary to enter common information about your store into the appropriate fields:

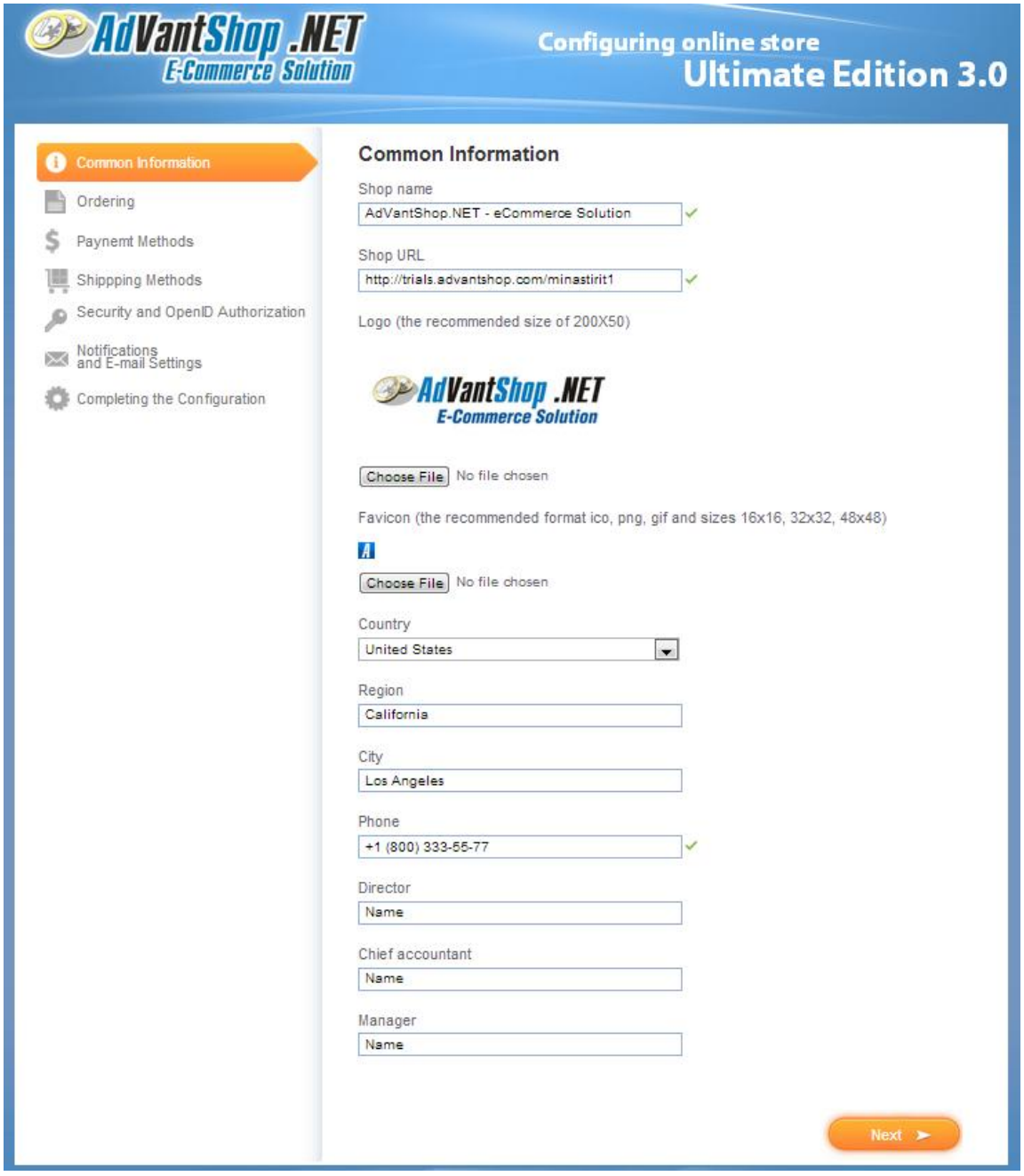


Fig.1. Common information

Click the "Next" button.

On the next page enter the necessary information about the sales plan, products ordering:

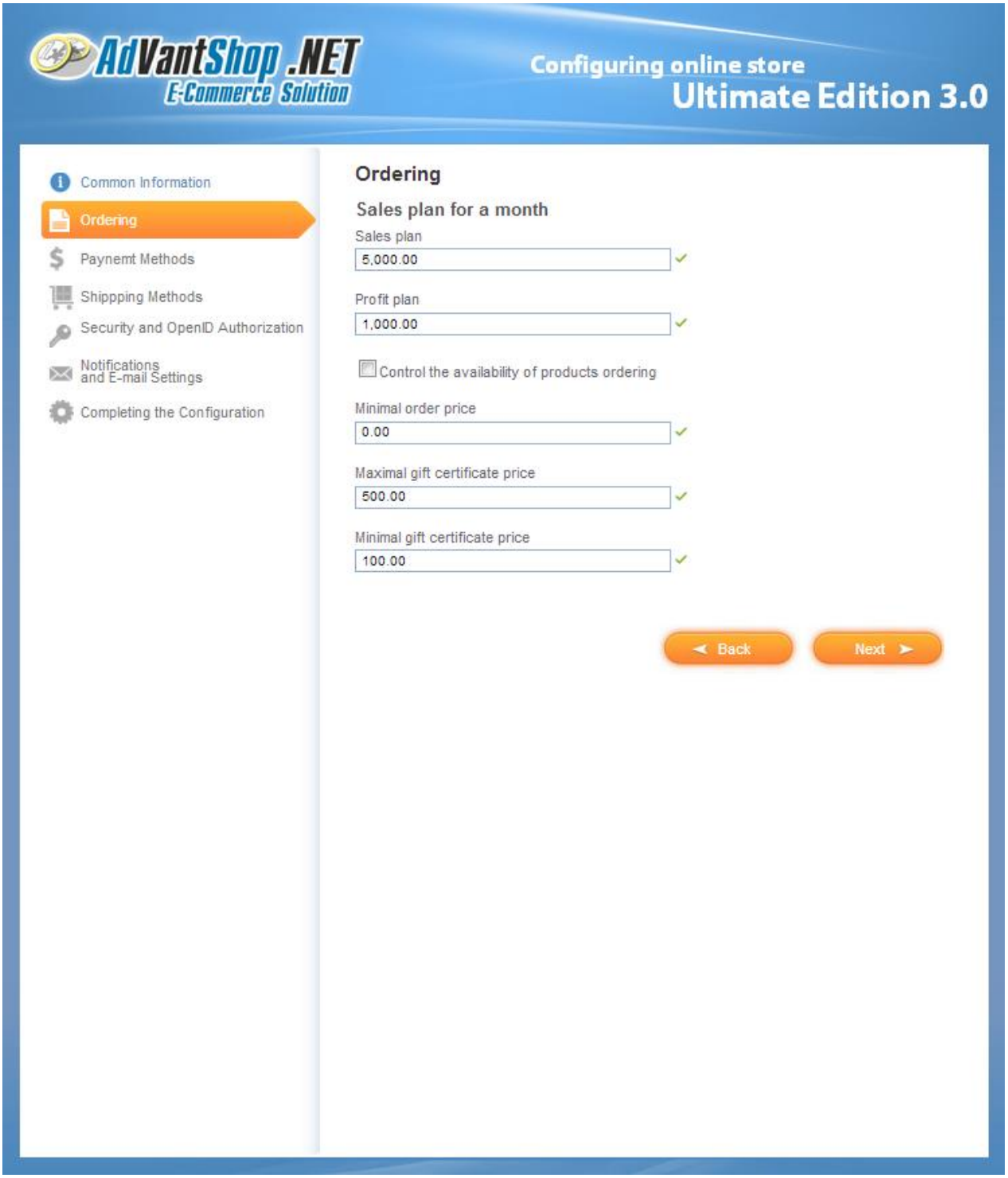


Fig.2. Ordering

Click the "Next" button.

On the next page specify all the possible payment methods in your online store:

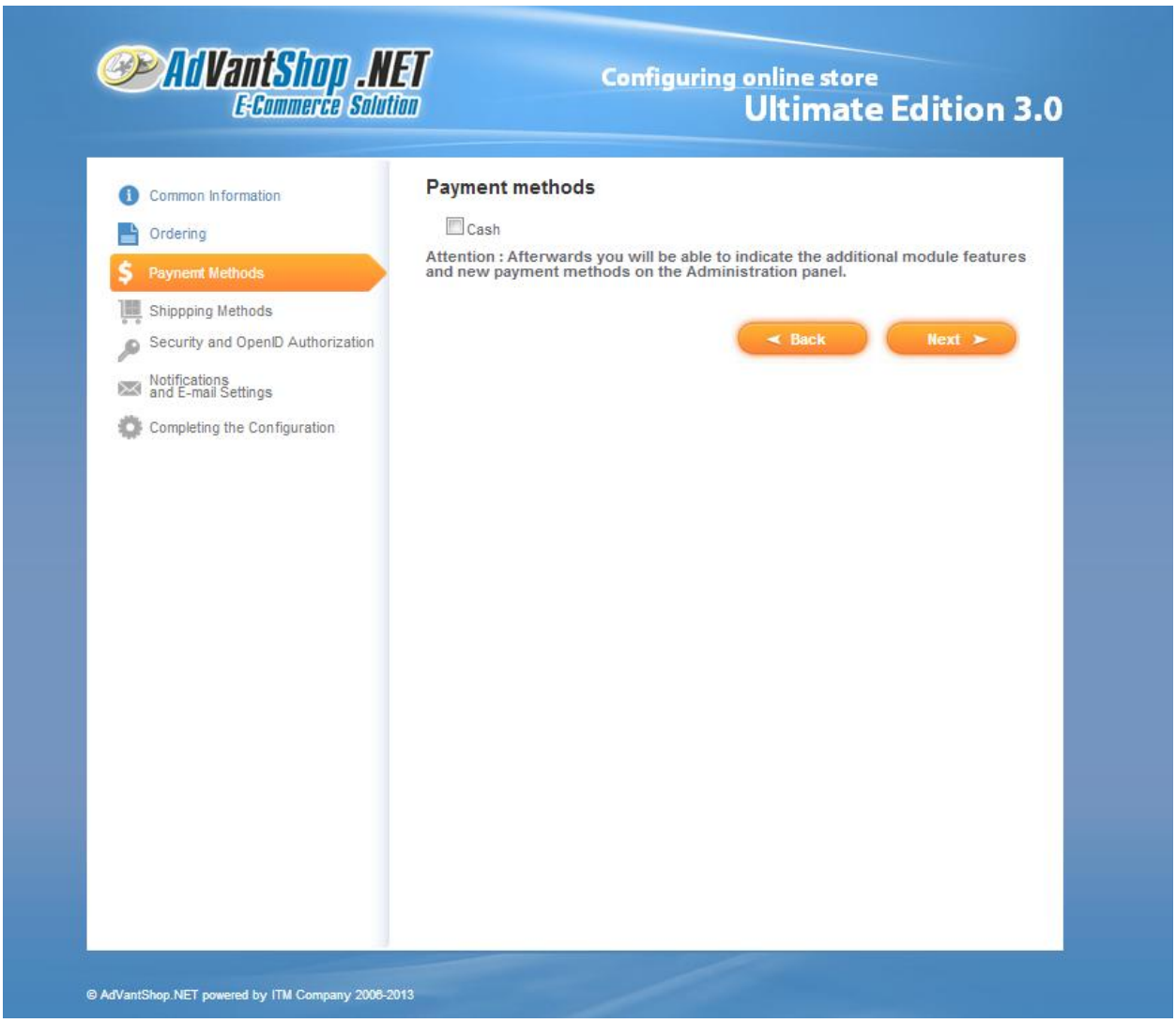


Fig.3. Payment methods

Click the "Next" button.

On the next page specify all the possible shipping methods in your online store:

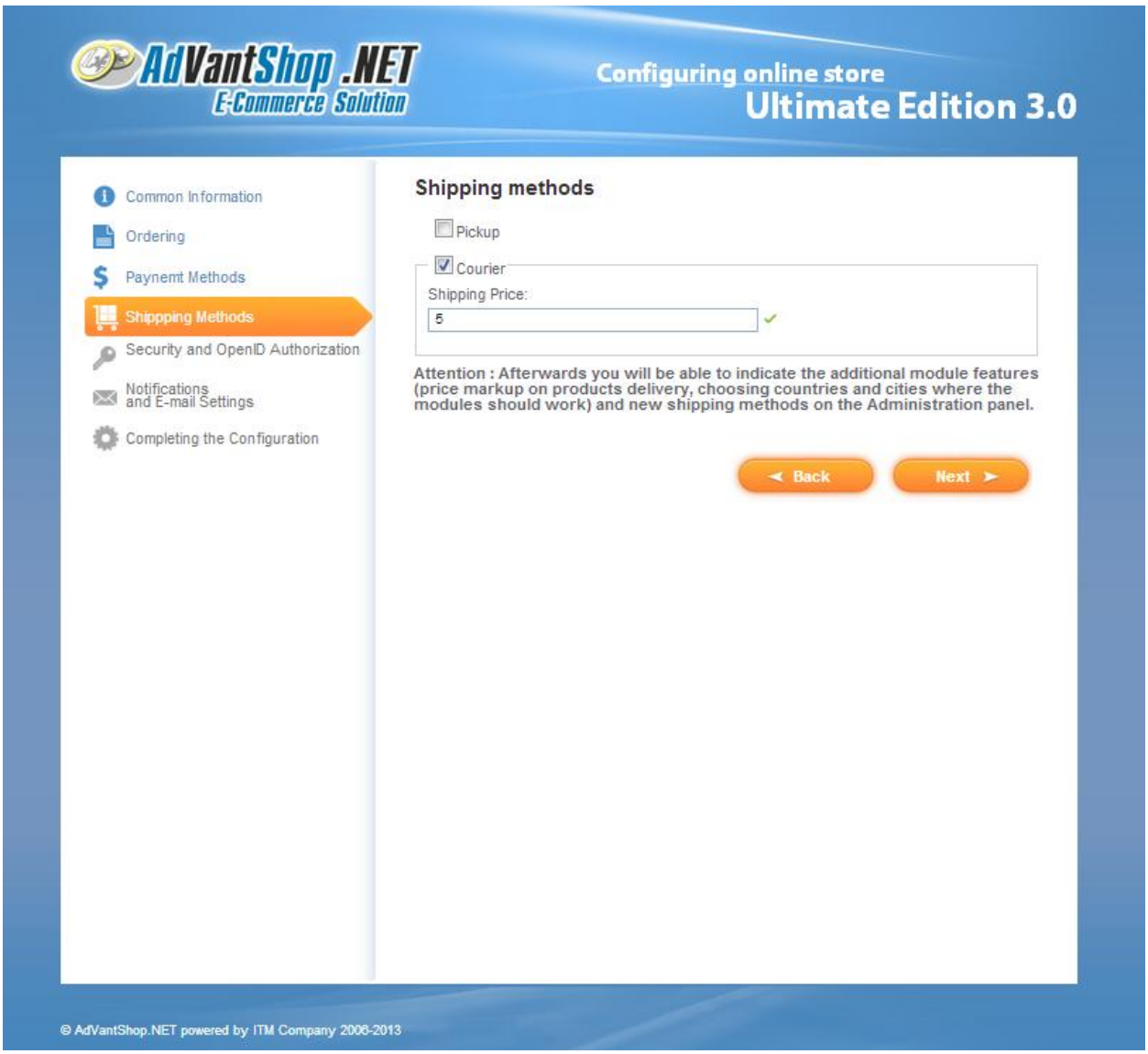


Fig.4. Shipping methods

Click the "Next" button.

Determine the possibility/impossibility of OpenID authorization using different systems and indicate your store administrative password:

Fig.5. Security and OpenID authorization

Click the “Next” button.

On the next page specify e-mail settings and addresses for emailing clients using the notification service:

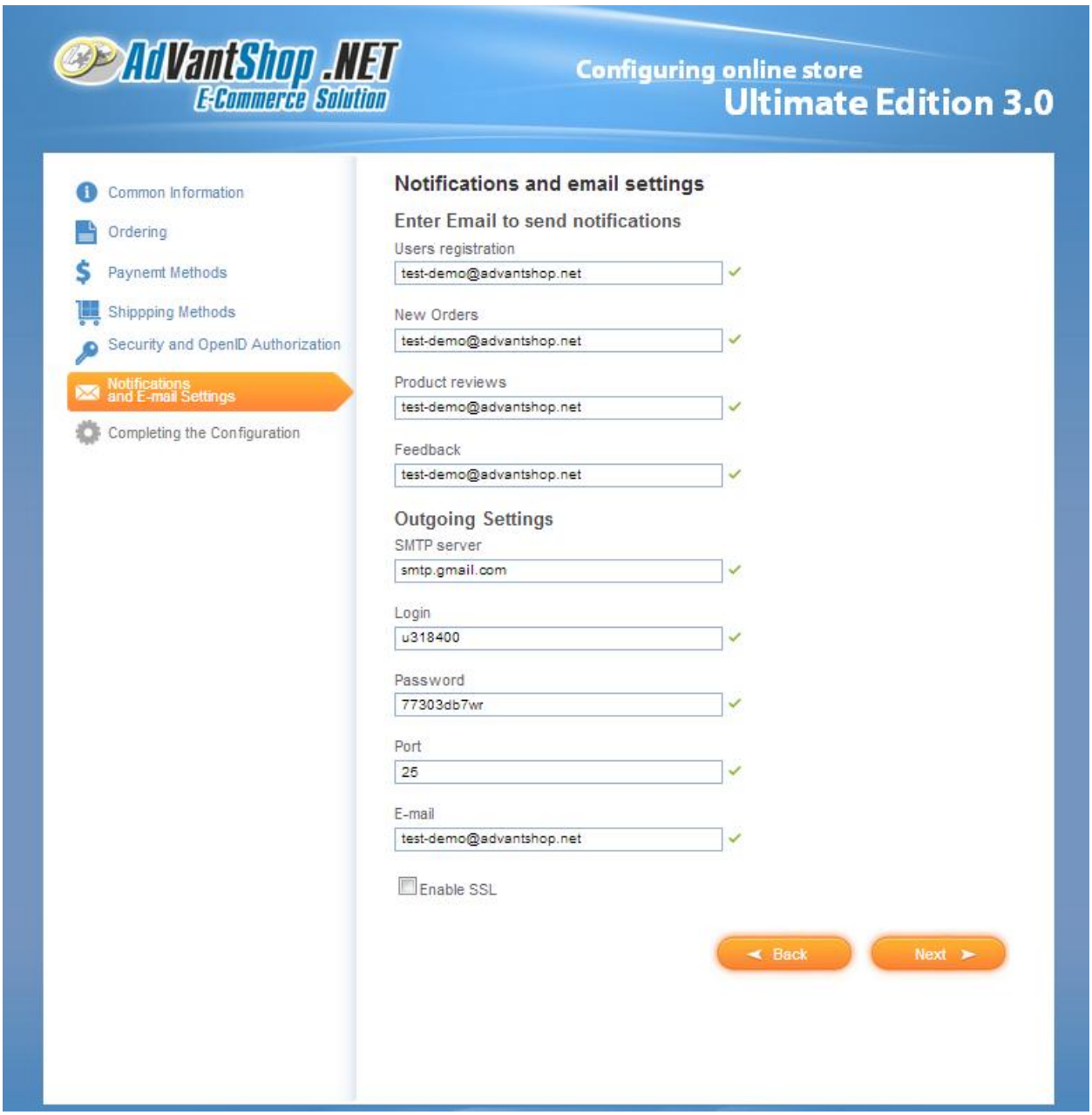


Fig.6. Notifications and email settings

Click the "Next" button.

On the next page click the "Finish" button:

Fig.7. Final step

After that the main page of the store will open. (see Fig.8)

All the characteristics indicated in startup settings of the store can be changed later in the appropriate section of the administration panel (see the "Managing Settings" section of this guide).

2 Login to the administrative panel

To get an access to the store management system, created by AdVantShop.NET, start your browser (a program for web browsing) and enter http://<your_store_url> into the address bar.

AdVantShop. NET support the following browsers:

1. ***Internet Explorer*** (version 8.0 and above)
2. ***Mozilla FireFox*** (version 4.0 and above)
3. ***Opera*** (version 11.0 and above)
4. ***Safari*** (version *4* and above)
5. ***Google Chrome***

The following page will open:

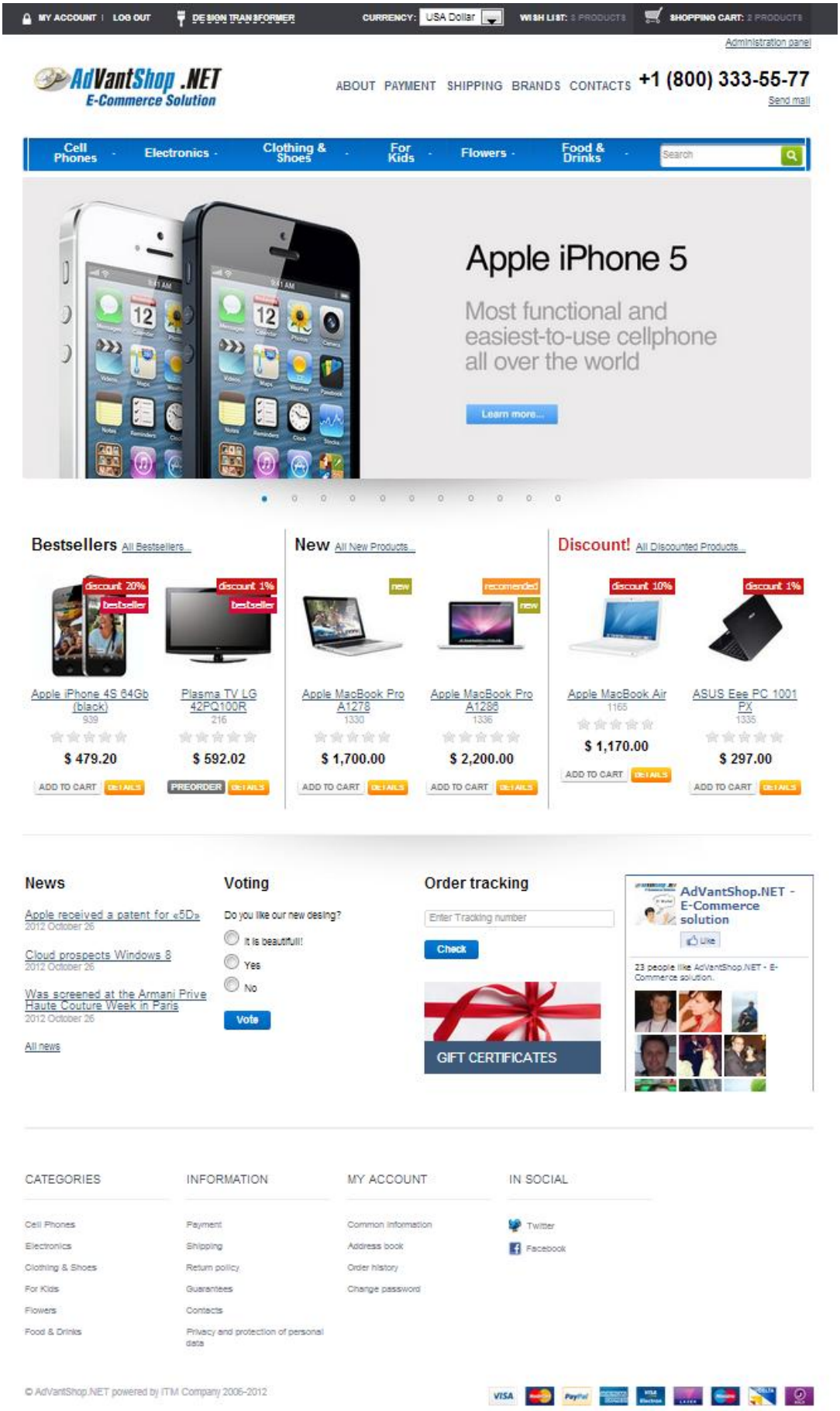


Fig.8. Store main page

Click the “Log In” link in the upper-left corner of the page.

A new page will open. Enter the e-mail address of the registered user, access password into the authorization form and click the “Log In” button.

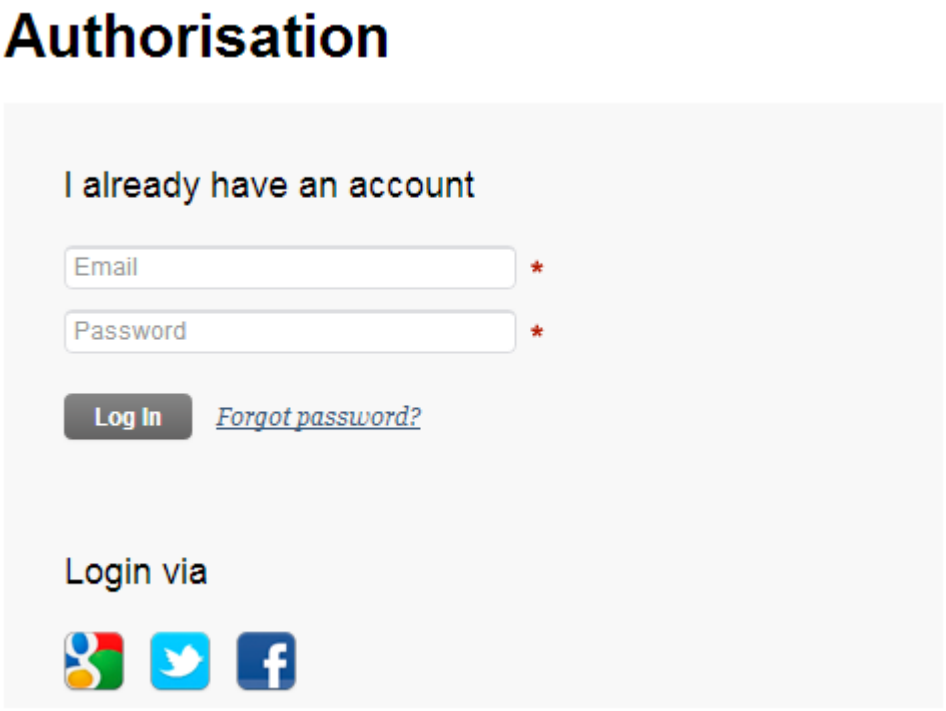


Fig.9. Authorization form

Username “admin” and password “123” are used by default.

After entering your username and password click the “Log In” button. Validity of the entered data will be checked then. If the username and/or password have been entered incorrectly, a warning message will appear. Be careful and try again.

To access the administration panel, follow the “Administration panel” link in the upper-right corner of the page.

This page will appear next:

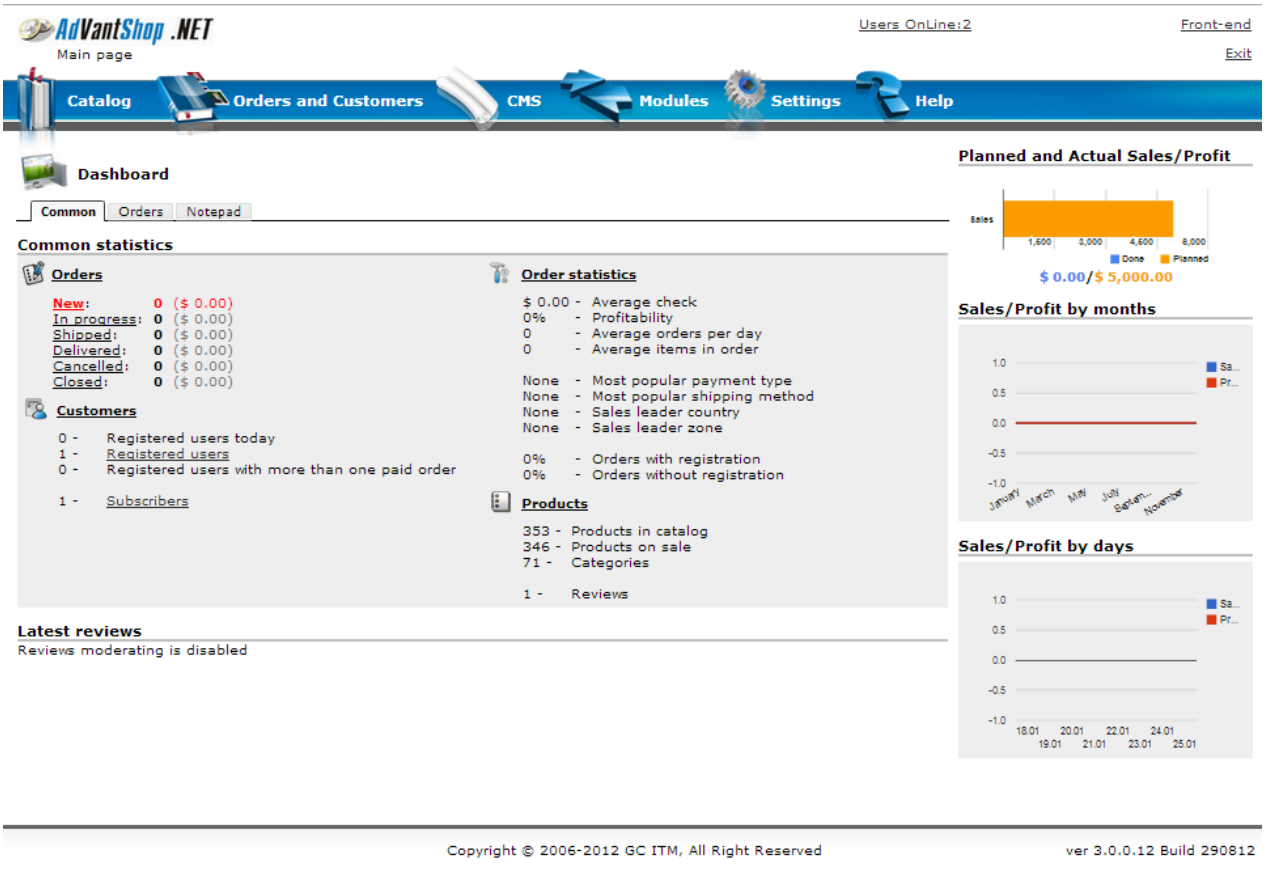


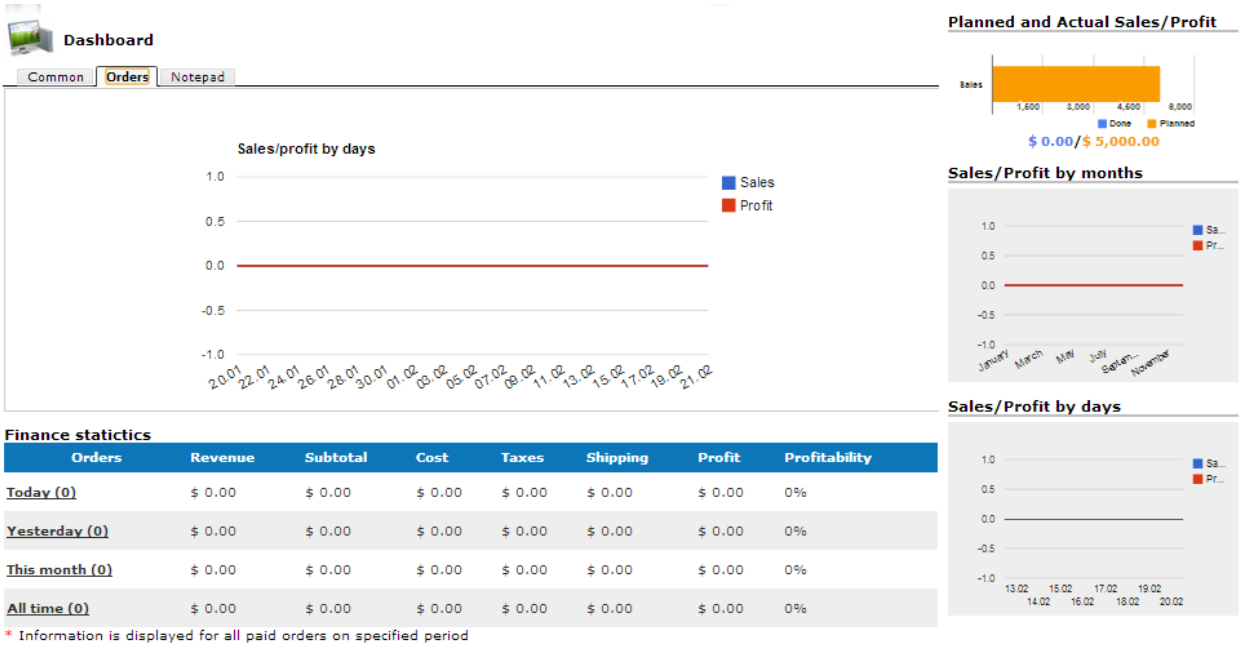
Fig.10. Administration panel, the "Common" tab

At the top of the window main menu options are:

Fig.11. Administrator main menu

On the "Common" tab the current information about orders, customers, products, latest product reviews and common information about your online store are displayed.

Sales/profits finance statistics is given on the “Orders” tab:



Finance statictics

Orders	Revenue	Subtotal	Cost	Taxes	Shipping	Profit	Profitability
Today (0)	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	0%
Yesterday (0)	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	0%
This month (0)	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	0%
All time (0)	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	0%

* Information is displayed for all paid orders on specified period

Fig.12. The “Orders” tab

The “Notepad” tab is made for saving current administrator’s notes, if it is necessary:

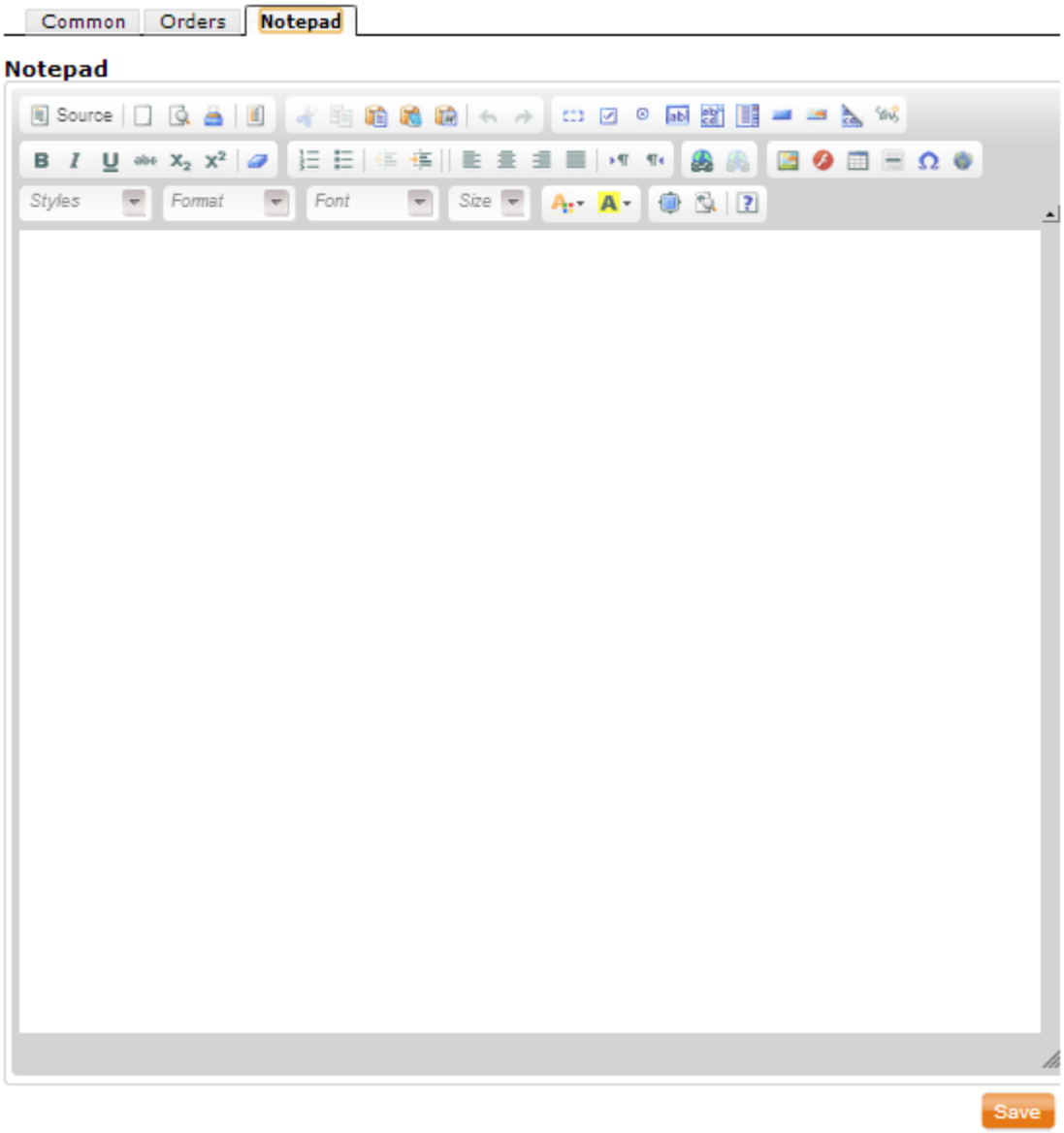


Fig.13. The “Notepad” tab

Notepad notes can be saved by using a built-in WYSIWYG editor.

To learn more about the WYSIWYG editor, see Appendix 1 of this guide.

For saving the information entered, click the “Save” button.

3 Managing online store

3.1 Managing products catalog

Managing your products catalog includes:

- adding and deleting categories of products and products themselves;
- editing categories, products and their properties;
- ordering categories and products in the catalog;
- adding/editing/deleting special offers;
- managing bestsellers list.

To get an access to the product catalog section, click the "Catalog" option in the main menu:

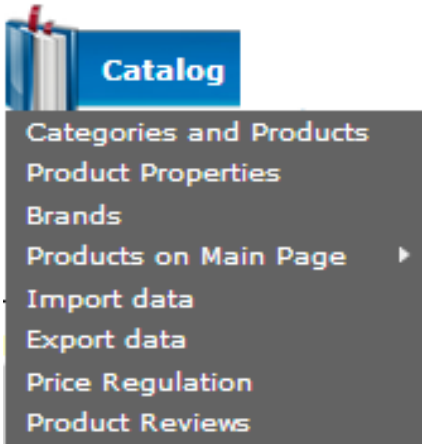


Fig.14. The "Catalog" menu option

The page will be organized as follows:

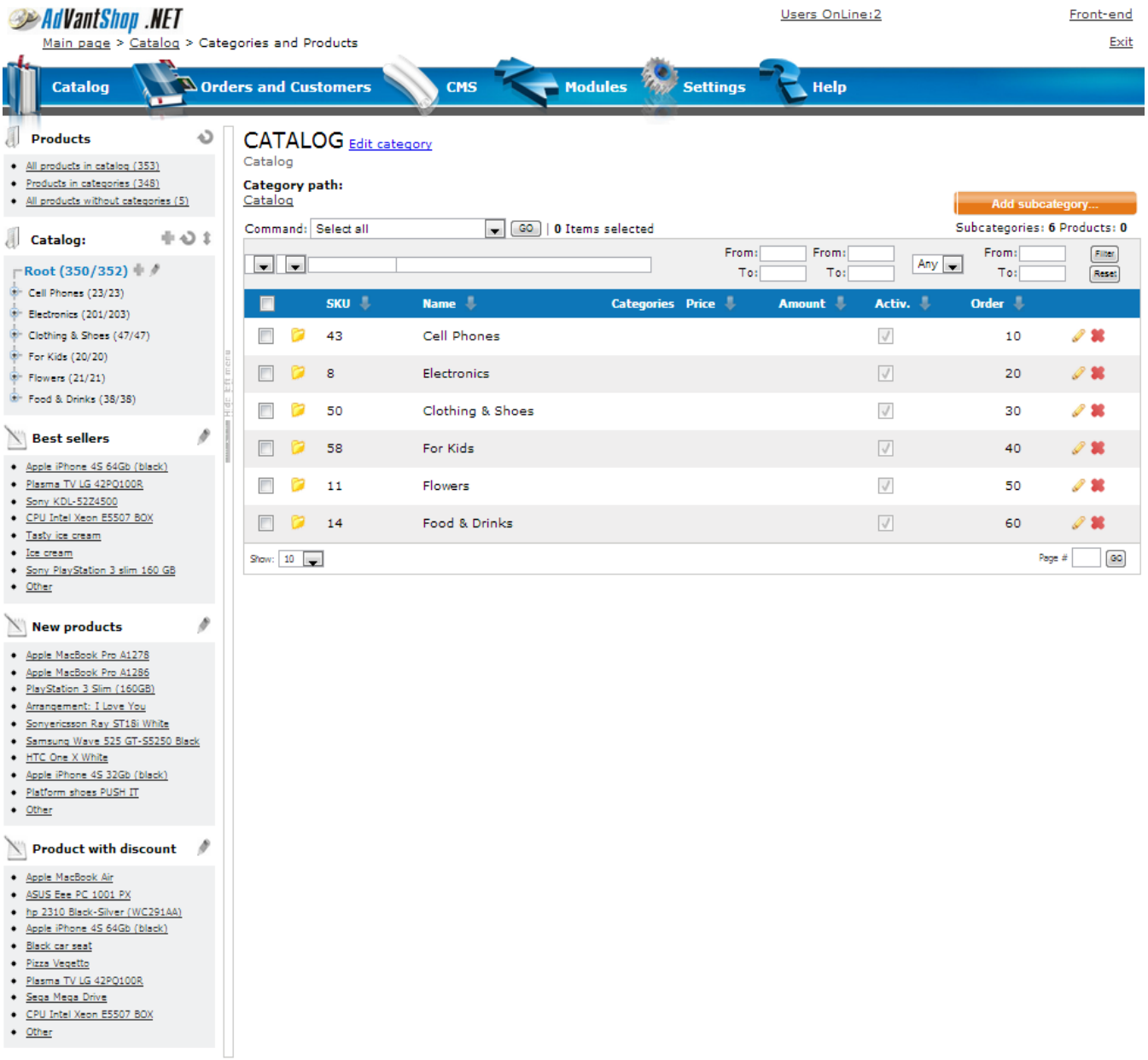


Fig.15. The "Catalog" page

The left side of the page displays a products categories list organized as a tree menu. Navigating within this menu is identical to the navigating in the standard Windows Explorer and user-friendly.

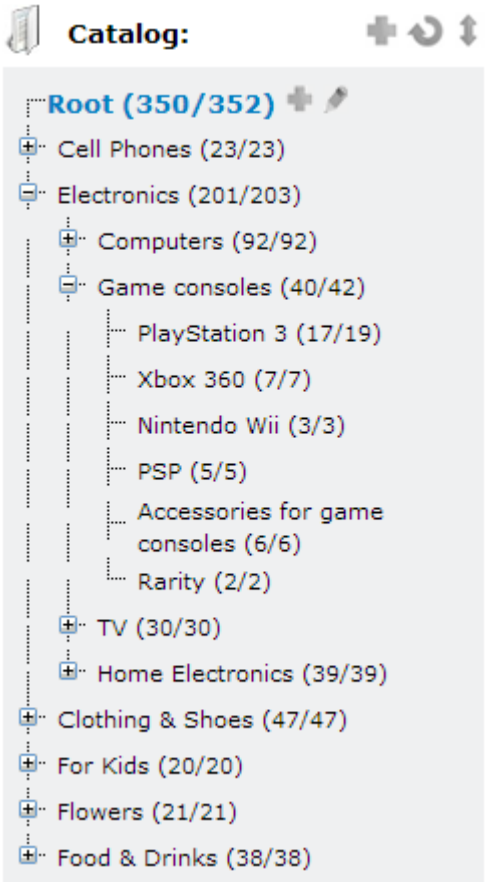


Fig.16. Categories tree menu

The right side of the page displays a products list in the current category:

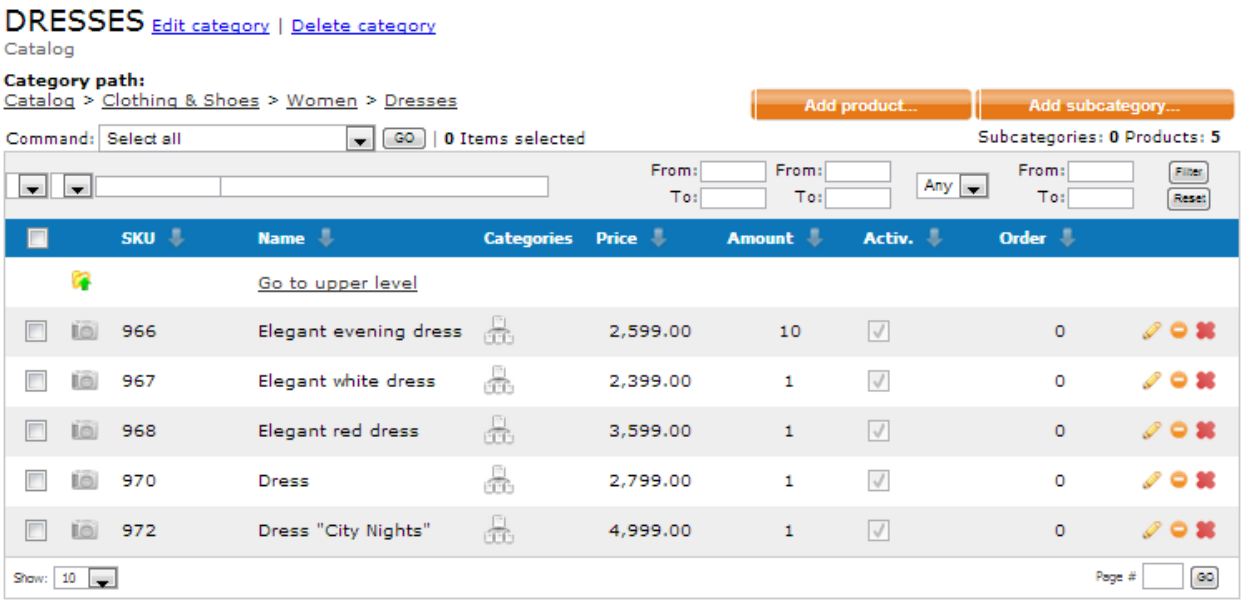


Fig.17. Category list

3.1.1 Managing products and categories

To edit a products catalog (managing products and categories) select the "Categories and products" option in the "Catalog" menu:

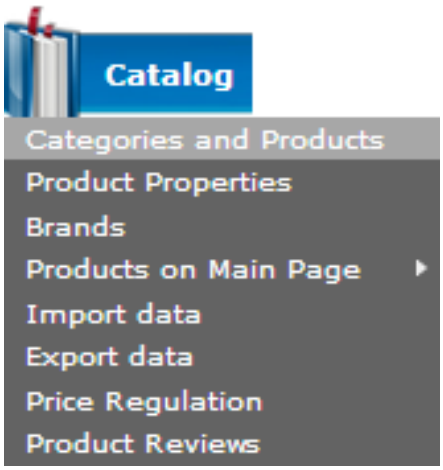


Fig.18. The "Categories and products" option in the "Catalog" menu

Managing products category

To add a new category of products to the catalog, select a root category in the catalog and click the "Add new category" button on the right of the title "Catalog". If you want to add a subcategory, you should select a parent category from the existing ones and click the "Add new category" button on the right of its name:

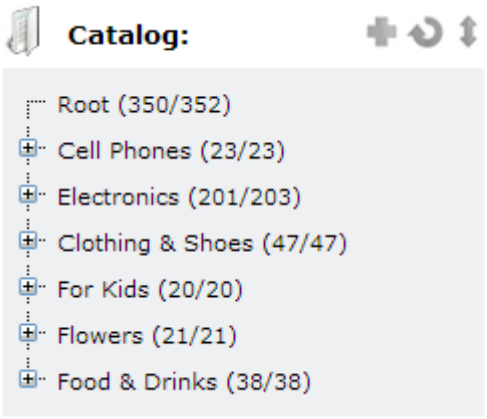


Fig.19. The "Add new category" button

You can also hover your mouse cursor over the selected category name and select the "Add new category" option from the drop-down menu:

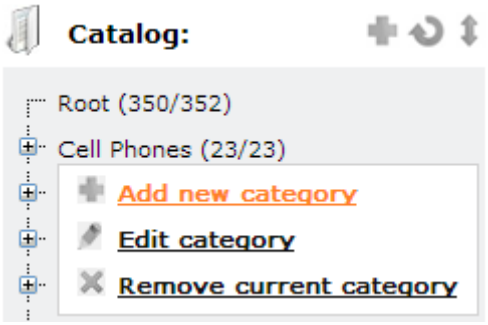


Fig.20. Managing categories using drop-down menu

This window will appear next:

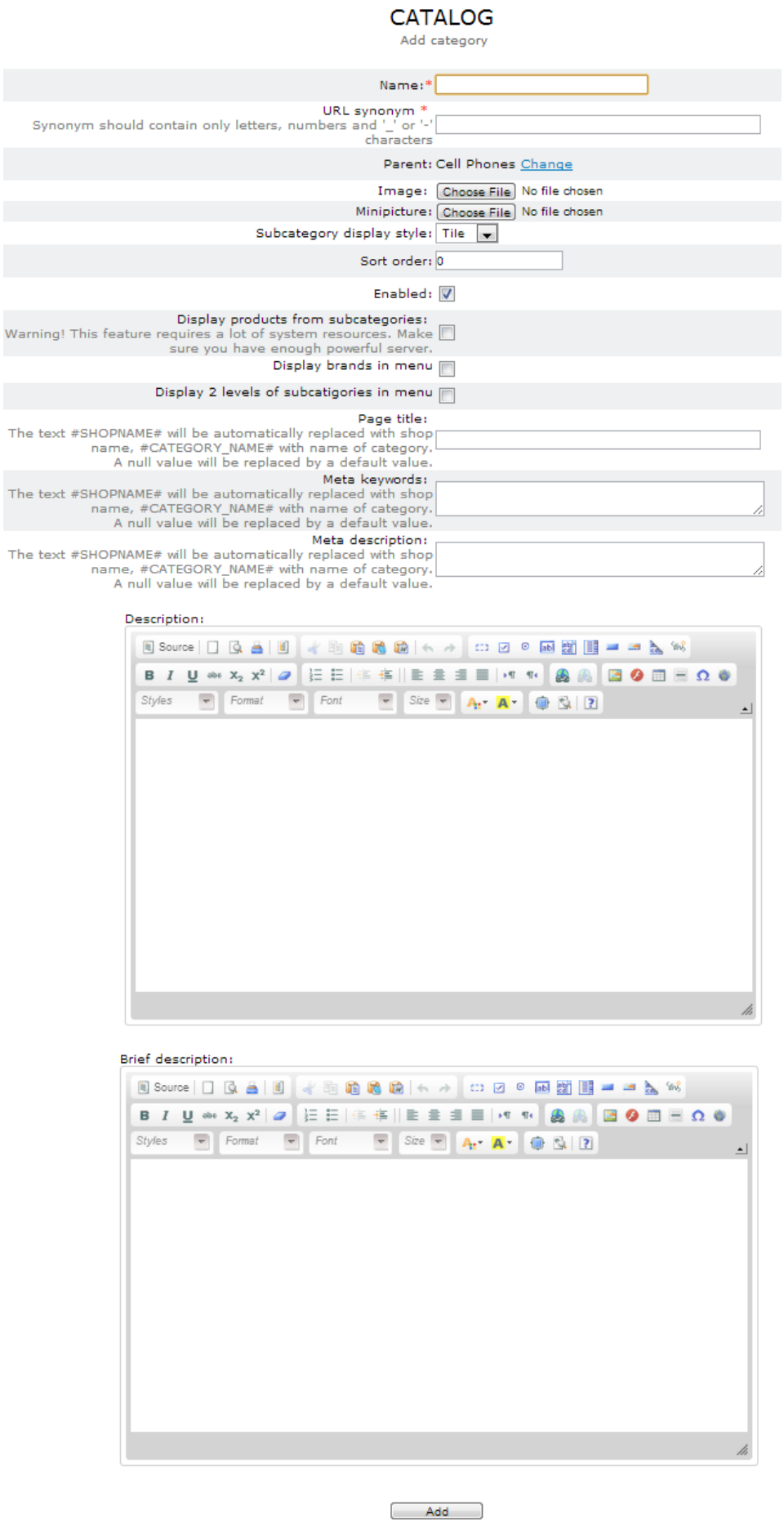


Fig.21. Adding/editing category

Enter a new category name into the “Name” field.

The new category page URL should be entered into the next field, “URL synonym”.

Parent category is the third field, where you can change the parent by clicking the “Change” link and selecting a new parent category in the next tree list:

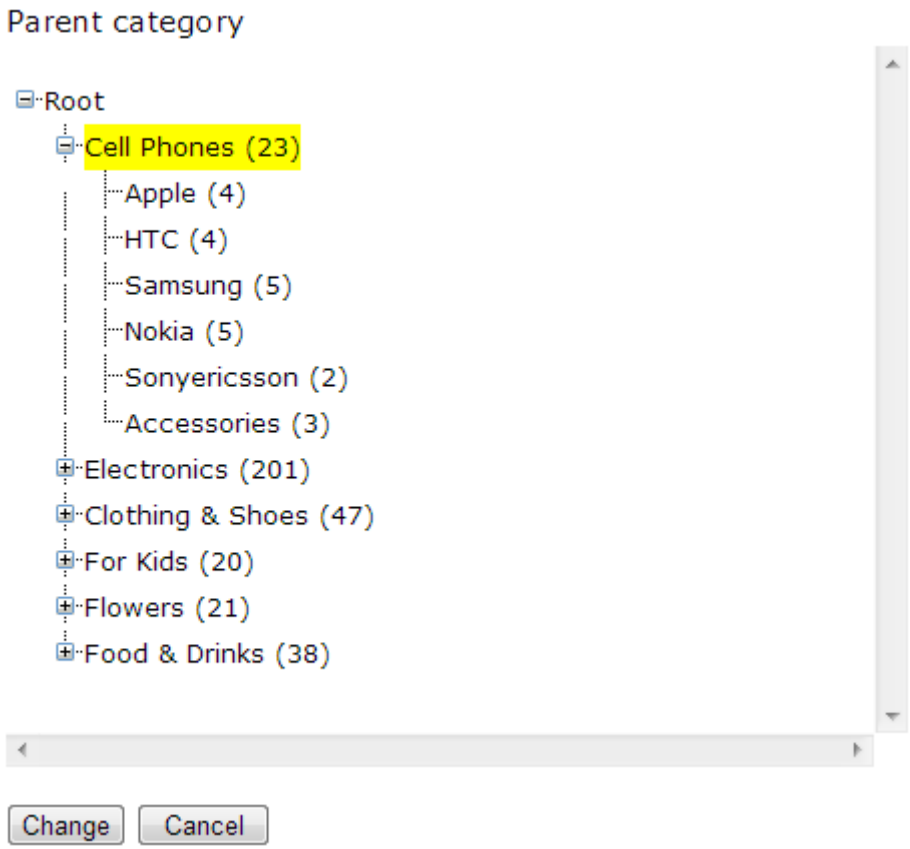


Fig.22. Selecting parent category

After the category is selected, click the “Change” button.

To upload the image that will illustrate the category on the appropriate page of your online store, click the “Choose file” / ”Browse” button in the “Image” field. Specify the image file location on your computer hard drive or removable storage device.

The category on the front-end will be as follows:

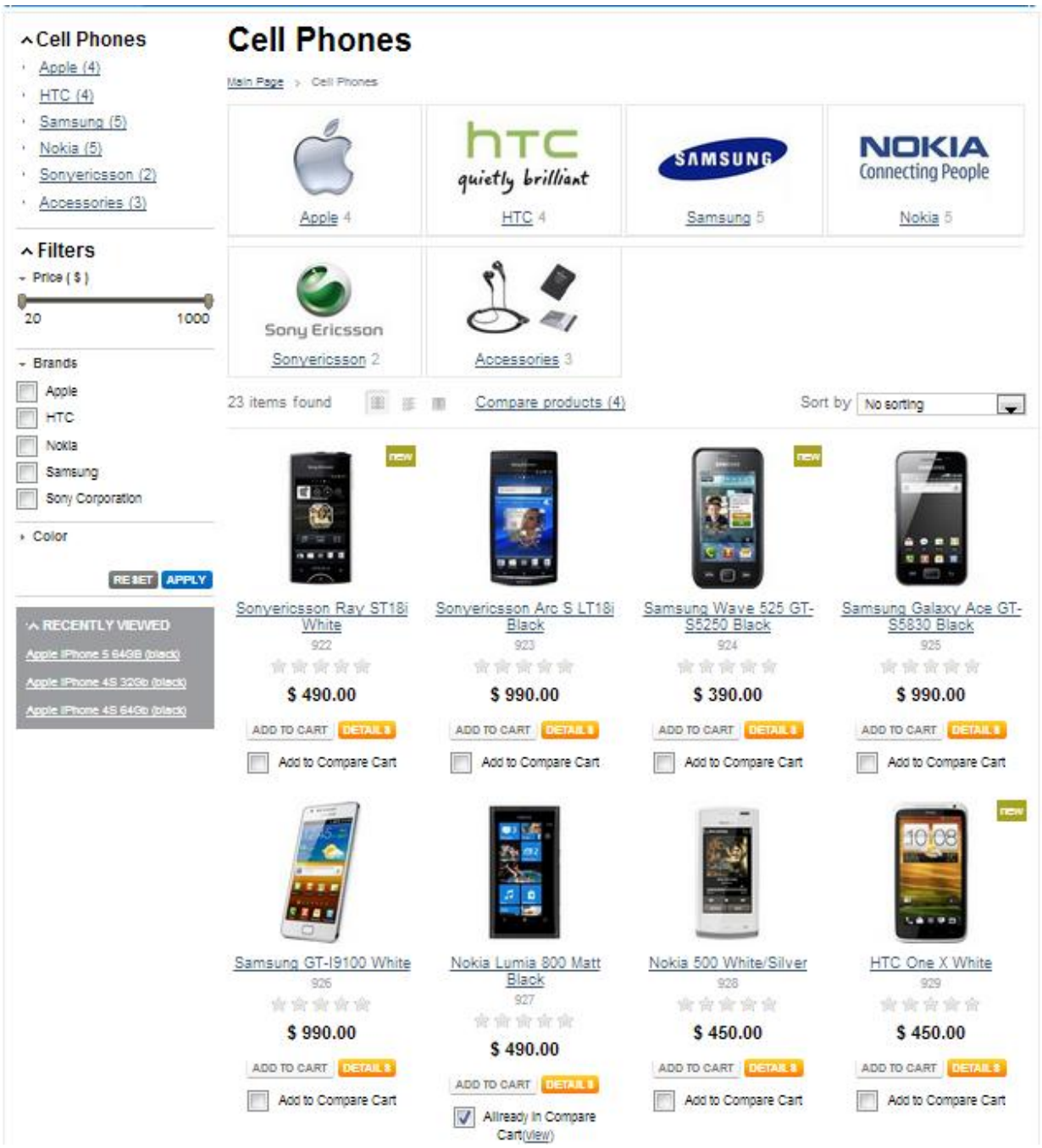


Fig.23. Product category display on the front-end

To upload the image as an illustration for new category in the products catalog, click the "Choose file" / "Browse" button in the "Mini picture" field. Specify the image file location on your computer hard drive or removable storage device.

There is no need to prepare the image file with reduced size before it is uploaded. You can upload the image file with any size, mini picture will be created automatically.

Categories in the catalog on the front-end of the store will be as follows:

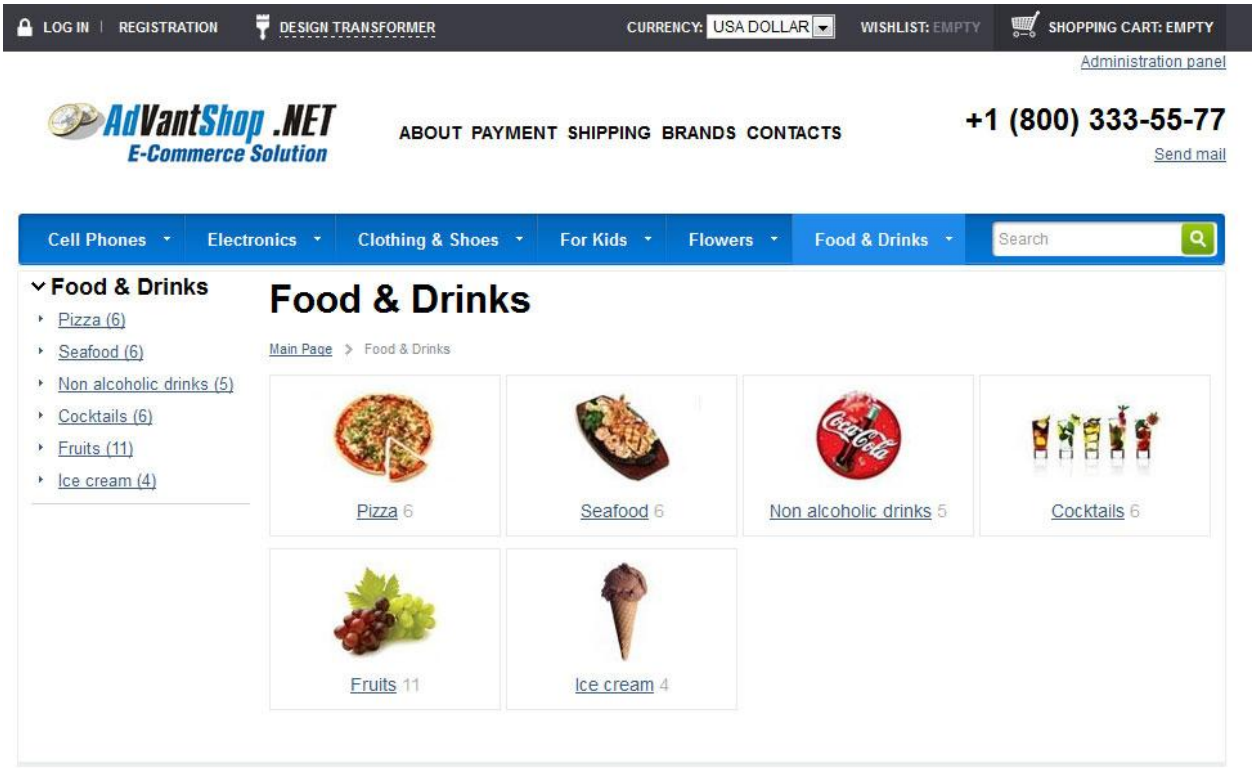


Fig.24. Product category display

In the "Subcategory style" field select the way subcategories of the products catalog should be displayed from the drop-down list: tile format or hidden.

If "Tile" is selected, the products catalog on the front-end of the store will be displayed as in the fig. 24.

To display the category in the catalog on the site, select the "Enabled" check box.

In the "Title" field indicate page name that will be displayed in the title line of your browser when viewing the category contents.

In the "Meta keywords" field specify any keywords characterizing the category and its products. Use a space or a comma to separate the keywords.

The "Meta description" field is used for entering a short text describing the products in the category.

The fields "Title", "Meta keywords" and "Meta description" are filled in optionally. If you leave these fields blank, their values will be filled in from common settings automatically.

With the use of a built-in WYSIWYG editor enter the appropriate description of the category into the "Description" and "Brief description" fields.

To learn more about the WYSIWYG editor, see Appendix 1 of this guide.

To complete the category, click the "Add" button.

To edit the existing category, select it in the tree menu and click the "Edit category" button on the right side of the category name or hover your mouse cursor over the category name and select the "Edit category" option in the drop-down menu:

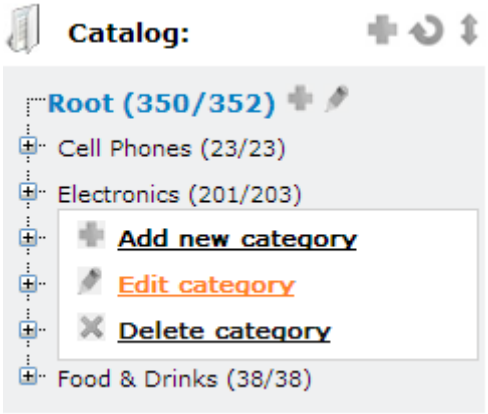


Fig.25 Category drop-down menu

A form identical to the "Add category" form will open. Make necessary changes and click the "Save" button.

Sort order of categories

To change category sort order, use the "Sort order" button at the top of the category tree structure. A new window will appear next:

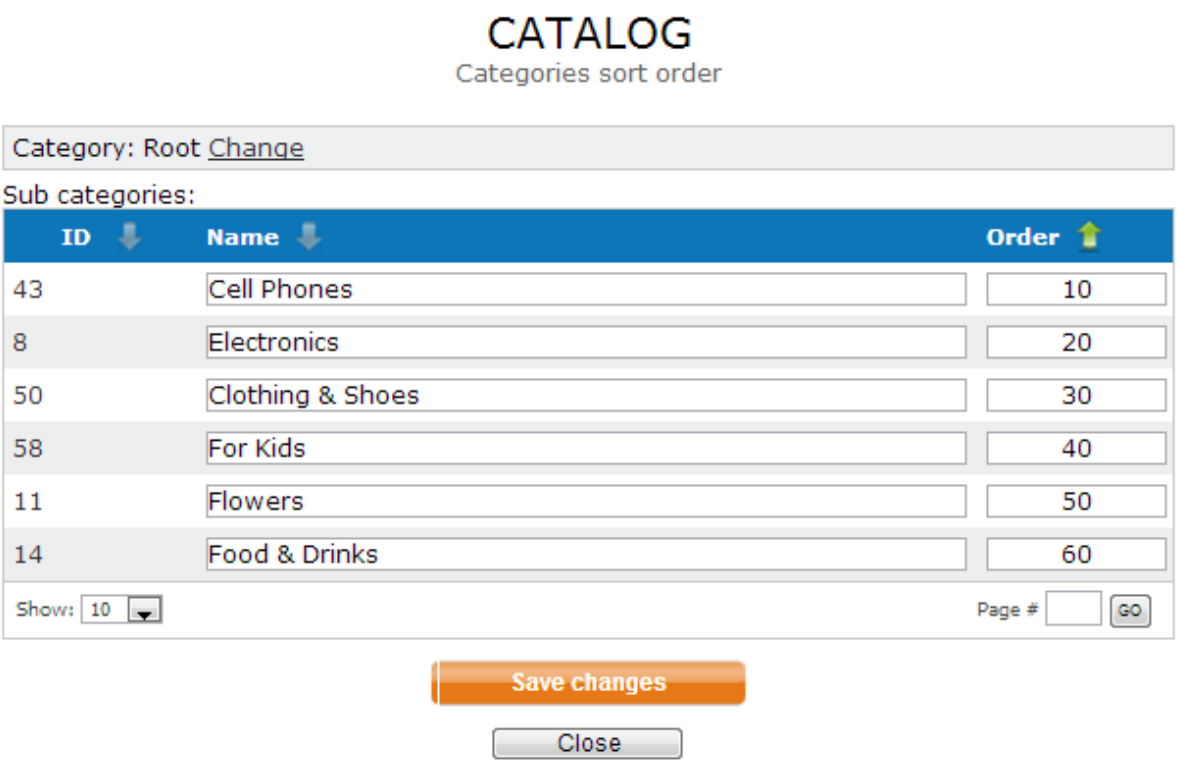


Fig.26. Sorting categories

To select the parent category for its subcategories sorting, click the "Change" link.

A new window will open then:

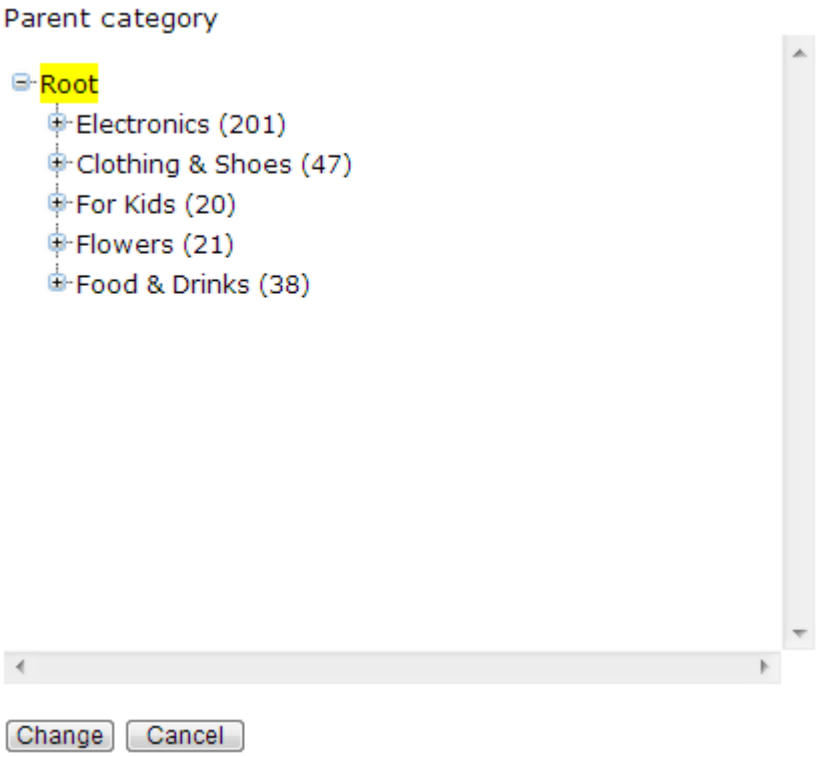


Fig.27. Selecting parent category

Select category name that will be the "Parent" and click the "OK" button.

