



ZenCart Handbook – The Basics

Congratulations! Your new ecommerce boutique is open for business. Thanks so much for choosing VentureSom as your web partner. Make the most of your site and your ability to maintain it with this guide to Zen Cart.

This handbook gives directions and instructions on Zen and how to administer your site in everyday language (as opposed to web-speak). Each boutique has its own specific features and quirks, so for information specific to your company, please contact us at help@venturesom.com. In addition, detailed Zen Cart information can be obtained on their web site www.zencart.com.

Important Information

1. All modifications to your site are made via the administration panel. Find your admin panel here:

www.yourdomainname.com/admin

2. Your admin panel is password protected for security. Write your user name/password here for easy access (but don't let this document get into the wrong hands!)

user name: _____
password: _____

3. FTP login information - You may need to access files on your server on occasion. Common FTP software programs are WSFTP (www.ipswitch.com), Smart FTP (www.smartftp.com) and Fetch (Mac) (www.fetchsoftworks.com).

Server: _____
user name: _____
password: _____

4. Merchant Acct / Payment Gateway – Depending on your solution (Paypal, Yahoo, Authorize.net, etc.) you will most likely need to access your payment gateway home page to enter credit card transactions manually on occasion.

URL: _____
user name: _____
password: _____

PRODUCT IMAGES

Despite fabulous designs, some web sites fail because of poor product photo quality. The utmost time and care should be put into photographing and formatting your photos. Oftentimes a boutique will be sent images to use from the manufacturers it sells. This can save time and money! But be sure the photos are of good quality and match the rest of the product images on your site. You will ultimately SELL more products with optimized photos and sometimes that entails photographing them yourself (or hiring a professional).

Prepare your product photos/images before uploading them to your web site. All uploaded product photos should have these properties;

1. Low resolution- 72dpi. Computer screens don't display above 72dpi so any higher resolution just increases file size, slowing down your web site's load speeds.
2. A reasonable physical size. Your photos should be large enough so that the 'click to enlarge' feature displays them without scrolling on the screen. Approximately 8"x8" is usually a good size.
3. Correct naming convention: your site may be programmed differently, but the most common way to name files is:

Main thumbnail: pic.jpg
Main Med: pic_MED.jpg
Main Large: pick_LRG.jpg

Second Image (for additional views):
Thumbnail pic_01.jpg
Large: pic_01_LRG.jpg

Third Image:
thumbnail: pic_02.jpg
large: pic_02_LRG.jpg

For the additional images you don't need a medium. Upload the thumbnails to the main directory and the large images to the large directory

Use an image editor to format your photos to the above specifications. All the image editing software programs work slightly differently. See their Help or online tutorials for more info on how to best use your specific program.

*PHOTO TIPS

1. Cropping your photos gives customers a better view of your products.
2. Generally, white backgrounds look better than dark or patterned backgrounds.
3. Good lighting goes a long way toward a professional looking and appealing photo.
4. Some web sites offer 'alternative views' (more than one image per product). Make sure that all photos of an item match in terms of background and lighting. Use this opportunity to give customers a view of the product that makes sense i.e. the inside of a handbag, the back of a pair of jeans. This may also be a good place to zoom in closely on a detail i.e. the hardware on a diaper bag, the embroidery on a blouse, etc.

PHOTO EXAMPLES



Alternate Views, Same Product



Crop Products for Closer View



Lighting & Background
Are Important

ZEN CART ADMIN MENU

The administration menu in Zen Cart has functions/features that you can easily control and areas that are better left to your programmers. We begin with those features most frequently used by boutiques themselves- primarily the Catalog section containing Manufacturer and Product information.

The Zen admin panel 'home'

powered by **zen cart** the art of e-commerce **venture som** Your version of Zen Cart™ appears to be current.

