



starwebz WebShop

User Manual

Using WebShop

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Introduction

Finally, a simple solution that gives you an e-commerce web site in a box. Starwebz WebShop gives you the ability to create a complete e-commerce enabled web site so you can sell products directly online.

Simple step-by-step set-up screens walk you through the process of creating your very own web site. As you set up your web site you can type exactly what you want your web pages to read, load pictures to display, then choose a pre-designed web site template that gives your site a professional look. An integrated product catalogue manager lets you quickly enter and manage all the products you want to display online. Then when you are ready, simply click a button and Starwebz WebShop does the magic of automatically building your complete web site, and because this software works on your PC there's no need to connect to the Internet until you have everything ready to go.

With this program you will be able to build your own Database driven web site and a full online commercial shopping facility including the ability to create, show and change your own unique shopping facility from a wide selection of templates that include:

- Your own Home Page
- Your own News Page
- Your own About Us Page
- Your own Contact Us Page
- Your own Links Page
- Your own Feedback Page
- Catalogue Shopping Pages with automatically created layered search facilities
- A full Shopping Cart and Ordering Facility Page

Plus

- A full Stock Listing and Product Catalogue Manager
- The ability to include all or selected items from your stock listing with the click of your mouse
- Show special offers on the Home Page
- Show a complete and interactive Shopping Cart
- Add and Adjust variable Tax and Shipping Costs on all items individually
- A complete online ordering facility, including Phone, Fax and Mail Orders
- An established Secure Service facility for online Credit Card Orders

Installation Guide

It is strongly recommended that you exit all Windows applications before running this Setup program.

If you are using Windows NT or Windows2000, you must be logged on to your PC as the Administrator.

Loading from CD-ROM

1) Insert the Starwebz WebShop CD into your CD-ROM drive.

The Setup program should start automatically.

If the Auto-run feature is disabled you will need to do the following:

- I) Double click the My Computer icon and note the drive letter assigned to your CD-ROMdrive. (You need it for step 3).
- II) Click the Start button and choose Run.
- III) Type d:\setup in the command line dialog box (use the drive letter of your CD-ROMin place of d:).
- IV) Click OK to start the Setup program.

2) Go to the section Setting up Starwebz WebShop.

Loading from the Internet

1) Open your browser (Netscape Navigator, Internet Explorer, etc.) and navigate to <http://www.Starwebz.com>.

2) Follow the hyperlink to Download...

3) Cont.

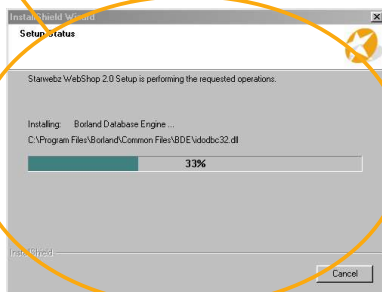
4) Cont.

5) Go to the section Setting up Starwebz WebShop.



Setting up Starwebz WebShop

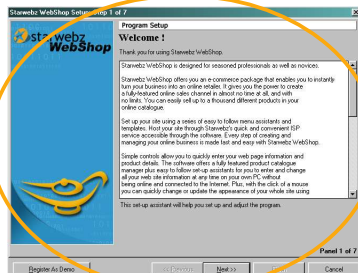
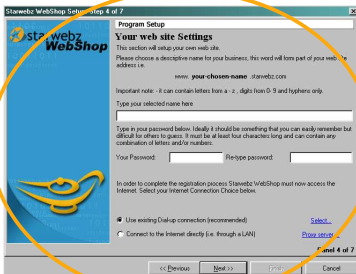
- 1) Once the set-up program has started you will see three buttons in the lower right corner of the set-up window. These buttons are used to move through the set-up process. If you have any other programs running at this point please cancel the set-up, close the programs Click the **Next** button to move to the **Software License Agreement** window.
- 2) Please read the License Agreement, you can use the Page Down key to see the rest of the agreement. When you have finished, click the **Next** button to move to the **User Information** window or click **Cancel** to exit the set-up.
- 3) In this window you type your name and the name of your company, if you don't have a company name it can be left blank. When you have finished, click the **Next** button to move to the Choose **Destination Location** window.
- 4) You can choose the location where the set-up program copies the Starwebz WebShop program files. If you are not sure then then leave the setting chosen automatically for you (you should see c:\..\WebShop 2.0). When you have finished, click the **Next** button to move to the **Select Program Folder** window.
- 5) Starwebz WebShop allows you to choose a folder in the Start Menu where you keep the program icons. If you are not sure then you can leave the standard folder. When you have finished the set-up and wish to start Starwebz WebShop click the Start button, go to Programs, Starwebz WebShop 2.0 and click on the icon. When you have finished click the **Next** button to move to the **Start Copying Files** window.
- 6) Check the information displayed, you can use the **Back** button to return and change any information at this point. When you have finished click the **Next** button to start copying files to your hard drive.
- 7) When the set-up program has completed, click Yes. You are now ready to **Run Starwebz WebShop for the first time. You may be prompted to restart your computer.**



