How to Use This eMerchantClub Manual

Click the title in the table of contents for the feature you want to learn about. Topics are sorted first by features and then by appearance within the Site Manager. To go back to the top, hold down the CTRL key and tap HOME once.

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For Help, Contact Technical Support

eMerchantClub Technical Support
Store Profile

How to Find This Feature
From the Main Menu of your Site Manager, click the Store Profile link (in the Appearance column).

Introduction
Store Profile controls the text, links, and some of the logos that appear on your website.

To change the text or logos on your storefront, select the corresponding link on the Store Profile page, make changes to that area, and then click the Apply button.

Note on Store Profile
- Not all features may appear in your Site Manager because some features cost extra or are only available to particular website builds.
- eMerchantClub is NOT responsible for the effects of any changes you make to your store once we have released the website to you.

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Store Name, Home Page Intro, Store Directory

How to Find This Feature
From the **Main Menu** of your **Site Manager**, click **Store Profile** (in the **Appearance** column), and then click **Store Name, Home Page Intro, Store Directory**.

**Store Name (max. 1000 characters)**  
Provided you have selected an appropriate layout, **Store Name** places text on the top or middle of most layouts (see list below).

This field accepts HTML, but exercise caution when using advanced formatting or tables as it may create undesirable effects on your website.

**Note:** This field is only displayed on layouts 36, 37, 38, 39, 40, 41, 43, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, and all v9, v10, v11, v12, v13 and v14 layouts (76-128).

**Store Name Plain Text (max. 50 characters)**

Text in this field will be displayed in Newsletters and PayPal purchase confirmations.

**Note:** This field is text only and does not accept HTML.
Home Page Introduction (max. 4000 characters)

Provided you have selected a layout that displays this field, text here appears on your home page. Use this field to introduce your store and its products.

Make sure this text accurately reflects the message you want to get across to your shopper.

We suggest frequent changes to this text to keep your website interesting and current. This is a good place to display messages and promotional text. The text you enter here may also be used to provide search engines with keyword-rich content. You can also add images and graphics, as well as links to other websites in this section by using the HTML editor.

Note: Out of the Version 8 layouts, this field only displays on layouts 67, 69, 72, 73, 74, 75, and all v9 layouts (76-85). 88, 89, 90, 92, 94, 96, 97, 98, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122 and 123
**Store Directory (max. 4000 characters)**

This space is for additional introductory text on your home page.

This is a good place to mention that you sell catalogs or accept alternative payment methods. You may also want to give details about your shipping methods.

Edit the fields above and then click **Apply**.

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*Example of Store Name on Layout 126*

---

*Example of Home Page Introduction*
Home Page Bottom Text

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Home Page Bottom Text.

Home Page Bottom Text (max. 4000 characters)
Use this box for text or graphics that appear at the bottom of each web page.

Make changes in the HTML Editor box, and then click Apply.

Banner shown in Home Page Bottom Text

About Us

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click About Us.

**About Us (max. 4000 characters)**
The About Us section tells your shopper about you and/or your business.

Enter appropriate text, and then click Apply.

---

**Contact Us**

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

**Contact Us**
Contact Us is a page available to your shoppers that shows them your contact information. Visitors access this page by clicking Contact Us on your Navigation Bar.

**Optional Fields**
You can display or hide most of these fields on your storefront. Check or un-check the Display checkbox next to each field to change the display status.

**Edit This Page**
Make changes on this page, and then click **Apply**.

**Phone Number**
This is the phone number your shoppers may use to contact you.

**Alternate Phone Number**
This is an alternate phone number your shoppers may use to contact you.

**Fax Number**
This is the fax number your shoppers may use to contact you.

**Email Address**
Enter the email address that you want your shoppers to use to contact you.

Your site will also send an email to this email address to notify you when a shopper registers or places an order.

**Note:** Only enter 1 email address in this field.

**Order Email Address**
This is an optional field. Order confirmation emails will go to the email address in this field.

**Note:** If this field is left blank, order confirmations only go to the address in the Email Address field. Only enter 1 email address in this field.

**Mailing Address (1-4000 characters)**
Enter the address your shoppers may use to contact you via regular mail with any questions about a sale, merchandise, etc.,
or the address where they can send in other forms of payment.

Enable map and directions is a feature that links your site to display directions to your location.

Note: If you operate out of your home, we don't recommend enabling map and directions.

**Contact Us Text**
When a visitor clicks on your contact form, they will see this text.

Enter text to let your visitor know what timeframe to expect a response in, and tell them what kinds of questions you can answer for them.

You can provide a link to your Frequently Asked Questions here, as that may help them get an answer more quickly.

**PayPal email address**
Enter your current PayPal account email address. Your site will direct shoppers to PayPal’s site to pay for their purchase, and will reference the email address you enter here.

Note: Only use 1 email address in this field.

**PayPal Instant Payment Notification (IPN)**
PayPal Instant Payment Notification is a feature that notifies your site when a customer has completed a transaction by sending you a payment through PayPal.
To enable this feature, check the box next to **Enable PayPal Instant Payment Notification (IPN)**.

You also need to set up this feature in your PayPal account. Check [PayPal](https://www.paypal.com) for more information on how to enable this feature on your PayPal account.

**Warning**: Entering an invalid PayPal email address will make it so you cannot receive PayPal payments from your shoppers.

*Thanks for stopping by. Please email any questions you may have!* 😊

**Contact Us screen**

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**FAQ Page**

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

**Introduction**
The FAQ is a list of questions that you think your customers might ask you, or have asked you and provides the answers to those questions. This allows your visitors to find answers quickly and easily without having to contact you directly.
FAQ (max. 4000 characters)
FAQ, or Frequently Asked Questions, is a page on your storefront that helps your customers learn more about your business without having to contact you directly.

Enter the questions and answers, and then click Apply.

FAQ Format
A FAQ should be formatted with a question on one line, and the answer to that question on the next line.

Q: Question your customer may ask you?
A: Answer for your customer.

Q: How much do you charge for shipping?
A: Our shipping rates are available on our site. Click Shipping on the main menu to see the rates.
FAQ Examples

Your Site Manager has example FAQs you can use at the bottom. This text is provided as an example. You should read through all of it and:

- Delete questions you deem inappropriate for your store
- Add questions and their answers that you would like on your site
- Change the text of existing questions to appropriately express your policies and rules

The text in the editor will be displayed exactly as it appears to your customers. It is important to read all of the text and change it before your customers see it, as this default text is not finished and not ready for publication until you modify it.

Some text will be in [brackets], which means that text in the sentence is completely optional, or there may be two answers. You should pay very
close attention to this [bracketed text]. You will probably modify all of it. When you are done working with it, delete the brackets, or your customers will see them.

After you are done modifying the text, click **Apply**. Click **View Store**, and then navigate to your FAQ page.

### Sample FAQ Page

#### Frequently Asked Questions (FAQ)

This is the Frequently Asked Questions list of [Store name]. If your questions are not answered on this page, please contact us at [email address] and we will reply to you within one business day.

<table>
<thead>
<tr>
<th><strong>Question</strong></th>
<th><strong>Answer</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>What forms of payment do you accept?</td>
<td>Store Name] accepts [money order or check (in person / by mail), credit card (in person / by mail / online), extends credit to sub-wholesalers, other form of payment]. [We also accept cash in person (at home parties, at our shop located at ### address, city, state, ZIP), we deliver in (City or County name)].</td>
</tr>
<tr>
<td>Does [Store Name] send a paper catalog?</td>
<td>Yes! You can order a [Store Name] catalog. Click our [catalog order link] to order.</td>
</tr>
<tr>
<td>What should I do if I have a problem with my order (such as a missing item, broken item, package not received)?</td>
<td>Please contact [Store Name] immediately [by email at email/by phone at ###-###-####] and reference your order number. We will investigate and get back to you in [1 business day].</td>
</tr>
<tr>
<td>How do I redeem my [Store Name]</td>
<td>Log on to our website at [<a href="http://www.domain.com">www.domain.com</a>] and place an</td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>gift card?</td>
<td>order. During the checkout process, you will be prompted for your gift card number. Simply enter it at that time and the amount will be deducted from your order!</td>
</tr>
<tr>
<td>Do [Store Name] gift cards ever expire?</td>
<td>No, they never expire. You can redeem it on our site at any time, 24 hours a day, 7 days a week.</td>
</tr>
<tr>
<td>Can I use a gift card on a purchase that exceeds my gift card?</td>
<td>Yes. You will be prompted for another form of payment for the remaining balance on your order.</td>
</tr>
<tr>
<td>In what dollar amounts can [Store Name] gift cards be purchased?</td>
<td>[Store Name] gift cards can be purchased in $10, $25, and $50 amounts. You can order as many as you like.</td>
</tr>
<tr>
<td>How do I sign up for or opt out of your newsletter?</td>
<td>Once you have an account on our website, you can sign in through the My Account link. On the Personal Account Information screen, you can change your options through the Preferences link.</td>
</tr>
<tr>
<td>Where can I find information on your shipping or return policy?</td>
<td>Our shipping information and return policy can be found on the [Return Policy] and [Shipping] links on the navigation bar.</td>
</tr>
</tbody>
</table>

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Registration and Login

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Registration and Login.

Registration Text (max. 4000 characters)
Registration text is displayed to a shopper before they register on your website. Let your new customer know the benefits of registering with you:
- Discounts
- Newsletter
- Site will remember their info

To see how this appears on your storefront, see the Registration screenshot below.
Thank you for your interest. Registering allows you to receive information about new products and specials. This information is conveniently stored online so you only have to register with us once. By opting in to receiving our newsletter, you are entitled to special benefits.

Thank You!

Example of registration screen

Post Registration (max. 4000 characters)

Post registration text is displayed after a shopper signs up. Use this space to thank them for registering, and ask them to return often.

To see how this appears on your storefront, see the Post Registration screenshot below.
Example of post registration screen

**Login Text (max. 4000 characters)**

Use **Login text** to welcome a shopper back to your site. This text is displayed to the shopper when they click **Log In** to sign in to their account on your store.

Edit the fields above, and then click **Apply**.

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**Mailing List Registration**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **Store Profile** (in the **Appearance** column), and then click **Mailing List Registration**.

**Mailing List Introduction (max. 4000 characters)**
The Mailing list introduction text is displayed to a person who is signing up for your email list or newsletter.

To see where this appears on your storefront, see the Mailing List Introduction screenshot below.

Example of mailing list introduction screen

Post Mailing List Registration (max. 4000 characters)
The Post mailing list registration text is displayed to a visitor who has just registered for your email list or newsletter.

Mailing List
Confirmation Email Subject
The **Mailing list confirmation email subject** text will appear in the subject line of the confirmation email that is sent to the customer after they have signed up for your mailing list.

Mailing List Confirmation Email Message (max. 4000 characters)
The **Mailing list confirmation email message** text is the body of the confirmation email that is automatically sent to your customer after they have signed up for your mailing list.

Edit the fields above, and then click **Apply**.

Shopper Feedback

How to Find This Feature
From the **Main Menu** of your **Site Manager**, click **Store Profile**, and then click **Shopper Feedback**.

Introduction
The Shopper Feedback feature allows your customer to leave a message for you about their shopping experience on your site. You can turn this feature on or off. You can view the shopper’s feedback on the order screen. When this feature is enabled, your site will offer your shopper the option to leave feedback after they finish their purchase.

**Enabling Feedback**
To enable the feature, select **Enable Shopper Feedback**, fill out the two text entry boxes, and then click **Apply**.

**Shopper Feedback**
Enter the text your shopper should see when they click **Feedback**.

This text should invite them to leave you suggestions or comments.

**Post Feedback**
Enter the text displayed to your shopper after they leave you feedback about their shopping experience.

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Promotion Page Content

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Promotion Page Content.

Introduction
Use this screen to enter and modify the text that will appear on the promotions page of your storefront.

Note: This does not actually setup the promotion to take effect on the website. To setup a promotion, please visit the Promotions area.

Promo Page Content (max. 400 characters)
Type the text you want to appear on the promotion page, and then click Apply.

We also have additional promotions to those who register and elect to receive our newsletters.

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Description</th>
<th>Starts</th>
<th>Ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>Save 10% on any order over $20.00</td>
<td>06/01/2012</td>
<td>07/31/2014</td>
</tr>
</tbody>
</table>

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eCatalog Introduction

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click eCatalog Introduction.

Note: This is only available if you have purchased the eCatalog feature from eMerchantClub’s Advanced Marketing Dept. at 1-888-919-7627.

Introduction
If you have the eCatalog feature for your website, then you have an electronic version of at least one SLC catalog on your site. Your viewers can page through this eCatalog just as they would a real catalog, but online. When a shopper enters your eCatalog area, they will see your introduction text at the top of the page.

eCatalog Text (max. 4000 characters)
Enter the text you wish to use as the introduction to the eCatalog page, and then click Apply.
My Account Introduction

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click My Account Introduction.

Introduction
This is the information displayed to a registered shopper after they sign in to their account.

Welcome (max. 4000 characters)
The Welcome message is displayed to a shopper after they sign in to their account. Enter the text you want returning shoppers to read, and then click Apply.
Personal Account Information

Contact Us
- Contact us

Wish List
- View my wish list

Your Points
- Points available: 152  [View details]
- Point redeem value: 1 point = $.01
- Minimum points needed to redeem: 100
- Points expiration date: 24 months after the points have been acquired.

Purchase Confirmation

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Purchase Confirmation.

Introduction
Your shoppers will see a purchase confirmation displayed on the screen after they buy from your site and will receive an email so that they can have a record of the transaction.
Make sure to thank your shoppers after they make a purchase with you – they are your most valuable business assets! You can encourage a repeat visit by mentioning an upcoming sale or holiday in the near future.

**Purchase Confirmation text (max. 4000 characters)**

**Purchase confirmation**

text is displayed on the screen immediately after your customer finishes their transaction.

Enter text that you wish your customers to see as a confirmation of their purchase.

**Purchase Confirmation E-mail Subject (max. 70 characters)**

After a purchase, your site will automatically send an email to your shopper.

Enter the subject line of that email in this text box.

**Purchase Confirmation Email Message (max. 4000 characters)**

Enter the body of the confirmation email that is sent to the shopper after a purchase is completed at your web store.

Edit the fields above, and then
Credit Card Logos

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Credit Card Logos. You will find HTML codes for a variety of credit card logos at the bottom of this page.

Please note that these are just images to show that your store accepts these credit cards.

Please check with PayPal or your Gateway provider to make sure that you can accept credit cards.

Credit Card Logos (max. 4000 characters)
You can display any text or images here that you wish, but most shop owners will list credit card logos in this field.

Using the Source mode, enter HTML code with a reference to the location of the credit card logo you would like.
Note: If you are not comfortable with HTML, eMerchantClub can add the logos to your site for you. Send an email to us at Technical Support and mention which credit cards you want in the logo.

Credit Card Logos on site

**Built-In Logos**
We have provided a number of built-in images for your site. You can access these images by using copy-and-paste on the HTML code provided for each image. Paste the HTML code into the Credit Card Logos section of the Site Manager. For wider logos, use the Home Page Bottom Text section instead.

Note: Putting a wide logo into a narrow spot will distort the layout of your page. Take care when placing large images.

When using HTML code in our editors, switch to HTML mode by clicking **Source** before you paste the HTML code.

**Commonly Used Images**
<img src="assets/product_images/product_lib/logo/visa_mc_amex.gif" alt="We accept Visa, Mastercard, and American Express">

![Visa, Mastercard, Amex](assets/product_images/product_lib/logo/visa_mc_amex.gif)

<image src="assets/product_images/product_lib/logo/visa_mc_disc.gif" alt="We accept Visa, Mastercard, and Discover">

![Visa, Mastercard, Discover](assets/product_images/product_lib/logo/visa_mc_disc.gif)

<image src="assets/product_images/product_lib/logo/visa_mc_amex_disc.gif" alt="We accept Visa, Mastercard, American Express, and Discover">

![Visa, Mastercard, Amex, Discover](assets/product_images/product_lib/logo/visa_mc_amex_disc.gif)

<image src="assets/product_images/product_lib/logo/mc_vs_accept.gif" alt="We accept Visa and Mastercard">

![Visa, Mastercard](assets/product_images/product_lib/logo/mc_vs_accept.gif)

<image src="assets/product_images/product_lib/logo/PayPal_mark_60x38.gif" alt="We accept PayPal transfers">

![PayPal](assets/product_images/product_lib/logo/PayPal_mark_60x38.gif)

<image src="assets/product_images/product_lib/Misc/vmcamxdisc.jpg" height=31 width=197 alt="We accept Visa, Mastercard, American Express and Discover">

**Individual Stationary Credit Card Images**

![Visa](assets/product_images/product_lib/Misc/visacd.gif)  
height=47  width=75 alt="Visa"
American Express – New Anti-Fraud Link

Visa, Mastercard & American Express - Flip Style Image plus Anti-Fraud Link

Visa, Mastercard, American Express (Anti-Fraud) & Discover - Flip Style Image plus Link
Visa, Mastercard & American Express - Extra-small Flashing Image

Visa, Mastercard & American Express - Flashing Image

Visa, Mastercard, American Express & Discover - Vertical Scrolling Credit Card Logo

Visa, Mastercard, & Discover - Vertical Scrolling Credit Card Logo
Visa, Mastercard & American Express - Stationary Strip Image

Visa, Mastercard & American Express - Really Small Purchase order

Visa, Mastercard, American Express & Discover - Stationary Strip Image

Visa, Mastercard & Authorizenet Combo Logo
Visa & Mastercard - Extra-small Vertically Stacked

Visa & Mastercard - Really Small

Authorize.net Logo

Links

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

Links (max. 4000 characters)
The links section allows you to add your own HTML code to display logos, banners, hit counters, or links to other websites.

When using HTML code in our editors, switch to HTML mode by clicking **Source** before you paste the HTML code.
Store Closed Message

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Store Closed Message.

Introduction
If you ever need to temporarily close your website for any reason, you can display an appropriate message to your visiting shoppers. Since they will be unable to view your home page, you will want to display a message that will let them know that your store is closed and any other information you want them to know.

Example: "Please excuse our mess as we redesign our store. Please check back in a few days for great products!"

Note: Closing your store using this method does not suspend your monthly hosting fees or yearly update fees. This tool is designed to only close your storefront temporarily.

Title (max. 255 characters)
Here you can customize the title and message for your "Closed Sign."

Store Closed Message (max. 4000 characters)
This is where you can set the full message to tell visiting shoppers when to return to your store. You don't want to lose that sale!

Type the message, and then click Apply.
Privacy Policy

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

Please be aware that your website will NOT have a privacy policy unless you add one yourself. We recommend using Smart Living Company's policy as a template and replace any mention of Smart Living Company with your store name.

Privacy Policy (max. 4000 characters)
Use this space to explain your privacy policy. The privacy policy should let your customers know you won't sell or give their personal information to other companies. Try to make them feel comfortable buying from you.
Enter the text of your privacy policy, and then click the **Apply** button.

**Product World Privacy Policy**

This policy covers how Product World treats personal information that Product World collects and receives, including information related to your purchase and use of Product World products and services. Personal information is information about you that is personally identifiable like your name, address, email address, or phone number, and that is not otherwise publicly available.

By using any Product World pages, in any way accessing Product World, or using other services of Product World, you are accepting the practices described in this policy and our terms of use.

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**Redeem Gift Card**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **Store Profile** (in the **Appearance** column), and then click **Redeem Gift Card**.

**Introduction**

When a shopper clicks **Redeem Gift Card or Check you balance** on your site, they will see the text you put in the **Redeem gift card text** box. You can also choose to hide the link from your storefront. To hide this link you can go to **Appearance > Customize Storefront > Modules on Home Page**. From there check the box Hide redeem gift card module: Click **Apply**

**Redeem Gift Card text**

(max. 4000 characters)

Enter the text you wish to appear on the **redeem gift card** page of your storefront.
Reminder Page Introduction

**How to Find This Feature**
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Reminder Page Introduction.

**Note:** Reminder Service is an add-on feature that is not available on all sites. Contact Web Promotions at 888-919-7627 to purchase this feature.

**Reminder (max. 4000 characters)**
Shoppers can use your Reminder Service to enter the date of an important event (such as spouse’s birthday or anniversary).

Two weeks before the event, your site will automatically send them an email with a link to your store to shop for the event.

Enter text that introduces the shopper to this service, and then click **Apply**.
FREE EMAIL REMINDER SERVICE!
Use our FREE email reminder service and never forget a birthday or anniversary again! Just click the Add Reminder button below to enter information about an event you don’t want to forget. We’ll send you an email 14 days prior to the event -- plenty of time to get the perfect gift sent off in the mail!

Reminders for:
Click on the Add Reminder button to add a reminder.

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Next Reminder</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>10th Anniversary</td>
<td></td>
<td>Edit Delete</td>
</tr>
</tbody>
</table>

10/5/2013  9/21/2013

*Email Reminder on screen*

**Back to Top**

**About Link Exchange**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click on About Link Exchange.

**About Link Exchange (max. 4000 characters)**
Use this feature to add text or graphics that will appear at the top of the Link Exchange page.
Make changes to the HTML editor box, and click Apply.
Rewards Program

**How to Find This Feature**
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click on Rewards Program.

**How to Use Your Points (max. 4000 characters)**
Use this feature to add text or graphics that will appear on the Rewards Program page to explain how your customers can use their points.

**How to Earn Points (max. 4000 characters)**
Use this feature to add text or graphics that will appear on the Rewards Program page to explain how your customers can earn points.
FAQ (max. 4000 characters)
Use this feature to add text or graphics that will answer frequently asked questions about your Rewards Program.

Terms of Service (max. 4000 ch.)
Use this feature to add text or graphics that explain your terms of service for the Rewards Program.

Click on Link to Marketing > Rewards program to access the Rewards Program in your Site Manager (in the Marketing column).

Click Apply to make changes.
Rewards Program FAQ:

1. What is the purpose of this program?
   We created this rewards program to "Thank You" for shopping on our website. The more you shop, the more points you accumulate and the bigger discount you will receive at checkout. This program is only available to you, as a valuable registered shopper with our website.

2. Do I need to enroll in the Reward Points program?
   You do not have to enroll. Every qualified purchase will earn you [N] point(s) for each [$] spent.

3. Where can I find my points balance?
   You can find the balance of your earned reward points by logging into your account. Sign in and proceed to the MyAccount page. Here you can check your available balance and your order history.

Rewards Program

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Advertising Display

How to Find This Feature
From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Advertising Display.

Enabling this Feature
Enable the checkbox at the top to enable the feature.

Before Using This Feature
You will need to sign up for one of the following types of advertising programs: Pay Per Click (PPC) such as Google Adsense, affiliate or advertising publisher (Amazon Associate, LinkShare Publisher) or private advertising (CPT).
After signing up you will be provided with a code that needs to be placed within the Site Manager. Choose one of the four areas below and paste the code in, then click the Apply button at the bottom.

**Using this Feature**
This feature has up to four different areas that will display the advertisement banner. Each area is suited for the shape of the banner. Each area has its own recommended width and may not be visible on certain pages of the site. Examples and limits of the different areas are shown below:

**Area 1 - Horizontal Display Banner**
Recommended Width - 468 pixels maximum  
Maximum Limit - 4000 Characters  
Not shown on secure (Https://) pages  
May affect page loading time

*This is where the banner will appear when pasting the code into Area 1.*

**Area 2 - Side Ad Banner (Vertical)**
Recommended Width - 180 pixels maximum  
Maximum Limit - 4000 Characters  
Not shown on secure (Https://) pages  
May affect page loading time
This is where the banner will appear when pasting the code into Area 2.

**Area 3 - Links Banner**
Recommended Width - 180 pixels maximum  
Maximum Limit - 4000 Characters  
Not shown on secure (HTTPS://) pages or on home page  
May affect page loading time

This is where the banner will appear when pasting the code into Area 3.

