eMERCHANTCLUB
WEBSITES THAT MEAN BUSINESS

Version 14 Supplemental Manual

This is a reference to the features that will be released from July 1, 2013 through July 1, 2014. Click the name of the feature to jump to that section.

New Features: Version 14	
New Layouts	Throughout the year we will be releasing brand-new layouts.
eCatalog Download	Sites with the eCatalog download feature will have updated versions for download, including CD covers.
eCatalogs	Version 14 will include the new editions of electronic catalogs, including Big Value, World of Products, World of Products MarketPlace, and Christmas.
Sitemaps	Since Sitemaps are influential search engine tools, the ability to create and submit a sitemap has been enabled on budget-friendly sites.
Analytics	Analytics allows extensive tracking for your site's visits. From page views to how visitors got to your site, there is no better way to see what marketing methods are working for your online business. Analytics is now enabled on budget-friendly sites.
Social Network Sharing	All ValuePlus and above sites now have the ability for visitors to share your website content with friends and family on their Facebook account, Twitter and more.

Non-Smart Living Company Products	Add your own products that you make or distribute from other companies for more diversity. All Value sites and up can now support products outside of Smart Living Company's lineup.
Internet Explorer 10 Compatibility	The Site Manager now has built-in compatibility with Internet Explorer 10 browser.
Smart Living Company Membership	Paid-in-full memberships with Smart Living Company are eligible for free renewal through eMerchantClub by having an eMerchantClub website with current version and up-to-date hosting payment.
Mobile Applications	Customers will be able to search and find the site using the Google Play marketplace. Customers can easily browse and shop the website using a Smartphone or Tablet PC.
Updated Image Slider Widget Navigation	Widgets now have pagination and easier to spot navigation tools. Customers can easily browse through these images. Images have also been updated to allow newer products.

Store Layouts

How to Find This Feature
From the **Main Menu** of your **Site Manager**, click **Style and Color** (in the **Appearance** column), and then click **Store Layouts**.

Video tutorial on how to change the layout can be viewed here.

You may choose any version layout, even layout versions that are currently below your site version.

Introduction
Use this page to change the layout (also known as template) of your site.

A new layout changes many things on your site:
- Location of elements (such as navigation bar, menu items)
- Whether or not some elements appear on the home page
- Whether or not products appear on the home page
- Color and color schemes

New Layouts

To choose a layout, select the option button above your choice and then click **Apply**. To preview the layout, click **Preview**.

The preview appears in a pop-up window. If you do not see the preview, you may need to disable your pop-up blockers, or hold down either the **CTRL** key or **SHIFT** key while you click **Preview**.

eCatalog Download

Download eCatalogs
eCatalog downloads are a paid feature. If you do not see the Download eCatalog link on your eCatalogs page, contact Web Promotions at 888-919-7627.

You can download a digital copy of the eCatalog to your computer. You can then burn this to a CD or flash drive to take it to other computers, or run it on a computer with no Internet connection (like a notebook at a swap meet) to show the products to your customers.

First, download an eCatalog and then download the eCatalog Key File to the eCatalog.

Download eCatalog
- Click **Download eCatalog** for the eCatalog you wish to download
- Click **Save**
- Choose a location to save it to, and then click **Save**
- Click **Open Folder** and extract the files to a folder

eCatalog Name	Display	Download
big_value_book	☑	Download eCatalog
christmas_collection	☑	Download eCatalog
family_avenue	☑	Download eCatalog

Save the Key File
- Click **Download eCatalog Key File**
- Click **Save**
- Save the file to a sub-folder called incFiles in the eCatalog folder you just made

eCatalog Name	Display	Download
big_value_book	☑	Download eCatalog
christmas_collection	☑	Download eCatalog

Apply

Catalogs: Download eCatalog Key File (must be cFiles" folder with the downloaded eCatalog) (Refer to ore) Download eCatalog Key File

Example:
2013_Fall_christmas_collection\incFiles
When asked if you if you wish to overwrite the file that is already there, click **Yes**

commonimages   html

images   incFiles

autorun.inf
Setup Information
1 KB

index.htm
Chrome HTML
4 KB

View the eCatalog
- To view the eCatalog, double-click the **index.html** file in the eCatalog folder.

