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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4. SEO Optimization:
   - Add meta titles, descriptions, and keywords to improve search engine rankings for individual products.
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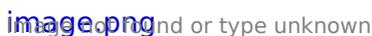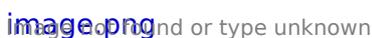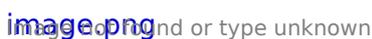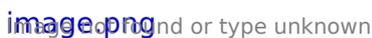
Pro Tip: Regularly review the catalog to keep categories and products up-to-date.

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."
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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).
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3. Assign Conditions:
    - Choose specific products, categories, or cart values where the coupon applies.
    - Example: "20% off orders over $50."
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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.
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2. Upload Files:
    - Drag and drop images, videos, and documents into the file manager.
    - Organize assets into folders for easy access.
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3. Optimize Media Files:

- 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.

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