To change a sort index of the selected category, specify order number in the "Order" field (the lower a number is, the higher position the category will have in the tree structure), click the "Save changes" button.

In the process of adding categories and products we recommend you to specify their sort order in increments of 10, i.e. 10, 20, 30, so that later you could add a category between the categories with the sort index, for example, 10 and 20 and specify its sort index value equal to 15.

When finished, click the "Close" button.

To delete a subcategory, select it in the tree structure and click the "Delete category" button on the right of the category name or hover your mouse cursor over the category name and select the "Delete category" option in the drop-down menu:

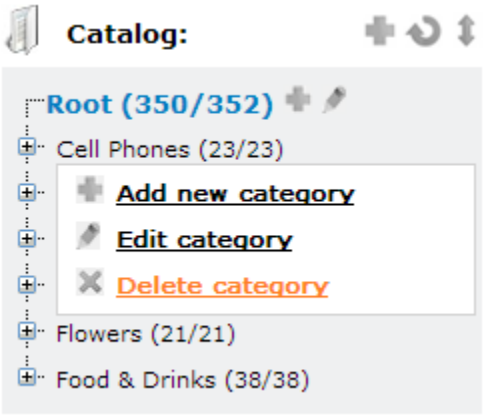


Fig.28. Category drop-down menu

You have to confirm your deletion request:

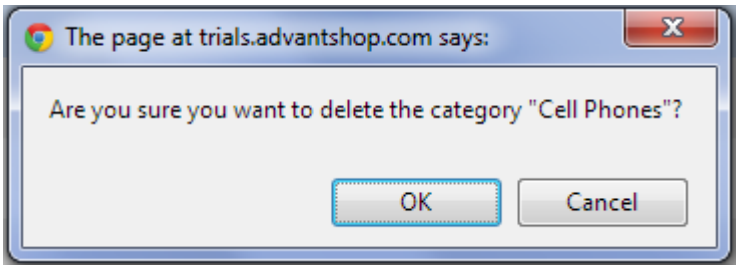


Fig.29. Category deletion

Click the "OK" button.

Sometimes after adding or deleting the products it is required to calculate the quantity of products manually. For this operation use the "Recalculate products" button on the right of the "Catalog" and/or "Products" title.

Managing products list

To add a new product into the category, select the category in the tree menu and click the "Add product" button on right side of the page:

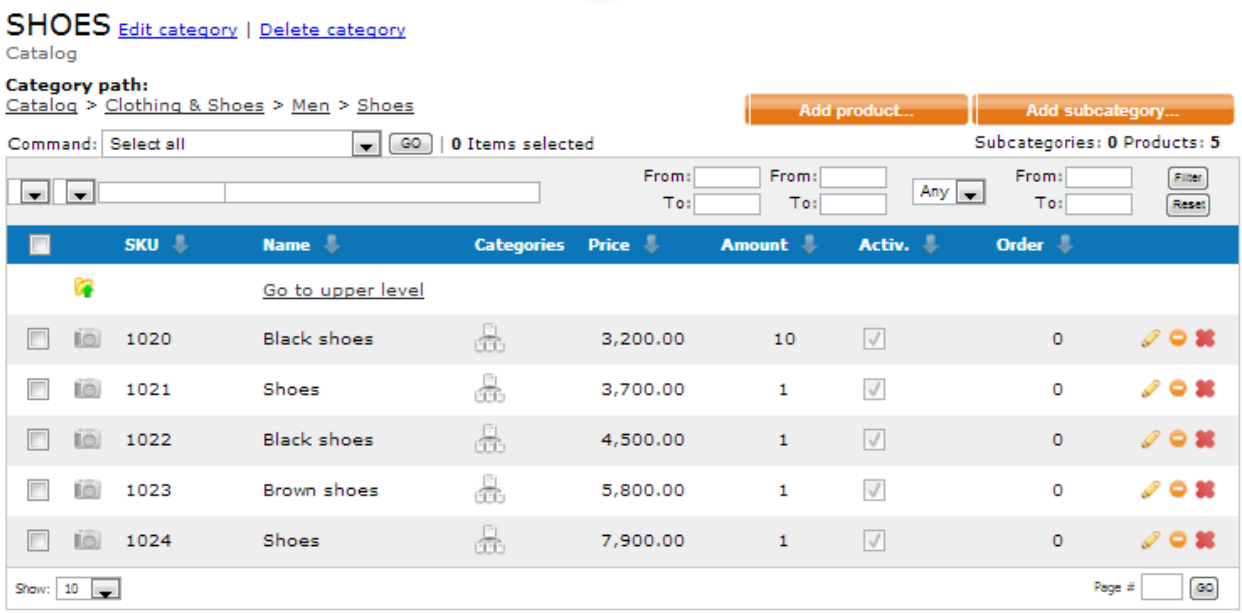


Fig.30. Products list of the selected category

"Add new product" page will open:

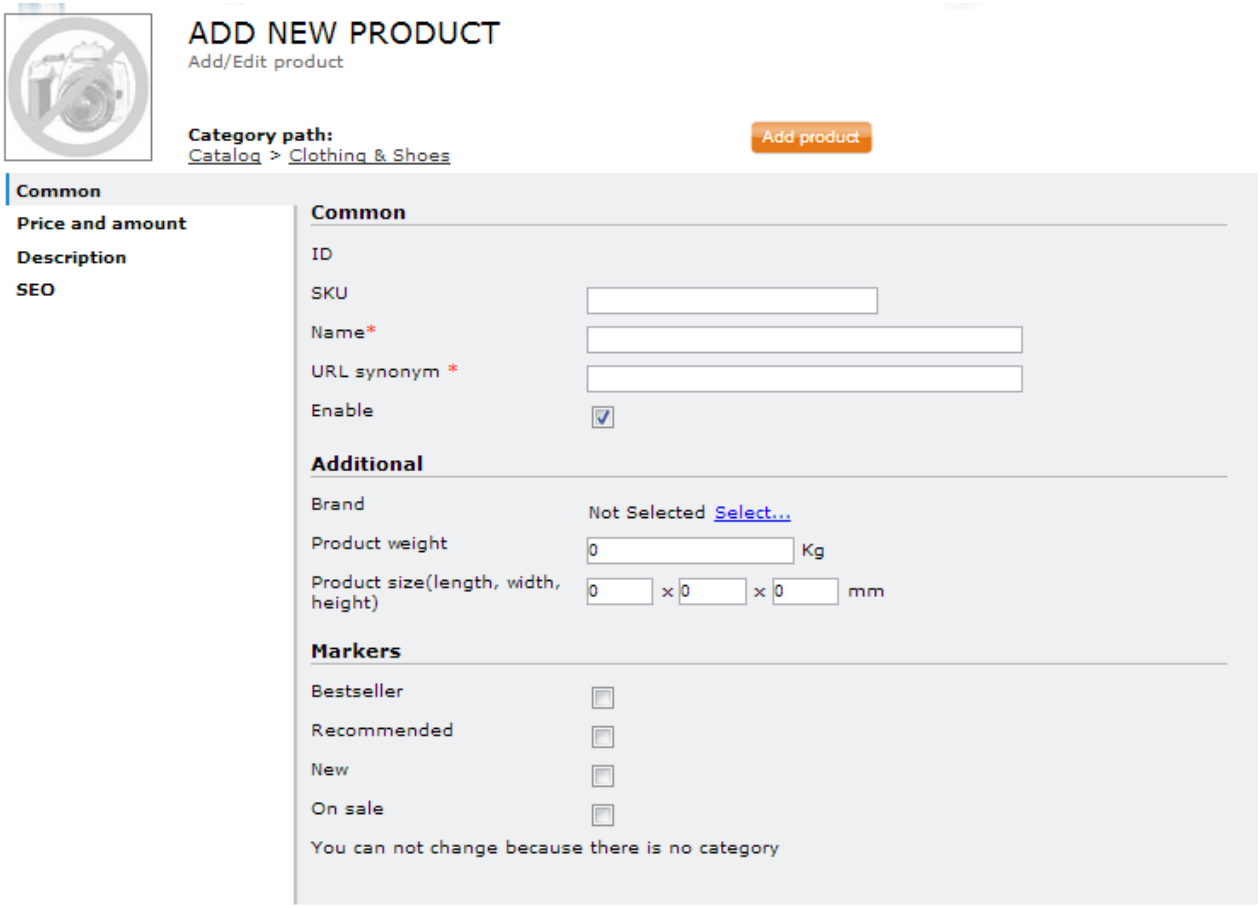


Fig. 31 The "Add new product" page

Enter the information about the product in the “Common” tab.

Indicate the markers – “Bestseller”, “Recommended”, “New”, “On sale” that will correspond to the product by selecting check boxes. If the markers for the products are already indicated, the product in the catalog of the front-end will be as follows:

Fig.32. Products with indicated markers

The “Discount” marker will be displayed if a discount is not equal to 0 (to indicate a discount, use the “Price and amount” tab).

Open the “Price and amount” tab:

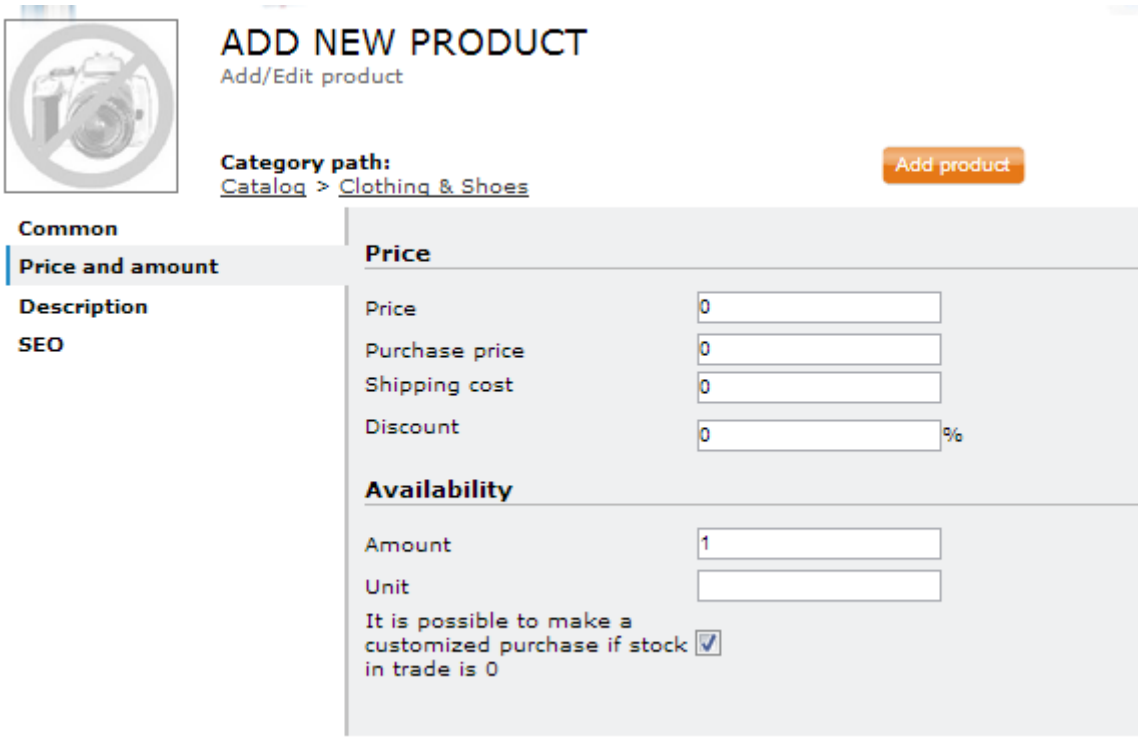


Fig.33. Price and availability settings

Indicate price of the product, its purchase price, discount and amount in the warehouse.

Indicate a product unit in the appropriate field, if required.

Open the “Description” tab:

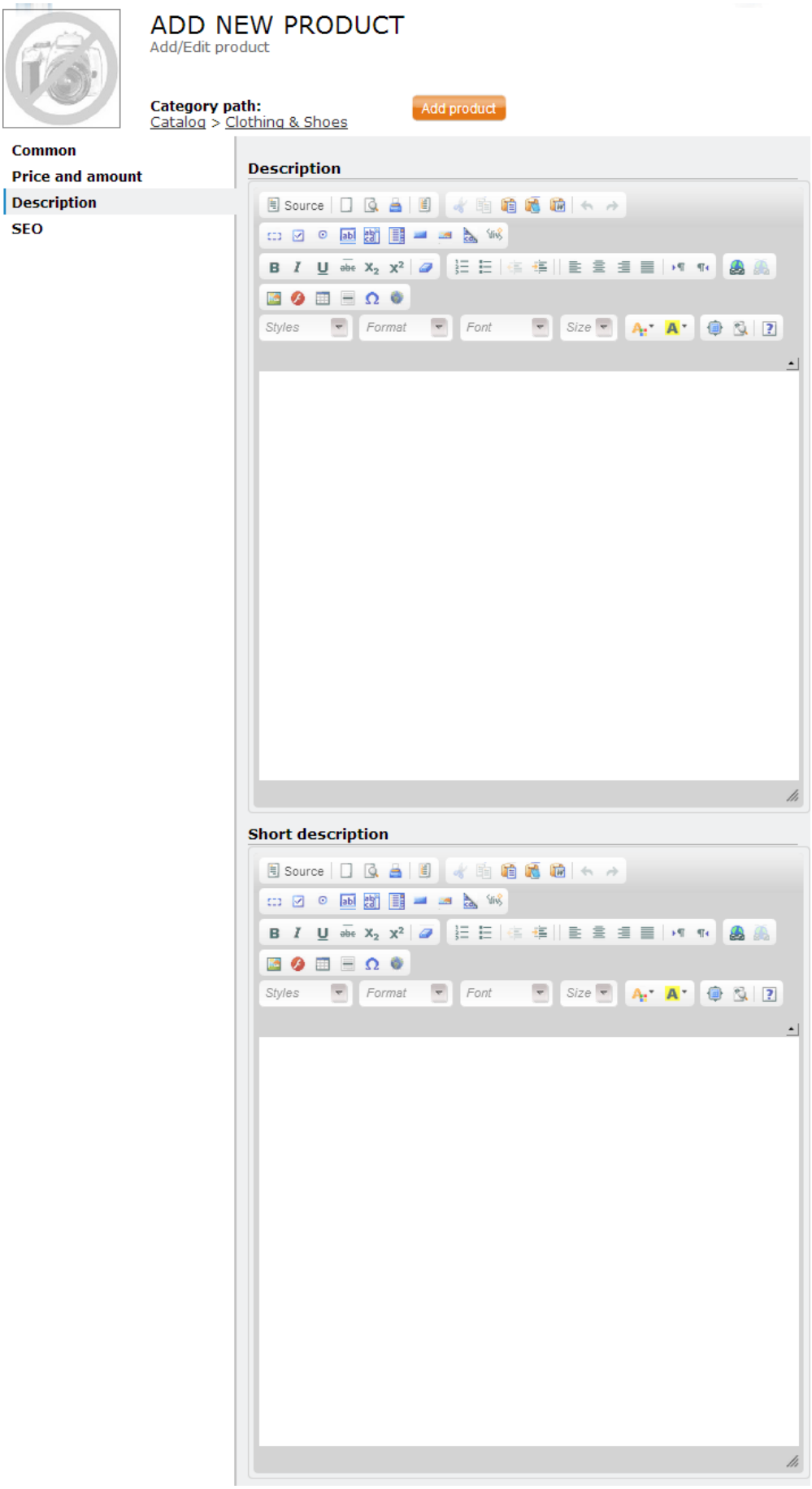


Fig.34. Adding product description

Enter a detailed and short description of the product into the appropriate fields. You can use a built-in WYSIWYG editor to format the description text.

To learn more about the WYSIWYG editor, see Appendix 1 of this guide.

The text entered into the "Page title" field of the "SEO" tab will be displayed in the page title of the product information page:

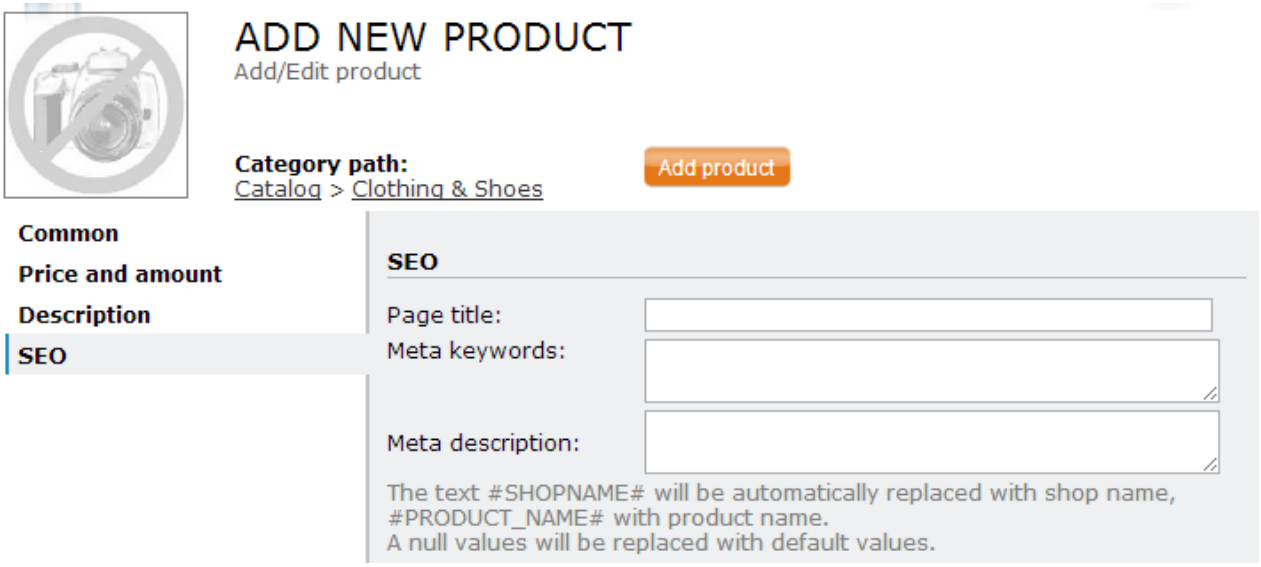


Fig.35. "SEO" parameters settings

In the "Meta keywords" field specify any keywords characterizing the product. Use a space or a comma to separate the keywords.

The "Meta description" field is made for entering a short text describing the product.

To complete this operation, click the “Add product” button.

The tabs like “Categories”, “Photos”, “Videos”, “Product properties”, “Custom options”, “Customers Who Bought This Item Also Bought”, “Similar products” and “Taxes” will be added to the “Add/Edit product” form.

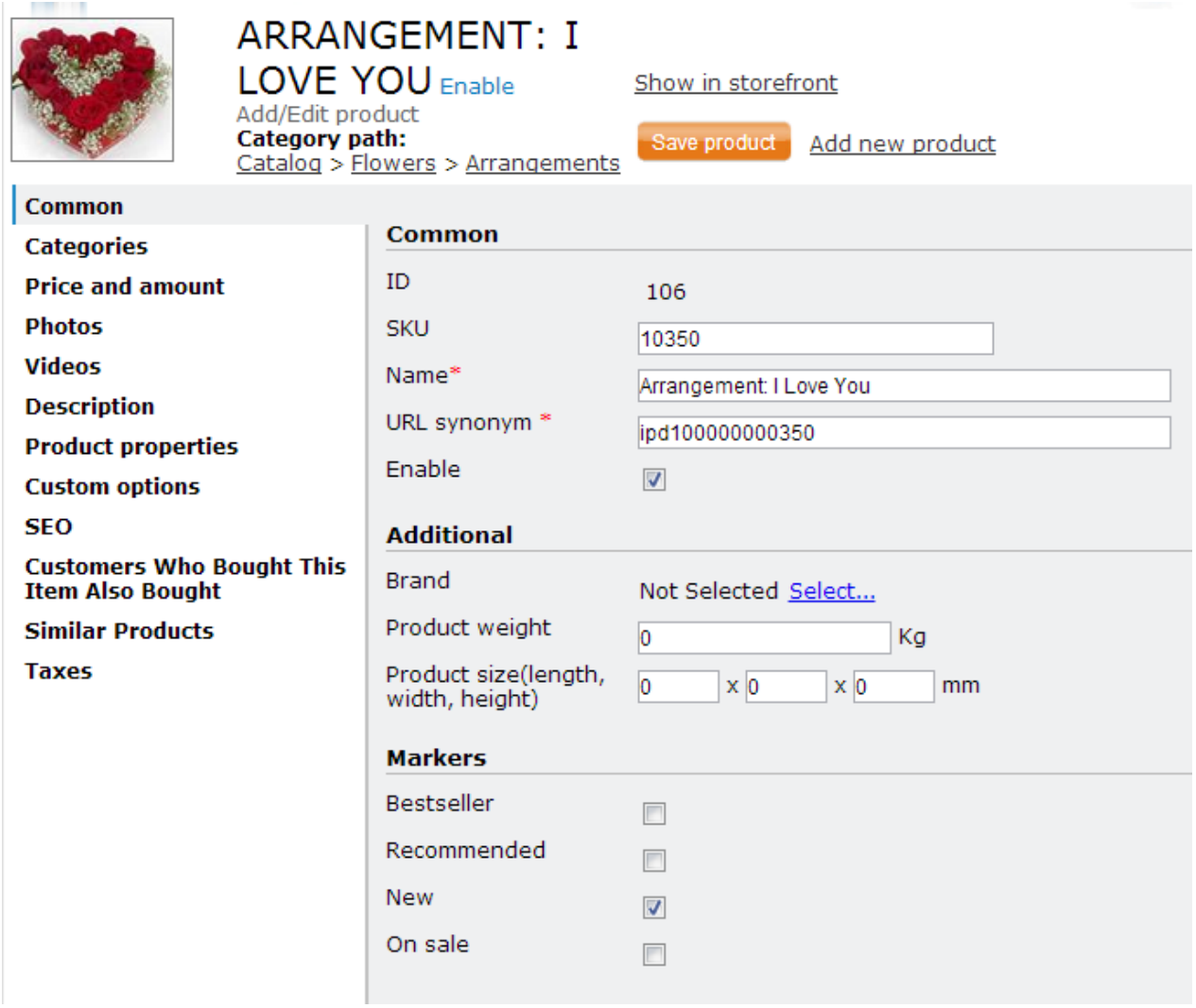


Fig.36. Editing products

In the "Categories" tab indicate the categories which should contain the product (one product can be added to several categories).

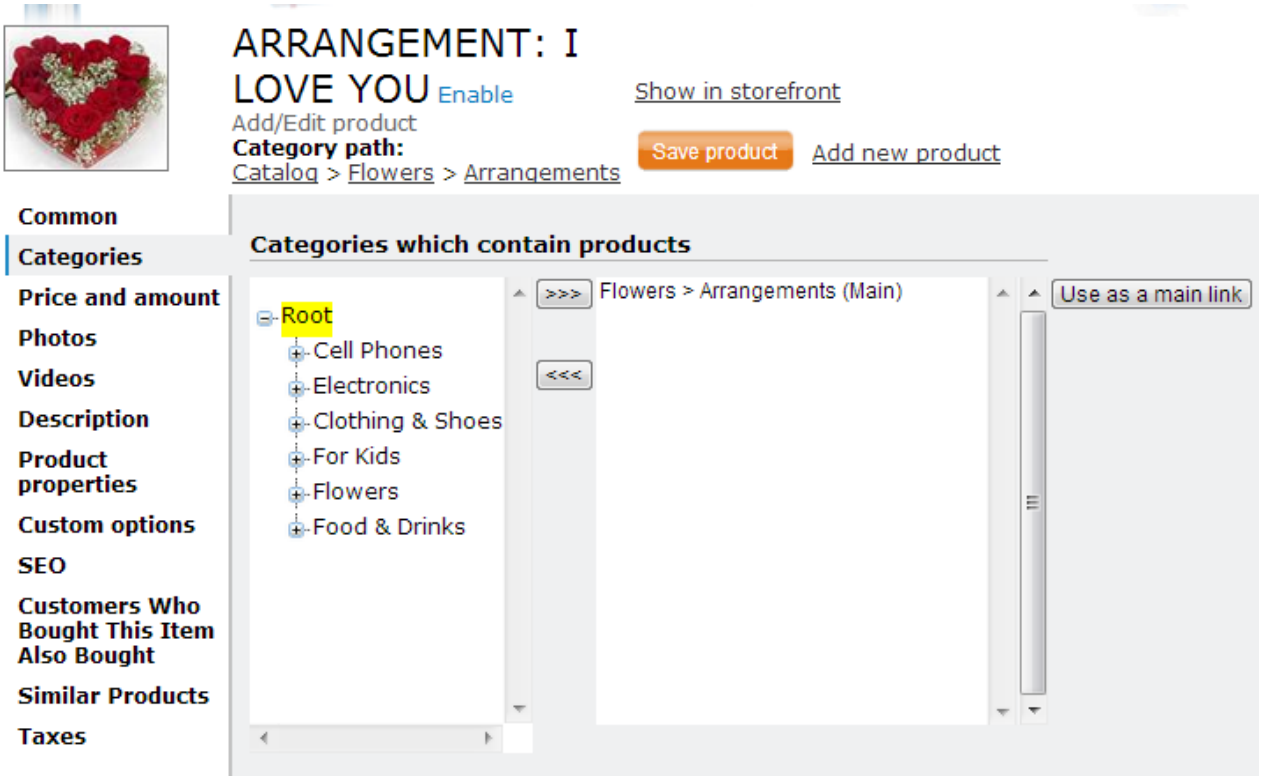


Fig.37. The "Categories" tab

On the left side of the window "Categories which contain products" select the category from the tree menu and click >>>. To delete a product from the category, select the category name on the right side of the window and click <<<.

Choose the "Photos" tab:

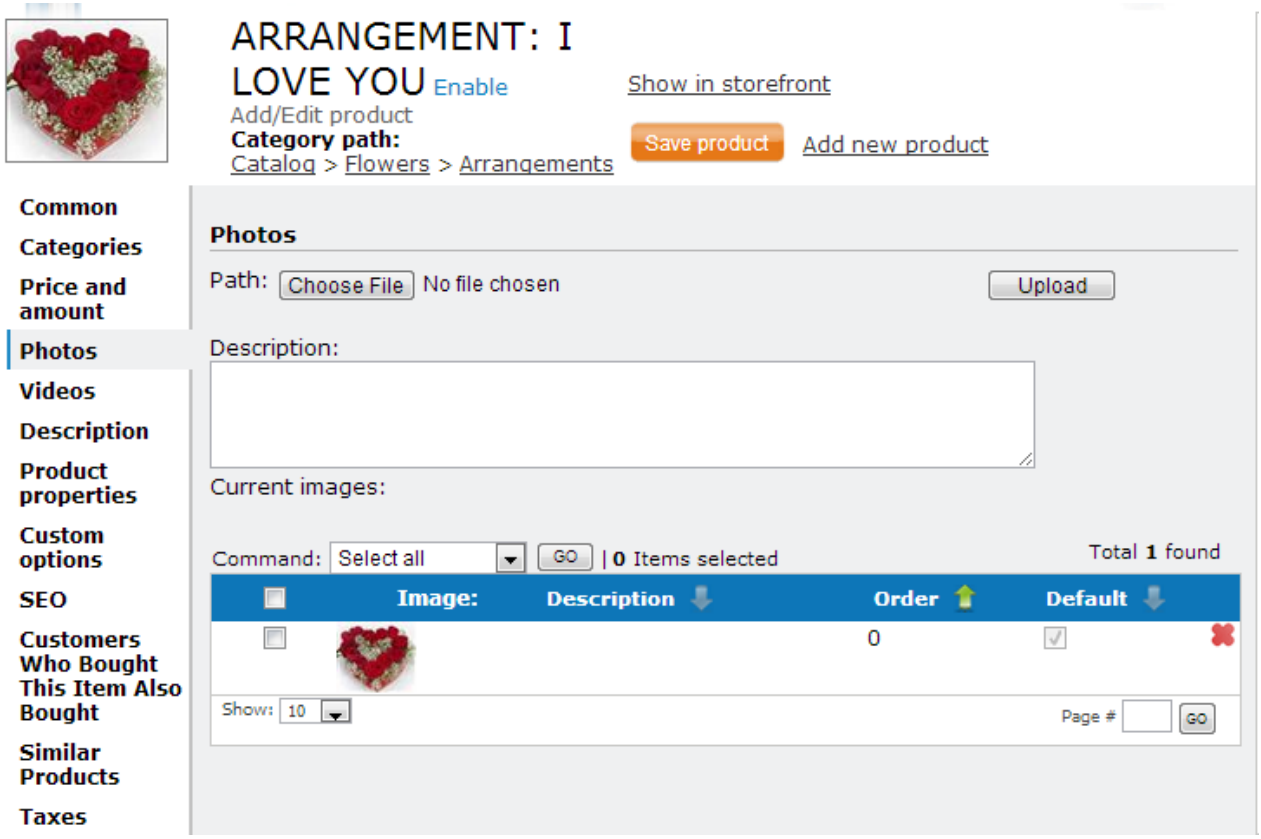


Fig.38. The "Photos" tab

To upload the product image from your computer hard drive, use the "Choose file" /"Browse" button and after that click "Upload". Click the "Save product" button.

Enter an image description into the appropriate field, if required.

Open the next tab, "Videos":

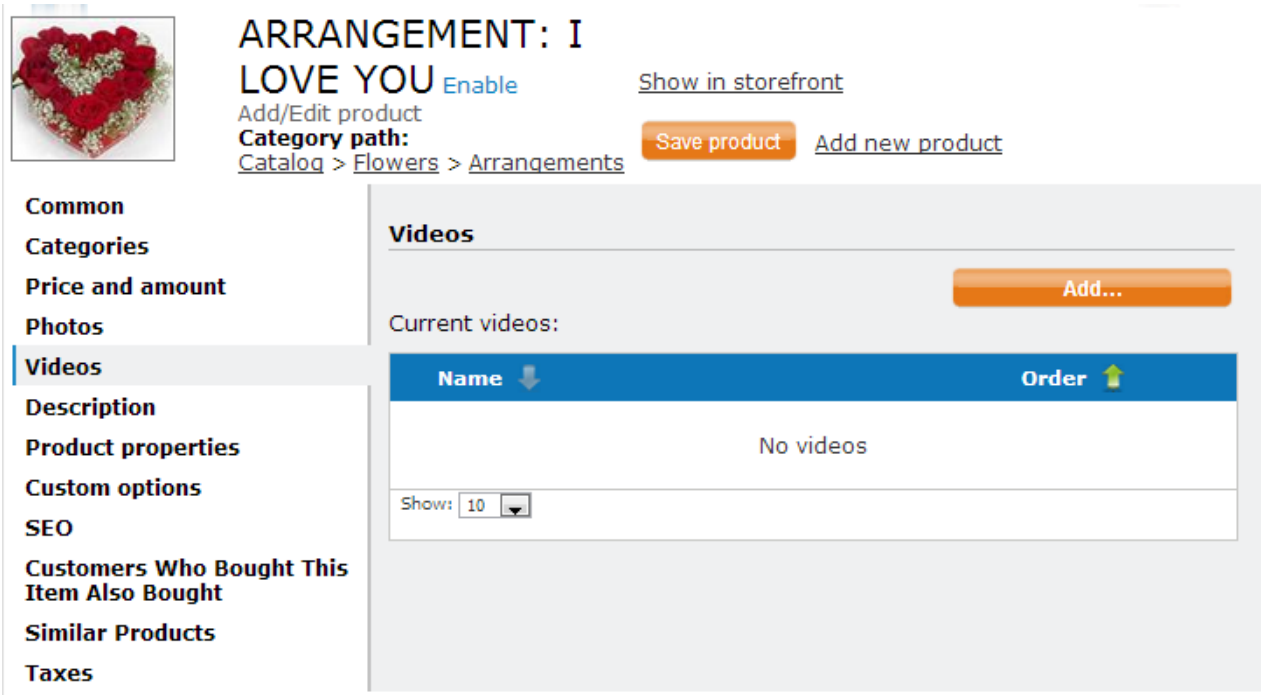


Рис. 39. The «Video» tab

To upload the product video, click the "Add…" button. A dialog window will open:

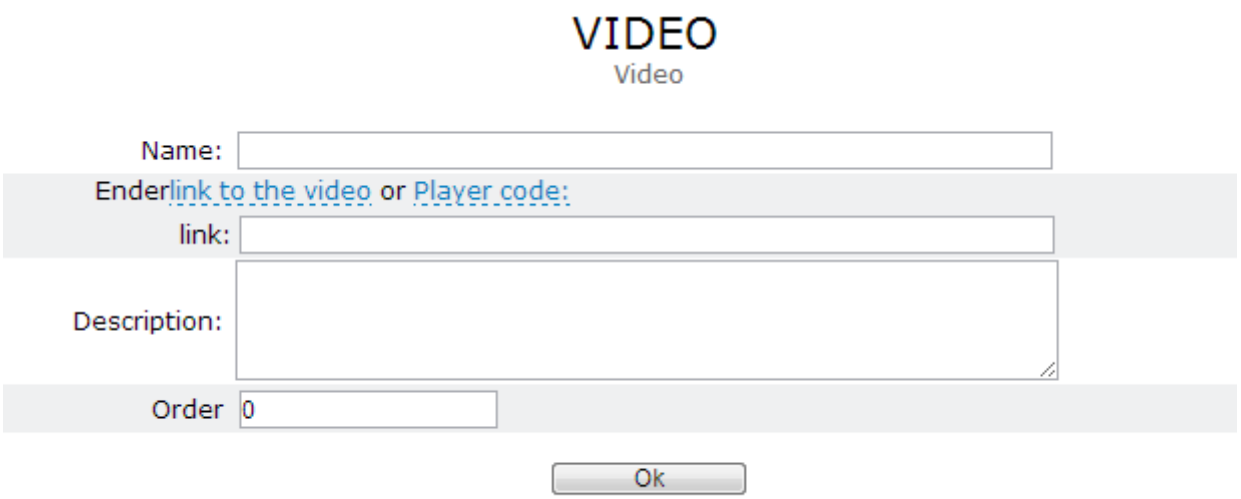


Fig.40. The "Video" dialog window

Fill in the fields of the "Video" dialog window and click the "OK" button.

On the "Product properties" tab select the property from the "Property" drop-down list and indicate the value and sort index in the appropriate fields. Click the "Save product" button:

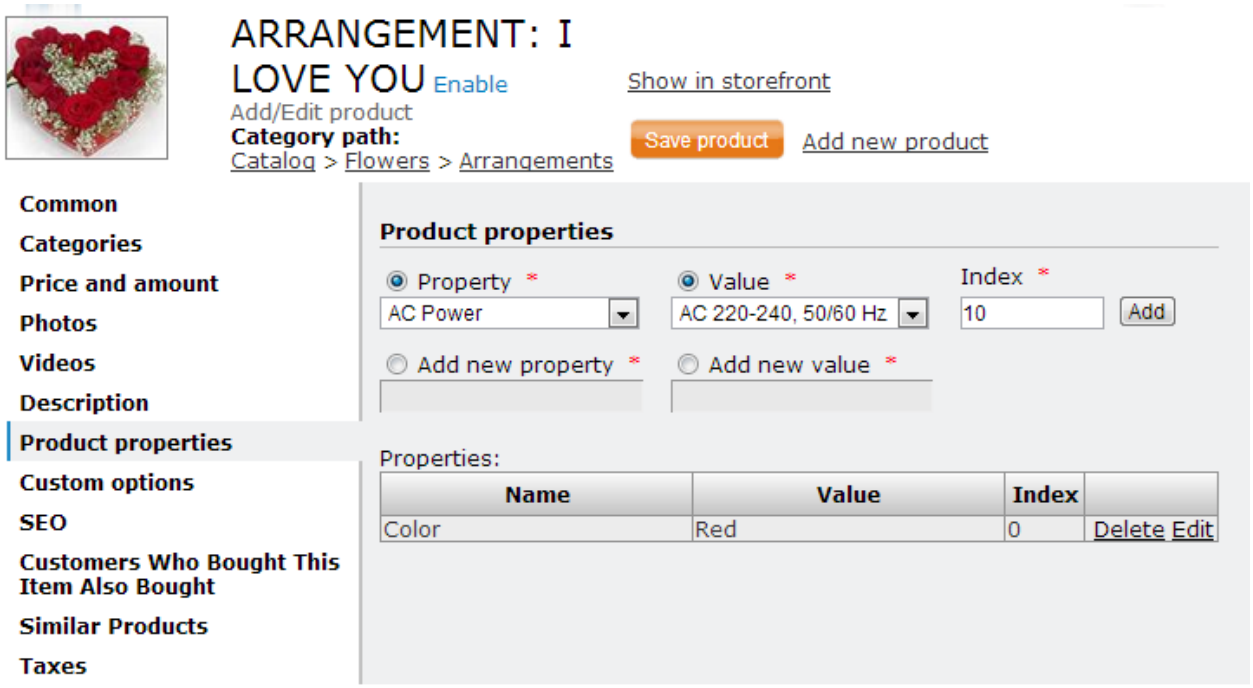


Fig.41. The "Product Properties" tab

If you cannot find the necessary property/value, choose a radio button in the "Add new property"/"Add new value" lines and enter data into the appropriate active fields.

To indicate the additional properties of the product, select the "Custom options" tab:

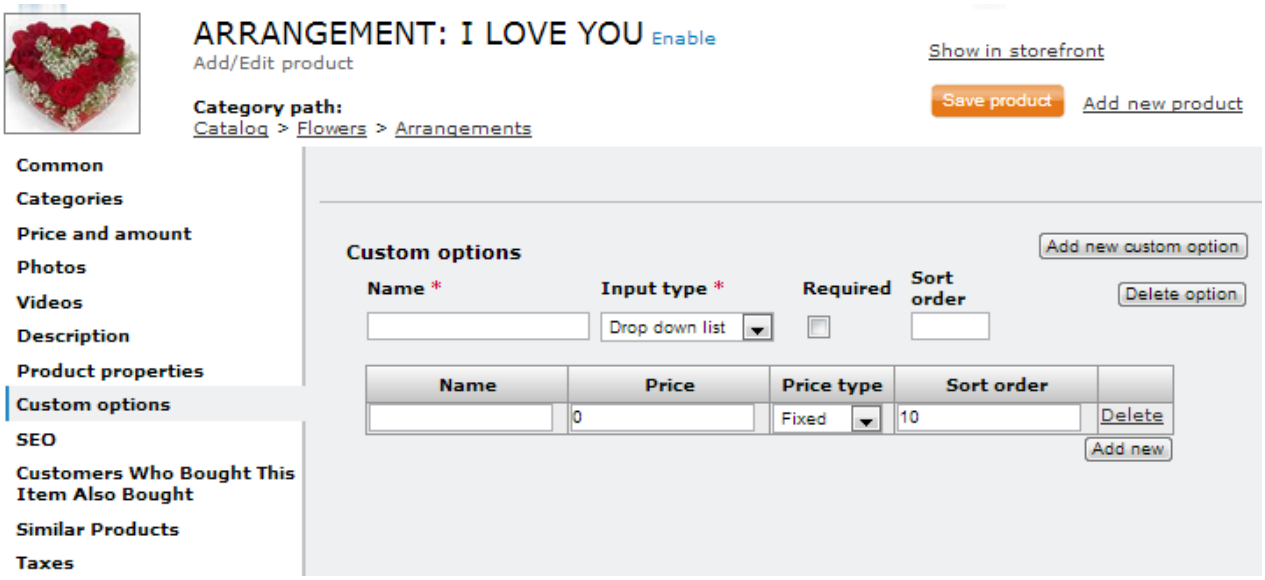


Fig.42. The "Custom options" tab

Click the "Add new custom option" button. Fill in the necessary fields and click the "Save product" button.

To add the appropriate products to the lists, follow the "Add products" hyperlink of the "Customers Who Bought This Item Also Bought" and "Similar Products" tabs:

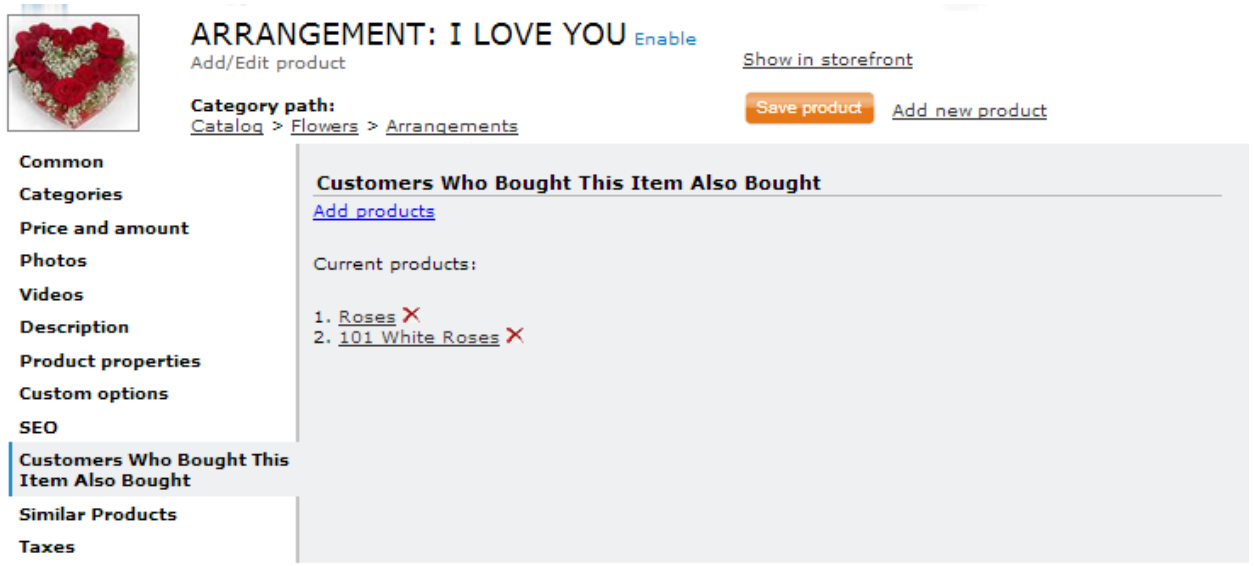


Fig.43. The "Customers Who Bought This Item Also Bought" tab

Indicate the necessary points of the tree menu by selecting check boxes in the "Add products" dialog window. After that click the "OK" button:

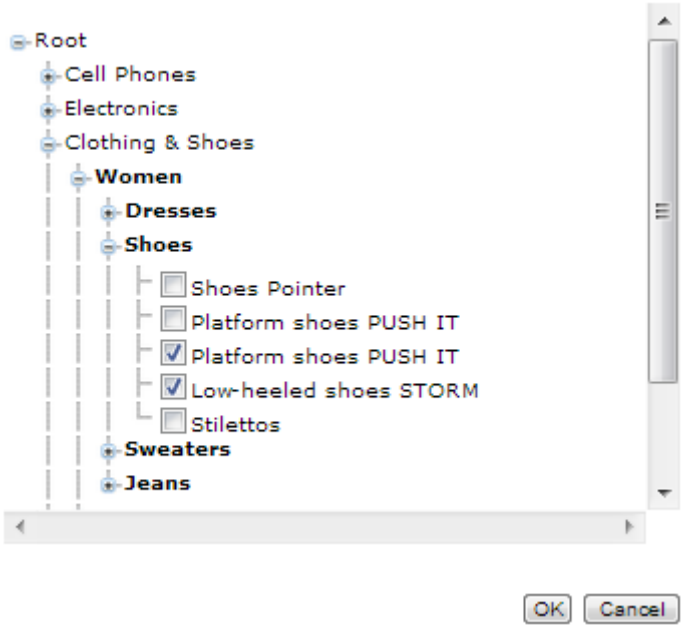


Fig.44. Selecting alternative products

By selecting checkboxes indicate taxes that will be added to the product cost depending on the tax type and seller's region on the "Taxes" tab.

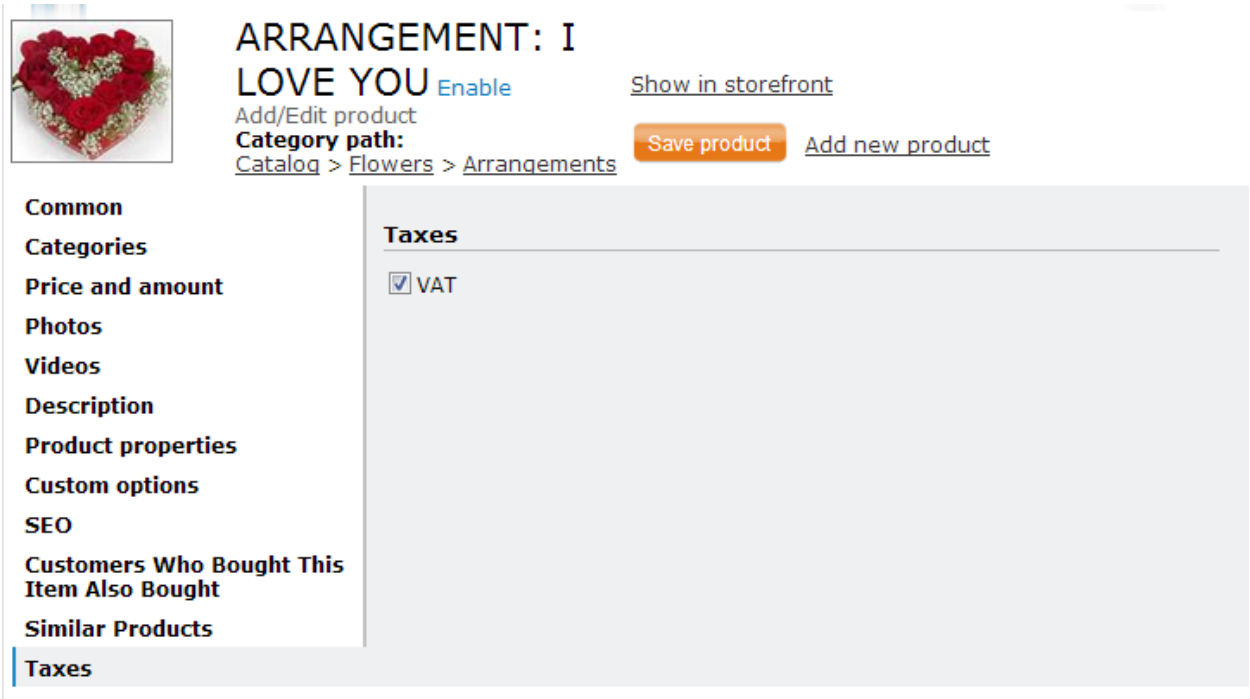


Fig.45. The "Taxes" tab

After necessary changes are made, click the "Save product" button.

In the process of viewing/editing the product properties you can always start viewing/editing the other product of the catalog by using the drop-down list with the

sections and links in the block on the right side of the "Add/Edit product" page (current product is highlighted in bold and mini image will appear when you hover your mouse cursor over the product name):

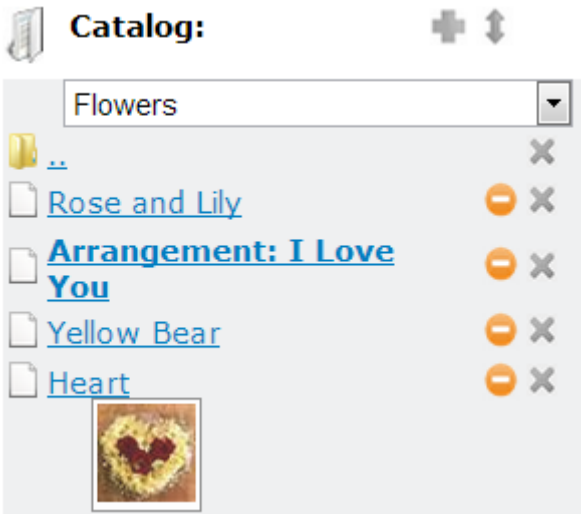


Fig.46. Fast switch to view/edit the other product

To start editing product properties from the list (see fig.10.Products list in the selected category), use the "Edit" button in the product line. Editing form is identical to the "Adding new product" form.

It is possible to edit the main properties of the product directly in the list by clicking the product line. After that, the fields will become editable:

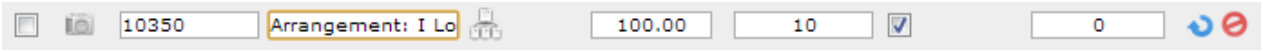


Fig.47. In-place editing the main properties of the product

Make changes. To save all the changes, click the "Update" button. To cancel the changes, click the "Cancel" button.

To delete a product from the category, use the "Remove from category" button in the product line.

"Delete product" confirmation will appear:

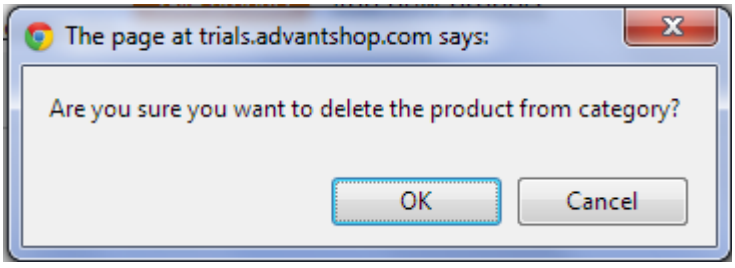


Fig.48. Product deletion from the category

Click the "OK" button.

To delete a product from the catalog, use the "Delete permanently" button in the product line.

"Delete product" confirmation will appear:

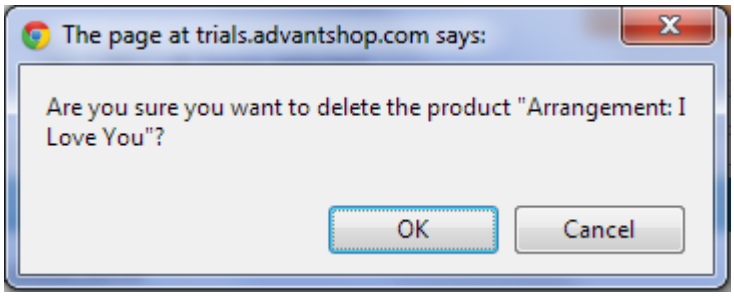


Fig.49. Product deletion from the catalog

Click the "OK" button.

Managing special offers

To edit the products list displayed on the main page of the front-end of the store (the product will be displayed on the main page if you select checkbox in the appropriate fields on the "Common" tab while adding or editing the product), click the "Edit" button on the right of the special offer sections name ("Best sellers", "New products" and/or "Product with discount"):

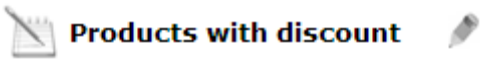


Fig.50. Products block on the main page

The appropriate list of products displayed on the main page of the store will open then:

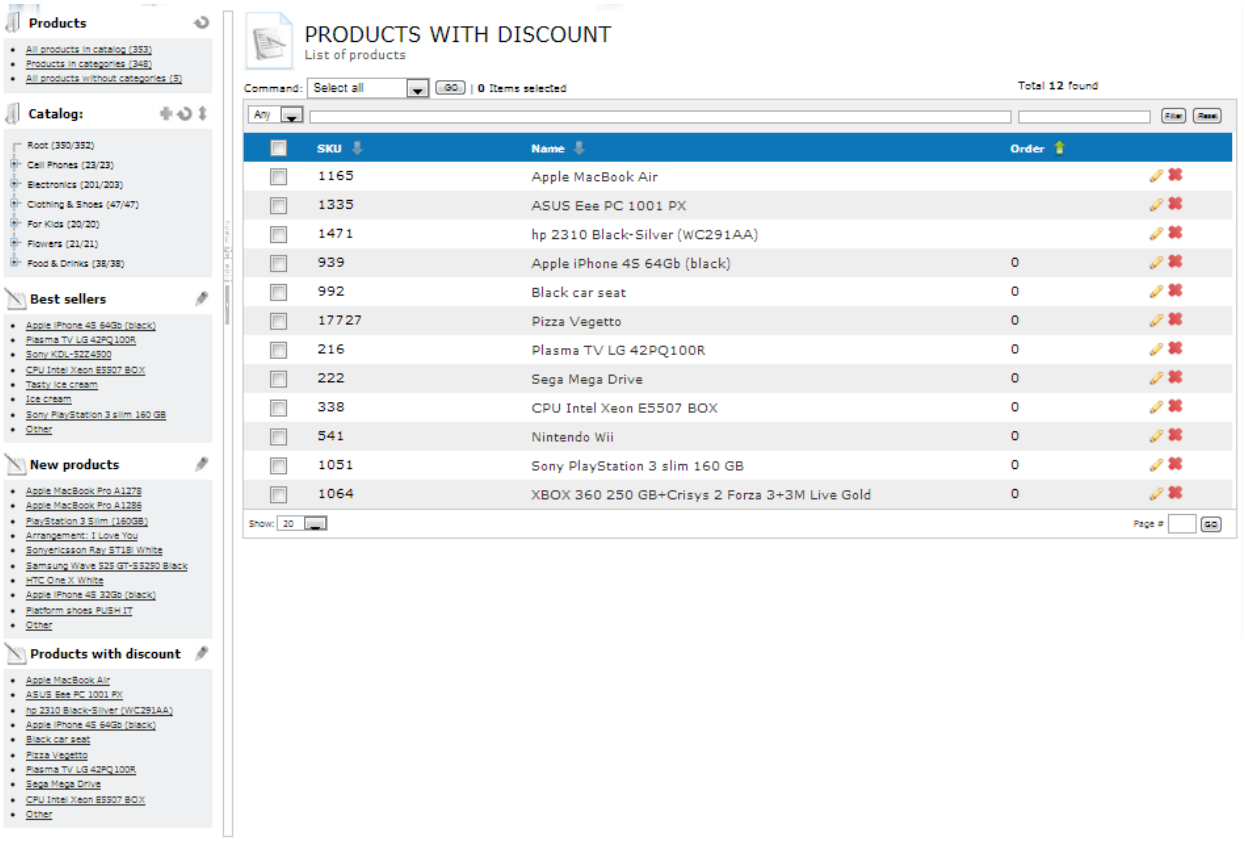


Fig.51. Viewing/editing special offer products list

The operations of editing and deleting the products of the special offer sections are identical to the operations with the products of the common catalog.

3.1.2 Managing product properties

In the process of adding/editing products you can specify product properties. It is possible to edit a properties list, if required. To browse the product properties list (directory) select the "Product properties" option in the "Catalog" menu:

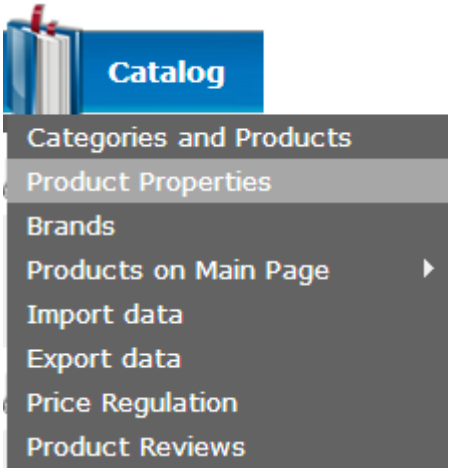


Fig.52. The "Product properties" option in the "Catalog" menu

This window will appear next:

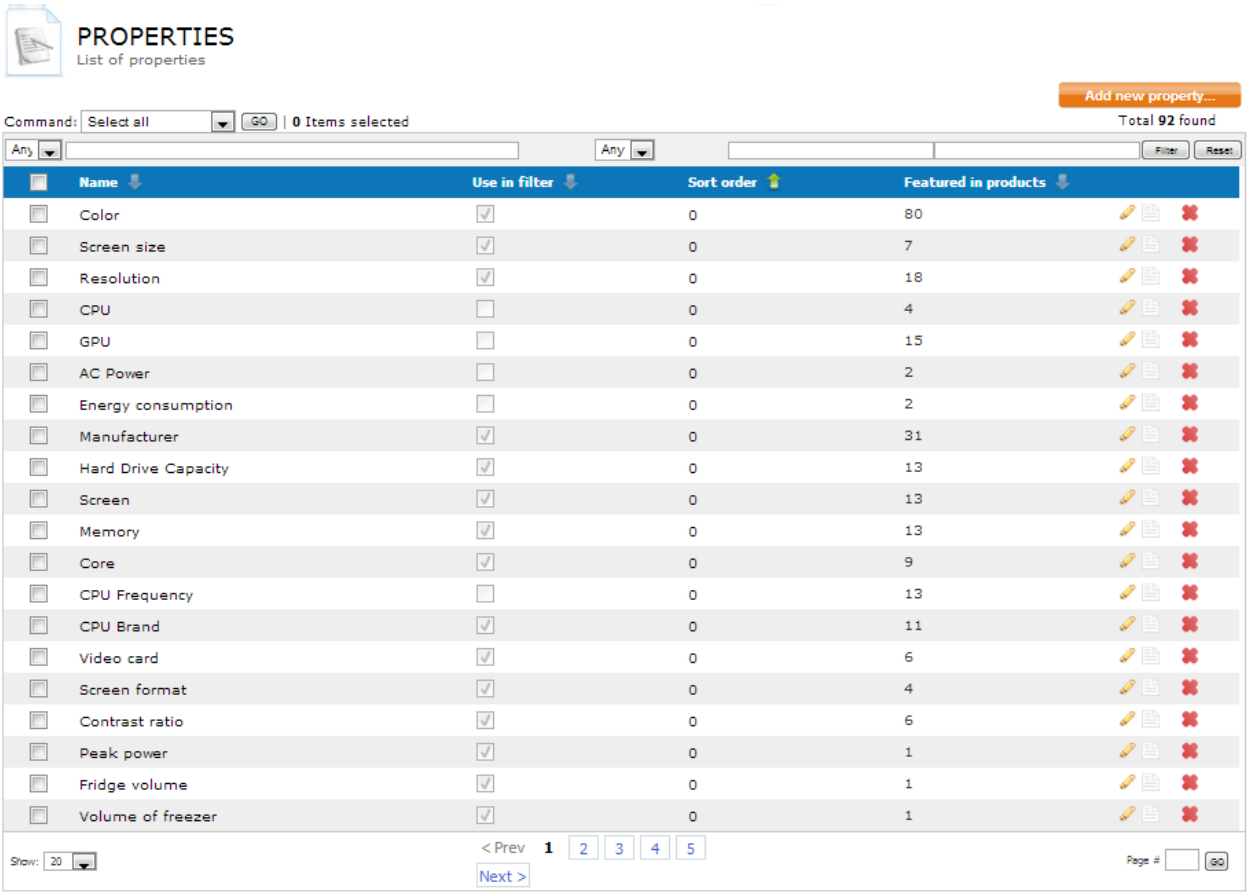


Fig.53. Editing product properties

To edit a product property name, click on the link for the appropriate property or select the "Edit" button . The field of the "Value" column will become editable. Make changes.

To edit a values list of the selected property, click the "Edit values" button in the line for the appropriate property. To edit a value, click on the appropriate line, or use the "Edit" button . The field of the "Value" column will become editable. Make changes.

To delete a property or its value from the list, click the "Delete" button in the line for the appropriate property/value.

3.1.3 Managing brands

To edit a list of brands, select the "Brands" option in the "Catalog" menu:

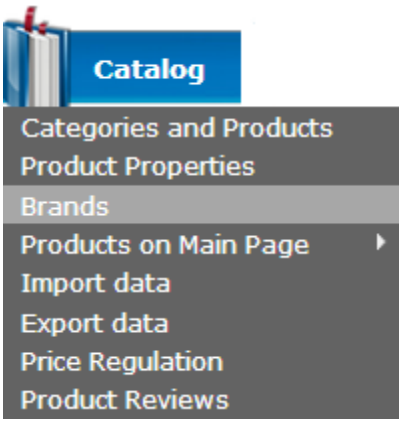


Fig.54. The "Brands" option in the "Catalog" menu

The following page will open:

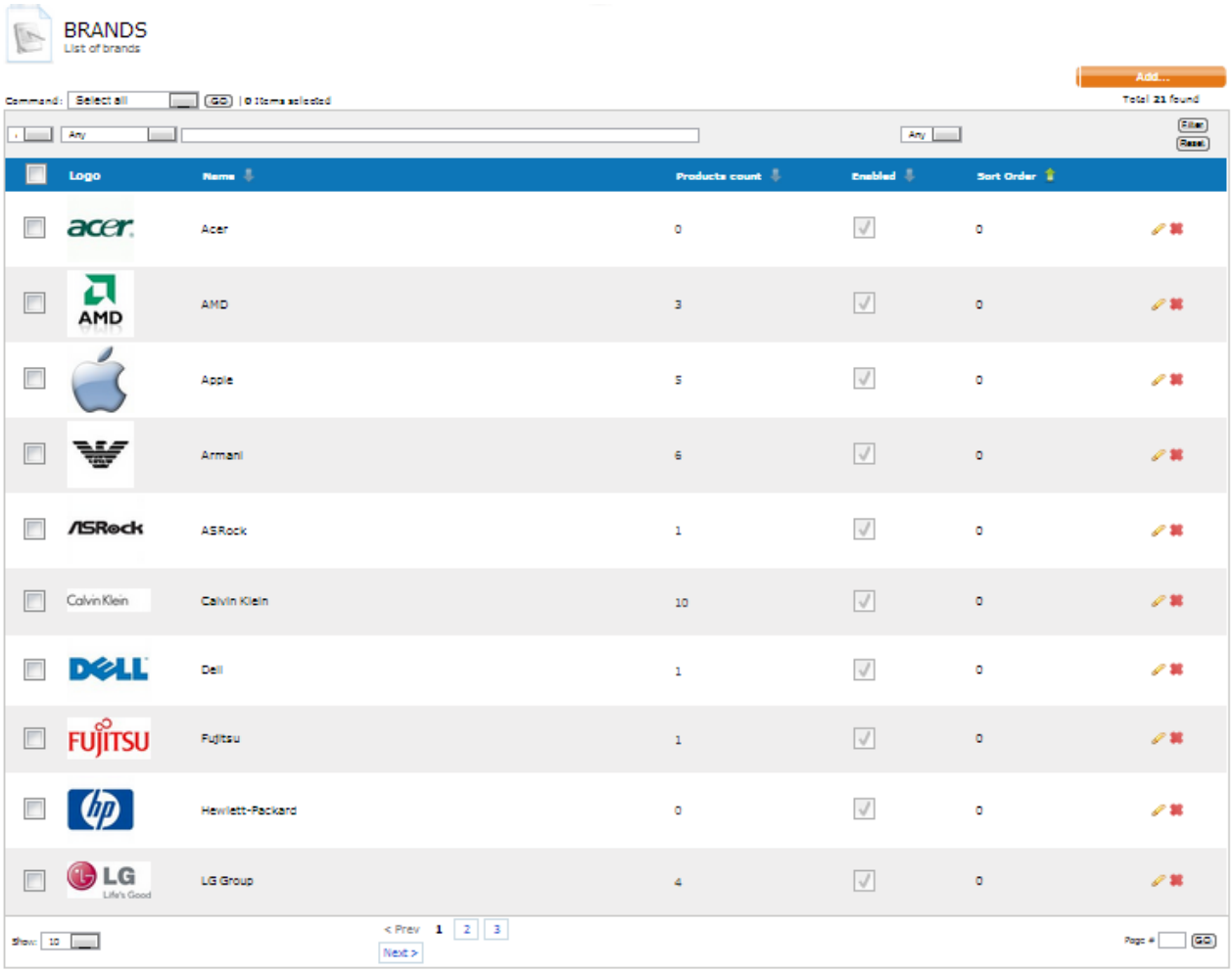


Fig.55. Editing brands directory

To change a brand name, activity or sort order, click on the line for the appropriate brand. After the fields became editable, make changes.

To edit the brand properties, click the “Edit” button in the line for the appropriate brand.

The dialog window will open then:

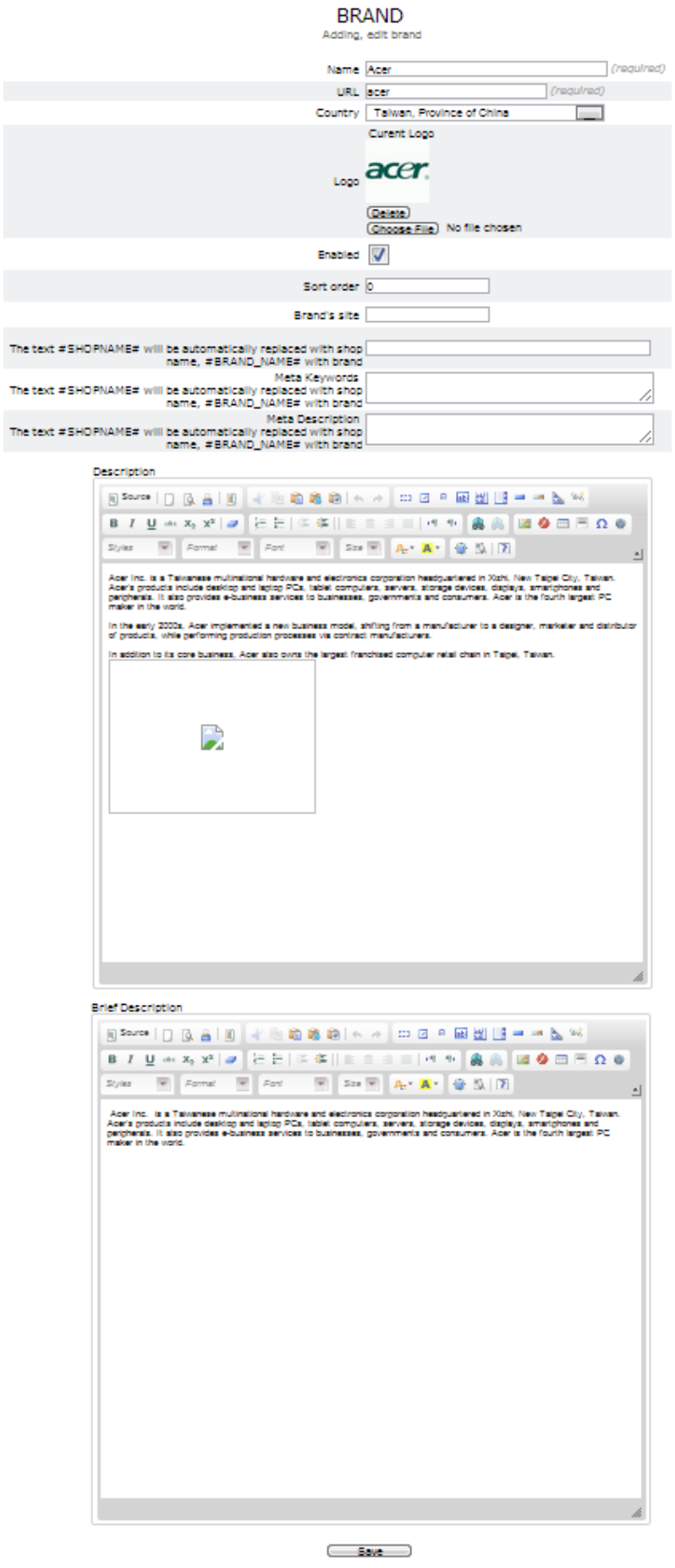


Fig.56 Editing brand properties

Fill in the fields of the form with the appropriate data and click the “Save” button.

To delete a brand from the brands list, click the “Delete” button in the line for the appropriate brand.

