

# nsCommerce Space Setup Guide

10/27/09



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## Introduction

You have made the decision to take your business online. Thank you for choosing Network Solutions for your E-commerce Web site. Now you need to set up your storefront. To make the set up process more efficient, we recommend you do the following before building your online store:

- Take pictures of each of your products
- Write names and simple descriptions for each of your products
- Determine the prices you will charge
- Decide on your shipping carrier (USPS, UPS, FedEx)
- Get a merchant account, with an online payment gateway, to accept credit cards

This Setup Guide walks you through the basic setup checklist tasks on the nsCommerceSpace Control Panel that you need, at a minimum, to make your store operational. It will help you understand how to setup minimum required information in your store from design, to adding products, and taking payments from your customers.

## Getting Started

To begin setting up your e-commerce site, you will need to log in to your Control Panel. You can access this from your Network Solutions Account Manager.

### Log into Account Manager

#### Login

Please log in to retrieve your stored account information.

**User ID:**

**Password:**

**Log In to:**  
Manage All Services ▼

[I've forgotten my User ID or password](#)

☐ [Remember me](#)

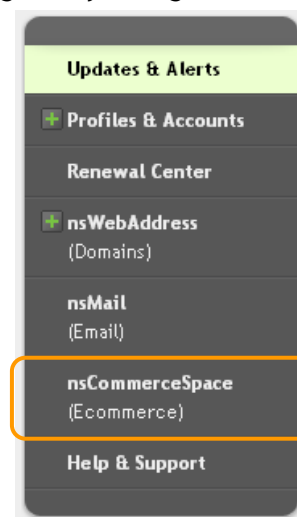
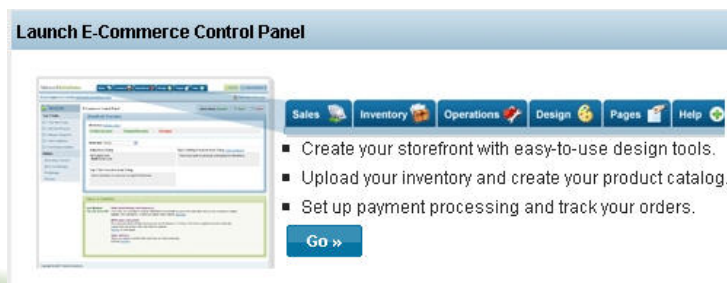
Login

or Call 1-800-333-7680 to speak with Customer Support

Log in to Account Manager at: <http://www.networksolutions.com>. If you've forgotten your log-in information, please visit: <https://www.networksolutions.com/manage-it/forget-login.jsp>.

Click on the nsCommerceSpace(Ecommerce) link in the left navigation panel. This will open the Ecommerce Details Section.

1. If you have more than one E-Commerce package in your account, please click on a package name to view the details.
2. Click Go under Launch E-commerce Control Panel



*\*\*NOTE: The **Go** button is present only if you are a primary owner or have been assigned permission by the primary owner. If you do not see the **Go** button, contact the primary owner, who can add you as an Admin contact or a Technical contact in the Account Administrator page under **Profiles & Accounts**.*

When this process is complete, you will be looking at the initial Headline page.

The first time you log into your control panel, the Headline page appears with a Welcome message for you. This message tells you about the Setup Checklist, which can help guide you through your basic setup, and also explains how to find other helpful resources when you run into problems, including our toll-free support line, available 24 hours a day, 7 days a week.

There are two links at the top of this screen. You can make this page go away after reviewing it by clicking Dismiss page, or save it and come back to it later by clicking Skip and review later. If you choose to skip the page, it will re-appear the next time you log into your control panel and will continue to appear until you dismiss it.

Once you have closed the **Headline** page, you will be looking at the **Home** page of your Control Panel and you are ready to go.

The screenshot displays the nsCommerceSpace Home page. At the top, a navigation bar includes links for Setup Checklist, Import/Export, File Manager, Manual, Open a Help Ticket, Help, and Logout. Below this, a secondary navigation bar features tabs for Sales, Inventory, Operations, Design, Pages, and Reports. A callout points to these tabs, stating: "Each tab in the Navigation bar will take you to that area of the control panel".

On the left side, a sidebar contains a Quick Search section with input fields for Order by Keyword, Product by Name, and Customer by Keyword, each with a Go button. Below this is a Bookmarks section with links like View New Orders, Add New Products, Manage Categories, View Customers, Edit Shipping Option, and Timed Content. A callout points to the sidebar, stating: "The Sidebar lets you perform quick searches on your site, create bookmarks to specific task areas in the control panel, and contains links to additional resources such as the Account Manager."

The main content area shows a "Checklist Complete" message: "Congratulations! You have completed the Setup Checklist at any time from the Utilities menu in the left column." A callout points to this message, stating: "The Taskbar can quickly take you to popular areas of the control panel".

Below the checklist, there are sections for "All Orders" (2 Orders Received, 19 Payment Received, 1 Declined) and "Shopping Carts" (1 shopping carts). A "Timeframe" dropdown is set to "Today". Below this, several sections display activity for today: "Activity from Today" (0 products sold, \$0.00 in total sales), "Top 5 Selling Products from Today" (no products sold), "Product Reviews" (no pending reviews), "Mailing List Subscriptions" (no subscribers), and "Top 5 Searches from Today" (no searches). A callout points to the "Store Status" section at the bottom, which shows "Store Status: Opened" with "Open" and "Close" buttons. The callout states: "The Storefront Overview displays all activity that has transpired in your store for a specific period of time. You can quickly jump the shopping cart manager, Order Manager, Product Manager, Feed Manager, and Search Manager by clicking on the links."

The footer includes the copyright notice: "Copyright © 2009 Network Solutions."

## The Setup Checklist

The Store Setup Checklist is available from your Control Panel. This is a list of features that you will need to set up in order to get your store ready for business. There is a link to the Store Setup Checklist on the Control Panel at the top of the page, in the new taskbar, that will take you to the checklist at any time. You can use this list to check off features as you go through and complete them in your setup process.



**Checklist Complete!**

**100% complete (15 of 15 steps)**

Congratulations! You have completed the Store Setup Checklist. You may access the setup checklist at any time from the Utilities menu in the left column.

[View Full Checklist](#)
[Hide This Checklist and Setup Tips](#)

This guide covers several of the points from the Setup Checklist in more detail. You can return to this checklist at any time. To access the list, simply click on the View Full Checklist link. This will take you to the page that contains the checklist.

**Store Setup Checklist**

Welcome to your new store!

We've completed the setup process for you. You now need to complete the following items before shoppers can use your store. Use this list to check off items as you complete them. This checklist is designed to help you manage opening your online store.

Click here to expand or collapse a section

Print a copy of the checklist from here

Click here display checklist information on your Home page

See how many items you've checked off as completed

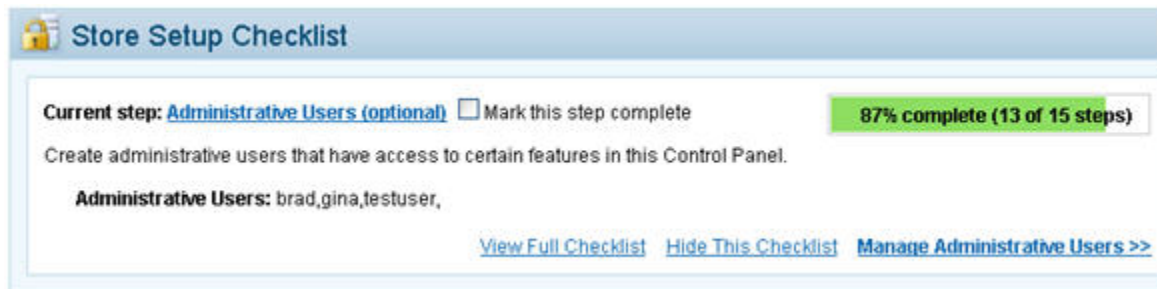
| Section          | Progress         |
|------------------|------------------|
| Design & Layout  | 2 of 2 completed |
| Store Operations | 5 of 6 completed |
| Inventory        | 1 of 1 completed |
| Settings         | 2 of 3 completed |
| Checkout         | 1 of 1 completed |
| Finish           | 2 of 2 completed |



To view the items in each section of the checklist, click on the Expand/Collapse arrow next to the section.

When you click on one of these arrows the section expands to show all the items within the section.

When you click the **Show on Homepage** button, a section appears at the top of your Homepage that gives you an overview of what has been completed on your checklist. See the screen shot below for an example.



To remove this section from your Homepage, simply go back to the Setup Checklist and click the button again.

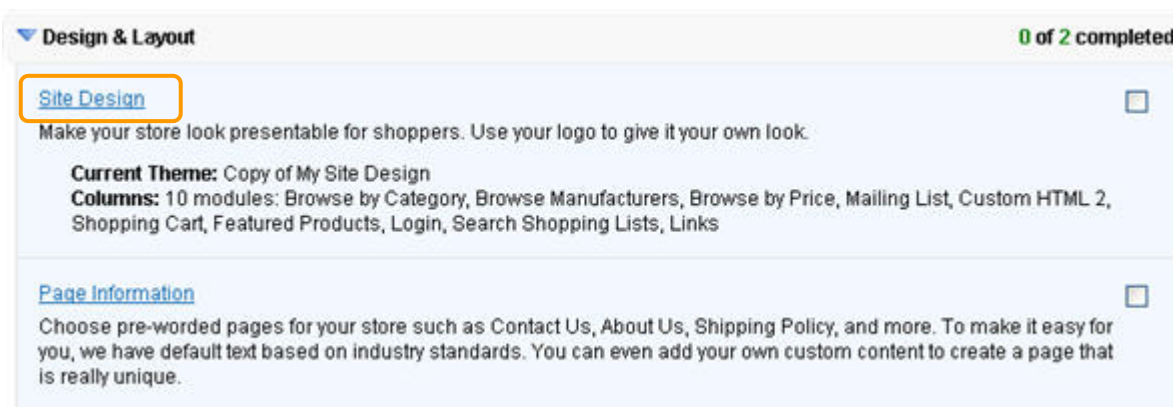
## Design and Layout

This section is where you will set up the overall look and feel of your store. A visually attractive design is very important to any website, but especially to the e-commerce site, since you are hoping that it will generate money for you. This section includes Site design and general page layout information.