You can now view this eCatalog offline. For instance, if you take a notebook computer to a place there is no Internet connection, such as a home party, trade show, or flea market, you can still show an entire eCatalog in digital format.

You can also burn this eCatalog to a CD, place it on cloud storage, place it on a flash drive or mail it to potential customers.

When a shopper views the eCatalog on a computer that is connected to the Internet, clicking an item in the eCatalog takes the shopper directly to your website to displays the item details. The shopper can then add the item to their shopping cart and check out.

Affiliate eCatalog Downloads

There is also a feature to allow your affiliates to download the eCatalog. When they refer shoppers to your site through the downloaded eCatalog, they can earn commission. To activate this feature for a particular affiliate, edit an affiliate's account, and select the **Enable eCatalog download** box.

Once you have approved an affiliate to download eCatalogs and they sign into the affiliate section of your site, they can click **Download eCatalog** to access your downloadable eCatalogs.

The eCatalog download screen shows them the eCatalogs available for download on your site, and gives instructions on how to download the eCatalog, save the key file, and view it.

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eCatalogs

How to Find This Feature

From the **Main Menu** of your **Site Manager**, click **eCatalogs** (in the **Marketing** column).

eCatalogs

Select eCatalogs that you want on your site, and unselect ones that you do not wish to show on your site.

eCatalog ID	eCatalog Name	Display	
2013_fall_75513	world_of_products	☑	D
2013_spring_75507	world_of_products	☑	D

For downloaded eCatalogs: Download eCatalog Key File (must be included in the "incF

Download eCatalog Key File

Apply

You will only see the eCatalogs that you have purchased. To purchase eCatalogs, please contact our Web Promotions department at 888-919-7627.

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Sitemaps

How to Find This Feature
From the **Main Menu** of your **Site Manager**, click **Sitemaps** (in the **Marketing** column).

Introduction
A sitemap is a file that is formatted for search engines and contains a list of the pages of your site. This feature allows you to generate your site's sitemap and notify Google and Bing. (Yahoo now picks up the sitemap through the Bing Webmaster Tools. If you submit sitemaps to Bing, you will also be submitting to Yahoo.)

First-Time Setup

Before you submit your sitemap to search engines, you must create an account with Google and Bing.

The Sitemaps screen has a reminder to register with Google and Bing. After you have done this, check **I have performed...** box and the message will go away.

Before you hide the reminder, be sure to click on each tab (**Google Setup**, **Bing Submissions**), and follow the instructions.

Generate Sitemap / Notify Search Engines

Set up your store the way you want search engines to see it. Configure products into appropriate departments, modify the text on the pages, and otherwise organize your storefront.

When your store is set up and you have an account with both Google and Bing, you are ready to generate your sitemap. Click **Generate Sitemap**. When completed, the screen will display sitemap.xml was generated successfully...

3. Submit your sitemap to Google:

Notify Google

To submit your sitemap to Google, click **Notify Google**. Bing picks up the sitemap on their own, as does Yahoo through the Bing Webmaster Tools.

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Analytics

How to Find This Feature

From the **Main Menu** of your **Site Manager,** click **Analytics** (in the **Marketing** column).

Introduction

Google Analytics helps you track traffic that visits your website. Flurry allows you to track traffic to the smart phone application(s) that you created in the **Mobile Applications** feature (in the **Marketing** column). The Analytics feature in your Site Manager allows you to add your Google Analytics code.

Add Site to Analytics

First, you'll have to set up a Google Analytics account at **http://www.google.com/analytics**. The Analytics account is completely free.

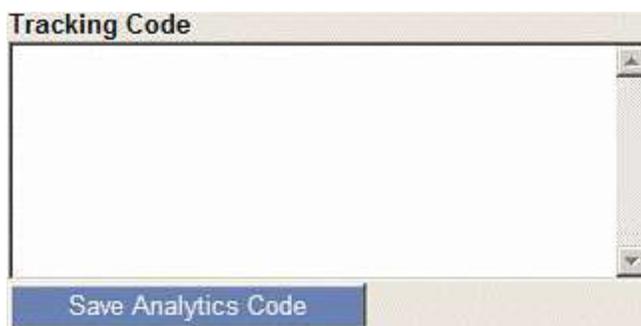### Get Your Analytics Code

Within your Analytics Account, locate your **Tracking Code**. (Looks similar to the box at right.)