3.1.4 Managing products on the main page

For displaying a new products list, bestsellers and products with discounts on the main page of the store use the appropriate options of the “Catalog” menu –> “Products on main page”:

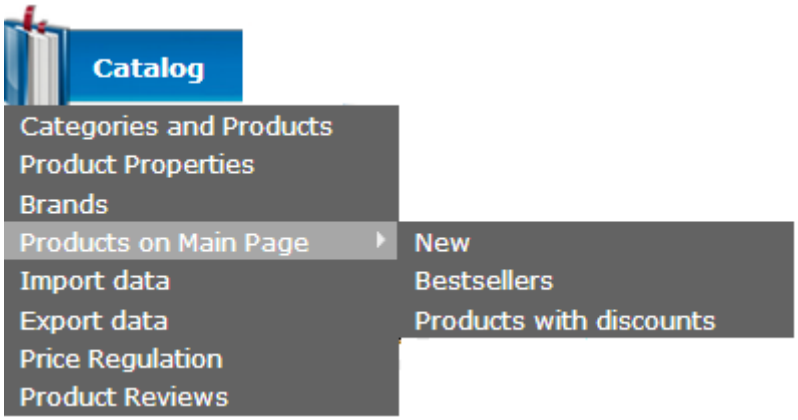


Fig.57. The “Products on main page” submenu of the “Catalog” menu

For example, the next page will open:

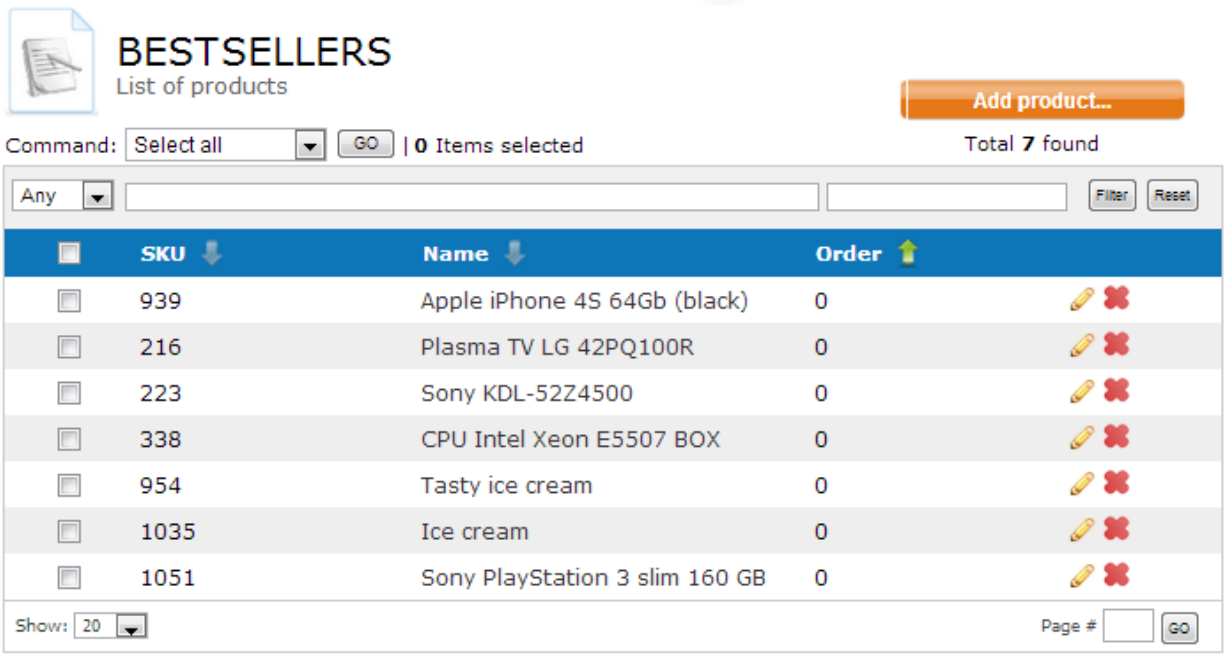


Fig.58. Managing bestsellers

It is possible to edit the main product properties directly in the bestseller list by clicking on the product line. The fields will become editable:

Fig.59. Editing products main properties

Make changes. To save the changes, click the "Update" button, to cancel them, use the "Cancel" button.

To edit the product properties from the list, use the "Edit Product" button in the line for the appropriate product. Editing form is identical to the adding form.

To delete a product from the list, for example list of bestsellers, click the "Delete" button in the line for the appropriate product.

A list of bestsellers will be displayed in the left column of the main page on the front-end as in the following figure:

Fig.60. Bestsellers block on the front-end

3.1.5 *Import data*

To add a new products list to the catalog (including product price and photos) select the "Import data" option of the "Catalog" menu:

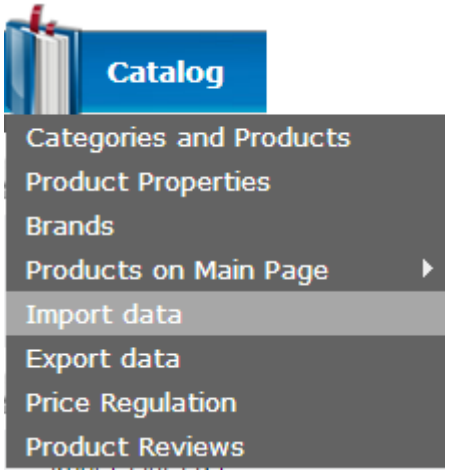


Fig.61. The "Import data" option of the "Catalog" menu

In the appeared window select separator and encoding from the drop-down lists. If the first line of file contains headers, select check box in the appropriate field:

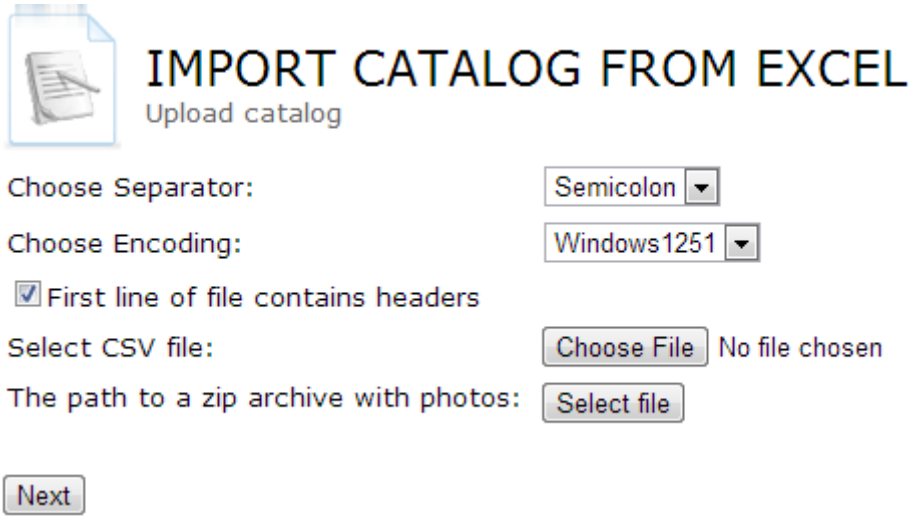


Fig.62. Import catalog

Using the "Choose File" / "Browse" and "Select file" buttons indicate the zip archive with the products photos and CSV file location on your computer hard drive or removable storage device, and click the "Next" button.

On the appeared page select check box in the "Disable all products at first" field to make the products that are not in the list disabled:

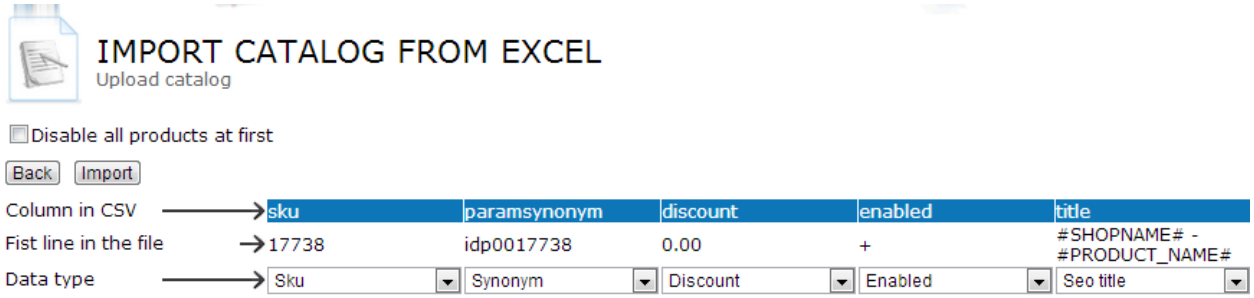
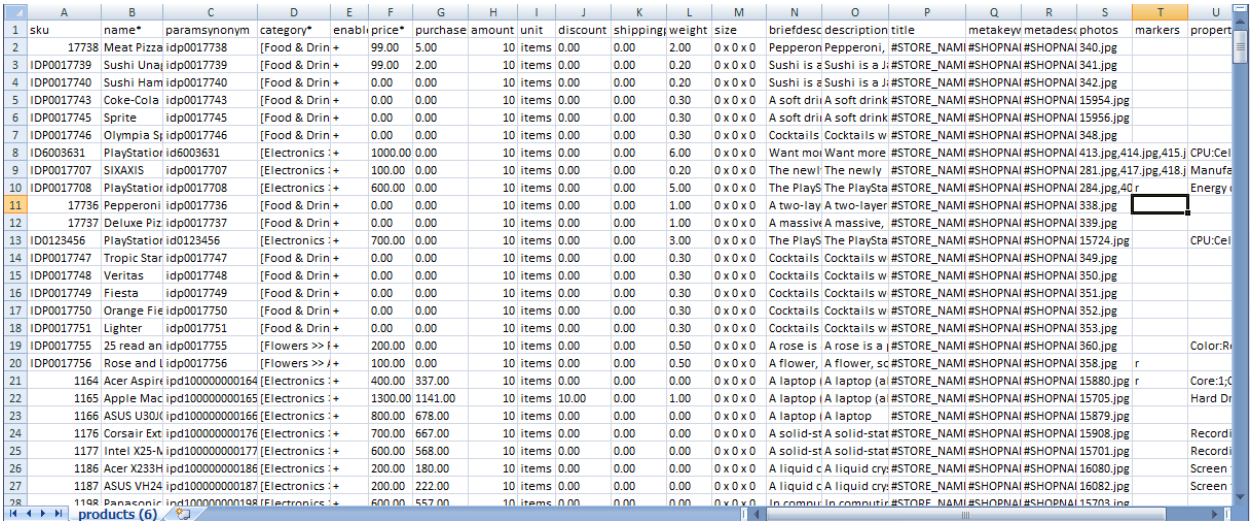


Fig.63. Import catalog from Excel

The uploaded file can contain the following data (in any order):

- SKU (Stock keeping unit);
- Name;
- URL synonym;
- Categories;
- Enabled;
- Price;
- Purchase price;

- Amount;
- Unit;
- Discount;
- Shipping price;
- Weight;
- Size;
- Brief description;
- Description;
- SEO Meta Title;
- SEO Meta Keywords;
- SEO Meta Description;
- Photos;
- Markers;
- Properties;
- Producer;
- Pre-order.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	sku	name*	paramsynonym	category*	enabl	price*	purchase	amount	unit	discount	shipping	weight	size	briefdesc	description	title	metakeyw	metadesc	photos	markers	propert
2	17738	Meat Pizza	idp0017738	[Food & Drin	+	99.00	5.00	10	items	0.00	0.00	2.00	0 x 0 x 0	Pepperon	Pepperoni,	#STORE_NAMI	#SHOPNAI	#SHOPNAI	340.jpg		
3	IDP0017739	Sushi Una	idp0017739	[Food & Drin	+	99.00	2.00	10	items	0.00	0.00	0.20	0 x 0 x 0	Sushi is a	Sushi is a Ja	#STORE_NAMI	#SHOPNAI	#SHOPNAI	341.jpg		
4	IDP0017740	Sushi Ham	idp0017740	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.20	0 x 0 x 0	Sushi is a	Sushi is a Ja	#STORE_NAMI	#SHOPNAI	#SHOPNAI	342.jpg		
5	IDP0017743	Coke-Cola	idp0017743	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	A soft drii	A soft drink	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15954.jpg		
6	IDP0017745	Sprite	idp0017745	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	A soft drii	A soft drink	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15956.jpg		
7	IDP0017746	Olympia Sp	idp0017746	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	Cocktails	Cocktails w	#STORE_NAMI	#SHOPNAI	#SHOPNAI	348.jpg		
8	ID6003631	PlayStatior	id6003631	[Electronics :	+	1000.00	0.00	10	items	0.00	0.00	6.00	0 x 0 x 0	Want mor	Want more	#STORE_NAMI	#SHOPNAI	#SHOPNAI	413.jpg,414.jpg,415.j		CPU:Cel
9	IDP0017707	SIXAXIS	idp0017707	[Electronics :	+	100.00	0.00	10	items	0.00	0.00	0.20	0 x 0 x 0	The newl	The newly	#STORE_NAMI	#SHOPNAI	#SHOPNAI	281.jpg,417.jpg,418.j		Manufa
10	IDP0017708	PlayStatior	idp0017708	[Electronics :	+	600.00	0.00	10	items	0.00	0.00	5.00	0 x 0 x 0	The PlayS	The PlaySta	#STORE_NAMI	#SHOPNAI	#SHOPNAI	284.jpg,40	r	Energy
11	17736	Pepperoni	idp0017736	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	1.00	0 x 0 x 0	A two-lay	A two-layer	#STORE_NAMI	#SHOPNAI	#SHOPNAI	338.jpg		
12	17737	Deluxe Piz	idp0017737	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	1.00	0 x 0 x 0	A massive	A massive,	#STORE_NAMI	#SHOPNAI	#SHOPNAI	339.jpg		
13	ID0123456	PlayStatior	id0123456	[Electronics :	+	700.00	0.00	10	items	0.00	0.00	3.00	0 x 0 x 0	The PlayS	The PlaySta	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15724.jpg		CPU:Cel
14	IDP0017747	Tropic Star	idp0017747	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	Cocktails	Cocktails w	#STORE_NAMI	#SHOPNAI	#SHOPNAI	349.jpg		
15	IDP0017748	Veritas	idp0017748	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	Cocktails	Cocktails w	#STORE_NAMI	#SHOPNAI	#SHOPNAI	350.jpg		
16	IDP0017749	Fiesta	idp0017749	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	Cocktails	Cocktails w	#STORE_NAMI	#SHOPNAI	#SHOPNAI	351.jpg		
17	IDP0017750	Orange Fie	idp0017750	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	Cocktails	Cocktails w	#STORE_NAMI	#SHOPNAI	#SHOPNAI	352.jpg		
18	IDP0017751	Lighter	idp0017751	[Food & Drin	+	0.00	0.00	10	items	0.00	0.00	0.30	0 x 0 x 0	Cocktails	Cocktails w	#STORE_NAMI	#SHOPNAI	#SHOPNAI	353.jpg		
19	IDP0017755	25 read an	idp0017755	[Flowers >> F	+	200.00	0.00	10	items	0.00	0.00	0.50	0 x 0 x 0	A rose is	A rose is a	#STORE_NAMI	#SHOPNAI	#SHOPNAI	360.jpg		Color:R
20	IDP0017756	Rose and L	idp0017756	[Flowers >> A	+	100.00	0.00	10	items	0.00	0.00	0.50	0 x 0 x 0	A flower,	A flower, sc	#STORE_NAMI	#SHOPNAI	#SHOPNAI	358.jpg	r	
21	1164	Acer Aspire	idp100000000164	[Electronics :	+	400.00	337.00	10	items	0.00	0.00	0.00	0 x 0 x 0	A laptop (	A laptop (al	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15880.jpg	r	Core:1;C
22	1165	Apple Mac	idp100000000165	[Electronics :	+	1300.00	1141.00	10	items	10.00	0.00	1.00	0 x 0 x 0	A laptop (	A laptop (al	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15705.jpg		Hard Dr
23	1166	ASUS U30J(	idp100000000166	[Electronics :	+	800.00	678.00	10	items	0.00	0.00	0.00	0 x 0 x 0	A laptop (	A laptop	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15879.jpg		
24	1176	Corsair Ext	idp100000000176	[Electronics :	+	700.00	667.00	10	items	0.00	0.00	0.00	0 x 0 x 0	A solid-st	A solid-stat	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15908.jpg		Recordi
25	1177	Intel X25-M	idp100000000177	[Electronics :	+	600.00	568.00	10	items	0.00	0.00	0.00	0 x 0 x 0	A solid-st	A solid-stat	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15701.jpg		Recordi
26	1186	Acer X233H	idp100000000186	[Electronics :	+	200.00	180.00	10	items	0.00	0.00	0.00	0 x 0 x 0	A liquid c	A liquid cry	#STORE_NAMI	#SHOPNAI	#SHOPNAI	16080.jpg		Screen
27	1187	ASUS VH24	idp100000000187	[Electronics :	+	200.00	222.00	10	items	0.00	0.00	0.00	0 x 0 x 0	A liquid c	A liquid cry	#STORE_NAMI	#SHOPNAI	#SHOPNAI	16082.jpg		Screen
28	1198	Panasonic	idp100000000198	[Electronics :	+	600.00	557.00	10	items	0.00	0.00	0.00	0 x 0 x 0	In comput	In computir	#STORE_NAMI	#SHOPNAI	#SHOPNAI	15703.jpg		

products (6)

Fig.64. Products file list

To complete the operation, click the "Upload" button. When the file uploaded the following window will appear:

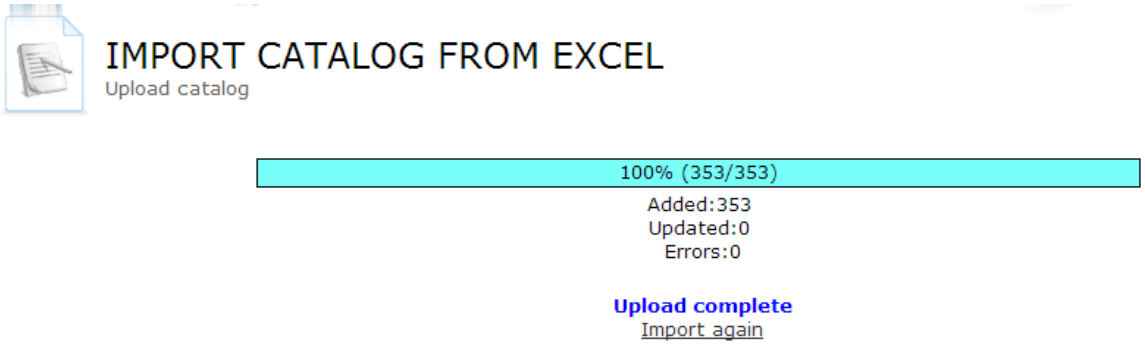


Fig.65. Upload complete

3.1.6 *Export catalog to CSV file format*

To export a products catalog into CSV file format, use the "Catalog" option –> "Export data":

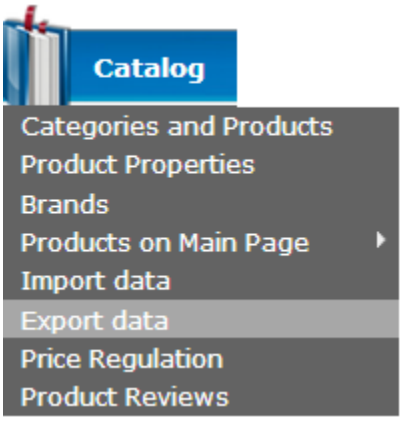


Fig.66. The "Export data" option in the "Catalog" menu

On the appeared page select separator, encoding, action and fields you want to export to CSV file format. After that, click the "Export" button.

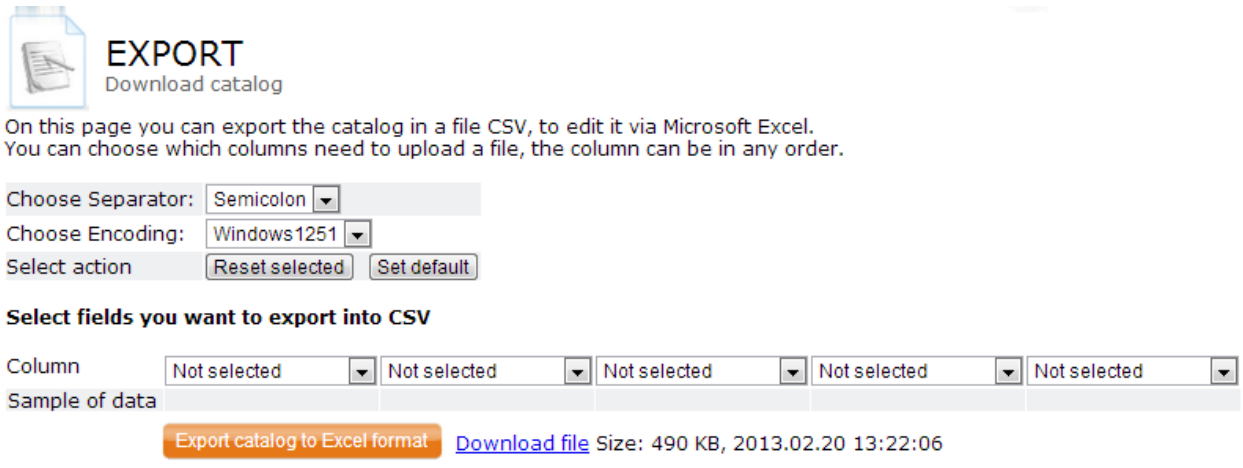


Fig.67. Export catalog to CSV file format

The export process will be illustrated by the progress bar. On completing the operation the "Download file" button will appear:

Fig.68. The "Download file" button

Click the "Download file" button and specify the location on your computer hard drive or removable storage device where the products catalog should be saved into CSV format file.

3.1.7 *Price regulation*

To browse a price regulation page, use the "Price regulation" option in the "Catalog" menu:

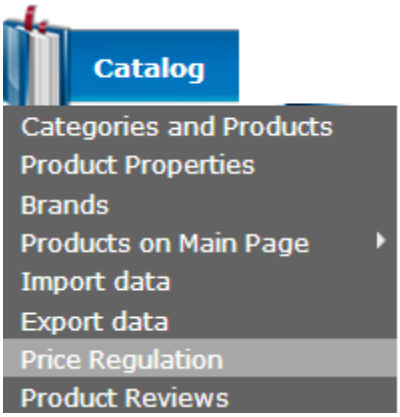


Fig.69. The "Price regulation" option in the "Catalog" menu

The "Price regulation" page will open:

Fig.70. The "Price regulation" page

With the use of the drop-down list select the price regulation type:

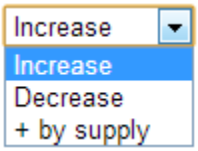


Fig.71. Price regulation type

Change the price size in the "AT" field. Next to this field select the appropriate unit – $ or %.

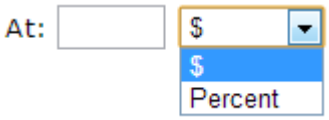


Fig.72. Selecting units

Click the "Change price" button.

After necessary changes made the following message will appear:

All prices have been increased at 2 % by supply

Managing product reviews

To view and edit product reviews, select the "Product reviews" option in the "Catalog" menu:

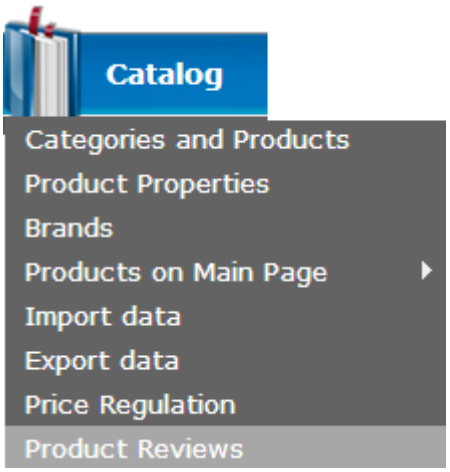


Fig.73. The "Product reviews" option in the "Catalog" menu

If there are any reviews, a reviews list will open:

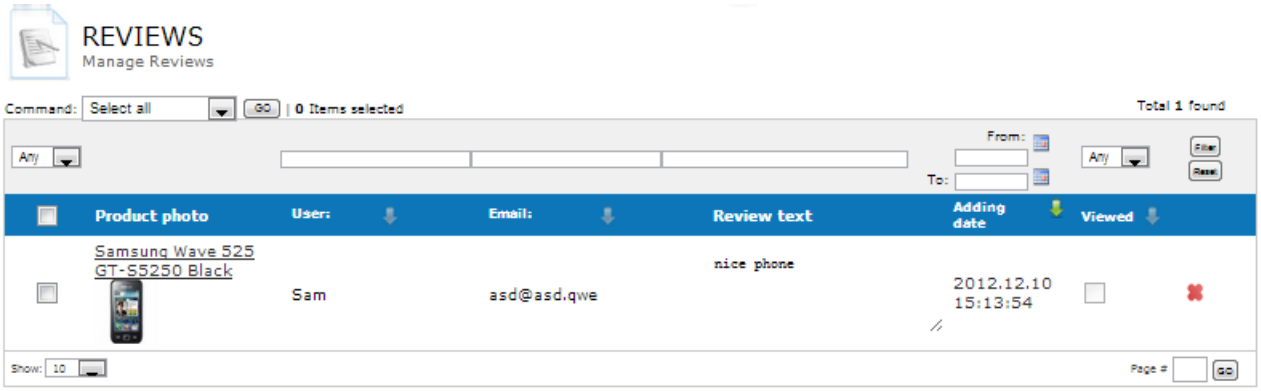


Fig.74. Product reviews

To edit a review, click the review text field and it will become editable:

Fig.75. Editing reviews

Select check box in the "Viewed" column to publish a review on your site.

Make changes, if required, and click the "Update" button . To delete a review, click the "Delete" button , and confirm your deletion request:

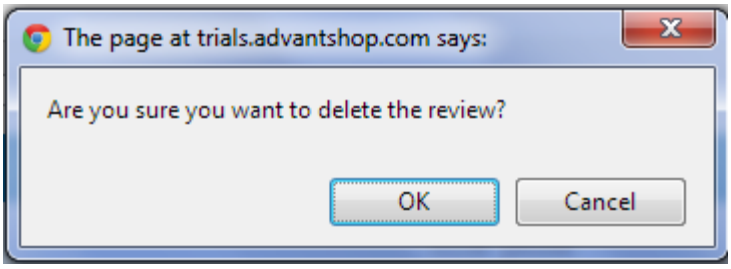


Fig.76. Review deletion

Click the "OK" button.

3.2 Managing orders and customers

3.2.1 *Managing orders*

To view and manage orders, select the "Orders" option (or "Orders" -> "Orders") in the "Orders and Customers" menu:

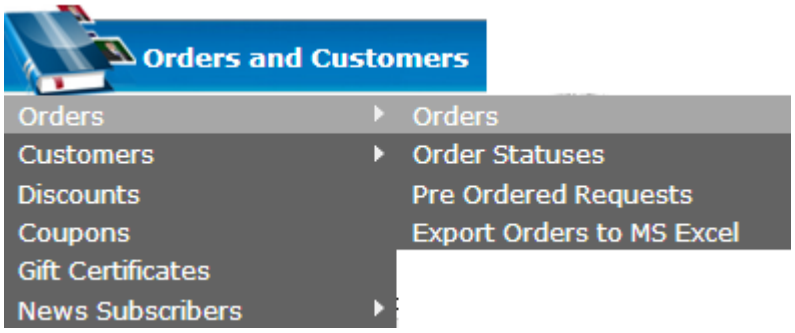


Fig.77. The "Orders" -> "Orders" options in the "Orders and Customers" menu

The orders page will appear next:

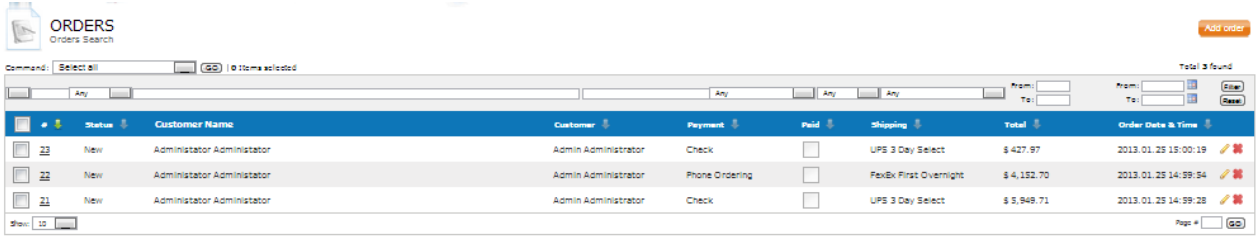


Fig.78. Orders page

You can display only the orders of such status as new, in progress, shipped, delivered, closed or canceled. For this operation select the order status from the drop-down list:

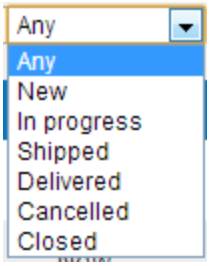


Fig.79.Order status filter

To view the detailed information on the concrete order, select the appropriate link in the "#" column:

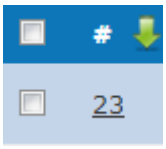


Рис. 80. Selecting orders

The order information will also appear after clicking the "Edit" button in the list of orders.

The order data including information about the customer will be displayed on this page:

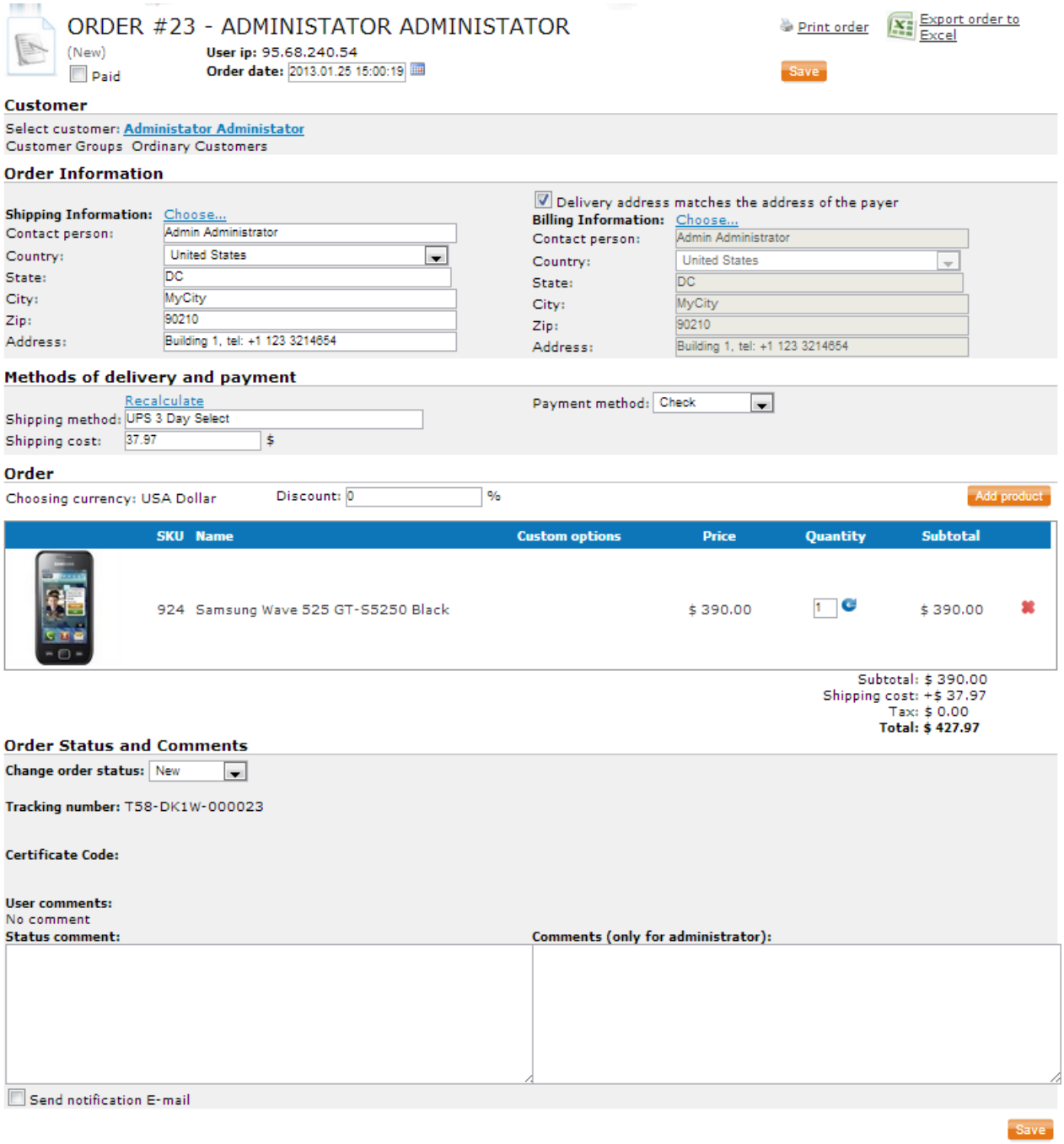


Fig.81. Order details

It is possible to edit all the given information including order status. To change the status, select it from the drop-down list:

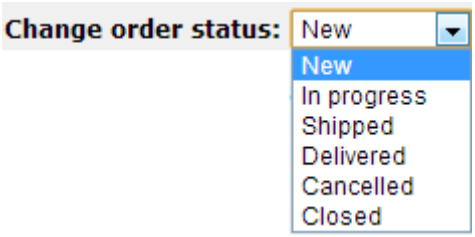


Fig.82. Editing order status

If it is necessary to inform the customer by email, that his order status is changed, select check box in the appropriate field. Then click the "Save" button.

You also can add comments to the order, if required.

To print a page with the selected order information, click the "Print order" link on the right of the page, next to order number.

To export order to *.xls format file, click the "Export order to Excel" link at the top of the page.

To delete an order from the list, click the "Delete" button in the line, appropriate for the order. Deletion request will appear then:

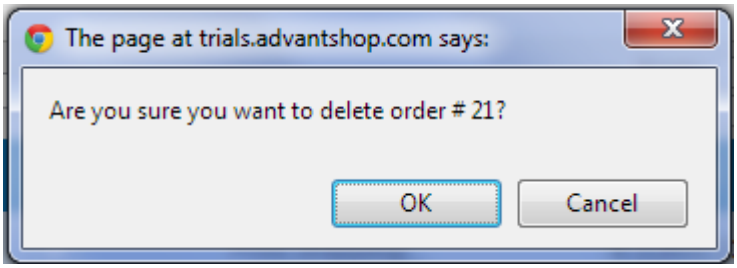


Fig.83. Order deletion

Confirm the deletion by clicking the "OK" button.

3.2.2 *Managing order status list*

To add, edit and/or delete an order status, select the "Orders" option –> "Order statuses" in the "Orders and customers" menu

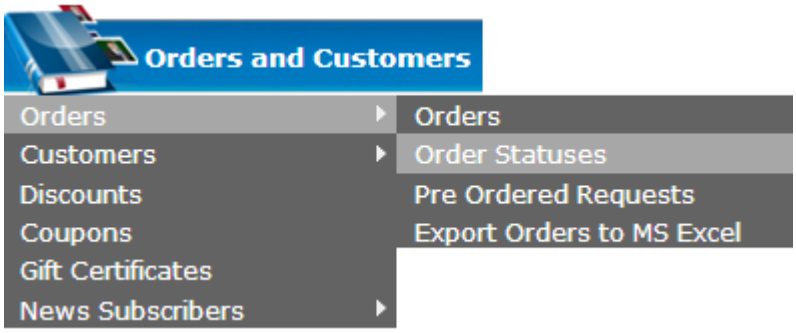


Fig.84. The "Orders" option –> "Order statuses" in the "Orders and customers" menu

A list of current statuses will open:

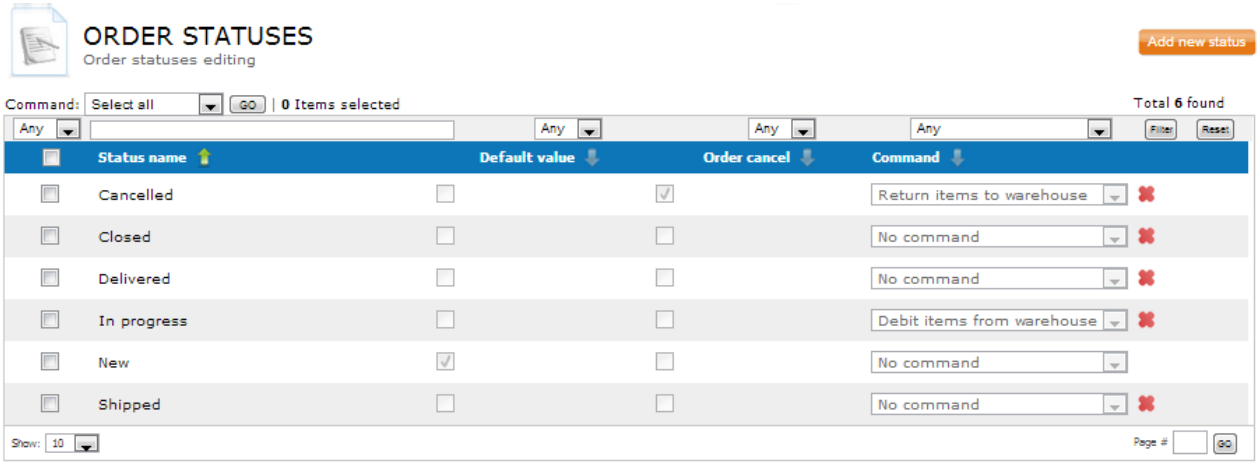


Fig.85. List of order statuses

To add a new status to the order status list, click the "Add new status" button and enter its name into the blank field in the "Status name" column at the bottom of the list. After that select the appropriate command from the drop-down list in the "Command" field:

Select check box in the fields of the "Default value" and "Order cancel" columns if a new status presupposes it. To save a status, click the "Add new status" button .

To edit the previously added status click its name and the parameters fields will become editable:

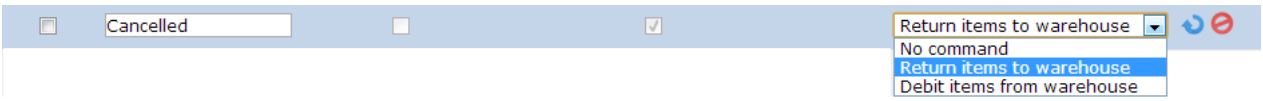


Fig.86. Editing order status

Make necessary changes and click the "Update" button to save them.

To delete the status, click the "Delete" button in the appropriate line in the far right column of the list and deletion request will appear:

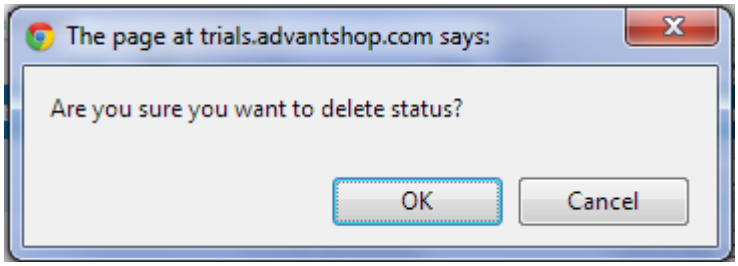


Fig.87. Order status deletion

Click the "OK" button.

3.2.3 *Pre-order requests*

In case a product is not available, a customer can make a pre-order request. To view and manage a pre-order request list, select the "Orders" option -> "Pre-order requests" in the "Orders and customers" menu:

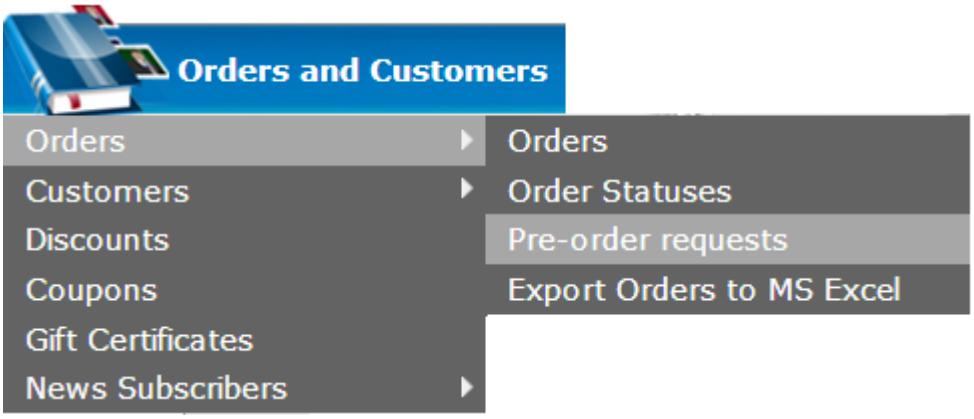


Fig.88. The "Orders" option -> "Pre-order requests" in the "Orders and customers" menu

Pre-order product page will open:

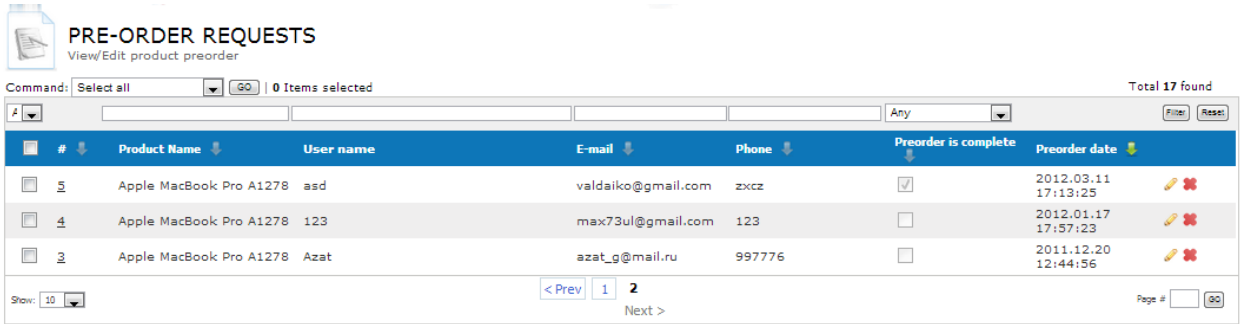


Fig.89.Pre-order requests

To view the detailed information on the concrete pre-order request, click the appropriate link in the "#" column:

90. Selecting pre-order request

The same page will appear after clicking the "Edit" button in the line, appropriate for the pre-order product request.

All the pre-order product information including the customer will be displayed on this page:

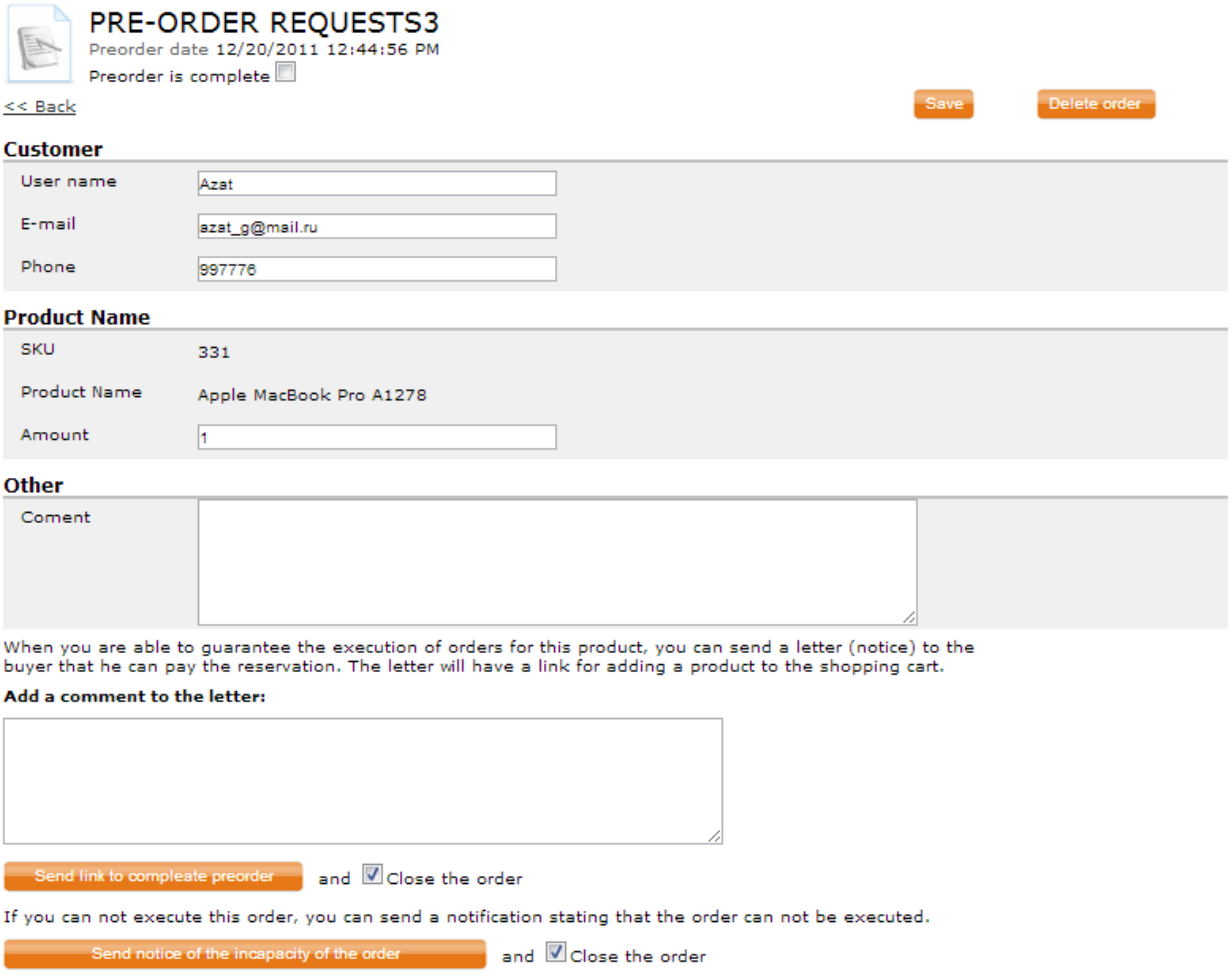


Fig.91. Pre-order request information

It is possible to edit the given information and add comments to the pre-order request. After that you can send a link to complete preorder by clicking the appropriate button.

If it is necessary to inform the customer about the incapacity of the order, click the appropriate button.

To view the product information in the pre-order product list, click the appropriate link in the "Product name" column. The next page will appear:

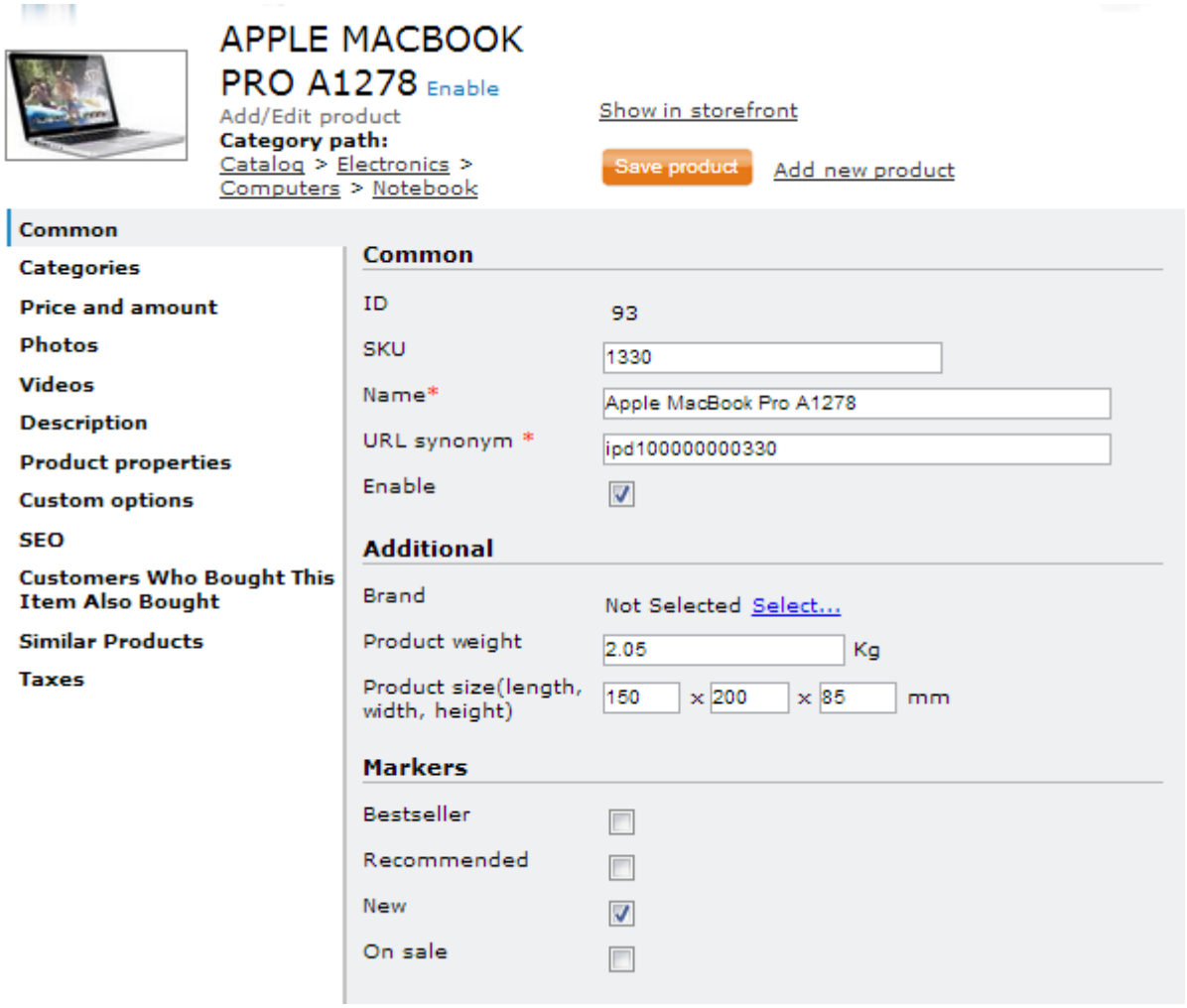


Fig.92. Product information

To delete a pre-order product from the list, click the "Delete" button in the line, appropriate for the product. Deletion request will appear:

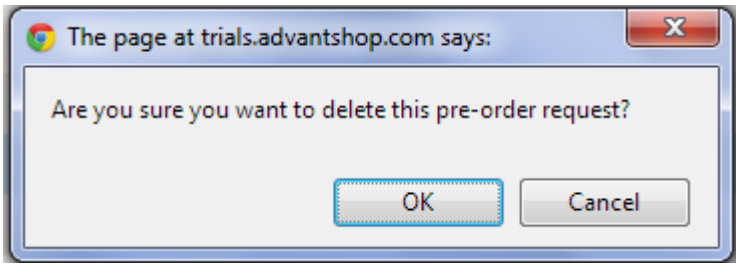


Fig.93. Pre-order request deletion

Click the "OK" button.

3.2.4 *Export orders to MS Excel*

To export orders to excel, use the "Orders" option –> "Export orders to MS Excel" in the "Orders and Customers" menu:

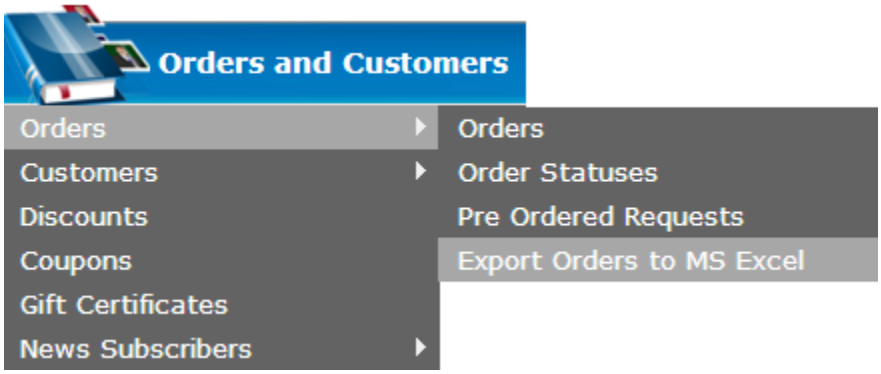


Fig.94 The "Orders" option –> "Export orders to MS Excel" in the "Orders and Customers" menu

The next page will open:

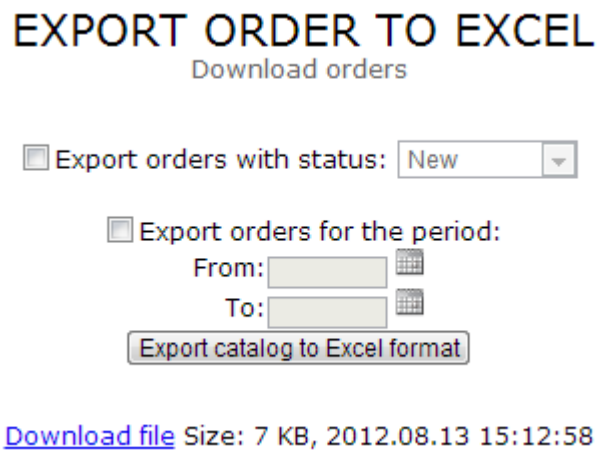


Fig.95. Export orders to MS Excel

If it is necessary to export orders of the concrete status, select check box in the "Export orders with status" field and indicate the required status from the drop-down list:

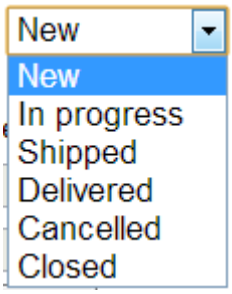


Fig.96. Selecting orders status for export

To export orders for the defined period, select check box in the "Export orders for the period" field. With the use of a built-in calendar select the period start date and period end date in the "From" and "To" fields.

Click the "Export orders to Excel format" button.

The process of exporting the catalog to excel format will be illustrated by the progress bar. On completing the operation the "Download file" button will appear:

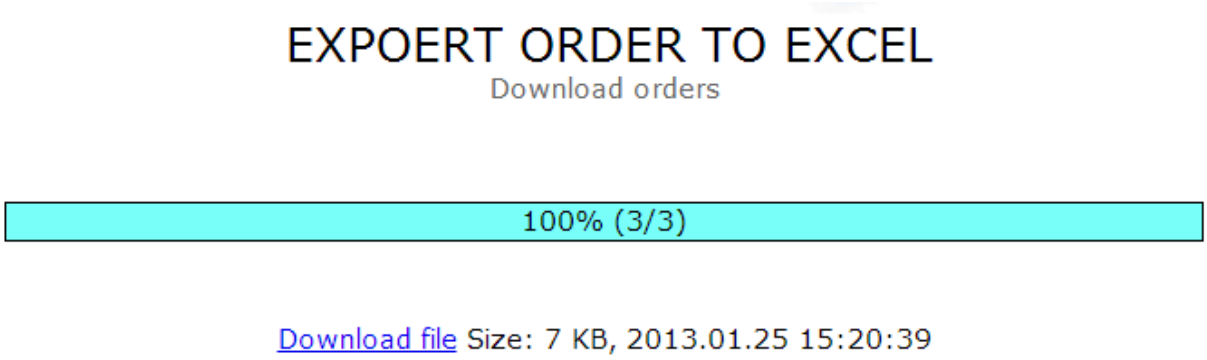


Fig.97. Download file link

Follow the "Download file" hyperlink and specify the location on your computer hard drive or removable storage device where the products catalog from the site should be saved to Excel format file.

3.2.5 *Managing Customers*

To view and manage a customers list, select the "Customers" option –> "Customers" in the "Orders and Customers" menu:

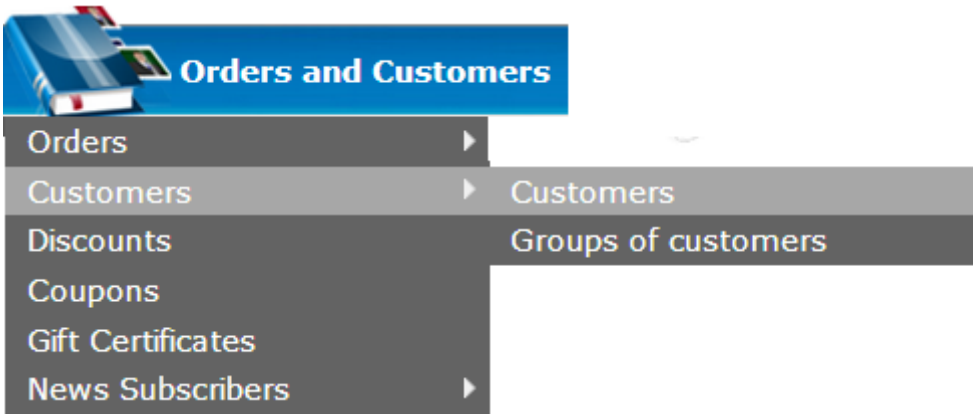


Fig.98 The "Customers" option –> "Customers" in the "Orders and Customers" menu

A page containing customers list will open then:

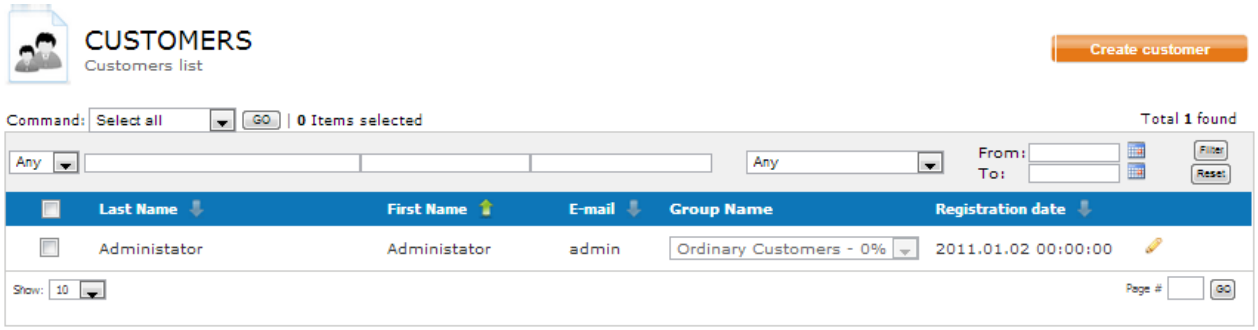


Fig.99. The list of customers

The "Administrator" customer exists by default and it is impossible to delete him.

By clicking on the line, appropriate for the customer, in the "Group name" column you will make the drop-down list active. In the "Group name" column you can select a group the customer will belong to (about groups see below).

To add a new customer to the list, click the "Create customer" button. The following form will open:

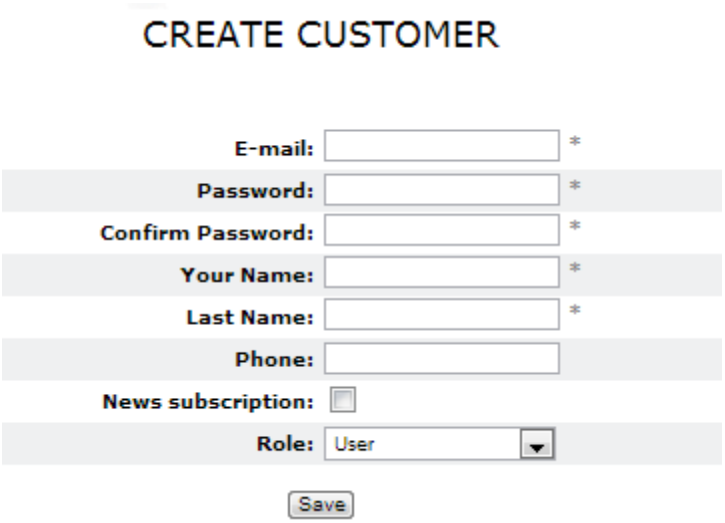


Fig.100. The "Create customer" form

Fill in the fields of the form and click the "Save" button. After that a customer page will appear:

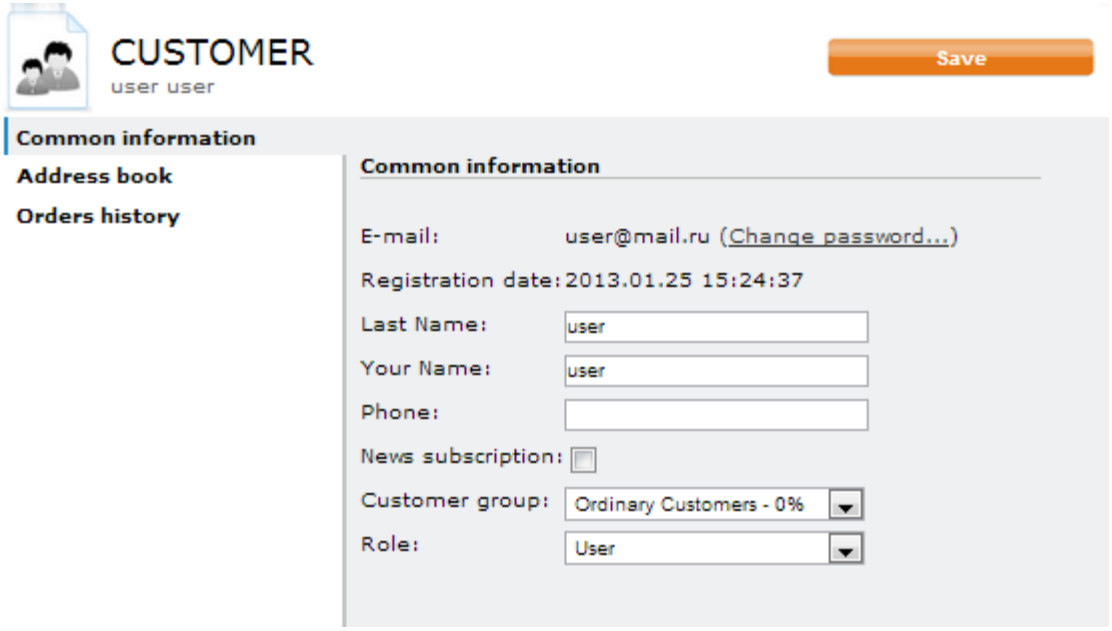
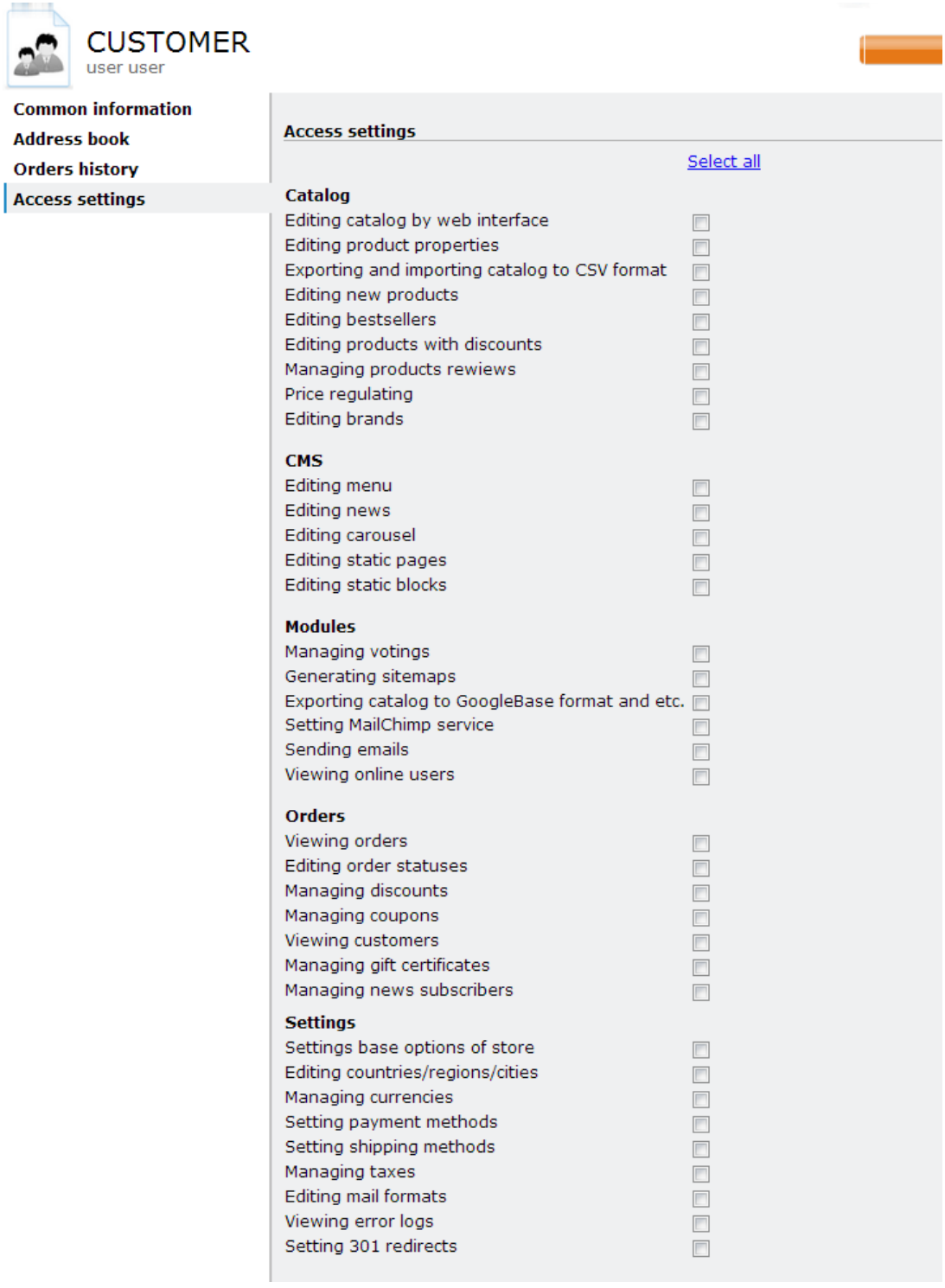


Fig.101. The "Customer" page

You also can click the “Edit” button in the line, appropriate for the user to get to this page.

The “Common information”, “Address book”, “orders history” tabs can be viewed and edited.

When selecting “Moderator” on the “Common information” tab the “Access settings” tab will be added to the user information page. By selecting check boxes in the appropriate fields moderator will be able to edit the selected sections.



To save changes, click the “Save” button at the top of the page.

To delete a customer from the list, click the “Delete” button in the line for the appropriate customer.

3.2.1 *Managing customer groups*

It is possible to group customers of the store according to their features. To view and manage a list of customer groups, select the "Customers" option –> "Customer groups" in the "Orders and Customers" menu:

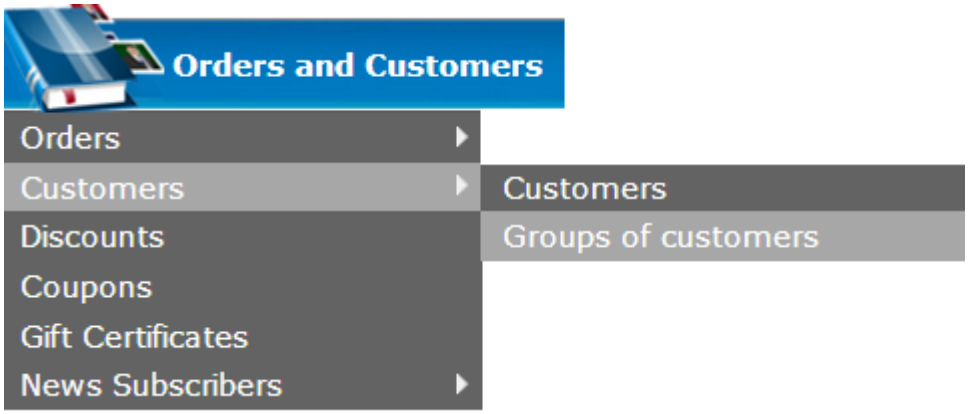


Fig.102. The "Customers" option –> "Customer groups" in the "Orders and Customers" menu

A list of current customer groups will open:

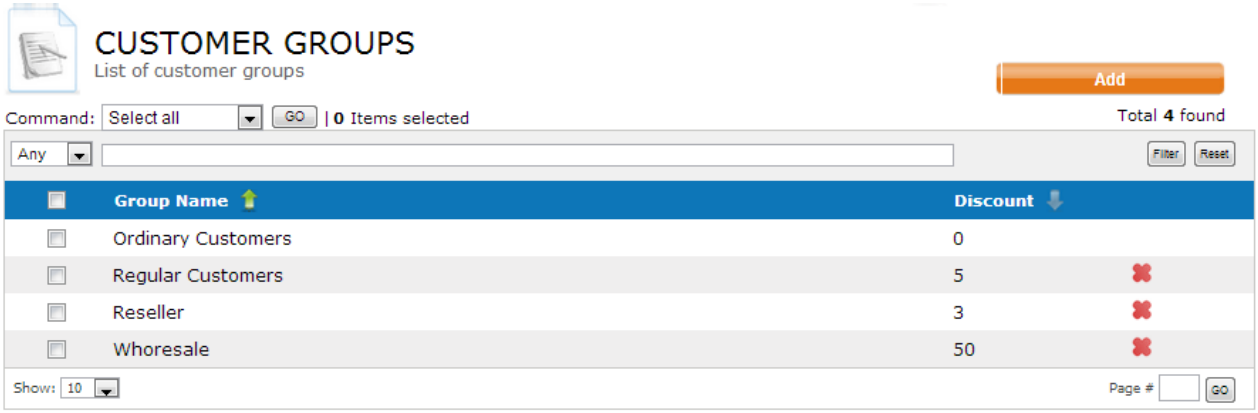


Fig.103. List of customer groups

To edit a group name and discount (in percentage terms), click the appropriate line and the field will become editable:

Fig.104. Editing customer group features

Make changes. To save the changes click the "Update" button , to delete them, use the "Cancel" button .