**Area 4 - Home Page Bottom Text Banner**
Recommended Width - 728 pixels maximum  
Maximum Limit - 4000 Characters  
Not shown on secure (HTTPS://) pages  
May affect page loading time

This is where the banner will appear when pasting the code into Area 4.
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.

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) on 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 different color schemes available
The screen offers layouts from versions 6 through 14.

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**.

**Themes**

Select a theme for your store:

- Default
- Thanksgiving
- Christmas
- Holiday
- Valentines
When you apply a layout you will see a screen to choose a theme for the layout. This applies a new set of colors to the layout.

Select the theme you would like, and then click **Apply**. *Themes do not determine what types of products appear on the website.*

To choose a different theme for your layout, re-select the layout on the **Store Layouts** page; this will take you to the **Themes** page again.

To preview a theme, click **Preview**.

After selecting a layout and theme you will be taken to one of the following two pages:

**Layout Settings**
Version 10 or above: When you select a layout from version 10 or above, after the Theme page, this will be known as the **Layout Settings** page.

**Layout Details**
Version 9 or below: When you select some layouts from version 9 or below, you will see the **Layout Details** page.

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**Layout Settings**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Style and Color** (in the **Appearance** column), click **Store Layouts**, select a version 10 layout (or above) and click **Apply**, and then select a theme and click **Apply**.

**Introduction**
Use this screen to select locations for widgets on your store.
To assign a widget to a location, click the spot that says **CLICK HERE to choose widget.**

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**Select Widget**

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

**Introduction**

Use this screen to select from the available widgets on your site or edit existing widgets.

**Add Widget**

Click here to add and configure a new widget to the list of available widgets on your site.

**Identify Widget**

This section lets you know which layout and placeholder you are changing the widget on.

**Select/Edit Widget**

Here is where you can select a new widget, edit an existing widget or preview a widget before applying it to the website.

**Note:** Each Placeholder will accept certain types of widgets. For example, Placeholder # 1 will accept Carousel 1&2, 3D Stack, Gallery, Image Slider, Product Slider and Video widgets, on most layouts. Placeholder # 2, 3 and 4 will accept Accordion widgets.

Click the circle button on the left side to select the widget. A box will appear asking "**Are you sure you want to choose this widget?**" Select **yes** and the widget is now applied to the placeholder on your website.
The 'Name' column displays the name of the widget. This is not visible to the customer and is just for your reference.

The 'Description' column displays a description of what the widget does or how many products it contains. This is not visible to customers and is just for your reference.

The 'Type' column displays the type of widget. Depending on the type of widget you will be able to edit it in several ways.

The 'Used in Layouts' column is to let you know which layout the widget is currently assigned to. It is **not** the only layouts that the widget can be used on.

The 'Created' column is to let you know when the widget was created.

The 'Action' column allows you to edit or preview* the widget.

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**.

*Note: Preview is marked as an action in the table.
Advanced Styling (Layout Details)

How to Find This Feature

From the **Main Menu** of your **Site Manager**, click **Style and Color** (in the Appearance column). If you have a version 6 or below layout selected **Advanced Styling** will be available for you to click.

This feature is not available on Version 8 or newer layouts.

The **Advanced Styling** link will not be found in your Site Manager if you have selected a Version 7 or above layout. From each of the styling subsections you can use some or all of the following options:

- **Font Color**: Select the color from the color table or enter the color in the box.
- **Background Color**: Select the color from the color table or enter the color in the box. (Background image box must be blank to change background color)
- **Background Image**: Select an image from your Upload File or from the image library.
- **Font Family**: Select the font style from the font family table or enter your own into the box. (Delete unwanted font styles from box before selecting more.)
- **Font Size**: Select the font size from the menu.
- **Bold**: Check the box to make text Bold.
- **Italic**: Check the box to make text Italic.
- **Small Caps**: Check the box to make text in small capitals.
- **Text Decoration**: Select the line-effect from the menu.
- **Border Color and Border Style**: Color and Type of Button edges.

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Active Departments

How to Find This Feature

From the Main Menu of your Site Manager, click Style and Color (in the Appearance column). If you have a version 6 or below layout selected Advanced Styling will be available for you to click.

Visited Hyperlink
This feature will change the font color and style of the department name visited in the Directory. The background color or background image changes background color or image of department title link visited in Directory.

Selected Hyperlink
This feature will change the font color and style of the department name selected in the Directory. The background color or background image changes background color or image of department title link selected in Directory.

Mouse Over Hyperlink
This feature will change the font color and style of the department name in the Directory when a user "hovers" or slides the mouse over it. The background color or background image changes background color or image of department title link in Directory when a user "hovers" or slides the mouse over the hyperlink.

Buy Button

How to Find This Feature

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From the **Main Menu** of your **Site Manager**, click **Style and Color** (in the Appearance column). If you have a version 6 or below layout selected **Advanced Styling** will be available for you to click.

**Default Hyperlink**
This feature will change the font color and style of the Buy or Add To Cart button on the Home page. The background color or background image will change the background color behind the Buy or Add To Cart button on the Home page.

**Visited Hyperlink**
This feature will change the font color and style of the Buy or Add To Cart button last visited on the Home page. The background color or background image will change the background color behind the Buy or Add to Cart button last visited on the Home page.

**Selected Hyperlink**
This feature will change the font color and style of the Buy or Add To Cart button selected on the Home page. The background color or background image will change the background color behind the Buy or Add To Cart button selected on the Home page.

**Mouse Over Hyperlink**
This feature will change the font color and style of the Buy or Add To Cart button on the Home page when a user "hovers" or slides the mouse over the hyperlink. The background color or background image will change the background color behind the Buy or Add To Cart button on the Home page when a user "hovers" or slides the mouse over the hyperlink.

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**Departments**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Style and Color** (in the Appearance column). If you have a version 6 or below layout selected **Advanced Styling** will be available for you to click.

**Department Path Bar**
This feature will change the font color and style of the department path bar across the top of your product and department lists. The background color or background image will change the background behind the path bar.

**Directory on Home Page**
This feature will change the font color and style of the department titles in the Directory. The background color or background image will change the background behind the department titles.

**Function Panel (Directory/Search)**
This feature will change the font color and style of the Search box and the Directory Labels. The background color or background image will change the background behind the Search box area and the Directory label.
Navigation Tab Bar

How to Find This Feature

From the Main Menu of your Site Manager, click Style and Color (in the Appearance column). If you have a version 6 or below layout selected Advanced Styling will be available for you to click.

Default Tab Background
This feature will change the background color or background image of the "tabs" in the navigation bar. The border color and border style will change the color and style of the border around the outside of the tabs.

Default Bar Background (behind tabs)
This feature will change the background color or background image of the "navigation bar". The border color and border style will change the color and style of the border around the outside of the bar.

Default Tab Hyperlink
This feature will change the font color and style of navigation bar hyperlinks on your website. The background color or background image will change the background of the tab behind the hyperlink.

Visited Tab Hyperlink
This feature will change the font color and style of navigation bar hyperlinks after they have been "visited" or selected by a user. The background color or background image will change the background of the tab.
**Selected Tab Hyperlink**
This feature will change the font color and style of navigation bar hyperlinks after they have been "activated" or become active. The background color or background image will change the background of the tab.

**Mouse Over Tab Hyperlink**
This feature will change the font color and style of navigation bar hyperlinks when a user "hovers" or slides the mouse over a tab. The background color or background image will change the background of the tab.

**Other Features**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Style and Color** (in the Appearance column). If you have a version 6 or below layout selected **Advanced Styling** will be available for you to click.

**Search Section (Search)**
This feature will change the background color or background image of the Search box area. The Border Color and Style will add or change the border around the Search box area. Use the Shopper Input Boxes features in Style & Color to change the color and/or font style of the input text.

**Horizontal Rule (Horizontal Lines)**
This feature changes the color of the line or bar on some pages such as a products page with Next and Previous.
Product Section

How to Find This Feature

From the **Main Menu** of your **Site Manager**, click **Style and Color** (in the Appearance column). If you have a version 6 or below layout selected **Advanced Styling** will be available for you to click.

Product Content (Text & Price)
This feature will change the font color and style of the product description text and price. The background color and background image will change the background color behind the product description text and price.

Discounted Price
This feature will change the font color and style of the product Sub-Wholesaler and Shopper discount prices. The background color and background image will change the background color behind the price.

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Product List

How to Find This Feature

From the Main Menu of your Site Manager, click Style and Color (in the Appearance column). If you have a version 6 or below layout selected Advanced Styling will be available for you to click.

Department Product List
This feature will change the font color and style of the department and sub-department listings under the Products tab. The background color or background image will change the background behind the products listed.

Product Titles Section
This feature will change the font color and style of the labels and contents of "item", "description", and "our price", "available", "actual price" and "in stock". The background color and background image will change the background color of a block of products per department.

Product Description Section
This feature will change a block of color behind the products listed in the Product List.

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Products Titles

How to Find This Feature

From the Main Menu of your Site Manager, click Style and Color (in the Appearance column). If you have a version 6 or below layout selected Advanced Styling will be available for you to click.

Default Text
This feature changes the font color and style of the product title in the product title panel on the Home page. The background color and background image will change the background color of the panel behind the product title.

10" Snoopy Plush and Beanbag
[ Buy ] [ Wish List ]
A lovable, huggable toy is this plush and beanbag rendition of that clever beagle, Snoopy®.

Our Price: $15.95
In Stock
Item: A36268

12" Classic Raggedy Andy Doll
[ Wish List ]
Raggedy Andy® is an adorably handsome doll. Classic styling.

Our Price: $15.95
Out of Stock
Item: A16706

**Default Hyperlinks**
This feature will change the default font color and style of the product title hyperlinks, the text product titles. The background color and background image will change the background color behind the hyperlink.

**Visited Hyperlink**
This feature will change the font color and style of the product title hyperlink visited, the text product titles. The background color and background image will change the background color behind the hyperlink visited.

**Selected Hyperlink**
This feature will change the font color and style of the product title hyperlink selected, the text product titles. The background color and background image will change the background color behind the hyperlink selected.

**Mouse Over Hyperlink**
This feature will change the font color and style of the product title hyperlink when a user "hovers" or slides the mouse it. The background color and background image will change the background color behind the hyperlink when a user "hovers" or slides the mouse over the hyperlink.

**Dept Product Content**
This feature will change the font color and style of the individual product blocks on the Home page. The background color or background image will change the background color behind the individual product blocks on the Home page.
Wish List

How to Find This Feature

From the Main Menu of your Site Manager, click Style and Color (in the Appearance column). If you have a version 6 or below layout selected Advanced Styling will be available for you to click.

Default Hyperlink
This feature will change the font color and style of the Wish List button on the Home page. The background color or background image will change the background color behind the Wish List button on the Home page.

Visited Hyperlink
This feature will change the font color and style of the Wish List button last visited on the Home page. The background color or background image will change the background color behind the Wish List button last visited on the Home page.

Selected Hyperlink
This feature will change the font color and style of the Wish List button selected on the Home page. The background color or background image will change the background color behind the Wish List button selected on the Home page.

Mouse Over Hyperlink
This feature will change the font color and style of the Wish List button on the Home page when a user "hovers" or slides the mouse over the hyperlink. The background color or background image will change the background color behind the Wish List button on the Home page when a user "hovers" or slides the mouse over the hyperlink.

**Logo Library**

**How to Find This Feature**

From the Main Menu of your Site Manager, click Style and Color (in the Appearance column). There are only a few layouts that have a logo and to access this feature you will need to select one of those, for example layout # 5.

**Logo Manager**

If you would like to change your logo, CLICK on the Logo link in Style and Color to get to the Logo Library. There are two columns that provide you with a list of images from your Upload Files section. It is possible to add images to the site using the Upload Files feature in your Site Manager.

**To upload a file:**

1. Click on the Browse button.
2. Go to the directory and select the file that you want to upload then Click on the Open button.
3. To complete the upload process, click on the Upload button.

Any of your .jpg, .gif, and .swf files can be used as your logo. Select the radio button next to the one you want to use and click on the Preview button. This will bring up a new browser window that shows you a preview of the logo image. To make the change, go back to the Logo Manager window and click on the Apply button. The new logo will now display on your website (if included in your layout).
Not all layouts have a space for a logo image. Only Layouts 1, 5, 6, 7, 9, 10 and 14 support Logo images. Be sure that the layout you select supports a logo image.

Help:

Learn more about this screen: Manual

Select logo image file name:

<table>
<thead>
<tr>
<th>jpg</th>
<th>.gif</th>
<th>.swf</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.jpg</td>
<td>1.gif</td>
<td>1.gif</td>
</tr>
<tr>
<td>back1.jpg</td>
<td>amex.gif</td>
<td>amex.gif</td>
</tr>
<tr>
<td>cc_verification.jpg</td>
<td>animation.gif</td>
<td>animation.gif</td>
</tr>
<tr>
<td>gift_certificate.jpg</td>
<td>amish.gif</td>
<td>animation.gif</td>
</tr>
<tr>
<td>layout76_above_nav.jpg</td>
<td>body.gif</td>
<td>animation.gif</td>
</tr>
<tr>
<td>layout76_above_sp.jpg</td>
<td>body.gif</td>
<td>animation.gif</td>
</tr>
<tr>
<td>layout76_below_nav.jpg</td>
<td>carton.gif</td>
<td>action.gif</td>
</tr>
<tr>
<td>layout76_bot_links_bot.jpg</td>
<td>check_zoom_sm.gif</td>
<td>action.gif</td>
</tr>
<tr>
<td>layout76_bot_links_bot_left.jpg</td>
<td>Christmas.gif</td>
<td>action.gif</td>
</tr>
</tbody>
</table>

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Banner Library

Banner Manager
The Banner Manager allows you to change the banner that appears at the top of your web pages (if included in your layout). You can use a banner of your own or select a banner from our library. To select a banner from our library, simply choose it from the drop down list to the right of "or select from the banner library".

To use your own banner, just enter the banner image filename (Max. recommended pixel size: 704x55) into the text box or choose your banner image filename from the drop down menu to the right of "or select from uploaded files".

The banner must be uploaded into the Upload Files section of your Site Manager to appear on your website unless it is coming from another website using HTML. (We do not recommend outside URL links in the banner section as this may affect the security of your website).
To upload a file:

1. Click on the **Browse** button.
2. Go to the directory and select the file that you want to upload then click on the **Open** button.
3. To complete the upload process, click on the **Upload** button.

To preview the banner, click on the **Preview** button. This will bring up a new window showing you a preview of the banner you selected. After you have chosen your banner, click on **Apply** to display it on your storefront. A confirmation box will appear to ask if you really want to change the banner. Click on the **OK** button if this is the one you would like to use.
Update Styles and Images

How to Find This Feature
From the Main Menu of your Site Manager, click Style and Color, and then click Update Styles and Images.

Introduction
Use this screen if you notice inconsistencies with the style or images on your storefront. When you apply the latest images or style, the layout's newest images and style information will replace any changes you made to this layout.

You can update just the style (fonts, colors, and other attributes) or just the images (layout images, not product pictures). This is similar to re-applying your layout, except it only updates the style or the color, not both at once.

Also, from time to time, eMerchantClub may update the layout styles or images to accommodate new features. When you update your style or your images, you get the newest data for your site.

To perform the update, select the box next to style or images, and then click Apply.

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Widget Library

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

Introduction
The Widget Library manages widgets on your storefront. Widgets are mini-applications that bring additional functionality to your storefront.

Instructions
Use this screen to preview, edit, or delete existing widgets, and add new widgets.

To preview an existing widget, click Preview next to the widget you would like to preview. If the preview does not appear, you may have a popup blocker. Hold down CTRL or Shift while you click Preview.

To remove a widget from your widget library, click Delete next to the widget. A message will confirm that you wish to delete the widget, and tell you which layouts use the widget (if any).

To change a widget, click Edit next to the widget. See the Widget Details in the manual to learn more about editing a widget.

To add a new widget to your site, click Add Widget. See the Widget Types topic in the manual to learn more about adding a new widget.

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Widget Types

How to Find This Feature
From the Main Menu of your Site Manager, click Widget Library (in the Appearance column), and then click Add Widget.

Introduction
Use this screen to determine what type of widget you wish to add to your store. After you choose a widget type, you then specify the widget details and then add it to your storefront through the Layout Settings screen, in the Style and Color section.

Instructions
Select the widget type you would like to add to your widget library.

Click either the widget name or the thumbnail image to select the widget type.

On the next screen you can edit the details of the widget and then click apply to save it. Once the widget is created, you can then apply it to your current layout from the Layout Settings screen, in the Style and Color section.
Widget Details

How to Find This Feature
From the Main Menu of your Site Manager, click Widget Library (in the Appearance column), and then click Edit next to an existing widget. Or, click Add Widget and then select a widget type.

Introduction
Use this screen to edit the details of an existing widget, or add details to a new widget.

Product Widgets
Type a widget name and description.

Select a number of products to display, and what kinds of products to display. Depending on product choices, you may have more options.

For example, selecting Random products from chosen department leads to choosing which department’s products you would like to display.

Click Preview to see a preview of the widget, or Save to save the widget.

Video Widgets
You can embed a video so that it appears on your storefront.

To embed a video, you must copy the "embed code" for the video.

On YouTube, this code is found by clicking Share and then Embed.

YouTube’s embed code contains additional information that is not needed for your website. The embed code will appear like this:

<object width="560" height="340"><param name="movie" value="http://www.youtube.com/v/InhbSdcNBZw&hl=en_US&fs=1&"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/InhbSdcNBZw&hl=en_US&fs=1&" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="560" height="340"></embed></object>

The only portion of the code that is needed appears above in Red. Highlight the code and copy it.

Paste the code in to the Embed code field, and then click Preview to see a preview of the video, or Save to save the widget.
Customize Storefront

How to Find This Feature
From the Main Menu of your Site Manager, click Customize Storefront (in the Appearance column).

Introduction
The Customize Storefront screen gives you access to options that customize the home page of your site.

Customize Options
- **Home Page Items** This feature allows you to select up to eight items to appear on your home page. (Only on layouts 46-85)

- **Department Navigation Bar** This feature allows you to add or edit departments on the department navigation bar. This feature is available for layouts 76 and above.

- **Modules on Home Page** Change which features and modules are available to shoppers on the storefront.

- **Featured Departments** Use this feature to add or edit departments to the featured list of departments. This feature is available for layouts 76 and above.

- **Switch Home Page** This page changes the appearance of your home page to either display product images, or the department listing page without images.

- **Pagination Options** This screen allows you to choose which style of pagination you’d like to display on your storefront. These are the links that appear on pages listing products when there is more than one page.

- **Additional Modules** Change which additional features and modules are available to shoppers on the storefront.
Home Page Items

How to Find This Feature
From the Main Menu of your Site Manager, click Customize Storefront (in the Appearance column), and then click Home Page Items.

Introduction
Specify which products or department should appear on your home page. You can choose 8 separate items, or you can choose a department and a number of products to list from it.

- To choose eight specific items, use the Select Item area. With items entered in this area, the Select Department area does not work.
- To choose a department for your home page, remove all item numbers from the Select Item area and choose a department from the Home page department: dropdown menu.

Heading for Home Page
Type text that will appear as the heading over the featured products

Select Products to Display
You can choose up to eight products to feature on your home page.

To add a product, type the item number in the Item # column or you can click the dropdown menu for Select item to choose from a list.

To remove a product, delete the item # from a slot.

To hide a product, select the Hide Item checkbox next to the product.
To see how an item will appear to shoppers, click the V icon in the Preview Item column.

**Select Item**
Another way to add items to the list is with the Select item menu. Find the product you want to add on that menu, and then click a number in the Product Display Order column. The item number is added to that order number.

When done making changes to the Select Item area, click Apply.

**Home Page Department**
Select a department that you wish to have displayed on your home page from the drop-down menu, then click Apply.

Type the number of products to list per page in the Products listed per page box, click Apply.

**Department Navigation Bar**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Customize Storefront (in the Appearance column), and then click Department Navigation Bar.

**Introduction**
This feature allows you to add or edit departments on the department navigation bar. This feature is available for layout 76 and above.
**Instructions**

To add a department to your department navigation bar, select a department on the **All Departments** column and then click the double-right arrow add button ▶▶.

To remove a department from your department navigation bar, select a department on the **Selected Departments** menu and then click the remove button ◀◀.

When done making changes on this screen, click **Apply**.

To hide the department navigation bar on your site, select **Hide this feature**.

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**Modules on Home Page**

**How to Find This Feature**

From the Main Menu of your Site Manager, click **Customize Storefront** (in the Appearance column), and then click **Modules** on Home Page.

**Introduction**

Use this feature to display or hide different modules on the shopping site.
**Instructions**

To hide a particular module from your home page, select (check) the appropriate boxes, and then click **Apply**.

To show a module that is hidden, unselect (uncheck) the appropriate boxes, and then click **Apply**.

If you don’t have any promotions enabled right now, you will see a link to create or enable promotions.

**Details**

**Hide redeem gift card link**
Select this option to hide the **Redeem Gift Card** link on your storefront.

**Hide search by price range links**
Select this option to hide the **Search by Price Range** feature on your storefront.

**Hide featured departments**
Select this option to hide the **Featured Departments** function on your storefront.

**Hide department navigation bar**
Select this option to hide the **Department Navigation Bar** on your storefront.

**Hide express order link**
Select this option to hide the **Express Order** link on your storefront.
**Hide skip to content link**
Select this option to hide the **Skip to content** link on your storefront. **Skip to content** is a feature for sight-challenged shoppers to allow them to skip past menu content they won’t use.

**Hide tag cloud**
Select this option to hide the tag cloud feature on your storefront.

**Hide testimonial**
Select this option to hide the Testimonial feature on your storefront.

Version 9 layouts or above can highlight promotions on the home page. You can choose to hide particular promotions by selecting or creating them here.

**Switch Home Page**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Customize Storefront** (in the **Appearance** column), and then click **Switch Home Page**.

**Introduction**
The **Switch Home Page** feature allows you to choose between two listing methods for your home page. The **Default** method shows your home page in the standard format (with product images), and the **Listing** method displays only links without product images on your home page.

**Note:** This change only affects your website’s home page and does not affect the other pages.

**Selecting the Home Page**
Select the appropriate option for your home page, and then click **Apply**.

- **Default** - Home page with product images
- **Listing** - Home page with department listing (NO IMAGES)
Pagination Options

How to Find This Feature
From the Main Menu of your Site Manager, click Customize Storefront (in the Appearance column), and then click Pagination Options.

Introduction
This screen allows you to choose which style of pagination you’d like to display on your storefront. These are the links that appear on pages that list products when there is more than one page. On the Pagination Options screen, select which style you would like, and then click Apply.

The second option lists only 10 pages that a shopper can click on directly; they can still access all of the pages using the Previous, Next, First, and Last links next to the page numbers.
**Additional Modules**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Customize Storefront** (in the **Appearance** column), and then click **Additional Modules**.

**Introduction**
Use this screen to specify which features or modules are available to your shoppers.

**Instructions**
To enable a feature, select that feature’s checkbox and click **Apply**.

**Shopping Cart Options**
The shopping cart function allows shoppers to purchase from your site. If you disable this feature, visitors cannot buy from your site.

The "wish list" option allows shoppers to add items they want to buy in the future to a list, and to share that list with other people. If you disable this feature, visitors cannot use the wish list.

The hit counter displays the number of visits made to your home page. You can set the number of visits in the "Set hit counter to" box.

**Mobile Notification**
The mobile notification feature allows shoppers to subscribe to text message

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notifications (Short Message Service or SMS) sent to their cell phone.

If you disable this feature, shoppers cannot sign up for SMS notification.

**Product Zooming**

Product zooming shows a close-up of the product picture when a shopper hovers over the image.

If you disable this feature, shoppers are not able to zoom in on the product by hovering. However, they are still able to view the larger image by clicking the picture.

![Example of product zooming](image)

**Live Chat**

This feature adds the ability for your shoppers to chat live with you through your storefront.

