

E-Commerce Shop Builder

Welcome to the E-Commerce Platform! Whether you're launching a new store or migrating an existing one, this platform provides all the tools you need to create, manage, and grow a successful online business. This documentation will guide you through setup, configuration, and advanced features to maximize your store's potential.

- [Setting up & Configuring E-Commerce](#)
- [Online Store Management](#)
- [Managing Payment Methods in Your E-Commerce Store](#)
- [Connecting 3rd Party APIs in Your Online Store](#)

Setting up & Configuring E-Commerce

1. Creating a Compelling Landing Topic

A strong landing topic is the cornerstone of your online store. Follow these steps to create a topic that engages visitors and drives conversions:

Menu

1. Navigate to the "Website Setup" section.
2. Choose a menu, then add the link and title.

The screenshot shows the 'Menu Links/All Menu Links' section. On the left, a sidebar lists 'SHIPPING AND LOGISTICS' (Shipping) and 'SETUP & CONFIGURATIONS' (Website Setup, Menu, Sliders & Banners, Footer, Cms Pages, Features Activation). The 'Menu' option is selected. The main content area is titled 'Menu Links/All Menu Links' and contains a form to 'Add New Menu Link'. The form has two input fields: 'Menu Title' with the placeholder 'Add Menu Title' and 'Menu Link' with the placeholder 'Enter attribute Value'. A blue 'Submit' button is at the bottom.

Sliders and Banners

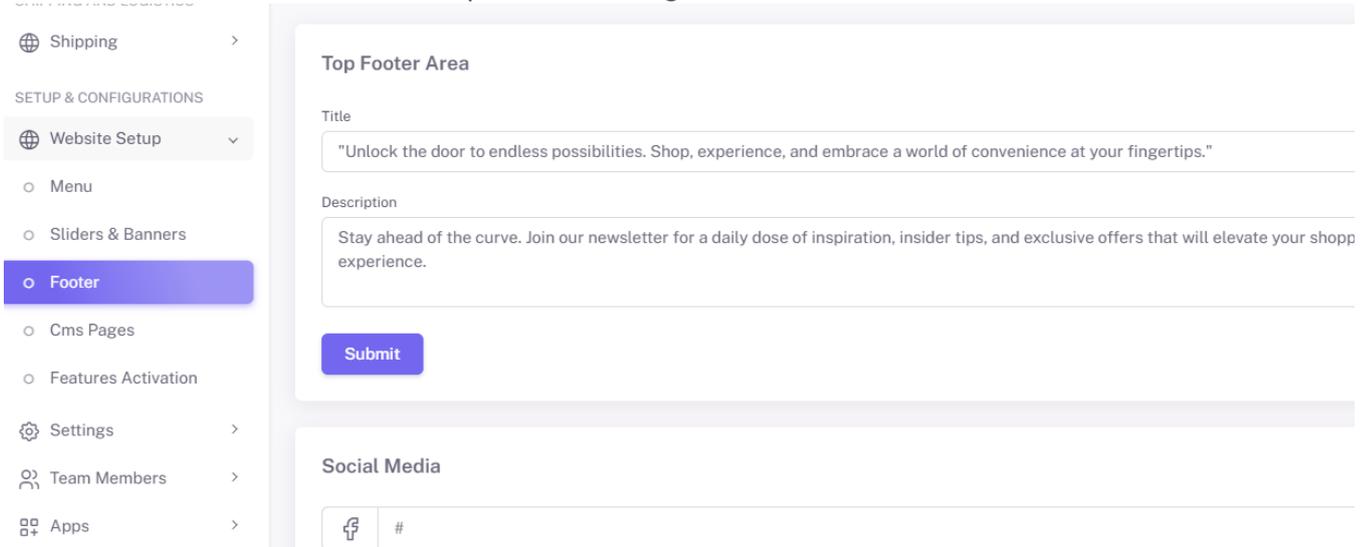
1. Upload high-quality images and videos.
2. Include a clear call-to-action (e.g., "Shop Now" or "Learn More").
3. Add middle topic banners as needed.

The screenshot shows the 'Sliders and Banners' management interface. On the left, a sidebar lists 'SETUP & CONFIGURATIONS' (Website Setup, Sliders & Banners, Footer, Cms Pages, Features Activation, Settings, Team Members). The 'Sliders & Banners' option is selected. The main content area is titled 'You Can Manage The Main Home Banner Sliders Here.' and contains a table of sliders. The table has columns for '#', 'TITLE', 'IMAGE', 'SHOW CONTENT', 'STATUS', and 'ACTI'. There are two entries: '1 SHOP FASHION TRENDS' and '2 SHOP ARAMNI CLASSES'. A '+ Add New Banner' button is at the top right. The table shows 'Showing 1 to 2 of 2 entries' and a 'Previous' button.