Mon, 26 Mar 2007 20:50:08 -0400GMT [69.234.97.80] Admin Home | Online Catalog | Support Site | Version | Logoff

Configuration | **Catalog** | Modules | Customers | Locations / Taxes | Localization | Reports | Tools | Gift Certificate/Coupons | Extras

Statistics	New customers:	New orders:
Hit Counter Started: 01/30/2007	Stephanie Gleason 03/06/2007	Renee Haas \$1.00 03/07/2007
Hit Counter: 3428	Shannon Laskey 03/06/2007	Renee Haas \$1.00 02/13/2007
Customers: 4	Troy Gleason 03/05/2007	
Products: 30	Renee Haas 03/12/2007	
Products deactivated: 0		
Reviews: 0		
Newsletter subscribers: 1		
Specials Expired: 0		
Specials Active: 2		
Featured Products Expired: 0		
Featured Products Active: 0		
Sales Expired: 0		
Sales Active: 0		

Counter History for last 10 recorded days, Session - Total	
03/24/2007	1 - 27
03/23/2007	3 - 131
03/22/2007	9 - 187
03/21/2007	4 - 101
03/20/2007	3 - 25
03/19/2007	5 - 14
03/17/2007	1 - 20
03/16/2007	1 - 1
03/15/2007	1 - 1
03/14/2007	6 - 12

Orders
Pending: 0
Processing: 1
Delivered: 1

The most frequently used areas of the admin menu are in the catalog section:

Manufacturers (or brands) and Categories/Products.

CATALOG>

MANUFACTURERS

If your boutique sells items supplied by manufacturers or brands other than yours, you need to set up the brands in Zen BEFORE adding products.

Under Catalog>click Manufacturers>click insert and enter the manufacturer name. You may also add a URL or image to associate with that name. Click Save.

You may go back at any time and edit what you have just entered. Some stores will display a page of logos or images for the manufacturers/brands, or as a dropdown list of manufacturer names. Some stores only require brand information for internal use. If your shop will display the brands then the image you upload here will be visible on that page. Make sure it looks good!

powered by **zen cart** the art of e-commerce **venture som** Check for Updates

Mon, 26 Mar 2007 21:00:38 -0400GMT [69.234.97.80] Admin Home | Online Catalog | Support Site | Version | Logoff

Configuration | Catalog | **Modules** | Customers | Locations / Taxes | Localization | Reports | Tools | Gift Certificate/Coupons | Extras

MANUFACTURERS

Manufacturers	Action
Acorn Earth	[E] [X] [I]
BedHead	[E] [X] [I]
Munki Munki	[E] [X] [I]
Yogi	[E] [X] [I]

Displaying 1 to 4 (of 4 manufacturers) Page 1 of 1

New Manufacturer

Please fill out the following information for the new manufacturer

Manufacturers Name:

Manufacturers Image:

Upload to directory: manufacturers

Or, select an existing image file from server, filename:

Manufacturers URL:

Enter Name
Attach Image (if needed)
Enter URL (rarely used)

The Zen Add Manufacturers Screen

CATEGORIES

Add your web site product categories here BEFORE adding individual products.

From the admin menu Catalog> click Categories/Products> click Add New Category

Simply type the category name in the field and attach the category image (optional) and click Save.

You can easily create subcategories within your existing categories. Simply click on the yellow folder icon or the category name, and then click New Category again to create the subcategory. *NOTE – If you create a category i.e. Accessories and then create a subcategory i.e. Belts within Accessories, ALL the products in the Accessories area must be assigned a subcategory. If any products remain 'loose' within Accessories, your subcategories will be invisible.

To add products to a category, click on the yellow file icon or the category name. This brings you 'inside' that category so you can begin to add products. Then click New Product

Categories – Create a new

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Tue, 27 Mar 2007 00:06:33 -0400GMT [69.234.97.80]

Admin Home | Online Catalog | Support Site | Version | Logoff

Configuration | Catalog | Modules | Customers | Locations / Taxes | Localization | Reports | Tools | Gift Certificate/Coupons | Extras

LEGEND: Status OFF (red dot) Status ON (green dot) Linked Product (yellow dot) Meta Tags Defined: Yes No (plus/cross icons)

