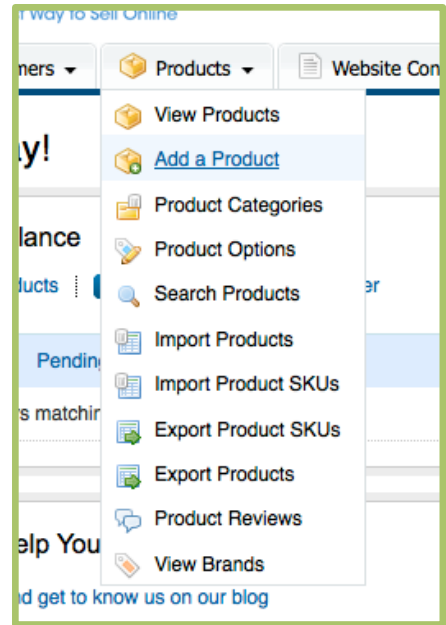


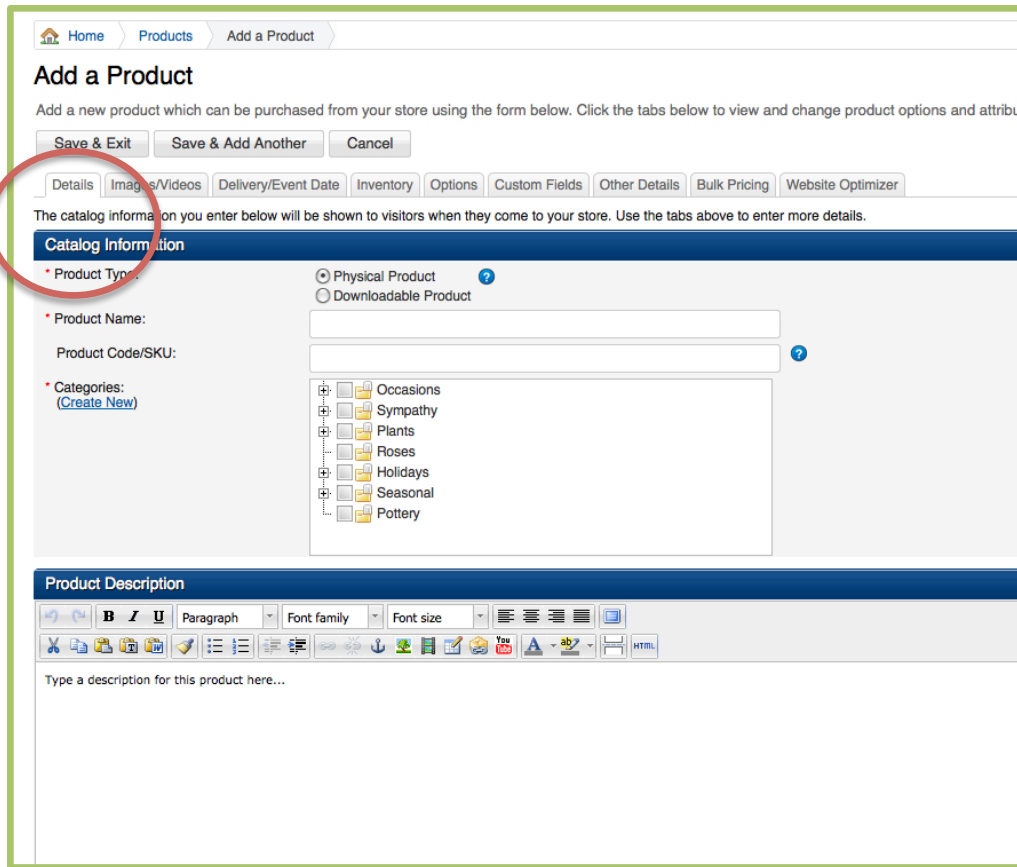
Add a Product: A Step-by-step Guide

1. In the **Products** drop down menu, select “**Add a Product.**”

Any specific item/tab that is not mentioned in this guide most likely will not apply to our clients, so you can just leave it as is. However, if you would like more information on an item not included, please just let us know!