Generally speaking, you have three (3) options regarding the design of your storefront:

- Choose one of our professionally designed templates and tweak it to suit your needs
- Create your own design. Use your own application, such as Dreamweaver or FrontPage.
- Hire a professional team, such as our Do It For Me (DIFM) E-commerce Design group, to create the perfect storefront for you.

The Quick Start Setup guide assumes you will be starting from scratch and selecting one of our pre-designed templates.



### Your Site Design

To access the Design pages in the Control Panel, click on the Site Design link in the Checklist screen.

**Note:** You can also click the *Design* tab at the top of the home page, as seen below, then select *Site Design* from the list displayed.



There are six design areas available that you can use to edit your template, plus a Preview link to see what your store looks like while you are still offline. You can switch back and forth between these two views as often as you need. You can also click on the View Storefront button (to the right of the tabs at the top of the screen) at any time to view your store as a whole.

**\*\*NOTE:** When you select one of the View storefront options, your preview page will open in a separate screen. Simply close the screen when you are finished to return to your Control Panel.

## The Design

The Design section of the Control Panel allows you to change any design aspect of your store, including your email, form, invoice, product layout, product list and site design. Let's first tackle the Site Design.

[Home](#) > **Design**

 [Help on Design](#)

|                                                                                                                                                                     |                                                                                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Email Design</b><br>Customize the design of your email communication.          |  <b>Form Design</b><br>Customize the design of your custom forms.                                     |
|  <b>Invoice Design</b><br>Customize the design of your printed invoices.           |  <b>Product Layout Design</b><br>Customize how your product details pages are displayed on your site. |
|  <b>Product List Design</b><br>Customize how your products are displayed in lists. |  <b>Site Design</b><br>Manage the overall look and feel of your storefront.                           |

Click on the Site Design section to open up your Site Design Options.

[Home](#) > [Design](#) > **Site Design**

 [Help on Site Design](#)

You may use any of the Design Options below to create a fully custom site design. You may also choose to create multiple versions of your site's design. To display a newly created version live on your site simply click its Activate button.

### My Saved Site Designs

|                                                                                   |                                                  |                             |                       |                          |                        |
|-----------------------------------------------------------------------------------|--------------------------------------------------|-----------------------------|-----------------------|--------------------------|------------------------|
|  | <a href="#">My Site Design</a> My Site Design    | <a href="#">Change Name</a> | <a href="#">Clone</a> | <a href="#">Activate</a> | <a href="#">Delete</a> |
|  | <a href="#">Summer 2009</a> Summer 2009 (active) | <a href="#">Change Name</a> |                       | <a href="#">Clone</a>    |                        |

#### Design Options:

- [Template](#)
- [Columns](#)
- [Colors, Fonts & General Style Settings](#)
- [Storefront & Invoice Logos](#)
- [Images](#)
- [Header & Footer](#)
- [View Storefront](#)

#### Create a new site design

New Design Name:  [Add New Design](#)



Hire one of our design professionals to design your nsCommerceSpace Website. [Learn more.](#)

Your Site Design for your store consists of several elements which can be adjusted to suit your business. These design options include a Template, Columns, Colors, Fonts & General Style Settings, Storefront & Invoice Logos, Images, and Header & Footer.

Let's start by creating a new sit design (You can also clone an existing design and work on the clone, which keeps your original design safe in case you make changes too many changes.)

## Create A New Site Design & pick a Template



If you do not already have a template for your store, you can pick from the pre-defined templates available for use. First though, you need to create a name for your new site design.

1. Scroll to the bottom of the page and click in the Name field to enter a new design name.
2. Click the Add New Design button. The new design name appears in your list with a link to each of the six areas in which you can edit your site.
3. Click the Template link. You will need to start by selecting a template, unless you plan to create your own. A template determines the look and feel of your storefront, but you can modify any of these layouts to suit your individual needs.
4. Select a template from a variety of choices on the Storefront Theme Templates screen.

You can click the view link to see a larger version of the thumbnail.

5. Click the select link to choose a template.

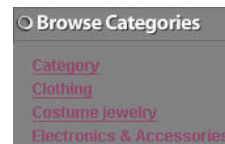
## Columns

Your site design consists of three columns, a header and a footer. While the middle column generally contains most of your store's content, you can add Modules to the left and right column to enhance your customer's shopping experience.

### What is a module?

A module is a piece of information that you can include on your storefront. The following table gives you a little more detail on these modules and how they can help your customers find what they need on your storefront:

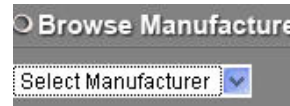
**Browse by Category** – lists all categories and allow your customer to click on a category and see what is included in that category.



**Browse by Price** – allows customer to select a price link (a range of prices, such as \$0.00 to \$25.00) and see the products that fall within that price range. You control the price ranges and can change them as needed.

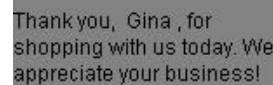


**Browse Manufacturers** – displays your manufacturers and allows the customer to select a manufacturer, and view all products on your storefront by that manufacturer.



**Custom HTML** – allows you to display a special message to your customer in the column, using the custom HTML feature.

You control the message and can change it at any time.



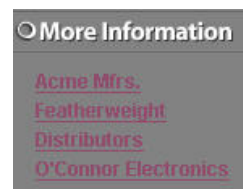
**Featured Products** – displays the list of featured products that you have set up.

You control the products that display and can change to suit your needs.

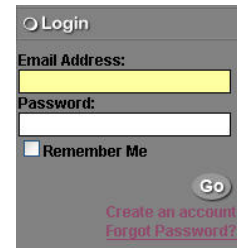


**Links** – allows to you provide the customer with links to other Web pages or sites that you have added.

For example, link to your manufacturer's Web site for additional information on a product.

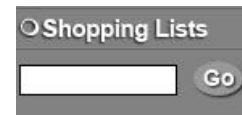


**Login** – provides the login fields on the storefront. Your customer may log in or create an account immediately, if they choose.



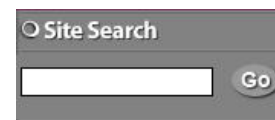
A login form with a title "Login" and a sub-header "Email Address:". Below the title is a yellow rectangular input field for the email address. Below that is a white rectangular input field for the password, with the label "Password:" to its left. Under the password field is a checkbox labeled "Remember Me". To the right of the inputs is a "Go" button. At the bottom, there are two links: "Create an account" and "Forgot Password?".

**Search Shopping Lists** – when added, allows a customer to search for shopping lists that have been marked “public”, such as a wedding gift list or a Christmas wish list.



A form titled "Shopping Lists" with a search input field and a "Go" button.

**Search Site** – when added, allows customer to search the entire site for a term they have entered into the Search field.



A form titled "Site Search" with a search input field and a "Go" button.

**Shopping Cart** – when added, displays brief information on the shopping cart, such as items placed into the cart and current subtotal.



A shopping cart display with a title "Shopping Cart" and a shopping cart icon. It contains a table with the following items:

| Qty             | Item                    | \$/ea          |
|-----------------|-------------------------|----------------|
| 1               | iPod Shuffle            | \$35.50        |
| 1               | Comfy In-ear Headphones | \$13.00        |
| <b>Subtotal</b> |                         | <b>\$48.50</b> |

Below the table is a link "View or Edit Cart".

### To add a module to your storefront:

Column modules allow you to display common content in the side columns of your site (example: "Browse by Category" or "Featured Products"). Add New Modules to the Left or Right Column boxes to set the column layout for the current site design. You can then click the Edit icon  on the module to change its name or contents. Click the Delete icon  to delete modules where applicable. Currently used modules can be dragged to the opposite column or the Saved Modules box to hold for later use.

**Left Column**

Browse by Category  

Browse by Price  

Login  

**New Modules**

☐ Browse by Category  
☐ Browse by Price  
☐ Browse Manufacturers  
☐ ChatStat  
☐ Custom HTML  
☐ Featured Products  
☐ Links  
☐ Login  
☐ Mailing List  
☐ Search Shopping Lists  
☐ Search Site  
☐ Shopping Cart




**Right Column**

Search Site  

Featured Products  

Shopping Cart  

 = Edit  
 = Delete  
 = Global Edit  
 (affects multiple Site Designs)  
 = Global Delete  
 (affects multiple Site Designs)

**Saved Modules**

Return

1. Click in the checkbox to choose a module.
2. Click  or  to move the module to the left or right column. Modules will appear in columns on your storefront in the order they are placed here.
3. To change the order of modules within a column, simply click and drag them up or down until you are satisfied with the order.

When you are finished, scroll to the bottom of the page and click the Return button. This action saves your changes and returns you to the list of Design options. To see how your choices appear in the columns on your storefront, click the View Storefront button in the upper right corner of the screen. Your choices will display as you selected in the right or left column of your storefront.

## Upload a Logo

When you select the Storefront/Invoice Logos link, you can upload your logo design or create a simple one using our Logo Generator. This generator will take your name/slogan and generate a logo that fits with the template you have selected.

### Storefront Logo

Easily upload your own logos or quickly create a text logo using our logo generator. By default, your logo will appear at the top-left of your website. You will need to use a separate [image editing software](#) to create your own logo.

 Would you like an expert graphic designer to create a professional logo design for you? [Learn more.](#)

#### Upload an Image

(accepted file types: gif, jpg, png)

To download a [logo background](#) to match your current site design:  
[Right click here](#) to save the background image

#### Storefront Logo Preview



1. Click the Browse button.
2. A Windows file menu will open; select the logo image file from your computer.
3. Click the Open button.
4. The path to your file will appear in the "Upload an image" box.
5. Click the Upload button.
6. Your logo will now display in the "Storefront Logo Preview" screen.

## Other Options Available in Design & Layout

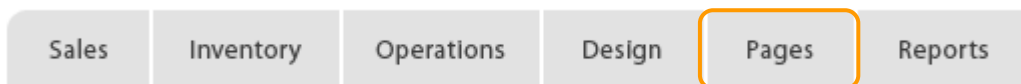
Other features you can change under the Design & Layout tab are:

- **Colors, Fonts, and Style Settings** - change border and background colors, font styles and sizes, column widths, etc.
- **Images** - upload your own button images to use in place of the template buttons
- **Header & Footer** - Manage your header and/or footer information, for a more complete customization using your own HTML code.