Categories/Product Display Order: Categories Sort Order, Categories Name

Search: [] Go To: Top

ID	Categories / Products	Model	Price/Special/Sale	Quantity	Status	Sort	Action
2	Accessories			17 of 17 active	ON	0	E X R N
1	clothing			12 of 12 active	ON	0	E X R N
3	Shoes			6 of 6 active	ON	0	E X R N

Categories: 3
Products: 0

NOTE: Category has SubCategories
Products cannot be added

Categories – Subcategories of Accessories

To add products to a subcategory, click yellow folder icon or name

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Tue, 27 Mar 2007 00:11:41 -0400GMT [69.234.97.80]

Admin Home | Online Catalog | Support Site | Version | Logoff

Configuration | Catalog | Modules | Customers | Locations / Taxes | Localization | Reports | Tools | Gift Certificate/Coupons | Extras

LEGEND: Status OFF (red dot) Status ON (green dot) Linked Product (yellow dot) Meta Tags Defined: Yes No (plus/cross icons)

Categories/Product Display Order: Categories Sort Order, Categories Name

Search: [] Go To: Accessories

ID	Categories / Products	Model	Price/Special/Sale	Quantity	Status	Sort	Action
12	Jewelry			12 of 12 active	ON	0	E X R N
13	Bags & Belts			1 of 1 active	ON	5	E X R N
14	Gifts			2 of 2 active	ON	10	E X R N
18	All Accessories			2 of 2 active	ON	50	E X R N

Categories: 4
Products: 0

NOTE: Category has SubCategories
Products cannot be added

PRODUCTS

In order to add a new product, you must first add a category (see above). To add products, click the folder icon or name of the category the product belongs in. This brings you inside the category where you can add products.

From admin menu Catalog> click Categories/Products >click the folder icon or name of the correct category>click New Product

You will see a page full of fields for your product information:

1. Products Status - In stock or out of stock (DEFAULT – IN STOCK)
 2. Date Available – The day the product will be available for purchase (LEAVE BLANK FOR AVAILABLE NOW).
 3. Products Manufacturer – Choose from the dropdown list of manufacturers for your product. You must have set up your manufacturer or brands list previously. If you choose to ignore this option, don't select a manufacturer from the list.
 4. Products Name – Enter the product name here as it will appear on the site.
 5. Product is Free - For all of these the default is NO
Product is Call for Price
Product is Priced by Attributes
 6. Tax Class – This determines if a product will or won't be taxed. The tax charged is what has already been programmed in- i.e. 7.75% if a CA resident, etc. (DEFAULT IS NONE- BOUTIQUES USUALLY DO SELECT TAX, SO CHOOSE TAXABLE GOODS.)
 7. Products Price (net) – The actual price you want to sell your product for.
 8. Products Price (gross) – If you have taxes activated and programmed, this area will automatically reflect the price of the item plus applicable tax. (DO NOT INPUT ANYTHING HERE MANUALLY).
 9. Product is Virtual – If your product is to be downloaded or sent without shipping. (DEFAULT IS NO)
 10. Always Free Shipping – (DEFAULT IS NO)
 11. Products Quantity Box Shows – Allows the quantity to appear on product page and to be adjusted. (DEFAULT IS YES)
 12. Product QTY Minimum – How many must be purchased at a minimum (DEFAULT IS ONE)
 13. Product QTY Maximum – The max number that can be purchased, 0 means unlimited. (DEFAULT IS 0)
 14. Product QTY Units – How many products in a unit. (DEFAULT IS ONE)
 15. Product QTY Min/Unit Mix – (DEFAULT IS YES)
- *the above blue fields are rarely used. Most shop owners leave these set with their default options.
16. Products Description – Type (or cut and paste) your product's description as it will appear on the site. (TEXT IN THIS BOX RESPONDS TO HTML TAGS- SEE BELOW).
 17. Products Quantity – If you chose to keep track of inventory via the web site, this area is active. Enter the amount of inventory for each product. (IF A CUSTOMER TRIES TO PURCHASE SOMETHING WITH ZERO INVENTORY, THEY WILL SEE RED TEXT APPEAR IN THEIR SHOPPING CART INDICATING THE ITEM IS BACKORDERED). If you would prefer that this feature be disabled, let us know and we can disable it, or simply enter 999 or other large number into the field.

