WebStore by Amazon 3.5.1

Merchant Manual

Beta Version

Introduction to WebStore by Amazon

Overview

WebStore by Amazon lets you create an independent WebStore to sell products using pre-existing inventory information from Amazon.com. Your WebStore becomes your storefront on the Internet.

Your storefront, branded with your logo and colors, displays just the products you sell. Customers can add products to their shopping cart as easily as they do on Amazon.com. At checkout, payment transactions are handled by Amazon.com as well. You process orders and shipments, and receive your settlements, just like you do on Amazon.com.

WebStore by Amazon and Your Products on Amazon.com

Information about your inventory, including products and in-stock quantities, is always stored in the Amazon.com catalog. When customers browse Amazon.com, they see your products through the Amazon.com interface including the familiar tabs, the product detail pages, along with browse and search features.

When you create a WebStore by Amazon, it displays just the products you select from Amazon.com. This custom WebStore uses your branding, colors, and other information. With WebStore, you can:

- Manage inventory on Amazon.com through the Seller Central Inventory tab.
- Manage your WebStore through the Seller Central Store Design tab.
- Use your own domain—www.mystore.com, for example—to display your WebStore.

Getting Started

Registering for WebStore by Amazon

Interested in your own e-commerce Web site? Get started at http://www.amazon.com/webstore. After you have submitted your information, an Amazon sales associate will contact you to explain how to register for WebStore by Amazon.

To register for WebStore by Amazon, you must:

- Read the WebStore by Amazon Terms and Conditions Agreement
- Enter your name and contact information and then verify it
- Accept the WebStore by Amazon Terms and Conditions Agreement

Once you accept the WebStore by Amazon Terms and Conditions and provide the required information, you can create your storefront and begin selling on the Internet and taking your first orders within minutes.

What is a Storefront?

Your Storefront is the public Web site that consumers visit through your domain name or URL. Your storefront holds your product catalog, provides shoppers the ability to search and browse merchandise, and allows shoppers to purchase your products online. Amazon provides all the technology for your storefront – you simply have to configure it.

WebStore by Amazon allows you to have as many storefronts as you like, as long as each has a unique domain name associated with it. Each individual storefront allows you to present a unique look and feel and a customized product catalog to your customers.

Why would I want multiple storefronts?

Storefronts allow you to customize sites to a specific market segment or customer. For example, if you sell jewelry and apparel, you can have one storefront that sells jewelry, one that sells apparel, and one that sells both. You can also tailor storefronts along themes like clearance, back to school, or free shipping.

Setting Up Your WebStore

Overview

WebStore by Amazon provides a suite of tools to setup and maintain your WebStore. Access these tools through Seller Central (https://sellercentral.amazon.com/gp/homepage.html). Tools that manage your WebStore by Amazon site are available only if you have selected one of your storefronts in the storefront drop-down box.

The following is a table of the tabs in Seller Central and the tasks you can complete on each:

Tab/Tool	Tasks
Inventory	Search, view, edit, or remove your products for sale.
Orders	Search and view a list of current orders, and view details on individual orders. Issue refunds from the order details page.
Store Design	Manage categories, web design and layout, use Traffic Manager.
Reports	Statistics on sales, refunds, customer feedback, and A-to-Z Guarantee claims.
Settings	Change the name, email address, or password associated with your Amazon.com account.

About Setup Methods

You can choose between two methods of creating your store:

1-Click Store Setup: You specify a theme (or template) to use, a color, and your store's logo, and WebStore automatically creates your store. After store setup is complete, you can customize it for more impact.

Setup Wizard: The Setup Wizard walks you through six steps to create your store. After store setup is complete, you can customize it for more impact.

Using 1-Click Store Setup

To setup your WebStore using 1-Click Store Setup:

1. Log on to Seller Central. You'll see a different screen, depending on your account:

a. If you're new to WebStore, you see the WebStore Agreement when you first sign-in. Read the agreement and accept its terms to proceed to the Store Creation page.
b. If you're a returning user, click the **Store Design** tab and then click the **Create a New Store** button.

2. In the 1-Click Store Setup section on the left, select a set of templates to use for your store from the **Theme** menu. (For specific information on each Theme, see About Themes later in this document.

3. Select a color for your store from the **Color** menu.
4. Select the content to use for your logo:

c. Image: To specify an image, click the **Browse** button to locate the image you want to use.
d. Merchant name: Enter your merchant name as you want it to appear. WebStore creates a logo using your merchant name.

5. Click the **Build my store using 1-Click Store Setup** button.

Using the Setup Wizard

To setup your WebStore using the Setup Wizard complete the following six steps:

Step 1: Enter Company Information

The first page of the wizard allows you to enter information about your company. This page automatically fills in the fields you completed on the WebStore by Amazon agreement page. Review your company information carefully. Information you enter will be visible to your customers and is used in the copyright information displayed in the footer on the bottom of each page in your store. Enter the exact name you want displayed in the footer.

Please Note: After you create your WebStore, you must edit the Contact Us page to specify other contact info for your store. For more information, see the **Need Help?** tab on the Company Information screen.

You may also upload an image of your company logo on the company information page. This image is visible to your customers on checkout. Click the Browse button to search for the image you wish to display in your WebStore. You can always upload a different logo file later if it doesn't look the way you would like. You can also upload a company logo. Your company logo is displayed during the co-branded checkout process and is available to display anywhere on your site.

Please Note: For optimal display, the company logo should have a maximum size of 580x96 pixels.

Step 2: Setting Up Your Catalog

The Category Manager section of the wizard automatically detects how many products you currently have and then allows you to determine how to set up your WebStore category structure. Consider this step carefully, if you change your mind later, you will lose the category structure that was created. You have two options for building a category structure:

Build Your Own: Use our interface to design a category structure from scratch and then manually add products to each category.

To build your own categories:

1. Click the Radio button for **Build Your Own**, and then click **Next**. You're taken to Step 3.

2. Follow the instructions in Step 3: Review/Edit Navigation Structure.

Auto Categorize: WebStore by Amazon automatically creates a category structure that mirrors the way your ASINs are currently categorized on Amazon.com.

To build your categories automatically:

1. Click the Radio button for Auto Categorize, and then click Next. You're taken to step 3.
2. Follow the instructions in Step 3: Review/Edit Navigation Structure

Please Note: When considering how to create your categories, remember that categories created within one option are lost if you change to another option. Click the radio button next to the type of category structure you would like to use and then click the **Next** button.

Step 3: Review/Edit Navigation Structure

Creating Your Categories and Adding Products to them

The **Category Manager** interface is divided into two steps, each with a separate tab. Click the **Need Help?** tab to view step-by-step instructions to guide you through creating categories and adding products.

The **Step 1** tab of the category manager allows you to create, rename, move, or delete categories. You must create at least one category before you can add products in step two.

The **Step 2** tab allows you to add products to the categories you created and organized in Step 1. You can also search for products, run a report that locates products not yet assigned to a category, and view the products in each category.

Step 4: Choosing a Layout Using Theme Manager

WebStore by Amazon allows you to choose of three website designs, Natural, Modern, and WebStore Classic. Each design offers slightly different layouts for products, images, and product information. Click on the image to see a larger view of each layout.

The themes you can choose from:

Natural: Based on a large center image layout with a horizontal menu bar, Natural includes the following features:

- Large amounts of open whitespace for a clean look.
- You can place a homepage element spanning the center column for visual impact.

- For pages with sub-categories, a menu bar can also appear in the left column.
- A search field appears in the header.

