Vendio Merchant's Guide

My Store

Simply Powerful eCommerce

Contents

My Store

The My Store page is the start page for your Vendio Store. When you click on the Store Tab, the My Store page will be displayed, giving you quick access to view your store as well as providing a few additional quick links for your store

The Store View

The Store view contains a clickable URL to your store; in addition, clicking on the partial view of your store will bring up a full size version. This is a quick method to view and preview your store.

Template
Clicking on the Template link will allow you to choose a template for your store, or if you already have a template, you can click on the Template Editor to customize your template.

Name & Domain
Clicking on the Name & Domain link will allow you to purchase a domain for your store, host your existing domain with Vendio or host your store on the Vendio domain. You can add a domain at any time.
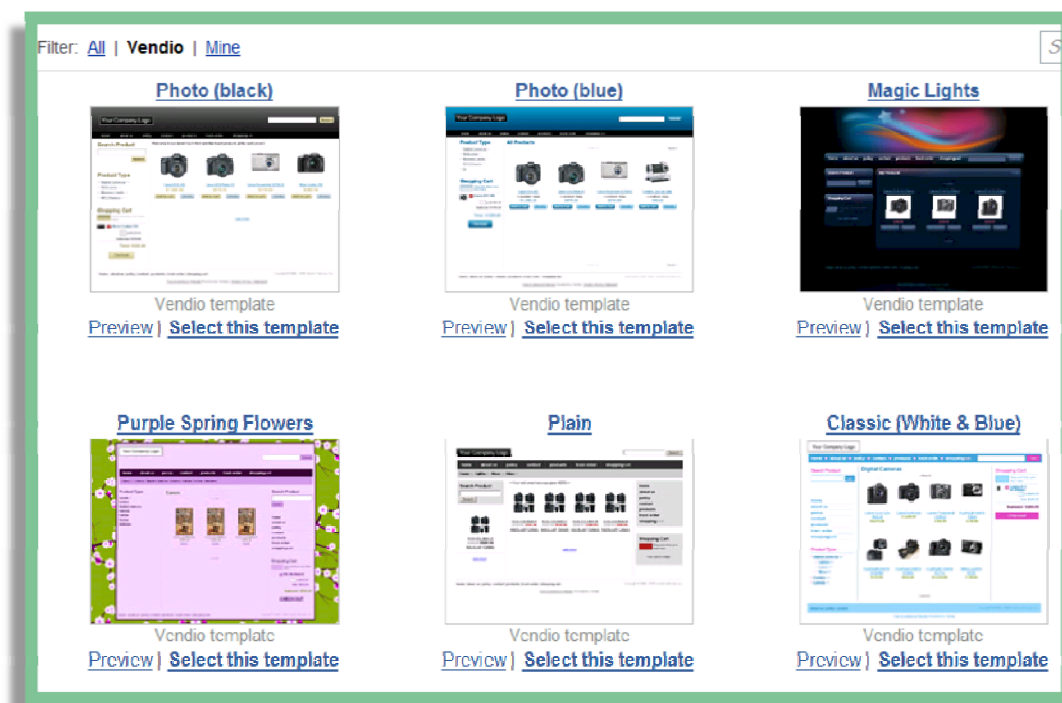
Info & Policies

Clicking on the Info & Policies link will allow you to upload your logo, set your store policy and add additional information about your store.

Next Steps

"Add Items" is conveniently located on the My Store page so you can quickly begin or continue to add items. If you have not built your store categories, you can click on the "Add Categories" link to begin adding and managing your store categories.

Template

The template page is where you will choose your store template. Additionally, you can upload your own template. The template for your store is the store foundation, will determine how your store looks, and is not where you will add and manage your items (adding items is done under Items). Once you have selected a template, you can further customize it by selecting the store editor.

Template Filter

The template filter allows you to filter the templates. You can select to view all templates, view the Vendio templates or view templates that you have uploaded.
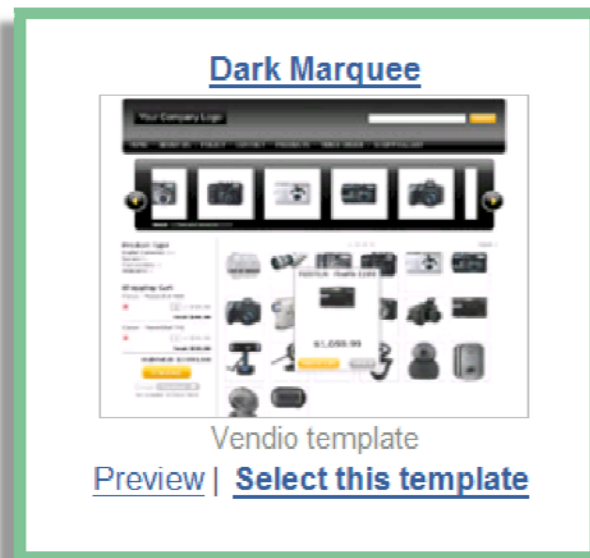
Filter: All | **Vendio** | Mine

Search

The search box on the Template selection page allows you to search for a specific template by name. Type in the name of the template you are looking for and click on the **Search** button.

Search for a template by name **Search**

Preview: Select this template

Selecting the preview link will display a version of the store with your information. For example, if you have added a logo and then select preview, your logo will be displayed in the preview. This feature allows you to view how your store will look with the various templates and will display your data such as your logo, categories, and welcome messages that you have created.

