

# Premium Online Store

Premium Online Store is a legacy product and is no longer sold. This guide contains archived Help content for Premium Online Store to help answer questions. However, it's no longer being updated as of September 2021.

To find answers in this guide:

- Select any title in the Contents to go directly to a specific Help article.
- Use the **Find** function (**Ctrl + F** for Windows OR **Command + F** for Mac) in your browser to search the whole PDF for specific keywords.

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## Getting started

Online Store is an easy-to-use website builder for creating your business's virtual storefront and getting it online. No technical skills are required, which means you can sell your products and services to customers all around the world.

1. Log in to your account and open your product.
2. Use the Get Started window to enter your business name.
3. Select a domain from your account, or create a sub-domain using a domain in your account for your website.

**Note:** If you don't have an available domain, you can also choose to set up your Online Store with a temporary domain. Your store will be accessible through **yourtemporaryname.mysimplestore.com**, until you've assigned it to your own Web address.

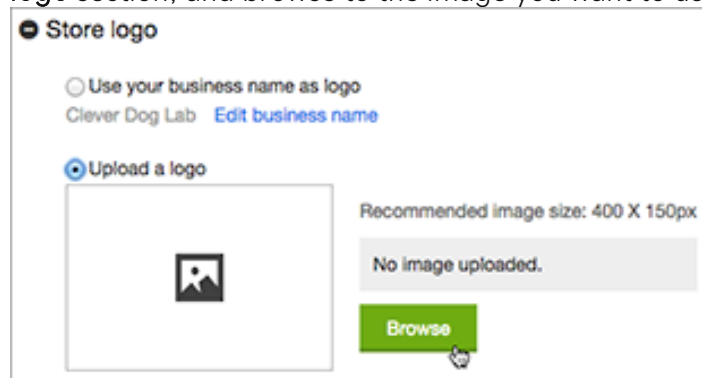
4. Enter your contact email address and then click **Create My Store**.

If this is your first time in your Online Store account, a **Getting Started Guide** will walk you through the process of setting up your store. If the guide does not display, click on the **Settings** or **Store Design** tabs, to customize your store.

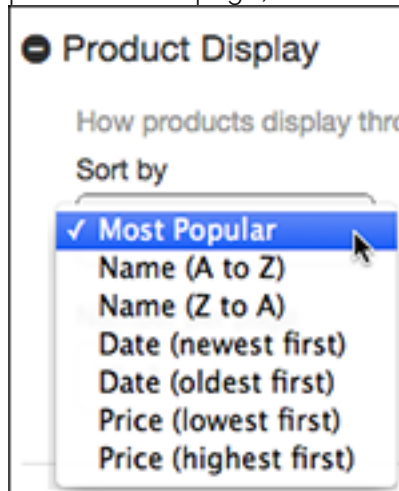
## Choose my site settings

Online Store's Site tab lets you apply changes across your store, such as adding a logo or turning off a banner, analyzing visitor traffic, and sorting products.

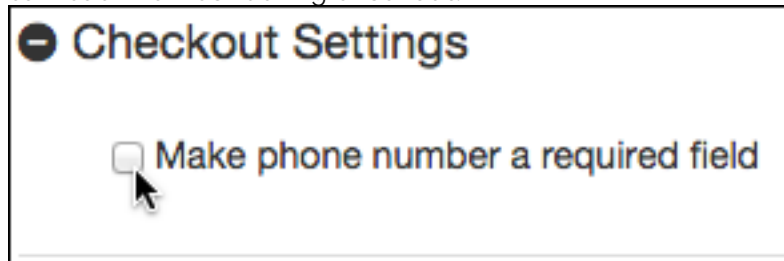
1. Log in to your account and open your product.
2. Click the **Store Design** tab, and click the **Site** tab.
3. Make your choices within each of the tab's sections:
  - o To upload your business's branded logo, click **Upload a logo** in the **Store logo** section, and browse to the image you want to use.



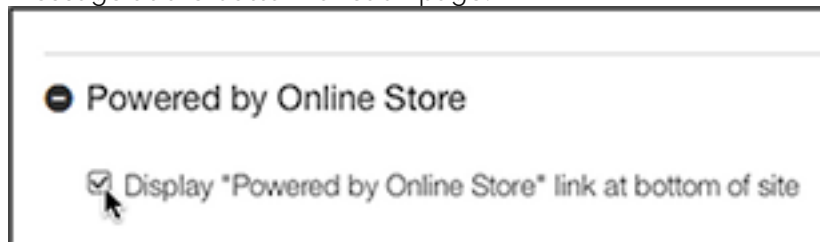
- Use the **Sort by** menu in the **Product Display** section to control the order of products on a page, then set the **Number per page**.



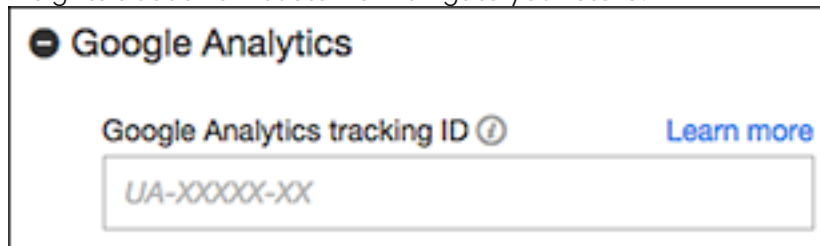
- Select **Make phone number a required field** if you want customers to enter a call-back number during checkout.



- Uncheck the box in the **Powered by Online Store** section to turn off the default message at the bottom of each page.



- Use the optional **Google Analytics** field to enter your tracking ID and gain insights about how customer navigate your store.



**Note:** You must have a Google Analytics account to activate site tracking.

- If you're an experienced coder, click **Advanced** to add CSS or Javascript code. Only advanced users should use the tab since it affects your entire store. For

example, users who want to add a third-party chat widget can paste in code provided by a third party. The widget will display on every store page.

4. Click **Save** and **View Store** to see your changes.

## Change your domain name

Update the domain name associated with your Online Store at any time. You can use any domain that is in the same account as your Online Store plan.

1. Log in to your account and open your product.
2. From the **Settings** tab, select **Business Info**.
3. Select **Change domain** and choose one of the options:
  - o Choose **Select from my domains** if you want to use a domain registered in this account.
  - o Choose **Create a subdomain** if you want to use a **subdomain** of a domain name in your account, e.g. **products.coolexample.com**.
4. Select **Save** to save your changes, and then publish your website to see your changes online.

## Create coupons

Create coupon codes to offer discounts to customers. Customers who receive the coupon code can apply it during checkout.

**Note:** Coupons can only be applied to products in your online store and won't work for appointments or events.

1. Go to your product page.
2. Scroll down to **Website Builder** and select **Manage** next to the website or online store you want to change.
3. Open the **Coupons** section of your store.
  - o In the Dashboard menu, select **Promote** then **Coupons**.
4. Select **Add** to add a new coupon.
5. The fields marked with red asterisks are required, and the other fields are optional:
  - o **Coupon code:** Enter your own code or select **Get a code** to generate and insert a random series of numbers and letters. You can create up to 500 codes.
  - o **Type:** Choose between discounting the total by a fixed amount, discounting the total by a percentage, or giving customers an option for free shipping.
6. Select **Save**, and the **Coupons** page lists the new coupon.
7. Select the pencil icon next to an active coupon to change it or the trash icon to delete it.

**Note:** The preconfigured coupon for new email subscribers has limited editable fields.

## Promote my Premium Online Store on social media

Promote your store's special offers and new products on social media, including Facebook, Twitter and Instagram. Your customers can follow your brand, leave reviews, and share their favorite products with friends.

1. Go to your product page.
2. Scroll down to **Website Builder** and select **Manage** next to your Premium Online Store.
3. From your Dashboard, go to **Promote** and select **Promote**.
4. Click **Turn On** next to your choices:
  - Like and Share Buttons: Customers can like, share or email your products to friends.
  - Social Follow Buttons: Customers can follow your social media accounts to stay informed about your latest news and promotions.
  - Product Reviews: Customers can leave reviews and spread the word about how much they love your products.
  - Email Signups: Collect customers' emails so you can send marketing messages letting them know about new products and great deals.

**Note:** Some choices can't be turned on until your store is published.

5. Complete any desired fields and click **Save**.

## Using Google Analytics in Premium Online Store

Online Store has built-in integration with Google Analytics — a Google service that helps you get to know your audience, track how customers find your site, and see how visitors navigate your store.

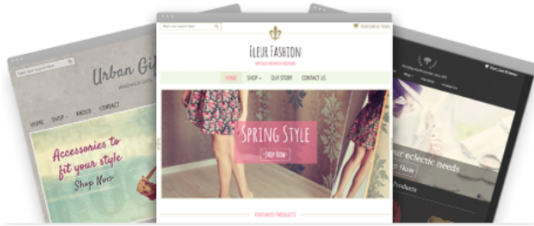
**Note:** You must have a Google Analytics account to activate site tracking.

1. Log in to your account and open your product.
2. Click the **Store Design** tab, then the **Site** tab.
3. In the **Google Analytics** field, enter your **Google Analytics tracking ID**. (You must first set up an analytics account as explained above.)
4. Click **Save**. Your store's Web traffic and statistics should appear in your Google Analytics account within 24 hours.

## Set my theme in my Premium Online Store

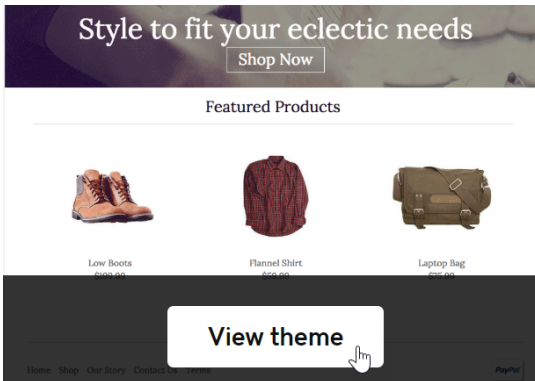
Set your theme to change and fine-tune your site's overall look. Your theme is your customers' first impression of your site, and should reflect your brand identity.



1. Go to your product page.
2. Scroll down to **Website Builder** and select **Manage** next to your Premium Online Store.
3. From your Dashboard, go to **Store Design**.
4. Click **Change theme** under the *Theme* tab.



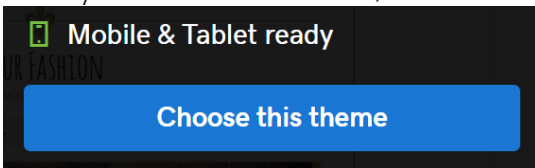
Change theme

5. When you find a theme you like, hover over the image, and select **View theme** to expand its features.



To skip to other themes' features, click the   arrow buttons at the top of the page.

6. Once you decide on a theme, click **Choose this theme**.



7. Then, edit your home page by clicking the **+** for each section below *My Theme Settings*. The sections vary by theme, and you don't need to change them all.

## My Theme Settings

⊕ Site header



**Note:** To replace your theme's default image, in the **Home page** section, use a .JPEG or .PNG image with dimensions no larger than 1200 by 600 pixels. Most themes can also add a slideshow to your home page.

8. Click **Save** to apply any changes to your store's design.

## Add product options

You can add options such as size and color or enable customers to request custom messages. You can also add customer services like gift wrapping. Options can be displayed as a list of choices or by having customers use a text box.

- Create a list of choices for a product.
- Create a customer service add-on for a product.