The chat options appear on product pages and the Contact Info page.
If you are signed in to your chat software when a shopper selects one of your chat options, they can initiate a chat with you to ask questions or give feedback.

To use this feature, you must have an account with either MSN Live Messenger or Yahoo Messenger.

**Set up MSN Live Messenger**
1. Sign in to your account with MSN Live Messenger
2. Go to the settings page
3. Select the **Allow anyone on the web to see my presence and send me messages** box, and then click **Save**
4. Click **Create HTML** (a link under **Web Settings** on the left of the **Web Settings** screen)
5. Choose which display you would like (IM window, Button, or Status icon), choose a size and theme, and then copy the HTML code at the bottom of the screen
6. In your Site Manager, click **Customize Storefront**, then **Additional Modules**, then the **Live Chat** tab
7. Click **Add New Tool**
8. Enter a name for this chat feature
9. Paste the code into the **Code** box in your Site Manager
10. Click **Add**

![MSN Live Messenger Code pasted in Site Manager](image)

**Set up Yahoo! Messenger**
1. Sign in to your account with Yahoo! Messenger
2. Click **Pingbox**
3. Click **Create a Pingbox** and follow the instructions to create it.
4. In your Site Manager, click **Customize Storefront**, then **Additional Modules**, then the **Live Chat** tab
5. Click **Add New Tool**
6. Enter a name for this chat feature
7. Paste the code into the **Code** box in your Site Manager
8. Click **Add**

![Yahoo Pingbox Code](image)

**Repeat Orders**

The repeat orders feature allows your shoppers to repeat previous orders.

If you disable this feature, shoppers won’t be able to duplicate previous orders without manually recreating them.

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**Navigation Bar**

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

**Introduction**
When a visitor is browsing your website, they use the navigation bar to maneuver from page to page. The navigation bar will appear in four small sections on your storefront, called **Shopping, Affiliate Program, Customer Service,** and **Site Info**.

The appearance of your navigation bar depends on the layout (template) of your site.

You can modify the options that appear on the navigation bar by adding additional links, removing existing links, changing the words of a link, or changing where a link directs a visitor.

**Note:** Layout 84 displays only 6 links from the **Shopping** section, and layout 85 displays 7. If you use one of those layouts, you may wish to move additional links to other menu sections. Also, layout 85 displays menu items from right to left.

**Add to Navigation Bar**
To add a new link to the navigation bar, fill in the **Add a new link on the navigation bar** area, and then click **Add Link**.

**Link name** is the name of the menu option that appears on the navigation bar. **URL** is the site address that your shopper will go to when they click the menu option (see below for pre-created codes).
**Font HTML, Background color, and Background img** can accept HTML color codes or location of an image file. They allow you to change the color of the link. These features do not work on all layouts.

**Setup Links**
You can change the links in any of the four sections. First, choose which section you wish to modify on the **Select Category** menu.

**Move Links**
To move a navigation bar link up or down the list, select it and click either **Move Up** or **Move Down**.

**Show Details**
To edit the details of a link, select it and click **Show Details**.

**Edit Details**
Once you click **Show Details**, you will see the details of the link. Make any changes, and then click **Apply**.

See the **Add to Navigation Bar** section above for details on these options.

To make the link invisible, but not delete it, select **Hide**.

**Change Categories**
You can move a navigation bar link from one category to another category.
1. Select the category you want to move the link from on the Select Category menu, and select the link
2. Click the << button to move the link out of the category
3. Select the category you want to move the link to on the Select Category menu (the destination category)
4. Select the link you are moving and click the >> button to move it to the new category

Delete Link
To remove a link from the navigation bar, select it and then click Delete.

Edit Categories
You can change the names of the four navigation bar categories.

Click Edit Categories.

Change the name of a category, and then click Apply.

Preview Links
The bottom of the screen shows a preview of how the links will look on the site (what category they are in and what order they are listed in).

Default Categories / Default Navigation Bar
If you ever don’t like the changes you made to your navigation bar categories or the entire navigation bar, you can reset them back to defaults.

Simply click **Assign Links to Default Categories** or **Reset Navigation Bar to Default**.

**Assign Links to Default Categories** will place links in their default categories.

**Reset Navigation Bar to Default** will remove all new links you have created, and add all default links to the default categories.

**Add eMerchantClub Pages**
eMerchantClub has created codes for several existing pages on your site, such as listing your promotions, listing your shipping amounts, and more. Many of these will already be on your navigation bar.

If you have removed one, or would like to add another one, follow the instructions above to **Add to Navigation Bar** and use the listed filenames in the **URL** field. Copy the file name (e.g., AboutUs.asp) and paste it into the **URL** field when editing a menu item or adding a new one.

**eMerchantClub Navigation Bar Codes**

<table>
<thead>
<tr>
<th>About Us</th>
<th>Affiliate Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>AboutUs.asp</td>
<td>affiliate/default.asp</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Check Out</th>
<th>eCatalog</th>
</tr>
</thead>
<tbody>
<tr>
<td>checkout_select_method.asp</td>
<td>catalog_select.asp</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact Info</th>
<th>FAQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>contact_info.asp</td>
<td>faq.asp</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Express Order</th>
<th>Join Mailing List</th>
</tr>
</thead>
<tbody>
<tr>
<td>express_order.asp</td>
<td>welcome_new.asp?mailing_list=1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>default.asp</td>
</tr>
</tbody>
</table>
Add Custom Pages
If you’ve created your own HTML page (created on your computer, using the Page Creator, or using HTML Conversion), you can add that page to your website and have it appear as part of your layout, keeping your site’s look and feel.

First, make sure the file you are adding is included in your Upload Files section. Next, follow the instructions given above in the Add to Navigation Bar section. For the URL field, specify just the filename:

filename.htm
Replace filename.htm with the correct file name.

Examples:
links.htm mycustomsite.htm

If you want the new page to appear alone (without your site’s navigation and controls wrapped around it), you should edit the item and remove the code to the left of the filename (CustomHTM.asp?custfile=).

Doorway Page

How to Find This Feature
From the Main Menu of your Site Manager, click Doorway Page (in the Appearance column).

The Doorway Page feature is not available on Big Value Book website models.

Introduction
The Doorway Page feature allows you to specify a page that your visitor will see before they reach the normal home page of your website. This page may be in the form of a Flash Doorway Page custom built for you by eMerchantClub, an existing page from your website that you converted to HTML, or a page that you built yourself.

Selecting a Doorway Page
Select the doorway page you want your customers to see and then click the Apply button.

To stop displaying a doorway page, choose Default, and then click Apply.

Files on Doorway Page List
When you click **Doorway Page** in your Site Manager, the **Doorway Page** screen lists all files available to be used as a doorway page.

There are a few ways to make a file appear on this list:

- Create a HTML page and upload it using the **Upload File** feature. (Learn More about **Upload Files**)
- Convert one of your website’s existing pages to HTML using the HTML Conversion utility. (Learn about **HTML Conversion**)
- Purchase a custom-built **Flash Doorway Page** from eMerchantClub.

When creating your own doorway page, be sure to include a link to your store’s home page.

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**Media Library**

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

**Introduction**
Use the Media Library to manage the images, audio, documents, and other media files on your site.

**Media Library Functions**
These are the different functions found in the Media Library section. The next few pages of this manual will describe each in detail.

**Media Files Manager**
Use this page to view and manage files. You can upload .gif, .jpg, .htm, .html, .pdf, and various sound formats.

**Upload Files**
Use this screen to upload media files to your site.
Create Site Icon
Create your own site icon that shows up on visitor’s address bars.

Image Editor
Edit images by changing their size, adding text, and more.

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Media File Manager

How to Find This Feature
From the Main Menu of your Site Manager, click Media Library (in the Appearance column), and then click Media File Manager.

Introduction
Use this page to view and manage files. Your site will accept .gif, .jpg, .htm, .html, .pdf, and various sound formats. Do not use spaces or apostrophes in the filenames when uploading files.

Media File Manager
Choose what type of files to view by clicking the appropriate button.

You can also delete files from this screen. Select the files you want to delete, and then click Apply.

To view a file, click the filename. The image will appear in a new window.

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**Upload Files**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Media Library** (in the **Appearance** column), and then click **Upload Files**.

**Introduction**
Use the **Upload Files** section of your Site Manager to upload several different file formats for use on your site.

You can upload pictures for your home page or for products, custom order sheets, custom catalogs, and pages that display specials or advertisements.

*For a list of supported file types, see the bottom of this article.*

**File Names**
File names should have **only** standard alphanumeric characters: a-z and 0-9. It does not matter if you choose capital or lowercase letters. **Do not** use any other characters in the filename. This includes spaces, ~, !, `@, #, $, %, ^, &, *, -, =, +, [ ], { }, |, \, ', " ;, :, the comma (,), the period (.), or any other special characters.

**File Limitations**
Files need to be thumbnail size (95KB or less).

**Replace the existing file?**
Before you upload a file, you should decide if you wish to replace a file with the same file name. Select **Yes** if you want to overwrite it, **No** if you do not.

To select files to upload, click **Browse** (or **Choose File**, depending on your browser)
and then follow the instructions for **Open** (below).

When you have selected up to five files to upload, click **Upload**.

The **Open** window appears when you click **Choose File**.

Navigate to and select the file that you wish to upload, and then click **Open**.

Supported File Types:
- .jpg - JPG or JPEG graphics files
- .gif - GIF graphics files
- .htm or .html - HTML web page files
- .wav, .aif, .mid, .mp3 - audio files
- .pdf - Adobe Portable Document Format files
- .swf - Shockwave or Flash files

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**Create Site Icon**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Media Library** (in the **Appearance** column), and then click **Create Site Icon**.
Introduction
The site icon appears on the address line, next to a favorite, or on the tab in a tabbed browser, depending on what browser someone is using. The Create Site Icon feature allows you to choose an image as your site icon.

Choose Image
Select an image (by clicking the small button next to it) and then click Apply next to Create site icon.

If you have an image on your computer that you wish to use as a site icon, you can upload the file. When you return to this screen, the image should appear on the list.

Delete Icon
To remove the site icon, click Delete.

How to Find This Feature
From the Main Menu of your Site Manager, click Media Library (in the Appearance column), and then click Image Editor.

Introduction
Use this screen to access the image editor. Click on any image to open the image editor for that image. The image editor will open in a new window. Once you are done editing the image, save your changes and close the window to return to this screen.

Results per page
You can choose how many images are displayed on the screen while you are browsing images.

Select the number on the Results per page menu.

Edit Image
To edit an image, click the thumbnail of the image or the image filename below it. The Image Editor opens in a new window. If you do not see the new window appear when you click on an image or filename, hold down Ctrl or Shift when you click it.

In the editor you can change many aspects of the image. Find the options to the left of the image.

As you click an editing type (Tuning, Color, Rotate & Flip, etc.), the menu changes to show you those options. In the example to the right, we see the options under Color.
Reset Image

If you want to recover the original picture, click **Reset Original Image**. All of the changes you made to the image will be undone.

Save Image

When you are done making changes to the image, enter a filename and save it with the Save Image button at the bottom.

If you save a file with the same filename, you will overwrite the old file. Consider saving your changes with a new filename so you don’t lose your old file.

HTML Conversion

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **HTML Conversion** (in the **Appearance** column).
Introduction
The HTML Conversion tool allows you to convert single pages of your website from their current dynamic format (.asp) to a static format (HTML).

Reasons to use HTML Conversion:
- Make a new Doorway Page
- Make a Pop-up Window
- Submit a HTML page to search engines
- Make changes to a page you can’t make in Site Manager (extensive HTML experience required)

Warning: If you update your departments or products, or make any changes that affect pages that you have converted, you will need to run this utility once again so that the HTML file can be updated with the changes.

Before You Convert
Before you convert any pages to HTML, make sure that you have finalized all other changes on your site, especially changes to your layout or text that appears on the pages.

Once you convert your pages from the dynamic format (.asp) to the static format (HTML), changes made in your Site Manager will not affect the HTML pages. In order to update the HTML pages, you will have to use the HTML Conversion tool again to update those pages.

Converting Your Pages
First decide if you want to convert your home page or a different page to HTML.
- To convert the home page, select Convert my home page to HTML.
- To convert other pages, select Convert other pages to HTML.

Converting Your Home Page
Select **Convert my home page to HTML**. The screen displays a preview of your home page. To view or change the HTML source code, select **Source** next to the **Preview** button.

To save the file, enter a filename and click **Save in Media Files Library**.

The new file is now located in your **Media Library > Media File Manager** section.

**Converting Other Pages**

To **Convert other pages to HTML**, you will enter the entire URL (website address) of the existing page, and then click **Go**.

To get the entire URL, browse through your site as a customer would, navigate to the page you wish to
convert, and then copy the entire **Address** line. It should start with http://www.yoursite.com/. (Instead of yoursite.com, the URL should have your own store’s address.)

As with converting your home page, the screen now displays a preview of your page. You can view and modify the HTML source code by clicking **Source**.

To save the file, enter a filename and click **Save in Media Files Library**. The new file is now located in your **Media File Manager** section and will also be available in the **Doorway Page** section of the Site Manager.

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**Page Creator**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **Page Creator** (in the **Appearance** column).

**Introduction**

The **Page Creator** feature allows you to create an HTML page for usage on your website, with no HTML knowledge. Pages you create can be used as a new Doorway Page, a Pop-up Window, specials or advertising page, a page of links, or many other purposes.

To create the page, you will fill in the first three HTML boxes (**Title tag**, **Description tag**, and **Keywords tag**), then create the body of the page in the **HTML editor** box, enter a name for the file in the **File Name** field, and then click **Save New Page**.

**Add New Page**

On the **Page Creator** screen, click **Add New Page** to add a new page.

**Title tag (max. 4000 characters)**

The **Title tag** contains text that
appears in the blue bar at the very top of the browser any time someone visits your website.

We recommend putting your business name and a very short phrase about what you specialize in this tag. Search engines examine the **Title tag** when you submit the website for listing.

**Description tag (max. 4000 characters)**
Enter the text you want to appear as a description. Keep the text fairly short, because most search engines only display 130-180 characters (including spaces).

The description tag is displayed in the description area of the search results when someone finds you on a search engine.

**Keywords tag (max. 4000 characters)**
Keywords are special words that some search engines use to help categorize your site. Search engines pay less attention to this data than they used to, but having meaningful keywords can still be an important marketing element.

Enter keywords and keyword phrases separated by commas. Your website will create proper HTML for search engines to view.

**Miscellaneous tag (Max. 4000 characters)**
Enter additional HTML tags.

You should only enter HTML tags if you are familiar with HTML.
**Page Body**
Create the page the way you want it to appear using the HTML editor.

To learn more about how to use the HTML editor feature, see the HTML editor lesson.

**File Name**
Enter a name for the file, and then click **Save New Page**.

**Edit Existing Files**
You can edit HTML files that are already loaded on your site. This includes files you created using the Page Creator tool, uploaded using the Upload File page, and pages that you converted using the HTML Conversion tool. To use this feature, select the file you want to edit on the **Edit Existing Pages** menu, and then click **Apply**. When you are done making your changes click **Update**.

**Products**

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

**Introduction**
This section manages products on your store. With this screen, you can add a Smart Living Company or non-Smart Living Company product,
change product information, adjust prices on all products at once, hide, or show products, and more.

If you purchased Auction Expediter, that feature is also accessible from this page.

If you purchased the QuickBooks export feature, you can export products from this page.

If you wish to purchase these features, contact Web Sales at 888-919-7627.

**Using the Products Page**

<table>
<thead>
<tr>
<th>Add Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLC Product</td>
</tr>
<tr>
<td>Non-SLC Product</td>
</tr>
</tbody>
</table>

The next few pages of this manual feature a list of the functions accessible from the products page and will go into detail on each.

**Non-Smart Living Company Item Inventory Control**
If you have your own products, you are able to control the amount of each that your site will sell if checked.

**Add Smart Living Company Products**
Products distributed from Smart Living Company

**Add Non-Smart Living Company Products**
Your own products

**Store Display Settings**
Determines which products are visible or hidden to your shoppers.

**Quickbook Item List** (Only available if purchased)
Allows you to download the products into a Quickbook format.

**Auction Expediter** (Only available if purchased)
Allows you to export products to eBay.
Facebook
Enables you to post your website products directly to your Facebook news page.

Non-Smart Living Company Products Inventory Control
If you sell non-Smart Living Company products and have a limited supply, you will want to enable inventory control for those products. Check the box and click **Apply**.

You can now specify a quantity. On the product page, start by clicking on the Edit button for the product. Next click the **Product Inventory** tab. Specify the total amount of this product you have in the **Qty on hand** field. If you wish to keep an amount in stock (that you won’t sell on your site), enter that amount in the **Minimum Qty on hand** field. Click **Update Inventory** when done. You will get a message box telling you Process Completed Successfully and giving you the option to continue to edit or go back to list on the product page.

**Store Display Settings**
The Store Display Settings menu changes products on your site, either globally or to selected products.

- Select **Show All Products** to un-hide all hidden products on your site.
- Select **Hide All Products** to hide all products on your storefront.
- Select **Hide Unavailable Products** to mark all products that are currently out of stock as "hidden" so your shoppers won’t see them.
- Select **Hide Selected Products** to mark selected products as hidden.

This feature does not track products. If another product goes out of stock, it will not be marked hidden unless you click this button again. If a hidden product comes back in stock, it will not be shown again; you must click **Show All Products** or un-hide that product individually.

**Search**
You can find products by searching for text in the title or description of the product. Type the search term in the **Product** field, choose a department on the **in department** menu (or leave set to **All Departments** to search them all), and then click **Search**.

**Results per page**
Choose how many products to view per screen in your Site Manager. Select the number of products, and the screen refreshes automatically with the new number of products.

**Deleting Products**
To delete one product, click **Delete** next to that product.

To delete multiple products, select the checkbox for each product you wish to delete, and then click **Apply** next to **Delete selected product(s)**.

**Sorting Products**
You can sort the product listing by the column headers.

Click a column header with the dark print to sort by that column, and click it a second time to reverse-sort by that column.
**Posting Items on Facebook**
To post one item on Facebook, click on Facebook next to that product.

If you get a login screen, log into your Facebook account. After you login, or if you don't get a login screen, click Share.

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**Auction Expeditor**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click the **Products** link (in the **Products** column), and then click **Export eBay**.

Auction Expeditor is a paid add-on feature and won’t be available in your Site Manager unless you purchased it. For information on purchasing this feature, call our Web Promotions department at 888-919-7627.

**Introduction**

**Auction Expeditor** allows you to export products from your eMerchantClub website to a file which you can upload to eBay’s auction site.

Each product that is in stock can be exported to eBay. On the **Products** page, you’ll find an **Export eBay** link for each product. Click this link to open the **eBay Lister Export Wizard** in a new window. If you do not see this window open, try holding down either the SHIFT key or the CTRL key while you click **Export eBay**.

**eBay Item Export Wizard**

In the **Settings** column, select your choices for:

- Auction Site (probably US or Canada)
• Currency (probably US$ or Can$)
• Duration of the auction (1, 3, 5, 7, or 10 days)

Other Payment Options
Besides PayPal, you can select what other payment options you are capable of accepting. If you have a merchant account with the ability to accept certain credit card types, select those.

Select other payment types you choose to accept, such as a Money Order/Cashier’s Check, Personal check, or others.

Pricing Options
Each price and cost is figured by multiplying the base price by the % box associated with that field. For example, in Starting Price, if we want to charge 70% of the Retail price, we will select Retail in the Starting Price selection box, and then enter a value of 70 in the % box (as shown in the example below).

On the pricing row, set:
• Starting Price - base price your auction item begins at
• Reserve Price - minimum price you will accept for the product; this price is hidden from the auction bidder. (See eBay’s website for more information)
• Buy-It-Now Price - price a bidder can pay to end the auction early
• Shipping Cost - amount you will charge for shipping this product

Product row
Use the product row to control each product added to this auction submission.
Title / Category Id
Assign a title and category ID for each product, as it should appear on eBay.

- Title - the title of the product
- Category ID - which category or department the product belongs in

Description and Preview
The description appears on the listing on eBay when someone views your product. The description field is filled with HTML and text, and references the image.

Be careful when making changes to this field unless you are familiar with HTML.

To see how this product will appear to shoppers on eBay, click preview. The preview will appear in a new window.
Prices
Verify that the **Starting Price**, **Reserve Price**, **BIN (Buy It Now)**, **Price**, and **Shipping** are all set as you like. Prices on this row will change when you alter rows 1 and 2, then click the calc-all or re-calc; see below for more information.

Delete and Recalculation
- del-all - deletes all of the items that have been added to the export wizard
- delete - deletes the product on that row
- calc-all - re-calculates all of the items in the export wizard with the information changed in the pricing area
- re-calc - re-calculates the items on the same row with the information changed in the pricing area

Add more items
To add additional products, click on one of the **Add more items** links above or below the item listing. Next, click **[Export_eBay]** on another item to send that item to the export wizard.

Export items to a file
When everything is set to your satisfaction (all products added, prices and other options configured correctly), the next step is to export the items to a file.

Click **[Export Items]**
This begins the File Download, which displays a File Download Security Warning box.

Click Save

Next, the Save As box appears.

Save the file in a place that can be easily found in the future, such as to the Desktop or another easy-to-find location.

The default filename is eBayItems.csv, but any filename that ends with .csv will work. Using the date (without slashes) works well.

The Save as type should be Microsoft Office Excel Comma Separated Value (CSV) or .csv document, or something similar with .csv as the extension. Once all of the options have been set properly, click Save.

If the filename selected already exists, a new Save As dialog box appears to ask whether or not you wish to overwrite the existing file. Choose Yes to
overwrite the existing file, and choose No to go back and change the filename.

Once the download has finished, the **Download complete** box appears.

Click **Close**.

**Ready to Upload**
To upload these files to eBay, use eBay’s free tool called Turbo Lister, which can be downloaded from their website at www.ebay.com.

**Advanced Option [Edit description template]**
To change the template used to design the auction, click [Edit description template].

This will show the Auction Description Template screen.

**Auction Description Template screen**
Change the three fields, and then click **Save**. To preview your changes before
saving, click **Preview**.

The following codes work to present dynamic text for the auction:

- `#TITLE#` (will be replaced by product title)
- `#DESC#` (will be replaced by production description)
- `#START_PRC#` (will be replaced by product initial start price)
- `#RESERVE_PRC#` (will be replaced by product reserve price)
- `#BIN_PRC#` (will be replaced by Buy-it-now price)
- `#SHIPPING#` (will be replaced by product shipping cost)
- `#IMG_URL#` (will be replaced by product image)

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**QuickBooks Product Download**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Products** (in the **Products** column), and then click **Download QuickBooks Item List**.

The QuickBooks export function is a paid feature, so it may not be in your **Site Manager**. To purchase this feature, contact Web Promotions at 888-919-7627. It does not include the QuickBooks software.

**Download Products**
On the Products screen, click **Download QuickBooks Item List**.
A File Download window appears. Click **Save**.

The **Save As** window appears. Specify a location you can remember, name the file (with .iif as the extension), and click Save.

**Import Products to QuickBooks**

Enter QuickBooks

On the **File** menu, point to **Utilities**, point to **Import**, and then click **IIF Files**...

Point to the file created earlier, and then click open.
Departments

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

Introduction
When a customer visits your site, a department listing, product directory, or featured department section (depending on the layout you selected) will help them find products.

Every product that you add to your store must be categorized by assigning it to at least one child department. In turn, each child department is listed in a parent department.

In the example to the right, most departments are parent departments. The ones listed under Kitchen are child departments that belong to the Kitchen parent department.

Notes
• You cannot add a product to a parent department, only a child department
• A child department must be listed in a parent department
• You can move child departments from one parent to another parent
• A product can be in more than one child department at a time
• You can move products from one child department to another child department

**Department Page Functions**
You can perform many functions from the Department Page screen. You can add new departments, delete existing departments, rename departments, add or change meta tags, and more.

