



eCommerce Website Instructions

v1.0

Contents

Introduction	3
Support	3
1. How Do I Login?	4
2. How do I change my email address, password or name?	5
3. I`ve forgotten my password/username, what do I do?	6
4. Adding a new product	7
5. How to create a new category?	14
6. How to manage products?	15
7. Managing Orders	17
8. How to manage the Ticker	18
9. How to edit Category / Product Tag descriptions	20
11. How do I edit a page?	21
12. How Do I add Hyperlinks & Clickable Links to Pages	24

Introduction

Your new website is built using an industry leading Content Management System (CMS) called **Wordpress** which makes it possible for you to maintain your site at the click of a mouse with no special software or training, hopefully you'll find this easy to do and be able to keep your site both fresh and relevant which are key in making it successful.

The shop piece of your website utilises another industry leading piece of software called **Jigoshop** and more information is available via <https://www.jigoshop.com/getting-started-guide/>

This document is to give you the basics but if you require step by step videos and tutorials then please check out <https://ithemes.com/tutorial/category/wordpress-101/>. This is also a generic document that applies to various types of websites so there may be features which don't apply to your specific website and these sections can be ignored.

Please remember that websites are still complex pieces of software even with CMS system's so there will be pieces of the site that you won't be able to edit, typically colour schemes, borders and some images – if you require such changes then please see the Support section below.

These instructions are also available via www.tmbdesign.co.uk/downloads

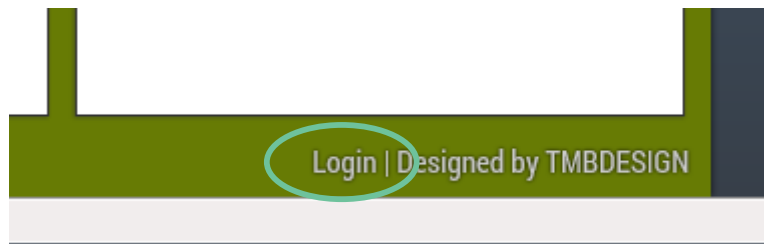
Support

If you require assistance then please visit www.tmbdesign.co.uk/help for further information.

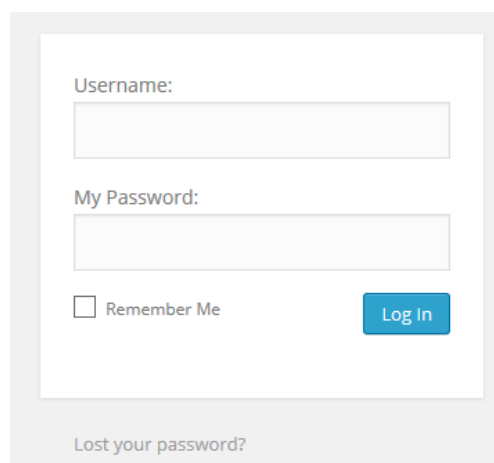
Please note however that if you require myself to do significant changes/updates to your site then those changes will be assessed and you will be provided with an estimate of the time/effort that will be required.

1. How Do I Login?

Before you can make any changes to your site you first need to login – this is achieved by clicking on the *Login* link at the bottom right of any page on your site.

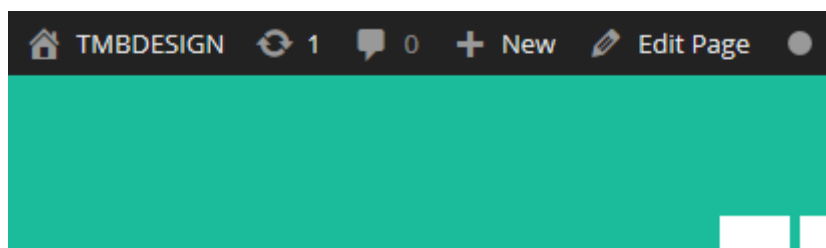


Enter the *username* and *password* that has been supplied to you previously. If you have forgotten your username then see the section below.

A screenshot of a login form. It has a white background with a light gray border. The form contains the following elements: a 'Username:' label above a text input field; a 'My Password:' label above a text input field; a checkbox labeled 'Remember Me'; a blue 'Log In' button; and a link labeled 'Lost your password?' at the bottom.

If your computer is not a shared or public one then I recommend that you select the *Remember Me* box to keep yourself logged in enabling you to make changes even quicker.

Once you've logged in you will see a black bar at the top of the screen – this will be the key place for how to edit pages etc.

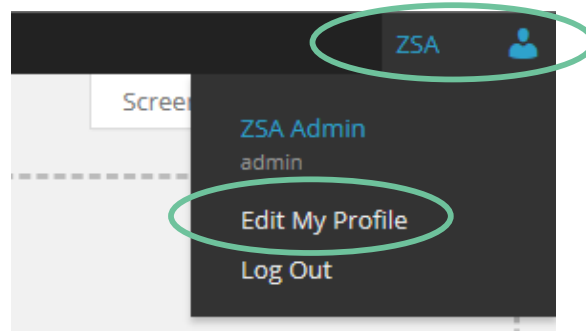


For further instructions including a video then visit <https://ithemes.com/tutorials/wordpress-login/>

2. How do I change my email address, password or name?

If for whatever reason you need to update the password associated with a user then **after** logging in with that account, click on the user icon at the top right of the screen.

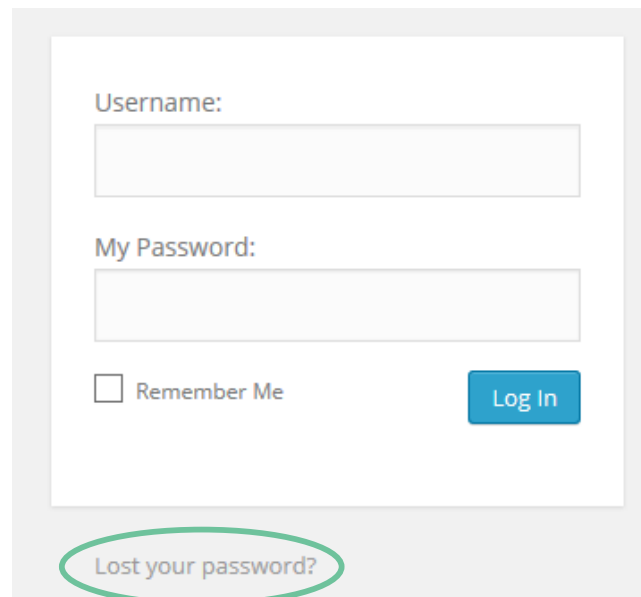
Then go to *Edit My Profile*.



Your profile screen will now load and you'll be able to set your new password, user details and email address. Note it is not possible to change your username.

3. I've forgotten my password/username, what do I do?

Simply go to your logon page and click on the *Lost your password?* link and then follow the instructions.

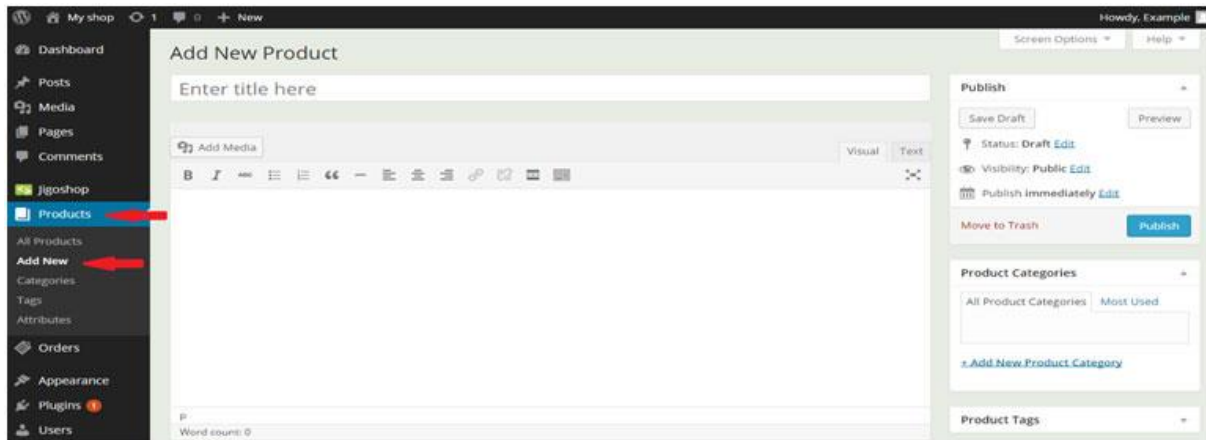


The image shows a login form with the following elements:

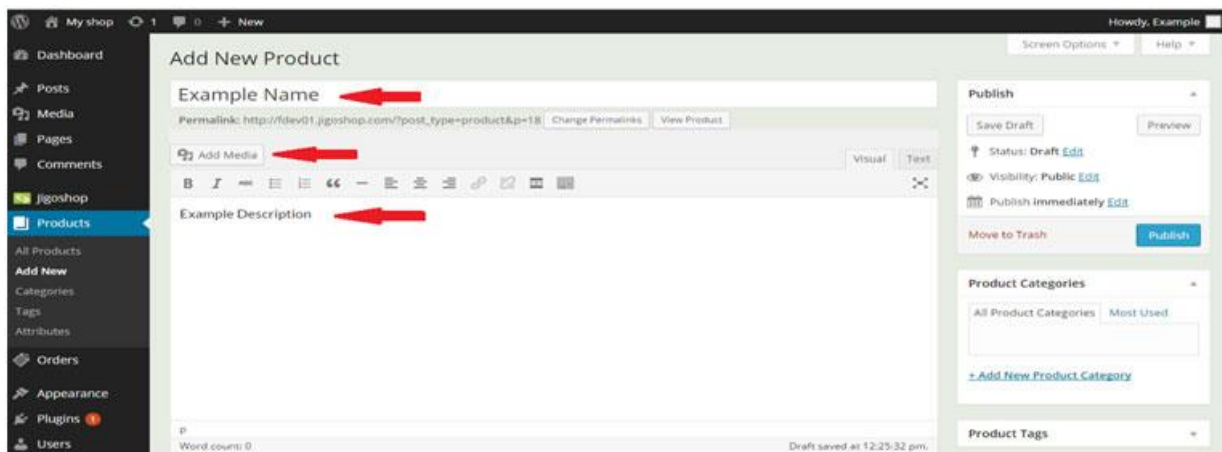
- A text input field labeled "Username:"
- A text input field labeled "My Password:"
- A checkbox labeled "Remember Me"
- A blue button labeled "Log In"
- A link labeled "Lost your password?" which is circled in green.

