

Getting Started

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This document will reference the steps you should take to setup your store and cross reference the tutorials will help you with additional information. To view the tutorials click the HELP menu, this is located on the very top menu of Shopping Cart Elite.

STEP 1: STORE SETUP

- **Shopping Cart Elite Module to Use** Store Management – Setting – Store
- **Tutorials to Watch:** Store Management – Setting – Store Settings: 5.0 - 5.11

The first step is to configure the store for payment processing, company settings, address, business hours, phone number, back office settings, etc.

If you are wholesaler this is also the place where you would setup the defaults discount for your clients.

- **Critical Tasks to Complete in this Step:**
 - **Company Information**
 - **Business Hours**
 - **Company Phone Number**
 - **Email Setup (Usually comes with sales@domain.com)** Setup as per tutorial 10.1-10.3
 - **Sales Tax**
 - **Payment Methods** Setup as per tutorial 5.6 – 5.6.4 (If you require a merchant account see tutorial 5.6.2)
 - **RMA (Return Merchandise Authorization):** Setup as per tutorial 5.10
- **Optional Tasks to Complete in this Step:**
 - **Support Desk**
 - **Employee Tasks**
 - **Setup the FAQ (Frequently Asked Questions)**
 - **Wholesale Discount (Wholesale only):** Setup as per tutorial 5.8
 - **Workflow (Manufacturers only):** Setup as per tutorial 5.15

STEP 2: WEBSITE SETUP

- **Shopping Cart Elite Module to Use:** Store Management – Setting – Website
- **Tutorials to Watch:** Store Management – Setting – Website Settings: 6.1 - 6.2.1

In order to have your website point to the Shopping Cart Elite server, you must change the DNS of your domain. The DNS address your domain should point to is “NS1.SHOPPINGCARTELITE.NET” and “NS2.SHOPPINGCARTELITE.NET”. If you purchased your domain name through Shopping Cart Elite, the DNS assignment will be done for you.

- **Critical Tasks to Complete in this Step:**
 - **Homepage & General Setting Setup:** Setup as per tutorial 6.1
 - **Announcements (Twitter):** Setup as per tutorial 6.2 – 6.2.1
- **Optional Tasks to Complete in this Step:**
 - **Google Analytics:** Setup as per tutorial 6.1
 - **Google Webmaster Tools:** Setup as per tutorial 6.1.1, 6.1.3

STEP 3: SET UP CONTENT PAGES

- **Shopping Cart Elite Module to Use:** Store Management – Setting – Website
- **Tutorials to Watch:** Store Management – Setting – Website Settings: 6.4 - 6.6

Quality webpage content is essential to achieving high rankings with the search engines. If you do not have high quality content, no one will want to link to your website and without inbound links, your chances of a decent ranking are nil. Without quality content, the chances are your potential customers may not find what they are looking for or find your website appealing, which will result in their leaving your web site and finding a higher quality competitor's site.

Your About Us page is one of the most critical pages on your web site. Many prospective customers will look at your About Us page; in fact, the percentage of those who will is 40%. [I don't believe this number] Even more important, some customers will make a buying decision based on their impression of your company and your business expertise.

The content of the following pages will play an important role in the success or failure of your web site. Do not ignore or minimize their importance. **Critical Tasks to Complete in this Step:**

- **Write About Us** – Write about Owner / Vision / Brand / Parts, i.e. –www.groproject.com - About Us page: Setup as per tutorial 6.1
- **Enter Terms** – Use sample copy on SCE tutorials 6.4
- **Include Privacy Statement** – Use sample copy on SCE tutorials 6.5
- **Publish Return Policy** – Use sample copy on SCE tutorials 6.6

STEP 4: ADD SUPPLIERS

- **Shopping Cart Elite Module to Use:** Order Management - Suppliers
- **Tutorials to Watch:** Order Management - Suppliers: 6.4 - 6.6

Add suppliers to your store with their information and setup the line cards for each of these suppliers.