This topic covers all of these functions except for adding a new department.

**General Settings**

**Best Sellers listed per department**
Use this setting to determine how many "best seller" items to feature in each department. As your customer selects a department to look at, the best sellers will be featured on the bottom.

This setting will only display products that have sold best on your store, in a particular department. If you do not have sales in a particular department, there will be no "best sellers" for that department.

**List departments alphabetically on shopping site**
Changing this setting only affects the way departments...
list on your storefront. It does not change the way departments list in your Site Manager.

Check this box to sort your parent departments alphabetically, and deselecting the setting to sort the parent departments by department ID.

**List departments alphabetically on site manager**
Changing this setting only affects the way departments list in your site manager. It does not change the way departments list on your storefront.

Check this box to sort your parent departments alphabetically, and deselecting the setting to sort the parent departments by department ID.

**Finding Departments**

**Search departments by name**
This function allows you to find departments by searching by their names. Enter a full or partial list of the department you want to find, and then click **Search**.

**Department navigation**
Your department information and navigation tools are below the list of departments.

The information will tell you how many departments you have, and how many pages they are on.

*For example, 62 Departments.*
Each page displays 15 departments. You can increase or decrease the number shown by using the Results per page drop down. To flip through these pages, use < to page back, and > to page forward at the bottom of the page.

<< and >> will skip to the first or last page of departments.

If you know the page number you wish to go to, enter the number in the box and then click Apply.

**Changing and Renaming Departments**
To change a department, click Edit in the Action column for a particular department.

<table>
<thead>
<tr>
<th>Id</th>
<th>Parent Dept Id</th>
<th>Parent Dept Name</th>
<th>Name</th>
<th>Products Per Page</th>
<th>Best Sellers Per Dept</th>
<th>Hidden</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>45230</td>
<td>45000</td>
<td>Home Decor Accents</td>
<td>Lanterns</td>
<td>14</td>
<td>0</td>
<td>No</td>
<td>Edit</td>
</tr>
<tr>
<td>105020</td>
<td>105000</td>
<td>Travel Accessories</td>
<td>Luggage</td>
<td>14</td>
<td>0</td>
<td>No</td>
<td>Edit</td>
</tr>
</tbody>
</table>

**Deleting Departments**
To remove a department, click Delete next to the department you wish to remove.

<table>
<thead>
<tr>
<th>Id</th>
<th>Parent Dept Id</th>
<th>Parent Dept Name</th>
<th>Name</th>
<th>Products Per Page</th>
<th>Best Sellers Per Dept</th>
<th>Hidden</th>
<th>Action</th>
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<tr>
<td>45230</td>
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<td>Delete</td>
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<td>105020</td>
<td>105000</td>
<td>Travel Accessories</td>
<td>Luggage</td>
<td>14</td>
<td>0</td>
<td>No</td>
<td>Delete</td>
</tr>
</tbody>
</table>

To delete a department, first move all of the products to another department (or delete all of the products), and then click Delete for that department.
You can delete a child department with products in it. When you do this, the Site Manager will list the products that will be deleted, and ask you to confirm deletion.

**Tips on Departments**
Use descriptive department names that tell your shopper what they will find in the department.

When not sorted alphabetically, departments are sorted by the department ID.

Once you create a department, the only thing you can’t change about it is the department ID.

As you create new departments, number parent departments with round numbers (like 500 or 3000) and child departments right after them (like 505, 510, or 3005, 3010). This makes the departments easier for you to manage after they are created.

**Add a Department**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Departments (in the Products column), and then click either Add Parent Department, or Add Child Department.

**Introduction**
This function allows you to add a new parent or child department to your site.

Parent departments only hold child departments, and child departments only hold products.
First, decide if you wish to add a parent department or a child department. Click the appropriate button (Add Parent Department or Add Child Department), fill out the screen, and then click the Add Department button at the bottom of that screen.

**Filling Out the Add Department Form**

**Department ID**
This is a unique number that identifies this department. When not listing departments alphabetically, departments are sorted by ID number.

**Department Name**
Enter name for this department.

**Parent Department ID**
Select which parent department to assign this child department to.

You only choose a Parent department ID when you are creating a child department.
Your site will automatically place a bullet next to the name of a parent department on the storefront.

**Description**
The description for the department appears when a customer clicks on the department name. It appears above the products in that department.

**<title> tag**
The **Title tag** contains text that appears in the blue bar at the very top of the browser any time someone views this department.

You want to list the department name on your title tag.

**<meta> tags**
The **<meta tags>** section allows you to specify HTML elements for this department.

Note: Only correct HTML Meta Tags should be added to this section. This section is for advanced HTML users and is not required.

**Products listed per page**
Specify how many products you would like to appear on each page when a customer is looking at this department.

Note: This setting also appears on the main Departments page. In addition, each department also has the same setting. If you change this setting within a particular department, and then change the number on the main Departments page, the main Departments page setting will override an individual department’s settings.

**Best sellers listed per department**
Use this setting to determine how many "best seller" items to feature in this department. As your customer selects this department to look at, the best sellers will be featured on the bottom.
Best sellers on screen

Note: This setting will only display products that have sold best on your store, in a particular department. If you do not have sales in a particular department, there will be no "best sellers" for that department.

Hide this department
If you hide a department, your customers won’t see it on your storefront.

This feature can be useful to hide Christmas products in January, Valentine’s products in March, etc. You can easily make the department visible again later.

Edit Department

How to Find This Feature
From the Main Menu of your Site Manager, click Departments (in the Products column), and then click Edit next to a department.
**Introduction**
This function allows you to modify departments on your site.

**Parent Department ID**
By changing the Parent Department ID field, you can choose a new parent department for a child department:

Select the new parent department on the menu, and then save the page. You can only change the Parent Department ID on a child department.

If a department has a parent department assigned to it, then that department is a **child department**.

If a department does not have a parent department assigned to it, then that department is a **parent department**.

**Department Name**
Change or edit the name for this department.

**Description**
The description for the department appears when a customer clicks on the department name. It appears above the products in that department. List brief information about this department.

**<title> tag**
The **Title tag** contains text that appears in the blue bar at the very top of the browser any time someone views this department.

**<meta> tags**
The Meta tags section allows you to specify HTML elements for this department.

<code>&lt;meta&gt; tags: &lt;meta name="title" content="What's New"> &lt;meta name="description" content="New arrivals include home furnishings."&gt;</code>

Note: Only correct HTML Meta Tags should be added to this section. This section is for advanced HTML users and is not required.

**Products listed per page**
Specify how many products you would like to appear on each page when a customer is looking at this department.

Note: This setting also appears on the main Departments page. In addition, each department also has the same setting. If you change this setting within a particular department, and then change the number on the main Departments page, the main Departments page setting will override an individual department’s settings.

**Best sellers listed per department**
Use this setting to determine how many "best seller" items to feature in this department. As your customer selects this department to look at, the best sellers will be featured on the bottom.

Note: This setting will only display products that have sold best on your store, in a particular department. If you do not have sales in a particular department, there will be no "best sellers" for that department.

**Hide this department**
If you hide a department, your customers won’t see it on your storefront. This can be useful to hide Christmas products in January, Valentine’s products in March, etc. You can easily make the department visible again.
later. Check the box and click the **Apply** button to hide the department. Remove the checkbox and click the **Apply** button to make the department visible again.

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**Product Reviews**

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

**Introduction**
Use the Product Reviews screen to manage product reviews written by your shoppers. You can see new reviews, publish reviews, and delete reviews.

**Instructions**
A shopper can write a review of your products. A review from a shopper will display a rating (up to 5 stars), review title, and the review text. A review will also list the average rating of the product.

When you view a product’s review, you can also see the date and time the shopper left the review.

**List Reviews**
To list reviews based on dates, go to the **Date Range** tab and select
start and end dates, then click **Search**.

To list reviews on a particular item, go to the **Item** tab, enter the Item # of the product and then click **Search**.

**Publish / Unpublish / Delete**

When a shopper enters a review on a product, it starts out as "unpublished," meaning other shoppers cannot see the review.

Your site sends you an email letting you know that someone entered a review.

To publish the review so that other shoppers can see it, click **Publish**. To mark a review so that other shoppers cannot see it, you can click **Unpublish**. To remove a review from your site completely, click **Delete**.

**Confirmation Text**

When a visitor enters a review on a product, your site displays confirmation text to them, thanking them for entering the review and telling them what to expect.

To change this text, go to the **Confirmation text** tab, edit the text in the box and then click **Apply**.
Enable / Disable Product Reviews
If you do not want to allow customers to leave product reviews on your website, select the Disable customer product reviews box on the Settings tab, and then click Apply.

Products by Department

How to Find This Feature
From the Main Menu of your Site Manager, click Products by Department (in the Products column).

Introduction
Products by Department allows you to manage all of the products in a particular department at once.

Managing Products
Choose a department on the Select child department menu.

Select products that you would like to manage.
To delete the selected products, click **Apply** next to **Delete selected product(s)**.

To hide the products on your storefront so that they are not visible to shoppers, select **Hide Selected Products**, and then click **Apply**.

To un-hide the selected products so that your shoppers can find them again, select **Show Selected Products** and then click **Apply**.

To move these products to another department, select a destination on the **Child Department to transfer or copy products to menu**, select **Transfer** or **Copy** (if you want to move or duplicate the products) and then click **Apply**.

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**Product Upload/Download**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Product Upload/Download** (in the **Products** column).

*Important: After uploading new non-Smart Living Company products, you MUST go to the “Products by Department” area, select “All unassigned products” from the drop-down and then move the selected products to a chosen department.*

**Introduction**

Product Upload/Download allows you to download all of the products on your site into an Excel file and save it to your computer. It also allows you to upload an Excel file containing new non-Smart Living Company products you wish to add to your site.

**Download Product File**

To download your product list to your computer click **Apply** next to **Download all the products**.

On the File Download window click **Save** to save the file to your computer or click **Open** to view the file.

**Upload Product File**
Use the product upload feature to upload all of your non-Smart Living Company products at once. Keep in mind that after uploading the file you will need to go back and put the products in the respective departments and you will need to enter the **inventory** for each product.

To begin uploading your non-Smart Living Company products, click **Apply** next to **Before creating upload file, download template first.**

You will then be prompted to **Save** or **Open** the template. On the file download window, click **Save** and choose where to save the file on your computer.

After the download is complete click on **Open**. You will then be able to enter the data for your non-Smart Living Company products.

The template will appear like this. You must fill in all fields.

**Please note for the Manufacturer ID you must enter the number 1 if it is a Smart Living Company product, or a number 2 for a non-Smart Living**
Company product. Also the first row of information cannot be deleted from the Excel file or you will not be able to upload.

Prices: You are provided the regular suggested retail price and the subwholesaler price.

Once you have finished adding your non-Smart Living Company products to the Excel file, save it on your computer in order to upload the file to your site.

On the Product Upload/Download page click **Browse** next to **Excel file**:

Select the file you created, and then click **Open**.
Click **Upload**.

Once you have uploaded your file, you will be shown a preview of items being added or removed. After verifying that everything is correct, click **Apply** where it says **Perform update**. The items will now appear on your site.
Product Find and Replace

How to Find This Feature
From the Main Menu of your Site Manager, click Product Find and Replace (in the Products column).

Introduction
Product Find and Replace allows you to find a word or phrase in your product names or descriptions and replace it with a new word or phrase of your choosing.

Find and Replace
Enter the word you want to replace in the Find field, ex. bird. Then type the word you want to replace it with in the Replace with field, ex. hummingbird.
You have the ability to select where you would like to search for the word. The word or phrase you wish to find and replace can be from the **Product name**, **Short description** or **Long description**. You also can select **match case** or **match whole word**.

Once you have made your selections click **Preview**.

The preview will highlight the word or phrase you have entered in the find field. By default, all items will be selected. If an item is listed that you do not wish to change, uncheck the box to the left. When you have verified that you want to replace all of the selected items, click **Apply** where it says **Replace selected**.
Click **OK** to make the changes.

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**Product Price Setting**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Product Price Setting** (in the **Products** column).

**Retail Price Setup**
To **mark the prices up** (make them higher than Smart Living Company Suggested Retail Price), enter the percentage amount (as a numeric value) to mark the prices up, and then click **Apply**.

![Retail Price Setup](image)

For example, entering 15 will add 15% to the Smart Living Company Suggested Retail Price for your store’s products.

To **mark the prices down** (make them lower than Smart Living Company Suggested Retail Price), enter the percentage amount as a negative numeric value using (–) minus in front of the number, ex. -15. Then click **Apply**.
To change the prices back to Smart Living Company pricing, click **Reset** next to **Reset to SLC suggested retail price**.

**Change Sub Wholesaler Prices**
Your site is capable of managing two “sub-wholesaler” prices so that you can specify discount shoppers. These shopper’s accounts receive the discount you specify here. You can also assign one of these prices as a Global Discount price.

You can specify sub-wholesaler prices:
- **Sub-Wholesaler** price, which ranges from approximately 30% to 55% less than retail price. This price is only a guideline.

**Sub-Wholesale Price Setup**

To adjust the Sub-Wholesale price of all products on your site, enter the discount amount as a numeric percentage value, ex. 15, and then click **Apply**. This will make the Sub-Wholesale price a discount from your store’s current retail price, or from Smart Living Company’s suggested Sub-Wholesale price.

![Sub-Wholesale Price Setup]

To change the Sub-Wholesale prices back to Smart Living Company pricing, click **Reset**, next to Reset to SLC Sub-Wholesale price.

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Product Images

How to Find This Feature
From the Main Menu of your Site Manager, click Product Images (in the Products column).


If you get a security warning dialog box, as shown below, you'll want to click NO or else you will get a 'Navigation Canceled' message. If this happens, you can hold down the Ctrl-Key and press the F5 Key to refresh the page. This will take you back to the main menu of the Site Manager. Click product images and when the security warning pops up click NO.

Smart Living Company Product Images

Have the Item # of the product you wish to find.

Click on the number range of the Item #. For example, if the Item # is 10033, you will click 10000-19999.

There are two kinds of image files you can download for each product: .gif and .jpg.
• .gif files are smaller and take less space
• .jpg files are larger and higher quality

Click on the Item # of the product.

The image will be displayed on the screen. If you wish to save the image to your hard drive, right-click the image, select **Save Picture As...** (or **Save Image As...**). In the Save picture box that pops up, name the file and choose where you want to save it on your computer, and then click **Save**.

**Note:** Most images you find on the internet can be saved in this manner.

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**Product Descriptions**

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

The **Product Descriptions** list appears.

If you get a security warning dialog box, as shown below, you'll want to click **NO** or else you will get a 'Navigation Canceled' message. If this happens, you can hold down the Ctrl-Key and press the F5 Key to refresh the page. This will take you back to the main menu of the Site Manager. Click product images and when the security warning pops up click **NO**.
Smart Living Company Product Descriptions

Have the Item # of the product you wish to find.

Click on the number range of the Item #. For example, if the Item # is 22077, you will click 22000-23999.)

Once you find the product you want text for in the list, click on the number. The product descriptions display in a box that you can highlight and copy from. Hold down the Ctrl-Key and click A to highlight. Hold down the Ctrl-Key and click C to copy. You can save this text in a text file on your computer. Once you have copied the text go to your desk top, right click, hover over New and choose Text Document from the list that displays. Open the text document you just created, left click inside, hold down the Ctrl-Key and click V to paste. At the top left of the text document, click File and then Save as. Name the file (usually the product #) and click Save.

You can also save the text in a word processing file on your computer, or paste it on a Web page form.

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**New Arrivals**

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

**Introduction**
New Arrivals allows you to see the new products that Smart Living Company releases each month. If you have a Deluxe, Super Deluxe, or Ultimate Deluxe website, you can add these products to your site with a few clicks.

The New Arrivals feature is only an option on certain sites. If you do not have this feature, you will need to use the Add SLC Product feature (In the **Products** section) of the Site Manager.

**Adding Products**
With a Deluxe, Super Deluxe, or Ultimate Deluxe website, you can add products from this screen.

You can select products individually by checking the box next to the product name, or select an entire page of products by clicking **Select All**.

Choose which department you would like to add these products to with the menu at the top of the screen, and then click **Import to Department**.

In some months, Smart Living Company will have many new products that will appear on more than one page. Click the page numbers at the top or bottom of the page to view additional products.

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Data Update

How to Find This Feature
From the Main Menu of your Site Manager, click Data Update (in the Products column).

There is also a video tutorial located here.

Introduction
Smart Living Company lists new products every month. Since your eMerchantClub website is connected to the Smart Living Company inventory database, it is capable of updating these new products using the Data Update feature with just a few clicks.

Data Update Options
There are four options you can choose for a data update. Read them carefully to make sure you choose the option you want.

First Option
Delete all existing departments and products (including non-SLC) and replace them with new SLC data.
This option will remove every single product and department from the site and replace them with the current Smart Living Company product data.

If you have added products or departments to the site that you do not want to lose, choose another option. This option removes all existing products and departments.

Second Option
Delete all SLC products and replace them with new SLC data. All non-SLC products are preserved. Departments with non-SLC products will not be deleted.
This update option removes all existing Smart Living Company products and departments, and does not remove or overwrite non-Smart Living Company products.

Third Option
Delete all discontinued SLC products and delete empty departments.
This update option removes all discontinued Smart Living Company products and all empty departments from your site, except for discontinued items that are still in stock.

If a discontinued item is still in stock, this option will leave it on your site. If the discontinued item stock runs out later, it will not automatically be removed at that time. You can run this data update option again to remove products now out of stock and discontinued.

**Forth Option**

**Add all new SLC products that are missing from your store.**

This option is only available on Deluxe sites. Using this option will add all Smart Living Company products that you do not currently have on your site.

**Preview and Perform Data Update**

Select your preferred update method and then click **Preview**.

Review the changes and make sure you agree with them. When you’re sure you want to perform this data update, click **Apply** next to **Perform data update**.

You will get a message box asking “Are you sure you want to proceed with data update?”, if yes click OK. If no click Cancel.
Product FAQs

How to Find This Feature
From the Main Menu of your Site Manager, click Product FAQs (in the Products column).

Introduction
Visitors to your site can use the Product FAQ feature to ask you questions about products. You can answer and publish the questions so other shoppers can find the answers.

Product FAQs on the Shopping Site
Select whether or not to enable this feature, and then click Apply.

Search
Search for submitted Product FAQs by the selecting shopper, or date. Select your search type on the menu, type your search term, and then click Search.

Manage Product FAQs
Manage the Product FAQs from this screen.
Click **Reply** to add your response to the question.

Click **Set as Common** to make the question appear in the **Common Questions** category for the product.

Click **Remove from Common** if the question is already marked common and you do not want it set that way.

Click **Hide** to hide a question from view. Click **Show** to reveal a hidden question.

Click **Delete** to remove a question from the list.

---

**Reply**

Click **Reply** to respond to the question with your answer. When people view the product, they will see the questions and answers below the product details.

<table>
<thead>
<tr>
<th>Item ID:</th>
<th>10015333</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item name:</td>
<td>Angel Christmas Bath Set</td>
</tr>
<tr>
<td>Description:</td>
<td>A golden wire angel holds a fabulous gift for someone special. Golden vanilla dew fragrance Item weight: 1.7 lbs.</td>
</tr>
<tr>
<td>Question:</td>
<td><strong>Does this product come in a basket?</strong></td>
</tr>
<tr>
<td>Sender:</td>
<td>Anonymous</td>
</tr>
</tbody>
</table>

**Answer:**

This product does come in a basket.
When the person who submits the question leaves their email address, you can choose whether or not to have your site send an email to them with your reply. You Contact Us email address, by default will be in the Reply email address box. You can change or leave this email address and your site will send a copy of your reply to your email, for your records.

You can also choose to set the question as common or hide the question.

Questions and Answers for: Frosted Halloween Ghost with Light

If you have a question about this product, please click: Ask a Question

Common questions:
Q: Do you sell AA batteries for this?
A: Yes, see product 54321 for AA batteries.

Latest questions:
Q: Do you sell AA batteries for this?
A: Yes, see product 54321 for AA batteries.
Q: Is this product child safe?
A: Yes, this product is child safe.

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Tag Cloud

How to Find This Feature
From the Main Menu of your Site Manager, click Tag Cloud (in the Products column).

Introduction
Use this screen to add and manage tags on products. These tags are displayed on the tag cloud, which helps shoppers find products. You can also manage tags for specific products in the Products section (in the Products column) by clicking Edit under Action for the product.

When a shopper clicks on one of the tags, the site displays all products that have that tag.
**Hide Tag Cloud**
If you do not wish to use the tag cloud feature on your site, select the box next to **Hide tag cloud** and click **Apply**.

**Add Tag**
To add a new tag, type the tag name in the **Tag** box, and then click **Apply**.

**Manage Tags**
To delete a single tag, click **Delete** next to that tag.

To delete several tags at once, select the box next to the tags you want to remove, and then click **Apply** next to **Delete selected tag(s)**.

To change the name of a tag, type the new name in the **Tag** box, and then click **Apply** next to that tab.

To apply a tag to a product go to the **Products** section (in the **Products** column) and click **Edit** under Action for the product. Scroll down and click on **Add existing tags**. Choose the tag you want to apply to the product and click **Apply**. You can also create new tags by typing in the **Tags** box. After changes are made click **Apply**.
Orders

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

Introduction
The orders page gives you access to screens that allow you to manage purchases made on your site. It also allows you to view order data (such as orders placed during certain timeframes) and download order data.

Next Order Number
Every time a customer places an order, your site automatically assigns an order number to it. To change the number assigned to the next order, enter a number in to the Set next order number field, and then click Apply.

Once an order has been placed with an order number, you cannot set the next order number to a lower number. For example, if an order is placed at order number 1000, you cannot later set the number smaller than 1000 unless you delete order 1000.

Orders Menu
From this screen, you can access other Orders features. The next few pages of this manual will cover these topics:

All Orders
Orders by Year/Month
Order by Date
View/Download Order Data

Order by Product
Order by Shopper
Orders by Affiliate

View order by order number
To quickly view an order number, enter the order number into the View order by order number field, and then click Apply.
Important: It is your responsibility to place your order with Smart Living Company and have the items drop-shipped to your shopper. The website will not automatically forward your orders!

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All Orders

How to Find This Feature
From the Main Menu of your Site Manager, click Orders (in the Sales column), and then click All Orders.

Introduction
All Orders displays all of the orders placed within the specified date range. Set the Start date and End date and then click Search.

You can also find an order by searching on the order number. Enter the order number in the View by order number box and then click View. Note: If a shopper has been deleted, the View order by: order number will not work.

All Orders
This screen displays the orders sorted by Order ID.
Details
Click **Details** on the line of an order to view details on an order. See the Order Details topic to learn more.

Delete order
To delete an order, select the box next to the **Order ID(s)** you wish to remove, and then click **Apply** next to **Delete selected order(s)**.

Note: You cannot delete an order made with a gift card or an order made through an affiliate.

Submit order
First verify that you have received payment for an order, and that all products in the order are Smart Living Company products.

Submit order to process: This submits your order to eMerchantClub, who will enter your order on www.smartlivingcompany.com for you. This adds 1-2 business days to the order processing time.
Set Shipment Date
Enter a date into the **Set Shipment Date** field, select one or more orders, and then click **Apply** to assign that shipment date to the order(s).

Set Tracking No: Enter a tracking number (issued by the shipping company), select at least one order, and then click **Apply**. This creates a link in the email sent to your customer.

Packages
To edit package details for an order, click **Details** in the **Packages** column. Use the package feature to get shipping rates from professional shippers. This is mainly if you plan on shipping products yourself to get a price breakdown for shippers in your area.

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Orders by Year/Month

How to Find This Feature
From the Main Menu of your Site Manager, click Orders (in the Sales column), and then click Orders by Year/Month.

Introduction
This screen displays all orders that occurred within each specified month of the year selected.

Orders by Year/Month
Select a year on the Year box.

If you select a year with no orders, the screen will show no orders during that time.

