



EasyStoreMaker PRO 

***User Guide
Version 4.4***



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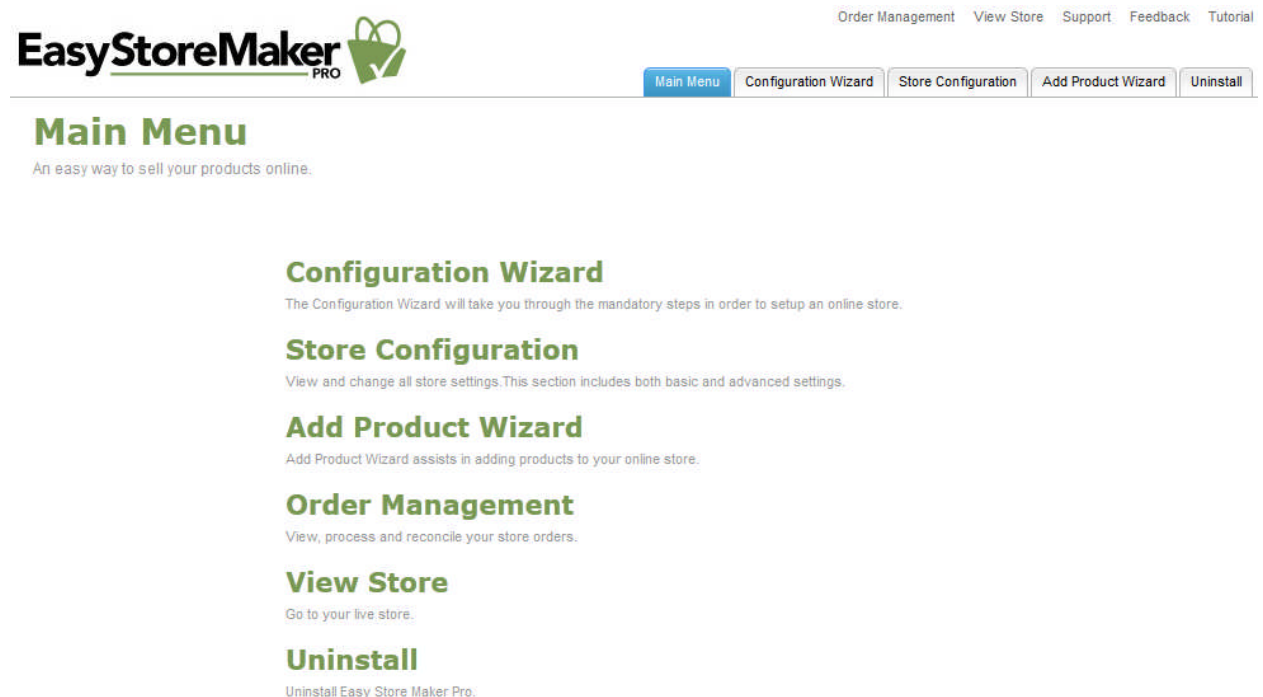
1 Introduction

EasyStoreMaker Pro 4 is an online ecommerce tool that allows users to create a dynamic storefront. With EasyStoreMaker Pro, users can easily incorporate various payment options, product catalogues, international currencies, local tax calculations, shipping/ handling calculations, language conversions, and auto messaging.

TO LAUNCH EASYSTOREMAKER PRO:

- Click on the **EasyStoreMaker Pro icon**.

The application opens in a new window:



1.1 Navigation

The main menu is located on the top-right corner of EasyStoreMaker Pro.

- **Main Menu:** links you to the main page within EasyStoreMaker Pro
- **Configuration Wizard:** will take you through the 10 mandatory steps in order to setup an online store
- **Store Configuration:** allows you to view and change all store settings
- **Add Product Wizard:** assists in adding products to your online store.
- **Order Management:** allows you to view, process and reconcile your store orders
- **View Store:** allows you to view live store
- **Order Management:** allows you to view, process and reconcile your store orders
- **View Store:** allows you to view live store

- **Support:** opens online help files for EasyStoreMaker Pro in a new window
- **Feedback:** allows you to send feedback concerning EasyStoreMaker Pro
- **Tutorial:** will take you to the screen that contains tips concerning the usage of the EasyStoreMaker Pro

2 EasyStoreMaker Pro

2.1 Configuration Wizard

The Configuration Wizard is a 10 step guide through the store setup. The Configuration Wizard includes an option for U.S. customers to setup a First Data merchant account and payment gateway. Only United States residents have the option to setup a First Data merchant account, residents outside of the U.S. are not able to see this step in the Configuration Wizard.

TO LAUNCH CONFIGURATION WIZARD:

1. Click **Configuration Wizard**.
2. Complete the following:

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Contact

Enter your company contact information.
You may choose to display this information in the footer of your store.

Contact Details

Company Name:

Address:

City:

State/Province:

Country:

Zip/Postal Code:

Phone:

Email:

Hide Address/Phone in Footer: ☒ Enable ☐ Disable

*Mandatory


- **Company Name** – enter your company name.
- **Address** – enter your company address.
- **City** – enter a city where you company is based.
- **State/Province** – enter a state or province where you company is based.
- **Country** – enter a county where you company is based.

Note: Selecting “United States” from the Country drop-down, provides the option to setup a First Data merchant account in step 8.

- **Zip/Postal Code** – enter your company’s zip or postal code.
- **Phone** – enter your company’s phone number.
- **Hide Address/Phone in Footer** – allows you to hide your mailing address from the
- **Email** – enter your company’s email address.

3. Click **Next**.

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Store

Your Store information will be displayed in the header portion of your online store.

Store Details

Store Name:

Current image:

Image Path:

Set

Image Upload: Choose File No file chosen

Upload

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. <http://domain.com/images/example.gif>).
 Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

- **Store Name** – enter your store name.

- **Image Path** – enter URL to your store logo


Note: Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. <http://domain.com/images/example.gif>). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

- **Image Upload** – allows you to upload your store logo from your PC.

Note: To upload image click **Chose File**, select image file on your PC, click **Open**, click **Upload**.

- Click **Next**.
- Complete the following:

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Messages

Messages will be displayed to your customers on your store.

Message Details

Introduction Message:

Thank You Message:

Apply "Thank You Message" to completed order email?:
 ☐ Yes
 ☒ No

Download File Message:


Maintenance Message:

Disclaimer Notice: ☐ Apply Disclaimer

Privacy Statement: ☐ Apply Privacy

- **Introduction Message** – displays on your storefront main page.
- **Thank You Message** – displays whenever a customer successfully places an order at your store.
 - **Apply "Thank You Message" to completed order email?** – allows you to enable/disable thank you message.
- **Download File Message** – displays to customers who purchase a downloadable product from your store.
- **Maintenance Message** – displays during an interruption in service of your store.
- **Disclaimer Notice, Privacy Statement** - if you wish to have links at the bottom of your store's pages which will display a "Disclaimer Notice and/or Privacy Statement", check the box beside the applicable message areas and enter your text.