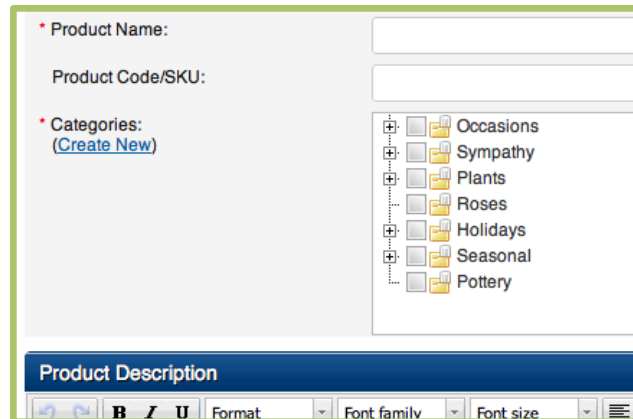
2. **Details Tab:**



- A. **Product Name:** As you would like it to appear on your website
- B. **Product Code/SKU** (if applicable, not necessary to include)

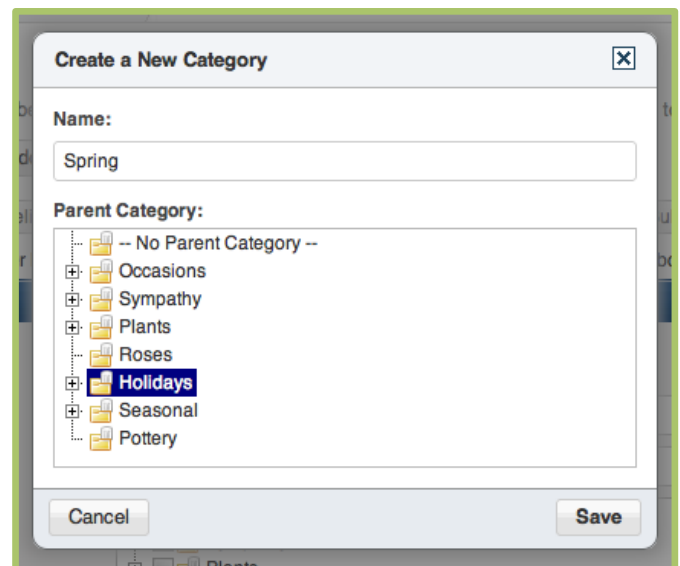
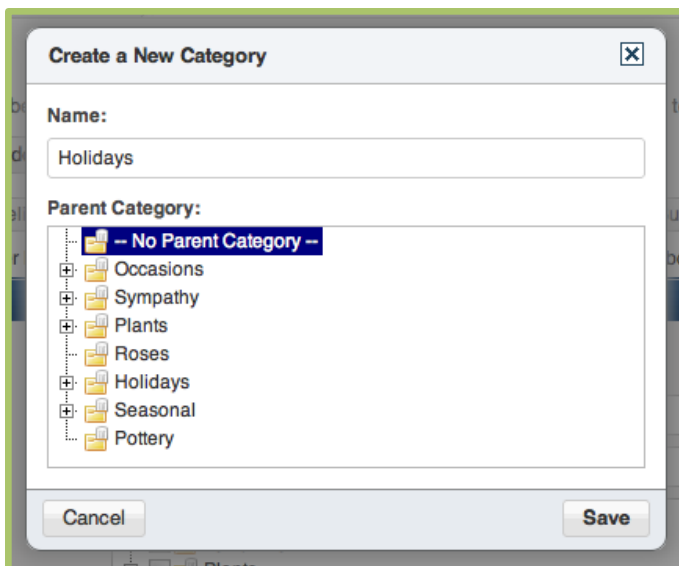
C. **Categories:** The best way to organize the products for your customers' quick reference on your website. *Examples: holidays, occasions, sympathy, etc.*

a. To add a category, click **“create new.”**



b. A pop-up window will appear where you can add the **name** of your first category. *Example: holidays.* This will create what is referred to as a “parent category.” You can add as many parent categories as you would like, just make sure that **“No Parent Category”** is selected beneath the name when doing so. See lower left.

c. To organize a parent category into subcategories (*example: holidays into spring, summer, fall, winter*) select the parent category (in this case *holidays*) and type in the name of the subcategory, *spring*. See lower right.



d. You can also edit your categories easily by selecting **“Product Categories”** from the **Products** drop down menu. It's a great place to get organized before adding your products.

