West Company
Web Editing Instructions

October 12, 2011

West Company Web Site Instruction Guide

Table of Contents

Information about this training guide and the West Company program

GoDaddy's WebSite Tonight and Quick Shopping Cart products were chosen for the following reasons:

- Affordability
- Full Feature Set
- Automatic updating of software
- Good customer support both online and over the phone

For the purpose of this program, which is setting up an affordable shopping cart and / or web site, the following has been set up and supported:

1. Initial setup and customization of layouts for both the Shopping Cart and Web Site using the Quick Shopping Cart and WebSite Tonight templates
2. Setup of shipping, tax, payment methods and products in Quick Shopping Cart
3. Setup of up to five web pages with graphics and text for content in WebSite Tonight
4. Training on product and order management through Quick Shopping Cart
5. Training on updating content on existing pages through WebSite Toinight

GoDaddy offers additional features to enhance your web site and / or shopping cart through your GoDaddy account beyond those that are offered in this program.

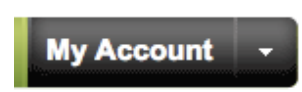
If you decide to add additional features offered through your GoDaddy Account, the addition and support of these features are not part of the package offered by the West Company.

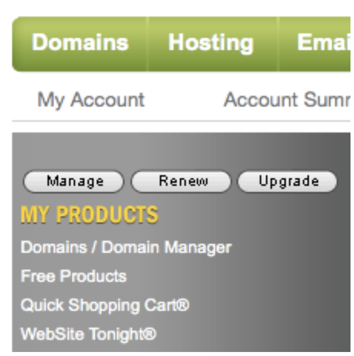
If additional features are added, support for these features including any adverse affects on your web site and shopping cart must be obtained through GoDaddy.

Some of these additional features offered by GoDaddy are not included in the price of your subscription and will be additional, billed through GoDaddy.

Accessing your GoDaddy Account

1. Go to http://www.godaddy.com on your web browser
2. Enter your Username and Password at the top of the screen.
3. Click on the Log In button to the right
4. Once you are logged in, at the top of the screen it will say WELCOME BACK and your first name.
5. Click on the black **My Account** tab on the right side of the menu bar.
6. The screen will change and you will see your name at the top of the page.
7. Under the **My Products** menu on the left, click on the name of the product that you wish to access.
    a. Quick Shopping Cart will take you to the store
    b. WebSite Tonight will take you to the informational pages on

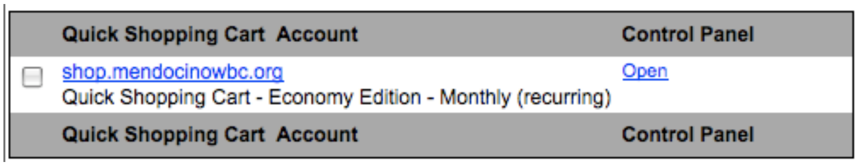




your site.

Accessing Quick Shopping Cart

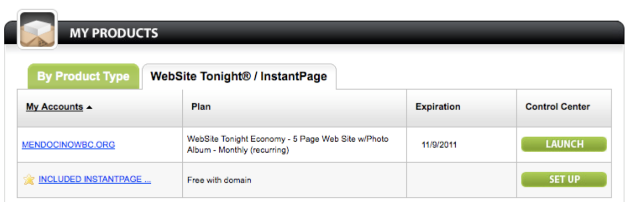
1. After clicking on the Quick Shopping Cart link under the **My Products** section the screen will change.
2. Click on the **Open** link located under the **Control Panel** heading in the center column.



3. You will be taken to the **Store Summary** page.

Accessing WebSite Tonight

1. After clicking on the WebSite Tonight link under the **My Products** section the screen will change.
2. Click on the **LAUNCH** button located under the **WebSite Tonight / Instant Page** tab in the center column. This area is located under **MY PRODUCTS** section.

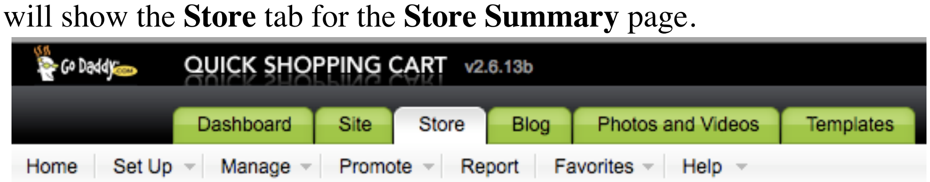


3. You will be taken to the **Quick Navigation** page.

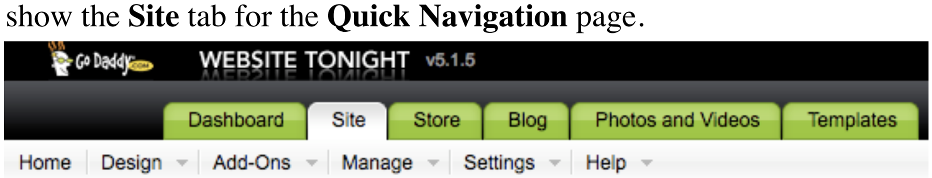
Navigating Around Quick Shopping Cart and WebSite Tonight

Whichever product you access, there is a menu at the top of the page with tabs taking your to the different product pages.

1. If you access **Quick Shopping Cart** following the instructions above, the menu will show the **Store** tab for the **Store Summary** page.



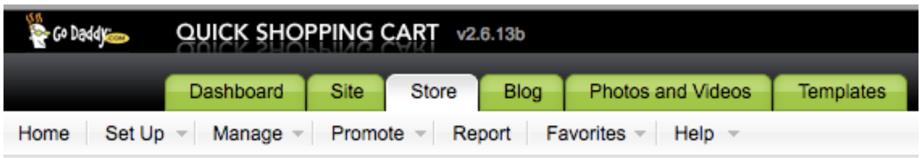
2. If you access **WebSite Tonight** following the instructions above, the menu will show the **Site** tab for the **Quick Navigation** page.



3. You can click on the tabs to move between **Site** (WebSite Tonight) and the **Store** (Quick Shopping Cart).

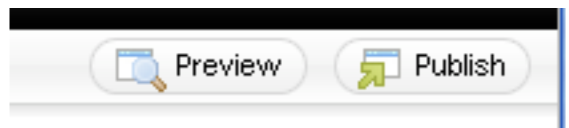
Quick Shopping Cart

This section will take you through the navigation menu options shown in the image below.



The Preview and Publish buttons

In the upper right corner of your screen, on the same line as the Store menu tabs are the Preview and Publish buttons.



The **Preview** button will allow you to view changes to your store before they are **Published**

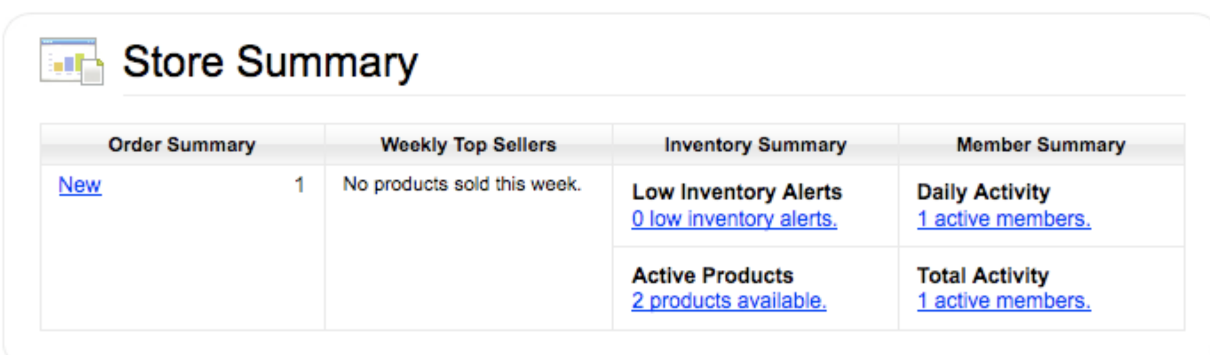
Publishing a site means that your changes are made live on the Internet.

