



## APPLICATION USER GUIDE



Application: EasyStoreMaker PRO

Version: 4.4

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

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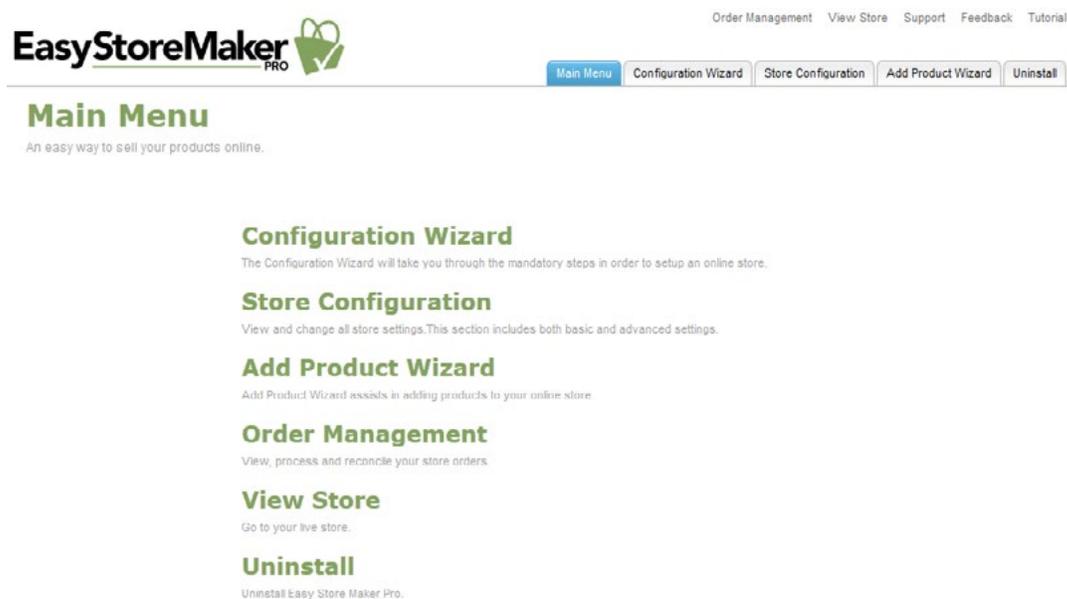
## Introduction

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

To Launch EasyStoreMaker Pro:

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

The application opens in a new window:



## Navigation

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

- **Main Menu:** Links you to the main page within EasyStoreMaker Pro.
- **Configuration Wizard:** Takes you through the 10 mandatory steps in order to setup an online store.
- **Store Configuration:** Allows you to view and change all store settings.
- **Add Product Wizard:** Assists in adding products to your online store.
- **Order Management:** Allows you to view, process and reconcile your store orders.
- **View Store:** Allows you to view live store.
- **Support:** Opens online help files for EasyStoreMaker Pro in a new window.
- **Feedback:** Allows you to send feedback concerning EasyStoreMaker Pro.
- **Tutorial:** Takes you to the screen that contains tips concerning the usage of the EasyStoreMaker Pro.

# EasyStoreMaker Pro

## Configuration Wizard

The Configuration Wizard is a 10-step guide through the store setup. The Configuration Wizard includes an option for U.S. customers to set up a First Data merchant account and payment gateway.

To Launch Configuration Wizard:

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

Order Management View Store Support Feedback Tutorial

EasyStoreMaker PRO

Main Menu Configuration Wizard Store Configuration Add Product Wizard Uninstall

Progress 1 2 3 4 5 6 7 8 9 10: Configuration Wizard Next >

### Contact

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

#### Contact Details

Company Name:

Address:

City:  State/Province:

Country:\* Austria  Zip/Postal Code:\*

Phone:  Hide Address/Phone in Footer:  Enable  Disable

Email:

\*Mandatory

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

**Please Note:** Selecting “United States” from the country drop-down menu provides the option to set up a First Data merchant account in step eight.

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

3. Click **Next**.

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< Go Back Progress 1 2 3 4 5 6 7 8 9 10: Configuration Wizard Next >

## Store

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

### Store Details

Store Name:

Current image:

Image Path:

Image Upload:  No file chosen

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

- **Store Name** – Enter your store name.
- **Image Path** – Enter URL to your store logo.

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

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

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

4. Click **Next**.
5. Complete the following:

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Main Menu Configuration Wizard Store Configuration Add Product Wizard Uninstall

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## Messages

Messages will be displayed to your customers on your store.