Modern: Based on a three-column layout with vertical and horizontal menu bars, Modern includes the following features:

- You can customize the background color and graphic.
- You can place a homepage element spanning the center column for visual impact.
- The menu bar appears in the left column.
- A search field appears in the header.

Classic: Based on a three-column layout, Classic includes the following features:

- The layout is well-suited for stores with large numbers of products
- The left column contains a search area, menu bar, and space for customized items.
- The center column can contain any type of content. Typically, the center column emphasizes the store's main attractions.
- The right column can contain a search field and additional customized items.

In the next step, you can further customize the theme you have selected using the Template Manager.

Step 5: Review and Edit Theme

Template Manager allows you to customize the layout of each page in your WebStore. You can add or delete WebStore pages, as well as edit items on the pages. You can also add custom pages.

For more detailed information on how to customize WebStore pages, see Managing the Display of Your WebStore.
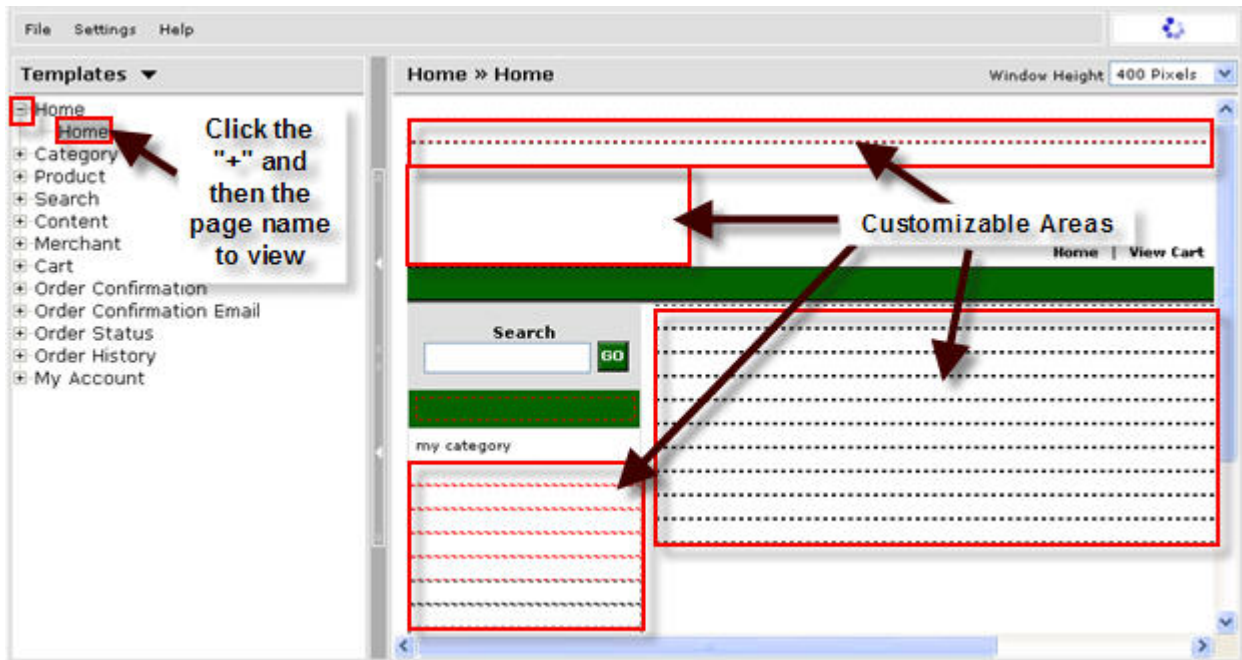
Customizable areas of the Home page in Template Manager

Step 6: Publish Your WebStore

WebStore by Amazon allows you to publish the site you have just created. Publishing copies your WebStore to your domain server. You must configure your Domain before the store becomes available to customers.

Configuring your Domain

About Domain Names

An internet domain name is a unique text name that points to a Web site. Domain names point to Web sites by referencing the IP address of the computer that contains the Web site. For example, the domain name "www.amazon.com" is the text that corresponds to the numeric IP address for the computer that hosts the Amazon Web site.

Rather than remember a numeric IP address, Web viewers need only remember a simple name. When a viewer enters a domain name, the corresponding IP address is retrieved from a central registry of domain names.

Note: You use Domain Registrars, such as GoDaddy.com, NetworkSolutions.com and Enom.com, to purchase a domain name, and then link it to the corresponding IP address.

After creating your WebStore, you must configure your domain name, and then publish your store to make it available to customers.

Configuring your Domain

To configure your domain name, you need to complete two tasks:

- Change your domain name in Amazon Services Seller Central
- Customize settings with your domain registrar

To Change Your Domain Name on Seller Central:

1. On the Seller Central WebStore Management page, click the **Manage** button next to the storefront you want to change. The Store Management page opens.
2. Click the **Change Domain Name** link. The Change Domain Name page opens.
3. In the white text box type your domain name. For example, "myapparel.com".
4. In the yellow text box, type a sub-domain, if you're only running your WebStore as a subdomain. For example, "shop" is the sub-domain in "shop.myapparel.com."

    Please note: Leave the sub-domain field blank if you do not want to create a sub-domain. Also, you should not enter the prefixes "www" or "http" in this text box.
5. Use the drop-down to select the correct suffix. For example, .com, .net.
6. Select the publish option.
7. Click **Save.**

Important: If you currently receive e-mail through your domain name, for example sales@mydomain.com, complete the steps in Forwarding E-mail from Your Domain before you change your domain name servers with your registrar.

To Customize Settings with your Domain Registrar:

Customize domain name settings using your registrar's account management tools. You will need your login name or ID and password to complete the required steps:

Step 1: Create an Address record

An *Address Record*, or *A record* for short, specifies the IP address you want your domain to point to. You create two A records to point your domain name to the WebStore by Amazon IP addresses.

Step 2: Create a CNAME record

A *Canonical Name Record*, or *CNAME Record* for short, lets you point your subdomain to your main domain name. For example, in *www.mystore.com*, *www* is a subdomain of mystore.com. You must create a CNAME record, to point the *www* subdomain to your main domain.

The Propagation Period

Once you create the appropriate records, they must propagate across the Web before your WebStore is visible at your domain name. The propagation period varies from a couple of minutes to up to 48 hours for changes to Address and CNAME records.

General Instructions

If your registrar is GoDaddy.com, Enom, or Network Solutions, follow the detailed instructions in Step 2: Customize Settings with Your Domain Registrar of Configuring Your Domain Name in Seller Central Help.

If your domain registrar is not one of those listed above, follow these general instructions:

1. Login to your account on your registrar's Web site, and go to the account management console.
2. Select the domain(s) you want to change.
3. Locate the appropriate section of the account management console for advanced DNS settings.
4. Delete all existing A records that point to your main domain and @. Do not delete A records for subdomains, such as mail.domainname.com.
5. Create two new A records that point your domain (mydomain.com) to **207.171.166.53**, and **72.21.206.30**.
6. Create a CNAME record that points the subdomain "www" for your domain to **storefront.amazon.com**.
7. Log in to Seller Central, navigate to the Store Management tools and then click the **Publish Site** link.

Next Steps: Customize and Market Your WebStore

Now that you have your initial site created, you're ready to customize it and market it. There are several tools available to help you manage and update your site(s). For more information, click the links below:

- Category Management - Assign products to your WebStore categories and add, remove, or rename a category.
- Template Management - Choose the layout template and global color preferences.
- Traffic Manager - Manage your traffic driving tools and market your site.
- Store Settings - Manage item content preferences.
- Publish Store - Publish a WebStore to your preview or public domain.
- Change Domain Name - Change the domain name (URL) of your live WebStore.