!!If you decide to make any changes to the Quick Shopping Cart, it is very important to Preview the site before making it live.

Home – Store Summary

The main page on the Quick Shopping Cart has a Store Summary section where you will see active orders that have come in.

Invoices that are being processed are listed under **Order Summary** and clicking on their links will take you to the **Manage Orders** page, which is covered on page 16.



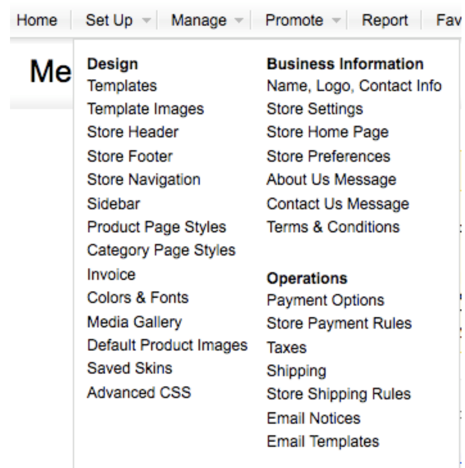
The **Home** menu at the top of the screen will always return you to this page when the **Store** tab is selected in the menu at the top of the page. There is also HELP located at the bottom of this page.

Set Up

The options listed in the Set Up menu have already been set up for you in your Store. You only need to access this menu if there is an adjustment that needs to be made at a later date.

!!Please don't change any of the options in this section unless you are sure that you know what you are doing. Changes to options in this section can damage your shopping cart.

Headings below followed by an * denote sections that may occasionally need updating.



Design

All of the options under the Design section have to do with the look and feel of your web site; the template, menu and colors used throughout your site. If you are using WebSite Tonight, these options have been customized to coordinate with those pages.

!!Please don't change any of the options in this section unless you are sure that you know what you are doing. Changes to items in this section can damage the way that your shopping cart looks and functions.

Saved Skins*

If you have made a change and you need to restore the original site: Go to the **West Company Customized Skin** and click the Load button. 

Business Information

!!Please don't change any of the options in this section unless you are sure that you know what you are doing. Changes to items in this section can damage your shopping cart.

*Name, Logo, Contact Info**

This page contains contact information for your company that will appear on the web site.*

Your company logo is also stored here.
!!Please don't change any of the graphics in this section unless you are sure that you know what you are doing. Changes to items in this section can damage your shopping cart. Adding a new graphic with a different width and height can damage the layout of the site.

Store Settings
!!Please don't change any of the options in this section unless you are sure that you know what you are doing. Changes to items in this section can damage your shopping cart.

*Store Home Page**
This section allows for adjustments to the Home page of your store.
Welcome Message*: Allows you to edit the message that appears on the home page.

Site-Level Search Engine Optimization (SEO) : Meta and title tags go here.

Preferences : Determines whether to display top-level category images in the body of your home page. This is set to display top-level categories.

Products in Category: Lists products in the Top Level category. Nothing needs to be changed here.

Store Preferences
!!Please don't change any of the options in this section unless you are sure that you know what you are doing. Changes to items in this section can damage your shopping cart.

*About Us Message**
This option allows for adjustments to the About Us page of your store. It is required in the shopping cart and contains a synopsis of the information from the About Us page in the informational part of the web site.

*Contact Us Message**
This area has been deactivated in stores that are integrated with WebSite Tonight pages. The contact form on the WebSite Tonight pages is used instead.

*Terms & Conditions**
This page lists Privacy, Shipping and Return policies for your store.

Operations

Payment Options
Currently you are set up with PayPal Express Checkout as your payment option and linked to your PayPal account with the ability to process refunds. There is no need to update this section.

Store Payment Rules
There is no need to update this section.

Taxes
This option customizes sales tax based on the shipping address. The State-based Tax option has been set up.

*Shipping**
There are various shipping options in this area. If your business uses real time shipping rates, USPS has been set up as the shipping option for domestic shipping. Shipping methods were chosen based on your requirements specified in the Worksheet. If other types of shipping need to be set up for USPS or for UPS or FedEx, adjustments are made here.

If your shipping prices are based on Order Weight or Order Total they are configured in Custom Shipping.

Store Shipping Rules
There is no need to update this section.

Email Notices
This is list of email addresses where various notifications generated by the shopping cart are sent. Your store's default email address is currently in each category.

There are two categories that pertain to your store:

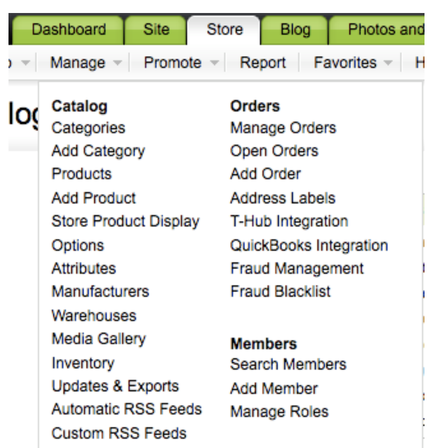
System Notices have to do with notifications sent to customers, and showing the email address that is showing up in the From area in a customer's email message.

New Order Notices are sent to the email address on record.

You can verify that these notices are working correctly by clicking on the **Verify** button next to each option.

Email Templates
This option lists the various email templates sent out to customers for various reasons. They are already set up. **!!Please don't change any of the options in this section unless you are sure that you know what you are doing.**

Manage



The options listed in the Manage menu are organized into three categories;

Catalog is for managing products

Orders is for managing orders

Members is for managing customers

Most of the management of your store and interaction with Quick Shopping Cart will be done in the Manage menu.

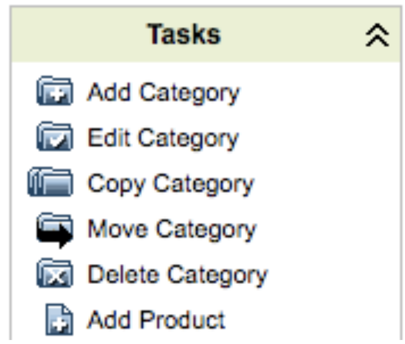
Catalog
The catalog is where your products are managed.

Categories

When a store has many products, they can be organized into categories and sub-categories. An example is if you are selling art supplies and you want to have categories for paint brushes, paints and canvases. Within each of these categories, the respective products would be listed for sale.

The Categories page shows existing categories for managing them and their products. New categories can also be added here.

If there are no categories, all products will be placed at the Top Level.



To **add a category**, click **Add Category** in the **Tasks** window on the left.

