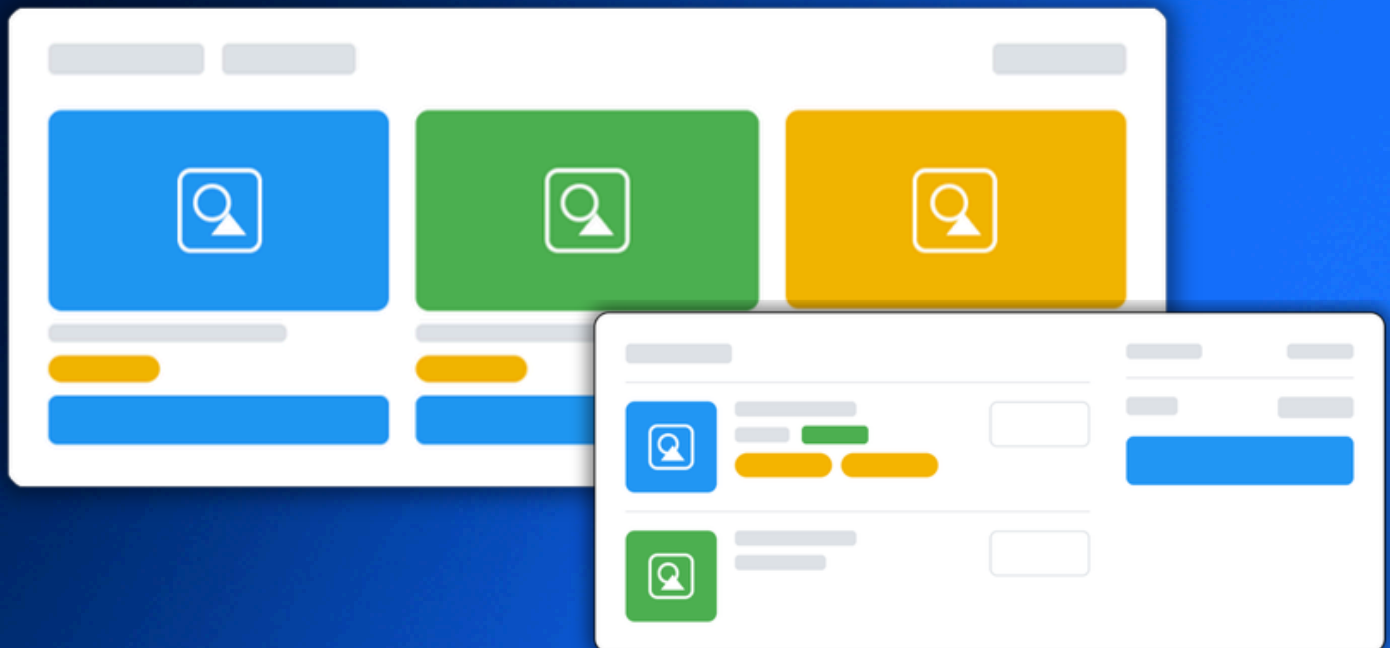


REFERENCE GUIDE

E-Commerce

Your complete online store reference



Store Setup and the Five Pages

What It Is

An online store is five linked pages added to a website in the builder. Search for Stores to find yours. Products and orders have their own pages.

How It Works For Your Business

- Open a website, click Add element, and look in the Store section for Cart, Collections List, and Featured Products.
- The first store element shows an Add Store or Skip prompt. Add Store carries over your fonts and colors.
- Your software builds Products List, Product Details, Cart, Checkout, and Thank You, already linked.
- Use the Complete Setup checklist in the Stores list to see what is missing, like a domain or payment provider.
- Save, then Publish. Until you publish, only you can see the store.

Store Setup and the Five Pages – Tips & Guidelines

Tips

- Add the first store piece to the page customers already visit.
- Check the Complete Setup checklist before you promote the store.
- Test the live store on your phone, not just your computer.
- Neither Add Store nor Skip is permanent. Colors can change later.

DO

- Connect a payment provider
- Publish after changes
- Click through all five pages
- Check it on mobile

DON'T

- Assume it is ready unpaid
- Forget to save and publish
- Edit pages before you tour them
- Ignore the checklist

Products and Include in Online Store

What It Is

Products are created in the catalog: search for Products. A product shows in your store only when Include in Online Store is turned on.

