Selling and managing e-goods

The Online Store makes it easy to sell and manage your digital products.

E-goods are products such as software, audio and video files (mp3s), e-books, graphics, and other digital files that can delivered to customers via download. Customers can add digital products to their carts and pay for them the same way that they'd pay for a normal product. Once their order has been processed, they receive an email notification with the download link for their purchase.

Here's how to add e-goods to your Online Store:

1. In your SiteBuilder, go to the Online Store tab.
2. Click on "Catalog".
3. Click an existing product to edit it, or click on "New product" to create a new one.
4. Open the “Files” tab.
5. Click "Upload Files".
6. When you're finished, click "Save".

Files cannot exceed 100MB. However you can upload more than one file per product. So, if you have a 700MB e-book, you can split it into seven parts of 100MB each.

The files will be available for customer only after they have completed the purchase process, and they will receive an email with the download link which they can use to access their file/s.

You can also protect your download links, to prevent your files being shared without having first been purchased. To do this, you can limit the link lifetime and number of downloads customer can make.

There are two options available to you:

- Link lifetime, in hours (e.g., link is available for 24 hours only, but your customer is allowed an unlimited number of downloads).
- Number of downloads (e.g., link is available without any time limits, but it can only be downloaded five times).

Here's how to set up download protection:

1. In the SiteBuilder, go to the Online Store tab.
2. Click "System Settings".
3. Make sure you are in the "General" tab.
4. Select "E-goods".
5. Enter your "Link lifetime, hours" and "Number of download attempts" values.
6. Click "Save".

Another handy feature is that, when needed, you can manually regenerate any download link or expire it on the "Order details" page of the necessary order. After regeneration a new link will be generated and sent to the customer, so they will be able to download the file again. After forced expiration, the link will become unavailable immediately.

Related articles

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