4. Adding a new product

Click the Products button in the menu on the left of the screen, and then click Add New. You will be transferred to the following screen:

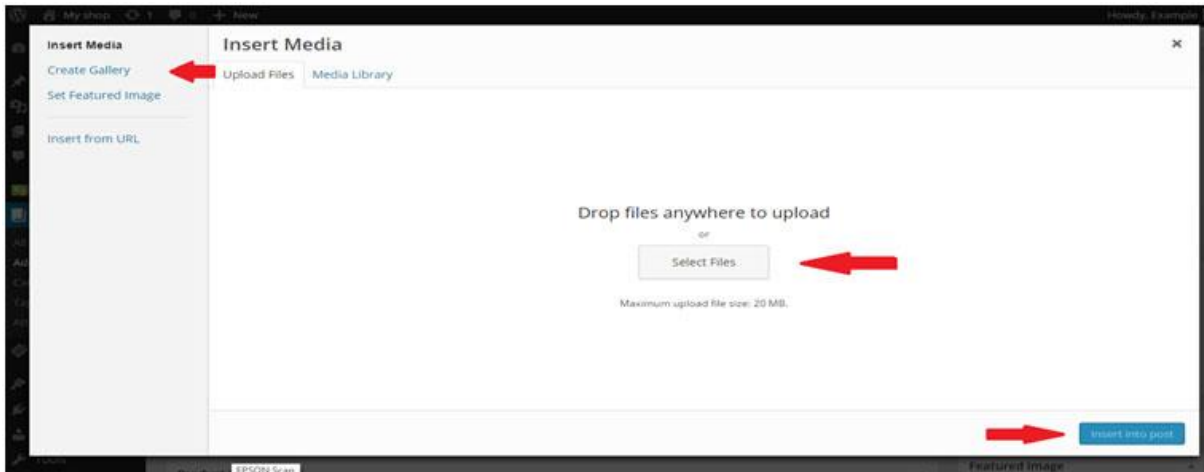


Now you can start filling details of a new product. Let us begin with the name, description and an image:



Enter the product's name in the box at the top of the page and the description in the large box in the middle of the screen, and then click the Add Media button.

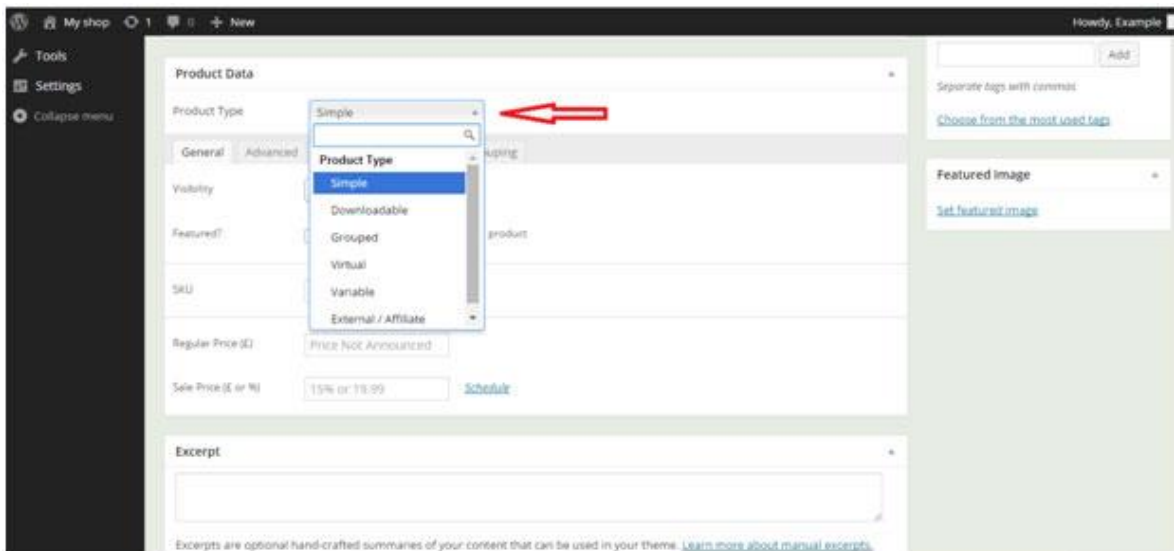
You will be transferred to the following screen:



Here you can choose what type of media you want to insert into the description as well as choose the image of the product which will be displayed on the product page. If you place the cursor inside the product description area and click on Add media the image/media will be inserted into to the description text in the cursor position. With using Create Gallery option you can choose multiple images to be inserted into the description in a form of gallery.

After choosing a category in the top left-hand corner drop a file directly into the middle of the screen or click the Select Files button and choose a file from there. When you are finished click the “Insert into post” button in the bottom right-hand corner of the page.

You will be transferred back to the Add New product page; scroll down and you will see the Product Data configuration panel:



Product types include:

Simple – no specific Product Type Options. Most basic product type.

Downloadable – can be downloaded by a client after a purchase.

Grouped – display several products on one page.

Virtual – a Simple product with no shipping fees charged.

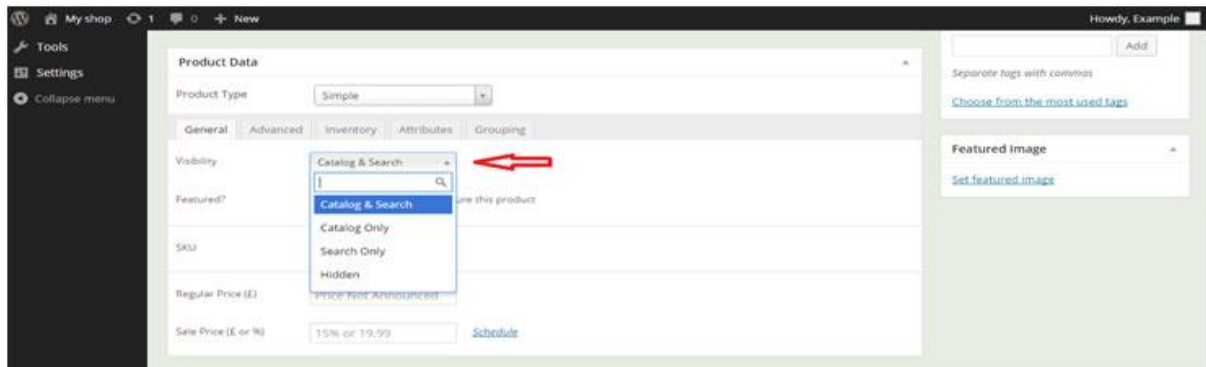
www.tmbdesign.co.uk

Variable – allows a client to select different product options as a part of their purchase.

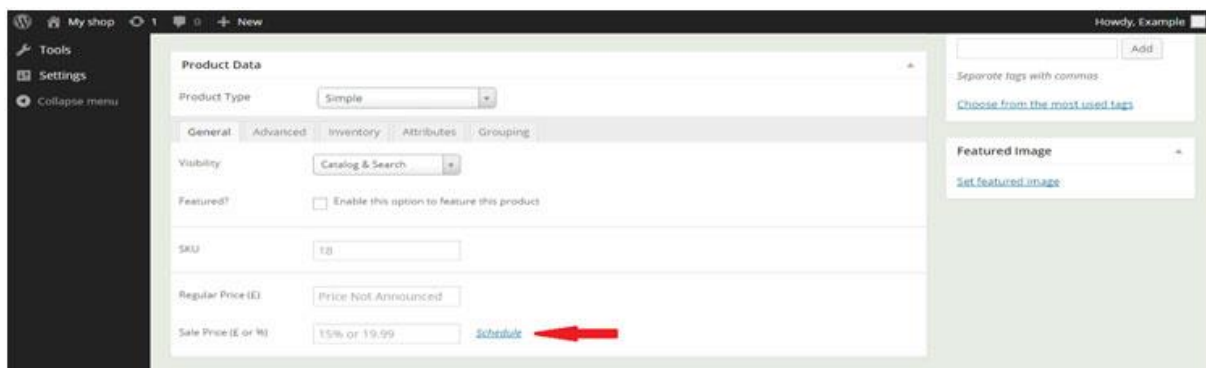
External/Affiliate – product which is offered on your website, but to purchase it, the customer will be transferred to the external/affiliate product page. Enter the external product page URL into the Product URL text box, and after clicking on the Buy button on your website page the customer will be transferred to the external product URL to complete the purchase.

Subscriptions – allows to take reoccurring payments for a period of time.

