

AGTC MyShop

V3.2



USER GUIDE

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<http://www.agtc.co.uk>

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Introduction

AGTC MyShop V3.2

Welcome to your new **AGTC MyShop V 3.2**

This User Guide has been prepared to get you up and running as quickly as possible so that you can gain benefit from this wonderful piece of software immediately.

First Things First

We have prepared the website as far as possible ready for you to use however there are a few things that you need to do now to get you on your way, these are as follows:

PayPal

If you don't already have an account with PayPal then you will need to set up an account with them.

You can sign up with PayPal from this page on our website:

<http://www.agtc.co.uk/index.php?menu=prod&doc=paypal>

Once you have your account in place, write down your PayPal account email address (the e-mail address you used to set-up your PayPal account) so that you can configure your site to receive payments into your account straight from the **Checkout**. (This will be explained later in **Website Settings**)

Dropshipper

Depending on the shop you have purchased we may have added a few items of stock to the Shop so that you can see how it looks and operates more easily than just looking at an empty Shop.

You will need to add more stock and maybe even change some of the items that we have added if they are not the sort of items that you want to sell.

In our Welcome Email we will have provided you with details of the Dropshipping Company that we have used for your Shop and you should make contact with them as soon as possible to open an account with them so that you can start trading.

You are of course able to use any Dropshipping company that you want and are not restricted to the one we have provided details for. You can even list your own products.

Personalise Your Site

At the moment the site does not have any of your information showing on the pages and so visitors will not know whom you are and how to shop with you.

We have designed four pages that can be personalised, these are the **About Us**, **Terms and Conditions**, **Privacy Page**, and **Contact Us** pages. You need to decide on what information should be included in these pages and then input the details as shown later in this manual.

PLEASE NOTE: If you require other pages to be added this might be possible to do, depending on what is required, however there will be an additional charge made. Please provide us with full details and we will let you have a quotation to consider.

OK, well I am sure you are now itching to get on with things so here we go, starting with the **Shop Front** area.

Shop Front

The Shop front area is very simple and straight forward for your customers to use.

They can select a number of options for viewing your stock by selecting **Categories** or using the **Search** facility. Either way a list of items will be produced which can then be expanded by clicking on the thumbnail or the **View Item** button. The **View Item** option will provide more details and the option to view a larger photo.

From here they can click **Add to Basket** to include the item in their 'Shopping Basket'; they will be taken to a page, which allows them to view details of the cost including Postage and Packing.

They then have the option to **Update Basket**, **Checkout** or **Continue Shopping**.

If they click **Update Basket** it checks the prices and totals are updated correctly.

If they click **Checkout** it opens an area for them to input their name, address and other contact details required for delivery, before clicking **Proceed**, which takes them to an invoice page.

Clicking the next **Proceed** button takes them straight to your PayPal account to make Payment. Payment can be made through PayPal using most major Debit or Credit card whether they have a PayPal account or not.

If they click **Continue Shopping** they will be taken to the home page to continue browsing through your Stock items. This can be done until they are finished shopping when they can **Proceed** to the **Checkout**.

Once your customer checks out they will receive an e-mail to confirm full details of their order, a copy will also be sent directly to you and the purchase will be logged in to your **Sales Ledger**, available from your admin area, will come to this later in this manual. Once you receive this e-mail it will be necessary to check that payment for the items has actually been made and received before arranging for the items to be delivered by the Dropshipper.

Administration Area

- Open your website in your internet browser type your URL into the Browser address bar (URL is you chosen website domain name, i.e. `http://www.myshop.co.uk`)
- Click on the **Admin** button (usually at the bottom of the site in the copyright notice) or type your URL in your browser and add **/admin.php** it should look something like this `http://www.myshop.co.uk/admin.php`
- Enter **Username** and **Password** (as previously set)

Website Settings

From here you can change a lot of your website settings, follow the procedure below

Admin Login

This is where you change the administration login.