On a year with orders, the screen will list all months in which an order was placed. To view the details of a month, click the folding menu handle next to that month.

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Orders by Date

How to Find This Feature
From the Main Menu of your Site Manager, click Orders (in the Sales column), and then click Orders by Date.

Introduction
This screen lists all orders placed on a specific date.

Orders by Date
Enter a date where you know you got an order and click Search.

If you select a date with no orders, the screen will specify No orders on [date].

On a date with orders, the screen will list the orders. Click Show Details to see more information.
Orders by Product

How to Find This Feature
From the Main Menu of your Site Manager, click Orders (in the Sales column), and then click Orders by Product.

Introduction
This page shows how many of each product was ordered in a particular month.

Orders by Product
Select a year on the Year box, and then select a month on the Select month menu.

If you select a year and month with no orders, the screen will show no orders during that time.

On a month with orders, the screen will list all products ordered. Click the Item # to view more information about the item.

<table>
<thead>
<tr>
<th>Item #</th>
<th>Name</th>
<th>Num Orders</th>
<th>Total $</th>
<th>Avg $</th>
<th>Max $</th>
<th>Min $</th>
<th>Items/Order</th>
<th>Avg Items/Order</th>
<th>Max Items/Order</th>
<th>Min Items/Order</th>
</tr>
</thead>
</table>
Orders by Shopper

How to Find This Feature
From the Main Menu of your Site Manager, click Orders (in the Sales column), and then click Orders by Shopper.

Introduction
This screen displays all of your shoppers (in a particular month), how many orders they placed, and how much they spent on your site.

Orders by Shopper
Select a year on the Year box and then select a month on the Select month menu.

If you select a year and month with no orders, the screen will show no orders during that time.

On a month with orders, the screen will list all shoppers who ordered in that month. Click a shopper’s email address to see details on that shopper.

<table>
<thead>
<tr>
<th>Shopper</th>
<th>Num Orders</th>
<th>Total $</th>
<th>Avg $</th>
<th>Max $</th>
<th>Min $</th>
<th>Total Coupon $</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:testjc@smcorp.com">testjc@smcorp.com</a></td>
<td>2</td>
<td>$86.87</td>
<td>$43.43</td>
<td>$55.27</td>
<td>$31.60</td>
<td>$0.00</td>
</tr>
<tr>
<td><a href="mailto:test@smcorp.com">test@smcorp.com</a></td>
<td>23</td>
<td>$7,253.50</td>
<td>$315.36</td>
<td>$1,105.34</td>
<td>$13.41</td>
<td>$1.00</td>
</tr>
</tbody>
</table>
Orders by Affiliate

How to Find This Feature
From the Main Menu of your Site Manager, click Orders (in the Sales column), and then click Orders by Affiliate.

Introduction
This screen shows all orders placed through your affiliates.

Orders by Affiliate
Select a year on the Year menu, and then select a month on the Select month menu.

If you select a month with no orders through affiliates, you will see a message to that effect.

If you do have orders through affiliates for a selected month, this screen will list those orders:

<table>
<thead>
<tr>
<th>Shopper</th>
<th>Num Orders</th>
<th>Total ($)</th>
<th>Avg ($)</th>
<th>Max ($)</th>
<th>Min ($)</th>
<th>Total Coupon ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:test@example.com">test@example.com</a></td>
<td>15</td>
<td>$6,713.75</td>
<td>$447.58</td>
<td>$1,105.34</td>
<td>$13.46</td>
<td>$0.00</td>
</tr>
<tr>
<td><a href="mailto:testaff@sncorp.com">testaff@sncorp.com</a></td>
<td>2</td>
<td>$86.87</td>
<td>$43.43</td>
<td>$55.27</td>
<td>$31.60</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

View/Download Order Data

How to Find This Feature
From the Main Menu of your Site Manager, click Orders (in the Sales column), and then click View/Download Order Data.
Introduction
This page shows all orders placed in a specified time range, and allows you to download the data to a file on your computer.

View/Download Order Data
Specify a date range in the Date range boxes and then click Search.

When you specify a date range with orders, the screen will list the number of orders and all of the order detail. To download the order information to a file, click Download.

On the File Download window, click Save.

On the Save As window, select a location to save it and a File name. Make sure the Save as type is set to Text Document, and then click Save.
Download QuickBooks IIF
If you purchased the QuickBooks Export Feature, your site can export the order data to the QuickBooks file format.

To use this feature, click Download QuickBooks IIF, and then save the file to your computer.

In QuickBooks, open the file you saved to access the data.
**Shoppers**

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

**Introduction**
The Site Manager automatically keeps track of all of your shoppers. This feature will provide you with multiple ways to view and retrieve your shoppers' information. It also lets you keep in touch with all of your shoppers.

- The **Shoppers** screen is divided into three sections.
- The **Shoppers** section keeps track of visitors who have registered as a shopper, or made a purchase from your site.
- **Potential Shoppers** tracks visitors who register for your newsletter and have not made a purchase yet.
- **E-mail Shoppers** allows you to send emails to particular types of shoppers.

**Shoppers**
The Shoppers section allows you to view all of your registered shoppers at once by clicking **All Registered Shoppers**.

**New Registered Shoppers by Year/Month** lists the shoppers who registered in each month in a specified year.

**View/Download Registered Shopper Data** downloads all shopper information to your computer.

**Potential Shoppers**
The **Potential Shoppers** section allows you to view all of your potential shoppers at once by clicking **All Potential Shoppers**.

**New Potential Shoppers by Year/Month** lists the potential shoppers who registered in each month in a specified year.

**View/Download Potential Shopper Data** downloads all shopper information to your computer.

**Email Shoppers**

The **Email Shoppers** section allows you to email all of your registered shoppers at once by clicking **Email Registered Shoppers**.

<table>
<thead>
<tr>
<th>E-mail Shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail Registered Shoppers</td>
</tr>
<tr>
<td>E-mail Retail Shoppers</td>
</tr>
<tr>
<td>E-mail Sub-Wholesale Shoppers</td>
</tr>
<tr>
<td>E-mail Potential Shoppers</td>
</tr>
</tbody>
</table>

**Email Retail Shoppers** sends an email to shoppers marked with the Retail price quote.

**Email Sub-Wholesale Shoppers** sends an email to shoppers marked with the Sub-Wholesale price quote.

**Email all Potential Shoppers** creates an email for all Potential Shoppers.

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All Registered Shoppers

How to Find This Feature
From the Main Menu of your Site Manager, click Shoppers (in the Sales column), and then click All Registered Shoppers.

Introduction
This page lists all of the shoppers on your site who have registered or made a purchase within the specified date range. You can search your shopper list, add shoppers to a distribution list, and view the details on shoppers.

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New Registered Shoppers by Year/Month

How to Find This Feature
From the Main Menu of your Site Manager, click Shoppers (in the Sales column), and then click New Registered Shoppers by Year/Month.

Introduction
This screen lists the new shoppers who have registered on your site within a particular year and month.

Registered Shoppers
Select a year on the Year menu.

This screen displays a list of months in which shoppers registered, and how many shoppers registered in a particular month.
To see how many shoppers registered on each day within the month, click the folding menu handle next to the month to expand that month’s information.

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**View/Download Registered Shopper Data**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **Shoppers** (in the **Sales** column), and then click **View/Download Registered Shopper Data**.

**Introduction**

This screen lists all information on shoppers who registered on your site within a specified date range, and allows you to download that information to a text file.

**View/Download Registered Shopper Data**

Specify dates on the **Date range** menu, and then click **Search**.

The screen displays the number of shoppers within the specified date range. It also gives you the information listed on each shopper.

To download the shopper data, click **Shopper Data**. On the **File Download** window, click **Save**.
On the **Save As** window, select a location to save it and a **File name**. Make sure the **Save as type** is set to **Text Document**, and then click **Save**.

**Download QuickBooks File**

If you have purchased the QuickBooks export feature, then you can download your registered shopper data to your computer. This allows you to view all of your shopper data in QuickBooks.

To download the shoppers to your computer, first perform a search, and then click **Download QuickBooks IIF file**. Click **Save**.
On the **Save As** window, select a location to save it and a **File name**. Make sure the **Save as type** is set to **.iif Document**, and then click **Save**.

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**All Potential Shoppers**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Shoppers** (in the **Sales** column), and then click **All Potential Shoppers**.

**Introduction**
This page lists all of the potential shoppers on your site who have signed up for your email list. Once these visitors register on your site or make a purchase, they will move to the All Registered Shoppers page.

**Potential Shoppers**

**Signup dates**
Set the signup dates of your shopper view, and then click **Search**.

**Search shoppers by E-mail or Name (optional)**
Choose how to search your potential shopper list (E-mail or Name), enter the search term, and then click **Search**.

**Shopper List**

This section displays the potential shoppers on your site.

<table>
<thead>
<tr>
<th>Potential Shopper</th>
<th>Name</th>
<th>Date</th>
<th>Receive E-mail</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>test</td>
<td><a href="mailto:test234682543@smcorp.com">test234682543@smcorp.com</a></td>
<td>1/29/2009 7:15:35 AM</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

To remove a potential shopper, click **Delete** next to that shopper. Click **Edit** next to a potential shopper’s account to see their details. From the details screen, you can choose to stop sending email or delete the shopper. To remove a potential shopper from that screen, click **Delete**.

**New Potential Shoppers by Year/Month**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **Shoppers** (in the **Sales** column), and then click **New Potential Shoppers by Year/Month**.

**Introduction**

This screen lists the new potential shoppers who have signed up on your site within a particular year and month.

**Potential Shoppers**

Select a year on the **Year** menu.

The page displays a list of months in
which potential shoppers signed up, and how many signed up in a particular month.

To see how many shoppers signed up on each day within the month, click the folding menu handle next to the month to expand that months’ information.

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View/Download Potential Shopper Data

How to Find This Feature
From the Main Menu of your Site Manager, click Shoppers (in the Sales column), and then click View/Download Potential Shopper Data.

Introduction
This screen lists all information on potential shoppers who signed up on your site within a specified date range, and allows you to download that information to a text file.

View/Download Potential Shopper Data
Specify dates on the Date range menu, and then click Search.

The screen will display the number of shoppers within the specified date range. It also gives you the following information: email, name, street, city, state, zip, country, phone, fax, cell, stop_email, and date created.

To download the potential shopper data, click Potential shopper data in the Download section.
On the **File Download** window, click **Save**.

On the **Save As** window, select a location to save it and a **File name**. Make sure the **Save as type** is set to **Text Document**, and then click **Save**.

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**Packages**

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

**Introduction**
Use this screen to view and edit packages you have already created.

Note: This screen does NOT create new packages. To create a new package you will need to go to the **Orders** screen, select the order you wish to create a package for, and then click **Details** on the far right in the **Packages** column.
This screen lists the packages you have created. To edit a package, click **Edit** for the package you wish to change.

<table>
<thead>
<tr>
<th>Package #</th>
<th>Order ID</th>
<th>Weight</th>
<th>Dimensions</th>
<th>Carrier</th>
<th>Service</th>
<th>Rate</th>
<th>Delivery Date</th>
<th>Quote Date</th>
<th>Create Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>4lbs</td>
<td>15x15x15in</td>
<td>UPS</td>
<td>UPS Next Day Air Saver</td>
<td>37.52 USD</td>
<td>7/27/2009</td>
<td>07/24/2009</td>
<td>07/24/2009</td>
<td>Edit</td>
</tr>
</tbody>
</table>

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**Package Details**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Packages** (in the **Sales** column), and then click **Edit** for an existing package.

**Introduction**
Use this screen to create packages and get shipping rates from UPS, FedEx, or USPS. Once you create a package, use this screen to view and edit the details for the package.

**Create Package**
To create a package, click **Details** in the **Packages** column for an existing order on the **All Orders** screen.
The screen shows the order details for that particular order. To create a package for this order, click **Create Package**.

Choose a quantity of each product in the order to include in the package.

Specify the weight and dimensions of the package in the **Package Weight** and **Package Dimensions** boxes, and then click **Apply**.

To find out the rates for this package, click **Rates**.
After you assign a rate to the package, the Package Details screen shows the selected carrier, service, rate, delivery date, and the date you received the quote.

<table>
<thead>
<tr>
<th>Carrier</th>
<th>Service</th>
<th>Rate</th>
<th>Delivery Date</th>
<th>Quote Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPS</td>
<td>UPS 2nd Day Air</td>
<td>28.04 USD</td>
<td>8/6/2009</td>
<td>08/04/2009</td>
<td>Edit, Rates, Delete</td>
</tr>
</tbody>
</table>

Package Rates

How to Find This Feature
From the Main Menu of your Site Manager, click Packages (in the Sales column), click Edit for an existing package, and then click Rates for the package.

Introduction
Use this screen to get the rates for the selected package. This screen calculates the rate based on your selected carrier and package type.

Package Rates
Select which carriers you want rates for (UPS, FedEx, USPS), what packaging type you want (e.g., UPS packaging options), pickup types (e.g., UPS Daily Pickup), and specify a declared value or specify Machinable, as appropriate.

Click Get Rates.
Select the shipping type you wish to use, and then click **Apply**.

The shipping rates show up on the package details screen for the package.

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**Print Order Form**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Print Order Form** (in the **Sales** column).

**Introduction**
This screen determines whether you allow your shoppers to print an order form, and specifies which credit cards you accept through the mail.

**Print Order Form**
Select this box to allow your shoppers to print an order form so that they can order from you directly.

Select the credit card types that you accept through mail order.
Note: You must have a merchant account in order to process credit card charges offline.

**Message**
Enter a message that appears on the printable order form.

The message appears above the **Print this page** button.

**Customer View**
Your customers will see the option to access the order form here.

The printable order form appears on the next page.
Registration and Checkout

How to Find This Feature
From the Main Menu of your Site Manager, click Registration and Checkout (in the Sales column).

Introduction
The Registration and Checkout feature allows you to ask an additional question to your shopper before they pay for their order. It will appear as an extra page of questions.

Answers are stored in the Shoppers or Orders section of your Site Manager and will be included as text information in the order confirmation email sent to you.

You can also change whether or not a shopper phone number is required or optional when they create a new account.
Note: The question and answer fields do not appear to your shopper when they use Quick Checkout.

**Shopper Registration Options**
If you want to require all new shoppers to enter a phone number, do not select this box. If you want for the shopper to decide whether or not they enter a phone number when they sign up, select this box and click **Apply**.

**Create New Question**
To create a question that you wish your shoppers to answer, you must add two components: **Field** and **Text**.

**Create New Question - Field**

Select the **Field** button to configure the field component.

Configure the Field screen, and then click **Apply**.

The **Order** box determines in what order the screen lists questions and answer components.
Type a field name; the field name helps you identify this field.

Select **Per shopper** to ask the question to a shopper one time. Select **Per order** to ask the question to a shopper on every order, even if they have already answered this question on a previous order.

The **Label** appears next to the box for your shopper to answer the question.

Use **Default Value** when you want something to appear in the answer box before your shopper types anything.

We recommend not using **Default Value**, as many people won’t change what is in the box.

Determine the number of characters you limit your shopper to when they answer.

Only select **Optional Payment Type** if you want to allow your shopper to skip credit card validation and PayPal payment types.

This is only useful if you also give your shopper instructions for sending you a check, money order, or if you accept a cash payment from your shopper.

Select **Required** if you want to make it mandatory that your shopper answer your questions. The site will not let the shopper pass this screen unless they enter something into the answer box. When you have filled out the all fields, click **Apply**.

We recommend not using **Required** unless you feel you must have an answer to the question. If a shopper does not want to answer the question, you might lose a sale.

**Create New Question - Text**
Select the **Text** button to configure the text component of your question.

Configure the text component, and then click **Apply**.

The **Order** box determines in what order the screen lists questions and answer components.

Type your question in the **HTML/Text** box.

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**Redeemed Coupons**

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

**Redeemed Coupons**
This feature shows you what coupons have been redeemed on your website.
This screen will not show coupons that you have already created, nor does it allow you to create coupons.

**Back to Top**

**Shipping**

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

**Introduction**
The **Shipping** function of your site allows you to specify how much to charge your customers for shipping.

Smart Living Company charges you shipping based on the product’s Wholesale Price.

Smart Living Company does not base shipping price on your customer’s cost, or on the weight of the product. Keep this in mind when configuring your shipping costs - always compare the amount you will charge your customer with the amount you will pay Smart Living Company for shipping.

**Shipping Settings**

**Shipping Methods**
The **SLC Method** charges your customer based on the amount that Smart Living Company charges you for shipping.
Custom allows you to configure custom tables, and shipping amounts based on a percentage of your shopper’s order, or a flat rate.

Classic allows you to specify one shipping table, and shipping amounts based on a percentage of your shopper’s order, or a flat rate.

Free Shipping makes all shipping on your site free.

To choose one, select the button next to the shipping method name, and then click Apply.

Shipping Options

Shipping Text
Enter shipping instructions that will appear on the shipping page on your storefront.

We entered a default shipping table into your website when it was placed under construction, but it is your responsibility to change your shipping values if necessary.

Shipping Calculator Settings
The Shipping Calculator helps you figure out shipping costs for products that you ship on your own. These would be your own products you make or products that you have shipped to your physical location.
Select the commercial carriers you work with and then click Apply.

Enter the location that you ship products from and then click Apply.

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**SLC Shipping Method**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Shipping (in the Sales column), select SLC, and then click Apply. Click SLC Shipping Options.

**Introduction**
The SLC Shipping Method charges your customer based on how much Smart Living Company charges you for shipping.

This method is set up by default and is simple to use.

**Apply Markup**

<table>
<thead>
<tr>
<th>Calculate shipping charges using:</th>
<th>Wholesale</th>
<th>Retail</th>
<th>Sub-Wholesale</th>
<th>Only check</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waive service fee of $2.50 if order is less than $30</td>
<td>Only check</td>
<td>Only check</td>
<td>Only check</td>
<td>Only check</td>
</tr>
<tr>
<td>Enable fuel surcharge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Calculate Shipping Charges Using Price**

This configures your shipping to charge your customer based on the amount Smart Living Company will charge you for shipping.

- **Wholesale** charges your customer the same amount that Smart Living Company charges you
- **Sub-Wholesale** charges 30% more than Smart Living Company charges you
- **Retail** charges 300% more than Smart Living Company charges you

**Waive Service fee of $2.50 if order is less than $30**
This should be checked. Smart Living Company at this time does not impose this $2.50 fee.

**Enable Fuel Surcharge**

Smart Living Company may implement a fuel surcharge from time to time. If you want to charge the fuel surcharge to your customers to cover this additional cost, check this option.

The following charges will be added to shipping while this option is enabled:

**Ground**

- $1 - $30: $0.50
- $30 - $99999: $0.90

**Rush**

- $1 - $99999: $4

**Airmail**

- $1 - $30: $0.50
- $30 - $99999: $0.90

**Canada Post**

- $1 - $30: $0.50
- $30 - $99999: $0.90

**Shipping Types**

To choose which shipping methods to make available to your customers, select the shipping types you wish to offer and then click **Apply**.

You may wish to exclude some types of shipping if you offer shipping promotions. **Note:** If you live in Canada and are selling products there, you will want to Enable Canada Post.

**Discounts and Markups**

You can mark the shipping amounts up or down. Select **Apply Markup** next to the shipping type, choose how you want to alter the price (by $ or %), enter the amount you wish to alter the price ($1.00, 3%, etc.), and then click **Apply**.
Custom Shipping Method

How to Find This Feature
From the Main Menu of your Site Manager, click Shipping (in the Sales column), select Custom, and then click Apply.

Introduction
Custom allows you to create tables that determine how much to charge for shipping in certain ranges. It also allows you to specify shipping charges based on a percentage of your customer’s order, or a flat rate.

Examples: An order between $0.01 - $20 costs $5 to ship, and an order between $20.01 and $50 costs $10.

After you select Custom and Apply, you can access Shipping Rate Table and Shipper Table.

Shipping Rate Table

Add new shipping rate table: [Input field] Apply
You can create as many shipping rate tables as you need.

Create one for each shipping situation you want to charge different amounts for: Ground, Air, Rush, etc.

To add a new table, enter the name in the **Add New Shipping Rate Table** box, and then click **Apply**.

**Delete table**
To remove a shipping rate table, click **Delete** next to the table you wish to remove.

**Rename table**
To rename a table, enter a new name in the **Name** column, and then click **Update**.

**Add and edit shipping rates**
Once you have created a table, you can add shipping rates to it. Click **Edit** next to a shipping table you wish to edit.

The **Min Order** and **Max Order** describe the order range, and **Shipping Amount** determines how
much to charge for orders in that range.

To change these details, change the **Min Order**, **Max Order**, or **Shipping Amount**, and then click **Update** on the same row.

To remove a row, click **Delete** on that row.

To enter a new rate that charges $10 shipping for all orders between $.01 and $10, enter:

- **Minimum order amount**: .01
- **Maximum order amount**: 10.00
- **Shipping amount**: 5.00

Click **Apply** to save each order range and shipping amount.

**Shipper Table**

Setting up the **Shipping Rate Table** defines what you want to charge for shipping, but does not make these amounts available to your shoppers. To configure the shipping rates for your shoppers, we use **Shipper Table**.

Use the **Add Shipper or Existing Shippers** area to specify what table or rates apply to shipping options for your shoppers.

1. If you are creating a new shipper, enter a name in the **Shipper name** box.
2. Select a **Shipping Calculation Method**.
   a. To use a table (created with Shipper Table), select **Use Shipping Rate Table** and choose the table from the menu
   b. To charge a percentage of the order amount, select **Apply ____% to Order Amount** and enter a percentage to charge.
   c. To charge a flat rate for shipping, select **Use flat rate of $____** and enter an amount to charge.
3. Click **Apply**.

### Existing Shippers
To change Existing Shippers you already created, change the options in the **Existing Shippers** area, and then click **Apply**.

### Classic Shipping Method

#### How to Find This Feature
From the **Main Menu** of your **Site Manager**, click **Shipping** (in the **Sales** column), select **Classic**, and then click **Apply**.

#### Introduction
**Classic Shipping Method** is one of the shipping methods available on the **Shipping** screen.

With the **Classic Shipping Method**, you can create a shipping table that charges for shipping based on
shipping ranges you design.

You can also charge shipping based on a percentage of your customer’s total order.

**Classic Shipping Method**
After you select Classic and Apply Shipping Configuration, you can access Shipping Method and Shipping Amounts.

**Shipping Amounts**
Use this screen to create and modify one table with shipping rates for different order ranges.

<table>
<thead>
<tr>
<th>Min Order</th>
<th>Max Order</th>
<th>Shipping Amount</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.01</td>
<td>$74.99</td>
<td>$9.00</td>
<td>Update Delete</td>
</tr>
<tr>
<td>$75.00</td>
<td>$124.99</td>
<td>$11.00</td>
<td>Update Delete</td>
</tr>
<tr>
<td>$125.00</td>
<td>$249.99</td>
<td>$19.00</td>
<td>Update Delete</td>
</tr>
<tr>
<td>$250.00</td>
<td>$499.99</td>
<td>$34.00</td>
<td>Update Delete</td>
</tr>
<tr>
<td>$500.00</td>
<td>$9999999.99</td>
<td>$40.00</td>
<td>Update Delete</td>
</tr>
</tbody>
</table>

Your site will charge the Shipping Amt for a particular order range.

**Add Shipping Amount**
To add a new shipping range, click Add Shipping Amount.

Enter the minimum and maximum order amounts, and the amount to charge for shipping, and then click Apply.

**Edit or Delete Shipping Amount**
To change a shipping amount or the order range, enter the new
information, and then click **Update** on the shipping line.

To delete the shipping range (and amount), click **Delete**.

**Shipping Method**
Use this screen to configure the pricing displayed to your shoppers.

**Add Shipper Definition**
To add a new shipping method, click **Add Shipper**, enter the name of the shipping method, the percentage of their order to charge as shipping, and then click **Add Shipper**.