Managing Your WebStore

Managing your storefronts encompasses a number of tasks:

- Managing your catalog
- Managing the display of your WebStore
- Driving traffic to your WebStore
- Updating your company's contact information
- Publishing your WebStore after updates
- Updating your domain when needed

Managing your categories

About Category Manager

CategoryManager lets you create and manage your own category structure, as well as organize products within categories. Your category structure provides the basic means of navigation for visitors to your storefront. A logical category structures helps visitors quickly locate the products they want.

Uploading Your Product Information

Before setting up your catalog, you need to upload products to Amazon.com. The information you upload includes pricing and inventory data. Seller Central provides a number of tools to help you complete the task of uploading products. Please see Manage My Inventory in Seller Central Help for more information.

Using Category Manager

Category Manager allows you to create a category structure and organize your products within the categories. Category Manager includes two tabs:

- ***Step One:*** create and customize your category structure. You can add, delete, move, rename and sort categories.
- ***Step Two:*** assign your products to categories. You can add or remove products from categories, search for products, and view all your products uploaded to Amazon.com.
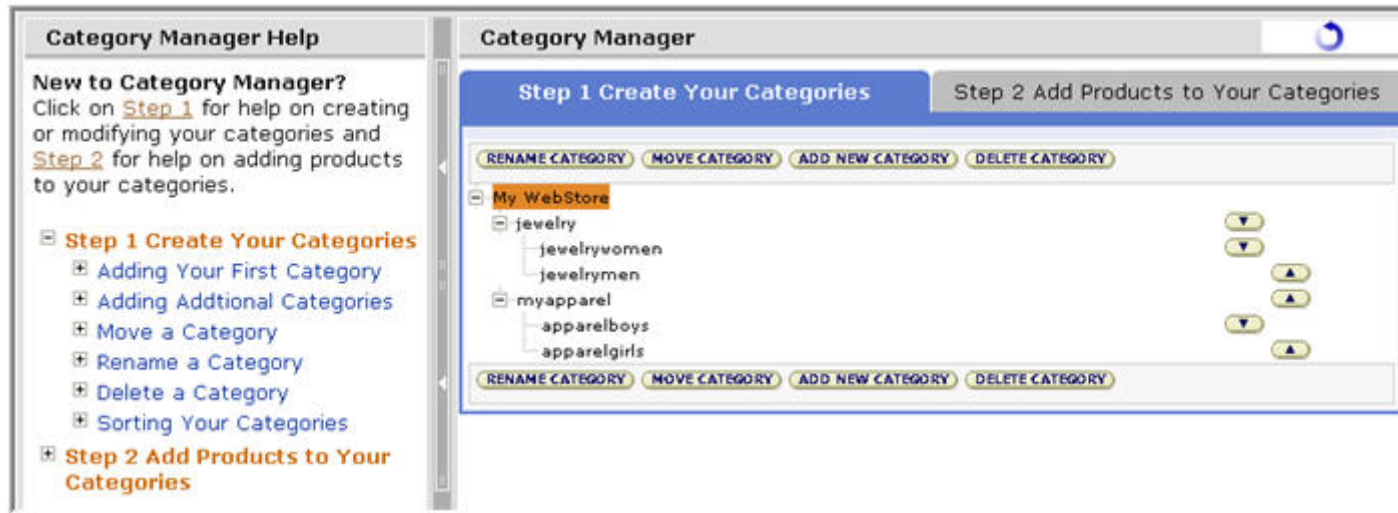
To add your first category:

1. Click the **Add New Category** button. The Add New Category window opens.
2. In the Category Name text box, type your category name.
3. Click the **Add Category** button. Your new category appears in the category tree. Since this is your first category, it appears below the My WebStore category.

To add additional categories:

1. Click the category under which you would like to create a new category.
2. Click the **Add New Category** button. The Add Category window opens.
3. In the Category Name text box, type your category name.
4. Click the **Add Category** button. Your new category appears under the category you selected.

To Delete a Category:

If you selected the Auto-Categorize option on the first screen of Category Manager, duplicate categories may have been created in your category structure that you want to delete. Occasionally, you may want to delete a category rather than move it to another location in your category structure. Use the delete category feature carefully; deleting a category also deletes any subcategories under that category.

Note: Deleting a category deletes all subcategories contained in it.

1. Click the category you want to delete.
2. Click the **Delete Category** button. A dialog box opens.
3. Confirm you want to delete the category selected and click **OK**. The category is deleted from your category structure.

To Rename a Category:

You can rename any category under the MyWebStore category using the Rename Category feature. However, the MyWebStore category cannot be renamed.

1. Click the category you want to rename. The category is selected.
2. Click the **Rename Category** button. The current name of the category is highlighted.
3. Type the new name in the text box and press **ENTER**. The category name is changed.

To Move a Category:

You can rearrange or reorganize your categories using the Move Category feature. You can move categories to appear below any category or move a subcategory up to create to a new category. To view your category structure, click on the plus "+" signs next to the categories.

1. Click the category you want to move. The category is selected.
2. Click the **Move Category** button. A dialog opens, advising you to select a destination category. Click **OK**.
3. Click the destination category. A dialog box opens.
4. Verify you want to complete the move and click **OK**. The category you selected is moved to the destination category.

To Move a Category Using the Right-Click Menu:

1. Click the category you want to move. The category is selected.
2. Right-click the category. A right-click menu appears.
3. Select **Move To**, **Move After**, or **Move Before** from the right-click menu.
4. A dialog opens, advising you to select a destination category, click **OK**.
5. Click the category you want to move the selected category to, before, or after. A dialog opens.
6. Click **OK**. The selected category is moved to the new location.

To arrange categories:

- You can also move categories up or down clicking the up arrow or down arrow next to the category name.
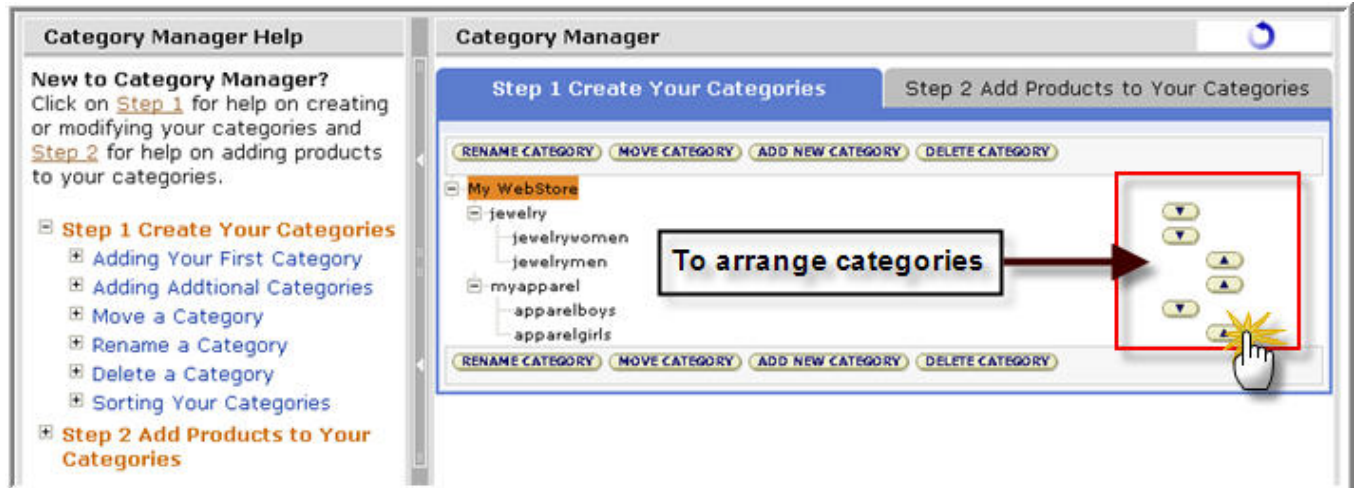
To sort your categories:

You can alphabetically sort categories and subcategories using the sort feature. Sorting is useful if you have a large number of subcategories and would like to organize them for easier viewing.