### Message Details

Introduction Message:

Thank You Message:

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

Download File Message:

Maintenance Message:

Disclaimer Notice:  Apply Disclaimer

Privacy Statement:  Apply Privacy

- **Introduction Message** – Displays on your storefront main page.
  - **Thank You Message** – Displays whenever a customer successfully places an order at your store.
    - The “Apply “Thank You Message” to completed order email?” checkbox allows you to enable/disable a thank you message.
  - **Download File Message** – Displays to customers who purchase a downloadable product from your store.
  - **Maintenance Message** – Displays during an interruption in service of your store.
  - **Disclaimer Notice, Privacy Statement** - If you wish to have links at the bottom of your store’s pages display a disclaimer notice and/or privacy statement, check the box beside the applicable message areas and enter your text.
6. Click **Next**.

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EasyStoreMaker PRO

Main Menu Configuration Wizard Store Configuration Add Product Wizard Uninstall

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## Store Settings

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

### Store Setting Details

**Product SKU**  
SKU Generation:\*  Custom  Automatic

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

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

Sort Products:  Apply Sort  
Sort All Products by:  In:

Group Products:  Apply Group  
Group Products Marked as:  On:  In:

\*Mandatory

- **Product SKU** – Select “Custom” or “Automatic.”
  - **Product Weight** – Choose the unit of measurement for the product.
  - The **Product Sort and Group** section specifies how catalog items are displayed.
  - To sort catalog items:
    - Click **Apply Sort**.
    - **Sort All Products By** – Select ‘Product Name,’ ‘SKU Number,’ or ‘Price.’
    - **In** – Select ‘Ascending Order’ or ‘Descending Order.’
  - To group catalog items:
    - Click **Apply Group**.
    - **Group Products Marked As** – select ‘Sold Out,’ ‘Backordered,’ ‘Discontinued,’ ‘New,’ or ‘Sold Out.’
    - **On** – Select ‘Top’ or ‘Bottom.’
    - **In** – Select ‘Ascending Order’ or ‘Descending Order.’
7. Click **Next**.

8. Complete the following:

- **Password** – Enter administrator’s password.
- **Confirm Password** – Confirm administrator’s password.
- **Email Notification** – To receive email notifications when orders have been made through the store, select Enable and provide an email address where the notifications are to be sent.

**Please Note:** Sensitive information such as credit card numbers will not be transmitted through email.

- **Language** – Select the language that you would like your order processing interface to use.

9. Click **Next**.

10. Complete the following:

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

11. Click **Next**.

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EasyStoreMaker PRO

Main Menu Configuration Wizard Store Configuration Add Product Wizard Uninstall

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## Currency

Set the currency to use for your store.

**Currency Details**

Include the currency symbol on all store pages.

Code	Symbol	Currency Name
USD	\$	
MXN	\$	
CAD	\$	
EUR	€	
GBP	£	
AUD	\$	
ZAR	R	
USDMM	¢	

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

13. Click **Next**.

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Main Menu Configuration Wizard Store Configuration Add Product Wizard Uninstall

< Go Back Progress 1 2 3 4 5 6 7 8 9 10 Configuration Wizard Next >

## Payment Gateways

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

**Payment Gateway List**

Enable online credit card transactions using the gateway below

Payment Gateways

- Authorize.net
- CardService - LinkPoint
- Cybersource
- ECHO
- eSelectplus
- First, Secure E-commerce Transactions
- GoMerchant
- IntelliPay
- MerchantPartners
- PayFlowPro
- Paymentech
- PayPal
- Plug'n Pay
- PayGate
- QuickCommerce
- Skiback

Cancel Apply

**Payment Gateway Details**

Gateway Name:

Currency\*

Status:  Enable  Disable

\*Mandatory

Cancel Apply

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

The screenshot shows the 'EasyStoreMaker PRO' Configuration Wizard. The progress bar indicates step 9 of 10. The main heading is 'Shipping Methods'. Below the heading, there is a note: 'A minimum of 3 shipping methods are required: one Regional, one National and one International. However, in many cases you may want to offer multiple shipping choices to your customers. All 'Shipping Method Details' fields must be completed.'

The 'Shipping Method List' section contains 'Global Shipping Settings' with options for 'Maximum to Ship' (Unlimited) and 'Based On' (Quantity). It lists three categories: Regional, National, and International, each with a plus icon and a radio button.

The 'Shipping Method Details' section includes fields for 'Method Name', 'Instructions', 'Charge Taxes' (Yes/No), 'Type', 'Range', and 'Range Cost' (From: Zero, To: Unlimited, with an 'Add' field). 'Cancel' and 'Apply' buttons are at the bottom.