## Change my business information

When you sign up for the Online Store, it uses your settings to automatically fill out most of your business information. Your business information displays on your emails and invoices. Sometimes you may need to fine-tune the settings: your business might be in the United Kingdom, but you sell products mainly in the United States.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Settings > Business Info**.
4. Under the **General** tab, most of your basic business information was filled in automatically when you created your store. However, you can change these fields as needed:
  - **Country/Region:** Use the menu to choose another country.
    - Be aware that your choice may affect your available payment method (for example, Payments, Stripe or PayPal) since not every method is supported worldwide.
    - For Website Builder, Marketplaces are also restricted to some countries such as the United States, Canada, Great Britain and Australia.
  - **Currency:** By default, the currency is paired with your **Country/Region** choice. For example, Australian Dollar (AUD), Brazilian Real (BRL), Euro (EUR), Japanese Yen (JP¥), etc. If you change the currency, it may take several minutes for the change to be applied throughout your store.

**Note:** Changing the currency after you begin selling products will reset the Dashboard's Snapshot and Weekly Breakdown sections to zero. **Measurement system:** Switch between **US/Imperial** and **Metric** system if needed. The unit of measurement you select will be used to determine shipping charges if you set up a weight-based shipping method.

- **Date Format:** Choose from three formats to match where you sell products. This date format will appear in your order confirmation emails and invoices.
5. Select **Save** to apply your changes

## Manage my online store inventory

Use your online store's inventory feature to keep customers happy knowing if popular items are in stock. If you connect your Website Builder online store to Marketplaces, it will sync your inventory across all your channels (e.g., Amazon, eBay, Etsy, Google Shopping, etc.)

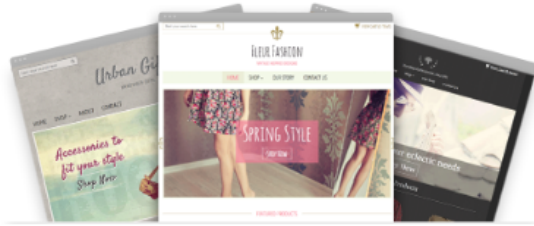
1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > All Products**.
4. Select the product you want to change from the list.
5. Select the **Inventory & Options** tab.
  - The **Track Inventory** toggle should be on, so your online store automatically changes the inventory count as orders are placed. Select it again if you'd like to turn it off.
  - Enter how many of that product you have in the **Inventory** field.
  - Select **Allow Backorder** if you want customers to be able to place an order even if the inventory is zero.
6. If you have variations of the product, such as sizes or colors, select **Create Option**. If you create options, the total inventory box becomes grey and you'll enter each option's inventory in the **Qty** box instead.

## Add a slideshow to my home page

Nearly all the Online Store's themes enable you to create a short slideshow at the top of your home page, which can help pull customers into exploring your site.

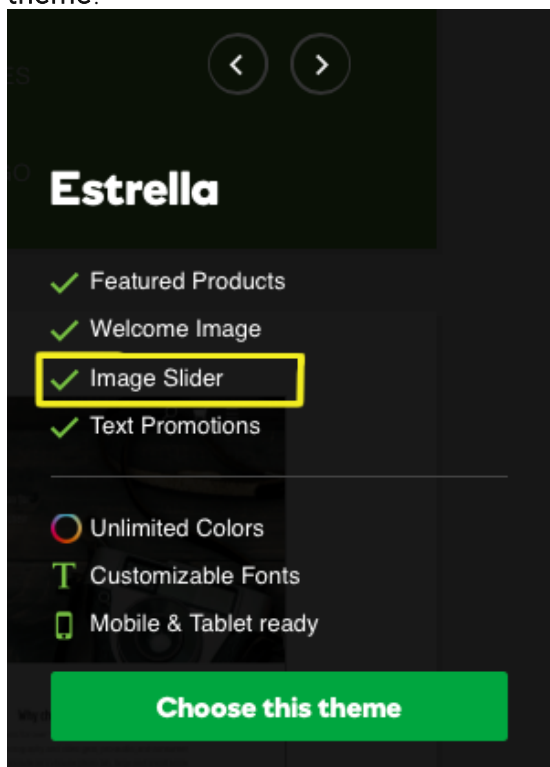
1. Log in to your account and open your product.
2. Click the **Store Design** menu and then click the **Theme** tab.
3. Your current theme appears on the left. To switch the theme, click **Change Theme**.

Looking to switch your theme?



**Change theme**

4. Click **View theme** on a theme to get more information about it.
5. Once you're viewing a theme you can use the < and > buttons to scroll through the theme thumbnail images that offer the **Image Slider** feature, then click **Choose this theme**.

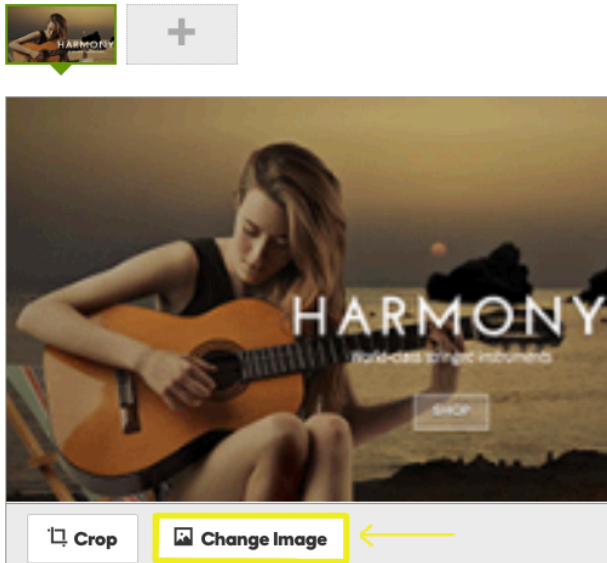


- Click the + button by **Home page** to see the theme's default **Main image**, then click **Change Image**.

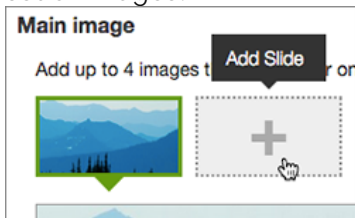
● **Home page**

**Main image**

Add up to 4 images that will appear on the page in rotation.

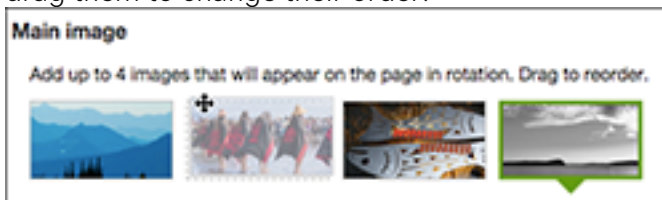


- Browse to the image you want, use the **Resize and move to fit** window to frame it and click **OK**. Your photo replaces the theme's original image.
- Click the + to add another slide, then drag a new image into the gray box or click the box to upload the image. Resize and crop the image as before and click **OK** to add it to your set of images.



**Note:** To delete a slide, click **Remove Slide** in the bottom-right corner of its preview area.

- Once you have added all your images (up to the maximum of four), you can click and drag them to change their order.



10. Under the **Welcome block** you can select to display a **Headline**, and a **Message** to appear at the top of your home page.

**Welcome block**

Display welcome block.

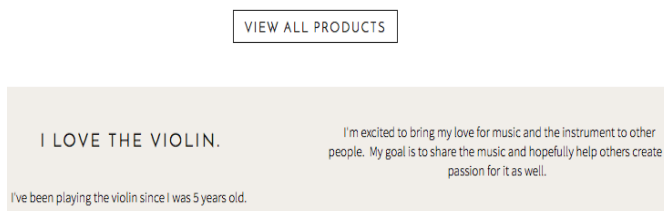
**Headline** 18

Test

**Message**

Display social media buttons below the welcome message

11. You can choose to display images below the welcome header in **Image blocks**. If you enter a **URL** then a customer can click on the image and be directed to a different site, or you can direct them to a different page in your website.
12. Choose to display the **Secondary message block** which will show a headline and text on the bottom left and right sides of your site.



13. Click **Save** when you're done.

**Note:** Click **View Store** in the top right-hand corner of your screen to review your site.

## Submit sitemap for Online Store

The major search engines, such as Google and Bing, in most cases automatically index your Online Store's website. However, you can submit what's called a sitemap for your Online Store, which may mean that your site will be indexed sooner.

A sitemap is simply a file listing all your site's pages and contains such information as when you last changed the site and the types of files it contains, such as text, images, and video. Formatted in extended markup language (XML), the file helps search engines more quickly assess where to list your site in their page rankings.

Your Online Store generates its own sitemap, which you can see by adding `"/sitemap.xml"` to the end of your storefront's address (URL).

**Note:** To submit your site to Google, you'll need to sign up for a Google account if you do not have one. Google's instructions will walk you through that process as well.

1. Log in to your Account Manager.
2. In your **Products** list, click **Online Store**, and then click **Manage** next to the Online Store account you want to use.
3. At the top-right of your Online Store screen click **View Store**.

**Note:** To view your sitemap, you must have already published your Online Store.

4. When your storefront opens in a new window or tab, you can see its URL in the address bar. (You'll need to copy this later on when following the Google and Bing instructions.)
5. Open a new Web browser window or tab, then:
  - o Go to Google's submission page and follow the steps to submit your site.
  - o Go to Bing's submission page and follow the steps to submit your site.

## Set up an offline payment method

In addition to online payment options, create an offline payment method for your customers to pay you in person or through an invoice with cash, checks, or a bank transfer.

Offline payments are enabled by default for online appointments, no action needed. However, you must enable offline payments for online store physical products. Offline payments don't work for digital products.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Settings > Payments**.
4. In the **Accept offline payments** section, select **Enable**.
5. Add text to the **Payment title shown to customer** and **More instructions for the customer** fields to guide customers. Both fields display a character countdown.
6. When you're done, select **Save**.

Once offline payment is enabled, select **Settings** to edit the payment title or instructions, or select **Turn Off** to remove the offline payment option.

## Add package shipping weight and dimensions

Weight-based and carrier-based shipping methods require the package's weight and dimensions to determine shipping costs. This info is based on the packaging used to ship a product. If you want to include details about the product itself, add it in the product's description.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.

3. From your Dashboard, go to **Products > All Products**.
4. Select a product's name or image to open it.
5. Select the **Shipping** tab and enter the package's weight and dimensions.

Description
Inventory & Options
**Shipping**
Search Engines

### Weight/dimensions of the shipping package ?

Required for weight and carrier-based shipping methods and to list on marketplaces.

**Weight**

Lbs.

**Dimensions**

<b>Length</b>	<b>Width</b>	<b>Height</b>
<input style="width: 80px; text-align: center;" type="text" value="1.00"/> <div style="border-left: 1px solid #ccc; padding-left: 5px; font-weight: bold;">in.</div>	<input style="width: 80px; text-align: center;" type="text" value="1.00"/> <div style="border-left: 1px solid #ccc; padding-left: 5px; font-weight: bold;">in.</div>	<input style="width: 80px; text-align: center;" type="text" value="1.00"/> <div style="border-left: 1px solid #ccc; padding-left: 5px; font-weight: bold;">in.</div>

**Note:** To change between metric and imperial, go to **Settings** and select **Business Info**. Change your **Measurement System** in the **Regional Info** section.