Dark Marquee

Vendio template
Preview | **Select this template**

Using preview once you have added some of your own data is a good way to pick a template that will work with your vision.

Once you have determined the template that will work for you, clicking on **Select this Template** will apply the template to your store and become your default template.

Upload your Own Template
If you are an advanced user or have had a designer create a store template for you, you can select to upload your template from the Template page. Your template(s) will then be available and selectable from this page. The Designer's Corner page has a basic template that you can download, make changes to, and then upload to Vendio.

Name & Domain

Register a New Domain
Vendio provides a method to purchase a domain right from your Name & Domain page. This does require a credit card.

While optional, having your own domain brands your store and increases customer confidence, so even if you are new to having an online store, you will eventually want to have your own domain.

Enter the name of the domain you would like to purchase, and select the **Register this domain button**. If the domain is unavailable, you can try other names until you find an available domain name that fits your business requirements.

Already Have a Domain
If you already own a domain name that you wish to use for your Vendio Store, there are two methods of using the domain.

Already have a domain?
- We recommend you transfer it to Vendio. Contact customer support to get started.
- Don't want to transfer it? Follow these instructions to install your store on your own domain.

Select the **Contact customer support link** to transfer the domain to Vendio and let us handle the installation (this is ideal if you do not have your domain parked where you can add the code needed to have your Vendio store appear when typing the URL).

Or, click on the instructions link to install the store on your existing domain.

Choose another Vendio store name
The default store name is your Vendio User ID, but you are not stuck with that as your store name. You can name your store appropriately. You will want to choose a store name that reflects your business and you will also want to be careful of using copyrighted names (Sears, Walmart, etc).

Info & Polices

Info & Policies provides a quick method to bring some information into your Store. While you can add each of these items in your Store editor, adding them under Info & Policies is a bit easier and faster. Information entered here will become part of your template.

Title

The store title is more than just the title of your store. It is what is viewable in search engine results. For example, at Vendio, our title could be: Vendio – An Ecommerce Solution. Create a title that depicts your store name and tag line or product line that you want potential buyers to view in search engine results.

Description

The description is what appears in search engine results under your title. For example:

Keywords

Keywords are words or phrases that describe what you are selling in your store. Used for SEO (search engine optimization), good keywords can drive traffic. Conversely, having keywords for products you are not selling can actually harm you in the search engine results. Choose keywords that accurately depict what you are selling.

Address

The Address is displayed publically on your Vendio store **About Us** page. If you do not want your address publically visible, you can leave this section blank. However, weigh the desire for privacy with customer confidence. Customers are more likely to purchase when they know you have a physical location.

Phone

The Phone is also publically displayed on your Vendio Store **About Us** page. If you do not want your phone number publically visible, you can leave this section blank. However, weigh the desire for privacy with customer confidence. Customers are more likely to purchase when they know they can contact you.
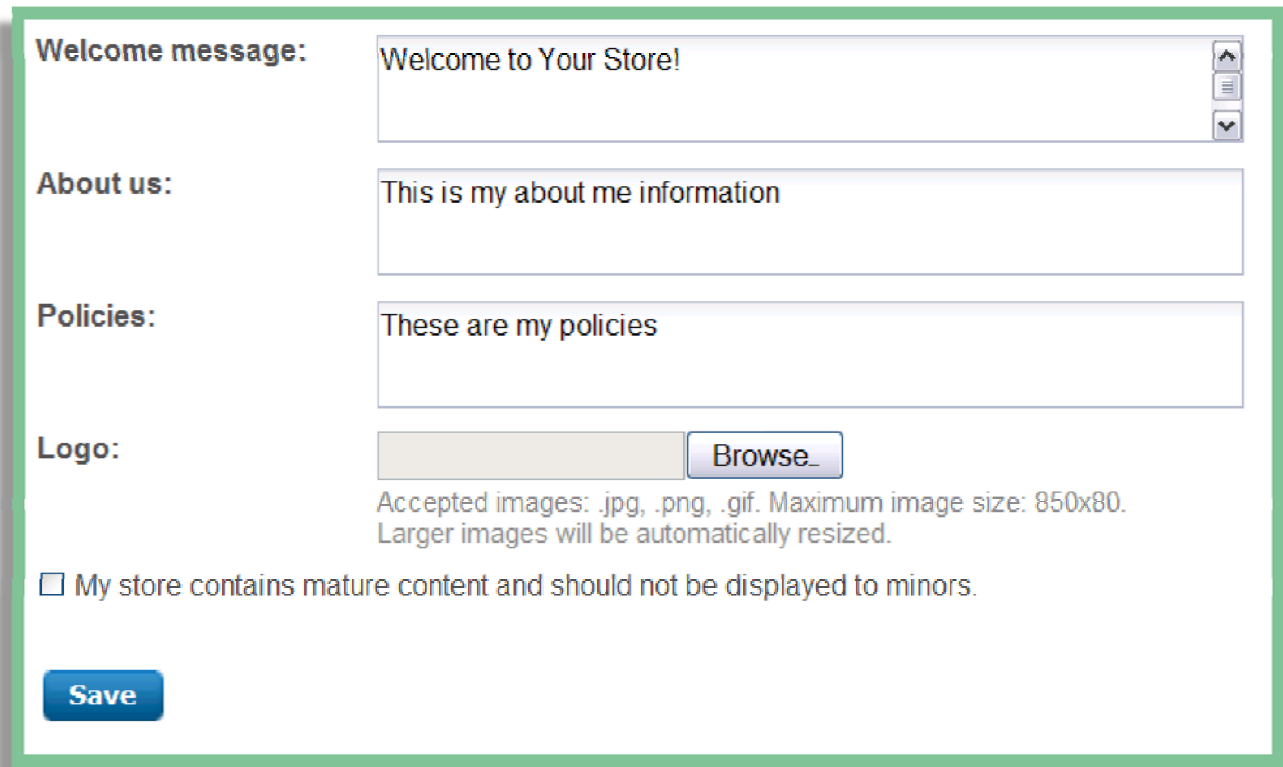
Fax

Enter an optional Fax number.