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.loc
document.write(unescape("%3Cscript src=''
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-25
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

Add Analytics Code to Site Manager

Copy the entire code from **Google's Tracking Code** page, paste it into the **Tracking Code** box in your **Site Manager**, and click **Save Analytics Code**.

Tracking

The Analytics tracker will begin tracking data within 24-48 hours. You will have to login to your Google Account to view the traffic data.

Web Property ID

In order to track visitors from mobile devices, you can apply the Web Property ID within the Site Manager. On the same page where the tracking code is acquired, you are also able to obtain this. It will look similar to this: UA-XXXXXXX-yy.

Paste this ID into the Web Property ID box in the Site Manager.

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Social Networking Sharing

How to Find this Feature

From the main menu of your **Site Manager** in the **Marketing** column, click **Social Networks.**

Display Store Share Icons

If you enable store share icons, visitors can submit your site to popular social networking sites, such as Digg, Facebook, MySpace, Del.icio.us, and StumbleUpon.

When your shoppers click a sharing icon, they can submit a product from your store to their chosen social network. People who participate in that social network can see the submission, and might come to your site to learn more or buy products

eMerchantClub makes it simple to manage these sharing icons on your storefront. Select the ones you would like, and then click **Apply**.

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Add Non-Smart Living Company Product

How to Find this Feature
From the **Main Menu** of your **Site Manager**, click **Products** (in the **Products** column), and then click **Non-Smart Living Company Product** (in the **Add Product** area).

Step 1: Add the Product
Item #

* Item number: 12345

Enter a unique product identifier for this product. To make sure it does not conflict with a Smart Living Company product number, either use more than 5 digits, or add at least one letter to the Item #.

Product Name

* Product name: Enter product name

Enter a unique name for the product.

Short Description

Enter a description for the product. The short description

Short description (max. 400 char):

Enter a short description

will appear as your customer is browsing through products.

Long Description

Enter a more detailed description of the product.

Long description: <u>Click here to enter a long description</u>

The long description appears after the shopper clicks on the product picture for more information.

Price

Enter a retail price for the product.

* Price: 0

This is the price shoppers see for this product, unless a shopper's account is marked as a discount shopper, or you run a global discount.

Retail Price/Sub-Wholesale Price

Enter a discounted price for your Open House and Yellow-Price shoppers.
If a shopper's account is marked for one of these discounts, they will see this price for the product.

* Price: 0

* Sub-Wholesale price: 0

Child department

Choose one or more child departments to list this product in.

Select the departments on the left menu and then click >> to move them to the **Product's departments** box

Child departments:

All child departments

African Decor
Aromatherapy
Art Sets
Auto Accessories
Avery Creations
Baby Events
Bakeware | Cookware
Barbeque Accessories
Bath Accessories
Bath Gels | Soaps
Bath Sprays
Bathroom Accessories

Product's departments

Action Figures

>>
<<

Departments listed will be child departments. Parent departments will not be displayed.

Image file

Click **Upload** to select a file on your computer to upload for this product's image. Click **Browse**, locate the file and click **Open**, and then click **Upload**.

* Image file: 1.jpg   Upload

Weight

Specify the weight of the product. Choose between pounds (lbs) and kilograms (kgs).

Weight: 3   lbs ▾
lbs
kgs

Dimensions

Specify the length, width, and height of the product.

Dimensions: 6   4   5   in ▾
in
cm

The boxes show which box to enter which dimension into:

length | width | height

Tags

Tags allow shoppers to easily find products with specific tags. When a shopper clicks a tag, they are shown a list of products that match that tag.

Using tags also helps search engines to recognize your site as unique from other sites selling similar products.

Tags: kids, family | Add
Click on tags to delete:
❌ outdoor   ❌ summer   ❌ fun
Hide existing tags
Click on tags to add:
➕ A tag   ➕ Another tag

Taxable

Decide whether or not the product is taxable. Usually, only gift certificates or gift cards are not taxable.