## Page Information

Now that you have a basic design you will need to have some basic content for your customers' information. Review the pre-worded pages created for your store such as Contact Us, About Us, Shipping Policy, and much more. To make it easy for you, we have already included default text based on industry standards.

You can, of course customize this text to suit your needs. Pro E-commerce allows you to edit any or all of the pages listed in the Pre-defined Page list.



### To Edit the Page Information:

1. From the Control Panel, select the Pages tab at the top.
2. Click the Edit button for any pages that you wish to change.
3. Edit content as necessary.
4. Click the Save button at the bottom of each page you edit to preserve your changes.

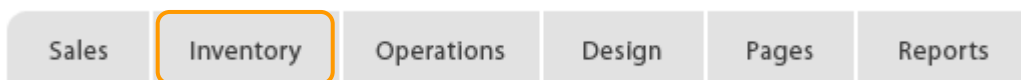
#### Predefined Pages

Predefined Pages are customizable pages we provide that are commonly used in Ecommerce Websites.

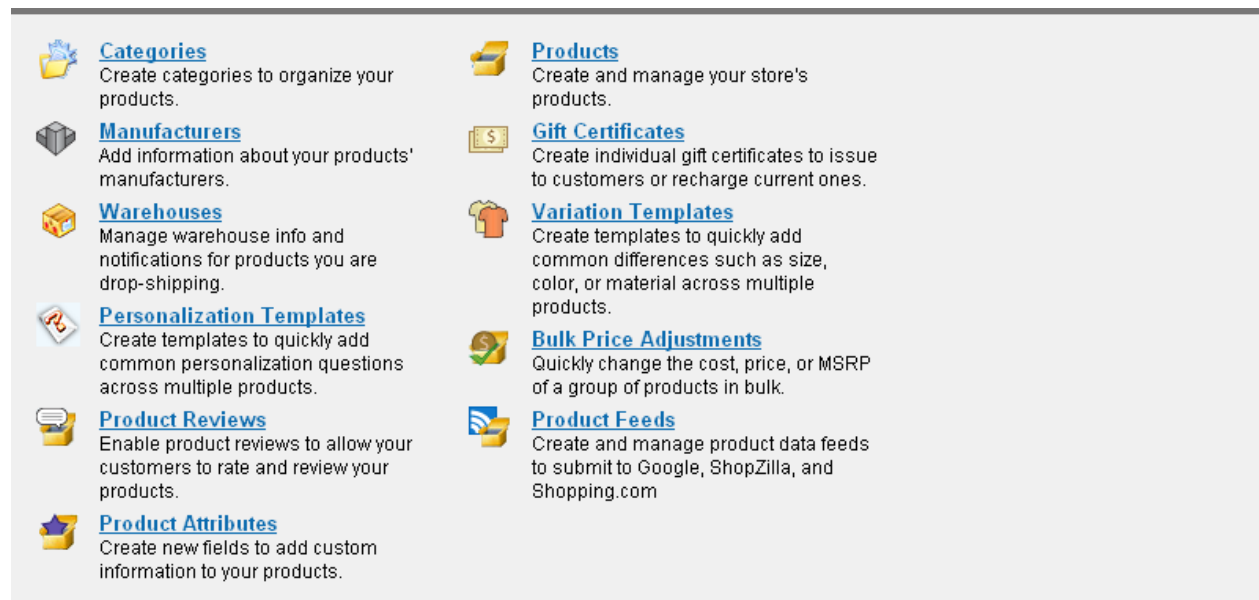
| Page                  | Page Url                             | Last Modified       | Action               |
|-----------------------|--------------------------------------|---------------------|----------------------|
| Home                  | <a href="#">index.aspx</a>           | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Privacy Policy        | <a href="#">privacy-policy.aspx</a>  | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Return Policy         | <a href="#">return-policy.aspx</a>   | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Shipping Policy       | <a href="#">shipping-policy.aspx</a> | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Contact Us            | <a href="#">contact-us.aspx</a>      | 12/11/2008 11:17 AM | <a href="#">Edit</a> |
| About Us              | <a href="#">about-us.aspx</a>        | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| My Account            | <a href="#">account.aspx</a>         | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| My Profile            | <a href="#">profile.aspx</a>         | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Order History         | <a href="#">order-history.aspx</a>   | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Order Detail          | <a href="#">order-detail.aspx</a>    | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Forgot Your Password? | <a href="#">send-password.aspx</a>   | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Search                | <a href="#">search.aspx</a>          | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Register              | <a href="#">register.aspx</a>        | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |
| Change Password       | <a href="#">change-password.aspx</a> | 6/18/2008 10:34 AM  | <a href="#">Edit</a> |

## Inventory

Now that you have some basics set up for your store, you can begin entering the information on your products. Your customers want to understand what you're selling, so you'll want to provide them with as much information as you can on your storefront. The Inventory menu is the starting point for accomplishing this task.



There are several menu options in the Inventory Overview screen.



### Set Up Categories

Breaking down your products into categories is a great way to make things easier to find. All products must be assigned to a category, so the easiest thing to do is set up your categories first.

You must assign every product to at least one category, but you can also assign a product to more than one category, and you can always go back and change the category assignments at any time, such as when you create additional categories to further refine your products on the storefront.

There are two ways you can create a category:

- Individually in the Manage categories screen
- Via bulk import with your products

#### To Create a new single Category:

1. Select the Categories link on the Inventory page.
2. Click the [+ Create a new category](#) link at the top of the Manage Categories screen.
3. Enter a Category Name in the field provided. This is the minimum information required to create a new category.

**Edit Category Details**

\* denotes a required field

**Category Name:** \*

**Parent Category:** No parent, this is a top-level category

**Product List Design:** Default Product List Design for Categories

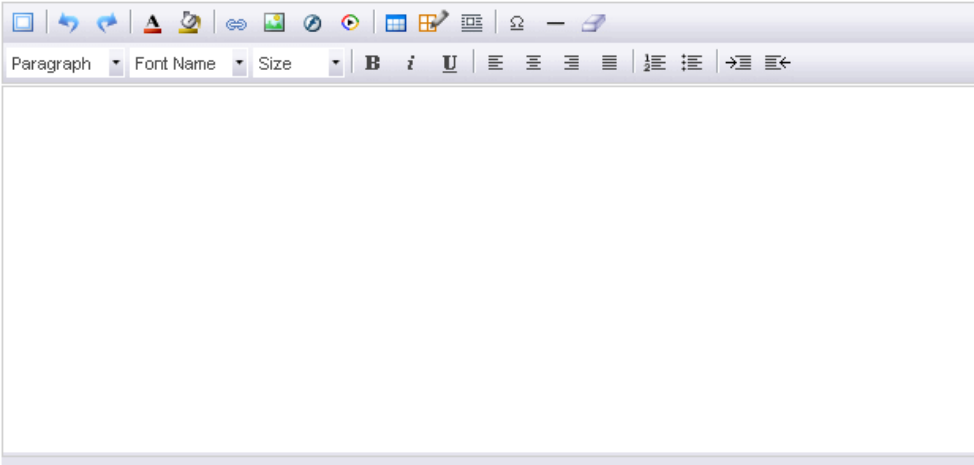
**Sort Order:** 0

**Category Image**

**Image Path:**  **Image Manager**

**Alternate Text:**

**Full Description:** [VIEW HTML](#)



☐ **Hidden** from view in storefront navigation.

**Search Engine Optimization**

The following information is necessary for SEO ([Search Engine Optimization](#)). The Page Title will appear in the top title bar of the browser. The 'Meta' fields are used within the page's code to help Search Engine indexing.

**Friendly URL:**  .aspx

**Page Title:**

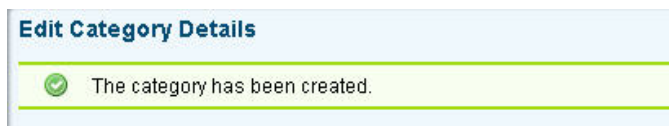
**Meta Keywords:**

**Meta Description:**

500 characters remaining.

**Save** **Save & Return** **Save and Add Another** **Cancel & Return**

4. Scroll down to the bottom of the page and click the **Save** button. When you do this the screen refreshes and shows a green checkmark with a statement that your new category has been created.



5. Click the Categories link in the path at the top of the screen to return to the Manage Categories main screen.

[Home](#) > [Inventory](#) > [Categories](#) > **Edit Category**

The screen will refresh and your new category will be displayed in the Category list.

You can repeat this for as many categories as you want or need. For example, if you have jewelry and you sell necklaces, bracelets, and earrings, you might want to set up a category for each of these. Maybe you'd rather break it down by Gold jewelry and Silver jewelry. Perhaps you want to categorize Women's jewelry and Men's jewelry. What you do with categories is entirely up to you.

### Creating Category Depth

Categories can have sub-categories associated with them which can, in turn, have more associated sub-categories. In all, you can create up to a 5-level category depth.

#### For Example:

You could Create a category depth as follows:

Clothing > Accessories > Jewelry > Men's Jewelry > Watches

Where each item is a category.

To create a sub-category, simply designate the parent category in the Edit Category page.

### Deleting Categories

To delete a category you are not using, simply click on the category name in the Manage Categories screen to open the Edit page for that category, then scroll to the bottom and click the Delete button in the screen. If there are products in a category you wish to delete, move or delete the products first before deleting the category.

**\*\*NOTE: To see how your categories are displaying in your storefront, click the View Storefront button at the top right of the screen at any time.**

For more information on other fields you can use to create categories, see the [nsCommerceSpace Help Manual](#).

You can also upload categories via a spreadsheet (Premium users only), which will not be discussed in detail in this document. For additional detailed information on how bulk upload works, see the [nsCommerceSpace Help Manual](#).

**For Bulk import of categories follow these steps:**

1. Click on the Import/Export utility link in the taskbar the top of the screen.



2. In your import CSV file, add a category name in the Category field of the spreadsheet for each product you wish to include in this category.
3. Repeat for each new category you wish to import with your new products.
4. Follow the steps in the screen to import your file.

## Add Products

You will want to make sure that all information about each product is clear, concise, and easy to understand. Your customers need to know exactly what you are trying to sell to them.