To use the table created in Shipping Amounts, enter -1 (a minus one) for the % field.

**Change or Delete Shipping Method**
Enter a new shipping method name or a new percentage of your shopper’s order amount to charge as shipping, and then click **Update**.

To remove a shipping method, click **Delete**.

**Free Shipping Method**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Shipping** (in the **Sales** column), select **Free Shipping**, and then click **Apply**.

**Introduction**

The **Free Shipping Method** charges nothing for shipping.

You can enter text displayed when a customer clicks your **Shipping** link.

**Text For Free Shipping**

After you select **Free Shipping**, click **Text For Free Shipping**.

Enter the text you want your customers to see when they click your **Shipping** link, and then click **Apply**.

We ship anywhere within the United States, its territories and Canada. For international orders, please email us at info@productworld1.net and we will get back to you within two business days.

Free shipping on all orders.

When a customer clicks your **Shipping** link, they will see the text you entered.
Sales Tax

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

Introduction
The Sales Tax function allows you to specify how much sales tax your site charges based on state/province or ZIP/postal codes of the shipping address.

Each state, county, and city has different laws about how to charge sales tax. See your local State Board of Equalization, State Tax Franchise Board, or other official local tax office for more information.

To enter taxes, choose either State/Province Tax or Zip/Postal Code Tax. If you configure taxes using a Microsoft Excel spreadsheet, you may choose Upload File. The next following pages in this manual will explain more about this process.

Important Notes:
- You are responsible for tracking, collecting, reporting, and paying your sales taxes.
- You are also responsible for sending the tax payment to your government offices.
- eMerchantClub does not provide tax statements. We highly recommend that you discuss any tax-related questions with your accountant and/or your local government office.
State/Province Tax

How to Find This Feature
From the Main Menu of your Site Manager, click Sales Tax (in the Sales column), and then click State/Province tax.

State/Province Tax
Use this screen to specify tax rates for a whole state.

Add New State/Province Tax
To add a new tax rate, enter a State/Province, a tax %, select whether or not to Apply Tax to Shipping, and then click Apply.

Change tax rate
To change an existing tax rate, edit the tax % for one state at a time, and then click Apply for that state.

Delete tax rate
To remove an existing tax rate, click Delete next to the tax rate you wish to remove.

If you specify a tax rate for a state, and also specify tax rates for ZIP Codes within the state, your shopper will pay the ZIP Code rate.
ZIP/Postal Code Tax

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

ZIP/Postal Code Tax
Use this screen to specify and modify tax rates for ZIP Codes or Postal Codes.

Add New ZIP/Postal Code Tax
To add a new tax rate, use the New ZIP/Postal Code Tax area.

Enter a ZIP or Postal Code, a tax rate to charge in that zone, select whether or not to apply tax to shipping, and then click Apply.

Change tax rate
To change an existing tax rate, edit the information for one ZIP or Postal Code at a time, and then click Apply.

Delete tax rate
To delete an existing tax rate, click Delete on the line of the tax rate
you wish to remove.

A tax rate for a ZIP or Postal code will be used for customers in that region, even if a state tax rate is specified for their state.

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**Upload File**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Sales Tax** (in the **Sales** column), and then click **Upload File**.

**Introduction**
One method to add tax rates to your site is to manually enter them on the **State/Province tax** screen and the **Zip/Postal Code tax** screen.

Another method is to create a file on your computer with ZIP/Postal Codes and tax information, and then upload that file to your site. This article teaches you how to create and upload the Zip/Postal tax file.

**Create File**
First, create the file in Microsoft Excel as shown below.

In Microsoft Excel
1. Enter the ZIP or Postal Code in **column A**
2. Enter the tax rate for that ZIP or Postal Code in **column B**
3. Enter **on** or **off** in column C to determine
whether or not you charge tax on shipping

Note: If adding more than 500 ZIP or Postal codes, put them in separate files of no more than 500 codes per file.

**Upload File**
On the Zip Code Tax/File Upload screen, click **Browse**.

Select the file you created, and then click **Open**.

The tax rates will appear in the zip/postal code screen.

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**Gift Cards**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Gift Cards** (in the **Sales** column).
This feature is available when you buy gift cards from Smart Living Company after your site has been set up. If you’ve received those gift cards and the feature is not active on your site, contact technical support at 1-877-384-4691.

**Introduction**

If you buy gift cards from Smart Living Company, we can include those gift cards in your eMerchantClub site. When you distribute those gift cards, they should have your site address on them. That way, your customers can come to your site and redeem the gift cards for their orders.

**Gift Card History**

To look up the history on a gift card, enter it into the **Enter gift card ID** box, and then click **Apply**.

<table>
<thead>
<tr>
<th>Gift Card ID</th>
<th>Activity</th>
<th>Amount</th>
<th>Date</th>
<th>Order ID</th>
<th>Shopper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>A66H4-MN100-V98L-3F4K-I56</td>
<td>Purchase</td>
<td>$50.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Redeem</td>
<td>$50.00</td>
<td>12/02/2010 5:49 PM</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Balance</td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The history for the gift card is displayed on the screen.

**Gift Card Textbox**

Choose how your customers enter their gift card number on your site - all in a single box, or broken up into 5 small textboxes.

Select your preference, and then click **Apply**.

**Gift Card Navigation**
This screen displays 10 gift cards per page. To see other pages of gift cards, click the page number at the bottom.

**Gift Card Display**
Each page displays 10 gift cards and information about each of them.

If a gift card is not marked as active, select the unchecked box next to a gift card, and then click **Activate** (above the checkbox column).

Click the **Gift Card No** to view the history of the gift card.

**Totals**
The bottom of the **Gift Cards** page displays totals for your gift card program, including the total number of gift cards purchased, how many dollars were spent on gift cards, how much was redeemed on your site, and the outstanding balance of the remaining gift cards.

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**RMA Manager**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **RMA Manager** (in the **Sales** column).
Note: This feature is only available on Deluxe websites.

Introduction
You issue a RMA when a shopper returns an item. RMA stands for Return Merchandise Authorization.

Restocking Fees
Decide whether or not you charge a fee for accepting returns. These fees are commonly called Restocking Fees.

Type the percentage amount of the order you wish to charge for accepting returns, and then click Apply.

Return Creation
To create a return, first find the order you want to accept a return on. You can search by a shopper’s email address, or by the order ID of an order. Select the data type you’re searching for, type the search term in the box, and then click Apply.

Click the ID of the order you wish to return.

Select the quantity of each item that you wish to return, and
then click **Apply.**

After creating the return you will have to confirm it. Once you are done and the return has been completed you can then close it, completing the process.

**Returns**
You can view returns by using the reports in the **Returns** section.

**All Returns**
You can view returns listed by date range, shopper's email or return number.

Select the **Search by** term, enter a date range, and then click **Search.**
Returns by Status
Use this screen to display the list of returns by a specific status.

Select a status, and the screen will display the returns with that status.

Returns by Year/Month
Use this screen to display the returns issued during a specific year.

Select a year, and returns are displayed for that year. Click the triangle button next to a month to see more details for that month.

Returns by Shopper
Use this screen to show returns by shoppers in a specified year and month.

Select a year and a month, and returns are displayed for that year. Click the triangle button ➤ next to a month to see more details for that month.

**Returns by Date**
This screen displays orders placed on a particular date.

Enter or select a date, and then click **Search**. The screen displays all returns that happened on that date. Click **Details** to learn more about a particular return.

**View/Download Return Data**
This screen displays returns on your site between the specified dates and allows you to download that data.

The screen displays the returns from the specified date.
The screen displays how many returns occurred in this date range. To download the return information to your computer in a file, click **Download**. Specify where to save the file to, and then click **Save**.

The **Order data** section displays the details of each order.

![Order data table]

**Create New Return**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **RMA Manager** (in the **Sales** column). Search for an order (through Shopper or Order ID).

**Introduction**

Instructions on how to create a product return on your site.

**Create New Returns**

Select the quantity of each item that you wish to return, and then click **Apply**.

![Create new return dialog]

*Note: We will charge 0.00% fee for the return.*
You can also add comments or notes to the return for future reference, which will appear on the Return Details screen.

<table>
<thead>
<tr>
<th>RMA ID</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order ID</td>
<td>138</td>
</tr>
<tr>
<td>Return Date</td>
<td>03/13/2009</td>
</tr>
<tr>
<td>Need to return Total</td>
<td>(521.95)</td>
</tr>
<tr>
<td>Req Total</td>
<td>(521.95)</td>
</tr>
<tr>
<td>Charge Fee</td>
<td>6.00</td>
</tr>
<tr>
<td>Status</td>
<td>RETURNED</td>
</tr>
<tr>
<td>Notes</td>
<td>Hi this is a note</td>
</tr>
</tbody>
</table>

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**Affiliate Program**

**How to Find This Feature**

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

**Introduction**

The Affiliate Program makes it possible to have affiliates refer customers to your website and track their purchases so that you can pay commission to affiliates.

You will only pay commission for referrals that turn into sales. This is not a “Pay Per Click” (PPC) program.

You are in charge of recruiting and maintaining your affiliates.

**Affiliate Program**

These menu options are available from the Affiliate Program page. The following pages will explain these in more detail.
**Affiliate Home Page:** Displays the Affiliate page on your storefront. This is the page that visitors will see when they click *Join Affiliate Program* on your navigation bar.

**Affiliate Profile Manager:** Configures the text that appears on the affiliate portion of your storefront; works similarly to how Store Profile affects the text on the rest of your site.

**Affiliate Information:** Displays information about your affiliates.

**Affiliate Navigation Bar:** Configures the navigation bar that affiliates use to navigate through the affiliate portion of your site.

**E-Mail All Affiliates:** Sends an email that goes to all affiliates.

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**Home Page Introduction (Affiliate)**

**How to Find This Feature**
From the *Main Menu* of your *Site Manager*, click *Affiliate Program* (in the *Marketing* column), click *Affiliate Profile Manager*, and then click *Home page introduction*.

**Home Page Introduction**
The Affiliate’s *Home page introduction* is used to welcome a visitor to the affiliate section of your storefront.

Enter the text you would like your visitors to see when they click on your affiliate link, and then click *Apply*.

Welcome! New Affiliates, please click Join! Complete the form and submit. We take pride in the fact that we offer the most successful affiliate program.
Thank you for your interest in our affiliate program! If you would like to join, please click 'Join Now!' to the left.

Our program allows you an opportunity to make money by referring others to our site using a special link we provide. By placing this special link on your site, we can track the commissions you make and pay you accordingly! As soon as your commission reaches $50.00, a check will be mailed out to you.

Our commission rates are based on items ordered, not including shipping or taxes. You will make 5% from the subtotal of every order that is referred to our site using the link.

So what are you waiting for! Click 'Join Now!' to get started!

Or click here to go back to the store.

Affiliate Home Page Introduction

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Registration, Post Registration, Login (Affiliate)

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Profile Manager, and then click Registration, Post Registration, Login.

Introduction
As a visitor signs up for your affiliate program, they go through different screens that tell them about the program and ask them for information. This page edits the text that appears as they register, after they register, and as they log in.

Affiliate Registration
Explain to your visitor why they want to sign up in your affiliate program.
Confirmation that customer has applied to the Affiliate.

Affiliate login (required): (max. 4000 char.)

Thank you for returning to the affiliate program.

Affiliate Login
When your affiliate returns to your site, welcome them back with a message that will appear after they login.

Affiliate registration (required): (max. 4000 char.)

Thank you for your interest. Affiliate programs are the ideal way to make your website profitable. Register now and be included to receive information about new products and specials!
This information is conveniently stored online so you only have to register with us once.
Welcome Affiliate, please sign in

To log in, enter your registered affiliate E-mail address and password, and then press the "Continue" button.

E-mail: ____________________________ New affiliate?

Password: ____________________________ Forgot your password?

Continue

Please login with your affiliate email address and password.

Affiliate login screen

Or click here to go back to the store.

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About Us

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program, and then click Affiliate Profile Manager, and then click About Us.

About Us

About Us tells your affiliates about you and your business.

We not only sell great products retail, but offer a terrific affiliate program.
Welcome

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Profile Manager, and then click Welcome.

Welcome is displayed above your affiliate’s details when they sign in to their affiliate account.

Contact Us

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), then click Affiliate Profile Manager, and then click Contact Us.

Contact Us
When your affiliates click Contact Us on the affiliate section of your storefront, this is the page they will see. You may want your affiliates to have different contact information than your shoppers have.
Enter contact information for your affiliates:

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
<th>Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone number</td>
<td>555-555-5555</td>
<td>✓</td>
</tr>
<tr>
<td>Fax number</td>
<td>(000)000-0000</td>
<td>✓</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:info@productworld1.net">info@productworld1.net</a></td>
<td>✓</td>
</tr>
</tbody>
</table>

Mailing address:

Address Street, City State, Zip

Enter the postal mailing address your affiliates should use to contact you. You can choose to display or hide any of this information. Simply select Display to show the information, or uncheck Display to hide it.

**Confirmation Emails**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Profile Manager, and then click Confirmation e-mails.

**Introduction**
When a visitor signs up as an affiliate, your site sends an email to them confirming their registration. Use this page to enter the text for the email.

**Affiliate confirmation email subject**
Enter the subject line of the confirmation e-mail.
Affiliate confirmation email message

Thank you for registering as an affiliate.

Enter the body of the confirmation email.

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FAQ Page

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Profile Manager, and then click FAQ Page.

The FAQ Page lists Frequently Asked Questions for your affiliates.
This is a list of questions that your affiliates have asked you or may ask you, and the answers to those questions

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### Title and Meta Tags

#### How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Profile Manager, and then click Title and Meta tags.

#### Introduction
Use this screen to change the title tag and meta tags used on the affiliate section of your site.

**Affiliate <title> tag**
The Title tag contains text that appears in the blue bar at the very top of the browser any time someone visits the affiliate section of your website.

**Affiliate <meta> tags**
You can include HTML meta tags, such as description tags, keyword tags, robots, and other tags.

<table>
<thead>
<tr>
<th>Affiliate &lt;meta&gt; tags: (Description, Keywords, etc) (max. 4000 char.)</th>
<th>Affiliate &lt;title&gt; tag: (Text only) (max. 200 char.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;meta name=&quot;description&quot; content=&quot;Online shopping and catalog orders, over three thousand products to choose from including unique gifts for holidays, birthdays and weddings. Gift cards are also available.&quot; /&gt;</td>
<td>My Store - Affiliate Program</td>
</tr>
</tbody>
</table>
Links

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Profile Manager, and then click Links.

Links is a section of text or logos that appears on all pages of the affiliate section of your storefront.

Affiliate Information

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), and then click Affiliate Information.

Introduction
The Affiliate Information page gives you access to view and modify affiliates and commissions.
Affiliate Information
These menu options are available from the Affiliate Information page. The following pages will describe these in more detail.

All Affiliates: Displays all of your affiliates and allows you to view or modify their information.

Commissions: Shows all commissions paid to any affiliate.

New Affiliates by Month/Year: Shows the number of affiliates who signed up in a particular year and month, grouped by signups per day.

View/Download Affiliate Data: Allows you to view data on all affiliates, and download this information to your computer.

Commissions

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Information, and then click Commissions.

Introduction
As an affiliate earns commission, the total amount they have earned will be displayed on their affiliate account. Use the Commissions screen to see what sales they earned their commission on.

Affiliate Commissions
Select an affiliate on the Affiliate menu, set the report Start Date and End Date, and then click Search.
The report lists the sales that the affiliate earned commission on in the report period.

<table>
<thead>
<tr>
<th>Order Id</th>
<th>Date</th>
<th>Shopper</th>
<th>Total</th>
<th>Affiliate Id</th>
<th>Affiliate User Id</th>
<th>Commission $</th>
<th>Reverse Commission $</th>
<th>Total Commission $</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>3/6/2008 11:15:13 AM</td>
<td><a href="mailto:test2@smcorp.com">test2@smcorp.com</a></td>
<td>$18.28</td>
<td><a href="mailto:test6@smcorp.com">test6@smcorp.com</a></td>
<td></td>
<td>$0.13</td>
<td>$0.00</td>
<td>$0.13</td>
</tr>
</tbody>
</table>

From this report, you can click on:
- the **Order ID** to see the order
- the **Shopper** e-mail address to see the shopper’s account
- the **Affiliate ID** to see the affiliate’s account

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## New Affiliates by Year/Month

### How to Find This Feature
From the **Main Menu** of your **Site Manager**, click **Affiliate Program** (in the **Marketing** column), click **Affiliate Information**, and then click **New Affiliates by Year/Month**.

### Affiliates by Month
Select the year that you would like to view on the **Time Period** menu.

A line will appear for each month in which an affiliate signed up.

Click the "menu handle" in the left column to expand a particular month so that you can see how many new
affiliates registered on each day.

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View/Download Affiliate Data

How to Find This Feature
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), click Affiliate Information, and then click View/Download Affiliate Data.

View Affiliate Data
This page displays all information about your affiliates on the screen. You can highlight the information and then copy/paste the information to a program on your computer, such as Notepad, Excel, or Word.

Download Affiliate Data
To download all affiliate information to your computer, click Download.

This button can be found on the top-middle of the screen (you may have to scroll right a bit to see it).

File Download
The next screen asks what you want to do with the file. Click Save.

Use the Save As screen to determine where you save the file.

We recommend saving it to your Desktop, as files are easy to find in that location.
Give the file a name you can remember.

Be sure the **Save as type** is set as **Text Document**, and that the file name has **.txt** after it, and then click **Save**.

---

**Add Affiliate**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Affiliate Program** (in the **Marketing** column), click **Affiliate Information**, click **All Affiliates**, and then click **Add Affiliate**.

**Introduction**
Use this page to add a new affiliate to your site without having them sign up first.

Fill out all of the information, and then click **Save Affiliate**.

---

**Affiliate Navigation Bar**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Affiliate Program (in the Marketing column), and then click Affiliate Navigation Bar.

**Introduction**
When a visitor is browsing the affiliate section of your website, they use your Affiliate Navigation Bar to maneuver from page to page. An example affiliate navigation menu appears to the right.

The appearance of your navigation bar depends on the layout (template) of your site.

You can also modify the options that appear on the navigation bar by adding additional links, removing existing links, changing the words of a link, or changing to where a link directs a visitor.

**Add to Navigation Bar**
To add a new link to the navigation bar, use the Add New Link area.

Fill out the information, and then click Add Link.

**Link name** is the name of the menu option that appears on the navigation bar.

**URL** is the web address that your shopper will go to when they click the menu option (see below for pre-created codes).

eMerchantClub has created codes for several existing pages on your site, such as listing your promotions, listing your shipping amounts, and more. Many of these will already be on your navigation bar.

If you have removed one, or would like to add another one, follow the instructions above to Add to Navigation Bar, and use the listed file names.
in the **URL** field. Copy the file name (e.g., AboutUs.asp) and paste it in to the **URL** field when adding a new menu item, or adding a new one.

**eMerchantClub Navigation Bar Codes**

<table>
<thead>
<tr>
<th>eCatalogs</th>
<th>Parent</th>
<th>Child</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>About Us</strong></td>
<td>AboutUs.asp</td>
<td>Affiliate Program affiliate/default.asp</td>
</tr>
<tr>
<td><strong>Check Out</strong></td>
<td>ncheckout-gift_cert.asp</td>
<td>Contact Info contact_info.asp</td>
</tr>
<tr>
<td><strong>eCatalog</strong></td>
<td>catalog_select.asp</td>
<td>Express Order express_order.asp</td>
</tr>
<tr>
<td><strong>F.A.Q.</strong></td>
<td>faq.asp</td>
<td>Forums forums.domainname.com</td>
</tr>
<tr>
<td><strong>Home</strong></td>
<td>default.asp</td>
<td>Join Mailing List welcome_new.asp?mailing_list=1</td>
</tr>
<tr>
<td><strong>My Account</strong></td>
<td>account.asp</td>
<td>Privacy Policy privacy_policy.asp</td>
</tr>
<tr>
<td><strong>Products</strong></td>
<td>listing.asp</td>
<td>Promotions promotion_list.asp</td>
</tr>
<tr>
<td><strong>Reminders</strong></td>
<td>reminder.asp</td>
<td>Return Policy return_policy.asp</td>
</tr>
<tr>
<td><strong>Search</strong></td>
<td>advanced_search.asp</td>
<td>Shipping Ship_list.asp</td>
</tr>
</tbody>
</table>

**Shop For Products Under $20**
srchresult.asp?max_price_range=20

**Shop For Products Between $20-50**
srchresult.asp?min_price_range=20&max_price_range=50
Add Custom Pages
If you’ve created your own HTML page, you can add that page to your website and have it appear as part of your layout, keeping your site’s look and feel.

First, make sure the file you are adding is included in your Media Library section. Next, follow the instructions given above in the Add to Navigation Bar section. For the URL field, use the following code:

customhtm.asp?custfile=filename.htm

Replace (filename.htm) with the correct file name.

Examples:
customhtm.asp?custfile=links.htm
customhtm.asp?custfile=mycustomsite.htm

Edit Menu Links
To edit an existing menu link, click Show Details for that link.
You can now change the Title or URL of this menu link.

To hide a menu link, select **Hide**.

Click **Apply** when done with changes, or **Hide Details** to stop editing without saving.

---

**E-mail All Affiliates**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Affiliates** (in the **Marketing** column), and then click **E-mail All Affiliates**.

**Introduction**
Use this screen to send an email to all of your affiliates at once.

A carbon copy of the email will be sent to you (at the address listed on the **Cc**: line) and any other addresses you add.

**Instructions**
Enter any additional email addresses to copy this email to on the **Cc**: line.

Enter the subject of the email on the **Subject**: line.

Enter the body of the email in the large box.
To send the email, click either **Send** or **Send HTML**.

- Use **Send** if you have just entered text in the box.
- Use **Send HTML** if you have entered HTML codes in to the box.
- HTML codes start with `<html>` and end with `</html>` and contain codes to format the email in HTML code. Your affiliate must be able to receive the email in HTML format to read emails created using this function.

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**All Affiliates**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Affiliate Program** (in the **Marketing** column), click **Affiliate Information**, and then click **All Affiliates**.

**Introduction**
This page displays all of your affiliates and some basic information about each, such as their commission rate and how much commission they have earned so far. From this page you can display all of the information about a particular affiliate and edit their accounts.

**Searching Affiliates**
You can search through your affiliate lists by **Email** address or **Name**. Select your search option on the menu, type in the search term, and then click **Search**.

**All Affiliates**
To edit an affiliate, click **Edit** on the line of the affiliate you wish to edit.
To remove an affiliate from your site completely (removing their purchase history also), click **Delete** on the same line as the affiliate you wish to remove.

<table>
<thead>
<tr>
<th>Authorized</th>
<th>Registered Affiliate</th>
<th>Name</th>
<th>Registration Date</th>
<th>Receive E-mail</th>
<th>Commission %</th>
<th>Earned Commission $</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td><a href="mailto:test6@smcorp.com">test6@smcorp.com</a></td>
<td>test1</td>
<td>10/4/2010 10:17:59 AM</td>
<td>No</td>
<td></td>
<td>$0.00</td>
<td>Delete</td>
</tr>
<tr>
<td>No</td>
<td><a href="mailto:test1@smcorp.com">test1@smcorp.com</a></td>
<td>dummy info</td>
<td>10/4/2010 10:16:35 AM</td>
<td>No</td>
<td></td>
<td>$0.00</td>
<td>Delete</td>
</tr>
<tr>
<td>No</td>
<td><a href="mailto:test@smcorp.com">test@smcorp.com</a></td>
<td>test</td>
<td>10/4/2010 10:14:48 AM</td>
<td>No</td>
<td></td>
<td>$0.00</td>
<td>Delete</td>
</tr>
</tbody>
</table>

**Gift Registry**

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

**Introduction**
The **Gift Registry** feature allows a customer to share their wish list with another shopper. The friend comes to your site, clicks the **Gift Registry** link, enters the friend’s email address, enter code and then click the **Submit** button. This displays the shopper’s wish list.
On this page, a shopper can enter an email address and view the wish list of the shopper with this email address. After an email is entered that corresponds to a wish list, the items on that wish list will be displayed. A shopper can click on the name of the item to view the item and add it to their cart, if the item is available.