- D. **Product Description:** As it will appear on the website. A good product description can be essential to your SEO efforts. Use important applicable keywords such as “roses” or “sympathy” often, and ensure that the person reading it can get as much detail as possible from this description.
- E. **Price:** Excluding Tax

The image shows a screenshot of a product configuration form. It is divided into two main sections: "Pricing & Pre-Order Options" and "Shipping Details".

Pricing & Pre-Order Options:

- * Availability:** Three radio button options:
 - This product can be purchased in my online store
 - This product is coming soon but I want to take pre-orders
 - This product cannot be purchased in my online store
- * Price:** A text input field containing "40" with a dollar sign (\$) on the left. To the right of the field is the text "(Excluding Tax)" followed by a question mark icon and a link "More Price Options »".
- * Tax Class:** A dropdown menu showing "Default Tax Class" with a question mark icon to its right.

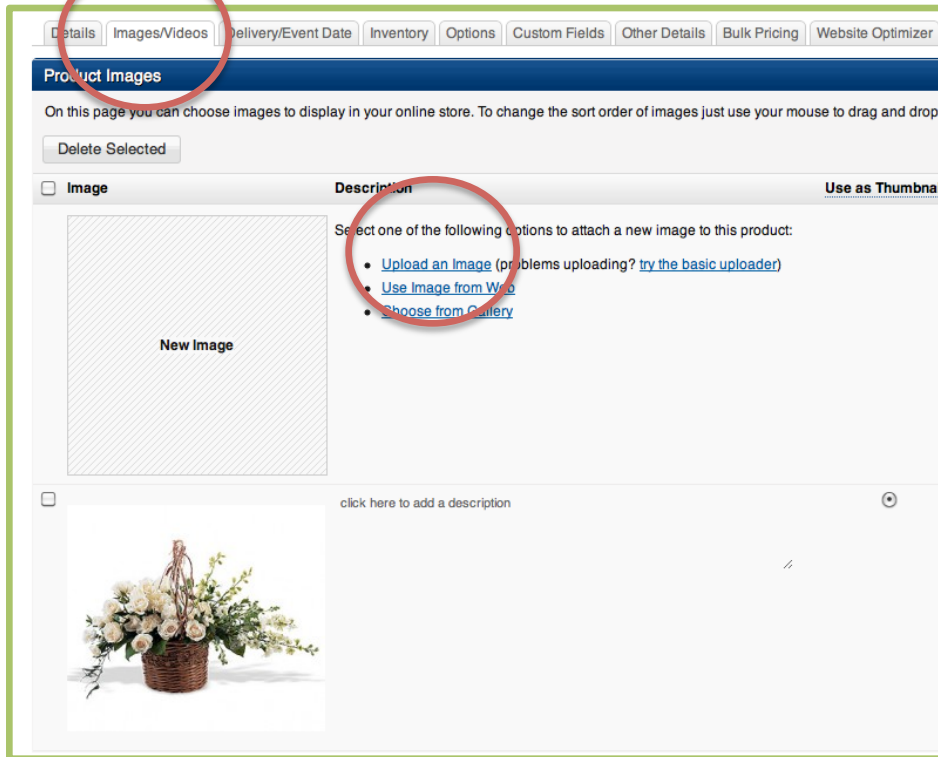
Shipping Details:

- * Product Weight:** A text input field containing "0" followed by "LBS" and a question mark icon.
- Product Width:** A text input field followed by "Inches" and a question mark icon.
- Product Height:** A text input field followed by "Inches" and a question mark icon.
- Product Depth:** A text input field followed by "Inches" and a question mark icon.
- Fixed Shipping Cost:** A text input field with a dollar sign (\$) on the left and a question mark icon.
- Free Shipping:** A checkbox followed by the text "Yes, this product has free shipping" and a question mark icon.

