

**Content Management System**

**e-Commerce Manual**

**(paypal)**

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This user manual assumes competence in the following areas:

- Using the Content Management System – see separate user manual.
- Basic knowledge of the internet: web browsing and using a web browser; using website menus, hyperlinks and similar navigational systems; downloading images and other files; working with emails.

It is also useful, although not essential, to have basic working knowledge of:

- A photo editing package such as The GIMP or Adobe Photoshop.

Finally, it is also essential that:

- A paypal business account is set up and its details are integrated into your website.

# 1. Logging In

## 1.1 Paypal Login

You must log into your Paypal account to edit settings such as credit card and bank account details, and your company address and phone numbers. These details are not covered in this user manual, but documentation is available on the paypal website.

**Make a note of your paypal account details below**

***Website: [www.paypal.com](http://www.paypal.com)***

***Username (email address):***

***Password:***

## 1.2 Content Management System Login

Please refer to the separate Content Management System user manual for details on how to log into your system and create at least one standard menu item or directory in which the new e-commerce products gallery will be contained.

## 2. Adding Products

Product galleries function in a similar way to the image galleries used in the main Content Management System. When e-commerce is enabled, product galleries may be integrated seamlessly into the website as if they were image galleries. Once you have logged into the Content Management System and navigated to the menu or directory which will contain the new product gallery, follow the instructions below.

### 2.1 Adding A New Product Gallery

To add a new product gallery, make sure you have first navigated to the menu item or directory which will contain the new gallery by clicking on the relevant "Browse" link(s). Once the page has loaded, click on the "Add Product Gallery" link above the table of existing items. A new page will appear, whose contents are identical to those described in the "Adding menu items, directories and pages" section in the separate Content Management System user manual. Please refer to that document for further details. Once the new product gallery's options have been set and submitted in the manner described, click on its "Browse" link to go to a page with the following options.

### 2.2 Adding Products to the Gallery

#### **Add another item**

Click on this button to begin. This will add an empty record for one new product to the page which you can fill by entering the following values. If you wish to add more than one product, you can press this button repeatedly to create as many blank records as you like, each of which will contain the details of one product – but on a slow internet connection be sure to leave time for the page to reload after each click.

**Note:** *If you have made changes to the contents of any of the existing records, make sure you click the "Submit" button at the bottom of the page before clicking the "Add Another Item" button. Clicking on the "Add Another Item" button without clicking "Submit" first will lose any unsubmitted changes.*

#### **Image File(s) (optional)**

Select the image(s) you would like to upload for this product. Up to two images are allowed. Click on each "Browse..." button to open a dialogue box which will allow you to choose an image from your computer. It is recommended that JPG (Jpeg) or PNG images be used – do not attempt to upload uncompressed formats such as BMP (Bitmap) files, or other non-image formats such as PDF files or word processor documents. Even compressed images larger than 1024x768 pixels (the typical resolution of a 15" monitor or a 1 Megapixel digital camera) should not be uploaded without being resized or recompressed using a photo editor such as Photoshop or The GIMP.

Similarly, it is recommended that low-colour images such as limited-palette GIF files, or very low resolution files (smaller than approximately 100x100 pixels) should not be used unless a deliberate effect is desired.

#### **Product Title**

This is the main title which will appear alongside the product's image when it is viewed as a thumbnail in the product gallery. This is also the title which will appear above the product's image when the product's full details are viewed on a page of its own.

**Subtitle (optional)**

This is the opportunity for a slightly longer title or one-sentence description of the product which will appear just below the main title. This subtitle also appears in any galleries or directories in which the product is listed.

**Description**

This is the main product description. Type three or four sentences in here to describe your product as fully as possible. All formatting from text in this box is removed, including line breaks, tabs etc. so that the entire description automatically appears as a single paragraph in the website's normal font face and colour.

**Product Code**

Enter a code for your product. You may enter any combination of letters and numbers you choose, up to 20 characters in total. This code will be useful in identifying and tracking the product when an order is received, and in differentiating it from all other products. You may wish to ensure this product code is unique, but this is optional because the code you enter is always appended with a dash followed by an automatically generated unique number to ensure that the product code is unique even if the same product code is inadvertently used twice. For example, for a product called the "Very Special Widget" you might like to enter the product code "VSW". This will be automatically appended with a unique number such as 123, so that the complete product code would be "VSW-123".

Once a product code has been entered and submitted it cannot be changed until the item is out of stock. This lock is to ensure that all product codes remain unique and cannot inadvertently be changed halfway through a customer transaction. Once an item is out of stock its product code can be changed if you choose to restock the item. See page 6 for more details.

**Price**

Enter the price of the item in GBP. Do not use a currency symbol; this will be added automatically. The price should be the total amount this product will sell for minus any postage (see below). If your products require taxes or other levies to be added to the price, either include these in the total price which you enter in this box, or use your paypal account to add the taxation information – see the paypal website for more details.