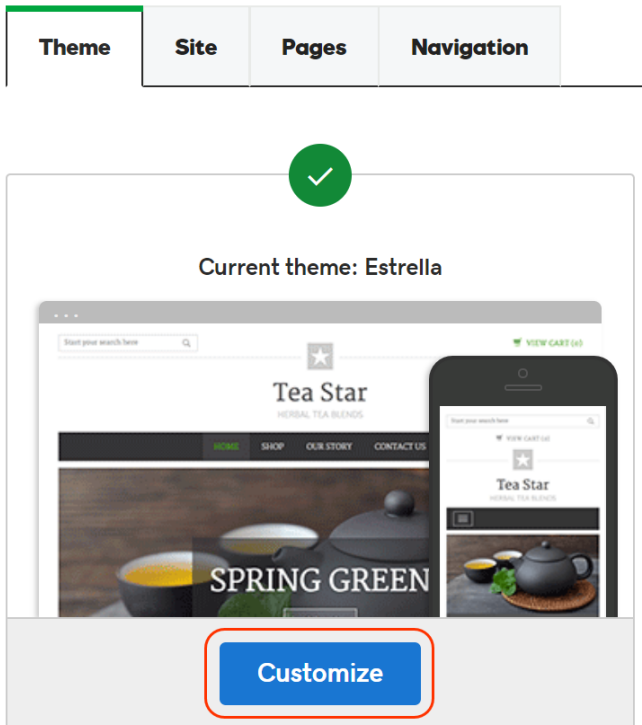
6. Select how you want to determine shipping costs.
  - If you select **Calculate for me using shipping methods**, your customers will choose shipping based on the method(s) you set up when you add or change shipping methods.
  - If you choose **This product always ships free** or **specify a shipping fee for this item**, these options will apply to anyone in the world regardless of shipping restrictions you add in the shipping methods.
7. Select **Save** or **Save and Add Another** to finish. Your changes now appear in your store.

## Change my Premium Online Store theme font and color

After you change the theme for your Premium Online Store, customize the theme's fonts and colors to match your brand's unique style. You can change sections of your site including main headings, buttons, menus, prices and body text.

1. Go to your product page.
2. Scroll down to **Website Builder** and select **Manage** next to your Premium Online Store site.
3. From your Dashboard, go to **Store Design**.

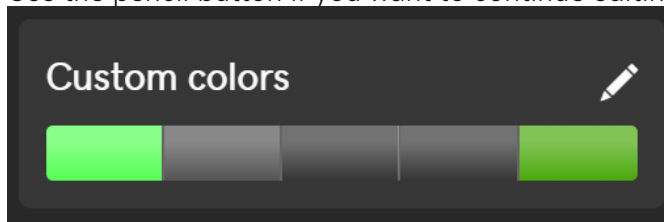
4. Select the **Theme** tab and click **Customize** below your current theme.



5. The *Style Designer* will open. Choose your site's customization, and when you're finished, click **Save & Apply**.

## Theme colors

1. Under **Colors**, pick a color combination. (The choices vary based on your theme.)
2. If you want more choices, click **+ Custom colors** and select a section of your site to expand the color spectrum.
3. For even more options, click **Advanced** to edit the **RGB** (Red, Green, Blue) and **HSV** (Hue Saturation Value) fields.
4. After you choose a color, click **Select** to see it in the preview site.
5. Use the pencil button if you want to continue editing your custom color selection.

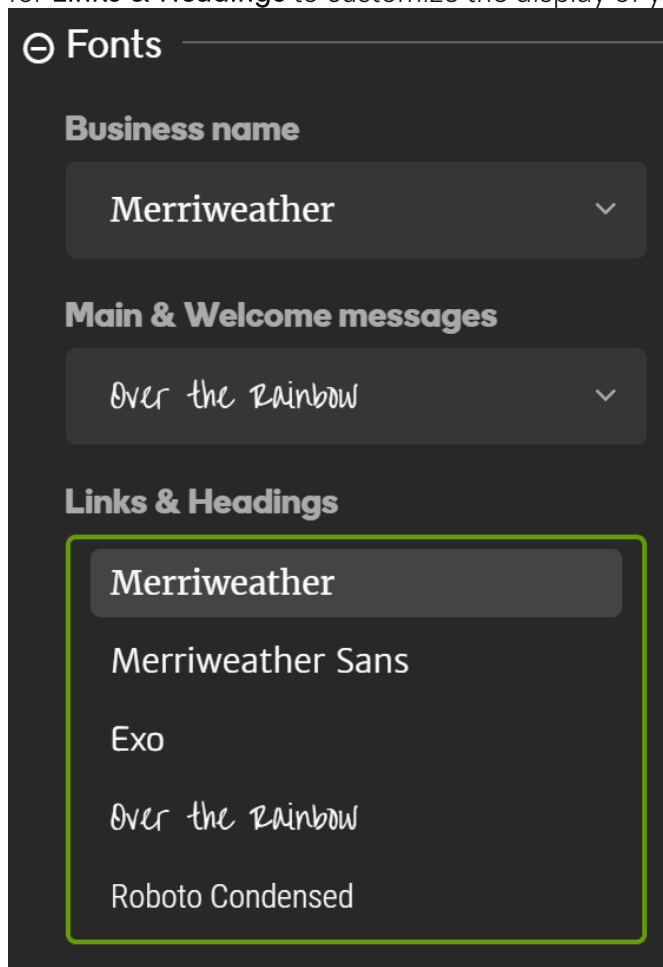


**Note:** Preview won't display individual page settings if they're left blank. For example, announcements and message fields must be filled in for them to appear in the preview — even if you customize the main message background color. External links are also disabled in the preview.



## Theme fonts

1. Below **Fonts**, choose a font for the listed sections of your site. For example, pick a font for **Links & Headings** to customize the display of your slideshow's text.



2. The preview window updates automatically to display your choice.
3. If you want to start overusing that theme's original fonts, select **Reset fonts to default**.

**Note:** Each theme offers a limited set of font choices, though the choices vary from theme to theme. If you don't see a particular font choice within a theme, click **Cancel** at the bottom of the *Style Designer* and pick another theme.

## What can't I sell on my site?

Here are the restrictions on what you may sell on your Online Store or Quick Shopping Cart:

- You are responsible for ensuring that any product posted for sale on your Web Store is in compliance with all applicable laws and regulations. Any item that is deemed by to be

illegal for sale, or to fall within one or more of the following categories, is subject to immediate removal.

- Violations of this Policy may also result in a range of other actions, including but not limited to, limits on account privileges, account suspension, account cancellation, and/or forfeit of fees on canceled listings. If you use Stripe on your site to collect payments for your products and services, see Stripe's list of prohibited businesses.

## What does the Starter plan include?

The Email Marketing Starter plan, included with Website Builder and Online Store, offers 50 total mailings and up to 50 contacts. Use whatever combination that best meets your needs. For example, you could send five newsletters to a list of 10 people or one newsletter to a list of 50 people.

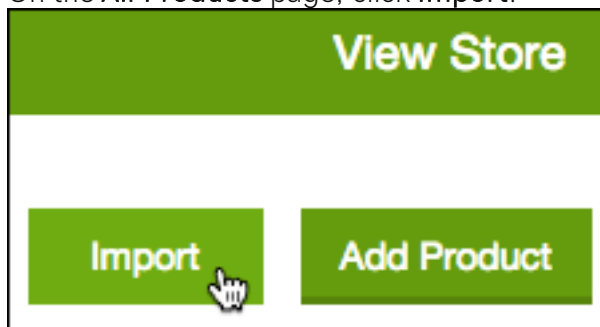
The Starter plan includes all the features of the Pro plan. However, the Pro plan allows up to 50,000 emails per month and up to 5,000 contacts. The Starter plan doesn't limit how many contacts you can collect from your site visitors. You can also use the Website Builder contact manager with other programs, such as adding them to a spreadsheet.

You can upgrade your Starter plan at any time — and keep all your contacts.

## Import multiple products

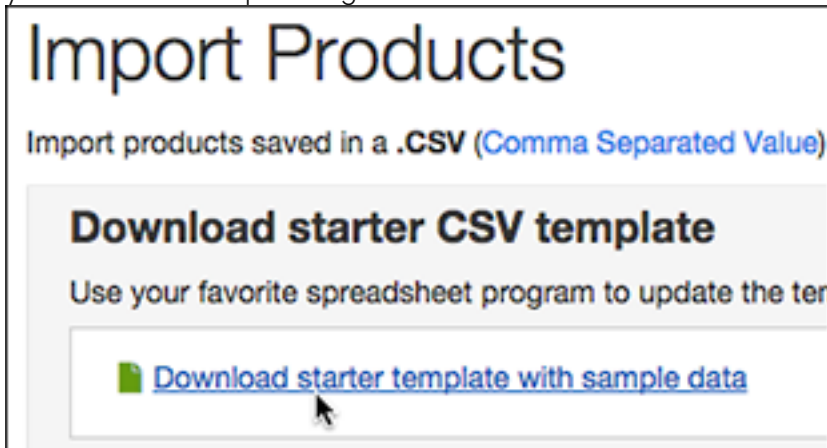
If you're an experienced spreadsheet user, you can use Online Store's bulk import feature to add multiple products from an existing product database, including its images. While you can add or import products to your store, there's no export option.

1. Log in to your Account Manager.
2. In your **Products** list, click **Online Store**, and then click **Manage** next to the account you want to use.
3. In Online Store, from the **Products** menu choose **Products**.
4. On the **All Products** page, click **Import**.



5. On the **Import Products** page, click **Download starter template with sample data**, which is a sample file to give you a jump start on seeing how you'll need to structure

your data before uploading it to the Online Store.



6. Open the downloaded template to see how it's organized.

	A	B	C	D	E	F	G
1	Product Name	SKU	Price	Sale Price	Description	Track Inventory	Qty
2	Acme T-Shirt	1	12.5	10	Cotton T-Shirt made for anybody	TRUE	100
3	Acme Bag	2	20	18	Large main compartment for books, binders, and files.	FALSE	50
4	Acme Pant	3	15	12	Two rear button pockets. Two rear button pockets. 100% cotton. This waterproof coat utilizes ABC	TRUE	20

7. Use the template as a guide in formatting your own product spreadsheet.
8. After formatting the spreadsheet, save it as a CSV file and Upload Your Product Information.

## Format product spreadsheet as CSV file

Comma Separated Values (CSV) files format spreadsheet data as plain text, so virtually any spreadsheet program can read them. You'll need to convert your existing product information spreadsheet to CSV before you upload it at the Online Store's Import Products page.

1. Open your Microsoft Excel or Apple Numbers spreadsheet and from the File menu choose Save As... .
2. Choose the option that adds the .csv extension to the end of the file.
3. Click **Save**

## Format product information for bulk import

Before you can upload a spreadsheet of your products to the Online Store, it must be formatted based on the guidelines below. You'll also need to download the Online Store starter CSV file. You can upload no more than 1,000 products.

1. To see how the guidelines below should be applied to your products, open the starter CSV file that you downloaded from the Online Store's Import Products Page.

**Note:** If you have relatively few products to import, you can manually copy and paste them into the starter file, remove the four rows of example products, *leave the rest of the file as is*, and skip to Step 7.

2. Open your own product spreadsheet and save it as a *copy* of your original spreadsheet.
3. Rename the appropriate columns in your own product spreadsheet to match those listed below.
4. Rearrange the order of the columns in your spreadsheet to match the order they're displayed in the Online Store starter template CSV file.
5. Remove any columns from your spreadsheet that are not included in the Online Store starter template CSV file.
6. Proceed column by column in your spreadsheet to format your data according to the formatting rules in the guidelines below.
7. Once that's done, re-save your spreadsheet as a CSV file.

**Note:** Do *not* save your spreadsheet as a CSV file if it contains lots of UTF-8 characters, such as the accented é in resumé. (Other examples of these "extended" characters include ñ, ü, superscripts, fractions, and currency symbols other than the U.S. dollar, such as the euro symbol €.)