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

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

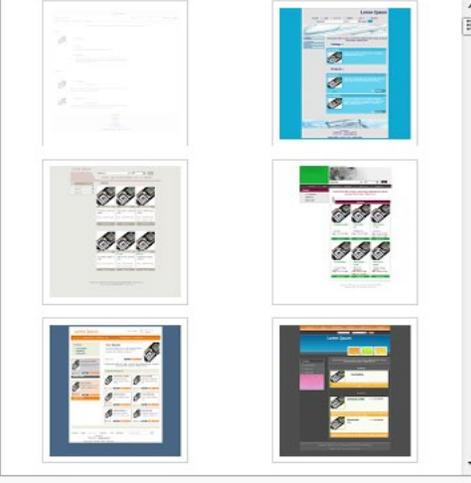
17. Click **Next**.

## Templates

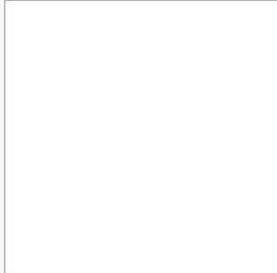
Select a style for your store.

### Template List

Category:



### Template Details



Template ID: default

Products per page:

Product Showcase: No

Random Products: 0

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

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

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

[Restore Defaults](#)

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

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

18. Select the template and set up its layout.

19. Click **Next**.

# Store Configuration

Store Configuration allows you to view and change all store settings. This section includes both basic and advanced settings.

## Store Status

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

Order Management View Store Support Feedback Tutorial

**EasyStoreMaker** PRO

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

**Store Status**  
Overview of your store.

**Order Information**  
Orders Open: 0  
Orders Filled: 0

**Product Information**  
Product Count: 2  
Catalog Count: 0

**Customer Information**  
Registered Customers: 0

**Store Information**  
Store Status: Ok

## Company

Allows you to edit your contact and store information.

To Edit Contact Information:

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

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

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

**Contact Details**

Company Name: test

Address: test 123

City: toronto State/Province: ON

Country: Canada Zip/Postal Code: M4B1B3

Phone: 123456789 Hide Address/Phone in Footer:  Enable  Disable

Email:

\*Mandatory

Cancel Apply

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

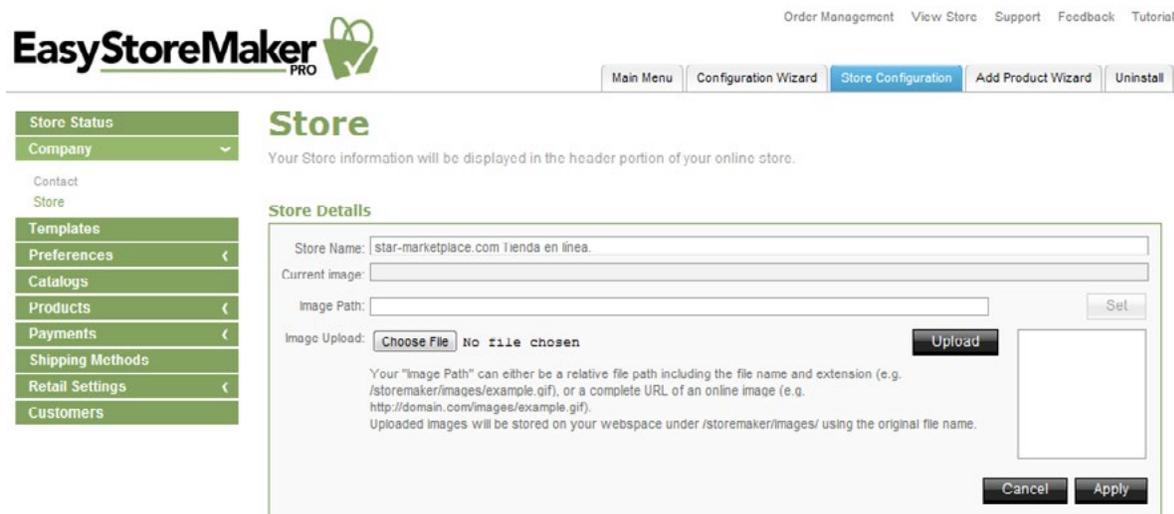
**Please Note:** Selecting “United States” from the country drop-down menu provides the option to set up a First Data merchant account in step eight.

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

3. Click **Apply**.

To Edit Store Information:

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



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

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

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

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

3. Click **Apply**.

## Templates

The Templates section allows you to select a style for your store.

The screenshot shows the 'EasyStoreMaker PRO' interface. At the top right, there are links for 'Order Management', 'View Store', 'Support', 'Feedback', and 'Tutorial'. Below these are tabs for 'Main Menu', 'Configuration Wizard', 'Store Configuration' (which is active), 'Add Product Wizard', and 'Uninstall'.