To add a new customer group, click the "Add" button. At the bottom of the list the editable fields will appear then:

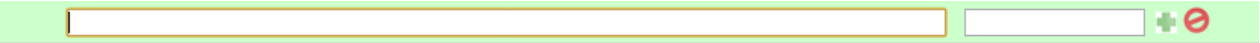


Fig.105. Fields for adding new customer groups

Enter a new customer group name and discounts and click the "Add" button .

To delete a group from the list, use the "Delete" button in the appropriate line.

Deletion request will appear:

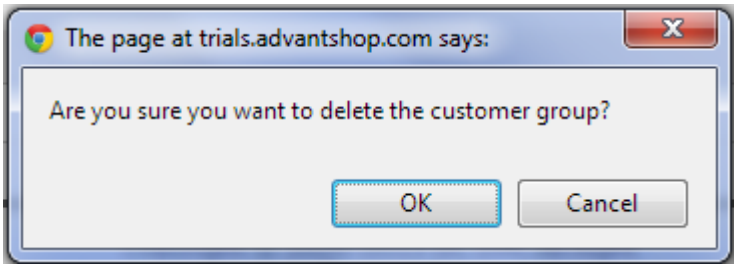


Fig.106. Customer group deletion

Click the "OK" button.

3.2.2 *Managing discounts*

To determine what discounts will be displayed to customers, depending on total order price, use a "Discount system" module. To browse the "Discount system" module page, select the "Discounts" option in the "Orders and Customers" menu:

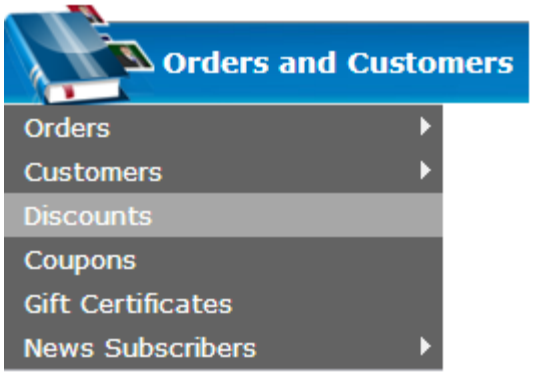


Fig.107. The "Discounts" option in the "Orders and Customers" menu

A list of discounts will open:

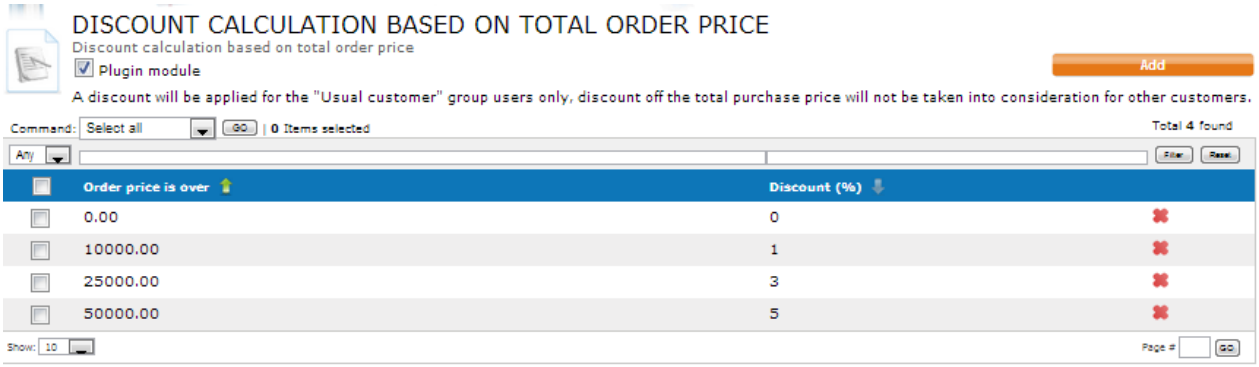


Fig.108. Discounts list

To add new discounts to the list, select the "Add" button and fill in the editable fields appeared at the bottom of the list:

Fig.109. Adding price range and discounts

Use the "Add" button to add a discount to the list.

To edit a discount, click the line for the appropriate discount and the fields will become editable:

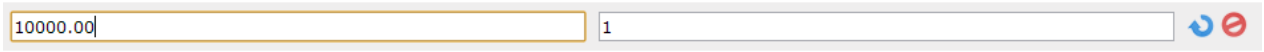


Fig.110. Editing price range and discounts

Make necessary changes and click the "Update" button .

To delete a discount from the list, use the "Delete" button in the appropriate line. Deletion request will appear then:

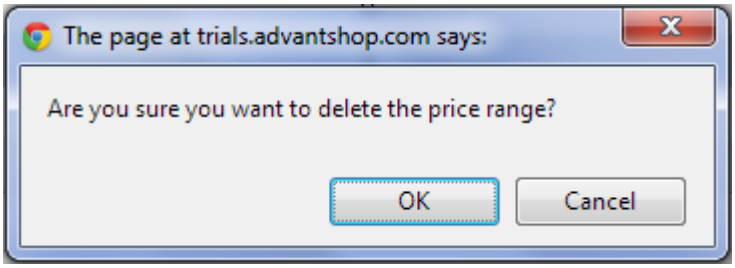


Fig.111. Discount deletion

Select the "OK" button.

3.2.3 Coupons

With the use of such advertising method as coupons the customers of the store can get discounts during checkout. For managing a list of coupons select the "Coupons" option in the "Orders and Customers" menu:

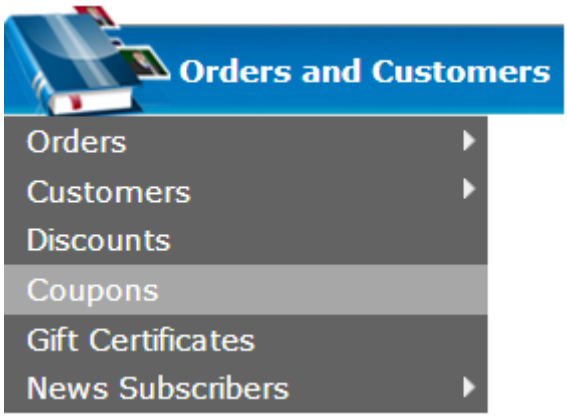


Fig.112. The "Coupons" option in the "Orders and Customers" menu

A list of coupons you can manage will appear next:

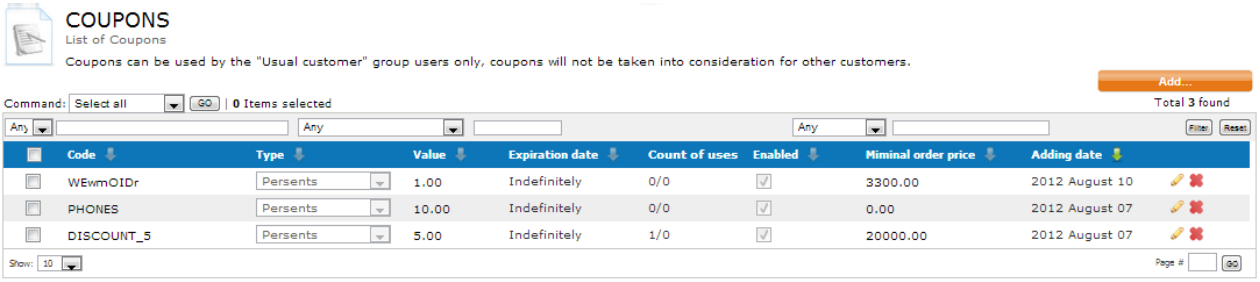


Fig.113 List of coupons

To add a new coupon to the list, click the "Add" button. The following form will open:

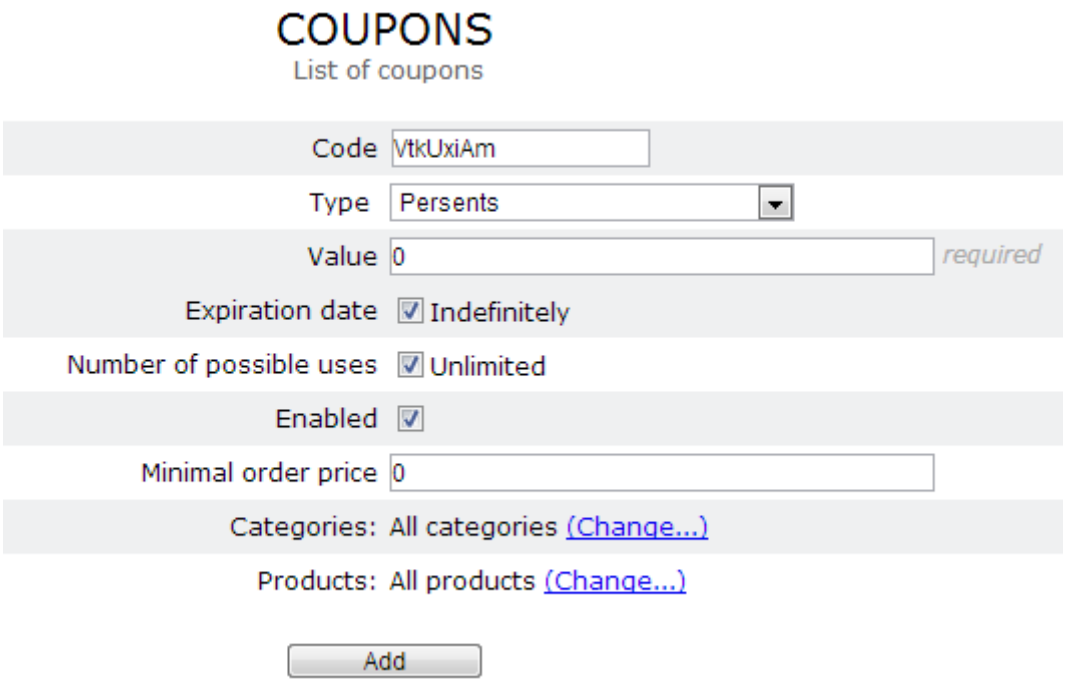


Fig.114. "Add new coupon" form

Fill in the necessary fields and click the "Save" button.

To edit a coupon in the list, click the appropriate line and the fields will become editable:

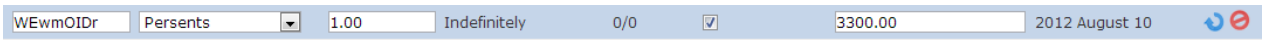


Fig.115. Editing coupon main properties

Make required changes and click the "Update" button .

To edit the coupon parameters, select the "Edit" button in the appropriate line. After that a form identical to the "Add coupon" form will open. Make changes and click the "Save" button.

To delete a coupon from the list, use the "Delete" button in the appropriate line. Deletion request will appear:

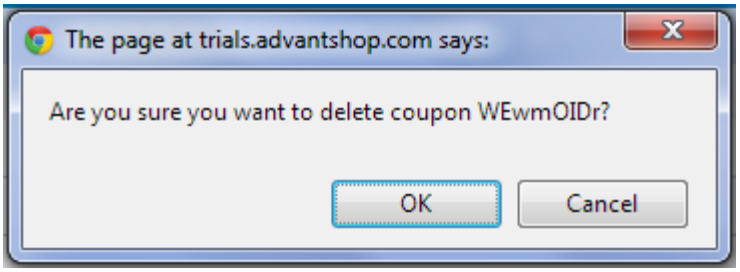


Fig.116 Coupon deletion

Click the "Ok" button.

3.2.4 *Gift certificates*

To manage a list of gift certificates that can be used in your online store, select the "Gift certificates" option in the "Orders and Customers" menu:

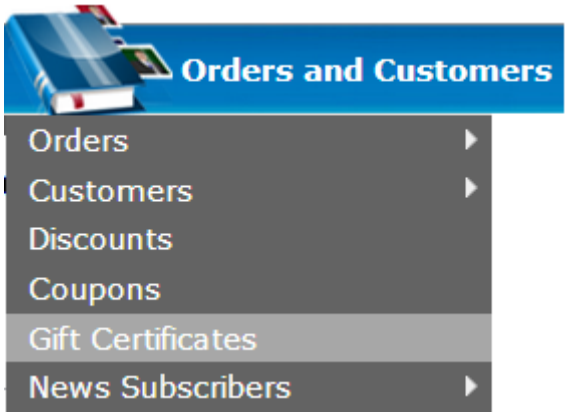


Fig.117. The "Gift certificates" option in the "Orders and Customers" menu

A list of gift certificate will open:

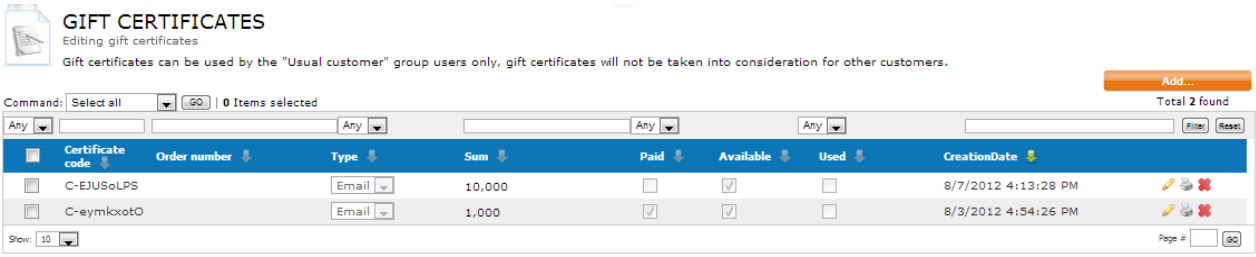


Fig.118. List of gift certificates

To add a new gift certificate to the list, use the "Add" button. The special form will open:

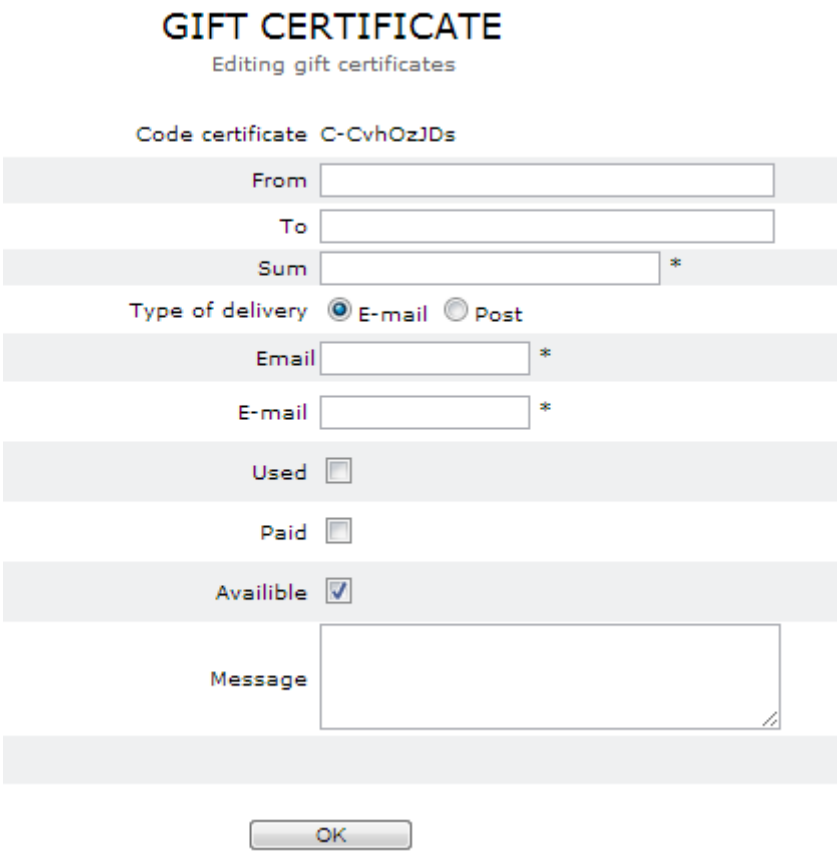
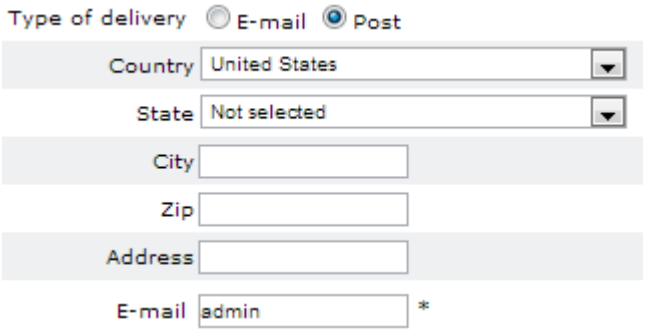


Fig.119. "Add new gift certificate" form

Fill in the necessary fields and click the "OK" button.

Enter the email address of the person who will receive a gift certificate into the "Email" field and email of the sender - into the "E-mail" field.

If the Post is selected as a type of delivery, the address fields will be changed in the following ways:



It is necessary to indicate the delivery address including country, state, city, zip, address.

To edit the gift certificate main properties, click the appropriate line and the fields will become editable:

Fig.120. Editing gift certificate properties

Make necessary changes and click the "Update" button .

To edit a gift certificate parameter, select the "Edit" button in the appropriate line. After that a form identical to the "Add gift certificate" form will open. Make changes and click the "Save" button.

To print a gift certificate, use the "Print" button in the appropriate line. The following form will appear:

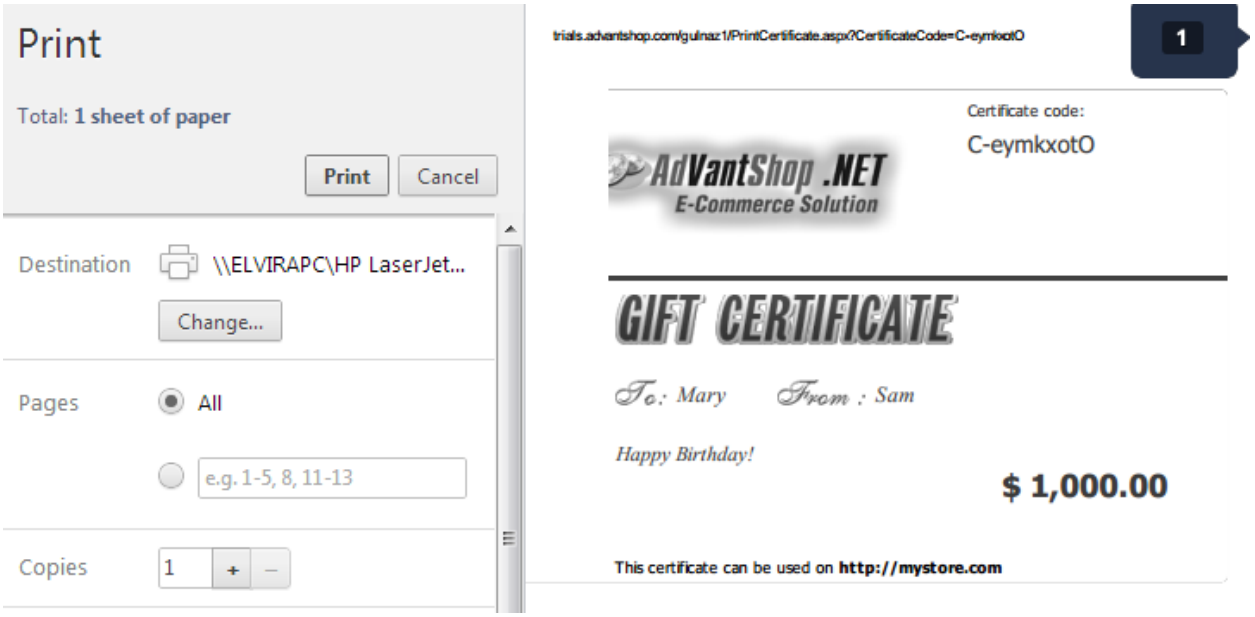


Fig.121. Gift certificate form printing

Edit print settings, if required, and click the "Print" button.

To delete a gift certificate, use the "Delete" button in the appropriate line. Deletion request will open then:

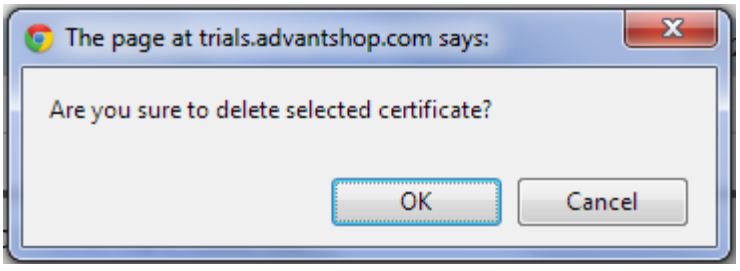


Fig.122. Gift certificate deletion

Click the "OK" button.

3.2.5 *Managing news subscribers*

To browse a news subscribers page, select the "News subscribers" option in the "Orders and Customers" menu:

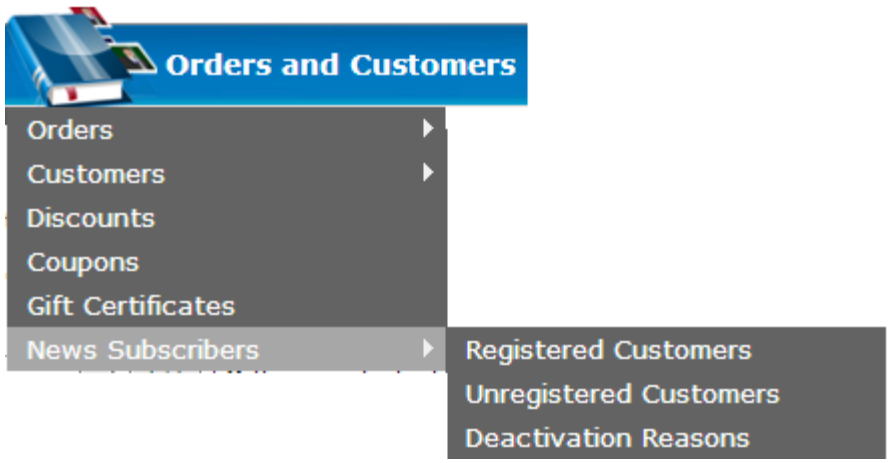


Fig.123. The "News subscribers" option in the "Orders and Customers" menu

A list of news subscribers will appear next:

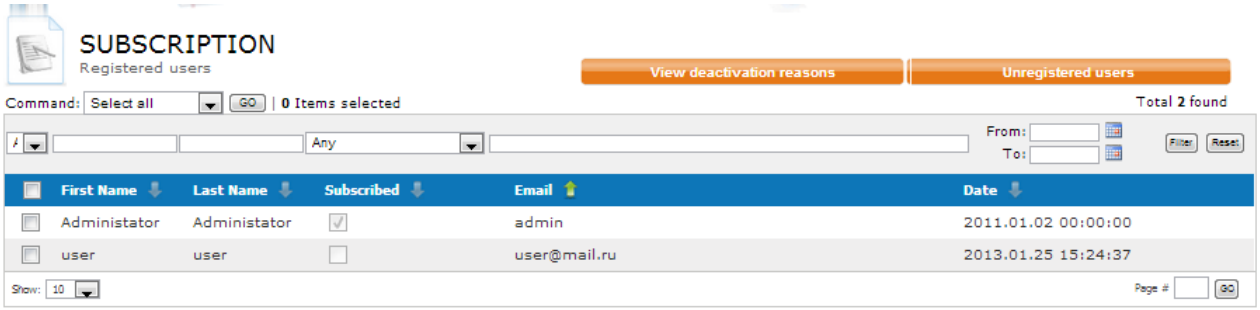


Fig.124. List of news subscribers

To change the terms of subscription for the concrete news subscriber, click on the subscriber information line. You can change a subscription status in the "Subscribed" field (check box is selected – subscription is active; check box is deselected – subscription is canceled):

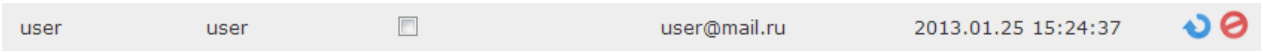


Fig.125.Editing subscriptions

To save the changed terms of subscription, click the "Update" button .

To view a list of unregistered users, use the "Orders and Customers" option -> "News subscribers" -> "Unregistered users" or click the button of the same name at the top of the page.

To view a deactivation reasons list, use the "Orders and Customers" option -> "News subscribers" -> "Deactivation reasons" or click the "View deactivation reasons" button at the top of the page.

3.3 Managing settings

To change default store settings and configure them according to your taste and needs, select the "Settings" option in the main menu:

Fig.126. The "Settings" option in the main menu

A common settings page will open automatically:

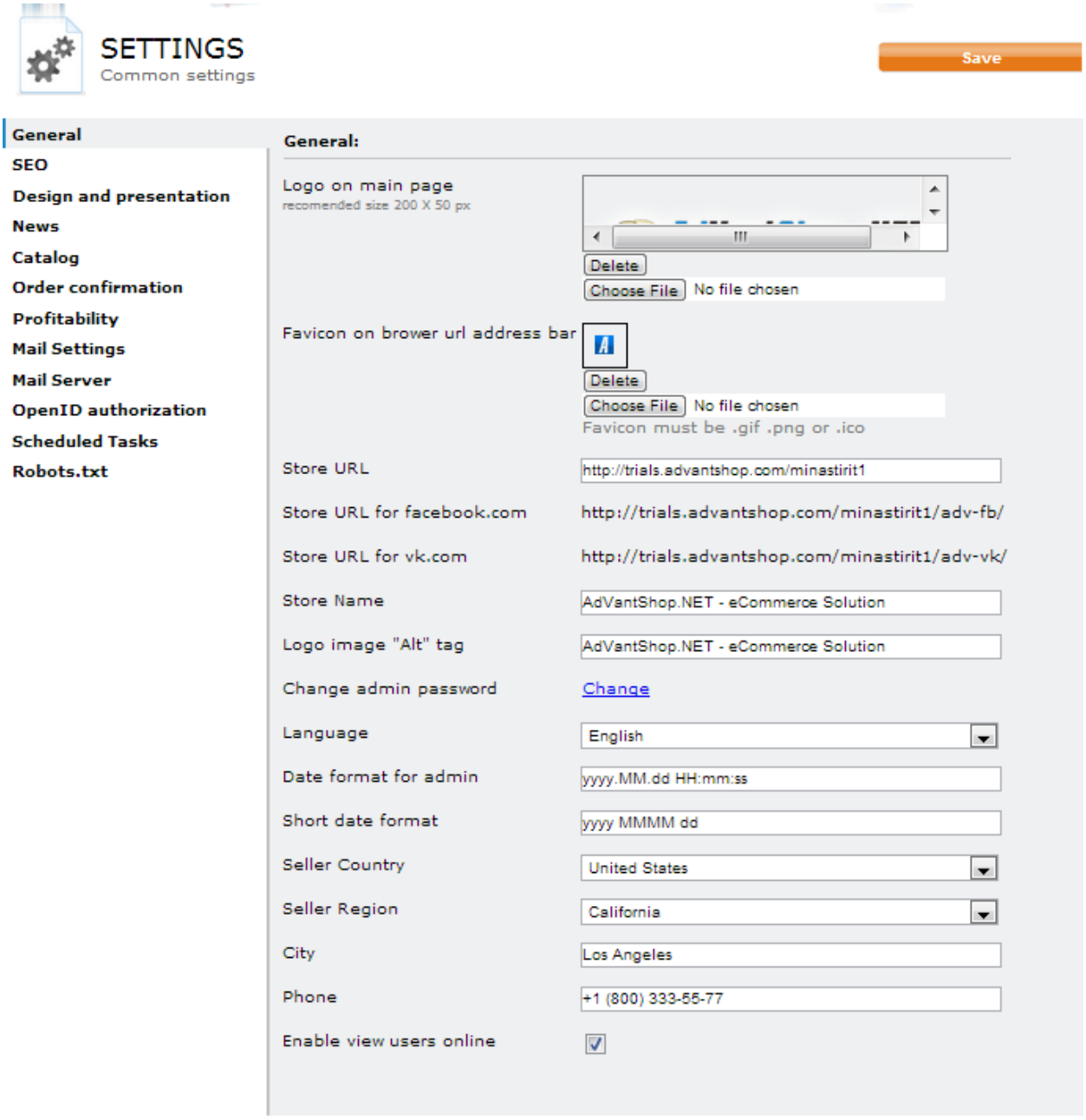


Fig.127. Store common settings

3.3.1 Store common settings

To edit store common settings, click the "Store settings" option in the main menu or the "Common" tab if the "Store settings" is already selected.

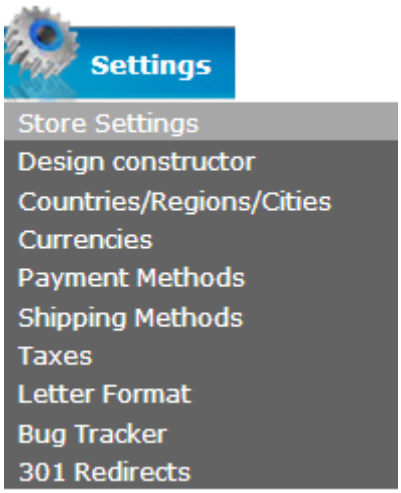


Fig.128. The "Store settings" option in the "Settings" menu

The next page will open:

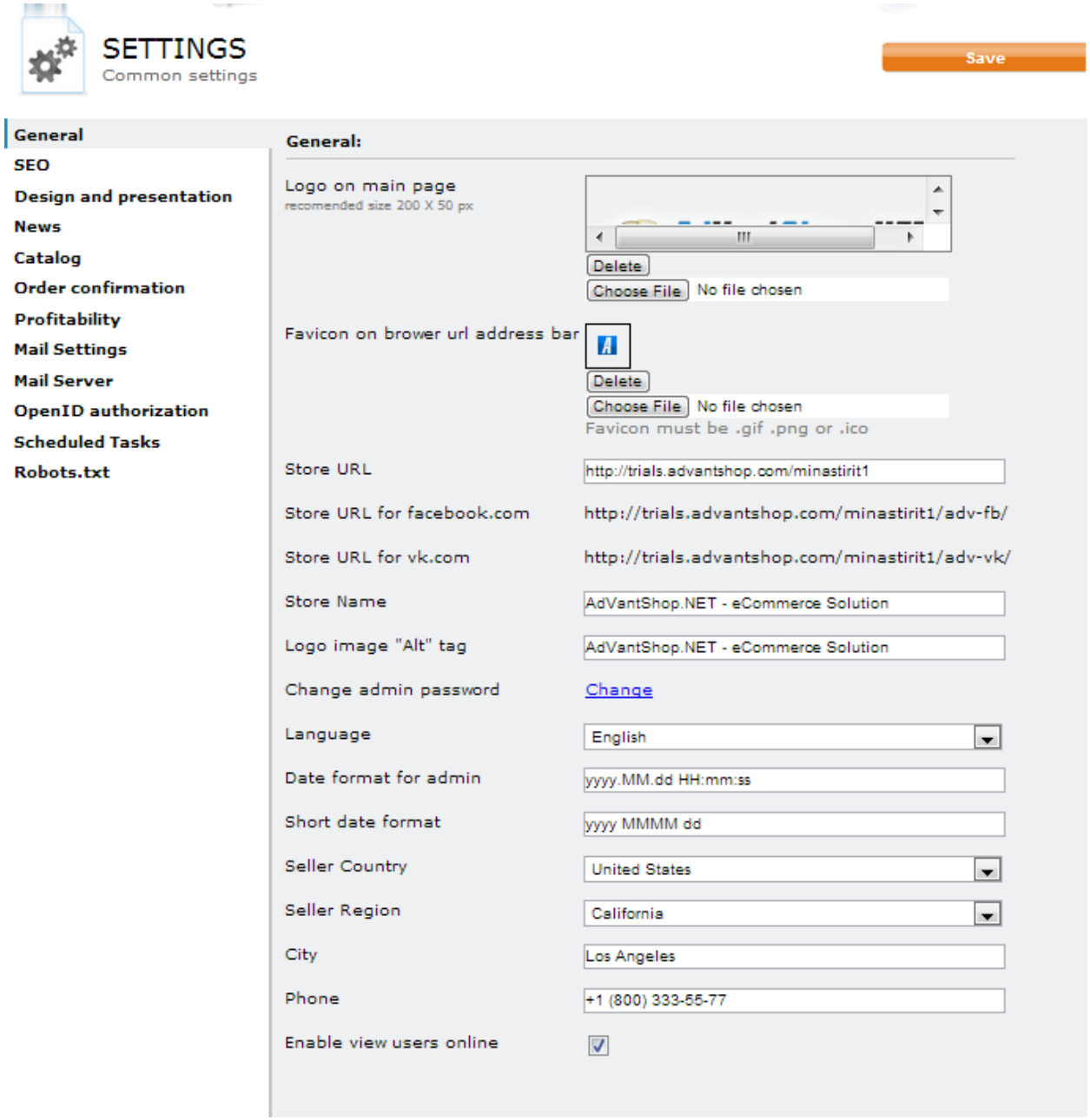


Fig.129. The "Common" tab

Store logo settings

To upload your store logo that will be displayed on the main page, select the "Choose file" / "Browse" button in the appropriate field. Indicate the file location on your computer hard drive or removable storage device and click the "Open" button to preview your logo in the "Logo on main page" field.

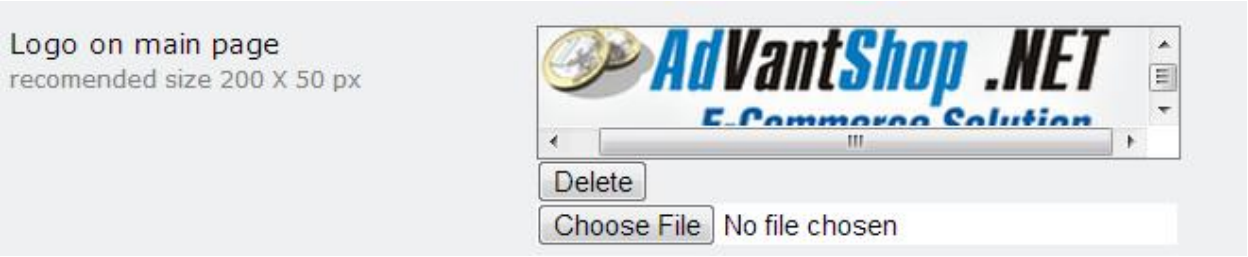


Fig.130. Changing logo

To delete your current logo, use the "Delete" button.

The logo image can have a special attribute for describing the image, "Alternative text" that is specified in the "Alt" tag. When using this tag, the text will be displayed in the process of uploading the image, hovering the mouse cursor over the image and in case the images are disabled in your browser. The "Alt" tag is used by search engines. Specify the alternative text value (optionally) in the "Alt" field.

Favicon settings

To upload an icon for your site that will be displayed in the browser address bar, i.e. favicon, click the "Choose file" / "Browse" button in the appropriate field. Specify the image file location on your computer hard drive or removable storage device and click the "Open" button. After that the image preview will be available in the "Favicon in browser address bar" field:

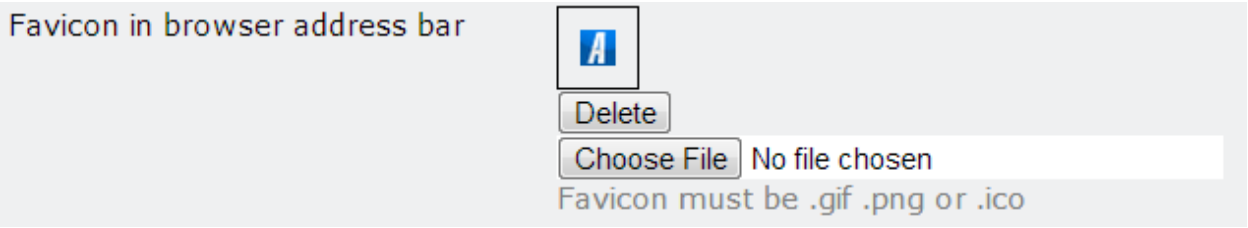


Fig.131. Changing site favicon

To delete your current favicon, use the "Delete" button.

Managing store name and store URL

Enter your store URL into the "Store URL" field. This URL will be used by the ecommerce software algorithms for further work of your store.

The Store URL for Facebook displayed in the "Store URL for facebook.com" field will be generated automatically.

Enter the value that will be displayed in the "Title" tag on all store pages into the "Store name" field.

Changing admin password

To change an admin password, select the "Change" link in the appropriate field.

The following form will open:

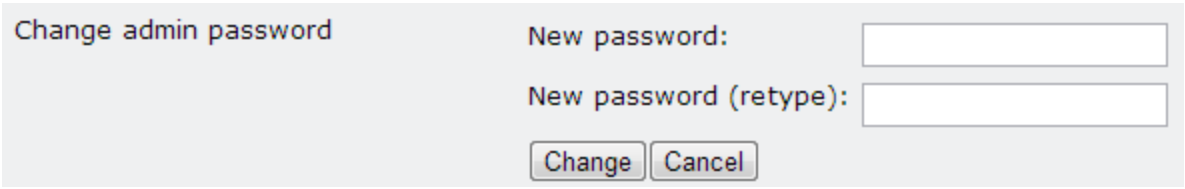


Fig.132. Changing admin password

Enter a new password, confirm it and click the "Change" button.

Selecting front-end language

Select a front-end language from the drop-down list in the "Language" field:

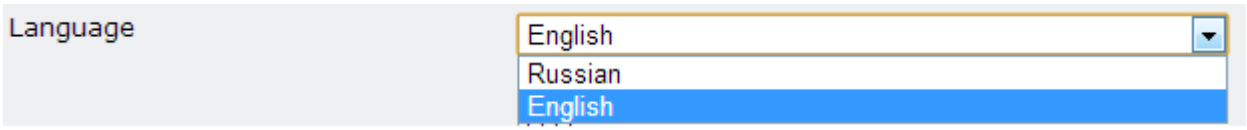


Fig.133. Selecting language

To save necessary changes, use the "Save" button.

Selecting date format

Enter a short date format into the "Date format for admin", considering that:

- **y** – year;
- **M** – month;
- **d** – date;
- **H** –24 hours format or **h** - 12 hours format;
- **m** – minutes;
- **s** – seconds.

Determine a short date format, considering the position and quantity of symbols:

- *yyyy-MM-dd HH:mm:ss* – 2013-03-25 15:30:00 – default date format;
- *yyyy.MM.dd HH.mm.ss* – 2013.03.25 15.30.00;
- *MM/dd/yyyy* – 25/03/2013;
- *MM/dd/yy HH:mm:ss* –25/03/13 15:30:00;

  and others.

Click the "Save" button.

Enter a short date format without specifying the date and time into the "Short date format" field (a short date format can be used in News, for example).

Specifying seller's country, region, city and phone number

Select a seller's country and region from the drop-down lists in the "Seller country" and "Seller region" fields accordingly.

Specify a city and phone number in the "City" and "Phone" fields accordingly.

Viewing users online

To view users online, select check box in the appropriate field on the "Common" tab.

Search engine optimization (SEO) settings

Search engine optimization is required for promoting your online store. It influences on your store position among web search results.

To change SEO settings, select the "SEO" tab on the "Common settings" page.

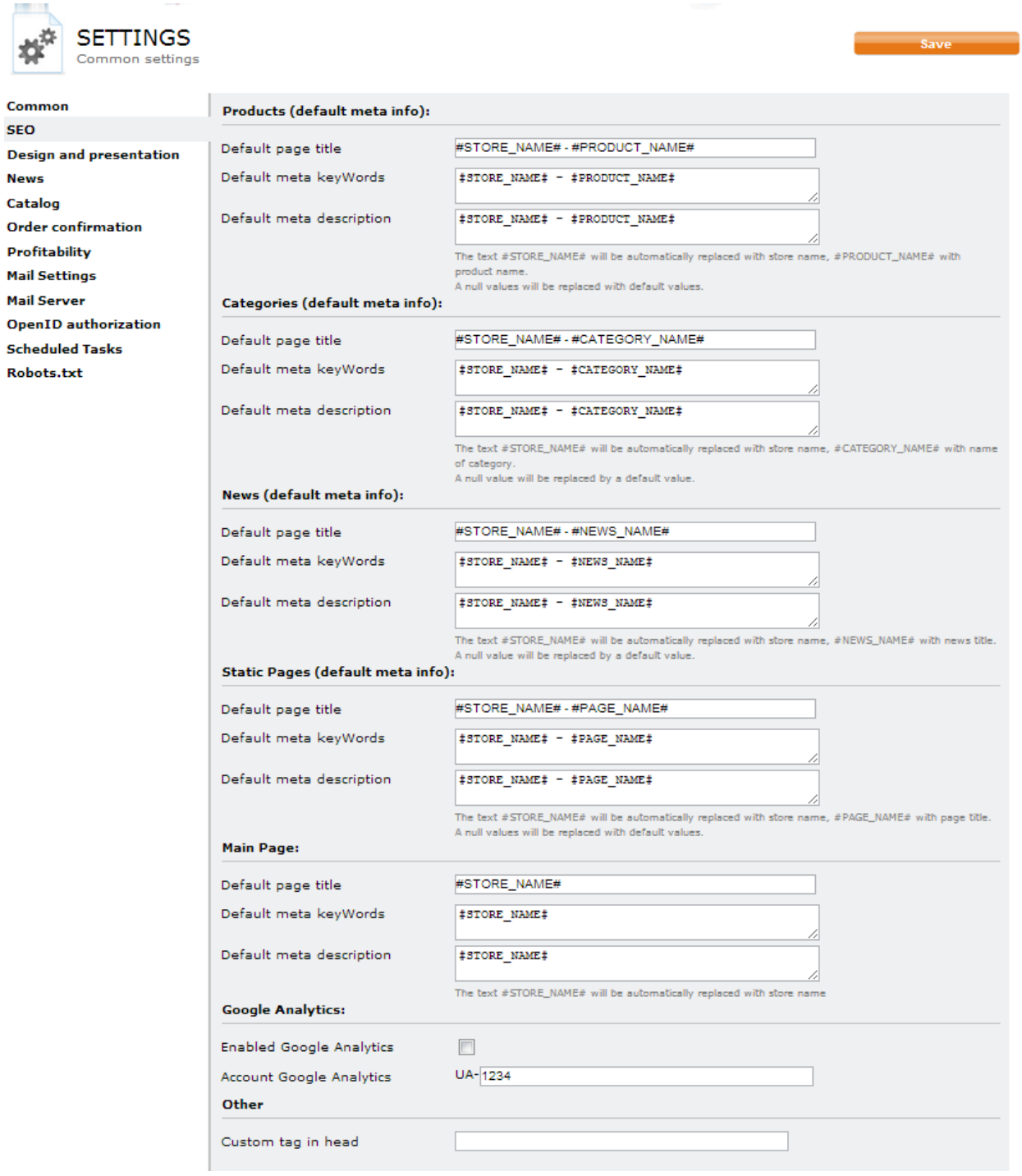


Fig.134. The "SEO" tab

Fill in the “Page title”, “Meta keywords” and “Meta description” fields in each section: “Products (default meta information)”, “Categories (default meta information)”, “News (default meta information)”, “Static pages (default meta information)”, “Main page”, considering that:

- Text entered into the “Page title” field will be displayed in the title line of all store pages and used in the site indexing process by search engines.

We recommend you to leave the notes #STORE_NAME#, #PRODUCT_NAME#, #CATEGORY_NAME#, #NEWS_NAME#, #PAGE_NAME# in the appropriate fields. These are the variable data that will get the values you specified in the store name, category name, news and main page earlier.

- Specify the keywords characterizing your store and the words most frequently used on your site in the “Meta keywords” field separated by commas or spaces. This field entry corresponds to the “keywords” tag.

- The “Meta description” field is made for entering a short description of your store. This field entry corresponds to the “description” meta tag. It is desirable to enter a brief and laconic text as it is displayed under the store link among search results.

Select check box in the “Enabled Google analytics” field to enable the web analytics tool, Google Analytics. It allows you to estimate the traffic and efficiency of different marketing methods, i.e. gives you the information about how users found your site, how they worked in it and displays the ways of site optimization.

Enter your Google Analytics account ID into the “Account Google Analytics” field.

To save necessary changes, use the “Save” button.

Main page design settings

To design the main page of your store, select the "Design and presentation" tab on the "Common settings" page:

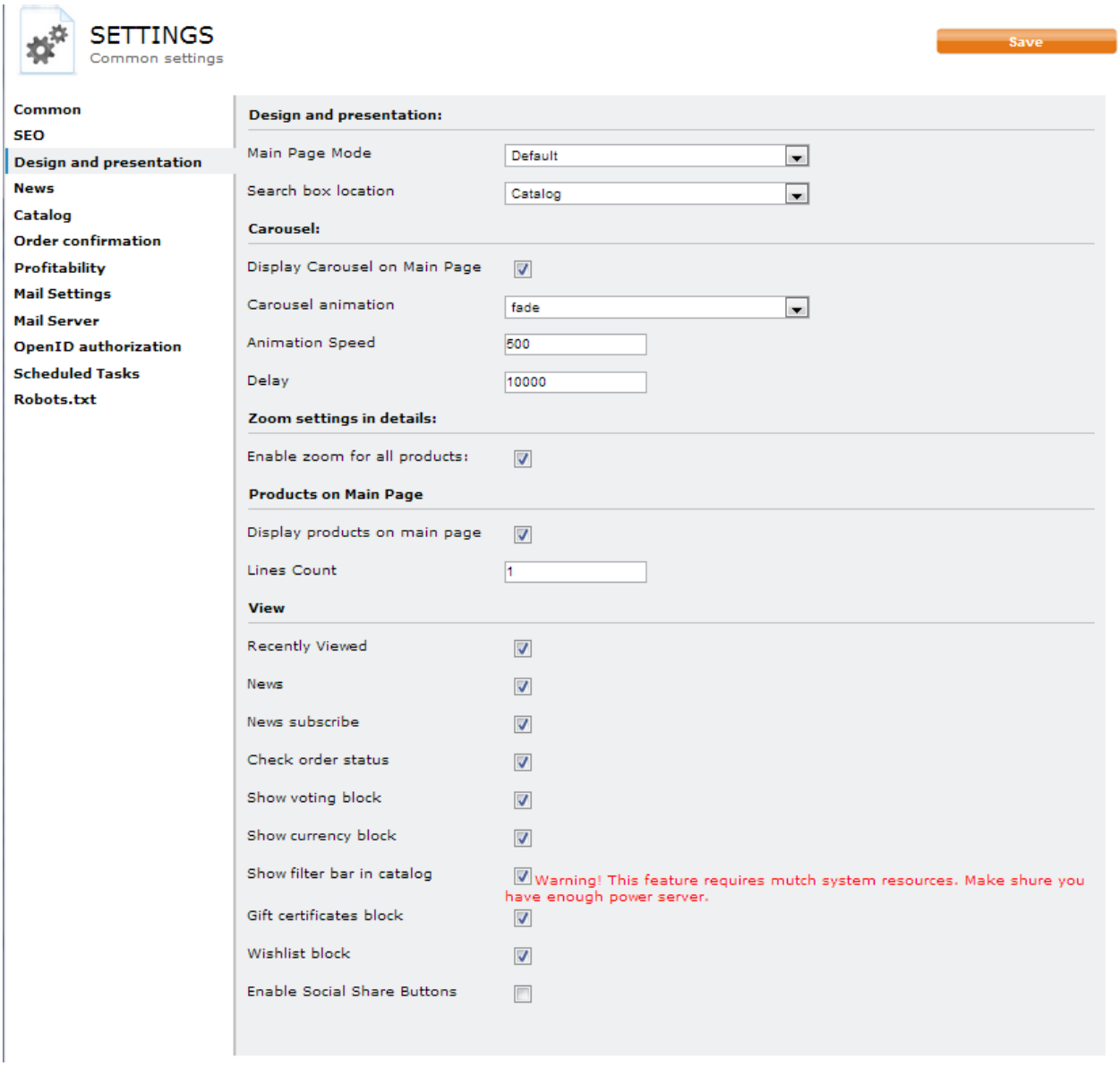


Fig.135. The "Design and presentation" tab

Select a mode of displaying the main page and search box location from the drop-down lists of the “Design and presentation” section.

Edit carousel settings and the way of displaying the products on the store main page in the appropriate fields.

To apply zoom effect for all store products, select check box in the “Enable zoom for all products” field.

In the “View” field select check boxes in those blocks that should be displayed on the store main page:

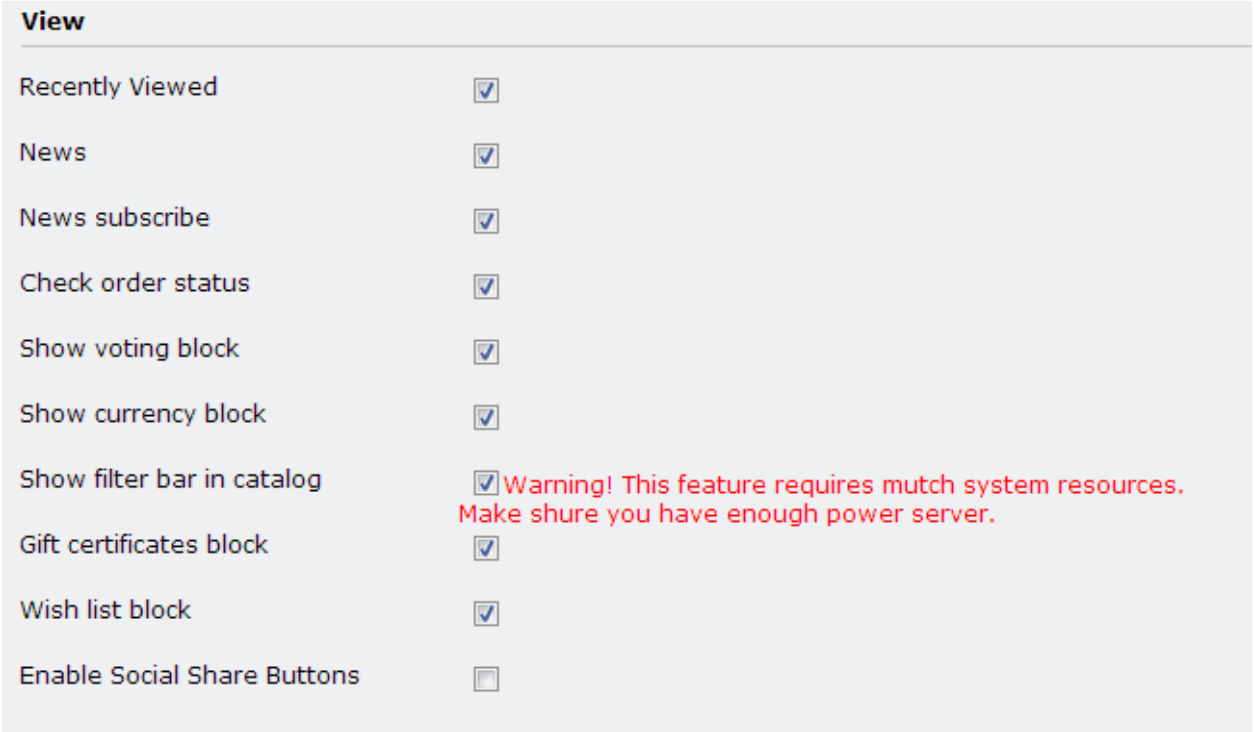


Fig.136. Selecting blocks displayed on the main page

Click the “Save” button.

News settings

For news setting use the “News” tab of the “Common settings” page:

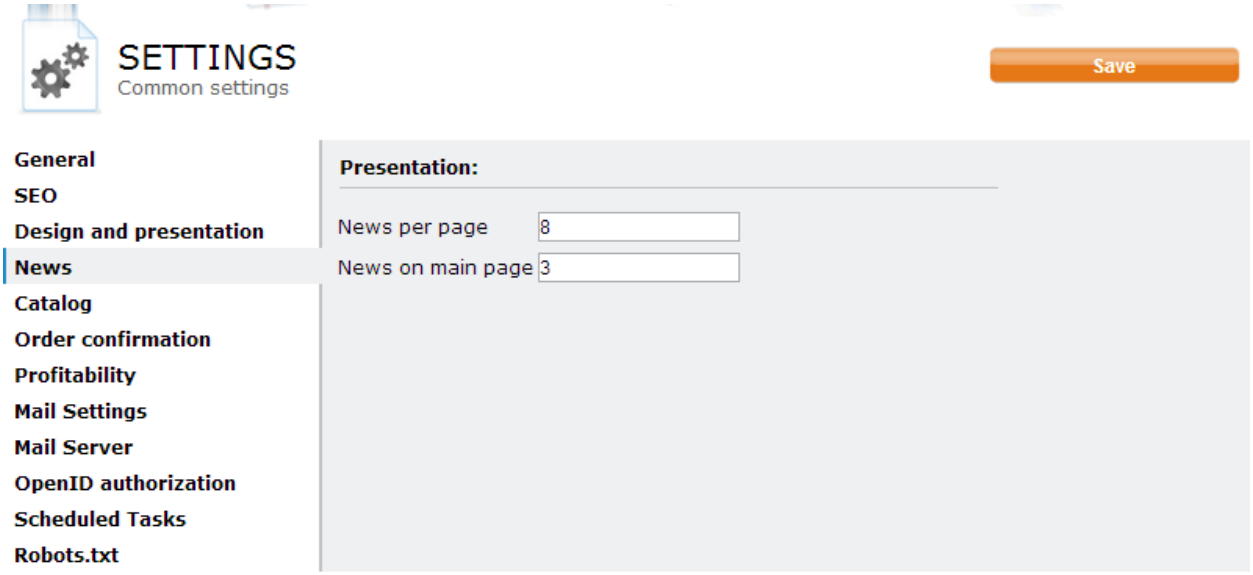


Fig.137. The “News” tab

In the appropriate fields select the number of news displayed on the news page and the main page of the store and click the “Save” button.

Catalog design settings

For products catalog design settings, use the "Catalog" tab of the "Common settings" page:

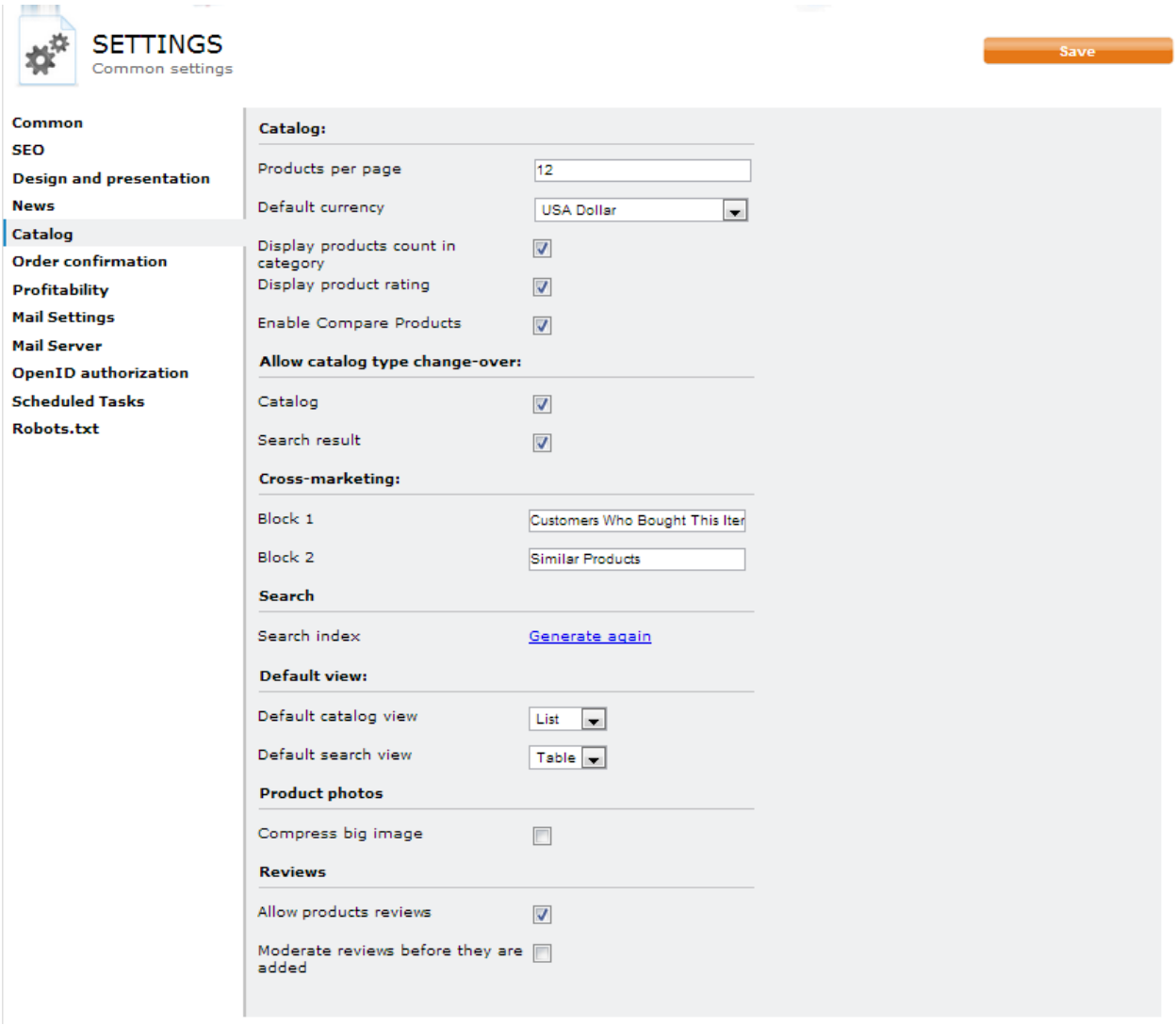


Fig.138. The "Catalog" tab

In the "Products per page" field indicate the number of products per catalog page inside the category and in search results.

Select the default currency that will be used in the catalog from the drop-down list:

Fig.139. Changing default currency

Select check boxes in the appropriate fields to display the number of products in a category, display product rating and enable compare products.

Select check boxes in the “Catalog” and” Search results” fields of “Allow catalog type change-over” section to allow the user to change the way of displaying a product list when searching the products and in the Catalog itself:

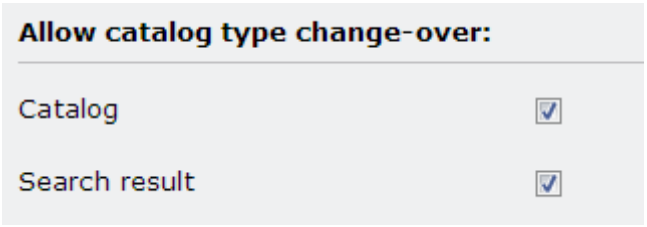


Fig.140. Catalog type change-over

In the selected sections of the store the signs will be displayed.

In the “Cross-marketing” fields indicate the blocks that will be displayed on the product page. Following the “Generate again” hyperlink in the “Search” section you can re-index products of the catalog.

The “Default catalog view” field is made to determine the way of displaying a product list by default for the sections:

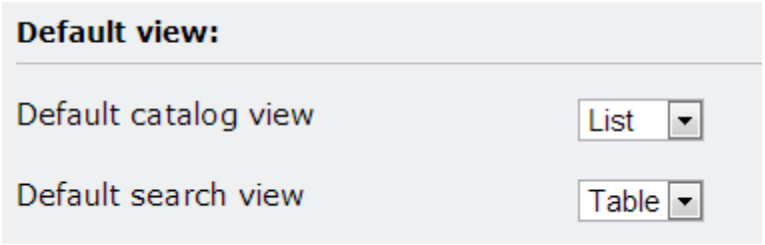


Fig.141. Default catalog view for different store sections

Select check boxes in the appropriate fields, if it is necessary, to compress big product images and moderate reviews before they are added to the site.

Click the “Save” button then.

If the "Tile" type of displaying a products list is selected, the products catalog on the front-end will be as follows:

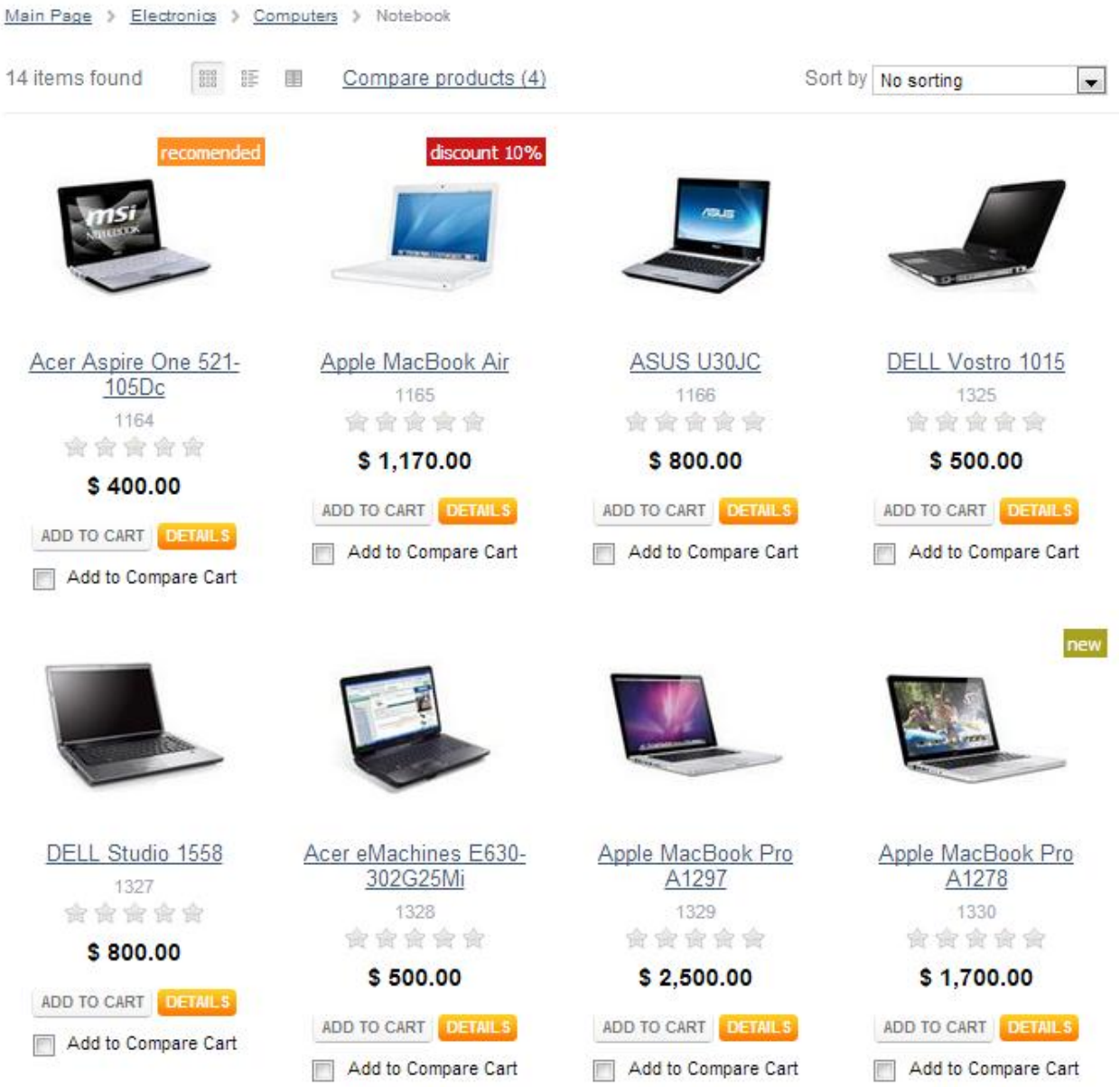


Fig.142. The "Tile" catalog view

If the "List" type of displaying a products list is selected, the products catalog on the front-end will be as follows:

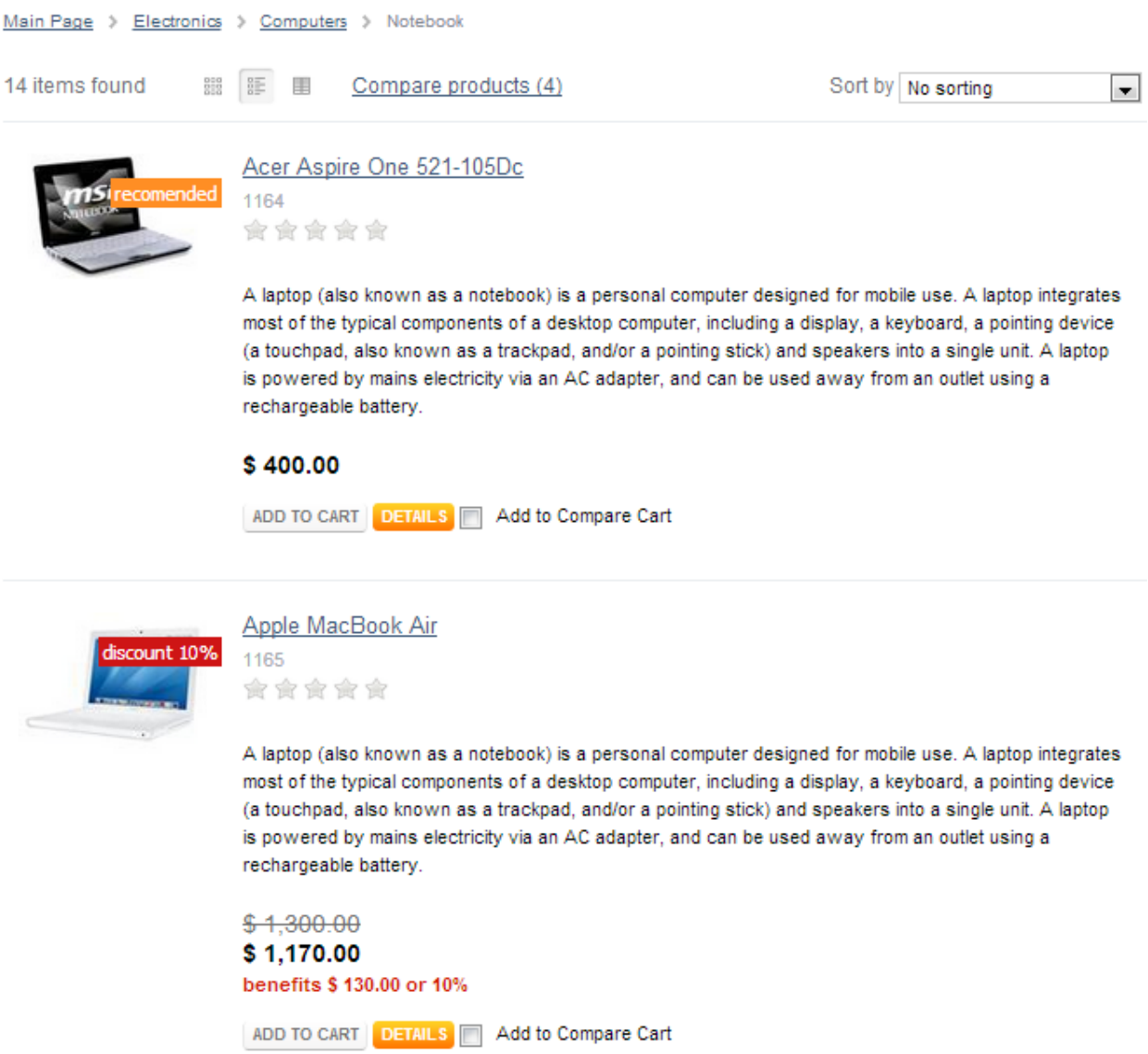


Fig.143. The "List" catalog view

If the “Table” type of displaying a products list is selected, the products catalog on the front-end will be as follows:

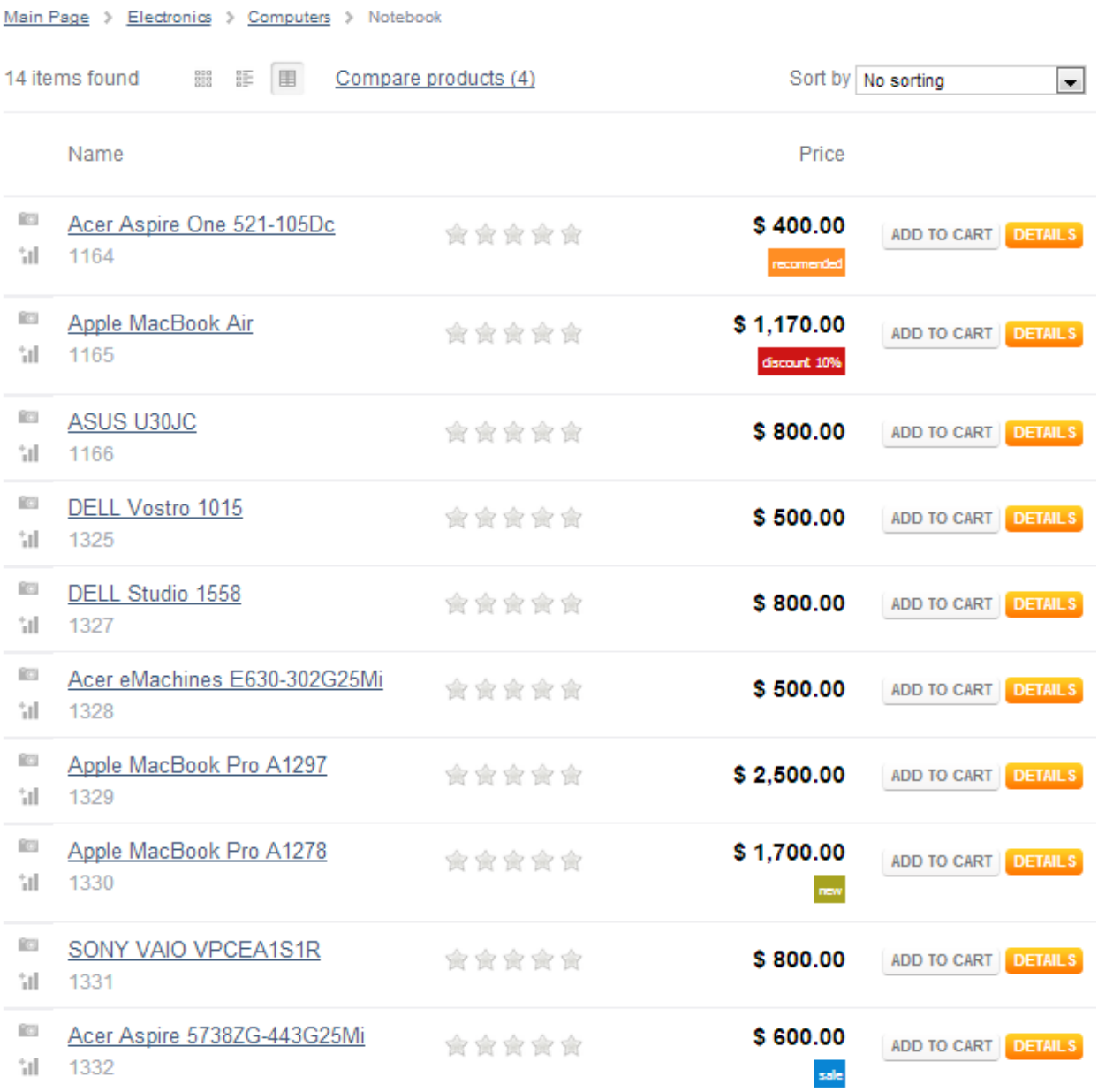


Fig.144. The “Table” catalog view

Order confirmation settings

Select the “Order confirmation” tab on the “Common settings” page:

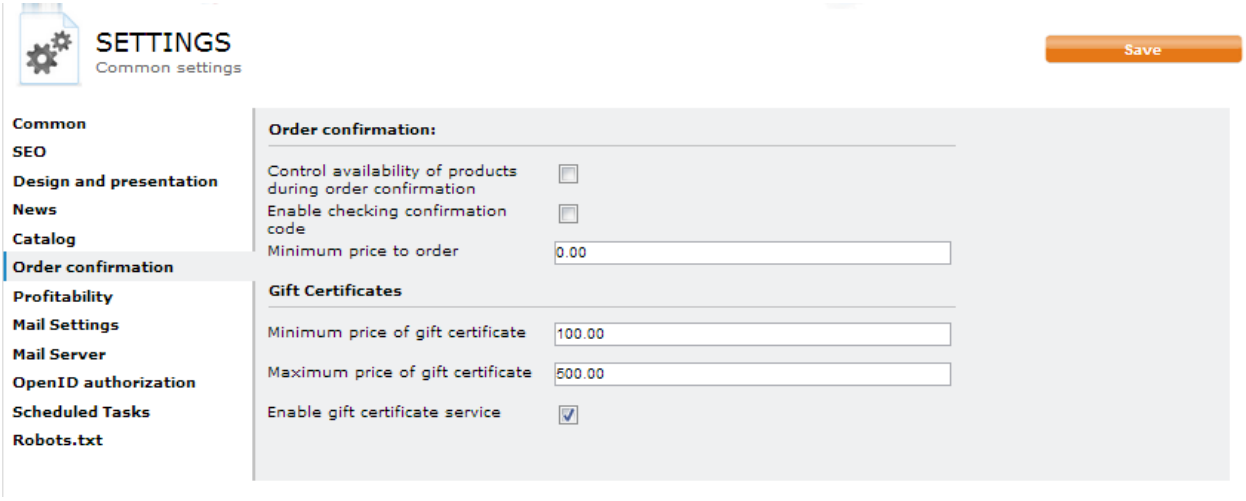


Fig.145. The "Order confirmation" tab

You can select check boxes in the fields:

- "Control products availability during order confirmation",
- "Enable checking confirmation code",
- "Enable gift certificate service",

if these features are required.