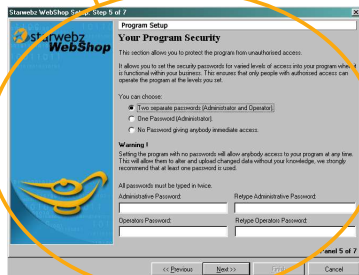
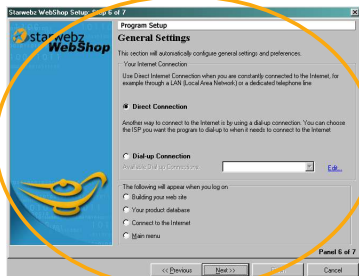
Running Starwebz WebShop for the First Time

When you have finished the set-up and wish to start Starwebz WebShop click the Start button, go to Programs, Starwebz WebShop 2.0 and click on the icon.

- 1) Starwebz WebShop 2.0 will open and the **Starwebz WebShop Setup Wizard** will start. Please read the welcome screen, you can use the scroll bar on the right to see the entire message.
 - a) If this is a Demo Version, please click the **Register as Demo** button now.
 - b) If you have a registration number, please click the **Next** button to continue.
- 2) You will now need your registration number, please enter it in the space provided and then click the **Next** button to continue.
- 3) The **Registration** window is where you enter all your personal details, any boxes marked with an asterisk (*) must be filled in, all other boxes are optional. You need to register your copy of WebShop before you can use it. When you are ready, please click the **Next** button to continue.
- 4) The **Web site Settings** window is used to set the name of your Web site. There are four steps.
 - a) The first step is to type in a unique name for your site (You may use any letters a-z, any numbers 0-9 or hyphens -. You may not use any other characters e.g. / \ _ * & ^ % \$ # or spaces)
The name you choose will be verified and if it is not unique you may be asked to choose another name. Once it has been accepted it will become a part of your web site address eg www.mysite.starwebzbiz.com
 - b) Next you need to set your password, this is to ensure that only you are able to change your web site, no-one will be able to alter the site on the Internet without this password. The password must be at least four characters long and you will need to type it twice.



- c) In order to process your registration the set-up wizard will need to connect to the Internet, at this point you need to set how that is done.
- If you connect via a telephone line choose **Use your existing dial-up connection** and **Select** the one you wish to use.
 - If you connect via your network choose **Connect to the Internet directly** (proxy connections are supported).
- d) Please click the **Next** button to continue. You will see the **Registering** dialogue box and when this is finished you will move to the next window.
- 5) **Your Program Security** window is used to protect your WebShop from unauthorised access, there are three levels of security.
- Two separate passwords (Administrator and Operator) – There are two levels of access, Administrator (who can do things like change settings and passwords) and Operator (who can only make changes to the web site content) each has a unique password, which must be typed twice.
 - One password (Administrator) – There is only one level of access, Administrator, but you must still set all passwords (Operator will not be available)
 - No password giving everybody immediate access. This is not recommended. Please click **Next** to continue.
- 6) The **General Settings** window is used to confirm your preferences, it will use the information provided for **Registration**, if you are not sure then leave the settings as they are – you can change them later. Please click **Next** to continue.
- 7) The **Last Step**, please read through this window. If you need to go back and change something you can click **Previous**. When you are satisfied, please click **Save and Close**. The wizard will close and Starwebz Webshop will open ready for you to use.
- 8) Please go to the section **Using Starwebz WebShop**



Using Starwebz WebShop

Product Overview –

Once the software is installed, you are presented with a window consisting of a text menu bar and two main parts; the navigation bar down the left-hand side of the window, and the main working area on the right, where dialogs and set-up pages will be displayed. There are three main items and four subordinate items along the left:

Build web pages (associated screen capture)–

Your web site settings are here. This covers all the descriptive text that is displayed on your site, and also which style of template to use.