1. Click the category that contains the subcategories you want to sort.
2. Right-click the category. A right-click menu appears.
3. Select **Sort A->Z** or **Sort Z->A** from the menu. A dialog opens.
4. Confirm you want to sort the categories and then click **OK**. The categories are sorted according to the criteria you selected.

Managing products within categories

The **Step 2** tab lets you manage products. This tab includes additional tabs you use to add, remove, view, and search for products. There's also an Excel tab, that lets you use Microsoft Excel to manage products.

Managing products typically involves locating the products to work with, and then adding them to, or removing them from, categories.

Locating products

The Step 2 tab includes five additional tabs to help you find and manage products:

- **All Products** displays all the products in your catalog (up to the display limit of 4,000 products).

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- **Unassigned Products** generates a list of any products not currently assigned to a category.
- **Category** displays all products assigned to the selected category.
- **Search** lets you find specific products using search parameters.
- **Excel Upload** lets you use Microsoft Excel to manage products.

Products are displayed on tabs. On each product tab, you can view the SKU, ASIN, product name, and the category(s) each product is associated with, if any.

Searching for Products

The Search tab allows you to search for products in your inventory or for products in Amazon.com catalog. When the results of your search are displayed, you can add the products to your categories using the steps described in the *To add Products to a category* section below.

To search for products:

1. Click the **Search** tab. In the Product Search field, enter the product name.
2. Use the Look In drop-down box, to select a section.
3. If you want to search the Amazon.com catalog, click the checkbox next to Search Amazon Catalog.
4. Click the **Search** button. Your search results appear.

To View All products:

Click the **All Products** tab. All the products you have uploaded to Amazon.com are displayed.

To Change the number of products displayed per tab:

Click the Show [10] Products per page drop-down box to select the number of products to display on the tab. You can select 10, 25, or 50 products to display.

To scroll through product pages:

Use the "**>**", "**<**", "**>>**", or "**<<**" buttons to scroll through all of the product pages within a tab.

To view category associations:

The column titled Category displays a link to the category. Click the link to view the products in the category. If the product is associated with more than one category, it is

listed as 'Multiple'. Mouse over the Multiple link. A list of categories is displayed. Click on a category to view the products associated with that category.

To view products in a category:

1. Click the **Category** tab. The products in the selected category appear.
2. If the product is associated with a category, a link appears in Category column. Mouse-over the link to view the categories the product is currently assigned to. Click one of the categories to view all products in it.
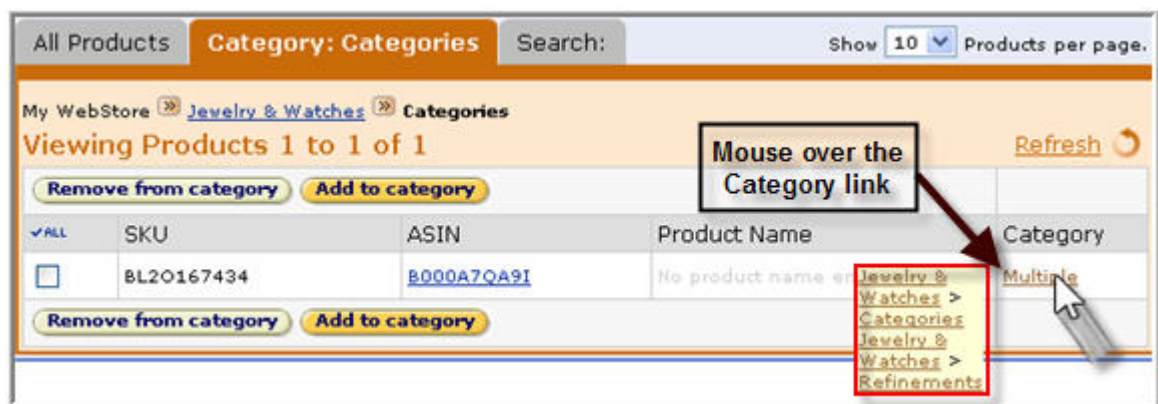
To find unassigned products

In order for customers to view and purchase a product, it must be associated with at least one category. Products not associated with a category are called "unassigned" products. Category Manager allows you to search for products that are unassigned and put them into one or more categories.

1. Click the Unassigned Products tab.
2. Click the **Create New Unassigned Products Report** button. The status bar displays as your report is created.
3. All products not assigned to a category are displayed.
4. To assign the products to a category, complete the topics in Adding Products to a Category.

After you have assigned products to a category, click the Create New Unassigned Products Report button again to refresh your report.

To add products to a category:

After you have created your category structure in Step 1, you are ready to add products. Category Manager automatically searches for and displays all the products you have uploaded to Seller Central. Products must be assigned to categories so your customers can view them on your WebStore.

1. Click the checkbox next to the product(s).
2. Click the **Add to Category** button. The Add to Category window opens.
3. Click a category to select it. You can select multiple categories by clicking each category you want to select.
4. Click **Apply**. The product(s) are added to the selected category(s).
5. Keep in mind that your category tree to the right represents how your customers will navigate through your store.

Add/Remove Association

Assign Products to Categories

- My WebStore
  - Apparel
    - ⊞ Departme...s
    - ⊞ Specialty Stores
  - ⊞ Brands
  - ⊞ Jewelry & Watches

Select a Category

To Assign Products to a Category:

- Click on a category under My Webstore in the left pane to assign the selected product(s) to that category.
- Products selected are displayed below.
- When a category is selected, it is highlighted. For example, Apparel.
- You can add products to multiple categories.
- Click on any category to select it. Click on the category again to clear the selection.
- After you have selected the categories you want, click **Apply**.

Products Currently Selected:
B000GAAKI6, B000GFIYYS, B000IBR3AG

Apply   Cancel

To remove products from a category:

1. Click the checkbox next to the product(s).
2. Click the **Remove from Category** button. The Remove from Category window opens.
3. Click the **Apply** button to remove the products from the category.