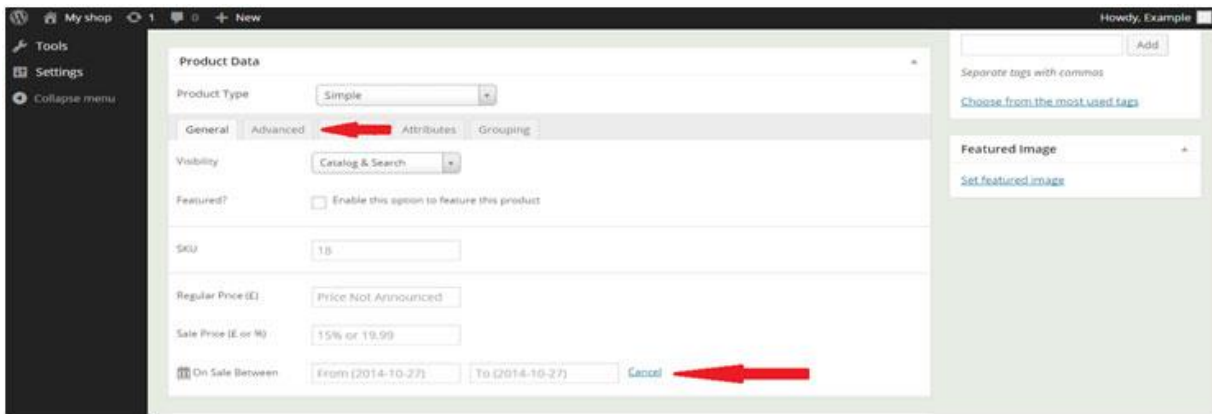
Choose the product type by clicking on the box indicated on the screen. Now you can move to the General Product Data:



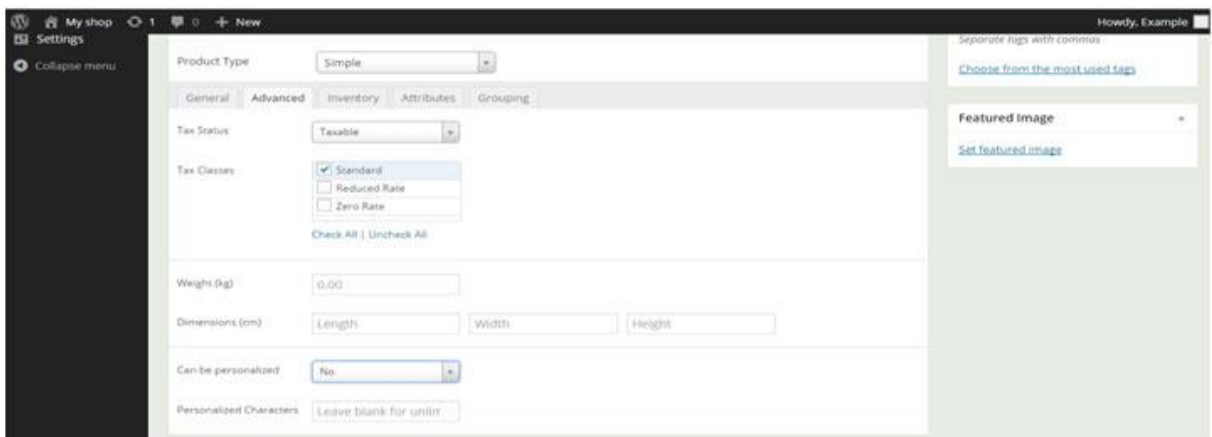
Choose the visibility of the product from the drop down menu, and then fill in all the other details by double clicking on the boxes:



If you choose to put any of the products on sale (reduce the price), you can enter the sale price or discount amount as well as schedule the sale time frame by clicking on the Schedule link and choosing the dates.

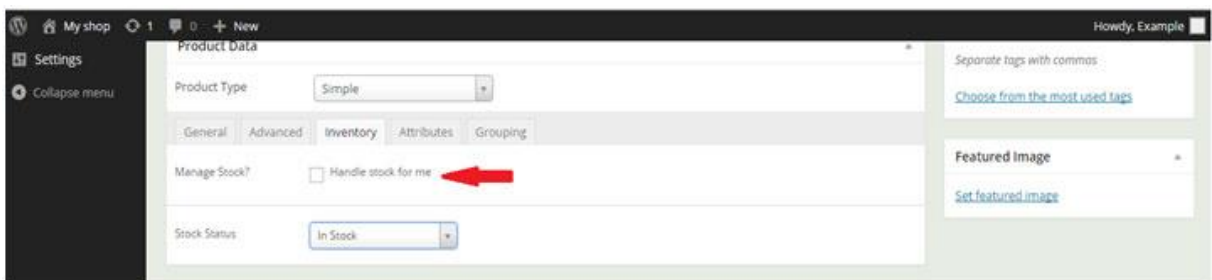


Now you can enter the dates of the sale by clicking on the boxes. After you entered all the General Data click on the Advanced tab indicated on the screen, you will see the following screen:

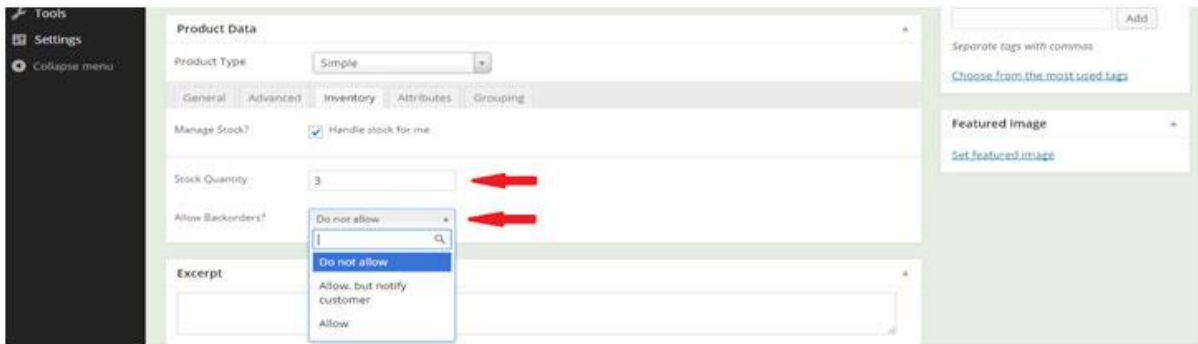


Here you can choose the Tax Status by clicking on the box and choosing from the list, choose the Tax Classes, enter the weight and dimensions of the product by clicking on the appropriate boxes as well as choosing whether the product can be personalized and if yes than with how many characters.

After you are finished click on the Inventory tab which is next to the Advanced tab, you will be transferred to the following screen:



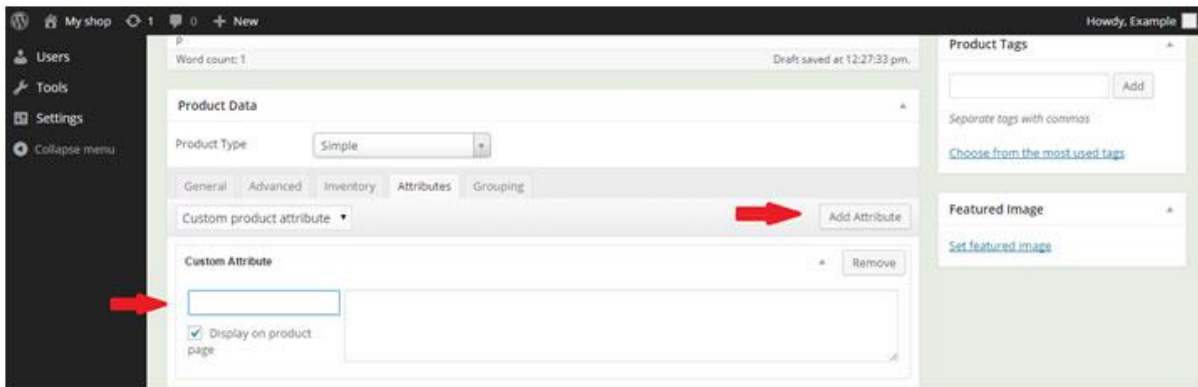
Here you can specify the Stock Status by choosing the right value from the list or check the box indicated on the screen and let Jigoshop handle it for you. If you check the box you will see the following screen:



Enter the current Stock Quantity into the box indicated on the screen. The stock amount will be automatically reduced after a successful sale of the product and you will be notified when it will reach Low stock threshold specified earlier.

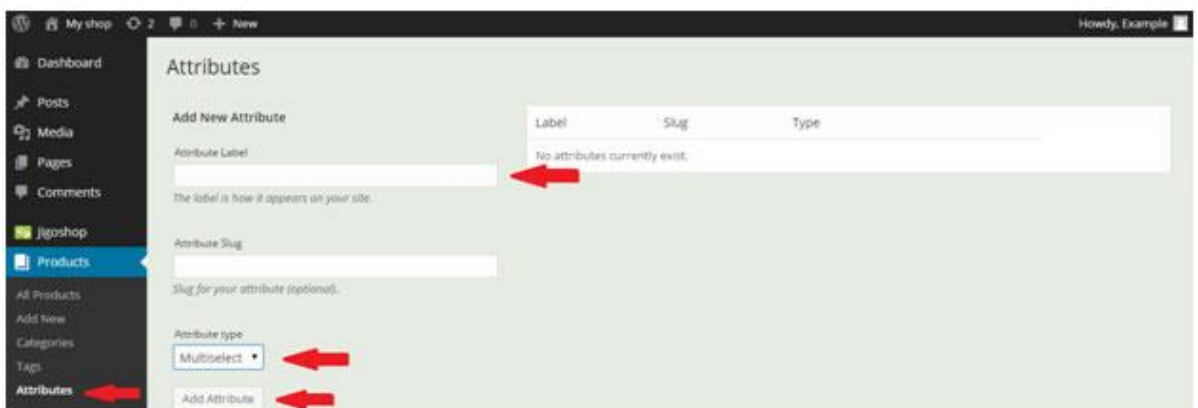
Choose what your stand on backorders is by selecting one of the options from the drop down menu.