### Product Spreadsheet Guidelines

Product Name (Required)		
Explanation	What's Allowed	Example
The name of the product, which also appears when visitors browse the store	Can be text, numbers or special characters	Acme Rocket Skate
SKU		
Explanation	What's Allowed	Example
A unique identification number to keep track of your inventory	<ul style="list-style-type: none"><li>• Combination of letters and numbers only</li><li>• No special characters; no decimals</li></ul>	10001 or 10001A

**Price (Required)**

Explanation	What's Allowed	Example
Price of item	<ul style="list-style-type: none"><li>• Numbers or decimals only</li><li>• Maximum of 2 decimal places allowed, but not required</li><li>• Do not enter currency sign</li><li>• Do not enter a comma for thousands</li></ul>	7 or 7.50

**Sale Price**

Explanation	What's Allowed	Example
If entered, it will strike out the original price and show this value as the sale price.	<ul style="list-style-type: none"><li>• Entered as numbers and decimals only</li><li>• Maximum of 2 decimal places allowed, but not required</li><li>• Do not enter currency sign</li><li>• Do not enter a comma for thousands</li></ul>	5.99

**Description**

Explanation	What's Allowed	Example
Brief description of product.	<ul style="list-style-type: none"><li>• Text and numbers.</li><li>• HTML code as long as you enclose the coded section with opening and closing html tags</li></ul>	<ul style="list-style-type: none"><li>•</li></ul>

**Track Inventory**

Explanation	What's Allowed	Example
Set to TRUE if you want to track inventory on this product	<ul style="list-style-type: none"><li>• TRUE (or YES)</li><li>• FALSE (or NO)</li></ul>	TRUE

**Qty (Quantity)**

Explanation	What's Allowed	Example
Set the quantity of inventory for this item	<ul style="list-style-type: none"> <li>• Enter numbers only, no decimals</li> <li>• If providing Quantity then Track Inventory must = TRUE</li> </ul>	5
<b>Backorder</b>		
Explanation	What's Allowed	Example
Set to TRUE if you want to allow customers to backorder this product when Quantity reaches 0	<ul style="list-style-type: none"> <li>• TRUE (or YES)</li> <li>• FALSE (or NO)</li> </ul>	TRUE
<b>Weight</b>		
Explanation	What's Allowed	Example
Item's shipping weight	<ul style="list-style-type: none"> <li>• Enter numbers and decimals only</li> <li>• Do not enter "lb" or "oz"; that's determined by Business Settings</li> </ul>	1 or 1.2
<b>Featured</b>		
Explanation	What's Allowed	Example
Set to TRUE if you want to add this product to the site's featured products display	<ul style="list-style-type: none"> <li>• TRUE (or YES)</li> <li>• FALSE (or NO)</li> </ul>	TRUE
<b>Taxable</b>		
Explanation	What's Allowed	Example
Set to TRUE if you want to charge taxes for this product (assuming you have added one or more tax locations in Online Store)	<ul style="list-style-type: none"> <li>• TRUE (or YES)</li> <li>• FALSE (or NO)</li> </ul>	TRUE
<b>Hidden</b>		
Explanation	What's Allowed	Example
Determines whether product is displayed to	<ul style="list-style-type: none"> <li>• TRUE (or YES)</li> </ul>	TRUE

site visitors. If marked TRUE, product <i>cannot</i> be seen by store visitors or search engines	<ul style="list-style-type: none"> <li>FALSE (or NO)</li> </ul>	
--	---	--

### Category

Explanation	What's Allowed	Examples
Links product to one of your categories	<ul style="list-style-type: none"> <li>If category doesn't already exist, it will be added based on the name entered in the cell</li> <li>You can include nested sub-categories by using a forward slash "/"</li> <li>You can use a maximum of 3 levels of nested categories</li> <li>You can assign a product to multiple categories by separating each with comma</li> </ul>	<ul style="list-style-type: none"> <li>Clothing</li> <li>Clothing/T-Shirts</li> <li>Clothing, Outerwear, Travel</li> </ul>

### Image URL

Explanation	What's Allowed	Example
When importing, you may assign up to 1 image per product. You can add more <i>manually</i> once added to Online Store.	<ul style="list-style-type: none"> <li>Image's full URL must be entered</li> <li>Image must be accessible on web (not password protected)</li> <li>Upload only a single image</li> </ul>	<ul style="list-style-type: none"> <li><a href="http://website.com/image.jpg">http://website.com/image.jpg</a></li> </ul>

### SEO (Search Engine Optimization)

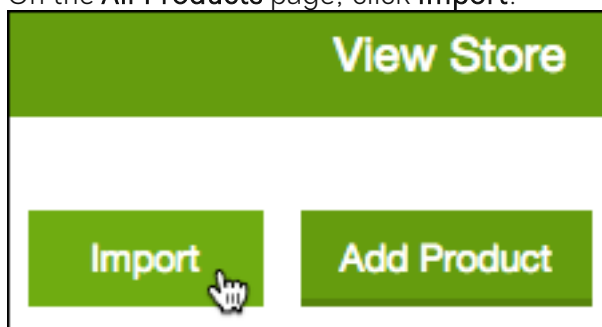
Explanation	What's Allowed	Examples
Field allows you to specify SEO-specific text for search engines	<ul style="list-style-type: none"> <li>Use <b>SEO Title</b> column as the "title" in search engine results.</li> <li>Use <b>SEO Desc</b> column for product description</li> </ul>	<ul style="list-style-type: none"> <li>Metallic Acme Rocket Skates (SEO Title)</li> <li>These well-made skates are great for reaching high speeds and catching RoadRunners. (SEO Desc)</li> </ul>

	that will appear below the hyperlink in search engine results.	
Options		
Explanation	What's Allowed	Examples
Allow you to specify dropdown options for products, such as sizes or colors. It does not support type-in text options (e.g., monogramming) or product variations. Up to 3 options are allowed for each product.	<ul style="list-style-type: none"> <li>• Use <b>Option Name</b> column for name customers will see</li> <li>• Use <b>Option Values</b> column for options customers chooses</li> <li>• Set <b>Option Required</b> column to TRUE if you want to require customers to choose this option before they can checkout</li> </ul>	<ul style="list-style-type: none"> <li>• Size (<b>Option1 Name</b>)</li> <li>• Small, Medium, Large, XXL (<b>Option1 Values</b>)</li> <li>• TRUE (<b>Option1 Required</b>)</li> </ul>

## Upload product information

Once you've properly formatted your product information spreadsheet and saved it as a .csv-formatted product spreadsheet, you're ready to upload it to your Online Store. You can bulk upload no more than 1,000 products at a time.

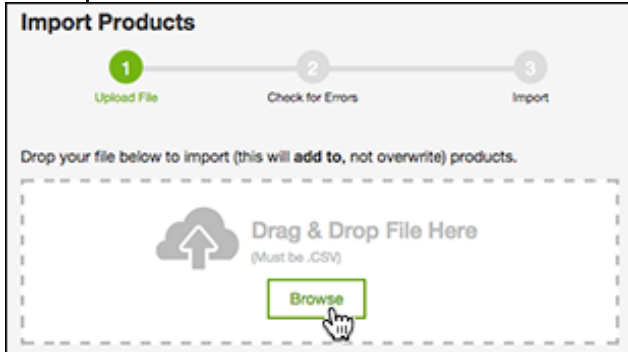
1. Log in to your Account Manager.
2. In your **Products** list, click **Online Store**, and then click **Manage** next to the account you want to use.
3. In Online Store, from the **Products** menu choose **Products**.
4. On the **All Products** page, click **Import**.





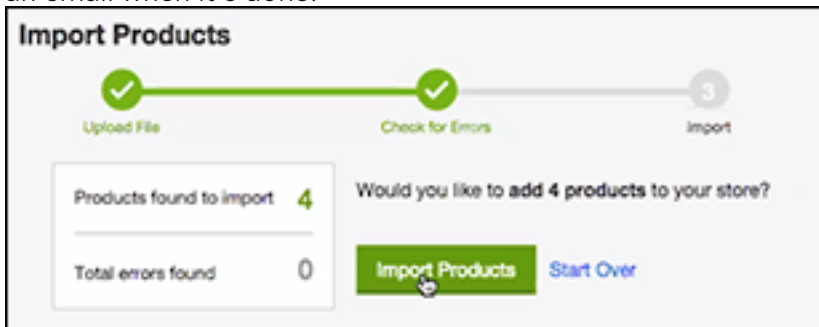
**Note:** The import process can only *add* products. It does not support updating (overwriting) existing products or deleting products. If you import twice from the same file, you will have two copies of each product.

5. On the **Import Products** page, if your spreadsheet is open you can drag it onto the **Drag & Drop Here** window. Otherwise, click **Browse** and navigate to it to upload.

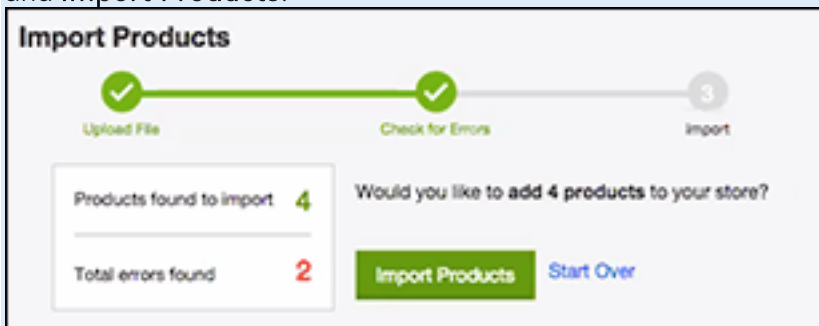


**Note:** You cannot upload a single file larger than 5MB or containing more than 10,000 product rows. If you have more data than that, use multiple uploads.

6. If no errors are found, click **Import Products**. An in-progress message appears. But because the import can take a relatively long time, Online Store automatically sends you an email when it's done.

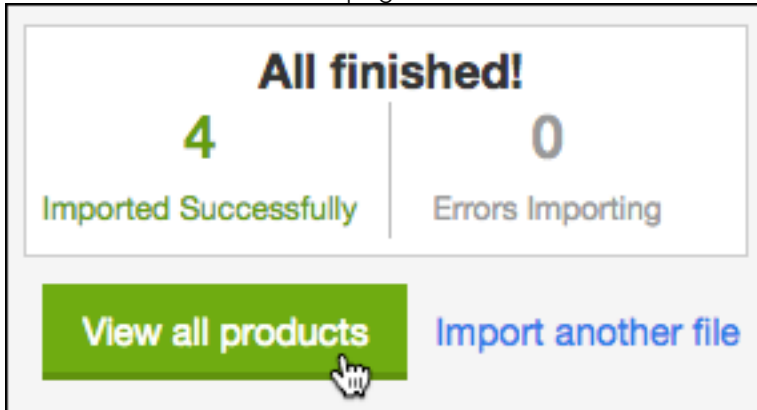


**Note:** If file errors are found *before* importing, you can click **Start Over** or go ahead and **Import Products**.

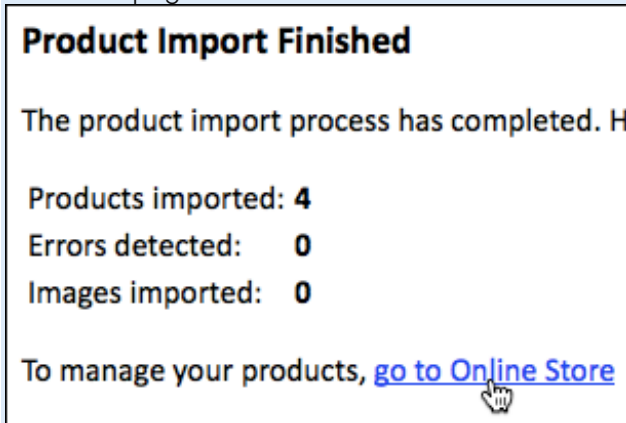


While uploading spreadsheet containing extended characters, such as the accented é in resumé, will not generate errors, those characters will not be displayed properly.