#	TITLE	IMAGE	SHOW CONTENT	STATUS	ACTI
1	SHOP FASHION TRENDS		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2	SHOP ARAMNI CLASSES		<input type="checkbox"/>	<input checked="" type="checkbox"/>	

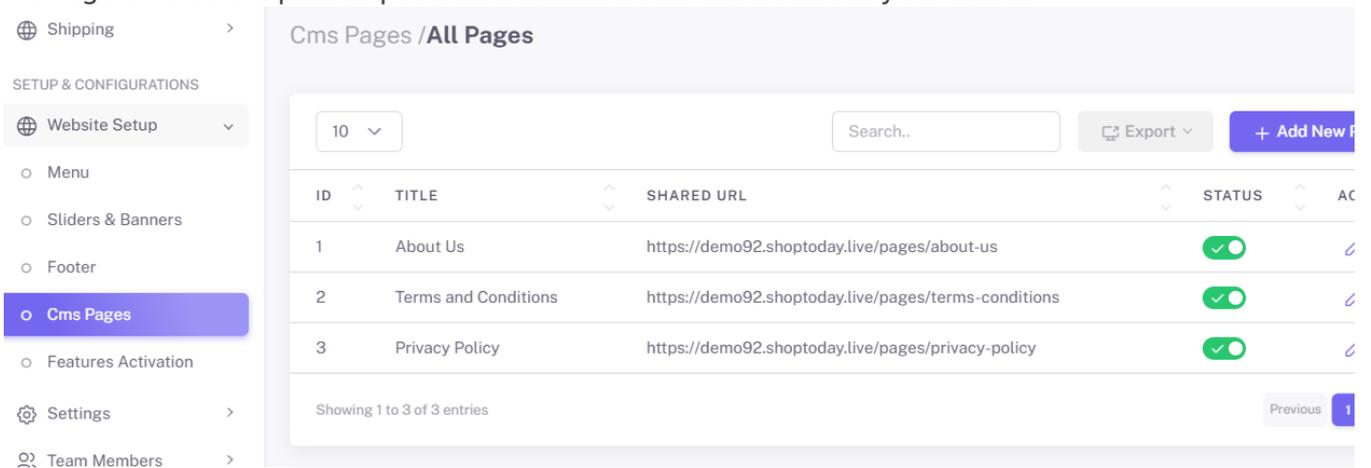
Footer

1. Add a footer title and description.
2. Include social media accounts (up to three widget links).



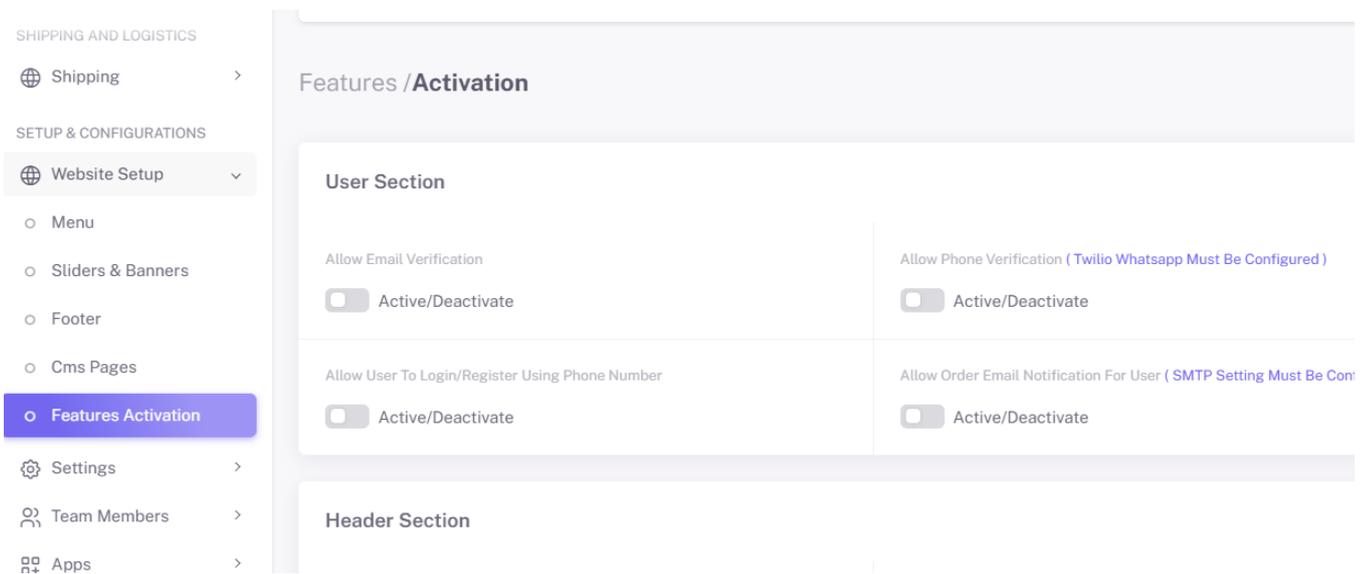
CMS Topics

- Manage and add topics to provide detailed information about your store.



Features Activation

- Select which features to activate for the user section, header section, and landing topic section.



2. Configuring System Settings

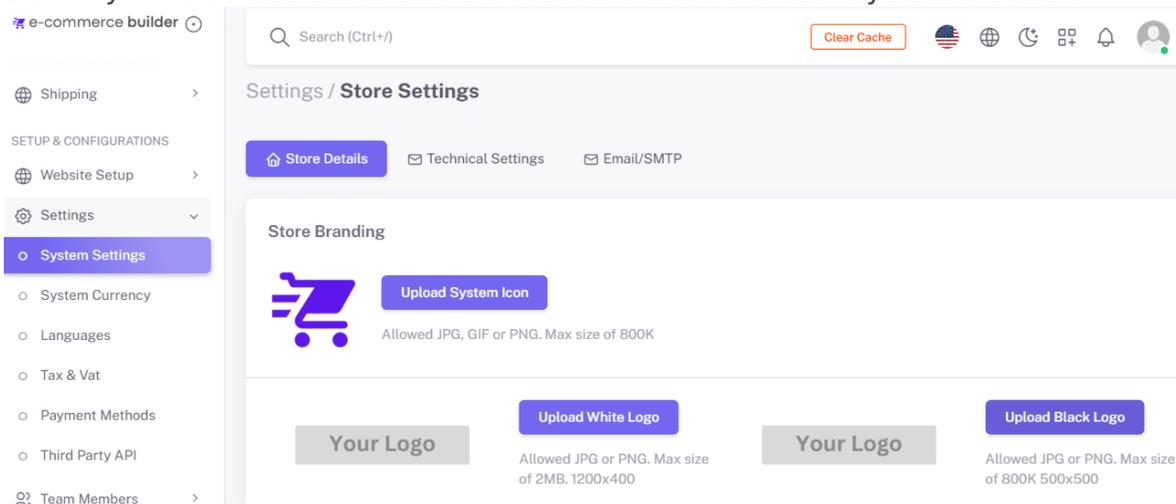
Proper system settings ensure your store operates smoothly. Here's how to configure them:

Access System Settings

- Go to the "Settings" menu from the dashboard under "Setup and Configuration".

System Settings

1. Set your store details, including store name, logo, and favicon.
2. Define your business email and contact information under "System Details".



System Details

Important Note: Changing the website name will trigger a server restart. Please be patient and simply log in again once the process completes.

Store Name

My Store

Phone

+(123) 456-7890

App Slogan

The best E-Commerce store!

Store contact email

contact@mystore.com

Regional Settings

- Configure the default language and time zone under "App Timezone".

App Timezone

Used to seamless user Experience, Product availability, Order processing, Delivery Estimates, analytics and reporting.

Time zone

(GMT-12:00) International Date Line ✓

Billing Settings

- Set up billing information under the "System Settings" tab.

Billing information

Legal business name

Business name

Country/region

United States

Address

Address

office, Apartment, etc.

office, Apartment, etc.

City

City

State

State

Postal Code

PIN Code

Tax Settings

1. Go to the "Tax & VAT" tab under the "Setup and Configuration" section.
2. Enable tax calculations and define regional tax rates.

Taxes/All Taxes/

Add New Tax Or Vat

Name
e.g Local VAT.- State Sales Tax

Country
Select Country

Type
Select Type

Rate Type
Select Rate Type

Value
0

Start Date
mm/dd/yyyy

End Date
mm/dd/yyyy

Submit Cancel

Pro Tip: Regularly review and update settings to ensure they reflect current business needs.