After you are finished click on the Attributes tab which is next to the Inventory tab, you will be transferred to the following screen:

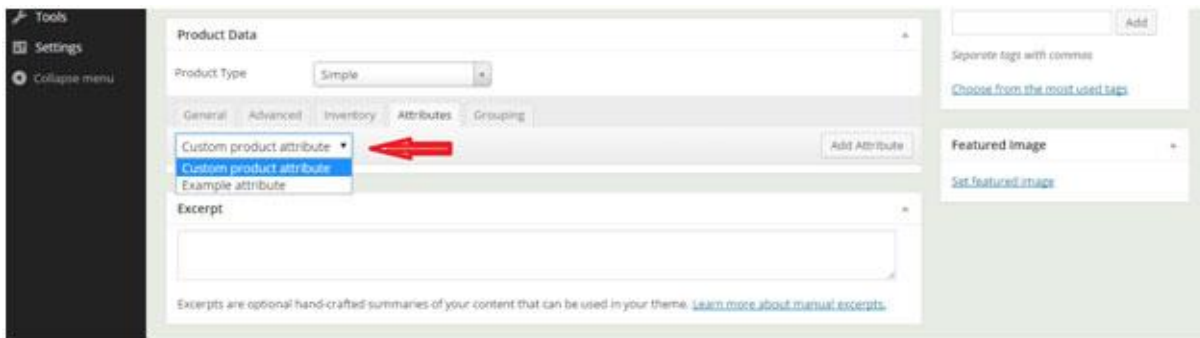


If you want a product to have attributes click on the Add Attribute button indicated on the screen and enter a name of the attribute in the box indicated as well as a description in the box next to it. Note: You can add an unlimited number of attributes to any given product by clicking the Add Attribute button..

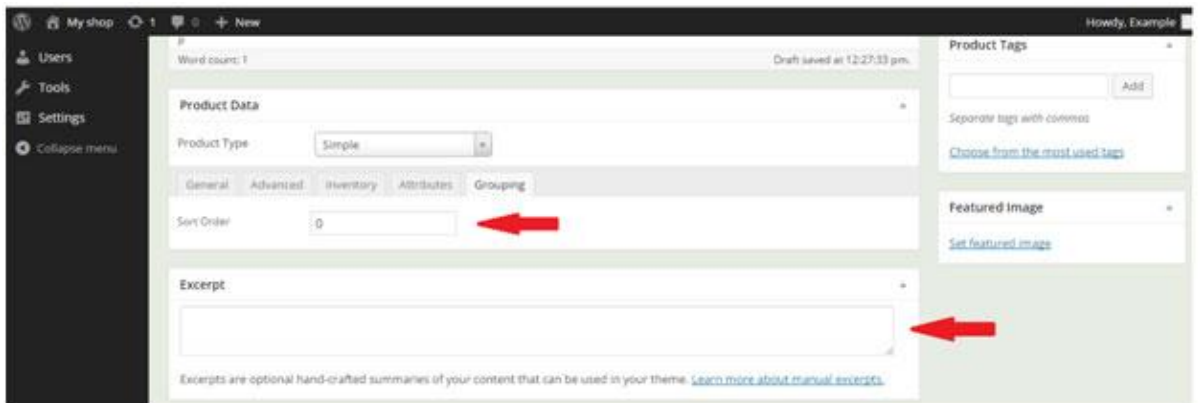
Optionally you can create attributes by clicking on the Attributes button in the menu on the left-hand side of the computer screen under Products:



Enter the Attribute's name by clicking on the box, choose the type of the attribute from the drop-down menu and click Add Attribute button when you are done as indicated on the screen. Now you can choose the attributes created here from the drop-down menu in the Attributes tab:



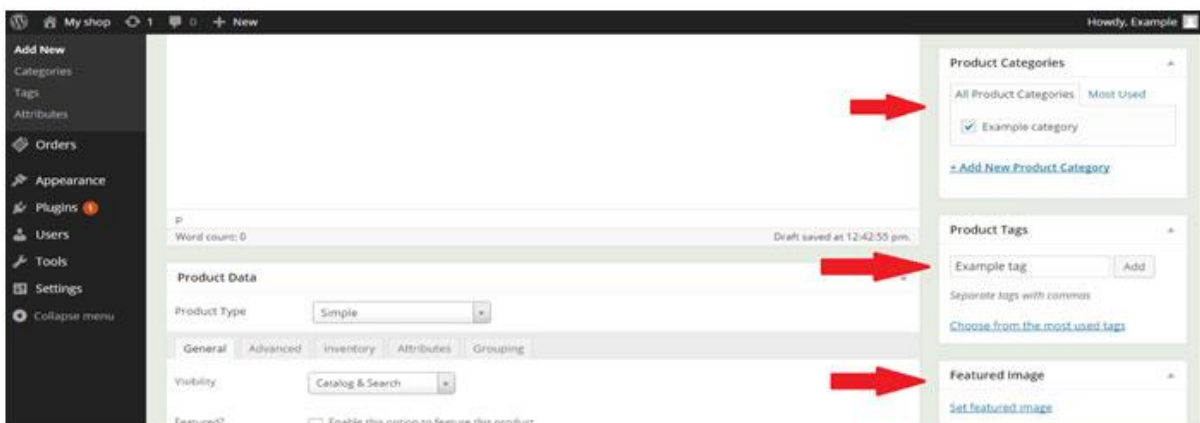
After you have finished click on the Grouping tab which is next to the Attributes tab, you will be transferred to the following screen:



Here you can enter the Sort Order by clicking on the box and entering a number chosen by you.

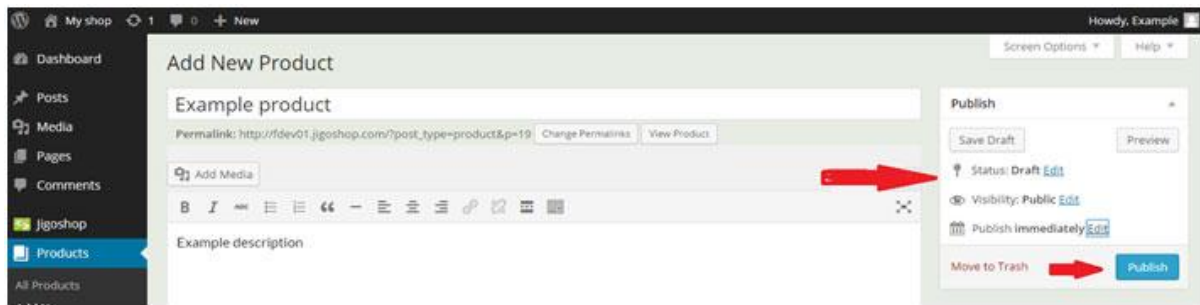
Now you can also add an Excerpt by clicking on the box indicated on the screen.

Let us move to the menus on the right-hand side bar of the admin panel:

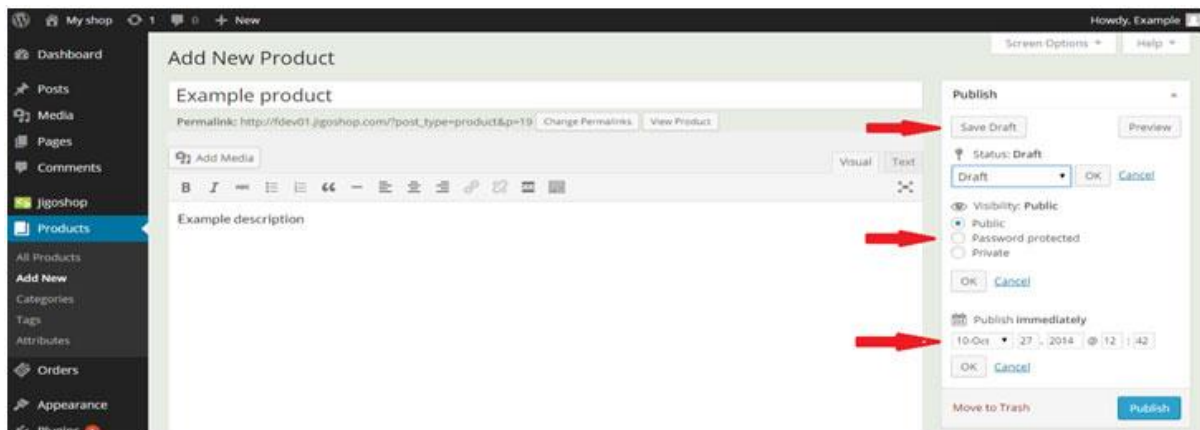


By using them you can easily add a product to a category (Note: To learn how to create categories move to point 3.2 of this guide) by checking the box next to it, add Product Tags by clicking on the box, entering tags separated by commas and clicking the Add button when you have finished, or add a Featured Image without using the Add Media button.