- Select **Website Settings** from the admin menu
- In the list you will see **Admin Login**
- Change **Username** and **Password** as required
- Click **Save**

Admin Email Address

This is where you change the administration email address to inform you of any sales or customer enquiry emails direct from your site.

- In the list you will see **Admin Email Address**
- Change this to your email address
- Click **Save**

Payment Gateway Address

This is for your Paypal merchant account, you need to input the email address you used to sign up with Paypal, if you have not got a Paypal account type this in to your internet browser or click this link

<http://www.agtc.co.uk/index.php?menu=prod&doc=paypal>

- In the list you will see **Payment Gateway Address**
- Change this to you're the email address you use to sign up to Paypal with
- Click **Save**

Your Website Title (meta tags)

The website title is more commonly known as a meta tag title, a piece of code inserted in to your website with information about your website. This can include meta tag **Keywords**, and meta tag **Description**. These are very important for search engine to list your site correctly. This first one is for the site title, which appears in the bar at the top of your browser and also the first line listed in the search engines.

The title of your website does not have to be the same as your domain, ie.

<http://www.myshop.co.uk> could be ***My Gadget Shop***

- In the list you will see **Your Website Title**
- Change this to the title you want to show on the search engine result pages
- Click **Save**

Keywords (meta tags)

This is where you add in your keyword meta tags for the search engines. These are to be relevant words associated with what you sell, in what area. Each word must be separated by a comma, with no spaces. You can add as many as you like but they must be relevant to your business.

e.g. myshop,gadgets,gadget,toys,discount,sale,uk,special,offers

- In the list you will see **Meta tags:**
- Change this to relevant keywords that describe your business.
- Click **Save**

Meta Description

This is where you briefly describe your shop in a short sentence which will be used again in the search engine results. *E.g. The Uks best discount gadgets store*

- In the list you will see **Meta Description**
- Change this to your preferred site description
- Click **Save**

Site Domain Name

This is where you enter your website URL or domain name, must be in full with the http:// part, *e.g. http://www.myshop.co.uk*

- In the list you will see **Site Domain Name**
- Change this to your website URL (Domain name)
- Click **Save**

Price Management

From here you can increase or decrease the prices throughout your range without having to change each one.

- Click **Price Management**
- Choose amount of increase or decrease required from the drop down list
- Click the Radio Button (circle) of option to apply (increase or decrease)
- Click **Set**

Discount Rate

This simply allows you to advertise discount price throughout the range, if you set this to 0 then no discount will show, just your normal prices. If you add a percentage, say 25% it will not decrease your actual prices by 25% but will display when viewing the product an OUR PRICE, NORMAL PRICE notice the normal price notice will be your selling price + 25% giving the illusion of a 25 % discount.

- Insert the discount rate in the box, **do not use** the % symbol
- Click **Set**

Category Management

This is where you can manage the Categories and Sub Categories for your Stock. These will be shown down the left hand side of the website and will enable customers to browse through your Stock in an ordered way.

- Click **Category Management**

TO CREATE A NEW **MAIN CATEGORY LEVEL 1**

- Type the name of the new **Main Category Level 1** in the appropriate box
- Click **Save**
- The new **Main Category Level 1** will now appear in the left hand menu of the site's **Home Page**

TO CREATE A NEW **SUB CATEGORY LEVEL 2**

- Select the **Main Category Level 1** from the drop down list
- Type (or overtype) the name that you want to use for the new **Sub Category Level 2** into the appropriate box and click **Save**
- The new **Sub Category Level 2** will be added and will now appear in the yellow box

YOU MUST NOW EDIT THE **SUB CATEGORY LEVEL 2**

- Click on the **Sub Category Level 2** in the yellow box
- Click **Browse** and choose a photo to represent the **Sub Category Level 2** (this is shown on the page after the **Main Category Level 1** is clicked in the left hand menu)

NOTE: We recommend cropping these photos to 150 x 150 so that they all appear in the same square format and the page looks well presented. Use the PIXresizer software provided on your CD to help size your images.