Edit product catalogue –

This is where you update your database of products and prices and where most of the action happens.

Connect to the Internet –

This section enables you to choose which sections of the site to upload. The whole site, modified pages, web site content or product information. It means that you won't be uploading unchanged material time after time. You also download and view any orders from here.

Tutorial –

A tutorial to familiarise yourself with the e-commerce jargon. It also contains a brief overview. It may help you to browse through this first to help understand the internet terms.

Help –

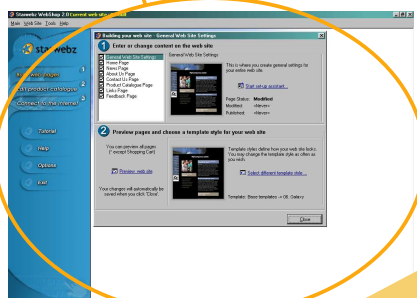
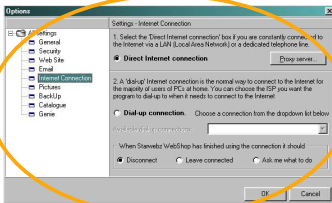
A section which will contain Help text when available.

Options (associated screen capture)–

From here you control how your WebShop is set-up. Things like general WebShop web site format, security and the passwords used for access to the software, your web site settings, your email setting, Internet connections, pictures set ups, back up destinations, catalogue settings and the Genie settings.

Exit –

This will close your Starwebz WebShop program.

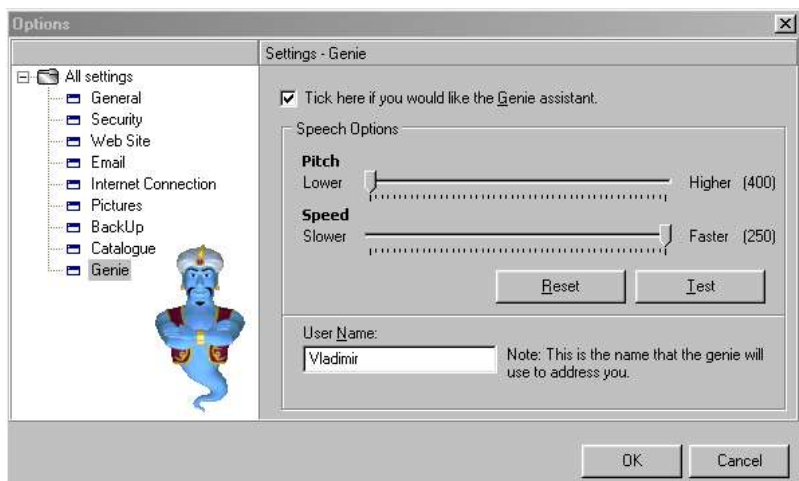


What the Genie does:

- The on-line talking Genie is here to assist you in the building of your web site
- He is friendly and guides you step by step through the web site building process
- He is funny and tells you interesting facts as well as cute jokes
- He keeps you company and becomes your personal friend

How the Genie operates:

- He automatically appears every time you open the WebShop and greets you personally
- He automatically instructs you
- If you right-click on him you can hide Genie
- If you want Genie to re-appear, just click on the little “Lamp” icon at the bottom of your taskbar and Genie will re-appear!
- If you click on “Main” in the upper left corner of the page, and then on Options, you will be given a number of choices for Settings that you may choose to make changes to. If you click on the Genie option, you can adjust the Genie “pitch and speed” as well as changing the User Name.
- If you double-click on the Genie, you can move him around on the page, by moving the cursor.