3. Setting Up System Currencies

Offering multi-currency options can expand your global reach. Here’s how to set up system currencies:

1. Navigate to "Setup and Configuration" -> "Settings" -> "System Currencies" tab.

SETUP & CONFIGURATIONS

Currencies / All Currencies

10 Search... Export + Add New Currency

#	NAME	CODE	SYMBOL	EXCHANGE RATE - USD	STATUS	ACTION
1	US Dollar	USD	\$	1	✓	

Showing 1 to 1 of 1 entries Previous 1 Next

2. Select supported currencies from the list.
3. Set the exchange rate manually or enable automatic updates.
4. Define a default currency for your store.
5. Choose display options, such as showing currency symbols and separators (e.g., \$1,000 vs. 1000 USD).

Add New Currency

Currency Name
Eg. United States USD

Currency Code
Eg. USD

Currency Symbol
Eg. \$

Exchange Rate In USD
exchange rate in USD

Close Save changes

Pro Tip: Use a reliable currency API for real-time exchange rate updates.

4. Managing Shipping Options

Streamlined shipping management ensures timely delivery and a positive customer experience.

First Visit to the Shipping Settings

1. Go to the "Shipping" tab under the "Shipping and Logistics" section.
2. Choose active methods, delivery options, shipping countries, states, and cities.

Set Up Shipping Zones

1. Define regions or countries you'll ship to.
2. Assign shipping rates to each zone.

Configure Shipping Methods

1. Enable flat-rate, free shipping, or dynamic shipping options based on weight or cart value.
2. Integrate with carriers like FedEx, UPS, or DHL for real-time rates.

Enable Tracking

- Provide tracking numbers to customers via automated emails.

The screenshot shows the 'SHIPPING AND LOGISTICS' section of a dashboard. On the left, a sidebar menu includes 'Shipping' (selected), 'Active Methods', 'Delivery Options' (highlighted), 'Shipping Countries', 'Shipping States', and 'Shipping Cities'. Below this are 'SETUP & CONFIGURATIONS' and 'Website Setup'. The main content area is titled 'Add New Delivery Option' and contains a form with the following fields:

- Name:** Text input with placeholder 'e.g Express'.
- Description:** Text input with placeholder 'e.g get your products in'.
- Shipping & Handling Fees:** Text input with value '0'.
- Minimum Delivery Days:** Text input with value '0'.
- Max Delivery Days:** Text input with value '0'.
- Icon:** Dropdown menu with 'Select Icon' and a downward arrow.

At the bottom of the form are 'Submit' and 'Cancel' buttons.

Pro Tip: Offer free shipping for orders above a specific value to encourage larger purchases.

5. Managing Your Online Store

Product Catalog Management

1. Manage products under the "Store Management" section in the dashboard.
2. Navigate to "Catalog Management" -> "Products".
3. Enter product details, including name, description, price, and SKU.
4. Upload high-resolution images.

The screenshot shows the 'STORE MANAGEMENT' section of a dashboard. On the left, a sidebar menu includes 'Catalog Management' (selected), 'Sections', 'Categories', 'Brands', 'Colors', 'Attributes', 'Products' (highlighted), and 'Archived Products'. The main content area is titled 'Products/ All Product' and contains a management interface with the following elements:

- A dropdown menu showing '10' items per page.
- A search bar with the placeholder text 'Search...'.
- An 'Export' button with a downward arrow.
- A '+ Add New Product' button.
- A table header with columns: THUMBNAIL, TITLE, PRICE, STOCK, CATEGORY, PUBLISHED, TRENDING, FEATURED, and ACTION.
- A message: 'No data available in table'.
- A status bar: 'Showing 0 to 0 of 0 entries'.
- 'Previous' and 'Next' navigation buttons.

4. Manage abandoned carts to recover lost sales.

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6. Advanced Features

Promotions

1. Find "Coupons" under "Marketing Tools" -> "Marketing".
2. Create discount codes for seasonal sales or special promotions.
3. Set conditions such as minimum order value or applicable categories.
4. Create coupons for specific products or total cart value.