Taxable: ☑

Apply shipping charges

Choose whether or not to charge shipping when you sell this product. You will probably want to charge shipping on all products that you ship or mail to your customer.

Apply shipping charges: ☑

Step 2: (Step 2 can be skipped if the product does not have sizes/colors)

Some products have different options your shoppers can choose from. For example, a t-shirt has different qualities called **size** and **color**.

To enter this kind of information, choose **I do need to create options for this product** on the **Set Product Options** step of the product wizard, and then click **Next**.

If the product does not need these options, then select **I do not need to create options for this product**, and then click **Next**. If you choose to not create options, skip to **Step 3: Set Inventory.**

Create Option

After you select that you do need to create options for this product, click **Create Option.**

○ I do not need to create options for this product
● I do need to create options for this product

+ Create option

Create Product Option

Specify the option and the values for that option.

In this example, the option is **Size**, and the different values are **Small**, **Medium**, **Large**, and **Extra Large**.

Create Product Option
Enter the option name for this product (i.e. Size, Color, Flavor, etc.)
Size

Enter values for the above option (i.e. Small, Medium, Large, etc)
Small
Medium
Large
Extra Large

+ Add another option value

Create Option | Cancel

Other examples:
Option **Color**, values of **Blue**, **Red**, and **Green**.
Option **Flavor**, values of **Cherry**, **Blueberry**, and **Vanilla**.

After you specify the options, click **Create Option**.

Edit or Delete Options
To change options on a product,
click **Edit**.

To remove an option, click **Delete**.

Option Name	Option Values	
Size	Small, Medium, Large, Extra Large	Edit Delete
Color	Blue, Red, Green	Edit Delete
Flavor	Cherry, Blueberry, Vanilla	Edit Delete

Step 3:
Your site's inventory control feature is currently
disabled, meaning that your site will sell an unlimited

☐ Enable inventory control for your own products [Apply]

amount of all non-Smart Living Company products. If you wish your site to manage inventory on
non-Smart Living Company products, you must enable inventory control.

Create Product Inventory
The **Set Inventory** page is where you
specify differences for each product
variation.

Specify a Product SKU (Stock Keeping
Unit). This is a unique code for each
product variation. For instance, a
Small, Blue, Cherry test1 product
might have a SKU of test1sbc (sbc for
Small, Blue, Cherry).

Specify how many of these products
you have on hand, and a minimum
amount you want to have

Create Product Inventory
Item #: test1
Product SKU: [   ]
Quantity on hand: [0]
Minimum quantity on hand: [0]
Image URL: [1.jpg] [Upload]
Size [Small ▼]
Color [Blue ▼]
Flavor [Cherry ▼]
[Create Product] [Cancel]

The minimum amount is an amount you won't sell below. For instance, if you have 15 on hand and a
minimum quantity set for 5, you will only sell 10 of the 15 you have, so that you will always have at
least 5 in stock.

You can specify a different product picture for each variation.

After you specify the variations, click **Create Product** to add the product variant to your site. When a
shopper orders this product variant, you know exactly which one to ship to your customer.

The **Set Inventory** screen lists the variants as you create them.

To change a variant, click **Edit**.
To remove a variant, click **Delete**.

When done making changes, click **Next**.

Sku	Size	Color	Flavor	Qty On Hand	Min Qty On Hand	Product Image	
test1sbc	Small	Blue	Cherry	15	5	1.jpg	Edit Delete
test1sbb	Small	Blue	Blueberry	0	0	1.jpg	Edit Delete
test1sbv	Small	Blue	Vanilla	0	0	1.jpg	Edit Delete

Step 4: Review

Review the product details before you add it.

Examine the **Product Information** tab, **Product Options** tab, and **Product Inventory** tab to make sure all of the product information is correct.

To change product details, click **Previous** to go to an earlier screen and change the product.

When you like the product details, click **Create Product.**

Product Information	Product Options	Product Inventory

Item #:	test1
Product name:	test1
Short description:	
Long description:	
Price:	3
Open House Price:	2
Yellow Price:	1
Departments:	Action Figures
Taxable:	No
Apply shipping charges:	No

Previous   Create Product   Cancel

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Mobile Application

How to Find This Feature
From the **Main Menu** of your **Site Manager**, click **Mobile Applications** (in the **Marketing** column), and then click **Android**.