You will be taken to a new page called **Category Information** to create the Category. The important information for creating a category is as follows:

1. **Name**- The name of the Category
2. **Parent Category** – Home is the default, which is the top level. This option is only changed if you are creating a sub-category. For example Home -> Art Supplies -> Paint Brushes. The Paint Brushes category would have Art Supplies as its parent category.
3. **Image Information** – An Image for Thumbnail and Standard needs to be placed here. Click the Choose button to upload the image from your hard drive. Dimensions need to be 400 x 400 or less in jpg or png format. See **Formatting Product and Category Images** on page 18.
4. **SEO** tags are recommended but not necessary to create the category
5. **Products in Category** - Select a product from the drop down menu, and click the **Add to List** button to add each item to this category.
6. Click the **OK** button when you are done creating the Category

To view an existing category click on its category folder in the **Category & Products** window to drill-down to view subcategories and associated products.

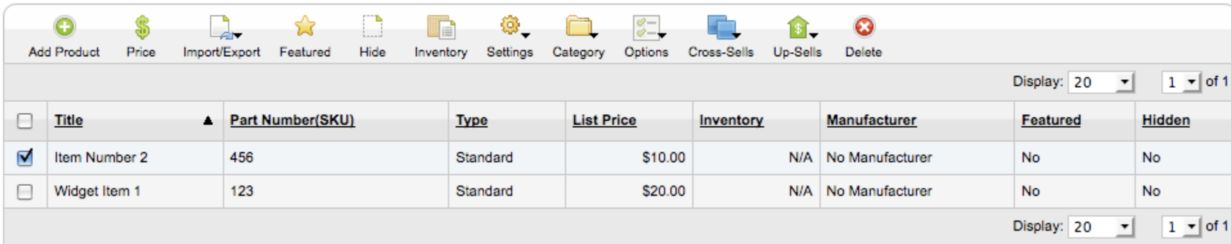
In the **Tasks** window on the left, click **Edit Category** and you will be taken to that category's **Category Information** page.

Add Category

This is the place where a category can be added to the cart. Once the category is created, products can be placed in that category. See how to **add a category** above through the **Category Information** page.

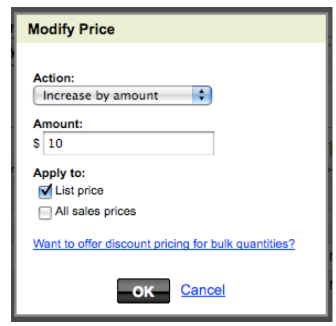
Products

This is where products are added, removed and managed. On this screen a list of existing products in the cart are displayed.



At the top of the product display window, there is a set of buttons. In order to activate any of these buttons, the check mark to the left of the Title column must be checked for the product(s) that are to be modified.

Add Product – goes to the **Product Editor** where new products can be added. See ***Add Product*** below for instructions.



Price – Changes the price on all products that are checked in the check box to the left of the Title. Prices can either be increased or decreased by an amount or percentage.

If a product is listed at $20.00 and "Increase by amount" is $10.00, then that item will have a List Price of $30.00.

List Price is the price that is listed for the product and must be checked.

Import/Export – Products and Inventory can be imported and exported. The file format is an Excel .xls file. Importing is an advanced feature and is not recommended. An understanding of Excel Macros and html code is required.

Featured – Featured products are displayed on the front page of the store in addition to the product pages.

Hide – Hidden products are removed from your published storefront. The product's information remains available to you in Quick Shopping Cart's Catalog. This option can also be used to discontinue a product on your storefront temporarily.

Instead of removing the product from the cart and having to re enter it at a later date, it can be hidden and then shown when it is ready to be sold.

To hide a product that is has been hidden, click the check box to the left of the Title and click the Hide icon. In the Hide/Unhide Products pop up window, select **Yes** under **Hide Product(s)** and click the **OK** button.

To show a product that is has been hidden, click the check box to the left of the Title and click the Hide icon. In the Hide/Unhide Products pop up window, select **No** under **Hide Product(s)** and click the **OK** button.

Inventory – This option is for products that are having their inventory tracked on the cart. This is only recommended if the cart is your only venue or you sell one of a kind products.

Settings – The settings icon allows for modification of the following:

- **Manufacturing** – This option is for carts that have many products and wish to have the ability to sort by various product manufacturers.
- **Shipping** – Allows for selection of whether shipping rates are to be charged for an item. Shipping rates set up in Operations (see page 8) apply. For more information on shipping settings for individual items see page 12.
- **Tax** – Allows for selection of whether an item is taxable. The tax rates set up in Operations (see page 8) apply.
- **Warehouse** – This option is for drop shipping and a GODaddy Deluxe or Premium shopping cart pacakage is required for this feature.

Category- Another place to organize products by adding or removing them to or from specific categories.

Option- Adds or removes product options, such as size or color.

Cross-Sells – Adds cross sells to a product page. An example of a cross sell is two or more separate products in your store that complement each other and can be seen as related items to get the customer to increase the size of the purchase - "Would you like fries with that?"

For example, you are selling jewelry which includes charms for necklaces and silver chains. On the product page displaying a charm, a cross sell would be a link to the silver chain product that you are also selling that could go with the charm.

Up-Sells – Similar setup to cross sells. An up-sell is to get the customer to spend more money – buy a more expensive model of the same type of product, or add features and/or warranties that relate to the product. An example of a up sell is when a customer is looking for an 8 GB iPod for $229 and a link to the 16BG iPod for $399 is also shown on the same product page.

Delete - Removes a product from the store. Unlike a hidden product, which is only hidden from the published store front, this option completely removes the product from the shopping cart.

Add Product

This is the process for adding a product to the store. Adding a product is similar to filling out an online form.

Product Type: SKU – Required: A SKU or Part Number must be entered. A SKU uniquely identifies a product for inventory and invoicing. If you don't have one for your products, it is a good idea to come up with a numbering system. Letters and numbers can be used.

Inventoried: This option allows you to track your available inventory and to be alerted when it becomes low.

Charge for Shipping - If Yes is selected, you will be prompted for:

- Shipping Type: select Package
- Weight and Dimensions of the Package

This area is related to the shipping set up (See page 8). You can set up UPS or United States Postal Service shipping to calculate rates for multiple items shipping in the same package. When you select this shipping option, you must:

- Define the package sizes you use to ship.
- Indicate, for each product in your catalog, whether to charge for shipping.
- Indicate, for each product in your catalog, whether the item ships in its own package.
- Accurately define the weight and dimensions of each product. ***When defining the weight and dimensions make sure to allow for padding.***

To get the multi-item rates, Quick Shopping Cart uses your package dimensions and the product dimensions to "pack" as many items that a package holds, then it starts to "pack" a new package. When all items in the order are accounted for, Quick Shopping Cart sends this information to the rate servers to get a shipping quote.

If the items you are shipping require padding or other packing materials, account for this in the product dimensions. For example, if you have a porcelain figurine that is 4" x 4" x 4", you may want to specify the product dimensions as 6" x 6" x 6".

NOTE: If you select to ship multiple products in the same package, you need to configure the maximum weight and size you can use. Items are packed automatically based on declared item volume and declared box volume. Items exceeding max box weight or size ship separately.

When you receive an order, the **Order Detail** screen displays the number of packages and the package contents that Quick Shopping Cart used to charge shipping rates. This gives you an idea of how the rates were determined. Of course, how you actually package and ship the items is up to you. You may want to run some tests and fine-tune your product dimensions to get shipping rates as close as possible to what the actual shipping costs are.

If your shipping is being calculated by real time rates via USPS, and they need to be adjusted, you may need to change some of the settings in Shipping (page 8).

IF THIS SEEMS CONFUSING, TAKE A LOOK AT THE WAY YOUR EXISTING PRODUCTS ARE SET UP IN THE CART UNDER THE SHIPPING SECTION AND SET UP NEW PRODUCTS USING THE SAME INFORMATION.