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Payment Gateway Integration

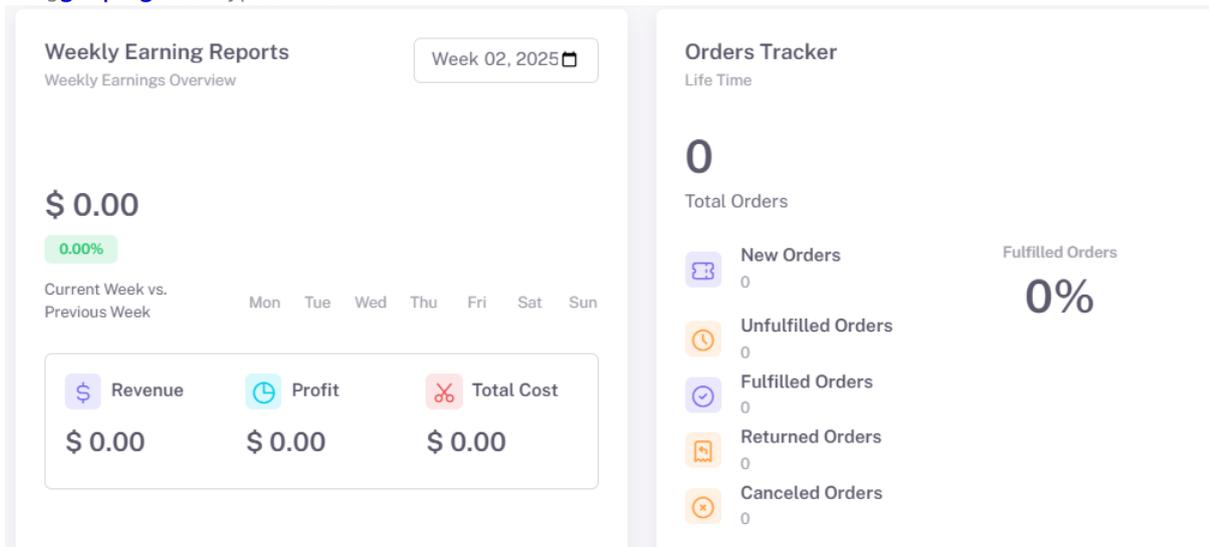
1. Navigate to "Setup and Configuration" -> "Settings" -> "Payment Methods".
2. Connect your store with payment processors like Stripe, PayPal, or Square.
3. Enable multiple payment methods, including credit cards and digital wallets.

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Reporting and Analytics

1. Under "Business Performance", access detailed reports on:
 - Sales performance
 - Earning reports
 - Product popularity
2. Use insights to refine your marketing and sales strategies.

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7. Support and Troubleshooting

1. Access a dedicated support portal for technical assistance.

2. Browse the FAQ section for solutions to common issues.
3. Submit tickets for advanced troubleshooting.

With this E-Commerce Platform, you have all the tools you need to build and scale your online store. From intuitive setup and configuration to advanced analytics and branding features, this platform empowers you to deliver exceptional shopping experiences. Explore the tools and take your e-commerce business to the next level!

Online Store Management

Welcome to your E-Commerce Shop Builder! This guide will help you as a seller manage every aspect of your store — from products and categories to orders and promotions.

1. Managing the Product Catalog

Setting Up Your Catalog

A well-organized product catalog is crucial for showcasing products effectively. Here's how to set it up:

1. Navigate to the Catalog Setup:

- Go to the "Store Management" section of the dashboard and select "Catalog Management."

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2. Create Categories:

- Add categories to organize products by type, season, or any custom grouping.
- Example: "Men's Apparel," "Electronics," or "Sale Items."

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3. Add Products:

- Click on "Add Product."
- Fill in essential details such as name, description, price, SKU, and availability.
- Upload high-resolution product images to enhance visual appeal.

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nd or type unknown

nd or type unknown

4. SEO Optimization:

- Add meta titles, descriptions, and keywords to improve search engine rankings for individual products.

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Pro Tip: Regularly review the catalog to keep categories and products up-to-date.

Adding and Managing Product Variations

Product variations allow you to offer multiple options for a single product, such as sizes, colors, or styles. Here's how to manage them:

1. Navigate to Product Variations:

- Select a product from the catalog and go to the "Variations" tab.

2. Add Variations:

- Define attributes such as size, color, or material.
 - Enter the unique price, SKU, and inventory for each variation.
3. Organize Variations:
 - Use filters to organize variations logically.
 - Example: Group sizes together and colors as sub-options.
 4. Bulk Editing:
 - Use the bulk editing tool to update multiple variations simultaneously.

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Pro Tip: Use high-quality images for each variation to enhance the customer experience.

2. Creating and Managing Coupons

Promotions are key to driving sales and engaging customers. Follow these steps to create and manage coupons:

1. Access the Coupons Section:
 - Go to "Marketing Tools" in the dashboard and select "Coupons."
2. Create a New Coupon:
 - Enter a unique coupon code (e.g., "SUMMER20").
 - Define discount type (percentage or flat amount).
 - Set the expiration date and usage limits (e.g., one-time use).
3. Assign Conditions:
 - Choose specific products, categories, or cart values where the coupon applies.
 - Example: "20% off orders over \$50."
4. Activate and Track Coupons:
 - Activate the coupon and monitor its performance using the built-in analytics tool.