Introduction
This feature will allow you to create an application for the Google Play Market.

Instructions

You can give a personalized name to your application using the **Application Name** field. This name must be unique on the Android Market, and people will be able to find your application using it. However, this is not required.

Setting	Value
Application Name (Optional prefix - entire name must be unique in Android market):	example v11test6.com

Choose the pages of your website that you want people to be able to access using the menu on their Android after they download the application (the only required page is your **Home Page)**. To select a page, just click on the check box next to it. To use the **Site Feed** option, you must create a RSS feed first. To learn more about that, click on **Web Feeds** (in the **Marketing** column of the **Main Menu** of your **Site Manager**), and then click on Your Site Feeds. Once you are done click **Generate.**

Option	Display
Home Page (View Home Page)	☑
Search Page (View Search Page)	☐
Contact Page (View Contact Us Page)	☐
Account Page (View Account Page)	☐
Site Feed (Setup Site Feed): [▼]	☐
Tracking by Flurry (Setup Flurry)	☐
Generate Android Store Application	Generate

Once you create the **Application** it will be listed on this section of your **Site Manager**. (Note: you can only have one **Application** at a time.) If you have a previous application version that you'd like to replace, you can delete the **Application** by clicking **Delete**. (Note: you must delete the current **Application** to create a new one, also your new **application** will have the same **Filename** as the old **application.)**

Android Applications

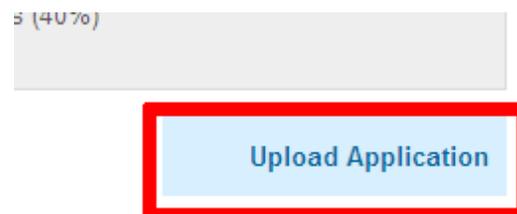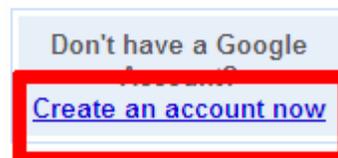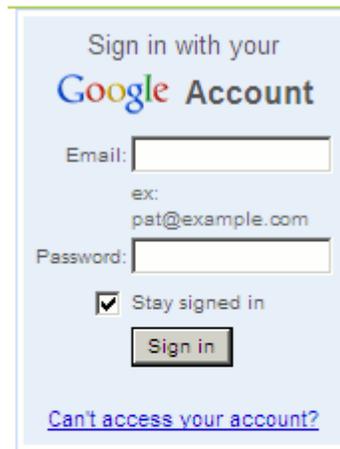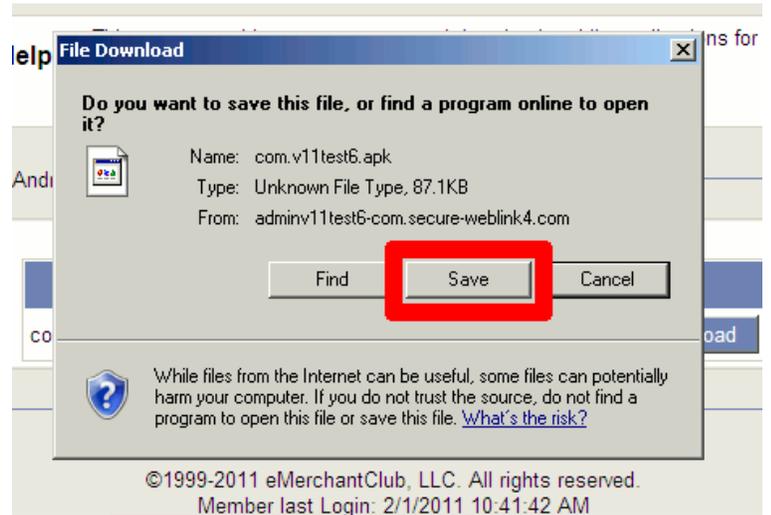| Filename	Application Name	Version	Action	
com.v11test6.apk	example.v11test6.com	3	Delete	Download

To download the **Application** to your computer click **Download**. It will be downloaded as an **.APK** file.