After you have finished scroll to the top of the page, you will see the Publish menu on the right-hand side of the computer screen:



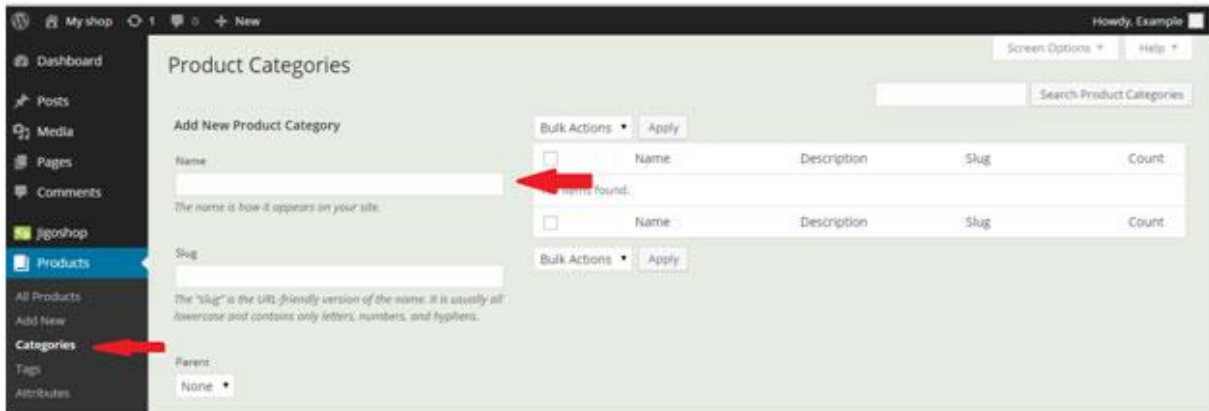
Now if you want, you can immediately publish the new product on your page by clicking the Publish button indicated on the screen. But it is generally a good idea to Preview it first by clicking the button in the top right-hand corner of the menu. Note: It's also a good idea to click on Save Draft before previewing and publishing as some of the latest changes/settings might have been not saved and the product might be published in that state.



If you do not want to publish the product immediately you can save it as a draft by hitting the Save Draft button indicated on the screen or choose the date of publishing by clicking the Edit button next to Publish immediately line, choosing the date of publishing and clicking the OK button. Additionally you can choose the visibility of the product by checking the appropriate option indicated on the screen.

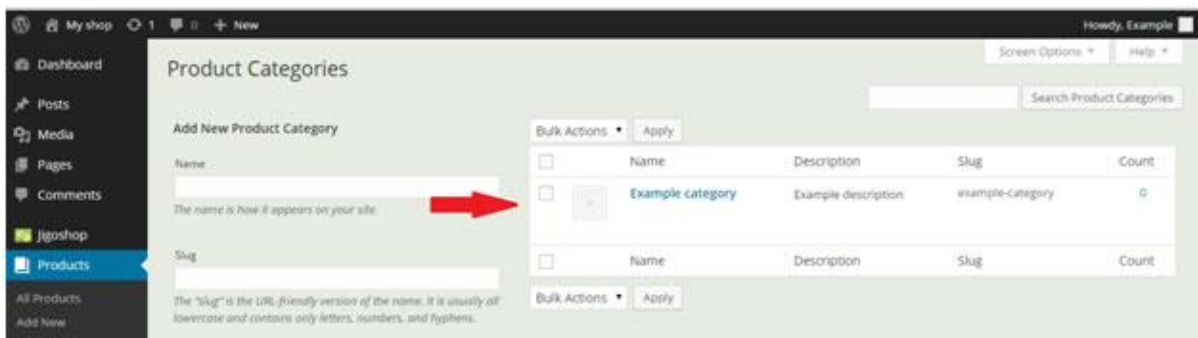
5. How to create a new category?

Click the Products button in the menu on the left of the screen, and then click Categories. You will be transferred to the following screen:



Now you can start filling details of a new category. Enter the category name by clicking on the indicated box; enter the description of the category by clicking on the indicated box (Note: Not all themes display the description); you can add a thumbnail image of the category by clicking on the Change image button indicated on the screen.

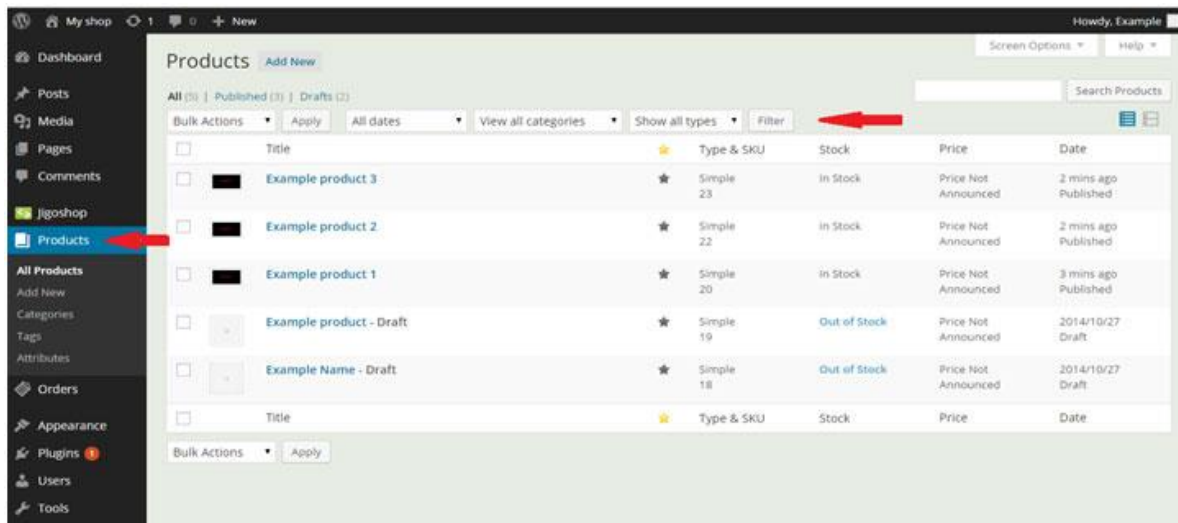
When you have finished click on the Add New Product Category indicated on the screen, you should see the new category displayed on the page:



Note: Number of products added to each category is displayed in the Count column.

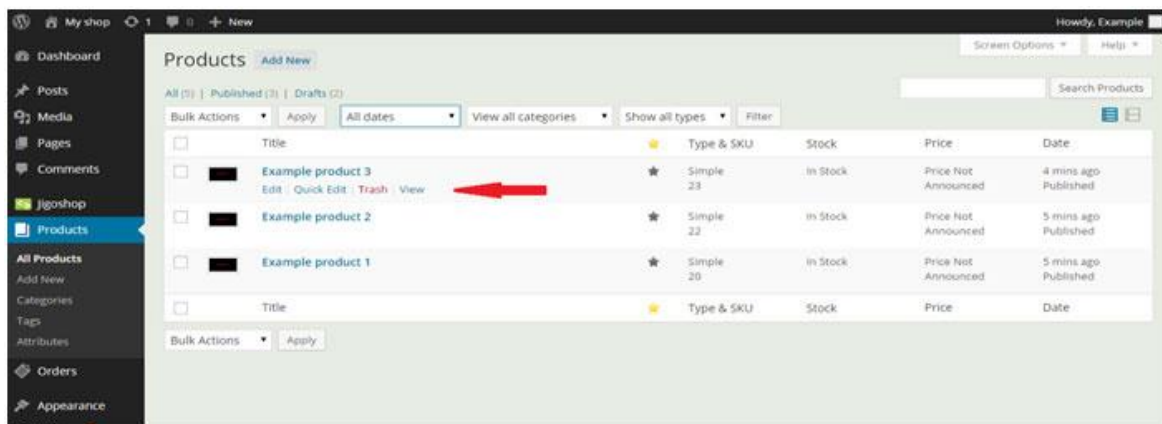
6. How to manage products?

Click the Products button in the menu on the left of the screen you will be transferred to the page from which you can manage your products:



You can sort and display products using filters indicated on the screen or search for product using product name or keyword. You can also sort products by Price or creation Date, by placing the cursor over the column title and clicking on the small arrow which appears next to it.

After you have found the product you were looking for simply move your cursor over it:



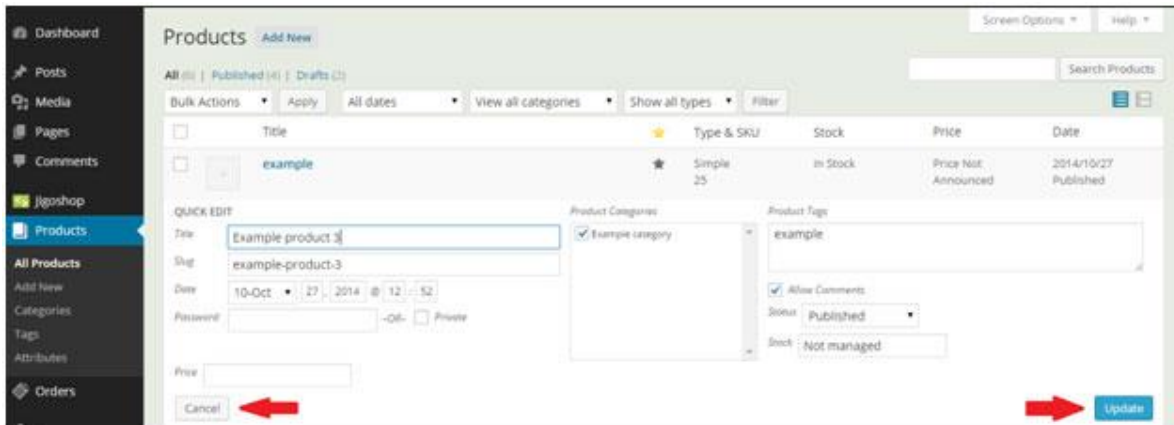
A line of four buttons will show as indicated on the screen, now you can simply and quickly choose what you want to do with a particular product.