How It Works For Your Business

- Create a product with a name, description, media, and price. Add variants for sizes or colors if needed.
- Turn on Include in Online Store and save. If it is off, the product never shows on your store pages.
- Search for Stores, open a store, and find its Products section to search by Product Name or filter by Collections.
- Select several products and use the bulk option to include or exclude them from that one store.
- Spreadsheet View under Products lets you edit many products at once in a grid.

Products and Include in Online Store – Tips & Guidelines

Tips

- If a product is missing from the store, check the toggle first.
- Turn the toggle off to hide a sold out item without deleting it.
- Add more than one photo so shoppers can see every angle.
- Double check prices. A typo goes straight to checkout.

DO

- Write a clear short name
- Add several photos
- Use variants for sizes
- Re-read the price

DON'T

- Leave the toggle off
- Use a vague name
- Add variants you do not need
- Delete to hide a product

Collections and SEO Text

What It Is

A collection is a group of products shoppers can browse together. You build collections in the catalog and show them on your store with the Collection List element.

How It Works For Your Business

- Search for Products, open Collections, and fill in the Name, Image, SEO title, SEO description, and Handle.
- The handle is the short lowercase name used in the page address.
- In the builder, add Element, then Store, then Collection List. Set columns: up to five on desktop and two on mobile.
- Map each card to a real collection by double-clicking it or using the Collections items.
- SEO title and description carry over to the filtered Products List page. Add keywords to products the same way.

Collections and SEO Text – Tips & Guidelines

Tips

- Always add an image to each collection.
- Write SEO text in plain words that describe the group.
- Check every card after you map it.
- Use a short headline like Shop by Group.

DO

- Name groups clearly
- Keep handles lowercase
- Map every card
- Test the live filter

DON'T

- Leave cards unmapped
- Skip the image
- Stuff SEO with keywords
- Use five columns on mobile

Product List and Detail Pages

What It Is

The Products List page is the shelf and the Product Details page is where a shopper decides. Both are edited in the store builder (search for Stores).

How It Works For Your Business

- Click the Product List element and open Settings on the right. The General section holds most choices.
- Turn on Enable sorting and Enable filtering. Sorting covers date, name, and price. Filtering covers stock and price range.
- Text Customisation near the bottom of General changes the words shoppers see.
- Ribbons are set on the product record. You can add a start and end date so a Sale tag turns off by itself.
- On Product Details, set media size and side, choose Add to Cart or Buy Now, and add Related Products.

Product List and Detail Pages – Tips & Guidelines

Tips

- Turn on sorting once you have many products.
- Use ribbons for only your best offers.
- Check both desktop and mobile after layout changes.
- Make the button easy to spot and the photo large.

DO

- Match colors to your brand
- Use dated ribbons
- Offer Related Products
- Save and publish

DON'T

- Tag every product
- Skip mobile preview
- Hide the buy button
- Overload the shelf

Cart and Checkout Settings

What It Is

The Checkout page is where shoppers enter details and pay. Its element has options for fields, contacts, terms, coupons, and shipping locations.

How It Works For Your Business

- Click the Checkout element. Under Form Options, set fields to Mandatory, Optional, or Hidden. Billing address, a notes field, and address auto-complete are also options.
- Contact Options include Sticky contact, New contact on every purchase, and Validate disposable email.
- Add a Terms and Conditions checkbox and turn coupon codes on with Enable coupon codes.
- Choose shipping locations: all countries or only specific ones. Adjust colors and fonts.
- On the Thank You page, set the sale action: URL redirect, page redirect, or the default.

Cart and Checkout Settings – Tips & Guidelines

Tips

- Ask only for fields you truly need.
- Use required fields for what you must have to ship.
- Test the full checkout as a shopper would.
- Read each contact option before you pick one.

DO

- Keep forms short
- Test a purchase
- Add a terms checkbox
- Limit shipping countries

DON'T

- Ask for too much
- Hide needed fields
- Skip the Thank You page
- Publish untested

Shipping Zones and Rates

What It Is

Shipping zones tell checkout where you ship and what to charge. Search for Shipping and Delivery to set them.

How It Works For Your Business

- Click Add Zone and give it a name, countries, and states or provinces if needed.
- Click Add Rate to set a flat rate amount for the zone.
- Turn on Conditional Pricing to charge by order price or item weight with minimum and maximum values.
- Limit a rate to specific ZIP or postcodes when you need to.
- Add weight, dimensions, and SKU on the product record so rates and orders have the data they need.

