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# Products

## Need Intro

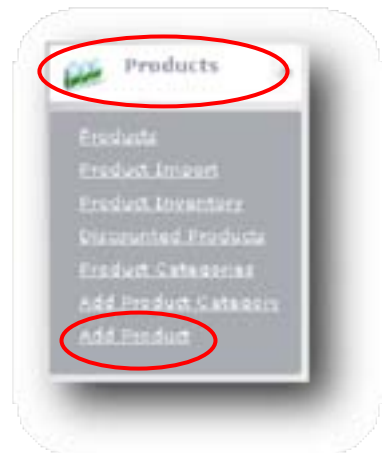
### Adding and Editing a Product in D\*Shop

D\*Shop is designed to cater for small, medium and large business. Our products section will allow you to monitor, edit, update and even switch off products that are currently out of stock or off season.

Adding and editing products will be your highest priority when it comes to your online store so we have outlined this detailed description of Adding a new product.

First, in the main navigation click on 'Products', you will then see a dropdown list, from here select 'Add Product'. This will load the New Product page.

For ease of use and convenience we have divided the page into several sections. This allows you to save and edit as you go and divides the page into each element of adding a product.



### Product Information

This is the first area of information that you add to your D\*Shop.

The SKU is where you will put your product code; this will apply to larger companies. If you do not use SKUs simply put the name of your product here.

The 'Name' field will be the name of the product that appears on the site, so it is important that it is meaning full to the user. For

example, if you are selling 10 different types of cameras, it is important that you don't call your product "Camera 4" as the user will know nothing of the product. In this case you should call your product something like, "Canon NX-443 Compact Camera". This will allow your user to find their desired product and will also allow Search engines to find it.

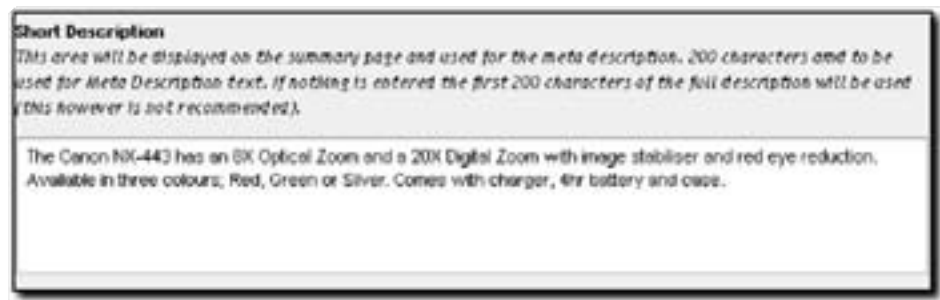
You will then select the category that your product is in. This will have been decided and created in the ["Add a Product Category"](#) area. Then press 'Save'.

If you wish to list a manufactured select it from the drop down list ([View Adding a Manufacturer](#)). Add in your retail price and select the Tax Rate from the dropdown list. Remember when you select

your tax rate the retail price will stay the same on the site as you have entered here. The cost price is not necessary; however you can add it in for your own records. Then press 'Save'.

## Short Description

The short description serves two purposes. It acts as a summary when all your products are displayed together and acts as a 'Meta Description' for Search Engines.



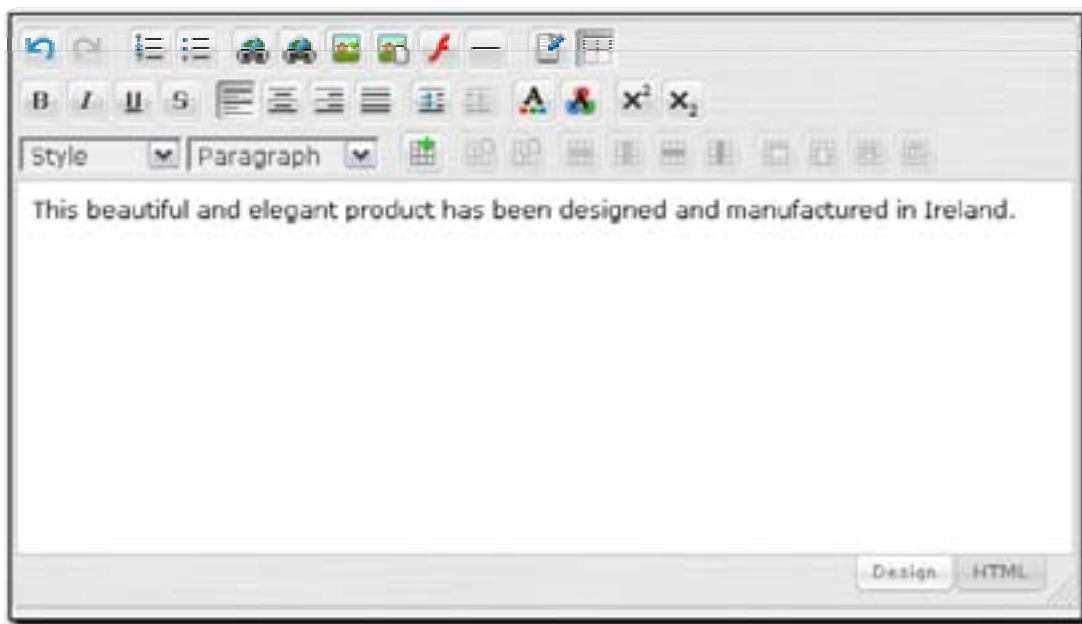
The short description should be informative but concise; you are limited to a maximum of 200 characters including spaces.

**For Example:** The Canon NX-443 has an 8X Optical Zoom and a 20X Digital Zoom with image stabiliser and red eye reduction. Available in three colours; Red, Green or Silver. Comes with charger, 4hr battery and case.

**200 characters with spaces.**

## Full Description

Uses the main editor tool, as seen below. For more information on this tool please [see "D\\*Shop Editor"](#)



### Availability

In the Availability box you should always enter how many you have in stock as it will allow you to monitor your stock, plus will allow the user know how many are available to buy.