- **Critical Tasks to Complete in this Step:**
 - **Supplier Contact Information**
 - **Supplier Address**
- **Optional Tasks to Complete in this Step:**
 - **Supplier Line Card**
 - **Supplier Settings**

STEP 5: SETUP PRODUCT CATEGORIES | BRANDS

- **Shopping Cart Elite Module to Use:** Store Management - Product Setup
- **Tutorials to Watch:** Store Management - Product Setup: 1.1 - 1.4

Shopping Cart Elite has one of the most advanced product setup modules out of the box CRM – Shopping Cart software in the industry. It is very important to setup the products properly, so they can function correctly on both the website and in the back office. [Keep in mind any products you use internally such as office suppliers, utilities, etc. can also be added as a product or service for internal use.] this sentence does not make sense to me.

Critical Tasks to Complete in this Step:

- **Add Brands**
- **Add Categories**

STEP 6: ADD PRODUCTS

- **Shopping Cart Elite Module to Use:** Store Management - Product Setup
- **Tutorials to Watch:** Store Management - Product Setup: 1.5 - 1.12

Before you can sell and market anything, you've got to have a store full of products. This section covers how to import products from your suppliers and if necessary how to manually enter products. You should load at least 20 different products before launching your store to the public. Insure that the products you sell will be offered at a competitive price and produce a good profit for your business.

Import Products with Data Feed

When you are dealing with a supplier or wholesaler, it is far easier to enter the products you're going to sell into your SCE store with a data file as opposed to entering them all by hand. If you are going to use the data import method, one way to get the file is by subscribing to www.scedata.com or an equivalent data partner. You can also request a data file from your supplier(s). Of course, there will be instances when you have to enter some, or maybe even all, products by hand. This will be covered in the next section.

- **Critical Tasks to Complete in this Step:**
 - Import data files
 - Assign products to categories
 - Add product description and details
 - Validate products
 - Upload products to server
- **Optional Tasks to Complete in this Step:**
 - Edit products one-by-one
 - Use Data Mapper (contact www.scedata.com)

Module to Use: Store Management - Product Setup - Import File

Tutorials to Watch: Store Management - Product Setup: 1.15

Enter Products Manually

If you don't have access to data files, then you will need to enter the products manually. Depending on how many products you have, this process may be time consuming.

- **Critical Tasks to Complete in this Step:**
 - Define product types and product applications
 - Add product description and details
 - Validate products

- Upload products to server

- **Optional Tasks to Complete in this Step:**
 - Add universal products
 - Add products with options
 - Add products with car applications

Module to Use: Store Management - Product Setup - Import File

Tutorials to Watch: Store Management - Product Setup: 1.5-1.10

STEP 7: ADD EMPLOYEES

- **Shopping Cart Elite Module to Use:** Store Management - Employees
- **Tutorials to Watch:** Store Management - Employees: 4.0 - 4.3

Each employee can be assigned unique permissions, which allows you to grant or deny access to specific features of Shopping Cart Elite. For security purposes, you may want to create a separate username for yourself and use the admin username to access the settings of your store.

Critical Tasks to Complete in this Step:

- **Add Employees**
- **Add Task for Employees**
- **Set up permissions for Employees**

STEP 8: ADD CUSTOMERS

- **Shopping Cart Elite Module to Use:** Order Management - Customers
- **Tutorials to Watch:** Order Management - Customers: 8.0 - 8.12

If you have an email list or excel customer base list it can be imported directly into Shopping Cart Elite.

Critical Tasks to Complete in this Step:

- **Add Customers**

STEP 9: SETUP DISCOUNTS

- **Shopping Cart Elite Module to Use:** Store Management - Discount Codes
- **Tutorials to Watch:** Store Management - Discount Codes: 9.0 - 9.1

Discounts and specials can be added for your customers and then you can start advertising them via different social networking websites including your very own Twitter announcements.

Critical Tasks to Complete in this Step:

- **Setup Discounts**
- **Start advertising the discounts**

STEP 10: PROCESSING AN ORDER

- **Shopping Cart Elite Module to Use:** Order Management – Order Assignment & Order Management – Order Tracking
- **Tutorials to Watch:** Order Management – Order Assignment: 11.0 – 11.1
Order Management – Order Tracking: 12.0 - 12.1

These are the two critical modules to use for processing and managing your orders. Order Assignment is the module where you can check for new orders, assign and email them to the supplier. You will then use Order Tracking to make sure the order receives a tracking number in a timely manner. Order tracking shows you all the open orders that have been processed but missing the tracking number.

Critical Tasks to Complete in this Step:

- **Watch the Tutorials to understand how Order Assignment and Order Tracking works**