18. Products Model – If you want to keep track of style or part numbers, enter them here. They will appear on the web site.
19. Products Image & Upload to Directory - Browse your hard drive and attach your product's image(s) and select which directory they should be placed in. Go through one by one and attach images (use naming convention below or see above (page 2):
 - a. Pic.jpg (or .gif) this is the thumbnail image seen on the category page. Upload to main (DEFAULT) directory.
 - b. Pic_MED.jpg (or .gif) this is the image on the product detail page. Upload to the Medium directory.
 - c. Pic_LRG.jpg (or .gif) this is the pop up (enlarged) image. Upload to the Large directory.
 - d. Second Image (for additional views):
Thumbnail pic_01.jpg (or .gif) upload to main directory.
Large: pic_01_LRG.jpg (or .gif) upload to Large directory.
 - e. Third Image (for additional views):
thumbnail: pic_02.jpg (or .gif) upload to main directory.
large: pic_02_LRG.jpg (or .gif) upload to Large directory.
20. Delete Image – Not necessary unless you want no image to appear (DEFAULT IS NO)
21. Overwrite Existing Image on Server– (RARELY USED)
22. Or Select Image from Server– (RARELY USED, LEAVE ON DEFAULT)
23. Products URL – (RARELY USED)
24. Products Weight – (RARELY USED)
25. Sort Order– This controls the order in which your products appear on the site. Enter '1' and the product will appear first on the page, and so on.

After entering information in all applicable fields, click the Preview button. Then confirm your product specs by clicking the Insert button on the preview page. You've just added a new product!

*To add options to a product such as sizes, colors, etc. See the Product Attributes section on page 8.

PRODUCT DESCRIPTION BOX (from page 5 above)

The Product Description Box responds to HTML tags. This means that adding a space between two lines requires more than hitting your Enter key. (NOTE- HITTING THE ENTER KEY DOES ADD A SPACE IN THE BOX, BUT YOU WILL NOT SEE A SPACE ON THE PREVIEW PAGE OR LIVE PRODUCT PAGE). Below are the three most common HTML tags you will be using in your product descriptions:

ACTION	HTML TAG
Add a Break	
Skip a Line Break	<p>
Bold	word to be bold

Example description w/html:

Sponge coral rose with leaves of citrine (approx. 1.8 carats). Set in silver with rhodium polish.
<p>Size: 1.9" x 1.0".

Example description as it appears on the site:

Sponge coral rose with leaves of citrine **(approx. 1.8 carats)**. Set in silver with rhodium polish.

Size: 1.9" x 1.0".

PRODUCTS - CON'T.

CATEGORY/PRODUCT EDITING

Across from all categories and products are colored circle buttons that help control various editing features.
Status – either green (for active) or yellow.

Edit
Delete
Move
Copy To
Attribute
Features



ID	Categories / Products	Model	Price/Special/Sale	Quan	Status	Sort	Action
35	BedHead Blue Tulip Hipster Set		\$135.00	98	●	0	[E] [X] [M] [C] [A] [D]
31	Blue Leopard Classic Pajamas		\$54.00	99	●	0	[E] [X] [M] [C] [A] [D]
30	Chichi-o Blue Classic Pajamas		\$54.00	99	●	0	[E] [X] [M] [C] [A] [D]
38	Cochin Classic Pajama Set		\$55.00	99	●	0	[E] [X] [M] [C] [A] [D]
36	Farris Classic Pajama Set		\$55.00	99	●	0	[E] [X] [M] [C] [A] [D]
32	Pink Leopard Classic Pajamas		\$54.00	99	●	0	[E] [X] [M] [C] [A] [D]
37	Purple Dottie Classic Pajama Set		\$55.00	99	●	0	[E] [X] [M] [C] [A] [D]
33	Retrosbank Classic Pajamas		\$54.00	99	●	0	[E] [X] [M] [C] [A] [D]
34	Selma Classic Pajamas		\$55.00	99	●	0	[E] [X] [M] [C] [A] [D]

MOVING & COPYING PRODUCTS

When adding products it's important to make sure that you are adding them in the proper place/category. However, you can move both products and categories around. You can also copy a product (but not a category) to an additional area of the site (so it is listed twice.)