If you have none of the product in stock mark it as 0.

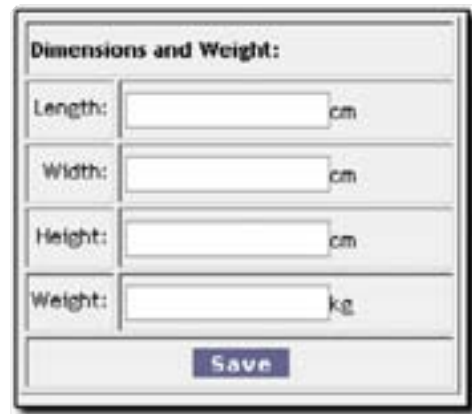


The screenshot shows a form titled "Availability". It contains two input fields: "In Stock:" and "Availability Date:". The "Availability Date:" field has a placeholder "AA/BB/YYYY". A "Save" button is located at the bottom of the form.

In the event that you know your delivery date and know when the product will be available again you can put in the Availability Date, and your uses can back order a product that is coming soon.

### Dimensions and Weight

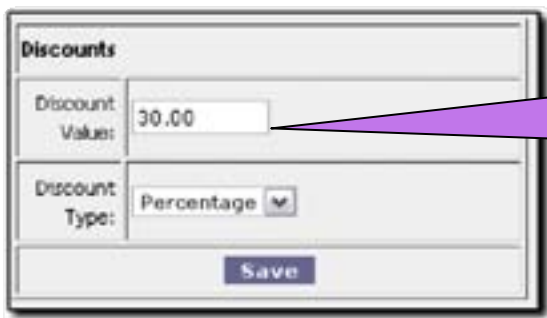
Some products require information such as their weight and size, D\*Shop has been designed so that you can add in this information. This is especially important when you are selling items such as furniture or if you have a different postage rates for large or heavy items.



The screenshot shows a form titled "Dimensions and Weight:". It contains four input fields: "Length:" (cm), "Width:" (cm), "Height:" (cm), and "Weight:" (kg). A "Save" button is located at the bottom of the form.

### Discounts

Here you can set the value of your discount whether it is a specific amount such as €21.15 or a percentage such as 15%. The price discount will then be displayed on your product.




The screenshot shows a form titled "Discounts". It contains two input fields: "Discount Value:" (with the value "30.00") and "Discount Type:" (with a dropdown menu set to "Percentage"). A "Save" button is located at the bottom of the form.



## Promotions

This section allows you to manipulate products to be displayed on the home page. If you wish to have a specific product be displayed on the home page under 'Featured Products' you can select the 'On Special Box' the home page displays three featured products and the highest in the list of products that has a tick will be displayed on the home page. So it is best to have only three ticked at any one time.



The image shows a form titled "Promotions:" with three rows of checkboxes. The first row is "On Special:" with an unchecked checkbox. The second row is "New Product:" with an unchecked checkbox. The third row is "Publish?:" with a checked checkbox. A "Save" button is located at the bottom right of the form.

When New Product is ticked it will display on the home page under 'New Products'.

The box marked 'Publish?' will always be ticked as a default. However, if this product is not complete, out of stock or off season for example, you may wish to remove it from the site temporarily. When you un-tick 'Publish?' this allows you to remove it from the site without losing the product completely. This will save you from entering all the product details when you wish to display it on the site.

When you have completed adding all your products you can either click Save, Make a Copy or Cancel.



The image shows three buttons: "Save", "Make a Copy", and "Delete".

Cancel will delete the changes or entries that you have made. Make a Copy will allow you to make a duplicate of the product so that you can use it for a product that may have similar specifications so that you do not have to re-enter all the data again.

When you click save you will be brought to the 'Images' screen.

## Adding Images

D\*Shop is designed to help you add perfect images to your site. The images are designed to be consistent with the design and layout, plus the system resizes them as thumbnails and displays them in a larger 'light box' when the thumbnail is clicked.



When you are adding an image you will see the 'Image Upload' screen, with an explanation of how the D\*Shop image tool works.

To add an image to your product you will need to click on the button marked 'Click here to upload your photo'.

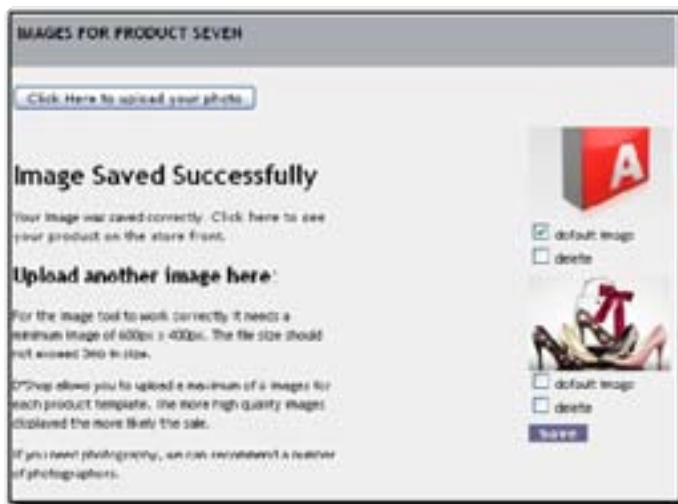
This will open a window displaying the files on your computer, navigate to the location that you keep your product images and select the desired image by clicking 'Open'.

Your image will then be displayed underneath the 'Click here to upload your photo' button was.

The image at the top will allow you to select the desired area and the image at the bottom is your preview.

To select your image simply click and drag your cursor over the top image, this will change the size of the selection box. This will then be the area that will be displayed on your site, the preview of this is the image displayed at the bottom.

When you are happy with your selection click 'Crop & Save'.