- Once the import's done, click **View all products** to see your just-imported products added to the **All Products** page.



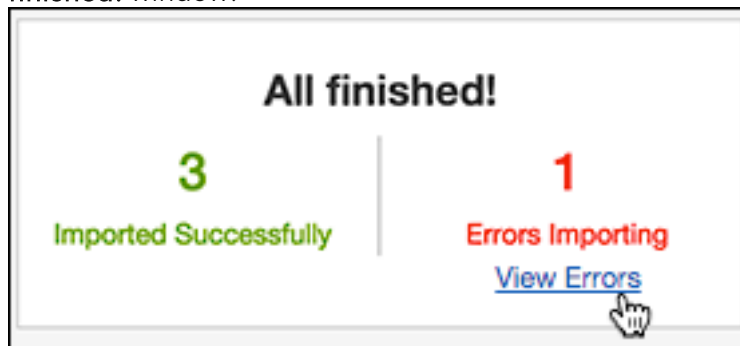
**Note:** If you open the alert email that the Online Store sends you, click **go to Online Store** and follow the prompts to see the just-imported products on the **All Products** page.



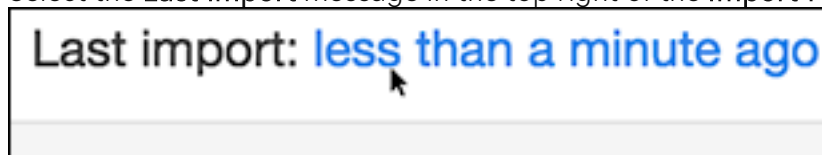
## Fix product import errors

Products with errors are not imported, so you need to fix errors before they're added to the Online Store. The most common errors when uploading a product spreadsheet to the Online Store are invalid values or incorrect URLs for images.

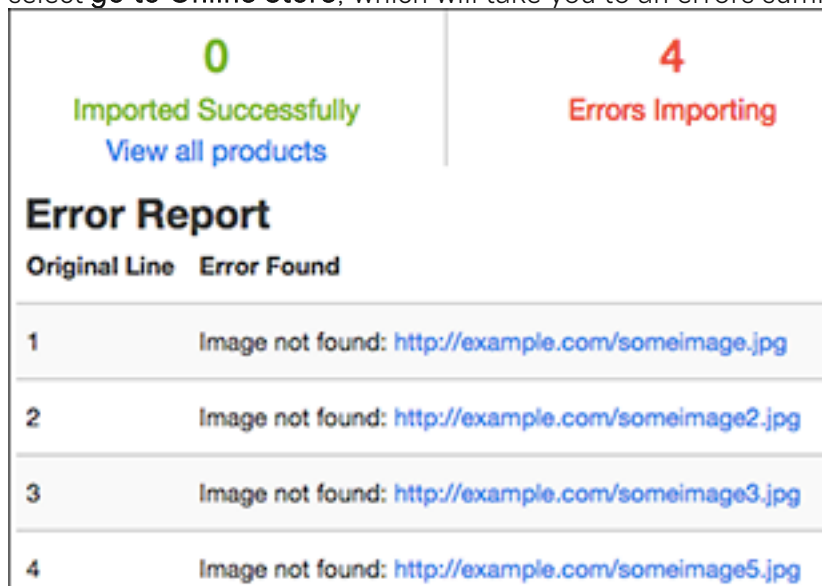
1. View the list of errors once your product information is imported:
  - o Select **View Errors** (or, in some cases, **Download error list**) in the **All finished!** window.



- o Select the **Last import** message in the top right of the **Import Products** page.



- o Open the **Product Import Finished** email you receive from the Online Store and select **go to Online Store**, which will take you to an errors summary page.



The screenshot shows an "Error Report" summary page. At the top, it displays "0 Imported Successfully" in green and "4 Errors Importing" in red. Below this is a table with two columns: "Original Line" and "Error Found".

Original Line	Error Found
1	Image not found: <a href="http://example.com/someimage.jpg">http://example.com/someimage.jpg</a>
2	Image not found: <a href="http://example.com/someimage2.jpg">http://example.com/someimage2.jpg</a>
3	Image not found: <a href="http://example.com/someimage3.jpg">http://example.com/someimage3.jpg</a>
4	Image not found: <a href="http://example.com/someimage5.jpg">http://example.com/someimage5.jpg</a>

2. Follow the prompts as needed to see the details of what caused each error, such as a non-valid value or an incorrect image URL.
3. Make a *duplicate* of the spreadsheet file you uploaded and open it.
4. In the duplicate spreadsheet, find the line (row) listed as containing an error and replace the invalid information.

5. Since the import function will add *all* the products in the spreadsheet to the Online Store, remove all the lines (rows) that do *not* contain errors. This avoids creating duplicate products from the previous import.
6. Re-save the spreadsheet as a CSV file.

## Upload error examples

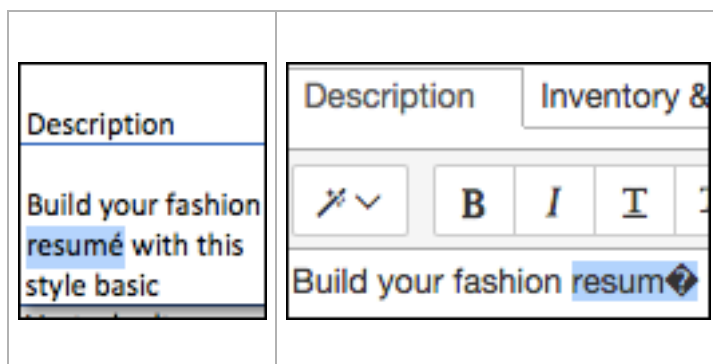
These are examples of some errors and error messages you might find in your spreadsheet:

- 'xxxx' is not a valid numeric value for 'weight'
- '3s' is not a valid currency for 'price'
- 'yeah' is not a valid boolean value for 'Taxable'. It should be one of these values: 'true', 'yes', 'y', 'x', 'false', 'no', 'n'.
- 'xxxx' is too long for 'option1 name'. The maximum length is 100.
- 'xxxx' is too short for 'option1 name'. The minimum length is 1.
- '-10' is too small for 'weight'. The minimum value is 0.
- '1,000,000' is too large for 'price'. The maximum value is 999999.
- 'option1 name' and 'option2 name' cannot have the same 'Color' value.
- 'Red' appears more than once for 'option1 value'
- 'option1 value' contains a blank value.
- Image not found: <url>
- Image not reachable: <url>
- Image size exceeds 10485760 [bytes]
- 'htp:ss.com' is not a valid URL for 'image url'
- 'The file you are trying to upload is too big'

**Note:** You cannot upload a single file larger than 5MB or containing more than 10,000 product rows. If you have more data than that, use multiple uploads.

## Fix extended character errors

In preparing to import multiple products to the Online Store, if you save your Excel product spreadsheet in CSV (Comma Separated Values) format, extended characters (such as é in resumé) will not display properly. To avoid the problem, you'll need to save the file as Unicode text.



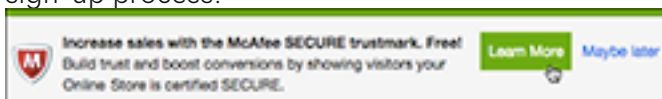
**Note:** Other extended (or UTF-8) characters include superscripts, fractions, currency symbols other than \$ (such as the euro's €), plus accent marks and non-English characters (such as ñ, ü, È, ξ, and 您).

1. Reopen the CSV-formatted spreadsheet in Excel and save it as a Unicode file ending with the .TXT suffix.
2. Open that just-saved .TXT file in Excel, then use the Replace function to find and replace all the file's tab characters with commas.
3. Now re-save the Excel file in the UTF-8 format.
4. If you haven't already done so, you'll still need to format your product spreadsheet to match the Online Store's product template.
5. You're now ready to upload the file to your Online Store.

## Turn on McAfee Secure Seal

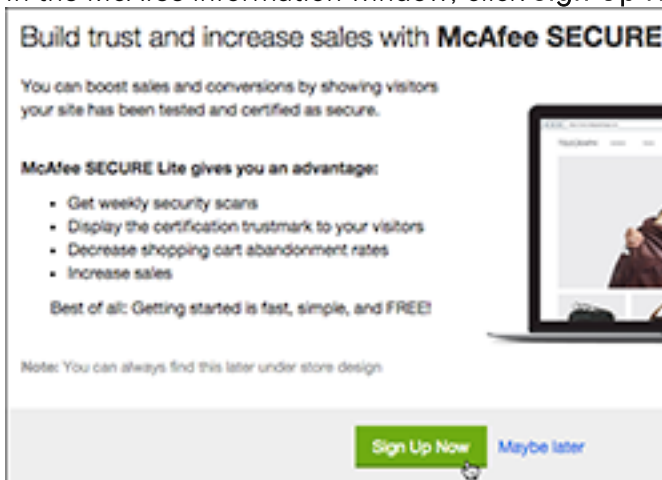
Adding a McAfee Secure Certification Seal to your Online Store can help reassure customers that they can securely shop on your site. This installs a free lite version, which will display the seal to the first 500 visitors to your site each month. The feature is available only in English-speaking countries.

1. Log in to your Account Manager.
2. If your store was automatically published at least 90 minutes beforehand, an information bar about McAfee displays below the Online Store menus. Click **Learn More** to start the sign-up process.



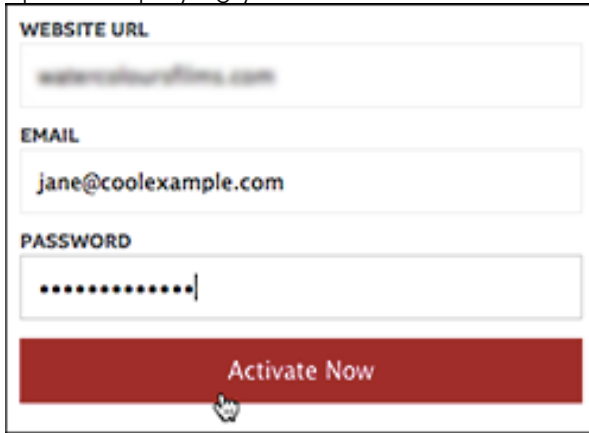
**Note:** The bar displays only after your store has been auto published. If you choose **Maybe later** in the bar, you can turn on the seal later in the **Store Design** menu's **Site** tab by scrolling to the **Store Footer** section and clicking **Learn More**.

3. In the McAfee information window, click **Sign Up Now** to continue.



**Note:** If your store's address ends with **mysimplestore.com**, simply click **Turn On** in the McAfee information window and a confirmation will display. You can then skip to Step 7.

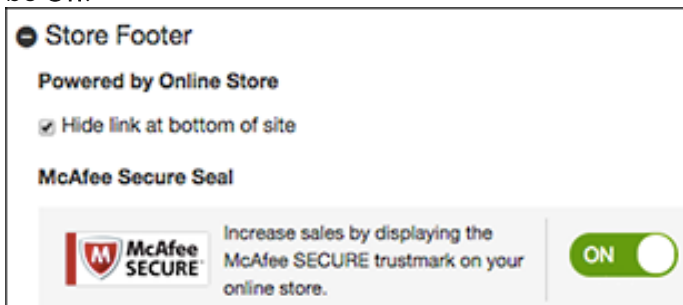
4. Fill in the form's required fields and click **Activate Now**, and a new browser window/tab opens, displaying your McAfee account settings.