Clicking on the Edit button will transfer you to the page where you added the product.

Clicking the Trash button will delete the product.

Clicking the View button will transfer you to the Shop page on which the product is displayed.

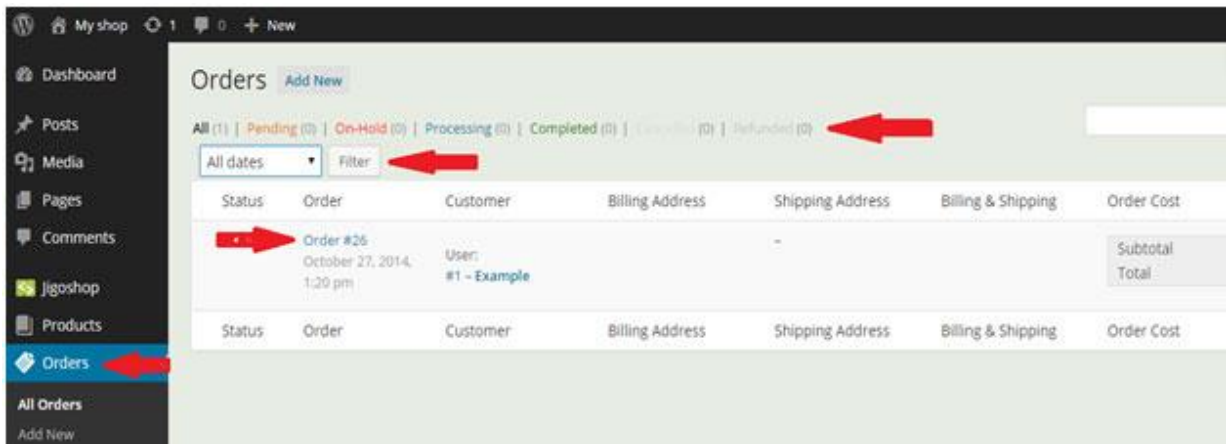
Clicking the Quick Edit button will display the following menu:



In this menu you can quickly apply changes to any given product by clicking on the boxes with information you want to change. After you are done click on the Update button in the bottom right-hand corner of the menu as indicated on the screen or click the Cancel button in the other corner to cancel all the changes and return to the Products list.

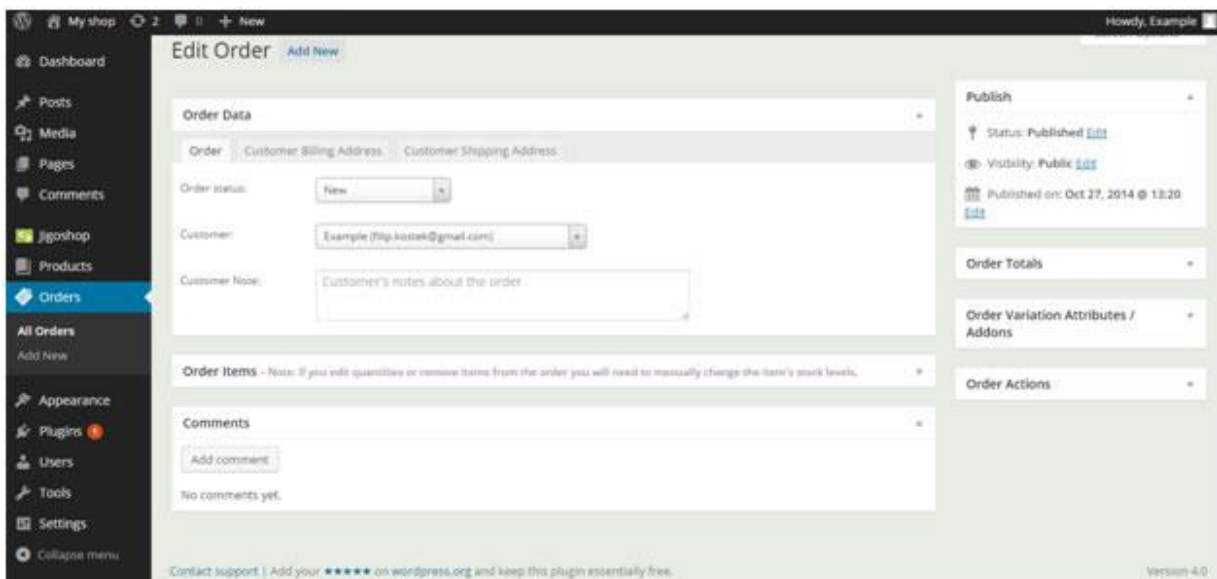
7. Managing Orders

Click the Orders button in the menu on the left of the screen you will be transferred to the page where you can manage your orders from. It looks similar to the Products page:



The list of coloured links indicated on the screen represent different categories of orders, you can switch between them by clicking on the appropriate names, you can also filter the orders by dates by clicking on the box indicated on the screen choosing the month you are interested in and clicking the Filter button.

If you want to see the details of an order simply click on the order's name as indicated on the screen, you will be transferred to a page showing the details of that particular order:

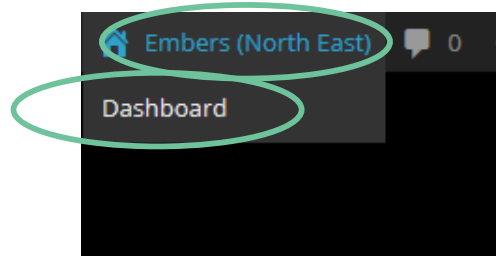


8. How to manage the Ticker

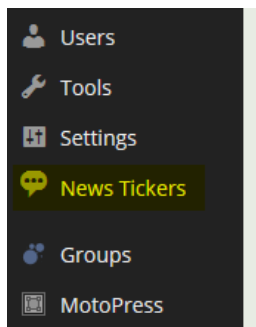
NOTE: THIS OPTIONAL FEATURE MAY NOT APPLY TO YOUR WEBSITE

If your site has this functionality then you can easily add new additional text to your existing ticker text or add news ones for each sale 'season'.

To access the ticker config page you need to access the site's dashboard by clicking on your *site title* within the black bar at the top of your page and then clicking on *Dashboard* as shown below:

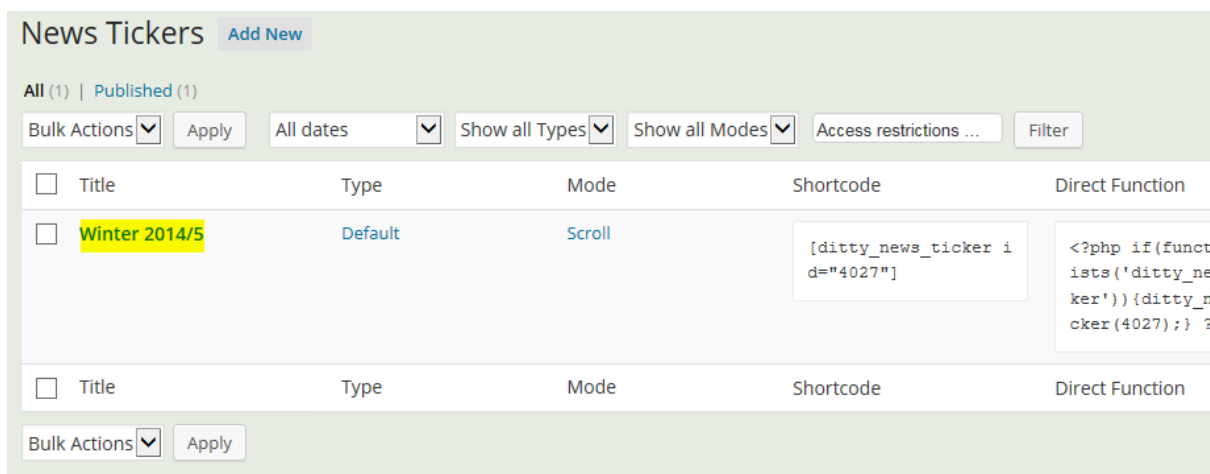


Now you'll be on your site's dashboard and on the left hand side you should see an option to News Tickers (or similar) – clicking on it will open another screen showing your Tickers.



In the screenshot below you will see one Ticker – a ticker can have multiple sentences with different colours, links etc.

To modify an existing one then simple click on the **highlighted** ticker name – or to add a new one then click on Add New.