Title - Enter the name of the product as you would like it to display on your storefront.

Short Description – Enter a brief description of the product of up to 300 characters. The short description displays on the Category page. This text also appears in the Meta Description tag on the web page for Search Engine Optimization.

Full Descriptions - Enter the full, detailed description of the product. The full description displays on the product details page.

Manufacturer – Not needed in small carts. This option is for carts that have many products and wish to have the ability to sort by various product manufacturers.

Taxable – Yes/No based on tax rates set up in **Operations** (see page 8).

Featured – Yes/No Featured products are displayed on the front page of the store in addition to the product pages.

Hide - Select **Yes** if you want to remove this item from your published storefront. The product's information remains available to you in Quick Shopping Cart's Catalog. This option can also be used to discontinue a product on your storefront.

Add to Google Product search – Products will automatically be placed in Google's merchant center unless you select No. See page 20 on Google feed for more information on this feature.

Condition – Select **New** unless you are selling used products.

Price – Enter the price of the product in **List Price**. You can add the same amount in **Your Cost** or leave it at $0.

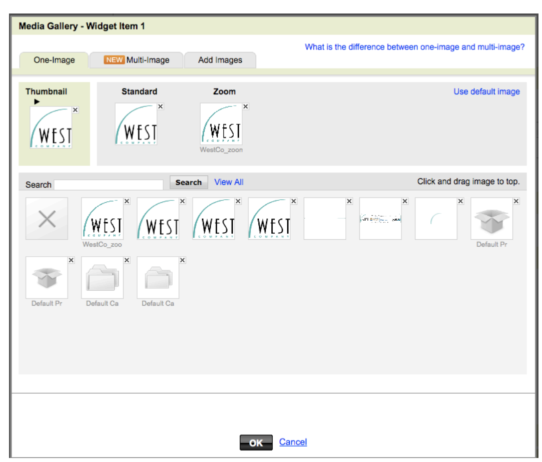
Add New Sales Price allows you to choose to set a sales price or percentage discount for a specific amount of time.

Category – This is another place where a category can be created and/or selected for a product. If there are no Categories then all products are placed on the Top Level.

Images - This is where you add product images. Before images can be added to the cart, they must be formatted as follows in a graphics editing program like Adobe Premier.

All images must be saved in the jpeg or png format at 72dpi. To keep things simple, create one image with the dimensions 400 x 400 pixels. See **Formatting Product and Category Images** on page 18.

1. To add an image, click on Thumbnail, Standard or Zoom, depending on which type of image you wish to add.
2. The **Media Gallery** window will appear
3. Click on the Add Images tab at the top
    a. Click on the Browse button.
    b. A pop up window showing files on your local computer will appear.
    c. Locate the prepared image file that you wish to add and click the **Open** button.
    d. The image will appear in the pop up window
    e. Click the **Upload** button
    f. Repeat steps a-e for the other images.
4. Once all images have been uploaded, click the **One-Image** tab at the top of the pop up window
5. The images that you just uploaded will appear in the window.
6. Drag the image to Thumbnail, Standard and Zoom
7. If you are having trouble figuring out which image is which move the mouse over one of the thumbnails, and the dimensions will appear in a little pop up area next to the mouse pointer.
8. Once all images have been dragged over, click the **OK** button.



9. The images will appear in the Add Product page under the Images section.

Search Engine Optimization (SEO) – In this section you can specify the Title, Description, and Keywords meta tags for your product page. Meta tags play an important role in helping to position your Web sites for top rankings with the leading search engines and directories.

If you don't fill in this section the title tag will be the same as the Title or Name of the product and the Description tag will be the short description entered above. It is questionable as to whether keywords are used to position web sites in search engines anymore.

The default tags are sufficient for web site positioning, so entering additional data into this section is optional.

Attributes – This is another form of categorization when there is a large number of products. Attributes provide a way for you to offer concise descriptions about particular products and are available to all products in your Quick Shopping Cart catalog. Once created, they are available to each product through the individual product page. Attributes are optional descriptive labels and do not affect the price of a product. You do not have to assign any attributes to a product.

Option- Adds or removes product options, such as size or color.

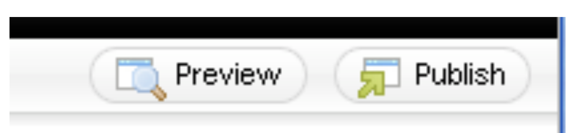
Cross-Sells – Adds cross sells to a product page. An example of a cross sell is two or more separate products in your store that complement each other and can be seen as related items to get the customer to increase the size of the purchase - "Would you like fries with that?"

For example, you are selling jewelry which includes charms for necklaces and silver chains. On the product page displaying a charm, a cross sell would be a link to the silver chain product that you are also selling that could go with the charm.

Up-Sells – Similar setup to cross sells. An up-sell is to get the customer to spend more money – buy a more expensive model of the same type of product, or add features and/or warranties that relate to the product. An example of a up sell is when a customer is looking for an 8 GB iPod for $229 and a link to the 16BG iPod for $399 is also shown on the same product page.

SAVE YOUR CHANGES – When you are finished creating or updating your product, click the **OK** button in the lower right corner to save your changes.

Preview the product – In the upper right corner of your screen, on the same line as the Store menu tabs are the Preview and Publish buttons.



The **Preview** button will allow you to view changes to your store before they are **Published.**

The **Publish** button publishes the changes to the live site where the updates are made available to the public.

Store Product Display

Various layouts for the product detail window.

!!Please don't change anything in this section unless you are sure that you know what you are doing. Changes to options in this section can damage your shopping cart.

Options

Adds or removes product options, such as size or color.

Attributes

This is another form of categorization when there is a large number of products.
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Manufacturers

Not needed in small carts. This option is for carts that have many products and wish to have the ability to sort by various product manufacturers.

Warehouses

This option is for drop shipping and a GODaddy Deluxe or Premium shopping cart package is required for this feature.

Media Gallery

This is where images and PDF files are managed. They can be uploaded and deleted.

To upload an image:

1. Click Upload Images.
2. On your local drive, locate and select the image(s) you want to upload, and click Open.
   NOTE: Select multiple images by holding the Command key (Mac) or CTRL key (PC).

(Optional) Update each image Title and add keyword Tags. This step will help if you elect to use an Excel spreadsheet to update image assignments.

3. Click Save.

NOTE: Images uploaded on the Storefront Information page or on the Default Product Images page, are added to the Media Gallery.

There is a lot of detailed information on the Media Gallery including a step by step video on how to add images. Click on the **Learn More** link on the Media Gallery page.

Inventory

This option is for managing inventory for products that are having their inventory tracked on the cart. This is only recommended if the cart is your only venue for selling products.

Updates & Exports
This is for stores that have a very large inventory and need to have their products updated by uploading information for a batch of products in Spreadsheet format.

Automatic RSS Feeds
Not implemented on your cart. Displays products to be viewed through an RSS reader. Automatic feeds for listing products can be activated here. By clicking the green Activate button.