In the appropriate fields indicate the minimum price to order and minimum and maximum price of a gift certificate. After changes are made, click the "Save" button.

Profitability settings

To indicate the planned sales and planned profit, use the "Profitability" tab:

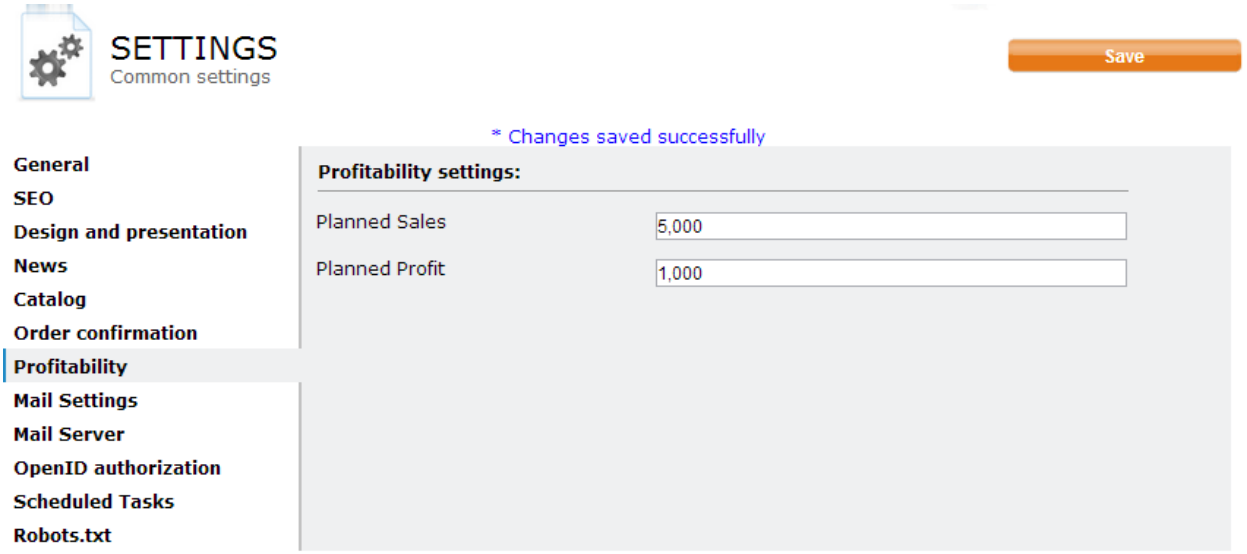


Fig.146. The "Profitability" tab

After the information are entered, click the "Save" button.

Mail settings

Enter email addresses into the appropriate fields in the "Email notify" section of the "Common settings" page. The email notifications about store user actions will be sent at these addresses:

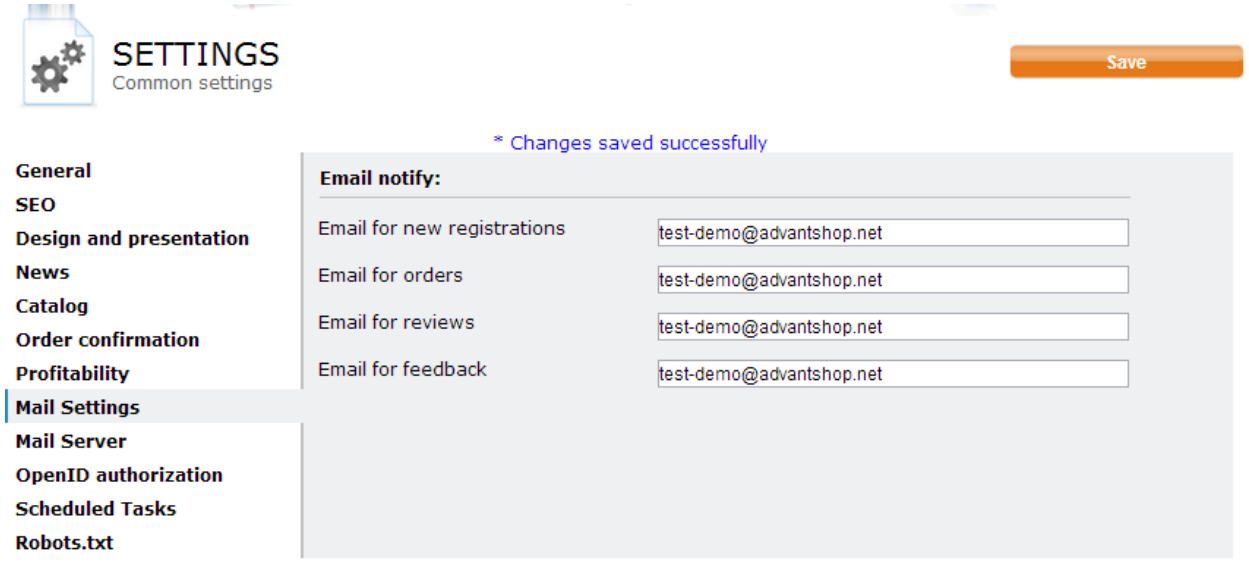


Fig.1474. The "Mail settings" tab

After the form is filled in completely, click the "Save" button.

Mail server settings

From time to time it is necessary to send messages containing the information about the products, orders, password recovery and etc. to the store users.

Indicate the following information in the "Mail server" tab, "Transport level" sections of the "Common settings" page:

- SMTP server for emailing;
- Email login;
- Email password;
- Port;
- Email address.

To make the SSL protocol providing secure data exchange enabled, select check box in the "Enable SSL" field.

Be attentive! All the settings should be made from one mailbox. When changing one setting parameter, make sure that the other parameters are correct.

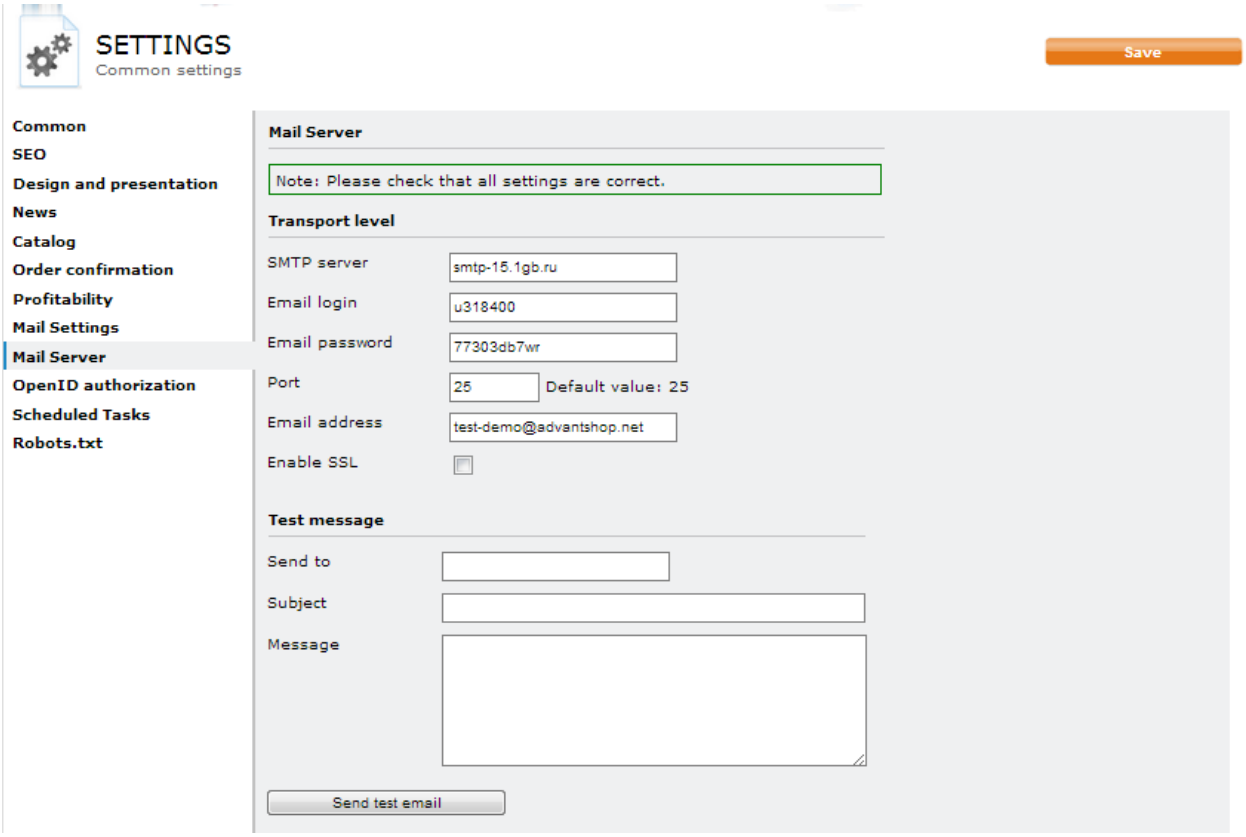


Fig.148. The "Mail server" tab

Click the "Save" button.

To send a test message for checking transport level settings, fill in the fields of the "Test message" section and click the "Send test email" button.

OpenID authorization settings

To apply an option of user registration and authorization on your site via social networks, select the "OpenID authorization" tab of the "Common settings" page:

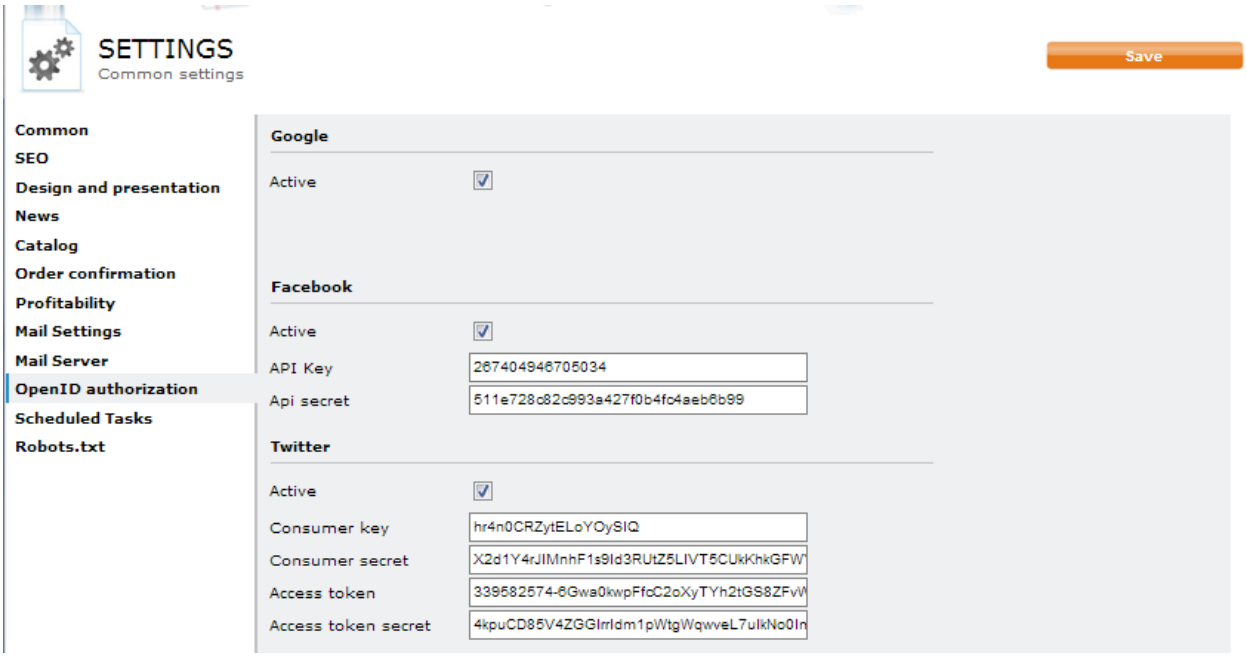


Fig.149. The "OpenID authorization" tab

Select check boxes in the "Active" fields for those resources where the user accounts can be used for authorization in your store.

To apply an option of user registration/authorization on your site via Facebook, log in on Facebook https://facebook.com and register your store as an application on http://www.facebook.com/developers/createapp.php page. While registering your store (application) use the following values:

- For the ***App Name field*** – any name,
- For the ***App Domains field***: http:// [domain name].

After that on your store admin panel on the "OpenID authorization" tab of the "Common settings" page enter the App ID and App secret keys, given you after the registration on https://facebook.com, into the appropriate fields of the "Facebook" section:

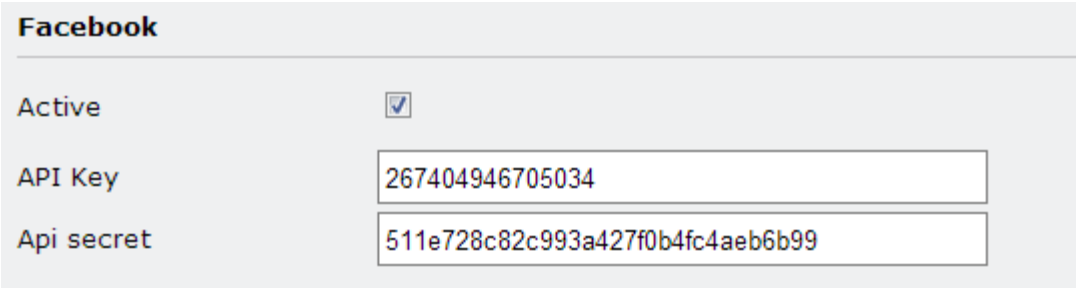


Fig.150. The "Facebook" section

To apply an option of user registration/authorization on your site via Twitter, log in on Twitter https://twitter.com and register your store on http://dev.twitter.com/apps/new page. While registering your store (application) use the following values:

For the ***Default Access type*** field fix ***Read*** position for radio button.

For the ***Callback URL*** field enter the address: http://[administrator name]/cms/admin/scmedia.php?name=twitter

After that on your store admin panel on the "OpenID authorization" tab of the "Common settings" page enter the Consumer key and Consumer secret key, given you after the registration on https://twitter.com, into the appropriate fields of the "Twitter" section:

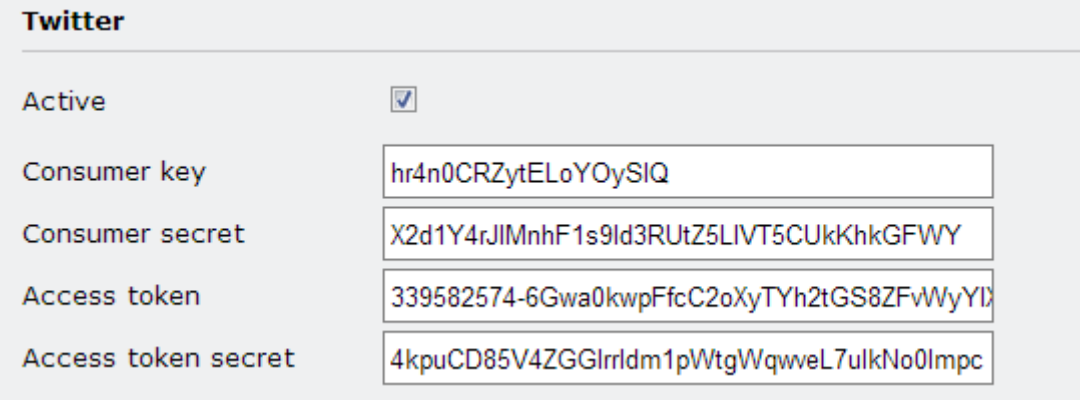


Fig.151. The "Twitter" section

Click the "Save" button.

Scheduled tasks settings

It is possible to make the frequent tasks of sitemap HTML and XML file updating, automatic on the "Scheduled tasks" tab of the "Common settings" page. Select check boxes in the fields tasks of which should be enabled immediately after the schedule is saved. Determine the schedule indicating start time and interval for each task:

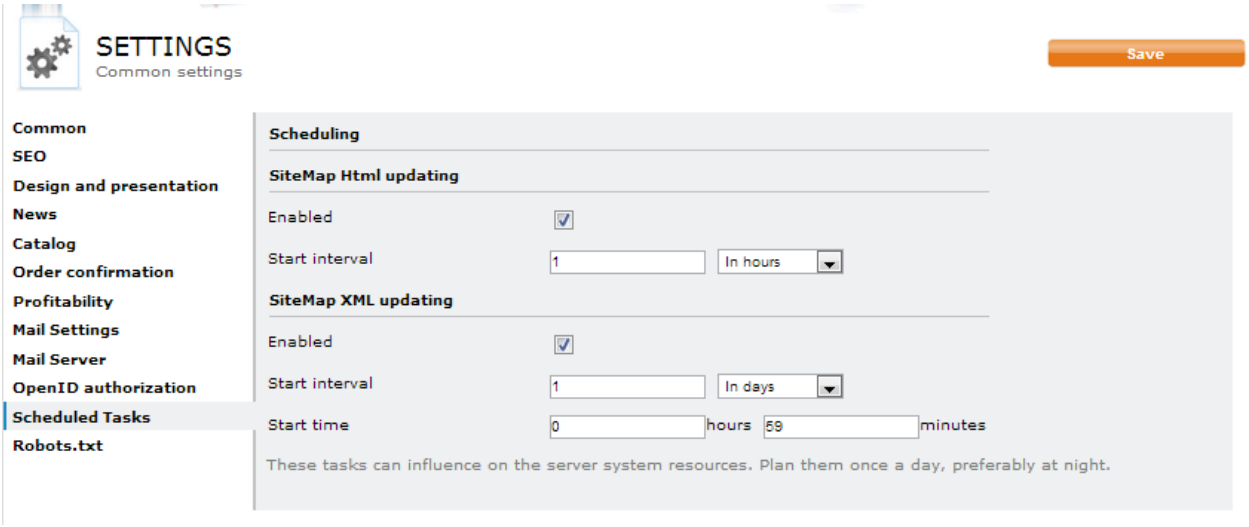


Fig.152. The "Scheduling" tab

Click the "Save" button.

Editing template robots.txt

To edit the template robots.txt, select the "Robots.txt" tab:

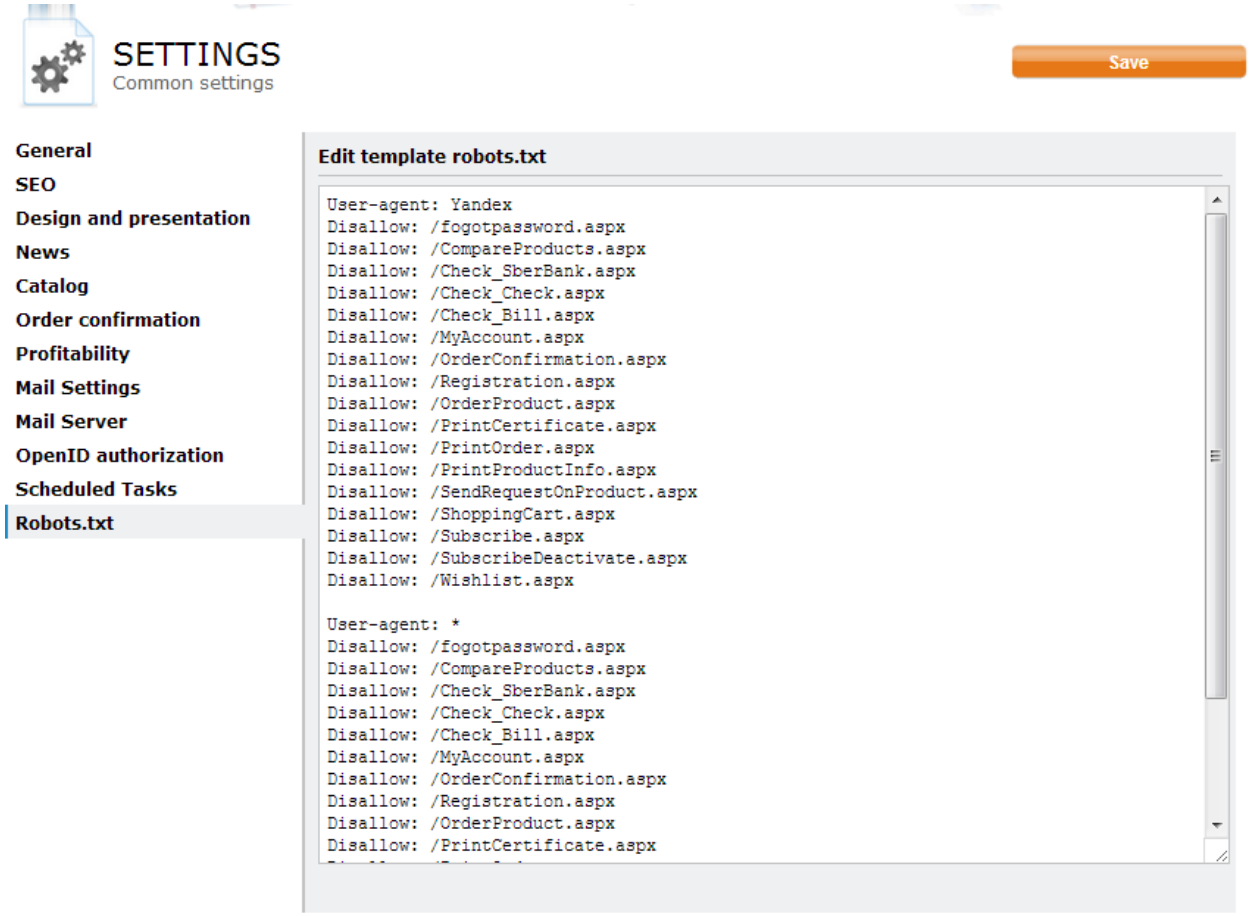


Fig.153. The "Robots.txt" tab

Make necessary changes in the template and click the "Save" button.

3.3.2 Design transformer

On the front-end of the store you can change a page appearance including menu: theme, color scheme, background. To select new parameters of design, click the "Design transformer" hyperlink at the top of any page of the front-end:

Fig.154. The "Design transformer" hyperlink

The following dialog window will open:

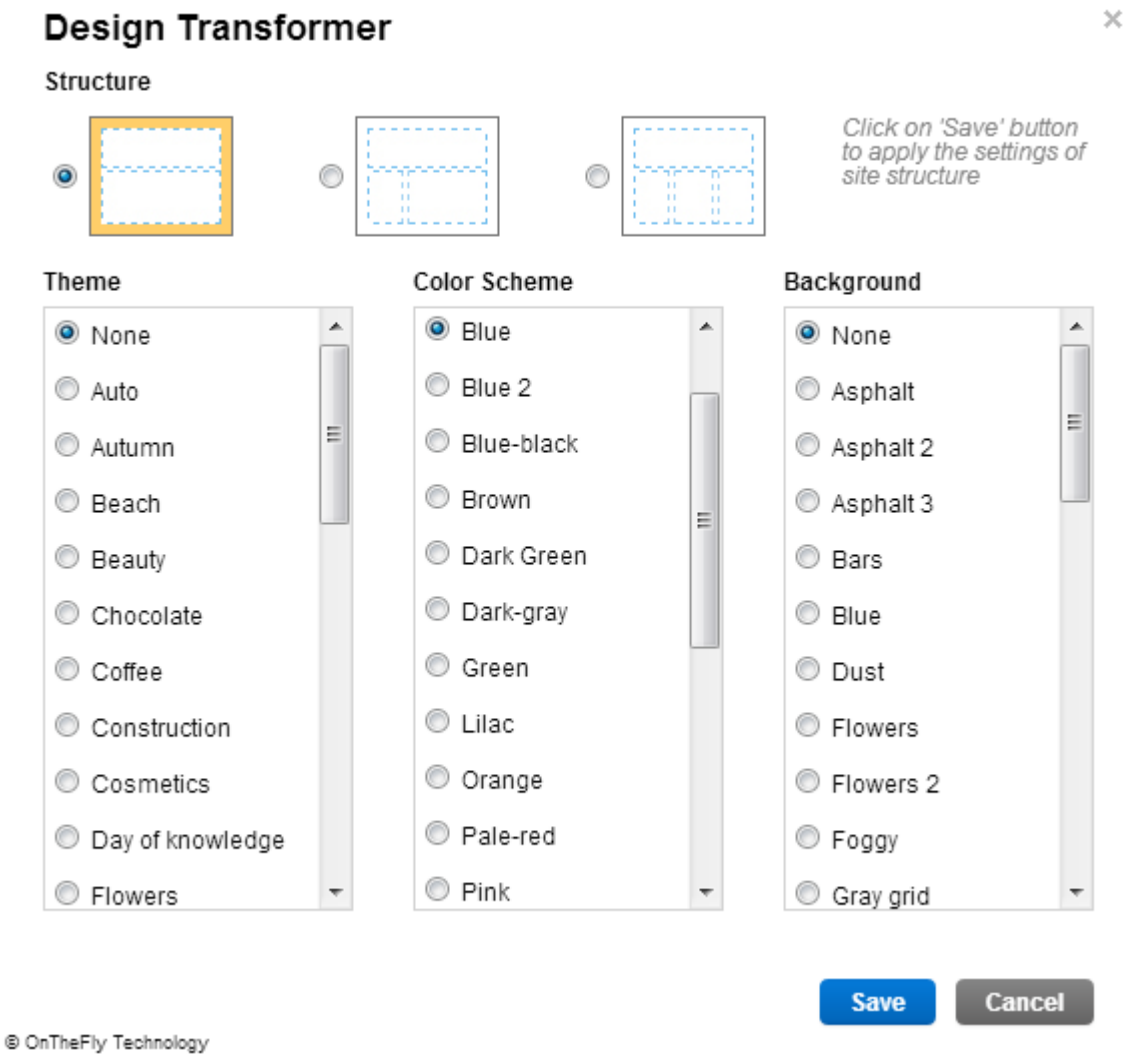


Fig.155. The "Design transformer" dialog window

By choosing proper radio buttons in the appropriate fields users can determine a theme, color scheme and background of the store.

To manage a theme, color scheme and background list, use the "Design transformer" option of the "Settings" menu:

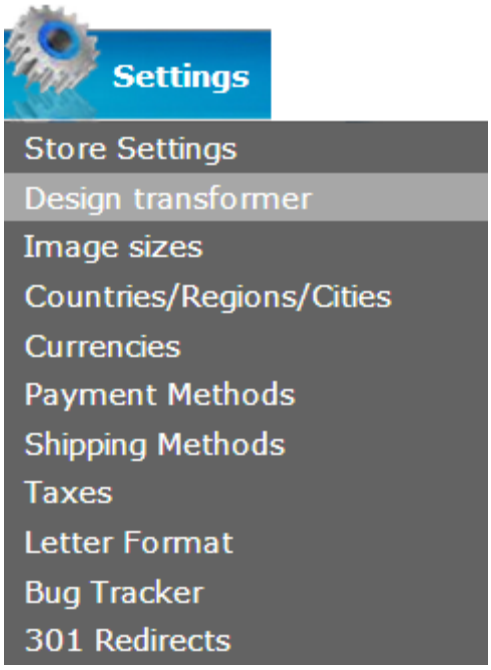


Fig.156. The "Design transformer" option of the "Settings" menu

The next page will open:

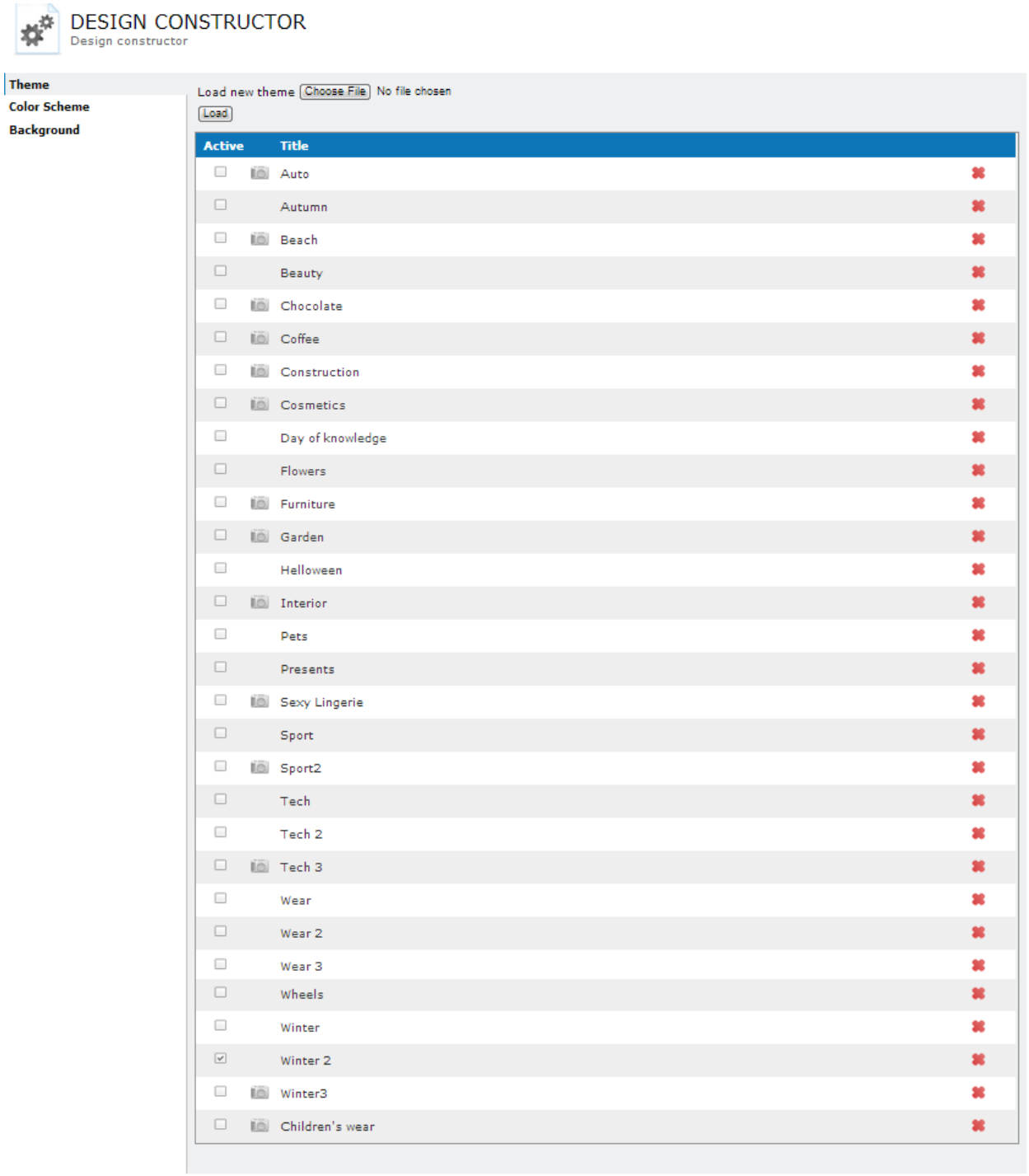


Fig.157. Design transformer page

To add a new theme to the list, click the "Choose file" / "Browse" button on the "Theme" tab and specify the file location on your computer hard drive or removable storage device. After that, click the "Load" button.

To determine what theme will be active by default for store users, select check box in the appropriate line of the "Active" column.

To delete a theme from the list, use the “Delete” button in the appropriate line in the far right column of the table. Deletion request will appear then:

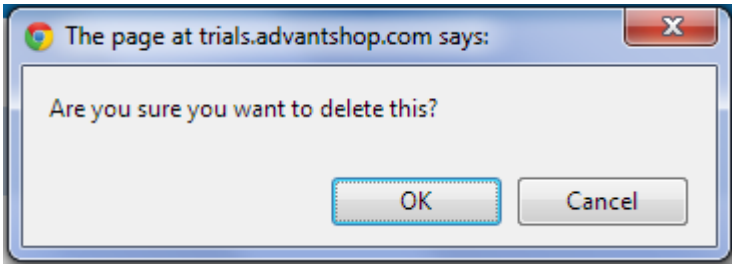


Fig.158. Theme deletion

Click the “OK” button.

By analogy with the theme, upload color schemes and background on the “Color scheme” and “Background” tabs and specify which of them will be displayed on the front-end of the store by default.

3.3.3 Image size

To change an image size on the front-end of the store, select the "Image size" option in the "Settings" menu:

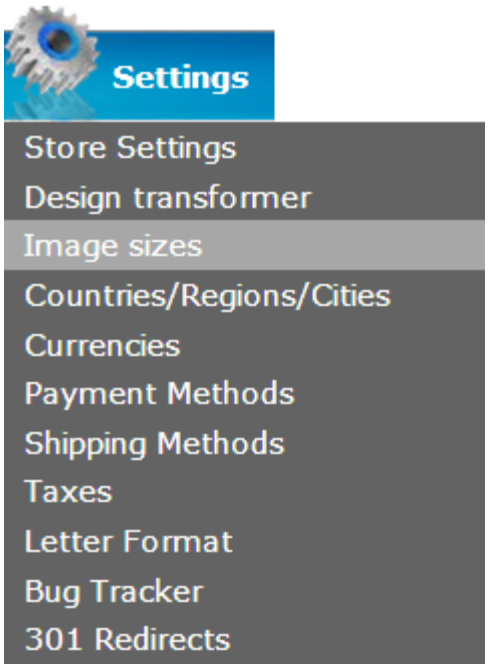


Fig.159. The "Image sizes" option in the "Settings" menu

The next page will open:

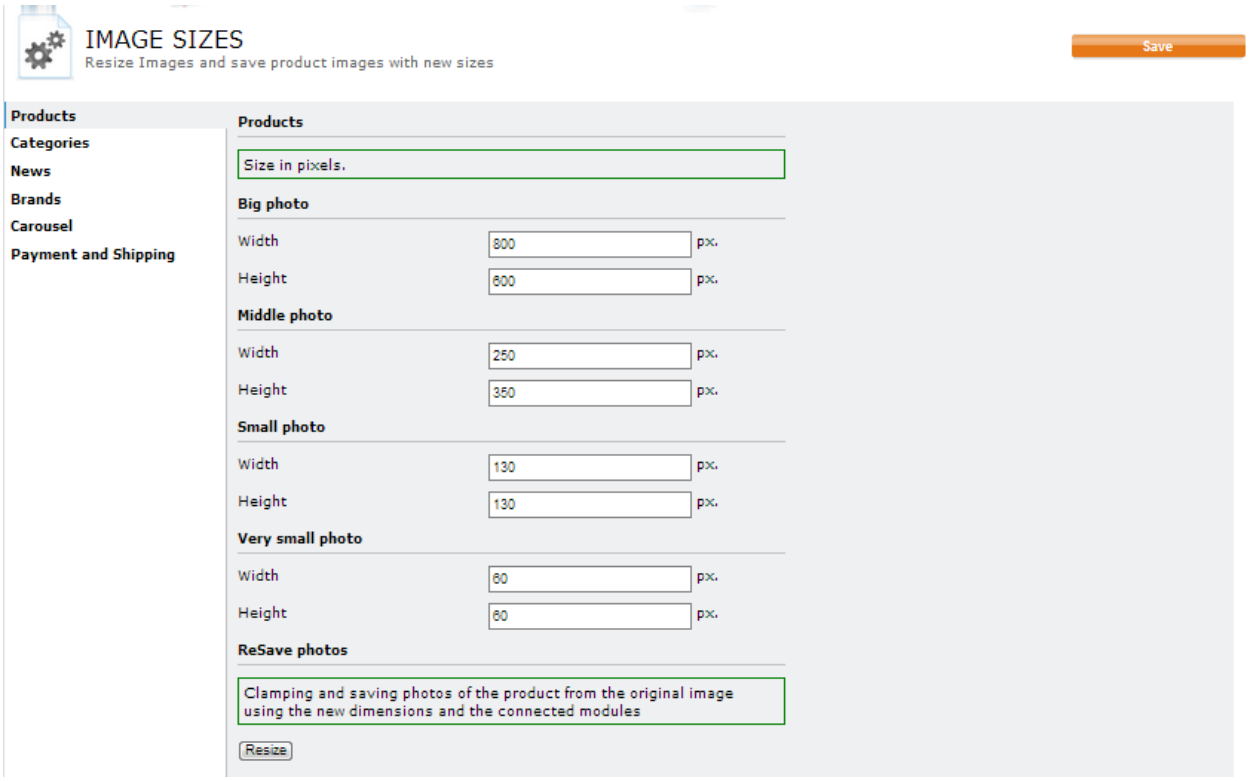


Fig.160. Image sizes settings

Here you can indicate image size for products, categories, news, dealers, carousel, payment methods and shipping methods (size should be indicated in pixels). It is possible to

change size of the previously uploaded product images by clicking the "Resize" button. Image size settings in regard with the other types of images will be applied only to new uploaded images.

3.3.4 Countries/regions/cities

For viewing and/or editing a list of countries/regions/cities available during registration select the "Countries/regions/cities" option in the "Settings" menu:

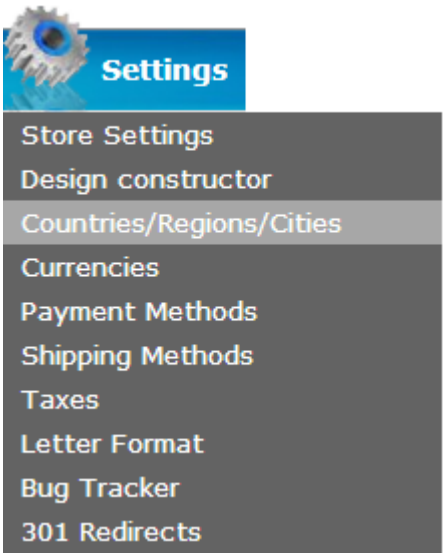


Fig.161. The "Countries/regions/cities" option in the "Settings" menu

The next page will open:

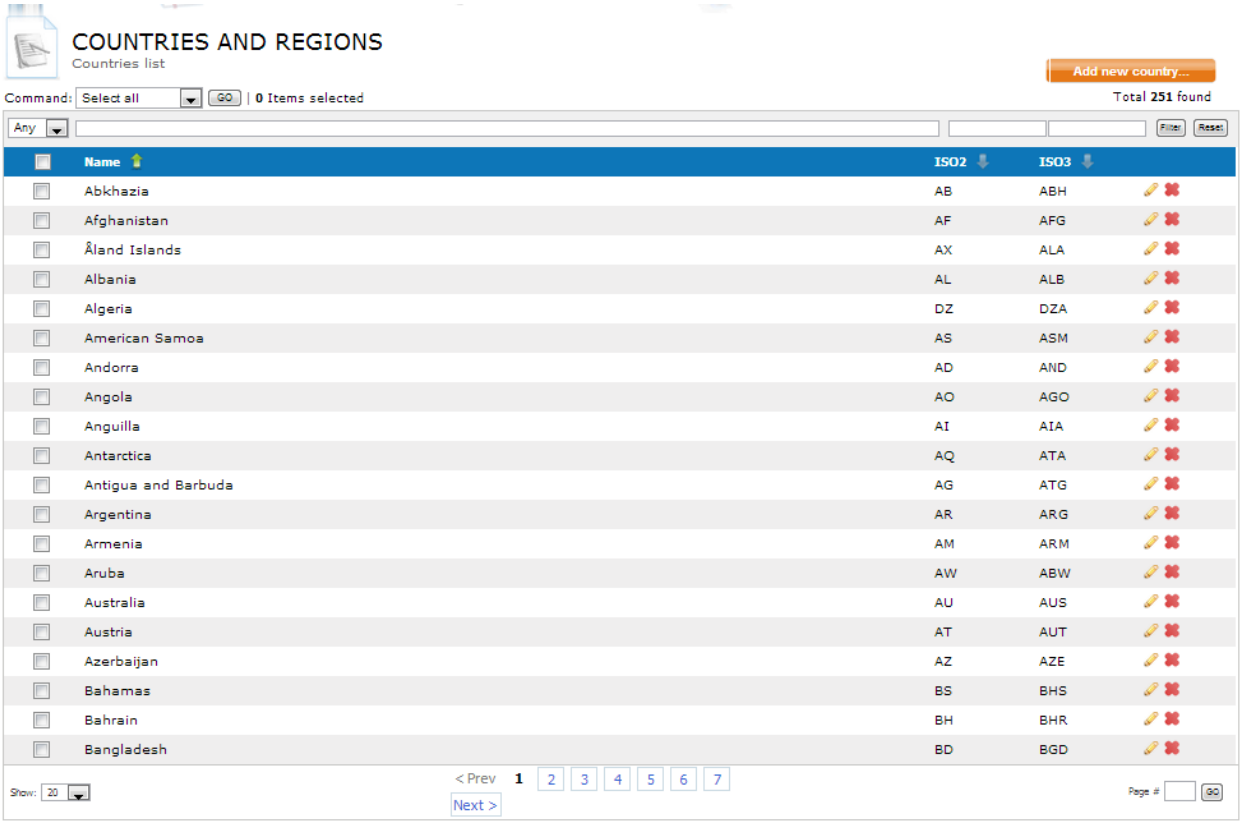


Fig.162. The "Countries/regions/cities" page

Adding country

To add a country to the list, select the "Add new country" button at the top of the page.

New fields in the bottom line of the table will open:

Fig.163. Fields for adding country

Enter a country name, two-letter code ISO and three-letter code ISO into the fields of the "Name", "ISO2" and "ISO3" columns.

To save this country in the list, click the "Add" button .

To add a region to the list, click a country name and a region list for the selected country will open:

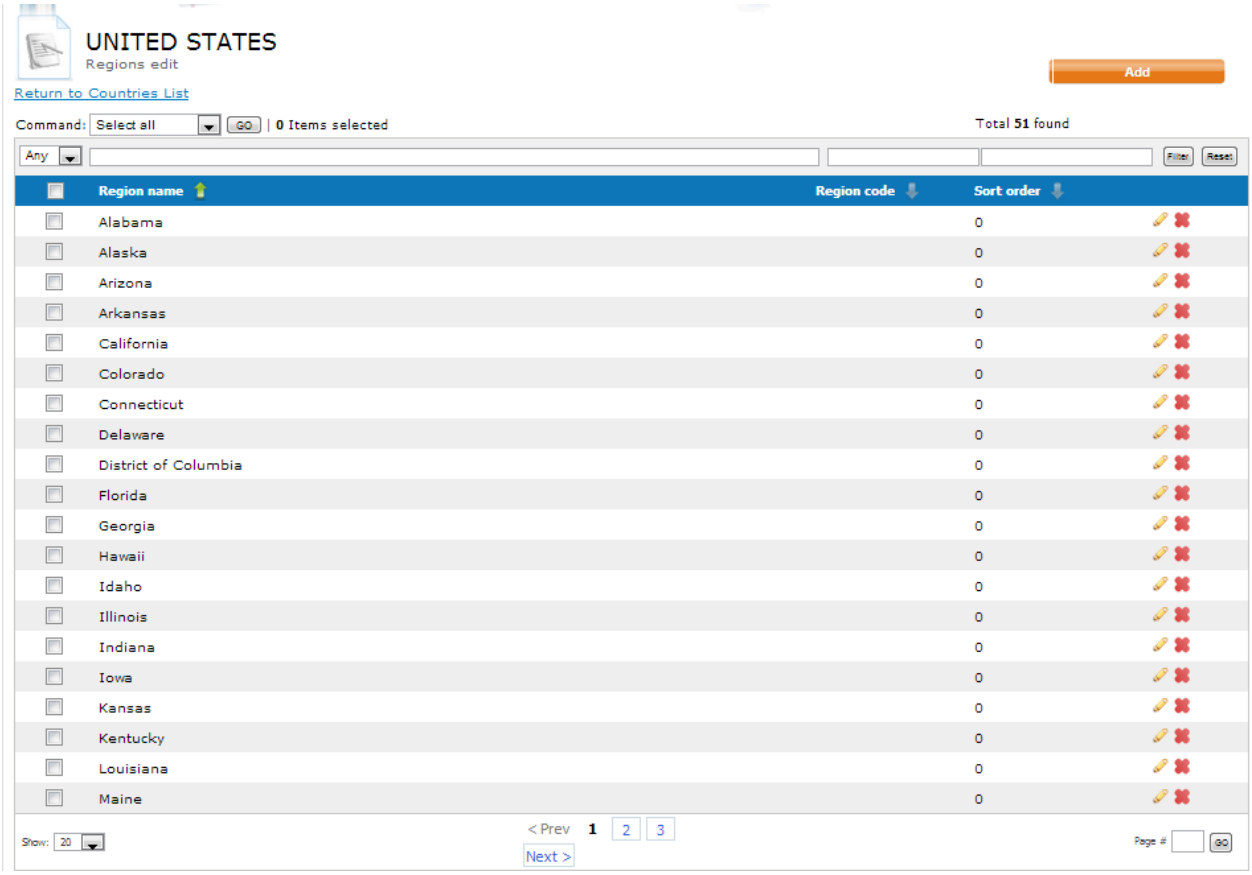


Fig.164. List of regions

Click the “Add” button to add the region.

New fields in the bottom line of the table will open:

Fig.165. Fields for adding region

Enter a region name, region code and sort index into the appropriate fields of the “Region name”, “Region code” and “Sort order” columns.

To save this region in the list, click the “Add” button.

To add a city to the list, click a region name and a cities list for the selected region will open:

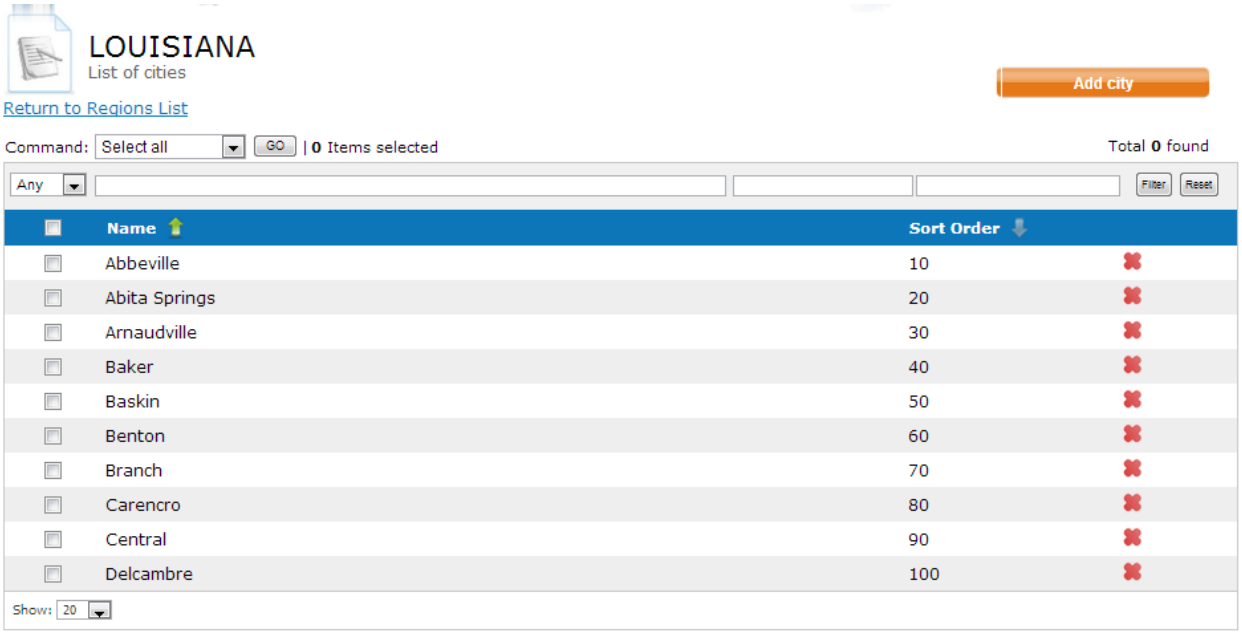


Fig.166. List of cities

Click the "Add" button to add the city.

New fields in the bottom line of the table will open:

Fig.167. Fields for adding city

Enter the city name and sort index into the appropriate fields of the "City name" and "Sort order" columns.

To save this city in the list, click the "Add" button.

Searching and editing country/region in the list

To find a country/region in the list, enter a country/region name into the appropriate fields of the "Name" and/or codes ISO columns at the top of the page:

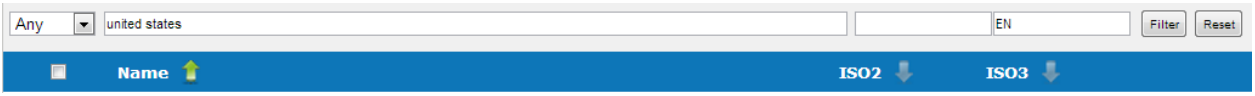


Fig.168. Search form

Search results will appear then:

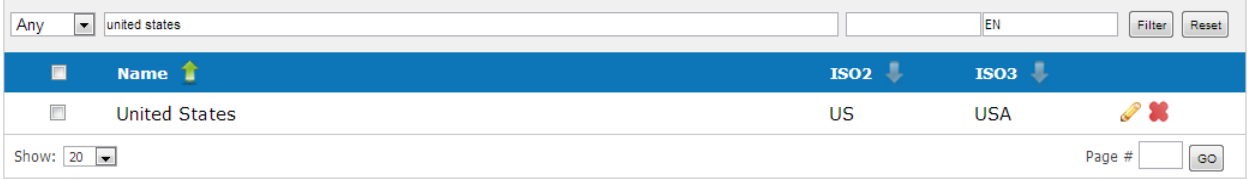


Fig.169. Search results

To edit the information about the country/region – names of codes – use the "Edit" button in the line for the appropriate country/region. The fields will become editable:

Fig.170. Editing country/region information

Make necessary changes and click the "Update" button to save them.

Deleting country/city/region

To delete a country/city/region from the list, use the "Delete" button in the appropriate line in the far right column of the table.

Deletion request will appear:

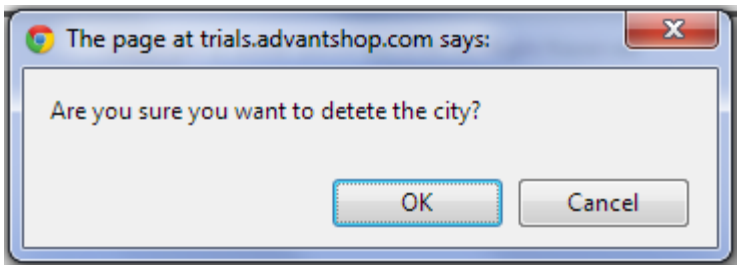


Fig.171. Country deletion

Click the "OK" button.

3.3.5 Currencies

For viewing/editing a list of currencies used in your store select the "Currencies" option in the "Settings" menu:

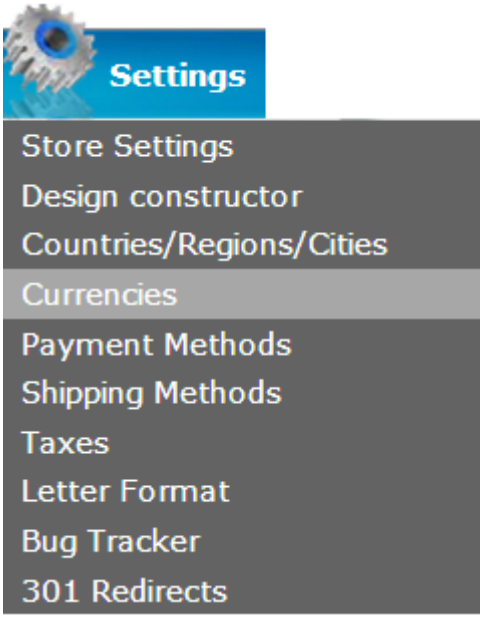


Fig.172. The "Currencies" option in the "Settings" menu

The next page will open:

Fig.173. List of currencies

To make the currency information auto updated, select check box in the appropriate field at the top of the page.

To add a new currency to the list, click the "Add new currency" button and new fields will open at the bottom of the table:

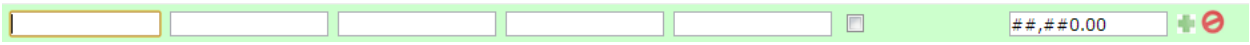


Fig.174. Adding new currency

Fill in the fields and select the "Add new currency" button .

To edit the previously added currency, click any currency features in the appropriate line and the fields will become editable:

Fig.175. Editing currency information

Make necessary changes and click the "Update" button .

To delete a currency from the list, click the "Delete" button in the appropriate line in the far right column of the table.

Deletion request will appear:

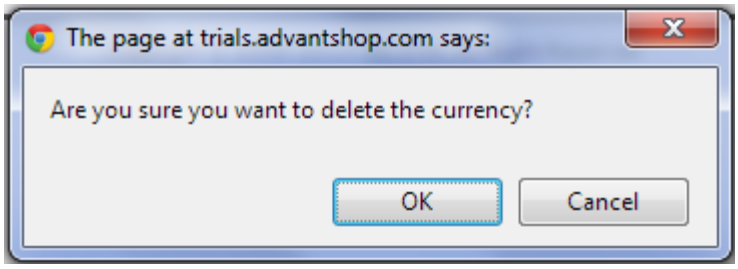


Fig.176. Currency deletion

Click the "OK" button.

3.3.6 Payment methods

To indicate payment methods that will be available for customers and get an access to the payment methods settings, select the "Payment methods" option in the "Setting" menu:

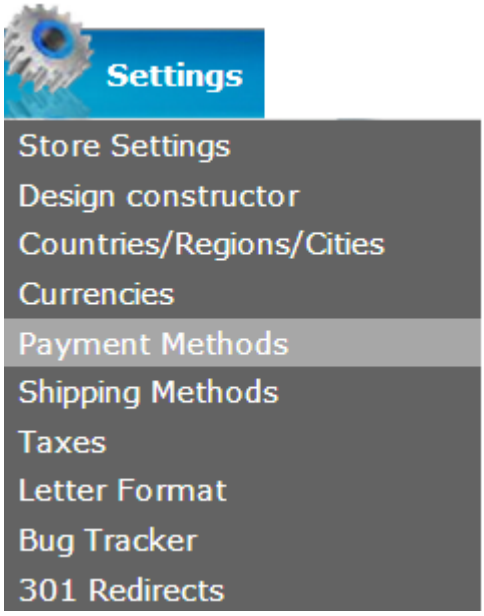


Fig.177.The "Payment methods" option in the "Setting" menu

A page of possible payment methods will open:

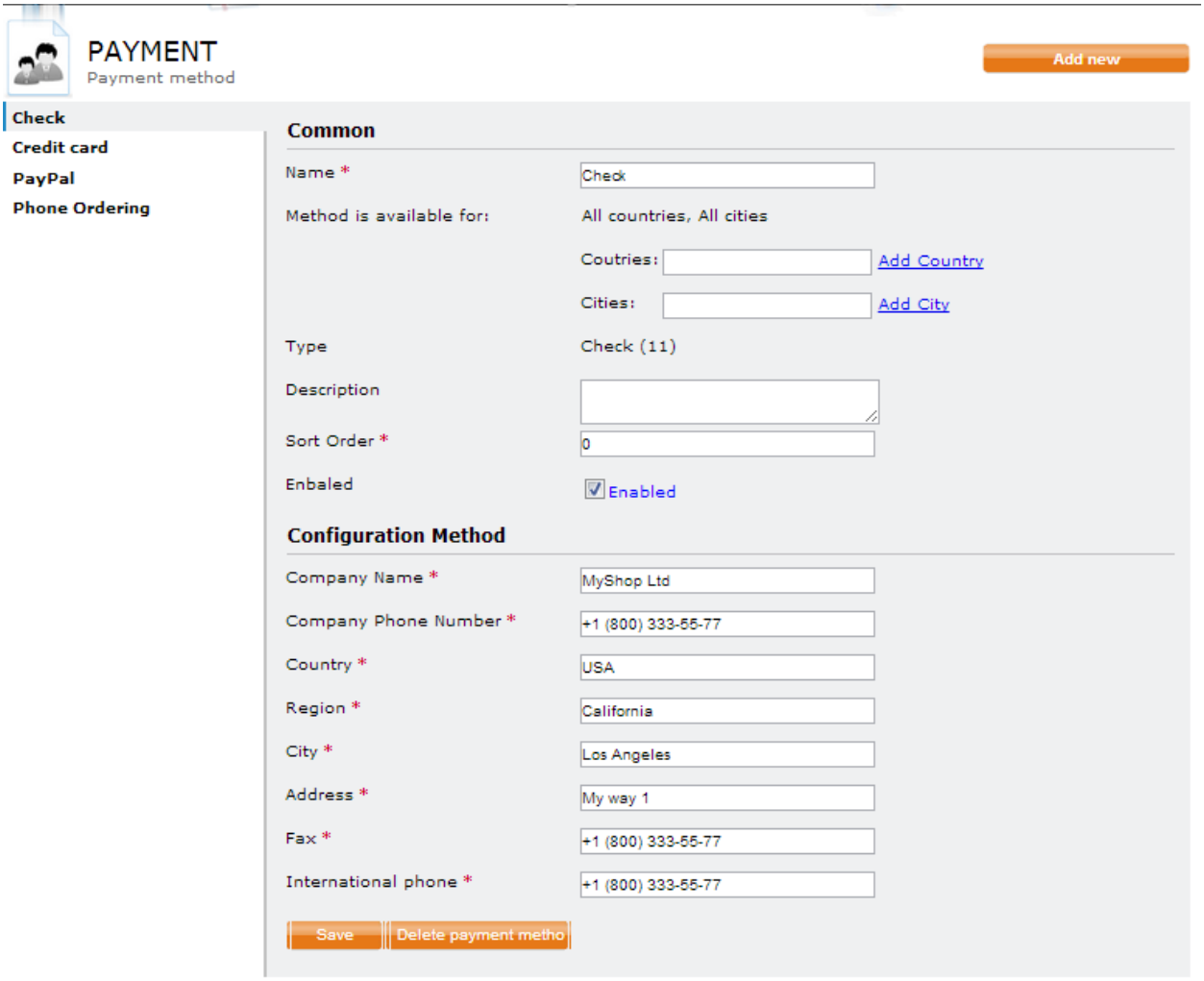


Fig.178. List of payment methods

To add a new payment method to the list, click the "Add new" button at the top of the window.

The following dialog window will open:

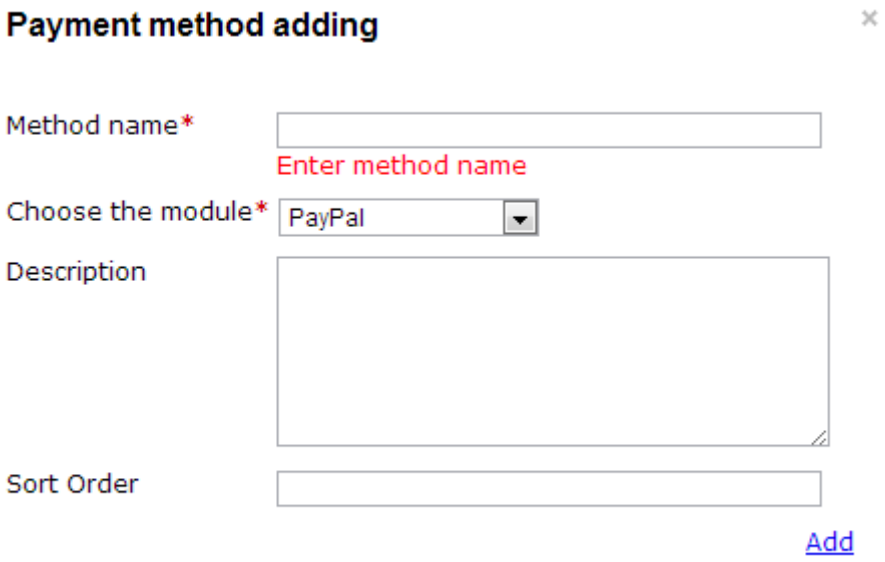


Fig.179. Payment method adding form

Fill in the "Method name", "Description" and "Sort order" (optionally) fields and select a type of payment from the "Choose the module" drop-down list:

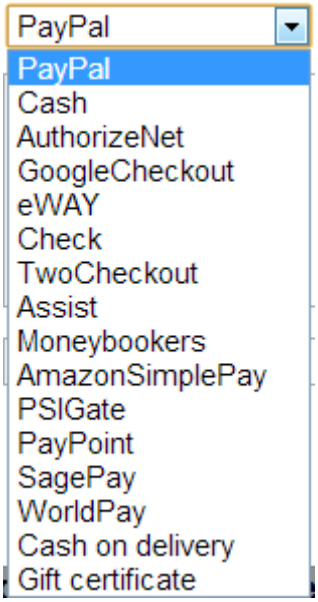


Fig.180. Selecting module

After that, click the "Add" hyperlink at the bottom of the form.

To edit the previously added payment method, select its name in the "Payment method" list on the left of the page. To make a payment method enabled, select check box in the "Enabled" field.

In the "Configuration method" section edit the payment method details. For example, it is necessary to fill in the "Company name", "Company phone number", "Country", "Region", "City", "Address", "Fax" and "International phone" fields for payment by **Check**:

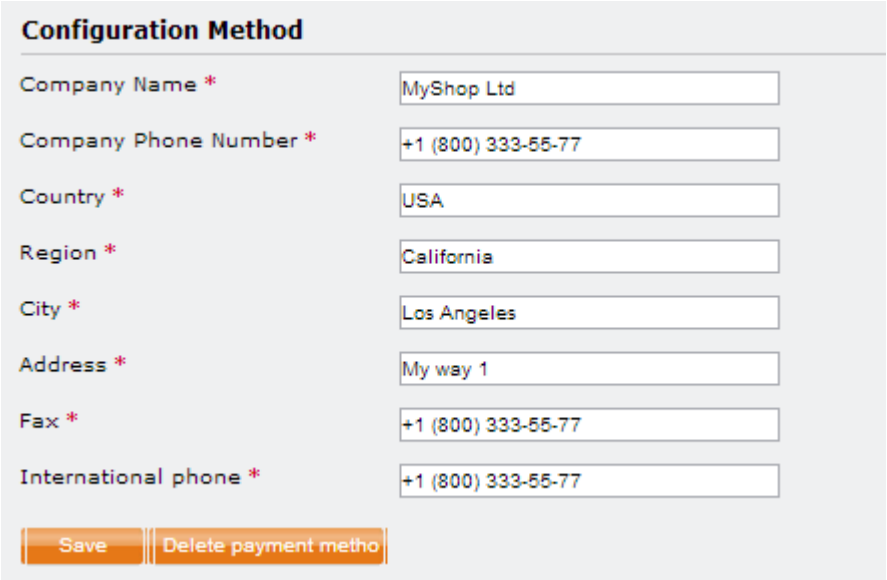


Fig.181. Editing payment methods details

After necessary changes are made click the "Save" button at the foot of the page.