Email

The email is displayed on your Vendio Store **About Us** page. If you do not want your email publically visible, you can leave this section blank. However, weigh the desire for privacy with customer confidence. Customers are more likely to purchase when they know they can contact you.

Business Name

Enter a business name that you want associated with your Vendio account. Emails will come from your Business name, so choose a name that you want displayed in customer contacts.

Welcome Message

The welcome message will display on your Vendio store home page. You can use HTML. For example, your "welcome message" can include information about your store, any specials or general information about your product page.

About us

The About Us page is located in your Store Menu and customers can view this by clicking on the About Us link. In addition to your contact information, you can enter additional information about your business that you would like to share with potential customers. Use this area to instill confidence and let your customers know a bit about your business.

Policies

The Policies page is located in your Store Menu and customers can view this by clicking on the Policies link. Use this area to state any shipping or return policies that apply globally to your Vendio store.

Logo

Upload a logo that you wish to appear on your Vendio Store. While not required, a logo gives a store a professional appearance. There are many logo generation sites where you can create a professional looking logo in a few minutes, and its well worth your time to have a logo for your Vendio store.
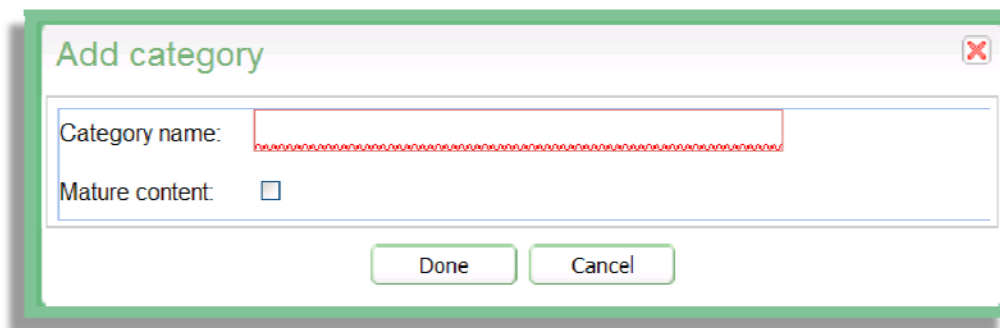
Mature Content

If you sell mature content, please check the box to indicate that your store should not be displayed to minors.

Categories

The categories page allows you to quickly add and rearrange your categories. If you would like to add META data (keywords) for SEO to your categories, please see the "Store Editor" section.

Add Category

To add a category, go to **Store>Store Categories.** click on the ADD button, enter your category name and check the Mature Content box if your category contains mature items or content that should not be visible to minors.

Once you have typed in your category name click on the "Done" button.

Delete

To delete a category, select the category and click on the "Delete" button. You should make sure that you do not have any items in a category before you attempt to delete the category.

Reorder

To change the order of your categories, you simply click on the category and move it to a new location.

If you want to make a category a subcategory, click on the category and move it under the parent category (main category) where you want the subcategory located.

When you want to make a subcategory a parent category (main category), click on the subcategory and drag it to the categories folder. You can then move your category to the correct location.
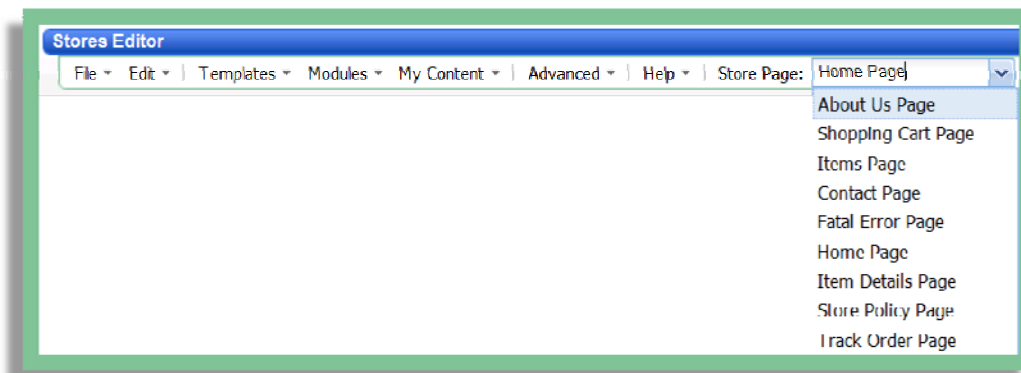
Template Editor

The template editor allows you to further customize your store by moving modules, adding new content and pages, adding Google Analytics, SEO META information as well as creating and saving completely new templates. You do not need to be a programmer to do some basic customizations. The Vendio Template Editor provides both easy to use and advanced customization options.