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Pro Tip: Run seasonal campaigns with targeted coupons to attract repeat customers.

3. Using the File Manager

The file manager simplifies the process of uploading and managing media assets for your clients' online stores. Here's how to use it:

1. Access the File Manager:
 - Navigate to the "File Manager" in the "Store Management" section.
2. Upload Files:
 - Drag and drop images, videos, and documents into the file manager.
 - Organize assets into folders for easy access.
3. Optimize Media Files:

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- Use the built-in editor to resize or crop images before assigning them to products or banners.
4. Assign Media to Products:
 - From the product topic, link images or videos stored in the file manager to create engaging visuals.

Pro Tip: Regularly audit the file manager to remove unused files and free up storage space.

4. Tips and Best Practices

1. Maintain Consistency:
 - Ensure uniform formatting for product names, descriptions, and images across the catalog.
2. Analyze Promotions:
 - Use coupon performance data to refine marketing strategies.
3. Use Quality Media:
 - High-resolution images and videos improve user engagement and conversion rates.
4. Stay Organized:
 - Keep categories, product variations, and media assets well-structured to enhance navigation and efficiency.

Managing Payment Methods in Your E-Commerce Store

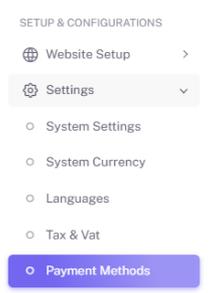
Empower Your Store with Flexible and Secure Payment Options

This guide walks you through how to configure and manage the available payment methods within your E-Commerce Shop Builder store. Offering multiple payment options helps improve customer trust and increases your sales conversion rate.

Setup and Configuration

To configure payment methods for your store:

1. **Log in** to your Store Admin Panel.
2. From the **main dashboard**, go to:
 - Setup and Configuration → Settings → Payment Methods



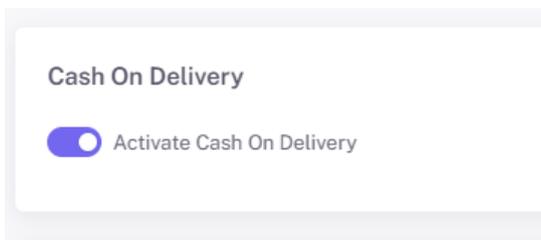
Here, you will see a structured interface showing all available payment options, including **Cash On Delivery (C.O.D.)**, **Stripe**, and **PayPal**.

1. Enable Cash On Delivery (C.O.D.)

Cash On Delivery allows customers to pay for their orders upon delivery — a popular method in certain regions or for customers who prefer offline payment.

Steps to Activate:

- In the **Payment Methods** section, locate **“Cash On Delivery (C.O.D.)”**
- Toggle the **“Activate Cash On Delivery”** switch to **ON**
- If the switch is OFF, the method will be disabled on the checkout page.



Notes:

- No additional configuration is needed
- When active, customers will see **“Pay with Cash on Delivery”** as an option at checkout

2. Configure Stripe Payments

Stripe enables secure online credit/debit card transactions. You need valid API credentials from your Stripe account to activate it.

Steps to Activate Stripe:

In the **Stripe** section under Payment Methods:

1. Enter the required credentials:
 - **Stripe Key (Publishable Key)**
 - **Stripe Secret Key**
2. Click **“Save”** to apply your changes.

Stripe Activation

API Keys

Stripe Key

pk_test_51OCc1xCFkArxkHtbktnfhp38b2w2HQvUqw70jkm0a1cX4ufBZv

Secret key

sk_test_51OCc1xCFkArxkHtbYIGOV1tTNMJWID0SA7gqz3LRMiRNvaaJRu

Activate Stripe Payment

Save

How to Get Your Stripe API Keys:

- Log in to your [Stripe Dashboard](#)
- Go to **Developers** → **API Keys**
- Copy the **Publishable Key** and **Secret Key**
- Paste them into the respective fields in your store

Notes:

- Ensure you're using **Live Keys** for production and **Test Keys** for sandbox testing.
- Test the checkout process before going live.

3. Configure PayPal Payments

PayPal is a widely used global payment platform that supports multiple currencies and secure transactions.

Steps to Activate PayPal:

In the **PayPal** section under Payment Methods:

1. Enter the following credentials:
 - **PayPal Client ID**
 - **PayPal Client Secret Key**
2. Click **“Save”** to enable the integration.

