

# 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.

SHIPPING AND LOGISTICS

Shipping

SETUP & CONFIGURATIONS

Website Setup

Menu

Sliders & Banners

Footer

Cms Pages

Features Activation

Menu Links/All Menu Links

Add New Menu Link

Menu Title

Add Menu Title

Menu Link

Enter attribute Value

Submit

### 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.

SETUP & CONFIGURATIONS

Website Setup

Menu

Sliders & Banners

Footer

Cms Pages

Features Activation

Settings





Team Members

You Can Manage The Main Home Banner Sliders Here.

10

Search..

+ Add New Banner

#	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"/>	

Showing 1 to 2 of 2 entries

Previous1

### Footer

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

Shipping >

Website Setup

Menu

Sliders & Banners

Footer

Cms Pages

Features Activation

Settings >

Team Members >

Apps >

Top Footer Area

Title

"Unlock the door to endless possibilities. Shop, experience, and embrace a world of convenience at your fingertips."

Description

Stay ahead of the curve. Join our newsletter for a daily dose of inspiration, insider tips, and exclusive offers that will elevate your shopping experience.

Submit

Social Media

#

## CMS Topics

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

Shipping >

Website Setup

Menu

Sliders & Banners

Footer

Cms Pages

Features Activation

Settings >

Team Members >

Cms Pages /All Pages

10

Search..

Export

+ Add New P

ID	TITLE	SHARED URL	STATUS	AC
1	About Us	https://demo92.shoptoday.live/pages/about-us	<input checked="" type="checkbox"/>	<a href="#">Edit</a>
2	Terms and Conditions	https://demo92.shoptoday.live/pages/terms-conditions	<input checked="" type="checkbox"/>	<a href="#">Edit</a>
3	Privacy Policy	https://demo92.shoptoday.live/pages/privacy-policy	<input checked="" type="checkbox"/>	<a href="#">Edit</a>