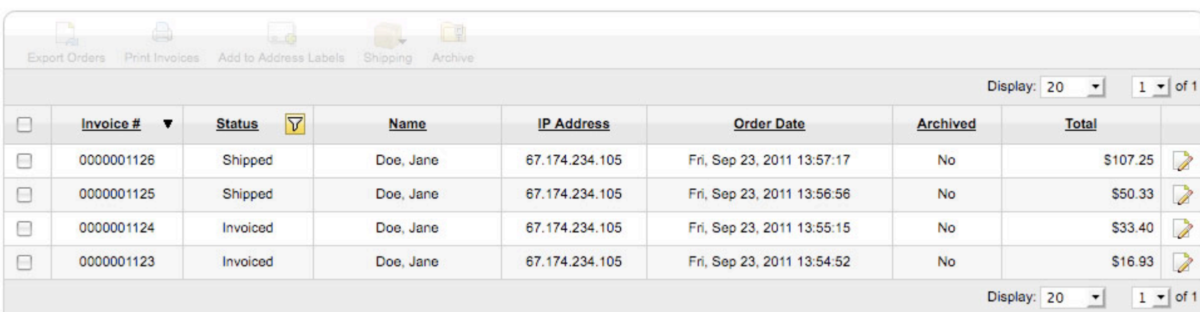
Custom RSS Feeds
Feeds can be created for specific product groups here.

Orders
Orders are transactions processed by the storefront. When an order is placed in the shopping cart, the invoice is processed and you will receive a notification in your email. The customer will receive an invoice in their email.

Manage Orders
A list of your invoices and their status is displayed on the **Store Summary page** when you log in to your account. Clicking on a link to one of the invoices will take you to the Manage Orders page.

You can also search for a particular invoice or set of invoices on this page.

At the top of the Manage Orders window, there is a set of buttons. In order to activate any of these buttons, the check mark to the left of the Invoice # must be checked for the invoice(s) that are to be modified or processed.



	Invoice #	Status	Name	IP Address	Order Date	Archived	Total
	0000001126	Shipped	Doe, Jane	67.174.234.105	Fri, Sep 23, 2011 13:57:17	No	$107.25
	0000001125	Shipped	Doe, Jane	67.174.234.105	Fri, Sep 23, 2011 13:56:56	No	$50.33
	0000001124	Invoiced	Doe, Jane	67.174.234.105	Fri, Sep 23, 2011 13:55:15	No	$33.40
	0000001123	Invoiced	Doe, Jane	67.174.234.105	Fri, Sep 23, 2011 13:54:52	No	$16.93

Export Orders
All invoices/orders that are checked will be exported to an Excel spreadsheet.

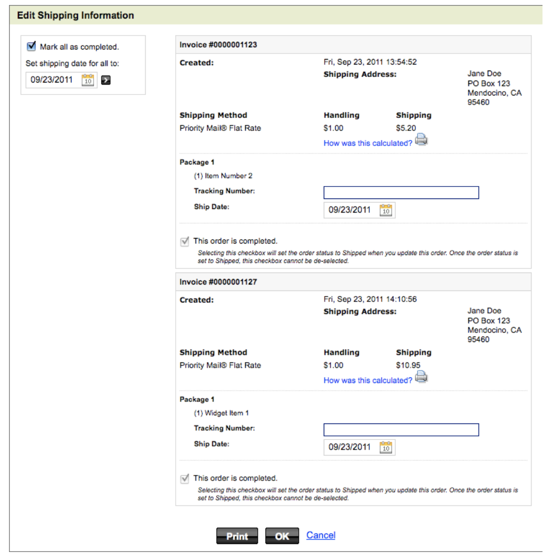
Print Invoices
All invoices/orders that are checked will be printed out to be processed.

Add to Address Labels
All invoices/orders that are checked will have the shipping addresses exported to an area where they are formatted as address labels. The address labels are then exported into Microsoft® Excel (.xls) or as a project file (.dbf) for use with Avery® DesignPro®. If you are using USPS or UPS

OnLine Tools, you can use the label printing feature available from either of these shipping providers.

Shipping

Edit Shipping Information: All invoices/orders that are checked will allow you to add Tracking Numbers and Ship Dates to each item in each order. A pop up window will appear allowing you to edit this shipping information for each order checked.



Check the **This order is completed** check box.

Click the **OK** button.

After clicking the **OK** button, the order will be given the status as Shipped and an email will automatically go out to the customer letting them know that the order has been shipped.

To edit an order from the order list, you can also click the edit icon to view the invoice and perform order processing and fulfillment operations.

When payment has been completed through the PayPal transaction, then the order will have a **Payment Status** of **Completed** and a **Status** of **Invoiced.**

Processing Refunds

To process a refund, click on the edit icon to view the invoice. Click on the drop down menu under **Status** at the top of the page and change the status from **Invoiced** or **Shipped** to **Refunded**.

The customer will be refunded and they will receive and email notification about their refund.

Open Orders

This options displays orders that have a status of **Open**. A **Closed** order is one that has a status of Shipped, Refunded or Cancelled. The rest of the order statuses are Open.

Add Order

Use this feature to manually enter orders, such as those received offline. For example, you can take orders over the phone or by mail and enter them into your storefront. However, you can not process payments via PayPal with this option.

Address Labels

Export shipping labels into Microsoft® Excel (.xls) or as a project file (.dbf) for use with Avery® DesignPro®. If you are using USPS or UPS OnLine Tools, you can use the label printing feature available from either of these shipping providers.

T-Hub Integration
For integrating orders in with the program T-HUB. This feature is not used in your cart.

Quickbooks Integration
This feature is not used in this cart.

Fraud Management
Enables fraud rules that check specific criteria to verify authenticity when shoppers place an order.

Fraud Blacklist
Blacklisting is a means to deny a specific Internet Protocol (IP) address (and anyone using that IP) the ability to process an order through your storefront by including the IP address in your blacklist.

Members
Members can be customers or administrators. In this section you can retrieve contact information as well as usernames and passwords for accounts.

Search Members
Search, add, edit and delete member profiles here.

Add Members
Add a member profile here.

Manage Roles
Roles grant the user access to selected areas of your Quick Shopping Cart® application. You can assign Roles to any member. However, for security reasons, we recommend that you only assign Roles to site administrators.

Formatting Product and Category Images
There are different sizing requirements for the product and category images. However, a single image can be sized and formatted for each product and category and the shopping cart will automatically resize the image to make it fit the various areas.

The image dimensions should be a no more than 400 pixels wide by 400 pixels tall. The resolution is 72 dpi. The file must be a jpg or png format.

The exact steps on how to size an image will depend on your image editing software.

Promote

Manage Coupons / Add Coupon

The Coupon Manager allows you to locate and edit coupons for your products. Coupons are created and can be entered into the cart for discounts on various items.

Free Shipping

Free Shipping can be set up based on a minimum purchase or for a specific time period.

With Free Shipping, customers don't have to enter a coupon code when checking out; Quick Shopping Cart automatically subtracts the shipping amount from the order total.

Google Product Search

A Google Merchant Account has been set up for you. The log in information is the same as for your regular Google account. From this account a data feed will go out on the first of each month automatically sending your products to Google’s shopping results.

Any time you add new products, after you have published your site, the list of products will be automatically updated so that it can be picked up by Google.

Google Webmaster Tools

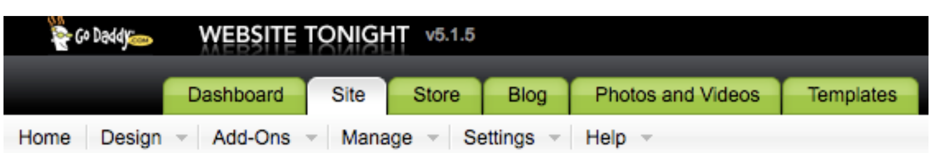
Assists in configuring meta tags to increase your site’s visibility in the search engines.