On the left is a vertical navigation menu with items: Store Status, Company, Templates, Preferences, Catalogs, Products, Payments, Shipping Methods, Retail Settings, and Customers.

The main content area is titled 'Templates' and contains the instruction 'Select a style for your store.' It is divided into two sections:

- Template List:** A grid of six template thumbnails. A 'Category' dropdown is set to 'General'.
- Template Details:** A configuration panel for the selected template. It includes:
  - Template ID: default
  - Products per page: 12
  - Product Showcase: No
  - Random Products: 0
  - Supported Languages: English, Français, Español, Español (México), Italiano, Português, Deutsch
  - Image Sizes:** A section to 'Select the size of the product images on your store. All image dimensions are measured in pixels.' It contains input fields for:
    - Main Image: Width: 102 px, Height: 89 px
    - Thumbnail Image: Width: 60 px, Height: 60 px
 A 'Restore Defaults' link is also present.
  - Template Colors:** A section to 'Customize the look of your store with the following template colors. (use HTML color codes, ex: #ffffff)'. It includes:
    - Table Border: #DDDDDD
    - Table Shading: #FFFFFF

## Preferences

This section allows you to change your store language, messages displayed to customers, order configuration, store settings and SSL details.

To Change Language:

1. Click **Store Languages**.

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EasyStoreMaker PRO

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

**Store Languages**

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

**Store Language Details**

Available Languages

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

Default Language: Deutsch

Cancel Apply

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

To Edit Messages:

1. Click **Messages**.

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

**Messages**

Messages will be displayed to your customers on your store.

**Message Details**

Introduction Message:

Thank You Message:

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

Download File Message:

Maintenance Message:

Disclaimer Notice:  Apply Disclaimer

Privacy Statement:  Apply Privacy

Cancel Apply

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

To Manage Order Configuration:

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

Order Management View Store Support Feedback Tutorial

**EasyStoreMaker** PRO

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

**Order Configuration**

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

**Order Configuration Details**

**Login Information**

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

User Name: star-marketplace.com

Password:\*

Confirm Password:\*

**Email Notification**

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

Email Notification:  Enable  Disable

Email Address:

**Language**

Select the language the order management interface will appear in.

Language:

\*Mandatory

Cancel Apply

- **Password** – Edit administrator’s password.
- **Confirm Password** – Confirm administrator’s password.
- **Email Notification** – To receive email notification when orders have been made through the store, select **Enable** and provide an email address where the notifications are to be sent.

**Please Note:** Sensitive information such as credit card numbers will not be transmitted through email.

- **Language** – Edit the language that you would like your order processing interface to use.

3. Click **Apply**.

To Manage Store Settings:

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

- Store Status
- Company <
- Templates
- Preferences ▾
- Store Languages
- Messages
- Order Configuration
- Store Settings
- SSL
- Catalogs
- Products <
- Payments <
- Shipping Methods
- Retail Settings <
- Customers

## Store Settings

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

### Store Setting Details

**Product SKU**  
When creating a new product, you have the choice of using a custom SKU number or an automatically generated SKU number.

SKU Generation:\*  Custom  Automatic

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

Weight Unit:\*  lbs  kg  oz  g

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

Sort Products:  Apply Sort  
Sort All Products by:  In:

Group Products:  Apply Group  
Group Products Marked as:  On:  In:

\*Mandatory

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

To View SSL Link:

- Click SSL.

## Catalogs

This section allows you to create catalogs to organize your products.

To Create Catalog:

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

- **Name** – Enter catalog name.
- **Description** – Enter catalog description.
- **Current image** – Displays the URL of the current catalog image.
- **Image Path** – Enter catalog image URL. Click **Set**.
- **Image Upload** – To upload catalog image click **Choose file**, locate the image on your PC, click **Open** and click **Upload**.

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

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

3. Click **Apply**.

To Delete Catalog:

- Click the red negative circle icon. Click **Apply**.

The screenshot shows a web interface titled "Catalog List" with a help icon. At the top, there is a "Default Catalog:" dropdown menu set to "None Specified". Below this is a blue "+ Add Catalog" button. A table with the heading "Catalogs" contains one row with the text "test". To the right of the "test" entry, there is a green circle icon and a red circle icon with a minus sign inside. At the bottom of the interface, there are two arrow buttons (up and down), a "Sort in:" dropdown menu set to "Select an Order", and two buttons labeled "Cancel" and "Apply".

## Products

This section allows you to manage store products.