Drop and Drag Editing

We'll explain all the navigation links and functions below; however, there are some simple tasks that you can perform on this page by just clicking on the items. We will cover the editor navigation and functions first, and then we'll look at the top navigation
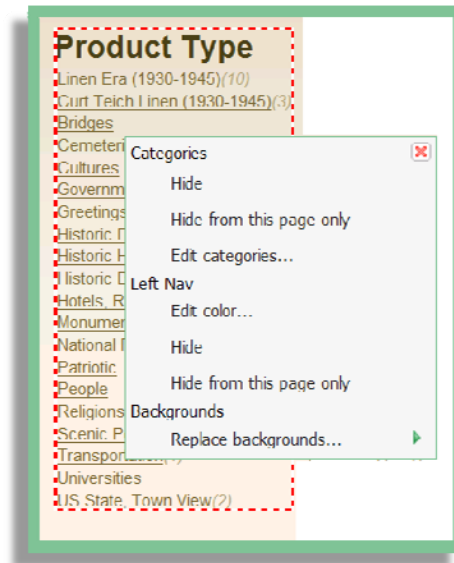
When you are in the Template Editor and mouse over sections, you will notice that there are red dotted lines in boxes around some sections. This indicates that these sections are modules that can be moved to other locations. For example, if you want your menu on the left side, you can simply click in the red dotted line box and move it to the left side.

We will cover the home page and the various drop and drag editing functions, however, each page you create will have areas (modules) which you can edit.
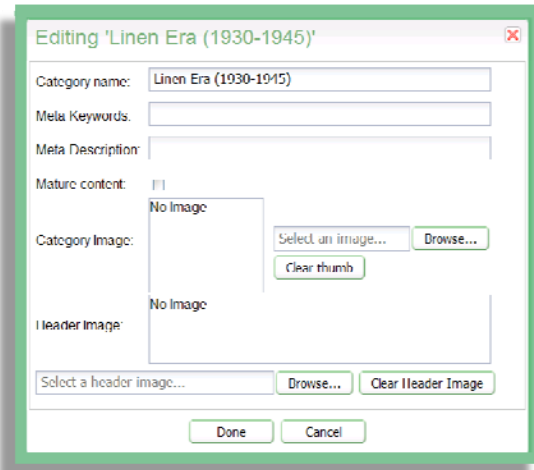
Editing the Category Section

When you right click on the category module in the Store editor, you will be presented with a list of options. These are:

Categories>Hide – This option will hide categories

Categories>Hide from this page only – This option will hide categories on this page only. The page is selected from the top right navigation. For example, if you have created a new page called "tours", and you want to hide categories from the tour page, make sure you are on the tour page by selecting it in the top navigation and then select this option.

Categories>Edit categories – This option allows you to edit any existing categories, but also provides additional fields that are not available in the **Stores**>**Stores Categories** pages. You can add META Keywords and META Descriptions on a Category basis as well as add images for a category.

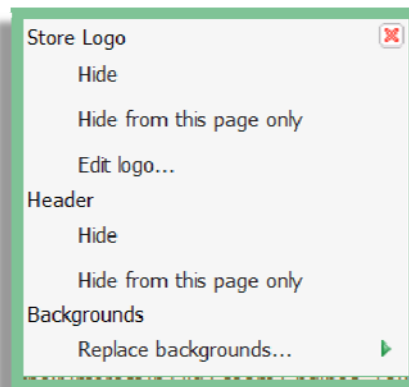**Nav>Edit Color** – This option edits the background color of the navigation pane.

Nav>Hide – This option will hide the category navigation completely

Nav>Hide from this page only – This option will hide the category navigation on the page you are working on.

Backgrounds>Replace Backgrounds – This option allows you to add a different background for the category navigation box.
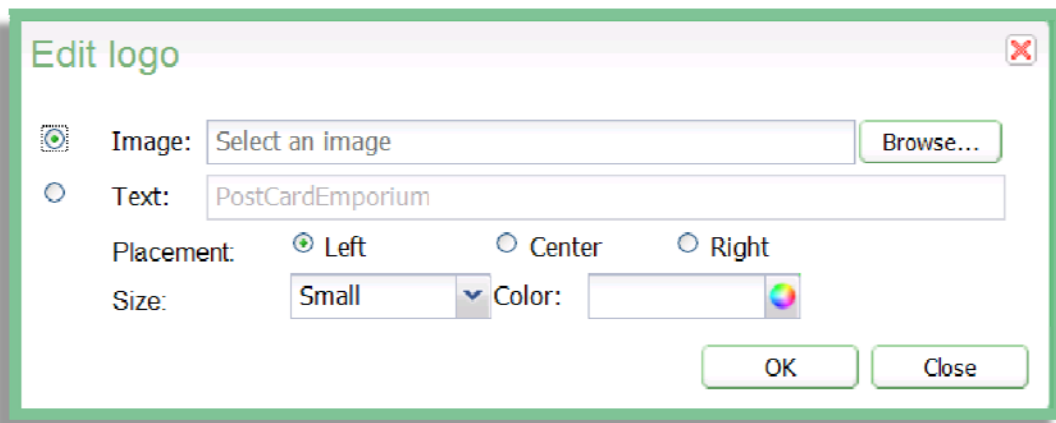
Editing the Logo Section

When you right click on the logo module in the Store editor, you will be presented with a list of options. These are:

Store Logo>Hide - This option will hide your Store Logo.

Store Logo>Hide from this page only – This option will hide your logo on the page you are working on.