Once the shopper completes the purchase, a new question asks if the shopper wishes to update this person’s wish list. The shopper can then go update their friend’s wish list, marking the product as purchased.

The email address of the shopper who has purchased an item on the wish list will be visible next time their friend views their wish list.

**Gift Registry Text**

Use the Gift registry text box to enter text to display to a shopper who clicks on the Gift Registry link, and then click Apply.

**Adding to Navigation Bar**
If the Gift Registry link does not appear on your storefront’s navigation bar, you can add it easily. See the Navigation Bar topic to learn how.

Gift Registry on screen

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Promotions

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

Introduction
When used correctly, promotions encourage visitors to buy from your site, visit repeatedly, and encourage shoppers to purchase more per visit.

Some of these promotions are visible as shoppers browse through the site and view products (Cross and Upsell). Others won’t be visible until they reach the shopping cart page (Price Promotions). Other promotions are only available to shoppers who know about them ahead of time (Coupon Promotions).

Promotion Types
Check the next pages in this manual to learn more about how to set up promos.

Price Promotions give a discount that is visible in the shopping cart. When you use this type of promotion, advertise the discount on your home page. Version 10 layouts and above can include a banner to display the promotion.

Upsell Promotions encourage shoppers to upgrade from an item they originally wanted to a more expensive item.
Cross Promotions suggest a complimentary item to the one the shopper is currently buying. You can suggest oil to go with their oil warmer, for instance.

Coupon Promotions are only available to shoppers who know about them ahead of time.

Shipping Promotions to offer discounts on the shipping amount.

Price Promotions

How to Find This Feature
From the Main Menu of your Site Manager, click Promotions (in the Marketing column), and then click Price Promotions.

Introduction
A Price Promotion offers a discount in the shopping cart.

A shopper must add a product to their shopping cart and then view their shopping cart in order to see the discount.

Version 10 and above layouts include an option to display the promotion on your site’s home page.
On older layouts: To make sure your customers are aware of this promotion, you should mention it in bold text on your home page. Also mention the discount in any other advertising you do to direct people to your site.

**Add Price Promotion**

To create a new price promotion, select a Price Promotion Type and then click **Apply**.

Depending on the promotion type you choose, different options will appear. Fill in the appropriate fields, and then click **Apply**.
**Edit Price Promotions**

Perhaps the easiest way to set up a price promotion is to find an existing one that is close to what you want to do, and then configure it to match your needs. Decide on what you want your promotion to do before you create or change an existing promotion.

![Price Promotion List]

Click **Edit** for any existing promotion to modify it. Change the promotion, and then click **Apply**.

**Price Promotion Options**

**Promo Name**

Enter a name for the promotion. This cannot be changed after you create the promotion. Your customer can see this name.

**Description**

Enter a description of the promotion. The description is visible to your shoppers when they view your promotions page.

**Status**

Set the **Status** of the promotion. **ON** means that customers can see and redeem this promotion, **OFF** means they cannot.

**Start Date and End Date**
Set the first date and time the promotion is available to your shoppers in **Start date**, and the last date and time in **End date**.

For a shopper to redeem the promotion, it must be **ON**, and the purchase must happen between the **Start date** and **End date**.

**Recur**

Enter the number of products in each order to apply this promotion to (0 means limitless).

**Eligible Shoppers**

Choose which shoppers can access this promotion.

When you select **Any Shopper**, every shopper (including shoppers marked with a discount) will get this promotion *in addition* to other discounts.

**Buy**

Configure what a shopper must do to qualify for this promotion. They must meet this requirement before the promotion applies to their order.

**Get**

Specify what your shopper gets when they qualify for this promotion. Meeting the **Buy** requirements earns the shopper a discount on products described in the **Get** section.

**At**

Determine the discount the shopper receives on the products described in **Get**.
Upsell Promotions

How to Find This Feature
From the Main Menu of your Site Manager, click Promotions (in the Marketing column), and then click Upsell Promotions.

Introduction
An Upsell Promotion recommends a different product (with a higher profit margin for you) than the one your shopper is currently buying.

Examples: A larger wall clock, a 12-pack of oil instead of a 4-pack, a bigger lawn statue, a brighter lamp.

Add Upsell Promotions
To add a new upsell promotion, click Add Upsell Promotion.

Choose a product to promote from and a product to refer to. When your shopper adds the product referred from to their cart and then views their shopping cart, the site will offer the Related Product.

To choose a product, start typing a word from the product name or description. A list will appear. Click on product you want to select.

You can also begin entering the product number to find the product from your site’s inventory.
Enter a slogan that will appear on the checkout page next to the first product.

**Edit Upsell Promotions**
To change an existing upsell promotion, click **Edit** next to the promotion.

<table>
<thead>
<tr>
<th>PFId:Name</th>
<th>Related PFId:Name</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>37638: Aromtheraphy Bath Gift Set</td>
<td>35150: Bear Pot Triangle Arrows Frame Wall Plaque</td>
<td>Edit</td>
</tr>
</tbody>
</table>

**Delete Upsell Promotions**
To remove an existing upsell promotion, click **Delete** next to the promotion.

<table>
<thead>
<tr>
<th>PFId:Name</th>
<th>Related PFId:Name</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>37638: Aromtheraphy Bath Gift Set</td>
<td>35150: Bear Pot Triangle Arrows Frame Wall Plaque</td>
<td>Edit</td>
</tr>
</tbody>
</table>

**Customer View:**

Butterfly Teacup Planter
- Save 10% on any order over $20.00

| 1 | $29.95 | $2.99 | $26.96 |

For just $20.00 more you can get this exquisite Floral Planter for your home!

Your customer sees the **Upsell Promotion** when they view their checkout page.

Clicking on the slogan takes them to a screen that displays the upsell product.

[Back to Top]
Cross Promotions

How to Find This Feature
From the Main Menu of your Site Manager, click Promotions (in the Marketing column), and then click Cross Promotions.

Introduction
A Cross Promotion suggests that the shopper purchase a product that complements the item they are already purchasing.

Examples: Suggest batteries to go with anything battery powered, oil to go with an oil warmer, or candles to go with a candle holder.

Add Cross Promotions
To create a new cross promotion, click Add Cross Promotion. Select a product to promote from and a product to refer to.

To choose a product, start typing a word from the product name or description. A list will appear. Click on the product you want to select.

You can also begin entering the product number to find the product from your site’s inventory.

Enter a slogan that will appear on the screen near the promoted product.

Click Apply.
Edit Cross Promotions

To edit an existing cross promotion, click Edit next to the promotion that you wish to edit.

Delete Cross Promotions

To remove an existing cross promotion, click Delete next to the promotion that you wish to remove.

Customer View

A shopper will see the Cross Promotion when they click on a product picture for the full description.

The promotion shows up below the product as a SEE ALSO.

Your shoppers can add this item to their shopping cart or wish list without leaving the page. They click either Add to Cart or Add to Wish List, and can stay on the screen to add the other product.

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Cross Promotions

How to Find This Feature
From the Main Menu of your Site Manager, click Promotions (in the Marketing column), and then click Cross Promotions.

Introduction
A Cross Promotion suggests that the shopper purchase a product that complements the item they are already purchasing.

Examples: Suggest batteries to go with anything battery powered, oil to go with an oil warmer, or candles to go with a candle holder.

Add Cross Promotions
To create a new cross promotion, click Add Cross Promotion. Select a product to promote from and a product to refer to.

To choose a product, start typing a word from the product name or description. A list will appear. Click on the product you want to select.

You can also begin entering the product number to find the product from your site’s inventory.

Enter a slogan that will appear on the screen near the promoted product. Click Apply.
Edit Cross Promotions
To edit an existing cross promotion, click **Edit** next to the promotion that you wish to edit.

Delete Cross Promotions
To remove an existing cross promotion, click **Delete** next to the promotion that you wish to remove.

Customer View
A shopper will see the Cross Promotion when they click on a product picture for the full description.

The promotion shows up below the product as a SEE ALSO.
click either Add to Cart or Add to Wish List, and can stay on the screen to add the other product.

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Shipping Promotions

How to Find This Feature
From the Main Menu of your Site Manager, click Promotions (in the Marketing column), and then click Shipping Promotions.

Introduction
Use Shipping Promotions to give a discount on shipping to your shoppers.

Add Shipping Promotion
To add a new shipping promotion, click Add Shipping Promotion.

Edit Shipping Promotion
To edit an existing promotion, click Edit next to the promotion you wish to edit.

Delete Shipping Promotion
To remove an existing promotion, click Delete next to the promotion you wish to remove.

Shipping Promotion Options
Enter a name for the promotion.
Enter a description for the promotion to remind you of the details later.

The **Status** must be **ON** for a shopper to receive this promotion. If the **Status** is **OFF**, the shopper does not receive the discount.

Enter the dates and times you wish this promotion to run. Shoppers can only receive a shipping discount between the **Start date** and **End date**.

A shopper only earns this discount if their order is greater than a specified amount. Enter the amount in the **Buy** box.

When a shopper qualifies for this promotion, they earn a discount on the shipping amount. Enter the amount of discount they should receive. Specify either a $ amount off of shipping, or a % discount.

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**Coupon Promotions**

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

**Introduction**
A **Coupon Promotion** works very much like a coupon off of the Internet. You provide a coupon (on the web, it’s in the form of a "code") that your shopper can then redeem at your store for a discount. Coupons are provided through advertising, marketing, word-of-mouth, written on the back of a business card, sent through an email, on fliers, back of receipts, or any other method for coupon distribution.

The **Coupon Promotions** screen displays all of the coupons set up on your site. You can edit, delete, or add new promotions.
Add Coupon Promotion
To create a new coupon promotion, click Add Coupon Promotion.

The **Coupon ID** is what your customers must enter in order to redeem this coupon. Be sure to create an easy-to-enter code. Try not to mix letters and numbers, and make the code short and simple.

Your shoppers do not see the **Description**, only you do. Enter a description that reminds you why you created it or for whom you created the promotion.

The **Status** must be **ON** for a shopper to redeem this coupon. If the **Status** is **OFF**, the shopper cannot redeem the coupon.

Enter the dates you wish this promotion to run. Shoppers can only redeem a coupon between the **Start date** and **End date**.

Choose which shoppers can redeem this coupon.

If you select **Sub-Wholesale Shoppers**, and a **Retail Shopper** tries to use the coupon, they will not be able to.

Specify the discount that your shopper receives when they redeem this coupon.
We recommend setting this to a % off discount, instead of a $ off discount. A crafty shopper can abuse a $ off coupon. Do not set a coupon to $0 off or 0% off.

Specify the number of times each shopper can redeem this coupon. Enter 0 to allow each shopper to use the coupon an unlimited number of times.

**Edit Coupon Promotion**

To edit an existing promotion, click **Edit** on the line of the promotion that you wish to edit.

Change the promotion and then click **Apply**.

**Delete Coupon Promotion**
Click **Delete** on the line that the program is located.

**Customer Entry**
Your customer enters the coupon code during the checkout process.
Abandoned Carts Promotion

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

**Introduction**
The abandoned carts promotion feature sends an email to a registered shopper who added something to their cart, but did not complete the transaction. This gives an additional discount to entice the shopper to return to your site and complete their purchase.

**Reminder E-mail Template**
Click **Reminder E-mail Template** from the **Abandoned Carts Promotions** screen. Click **Add New Template**. Enter a **Name** and **Subject** for the **Reminder E-mail Template**. In the Note section below you will find Placeholders to provide event information and to customize the reminder message sent to the shopper. Click the placeholder field name and it will be inserted in to the template body automatically. When done, click **Apply**.

**Abandoned Carts Promotions**
To create, edit, and delete abandoned carts promotions, click **Abandoned Carts Promotions** from the **Abandoned Carts Promotions** screen.

**Settings**
Type the number of times your site should apply a promotion to each shopper, and then click **Apply**.

**Create / Edit Promotion**
To create a promotion, click **Add New Promotion**. Configure a promotion to bring shoppers back to your site.
Name: The name of the promotion.

Begin after: How many hours after the shopper abandons their cart before your site sends the email.

Valid for: The amount of time your shopper has to receive this promotion from the time your site sends the email.

Note: Give your shopper enough time to respond to the promotion; we suggest 12 or 24 hours, or even longer, in order to give them time to respond.

eMerchantClub is not responsible for delays in the email system, or shopper’s lack of receipt of the email.

Discount: To offer a discount to the shopper, select this box and configure how much of a discount you want to offer them, and whether the discount is off of the transaction or the shipping amount.
Use reminder: Which email template to send to the shopper.

Status: Determines whether or not the promotion is active right now.

Apply this promotion to: To allow this promotion to be applied to new shoppers or repeat shoppers, select the appropriate box. Also, you can choose to only apply this promotion to shoppers who have met certain conditions, listed under New shoppers and Repeat shoppers.

Abandoned Cart Promotion Examples
We provide these examples so that you can have some ideas about how to use the abandoned cart promotions for your business.

Abandoned Promotions Shopping Carts

How to Find This Feature
From the Main Menu of your Site Manager, click Promotions (in the Marketing column), click Abandoned Carts Promotions, and then click Details in the Shopping Carts column for a promotion.

Introduction
When an abandoned shopping cart promotion is offered to a shopper, your site keeps a record of the offer. This screen displays the shoppers who received this particular promotion.

Abandoned Promotions Shopping Carts
The screen displays a list of shoppers and the totals of the basket that received the promotional offer.

Click on a shopper’s email address to view the shopper’s account.
Distribution Lists

How to Find This Feature
From the Main Menu of your Site Manager, click Newsletter (in the Marketing column), and then click Distribution List.

Introduction
Use this page to view existing distribution lists, change the name of a list, and to create new lists.

Distributions Lists
To add a new distribution list, type the name of the list and then click Add Distribution List.

Update list
To change a distribution list, enter a new name and then click Update.

Delete a list
To delete a list, click Delete next to the list you would like to delete.

Delete multiple lists
To delete multiple lists, check the boxes next to the lists you would like to remove and then click Delete Selected Lists.

Add Shoppers
To add shoppers to your distribution lists, click Add Registered Shoppers to a Distribution Lists.
This takes you to the Shoppers screen, where you can select a distribution list, select shoppers, and then click Apply to add them.

**Back to Top**

**Manage Distribution Lists**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Newsletter (in the Marketing column), and then click Manage Distribution Lists.

**Introduction**
Use this page to remove shoppers from your distribution lists.

**Manage Distribution Lists**
Choose a list to manage on the Select distribution list menu.

Select the shoppers that you wish to delete, and then click Remove Selected Shoppers.
Send Newsletter

How to Find This Feature
From the Main Menu of your Site Manager, click Newsletter (in the Marketing column), and then click Create Newsletter.

Introduction
You can send a newsletter to a distribution list that you created, or to a type of shopper (such as All Registered Shoppers, All Potential Shoppers, All Affiliates).

The newsletter is different from using the email commands in Site Manager because they are designed to insert images, reference products on your site, and use the custom distribution lists.

Send Newsletter
You can choose a header image that will appear at the top of your emails.

Select the image location (My Upload Folder or Graphics Library).

To preview an image, click on the image name.

To select an image, click the option button next to the image name.

Newsletter subject
Choose one of the pre-formatted subject lines for your newsletter.

Newsletter text
Enter newsletter text here.
Enter the text of the newsletter.

**Departments and Products**
You can feature up to three products in your newsletter.

First, choose a department.

Next, choose a product.

This menu is not visible until you select a department.

Next, type the text for this product. Explain why you are including it in the newsletter, and mention any discounts you might have on it.

This box is not visible until you select a product.

**Newsletter recipients**
Choose who should receive the newsletter. Check as many boxes as apply.

To see the newsletter before you send it, click **Preview**.
Preview.

To send the newsletter, click **Send**.

You can also save the newsletter for repeat usage later. Enter a filename (which ends with .htm) and then click **Save**.

**Back to Top**

**Website Launch**

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

**Introduction**
This screen enables you to set up and send emails that announce the launch of your website or announce your website opening on social networks.

**Website Launch**
The next few pages will explain these in more detail.

**Send Website Launch E-Mail** This feature allows you to set up and send emails that announce the launch of your website.

**Post to Social Networks** This feature will allow you to announce your website launch on social networks.
Send Website Launch E-mail

How to Find This Feature
From the Main Menu of your Site Manager, click Newsletter (in the Marketing column), and then click Send Website Launch E-mail.

Introduction
This screen enables you to set up and send emails that announce the launch of your website.

Instructions
Enter the email addresses you wish to send the announcement to in the Enter email address field.

Enter e-mail address:
Use the semi-colon (;) to separate multiple e-mail addresses.

Maximum number of e-mails per announcement: 50

Note: You must separate each email address with a semi-colon (;). You may only send the notice to 50 emails at a time and 200 total.

In the Send from name field you may enter either your store name or email address. This will be displayed in the "from" field of the email your recipients receive.

Select email type
You must choose which template you would like to send as your announcement. With or without discount.
Note: If you send the email offering a discount, you will need to enable and set the dates for the Save25 Coupon promotion in order for your customer to get the 25% discount.

**Preview/Send**
Click on the **Preview** button to see a sample of the email you have selected. Click on the **Send** button when you are ready to send your announcement out.

**Note:** 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.

**Announce Website Launch Sample**

From: Store Name<youremail@yourcompany.com>
Subject: Come see my new website

Hi, I just wanted to let you know that I’ve started my own business. It’s been a dream of mine for many years to go into business for myself, and now I’ve done it!

I invite you to visit my brand new website at http://v10tech1.siteforgifts.com. I’d love to get your feedback, and I invite you to browse through the many great items and see if there’s something that catches your eye.

I hope you like what you see, and that you’ll bookmark my website as a Favorite. That way, any time you need high-quality, affordable gifts, some attractive home and garden décor, or items for holidays and special occasions, you’ll know exactly where to go first!
Thanks, and I look forward to hearing what you think about my website!

P.S.
By the way, please forward this email to your friends and family. I’d really appreciate all the help I can get in putting the word out about my new business!

**Announce Website Launch With Discount Sample**

From: Store Name<youremail@yourcompany.com>
Subject: Come see my new website
--------------------------------------------------------------------------------

Hi, I just wanted to let you know that I’ve started my own business. It’s been a dream of mine for many years to go into business for myself, and now I’ve done it!

I invite you to visit my brand new website at http://v10tech1.siteforgifts.com. I’d love to get your feedback, and by the way, if you find anything there you’d like, please take advantage of this Promotional Code: Save25 It will save you 25% off the regular price on your first order. All you have to do is copy and paste this code into the appropriate box when you get to the checkout page; it’s very easy.

I hope you like what you see and that you’ll bookmark my website as a Favorite. That way, any time you need high-quality, affordable gifts, some attractive home and garden décor, or items for holidays and special occasions, you’ll know exactly where to go first!

Thanks, and I look forward to hearing what you think about my website!

P.S.
By the way, feel free to forward this email to your friends and family. I’d really appreciate all the help I can get in putting the word out about my new business!

**Back to Top**

**Post to Social Networks**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Website Launch** (in the **Marketing** column), and then click **Post to Social Networks**.

**Introduction**
This screen enables you to announce the launch of your website on social networks.

**Instructions**
Select the type of launch message that you would like to post. Choose the social network that you would like to post on.

**Preview/Send**
Click on the **Preview** button to see a sample of the social network post you have selected. Click on the **Send** button when you are ready to post your announcement.

**Note:** 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.

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

**Download eCatalogs**
eCatalog downloads is a paid feature. If you do not see the Download eCatalog link on your eCatalogs page, then 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, and click **Save**
- Click **Open Folder** and extract the files to a folder

**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
- Example:
  - 2013_Fall_christmas_collection\incFiles
- When it asks you if you wish to overwrite the file that is already there, click Yes
**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 home party, trade show, or flea market, you can show an entire catalog in digital format.

You can also burn this eCatalog to a CD to give or mail to potential customers.

When a shopper views the eCatalog on a computer that is connected to the Internet, clicking an item takes the shopper to the site and 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 and Click **Save Affiliate**.

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.

Testimonials

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

Introduction
A shopper with an account on your website can leave testimonials about their visit to your site. Once you approve their testimonial, it will appear to other visitors to your site.

Testimonials
Before a shopper leaves a testimonial about your site, it will show "There are no testimonials to display."

Once a shopper leaves a testimonial, the testimonial screen in your Site Manager will display it.

To choose to display this testimonial on your site, select the **Display on Site** box, and then click **Apply**.

To remove a testimonial, click **Delete** next to the testimonial.

When you have more than one testimonial, to specify the order they display in, change the **Display Order** for a testimonial, and then click **Apply**.

**Reminder Service**

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

The **Reminder Service** will not be on your site unless you purchase the feature. Contact Web Promotions at 888-919-7627 to for more information.

**Introduction**
The **Reminder Service** allows your registered shoppers to set up a reminder for a future gift-giving date, such as anniversaries or birthdays.

Two weeks before the event, your website will automatically send an email to the shopper with a link to your site, reminding them of their event, and suggesting they buy something on your site.

**Reminder Service Expiration Period**
Decide how long a reminder stays good until it expires.

**Reminder subject**
Type or change the subject line for the reminder email.

**Reminder body**
Type or modify the body of the email.

**Placeholders**
This feature uses placeholders that insert information unique to each shopper.

- `%EVENT_NAME%` = placeholder for Event Name
- `%EVENT_MONTH%` = placeholder for Event Month
- `%EVENT_DAY%` = placeholder for Event Day

Whenever a placeholder appears in the text (Subject or Body), the site will replace it with the appropriate information when it sends the reminder e-mail.
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 on your site allows you to generate the sitemap, and notify Google and Bing about your sitemap.

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 not display.

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 different page, 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...*

To submit your sitemap to Google, click **Notify Google**. Bing and Yahoo both pick up the sitemap on regular intervals without being instructed to.

3. Submit your sitemap to Google:

   ![Notify Google](image)

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**Web Feeds**

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

**Introduction**
This feature allows you to specify web feeds that your visitors can view on your storefront.

**External Feeds**
External web feeds come from other sites and can be from a news site, a blog, a special interest site, and more. The display of these articles stays up to date; when the publisher posts a new article, the feed on your site will update automatically.

You can post feeds on your site that complement your site’s theme or niche, or appeal to the types of customers who visit your site.
Your Site Feeds
Your site can also create a feed based on changes in your products and departments.

Google Product Search
Your site can also create a web feed based on your products that you can submit to Google Product Search.

We support RSS (Really Simple Syndication) and Atom formats.

Example sites with web feeds:
<table>
<thead>
<tr>
<th>Site</th>
<th>Feed URL or List of RSS URLs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNN</td>
<td><a href="http://rss.cnn.com/rss/cnn_topstories.rss">http://rss.cnn.com/rss/cnn_topstories.rss</a> (feed URL)</td>
</tr>
<tr>
<td>ABC News</td>
<td><a href="http://abcnews.go.com/Site/page?id=3520115">http://abcnews.go.com/Site/page?id=3520115</a> (lists feed URLs)</td>
</tr>
<tr>
<td>NPR</td>
<td><a href="http://www.npr.org/rss/(list">http://www.npr.org/rss/(list</a> of feed URLs)</td>
</tr>
<tr>
<td>Gift Ideas Direct</td>
<td><a href="http://www.giftideasdirect.com/bm~feeds.shtml">http://www.giftideasdirect.com/bm~feeds.shtml</a> (list of feed URLs)</td>
</tr>
<tr>
<td>Moreover</td>
<td><a href="http://w.moreover.com/site/products/ind/rss_feeds.html">http://w.moreover.com/site/products/ind/rss_feeds.html</a> (generate your own feeds)</td>
</tr>
</tbody>
</table>

Feed Types
Choose which type of feed you wish to manage.