6. Click **Next**.



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Store Settings

Global settings for your product SKUs, product weight unit, product sorting and product grouping.

Store Setting Details

Product SKU

SKU Generation:* ☐ Custom ☒ Automatic

Product Weight

The weight unit will be implied when setting a product weight attribute.

Weight Unit:* ☐ lbs ☒ kg ☐ oz ☐ g

Product Sort and Group

Products may be sorted and/or grouped when displayed on the storefront page.

Sort Products: ☐ Apply Sort

Sort All Products by:

Group Products: ☐ Apply Group

Group Products Marked as:

On:

In:

In:

*Mandatory

- **Product SKU** – choose Custom or Automatic.
- **Product Weight** – choose the unit of measurement for the product.
- **Product Sort and Group** section, specify how catalog items are displayed.
 - To sort catalog items:
 - Click **Apply Sort**.
 - **Sort All Products by** – select Product Name, SKU Number, or Price.
 - **In** – select Ascending Order or Descending Order.
 - To group catalog items:
 - Click **Apply Group**.
 - **Group Products Marked as** – select Sold Out, Backordered, Discontinued, New, or Sold Out.
 - **On** – select Top or Bottom.
 - **In** – select Ascending Order or Descending Order.
- 7. Click **Next**.
- 8. Complete the following:



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Configuration Wizard

Order Configuration

Assign a password for the Order Management interface.
You may also choose to receive Email notifications for orders placed on your store.

Order Configuration Details

Login Information

URL: <https://secure1.securewebexchange.com/cgi-bin/online/orderspro.php>

User Name:

Password:*

Confirm Password:*

Email Notification

You will be notified via Email whenever an order is placed.

Email Notification: ☐ Enable ☒ Disable

Email Address:

Language

Select the language the order management interface will appear in.

Language:

*Mandatory

- **Password** – enter administrator's password.
- **Confirm Password** – confirm administrator's password.
- **Email Notification** – to receive email notifications when orders have been made through the store, select **Enable** and provide an email address where the notifications are to be sent.
Note: Sensitive information, such as credit card numbers, will not be transmitted through email.
- **Language** – select the language that you would like your order processing interface to use

9. Click **Next**.

10. Complete the following:



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Payment Types

Please choose the payment types that your store will accept.
You must select at least one payment type.

Payment Type Details

☒ Credit Card
☒  Visa
☐ Other
☐ Include Credit Card Verification Number ?

☒  MasterCard
☐  American Express
☐  Discover

☐ Check / Cheque
☐ Personal ☐ Certified / Money Order
 Instructions:

☐ C.O.D.
 Instructions:

- **Credit Card** - select the checkbox for each payment method that your store accepts.
Note: For credit card payments, select the checkbox for all accepted cards. If the card is not displayed, select Other and add the credit card type
- **Check/Cheque and C.O.D.** – for money orders and COD (Cash on Delivery), you may wish to fill out the applicable Instructions section. This will provide details to your customers on Check/Cheque payee specifications and other notable details for payment.

11. Click **Next**.



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Currency

Set the currency to use for your store.

Currency Details

☒ Include the currency symbol on all store pages.

Code	Symbol	Currency Name	
USD	\$		<input checked="" type="radio"/>
MXN	\$		<input type="radio"/>
CAD	\$		<input type="radio"/>
EUR	€		<input type="radio"/>
GBP	£		<input type="radio"/>
AUD	\$		<input type="radio"/>
ZAR	R		<input type="radio"/>
...			<input type="radio"/>

12. Select currencies from the list by click on the circle to the right of the currency type.

13. Click **Next**.

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Payment Gateways

Payment Gateways allow you to accept real-time credit card payments.
Transactions can only be processed if your store currency matches the currency selected in your payment gateway.

Payment Gateway List

☐ Enable online credit card transactions using the gateway below.

Payment Gateways	
Authorize.net	<input type="radio"/>
CardService - LinkPoint	<input type="radio"/>
Cybersource	<input type="radio"/>
ECHO	<input type="radio"/>
eSelectplus	<input type="radio"/>
E-xact, Secure E-commerce Transactions	<input type="radio"/>
GoelMerchant	<input type="radio"/>
IntelliPay	<input type="radio"/>
MerchantPartners	<input type="radio"/>
PayFlowPro	<input type="radio"/>
Paymentech	<input type="radio"/>
PayPal	<input type="radio"/>
Plug'n Pay	<input type="radio"/>
PsiGate	<input type="radio"/>
QuickCommerce	<input type="radio"/>
SkipJack	<input type="radio"/>

CancelApply

Payment Gateway Details

Gateway Name: *

Currency: *

Status: ☐ Enable ☐ Disable

*Mandatory

CancelApply

14. Payment Gateways allow you to accept real-time credit card payments. Transactions can only be processed if your store currency matches the currency selected in your payment gateway.
15. Click **Next**.


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Shipping Methods

A minimum of 3 shipping methods are required: one Regional, one National and one International. However, in many cases you may want to offer multiple shipping choices to your customers. All 'Shipping Method Details' fields must be completed.

Shipping Method List

Global Shipping Settings
 You can set a maximum shipping value based on the Quantity or the Weight of the order.

Maximum to Ship: ☐ ☒ Unlimited

Based On: ☒ Quantity ☐ Weight

Regional	
Regional	<input type="radio"/>
National	
National	<input type="radio"/>
International	
International	<input type="radio"/>

Cancel
Apply

Shipping Method Details

Status: ☒ Enable ☐ Disable

Method Name:

Instructions:

Charge Taxes: ☒ Yes ☐ No

Type:

Range:

Range Cost

From: Zero To: Unlimited * Add:

Cancel
Apply

16. Set up shipping method(s) for you store.

Note: To create a shipping method under a specific shipping category, click the **+** symbol beside the applicable category, fill in all applicable information and click **Apply**.

17. Click **Next**.

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Templates

Select a style for your store.

Template List

Category: General

Template Details

Template ID: default

Products per page: 12

Product Showcase: No

Random Products: 0

Supported Languages: English, Français, Español, Español (México), Italiano, Português, Deutsch

Image Sizes

Select the size of the product images on your store. All image dimensions are measured in pixels.

Main Image:	Width:	102	px	Height:	89	px
Thumbnail Image:	Width:	60	px	Height:	60	px

[Restore Defaults](#)

Template Colors

Customize the look of your store with the following template colors. (use HTML color codes, ex: #ffffff)

Table Border:	#DDDDDD	
Table Shading:	#FFFFFF	

18. Select the template and set up its layout.
19. Click **Next**

2.2 Store Configuration

Allows you to view and change all store settings. This section includes both basic and advanced settings.

2.2.1 Store Status

Displays number of orders, products and cataloges, registered customers and store status..

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Store Status
Overview of your store.