Reports

Create sales, shipping, order, and tax management reports. Once selected, reports display in an easy to read format on your screen.

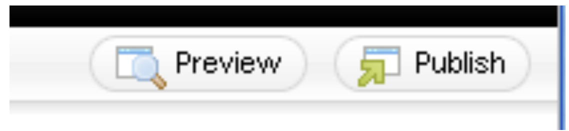
WebSite Tonight

This section will take you through the navigation options shown in the menu below.



The Preview and Publish buttons

In the upper right corner of your screen, on the same line as the Store menu tabs are the Preview and Publish buttons.



The **Preview** button will allow you to view changes to your store before they are **Published**

Publishing a site means that your changes are made live on the Internet.

!!If you decide to make any changes to WebSite Tonight, it is very important to Preview the site before making it live.

Home

The main page in WebSite Tonight provides an overview of tools and features. The features that are being covered in this guide can be accessed through the menus as well as clicking on the icons.

Site Information
!!Please don't change any of the options in this section unless you are sure that you know what you are doing. Changes to options in this section can damage your web site.

An overview of basic information on your site is provided here, such as the URL associated with your site, the last time it was published and the number of pages used.

The Economy version of WebSite Tonight provides a total of 5 pages. If you wish to have additional pages, the next level of service, Deluxe, will need to be purchased.

The original template on which the design is based is also shown in this section as well as a link to Site Settings where the domain name, business name and email address can be altered.

Quick Navigation
The icons on the top row are *Design Your Pages, Add Pages* and *Upload Files*. These items are also available as menu options and will be discussed under their respective menu options below.

Manage Photos and Videos takes you to the Photos and Videos tab at the top and will be discussed on page 26.

Chances are that the reason you have logged in to WebSite Tonight is to edit your web pages, and the first thing you will click is the icon for ***Design Your Pages***. Click here edit your web pages. See page 22 under ***Launch Page Designer*** for more information.

Tools and Resources
Many of the items in this section have been used in the setup and customization of your site and should not be altered unless you are sure of what you are doing. Tools and Resources that you may be using will be mentioned later on in this guide when the menu options are reviewed.

Back Up/Restore

After you make changes to your web site it is important that you back up these changes. Backup and Restore can also be accessed through the Manage menu.

Help

In this section there are a number of links providing detailed instruction on various aspects of managing web pages.

The ***WebSite Tonight Reference Guide*** link is particularly helpful in updating text and images.

New Features

GoDaddy periodically adds new features that can be installed on your website. These features are not part of the initial setup and are not supported. Instructions on how to add them to your site are included in this section if you choose to add them.

Design

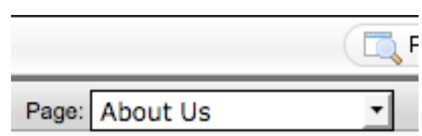
The only option under the Design menu that you will be working with is Launch Page Designer. The other menu options have to do with the customization of your template.

!!Please don't change any of the options in the other menus section unless you are sure that you know what you are doing. Changes in this section can damage your web site.

Launch Page Designer

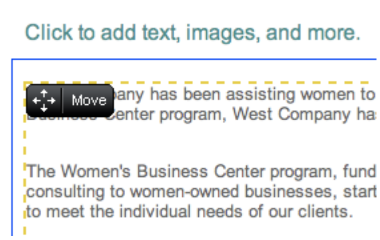
This is the area where you can update the text and graphics on your web pages. There are many tabs and buttons on this page. Only the ones that you will need to use to edit your pages will be addressed in this guide.

To navigate to the page that you wish to edit you can either click on the link to the page in your site's menu or go to the Page drop down menu located under the Preview and Publish buttons.



Editing text on a page

The area on your page surrounded by the thin blue border is your editing area. If you click once with the mouse button within this area, you will see another box with a dotted yellow border.

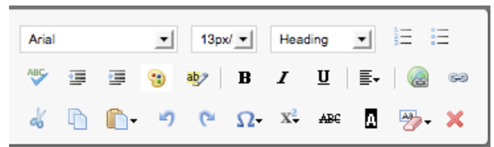


When you click inside of the box, also known as a *content block* you can go in and edit the text the way that you would in a word processing program like Microsoft Word.

When you click in the box, the formatting, such as link color or font may change slightly, but it will return to the proper styling once you click out of the area. You will know that you are in formatting mode when the box surrounding the content looks like this:

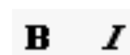
West Company Web Site Instruction Guide

In the formatting area you can type in the text. There is a formatting area located above the box that will allow you to bold and italicize text and add links.



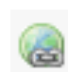
The font type, e.g. Arial, Times is the same throughout the site, and although you can change it here, it is recommended that it remains the same font throughout all of the pages for a uniform look to the site.

If you want to **bold** or *italicize* text, highlight the text you wish to alter and click on the bold or italic icons.



To add a link to another web page or an email address, also known as inserting a *hyperlink*:

1. Position your cursor where you want to add the hyperlink and highlight the text or image you want to make into a hyperlink.
2. Click the **Create Link** icon. (The icon with the globe)



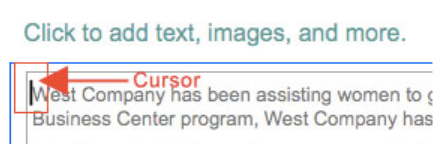
3. From the **Link to** area, select one of the following:
   - **Email** — Link to an email address.
   - **URL** — Link to a website.
   - **Page** — Create a hyperlink to another page in your website.
   - **Upload** — Creates a hyperlink to a file
     Note: If you haven't uploaded the file you want to create a hyperlink to, you should upload the file first. For more information, see Uploading and Linking to Files.
   - **Anchor** — Create a hyperlink to an anchor on your website.
   - **Open in new window** — Sets the item to automatically open in a new window. This option should be selected when the page you are linking to is another website separate from yours.
4. Click OK.

When you are finished with your changes. Click the Save icon in the lower right corner.

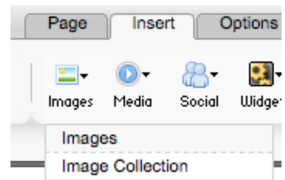
If you do not wish to save your changes, click on the red circle next to the Save icon.

Adding an image

TIP: If you are going to add an image to a page along with some text, it is easier to insert the image *after* you have added the text.



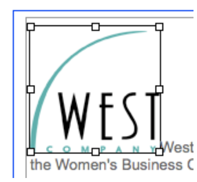
1. Position your cursor where you want to add your image. If you want to have text in a particular paragraph wrapping around the image, the cursor must go before the first letter of that paragraph.
2. Go to the **Insert** tab, and then click the **Images** button.
3. Select **Images** from the menu options.
4. The **Image Library** pop up window will appear.
5. Go to one of the following tabs:



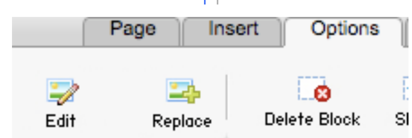
My Images
Select an image that you have uploaded. If you have not uploaded any images, nothing displays in this tab.

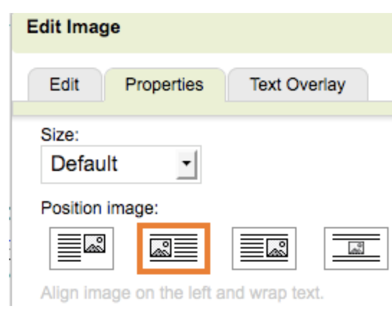
Upload Image
Click the **Browse** button to locate the image, and then click **Upload Images**. The image is added to the My Images tab. Go to the My Images tab and select the image.