Note: Products are not removed from your inventory, just from the category.
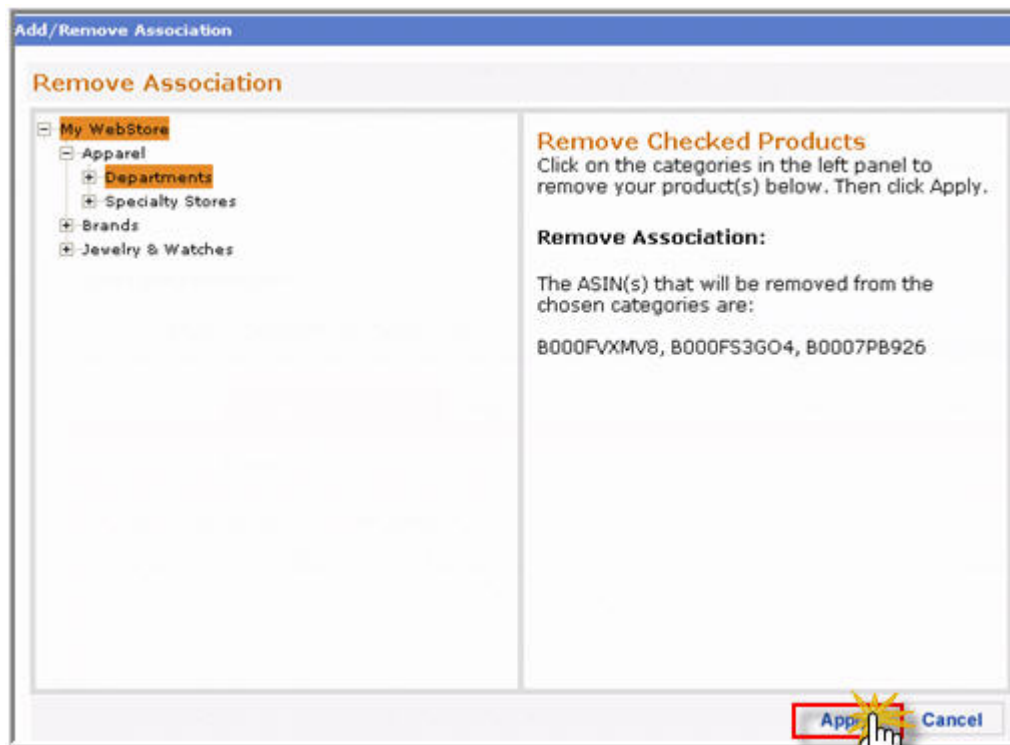
To add a product name:

Product names are displayed under the Product Name column on each tab. If a product name is blank, you have not uploaded any name information for the product. To upload a product name, please see Add a Product in Seller Central Help.

Using Excel to manage products

If you're experienced with Microsoft Excel, you can use it to edit your product categorization. The **All Products**, **Unassigned Products**, **Category**, and **Search** tabs include an **Export to Excel** link.

Clicking this link creates an Excel spreadsheet of the tab's contents, and then downloads it to your hard drive for editing. When you've finished editing the file, you can upload it using the **Excel Upload** tab.

To edit downloaded Excel files:

1. Open the downloaded file.
2. Specify whether a product should be assigned or unassigned by entering either "A" for assign, or "U" for unassign in the **Action** column.
3. Edit the **Category** column as necessary. To indicate a parent/child relationship, use the ">" sign. For example, "Backpacks > Daypacks".
4. Save the file.

To upload Excel files:

After you edit your downloaded Excel file, you upload it using the **Excel Upload** tab.

1. Click the **Excel Upload** tab.
2. Select to either **Update Current Catalog**, or to **Delete and Replace Current Catalog**. If you downloaded the Excel file from a tab other than **Excel Upload**, you should select **Update Current Catalog**.
3. Click **Browse**, locate the file you edited, then click **Submit**.

Managing the Display of Your WebStore

WebStore creates your storefront using themes, a collection of page templates. After creating your WebStore, you can customize its look-and-feel using Template Manager.

About Themes

WebStore by Amazon offers different themes, or site templates, that you can use to build your store. Each theme contains a collection of site pages, such as product and category pages, used to create your store.

After creating your store, you can further customize it using the Template Manager.

You can choose from the following themes:

Natural: Based on a large center image layout with a horizontal menu bar, Natural includes the following features:

- Large amounts of open whitespace for a clean look.
- You can place a homepage element spanning the center column for visual impact.
- For pages with sub-categories, a menu bar can also appear in the left column.
- A search field appears in the header.

Modern: Based on a three-column layout with vertical and horizontal menu bars, Modern includes the following features:

- You can customize the background color and graphic.
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Classic: Based on a three-column layout, Classic includes the following features:

- The layout is well suited for stores with large numbers of products
- The left column contains a search area, menu bar, and space for customized items.
- The center column can contain any type of content. Typically, the center column emphasizes the store's main attractions.
- The right column can contain a search field and additional customized items.

About Template Manager

WebStore by Amazon lets you customize the look and feel of your WebStore using Template Manager. You can customize the templates in two ways: set page and site properties, and add and customize content using widgets. You can also create new pages based on existing templates.

Note: In order to optimize your pages for search engines, you must enter Custom Page Titles in the General tab of page properties. Search engines use this field to rank your Web site. This text also appears as the title of your page in search results and at the top bar of Web browsers.

The *template list* shows the templates you have available. Selecting a template will display that template in the *template window*. It will also display the page attributes of that template in the *page attributes window*.

Each theme includes a number of standard page templates:

- *Home Page* – this is the default page displayed when merchants navigate to http://www.yourdomain.com
- *Category Page* – this page is displayed when a visitor selects one of your categories. You customize how many products you want displayed on this page.
- *Product Page* – displays the details of a particular product when a visitor clicks on one of your products
- *Search Page* – defines how search results are displayed on your site
- *Cart* – defines how the shopping cart page is displayed
- *Order Confirmation Page* – the page that is displayed when a customer completes placing an order
- *Order Conformation E-mail* – the e-mail that is sent to the customer confirming their order
- *Order Status* – page that provides customers information about their orders
- *Order History* – page that provides customers information about their past orders
- *My Account* – this is the page that allows your customers to access their Amazon Global Account, including their order status and order history.
- *Content pages* – these are special pages that are used to provide information to your visitors, such as Privacy Policies, Shipping, Returns, etc. You can create as many Content pages as you wish, and you can link to them through the Menu Bar Widget.

Setting Site Properties

Site properties affect all pages in your WebStore. You can specify site properties as follows:

1. Choose Site Wide Properties from the Settings menu.
2. On the General tab, choose a Text Font Schema, and then enter your color preferences.
3. Text Font Schema specifies the font to use for WebStore. In general, common fonts such as Arial, Verdana, and Times New Roman work best.
4. Site Color Schema specifies the color used in your store's CSS (cascading style sheet). This setting, which affects CSS-styled content (i.e., it affects text, but not images), overrides the color you chose when creating your WebStore. For example, if you chose purple when creating your store, and then change the Site Color Schema to green, headers and other CSS-styled text will display in green, while images, such as buttons, appear in the original color, purple.
5. Left Nav Hover specifies the color that appears when you mouse-over the left navigation bar.
6. Click the Head Tags tab, and add any custom head tags you require. For more information on using tags, see Utilizing title, description, keyword, and alt tags.
7. Click Save.

Setting Page Properties

Page properties are specific to each page of your WebStore. Set page properties as follows:

1. Choose **Page Properties** from the **Settings** menu.
2. Enter a custom page title on the General tab. This title appears at the top of the browser window. Search engines also use the information in this field to rank your pages, and as the title in search results.
3. Click the **Head Tags** tab, and then add any custom head tags you require. For more information on using tags, see Utilizing title, description, keyword, and alt tags.
4. Click **Save**.

Working with Widgets

Widgets are small applettes that help you create and edit content for customizable areas, or frames, within your site. The Image widget, for example, lets you add and work with images on your site.

Note: You typically need to edit the information on the Contact page. See the HTML widget section below for more information.

Site Widgets, denoted by a red frame, create content for frames that appear on all pages of the site. **Page Widgets**, denoted by a black frame, create content that appears only on pages based on the template. A given widget can be either a site widget or a page widget, depending on the frame it's used in.

Not all frames can contain all widgets. The widgets available for a given frame appear in the **Widget Configuration** window that opens when you click the frame. Available widgets include:

- Image Widget
- HTML Widget
- Menu Bar Widget
- Category Widget
- Product Widget

To Use the Image Widget:

The **Image Widget** lets you select images for display, link an image to another page in your store, and enter alternate text. You can also upload images to the Image Library.