To move a category or subcategory:

From the category screen click the purple circle with the M inside (Move button) directly across from the category you want to move. From the dropdown box that appears select the location to move your category to. Click Move to confirm. Do the same for any product you'd like to move.

To copy a product to an additional category or subcategory, click the blue circle with the C inside (Copy To button) across from the product you want to copy. From the categories dropdown box that appears, select the category/subcat. that you want your product to appear in. Copy Method – Default is Link Product which simply allows the same product to appear in multiple places. Duplicate Product means that your product will now appear twice in the product listing (two separate listings) instead of once. This will allow you to change some of its specs (price, attributes, etc.) (LINK PRODUCT IS MOST OFTEN USED)

Product Page >'Copy To' Screen

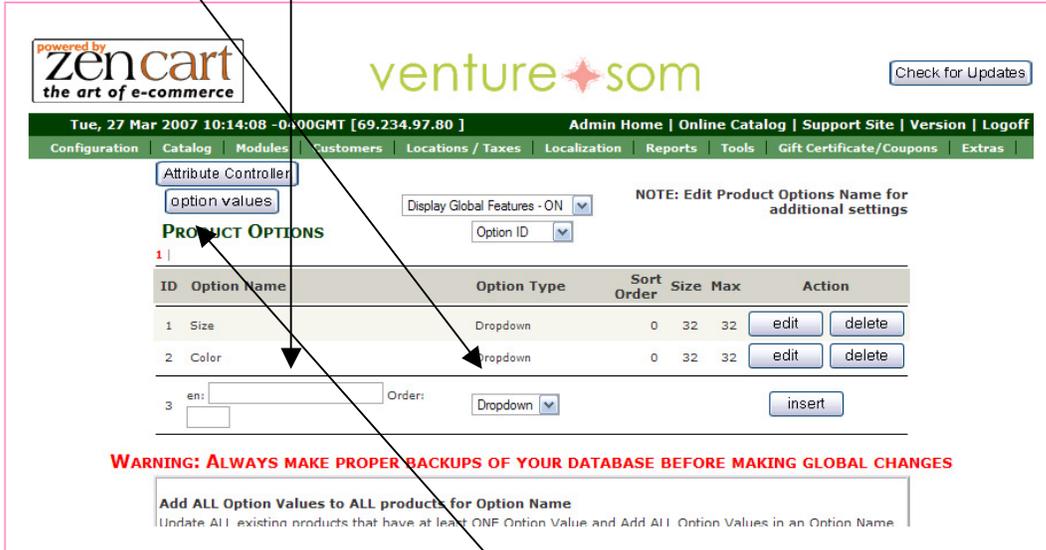
Default is Link Product

PRODUCT ATTRIBUTES

Use the Options Name Manager, Options Value Manager and the Products Attributes area to add options (sizes, colors, etc.) to each product.

Step 1: Create Option Names (Example: Size, Color, etc.) Under Catalog click Option Name Manager

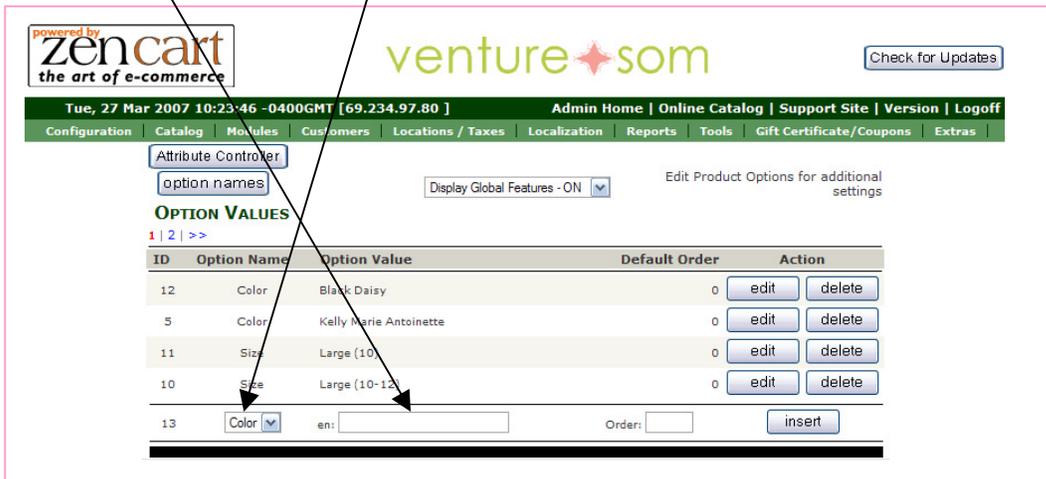
Under Product Options, in the EN field, enter an option name. Then select if the option should appear on the site as a dropdown menu (DEFAULT) or text entry field, radio checkbox and so on. Click Insert to add.