Shipping Zones and Rates – Tips & Guidelines

Tips

- Name zones by place so they are easy to find.
- Enter product weights if you charge by weight.
- Test checkout with an address in each zone.
- Review how rates are listed and which is the default.

DO

- Name zones clearly
- Fill in product weights
- Use conditional pricing
- Test each zone

DON'T

- Leave a country uncovered
- Guess at weights
- Overlap zones carelessly
- Skip a test order

Orders, Inventory and Reviews

What It Is

Search for Orders to see new orders. Inventory and Reviews are managed in Products. Together they keep the store running.

How It Works For Your Business

- Open an order to see its details and add shipment details like tracking number, provider, and tracking URL.
- Print packing slips or shipping labels from an order. Search for Transactions to see the payment record.
- Under Inventory, set the quantity per variant, search by SKU, and choose Continue selling when out of stock if you want it.
- Under Reviews, approve, unapprove, trash, or reply, and filter the list.
- In the builder, toggles show reviews, ratings, and ratings count. Buyers can see orders in the Customer Access Center.

Orders, Inventory and Reviews – Tips & Guidelines

Tips

- Add tracking as soon as you ship.
- Search inventory by SKU to find items fast.
- Reply to reviews so shoppers see you care.
- Decide on out of stock selling before you launch.

DO

- Add tracking details
- Print packing slips
- Approve reviews
- Update quantities

DON'T

- Ship without tracking
- Ignore low stock
- Leave reviews pending
- Forget to click Save

Abandoned Checkout Recovery

What It Is

Abandoned checkouts are shoppers who started to pay but did not finish. You can send an automatic email to bring them back.

How It Works For Your Business

- Search for Commerce Settings, open Notifications, and enable Abandoned Cart emails.
- Pick an email template, write the email subject, and set the Send after delay in hours or minutes.
- Search for Orders, open Abandoned Checkouts, and search the list or Add Filter by Email Status, Recovery Status, or Date Range.
- You can copy a checkout URL or Export CSV.
- Search for Email Builder, open Templates, and include the checkout page URL and shopping cart elements in your email.

Abandoned Checkout Recovery – Tips & Guidelines

Tips

- Set the delay long enough to be polite.
- Keep the subject short and clear.
- Include the cart element so shoppers see what they left.
- Check recovery status on a regular schedule.

DO

- Enable the email
- Use a clear subject
- Include the cart
- Filter by status

DON'T

- Send too fast
- Leave the link out
- Forget to test it
- Ignore the list

Upsells, Subscriptions, Digital Delivery

What It Is

Beyond simple products, the store can offer an add-on at checkout, bill on a repeat schedule, and deliver files after a purchase.

How It Works For Your Business

- Add the Upsell element on the checkout page and choose the products to offer.
- Set recurring pricing on the product record to sell a subscription. It shows in the cart as a repeating item.
- Use the digital delivery settings on a product to send a file after purchase.
- Test each type of product from the shopper side before you promote it.
- A custom product details page can be added in Stores with the Custom Product Details Page toggle.

Upsells, Subscriptions, Digital Delivery – Tips & Guidelines

Tips

- Offer an upsell that fits the main product.
- Describe the billing schedule in the product text.
- Open a test purchase to confirm the file arrives.
- Assign a custom page to the right product.

DO

- Pick a related upsell
- Explain recurring billing
- Test file delivery
- Reassign pages in Settings

DON'T

- Offer something unrelated
- Hide the billing schedule
- Skip test orders
- Forget to publish

Key Terms Glossary

Store

One shopping experience on a website, made of five pages.

Catalog

The master list of everything you sell. Search for Products.

Variant

A version of a product, like a size or color.

Include in Online Store

Setting that decides if a product shows in the store.

Collection

A group of products shoppers can browse together.

Handle

Short lowercase web-friendly name in a page address.

Ribbon

A small tag on a product, like Sale or New.

SKU

A code you assign to track one product or variant.

Shipping zone

A set of places you ship to, with its own rates.

Conditional pricing

A shipping rate that changes by order price or weight.

Abandoned checkout

A shopper who began paying but did not finish.

Upsell

An extra offer shown at checkout.

Getting Help

Your software changes over time, so a button or menu may look different from this guide. If something does not match, open the in-app help for the store and search for the same words. The steps stay the same even when the layout moves.