TIP: Size the image before it is uploaded. It should be a maximum 500 pixels wide or less. If the file size is too large, the image will take a long time to load and edit. If the image needs to be resized, keep reading.



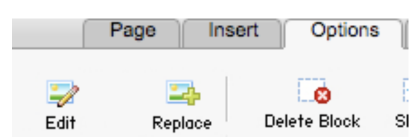
6. Wrap the text around the image: Once the image has uploaded and is on your page, click on the image once to select it.
7. With the image selected, click on the **Edit** icon under the **Options** tab.
8. The **Edit Image** pop up window will appear.
9. If the image is too large, it can be resized in this window.
10. Click on the **Properties** tab.
11. In the Properties window you can choose how the image should be positioned by clicking on the various icons below. The icon chosen in this example is for aligning the image to the left of the text.
12. Click the **OK** button when you are done.
13. The pop up window will close and the image will be formatted with the text wrap.





Replacing an image

1. Click on the image once to select it.
2. With the image selected, click on the **Replace** icon under the **Options** tab.
3. The **Image Library** pop up window will appear.
4. Go to one of the following tabs:



My Images
Select an image that you have uploaded. If you have not uploaded any images, nothing displays in this tab.

West Company Web Site Instruction Guide

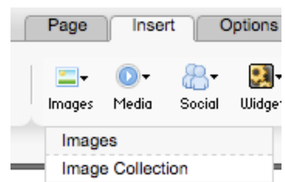
Upload Image
Click the **Browse** button to locate the image, and then click **Upload Images**. The image is added to the My Images tab. Go to the My Images tab and select the image.

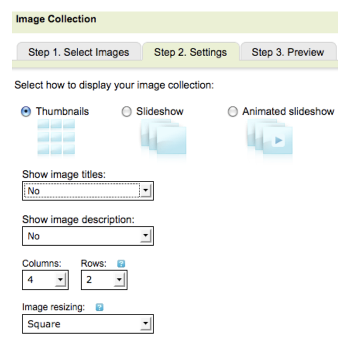
5. Click the **OK** button when you are done.
6. The pop up window will close and the image will retain the formatting of the image that it replaced.

Adding an image gallery to a web page

An image gallery can be a created before adding it to a web page. See page 28 under **Create a Gallery**.

1. Navigate to the web page where the image gallery is to be placed.
2. Go to the **Insert** tab, and then click the **Images** button.
3. Select **Image Collection** from the menu options.
4. The **Image Collection** pop up window will appear.
5. Select the image gallery to be placed under **Select a gallery:**
6. *If you do not have an image gallery are creating one at this time, select "Create Gallery."*
7. Click the **Add** button
8. *If you do not have an image gallery are creating one at this time, a separate pop up window will appear where you will name and create the gallery and upload your images.*
9. You can either click the **OK** button to insert the image gallery onto your page or you can click the **Step 2. Settings** tab to format the gallery. If you wish to format the gallery at a later time, you can return to this area. See **Editing an existing image gallery on a web page** below.
10. Click **OK** when you are ready to insert the image gallery.
11. The image gallery will appear on your web page at the bottom in its own content block.





Editing an existing image gallery on a web page

If you are adding an image to an existing gallery and that gallery is already on a web page, the image will automatically be added.

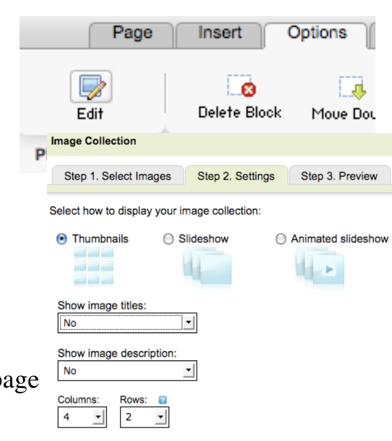
This option is to be used if you want to change the configuration of the images in an existing gallery or wish to replace one gallery with another.

Click once on the content block area on the web page that contains the image gallery to select it.

Click on the **Edit** button for the **Photo Album** located under the **Options** tab.

The **Image Collection** pop up window will appear.

Step 1. Select Images tab: If you wish to replace one gallery with another, under the **Select a gallery** drop down box, you can choose a different gallery.



Step 2. Settings tab: If you wish to change the configuration of the gallery the options are on this page.

Step 3. Preview tab: The new settings can be reviewed under the Preview tab before committing to any changes.

If you wish to save your changes, click the **OK** button. Otherwise, click the **Cancel** button.

Add-Ons

Menu items in this section are either additional to the project or are already set up. There is no need to go into these areas unless you are adding additional features.

Manage

Organize Site

This section organizes your site's menus and the pages that the menu options link to. If you have a Quick Shopping Cart this section is coordinated with the navigation area on the cart.

!!Please don't change anything in this section unless you are sure that you know what you are doing. Changes to options in this section can damage your web site.

Google Sitemap

This area has already been set up and has to do with Google reindexing the pages on the site.

Back Up/Restore

After you make changes to your web site it is important that you back up these changes. Backup and Restore can also be accessed through the Manage menu. This area can also be accessed in the **Home** section of your site.

Enter the name of the backup. You can put a date here. Click the **Save website** button to back up your changes.

If you need to restore a back up, click on the **Restore** icon for the version that you wish to restore.

You can also back up when you Publish your site.

Publish

This menu option works the same as clicking on the Publish button in the top right corner of the page.

When you publish your site, any changes that you have made will be made live on the Internet. If you don't take the step of publishing, your changes will not be seen on the web.

This window will give you the option to only **Publish Updates** (only the sections you have updated) or **Publish All**. Either option will work.

Be sure to click on the check box next to "Back up website prior to publishing."

Publish Selected Pages
This option allows you to choose which pages you wish to publish. You may want to use this option if you are in the process of making updates to different pages in your site, but are only ready to make certain pages live on the web.

Be sure to click on the check box next to "Back up website prior to publishing."

Publish History
This is a log showing all of the times your site was published.

File Size/Loading Info
This section reviews all of the pages on your site and its content to make sure that the page size is not too large which can lead to a slowly loading page.

The greatest culprit in a page that loads too slowly is one that contains images that are not formatted for web and have a large file size.

The information on this page is as follows:

- **File Size Indicator (colored icon) column** - The color of the icon indicates if the file size is acceptable, approaching the recommended maximum size, or too large. The color legend is located beneath the table.
- **Page/File Name** - Displays the name of the file or page.
- **Size column** - Displays the size of the file.
- **56K column** - Displays the number of seconds it takes a browser to load the file using a 56K speed modem.
- **128K column** - Displays the number of seconds it takes a browser to load the file using a 128K speed modem.

Password Protection
You can protect individual pages of your site with a password. This feature is not used in your sites. Turning on password protection will prevent the general public from viewing pages on your site.

Upload Files
This is an area for uploading images and files, such as Adobe PDF documents. It works in the same way as the image uploader used in the editor.

Spell Check
This option will spell check the pages on your site. Select the pages you wish to check by selecting the check box next to the page name and click the **Check Spelling** button.

Fonts

This feature is not used in your site.

Restart Site

Clicking **Restart Site** will remove the contents and design of your existing website. The Set Up Wizard will display and you can begin re-building your website.

!!DO NOT TOUCH THIS OPTION!!