The screenshot shows a form with three input fields: 'WEBSITE URL' containing 'www.coolstore.com', 'EMAIL' containing 'jane@coolexample.com', and 'PASSWORD' containing a series of dots. Below the fields is a red button labeled 'Activate Now' with a mouse cursor hovering over it.

**Note:** Do not use your password as you're creating a separate McAfee account. McAfee gives you the option of upgrading to a version without the 500 monthly visitors limit.

5. Refresh your browser view of the Online Store's **Store Design** page. Click the **Site** tab and scroll down to the **Store Footer** section where the **McAfee Secure Seal** should be **On**.



The screenshot shows the 'Store Footer' settings panel. It includes a 'Powered by Online Store' section with a checked 'Hide link at bottom of site' option. Below that is the 'McAfee Secure Seal' section, which features the McAfee SECURE logo, a description: 'Increase sales by displaying the McAfee SECURE trustmark on your online store.', and a green toggle switch labeled 'ON'.

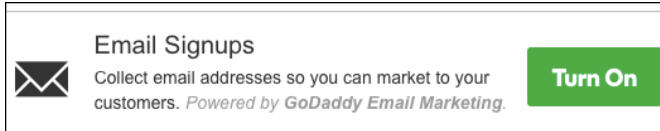
6. If you want to see how the seal looks to customers, click **View Store** (or refresh the storefront page if it's already open). The seal is displayed in the bottom-right corner of your store.

**Note:** When customers click the seal, they can see a real-time check of the site's security.

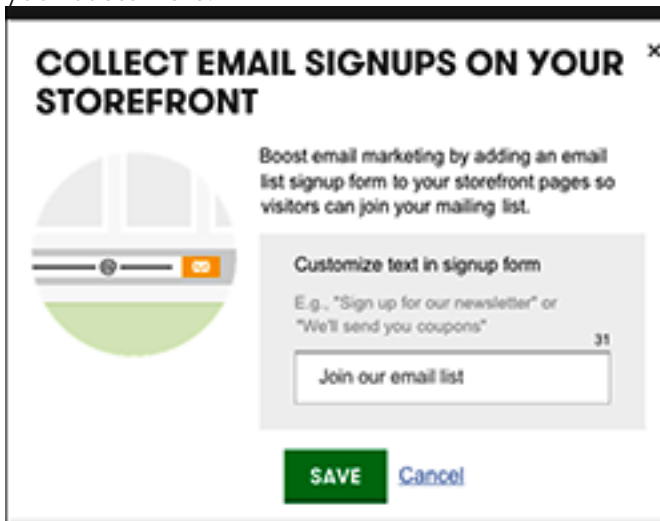
## Create email signup form

The Online Store enables you to create a signup form for customers to submit their email addresses. Sending your email list announcements lets you boost return store visits by alerting subscribers to sales and other promotions.

1. Go to your product page.
2. Scroll down to **Website Builder** and select **Manage** next to the website you want to change.
3. At the top of your screen, go to the **Promote** tab and click **Promote**, and look for the **Email Signups** panel near the bottom of the page.
4. Click **Turn On**.



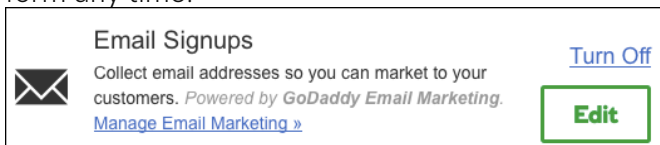
5. In the **Collect Email Signups On Your Storefront** window, enter a custom message for your customers.



6. Click **Save**, and a signup form will be added to your storefront's **Contact Us** and checkout pages. (Click **View Store** to see your form. Its location depends on which theme you use.)



7. The **Promote Your Store** page reappears where you can **Turn Off** or **Edit** the signup form any time.



**Note:** In Website Builder, go to the place on the page where you want your email signup form located. Add a section and then look for **Subscribe**.

## Create email campaign

Once you've created an email signup form and collected contacts from Online Store customers, you're ready to generate a newsletter or flyer for your email "campaign."

**Note:** This article is for the standalone version of Online Store. It doesn't apply to the Website Builder version.

1. If you haven't already, log in to your Email Marketing account.
2. In your **Products** list click **Online Store**, and then click **Manage** next to the account you want to use.
3. When the Online Store displays the **Campaigns** page, look for the **Email Marketing** panel near the bottom and click **Create Campaign**.



**NOTE:** The **Emails from Orders** number reflects emails collected from your storefront orders. **Visitor Signups** reflects how many people used your storefront's signup form to submit their email address to receive sales alerts or other promotions.

4. Your free Email Marketing "starter" account opens and displays all your contacts on the **Subscribers** page. The **Your Lists** column automatically includes two lists based on your imported Online Store contacts: **Newsletter Contacts** (your signups) and **Order Contacts** (from your storefront orders).
5. To create a newsletter or flyer for your email campaign, click **Campaigns**, and see the Next Step below.

## Add a list of choices for a product

Add a list of choices for a product if you are offering options like colors or sizes.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > All Products**.
4. Select the name of the product you want to update.
5. On the product page, select the **Inventory & Options** tab. In the **Options** section select **Create Option**.
6. Type the option title (for example, **Size** or **Color**). Once you create your first few options, those choices appear automatically in the menu.
7. In the **Choice** box, type the first choice. For example, if the title is Size, type Medium.
8. To add more choices for this option, select **Create option choice** and repeat the previous step. Select **Done** when you've entered all the options.



9. If you want to change the order of the options, select the lines next to the option name and drag the box in the order you want.
10. Below the list of options and choices, enter the customized images, **SKU**, **Price**, **Sale Price** and **Quantity** for each option. Use the pencil edit icon to customize each option's weight and dimensions for shipping.
11. Select **Save**. Your changes are updated automatically, no need to publish your website again.

## Ship my orders

Congrats on your sale! Now you're ready to fulfill and ship your orders.

**Note:** These instructions only work for orders placed on your website store.

If you need a record of the tracking number, go to **Store > Orders**. Open the order and select **Fulfill Order**. You'll have a place to enter the tracking number there.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your website or store.
3. From your Dashboard, go to **Sales > Orders**.
4. Select a paid order number to open it.
5. Select **Create Shipping Label** to register or sign in to Shippo.
  - o Shippo is only available for customers in the United States for use with USD as the currency.
  - o Shippo also doesn't determine shipping costs. You'll need to add shipping charges for your products.
  - o You can't split orders to multiple addresses using Shippo.
6. Select **Create Label**.
7. Follow the steps in Shippo to create your label.

Your order is now fulfilled, and the customer will receive an email letting them know their order has shipped.

**Note:** Once you mark an order as Fulfilled, you will no longer be able to cancel the order.



## Working with option and choice limits

Your store can have up to three options for each product, and up to 100 choices for your entire store. This improves your store's online performance since it's easier for customers to buy products when they aren't overwhelmed by a long list of choices.

**Note:** What's the difference between a product option and a choice?

## Options

Add options if this product is available in different types, like variety of sizes and colors.

Name	Choice
= Size	Small, Medium, Large  

Size is a single product option; Small, Medium and Large are choices.

While most store owners never exceed the 100 choices limit, there are workarounds that still provide customers a clear way to find the choices they want.

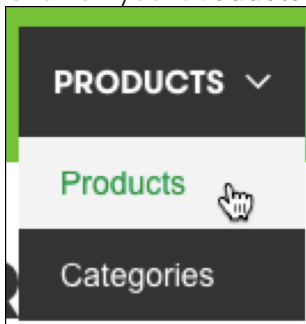
Action	Description
Use the Description	<p>Create general product options rather than specific ones. For example, don't include the dimensions for every Small, Medium and Large choice you create. Instead, include those details in the product <i>Description</i> like these pillow dimensions.</p> <div data-bbox="425 1052 803 1138" data-label="Image"> </div> <div data-bbox="425 1201 803 1287" data-label="Image"> </div> <p>Memory foam pillows.            Small: 20"x 15"            Medium: 24"x 20"            Large: 36"x 24"</p>
Separate option choices	<p>Create separate <i>Options</i> for a product. For example, you could use Size and Multi-Packs as pillow options, which gives customers more choices.</p>

Name	Choice
= Size	Small, Medium, Large
= Multi-Pack	Single, 2-Pack, 3-Pack

## Find products

As the number of products in your Online store grows, you can find them more easily by product category, name, or the product's SKU code.

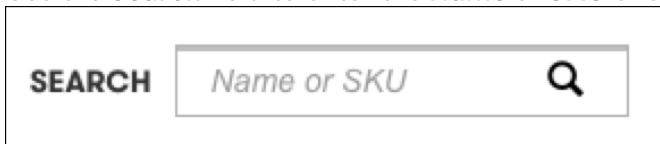
1. Log in to your account.
2. In your **Products** list, click **Online Store**, then click **Manage** next to the account you want to use.
3. Click on your **Products** tab then click **Products**.



4. Use the **Filter By** menu to select **All Products** or a particular product category, such as **Men's**.



5. Use the **Search** field to enter the **Name** or **SKU** of the item you want to find.



- Sort by the **Name**, **Price**, **Sale price**, or **SKU**.

<u>Name</u>	<u>Price</u>	<u>Qty</u>	<u>SKU</u> ▼
<a href="#">Men's Sweaters</a>	\$65.00	N/A	Q32014

- Press Enter/Return on your keyboard to start your search.

## Staying compliant with PCI

The **Payment Card Industry Security Standards Council** sets forth security standards to protect credit card data called the Payment Card Industry Data Security Standards (PCI-DSS or PCI for short). Entities that transmit, process or store credit card information are expected to abide by PCI.

You can use hosting to set up your online presence and product catalog. You can then work with a third-party provider to process payments on your behalf to keep credit cards off your server (for example: PayPal Checkout, Square Online Checkout and Stripe Checkout). Make sure you're aware of any additional requirements to keep your business PCI compliant.

If you prefer to accept payments directly on your site, we offer PCI-certified products like Payments, Managed WordPress Ecommerce Hosting, Online Store, and Online Appointments. PCI compliance is a joint effort. When you use one of our PCI-certified solutions, we design our processes and systems to protect your customer's credit card information and need you to protect your account.

## Payments, Online Store and Online Appointments

Payments through Online Store and Online Appointments are integrated with third parties that process credit card information in their secured environments. These products use a small amount of code on your website to enable your customers to enter credit card information directly on the site. This enables you to achieve PCI compliance by taking a few steps to protect your account:

- **User Management**
  - Always assign users a unique ID and use strong passwords.
  - Don't use group, shared or generic IDs or passwords.
  - Remove users when they should no longer have access.
- **Paper (non-digital) Records**
  - If you collect credit card information on paper, make sure to control access to the information and destroy it when it's no longer needed.
- **Service Provider Compliance**
  - If you use services to manage paper records or manage your account, make sure the service provider has acknowledged their responsibility for safely handling credit card data and you're confident they're fulfilling their obligations.
- **Incident Response Plan**

- Make sure you have a list of who you need to reach out to and how you will handle customer communication in the event of a data breach.
- **Submit PCI Self-Assessment Questionnaire A** (PCI SAQ-A) with your processor (Stripe, Square or PayPal).

**Note:** If you accept payments over the phone, you may be subject to additional requirements to secure your phone systems and computers used by your call center agents.





If you have additional questions, please work with your bank or contact a Qualified Security Assessor (QSA).

## Change multiple products

As you add more products into your store, being able to change several at once will save you time. For example, you can change the price, category, and names of multiple products in the same window.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > All Products**.
4. Select **Quick Edit**.
5. You have the option of changing each product's name, SKU, visibility, price, sale price, quantity and category for all products in the same screen.