- Click **Save**

Product Attributes (Optional)

From here you can add the various different attributes for your Stock, i.e., the options for the different Sizes and Colours that are available.

Once added, these can be chosen when adding a new item of Stock and will be displayed in the item description with a 'radio button' for the customer to click to choose the size/colour required. You may not require these so please ignore them.

Stock Management

(Once Categories and Attributes have been set up) we can take a look at stock management. This is where you add, edit and delete stock items.

- Click **Stock Management**

To Add New Stock

- Click **Add New Stock**
- Select **Product Main Category (level 1)** from drop down list
- Select **Product Sub-Category (level 2)** from drop down list (if required)
- Type in **Product Name**

- Type in **Product Stock Code** (we suggest you use the same code as the dropshipper that you are using for the site)
- Type in the **Product Description**
- Select any **Product Options**
- If the item is on **Special Offer** then tick the box
- Type in the **Selling Price** of the item
- Type in the amount for **Postage and Packing** (this is the amount required for each item and takes no account of multiple item orders. If you wish to make a refund or include an extra item of Stock for a customer making multiple item orders this is a business decision)
- Upload an image for the product
- Click **Browse** and select the photo for the Product that you are adding
- Click **Save** - Your new product will have been added to the main site

To **Edit** or **Delete** Stock

- Click **Edit** or **Delete** Stock
- Type in the items product code or description (Part or full) in the search box
- Click the search button, and you list will appear in the box below
- Click on an item in the list to edit
- Make the changes you want and click **Save**

or

Click **Delete** to remove the item

Special Offers

From time to time you might want to market some of the products on Special Offer, by selecting (ticking) the box in the relevant area of the Stock item, this will 'flag' the item as being on Special Offer and display it on the Home page of your site. If there are more than 8 Stock Items then they will be shown randomly.

Photographs

You may need to have an element of knowledge and understanding of images and image manipulation to be able to upload the photographs of your Stock and for the Adverts and Sub Category Displays so that they display correctly on your site.

We have designed the site so that it automatically makes a thumbnail image of the main photo and will also position it in a central position within the Photo Box for each item, however it is necessary for you to ensure the main photo is of the correct format and size in the first place.

The correct **format** for all photos on the website is **.jpg** or **.gif**

The correct **size** for all photos on the website should be no more than **500 x 500**

To help you resize your images use the **PIXresizer** software provided on your CD

Sales Ledger

This is the area where you can see a list of the orders that have been made from your Shop. You will however also receive an email direct from the site with each order made. Simply select (Click here to see order) to view an order.

Page Management

There are four pages that can be personalised on your website and these are accessed from the Admin area by clicking on **Page Management**

The site has a WYSIWYG editor (What You See Is What You Get) and you can type directly into this area to put your own information on the site.

It is not possible for you to change the Titles of these four pages, nor the position within the site.

About Us

In this area you can provide your customers with information about your business, how long you have been in operation, what your aims and objectives are, etc.

Terms and Conditions

Here you will set out the Terms and Conditions of operation for your business. We do not provide example wordings as each business is different and will have its own requirements. We recommend that Legal Advice is considered to prepare a wording that will protect both yourself and your customers.

Privacy Pages

The public are keen to know that you will take care of any personal details you may collect during the course of their visit to your online shop. You can set out what your Privacy Policy is in this section.

Contact Us

Without stating the obvious, it is important that your customers know how and where to contact you and for what reasons they can make contact.

View Home Page

This takes you back to the Home Page of your website.

Instruction Manual

Access to the online version of this User Manual

Log Out

Signs you out of the Admin area and returns you to the Home Page of your website.

Useful Information and Links

This is an area of links to information that will be useful when running an online business.

AGTC MyShop News ...

This is an area where AGTC Business Websolutions Ltd can post messages, updates and other useful information to our Shop Owners. Remember to keep an eye on this area.

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