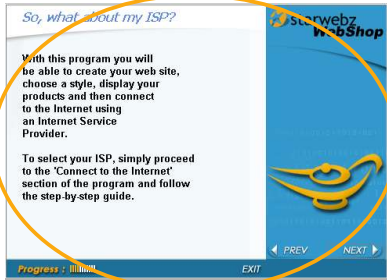
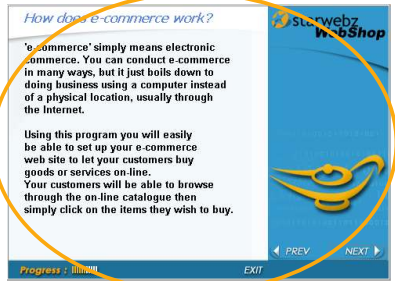
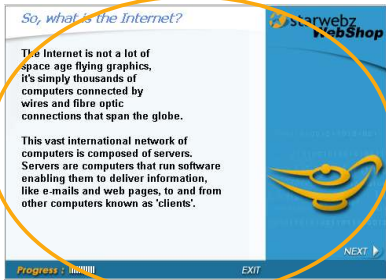
Tutorial

This is a simple step by step guide to the Internet, if you are not that familiar with the Internet jargon and wish an introduction, it is well worth going through this section. Just click on the Tutorial button on the left of the screen.

Topics include:

"So, what is the Internet?", "What is the World Wide Web?", "What's an ISP?", "So what about my ISP", "How does e-commerce work?", "What about web hosting", "How do I get an ISP?" and more.

The wizard format allows you to move backwards and forwards using the prev and next buttons. If you wish to stop the wizard click the exit button.

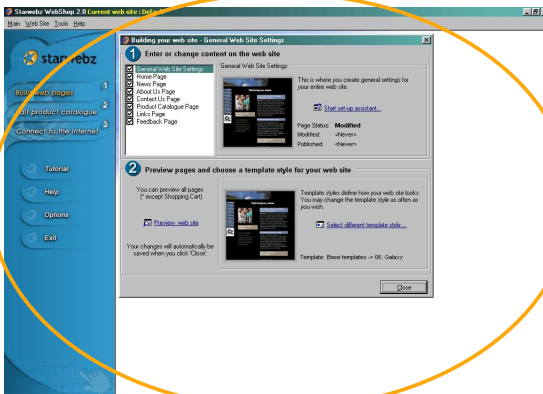


Build Web Pages

When you click on **Build Web Pages** you are presented with a new section on the right hand side of the screen. This consists of set of options displayed in a box. These options when clicked will take you to a series of Assistants that enable you to change all of the descriptive text. The text is displayed on your home page, news page, about us page, contact us page, product information pages, link page, and feedback page.

The first option, General Web Site Settings, is where you set your address, payment options presented to your customers (including credit card clearing and your merchant ID), the title used by your Web pages and even the keywords that will be picked up by search engines that index your site. The other options: Home Page, News, About Your Organisation, Your Contact Info and Product Catalogue, Links and Feedback are all very similar to each other. When you go into any of the options, you are presented with an Assistant that enables you to enter the descriptive text for the sections of the templates. You will also be able to see exactly where the text will appear on your web site as the sections are highlighted. This method allows for quick building of your store.

The lower dialog box, enables you to select which set of templates to use when displaying your store. You are presented with a list of available templates. Clicking on any gives four thumbnail images showing what the template will look like. If you find that the thumbnail doesn't help, you can click on it and an operating version of the template will be displayed full-size in your browser. You can flip between templates very quickly and, if those provided aren't to your taste there is an online library of additional templates available on the Starwebz web site just one click away. If you have specific requirements, which the available templates do not address, then Starwebz can create specific templates for you at fairly low cost.



Using Pictures

When you wish to use pictures on the Internet, there are a few things you need to know.

- The Internet itself generally uses two types of picture formats. These are
 - .gif – graphics interchange format
 - .jpg – joint photographic experts group
- All pictures on the Internet are rectangular, even if they sometimes look different.
- The idea is to get the images' file size as small as possible, smaller files are quicker to appear.

Starwebz WebShop allows you to use different types of pictures, these include-

- .bmp – Windows bitmap
- .gif – graphics interchange format
- .jpg – joint photographic experts group

To use a picture it must first be in electronic format. Getting a picture onto your computer can be accomplished in a number of ways:

- Use a digital camera to take a photo of your products.
- Contact your printer and request an electronic copy of your company logo.
- Scan the pictures into your computer.
- Purchase pictures.
- Have the pictures created for you by an artist.
- Create the images yourself.

Once you have created the picture save it using one of the file types that WebShop supports.

Tip – most people will keep all their pictures in one place on the hard drive and use descriptive names for the picture file.