Order Information
Orders Open: 0
Orders Filled: 0

Product Information
Product Count: 2
Catalog Count: 0

Customer Information
Registered Customers: 0

Store Information
Store Status: Ok

2.2.2 Company

Allows you to edit your contact and store information.

TO EDIT CONTACT INFORMATION:

1. Click **Contact**.
2. Edit the following:

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Main Menu Configuration Wizard **Store Configuration** Add Product Wizard Uninstall

Contact
Enter your company contact information.
You may choose to display this information in the footer of your store.

Contact Details

Company Name: test

Address: test 123

City: toronto

State/Province: ON

Country: Canada

Zip/Postal Code: M4B1B3

Phone: 123456789

Hide Address/Phone in Footer: ☒ Enable ☐ Disable

Email:

*Mandatory

Cancel Apply

- **Company Name** – edit your company name.
- **Address** – edit your company address.
- **City** – edit a city where you company is based.
- **State/Province** – edit a state or province where you company is based.
- **Country** – edit a county where you company is based.

Note: Selecting “United States” from the Country drop-down, provides the option to setup a First Data merchant account in step 8.

- **Zip/Postal Code** – edit your company’s zip or postal code.

- **Phone** – edit your company's phone number.
 - **Hide Address/Phone in Footer** – allows you to hide your mailing address from the
 - **Email** – edit your company's email address.
3. Click **Apply**.

TO EDIT STORE INFORMATION:

1. Click **Store**.
2. Edit the following:

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Store

Your Store information will be displayed in the header portion of your online store.

Store Details

Store Name: star-marketplace.com Tienda en línea

Current image:

Image Path:

Image Upload: Choose File No file chosen Upload

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. <http://domain.com/images/example.gif>). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

Set

Cancel Apply

- **Store Name** – edit your store name.
- **Current image** – displays current logo path.
- **Image Path** – edit URL to your store logo

Note: Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. <http://domain.com/images/example.gif>). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

- **Image Upload** – allows you to upload your store logo from your PC.

Note: To upload image click **Chose File**, select image file on your PC, click **Open**, click **Upload**.

3. Click **Apply**.

2.2.3 Templates

Allows you to select a style for your store.

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Templates

Select a style for your store.

Template List

Category: General

Template Details

Template ID: default

Products per page:

Product Showcase: No

Random Products: 0

Supported Languages: English, Français, Español, Español (México), Italiano, Português, Deutsch

Image Sizes

Select the size of the product images on your store. All image dimensions are measured in pixels.

Main Image:	Width:	<input type="text" value="102"/>	px
	Height:	<input type="text" value="89"/>	px
Thumbnail Image:	Width:	<input type="text" value="60"/>	px
	Height:	<input type="text" value="60"/>	px

[Restore Defaults](#)

Template Colors

Customize the look of your store with the following template colors. (use HTML color codes, ex: #ffffff)


Table Border:	<input type="text" value="#DDDDDD"/>	
Table Shading:	<input type="text" value="#FFFFFF"/>	

2.2.4 Preferences

Allows you to change your store language, messages which displays to your customers, order configuration, store settings and SSL details.

TO CHANGE LANGUAGE:

1. Click **Store Language**.



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- Retail Settings** <
- Customers**

Store Languages

Enable the languages you wish to make available on the storefront.
At least one language must be enabled and one language must be selected to appear by default.
Note: Only languages supported by your selected template will be available on your storefront.

Store Language Details

Available Languages


English	<input type="radio"/>
Français	<input type="radio"/>
Deutsch	<input checked="" type="radio"/>
Español	<input type="radio"/>
Español (México)	<input type="radio"/>
Português	<input type="radio"/>
Italiano	<input type="radio"/>

Default Language: Deutsch

2. Select store language.
3. Click **Apply**.

TO EDIT MESSAGES:

1. Click **Messages**.



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- SSL
- Catalogs**
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- Payments** <
- Shipping Methods**
- Retail Settings** <
- Customers**

Messages

Messages will be displayed to your customers on your store.

Message Details

Introduction Message: ¡Bienvenido a mi tienda!

Thank You Message: Gracias. ¡Vuelva pronto! Recibirá su pedido en breve.

Apply "Thank You Message" to completed order email?:
☐ Yes ☒ No

Download File Message: Para descargarlo, haga clic en el nombre del archivo y guárdelo en su disco local.

Maintenance Message: En este momento nuestra tienda está fuera de servicio por mantenimiento. Por favor, inténtelo de nuevo más tarde.

Disclaimer Notice: ☐ Apply Disclaimer

Privacy Statement: ☐ Apply Privacy

2. Edit required message(s).
3. Click **Apply**.

TO MANAGE ORDER CONFIGURATION:

1. Click **Order Configuration**.
2. Edit the following:

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Order Configuration

Assign a password for the Order Management interface.
You may also choose to receive Email notifications for orders placed on your store.

Order Configuration Details

Login Information

URL: <https://secure1.securewebexchange.com/star-marketplace.com/cgi-bin/online/orderspro.php>

User Name: star-marketplace.com

Password:*

Confirm Password:*

Email Notification

You will be notified via Email whenever an order is placed.

Email Notification: ☐ Enable ☒ Disable

Email Address:

Language

Select the language the order management interface will appear in.

Language:

*Mandatory


Cancel Apply

- **Password** – edit administrator's password.
- **Confirm Password** – confirm administrator's password.
- **Email Notification** – to receive email notifications when orders have been made through the store, select Enable and provide an email address where the notifications are to be sent.
Note: Sensitive information, such as credit card numbers, will not be transmitted through email.
- **Language** – edit the language that you would like your order processing interface to use

3. Click **Apply**.

TO MANAGE STORE SETTINGS:

1. Click **Store Setting**.
2. Edit the following:



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Payments <

Shipping Methods

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Customers

Store Settings

Global settings for your product SKUs, product weight unit, product sorting and product grouping.

Store Setting Details

Product SKU
 When creating a new product, you have the choice of using a custom SKU number or an automatically generated SKU number.
 SKU Generation:* ☐ Custom ☒ Automatic

Product Weight
 The weight unit will be implied when setting a product weight attribute.
 Weight Unit:* ☐ lbs ☒ kg ☐ oz ☐ g

Product Sort and Group
 Products may be sorted and/or grouped when displayed on the storefront page.

Sort Products: ☐ Apply Sort
 Sort All Products by:

In:

Group Products: ☐ Apply Group
 Group Products Marked as: On:

In:

*Mandatory

- **Product SKU** – choose Custom or Automatic.
 - **Product Weight** – choose the unit of measurement for the product.
 - Product Sort and Group section, specify how catalog items are displayed.
 - To sort catalog items:
 - Click **Apply Sort**.
 - Sort All Products by – select Product Name, SKU Number, or Price.
 - **In** – select Ascending Order or Descending Order.
 - To group catalog items:
 - Click **Apply Group**.
 - Group Products Marked as – select Sold Out, Backordered, Discontinued, New, or Sold Out.
 - **On** – select Top or Bottom.
 - **In** – select Ascending Order or Descending Order.
3. Click **Apply**.