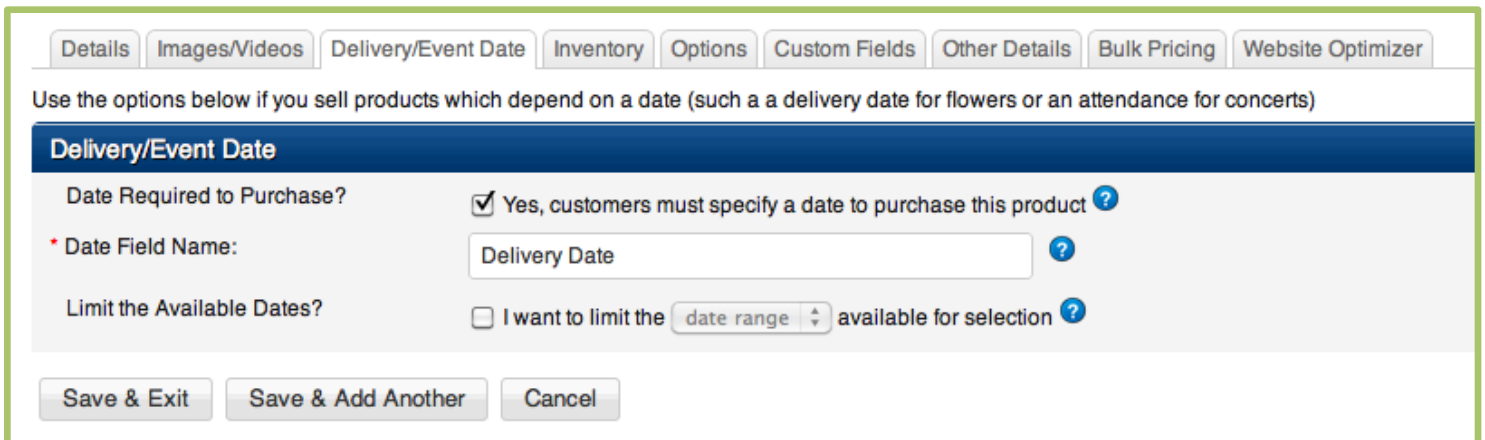
At the bottom of the form, there are three buttons: "Save & Exit", "Save & Add Another", and "Cancel".

- F. **Product Weight:** Most likely the weight of the item will not affect the price of shipping, so put “0”.

3. **Images/Videos Tab:** Click **“Upload an Image,”** find your image file, and open it. The image will appear, as shown below.



4. **Delivery/Event Date Tab:** Next to **“Date Required to Purchase?”** click the box next to **“Yes.”**



5. **Options Tab:** This tab is only necessary if a product has additional options/upgrades. Please consult the *Options Guide* for more information about this tab and its features. **Another important feature of this tab is adding in the option for your customer’s card message so please consult our guide.**

6. **Other Details Tab:** The selections utilized in this tab will assist with optimizing the website (maximize search engines effectiveness, create tags, etc.)

A. **“Search Keywords”** is what a customer will use to search for the specific product in your website. A comma should separate each word/phrase. *For example: prom,rose,roses,high school,hydrangea,hyacinth,“the product’s name”*

- B. **“Search Engine Optimization”** These fields contribute to search engine ranking.
- “Page Title”** Leave this blank to use the product’s name and your store name as your page title. Or [click here](#) for more detailed information about boosting your product pages’ SEO. Try to keep to 60 characters max.
 - “Meta Keywords”** In our SEO guru’s opinion, these are no longer relevant, so just keep this blank.
 - “Meta Description”** This shows up in search engine results and should somewhat resemble your product description, however this is written to entice the user to click on your link. Include target keywords and be creative! Try to keep to 160 characters max.