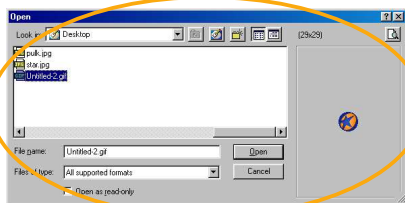
Inserting Pictures

Once you have created the picture it is time to use it, there are several places in WebShop where pictures can be inserted and they always have a button marked **Load Picture** or **Change/Load**. When you click this button you will see the **Open** box appear. You can now move to the place where you keep your pictures and select the one you wish to use. Once you have the picture selected click the **Open** button. The small image next to the **Load Picture** or **Change/Load** button should now change to show the new picture. Note: it is important to save after inserting a picture, if you choose cancel, the picture will be removed and you will have to re-insert it.

Edit Product Catalogue

After you've built the skeleton of your store, you will need to add some products to your database.

This is carried out using the second icon on the left of the screen, Edit Product Catalogue. You are now presented with a tabbed dialog box, all of the tabs relate to the actual product information, rather than to your site itself. The first two tabs enable you to list current product details and enter new product details. The first, All Items, lists all items in your database, as it's name suggests. The second, Web Items Only, displays those items that have been selected as appearing on the Web. This, in conjunction with the reporting, means that you could enter all of the products you sell, but then tag which ones you will sell over your web site and have a quick and easy way of seeing just the web-available products. The other products, making up your entire product range, would be picked up by the reports, enabling you to send a price list to your customers. These days though, it's unlikely that many people will not want to sell their whole product range over the Web. The main part of the screen is taken up with a list and some of the pertinent details, such as cost price, sell price, how many are in stock, and a thumbnail image if one is available for the item. There are also buttons that enable you to pop up editable lists for taxes and shipping costs. The list of items could get large over time, so it's useful to have the ability to filter the items returned in the list. Basically, any field can be filtered on, so you can list items within a price range or items within a particular category. If you click New Item, you are presented with a dialog box with all the fields required for a product. These include all the standard options, such as cost and sell prices, title, description, related image and category.



Connect to the Internet

Once you have set up the site for the first time and added products to the product database, then you will need to upload everything to your web site. This is carried out using the third icon on the left of the screen, Connect to the Internet. The first time you have to do this, you'll need to opt for the Publish Full Web site option. This creates the directory structure, uploads all of the required scripts and then uploads your content changes and the product database. It is a good idea to upload your site with only a few products at first. This will give you a chance to see how your web site will look in just a few minutes.

The other options you have here are to publish modified pages only, all company pages and the product database itself. This is all done at the touch of an icon and means that once you have all the text as you want it, you can simply upload the product database and all your new product details will then be available in one of the existing templates for you to see.

What the public sees

Once you have published your site, it is available to the Internet public, so go and check it yourself after you've published it. If you looked at any of the templates that you chose while building your store, then you won't see anything different except that the shopping cart functionality operates on the Web site, whereas it doesn't locally.

The shopping cart is fairly standard, listing each item, price and quantity, and adding the tax and shipping costs at the bottom. Any text you enter for cut down terms and conditions is displayed clearly on the shopping cart page, with a link to the full text.

Hosting Options

When you buy WebShop, you will automatically get low cost space on the Starwebz servers for your store. You can even choose the domain name it lives under. So if you want "Ultimate-Gamer" or "lo-cost-clothing", you will have a domain name such as "www.lo-cost-clothing.starwebz.com". If you have already registered a domain name, Starwebz will happily host that for you, re-directing to your new store itself. This means that you are able to keep your domain name, but also make use of the WebShop functionality.

A final choice for established web sites is to set up a WebShop account and then have Starwebz customise the look and feel of it, so that it co-ordinates with your existing site. Although this would mean that your site, in its entirety, is split between two separate hosting companies, it does mean that you are able to keep the main site and the store section separate. This can be useful for administrative or technical reasons. For additional information please contact-

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Downloading Orders

Once people have started to place orders with you, you will need to download the orders so you can process them. You will be notified via email that an order has been placed. You can just click on the **Connect to the Internet** button on the left of the screen.

Once the window is open, you can click the Download Orders button of the lower section, WebShop will then check to see if there are any new orders on your site. If there are orders they will then be downloaded onto your computer so you can process them.