**Postage**

Enter the postage price for this item for each of the delivery options available. You can specify different delivery prices for each destination if required; if the postage price is the same for each destination you must enter the same price in each box.

**Optional link for more information (optional)**

If necessary you may enter an internet address here to any website or page which contains more information about this product. For local pages which are part of this website, simply use the page's filename, e.g. '*pagename.php*' or '*welshpagename.php*'. For External links to pages on other websites remember to include *http://* - for example *http://www.anotherdomain.com*

**Position (optional)**

This is the position of the product in the gallery, i.e. the order in which products are displayed. The smaller the "position" number the higher up in the gallery the product will be displayed – a product with position 1 will be displayed 1<sup>st</sup>, a product with position 2 will be displayed 2<sup>nd</sup> and so on. If left blank, each product will be given a position value 10 greater than the previous product – e.g. 10, 20, 30 etc. This is in order to enable you to insert additional products in between at a later date – for example, to insert three products between positions 10 and 20 you might number them 11, 12 and 13.

## **Quantity**

By default, new products are added to the gallery with a stock level of 1. If you have more than one identical product you may increase this number, but please be aware that this will cause all products in this group to have identical product codes. This is not a problem provided all the products are genuinely identical, i.e. that they cannot be told apart and that it therefore does not matter which item is sent to which customer.

If you wish to add a product but hide it from public display on the website you may define its quantity as 0, in which case it will appear in this gallery's list of sold out items – see page 6 for details.

## **Delete this item**

To completely remove a product from the gallery, click on the “DELETE THIS ITEM” link associated with that product. A confirmation box will appear. If you choose “Yes” or “OK”, that item will be deleted. If you choose “No” or “Cancel”, the confirmation box will disappear and the item will remain intact.

**Note:** *to retain a product's details such as title, description etc. but replace the product's image(s), simply click on the “Browse...” button and choose a new image from your computer. The new image(s) will be uploaded to the website and will replace the existing one(s).*

## **Add this item to the translation queue/Remove this item from translation queue (optional)**

On systems which have automatic translation enabled, by default product galleries are not translated. Use these options to add a product gallery to the queue for translation, or to remove a product gallery from the queue if it no longer requires translation. Remember to visit the 'Translation' section of the Content Management System to send an automated email to the translator when you are done (see the separate Translation Manual for more information).

## **Upload to Website**

Click on the 'Submit' button when you are sure you have filled in all required fields correctly and you are ready to publish this gallery on the website.

## 2.3 Viewing Out of Stock Items

When products are added to a product gallery they are automatically assigned a stock level of 1. If required, this can be overridden by changing the number in the “quantity” box – see page 5 for details. When a product is added with a quantity of 0, or when a product has sold out and its stock level is automatically reduced to 0, it is not deleted, but instead is moved to the “out of stock items” list for that gallery. To view this list, click on the “VIEW SOLD OUT ITEMS” link at the very top of the page. A new page will be displayed which is the same as the previous one except that it shows items which have sold out rather than items which are in stock. Once you have finished viewing the “out of stock” list and wish to return to the gallery of items which are currently in stock, click on the “VIEW ITEMS CURRENTLY IN STOCK” link.

## 2.4 Restocking Out of Stock Items

To make a product which was added with a stock level of 0 publicly visible on the website, or to restock a product which had previously sold out, we simply increase its stock level to 1 or greater. To do this, navigate to the gallery which contains the item and then view that gallery's “out of stock” list as described above.

### Quantity

Type the number of items available for sale into the “quantity” box for that item. If you have more than one identical product you may use a number greater than 1, but please be aware that this will cause all products in this group to have identical product codes. This is not a problem provided all the products are genuinely identical, i.e. that they cannot be told apart and that it does therefore not matter which item is sent to which customer.

### Product Code

The product code used by the item when it was in stock will be displayed in the box, but you can now edit the product code if necessary. By default, the existing item code will be appended by a new unique number in order to ensure that it remains different to the code used by the same product last time it was in stock. For example, a code which was previously “VSW-123” will now have another unique number such as “456” appended to it so that the new product code becomes “VSW-123-456”. If the product is restocked again in the future, its code would then become “VSW-123-456-789”. The addition of a unique number is not only important for differentiating between different products, but can also be used to indicate how many times the product has sold out and been restocked before.

However, the previously added unique numbers can be removed if required by entering a different product code in the box. You might wish to simply delete the unique number which was automatically appended to the product code last time – for example, removing the “-123” portion of the “VSW-123” product code would now result in the restocked item having a product code of “VSW-456”. Alternatively you might wish to use a completely different product code – for example, removing the entire “VSW-123” code and typing “ABC” instead would result in the restocked item having a product code of “ABC-456”.

### Upload to Website

When you have altered the quantity and product code fields as required and are ready to restock the item, click on the “submit” button at the bottom of the page. The item will now disappear from the “out of stock” list and will appear instead on the “currently in stock list”. It will also appear on the website for all to see.