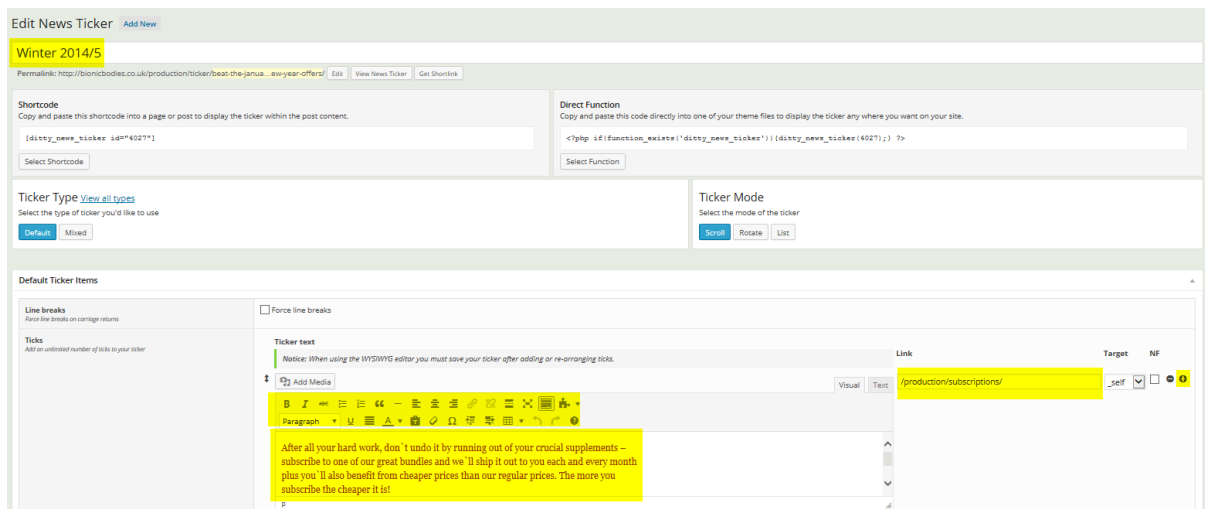
<input type="checkbox"/>	Title	Type	Mode	Shortcode	Direct Function
<input type="checkbox"/>	Winter 2014/5	Default	Scroll	[ditty_news_ticker id="4027"]	<?php if(function_exists('ditty_news_ticker')){ditty_news_ticker(4027);} ?
<input type="checkbox"/>	Title	Type	Mode	Shortcode	Direct Function

There is a lot of information on the ticker page however I have highlighted the only probably pieces that you need to change

The **NAME** field is purely for your reference and isn't shown within the site, it is the **TICKER TEXT** which is the important piece and you can use different size font, colours etc via the Editor toolbar as usual.

To the right of this ticker text box is another field called **LINK** and this allows you to make clickable links. The **TARGET** determines if it opens in the current window or a new one.

The   buttons at the end of the row allows you to add/remove additional entries within the current ticker.



The screenshot displays the 'Edit News Ticker' interface. At the top, it shows the ticker title 'Winter 2014/5' and a permalink. Below this, there are sections for 'Shortcode' and 'Direct Function'. The 'Shortcode' section contains a text area with the shortcode `{dntty_news_ticker id="4027"}` and a 'Select Shortcode' button. The 'Direct Function' section contains a text area with the code `<?php if(function_exists('dntty_news_ticker')) {dntty_news_ticker(4027);} ?>` and a 'Select Function' button. There are also sections for 'Ticker Type' (Default, Mixed) and 'Ticker Mode' (Scroll, Rotate, List). The main section is 'Default Ticker Items', which includes a 'Line breaks' checkbox, a 'Ticker text' editor with a rich text toolbar, and a 'Link' field with a dropdown menu showing '/production/subscriptions/'. The 'Target' field is set to '_self' and the 'NF' field is set to '0'.

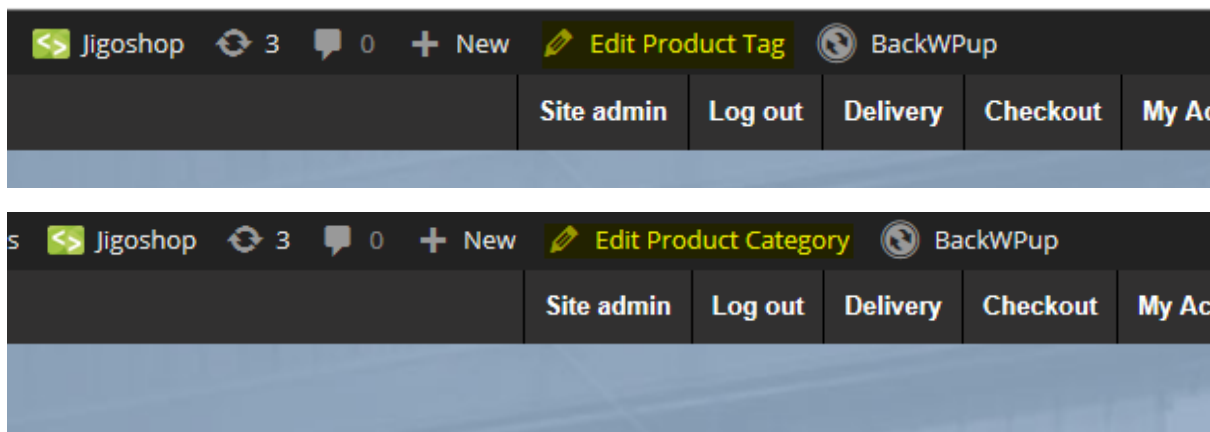
Once you have completed your changes then click on UPDATE to save your changes.

9. How to edit Category / Product Tag descriptions

Your shop will be primarily organised into Categories such as Dogs, Cats and Fish – products can be in more than one category. Then each product can be assigned an unlimited number of Product Tags that allows you to group them in a variety of ways such as Christmas, Senior and so on.

There are not specific pages to each category or tag but there is a description that appears at the top of the pages that are automatically generated. You can edit this description to include whatever text or image you require.

Once logged in then on any Category or Product Tag page then you should see at least one of the Edit buttons highlighted below.



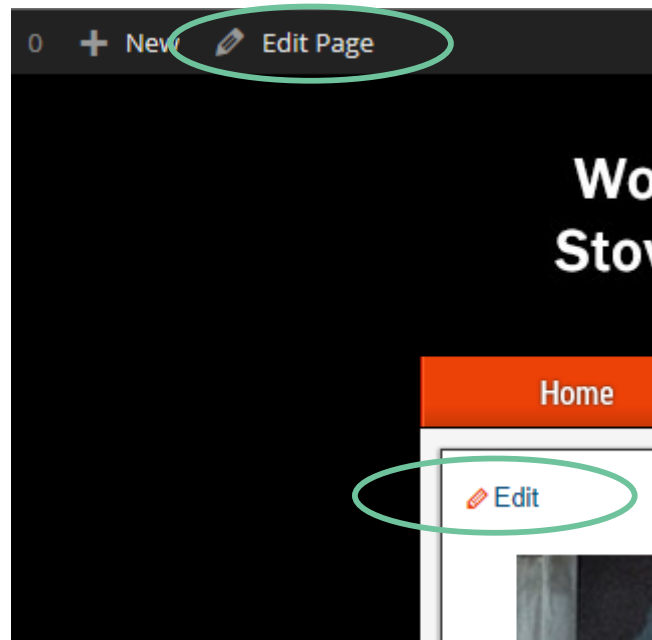
If you click either of them then you will get the following or similar page to appear:

Don't edit the SLUG value as this is what is used for the links within the website and if this value is changed then it will break these links.

10. Once you have completed your changes then click on UPDATE to save your changes.

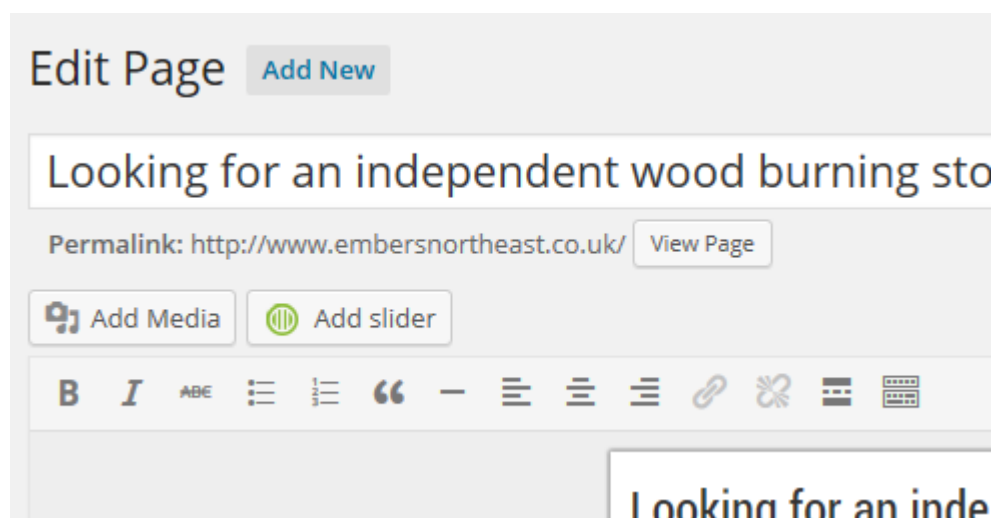
11. How do I edit a page?

Once logged in then on any page you should see at least one of the Edit buttons highlighted below. Simply click either of them to get to the editing window for this page.

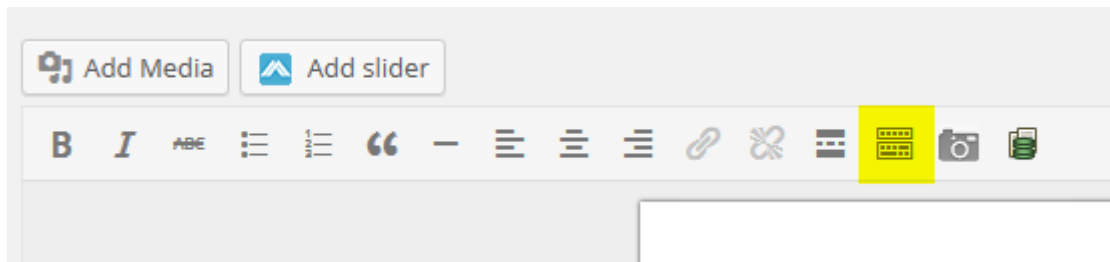


Note you will only see this Edit links if you are logged in.