External Feeds allows you to specify feeds from other sites, such as news sites, Blogs, and special interest sites. Your site visitors can read these stories from your site.

Your Site Feeds allows you to publish a feed of changes that occur on your site.

Your Site Feeds to Google Product Search allows you to create a web feed of items that you can submit to Google Product Search.
External Feeds

How to Find This Feature
From the Main Menu of your Site Manager, click Web Feeds (in the Marketing column), and then click External Feeds.

Introduction
Use this screen to specify web feeds that your visitors can view on your storefront. Web feeds can be from a news site, a blog, a special interest site, and more. We support RSS (Really Simple Syndication) and Atom formats.

You can choose to post feeds on your site that complement your site’s theme or niche, or appeal to the types of customers who visit your site. When customers view your feed page, the topics will be displayed in their appearance order, it does not sort by article topic or category.

Note: When viewing a web feed or previewing a web feed, instructions appear at the top of the feed with a yellow background. These instructions are provided by the Internet browser software, and are not something we can control.

Introduction Text
Enter text that you wish to appear at the top of your web feed page.

Edit, Preview, Delete, and Add Feeds
For any existing feeds, you can edit them, preview them, and delete them.

Edit
To edit a feed, click Edit on that feed’s line.
**Preview**

To see how a particular feed will appear, click **Preview** on that feed’s line. You will see what articles the feed will display.

**Preview Page**

To see how your feed page will appear, click **Preview Page**.

**Add Feed**

To add a new feed, click **Add Feed**.

**Gift Ideas**

Finding the right gift idea for that special person or event can be quite a challenge. How do you decide what is the most appropriate gift to show how much you care?

Our Gift Ideas section provides you with easy to read articles chock full of great gift ideas that will help you decide what’s best. We add new articles on gift ideas almost daily. So, make sure you bookmark this page so you can return whenever you need help with your gift giving events!

**Enjoy Mahaseer Fishing in Corbett Camp, But With Restrictions (Anibran) (Artipot)**

Share With Friends: facebook twitter googleplus linkedin | Hobbies - Outdoor Activities - Camping News, RSS and RSS Feed via Feedzilla.

**Choose New Hampshire summer camps and have fun (ka beyun) (Artipot)**


*Example external Web feed*

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**Add/Edit External Feed**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Web Feeds** (in the **Marketing** column), click **External Feeds**, and then click **Add Feed** (or, to edit a feed, click **Edit** on that feed line).

**Introduction**
Use this screen to specify the details of a new external feed for your storefront, or to edit an existing external feed.

Fill out the fields, and then click **Save**.

**External Feed Fields**

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feed name:</td>
<td>Enter a name for the site that provides this feed.</td>
</tr>
<tr>
<td>Feed URL:</td>
<td>Enter the address of the site feed (see Instructions to Find a Feed and Copy Link, below).</td>
</tr>
<tr>
<td>Filter 1:</td>
<td>Enter a word to choose articles that contain that word. Only articles that contain the filter word will be displayed.</td>
</tr>
<tr>
<td>Filter 2:</td>
<td></td>
</tr>
<tr>
<td>Filter 3:</td>
<td></td>
</tr>
<tr>
<td>No of topics:</td>
<td>Specify the number of articles to display from the feed. You can choose any number of articles up to 10.</td>
</tr>
<tr>
<td>(10 max)</td>
<td></td>
</tr>
<tr>
<td>Active:</td>
<td></td>
</tr>
</tbody>
</table>

**Feed name**: Enter a name for the site that provides this feed.

**Feed URL**: Enter the address of the site feed (see Instructions to Find a Feed and Copy Link, below).

**Filters**: A filter specifies topics to include. Enter a word to choose articles that contain that word. Only articles that contain the filter word will be displayed.

**No of topics**: Specify the number of articles to display from the feed. You can choose any number of articles up to 10.
Active: Check this box to make the feed active. When you do not wish for this feed to be displayed on your site, uncheck this box.

Find a Feed
See the example sites below for a starting point on finding your own feeds. Once you find a few feeds that you want to carry on your site, it’s time to set them up.

First, make sure that you are using the correct URL. A feed URL normally ends with .xml or .rss, and you get one by first viewing the web feed and then copying the Address line. To view the web feed, look for a link called RSS Feeds, Atom Feeds, News feeds, or something similar. The links usually have an icon next to them, and may look like this:

When you click a web feed link, you will either see a list of web feeds that are available, or you will be looking at a web feed page.

A web feed page usually has a yellow box at the top with text similar to this:

You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. Learn more about feeds.

If you see a list of available web feeds, simply choose one of the feed links to view the web feed page.

Copy Link
Once you are viewing a web feed page, highlight the Address line and copy the entire URL.
Your Site Feeds

How to Find This Feature
From the Main Menu of your Site Manager, click Web Feeds (in the Marketing column), and then click Your Site Feeds.

Introduction
This feature allows you to specify product, department, and custom pages as news items on your website’s own web feed. You can then publish this feed on your site for visitors to see. Visitors can also publish these feeds on other sites.

Note: When viewing a web feed or previewing a web feed, instructions appear at the top of the feed with a yellow background. These instructions are provided by the Internet browser software, and are not something we can control.

Introduction Text
Enter text that you wish to appear at the top of your web feed page.

Create Feed
Enter information for this feed, and then click Create Feed.

Feed name: Enter the name for this feed.
Feed description: Enter a description for this feed.

Publish feed: Check this box for this feed to be published, uncheck it for this to be a non-active feed.

Manage Feeds
To add items to the feed, click Manage for a feed.

RSS Feed for Great Gifts
By subscribing to this Really Simple Syndication (RSS), advanced users can have new headlines and article previews delivered in an RSS reader or aggregator. RSS offers a convenience because you can subscribe to feeds from several sources and automatically aggregate headlines from all the sources into one list. You can quickly browse the list of new content without visiting each site to search for new info of interest.

Lighthouse Oval Wall Mirror
A sunny lighthouse scene complete with seagulls and a rocky coastline makes up the frame for this oval wall mirror. Alabasterite. 10 5/8" x 1 1/8" x 13 3/8" high.
Author: World of Products
Published Date: Tue, 30 Jul 2013 15:47:17 GMT
---
Read the full item.

Executive Laptop Workstation
Work on your laptop in comfort and style, anywhere you please! Lightweight folding table securely supports your portable computer, with cooling fans, mouse pad, drink holder and pen holder built right in. A must-have for any power user!
Author: World of Products
Published Date: Tue, 30 Jul 2013 15:47:04 GMT
---
Read the full item.
Manage Feeds

How to Find This Feature
From the Main Menu of your Site Manager, click Web Feeds (in the Marketing column), click Your Site Feeds, and then click Manage for a feed.

Introduction
After you have created a site feed you must add feed items (products, departments, or custom HTML pages) so that people will see items in your feed.

Instructions

Select Feed Item Type
For each item you add to your feed, choose the type (Product, Department, or Custom Page) and then click Select Item Type.
To add a product, select the department and the product, and then click **Save Feed Item**.

To add a department, select the department, modify the description and click **Save Feed Item**.

**Edit Existing Feed Items**

To edit a feed item you’ve already added, click **View/Edit** next to the item.
On the **Update Feed Item** section, make any needed changes, and then click **Update Feed Item**.

To remove the item from your news feed, click **Delete**.

**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 to your site. Flurry allows you to track traffic to the smartphone 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](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.)

**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 Apply.

Enter the UA number into the second box.

<table>
<thead>
<tr>
<th>Google (Get Google Analytics Code):</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Used by website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Google Web Property ID (UA Number):</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Used by mobile applications</td>
</tr>
</tbody>
</table>

(Looks like UA-xxxx-yy)

**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.

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**Mobile Applications**

**How to Find This Feature**
From the Main Menu of your Site Manager, click Mobile Applications (in the Marketing column).
**Introduction**
Use this feature to create applications for smartphone markets. (Note: You do not have to use this feature in order for customers to view your website using a Smartphone or other portable data device. It allows for better navigation on the device itself.)

**Mobile Applications**
Click on the type of smartphone that you would like to create an application for. (Currently only Android is available.)

**Android**

**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 (Android) Market.

Note: You do not have to use this feature in order for customers to view your website using a smartphone or other portable data device. It allows for better navigation on the device itself. Google Play requires a fee in order to upload the application to the Google Play marketplace.
**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.

You'll have a default application icon that will be used for the application.

**B. Your Android Application Icons:**
- Icons come in 4 resolutions: 512x512, 72x72, 48x48 and 36x36.
- The icon that best matches the resolution of the Android device will be used.
- The icons listed to the right will be used by default. If you'd like to use different icons:
  1. Pick one of the images from your Media or Android Libraries

Choose whether to enable Analytics or not. Click Next.

**A. Optionally, enable Google analytics for your application:**

Choose whether to enable Flurry or not. Click Next.

**B. Optionally, enable Flurry analytics for your application:**

Choose the first application type **Android 1**. Click Next.

**A. Select your Android application:**

- Android 1
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. Then click Generate.

Once you create the Application it will be listed on this section of your Site Manager.

---

Home page (View Home Page)

Search page (View Search Page)

Contact page (View Contact Us Page)

Account page (View Account Page)

Specials section use site feed (Setup Site Feed): Yes

---

Note: you can only have one Application at a time.

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.

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 the Android Market, go to http://market.android.com/publish. You must have a Google account first, but if you don't, just click on **Create an account now**. Signing up for a Google account is free, but you will be charged a fee for signing up for an Android Market account, but the Android Market will explain that fee to you.

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

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.
You also must give your **Application** a **Title** and a **Description**. Your customers will be able to search for your **Application** using the Title.
Finally, enter the URL for your website (it should be in the format: http://www.domainname.com), your Email address, and your Phone number. Then click Publish.

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 provide support for smartphones or the Android Market. If you have issues with them, you should contact the appropriate service provider.

Social Networks

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

Introduction
Use this screen to access your social network applications. Click on the link(s) below to access the network listed. You must have an account with the network in order to access their resources.
Social Networks
From the Social Networks screen, you can access the Facebook application or the Advanced Settings tool.

To learn about the Facebook application, see the Facebook manual page.

Advanced Settings
Advanced Settings works the same way the Facebook link works, except it does not have in-depth instructions. Once you are familiar with the process and no longer need the instructions, this screen may be easier for you to use.

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 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.
MySpace

How to Find This Feature
From the Main Menu of your Site Manager, click Social Networks (in the Marketing column), and then click MySpace.

Introduction
You can create an application on MySpace that submits promotions and products to your MySpace profile, and to profiles belonging to your friends and fans. You can also send invites to your fans, and post information to friend and fan profiles. This application allows you to target a particular demographic, such as age or hobbies.

MySpace Application Login
Sign in to your MySpace account and then click Open MySpace Login.

If you have a popup blocker, you must disable it before you click Open MySpace Login.
On the MySpace ID screen, make sure you have signed in with the correct MySpace account, and click **Continue**.

On the **Post to** menu, choose where on your MySpace profile you wish to post information to.

### Smart Living Company Membership

DUE TO PCI COMPLIANCE, THIS FEATURE IS NO LONGER SUPPORTED. YOU MUST UPDATE YOUR CREDIT CARD ON FILE AT SMARTLIVINGCOMPANY.COM FOR ORDERS TO BE PROCESSED!

### My Account

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

**My Account**
Use this screen to change your contact and billing information with eMerchantClub and to manage your PayPal Express settings.

Changing information on this screen does not change your contact or billing information with Smart Living Company. To change your information with Smart Living Company, call 800-345-4762.

This screen shows your Smart Living Company membership number.

### Contact Information
On the Contact Information tab, change the contact information and billing information, and then click Apply.

Changing information on this screen does not change your contact or billing information with Smart Living Company. To change your information with Smart Living Company, call 800-345-4762.

### PayPal Express
Use the PayPal Express tab to enter
information for the PayPal Express feature.

You must have a PayPal Express account to use this feature.

**PayPal Express Checkout Setup**

**How to Find This Feature**
The PayPal Express Checkout feature allows shoppers to check out from your site more easily.

**Introduction**
This PayPal service allows you to accept credit card payments on your site. PayPal Express Checkout offers a 3-click checkout for your customers and does not require that your customer enter credit card information on your site, or for you to take any additional steps to process the card.

All eMerchantClub websites (Version 10 and above) come with PayPal Express functionality.

**Instructions**
To create a PayPal Express Checkout account, go to www.paypal.com, click Business and then click Products and Services, and then click on Express.

You can upgrade your existing PayPal personal or premier account, or create a new account if you do not already have a PayPal account.

First, create your business account, which takes only a few minutes. Enter your business information, physical address, email address, and
your customer service information.

You will specify a category for your business (such as Home and garden), indicate an average transaction amount, and monthly sales volume.

Type your website address in the Sales Venue box.

Add and confirm a bank account so that you can receive payments.

Next, verify the information. If you have a business checking account, specify that account information. To verify that you own the account, PayPal makes two small deposits into your account. You verify you own the account by verifying the amounts of the deposits.

**Get API Information**
Before you can add PayPal Express Checkout to your storefront, you need to activate the API interface on your PayPal account.

Click Profile on your account screen.

Click API Access in the Account Information column.
Click View API Certificate in the Option 2 box.

Select the Request API signature button, and then click Agree and Submit.

On the View or Remove API Signature screen, you will find the API Username, API Password, and Signature.

You will copy-and-paste this information into your Site Manager so that you can receive payments.

Add PayPal Express Checkout API to your Site
In your website’s Site Manager, click **My Account**.

Select the **Enable PayPal Express** checkbox.

Copy-and-paste your PayPal Express Checkout account’s **API username**, **API password**, and **API signature** into the appropriate boxes, and then click **Apply**.

The **API username** and **API password** are not the same as your PayPal login!

**PayPal Express Checkout Overview**

If your shopper already has a PayPal account, they do not need to enter any additional payment information. The shopper merely clicks a **Check**
out with PayPal button on your site, logs in to their PayPal account, authorizes the payment, and you have instant access to the payment.

This service has no monthly fee, only transaction fees. Some rates may require Merchant Rate qualification.

Change Password

How to Find This Feature
From the Main Menu of your Site Manager, click Change Password (in the Support column).

Change Password
Use this screen to change the password used to sign in to your Site Manager.

Enter your new password, confirm it in the second box, and then click Change Password.

Changing this password will also change your SurgeMail password.

Please be aware that if you change your password and then forget it, you will have to contact Technical Support at 877-384-4691 to get it reset. This process will take 1-2 business days.
**eMerchantClub**

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

**Click** eMerchantClub to go to the website located at http://www.emerchantclub.com

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**Smart Living Company Website**

**How to Find This Feature**
From the **Main Menu** of your **Site Manager**, click **Smart Living Company Website** (in the **Support** column).
**Smart Living Company Website**
Click **SLC Website** to go to the login page of Smart Living Company’s website.

**Online Manual (Where you are now!)**

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

**Online Manual**
Use this to access the eMerchantClub Online Manual from your web browser: www.emcmanual.com.

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**Video Tutorials**

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

**Video Tutorials**
Use this link to access Video Tutorials, which help you learn how to use your site. You can also access the video tutorials at Video Tutorials

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**Membership Rules**

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

**Membership Rules**
Click **Membership Rules** to read the EMC Standard Membership Rules. Below are the first few sections.
Outgoing Mail Server (SMTP)

How to Find This Feature
From the Main Menu of your Site Manager, click Outgoing Mail Server (SMTP) (in the Support column).

Outgoing Mail Server
Use this screen to link your email account to your Site Manager so that emails sent from your Site Manager will come from your personal email account. If you are going to use SurgeMail, you don't need to use this feature. This feature will override your business email that was set up with your site.

Select the checkbox to enable this feature
Select your email provider, fill in all of the fields, and click **Apply**. If you aren't sure about any of the settings, contact your email provider.

1. Please select your outgoing e-mail provider (SMTP):

![Gmail](image1) ![Hotmail](image2)

- [ ] Other

2. Please enter your Google Gmail account name, e-mail and password.

  - **Account Username:** [AccountUsername]
  - **Account e-mail:** [AccountUsername]@gmail.com
  - **Account Password:**

Click on **Send Test Email** to test the link. If you received the test email, then you were successful.

[Send Test E-mail]

**Mailbox**

**How to Find This Feature**

From the **Main Menu** of your **Site Manager**, click **Mailbox** (in the **Support** column).
Or, on the address line of your browser, type mail.yourdomain.com (putting your domain name in place of yourdomain).

**Introduction**
eMerchantClub provides you with an email account associated with your website.

**Mailbox**
From the WebMail Portal menu, you can access SurgeWeb (where you can read and write email in IE 7 and above), WebMail Client (where you read and write email in IE 6 and below), or WebMail Manager (where you change passwords and create aliases).

**SurgeWeb**
To sign in to SurgeWeb, use the same username and password that you use for your Site Manager.

Once you have signed in to SurgeWeb, you can read and send email, manage email folders, and perform other tasks similar to those in Hotmail, Gmail, and Yahoo Mail.
Webmail
To sign in to the WebMail Client, use the same username and password that you use for your Site Manager.

You can change your WebMail password so that it is different than your Site Manager password. Use WebMail Manager to do this.

Once you have signed in to WebMail Client, you can read and send email, manage email folders, and perform other tasks similar to those in Hotmail, Gmail, and Yahoo Mail.

NetWin, the maker of SurgeMail, has an online manual at NetWin Help so you can learn more about it.

Webmail Manager
To sign in to the WebMail Manager, enter your Username and Password, and then click Login.

The WebMail Manager allows you to make changes to the account, such as redirecting incoming email, spam training and filters, creating new mailboxes, and managing aliases.

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WebMail Manager

How to Find This Feature
From the Main Menu of your Site Manager, click Mailbox (in the Support column), and then click WebMail Manager.

Introduction
Use WebMail Manager to change your mail account, including forwarding, assigning aliases, spam controls, creating new mailboxes, and more.

Standard websites receive 5 email boxes, with 5 aliases per box.

A "box" is a mail destination which one user can access. Your site comes with one box already set up, which is your username@domain.com. For example, if your username is a1234b, your box will be at a1234b@domain.com (replace domain with your website’s address).

An alias is an additional email address that directs all mail it receives to another mailbox. We set one up for you at info@domain.com, which directs all email to your email box. Each mailbox can have 5 aliases.

Mailboxes
To create new email boxes or manage existing ones, click Users.

Enter a Username and a Password for the new mailbox.

The Username is what appears to the left of the @ (the "at" sign) in an email address.

The password must be 6 characters or longer.

The rest of the fields (Access type, Disk Quota, Full Name, etc.) are optional. For more information on those fields, click the name of the field.

To save the mailbox, click Create account.
To view all of the mailboxes on your site, click **Search accounts**, which lists all accounts. Click on a user name to view or modify an account.

**Aliases**
To add aliases to an account, or remove aliases from an account, sign in to **WebMail Manager** as the mailbox you wish to manage. Click **Aliases**.

Click **Create Alias**.

Enter the new alias and click **Create Alias**.

To view the aliases on this account, click **Aliases**.

To remove an alias, select it and then click **Delete Alias(es)**.

**Tip of the Day**

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

**Tip of the Day**
The **Tip of the Day** is a tip on using the Site Manager that displays on the top of the **Main Menu**.

Check this box to enable the feature, or uncheck it to disable the **Tip of the Day**, and then click **Apply**.
General Questions (about the manual)

This page will help answer the following questions:

General Information

Q: What are the minimum system requirements to view the eMC Online Manual?
   - You need Adobe Reader, which is free software. You can get it at Adobe.com.

Q: What browsers can view the eMC Online Manual best?
   - On PC, we recommend Internet Explorer 8 or above. Mozilla Firefox also works well.
   - On Macintosh, we recommend Safari.

Q: How can I tell which browser I have?
   - On most browser software, click the Help menu, and then click About (browser name).

Q: Can I view the eMC Online Manual with the AOL browser?
   - While we recommend Internet Explorer, the AOL Browser should view the manual with no problems. Some settings in the AOL browser, however, can cause some content to not display properly. If you have problems, install the latest version of Internet Explorer and view the manual with that browser.

How to Find What You're Looking For

Q: How do I find what I'm looking for?
The table of contents at the top will allow you to click straight to the page where the content is found.

Q: How can I print out the eMC Online Manual?

- You can print by using CTRL + P on the keyboard. Be aware you will need to be able to print almost 300 pages if you want the entire manual. You can highlight specific text, use CTRL + P and click to only print the Selection. Only the highlighted text will print.

**Holiday Banners**

**How to Find This Feature**

From the Main Menu of your Site Manager, click Store Profile (in the Appearance column), and then click Holiday Banners.

**Enabling this Feature**

Enable the checkbox at the top to enable the feature.

- Show Holiday Banners

You can enhance the appearance of your website with Holiday Banners. Banners will be placed in the areas highlighted on the sample page on the right and labeled 1,2,3,4 accordingly.

**Using this Feature**

This feature has up to four different areas that will display the Holiday Banners. Each area is suited for the shape of the banner.

**Area 1 - Horizontal Display Banner**
This is where the banner will appear in Area 1.

**Area 2 - Side Ad Banner (Vertical)**
This is where the banner will appear in Area 2.

**Area 3 - Links Banner**
This is where the banner will appear in Area 3.

**Area 4 - Home Page Bottom Text Banner**
This is where the banner will appear in Area 4.

The bottom is where you decide which banners will appear on the site. Each area may have a different selection of banners to choose from.
Once a banner is selected, you will be shown a preview within the Site Manager. Once the appropriate banner(s) have been chosen, click **Apply** at the bottom.
• Maximum banner width should be 468 pixels.

Area 2 - Side holiday banner:

• Maximum banner width should be 180 pixels.

Area 3 - Custom links section holiday banner:

• Maximum banner width should be 180 pixels.

Area 4 - Bottom text section holiday banner:

• Maximum banner width should be 728 pixels.

The banners should appear immediately. You may have to refresh the page (CTRL + F5) to see them. Here is a screenshot with all four Holiday Banners applied to each area.
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Frequently Bought Together

How to Find This Feature
From the Main Menu of your Site Manager, click Marketing, then Promotions and Frequently Bought Together.

**Note: This feature is only available on Pro and Deluxe websites.**

**What is This Feature?**
This feature is designed to showcase certain products to customers that are related to the product they are viewing on the website. In some cases, the products may be automatically picked or can be specified.

**How to Use the Feature**
This screen allows you to see your configured frequently bought together products or edit/delete them.

This is what the page will look like if there are no promotions configured.

To start adding the promotion, click **Add new products**. [More help here.]

**Deleting Frequently Bought Together Promos**

To delete, click the 'Delete' button in the Action column on the far right side. A prompt will come up asking if you really want to delete, click **OK**.
Frequently Bought Together Customization

How to Find This Feature
From the Main Menu of your Site Manager, click Marketing, then Promotions and Frequently Bought Together

What is This Feature?
This feature is designed to showcase certain products to customers that are related to the product they are viewing on the website. Depending on layout selection, the products may be automatically picked or can be specified.

How to Use the Feature
This page is for selecting which products will belong to the frequently bought together promotion.

The left hand side is where you choose the product the customer would look at on the website. The right side is where you select the products that are shown with the product picked on the left.

You can select up to 3 products on the right to be shown with the first product. Click 'Apply' when done. At that point, you are given the choice to Continue to edit, which will keep you on this page or go Back to list, which will take you to the previous page to see the list of promotions.
Stylized Photos (Available with Versions 13 and up)

For Versions 13 and up, the site will allow multiple images to be assigned to one product. That way, you can have a selection of photos and be able to choose which one will be visible to the customer on the website.

To set your product details page default image, Click the “Set Default” button to Default Image.

The image that appears on the far left (Default Image) will be shown on the website. Any additional images to select from will be to the right. To change the default image, click Set Default below the image you want to be visible to the customer. To add more photos to the Additional Images section click Upload additional images for this product. These images need to be 95KB or less in size.