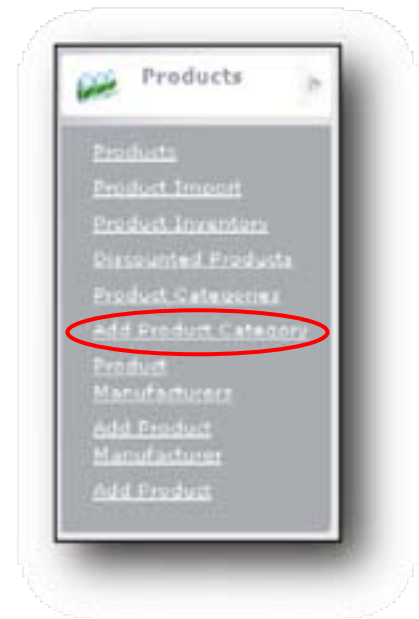
Once your image is added it will appear on the right hand side of the page. Here you can choose which image is the default or main image for the site. Other images will appear as smaller thumbnails, you can choose to delete these or use them at a later date.

## Product Categories

### Adding a Product Category

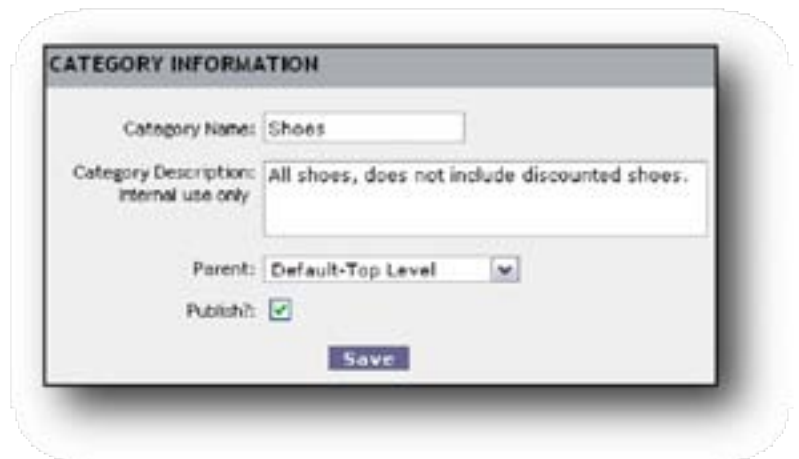
Product categories make up your sites main navigation and allows you to split your shop into Categories and Sub Categories. How deep you need your categories will depend on the size of your online shop. For example if you were running a clothing store. Your categories may work something like this.

- **Tops**
  - Ladies
    - Polo's
    - T-Shirts
    - V-Necks
    - Work tops
    - Shirts
    - Dress Tops
    - Night Club Tops



When you click on 'Add a Product Category' you will see the below screen.

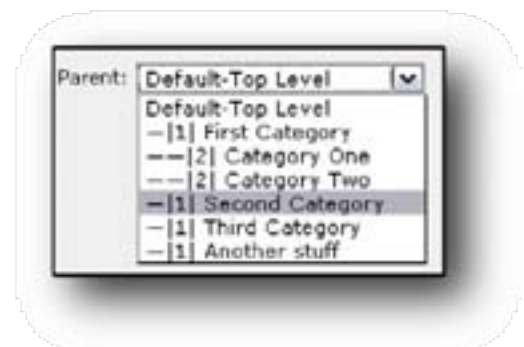
- Here you will fill out Category Name, with the title that you wish to appear on the site.
- The Category Description is for internal use only, it will help to describe the category. This is useful in a company where more than one person is using the system or where categories are similar to each other.
- Parent; this allows you to select where in the navigation *hierarchy* your new category will appear.
- Publish will always be ticked as a default however, if you wish to create category and publish it later then you can un-tick this box and tick it again later when you wish to have the category displayed on your site.



### Sub Categories

When you create a sub category (this will have been created by putting the category under a main parent), you will also be given the option to add an image to that sub category. This can be any image you feel is best for the category; however one of the products that you are selling is more than acceptable to use.

The image is added in the same manner as adding a product image, see [adding a product image](#).

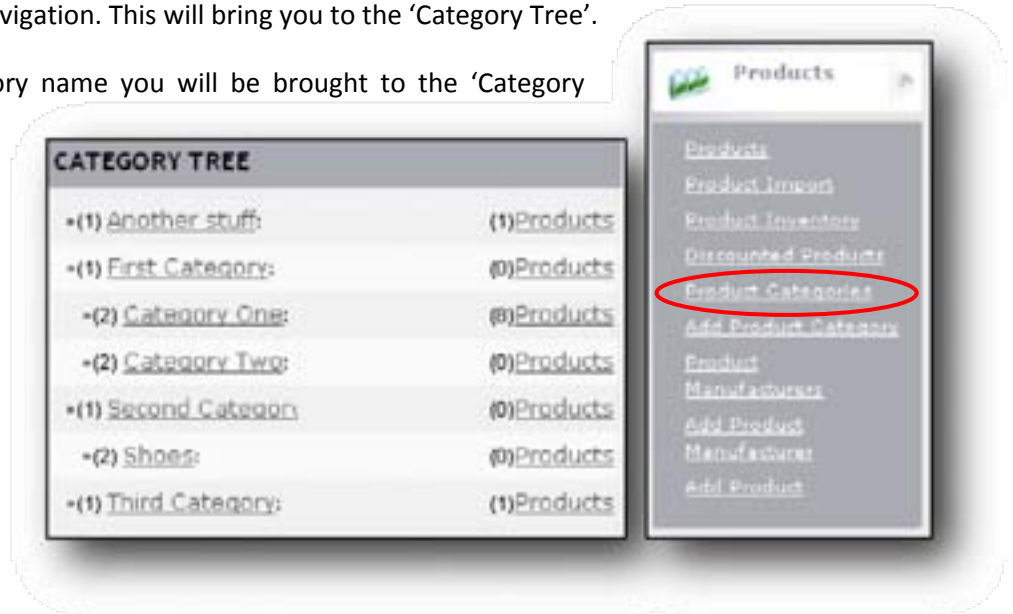


## Viewing & Updating Product Categories

To view a list of categories and the products that are listed under that category, click on 'Product Categories' in the main navigation. This will bring you to the 'Category Tree'.