TO VIEW SSL LINK:

- Click SSL.

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SSL

Your SSL will be automatically set to the following link.

SSL Details

Secure Socket Layer: <https://secure1.securewebexchange.com/star-marketplace.com/cgi-bin/online/storepro.php>

2.2.5 Catalogs

Allows you to create catalogs to organize your products.

TO CREATE CATALOG:

1. Click **Add Catalog**.
2. Complete the following:

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Catalogs

Create catalogs to organize your products.

Catalog List

Default Catalog: None Specified

[+ Add Catalog](#)

Catalogs

Sort in: Select an Order

[Cancel](#) [Apply](#)

Catalog Details

Catalog ID: N/A

Name:

Description:

Current image:

Image Path: [Set](#)

Image Upload:

[Choose File](#) No file chosen [Upload](#)

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. http://domain.com/images/example.gif). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

☐ Apply Catalog Product Sort

☐ Apply Group

Status: ☒ Enable ☐ Disable

[Cancel](#) [Apply](#)

- **Name** – enter catalog name.
- **Description** – enter catalog description.

- **Current image** – displays URL of the current catalog image.
- **Image Path** – enter catalog image URL. Click **Set**.
- **Image Upload** – to upload catalog image click **Choose file**, locate the image on your PC, click **Open** and click **Upload**.

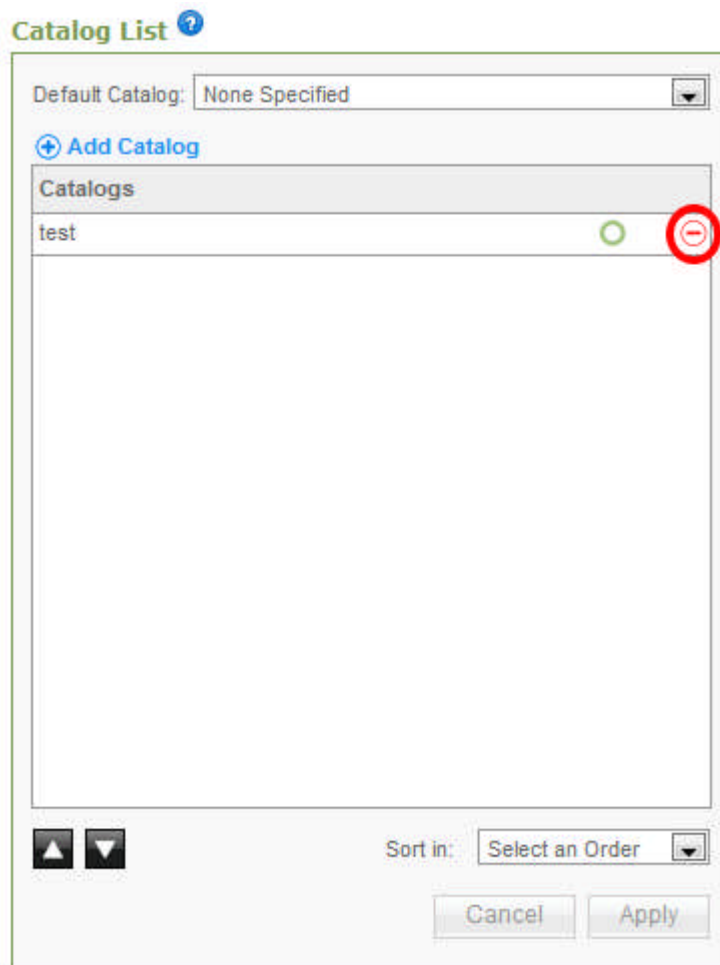
Note: Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. <http://domain.com/images/example.gif>). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

- **Apply Catalog Product Sort** – allows you to enable catalog product sort.
- **Apply Group** – allows you to enable groups in the catalog.
- **Status** – select catalog status.

3. Click **Apply**.

TO DELETE CATALOG:

1. Click **Mark for deletion**.



2. Click **Apply**.

2.2.6 Products

Allows you to manage store products.

To ADD PRODUCT:

1. Click **Add Product**.
2. Enter product details:

Product Details

- **Product Type** – select product type.
 - **Product Name** – enter product name.
 - **Description** – enter product description.
 - **Price** – enter product price.
 - **Apply Sale Price** – allows you to enable sale price.
 - **Weight** – enter product weight.
 - **Max. Quantity/Order** – enter product maximum quantity.
 - **SKU Number** – automatically generates SKU number or allows you to enter custom SKU number.
 - **Hide** – allows you to hide product on main page, in catalogs or on random page.
 - **Taxes** – allows you to disable taxes.
 - **Mark As** – allows you to mark product as sold out, backordered, discontinued, new or on sale.
3. Complete product prompt:

Product Prompt

Ask the customer questions about the configuration of the product they would like to purchase.

Prompts	
Prompt 1	<input type="radio"/>
Prompt 2	<input type="radio"/>

Product Prompt Information

Ask For:
e.g. Choose Size

Values:
e.g. SMALL, MEDIUM, LARGE, XLARGE

Note: Product Prompts allows you to fill in additional options for your item; such as size or color.

- **Ask For** – enter option name.
 - **Values** – enter option value.
4. Click **Apply**.
 5. Upload product images:

Product Images

Add a thumbnail image and default for your product. You may also add multiple product images to be displayed within the product gallery.

Images	
Thumbnail Image	<input type="radio"/>
Default Image	<input type="radio"/>
Image 2	<input type="radio"/>
Image 3	<input type="radio"/>
Image 4	<input type="radio"/>
Image 5	<input type="radio"/>

Image Information

Current image:

Name:

Image Path:

Upload: No file chosen

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. http://domain.com/images/example.gif). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

Note: Add a thumbnail image and default for your product. You may also add multiple product images to be displayed within the product gallery.

- **Current image** – displays current image path.
 - **Name** – displays image name.
 - **Image Path** – enter image path and click Set or upload image.
 - **Upload** – allows you to upload image from your PC. Click **Choose File**, locate image on your PC, click **Open** and click **Upload**.
6. Click **Update**.
 7. Complete product discount:

Product Discount

Apply Discount: ☐ Enable ☒ Disable

Orders Exceeding:

Receive a Discount of: ☒ % ☐ Funds

Discount Message: ☐ Apply Discount Message

Note: Allows you to enable/disable product discount.

- **Orders Exceeding** – enter quantity for exceeding orders.
- **Receive a Discount of** – select discount type.
- **Discount Message** – allows you to enter discount message.

8. Complete product stock level:

Product Stock Level

Keep track of your products through running totals of current stock levels. When a stock reaches the given warning level, an email notification will be sent to your store email address. If Stock Check is enabled, the product will be marked as "Sold Out" when the stock reaches zero.