1. In Template Manager, select the page template you want to work with.
2. Click the frame where you want to add an image.
3. When the **Widget Configuration** window appears, select Image from the **Choose Widget** menu. (If Image doesn't appear as a choice, you cannot add images to the selected frame.)
4. Specify an image to work with:

   - To use an image in your library, or to upload an image to the library, click the **Open** button. Click the **Select** button to specify an image, or click the **Upload an Image** button. After you upload an image, you can select it.
   - To use an image at a remote URL, select the **Image URL** radio button, and then enter the URL for the remote image.

5. If desired, click the **Links** button to link the image to another page in your site. Choose the type of target page from the **Please choose a page to link:** menu. A window appears listing all pages of the specified type. Select the page you want to link to, and then click **Next**.
6. Enter your alternate text in the **Alt Tag** field. (Alternate text appears when viewers mouse-over the image, and in browsers that don't display images.)
7. Click Save.

To use the HTML widget:

The **HTML Widget** lets you add customized HTML to your store. You can use either the "What You See Is What You Get", or WYSIWYG editor; or the Custom Script editor.

1. In Template Manager, select the page template you want to work with.
2. Click the frame where you want to add HTML.
3. When the **Widget Configuration** window appears, select HTML from the **Choose Widget** menu. If HTML doesn't appear as a choice, you cannot add HTML content to the frame. Select another frame.
4. Choose the editor to work with:

   - **WYSIWYG** works much like popular word processing software. You see the content and its formatting in the editor as you enter it. You don't have to add the formatting tags, as the editor adds them for you.

     With this editor, most content appears in the template. Some content, however, does not display. For this type of content, you can specify whether or not to **Show visual aid**. If you choose Yes, a colored HTML icon appears in the template, denoting html content.

   - **Custom Script** lets you enter your HTML directly. You do need to enter formatting tags within the code. Use the Custom Script editor to add Flash or JavaScript content. Click **Preview** to view the content generated by your script.

     A colored **Script** icon appears in the template, denoting the content of the frame.

5. Enter your content in the chosen editor.
6. Click **Save**.

To use the Menu Bar widget:

The **Menu Bar Widget** lets you create a menu bar.

Note: If you create menu bars using the widget, and then change your category structure, you will need to recreate the menu bar.

1. In Template Manager, select the page template you want to work with.
2. Click the frame where you want to add a menu bar.
3. When the **Widget Configuration** window appears, select Menu Bar from the **Choose Widget** menu. If Menu Bar doesn't appear as a choice, you cannot add HTML content to the frame. Select another frame.
4. Choose an **Orientation**.
5. Choose the text **Alignment** for menu bar links.
6. Click the **New Link** button to add the first link in the menu bar.
7. Enter a **Link Label**, and then click the **Links** button.
8. Choose a page type in your site to link to from the pull-down menu, and then click **next**. If you choose a page type with multiple pages, you'll be prompted to narrow your choice.
9. Repeat Steps 6-8 to add the rest of your links.
10. Click **Save**.

To use the Category widget:

The **Category Widget** lets you create a link to one or more categories. For each specified category, the widget frame displays a random product from that category, and can include the product image, description, and a customized label. When a visitor clicks the frame, they're taken to the category page.

1. In Template Manager, select the page template you want to work with.
2. Click the frame where you want to add a category widget.
3. When the **Widget Configuration** window appears, select Category from the **Choose Widget** menu. If Category doesn't appear as a choice, you cannot add a Category Widget to the frame. Select another frame.
4. Enter a **Category Label**, and then choose its size. The label appears at the top of the frame.
5. Choose the number of **Columns** to split the frame into. Pick a multiple of the number of categories you want to display. For example, if you want to display items from six categories, choose three--the frame will display two rows, each with three categories.
6. To display a random image from the chosen category, check **Category Image**, and then choose a size for it.
7. To display the category name, check **Category Name**, and then choose a size for it.
8. Click the **Add A Category** button, then click the **Search** button.
9. Select the category you want to use in the category tree. Click the **Next** button.
10. To add an overlay image on top of the randomly chosen product image, click the **Image** button. Select an image from the **Image Type** menu that appears. For example, choose **Best Seller Image** to display a Best Seller banner on top of the product image.
11. Repeat Steps 8-10 to add more categories.
12. Click **Save**.

To use the Product widget:

The **Product Widget** lets you highlight specific products on your site, such as "Recently Viewed", and "Best Sellers". You can also choose to highlight specific products by ASIN. For highlighted products, you can choose to display the product image, name, description, features, and pricing. You can also add a "Buy Now" button.

1. In Template Manager, select the page template you want to work with.
2. Click the frame where you want to add featured products.
3. When the **Widget Configuration** window appears, select Product from the **Choose Widget** menu. If Product doesn't appear as a choice, you cannot add a Product Widget to the frame. Select another frame.
4. Enter a **Feature Label**, and then choose its size. The label appears at the top of the frame.

5. Choose the number of **Columns** to split the frame into, and the alignment of text within columns.
6. In the **Featured Product Widget - Properties** section, check the product properties you want to include. Some properties, such as **Product Image** require you to make additional choices.
7. Choose the means of locating products using the **Product Definition** menu:

   - **Best Seller** identifies the best selling products based on the Amazon sales rank. For this option, you must also choose the **Maximum Number of Best Sellers**, and the **Source** to retrieve them from, the entire catalog or a category.
   - **Note:** If you want to manually create a Best Sellers listing, choose ASIN as the Product Definition, and enter "Best Sellers" in the **Feature Label** field.
   - **Recently Viewed** locates recently viewed products. For this option, you must also specify the **Maximum Number of Recently Viewed items**.
   - **ASIN** specifies an individual product. You can specify additional ASINs by clicking the **Add A Product** button. If you don't know the product ASIN, you can search for it using keywords.

8. Click **Save**.

Editing existing content

Use widgets to edit existing content. A common editing task, for example, is to update the company's contact information:

1. In the Templates panel of Template Manager, click Merchant to display the merchant pages.
2. Select Contact Us. The Contact Us page template appears.
3. Click the area in the template that contains the information you want to edit. In this example, click **By Mail** to edit the address. The widget used to generate the content opens--the HTML widget for this example.
4. Edit the mail address in the Editor portion of the widget.
5. Click **Save**
6. Publish the store to make the updates visible to customers.

Adding new pages

You can add new pages to your WebStore as necessary. New pages are created from page templates in your chosen theme. Typically, you'll only need to add category and content pages.

1. Choose **New Page** from the **File** menu.
2. Enter a name for the new page in the **Page Name** field.
3. Choose the type of page you want to create: category, content, merchant, or product.

4. Click the **Add Page** button. WebStore by Amazon adds the page to the location selected in Step 3.
5. After adding the page, you must link it to your menu bars for it to be accessible to customers.

Publishing Your WebStore

When you are ready for the public to access your site, you will *publish* your site. Publishing your site makes all of the changes site setup, or last publish, available to the public. Depending on the size of your catalog, publishing might take a while – up to 15 minutes for a catalog of 10,000 products. A progress bar will be displayed to show you the status of the publishing process.

During the Setup Process, you can publish your site as the last step in your process. If you choose not to publish there, you can publish from the Store Design tab.

When publishing is complete, you will receive a confirmation message and will be able to go back to the Store Manager.

Marketing your WebStore

Congratulations! You now have a live Web site. The next question you are no doubt wondering: *how do I get visitors to my site?* WebStore by Amazon has the answers.

Froogle

Froogle is a shopping directly by Google. It's free to upload products to Froogle, and WebStore by Amazon customers have reported great success in driving traffic to their site through Froogle.