Store Logo>Edit Logo – This option will allow you to add a text or image logo, determine the placement, size and color of your logo.
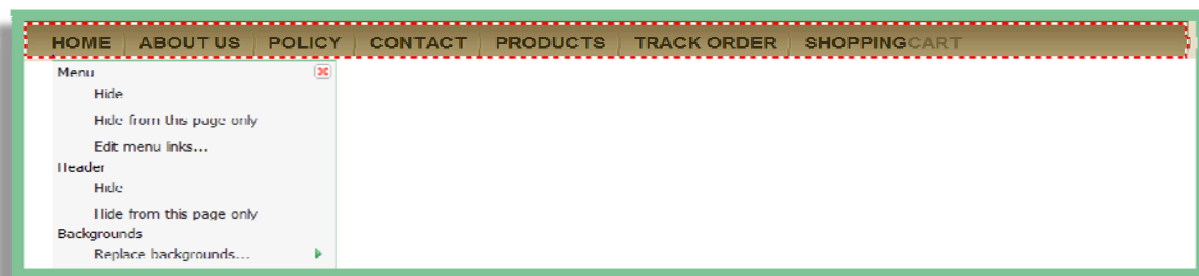

Header>Hide – This option will hide your Store Header. The header is the top section of your store where your logo is located.

Header>Hide from this page only – This option will hide your header on the page you are working on.

Backgrounds>Replace Backgrounds – This option will replace the header background.
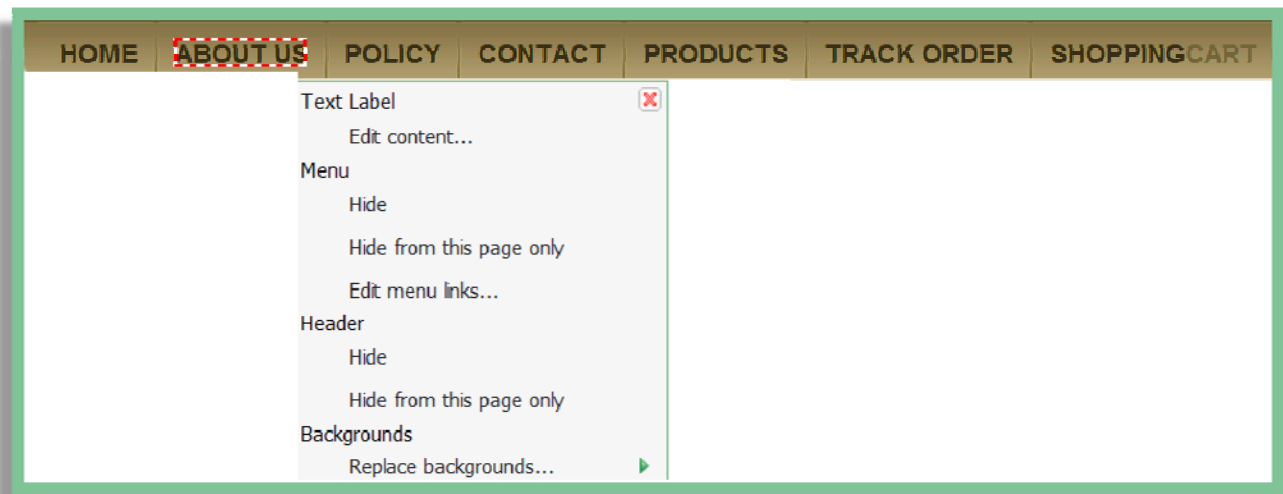
Editing the Menu Section

Menu>Hide – Hides the menu from view

Menu>Hide from this page only – This option hides the menu on the page you are working on.

Menu>Edit Menu Links – This option edits the menu links. You can add, remove or edit the menu links.
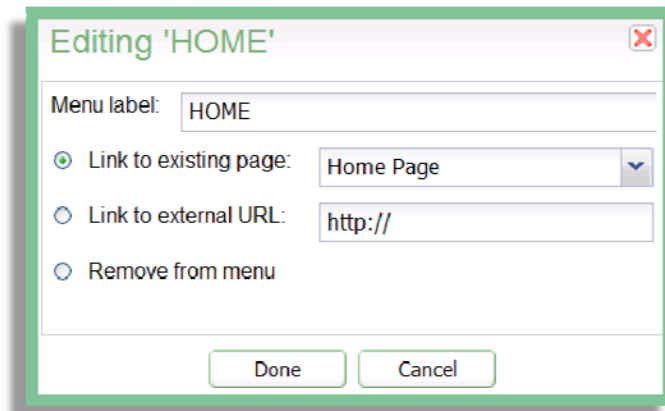
Editing the Menu Items Sections

Text Label>Edit content – This option edits the text label you have selected to edit. For example, you can change "About Us" to "About Me".

Menu>Hide – Hides the menu from view

Menu>Hide from this page only – This option hides the menu on the page you are working on.
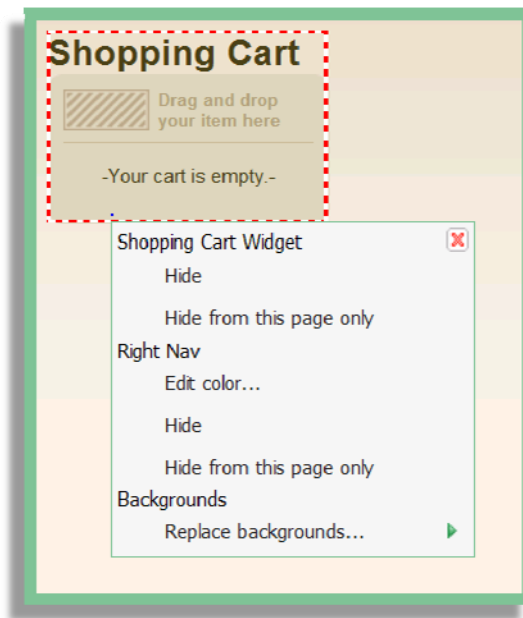
Menu>Edit menu links – This option allows you to change the name of the link, where it links, and remove it from the menu.