From the Manage Products screen you have the ability to create new products. Click the Products link to open the Manage Products screen.



### Products

Add new products, modify existing product details, and delete old products.

This is where you will create your products when you are entering them individually.

### Create a New Product (one at a time)

On the Manage Products screen, once you get a set of products entered, they will be displayed here, similar to the screen example below. However, when you first begin, this list will be empty.

Manage Products

+ Create a new product

You have 8 total products

Sort by

Product Name

Ascending

Price Level

General

Search

Keyword

Search

| Sort                         | Product Info                                                                                                              | General Price/Quantity                                                                                  | Summary Info                                                                                                                        | Options                                                                                                                                                 | Action                                                                  |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> 1   | <a href="#">Cotton T-Shirt</a><br>Part No: 1<br><a href="#">View on the Storefront</a>                                    | \$1.00 Unlimited<br>- <a href="#">Applied Discounts</a><br>- <a href="#">Eligible for Free Shipping</a> | <a href="#">1 Image</a><br><a href="#">0 Variations</a><br><a href="#">0 Personalizations</a><br><a href="#">0 Related Products</a> | <input checked="" type="checkbox"/> Category Special<br><input checked="" type="checkbox"/> Homepage Special<br><input type="checkbox"/> Hidden Product | <a href="#">Edit</a><br><a href="#">Clone</a><br><a href="#">Delete</a> |
| <input type="checkbox"/> 6   | <a href="#">Dress Shirt</a><br>Part No: MST444<br>Mfg: A Cut Above (CRC77)<br><a href="#">View on the Storefront</a>      | - <a href="#">Applied Discounts</a>                                                                     | <a href="#">1 Image</a><br><a href="#">6 Variations</a><br><a href="#">0 Personalizations</a><br><a href="#">0 Related Products</a> | <input checked="" type="checkbox"/> Category Special<br><input checked="" type="checkbox"/> Homepage Special<br><input type="checkbox"/> Hidden Product | <a href="#">Edit</a><br><a href="#">Clone</a><br><a href="#">Delete</a> |
| <input type="checkbox"/> 100 | <a href="#">Example Free Shipping Product 1</a><br>Part No: 2<br>Mfg Part No: 1<br><a href="#">View on the Storefront</a> | - <a href="#">Applied Discounts</a><br>- <a href="#">Eligible for Free Shipping</a>                     | <a href="#">1 Image</a><br><a href="#">5 Variations</a><br><a href="#">0 Personalizations</a><br><a href="#">0 Related Products</a> | <input checked="" type="checkbox"/> Category Special<br><input checked="" type="checkbox"/> Homepage Special<br><input type="checkbox"/> Hidden Product | <a href="#">Edit</a><br><a href="#">Clone</a><br><a href="#">Delete</a> |
| <input type="checkbox"/> 3   | <a href="#">Hooded Sweatshirt</a><br>Part No: SW1<br>Mfg Part No: SW51<br><a href="#">View on the Storefront</a>          | \$24.00 100<br>- <a href="#">Applied Discounts</a>                                                      | <a href="#">1 Image</a><br><a href="#">0 Variations</a><br><a href="#">0 Personalizations</a><br><a href="#">0 Related Products</a> | <input checked="" type="checkbox"/> Category Special<br><input checked="" type="checkbox"/> Homepage Special<br><input type="checkbox"/> Hidden Product | <a href="#">Edit</a><br><a href="#">Clone</a><br><a href="#">Delete</a> |

Page 1 of 1

+ Create a new product

Save Selected

Delete Selected

Import/Export Products

Cancel & Return

As you add new products and save them, they will appear in this list, which displays products alphabetically. You can change the sort order by clicking on the drop-down button in one of the Sort by fields and selecting a new sort order. For example, could choose to sort your list based on Price, in Descending order.

### To create a new product:

- Click the [+ Create a new product](#) link at the top or bottom of the list. This will open the Edit Product Details screen. You will notice at the top of the screen that there are several tabs for setting up products. We will only discuss the General tab in this document.

**NOTE:** *The other tabs in this screen are not active until you complete the required fields in the General tab.*



Fill out the required fields. These are marked with a red asterisk ( ex. Field Name: \* ). There are many other fields in the screen that you can also use, but these are the minimum fields that are necessary to create a product.

### Select a Product Type

- Click on a radio button to choose one:
  - Regular:** physical item that will need to be shipped to the customer
  - eGift Certificate:** an electronic certificate that will be emailed to the customer, therefore it will not require shipping.
  - eProduct:** an electronic product that will be downloadable by the customer, therefore it will not require shipping.

### Enter a Product Name

This should be a descriptive name like “Sterling Silver Charm Bracelet” or “Large (14 oz) Coffee Mug”

### Enter the Customer’s Price

Of the price fields, this is the only one that is required. This is the regular price that your customers will pay.

| Pricing             |                                                                  |                                              |
|---------------------|------------------------------------------------------------------|----------------------------------------------|
|                     | Price                                                            | Message                                      |
| General Price: *    | <input type="text"/>                                             | <input checked="" type="checkbox"/> For Sale |
| Super Savers Price: | <input type="text"/>                                             | <input checked="" type="checkbox"/> For Sale |
|                     | ex: "Call for Pricing" or "Add to Cart to View Price" (optional) |                                              |
| MSRP:               | <input type="text"/>                                             |                                              |
| Store's Cost:       | <input type="text"/>                                             |                                              |
| Handling:           | <input type="text"/>                                             |                                              |

If you want to add other (optional) prices:

- The MSRP field contains the price at which the manufacturer suggests you sell the product
- The Store’s Cost field contains the price that you paid the manufacturer for the product.
- The Handling field contains any additional handling fees associated with this product.

### Select a category

To do this, simply click the check box next to the category to which you are linking this product. Check as many categories as you want for this product, but at minimum you must check at least one.

**Product Placement & Display**

**Categories: \***

**All Categories** **Selected Categories**

Filter Categories:

Showing 4 of 4

- ☐ Clothing
- ☐ Example Category 1
- ☐ Example Category 1 > Example Sub Category 1
- ☐ Example Category 1 > T-Shirts

[Add a New Category](#)

**\*\*NOTE:** Notice that there is a link to *Add a New Category* below the Categories field. This opens a new section and allows you to create a category on the fly.

### Upload an image of your product.

While this is not a required field, it is definitely a recommended step. Your customers will feel more comfortable with purchasing from you when you display one or more images of the product.

**Product Image:** **New Product Image**

\* Select a large image to upload, we will create your display and thumbnail images for you.

[Advanced image upload](#)

**\*\*NOTE:** If you upload a single large image, the application will create a display and thumbnail size for you.

### To Upload a Product Image:

1. In the Product Image field, click the  button to find your image on your PC.
2. Select the image on your PC and click the  button.
3. Verify that the location of your image is displaying in the field.

### Add Short and Full Descriptions

Again, these are not technically required fields; nonetheless, they are quite important for your sales. When writing up a description, give your customers benefits to which they can relate. Your description should work together with your high-quality image to draw attention to a product so that your customers will want to buy it.

#### The Short Description

**Short Description:**



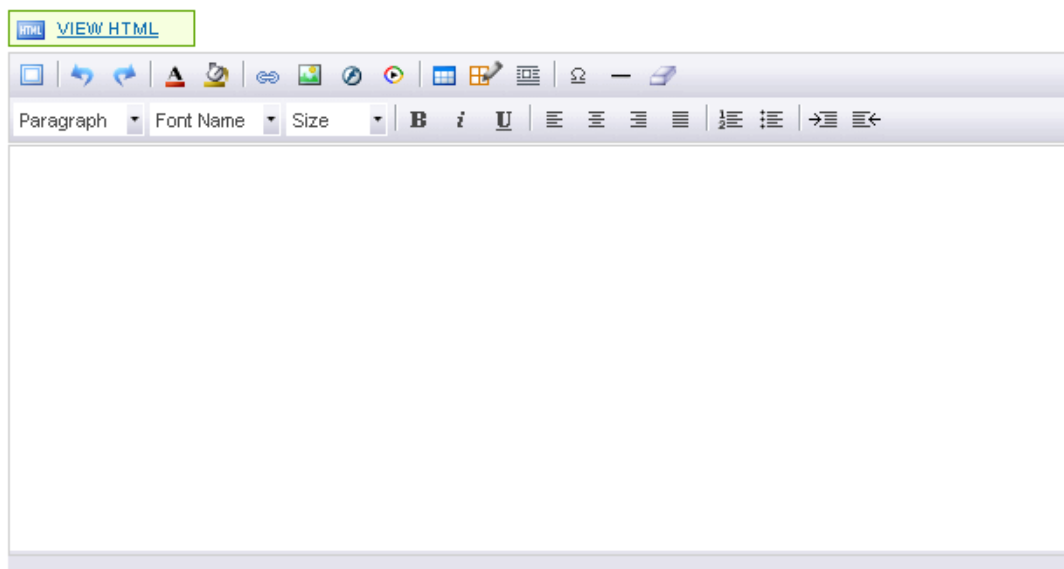
**255 characters remaining.**

This description is limited to 255 characters (no HTML) and should be an attention-grabbing title. For example, if you are selling headphones, don't just say "In-ear headphones". Say "Comfortable and colorful in-ear headphones".

This description will appear below the product thumbnail image on the storefront in the product list page.

#### The Full Description

**Full Description:**



This description should give additional details about the product. It appears on the product details page below the display image when the customer clicks on a **More Info** ( or similar) button.

**\*\*NOTE:** You can use HTML in the Full Description field by clicking the View HTML button.

Click the  button to retain all your data.

**\*\*NOTE:** To see how your products are displaying in your storefront, click the View Storefront button at the top right of the screen at any time and navigate to your product pages.

### Create products in bulk (Premium Only)

There is also an option to upload your products via a spreadsheet, which will not be discussed in this document. For detailed information on bulk upload of products, see the [Import/Export section of the nsCommerceSpace User Manual](#).

#### To Bulk import products using the Import/Export fuction:

1. Click the Import/Export utility link in the taskbar at the top of the screen.



2. In your import CSV file, add a category name in the Product name field of the spreadsheet for each product you wish to add.
3. Repeat for each new product you wish to import.
4. Follow the steps to import your file.