PayPal Activation Production Mode API Keys

PayPal Client ID

AbPWDwqo18OchlA8rKNMp2vFmprNosbfUnmmjVPu4bcrRU8kVYzOmF(

PayPal Client Secret Key

EDAcbwKeDYgg7db7D0HbletsqYH5feoziYm2jxBPmSvyA6lodCVTXZvA

Activate PayPal Payment

Activate PayPal Sandbox - Test Mode

Save

How to Obtain PayPal API Credentials:

- Go to [PayPal Developer Portal](#)
- Sign in and navigate to:
 - **Dashboard** → **My Apps & Credentials**
- Under **Live or Sandbox**, create or select an app to reveal:
 - **Client ID**
 - **Secret Key**
- Copy and paste them into the corresponding fields in your store settings

Notes:

- Enable **PayPal Smart Buttons** for a smoother user experience
- Consider setting up **Sandbox mode** for testing purposes before going live

Saving Your Settings

After configuring your desired payment methods:

1. Click the **“Save”** button at the bottom of the Payment Methods page

2. A confirmation message will appear indicating that the settings have been updated successfully
3. All active payment methods will now appear as options on your store's checkout page

Troubleshooting & Best Practices

Issue	Possible Solution
Payment method not showing	Make sure it's activated and saved
API key errors	Double-check keys from Stripe or PayPal
Transactions failing	Check account status and error logs
Testing environment	Use test credentials from Stripe/PayPal

Summary

Payment Method	Requires Credentials	Toggle Option	Ideal For
Cash On Delivery	No	<input type="checkbox"/> Yes	Local or offline payments
Stripe	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	Credit/Debit Card transactions
PayPal	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	Secure, global payments

By correctly managing these payment methods, you ensure your customers can pay with the method that suits them best — increasing trust and reducing cart abandonment.

Connecting 3rd Party APIs in Your Online Store

Enhance Your Store's Performance, Marketing, and User Engagement

The E-Commerce Shop Builder makes it easy to connect with powerful third-party tools like **Google Analytics**, **Facebook Pixel**, and **Twilio WhatsApp**. These integrations help you monitor performance, improve marketing, and stay connected with your customers.

This guide will walk you through how to activate and configure each available API.

1. Google Analytics Integration

What is Google Analytics?

Google Analytics helps you **understand visitor behavior** on your website. You can track:

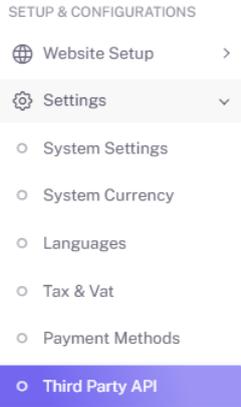
- Pageviews
- Session duration
- Bounce rates
- Conversions
- Which pages or products get the most traffic

This insight is vital for **making informed decisions**, improving content strategy, and maximizing ROI.

How to Set It Up:

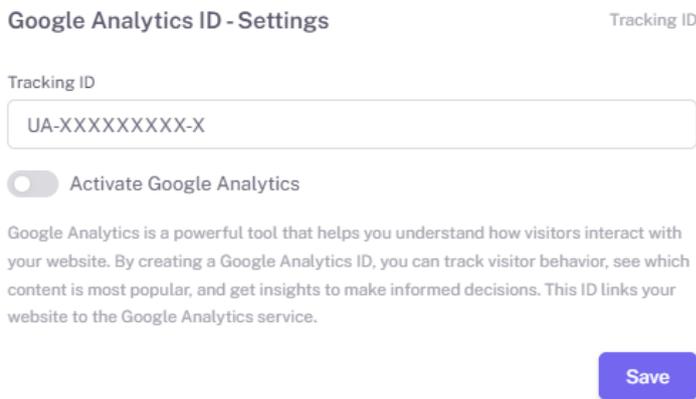
1. Go to your admin panel.
2. Navigate to:

Setup & Configuration > Settings > 3rd Party API



3. In the **Google Analytics** section:

- Enter your **Google Analytics Tracking ID** (e.g., or)
- Toggle the switch **“Activate Google Analytics”** to **ON**
- Click **Save**.



Where to Get Your Tracking ID:

- Log in to your [Google Analytics Account](#)
- Go to **Admin > Property Settings > Tracking ID**
- Copy the ID and paste it into the required field

Once Activated:

- Your website starts sending real-time tracking data to your Google Analytics dashboard
- You can analyze traffic, user behavior, and more from your Analytics account

2. Facebook Pixel Integration

What is Facebook Pixel?