Linking to an external page will open in a new window and can be used to link to other sites, such as My eBay Items or Your Blog.

Editing the Shopping Cart Section

The Vendio Shopping Cart widget allows a buyer to add an item to their cart by simply dragging it into the shopping cart.

Shopping Cart Widget>Hide – This option hides the shopping cart widget

Shopping Cart Widget>Hide from this page only – This option hides the shipping cart widget from the page you are working on.

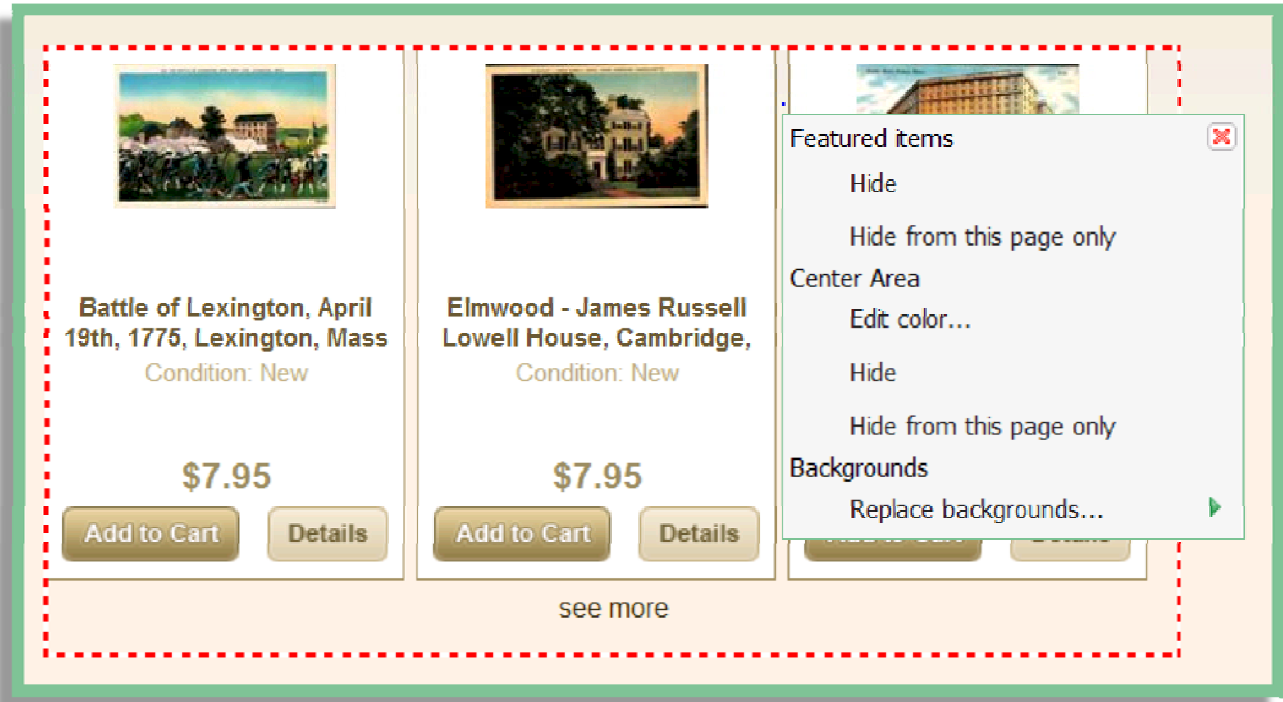**Nav>Edit Color** – This option edits the background color

Nav>Hide – This option hides the navigation section completely

Nav>Hide from this page only – This option hides the module you are working on from the page

Backgrounds>Replace backgrounds – This option replaces the background in the module you are working on.

Edit Featured Item Section

Featured items are selected when you create items using the Create Items form and are displayed on the Home Page and other pages that you specify.

Featured Items>Hide – This option hides your selected featured items from view.

Featured Items>Hide from this page only – This option hides your selected featured items from view only on the page you are working on.

Center Area>Edit color – This option allows you to edit the color of the center area.