On the front-end of the store the payment methods selected as enabled will be displayed during checkout in the following way:

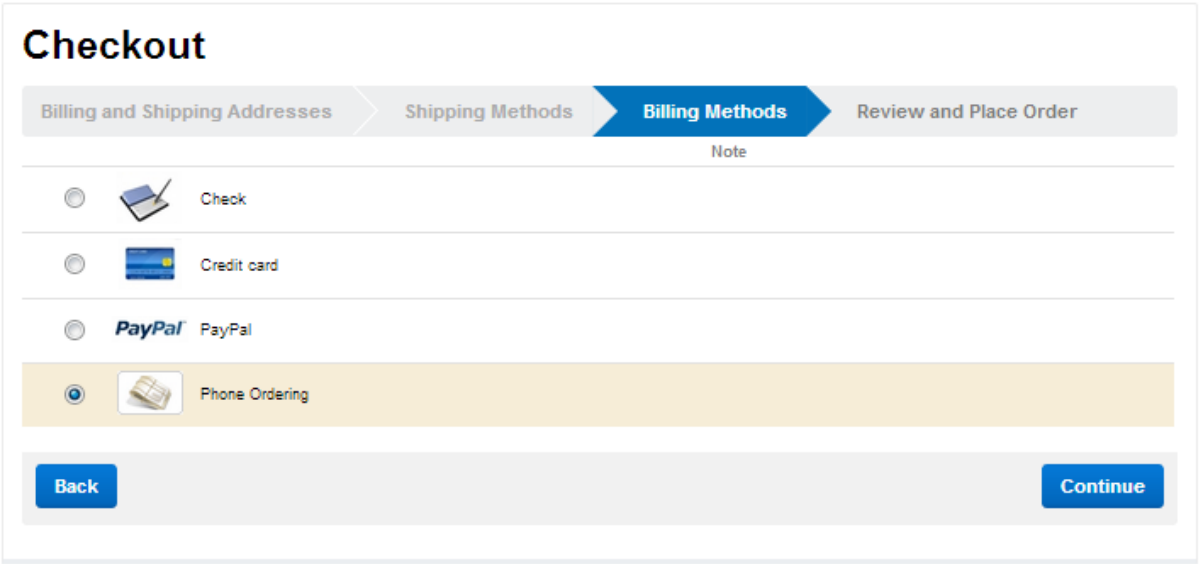


Fig.182. Selecting payment method during checkout

To delete a payment method from the list, click the "Delete payment method" button at the foot of the "Payment method" page.

Deletion request will appear then:

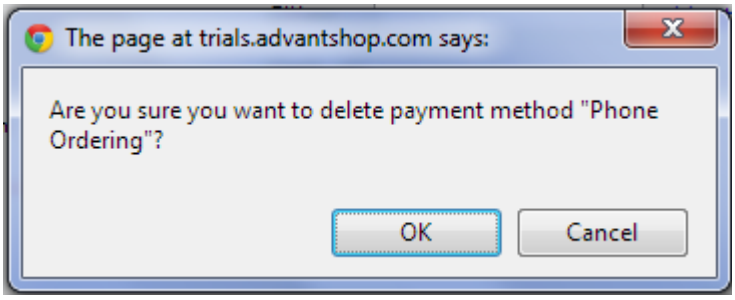


Fig.183. Payment method deletion

Click the "OK" button.

3.3.7 Shipping methods

To indicate shipping methods that will be available for customers select the "Shipping methods" option in the "Setting" menu:

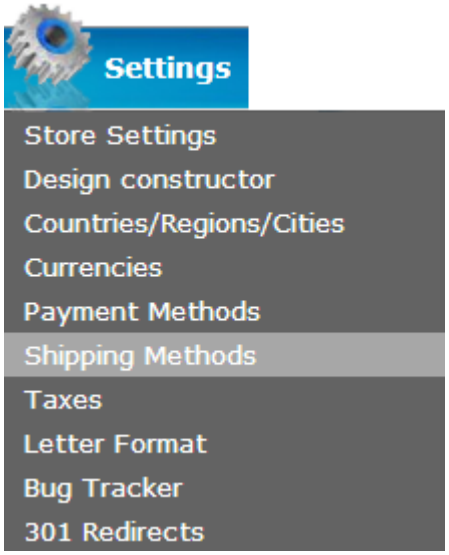


Fig.184. The "Shipping methods" option in the "Setting" menu

A page of possible shipping methods will open:

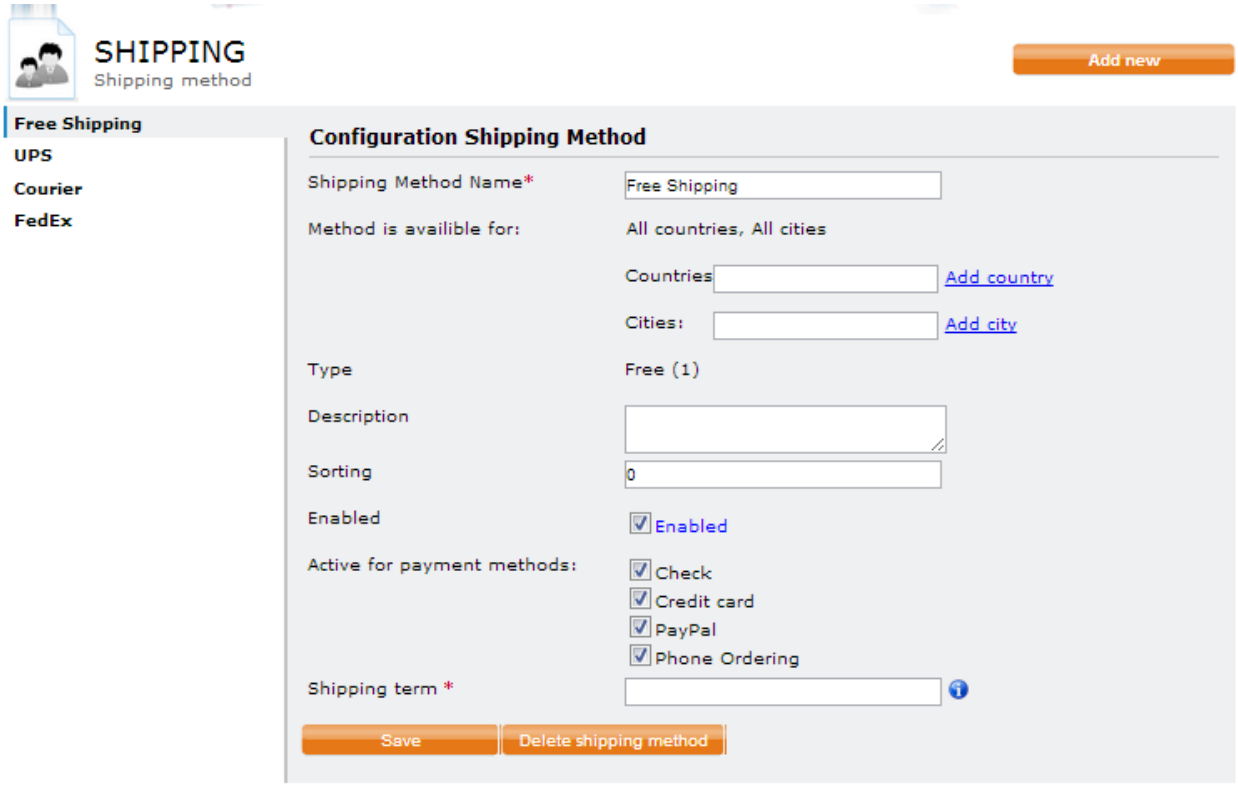


Fig.185. List of shipping methods

To add a new shipping method to the list, click the "Add new" button at the top of the window.

The following dialog window will open:

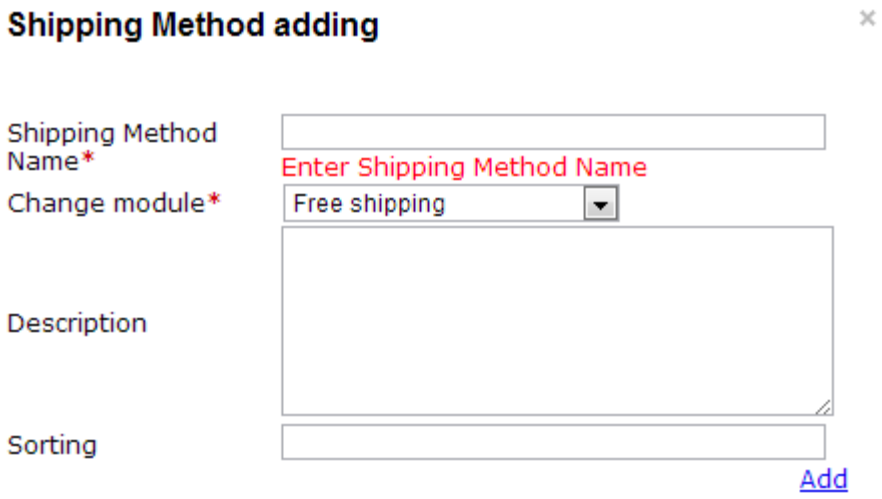


Fig.186. Shipping method adding form

Fill in the “Shipping method name”, “Description” and “Sort order” (optionally) fields and select a type of shipping method from the “Choose the module” drop-down list:

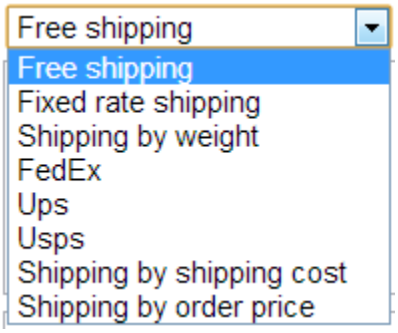


Fig.187. Selecting shipping method

After that, click the “Add” hyperlink at the bottom of the form.

To edit the previously added shipping method, select its name in the “Shipping method” list on the left of the page. To make a shipping method enabled, select check box in the “Enabled” field. If the method is available not for all countries/regions, determine the list of countries/regions the shipping method in which will be available by clicking the appropriate hyperlinks. By selecting check boxes, indicate the payment methods for which the selected shipping method will be available and specify the shipping terms.

After necessary changes are made, click the “Save” button at the foot of the page.

On the front-end of the store the shipping methods selected as enabled will be displayed during checkout in the following way:

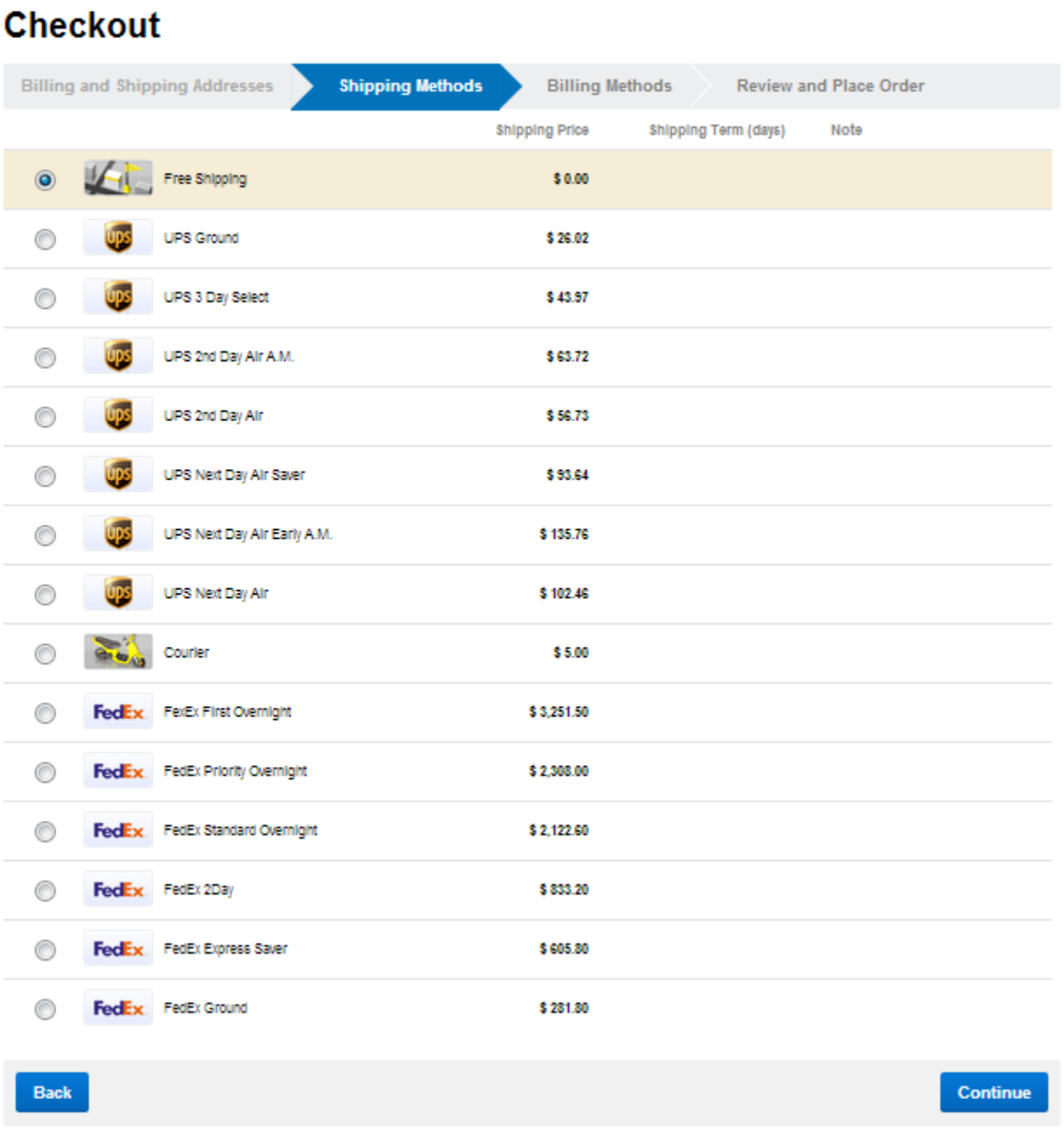


Fig.188. Selecting shipping method during checkout

To delete a shipping method from the list, click the "Delete shipping method" button at the foot of the "Shipping method" page.

Deletion request will appear then:

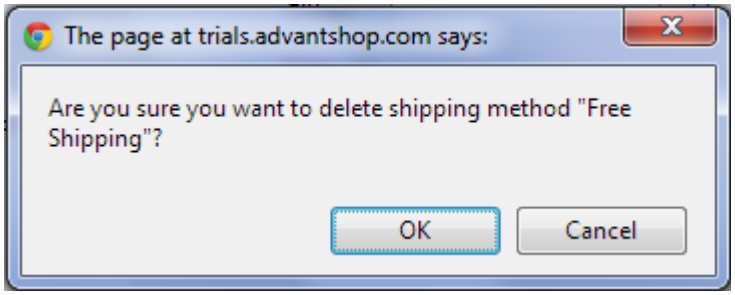


Fig.189. Shipping method deletion

Click the "OK" button.

3.3.8 Editing taxes

To manage a taxes list, select the "Taxes" option in the "Settings menu":

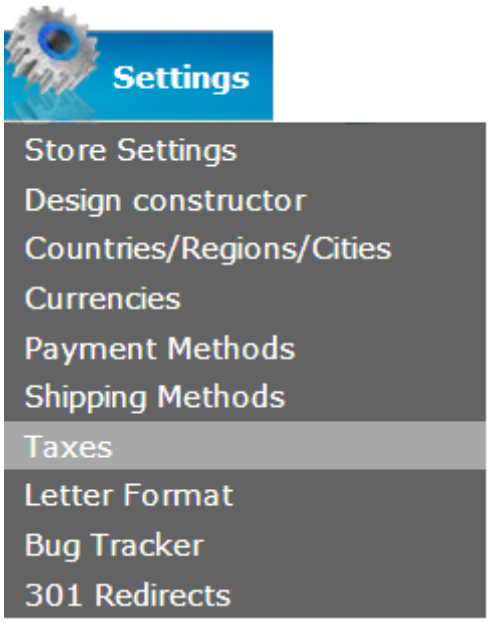


Fig.190. The "Taxes" option in the "Settings menu"

A taxes list will open:

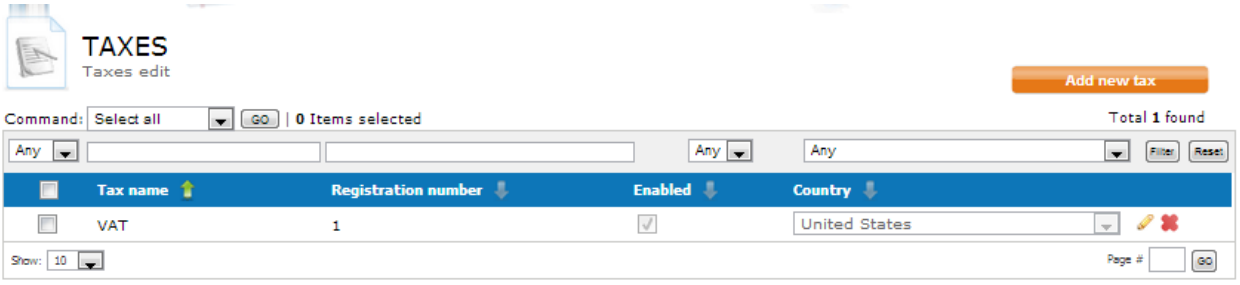


Fig.191. List of taxes

To add a new tax to the list, use the "Add new tax" button. Enter a tax name, registration number into the appropriate fields at the bottom of the list, make it enabled and

select a country for which the tax will become effective from the drop-down list in the "Country" field:

Fig.192. Adding new taxes

Click the "Add new tax" button .

To edit the previously added tax, click its name or registration number and the fields will become editable:

Fig.193. Editing tax information

Make necessary changes and click the "Update" button .

To edit tax features, click the "Edit" button in the line for the appropriate tax. The next page will open:

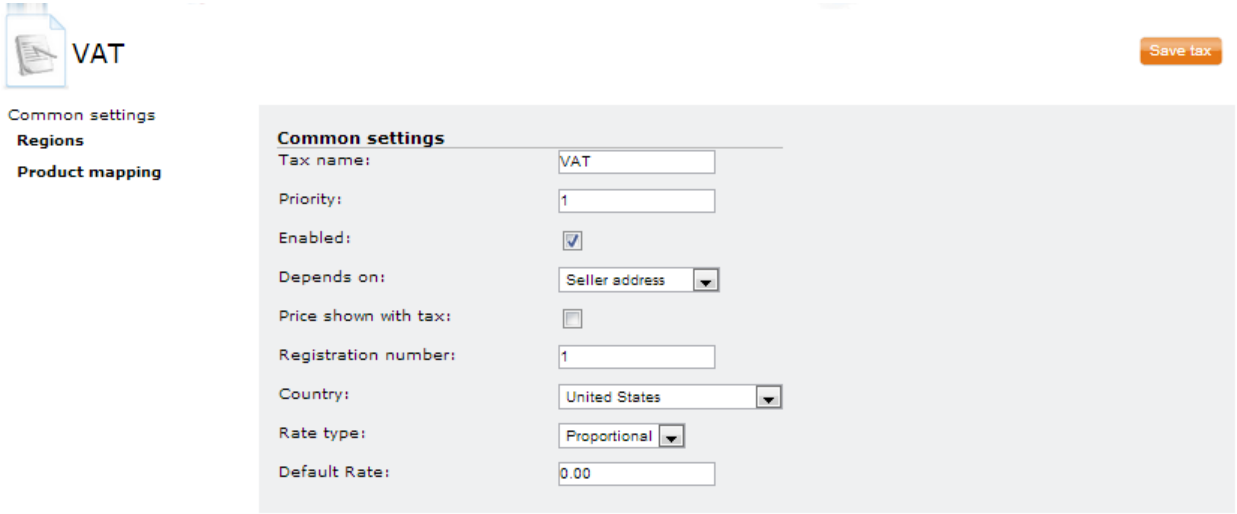


Fig.194. Editing tax features

Make necessary changes in the "Common settings", "Regions", "Product mapping" tabs and click the "Save tax" button to save them.

To delete a tax from the list, click the "Delete" button in the appropriate line in the far right column of the table.

Deletion request will appear:

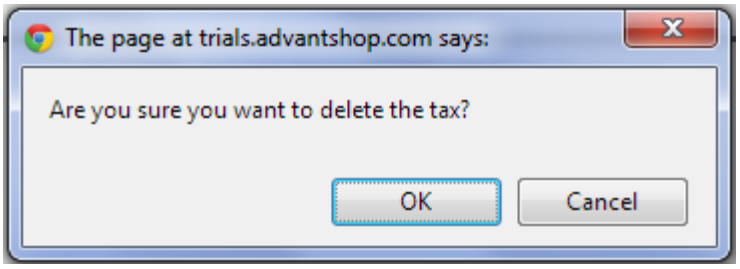


Fig.195. Tax deletion

Click the "OK" button.

3.3.9 Letter format settings

For managing letter templates select the "Letter format" option in the "Settings" menu:

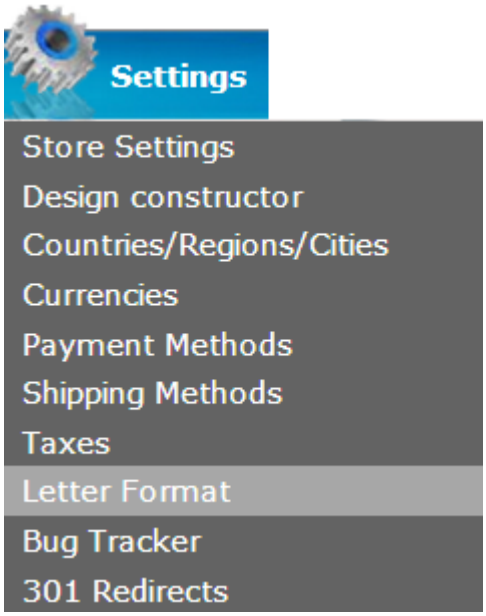


Fig.196. The "Letter format" option in the "Settings" menu

A list of letter templates will open:

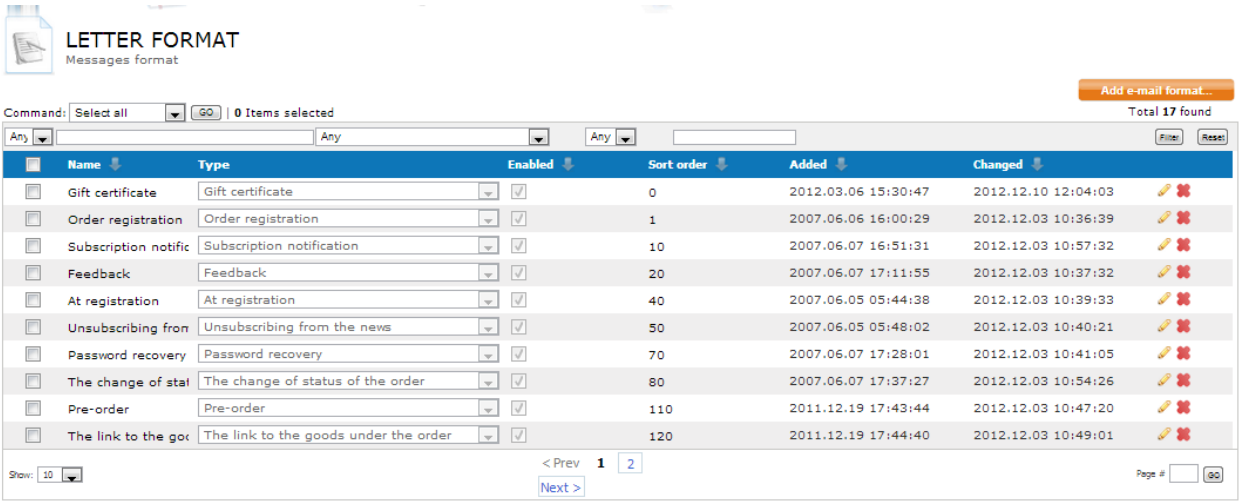


Fig.197. List of letter templates

To add a new letter template to the list, use the “Add e-mail format” button at the top of the window. The following form will open:

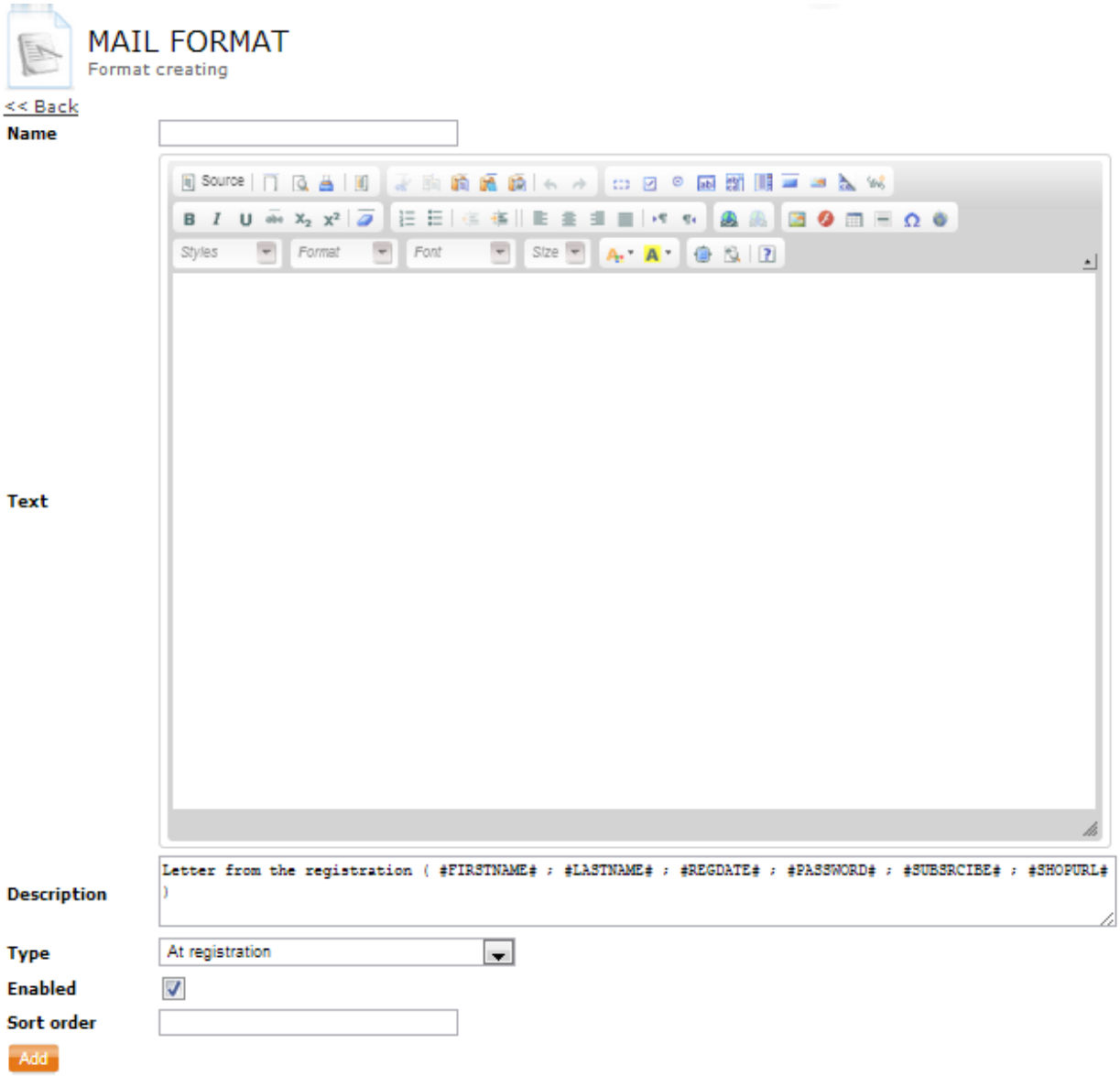


Fig.198. Adding letter template

Enter a title of the letter into the “Name” field and letter contents (text, image, table and etc.) – into the “Text” field by using a built-in WYSIWYG editor.

To learn more about the WYSIWYG editor, see Appendix 1 of this guide

Fill in the form fields and select check box in the "Enabled" field, if you want the template will be used when sending e-mails. Indicate a "Type" from the drop-down menu:

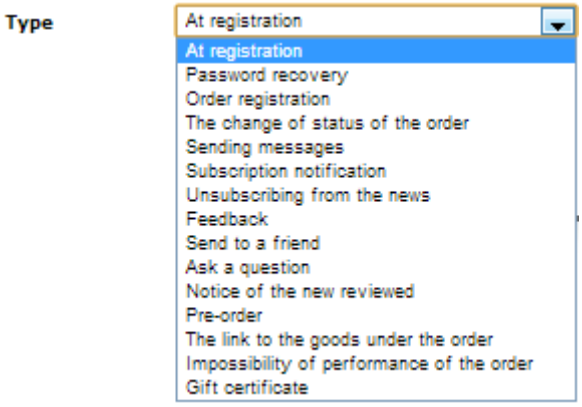


Fig.199. Selecting letter types

After that, click the "Add" button.

To edit the previously added letter template, use the "Edit" button in the appropriate line. Edit the template in the appeared form and click the "Save" button.

To delete a letter template from the list, click the "Delete" button in the appropriate line in the far right column of the table.

Deletion request will open then:

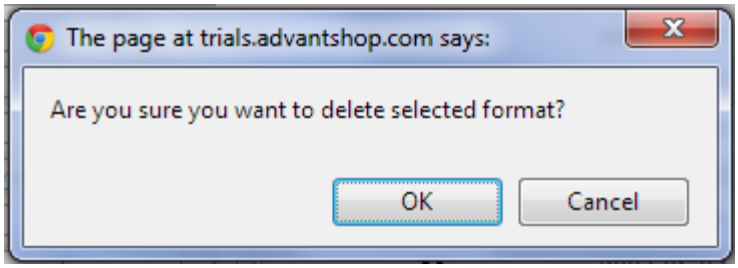


Fig.200. Letter format deletion

Click the "OK" button.

3.3.10 Bug tracker

For viewing the application error log select the "Bug tracker" option in the "Settings" menu:

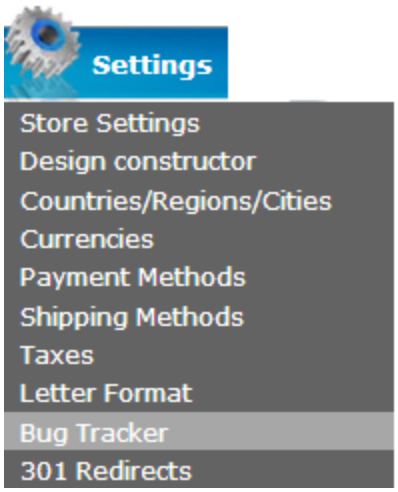


Fig.201. The "Bug tracker" option in the "Settings" menu

The following table will open:

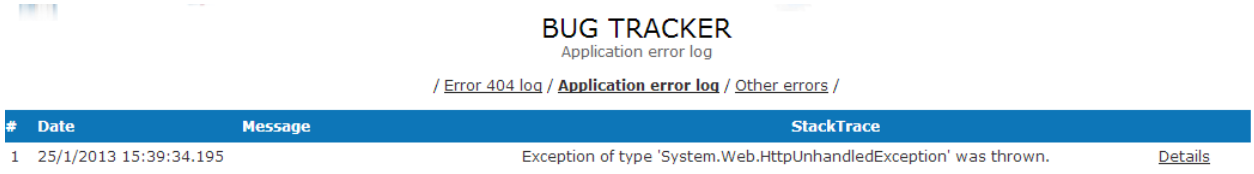


Fig.202. Bug tracker table

To get the detailed information about the selected error, click the "Details" link in the appropriate line. The next page will open:

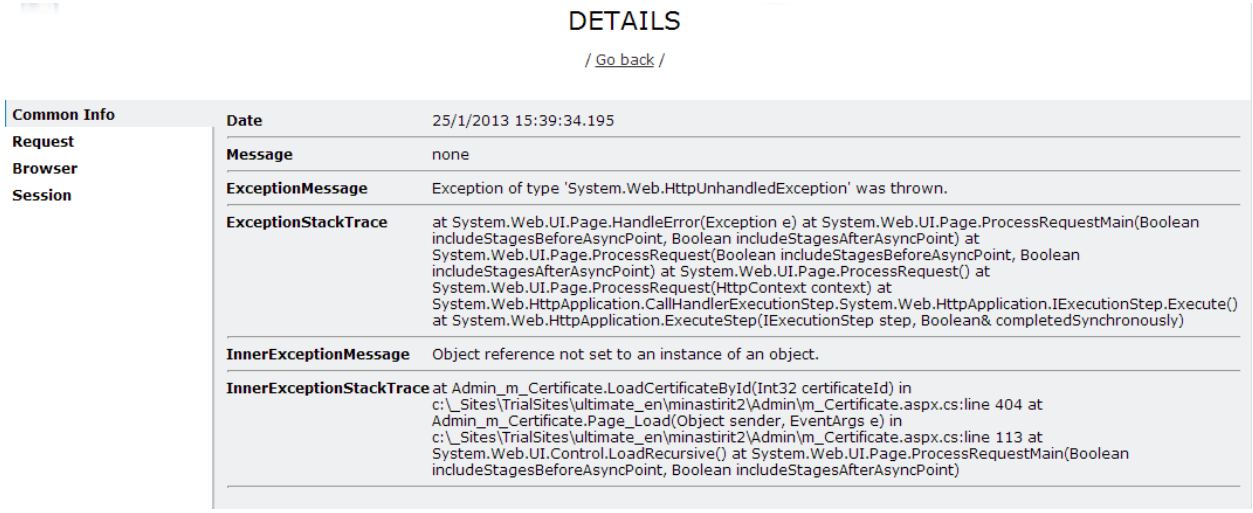


Fig.203. Error details

Click the "Error 404 log (Not found)" link to view the page hit errors.

For viewing the application errors “HTTP 500” i.e. internal server errors, use the “Application error log” link.

3.3.11 Redirects settings

For proper redirects setting in case of store updating, transferring to a new domain or dead link, select the “301 Redirects” option in the “Settings” menu:

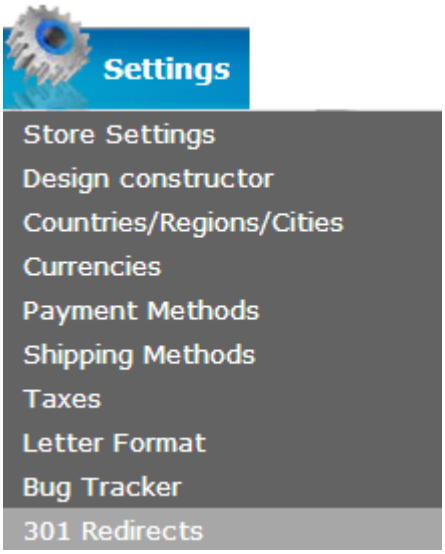


Fig.204. The “301 Redirects” option in the “Settings” menu

The next page will open:

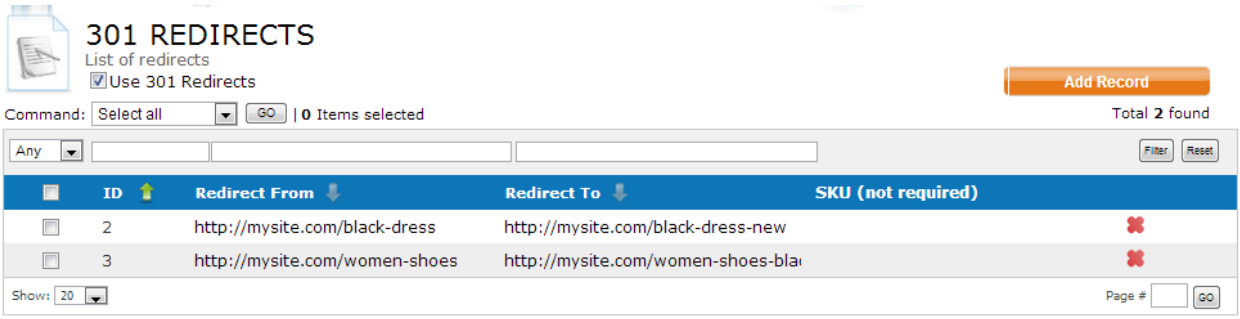


Fig.205. List of redirects

To add a redirect, click the “Add record” button at the top of the page.

The following form will open at the bottom of the list:

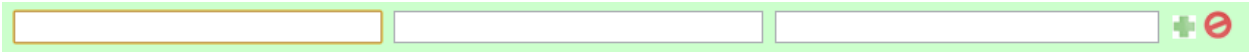


Fig.206. Adding redirects

Enter the previous and new addresses of the selected page and stock keeping unit (SKU) into the appropriate fields (optionally). Click the "Add" button .

For redirecting from URL without "www" to URL with "www", it is necessary to add a reserved character "*" to the address entry. For example, myshop.ru* – www.myshop.ru.

To edit the previous redirect, click the field of the appropriate line. The fields will become editable:

Fig.207. Editing redirects

After necessary changes are made, click the "Update" button .

To delete a redirect from the list, use the "Delete" button in the appropriate line. Deletion request will open:

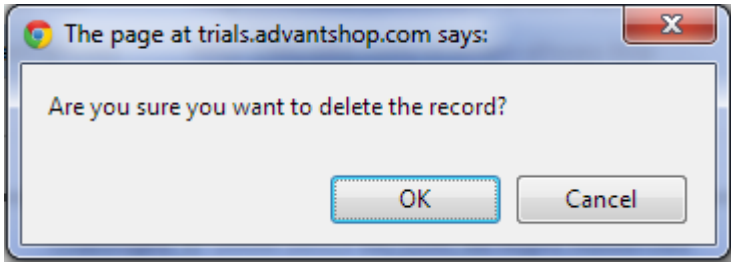


Fig.208. Redirect deletion

Click the "OK" button.

3.4 Managing site menu, "carousel", static pages and blocks

Menu "CMS" options are made for creating and managing store menu items, news, "carousel" on the main page , static pages and blocks and for working on the page contents:

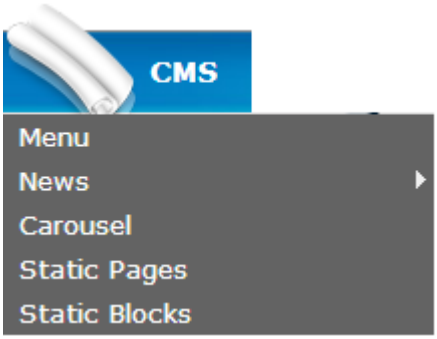


Fig.209. The "CMS" menu

After the "CMS" menu is selected the following page will appear:

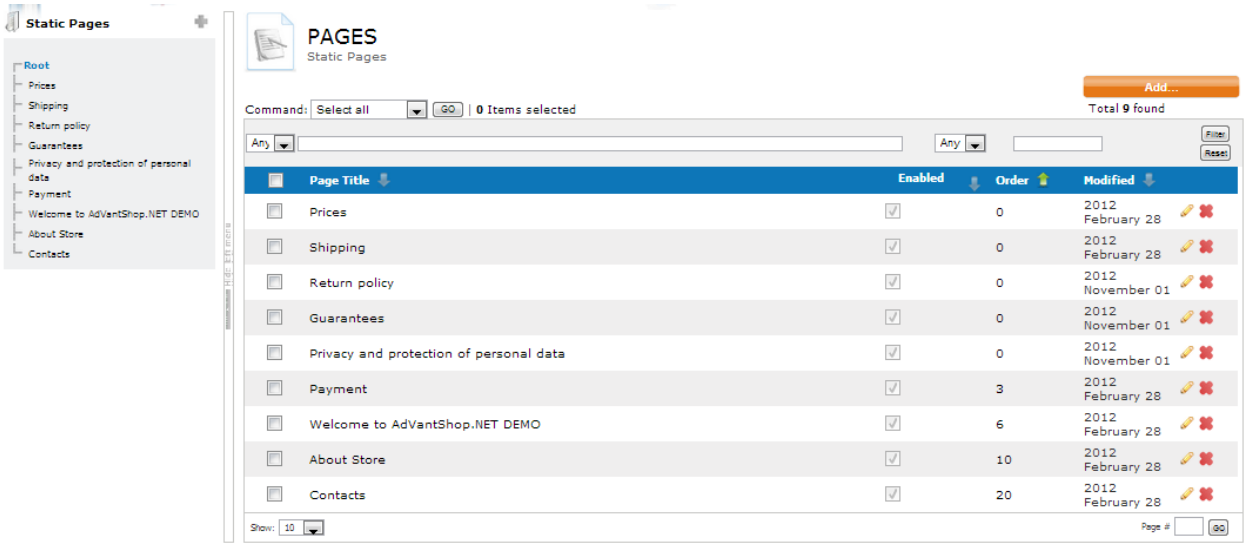


Fig.210. List of static pages

3.4.1 Menu

For creating and managing different menu items select the "Menu" option in the "CMS" menu:

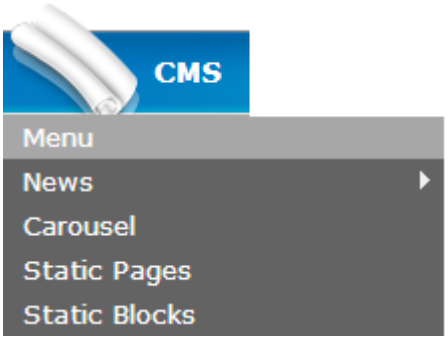


Fig.211. The "Menu" option in the "CMS" menu

After the module is uploaded the page will be as follows:

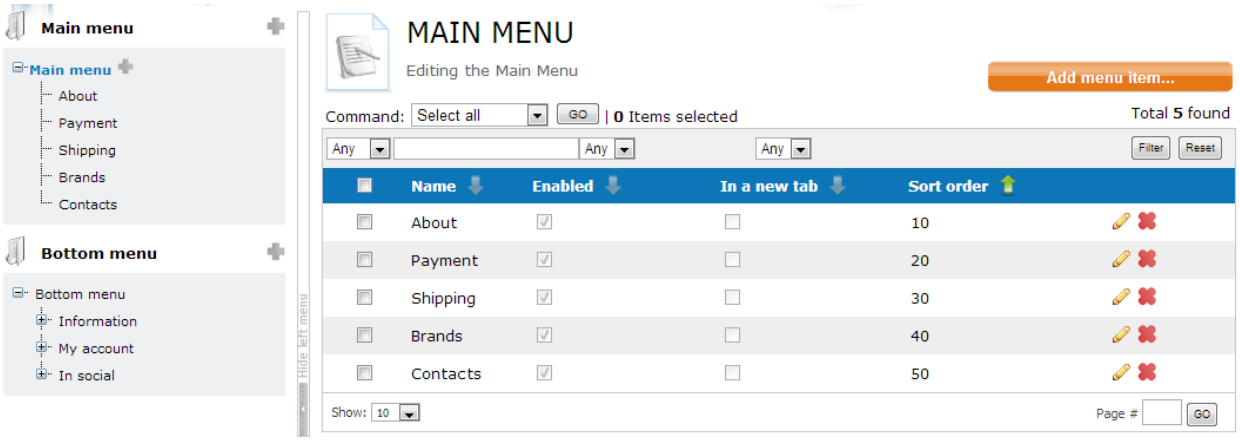


Fig.212. List of menu items

On the left side of the page the editable menu and submenu items are displayed in the form of tree structure.

To add a new item to the menu, select the "parent" – root item into which a new one will be inserted and click the "Add menu item" button at the top of the page. It is also possible to add a new item by selecting the root item from the created ones and click the "Add" button on the right of its name:

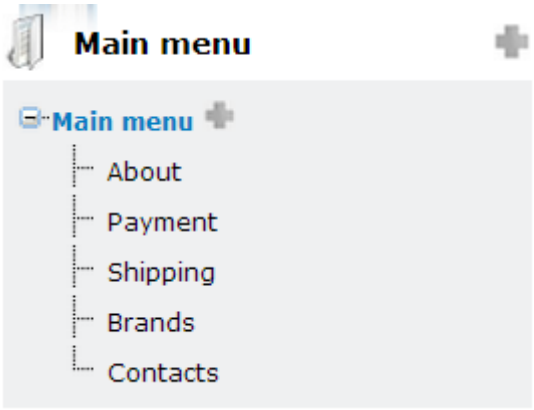


Fig.213. Displaying menu items

There is one more variant for adding an item: you can hover the mouse cursor over the selected item name and use the "Add new menu item" option from the drop-down menu:

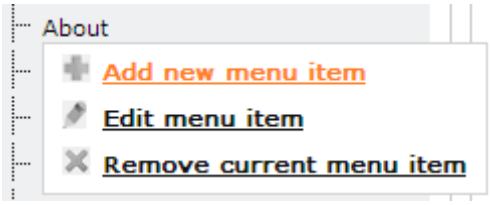


Fig.214. The "Add new menu item" option in the drop-down menu

A new window will open:

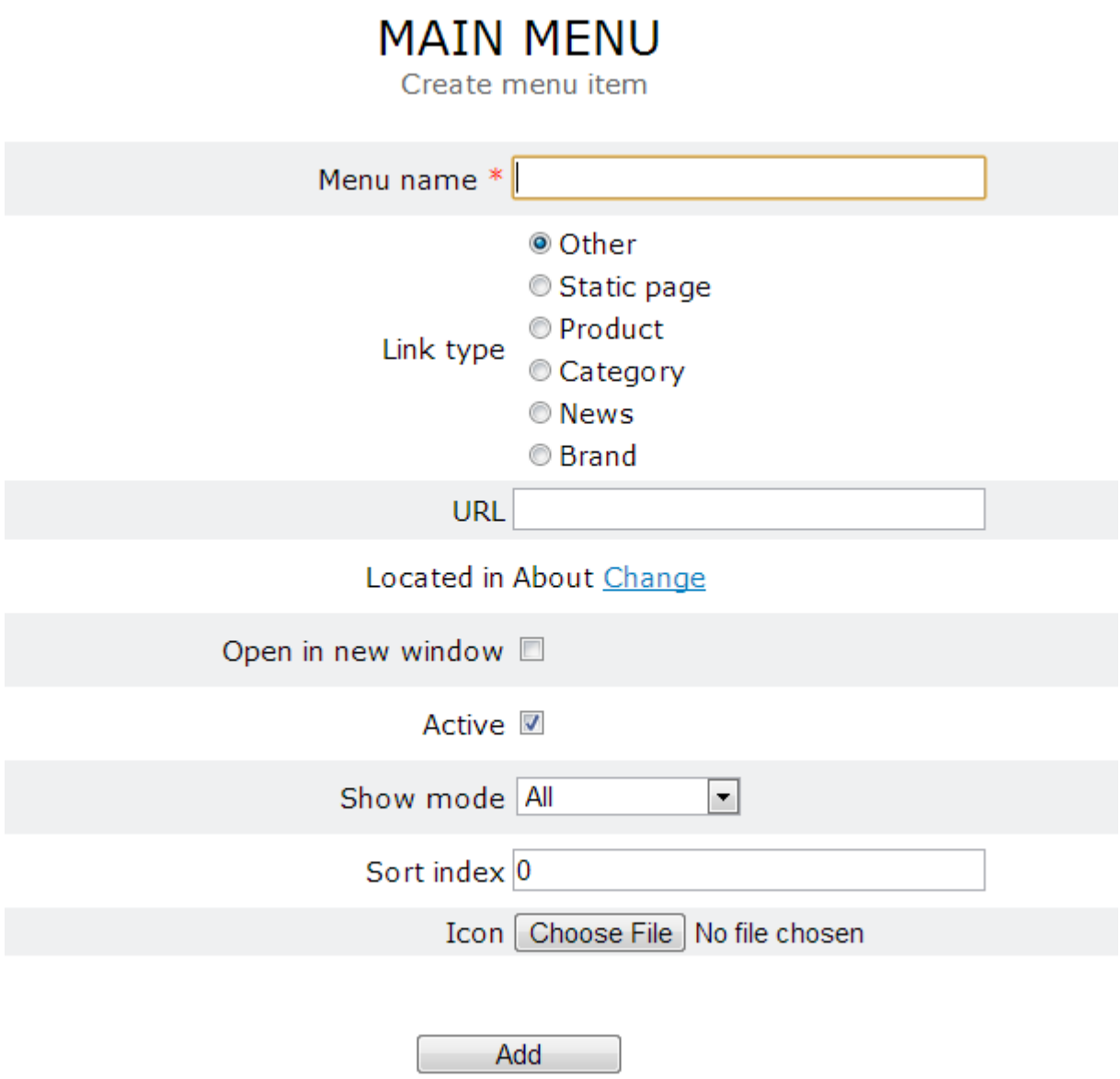


Fig.215. Adding/editing item menu

Enter a new menu item name into the “Menu name” field.

Choose a radio button in the “Link type” field to indicate a link type for the menu item.

Enter the page URL, which will be opened after selecting the menu item, into the “URL” field. You can either enter the page URL manually or select it by clicking the “Choose” / “Browse” hyperlink on the right of the field and the following dialog window will open:

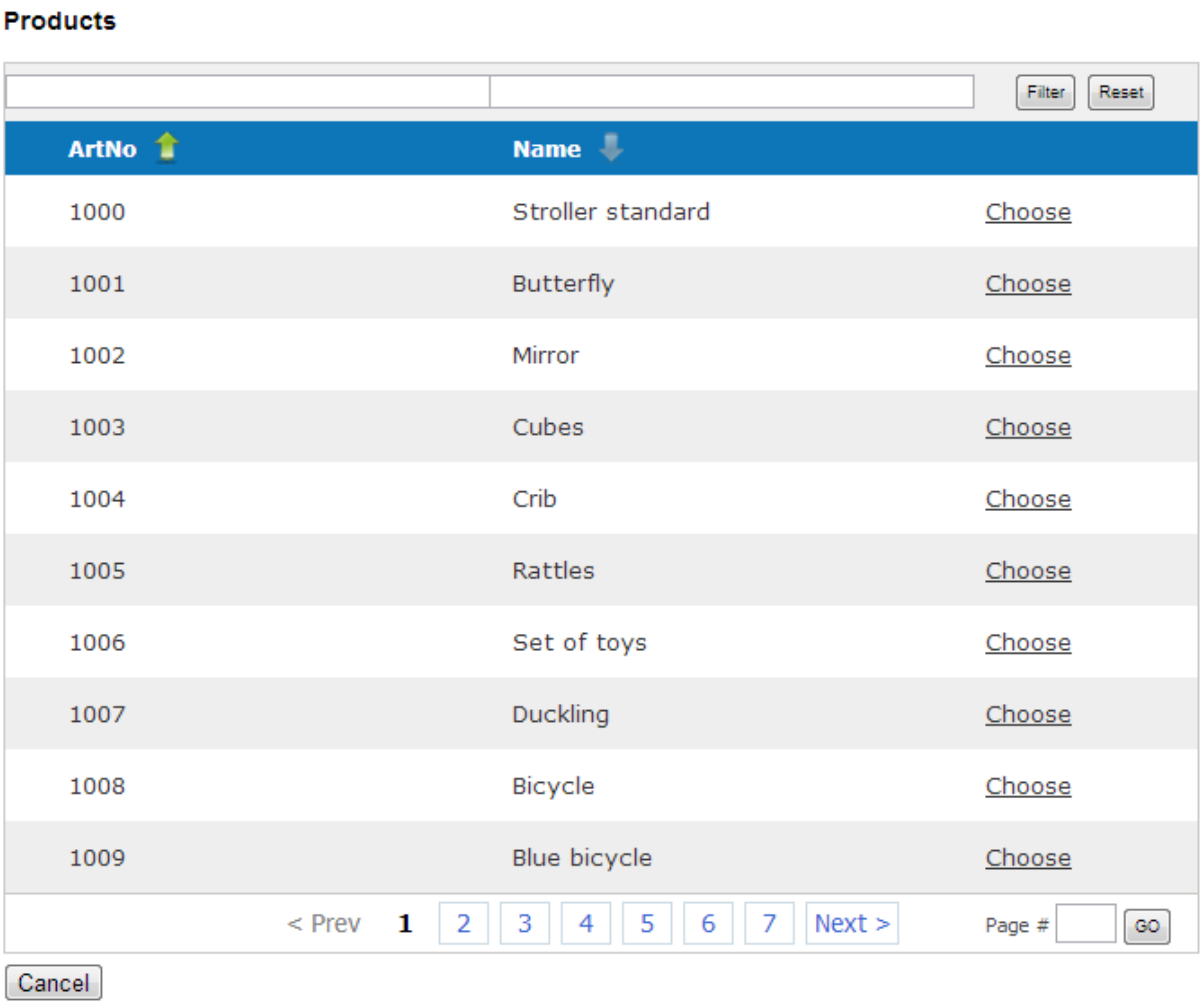


Fig.216. Selecting page

Select the necessary page and click the "Choose" hyperlink in the appropriate line.

In the following field the parent item is displayed. You can change the parent item by clicking the "Change" hyperlink and selecting a new parent item in the appeared tree list:

Fig.217. Product categories tree list

After the category is selected from the list, click the "Select" button.

When indicating the menu item, select check box in the "Open in new window" field for opening the page in a new tab.

To display the item on the site immediately after saving it, select check box in the "Active" field.

Select the users this item will be available for from the "Show mode" drop-down menu:

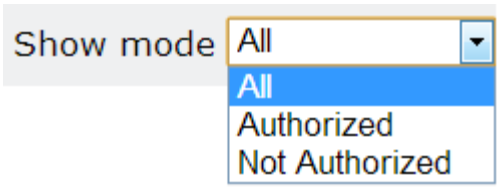


Fig.218. Selecting users

To determine an item sort index in the list, enter a value in the "Sort order" field.

For uploading the image that will be used as an icon for the item menu, select the "Choose file" / "Browse" button in the "Icon" field. Indicate the image file location on your computer hard drive or removable storage device and click the "Open" button.

To complete the operation, use the "Add menu item" button.

To edit the previously added menu item, select it from the tree structure and click the "Edit menu item" button on the right of its name or hover the mouse cursor over the category name and select the "Edit menu item" option from the drop-down menu:

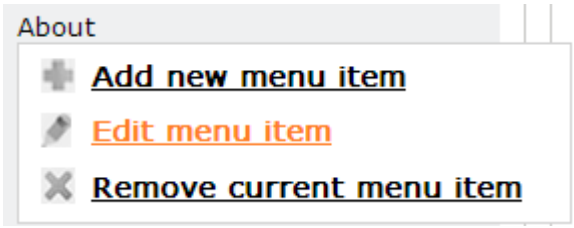


Fig.219. Managing menu items by using tree list

The other variant is to select the menu item parent in the tree list and click the "Edit links" button in the appropriate line:

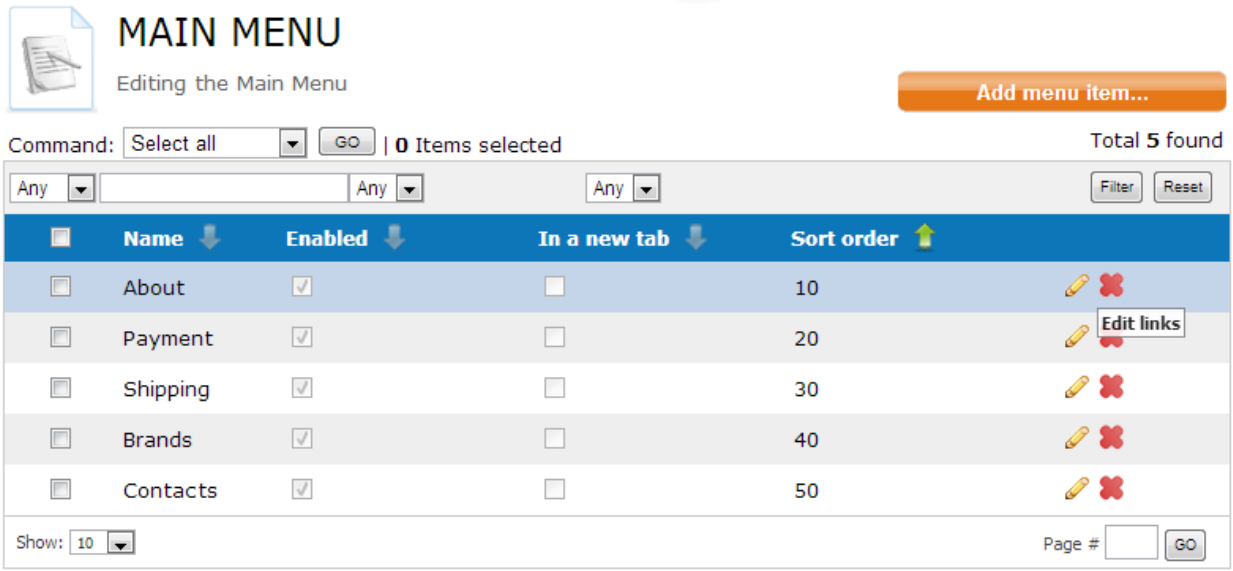


Fig.220. List of menu items

The form identical to the adding menu item form will open. Make necessary changes and click the "Save" button.

To delete a menu item, select it in the tree list and click the "Remove current menu item" button on the right of the category name or hover the mouse cursor over the category name and select the "Remove current menu item" option in the drop-down list:

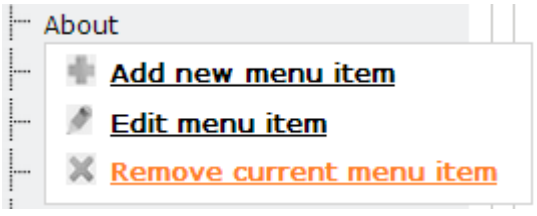


Fig.221. Managing menu items by using tree list

One more variant: select the parent of the menu item that should be deleted in the tree list and click the "Delete" button in the appropriate line.

Deletion request will open:

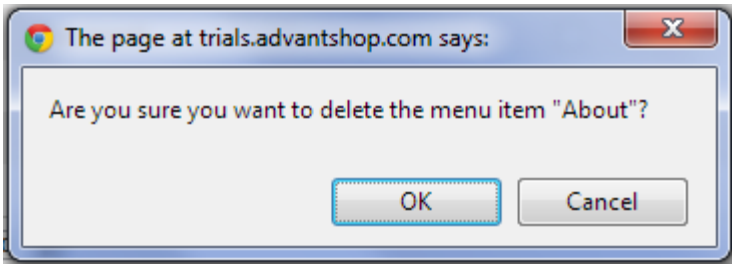


Fig.222. Menu item deletion

Click the "OK" button.

3.4.2 News

The "News" module in the store software is made for managing the news and emailing news to subscribers.

To browse the "News" module, select the "News" option in the "CMS" menu:

Fig.223. The "News" option in the "CMS" menu

After the module is uploaded the following page will appear:

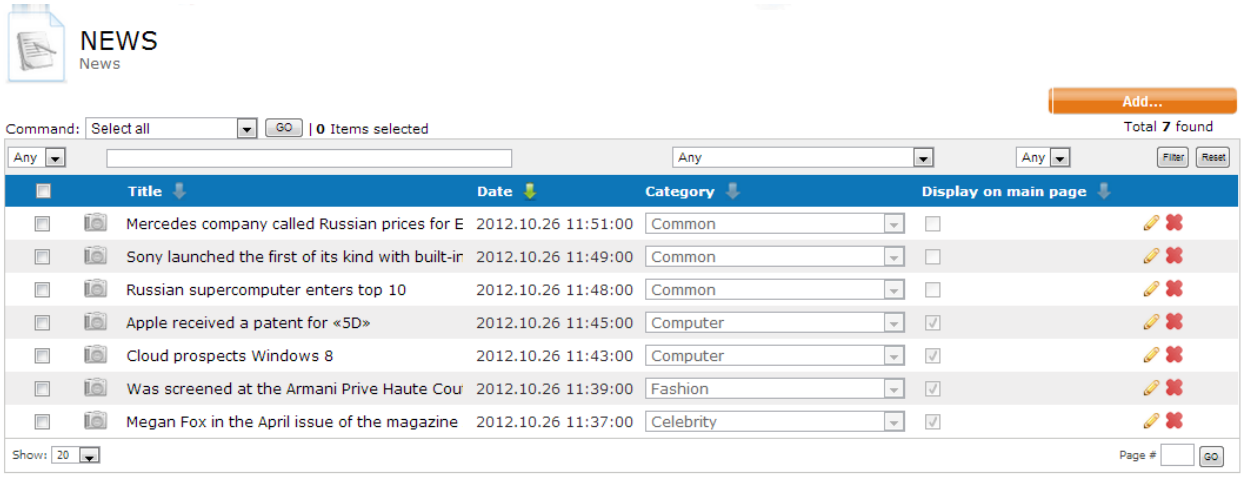


Fig.224. List of news

Managing news category

It is possible to create, edit and delete a news category. To manage a news category, use the "News" option -> "News category" in the "CMS" menu:

Fig.225. The "News" option -> "News category" in the "CMS" menu

A page of created news categories list will open:

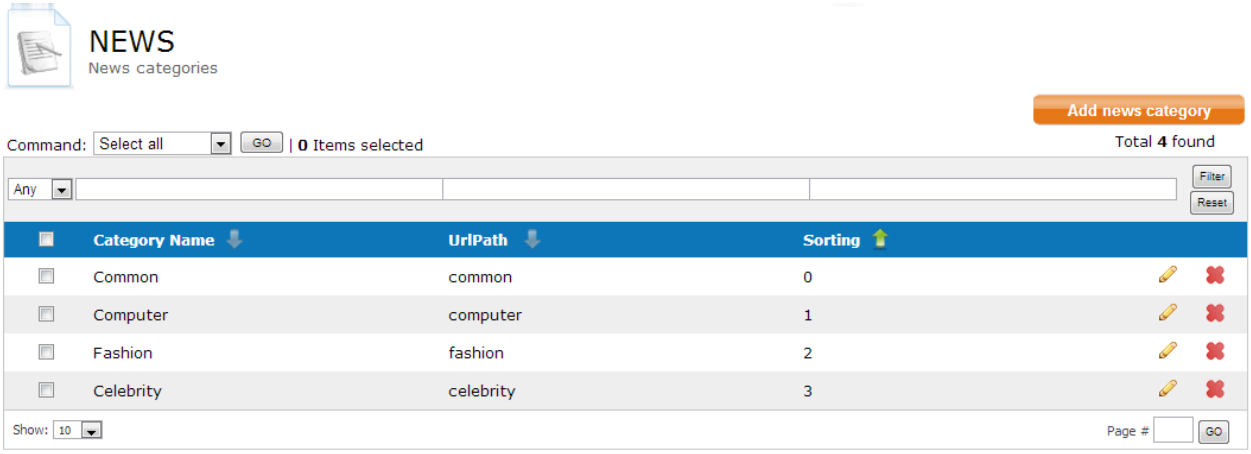


Fig.226. List of news categories

To create a new category, click the "Add new category" button at the top of the window. The following form will open at the bottom of the categories list:

Fig.227. Adding news category

Enter a news category name, its URL and sort index into the appropriate fields and click the "Add news category" button .

To edit the previously created category, use the "Edit" button in the line appropriate for the category and its fields will become editable:

Fig.228. Editing news category

After the operation completed click the "Update" button .

To delete a news category from the list, use the "Delete" button in the appropriate line.

Deletion request will appear then:

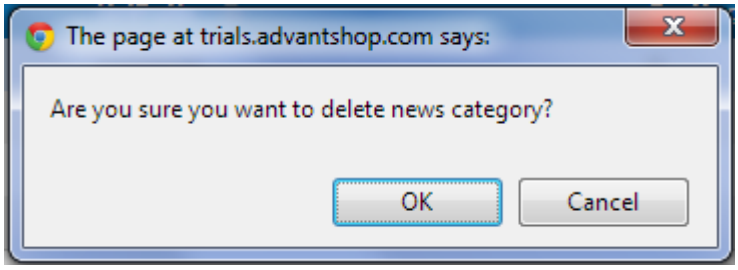


Fig.229. News category deletion

Click the "OK" button.

Managing news

Managing news will become available after selecting the "News" option -> "News" in the "CMS" menu:

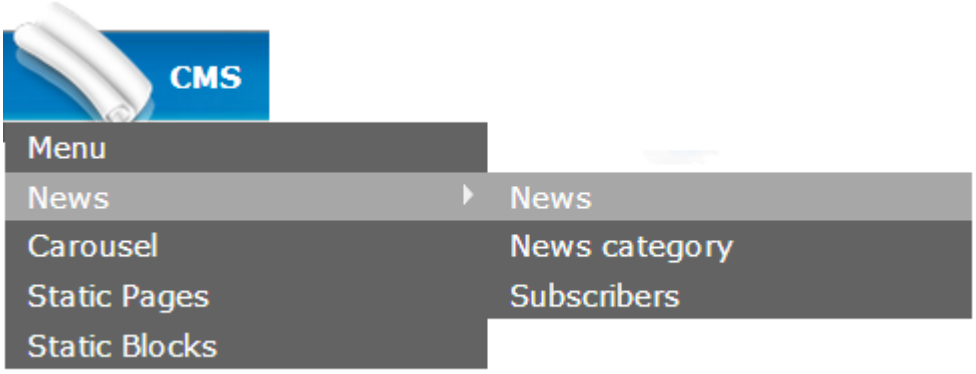


Fig.230. The "News" option -> "News" in the "CMS" menu

The next page will open:

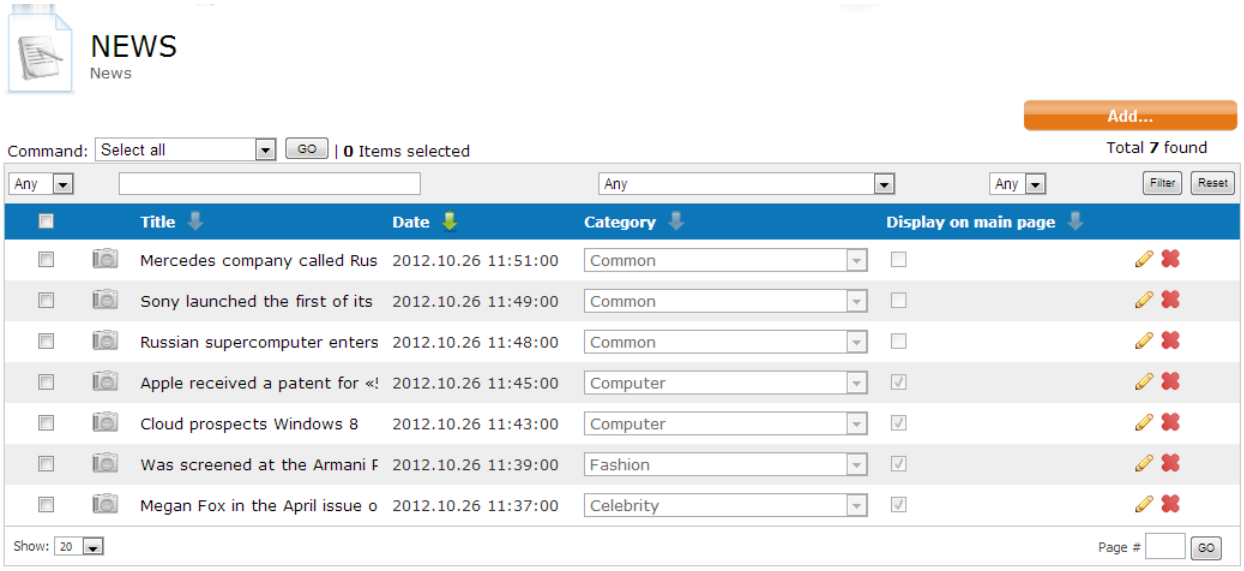


Fig.231. News table

To add news, click the “Add” button at the top of the window. The following form will open in a new window:

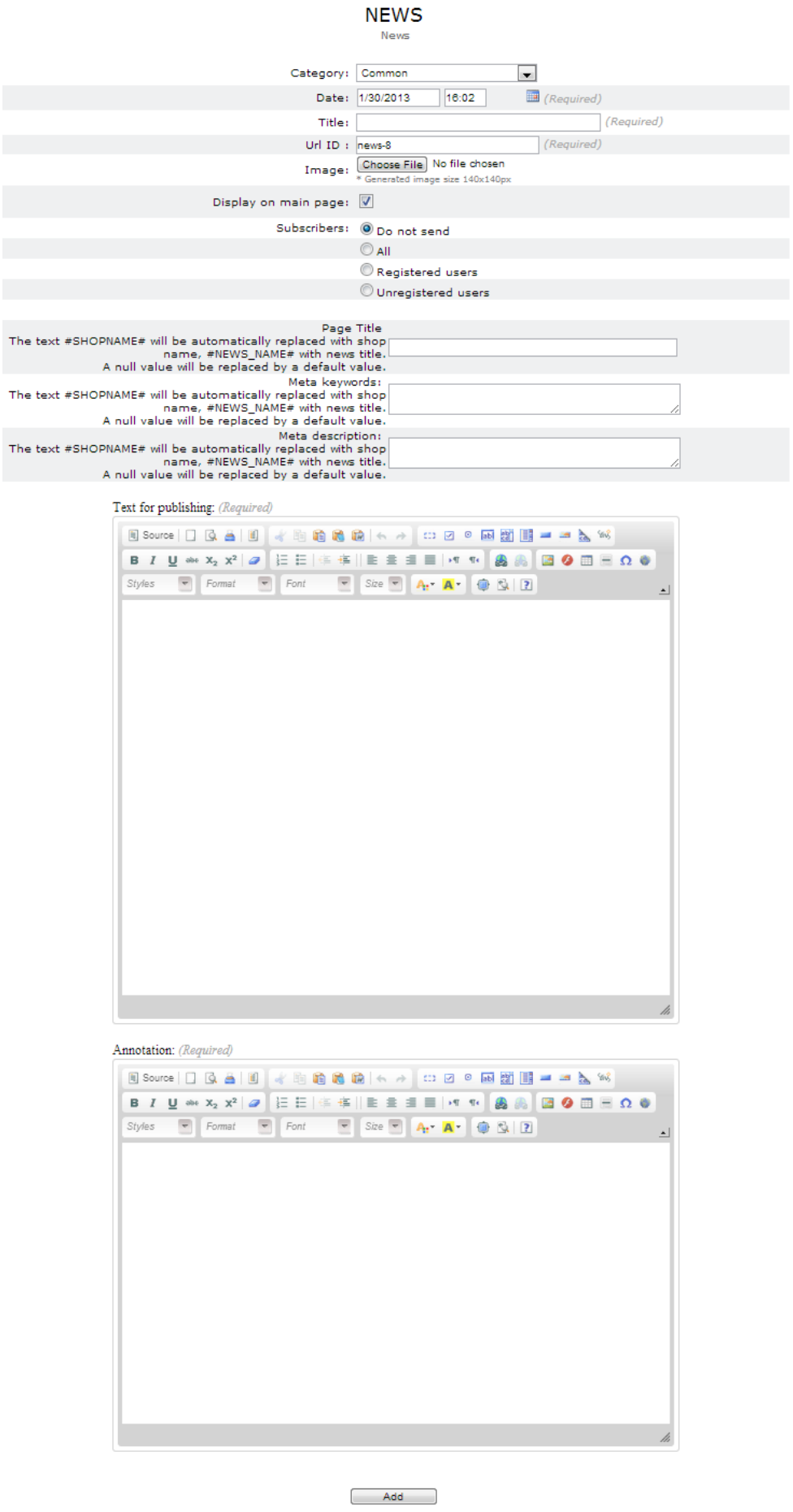


Fig.232. Adding news

Select a news category from the drop-down list:

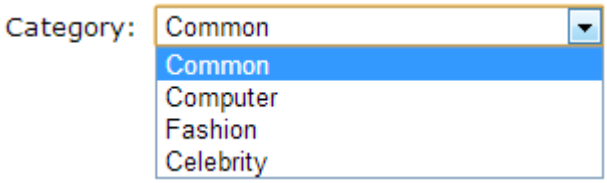


Fig.233. Selecting news category

In the "Date" field the current date will be displayed automatically. To change the date, use a built-in calendar by clicking :

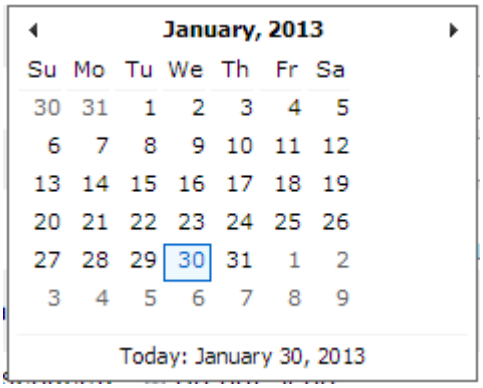


Fig.234. Selecting current date

The "Title" and "URL ID" are obligatory for filling.