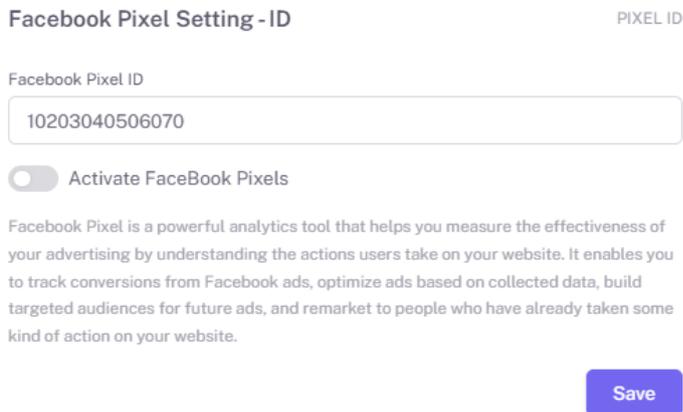
Facebook Pixel helps you **track user activity** on your store and measure the effectiveness of your **Facebook and Instagram ads**. With Pixel, you can:

- Track conversions
- Optimize ad delivery

- Retarget users who visited your site
- Build custom audiences

How to Set It Up:

1. Under the **Facebook Pixel Setting** section:
 - Enter your **Facebook Pixel ID**
 - Toggle the **“Activate Facebook Pixel”** switch to **ON**
 - Click **Save**.



The screenshot shows the Facebook Pixel Setting interface. At the top, it says "Facebook Pixel Setting - ID" and "PIXEL ID". Below this, there is a text input field labeled "Facebook Pixel ID" containing the value "10203040506070". Underneath the input field is a toggle switch labeled "Activate FaceBook Pixels", which is currently turned off. Below the toggle is a paragraph of text explaining the benefits of Facebook Pixel: "Facebook Pixel is a powerful analytics tool that helps you measure the effectiveness of your advertising by understanding the actions users take on your website. It enables you to track conversions from Facebook ads, optimize ads based on collected data, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website." At the bottom right of the form is a blue "Save" button.

Where to Get Your Pixel ID:

- Log in to [Meta Business Suite](#)
- Go to **Events Manager > Data Sources**
- Select your Pixel and copy the **Pixel ID**

Once Activated:

- Pixel starts tracking specific actions (purchases, sign-ups, add-to-cart, etc.)
- You can use this data for more accurate ad targeting and remarketing

3. Twilio WhatsApp Notifications for User Registration

What is Twilio WhatsApp Integration?

This feature enables **automated WhatsApp messages** to users when they register on your site. It's ideal for:

- Instant registration confirmations
- Personalized welcome messages
- Phone number verification

How to Set It Up:

1. In the **Twilio WhatsApp** section:

- Enter your **Twilio SID**
- Enter your **Twilio Token**
- Enter your **Twilio WhatsApp Number** (e.g.,)
- Toggle the **“Activate Twilio WhatsApp Number”** switch to **ON**
- Click **Save**.

Twilio WhatsApp Notifications for User Registration API Keys

Twilio SID

Twilio Token

Twilio WhatsApp Number

Activate Twilio WhatsApp Number

Enables WhatsApp notifications via Twilio API for user registration confirmations. It sends instant messages to users' WhatsApp upon registration, providing a quick and reliable method for user engagement and phone number verification. Customize messages for a personal touch.

Where to Get Your Twilio Credentials:

- Log in to your [Twilio Console](#)
- Go to the **Dashboard**
 - Copy the **Account SID**
 - Copy the **Auth Token**
 - Use the verified WhatsApp number from your Twilio setup

Once Activated:

- New users will receive WhatsApp notifications immediately after registering
- You can customize the welcome message in your store settings or contact support for template guidance

Summary Table

Integration	Purpose	Required Info	Result
Google Analytics	Track user behavior & performance	GA Tracking ID	Analytics data sent to GA dashboard
Facebook Pixel	Optimize Facebook ads & track conversions	Facebook Pixel ID	Tracks actions, builds audiences
Twilio WhatsApp	Send registration confirmations via WhatsApp	SID, Token, WhatsApp Number	Instant messaging to users

Best Practices

- Double-check your credentials before saving
- Monitor each service's dashboard to confirm data is flowing correctly
- Use test registrations or ad previews to verify functionality
- Don't share your API keys or tokens publicly

By connecting these 3rd-party services, you're expanding the capabilities of your online store—making it smarter, faster, and more customer-focused.

Need help? Reach out to your reseller or support team to assist with the integration process.