The screenshot shows the 'Products' management interface. At the top right, there are 'Import' and 'Add' buttons. Below this, there are tabs for 'All Products' and 'Featured'. The main section is titled 'Quick Edit' and contains a table with the following columns: Name, Visible, Price, Sale price, Qty, and Category. The table lists four products: Eurofighter Typhoon 1, Dassault Rafale 1:72, F-35 Lightning II - 1, and MIG-35 Fulcrum 1:7. Each product row has a 'Visible' checkbox (all checked), 'Price' and 'Sale price' input fields, a 'Qty' input field, and a 'Category' dropdown menu. Below the table, there is a 'Product options' section with a plus icon. At the bottom of the 'Quick Edit' section, there are 'Save' and 'Cancel' buttons.

Name	Visible	Price	Sale price	Qty	Category
 Eurofighter Typhoon 1 SKU: RFG-TYP	<input checked="" type="checkbox"/>	100.00	50.00	5	Europe
 Dassault Rafale 1:72 s SKU: RFL	<input checked="" type="checkbox"/>	N/A	N/A	90	Europe
Product options					
 F-35 Lightning II - 1: SKU: F-35-1-144	<input checked="" type="checkbox"/>	60.00	50.00	10	USA
 MIG-35 Fulcrum 1:7: SKU: MIG-35	<input checked="" type="checkbox"/>	100.00	75.00	5	Fighters

6. When you're done making changes, select **Save**.

## Print orders from my Online Store

Print orders to send as invoices or packing slips or download them for your own records. Orders download as .csv files (comma separated values), which are visible with most spreadsheet programs like Excel.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Sales > Orders**.
4. Select the checkbox next to the order(s) you want to print.
5. Choose whether to hide price details, such as for a packing slip.
6. Select **Preview** to open the invoice in a new tab.
7. Print or save the order according to your browser.

**Note:** Your invoice header information is based on your site name in your website editor. In your website editor, go to **Settings > Basic Information**.

Your invoice contact details are based on your Business Info in **Settings > Business Info**.

## Add a shopping cart

If you want a website where visitors can buy your products you can set up a shopping cart for your customers to purchase your products. You'll need to get Online Store to do this.

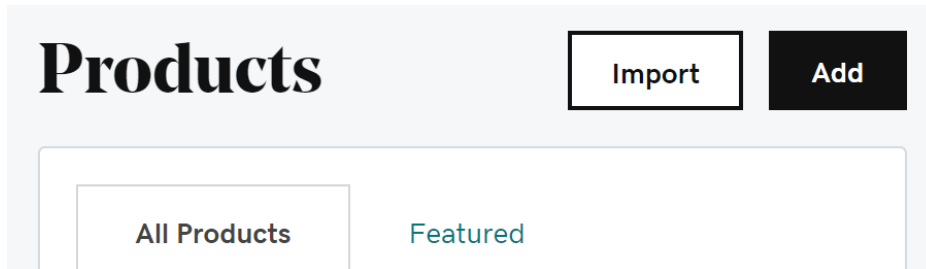
## Add physical products

Add physical products to your online store, including detailed descriptions, prices, photos, SKUs, categories and shipping info. Website Builder sites can also add downloadable digital products.

**Note:** Add up to 5,000 products to your online store in any combination of physical and digital products. You can export your products or import products from a CSV file.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. From your Dashboard, go to **Products > All Products**.

4. Select **Add** or **Add Product**.



5. Enter a **Product name** and a **Price**, which are required fields.
6. Fill in the optional remaining fields as needed:
  - o **Sale price**: Shows sale price with regular price crossed out.
  - o **Tax category**: Choose the tax category best for your product. If necessary, you can add or change tax category rates.
  - o **Visible on my store**: Use the toggle to show or hide the product on your store. You might set it to **No** to hide seasonal items or if you plan to display multiple products simultaneously later.
  - o **SKU**: Enter a unique SKU (Stock Keeping Unit) number to track your inventory and manage related invoices. Use any numbering scheme you like.
  - o **Categories**: Help customers find items by creating categories, such as clothing, housewares or toys.
7. Select **Add Image** or drop an image file on the box. Images are optional but highly recommended.

**Note:** You may add up to 10 images. Images must use .jpg, .jpeg or .png format, and can't exceed 10MB each. Gif images are not supported. (While images can be up to 5000 by 5000 pixels, their maximum display will be 1920 by 1080 pixels.)

8. Use the tabs to add more details or options for your product.
  - o **Description**: Add details about the product.
  - o **Inventory & Options**: Track available supplies and offer customers product choices, such as size and color. Each option can have its own unique price and inventory count.
  - o **Shipping**: Add package shipping weight and dimensions for when you add general shipping options. (Any shipping options you add here directly to the product will overwrite general shipping options.)
  - o **Search Engines**: Automatically adds a direct link to this product, which you can change if you like.
  - o **Identifiers**: Add product identifiers to better list your products on marketplaces. (Not available for Premium Online Store.)
9. Select **Save** when you're done or **Save and Add Another** to keep adding products. Your store listings are updated immediately.

You'll return to the **Products** page where you can make additional changes.

- Select **Quick Edit** to edit all your products at once.
- Select **⋮** to create a social media post about your item, duplicate your product or remove it entirely. Use the checkboxes to select multiple products for removal.

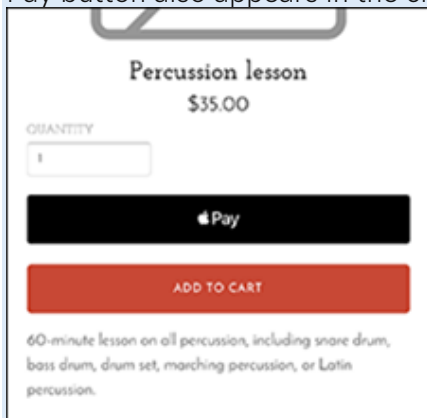
## Set up payment for my Online Store

Get paid for your digital and physical products with secure online transactions both you and your customers can trust. You can also get paid by adding a PayPal button, accepting payments for online appointments or through offline payment options.

Accept full or partial online payments through Payments (including Apple Pay and Google Pay), PayPal, Square or Stripe (including Apple Pay).

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Settings > Payments**.
4. Select **Connect** next to the payment method you want to add, and follow the prompts to sign in to an existing account or create a new account. You may add one credit/debit card method, PayPal, and offline payments.

**Note:** (Optional) Your Apple Pay won't show unless you go to your published store on an Apple Pay-enabled device and view your product page like any of your customers would. The Apple Pay button also appears in the checkout page.



### Payments

#### Online Payments



Square

We were not able to retrieve the default Square location. Please try again later

- Accept all major credit/debit cards, plus Apple Pay on supported devices
- Pay 2.9% + 30¢ per online transaction
- See your money in 1-2 business days
- No monthly or setup fees
- Accept payments online and in-person

[Learn more](#)

Connected

[View Dashboard](#)

[Disconnect](#)



## Change my shipping method

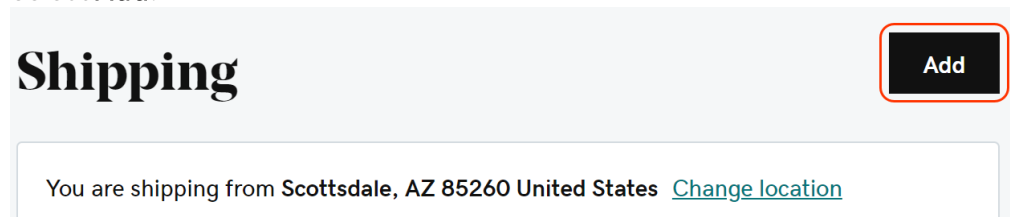
When customers check out in your store, they'll see the shipping method(s) you've selected (flat rate, weight-based, or carrier calculated methods) as well as any shipping charges, if applicable, in their order summary.

**Note:** If you add free shipping or a shipping fee directly to a product when you add package shipping weight and dimensions, the shipping for that item is not restricted and can be ordered by anyone in the world.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Settings > Shipping**.

**Note:** Set up **In-Person Pickup** or **Local Delivery** from this section, if that's a choice you offer. Select **Add** to the right of the In-Person Pickup or Local Delivery options. In the pop-up window, fill in the requested fields and **Save**.

4. Select **Add**.



5. Choose a **basic shipping method** (free shipping, flat rate per order, or weight-based) or a **carrier-calculated shipping method**. Follow the instructions for the method you choose using the tabs below.

- Basic Shipping Methods
- Carrier Calculated Shipping Methods

1. Select **Add** next to one of the **Basic Shipping Methods**.
  - **Free Shipping:** Set a minimum amount for an order to qualify for free shipping. In addition, create a coupon to offer temporary free or discounted shipping.
  - **Flat Rate Per Order:** Charge your customers a pre-determined rate so they know exactly what their total shipping cost will be.
  - **Weight-based:** Charge your customers shipping based on the weight of the item(s) you're shipping. The weight is calculated when you add package shipping weight and dimensions.
2. Name your shipping method using the **What customers see when selecting this method** field. It's a good idea to note the average shipping time as part of your description.
3. Complete any other fields, such as type of rate to apply to every order, charge per order, or different costs for different weights.
4. If you wish to restrict countries or regions you want to ship to, select **Edit**. After you add the country or countries to your list, some countries will give you the option to further restrict shipping to specific states, provinces, or territories using the edit icon.
5. Select **Save**.

## Set up taxes

Depending on where you are and where your customers are, you'll probably have to charge taxes on your sales and then report and pay those taxes to your government. Setting up taxes here should help make things easier when it's time to file and pay your taxes.

**Note:** You should always check with a local tax authority or tax accountant to make sure your business is set up correctly, you charge your customers the correct sales tax rate, and to make sure you file and pay your taxes correctly.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Settings > Tax**.

**Note:** Set up taxes for online appointments separately. Select **Settings** and under **Appointments** choose **Tax**.

4. Select **Add**.
5. Select the **Country/Region** then the **State/Province** (including All states/provinces), if applicable. Once set, you can't edit these two fields and will need to create a new tax rule if you need to change them.
6. Customize the description customers see when they check out in the **Display in checkout** field.
7. **Tax category** options are also provided, each with their own rate. Set a different rate for each location you add, or add more tax categories.
8. Check the box next to **My product prices already include tax** to apply taxes to items as people see them in your store instead of an added price at checkout, and **Charge tax on shipping** if that's required by your area.
9. Select **Save**.

To add an additional tax rate, such as one for a country/region and another for a state/province, repeat these steps as needed.

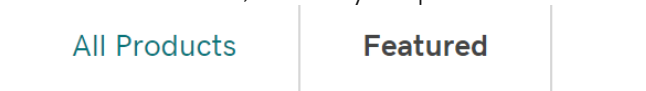
## Set up featured products

Add featured products so customers can quickly see your top products. These can be your best-sellers, or items or services that you want to draw attention to.

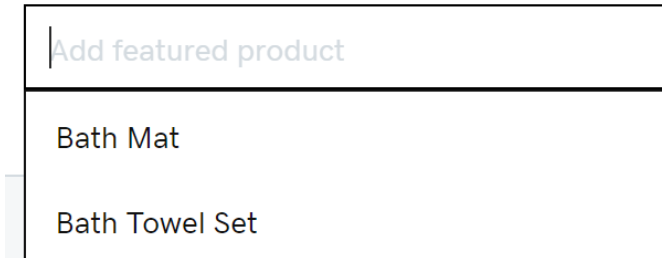
**Required:** You need have an online store section on your site and to add products to your store before they can be set up as featured products.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > Featured**.


4. In the **Featured** tab, search your products and select the ones you want to feature.



Feature up to 12 products and drag to reorder.