## Set up Warehouses

Any one can create a warehouse and associate products with that warehouse, but setting up a warehouse is required only if you are using a drop-shipper to store and send your products for you. If you are not drop-shipping, you can skip this section completely for now.

### What is drop-shipping?

When you do not want to stock products yourself, you can sign up with one or more distribution warehouses to maintain the stock for you. These distribution houses keep you up to date on the products they maintain for your storefront. We call these warehouses **drop-shippers**.

When you get an order for a product, you send an email to the appropriate drop-shipper with the order information and they fulfill the order for you. When the order goes out to your customer, this is called

You can associate your products to a specific warehouse in the Warehouse Manager. You can also associate specific products to a warehouse in the Product Edit > Advanced Tab as shown below. You can also add a new warehouse by clicking the **Add a New Warehouse** link.

**Warehouses/Drop Shipping**

**Warehouse:**

[Add a New Warehouse](#)

### To Create a Warehouse:

1. Navigate to the Inventory Section of the Control Panel and click **Warehouses**.

**Manage Warehouses**

If you are using **drop shipping** to sell products you can create a list of warehouses that your products are shipped from. Here you can associate certain products with those warehouses and set specific notifications to be sent upon order.

**You do not have any warehouses configured.**

**Warehouse Name**

**Create & Edit**

**Return**

2. Enter the name of the new Warehouse. This could be an actual business name of the distribution company you use, such as ACME Electronics distributor. This name will never appear in your storefront.
3. Click the **Create & Edit** button. This will take you to the Warehouse Edit Page.

Edit Warehouse Details

\* denotes a required field

**Warehouse Name:** ☐ Enabled  
Bay Area Constructors

**Products in this Warehouse**

**Available Product List:**

**Selected Products List:**  
There are no products selected.

| Product Name                                             |
|----------------------------------------------------------|
| <input type="checkbox"/> Cotton T-Shirt                  |
| <input type="checkbox"/> Dress Shirt                     |
| <input type="checkbox"/> Example Free Shipping Product 1 |
| <input type="checkbox"/> Hooded Sweatshirt               |
| <input type="checkbox"/> Long Sleeve T-Shirt             |
| <input type="checkbox"/> Polo                            |
| <input type="checkbox"/> Super Saver Shipping Boxes      |
| <input type="checkbox"/> Tank Top                        |

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**Warehouse Email:**

Separate multiple email addresses with semi-colons (;) and no spaces.

**Information to Email to Warehouse:**  
☐ Products  
☐ Customer Shipping Information  
☐ Pricing

**Email Header:**

**Shipping origin:** ☒ Ship products from this origin

**City:** \* Chicago

**State/Province:** \* Illinois

**Zip/Postal Code:** \* 60615

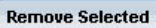
**Country:** \* United States

**Notes:**

Cannot be viewed by Customers or Warehouses. Notes are only visible on this screen.

4. There is only one required field, Warehouse Name, and that should already be populated.

5. In the Products list, click in the check box next to each product you want to associate with this warehouse.
6. When you have made all your selections click the  button to move the selection from the Available Products list to the Selected Products list.

**\*\*NOTE:** If you move a product from the Available list to the Selected list, simply click the check box next to the product and click . This removes it from your Selected list, back to the Available list; it does NOT delete the product.

**Available Product List:**

| Product Name                                     |
|--------------------------------------------------|
| <input type="checkbox"/> Beer Stein - black      |
| <input type="checkbox"/> Beer Stein - decorative |
| <input type="checkbox"/> Eyeglass chain/ holder  |
| <input type="checkbox"/> Lego Building sets      |

page 1



**Selected Products List:**

| Product Name                                     |
|--------------------------------------------------|
| <input type="checkbox"/> Comfy In-ear Headphones |
| <input type="checkbox"/> iPod Shuffle            |

page 1

7. Enter an email address for the warehouse. This is the email address that will receive notification when your customer has purchased a product that is associated with this warehouse. If you have multiple email addresses, separate them with semicolons (;) and no spaces.

**Warehouse Email:**

Separate multiple email addresses with semi-colons (;) and no spaces.

8. Select the information you want to send in your warehouse notification emails. Do this by clicking in the check box next to each type of information.

**Information to Email to Warehouse:**

☐ Products  
☐ Customer Shipping Information  
☐ Pricing

When you have all data entered, click the  button at the bottom of the screen to save your changes. This will refresh the screen and display a notice at the top that your warehouse has been successfully updated.

**\*\*NOTE:** There are additional fields in the Warehouse editing page that have not been discussed here. For information on fields not mentioned here, see the Warehouse section of the [nsCommerceSpace User Manual](#).

## Setting a Warehouse as a Shipping Origin

If you are a drop-shipping merchant, you will most likely want to set some or all of your warehouses as shipping origins. This will make the shipping estimate for the products in a customer's order much more precise.

**Shipping origin:** ☒ Ship products from this origin

**City:** \*

**State/Province:** \*  ▼

**Zip/Postal Code:** \*

**Country:** \*  ▼

**Notes:**

Cannot be viewed by Customers or Warehouses. Notes are only visible on this screen.

### To set Warehouse as a Shipping Origin:

1. Select the “Ship products from this origin” checkbox. This will make the Address information for the Warehouse required fields.
2. Enter the Address information for the Warehouse.
3. Click the **Save** or **Save & Return** button.

## Operations

The Operations area of your e-commerce Control Panel contains all of the administrative functions for your storefront. This is the area you will use to make your storefront functional, like setting up your payment gateway so you can accept online credit card payments, selecting the region(s) where you will need to collect sales taxes, and choosing the shipping options you want to offer your customers.



There are several different options in the Operations section of the Control Panel. In this guide we will focus on Adding Payment Information, Setting up Taxes, Setting up Shipping, Domain Registration, and Settings.

|                                                                                                                                                                                                                                   |                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b><a href="#">Discounts</a></b><br>Manage your discounts, coupons, promotions, and sales.                                                      |  <b><a href="#">Payments</a></b><br>Accept payments through real-time or offline processing, PayPal Express, Google Checkout, and more. |
|  <b><a href="#">Shipping</a></b><br>Get real-time rates from UPS, FedEx, and USPS or offer your own custom shipping including free or flat rate. |  <b><a href="#">Taxes</a></b><br>Set rates for automatic tax calculations on your storefront.                                           |
|  <b><a href="#">Search Options</a></b><br>Configure the way that products are searched on your storefront.                                       |  <b><a href="#">Users</a></b><br>Specify additional users to access your nsCommerceSpace Control Panel.                                 |
|  <b><a href="#">Settings</a></b><br>Configure your storefront's business rules to suit your online business.                                     |  <b><a href="#">Page Redirects</a></b><br>Redirect an outdated page URL to a new one as needed.                                         |
|  <b><a href="#">MonsterMarketplace</a></b><br>Apply to MonsterMarketplace™ or manage your listings.                                             |  <b><a href="#">Checkout Questions</a></b><br>Create additional questions to ask your customers in the checkout process.               |
|  <b><a href="#">Import/Export</a></b><br>Import or export products, orders, and customers.                                                     |  <b><a href="#">QuickBooks</a></b><br>Integrate your online store with QuickBooks to import products and synchronize orders.          |

## Adding Payment Information

When it comes to determining how you accept payment, you have two basic options: online (real-time) processing or offline processing. To accept payments for online processing you have two additional options: credit card payments, and alternative payments. At a minimum you will need to choose one payment method that you will accept.

Click on the Payments link to set up your payment information.



### Payments

Accept payments through real-time or offline processing, PayPal Express, Google Checkout, and more.

## Credit Card Payments

You can accept payment from as many or as few credit cards as you choose. To accept credit cards payments, you need to first get a merchant account, such as [Network Solutions Merchant Account](#) and a compatible payment gateway. You can also sign up with an external merchant service, such as QuickBooks Merchant Services or US Bankcard Services. You can refer to your welcome letter for additional information on getting a merchant account.

### ***So what is the difference between a Merchant account and a Payment gateway?***

#### **Merchant account:**

A specialized account issued by a bank that allows a business to accept credit cards, such as Visa and MasterCard, debit cards, gift cards, and other types of payment cards. It connects your bank account to the credit card issuer and the payment gateway. Merchant accounts are generally affiliated with one or more payment gateways if they do not provide one themselves.

#### **Payment gateway:**

An e-commerce service that allows you to process real-time credit card payments. It is the online equivalent of a physical POS terminal (computerized cash register), usually located in retail establishments. Information is instantly verified in most cases, and the card can be charged at the time the customer places the order.

To see a list of supported payment gateways go to the Payments screen on the Operations tab and click the drop-down button in the field under Credit Card Payments. Once you have signed up for a merchant account, you can set it up in the Payments screen. More information about specific payment gateways is located in the [nsCommerceSpace User Manual](#).

#### Credit Card Payments

Select your preferred payment method below to accept real-time or [offline](#) credit card transactions. To accept real-time credit card transactions you will need a [merchant account](#) and a [payment gateway](#).

Select a credit card payment method:

| Network Solutions Merchant Account | Status  | Action                                      |
|------------------------------------|---------|---------------------------------------------|
| Network Solutions Merchant Account | Enabled | <a href="#">Edit</a> <a href="#">Remove</a> |

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Accept.

☐ JCB

☐ Diner's Club

[Save](#) [Save & Return](#)

#### To select a Payment Gateway:

1. Click the drop-down button.
2. Choose a payment gateway to use.
3. Click the Add button.
4. Enter the information in the Edit Payment Method screen for your gateway. (Information needed in this screen may vary, based on the type of payment gateway you are setting up.)
5. Choose the credit cards that you will accept.
6. Click the [Save](#) button.

#### Alternative Payments

You can accept payment through third-party organizations, as well as offline methods of payment. We support these alternative forms of payment:

- PayPal Express
- Google Checkout
- Check
- Money Order
- Customer Account
- Cash On Delivery (COD)
- In Store

This will allow your customers who do not wish to use a credit card the option to pay in real time. Customers learn to appreciate the convenience of not having to enter credit card or bank information every time; they simply enter their PayPal or Google Checkout information.

## Alternative Payments

Choose whether to accept payments via Check, Google Checkout, Paypal Express, etc.