Apply Stock Counter: ☐ Enable ☒ Disable

Current Stock Level:

Stock Warning Level:

Apply Stock Check: ☐ Enable ☒ Disable

Note: Keep track of your products through running totals of current stock levels. When a stock reaches the given warning level, an email notification will be sent to your store email address. If Stock Check is enabled, the product will be marked as "Sold Out" when the stock reaches zero.

- **Apply Stock Counter** – allows you to enable/disable stock counter.
- **Current Stock Level** – enter product's current stock quantity.
- **Stock Warning Level** – enter product's stock warning quantity.
- **Apply Stock Check** – allows you to enable/disable stock check.

9. Assign to catalog.

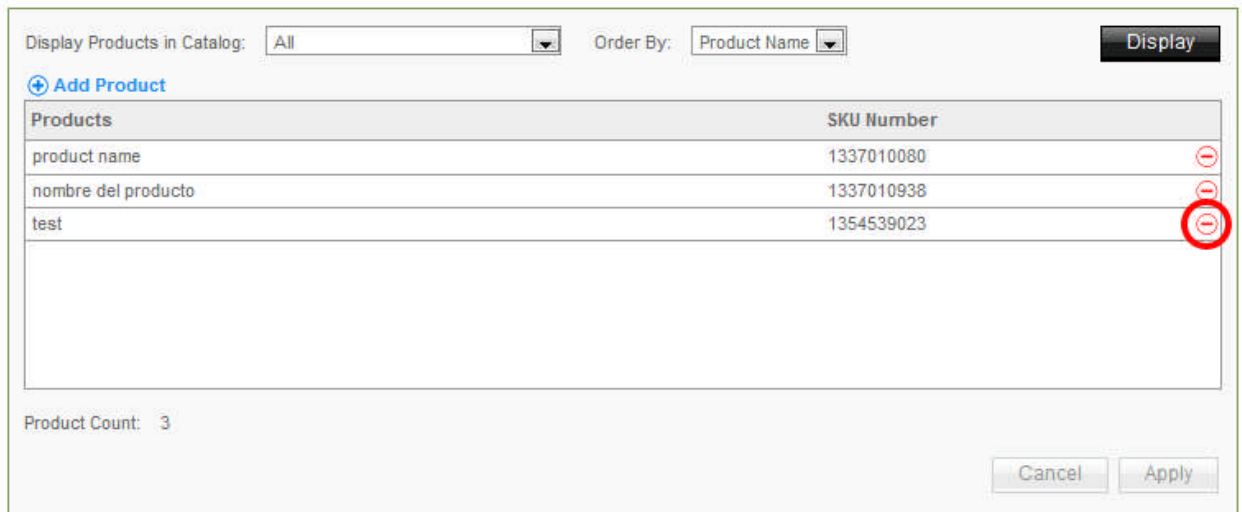
Assign To Catalogs

The dialog box titled "Assign To Catalogs" contains a list box with the text "test" and a scroll bar on the right. Below the list box is a large empty rectangular area.

10. Click **Apply**.

TO DELETE PRODUCT:

1. Click **Mark for deletion**.

Product List

The "Product List" dialog box features a header section with "Display Products in Catalog:" (set to "All"), "Order By:" (set to "Product Name"), and a "Display" button. Below this is a "+ Add Product" link. The main area is a table with two columns: "Products" and "SKU Number". It lists three items: "product name" (SKU 1337010080), "nombre del producto" (SKU 1337010938), and "test" (SKU 1354539023). Each row has a red minus icon in the right margin, with the icon for the "test" row circled in red. At the bottom left, it shows "Product Count: 3". At the bottom right are "Cancel" and "Apply" buttons.

Products	SKU Number
product name	1337010080
nombre del producto	1337010938
test	1354539023

2. Click **Apply**.

TO IMPORT PRODUCT:

1. Click **Product Import**.
2. Complete the following:

The screenshot shows the 'Product Import' section of the EasyStoreMaker Pro 4.4 application. On the left is a sidebar menu with options: Store Status, Company, Templates, Preferences, Catalogs, Products (selected), Product Management, Product Import, Product Export, Payments, Shipping Methods, Retail Settings, and Customers. The top navigation bar includes links for Order Management, View Store, Support, Feedback, Tutorial, Main Menu, Configuration Wizard, Store Configuration (active), Add Product Wizard, and Uninstall. The main content area is titled 'Product Import' and contains instructions for importing products from CSV or MS Excel files. It includes a 'Product Import Instructions' section with a question 'Do you want to replace all products in your store?' and radio buttons for 'No' (selected) and 'Yes'. Below this is a 'Choose File' button and an 'Upload' button.

- **Do you want to replace all products in your store?** – allows you to replace or not to replace all products in your store.

- **Choose file** – select CSV or MS Excel file on your PC.

3. Click **Upload**.

Note: There are two types of imports: The first type is to append (add) products to your store. The second is to replace all products in your store. If you select "yes" to replacing all products in your store, all current store products will be erased and replaced by the imported data.

TO EXPORT PRODUCT:

1. Click **Product Export**.

The screenshot shows the 'Product Export' section of the EasyStoreMaker Pro 4.4 application. The sidebar menu is identical to the previous screenshot, with 'Products' selected. The top navigation bar is also identical. The main content area is titled 'Product Export' and contains instructions for exporting products to a CSV or MS Excel file. It includes a 'Product Export Instructions' section with a description of the export feature. Below this is an 'Export to:' dropdown menu set to 'Comma-Separated Values (csv)' and an 'Export' button.

2. Select export format.

3. Click **Export**.

Note: The Export feature collects all products that currently exist in your store and places them into a CSV (comma separated values) file or MS Excel format. Exporting products allows users advance product management via spreadsheet. A link to the exported file will be provided once the export is complete.

2.2.7 Payments

Allows you to manage payment types, currencies, payment gateways and set store discount.

TO MANAGE PAYMENT TYPES:

1. Click **Payment Types**.
2. Select payment types.

- **Credit Card** - select the checkbox for each payment method that your store accepts.
Note: For credit card payments, select the checkbox for all accepted cards. If the card is not displayed, select Other and add the credit card type
- **Check/Cheque and C.O.D.** – for money orders and COD (Cash on Delivery), you may wish to fill out the applicable Instructions section. This will provide details to your customers on Check/Cheque payee specifications and other notable details for payment.

3. Click **Apply**.

TO MANAGE CURRENCIES:

1. Click **Currency**.

2. Select required currencies.
3. Click **Apply**.

TO MANAGE PAYMENT GATEWAYS:

1. Click **Payment Gateways**.

EasyStoreMaker PRO

Order Management View Store Support Feedback Tutorial

Main Menu Configuration Wizard **Store Configuration** Add Product Wizard Uninstall

Payment Gateways

Payment Gateways allow you to accept real-time credit card payments.
Transactions can only be processed if your store currency matches the currency selected in your payment gateway.

Payment Gateway List

☐ Enable online credit card transactions using the gateway below.