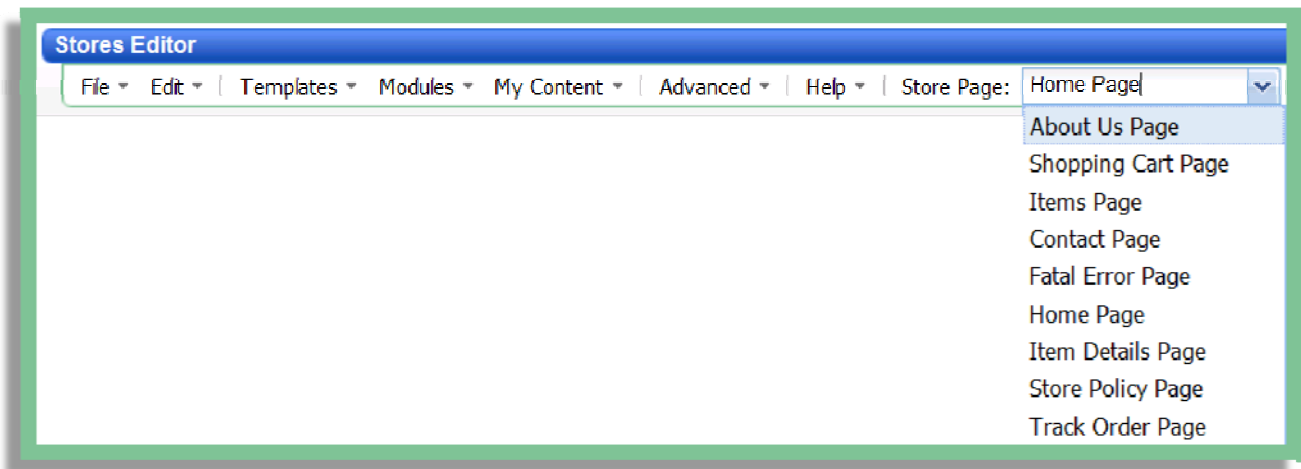**Center Area>Hide** – This option hides the center area (featured item section).

Center Area>Hide from this page only – This option hides the center area on the page you are working on.

Backgrounds>Replace backgrounds – The option replaces/changes the center area (featured item section)

Please note that the locations, such as "center area" or "left nav" can be changed depending on where you have moved the module. For example, if I moved my featured items to the left side of the page, the "center area>edit color" would be displayed as "left nav>edit color".

Navigation

In addition to editing using drop and drag, we have additional or alternate methods to perform functions at the top of the store editor. Not all features are available in using the top navigation. Conversely, not all features are available when using drop and drag navigation.
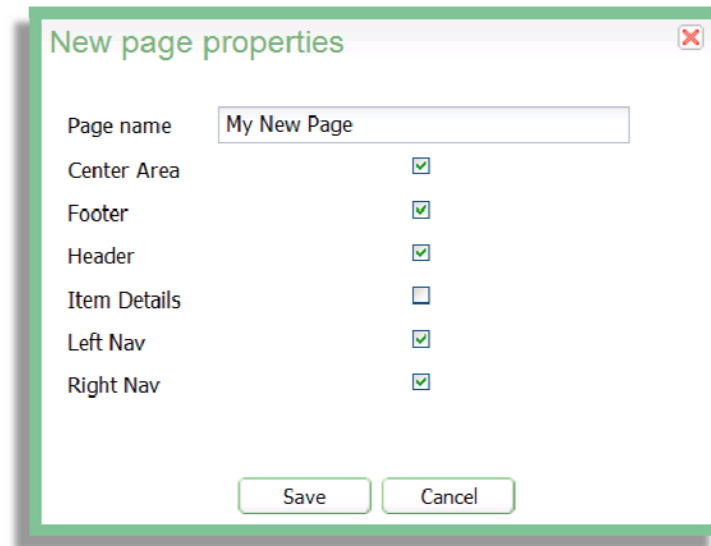

Please make sure you are working on the correct page. All your pages, including pages you have created are located in a drop down menu on the right. Select the page you wish to edit before you begin any editing.

File Options

Create New Page
This option gives you the ability to add new pages to your Vendio store. Add a tour page, create a page for your blog, the possibilities are endless. **Select File>Create New Page**.

Your new page can then be accessed from the **Store Page** drop-down menu and you are now ready to add content to your new page. Adding Content is explained in **My Content Options** below.

Delete page
This option allows you to delete a page that you have created. If you delete a page by mistake, you can revert to your last saved version.

Load
The Load option is where you load a previously saved template.

Save
The Save option is used to save work on your template as you edit the Vendio store.

Save as Template
Once you have completed your template, you'll want to use the "Save as Template" option. This will save your template.

Preview
 Selecting preview will bring up a version of your last saved store template.

Publish
 Selecting Publish will publish your store. If you have set your store to visible, all changes made to your template will be viewable by your buyers. If you store is set to "Not Visible", published changes will not be visible to your buyers until you set your store to visible.

Exit
Selecting Exit will close the Store Template Editor

Edit Options

Undo – Selecting Undo will undo your last change

Redo – Redo will allow you to edit your last change

Revert – Revert will revert to the last saved change

Templates Options

Change Template
If you'd like to select a new template, you can select the change template option to bring up a new template.

Change Font
Select "change font" to change the font in your currently selected Vendio store template.

Change Color Scheme
Select "change color" scheme to change the colors in your currently selected Vendio store template.