Edit a Product
Edit the details of the product in the form below.

Save & Exit Save & Keep Editing Cancel

Details Images/Videos Delivery/Event Date Inventory Options Custom Fields Other Details Bulk Pricing Website Optimizer

Related products can be detected automatically or you can specify them manually. They will be shown on the products page to your visitors.

Related Products
Related Products: Find and show related products automatically ?

Below you can enter advanced options for this product, including warranty information and meta description/keywords.

Other Details

Product Warranty: ?

Template Layout File: ?

Brand Name: or create one: ?

Product UPC: ?

Search Keywords: ?

Product Tags: ?

Product Availability: ?

Visible: Yes, this product should be visible on my web site

Featured Product: Yes, this is a featured product ?

Gift Wrapping: Use all visible gift wrapping options I've created ?
 Don't allow this item to be gift wrapped
 Specify specific gift wrapping options for this product

Sort Order: ?

* Product Condition: ? Show the condition on the product page

Minimum Purchase Quantity: ?

Maximum Purchase Quantity: ?

Search Engine Optimization

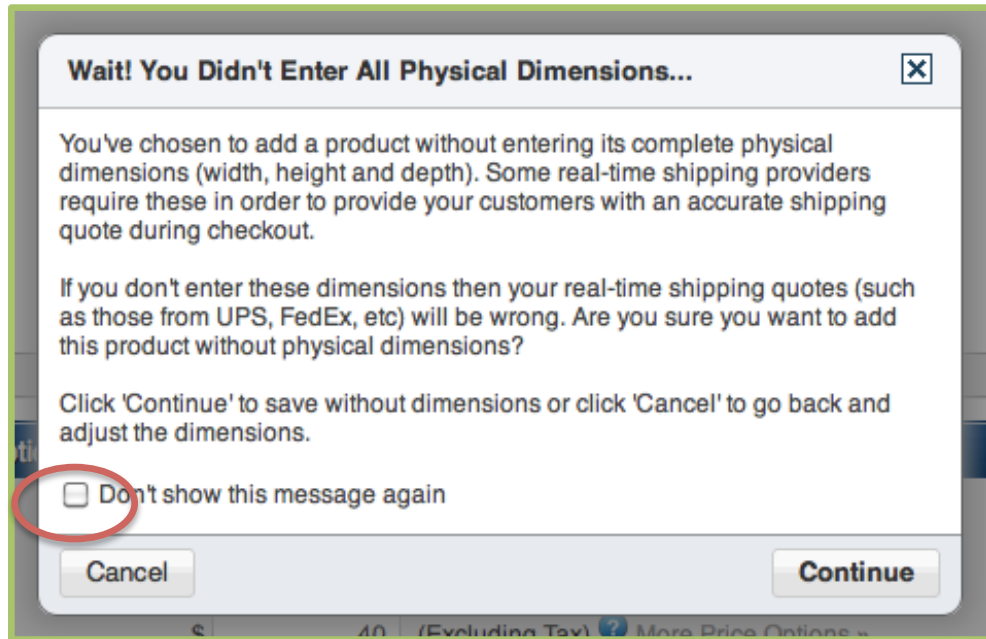
Page Title: ?

Meta Keywords: ?

Meta Description: ?