By clicking on the category name you will be brought to the 'Category Information' page, for instructions on how to edit your category please visit ['Adding a Product Category'](#), and follow the same process.

If you click on the Products of a selected category you will be brought to those products only.

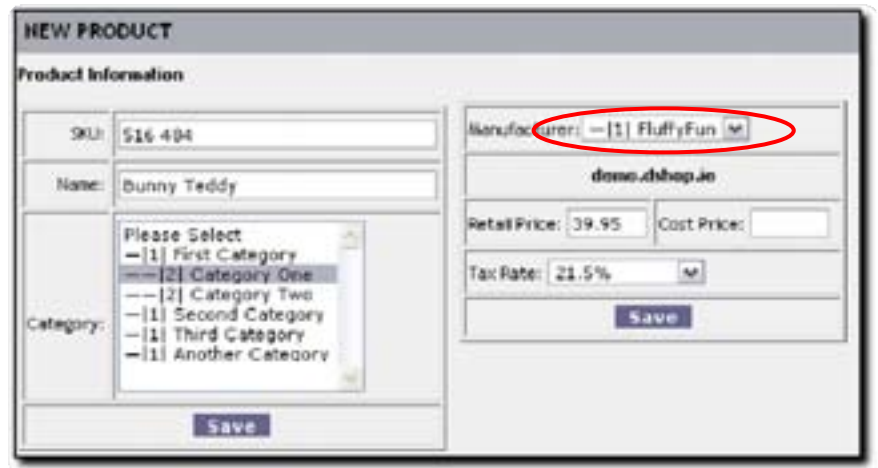


## Manufactures

Some stores require products to be displayed by manufactures such as clothing or technology stores.

D\*Shop allows you to add products and categorise the Manufactures of those products.

In order to add a Manufacturer to your products you will need to first add them to D\*Shop.



## Adding a Product Manufacturer

To add a manufacturer, click on 'Add Manufacturer' under the Products section in the Navigation. From here you can fill out the details in the 'Manufacturer Information' page.

- **Manufacturer's Name:** this allows you to add the name of the Manufacturer or band name; this is what the user will see on the site.
- **Manufacturer Description:** This is for internal use and can provide extra information on a manufacturer.
- **Parent:** This is rarely used when it comes to manufactures however if you wish for your products to have a hierarchy of manufactures you can create it here.
- **Publish:** This is always ticked as a default; however this can be un-ticked until you need to use it. ]
- When you have entered the desired details click 'Save'.



## Editing and Deleting Product Manufacturer

In order to edit or delete a manufacture click on 'Product Manufacturers' in the main navigation menu under Products. This will bring you to the 'Manufacturer Tree'. From here you can be brought to the '[Manufacturer Information](#)' to edit or delete. You can also click on the Products that are under this category and update them if you wish.



Manufacturer	Products
-(1) FluffyFun:	(0)Products
-(1) Sony: Electronics equipment	(0)Products
-(1) D&G:	(0)Products
-(1) Apple:	(0)Products
-(1) Mikman: We are only stocking these for Christmas	(0)Products

## Product Inventory

This section gives you a full list of your products on your site plus information such as the SKU number, price as displayed on the site, the weight of the product and how many are in stock.



PRODUCT NAME	SKU	PRICE	WEIGHT	IN STOCK
<a href="#">Black Golf Umbrella</a>	GolFumbrella1	20.00	0.0000	250
<a href="#">Product Eight</a>	12352	95.00	0.0000	22
<a href="#">Product Five</a>	12349	70.00	0.0000	400
<a href="#">Product Four</a>	12348	400.00	0.0000	100
<a href="#">Product One</a>	sub_product_one	10.00	0.0000	70

## Discounted Products

Here you can view all products that you have marked with a discount ([See discounts](#)). This allows you to quickly view products that are discounted and update or change them easily.



PRODUCT NAME	SKU	PRICE	FEATURED	DISCOUNT (%)	PUBLISH
<a href="#">Black Golf Umbrella</a>	GolFumbrella1	20.00	Y	0.00	Y
<a href="#">Product Four</a>	12348	400.00	Y	50.00	Y
<a href="#">Product One</a>	sub_product_one	10.00	Y	0.00	Y
<a href="#">Product One</a>	12345	54.94	Y	10.00	Y
<a href="#">Product Two</a>	12346	200.00	Y	10.00	Y

Here you can also monitor you products SKU, Original Price, discount, if it is featured on the home page and if it is live and published.