If it is necessary to add an illustration for the news, use the "Choose file"/ "Browse" button on the right of the "Image" field and indicate the image file location on your computer hard drive or removable storage device.

To display the news in the news wire on the store main page, select check box in the "Display on main page" field.

If it is necessary to email news to subscribers, use radio buttons to determine the subscribers the news should be sent to:

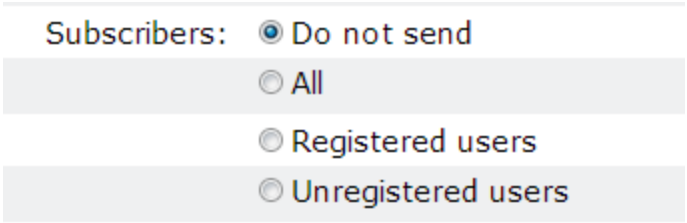


Fig.235. Selecting subscribers

The note "Module MailChimp is disabled" in the "Email news to subscribers" field means that it is necessary to activate the "MailChimp" email service. For

more details see the “Modules” section –> “Integration with the MailChimp system” of this guide.

Enter a news page name that will be displayed in the title bar of the browser into the “Page title” field.

In the “Meta keywords” field indicate the frequently used words and keywords characterizing the added news separated by commas and space.

The “Meta description” field is made for entering a short text, describing the news.

The information of the “Title”, “Meta keywords” and “Meta description” fields are entered optionally.

By using a built-in WYSIWYG editor enter the news contents into the “Text for publishing” field.

To learn more about the WYSIWYG editor, see Appendix 1 of this guide.

Brief content description should be entered into the “Annotation” field.

To complete the operation, click the “Add” button and the news will be saved and displayed in the list of news. The news also will be published on your site.

To edit news, select the “Edit” button in the appropriate line. The form identical to the adding news form will appear. After the editing click the “Save” button.

To delete news from the list (and from the store pages), use the “Delete” button in the appropriate line.

Deletion request will appear:

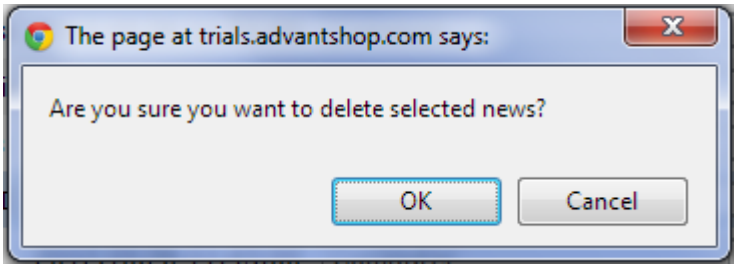


Fig.236. News deletion

Click the “OK” button.

Managing news subscribers

To manage subscribers, use the ***"News" option ->"Subscribers" in the "CMS" menu:***

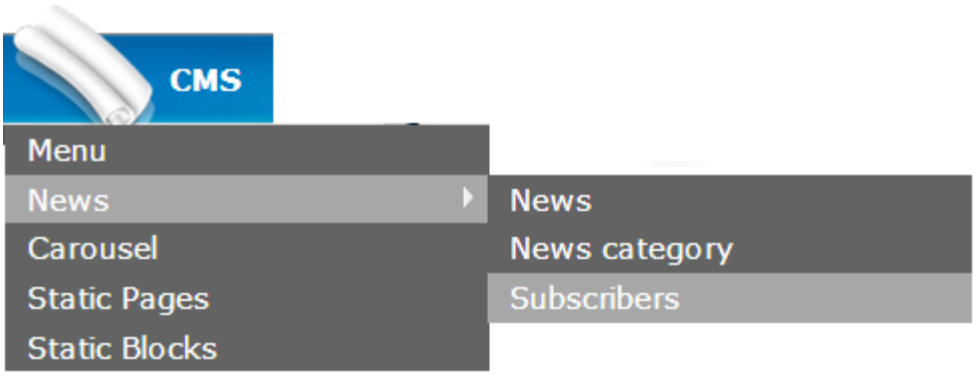


Fig.237. The "News" option ->"Subscribers" in the "CMS" menu

A list of news subscribers will open:

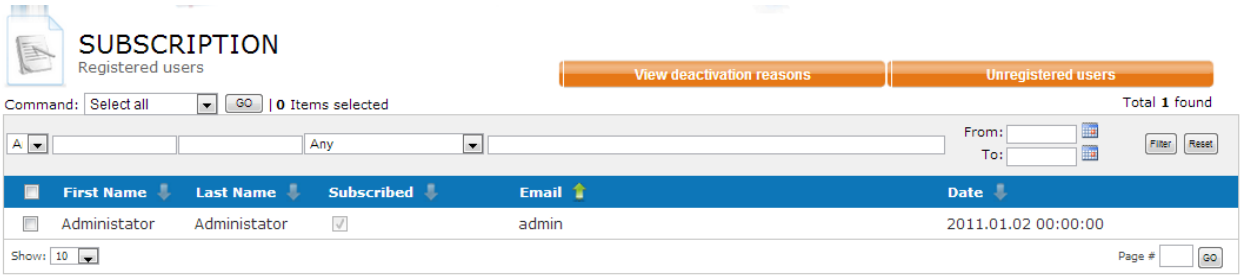


Fig.238. List of news subscribers

To change the subscription terms for the concrete subscriber, click on the line for this subscriber. After that you can change a subscription status in the "Subscribed" column (the subscription is activated if check box is selected):

Fig.239. Editing subscription

To save changes, click the "Update" button .

To view a list of unregistered users, select the "Orders and Customers" option of the main menu -> "Subscribers" -> "Unregistered users" or click the button of the same name at the top of the page.

Deactivation reasons of the subscription can be viewed by selecting the "Orders and Customers" option -> "Subscribers" ->"Deactivation reasons" or clicking the "View deactivation reasons" button at the top of the page.

3.4.3 Store "Carousel"

It is possible to manage an image gallery on the main page of your store. It will be named as the "carousel" for short. The images of the carousel are also the buttons, when clicking them the appropriate store page will open.

To manage the carousel, select the "Carousel" option in the "CMS" menu:

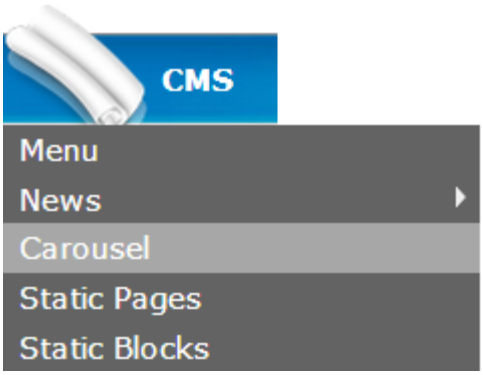


Fig.240. The "Carousel" option in the "CMS" menu

The next page will open:

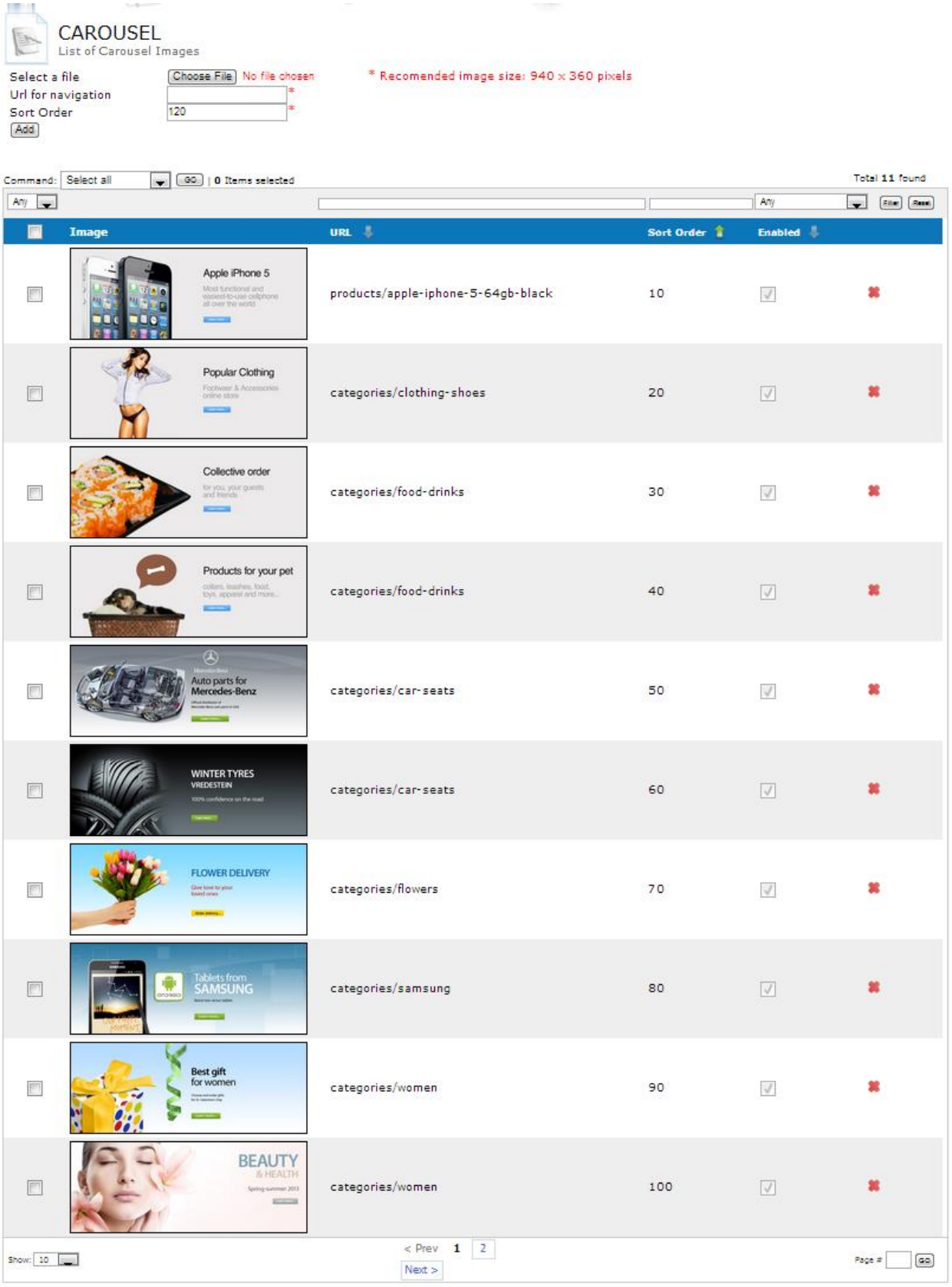


Fig.241. List of images for "Carousel"

To add images for the carousel, click the "Select a file" / "Browse" button and indicate the image file location on your computer hard drive or removable storage device.

In the “URL for navigation” field indicate the page URL that will open when the user click the selected carousel image.

Enter a sort index into the “Sort order” field.

Click the “Add” button.

For editing the image features from the list click the field for the appropriate image and the fields will become editable:

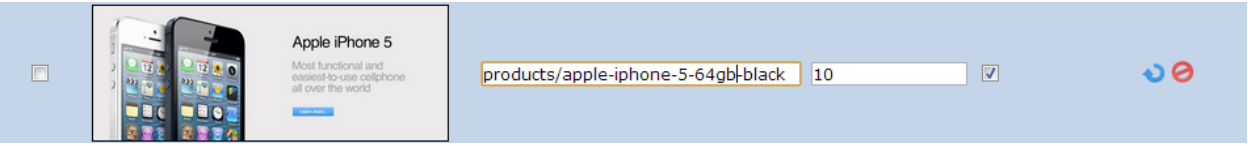


Fig.242. Editing carousel image features

Make necessary changes, for example, deselect check box in the “Enabled” field to cancel the image displaying in the carousel on the main page and click the “Update” button .

To delete a carousel image, click the “Delete” button in the appropriate field. Deletion request will appear:

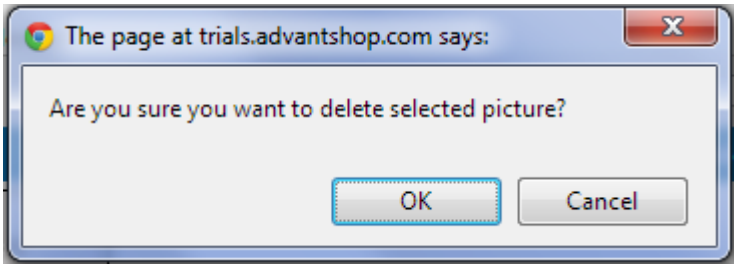


Fig.243. Carousel image deletion

Click the “OK” button.

3.4.4 Static pages

Select the “Static pages” option in the “CMS” menu to view a list of the previously created store static pages and manage them:

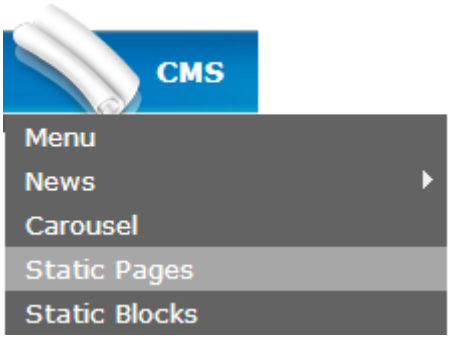


Fig.244. The "Static pages" option in the "CMS" menu

The next page will open:

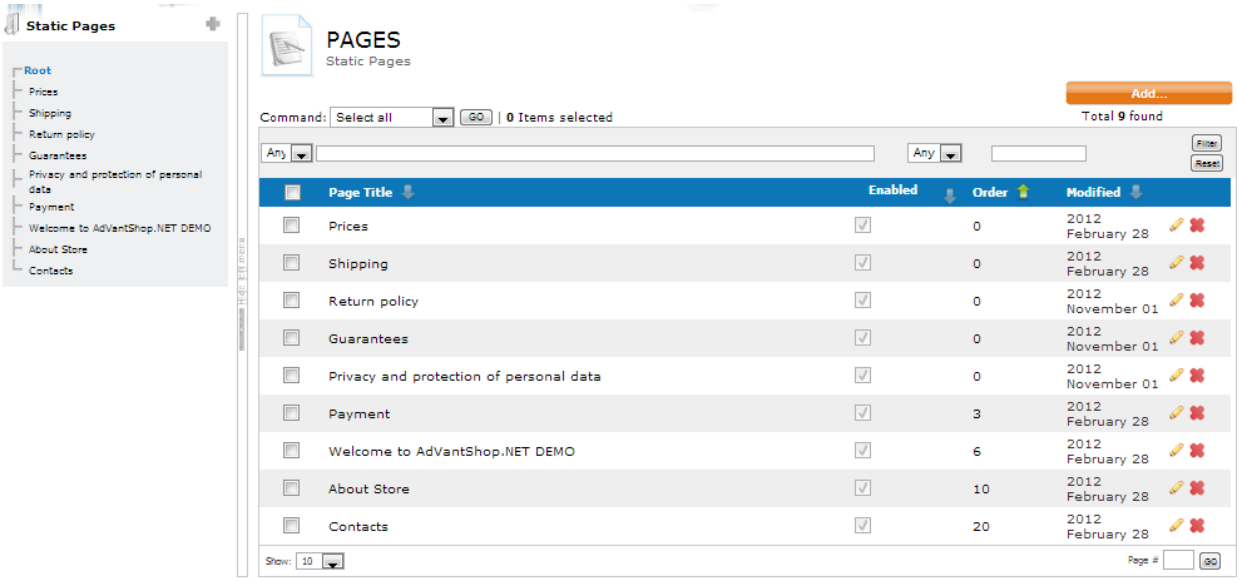


Fig.245. List of static pages

Creating new static pages

To create a new static page, click the “Add…” button at the top of the window or “Add page” button on the right of the title “Static pages” in the tree list on the left of the page.

The following form will open:

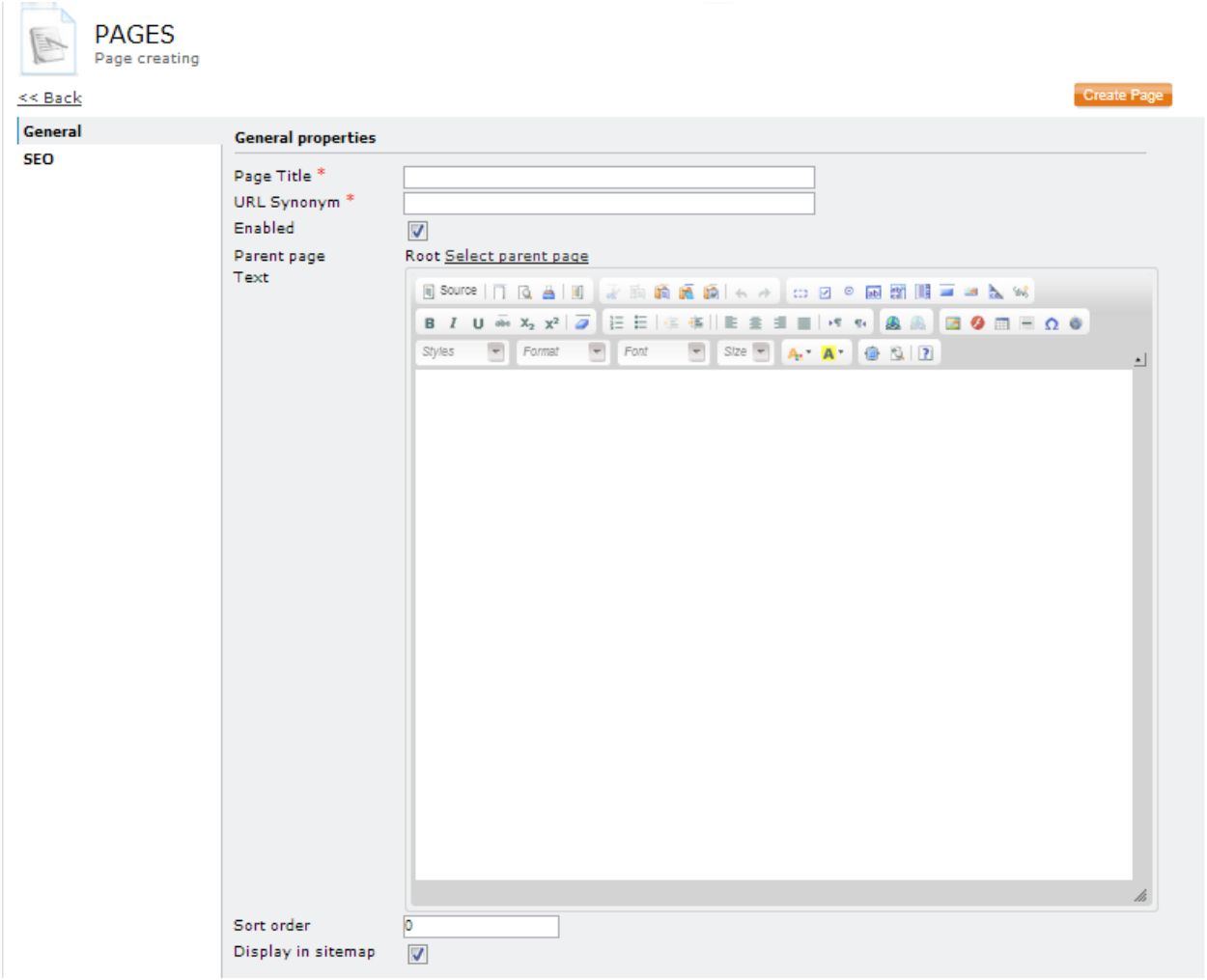


Fig.246. Adding new static pages

Indicate a page title in the “Title” field on the “Common” tab.

Fields marked with * are obligatory for filling.

To publish a page immediately after the saving, select check box in the “Enabled” field.

In the next field the parent category will be displayed. You can change the parent by clicking the “Select parent page” hyperlink and select a new parent page in the appeared tree list:

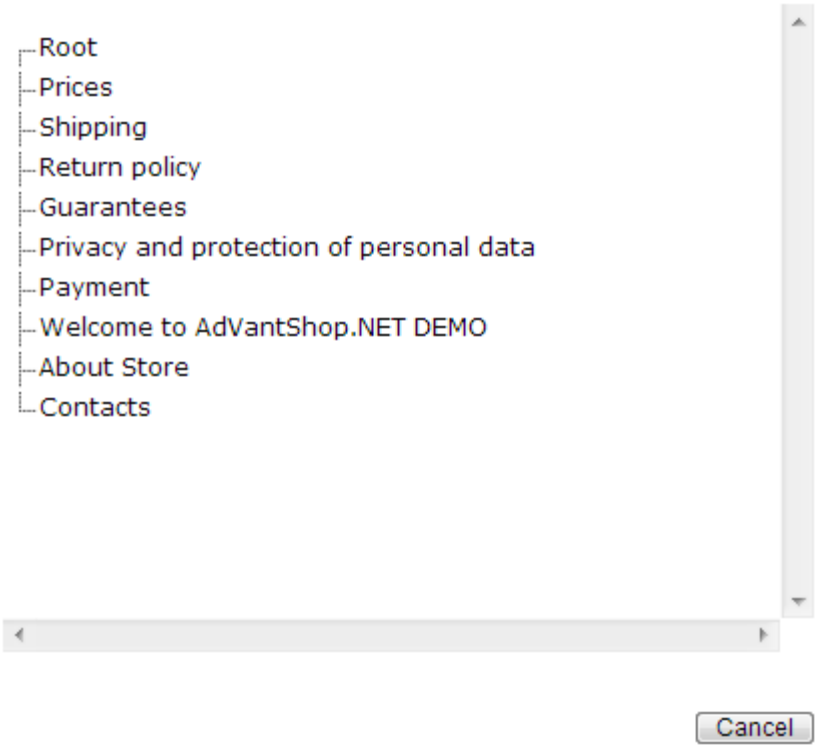


Fig.247. Tree list of static pages

By using a built-in WYSIWYG editor enter the text (images, table and etc.) for the created page into the “Text” field.

To learn more about the WYSIWYG editor, see Appendix 1 of this guide.

Sort index should be entered into the “Sort order” field.

To display the created page on sitemap, select check box in the appropriate field.

Select the “SEO” tab to make the necessary settings of the search engine optimization for the new static page.

Enter a page title that will be displayed in the title bar of the browser into the “Page title” field. For example, “About company”.

Indicate the frequently used words and keywords characterizing the new page separated by commas or space in the “Meta keywords”.

The “Meta description” field is made for entering a short text, describing the new static page.

After the page is created and edited, click the “Add” button. The page will be saved and displayed in the list of static pages. It also will be displayed on the site (if a check box is selected in the “Enabled” field).

Editing static pages

To edit the previously created static page, use the “Edit” button in the appropriate field. The form identical to the adding static page form will open:

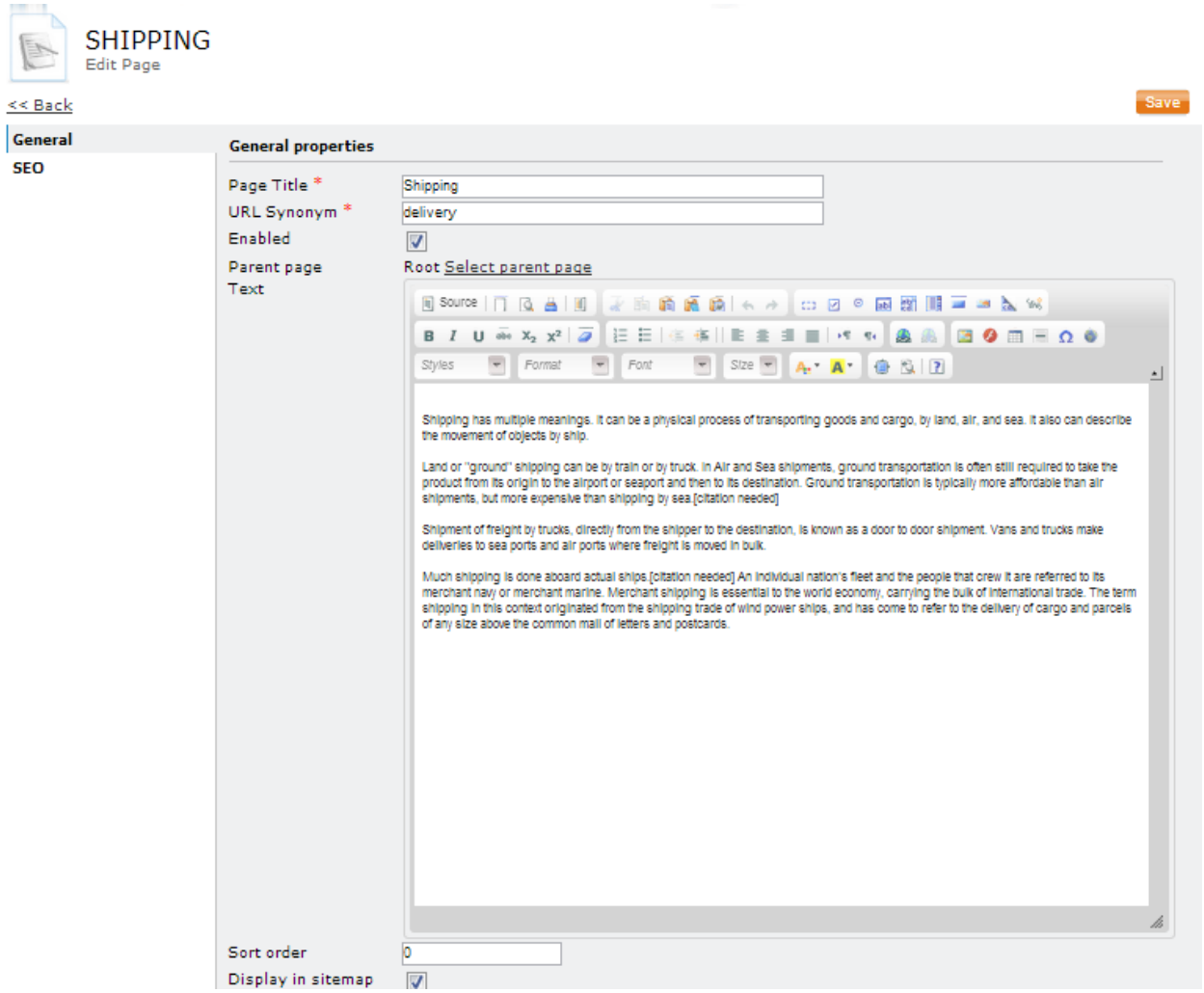


Fig.248. Editing static pages

Description of the editing static page form fields see in the previous item of this guide.

After the editing is completed, click the “Save” button at the top of the form.

Deleting static pages

To delete a static page from the list (and site) use the "Delete" button in the appropriate field.

Deletion request will open then:

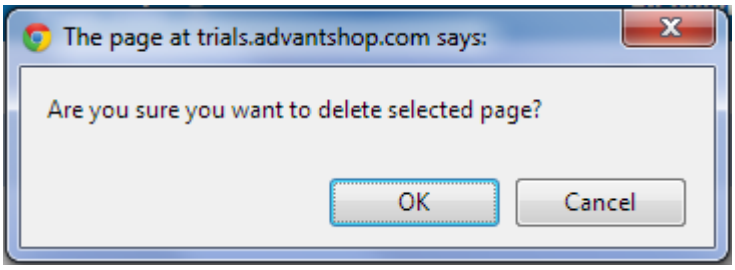


Fig.249. Static page deletion

Click the "OK" button.

3.4.5 Managing Static blocks

All the store pages have static blocks of identical design and information irrespective of the page contents. For example, headline (with the logo) and the foot of the page (with the copyright)

To browse a page of managing the static blocks, select the "CMS" option –> "Static blocks":

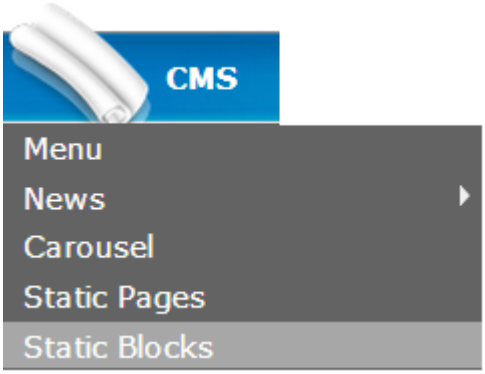


Fig.250. The "CMS" option –> "Static blocks"

The next page will open:

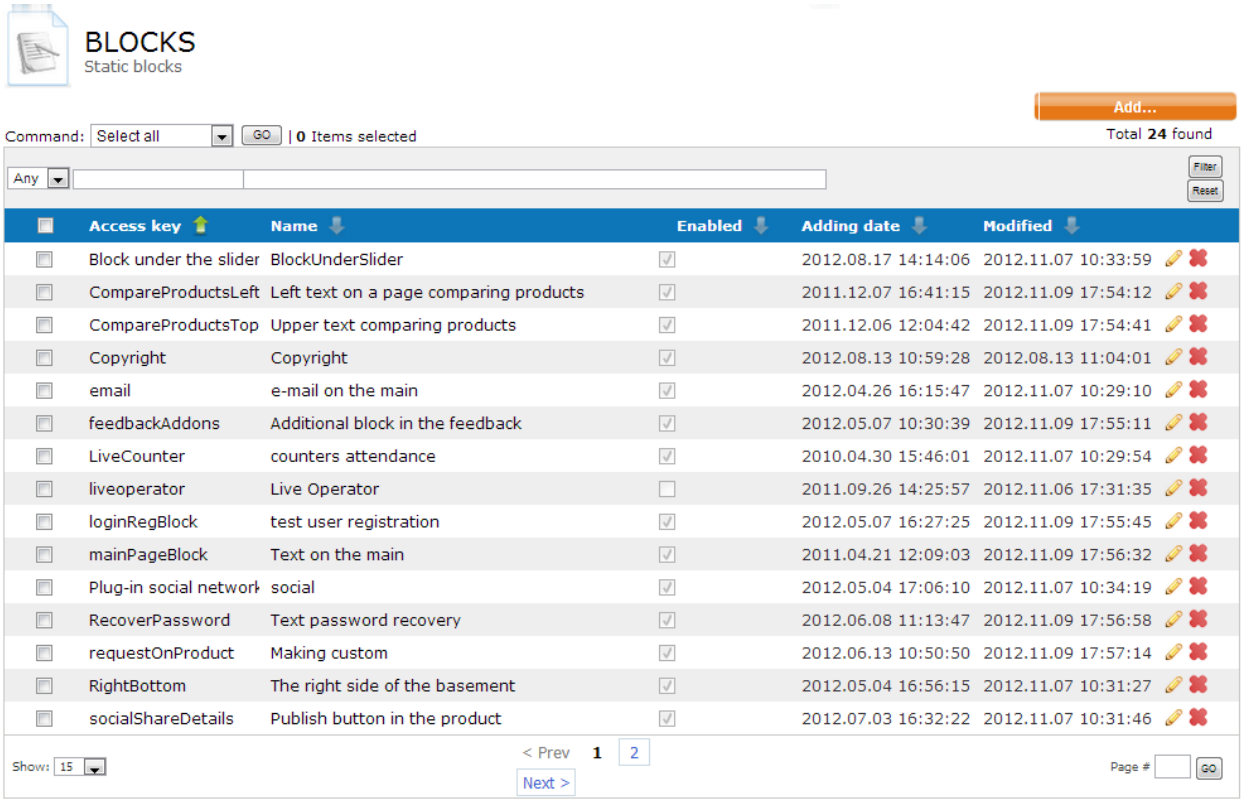


Fig.251. List of static blocks

Creating new static blocks

To create a new static block, click the “Add” button at the top of the window. The following form will open:

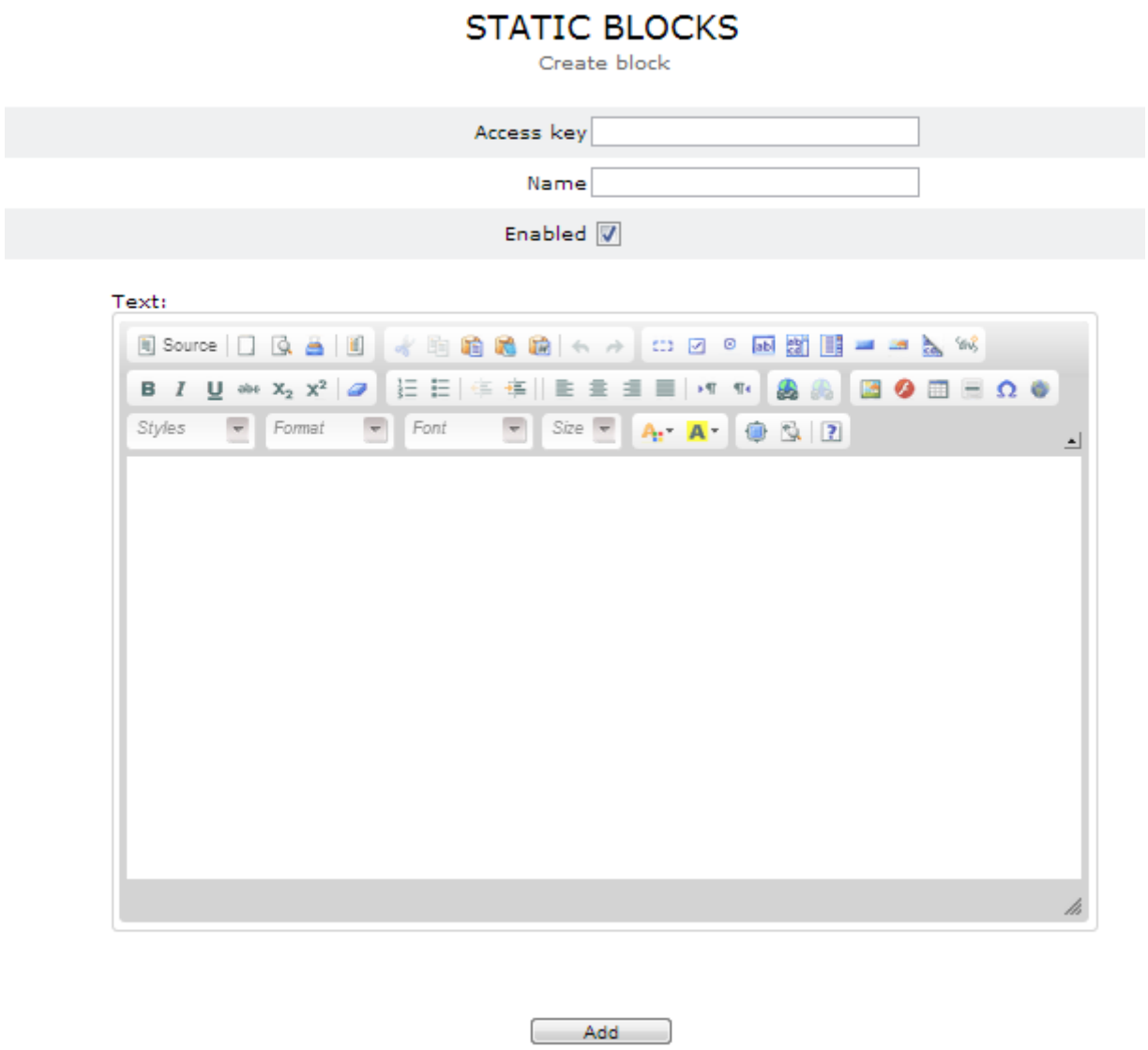


Fig.252. Adding new static blocks

Indicate an access key name for getting an access to the store data in the “Access key” field.

Enter a block name into the “Name” field.

To display the block immediately after it is saved, select check box in the “Enabled” field.

By using a built-in WYSIWYG editor enter the text for the new block into the “Text” field.

The “Text” field is obligatory for filling.

To learn more about the WYSIWYG editor, see Appendix 1 of this guide.

After the block is completed click the "Add" button. The block will be saved and displayed in the list of static blocks. It will also be published on your store site (if check box is selected in the "Enabled" field).

Editing static blocks

To edit the previously created static block, click the "Edit" button in the appropriate line. The form identical to the adding static block form will open:

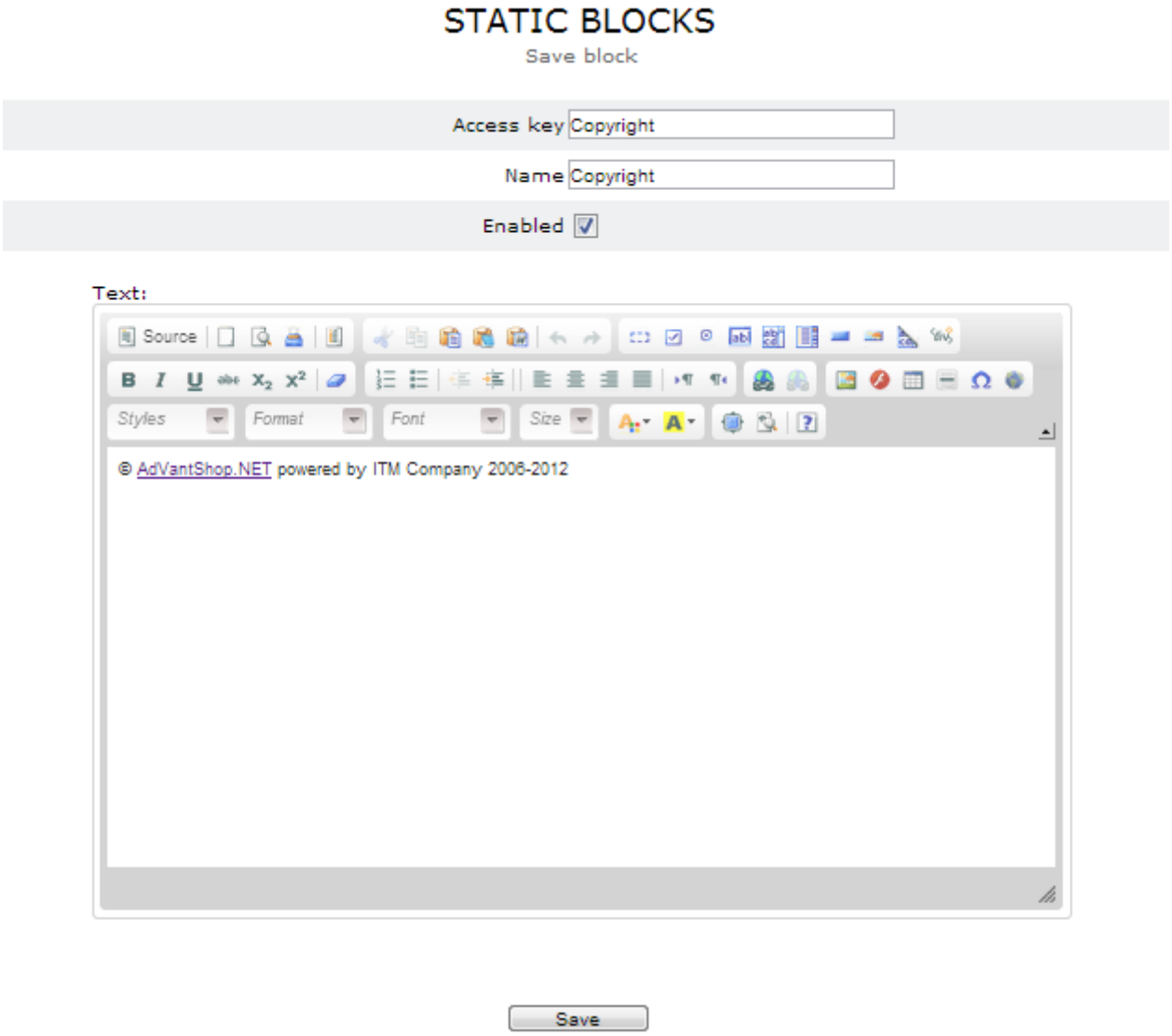


Fig.253. Editing static blocks

Description of the editing the static block form fields see in the previous item of this guide.

After the editing is completed, click the "Save" button at the bottom of the form.

Deleting static blocks

To delete a static block from the list (and site) use the "Delete" button in the appropriate field.

Deletion request will open then:

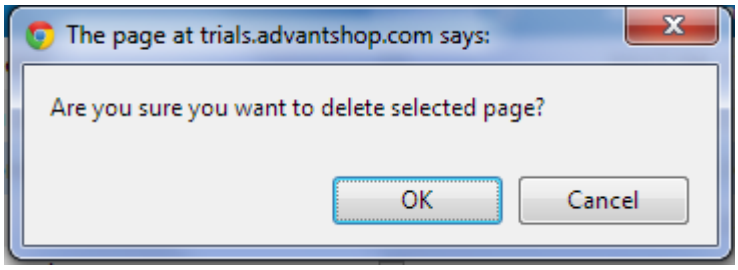


Fig.254. Static block deletion

Click the "Ok" button.

3.5 Modules

3.5.1 Managing modules

To view a list of the installed modules, use the "Modules manager" option in the "Modules" menu:

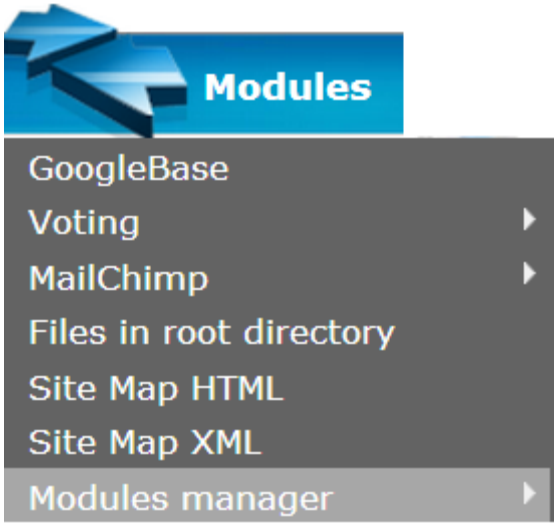


Fig.255. The "Modules manager" option in the "Modules" menu

A list of the installed modules will open :

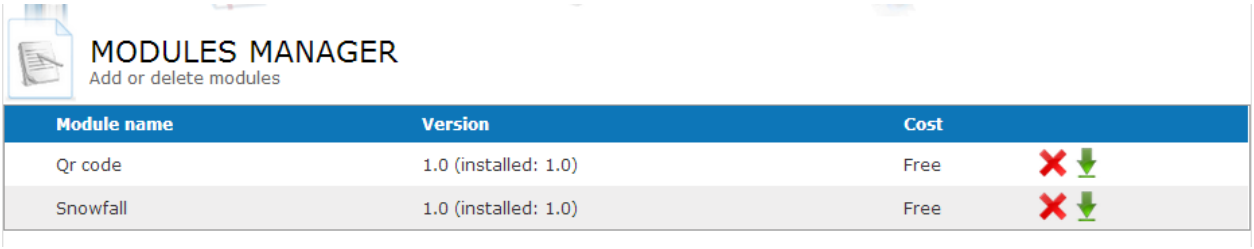


Fig.256. List of installed modules

Modules have to be purchased separately and installed by copying the software files to the server.

To delete a module, click the "Delete" button in the appropriate line. Deletion request will open:

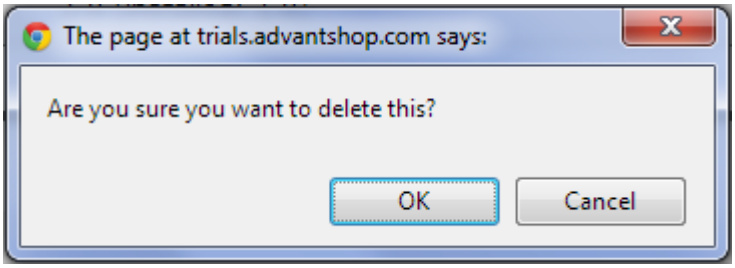


Fig.257. Module deletion

3.5.2 Export catalog to GoogleBase format

For exporting the catalog to GoogleBase format use the "GoogleBase" option in the "Modules" menu:

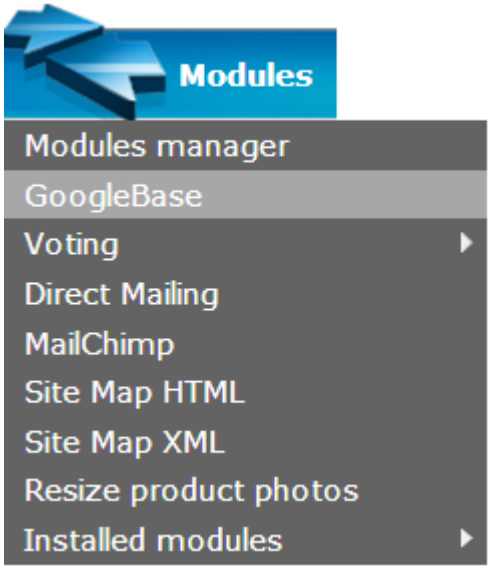


Fig.258. The "GoogleBase" option in the "Modules" menu

On the appeared page on the “Choose product” tab indicate the categories/products that should be exported:

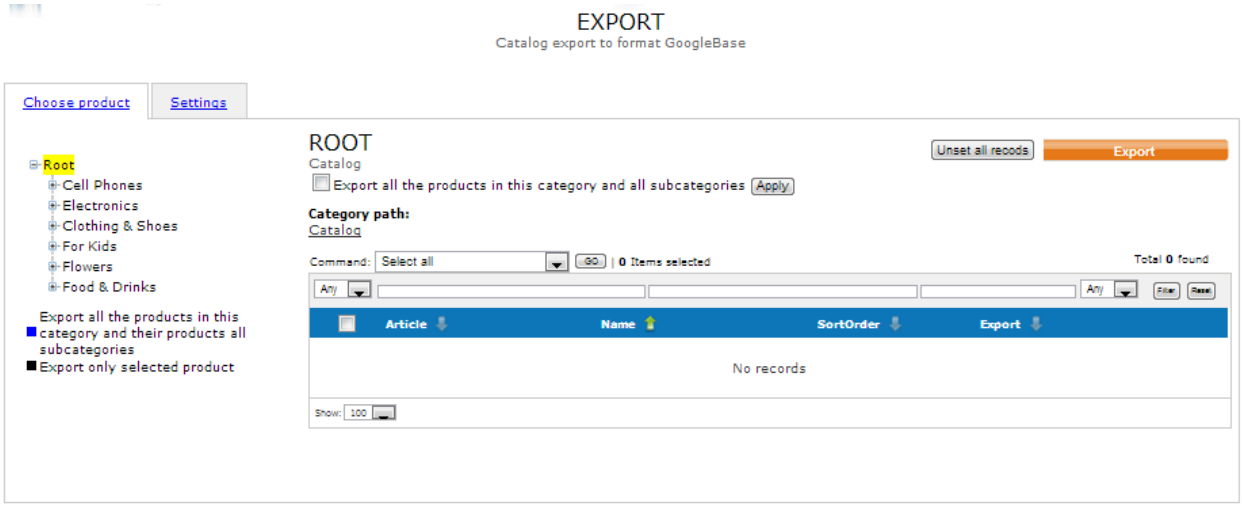


Fig.259. Export data to GoogleBase format

To export all the products of the selected category and its subcategories, select check box in the appropriate field and click the “Apply” button.

To indicate the necessary export settings, use the appropriate tab, make changes and click the “Save settings” button:

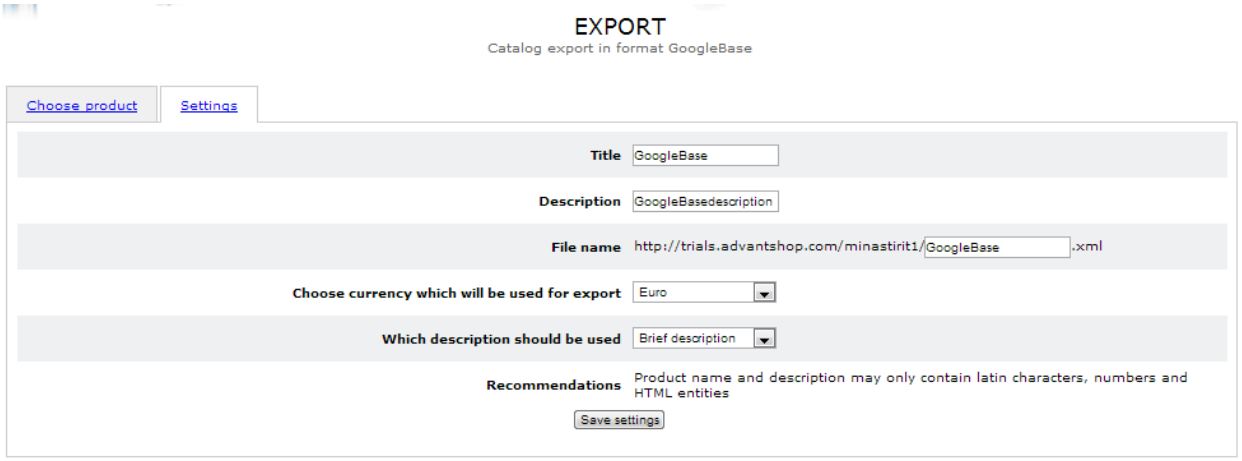


Fig.260. Export catalog to GoogleBase format settings

Go back to the “Choose product” tab and click the “Export” button.

3.5.3 Module "Voting"

If it is necessary to organize voting on the main page of the store, use the “Voting” module. Select the “Voting” option in the “Modules” menu:

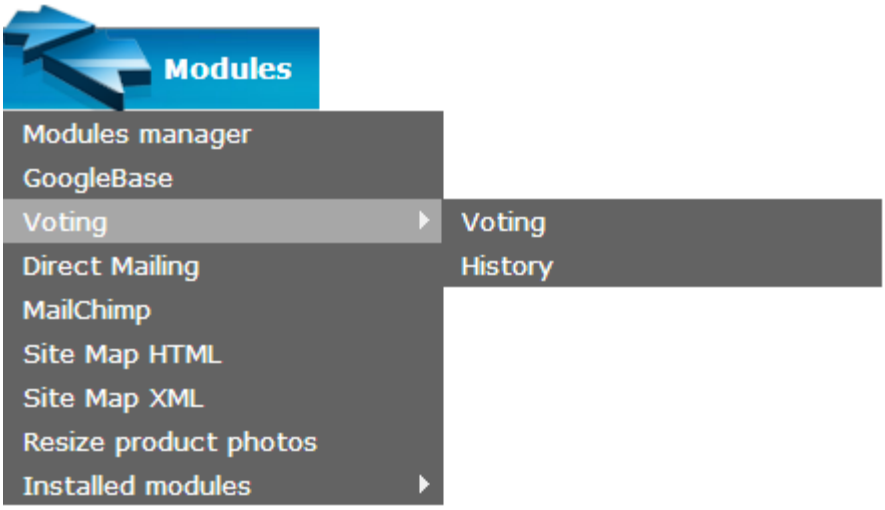


Fig.261. The "Voting" option in the "Modules" menu

The next page will open:

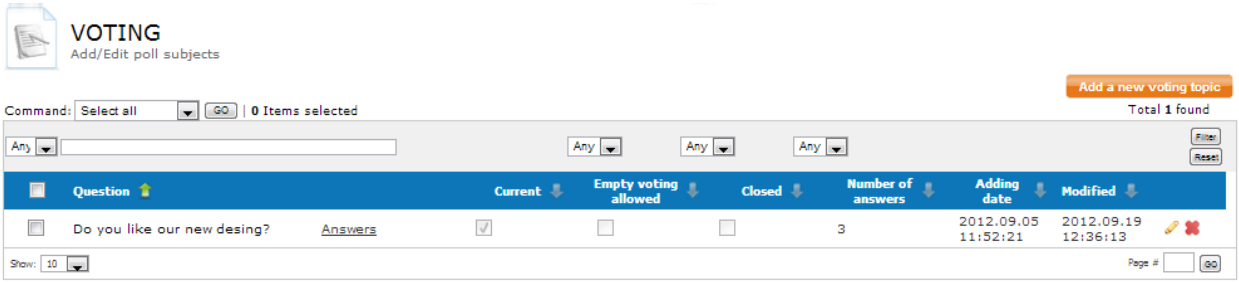


Fig.262. Module "Voting"

The voting on the main page of the store can be organized in the following forms:

- Current voting (voting, counting of votes is in progress):

Fig.263. "Voting"

- Closed voting (counting of votes is completed. If the voting is current, the voting results are displayed on the main page of the store):

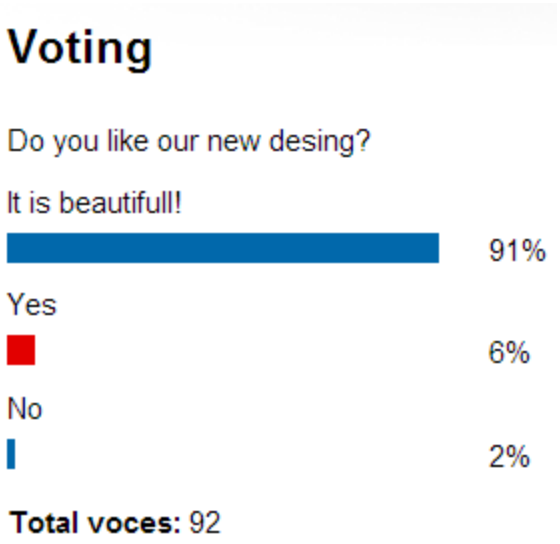


Fig.264. Displaying voting results

Managing voting

To add a new voting topic, click the "Add new voting topic" button on the top of the page. The following form will open then:

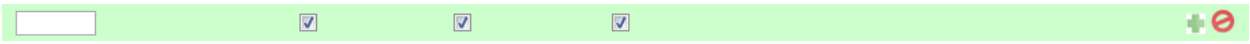


Fig.265. Adding new voting topics

Fill in the "Question" field (topic – theme voting).

Determine a voting status by selecting check box in the "Current" or "Closed" fields and click the "Add new voting topic" button .

To edit the created in list voting, click the "Edit" button in the appropriate line and a list of answers will open:

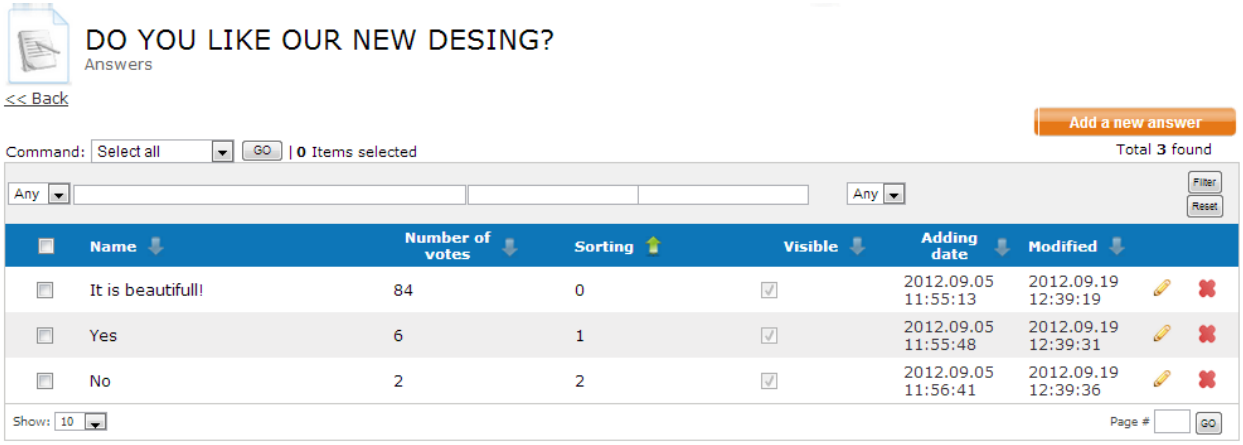


Fig.266. Voting topic and possible answer variants

You can edit a list of answers for the current voting topic. For editing answer variants click the "Edit" button in the appropriate line and the fields will become editable:

Fig.267. Editing the variants of answers

Edit an answer variant and click the "Update" button to save changes.

If it is necessary to add an answer variant, click the "Add a new answer" button at the top of the page.

To delete an answer variant from the list (and from the main page of the store) click the "Delete" button in the appropriate line. Deletion request will open:

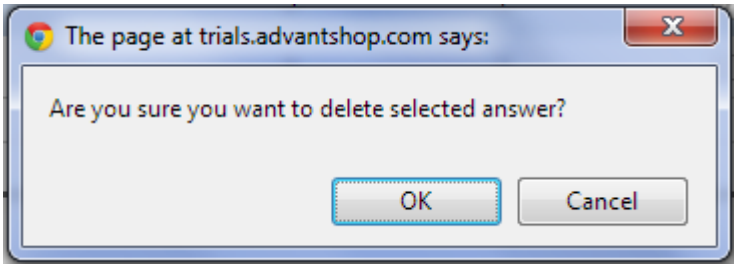


Fig.268. Answer deletion

Click the "OK" button.

By analogy with an answer deletion it is possible to delete a voting topic from the appropriate list.

Viewing voting history

To view the voting history, select the "Voting" option -> "History" in the "Modules" menu:

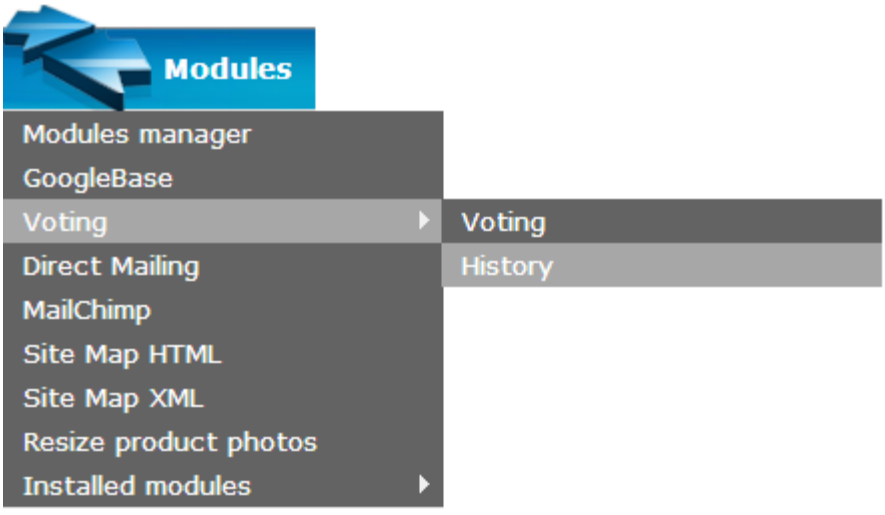


Fig.269. The "Voting" option -> "History" in the "Modules" menu

If the voting is completed the next page will open:

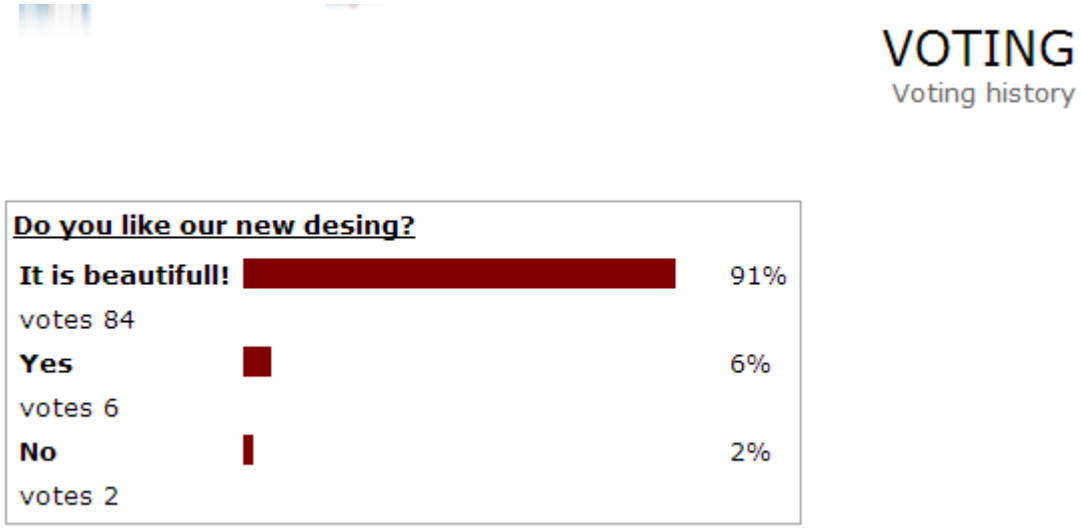


Fig.270. Voting history

3.5.4 Integration with the MailChimp system

«MailChimp» – is a service that allows you to organize emailing store users and subscribers. Before using «MailChimp» system you have to log in on http://mailchimp.com, and after authorization select the "Account" tab.

Select "API Keys& Authorized App" subsection in the "Extras" section:

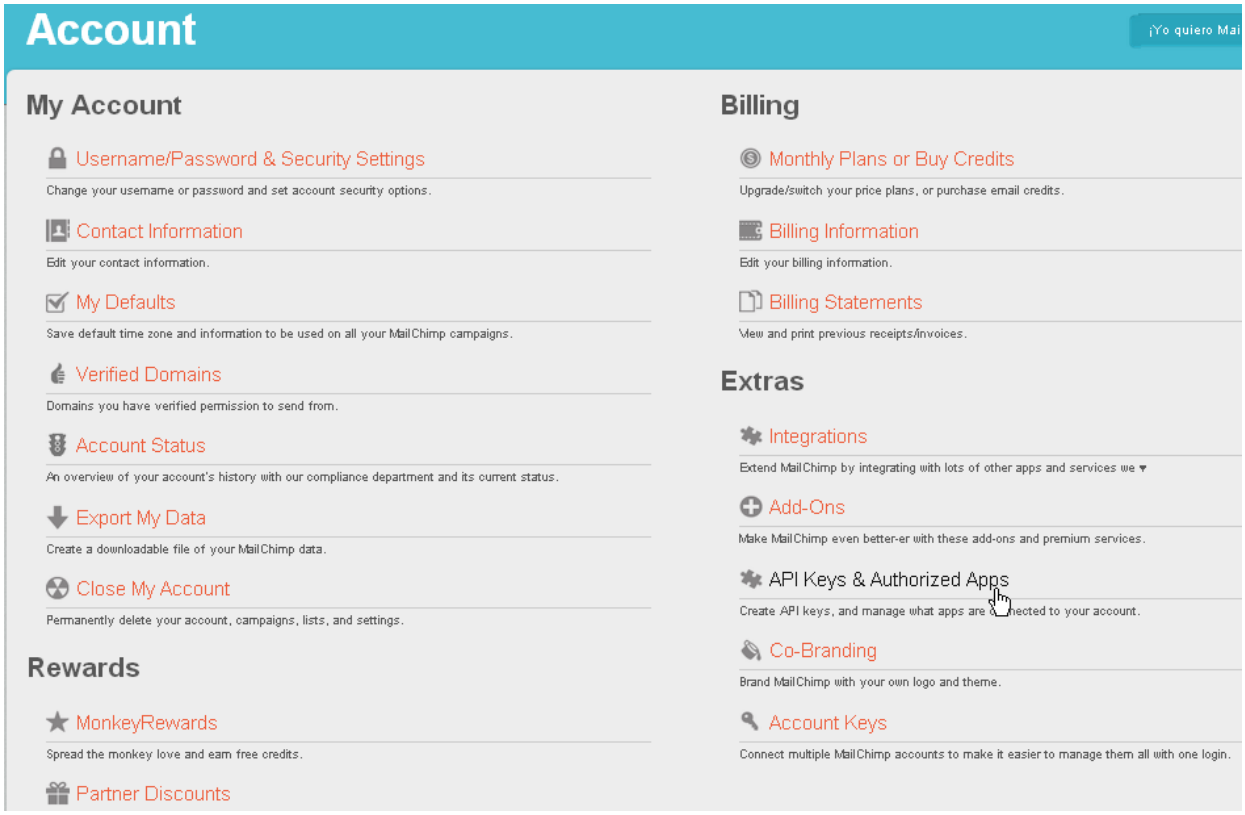


Fig.271. Selecting "API Keys& Authorized App" in the "Extras" section

Click the "Add a Key", button on the appeared page to generate API-key:

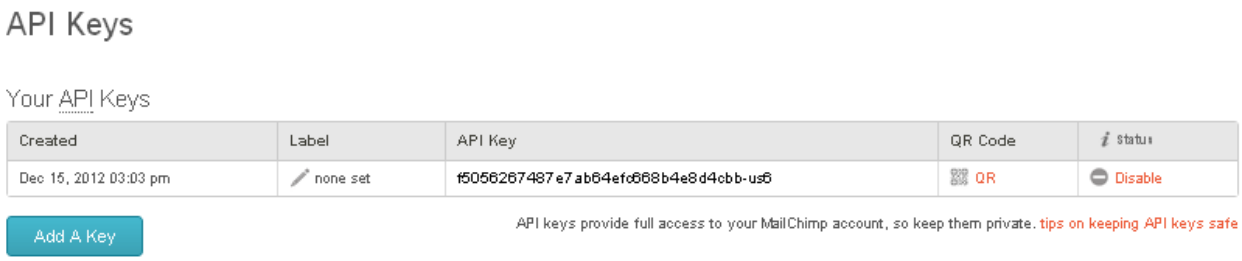


Fig.272. Generating API-key

Copy a key displayed in the "API Key" column to clipboard.

