



Zen Cart Store Owner's User Guide

Congratulations! - Your new online store is open for business!

This guide will help you make the most of your site and maintain it.

Accessing Your Admin Panel

1. All modifications to your site are made via the administration panel.

Find your admin panel here: _____

2. Log in using:

username: _____

password: _____

A Word About Product Images

With an online store good photos are essential. Your customers cannot handle the product, so make sure you display your items with the best photos you can. If you have images you can use from the manufacturer this may save you time and be of better quality than those taken with your digital camera, so use those if you can.

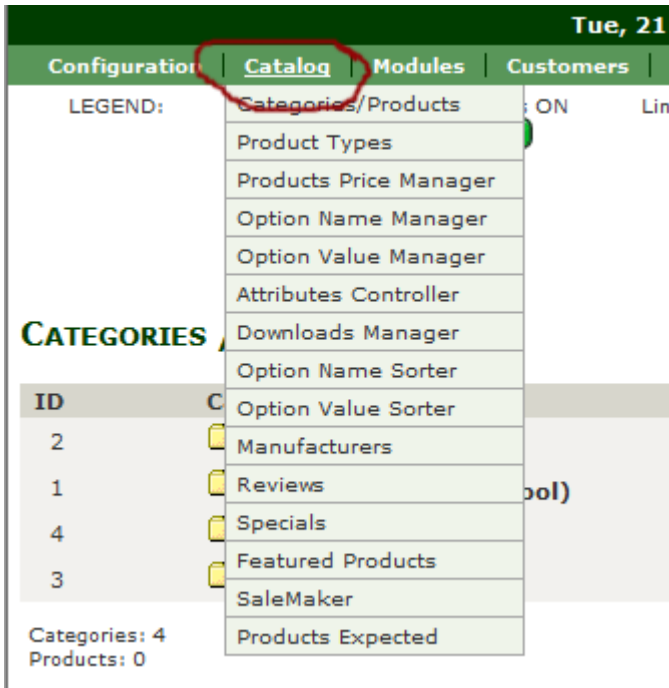
Prepare your product photos/images before uploading them to your web site.
All uploaded product photos should have these properties;

1. Low resolution- 72dpi - computer screens don't display above 72dpi so any higher resolution just increases file size, slowing down your web site loading time.
2. 600 to 800 pixels wide – this will make them large enough so that the “click to enlarge” feature displays them at a good size without the need to scroll the screen.
3. Correct naming convention - save your images as gif or jpg files and name them in lower-case with no spaces or non-alphanumeric characters.
4. Crop your photos for a better view of your products
5. Generally, white backgrounds look better than dark or patterned backgrounds.
6. Take photos in good lighting – using a flash will often spoil a product shot by creating too much glare

Zen Cart Admin Area

Once you are logged in you will see your admin area where you can manage your store.

The most important area for you is the Catalog section containing Manufacturer and Product information.



This is the most frequently used area. Here you create categories and add products.

Manufacturers

If your shop sells goods supplied by manufacturers, and if you want your product listings to show manufacturers, you need to set up the manufacturers 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 can go back at any time and edit what you have just entered.

Some stores like to display a page of logos or images for the manufacturers/brands, or a drop-down list of manufacturer names.

A screenshot of the 'New Manufacturer' form in the Zen Cart Admin Area. The form has a green header with the text 'New Manufacturer'. Below the header, it says 'Please fill out the following information for the new manuf'. The form contains several fields: 'Manufacturers Name:' with a text input field; 'Manufacturers Image:' with a text input field containing the word 'optional' in red, a 'Browse...' button, and the word 'optional' in red below it; 'Upload to directory:' with a dropdown menu showing 'manufacturers'; 'Or, select an existing image file from server, filename:' with a text input field containing the word 'optional' in red; and 'Manufacturers URL:' with a text input field containing a small UK flag icon and the word 'optional' in red. At the bottom of the form are two buttons: 'save' and 'cancel'.

Other 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.

Enter manufacturer details here, if this is required in your store - Otherwise, ignore it.

Categories

Add your web site product categories 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.

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 (Red/Blue dots)

Text Editor: Plain Text

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

Search:

Go To: Top

CATEGORIES / PRODUCTS - TOP

ID	Categories / Products	Model	Price/Special/Sale	Quantity	Status	Sort	Action
2	Die Cast			1 of 1 active	ON	0	E X R
1	Educational (pre-school)			1 of 1 active	ON	0	E X R
4	Puzzles			0 of 0 active	ON	0	E X R
3	Tricks			0 of 0 active	ON	0	E X R

Categories: 4
Products: 0

[new category](#)

NOTE: Category has SubCategories
Products cannot be added

It's best to put some thought into categories and sub categories before getting started, because if you use sub-categories ALL items must be assigned. What I mean by this is, if you create a category, for example "shoes", and then create a subcategory such as "ladies", ALL the products in the "shoes" category must be assigned a subcategory. If any products remain unassigned within "shoes", your subcategories will be invisible.

To add products to a category, click on the yellow file icon or the category name.





Once inside a category you can begin to add products.