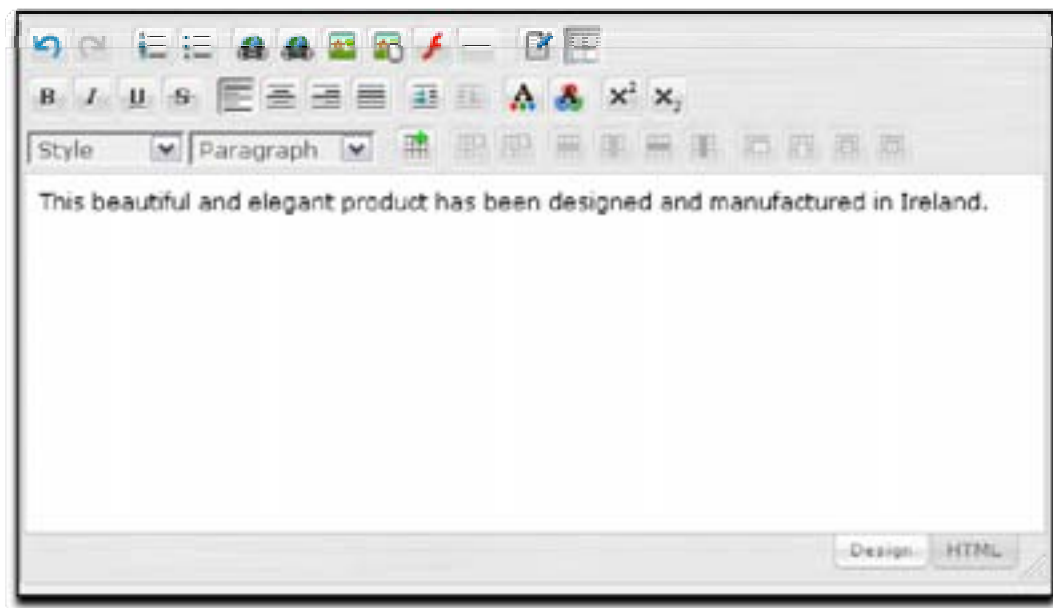
## D\*Shop Editor

To add descriptions and text throughout the site D\*Shop uses Editor. This is a simple editor that is similar to every day desktop publisher such as Microsoft Word.

The Editor allows you to format text, add images and links, edit html and add tables to your page. You will find Editor in the following sections of D\*Shop.

- Products – Add Product
- Content Management – Static Pages
- Content Management – Email Templates
- Shipping – Add Shipping Option
- Newsletter – Create Newsletter
- Marketing Spots – List Marketing Spots

### Editor



## Editing Text

Below are the simple editing buttons. To use, simply highlight the desired text to be edited and click on the button required.

### Bold, Italic, Underline & Strikethrough



These buttons allow you to have **Bold**, *Italic*, Underlined and ~~Strikethrough~~ text.

It is not recommended that you use underlined or strikethrough text on a website as it can cause confusion.

### Alignment



These buttons will allow you to change the alignment of your text from Left, Centre, Right and Justify.

#### Alignment Examples

Left aligned text looks like this; it is the norm to have left aligned text and looks nice and tidy. This should be used the majority of the time

Right aligned text looks like this; it is not the norm to use right aligned however some situations may call for it.

Centre aligned text looks like this.

This can look quite well for lists however, can be a little harder to read, so it should be used sparingly.

Justified text looks like this. It is generally the smartest looking and looks best when there is a lot of text on a page.

### Indentation



If you are looking to simply indent your text away from the rest of your text, these buttons will allow you to indent it in and back out.

### Lists



This should be used for numbered or bulleted lists.

#### Lists Examples

Steps : 1. Log in 2. Go to user details 3. Change password 4. Check your email	What's in the box • Headphones • MP3 Player • Ireland/UK Charger • User Manual
--------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------

### Subscript & Superscript



The first button here is for superscript and second is for subscript. Subscripts and superscripts are perhaps best known for their use in formulas, mathematical expressions, and descriptions of chemical compounds.

Superscript	Subscript
ImagineMe™ 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup>	Glucose C <sub>6</sub> H <sub>12</sub> O <sub>6</sub> Oxygen H <sub>2</sub> O

## Changing the colour of text & highlighting text

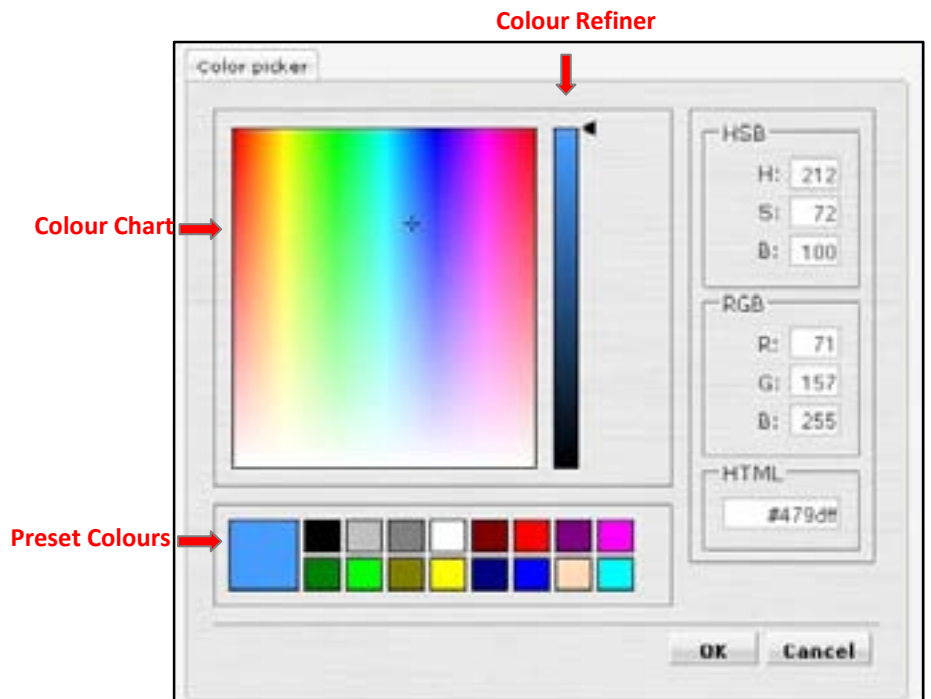


Changing the colour of your text or highlighting the background can be done with these buttons. Both work in a similar way. When you click on the button you will be

shown the 'colour picker' screen.