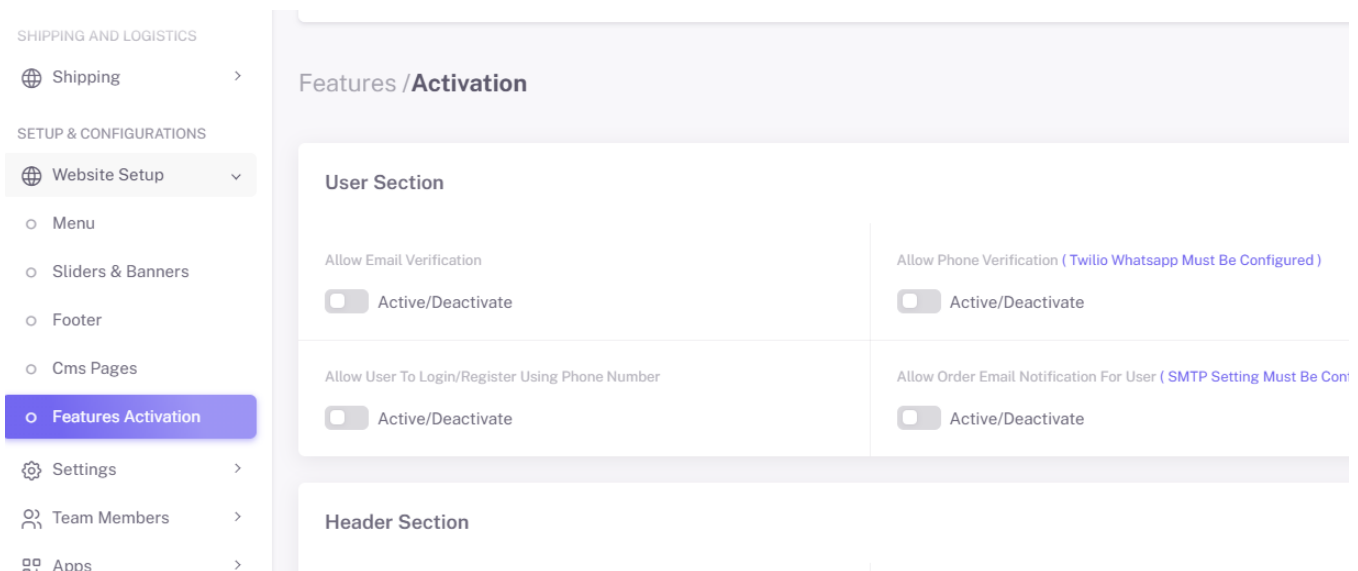
Showing 1 to 3 of 3 entries

Previous

1

## Features Activation

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



## 2. Configuring System Settings

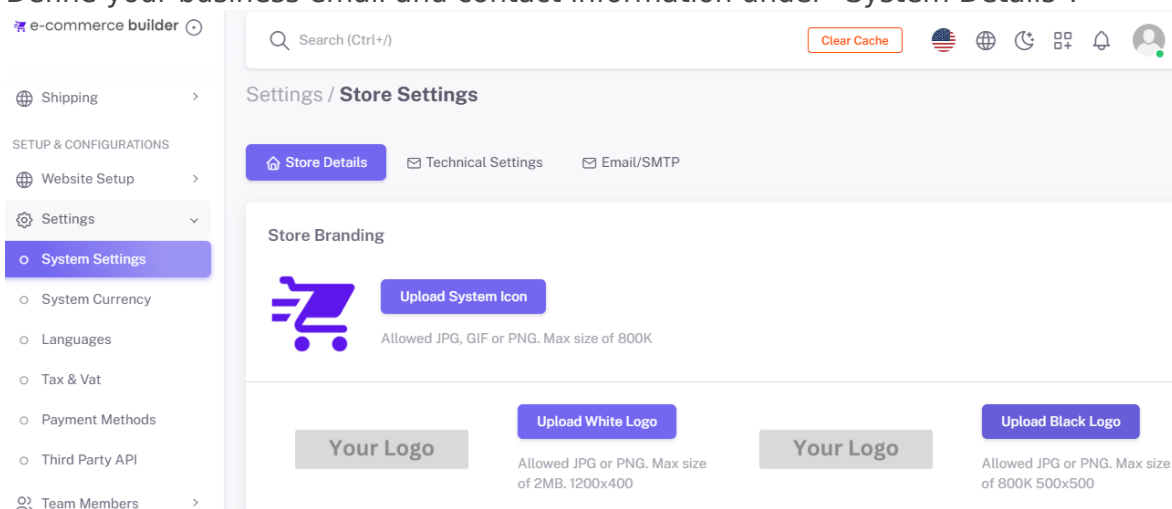
Proper system settings ensure your store operates smoothly. Here's how to configure them:

### 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

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

The screenshot shows the 'Add New Tax Or Vat' form. On the left is a sidebar with 'Settings' expanded and 'Tax & Vat' selected. The form fields include: 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), and End Date (mm/dd/yyyy). There are 'Submit' and 'Cancel' buttons at the bottom.

**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.

The screenshot shows the 'Currencies / All Currencies' page. It has a sidebar with 'System Currency' selected. The main area features a table with columns: #, NAME, CODE, SYMBOL, EXCHANGE RATE - USD, STATUS, and ACTION. There is one entry for 'US Dollar' with code 'USD' and symbol '\$'. The exchange rate is '1'. The status is 'ON'. There are buttons for 'Add New Currency', 'Export', and 'Search..'. At the bottom, it says 'Showing 1 to 1 of 1 entries'.

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

The screenshot shows the 'Add New Currency' form. It has four input fields: 'Currency Name' (Eg. United States USD), 'Currency Code' (Eg. USD), 'Currency Symbol' (Eg. \$), and 'Exchange Rate In USD' (exchange rate in USD). There are 'Close' and 'Save changes' buttons at the bottom.

**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.

SHIPPING AND LOGISTICS

Shipping

Active Methods

Delivery Options

Shipping Countries

Shipping States

Shipping Cities

SETUP & CONFIGURATIONS

Website Setup

Add New Delivery Option

Name

e.g Express

Description

e.g get your products in

Shipping & Handling Fees

0

Minimum Delivery Days

0

Max Delivery Days

0

Icon

Select Icon

Submit

Cancel

**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.

STORE MANAGEMENT

Catalog Management

Sections

Categories

Brands

Colors

Attributes

Products

Archived Products

Products/ All Product

10

Search..

Export

Add New Product

	THUMBNAI	TITLE	PRICE	STOCK	CATEGORY	PUBLISHED	TRENDING	FEATURED	ACTION
No data available in table									
Showing 0 to 0 of 0 entries									

Previous

Next

1

Product Details  
Setup Product Details

>

2

Product Price  
Price, Return Policy & Stock

>

3

Product Images  
Thumbnail & Gallery

>

3

SEO & Meta Data  
Meta Title, Keywords and Description

Product Details

Main information of the product.

Product Title

Enter Product Title

Select Category

Nothing selected

Brand

Nothing selected

Product Unit

Unit (e.g. KG, Pc etc)

What's In the box?