Select an alternative payment method:

PayPal Express



| Method Name          | Status  | Action                                      |
|----------------------|---------|---------------------------------------------|
| Google Checkout      | Enabled | <a href="#">Edit</a> <a href="#">Remove</a> |
| Payment Not Required | Enabled | <a href="#">Edit</a>                        |

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To accept Alternative payment, simply click the checkbox next to your selection(s).

Select an alternative payment method:

PayPal Express



PayPal Express  
eCHECKit  
Check  
Money Order  
Customer Account  
Cash On Delivery (COD)  
In Store

As you add payment types and enter information into the Payment Method screen, they will display in the list of methods that you have selected.

When you are finished in the Payments screen, click [Save](#) to keep your changes or [Cancel & Return](#) to go back to the Operations screen without saving changes. You will find these buttons at the bottom of the page.

For more information about Payment Gateways, view the [Payments section of the nsCommerceSpace User Manual](#).

## Setting up your Tax Information

You will need to select the states in which you must collect sales tax when you make a sale. Typically, tax is charged only in the state(s) where you have a physical presence, such as your headquarters or a brick and mortar store. Once you make your selection(s), taxes will be calculated automatically in real time when a customer is checking out.

You can also set new tax rates for states, counties, and cities by overriding the default tax rate with your own.

United States Sales Tax

Select the States/Counties/Cities in which you will collect tax.

Typically, tax is only charged in states where you have a physical location (headquarters or brick and mortar store). During checkout, tax will be applied to your customer's cart based on their shipping address. All applicable tax rates will be calculated in real-time to ensure accuracy. If you are unsure as to whether or not you should charge tax in a particular state, please consult your tax advisor.

You can override the default tax rates provided by clicking on the Override link next to the desired tax entity. Enter your new tax rate in the popup and select whether you wish to tax shipping and/or tax shipping and handling together. At any time you can return the overridden tax rate to the default rate by selecting the Default(reset) link.

**Note:** Network Solutions is not responsible for the accuracy of any tax rates. Please consult your tax advisor for advice on taxing your customers.

☒ [Alabama \(5.3000%\)](#)
[Update](#)

☐ [Alaska](#)

☐ [American Samoa](#)

☐ [Arizona](#)

☐ [Arkansas](#)

☐ [Armed Forces Africa Canada Europe Middle East](#)

☐ [Armed Forces Americas](#)

☐ [Armed Forces Pacific](#)

☐ [California](#)

☐ [Colorado](#)

☐ [Connecticut](#)

☐ [Delaware](#)

☐ [District Of Columbia](#)

☐ [Federated States Of Micronesia](#)

☐ [Florida](#)

☐ [Georgia](#)

☐ [Guam](#)

☐ [Hawaii](#)

### To set up your tax information:

1. Click the checkbox next to the states, counties, and/or municipalities in which you will collect taxes.
2. To see counties within a state, click on the name of the state. To see municipalities within a county, click on the name of the county. For example, if you charge tax in California, you can click on California to expand the list of counties, as seen in the partial list below. You may find that you have to charge more tax for purchases in some counties and/or municipalities
3. Click Return at the bottom of the screen when you are finished.

|                                                            |                          |
|------------------------------------------------------------|--------------------------|
| <input checked="" type="checkbox"/> California (7.2500%)   | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Alameda (1.5000%)      | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Alpine (0.0000%)       | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Amador (0.0000%)       | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Butte (0.0000%)        | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Calaveras (0.0000%)    | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Colusa (0.0000%)       | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Contra Costa (1.0000%) | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Del Norte (0.0000%)    | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> El Dorado (0.0000%)    | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Fresno (0.7250%)       | <a href="#">Override</a> |
| <input checked="" type="checkbox"/> Glenn (0.0000%)        | <a href="#">Override</a> |

At any time you may override any of these tax amounts by clicking the Override link to the right of each state/county/municipality.

#### To Override a Tax Rate:

1. Click the Override link next to the desired tax region (You can override State, Country and City tax rates). This will open the Tax Override Screen.

Override Tax Rates **State of California**

New Settings:

Default: [\(reset\)](#)

|                                 |                                      |         |
|---------------------------------|--------------------------------------|---------|
| New Tax Rate:                   | <input type="text" value="8.2500%"/> | 8.2500% |
| Tax Shipping:                   | <input type="checkbox"/>             | No      |
| Tax Shipping/Handling Combined: | <input checked="" type="checkbox"/>  | Yes     |

Save

Cancel & Return

2. Specify the new tax rate, whether you will tax shipping, and whether shipping and handling will be combined for tax purposes.
3. Click the **Save** button to save your changes. At any time you can click the **Reset** link to change the override back to the default tax rate and settings.

**\*\*NOTE:** If you are not sure whether you should collect tax for a state, contact your tax advisor.

## Choose Shipping Options

To get your merchandise from your storage location to your customers, you will need to select at least one shipping option for your customers. You can get rates for each order in real time to ensure accuracy. Each shipper has different options and different pricing, so choose the one that works best for you and your customers.

For more information on Shipping please see the Shipping section of the [nsCommerceSpace User Manual](#).



### Shipping

Get real-time rates from UPS, FedEx, and USPS or offer your own custom shipping including free or flat rate.

When you are deciding, keep in mind that some shippers, like FedEx and UPS, require you to register with them to get their shipping rates and display them to your customers. In order to set up FedEx or UPS shipping, you will need to provide your account information. The checkboxes for these two options in the Enable column will be grayed out until your account information has been added.

Manage Shipping Preferences

☒ Enable Shipping

*Select your preferred carriers to have real-time rates displayed on your storefront and/or create your own custom shipping methods for use with any carrier.*

| Shipping Carrier                                                                                                         | Enabled                             | Sort |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|
| FedEx <a href="#">settings</a>                                                                                           | <input checked="" type="checkbox"/> | ↓    |
| UPS <a href="#">register</a>                                                                                             | <input type="checkbox"/>            | ↑↓   |
| USPS                                                                                                                     | <input checked="" type="checkbox"/> | ↑↓   |
| <b>Custom</b> Free, Flat Rate and your own Custom Shipping Methods<br>Display Label: <input type="text" value="Custom"/> | <input checked="" type="checkbox"/> | ↑    |

[Shipping Origin](#)  
 City: \*   
 State/Province: \*   
 Zip/Postal Code: \*   
 Country:

[Global handling charge](#)  
☒ Combine shipping & handling on customer displays

Custom FedEx® USPS

| Custom Method Name      | Standard  | Sort Order                     | Enabled                             | Actions                                     |
|-------------------------|-----------|--------------------------------|-------------------------------------|---------------------------------------------|
| Free Shipping Example 1 | by price  | <input type="text" value="1"/> | <input type="checkbox"/>            | <a href="#">Edit</a> <a href="#">Delete</a> |
| Flat Rate Shipping      | by price  | <input type="text" value="2"/> | <input type="checkbox"/>            | <a href="#">Edit</a> <a href="#">Delete</a> |
| Free Shipping Example 2 | by price  | <input type="text" value="3"/> | <input checked="" type="checkbox"/> | <a href="#">Edit</a> <a href="#">Delete</a> |
| TestWeight              | by weight | <input type="text" value="4"/> | <input checked="" type="checkbox"/> | <a href="#">Edit</a> <a href="#">Delete</a> |

New Custom Method Name   
 Standard ☒ by weight ☐ by price [Create & Edit](#)

[Save](#) [Save & Return](#) [Cancel & Return](#)

### To Setup your Shipping:

1. Enter the Shipping Origin information on the right side of the screen. This is the location from which your products will be shipped.
2. Assign a Global Handling charge if desired and specify whether shipping and handling will be combined on customer displays.
3. Click an Enabled checkbox to choose a shipping carrier. When you do this, the next section displays the available shipping options from that carrier. For example, when selecting USPS as your carrier, the following options appear as below.

Custom FedEx® USPS

| Method Name        | Sort Order | Enabled                             | Actions                                     |
|--------------------|------------|-------------------------------------|---------------------------------------------|
| USPS Priority Mail | 1          | <input checked="" type="checkbox"/> | <a href="#">Edit</a> <a href="#">Delete</a> |
| USPS Express Mail  | 2          | <input checked="" type="checkbox"/> | <a href="#">Edit</a> <a href="#">Delete</a> |
| USPS Parcel Post   | 3          | <input checked="" type="checkbox"/> | <a href="#">Edit</a> <a href="#">Delete</a> |

**New Method Name**

[Create & Edit](#)

Click in the **Enable** checkbox to select the method(s) from this carrier that you wish to display to your customers.

### Creating rules (options) for your shipping method(s)

Now that you have selected the shipping carrier(s) and the methods for each carrier, you will need to set up rules, or options, so that when a customer selects the option, the correct shipping charges will be displayed. For each shipping method, you can set up multiple rules that are determined by shipping weight or size and can also include an additional markup, if necessary.

### To Edit an existing Shipping method:

1. Click the [Edit](#) button for the shipping method you want to update with a new rule. This will open the Shipping Method Edit Page.

**NOTE:** You can also create a new shipping method by entering the method name in the **New Method Name** textbox and clicking the **Create & Edit** button.

- An existing method will have a default rule but you can create new shipping rules if necessary.

USPS - USPS Priority Mail

Method Name: USPS Priority Mail ☒ Enabled [Save](#)

| Min lb | Min oz | Max lb    | Max oz | Markup | Region                 | Free Shipping | Actions                                     |
|--------|--------|-----------|--------|--------|------------------------|---------------|---------------------------------------------|
| 0      | 0.00   | 9,999,999 | 0.00   | \$0.00 | <a href="#">Global</a> | True          | <a href="#">Edit</a> <a href="#">Delete</a> |

[Add a New Rule](#)

Minimum Weight:  lb  oz  
 Maximum Weight:  lb  oz  
 Markup: Amount   
 Region:   
☐ [Honors Free Shipping](#)  
[Add Shipping Rule](#)

[Return](#)

- If you want to change this default rule, you can do so by clicking on the [Edit](#) button, or delete it completely by clicking on the [Delete](#) button.