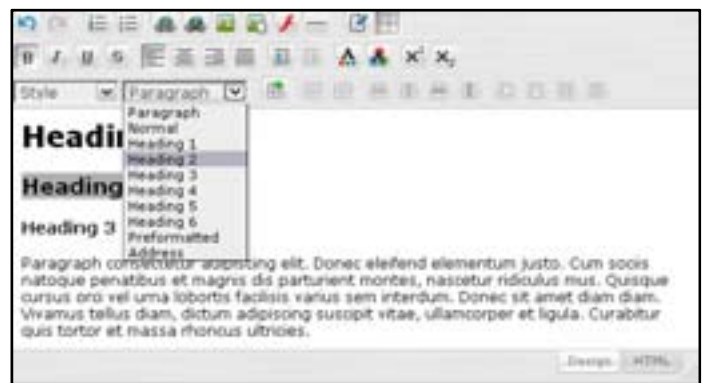
You can select your colour in a few different ways. You can select a colour from the **Colour Presets** at the bottom of the screen or use your mouse to select a colour range in the **Colour Chart**, then refine that colour in the **Colour Refiner**.

For more advanced users or those who have brand guidelines you can use the **HSB**, **RGB** or **HTML** settings to get the colour that you have preset.



## Heading & Paragraph Formatting

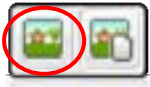
Your website is designed with predefined heading styles. When you are creating content you may want to use these headings to Search Engine purposes and styling purposes. Your 'Heading 1' heading will be for the very first heading on a page, Heading 2 will serve as a heading for a section and Heading 3 will be small sub headings.



When you have all your text created on the page you can define these headings by highlighting the text you want to turn into a heading, and selecting from the drop down list marked paragraph.

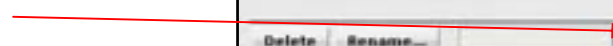
To change the heading back to a paragraph style, simply highlight the desired text and choose 'Paragraph' from the drop down list.

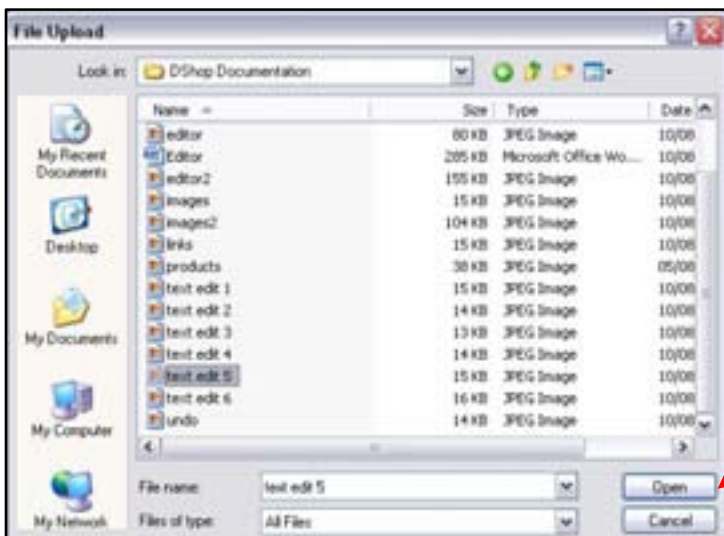
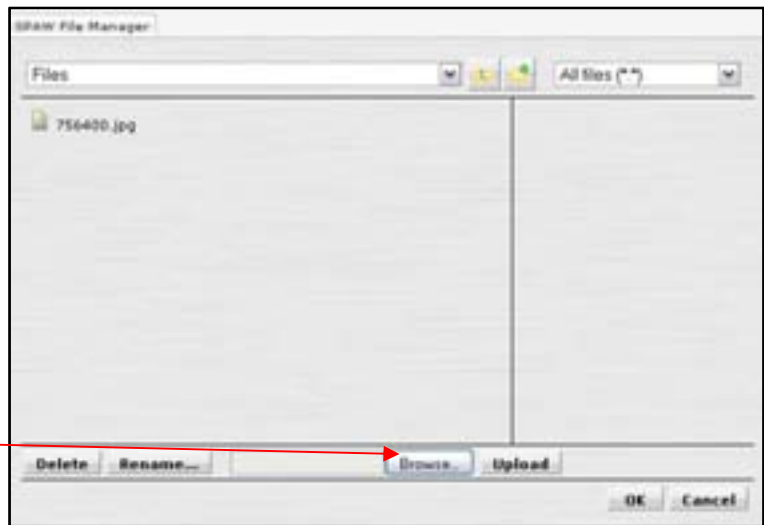
## Adding & Editing Images



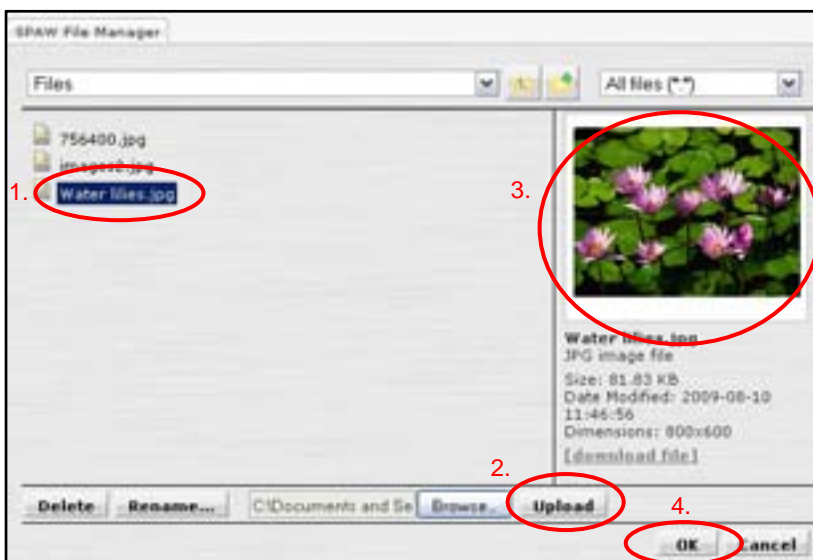
The buttons to the left will allow you to add an image to your page. To add an image you will need to click on the first button. This will open the File Manager.

Here you will see all the folders and files that have been added or uploaded to your site. This works in a similar way to any file upload that you may have used in online email or social networking sites such as Facebook.