To Add Product:

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

### Product Details

Product Type: <input type="text" value="Physical"/>	SKU Number:
Product Name:* <input type="text"/>	<input checked="" type="radio"/> Auto-gen
Description: <input type="text"/>	<input type="radio"/> Custom:* <input type="text"/>
Price:* <input type="text"/>	Hide:
Weight: <input type="text"/>	<input type="checkbox"/> On Main Page
Apply Sale Price: <input type="checkbox"/>	<input type="checkbox"/> In Catalogs
Max Quantity/Order: <input type="text"/>	<input type="checkbox"/> On Random
	Taxes:
	<input type="checkbox"/> Disable Taxes (Tax Exempt)
	Mark As:
	<input type="checkbox"/> <input type="text" value="Sold Out"/>

\*Mandatory

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

### Product Prompt

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

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

### Product Prompt Information

Ask For:   
e.g. Choose Size

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

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

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

### Product Images

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

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

### Image Information

Current image:

Name:

Image Path:

Upload:  No file chosen

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

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

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

### Product Discount

Apply Discount:  Enable  Disable

Orders Exceeding:

Receive a Discount of:   %  Funds

Discount Message:  Apply Discount Message

**Note:** Allows you to enable/disable product discount.

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

8. Complete product stock level:

### Product Stock Level

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

Apply Stock Counter:  Enable  Disable

Current Stock Level:

Stock Warning Level:

Apply Stock Check:  Enable  Disable

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

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

9. Assign to catalog.

#### Assign To Catalogs

The screenshot shows a dialog box titled "Assign To Catalogs". At the top, there is a header bar labeled "Catalogs". Below the header, a list contains one item, "test", which is highlighted. The rest of the dialog box is empty.

10. Click **Apply**.

To Delete Product:

1. Click **Mark for Deletion**.

#### Product List

The screenshot shows a dialog box titled "Product List". At the top, there are two dropdown menus: "Display Products in Catalog:" set to "All" and "Order By:" set to "Product Name". To the right is a "Display" button. Below these is a blue "+ Add Product" button. The main area contains a table with two columns: "Products" and "SKU Number".

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

At the bottom left, it says "Product Count: 3". At the bottom right, there are "Cancel" and "Apply" buttons. A red circle highlights the delete icon (a minus sign in a circle) next to the "test" product row.

2. Click **Apply**.

To Import Product:

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

- Store Status
- Company <
- Templates
- Preferences <
- Catalogs
- Products >
- Product Management
- Product Import
- Product Export
- Payments <
- Shipping Methods
- Retail Settings <
- Customers

## Product Import

This option will allow you to import multiple products from a CSV (comma separated values) or MS Excel file into your store.

### Product Import Instructions ?

If you do not have a file to upload, a sample file is provided below.

Click to download a sample file [CSV / Excel](#). This file also contains some product examples.

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

Do you want to replace all products in your store?  No  Yes

You can Browse your local disk drive, then click upload to import.

No file chosen

- 'Do you want to replace all products in your store?' – allows you to replace or not to replace all products in your store.
  - **Choose file** – Select CSV or MS Excel file on your PC.
3. Click **Upload**.

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

To Export Product:

1. Click **Product Export**.

- Store Status
- Company <
- Templates
- Preferences <
- Catalogs
- Products >
- Product Management
- Product Import
- Product Export
- Payments <
- Shipping Methods
- Retail Settings <
- Customers

## Product Export

This section will allow you to export your current products from your store to a CSV (comma separated values) file and download it.

### Product Export Instructions ?

The Export feature of Easy Store Maker collects all products that currently exist in your store and places them into a CSV (comma separated values) file or MS Excel format. Exporting products allows users advance product management via spreadsheet. You can use Product Import to add new products or replace all products in your store. A link to the exported file will be provided once the export is complete. Select format and click Export to create the export file.

Export to:

2. Select export format.

3. Click **Export**.

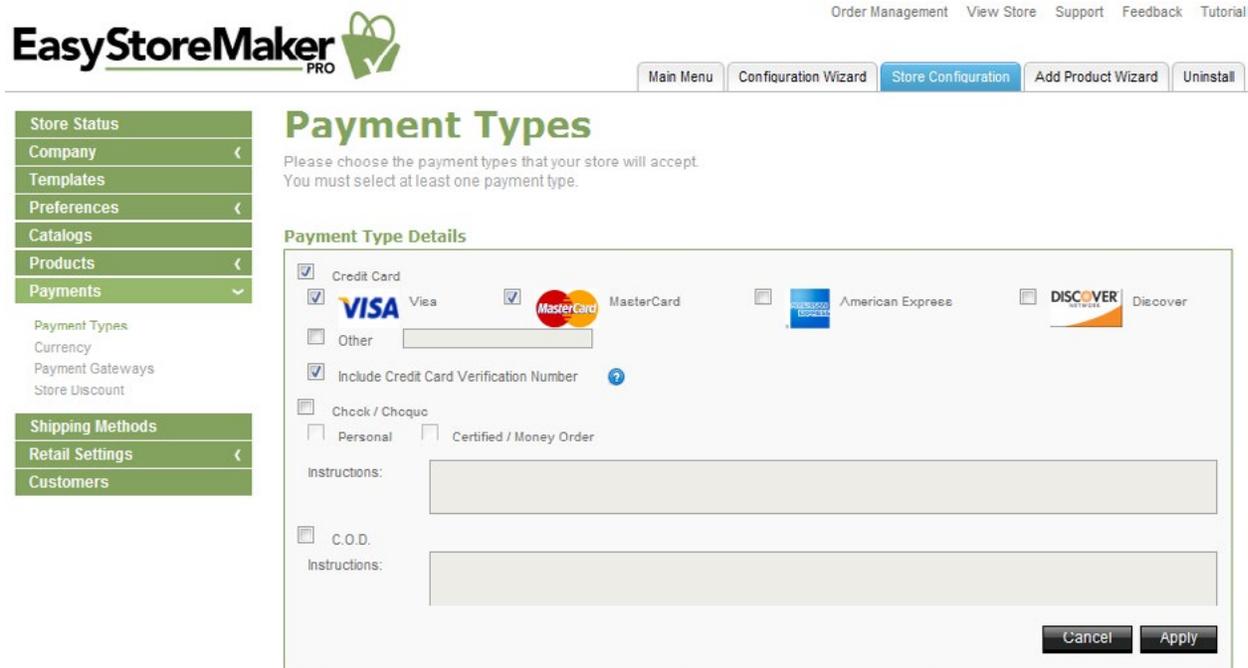
**Note:** The export feature collects all products that currently exist in your store and places them into a CSV (comma separated values) file or MS Excel format. Exporting products allows users advance product management via spreadsheets. A link to the exported file will be provided once the export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

## Payments

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

To Manage Payment Types:

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



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

3. Click **Apply**.

To Manage Currencies:

1. Click **Currency**.

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

## Currency

Set the currency to use for your store.

### Currency Details

Include the currency symbol on all store pages.

Code	Symbol	Currency Name
USD	\$	
MXN	\$	
CAD	\$	
EUR	€	
GBP	£	
AUD	\$	
ZAR	R	
INR	₹	

Cancel Apply

- Select required currencies.
- Click **Apply**.

To Manage Payment Gateways:

- Click **Payment Gateways**.

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

## Payment Gateways

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

### Payment Gateway List

Enable online credit card transactions using the gateway below.

Payment Gateways
Authorize.net
CardService - LinkPoint
Cybersource
ECHO
eSelectplus
E-xact, Secure E-commerce Transactions
GoMerchant
IntelliPay
MerchantPartners
PayFlowPro
Paymentech
PayPal
Pluq'n Pay
PsiGate
QuickCommerce
SkipJack

Cancel Apply

### Payment Gateway Details

Gateway Name:

Currency:\*

Status:  Enable  Disable

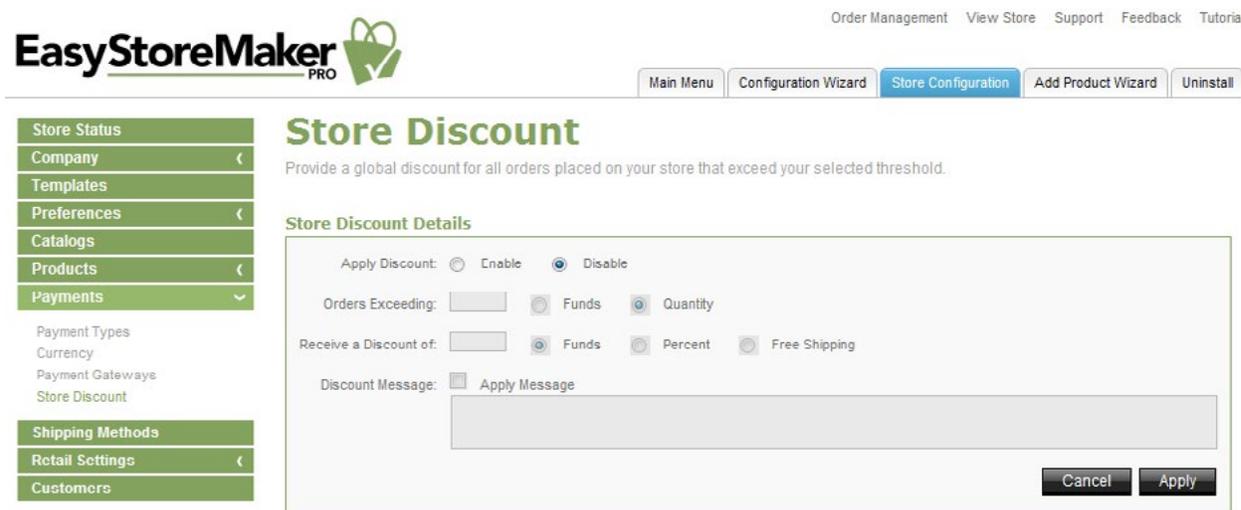
\*Mandatory

Cancel Apply

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

To Set Store Discount:

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



- **Apply Discount** – Enable/disable discount.
  - **Orders Exceeding** – Enter quantity for exceeding orders.
  - **Receive a Discount of** – Select discount type.
  - **Discount Message** – Enter a discount message.
3. Click **Apply**.

## Shipping Methods

A minimum of 3 shipping methods are required: one regional, one national and one international method.

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

To Set Up a Shipping Method:

1. Select **Shipping Method**.
2. Complete the following:

### Shipping Method Details

Status:  Enable  Disable

Method Name:\*

Instructions:\*

Charge Taxes:  Yes  No

Type: Regional

Range:  ▼

Range Cost

From: Zero To: Unlimited \* Add:

- **Status** – Enable/disable shipping method.
  - **Method Name** – Enter shipping method name.
  - **Instructions** – Enter shipping instructions.
  - **Charge Taxes** – Select whether or not to charge taxes for shipping.
  - **Range** – Select shipping range.
  - **Range Cost** – Add a shipping range cost.
3. Click **Apply**.

## Retail Settings

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

To Set Up Countries:

1. Click **Countries**.

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

## Countries

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

### Country List

Choose how the store will do business with other countries.

Do business with All Available Countries  
 Do business with Only the Selected Countries  
 Do business with all Except the Selected Countries

Countries

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

To Set Up Tax Ranges:

1. Click **Tax Ranges**.

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

## Tax Ranges

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

### Tax Range List

[+ Add Tax Range](#)

Tax Ranges

### Tax Range Details

Name:

Range:  %

2. Click **Add Tax Range**.
3. Complete the following:

### Tax Range Details

Name:

Range:  %

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

4. Click **Apply**.

To Set Up Tax Zone:

1. Click **Tax Zones**.



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

## Tax Zones

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

### Tax Zone List

Untitled

### Tax Zone Details

And Zone In:

Country:

Tax Range:

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

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

Exempt:

2. Click **Add New Country**.
3. Complete the following:

### Tax Zone Details

Add Zone In: N/A

Country:

Tax Range:

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

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

Exempt: N/A

- **Country** – Select country.
- **Tax Range** – Select tax range.
- **Tax Calculation** – Select tax calculation formula.

4. Click **Apply**.

To Overview Tax Summary:

- Click **Tax Summary**.



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

## Tax Summary

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

### Tax Zones and Tax Ranges Summary

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

## Customers

This section allows you to view customer profiles or delete them from your list.

To View Customers:

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

## Add Product Wizard

The Add Product Wizard assists in adding products to your online store.

To Add Product With Add Product Wizard:

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

Order Management View Store Support Feedback Tutorial

EasyStoreMaker PRO

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

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

### Product Details

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

**Product Details**

Product Type: Physical

Product Name:\*

Description:

Price:\*

Weight:

Apply Sale Price:

Max Quantity/Order:

SKU Number:  Auto-gen  Custom\*

Hide:  On Main Page  In Catalogs  On Random

Taxes:  Disable Taxes (Tax Exempt)

Mark As:  Sold Out

\*Mandatory

- **Product Type** – Select product type.
- **Product Name** – Enter the product name.
- **Description** – Enter a description of the product.

- **Price** – Enter product price.
    - **Apply Sale Price** – Enable or disable sale price.
  - **Weight** – Enter product weight.
  - **Max. Quantity/Order** – Enter product maximum quantity.
  - **SKU Number** – Automatically generates SKU number or allows you to enter custom SKU number.
  - **Hide** – Hide product on main page, in catalogs or on random pages.
  - **Taxes** – Allows you to disable taxes.
  - **Mark As** – Allows you to mark product as sold out, backordered, discontinued, new or on sale.
3. Click **Next**.