After that, go back to the admin panel and select the "Modules" option –> "MailChimp":

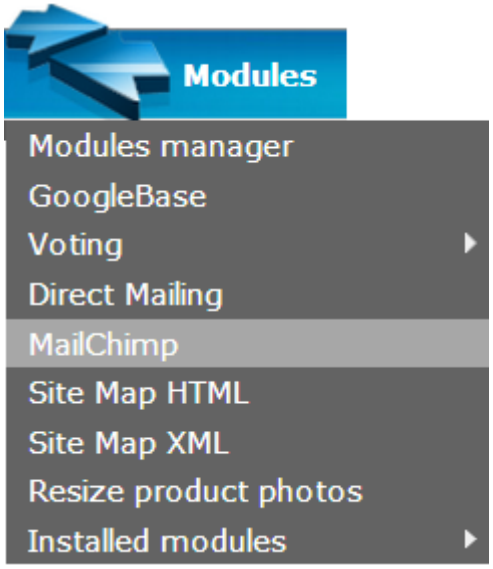


Fig.273. The "MailChimp" option in the "Modules" menu

The next page will open:

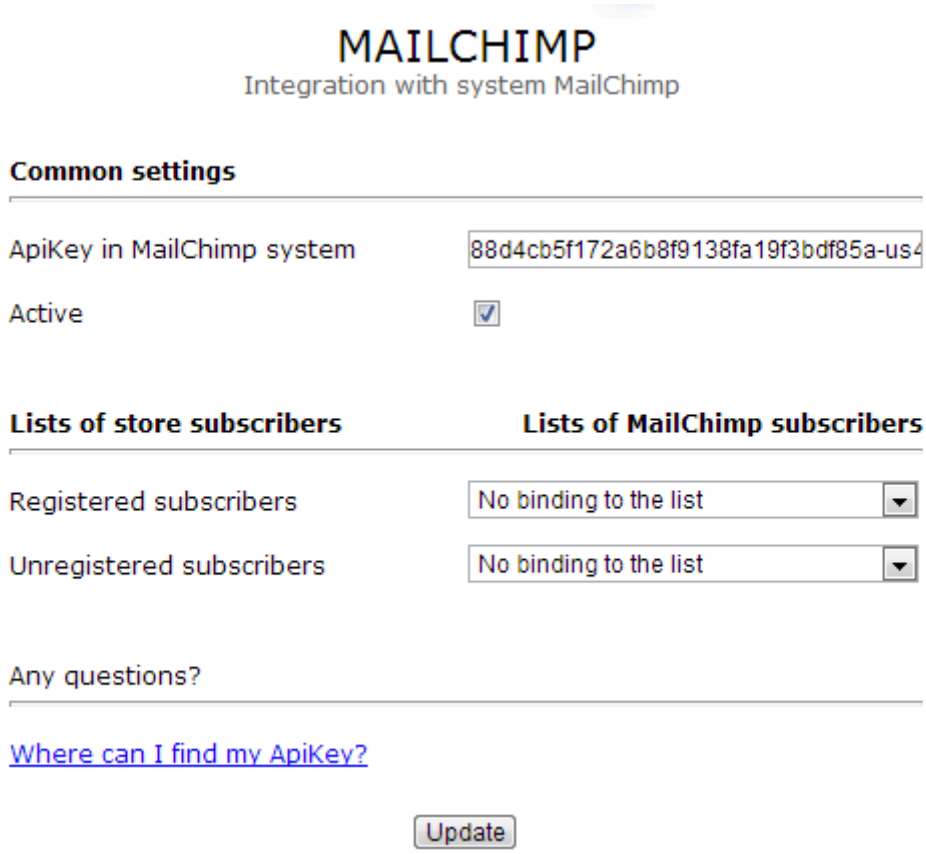


Fig.274. Editing Mailchimp settings

Paste an API-key from the clipboard to the "ApiKey in MailChimp system" field of the "Common settings" section and select check box in the "Active" field.

Click the "Update" button.

To attach the lists of subscribers "Registered subscribers" and "Unregistered subscribers" create these lists of subscribers in the "MailChimp" system itself. For this operation select the "Lists" section of the "MailChimp", click the "Create List" button and fill in the appeared form to create a list of registered subscribers. Repeat this operation for the unregistered subscribers.

Go back to the admin panel on the "MailChimp" page and select the necessary items from the drop-down lists. Click the "Update" button.

3.5.5 Module "Sitemap HTML"

To generate the sitemap HTML, use the "Sitemap HTML" option in the "Modules" menu:

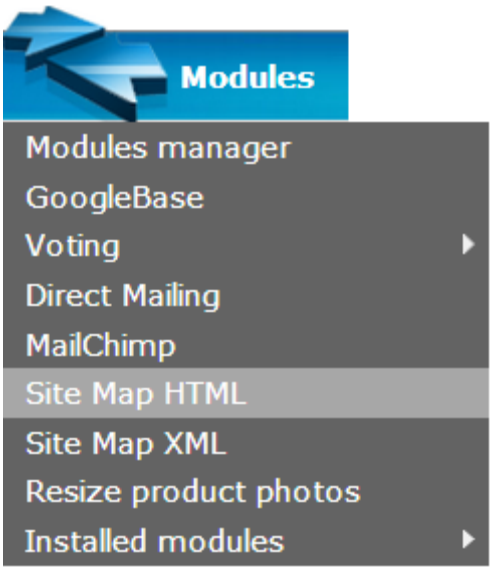


Fig.275. The "Sitemap HTML" option in the "Modules" menu

Click the "Refresh sitemap file" on the appeared page:

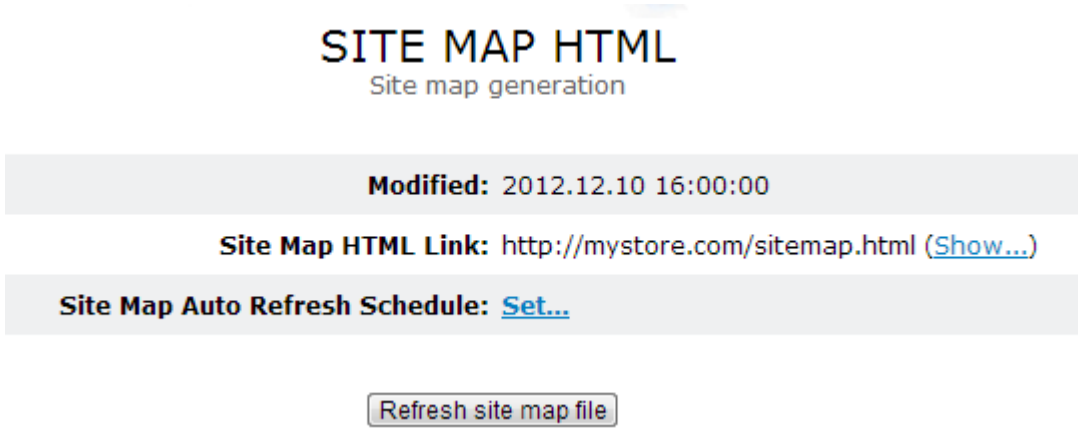


Fig.276. Sitemap generation

To browse the generated sitemap, click the appropriate link:

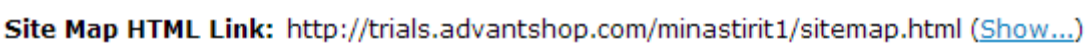


Fig.277. Selecting link for viewing sitemap

To determine the sitemap auto refresh schedule, use the "Set…" link and the "Common settings" page, "Scheduled tasks " tab will open (for more details see the "Scheduled tasks" section of this guide)

3.5.1 *Module "Sitemap XML"*

To generate the sitemap XML, use the "Sitemap XML" option in the "Modules" menu:

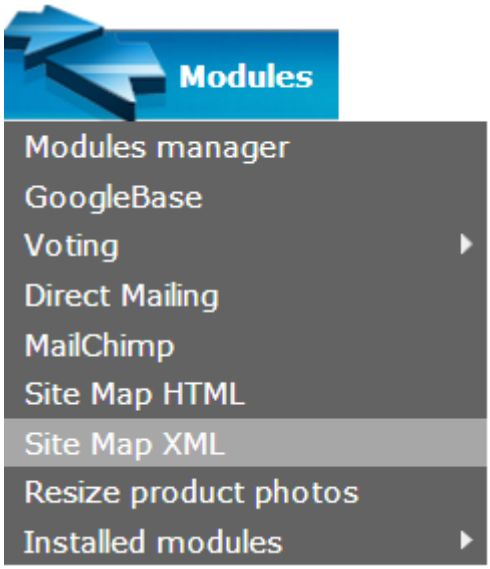


Fig.278. The "Sitemap XML" option in the "Modules" menu

Click the "Refresh sitemap file" on the appeared page:

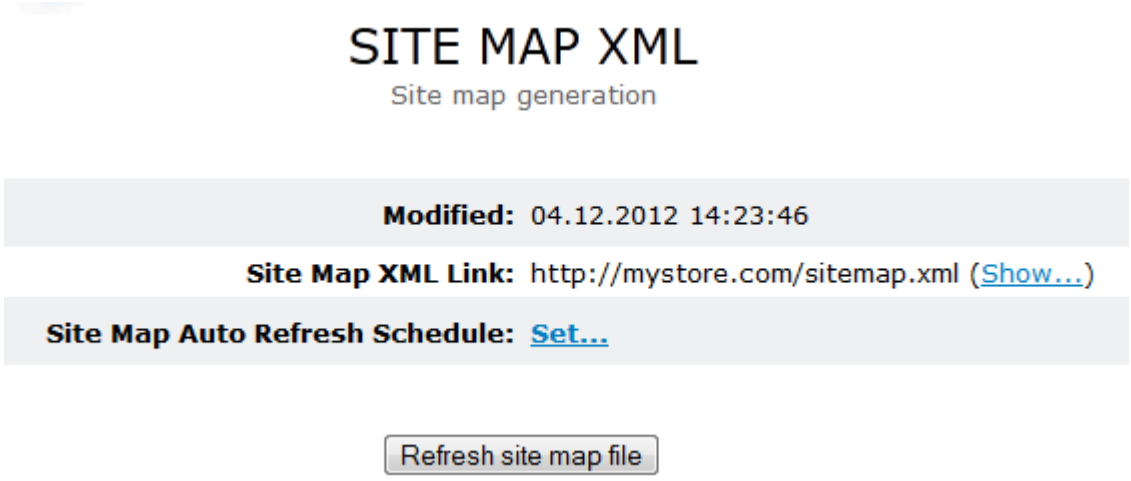


Fig.279. Sitemap generation

To browse the generated sitemap click the appropriate link:

Fig.280. Selecting link for viewing sitemap

To determine the sitemap auto refresh schedule, use the "Set…" link and the "Common settings" page, "Scheduled tasks" tab will open (for more details see the "Scheduled tasks" section of this guide)

3.6 Store software version information

To get information about your store software version, select the "Help" option in the main menu:

Fig.281. Menu "Help"

The software data will be displayed on the page in the following way:

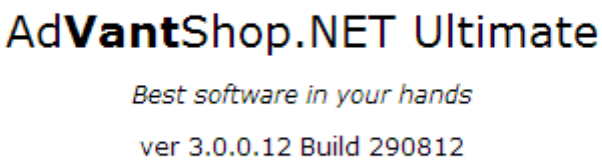


Fig.282. Page "About the project"

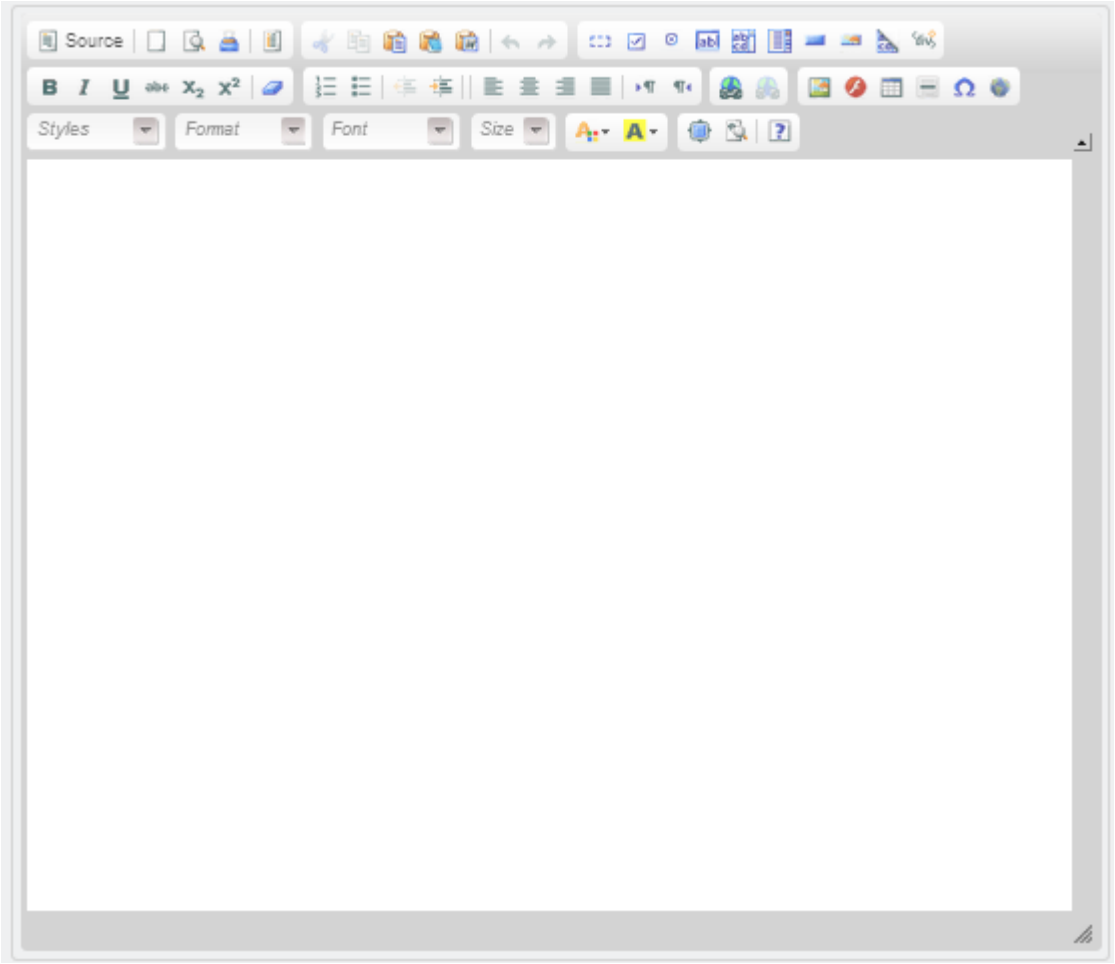
4 Exit administration mode

To exit the administration mode:

- Click the "Exit" hyperlink in the upper right corner of the page to browse the front-end of the store and log out of the current account;
- Click the "Front-end" hyperlink in the upper right corner of the page to browse the front-end of the store without logging out of your account (for example for viewing the introduced changes). To log out of your account, select the "Log out" command in the upper left corner of the page of the front-end of the store.

Appendix 1. Built-in WYSIWYG editor

For creating and editing store pages and blocks use a built-in WYSIWYG editor. It looks as follows:

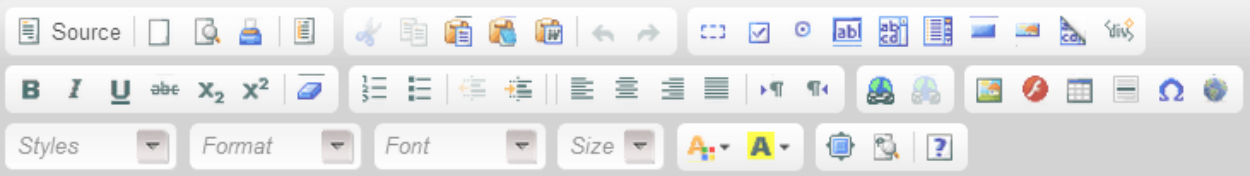


A WYSIWYG editor stands for "what you see is what you get". It allows the user to edit texts in visual mode including formatting, pasting images into a page, links on the store site and other web-resources.

A WYSIWYG editor allows the user to work with texts without special knowledge of the system (i.e., there is no need for HTML knowledge). However, an advanced administrator possessing HTML knowledge can edit code manually.

WYSIWYG editor interface is simple and user-friendly in work. Any user, who knows the MS Word program, can easily learn to work in the WYSIWYG editor.

Entering and editing the information is carried out by using the standard text editors (keyboard input, pasting from the clipboard), and functions realized in the editor. To work in the editor, use buttons on the toolbar:

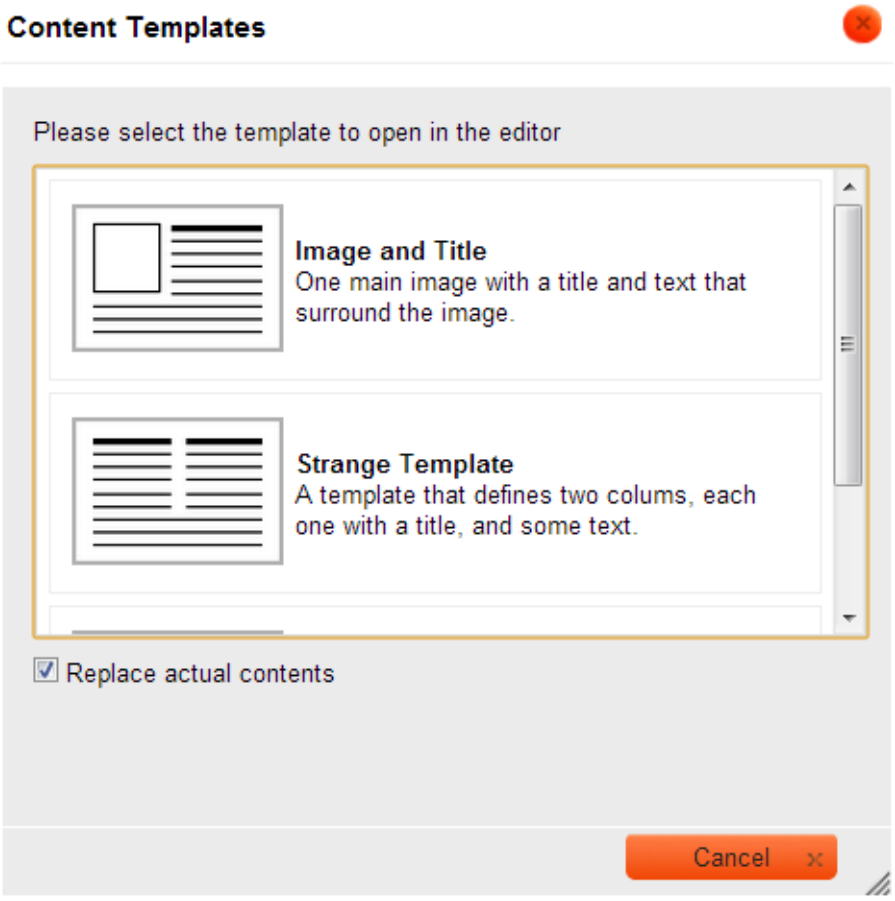


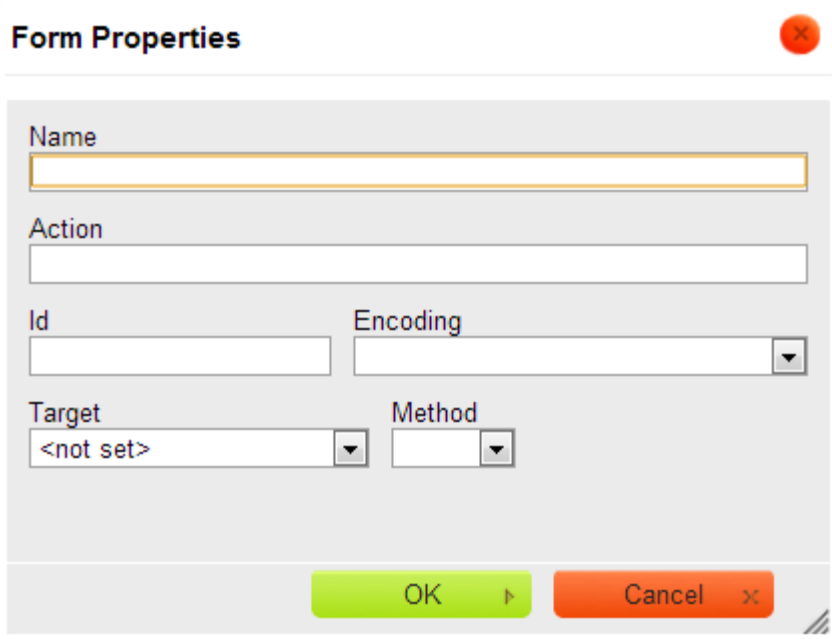
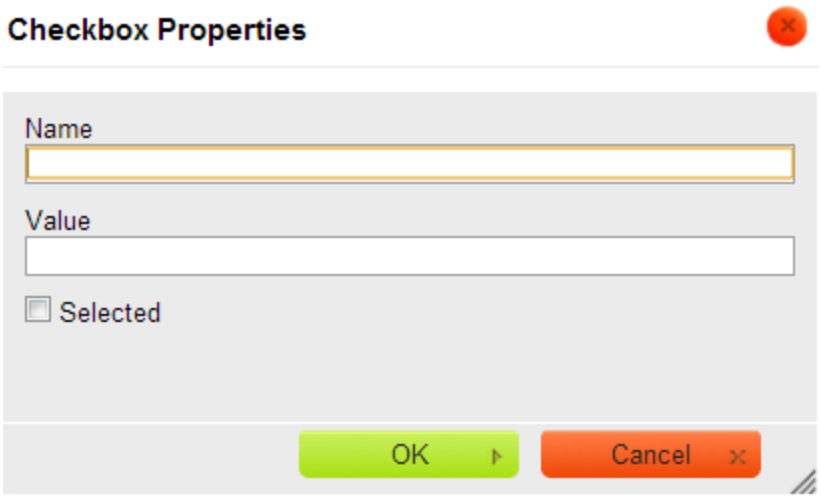
To get the information about the purpose of buttons on the WYSIWYG editor toolbar, hover your mouse cursor over the necessary button and a tool tip will appear in a second.

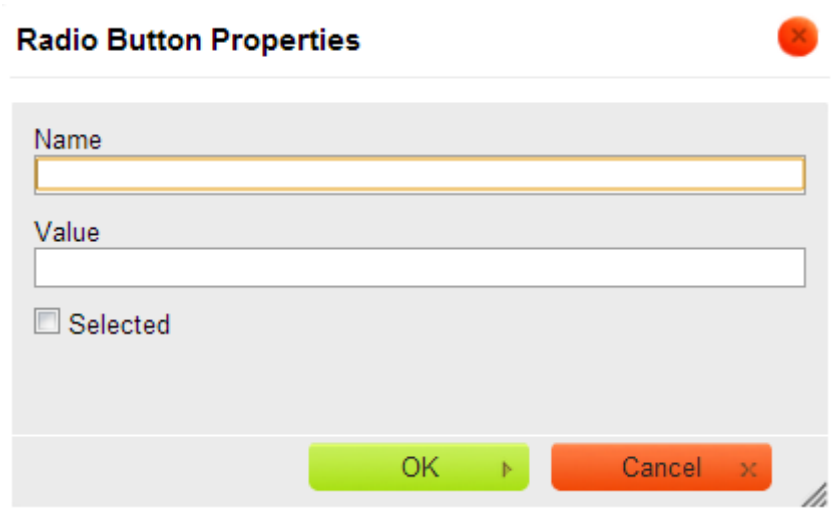
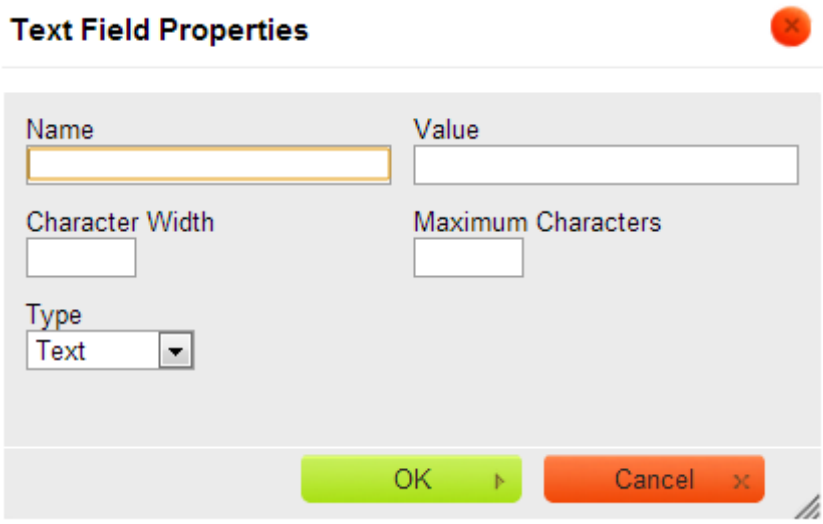
A toolbar can be hidden by clicking , and displayed after clicking .

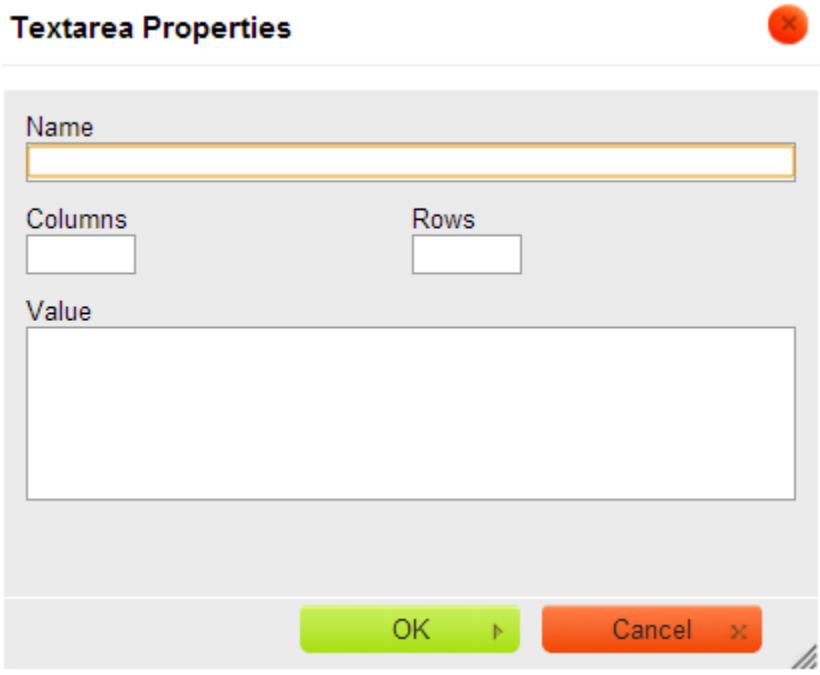
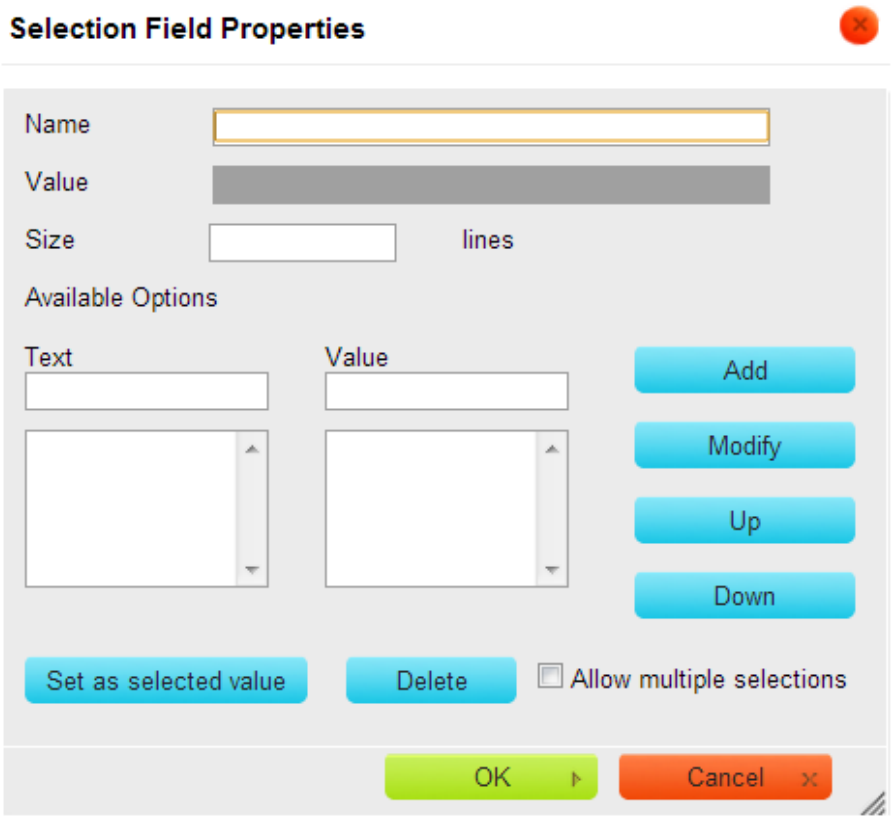
All the tools of the WYSIWYG editor with their description, assignment and peculiarities of usage are given bellow:

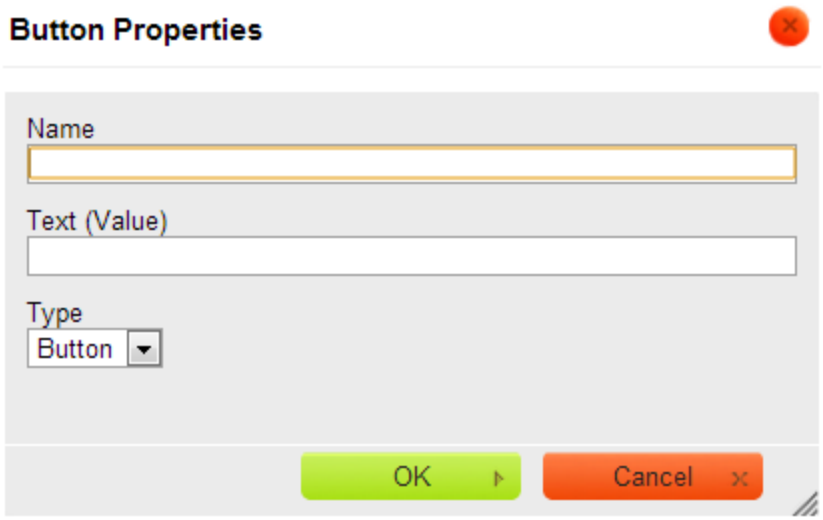
Source	– View or edit the source code of the document (for advanced users);
	– Clear the editing area and create a new page;
	– Show a preview of the document in the shape that will be displayed to end users;
	– Print document contents;
	– You can select a layout template of the text formatting. To paste a template into the page, click this button. In the appeared dialog window select a necessary template from the list “Content templates”:

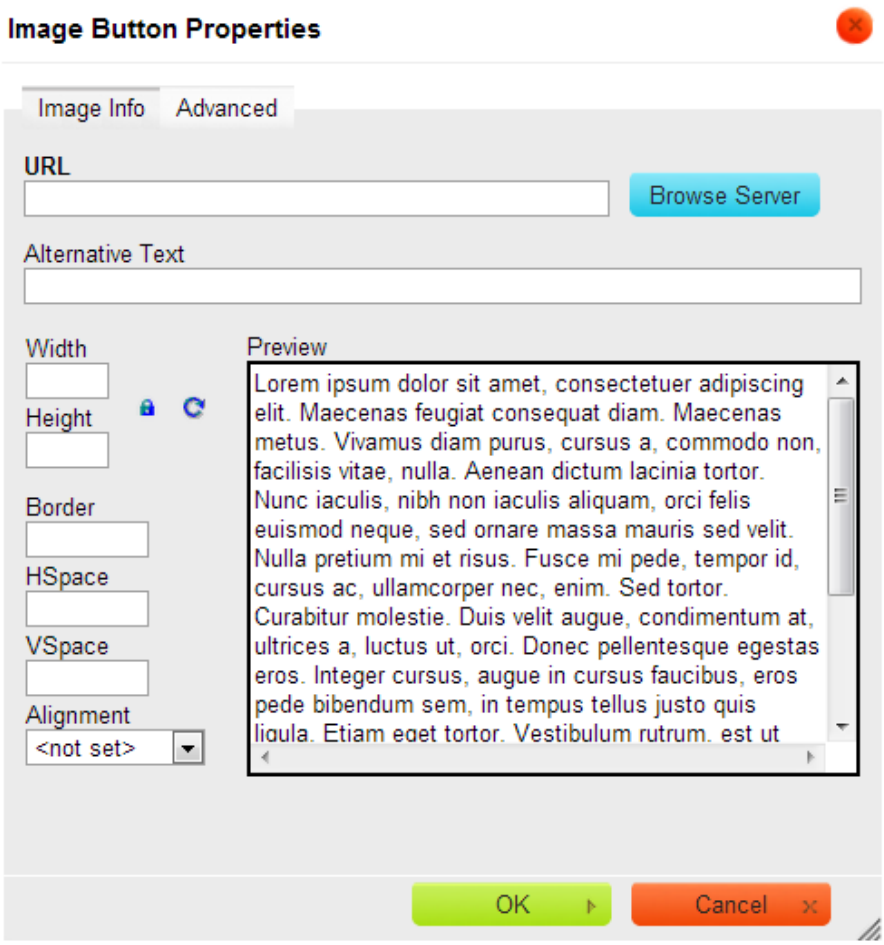
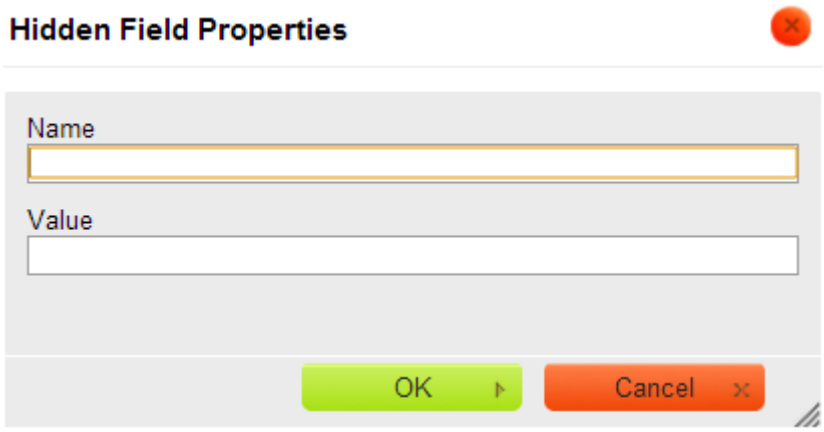
	 Select check box in the "Replace actual contents" field, if required;
	– Cut the selected text fragment to the clipboard (or use the combination of buttons ***Ctrl+X***);
	– Copy the selected text fragment to the clipboard (or use the combination of buttons ***Ctrl+C***);
	– Paste content copied to the clipboard along with formatting (or use the combination of buttons ***Ctrl+V***);
	– Paste content copied to the clipboard without formatting;
	– Paste content copied from Microsoft Word or similar applications along with formatting (however, we do not recommend you to paste text from Word, as text can lose all its formatting and you will have to style it again);
	– Undo the most recent action performed (or use the combination of buttons **Ctrl+Z)**;
	– Redo the most recent action performed (or use the combination of

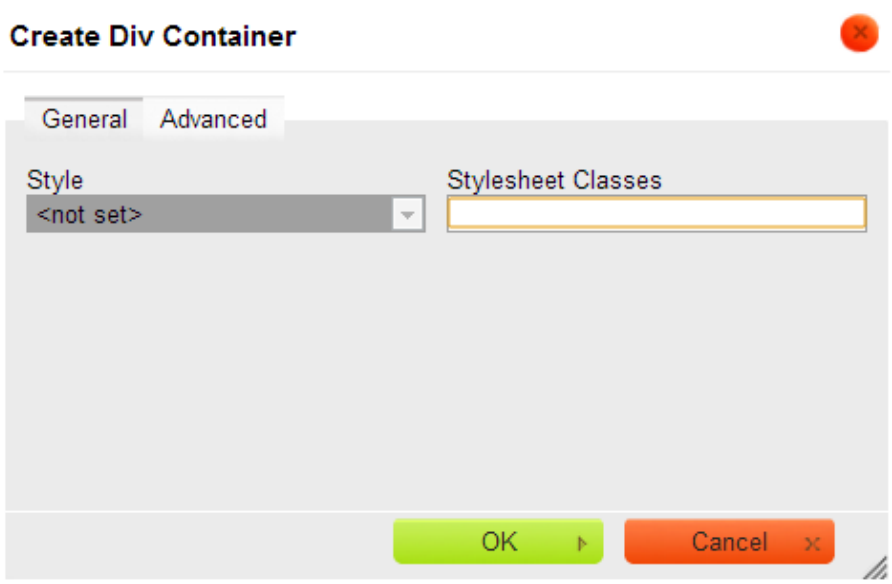
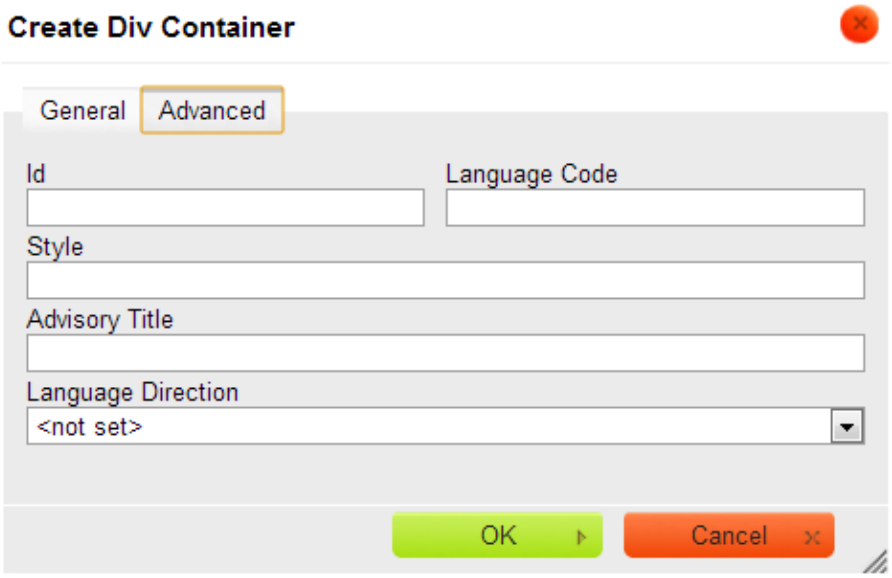
	buttons **Ctrl+Y)**;
	– Insert a new form into the document, container within which any contents can be placed on the page, for example, text, radio buttons (option buttons), check boxes and etc. After clicking the button the following dialog window will open:  Indicate form properties and click the "OK" button.
	– Insert a checkbox into the document form. After clicking the button the following dialog window will open:  Indicate Checkbox properties and click the "OK" button.

	– Insert a radio button into the document form. After clicking the button the following dialog window will open:  Indicate radio button properties and click the "OK" button.
	– Insert a text field into the document form. After clicking the button the following dialog window will open:  Indicate text field properties and click the "OK" button.
	– Insert a multi-line text area into the document form. After clicking the button the following dialog window will open:

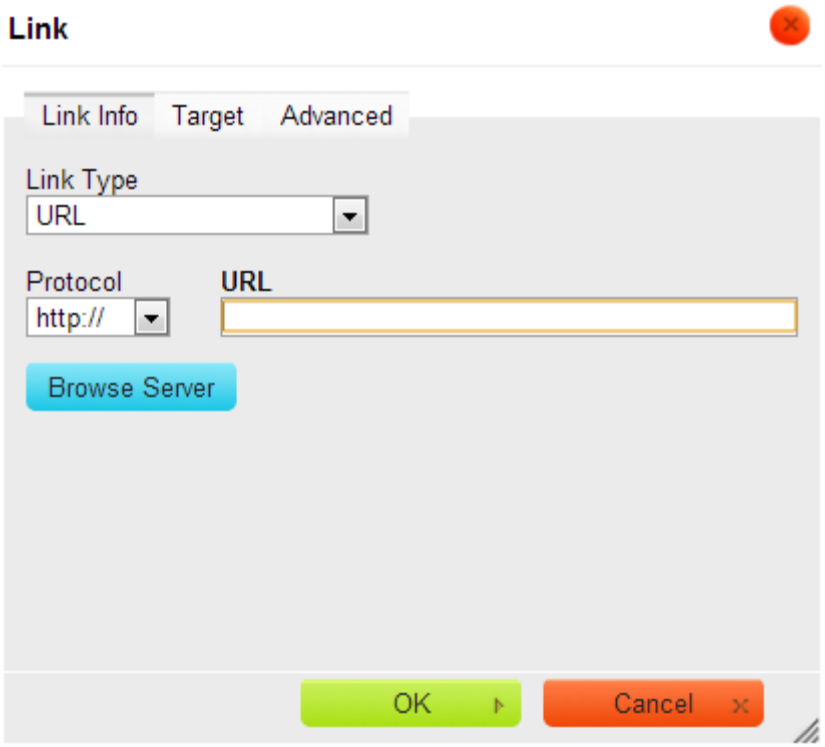
	 Indicate multi-line text area properties and click the "OK" button.
	– Insert a selection field into the document form. After clicking the button the following dialog window will open:  Indicate selection field properties and click the "OK" button.

	– Insert a button into the document form. After clicking the button the following dialog window will open:  Indicate button properties and click the "OK" button.
	– Insert an image button into the document form. After clicking the button the following dialog window will open:

	 Indicate image button properties and click the "OK" button.
	– Insert a hidden field into the document form (field contents won't be displayed on the page on the front-end of the store). After clicking the button the following dialog window will open:  Indicate hidden field properties and click the "OK" button.
	– Create a new `div` element in document source. Indicate Div

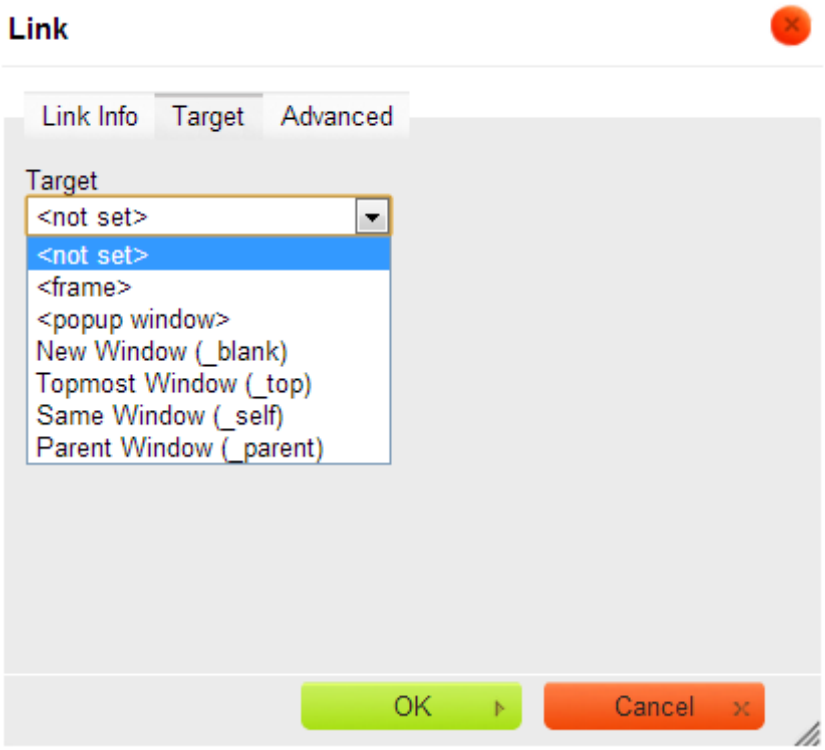
	container properties in the dialog window of the "General" tab:  and "Advanced" tab 
B	– Apply **bold** formatting to the text. (or use the combination of buttons **Ctrl+B**). If text is already formatted in bold, use this button to cancel formatting;
I	– Apply *italic* formatting to the text. (combination of buttons **Ctrl+I**). If text is already formatted in italic, use this button to cancel formatting;
U	– Apply underline formatting to the text. (combination of buttons **Ctrl+U**). If text is already underlined,

	use this button to cancel formatting;
	– Apply ~~strike-through~~ formatting to the text. If text is already struck through, use this button to cancel formatting;
	– Apply superscript or subscript formatting to the text;
	– Remove the formatting of the selected text;
	– Transformation the selected text into a numbered list;
	– Transformation the selected text into a bulleted list;
	– Decrease text indentation. The indentation of a block-level element containing the cursor will decrease by one tabulator length;
	– Increase text indentation. The block-level element containing the cursor will be indented with one tabulator length;
	– Set text alignment (left, centered, right or justified);
	– Set text direction as from left to right (default value for most Western languages) or from right to left (languages like Arabic, Persian, Hebrew);
	– Create or remove a hyperlink in the text. To add (edit) a hyperlink on the page, select the text (creating hyperlink) with the mouse and click this button. The following dialog window will open:



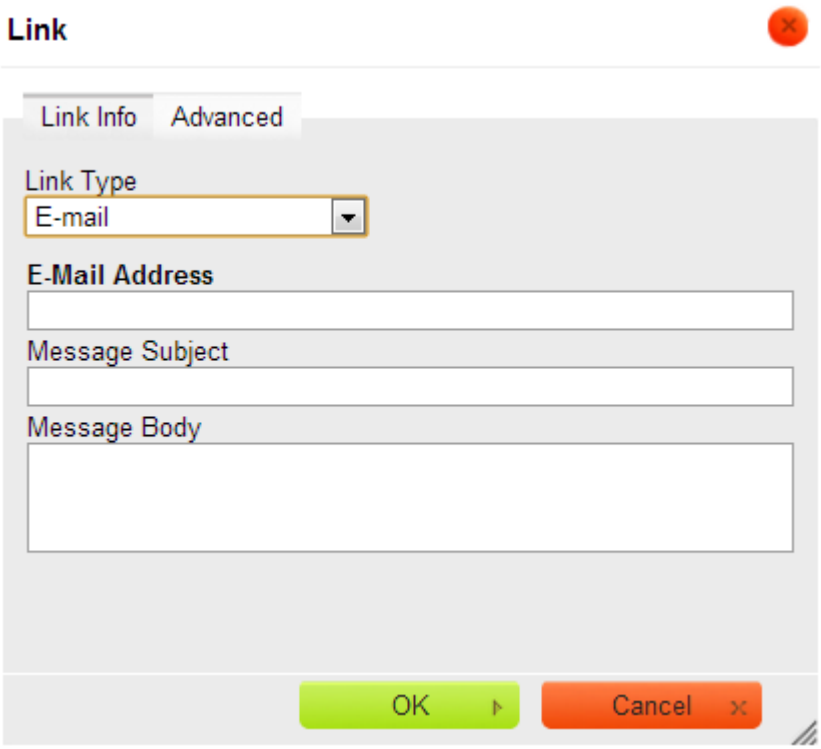
- To insert a link to your document, select "URL" from the "Link Type" drop-down list on the "Link Info" tab and enter URL into the "URL" field.

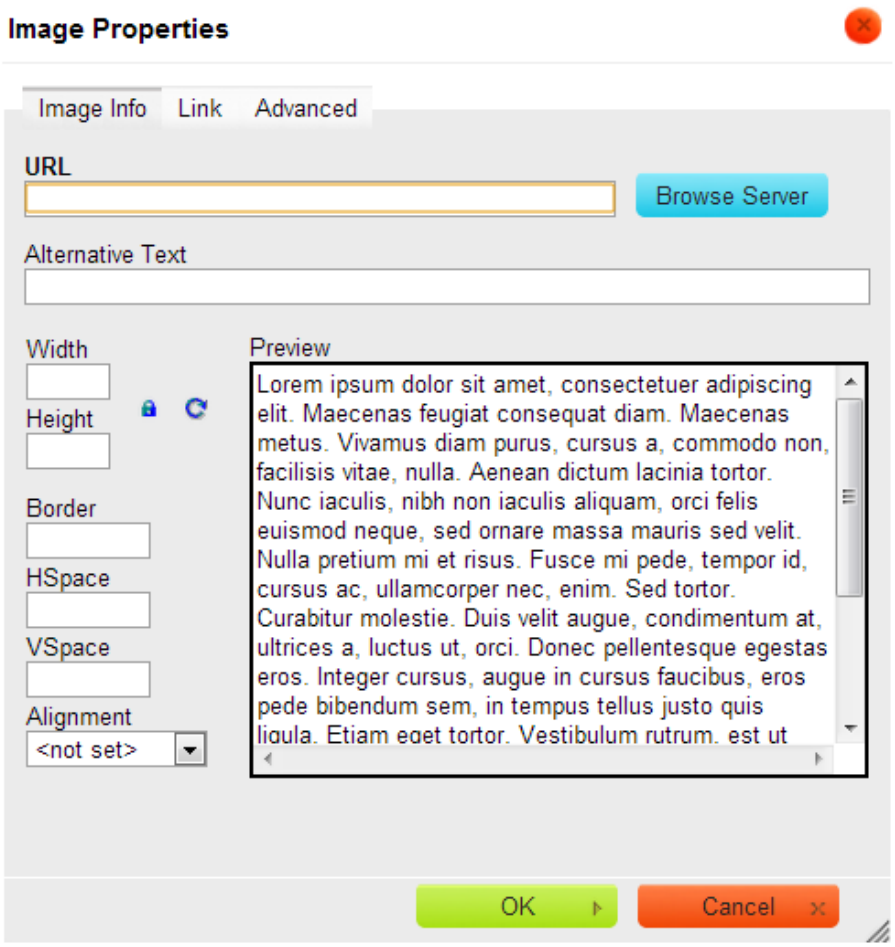
  After that, on the "Target" tab you can indicate the window this link should be opened in by selecting the window type from the drop-down list (link will open in the same window by default):



If <frame> is selected as a target, enter an appropriate name into the "Target frame name" field.

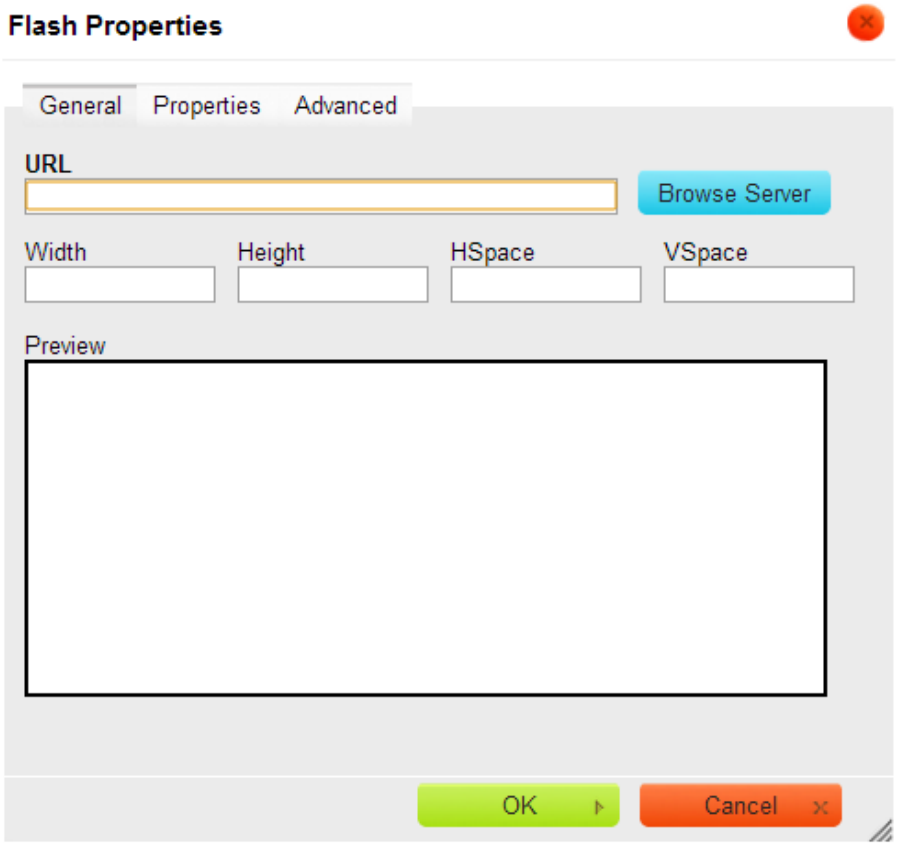
- To add a link for downloading the file from the server, click the "Send it to the server" button, select the file in the appeared window and click the "OK" button;
- To insert an e-mail link, select "Email" link type and fill in the form fields:

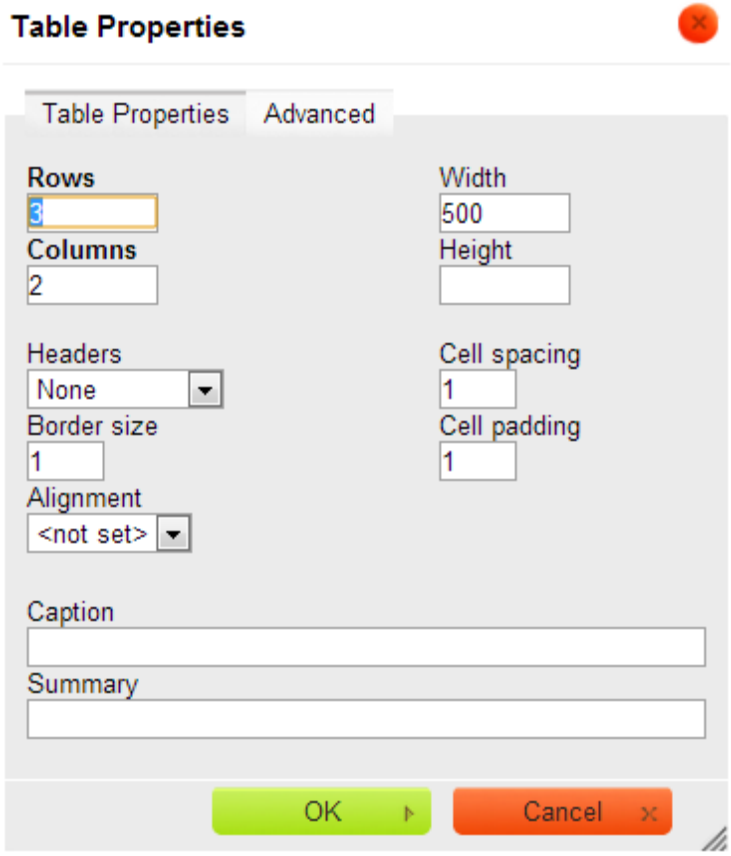
	 After that click the "OK" button. Other settings are recommended to use by an advanced user.
	– To delete the creating hyperlink, hover the mouse cursor over it and click this button;
	– To insert an image into the document, select the appropriate place with the mouse and click this button. The following dialog window will open:

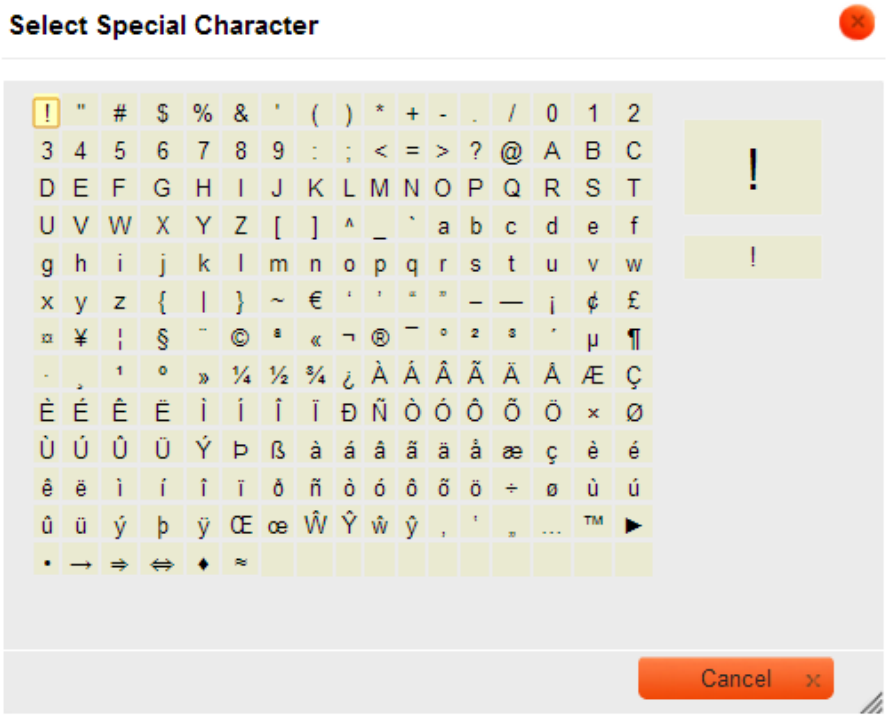
<table>
<tr>
<td></td>
<td>


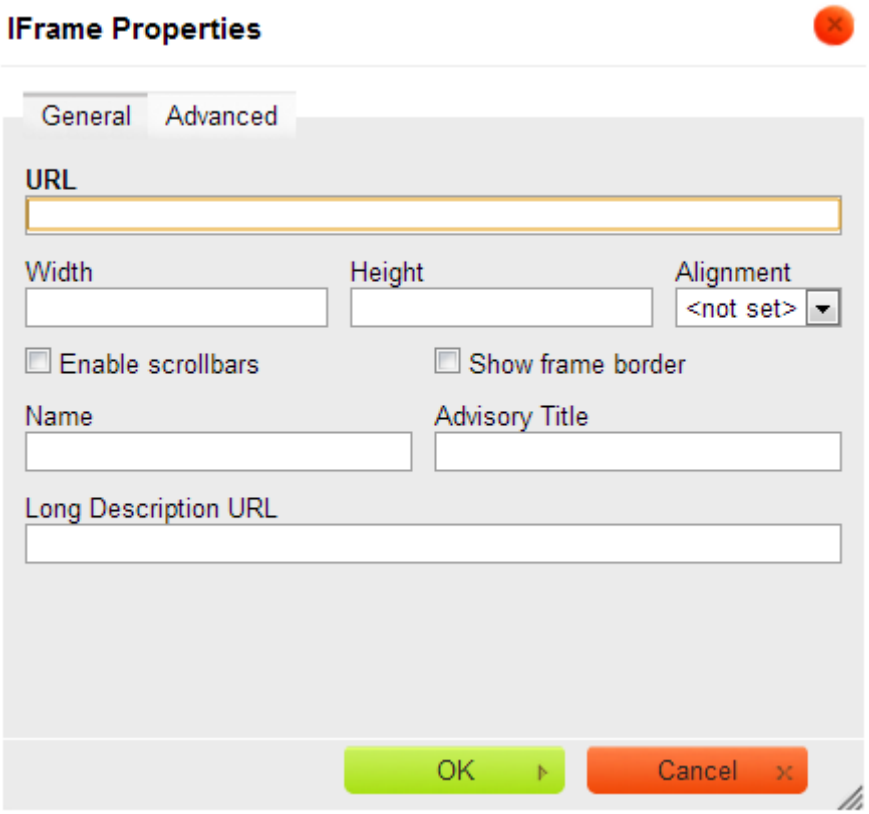
Indicate image properties and click the “OK” button.</td>
</tr>
<tr>
<td> </td>
<td>– Insert an Adobe Flash object into the document

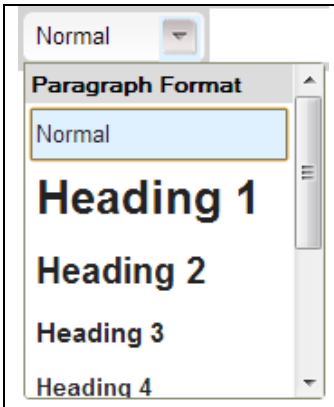
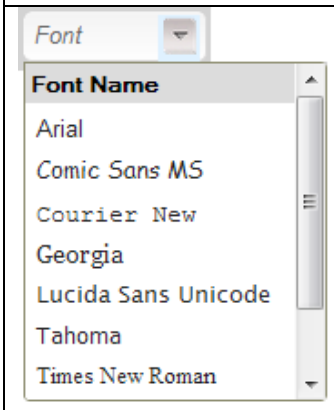
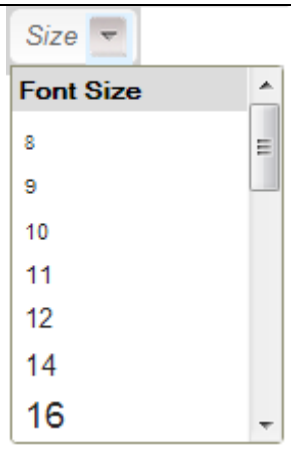
Select the appropriate place with the mouse and click this button.
Indicate flash properties in the following dialog window:</td>
</tr>
</table>

	 After the properties are indicated, click the "OK" button.
	– Create a table with the defined number of columns and rows To insert a table into the document, select the appropriate place with the mouse and click this button. The following dialog window will open:

<table>
<tr>
<td></td>
<td> 

Indicate table properties and click the “OK” button.</td>
</tr>
<tr>
<td> </td>
<td>– Insert a divider line (horizontal rule) into the document;</td>
</tr>
<tr>
<td> </td>
<td>– Insert a special character or symbol.
Select the appropriate symbol and click it with the mouse:
 
</td>
</tr>
</table>

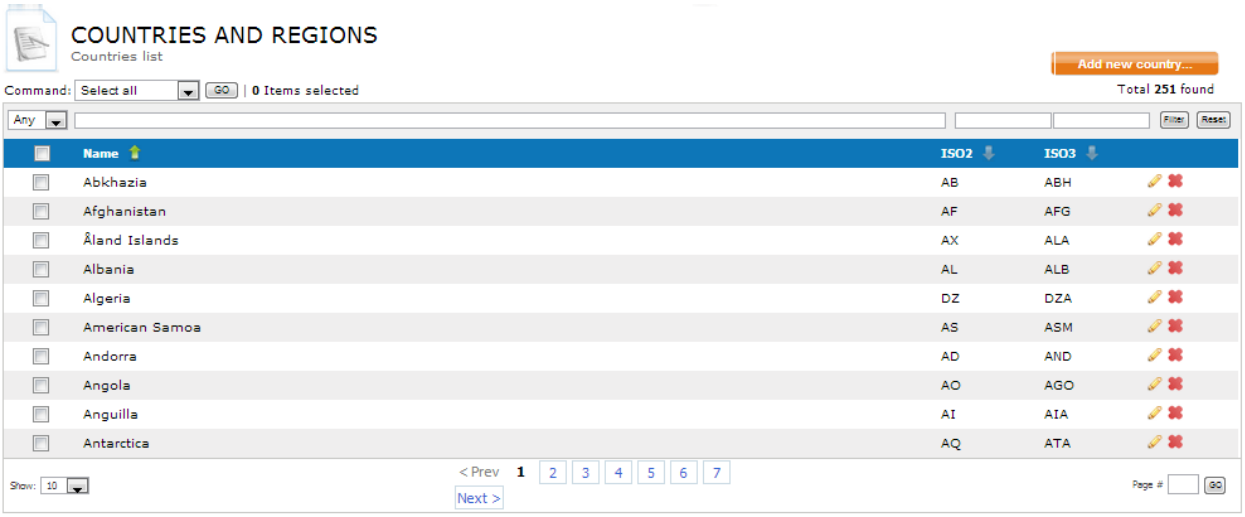
	After clicking the sumbol will be inserted into the text;
	– Insert an inline frame (`iframe`) To insert iFrame into the text, select the appropriate place with the mouse and click this button. The following dialog window will open:  Indicate iFrame properties and click the "OK" button.
 	– Indicate the textstyle. Select text with the mouse and indicate the style and format from the drop-down lists;

	
	– Use this drop-down list for selecting the typeface of the text;
	– Use this drop-down list for selecting the font size of the text;
	– Change the color of the text. *The color is selected from a basic palette that will open after clicking the drop-down menu arrow on the right of the button*;
	– Change the background color of the text. *The color is selected from a basic palette that will open after clicking the drop-down menu arrow on the right of the button*;
	– Maximize the editor in the browser window. To cancel this browse mode, click this button again.

	To resize the editor you can easily do it by clicking and dragging the resizing grip in the bottom right-hand corner of the editor interface;
	– Highlight all block-level elements in the document;
	– Show information about the editor in English.

Appendix 2. Table handling

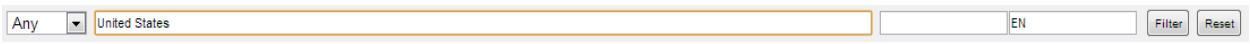
On the admin panel of the store the information is displayed in the form of table in most cases. For example, list of countries and regions:



Sorting and filtering data

In the process of viewing lists of data the situation, required the sorting data according to some parameters, can happen. To sort data of the list, click on the name of the column, containing the selected parameter. Alphabetical sorting will be organized in the following order A->Z (after repeated clicking – in the order Z->A) or in the order of increasing values (after repeated clicking – in the order of decreasing values). For example, sorting according to the "Name" parameter:

To sort data according to the required parameters, use the filter at the top of the table. Fill in the fields with the necessary parameters according to which the information should be filtered:

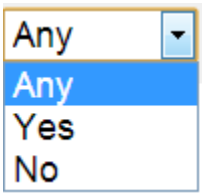


The field values correspond to the column names.

Parameters can be indicated in one or several fields.

In the text fields parameters are entered manually, depending on the field type – text and/or number.

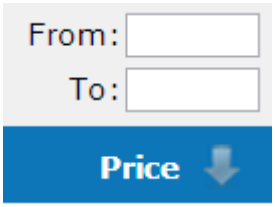
In the fields presupposing the selecting check boxes parameters are selected from the drop-down list:



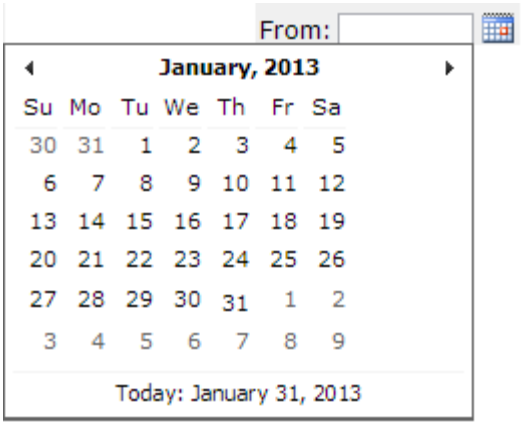
You can select:

- *Any* – all the data corresponding to the parameters will be displayed on the screen;
- *Yes* – the data corresponding to the parameters that are indicated by the selecting check boxes in columns will be displayed on the screen;
- *No* – all the data corresponding to the parameters that are not indicated by the selecting check boxes in columns will be displayed on the screen.

In the "Price", "Amount" and other fields the range of values "From" and "To" should be indicated:



In the "Date" field the defined period should be indicated with the use of a built-in calendar:



After the parameters are indicated, click the "Go" button.

To clear the filter fields, click the "Reset" button.

Adding data to the table

In most cases you can add new data to the table by clicking the "Add…" button ("Create…" and etc.) at the top of the window. The fields corresponding to the column names will open at the bottom of the table:

After the information is added use the “Add” button .

In some cases special forms for adding the parameters will open.

Editing data in the table

To edit the previously added data, click the “Edit” button in the appropriate line or click any parameters in the appropriate line of the table. The fields of parameters will become editable:

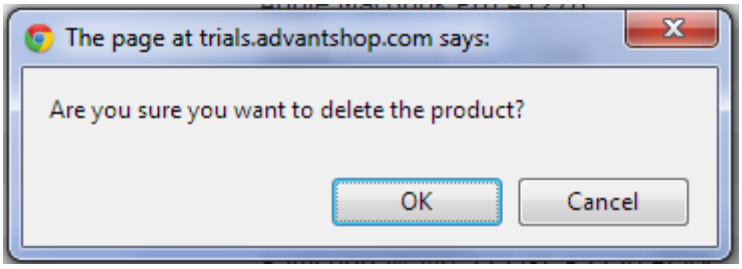
Make necessary changes and click the “Update” button .

In some cases special forms for editing the parameters will open.

Deleting data from the table

To delete data from the table, use the “Delete” button in the appropriate line on the far right column of the table.

Deletion request will open. For example:



Click the “OK” button.