For example, if you want to use USPS Priority Mail only for packages that weigh 70 lbs or less, your rule would look something like this:

USPS - USPS Priority Mail

Method Name: USPS Priority Mail ☒ Enabled [Save](#)

| Min lb | Min oz | Max lb    | Max oz | Markup                      | Region                                                   | Free Shipping                       | Actions                                       |
|--------|--------|-----------|--------|-----------------------------|----------------------------------------------------------|-------------------------------------|-----------------------------------------------|
| 0      | 0.00   | 9,999,999 | 0.00   | Amount <input type="text"/> | <input type="text" value="\$0.00"/> <a href="#">Edit</a> | <input checked="" type="checkbox"/> | <a href="#">Update</a> <a href="#">Cancel</a> |
| 0      | 0.00   | 70        | 0.00   | \$0.00                      | <a href="#">United States</a>                            | False                               | <a href="#">Edit</a> <a href="#">Delete</a>   |

[Add a New Rule](#)

Minimum Weight:  lb  oz  
 Maximum Weight:  lb  oz  
 Markup: Amount   
 Region:   
☐ [Honors Free Shipping](#)  
[Add Shipping Rule](#)

[Return](#)

**To Add a New Shipping Method:**

1. Verify that you are on the carrier's tab and not the Custom tab.
2. Click the drop-down button on the New Method Name field to select a shipping method from the menu. The options available on this menu will depend upon the carrier you have chosen.

**New Method Name**

3. Click  to continue.
4. Add one or more rules for using this option (see instructions for editing rules above).
5. Click  to go back to the Shipping Manager page.
6. Repeat as necessary until you have all shipping methods set up for this carrier.

## Setting Up Your Domain

There is more to it than you might think when it comes to a domain name. When you're planning to open an online store, the domain name you choose is very important. On the Web, your domain name is your identity. It's how customers will find you, remember you and, ideally, return to you to buy. While these actions are not taken directly in your Control Panel, they are important steps to make your storefront visible to your customers.

### Purchase a Domain Name

If you don't already have a domain (www.yourname.com), you may want to purchase one. This gives you the right to use this domain name to identify your store, and registers it in your name so that no one else can use it. If you already have a domain name you can skip this step.

The screenshot shows the Network Solutions domain registration process. It has three tabs: 'New Domains', 'Domain Name Generator', and 'Domain Marketplace'. The 'New Domains' tab is selected, showing a three-step process. Step 1 is 'Enter up to 10 names' with a text input field and a 'View Pricing Chart' link. Step 2 is 'Choose one or more extensions' with three sub-tabs: 'MOST POPULAR' (showing .com and .net checked), 'COUNTRY SPECIFIC', and 'NEW EXTENSIONS'. Step 3 is 'Click Search Now' with a blue button. The background is green with the text 'Your address. Online. Claim yours now.'

For additional information, click the link in the Setup Checklist, or visit the [Network Solutions website](http://Network Solutions website).

### Assign the Domain Name

While this action is not taken directly in the storefront, it is nonetheless a very important step that you cannot skip. If you purchased your domain name through Network Solutions, this step is automatic and you do not have to do anything further. However, if you purchased a domain name elsewhere, you will need to point it to your Network Solutions Domain Name Server (DNS). Your domain should be pointing to your Network Solutions DNS before you go any further.

### Pointing an external domain

To point an external domain you will need to know the Internet Protocol (IP) address of your store. If you do not know it, you will need to get it by contacting the technical support group for your hosting service. Once you have this information, you will need to access your DNS hosting service's Control Panel and enter your IP address there.

Here is an example of how a Control Panel may look:

The screenshot shows a DNS Control Panel with the following sections:

- A (Host)**: Contains a table with columns Host, Points To, TTL, and Actions. Records include rpg-guild.com, \*, and www, all pointing to 205.178.145.65 with a 1 Hour TTL.
- CNAME (Aliases)**: Contains a table with columns Host, Points To, TTL, and Actions. Records include mail, smtp, rpg-guild.com, mobilemail, pda, email, pop, ftp, webmail, and e, all pointing to various domains with a 1 Hour TTL.
- MX (Mail Exchange)**: Contains a table with columns Priority, Host, Goes To, TTL, and Actions. A record is shown with Priority 10, Host @, and Goes To inbound.rpg-guild.com.netsolmail.net, with a 1 Hour TTL.
- TXT (Text)**: Contains a button to Add New TXT Record.
- SRV (Service)**: Contains a button to Add New SRV Record.

At the bottom, there is a copyright notice: Copyright © 2004 - 2007. All Rights Reserved.

You will need to enter the following information:  
(where this document says yourdomain.com, substitute your domain name)

#### Under A (Host)

- Host Name: yourdomain.com ----- Points to IP Address:000.000.000.000 (use your IP Address)
- Host Name: www ----- Points to IP Address: 000.000.000.000 (use your IP Address)

#### Under CNAME (Aliases)

- Cname: mail ----- should point to mail.yourdomain.com.netsolmail.net
- Cname: smtp ----- should point to smtp.yourdomain.com.netsolmail.net

#### MX (Mail Exchange)

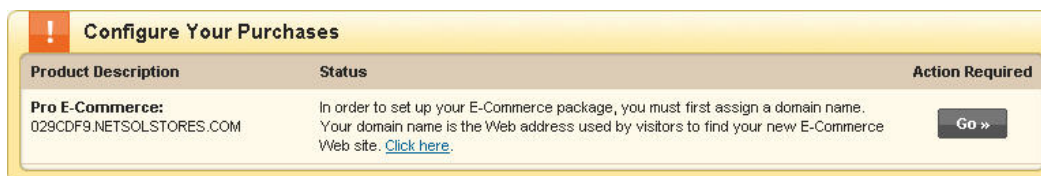
**\*\*NOTE:** If there are any records in this section, remove these unless you are aware of where they are currently forwarding your mail. It is not a good idea to edit an MX record. We recommend that you delete any current record(s) and add a new one.

- MX /host name: yourdomain.com ----- should point to inbound.yourdomain.com.netsolmail.net

**\*\*NOTE:** with these records you may have an option called Time to Live (TTL) to select. You can use any time frame given here; however keeping it near one (1) hour is the normal selection.

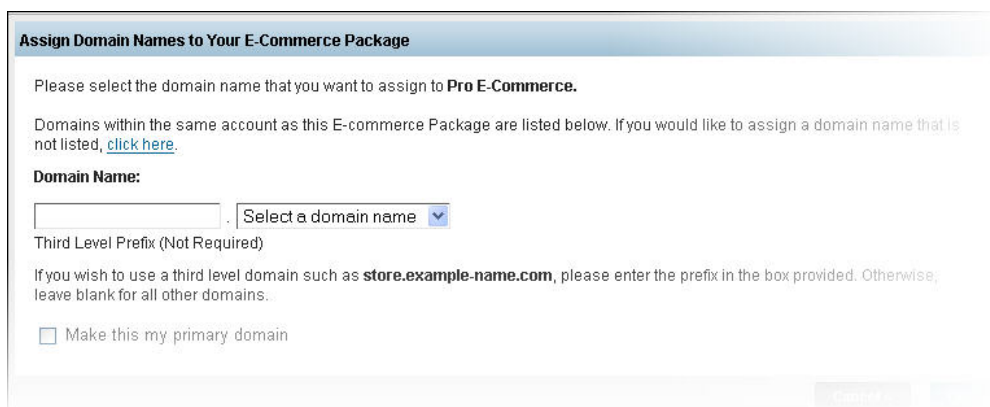
Now you are ready to assign your domain name in your Account Manager.

When you log into your account manager and do not have an assigned domain name, you will see the following notice:



| Product Description                                | Status                                                                                                                                                                                                     | Action Required      |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>Pro E-Commerce:</b><br>029CDF9.NETSOLSTORES.COM | In order to set up your E-Commerce package, you must first assign a domain name.<br>Your domain name is the Web address used by visitors to find your new E-Commerce Web site. <a href="#">Click here.</a> | <a href="#">Go »</a> |

Click [Go »](#) and follow the instructions on the screen to assign your domain name to your new store.



**Assign Domain Names to Your E-Commerce Package**

Please select the domain name that you want to assign to **Pro E-Commerce**.

Domains within the same account as this E-commerce Package are listed below. If you would like to assign a domain name that is not listed, [click here](#).

**Domain Name:**

. [Select a domain name](#) ▼

Third Level Prefix (Not Required)

If you wish to use a third level domain such as **store.example-name.com**, please enter the prefix in the box provided. Otherwise, leave blank for all other domains.

☐ Make this my primary domain

Make sure you select this as your Primary Domain. This is where customers will enter your online store, it will allow search engines to find your site, and if you purchase a Network Solutions SSL Certificate, this is where we will automatically install your certificate.

**\*\*NOTE:** *Changes can take up to 72 hours to propagate.*

### Purchase an Additional Secure Socket Layer (SSL) Certificate.

As a Network Solutions nsCommerceSpace owner you do not need to purchase an additional SSL package. All of our nsCommerceSpace packages include a level of Secure Socket Layering that passes CISP certification for securing your online transactions. However, if you wish to add an extra layer of security for your customers, you may do so. For more information on how to determine if you should get an additional SSL certificate see the [Network Solutions SSL page](#).  
(at this url: <http://www.networksolutions.com/SSL-certificates/index.jsp>)

**\*\*NOTE:** *For a Network Solutions SSL Certificate, the domain assigned to the nsCommerceSpace package must be marked as the primary domain, and must be the same as the domain assigned to the SSL service.*

## Settings

While the Settings section of the Control Panel allows you to change a multitude of options and behaviors about your store, in this guide we will focus primarily on Checkout.

Checkout is the set of steps that your customers will follow to complete their purchase transaction once they have completed their shopping and have selected the products they wish to buy. Therefore it is very important that your checkout process is smooth so that your customers have a good experience shopping in your store.

To verify that your checkout settings are working properly we suggest a run through of your checkout process to test it and make sure there are no surprises.

### To verify your checkout settings:

1. On the Operations main page, click on the Settings link to access the Settings screen.
2. When the Setting screen appears you will see a number of tabs across the top of the screen.
3. Click the **Checkout** tab to access the Checkout settings screen.

General Regional Products **Checkout** Shopping SEO Security Google

Configure settings in relation to the customer's checkout process.

**User registration and membership**

Registration enabled

**Address display during checkout**

Display shipping address followed by billing address

☐ Send email alert when customer registers.