Payment Gateways	
Authorize.net	<input type="radio"/>
CardService - LinkPoint	<input type="radio"/>
Cybersource	<input type="radio"/>
ECHO	<input type="radio"/>
eSelectplus	<input type="radio"/>
E-xact, Secure E-commerce Transactions	<input type="radio"/>
GoMerchant	<input type="radio"/>
IntelliPay	<input type="radio"/>
MerchantPartners	<input type="radio"/>
PayFlowPro	<input type="radio"/>
Paymentech	<input type="radio"/>
PayPal	<input type="radio"/>
Plug'n Pay	<input type="radio"/>
PsiGate	<input type="radio"/>
QuickCommerce	<input type="radio"/>
SkioJack	<input type="radio"/>

Cancel Apply

Payment Gateway Details

Gateway Name: _____

Currency * _____

Status ☐ Enable ☐ Disable

*Mandatory

Cancel Apply

2. Select the gateway you would like to use.
3. Fill in your merchant account information
4. Set the gateway's status.
5. Click **Apply**.

TO SET STORE DISCOUNT:

1. Click **Store Discount**.
2. Complete the following:

Store Status
Company <
Templates
Preferences <
Catalogs
Products <
Payments >
Payment Types
Currency
Payment Gateways
Store Discount
Shipping Methods
Retail Settings <
Customers

Store Discount

Provide a global discount for all orders placed on your store that exceed your selected threshold.

Store Discount Details

Apply Discount: ☐ Enable ☒ Disable

Orders Exceeding: ☐ Funds ☒ Quantity

Receive a Discount of: ☒ Funds ☐ Percent ☐ Free Shipping

Discount Message: ☐ Apply Message

- **Apply Discount** – allows you to enable/disable discount.
- **Orders Exceeding** – enter quantity for exceeding orders.
- **Receive a Discount of** – select discount type.
- **Discount Message** – allows you to enter discount message.

3. Click **Apply**.

2.2.8 Shipping Methods

A minimum of 3 shipping methods are required: one Regional, one National and one International.

Note: All 'Shipping Method Details' fields must be completed.

TO SET UP A SHIPPING METHOD:

1. Select shipping method.
2. Complete the following:

Shipping Method Details

Status: ☐ Enable ☒ Disable

Method Name: *

Instructions: *

Charge Taxes: ☐ Yes ☒ No

Type: Regional

Range: ▼

Range Cost

From: Zero To: Unlimited * Add:

- **Status** – allows you to enable/disable shipping method.
- **Method Name** – enter shipping method name.

- **Instructions** – enter shipping instructions.
- **Charge Taxes** – allows you to charge or don't charge taxes for shipping.
- **Range** – select shipping range.
- **Range Cost** – allows you to add range costs.

3. Click **Apply**.

2.2.9 Retail Settings

Allows you to set up the countries with which you would like to do business, define tax ranges, define physical locations and assign them a tax range and overview of the tax system that has been created.

TO SET UP COUNTRIES:

1. Click **Countries**.

EasyStoreMaker PRO

Order Management View Store Support Feedback Tutorial

Main Menu Configuration Wizard **Store Configuration** Add Product Wizard Uninstall

Countries

Select the countries with which you would like to do business.
Users from unselected countries will not be able to purchase from your store.

Country List

Choose how the store will do business with other countries.

☒ Do business with All Available Countries

☐ Do business with Only the Selected Countries

☐ Do business with all Except the Selected Countries

Countries

Cancel Apply

2. Choose how the store will do business with other countries.
3. Select countries (if required).
4. Click **Apply**.

TO SET UP TAX RANGES:

1. Click **Tax Ranges**.

[Store Status](#)[Company](#)[Templates](#)[Preferences](#)[Catalogs](#)[Products](#)[Payments](#)[Shipping Methods](#)[Retail Settings](#)[Countries](#)[Tax Ranges](#)[Tax Zones](#)[Tax Summary](#)[Customers](#)

Tax Ranges

Define tax ranges to be mapped to one or more tax zone(s).
A tax range will be displayed on the storefront as the tax title.

Tax Range List

[+ Add Tax Range](#)

Tax Ranges

Cancel

Apply

Tax Range Details

Name: Range: %

Cancel

Apply

- Click **Add Tax Range**.
- Complete the following:

Tax Range Details

Name:

Range: %

- Name** – enter tax range name.
- Range** – enter range value.

- Click **Apply**.

TO SET UP TAX ZONE:

- Click **Tax Zones**.

[Store Status](#)[Company](#)[Templates](#)[Preferences](#)[Catalogs](#)[Products](#)[Payments](#)[Shipping Methods](#)[Retail Settings](#)[Countries](#)[Tax Ranges](#)[Tax Zones](#)[Tax Summary](#)[Customers](#)

Tax Zones

Define physical locations and assign them a tax range.
Users checking out from a defined location will be charged the selected tax range.

Tax Zone List

Add New Country

Untitled

Cancel
Apply

Tax Zone Details

Add Zone In:

Country:

Tax Range:

Tax Calculation:
☐ Subtotal x (State/Prov tax + Federal tax)
☐ (Subtotal x Federal tax) x State/Prov tax

You may disable related tax zones if they are not required for the final price calculation of the current tax zone.

Exempt:

Cancel
Apply

- Click **Add New Country**.
- Complete the following:

Tax Zone Details

Add Zone In: N/A

Country: United States

Tax Range: None

Tax Calculation:
☒ Subtotal x (State/Prov tax + Federal tax)
☐ (Subtotal x Federal tax) x State/Prov tax

You may disable related tax zones if they are not required for the final price calculation of the current tax zone.

Exempt: N/A

Cancel
Apply

- Country** – select country.
 - Tax Range** – select tax range.
 - Tax Calculation** – select tax calculation formula.
- Click **Apply**.

To OVERVIEW TAX SUMMARY:

- Click **Tax Summary**.

Store Status
Company <
Templates <
Preferences <
Catalogs <
Products <
Payments <
Shipping Methods <
Retail Settings >
Countries
Tax Ranges
Tax Zones
Tax Summary
Customers

Tax Summary

Overview of the tax system that has been created.
Shows each tax zone's applied tax range and the final calculation for each tax zone.

Tax Zones and Tax Ranges Summary

Tax Zones (Locations)	Applied Range(s)	Tax Calculation
	None None	

2.2.10 Customres

Allows you to view customer profiles or delete them from your list.

TO VIEW CUSTOMERS:

1. Click **Customers**.
2. Select a customer from the List. Customer's information displays in Customer Details.
3. To exit the customer details page click **Close**.


2.3 Add Product Wizard

Add Product Wizard assists in adding products to your online store

TO ADD PRODUCT WITH ADD PRODUCT WIZARD:

1. Click **Add Product Wizard**.
2. Complete the following:

[Order Management](#) [View Store](#) [Support](#) [Feedback](#) [Tutorial](#)



[Main Menu](#) [Configuration Wizard](#) [Store Configuration](#) [Add Product Wizard](#) [Uninstall](#)

Progress **1** 2 3 4 5: Add Product Wizard
 Next >

Product Details

Enter the Product Details.
Please pick a product type and then fill out the required product details.

