Online Store: Getting started

Once you have signed up for the Online Store, the Online Store Wizard will take you through the basic set-up of establishing your store.

The basic setup consists of six steps:

- Adding products
- Verifying Geo settings
- Configuring your shipping
- Setting up your payment methods
- Placing a test order
- Sharing your store

Adding Products

1. Once you've clicked on "Let's Go", you can begin building your product catalog. Click on "Add products to your store".
2. On the product set dialog box, you can do the following:
    - Upload your product image
    - Add your product name
    - Enter your price
1. If you need to add additional products, click "Add more". Once you've done uploading your products, you can click on "Save".

You can edit the product's category, options, images, tax and shipping information at a later stage.

Adding your Geo Settings

This step allows you to set up your country, currency and preferred metric system.

1. Click on "Customize your store for your local market" icon.
2. On the "Verify your geographic settings" page, if the country and currency displayed is already correct, you can click on "Proceed to the next step".
3. If you need to make changes to this page, click "Edit" and then "Save".
4. You will be taken to a page to set up your company info.
5. Click "Save" and you'll see a green check mark verifying you've completed this step.

Configuring your Shipping

Now that you've established your location and currency, this enables you to set up your shipping. The Online Store supports shipping options worldwide, and also gives you the flexibility to choose your shipping provider.

1. Click on "Setup Shipping".
2. You can determine if you require shipping or not. For this tutorial, we will say that we do want to set up shipping. Click on "Setup shipping".
3. Depending on your country's location, the shipping dialog box will list a few default shipping methods. For the United States, it will display the following:
    - UPS
    - USPS
    - Custom flat rates
      If the one you want is not listed, you can check out the "advanced shipping options" link.
1. We're going to select "Set custom flat rates".
2. You can set up a flat rate shipping fee based on these general regions:

- The World
- United States
- US & Canada
- Europe (EC)

You may use one, some or all of the available regions depending on your needs. You will need to add the corresponding flat rate fee.

Advanced custom flat rates:
Should you require more options and flexibility, you can click on "Advanced shipping options". Click on "Custom Rates". There are three different shipping calculations available:

- **Flat rate:** Set a flat shipping rate, or specify free shipping.
- **Custom table:** Customize your shipping costs by weight, number of items or cart total.
- **Carrier-calculated:** Automatically calculate costs based on carrier rate tables.

Shipping costs are generally calculated on weight and distance, so if you are selling a tangible product it is important to **configure your product weight correctly**. This will ensure you receive the correct carrier-estimated cost of delivery.

Setting up your payment methods

You're nearly done by now. The last big step you need to complete is how you wish to accept payments from your customers.

1. Click on "Set up payment options".
2. The Online Store will have two default methods:

- PayPal
- Stripe

There are many other payment gateways that are supported as well. To access these alternative payment options, you can click on "Advanced payments setup". If you are not ready to select your payment options, you can skip this step by clicking on "I will set up my payment options later".

Placing a test order

This is an opportunity for you to see if your store is working as it should before it goes live. Please note that you do need to have your payment method set up in order to use this feature.

1. Click on "Place test order".
2. Select the product that you wish to test and click "Place test order'. You'll be taken through the process of ordering your item and experience what your customers will go through. This is an excellent time to ensure that all the details for your item are displaying the correct information.

Sharing your store

Now that you've successfully set up your store, you can let others know to come and check it out!

1. Click on "Your Store is Open".
2. You can share the news on FB, Twitter or email a link to your store.

Congratulations on setting up your store!

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