Save the application to your computer. (Note: you must save the **Application** to your computer to upload it to the Android Market; you cannot upload it to the Android Market directly from your website).

To upload the **Application** to **Google Play**, you'll need a developer account.

You must have a Google account first, and if you don't, just click on **Create an account now** to create an account with Google. Signing up for a Google account is free, but you will be charged a one-time fee for signing up for a Google Play Developer account.

Once you login, click on **Upload Application**. You may need to scroll down to see it.

File Download

Do you want to save this file, or find a program online to open it?

Name: com.v11test6.apk
Type: Unknown File Type, 87.1KB
From: adminv11test6-com.secure-weblink4.com

Find   Save   Cancel

While files from the Internet can be useful, some files can potentially harm your computer. If you do not trust the source, do not find a program to open this file or save this file. What's the risk?

©1999-2011 eMerchantClub, LLC. All rights reserved.
Member last Login: 2/1/2011 10:41:42 AM

Sign in with your
Google Account

Email:
ex: pat@example.com
Password:

☑ Stay signed in

Sign in

Can't access your account?

Don't have a Google

Create an account now

5 (40%)

Upload Application

You must upload the **Application** that you generated (it will be an **.APK** file), at least 2 images, and a **High Resolution Application Icon**. Just click on **Browse**, locate the file on your computer, and then click on **Upload** to upload the files. This must be done one file at a time.

Upload assets

Draft application .apk file click the 'publish' button to publish draft apk file	Upload an .apk file: [Browse...] [Upload]

Screenshots at least 2 — Add a screenshot: [Browse...] [Upload]

Screenshots:
320 x 480, 480 x 800, or 480 x 854
24 bit PNG or JPEG (no alpha)
Full bleed, no border in art
You may upload screenshots in landscape orientation. The thumbnails will appear to be cropped, but the actual images will be preserved.

High Resolution Application Icon [Learn More] — Add a hi-res application icon: [Browse...] [Upload]

High Resolution Application Icon:
512w x 512h
32 bit PNG or JPEG
Maximum: 1024 KB

You also must give your **Application** a **Title** and a **Description**. Your customers will be able to search for your **Application** using the **Title**.

Title (en) | test
4 characters (30 max)

Description (en) | This is my app
14 characters (4000 max)

Finally, enter the **URL** for your **Website**, it should be in the following format; http://www.domainname.com, your **Email** address, and your **Phone** number. Then click **Publish**.

Contact information

Website | http://www.v11devtest5.com
Email | emctest996@gmail.com
Phone |

Consent

☐ This application meets Android Content Guidelines

☐ I acknowledge that my software application may be subject to location or nationality. I agree that I have complied with all such law with encryption functions. I hereby certify that my application is au under these laws. [Learn More]

[Publish]   [Save]   [Delete]

Note: Once you publish an **Application**, you cannot upload another application with the same name. Since your **Site Manager** gives the same filename to your application every time you generate it, you must either delete the application from the Android Market, or upgrade it to make changes to it.

Disclaimer: eMerchantClub does not support smartphones or the Android Market. If you have issues with them, you should contact the appropriate service provider.

Internet Explorer 10 Compatibility

When Microsoft released Internet Explorer 10, it caused a lot of issues with many websites – so much so that it came with a built-in compatibility mode to enable it to work with these sites. However, eMerchantClub has added the required updates to use the Site Manager with Internet Explorer 10 without having to use compatibility mode.

Smart Living Company Renewal

Paid-in-full memberships with Smart Living Company are eligible for free renewal through eMerchantClub by having an eMerchantClub website with up-to-date version and current, paid hosting.

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Updated Widget Navigation

Image slider widgets now have two easy-to-use navigation options that customers can easily interact with. Pagination has been added at the upper left corner along with right and left arrows. Image sliders can be set to use either pagination or Previous/Next or even both at once.

Pagination

Previous and Next Navigation

Images contained within image slider widgets have been updated to include newer product. Old or outdated products were removed.

End of Version 14 Supplemental Manual

eMerchantClub
WEBSITES THAT MEAN BUSINESS