Product Details

Product Type: Physical

Product Name:*

Description:

Price:*

Weight:

SKU Number: ☒ Auto-gen

☐ Custom:*

Hide: ☐ On Main Page
☐ In Catalogs
☐ On Random

Taxes: ☐ Disable Taxes (Tax Exempt)


Mark As: ☐ Sold Out

Apply Sale Price: ☐

Max Quantity/Order:

*Mandatory

- **Product Type** – select product type.
 - **Product Name** – enter product name.
 - **Description** – enter product description.
 - **Price** – enter product price.
 - **Apply Sale Price** – allows you to enable sale price.
 - **Weight** – enter product weight.
 - **Max. Quantity/Order** – enter product maximum quantity.
 - **SKU Number** – automatically generates SKU number or allows you to enter custom SKU number.
 - **Hide** – allows you to hide product on main page, in catalogs or on random page.
 - **Taxes** – allows you to disable taxes.
 - **Mark As** – allows you to mark product as sold out, backordered, discontinued, new or on sale.
3. Click **Next**.



[Order Management](#)
[View Store](#)
[Support](#)
[Feedback](#)
[Tutorial](#)

[< Go Back](#)

Progress 1 2 3 4 5: Add Product Wizard

[Next >](#)

Product Prompt

Create up to 2 groups of properties for the product.
E.g.: Product size: Small, Medium, Large.

Product Prompt

Ask the customer questions about the configuration of the product they would like to purchase.

Prompts
Prompt 1 ●
Prompt 2 ●

Product Prompt Information

Ask For:
 e.g. Choose Size
 Values:
 e.g. SMALL, MEDIUM, LARGE, XLARGE

4. Click Prompt 1 or Prompt 2.
5. Complete the following:

Product Prompt Information

Ask For:
 e.g. Choose Size
 Values:
 e.g. SMALL, MEDIUM, LARGE, XLARGE

- **Ask For** – enter option name.
 - **Values** – enter option value.
6. Click **Update**.
 7. Click **Next**.

Product Images

A product can have up to 5 images displayed in the product gallery.
The Thumbnail Image and Default Image will be displayed on the storefront.

Product Images

Add a thumbnail image and default for your product. You may also add multiple product images to be displayed within the product gallery.

Images	
Thumbnail Image	<input type="radio"/>
Default Image	<input type="radio"/>
Image 2	<input type="radio"/>
Image 3	<input type="radio"/>
Image 4	<input type="radio"/>
Image 5	<input type="radio"/>

Image Information

Current image:

Name:

Image Path:

Upload: No file chosen

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. http://domain.com/images/example.gif). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

8. Select image type.
9. Complete the following:

Image Information

Current image:

Name:

Image Path:

Upload: No file chosen

Your "Image Path" can either be a relative file path including the file name and extension (e.g. /storemaker/images/example.gif), or a complete URL of an online image (e.g. http://domain.com/images/example.gif). Uploaded images will be stored on your webspace under /storemaker/images/ using the original file name.

- **Current image** – displays current image path.
- **Name** – displays image name.
- **Image Path** – enter image path and click Set or upload image.
- **Upload** – allows you to upload image from your PC. Click **Choose File**, locate image on your PC, click **Open** and click **Upload**.

10. Click **Update**.
11. Click **Next**.

12. Complete the following:

The screenshot shows the 'Add Product Wizard' interface. At the top, there's a navigation bar with links: Order Management, View Store, Support, Feedback, Tutorial. Below that, a progress bar shows steps 1 through 5, with step 4 'Add Product Wizard' selected. The main heading is 'Product Discount and Stock Level'. Below the heading, there are two sections: 'Product Discount' and 'Product Stock Level'. The 'Product Discount' section has fields for 'Apply Discount' (radio buttons for Enable and Disable, with Disable selected), 'Orders Exceeding' (text input), 'Receive a Discount of' (text input, radio buttons for %, Funds, and % selected), and 'Discount Message' (checkbox for 'Apply Discount Message' and a text area). The 'Product Stock Level' section has a description, 'Apply Stock Counter' (radio buttons for Enable and Disable, with Disable selected), 'Current Stock Level' (text input), 'Stock Warning Level' (text input), and 'Apply Stock Check' (radio buttons for Enable and Disable, with Disable selected).

- **Apply Discount** – allows you to enable/disable discount.
- **Orders Exceeding** – enter quantity for exceeding orders.
- **Receive a Discount of** – select discount type.
- **Discount Message** – allows you to enter discount message.
- **Apply Stock Counter** – allows you to enable/disable stock counter.
- **Current Stock Level** – enter product's current stock quantity.
- **Stock Warning Level** – enter product's stock warning quantity.
- **Apply Stock Check** – allows you to enable/disable stock check.

13. Click **Next**.

The screenshot shows the 'Assign To Catalogs' screen. At the top, there's a navigation bar with links: Order Management, View Store, Support, Feedback, Tutorial. Below that, a progress bar shows steps 1 through 5, with step 5 'Assign To Catalogs' selected. The main heading is 'Assign To Catalogs'. Below the heading, there's a description: 'You may assign your product to one or more catalogs. Products with no assigned catalog will only be displayed on the storefront.' Below the description, there's a section titled 'Assign To Catalogs' with a table. The table has a header 'Catalogs' and one row with the value 'test'. To the right of the 'test' row, there is a grey circle for selection.

14. Select a catalog by clicking on the grey circle.

15. Click **Next**.

2.4 Order Management

Allows you to view, process and reconcile your store orders.

TO MANAGER ORDERS:

1. Click **Order Management**.



Login Name:
(i.e. your_domain_name.com)


Password:

[Forgot your password?](#)

2. Enter your login name and password.
3. Click **Login**.

TO VIEW OPEN ORDERS:

- Click on the order number under the Details column.



Order Management System

Open Orders: 2

<u>Details</u>	<u>Received Date</u> ↓	<u>Card Type</u>	<u>Card Holder</u>	<u>Card Number</u>	<u>Expiry</u>	<u>Amount</u>	<u>Pay By</u>	<u>Status</u>
10004	11-10-2010 14:19:39 EST					1.00	PAYPAL	<input type="checkbox"/>
10001	11-05-2010 12:19:43 EDT	VISA	ROMAN	411111111111111101/15		1.00	CCARD APPROVED	<input type="checkbox"/>

testesmpoc1.com 2010-11-12

TO PROCESS THE ORDER:

- Click **Order Filled**.