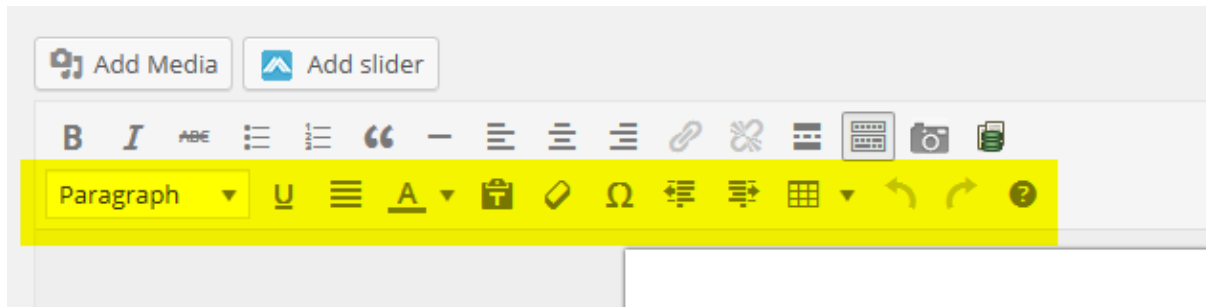
The editing window will look like the below and is like a very simple text editor with only a few simple formatting icons.



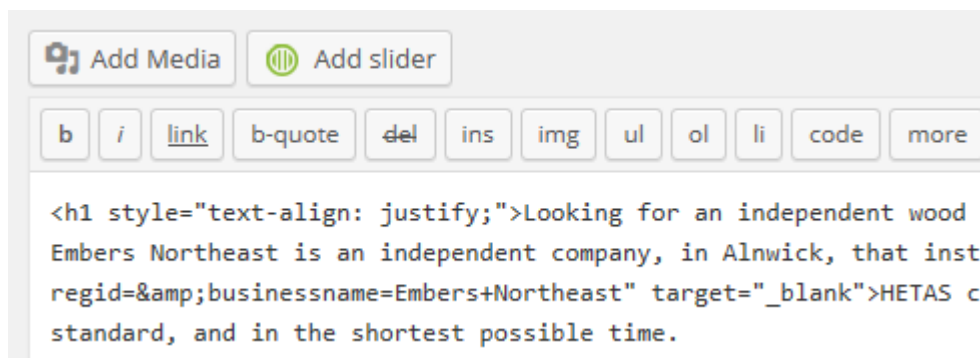
By default only the basic formatting options are displayed, to see more click on the icon highlighted below to show more:



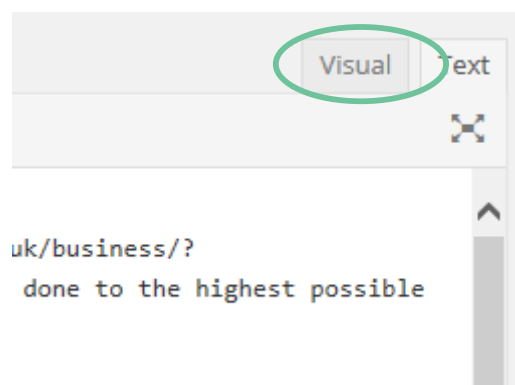
You will now see you have further options including justify option, font sizes etc. It's not possible to change the font type but you can change it's style (size, bold etc).



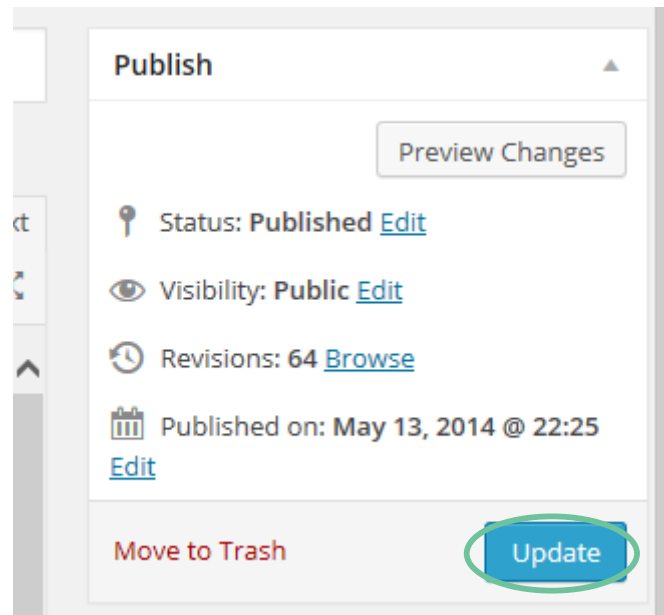
Sometimes whilst editing you may see a screen of code which looks like the following:



Don't panic, simply click on the Visual tab to return to the visual editor:

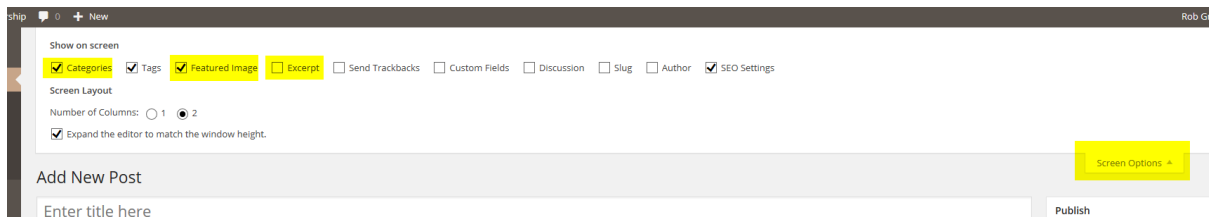


You can edit/add/delete text as you want. When complete you can click on the Update button to make your changes instantly visible.



Note there are some other useful options within this panel such as password protecting the page or reviewing/comparing previous revisions. They are pretty self-explanatory but if you require assistance then get in touch.

Sometimes some of the fields/sections above are hidden, you can easily re-enable them by clicking on **Screen Options** and selecting the relevant check box.



I've also **highlighted** some of the common sections that you'll probably require.

For further instructions including a video then visit <https://ithemes.com/tutorials/creating-wordpress-page/>. Also see section 10 of this document on how to add hyperlinks (i.e. clickable links and email addresses).

To edit photos is beyond the scope of this document however I would recommend the free photo editing suite, PhotoScape, if you don't have access to one.

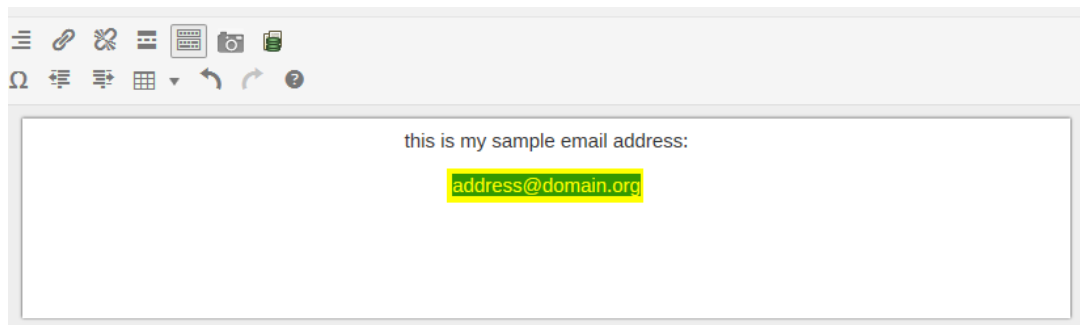
More info is available via www.photoscape.org.

For specific instructions for adding images then visit <https://ithemes.com/tutorials/adding-images-in-wordpress/> and <https://ithemes.com/tutorials/using-the-wordpress-media-library/> for useful tips and tutorials.

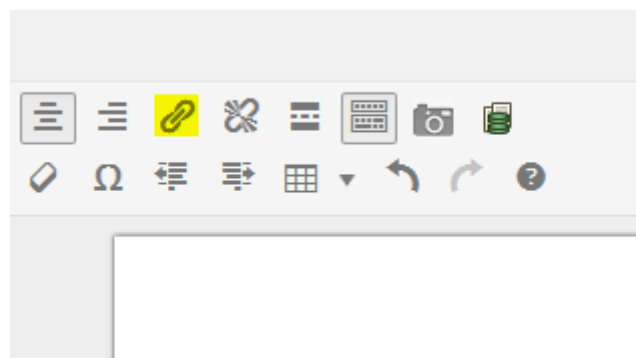
12. How Do I add Hyperlinks & Clickable Links to Pages

Follow these steps if you want to convert existing text such as address@domain.org into a clickable link which will open up your email client when you or your visitor clicks on it. The same steps applies if you want to link to a website.

1. While editing your document, highlight the text you want to make clickable as shown below:

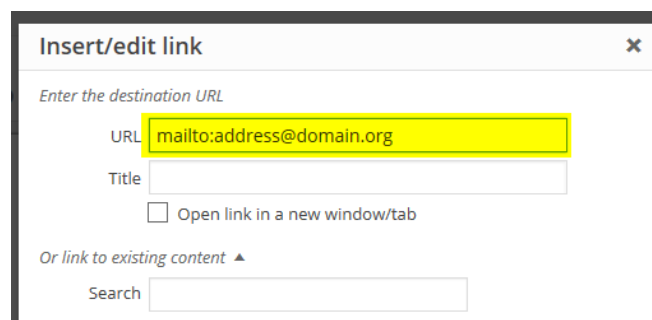


2. Then click on the the hyperlink icon highlighted below (note there are two similar icons, one which creates a clickable link and one that removes it):



3. The following screen will now appear with your highlighted text added into the URL field. It will automatically append *mailto:* when it recognises your highlighted text to be an email or *http://* if it thinks it is a website.

These words which are appended help tell your (or your visitors) computer to either open the browser or email client.



4. Now click on Add Link and your highlighted text will now become an active hyperlink.

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