Step 2: Create Values for the New Options (Example: size 2, 4, 6 or Blue, Red, Black).

Under Catalog click Option Value Manager (or from Option Name Manager click Option Values)

Under Option Values, select from the dropdown which Name you'd like to add a value to (Example: Color). In the field next to it, enter the value (Example: Red). Click Insert to add.



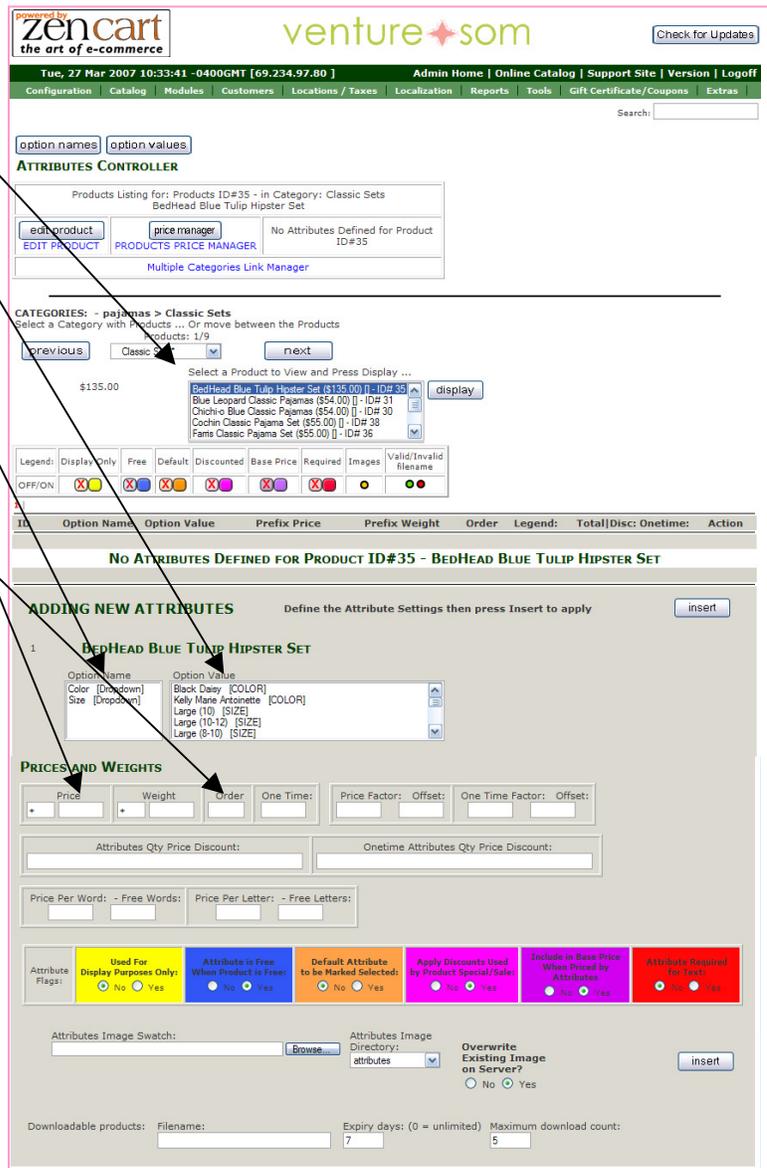
Step 3: Add specific options (or Attributes) to specific products. *Under Catalog click Attributes Controller (or from Option Value or Name Manager click Attribute Controller)*

Select from the dropdown which category or subcategory your product is listed under.