Order Management System
Back
Print Page

Open Orders: Details #10004


Received Date:	11-10-2010 14:19:39 EST	Filled Date:	11-12-2010 09:51 EST																				
Ship To:	[REDACTED] postmaster@apolischuk.hostopia.com Phone: 1234567890	Payment By:	PayPal																				
Order:	<table border="1"> <thead> <tr> <th>SKU Name</th><th>Product Name</th><th>Quantity</th><th>Price</th><th>Total</th></tr> </thead> <tbody> <tr> <td>1288973247</td><td>Prodtest</td><td>1</td><td>1</td><td>1</td></tr> <tr> <td colspan="4">Subtotal:</td><td>1.00</td></tr> <tr> <td colspan="4">Total Amount:</td><td>1.00</td></tr> </tbody> </table>			SKU Name	Product Name	Quantity	Price	Total	1288973247	Prodtest	1	1	1	Subtotal:				1.00	Total Amount:				1.00
SKU Name	Product Name	Quantity	Price	Total																			
1288973247	Prodtest	1	1	1																			
Subtotal:				1.00																			
Total Amount:				1.00																			
Notes:																							

TO DELETE AN ORDER:

1. Select its checkbox
2. Click **Delete Selected**


TO VIEW FILLED ORDERS:

- Click **Filled Orders**.



[Order Management System](#)
[Open Orders](#)
[Logout](#)
[Print Page](#)

Filled Orders: 1

Details	Received Date ↓	Card Type	Card Holder	Card Number	Expiry	Amount	Pay By	Status
10004	11-10-2010 14:19:39 EST					1.00	PAYPAL	

[Delete Selected](#)

testesmpoc1.com

2010-11-11

TO DELETE AN ORDER:

1. Select its checkbox
2. Click **Delete Selected**.

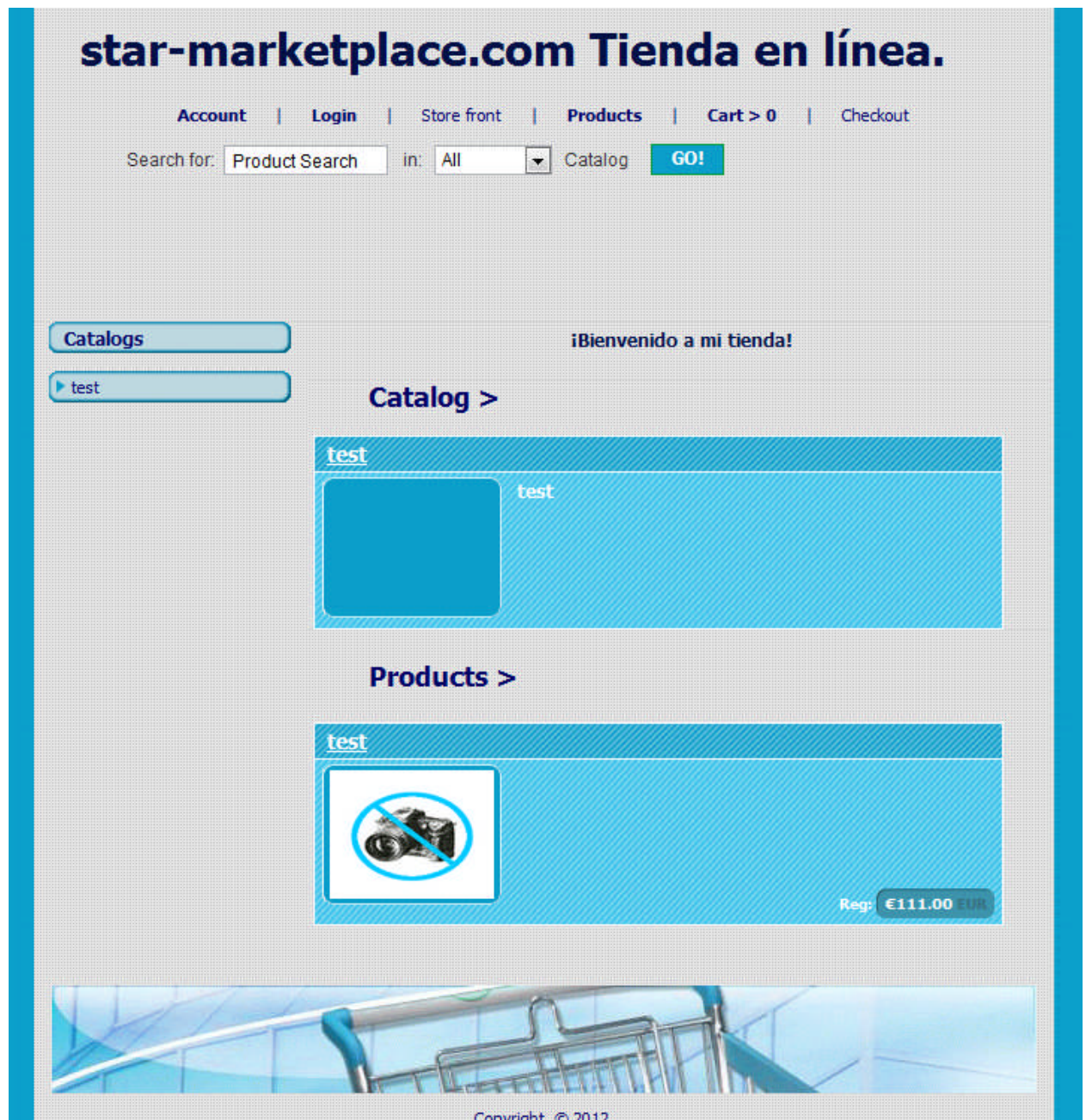
2.5 View Store

Allows you to go to your live store.

TO VIEW STORE:

- Click **View Store**.

Store opens in a new tab.

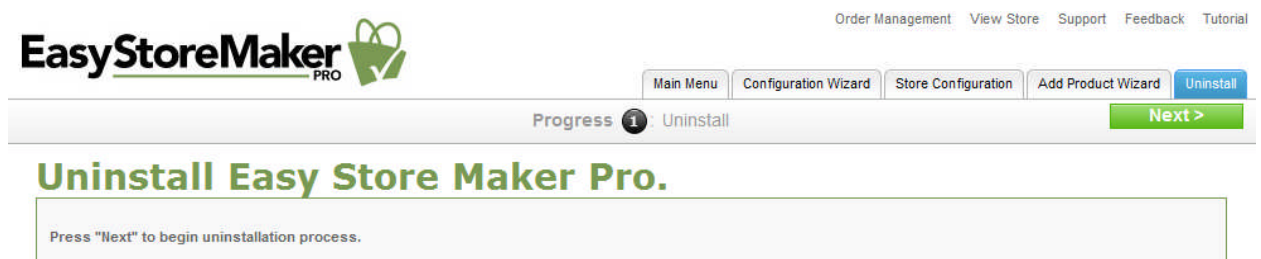


2.6 Uninstall

Allows you to uninstall Easy Store Maker Pro.

TO UNINSTALL EASY STORE MAKER PRO:

1. Click **Uninstall**.



2. Click **Next**.

<< DOCUMENT END >>