To add a file you will need to first click on 'Browse...'. 



This will open up a window to your computer. From here you will need to go to the folder where you store your websites files and choose your intended image, then click 'Open'.



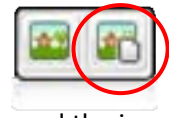
1. Your image name will appear beside the 'Browse...'

2. To add the image to your sites files click 'Upload'.

3. Your image will then appear on the file list with a preview on the right.

4. Click 'OK' to add the image to your page.

Once your image has been added to your page you may want to edit it. To edit your image you will click on the second button for images. You will then see the window below. This will allow you add in text for Search Engines such as Google, change the size, align the image on the page, add borders and padding or space around the image.



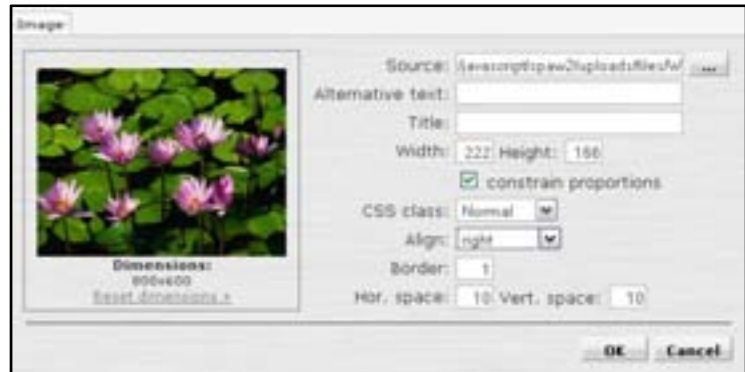
### Alternative Text:

This is for Search Engines; here you should insert a short description of what

the image is. For Example: "Purple lilies and lily pads in a pond"

### Title:

This will give you image a title this can be related to the topic or product on your page, this will be used by Search engines as well but will also be seen by users. Example: Purple Lily Plants for Pond



### Width & Height:

This is measured in pixels, the original size is displayed under the image preview so it will be easy to resize an image by 'guess' work if you are not accustomed to pixels. For example: this image is 800 x 600 if I want it half the size I will simply change it to 400 x 300.

By having 'constrain proportions' ticked it will make your image resizing easier. This will mean that when you change the width, the height will change automatically to keep the shape of the image. In this case I have changed the width to 222 and the system has changed the height to 166 so that the shape of the image is not distorted.

### Align:

This allows you to have your image placed on the page with the text 'wrapping' around it. To align the image click on the drop down arrow and you will see a list. Select the desired alignment. We recommend that you only select 'left' or 'right', these two options are the tidiest on a page and will do your site the most justice.

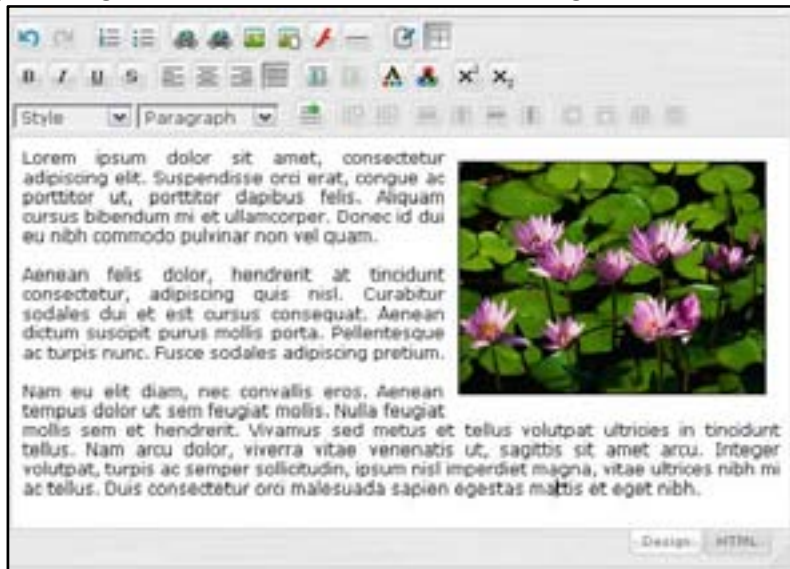


### Border, Hor. Space, Vert. space:

Border will add a line around your image to finish it off. Again the number here represents pixels, usually 1-3 pixels looks best around your image.

If you have an image with text 'wrapped' around it you will find adding a Hor. Space (horizontal space) and Vert. Space (vertical space) will give some white space around the image and make it look neater on your page. This is also in pixels so any number between 10-20 looks very well.

This is what your image will look like with our selected settings.

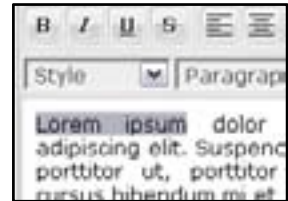
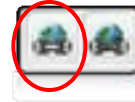


## Adding Links (Internal, External & Anchors)

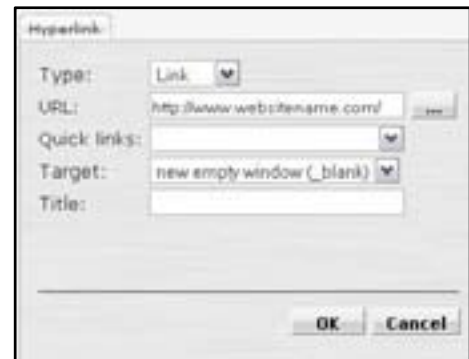
You can add links to your site that are both internal and external to your site, plus you can add links to other parts of the same page, these are called Anchors.

### Adding an External Link

Highlight the text that you intend to use as a link, this could be something like 'Click here', 'View our sister site' or a brand that you stock. Click the 'Add a Link' button and the 'Hyperlink' window below will open.