Type and hit enter to add a box Content

Product Tags For Search Purpose

Type and hit enter to add a tag

Product Description

Sans Serif Normal B I U S A X<sub>2</sub> X<sup>2</sup> H<sub>1</sub> H<sub>2</sub> ” “ ‹ › ≡ ≡ ≡ ≡ ¶ ≡ 🔗 📷 📄 f<sub>x</sub>

## Organize Products

- Go to "Catalog Management" -> "Categories".
- Create categories and tags for easier navigation.

STORE MANAGEMENT

Catalog Management

Sections

Categories

Brands

Colors

Attributes

Products

Archived Products

Orders

Categories/ All Categories

10

Search..

Export

Add New Category

#ID	NAME	PARENT CATEGORY	SECTION	STATUS	SHOW IN MENU	FEATURED	HOME CATEGORY	ACTION
1	Women Fashion	Root	Fashion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Monitors	Root	Computers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Accessories & Supplies	Root	Electronics	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5	Computer Towers	Root	Computers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

## Optimize for SEO

1. Add meta titles and descriptions for each product.
2. Use keywords relevant to your niche to improve search engine visibility.

1

Product Details  
Setup Product Details

>

2

Product Price  
Price, Return Policy & Stock

>

3

Product Images  
Thumbnail & Gallery

>

3

SEO & Meta Data  
Meta Title, Keywords and Description

SEO DATA

Very important for Search Engine

Meta Title

Meta Description

Meta KeyWords

Type and hit enter to add a tag

Meta Image

Choose File

No file chosen

← Previous

Submit

## Order Processing

1. View and manage orders from the "Orders" dashboard under "Store Management".
2. Generate invoices and packing slips with one click.
3. Update order status (e.g., Processing, Shipped, Completed).

4. Manage abandoned carts to recover lost sales.

image.png and or type unknown

image.png and or type unknown

## 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.

image.png and or type unknown

### Payment Gateway Integration

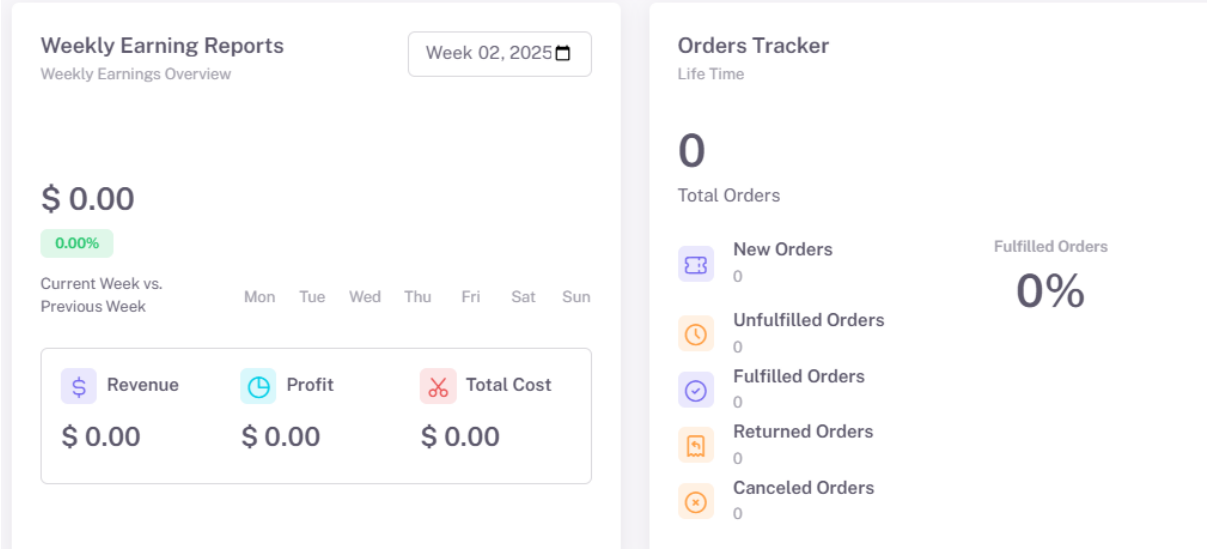
1. Navigate to "Setup and Configuration" -> "Settings" -> "Payment Methods".
2. Connect your store with payment processors like Stripe, PayPal, or Square.
3. Enable multiple payment methods, including credit cards and digital wallets.

image.png and or type unknown

### 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.

image.png and or type unknown



## 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!

---

Revision #3

Created 7 January 2025 06:43:12 by Admin

Updated 13 April 2025 00:47:10 by Admin