WebStore by Amazon will automatically create a Froogle file that you can upload to Froogle. Simply request a feed, check back in 24 hours, then upload the file to Froogle. For more details on how Froogle works, see http://www.froogle.com.

Constant Contact

If you have a Constant Contact account, you can add your Constant Contact HTML code to your templates that allow your visitors and customers to sign up for your mailing lists. For more information on Constant Contact, or to register for a Constant Contact account, see http://www.constantcontact.com/index.jsp?pn=amazon

Search Engine Marketing

Search Engine Marketing (SEM) is the marketing of your WebStore by Amazon through search engines such as Google or Yahoo. WebStore by Amazon has partnered with multiple reputable SEM companies. See the Traffic Manager page under Store Design for more details.

Google Sitemap

Google Sitemaps allow site owners the ability to provide a special file on their Web site that Google uses to crawl their site. WebStore by Amazon can automatically create this file for you! You will need a Google Sitemap account and a file name at the Google Sitemap page.

Once you enter a file name, enter that same file name in WebStore by Amazon. For more information on Google Sitemap and how it works, please see the [Google help topic](#).

Advanced Customizations: Tips and Tricks

Using Tips and Tricks

You can use the tips and tricks below to get started developing an interesting and unique WebStore. We provide these tips and tricks to get you started, but you can experiment and invent your own methods to develop a site that suits the needs of your business.

Change the Layout of Your WebStore

WebStore by Amazon offers several out-of-the-box themes for the layout of your WebStore, but you can also create your own layout. To create and insert a custom WebStore layout, you need to override the existing cascading style sheet (CSS) for the theme you've chosen in the setup wizard.

Embed a New Cascading Style Sheet

CSS controls formatting such as font color and size, and background colors and images. The following are instructions on how to insert a customized CSS onto your site.

Download the Default Style Sheet

- Download the default style sheet and view the source of any page on your store front. Click view>source in your browser to view the source code.
- In the source code you will find a line like this: <link href="/themes/natural/variations/sky/styles/natural.css"rel="stylesheet" type="text/css">
- Paste the "href" path into your browser after your site URL. For example, http://www.yoursite.com/themes/natural/variations/sky/styles/natural.css. Save the CSS file to your computer by clicking **File**> **Save As** > **Web Page**, **Complete**.
- After the CSS file is saved, you can view styles associated with particular site elements and customize those elements by overriding the existing style sheet.

Override the Existing Style Sheet

The following is an example of overriding the default CSS is the top navigation link bar. In the Template Manager tool, create a top link bar using the link bar widget. Paste the following CSS into the topmost red (global) widget holder. Pasting into the global widget holder applies the styles across the entire site:

<style type="text/css"> body td p{ font-family: Trebuchet MS, Verdana, Arial, Helvetica, sans-serif; font-size: small; color:#182c6b; } /* topnav*/ .navDots{ width:1px; background-image: none; background-color:#5f534c; } a.topNav:link,a.topNav:visited {color:#333; font-size:xx-small; } a.topNav { display:block; text-decoration:none; color: #333; font-weight:bolder; font-size:x-small; padding:3px 4px; border-top: 1px #182c6b solid; border-bottom: 0;

background-color:#ffe7c5; } a.topNav:hover {background-color:#fcd297; color:#666;} </style>

This changes the site's default font to Trebuchet MS and updates the top navigation bar. The top navigation will now have borders and background colors, and a colored rollover effect similar to a tabbed menu.

Please Note: The previous example assumes that you are using the "Natural" theme.

Add a Background Image to Your Site

Another example of how to customize the CSS is to add a background image to your site. Insert the following code into top global widget.

body{ background:url(/images/bg2.gif) top center repeat-y; } This CSS adds an image named bg2.gif, which has been uploaded to the image library through an image widget, to the background of the entire site. Another technique is to hide content that has a style applied to it: .colorBar, .date, .line{ display:none;}

This hides the colored bars on the page, the horizontal lines and date at the top of every page.

Add Flash to Your WebStore

Embedding flash can be done using the following steps:

1. Upload your ShockWave Flash Player file into the image library using an image widget. Create a JavaScript file that will embed your object tag similar to this:

   document.write('<object classid="clsid:d27cdb6e-ae6d-11cf-96b8-444553540000" codebase="http://fpdownload.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=8,0,0,0" width="389" height="245" id="home" align="middle"><param name="allowScriptAccess" value="sameDomain" /><param name="movie" value="/images/home.swf" /><param name="quality" value="high" /><param name="bgcolor" value="#ffffff" /><embed src="/images/home.swf" quality="high" bgcolor="#ffffff" width="389" height="245" name="home" align="middle" allowScriptAccess="sameDomain" type="application/x-shockwave-flash" pluginspage="http://www.macromedia.com/go/getflashplayer" /></object>');

2. The object tag above is replaced with the object tag in the HTML source of the HTML file generated by Flash during publishing.
3. Save the JavaScript file as "activate.js" and upload to your image library.
4. Create an HTML widget on your page where you would like the flash to appear, and then paste the following HTML into the Custom Script window:

```
<table align="center" width="100%" border="0" cellspacing="0"
cellpadding="0"> <tr> <td width="100%" align="center"> <script
type="text/javascript" src="/images/activate.js"></script> </td> </tr>
</table>
```

Publish your site and view the flash on your live storefront. Embedding your Flash this way allows your customers to avoid confusing warnings in Internet Explorer.

Add an Advanced Search

A technique to add some additional functionality to your WebStore is to create a custom search widget. The following JavaScript and HTML are an example of an advanced search widget created for a watch merchant:

```
SCRIPT type=text/javascript> /*Compile (concatenate) the search terms from the
form into a string and pass to the search page*/ function compileSearch(o){
searchValues = "";

/*If the keywords field is not empty remove any extra spaces*/
if(o.terms.value.replace(/\s/g, "")!='')
searchValues=o.terms.value.replace(/\s*([^\s]+)(\s)*/g, "$1 ");

/*If the brand field is selected append the value onto the string*/
if(o.brand.selectedIndex > 0) searchValues +=
o.brand.options[o.brand.selectedIndex].value;

 /*If the gender field is selected append the value onto the string separating with
ampersands*/ if(o.gender.selectedIndex > 0){ if(searchValues != null &&
searchValues != "") searchValues += " && " ; searchValues +=
o.gender.options[o.gender.selectedIndex].value; }

/*If the color field is selected append the value onto the string separating with
ampersands*/ if(o.color.selectedIndex > 0){ if(searchValues != null && searchValues
!= "") searchValues += " && " ; searchValues +=
o.color.options[o.color.selectedIndex].value; }

/*If the features field is selected append the value onto the string separating with
ampersands*/ if(o.features.selectedIndex > 0){ if(searchValues != null &&
searchValues != "") searchValues += " && " ; searchValues +=
o.features.options[o.features.selectedIndex].value; }

 /*Copy the search values string into the hidden keyword field*/
o.keyword.value=searchValues;

/*If there are search terms, send the form, otherwise send an error message*/
if(searchValues!='') o.submit(); else alert('Please enter your search requirements.');
}

('Please enter your search requirements.'); } </script>
```

```html
<!-- Search Form HTML --> <form name="advSearchForm" id="advSearchForm"
action="/search.htm" method="post">

<!-- Hidden keyword field --> <input type="hidden" name="keyword" value="" />

<!-- Gender Select Box --> <b>Gender:</b> <select name="gender"
class="menu"> <option value=""></option> <option
value="Mens">MENS</option> <option value="Unisex">UNISEX</option> <option
value="Midsize">MIDSIZE</option> <option value="Ladies">LADIES</option>
<option value="Mini">MINI</option> </select>

<!-- Brand Name Select Box --> <b>Brand name: </b> <select name="brand"
class="menu"> <option value=""></option> <option value="Tag Heuer">TAG
HEUER</option> <option value="Omega">OMEGA</option> <option
value="Baume & Mercier">BAUME & MERCIER</option> <option
value="Breitling">BREITLING</option> <option value="Oris">ORIS</option>
<option value="Technomarine">TECHNOMARINE</option> <option
value="Rado">RADO</option> <option value="Cartier">CARTIER</option>
<option value="Movado">MOVADO</option> <option
value="Chopard">CHOPARD</option> <option value="Gucci">GUCCI</option>
<option value="Ebel">EBEL</option> <option
value="Longines">LONGINES</option> <option value="Jaeger">JAEGER</option>
<option value="Zenith">ZENITH</option> </select>

<!-- Color Select Box --> <b>Color:</b> <select name="color" class="menu">
<option value=""></option> <option value="Black">BLACK</option> <option
value="Silver">SILVER</option> <option value="White">WHITE</option> <option
value="Blue">BLUE</option> <option value="Mother of Pearl">MOTHER OF
PEARL</option> <option value="Pink">PINK</option> <option
value="Red">RED</option> </select>

<!-- Features Select Box --> <b>Features:</b> <select name="features"
class="menu"> <option value=""></option> <option
value="Chronograph">CHRONOGRAPH</option> <option
value="Quartz">QUARTZ</option> <option
value="Automatic">AUTOMATIC</option> <option
value="Manual">MANUAL</option> <option value="Alarm">ALARM</option>
<option value="Titanium">TITANIUM</option> <option value="Gold">CONTAINS
GOLD</option> <option value="Diamonds">CONTAINS DIAMONDS</option>
<option value="Digital">DIGITAL</option> <option value="Leather">LEATHER
STRAPS</option> <option value="Rubber">RUBBER STRAPS</option> </select>

<!-- Keywords Field --> <b>Keywords:</b> (optional) <input name="terms"
type="text" class="menu" value="" />

<!-- Submit Button --> <button value="Search!" type="button"
onClick="compileSearch(document.advSearchForm);"
class="btn">Search!</button> </form>
```