Order Management View Store Support Feedback Tutorial

EasyStoreMaker PRO

Main Menu Configuration Wizard Store Configuration Add Product Wizard Uninstall

< Go Back Progress 1 2 3 4 5: Add Product Wizard Next >

### Product Prompt

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

**Product Prompt**

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

Prompts

Prompt 1

Prompt 2

**Product Prompt Information**

Ask For:   
e.g. Choose Size

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

Cancel Update

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

**Product Prompt**

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

Prompts

Prompt 1

Prompt 2

**Product Prompt Information**

Ask For:   
e.g. Choose Size

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

Cancel Update

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

## Product Images

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

### Product Images

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

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

### Image Information

Current image:

Name:

Image Path:

Upload:  No file chosen

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

- Select image type.
- Complete the following:

### Image Information

Current image:

Name:

Image Path:

Upload:  No file chosen

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

- Current image** – Displays current image path.
  - Name** – Displays image name.
  - Image Path** – Enter image path and click 'Set' or upload an image.
  - Upload** – Allows you to upload image from your PC. Click **Choose File**, locate the image on your PC, click **Open** and click **Upload**.
- Click **Update**.
  - Click **Next**.

12. Complete the following:

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

13. Click **Next**.

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

15. Click **Next**.

## Order Management

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

To Manager Orders:

1. Click **Order Management**.



**Login Name:**

(i.e. your\_domain\_name.com)

**Password:**

Login

[Forgot your password?](#)

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

To View Open Orders:

- Click on the order number under the 'Details' column.



Order Management System

[Filled Orders](#)

[Logout](#)

[Print Page](#)

Open Orders: 2

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

[Delete Selected](#)

testesmproc1.com

2010-11-12

To Process the Order:

- Click **Order Filled**.

The screenshot shows the 'Open Orders: Details #10004' page in the EasyStoreMaker Pro Order Management System. It includes a 'Received Date' of 11-10-2010 14:19:39 EST and a 'Filled Date' of 11-12-2010 09:51 EST. The 'Payment By' is listed as PayPal. The order details table shows one item: SKU Name 1288973247, Product Name Prodest, Quantity 1, Price 1, and Total 1. The subtotal and total amount are both 1.00. There is a 'Notes' section at the bottom.

- To Delete an Order:
  1. Select its checkbox.
  2. Click **Delete Selected**.

To View Filled Orders:

- Click **Filled Orders**.

The screenshot shows the 'Filled Orders: 1' page in the EasyStoreMaker Pro Order Management System. It features a table with columns: Details, Received Date, Card Type, Card Holder, Card Number, Expiry, Amount, Pay By, and Status. One order is listed with ID 10004, received on 11-10-2010 14:19:39 EST, for an amount of 1.00, paid by PAYPAL. A 'Delete Selected' button is visible at the bottom right.

To Delete an Order:

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

## View Store

Allows you to go to your live store.

To View Store:

- Click **View Store**.

Store opens in a new tab.

The screenshot shows the online store interface for star-marketplace.com. At the top, the title "star-marketplace.com Tienda en línea." is displayed. Below the title, there are navigation links: Account, Login, Store front, Products, Cart > 0, and Checkout. A search bar contains the text "Product Search" and "in: All" with a dropdown arrow, followed by a "GO!" button. On the left side, there are two buttons: "Catalogs" and "test". The main content area features a welcome message "¡Bienvenido a mi tienda!". Below this, there are two sections: "Catalog >" and "Products >". The "Catalog >" section shows a product card with a blue background and the text "test". The "Products >" section shows a product card with a blue background, a placeholder image of a camera with a red 'X' over it, and a price tag "Reg: €111.00 EUR". At the bottom of the page, there is a banner image of a shopping cart and the text "Copyright © 2012".

## Uninstall

Allows you to uninstall EasyStoreMaker Pro.

To Uninstall Easy Store Maker Pro:

1. Click **Uninstall**.



The screenshot shows the EasyStoreMaker Pro Uninstall wizard. At the top right, there are links for Order Management, View Store, Support, Feedback, and Tutorial. The main navigation bar includes buttons for Main Menu, Configuration Wizard, Store Configuration, Add Product Wizard, and Uninstall. A progress indicator shows 'Progress 1 Uninstall' with a green 'Next >' button. The main heading is 'Uninstall Easy Store Maker Pro.' Below this, a text box contains the instruction: 'Press "Next" to begin uninstallation process.'

2. Click **Next**.



Connecting and Protecting  
the Networked World<sup>SM</sup>

## ABOUT LEVEL 3

We build, operate and take end-to-end responsibility for the network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

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**level3.com**