☒ Display customer IP address during checkout process

☐ Display customer notes during checkout

☐ Email address is optional during checkout process

☐ Check the "Billing address is same as shipping address" option by default

☒ Display shopping cart contents during checkout

☐ Display product images in shopping cart during checkout

**Customer location**

All Countries

☐ Require phone number on user registration and checkout

☐ Display Tax ID during registration

**Default payment gateway error message**

An error occurred when placing your order. We apologize for the inconvenience. You may try placing the order again, or contact us if the

96 characters remaining.

**Message to display when the minimum order amount is not reached**

**Minimum order amount**

\$0.00

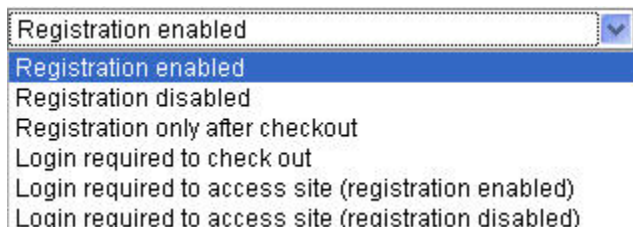
Save Save & Return Cancel & Return

4. Review the checkout options by looking through the selections and change any if necessary.

#### To change selections:

1. Click the drop-down button for **User registration and membership** to see the options available for this field.

For example, if you want to give your customers the option to register on your storefront at any time, you would select **Registration enabled**. If you want to require your customers to login before they can check out, you would select **Login required to check out**.



2. Select the check boxes from the list of additional options that you wish to include. Also deselect any that you do not want to include. You may also include an error message (up to 259 that will display when the gateway encounters an error.

Configure settings in relation to the customer's checkout process.

#### User registration and membership

Registration enabled

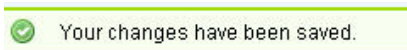
- ☒ Display customer IP address during checkout process
- ☐ Display customer notes during checkout
- ☐ Email address is optional during checkout process
- ☐ Check the "Billing address is same as shipping address" option by default
- ☒ Display shopping cart contents during checkout
- ☒ Display product images in shopping cart during checkout
- ☒ Allow International Customers
- ☐ Require phone number on user registration and checkout

#### Default payment gateway error message

<plaintext>this is the editable gateway error message

197 characters remaining.

3. When you are satisfied with the selections on this page, click the **Save** button. The page will refresh with a statement at the top that says your changes have been saved.



4. Click Return to exit this screen and go back to the main Operations screen.

**Check your General settings:**

1. From the Settings screen, click on the **General** tab. This is the screen in which you will configure the basic way in which email notifications display to your customer.

General Regional Products Checkout Shopping SEO Security Google

Configure the general settings that apply throughout your site.

\* denotes a required field

**Company name and default title tag**

Network Solutions E-Commerce Web Site

**Primary sender email name**

Network Solutions Shopping Cart

**Primary sender email address \***

Jerry.henderson@networksolutions.com

**Administrative recipient email address**

☒ Display "Powered by Network Solutions" message

**Thumbnail Image Size**

150

**Display Image Size**

300

**Detailed Image Size**

800

☒ Use WYSIWYG editor to edit HTML

Save Save & Return Cancel & Return

2. At a minimum, you must enter the email address from which all order emails will be sent.
3. Enter information in the following fields:
  - a. **Primary sender email name** - If you want a name to display in front of the email, such as your store name, enter that in the field above this one. If you do not want a name displayed, delete any default data entered in the field. So, for example, if your store name is Jewelry by Gina, you could type that into this field and any email you sent to a customer would display in the customer's inbox as sent from "Jewelry by Gina".
  - b. **Primary sender email address** - This is the email address that will display to your customers on any order emails you send to them, such as the order confirmation. This is the only required field on this tab.
  - c. **Administrative recipient email address** - This is a specific email address that you can choose to receive all order-related emails.
4. Once again, there are other fields in these screens that we have not covered. For information on these fields, view the [Settings section of the nsCommerceSpace User Manual](#).

### Conduct a test run on your checkout process

The best way to do this is to place an order on your site using your own credit card. This will help you to identify if there is something in checkout that you need to change. It will also verify that your payment gateway is set up and working properly, whether email notifications are being sent properly, etc.

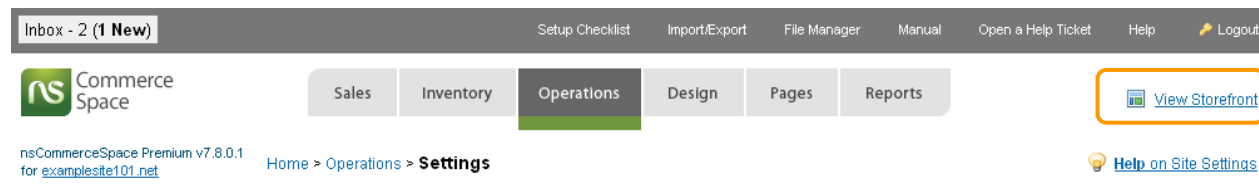
---

## Finish

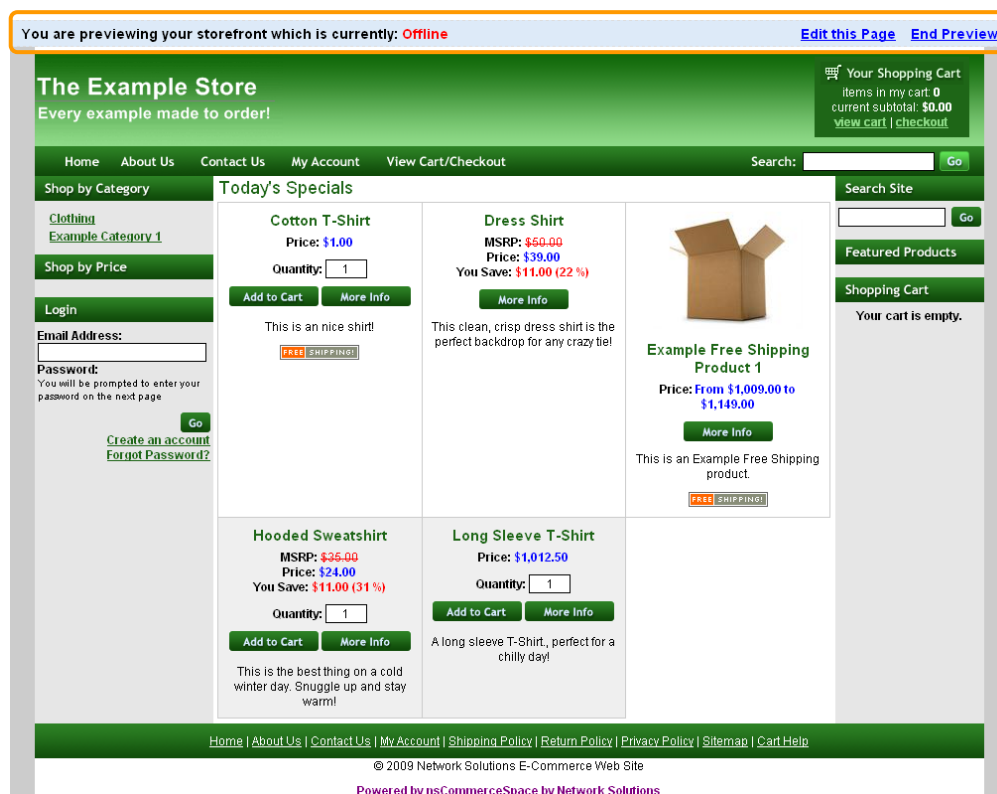
Now you have finished all the basic tasks to set up your store to be a good online shopping experience for your customers. Before you open it to the public, you will want to take a look at the store in Preview mode to make sure everything is ready and that it looks the way you want it to look before you show it to the world.

### Preview your store

To view your store in Preview mode, click on the **View Storefront** button at the top of any page that displays the main tabs in the Control Panel. You will find this button in the upper right side of the screen, below the Log Out link, and in line with the taskbar below the main tabs.



When you click on this button, a new window appears with your new storefront view. At the top of the screen, above your company logo, you will see a notice that identifies this screen as preview mode, and reminds you that your storefront is currently Offline. This means that the public cannot yet see your store.



Perhaps you have been using this button throughout your creation process. Nevertheless, we suggest you take one last look at your store, follow through your browse functions, check all the information on your pages, and verify that everything is set and ready to go. While you can make changes at any time, including after you go live with your store, if you find something that needs to be changed, now is the time to do it. Simply click the **Edit** link at the top right of any page to make changes to the current information. Remember to save any additional changes you make and then refresh the previewed storefront again to verify that your changes are acceptable.

Once you have reviewed everything and you feel you are ready to take the leap onto the World Wide Web, you need to do one final thing.

## Open Your Store

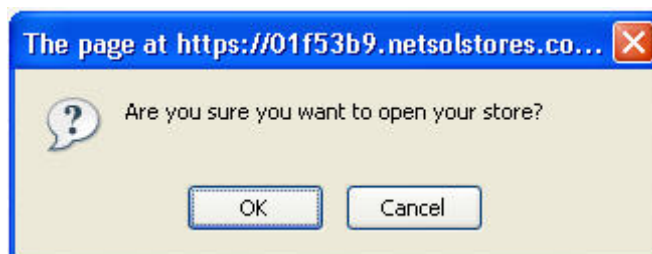
When you open your store, the “Store offline” comment at the top of the storefront is removed and the store is made visible to everyone on the Internet.

### To open your store:

1. From the Home page look for the Store Status radio buttons toward the bottom of the screen, just above the New & Updates section. The store status is displayed with two radio buttons: one for Open and one for Close.



2. Click on the radio button next to Open. A pop-up box will appear and ask if you are sure you want to open your store.



3. Click OK to complete the process. The status will change to Opened. That's all there is to it.

## Congratulations!

You now have an online store that is open for business.

## Additional Information

While this Setup guide is geared towards getting your store up and online quickly, it is by no means exhaustive. Fortunately there are several resources available to you to help you continue building and managing your online store.

- [nsCommerceSpace Manual](#) - The nsCommerceSpace User Manual is your complete guide to your store. You will find information on every feature in the v7.x software.
- [Intro to Ecommerce Video Series](#) - An in-depth walkthrough video series that follows closely the Setup Checklist. This is a great way to familiarize yourself with the layout and operations of the nsCommerceSpace software.
- [Network Solutions Forums](#) - The Forums are where other store owners and merchants come to discuss the latest tips, tricks and information about the software, online stores, and more.

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