In the area marked 'URL' type in the full intended web address. Such as 'http://www.denobi.com/'. Change the field 'Target' to 'new empty window (\_blank)' this will ensure that a new browser window will open when the user clicks on the link, preventing them from completely navigating away from your site. Then click ok, the link has been added to your page and will appear in blue with an underline.

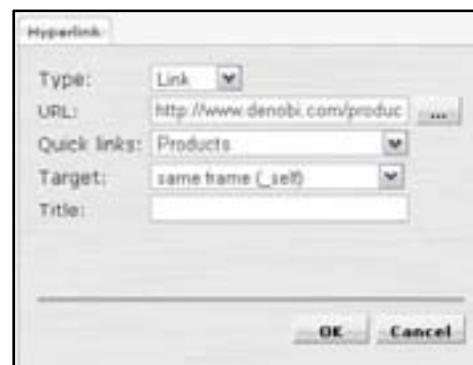


### Adding an Internal Link

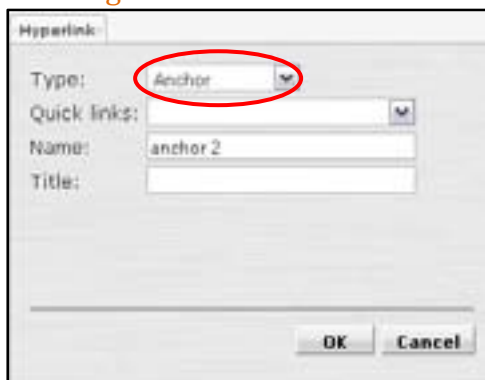
This is a link that will go to a page within your own site. As above you will highlight the intended link text and click the link button. Again the 'Hyperlink' window will open.

You will now use the field 'Quick Links' and pick a page from the dropdown menu. All the pages from your site will be listed here. Once you have selected the page you require the address for that page will appear in the URL field.

You should set the target as 'same frame (\_self)' this will keep your users in the same browser window and prevent any confusion.



### Adding an Anchor



This is a link to another part of the same page. This will cause the page to jump to another part of the page when the Anchor link is selected.

First you need to create the anchor. Select the heading or word that is the start of the area that you want the link to bring the user to, then click the Link button. When you arrive at the 'Hyper Link' window select 'Anchor' from the Type dropdown.

In the field 'Name' create a new name for the anchor, make this meaning full to where you are linking to as this will be easier for you when it comes to setting up the anchor link. Then click 'OK'.



Now go to where you want the link for that anchor, highlight the text and click on the Link button. In the Hyperlink screen click on the dropdown for 'Type' there will be a new item here called 'Link to anchor' select this and in the field 'Anchor' select the anchor you are linking to. Leave the Target as 'same frame (\_self)'. Click OK. You have now created an anchor link on your page.

## Tables

To create a table click on this symbol



This will open the 'Table properties' window, choose the numbers of Rows and Columns that you want in the table. If you are not sure how many you need you can add or remove more later.



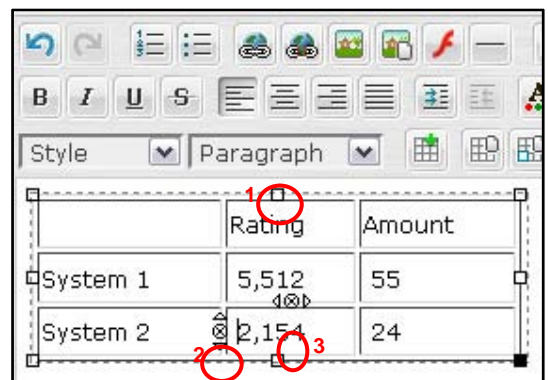
If you wish you can choose the height and width of the table but this is not necessary. If you do not want the table to have a border set it to 0 pixels, however it is easier to work with the borders at first and remove them later.

The Cell Padding and Cell Spacing will allow you to give room around the text in the table which can help to make it more legible.

The Background colour can be chosen from the same 'Colour Picker' tool as the text colour [see above](#). The Background image can be selected from the [File Manager](#), please [see above](#).

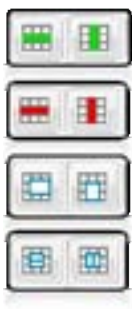
### Simple Table Editing

Once you have created your table, you can populate it with the content you wish and begin editing it to suit your requirements. When you click on the table, a number of small symbols will appear around the borders, these are editing symbols.



1. These allow you to drag and resize the table from these points. If you drag from the corners you will maintain the same aspect ratio, if you drag from the sides or top you will be able to stretch the table.
2. These little arrows allow you to add a new row or column on the side that the arrow is pointing.
3. The little ⊗ symbol allows you to delete a row or column, to delete a row you need to ensure you click on the ⊗ symbol with the left and right arrows. To delete a column you will need to click the ⊗ symbol where the up and down arrows are showing.

When selected you will see that a new number of symbols appear in the editing bar. These will do the following.



- Add a row, add a column
- Delete a row, delete a column
- Merge cells across, merge cells down
- Split cells across, split cells down

## Advanced Table Editing

### Editing the table



This button will bring you into the 'Table properties' window that you used to create your table originally, in here you can edit the number of rows and columns, the height and width of the cells, borders, cell padding and cell spacing, background colour and background image.



### Editing the cell



This button brings you to the 'Cell Properties' window which allows you to edit the content of the cells to your liking.

Horizontal align: this allows you to align the text within the cell to the left, centre or right.

Vertical align: this will place the text in the top, middle or bottom of the cell.

Width & Height: This will set the maximum width and/or height of each cell. This is best done in percentages as it will adjust to the content of the cells

No wrap: This will prevent the text from fitting in to a cell of a certain size, it will stretch the cell to the full length of the text.

Background colour: this allows you to add a colour or image to the background of you cell table. Please see [Changing the colour of text & highlighting text](#) as this uses the same tool.

Background image: this allows you to use an image as the background of your table. This is not recommended. Please see [Adding & Editing Images](#) for more information.