To add the attributes:

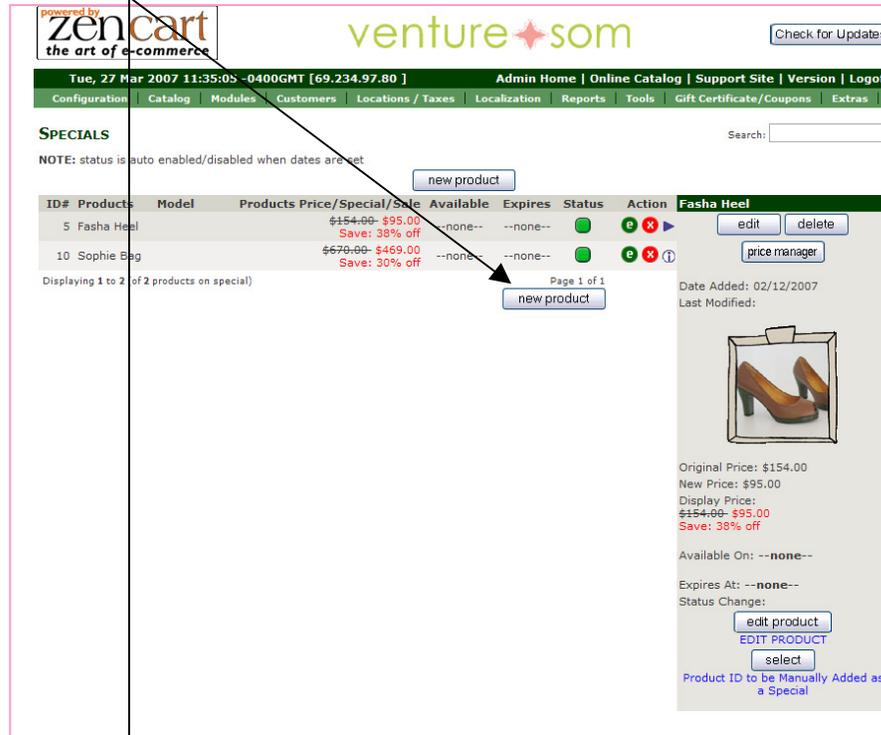
1. Find and select your product in the populated list. Click Display
2. Select Option Name from list.
3. Select Corresponding Value in next box.
4. To place these values in order on the site, you must indicate the order you prefer. (Example: you'd want sizes to appear in numerical order from smallest to largest). So enter 1, 2, 3, etc. into the Order box below.
5. If an attribute will cause a price change (Example: choosing gold over sterling silver) enter the price adjustment here.
6. Click Insert to add.
7. Repeat for all of your options.



PRODUCTS 'ON SALE' - SPECIALS

You have the ability to create sale prices for any of your products.
Under Catalog >click Specials

Click New Product, then select your specific product from the list, enter the sale price and the date-
 duration of the sale (or leave the date field empty for no expiration). In the Special Price field you can also
 enter a percentage discount instead of a straight price. If doing a percentage, be sure to include the
 percentage sign. Click Insert to save.



VOUCHERS-PROMOTIONS-DISCOUNT CODES

A lot of boutiques request the ability to create coupon codes that customers can enter during checkout to receive discounts. This same module in Zen can allow free shipping, free shipping over a certain amount, etc. If you have requested this feature on your site, you will see a Gift Certificates/Coupons link in your admin panel's top navigation bar.

This section allows you to create, edit, email and delete a coupon. You are able to create coupons for fixed or percentage discounts and for a single product or category, multiple products or categories or all of the products on your site.

Under Gift Certificates/Coupons>click Coupon Admin

To create a new coupon, click the Insert button. This section is somewhat self-explanatory (finally something is!).