Products

Open the appropriate Category, then click New Product

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




LEGEND: Status OFF  Status ON  Linked Product  Meta Tags Defined: Yes No 

Text Editor

Categories/Product Display Order: Products Sort Order, Product

CATEGORIES / PRODUCTS - DIE CAST Search:

X Go To: Die Cast

ID	Categories / Products	Model	Price/Special/Sale	Quantity	Status	Sort
1	 example 1				1 	0   

Categories: 0
Products: 1

Displaying 1 to 1 (of 1 products)
Page 1 of 1

Select 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 is 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 drop-down list of manufacturers you created earlier, or leave blank if manufacturer is not needed.
4. Products Name . Enter the product name here as it will appear on the site. Use a title that makes sense to your customer.
5. Product is Free - default is NO
Product is Call for Price - default is NO
Product is Priced by Attributes - default is NO
6. Tax Class . This determines if a product will be taxed. Zen Cart was developed in USA where this is a necessary box due to differing taxation among the states. For Australian online stores leave as default since GST is included in an items cost - DEFAULT IS NONE
7. The price of your product.
8. Products Price (gross) - DO NOT INPUT ANYTHING HERE MANUALLY.
If you had taxes activated and programmed at step 6, this area would automatically show the price of the item plus applicable tax. For Australian stores, do not put anything here.
9. Product is Virtual . Only used if your product is to be downloaded. DEFAULT IS NO
10. Always Free Shipping. Use this only if you included postage in the price and therefore have no postage price. DEFAULT IS NO

Products Quantity Box Shows . Allows the quantity to appear on product page. Shows how many are available of this item. DEFAULT IS YES

11. Product QTY Minimum . How many must be purchased at a minimum - DEFAULT IS ONE

12. 1Product QTY Maximum . The max number that can be purchased, 0 means unlimited.
DEFAULT IS 0

13. Product QTY Units . How many products in a unit. DEFAULT IS ONE

14. Product QTY Min/Unit Mix . DEFAULT IS YES

15. Products Description .

Type (or cut and paste) your product description as it will appear on the site.

The Product Description Box responds to HTML tags.

This means that adding a space between two lines of text requires more than hitting your Enter key. Hitting the Enter key will appear to add a space in the box, but NOT on the live product page.

Therefore, you need to know some simple HTML for this area, such as:

Bold a word word or text

line break

bullet point

16. 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.

Products must be available to be purchased. A customer cannot purchase something with zero inventory. If you prefer not to use this feature, enter 999 in this field.

17. Products Model . If you want to keep track of style or part numbers, enter them here. They will appear on the web site.

18. Products Image – here you can upload your image. Browse your hard drive and attach the appropriate picture to the product.

19. Delete Image . Not necessary unless you want no image to appear - DEFAULT IS NO

20. Overwrite Existing Image on Server - LEAVE ON DEFAULT

21. Or Select Image from Server - LEAVE ON DEFAULT

22. Products URL – leave blank

23. Products Weight - use only if posting by weight – generally leave blank.

24. 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 (the image will probably look badly proportioned, but ignore that as it fixes itself once uploaded).

If all is okay, click INSERT and you have added a new product!

Moving and Copying Products

You can move both products and categories around.
You can also copy a product to another category so it is listed twice.

To move a category or subcategory:

1. From the category screen click the purple circle with the M inside (Move button) to the right of the category you want to move.
2. From the drop-down box that appears select the location to move your category to.
3. Click Move to confirm.
Do the same for any product you wish to move



To copy a product to an additional category or subcategory

1. Click the blue circle with the C inside (Copy To button) to the right of the product you want to copy.
2. From the categories drop-down box that appears
3. select the category/sub-cat. that you want your product to appear in.
4. There are 2 options here:
Default is "Link Product" which means the same product listing will appear in multiple places.
"Duplicate Product" means that your product will now appear twice in the product listing, as two separate listings. This is handy if listing a similar product with a size, colour or design difference.

Product Attributes – More Advanced

You can use Options Name Manager, Options Value Manager and the Products Attributes areas to add options like sizes, styles and colours .

1. 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 drop-down menu (DEFAULT) or text entry field, radio check box and so on.
Click Insert to add.
2. Create Values for the New Options (e.g. 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 drop down which Name to add a value to (e.g. colour). In the field next to it, enter the value (e.g. Red).
Click Insert to add.
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 drop-down which category or subcategory your product is listed under.
 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.

Repeat for all of your options.

Products on Sale and Specials

You can create sale prices for any of your products.

1. Under Catalog >click Specials
2. 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).
3. 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.
4. Click Insert to save.

Vouchers and Coupons

You can create coupon codes that customers can enter during checkout to receive discounts.

Go to the 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 fairly self-explanatory, but there are a few things to note.

The default is set for 1 use per customer, so change this if you want to offer multiple times.

You cannot have a discount amount AND free shipping. If you select Free Shipping, it will override your discount amount.

The default for Start/End dates is today's date and today's date next year, so correct the dates.

You can email coupons out to single customers or lists of customers.

Under Gift Certificates/Coupons select Mail Gift Certificate.

You can choose from a drop-down 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.