Modules Options

The Modules Options allows you to choose the location of your modules. You can click on any section on your template that is surrounded by a red dotted line, or you can move the modules to new locations using the module options menu. The following modules can be moved to new locations in your template:

- **Item Condition**
- **Featured Items**
- **Category Images**
- **Footer Links**
- **Categories**
- **Store Logo**
- **Menu**
- **Search Box**
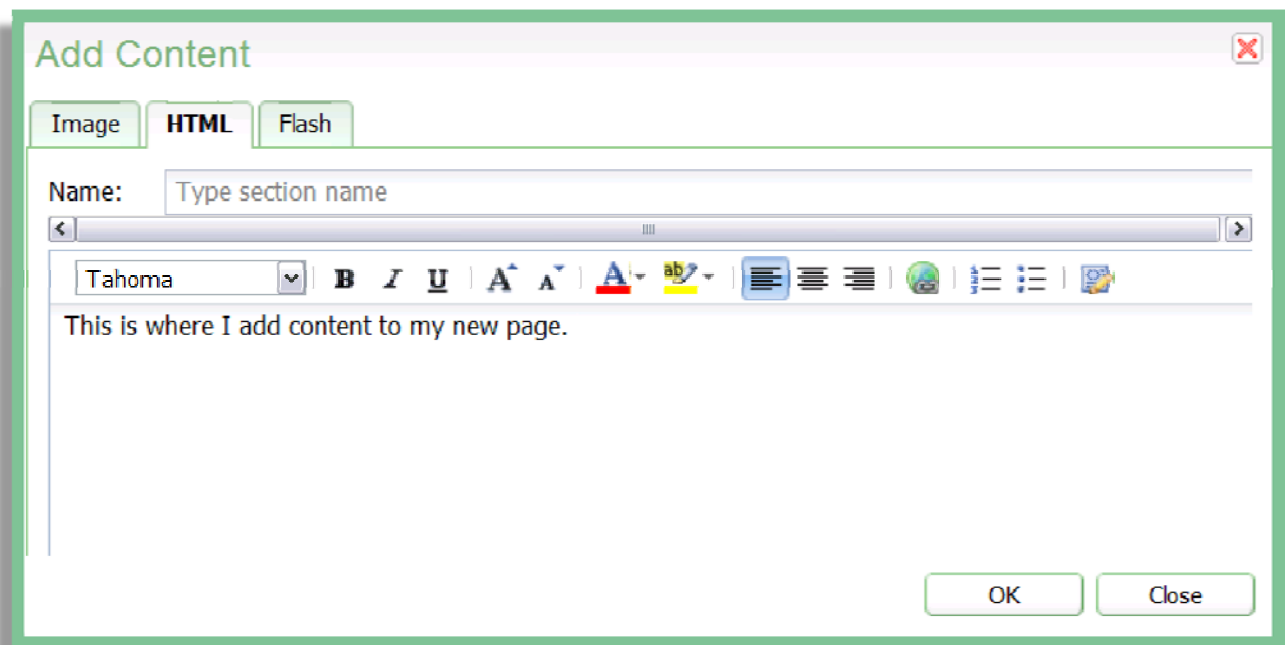- **Shopping Cart Widget**

My Content Options

My Content Options allow you to create content for your Vendio store page. You can add Images, HTML or Flash.

Once you have created content, you can place it on your Vendio store pages by selecting the content when you are editing the area where you want the content.
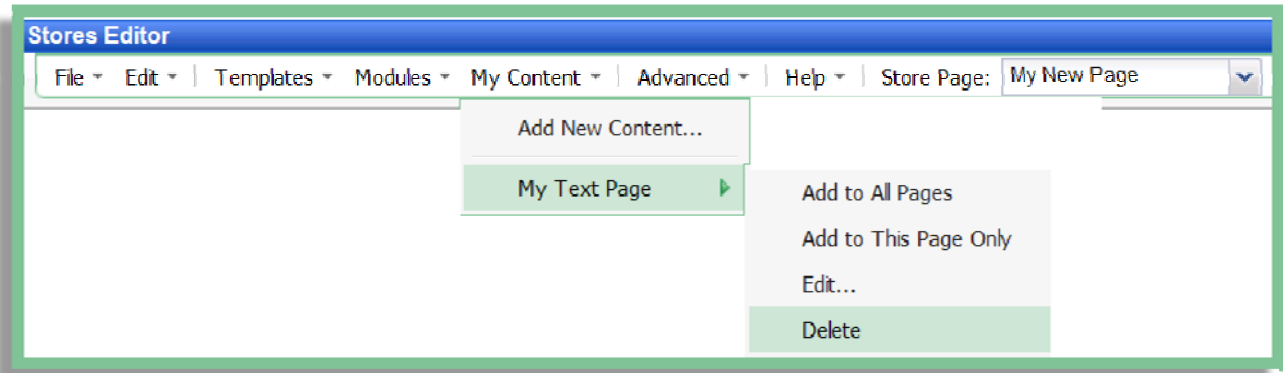
Add New Content
Content can be Images, HTML or Flash. Naming your content will help you reference it when you are placing it in your various Vendio Store pages.

Once you have created content, you can place it on your Vendio store pages by selecting the content when you are editing the area where you want the content.

In the above example, new content named "**My Text Page**" was created and we are now able to add this content to all pages or to the page that we are working on only. From here we can also edit or delete the content.

Advanced Options

Enable Advanced Mode – This option will turn on the Advanced Features.

Edit CSS – This option allows you to edit the CSS file. CSS (Cascading Style Sheet) allows editing of the CSS for your store and is available for advanced users.

Edit HTML – This option allows you to edit the HTML files.

Edit XML – This option allows you to edit the XML files.

View References – Vendio provides PDF documents for template language and API reference.

SEO – This option allows you to add META data for your store. You can add your data here or you can add it from the Store Info page (global) or from the category module (category level).

Google Analytics – This option allows you to add Google Analytics to your store. If you have a Google Analytics account (free), you can paste in the code provided by Google into this area.

Download Edited Template - Use this option if you have downloaded a template from the Designer's Corner and have made edits that you would like to download.

Upload Your Own Template - If you have designed your own template, use this option to upload the template to your Vendio store.