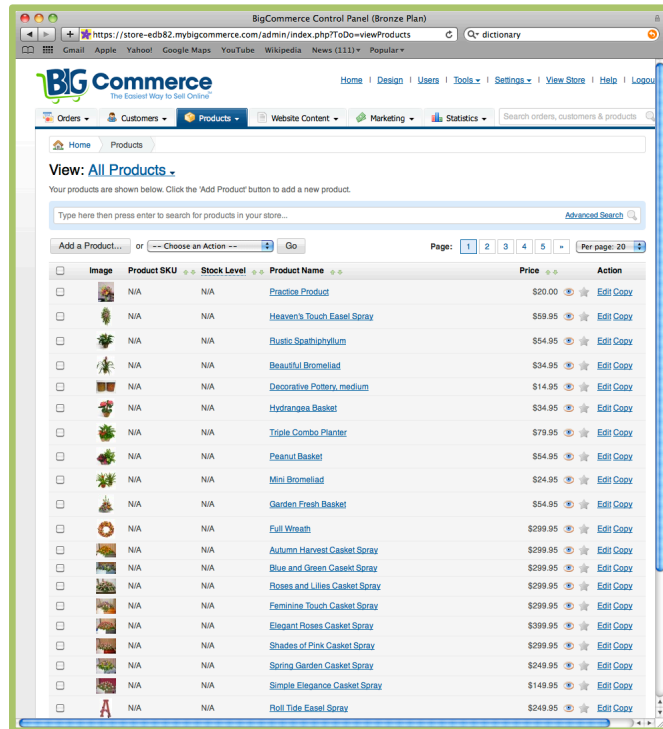
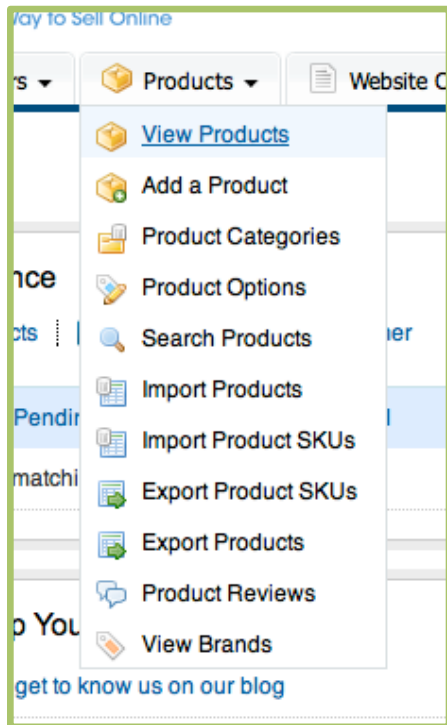
Facebook Open Graph Settings

7. Click **“Save & Exit.”** Please note: a pop-up will appear when you Save & Exit for the first time mentioning the products physical dimensions. This is normal and can be removed by checking the box next to **“Don’t show this message again,”** and then clicking **“Continue”**.

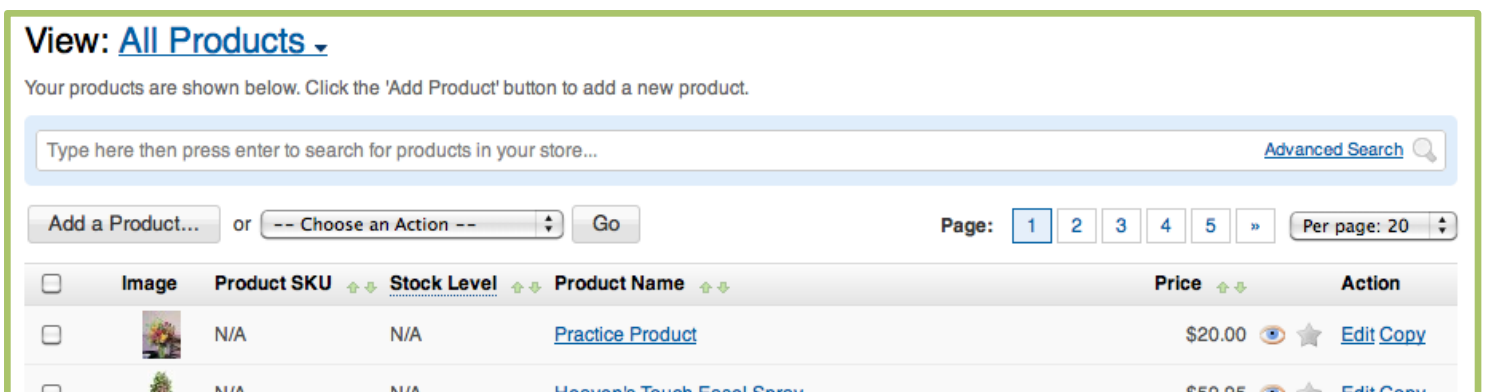


Other Quick Tips:

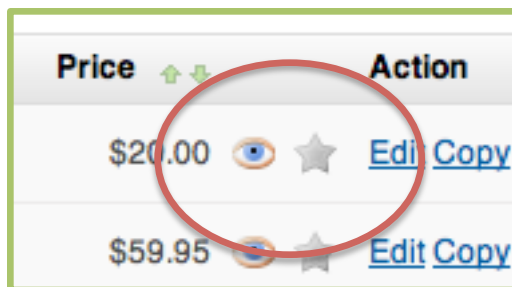
- ✓ You can view all of your products in list form by clicking “**View Products**” in the **Products** drop down menu.



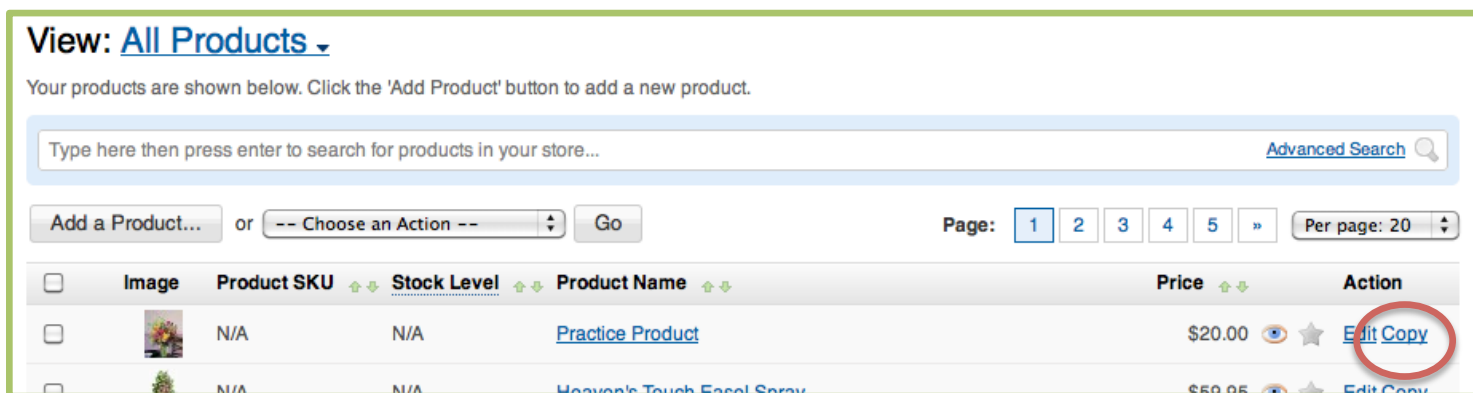
- ✓ There are a lot of things you can do in the All Products View.
 - search for an item in the search bar
 - delete an item, or items, by clicking the box next to the product/s and selecting “delete item” from the drop down menu
 - see the product onsite by clicking the product’s name
 - quickly view a products price
 - edit a product



- ✓ The “eyeball” and “star” are two really handy features, as well.
 - The “eyeball” determines if a product is visible on the website. *For example: bouquets specific to Thanksgiving won't necessarily need to be visible year round. So, instead of deleting these products, just de-select the eyeball to make them invisible and come back next November and make them visible again.*
 - The “star” determines whether or not a product is featured. A featured product will be immediately visible on the front page of the website and/or at the top of their respected categories when a customer views products online.



- ✓ And last, but certainly not least, the tip that will **save you the most time** is to use the **copy** button in the All Products View. After a product is completed, as instructed in this guide, you can copy that product. Open the copied product and you already have an outline completed for the next product. Simply, make changes where necessary, and when finished copy again!



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