Code Snippet Library

There are several options to add a new look or functionality to your WebStore. The following code snippets can be used to customize your WebStore. Please follow the inline documentation.

Add a Repeating Background Image

```
<style type="text/css"> <!-- /*Add a vertical-repeating background image to the body of the WebStore that has been uploaded to the Image Library in a Image Widget*/ body { background-repeat: repeat-y; background-position:center top; background-image: url(/images/bg.gif); }
```

Set Font Properties

```
/*Set the font properties for the WebStore*/ body, td, p, p.subcontent{ font-family: Arial, Helvetica, sans-serif; font-size: small; color: #3B3B3B; }
```

Increase the Size of Your Logo

```
/*Extend the width of the logo to fill the entire header using an image uploaded to the Image Library from an Image Widget*/ .logo { background-repeat: no-repeat; background:url(/images/header_bg.gif); width: 760px; height: 85px; }
```

Create a Custom Heading 1 tag

```
/*Set the font properties for the Heading 1 tag*/ h1{ font-size: medium; color: #CB2C31; } /* topnav*/
```

Customize the Top Navigation

```
/*Replace the vertical dots image separating the top navigation links with a solid grey bar*/ .navDots{ width:1px; background-image: none; background-color:#D1D1D1; }
```

Set Font Properties for Top Navigation

```
/*Set the font properties for the top navigation links*/ a.topNav:link,a.topNav:visited{ color:#213184; font-weight:bolder; }
```

Customize the Top Navigation Links

```
/*This CSS turns the top navigation links into buttons using "display:block", a fixed height and padding, and a background image uploaded to the Image Library from an Image Widget*/ a.topNav { height: 24px; display:block; text-decoration:none; color: #213184; font-weight:bolder; font-size:smaller; padding:6px 3px; border-top: 0; border-bottom: 0; background-color:#F0F0F0; background-image: url(/images/top_nav_off.gif); background-repeat: repeat-x; }
```

Make Top Navigation Buttons Three-Dimensional

/*The "hover" pseudo class controls the behavior of a link on mouse roll-over this CSS swaps out the button background with another image to give it a push button look*/ a.topNav:hover { color:#000000; background-color:#F9DDDF; background-image: url(/images/top_nav_on.gif); background-repeat: repeat-x; }

Remove Date from the Top Navigation

/*Hide the date to make room for more navigation links in the top navigation bar*/ .date{ display:none; } /*leftnav*/

Customize the Left Navigation

/*Set the font color for the left navigation links*/ a.leftNav:link,a.leftNav:visited { color:#213184;; }

Add a Button Background to the Top Navigation

/*Similar to a.topNav (see above) this CSS class adds a button background //image. In this case it is a non-tiling image.*/ a.leftNav { display:block; color: #213184; font-family:Verdana, Arial; font-weight:normal; font-size:10px; border-bottom: 0; background-color:#DEDEDE; width:166px; height:18px; margin-bottom: 1px; background-image: url(/images/left_nav_off.gif); background-repeat: no-repeat; background-position: left top; padding-top: 3px; padding-right: 4px; padding-bottom: 0px; padding-left: 12px; text-decoration: none; }

Make Left Navigation Buttons Three-Dimensional

/*Similar to a.topNav (see above) the hover class adds a push button effect to the left navigation links*/ a.leftNav:hover { color: #000000; background-image: url(/images/left_nav_on.gif); background-repeat: no-repeat; background-position: left top; background-color:#F3BFC4; } /*****/

Set the Height of the Grey Bar

/*Set the greyBar height to 0*/ .greyBar{height: 0px;}

Hide Lines on Your WebStore Layout

/*Hide line class elements on your WebStore*/ .line{ display:none; }

Add a Repeating Background Image to the lightGrey Bar

/*Add a repeating background image to the lightGreyBar class*/ .lightGreyBar,.lightGreyBarW{ background-image:url(/images/crumbpast_bg.gif); background-repeat: repeat-x; background-color:#E5E5E5; }

Change colorBar Elements

/*Change the appearance of colorBar elements*/ .colorBar{ height: 22px; background-color:#9C1310; background-image:url(/images/red_bg.gif); background-repeat: repeat-x; }

Hide Border for All Images on the WebStore

/*Hide the border on all images. This is important for images in Custom Script widgets that have "a href" links associated with them*/ img {border:0;}

Customize Fonts for Product Titles

/*Set font properties of product title links*/ a.homeProductTitle, a.homeProductTitle:link, a.homeProductTitle:visited, a.homeProductTitle:hover {color: #333; font-size:medium; font-weight:bolder} --> </style>

Monitoring Your WebStore Performance

There are two primary areas you'll want to monitor performance of your WebStore by Amazon:

1. How many orders are being generated by WebStore by Amazon?
2. How many visitors are visiting my site, where are they coming from, what are they doing on the site, etc.?

Orders from your WebStore can be viewed in Seller Central > Orders >Your WBA Orders. You have to select "WebStore by Amazon" from the drop-down menu before you can view your WBA orders. Note that orders in this list might include frauded or cancelled orders. Please see the orders in your Amazon.com marketplace (by selecting Amazon.com from the drop-down menu) for an authoritative list of orders you need to fulfill.

For Web site analytics, WebStore by Amazon lets you integrate with Google Analytics. Please contact Google Analytics to set up an account at http://www.google.com/analytics.

Once you have a Google Analytics Account, you can copy the Google Analytics JavaScript code into the Google Analytics text box.