**Note:** You can add up to 12 featured products to your online store section on your site.

5. Rearrange your featured products by selecting and dragging them into the order you want. This will change their organization on your Online Store section on your site.
6. If you no longer want to feature the product, select the trash button . This removes it from the Featured Products list, and won't delete the product itself.

You're all set! Changes made to your products and featured products are automatically updated, so you don't need to publish your site.

## Add product categories

Help your customers quickly find what they need in your store by creating product categories and sub-categories.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > Categories**.
4. On the **Categories** page, select **Add**.
5. Enter a **Category name** and **Description**. You also have the option to edit the **Category link**. Your category link provides a direct URL to products in this category and should closely match your **Category name**.

**Note:** While not required, adding keywords in the name and description fields helps customers find you.

4. When you're done, select **Save** to close the window. The category is added to the **Categories** page.
5. Rearrange the categories by clicking and dragging to change the order.

6. Click and drag a category below or on top of another to make it a sub-category. Main categories can have two levels of subcategories. So "Clothes > Shirts > Women" would work but "Clothes > Shirts > Womens > Blouses" wouldn't.
7. Once you've created a category, remember to create a product or edit existing products.
8. To make your changes live, publish your site.

## Tips and best practices

- Use the pencil icon to change and edit existing categories, and the trash icon to delete categories you no longer want.
- To see how your site looks to customers, select **Website** in the dashboard for Website Builder or **View Store** in Online Store Premium.
- InstantPage users cannot create more than three categories.

## Create add-ons to a product

Create a product add-on to offer customers more choices. Add-ons are the personalized details or extra items that you add to product you're selling. For example, a customer may want to add engraving as part of their service or gift wrap as an additional purchase.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > All Products**.
4. Select the name of the product you want to update, or add a new product.
5. Select the **Inventory & Options** tab. Under **Add-ons**, select **Create Add-on**.
6. Type an add-on name, such as "engraving" or "gift wrapping."
7. Under **Type**, choose **Buyer selects from a list** to provide your own service options.
  - Add options for the service under **Choice**. To add more choices, select **Create add-on choice**. For example, if you're adding a gift wrapping service, one choice could be "Red Paper" and the second could be "Metallic Paper."
5. Or, under **Type**, select **Buyer enters custom text** if you want customers to enter their own choice such as words for engraving.
  - In the **Instructions for the customer** box, add guidance for your customers.

- For **Character limit**, set the maximum length of customers' messages.

**Type**

Buyer enters custom text

Mandatory for the buyer

**Instructions for the customer**

Provide the name of your pet and the contact phone number.

**Character limit**

50





**Charge**

\$ 0

6. Other ways you can customize the option include:
  - Check the **Mandatory for the buyer** box if you require customers to select the service.
  - Add a **Charge** so that if the customer chooses to add the service, the product's final price includes the increase.
7. Select **Done**. The service option is added to the **Add-ons** list.

**Add-ons**

Include additional options for buyers like engraving, gift wrapping, accessories etc.

Name	Type	Choice		
= Gift Wrapping (Optional)	List of Values	Metallic Paper (\$3), Red Paper (\$3)		
= Custom Engraving	Custom Text	Max 50 characters		

## Enable customer product reviews on Yotpo

Connect your online store to Yotpo so your customers can leave product ratings and reviews.

1. Go to your product page.
2. Scroll down to **Website Builder** and select **Manage** next to your website or store.
3. From your Dashboard, go to **Promote > Promote**.
4. Select **Turn On** for **Product Reviews, Powered by Yotpo**.
5. Enter the email address where you want the reviews to be sent, then select **Sign Up** for Website Builder or **Enable** for Premium Online Store. Or you can connect to an existing Yotpo account.
6. Select **Manage Reviews** to go to Yotpo and see your product reviews.

**Note:** Up to 9 reviews per product display on your site. To see all reviews, visit Yotpo. This free version of Yotpo is limited to 50 reviews a month, but you can upgrade for more reviews.

## Enable abandoned cart recovery

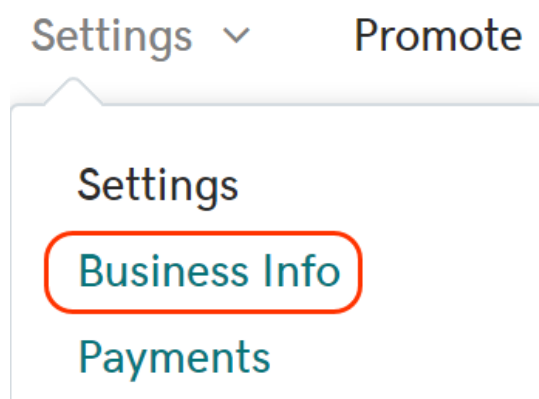
Enable abandoned cart recovery to re-engage customers who enter their information in their shopping cart but then leave your store without making a purchase. Abandoned cart emails remind customers to check out their chosen products, which can boost your sales.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Sales** and select **Abandoned Carts**.
4. Select the **Enable abandoned checkout reminders** toggle to turn it on or off.
5. Choose how much time should pass after a customer leaves your store with products still in their cart until the email is automatically sent.

## Change my Premium Online Store currency

Change the currency in your store, such as if your customers are in a different country than where your store is located. Your customers will then see products in the currency of your choice.

1. Go to your product page.
2. Scroll down to **Website Builder** and select **Manage** next to your Premium Online Store.
3. From your Dashboard, go to **Settings** and select **Business Info**.



4. Under Regional Info, select a **Currency** from the drop-down list.

**Currency** \* ?

5. Select **Save**. Your store now displays prices in your preferred currency.

## Set up text message alerts for my Online Store

Turn on text message notifications so you never miss an order.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Settings > Business Info**.
4. Select the **Get SMS notifications when you get an order** toggle to turn it on.
5. Enter your mobile phone number, and then select **Next**.
6. We'll send you a passcode to verify your phone number. Enter the passcode number from the text and then select **Finish**. If you don't receive the text in a few moments or your passcode expires, use the **Resend it** link to get another passcode.
7. The number receiving texts now shows under the SMS notifications toggle. Use the **Update** link if you need to change it.

## Statement of Support – Online Store

Please review the full Statement of Support to learn more about available support for additional products and services.

### Supported:

- Purchasing or renewing Online Store
- Explaining Online Store features and benefits
- Setting up your Online Store Account
- Making your domain name work with Online Store
- Explaining how to use Online Store
- Explaining how to add/delete web pages
- Explaining how to add/delete content (words and pictures)
- Explaining how to add products to your store
- Explaining where your shipping and payment options are
- Explaining how to publish your Online Store

## Not Supported:

- Creating and deleting web pages
- Adding content to your Online Store (copy, images, video)
- Customizing images (quality, color, size, aspect ratio)
- Customizing Online Store templates
- Adding custom code (HTML, JavaScript, CSS) to your website
- Configuring your shipping and payment options
- Uploading files to your Online Store

## Secure payments

Major credit card companies have regulations that you must follow to protect customer's private information from falling into the wrong hands. If you collect payment information you must follow these regulations, even if you don't process the payment yourself.

Payment Card Industry Data Security Standards (PCI-DSS) include the use of a website firewall and an SSL certificate. These regulations ensure the secure transmission, storage, and handling of cardholder information.

### Why do I need it?

You don't want your visitors hurt because they visited your site and trusted you with their personal information. And if the credit card companies find out you are violating the PCI-DSS regulations, there are penalties and consequences. These can include fines, suspension of ability to process credit card payments, and liability for fraud charges.

### What do I need to do?

**This is not legal advice:** There may be additional laws, regulations, and guidelines related to your ecommerce website.

With PCI-DSS, everything is about reducing opportunities for bad actors to get cardholder data. Even if you use a third-party payment processor such as Stripe, Recurly, or PayPal, you must follow the PCI-DSS requirements.

Here's a few quick tips to secure payments on your ecommerce website:

- Reduce the number of people that can make changes to your site and online store, or access customer information.
- Use good passwords and two-step verification.
- Update your CMS and plugins regularly to avoid vulnerabilities.
- Reduce third-party components, such as plugins, extensions, or themes.
- Install software from reputable sources only.
- Keep your server software up-to-date.



Whenever you add new features or components to your website, you're also introducing potential for a vulnerability which can be exploited.

## PCI compliance and secure payments

To maintain compliance, ensure that your website and payment processing meets PCI-DSS Council requirements. Use the PCI Compliance Checklist to ensure you're fully compliant.

Many online stores use a reputable payment gateway to help process credit card payments and transactions. While this can cover some PCI requirements, you're still responsible to make sure everything complies.

## Fully managed online stores

For websites running managed stores, like Websites + Marketing Online Store, the server and all its software are proprietary — meaning you will not be held liable for security configurations.

You should still be familiar with the PCI-DSS standards, as they also apply to handing credit card data in person or over the phone. You'll also want to use good passwords and two-factor verification to protect your online store from being hijacked.

## Self-hosted online stores

If you're running a self-hosted store, such as WooCommerce or Magento, ensure your server and software environment are secure and meets the PCI-DSS standards. This includes activating a web application firewall and installing an SSL certificate.

## Add Online Store section

Add an online store section to your website to sell your products.

**Note:** If you don't have the shopping cart icon in the top-right of your site, then you are missing the Online Store section. Without the section your shopping cart will not work on your site.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Go to the page and location you want to add your Online Store section and add a section.
5. Search for the **Online Store** section. If you do not see Online Store, you already have it added somewhere else in your site.

**Note:** Only one Online Store section is allowed in the entire site. If an Online Store section already exists in your site, go to it and move it to the page and location where you'd like it to be.

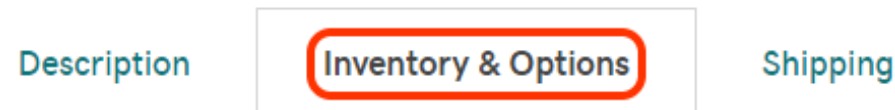
You can also delete the section and add it again anytime. Deleting the Online Store section does NOT delete any of the products you've added to your store. All of that information is managed from your Dashboard.

6. Customize the section, such as the layout and accent color. Use the store shortcuts to add products and set up your shipping and payment settings.
7. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

## Set up my product options

Options enable you to customize the products you sell without having to create additional products. For example, if you're selling shirts, you can create options for the different size and colors of each shirt type that you have available.

1. Go to your product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > All Products**.
4. Add a product, or select an existing product name to open it.
5. Open the **Inventory & Options** tab.



6. Under **Options**, select **Create Option**.
7. Enter an option type, such as "color" or "size."
8. In the **Choice** field, enter a selection type for the option. For example, enter "red" for a color, or "small" for a size.
9. Select **Create option choice** to add more selections, such as more colors or sizes.
10. Select **Done** to save your changes.

## Export my Online Store product data and catalog into a CSV

If you need your products exported from your Website Builder online store, then one easy way is to export them as a CSV file.

1. Go to you product page.
2. Scroll to **Website Builder** and select **Manage** next to your site.
3. In your Dashboard, go to **Products > All Products**.

4. If you want to only export certain products, check the boxes next to those products or use the **Type** or **Category** filters or the **Search** bar to find those products.
5. Select **Import/Export > Export**.
6. Select the button to export all products or the current search or filter.
7. Select **Export**.
8. The export is sent to your email when your file is ready. A pop-up window will also appear in your browser with a link to download the CSV file when the file is ready.
9. Select **OK** to return to your products.

## Update the business info on my invoice

There are two places business info appears on invoices and emails to your customers:

1. Your invoice header displays your website's logo. To change what customers see, update the logo or text for your website header.
2. Emails and your invoice body displays your general business info. To make updates, change your business information (name and address).