Settings

Site Settings

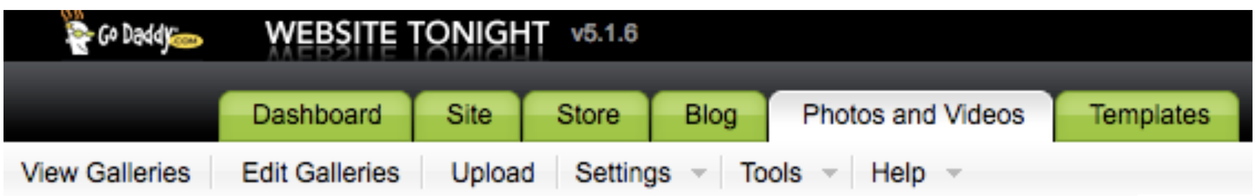
This is where you domain and contact information resides.

!!Please don't change anything in this section unless you are sure that you know what you are doing. Changes to options in this section can damage your web site.

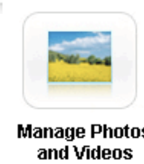
Configuration

!!Please don't change anything in this section unless you are sure that you know what you are doing. Changes to options in this section can damage your web site.

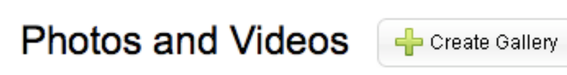
Photos and Videos



This is the area where your images are managed. This is also the area where image galleries are managed. You can also get to this area by clicking on the **Manage Photos and Videos** icon in the Home section under the Site tab.



Create a Gallery



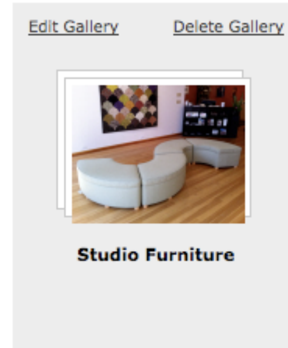
You can create a gallery by clicking on the **Create Gallery** button located at the top of the Photos and Videos section.

You will be taken to a page where you will enter the Gallery name, Gallery description (optional), Date display and Privacy settings.

You can then **Create Gallery** and add images later or **Create and Upload Files** and add the images right away.

If you are adding images right away, go to page 27, **Adding Images to a gallery** to learn how to upload images.

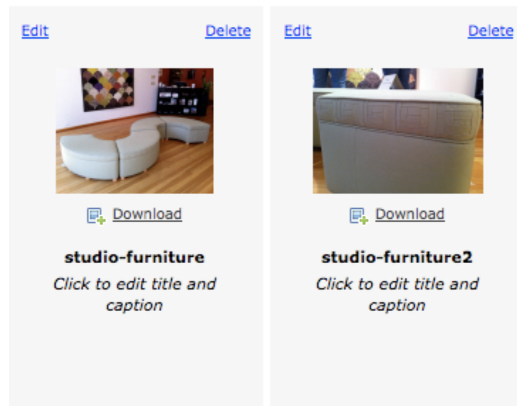
View Galleries



In this area, all of the image galleries created for your site are displayed. You can click on any one of them to edit a gallery. **Site Gallery** contains the images used on your web pages.

When hovering the mouse over a gallery, it becomes surrounded by a gray box, and there are three options:

1. **Edit Gallery** – Change the name of the gallery, enter a description, display the date and set up Privacy settings, e.g. who can view the gallery. All galleries are set to Public.
2. **Delete Gallery** – Deletes a gallery
3. **Click on the image** – this option takes you into the gallery to view and organize individual images and edit their titles and captions. You can also add, edit and delete images in this section.



Organizing Images

To organize images in the Gallery, click the **Manage** button on the top right corner above the thumbnail photos.

Click on the **Organize** button that is located on the top right corner of the page. It will be in the same location as the **Manage** button on the previous page.

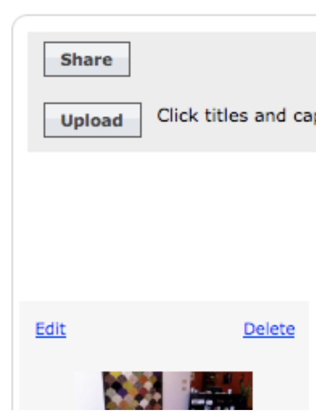
Select the option in the drop down menu under "Organize by:"

Click the **Save** button.

If you are selecting the **Custom** option, you can drag the images around on this screen to set the custom order.

Click the **Save** button when you are done.

Adding Images to a gallery



Click the **Upload** button located above the thumbnail images, to the left.

You will be taken to the Upload page.

Step 1 has the file type selected as "Photos and videos," so nothing needs to be done here.

Under **Step 2** select the image gallery to which the new image(s) should be added.

Under **Step 3** clicks the **Browse** button and select the images from your hard drive in the pop up window. Click **OK** when you are finished with your selection. The image names will appear in the window under "Files to be uploaded."

Under **Choose Size**, it is recommended to select 800x600 (small) as the option so that the gallery can be viewed on smaller devices like an iPad.

Click the **Upload** button when you are finished. The images will be added to your gallery.

Click the link **View Uploaded Photo/Video Items** located in the yellow box at the top of the page.

You will be taken to the image gallery. The new image will be at the bottom of the gallery. You can then go in and organize and edit the new images and add titles and captions.

Once your images are added and organized in a gallery, the gallery can be added to your web page.

If you are adding an image to an existing gallery and that gallery is already on a web page, the image will automatically be added.

Edit Galleries

In this section you can add, delete and manage galleries.

Upload

See **Adding Images to a gallery** on page 27.

Settings

The various options under this section have to do with how the image gallery is displayed.

!!Please do not change any of the options in Photos and Video Settings.

Tools

The options under this section are not used.

Getting Help

There are a number of methods for obtaining help and guidance for your site and shopping cart.

The Help Menu

In each of the sections discussed in this guide, there is a Help menu on the far right of the navigation bars.

A separate help page will open up in your browser when this menu option is selected. If you select this menu option within Quick Shopping Cart, for example, the page will open up under the Quick Shopping Cart Section.

You can navigate to pages that offer help for other products from this page. There is also a search box where you can enter some keywords about the issue.

Find Help and Tutorials
There are a number of links on the help pages that list different topics offering step by step assistance and answers.

Read Our Blog
Blog posting might also offer advice or suggestions to enhancing your web site.

Ask in the Forum
If you are not finding the answer you are looking for in the other help sections, the forum may provide the answer. You can also post questions here.

Learn More links
When you navigate to one of the pages in you store or website account, throughout many of these pages is a Learn More >> link. These links will take you to a separate page in your browser providing detailed information on that section.

Help sections on the Home pages
On the main Home pages of WebSite Tonight and Quick Shopping Cart there is a section called **Help** at the bottom. This section provides a set of links and videos to assist you.

Call
If all else fails and you can't find what you need online, you can call GoDaddy at (480) 505-8877 for 24/7 support.

PayPal
Most of the activity in maintaining your store will take place in Quick Shopping Cart. You will mostly be using your PayPal account to transfer money generated from sales into your bank account.

Under the **Withdraw** menu, select **Transfer to Bank** account.

You will be taken to a page that will allow you to transfer the money in your PayPal account over to your bank account.

Help
If you need assitance with PayPal they also have an extensive online help section. Click on the Help link in the top right corner of any page.

You can also call them at 1-402-935-2050. When you do call them you will need to provide a Web PIN number, which is a 6 digit code.

To locate this Web PIN number, click on the Contact Us link at the bottom of any page, and then click on the Call Us tab on the left side of the page.