DISCOUNT COUPONS

Coupon Name: [text input] A short name for the coupon

Coupon Description (Customer can see): [text area] A description of the coupon for the customer

Coupon Amount: [text input] The value of the discount for the coupon, either fixed or add a % on the end for a percentage discount.

Coupon Minimum Order: [text input] The minimum order value before the coupon is valid

Free Shipping: The coupon gives free shipping on an order. Note. This overrides the coupon_amount figure but respects the minimum order value

Coupon Code: [text input] You can enter your own code here, or leave blank for an auto generated one.

Uses per Coupon: [text input] The maximum number of times the coupon can be used, leave blank if you want no limit.

Uses per Customer: [text input] Number of times a user can use the coupon, leave blank for no limit.

Start Date: [dropdown] 27 [dropdown] March [dropdown] 2007 The date the coupon will be valid from

End Date: [dropdown] 27 [dropdown] March [dropdown] 2008 The date the coupon expires

Coupon Zone Restriction: [dropdown] -none- Coupon Zone Restriction are optional.

[preview] [cancel]

***NOTE-**
Default is set for 1 use per customer, feel free to change this.

You cannot have a discount amount AND free shipping. If you select Free Shipping, it will override your discount amount. Contact us and we can manually set a free shipping situation that you can use in conjunction with a discount.

Default for Start/End dates is today's date and today's date next year. Something to be aware of as you may not want a coupon to last an entire year!

You are able to email coupons out to single customers or lists of customers. Under Gift Certificates/Coupons select Mail Gift Certificate. You can choose from a dropdown list of your customers or enter a recipient manually in the To field. Enter the rest of the information and click Send Mail. You will have a chance to review your email one more time before you send. The email automatically generates a code (to enter at checkout) which is included in the email body and the email also contains a link the recipient can click on to redeem the coupon. Send some test emails to yourself and try it before you send the real thing.

SEND GIFT CERTIFICATE TO CUSTOMERS

Customer: [Please Select] Text Editor Plain Text

Email To: [text input] Use this for sending single emails, otherwise use dropdown above

From: [shop@thehorizontalle.com]

Subject: [text input]

Amount: [text input]

Rich Text Message: [text area] We're pleased to offer you a Gift Certificate

[send mail]

View a list of your vouchers/coupons and a list of the coupons you have emailed out.

EDITING TEXT

You as the boutique owner have the ability to add/delete/edit products on your web site. You also have the ability to edit text on pages throughout the site using the Tools>EZ Pages link on the top nav bar.

*NOTE- PLEASE cut and paste all pages of original info into a safe place before you try to make changes, just in case an error is made. If we do need to go back in and recreate a page we'll have to charge our hourly rate.

Under Tools in the admin menu >click EZ Pages

Select the page you want to edit from the list. Click the green circle E to edit page content.

Enter your text (or edit existing text). The text on these pages responds to HTML tags, refer to the simple tags we gave you above (page 6) or search the web for 'simple html tags'. When you are finished, click Save.

The screenshot shows the ZenCart admin interface. At the top, there's a navigation bar with 'Admin Home | Online Catalog | Support Site | Version | Logoff'. Below that is a menu with 'Tools' selected. The main area is titled 'EZ-PAGES SELECT A PAGE ...'. It features a table with the following columns: ID, Page Title, Open New Window, Page is SSL, Header, Sidebox, Footer, Chapter, TOC, and a 'Title: about | Prev/Next Chapter: 0' section. The 'about' page (ID 3) is selected, and a green circle with 'E' is visible next to it. Below the table are buttons for 'edit' and 'delete'.

The screenshot shows the edit form for 'EZ-PAGES ID: 3'. The 'Page Title' field contains 'about'. There are radio buttons for 'Open New Window' and 'Page is SSL', both set to 'No'. There are also radio buttons for 'Header', 'Sidebox', 'Footer', 'Chapter', and 'TOC', all set to 'No'. The 'HTML Content' field contains three lines of text: 'this will link to constant contact sign up page'. At the bottom, there are 'update' and 'cancel' buttons.